



## Economic Factors

### Taxable Sales:

### Annual Taxable Sales (\$ millions),

### Tallahassee MSA by Category

Trend: For the Tallahassee MSA, 2021 was the most recent year where all six of the major sales tax categories exhibited an increase in taxable sales each year compared to the prior year. The 2021-2025 average annual growth rate for the categories included: Tourism & Recreation, 11.9%; Autos & Accessories, 7.6%; Building Investment, 4.4%; Business Investment, 4.0%; Consumer Nondurables, 4.2%; and Consumer Durables, 1.1%. Taxable sales make up an estimated 40-45% of all retail sales.

Category	2018	2019	2020	2021	2022	2023	2024	2025
Autos & Accessories	\$955.9	\$1,012.3	\$949.5	\$1,144.8	\$1,238.5	\$1,272.5	\$1,319.1	\$1,353.4
Consumer Durables	\$262.0	\$264.1	\$256.6	\$295.0	\$290.0	\$276.6	\$272.1	\$267.3
Tourism & Recreation	\$989.2	\$1,036.7	\$834.7	\$1,135.8	\$1,258.5	\$1,340.9	\$1,367.3	\$1,420.6
Consumer Nondurables	\$1,665.3	\$1,753.5	\$1,585.1	\$1,823.6	\$1,903.2	\$1,895.2	\$1,933.2	\$1,933.3
Building Investment	\$385.0	\$409.6	\$438.7	\$561.3	\$551.9	\$534.1	\$549.2	\$527.2
Business Investment	\$762.3	\$859.8	\$902.5	\$1,033.8	\$1,151.8	\$1,180.2	\$1,203.7	\$1,076.5
<b>TOTAL</b>	<b>\$5,019.7</b>	<b>\$5,336.1</b>	<b>\$4,967.1</b>	<b>\$5,994.3</b>	<b>\$6,393.8</b>	<b>\$6,499.6</b>	<b>\$6,644.6</b>	<b>\$6,578.4</b>

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

