

ZIP 78704 — #1 of 10: Population

ZIP 78704 leads Texas in luxury population

Source: ALEX Intelligence · Published October 15, 2026

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THE DATA

50,688

Population (2024)

This figure underscores a structural shift in the Texas luxury market: density is no longer a constraint but a feature. The largest ZIP codes among the most expensive housing markets are not isolated enclaves but vibrant, high-income urban nodes. Their size reflects sustained demand from high-net-worth individuals, institutional investors, and remote professionals seeking both exclusivity and access to amenities.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-15-luxe-luxe-dem-population-zcta-tx-luxury>



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01

Scale fuels resilience

The sheer population size of ZIP 78704—50,688 residents—indicates a self-sustaining luxury ecosystem. High-density luxury markets are less vulnerable to downturns because they support a broader range of services, infrastructure, and employment. This creates a feedback loop where demand begets more supply, which attracts more residents, reinforcing market stability even during macroeconomic shifts.

02

Luxury is no longer sparse

The dominance of large ZIP codes in the luxury tier challenges the traditional notion that exclusivity requires isolation. ZIP 78704's scale suggests that modern luxury is defined by connectivity, access, and density, not seclusion. This shift implies that future high-end development must prioritize mixed-use design, transit access, and community infrastructure—making 'luxury' a function of urban integration, not geographic separation.



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