



Rural Capital Area

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Report Parameters

9 Counties

48021	Bastrop County, TX	48209	Hays County, TX
48031	Blanco County, TX	48287	Lee County, TX
48053	Burnet County, TX	48299	Llano County, TX
48055	Caldwell County, TX	48491	Williamson County, TX
48149	Fayette County, TX		

Class of Worker

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

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

Economy Overview

1,271,942

Population (2023)

Population **grew by 228,737** over the last 5 years and is projected to **grow by 252,237** over the next 5 years.

449,461

Total Regional Employment

Jobs **grew by 88,166** over the last 5 years and are projected to **grow by 68,986** over the next 5 years.

\$73.5K

Avg. Earnings Per Job (2023)

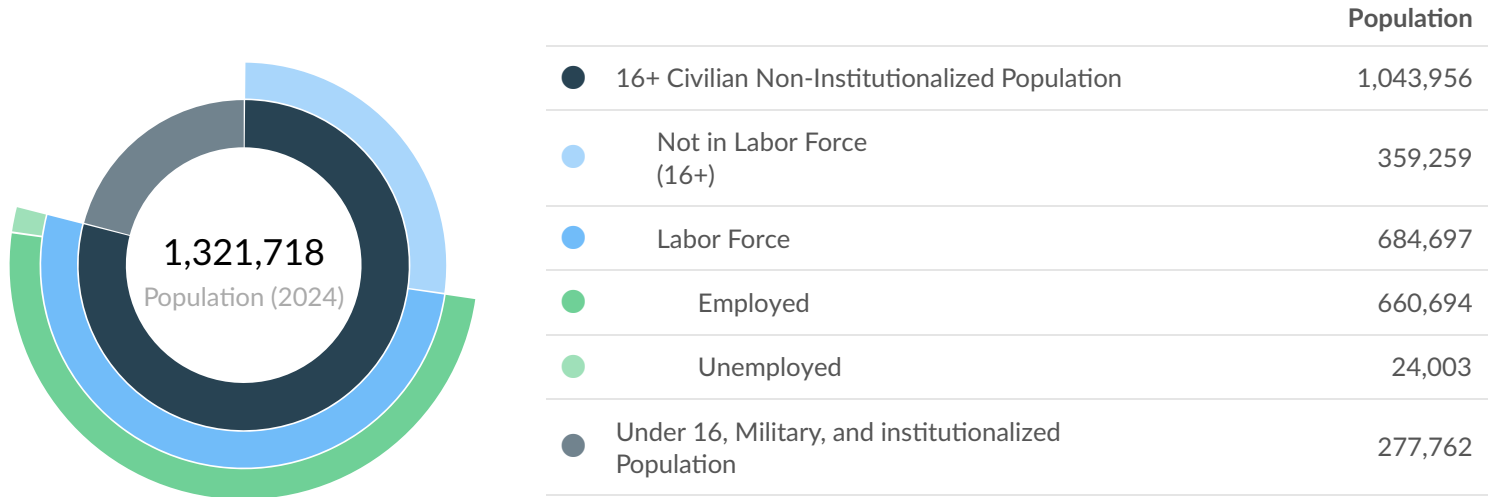
Regional average earnings per job are **\$9.8K below** the national average earnings of \$83.3K per job.

Takeaways

- As of 2023 the region's population **increased by 21.9%** since 2018, growing by 228,737. Population is expected to **increase by 19.8%** between 2023 and 2028, adding 252,237.
- From 2018 to 2023, jobs **increased by 24.4%** in Rural Capital Area from 361,295 to **449,461**. This change **outpaced the national growth rate of 4.5% by 19.9%**. As the number of jobs increased, the **labor force participation rate increased from 65.2% to 66.2% between 2018 and 2023**.
- Concerning educational attainment, **26.5% of the selected regions' residents possess a Bachelor's Degree** (5.4% above the national average), and **7.7% hold an Associate's Degree** (1.2% below the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

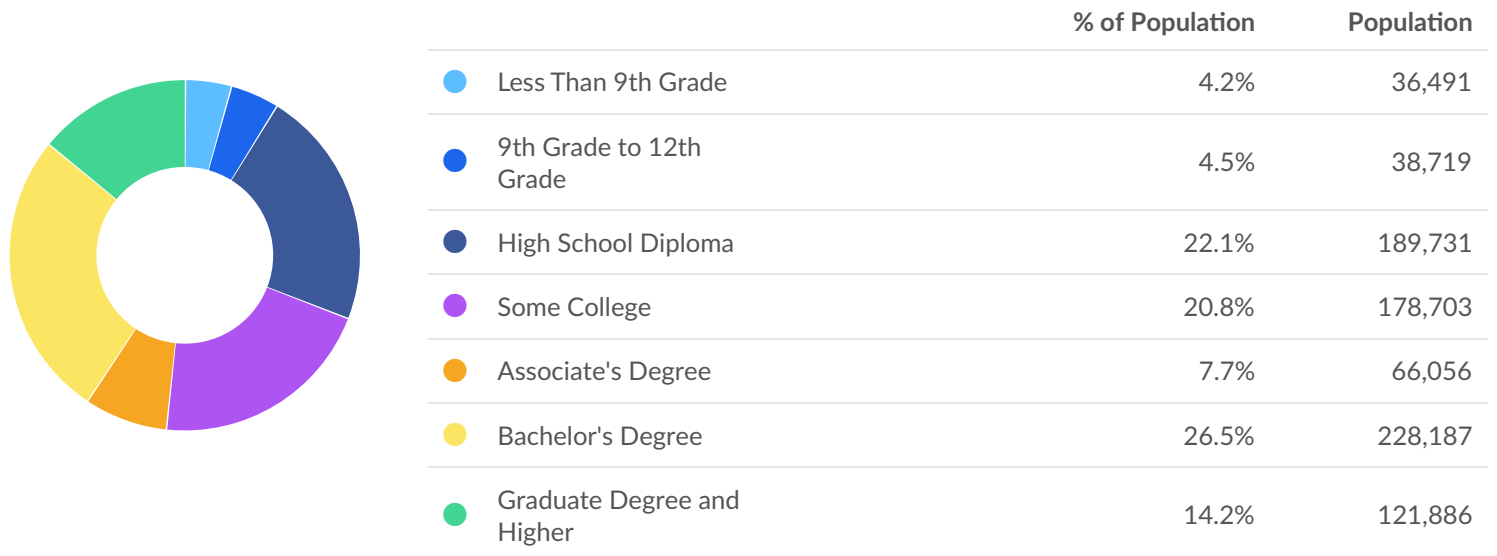
	Population (2024)	Labor Force (Sep 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	1,321,718	684,697	449,461	97.4	\$66.89B	\$89.79B	\$52.88B
State	30,912,083	15,553,137	15,556,347	96.6	\$2.58T	\$1.50T	\$2.03T

Sep 2024 Labor Force Breakdown



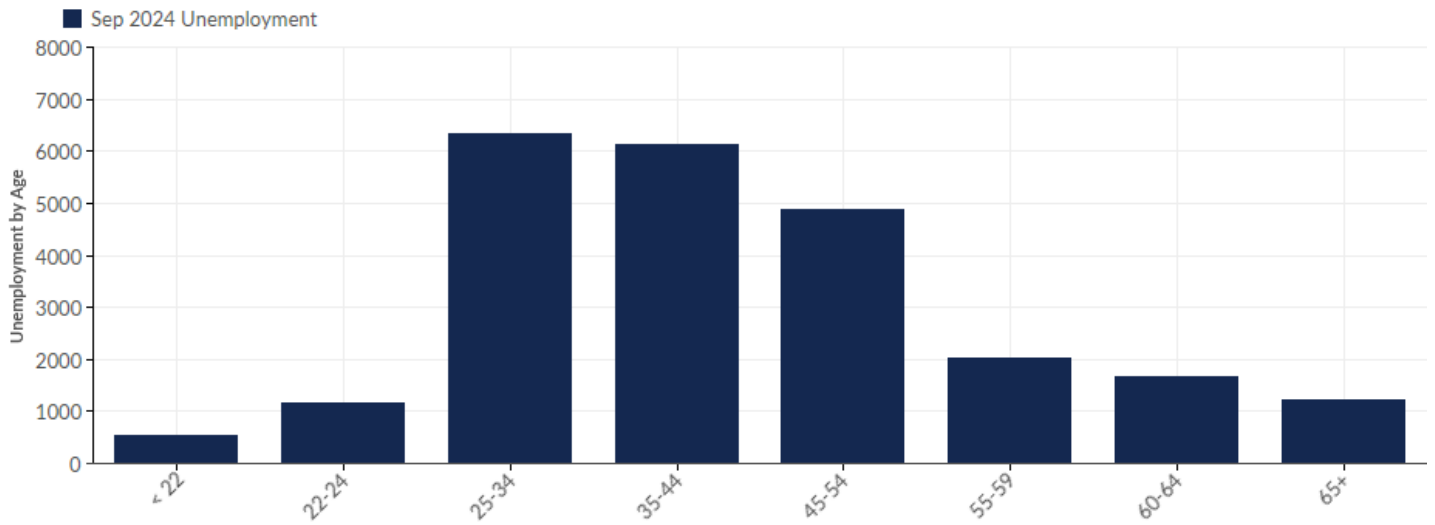
Educational Attainment

Concerning educational attainment, **26.5% of the selected regions' residents possess a Bachelor's Degree** (5.4% above the national average), and **7.7% hold an Associate's Degree** (1.2% below the national average).



