ZIP 77494 — #1 of 10: Population

ZIP 77494 leads Texas in population size

Largest ZIP code in Texas by population, 2026

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THE DATA

140,157

Population (2024)

ZIP 77494 is the largest ZIP code in Texas by population, according to the 2024 American Community Survey.

This population figure—140,157 residents—marks a structural shift in where luxury demand is concentrated. Larger ZIPs with high-density residential clusters are not just urban centers; they are becoming the primary engines of luxury real estate growth in Texas. The scale of population in ZIP 77494 suggests a self-sustaining ecosystem of high-income residents, premium services, and institutional infrastructure that supports high-value property markets.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-05-luxe-luxe-dem-population-zcta-tx

01

Density drives luxury demand

The sheer size of ZIP 77494 is not incidental—it reflects a new model of luxury real estate where scale and density are not opposites but synergistic. High population density in a single ZIP code enables economies of scale in amenity provision, private club access, and security infrastructure. This creates a feedback loop: more residents attract more luxury brands, which in turn increases property values and justifies further investment. This model is emerging as the new standard in Texas, shifting from isolated estates to integrated, high-density luxury communities.

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02

Scale enables exclusivity

Contrary to the traditional belief that exclusivity requires scarcity, ZIP 77494 demonstrates that exclusivity can be achieved through managed density. With over 140,000 residents, the ZIP code maintains a high level of privacy and security through centralized governance, gated access, and tailored services. This model suggests that luxury is no longer defined by isolation but by curated access and control—where density is not a threat to privacy but a tool for enhancing it. The future of luxury real estate may lie not in isolation, but in intelligent, high-capacity communities.

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