ZIP 42301, Owensboro, Kentucky.

Current market data.

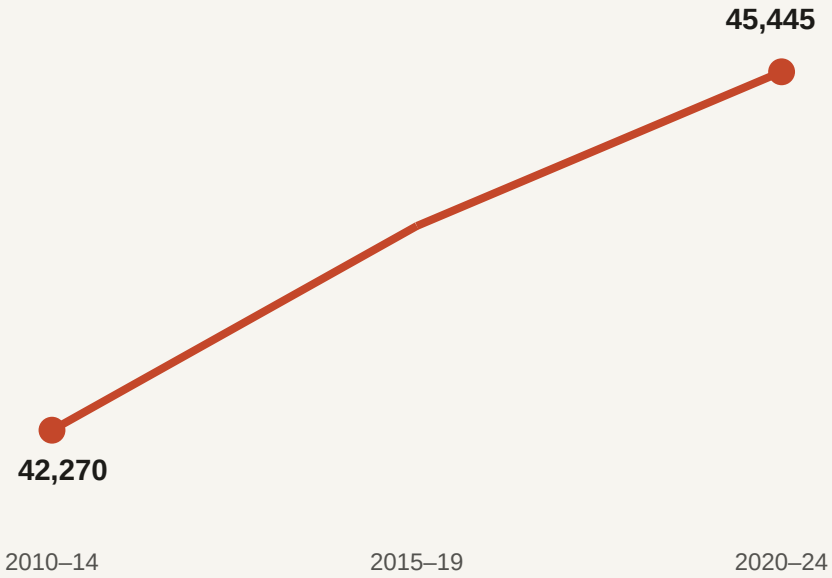
8 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

45,445 people call ZIP 42301 home.

45,445

people.



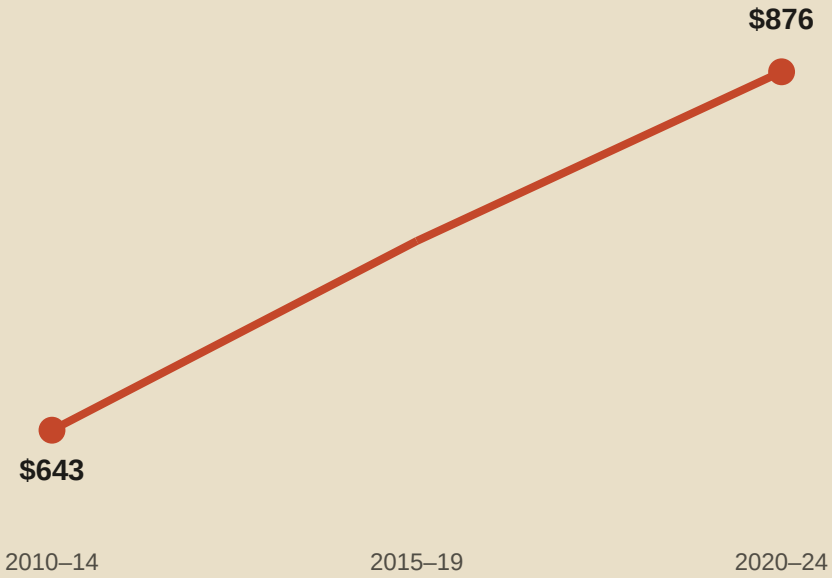
Source: Census ACS 5-year, 2020-2024

RENT

Median rent is up 36% since the 2010–2014 survey, before inflation.

$876

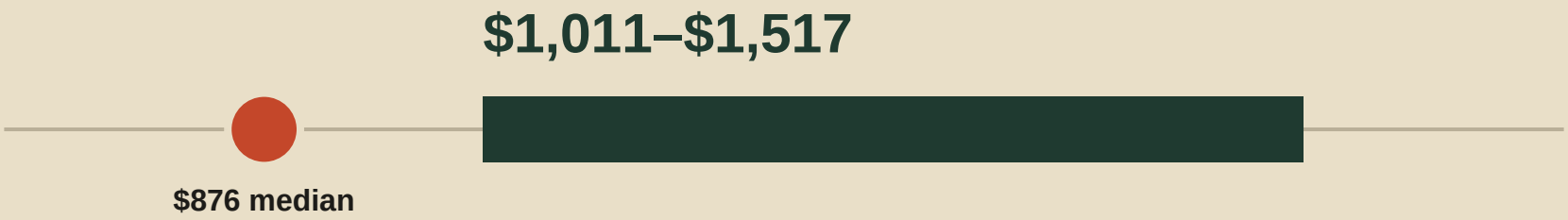
a month. Kentucky's median is $967.



Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

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



is the monthly rent range local workforce wages support.

Source: Computed by the Almanac, 2023; Census ACS 5-year, 2020-2024

BUILDING

Most of the housing here is older than 2000.

80%

of all homes were built before 2000

Source: Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.4–1.0% to the 19,762 homes here.

70–193

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

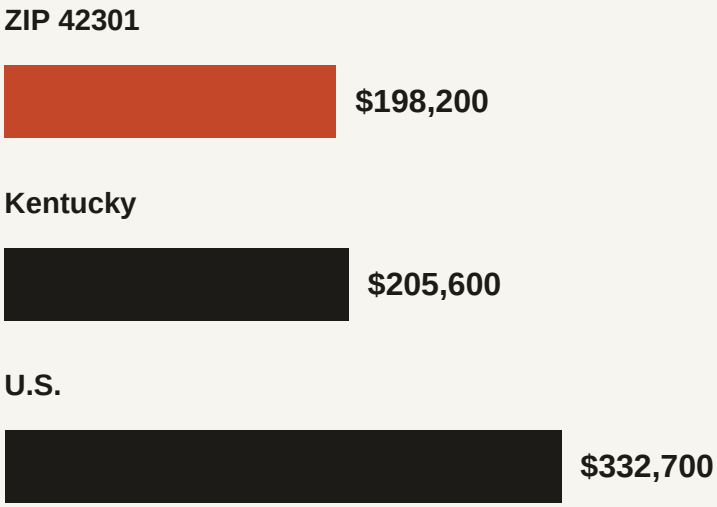
Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 4% less than Kentucky's.

$198,200

median home value in ZIP 42301.



Source: Census ACS 5-year, 2020-2024

THAT WAS ZIP 42301'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/42301/**