



Hays County, TX

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Report Parameters

1 County

48209 Hays County, TX

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).

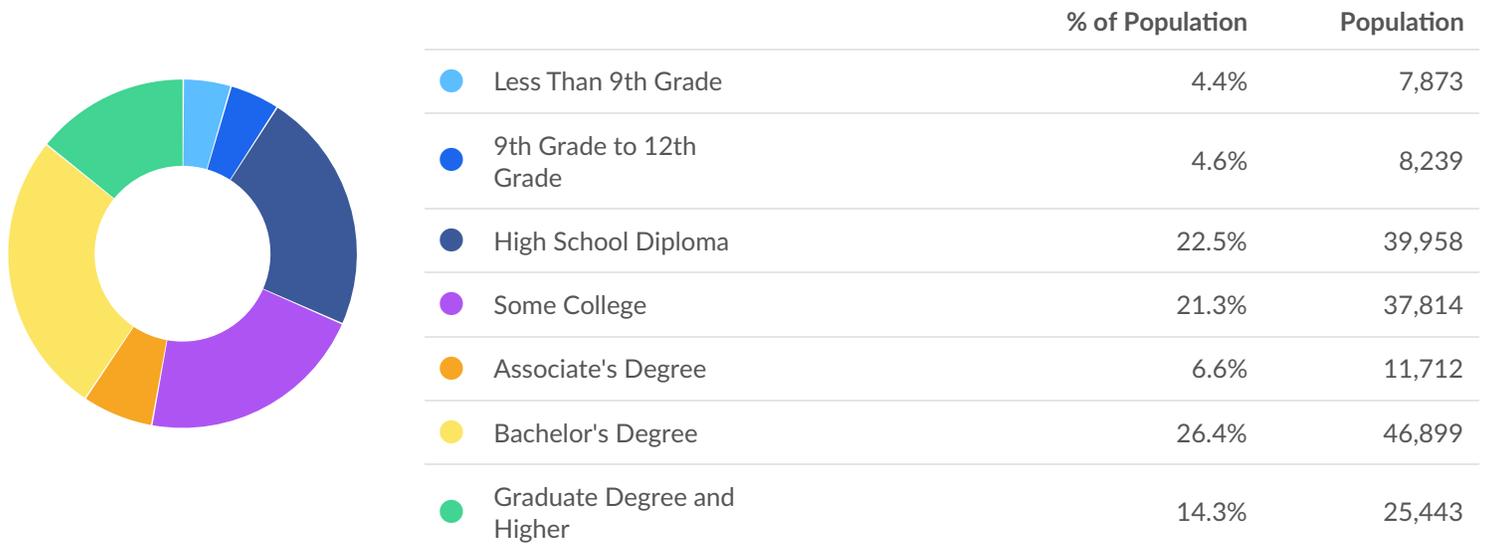
| | Population (2024) | Labor Force (Sep 2024) | Jobs (2023) | Cost of Living | GRP | Imports | Exports |
|--------|-------------------|------------------------|-------------|----------------|----------|----------|----------|
| Region | 293,047 | 148,949 | 104,559 | 94.8 | \$13.04B | \$18.34B | \$10.46B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

Sep 2024 Labor Force Breakdown



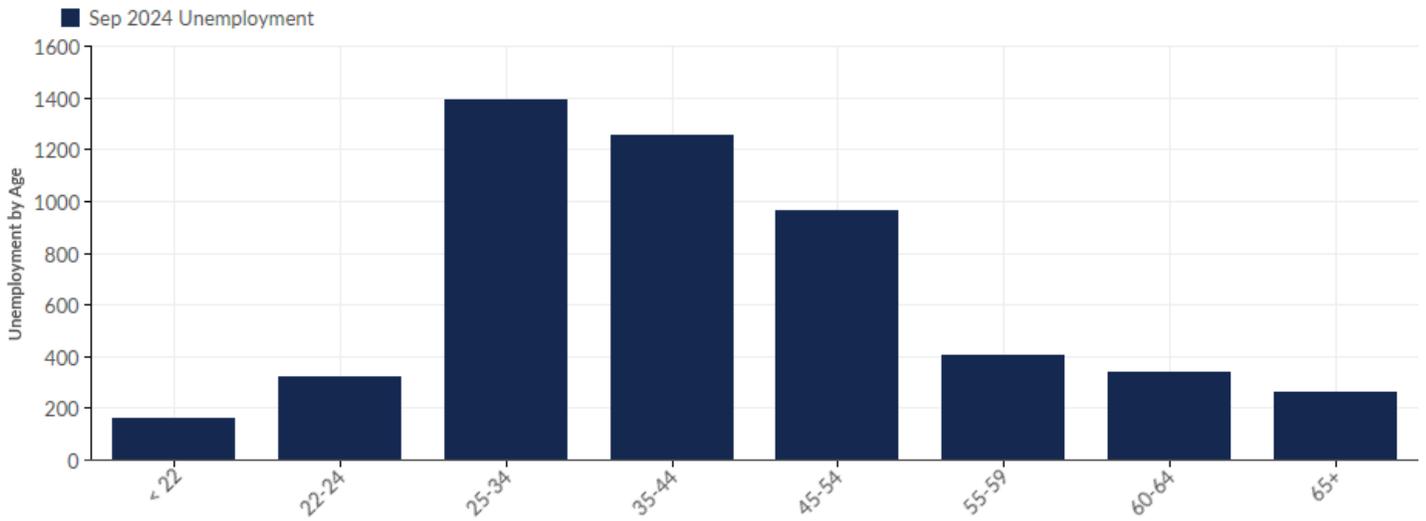
Educational Attainment

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).



