

Executive Summary

Even if overall migration to Florida has slowed, wealth migration has not. Florida continues to attract more net household income through domestic migration than any other state. The impact of this is felt throughout the economy, but most notably the stubborn level of median sale prices for properties around the state. Florida's housing prices still seem more reasonable than other places in the country, including the coastal cities, but don't seem wildly inexpensive anymore. Equity gains from selling higher priced homes in other places don't go as far here anymore, but that hasn't slowed down wealthier buyers.

Speaking of wealthier buyers, it's time to shake the image of silver haired retirees moving down after they've stopped working for good. Florida is seeing the highest net income migration come from those in their pre-retirement years, ages 55–64.

Think instead of salt and pepper Gen-Xers pre-gaming their retirement spots while still actively working. Even people of typical retirement age are moving here and working either for local companies or remotely. What's interesting about this trend is people don't feel like they have to lock in and grind out their peak earning years in markets where they built their careers. They are instead able to find options here in Florida in industries that have expanded and grown here over the past decade or so.

Still, affordability remains an issue for long-term residents and even people who have relocated here recently. Cost of living is up everywhere in the US, and



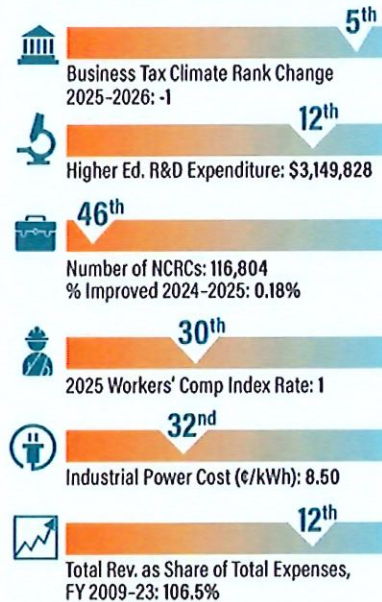
Florida is certainly not immune—nor is it your imagination. The cost of living in Florida overall is significantly more expensive in the 2020s than in decades past, with the pace being exceptional. During the 2010s, cost of living growth averaged 1.3% annually, and so far in this decade it has grown 5.8%. While there are several factors attributing to this, including utilities, childcare, groceries and fuel, housing stands as the main contributor to accelerated costs.

Due to a rapid rise in lending costs coming at nearly the exact time as a dramatic upward shift in median sale price, the monthly cost for a mortgage exploded since 2020, and that's just for principal and interest. Pair that with an eye-watering acceleration of property insurance and tax bills and you have housing costs that push the household budget. Floridians are certainly earning more than before, but the median household income hasn't been able to entirely offset these higher costs.

Florida's economy continues to expand and diversify even as housing affordability pressures intensify. Migration patterns, workforce shifts, and economic development activity increasingly suggest the state is transitioning from a low-cost growth market into a more mature, higher-income and economically diversified environment. ♦♦

THE #'s

FLORIDA BY THE NUMBERS



SELECTED TOP PROJECTS By Capital Investment

COMPANY	CITY	INVESTMENT \$M
SpaceX	Cape Canaveral	1,800
Birdon America	Pensacola	275
Lupin Research	Coral Springs	250
Chick-Fil-A Supply	Winter Haven	150
Swisher International	Jacksonville	135

