

#1 Best Place to Live in Texas — U.S. News 2026

Santa Clara County's Outflow to Williamson County

Top source of declining in-migration, with -242 households

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THE DATA

-242

Decline in Households Moving In, by Origin County (2023)

Santa Clara County, CA, sent 242 fewer households to Williamson County in 2022-23 than in 2021-22.

This decline marks a significant shift in the flow of high-income, high-mobility talent from Silicon Valley to Central Texas. The drop reflects either a recalibration of remote work patterns, rising cost pressures in California, or a strategic pivot to lower-tax, lower-density environments like Williamson County's non-Georgetown towns.

Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2021-22 and 2022-23 · ALEX Intelligence computation

<https://alex-companies.com/data/2026-09-17-williamson-mig-trend-origin-asc>



01

The West is cooling as the South heats up

As remote work stabilizes, the decision to move is no longer about proximity to a tech campus but about quality of life, fiscal stability, and community investment—areas where Round Rock, Leander, and Cedar Park are outperforming their peers.



02

Migration is a proxy for market resilience

This resilience is not accidental. It reflects a decades-long investment in public capital and planning that has created a self-reinforcing ecosystem. The decline from one origin county is not a sign of weakness but of maturity—proof that Williamson County’s market is no longer just a destination, but a destination of choice.

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