

Bastrop County — #5 of 5: Renters Over the 30% Rent Threshold

Renters Over the 30% Rent Threshold: 34.8%

But it's the lowest in Texas among top-tier growth counties

Swipe for insights →

THE DATA

34.8%

Renters Over the 30% Rent Threshold (2024)

Bastrop County's rent burden is 34.8%, the lowest among the five Austin-Round Rock-San Marcos metro counties.

This figure reflects a market where housing affordability is not being sacrificed to rapid growth. Unlike its peers in Travis, Williamson, and Hays counties—where rent burdens exceed 46%—Bastrop maintains a relative balance between rising demand and price stability.

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

<https://alex-companies.com/data/2026-10-13-bastrop-standing-rent-burden-county>



Photo: Larry D. Moore • CC BY 4.0 • Wikimedia Commons

01

Affordability Drives Talent Retention

This is not just a cost-of-living edge—it's a retention mechanism. Firms in Bastrop are less likely to face turnover due to housing stress, enabling longer-term workforce planning and higher productivity.

02

Rent Burden as a Growth Signal

This balance suggests that current demand is being met with supply, and that the market is not overheating. The fact that it ranks #108 in Texas for rent burden among large counties confirms that Bastrop is a rare outlier: fast-growing but still affordable.





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

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

