ZIP 72390, Helena-West Helena, Arkansas.

Current market data.

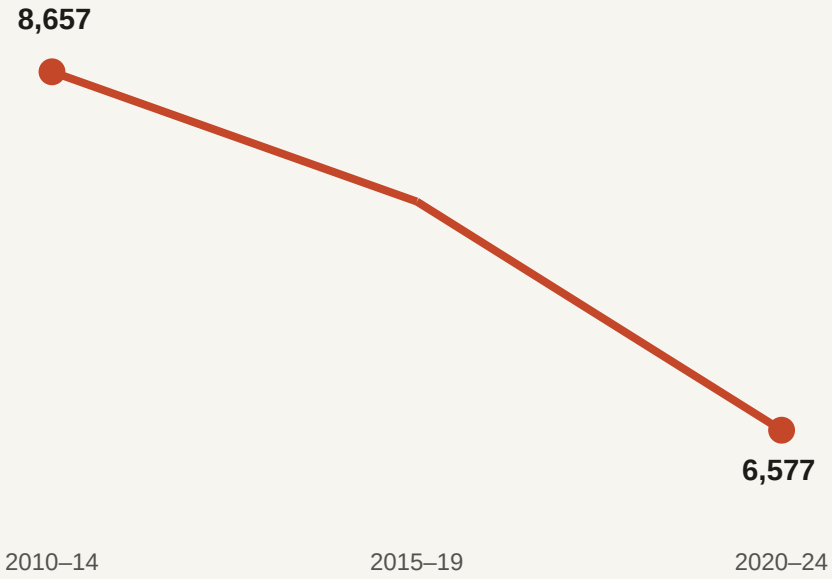
8 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

6,577 people call ZIP 72390 home.

6,577

people.



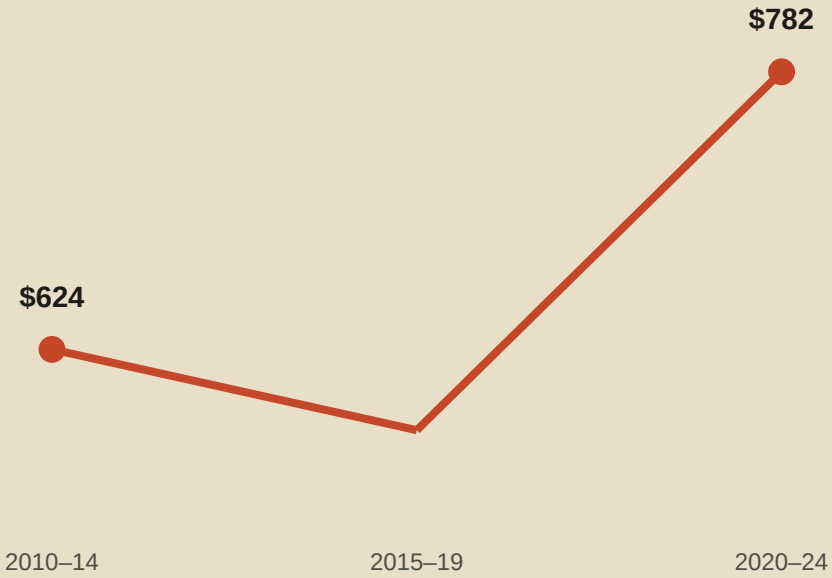
Source: Census ACS 5-year, 2020-2024

RENT

Median rent is up 25% since the 2010–2014 survey, before inflation.

$782

a month. Arkansas's median is $947.



Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

The median rent sits inside what local wages can carry.

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.

92%

of all homes were built before 2000

Source: Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.4–0.5% to the 3,330 homes here.

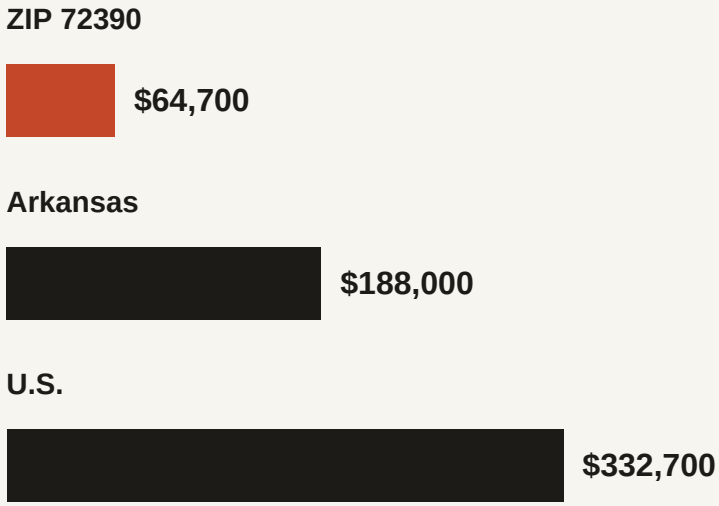
13–15

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 66% less than Arkansas's.



$64,700

median home value in ZIP 72390.

Source: Census ACS 5-year, 2020-2024

THAT WAS ZIP 72390'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/zip/72390/**