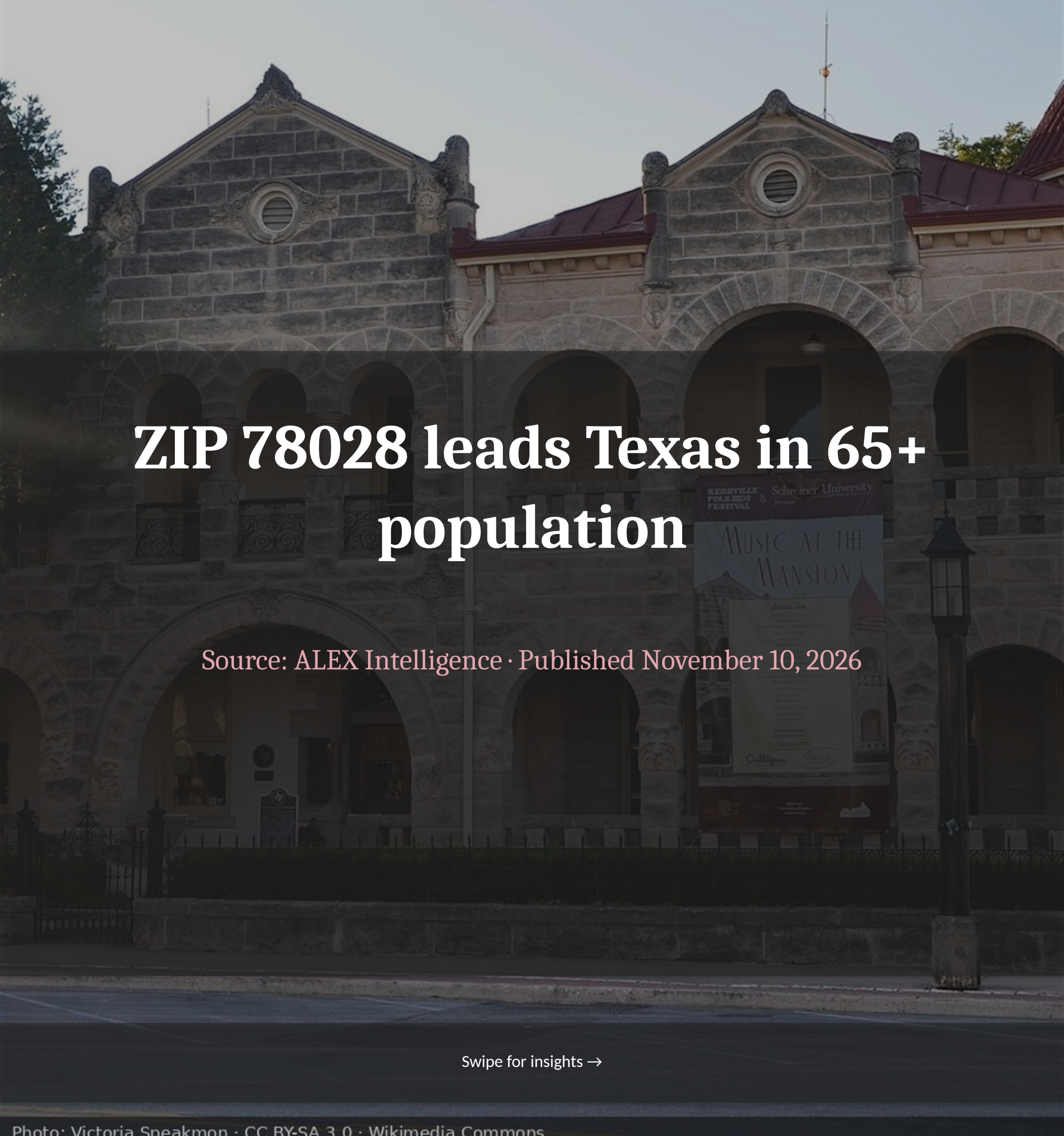
ZIP 78028 — #1 of 8: Population



ZIP 78028 leads Texas in 65+ population

Source: ALEX Intelligence · Published November 10, 2026

Swipe for insights →

Photo: Victoria Speakmon · CC BY-SA 3.0 · Wikimedia Commons

THE DATA

41,206

Population (2024)

ZIP 78028 has the largest 65+ population of any Texas ZIP code.