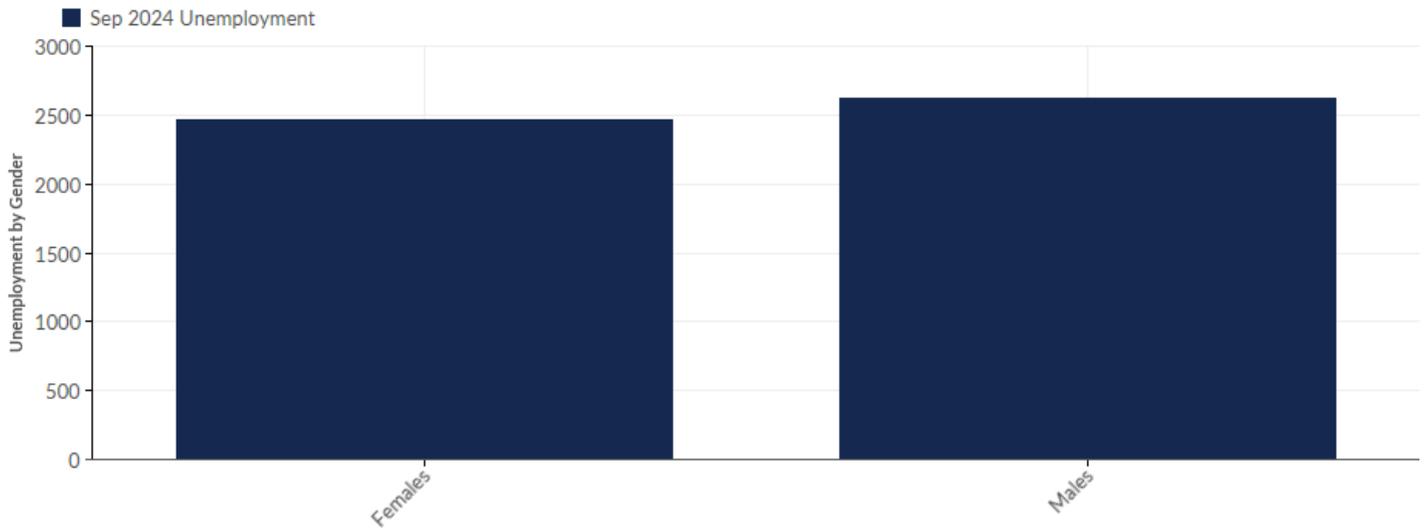
Unemployment by Demographics

Unemployment by Age



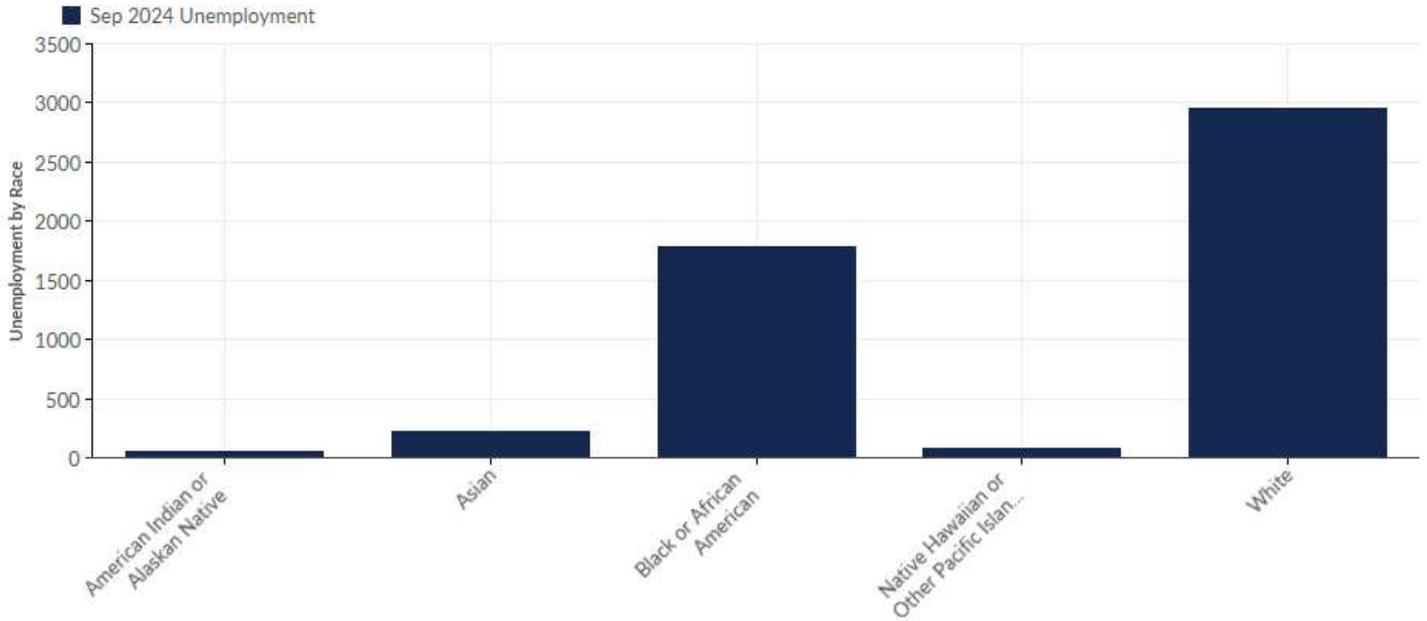
| Age | Unemployment (Sep 2024) | % of Unemployed |
|-------|-------------------------|-----------------|
| < 22 | 162 | 3.18% |
| 22-24 | 323 | 6.34% |
| 25-34 | 1,390 | 27.28% |
| 35-44 | 1,254 | 24.61% |
| 45-54 | 964 | 18.92% |
| 55-59 | 407 | 7.99% |
| 60-64 | 337 | 6.61% |
| 65+ | 259 | 5.08% |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

Unemployment by Gender



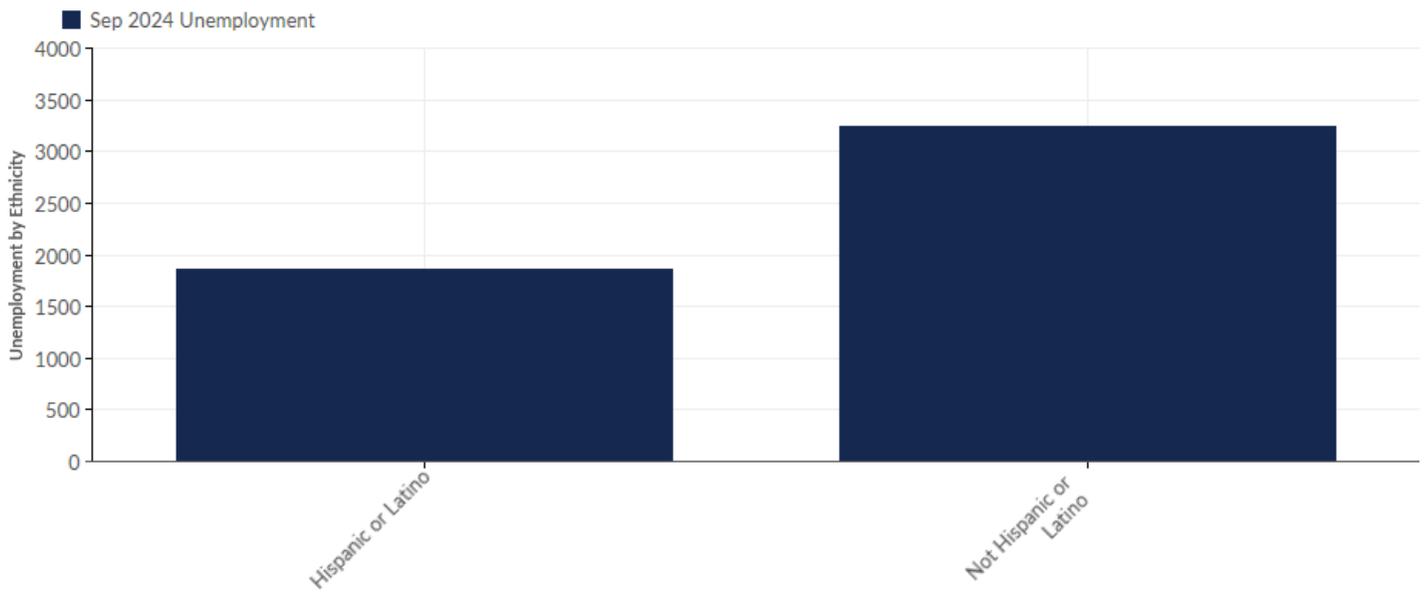
| Gender | Unemployment (Sep 2024) | % of Unemployed |
|---------|-------------------------|-----------------|
| Females | 2,470 | 48.48% |
| Males | 2,625 | 51.52% |
| Total | 5,095 | 100.00% |

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

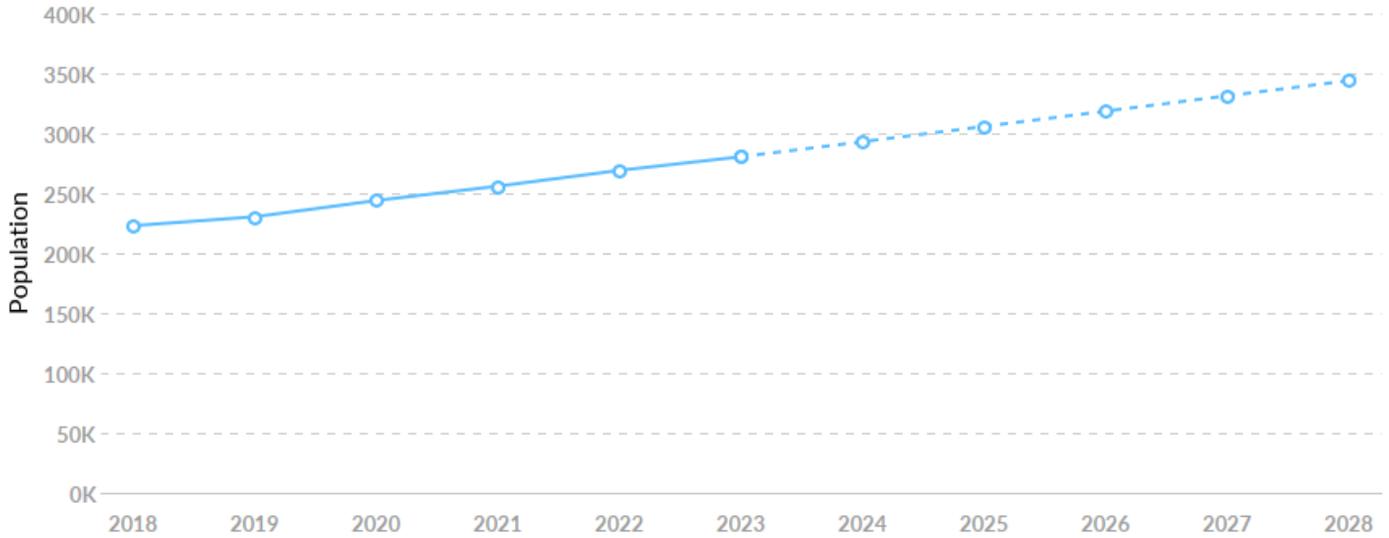


| Ethnicity | Unemployment (Sep 2024) | % of Unemployed |
|------------------------|-------------------------|-----------------|
| Hispanic or Latino | 1,859 | 36.49% |
| Not Hispanic or Latino | 3,236 | 63.51% |
| Total | 5,095 | 100.00% |

Historic & Projected Trends

Population Trends

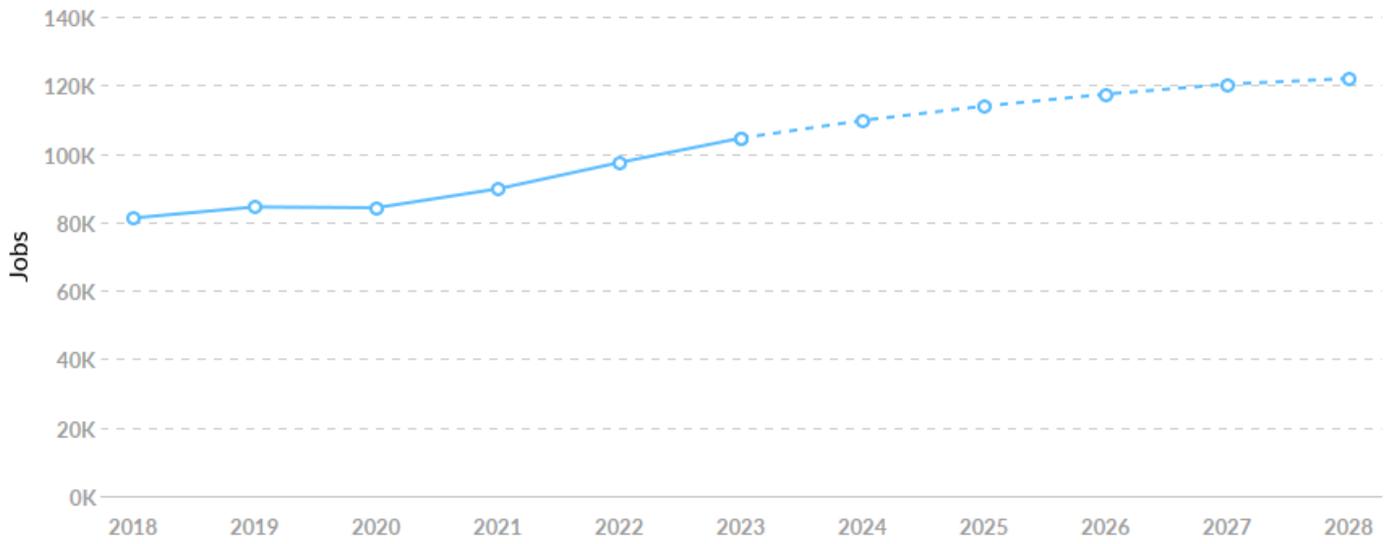
As of 2023 the region's population **increased by 25.8%** since 2018, growing by 57,558. Population is expected to **increase by 22.7%** between 2023 and 2028, adding 63,542.



