ZIP 78657 — #1 of 10: Housing Vacancy Rate

ZIP 78657 Leads Texas Hill Country in Vacancy

34.5% vacancy rate — source: ALEX Intelligence, Nov 1, 2026

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THE DATA

34.5%

Housing Vacancy Rate (2024)

ZIP 78657, located in the Texas Hill Country, reports the highest vacancy rate among all ZIPs in the region.

This figure reflects unoccupied housing units, including seasonal and second homes, not distressed inventory. The high vacancy rate in ZIP 78657 underscores the area's strong appeal as a retreat destination, with significant seasonal or recreational property use. The data from the U.S. Census Bureau's 2024 5-year estimates confirms that this ZIP stands out within the Hill Country's broader housing landscape.

Photo: Samantha Conn · CC BY-SA 3.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-01-hill-country-tx-vacancy-share-zcta-mkt

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Vacancy as a Marker of Demand

This dynamic supports the case for long-term land and property investment in the Hill Country, especially in ZIPs with strong natural and cultural appeal.

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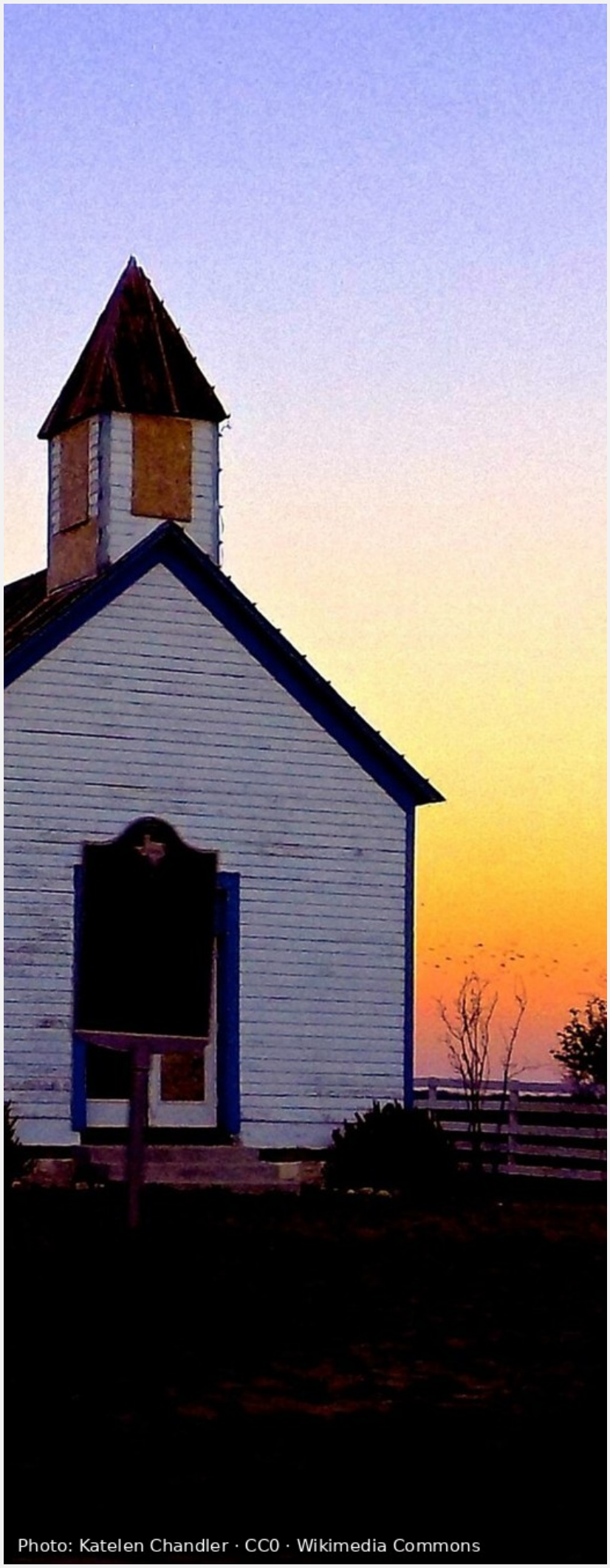

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Vacancy and Community Resilience

For real estate strategists, this means that vacancy is not a risk metric but a signal of market maturity and lifestyle premium — a feature, not a flaw.

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