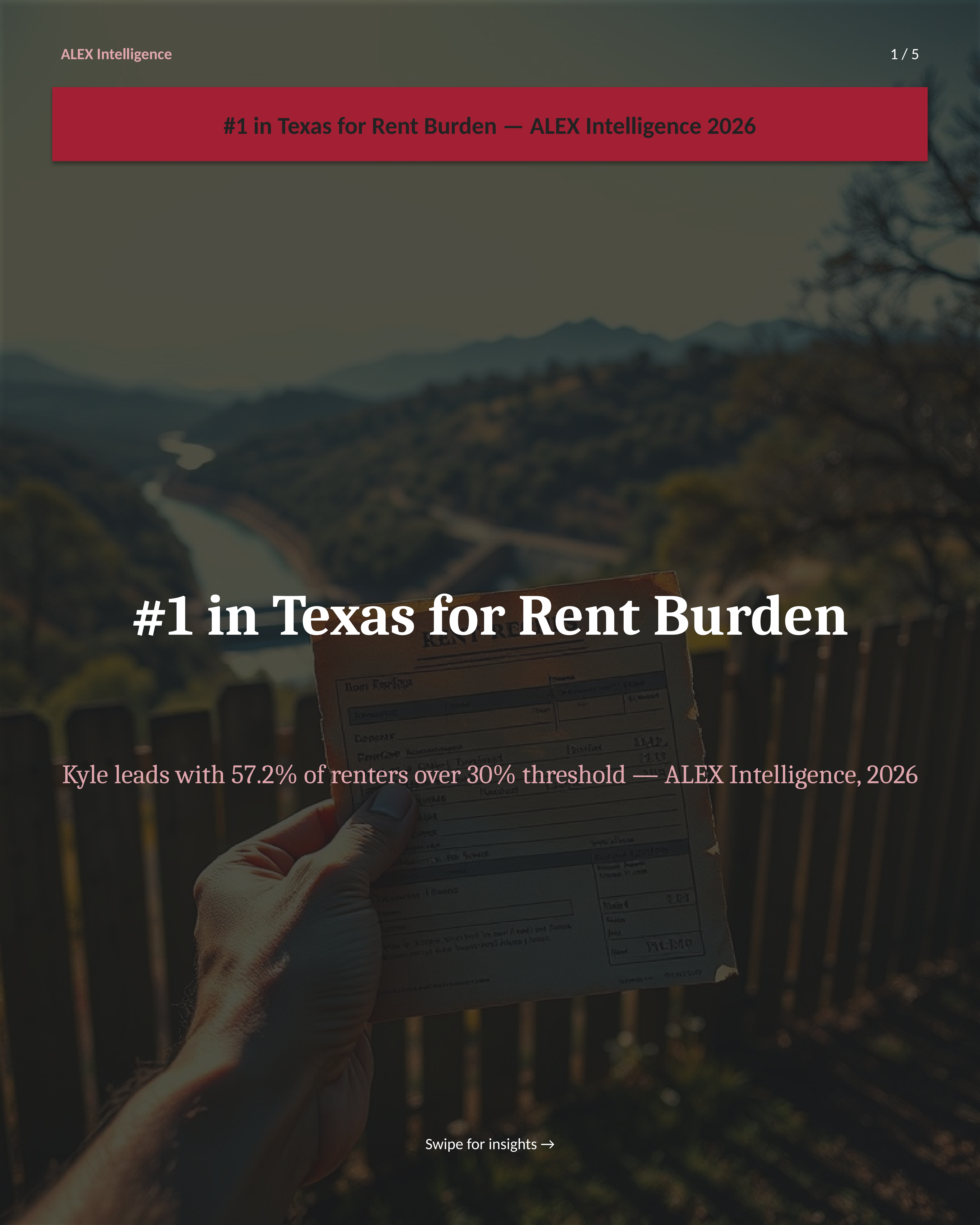

#1 in Texas for Rent Burden — ALEX Intelligence 2026

#1 in Texas for Rent Burden

Kyle leads with 57.2% of