



Ocala Metro Economic Overview

Presented by



Population – Ocala MSA



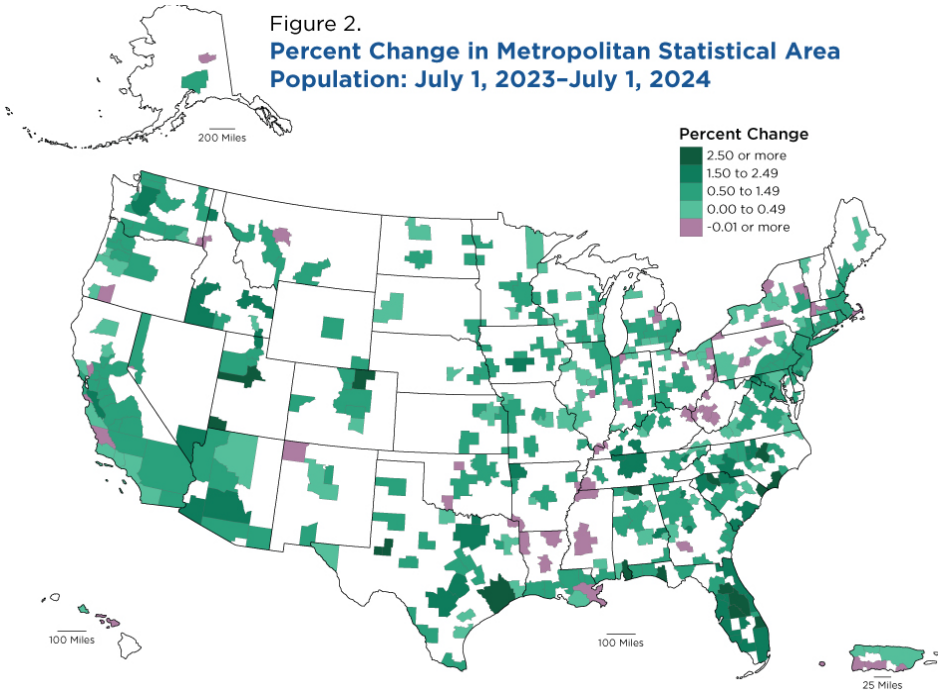
2025 Population: 442,660*

2024 Population: 428,905+

*315 people a week move to
the Ocala Metro*

Population – Ocala MSA 2020 - 2025

5-Year Growth: Since 2020, the Ocala metro area has increased by over 17%, rising from **375,892** to **442,260**.



#1 Fastest Growing Metro (2024 & 2025)

129th Largest Metro (up 5 spots)

41st Fastest Growing (quantity-2024)

The metro area population grew by **3.4%** between July 1, 2024, and July 1, 2025.

Population



U-Haul Names Top 25 Cities for Growth

2019, 2020, 2021, 2022 (#1)

2023 (#2)

2024, 2025 (#1)

PODS Names Top 20 Cities for Relocation

2021, 2022, 2023, 2024, 2025 (#2)

Moving Trends Top 10 Move-to Cities

2023, 2024 (#1), 2025 (#2)

Millennial population (30-39) is growing at double the US average and among the highest for all small metros*

Population

The Ocala Metro Led the Nation in Hispanic Population Growth*

Growing 9.3% between 2022 and 2023.

The Ocala Metro ranked **#2** among U.S. cities in the 2025 MoveBuddha Migration Report with a **3.09** in-to-out move ratio+ *309 people searching to move in for every 100 searching to move out.*

Ocala Ranked the **#1** Most Affordable Metro in Florida (2023)†



Housing

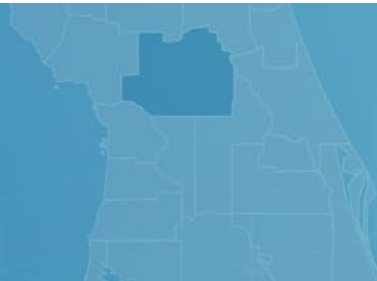


Ocala Metro ranked among the **Top 5 U.S. metros** for growth in multifamily housing (2024) *Parsons Housing Report, July 2024*

