Bluffton, South Carolina.

Current market data.

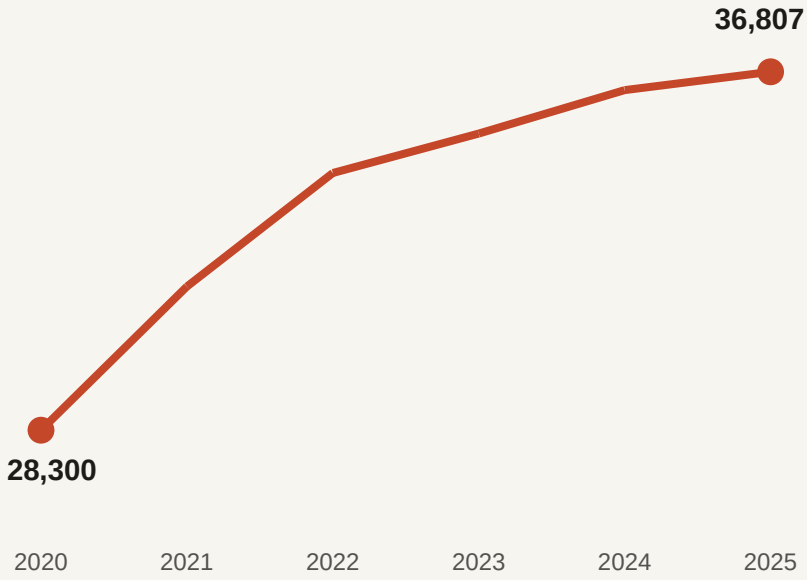
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 30.1% since 2020.

36,807

people, the 16th-largest of South Carolina's cities and towns.



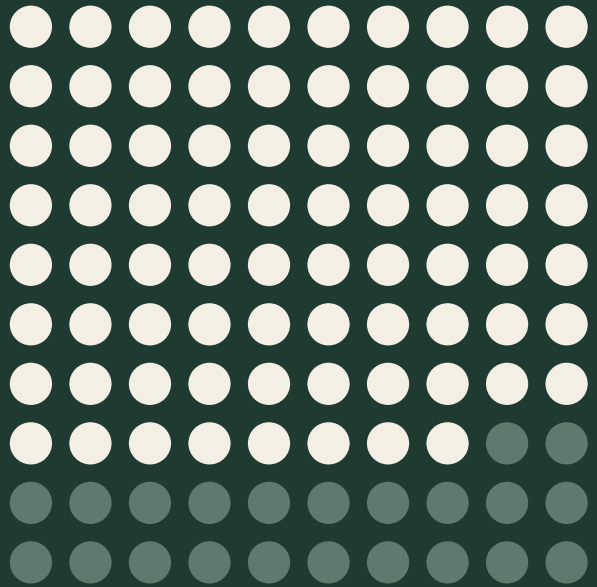
Source: Census Population Estimates, 2025

THE WORKDAY

8 in 10 jobs here go to people who live somewhere else.

78.4%

of 11,546 jobs located in Bluffton are filled by in-commuters.



Each dot is 1% of jobs. Filled: held by in-commuters.