| 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 |

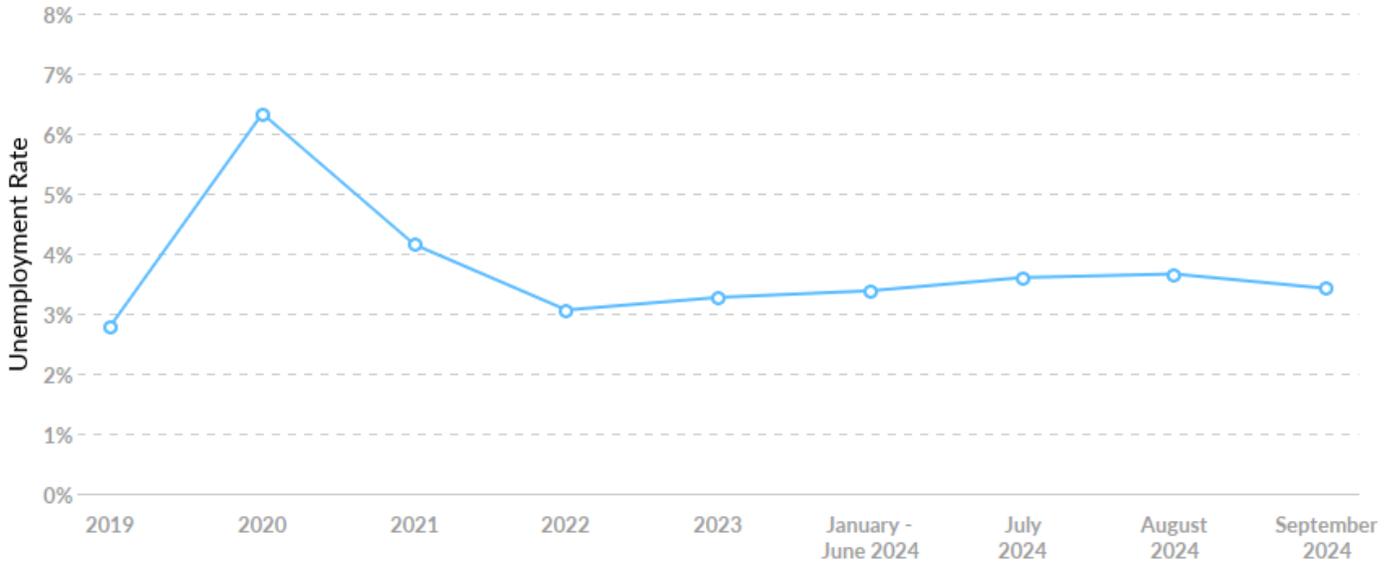
Labor Force Participation Rate Trends



| 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% |

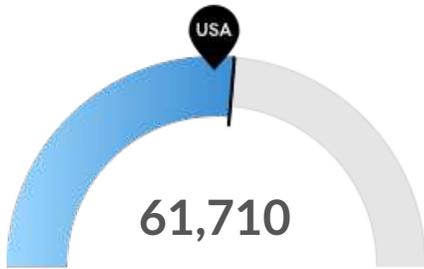
Unemployment Rate Trends

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



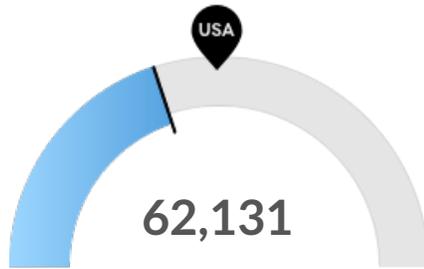
| Timeframe | Unemployment Rate |
|---------------------|-------------------|
| 2019 | 2.79% |
| 2020 | 6.33% |
| 2021 | 4.15% |
| 2022 | 3.06% |
| 2023 | 3.27% |
| January - June 2024 | 3.38% |
| July 2024 | 3.60% |
| August 2024 | 3.66% |
| September 2024 | 3.42% |

Population Characteristics



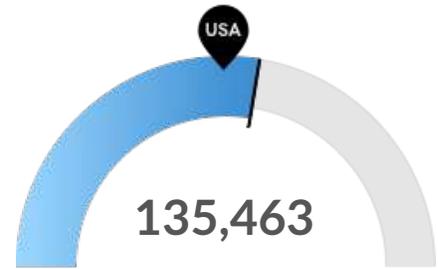
Millennials

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



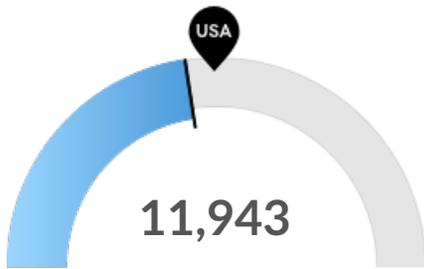
Retiring Soon

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.



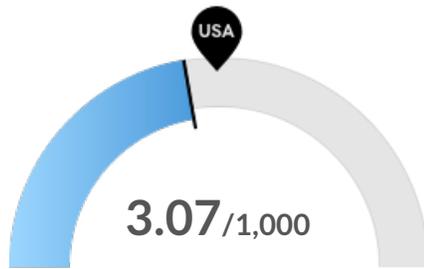
Racial Diversity

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.



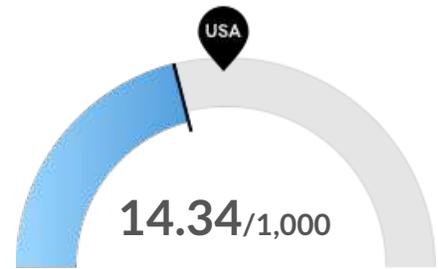
Veterans

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.