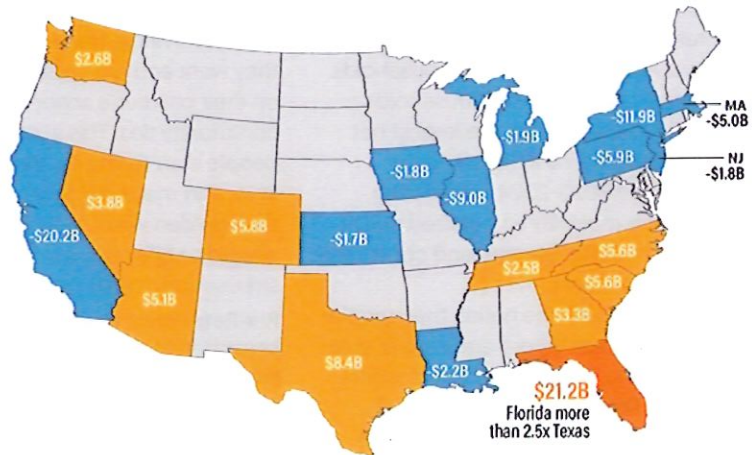
Florida Trend Magazine, March 2026

Florida Continues to Lead the Nation in Net Income Migration

Despite rising affordability concerns and slower housing activity nationally, Florida continues to attract more net household income through migration than any other state. Of course, a lot of recognizable movers make headlines, including Mark Zuckerberg, Jeff Bezos and others, but these high-profile relocations aren't what's really moving the needle in the state overall. What this data implies is that those who are earning an income (not passively collecting investment dividends) are able to make it work in Florida. Florida isn't just attracting retirees or people who can work from a yacht with spotty Wi-Fi.

Florida is for earners who are no longer tied to the core coastal markets that dominated the landscape for decades. Florida is also not just for wealthy CEOs who run offices from their beach house while everyone else slogs to the office in Boston. Entire teams, and even companies, are relocating to Florida, who are not only bringing in well-paid employees, but are also finding a trained workforce to match the company's talent needs right here. ♦♦

Net Income Flow by State



Note: Movers can be intra-state and focus on domestic migration (excludes international)
Figure 1. Net Income Flow by State



21.2 billion in net wealth transfers to Florida each year. That is equal to **\$2.42 million** in net assets moving to Florida every hour.

Residents Outearn Movers Generally, but Less so in Florida

Income Gap Between Movers and Residents

TOP FIVE STATES

	MOVERS INCOME	RESIDENTS INCOME	GAP
Montana	\$68,600	\$72,600	\$(4,000)
Florida	\$69,800	\$75,000	\$(5,200)
New York	\$77,000	\$83,200	\$(6,200)
Maine	\$68,000	\$74,370	\$(6,370)
California	\$90,000	\$97,000	\$(7,000)

BOTTOM FIVE STATES

	MOVERS INCOME	RESIDENTS INCOME	GAP
New Hampshire	\$75,100	\$98,000	\$(22,900)
Iowa	\$52,000	\$75,000	\$(23,000)
Minnesota	\$64,500	\$88,400	\$(23,900)
North Dakota	\$55,000	\$80,000	\$(25,000)
Utah	\$70,000	\$98,000	\$(28,000)

An analysis of incomes reported in the U.S. Census Bureau's American Community Survey reveals that recent movers into states earn less than the people that live there, at least initially. Here we look at the top five states, focusing on the size of the gap between movers and stayers.

While Florida continues to lead in aggregate income inflows, the composition of those movers tells a more nuanced story. People who are moving to Florida aren't wildly outearning people who are already living here. That may have been more of the case 10 years ago, when someone from New England or California could move to Florida while working remotely at their jobs, significantly outearning their Florida peers.

This is less the case today. Of the top five states where people are moving to, Florida has the second lowest difference in terms of income between people who moved to Florida from the people already here. Utah is among the states with the widest gap, with people moving to the state earning about \$28,000 less than people who are already there.

What this means is incomes in Florida are competitive, no longer giving the mover a significant advantage over people who are already here. This also means while Florida is not attracting low-income migration, it's also not experiencing just ultra-wealthy migration either. The implication for our housing market is that Florida's housing prices are grounded in reality, not due to a bubble or external wealth effect. Adjusting to this certainly is painful, particularly for people who have lived here a long time and are not participating as much in the diversified economy. For them, affordability continues to be a pressing concern. ♦♦

Figure 2. Income Gap Between Movers and Residents

Cost of Living and Affordability

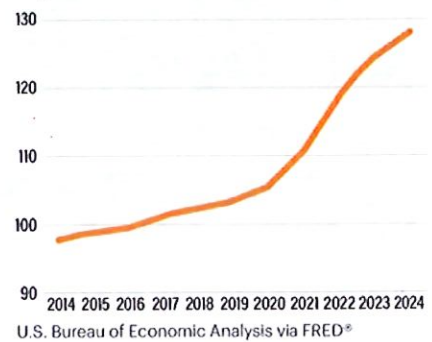
Success is creating affordability pressure; housing costs a driving factor

