

#1 in Household Size — Asheville Market 2026

Swannanoa Leads NC in Household Size

3.5 people per home — the highest in the Asheville market

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THE DATA

3.5

Average Household Size (2024)

Swannanoa has the highest average household size in the Asheville market.

This figure reflects a unique demographic pattern where multi-generational living, extended family units, and shared housing are more prevalent than in surrounding communities. The data suggests Swannanoa is becoming a housing hub for larger, interconnected households seeking affordability and stability in a high-cost region.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-21-asheville-household-size-place-mkt>



01

Housing Density Drives Resilience

In contrast to Asheville's 2.4 average, Swannanoa's model demonstrates how demographic patterns can create economic resilience. When households share homes, the effective cost of housing per person drops — a phenomenon not captured by median price metrics alone.



02

Affordability Through Shared Living

This shift challenges traditional real estate models that assume single-family, single-occupant units as the norm. The most resilient housing strategies in the Asheville market are those that accommodate, rather than resist, larger household formations.

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

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