#3 of 10: metropolitan unemployment rate (September 2026)

metropolitan unemployment rate (September 2026): 3.3%

New data from ALEX Intelligence, September 2026

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THE DATA

3.3%

metropolitan unemployment rate (September 2026)

Daphne-Fairhope-Foley, AL ranks #3 of 12 Alabama metros on metropolitan unemployment rate.

This places Baldwin County among the most stable labor markets in the state, even as coastal markets face affordability headwinds. The low unemployment rate signals strong local demand for labor, which supports sustained household formation and rental demand. This resilience is particularly notable in a region where seasonal employment fluctuations can distort year-round metrics.



Photo: Mike Tilley · CC BY 3.0 · Wikimedia Commons

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/2026-11-11-baldwin-county-lab-bls-unemp-rate-msa

01

Low Unemployment, High Demand

Baldwin County’s 3.3% unemployment rate reflects a tight labor market where workers are scarce and demand for housing remains elevated. This dynamic supports rental growth and limits the supply of available homes for sale, even as sales volume declines. The persistence of low joblessness amid rising mortgage rates suggests that local wages and job retention are holding firm, underpinning long-term housing demand.

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02

Stability Amid Cooling Sales

This divergence—declining sales but stable employment—suggests that the market is not overheating, but rather adjusting to higher borrowing costs. The labor market strength acts as a buffer, reducing the risk of a sharp correction.

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

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