Williamson County — #3 of 5: Owner Occupancy Rate

Owner Occupancy Rate: 66.4%

Williamson County · U.S. Census Bureau 2024

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THE DATA

66.4%

Owner Occupancy Rate (2024)

Williamson County's rate places it third among the five counties in the Austin-Round Rock-San Marcos metro.

This figure reflects a sustained preference for ownership over renting, even in a high-growth, high-cost environment. The data suggests that while affordability pressures are rising, the cultural and economic incentives to own remain strong in Round Rock, Leander, Cedar Park, and Hutto.

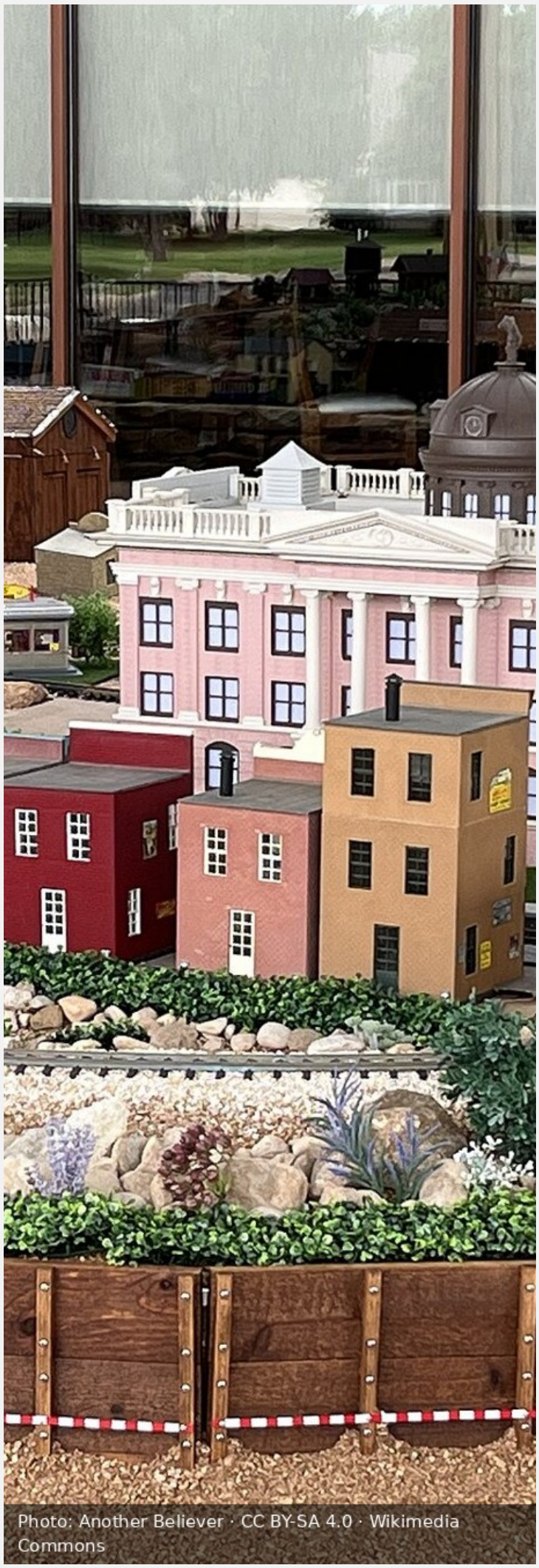


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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-24-williamson-standing-owner-share-county

01

Ownership is a proxy for stability

A 66.4% owner occupancy rate in Williamson County's secondary markets—despite rapid population growth and elevated construction costs—indicates deep-rooted community attachment. This is not a short-term rental surge, but a long-term commitment to place, likely driven by stable employment in tech and manufacturing and a strong local school system.

This stability is less about price and more about identity: homeowners are less likely to relocate at the first sign of market volatility, anchoring demand and moderating price swings even during rate hikes.

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02

The gap between ownership and rent is widening

With Williamson County at #3 in the metro and #89 in Texas, the data highlights a divergence: while the county is not among the highest in ownership nationally, its rate is exceptionally high relative to its growth trajectory. This suggests that new residents are not primarily renting—they are buying.

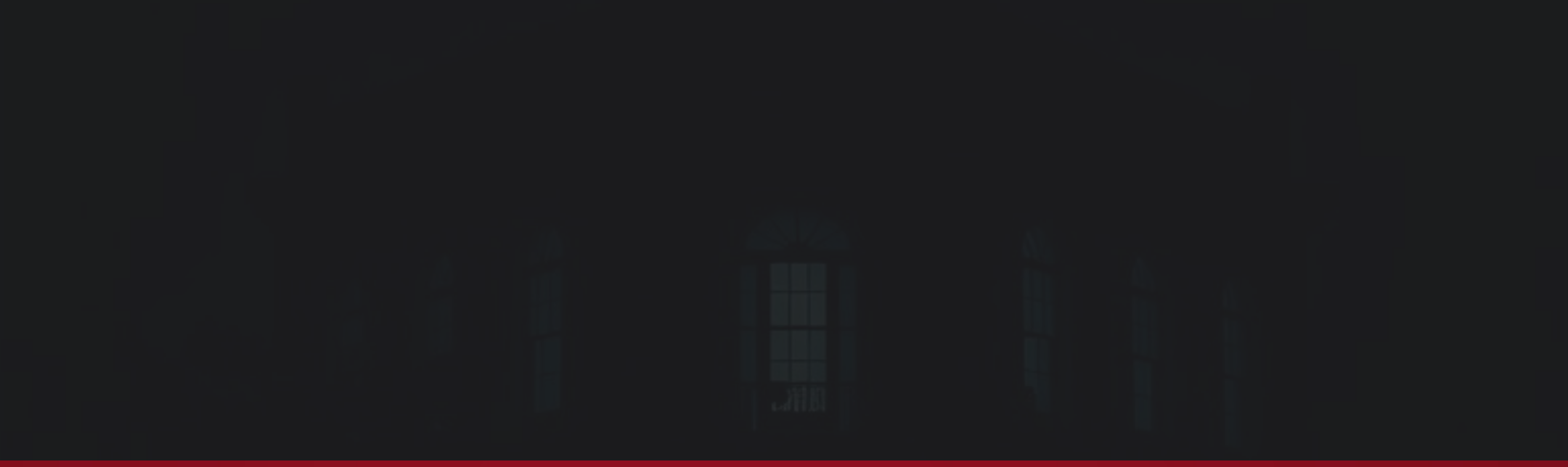
This pattern implies that the market is not being driven by transient renters or investor flipping, but by long-term residents building equity. The consequence is a tighter, more resilient housing market with fewer vacancies and less supply volatility.

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