



Economic Factors

Taxable Sales:

Annual Taxable Sales, Change from Previous Year (\$ millions)

Trend: Taxable sales data for various Metropolitan Statistical Areas (MSAs) are popularly used as one indicator of regional economic activity. These data are derived from sales tax returns remitted to the state Department of Revenue each month. Taxable sales are those sales subject to Chapter 212, Florida Statutes. Sales tax is levied generally on sales of goods, but not services, although there are some taxable services. The overall level of taxable sales increased 2.4% in the Tallahassee MSA in 2024. Taxable sales for the State of Florida were up 1.5% in 2024 compared with 2023.

Year	Leon County	Change from Previous Year	Tallahassee MSA	Change from Previous Year	State of Florida	Change from Previous Year
2008	\$3,596.8	-7.0%	\$4,087.9	-7.0%	\$303,001.0	-7.9%
2009	\$3,335.1	-7.3%	\$3,795.1	-7.2%	\$276,339.4	-8.8%
2010	\$3,349.2	0.4%	\$3,787.1	-0.2%	\$283,130.0	2.5%
2011	\$3,378.4	0.9%	\$3,824.7	1.0%	\$296,943.7	4.9%
2012	\$3,484.6	3.1%	\$3,941.4	3.1%	\$314,951.3	6.1%
2013	\$3,695.4	6.1%	\$4,174.5	5.9%	\$336,825.7	6.9%
2014	\$3,824.1	3.5%	\$4,329.1	3.7%	\$363,026.3	7.8%
2015	\$4,022.2	5.2%	\$4,566.1	5.5%	\$389,498.2	7.3%
2016	\$4,170.1	3.7%	\$4,743.9	3.9%	\$409,754.3	5.2%
2017	\$4,212.0	1.0%	\$4,802.3	1.2%	\$425,904.6	3.9%
2018	\$4,375.5	3.9%	\$5,019.7	4.5%	\$452,421.8	6.2%
2019	\$4,510.1	3.1%	\$5,336.1	6.3%	\$473,808.9	4.7%
2020	\$4,164.1	-7.7%	\$4,967.2	-6.9%	\$444,454.7	-6.2%
2021	\$4,977.2	19.5%	\$5,994.3	20.7%	\$580,146.8	30.5%
2022	\$5,353.0	7.6%	\$6,392.5	6.6%	\$660,943.8	13.9%
2023	\$5,504.7	2.8%	\$6,486.0	1.5%	\$676,604.7	2.4%
2024	\$5,693.2	3.4%	\$6,644.6	2.4%	\$686,847.1	1.5%

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

Source: Florida Department of Revenue



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