Georgetown — #1 of 7: Population

Georgetown leads Williamson County in population

Source: ALEX Intelligence, November 22, 2026

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THE DATA

85,999

Population (2024)

Georgetown is the most populous city in Williamson County, Texas.

The city’s scale surpasses Hutto, Brushy Creek, and Taylor, all of which are growing rapidly but remain significantly smaller. This density is not incidental; it reflects a long-term shift in regional settlement patterns, with Georgetown emerging as the county’s central hub for housing, services, and infrastructure.

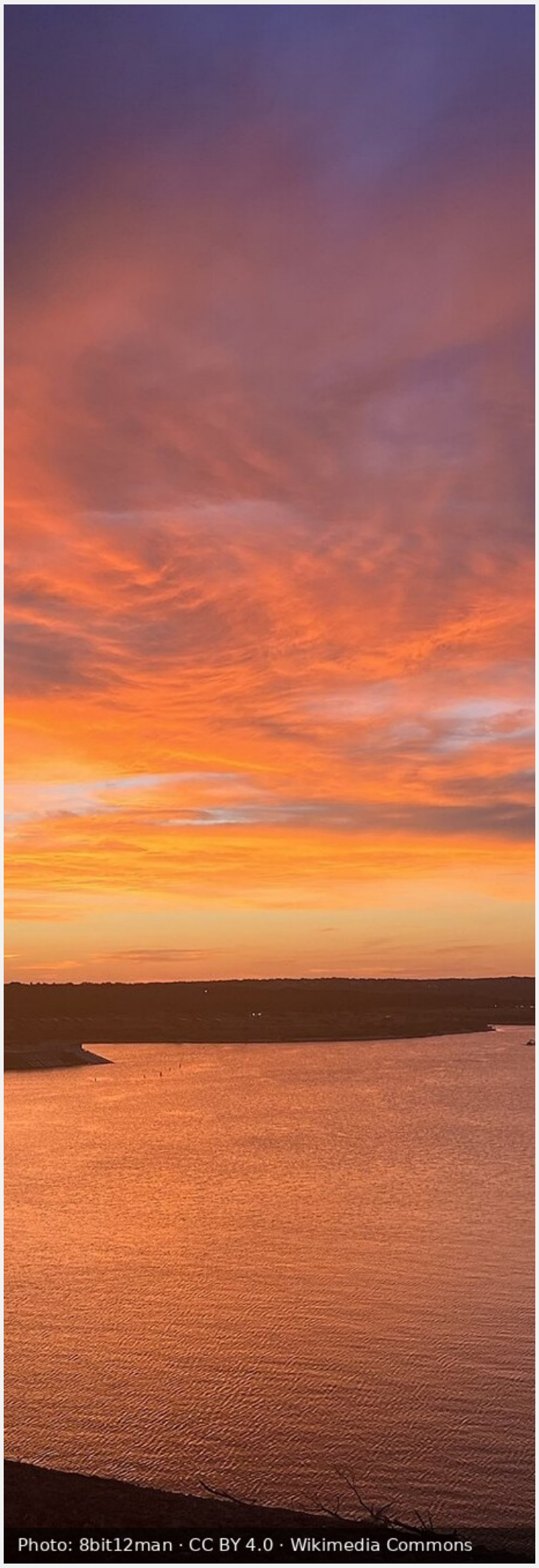


Photo: 8bit12man · CC BY 4.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-22-georgetown-tx-population-place-mkt

01

Scale drives real estate momentum

Georgetown’s population dominance is not just a demographic fact—it is a market engine. The city’s size attracts institutional investment, commercial development, and public infrastructure planning at a pace unmatched by smaller peers. This concentration of people fuels demand for housing, retail, and transportation improvements, creating a self-reinforcing cycle of growth. In contrast, smaller cities like Liberty Hill and Santa Rita Ranch remain more vulnerable to economic fluctuations due to their limited scale and fewer anchor institutions.

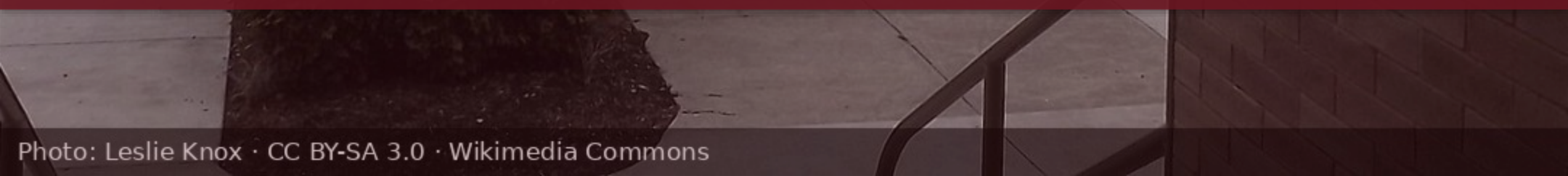


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02

Density shapes future affordability

The city’s population size increases pressure on land use and zoning, particularly in Sun City Georgetown, where new construction must accommodate a growing base. This dynamic may limit affordability gains even as new homes are built, as infrastructure and service capacity lag behind population growth. The city’s ability to manage this scale will determine whether it remains a viable destination for middle-income buyers or becomes a premium-only market.

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