



# Hays County, TX

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## Report Parameters

### 1 County

48209    Hays County, TX

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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

# Economy Overview

280,486

Population (2023)

Population **grew by 57,558** over the last 5 years and is projected to **grow by 63,542** over the next 5 years.

104,559

Total Regional Employment

Jobs **grew by 23,350** over the last 5 years and are projected to **grow by 17,397** over the next 5 years.

\$80.0K

Median Household Income (2022)

Median household income is **\$4.8K above** the national median household income of \$75.1K.

## Takeaways

- As of 2023 the region's population **increased by 25.8%** since 2018, growing by 57,558. Population is expected to **increase by 22.7%** between 2023 and 2028, adding 63,542.
- From 2018 to 2023, jobs **increased by 28.8%** in Hays County, TX from 81,209 to **104,559**. This change **outpaced the national growth rate of 4.5% by 24.3%**. As the number of jobs increased, the **labor force participation rate increased from 64.5% to 64.6% between 2018 and 2023**.
- Concerning educational attainment, **26.4% of Hays County, TX residents possess a Bachelor's Degree** (5.2% above the national average), and **6.6% hold an Associate's Degree** (2.3% below the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Education and Hospitals (State Government).

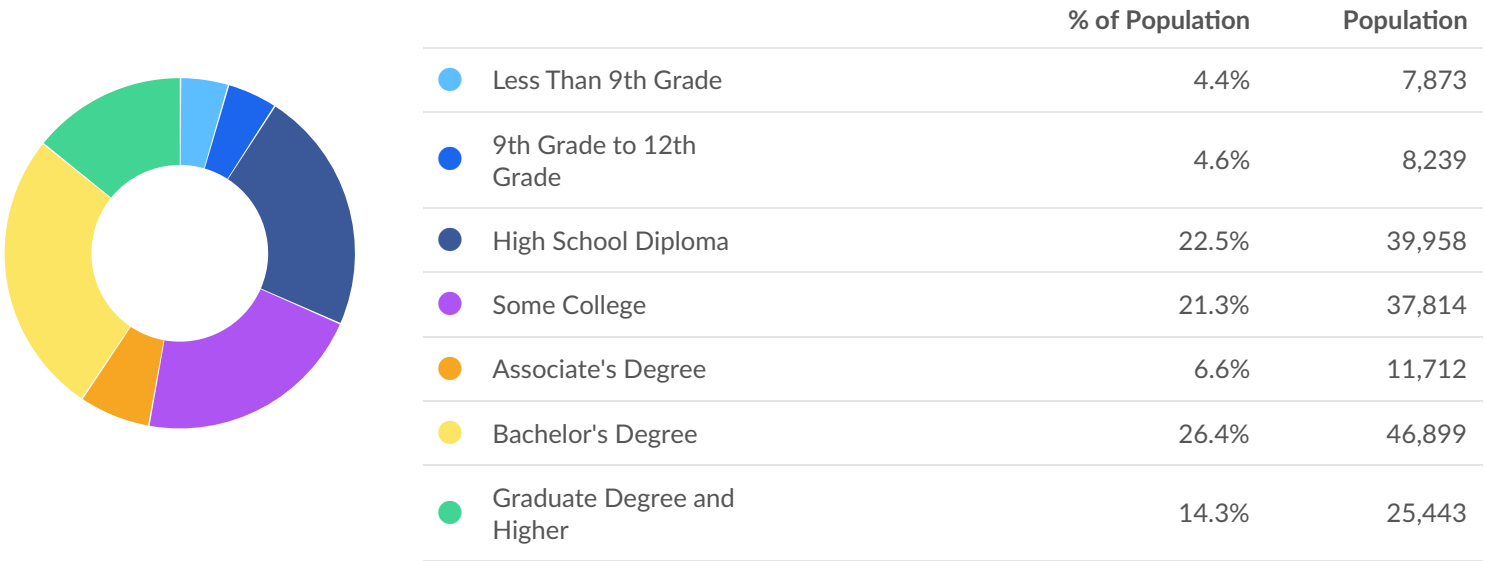
	Population (2024)	Labor Force (Sep 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	293,047	148,949	104,559	94.8	\$13.04B	\$18.34B	\$10.46B
State	30,912,083	15,553,137	15,556,347	96.6	\$2.58T	\$1.50T	\$2.03T

## Sep 2024 Labor Force Breakdown



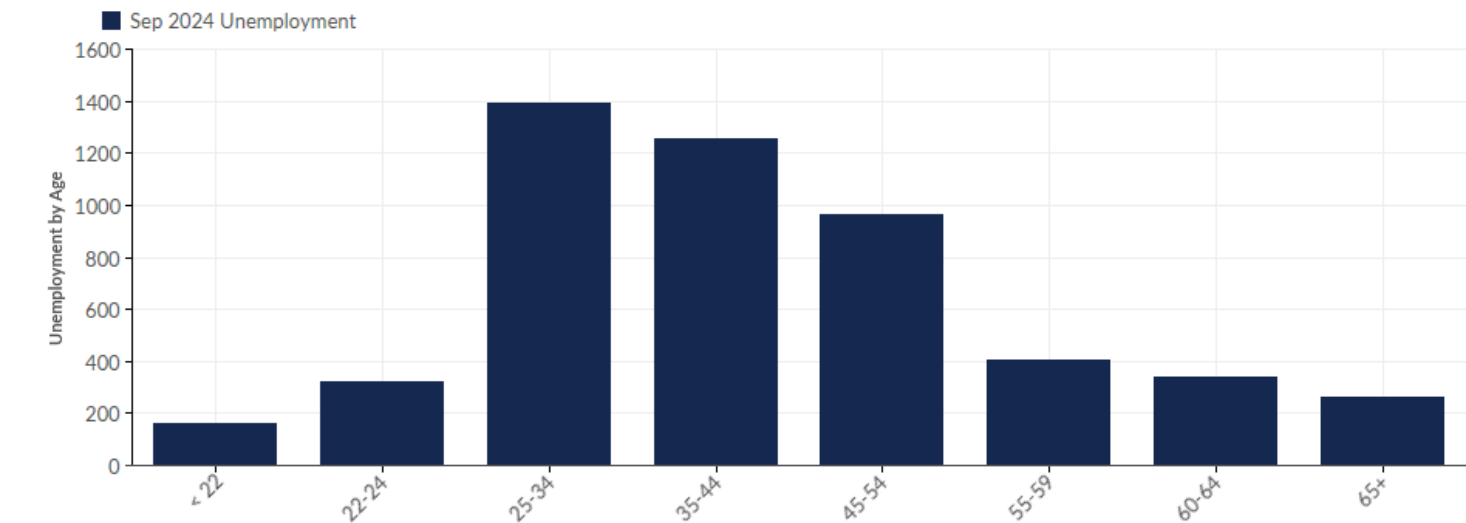
## Educational Attainment

Concerning educational attainment, **26.4% of Hays County, TX residents possess a Bachelor's Degree** (5.2% above the national average), and **6.6% hold an Associate's Degree** (2.3% below the national average).



