Austin-Round Rock-San Marcos — #1 of 10: Median Gross Rent

Austin MSA leads Texas in median gross rent

Source: ALEX Intelligence · Published November 16, 2026

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THE DATA

$1,726

Median Gross Rent (2024)

Austin-Round Rock-San Marcos ranks #1 of 24 Texas metros on median gross rent (metros of 100,000+ residents).

This figure reflects not just rising prices, but a fundamental imbalance between housing supply and demand. The city's continued population growth, driven by high-wage tech and service jobs, has outpaced new construction, pushing rental costs to a statewide peak. The result is a market where affordability is no longer a local concern but a structural constraint.

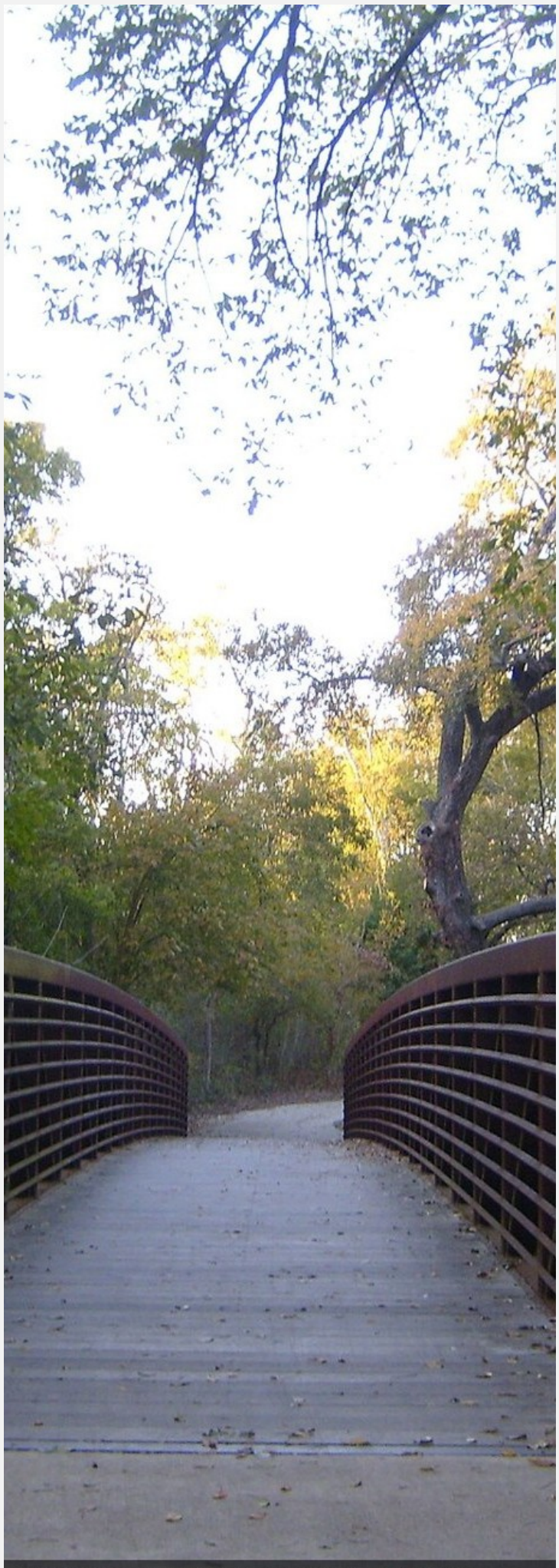


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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-16-austin-msa-standing-gross-rent-msa

01

Rent leadership signals supply collapse

Austin’s #1 rank in median gross rent is not a sign of luxury—it’s a symptom of systemic underbuilding. Despite strong job growth, the city has failed to deliver sufficient new units, particularly in the mid- and entry-level segments. This gap is forcing more renters into higher-cost units or longer commutes, accelerating displacement in lower-income neighborhoods and undermining long-term workforce stability.



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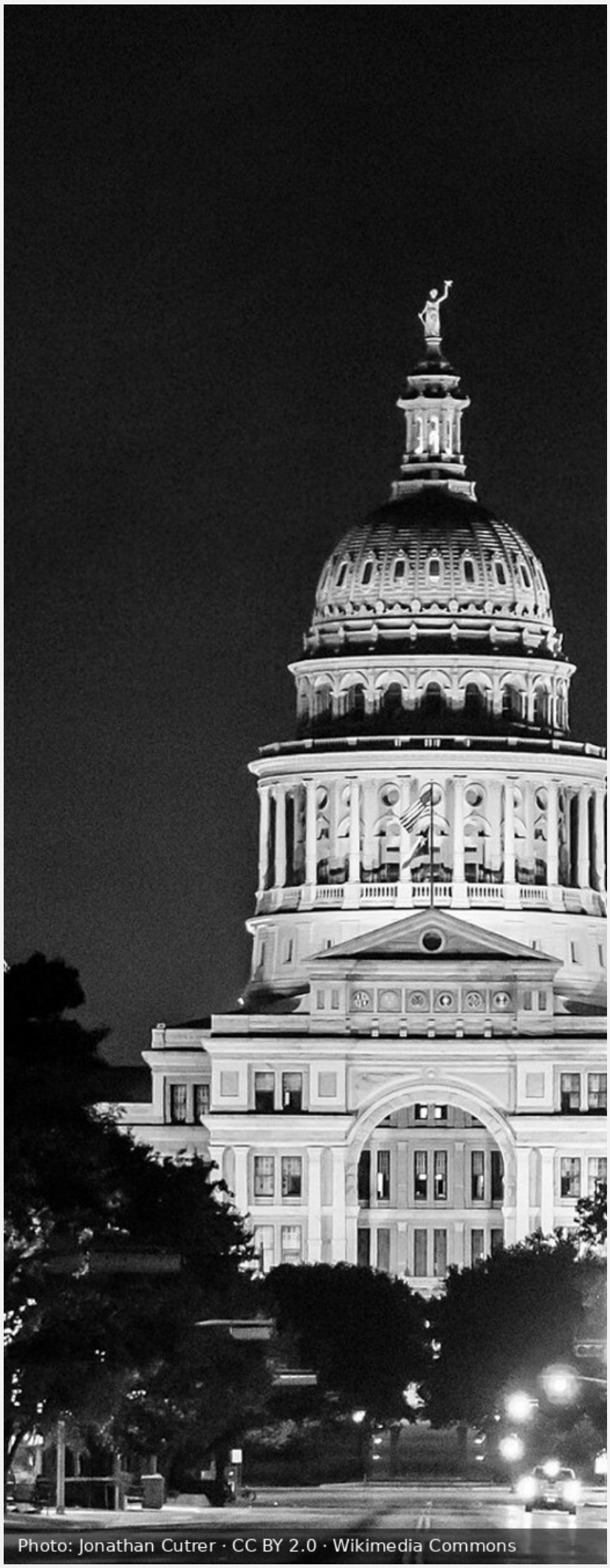


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02

The airport is the new front line

The ongoing debate over public art at Austin-Bergstrom International Airport reflects a deeper tension: how much of Austin's identity can be preserved amid relentless infrastructure expansion? As light rail planning advances and the airport modernizes, the city is facing a defining moment—whether to treat urban development as a replacement for culture or a partner in it. The rent data suggests that without intentional design, growth will erase the very character that attracts people in the first place.

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