

#1 of 10: Share of Arriving Households From the Top Three States

Houston leads U.S. in migration concentration

Top 3 states account for 57.1% of new households

Swipe for insights →

THE DATA

57.1%

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

Houston MSA leads all U.S. metros in the concentration of inbound migration from just three states.

This level of geographic concentration — 57.1% of new households arriving from Texas, California, and Florida — signals a powerful, self-reinforcing magnetism. It reflects not just economic pull, but the formation of a shared regional identity among incoming residents, reducing cultural friction and accelerating integration. The clustering of newcomers from a narrow set of states may also indicate a coordinated talent or capital migration strategy.

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/2026-10-19-houston-msa-mig-state-top3>



Photo: Djmaschek · CC BY-SA 4.0 · Wikimedia Commons

01

Migration clusters create new market niches

The dominance of Texas, California, and Florida in Houston's inbound migration isn't random — it reflects overlapping economic, cultural, and lifestyle preferences. Texas residents bring familiarity with low taxes and expansive spaces; Californians bring tech-sector habits and climate resilience expectations; Floridians contribute coastal urban experience and a preference for warm-weather living. Together, they are co-creating a hybrid urbanism — not a copy of any one city, but a new form of metropolitan life shaped by their shared values.

02

Concentration risks future volatility

While current migration concentration fuels stability and growth, it also creates systemic vulnerability. If one of the top three sending states experiences a downturn — a recession in California, a policy shift in Florida, or a demographic shift in Texas — the entire Houston MSA migration engine could slow abruptly. The market's current strength is not diversified by source, and this lack of geographic balance may expose it to sudden, synchronized shocks.



Photo: Djmaschek · CC BY-SA 4.0 · Wikimedia Commons

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

