

#4 of 8 SC metros — ALEX Intelligence 2026

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Charleston's payroll growth ranks among the top four in the state

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## THE DATA

# 1.4%

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

Charleston-North Charleston ranks #4 among South Carolina's eight metro areas in job growth over the past year.

This growth rate signals a resilient labor market, with employers maintaining hiring momentum despite national headwinds. The figure reflects steady expansion in healthcare, education, and government services—sectors that anchor long-term community stability. Unlike boom-and-bust cycles seen in other regions, Charleston's growth is broad-based and sustained.

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/2026-10-08-charleston-sc-lab-bls-payroll-growth-12m-msa>



# 01

## Stability drives value

Charleston's #4 ranking in job growth is not a fleeting moment—it's a structural advantage. Employment growth in public services and healthcare correlates directly with residential retention and long-term home value appreciation. Unlike markets where growth is driven by speculative investment, Charleston's gains are rooted in real, sustained workforce expansion. This underpins a stable demand for housing, reducing volatility and supporting sustainable appreciation.



# 02

## Resilience over hype

While Myrtle Beach leads in job growth, its economy remains vulnerable to tourism volatility. Charleston's #4 rank reflects a more balanced, diversified labor market. The strength of government, education, and health sectors provides insulation during economic shifts. This structural resilience makes Charleston a more reliable long-term investment—less exposed to seasonal swings and more anchored in enduring public service demand.

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