

Austin Region Overview

February 2026





WHO IS OPPORTUNITY AUSTIN?

OPPORTUNITY AUSTIN

Our mission is to strengthen the **competitiveness** and **resiliency** of the Austin region.

How do we do it?

By fostering job-creating investments while also advocating for policies and programs that nurture our workforce, quality of life and pro-business climate



ABOUT OPPORTUNITY AUSTIN

Early 2000s

Recession eliminated
15,000 jobs in Tech

2004

OA was founded
to increase
economic
resiliency of the
Austin region.
Launched OA1.0

2009

Launched OA2.0

2014

Launched OA3.0

2019

Launched OA4.0

2024

Launched OA5.0

Opportunity Austin has helped bring more than

700,000 jobs

to the Austin region.



OPPORTUNITY AUSTIN 5.0

The background of the slide is a photograph of the Austin skyline at dusk. The sky is a mix of purple, blue, and orange. In the foreground, there are colorful light trails in shades of blue, purple, and green, suggesting a long-exposure shot of traffic or city lights. The city buildings are silhouetted against the sky, with some lights visible. A large, semi-transparent blue triangle is overlaid on the right side of the image.

Economic Development

Global Investment & Innovation

Workforce Development

Policy & Advocacy

Austin ranked as a **Best-Performing City** by the Milken Institute for 19 consecutive years.

This study measures each metro area's economic performance using outcomes-based metrics of labor market performance, high tech impact, and access to economic opportunities.



INNOVATION ECOSYSTEM

3rd in Per Capita Patents

Among top 50 metros

#5 AI-specific VC Funding

In US past 3 years

#5 Venture Capital

Market for funding in the U.S.

7th in Startup Density

Among top 50 metros

Austin Region in the News

- Austin has received the second-most headquarters relocations in the entire country, with 82 between 2018 and 2024. Only Dallas is ahead with 100 in that time. (Visual Capitalist, 05/28/25)
- Austin is the No. 1 Rising Star in the US based on The Global Tech Ecosystem Index, for high performing, innovative ecosystems with strong output per capita. (Dealroom.co, 5/21/25)
- Leander, Pflugerville, and Cedar Park were ranked 8, 15, and 23 respectively on US News and World Report's "Best Places to Live". Austin was ranked third best place to live in the large city category and Round Rock was ninth in the medium city category. The ratings took into account affordability, quality of life, safety, and growth (US News and World Report, 5/25)
- Austin's workforce is the 6th most concentrated in STEM occupations among large U.S. metros. (U.S. Bureau of Labor Statistics, 4/3/25)
- Austin best in Texas for VC investment and 7th among all U.S. metros in 2024. (PitchBook, 1/23/25)
- Austin maintains a decade-long streak as being one of the Top metros on Milken's annual assessment of economic growth and access to opportunities. (Milken Institute, 1/14/25)
- Austin is one of the Top 10 North American Tech Hubs. (Site Selection, 1/25)
- Austin ranks 8th globally and 3rd in the Americas in JLL's "Innovation Geographies" assessment of the innovation and talent attributes major cities around the world. (JLL, 3/25/24)

Texas in the News

- Texas was ranked as the Best Business Climate in the nation for the third consecutive year (Business Facilities, 6/24/25)
- For an unprecedented 13th consecutive year, Texas won the Governor's Cup as the top performing state for business relocations and expansions (Site Selection, 3/3/25)
- Texas is ranked as the best places for business startups in the nation. (Swoop Funding, 2/10/2025)
- Texas has the No. 1 State Business Climate. Texas was also first in the Executive Survey portion of the rankings. (*Site Selection*, 11/24)
- Texas has the nation's Best Corporate Tax Environment. (*Area Development*, Q3/24)
- Texas is #1 for top Foreign Trade Zones based on value of imports, exports, and number of employees (*Site Selection*, 8/24)
- Texas is No. 3 on America's Top States for Business ranking. (CNBC, 7/11/24)
- Texas has the Best Business Climate. (*Business Facilities*, 6/24/24)
- Texas is the Best State for Business for the 20th consecutive year. (*Chief Executive*, 4/24/24)
- Texas is the No. 1 State for the Semiconductor Industry. (*Site Selection*, 6/27/23)

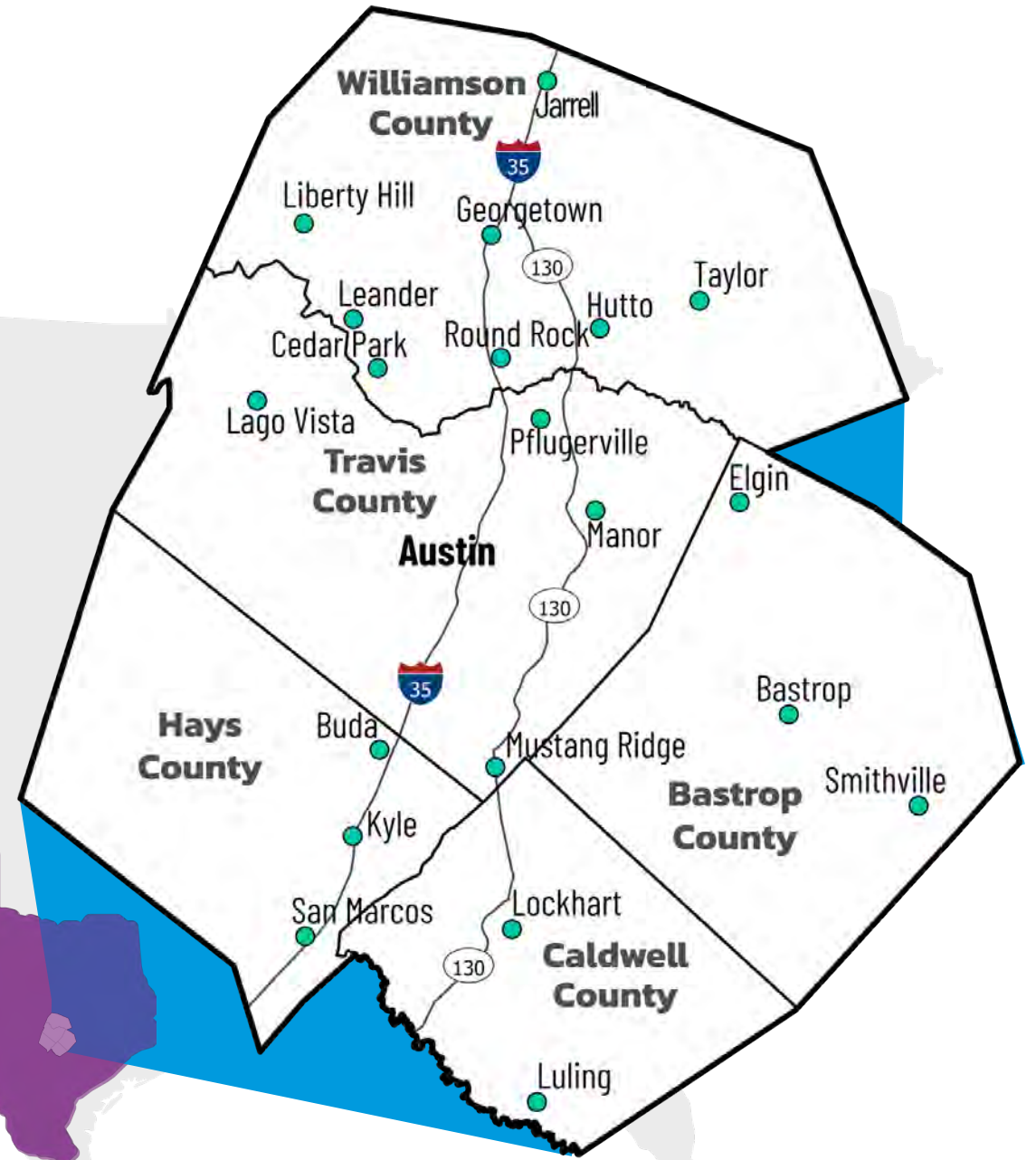
STRATEGICALLY POSITIONED

Austin, Texas Region

Strategically Located

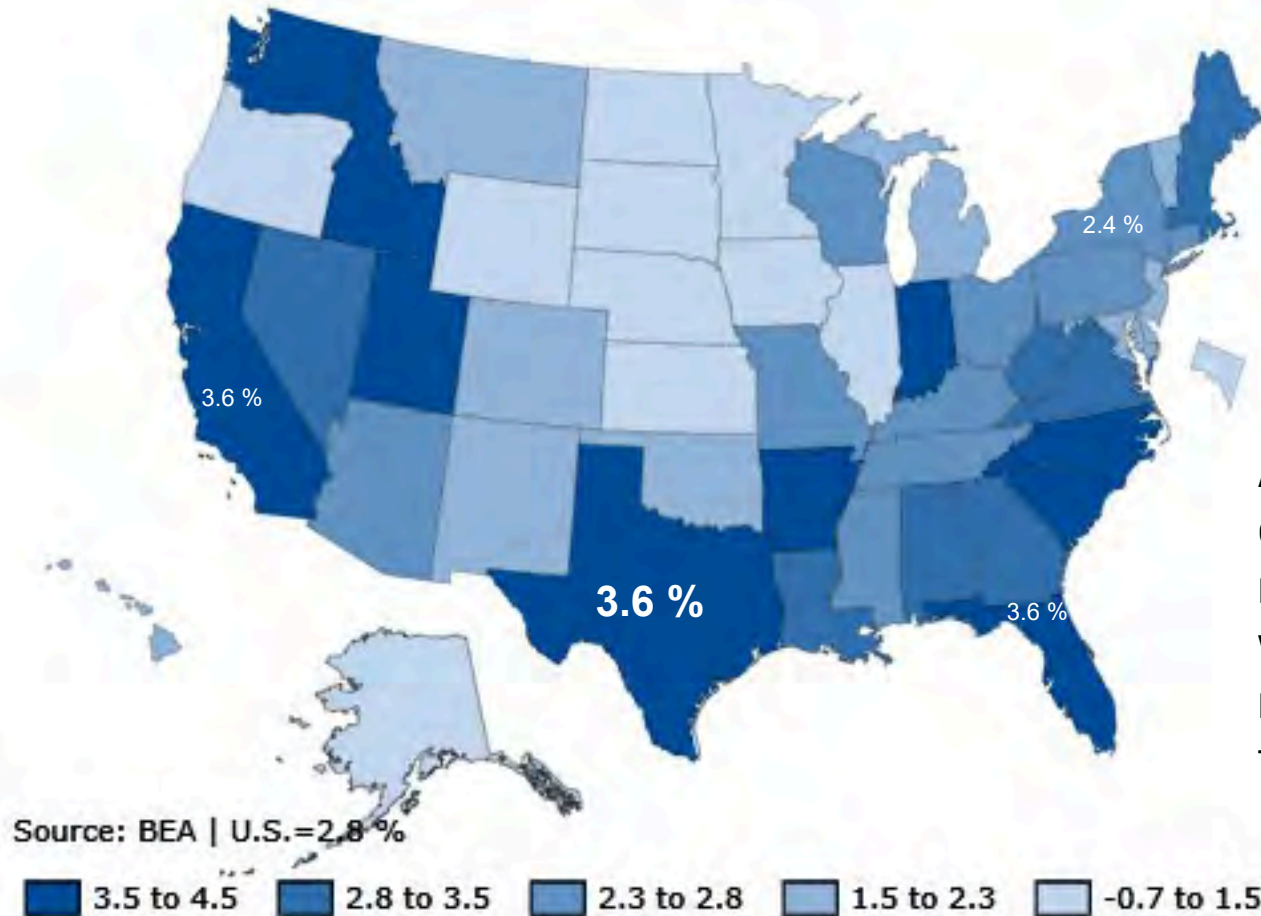
Central Time Zone in U.S.