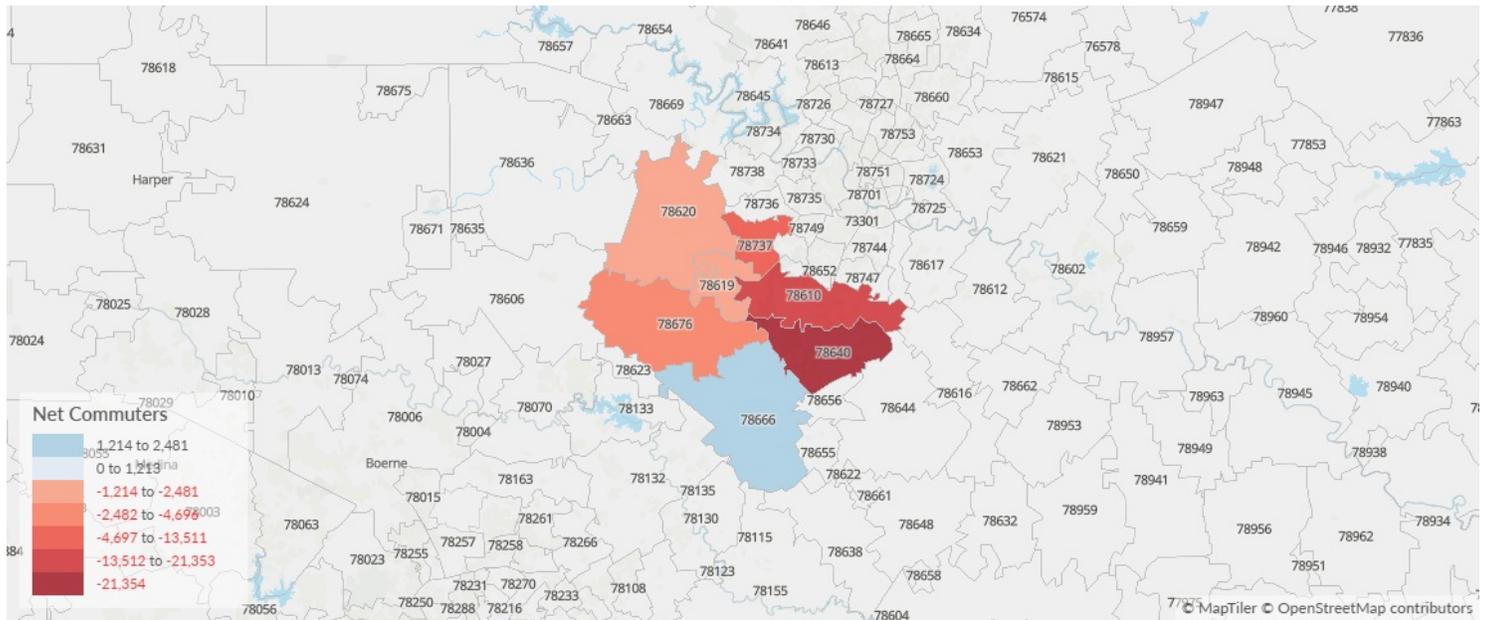


Property Crime

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

Where Talent Lives

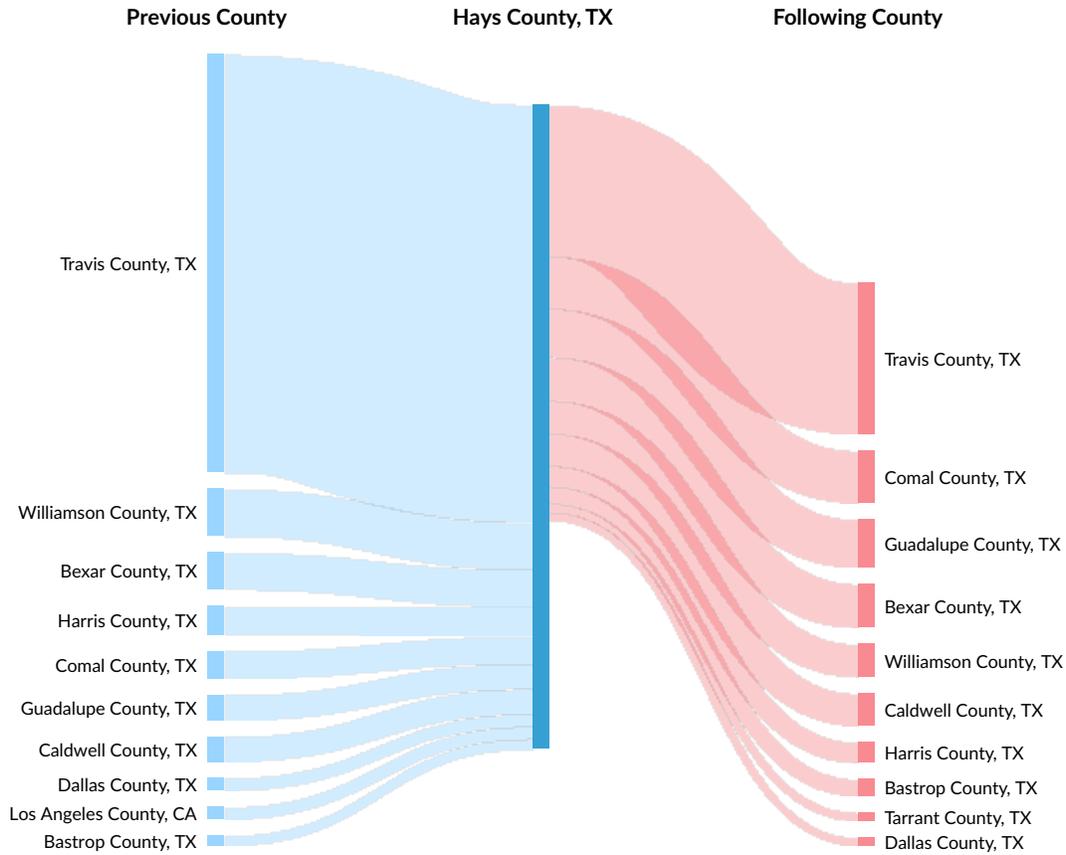
| ZIP | Name | 2023 Employment |
|-------|------------------------------|-----------------|
| 78666 | San Marcos, TX (in Hays... | 42,789 |
| 78640 | Kyle, TX (in Hays county) | 17,495 |
| 78610 | Buda, TX (in Hays count... | 16,207 |
| 78620 | Dripping Springs, TX (in ... | 11,382 |
| 78737 | Austin,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

| 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**.

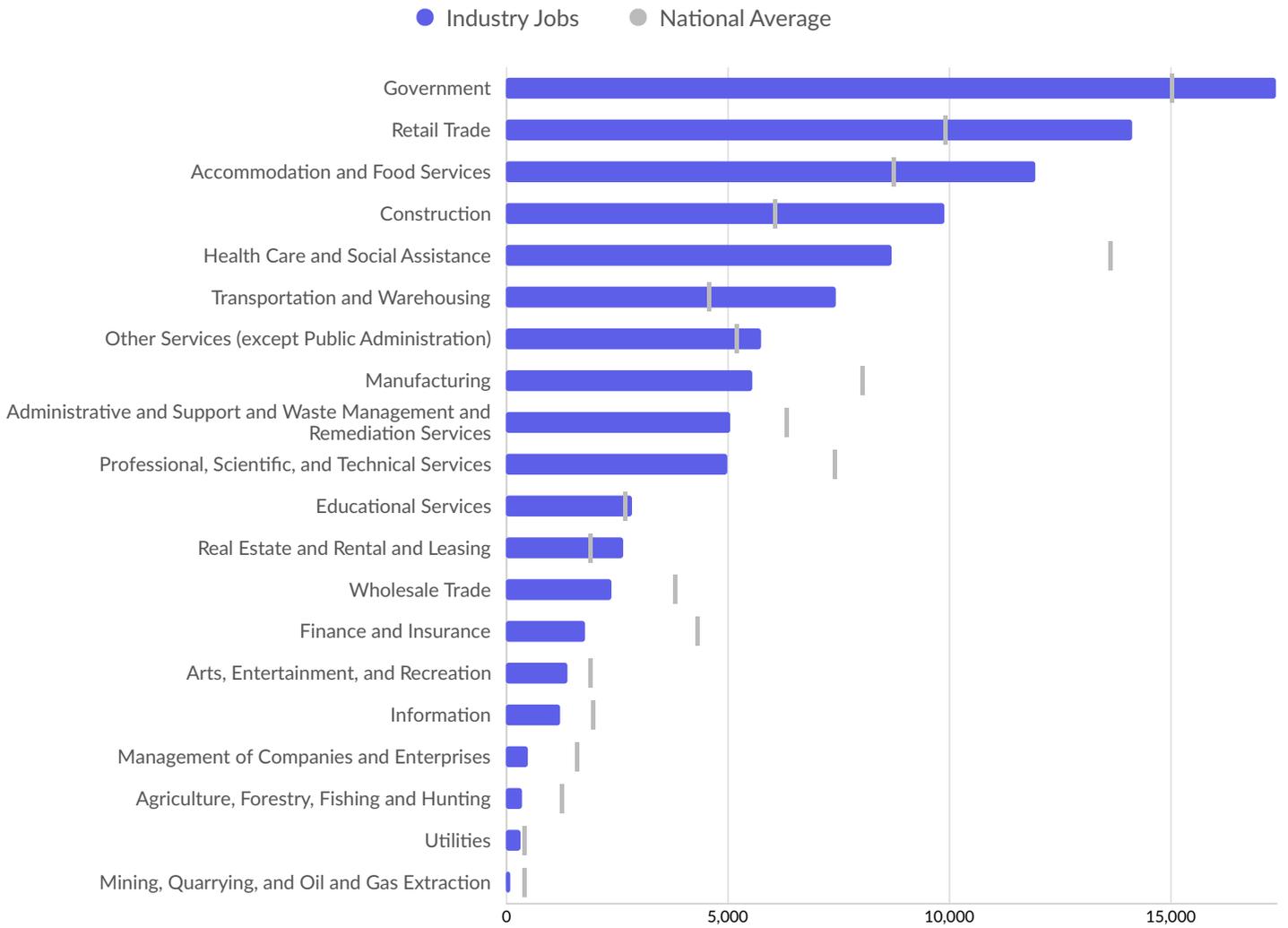


| Top Previous Counties | Migrations |
|-----------------------|------------|
| Travis County, TX | 8,897 |
| Williamson County, TX | 1,007 |
| Bexar County, TX | 788 |
| Harris County, TX | 622 |
| Comal County, TX | 584 |
| Guadalupe County, TX | 538 |

