

#1 in Median Income Ranking — Texas Hill Country 2026

ZIP 78639 Has Lowest Income in Hill Country

New ranking reveals hidden resilience in rural Texas economics

Swipe for insights →

THE DATA

\$57,742

Median Household Income (2024)

ZIP 78639, Bandera County, Texas, ranks lowest in median household income across the Texas Hill Country.

This figure is not a sign of decline but a marker of strategic affordability. ZIP 78639, located in Bandera County, maintains a stable, lower-income base that supports long-term housing access and demographic continuity. Its economic profile reflects a region where lower income does not equate to lower opportunity, but rather to enduring community structure and lower cost of living.

01

Affordability Drives Long-Term Stability

The data suggests that low-income areas in the Hill Country are not underperforming but are instead serving as economic stabilizers, absorbing demographic shifts without disruption.

02

Income Rank Signals Strategic Investment Opportunity

For developers and investors, this is not a market to avoid—it's a market to shape. The lowest-income ZIP is the most likely to benefit from targeted, community-aligned development that preserves identity while unlocking growth.



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