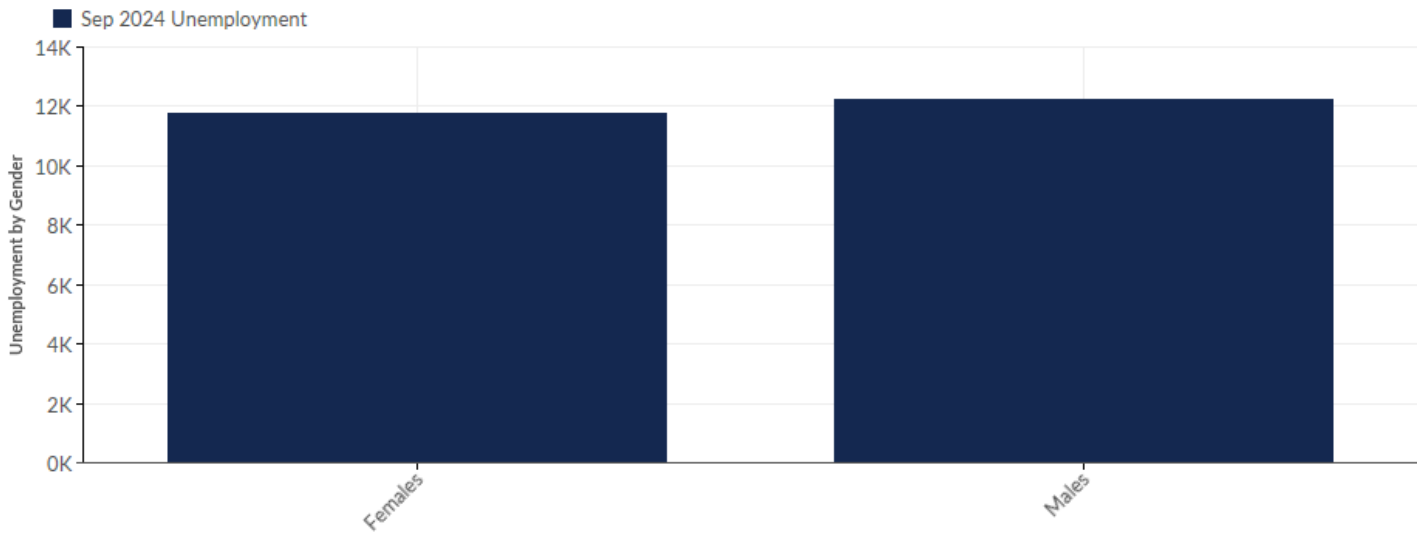
Unemployment by Demographics

Unemployment by Age



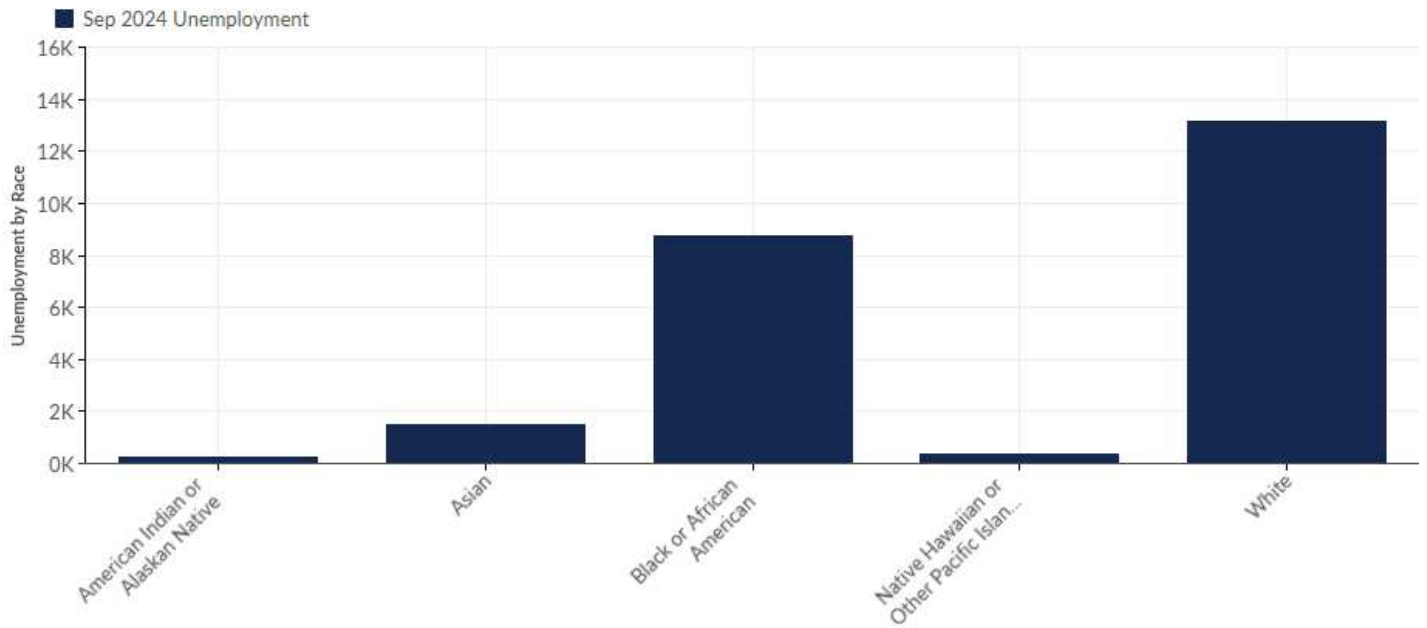
Age	Unemployment (Sep 2024)	% of Unemployed
< 22	543	2.26%
22-24	1,169	4.87%
25-34	6,339	26.41%
35-44	6,138	25.57%
45-54	4,879	20.33%
55-59	2,026	8.44%
60-64	1,678	6.99%
65+	1,231	5.13%
Total	24,003	100.00%

Unemployment by Gender



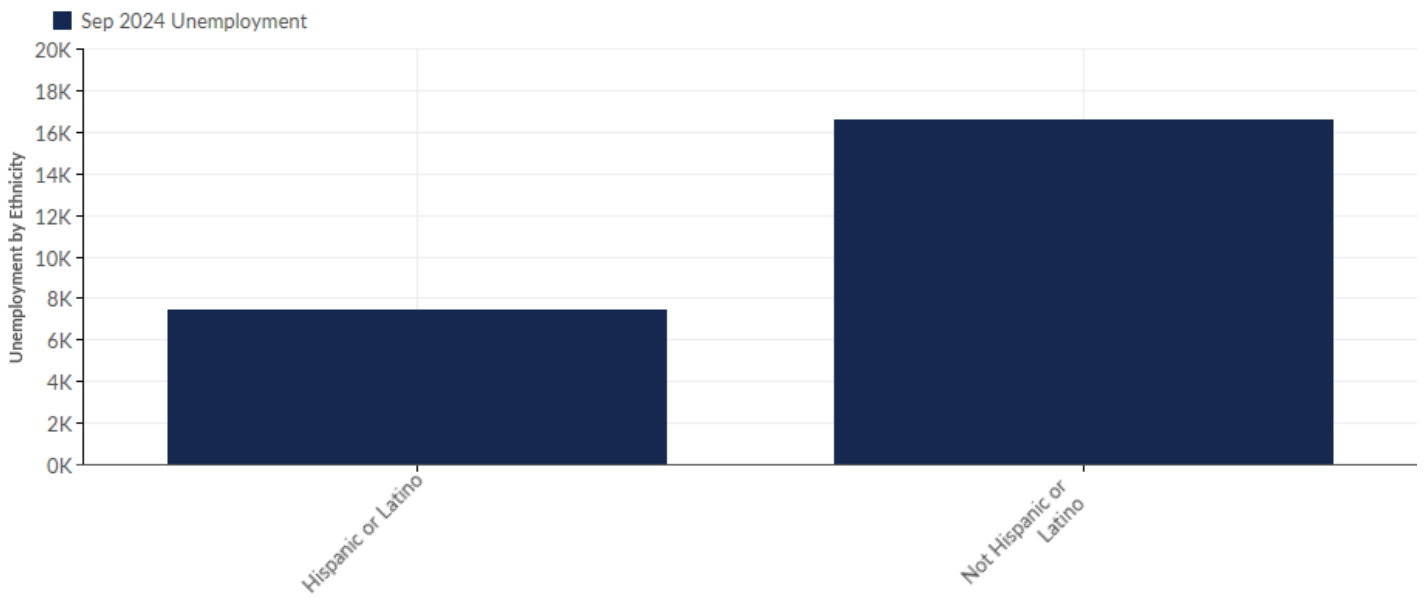
Gender	Unemployment (Sep 2024)	% of Unemployed
Females	11,773	49.05%
Males	12,230	50.95%
Total	24,003	100.00%

Unemployment by Race



Race	Unemployment (Sep 2024)	% of Unemployed
American Indian or Alaskan Native	247	1.03%
Asian	1,515	6.31%
Black or African American	8,747	36.44%
Native Hawaiian or Other Pacific Islander	356	1.48%
White	13,138	54.73%
Total	24,003	100.00%

Unemployment by Ethnicity

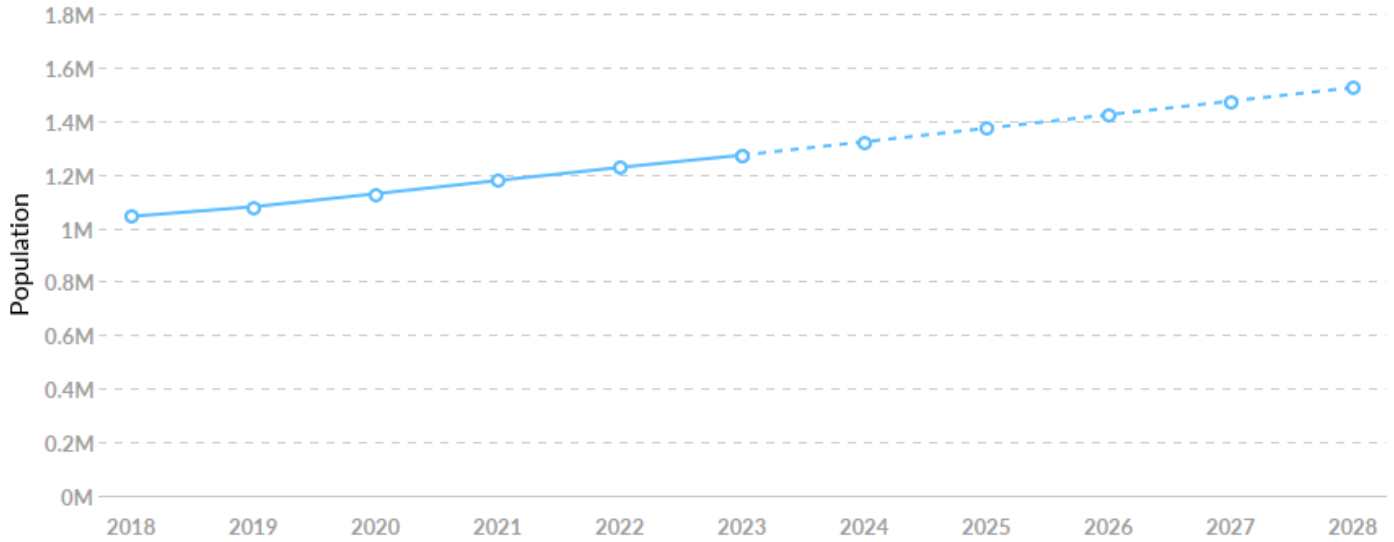


Ethnicity	Unemployment (Sep 2024)	% of Unemployed
Hispanic or Latino	7,429	30.95%
Not Hispanic or Latino	16,574	69.05%
Total	24,003	100.00%

