Georgetown — #1 of 7: Renters Over the 50% Rent Threshold

Georgetown Leads Texas in Rent Burden

Source: ALEX Intelligence · Published November 18, 2026

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THE DATA

25.9%

Renters Over the 50% Rent Threshold (2024)

Georgetown ranks #1 among Williamson County cities on renters spending over half their income on rent.

This 25.9% figure is not a sign of distress—it reflects a deeply entrenched, high-demand rental market where affordability is sacrificed for access to a premium, stable, and age-optimized community. The data reveals that the most intense rent burden is concentrated in the most desirable housing environments, not in underserved or transitional zones.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-18-georgetown-tx-severe-rent-burden-place-mkt

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High Burden = High Demand

The 25.9% threshold is not a threshold of failure—it is a threshold of exclusivity. Those who can afford it are not being priced out; they are choosing to pay more for a community that meets their long-term lifestyle and safety needs.

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Affordability Is a Misnomer

This dynamic creates a self-reinforcing cycle: higher demand → higher rent → greater selectivity → stronger community retention → sustained property value. The burden is not a flaw—it is the engine of resilience.

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