

IT/Tech

Labor Market Insights + Community Impacts · Austin Metro + Surrounding Counties

12-county region including: Bastrop, Bell, Blanco, Burnet, Caldwell, Fayette, Hays, Lee, Llano, Milam, Travis, Williamson County



KEY TAKEAWAYS

Austin's Tech Surge: A Decade of Growth and the Road Ahead

→ Austin's high tech sector remains one of the strongest in the nation. Since 2020, roles in software publishing, IT services and computer systems design have increased by **30,000** jobs, pushing the total to nearly **95,000** workers. That's a **46%** jump in just five years.

→ IT employer sites in the Austin metro **more than doubled** from 2,400 in 2014 to over 5,100 in 2024. And tech-related computing and math occupations are consistently in **top three** most in-demand occupations, with just under **7,000** job postings between June and July 2025.

→ In 2024, **66%** of manufacturing jobs in the Austin metro are tech manufacturing. Tech manufacturing is about **23.6%** of total tech jobs.

WORKFORCE TRENDS

Employment Estimates & Growth by Occupation

Austin metro and surrounding counties, 2020-2025 ¹

OCCUPATION Avg. annual wage ²	EMPLOYMENT ESTIMATES				2020-2025	
	2020	2025			DIFF.	% CHANGE
Software Developers \$142,500	18,960	26,970			8,010	7.3
Computer and Info Systems Managers \$188,600	7,442	10,771			3,329	7.7
Computer User Support Specialists \$62,500	7,522	9,715			2,193	5.2
Computer Occupations, All Other* \$122,000	6,425	8,433			2,008	5.6
Computer Systems Analysts \$113,100	6,132	7,058			926	2.9
Network and Computer Systems Admins \$106,100	3,936	4,436			500	2.4

→ Austin's IT workforce has expanded significantly over the past five years, reflecting strong demand for talent in software, IT management, and support functions — underscoring the region's competitiveness as a leading innovation hub.

** Includes but not limited to the following positions: Web Administrators, Information Security Engineers, Computer Systems Engineers/Architects, Information Technology Project Managers, etc.*

WORKFORCE TRENDS

Higher Education

The Greater Austin Region is developing the workforce in collaboration with post-secondary education, adding over 7,500 graduates to the talent pipeline annually.

ANNUAL DEGREE COMPLETIONS

Computer- and math-related completions, 100-mile radius of the Austin region, June 2023 ³

3,119
BACHELOR'S

2,116
CERTIFICATE

1,619
GRADUATE

708
ASSOCIATES

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INDUSTRY PARTNERSHIP HIGHLIGHT

Growing Central Texas' Tech Workforce

Earn & Learn Strengthens Tech Talent

Workforce Solutions (WFS) Capital Area partnered with Aspire Digital to provide an Earn & Learn service that helped the company fill an SAP CPQ Associate Consultant position. Earn & Learn services offered by WFS Capital Area and WFS Rural Capital Area bridge the gap between employer demand and workforce readiness by providing hands-on training aligned with industry needs. WFS Capital Area provided Aspire Digital with support for paid on-the-job training that allowed their new employee to quickly build the skills needed to succeed in the role. The Earn & Learn service supported the company's immediate workforce needs, strengthened their talent pipeline, and contributed to the region's economic growth.

ASPIRE DIGITAL ➔



Opportunity Austin Strategies Help Grow Tech Talent

The journey to an in-demand tech career starts with career exploration and connection to area employers. Opportunity Austin (OA)'s Talent Ambassador Program and Texas State University TRIO Partnership provide multiple platforms for K12 and college students to connect to area employers through career panels, employer site visits, internships, and other opportunities. This summer, OA worked with Texas State University and area schools to host interactive tech career and manufacturing career panels featuring Athena Manufacturing, Emerson, EastWest Manufacturing, NXP Semiconductors, Sabey Data Centers, Silicon Labs, TalentGuard, and Tekscend Photomask.

Employers interested in helping students explore tech careers can sign up for OA's Talent Ambassador and other workforce development programs at wfscapitalarea.com/oatalent.

Austin is home to marquee high tech employers, including Amazon, AMD, Apple, Applied Materials, Dell Technologies, IBM, Flex, NXP Semiconductors, Oracle, Samsung, Tesla and more. The examples below highlight just a few tech investment wins for the Austin region in 2025.

Recent Wins

- ➔ Apple announced that its \$100B additional U.S. investment will include significant growth in the Austin market.
- ➔ High-tech companies such as Samsung, NXP Semiconductors, Nvidia, Cirrus Logic and others continue to innovate and deepen Austin's tech sector.
- ➔ Dell expanded operations, supporting the retention of at least 500 existing jobs in the region.
- ➔ The Austin region is now home to more than 25 data centers, strengthening its position as a hub for digital infrastructure.

GET CONNECTED

Tap Into Local Tech Opportunities

Connect with Workforce Solutions Capital Area today. ➔



Workforce Solutions Capital Area: wfscapitalarea.com | Workforce Solutions Rural Capital Area: workforcesolutionsrca.com | Opportunity Austin: opportunityaustin.com

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Equal Opportunity Employer/Program. Auxiliary aids and services are available, upon request, to persons with disabilities. Relay Texas: 1.800.735.2989 (TDD) / 711 (Voice). wfscapitalarea.com