Historic & Projected Trends

Population Trends

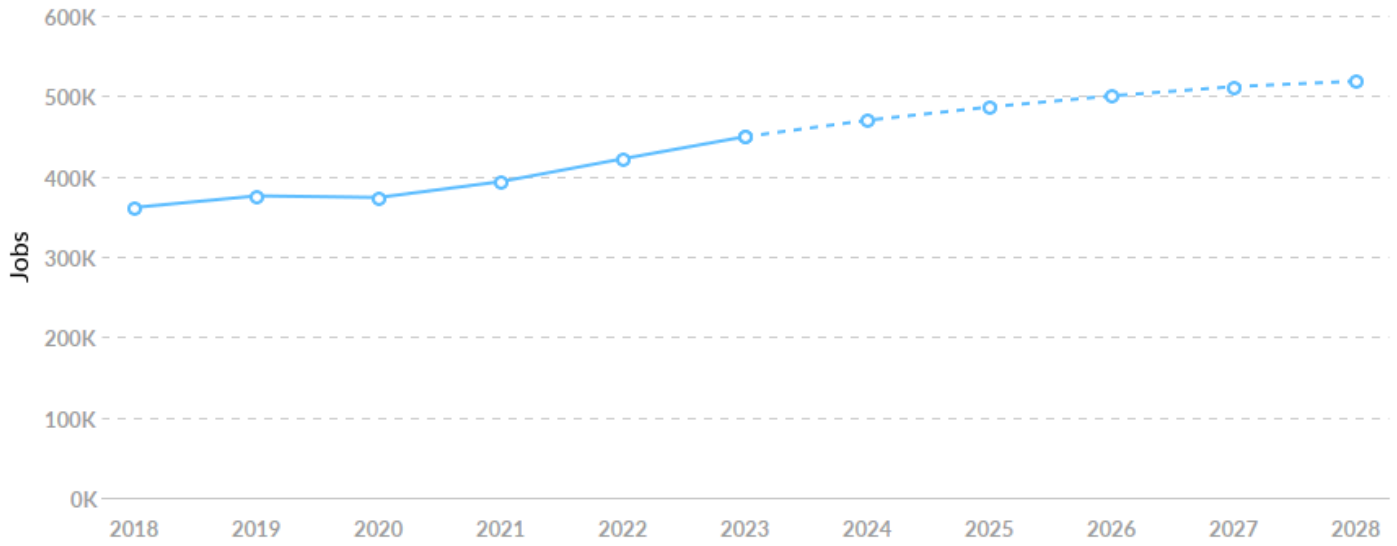
As of 2023 the region's population increased by 21.9% since 2018, growing by 228,737. Population is expected to increase by 19.8% between 2023 and 2028, adding 252,237.



Timeframe	Population
2018	1,043,205
2019	1,079,203
2020	1,127,721
2021	1,177,219
2022	1,226,126
2023	1,271,942
2024	1,321,718
2025	1,372,233
2026	1,422,901
2027	1,473,598
2028	1,524,179

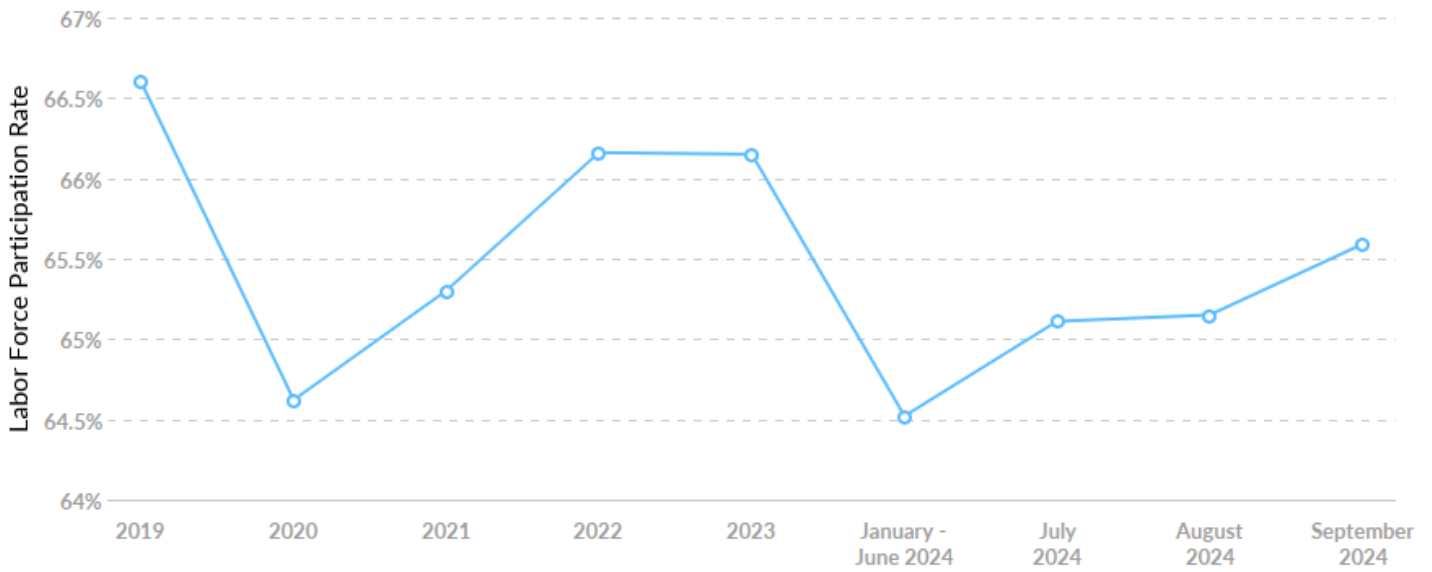
Job Trends

From 2018 to 2023, jobs increased by 24.4% in Rural Capital Area from 361,295 to 449,461. This change outpaced the national growth rate of 4.5% by 19.9%.



Timeframe	Jobs
2018	361,295
2019	375,677
2020	373,737
2021	393,505
2022	422,020
2023	449,461
2024	469,842
2025	486,383
2026	500,228
2027	511,732
2028	518,447

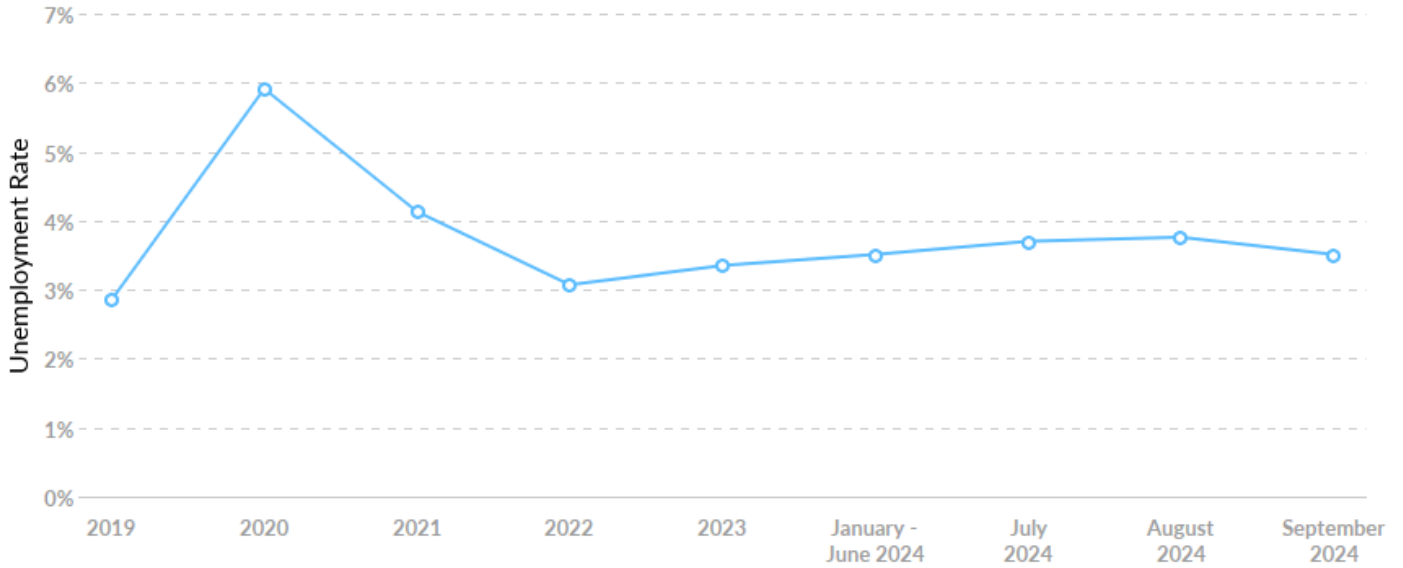
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	66.60%
2020	64.62%
2021	65.30%
2022	66.16%
2023	66.15%
January - June 2024	64.52%
July 2024	65.11%
August 2024	65.15%
September 2024	65.59%

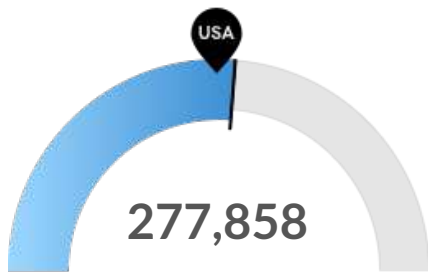
Unemployment Rate Trends

Your areas had a September 2024 unemployment rate of 3.51%, **increasing from 2.85% 5 years before.**



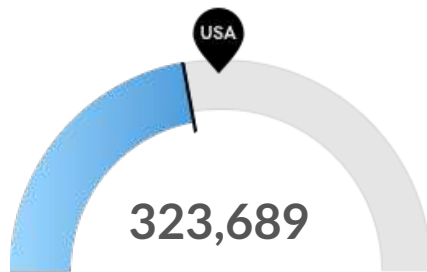
Timeframe	Unemployment Rate
2019	2.85%
2020	5.91%
2021	4.13%
2022	3.07%
2023	3.35%
January - June 2024	3.51%
July 2024	3.70%
August 2024	3.76%
September 2024	3.51%

Population Characteristics



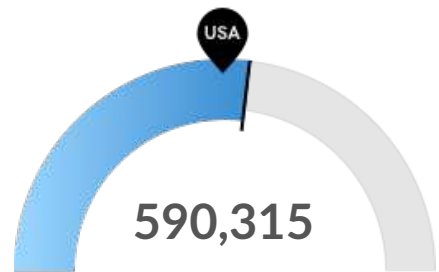
Millennials

Your area has 277,858 millennials (ages 25-39). The national average for an area this size is 258,438.



