#1 of 10: Ratio of Highest to Lowest County Median Household Income in the Marke



Kendall County leads Texas Hill Country in income by 2.90x

Source: ALEX Intelligence, November 13, 2026

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THE DATA

2.90x

Ratio of Highest to Lowest County Median Household Income in the Market (2024)

The gap between Kendall County and Real County is the widest in the Texas Hill Country.

This 2.90x disparity is not a minor variation — it reflects a structural divide in economic opportunity. Kendall County's $114,962 median income is nearly triple that of Real County's $39,605, and this gap is fully documented across the 11-county market defined by ALEX Intelligence. The data shows that within the same region, household income varies more than in any other Texas market measured by this metric.



Photo: Katelen Chandler · CC0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-13-hill-country-tx-within-county-median-income

01

Wealth concentration fuels unequal growth

The top-tier counties — Kendall, Blanco, Burnet — are experiencing accelerated infrastructure investment, higher school funding, and stronger private sector recruitment. This creates a feedback loop: wealth attracts more wealth. Meanwhile, counties like Real and Llano, with incomes below $70,000, face constrained public budgets, limited access to capital, and slower housing market appreciation. The result is not just economic divergence — it’s a divergence in opportunity that shapes education, healthcare access, and long-term mobility.

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02

The 'affordability' myth is a regional illusion

In Fredericksburg and Boerne, where median home values are rising, the narrative of 'affordability' is misleading. These areas are not affordable for the median household in the broader Hill Country — only for those in the top income quintile. The so-called 'affordable' markets are only affordable within their own income bubbles — a fact that reshapes how we define 'access' in regional real estate strategy.

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

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