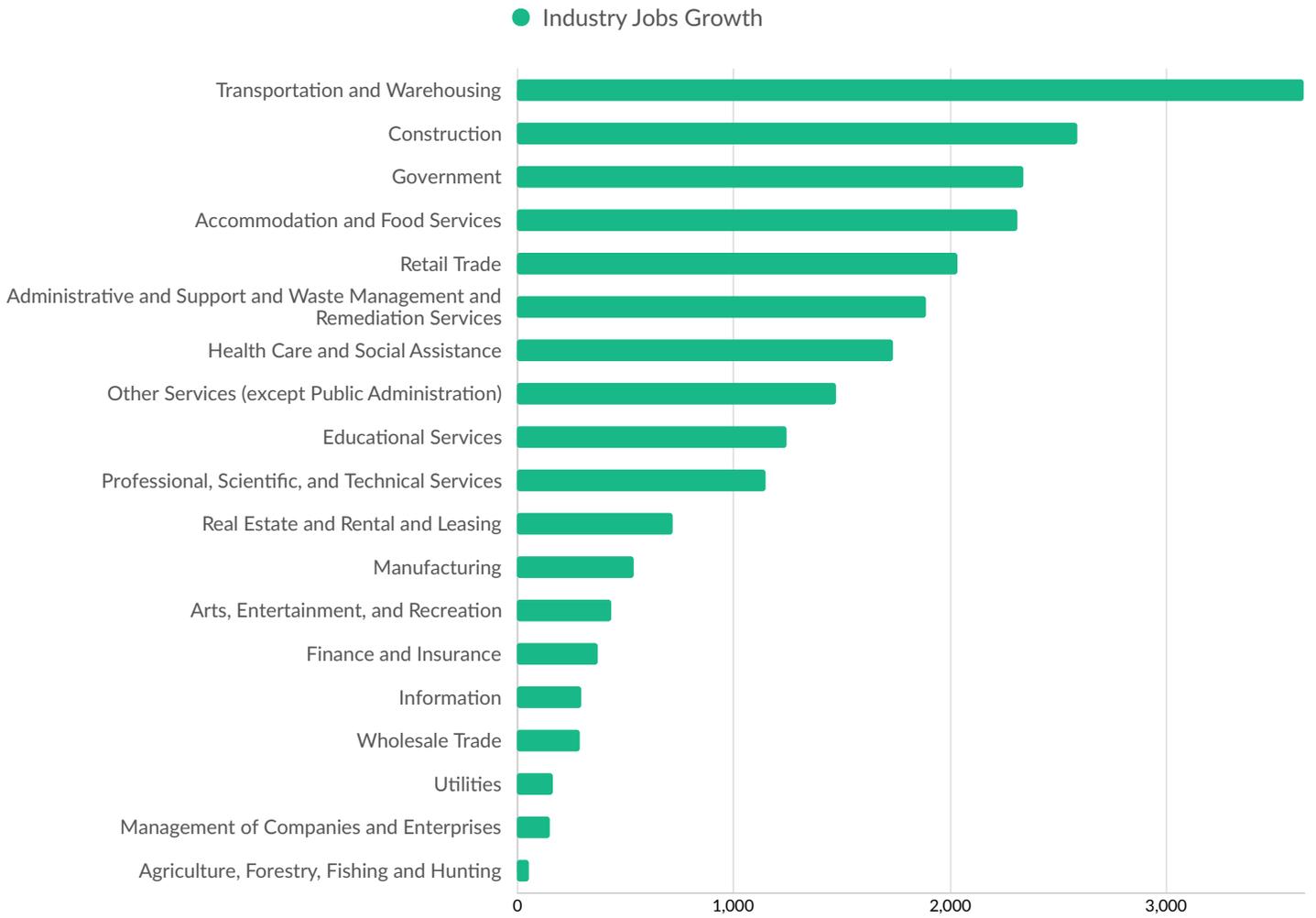
| Top Previous Counties | Migrations |
|------------------------|------------|
| Caldwell County, TX | 534 |
| Dallas County, TX | 268 |
| Los Angeles County, CA | 262 |
| Bastrop County, TX | 217 |
| Tarrant County, TX | 201 |
| Montgomery County, TX | 178 |
| Orange County, CA | 156 |
| Collin County, 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

