Hays County — #3 of 5: county unemployment rate (September 2026)

Hays County Ties for 3rd in Metro Unemployment

Based on September 2026 data from ALEX Intelligence

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THE DATA

3.7%

county unemployment rate (September 2026)

Hays County tied for third among the five counties in the Austin-Round Rock-San Marcos metro area.

This rate reflects strong labor market resilience, with nearly full employment in a rapidly growing region. The low unemployment rate signals sustained demand for housing and services, supporting continued real estate growth. Hays County's performance underscores its status as a regional employment hub, even amid broader economic fluctuations.



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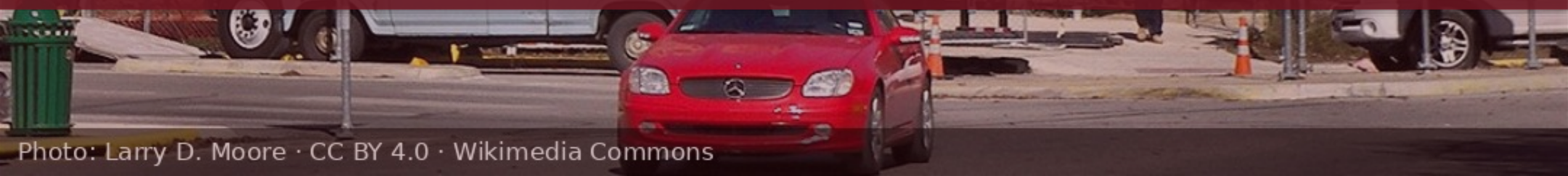
Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics, September 2026 (county, seasonally unadjusted) · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-29-san-marcos-nb-lab-bls-unemp-rate-county-st

01

Low unemployment drives housing demand

A 3.7% unemployment rate in Hays County—tied for third in the metro—indicates a tight labor market. This scarcity of available workers fuels upward pressure on rental and home prices, particularly in entry-level and mid-tier segments. As employers compete for talent, they are likely to increase compensation, further boosting household income and purchase power.



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02

Labor market strength signals long-term stability

The fact that Hays County ranks #64 of 254 Texas counties in unemployment—well above the state average—suggests durable economic fundamentals. Unlike regions where job losses or wage stagnation erode housing demand, San Marcos-New Braunfels is experiencing sustained job growth and workforce retention. This supports a long-term real estate outlook that is resilient to cyclical downturns.

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

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