

#1 of 10: Income Gap Between Arriving and Departing Households

San Marcos–New Braunfels leads Texas in income gap

Source: ALEX Intelligence, October 13, 2026

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THE DATA

24.4%

Income Gap Between Arriving and Departing Households (2023)

San Marcos–New Braunfels MSA sees a 24.4% income premium among incoming households compared to those leaving.

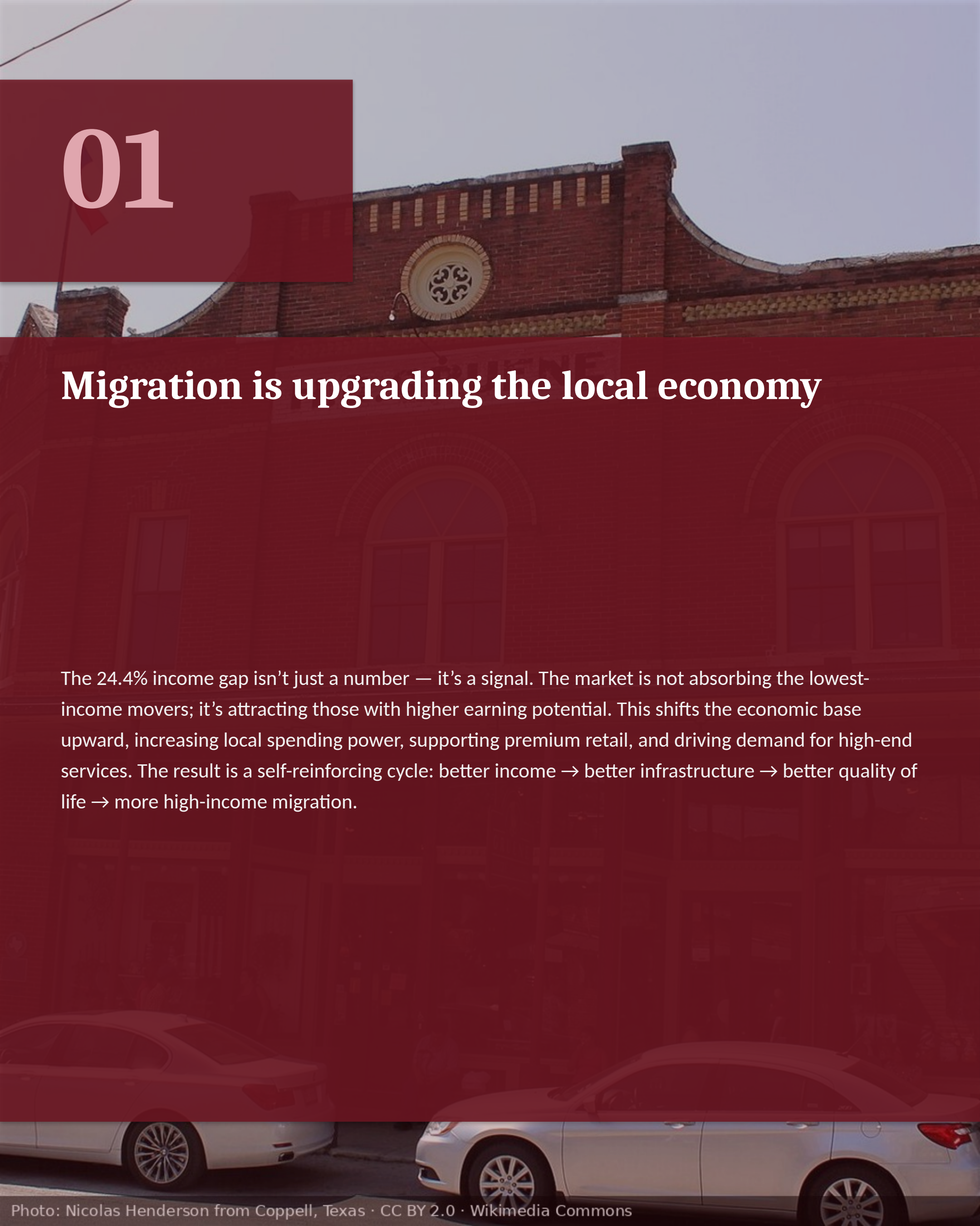
This data, drawn from IRS migration statistics, reveals a powerful economic filter: the market is not just growing — it's upgrading. Households relocating into Hays and Comal counties earn significantly more than those departing, suggesting a selective migration pattern driven by income, not just affordability. This trend is not a one-off; it's structural.

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/2026-10-13-san-marcos-nb-mig-agi-gap>



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01

Migration is upgrading the local economy

The 24.4% income gap isn't just a number — it's a signal. The market is not absorbing the lowest-income movers; it's attracting those with higher earning potential. This shifts the economic base upward, increasing local spending power, supporting premium retail, and driving demand for high-end services. The result is a self-reinforcing cycle: better income → better infrastructure → better quality of life → more high-income migration.

02

This isn't just about wealth — it's about stability

A high income gap doesn't mean the market is unaffordable — it means it's selective. The incoming households are not fleeing high costs; they're choosing a place with strong long-term value, community stability, and growth potential. This isn't speculative migration; it's strategic. It suggests that San Marcos–New Braunfels is becoming a magnet for those who prioritize sustainability over short-term cost savings, which bodes well for market resilience amid broader economic uncertainty.



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