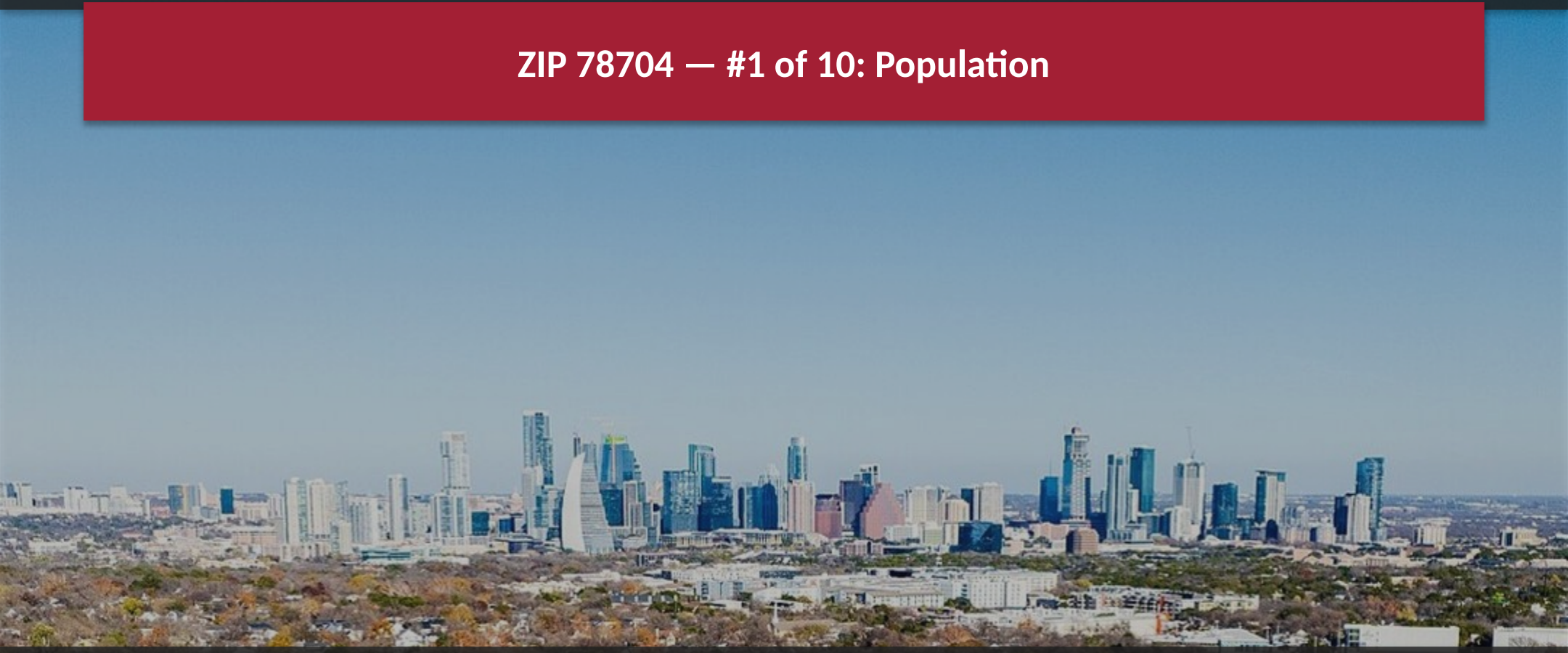
ZIP 78704 — #1 of 10: Population



ZIP 78704 leads Texas in luxury population

Source: ALEX Intelligence · Published November 29, 2026

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Photo: Hensbread · CC BY 4.0 · Wikimedia Commons

THE DATA

50,688

Population (2024)

ZIP 78704 has the largest population among the most expensive housing markets in Texas.

This population figure—50,688—represents the largest concentration of residents in a luxury ZIP code in Texas, where homes have a median value of $750,000 or more. It is not merely a high-value enclave but a densely populated one, suggesting that luxury real estate is not just about exclusivity, but also about sustainable community infrastructure.



