



Economic Overview

Helena 45 minute drive-time



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Demographic Profile

The population in the Helena 45 minute drive-time was 753,803 per American Community Survey data for 2015-2019.

The region has a civilian labor force of 342,099 with a participation rate of 58.2%. Of individuals 25 to 64 in the Helena 45 minute drive-time, 23.5% have a bachelor's degree or higher which compares with 33.5% in the nation.

The median household income in the Helena 45 minute drive-time is \$49,822 and the median house value is \$137,291.

Summary¹

	Percent			Value		
	Helena 45 minute drive- time	Gulfport-Biloxi, MS MSA	Mississippi	Helena 45 minute drive- time	Gulfport-Biloxi, MS MSA	Mississippi
Demographics						
Population (ACS)	—	—	—	753,803	412,115	2,984,418
Male	48.7%	49.2%	48.5%	367,387	202,812	1,447,873
Female	51.3%	50.8%	51.5%	386,416	209,303	1,536,545
Median Age ²	—	—	—	37.7	38.1	37.5
Under 18 Years	23.8%	23.5%	23.9%	179,130	96,700	713,493
18 to 24 Years	9.2%	9.0%	9.9%	69,153	37,219	295,255
25 to 34 Years	13.9%	13.3%	13.0%	104,541	54,735	387,644
35 to 44 Years	12.3%	12.5%	12.4%	92,887	51,610	371,300
45 to 54 Years	12.8%	13.0%	12.5%	96,205	53,471	372,814
55 to 64 Years	13.0%	13.2%	12.8%	98,234	54,410	382,890
65 to 74 Years	9.0%	9.4%	9.2%	68,187	38,650	273,673
75 Years, and Over	6.0%	6.1%	6.3%	45,465	25,320	187,349
Race: White	63.8%	71.6%	58.4%	480,696	295,099	1,743,217
Race: Black or African American	30.0%	21.5%	37.7%	226,032	88,415	1,125,623
Race: American Indian and Alaska Native	0.4%	0.5%	0.5%	3,242	2,034	14,269
Race: Asian	2.3%	2.3%	1.0%	17,103	9,528	29,605
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.0%	0.0%	150	163	680
Race: Some Other Race	1.3%	1.4%	1.0%	9,946	5,646	30,728
Race: Two or More Races	2.2%	2.7%	1.4%	16,634	11,230	40,296
Hispanic or Latino (of any race)	4.4%	5.5%	3.1%	33,234	22,598	91,202
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	58.2%	59.6%	57.0%	342,099	190,443	1,334,957
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	77.2%	79.3%	76.7%	223,434	123,920	863,172
Armed Forces Labor Force	1.3%	2.3%	0.5%	8,006	7,371	11,721
Veterans, Age 18-64	8.0%	9.9%	5.0%	36,270	24,178	89,822
Veterans Labor Force Participation Rate and Size, Age 18-64	74.5%	75.9%	72.4%	27,008	18,340	65,012
Median Household Income ²	—	—	—	\$49,822	\$49,083	\$45,081
Per Capita Income	—	—	—	\$26,015	\$26,174	\$24,369
Mean Commute Time (minutes)	—	—	—	24.6	25.0	24.8
Commute via Public Transportation	0.4%	0.3%	0.3%	1,179	460	3,578
Educational Attainment, Age 25-64						
No High School Diploma	11.5%	10.9%	13.6%	45,006	23,339	205,933
High School Graduate	30.8%	29.3%	29.8%	120,616	62,781	451,945
Some College, No Degree	23.8%	25.9%	23.0%	93,175	55,473	348,586
Associate's Degree	10.4%	12.0%	11.0%	40,841	25,802	166,997