Ocala ranked the **#38 U.S. metro** for new home construction in 2023, ahead of Portland and just behind New York City. *Zonda, August 2024*

The Ocala Metro had the **2nd highest** increase in home sales in Florida in the first half of 2024. *FloridaRealtors, July 2024*

The Ocala Metro is the best metro in Florida to find a starter home and the 5th best mid-sized metro in the US. Ocala had both one of the highest percentage of starter homes and percentage of under-35 householder. *Construction Coverage, April 2024*



Housing

Single Family Permits issued YTD – 5,682

Single Family Permits YTD change – 14.8%

Marion County Building Department, August 2025

Homes Sold YTD – 7,270

Homes Sold YTD % Change – 12.1%

Median Sales Price YTD – \$298,500

Median Sales Price YTD % Change – 2.9%

OMCAR, November 2025

Multifamily Occupancy Rate – 94.2%

Multifamily Occupancy YOY change – 1.12%

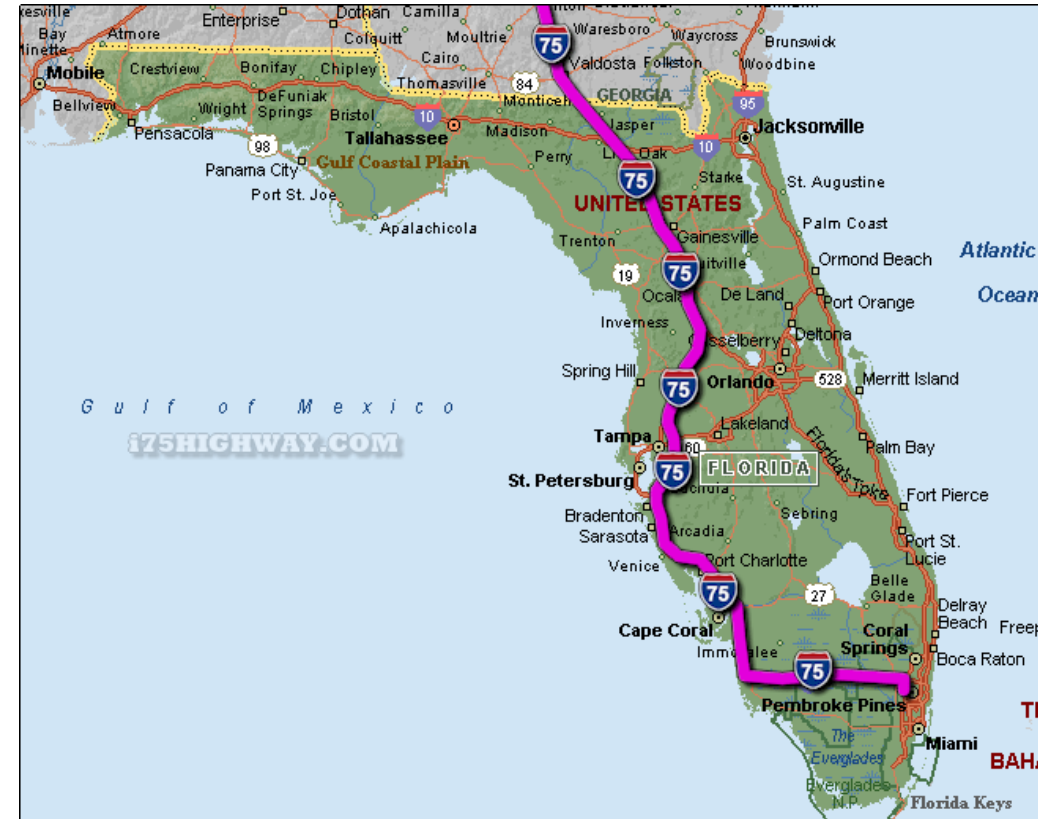
Multifamily YOY Effective Rent Change- 3.19%

