



Economic Factors

Taxable Sales:

Annual Taxable Sales,

Tallahassee MSA by Category

Trend: For the Tallahassee MSA, four of the six categories exhibited an increase in taxable sales each year between 2013 and 2018. Building Investment were up on average 7.8% each year; Autos & Accessories, 5.5%; Business Investment, 6.5%; Tourism & Recreation, 3.7%; Consumer Nondurables, 1.5%; Consumer Durables, 1.5%. It is estimated that taxable sales comprise 40-45% of all retail sales.

Category	2013	2014	2015	2016	2017	2018
Autos & Accessories	\$734.7	\$778.9	\$874.3	\$925.5	\$926.6	\$955.9
Consumer Durables	\$246.1	\$262.1	\$274.3	\$280.5	\$251.5	\$262.0
Tourism & Recreation	\$824.1	\$852.0	\$898.7	\$939.7	\$981.2	\$989.2
Consumer Nondurables	\$1,546.9	\$1,581.0	\$1,615.1	\$1,636.1	\$1,626.3	\$1,665.3
Building Investment	\$265.1	\$271.0	\$288.7	\$310.9	\$337.0	\$385.0
Business Investment	\$557.6	\$584.2	\$615.1	\$651.3	\$679.7	\$762.3

Note: Taxable sales in millions of dollars; Tallahassee MSA includes Leon, Gadsden, Jefferson & Wakulla County.

Source: Florida Department of Revenue, Florida Office of Economic & Demographic Research

Annual Taxable Sales in Tallahassee MSA, by Category

