



Market at a Glance

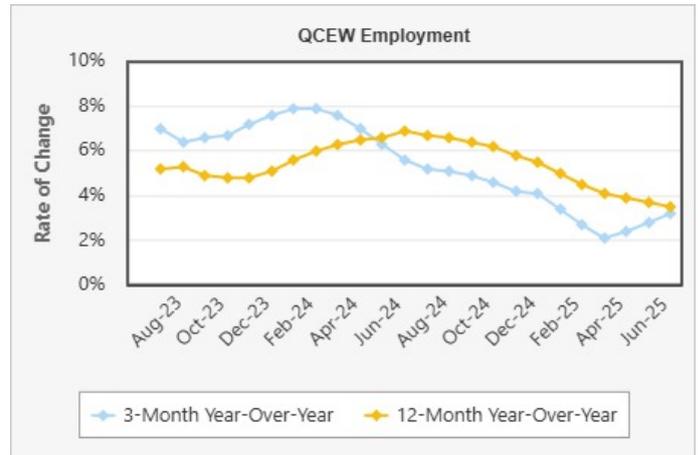
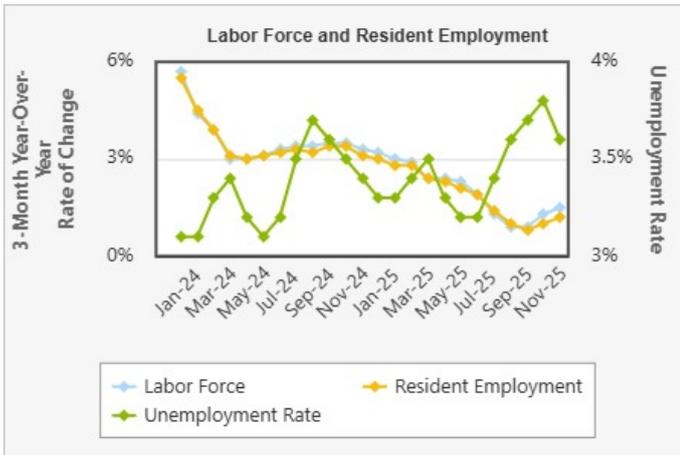


Hays County, TX

Prepared by: PD&R / Economic & Market Analysis Division (EMAD)
Southwest Regional Office

Created on: 17 February 2026

ECONOMIC CONDITIONS



Data Source: U.S. Bureau of Labor Statistics
Note: BLS data includes EMAD estimates for data missing as a result of a lapse in appropriations

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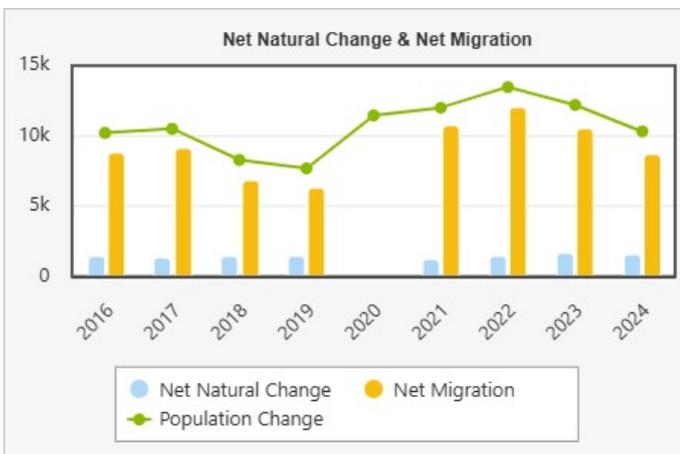
	3-Month Average			3-Month Year-Over-Year Change			
	November 2023	November 2024	November 2025	November 2023 to November 2024		November 2024 to November 2025	
	Number	Number	Number	Number	Percent	Number	Percent
Labor Force	157,604	162,829	165,251	5,225	3.3	2,422	1.5
Resident Employment	152,521	157,284	159,222	4,763	3.1	1,938	1.2
Unemployment Rate (%)	3.2	3.4	3.6	n/a	n/a	n/a	n/a
	June 2023	June 2024	June 2025	June 2023 to June 2024		June 2024 to June 2025	
QCEW Employment	89,648	94,713	97,768	5,065	5.6	3,055	3.2

