ZIP 73072, Norman, Oklahoma.

Current market data.

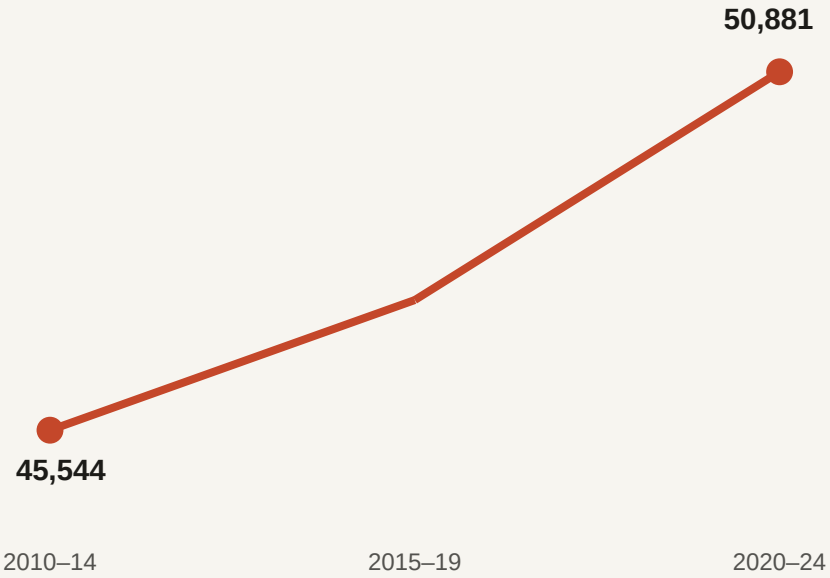
8 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

50,881 people call ZIP 73072 home.

50,881

people.



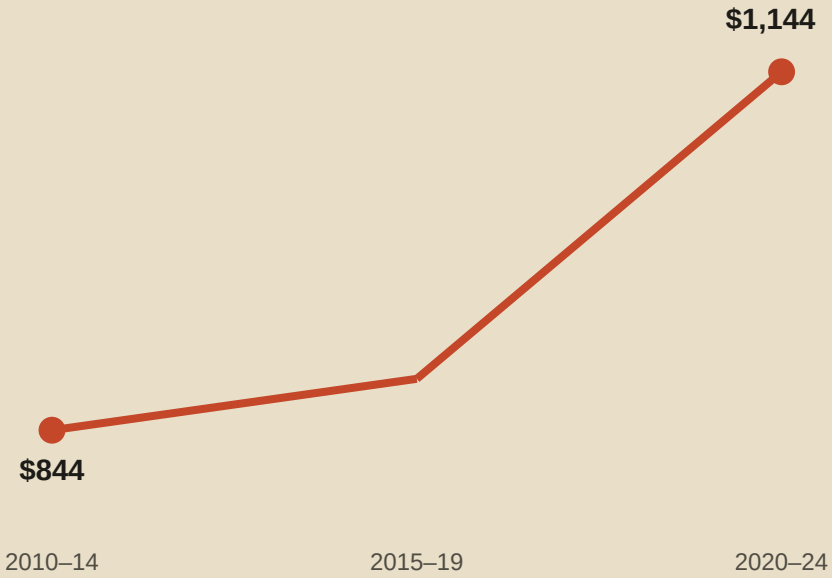
Source: Census ACS 5-year, 2020-2024

RENT

Median rent is up 36% since the 2010–2014 survey, before inflation.

$1,144

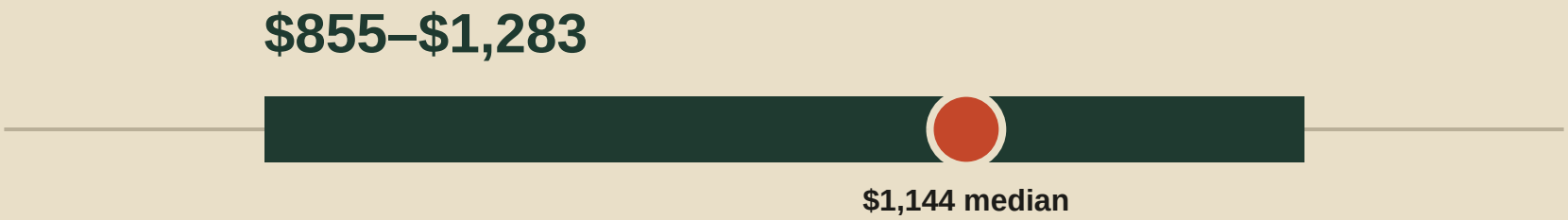
a month. Oklahoma's median is $1,014.



Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

The median rent sits inside 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

63% of the housing here was built before 2000.

63%

of all homes were built before 2000

Source: Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.4–0.6% to the 21,245 homes here.

93–135

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

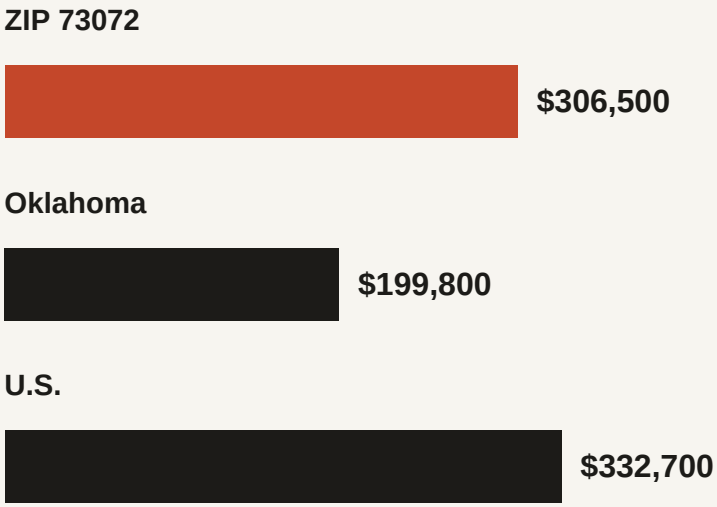
Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 53% more than Oklahoma's.

$306,500

median home value in ZIP 73072.



Source: Census ACS 5-year, 2020-2024

THAT WAS ZIP 73072'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/73072/**