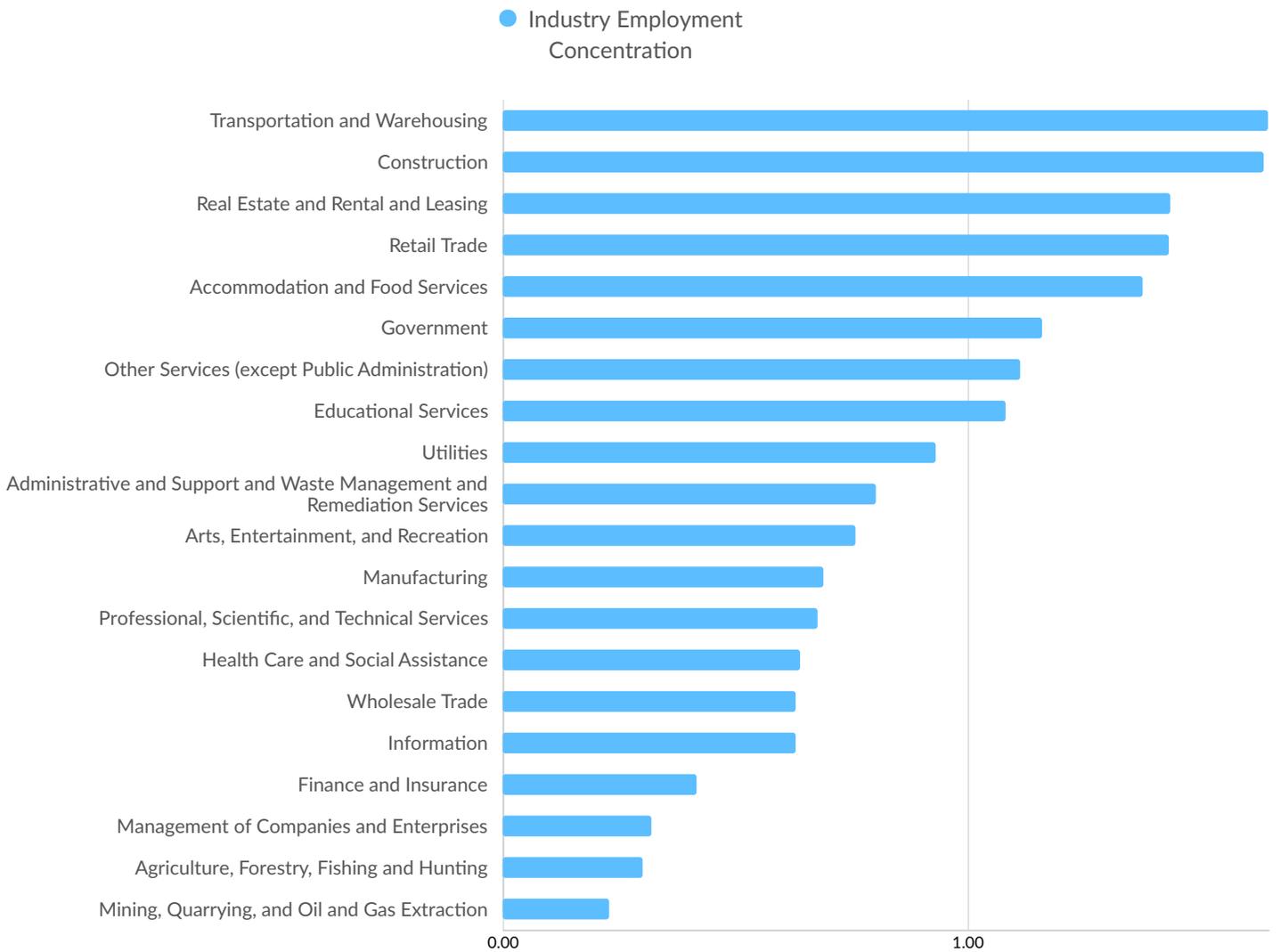
Largest Industries



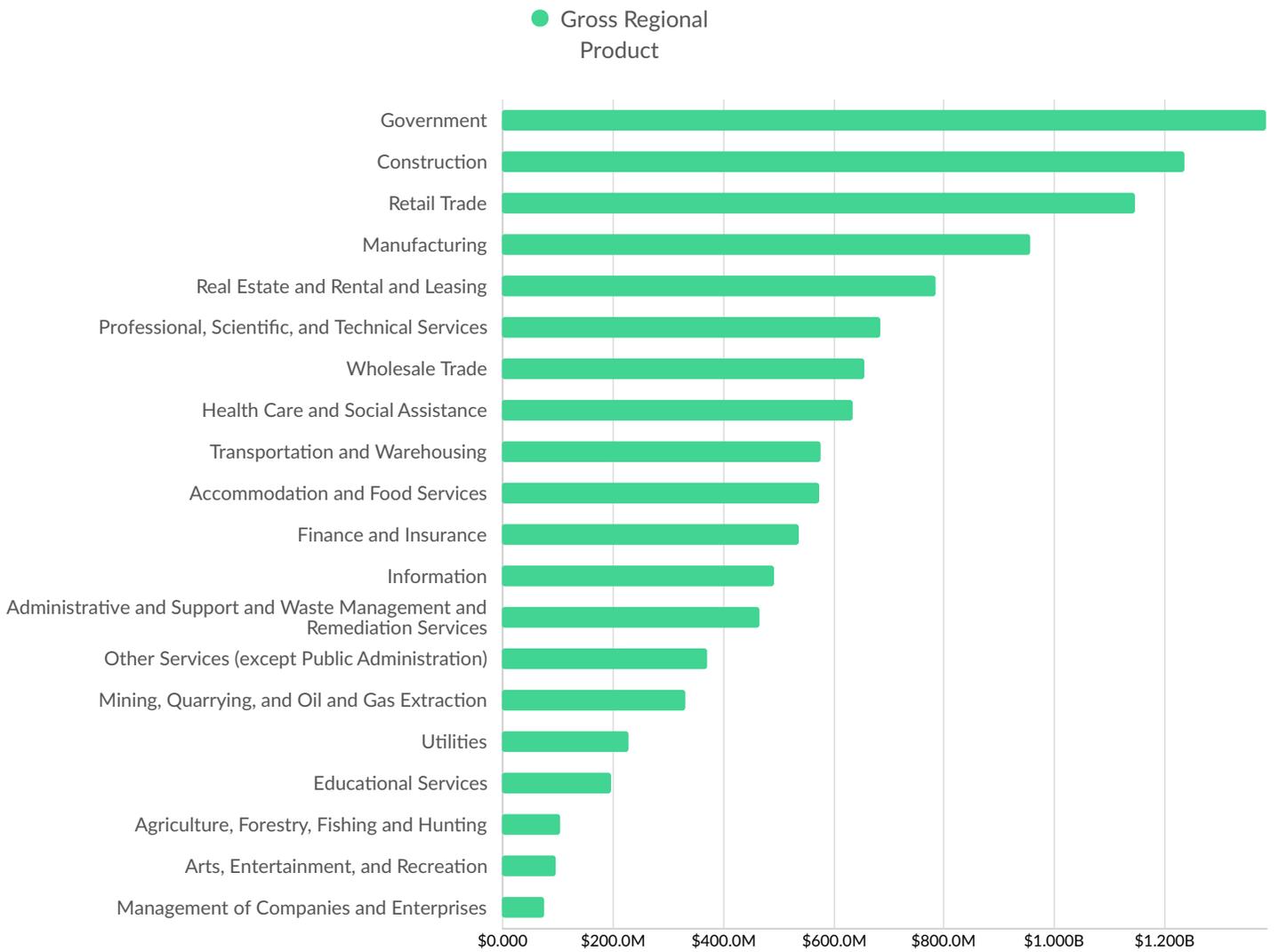
Top Growing Industries



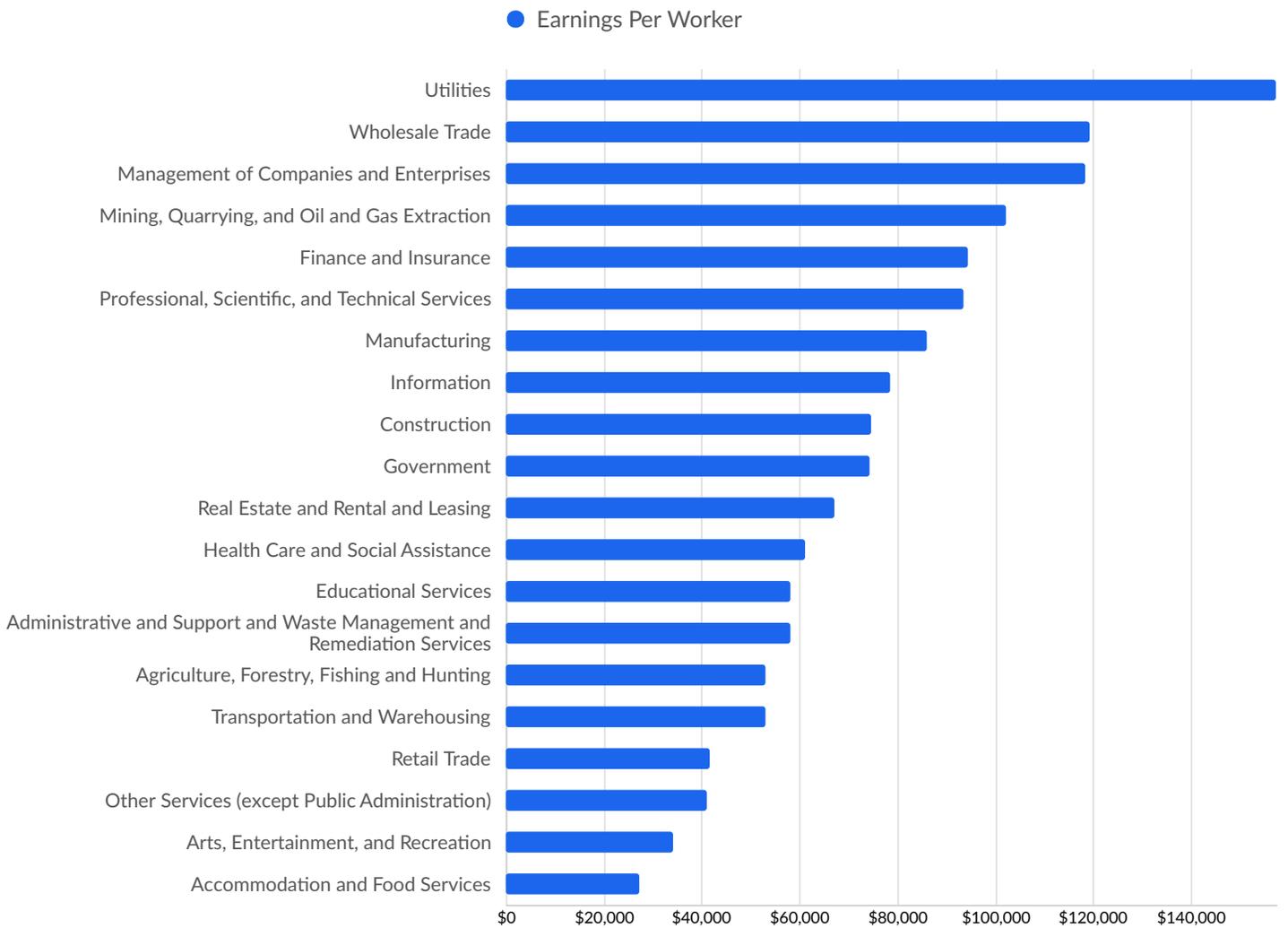
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



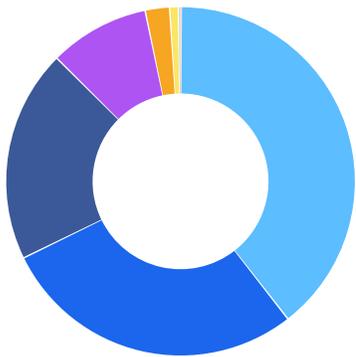
Business Characteristics

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

Business Size

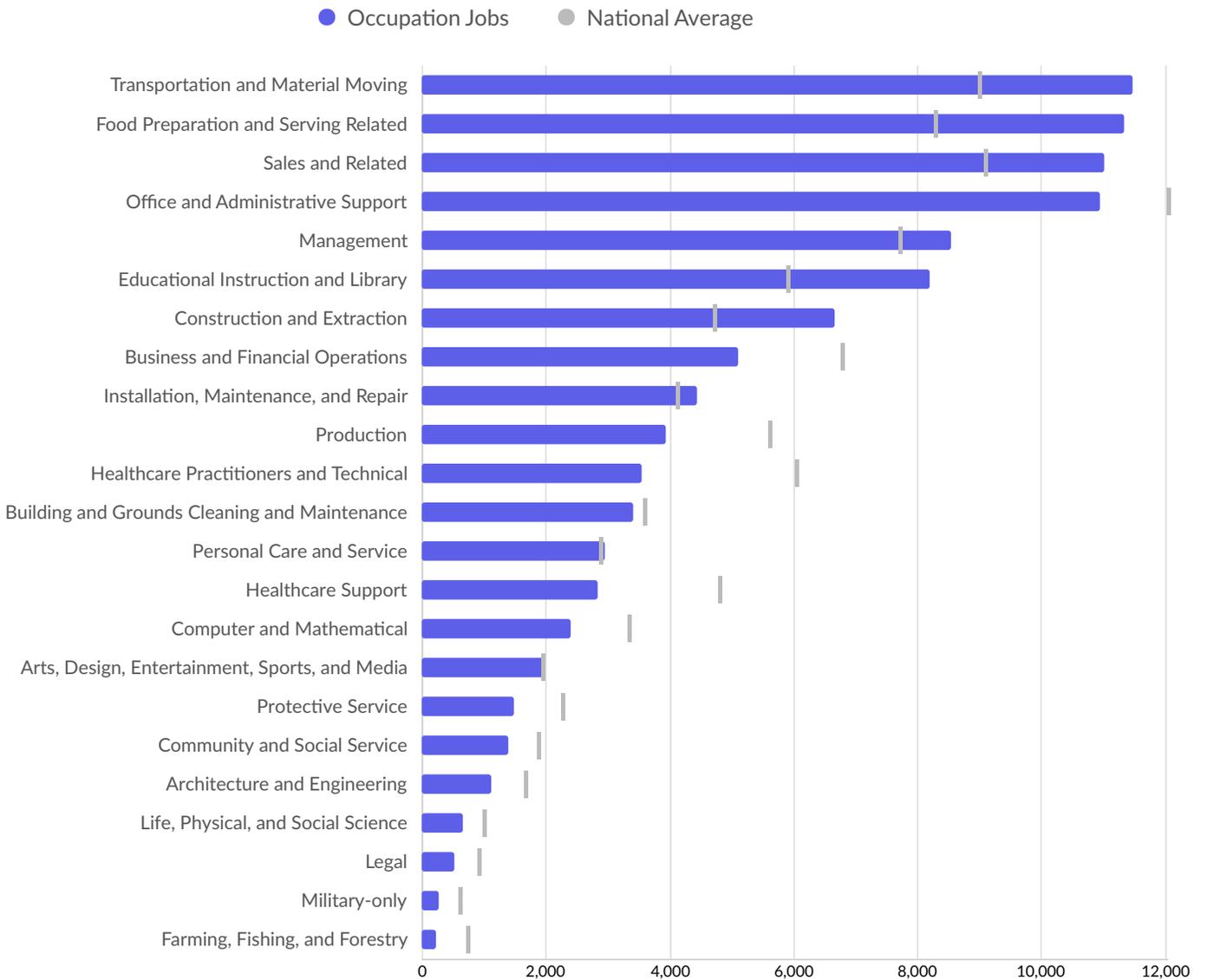


| | Percentage | Business Count |
|------------------------|------------|----------------|
| ● 1 to 4 employees | 39.4% | 3,647 |
| ● 5 to 9 employees | 28.3% | 2,621 |
| ● 10 to 19 employees | 19.7% | 1,824 |
| ● 20 to 49 employees | 9.3% | 859 |
| ● 50 to 99 employees | 2.3% | 209 |
| ● 100 to 249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

