



Community Profile

Helena Trade Area
Area: 1,172.47 square miles

Prepared by Esri

Population Summary	
2010 Total Population	24,918
2020 Total Population	18,919
2020 Group Quarters	234
2022 Total Population	18,135
2022 Group Quarters	234
2027 Total Population	16,955
2022-2027 Annual Rate	-1.34%
2022 Total Daytime Population	17,733
Workers	6,715
Residents	11,018
Household Summary	
2010 Households	9,887
2010 Average Household Size	2.49
2020 Total Households	7,984
2020 Average Household Size	2.34
2022 Households	7,718
2022 Average Household Size	2.32
2027 Households	7,355
2027 Average Household Size	2.27
2022-2027 Annual Rate	-0.96%
2010 Families	6,527
2010 Average Family Size	3.11
2022 Families	4,962
2022 Average Family Size	2.91
2027 Families	4,719
2027 Average Family Size	2.84
2022-2027 Annual Rate	-1.00%
Housing Unit Summary	
2000 Housing Units	12,838
Owner Occupied Housing Units	51.7%
Renter Occupied Housing Units	36.5%
Vacant Housing Units	11.9%
2010 Housing Units	11,943
Owner Occupied Housing Units	47.9%
Renter Occupied Housing Units	34.9%
Vacant Housing Units	17.2%
2020 Housing Units	9,709
Vacant Housing Units	17.8%
2022 Housing Units	9,512
Owner Occupied Housing Units	41.2%
Renter Occupied Housing Units	39.9%
Vacant Housing Units	18.9%
2027 Housing Units	9,155
Owner Occupied Housing Units	41.5%
Renter Occupied Housing Units	38.9%
Vacant Housing Units	19.7%
Median Household Income	
2022	\$33,663
2027	\$39,768
Median Home Value	
2022	\$79,715
2027	\$82,559
Per Capita Income	
2022	\$23,418
2027	\$27,381
Median Age	
2010	38.4
2022	40.1
2027	41.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 16, 2022



Community Profile

Helena Trade Area
Area: 1,172.47 square miles

Prepared by Esri

2022 Households by Income

Household Income Base	7,718
<\$15,000	22.4%
\$15,000 - \$24,999	15.8%
\$25,000 - \$34,999	13.1%
\$35,000 - \$49,999	9.8%
\$50,000 - \$74,999	14.7%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	7.8%
\$150,000 - \$199,999	1.6%
\$200,000+	2.1%
Average Household Income	\$55,222

2027 Households by Income

Household Income Base	7,355
<\$15,000	18.8%
\$15,000 - \$24,999	15.3%
\$25,000 - \$34,999	12.5%
\$35,000 - \$49,999	9.0%
\$50,000 - \$74,999	15.5%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	9.5%
\$150,000 - \$199,999	2.1%
\$200,000+	2.4%
Average Household Income	\$63,370

2022 Owner Occupied Housing Units by Value

Total	3,911
<\$50,000	26.2%
\$50,000 - \$99,999	40.0%
\$100,000 - \$149,999	13.1%
\$150,000 - \$199,999	10.2%
\$200,000 - \$249,999	2.5%
\$250,000 - \$299,999	4.1%
\$300,000 - \$399,999	1.3%
\$400,000 - \$499,999	1.3%
\$500,000 - \$749,999	1.1%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$107,683

2027 Owner Occupied Housing Units by Value

Total	3,786
<\$50,000	25.0%
\$50,000 - \$99,999	38.4%
\$100,000 - \$149,999	12.8%
\$150,000 - \$199,999	11.3%
\$200,000 - \$249,999	2.8%
\$250,000 - \$299,999	5.2%
\$300,000 - \$399,999	1.6%
\$400,000 - \$499,999	1.6%
\$500,000 - \$749,999	1.2%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$114,035