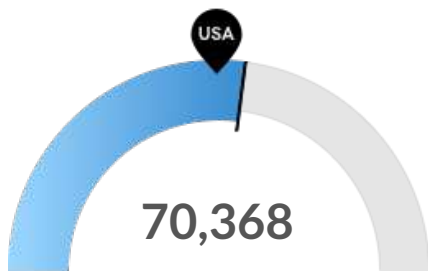
Retiring Soon

Retirement risk is low in your area. The national average for an area this size is 383,969 people 55 or older, while there are 323,689 here.



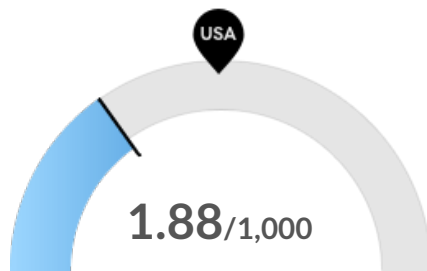
Racial Diversity

Racial diversity is high in your area. The national average for an area this size is 529,727 racially diverse people, while there are 590,315 here.



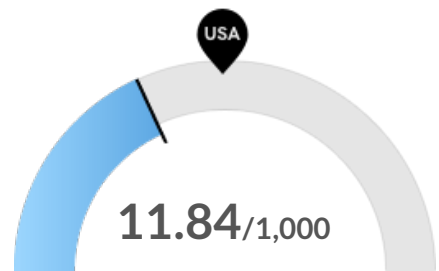
Veterans

Your area has 70,368 veterans. The national average for an area this size is 62,687.



Violent Crime

Your area has 1.88 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

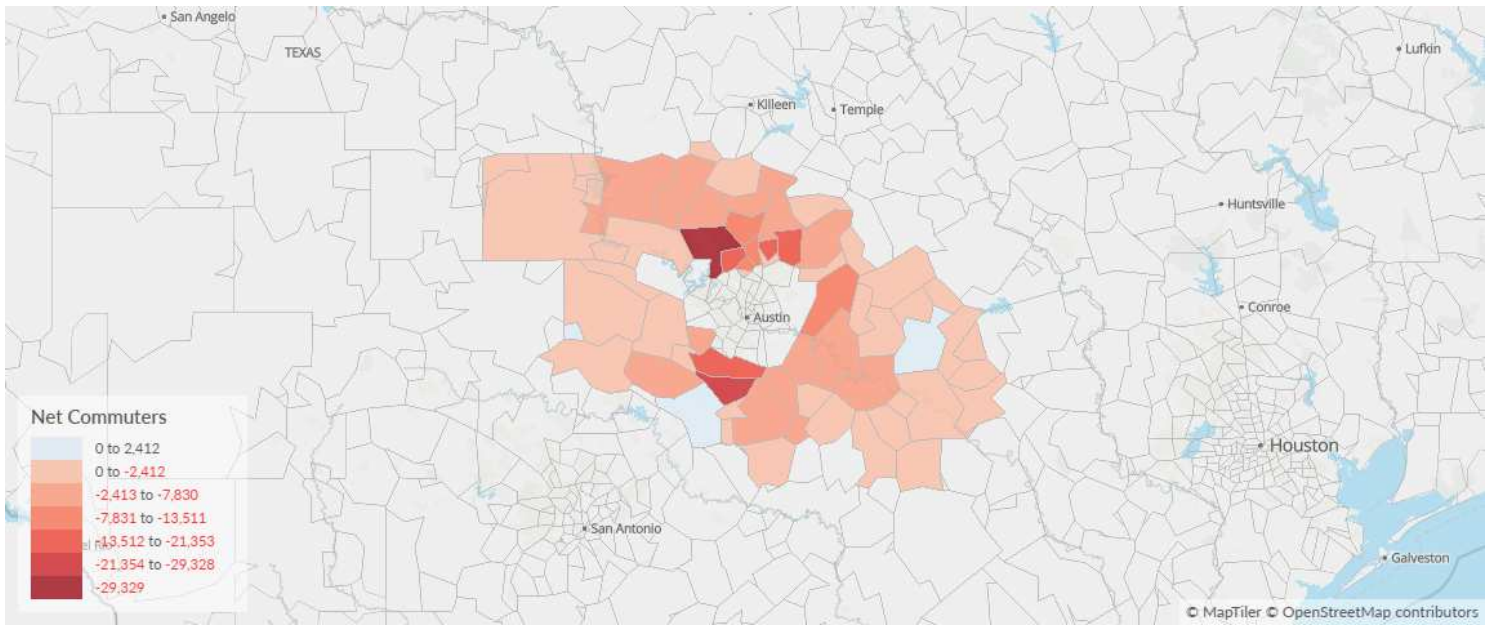


Property Crime

Your area has 11.84 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 the region currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #3 for resident workers. The top ZIP for resident workers is 78613.



Where Talent Works

ZIP	Name	2023 Employment
78666	San Marcos, TX (in Hays...	42,789
78613	Cedar Park, TX (in Willia...	38,160
78664	Round Rock, TX (in Willi...	35,836
78681	Round Rock, TX (in Willi...	23,026
78641	Leander, TX (in Williams...	22,769

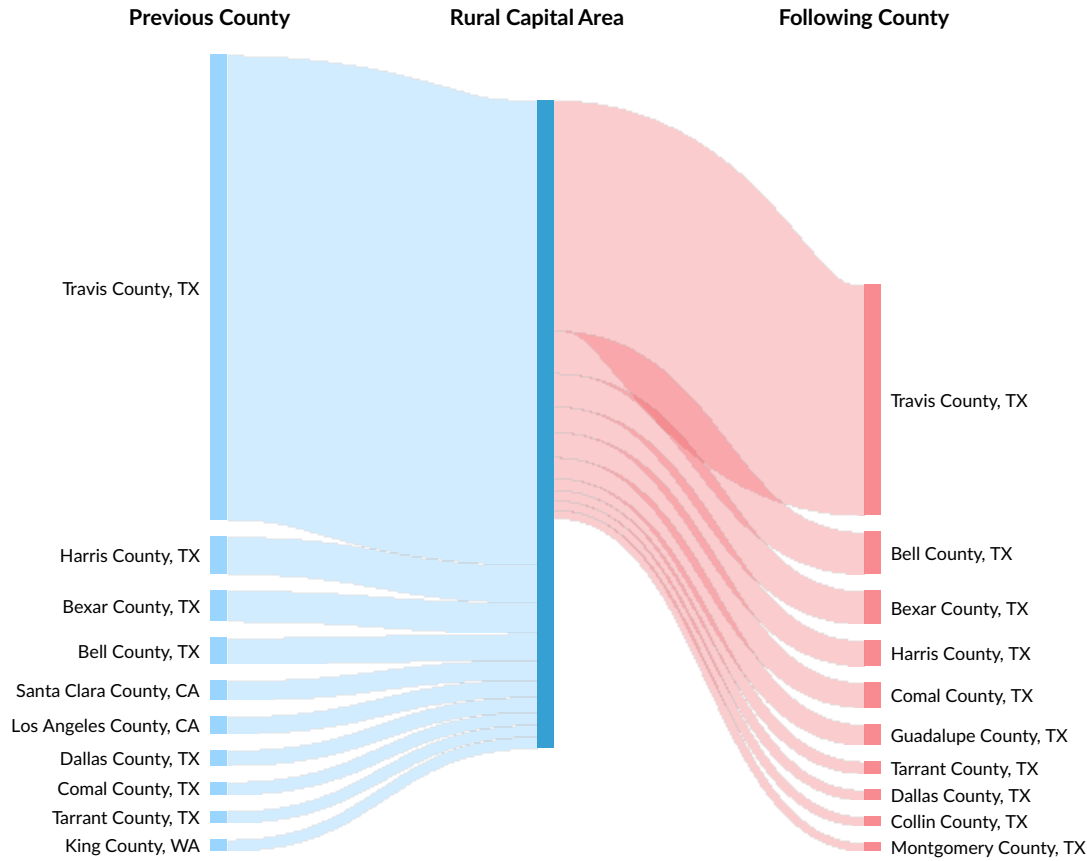
Where Talent Lives

ZIP	Name	2023 Workers
78613	Cedar Park, TX (in Willia...	55,292
78641	Leander, TX (in Williams...	52,098
78666	San Marcos, TX (in Hays...	40,907
78640	Kyle, TX (in Hays county)	38,850
78664	Round Rock, TX (in Willi...	36,559

Inbound and Outbound Migration

The table below analyzes past and current residents of Rural Capital Area. The left column shows residents of other counties migrating to Rural Capital Area. The right column shows residents migrating from Rural Capital Area to other counties.

As of 2022, **34,365** people have migrated from Travis County, TX to Rural Capital Area. In the same year, **17,025** people left Rural Capital Area migrating to Travis County, TX. The total Net Migration for Rural Capital Area in 2022 was **27,563**.

