

Jacksonville

City, Duval County, Florida. LocalFlare, Data for Economic Development. Last updated 2026-10-04.

Population

Population
1,032,601 2025

Change since the prior year
+1.6% 2024 to 2025

Change since 2020
+8.7% 2020 to 2025

Census 2020
949,611 2020

Basis of the latest figure
estimate 2025

Population, April 1: 1,032,601



The 2011 edition prints this municipality's figure against the wrong name (Duval's first three municipalities are printed with each other's figures); the figure shown is the one printed for it in the Office of Economic and Demographic Research's copy of the same edition, which the county total and the census column beside it confirm.

Source: University of Florida Bureau of Economic and Business Research, Florida Estimates of Population, retrieved 2026-10-01

Labor force

Labor force
493,277 Aug 2026

Employment
469,049 Aug 2026

Unemployed
24,228 Aug 2026

Unemployment rate
4.9% Aug 2026

Rate a year earlier
4.5% Aug 2025

Labor force, change on a year earlier
-0.3% Aug 2026

Latest month is preliminary

yes Aug 2026

Unemployment rate, not seasonally adjusted: 4.9%



Source: US Bureau of Labor Statistics, Local Area Unemployment Statistics, retrieved 2026-10-01

Sales and visitor spending

BusinessFlare® estimate, last 12 months
\$34,586.8M 12 months to 2026-03

Estimate runs to
Mar 2026 Mar 2026

Statewide median error, 2017 to 2022 back-test
15.7% 2017 to 2022

Wide error flag
no Mar 2026

Retail trade (NAICS 44-45): Census sales 2017
\$16.7B 2017

Retail trade (NAICS 44-45): Census sales 2022
\$28.6B 2022

Retail trade (NAICS 44-45): 2022 landing error
21.3% 2022

Accommodation and food services (NAICS 72):
Census sales 2017
\$2.49B 2017

Accommodation and food services (NAICS 72):
Census sales 2022
\$3.15B 2022

Accommodation and food services (NAICS 72): 2022
landing error
6.2% 2022

Economic Census anchors and the back-test

Sector	Census sales 2017	Census sales 2022	2017 carried to 2022	Landing error
Retail trade (NAICS 44-45)	\$16.7B	\$28.6B	\$22.5B	21.3%
Accommodation and food services (NAICS 72)	\$2.49B	\$3.15B	\$3.34B	6.2%

BusinessFlare® estimate from public sources.

The estimate anchors on the sales the US Census Bureau published for this place in the 2017 and 2022 Economic Census, for retail trade and for accommodation and food services, and moves them month by month with the county's sales tax returns by kind of business (Florida Department of Revenue Form 10). After the 2022 anchor the place's share of the county moves with the growth of its commercial property on the Department's 2026 tax roll, as submitted by the county property appraiser, by use code: stores, shopping centers, supermarkets and auto dealers for retail; restaurants, bars and hotels for accommodation and food. The three spending groups follow the county's kind code mix within each sector. Every place with both anchors was carried from 2017 to 2022 the same way and the landing on the 2022 Census figure is the published error.

Monthly estimate, twelve month and annual views, the visitor, resident and big ticket groups, chart and workbook: Street Economics Pass data, served by the account service, never in this file.

Source: BusinessFlare® city-level sales and visitor spending estimate (method and error; the figures are Street Economics Pass data), retrieved 2026-10-04

Source: Economic Census geographic area series, retail trade and accommodation and food services, 2017 and 2022, retrieved 2026-10-01

Tourist tax: not shown. the county does not publish tourist tax collections by city

Business base

Licensed food service, lodging and alcohol businesses
6,621 Aug 2026

Food service licenses
3,082 Aug 2026

Lodging licenses
1,368 Aug 2026

Alcoholic beverage licenses
2,171 Aug 2026

New licenses, last 12 months
516 Aug 2026

New business filings, last 12 months (postal city)
21,095 Sep 2026

Change on the 12 months before
+4.6% Sep 2026

New filings, latest month
1,309 Sep 2026

Establishments (ZIP basis)
26,146 2023

Employees, mid March (ZIP basis)
482,972 2023

Annual payroll (ZIP basis)
\$31.6B 2023

New licenses by month: 31



Licenses are placed inside the city limits by their geocoded address.

Business formations are by postal city: Jacksonville, which is not the city limits.

Establishments, employment and payroll are a ZIP code basis: ZIP codes 32202, 32203, 32204, 32205, 32206, 32207, 32208, 32209, 32210, 32211, 32212, 32214, 32216, 32217, 32218, 32219, 32220, 32221, 32222, 32223, 32224, 32225, 32226, 32227, 32228, 32233, 32234, 32244, 32246, 32254, 32256, 32257, 32258, 32277.

