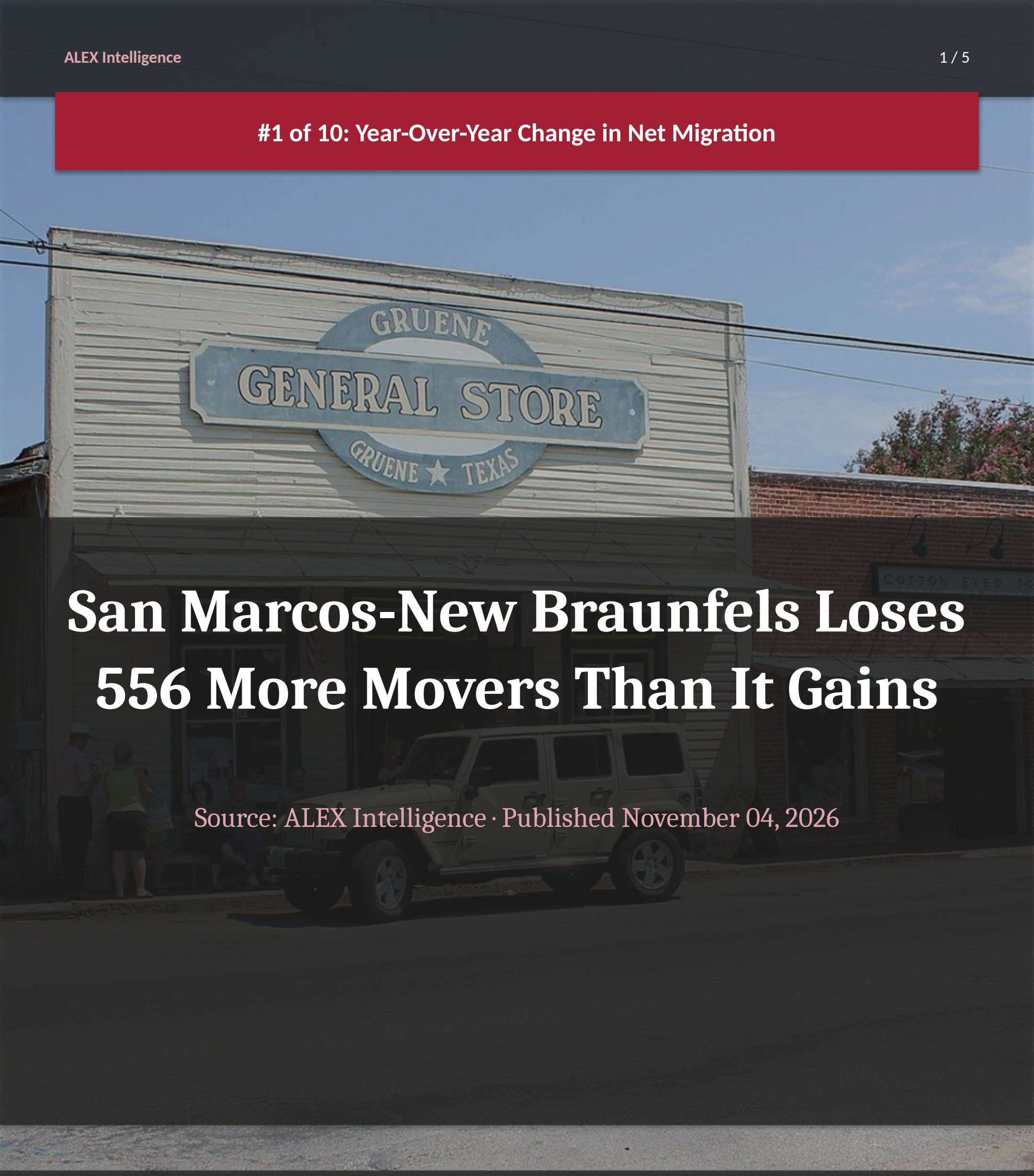
#1 of 10: Year-Over-Year Change in Net Migration




# San Marcos-New Braunfels Loses 556 More Movers Than It Gains

Source: ALEX Intelligence · Published November 04, 2026

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Photo: Nicolas Henderson from Coppell, Texas · CC BY 2.0 · Wikimedia Commons

THE DATA

# 556

**Year-Over-Year Change in Net Migration (2023)**

This is the largest deterioration in net migration among all Texas counties sending households to the San Marcos-New Braunfels market.

The San Marcos-New Braunfels MSA experienced a net outflow of 556 households between 2021-22 and 2022-23, according to IRS migration data. This shift signals a growing imbalance in population movement, with more people leaving the region than arriving from other Texas counties. The trend reflects deeper structural pressures, including affordability constraints and infrastructure strain, even as the area remains a destination for remote workers.



