Dripping Springs — #1 of 6: Annual Rent Against Local Pay

Dripping Springs leads Texas in rent-to-income pressure

24.5% of local income spent on rent — source: ALEX Intelligence, 2026

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THE DATA

24.5%

Annual Rent Against Local Pay (2024)

Dripping Springs ranks #1 in Texas and #1 of 5 San Marcos-New Braunfels MSA cities on ALEX Intelligence's 2026 rent-to-income ranking.

This metric reveals a growing affordability stress in a market often celebrated for its access to opportunity and lifestyle. Even in a region with strong job growth and population inflow, Dripping Springs is becoming a frontline case of income-inequality in housing. The 24.5% figure indicates that renters in Dripping Springs spend nearly a quarter of their income on rent — a threshold where financial stability begins to erode.



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

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-12-san-marcos-nb-rent-to-income-place-mkt

01

Affordability is not a flat landscape

This is not a problem confined to Dripping Springs. As the San Marcos-New Braunfels MSA expands, the same dynamics could spread to neighboring communities if zoning, wage policy, and rental regulations do not evolve in tandem with development.

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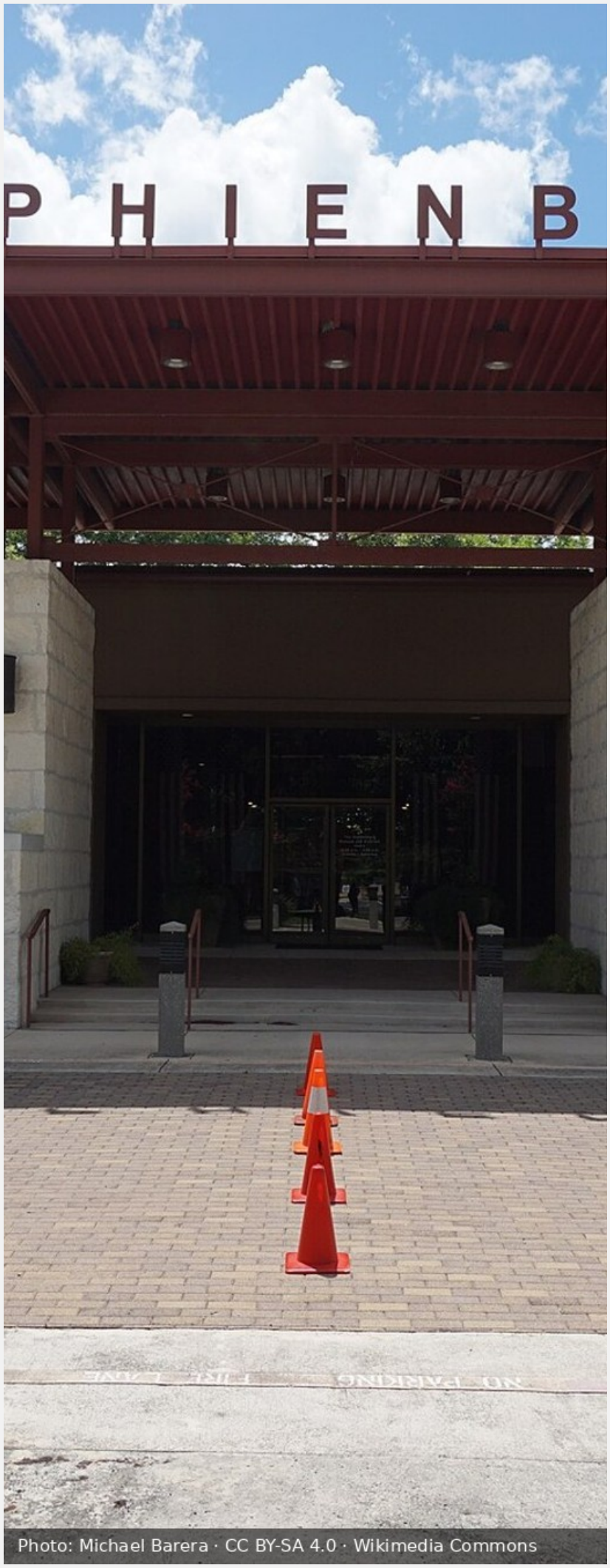


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02

The market is redefining 'accessibility'

The implication is clear: sustained growth requires more than new homes. It demands policies that ensure wages keep pace with rents, enforce rent control in certain zones, and expand affordable housing pipelines. Without them, the MSA risks becoming a 'liveable' but not 'affordable' destination.

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

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