

› POPULATION

**JACKSONVILLE MSA** **1,764,628**

BAKER, CLAY, DUVAL, NASSAU & ST. JOHNS COUNTIES

**JACKSONVILLE REGION** **1,972,307**

BAKER, CLAY, DUVAL, NASSAU, PUTNAM & ST. JOHNS COUNTIES

› AGE

	JAX MSA	FLORIDA	UNITED STATES
0-4	5.4%	4.7%	5.4%
5-9	5.9%	5.0%	5.8%
10-14	6.0%	5.3%	6.0%
15-24	12.3%	11.8%	13.2%
25-34	13.1%	12.4%	13.6%
35-44	13.4%	12.4%	13.2%
45-54	12.2%	11.9%	12.0%
55-64	12.5%	13.1%	12.1%
65-74	11.0%	12.4%	10.7%
75-84	6.2%	8.1%	6.1%
85+	1.9%	2.7%	2.0%

› HOUSEHOLD INFORMATION

	JAX MSA	FLORIDA	UNITED STATES
Median Household Income	\$82,649	\$78,205	\$81,624
Average Household Income	\$113,866	\$111,382	\$116,179
Per Capita Income	\$45,252	\$44,891	\$45,360
Average Household Size	3.00	2.43	2.50

› RACIAL COMPOSITION

	JAX MSA	FLORIDA	UNITED STATES
White	60.4%	56.3%	60.0%
Black	20.8%	14.9%	12.5%
Asian/Pacific Islander	4.7%	3.4%	6.6%
Other	3.8%	7.6%	8.8%
Two or More Races	9.0%	17.4%	10.8%
Hispanic Origin*	10.5%	27.7%	18.7%

\*Persons of Hispanic Origin may be of any race

› EDUCATION

	JAX MSA	FLORIDA	UNITED STATES
High School Graduate or GED	21.2%	22.7%	22.4%
Some College, No Degree	18.2%	16.9%	17.2%
Associate Degree	11.0%	11.1%	9.8%
Bachelor's Degree	25.0%	22.5%	22.7%
Graduate Degree	13.2%	13.5%	14.5%

**15** COLLEGES & UNIVERSITIES **54,000** STUDENT ENROLLMENT

› COST OF LIVING (National Average = 100)

<b>92.9</b> COMPOSITE	103.9 GROCERY	87.0 HOUSING	89.8 UTILITIES
	87.0 TRANSPORTATION	85.4 HEALTH CARE	96.1 MISC GOODS

Sources: ESRI 2025, C2ER Cost of Living, 2024 Annual Report

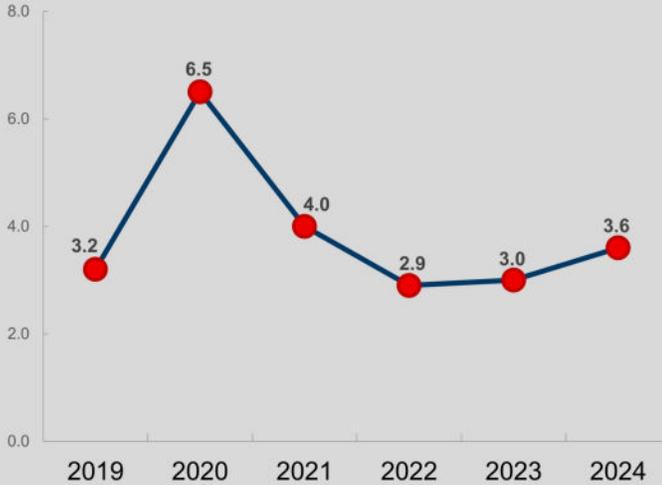
› COUNTY POPULATIONS

COUNTY	POPULATION	PROJECTED ANNUAL GROWTH RATE (2025-2030)
Baker	28,004	0.64%
Clay	235,762	1.08%
Duval	1,054,465	0.76%
Flagler	132,125	2.80%
Nassau	102,881	2.50%
Putnam	75,554	0.28%
St. Johns	343,516	3.30%

