

#2 of 8: 12-month change in the metropolitan unemployment rate (August 2026)

Hilton Head Leads SC in Unemployment Decline

Source: ALEX Intelligence · Published October 24, 2026

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THE DATA

-0.6%

12-month change in the metropolitan unemployment rate (August 2026)

Hilton Head Island-Bluffton-Port Royal ranks #2 of 8 South Carolina metros on 12-month change in the metropolitan unemployment rate.

This marks a sharp contraction in joblessness across the Lowcountry, signaling robust labor market dynamics. The region's decline matches the top performer, Myrtle Beach, and outpaces all other South Carolina metros, including Charleston and Columbia. This resilience suggests sustained demand for services, hospitality, and residential construction—sectors central to the local economy.

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-hilton-head-lab-bls-unemp-rate-chg-12m-msa>

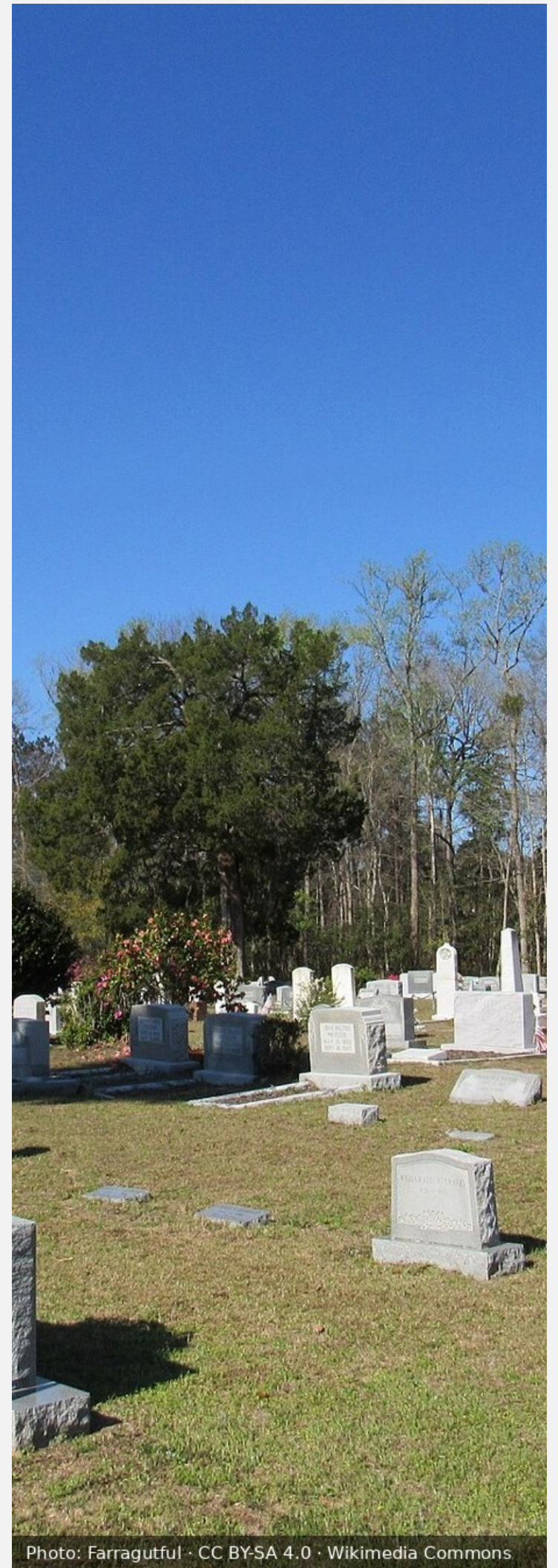


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01

Job Growth Is Driving Demand

The -0.6% unemployment decline is not just a statistical blip—it reflects active job creation in tourism, healthcare, and residential development. As more residents secure employment, demand for housing increases, particularly in affordable and mid-market segments. This dynamic supports home prices and reduces vacancy rates, reinforcing the market's long-term stability.

02

Labor Market Tightness Is a Double-Edged Sword

While low unemployment signals economic strength, it also pressures wage growth and construction capacity. Employers face difficulty hiring skilled tradespeople, slowing new housing starts. This creates a feedback loop: strong demand meets constrained supply, reinforcing price stability and favoring existing homeowners. The market is not overheating—but it is under strain.



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