



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 2016 and 2023: Business Investment, which had an average annual growth rate of 8.8% per year. The average annual growth rate for other categories included: Building Investment, 8.6%; Tourism & Recreation, 6.2%; Autos & Accessories, 4.9%; Consumer Nondurables, 2.4%; and Consumer Durables, 0.3%. Taxable sales make up an estimated 40-45% of all retail sales.

Category	2016	2017	2018	2019	2020	2021	2022	2023
Autos & Accessories	\$925.5	\$926.6	\$955.9	\$1,012.3	\$949.5	\$1,144.8	\$1,238.5	\$1,268.9
Consumer Durables	\$280.5	\$251.5	\$262.0	\$264.1	\$256.6	\$295.0	\$290.0	\$281.8
Tourism & Recreation	\$939.7	\$981.2	\$989.2	\$1,036.7	\$834.7	\$1,135.8	\$1,258.5	\$1,331.6
Consumer Nondurables	\$1,636.1	\$1,626.3	\$1,665.3	\$1,753.5	\$1,585.1	\$1,823.6	\$1,903.2	\$1,894.8
Building Investment	\$310.9	\$337.0	\$385.0	\$409.6	\$438.7	\$561.3	\$551.9	\$538.6
Business Investment	\$651.3	\$679.7	\$762.3	\$859.8	\$902.5	\$1,033.8	\$1,151.8	\$1,168.5
TOTAL	\$4,744.0	\$4,802.3	\$5,019.7	\$5,336.1	\$4,967.1	\$5,994.3	\$6,393.8	\$6,484.2

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

