

Eight regions, one **state**

People talk about Florida as one market. Lining its eight regions up against the same indicators describes eight, and median income between the richest and the poorest runs nearly three to one.

Against Florida in the singular

There is no shortage of economic writing about Florida. It shares one flaw: it presents the regions one after another, each with its own superlatives, and never sets them side by side. You close the document with a sense of broad momentum and nothing you can decide on.

This report does the opposite. It lines the eight regions up against the same indicators and comments on the gaps. Two regions hold more than half the population, median income runs from one to nearly three, and the state's third largest population base is also among its poorest per head.

For a French-speaking executive planning a move, those gaps beat any ranking. They set your pricing, your hiring pool, your cost of winning a customer. They also explain why the international business networks settled where they settled, and why a great deal of room is left everywhere else.

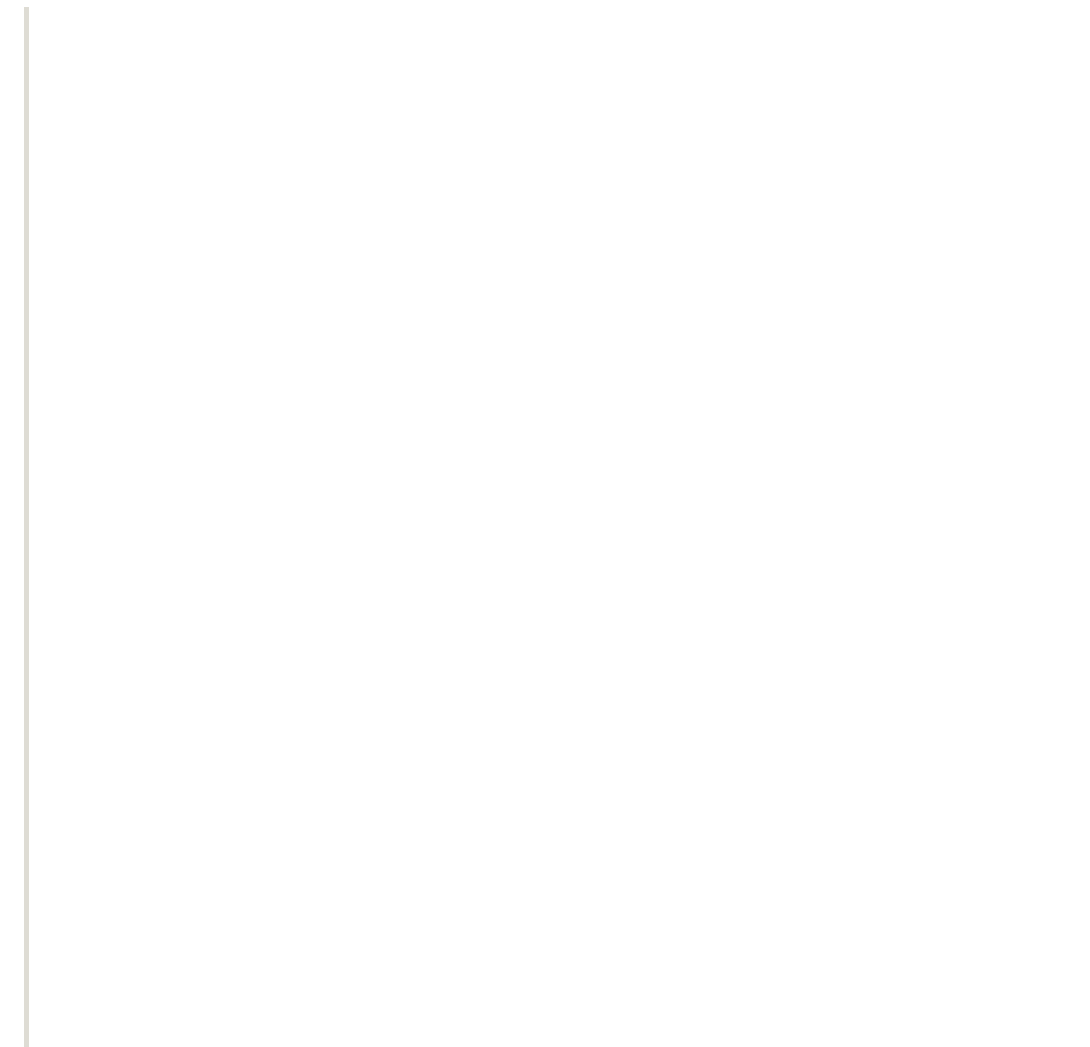
We deliberately left out the running tally of investment announcements. Economic development agencies publish that for free, and it goes stale within months. We would rather give you the structure, and the addresses where you can check it.

