

Regional Economic Activity, January 2025 over January 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	1952.7	397.3	121.7	450.7	456.2	147.6	379.2	291.6
% change	1.9%	3.9%	9.1%	0.8%	8.2%	-21.2%	3.7%	1.0%
Daytona Beach	907.7	212.6	35.6	235.0	230.9	57.7	135.9	224.4
% change	0.9%	5.1%	2.3%	1.6%	4.7%	-10.5%	-7.3%	2.0%
Ft. Lauderdale	4340.0	918.2	223.6	958.4	1129.3	208.3	902.2	211.7
% change	2.6%	-1.2%	-5.6%	1.4%	6.4%	-1.1%	6.7%	0.1%
Ft. Walton	382.3	87.1	20.1	90.3	99.5	27.0	58.3	246.9
% change	4.3%	24.1%	-13.1%	-0.5%	2.3%	-3.8%	1.7%	2.7%
Gainesville	436.6	104.0	12.5	96.0	124.6	33.2	66.3	204.2
% change	3.1%	21.1%	-7.5%	3.3%	7.3%	-32.6%	0.8%	-0.8%
Jacksonville	3008.6	617.2	122.8	624.0	802.3	213.2	629.1	241.3
% change	1.0%	1.2%	-3.2%	2.9%	5.3%	-3.0%	-3.6%	4.5%
Miami	6532.3	986.0	461.1	1699.0	1656.4	236.2	1493.6	260.6
% change	3.2%	-0.3%	21.9%	1.2%	3.3%	1.8%	3.1%	3.5%
Naples	1306.2	197.9	98.8	435.3	327.7	83.5	163.0	292.4
% change	-3.4%	-1.8%	2.2%	-3.3%	-6.0%	-7.4%	-1.4%	-0.6%
Ocala	684.4	176.2	26.8	106.3	163.2	79.3	132.6	261.5
% change	7.4%	5.8%	1.5%	2.8%	5.3%	29.0%	6.7%	4.6%
Orlando/Kissimmee	7831.0	1239.5	254.6	3107.1	1549.4	360.3	1320.1	282.9
% change	2.9%	3.8%	-0.2%	4.0%	3.0%	-10.7%	4.4%	2.9%
Palm Bay/Melbourne	986.5	204.9	38.2	215.2	279.5	67.4	181.3	224.7
% change	3.2%	10.5%	-4.7%	-0.1%	4.8%	-6.1%	2.7%	2.5%
Palm Coast	129.8	18.3	3.9	33.4	38.9	12.3	22.9	428.8
% change	4.8%	10.3%	-4.1%	-1.1%	6.0%	4.6%	9.6%	4.1%
Panama City	391.1	63.1	17.8	99.9	97.5	42.1	70.6	250.3
% change	-4.5%	-4.9%	-11.0%	-1.5%	-0.9%	-9.1%	-8.0%	-0.5%
Pensacola	709.6	141.3	33.2	150.8	203.1	55.9	125.4	222.5
% change	-2.5%	-1.5%	-9.5%	-2.2%	1.3%	-10.4%	-4.2%	1.5%
Port St. Lucie/Ft. Pierce	941.7	194.1	58.5	223.9	207.8	79.7	177.7	276.9
% change	8.0%	1.7%	13.2%	27.7%	4.0%	-5.8%	4.5%	5.6%
Punta Gorda	396.0	83.6	29.1	83.8	96.2	38.9	64.4	254.2
% change	-1.9%	2.8%	3.7%	-2.2%	2.6%	-11.3%	-9.1%	0.5%
Sarasota/Bradenton	2016.8	414.3	120.9	478.4	448.6	165.2	389.4	264.0
% change	5.8%	11.8%	9.5%	-2.4%	3.6%	6.2%	12.4%	3.7%
Sebastian/Vero Beach	296.6	64.7	14.9	68.3	83.7	19.5	45.4	237.3
% change	0.7%	11.2%	-11.5%	-0.1%	-0.2%	-10.2%	-0.4%	1.8%
Tallahassee	506.3	97.1	25.1	103.7	147.4	39.0	94.2	179.8
% change	-1.2%	-3.4%	25.0%	-6.2%	3.7%	-2.5%	-5.0%	2.8%
Tampa/St. Petersburg	6213.7	1331.4	315.0	1385.3	1513.1	414.7	1254.2	227.9
% change	5.4%	8.6%	11.9%	3.0%	6.8%	10.9%	0.1%	6.3%
West Palm Beach	3616.3	540.5	218.1	877.8	964.3	194.2	821.4	226.6
% change	6.3%	2.1%	-1.3%	7.2%	2.1%	-2.8%	19.4%	2.2%
Winter Haven/Lakeland	1215.7	275.3	33.9	232.2	291.2	91.7	291.4	249.1
% change	0.6%	6.8%	-1.1%	3.1%	6.2%	-11.8%	-6.9%	4.3%
STATEWIDE	57519.0	9249.0	2734.1	12634.2	17995.1	3564.2	11342.5	282.9
% change	5.4%	4.6%	4.5%	2.5%	10.0%	7.7%	2.3%	4.1%