

Georgetown — #7 of 7: Average Household Size

Average Household Size: 2.4

Based on 2024 ACS data from ALEX Intelligence

Swipe for insights →

THE DATA

2.4

Average Household Size (2024)

Georgetown's average household size is 2.4, among the smallest in Williamson County.

This figure places Georgetown at the lower end of household size distribution across the county, reflecting a trend toward smaller, more compact living units. The data suggests a demographic shift toward younger professionals, dual-income households, and downsizers, which aligns with the area's growing appeal as a lifestyle destination within the Austin metro.

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

<https://alex-companies.com/data/2026-10-17-georgetown-tx-household-size-place-mkt>



Photo: Larry D. Moore • CC BY 4.0 • Wikimedia Commons

01

Smaller households fuel demand for efficient living

The 2.4 average household size in Georgetown indicates a strong preference for smaller, well-designed homes—particularly in the Sun City Georgetown master-planned community. This demographic profile supports sustained demand for single-family homes with lower square footage, creating a competitive advantage for developers who prioritize functional design over size. As household formation slows nationally, Georgetown's compact living model may act as a buffer against market volatility.

02

Contrast with growth-heavy neighbors

While neighboring Liberty Hill (3.2) and Sonterra (3.1) reflect larger household sizes tied to family-centric development, Georgetown's smaller average suggests a different growth trajectory. This divergence implies less pressure on school infrastructure and broader public services, even as population increases. The result is a more sustainable pace of urbanization, positioning Georgetown as a model for balanced, high-density yet low-impact development within Williamson County.



Photo: Leslie Knox · CC BY-SA 3.0 · Wikimedia Commons

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

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

