ZIP 78733 — #1 of 10: Median Household Income

ZIP 78733 leads Texas in rural income

Source: ALEX Intelligence · Published November 15, 2026

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THE DATA

$206,368

Median Household Income (2024)

ZIP 78733, a rural area in central Texas, reports the highest median household income among all Texas ZIPs with under 10,000 residents and at least 1,200 owner-occupied homes.

This figure reflects a shift in rural economic structure: income is no longer tied to traditional agriculture alone. Instead, remote work, land stewardship, and niche investment are driving prosperity in isolated regions. The data suggests that rural Texas is becoming a hub for high-income, knowledge-based land ownership.



Photo: smallcurio from Austin, TX · 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/2026-11-15-land-land-dem-median-income-zcta-tx-rural

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Rural affluence is land-anchored

The absence of high-density development or commercial zoning in these areas suggests that income growth stems from non-urban, non-agricultural land uses—such as conservation easements, private recreation, and digital nomad infrastructure.

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Wealth is migrating to land, not cities

This trend aligns with broader data showing rising land values in Texas and a surge in foreign investment in rural real estate—suggesting that land is now a primary vehicle for wealth preservation, not just production.

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