

# JACKSONVILLE, FLORIDA

## STURDY JOBS RECOVERY, NET MIGRATION UNDERPIN ELEVATED DEMAND

The appeal of Jacksonville to employers and to renters alike spurred apartment demand and development across the metropolitan area during 2020. Payroll growth improved across Greater Jacksonville as 14,750 jobs were created since the April trough, reversing 25% of pandemic-related losses. Most of the bounce back was in the leisure and hospitality industry where about half of the jobs shed were restored by year-end 2020. The labor market will continue rebuilding over 2021, with a full payroll recovery anticipated by next year. While the local economy continues to mend, apartment leasing activity is anticipated to remain elevated. There has been evidence of a major shift away from high-cost housing areas in the West and in the Northeast toward the South, and Greater Jacksonville is benefiting from the trend. Additionally, net migration will steadily increase, reaching 55,200 persons in total by 2025. Sustained employment opportunities and an influx of residents will underpin annual absorption above historical norms this year. Following the absorption of 3,125 net units last year, which marked a 20-year high, operators will record 2,330 new leases signed over the next four quarters. Meanwhile, developers are set to add 3,250 new units to existing inventory. The demand shortfall should cause a 60-basis-point, year-over-year slide in occupancy, ending 2021 at 94.3%. Meanwhile, monthly effective rent is forecast to increase 3.4% to \$1,147 by December. Helping offset rising rent will be a concurrent 2.7% increase in the median household income.



### 2021 MARKET AT A GLANCE



#### OCCUPANCY RATE

94.3%

Down 60 bps YOY



#### EFFECTIVE RENT

\$1,147

Up 3.4% YOY

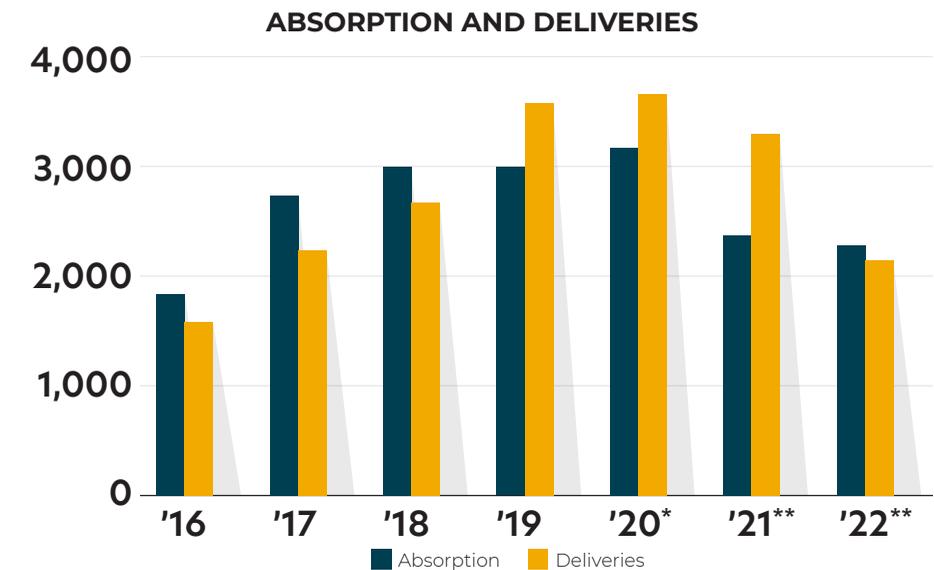
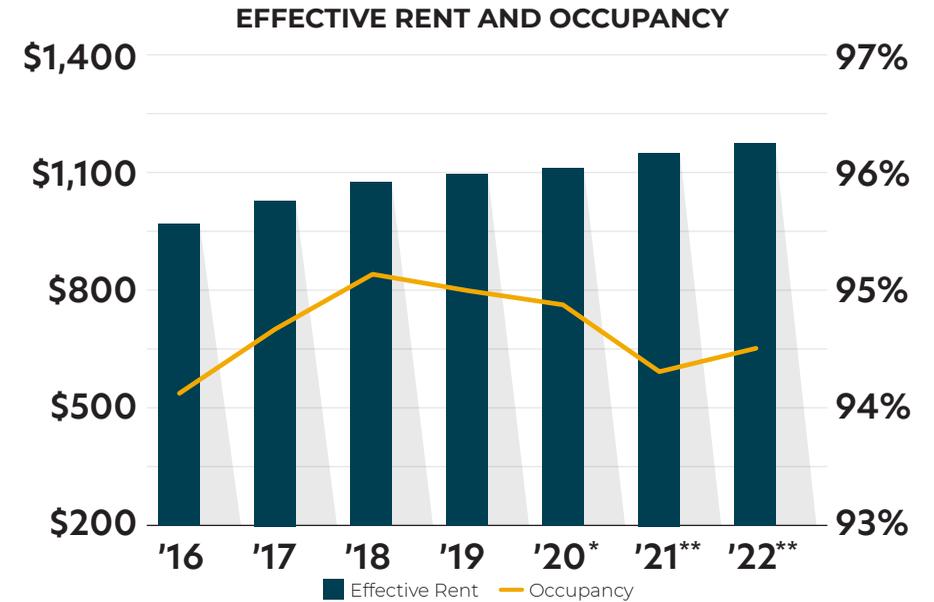


