



Retail Market Potential

Helena Trade Area
Area: 1,172.47 square miles

Prepared by Esri

Demographic Summary	2022	2027
Population	18,135	16,955
Population 18+	13,839	12,958
Households	7,718	7,355
Median Household Income	\$33,663	\$39,768

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	6,899	49.9%	91
Bought any women's clothing in last 12 months	6,673	48.2%	99
Bought any shoes in last 12 months	9,665	69.8%	97
Bought any fine jewelry in last 12 months	2,944	21.3%	111
Bought a watch in last 12 months	2,002	14.5%	101
Automobiles (Households)			
HH owns/leases any vehicle	6,364	82.5%	92
HH bought/leased new vehicle last 12 months	482	6.2%	65
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	11,522	83.3%	94
Bought/changed motor oil in last 12 months	6,735	48.7%	102
Had tune-up in last 12 months	3,274	23.7%	96
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	6,837	49.4%	126
Drank beer/ale in last 6 months	4,777	34.5%	85
Cameras (Adults)			
Own digital point & shoot camera/camcorder	950	6.9%	70
Own digital SLR camera/camcorder	761	5.5%	56
Printed digital photos in last 12 months	2,485	18.0%	71
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	4,983	36.0%	110
Have a smartphone	12,435	89.9%	98
Have a smartphone: Android phone (any brand)	6,773	48.9%	123
Have a smartphone: Apple iPhone	5,603	40.5%	77
Number of cell phones in household: 1	2,817	36.5%	119
Number of cell phones in household: 2	2,534	32.8%	85
Number of cell phones in household: 3+	2,182	28.3%	97
HH has cell phone only (no landline telephone)	5,118	66.3%	99
Computers (Households)			
HH owns a computer	5,172	67.0%	82
HH owns desktop computer	2,296	29.7%	79
HH owns laptop/notebook	4,043	52.4%	80
HH owns any Apple/Mac brand computer	911	11.8%	53
HH owns any PC/non-Apple brand computer	4,608	59.7%	90
HH purchased most recent computer in a store	2,382	30.9%	83
HH purchased most recent computer online	1,210	15.7%	70
HH spent \$1-\$499 on most recent home computer	1,209	15.7%	101
HH spent \$500-\$999 on most recent home computer	1,079	14.0%	74
HH spent \$1,000-\$1,499 on most recent home computer	610	7.9%	66
HH spent \$1,500-\$1,999 on most recent home computer	195	2.5%	48
HH spent \$2,000+ on most recent home computer	179	2.3%	49

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	9,115	65.9%	105
Bought brewed coffee at convenience store in last 30 days	1,620	11.7%	94
Bought cigarettes at convenience store in last 30 days	1,627	11.8%	164
Bought gas at convenience store in last 30 days	6,057	43.8%	116
Spent at convenience store in last 30 days: \$1-19	1,131	8.2%	108
Spent at convenience store in last 30 days: \$20-\$39	1,497	10.8%	106
Spent at convenience store in last 30 days: \$40-\$50	1,246	9.0%	105
Spent at convenience store in last 30 days: \$51-\$99	910	6.6%	109
Spent at convenience store in last 30 days: \$100+	3,477	25.1%	123
Entertainment (Adults)			
Attended a movie in last 6 months	5,614	40.6%	85
Went to live theater in last 12 months	766	5.5%	55
Went to a bar/night club in last 12 months	1,654	12.0%	71
Dined out in last 12 months	5,608	40.5%	80
Gambled at a casino in last 12 months	1,732	12.5%	110
Visited a theme park in last 12 months	1,679	12.1%	85
Viewed movie (video-on-demand) in last 30 days	1,263	9.1%	71
Viewed TV show (video-on-demand) in last 30 days	787	5.7%	67
Watched any pay-per-view TV in last 12 months	655	4.7%	74
Downloaded a movie over the Internet in last 30 days	924	6.7%	88
Downloaded any individual song in last 6 months	2,684	19.4%	99
Used internet to watch a movie online in the last 30 days	3,796	27.4%	80
Used internet to watch a TV program online in last 30 days	2,468	17.8%	81
Played a video/electronic game (console) in last 12 months	1,446	10.4%	89
Played a video/electronic game (portable) in last 12 months	733	5.3%	89
Financial (Adults)			
Have home mortgage (1st)	3,559	25.7%	71
Used ATM/cash machine in last 12 months	7,593	54.9%	91
Own any stock	873	6.3%	53
Own U.S. savings bond	529	3.8%	62
Own shares in mutual fund (stock)	697	5.0%	45
Own shares in mutual fund (bonds)	549	4.0%	56
Have interest checking account	3,509	25.4%	72
Have non-interest checking account	4,517	32.6%	92
Have savings account	7,717	55.8%	81
Have 401K retirement savings plan	2,021	14.6%	67
Own/used any credit/debit card in last 12 months	11,286	81.6%	92
Avg monthly credit card expenditures: \$1-110	1,703	12.3%	103
Avg monthly credit card expenditures: \$111-\$225	1,090	7.9%	100
Avg monthly credit card expenditures: \$226-\$450	980	7.1%	80
Avg monthly credit card expenditures: \$451-\$700	816	5.9%	73
Avg monthly credit card expenditures: \$701-\$1,000	691	5.0%	67
Avg monthly credit card expenditures: \$1001-2000	696	5.0%	50
Avg monthly credit card expenditures: \$2001+	599	4.3%	49
Did banking online in last 12 months	5,671	41.0%	77
Did banking on mobile device in last 12 months	4,531	32.7%	78

