

3.1 Taxable Sales

The overall level of taxable sales was down 6.9% in the Tallahassee MSA in 2008, declining for a second straight year. In comparison, taxable sales for the State of Florida were down 7.7% in 2008 compared with 2007 sales. By category, the overall decrease in taxable sales in 2008 in the Tallahassee MSA can be attributed to a decrease of 16.7% in Autos and Accessories, a 15.4% decline in Autos & Accessories (decreasing for the third straight year) and a 12.4% decline in consumer durables when comparing 2008 and 2007 taxable sales. Building Investment was up 7.8% while Tourism & Recreation (-2.7%) and Consumer Nondurables (-1.8%) were down slightly in 2008. It is estimated that taxable sales comprise 40-45% of all retail sales.

Figure 3-1
Annual Taxable Sales, Tallahassee MSA and Florida (1999-2008)

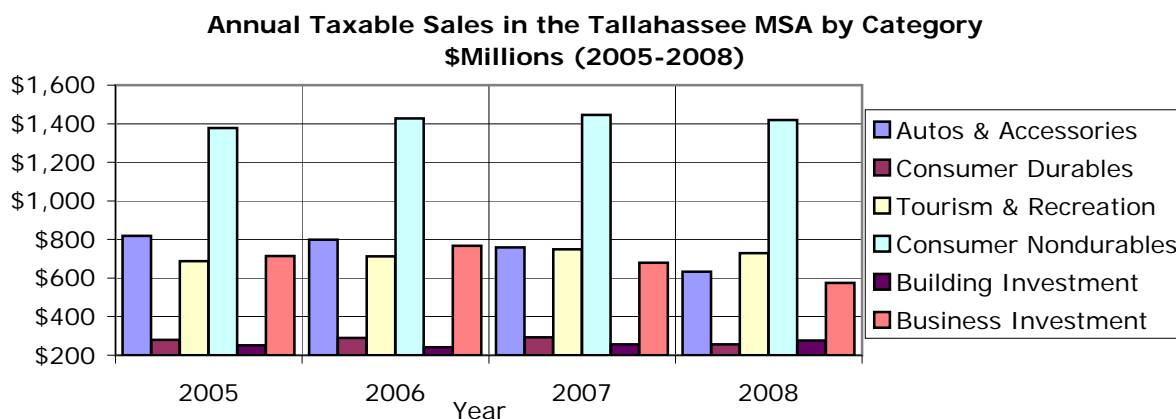
Year	Tallahassee MSA	Change from Previous Year	State of Florida	Change from Previous Year
1999	\$3,217.3	7.9%	\$236,422.9	8.8%
2000	\$3,335.4	3.7%	\$252,179.8	6.7%
2001	\$3,362.3	0.8%	\$255,204.7	1.2%
2002	\$3,419.2	1.7%	\$252,910.9	-0.9%
2003	\$3,623.8	6.0%	\$266,335.7	5.3%
2004	\$3,834.4	5.8%	\$294,110.3	10.4%
2005	\$4,130.8	7.7%	\$327,787.6	11.5%
2006	\$4,236.9	2.6%	\$343,300.1	4.7%
2007	\$4,178.9	-1.4%	\$329,168.7	-4.1%
2008	\$3,890.5	-6.9%	\$303,900.9	-7.7%

Note: Taxable sales in \$Millions of dollars.

Note: Tallahassee MSA includes Leon and Gadsden Counties (previous definition)

Source: Florida Department of Revenue

Figure 3-2
Annual Taxable Sales, Tallahassee MSA by Category (2005-2008)



Note: Tallahassee MSA includes Leon and Gadsden Counties (previous definition)

Source: Florida Department of Revenue