

Jay

Town, Santa Rosa County, Florida. LocalFlare, Data for Economic Development. Last updated 2026-10-04.

Population

Population
612 2025

Change since the prior year
+16.3% 2024 to 2025

Change since 2020
+16.8% 2020 to 2025

Census 2020
524 2020

Basis of the latest figure
estimate 2025

Population, April 1: 612



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

Labor force

Labor force (Santa Rosa County)
91,775 Aug 2026

Employment (Santa Rosa County)
87,379 Aug 2026

Unemployed (Santa Rosa County)
4,396 Aug 2026

Unemployment rate (Santa Rosa County)
4.8% Aug 2026

Rate a year earlier
4.3% Aug 2025

Labor force, change on a year earlier
-0.6% Aug 2026

Latest month is preliminary
yes Aug 2026

Unemployment rate, not seasonally adjusted: 4.8%



County figures, no city estimate published by FloridaCommerce

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

Sales and visitor spending: not shown. no BusinessFlare® estimate: the Economic Census publishes no sales for this place

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

Business base

Licensed food service, lodging and alcohol businesses
14 Aug 2026

Food service licenses
6 Aug 2026

Lodging licenses
2 Aug 2026

Alcoholic beverage licenses
6 Aug 2026

New licenses, last 12 months
1 Aug 2026

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

Change on the 12 months before
-4.3% Sep 2026

New filings, latest month
8 Sep 2026

New licenses by month: 1



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

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

No ZIP code has its Census internal point inside this place, so ZIP Code Business Patterns are not shown.

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

Building permits: not shown. the Census Building Permits Survey lists no permit office for this place

Property roll

Total just value \$124M 2026 preliminary	Total taxable value (non school) \$52.5M 2026 preliminary	Total taxable value (school) \$62.2M 2026 preliminary
Just value, change on the prior roll +2.9% 2025 final roll to 2026 preliminary	Taxable value (non school), change on the prior roll +10.4% 2025 final roll to 2026 preliminary	Total just value, prior roll \$121M 2025 final roll
New construction value \$2.11M 2026 preliminary	Parcels 748 2026 preliminary	Median single family just value n/a 2026 preliminary
Qualified sales, last 12 months 0 2025-06 to 2026-05	Median qualified sale price n/a 2025-06 to 2026-05	Just value, residential \$51.9M 2026 preliminary
Just value, commercial \$7.61M 2026 preliminary	Just value, industrial \$5.89M 2026 preliminary	Just value, agricultural \$47.3M 2026 preliminary
Just value, vacant \$3.48M 2026 preliminary	Just value, institutional \$3.13M 2026 preliminary	Just value, government \$3.01M 2026 preliminary
Just value, other \$2.19M 2026 preliminary		

Just value by use group

Use group	Parcels	Just value	Taxable (non school)	New construction	Residential units	Just value change
Residential	314	\$51.9M	\$29.7M	\$1.27M	331	+3.2%
Commercial	34	\$7.61M	\$6.25M	\$18.3K	n/a	+0.8%
Industrial	12	\$5.89M	\$4.73M	\$0	n/a	-0.8%
Agricultural	217	\$47.3M	\$7.75M	\$624K	n/a	+2.9%
Vacant	142	\$3.48M	\$2.52M	\$2.06K	n/a	+8.9%
Institutional	9	\$3.13M	\$133K	\$0	n/a	-0.3%
Government	10	\$3.01M	\$0	\$0	n/a	-0.3%
Other	11	\$2.19M	\$1.44M	\$199K	n/a	+14.4%

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; 73% 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 (name, address, legal), 2026 preliminary and final as posted, retrieved 2026-10-03

