



ZIP 72342, Helena-West Helena, Arkansas.

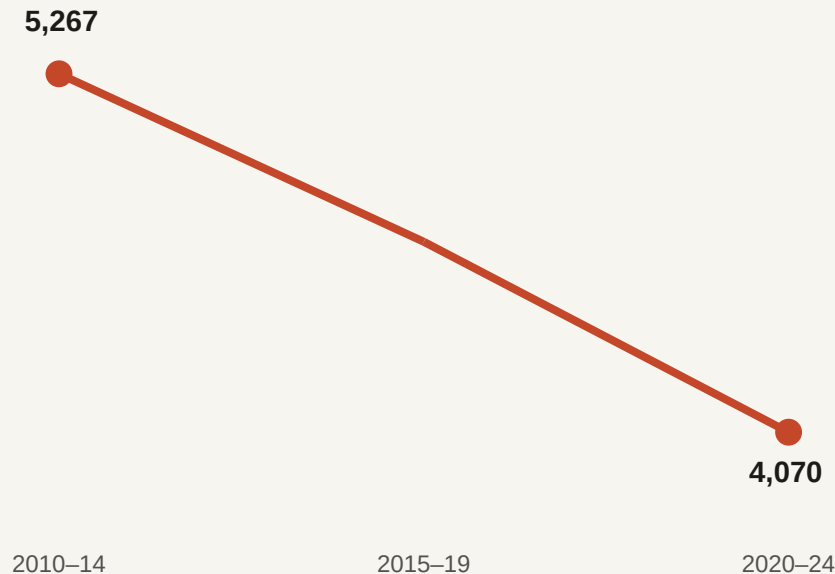
Current market data.

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

POPULATION

4,070 people call ZIP
72342 home.

4,070
people.



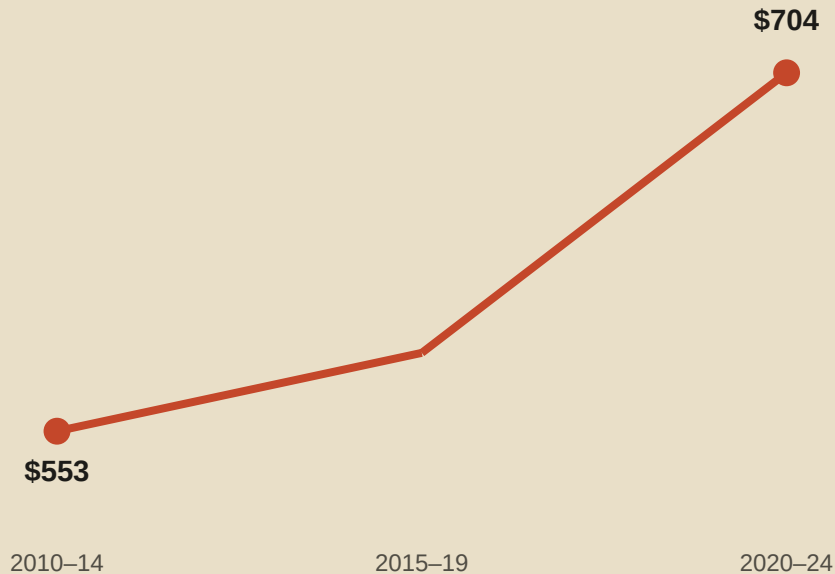


RENT

**Median rent is up 27%
since the 2010–2014
survey, before inflation.**

\$704

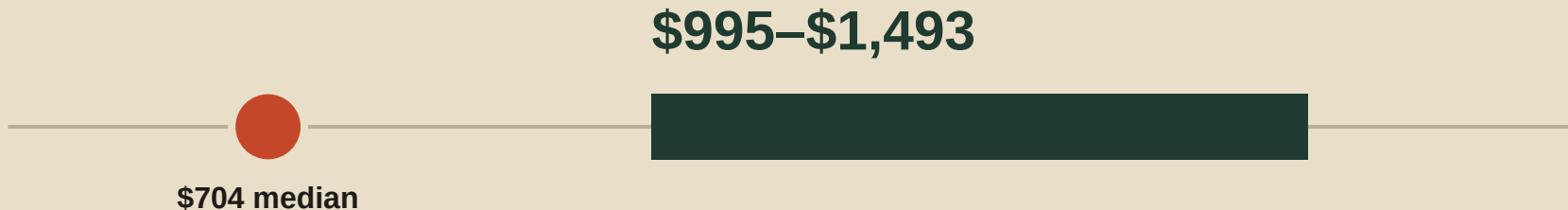
a month. Arkansas's median is \$947.





ROOM TO BUILD

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



is the monthly rent range local workforce wages support.



BUILDING

Most of the housing here is older than 2000.

96%

of all homes were built before 2000



UNITS NEEDED

Closing the gap would add 0.3–0.8% to the 2,480 homes here.

7–21

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



HOME VALUE

A median home costs 48%
less than Arkansas's.

\$97,200

median home value in ZIP 72342.

ZIP 72342



\$97,200

Arkansas



\$188,000

U.S.



\$332,700

THAT WAS ZIP 72342'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/72342/

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