



# Retail Goods and Services Expenditures

Helena Trade Area  
Area: 1,172.47 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Modest Income Homes (12D)	34.6%	Population	18,135	16,955
Rural Bypasses (10E)	22.3%	Households	7,718	7,355
City Commons (11E)	7.7%	Families	4,962	4,719
Rooted Rural (10B)	7.2%	Median Age	40.1	41.3
Southern Satellites (10A)	6.2%	Median Household Income	\$33,663	\$39,768
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		54	\$1,291.12	\$9,964,866
Men's		50	\$232.35	\$1,793,246
Women's		54	\$455.16	\$3,512,908
Children's		54	\$190.03	\$1,466,626
Footwear		55	\$310.55	\$2,396,845
Watches & Jewelry		57	\$83.87	\$647,340
Apparel Products and Services (1)		49	\$29.51	\$227,790
<b>Computer</b>				
Computers and Hardware for Home Use		48	\$92.26	\$712,080
Portable Memory		51	\$2.50	\$19,299
Computer Software		43	\$4.72	\$36,464
Computer Accessories		51	\$10.52	\$81,163
<b>Entertainment &amp; Recreation</b>		57	\$2,076.50	\$16,026,411
Fees and Admissions		42	\$355.89	\$2,746,724
Membership Fees for Clubs (2)		44	\$124.09	\$957,735
Fees for Participant Sports, excl. Trips		42	\$54.95	\$424,068
Tickets to Theatre/Operas/Concerts		42	\$38.59	\$297,870
Tickets to Movies		44	\$27.81	\$214,642
Tickets to Parks or Museums		50	\$19.28	\$148,801
Admission to Sporting Events, excl. Trips		47	\$34.10	\$263,210
Fees for Recreational Lessons		35	\$56.35	\$434,941
Dating Services		52	\$0.71	\$5,457
TV/Video/Audio		64	\$848.19	\$6,546,314
Cable and Satellite Television Services		67	\$612.26	\$4,725,414
Televisions		57	\$73.07	\$563,969
Satellite Dishes		50	\$0.90	\$6,978
VCRs, Video Cameras, and DVD Players		55	\$3.04	\$23,448
Miscellaneous Video Equipment		60	\$10.53	\$81,290
Video Cassettes and DVDs		56	\$4.89	\$37,733
Video Game Hardware/Accessories		60	\$19.79	\$152,745
Video Game Software		59	\$10.77	\$83,091
Rental/Streaming/Downloaded Video		54	\$43.50	\$335,744
Installation of Televisions		29	\$0.24	\$1,881
Audio (3)		54	\$65.38	\$504,612
Rental and Repair of TV/Radio/Sound Equipment		113	\$3.81	\$29,411
Pets		63	\$520.09	\$4,014,081
Toys/Games/Crafts/Hobbies (4)		56	\$73.71	\$568,858
Recreational Vehicles and Fees (5)		56	\$71.76	\$553,880
Sports/Recreation/Exercise Equipment (6)		53	\$108.39	\$836,582
Photo Equipment and Supplies (7)		47	\$24.61	\$189,909
Reading (8)		50	\$59.06	\$455,804
Catered Affairs (9)		45	\$14.89	\$114,890
<b>Food</b>		57	\$5,951.02	\$45,930,003
Food at Home		58	\$3,621.51	\$27,950,788
Bakery and Cereal Products		59	\$470.01	\$3,627,519
Meats, Poultry, Fish, and Eggs		60	\$797.64	\$6,156,214
Dairy Products		56	\$348.81	\$2,692,094
Fruits and Vegetables		55	\$663.94	\$5,124,312
Snacks and Other Food at Home (10)		60	\$1,341.11	\$10,350,650
Food Away from Home		54	\$2,329.52	\$17,979,216
Alcoholic Beverages		49	\$346.68	\$2,675,677

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	44	\$13,794.74	\$106,467,833
Value of Retirement Plans	46	\$52,280.50	\$403,500,925
Value of Other Financial Assets	53	\$5,198.11	\$40,118,997
Vehicle Loan Amount excluding Interest	62	\$2,025.81	\$15,635,234
Value of Credit Card Debt	55	\$1,734.54	\$13,387,174
<b>Health</b>			
Nonprescription Drugs	69	\$120.64	\$931,125
Prescription Drugs	74	\$281.79	\$2,174,820
Eyeglasses and Contact Lenses	59	\$64.49	\$497,751
<b>Home</b>			
Mortgage Payment and Basics (11)	46	\$5,512.81	\$42,547,864
Maintenance and Remodeling Services	49	\$1,613.28	\$12,451,323
Maintenance and Remodeling Materials (12)	64	\$451.97	\$3,488,316
Utilities, Fuel, and Public Services	64	\$3,597.29	\$27,763,900
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	55	\$63.36	\$489,016
Furniture	57	\$412.67	\$3,184,966
Rugs	52	\$18.64	\$143,839
Major Appliances (14)	57	\$242.98	\$1,875,356
Housewares (15)	53	\$52.67	\$406,472
Small Appliances	56	\$33.42	\$257,969
Luggage	49	\$9.29	\$71,719
Telephones and Accessories	46	\$52.86	\$408,003
<b>Household Operations</b>			
Child Care	44	\$262.37	\$2,024,954
Lawn and Garden (16)	60	\$341.68	\$2,637,064
Moving/Storage/Freight Express	52	\$41.73	\$322,103
Housekeeping Supplies (17)	60	\$531.06	\$4,098,724
<b>Insurance</b>			
Owners and Renters Insurance	65	\$459.39	\$3,545,600
Vehicle Insurance	62	\$1,321.75	\$10,201,299
Life/Other Insurance	60	\$408.11	\$3,149,755
Health Insurance	61	\$2,882.90	\$22,250,204
Personal Care Products (18)	56	\$318.41	\$2,457,505
School Books and Supplies (19)	55	\$81.94	\$632,412
Smoking Products	89	\$389.15	\$3,003,444
<b>Transportation</b>			
Payments on Vehicles excluding Leases	64	\$1,884.77	\$14,546,629
Gasoline and Motor Oil	63	\$1,727.59	\$13,333,562
Vehicle Maintenance and Repairs	61	\$763.34	\$5,891,494
<b>Travel</b>			
Airline Fares	42	\$300.08	\$2,315,983
Lodging on Trips	49	\$397.59	\$3,068,598
Auto/Truck Rental on Trips	45	\$27.99	\$216,014
Food and Drink on Trips	50	\$337.13	\$2,601,940

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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