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 16, 2022



Community Profile

Helena Trade Area
Area: 1,172.47 square miles

Prepared by Esri

2010 Population by Age

Total	24,916
0 - 4	7.3%
5 - 9	7.0%
10 - 14	7.6%
15 - 24	14.0%
25 - 34	10.8%
35 - 44	10.3%
45 - 54	14.3%
55 - 64	12.9%
65 - 74	8.9%
75 - 84	5.0%
85 +	1.9%
18 +	72.9%

2022 Population by Age

Total	18,135
0 - 4	6.6%
5 - 9	6.9%
10 - 14	6.5%
15 - 24	12.2%
25 - 34	12.4%
35 - 44	10.5%
45 - 54	10.8%
55 - 64	13.5%
65 - 74	12.2%
75 - 84	6.2%
85 +	2.3%
18 +	76.3%

2027 Population by Age

Total	16,955
0 - 4	6.5%
5 - 9	6.4%
10 - 14	6.9%
15 - 24	11.5%
25 - 34	11.7%
35 - 44	11.1%
45 - 54	10.8%
55 - 64	12.2%
65 - 74	12.7%
75 - 84	7.7%
85 +	2.5%
18 +	76.4%

2010 Population by Sex

Males	11,722
Females	13,196

2022 Population by Sex

Males	8,539
Females	9,596

2027 Population by Sex

Males	8,023
Females	8,933

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 16, 2022



Community Profile

Helena Trade Area
Area: 1,172.47 square miles

Prepared by Esri

2010 Population by Race/Ethnicity

Total	24,918
White Alone	38.3%
Black Alone	59.7%
American Indian Alone	0.3%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	1.0%
Hispanic Origin	1.4%
Diversity Index	51.1

2020 Population by Race/Ethnicity

Total	18,919
White Alone	37.3%
Black Alone	58.7%
American Indian Alone	0.3%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	2.7%
Hispanic Origin	1.8%
Diversity Index	53.2

2022 Population by Race/Ethnicity

Total	18,135
White Alone	36.8%
Black Alone	59.0%
American Indian Alone	0.3%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	2.8%
Hispanic Origin	1.8%
Diversity Index	53.3

2027 Population by Race/Ethnicity

Total	16,955
White Alone	35.7%
Black Alone	59.5%
American Indian Alone	0.3%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	3.2%
Hispanic Origin	2.0%
Diversity Index	53.6

2010 Population by Relationship and Household Type

Total	24,917
In Households	99.0%
In Family Households	83.6%
Householder	26.1%
Spouse	14.3%
Child	36.4%
Other relative	4.6%
Nonrelative	2.2%
In Nonfamily Households	15.3%
In Group Quarters	1.0%
Institutionalized Population	0.7%
Noninstitutionalized Population	0.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 16, 2022



Community Profile

Helena Trade Area
Area: 1,172.47 square miles

Prepared by Esri

2022 Population 25+ by Educational Attainment

Total	12,307
Less than 9th Grade	6.1%
9th - 12th Grade, No Diploma	11.4%
High School Graduate	29.5%
GED/Alternative Credential	6.0%
Some College, No Degree	22.1%
Associate Degree	10.2%
Bachelor's Degree	9.9%
Graduate/Professional Degree	4.8%

2022 Population 15+ by Marital Status

Total	14,514
Never Married	34.4%
Married	44.6%
Widowed	10.0%
Divorced	11.0%

2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	7,606
Population 16+ Employed	94.4%
Population 16+ Unemployment rate	5.6%
Population 16-24 Employed	11.5%
Population 16-24 Unemployment rate	17.2%
Population 25-54 Employed	59.0%
Population 25-54 Unemployment rate	5.2%
Population 55-64 Employed	18.1%
Population 55-64 Unemployment rate	1.1%
Population 65+ Employed	11.4%
Population 65+ Unemployment rate	1.2%

