Hornsby Bend — #1 of 8: Annual Rent Against Local Pay

Hornsby Bend leads Austin in rent burden

28.7% of income spent on rent • ALEX Intelligence 2026

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THE DATA

28.7%

Annual Rent Against Local Pay (2024)

Hornsby Bend has the highest rent-to-income ratio in the Austin metro, with residents spending nearly one-third of their annual income on rent.

This figure reflects a growing divergence between wage growth and housing costs in the city's western corridor. While new construction and job growth are concentrated here, wage increases have not kept pace with escalating rents, creating a structural strain on middle-income households.



Photo: En el nido (Nest) · CC BY 3.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-21-austin-msa-rent-to-income-place-mkt

01

Rent burden fuels displacement, not growth

Rather than attracting talent through affordability, the area is becoming a zone of economic exclusion — where rising rents outpace income, pushing out long-term residents even as new jobs arrive. This dynamic undermines the city’s goal of inclusive growth.

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02

The cost of proximity is becoming unsustainable

This creates a paradox: the city's most competitive assets — location, connectivity, infrastructure — are also the most exclusionary. Without policy intervention to decouple wage growth from rent escalation, even high-demand zones risk becoming unaffordable for the workers who sustain them.

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