



ZIP 42104, Bowling Green, Kentucky.

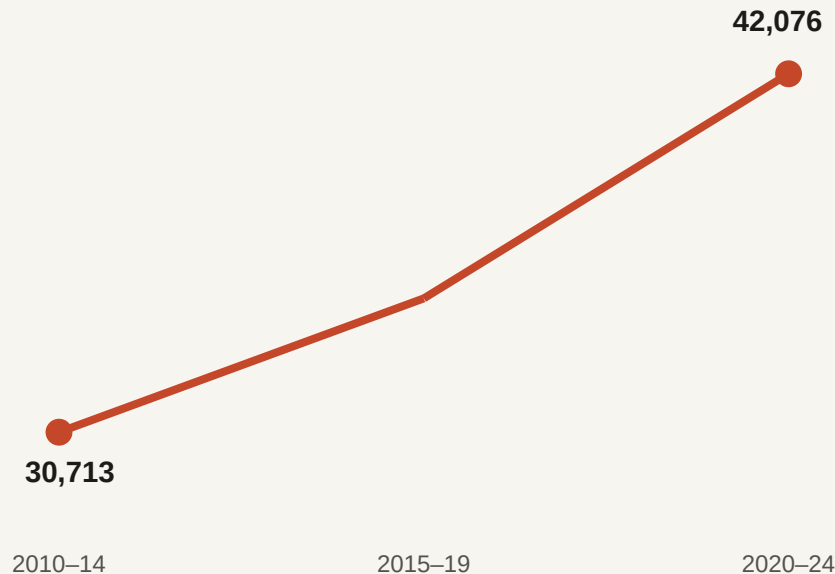
Current market data.

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

POPULATION

42,076 people call ZIP
42104 home.

42,076
people.

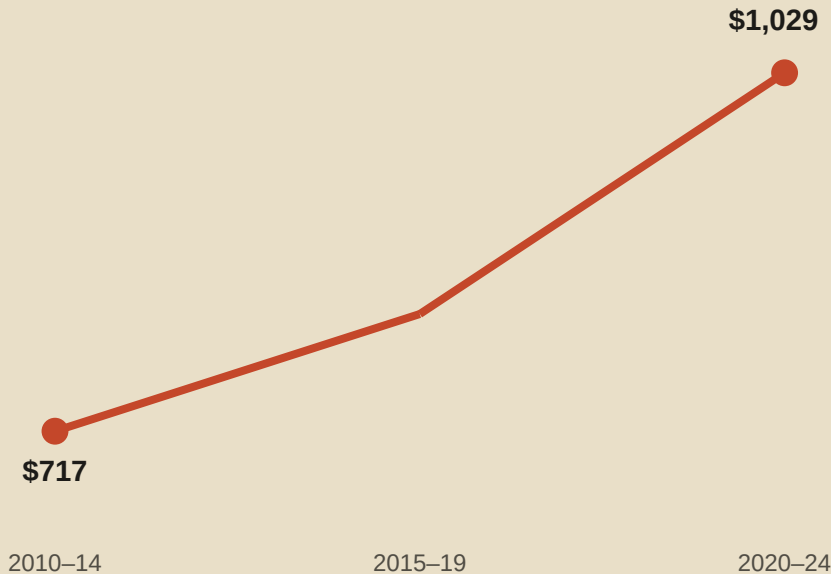


RENT

Median rent is up 44%
since the 2010–2014
survey, before inflation.

\$1,029

a month. Kentucky's median is \$967.

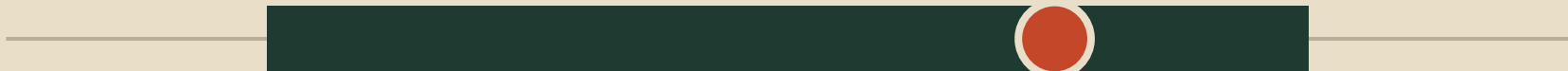




ROOM TO BUILD

The median rent sits inside what local wages can carry.

\$746–\$1,120



\$1,029 median

is the monthly rent range local workforce wages support.



BUILDING

56% of the housing here was built before 2000.

56%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.4–0.9% to the 17,842 homes here.

67–169

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



HOME VALUE

A median home costs 49% more than Kentucky's.

\$306,400

median home value in ZIP 42104.

ZIP 42104



Kentucky



U.S.



THAT WAS ZIP 42104'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/42104/

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