

Housing Affordability Comparison

Manatee County vs. Sarasota County vs. Hillsborough County, Florida

Data from U.S. Census Bureau (ACS), FRED/St. Louis Fed, and Shimberg Center | June 2026

2024 Key Indicators

Metric	Manatee	Sarasota	Hillsborough
Population	~430,000	~460,000	~1,500,000
Median Household Income	\$78,457	\$83,367	\$84,691
Median Property Value	\$391,400	~\$385,000	\$371,500
Homeownership Rate	74.3%	~73%	61.5%
% Cost-Burdened Households	34.2%	33.8%	37.4%

Cost Burden Trends (% of households paying 30%+ on housing)

Year	Manatee	Sarasota	Hillsborough
2010	41.5%	42.5%	43.3%
2015	36.0%	34.8%	38.8%
2019	31.4%	31.8%	35.1%
2021	31.2%	30.6%	35.2%
2022	31.8%	30.9%	35.6%
2023	32.8%	31.9%	36.6%
2024	34.2%	33.8%	37.4%

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates via FRED/St. Louis Fed

Key Takeaways

- **Hillsborough has the worst affordability** — 37.4% of households are cost-burdened, approximately 3 percentage points higher than Manatee or Sarasota. This likely reflects its larger renter population (only 61.5% homeownership vs. ~74% in the coastal counties).
- **All three counties are worsening** — after reaching lows around 2019–2021, cost burden has risen 2–3 points in each county as rents and home prices surged post-pandemic.
- **Manatee and Sarasota are nearly identical** on cost burden (~34%), despite Sarasota having slightly higher incomes. Both are coastal markets with high property values and growing populations.
- **Manatee's income-to-price ratio is the most stretched** — median income is the lowest of the three (\$78K vs. \$83–85K), yet home prices are the highest (\$391K vs. \$372K in Hillsborough).
- **Renters bear the brunt** — nationally, ~49% of renters are cost-burdened vs. ~24% of owners. In Hillsborough, with its 38.5% renter share, this amplifies the overall burden figure.

Additional resources: Florida Housing Data Clearinghouse (flhousingdata.shimberg.ufl.edu) • National Low Income Housing Coalition (nlihc.org)