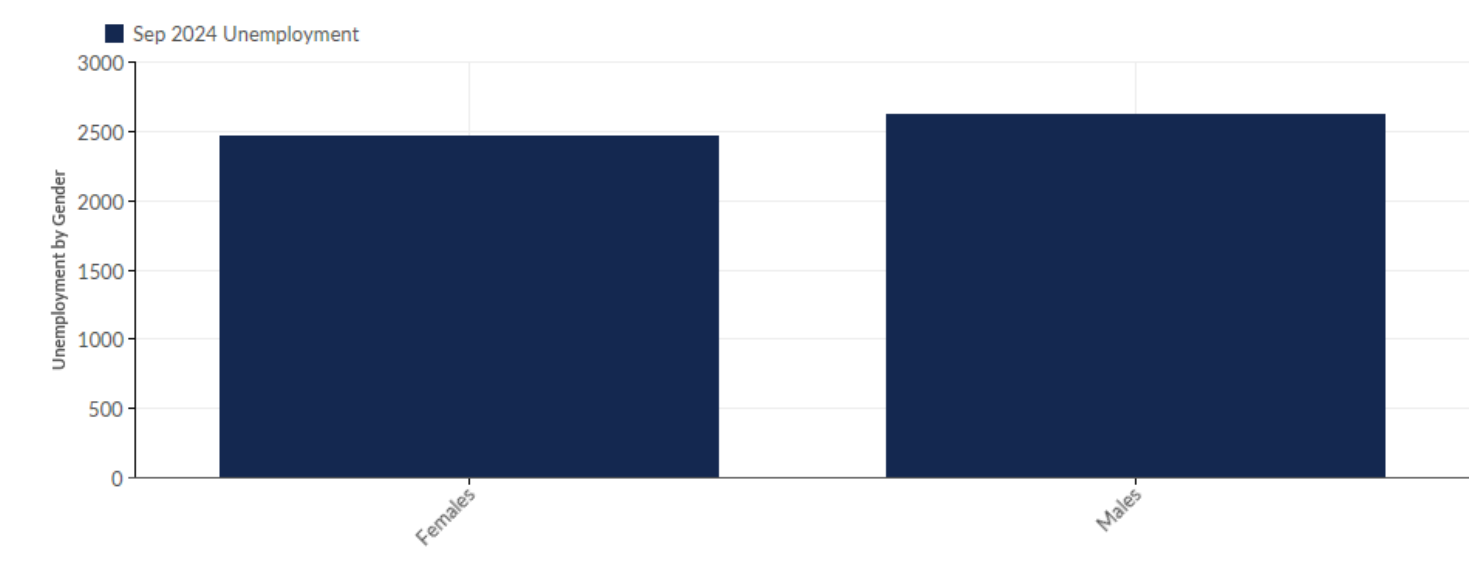
# Unemployment by Demographics

## Unemployment by Age



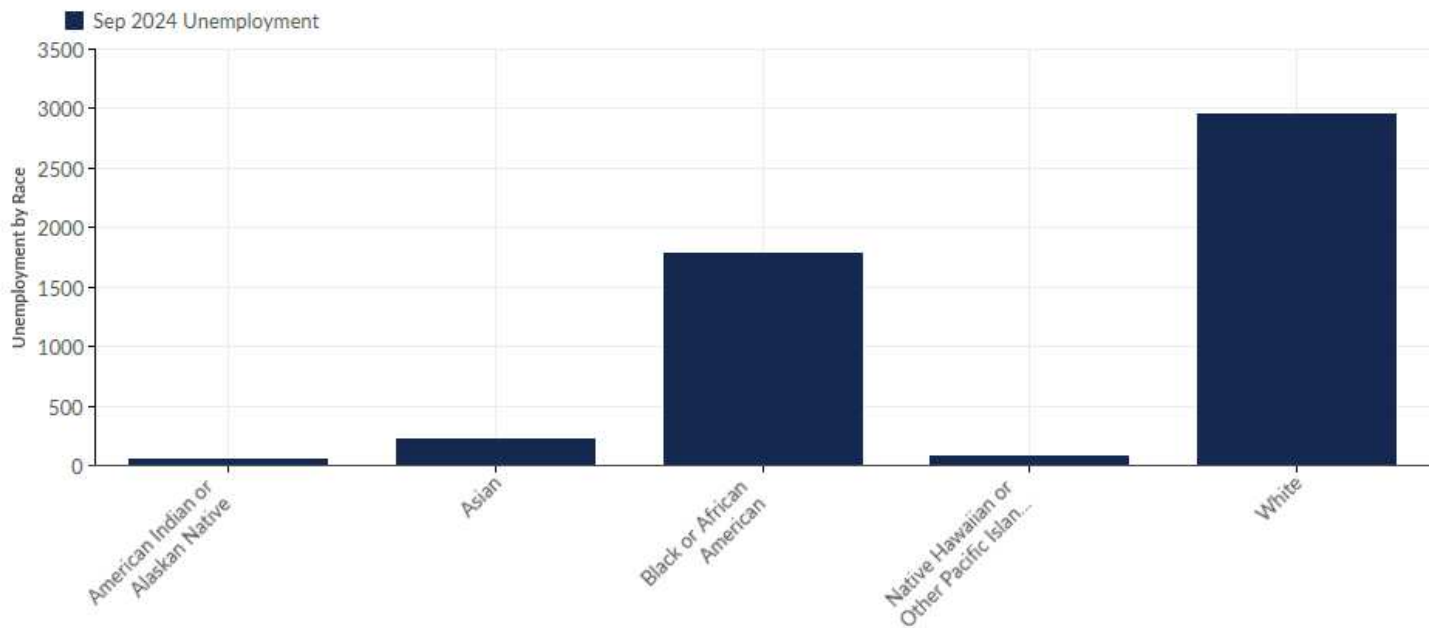
Age	Unemployment (Sep 2024)	% of Unemployed
< 22	162	3.18%
22-24	323	6.34%
25-34	1,390	27.28%
35-44	1,254	24.61%
45-54	964	18.92%
55-59	407	7.99%
60-64	337	6.61%
65+	259	5.08%
Total	5,095	100.00%

Unemployment by Gender



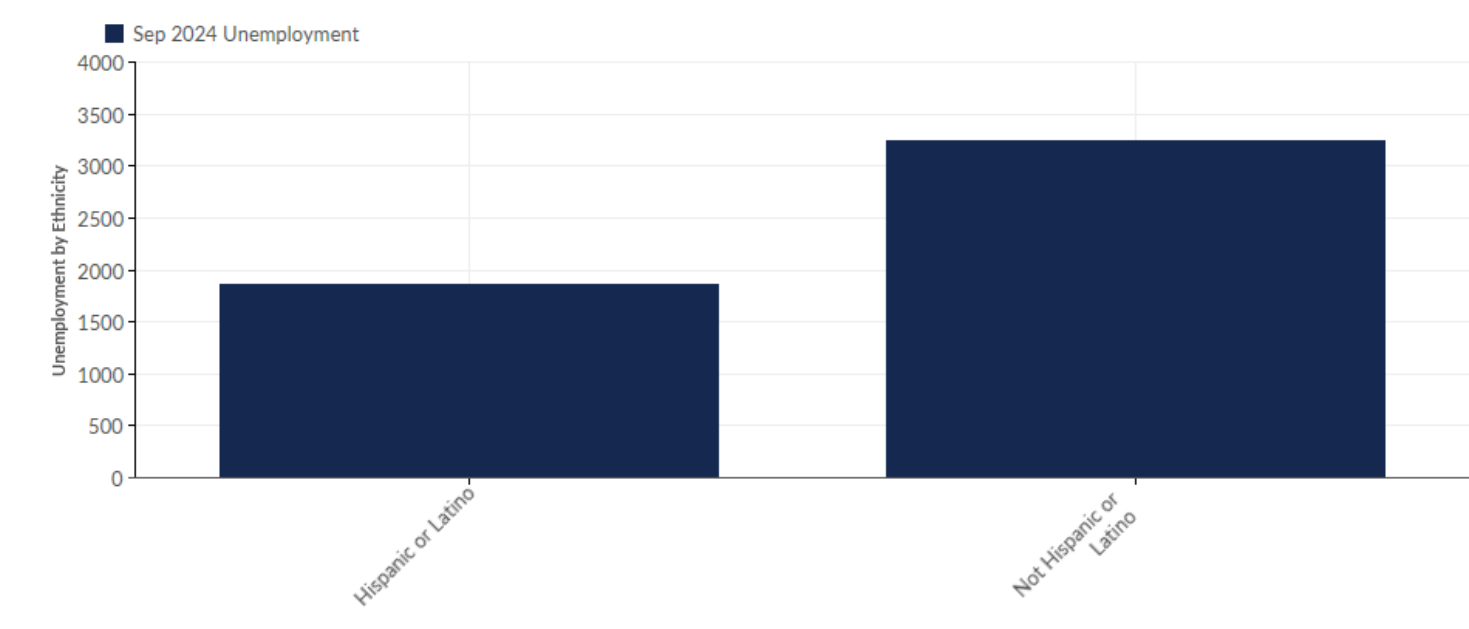
Gender	Unemployment (Sep 2024)	% of Unemployed
Females	2,470	48.48%
Males	2,625	51.52%
Total	5,095	100.00%

## Unemployment by Race



Race	Unemployment (Sep 2024)	% of Unemployed
American Indian or Alaskan Native	58	1.14%
Asian	224	4.40%
Black or African American	1,785	35.03%
Native Hawaiian or Other Pacific Islander	73	1.43%
White	2,954	57.98%
Total	5,095	100.00%

Unemployment by Ethnicity

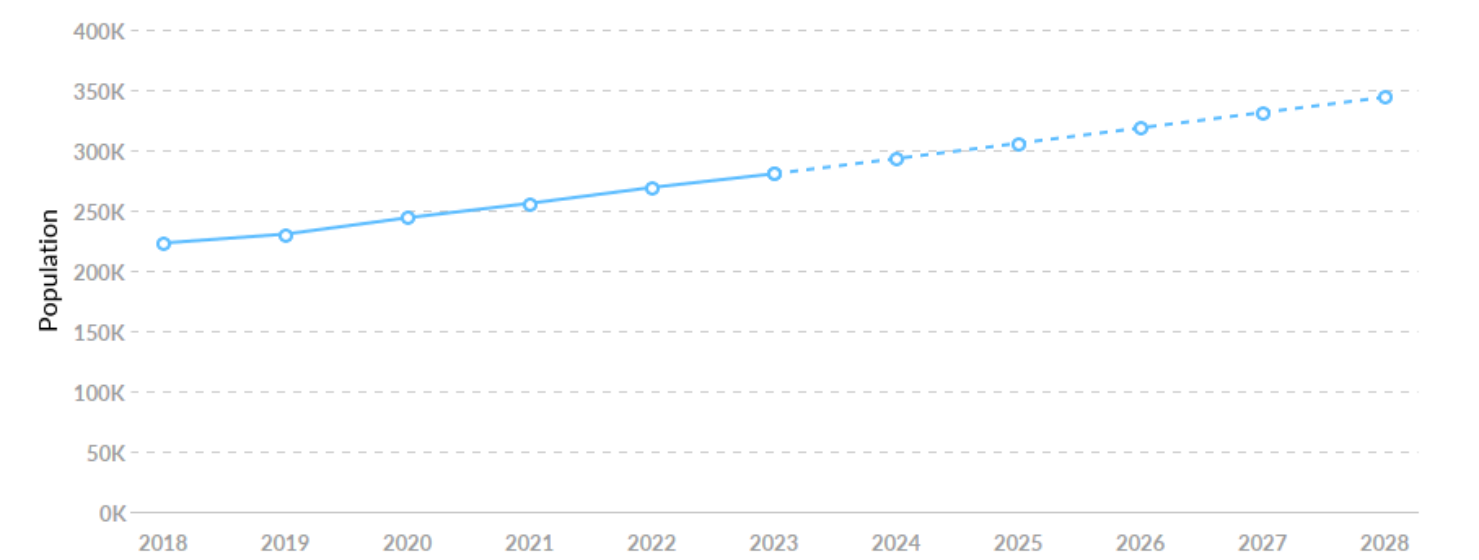


Ethnicity	Unemployment (Sep 2024)	% of Unemployed
Hispanic or Latino	1,859	36.49%
Not Hispanic or Latino	3,236	63.51%
Total	5,095	100.00%

# Historic & Projected Trends

## Population Trends

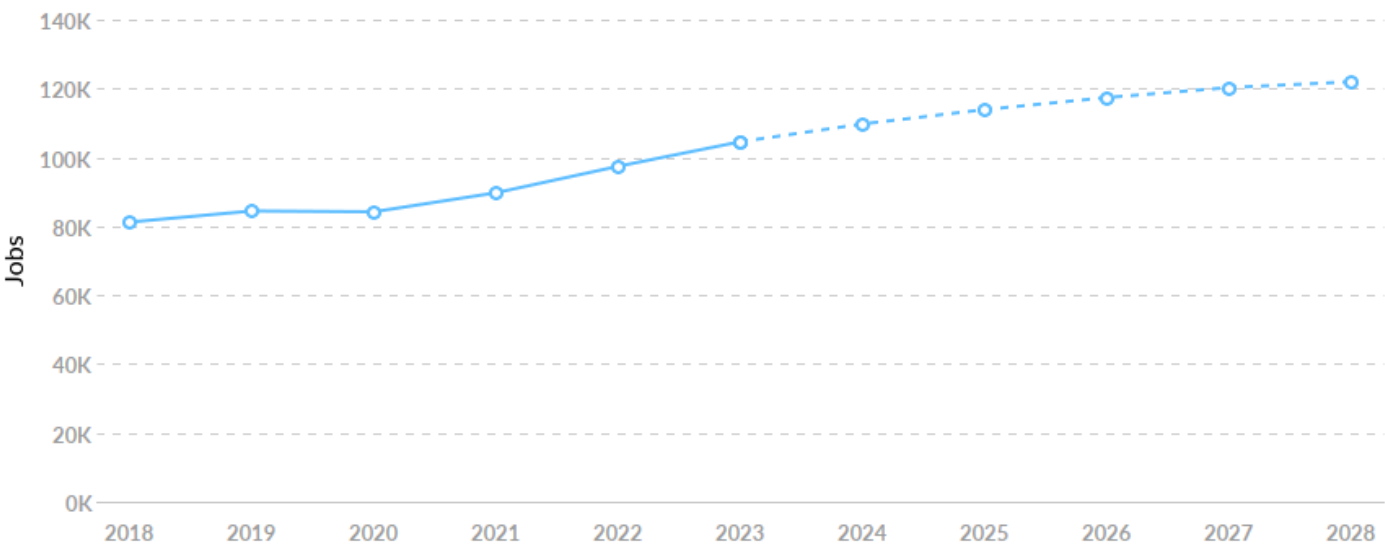
As of 2023 the region's population **increased by 25.8%** since 2018, growing by 57,558. Population is expected to **increase by 22.7%** between 2023 and 2028, adding 63,542.



