

Regional Economic Activity, February 2025 over February 2024
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	1943.1	399.7	104.3	483.1	453.2	145.3	357.6	291.1
% change	-4.0%	0.7%	-26.0%	-1.2%	-2.6%	-17.8%	0.7%	1.7%
Daytona Beach	936.3	222.9	36.9	247.0	234.4	55.5	139.5	219.9
% change	-2.4%	6.4%	-16.6%	-3.9%	-4.0%	-13.2%	-0.6%	2.2%
Ft. Lauderdale	4267.1	881.3	231.2	960.3	1092.6	186.9	914.8	211.1
% change	-2.3%	-2.6%	-21.3%	-3.6%	-3.2%	-14.4%	10.5%	-0.2%
Ft. Walton	405.5	85.9	25.2	103.3	104.2	28.4	58.6	239.5
% change	-1.3%	23.9%	-18.5%	-2.7%	-8.0%	-9.0%	-2.7%	1.6%
Gainesville	425.8	94.5	13.2	98.4	122.2	33.8	63.7	200.4
% change	-7.7%	3.6%	-21.8%	-2.3%	-5.1%	-39.0%	-6.5%	-3.0%
Jacksonville	3041.9	640.0	133.5	639.1	807.8	195.3	626.3	239.2
% change	-2.8%	-0.6%	-20.2%	-2.4%	-0.4%	-11.8%	-0.6%	2.9%
Miami	6489.4	954.7	406.6	1737.9	1652.2	212.4	1525.6	258.9
% change	-1.6%	-3.0%	-19.0%	0.5%	-3.1%	-6.1%	5.5%	2.0%
Naples	1331.5	197.8	100.2	466.1	337.9	65.2	164.4	295.4
% change	-2.6%	-1.1%	-16.9%	0.7%	-2.0%	-18.7%	3.0%	0.0%
Ocala	688.8	189.6	28.2	108.6	167.0	73.8	121.6	260.2
% change	4.3%	19.1%	-12.2%	1.3%	-0.3%	12.3%	-5.4%	5.3%
Orlando/Kissimmee	7548.7	1199.6	230.1	2935.5	1535.5	353.4	1294.6	281.6
% change	-7.4%	2.3%	-41.8%	-11.2%	-5.4%	-7.9%	2.1%	0.8%
Palm Bay/Melbourne	997.6	209.0	43.7	223.5	281.4	64.7	175.3	226.2
% change	-3.5%	2.9%	-17.9%	-5.1%	-3.3%	-3.4%	-5.0%	2.0%
Palm Coast	128.3	18.9	3.9	35.7	40.0	10.1	19.7	425.0
% change	-7.3%	11.4%	-39.2%	-12.0%	-3.7%	-12.5%	-8.0%	1.3%
Panama City	442.8	73.2	20.9	126.4	104.9	44.3	73.1	246.3
% change	-3.3%	2.5%	-19.3%	2.9%	-5.6%	-5.7%	-8.1%	-0.4%
Pensacola	781.5	161.1	37.8	164.7	216.1	65.0	136.8	220.2
% change	-2.7%	2.2%	-19.0%	-1.5%	-4.6%	-6.3%	1.0%	-0.4%
Port St. Lucie/Ft. Pierce	909.6	200.3	58.1	191.2	206.7	73.5	179.8	277.0
% change	-1.1%	1.1%	-16.0%	4.2%	-1.2%	-8.5%	0.3%	4.5%
Punta Gorda	399.9	84.2	30.4	92.6	97.7	32.2	62.8	255.1
% change	-5.5%	7.7%	-15.2%	-8.4%	-2.9%	-20.4%	-6.0%	-0.3%
Sarasota/Bradenton	2041.4	419.6	118.6	515.0	450.4	149.6	388.2	265.9
% change	0.4%	13.9%	-15.1%	-6.1%	-7.3%	4.9%	11.7%	3.1%
Sebastian/Vero Beach	287.7	59.2	14.9	70.2	85.1	15.1	43.2	232.2
% change	-3.1%	6.1%	-21.1%	-2.1%	-3.0%	-27.3%	2.8%	1.7%
Tallahassee	529.6	111.1	20.5	116.6	149.8	38.6	93.0	177.4
% change	-3.0%	4.0%	-23.5%	2.9%	-3.3%	-9.2%	-8.3%	1.6%
Tampa/St. Petersburg	6196.7	1354.3	313.4	1430.9	1502.5	379.4	1216.2	224.9
% change	-1.7%	5.5%	-13.2%	-2.3%	-5.8%	3.8%	-1.5%	4.2%
West Palm Beach	3504.2	528.9	219.8	886.7	971.9	178.7	718.3	227.4
% change	-2.4%	-0.9%	-13.3%	0.5%	-3.7%	-7.2%	-0.1%	1.5%
Winter Haven/Lakeland	1295.5	355.6	36.0	226.5	290.7	94.3	292.4	251.2
% change	-3.1%	1.2%	-16.5%	-4.2%	-1.9%	-9.4%	-4.5%	3.9%
STATEWIDE	57707.1	9342.7	2636.0	12782.0	18478.8	3361.6	11106.0	280.3
% change	0.4%	2.8%	-24.8%	-3.7%	6.1%	3.6%	1.5%	2.5%