



Economic Factors

Taxable Sales:

Annual Taxable Sales (\$ millions), Tallahassee MSA by Category

Trend: For the Tallahassee MSA, only one of the six categories exhibited an increase in taxable sales each year between 2015 and 2022: Business Investment, which had an average annual growth rate of 9.4% per year. The average annual growth rate for other categories included: Building Investment, 10.0%; Tourism & Recreation, 6.0%; Autos & Accessories, 5.4%; Consumer Nondurables, 2.6%; and Consumer Durables, 1.0%. Taxable sales make up an estimated 40-45% of all retail sales.

Category	2015	2016	2017	2018	2019	2020	2021	2022
Autos & Accessories	\$874.3	\$925.5	\$926.6	\$955.9	\$1,012.3	\$949.5	\$1,144.8	\$1,238.5
Consumer Durables	\$274.3	\$280.5	\$251.5	\$262.0	\$264.1	\$256.6	\$295.0	\$290.0
Tourism & Recreation	\$898.7	\$939.7	\$981.2	\$989.2	\$1,036.7	\$834.7	\$1,135.8	\$1,258.5
Consumer Nondurables	\$1,615.1	\$1,636.1	\$1,626.3	\$1,665.3	\$1,753.5	\$1,585.1	\$1,823.6	\$1,903.2
Building Investment	\$288.7	\$310.9	\$337.0	\$385.0	\$409.6	\$438.7	\$561.3	\$551.9
Business Investment	\$615.1	\$651.3	\$679.7	\$762.3	\$859.8	\$902.5	\$1,033.8	\$1,151.8
TOTAL	\$4,566.2	\$4,744.0	\$4,802.3	\$5,019.7	\$5,336.1	\$4,967.1	\$5,994.3	\$6,393.8

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

Source: Florida Department of Revenue; Florida Legislature's Office of Economic & Demographic Research

Annual Taxable Sales in Tallahassee MSA, by Category

