

Top 1 in Severe Rent Burden — ALEX Intelligence 2026

Sonterra Leads in Severe Rent Burden

22.3% of renters spend half their income on rent — ALEX Intelligence, 2026

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THE DATA

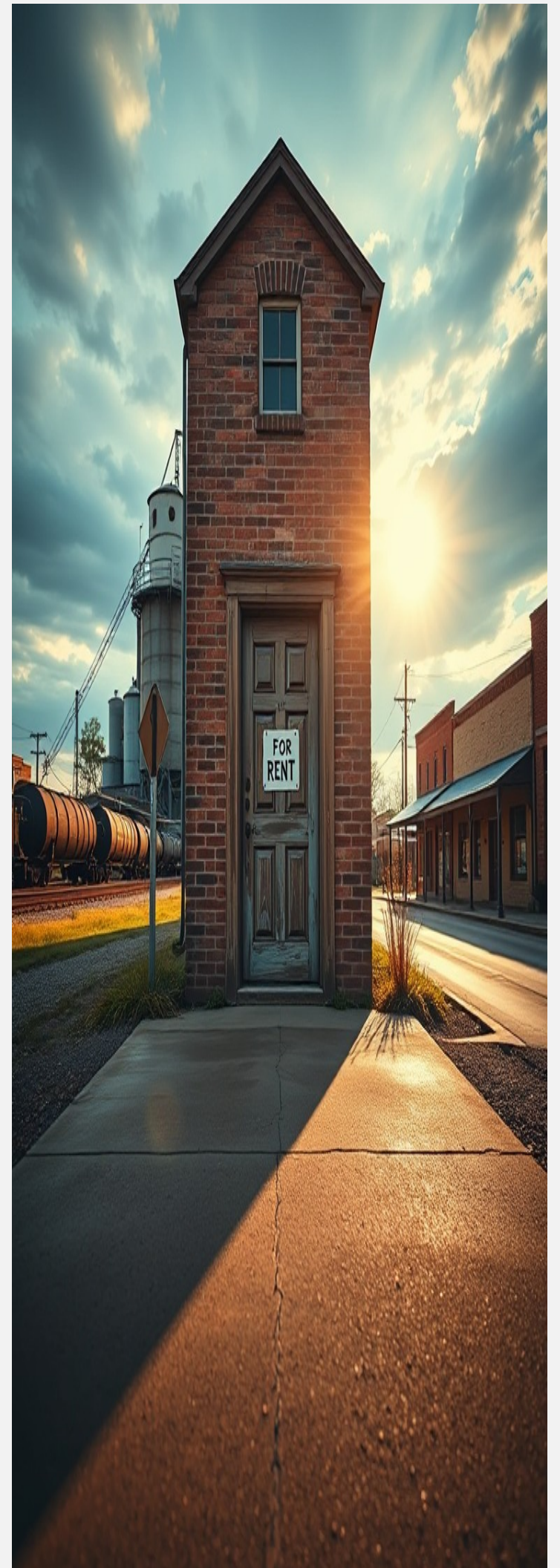
22.3%

Renters Over the 50% Rent Threshold (2024)

Sonterra has the highest share of renters spending over half their income on rent in Williamson County.

This figure—22.3%—marks a critical inflection point where housing costs begin to erode household financial resilience. In Sonterra, this is not an outlier but a systemic outcome of rapid development patterns and limited affordability safeguards. The data reflects a growing tension between supply growth and income parity.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-23-williamson-severe-rent-burden-place-mkt>



01

Affordability is a design flaw, not a market anomaly

The fact that Sonterra leads in severe rent burden—despite being a new development—reveals that affordability is being sacrificed at the planning stage. High-density, low-mix housing models with elevated construction costs and reliance on federally backed loans are creating a structural imbalance. This isn't a temporary spike; it's the default outcome of current zoning and financing choices.

02

The burden is not just economic — it's demographic

When one in five renters in Sonterra spends over half their income on rent, it signals a shift in household composition. These are not luxury units; they are entry-level homes for essential workers, teachers, and service staff. The system is failing to deliver on its promise of accessible housing. As a result, workforce stability in Williamson County's core suburbs is at risk—especially in Taylor and Liberty Hill, where similar patterns are emerging.



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