Source: Florida DBPR active licensure base files: public food service, public lodging and retail alcoholic beverage licenses, retrieved 2026-10-01

Source: Florida Division of Corporations (Sunbiz) bulk corporate data files, new entity filings by month, retrieved 2026-10-01

Source: County Business Patterns and ZIP Code Business Patterns, complete data files, retrieved 2026-10-01

Building permits

Housing units permitted, last 12 months
6,287 Aug 2026

Change on the 12 months before
+6.2% Aug 2026

Permit valuation, last 12 months
\$1.32B Aug 2026

Units, latest month
1,112 Aug 2026

Single family units, last 12 months
3,903 Aug 2026

Units in buildings of 5 or more, last 12 months
2,322 Aug 2026

Units, latest annual table
5,890 2025

Housing units permitted by month: 1,112



Source: US Census Bureau, Building Permits Survey, place and county residential permits, retrieved 2026-10-01

Property roll

Total just value
\$155B 2026 final

Just value, change on the prior roll
+4.3% 2025 final roll to 2026 final

New construction value
\$3.1B 2026 final

Qualified sales, last 12 months
14,502 2025-06 to 2026-05

Just value, commercial
\$19.1B 2026 final

Just value, vacant
\$2.59B 2026 final

Just value, other
\$897M 2026 final

Total taxable value (non school)
\$102B 2026 final

Taxable value (non school), change on the prior roll
+6.1% 2025 final roll to 2026 final

Parcels
381,379 2026 final

Median qualified sale price
\$300K 2025-06 to 2026-05

Just value, industrial
\$13.2B 2026 final

Just value, institutional
\$4.9B 2026 final

Total taxable value (school)
\$111B 2026 final

Total just value, prior roll
\$149B 2025 final roll

Median single family just value
\$255K 2026 final

Just value, residential
\$105B 2026 final

Just value, agricultural
\$2.57B 2026 final

Just value, government
\$7B 2026 final

Just value by use group

Use group	Parcels	Just value	Taxable (non school)	New construction	Residential units	Just value change
Residential	327,208	\$105B	\$70.4B	\$1.73B	445,349	+1.4%
Commercial	11,394	\$19.1B	\$16.9B	\$249M	n/a	+9.0%
Industrial	4,356	\$13.2B	\$11.9B	\$863M	n/a	+21.8%
Agricultural	1,352	\$2.57B	\$296M	\$4.79M	n/a	+2.8%
Vacant	24,946	\$2.59B	\$2.11B	\$4.71M	n/a	+7.7%
Institutional	1,838	\$4.9B	\$479M	\$66.7M	n/a	+5.5%
Government	6,147	\$7B	\$9.21K	\$68.6M	n/a	+5.3%
Other	4,137	\$897M	\$349M	\$118M	n/a	+22.1%

Department of Revenue land use codes grouped: residential 001 to 009, commercial 011 to 039, industrial 041 to 049, agricultural 050 to 069, vacant 000, 010, 040 and 070, institutional 071 to 079, government 080 to 089, other 090 to 099. Taxable is the non school taxable value. Just value change compares with the 2025 final roll, summed the same way.

Parcels are placed by Census block group through the Census Bureau's block assignment file; a parcel in a block group that straddles the limits is apportioned. Census 2020 block groups; 100% of the county's just value lies in a place. Medians are over the parcels whose block group lies mostly in the place. Qualified sales: the roll's own sale fields, qualification codes 01 and 02, improved, single parcel.

Source: Florida Department of Revenue, NAL tax roll, 2026 preliminary and final as posted, retrieved 2026-10-03

Housing

Housing units
449,941 2020 to 2024 ACS

Owner occupied households
240,209 2024 1-Year

Cost burdened households, all tenures (over 30% of income)
33.6% 2025

Assisted housing developments
158 Assisted Housing Inventory

Median single family sale price
\$311K 2024

Homeownership rate: 58.0%

Occupied units
413,620 2020 to 2024 ACS

Renter occupied households
173,411 2024 1-Year

Cost burdened renter households
49.7% 2025

Assisted units
21,522 Assisted Housing Inventory

Vacant units
36,321 2020 to 2024 ACS

Homeownership rate
58.1% 2020 to 2024 ACS

Severely cost burdened renters (over 50%)
23.4% 2025

Median gross rent
\$1.57K 2020 to 2024 ACS

2000 2024

Source: Shimberg Center for Housing Studies, Florida Housing Data Clearinghouse, retrieved 2026-10-01

Fiscal

Total revenues
\$11.7B FY2024

Revenues, change on the year before
+9.4% FY2024

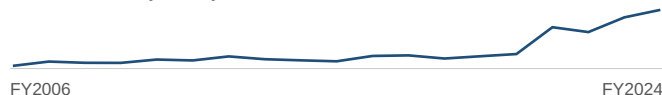
Total expenditures
\$10.4B FY2024

Expenditures, change on the year before
+4.9% FY2024

Revenues per resident
\$11.5K FY2024

Long-term debt outstanding
Long-term debt is not shown: no LOGERx Annual Financial Report filing matched this government

Total revenues by fiscal year: \$11.7B



Source: Florida Office of Economic and Demographic Research, Expenditures and Revenues Reported by Florida's County and Municipal Governments, retrieved 2026-10-01

Bank deposits

Deposits (offices reporting this city)
\$108B June 30, 2026

Change on a year earlier
+2.1% June 30, 2026

Change, real
-1.1% June 30, 2026

Branches
142 June 30, 2026

Institutions
28 June 30, 2026

Branches opened since the survey a year earlier
4 June 30, 2026

Branches closed since the survey a year earlier
2 June 30, 2026

Deposits, June 30 each year: \$108B



Offices whose reported city is Jacksonville.

Source: FDIC Summary of Deposits, Florida offices, every June 30 since 1994, retrieved 2026-10-01

Sources

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FDIC Summary of Deposits, Florida offices, every June 30 since 1994

<https://banks.data.fdic.gov/bankfind-suite/SOD>, retrieved 2026-10-01