

#1 of 10 ZIP codes in Austin MSA, #1 of 10 Texas ZIP codes — ALEX Intelligence 2026

#1 in Austin MSA, #1 in Texas

ALEX Intelligence 2026 Median Income Ranking

Swipe for insights →

THE DATA

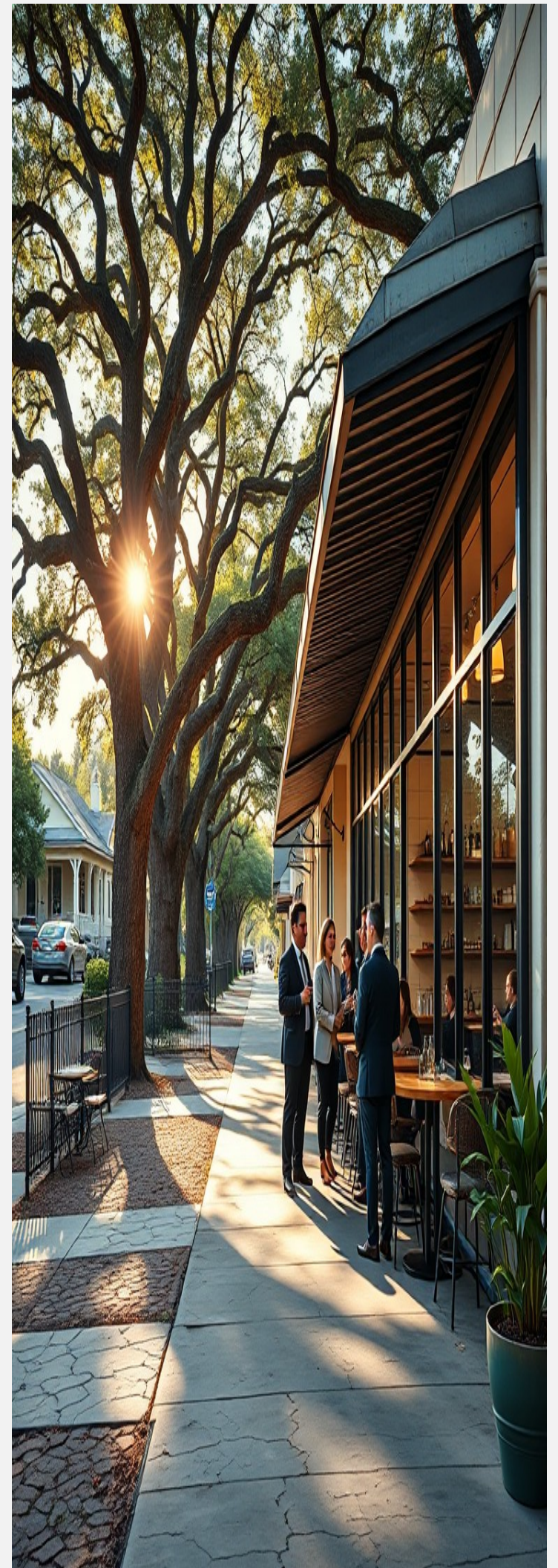
\$238,559

Median Household Income (2024)

ZIP 78739 leads the Austin metro and Texas in household income, outpacing the next highest ZIP by over \$32,000.

This level of income concentration is not accidental. ZIP 78739, located in the heart of West Austin, hosts a dense cluster of high-earning tech, finance, and executive professionals. The data reflects a growing bifurcation in economic access, where a single ZIP code captures a disproportionate share of the region's wealth. This isn't just a wealth marker—it's a signal of where capital, talent, and influence are physically concentrated.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-08-austin-msa-median-income-zcta-mkt>



01

Wealth is becoming hyper-localized

The fact that the top ZIP code in the entire state of Texas is also the top ZIP in the Austin MSA underscores a deepening spatial concentration of affluence. This is not a trend driven by broad economic growth, but by selective investment, elite zoning, and the clustering of high-productivity jobs in a narrow geographic zone. As public services and infrastructure expand, the benefits are not evenly distributed—instead, they are anchored to this one ZIP, creating a self-reinforcing cycle of exclusion.



02

Affluence fuels policy, not just housing

The \$238,559 median income in ZIP 78739 isn't just a number—it's a policy lever. High-income residents have greater political and fiscal influence, enabling them to shape zoning, education funding, and transportation priorities. This creates a feedback loop: wealth attracts more wealth, while other areas—especially in the outer reaches of the Austin MSA—struggle with underfunded services and rising costs. The real story isn't just income, but power.

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

