



| Monthly Data | | | | | | |
|-------------------------------------|----------|----------|----------|----------------|----------------|---------------------|
| Unemployment Rate % | Nov 2024 | Nov 2025 | Change | AVG Y-T-D 2024 | AVG Y-T-D 2025 | Change ¹ |
| Asheville City | 9.1 | 4.1 | -5.0 | 4.5 | 5.2 | 0.7 |
| Buncombe County | 7.5 | 4.1 | -3.4 | 4.1 | 4.8 | 0.7 |
| Haywood County | 4.5 | 4.0 | -0.5 | 3.6 | 3.8 | 0.3 |
| Henderson County | 4.0 | 3.7 | -0.3 | 3.2 | 3.4 | 0.2 |
| Madison County | 6.3 | 4.2 | -2.1 | 3.7 | 4.7 | 1.0 |
| Asheville Metro* | 6.5 | 4.0 | -2.5 | 3.8 | 4.4 | 0.6 |
| North Carolina | 3.7 | 4.1 | 0.4 | 3.6 | 3.8 | 0.2 |
| United States | 4.0 | 4.3 | 0.3 | 4.0 | 4.3 | 0.3 |
| Total Employment (Asheville Metro)* | Nov 2024 | Nov 2025 | % Change | AVG Y-T-D 2024 | AVG Y-T-D 2025 | % Change |
| Total Employment (nonfarm) | 190,300 | 193,100 | 1.5% | 190,391 | 190,527 | 0.1% |
| Major Industry Employment* | Nov 2024 | Nov 2025 | % Change | AVG Y-T-D 2024 | AVG Y-T-D 2025 | % Change |
| Construction | 9,900 | 10,500 | 6.1% | 9,973 | 10,282 | 3.1% |
| Manufacturing | 19,000 | 19,100 | 0.5% | 19,182 | 18,991 | -1.0% |
| Wholesale Trade | 5,400 | 5,600 | 3.7% | 5,418 | 5,445 | 0.5% |
| Retail Trade | 24,300 | 23,600 | -2.9% | 23,682 | 23,491 | -0.8% |
| Transportation & Warehousing | 6,900 | 6,700 | -2.9% | 6,600 | 6,545 | -0.8% |
| Information | 2,300 | 2,200 | -4.3% | 2,236 | 2,209 | -1.2% |
| Financial Activities | 6,400 | 6,500 | 1.6% | 6,527 | 6,455 | -1.1% |
| Professional & Business Services | 19,300 | 19,600 | 1.6% | 19,300 | 19,682 | 2.0% |
| Health Services & Education | 36,700 | 38,100 | 3.8% | 35,918 | 37,373 | 4.0% |
| Leisure & Hospitality | 24,900 | 26,000 | 4.4% | 27,155 | 25,436 | -6.3% |
| Other Services | 9,900 | 9,900 | 0.0% | 9,900 | 10,027 | 1.3% |
| Government | 25,300 | 25,300 | 0.0% | 24,500 | 24,591 | 0.4% |
| Average Hourly Wages (Private) | Nov 2024 | Nov 2025 | % Change | AVG Y-T-D 2024 | AVG Y-T-D 2025 | % Change |
| Asheville Metro* | \$31.54 | \$33.93 | 7.6% | \$30.34 | \$32.18 | 6.1% |
| North Carolina | \$32.91 | \$34.58 | 5.1% | \$32.44 | \$33.87 | 4.4% |
| United States | \$35.47 | \$37.04 | 4.4% | \$34.96 | \$36.36 | 4.0% |



| Residential Activity** | Monthly Data | | | Y-T-D 2024 | Y-T-D 2025 | % Change |
|-----------------------------------|--------------|-----------|----------|-------------|------------|----------|
| | Nov 2024 | Nov 2025 | % Change | | | |
| Closed Sales | 377 | 511 | 35.5% | 5,599 | 5,977 | 6.8% |
| Average Price of Homes Sold | \$553,116 | \$579,099 | 4.7% | \$571,623 | \$556,310 | -2.7% |
| Median Price of Homes Sold | \$455,013 | \$452,220 | -0.6% | \$452,990 | \$450,000 | -0.7% |
| Days on Market Until Sale | 60 | 70 | 16.7% | 47 | 63 | 34.0% |
| Airport Activity | Nov 2024 | Nov 2025 | % Change | Y-T-D 2024 | Y-T-D 2025 | % Change |
| Total Passengers | 155,790 | 177,625 | 14.0% | 2,025,187 | 2,070,303 | 2.2% |
| New Residential Building Permits* | Nov 2024 | Nov 2025 | % Change | Y-T-D 2024 | Y-T-D 2025 | % Change |
| Units | 165 | PENDING | #VALUE! | 4,738 | PENDING | #VALUE! |
| Value (\$000) | \$61,408 | PENDING | #VALUE! | \$1,289,162 | PENDING | #VALUE! |

| Tourism (Buncombe County) | Last Available Data | | | Y-T-D 2024 | Y-T-D 2025 | % Change |
|---------------------------|---------------------|-----------|----------|------------|------------|----------|
| | Sept 2024 | Sept 2025 | % Change | | | |
| Lodging Sales (\$000) | \$41,200 | \$45,900 | 11.4% | \$434,600 | \$360,400 | -17.1% |

1 Note: October unemployment rate unavailable due to government shutdown.

*Comprised of Buncombe, Henderson, and Madison counties.

**Comprised of Buncombe, Haywood, Henderson, and Madison counties.

Sources: US Bureau of Labor Statistics, US Census Bureau, NC Dept of Commerce, Canopy MLS, Asheville Regional Airport, Explore Asheville.

Supported by Western Carolina University. For more information, contact us at riverbirdresearch.com or 828-258-6120.