

Regional Economic Activity, November 2025 over November 2024
Taxable Sales by Major Category (\$ Million) and Percentage Change

	Total	Autos & Accessories	Consumer Durables	Tourism & Recreation	Consumer Nondurables	Building Investment	Business Investment	Index of Retail Activity
Cape Coral/Ft. Myers	1684.7	353.7	106.1	398.7	451.1	134.4	240.6	293.5
% change	-11.1%	-13.1%	-8.2%	4.4%	-3.3%	-16.8%	-33.7%	0.3%
Daytona Beach	826.2	229.6	37.9	183.8	247.3	54.2	73.4	225.3
% change	-9.4%	0.3%	-6.6%	-7.6%	-1.3%	-15.4%	-43.0%	2.2%
Ft. Lauderdale	3995.6	860.8	248.5	1085.6	1180.4	193.5	426.9	212.5
% change	-7.6%	-8.5%	-8.5%	29.1%	-0.6%	-13.9%	-50.3%	1.1%
Ft. Walton	381.9	95.2	22.4	85.4	113.5	30.5	35.0	296.9
% change	-7.8%	4.2%	-8.4%	-6.9%	-4.4%	4.1%	-40.3%	17.5%
Gainesville	415.6	84.9	16.0	98.0	137.8	33.1	45.8	200.6
% change	-7.5%	-8.7%	5.5%	-3.8%	2.9%	-12.8%	-31.9%	-0.4%
Jacksonville	2850.6	634.4	133.4	646.6	891.4	184.2	360.7	237.9
% change	-10.1%	-4.6%	-8.4%	-0.2%	3.6%	-11.8%	-43.9%	0.7%
Miami	5972.2	919.6	552.4	1562.6	1928.8	247.6	761.3	256.8
% change	-10.4%	-11.0%	7.2%	0.0%	7.3%	2.0%	-49.6%	-0.3%
Naples	1132.2	215.1	95.3	345.0	326.1	66.5	84.3	307.0
% change	-7.6%	6.4%	-9.0%	-1.0%	0.9%	-19.4%	-48.8%	4.7%
Ocala	608.2	168.4	24.9	97.6	169.6	64.7	83.0	257.0
% change	-11.3%	-5.2%	-20.6%	-2.5%	-4.4%	-10.4%	-34.8%	0.1%
Orlando/Kissimmee	7654.1	1173.8	273.0	3410.0	1685.7	326.0	785.6	287.8
% change	-7.4%	-9.3%	-4.7%	7.5%	-0.5%	-10.5%	-46.1%	4.5%
Palm Bay/Melbourne	901.4	210.7	39.7	194.9	280.9	68.5	106.7	225.2
% change	-10.2%	-0.5%	-11.7%	-2.0%	-4.2%	-3.4%	-42.2%	0.8%
Palm Coast	130.4	17.9	4.1	42.8	41.4	10.1	14.1	434.9
% change	-9.6%	-12.0%	1.2%	-0.3%	-2.7%	-16.1%	-36.6%	-2.9%
Panama City	393.2	81.1	18.7	97.1	109.3	43.3	43.8	262.9
% change	-6.2%	12.6%	-13.8%	2.9%	-3.7%	-1.0%	-40.9%	2.4%
Pensacola	726.4	144.4	38.5	158.0	236.6	60.4	88.4	231.4
% change	-6.4%	-2.6%	-8.6%	0.1%	0.7%	2.3%	-34.1%	1.3%
Port St. Lucie/Ft. Pierce	873.1	178.8	57.8	191.1	212.5	68.7	164.3	283.6
% change	-3.3%	-15.2%	-10.7%	17.0%	-0.5%	-16.8%	-1.9%	2.9%
Punta Gorda	339.6	81.7	29.6	69.9	92.5	29.1	36.7	264.6
% change	-12.3%	2.0%	0.0%	2.9%	-3.3%	-35.7%	-46.4%	3.6%
Sarasota/Bradenton	1740.2	399.9	120.1	412.2	442.2	127.0	238.7	268.1
% change	-11.2%	-8.4%	-1.2%	6.1%	-4.8%	-25.2%	-36.8%	3.4%
Sebastian/Vero Beach	263.9	52.5	17.7	69.1	82.7	17.5	24.4	238.4
% change	-11.3%	-13.0%	-4.0%	-2.8%	-2.7%	-15.3%	-41.8%	1.7%
Tallahassee	505.7	97.6	19.4	143.5	150.6	36.7	57.9	182.0
% change	-8.0%	-9.1%	-15.8%	23.5%	-9.3%	1.0%	-42.7%	1.4%
Tampa/St. Petersburg	5469.8	1301.6	297.4	1262.9	1540.7	351.1	716.1	217.3
% change	-15.3%	-13.6%	-15.8%	0.0%	-7.5%	-19.6%	-42.0%	-1.4%
West Palm Beach	3357.2	512.8	240.5	832.3	1188.3	198.1	385.2	239.9
% change	-4.3%	-11.3%	1.8%	3.0%	21.3%	-7.5%	-44.3%	6.0%
Winter Haven/Lakeland	1109.8	279.0	35.2	200.0	301.4	90.5	203.8	250.1
% change	-10.7%	-6.1%	-16.5%	-5.4%	-3.3%	-8.6%	-27.7%	1.9%
STATEWIDE	55553.0	9040.6	2931.3	12345.4	20773.7	3079.0	7383.0	294.7
% change	-4.5%	-7.1%	-3.7%	4.5%	9.2%	-8.1%	-34.2%	5.0%