

#1 in Population Among Top Luxury ZIPs — ALEX Intelligence 2026

The Largest Luxury ZIP in America

ZIP 11219 leads with 94,196 residents — a new benchmark for elite density

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THE DATA

94,196

Population (2024)

ZIP 11219, home to the highest population among U.S. ZIP codes with a median home value of \$1M+.

This figure challenges the long-held assumption that luxury is defined by isolation. Instead, ZIP 11219 — located in Brooklyn, New York — proves that elite status now coexists with dense urban concentration. The scale of population in a million-dollar ZIP is not a contradiction, but a new signal of market maturity and infrastructure resilience.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-29-luxe-luxe-dem-population-zcta-us-luxury-deep>



01

Density Is the New Exclusivity

Luxury real estate is no longer about geographic scarcity. The true scarcity is in the ability to maintain high-end living in densely populated zones. ZIP 11219's 94,196 residents demonstrate that elite status now requires not just wealth, but the infrastructure, security, and social cohesion to support mass affluence without degradation. This shifts investment focus from isolated estates to well-governed urban enclaves with private amenities and civic infrastructure.



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The Myth of the Isolated Estate

The dominance of ZIP 11219 over traditional luxury strongholds like ZIP 10025 (Manhattan) and ZIP 94112 (San Francisco) signals a structural shift: the most desirable luxury markets are not the quietest or most remote, but those with the strongest social and civic fabric. This is reinforced by recent trends in community engagement, such as Austin's Street Center luncheons, which build social capital in high-income enclaves. The future of luxury is not solitude — it is curated community.

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

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