



ZIP 57201, Watertown, South Dakota.

Current market data.

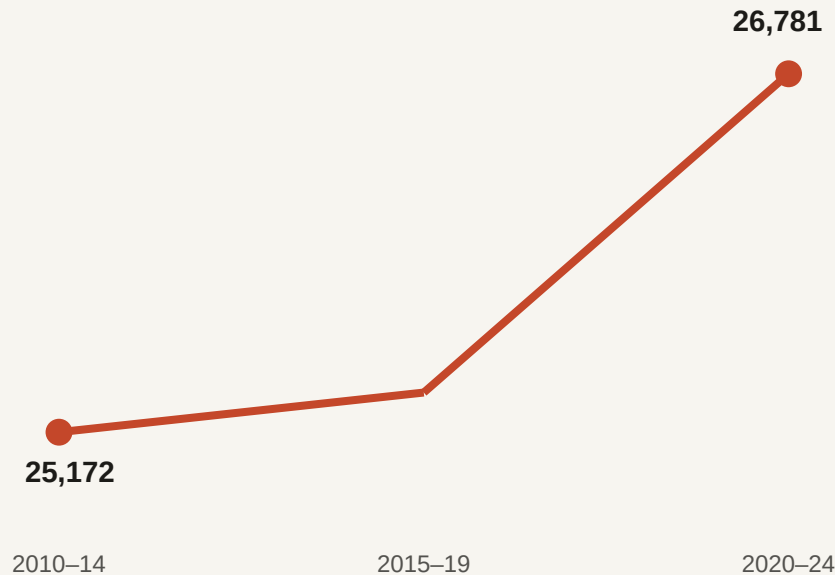
8 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

26,781 people call ZIP
57201 home.

26,781

people.



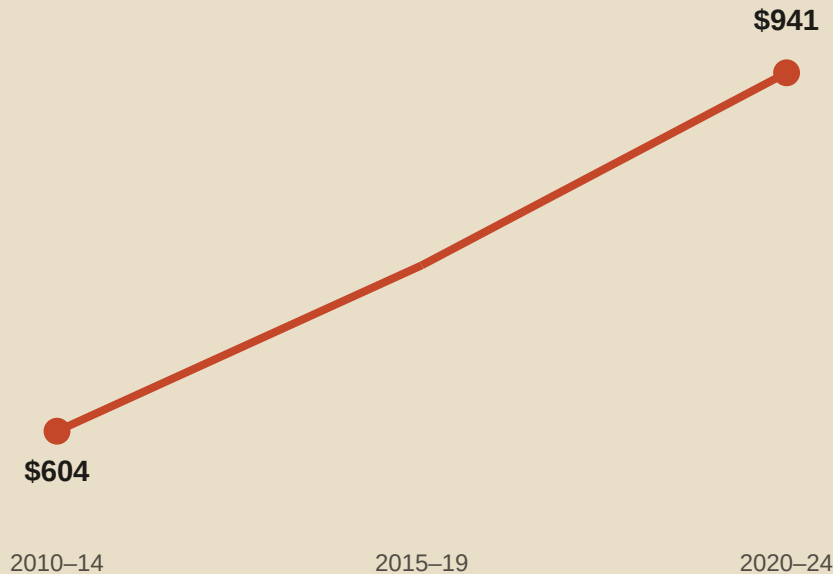


RENT

**Median rent is up 56%
since the 2010–2014
survey, before inflation.**

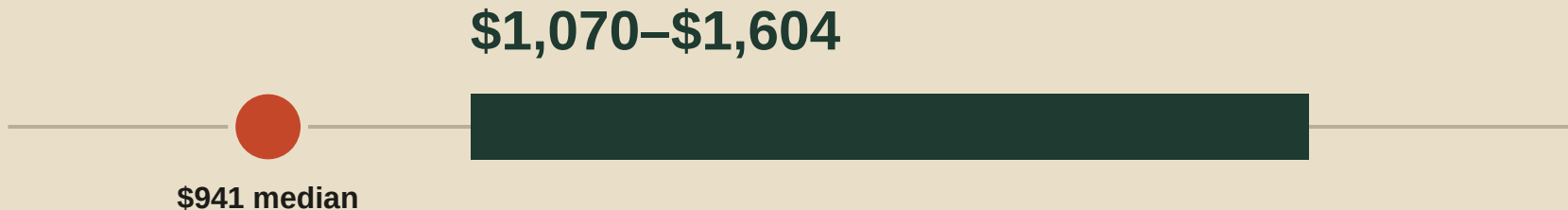
\$941

a month. South Dakota's median is \$946.



ROOM TO BUILD

Local wages can carry more rent than the median charged today.



is the monthly rent range local workforce wages support.



BUILDING

72% of the housing here was built before 2000.

72%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.3–1.3% to the 12,492 homes here.

35–160

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



HOME VALUE

A median home costs 6% less than South Dakota's.

\$242,700

median home value in ZIP 57201.

ZIP 57201



\$242,700

South Dakota



\$257,400

U.S.



\$332,700

THAT WAS ZIP 57201'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/57201/

The Almanac · your hyper-diligent research partner