Timeframe	Population
2018	222,928
2019	230,400
2020	243,968
2021	255,955
2022	269,103
2023	280,486
2024	293,047
2025	305,791
2026	318,545
2027	331,342
2028	344,028

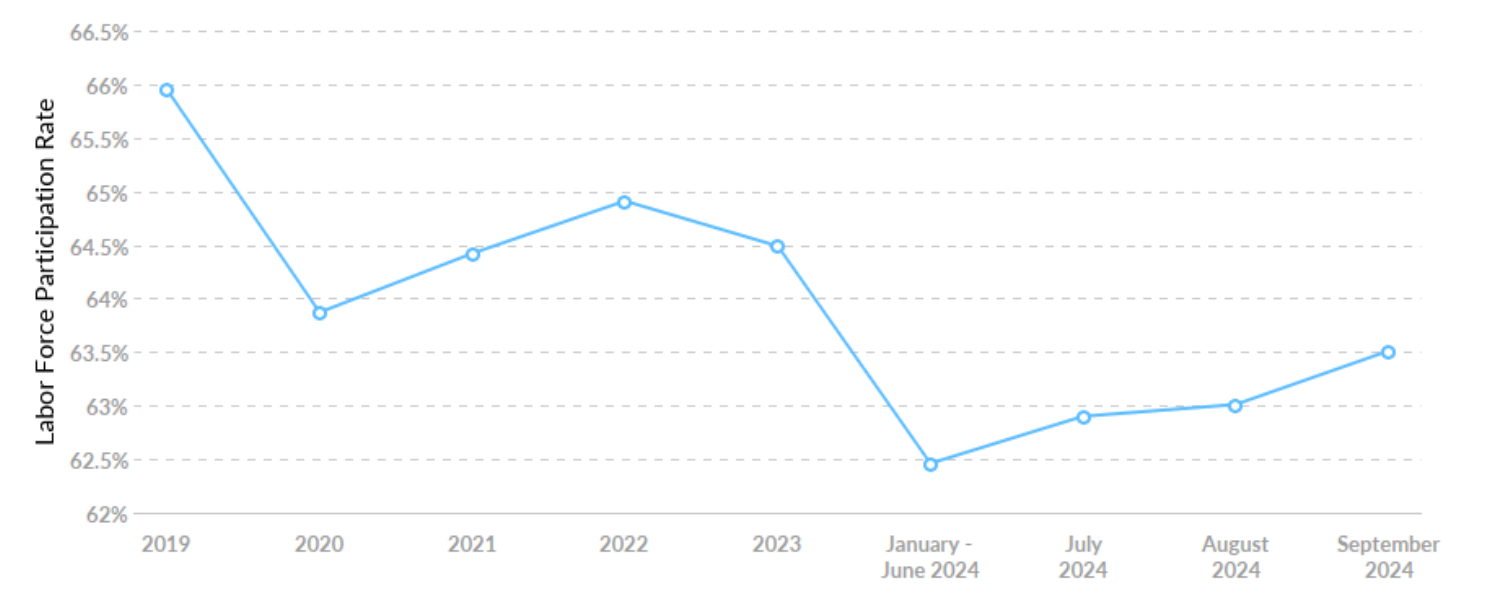
## Job Trends

From 2018 to 2023, jobs increased by 28.8% in Hays County, TX from 81,209 to 104,559. This change outpaced the national growth rate of 4.5% by 24.3%.



Timeframe	Jobs
2018	81,209
2019	84,436
2020	84,208
2021	89,732
2022	97,423
2023	104,559
2024	109,712
2025	113,889
2026	117,380
2027	120,284
2028	121,956

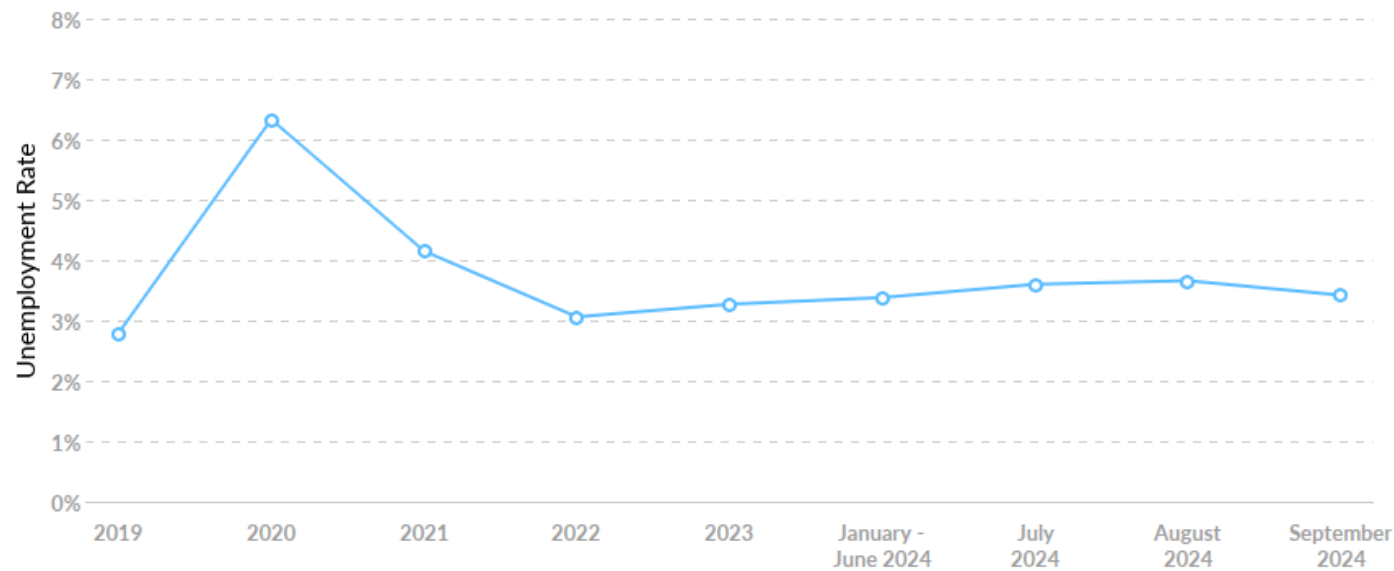
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	65.95%
2020	63.87%
2021	64.42%
2022	64.91%
2023	64.49%
January - June 2024	62.46%
July 2024	62.90%
August 2024	63.01%
September 2024	63.51%

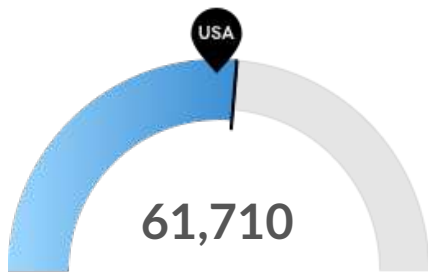
## Unemployment Rate Trends

Hays County, TX had a September 2024 unemployment rate of 3.42%, **increasing from 2.79% 5 years before.**



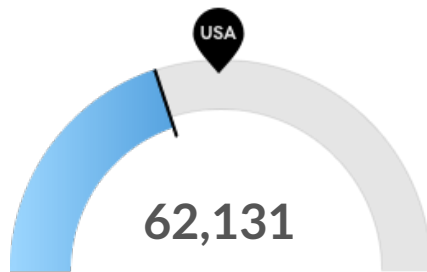
Timeframe	Unemployment Rate
2019	2.79%
2020	6.33%
2021	4.15%
2022	3.06%
2023	3.27%
January - June 2024	3.38%
July 2024	3.60%
August 2024	3.66%
September 2024	3.42%

## Population Characteristics



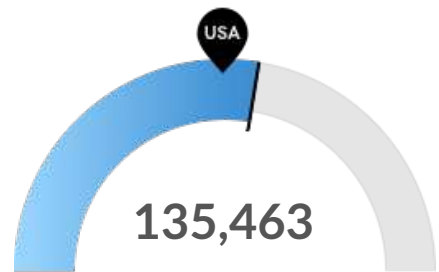
Millennials

Hays County, TX has 61,710 millennials (ages 25-39). The national average for an area this size is 56,990.



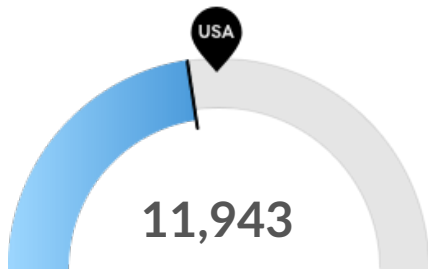
Retiring Soon

Retirement risk is low in Hays County, TX. The national average for an area this size is 84,672 people 55 or older, while there are 62,131 here.



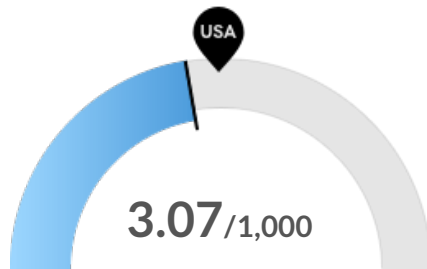
Racial Diversity

Racial diversity is high in Hays County, TX. The national average for an area this size is 116,814 racially diverse people, while there are 135,463 here.



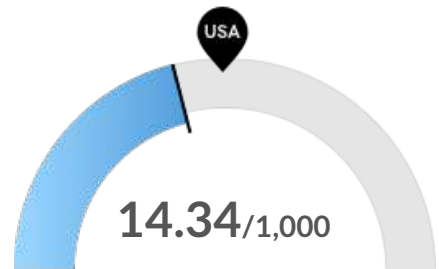
Veterans

Hays County, TX has 11,943 veterans. The national average for an area this size is 13,758.



