

Georgetown — #1 of 7: Population

Georgetown Leads Williamson County in Population

Source: ALEX Intelligence · Published October 25, 2026

Swipe for insights →

THE DATA

85,999

Population (2024)

Georgetown is the most populous city in Williamson County, Texas.

This dominance reflects a structural shift in suburban expansion patterns, where established urban cores are reclaiming growth leadership from newer satellite communities.

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

<https://alex-companies.com/data/2026-10-25-georgetown-tx-population-place-mkt>



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

The background image shows the upper portion of a historic building with a light-colored facade and decorative blue-grey moldings. A large, semi-transparent red rectangle covers the left and center portions of the image, serving as a backdrop for the text.

01

Population Density Drives Infrastructure Investment

Unlike smaller communities that rely on regional funding or phased development, Georgetown's size allows for consolidated planning and economies of scale in public services, positioning it as the county's central hub for economic and civic activity.

02

Demographic Scale Enables Market Resilience

The scale of demand supports sustained development, including new single-family homes and mixed-use projects, even as mortgage rates remain elevated. This is not just about volume—it's about the depth and stability of the local economy, anchored in a population that is both large and increasingly diversified in age and income.



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

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

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

