

PEA RIDGE, ARKANSAS

Market Guide

cityofpearidge.com

City Contact Information



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Mayor

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Demographics

(Custom Trade Area)



Population
29,470



Median Household Income
\$74,876



Growth Rate
9.98%

Peer Analysis

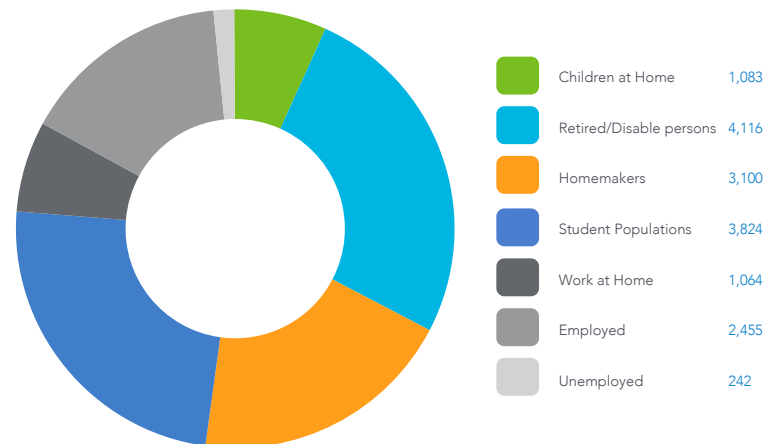
The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 10 minute drive time from major comparable retail corridors throughout the country. The variables 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

Daytime Population 15,884

(Custom Trade Area)



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2023 Estimated Population	10,638	23,538	156,768
Daytime Population	7,132	15,679	177,678
Median HH Income	\$79,569	\$84,229	\$76,340
Number of Households	3,780	8,522	59,251

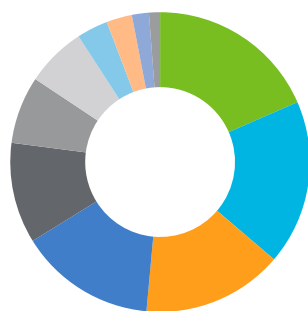
	5 Minute DT	10 Minute DT	15 Minute DT
2023 Estimated Population	5,922	16,432	56,007
Daytime Population	4,924	14,061	81,796
Median HH Income	\$79,128	\$82,485	\$71,492
Number of Households	2,187	5,880	21,060

*Source: STI PopStats

GAP Analysis \$246,949,694

(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.



Food and Beverage Stores	\$45,576,167
General Merchandise Stores	\$43,953,110
Foodservice and Drinking Places	\$37,541,343
Gasoline Stations	\$36,365,038
Building Material and Garden Equipment Stores	\$26,843,968
Health & Personal Care Stores	\$17,997,824
Clothing & Clothing Accessories Stores	\$16,049,312
Sporting Goods, Hobby, Book, Music Stores	\$8,318,213
Furniture and Home Furnishings Stores	\$6,825,207
Automotive Parts, Accessories, & Tire Stores	\$4,541,995
Electronics & Appliance Stores	\$2,937,517