Violent Crime

Hays County, TX has 3.07 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

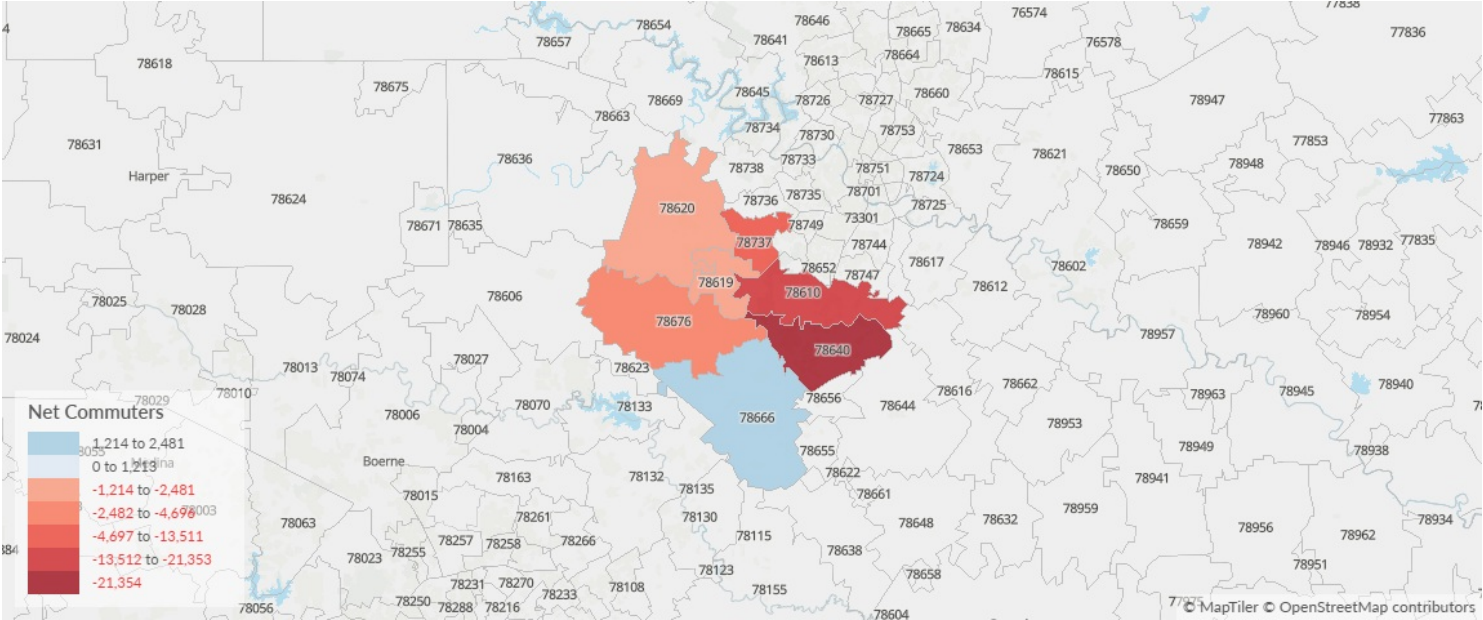


Property Crime

Hays County, TX has 14.34 property crimes per 1,000 people. The national rate is 18.22 per 1,000 people.

## Place of Work vs Place of Residence

Understanding where talent in Hays County, TX currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2023 Employment
78666	San Marcos, TX (in Hays...	42,789
78640	Kyle, TX (in Hays county)	17,495
78610	Buda, TX (in Hays count...	16,207
78620	Dripping Springs, TX (in ...	11,382
78737	Austin, TX (in Hays cou...	7,589

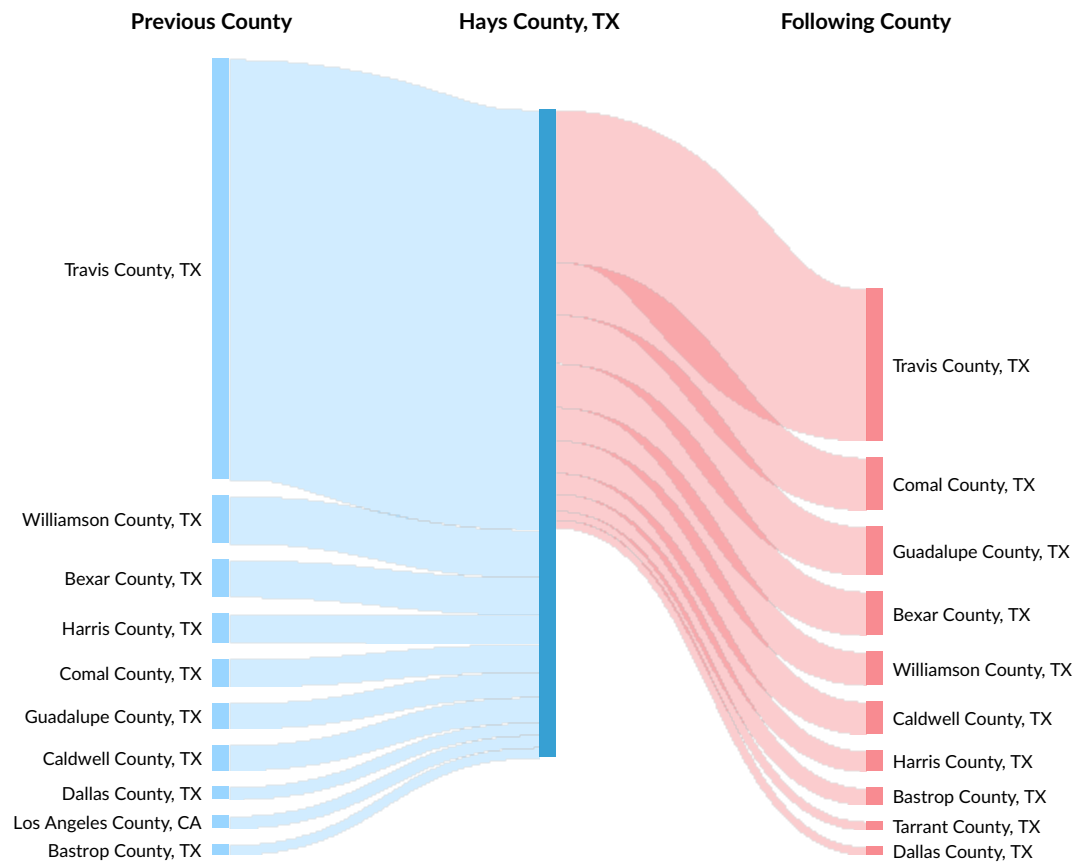
Where Talent Lives

ZIP	Name	2023 Workers
78666	San Marcos, TX (in Hays...	40,907
78640	Kyle, TX (in Hays county)	38,850
78610	Buda, TX (in Hays count...	29,719
78620	Dripping Springs, TX (in ...	12,595
78737	Austin, TX (in Hays cou...	12,285

# Inbound and Outbound Migration

The table below analyzes past and current residents of Hays County, TX. The left column shows residents of other counties migrating to Hays County, TX. The right column shows residents migrating from Hays County, TX to other counties.

As of 2022, 8,897 people have migrated from Travis County, TX to Hays County, TX. In the same year, 3,229 people left Hays County, TX migrating to Travis County, TX. The total Net Migration for Hays County, TX in 2022 was 6,746.

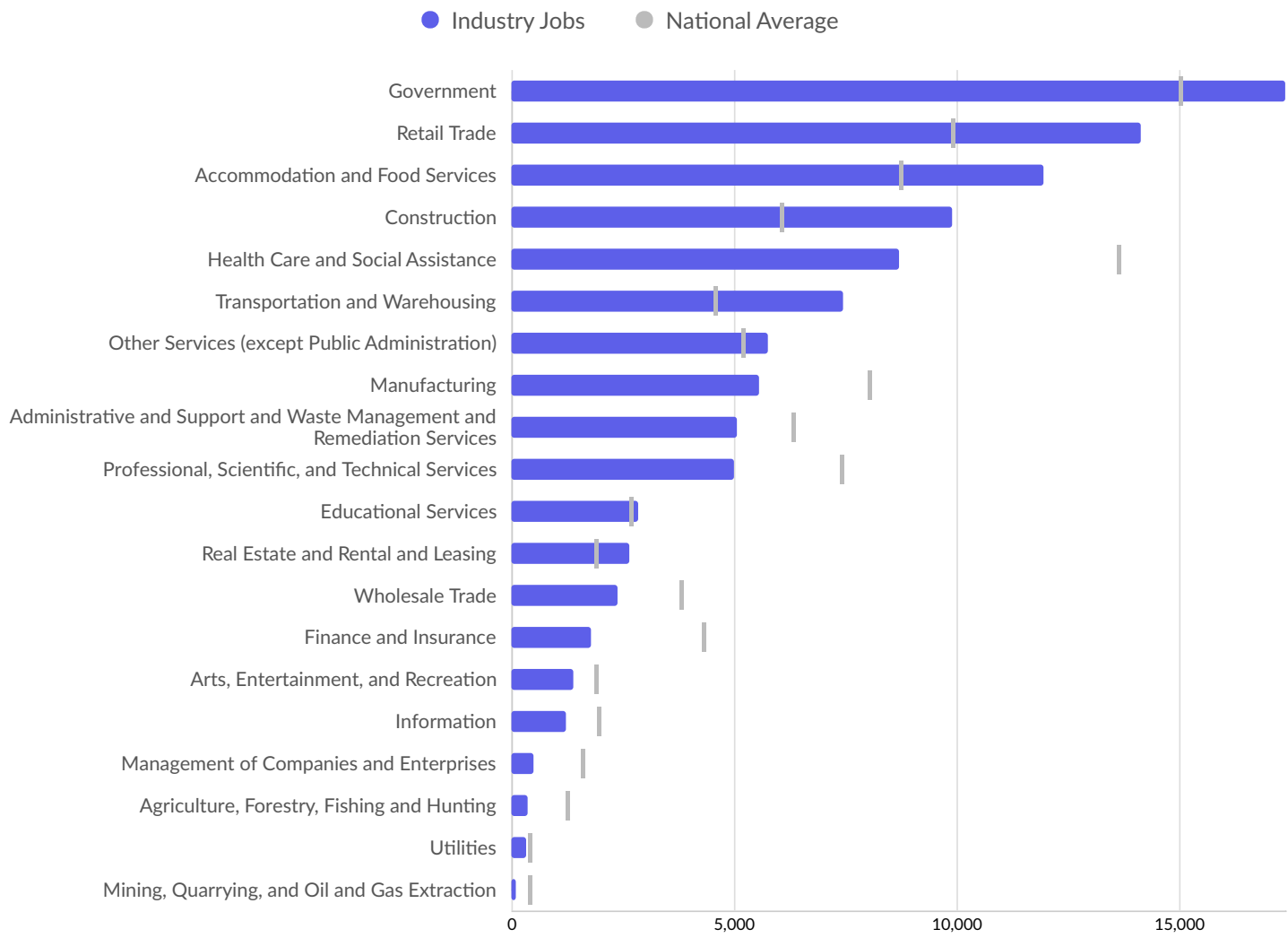


Top Previous Counties	Migrations
Travis County, TX	8,897
Williamson County, TX	1,007
Bexar County, TX	788
Harris County, TX	622
Comal County, TX	584
Guadalupe County, TX	538

