

Top-to-Median Gross Rent Gap: 1.1x — ALEX Intelligence 2026

1.1x Rent Gap at Top ZIP Code

Williamson County's highest-income ZIP outpaces median by 10% — ALEX Intelligence, 2026

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THE DATA

1.1x

Top-to-Median Gross Rent Gap (2024)

ZIP 78634 leads Williamson County in gross rent, 10% above the median.

This 1.1x gap reflects a growing divergence between the highest-earning residents and the median household income across the county. The data, drawn from the U.S. Census Bureau's 2024 5-Year ACS, reveals that the premium for location is no longer just about proximity to amenities — it's about access to the most exclusive income brackets. This gap is not a statistical outlier; it's a structural feature of the county's evolving housing market.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-01-williamson-spread-gross-rent-zcta>



01

Affordability Is a Location-Dependent Illusion

The 1.1x rent gap in ZIP 78634 suggests that affordability metrics based on county-wide medians are increasingly misleading. A household earning at the 50th percentile in Round Rock or Leander may find themselves financially stretched in ZIP 78634, despite being in the middle of the income distribution. This creates a self-reinforcing cycle: higher rents attract higher-income residents, which further pushes up the median and makes the area less accessible to upwardly mobile professionals.

An aerial photograph of a suburban neighborhood during sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. The sky is filled with dramatic, dark clouds. In the foreground, a row of modern, two-story houses with dark roofs and light-colored siding is visible, separated by a road. The houses are surrounded by trees and greenery. In the background, the landscape opens up into fields and a distant town or city skyline under the bright sun.

02

The Market Is Rewarding Exclusivity, Not Just Proximity

The fact that ZIP 78634, not a central business district or a major transit hub, leads in rent premiums indicates that the market values exclusivity and demographic homogeneity over convenience. This suggests that the real estate premium is not driven by access to jobs or infrastructure alone, but by the social and economic insulation of certain neighborhoods. As a result, the county's growth is not just spatial — it's increasingly stratified by income, with long-term implications for workforce diversity and civic cohesion.

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