

#7 Among Williamson County Cities on Average Household Size

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Georgetown's compact living trend signals long-term market strength

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THE DATA

2.4

Average Household Size (2024)

Georgetown ranks #7 among Williamson County cities on average household size, with a 2.4-person household average.

This figure is significantly smaller than the regional leaders like Liberty Hill (3.2) and Sonterra (3.1), suggesting a demographic that favors efficiency, mobility, and space optimization over large family units. In a market where inventory is tight and new construction is rising, smaller household sizes indicate a demand for compact, functional homes—especially in master-planned communities like Sun City Georgetown.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-16-georgetown-tx-household-size-place-mkt>



An aerial photograph of Georgetown, Guyana, at dusk. The image shows a dense urban landscape with numerous buildings, many of which are illuminated from within, casting a warm glow. The architecture is a mix of traditional and modern styles. The sky is a deep, dark blue, and the overall scene is bathed in a soft, reddish-brown light, likely from the setting or rising sun. The foreground shows a large, open area, possibly a park or a public square, with some trees and a few people walking. The background shows the city extending towards the horizon.

01

Compact households drive density efficiency

Smaller household sizes in Georgetown correlate with higher housing turnover and greater demand for multi-use, low-maintenance living. This dynamic supports a more resilient market: homes are occupied by fewer people but generate higher per-unit rental and resale value due to efficient space utilization. The trend also aligns with rising demand for smart, modular housing solutions—especially in Sun City Georgetown, where lifestyle design and affordability intersect.



02

Smaller units, bigger value retention

Unlike markets where large homes dominate, Georgetown's average household size suggests a deeper base of entry-level and mid-tier buyers who prioritize location, stability, and long-term value over square footage. This demographic tends to hold onto homes longer, reducing volatility. As a result, the city's market is less susceptible to overhang from oversized, underoccupied properties—making it more stable during economic shifts.

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