ZIP 77494 — #1 of 10: Population

ZIP 77494 leads Houston in population

ALEX Intelligence data, 2024

Swipe for insights →

Photo: Farragutful · CC BY-SA 4.0 · Wikimedia Commons

THE DATA

140,157

Population (2024)

ZIP 77494 is the most populous ZIP code in the Houston MSA and in Texas.

This population figure—140,157—represents a concentrated urban core that drives demand for housing, infrastructure, and commercial services. The scale of this settlement underscores the importance of density-driven real estate dynamics in the region's future development.

Photo: Farragutful · CC BY-SA 4.0 · 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-houston-msa-population-zcta-mkt

01

Density fuels real estate resilience

ZIP 77494’s population dominance signals that the Houston MSA’s growth is not dispersed but concentrated in specific urban nodes. This concentration creates a feedback loop: high density attracts investment, which in turn increases property values and rental yields. The result is a self-reinforcing cycle of resilience in a market otherwise sensitive to interest rate fluctuations.

Photo: Farragutful · CC BY-SA 4.0 · Wikimedia Commons

Photo: Jim Evans · CC BY-SA 4.0 · Wikimedia Commons

02

Urban cores outpace suburbs in growth momentum

While suburban ZIPs like 77449 and 77433 remain populous, ZIP 77494's lead suggests that urban cores are now the primary engines of demographic and economic expansion. This shift implies that future real estate development—particularly in transit-oriented and mixed-use formats—will be concentrated in established urban centers rather than greenfield suburban zones.

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

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy