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

85.7% of new households come from just 3 states

Texas, California, and Florida dominate migration to Williamson County

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THE DATA

85.7%

Share of Arriving Households From the Top Three States (2024)

This concentration reflects a deep geographic homogeneity in Williamson County's population growth.

The data reveals that over four in five new households in Williamson County are arriving from just Texas, California, and Florida. This level of concentration is unprecedented among U.S. counties with comparable growth, indicating a highly selective migration pattern rather than broad regional draw. The dominance of these three states suggests shared economic, lifestyle, or tax-related incentives driving this movement.



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Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2023-24 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-28-williamson-mig-state-top3



01

Migration is a self-reinforcing engine

The high concentration of inflows from Texas, California, and Florida isn’t just a snapshot—it’s a feedback loop. As more residents from these states arrive, they bring cultural familiarity, social networks, and demand for amenities tailored to their preferences. This strengthens the county’s appeal to future migrants from the same states, creating a virtuous cycle of demographic consolidation. Over time, this may reduce diversity in housing preferences and community priorities, favoring suburban, low-density, and tax-advantaged models.

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02

The three-state core is a strategic asset

For developers, investors, and local governments, this migration profile is not just data—it's a signal. The consistent arrival from Texas, California, and Florida indicates a stable, high-income, and relatively mobile demographic. These groups prioritize quality schools, low crime, and private amenities, which aligns with Williamson County's current development trajectory. The concentration also means that marketing, infrastructure, and service planning can be hyper-targeted to meet the needs of these specific populations, increasing efficiency and reducing risk.

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