Market Analytics, December 2024



I-75 in Ocala

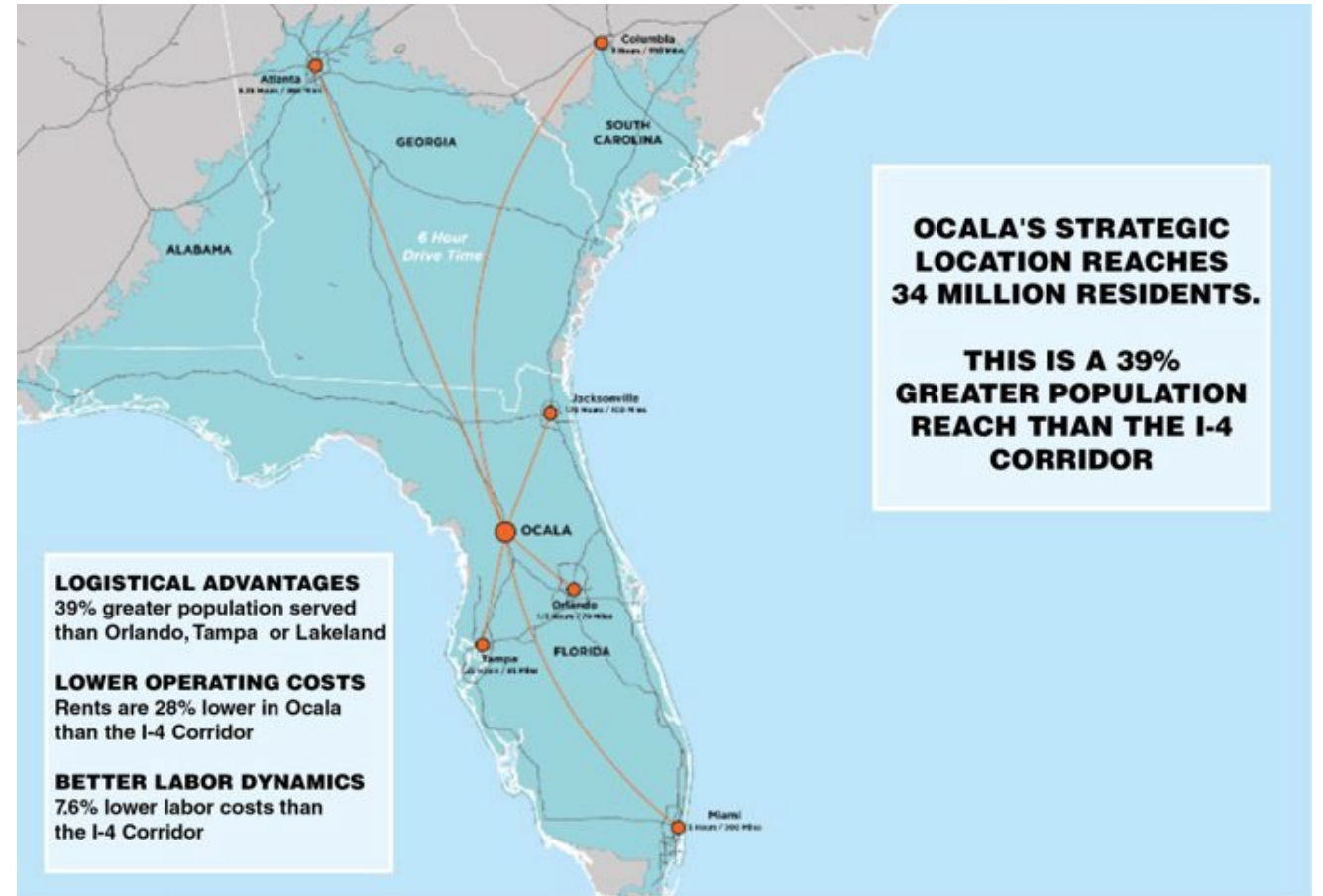
- Average 97,500 cars/day
- Peak 120,000+ cars/day
- 70% of all truck traffic in Florida travels on I-75 in Ocala.