[Download the report](#)

PDF, 264 KB

A state that just changed rank

Most documents in circulation still describe Florida as the world's fifteenth largest economy. That has been out of date since July 2026: the Florida Chamber Foundation announced the move to fourteenth, with gross domestic product of \$1.8 trillion, after passing Australia and Mexico. Growth over twelve months reached 6.3%.



The next step up is a short one: roughly 2% more growth would put Florida ahead of South Korea. Breaking into the top ten would take close to 21% more, with Canada holding tenth place.

For anyone planning a move, the slope matters more than the rank. It signals a market whose openings grow fast, and whose entry costs, real estate, wages and insurance, follow the same curve. Arriving late is expensive.

One caution on the GDP figures. Depending on the method, nominal or inflation-adjusted, and on the reference year, the press carries values from \$1.3 to \$1.8 trillion. Those gaps are not a disagreement about the facts but different bases of calculation. Always cite the source and the year.

Eight regions, sixty-seven counties

This is the split the state’s economic players use. It matches neither the administrative districts, nor the metropolitan areas defined by the federal government, nor the electoral map. It is nonetheless the shared vocabulary of development agencies, chambers of commerce and support networks.

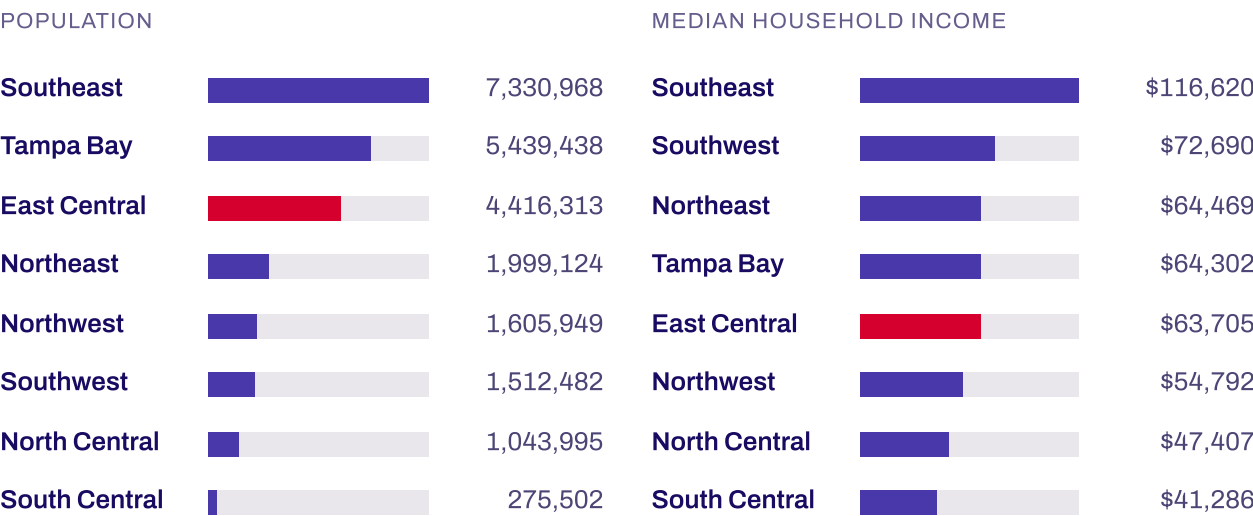
Knowing it heads off an expensive misunderstanding: asking for help “in Central Florida” does not mean the same thing to someone in Tampa and someone in Orlando. The term covers East Central alone for some, East Central plus Tampa Bay for others. Always name the counties.

