



# ZIP 74954, Roland, Oklahoma.

Current market data.

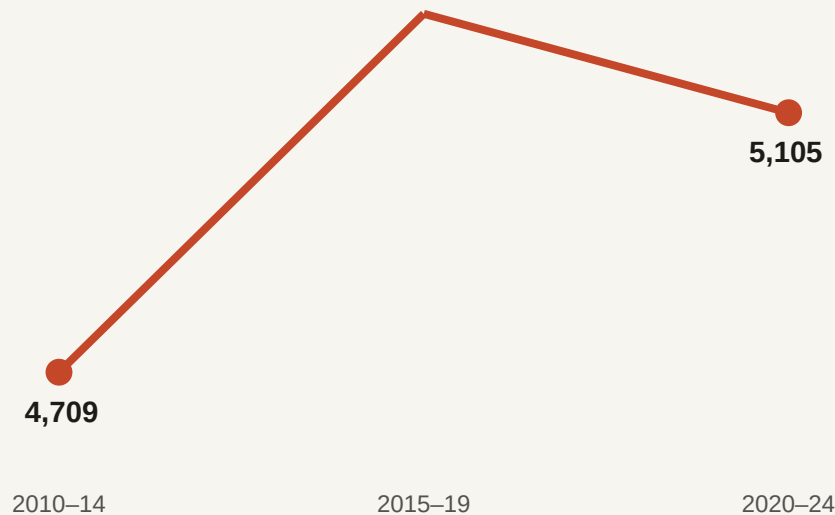
8 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

5,105 people call ZIP  
74954 home.

5,105

people.



Source: Census ACS 5-year, 2020-2024

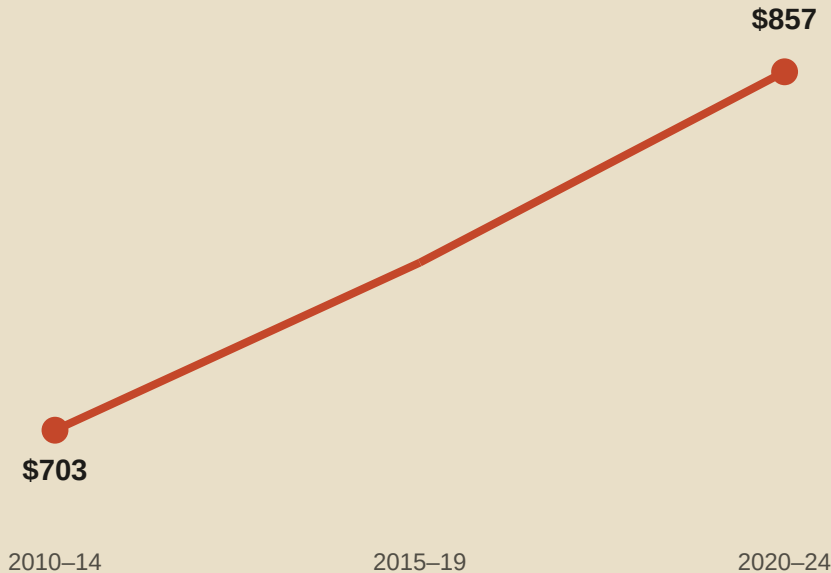


## RENT

Median rent is up 22%  
since the 2010–2014  
survey, before inflation.

**\$857**

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

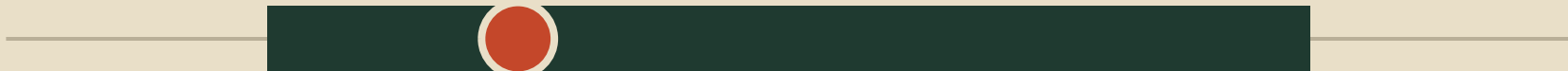




ROOM TO BUILD

# The median rent sits inside what local wages can carry.

**\$765–\$1,147**



**\$857 median**

is the monthly rent range local workforce wages support.



BUILDING

**71% of the housing here was built before 2000.**

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**71%**

of all homes were built before 2000

## UNITS NEEDED

**Closing the gap would add 0.4–0.8% to the 2,108 homes here.**

**8–16**

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



## HOME VALUE

A median home costs 21% less than Oklahoma's.

**\$157,500**

median home value in ZIP 74954.

ZIP 74954



\$157,500

Oklahoma



\$199,800

U.S.



\$332,700

THAT WAS ZIP 74954'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/74954/](https://almanacdata.ai/e/zip/74954/)

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