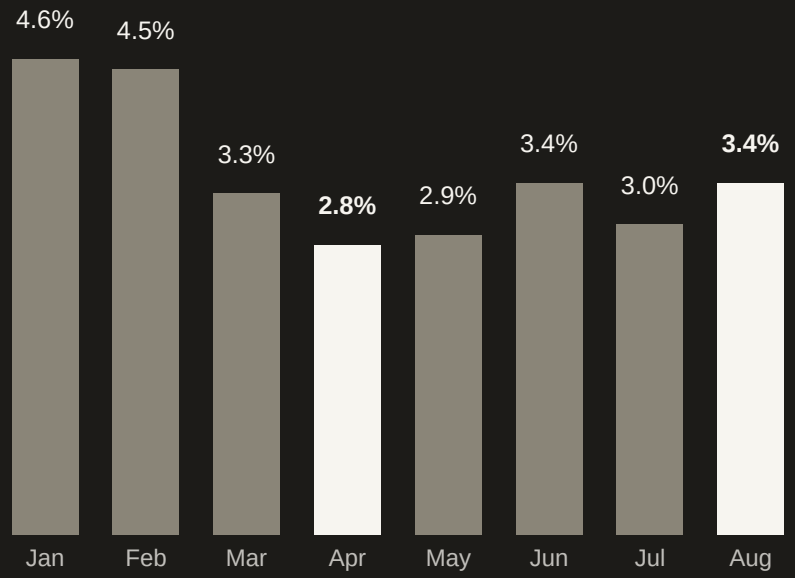
Source: Census LEHD LODES, 2023

UNEMPLOYMENT, 2026

The low came in April: 2.8%.

3.4%

in August 2026, the latest month released. A year earlier it was 3.9%.



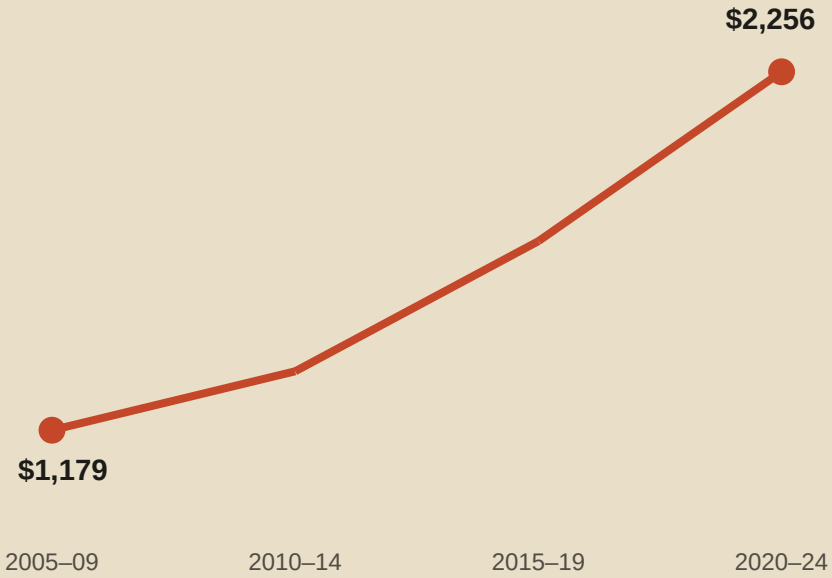
Source: BLS Local Area Unemployment Statistics, 2026-08

RENT

Median rent is up 91% since the 2005–2009 survey, before inflation.

$2,256

a month. South Carolina's median is $1,180.

