Burton — #1 of 6: Share of Homes That Are Manufactured

Burton leads SC in manufactured housing share

36.6% of homes are manufactured — ALEX Intelligence 2026

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THE DATA

36.6%

Share of Homes That Are Manufactured (2024)

Burton’s manufactured housing share is nearly double that of the next highest city in the Lowcountry.

This data point, drawn from the U.S. Census Bureau’s American Community Survey 5-Year Estimates, 2024, reveals a structural divergence in housing typology across the Lowcountry. While Beaufort and Hilton Head Island remain dominated by site-built homes, Burton’s 36.6% share signals a distinct housing model shaped by affordability, land use, and demographic demand.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-15-hilton-head-manufactured-share-place-mkt

01

Affordability is a design choice

Burton’s high share of manufactured housing is not a sign of marginalization—it reflects a deliberate, resilient housing strategy. This is not a fallback; it’s a functional ecosystem.

02

The market is bifurcating

While Burton leads in manufactured housing, the rest of the Lowcountry—Hilton Head Island, Beaufort, and Bluffton—show near-zero shares. This creates a two-tiered market: one anchored in site-built, high-value homes, and another in modular, affordable housing. This divergence is not a flaw—it's a signal of how the region is adapting to demand, with different communities serving different economic functions.

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

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