

Borger — #1 of 10: Owner Occupancy Rate

Borger leads Texas in owner occupancy at 83.3%

Source: ALEX Intelligence, 2026

Swipe for insights →

THE DATA

83.3%

Owner Occupancy Rate (2024)

Borger leads all Texas micropolitan areas in owner occupancy, with 83.3% of homes occupied by owners.

This figure reflects a deep-rooted pattern of long-term residency and land stewardship in small-town Texas. Unlike urban centers where investment and turnover dominate, Borger's high owner occupancy suggests a market where residents are not merely investors but community builders, tied to place through generations.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-30-land-land-owner-share-msa-tx-micro>



01

Ownership as a market moat

In rural Texas, high owner occupancy is not a passive statistic—it's a structural advantage. With 83.3% of homes owner-occupied, Borger exhibits a rare resilience to speculative volatility. This stability reduces market churn, limits short-term flipping, and strengthens local economic continuity. Such areas are less susceptible to interest rate shocks and more likely to sustain long-term value growth through community investment.



02

Land as identity, not just asset

The 83.3% owner occupancy in Borger signals a cultural alignment between land and identity. In contrast to urban markets where homes are financial instruments, here they are anchors. This suggests that land in Borger is not just a commodity—it's a generational inheritance, a symbol of permanence. For investors seeking non-financial, long-term appreciation, this cultural inertia is a powerful, underappreciated hedge.

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

