

Travis County, TX — #1 of 10: Households Moving Out to a Single County

Travis County is the top destination for San Marcos-New Braunfels out-movers

Source: ALEX Intelligence · Published October 27, 2026

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THE DATA

2,946

Households Moving Out to a Single County (2023)

Travis County received the highest number of households relocating from the San Marcos-New Braunfels MSA in the 2022–23 period.

This figure reflects a significant directional shift: rather than moving toward more distant or suburbanized markets, households from San Marcos-New Braunfels are choosing Travis County as their next home. This indicates a deepening integration between the two metropolitan areas, with Travis County serving as a natural overflow for residents seeking affordability, infrastructure, and access to Austin’s employment hubs.

Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county outflows, 2022-23 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-27-san-marcos-nb-mig-out-dest>



Photo: Larry D. Moore • CC BY 4.0 • Wikimedia Commons

A large, light-colored statue of a man wearing a sombrero, standing with his arms crossed. The statue is set against a clear blue sky. In the background, there are bare trees and a building with a flag. The entire image is overlaid with a semi-transparent dark red filter.

01

Affordability is the new migration engine

The exodus from San Marcos-New Braunfels to Travis County is not driven by job or school demand alone, but by the relative affordability gap between the two markets. While San Marcos-New Braunfels has seen rapid price appreciation, Travis County offers a more balanced cost of living, making it a logical next step for families and professionals seeking stability without sacrificing access to the region's economic core. This trend underscores a shift from 'escape' to 'strategic relocation'.

02

The San Marcos-New Braunfels advantage is in retention, not just growth

While Travis County absorbs the most out-movers, the fact that San Marcos-New Braunfels remains a net origin point for migration to a single county suggests strong internal cohesion. The market is not losing residents to distant locations, but to a neighboring MSA with which it shares cultural, economic, and geographic continuity. This indicates a resilient local ecosystem where people leave not out of dissatisfaction, but to optimize their life trajectory within a familiar regional framework.



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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



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