Summary¹

	Percent			Value		
	Helena 45 minute drive- time	Gulfport-Biloxi, MS MSA	Mississippi	Helena 45 minute drive- time	Gulfport-Biloxi, MS MSA	Mississippi
Bachelor's Degree	15.6%	14.3%	14.3%	61,153	30,588	217,198
Postgraduate Degree	7.9%	7.6%	8.2%	31,060	16,243	123,989
Housing						
Total Housing Units	—	—	—	331,542	187,535	1,322,808
Median House Value (of owner-occupied units) ²	—	—	—	\$137,291	\$142,976	\$119,000
Homeowner Vacancy	2.4%	3.0%	2.1%	4,365	3,123	16,416
Rental Vacancy	9.9%	11.5%	9.8%	11,814	7,521	38,817
Renter-Occupied Housing Units (% of Occupied Units)	37.0%	35.8%	31.8%	104,364	56,219	351,553
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	6.5%	5.5%	6.5%	18,410	8,684	71,303
Social						
Poverty Level (of all people)	18.5%	18.5%	20.3%	136,255	74,860	585,786
Households Receiving Food Stamps/SNAP	15.8%	15.5%	15.4%	44,667	24,244	170,529
Enrolled in Grade 12 (% of total population)	1.4%	1.3%	1.3%	10,697	5,278	39,164
Disconnected Youth ³	3.9%	4.7%	4.0%	1,526	1,014	6,745
Children in Single Parent Families (% of all children)	44.5%	43.8%	45.6%	74,310	39,532	301,578
Uninsured	12.9%	14.2%	12.3%	95,013	57,113	358,580
With a Disability, Age 18-64	13.5%	15.4%	14.7%	60,133	37,375	258,316
With a Disability, Age 18-64, Labor Force Participation Rate and Size	35.9%	37.5%	33.9%	21,567	14,031	87,571
Foreign Born	3.7%	3.8%	2.4%	27,710	15,579	70,469
Speak English Less Than Very Well (population 5 yrs and over)	2.2%	2.4%	1.6%	15,417	9,368	45,142

Source: [JobsEQ®](#)

1. American Community Survey 2015-2019, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

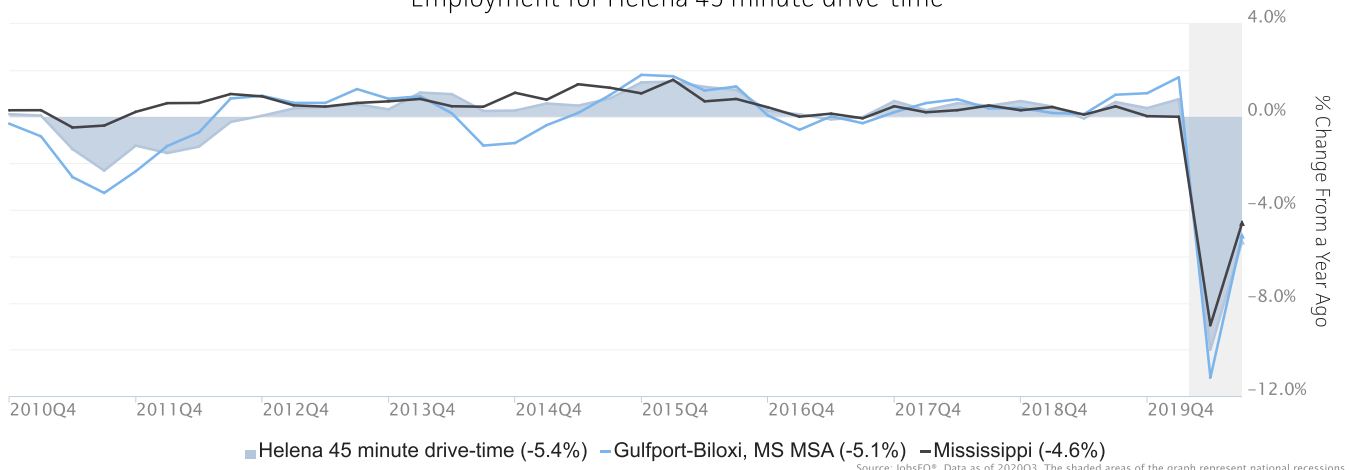
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census 2019, annual average growth rate since 2009

Employment Trends

As of 2020Q3, total employment for the Helena 45 minute drive-time was 313,022 (based on a four-quarter moving average). Over the year ending 2020Q3, employment declined 5.4% in the region.

