

Regional Economic Activity, March 2026 over March 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	2230.1	468.2	115.3	606.1	578.6	170.9	291.0	296.1
% change	-0.6%	-0.9%	4.3%	8.2%	8.7%	8.3%	-29.2%	2.8%
Daytona Beach	1042.5	263.6	44.1	280.8	286.0	66.4	101.6	225.2
% change	-5.5%	-3.4%	-0.2%	-5.6%	4.4%	1.6%	-32.1%	3.1%
Ft. Lauderdale	4501.0	1063.0	260.9	1135.1	1322.5	212.8	506.6	221.4
% change	-5.4%	1.7%	3.8%	5.6%	7.1%	-1.9%	-45.9%	5.3%
Ft. Walton	558.0	108.4	33.4	192.2	138.7	39.0	46.3	261.1
% change	3.4%	6.5%	11.2%	16.1%	1.1%	3.9%	-31.4%	7.8%
Gainesville	467.4	112.0	17.1	113.9	140.2	40.2	44.1	204.2
% change	-4.0%	4.2%	13.9%	0.1%	1.7%	-13.5%	-33.5%	1.3%
Jacksonville	3429.7	754.5	151.3	824.2	1008.3	235.1	456.3	252.3
% change	-1.6%	1.7%	1.3%	5.8%	8.8%	5.6%	-31.6%	5.5%
Miami	7304.4	1113.2	392.9	2173.1	2409.9	270.9	944.4	275.1
% change	-0.7%	-1.7%	-15.8%	10.4%	27.5%	11.6%	-43.0%	6.2%
Naples	1452.5	211.0	95.3	551.0	400.0	77.2	117.9	305.2
% change	0.2%	-5.6%	2.2%	9.7%	7.4%	2.3%	-35.2%	4.8%
Ocala	769.1	213.4	31.7	128.7	201.1	82.6	111.6	265.2
% change	-2.8%	2.8%	2.9%	1.7%	2.1%	-0.8%	-23.7%	2.0%
Orlando/Kissimmee	8948.3	1395.2	255.0	4063.3	1863.2	399.8	971.7	295.0
% change	-1.0%	-3.1%	-2.4%	7.3%	6.9%	1.8%	-31.5%	5.8%
Palm Bay/Melbourne	1115.4	224.6	47.8	278.8	340.3	89.5	134.3	229.9
% change	-3.4%	-10.1%	-0.4%	4.5%	4.0%	22.0%	-29.1%	1.0%
Palm Coast	159.2	22.2	4.7	53.8	48.3	14.8	15.5	460.0
% change	3.0%	6.8%	-1.1%	15.1%	2.0%	16.8%	-30.8%	9.3%
Panama City	595.3	94.2	27.5	211.2	147.6	55.5	59.4	264.7
% change	3.6%	6.8%	10.2%	7.5%	9.1%	5.7%	-23.1%	6.9%
Pensacola	942.1	193.7	48.6	244.4	264.3	87.4	103.8	239.3
% change	2.6%	5.7%	10.0%	10.1%	4.7%	11.7%	-25.0%	7.2%
Port St. Lucie/Ft. Pierce	1008.6	223.1	73.7	230.3	264.1	81.7	135.7	283.7
% change	-4.8%	-2.5%	13.3%	4.8%	11.5%	-2.0%	-39.8%	2.8%
Punta Gorda	436.8	100.0	31.8	113.1	113.8	36.7	41.5	270.0
% change	-4.2%	1.8%	3.7%	3.1%	-0.3%	1.8%	-38.4%	4.6%
Sarasota/Bradenton	2367.4	484.6	122.9	709.8	549.5	147.2	353.5	279.4
% change	0.1%	3.9%	-3.7%	9.2%	3.4%	-10.5%	-17.0%	5.1%
Sebastian/Vero Beach	328.6	69.4	19.5	85.1	100.9	22.5	31.2	240.8
% change	-1.4%	-0.1%	8.8%	3.9%	2.9%	7.2%	-30.3%	4.1%
Tallahassee	590.6	128.0	25.0	129.0	170.5	47.9	90.2	181.5
% change	-0.9%	2.7%	8.3%	-0.2%	0.4%	0.6%	-11.5%	2.5%
Tampa/St. Petersburg	6760.2	1480.3	353.2	1755.7	1791.4	431.2	948.4	222.8
% change	-5.7%	-12.3%	3.4%	5.3%	3.6%	2.9%	-28.5%	-0.1%
West Palm Beach	4006.5	634.2	240.0	1086.7	1337.0	224.0	484.6	251.9
% change	0.1%	-0.4%	2.5%	6.3%	21.2%	18.3%	-40.7%	10.7%
Winter Haven/Lakeland	1326.1	310.9	40.1	283.3	342.6	112.3	236.9	254.1
% change	-4.6%	-1.5%	-5.4%	0.3%	2.6%	2.5%	-22.8%	1.9%
STATEWIDE	66502.2	10762.1	2966.0	16489.2	23328.7	3736.7	9219.5	302.0
% change	1.6%	-1.2%	2.7%	7.1%	14.6%	0.9%	-24.5%	6.5%