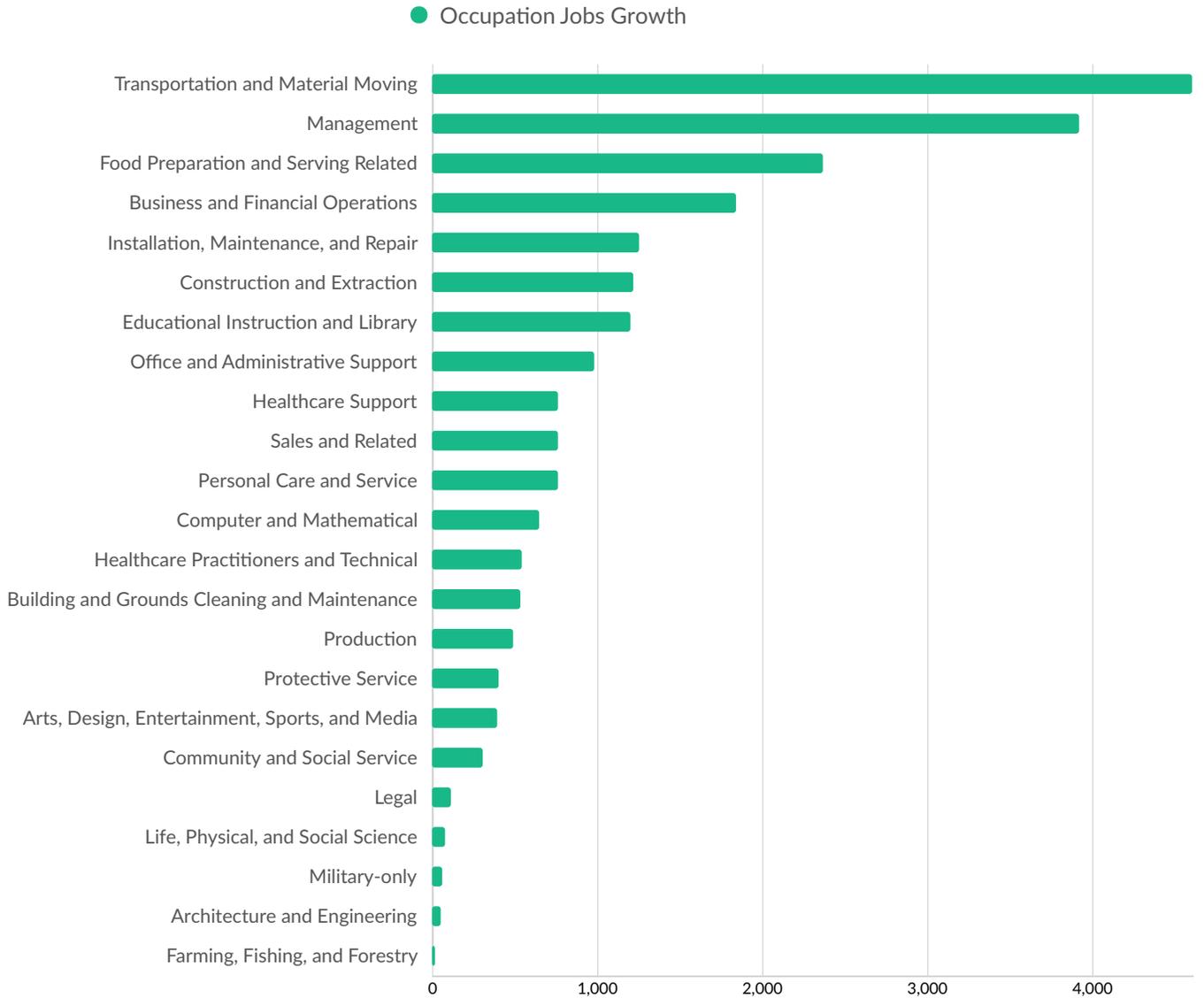
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