Employment for Helena 45 minute drive-time

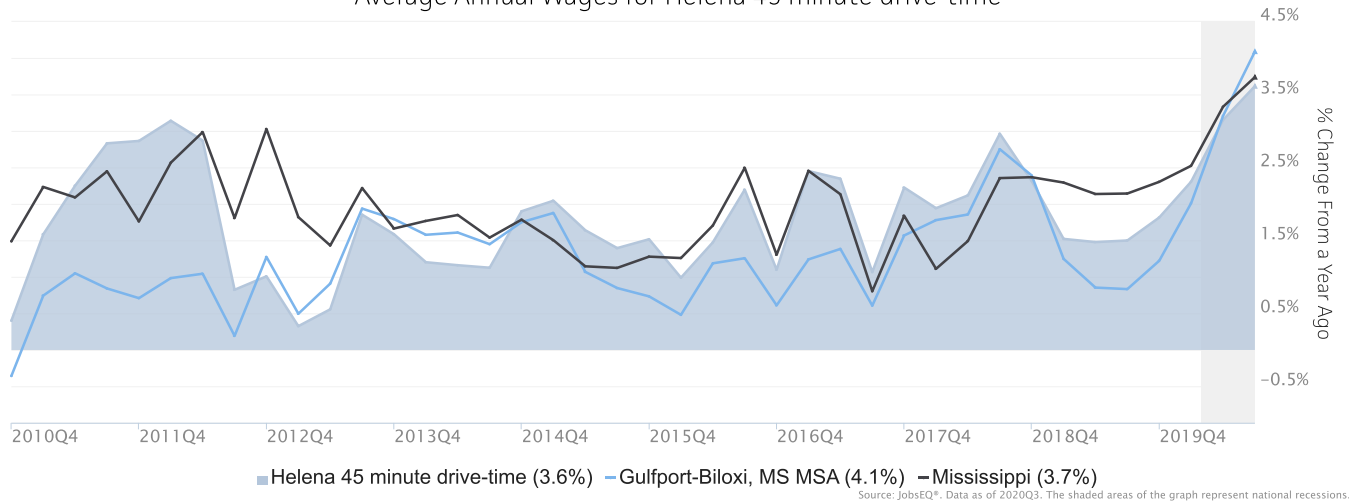


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2020Q2 with preliminary estimates updated to 2020Q3.

Wage Trends

The average worker in the Helena 45 minute drive-time earned annual wages of \$45,770 as of 2020Q3. Average annual wages per worker increased 3.6% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$60,042 in the nation as of 2020Q3.

Average Annual Wages for Helena 45 minute drive-time



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2020Q2 with preliminary estimates updated to 2020Q3.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 9.0% lower in Helena 45 minute drive-time than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Helena 45 minute drive-time	\$45,770	91.0	\$50,286
Gulfport-Biloxi, MS MSA	\$44,077	91.3	\$48,289
Mississippi	\$40,994	83.7	\$48,970
USA	\$60,042	100.0	\$60,042

Source: [JobsEQ®](#)

