

ZIP 77024 — #1 of 10: Population

ZIP 77024 leads Texas in luxury population

Source: ALEX Intelligence · Published October 30, 2026

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THE DATA

38,288

Population (2024)

In the subset of Texas ZIP codes with \$1M+ median home values and 1,200+ owner-occupied homes, ZIP 77024 is the most populous.

It is not merely a cluster of high-end homes; it is a self-sustaining, high-density community of affluence. The sheer scale suggests that luxury real estate here is not just a product of individual wealth, but of systemic urbanization and infrastructure investment.

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

<https://alex-companies.com/data/2026-10-30-luxe-luxe-dem-population-zcta-tx-luxury-deep>



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01

Density is the new exclusivity

This model suggests that future luxury real estate growth will favor areas with high population density in premium zones, not just low-density enclaves. The demand is for places where luxury is not just owned, but experienced collectively.

02

Luxury as a demographic anchor

The implication is clear: the most valuable luxury markets are not those with the fewest homes, but those with the most resilient, self-sustaining populations. The future of luxury real estate is not in isolation—it is in density-driven resilience.

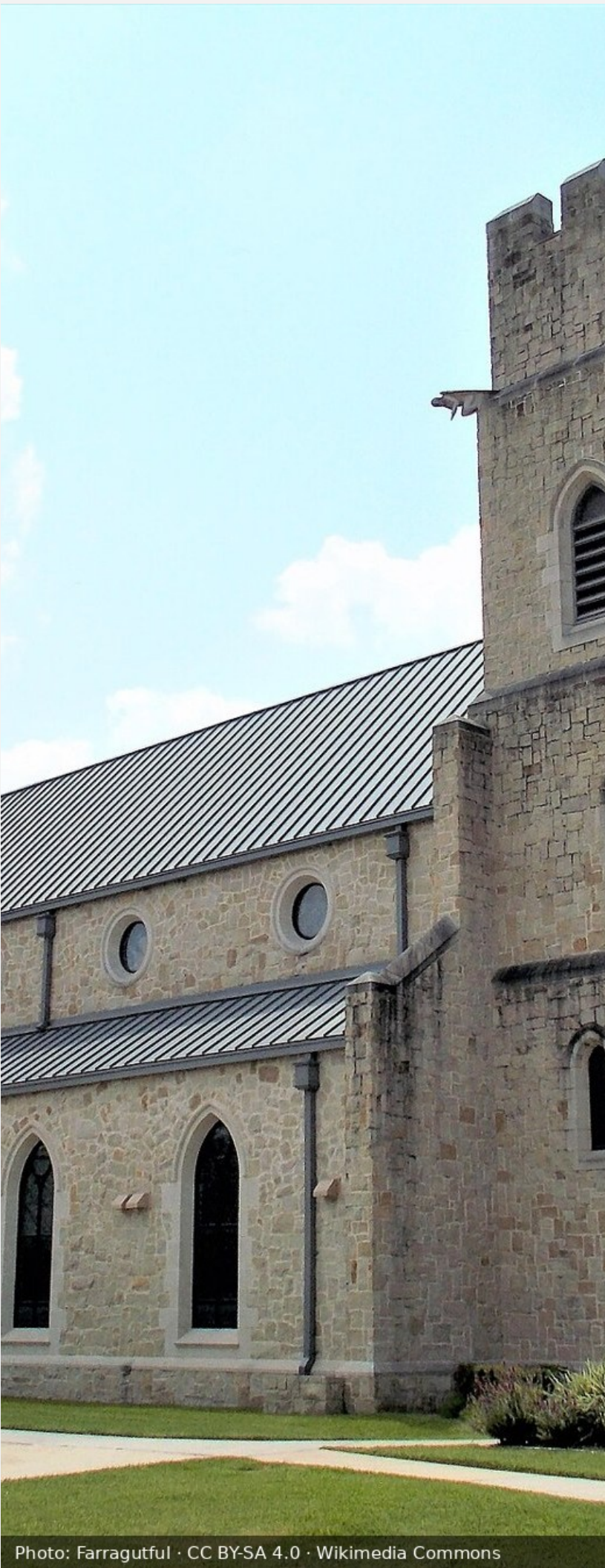


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