Florida's Logistics Center

Top 20 US Metro for Distribution*

- **#17** Overall
- Only Florida Metro on list
- **#1** Best Cost of Labor Support





Economic Drivers

Economic Driver-Tourism



Economic Driver-Tourism

FY 20-21 – Tourism tax collections were up **42.4%** year over year and set a *record for annual collections*

FY 21-22 – Tourism tax collections were up **31.8%** year over year and set a *record for annual collections*

FY 22-23 – Tourism tax collections were up **10.9%** year over year and set a *record for annual collections*

FY 23-24 – Another record for annual collections.
Marion County Tourist Development Council, December 2024



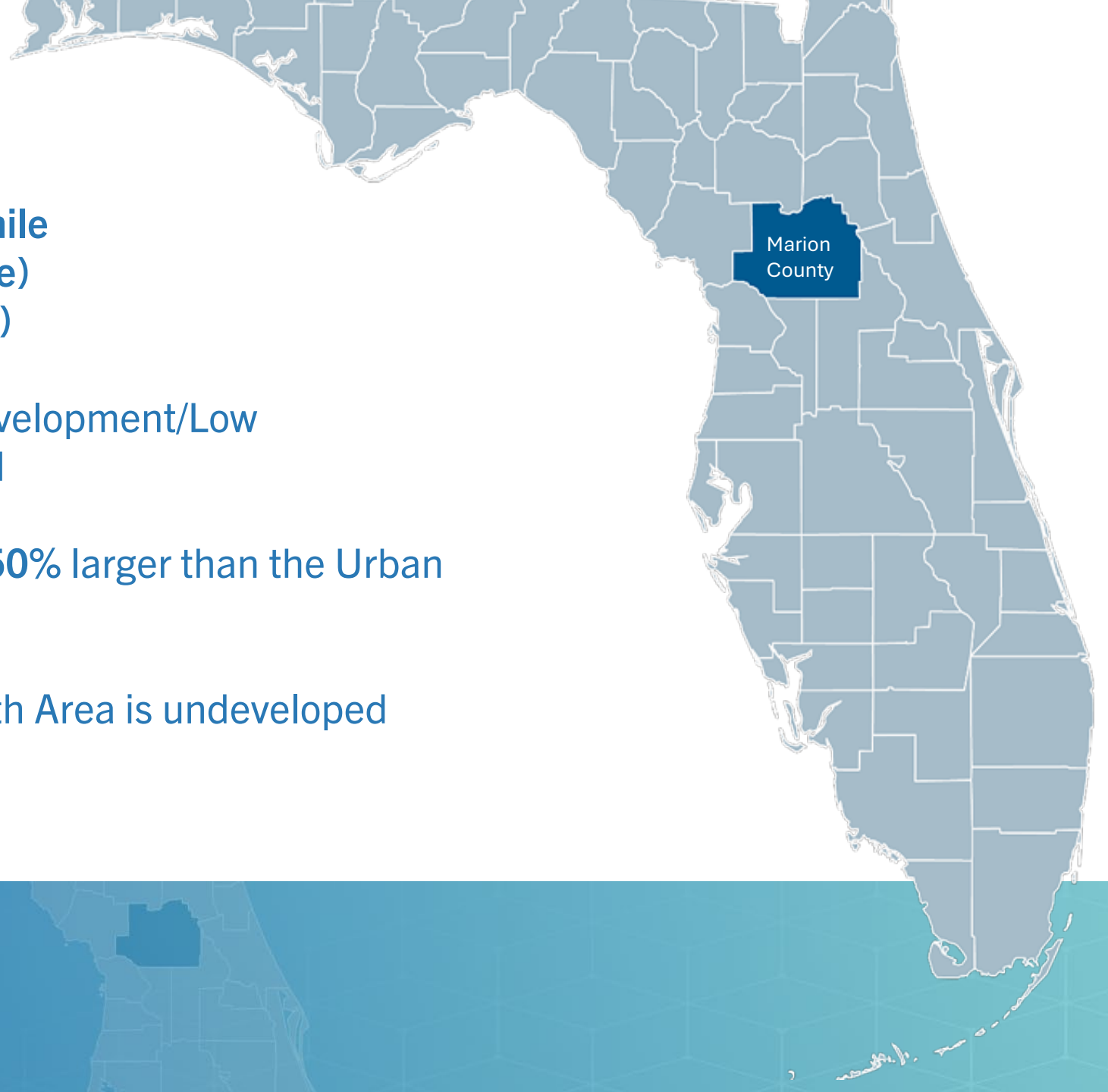
Density

Population Density – 270/sq. mile
(Orange County – 1,585/sq mile)
(Lexington, KY – 1,087/sq mile)

89% of Marion County is No Development/Low
Development/Government Land

Farmland Preservation Area is 50% larger than the Urban
Growth Area.