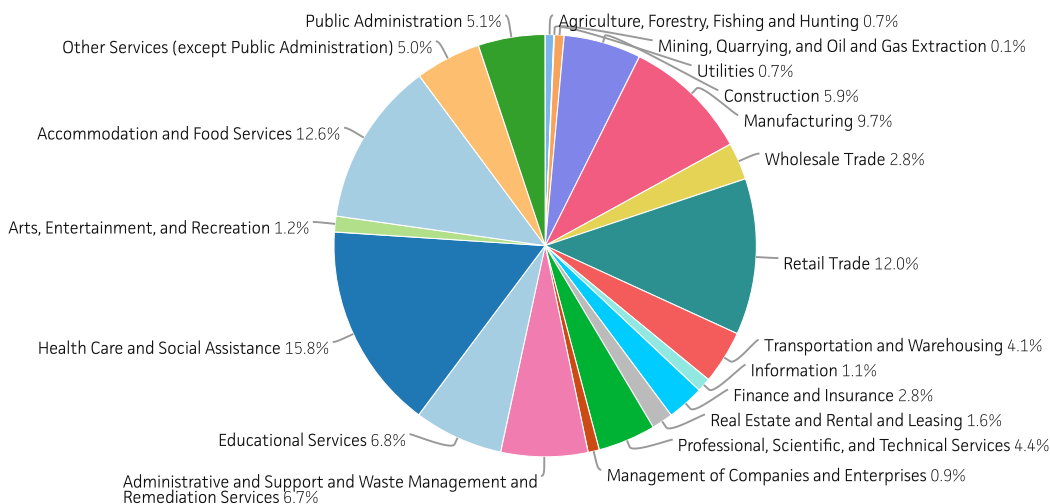
Data as of 2020Q3

Cost of Living per C2ER, data as of 2020q3, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the Helena 45 minute drive-time is Health Care and Social Assistance, employing 49,512 workers. The next-largest sectors in the region are Accommodation and Food Services (39,493 workers) and Retail Trade (37,480). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Accommodation and Food Services (LQ = 1.57), Utilities (1.38), and Retail Trade (1.17).

Total Workers for Helena 45 minute drive-time by Industry



Source: JobsEQ®, Data as of 2020Q3

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2020Q2 with preliminary estimates updated to 2020Q3.

Sectors in the Helena 45 minute drive-time with the highest average wages per worker are Management of Companies and Enterprises (\$96,048), Mining, Quarrying, and Oil and Gas Extraction (\$93,232), and Utilities (\$93,183). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Health Care and Social Assistance (+3,168 jobs), Management of Companies and Enterprises (+686), and Administrative and Support and Waste Management and Remediation Services (+670).

Over the next 1 year, employment in the Helena 45 minute drive-time is projected to contract by 290 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +0.7% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+358 jobs), Accommodation and Food Services (+197), and Administrative and Support and Waste Management and Remediation Services (+51).

NAICS	Industry	Empl	Current	5-Year History			1-Year Forecast				
			Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
62	Health Care and Social Assistance	49,512	\$51,338	1.07	3,168	1.3%	5,028	2,296	2,374	358	0.7%
