Helena-West Helena, Arkansas.

Current market data.

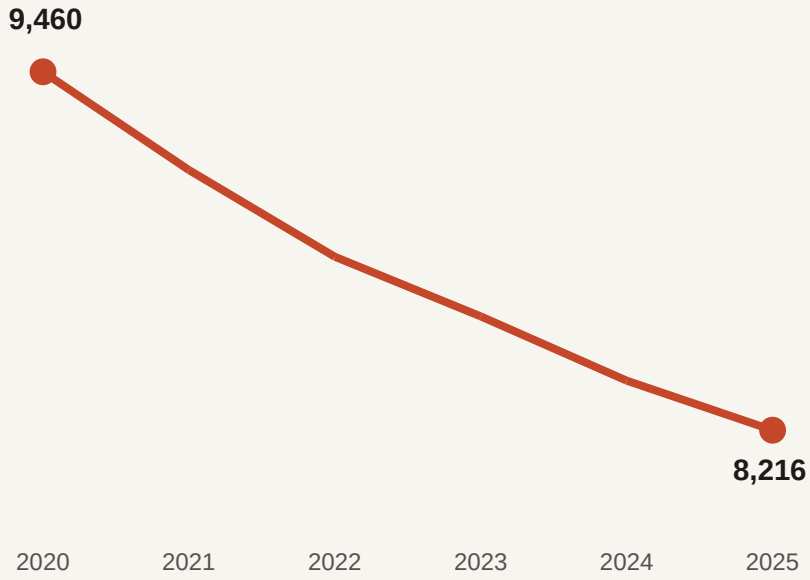
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Down 13.2% since 2020.

8,216

people, the 47th-largest of Arkansas's cities and towns.



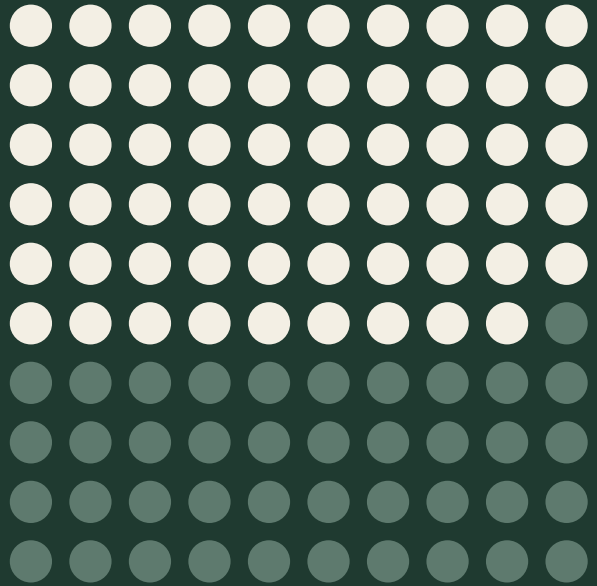
Source: Census Population Estimates, 2025

THE WORKDAY

6 in 10 jobs here go to people who live somewhere else.

59.3%

of 2,700 jobs located in Helena-West Helena are filled by in-commuters.



Each dot is 1% of jobs. Filled: held by in-commuters.

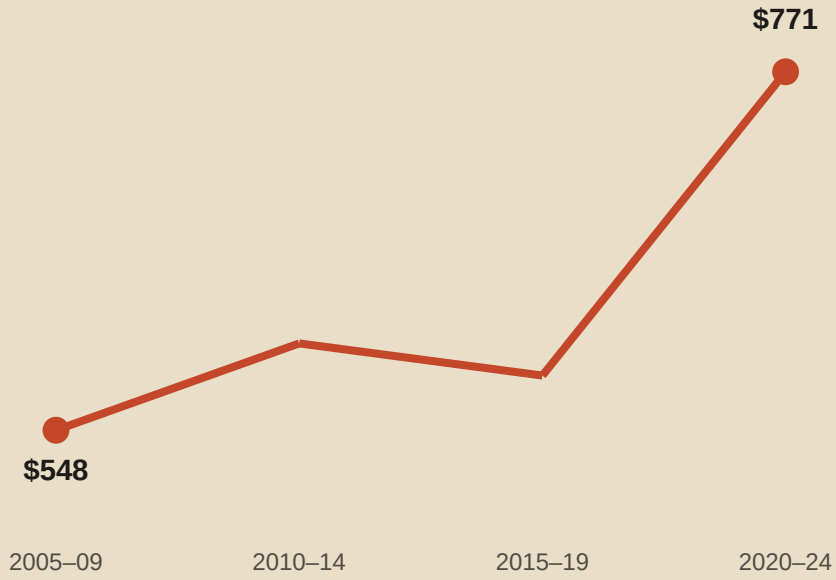
Source: Census LEHD LODES, 2023

RENT

Median rent is up 41% since the 2005–2009 survey, before inflation.

