

#1 Average Household Size in Charlotte — ALEX Intelligence 2026

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Marvin leads NC — a signal of deep community roots and housing demand

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THE DATA

3.5

Average Household Size (2024)

Marvin has the highest average household size in the Charlotte metro area.

This figure — 3.5 people per household — is not just a number; it reflects a sustained pattern of multi-generational living, family-centered housing, and long-term residency. In a market where new construction often targets single-person or dual-income households, Marvin's outlier status signals a resilient, community-oriented demographic that values space, stability, and shared living.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-26-charlotte-household-size-place-mkt>



01

Size isn't just physical — it's strategic

For investors, this means that homes in Marvin aren't just occupied — they're deeply embedded. The demand isn't for short-term rentals or flip-ready units; it's for homes that serve as long-term family hubs. That's a competitive moat in a softening national market.



02

Density with purpose, not just scale

This pattern aligns with trends in family migration and post-pandemic housing preferences: people aren't just moving to suburbs, they're moving to places where homes can grow with them. Marvin's high household size may not be a temporary spike — it may be a structural shift toward family-centric, place-based living that's underpriced in current market metrics.

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