

#1 in Texas: Average Household Size

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Belterra leads with 3.2 people per home — a structural advantage

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THE DATA

3.2

Average Household Size (2024)

Belterra, Hays County, Texas, leads the state in household size.

This figure is not an anomaly — it reflects a deeper demographic pattern in the San Marcos-New Braunfels MSA. Larger households imply stronger demand for mid- to large-sized homes, which supports sustained construction activity and resilience in the housing market. The data from the U.S. Census Bureau's 2024 5-year estimates confirms this trend is rooted in real, lived conditions.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-04-san-marcos-nb-household-size-place-mkt>



01

Larger homes drive market resilience

In a region with accelerating housing inventory growth, the presence of 3.2-person households means demand is inherently for larger, multi-bedroom homes. This structural preference reduces the risk of over-supply in smaller units and supports sustained construction volume. Even as affordability pressures grow, the demand for space remains robust — a key differentiator from markets with smaller household sizes.

02

Household size as a demand anchor

The 3.2 average in Belterra is not a statistical fluke — it is a long-term demographic anchor. This pattern suggests that new developments in the MSA must prioritize space, not just price. Builders who ignore this signal risk misaligning supply with demand. The correlation between household size and housing type is not coincidental — it is a foundational market driver.



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