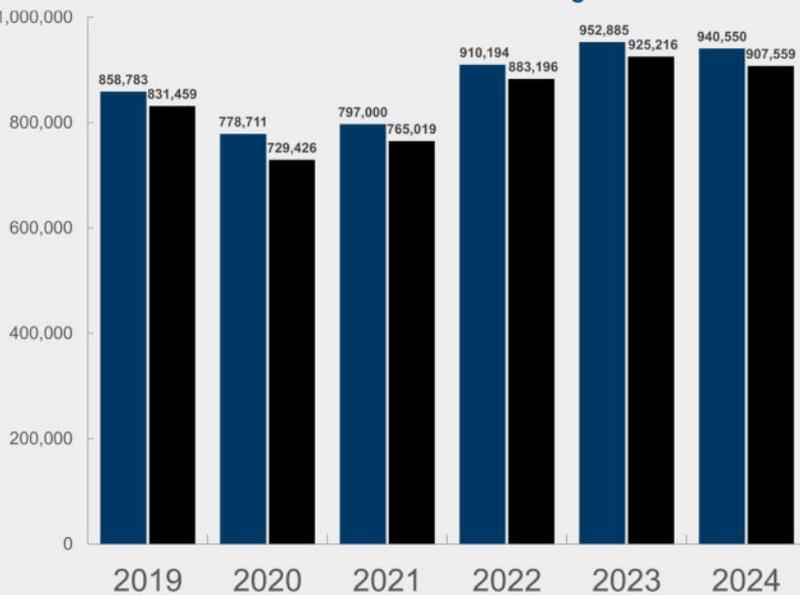
> **LABOR FORCE**

MAY 2025	LABOR FORCE	EMPLOYMENT	UNEMPLOYMENT
<b>JAX MSA</b>	856,062	825,095	3.6%
<b>JAX Region</b>	941,414	906,863	3.7%
<b>Florida</b>	11,158,000	10,765,000	3.5%
<b>United States</b>	170,216,000	163,401,000	4.0%

**Annual Unemployment Rate Trends - Jacksonville Region**



**Annual Labor Force – Jacksonville Region**



Source: Florida Department of Economic Opportunity

> **TRANSPORTATION**

<b>Highways</b>	17
<b>Interstates</b>	3
<b>Railroads</b>	4
<b>Seaport Terminals</b>	4

> **HOUSING DATA**

	JAX MSA	UNITED STATES
<b>New Home Price</b> Based on 2,400 sq. ft.	\$391,862	\$515,351
<b>Apartment Rent</b> Based on 950 sq. ft., 2br	\$1,946	\$2,545
<b>Median Existing Single-Home Price</b>	\$400,000	\$412,500

Source: C2ER Cost of Living Study, 2024 Annual; National Association of Realtors, 2024 Annual

> **NATIONAL RANKINGS**

- ▶ Jacksonville ranked as **#2 Hottest Job Market in America** and **#1 on the East Coast** by *The Wall Street Journal*.
- ▶ Jacksonville listed as one of the **Best Places for Young Professionals to Live** by *Forbes*.
- ▶ Jacksonville makes the **top 5 cities for attracting college graduates** based on data from the U.S. Census Bureau.
- ▶ Jacksonville was named **1 of 5 Supernova Cities** by the Urban Land Institute.
- ▶ Jacksonville was ranked as a **top 10 moving destination** by PODS Moving + Storage.

> **JAX FAST FACTS**

- ▶ With **150 national, regional and divisional headquarters**, no other Florida City has more **Fortune 500** companies than Jacksonville.
- ▶ Florida ranked **5th best competitive tax climate** with **NO** corporate franchise tax and **NO** state personal income tax
- ▶ Nassau, St. Johns and Clay Counties are in the **top 15 school districts** in Florida
- ▶ World-class health care system, home to **one of only three Mayo Clinic campuses and one of seven MD Anderson Cancer Center partnerships**



▼ POPULATION

**JACKSONVILLE MSA** **1,696,786**

BAKER, CLAY, DUVAL, NASSAU & ST. JOHNS COUNTIES

**JACKSONVILLE REGION** **1,896,984**

BAKER, CLAY, DUVAL, NASSAU, PUTNAM & ST. JOHNS COUNTIES

▼ AGE

	JAX MSA	FLORIDA	UNITED STATES
0-4	5.7%	5.0%	5.7%
5-9	6.1%	5.3%	6.1%
10-14	6.3%	5.5%	6.3%
15-24	12.1%	11.5%	12.8%
25-34	14.1%	13.1%	13.7%
35-44	13.2%	12.1%	13.1%
45-54	12.2%	11.7%	11.9%
55-64	13.0%	13.3%	12.7%
65-74	10.6%	12.6%	10.6%
75-84	5.1%	7.3%	5.3%
85+	1.7%	2.7%	1.9%

▼ RACIAL COMPOSITION

	JAX MSA	FLORIDA	UNITED STATES
White	61.3%	57.1%	61.6%
Black	21.0%	15.0%	12.4%
Asian/Pacific Islander	4.5%	3.2%	6.2%
Other	3.8%	7.6%	8.4%
Two or More Races	9.0%	16.7%	10.2%
Hispanic Origin*	10.5%	27.0%	18.7%

\*Persons of Hispanic Origin may be of any race

▼ COST OF LIVING (National Average = 100)

<b>94.2</b> COMPOSITE	<b>97.9</b> GROCERY	<b>94.1</b> HOUSING	<b>104.5</b> UTILITIES
	<b>83.3</b> TRANSPORTATION	<b>84.9</b> HEALTH CARE	<b>94.2</b> MISC GOODS