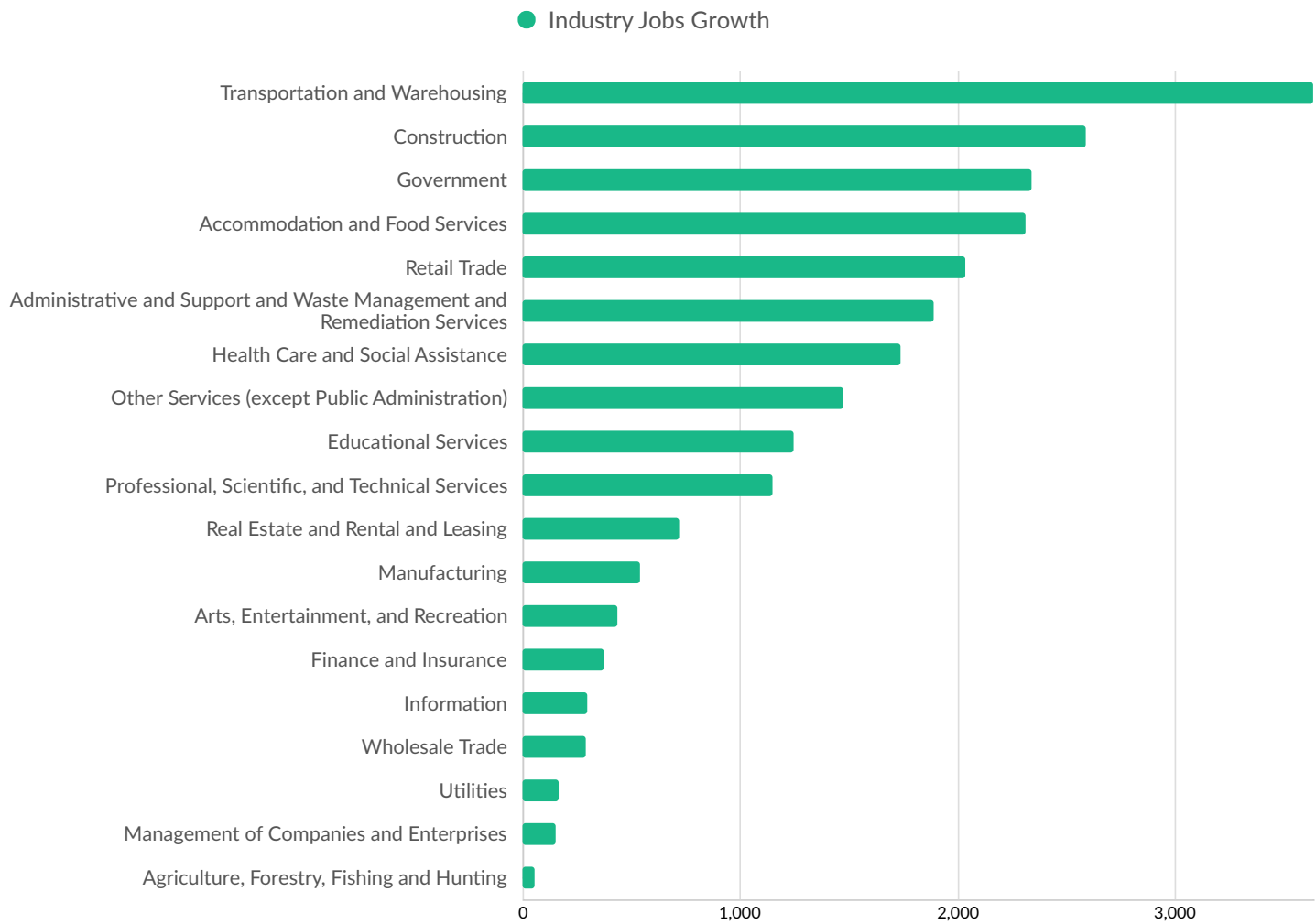
Top Previous Counties	Migrations
Caldwell County, TX	534
Dallas County, TX	268
Los Angeles County, CA	262
Bastrop County, TX	217
Tarrant County, TX	201
Montgomery County, TX	178
Orange County, CA	156
Collin County, TX	142
Fort Bend County, TX	139
Top Following Counties	Migrations
Travis County, TX	3,229
Comal County, TX	1,115
Guadalupe County, TX	1,026
Bexar County, TX	931
Williamson County, TX	705
Caldwell County, TX	687
Harris County, TX	440
Bastrop County, TX	361
Tarrant County, TX	184
Dallas County, TX	178
Bell County, TX	177
Blanco County, TX	162
Collin County, TX	116
Denton County, TX	116
Montgomery County, TX	116