Largest Occupations

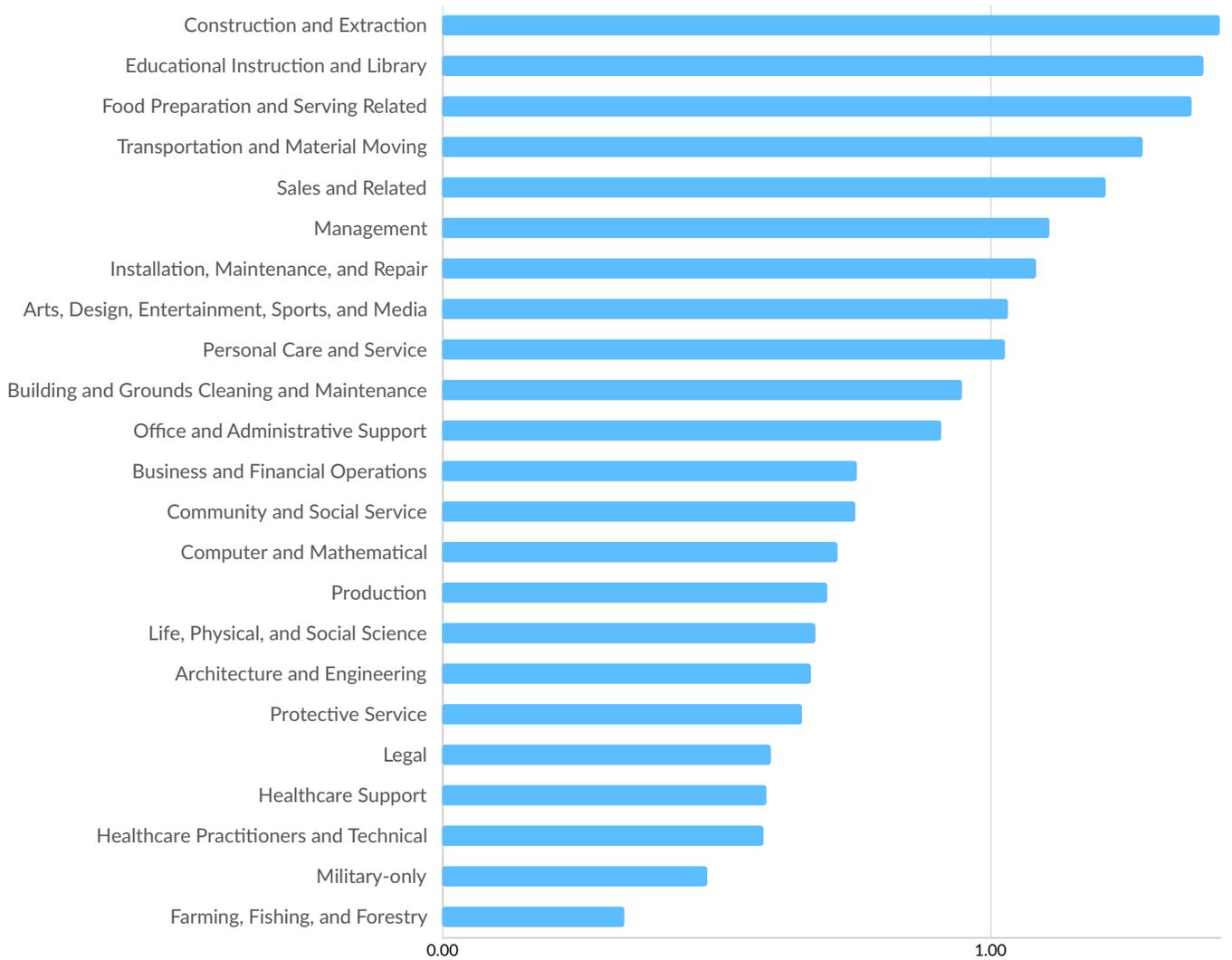


Top Growing Occupations

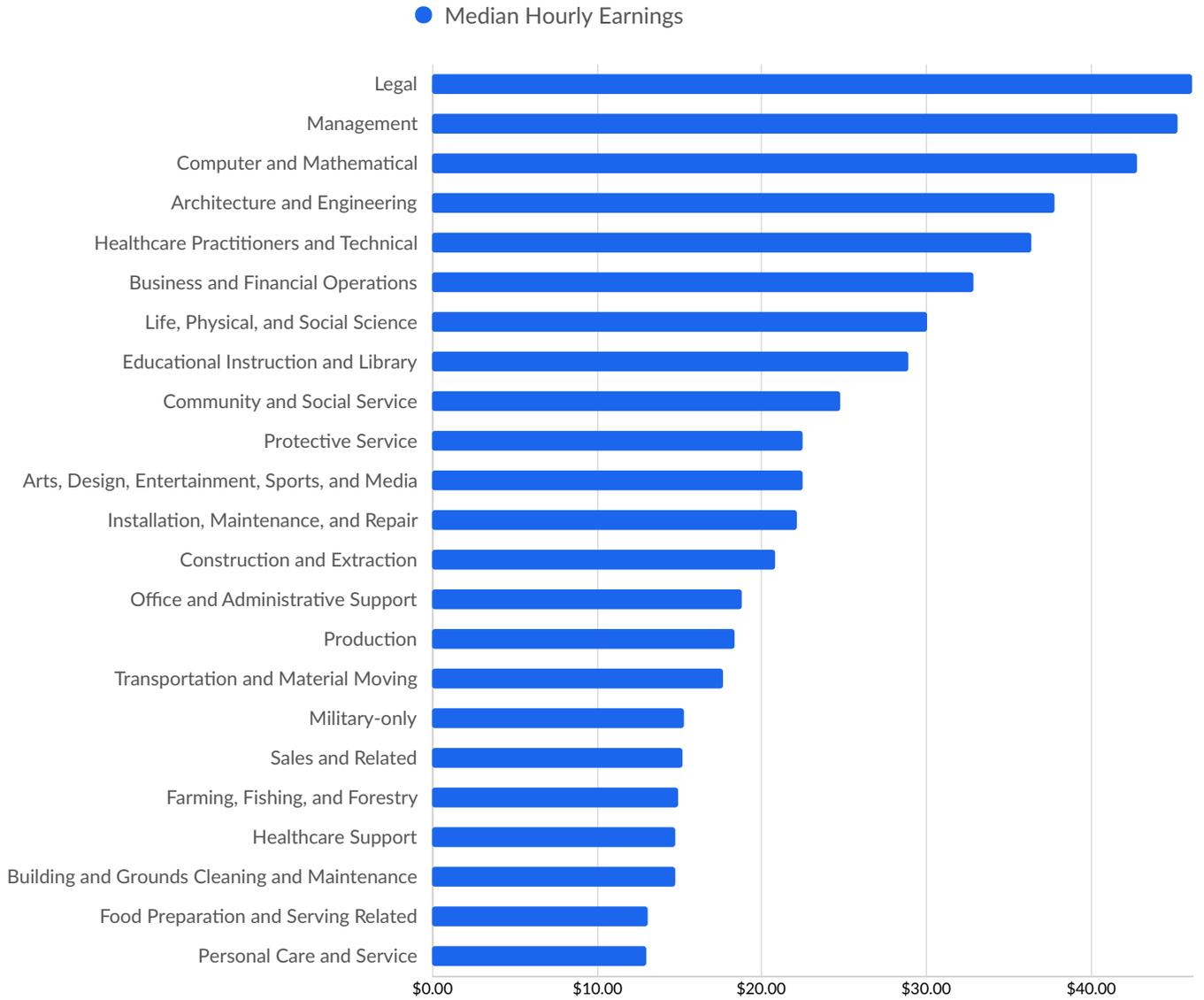


Top Occupation Employment Concentration

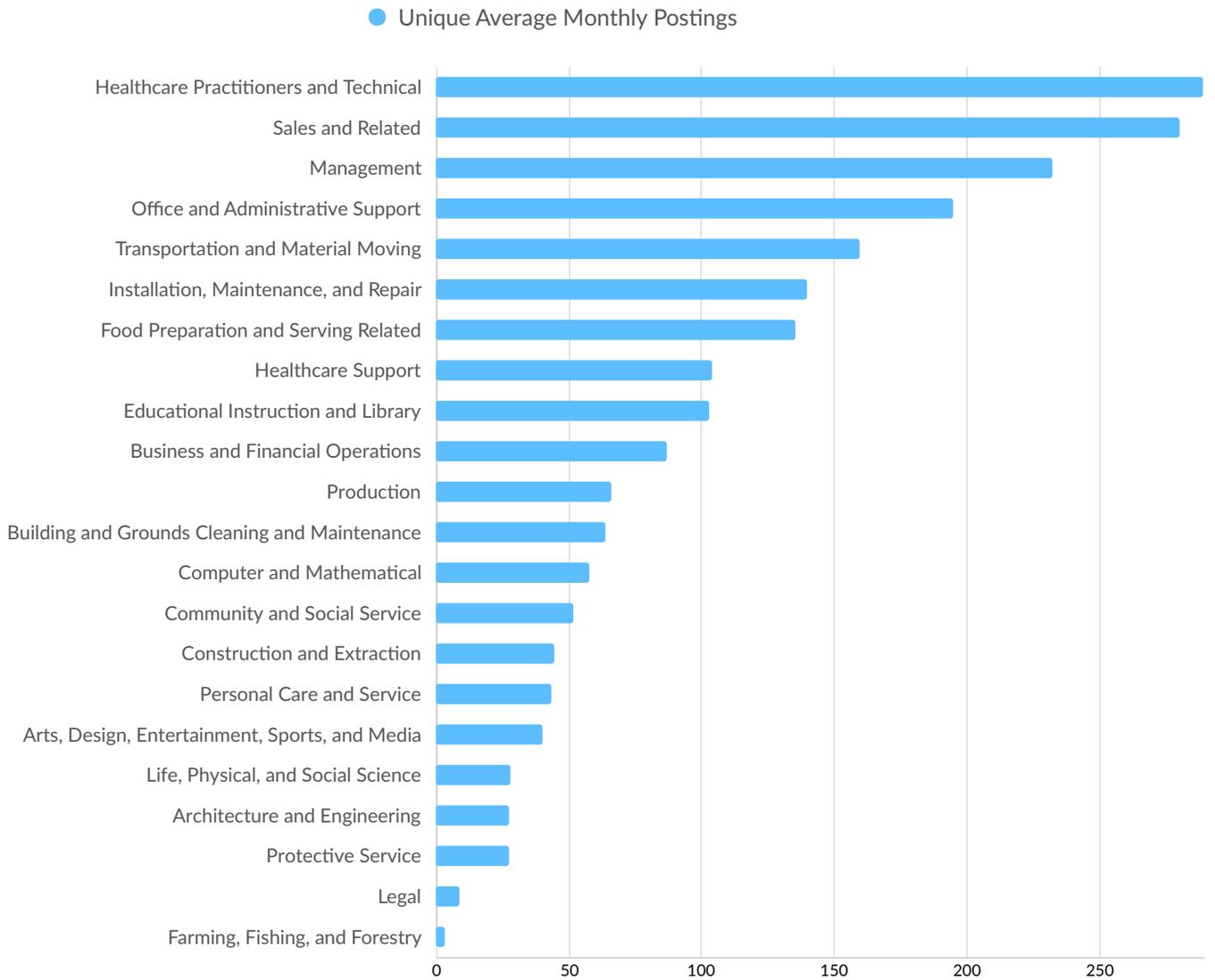
● Occupation Employment Concentration



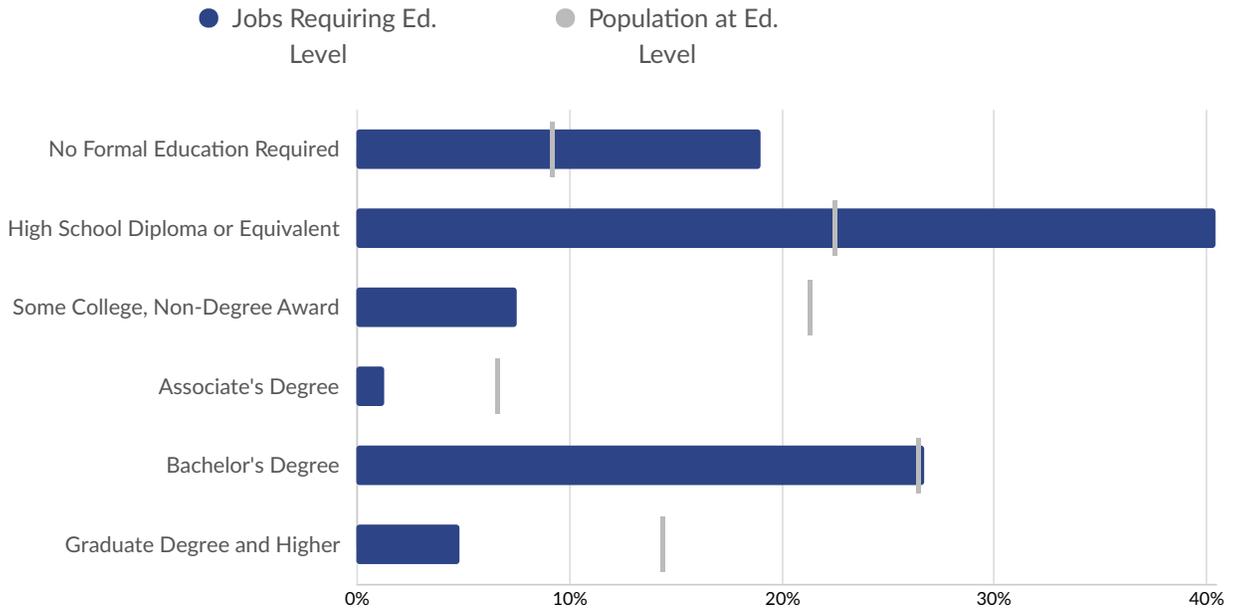
Top Occupation Earnings



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).

| School | Total Graduates (2023) | Graduate Trend (2019 - 2023) |
|---|--|---|
| Texas State University | 8,681  |  |
| Total Transformation Institute of Cosmetology | 54  |  |

- Certificate
- Associate's
- Bachelor's
- Master's or Higher

In-Demand Skills