$771

a month. Arkansas's median is $947.

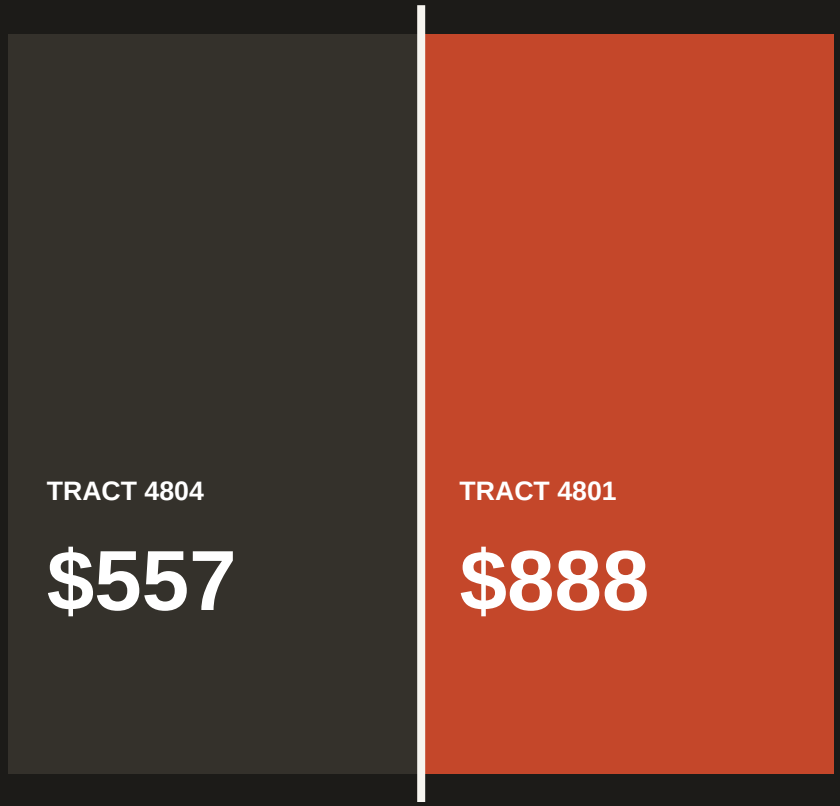


Source: Census ACS 5-year, 2020-2024

THE SEAM

Cross one tract line and median rent jumps $331.

A $331 gap between neighbors, the sharpest rent edge between adjacent tracts in Phillips County.



Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

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

is the monthly rent range local workforce wages support.

Source: Computed by the Almanac, 2023; Census ACS 5-year, 2020-2024

BUILDING

Most of the housing here is older than 2000.

30

homes permitted, 2022–2025

67%

of those were in multifamily buildings

97%

of all homes were built before 2000

Source: Census Building Permits Survey, 2022-2025; Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.4–0.5% to the 5,022 homes here.

19–27

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

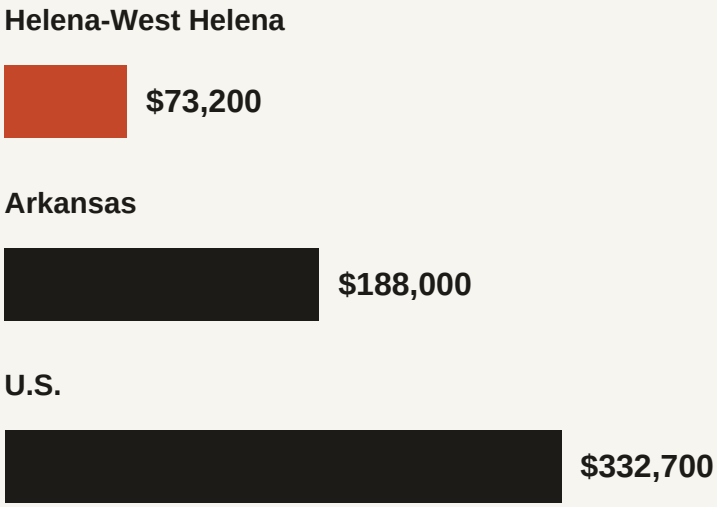
Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 61% less than Arkansas's.

$73,200

median home value in Helena-West Helena.



Source: Census ACS 5-year, 2020-2024

THAT WAS HELENA-WEST HELENA'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/ar/helena-west-helena/**