

#1 in Lowcountry Household Size – ALEX Intelligence 2026

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Laurel Bay leads South Carolina in average household size — ALEX Intelligence, 2026

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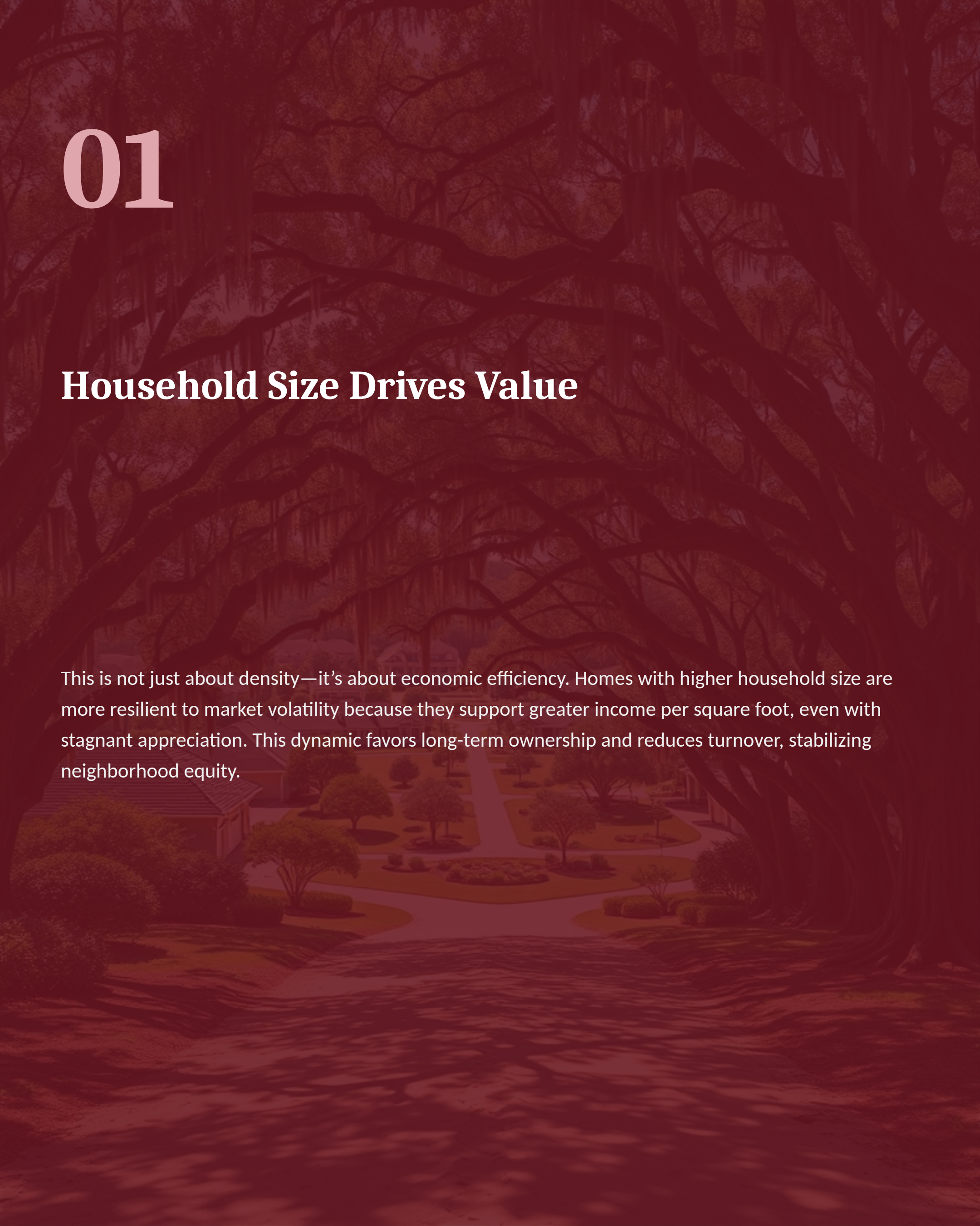
Average Household Size (2024)

Laurel Bay has the highest average household size in the Lowcountry, according to the 2024 American Community Survey.

This figure—3 people per household—reflects a unique demographic clustering not seen elsewhere in the region. Unlike urban centers where smaller households dominate, Laurel Bay’s density stems from multi-generational living, extended family units, and intentional community design that accommodates larger groups. The number is not a trend but a structural fact, rooted in long-term residential patterns.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-24-hilton-head-household-size-place-mkt>



The background of the entire page is a dark, monochromatic illustration in shades of brown and red. It depicts a dense forest with large, gnarled trees. A path winds through the trees, leading towards a small, simple house with a gabled roof in the distance. The overall mood is quiet and somewhat somber.

01

Household Size Drives Value

This is not just about density—it's about economic efficiency. Homes with higher household size are more resilient to market volatility because they support greater income per square foot, even with stagnant appreciation. This dynamic favors long-term ownership and reduces turnover, stabilizing neighborhood equity.



02

The Hidden Incentive for Builders

The implication for investors is clear: property value is not just about square footage or view, but about how many people can sustainably live within it. In markets where household size is rising, the most valuable assets are those that enable family co-residence, multi-generational care, and communal living—features that are increasingly rare in coastal real estate.

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