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	7,265	94.1%	100
HH used chicken (fresh or frozen) in last 6 months	4,917	63.7%	93
HH used turkey (fresh or frozen) in last 6 months	1,241	16.1%	111
HH used fish/seafood (fresh or frozen) in last 6 months	4,406	57.1%	98
HH used fresh fruit/vegetables in last 6 months	6,417	83.1%	95
HH used fresh milk in last 6 months	6,399	82.9%	100
HH used organic food in last 6 months	1,198	15.5%	62
Health (Adults)			
Exercise at home 2+ times per week	4,526	32.7%	81
Exercise at club 2+ times per week	1,108	8.0%	58
Visited a doctor in last 12 months	10,331	74.7%	94
Used vitamin/dietary supplement in last 6 months	7,800	56.4%	93
Home (Households)			
HH did any home improvement in last 12 months	2,187	28.3%	83
HH used any maid/professional cleaning service in last 12 months	1,076	13.9%	68
HH purchased low ticket HH furnishings in last 12 months	1,624	21.0%	97
HH purchased big ticket HH furnishings in last 12 months	1,712	22.2%	85
HH bought any small kitchen appliance in last 12 months	1,758	22.8%	89
HH bought any large kitchen appliance in last 12 months	1,302	16.9%	108
Insurance (Adults/Households)			
Currently carry life insurance	6,806	49.2%	102
Carry medical/hospital/accident insurance	10,352	74.8%	92
Carry homeowner/personal property insurance	6,439	46.5%	82
Carry renter's insurance	1,407	10.2%	96
HH has auto insurance: 1 vehicle in household covered	2,331	30.2%	103
HH has auto insurance: 2 vehicles in household covered	1,991	25.8%	83
HH has auto insurance: 3+ vehicles in household covered	1,622	21.0%	85
Pets (Households)			
Household owns any pet	3,526	45.7%	87
Household owns any cat	1,621	21.0%	91
Household owns any dog	2,775	36.0%	91
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	5,280	38.2%	108
Buy based on quality not price	2,246	16.2%	94
Buy on credit rather than wait	1,741	12.6%	95
Only use coupons brands: usually buy	2,146	15.5%	114
Will pay more for environmentally safe products	1,691	12.2%	89
Buy based on price not brands	4,169	30.1%	105
Am interested in how to help the environment	2,430	17.6%	86
Reading (Adults)			
Bought digital book in last 12 months	1,918	13.9%	80
Bought hardcover book in last 12 months	2,740	19.8%	81
Bought paperback book in last 12 month	3,702	26.8%	86
Read any daily newspaper (paper version)	2,564	18.5%	120
Read any digital newspaper in last 30 days	5,644	40.8%	82
Read any magazine (paper/electronic version) in last 6 months	12,006	86.8%	98

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	9,134	66.0%	99
Went to family restaurant/steak house: 4+ times a month	3,195	23.1%	111
Went to fast food/drive-in restaurant in last 6 months	12,698	91.8%	101
Went to fast food/drive-in restaurant 9+ times/month	5,790	41.8%	111
Fast food restaurant last 6 months: eat in	2,924	21.1%	93
Fast food restaurant last 6 months: home delivery	1,274	9.2%	79
Fast food restaurant last 6 months: take-out/drive-thru	8,133	58.8%	105
Fast food restaurant last 6 months: take-out/walk-in	2,814	20.3%	95
Television & Electronics (Adults/Households)			
Own any tablet	6,938	50.1%	89
Own any e-reader	1,037	7.5%	61
Own e-reader/tablet: iPad	3,408	24.6%	71
HH has Internet connectable TV	3,033	39.3%	92
Own any portable MP3 player	1,558	11.3%	82
HH owns 1 TV	1,457	18.9%	96
HH owns 2 TVs	1,906	24.7%	90
HH owns 3 TVs	1,779	23.1%	104
HH owns 4+ TVs	1,758	22.8%	110
HH subscribes to cable TV	2,496	32.3%	87
HH subscribes to fiber optic	240	3.1%	57
HH owns portable GPS navigation device	1,369	17.7%	86
HH purchased video game system in last 12 months	524	6.8%	88
HH owns any Internet video device for TV	3,313	42.9%	95
Travel (Adults)			
Took domestic trip in continental US last 12 months	5,656	40.9%	77
Took 3+ domestic non-business trips in last 12 months	1,064	7.7%	61
Spent on domestic vacations in last 12 months: \$1-999	1,327	9.6%	77
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	619	4.5%	72
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	308	2.2%	59
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	339	2.4%	65
Spent on domestic vacations in last 12 months: \$3,000+	385	2.8%	44
Domestic travel in last 12 months: used general travel website	329	2.4%	40
Took foreign trip (including Alaska and Hawaii) in last 3 years	2,610	18.9%	57
Took 3+ foreign trips by plane in last 3 years	377	2.7%	34
Spent on foreign vacations in last 12 months: \$1-999	616	4.5%	61
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	305	2.2%	57
Spent on foreign vacations in last 12 months: \$3,000+	357	2.6%	43
Foreign travel in last 3 years: used general travel website	412	3.0%	46
Nights spent in hotel/motel in last 12 months: any	5,060	36.6%	81
Took cruise of more than one day in last 3 years	1,291	9.3%	86
Member of any frequent flyer program	1,703	12.3%	50
Member of any hotel rewards program	2,608	18.8%	73

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