The Lone Star State has a long history of leadership in financial services, and continues to be a growing force in this sector. More than 100 years ago, Dallas was selected as the headquarters for the Federal Reserve Bank's Eleventh District for its well-developed financial hub and central location. The state has since maintained its leadership, attracting major operations for the world’s largest financial services companies, as well as the most innovative start-ups in the field. Top financial services companies with corporate operations in the state include Charles Schwab, Merrill Lynch, Wells Fargo, Morgan Stanley, Goldman Sachs, UBS Financial Services, USAA and Fidelity Investments, among many others. Texas is home to diverse industry segments with strong employment in sales financing, real estate lending and consumer finance. In 2020 alone, more than $60 million in capital investment activity was announced by finance and insurance firms in Texas. It is evident that the state's strength in the financial sector will only continue to grow as Texas increasingly becomes known as the new frontier for financial technology, data centers, cybersecurity and more.

**STRONG AND GROWING WORKFORCE:**
Texas provides a sizable financial services workforce, ranking #1 in the U.S. for total employment at more than 558,000. Employment has increased by 23% in the sector since 2010. Texas business schools at Rice University, Texas A&M University, The University of Texas at Austin, Southern Methodist University, Baylor University and more all rank among the top 100 business schools in the country, according to U.S. News & World Report.

**NEW FRONTIER FOR FINANCIAL SERVICES:** With plenty of room to grow, financial services companies operating in Texas are also choosing to expand here.

Finance and insurance firms announced more than $60 million in new capital investment in 2020 alone. The amount of establishments has also increased 23% since 2010. In fact, the Lone Star State ranks #2 in the nation for establishments in the financial services sector, with more than 43,000 total firms.
THE FUTURE OF FINTECH:
The state’s emphasis on technology and innovation has created a burgeoning financial technology community. One key component to becoming a successful fintech hub is the Lone Star State’s leading efforts in cybersecurity. In fact, Texas holds the #2 spot on Business Facilities’ list of cyber states. Central Texas’ center for cybersecurity, San Antonio, is home to the highest concentration of cyber and intelligence employees outside of the nation’s capital. The University of Texas at San Antonio offers a Bachelor of Business Administration in Cyber Security—the #1 program in the nation dedicated to cybersecurity education.

TEXAS POWERS FINANCIAL TRANSACTIONS: Texas is becoming the country’s epicenter for financial transactions, due to our dominance in data center development. Texas data centers not only drive electronic trading, but unite consumers with businesses in an electronically connected world. According to Site Selection Magazine, Texas ranked #1 for data center growth in 2020, and Dallas-Fort Worth ranked as the #1 fastest-growing data center metro in the country. Dallas-Fort Worth is also ranked #6 in the world for its data center market strength, according to Cushman & Wakefield’s Global Data Center Market Comparison. These top rankings are thanks to the state’s long-haul fiber access, low land costs and cybersecurity initiatives.

FINANCIAL SERVICES EMPLOYMENT IN TEXAS, 2020

<table>
<thead>
<tr>
<th>Sector (Industry Code)</th>
<th>Firms</th>
<th>Employees</th>
<th>Average Annual Wage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depository Credit Intermediation (NAICS 5221)</td>
<td>7,911</td>
<td>159,313</td>
<td>$84,881</td>
</tr>
<tr>
<td>Nondepository Credit Intermediation (NAICS 5222)</td>
<td>5,740</td>
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<tr>
<td>Activities Related to Credit Intermediation (NAICS 5223)</td>
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<td>28,486</td>
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<tr>
<td>Securities and Commodity Contracts Intermediation and Brokerage (NAICS 5231)</td>
<td>3,523</td>
<td>31,984</td>
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<tr>
<td>Securities and Commodity Exchanges (NAICS 5232)</td>
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<td>210</td>
<td>$182,430</td>
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<tr>
<td>Other Financial Investment Activities (NAICS 5239)</td>
<td>7,111</td>
<td>41,953</td>
<td>$164,116</td>
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<tr>
<td>Insurance Carriers (NAICS 5241)</td>
<td>2,174</td>
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<tr>
<td>Agencies, Brokerages &amp; Other Insurance Related Activities (NAICS 5242)</td>
<td>14,471</td>
<td>112,360</td>
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<tr>
<td>Insurance and Employee Benefit Funds (NAICS 5251)</td>
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<td>702</td>
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<tr>
<td>Other Investment Pools and Funds (NAICS 5259)</td>
<td>394</td>
<td>1,226</td>
<td>$204,030</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>43,499</strong></td>
<td><strong>558,070</strong></td>
<td><strong>$101,785</strong></td>
</tr>
</tbody>
</table>


RELATED DEGREES EARNED IN TEXAS UNIVERSITIES, 2015-2020

- Accounting: 46,466
- Business Administration & Management: 39,992
- Computer & Information Sciences: 37,611
- Finance: 21,391
- Economics: 9,263
- Management Information Systems: 7,589

Source: The Higher Education Coordinating Board