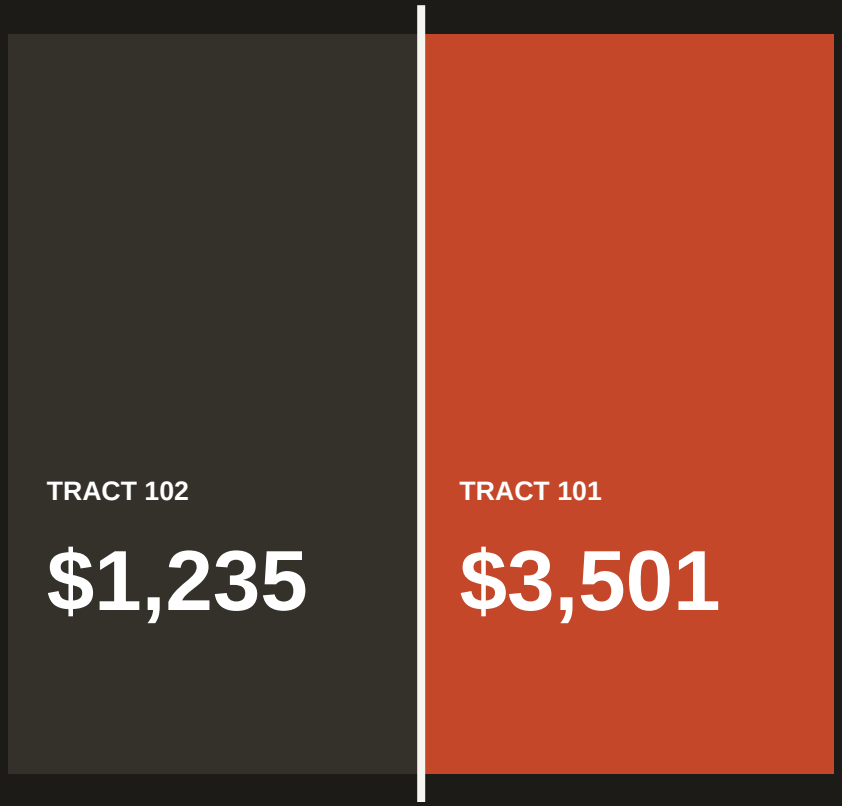


Source: Census ACS 5-year, 2020-2024

THE SEAM

Cross one tract line and median rent doubles.

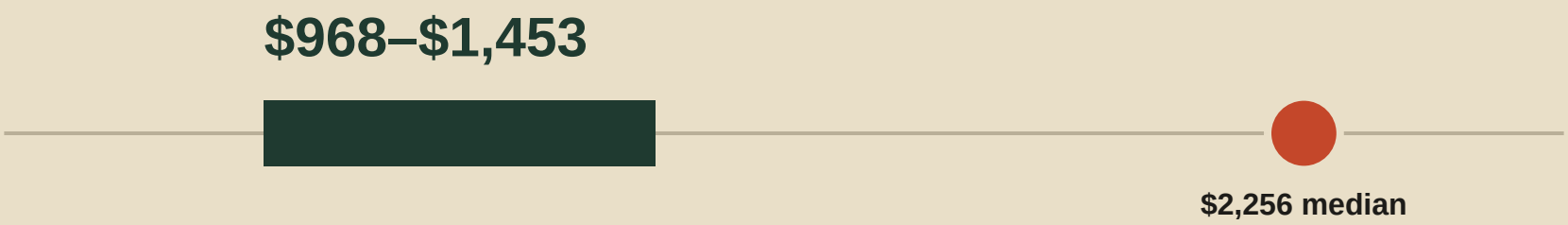
A $2,266 gap between neighbors, the sharpest rent edge between adjacent tracts in Beaufort County.



Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

The median rent is above what local wages can carry.



is the monthly rent range local workforce wages support.

Source: Computed by the Almanac, 2023; Census ACS 5-year, 2020-2024

BUILDING

5% of the housing here was built before 2000.

1,686

homes permitted, 2022–2025

0%

of those were in multifamily buildings

5%

of all homes were built before 2000

Source: Census Building Permits Survey, 2022-2025; Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.2–0.8% to the 13,882 homes here.

25–115

is the estimated number of missing housing units, from the lowest to the highest of three estimates.

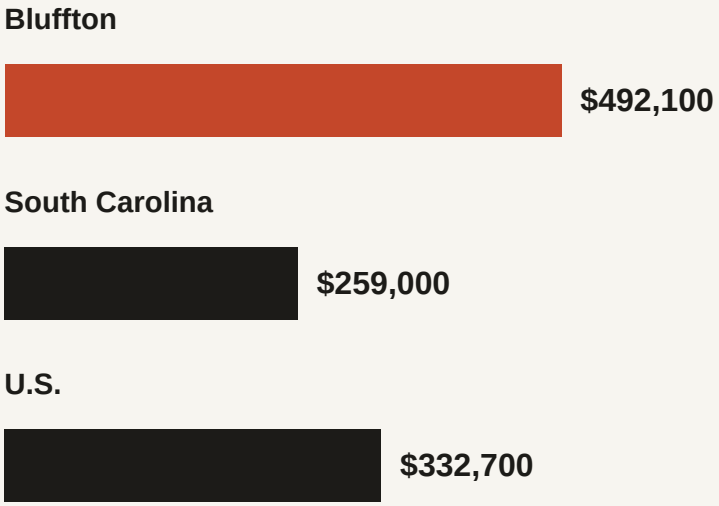
Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 90% more than South Carolina's.

$492,100

median home value in Bluffton.



Source: Census ACS 5-year, 2020-2024

THAT WAS BLUFFTON'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at **almanacdata.ai/e/sc/bluffton/**