80% of the Texas population lives within the Triangle of Dallas, Houston & San Antonio



Texas is among the fastest growing economies:

Real GDP % change 2023-2024



Austin has the best performing economy among the top 50 metros over the last 5 years, with GDP increasing 39.0% in real terms. Austin GDP growth from 2023 to 2024 was 4.5%.

AUSTIN SAN ANTONIO MEGAREGION

*A Powerhouse for
Innovation and Growth*

5.3M



CURRENT RESIDENTS

8.3M



PROJECTED POPULATION
by 2050, Surpassing the
current population of DFW

**INDUSTRY
VERTICALS**

- Advanced manufacturing
- Automotive
- Bio & life sciences
- Cyber & defense
- Distribution & logistics



43



HIGHER ED
INSTITUTIONS

3 FASTEST
GROWING
CITIES

Leander, Kyle &
New Braunfels

JOINT PRIORITIES

- Mobility
- Energy
- Research & Development
- Workforce



\$25B in Infrastructure

Investments Underway

Major Airport Expansion

New terminals, taxi ways, baggage system and parking to accommodate unprecedented growth

Interstate Hwy 35 Improvement

Major overhaul of one of the main arteries through Austin that will improve traffic and dramatically change downtown by capping and stitching large urban segments

Medical Complex featuring MD Anderson

The world's leading cancer treatment and research center is breaking ground in Austin in 2026



Nonstop Jet Destinations

As of Sep 2025



- AeroMexico
- Air Canada
- Alaska Airlines
- Allegiant
- American
- British Airways
- Copa
- Delta
- Frontier
- Hawaiian
- JetBlue
- KLM
- Lufthansa
- Southwest
- Spirit
- Sun Country
- United
- Vacation Express
- Viva Aerobus
- WestJet

- AUS top 10 rankings:
- Conde Nast Traveler*
- J.D. Power
- Travel+Leisure*
- Fodor's
- Food & Wine*



ABOUT US

Austin, Texas Region

Austin Region Snapshot

Fastest growing
among the top 50 metros

Capital
of the State of Texas

13th
largest U.S. city

159
new residents daily



Austin Region Snapshot

1.5 million

Labor force

2.55 million

MSA population

36

Median Age

52%

Hold a bachelor's degree

Far above national standard

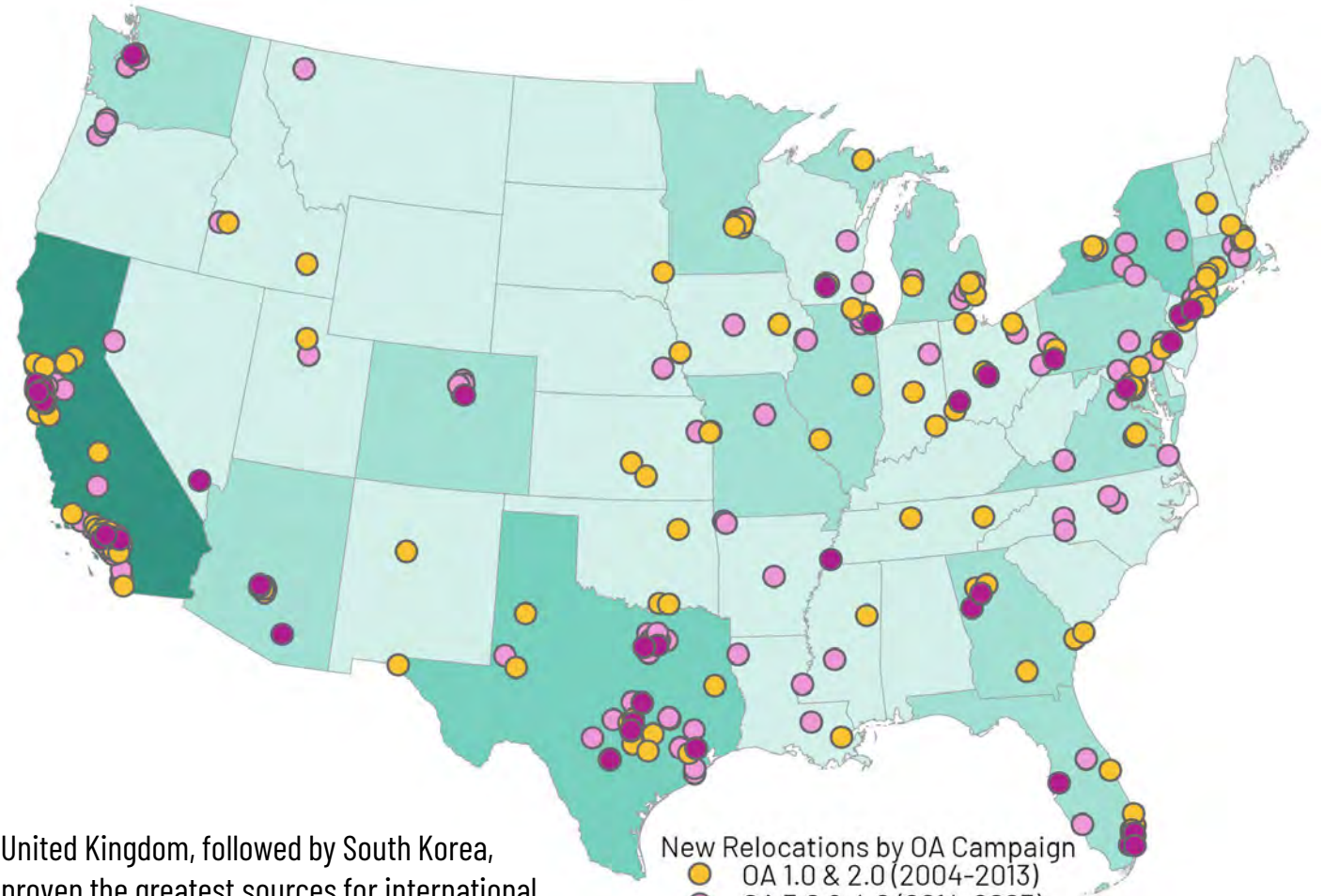


ECONOMIC GROWTH

Relocation Origins 2004 – December 2025

949 total relocations

California	276	Kansas	6
International*	157	New Jersey	6
Texas	135	District of Columbia	5
New York	52	Iowa	5
Illinois	30	Utah	5
Washington	26	Wisconsin	5
Florida	21	Indiana	4
Massachusetts	19	Louisiana	4
Virginia	17	North Carolina	4
Arizona	15	Oklahoma	4
Minnesota	15	Arkansas	3
Georgia	14	Idaho	3
Colorado	13	Mississippi	3
Pennsylvania	13	Nebraska	3
Connecticut	12	New Mexico	3
Michigan	12	New Hampshire	2
Missouri	10	South Dakota	2
Ohio	10	Montana	1
Maryland	9	Rhode Island	1
Nevada	8	South Carolina	1
Oregon	7	West Virginia	1
Tennessee	7		



*The United Kingdom, followed by South Korea, have proven the greatest sources for international relocations to Austin. Canada, Australia, and France are the next most common origins.

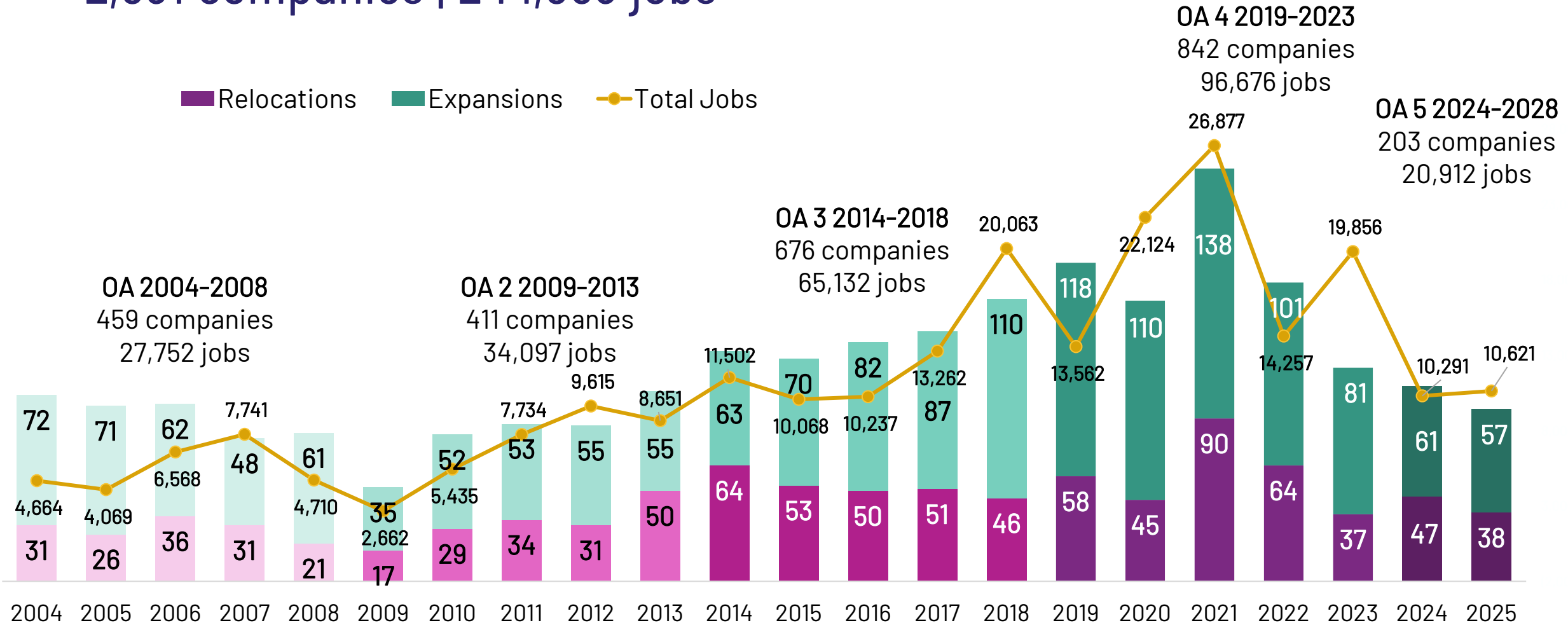
New Relocations by OA Campaign

- OA 1.0 & 2.0 (2004-2013)
- OA 3.0 & 4.0 (2014-2023)
- OA 5.0 (2024-2028)