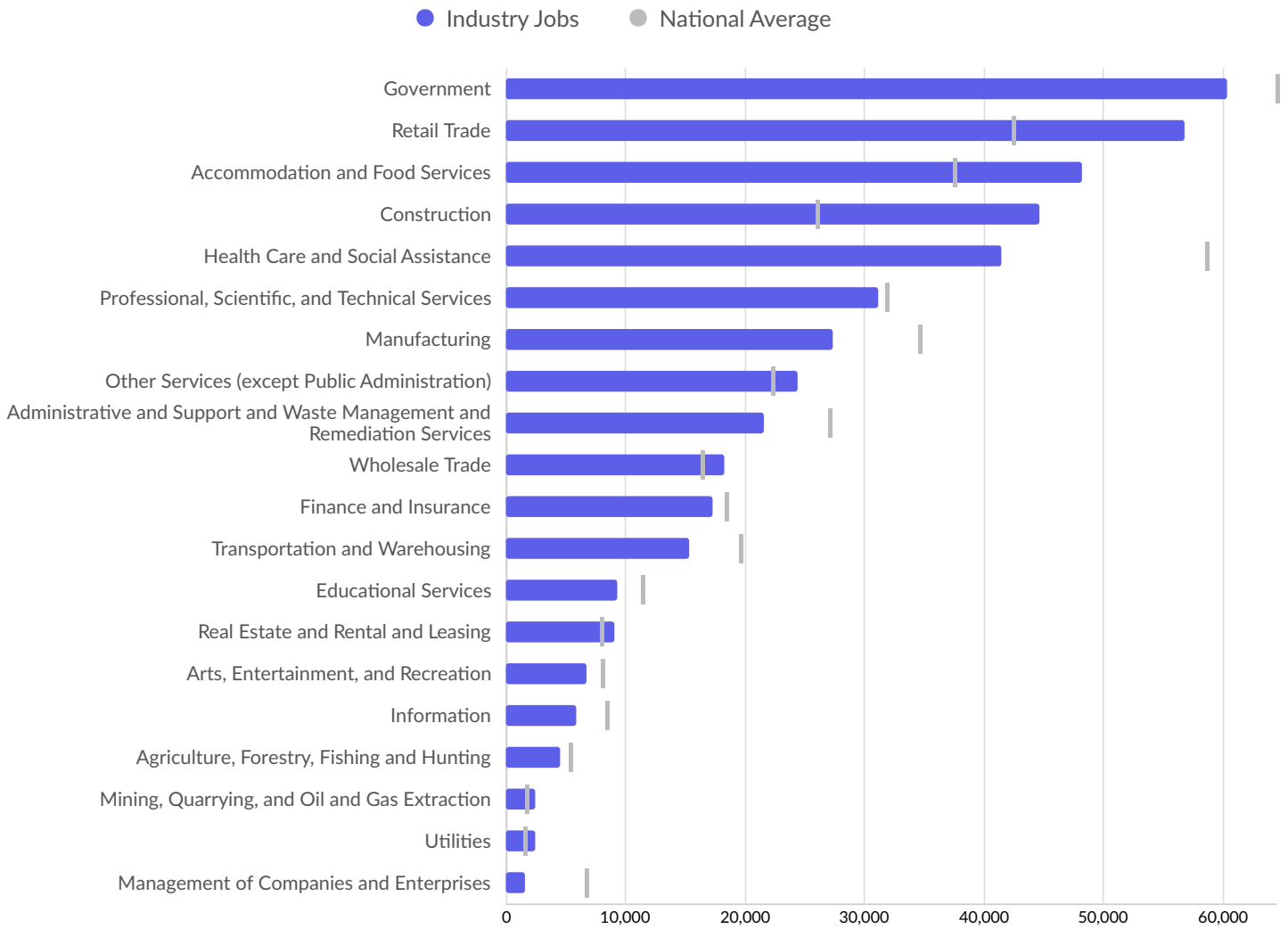


Top Previous Counties	Migrations
Travis County, TX	34,365
Harris County, TX	2,761
Bexar County, TX	2,271
Bell County, TX	1,963
Santa Clara County, CA	1,442
Los Angeles County, CA	1,283

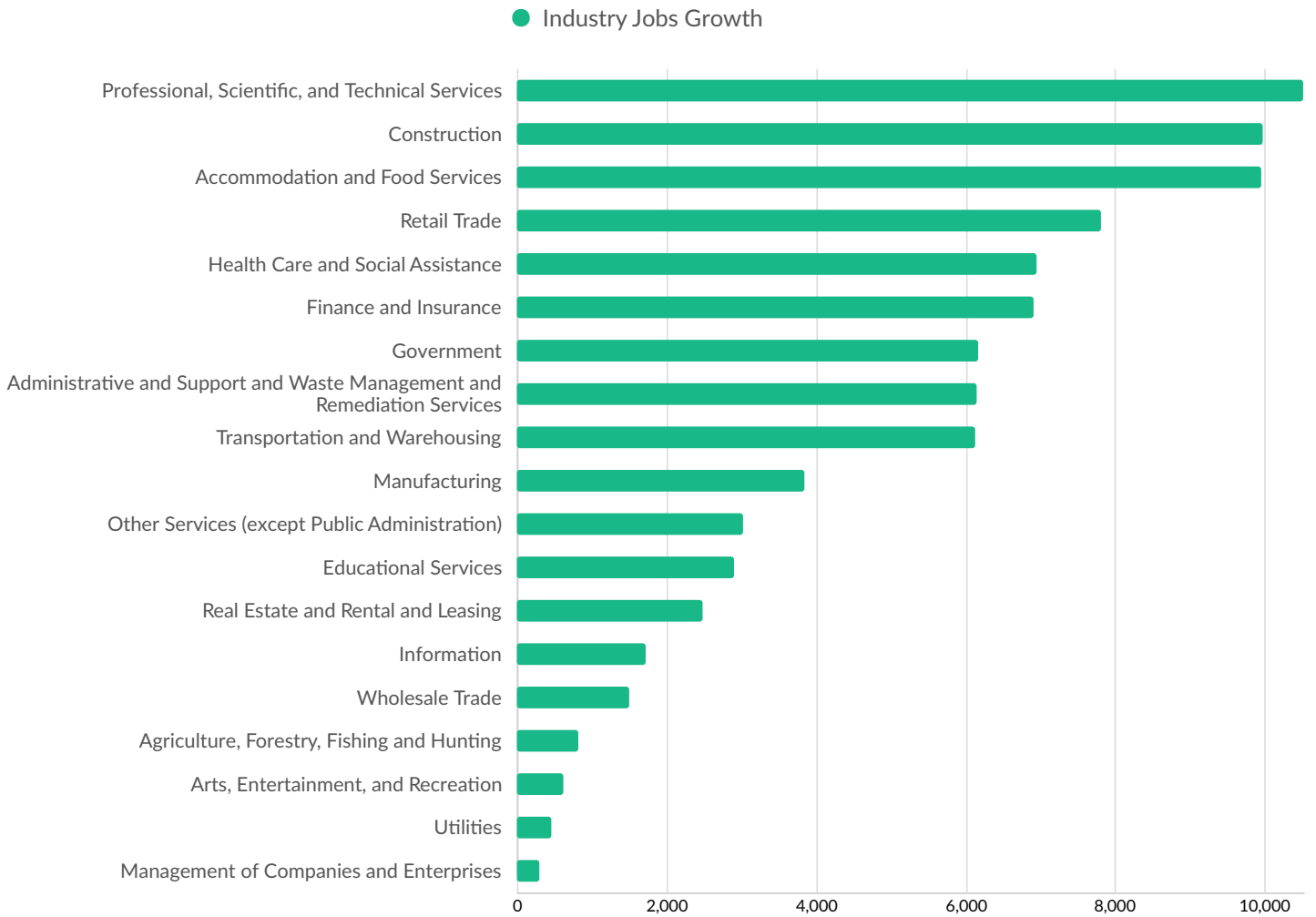
Top Previous Counties	Migrations
Dallas County, TX	1,112
Comal County, TX	954
Tarrant County, TX	876
King County, WA	853
Guadalupe County, TX	833
Maricopa County, AZ	755
Collin County, TX	752
Alameda County, CA	746
Orange County, CA	745
Top Following Counties	Migrations
Travis County, TX	17,025
Bell County, TX	3,151
Bexar County, TX	2,457
Harris County, TX	1,897
Comal County, TX	1,852
Guadalupe County, TX	1,536
Tarrant County, TX	893
Dallas County, TX	755
Collin County, TX	690
Montgomery County, TX	631
Denton County, TX	548
McLennan County, TX	487
Fort Bend County, TX	447
Brazos County, TX	446
Milam County, TX	445

