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<https://www.bizjournals.com/tampabay/news/2023/04/17/how-far-can-100k-go-in-tampa-bay.html>

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Report: Here's how far a \$100,000 salary can go in Tampa Bay

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John M Lund Photography Inc

SmartAsset analyzed how far an annual salary of \$100,000 would go in 76 of the nation's largest cities.

A new report suggests that a six-figure salary doesn't stretch as far in Tampa Bay because of inflation and the cost of living increasing.

SmartAsset, a New York-based financial technology company, recently analyzed how far an annual salary of \$100,000 would go in 76 of the nation's largest cities. To do so, SmartAsset applied taxes to the \$100,000 salary in each place and adjusted those figures for the cost of living.

The report ranked Tampa Bay No. 23 on the list, calculating an adjusted take-home pay of \$73,850.

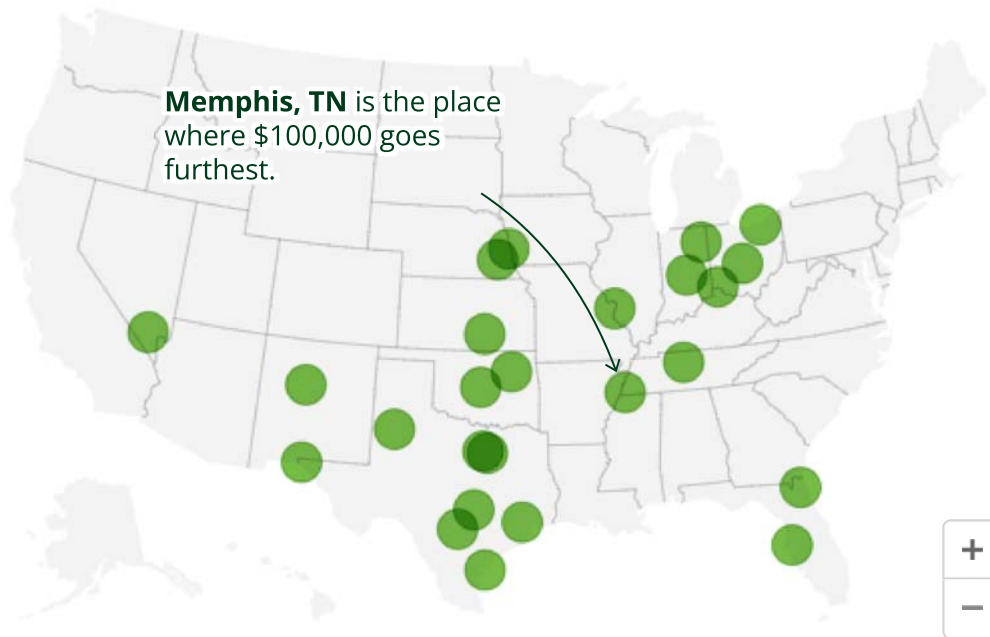
Tampa Bay held the second-best rank of the Florida metros included in the analysis. Jacksonville came in at No. 12 — with a take-home pay calculated at \$79,019. Orlando came in at No. 40 (\$70,165), followed by Miami at No. 57 (\$60,680).

Memphis, Tennessee, claimed the overall top spot on SmartAsset's list. After subtracting taxes and making the cost-of-living adjustment, a \$100,000 salary in Memphis was found to be worth \$86,444.

New York City was ranked as the worst metro, with a \$100,000 salary valued at \$35,791.

25 Places Where \$100,000 Goes Furthest

City ranking is determined by the income remaining after taxes and is adjusted for cost of living. *To see the value of \$100,000, hover over each city.*



Source: [SmartAsset 2023 Study](#) • [Get the data](#) • [Embed](#)

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For the analysis, SmartAsset used its paycheck calculator to apply federal, state and local taxes to the \$100,000 salary. It used cost-of-living data from the Council for Community and Economic Research for the third quarter of 2022. That includes the price of housing, groceries, utilities and other necessary costs.

Another report released last month by SmartAsset found that Tampa Bay fared unfavorably on its list comparing how much salary

is needed to live comfortably in the nation's 25 largest metro areas.

The Tampa-St. Petersburg-Clearwater metro ranked within the top 25 areas requiring the highest salaries to live comfortably based on the 50/30/20 rule — with 50% of after-tax income allocated to basic living expenses, 30% to discretionary spending and 20% to savings or debt payments.

The study said a single person in Tampa Bay without a child must make \$67,740 post-tax annually.

A separate report from Redfin highlighted that rents in Tampa Bay are averaging \$2,189 monthly, a 4% increase compared to the national median of \$1,937, with the current inflation rate sitting at 8.9%, which exceeds the national average of 6.4% this year.

Living expenses are only averages — housing and rent prices, for example, might be more expensive where you live, requiring additional income.



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