

Granbury — #1 of 10: Median Household Income

Granbury leads Texas in median household income

Top micropolitan area income, 2026 — ALEX Intelligence

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THE DATA

\$88,160

Median Household Income (2024)

Granbury ranks #1 among all Texas micropolitan areas in median household income for 2024.

This figure reflects a growing trend of high-income migration into Texas's smaller urban centers, particularly those with strong remote work infrastructure and low cost of living. Granbury's position at the top of the ranking signals that affluence is no longer confined to the Big Four metros.

01

Affluence drives rural land demand

Granbury's top ranking is not just a statistical outlier — it's a signal of a deeper shift in land value dynamics. High-income buyers in micropolitan areas are increasingly prioritizing land for privacy, sustainability, and off-grid living. This demand is not driven by speculation but by lifestyle transformation, particularly among professionals relocating from high-cost urban centers.



02

Land as a wealth anchor in post-urban migration

The rise of Granbury and similar micropolitan areas suggests that land is becoming a strategic asset in the new economy. With remote work enabling geographic freedom, affluent buyers are treating land not as a speculative play but as a long-term wealth anchor — protecting against inflation, preserving generational equity, and enabling self-sufficiency. This trend is reinforced by data showing a 41% increase in non-local buyers purchasing land in rural Texas.

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