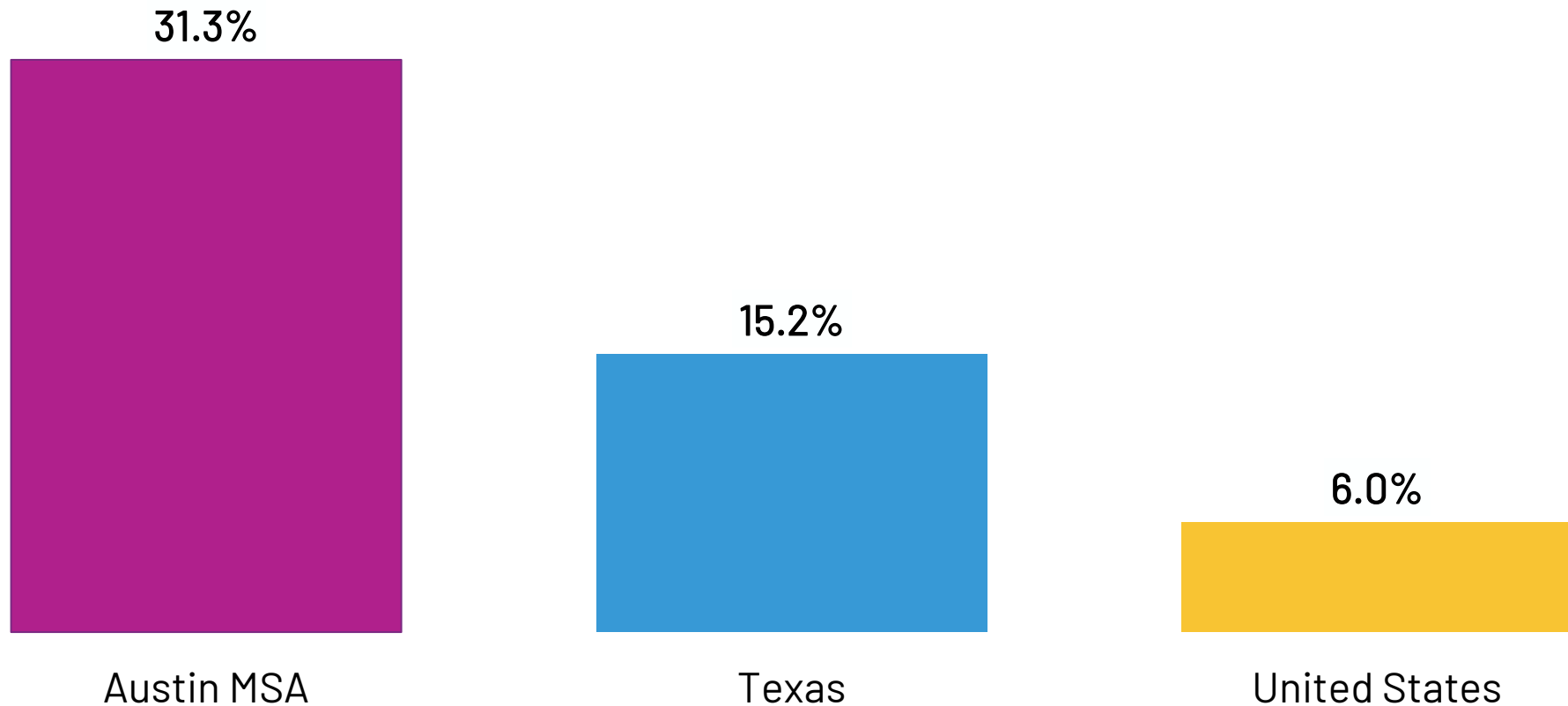
Relocations & Expansions 2004 - 2025

2,591 companies | 244,569 jobs

■ Relocations ■ Expansions ● Total Jobs



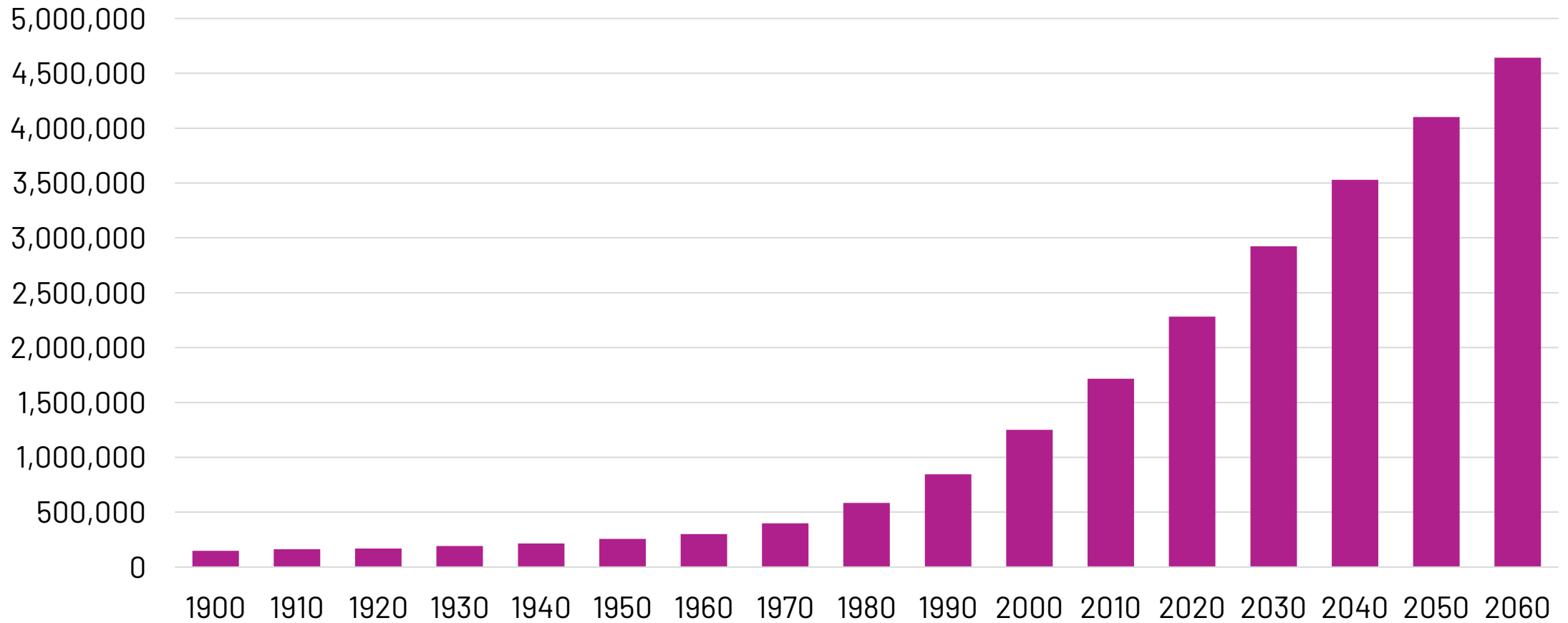
Population Growth 2014-2024



Source: U.S. Census Bureau, Decennial Census & Population Estimates 2024.

Population Growth

Austin MSA



Source: U.S. Census Bureau & Texas' Office of the State Demographer.



Austin remains as the Fastest Growing City

Among the top 50 metros since 2020.

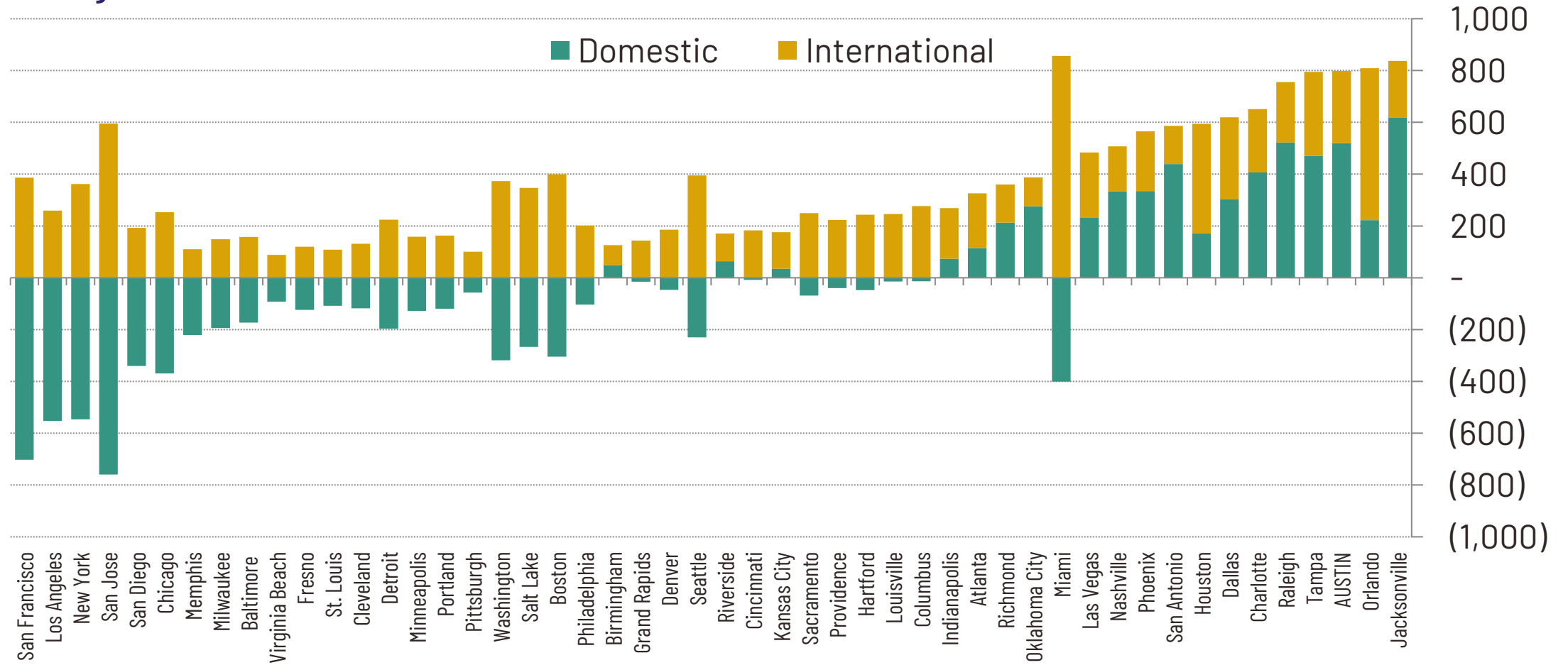


Source: U.S. Census Bureau, Population Estimates 2024.



