Austin-Round Rock-San Marcos — #1 of 10: Median Household Income

Austin leads Texas in median income

Source: ALEX Intelligence · Published November 18, 2026

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THE DATA

$100,431

Median Household Income (2024)

Austin-Round Rock-San Marcos is the most affluent metro in Texas by this measure.

This figure represents a sustained premium over other Texas metros, even as national housing affordability declines. The data reflects not just high wages but a deep concentration of high-income households in the region's luxury real estate market.



Photo: smallcurio from Austin, TX · CC BY 2.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-18-luxe-luxe-dem-median-income-msa-tx

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Affluence fuels resilience

This is not a bubble—it’s a wealth engine. The city’s tech and innovation ecosystem continues to attract top-tier earners, reinforcing long-term value retention in premium properties.

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02

Luxury demand outpaces policy headwinds

This divergence between macroeconomic pressure and local market performance signals a new reality: affluent buyers are prioritizing asset durability over short-term affordability metrics.

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