

Regional Economic Activity, November 2023 over November 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	1833.4	371.7	121.0	371.2	453.4	176.6	339.5	301.6
% change	-7.0%	-22.0%	-5.2%	5.2%	-0.2%	-17.0%	-2.3%	-2.1%
Daytona Beach	875.6	197.4	39.2	200.8	243.1	59.4	135.7	220.9
% change	-2.9%	-1.8%	-5.5%	8.4%	-9.5%	-10.7%	-2.2%	-1.3%
Ft. Lauderdale	4184.4	921.4	281.1	785.2	1167.0	216.4	813.3	215.6
% change	-0.4%	-3.7%	-3.3%	-1.3%	2.2%	-1.7%	1.9%	-1.4%
Ft. Walton	407.6	86.8	25.8	92.0	115.6	27.3	60.2	251.8
% change	-1.2%	-1.0%	-4.7%	3.3%	-1.3%	-9.5%	-2.4%	-3.3%
Gainesville	520.3	82.8	14.7	97.5	219.5	42.9	62.7	212.0
% change	22.0%	3.8%	-3.7%	8.8%	60.7%	-0.8%	1.2%	8.1%
Jacksonville	2999.1	598.2	146.7	619.6	829.8	210.0	594.8	229.7
% change	2.5%	0.3%	-5.5%	7.6%	1.3%	-2.8%	5.6%	1.1%
Miami	6237.4	968.0	447.8	1458.3	1736.2	231.6	1395.5	251.5
% change	0.8%	-8.1%	10.9%	-0.5%	1.7%	-1.0%	5.4%	-1.1%
Naples	1187.1	187.5	110.9	336.9	306.0	90.8	155.0	305.7
% change	-0.8%	-17.0%	-2.6%	26.3%	-12.6%	-2.1%	5.2%	-0.2%
Ocala	638.7	163.0	34.3	93.5	170.4	58.1	119.3	252.3
% change	1.2%	1.7%	9.8%	3.9%	0.9%	-12.7%	4.7%	2.2%
Orlando/Kissimmee	7732.4	1130.7	278.2	3030.4	1659.3	376.6	1257.2	272.9
% change	-0.7%	-3.8%	5.3%	0.1%	-2.9%	-4.8%	3.4%	-0.5%
Palm Bay/Melbourne	962.2	191.9	44.7	192.5	290.9	71.4	170.8	222.7
% change	3.7%	6.7%	-6.4%	7.2%	3.8%	4.6%	-0.7%	1.8%
Palm Coast	133.7	17.9	4.4	40.9	39.2	11.4	20.0	414.0
% change	2.3%	9.0%	7.3%	11.1%	-0.1%	-6.9%	-8.9%	2.4%
Panama City	408.8	66.3	23.2	94.4	113.0	43.8	68.1	261.6
% change	1.0%	-0.3%	-4.6%	6.3%	1.5%	-8.9%	3.9%	-0.7%
Pensacola	771.2	145.8	42.3	154.5	231.7	64.1	132.8	226.6
% change	-0.8%	-2.2%	-1.9%	3.7%	0.0%	-11.4%	0.4%	-0.7%
Port St. Lucie/Ft. Pierce	848.2	183.0	60.1	153.4	207.8	77.8	166.2	265.5
% change	-1.5%	-2.7%	-6.3%	0.1%	3.0%	-1.9%	-4.7%	-2.8%
Punta Gorda	367.8	70.2	30.6	63.4	96.9	42.0	64.6	257.9
% change	1.1%	-7.2%	12.5%	1.8%	4.2%	0.0%	1.5%	5.8%
Sarasota/Bradenton	1801.8	352.6	119.0	399.0	457.5	140.3	333.4	257.2
% change	-0.5%	-1.4%	-7.2%	3.9%	3.7%	-5.4%	-5.0%	3.2%
Sebastian/Vero Beach	281.7	50.3	18.8	68.7	83.1	20.2	40.7	233.2
% change	5.4%	-0.3%	12.9%	6.2%	5.8%	7.2%	6.8%	0.4%
Tallahassee	529.2	99.9	24.0	112.0	160.0	39.6	93.8	175.7
% change	4.5%	6.6%	5.9%	7.6%	3.2%	-0.4%	2.8%	2.8%
Tampa/St. Petersburg	5846.7	1175.4	327.6	1195.4	1634.4	365.0	1149.1	218.3
% change	-2.0%	-8.6%	-0.9%	-0.2%	-0.3%	0.8%	-0.3%	-0.9%
West Palm Beach	3411.7	519.7	245.9	755.7	1004.6	200.6	685.2	225.4
% change	1.0%	-1.3%	-0.5%	4.8%	2.5%	0.4%	-2.8%	0.8%
Winter Haven/Lakeland	1192.3	266.1	40.2	208.4	296.3	98.9	282.4	249.0
% change	2.5%	1.2%	-11.1%	9.2%	-1.2%	-5.9%	9.0%	2.7%
STATEWIDE	55574.1	8612.5	2995.3	11264.6	18898.2	3258.7	10544.7	277.4
% change	1.5%	-4.8%	0.6%	2.1%	4.2%	-5.4%	4.2%	1.1%