Rockwall County — #1 of 10: Median Household Income

Rockwall County leads Texas in median income

Source: ALEX Intelligence · Published November 02, 2026

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THE DATA

$127,981

Median Household Income (2024)

Rockwall County ranks first among Texas counties with at least 20,000 residents.

This figure represents the highest median household income in Texas, reflecting deep economic concentration in high-income households. The data comes from the U.S. Census Bureau's American Community Survey 5-Year Estimates, 2024, and underscores a persistent wealth gradient across the state's most affluent regions.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-02-luxe-luxe-dem-median-income-county-tx

01

Wealth concentration drives luxury demand

This income threshold signals a threshold for discretionary wealth, where households can afford long-term capital investments in real estate, private education, and healthcare. For luxury real estate strategists, Rockwall is not just a market—it's a prototype of wealth-driven demand in the post-pandemic era.

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02

Affluence is no longer just urban

The data suggests that policy, education quality, and low-tax environments are becoming as influential as urban density in shaping luxury demand. As more high-income households seek non-urban, high-quality living, this trend will likely influence investment flows beyond traditional luxury hubs.

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

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