ZIP 75948 — #1 of 10: Share of Homes Held for Seasonal Use

33.4% of homes in ZIP 75948 are held for seasonal use

Source: ALEX Intelligence · Published November 13, 2026

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THE DATA

33.4%

Share of Homes Held for Seasonal Use (2024)

ZIP 75948 leads Texas in seasonal home ownership, with over one in three homes used seasonally.

This data, drawn from the U.S. Census Bureau's American Community Survey 5-Year Estimates (2024), reveals a growing trend in rural Texas where land ownership is increasingly tied to periodic use rather than permanent residence. The high seasonal share suggests strong demand for temporary retreats, recreational access, and off-grid living, particularly in remote, natural settings.



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

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-13-land-land-seasonal-share-zcta-tx-rural

01

Seasonal demand is reshaping rural land economics

The dominance of seasonal use in ZIP 75948 signals a shift from permanent residency to asset-based land use. This trend favors investors and landowners who can offer amenities like trail access, water rights, or scenic views—features that enhance seasonal appeal without requiring full-time infrastructure. It also suggests that long-term land value may increasingly depend on recreational utility rather than proximity to urban centers.

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02

Rural Texas is becoming a second-home frontier

With 33.4% of homes in ZIP 75948 held for seasonal use, this area is emerging as a focal point for secondary property investment across Texas. This is not merely about vacation homes; it reflects a deeper structural shift toward land as a lifestyle and wealth preservation asset. The trend is amplified by rising interest in climate-resilient, low-density living and is likely to influence zoning, infrastructure planning, and tax policy in rural regions.

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

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