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



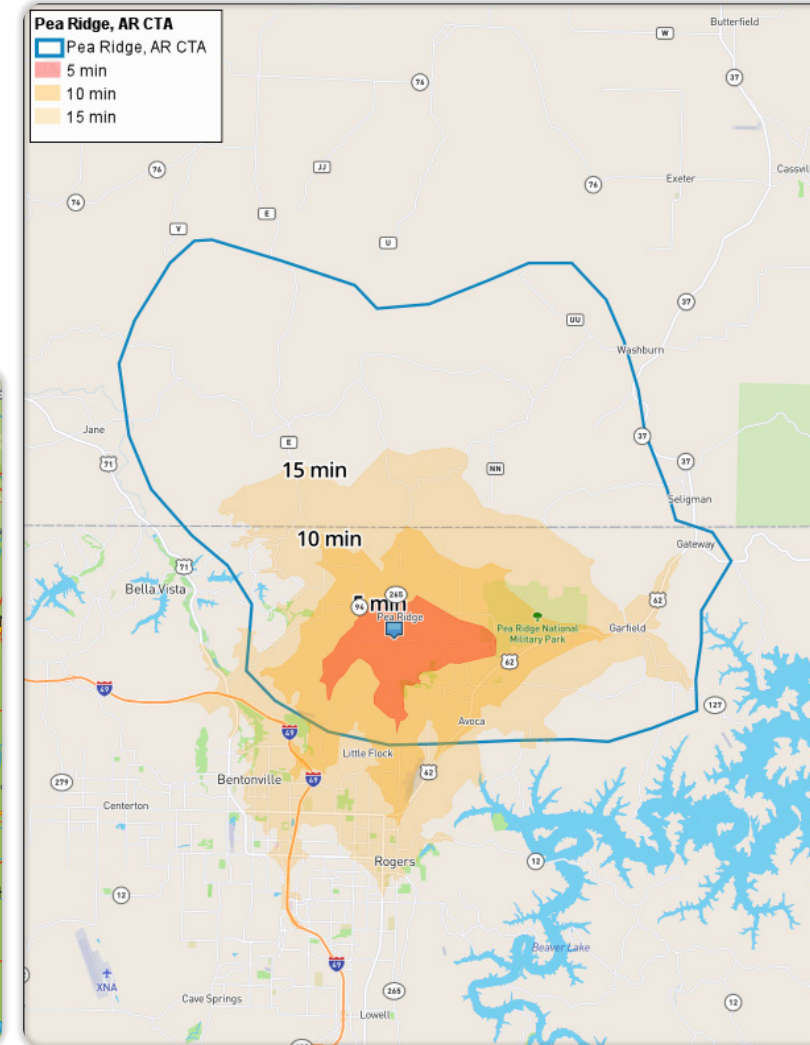
General Merchandise

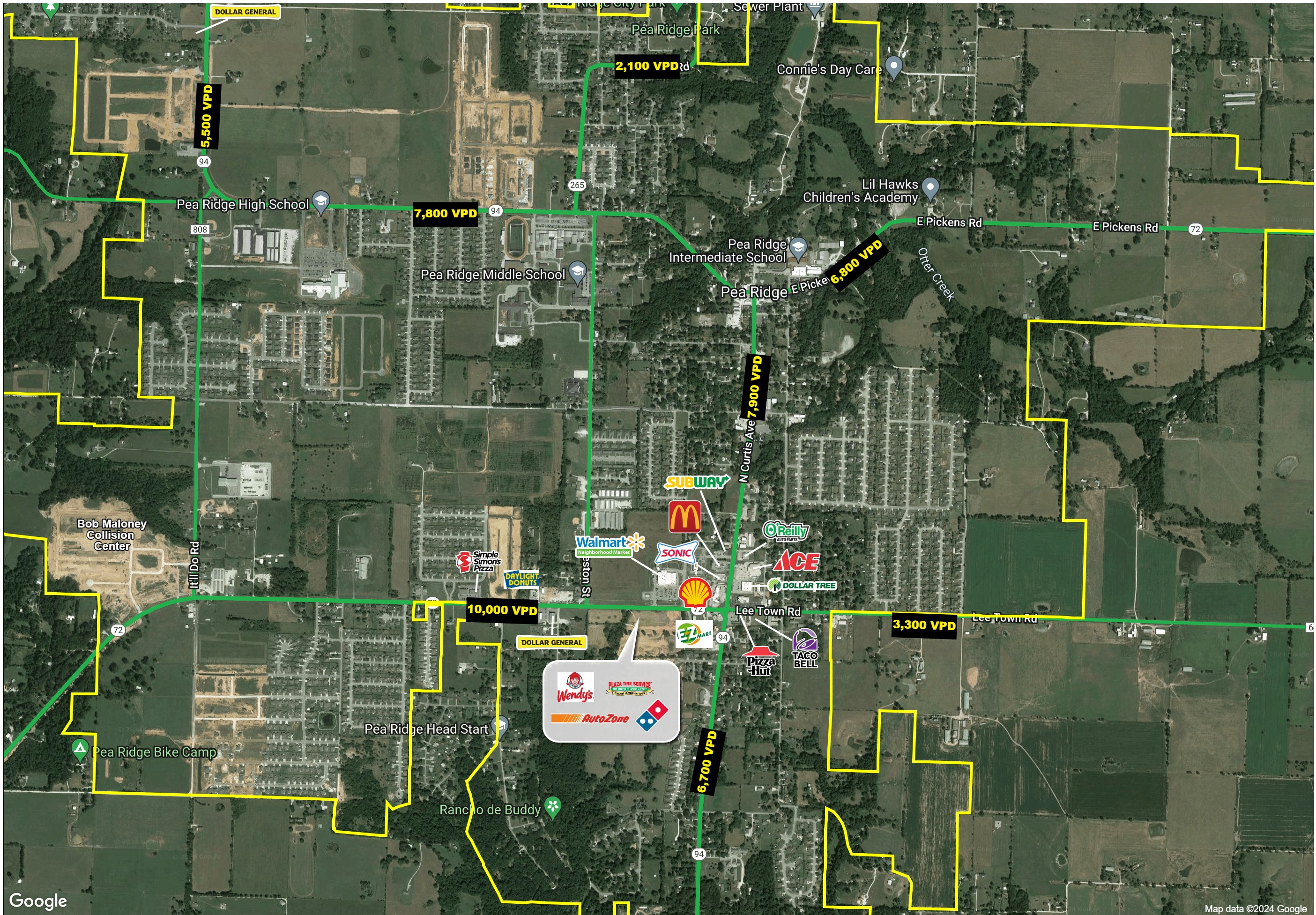


Restaurants



Building Material & Garden



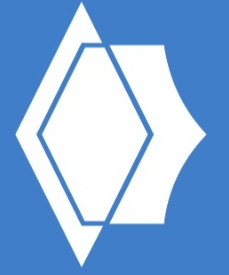


Google

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PEA RIDGE, ARKANSAS

Major Retail & Restaurants

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Lat: 36.446201 Long: -94.11818 Zoom: 15