

68.2% Rent Burden — #1 in DFW MSA

68.2% of Renters in Murphy Spend Over Half Their Income on Rent

Murphy leads DFW in rent burden — a warning sign for affordability

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THE DATA

68.2%

Renters Over the 50% Rent Threshold (2024)

Murphy, Texas has the highest share of renters spending more than half their income on rent in the entire DFW MSA.

This figure, derived from the U.S. Census Bureau’s American Community Survey 5-Year Estimates, 2024, reflects a systemic affordability crisis in a city that has seen rapid development without commensurate housing supply or income growth. The gap between rising rents and stagnant wages is now so wide that nearly seven in ten renters in Murphy are classified as severely burdened.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-29-dfw-msa-severe-rent-burden-place-mkt>



01

Affordability is Driving a Hidden Migration Shift

This shift is already reshaping investment patterns: new mixed-use developments in these secondary markets are seeing faster leasing velocity, not because of price, but because of alignment with the new mobility of workforce participants.



02

The 50% Threshold Is No Longer a Benchmark

Without intervention, the DFW MSA risks becoming a two-tier system: high-income enclaves with premium amenities and low-income enclaves with inadequate services — with no viable middle ground. The market is already moving toward that divide.

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