ZIP 78504, McAllen, Texas.

Current market data.

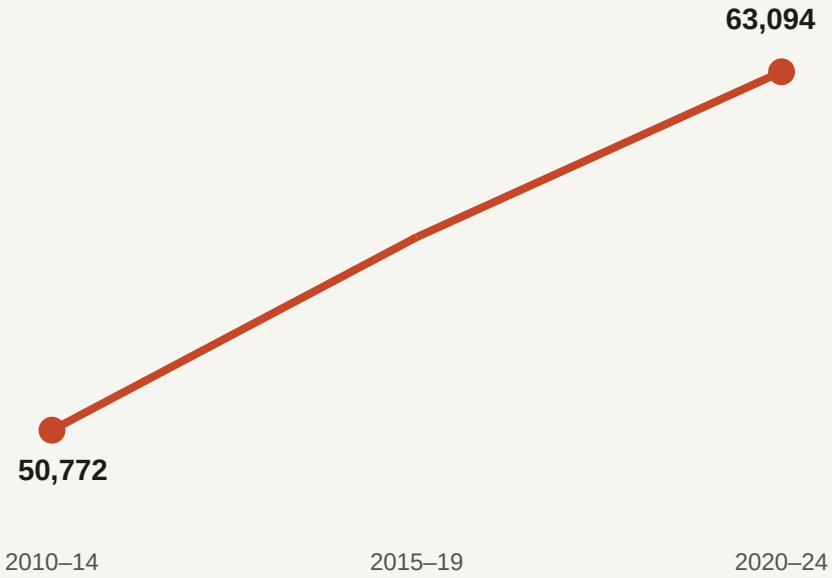
8 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

63,094 people call ZIP 78504 home.

63,094

people.



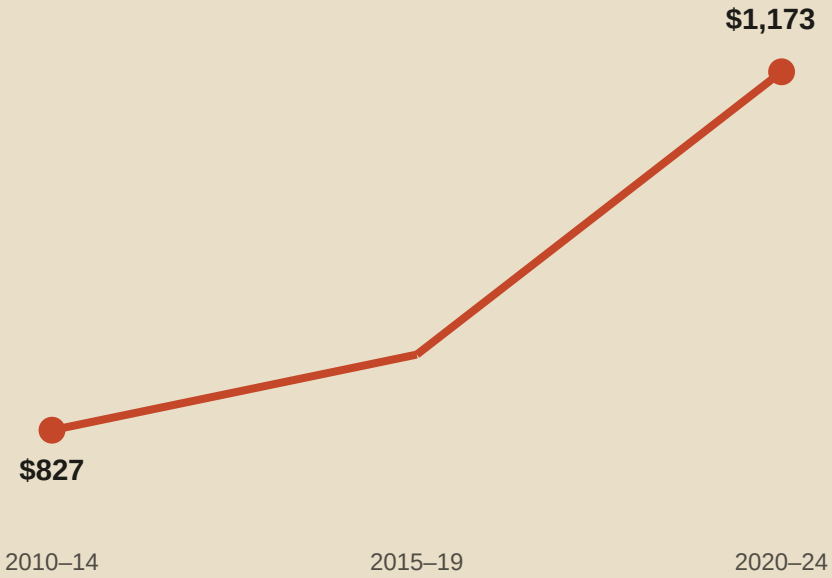
Source: Census ACS 5-year, 2020-2024

RENT

Median rent is up 42% since the 2010–2014 survey, before inflation.

$1,173

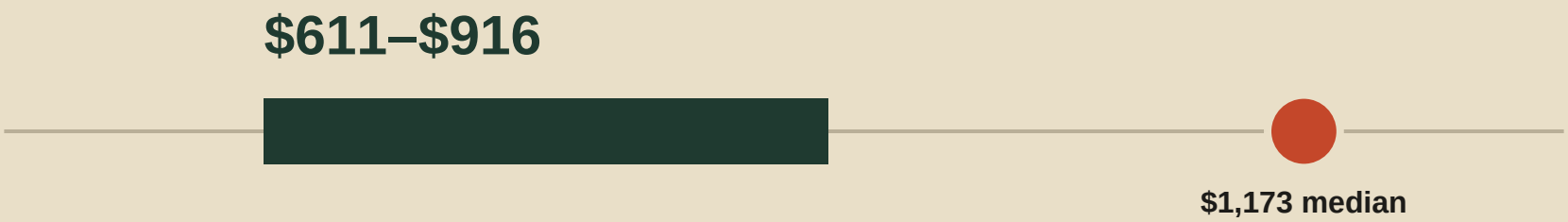
a month. Texas's median is $1,403.



Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

The median rent is above what local wages can carry.



is the monthly rent range local workforce wages support.

Source: Computed by the Almanac, 2023; Census ACS 5-year, 2020-2024

BUILDING

51% of the housing here was built before 2000.

51%

of all homes were built before 2000

Source: Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.4–1.0% to the 21,741 homes here.

79–225

is the estimated number of missing housing units, from the lowest to the highest of three estimates.

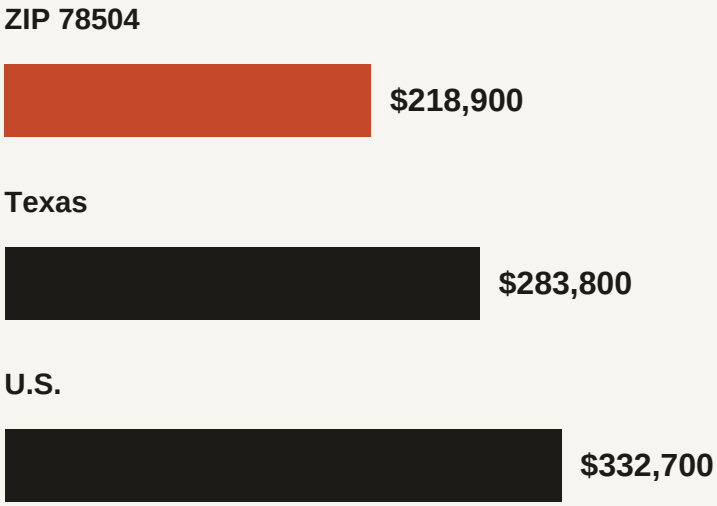
Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 23% less than Texas's.

$218,900

median home value in ZIP 78504.



Source: Census ACS 5-year, 2020-2024

THAT WAS ZIP 78504'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at **almanacdata.ai/e/zip/78504/**