Net Migration 2020-2024 per 10,000 Population

50 Largest Metros



Source: U.S. Census Bureau, Population Estimates 2024.



Best Performing Large Economies

GDP by metro real growth rates, 2019-2024

	2024 GDP		2019-2024	
	Millions of current \$	Size Rank	Real % change	Rank
Austin	\$268,445	21	36.4%	1
Nashville	224,391	25	27.4	2
Phoenix	435,522	14	27.1	3
Tampa	261,610	22	26.7	4
Jacksonville	139,151	39	26.7	5
San Jose	441,768	13	25.8	6
Raleigh	142,885	38	24.9	7
Orlando	233,182	23	24.3	8
San Antonio	198,422	31	23.5	9
Miami	574,994	11	22.5	10

Austin, with real GDP growth of 3.7% in 2024, also ranks No. 7 in growth over the last year.

Austin ranks as the 25th largest metro based on population, but the 21st largest economy by GDP.

Source: U.S. Bureau of Economic Analysis.



TALENT ADVANTAGE

DEEP TALENT POOL

415,000 University Students

Colleges & Universities - 100-mile radius, 2022

28 Public School Districts

34 Charter Districts & 125+ Public Schools

3rd Highest Labor Force

Participation Among Major Metros

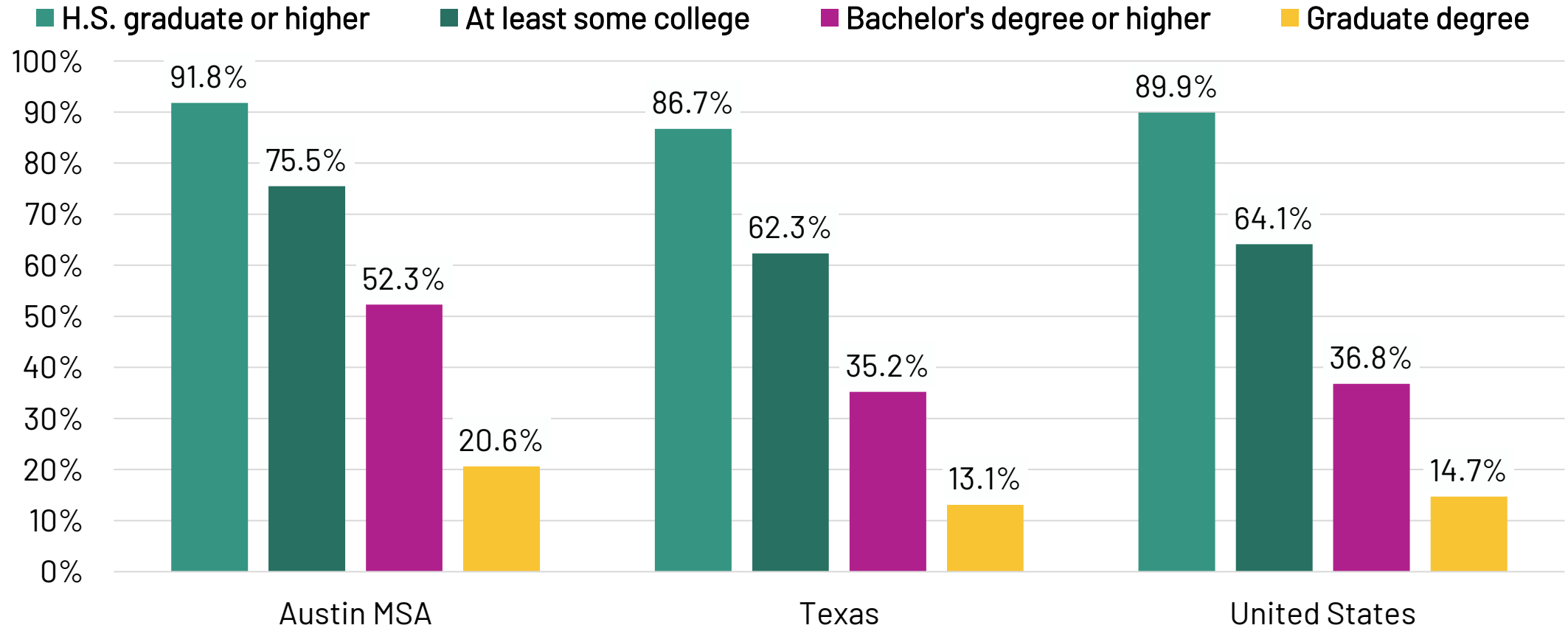
#5 STEM Occupation concentration

Among 50 Major Metros-2023



Educational Attainment

2024



Source: U.S. Census Bureau, American Community Survey.



Bachelor Degree Attainment, Aged 25+

2024, 50 Largest Metros

	Population Aged 25+	Population w/ Bachelor's	Bachelor's % of total	Rank
San Jose MSA	1,421,384	800,911	56.3%	1
Washington MSA	4,447,783	2,466,941	55.5	2
San Francisco MSA	3,421,684	1,840,959	53.8	3
Boston MSA	3,571,913	1,891,663	53.0	4
Raleigh MSA	1,071,762	562,714	52.5	5
Austin MSA	1,769,558	924,733	52.3	6
Denver MSA	2,183,070	1,127,524	51.6	7
Seattle MSA	2,971,182	1,440,584	48.5	8
Minneapolis MSA	2,588,204	1,186,980	45.9	9
Baltimore MSA	1,996,092	903,460	45.3	10
United States	-	-	-	-

Source: U.S. Census Bureau, American Community Survey.



STEM Occupation Concentration

2024, 50 Largest Metros

	Total employment	Non-STEM occupations	STEM occupations	STEM % of total	Rank
San Jose MSA	1,134,670	894,940	239,730	21.1%	1
San Francisco MSA	2,405,740	2,098,390	307,350	12.8	2
Seattle MSA	2,082,600	1,817,960	264,640	12.7	3
Washington MSA	3,118,640	2,756,260	362,380	11.6	4
Boston MSA	2,707,930	2,401,880	306,050	11.3	5
Austin MSA	1,260,220	1,120,400	139,820	11.1	6
Raleigh MSA	723,590	643,560	80,030	11.1	7
Salt Lake City MSA	816,670	741,840	74,830	9.2	8
Portland MSA	1,213,770	1,105,600	108,170	8.9	9
Baltimore MSA	1,340,750	1,223,010	117,740	8.8	10
United States	—	—	—	6.7	—

STEM: Science, technology, engineering & mathematics

Source: U.S. Bureau of Labor Statistics, Occupational Employment Statistics.



Colleges & Universities within 60 miles

Fall 2023 Enrollments

4-year institutions	
The University of Texas – Austin	53,082
Texas State University – San Marcos & Round Rock	38,722
University of Mary Hardin-Baylor – Belton	3,520
St. Edward’s University – Austin	3,309
Texas A&M Central Texas – Killeen & Hutto	2,255
Concordia University – Austin	1,614
Southwestern University – Georgetown	1,457
Texas Lutheran University – Seguin	1,361
Huston-Tillotson University – Austin	1,029
Community colleges	
Austin Community College – Locations throughout metro	35,600
Central Texas College – Killeen	8,192
Temple College – Hutto, Temple & Taylor	4,732
Austin Region Total	154,873
TOTAL WITHIN 100 MILES	426,150

Region total includes enrollments for some 4-year and 2-year schools not listed separately. Both totals limited to institutions with office/industrial talent relevance (excluding seminaries, cosmetology, culinary arts, and traditional Chinese medicine).

Source: U.S. National Center for Education Statistics.



Austin, Texas Region

GOOD FOR BUSINESS

Friendly & Vital Business Environment

Best Business Climate in the U.S.

- Taxes are 19% lower than taxes nationally
- 34 states have a higher tax burden
- Pro-business environment
- Right-to-work state

Texas' scale is huge

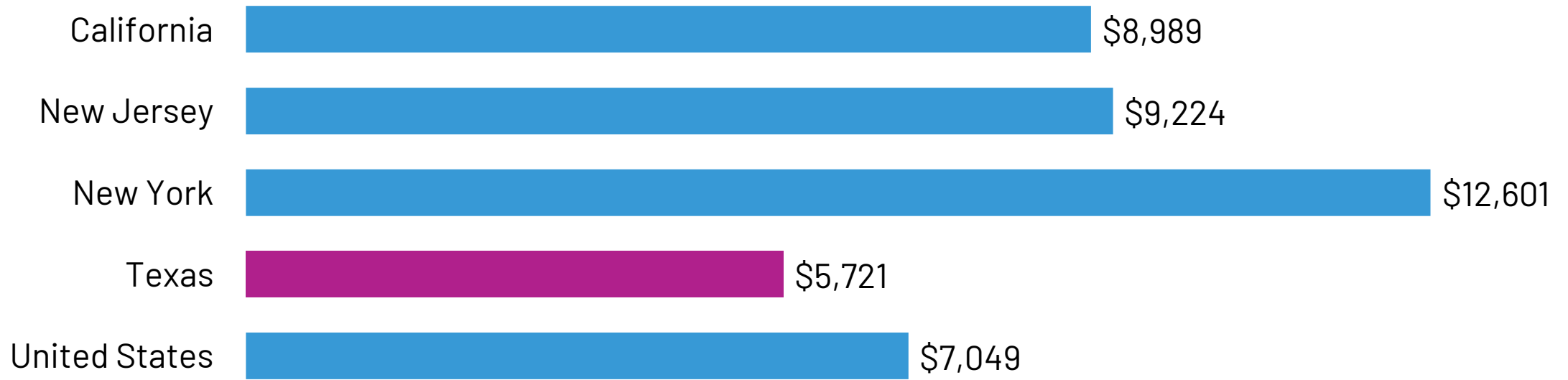
- \$2.7 trillion gross state product in 2024
- World's 8th largest economy
- 2.7 million jobs added over the last decade
- Top exporting state for the last 22 years



Low tax burden

- No personal or corporate income tax
- One of the lowest state and local tax burdens in the nation
 - 35th in taxes paid per capita
 - 43rd in taxes paid per \$1,000 of personal income

