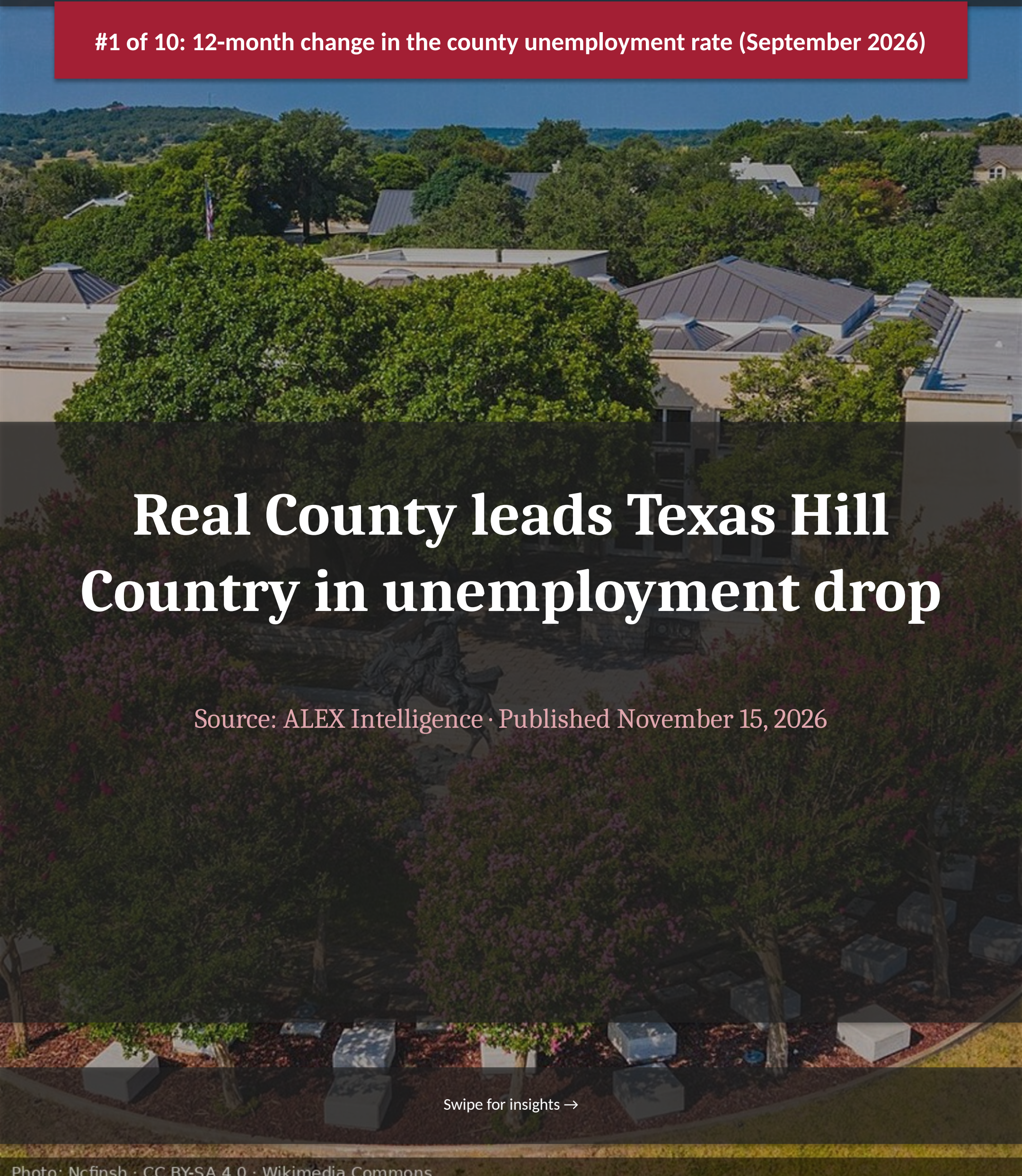
#1 of 10: 12-month change in the county unemployment rate (September 2026)



Real County leads Texas Hill Country in unemployment drop

Source: ALEX Intelligence · Published November 15, 2026

Swipe for insights →

Photo: Ncfinsh · CC BY-SA 4.0 · Wikimedia Commons

THE DATA

-0.2%

12-month change in the county unemployment rate (September 2026)

Real County is the only Texas Hill Country county to see a decline in unemployment over the past year.

This -0.2% reduction marks the first time a Hill Country county has recorded a net decrease in unemployment in the 12-month period ending September 2026. The data, drawn from the U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics, reflects a unique labor market resilience in Real County, despite broader regional trends of stagnation or mild increases in other counties.



Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics, September 2026 (county, seasonally unadjusted) · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-15-hill-country-tx-lab-bls-unemp-rate-chg-12m-county

01

Stability over growth

The absence of significant new development or corporate relocation in Real County underscores that its economic strength is not dependent on growth narratives. Instead, it reflects a deep-rooted, low-turnover labor market where workers remain in place, and employers maintain long-term commitments — a rare model in a region often defined by boom-and-bust cycles.

Photo: Larry D. Moore · CC BY 4.0 · Wikimedia Commons



Photo: Daniel Ziegler · CC BY-SA 4.0 · Wikimedia Commons

02

The quiet edge of resilience

In contrast to the Texas Hill Country's broader trend of labor market stagnation, Real County's performance reveals that sustained economic health can emerge not from attracting new talent, but from retaining existing talent through stability, trust, and place-based identity. This may offer a counterintuitive blueprint for other rural areas seeking long-term resilience over short-term growth.

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

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902

ALEX

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy