Kyle — #1 of 6: Renters Over the 50% Rent Threshold

Kyle leads Texas in severe rent burden

Source: ALEX Intelligence, November 6, 2026

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THE DATA

34.5%

Renters Over the 50% Rent Threshold (2024)

Kyle has the highest share of renters spending over half their income on rent in the San Marcos–New Braunfels MSA.

This figure, drawn from the U.S. Census Bureau's American Community Survey 5-Year Estimates, 2024, reveals a structural strain in Kyle's rental market. With 34.5% of renters exceeding the 50% threshold, Kyle is not just facing affordability challenges — it is setting a benchmark for financial pressure across the region.

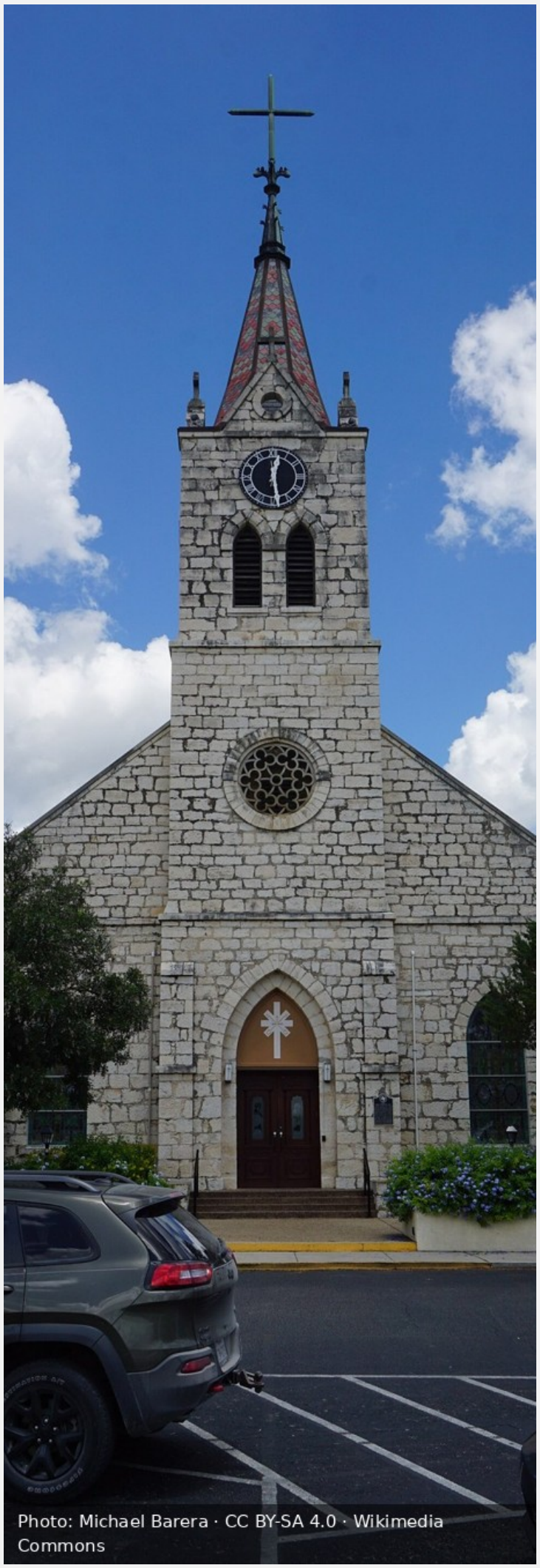


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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-06-san-marcos-nb-severe-rent-burden-place-mkt

01

Affordability is a regional liability

Kyle’s 34.5% rent burden is not an outlier — it is a symptom of deeper imbalances. The high concentration of renters in Kyle, despite strong employment and population growth, suggests that rental supply is not keeping pace with demand. This imbalance is not just a personal burden; it limits labor mobility and discourages long-term investment in housing, particularly for young professionals and service-sector workers who form the backbone of the MSA’s economy.

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02

The market is self-correcting — slowly

The very fact that Kyle leads Texas in severe rent burden suggests that the market is reaching a threshold. The shift toward permanent modular housing models, noted by Texas A&M TRERC, could be a direct response to this pressure. Over time, these innovations may reduce long-term strain, but only if zoning and infrastructure policies evolve in tandem.

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