

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

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12-month labor force growth: Hays County, August 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 a sustained influx of workers into the San Marcos–New Braunfels MSA, driven by expanding tech, logistics, and service-sector employment. The figure underscores the market's ability to absorb new labor without inflationary pressure on wages, a rare equilibrium in fast-growing Texas metros.

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 outpaces housing supply

Despite Hays County's strong labor force expansion, housing starts and completions have not kept pace. The 0.6% labor growth in August 2026 occurs in a market where new construction remains constrained by land availability and permitting delays. This imbalance suggests continued upward pressure on home prices and rental rates, favoring existing homeowners and long-term investors.



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Migration drives growth, not just jobs

The labor force expansion is not solely job-driven; it reflects a broader demographic shift. Workers are relocating to the MSA not just for employment but for quality-of-life amenities, including walkable neighborhoods and proximity to nature. This migration pattern is reshaping the region's economic base from purely employment-based to one centered on lifestyle-driven retention.

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Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



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