



Texas is Talking. Are You Listening?

YTexas Summary Report | October 2025

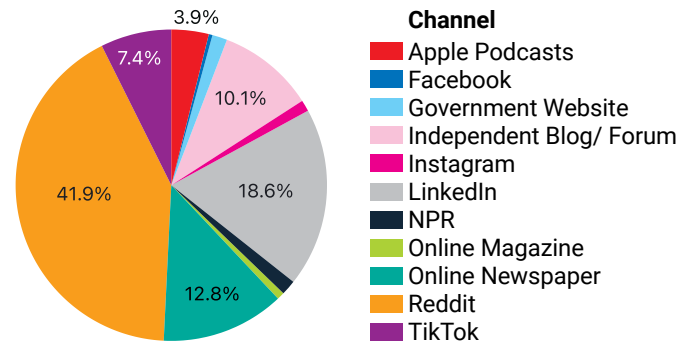
TOP TAKEAWAYS

- 1 Texas is reporting record high numbers in the labor force.
- 2 Texas has significant GDP growth in uncertain times, remaining the 8th largest economy in the world.
- 3 Texas is creating a business positive climate with tax incentives, innovation support, vast networking opportunities, and comfortable living communities.
- 4 Industries with the highest uncertainty are faced with the biggest barriers to participation. West Texas growth may have a larger hurdle to climb with falling oil prices and global volatility.

ABOUT THIS STUDY / METHODOLOGY

This report examines discovered insights from real-world experiences, priorities, and barriers faced by business leaders, entrepreneurs, and workforce stakeholders within Texas. These discoveries led to evident opportunities, enabling them to shape policies and strategies that align with the state's evolving economy. A wide range of social media sites and discussion forums were searched, with results from five top channels selected as relevant visual data points for this report.

Ratio of Major Channels Studied



REGIONAL BREAKDOWN WITH KEY FINDINGS & IDENTIFIED OPPORTUNITIES

GULF COAST: Large industries like energy or space are reliable vessels for innovation, integral to regional investment, and a major draw for talent pool. However, more focus on regional small business allows for everyone to win.

WEST TEXAS: The Permian Basin area makes up a small portion of the overall Texas population but is a lucrative part of the economy on the state and national level. A resistance to change and lack of advanced infrastructure makes some locals feel left behind in terms of area growth and opportunity.

“If you're going to drill anywhere in the world, it will be in the Permian Basin. That should signal to decision makers that investing in the Permian Basin is a good investment.”

SOUTH TEXAS: While San Antonio has some catching up to do compared to the other dominating cities in Texas, this opens endless opportunities for growing markets, lower cost of living, entrepreneurship, and education. Local resources like RGV Start Up Week are integral for centralized business growth.

CENTRAL TEXAS: Austin has seen some of the most rapid population and economic growth in the last five years due to company relocation, Texas business incentives, and vast opportunities in many industries. With a large talent pool and consistent new residents, businesses have competitive markets, which could be used as an advantage with strategic positioning.

NORTH TEXAS: Dallas has long cemented itself as an integral part of the Texas economy but has grown to be considered a major player for national economic growth. With a competitive talent pool, thriving industries, and economic dynamicity, DFW continues to welcome largely diverse residents from across the U.S. and beyond.

“Texas and especially the Dallas area is one of the most economically dynamic areas in America. A serious argument could be made IS the most economically dynamic place in America. There is a sense that everything is new and shiny, the place has an energy and buzz about it. It attracts ambitious and driven people.”

QUOTES & PIECES FROM THE PRESENTATION

TEXANS VS. BIG GROWTH: while sustainable growth is paramount to Texas economic success, the perceived impact vs. actual impact the Texas citizen should be considered.

Large Corporations

- Large corporations and headquarters relocations rely on the local businesses to showcase quality of life and personal-professional balance for new and existing employees
- Large businesses should be listening because they need the local support and talent to want to work with them

Small Business

- Small businesses act as the connective tissue that makes big corporate expansions work in Texas
- They include local suppliers and contractors with localized connections, Texas law firms with focused knowledge, and hospitality groups
- Small businesses feel the lack of deep pockets, big connections, and are more likely to be impacted by competitive pricing

Long Time Texans

- Native Texans and long-term residents are impacted by a paradox of growth
- Individuals want to live in a place with value that increases education, wage potential, and opportunity. However, they're paying for it first with higher taxes, property costs, and living expenses without feeling the benefits

“All of this growth means home prices here have gone up and traffic has gotten worse. Musk's businesses have also been fined for environmental violations. The area has resisted attempts to be annexed into the city of Austin, which is politically more liberal, and locals want to preserve Bastrop's idyllic rural environment and small-town culture”

—comment on news site, April 2025

“CEOs tell us repeatedly that the freedom and supportive business climate they find here isn't something they've experienced anywhere else.”

SOCIAL NUANCES: insights reveal sophisticated social dynamics invisible to traditional market research but critical for strategic success. Texas has a strong sense of identity compared to other parts of the United States, which bleeds into all aspects of life, whether its business or culture.

STRATEGIC IMPERATIVE: Success requires ethnographic understanding of Texas business growth to lock in the local community, receive buy-in from business professionals looking to make the move, and attract the potential talent pool.

SMALL, MIDSIZED, & LARGE BIZ: Texas is made up of over 2.9 MILLION business entities, large and small, contributing to the economic growth in the state.

Small Business

- Community Ties
- Fewer Resources & Capital
- Lean Operations

Midsized Business

- Mostly Regional
- “Too big to be scrappy, too small to be dominant”

Large Corporations

- Economies of scale & stronger bargaining power
- Benefit most from incentive programs & tax abatements

Want to learn more?



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