Georgetown — #5 of 7: Median Household Income

# Median Household Income: $95,062

Based on 2024 ACS 5-year data

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THE DATA

# $95,062

**Median Household Income (2024)**

Georgetown's median income places it fifth among Williamson County cities.

This figure reflects a strong local economic base, particularly in the active adult and service sectors tied to Sun City Georgetown. The gap between Georgetown and the top four cities—Santa Rita Ranch, Brushy Creek, Hutto, and Liberty Hill—suggests a growing income divide within the county's affluent core. Yet Georgetown's position above Sonterra and Taylor underscores its stability and broader income distribution.



Photo: Leslie Knox · CC BY-SA 3.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-03-georgetown-tx-median-income-place-mkt

# 01

## High income, low rent burden

Despite ranking fifth in income, Georgetown maintains a relatively low median rent burden, especially when compared to the top earners in Santa Rita Ranch and Brushy Creek. This suggests that income growth has outpaced housing cost increases, likely due to strategic new construction and a strong supply of affordable active adult housing. The result is a more sustainable housing market for middle-to-upper-income households who value long-term affordability.

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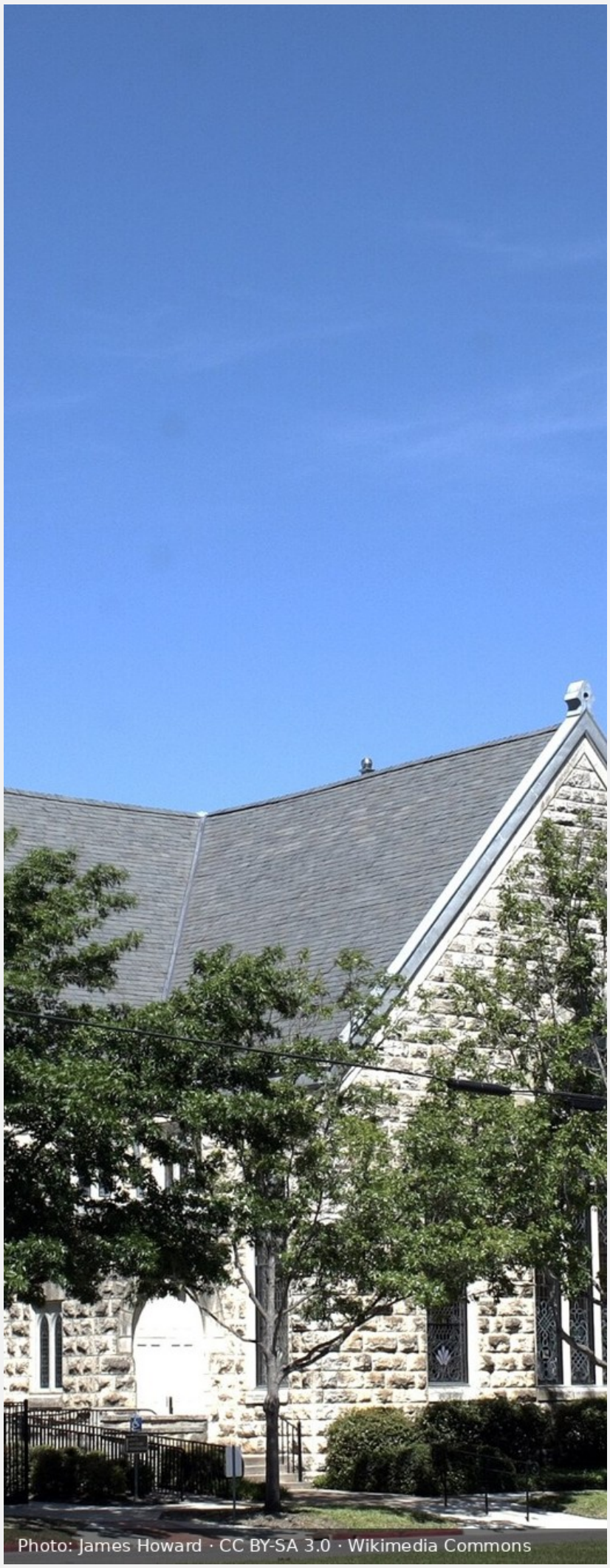


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# 02

## Income leadership drives investment

Georgetown's fifth-place income ranking is not just a headline—it's a signal of capital flow. With high disposable income and strong employment growth in the Austin–Georgetown corridor, investors are prioritizing developments that serve this demographic: walkable communities, wellness-focused amenities, and flexible housing models.

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