renters over 30% threshold — ALEX Intelligence, 2026

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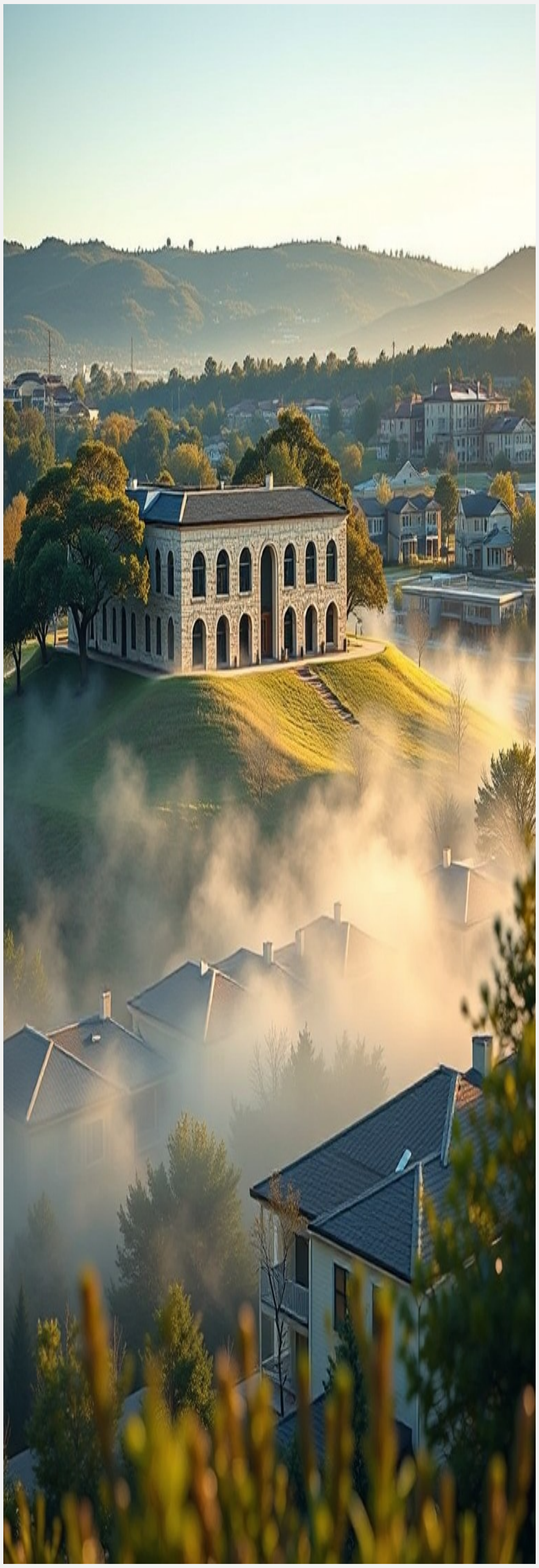
THE DATA

