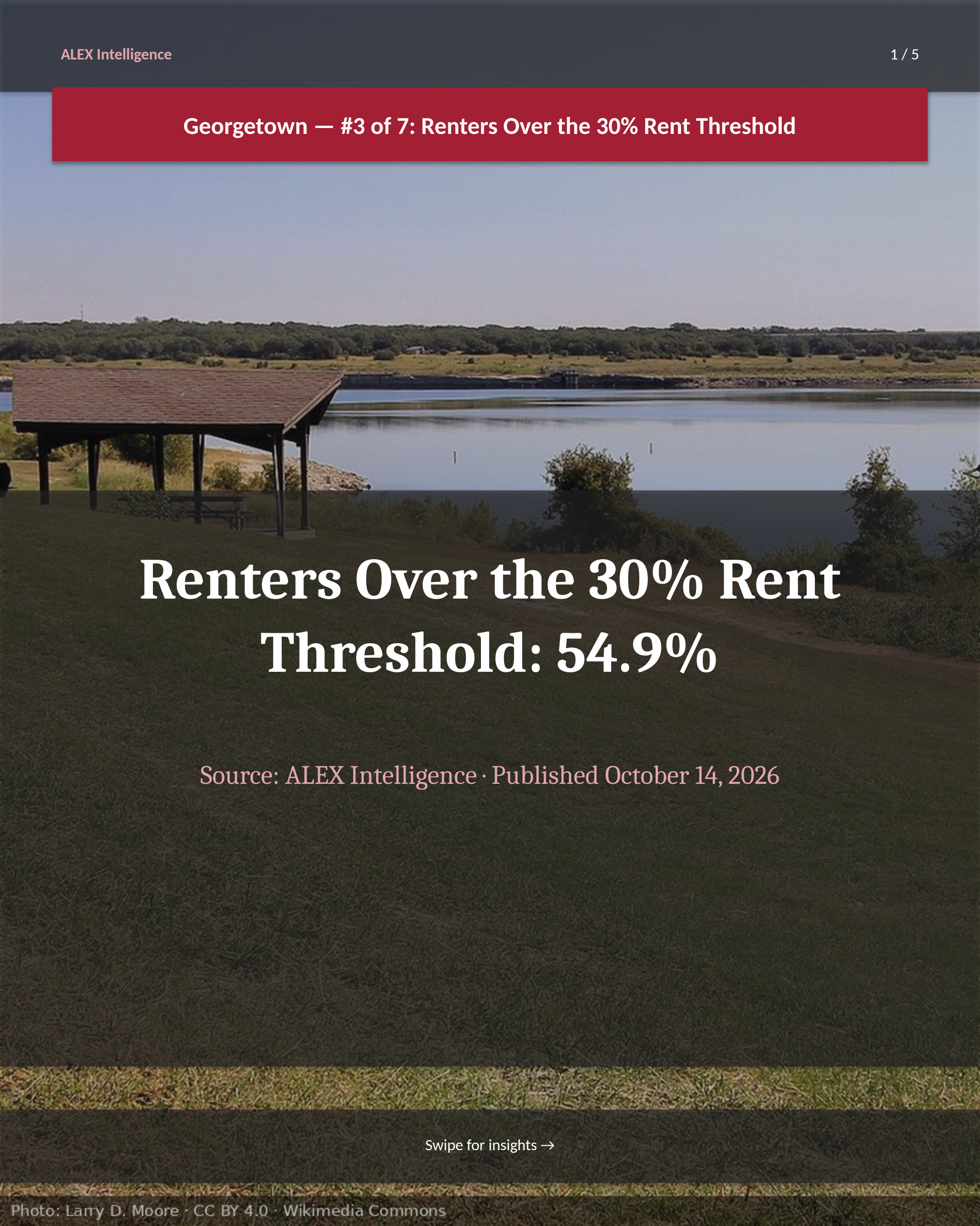


Georgetown — #3 of 7: Renters Over the 30% Rent Threshold



Renters Over the 30% Rent Threshold: 54.9%

Source: ALEX Intelligence · Published October 14, 2026

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THE DATA

54.9%

Renters Over the 30% Rent Threshold (2024)

Georgetown's rent burden is among the highest in Williamson County, yet demand remains strong.