72	Accommodation and Food Services	39,493	\$20,564	1.57	237	0.1%	6,586	2,827	3,562	197	0.5%
44	Retail Trade	37,480	\$29,647	1.17	-1,240	-0.6%	4,725	2,206	2,785	-266	-0.7%
31	Manufacturing	30,255	\$74,912	1.17	-2,477	-1.6%	2,686	1,156	1,978	-448	-1.5%
61	Educational Services	21,385	\$43,025	0.83	-1,157	-1.0%	1,964	951	1,025	-12	-0.1%
56	Administrative and Support and Waste Management and Remediation Services	20,831	\$30,307	1.06	670	0.7%	2,453	1,016	1,385	51	0.2%
23	Construction	18,518	\$50,035	1.01	-299	-0.3%	1,798	651	1,163	-15	-0.1%
92	Public Administration	16,004	\$51,144	1.04	234	0.3%	1,419	621	844	-45	-0.3%
81	Other Services (except Public Administration)	15,736	\$28,056	1.15	-697	-0.9%	1,804	817	975	12	0.1%
54	Professional, Scientific, and Technical Services	13,857	\$65,155	0.63	-680	-1.0%	1,219	441	744	34	0.2%
48	Transportation and Warehousing	12,810	\$49,365	0.86	214	0.3%	1,308	578	782	-53	-0.4%
52	Finance and Insurance	8,879	\$71,008	0.69	352	0.8%	805	314	514	-22	-0.2%
42	Wholesale Trade	8,875	\$59,459	0.74	-247	-0.5%	867	350	579	-62	-0.7%
53	Real Estate and Rental and Leasing	5,066	\$43,987	0.92	-393	-1.5%	487	233	278	-24	-0.5%
71	Arts, Entertainment, and Recreation	3,755	\$20,007	0.70	-1,375	-6.0%	552	236	292	24	0.6%
51	Information	3,348	\$56,973	0.54	-518	-2.8%	279	116	205	-42	-1.3%
55	Management of Companies and Enterprises	2,672	\$96,048	0.56	686	6.1%	245	89	152	4	0.1%
22	Utilities	2,294	\$93,183	1.38	-340	-2.7%	177	75	131	-29	-1.3%
11	Agriculture, Forestry, Fishing and Hunting	2,080	\$37,360	0.49	-105	-1.0%	211	96	129	-14	-0.7%
21	Mining, Quarrying, and Oil and Gas Extraction	171	\$93,232	0.14	-134	-10.9%	16	6	12	-1	-0.7%
Total - All Industries		313,022	\$45,770	1.00	-4,099	-0.3%	33,783	14,569	19,504	-290	-0.1%