57.2%

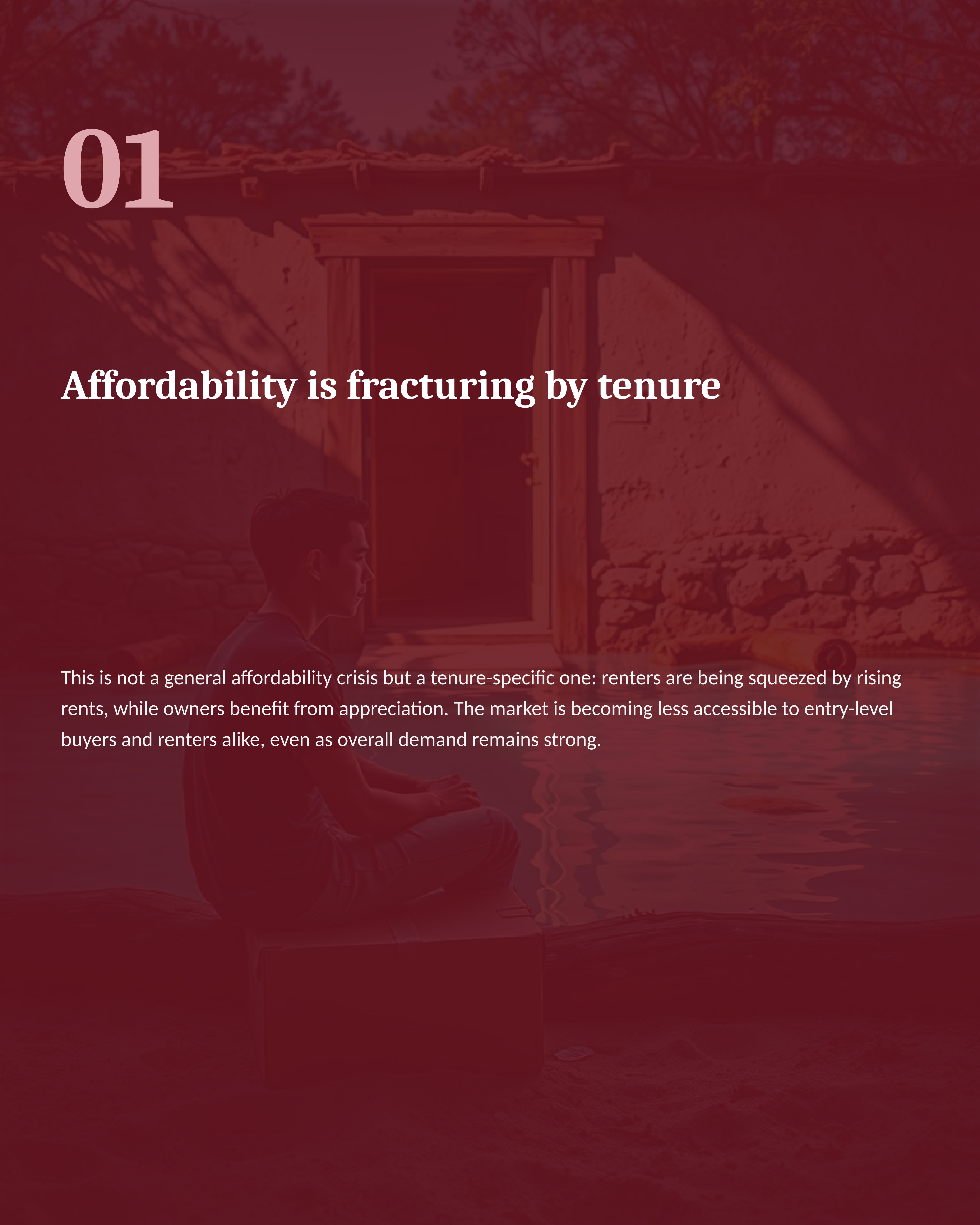
Renters Over the 30% Rent Threshold (2024)

Kyle reports the highest share of renters spending over 30% of income on rent in Texas.

This level of rent burden—57.2%—indicates a severe affordability strain, especially in a market where home values are rising and inventory remains tight. The data reflects a growing divergence between rental and ownership affordability, even as the broader San Marcos-New Braunfels MSA enjoys economic resilience. This imbalance suggests that while homeownership remains viable for many, rental tenants face mounting pressure.



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-24-san-marcos-nb-rent-burden-place-mkt



01

Affordability is fracturing by tenure

This is not a general affordability crisis but a tenure-specific one: renters are being squeezed by rising rents, while owners benefit from appreciation. The market is becoming less accessible to entry-level buyers and renters alike, even as overall demand remains strong.

02

The rent burden masks a hidden equity gap

With 57.2% of renters in Kyle spending over 30% of income on rent, the data suggests that upward mobility is being blocked. High rent burden correlates with lower household formation and delayed life milestones, such as marriage and homeownership. This is not just a cost-of-living issue—it's a structural barrier to wealth accumulation. The region's economic growth may be concentrated among those who already own property, reinforcing inequality even as the MSA gains national recognition for quality of life.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

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