

Regional Economic Activity, September 2023 over September 2022
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 | 1686.3 | 356.5 | 104.3 | 289.8 | 387.5 | 180.2 | 368.0 | 301.1 |
| % change | 18.5% | 22.7% | 15.9% | 16.2% | 5.4% | 18.9% | 34.0% | -1.2% |
| Daytona Beach | 1034.4 | 204.9 | 41.2 | 190.8 | 236.7 | 60.1 | 300.7 | 218.8 |
| % change | 23.7% | 13.2% | 0.9% | 8.7% | -1.9% | -7.8% | 127.5% | 0.1% |
| Ft. Lauderdale | 4081.2 | 947.3 | 259.5 | 744.6 | 1091.5 | 215.8 | 822.6 | 216.4 |
| % change | 0.8% | 4.6% | -4.1% | 3.5% | -3.7% | 2.1% | 1.8% | 0.1% |
| Ft. Walton | 501.7 | 95.5 | 29.6 | 146.8 | 130.3 | 33.2 | 66.3 | 260.6 |
| % change | -3.7% | -7.3% | -2.7% | -2.1% | -4.4% | -5.0% | -0.3% | -3.7% |
| Gainesville | 465.6 | 97.5 | 14.5 | 108.5 | 136.3 | 44.3 | 64.5 | 198.9 |
| % change | 5.4% | 24.3% | -11.8% | 9.7% | -5.1% | -1.9% | 9.1% | 2.5% |
| Jacksonville | 3064.4 | 631.5 | 149.7 | 633.0 | 793.6 | 229.0 | 627.6 | 226.4 |
| % change | 4.7% | 8.0% | -6.6% | 10.7% | -2.3% | -0.1% | 10.4% | 1.0% |
| Miami | 6085.6 | 1011.8 | 398.2 | 1334.9 | 1681.8 | 226.8 | 1432.1 | 250.3 |
| % change | 2.4% | -0.9% | 3.9% | 5.4% | -2.4% | -6.9% | 9.6% | -1.2% |
| Naples | 1018.2 | 176.5 | 89.8 | 234.5 | 279.3 | 87.0 | 151.1 | 318.0 |
| % change | 13.8% | 35.9% | 15.5% | 3.5% | 8.4% | 18.5% | 16.8% | 6.0% |
| Ocala | 645.3 | 171.1 | 31.5 | 89.1 | 156.9 | 66.3 | 130.4 | 251.6 |
| % change | 6.4% | 13.3% | 5.2% | 9.7% | -1.4% | -3.8% | 12.4% | 3.0% |
| Orlando/Kissimmee | 7677.1 | 1194.7 | 259.3 | 2740.9 | 1595.5 | 425.3 | 1461.5 | 264.9 |
| % change | 7.8% | 11.9% | 2.5% | 4.0% | -1.1% | 9.3% | 25.2% | 0.0% |
| Palm Bay/Melbourne | 980.0 | 196.9 | 46.3 | 188.2 | 281.2 | 72.9 | 194.5 | 224.5 |
| % change | 7.3% | 16.2% | -0.8% | 9.1% | -1.9% | -4.7% | 20.3% | 2.2% |
| Palm Coast | 128.5 | 18.7 | 4.2 | 30.1 | 38.8 | 12.6 | 24.1 | 414.5 |
| % change | 7.2% | 23.0% | -2.2% | 5.0% | 2.3% | -7.3% | 19.5% | 2.0% |
| Panama City | 507.1 | 75.8 | 25.0 | 155.7 | 131.2 | 46.4 | 73.0 | 269.9 |
| % change | -2.1% | 9.1% | -6.0% | -0.1% | -7.6% | -13.8% | 4.0% | -1.3% |
| Pensacola | 839.8 | 156.3 | 44.0 | 187.6 | 236.9 | 73.0 | 142.0 | 234.2 |
| % change | -3.2% | -6.7% | -3.5% | 4.4% | -3.7% | -15.9% | -0.1% | -0.1% |
| Port St. Lucie/Ft. Pierce | 825.0 | 179.8 | 56.4 | 147.5 | 192.9 | 75.8 | 172.6 | 272.4 |
| % change | 3.6% | 5.5% | -3.9% | 5.9% | -1.5% | -4.0% | 12.9% | -0.7% |
| Punta Gorda | 350.6 | 75.7 | 25.5 | 53.6 | 82.2 | 44.9 | 68.8 | 266.0 |
| % change | 25.9% | 54.8% | 9.1% | 30.0% | 4.5% | 41.1% | 26.1% | 7.7% |
| Sarasota/Bradenton | 1693.5 | 345.6 | 115.3 | 331.3 | 413.4 | 136.6 | 351.3 | 262.3 |
| % change | 14.7% | 36.6% | 15.9% | 12.6% | 5.6% | 4.6% | 14.4% | 6.3% |
| Sebastian/Vero Beach | 259.0 | 54.3 | 15.5 | 54.5 | 73.0 | 19.4 | 42.3 | 231.9 |
| % change | 2.8% | 13.4% | -2.8% | 0.2% | -4.6% | 1.1% | 11.6% | -0.4% |
| Tallahassee | 543.2 | 107.3 | 23.0 | 115.4 | 158.9 | 43.4 | 95.3 | 170.0 |
| % change | -0.9% | 10.2% | -1.8% | 3.4% | -4.2% | -4.4% | -8.8% | 0.2% |
| Tampa/St. Petersburg | 6082.6 | 1314.4 | 315.1 | 1237.8 | 1581.5 | 386.2 | 1247.6 | 220.7 |
| % change | 7.8% | 14.8% | -2.2% | 10.8% | -0.8% | 0.6% | 15.2% | 0.9% |
| West Palm Beach | 3196.6 | 515.7 | 214.8 | 702.8 | 885.7 | 194.3 | 683.3 | 226.6 |
| % change | 4.9% | 2.0% | -2.5% | 6.2% | 5.3% | -0.5% | 9.6% | 1.4% |
| Winter Haven/Lakeland | 1223.6 | 294.3 | 40.2 | 195.3 | 282.2 | 110.5 | 301.1 | 248.0 |
| % change | 9.7% | 11.4% | -1.6% | 13.5% | -1.7% | 3.0% | 23.1% | 2.7% |
| STATEWIDE | 54133.8 | 9028.9 | 2847.1 | 10646.5 | 17105.1 | 3384.8 | 11121.4 | 269.5 |
| % change | 5.2% | 9.6% | -0.5% | 6.3% | 0.3% | -0.7% | 12.9% | 1.2% |