Florida's strong population and income growth has come with rising cost pressures that increasingly shape household decisions and housing affordability. While the state remains attractive relative to many high-cost markets, the pace of cost growth during the 2020s has accelerated dramatically compared to the previous decade. What makes the picture especially striking is

the pace of change: Cost-of-living growth that averaged just 1.3% annually during the 2010s surged to 5.8% per year in the 2020s, a nearly fivefold acceleration. ♦♦

⁴Implicit Regional Price Deflator for Florida, US PCE Index 2012=100, Annual, Not Seasonally Adjusted. The Implicit Regional Price Deflator (IRPD) is the ratio of the current-dollar value of a series, such as regional personal income, to its corresponding chained-dollar value, multiplied by 100.

Cost of Living in Florida Overall More Expensive in the 2020s⁴



Cost Pressure From Housing Florida's growth accelerated costs

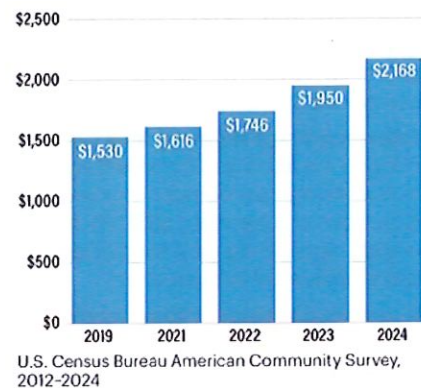
Acquisition costs (purchase price), operating costs (property insurance and taxes) and carrying cost (interest) all contribute to housing-related costs for homeowners. For a long time, median sale prices had a moderate appreciation, and interest rates stayed somewhat steady, meaning the market was at a decent balance that allowed for a healthy churn in the market without much issue for people moving up and down the property ladder. Then came 2020, and in the years since, a rapid increase in median sale price and a rapid increase in interest rates means moving up or down the ladder came

with serious financial consideration. Even those owners looking to sell and downsize were faced with a higher interest rate than the one they likely purchased at, if they needed to finance even a portion of their new property. Cash-out equity favored those moving from larger estates or from other high-cost parts of the country, but those without those fortunate legs up found the market less hospitable than it was in the previous decade. ♦♦

⁵Table 4. Summary Income, Housing Expenditures, and Housing Values by Householder Characteristics for Owner-Occupied Households

Universe: Owner-occupied households in Florida. Self-reported, monthly expenses

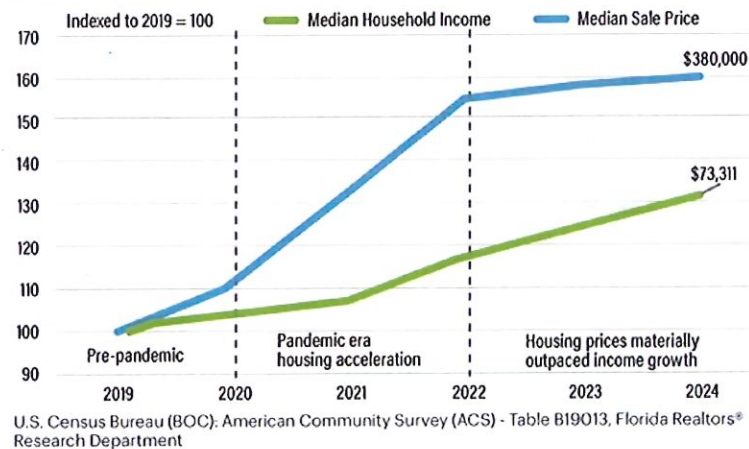
Florida Homeownership Carrying Costs Continued Rising During the 2020s⁵



Income Gains Helped but Didn't Fully Offset Increased Cost of Housing

For many Floridians, household incomes have been moving along and becoming more competitive with other parts of the nation, particularly for leading sectors including professional and business services, technology and healthcare. However, for people purchasing in recent years, these wages have not kept pace with the median sale prices, which have risen nearly twice as fast as household incomes since 2019. ♦♦

Florida Housing Prices Have Risen Nearly Twice as Fast as Household Income Since 2019





Commercial Real Estate Trends

Diving Into the Data: Executive Managing Director and Divisional Chief Revenue Officer Ryan Nee, Marcus & Millichap, shares high-level numbers on vacancy rates across Florida regions.¹



Multi-Family: Southeast Florida posted the tightest vacancy rates, below 5%, in 3Q 2025. Jacksonville recorded the highest rate at 6.4%, the third highest among major U.S. markets. Vacancy fell by at least 100 basis points year-over-year in every Florida market except Miami, where vacancy declined by 10 basis points.



