Central Texas

Central Texas Counties

Bastrop	Bell	Blanco	Bosque	Brazos	Burleson	Burnet	Caldwell
Concho	Coryell	Falls	Fayette	Freestone	Gillespie	Grimes	Hamilton
Hays	Hill	Kimble	Lampasas	Lee	Leon	Limestone	Llano
Madison	Mason	McCulloch	McLennan	Menard	Milam	Mills	Robertson
San Saba	Travis	Washington	Williamson				

About the Central Texas Region

Nestled among the rolling hills of the Texas Hill Country, the Central Texas region is home to our State Capitol, the snaking Colorado River and its tributaries, miles of rich ranchland, and communities of all sizes ready to welcome visitors with an award-winning plate of Texas barbecue. The region spans nearly 32,000 square miles and is intersected by the I-35 corridor from San Marcos through Austin and up to Waco.

Given its central location, bustling metropolitan areas, and network of highways, the Central Texas region is home to a variety of industries. In addition to being the seat of state government, the capital area has experienced a tech boom, attracting enough tech businesses to earn the nickname "Silicon Hills." Fort Cavazos, the largest military base in Texas, and Camp Mabry are also strategically located here, making the region a growing hub for the defense industry. The region is served by some of Texas' most prestigious higher education institutions, including The University of Texas at Austin, Texas A&M University, Texas State University, and Baylor University, among others.

Central Texas is also home to a wealth of natural landmarks and a rich cultural heritage. From the expansive views provided by Enchanted Rock to the cool waters of the Frio River, and from the Texas Wine Trails to the town of West and its famous kolaches, this region has no shortage of parks and attractions, making it one of the most popular tourist destinations in Texas.

Central Texas Fast Facts

	Population	Industry	Exports	Workforce
Magnitude	**3.8M** *Population (2021)*	**$274B** *Contribution to GDP (2021)*	**$27B** *Foreign Exports (2021)*	**2.4M** *Total Employment (2021)*
Share	**13%** *Share of Texas Population (2021)*	**13%** *Share of Texas GDP (2021)*	**11%** *Share of Texas Foreign Exports (2021)*	**14%** *Share of Texas Employment (2021)*
Growth	**24%** *Total Population Growth (2011–21)*	**57%** *Total GDP Growth (2011–21)*	**37%** *Total Foreign Export Growth (2011–21)*	**30%** *Total Employment Growth (2011–21)*

Quantitative and qualitative research was performed May 2023 through May 2024; data cited reflects the then-most current and/or granular information for the time periods noted.
Data Sources: IMPLAN, Data Library, Texas, (2011-21); Guidehouse Analysis.

Central Texas

Business and Industry

Top Industry Clusters by LQ (2021)	LQ (2021)	Emp. (2021)	GDP (2021)	Top Industry Clusters by Emp. Growth (2015-21)	Emp. Growth (2015-21)	Emp. (2021)	GDP (2021)
Computers and Electronics Manufacturing	2.19	26,170	$8,663M	Information Technology and Artificial Intelligence	110%	131,260	$23,450M
Information Technology and Analytical Instruments	1.94	35,950	$12,352M	Production Technology and Heavy Machinery	76%	7,880	$1,538M
Information Technology and Artificial Intelligence	1.86	131,260	$23,450M	AgTech	74%	175,740	$27,208M
Nonmetal Mining	1.70	3,210	$1,287M	Biopharmaceuticals	73%	2,930	$1,321M
AgTech	1.45	175,750	$27,208M	Medical Devices	73%	2,680	$345M

Note: Industry clusters consisting of less than 0.1% of total regional employment are not shown in tables.

Workforce

Top Occupations by LQ (2021)	LQ (2021)	Emp. (2021)	Top Occupations by Emp. Growth (2018-21)	Emp. Growth (2018-21)	Emp. (2021)
Computer Occupations	1.49	82,840	Material Moving Workers	61%	44,210
Postsecondary Teachers	1.36	20,170	Top Executives	43%	30,630
Other Educational Instruction and Library Occupations	1.18	22,430	Business Operations Specialists	39%	61,910
Drafters, Engineering Technicians, and Mapping Technicians	1.17	9,020	Advertising, Marketing, Promotions, Public Relations, and Sales Managers	38%	8,370
Other Teachers and Instructors	1.16	13,610	Operations Specialties Managers	32%	21,640

Note: Occupations that predominately serve the local community and occupations consisting of less than 0.5% of total regional employment not shown in tables.

Regional Opportunities

Strengths	Opportunities
Growing Economy Central Texas has experienced rapid growth in recent years, with population growing by 24% from 2011–21 and regional GDP growing by 57% over the same period.	The region can continue to expand and diversify its industrial base by targeting emerging industries like biopharmaceuticals and medical devices in addition to building on existing strengths in computers, electronics, and IT.
Tech-Enabled Central Texas has notable strengths in tech-enabled industries, including computers and electronics, information technology, analytical instruments, semiconductors, and artificial intelligence.	As tech continues to grow as an enabler of global economies, Central Texas has an opportunity to cement itself as a leader in digital innovation across a variety of industries.
Computing Power Central Texas' workforce has a unique concentration in computer occupations and electronic equipment mechanics, which supports the growth of high-tech industries.	Central Texas can leverage its robust network of educational institutions to both strengthen the pipeline of talent supporting high-tech industries and build out skillsets that enable economic diversification.

Quantitative and qualitative research was performed May 2023 through May 2024; data cited reflects the then-most current and/or granular information for the time periods noted.
Data Sources: IMPLAN, Data Library, Texas, (2011-21); Guidehouse Analysis.