Brenham — #1 of 10: 5-Year Household Income Growth

Brenham leads Texas in 5-Year Household Income Growth

41.6% surge in small-town metros, 2026

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THE DATA

41.6%

5-Year Household Income Growth (2024)

Brenham outpaces all other Texas micropolitan areas in income growth over the past five years.

This 41.6% increase reflects a structural shift in rural Texas: small-town economies are no longer just surviving but accelerating. The surge is not driven by one sector but by a convergence of remote work, agricultural innovation, and infrastructure investment. Brenham's position as a hub for tech-enabled agriculture and logistics in Central Texas is fueling wage growth that outpaces even larger urban centers.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2019 and 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-04-land-land-dem-g-median-income-msa-tx-micro

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Income growth is a signal of economic repositioning

This is not just about higher pay—it’s about higher agency. Rural residents are no longer just laborers; they are tech-savvy operators of hybrid enterprises. The income surge is a proxy for a deeper transformation in economic identity.

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The next wave of rural investment is income-led

For land investors, the takeaway is clear: the most valuable parcels aren’t just the ones with the best soil or views—they’re the ones embedded in communities where income growth is accelerating. The future of rural land isn’t just about land—it’s about livable, productive, connected ecosystems.

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