

#7 in Texas on County Unemployment Rate — ALEX Intelligence 2026

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Hays County's 4.0% rate reflects strong labor market resilience in 2026

THE DATA

4.0%

county unemployment rate (July 2026)

Hays County ranks #7 among 60 of Texas's most populous counties.

This figure underscores that Hays County maintains one of the tightest labor markets in Texas despite national economic headwinds. With a rate just above the state's average, the region continues to attract and retain talent, particularly in tech, education, and healthcare sectors. The stability suggests sustained consumer confidence and demand for housing, even as mortgage rates remain elevated.

Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics, July 2026 (county, seasonally unadjusted) · ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-19-san-marcos-nb-lab-bls-unemp-rate-county-st>

01

Low Unemployment, High Resilience

This resilience is not accidental. It is rooted in the region's diversified economy, with growing clusters in education (UT, Hays County ISD), healthcare (Canyon Lake Health System), and tech-enabled services. These sectors are less vulnerable to cyclical downturns than traditional real estate or construction, making the MSA more immune to national volatility.

02

Affordability in the Making

This implies that the market is not simply surviving high rates — it's adapting. The combination of labor market strength and low inventory means that affordability is not defined by price alone, but by income resilience. For investors and developers, this suggests that building for mid-income professionals may be more sustainable than targeting luxury or entry-level segments.

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