Industry Characteristics

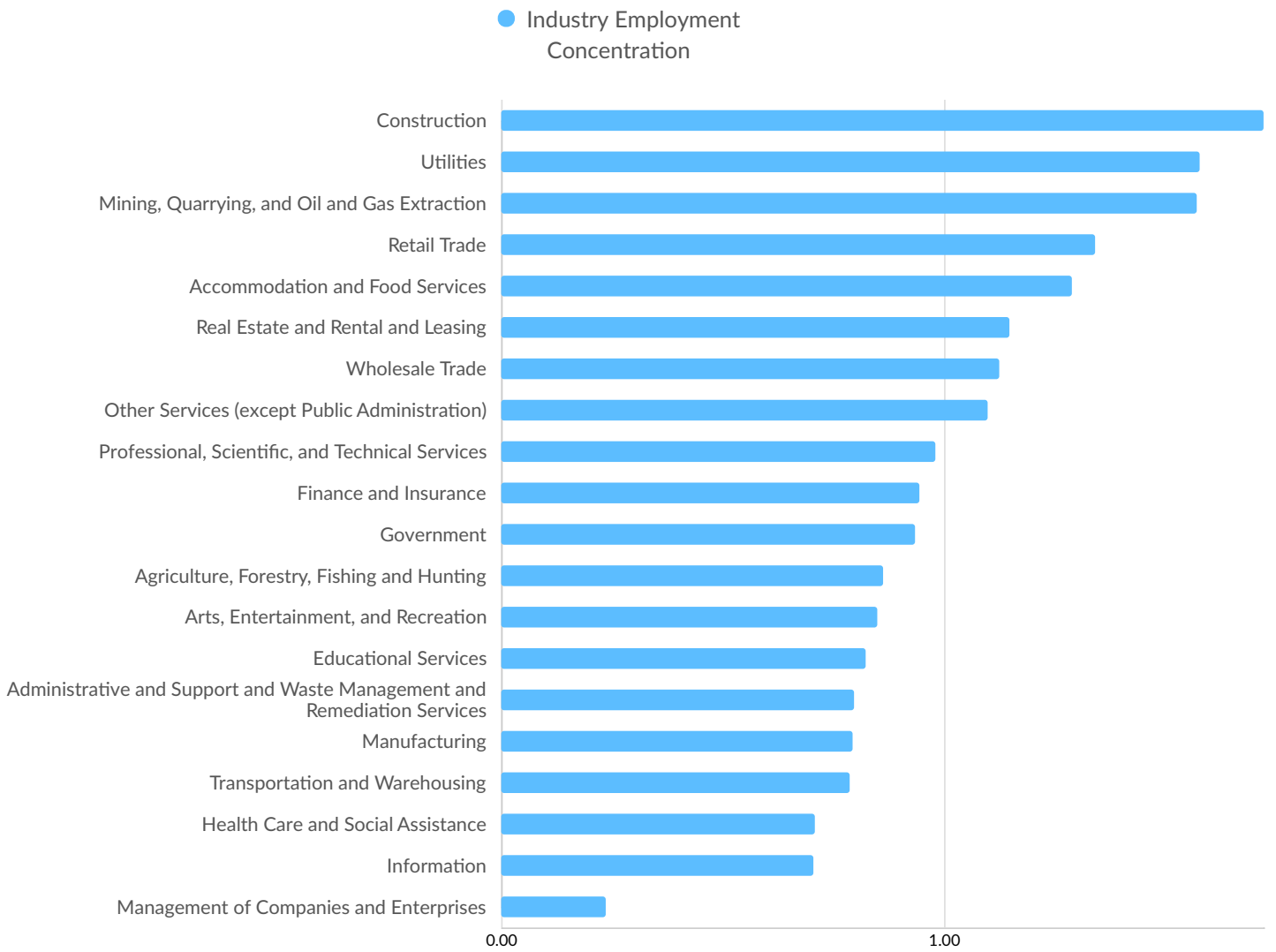
Largest Industries



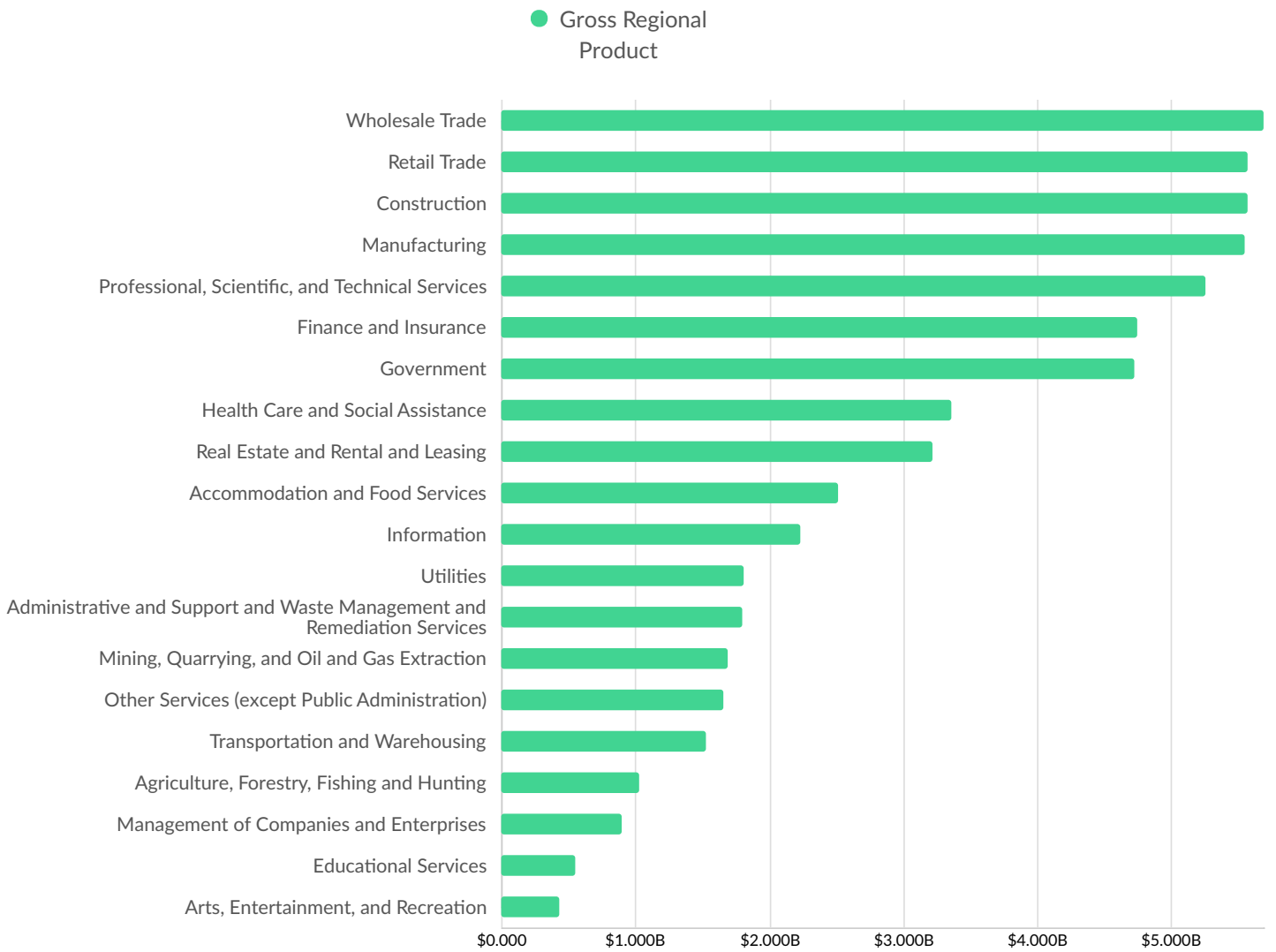
Top Growing Industries



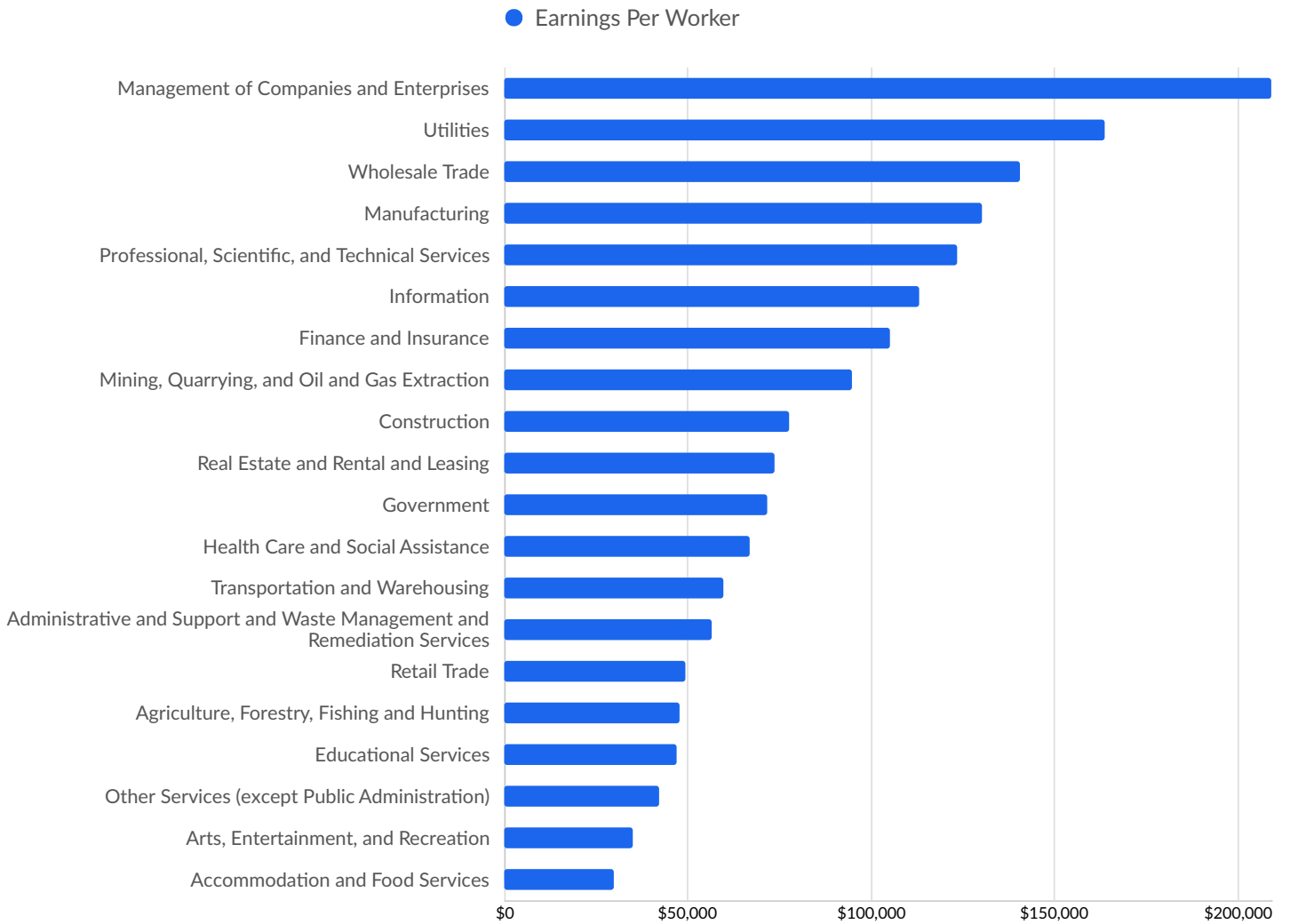
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



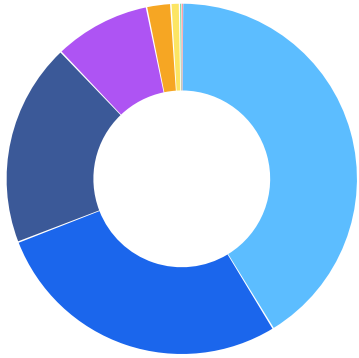
Business Characteristics

202,190 Companies Employ Your Workers

Online profiles for your workers mention 202,190 companies as employers, with the top 10 appearing below. In the last 12 months, 12,144 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
The University of Texas System	18,539 	Baylor Scott & White Health	2,929 
Dell Technologies	17,030 	St. David's Healthcare Partnersh...	2,323 
State Of Texas	12,377 	Ascension	1,036 
Apple	9,520 	Walmart	801 
Amazon	8,041 	Texas State University	793 
Austin Independent School Dist...	7,813 	H-E-B	791 
City of Austin	6,471 	HCA Healthcare	752 
Texas State University	6,202 	Round Rock Independent Schoo...	719 
Ascension	5,802 	CHRISTUS Health	675 
IBM	5,702 	SpaceX	627 