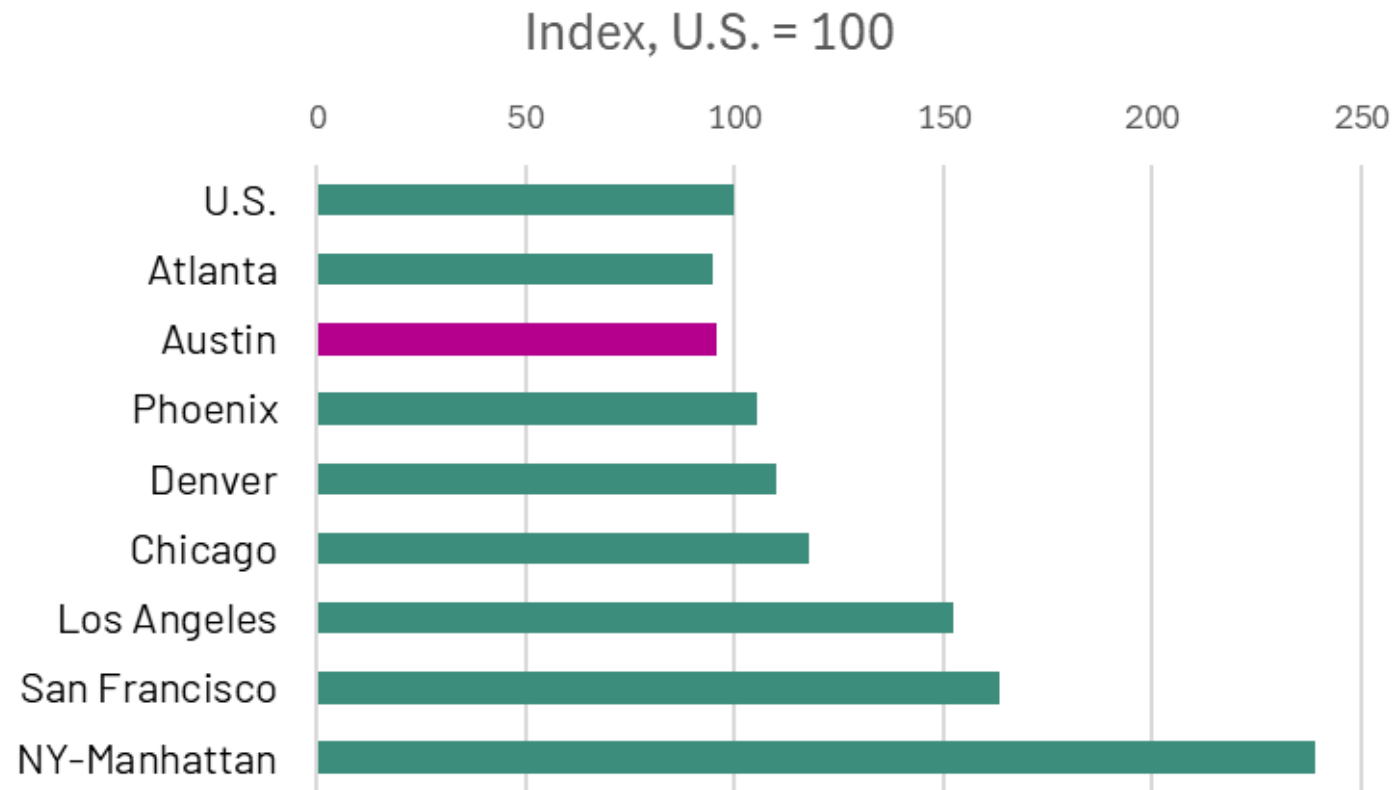
State & local taxes per capita 2023



Source: U.S. Census Bureau.

Cost of Living Index

2025

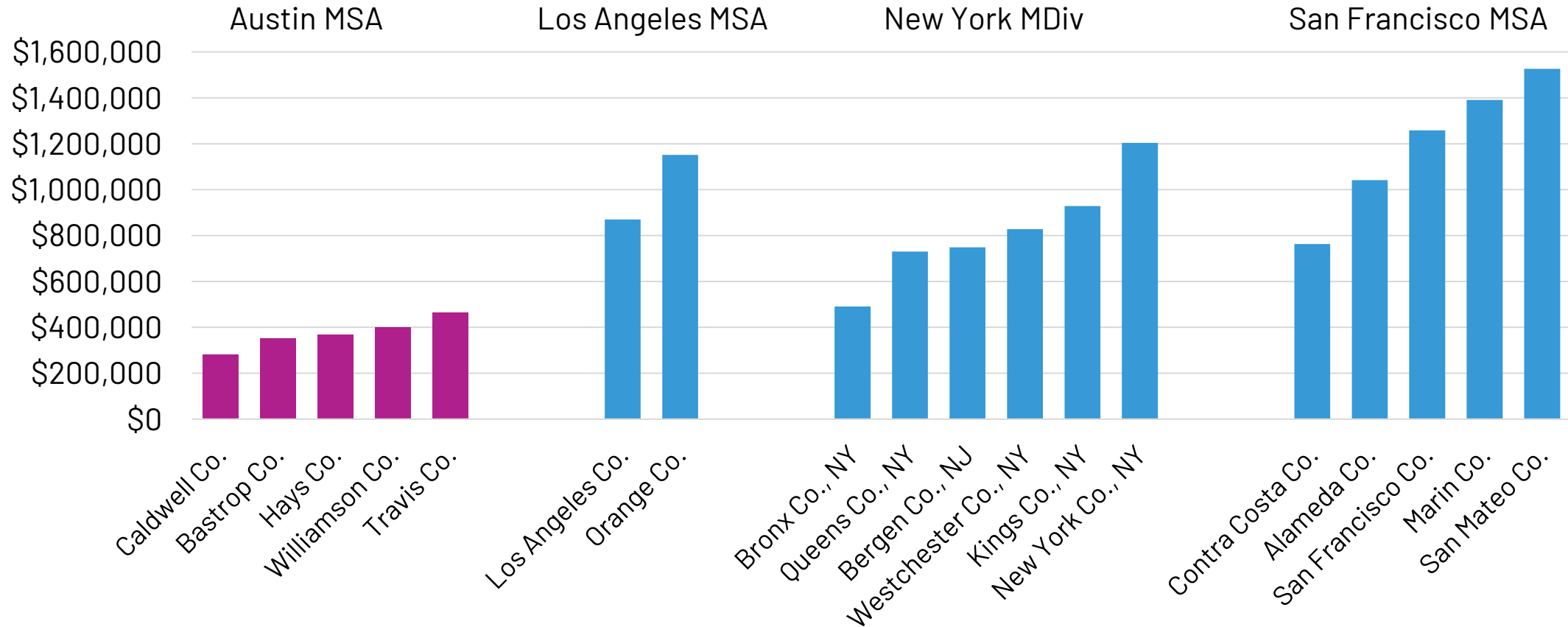


Source: Council for Community & Economic Research.



Typical home price

Year ending Jan 2026



Selection represents the 6 largest reported counties in each metro.

Zillow's Home Value Index represents the typical value for mid-tier (35th-65th percentile) homes.

Source: Zillow.



DON'T TAKE OUR WORD FOR IT:
HEAR FROM COMPANIES DIRECTLY

Major employers

3M

accenture

amazon

AMD



Fortune 500 HQs
DELL Technologies

APPLIED MATERIALS

BAE SYSTEMS

BILZARD ENTERTAINMENT

Cellink

charles SCHWAB

ORACLE

TESLA

CIRRUS LOGIC

Diasorin

Dimensional

ebay

EMERSON

flex

Forcepoint

GAF ENERGY

gm

Google

Hewlett Packard Enterprise

IBM

indeed

intel

kw KELLERWILLIAMS

Meta

NXP

Otsuka ICU Medical LLC

Q2

SAMSUNG

SHI

SILICON LABS

ThermoFisher SCIENTIFIC

VISA

vrbo



YETI

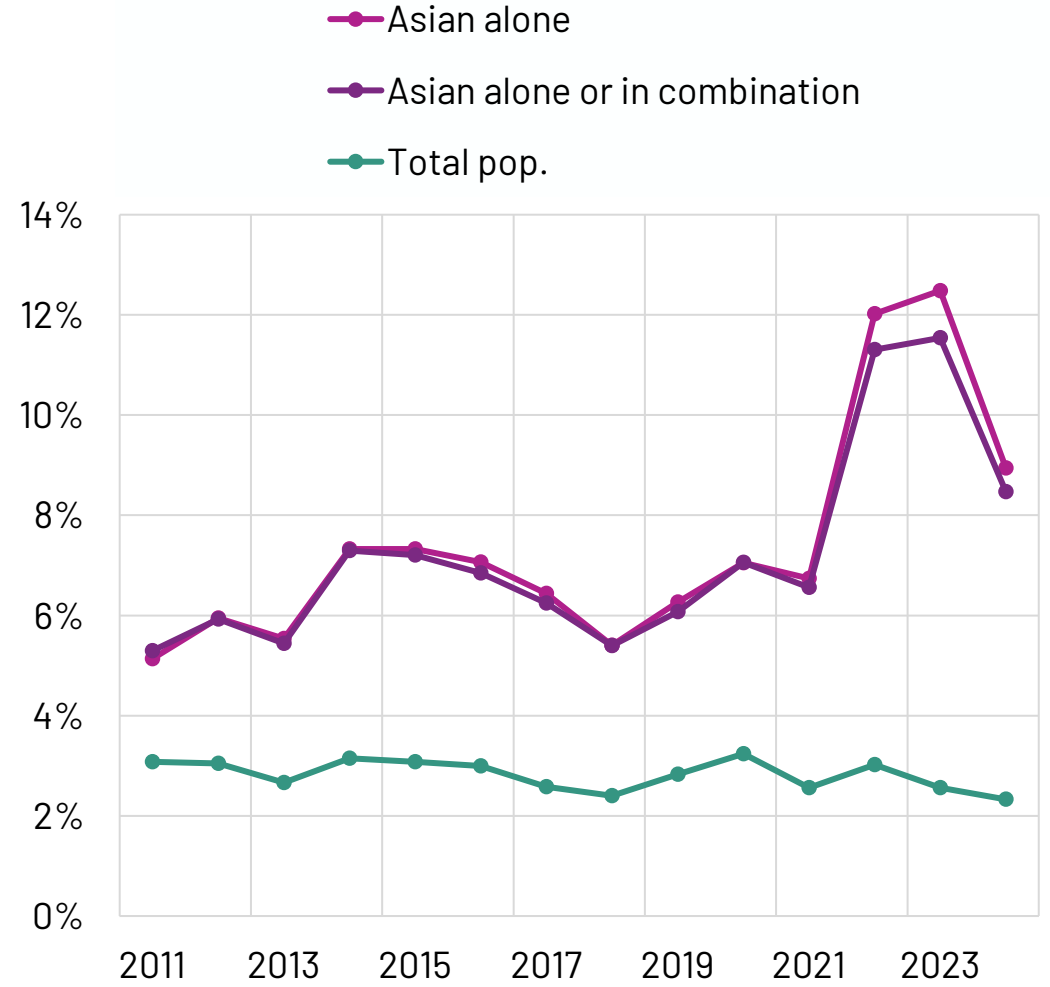
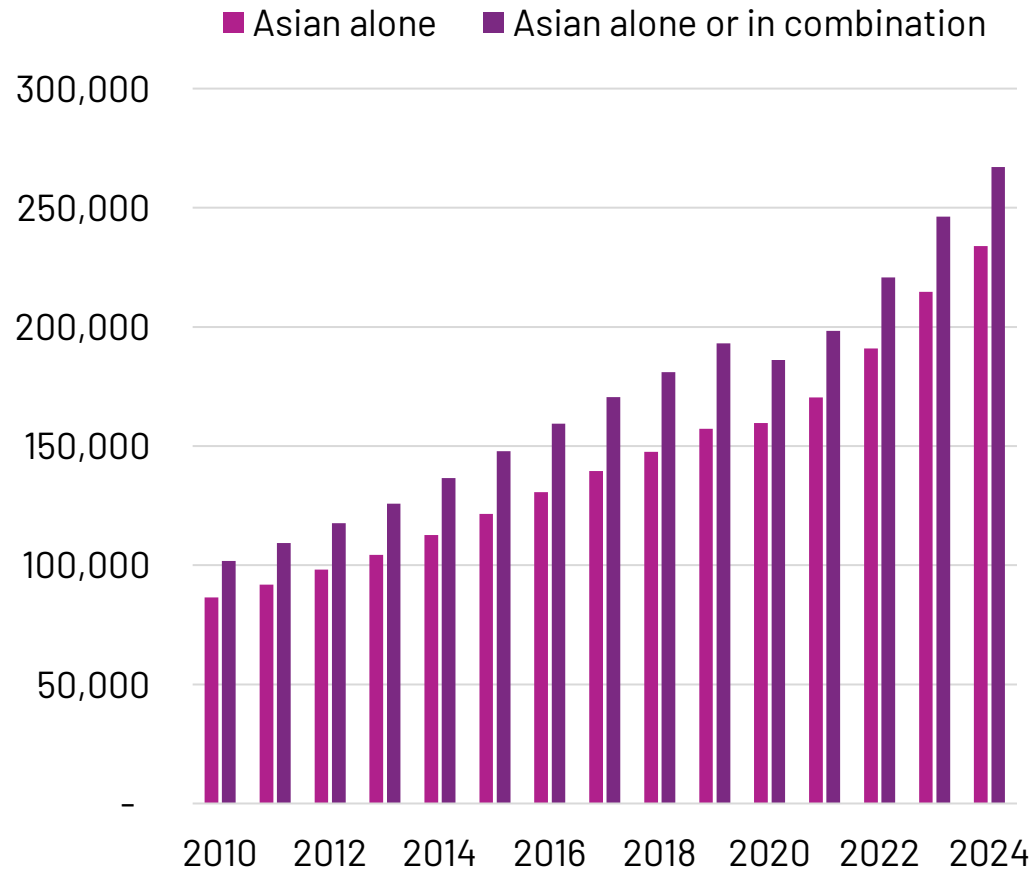
Largest private sector employers

