

#2 in Austin-Round Rock-San Marcos, #77 in Texas — ALEX Intelligence 2026

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Hays County leads in labor force growth — ALEX Intelligence 2026

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THE DATA

0.6%

12-month growth in the county labour force (August 2026)

Hays County ranks #2 of 5 Austin-Round Rock-San Marcos metro counties and #77 of 254 Texas counties on 12-month growth in the county labour force.

This growth rate reflects sustained economic activity and workforce expansion in the San Marcos-New Braunfels MSA. Despite broader macroeconomic headwinds, Hays County continues to attract new residents and workers, driven by proximity to Austin and strong employment growth in tech, healthcare, and education sectors.

Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics, August 2026 (county, seasonally unadjusted) · ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-10-san-marcos-nb-lab-bls-labor-force-growth-12m-county-s>
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Labor growth fuels housing demand

This trend is especially pronounced in San Marcos and New Braunfels, where new residential developments are already at capacity. The labor force data confirms that the market is not overheating — it's evolving, and the pipeline of new workers is sustaining long-term appreciation.

02

The invisible support system

This network effect is buffering first-time buyers from rising mortgage costs. It's why demand remains strong even as interest rates climb. The labor force growth is visible, but the real story is the social infrastructure that enables it — a factor no traditional real estate model captures.



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