

Regional Economic Activity, April 2026 over April 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	1901.9	425.4	98.9	473.0	467.8	162.6	274.2	301.9
% change	-3.6%	0.4%	-1.2%	9.5%	0.5%	0.7%	-29.9%	4.1%
Daytona Beach	941.2	257.4	42.3	244.5	248.5	63.1	85.4	229.6
% change	-5.3%	5.7%	6.2%	1.1%	-3.2%	-5.7%	-41.0%	3.2%
Ft. Lauderdale	4093.6	996.1	247.2	1004.7	1156.4	225.1	464.1	225.4
% change	-8.4%	-0.9%	1.3%	6.7%	-0.4%	0.6%	-48.1%	4.9%
Ft. Walton	534.4	108.9	26.8	185.4	127.3	40.9	45.1	275.1
% change	-0.8%	4.1%	-7.5%	12.5%	-4.3%	5.2%	-34.1%	8.4%
Gainesville	428.8	98.4	15.3	107.7	125.6	41.6	40.3	209.6
% change	-8.9%	-4.8%	13.7%	0.3%	-8.7%	-1.8%	-39.4%	0.9%
Jacksonville	3109.0	677.9	145.5	753.8	872.6	245.6	413.5	252.8
% change	-8.2%	-6.8%	-0.5%	7.9%	-3.0%	-1.7%	-37.8%	4.4%
Miami	6096.6	1019.6	356.2	1799.5	1814.2	288.5	818.6	272.9
% change	-11.5%	-4.9%	-25.5%	6.5%	1.5%	2.2%	-48.1%	3.8%
Naples	1222.2	216.5	85.3	432.0	327.3	71.6	89.5	309.3
% change	-1.1%	8.3%	-7.0%	11.8%	1.3%	-0.7%	-45.0%	5.8%
Ocala	689.5	192.7	26.0	112.4	173.9	87.1	97.4	268.8
% change	-5.8%	4.0%	-5.7%	6.2%	-4.9%	-2.1%	-30.9%	1.8%
Orlando/Kissimmee	8052.5	1296.2	266.9	3536.8	1655.9	402.7	893.9	298.9
% change	-3.2%	-1.1%	-1.9%	6.6%	-0.5%	-0.6%	-33.8%	6.0%
Palm Bay/Melbourne	984.5	216.2	41.4	243.4	282.9	76.3	124.3	233.6
% change	-8.4%	-5.4%	-8.4%	7.1%	-7.6%	-5.2%	-33.4%	0.5%
Palm Coast	142.1	20.7	4.7	48.9	41.5	14.3	11.9	471.1
% change	-5.4%	1.2%	5.1%	13.0%	-7.5%	0.9%	-47.9%	8.7%
Panama City	558.6	86.7	24.3	212.9	129.4	51.2	54.1	277.7
% change	-0.4%	3.6%	5.3%	16.5%	-3.0%	-4.7%	-35.6%	8.3%
Pensacola	887.5	176.2	44.8	229.8	238.2	84.4	114.3	247.4
% change	-1.0%	-1.5%	7.0%	9.4%	-0.9%	10.9%	-23.3%	7.1%
Port St. Lucie/Ft. Pierce	900.3	201.3	63.8	208.0	219.7	78.0	129.6	288.9
% change	-6.6%	-9.8%	9.0%	17.1%	-1.1%	-15.4%	-31.9%	3.0%
Punta Gorda	389.3	96.1	34.3	85.4	98.2	36.1	39.0	281.7
% change	-3.0%	9.2%	22.2%	8.8%	-2.9%	-14.0%	-38.5%	5.4%
Sarasota/Bradenton	2064.1	440.1	121.0	583.6	477.3	149.5	292.6	287.7
% change	-4.5%	-3.7%	-1.0%	14.7%	-2.1%	-13.2%	-29.3%	5.6%
Sebastian/Vero Beach	280.0	61.2	15.7	69.8	86.9	22.6	23.9	241.9
% change	-8.1%	-6.2%	0.1%	1.2%	-2.6%	2.3%	-45.1%	2.6%
Tallahassee	544.3	119.7	21.5	133.9	155.5	47.8	65.9	189.2
% change	-6.2%	-3.0%	3.4%	11.3%	-4.7%	-2.3%	-36.6%	3.7%
Tampa/St. Petersburg	6204.7	1409.7	302.6	1620.6	1604.1	419.5	848.2	228.1
% change	-6.9%	-5.1%	-6.0%	10.5%	-1.4%	-13.3%	-33.9%	0.6%
West Palm Beach	3421.4	583.6	238.3	914.0	1055.9	219.2	410.4	253.5
% change	-5.1%	-3.9%	3.8%	8.4%	7.4%	-1.0%	-43.2%	9.5%
Winter Haven/Lakeland	1240.9	293.3	34.9	254.6	319.5	104.5	234.1	258.2
% change	-6.4%	-7.8%	-3.5%	7.6%	1.4%	-6.4%	-23.9%	1.8%
STATEWIDE	58769.1	10035.8	2772.6	14319.0	19703.2	3650.9	8287.6	302.3
% change	-3.5%	-1.6%	-4.9%	7.7%	3.2%	-4.2%	-28.5%	5.6%