

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

59.6% of new households come from just three counties

Source: ALEX Intelligence · Published October 28, 2026

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THE DATA

59.6%

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

This share reflects a deep concentration of migration origins within the San Marcos–New Braunfels MSA.

The data reveals that nearly six in ten new households moving into the San Marcos–New Braunfels MSA originate from just three counties: Travis, Bexar, and Guadalupe. This level of concentration indicates that the region's growth is not driven by broad geographic diversification but by a narrow set of source markets. Such a pattern reduces resilience to regional economic shifts and may amplify demand volatility if those source counties experience downturns.

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/2026-10-28-san-marcos-nb-mig-county-top3>



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01

Migration is structurally limited

The fact that 59.6% of new arrivals come from only three counties suggests that the San Marcos–New Braunfels market is not attracting a broad wave of migration. This lack of geographic dispersion in migration sources implies that the region’s population growth is vulnerable to localized economic or policy changes in Travis, Bexar, or Guadalupe counties. If any of these source markets slows due to affordability, job loss, or policy shifts, the inbound flow to San Marcos–New Braunfels could contract sharply, creating a feedback loop in housing demand and development timing.

02

Affordability is not the primary driver

If affordability were the main factor attracting new residents, one would expect to see broader geographic inflows — particularly from higher-cost metros like Austin or San Antonio. Instead, the dominance of Travis, Bexar, and Guadalupe counties suggests that proximity, established social networks, or shared employment corridors are stronger pull factors. This implies that the region's appeal is more rooted in connectivity and lifestyle continuity than in price differentials, which may limit its ability to attract long-term diversification beyond the Central Texas corridor.



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