Housing

Housing units 366 2020 to 2024 ACS	Occupied units 301 2020 to 2024 ACS	Vacant units 65 2020 to 2024 ACS
Owner occupied households 115 2020-2024 5-Year	Renter occupied households 186 2020-2024 5-Year	Homeownership rate 38.2% 2020 to 2024 ACS
Cost burdened households, all tenures (over 30% of income) 24.7% 2025	Cost burdened renter households 25.2% 2025	Severely cost burdened renters (over 50%) 17.9% 2025
Assisted housing developments n/a Assisted Housing Inventory	Assisted units n/a Assisted Housing Inventory	Median gross rent \$1.12K 2020 to 2024 ACS
Median single family sale price \$198K 2024		



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

Fiscal

Half-cent sales tax, latest month

\$3.08K Sep 2026

Half-cent sales tax, fiscal year to date

\$31K FY2026 to 2026-09

Half-cent sales tax, last 12 months

\$31K Sep 2026

Half-cent sales tax, change on the 12 months before

-9.7% Sep 2026

State revenue sharing, latest month

\$2.59K Sep 2026

State revenue sharing, fiscal year to date

\$31.2K FY2026 to 2026-09

State revenue sharing, last 12 months

\$31.2K Sep 2026

State revenue sharing, change on the 12 months before

+0.1% Sep 2026

Total revenues

\$2.88M FY2024

Revenues, change on the year before

+18.8% FY2024

Total expenditures

\$2.87M FY2024

Expenditures, change on the year before

+9.6% FY2024

Revenues per resident

\$5.47K FY2024

Long-term debt outstanding at year end

\$749K FY2025

Long-term debt, change on the year before

n/a FY2025

Half-cent sales tax distributions by month: \$3.08K



Oct 2016

Sep 2026

Source: Florida Department of Revenue, Revenue Confirmation Online, distributions to local governments, retrieved 2026-10-01

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

Source: Florida Department of Financial Services, LOGERx local government Annual Financial Report data, long-term debt outstanding, retrieved 2026-10-04

Bank deposits

Deposits (offices reporting this city)

\$62.8M June 30, 2026

Change on a year earlier

-1.4% June 30, 2026

Change, real

-4.4% June 30, 2026

Branches

1 June 30, 2026

Institutions

1 June 30, 2026

Branches opened since the survey a year earlier

0 June 30, 2026

Branches closed since the survey a year earlier

0 June 30, 2026

Deposits, June 30 each year: \$62.8M



1994

2026

Offices whose reported city is Jay.

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

Sources

University of Florida Bureau of Economic and Business Research, Florida Estimates of Population

<https://bebr.ufl.edu/population/>, retrieved 2026-10-01

US Bureau of Labor Statistics, Local Area Unemployment Statistics

<https://www.bls.gov/lau/>, retrieved 2026-10-01

Florida DBPR active licensure base files: public food service, public lodging and retail alcoholic beverage licenses

<https://www2.myfloridalicense.com/hotels-restaurants/public-records/>, retrieved 2026-10-01

Florida Division of Corporations (Sunbiz) bulk corporate data files, new entity filings by month

<https://dos.fl.gov/sunbiz/other-services/data-downloads/>, retrieved 2026-10-01

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https://floridarevenue.com/property/Pages/DataPortal_RequestAssessmentRollGISData.aspx, retrieved 2026-10-03

Florida Department of Revenue, NAL tax roll, 2025 (2025F), from the data portal's public records folders

<https://floridarevenue.com/property/dataportal/Pages/default.aspx?path=/property/dataportal/Documents/PTO%20Data%20Portal/~Public%20Records>, retrieved 2026-10-04

Shimberg Center for Housing Studies, Florida Housing Data Clearinghouse

<https://flhousingdata.shimberg.ufl.edu/>, retrieved 2026-10-01

Florida Department of Revenue, Revenue Confirmation Online, distributions to local governments

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Florida Office of Economic and Demographic Research, Expenditures and Revenues Reported by Florida's County and Municipal Governments

<https://edr.state.fl.us/Content/local-government/data/revenues-expenditures/index.cfm>, retrieved 2026-10-01

Florida Department of Financial Services, LOGERx local government Annual Financial Report data, long-term debt outstanding

<https://logerx.myfloridacfo.gov/LogerX/PublicReportsMenu>, retrieved 2026-10-04

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

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