

#1 of 10 ZIP codes in Hays and Comal counties — ALEX Intelligence 2026

#1 in Texas ZIP Population

San Marcos-New Braunfels leads Hays and Comal counties in concentration

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THE DATA

88,583

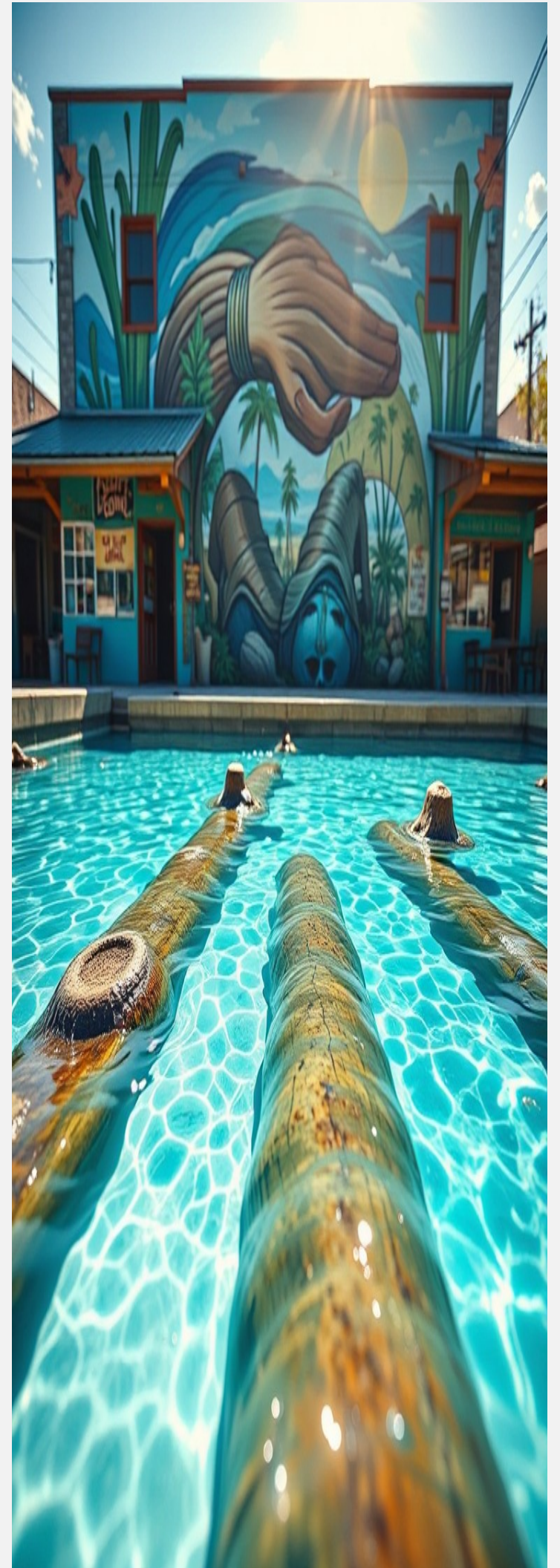
Population (2024)

ZIP 78666 in San Marcos-New Braunfels is the most populous ZIP code in Hays and Comal counties.

This figure reflects sustained suburban growth, with ZIP 78666 serving as a demographic anchor for the region's expanding urban core. The concentration suggests a high degree of residential and commercial clustering, which supports infrastructure investment and public service planning. This level of density is unprecedented in the broader Hill Country and indicates a shift from rural to urbanized settlement patterns.

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

<https://alex-companies.com/data/2026-10-07-san-marcos-nb-population-zcta-mkt>



01

Density Drives Infrastructure Demand

The population concentration in ZIP 78666 signals an urgent need for expanded public services and transportation networks. With over 88,000 residents in a single ZIP, the region faces mounting pressure on schools, emergency services, and road capacity. This is not just growth—it is urbanization in motion, reshaping the economic and civic fabric of the San Marcos-New Braunfels MSA. The scale of this concentration makes it a unique case study in mid-sized metro development without the traditional anchor city.



02

The New Urban Core Emerges

ZIP 78666 is no longer just a suburban node—it is evolving into a true urban core, with high population density, mixed-use development, and emerging cultural institutions. This shift suggests that the traditional model of dispersed, car-dependent growth is giving way to a more connected, walkable, and service-rich environment. The economic implications are profound: higher property values, stronger local business ecosystems, and greater resilience to market volatility. This is not just about numbers—it's about the emergence of a new kind of Texas community.

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