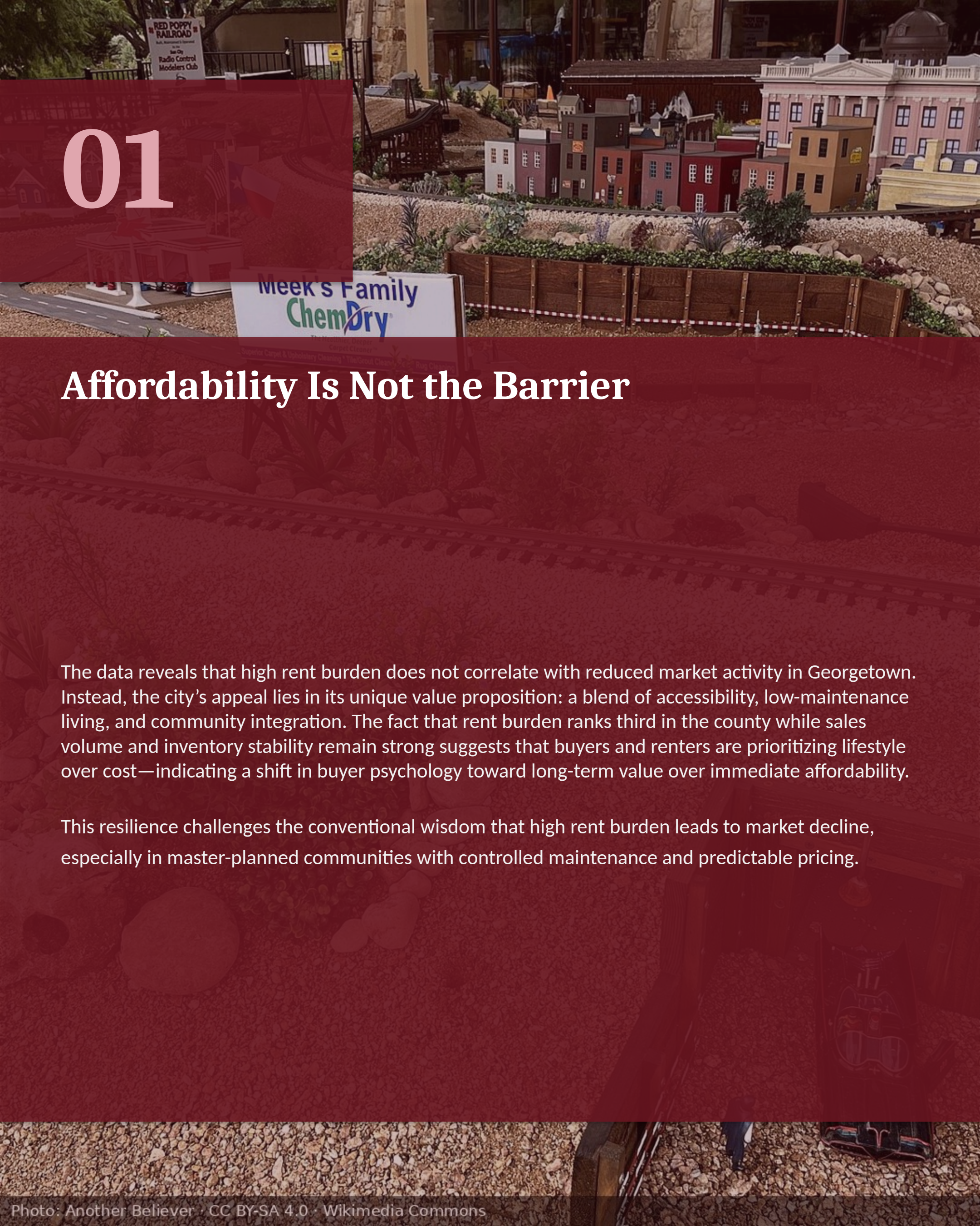
This 54.9% share of renters spending over 30% of income on rent is the third-highest in the county, behind Sonterra and Santa Rita Ranch. Despite this, housing activity in Georgetown continues to outpace regional trends, suggesting that affordability pressures are not deterring demand—especially for low-maintenance, amenity-rich communities like Sun City Georgetown.

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

<https://alex-companies.com/data/2026-10-14-georgetown-tx-rent-burden-place-mkt>



Photo: Another Believer · CC BY-SA 4.0 · Wikimedia Commons



01

Affordability Is Not the Barrier

The data reveals that high rent burden does not correlate with reduced market activity in Georgetown. Instead, the city's appeal lies in its unique value proposition: a blend of accessibility, low-maintenance living, and community integration. The fact that rent burden ranks third in the county while sales volume and inventory stability remain strong suggests that buyers and renters are prioritizing lifestyle over cost—indicating a shift in buyer psychology toward long-term value over immediate affordability.

This resilience challenges the conventional wisdom that high rent burden leads to market decline, especially in master-planned communities with controlled maintenance and predictable pricing.

02

The Rent Burden as a Sign of Demand

In Georgetown, a high percentage of renters over the 30% threshold is not a symptom of crisis, but of sustained demand. The 54.9% figure reflects a mature market where housing supply is constrained and demand is concentrated—particularly in active adult and low-maintenance communities.

This pattern aligns with broader trends in Central Texas, where inbound migration from urban centers has driven up competition for quality housing. The fact that Georgetown ranks third in rent burden while maintaining stable sales and inventory suggests that the market is not overheating, but rather reallocating value toward community quality, not just price. The burden is not a failure—it's a feature of a market where location and lifestyle are priced in.



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