Tesla	21,191	Whole Foods Market	2,674
Ascension Seton	13,807	Keller Williams Realty	2,494
Dell Technologies	13,000	Oracle Corp.	2,500
St. David's HealthCare Partnership	12,191	Visa	2,670
Amazon	11,000	Intel Corp.	2,300
Apple	10,000	Deloitte	2,238
Samsung Austin Semiconductor	6,017	Indeed	2,200
IBM Corp.	6,000	Google	2,000
Applied Materials	4,420	Meta	2,000
NXP Semiconductors	4,000	Emerson Automation	1,855
Advanced Micro Devices	3,700	Vrbo	1,800
Accenture	3,500	ZT Systems	1,500
General Motors	3,243	Dynamic Systems	1,400
Flex	3,100	Cisco Systems	1,300
National Instruments	3,000	Software House International	1,300
Charles Schwab	2,777	Thermo Fisher Scientific	1,186

ASIA-CONNECTED GROWTH IN THE AUSTIN REGION

Asian Population

Austin MSA



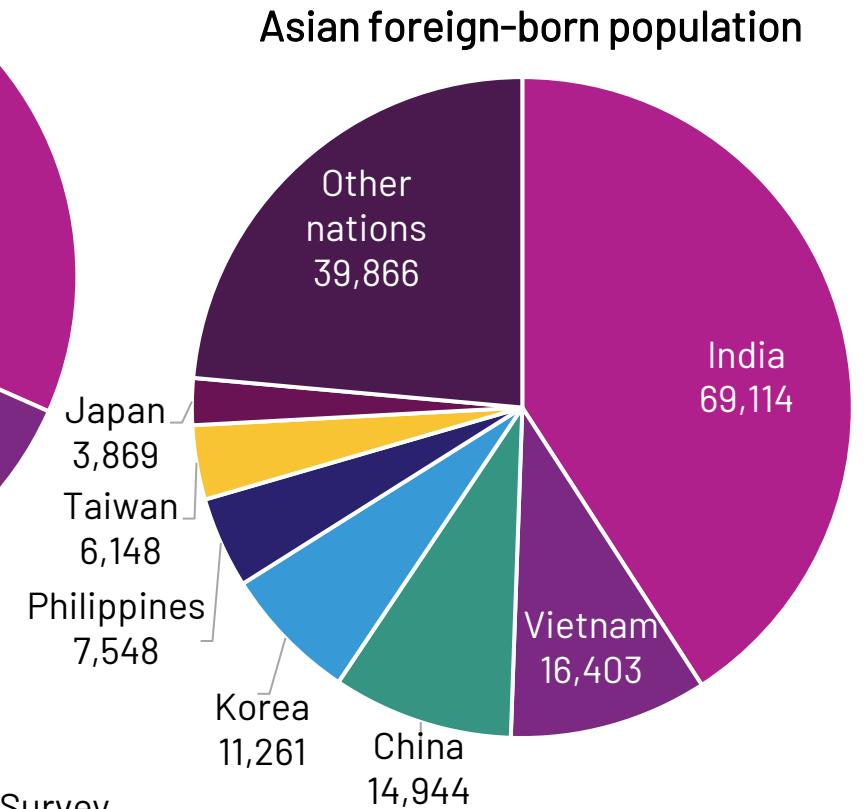
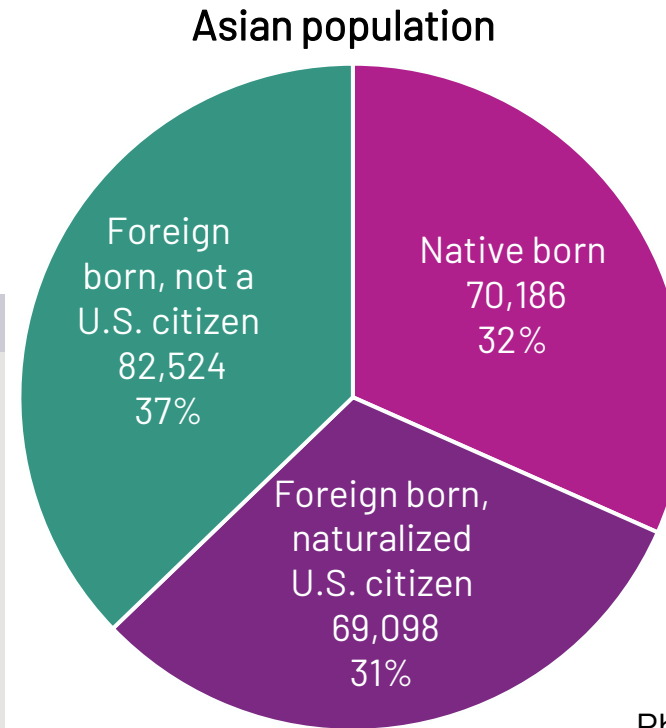
Source: U.S. Census Bureau, Population Estimates.



Asian Population

Austin MSA

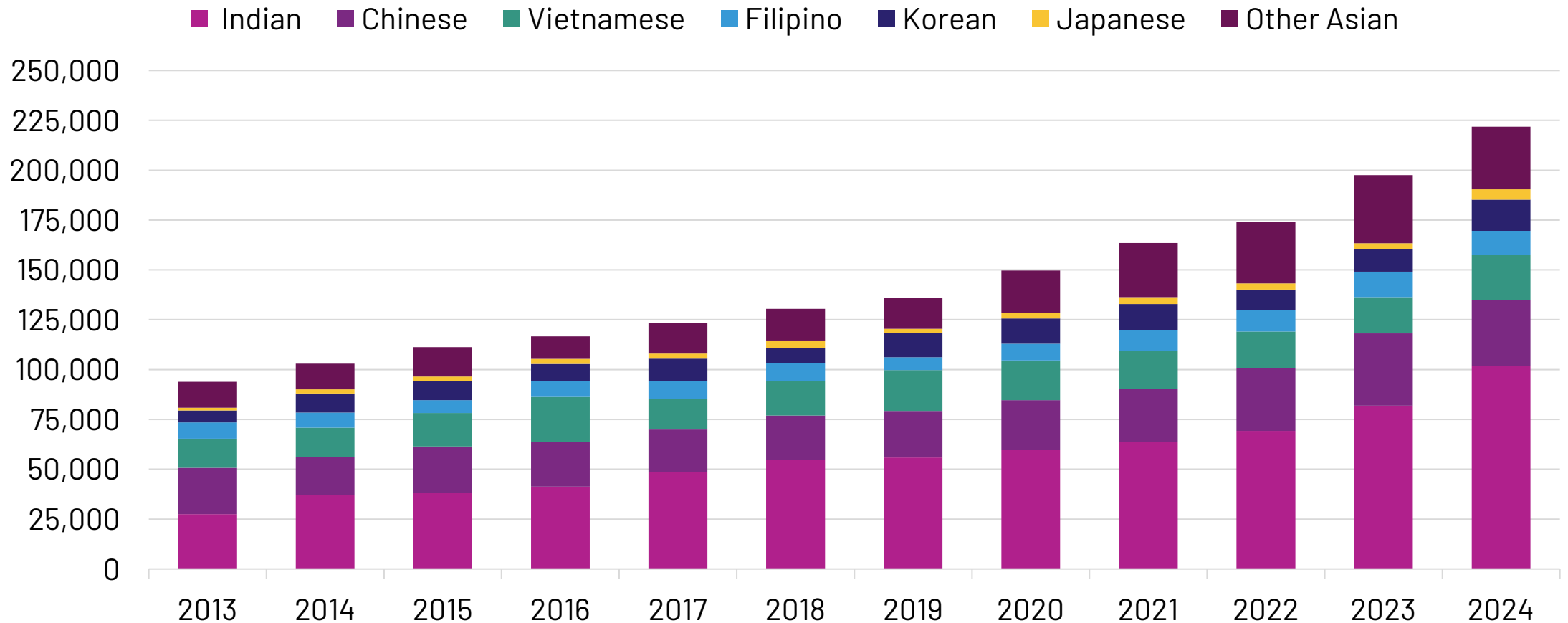
	2024 pop.	% of total
Total population	2,550,637	
One race	2,012,007	78.9%
White	1,403,629	55.0
Black	189,895	7.4
Asian	221,808	8.7
Indian	101,820	4.0
Chinese	32,979	1.3
Vietnamese	22,631	0.9
Korean	15,624	0.6
Filipino	12,145	0.5
Japanese	5,245	0.2
Other Asian	31,364	1.2
Other race	196,675	7.7
Two or more races	538,630	21.1



Source: U.S. Census Bureau, American Community Survey.