Source: [JobsEQ®](#)

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2020Q2 with preliminary estimates updated to 2020Q3. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in the Helena 45 minute drive-time is Office and Administrative Support Occupations, employing 39,492 workers. The next-largest occupation groups in the region are Sales and Related Occupations (32,780 workers) and Food Preparation and Serving Related Occupations (30,226). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Personal Care and Service Occupations (LQ = 1.26), Healthcare Practitioners and Technical Occupations (1.25), and Food Preparation and Serving Related Occupations (1.24).

Occupation groups in the Helena 45 minute drive-time with the highest average wages per worker are Management Occupations (\$95,000), Legal Occupations (\$87,200), and Architecture and Engineering Occupations (\$85,500). The unemployment rate in the region varied among the major groups from 2.2% among Legal Occupations to 15.7% among Food Preparation and Serving Related Occupations.

Over the next 1 year, the fastest growing occupation group in the Helena 45 minute drive-time is expected to be Healthcare Support Occupations with a +1.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+159 jobs) and Food Preparation and Serving Related Occupations (+145). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (5,210 jobs) and Sales and Related Occupations (4,634).

Helena 45 minute drive-time, 2020Q3¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current			5-Year History			Total Demand	1-Year Forecast			
				LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %		Exits	Transfers	Empl Growth	Ann % Growth
43-0000	Office and Administrative Support	39,492	\$35,900	0.98	2,438	6.1%	1,301	-650	-0.3%	4,165	1,866	2,613	-314	-0.8%
41-0000	Sales and Related	32,780	\$34,900	1.09	2,905	8.6%	2,735	-1,475	-0.9%	4,431	1,863	2,771	-203	-0.6%
35-0000	Food Preparation and Serving Related	30,226	\$21,700	1.24	5,271	15.7%	1,786	-592	-0.4%	5,354	2,068	3,142	145	0.5%
53-0000	Transportation and Material Moving	25,350	\$32,400	0.97	2,868	10.6%	1,552	41	0.0%	3,114	1,173	1,998	-58	-0.2%
29-0000	Healthcare Practitioners and Technical	22,746	\$72,300	1.25	513	2.4%	2,170	2,329	2.2%	1,425	604	708	113	0.5%
51-0000	Production	20,588	\$46,400	1.12	2,054	9.2%	337	-2,596	-2.3%	1,961	726	1,516	-281	-1.4%
47-0000	Construction and Extraction	17,199	\$43,800	1.18	2,070	11.5%	389	-925	-1.0%	1,842	544	1,338	-39	-0.2%
11-0000	Management	16,495	\$95,000	0.80	522	3.2%	819	678	0.8%	1,392	416	963	13	0.1%
25-0000	Educational Instruction and Library	15,276	\$43,500	0.86	1,004	6.3%	332	-687	-0.9%	1,372	619	738	14	0.1%
49-0000	Installation, Maintenance, and Repair	14,576	\$46,600	1.22	939	6.3%	845	-275	-0.4%	1,375	447	959	-31	-0.2%
37-0000	Building and Grounds Cleaning and Maintenance	12,591	\$24,900	1.21	1,186	9.2%	475	-261	-0.4%	1,708	718	945	44	0.4%
31-0000	Healthcare Support	12,309	\$26,200	0.88	682	5.7%	552	794	1.3%	1,701	715	826	159	1.3%
13-0000	Business and Financial Operations	11,193	\$65,800	0.64	354	3.3%	541	682	1.3%	1,043	306	747	-10	-0.1%
39-0000	Personal Care and Service	10,360	\$25,600	1.26	1,680	14.5%	251	-526	-1.0%	1,638	691	891	57	0.5%
33-0000	Protective Service	7,047	\$36,500	1.03	249	3.5%	144	-176	-0.5%	722	293	434	-4	-0.1%
17-0000	Architecture and Engineering	5,555	\$85,500	1.02	171	3.3%	185	-231	-0.8%	381	125	289	-33	-0.6%

Helena 45 minute drive-time, 2020Q3¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current			5-Year History			Total Demand	1-Year Forecast			Ann % Growth
				LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %		Exits	Transfers	Empl Growth	
15- 0000	Computer and Mathematical	5,438	\$74,400	0.56	151	3.0%	417	101	0.4%	441	92	316	34	0.6%
21- 0000	Community and Social Service	4,889	\$48,700	0.89	114	2.4%	458	-275	-1.1%	579	187	352	40	0.8%
27- 0000	Arts, Design, Entertainment, Sports, and Media	4,012	\$46,400	0.72	342	8.9%	114	-176	-0.9%	427	158	279	-10	-0.3%
23- 0000	Legal	2,076	\$87,200	0.78	43	2.2%	45	22	0.2%	138	52	85	1	0.1%
19- 0000	Life, Physical, and Social Science	1,888	\$64,800	0.67	57	3.2%	78	72	0.8%	169	38	136	-4	-0.2%
45- 0000	Farming, Fishing, and Forestry	938	\$33,200	0.45	117	10.7%	3	28	0.6%	142	36	112	-5	-0.6%
Total - All Occupations		313,022	\$44,200	1.00	25,733	8.0%	15,532	-4,099	-0.3%	35,572	13,736	22,156	-321	-0.1%

Source: [JobsEQ®](#)

Data as of 2020Q3 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data are as of 2019 and represent the average for all Covered Employment