Photo: Nicolas Henderson from Coppell, Texas · CC BY 2.0 · Wikimedia Commons

Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2021-22 and 2022-23 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-04-san-marcos-nb-mig-trend-net

# 01

## Outflow Is Now the New Inflow

The data reveals a critical reversal: the region is no longer just attracting new residents — it’s now losing more people than it gains from within Texas. Bexar County, the top source of outflow, is sending 323 more households to San Marcos-New Braunfels than the region sends to Bexar. This suggests that San Marcos-New Braunfels is functioning as a temporary or secondary destination for displaced Austin-area residents, not a permanent settlement. The migration trend indicates a saturation point in housing supply and cost, even as demand persists.

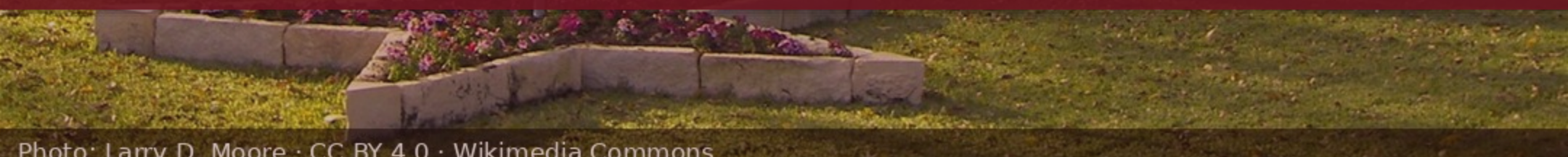


Photo: Larry D. Moore · CC BY 4.0 · Wikimedia Commons

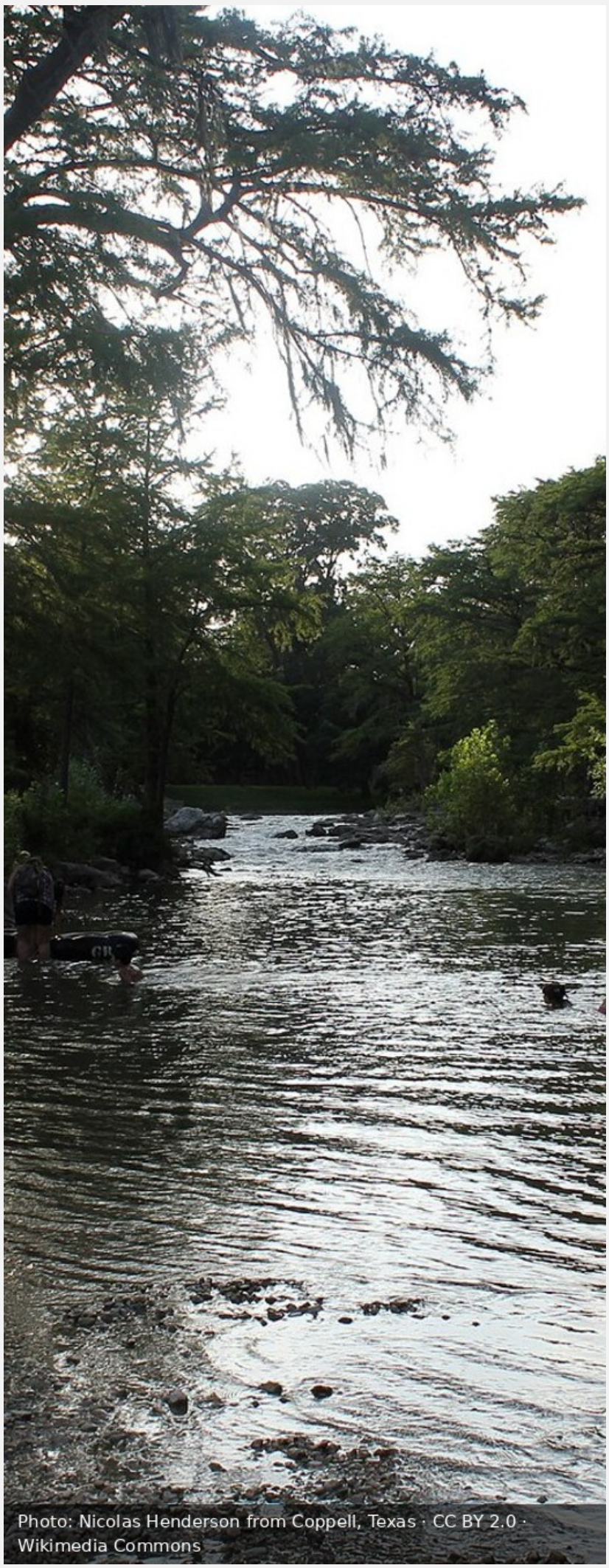


Photo: Nicolas Henderson from Coppell, Texas · CC BY 2.0 · Wikimedia Commons

# 02

## Bexar County Is the New Origin Point

Bexar County's role as the leading source of net migration to San Marcos-New Braunfels underscores a shift in the regional dynamics of displacement. The 323 net increase from Bexar County suggests that affordability pressures in San Antonio are pushing residents toward nearby, more affordable MSA hubs. This movement isn't just about cost — it's about proximity and infrastructure. As Bexar County residents seek alternatives, San Marcos-New Braunfels is becoming a de facto overflow zone, not a growth engine. The long-term sustainability of this model remains questionable without significant supply expansion.

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