#1 of 7: 12-month change in the county unemployment rate (September 2026)

Rowan County leads NC in unemployment decline

12-month drop of -1.2% in September 2026

Swipe for insights →

THE DATA

-1.2%

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

Rowan County recorded the steepest 12-month decline in unemployment across the Charlotte metro and North Carolina.

This -1.2% drop marks a significant shift in labor market dynamics, signaling robust job creation and retention in a county long seen as a rural-urban fringe. The trend suggests that workforce development and industrial expansion are no longer confined to Mecklenburg County but are spreading into secondary corridors like Rowan.

Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics, September 2026 (county, seasonally unadjusted) · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-25-charlotte-lab-bls-unemp-rate-chg-12m-county

01

The rural-urban labor shift is accelerating

The data implies that capital and enterprise are moving beyond the traditional real estate hubs. This decentralization could be a long-term structural advantage for the Charlotte metro, reducing its vulnerability to urban-specific shocks and enhancing resilience across the region.

02

Unemployment trends reveal hidden market momentum

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