#1 of 2: Spread in County Unemployment Rate Across the Market, in Points (Septem

Comal County Leads Hays in Labor Market Resilience

Unemployment spread within the San Marcos–New Braunfels MSA, September 2026

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THE DATA

0.3

Spread in County Unemployment Rate Across the Market, in Points (September 2026)

Comal County's unemployment rate is 4.0%, Hays County's is 3.7% — the smallest gap in the region's labor market.

This 0.3-point spread reveals a remarkably tight alignment in employment conditions across the San Marcos–New Braunfels MSA, where both counties operate near full employment. The near-parity suggests that labor market dynamics are not diverging, despite differing development trajectories and housing pressures.

Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics, September 2026 (county, seasonally unadjusted) · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-16-san-marcos-nb-within-county-unemployment



Photo: Nicolas Henderson from Coppell, Texas · CC BY 2.0 · Wikimedia Commons

01

Tight labor alignment fuels sustained demand

Even as new construction ramps up in New Braunfels and Bulverde, the labor market's uniformity suggests that supply is keeping pace with demand, preventing overheating in any single submarket.

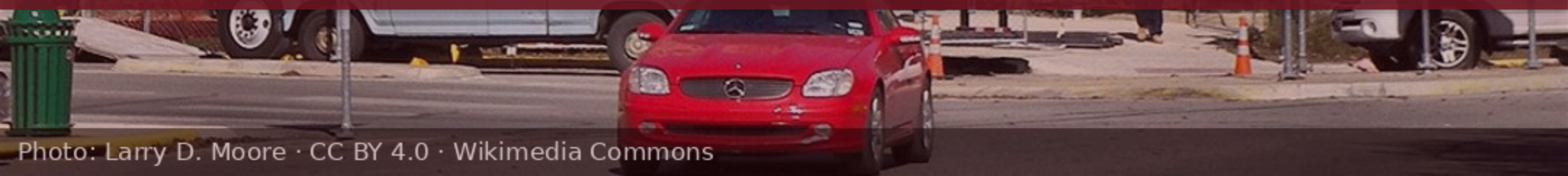


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02

Divergent growth patterns, aligned outcomes

This suggests that the region’s economic engine is not a single dominant city but a distributed network of employment centers — from tech hubs in San Marcos to agricultural and service jobs in rural Comal — that collectively sustain low regional unemployment.

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