

PEA RIDGE, ARKANSAS

Market Guide

cityofpearidge.com

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Peer Analysis

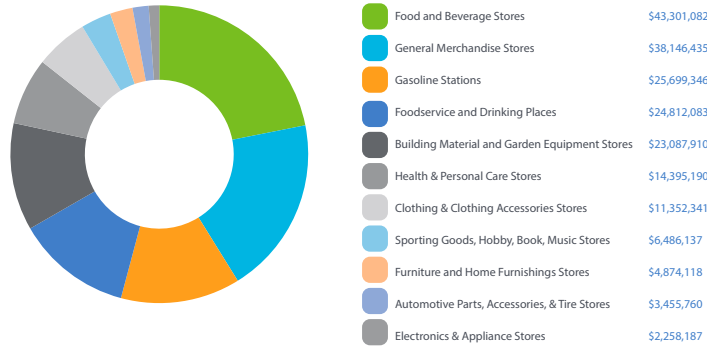
The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

Blytheville	AR	3700 E Highway 18
Malvern	AR	1910 Martin Luther King Blvd
Camden	AR	950 California Ave Sw
Alma	AR	367 W Cherry St
Beebe	AR	2003 W Center St
Farmington	AR	367 W Main St

GAP Analysis \$192,154,642 (Custom Trade Area)

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.



Demographics

(Custom Trade Area)



Population
28,967

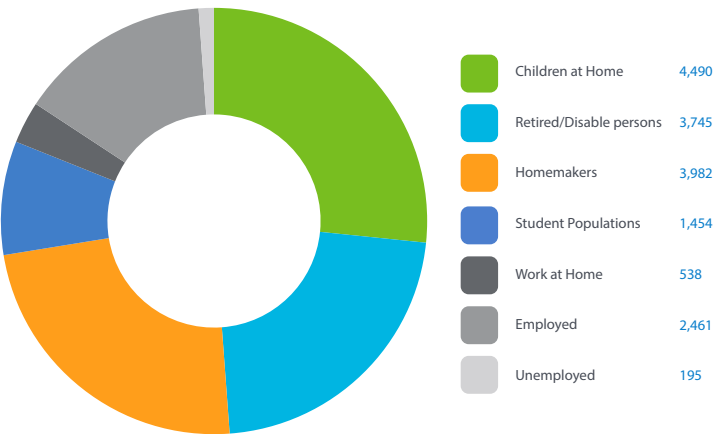


Median Household Income
\$69,184



Growth Rate
9.7%

Daytime Population 16,866 (Custom Trade Area)



Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, our efforts are inclusive beyond the defined list.

Let us know how we can help you find a site!