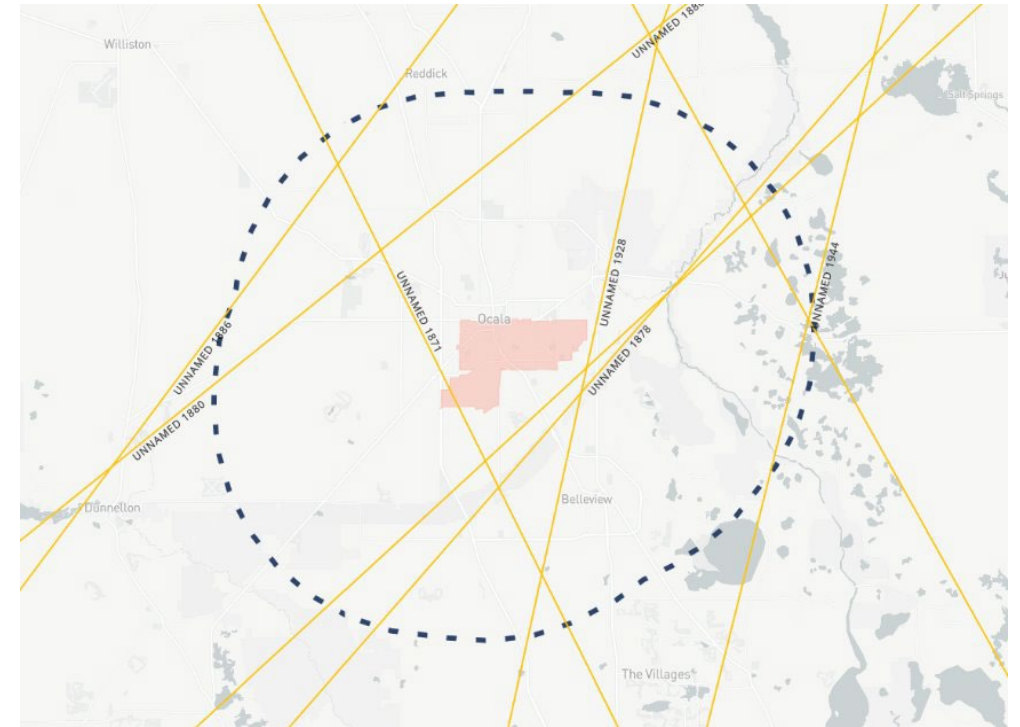
More than half the Urban Growth Area is undeveloped



Hurricanes (or not)

According to the National Oceanic and Atmospheric Administration (NOAA) Historical Track for every hurricane since 1871:

- **No hurricane** above a Category 1 has been recorded in Ocala
- **Only 8 Category 1** Hurricanes have come through the area in the last 153 years
- **The last official hurricane** to come through the area was Hurricane Gladys in **1968**
- As reported in the *Wall Street Journal*, Ocala was hailed as “a **Safe Haven**” from hurricanes and other climate risks.



Metro Economy

Over the last 10 years, the Ocala Metro was a leader in

- Inclusion (#3)
- Improved Employment Rate (#4)
- Decrease in Relative Poverty (#2)
- Racial Inclusion (#12)
- Closing the Employment Gap (#14)



Employment

- **5.6%** Current Unemployment Rate (December 2025)
- The Ocala Metro is a leader in job growth (rate & overall):
 - **Manufacturing**
 - **Logistics/Transportation**
 - **Information Technology**

9.2%
Growth in the
private sector
employment in 24
months

Economic Momentum – Ocala Metro

Ocala Metro median household income grew ~31% between 2016–2020
Outpacing the U.S. average income growth

#16 in U.S. for 1-Year Wage Growth
#11 for High-Tech GDP Growth
Top 40 Best Performing U.S. Metro

2025 Milken Institute, Best Performing Cities

The Ocala Metro's annual Area Median Income
increased 32.6% from 2021-2024 *2024 US Depart of Housing & Urban Development*

The Ocala Metro's median wage increased 65% from 2012-2022.

Ocala CEP, October 2023



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