



ZIP 97301, Salem, Oregon.

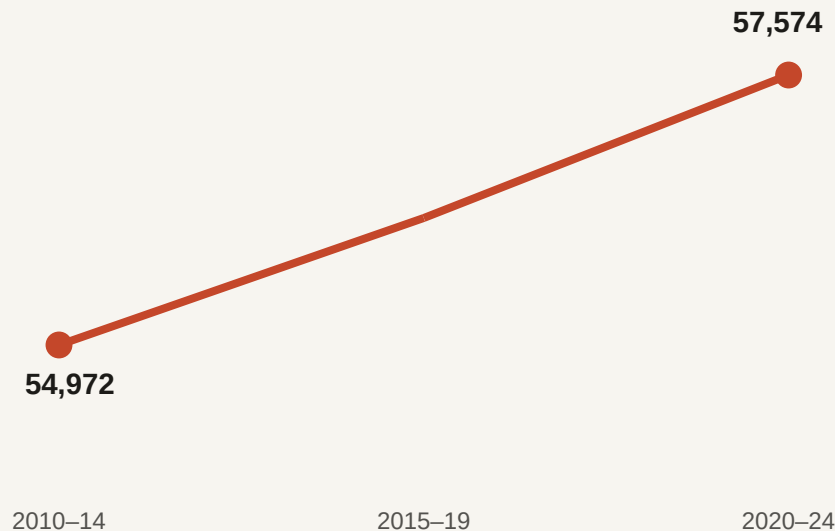
Current market data.

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

POPULATION

57,574 people call ZIP
97301 home.

57,574
people.

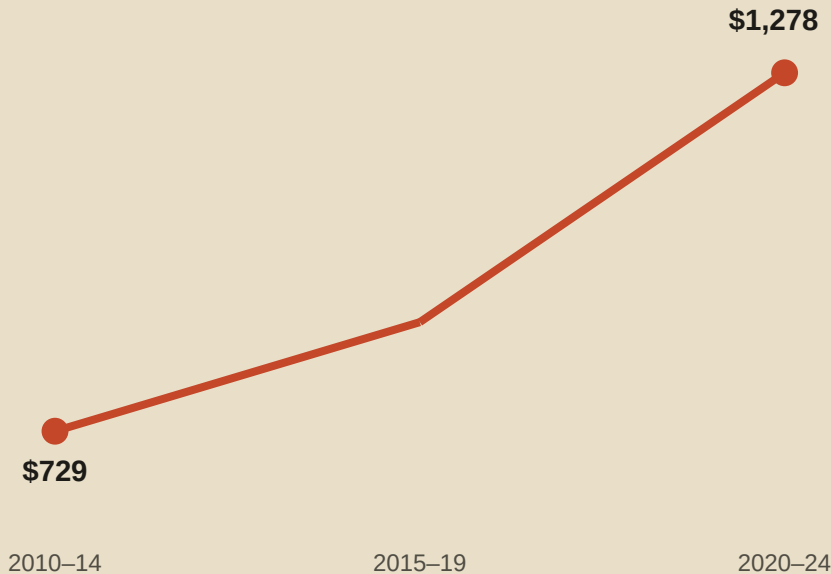


RENT

Median rent is up 75%
since the 2010–2014
survey, before inflation.

\$1,278

a month. Oregon's median is \$1,525.

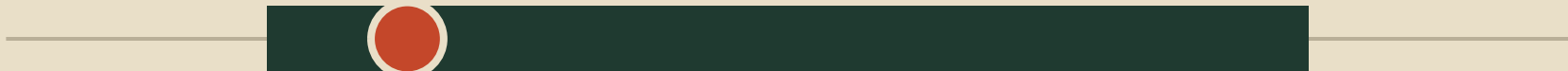




ROOM TO BUILD

The median rent sits inside what local wages can carry.

\$1,197–\$1,796



\$1,278 median

is the monthly rent range local workforce wages support.



BUILDING

Most of the housing here is older than 2000.

86%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 1–3% to the 21,699 homes here.

137–668

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



HOME VALUE

A median home costs 29% less than Oregon's.

\$341,000

median home value in ZIP 97301.

ZIP 97301



\$341,000

Oregon



\$477,600

U.S.



\$332,700

THAT WAS ZIP 97301'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/97301/

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