

San Francisco County, CA — #1 of 10: Average Income of Arriving Households

Austin's top earners come from across the U.S.

Source: ALEX Intelligence · Published October 17, 2026

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THE DATA

\$492,017

Average Income of Arriving Households (2023)

This figure represents the average income of households migrating into the Austin MSA from San Francisco County, CA — the highest in the nation.

The data reveals a profound shift in migration patterns: Austin is no longer just a magnet for Texas-based professionals or Sun Belt transplants. Instead, it is drawing the highest-earning households from elite coastal hubs. This inflow suggests that the city's economic appeal extends beyond job markets to include lifestyle, infrastructure, and cultural capital that rival major metropolitan centers. These arrivals are not price-sensitive; they are value-driven.

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/2026-10-17-austin-msa-mig-in-agi>

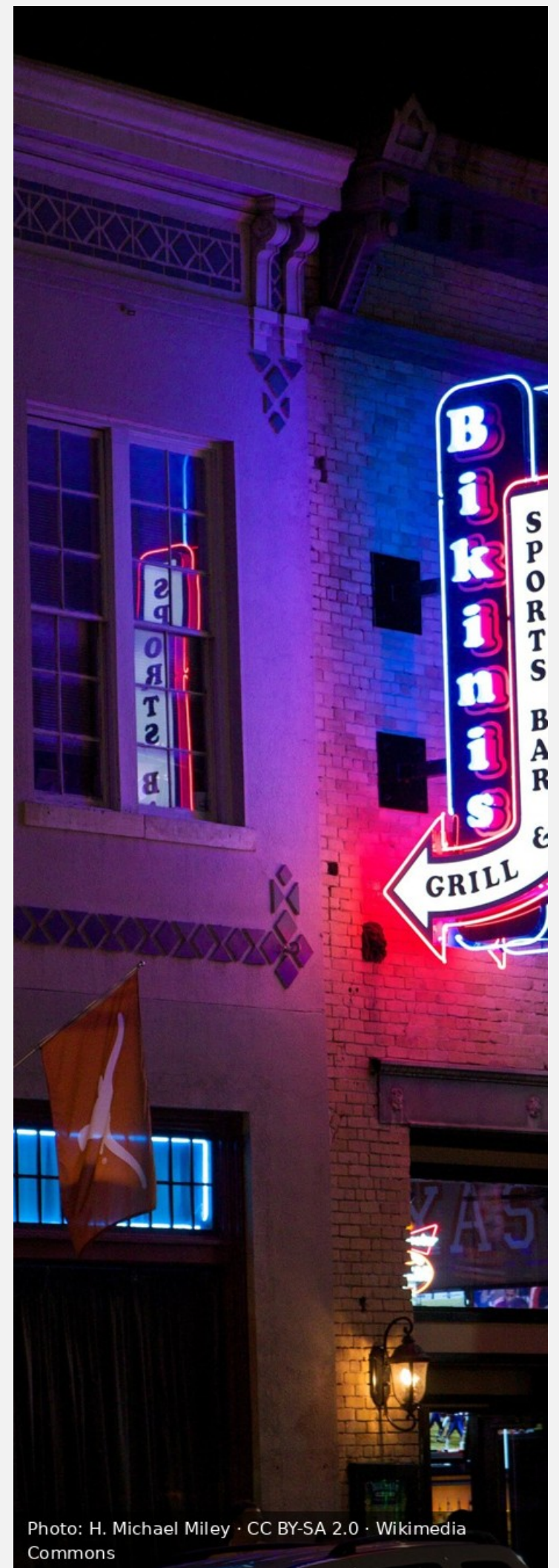


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01

The new elite is redefining Austin's value

Austin is becoming a destination for high-net-worth mobility, not just talent. The influx of earners from San Francisco and Boston signals a shift from 'remote work hub' to 'lifestyle capital' — where quality of life, civic innovation, and urban vibrancy outweigh traditional cost-of-living metrics. This is not a migration of startups, but of established wealth, which will influence everything from retail to private real estate investment.

02

Affordability is a myth — for the right buyer

The data challenges the narrative that Austin is a 'low-cost' alternative to coastal cities. For the top 1% of earners, Austin's housing market is not expensive — it's a bargain. These households are not deterred by price; they are seeking access to a city that offers both economic dynamism and cultural richness. This group's entry into Austin's market will accelerate demand for premium, amenity-rich housing — not just in the core, but in neighborhoods with strong community identity and future growth potential.



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