

Belterra — #1 of 6: Median Household Income

Belterra Leads Texas in Household Income

Source: ALEX Intelligence · Published October 25, 2026

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THE DATA

\$219,727

Median Household Income (2024)

Belterra's income level surpasses all other cities in the San Marcos-New Braunfels MSA.

This figure, derived from the U.S. Census Bureau's 2024 American Community Survey 5-Year Estimates, reflects a deepening economic divide within the region. Belterra's outlier status is not driven by tourism or short-term migration but by sustained high-wage employment and home ownership stability. The concentration of affluent households in a single city suggests a growing polarization in local wealth distribution.

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

<https://alex-companies.com/data/2026-10-25-san-marcos-nb-median-income-place-mkt>

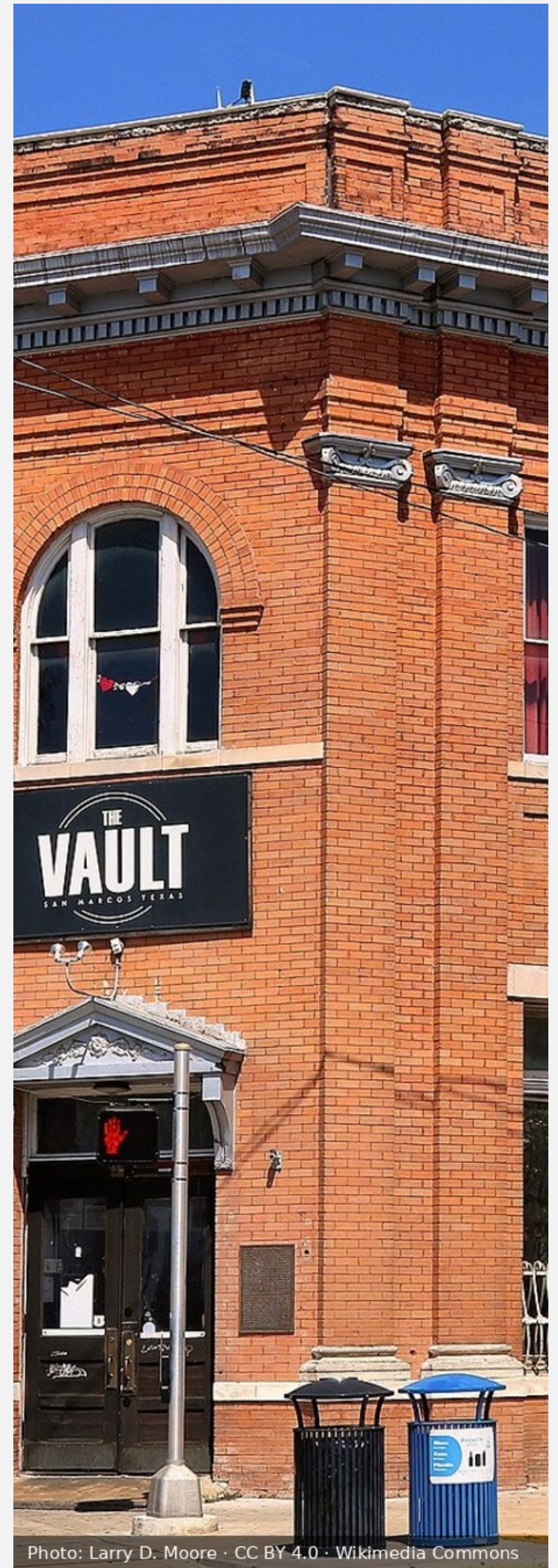


Photo: Larry D. Moore • CC BY 4.0 • Wikimedia Commons

The background image shows a street scene with a building that has a sign that says "GREENE Hall". There are power lines and a utility pole in the foreground. The image is overlaid with a dark red semi-transparent layer.

01

Wealth Concentration is Driving Market Segmentation

This top-tier status indicates that the MSA is no longer a monolithic market but a collection of distinct economic zones. As high-income households anchor in Belterra, new construction and service demand are shifting toward that city, while other areas face affordability constraints without comparable wage growth.

02

Income Inequality is Now a Local Structural Factor

This level of disparity suggests that economic mobility is increasingly tied to ZIP code rather than city, and that housing policies, school funding, and public transit planning must now be tailored to individual micro-markets. The data implies that a one-size-fits-all approach to development is no longer viable in the San Marcos-New Braunfels MSA.



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