

#5 Among Williamson County Cities on Median Household Income

#5 in Williamson County on Median Income

Georgetown ranks among the top 5 for household income in its county — a signal of enduring economic strength

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THE DATA

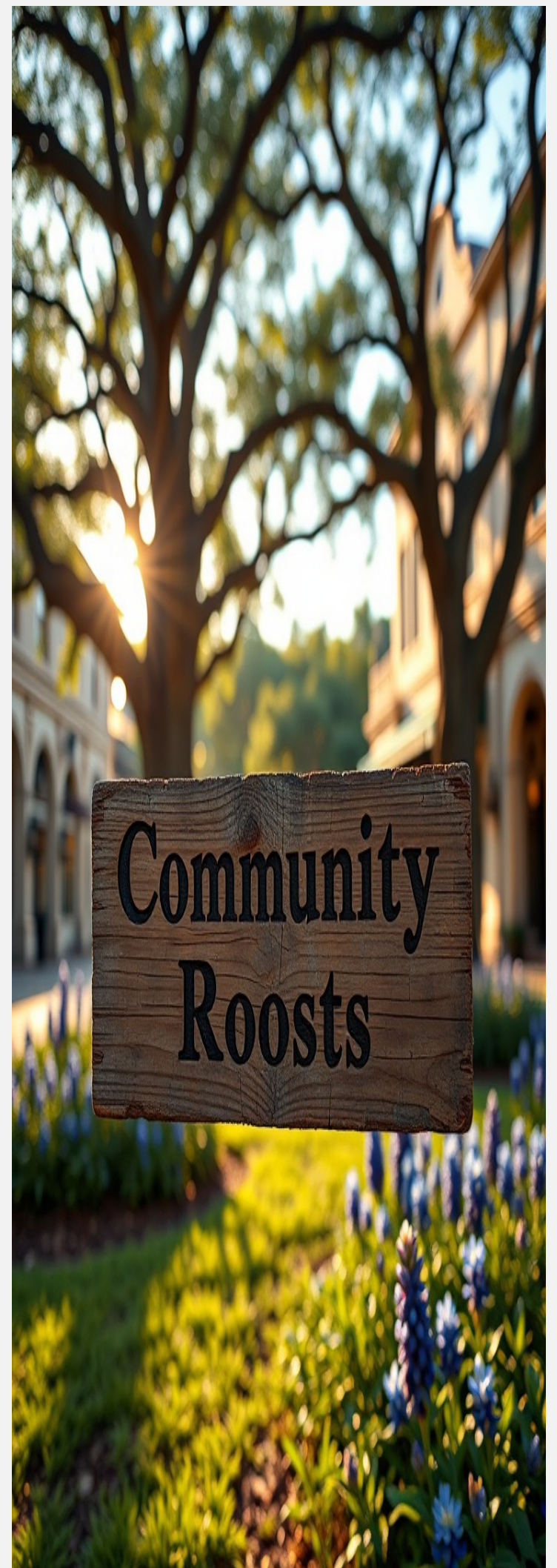
\$95,062

Median Household Income (2024)

Georgetown's median household income places it firmly among the highest-earning cities in Williamson County.

This figure is not just a number—it reflects a demographic that values stability, long-term residency, and community investment. With incomes significantly above the Texas average, Georgetown's economic base is less vulnerable to short-term fluctuations in employment or housing demand. The city's ability to maintain high income levels despite rapid regional growth suggests a resilient, self-sustaining economy.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-17-georgetown-tx-median-income-place-mkt>



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Income drives stability, not just spending

High median income in Georgetown correlates with lower turnover, stronger tenant retention, and reduced vacancy risk. Unlike markets where income growth lags behind home prices, Georgetown's affordability is anchored in real purchasing power. This creates a feedback loop: stable households attract quality services, which in turn reinforce community value and long-term appreciation—making the city less susceptible to overvaluation cycles seen elsewhere.

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The hidden cost of being #5

Being ranked #5 in Williamson County isn't a ceiling—it's a strategic position. It signals that Georgetown has not yet reached the premium pricing frontier, but it has secured a critical mass of high-income residents. This allows for controlled, quality-driven development without the speculative overheating seen in top-ranked areas like Santa Rita Ranch. The city's growth is likely to remain balanced, prioritizing infrastructure and amenities—like the new Garey Park improvements—over rapid, unanchored expansion.



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