Williamson County — #3 of 5: Renters Over the 30% Rent Threshold

Renters Over the 30% Rent Threshold: 46.4%

Based on 2024 ACS data, ALEX Intelligence 2026

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THE DATA

46.4%

Renters Over the 30% Rent Threshold (2024)

Williamson County's rent burden ranks #3 in the Austin metro and #39 in Texas among counties with 20,000+ residents.

This means nearly half of renters in the region spend more than 30% of their income on housing — the threshold for financial strain. While Williamson County's rate is slightly below Travis and Hays counties, it remains elevated compared to surrounding areas like Bastrop and Caldwell.

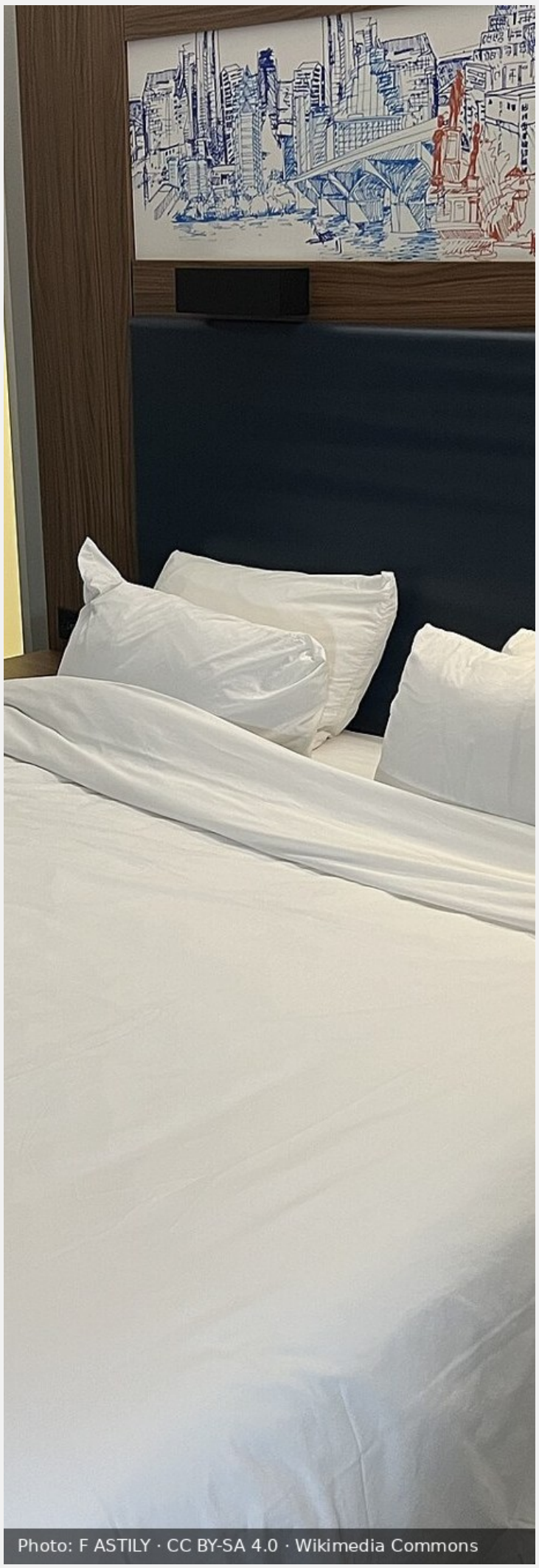


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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-06-williamson-standing-rent-burden-county

01

Affordability is a magnet, not a barrier

This suggests that rent burden is not a deterrent but a signal of desirability. The region’s strong demand for housing in master-planned communities and infill zones is driven not by affordability, but by quality of life and long-term stability.



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02

The rent burden is a proxy for resilience

This is not a sign of crisis, but of momentum. The rent burden is a reflection of demand strength, not financial distress.

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

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