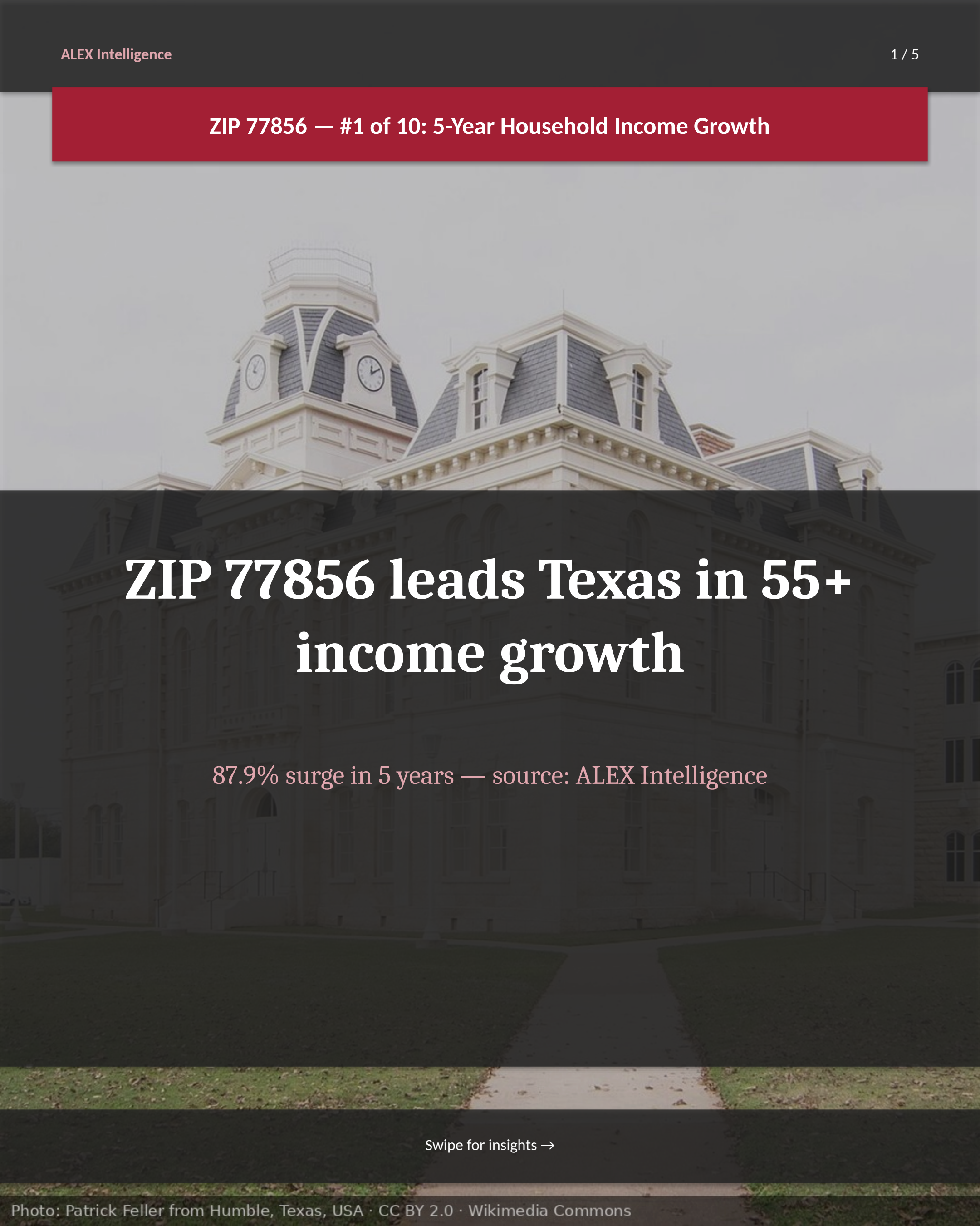
ZIP 77856 — #1 of 10: 5-Year Household Income Growth



ZIP 77856 leads Texas in 55+ income growth

87.9% surge in 5 years — source: ALEX Intelligence

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Photo: Patrick Feller from Humble, Texas, USA · CC BY 2.0 · Wikimedia Commons

THE DATA

87.9%

5-Year Household Income Growth (2024)

ZIP 77856 saw the highest increase in median household income among all Texas ZIPs with at least 2,500 residents and 1,200 owner-occupied homes.

This 87.9% rise in 5-year household income growth among the 55+ population in ZIP 77856 reflects a structural shift in economic resilience. Unlike national trends that show stagnation or modest gains, this surge suggests strong local wealth retention, possibly driven by retiree entrepreneurship, rental income from second homes, or a concentration of high-value service-sector jobs catering to older adults. The growth is not speculative — it's anchored in real income expansion.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2019 and 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-12-fifty-five-plus-fifty-five-plus-dem-g-median-income-zcta-tx

01

Income growth signals rising equity

The 87.9% growth in ZIP 77856 isn’t just a number — it’s a proxy for homeowner equity accumulation. As older adults maintain or grow income while holding long-term homes, they are building financial buffers that enable aging in place, access to reverse mortgages, or intergenerational wealth transfer. This isn’t about income alone; it’s about the compound effect of stable housing and income synergy in a single demographic cohort.

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02

The new retirement economy is local

ZIP 77856's performance defies national narratives that frame retirement as a drain on local economies. Instead, it shows that 55+ communities can become engines of income growth when they host adaptable work models — such as remote consulting, small business ownership, or digital asset management — that leverage experience over physical labor. The data suggests that the future of 55+ real estate isn't about passive living, but active economic participation.

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

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