#3 of 8: metropolitan unemployment rate (September 2026)

metropolitan unemployment rate (September 2026): 3.5%

Based on September 2026 BLS data

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THE DATA

3.5%

metropolitan unemployment rate (September 2026)

Hilton Head Island-Bluffton-Port Royal ranks #3 among South Carolina metros.

This figure reflects a labor market that remains tight despite national economic headwinds. The low unemployment rate signals strong job retention and ongoing demand for services, particularly in tourism, hospitality, and high-end residential development.

Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics and Current Employment Statistics, September 2026 (seasonally unadjusted, metropolitan) · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-04-hilton-head-lab-bls-unemp-rate-msa

01

Labor Strength Fuels Price Resilience

This dynamic suggests that the Lowcountry’s real estate market is not merely surviving national volatility — it is insulated by its own labor-market strength, making it a rare example of a coastal economy that is both high-income and high-employment.

02

Unemployment as a Leading Indicator

This divergence implies that conventional recession signals may not apply here. For investors, this means that even as national markets soften, the Hilton Head market may remain stable or even appreciate — not due to cheap prices, but due to enduring demand backed by real employment.

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

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