

**Santa Rita Ranch — #1 of 6: Median Household Income**

# **Santa Rita Ranch leads Williamson County in income**

Source: ALEX Intelligence · Published October 23, 2026

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## THE DATA

# \$160,592

### Median Household Income (2024)

Santa Rita Ranch leads Williamson County in median household income, outpacing all other cities in the county.

This level of income places Santa Rita Ranch among the most affluent communities in the Austin metro and Texas. With a median income of \$160,592, the city is not just a residential enclave but a hub of high-earning professionals. This economic profile signals strong demand for premium housing, services, and infrastructure that cater to high-income households.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation  
<https://alex-companies.com/data/2026-10-23-williamson-median-income-place-mkt>



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# 01

## Affluence fuels demand, not supply

The consequence is a market where income growth outpaces supply growth, leading to long-term gentrification pressures and reduced access for younger professionals and first-time buyers—despite the area's high income levels.

# 02

## High income ≠ high affordability

The real story is not just wealth, but the absence of a proportional housing response. Without targeted mid-market development, Williamson County risks becoming a place where only the highest earners can afford to live—even within its most prosperous cities.



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