# Industry Characteristics

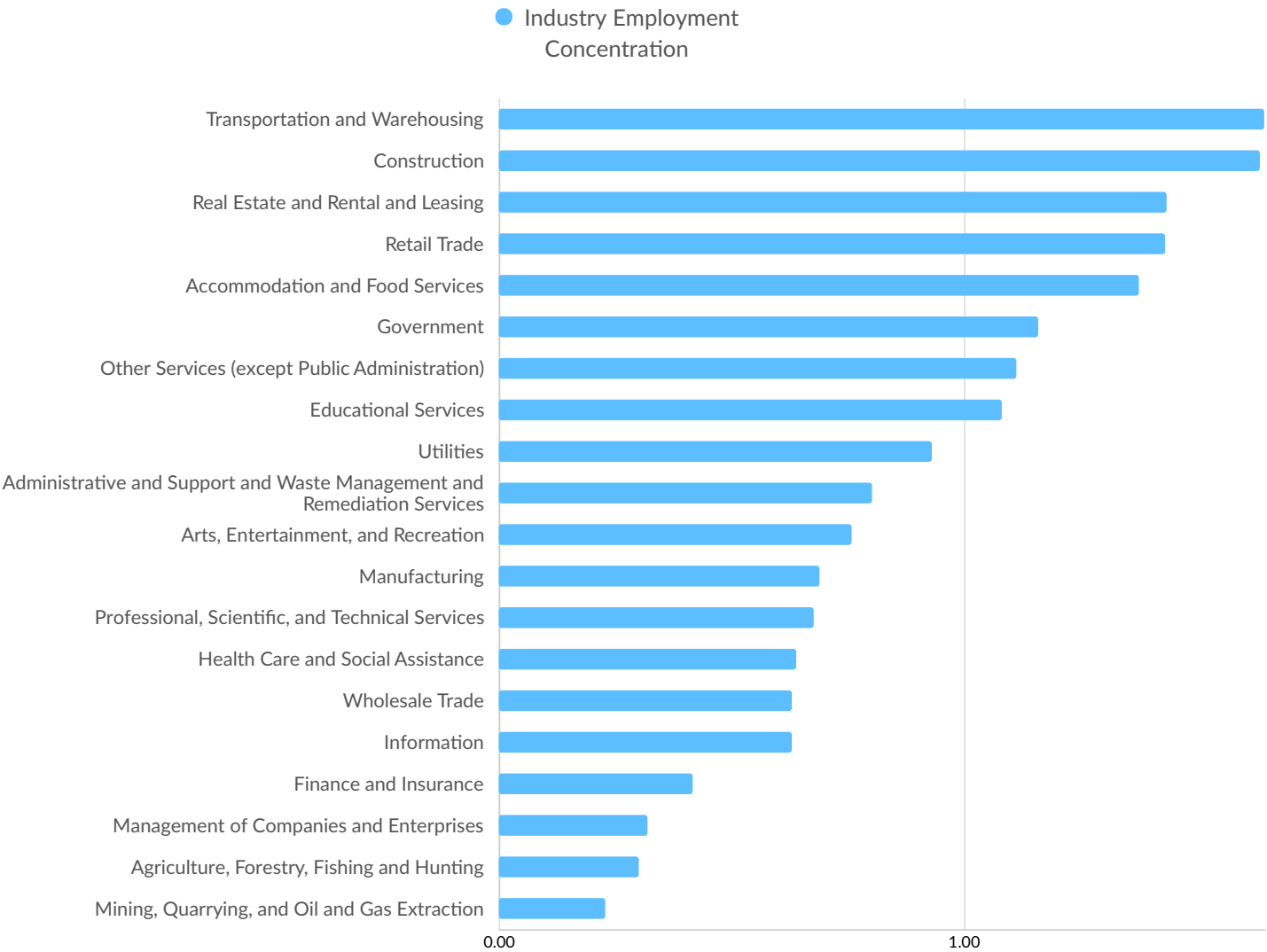
## Largest Industries



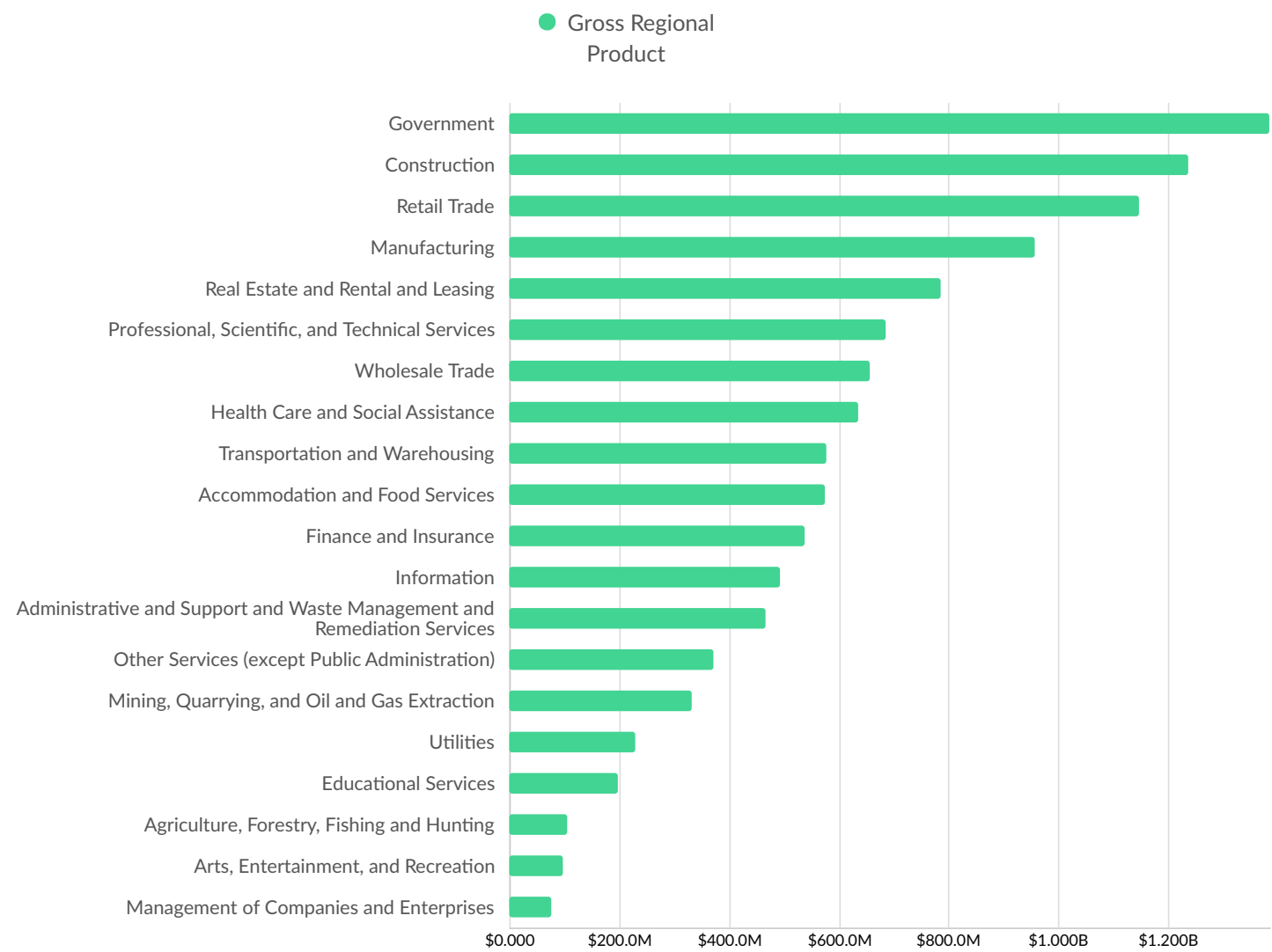
## Top Growing Industries



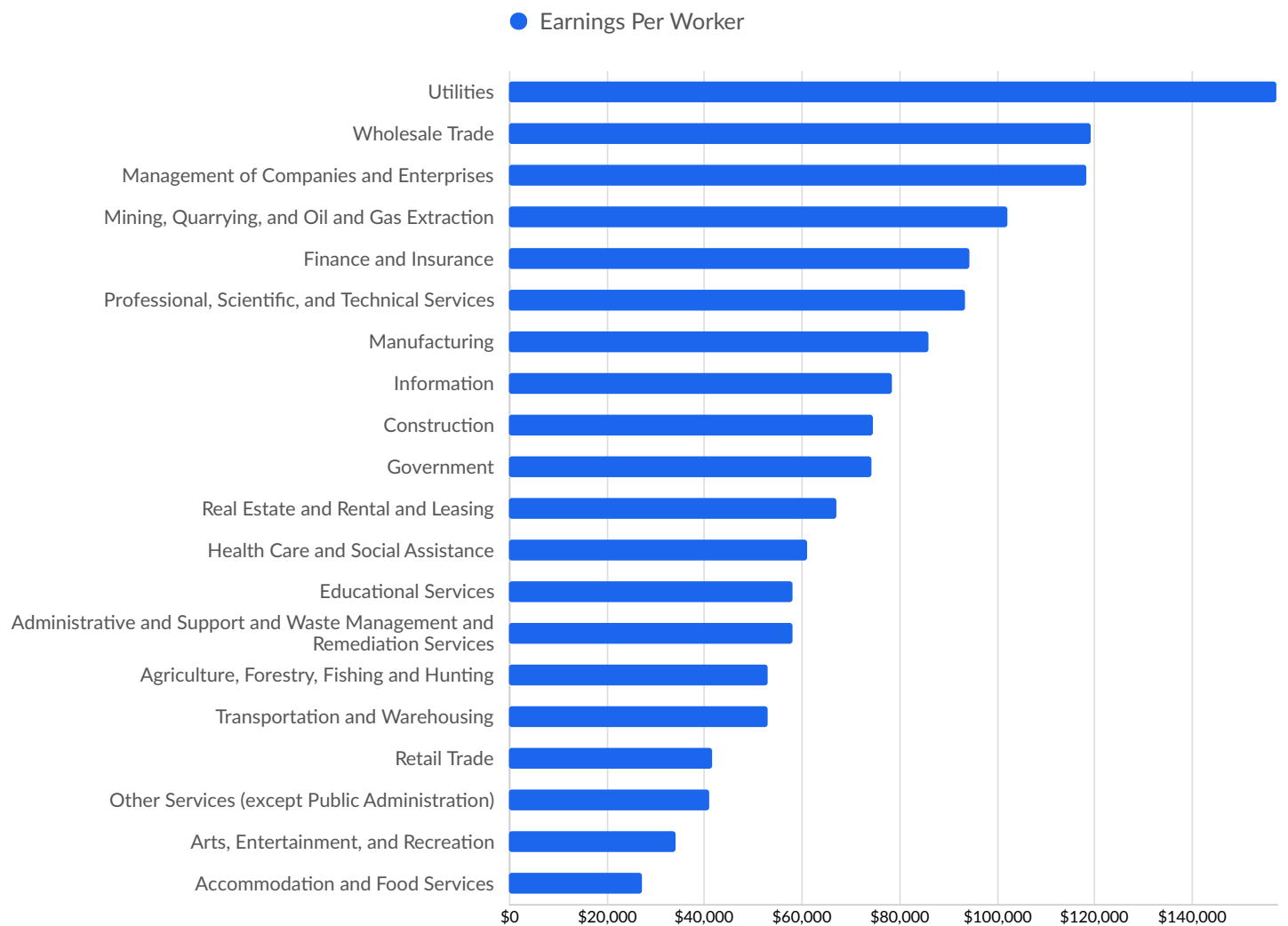
## Top Industry Employment Concentration



## Top Industry GRP



## Top Industry Earnings



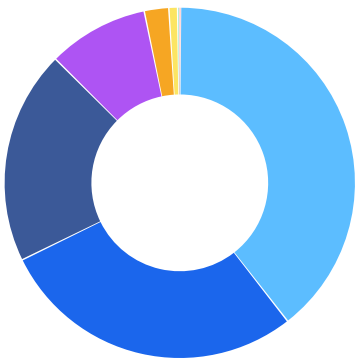
# Business Characteristics

## 24,431 Companies Employ Your Workers

Online profiles for your workers mention 24,431 companies as employers, with the top 10 appearing below. In the last 12 months, 4,635 companies in Hays County, TX posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Texas State University	3,913 <div></div>	Texas State University	688 <div></div>
Hays Cisd	729 <div></div>	CHRISTUS Health	659 <div></div>
H-E-B	693 <div></div>	Texas State University At San M...	551 <div></div>
State Of Texas	584 <div></div>	Hays Consolidated Independent...	343 <div></div>
Amazon	536 <div></div>	Ascension	268 <div></div>
Ascension	383 <div></div>	San Marcos Consolidated Indep...	212 <div></div>
The University of Texas System	375 <div></div>	Walmart	201 <div></div>
Austin Independent School Dist...	372 <div></div>	Sonic Healthcare USA	190 <div></div>
City of Austin	303 <div></div>	Texas Disposal Systems	182 <div></div>
United States Department of th...	261 <div></div>	Flagstone Roofing And Exteriors	177 <div></div>

## Business Size

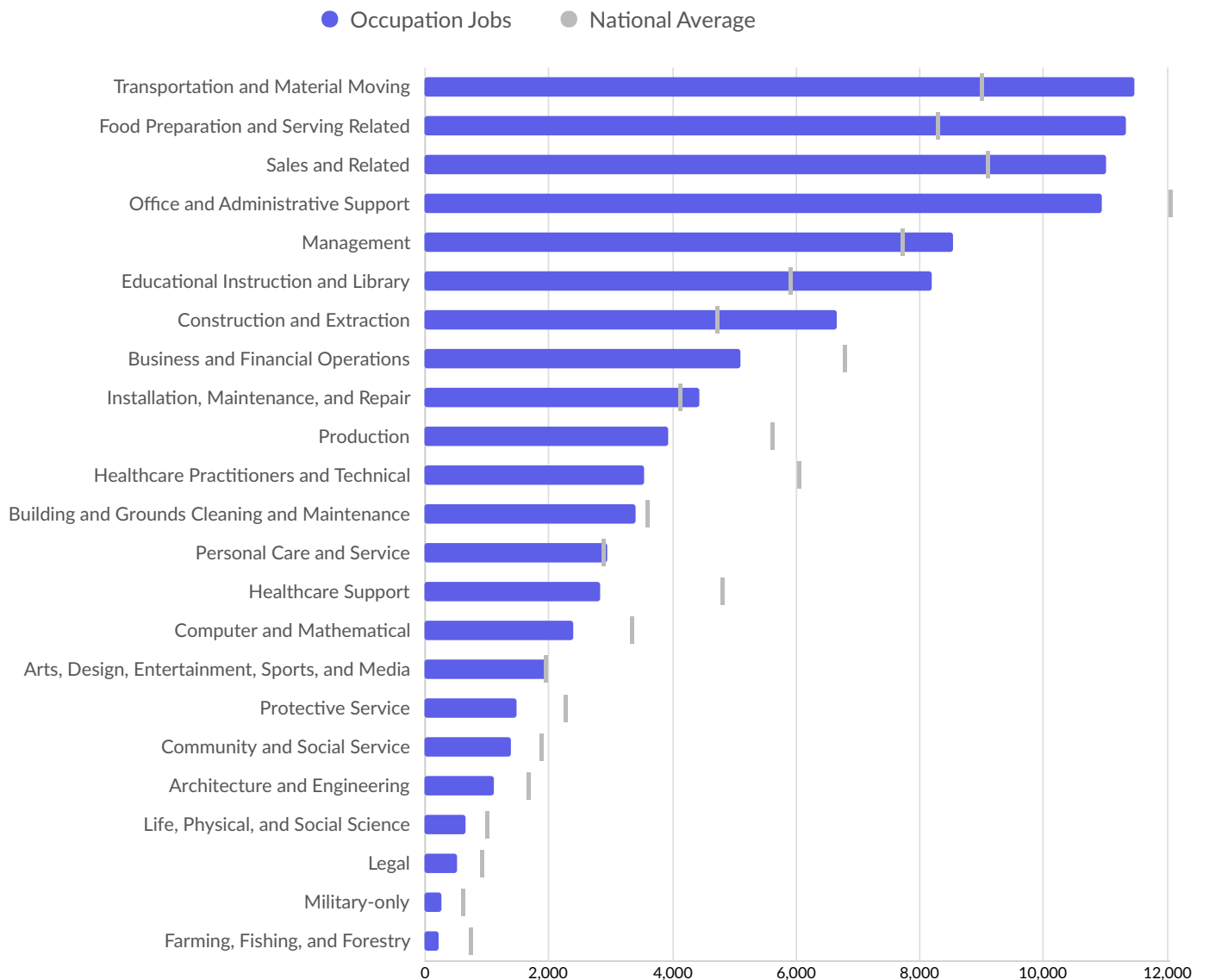


	Percentage	Business Count
1 to 4 employees	39.4%	3,647
5 to 9 employees	28.3%	2,621
10 to 19 employees	19.7%	1,824
20 to 49 employees	9.3%	859
50 to 99 employees	2.3%	209
100 to 249 employees	0.8%	74
250 to 499 employees	0.2%	16
500+ employees	0.1%	9