This figure represents the total number of residents aged 65 and older in ZIP 78028, a number that surpasses every other Texas ZIP code with at least 2,500 residents and 1,200 owner-occupied homes. The concentration of seniors in this area signals a deepening demographic anchor for active-adult communities and age-restricted housing development.

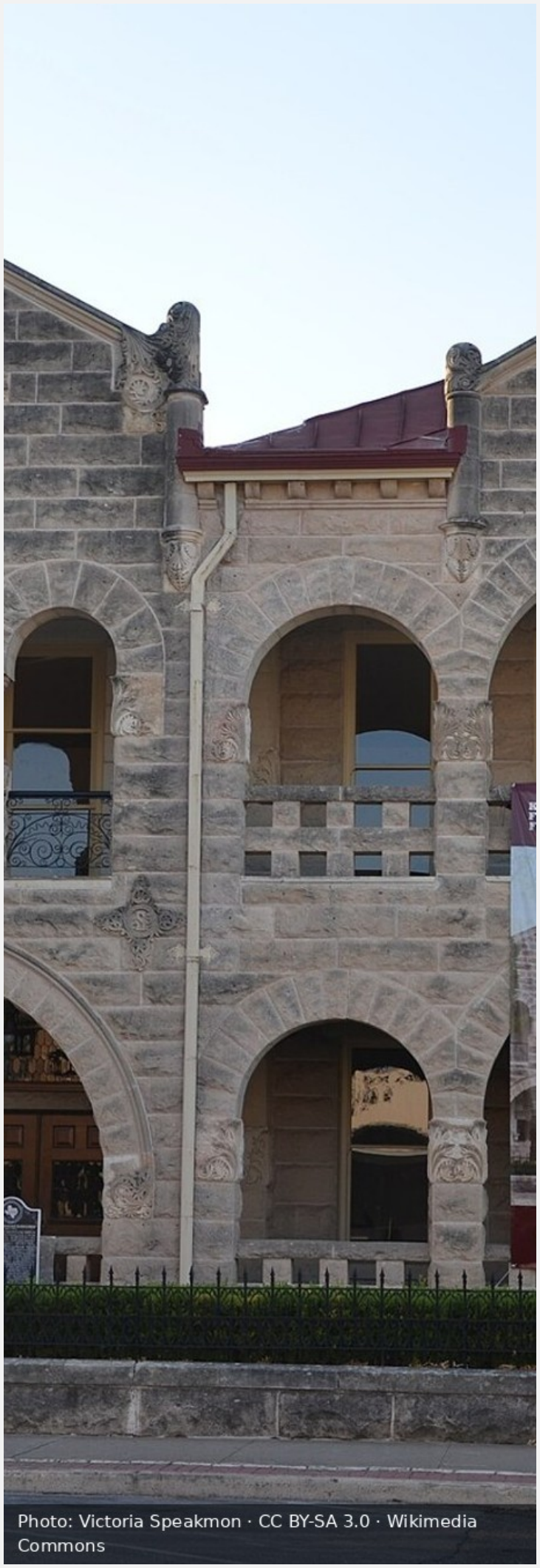


Photo: Victoria Speakmon · CC BY-SA 3.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-10-fifty-five-plus-fifty-five-plus-dem-population-zcta-tx-senior-zip

01

Aging in Place Is No Longer Optional

This concentration also pressures existing infrastructure—healthcare, transit, and retail—to adapt to a population with higher mobility needs and lower car dependency. The most successful communities will be those that integrate these services not as add-ons, but as foundational elements of the design.



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02

Equity Is Locked, But Demand Is Unlocked

Yet the demand remains. This gap between equity and liquidity is the single greatest opportunity for innovation in 55+ real estate. Financial products that unlock equity without increasing debt—such as reverse mortgages with equity release mechanisms tied to home modifications—could turn this demographic anchor into a powerful engine for community renewal.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

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