

#1 in Household Size — Wilmington, NC 2024

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Hampstead leads NC in average household size at 2.9 people

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THE DATA

2.9

Average Household Size (2024)

Hampstead has the highest average household size in the Wilmington metro, according to the latest U.S. Census data.

This figure reflects a deep residential density that goes beyond simple population counts. The 2.9-person average in Hampstead suggests a concentration of multi-generational families, extended kin networks, and multi-unit housing that supports larger, interconnected households. This is not a transient or vacation-driven market — it's built on long-term, stable living patterns.

01

Density as a Competitive Advantage

In a market where inventory is constrained and new construction lags, household size becomes a proxy for housing efficiency. Hampstead's 2.9 average means homes are not just occupied — they are fully utilized. This reduces per-capita land consumption and increases the economic return on existing infrastructure. For developers, this signals that modest homes with flexible layouts — not sprawling estates — are the most in-demand form of housing in the region.



02

Affordability Through Scale

A household of 2.9 people spreads fixed costs — utilities, mortgages, maintenance — across more individuals. This creates a natural affordability buffer in Hampstead, even as median prices rise. It explains why inbound migration to the area is not just about lifestyle, but about shared economic resilience. The market is not just stable — it's self-sustaining through social density.

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