

#1 of 6 DFW cities, #2 of 14 Texas cities — U.S. News & World Report Best Places to Live, 2026

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THE DATA

52.3%

Share of Arriving Households From the Top Three Counties (2023)

Over half of new households in Williamson County arrived from just three Texas counties.

This data, drawn from IRS migration flows (2022–23), reveals a rare concentration of inbound movement: Travis County, Bell County, and Harris County together account for 52.3% of new arrivals. This is not a sign of stagnation — it reflects a powerful, self-reinforcing migration loop. The same counties that send people to Williamson County are also among the most expensive, highest-growth, and most economically dynamic in Texas. This flow is not random — it's a targeted exodus from high-pressure markets to a region with strong infrastructure, quality schools, and economic diversification.

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/2026-10-10-williamson-mig-county-top3>

01

Migration is a strategic moat

The stability of this inflow reduces the risk of sudden market correction. Unlike markets where migration is diffuse or driven by transient factors, Williamson County's inbound wave is rooted in structural economic shifts — rising costs in Austin, job concentration in Dallas-Fort Worth, and the search for sustainable living. This makes it a durable magnet, not a flash-in-the-pan trend.

02

The three counties are the engine

The fact that these three counties are all within the same state and share cultural, economic, and infrastructure continuity means the transition is seamless. This creates a regional ecosystem where talent, capital, and family networks can migrate with minimal disruption — a key advantage in an era of remote work and digital nomadism. The concentration of origin points suggests Williamson County is becoming the natural next step for Texas's most active and mobile populations.



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