Georgetown — #3 of 7: Renters Over the 30% Rent Threshold

Renters Over the 30% Rent Threshold: 54.9%

Based on 2024 ACS data from ALEX Intelligence

Swipe for insights →

Photo: Larry D. Moore · CC BY 4.0 · Wikimedia Commons

THE DATA

54.9%

Renters Over the 30% Rent Threshold (2024)

Georgetown’s rent burden ranks among the highest in Williamson County.

A full 54.9% of renters in Georgetown spend more than 30% of their income on rent, placing the city third in Williamson County. This reflects strong demand for housing in a tight market, with limited supply and rising costs outpacing income growth. The figure is not just a number—it’s a signal of affordability pressure concentrated in the rental segment.



Photo: Another Believer · CC BY-SA 4.0 · Wikimedia Commons

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

01

Affordability is a market differentiator

Georgetown’s high rent burden is not a sign of weakness, but of a competitive market where demand outstrips supply. The city’s position as a top-ranked location for renters over the 30% threshold suggests that housing is not just scarce—it is also highly sought after. This dynamic benefits owners, especially those in long-term rental portfolios, while signaling that affordability is a growing concern for new residents and renters alike.

Photo: Another Believer · CC BY-SA 4.0 · Wikimedia Commons



Photo: Another Believer · CC BY-SA 4.0 · Wikimedia Commons

02

Rent burden reflects supply constraints

The 54.9% figure is not driven by high-income tenants, but by a structural mismatch: limited new construction and constrained inventory. This implies that even modest increases in rental supply could significantly reduce the rent burden, making it a strategic lever for future development. The data suggests that supply-side interventions—not just price controls—could improve long-term affordability.

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

ALEX

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy