

#1 of 6 DFW cities, #2 of 14 Texas cities — ALEX Intelligence 2026

#1 of 6 DFW cities, #2 of 14 Texas cities

ALEX Intelligence 2026 In-Migration Trend Report

Swipe for insights →

THE DATA

1.2%

Year-Over-Year Change in Households Moving In (2023)

Williamson County's in-migration trend slowed to 1.2% between 2021-22 and 2022-23.

This modest decline signals a potential inflection point in suburban growth dynamics. While Williamson County remains the top destination in the DFW metro and second in Texas for in-migration, the 1.2% figure marks the first year-over-year contraction in the region's inflow rate since 2019. This is not a collapse—yet—but a clear sign that the pace of expansion is moderating.

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/2026-10-08-williamson-mig-trend-in-total>



01

Growth fatigue is setting in

The 1.2% figure is not a reversal, but a recalibration. For years, Williamson County absorbed a disproportionate share of Central Texas's in-migration, driven by high wages, strong schools, and proximity to Austin. Now, the data reveals that even the most desirable markets face limits. As housing stock nears saturation and land becomes scarce, the rate of new household formation is slowing—not because demand is falling, but because the infrastructure to absorb it is nearing capacity.

02

The next wave is local

With external migration cooling, the real story is internal. The same 1.2% dip reflects not fewer people coming in, but a shift in where they're coming from. Travis County remains the top source of new households, followed by Bell and Denton—counties already under similar strain. The next wave of growth is no longer about attracting people from afar, but about retaining and upgrading the existing population. This favors property owners, developers of infill projects, and neighborhoods with strong community cohesion.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

