



ZIP 97304, Salem, Oregon.

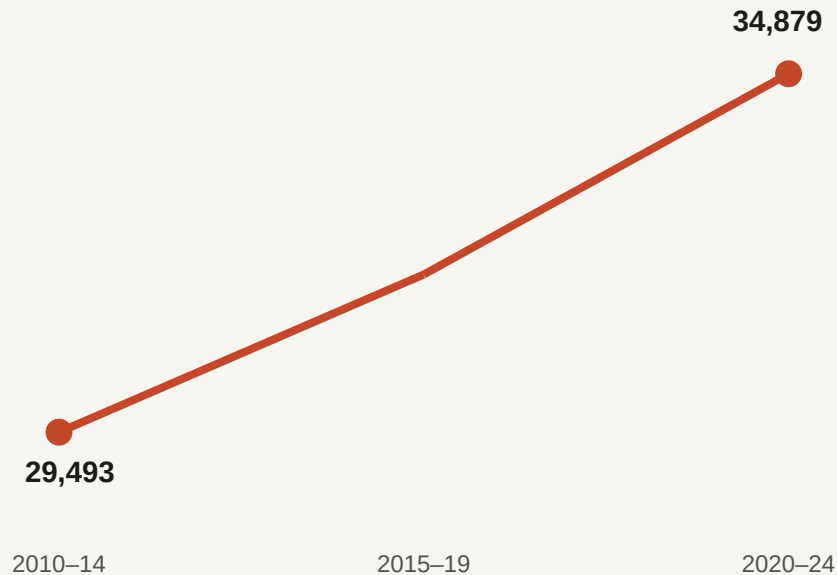
Current market data.

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

POPULATION

34,879 people call ZIP
97304 home.

34,879
people.

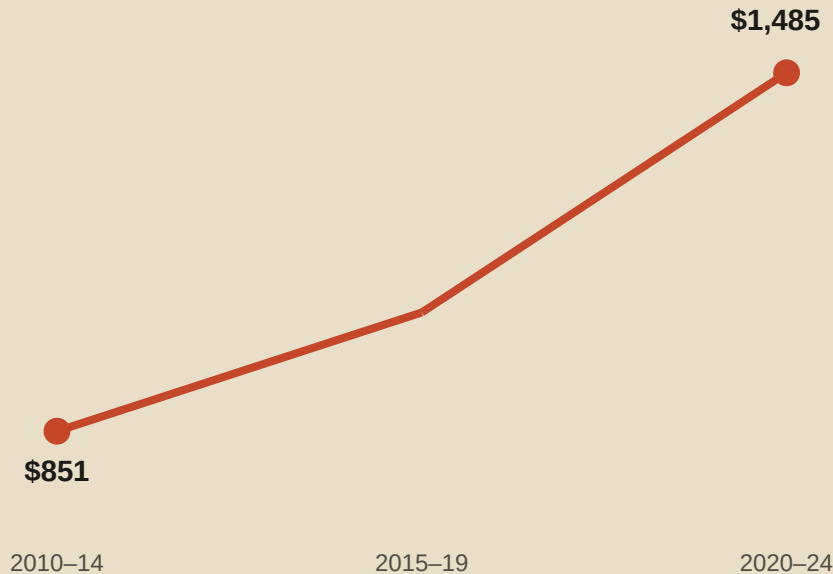


RENT

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

\$1,485

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

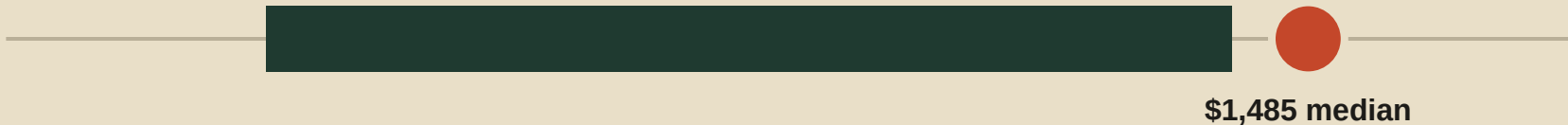




ROOM TO BUILD

The median rent is above what local wages can carry.

\$965–\$1,447



is the monthly rent range local workforce wages support.



BUILDING

65% of the housing here was built before 2000.

65%

of all homes were built before 2000



UNITS NEEDED

Closing the gap would add 0.4% to the 14,570 homes here.

52–62

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



HOME VALUE

A median home costs 5% more than Oregon's.

\$499,300

median home value in ZIP 97304.

ZIP 97304



\$499,300

Oregon



\$477,600

U.S.



\$332,700



THAT WAS ZIP 97304'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/97304/

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