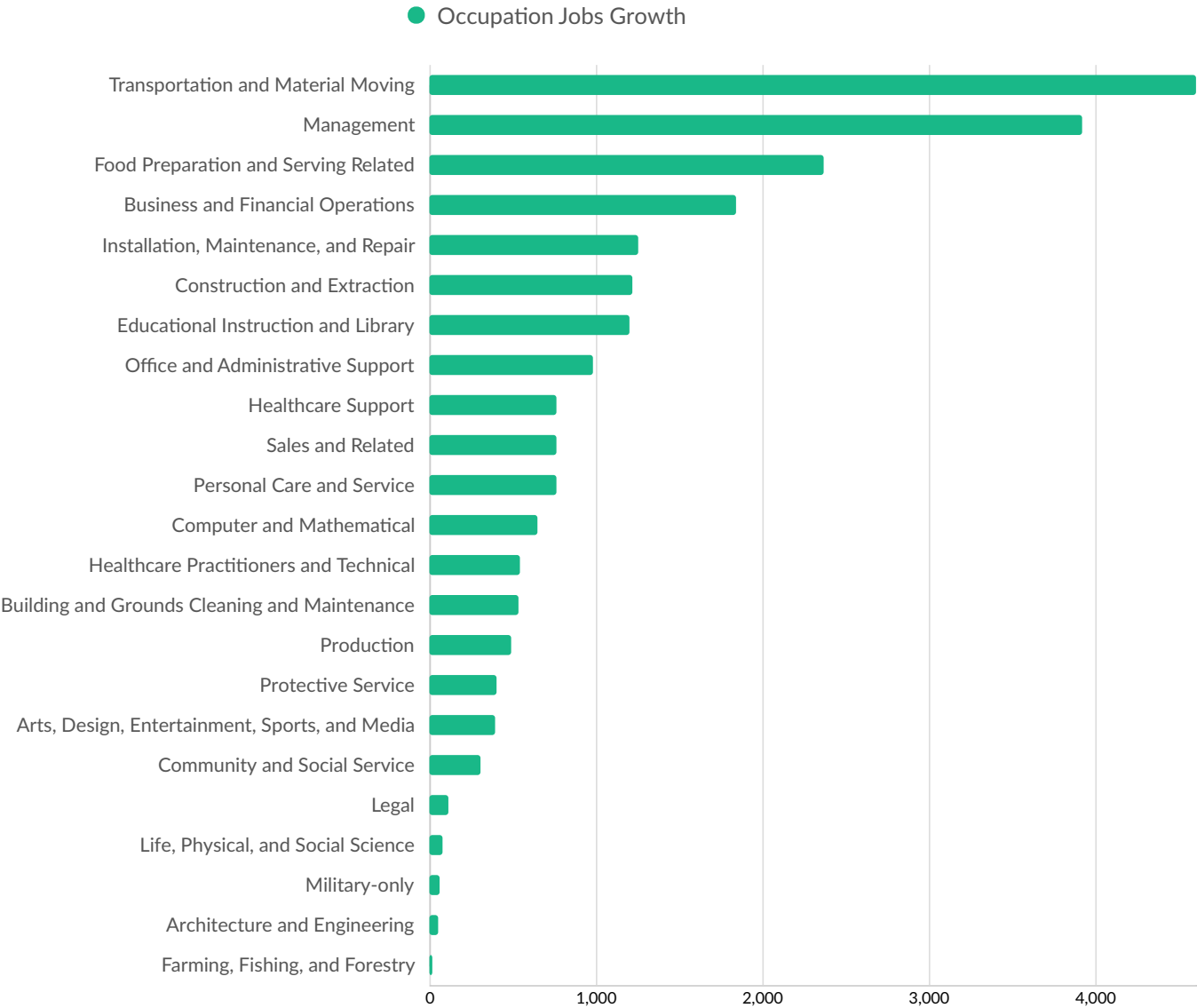
*\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

