

POSITIVE

Firm-level **business confidence** rebounded modestly to 73.7% in Q1 2026 from its year-ago level of 72.0%.

The regional **labor force** remained stable, growing 0.8% (11,642) between March 2025 and March 2026.

SunRail ridership increased nearly 9% between March 2025 and March 2026, and surpassed 136,000 monthly passengers for the first time since February 2020.

NEGATIVE

The latest **sales data** suggest business revenue declined 7.8% year-over-year in February, indicating businesses may be reining in spending.

The regional **unemployment rate** rose 1.0pp to 4.4% between March 2025 and March 2026.

Construction employment declined by 3,200 jobs (3.4%) since March of 2025 amid a broader softening of the labor market.

NEUTRAL

Consumer sentiment declined 3.5 percentage points (pp) between March and April 2026 although it has improved by 2.6pp since April 2025.

Total **job postings** increased 6.1% to 28,751 in March 2026 but did not change year-over-year.

Industrial vacancy rates rose 0.9pp between Q4 2025 and Q1 2026 but declined 0.3pp between Q1 2025 and Q1 2026.

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	Apr '26	74.6	78.1	72.0	-3.5pp	2.6pp
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	Q1 '26	73.7%	69.9%	72.0%	3.8pp	1.7pp
Revenue Expectations	Q1 '26	65.9%	45.8%	49.5%	20.1pp	16.4pp
Hiring Expectations	Q1 '26	38.4%	29.0%	33.6%	9.4pp	4.7pp

LABOR MARKET

		Current	Previous Month	Year Earlier	Change from Previous	Change from Year Earlier
Labor Force	Mar '26	1,526,989	1,523,615	1,515,347	0.2%	0.8%
Employed	Mar '26	1,460,063	1,451,379	1,463,200	0.6%	-0.2%
Unemployed	Mar '26	66,926	72,236	52,147	-7.4%	28.3%
	Orlando MSA	4.4%	4.7%	3.4%	-0.3pp	1.0pp
	Lake County	4.8%	5.3%	3.7%	-0.5pp	1.1pp
Unemployment Rate	Orange County	4.3%	4.6%	3.4%	-0.3pp	0.9pp
	Osceola County	4.5%	4.9%	3.6%	-0.4pp	0.9pp
	Seminole County	4.1%	4.5%	3.2%	-0.4pp	0.9pp
Average Weekly Wage	Mar '26	\$1,147.93	\$1,155.29	\$1,132.80	-0.6%	1.3%
	New	25,500	22,943	24,444	11.1%	4.3%
Job Postings	Total	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	Mar '26	1,508,100	1,497,900	1,495,700	0.7%	0.8%
Mining & Logging	Mar '26	300	300	300	0.0%	0.0%
Construction	Mar '26	90,700	90,200	93,900	0.6%	-3.4%
Manufacturing	Mar '26	53,300	52,900	53,200	0.8%	0.2%
Wholesale Trade	Mar '26	53,600	53,100	53,100	0.9%	0.9%
Retail	Mar '26	151,800	151,800	153,400	0.0%	-1.0%
Transportation, Warehousing & Utilities	Mar '26	62,800	63,100	63,000	-0.5%	-0.3%
Information	Mar '26	25,000	25,200	24,900	-0.8%	0.4%
Financial Activities	Mar '26	92,900	93,700	94,200	-0.9%	-1.4%
Professional & Business Services	Mar '26	274,600	271,200	274,600	1.3%	0.0%
Education & Health Services	Mar '26	208,900	207,300	200,100	0.8%	4.4%
Leisure & Hospitality	Mar '26	302,900	297,700	291,500	1.7%	3.9%
Other Services	Mar '26	53,900	54,100	55,500	-0.4%	-2.9%
Government	Mar '26	137,400	137,300	138,000	0.1%	-0.4%

REAL ESTATE		Current	Previous Month/Quarter	Year Earlier	Change from Previous	Change from Year Earlier	
Closed Sales	Mar '26	2,360	1,888	2,408	25.0%	-2.0%	
Median Price	Mar '26	\$385,000	\$375,000	\$385,500	2.7%	-0.1%	
New Housing Units Authorized	Total	Jan '26	1,394	2,182	3,632	-36.1%	-61.6%
	Multi Family	Jan '26	438	1,317	2,239	-66.7%	-80.4%
	Single Family	Jan '26	956	865	1,393	10.5%	-31.4%
Office Vacancy	Q1 '26	16.5%	16.9%	16.7%	-0.4pp	-0.2pp	
Office Asking Rate	Q1 '26	\$26.65	\$26.56	\$27.33	0.4%	-2.5%	
Industrial Vacancy	Q1 '26	8.1%	7.2%	8.3%	0.9pp	-0.3pp	
Industrial Asking Rate	Q1 '26	\$9.49	\$9.25	\$9.08	2.7%	4.6%	

TOURISM & TRANSPORTATION		Current	Previous Month	Year Earlier	Change from Previous	Change from Year Earlier	
Hotel Occupancy	Mar '26	79.2%	81.6%	76.7%	-2.4pp	2.5pp	
Average Daily Rate	Mar '26	\$241.35	\$240.59	\$231.75	0.3%	4.1%	
Total Passengers	Orlando International Airport	Mar '26	5,471,298	4,805,481	5,279,946	13.9%	3.6%
	Orlando Sanford International Airport	Mar '26	303,718	233,462	324,967	30.1%	-6.5%
	SunRail	Mar '26	136,754	107,301	125,622	27.4%	8.9%

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 • FloridaCommerce • 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 May 1, 2026. Visit orlando.org/FLASHSHOT for the latest information.