

Regional Economic Activity, May 2026 over May 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	1723.2	414.5	95.1	390.3	418.8	142.2	262.2	305.5
% change	-6.2%	9.2%	2.1%	6.9%	-2.7%	-27.3%	-29.7%	5.1%
Daytona Beach	945.1	255.7	41.6	254.3	246.6	61.5	85.5	227.7
% change	-6.6%	7.5%	-2.9%	8.5%	-4.5%	-36.7%	-39.3%	2.2%
Ft. Lauderdale	3957.4	1021.0	251.5	926.5	1140.4	206.2	411.9	224.9
% change	-10.7%	3.9%	6.2%	0.9%	-0.7%	-13.0%	-54.7%	4.2%
Ft. Walton	556.9	105.1	28.7	214.1	130.3	36.3	42.3	275.0
% change	-8.0%	-1.1%	0.0%	7.6%	-9.8%	-36.4%	-39.2%	6.3%
Gainesville	456.7	101.2	16.6	111.7	148.7	39.5	39.0	215.5
% change	-4.9%	-0.1%	21.4%	11.1%	11.9%	-36.8%	-43.8%	4.0%
Jacksonville	3116.1	703.3	150.4	746.7	864.7	219.0	432.0	250.8
% change	-9.3%	-1.1%	2.0%	4.0%	-4.8%	-24.0%	-34.7%	3.2%
Miami	6020.1	999.4	382.6	1737.8	1844.4	261.6	794.3	272.7
% change	-10.9%	0.3%	-15.2%	6.1%	0.6%	-6.6%	-48.9%	3.0%
Naples	971.6	175.9	76.6	285.2	279.5	69.1	85.2	307.3
% change	-8.5%	-1.8%	-0.7%	1.3%	1.4%	-24.5%	-45.7%	4.6%
Ocala	661.4	193.5	26.1	108.9	161.4	66.6	105.0	268.2
% change	-9.8%	5.9%	-9.6%	6.5%	-8.2%	-38.2%	-22.6%	1.8%
Orlando/Kissimmee	7752.6	1250.3	252.1	3339.7	1629.0	367.6	913.9	297.1
% change	-3.9%	-1.6%	1.2%	8.1%	-2.2%	-23.4%	-30.2%	5.5%
Palm Bay/Melbourne	992.7	226.8	44.3	239.5	283.4	72.9	125.8	232.6
% change	-9.6%	2.6%	3.9%	7.6%	-6.2%	-30.7%	-38.6%	0.2%
Palm Coast	133.3	22.5	3.9	41.7	40.1	11.7	13.3	465.7
% change	-12.1%	6.6%	-11.1%	7.1%	-8.4%	-43.0%	-41.8%	5.9%
Panama City	597.8	84.8	24.7	259.3	133.3	42.5	53.2	282.0
% change	-4.5%	-1.9%	2.7%	14.1%	-9.1%	-35.5%	-29.6%	6.4%
Pensacola	882.8	175.1	44.8	252.5	234.3	72.9	103.2	246.5
% change	-7.4%	-0.8%	11.0%	4.7%	-7.9%	-31.3%	-23.5%	4.2%
Port St. Lucie/Ft. Pierce	875.1	210.3	63.2	187.9	217.1	80.4	116.2	290.1
% change	-5.9%	-2.8%	4.9%	15.6%	-0.9%	-15.3%	-34.4%	4.1%
Punta Gorda	349.4	81.9	29.2	75.4	88.9	32.3	41.8	281.3
% change	-10.0%	-1.4%	-3.6%	7.2%	-5.1%	-21.6%	-40.3%	4.0%
Sarasota/Bradenton	1896.8	413.9	117.1	507.0	438.6	134.9	285.3	288.1
% change	-8.7%	-3.5%	-4.5%	14.3%	-3.2%	-40.3%	-29.3%	4.7%
Sebastian/Vero Beach	265.7	65.9	16.1	60.2	80.3	18.6	24.6	243.8
% change	-7.6%	4.3%	17.2%	5.5%	-3.7%	-31.5%	-43.0%	2.4%
Tallahassee	509.8	116.6	24.7	119.0	142.0	43.4	64.1	188.0
% change	-12.5%	-6.2%	12.7%	1.0%	-11.9%	-26.4%	-35.0%	1.2%
Tampa/St. Petersburg	5953.1	1389.5	308.1	1454.2	1547.9	384.8	868.7	227.6
% change	-10.9%	-3.2%	-6.2%	3.6%	-6.7%	-36.4%	-30.5%	0.3%
West Palm Beach	3378.3	577.6	220.6	793.6	1188.0	213.7	384.8	255.4
% change	-2.3%	-0.7%	1.7%	7.8%	23.1%	-8.6%	-46.8%	9.5%
Winter Haven/Lakeland	1191.3	312.6	38.8	230.2	288.8	94.8	226.1	260.9
% change	-13.5%	-8.7%	4.7%	5.8%	-7.1%	-42.3%	-25.8%	1.3%
STATEWIDE	57080.6	9906.9	2713.9	13427.3	19590.9	3329.8	8111.7	302.8
% change	-5.2%	0.4%	0.1%	6.6%	2.9%	-26.3%	-29.1%	4.5%