



Economic Factors

Taxable Sales:

Annual Taxable Sales,

Tallahassee MSA by Category

Trend: For the Tallahassee MSA, two of the six categories exhibited an increase in taxable sales each year between 2014 and 2021: Business Investment and Building Investment. Business Investment had an average growth rate of 10.4% each year; Building Investment, 8.2%; Autos & Accessories, 5.5%; Tourism & Recreation, 4.1%; Consumer Nondurables, 2.0%; Consumer Durables, 1.7%. Taxable sales make up an estimated 40-45% of all retail sales.

Category	2014	2015	2016	2017	2018	2019	2020	2021
Autos & Accessories	\$778.9	\$874.3	\$925.5	\$926.6	\$955.9	\$1,012.3	\$949.5	\$1,144.8
Consumer Durables	\$262.1	\$274.3	\$280.5	\$251.5	\$262.0	\$264.1	\$256.6	\$295.0
Tourism & Recreation	\$852.0	\$898.7	\$939.7	\$981.2	\$989.2	\$1,036.7	\$834.7	\$1,135.8
Consumer Nondurables	\$1,581.0	\$1,615.1	\$1,636.1	\$1,626.3	\$1,665.3	\$1,753.5	\$1,585.1	\$1,823.6
Building Investment	\$271.0	\$288.7	\$310.9	\$337.0	\$385.0	\$409.6	\$438.7	\$561.3
Business Investment	\$584.2	\$615.1	\$651.3	\$679.7	\$762.3	\$859.8	\$902.5	\$1,033.8
TOTAL	\$4,329.2	\$4,566.2	\$4,744.0	\$4,802.3	\$5,019.7	\$5,336.1	\$4,967.1	\$5,994.3

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

