

POSITIVE

Home sales increased 2.8% between February 2025 and February 2026 as average interest rates decreased to under 6% for the first time since September 2024.

Preliminary data suggest nearly 28,000 **housing units** were permitted in 2025, broadly in line with long-term averages.

Orlando International Airport saw **passenger volume** increase 5.8% between February 2025 and February 2026.

NEGATIVE

The region added 3,700 **jobs** in the year ending December 2025, significantly fewer than the 37,500 reported at the same point in 2024.

Retail trade employment declined by 2,900 jobs (1.8%) between December 2024 and December 2025, amid a broader softening of the labor market.

Office vacancy edged up to 17.6% in Q4 2025, remaining historically elevated.

NEUTRAL

Firm-level **business confidence** rebounded modestly from Q3 2025 to 69.9% but remains below its year-ago level of 77.7%.

The **unemployment rate** decreased slightly to 4.4% in December 2025 but remains elevated from 3.0% a year ago.

Total **job postings** increased 6.1% since last month but did not change year-over-year.

BUSINESS ACTIVITY

		Current	Previous Month/Quarter	Year Earlier	Change from Previous	Change from Year Earlier
Total Sales ¹	Feb '26	\$17.3 billion	\$22.4 billion	\$18.7 billion	-22.8%	-7.8%
Florida Consumer Sentiment Index	Mar '26	78.1	79.3	76.1	-1.2pp	2.0pp
Consumer Spending ²	Feb '26	\$8.8 billion	\$10.6 billion	\$9.1 billion	-17.3%	-3.9%
VC Funding	Q1 '26	\$152.5 million	\$72.3 million	\$198.6 million	111.1%	-23.2%
Business Confidence	Q4 '25	69.9%	66.0%	77.7%	3.9pp	-7.8pp
Revenue Expectations	Q4 '25	45.8%	32.7%	63.4%	13.1pp	-17.6pp
Hiring Expectations	Q4 '25	29.0%	24.5%	38.4%	4.5pp	-9.4pp

LABOR MARKET

		Current	Previous Month	Year Earlier	Change from Previous	Change from Year Earlier	
Labor Force	Dec '25	1,539,334	1,540,205	1,534,583	-0.1%	0.3%	
Employed	Dec '25	1,471,428	1,465,870	1,487,907	0.4%	-1.1%	
Unemployed	Dec '25	67,906	74,335	46,676	-8.6%	45.5%	
Unemployment Rate	Orlando MSA	Dec '25	4.4%	4.8%	3.0%	-0.4pp	1.4pp
	Lake County	Dec '25	4.8%	5.3%	3.2%	-0.5pp	1.6pp
	Orange County	Dec '25	4.3%	4.8%	3.0%	-0.5pp	1.3pp
	Osceola County	Dec '25	4.6%	5.0%	3.3%	-0.4pp	1.3pp
	Seminole County	Dec '25	4.2%	4.5%	2.8%	-0.3pp	1.4pp
Average Weekly Wage	Dec '25	\$1,087.84	\$1,124.01	\$1,108.93	-3.2%	-1.9%	
Job Postings	New	Mar '26	25,500	22,943	24,444	11.1%	4.3%
	Total	Mar '26	58,751	55,366	58,738	6.1%	0.0%

INDUSTRY EMPLOYMENT		Current	Previous Month	Year Earlier	Change from Previous	Change from Year Earlier
TOTAL	Dec '25	1,532,500	1,531,200	1,528,800	0.1%	0.2%
Mining & Logging	Dec '25	300	300	300	0.0%	0.0%
Construction	Dec '25	96,500	96,200	96,500	0.3%	0.0%
Manufacturing	Dec '25	52,000	52,300	52,800	-0.6%	-1.5%
Wholesale Trade	Dec '25	52,700	52,600	53,300	0.2%	-1.1%
Retail	Dec '25	158,100	157,000	161,000	0.7%	-1.8%
Transportation, Warehousing & Utilities	Dec '25	67,200	67,000	68,700	0.3%	-2.2%
Information	Dec '25	28,200	28,200	28,200	0.0%	0.0%
Financial Activities	Dec '25	92,700	92,600	93,300	0.1%	-0.6%
Professional & Business Services	Dec '25	290,200	289,900	291,800	0.1%	-0.5%
Education & Health Services	Dec '25	207,500	207,300	197,200	0.1%	5.2%
Leisure & Hospitality	Dec '25	291,800	291,900	293,200	0.0%	-0.5%
Other Services	Dec '25	56,800	56,000	56,400	1.4%	0.7%
Government	Dec '25	138,500	139,900	136,100	-1.0%	1.8%

REAL ESTATE		Current	Previous Month/Quarter	Year Earlier	Change from Previous	Change from Year Earlier	
Closed Sales	Feb '26	1,888	1,634	1,837	15.5%	2.8%	
Median Price	Feb '26	\$375,000	\$370,000	\$385,000	1.4%	-2.6%	
New Housing Units Authorized	Total	Dec '25	2,182	1,044	2,158	109.0%	1.1%
	Multi Family	Dec '25	1,317	271	830	386.0%	58.7%
	Single Family	Dec '25	865	773	1,328	11.9%	-34.9%
Office Vacancy	Q4 '25	17.6%	17.0%	16.8%	0.6pp	0.8pp	
Office Asking Rate	Q4 '25	\$26.54	\$26.95	\$27.65	-1.5%	-4.0%	
Industrial Vacancy	Q4 '25	7.2%	7.8%	8.4%	-0.6pp	-1.2pp	
Industrial Asking Rate	Q4 '25	\$9.18	\$9.12	\$8.98	0.7%	2.2%	

TOURISM & TRANSPORTATION		Current	Previous Month	Year Earlier	Change from Previous	Change from Year Earlier	
Hotel Occupancy	Feb '26	81.6%	74.7%	80.5%	6.9pp	1.1pp	
Average Daily Rate	Feb '26	\$240.59	\$209.70	\$226.32	14.7%	6.3%	
Total Passengers	Orlando International Airport	Feb '26	4,805,481	4,942,821	4,543,144	-2.8%	5.8%
	Orlando Sanford International Airport	Feb '26	233,462	229,199	235,412	1.9%	-0.8%
	SunRail	Feb '26	107,301	111,630	108,095	-3.9%	-0.7%

¹preliminary

²custom OEP aggregation; NOT a published statistic

Sources: Florida Department of Revenue • University of Florida, Bureau of Economic and Business Research • Pitchbook • Orlando MSA Business Conditions Survey • Florida Department of Commerce • Lightcast • Orlando Regional REALTOR® Association • U.S. Census Bureau • Cushman & Wakefield • Visit Orlando • Greater Orlando Aviation Authority • Orlando Sanford International Airport • SunRail

All data represent most recent available as of April 1, 2026. Visit orlando.org/SNAPSHOT for the latest information.