#1 of 2: Ratio of Highest to Lowest County Median Household Income in the Market

# Comal County Leads Hays by in Median Income

Source: ALEX Intelligence · Published November 15, 2026

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THE DATA

# 1.14x

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

This 1.14x gap is not a national trend—it reflects a deepening internal divide within a single metropolitan area. As both Hays and Comal counties grow rapidly, their divergent income trajectories suggest that economic benefits are not being evenly distributed across the MSA. This imbalance may influence housing demand, school funding equity, and long-term community cohesion.



Photo: Jonmallard · 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/2026-11-15-san-marcos-nb-within-county-median-income

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# Income Disparity Fuels Housing Segregation

Without targeted policy interventions—such as inclusionary zoning or regional housing funds—this divide may entrench inequality, making it harder for middle- and lower-income families in Hays County to access quality schools, jobs, and services located in Comal County.

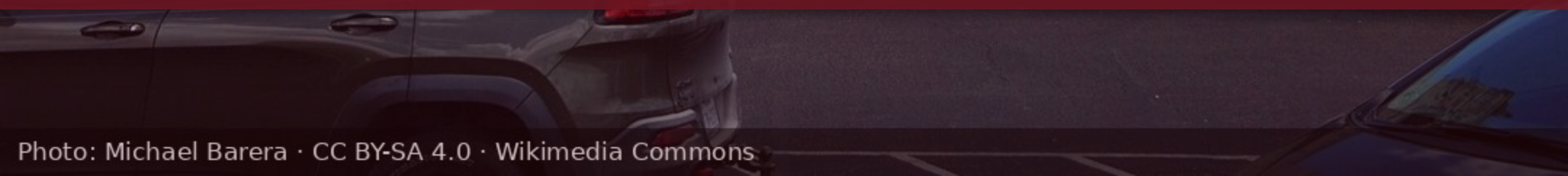


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# 02

## Schools Are the New Battleground

This divergence in educational capacity could widen the gap in long-term economic outcomes for children. As workforce housing becomes a necessity, the real estate market may begin to reflect this tension—where new construction is increasingly tied to institutional investment in public services, not just private demand.

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