Business Size

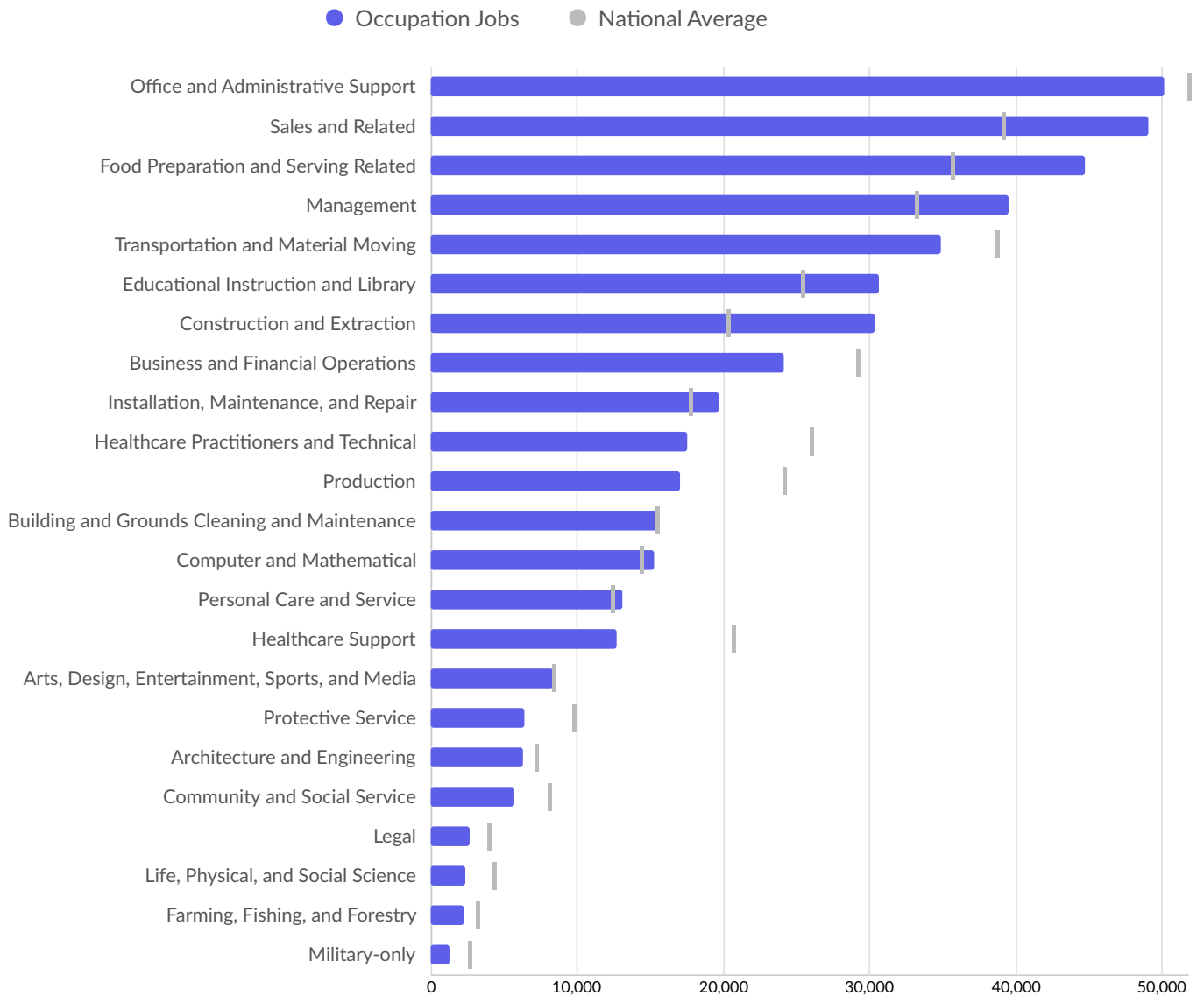


	Percentage	Business Count
● 1 to 4 employees	41.2%	18,498
● 5 to 9 employees	27.9%	12,508
● 10 to 19 employees	18.8%	8,424
● 20 to 49 employees	8.9%	3,987
● 50 to 99 employees	2.2%	1,002
● 100 to 249 employees	0.8%	357
● 250 to 499 employees	0.2%	92
● 500+ employees	0.1%	31

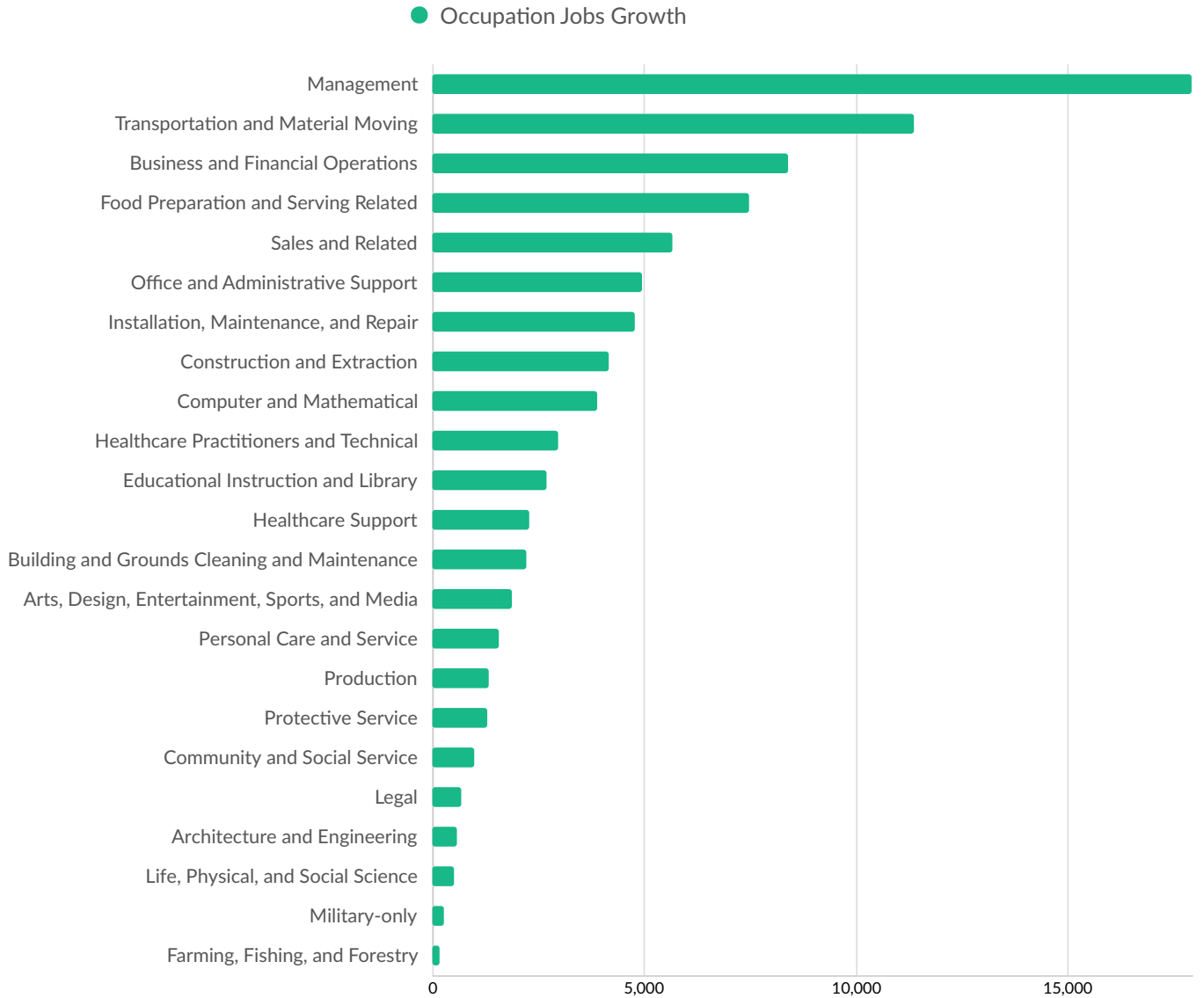
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

