

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

|                           | Total   | Autos &<br>Accessories | Consumer<br>Durables | Tourism &<br>Recreation | Consumer<br>Nondurables | Building<br>Investment | Business<br>Investment | Index of<br>Retail Activity |
|---------------------------|---------|------------------------|----------------------|-------------------------|-------------------------|------------------------|------------------------|-----------------------------|
| Cape Coral/Ft. Myers      | 2129.9  | 446.0                  | 116.0                | 432.2                   | 590.6                   | 151.6                  | 393.5                  | 291.9                       |
| % change                  | 0.6%    | 9.1%                   | -8.6%                | -0.1%                   | 0.7%                    | -13.0%                 | 1.7%                   | -1.7%                       |
| Daytona Beach             | 1022.4  | 238.7                  | 40.4                 | 212.7                   | 312.6                   | 59.2                   | 158.7                  | 219.6                       |
| % change                  | 1.7%    | 4.4%                   | -11.3%               | 2.3%                    | -0.3%                   | -0.7%                  | 5.8%                   | -0.4%                       |
| Ft. Lauderdale            | 4910.3  | 1038.7                 | 279.7                | 967.8                   | 1514.7                  | 198.3                  | 911.2                  | 209.4                       |
| % change                  | 0.2%    | 1.7%                   | -11.7%               | 0.8%                    | -0.1%                   | -7.7%                  | 4.2%                   | -1.8%                       |
| Ft. Walton                | 450.0   | 91.6                   | 26.3                 | 91.3                    | 147.2                   | 29.1                   | 64.5                   | 247.5                       |
| % change                  | -0.4%   | -0.3%                  | -4.3%                | -3.4%                   | 1.2%                    | 2.0%                   | 0.8%                   | 0.0%                        |
| Gainesville               | 485.9   | 100.0                  | 18.1                 | 96.4                    | 167.1                   | 36.3                   | 68.0                   | 199.5                       |
| % change                  | 1.0%    | 8.3%                   | 2.8%                 | 0.2%                    | 1.2%                    | -7.4%                  | -3.4%                  | -5.1%                       |
| Jacksonville              | 3676.3  | 722.1                  | 158.3                | 767.2                   | 1163.7                  | 199.0                  | 666.0                  | 239.0                       |
| % change                  | 4.1%    | 5.0%                   | -7.8%                | 8.2%                    | 6.9%                    | -11.7%                 | 2.7%                   | 3.7%                        |
| Miami                     | 7842.1  | 1127.3                 | 514.9                | 1895.8                  | 2436.7                  | 236.8                  | 1630.7                 | 260.2                       |
| % change                  | 3.5%    | -0.1%                  | 6.6%                 | 3.3%                    | 0.8%                    | -0.6%                  | 10.5%                  | 2.8%                        |
| Naples                    | 1400.8  | 214.6                  | 105.3                | 424.0                   | 405.5                   | 79.2                   | 172.2                  | 293.0                       |
| % change                  | 1.9%    | 5.8%                   | -1.9%                | 2.5%                    | 0.9%                    | -9.5%                  | 6.5%                   | -2.5%                       |
| Ocala                     | 788.7   | 187.7                  | 33.0                 | 115.2                   | 218.5                   | 84.1                   | 150.1                  | 257.3                       |
| % change                  | 8.8%    | 11.0%                  | -5.9%                | 7.2%                    | 1.1%                    | 22.0%                  | 17.3%                  | 2.3%                        |
| Orlando/Kissimmee         | 8821.2  | 1362.6                 | 298.3                | 3225.6                  | 2161.5                  | 359.5                  | 1413.7                 | 279.9                       |
| % change                  | 4.0%    | 6.0%                   | -7.5%                | 6.2%                    | 0.7%                    | -4.1%                  | 7.3%                   | 1.5%                        |
| Palm Bay/Melbourne        | 1152.1  | 237.1                  | 45.9                 | 217.4                   | 376.9                   | 68.3                   | 206.5                  | 222.3                       |
| % change                  | 3.4%    | 13.5%                  | -8.9%                | 2.8%                    | -0.9%                   | -3.1%                  | 7.1%                   | 0.7%                        |
