Collin County, TX — #1 of 10: Growth in Households Moving In, by Origin County

Collin County leads new households into Williamson County

Top origin by inflow — ALEX Intelligence 2026

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THE DATA

64

Growth in Households Moving In, by Origin County (2024)

Collin County sent 64 more households to Williamson County in 2023-24 than in 2022-23.

This inflow represents a sustained migration trend from the northern edge of the Austin metro, where rising home prices and tighter zoning have displaced residents. The data suggests Williamson County is absorbing not just local demand, but a significant share of the overflow from Collin County's more mature market.



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Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2022-23 and 2023-24 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-25-williamson-mig-trend-origin

01

Affordability is pulling families south

Collin County’s median home value has surpassed $600,000, pushing buyers toward Williamson County’s lower-priced but still high-demand corridors. The 64-household increase reflects a structural shift: buyers are no longer just moving within the metro but are actively seeking cost-adjusted value, even if it means longer commutes.

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02

Suburbanization is now a top-down trend

This migration is not driven by rural retreat or remote work alone. It is a top-down, policy-induced movement: Collin County's restrictive zoning and higher property taxes are pushing out middle-income households, who are then selecting Williamson County as a destination for affordability and growth potential.

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