

REGIONAL Profile



Upper East Texas



Upper East Texas Counties

Anderson	Bowie	Camp	Cass	Cherokee	Delta
Franklin	Gregg	Harrison	Henderson	Hopkins	Lamar
Marion	Morris	Panola	Rains	Red River	Rusk
Smith	Titus	Upshur	Van Zandt	Wood	



About the Upper East Texas Region

Reaching from the Cedar Creek Reservoir in the west to the Arkansas and Louisiana borders in the east, the Upper East Texas region spans nearly 16,000 square miles and encompasses the Longview, Texarkana, and Tyler metropolitan areas. The western part of the region contains scenic prairies, which transition into the Piney Woods to the east. With its boundless forests, the Upper East region boasts a natural beauty unique within Texas' geography.

The region's diversity of natural resources lays the foundation for a diversified economy, which exports various commodities including oil, gas, chemicals, and animal products. The region has a storied history as a trade hub — it is home to First Monday Trade Days, the largest flea market in the world, which has been operating in Canton since the 1850s.

Upper East Texas is served by a number of educational institutions, including The University of Texas at Tyler and Texas A&M campuses at Texarkana and Commerce, along with a variety of private colleges and community colleges. The region has also seen significant growth in high-wage jobs over the last few years, particularly in management, business, and finance occupations.



Upper East Texas Fast Facts

	Population	Industry	Exports	Workforce
Magnitude	1.2M <i>Population (2021)</i>	\$54B <i>Contribution to GDP (2021)</i>	\$7B <i>Foreign Exports (2021)</i>	0.6M <i>Total Employment (2021)</i>
Share	4% <i>Share of Texas Population (2021)</i>	3% <i>Share of Texas GDP (2021)</i>	3% <i>Share of Texas Foreign Exports (2021)</i>	4% <i>Share of Texas Employment (2021)</i>
Other	4% <i>Total Population Growth (2011–21)</i>	137K <i>Number of Establishments (2021)</i>	12% <i>Total Foreign Export Growth (2011–21)</i>	5% <i>Total Employment Growth (2011–21)</i>

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; US Census Bureau, County Business Patterns, 2021.

REGIONAL Detail



Upper East Texas



Business and Industry

Top 5 Industry Clusters by LQ (2021)	LQ (2021)	Emp. (2021)	GDP (2021)
Trailers, Motor Homes, and Appliances	8.47	4,250	\$372M
Livestock Processing	6.17	9,600	\$642M
Industrial Chemical Products	3.32	1,570	\$902M
Metal Mining	2.90	720	\$314M
Oil and Gas Production and Transportation	2.84	22,490	\$5,075M

Top 5 Industry Clusters by Emp. Growth (2015-21)	Emp. Growth (2015-21)	Emp. (2021)	GDP (2021)
Aerospace Vehicles, Aircraft, and Defense	140%	510	\$83M
Industrial Chemical Products	107%	1,570	\$902M
Information Technology and Artificial Intelligence	101%	5,860	\$452M
Livestock Processing	73%	9,600	\$642M
Medical Devices	56%	1,430	\$160M

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)	Employment (2021)
Extraction Workers	4.46	2,460
Food Processing Workers	2.07	5,410
Preschool, Elementary, Middle, Secondary, and Special Education Teachers	1.49	17,370
Metal Workers and Plastic Workers	1.38	6,770
Supervisors of Production Workers	1.35	2,630

Top Occupations by Emp. Growth (2018-21)	Emp. Growth (2018-21)	Emp. (2021)
Material Moving Workers	46%	25,120
Food Processing Workers	33%	5,410
Top Executives	32%	9,580
Business Operations Specialists	27%	14,050
Operations Specialties Managers	13%	5,040

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

Export Driven

Upper East Texas is a strong producer of tradable goods, including trailers, livestock products, and chemicals. The region has shown rapid growth in foreign exports relative to overall GDP in recent years.

Rich in Resources

Upper East Texas is home to strong resource extraction and livestock processing industry clusters, the latter of which has also demonstrated significant growth.

Tailored Workforce

Technical occupations such as extraction workers, food processing workers, and metal and plastic workers are all highly concentrated in the region.

Opportunities

With a long history as a trade hub, Upper East Texas is well-positioned for continued growth in export-driven industries such as oil and gas, chemical manufacturing, and livestock processing.

Upper East Texas can continue to cultivate strengths in natural resource industries while also targeting expansion in emerging industries such as aerospace and defense, information technology, and medical devices.

Upper East Texas can leverage its highly technical workforce to attract new businesses and work with educational institutions to build out critical skills needed to support emerging industries.

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.