Sources: ESRI 2023, C2ER Cost of Living, 2022 Annual Report

▼ HOUSEHOLD INFORMATION

	JAX MSA	FLORIDA	UNITED STATES
Median Household Income	\$71,600	\$65,081	\$72,603
Average Household Income	\$101,614	\$97,191	\$107,008
Per Capita Income	\$40,134	\$38,778	\$41,310
Average Household Size	2.49	2.46	2.53

▼ EDUCATION

	JAX MSA	FLORIDA	UNITED STATES
High School Graduate or GED	22.8%	23.8%	22.9%
Some College, No Degree	18.5%	17.4%	17.7%
Associate Degree	10.6%	10.9%	9.5%
Bachelor's Degree	23.7%	21.6%	22.3%
Graduate Degree	12.5%	12.7%	13.9%

**13** COLLEGES & UNIVERSITIES **59,000** STUDENT ENROLLMENT

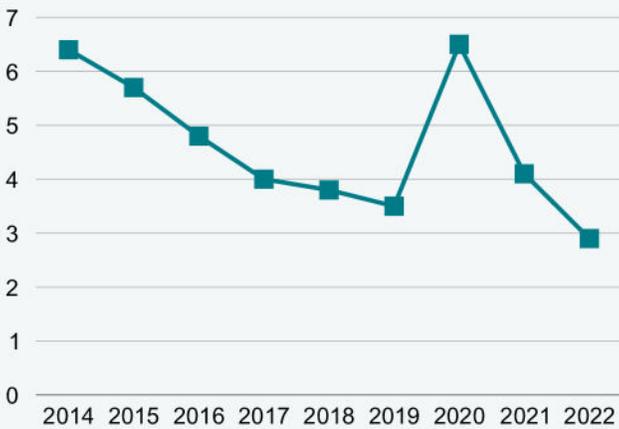
▼ COUNTY POPULATIONS

COUNTY	POPULATION	PROJECTED ANNUAL GROWTH RATE (2023-2028)
Baker	28,963	0.33%
Clay	227,722	0.59%
Duval	1,031,775	0.51%
Flagler	126,554	1.61%
Nassau	97,312	1.91%
Putnam	73,644	-0.11%
St. Johns	311,014	2.43%

▼ **LABOR FORCE**

SEPTEMBER 2023	LABOR FORCE	EMPLOYMENT	UNEMPLOYMENT
<b>JAX MSA</b>	<b>888,003</b>	<b>861,087</b>	<b>3.0%</b>
<b>JAX Region</b>	<b>810,437</b>	<b>784,596</b>	<b>3.2%</b>
<b>Florida</b>	<b>11,258,000</b>	<b>10,918,000</b>	<b>3.0%</b>
<b>United States</b>	<b>167,718,000</b>	<b>161,669,000</b>	<b>3.6%</b>

Annual Unemployment Rate Trends - Jacksonville Region



Annual Labor Force – Jacksonville Region



Source: Florida Department of Economic Opportunity

▼ **TRANSPORTATION**

<b>Highways</b>	<b>17</b>
<b>Interstates</b>	<b>3</b>
<b>Railroads</b>	<b>4</b>
<b>Seaport Terminals</b>	<b>4</b>

▼ **HOUSING DATA**

	JAX MSA	UNITED STATES
<b>New Home Price</b> Based on 2,400 sq. ft.	<b>\$385,800</b>	<b>\$452,510</b>
<b>Apartment Rent</b> Based on 950 sq. ft., 2br	<b>\$1,507</b>	<b>\$1,369</b>
<b>Median Existing Single-Home Price</b>	<b>\$386,500</b>	<b>\$392,600</b>

Source: C2ER Cost of Living Study, 2022 Annual; National Association of Realtors, 2022 Annual

▼ **NATIONAL RANKINGS**

- ▼ Jacksonville ranked as **#3 Hottest Job Market in America** by The Wall Street Journal.
- ▼ Jacksonville listed as one of the **Best Places for Young Professionals to Live** by Forbes.
- ▼ *Financial Times* ranked Jacksonville **8th Best U.S. City for Foreign Business**.
- ▼ Jacksonville was named **1 of 5 Supernova Cities** by the Urban Land Institute.
- ▼ Navy Federal ranked Jacksonville as the **3rd Overall Best City for Retired Veterans**.

▼ **JAX FAST FACTS**

- ▼ With **150 national, regional and divisional headquarters**, no other Florida City has more **Fortune 500** companies than Jacksonville.
- ▼ **NO** corporate franchise tax and **NO** state personal income tax
- ▼ St. Johns, Nassau and Clay Counties are in the **top 10 school districts** in Florida
- ▼ World-class health care system, home to **one of only three Mayo Clinic campuses and one of seven MD Anderson Cancer Center partnerships**