Data Source: U.S. Bureau of Labor Statistics
Note: BLS data includes EMAD estimates for data missing as a result of a lapse in appropriations

POPULATION & HOUSEHOLDS

	Decennial Census				ACS & Population Estimates Program						
	April 2010	April 2020	Average Annual Change 2010 to 2020		July 2022	July 2023	July 2024	2022 to 2023		2023 to 2024	
			Number	Percent				Number	Percent	Number	Percent
Population	157,107	241,067	8,396	4.4	269,476	281,697	292,029	12,221	4.5	10,332	3.7
Households	55,245	86,904	3,166	4.6	101,449	105,917	109,837	4,468	4.4	3,920	3.7

Data Source: 1 - 2010 Census; 2020 Census; U.S. Census Bureau Population Estimates
2 - 2010 Census; 2020 Census; 2022, 2023 and 2024 American Community Surveys (1-Year)

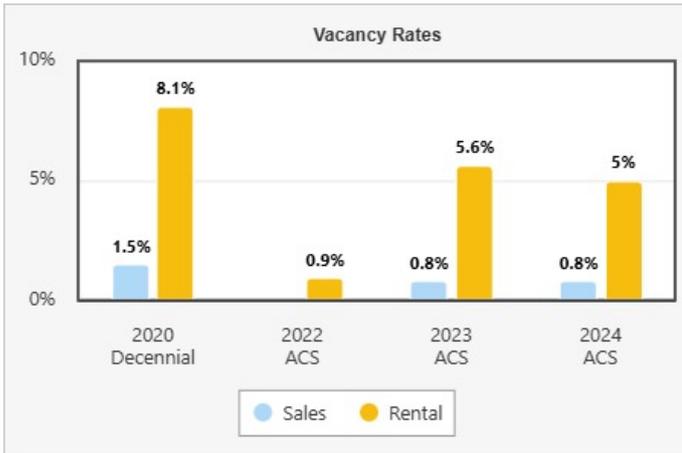


Notes: 1 - Values in chart reflect July year-to-year changes
2 - Net Migration includes residual population change
3 - Annual components of population change are not available for 2020

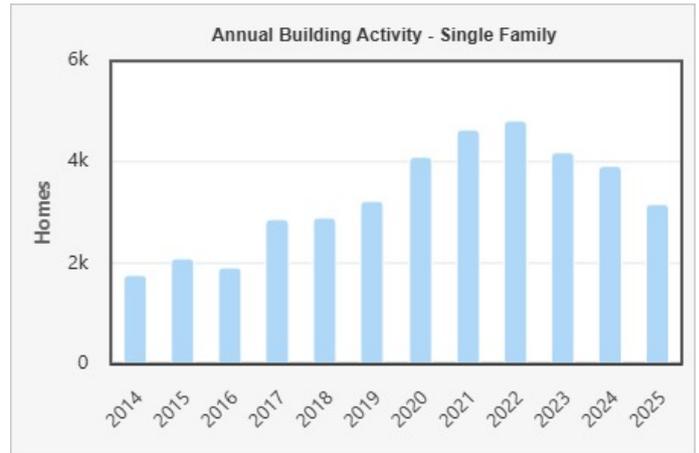
Economic Trends and Population and Household Trends

Hays County is one of five counties in the Austin-Round Rock Metropolitan Statistical Area (MSA) located on the Edwards Plateau in central Texas. During the 3 months ending (ME) November 2025, resident employment in Hays County increased 1,950, or 1.2% to an average of 159,200 jobs compared with an increase of 4,750, or 3.1%, a year earlier. The unemployment rate averaged 3.6% during the 3 ME November 2025, up from 3.4% the previous year. Hays County is home to Texas State University, the 5th largest university in Texas with more than 44,600 students and more than 4,000 full-time faculty and staff (Fall 2025). The largest private employers in Hays County include the Amazon Fulfillment Center and the Premium Outlets with an estimated 5,000 and 1,600 employees, respectively (Hays County).

