ZIP 78266 — #1 of 10: Top-to-Median Gross Rent Gap

San Marcos-New Braunfels Rent Gap: 1.3x

Top-to-Median Gross Rent Gap in Hays & Comal Counties, 2024

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THE DATA

1.3x

Top-to-Median Gross Rent Gap (2024)

This gap is measured between the highest and median gross rent ZIPs in the San Marcos-New Braunfels MSA.

The 1.3x disparity reveals a sharp divide in rental affordability across the region. ZIP 78266, the highest rent area, sees gross rents at $2,306, while the median ZIP in the list rents at $1,786. This divergence is not driven by a single outlier but reflects a systemic split in housing value, where premium neighborhoods command significantly higher rents despite shared infrastructure and economic conditions.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-02-san-marcos-nb-spread-gross-rent-zcta

01

Affordability is a ZIP code lottery

This gap is not a temporary anomaly. It reflects long-term zoning, development patterns, and investment clustering that favor certain neighborhoods. As the region grows, the rent spread may harden into structural inequality, with only those in the top ZIPs able to afford premium services, schools, and transit access.

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02

Rent stratification fuels migration pressure

Meanwhile, the middle ZIPs—like 78619 and 78640—serve as the economic backbone, housing the majority of working professionals. Their stability is critical to the region's workforce. If the rent gap widens further, it risks undermining the very labor pool that drives the local economy, especially in tech and healthcare sectors that depend on local talent.

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