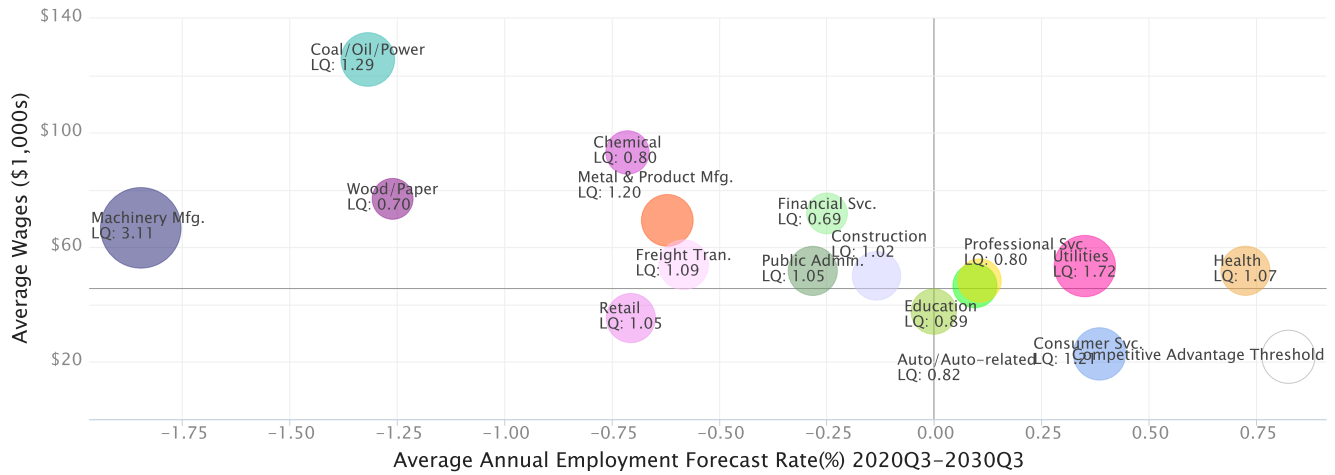
3. Data represent found online ads active within the last thirty days in the selected region; data represents a sampling rather than the complete universe of postings. Ads lacking zip code information but designating a place (city, town, etc.) may be assigned to the zip code with greatest employment in that place for queries in this analytic. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list).

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2020Q2, imputed where necessary with preliminary estimates updated to 2020Q3. Wages by occupation are as of 2019 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the Helena 45 minute drive-time with the highest relative concentration is Machinery Mfg. with a location quotient of 3.11. This cluster employs 18,421 workers in the region with an average wage of \$66,842. Employment in the Machinery Mfg. cluster is projected to contract in the region about 1.8% per year over the next ten years.

Industry Clusters for Helena 45 minute drive-time as of 2020Q3



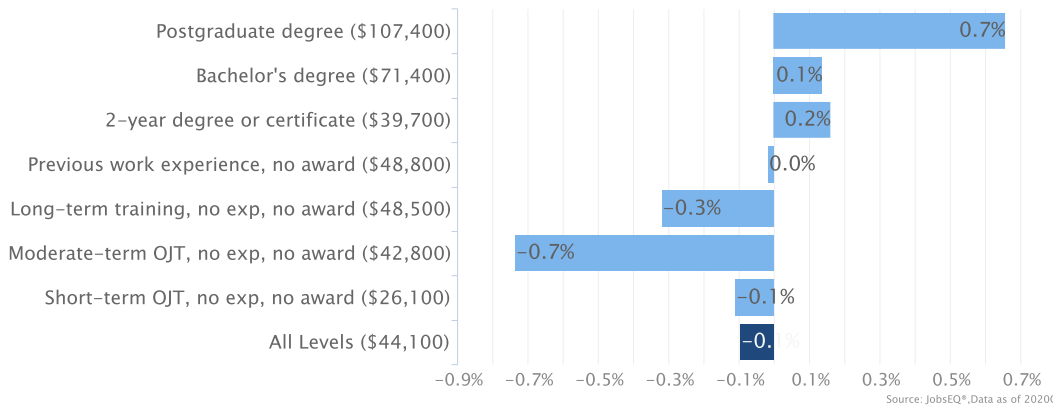
Source: JobsEQ®, Data as of 2020Q3

Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2020Q2 with preliminary estimates updated to 2020Q3. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

