

Highest Household Size in SC — ALEX Intelligence 2026

Clemson University Leads SC in Household Size

3.8 people per home — a real estate edge in the Upstate

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THE DATA

3.8

Average Household Size (2024)

Clemson University holds the highest average household size in South Carolina, according to the latest ALEX Intelligence data.

This figure reflects a deep-rooted pattern of multi-generational living, shared housing among students and staff, and high-density residential use. In a market where housing supply is increasingly tight, this density is not a flaw—it's a competitive advantage. Homes that naturally accommodate more people are more resilient to market volatility and offer higher per-unit utility.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-09-24-upstate-sc-household-size-place-mkt>



01

Density Drives Resilience

In the Upstate, where new construction struggles to keep pace with demand, homes with higher household size are less likely to face vacancy. A household of 3.8 people per unit implies stronger occupancy rates and greater financial stability per home. This is not just demographic noise—it's a real estate multiplier effect, where each home serves more people, reducing the per-person cost of housing and increasing asset longevity.



02

The Hidden Supply Advantage

While many markets debate new builds, Clemson University's 3.8 average household size reveals a different kind of supply response: efficiency through density. In a region where land constraints and zoning delays slow new construction, existing homes are already optimized for high occupancy. This makes the Upstate's housing stock more productive per acre than markets with lower household sizes—even without new development.

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