

#102 of 153 U.S. metros on 12-month payroll growth

#102 in U.S. on Payroll Growth

Despite weak employment growth, Hilton Head remains a top-tier real estate market

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THE DATA

0.2%

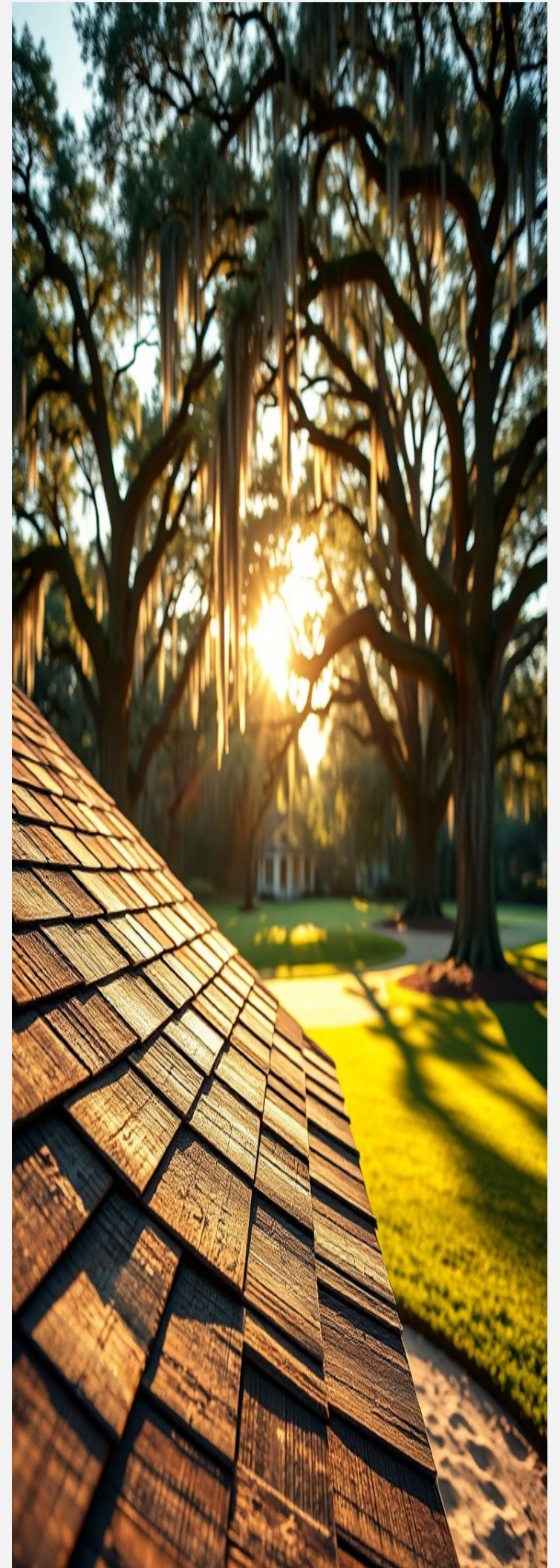
12-month growth in metropolitan payroll employment (August 2026)

Hilton Head Island-Bluffton-Port Royal, SC ranks #102 of 153 U.S. metros on 12-month growth in metropolitan payroll employment

This modest 0.2% increase in payroll employment reflects a market that is not expanding its labor force rapidly. Yet, this stagnation does not correlate with housing market weakness. This divergence suggests that demand is driven by non-local factors such as migration, lifestyle preference, and capital preservation rather than job growth.

Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics and Current Employment Statistics, August 2026 (seasonally unadjusted, metropolitan) • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-05-hilton-head-lab-bls-payroll-growth-12m-msa>



01

Weak Payroll Growth, Strong Demand

This trend mirrors historical patterns seen in resort and coastal markets during national economic slowdowns, where asset value is preserved not through job growth, but through limited supply and sustained demand from out-of-area buyers.



02

Supply Constraints Outpace Job Trends

The persistence of low inventory despite weak employment growth indicates that Hilton Head is functioning more as a capital preservation zone than a labor-driven economy. This structural feature makes it a rare market where value is sustained not by growth, but by scarcity.

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