#7 of 8: 12-month growth in the metropolitan labour force (September 2026)

12-month growth in the metropolitan labour force (September 2026): 2.3%

New data shows steady workforce expansion in the Lowcountry

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THE DATA

2.3%

12-month growth in the metropolitan labour force (September 2026)

Hilton Head Island-Bluffton-Port Royal, SC ranks #7 of 8 South Carolina metros on 12-month growth in the metropolitan labour force.

This 2.3% increase reflects a sustained influx of workers into the region, driven by remote work adoption, coastal lifestyle appeal, and strategic employer relocation. Despite being below the top-tier metros, this growth rate signals resilience in workforce expansion even amid elevated housing costs.

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/2026-11-13-hilton-head-lab-bls-labor-force-growth-12m-msa

01

Labor Growth Outpaces Housing Supply

This imbalance suggests demand for housing is outpacing construction, especially at entry-level and mid-market price points. The result is sustained upward pressure on rents and home prices, even as labor growth slows relative to other SC metros.

02

Affordability Crisis Intensifies with Workforce Expansion

As more workers enter the Lowcountry, the lack of supply in affordable housing units — particularly for essential service workers — is deepening. The recent appointment of the Bryant Road Public-Private Partnership Housing Advisory Committee underscores growing municipal recognition of this gap. Without accelerated development of mixed-income housing, even moderate labor force growth can exacerbate displacement risks and strain community stability.

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