Austin-Round Rock-San Marcos — #1 of 10: 5-Year Population Growth

Austin-Round Rock-San Marcos leads Texas in 55+ growth

14.8% 5-year rise, per ALEX Intelligence 2026

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THE DATA

14.8%

5-Year Population Growth (2024)

Austin-Round Rock-San Marcos is the fastest-growing Texas metro for residents aged 55+ over the past five years.

This surge reflects a broader shift in retirement patterns, where active adults are choosing dynamic, innovation-driven communities over traditional retirement hubs. The data suggests that age-restricted and active-adult communities in this region are no longer just about location — they’re becoming centers of economic and demographic momentum.



Photo: Tim Patterson from Austin, TX, United States · CC BY 2.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2019 and 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-06-fifty-five-plus-fifty-five-plus-dem-g-population-msa-tx



01

Growth drives demand for accessible design

Developers who align with this trend — building homes that are both future-proof and immediately functional — will capture long-term equity and tenant loyalty.

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02

Remodeling lag limits supply response

This is not just a design issue; it’s a capital allocation opportunity. Investors who focus on new-build, accessible, single-level communities in high-growth 55+ metros can capture both demographic momentum and structural scarcity.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902

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