| Palm Coast                | 144.3   | 19.7                   | 4.3                  | 35.9                    | 53.3                    | 10.5                   | 20.5                   | 427.3                       |
| % change                  | -2.0%   | -0.5%                  | -20.6%               | 0.0%                    | 4.5%                    | -11.9%                 | -11.1%                 | 3.1%                        |
| Panama City               | 458.2   | 76.2                   | 22.4                 | 98.1                    | 141.0                   | 42.8                   | 77.8                   | 250.7                       |
| % change                  | 1.3%    | 14.5%                  | -14.5%               | 1.6%                    | -1.3%                   | 4.5%                   | -2.1%                  | -1.9%                       |
| Pensacola                 | 880.8   | 166.4                  | 41.1                 | 160.5                   | 301.5                   | 62.5                   | 148.7                  | 224.6                       |
| % change                  | 1.4%    | 9.3%                   | -12.1%               | 0.4%                    | 0.4%                    | -3.3%                  | 2.8%                   | 1.4%                        |
| Port St. Lucie/Ft. Pierce | 1016.3  | 223.8                  | 65.4                 | 193.3                   | 277.7                   | 75.1                   | 181.0                  | 273.9                       |
| % change                  | -0.1%   | 6.2%                   | -3.5%                | -6.7%                   | 1.0%                    | -0.6%                  | 0.2%                   | 3.0%                        |
| Punta Gorda               | 405.8   | 80.4                   | 30.5                 | 71.8                    | 121.4                   | 34.4                   | 67.4                   | 249.8                       |
| % change                  | -3.7%   | 4.4%                   | -21.1%               | -8.3%                   | -0.4%                   | -14.8%                 | 3.5%                   | -2.0%                       |
| Sarasota/Bradenton        | 2209.0  | 477.1                  | 130.3                | 444.3                   | 595.5                   | 161.1                  | 400.8                  | 258.1                       |
| % change                  | 6.8%    | 23.9%                  | 1.5%                 | -2.7%                   | -0.2%                   | 13.5%                  | 11.6%                  | 0.5%                        |
| Sebastian/Vero Beach      | 351.0   | 60.6                   | 18.1                 | 103.6                   | 110.1                   | 16.1                   | 42.5                   | 233.2                       |
| % change                  | -1.7%   | 2.5%                   | -3.3%                | 0.6%                    | 0.5%                    | -21.6%                 | -8.0%                  | -0.2%                       |
| Tallahassee               | 610.9   | 115.0                  | 25.3                 | 118.9                   | 203.7                   | 48.5                   | 99.5                   | 177.7                       |
| % change                  | 4.4%    | 7.3%                   | -6.6%                | 10.4%                   | -0.9%                   | 20.0%                  | 2.5%                   | 1.5%                        |
| Tampa/St. Petersburg      | 7144.6  | 1538.0                 | 374.9                | 1450.4                  | 2054.7                  | 401.3                  | 1325.3                 | 221.6                       |
| % change                  | 2.8%    | 10.4%                  | 2.0%                 | 1.5%                    | -1.9%                   | 8.3%                   | 2.5%                   | 1.8%                        |
| West Palm Beach           | 4148.7  | 640.5                  | 263.9                | 928.7                   | 1355.4                  | 200.2                  | 760.0                  | 225.8                       |
| % change                  | 2.3%    | 1.4%                   | 2.0%                 | 7.4%                    | -0.1%                   | 1.9%                   | 1.7%                   | 0.7%                        |
| Winter Haven/Lakeland     | 1399.4  | 338.2                  | 46.2                 | 232.3                   | 383.7                   | 99.9                   | 299.1                  | 245.4                       |
| % change                  | 5.0%    | 18.4%                  | -7.9%                | 4.6%                    | 0.9%                    | -5.4%                  | 3.3%                   | 1.0%                        |
| STATEWIDE                 | 66662.8 | 10428.7                | 3226.9               | 13155.1                 | 24171.2                 | 3616.2                 | 12064.7                | 281.3                       |
| % change                  | 2.6%    | 7.1%                   | -1.2%                | 3.4%                    | -1.0%                   | 7.5%                   | 5.0%                   | 2.8%                        |