# Workforce Characteristics

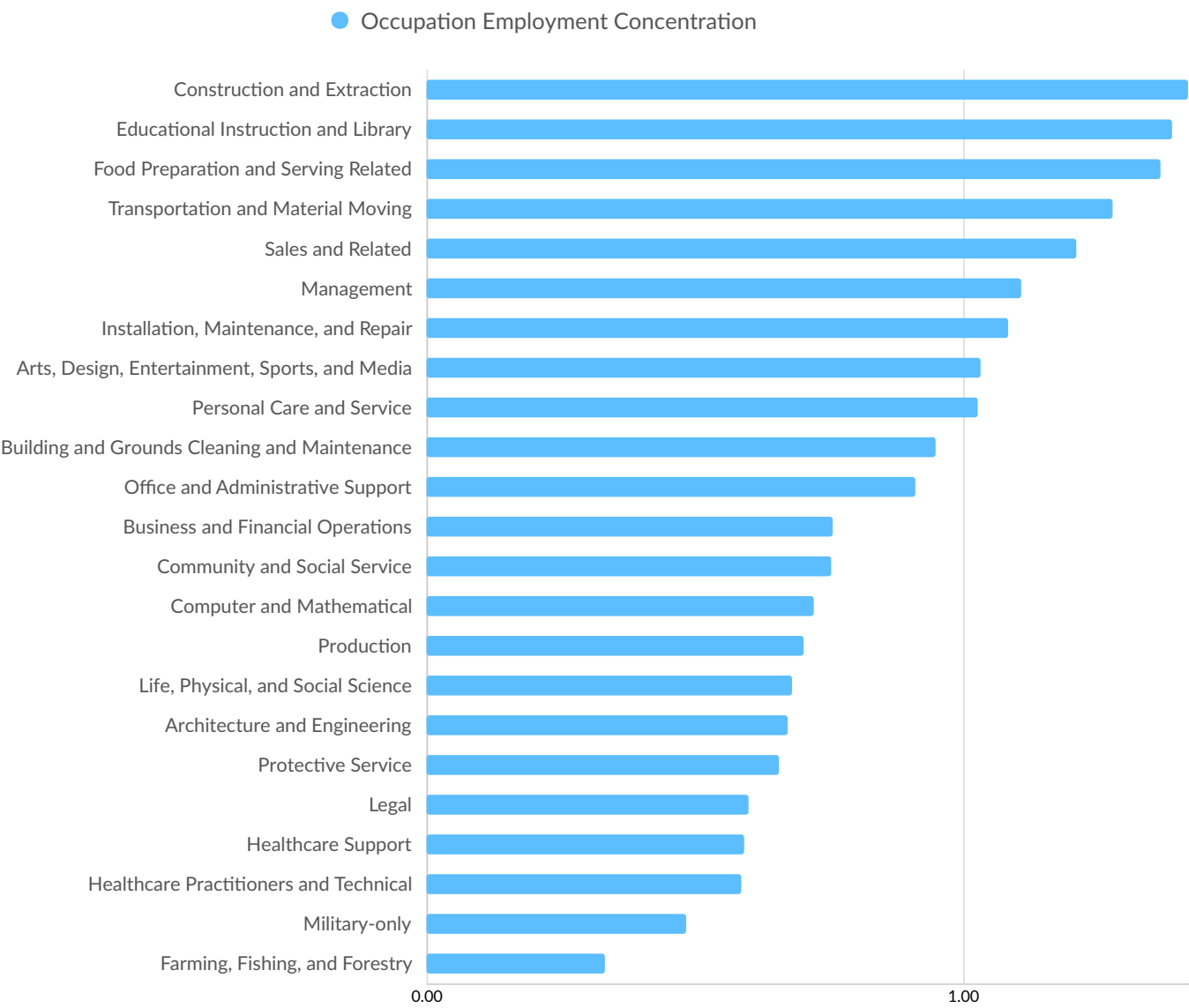
## Largest Occupations



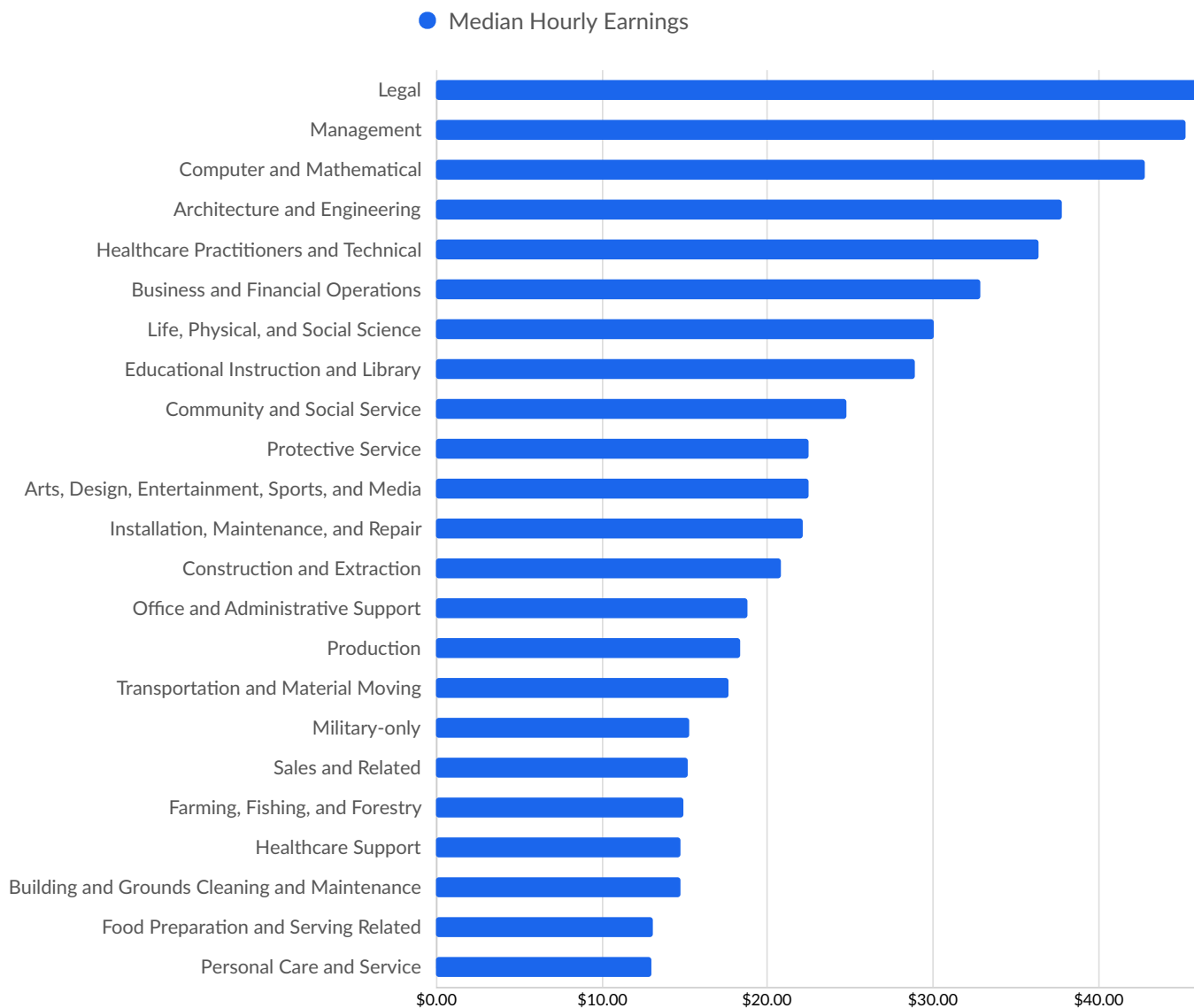
## Top Growing Occupations



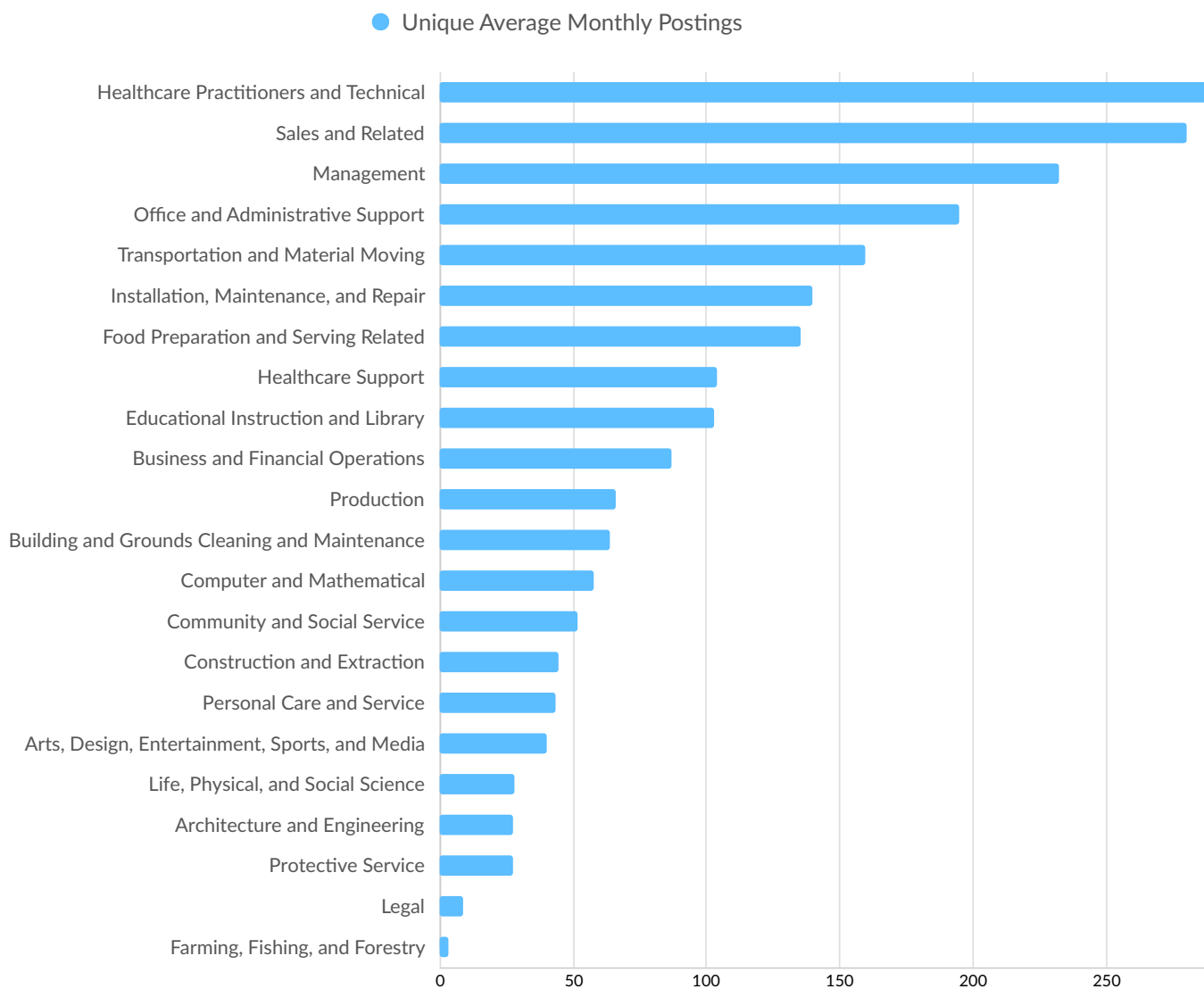
# Top Occupation Employment Concentration



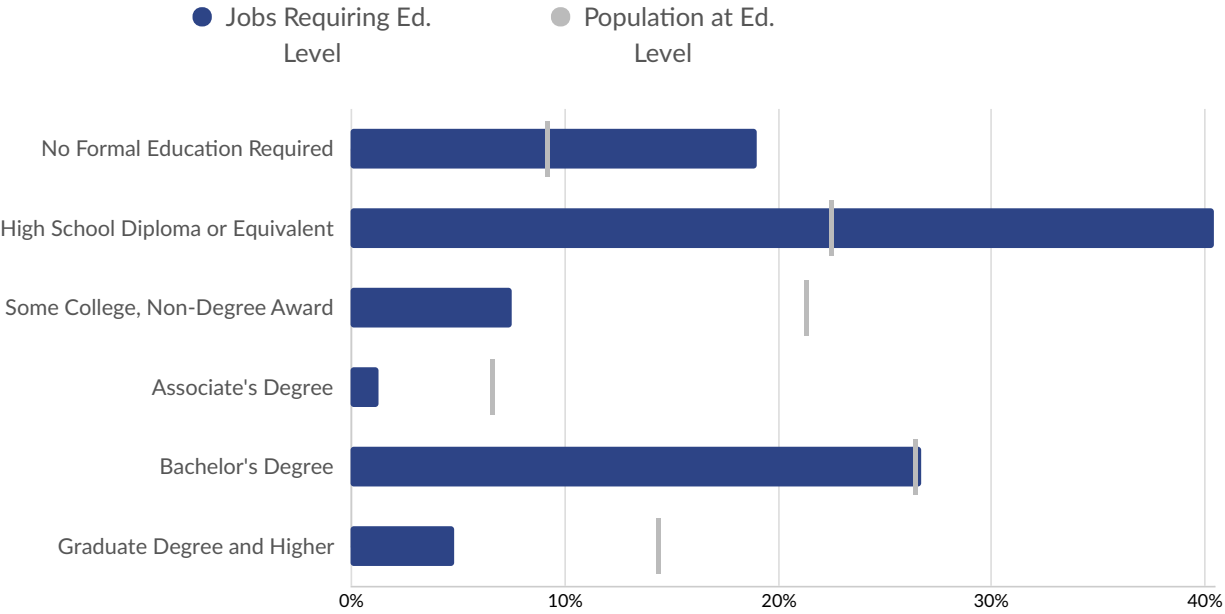
## Top Occupation Earnings



## Top Posted Occupations

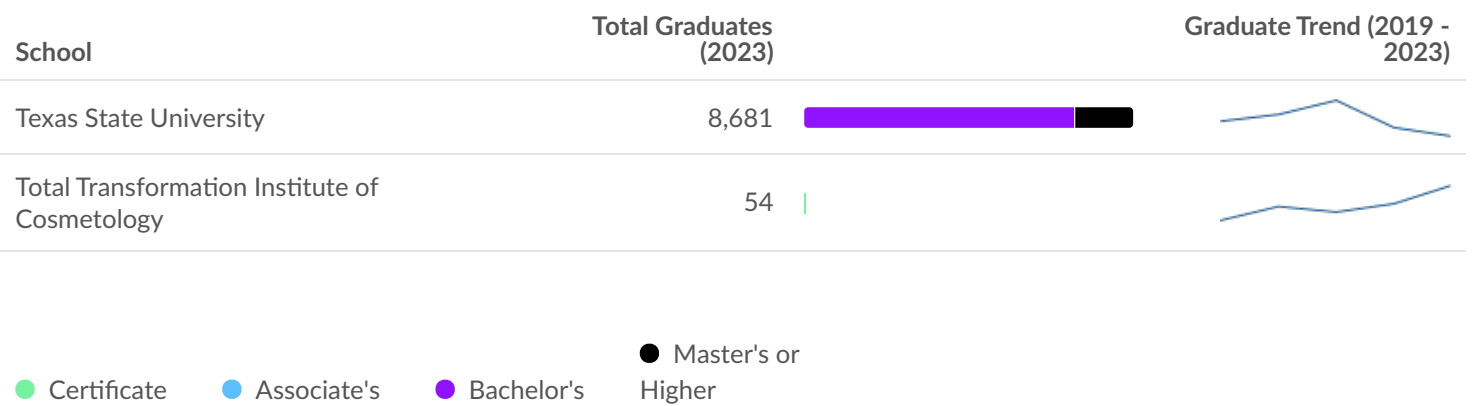


Underemployment



## Educational Pipeline

In 2023, there were 8,735 graduates in Hays County, TX. This pipeline has shrunk by 2% over the last 5 years. The highest share of these graduates come from "Psychology, General" (Bachelor's), "Business Administration and Management, General" (Bachelor's), and "Exercise Science and Kinesiology" (Bachelor's).



# In-Demand Skills

