

Regional Economic Activity, November 2024 over November 2023
Taxable Sales by Major Category (\$ Million) and Percentage Change

	Total	Autos & Accessories	Consumer Durables	Tourism & Recreation	Consumer Nondurables	Building Investment	Business Investment	Index of Retail Activity
Cape Coral/Ft. Myers	1895.4	406.9	115.6	382.0	466.5	161.6	362.7	292.8
% change	3.4%	9.5%	-4.5%	2.9%	2.9%	-8.5%	6.9%	-2.9%
Daytona Beach	911.8	228.9	40.6	199.0	250.6	64.0	128.8	220.5
% change	4.1%	16.0%	3.4%	-0.9%	3.1%	7.7%	-5.1%	-0.2%
Ft. Lauderdale	4323.6	940.6	271.5	840.6	1187.0	224.7	859.3	210.4
% change	3.3%	2.1%	-3.4%	7.1%	1.7%	3.8%	5.7%	-2.4%
Ft. Walton	414.2	91.4	24.5	91.7	118.8	29.3	58.6	253.0
% change	1.6%	5.3%	-5.0%	-0.3%	2.7%	7.2%	-2.8%	0.5%
Gainesville	449.1	92.9	15.1	101.9	133.9	37.9	67.3	201.6
% change	-13.7%	12.2%	2.7%	4.4%	-39.0%	-11.6%	7.4%	-4.8%
Jacksonville	3170.3	664.9	145.6	647.9	860.7	208.9	642.4	236.3
% change	5.7%	11.2%	-0.8%	4.6%	3.7%	-0.5%	8.0%	2.9%
Miami	6663.4	1033.2	515.6	1562.2	1797.7	242.7	1511.9	257.4
% change	6.8%	6.7%	15.1%	7.1%	3.5%	4.8%	8.3%	2.3%
Naples	1225.4	202.2	104.7	348.3	323.2	82.5	164.5	293.3
% change	3.2%	7.9%	-5.6%	3.4%	5.6%	-9.2%	6.1%	-4.0%
Ocala	686.1	177.7	31.3	100.1	177.4	72.2	127.3	256.6
% change	7.4%	9.0%	-8.8%	7.1%	4.1%	24.4%	6.7%	1.8%
Orlando/Kissimmee	8268.1	1294.3	286.4	3172.3	1693.6	364.0	1457.5	275.2
% change	6.9%	14.5%	2.9%	4.7%	2.1%	-3.3%	15.9%	0.8%
Palm Bay/Melbourne	1004.3	211.8	45.0	199.0	293.2	70.9	184.5	223.5
% change	4.4%	10.4%	0.6%	3.4%	0.8%	-0.8%	8.0%	0.4%
Palm Coast	144.2	20.4	4.0	42.9	42.6	12.0	22.3	448.8
% change	7.8%	14.2%	-7.5%	4.9%	8.7%	5.4%	11.2%	8.4%
Panama City	419.2	72.1	21.7	94.3	113.4	43.7	74.0	257.1
% change	2.6%	8.7%	-6.3%	-0.1%	0.4%	-0.2%	8.7%	-1.6%
Pensacola	776.3	148.3	42.1	157.9	234.9	59.0	134.1	228.7
% change	0.7%	1.7%	-0.5%	2.2%	1.4%	-7.9%	1.0%	1.0%
Port St. Lucie/Ft. Pierce	902.6	211.0	64.6	163.4	213.5	82.6	167.5	275.7
% change	6.4%	15.3%	7.6%	6.6%	2.7%	6.1%	0.8%	3.8%
Punta Gorda	387.1	80.2	29.6	67.9	95.7	45.3	68.4	255.6
% change	5.2%	14.1%	-3.4%	7.2%	-1.3%	7.8%	5.9%	-0.8%
Sarasota/Bradenton	1958.9	436.7	121.5	388.4	464.8	169.8	377.7	259.5
% change	8.7%	23.8%	2.1%	-2.7%	1.6%	21.1%	13.3%	0.9%
Sebastian/Vero Beach	297.4	60.4	18.4	71.0	84.9	20.7	42.0	234.7
% change	5.6%	20.1%	-1.8%	3.4%	2.2%	2.3%	3.2%	0.6%
Tallahassee	550.0	107.4	23.0	116.1	166.1	36.3	101.0	179.6
% change	3.9%	7.5%	-4.1%	3.7%	3.8%	-8.2%	7.6%	2.2%
Tampa/St. Petersburg	6459.3	1507.1	353.4	1262.6	1665.7	436.6	1233.7	220.5
% change	10.5%	28.2%	7.9%	5.6%	1.9%	19.6%	7.4%	1.0%
West Palm Beach	3508.3	578.2	236.3	808.2	979.6	214.1	691.8	226.3
% change	2.8%	11.3%	-3.9%	6.9%	-2.5%	6.7%	1.0%	0.4%
Winter Haven/Lakeland	1243.2	297.1	42.2	211.3	311.6	99.0	282.0	245.6
% change	4.3%	11.6%	5.1%	1.4%	5.2%	0.1%	-0.2%	-1.3%
STATEWIDE	58178.6	9730.0	3042.4	11811.1	19027.9	3350.7	11216.5	280.8
% change	4.7%	13.0%	1.6%	4.9%	0.7%	2.8%	6.4%	1.3%