

#1 in Household Size in Knoxville Market — ALEX Intelligence 2026

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Pigeon Forge leads Tennessee with 2.7 people per home

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THE DATA

2.7

Average Household Size (2024)

Pigeon Forge leads the Knoxville metro in household density, outpacing all other cities in the region.

This figure—2.7 people per household—reflects a deeply rooted pattern of multi-generational living, extended family units, and multi-family housing demand in Pigeon Forge. It is not an outlier, but a structural characteristic of the area's residential fabric. This density supports higher demand for larger homes, multi-unit properties, and community-oriented living spaces.

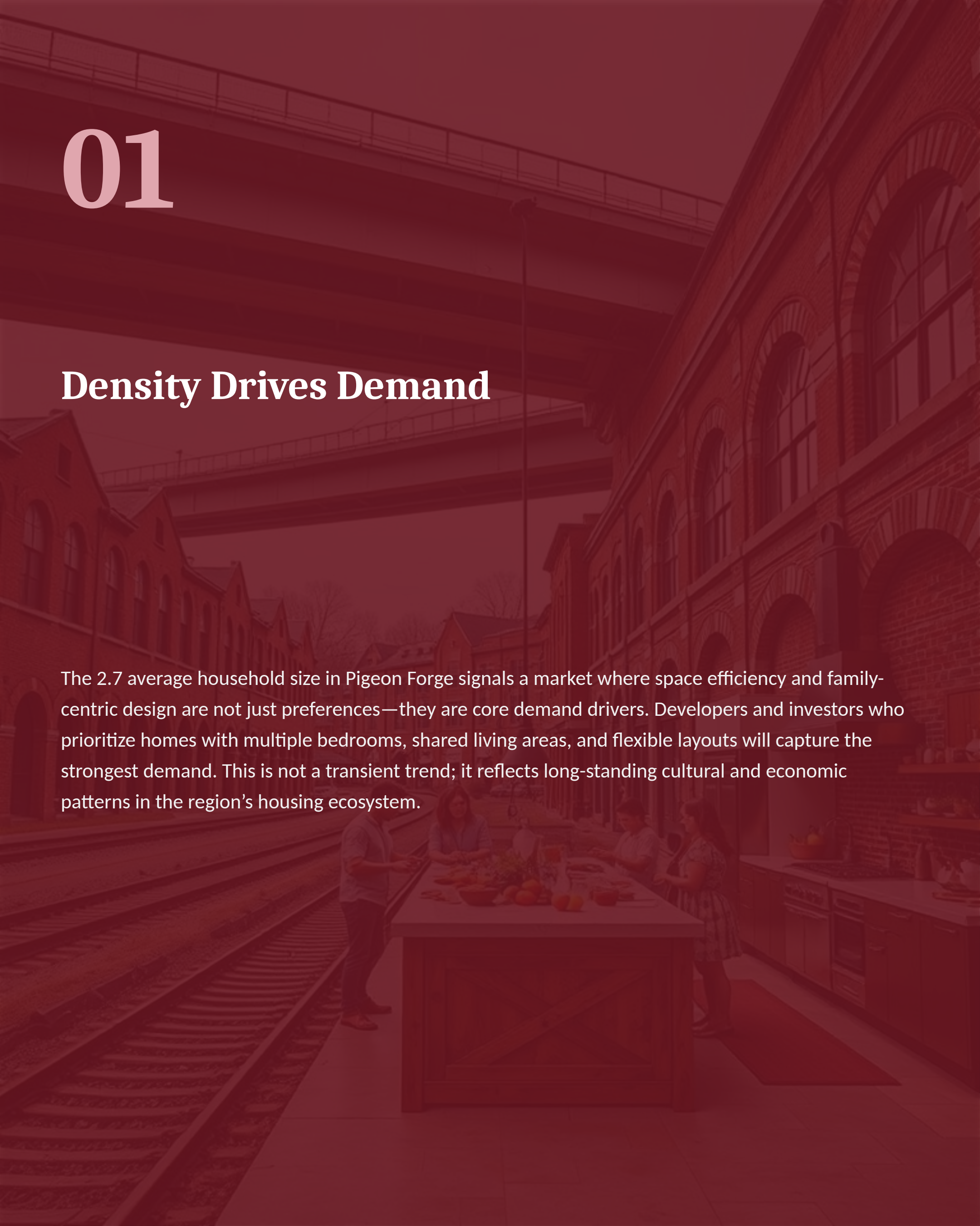
Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-25-knoxville-household-size-place-mkt>



01

Density Drives Demand

The 2.7 average household size in Pigeon Forge signals a market where space efficiency and family-centric design are not just preferences—they are core demand drivers. Developers and investors who prioritize homes with multiple bedrooms, shared living areas, and flexible layouts will capture the strongest demand. This is not a transient trend; it reflects long-standing cultural and economic patterns in the region's housing ecosystem.





02

The Hidden Value of Scale

In a market where household size is among the highest in Tennessee, properties with more bedrooms and higher square footage command premium retention and resale value. This is not just about size—it's about utility. Homes with four or more bedrooms are not just for luxury; they are functional necessities in Pigeon Forge. This creates a durable, long-term value proposition for investors who understand that scale is not a cost, but a competitive advantage in this market.

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

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