



ZIP 74728, Broken Bow, Oklahoma.

Current market data.

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

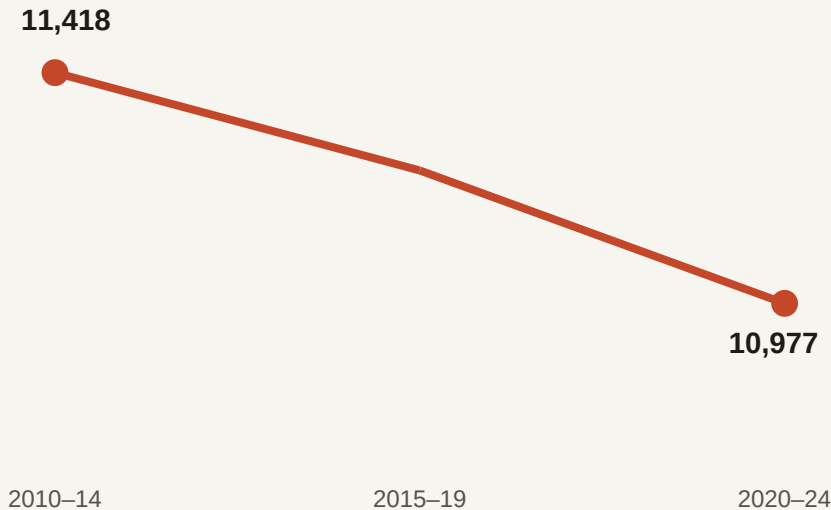


POPULATION

10,977 people call ZIP
74728 home.

10,977

people.

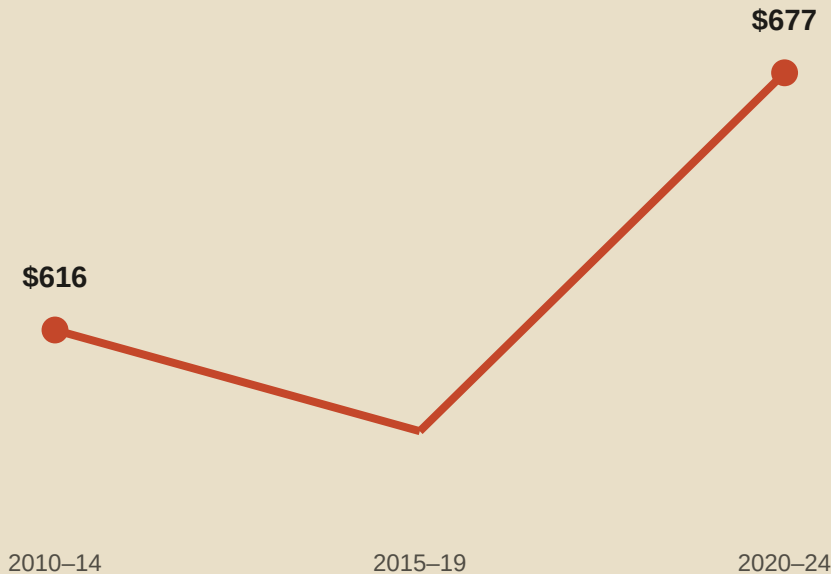


RENT

Median rent is up 10%
since the 2010–2014
survey, before inflation.

\$677

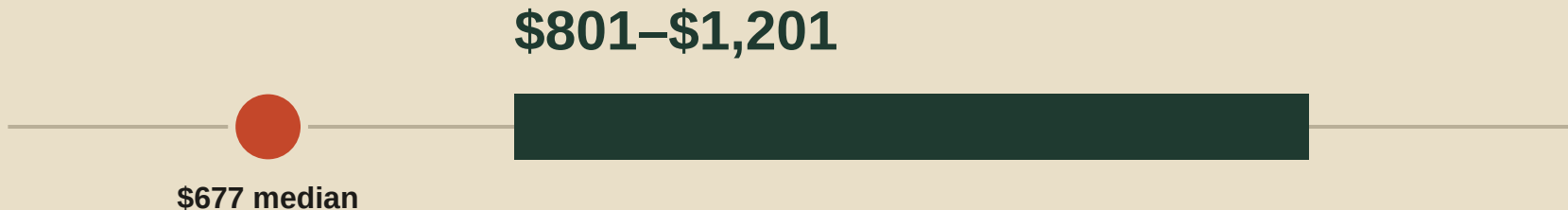
a month. Oklahoma's median is \$1,014.





ROOM TO BUILD

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



is the monthly rent range local workforce wages support.



BUILDING

69% of the housing here was built before 2000.

69%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.2–1.2% to the 5,369 homes here.

12–62

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



HOME VALUE

A median home costs 16% less than Oklahoma's.

\$168,000

median home value in ZIP 74728.

ZIP 74728



\$168,000

Oklahoma



\$199,800

U.S.



\$332,700

THAT WAS ZIP 74728'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/74728/

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