The eight regions side by side

REGION	POPULATION	LABOR FORCE	HOUSEHOLDS	TOTAL EARNINGS	M
Southeast	7,330,968	5,331,082	2,863,399	\$282.8B	
Tampa Bay	5,439,438	3,177,550	2,293,554	\$168.1B	
East Central	4,416,313	2,825,587	1,732,386	\$147.0B	
Northeast	1,999,124	1,216,018	812,225	\$93.1B	
Northwest	1,605,949	958,918	648,967	\$49.2B	

REGION	POPULATION	LABOR FORCE	HOUSEHOLDS	TOTAL EARNINGS	M
Southwest	1,512,482	842,445	657,853	\$42.8B	
North Central	1,043,995	506,871	431,491	\$23.3B	
South Central	275,502	114,159	107,526	\$4.8B	

Regions ranked by population. Woods & Poole Economics, *Florida State Profile, 2025 projections*, retrieved September 8, 2026.



Southeast — An outlier against the other seven regions. Have it confirmed at the source before relying on it.

Three readings the map does not give you

The wealth gap runs nearly three to one

Between the farming South Central and the Southeast, median household income runs 2,8 to one. Talking about a single Florida market makes no sense at that spread. These are radically different spending power, cost structures and service expectations.

The consequence is immediate. Pricing built for Miami will be out of the market in Sebring; the reverse leaves money on the table. French companies that fail in Florida

rarely picked the wrong product. They picked the wrong region.

The Central Florida paradox

East Central is the state's third region by population and by earnings alike. But its median income puts it 5th of eight, behind the Southwest, which has three times fewer residents.

That is the signature of a service and tourism economy: plenty of jobs, modest value added per head. The region produces volume, not margin.

If you sell to consumers, that calls for care on price positioning. If you sell to businesses, it is an opening instead: the density of companies is real and the cost of winning a customer stays below the Southeast's.

One counterpoint is due. That median income says nothing about the region's technical depth, which concentrates aerospace, simulation, the state's largest university and a leading health sector. The average flattens a very wide distribution.

Corporate weight is not where you would expect

Cross regional demographics with where Florida's large corporate headquarters sit and a mismatch appears. They cluster in Miami, Fort Lauderdale, Jacksonville, Tampa and St. Petersburg. Orlando, the state's third largest population base, holds only a handful of first-rank headquarters.

The consequence is practical. If you are selling to large accounts, your business development will run out of the Southeast or the Northeast whatever your address. If you are selling to mid-sized companies, to the innovation ecosystem or into local public contracts, Central Florida is a far less crowded field.

The Central Florida belt

French Executive Network's coverage spans East Central and the southern part of Tampa Bay. Taken together, that pair is more populous than the Southeast.

East Central and Tampa Bay combined

The network's working area, from Sarasota to Melbourne, covers most of it without following the administrative lines exactly.

Woods & Poole Economics, Florida State Profile, 2025 projections

This is the part few people have in mind. The dominant story places economic Florida in Miami, and it is not wrong about capital, finance and international trade. But the numbers describe a second cluster, comparable in size, cheaper to set up in, and very largely ignored by the international business networks.

That gap between real weight and institutional coverage is the ground our work stands on. It is not a grievance: it is available space.

Where Central Florida sits in the French ecosystem

The French ecosystem in Florida is real, active and well resourced. It is also geographically concentrated. The French Tech Miami community brings together more than a hundred and fifty founders and runs its annual event with the French consulate general, the French-American chamber of commerce of Florida, Business France, SelectFlorida and the Miami-Dade development agencies.

Between Sarasota and Melbourne there is no structured equivalent. That is not a failing to denounce: it is space to occupy, alongside the existing setup and not against it.

A company setting up in Orlando, Tampa or Melbourne depends today on contacts three or four hours away by road. Consular appointments, introduction events and export support programs are built for South Florida. That distance carries a cost nobody counts: it stretches out timelines, scatters effort, and leaves executives in Central Florida without a set of peers.

Where these numbers come from

The regional data, population, labor force, households, total earnings, median income and retail sales, comes from Woods & Poole Economics, *Florida State Profile*, 2025 projections. The gross domestic product, world rank and annual growth figures come from the Florida Chamber Foundation, July 2026 release.

The aggregates, rankings and comparisons on this page are not typed in: they are computed from the table above every time the site is published. The day Woods & Poole revises a line, the text corrects itself with it.

Two reservations. The Southeast's median income, an outlier against the other seven regions, should be confirmed at the source before you rely on it. The 2025 population projections will be revised: they are an estimate, not a count. The eight regions add up to 23.6 million residents while the Florida Chamber Foundation reports 23.3 million for the state, a gap that comes from the bases of calculation and not from an error.

If you find anything that differs from a primary source, tell us: it will be corrected at the next update.

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