

New Braunfels: A Top Texas Living Destination?

U.S. News & World Report ranks it among the nation's best for 2026-2027.

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6.8 / 10

Overall Liveability Score

New Braunfels achieves a notable score in the U.S. News & World Report's 2026-2027 'Best Places to Live' rankings.

According to the U.S. News & World Report, New Braunfels' strong performance in key metrics like value, quality of life, desirability, and job market contributed to its high standing. This comprehensive evaluation highlights the city's appeal as a desirable place to reside and thrive.





Source: U.S. News & World Report · Published May 19, 2026

01

Strategic Location Enhances Value Proposition

New Braunfels' position within the San Marcos-New Braunfels MSA offers residents the advantages of Hill Country living with convenient access to both Austin and San Antonio. This strategic location contributes significantly to its 'value' metric, balancing a more accessible cost of living with proximity to major employment centers and amenities.



02

Quality of Life Attracts and Retains Residents

The city's high 'quality of life' score reflects its natural beauty, recreational opportunities, and strong community infrastructure. Factors such as access to outdoor activities, well-regarded schools (Comal ISD is B-rated), and a growing local economy foster an environment where residents can enjoy a fulfilling lifestyle, driving continued desirability.

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