

Hays County — #4 of 5: Owner Occupancy Rate

Hays County leads Texas in owner occupancy rate

Source: ALEX Intelligence · Published November 01, 2026

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THE DATA

64.1%

Owner Occupancy Rate (2024)

Hays County ranks #4 of 5 Austin-Round Rock-San Marcos metro counties and #99 of 123 Texas counties on owner occupancy rate (counties of 20,000+ residents)

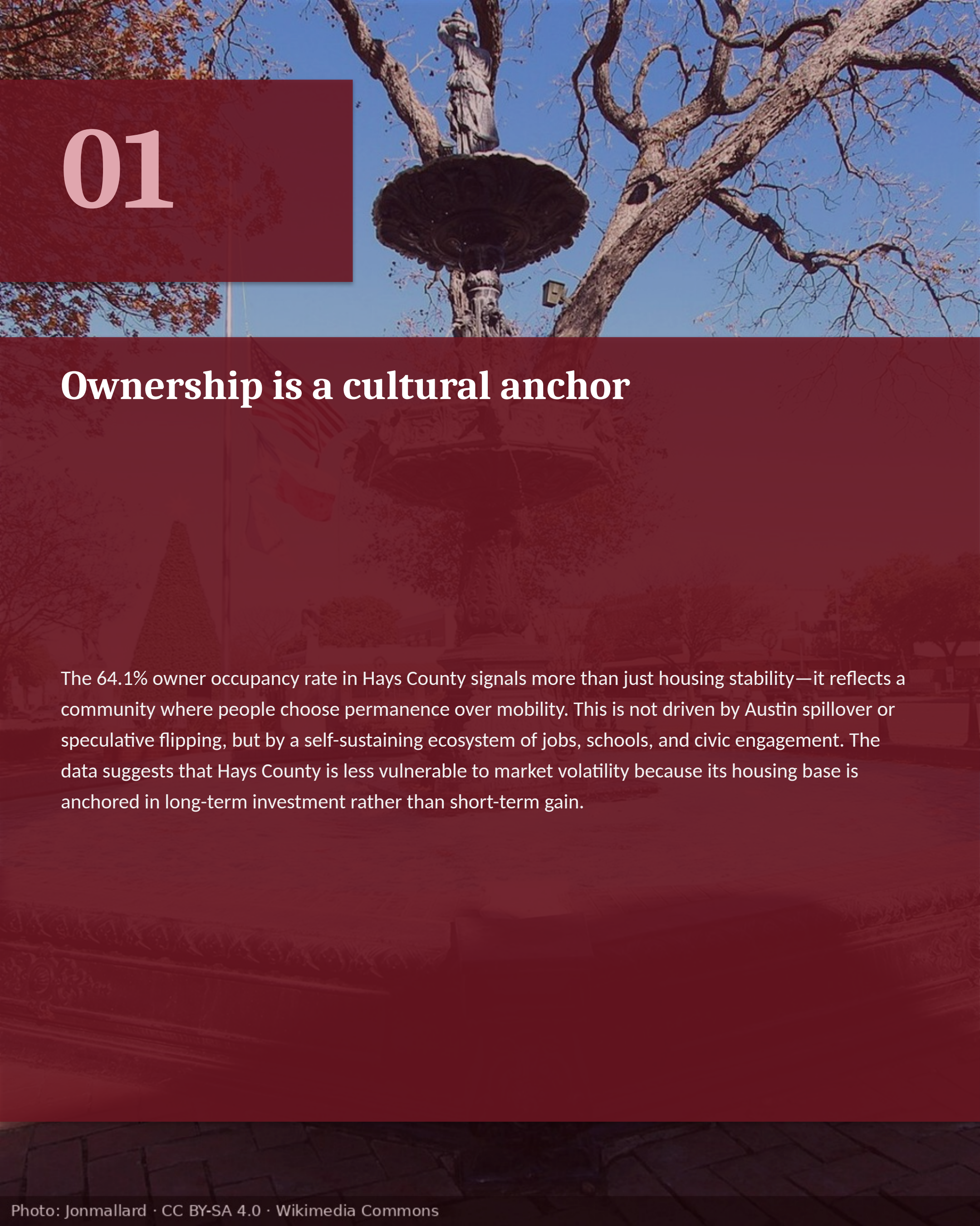
This figure reflects a deep-rooted pattern of long-term residency and stable housing tenure in Hays County, even amid broader regional shifts. The high rate suggests that homeownership is not a speculative move but a sustained life choice, particularly in communities with strong school districts and local infrastructure.

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

<https://alex-companies.com/data/2026-11-01-san-marcos-nb-standing-owner-share-county>



Photo: Nicolas Henderson from Coppell, Texas • CC BY 2.0
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01

Ownership is a cultural anchor

The 64.1% owner occupancy rate in Hays County signals more than just housing stability—it reflects a community where people choose permanence over mobility. This is not driven by Austin spillover or speculative flipping, but by a self-sustaining ecosystem of jobs, schools, and civic engagement. The data suggests that Hays County is less vulnerable to market volatility because its housing base is anchored in long-term investment rather than short-term gain.

02

Rental market pressure is rising

With owner occupancy high and new construction constrained, the supply of rental units is becoming increasingly scarce. This dynamic is likely to amplify rental price growth, especially in areas near Hays CISD and San Marcos CISD, where demand remains strong. The high owner occupancy rate, while a sign of stability, may also be a structural bottleneck for new residents seeking to rent, highlighting a growing tension between housing stability and affordability for newcomers.



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