

#1 in Texas for Highest-Income Inflows

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San Marcos-New Braunfels leads all Texas MSAs in earnings of incoming households

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THE DATA

\$202,297

Average Income of Arriving Households (2023)

The top-ranked sending county, Santa Clara County, CA, sent households with an average income of \$202,297 to the San Marcos-New Braunfels MSA.

This figure represents the highest average income of any county sending households to the San Marcos-New Braunfels market, indicating a powerful magnet for high-earning professionals from high-cost coastal regions. These inflows are not random; they reflect strategic relocation to escape escalating housing costs and tax burdens in California and Washington, while maintaining access to high-quality infrastructure and work-life balance.

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

<https://alex-companies.com/data/2026-09-22-san-marcos-nb-mig-in-agi>



01

Elite Talent Is Redefining the Market

This trend is self-reinforcing: as more high-earning residents arrive, local institutions—schools, healthcare, retail—upgrade to meet their expectations, which in turn attracts even more talent.

02

Incomes Outpace Local Growth

The long-term implication is that the region's success is increasingly tied to its ability to retain and attract high-earning households, making economic resilience dependent on maintaining a competitive edge in education, safety, and quality of life.



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