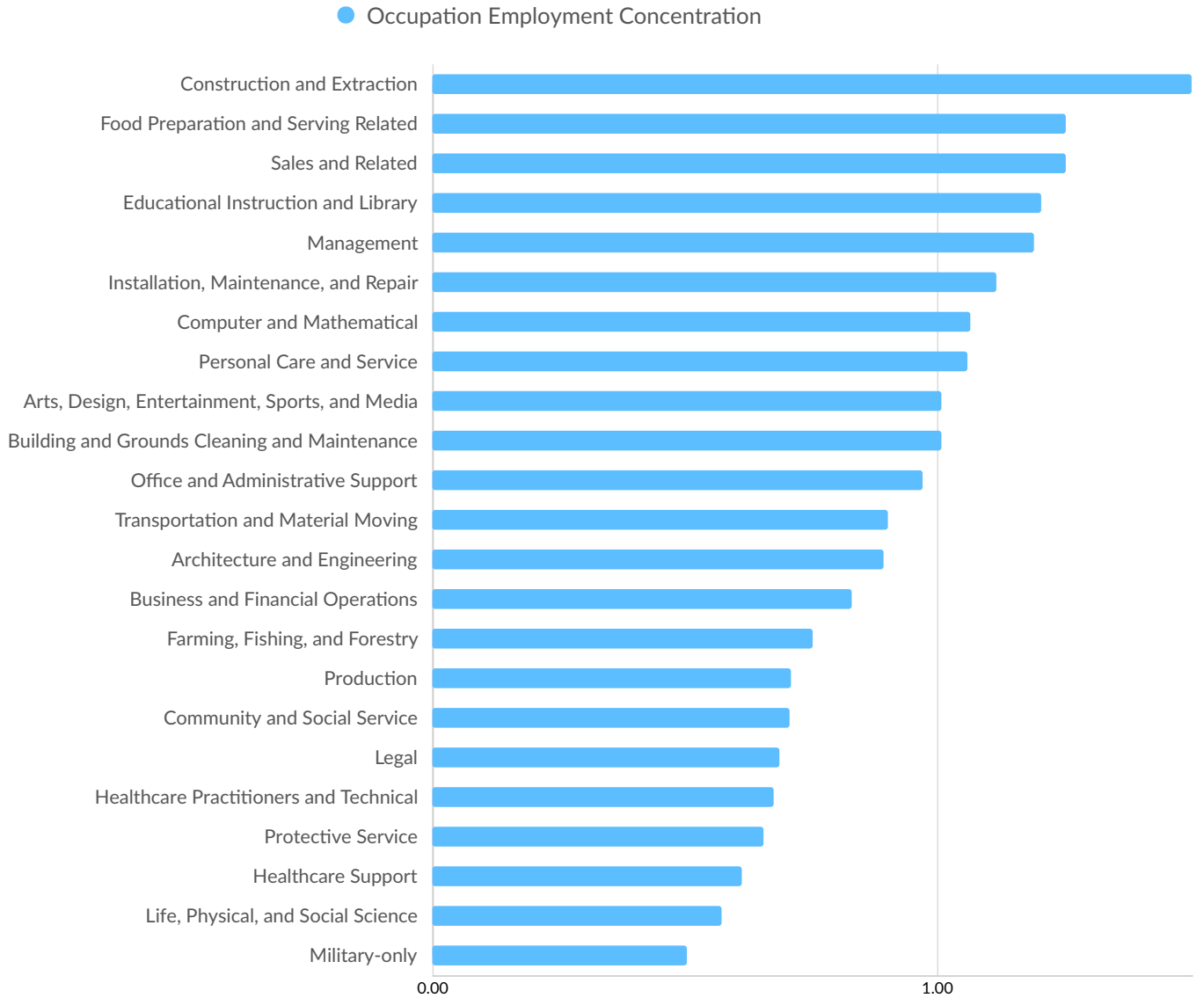
Largest Occupations



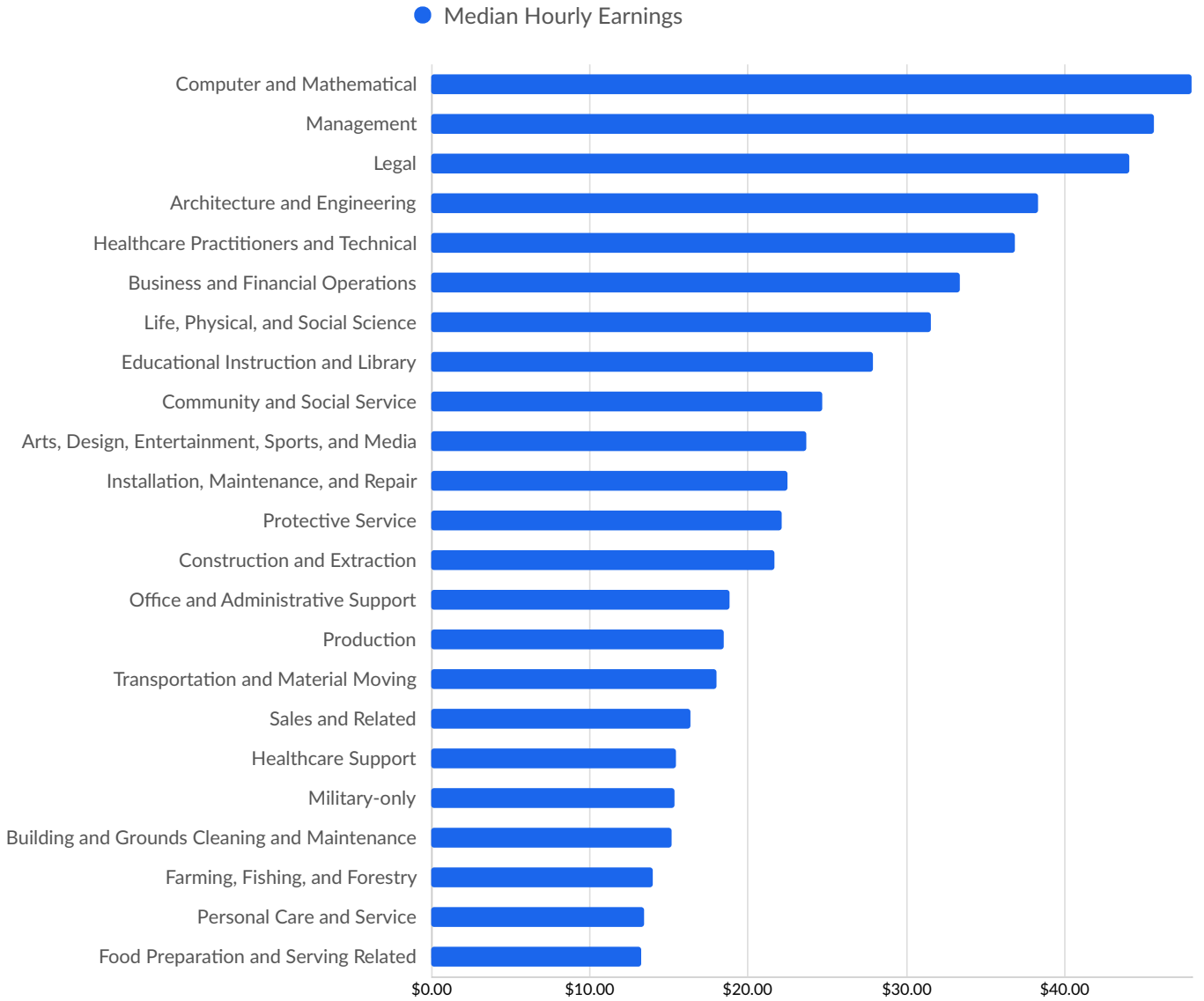
Top Growing Occupations



Top Occupation Employment Concentration

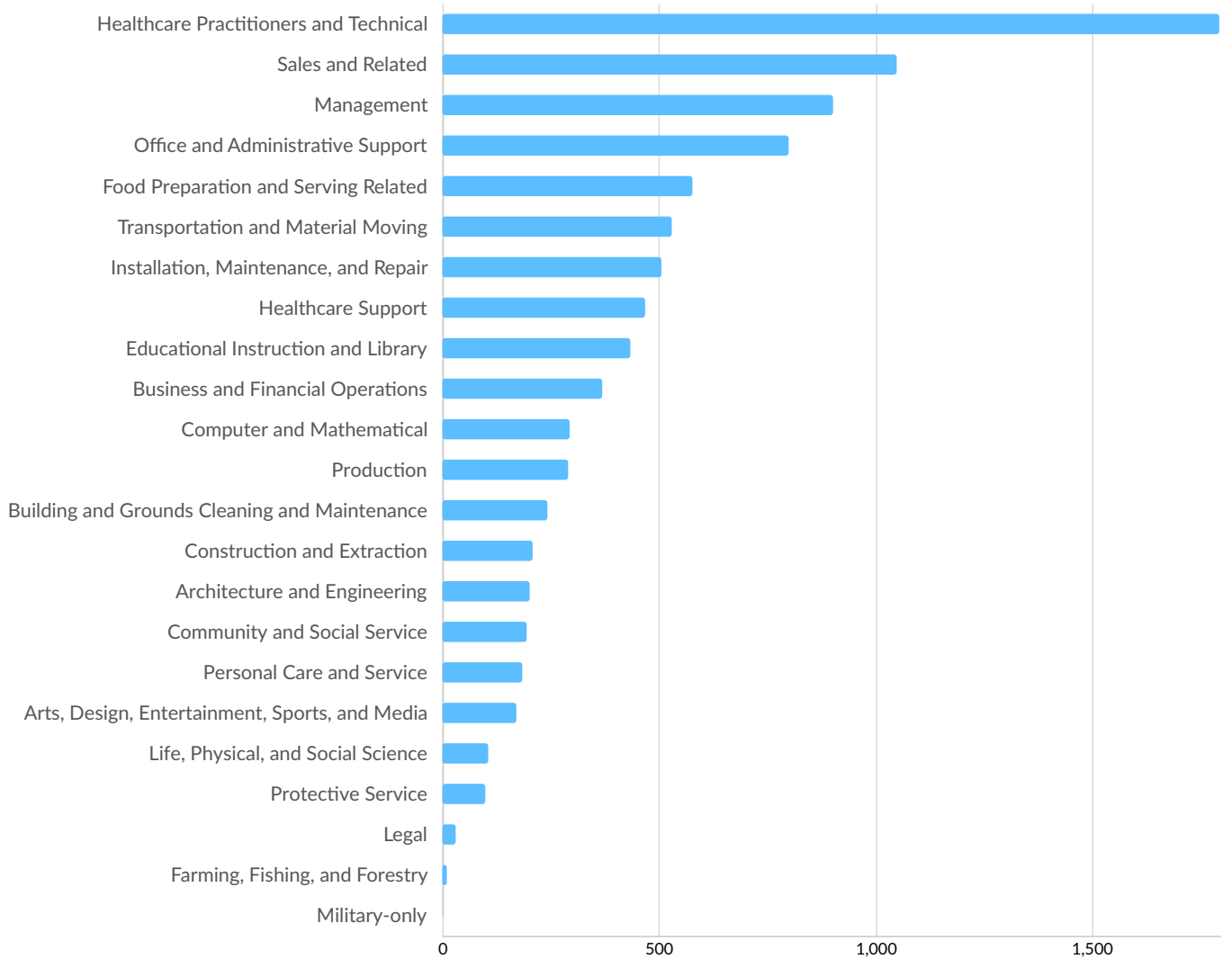


Top Occupation Earnings

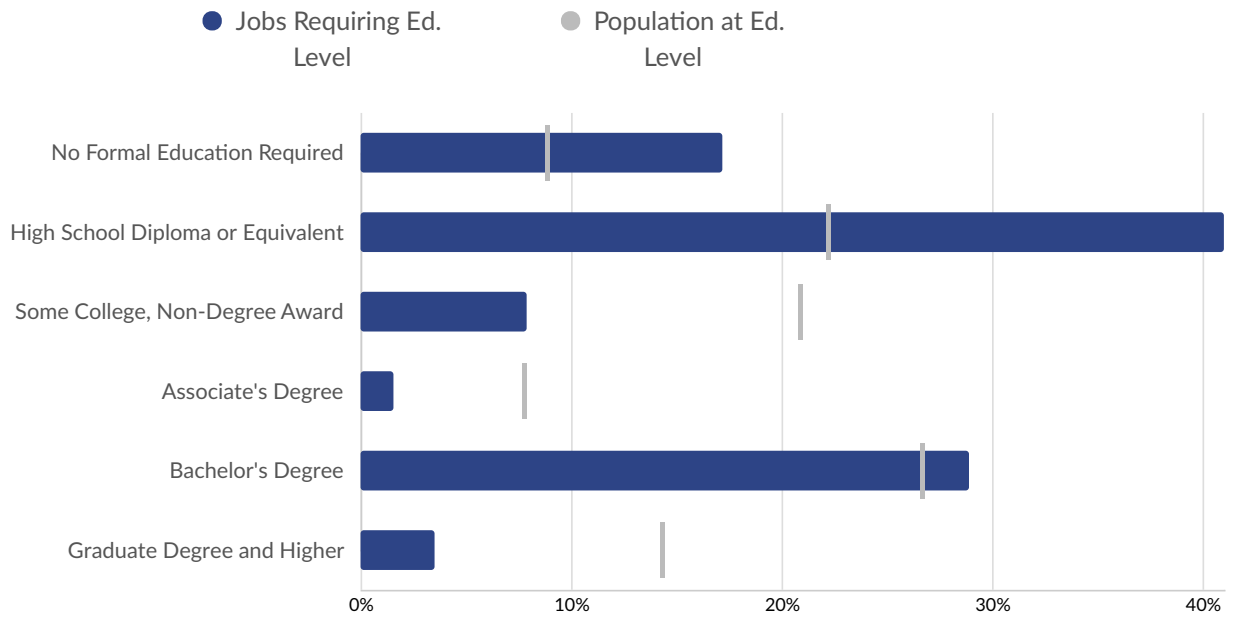


Top Posted Occupations

● Unique Average Monthly Postings



Underemployment



Educational Pipeline

In 2023, there were 9,452 graduates in Rural Capital Area. This pipeline has shrunk by 1% 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	
Southwestern University	457	
Galen Health Institutes-Austin Campus	120	
South University-Austin	82	
The Salon Professional Academy-Georgetown	58	
Total Transformation Institute of Cosmetology	54	
The Art Institute of Austin (not current)	0	
National American University-Georgetown (not current)	0	

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

In-Demand Skills