Grocery



General Merchandise



Restaurants



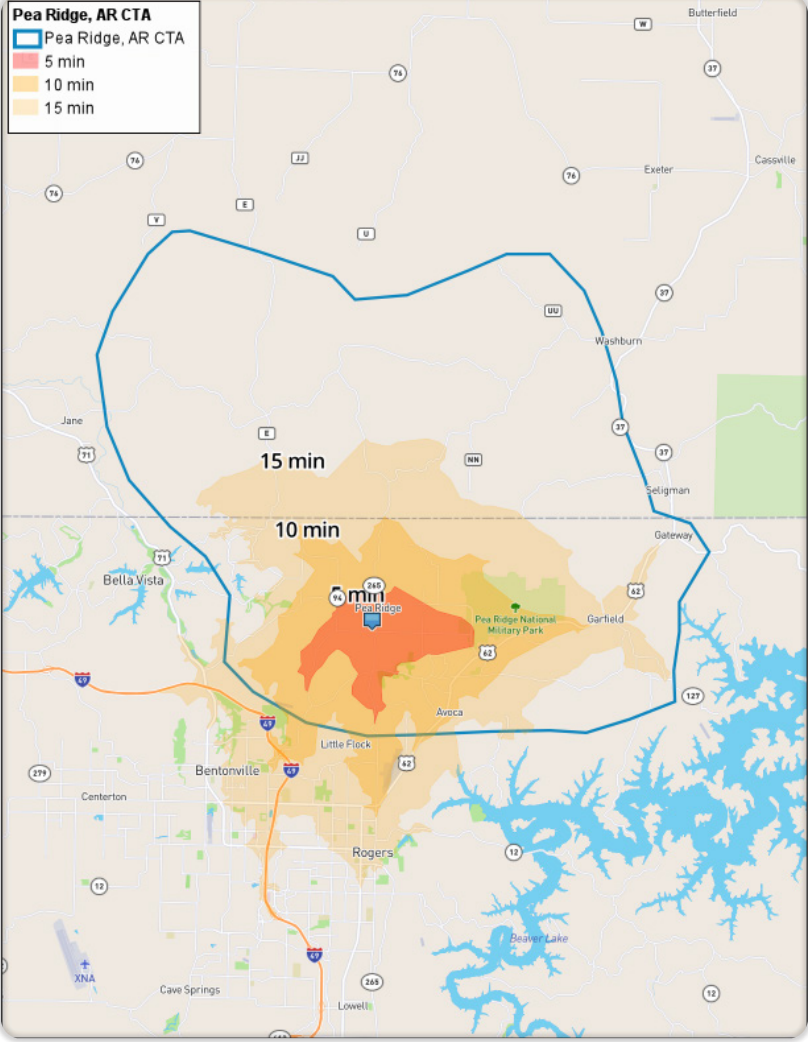
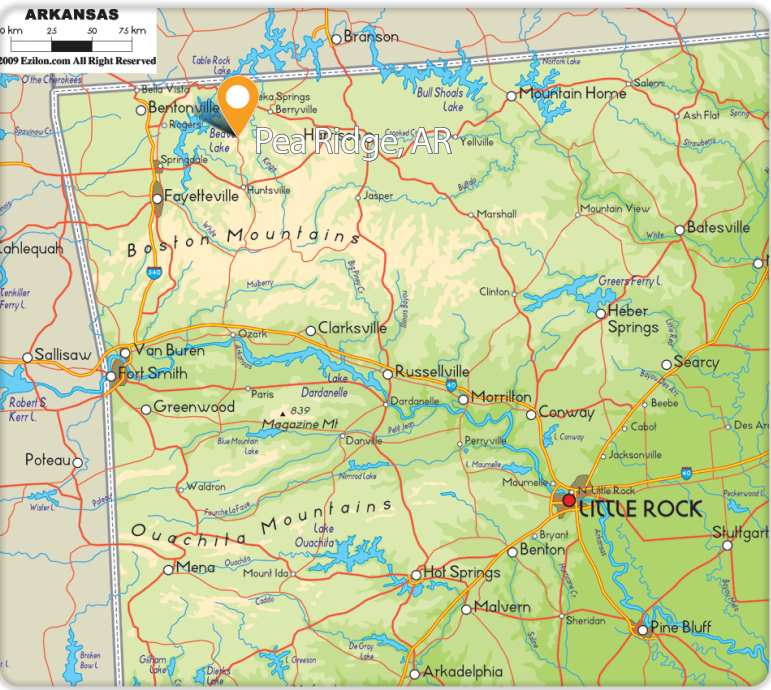
Building Material & Garden



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2022 Estimated Population	10,359	23,115	154,707
Daytime Population	6,500	16,449	163,985
Median HH Income	\$75,740	\$77,127	\$71,870
Number of Households	3,679	8,365	58,514

	5 Minute DT	10 Minute DT	15 Minute DT
2022 Estimated Population	5,689	16,163	55,632
Daytime Population	4,659	14,061	70,967
Median HH Income	\$77,600	\$77,172	\$66,409
Number of Households	2,100	5,781	20,918

*Source: STI PopStats



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