The population of Hays County is currently estimated at 302,800 as of January 1, 2026. Since 2020, the population of the county has increased by an average of 10,700, or 4.0%, annually, compared with growth of 8,400, or 4.4%, a year from 2010 to 2020. There are currently an estimated 116,200 households in the county, an average annual increase of 5,050, or 5.1% since April 2020. By comparison, from 2010 to 2020 households increased 3,175, or 4.6%.



Data Source: 2020 Census; 2022, 2023 and 2024 American Community Surveys (1 - Year)

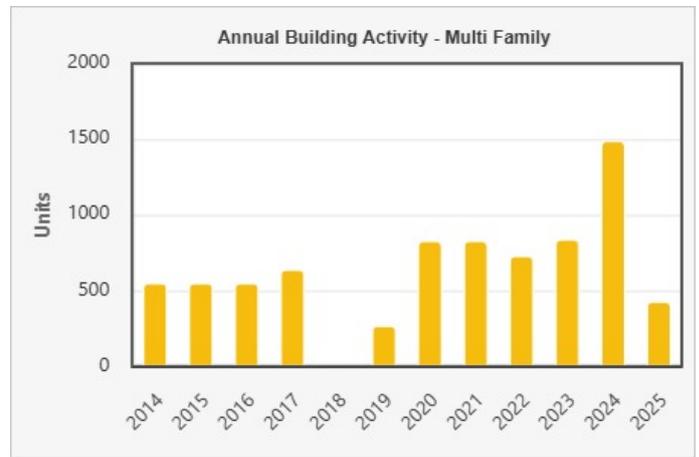


Data Source: U.S. Census Bureau, Building Permits Survey

Note: Data for 2025 is preliminary, through October 2025

Housing Inventory by Tenure				
	2020 Decennial	2021 ACS	2022 ACS	2023 ACS
Total Housing Units	93,534	104,828	110,248	115,106
Occupied	86,904	101,449	105,917	109,837
Owners	53,603	66,896	67,818	70,194
% Owners	61.7	65.9	64.0	63.9
Renters	33,301	34,553	38,099	39,643
% Renters	38.3	34.1	36.0	36.1
Total Vacant	6,630	3,379	4,331	5,269
Available for Sale	826	n/a	532	553
Available for Rent	2,920	306	2,247	2,071
Other Vacant	2,884	n/a	1,552	2,645

Data Source: 2020 Census; 2022, 2023 and 2024 American Community Surveys (1 - Year)



Data Source: U.S. Census Bureau, Building Permits Survey

Note: Data for 2025 is preliminary, through October 2025

Housing Market Conditions Summary

Home sales market conditions are currently slightly soft with an estimated home sales vacancy rate of 1.8%, up from 1.5% in April 2020. During the 12 ME November 2025, the number of home sales totaled 7,000, down 730, or 9%, compared with a year ago (Zonda). The average sales price of a home increased \$3,525, or 1%, to \$490,700 compared with 1 year ago. As of November 2025, a 4.6 month-supply of inventory was available on the market, up from a 4.3 month-supply 1 year earlier (Cotality). Building activity, as measured by the number of single-family homes permitted, totaled 3,675 during the 12 ME October 2025, down 220, or 6% from the previous 12 months (includes preliminary data).

The overall rental market (which includes renter-occupied single-family homes, mobile homes, and apartment units) is currently soft with a 14.6% vacancy rate as of January 2026, up from 8.1% in April 2020 due to a surplus of units on the market. The apartment market is currently also soft with a 17.7% vacancy rate, down from 24.8% 1 year earlier (CoStar Group). The average effective rent for an apartment is \$1,365, down \$44, or less than 3%, from the previous year. Multifamily construction activity, as measured by the number of known multifamily unit permits, totaled 2,475 units during the 12 ME November 2025, up 440 units, or 21% from the previous 12 months (includes preliminary data). From 2016 through 2019, permits averaged 1,375 units a year before increasing to an average of 2,825 2020 to 2023.

Rental Housing Supply	
Under Construction	3,675
In Planning	

Data Source: Estimates by analyst

Note: Units in Planning have not been permitted, but are expected to be completed within 3 years

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