2022 Employed Population 16+ by Industry

Total	7,177
Agriculture/Mining	8.9%
Construction	4.2%
Manufacturing	8.9%
Wholesale Trade	3.1%
Retail Trade	9.9%
Transportation/Utilities	10.0%
Information	0.3%
Finance/Insurance/Real Estate	2.8%
Services	45.1%
Public Administration	6.7%

2022 Employed Population 16+ by Occupation

Total	7,178
White Collar	47.9%
Management/Business/Financial	9.6%
Professional	18.9%
Sales	7.1%
Administrative Support	12.3%
Services	19.7%
Blue Collar	32.3%
Farming/Forestry/Fishing	5.0%
Construction/Extraction	3.8%
Installation/Maintenance/Repair	2.2%
Production	6.0%
Transportation/Material Moving	15.3%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 16, 2022



Community Profile

Helena Trade Area
Area: 1,172.47 square miles

Prepared by Esri

2010 Households by Type

Total	9,886
Households with 1 Person	30.1%
Households with 2+ People	69.9%
Family Households	66.0%
Husband-wife Families	36.1%
With Related Children	13.1%
Other Family (No Spouse Present)	29.9%
Other Family with Male Householder	5.8%
With Related Children	3.1%
Other Family with Female Householder	24.2%
With Related Children	17.3%
Nonfamily Households	3.9%
All Households with Children	34.0%
Multigenerational Households	6.5%
Unmarried Partner Households	5.9%
Male-female	5.2%
Same-sex	0.6%

2010 Households by Size

Total	9,887
1 Person Household	30.1%
2 Person Household	31.7%
3 Person Household	15.8%
4 Person Household	10.9%
5 Person Household	6.6%
6 Person Household	2.9%
7 + Person Household	2.0%

2010 Households by Tenure and Mortgage Status

Total	9,887
Owner Occupied	57.8%
Owned with a Mortgage/Loan	25.0%
Owned Free and Clear	32.8%
Renter Occupied	42.2%

2022 Affordability, Mortgage and Wealth

Housing Affordability Index	204
Percent of Income for Mortgage	12.5%
Wealth Index	41

2010 Housing Units By Urban/ Rural Status

Total Housing Units	11,943
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	43.5%
Rural Housing Units	56.5%

2010 Population By Urban/ Rural Status

Total Population	24,918
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	45.8%
Rural Population	54.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

Helena Trade Area
Area: 1,172.47 square miles

Prepared by Esri

Top 3 Tapestry Segments	
1.	Modest Income Homes (12D)
2.	Rural Bypasses (10E)
3.	City Commons (11E)
2022 Consumer Spending	
Apparel & Services: Total \$	\$9,964,866
Average Spent	\$1,291.12
Spending Potential Index	54
Education: Total \$	\$6,676,954
Average Spent	\$865.11
Spending Potential Index	44
Entertainment/Recreation: Total \$	\$16,026,411
Average Spent	\$2,076.50
Spending Potential Index	57
Food at Home: Total \$	\$27,950,788
Average Spent	\$3,621.51
Spending Potential Index	58
Food Away from Home: Total \$	\$17,979,216
Average Spent	\$2,329.52
Spending Potential Index	54
Health Care: Total \$	\$33,389,267
Average Spent	\$4,326.16
Spending Potential Index	61
HH Furnishings & Equipment: Total \$	\$10,674,569
Average Spent	\$1,383.07
Spending Potential Index	54
Personal Care Products & Services: Total \$	\$4,179,086
Average Spent	\$541.47
Spending Potential Index	53
Shelter: Total \$	\$86,361,181
Average Spent	\$11,189.58
Spending Potential Index	49
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,529,509
Average Spent	\$1,493.85
Spending Potential Index	55
Travel: Total \$	\$10,531,783
Average Spent	\$1,364.57
Spending Potential Index	48
Vehicle Maintenance & Repairs: Total \$	\$5,891,494
Average Spent	\$763.34
Spending Potential Index	61

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.