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

Austin-Round Rock-San Marcos leads Texas in 55+ income

Austin-Round Rock-San Marcos · U.S. Census Bureau 2024

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THE DATA

$100,431

Median Household Income (2024)

Austin-Round Rock-San Marcos leads Texas in 55+ median household income, according to ALEX Intelligence's 2026 analysis.

This figure reflects the economic strength of the 55+ population in the region, driven by high-tech employment, strong professional services, and a concentration of remote work-ready careers. The data suggests that age-restricted communities in this metro are situated in one of the most financially resilient regions for active adults in Texas.



Photo: Tim Patterson from Austin, TX, United States · 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/2026-11-22-fifty-five-plus-fifty-five-plus-dem-median-income-msa-tx

01

Wealth enables choice in aging in place

High median income among 55+ residents in Austin-Round Rock-San Marcos signals a population with significant financial capacity to invest in age-friendly housing, wellness services, and community infrastructure. This economic base supports the long-term sustainability of 55+ communities, reducing reliance on external subsidies and increasing demand for premium amenities, accessibility features, and maintenance services.

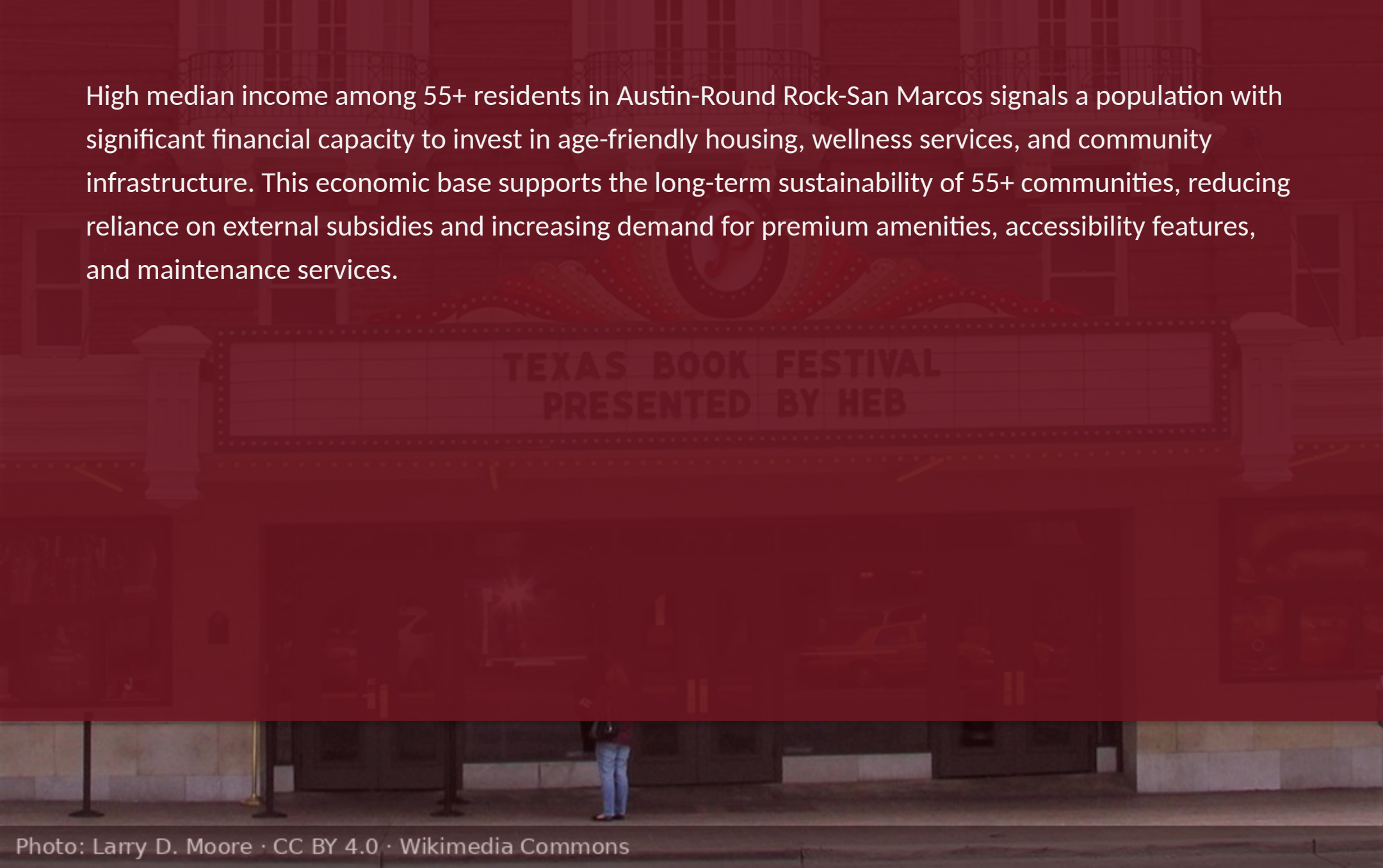


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02

Income concentration fuels community resilience

The top-tier income level in this metro creates a self-reinforcing cycle: affluent residents attract high-quality healthcare, retail, and cultural services, which in turn enhance the quality of life for older adults. This dynamic strengthens the social and economic fabric of 55+ communities, making them more attractive to both current and future residents seeking stable, vibrant environments for retirement.

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