

Asheville, NC — #2 of 10: metropolitan unemployment rate (August 2026)

Asheville ties Raleigh for lowest NC metro unemployment

Based on BLS data, August 2026

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THE DATA

3.1%

metropolitan unemployment rate (August 2026)

Asheville matches Raleigh as the lowest unemployment rate among North Carolina's 15 metros.

This 3.1% rate reflects a resilient labor market in western North Carolina, even as national headwinds persist. The low jobless rate signals strong demand for workers in sectors like healthcare, hospitality, and tech-enabled services. This stability supports housing demand and underpins long-term value retention in residential and commercial real estate.

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/2026-10-28-asheville-lab-bls-unemp-rate-msa>

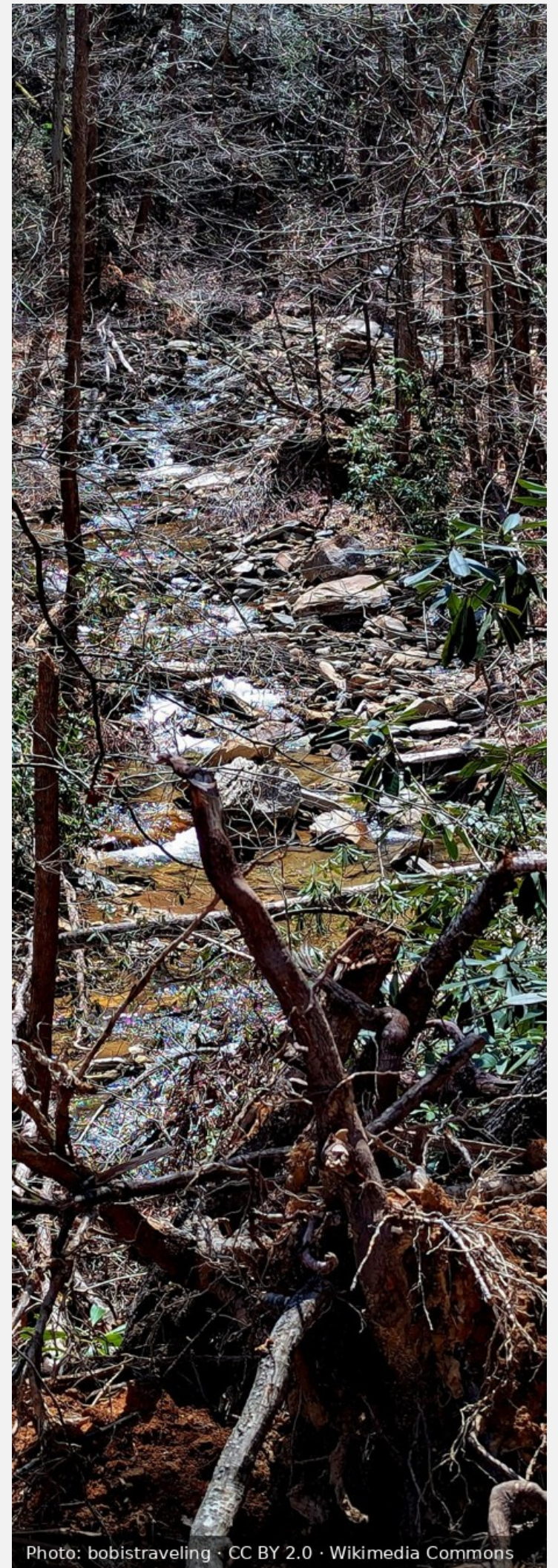


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01

Labor market strength fuels housing demand

As the unemployment rate remains at 3.1%, Asheville's real estate market benefits from a stable, well-employed population. With job seekers drawn to the region's lifestyle and quality of life, demand for housing—especially single-family and mixed-use properties—remains elevated. This labor market resilience is a key driver behind sustained home sales volume and price stability, even in a high-rate environment.

02

Low unemployment signals long-term market confidence

A 3.1% unemployment rate in a high-cost, high-migration region like Asheville is not just a number—it's a signal of deep economic confidence. Investors and residents alike view the area as a stable, future-proof location. This perception, reinforced by low joblessness, encourages long-term ownership, reduces turnover risk, and supports premium pricing in sought-after neighborhoods.



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