Photo: Tim Patterson from Austin, TX, United States · CC BY 2.0 · Wikimedia Commons

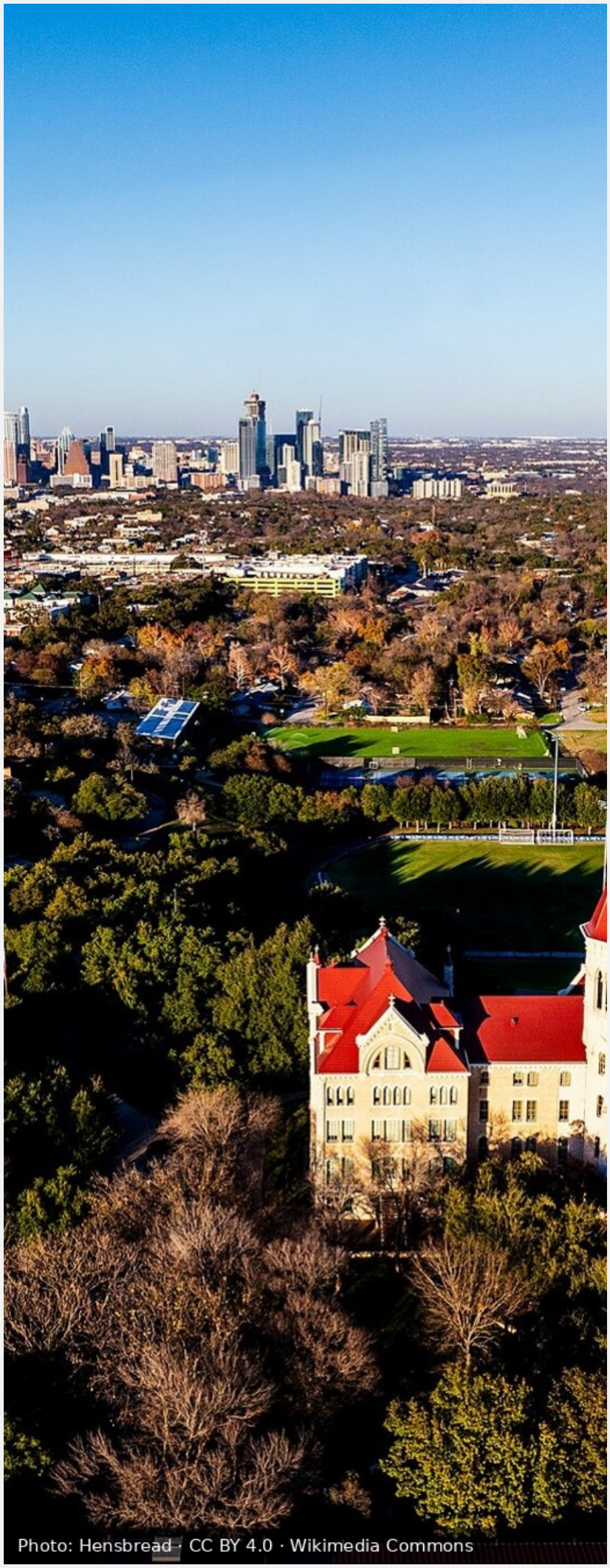
Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-29-luxe-luxe-dem-population-zcta-tx-luxury

01

Luxury scales through density

This model implies that luxury real estate is no longer defined by isolation, but by access to premium services, transit, and urban amenities—even at scale. The success of ZIP 78704 shows that the future of luxury is not in isolation, but in smart, dense, well-managed environments.

Photo: ZhaoFJx · CC BY 4.0 · Wikimedia Commons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02

Population as a luxury differentiator

In contrast, smaller luxury ZIPs may face sustainability challenges due to limited tax bases and fewer service providers. ZIP 78704's size allows for economies of scale in security, utilities, and community governance—key infrastructure for elite real estate. This is not just a demographic fact; it's a competitive advantage.

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

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