Industrial: Vacancy rose year-over-year across all Florida markets as of 3Q 2025, led by Jacksonville, where vacancy increased 290 basis points—the third-largest rise among major U.S. markets. Orlando had the highest industrial vacancy rate in Florida at 9%.

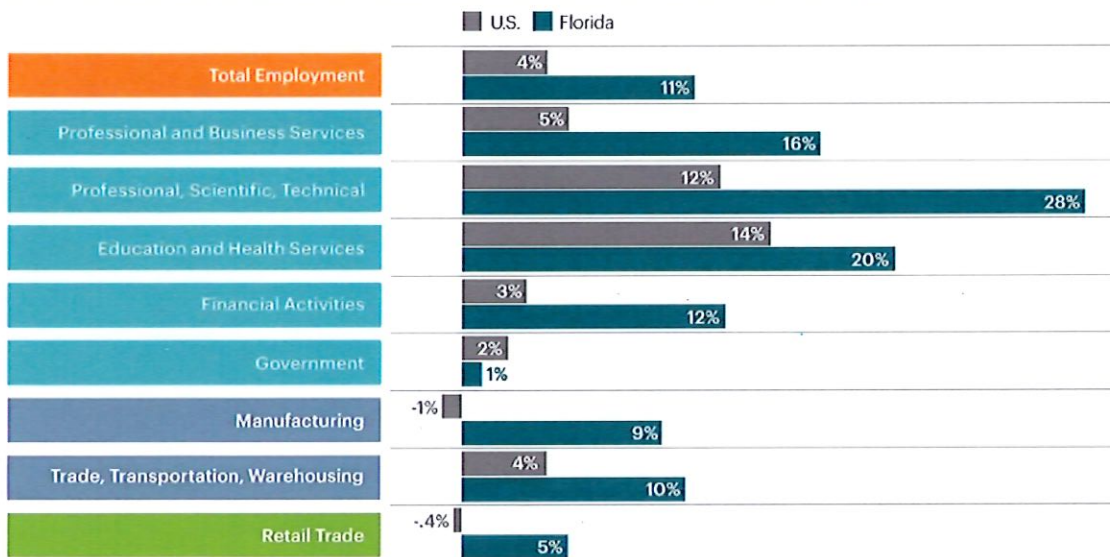


Retail: Vacancy remained near 4% across Florida in 3Q 2025, despite a slight year-over-year increase. Miami's retail vacancy rate of 3.4% ranked as the fifth lowest among major U.S. markets.



Office: Vacancy declined year-over-year in every Florida market except Fort Lauderdale as of 3Q 2025. Jacksonville and Fort Lauderdale posted the highest office vacancy rates near 14%. Miami, Palm Beach and Tampa remain below 12%.

Florida's Workforce Growth Increasingly Came from Professional, Industrial and Logistical Sectors



Percent change February 2020–June 2026, Seasonally adjusted payroll employment, U.S. Bureau of Labor Statistics.

FLORIDA TREND: What Florida cities or regions are hot spots for commercial real estate?

NEE: There are three main areas where we're seeing tremendous growth and investment; Miami, Palm Beach County and Tampa. In Miami and Palm Beach County, there was tremendous net financial migration, meaning the people coming in had more wealth than the people leaving. The Business Development Board of Palm Beach County reported that more than 140 companies relocated to the metro over the past five years, including Goldman Sachs, BlackRock and Vanderbilt University. And then Tampa and Miami have had an explosion of young professionals choosing to start their careers there, so you see a ton of economic activity and investment.²

1-2: Florida Trend Magazine, March 2026