#### RENT SHARE OF WALLET

19.8%

Up 20 bps YOY

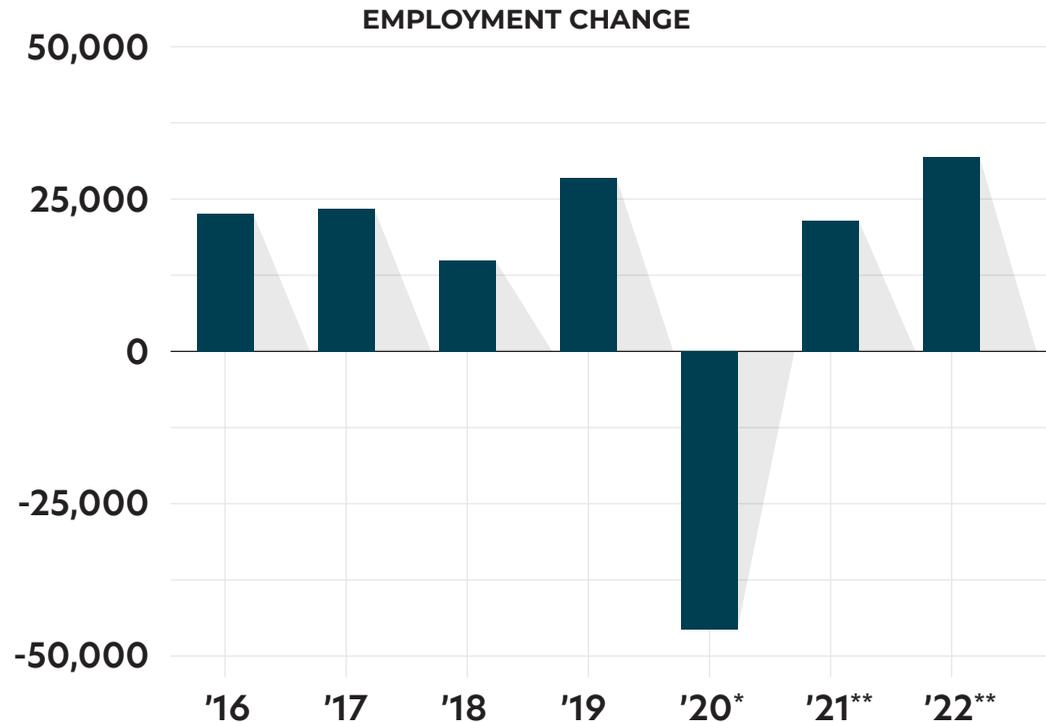
### MARKET TRENDS



Data and images pertaining to employment, income, permits, population, rents, single-family housing, and occupancy are year-end figures. Absorption, construction, and apartment sales figures are full-year totals. \*Numbers for 2020 are projected values; \*\*2021/2022 figures are forecast projections. Apartment market data criteria and methodologies vary by market.

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## EMPLOYMENT TRENDS



2019	YOY CHANGE	2020*	YOY CHANGE	2021**
744,500	-6.1%	698,900	3.1%	720,300

2019	YOY CHANGE	2020	YOY CHANGE	2021
2.3%	500 BPS	7.3%	-20 BPS	7.1%

2019	YOY CHANGE	2020	YOY CHANGE	2021
1,567,500	0.8%	1,580,400	0.9%	1,594,900

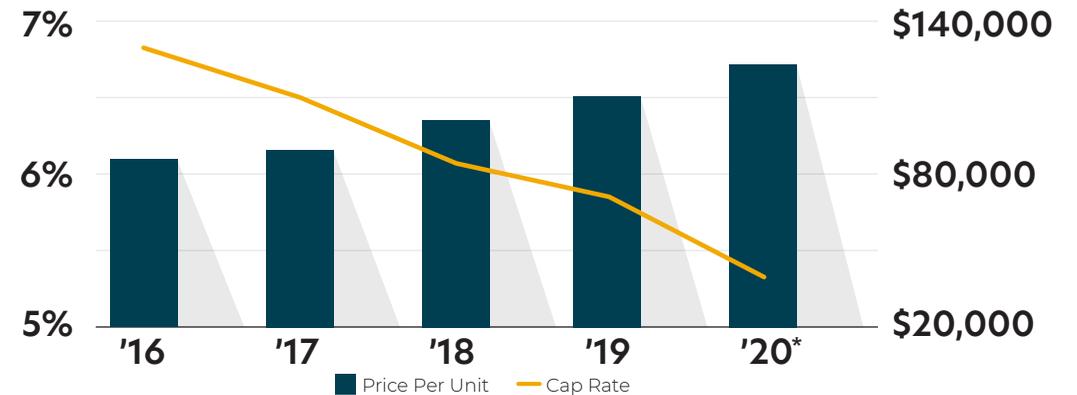
2019	YOY CHANGE	2020	YOY CHANGE	2021
611,400	1.4%	619,800	1.7%	630,100

2019	YOY CHANGE	2020	YOY CHANGE	2021
\$65,990	2.7%	\$67,777	2.7%	\$69,590

## SALES TRENDS

2019	YOY CHANGE	2020*
\$108,466	12.7%	\$122,211

2019	YOY CHANGE	2020
5.8%	-50 BPS	5.3%



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