

#6 of 8: metropolitan unemployment rate (August 2026)

Grand Strand's unemployment rate is a strategic edge

Myrtle Beach-Conway-North Myrtle Beach, SC · U.S. Bureau of Labor Statistics
2026

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THE DATA

4.8%

metropolitan unemployment rate (August 2026)

The Grand Strand's unemployment rate ranks #6 among South Carolina's 8 metros.

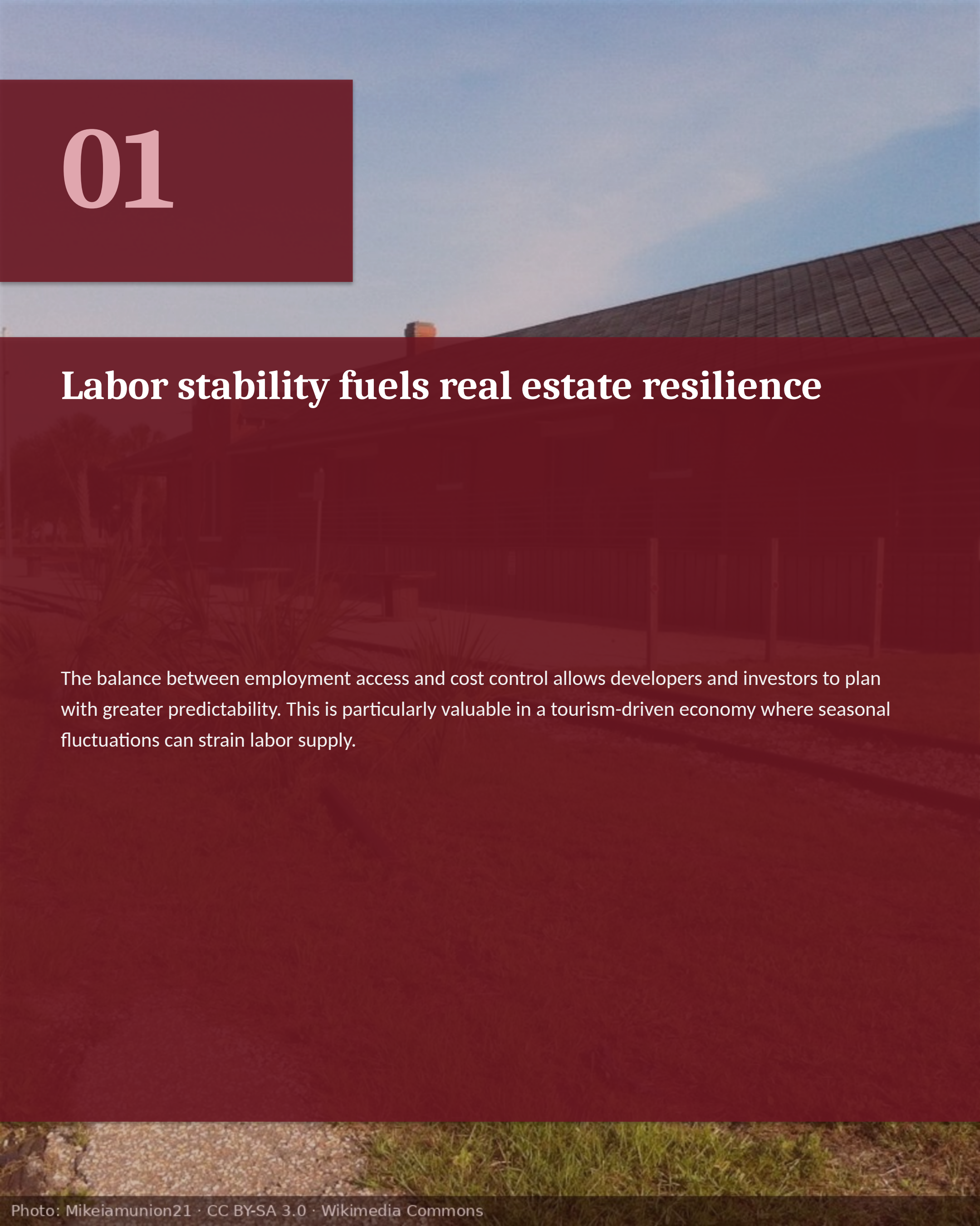
This figure reflects a labor market that is stable but not overheated. With 4.8% unemployment, the region maintains access to skilled labor without the wage pressures seen in tighter markets like Charleston or Greenville. This balance supports sustained construction, hospitality growth, and workforce housing demand.

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/2026-10-24-grand-strand-lab-bls-unemp-rate-msa>



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01

Labor stability fuels real estate resilience

The balance between employment access and cost control allows developers and investors to plan with greater predictability. This is particularly valuable in a tourism-driven economy where seasonal fluctuations can strain labor supply.



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High unemployment is not the only risk

This position allows the region to attract talent without overpaying, maintain affordable development margins, and support a diverse housing mix — from luxury rentals to workforce housing — all without triggering a wage-price spiral.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

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