Asian Alone Population by Country of Origin

Austin MSA



Source: U.S. Census Bureau, American Community Survey.



Asian Population Growth by Country of Origin

Austin MSA

	2014	2024	Difference	Percent change
Total	102,958	221,808	118,850	115%
Indian	36,998	101,820	64,822	175
Chinese	19,045	32,979	13,934	73
Vietnamese	14,835	22,631	7,796	53
Filipino	7,546	12,145	4,599	61
Korean	9,545	15,624	6,079	64
Japanese	2,141	5,245	3,104	145
Other Asian	12,848	31,364	18,516	144

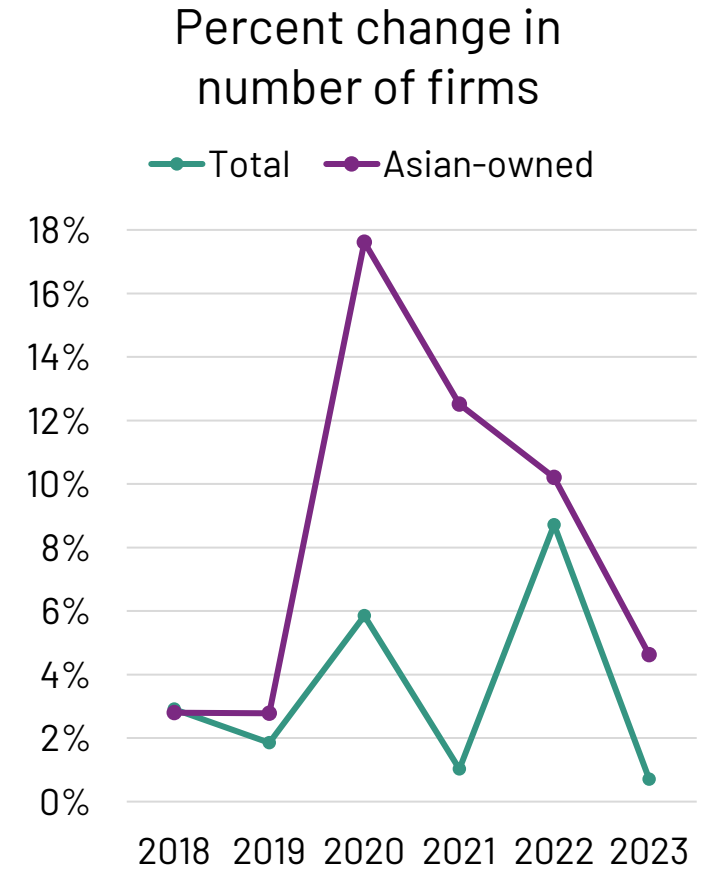
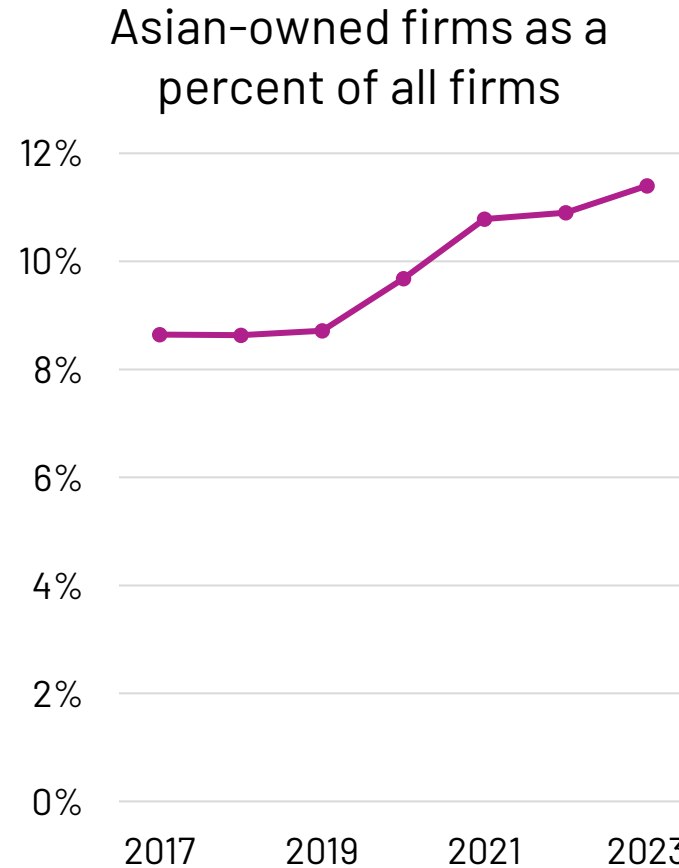
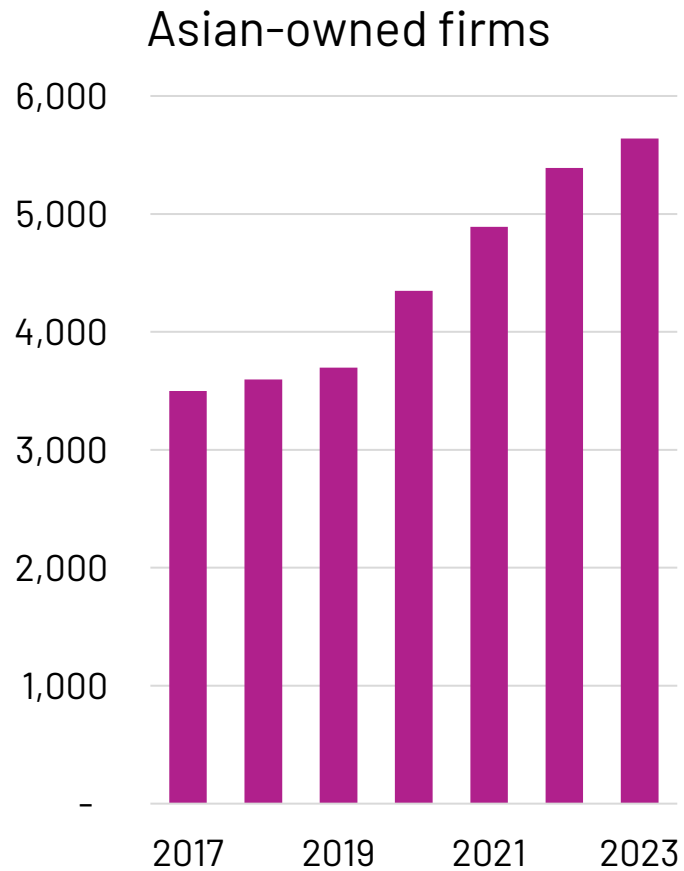
Universe is the 'Asian Alone' population.

Source: U.S. Census Bureau, American Community Survey.



Asian-Owned Firms Austin MSA

In 2023, **5,639** employer businesses with Asian owners employed **49,673** in the Austin MSA.



Source: U.S. Census Bureau, Annual Business Survey.

International Enrollment in Austin Area Universities

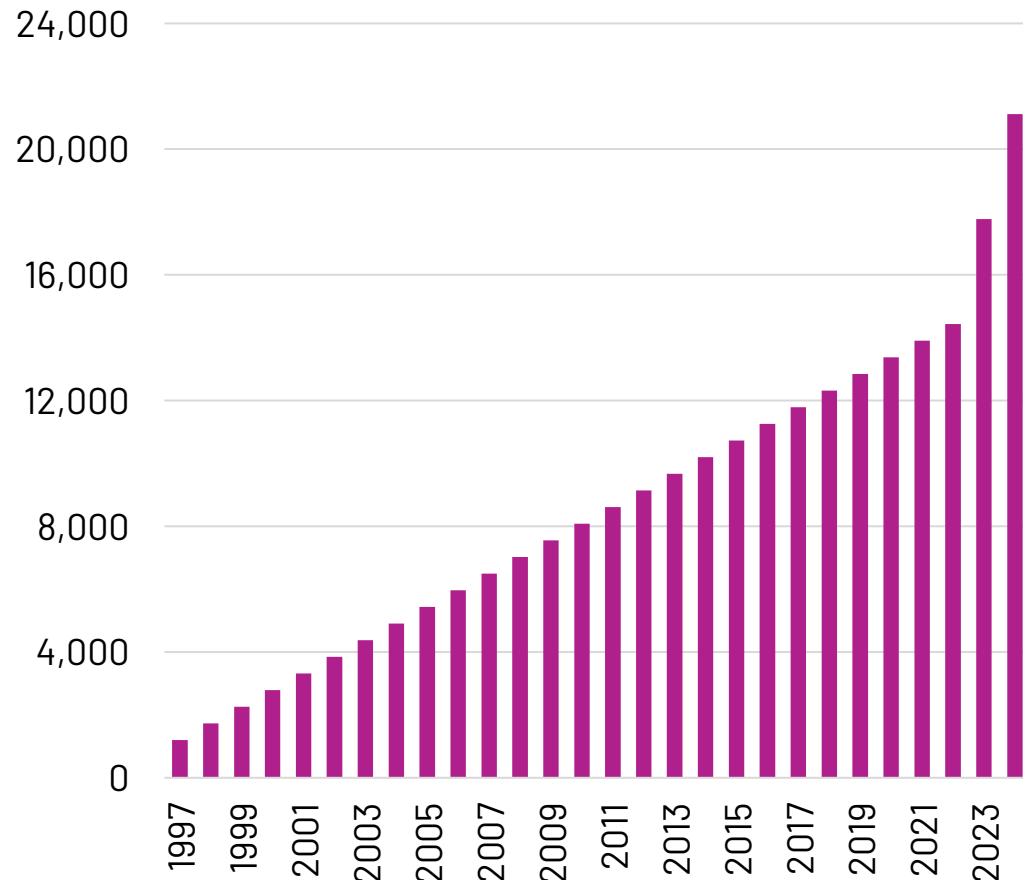
Asian Countries, Fall 2023

	Univ. of Texas at Austin	Texas A&M Univ. College Station	Texas State Univ. San Marcos	Baylor University Waco	Total
China	1,206	920	18	246	2,390
India	929	2,119	302	71	3,421
Japan	54	27	9	7	97
South Korea	515	307	13	43	878
Taiwan	231	180	5	0	416
Viet Nam	78	44	15	26	163
Other Asia	190	359	254	90	893
Total Asia	3,203	3,956	616	483	8,258
Total International	5,082	6,230	884	822	13,018
Total Enrollment	53,082	77,491	38,718	20,824	190,115

Source: Institutional research offices of each institution.

