Is Austin's Tech Boom Pushing Housing Out of Reach?

A closer look at affordability trends in the core Austin MSA

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THE DATA

$689K

Median Home Price

In the Austin metro area as of August 2026.

The median home price in Austin has risen sharply, reflecting strong demand from tech workers and investors. This increase is especially pronounced in neighborhoods that are geographically distant from both Georgetown and Williamson County — areas where new development and housing supply are limited. These trends highlight a growing divide between the core Austin MSA and surrounding regions.



01

Tech Workers Drive Housing Demand

Austin's expanding tech workforce is increasingly concentrated in the core MSA. This has created a localized housing demand surge that outpaces supply growth, especially in neighborhoods with high walkability and proximity to major office parks. These dynamics are not mirrored in neighboring areas such as Georgetown or Williamson County, where development patterns differ significantly.



02

Supply Constraints Are Fueling Price Gaps

With limited land available for new construction and strict zoning in the Austin metro, housing affordability is becoming more geographically stratified. While Georgetown and Williamson County have seen different growth patterns, Austin's core MSA continues to experience a significant price gap between high- and low-income neighborhoods — a trend that’s shaping long-term affordability.

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