

St. Augustine Beach

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

Population

Population	Change since the prior year	Change since 2020
6,995 2025	+0.3% 2024 to 2025	+2.8% 2020 to 2025
Census 2020	Basis of the latest figure	
6,803 2020	estimate 2025	

Population, April 1: 6,995



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

Labor force

Labor force (St. Johns County)	Employment (St. Johns County)	Unemployed (St. Johns County)
157,452 Aug 2026	150,068 Aug 2026	7,384 Aug 2026
Unemployment rate (St. Johns County)	Rate a year earlier	Labor force, change on a year earlier
4.7% Aug 2026	4.3% Aug 2025	-0.4% Aug 2026

Latest month is preliminary
yes Aug 2026

Unemployment rate, not seasonally adjusted: 4.7%



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

BusinessFlare® estimate, last 12 months	Estimate runs to	Statewide median error, 2017 to 2022 back-test
\$282.0M 12 months to 2026-03	Mar 2026 Mar 2026	15.7% 2017 to 2022
Wide error flag	Retail trade (NAICS 44-45): Census sales 2017	Retail trade (NAICS 44-45): Census sales 2022
no Mar 2026	\$97.7M 2017	\$140M 2022
Retail trade (NAICS 44-45): 2022 landing error	Accommodation and food services (NAICS 72): Census sales 2017	Accommodation and food services (NAICS 72): Census sales 2022
0.8% 2022	\$51.6M 2017	\$93.3M 2022

Accommodation and food services (NAICS 72): 2022 landing error
0.5% 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)	\$97.7M	\$140M	\$141M	0.8%
Accommodation and food services (NAICS 72)	\$51.6M	\$93.3M	\$92.8M	0.5%

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

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

Business base

Licensed food service, lodging and alcohol businesses

289 Aug 2026

Food service licenses

52 Aug 2026

Lodging licenses

203 Aug 2026

Alcoholic beverage licenses

34 Aug 2026

New licenses, last 12 months

7 Aug 2026

New licenses by month: 0



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

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

Building permits

Housing units permitted, last 12 months

9 Aug 2026

Change on the 12 months before

-55.0% Aug 2026

Permit valuation, last 12 months

\$7.37M Aug 2026

Units, latest month

0 Aug 2026

Single family units, last 12 months

9 Aug 2026

Units in buildings of 5 or more, last 12 months

0 Aug 2026

Units, latest annual table

12 2025

Housing units permitted by month: 0



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

Property roll

Total just value

\$2.92B 2026 preliminary

Total taxable value (non school)

\$2.17B 2026 preliminary

Total taxable value (school)

\$2.29B 2026 preliminary

Just value, change on the prior roll

-0.8% 2025 final roll to 2026 preliminary

Taxable value (non school), change on the prior roll

+3.8% 2025 final roll to 2026 preliminary

Total just value, prior roll

\$2.94B 2025 final roll

New construction value

\$29.2M 2026 preliminary

Parcels

4,862 2026 preliminary

Median single family just value

\$626K 2026 preliminary

Qualified sales, last 12 months

196 2025-06 to 2026-05

Median qualified sale price

\$612K 2025-06 to 2026-05

Just value, residential

\$2.57B 2026 preliminary

Just value, commercial

\$242M 2026 preliminary

Just value, industrial

\$2.8M 2026 preliminary

Just value, vacant

\$70.2M 2026 preliminary

Just value, institutional

\$4.92M 2026 preliminary

Just value, government

\$27.3M 2026 preliminary

Just value, other

\$502K 2026 preliminary

Just value by use group

Use group	Parcels	Just value	Taxable (non school)	New construction	Residential units	Just value change
Residential	4,502	\$2.57B	\$1.89B	\$17.7M	4,365	-1.8%
Commercial	113	\$242M	\$210M	\$11.4M	n/a	+8.6%
Industrial	2	\$2.8M	\$2.8M	\$4.21K	n/a	+1.5%
Vacant	190	\$70.2M	\$63.5M	\$19.7K	n/a	+3.3%
Institutional	2	\$4.92M	\$1.32M	\$0	n/a	+72.4%
Government	22	\$27.3M	\$0	\$0	n/a	+1.1%
Other	30	\$502K	\$8.93K	\$0	n/a	+4.6%

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.

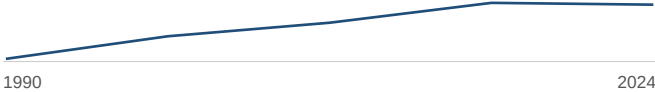
Parcels are placed by Census block group through the Census Bureau's block assignment file; a parcel in a block group that straddles the limits is apportioned. Census 2020 block groups; 54% of the county's just value lies in a place. Medians are over the parcels whose block group lies mostly in the place. 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 4,553 2020 to 2024 ACS	Occupied units 3,133 2020 to 2024 ACS	Vacant units 1,420 2020 to 2024 ACS
Owner occupied households 2,328 2020-2024 5-Year	Renter occupied households 805 2020-2024 5-Year	Homeownership rate 74.3% 2020 to 2024 ACS
Cost burdened households, all tenures (over 30% of income) 25.6% 2025	Cost burdened renter households 41.5% 2025	Severely cost burdened renters (over 50%) 20.8% 2025
Assisted housing developments n/a Assisted Housing Inventory	Assisted units n/a Assisted Housing Inventory	Median gross rent \$1.81K 2020 to 2024 ACS
Median single family sale price \$760K 2024		

Homeownership rate: 74.0%



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

Fiscal

Half-cent sales tax, latest month \$57.6K Sep 2026	Half-cent sales tax, fiscal year to date \$663K FY2026 to 2026-09	Half-cent sales tax, last 12 months \$663K Sep 2026
Half-cent sales tax, change on the 12 months before -6.8% Sep 2026	State revenue sharing, latest month \$19.2K Sep 2026	State revenue sharing, fiscal year to date \$236K FY2026 to 2026-09
State revenue sharing, last 12 months \$236K Sep 2026	State revenue sharing, change on the 12 months before +1.2% Sep 2026	Total revenues \$12.6M FY2024
Revenues, change on the year before +2.3% FY2024	Total expenditures \$11.8M FY2024	Expenditures, change on the year before -3.6% FY2024
Revenues per resident \$1.81K FY2024	Long-term debt outstanding at year end \$4.41M FY2025	Long-term debt, change on the year before -10.2% FY2025

Half-cent sales tax distributions by month: \$57.6K



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: not shown. no FDIC office reports this city as its location

Sources

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