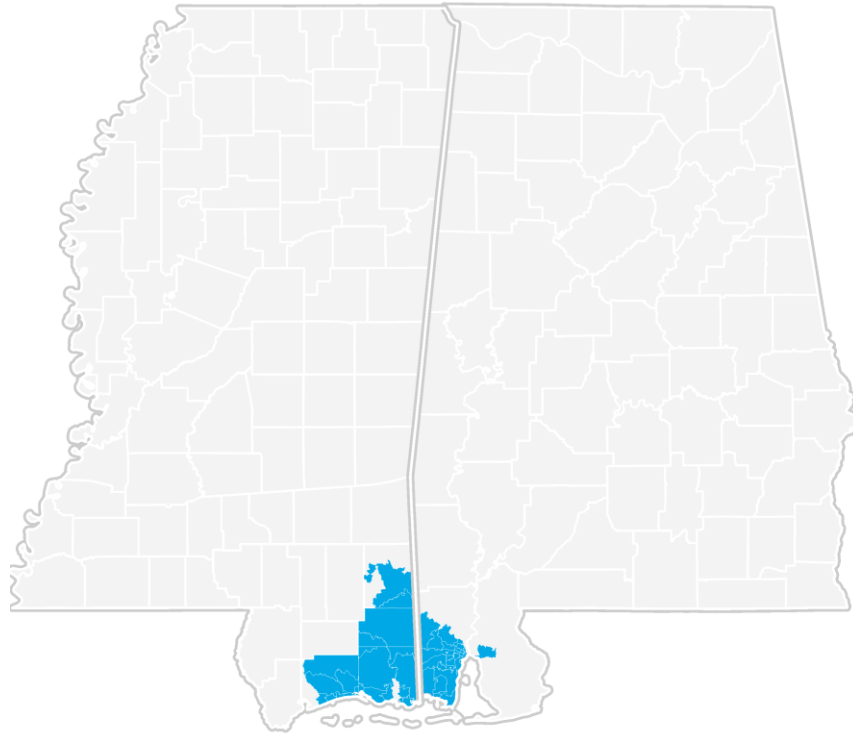
Expected growth rates for occupations vary by the education and training required. While all employment in the Helena 45 minute drive-time is projected to contract 0.1% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.7% per year, those requiring a bachelor's degree are forecast to grow 0.1% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.2% per year.

Annual Average Projected Job Growth by Training Required for Helena 45 minute drive-time



Employment by occupation data are estimates as of 2020Q3. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Helena 45 minute drive-time Regional Map



Region Definition

Helena 45 minute drive-time is defined as the following zip code tabulation areas:

ZCTA 36618	ZCTA 39501
ZCTA 39563	ZCTA 39540
ZCTA 36509	ZCTA 39574 (Harrison County, MS portion)
ZCTA 36582	ZCTA 36523
ZCTA 39532 (Jackson County, MS portion)	ZCTA 36613
ZCTA 39534	ZCTA 39553
ZCTA 36590	ZCTA 36608
ZCTA 36607	ZCTA 39532 (Harrison County, MS portion)
ZCTA 39452 (George County, MS portion)	ZCTA 39564
ZCTA 39452 (Greene County, MS portion)	ZCTA 39573 (George County, MS portion)
ZCTA 36611	ZCTA 39581
ZCTA 39452 (Jackson County, MS portion)	ZCTA 36541
ZCTA 36575	ZCTA 39507
ZCTA 36609	ZCTA 39567
ZCTA 39565 (Jackson County, MS portion)	ZCTA 36605
ZCTA 36603	ZCTA 36695
ZCTA 36693	ZCTA 39503
ZCTA 39531	ZCTA 36587
ZCTA 36527	ZCTA 36604
ZCTA 36615	ZCTA 39451
ZCTA 36688	ZCTA 39560
ZCTA 36568	ZCTA 39565 (Harrison County, MS portion)
ZCTA 36602	ZCTA 36610
ZCTA 36619	ZCTA 39562
ZCTA 39530	ZCTA 36544
ZCTA 39573 (Jackson County, MS portion)	ZCTA 36612
ZCTA 36606	ZCTA 36617

Gulfport-Biloxi, MS MSA is defined as the following counties:

Hancock County, Mississippi	Jackson County, Mississippi
Harrison County, Mississippi	Stone County, Mississippi

FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a competitive advantage in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

About This Report

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