

Regional Economic Activity, February 2026 over February 2025  
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	1962.9	406.6	96.9	537.0	510.6	146.7	265.2	292.0
% change	1.0%	1.7%	-7.1%	11.2%	12.7%	0.9%	-25.8%	0.3%
Daytona Beach	925.2	213.2	37.4	259.2	279.2	51.3	84.9	225.9
% change	-1.2%	-4.3%	1.3%	4.9%	19.1%	-7.6%	-39.1%	2.8%
Ft. Lauderdale	4097.1	997.4	227.1	1036.6	1190.5	192.4	453.0	221.9
% change	-4.0%	13.2%	-1.7%	7.9%	9.0%	3.0%	-50.5%	5.1%
Ft. Walton	432.4	104.3	25.7	114.8	115.6	33.7	38.2	251.2
% change	6.6%	21.4%	1.7%	11.2%	11.0%	18.7%	-34.7%	4.7%
Gainesville	436.6	97.7	15.6	104.3	141.8	35.9	41.3	200.7
% change	2.5%	3.4%	18.4%	6.0%	16.1%	6.2%	-35.2%	0.1%
Jacksonville	2974.5	702.3	142.9	680.2	900.6	192.8	355.8	248.8
% change	-2.2%	9.7%	7.1%	6.4%	11.5%	-1.3%	-43.2%	4.0%
Miami	6105.8	1023.5	345.6	1867.4	1827.6	249.5	792.3	268.1
% change	-5.9%	7.2%	-15.0%	7.4%	10.6%	17.4%	-48.1%	3.5%
Naples	1326.6	207.0	94.5	494.9	376.0	66.4	87.7	305.5
% change	-0.4%	4.7%	-5.6%	6.2%	11.3%	1.9%	-46.6%	3.5%
Ocala	666.1	181.7	28.0	114.0	191.1	64.9	86.4	260.2
% change	-3.3%	-4.1%	-0.5%	5.0%	14.4%	-12.2%	-29.0%	0.0%
Orlando/Kissimmee	7740.2	1206.7	238.7	3439.5	1696.1	354.5	804.8	295.6
% change	2.5%	0.6%	3.7%	17.2%	10.5%	0.3%	-37.8%	4.9%
Palm Bay/Melbourne	968.9	203.4	39.4	234.9	302.5	65.5	123.1	226.7
% change	-2.9%	-2.7%	-9.9%	5.1%	7.5%	1.3%	-29.7%	0.3%
Palm Coast	133.4	19.8	3.9	41.7	47.2	10.4	10.4	451.9
% change	4.0%	4.8%	-0.4%	16.9%	18.0%	3.1%	-47.3%	6.3%
Panama City	447.0	72.6	19.9	141.2	115.0	46.1	52.3	259.3
% change	0.9%	-0.8%	-4.8%	11.7%	9.6%	4.1%	-28.5%	5.2%
Pensacola	788.5	170.8	38.5	179.8	239.0	70.0	90.6	231.8
% change	0.9%	6.0%	1.7%	9.1%	10.6%	7.7%	-33.8%	5.2%
Port St. Lucie/Ft. Pierce	879.6	194.7	59.1	202.7	240.2	70.2	112.8	279.6
% change	-3.3%	-2.8%	1.6%	6.0%	16.2%	-4.4%	-37.3%	1.0%
Punta Gorda	396.6	79.4	32.0	110.9	110.3	29.8	34.3	265.7
% change	-0.8%	-5.7%	5.4%	19.7%	13.0%	-7.6%	-45.5%	4.2%
Sarasota/Bradenton	2052.4	411.0	119.8	593.4	515.1	148.9	264.2	273.9
% change	0.5%	-2.1%	1.0%	15.2%	14.4%	-0.5%	-31.9%	3.1%
Sebastian/Vero Beach	288.0	59.6	15.1	73.4	97.2	18.8	23.9	236.8
% change	0.1%	0.7%	1.4%	4.6%	14.2%	24.3%	-44.6%	2.0%
Tallahassee	538.0	117.8	19.5	126.0	168.8	39.0	66.9	181.1
% change	1.6%	6.0%	-4.9%	8.1%	12.7%	1.1%	-28.0%	2.1%
Tampa/St. Petersburg	5911.7	1346.8	296.7	1496.5	1638.2	368.7	764.8	220.3
% change	-4.6%	-0.5%	-5.3%	4.6%	9.0%	-2.8%	-37.1%	-2.0%
West Palm Beach	3546.0	563.6	233.7	1008.4	1121.2	194.7	424.5	249.6
% change	1.2%	6.6%	6.3%	13.7%	15.4%	8.9%	-40.9%	9.8%
Winter Haven/Lakeland	1312.1	380.6	34.1	245.9	338.0	90.7	222.8	252.2
% change	1.3%	7.0%	-5.2%	8.6%	16.3%	-3.9%	-23.8%	0.5%
STATEWIDE	57194.1	9747.0	2592.2	14095.4	19680.6	3175.1	7903.7	296.5
% change	-0.9%	4.3%	-1.7%	10.3%	6.5%	-5.5%	-28.8%	5.7%