Samsung Austin Semiconductor

Austin Area Employment

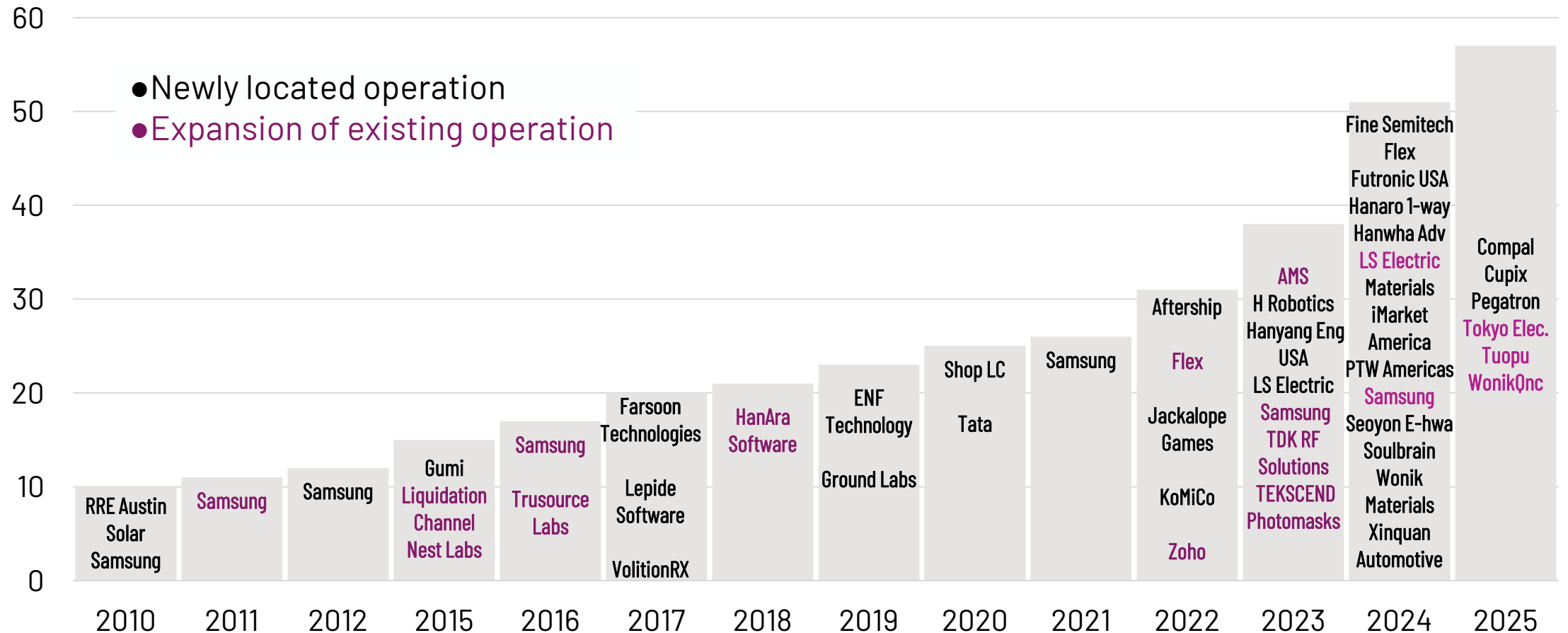


- Austin fab plant built in 1996
- \$18 billion invested in Austin plant since 1996
- Samsung Austin became part of Samsung's foundry business in 2017 and is one of the most advanced chip fabs in the world
- Taylor site announced in 2021
- \$45 billion commitment for expansion to Taylor & further investments in Austin plant

Headcount represents Samsung direct employees and onsite contract workforce.

Newly Located & Expansion Announcements

Asian Companies



Newly Located & Expansion Announcements

Asian Companies

▪ Newly located operation ▪ Expansion of existing operation

2009	Applied Rigaku Technologies(Japan)	2010	RRE Austin Solar(India), Samsung(Korea)
2011	Samsung(Korea)	2012	Samsung(Korea)
2013		2014	
2015	Gumi(Japan), Nest Labs(Singapore), The Liquidation Channel(India)	2016	Samsung(Korea), Trusource Labs(Singapore)
2017	Farsoon Technologies(China), Lepide Software(India), VolitionRX(Singapore)	2018	HanAra Software(Korea)
2019	ENF Technology(Korea), Ground Labs(Singapore)	2020	Shop LC(India), Tata(India)
2021	Samsung(Korea)	2022	Aftership(China), Flex(Singapore), Jackalope Games(China), KoMiCo(Korea), Zoho(India)
2023	Advanced Manufacturing Solutions(China), H Robotics(Korea), Hanyang Eng USA(Korea), LS Electric(Korea), Samsung(Korea), TDK RF Solutions(Japan), TEKSCEND Photomasks(Japan)	2024	Fine Semitech(Korea), Flex(Singapore), Futronic(Korea), Hanwha Adv. Materials(Korea), Hanaro 1Way(Korea), iMarket America(Korea), PTW Americas(Singapore), Samsung(Korea), Seoyon, E-hwa(Korea), Soulbrain(Korea), Wonik Materials(Korea)
2025	Compal(Taiwan), Pegatron(Taiwan), Cupix(Korea), TEL(Japan), Tuopu(China), Wonik Qnc(Korea)		

100+ Local Companies Employing 29,400 are Asian-Owned

15 Chinese-owned companies employ more than 1,100

Aftership
Altenergy Power Systems
AMS | ByteDance
DunAn Group
Farsoon Technologies
Fundamental Labs | Goodix
Jiangsu Xinquan Automotive
Lenovo
NeatEase Games
Torque Lifestyle | Tuopu
VeriSilicon Micro
WuXi AppTec

13 Indian-owned companies employ more than 2,400

Black Bock | eClerx
Elgi Rubber Co. | iEnergizer
Indio Networks
Infosys | Mu Sigma
Tata Group
Tessolve Semiconductors
VGL Group | Wipro | Zoho

Advantest Corp.
Canon
CKD Corp.
Dai Nippon Printing Co.
Gunze
Hitachi
Horiba
Konica Minolta
Kyocera
Marubeni Corp.

BNF Technology
Cupix
ENF Technology
Fine Semiteck Corp.
Futronic Co.
Global Zeus
H Robotics
Hanaro One Way

35 Japanese-owned companies employ nearly 5,800

Melco Holdings
Micronics Japan Co.
Mitsubishi Logisnext Co.
Murata Manufacturing
Nintendo
Nippon Sanso Holdings
Nippon Sheet Glass Co.
NTT Data
Otsuka ICU Medical
Recruit Holdings
Renesas Electronics

25 Korean-owned companies employ nearly 15,500

Hanwha Adv. Materials
Hanyang Eng
iMarket | KoMiCo
LS ELECTRIC Co.
Mars Auto
MS AUTOTECH
MSS International
NCSoft Corp.

Ricoh Co.
Rigaku Corp.
Shimadzu Corp.
SMC Corp.
Sony
TDK Corp.
Tokyo Electron
TEKSCEND Photomasks
Toshiba Corp.
Trend Micro
Yaskawa Electric Corp.

Neosem Corp.
Netmarble
Samsung Group
Seoyon E-Hwa
SK Hynix
Soulbrain
Wonik Materials
WonikQnc

6 Taiwan-owned companies employ 560

Autoland Scientech Co.
Lite-On Technology Corp.
MediaTek
Pegatron Corp.
Taiwan Semiconductor
Manufacturing Co.
TECO Electric & Machinery Co.

This is not an exhaustive representation of all Asian-owned companies in the Austin area.

6 Singapore-owned companies employ about 4,000

Antler
Everise
Flex Ltd.
Ground Labs
PTW Group
UTAC Group

TARGET INDUSTRIES



Advanced Manufacturing



Aerospace & Defense



Clean Technology



Financial Services



Life Sciences



Semiconductors



Space Technology

Austin, Texas Region

QUALITY OF LIFE

Premier Quality of Life

Unparalleled outdoor recreation, culture, music, sports, golf, shopping

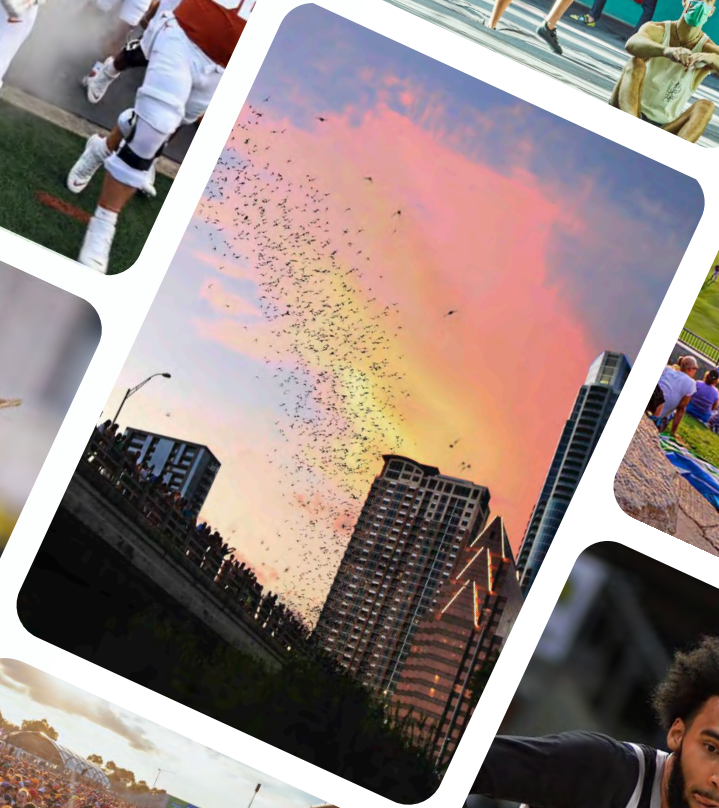
300 days of sunshine

Miles of cycling and running trails, rock climbing, river rafting, and kayaking

Best golf courses in Texas

Sports & recreation

Music, festivals, film



Geography

Gorgeous natural setting on the
Colorado River

400 to 1,000 feet
of elevation from above sea level

Rolling hills topography
to the west and flatter to the east

Low incidences
of natural disasters



Professional Sports

Formula 1

UT Football

Austin FC

Austin Spurs

Round Rock Express



Live Music Capital Of the U.S.

SXSW

Austin City Limits

Austin Film Festival

Food & Wine Festival

Two step inn

Old Settler's Music Festival



Culture & Entertainment



Recreation

Barton Springs Pool

Zilker Park

Kayaking/Paddleboarding

Floating the River

Running/Cycling

Disc Golf

And more!



WHY

THE AUSTIN REGION?



WHY AUSTIN?

Attractiveness to Talent

Unique in the U.S.

Center of Innovation

Pro-business Environment

Outstanding Quality of Life



Susan Davenport

President/CEO

sdavenport@opportunityaustin.com





OPPORTUNITY REGIONAL **AUSTIN**
PARTNERSHIP

EXPERIENCE ECONOMIC ADRENALINE