Travis County, TX — #1 of 10: Households Moving In From a Single County

Travis County leads in household in-migration to San Marcos–New Braunfels

Source: ALEX Intelligence, November 5, 2026

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

THE DATA

5,563

Households Moving In From a Single County (2023)

Travis County is the top source of new households moving to the San Marcos–New Braunfels MSA.

This inflow of 5,563 households from a single county underscores a deepening residential shift from Austin's core to the San Marcos–New Braunfels MSA. The scale suggests a structural migration pattern, not a temporary trend, driven by affordability, commute dynamics, and lifestyle preferences.



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

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/2026-11-05-san-marcos-nb-mig-in-origin

01

Austin’s core is fueling San Marcos–New Braunfels growth

The fact that Travis County alone contributes more than half of all in-movers highlights a sustained exodus from Austin’s urban core. This is not a one-off spike but a long-term repositioning of households seeking lower density, better affordability, and access to natural amenities—key drivers of the region’s real estate momentum.

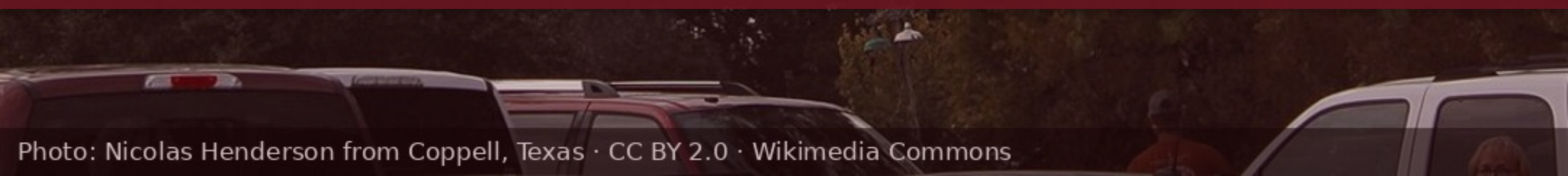


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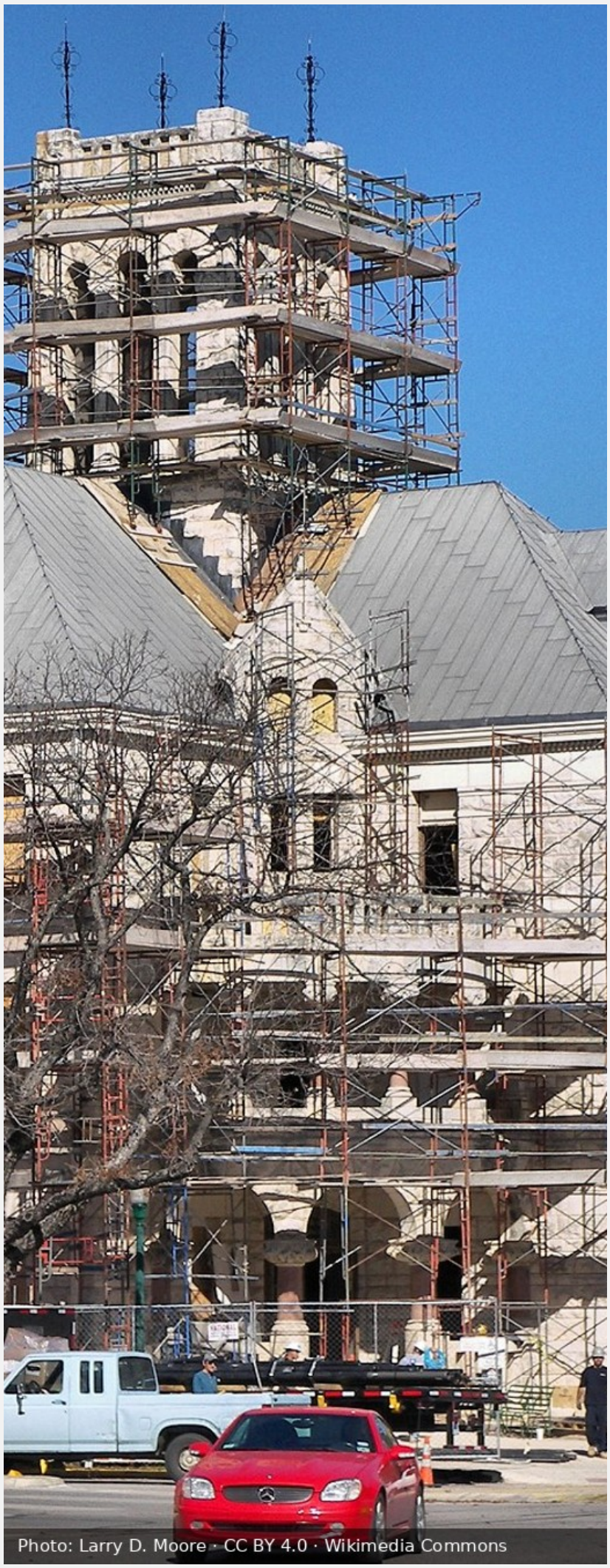


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02

In-migration is concentrated, not diffuse

The dominance of a single county in household inflows reveals a highly targeted migration pattern. This concentration suggests strong network effects—friends, family, or professional ties—reinforcing community cohesion and reducing buyer uncertainty. It also implies that marketing and outreach efforts should target Travis County with precision, not broad regional campaigns.

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