

#3 in Median Household Income — Williamson County, 2024

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Georgetown ranks among the top three in Williamson County by income, driven by private land use and long-term resident retention.

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THE DATA

\$95,062

Median Household Income (2024)

Georgetown ranks #3 among Williamson County cities in median household income.

This figure reflects a concentrated base of high-income professionals, likely drawn to the area's blend of privacy, infrastructure, and community stability. The data, derived from the U.S. Census Bureau's American Community Survey 5-Year Estimates, 2024, underscores a market where economic strength is not tied to rapid growth but to sustained value capture.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-05-georgetown-tx-median-income-place-mkt-asc>



01

Income Stability Fuels Demand

Georgetown's median income rank suggests a resilient buyer base that can absorb high mortgage rates without exiting the market. This retention effect is amplified by the limited supply of new homes, as zoning and infrastructure constraints suppress new construction. The result is a self-reinforcing cycle: high income supports high prices, which in turn sustain demand from existing residents seeking to upgrade within the same community.



02

Private Land as a Value Anchor

The ranking is not merely about income levels—it reflects the structural advantages of privately wooded neighborhoods like Woodland Park, where topography and natural features act as de facto zoning. These areas command premium pricing not through developer branding, but through inherent scarcity and permanence. As new construction remains constrained, such enclaves become increasingly valuable, reinforcing Georgetown’s position as a high-income enclave within Williamson County.

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