



2026 TRADE AREA & INVESTMENT PROFILE

Pea Ridge, Arkansas

11,233 2025 POPULATION ESTIMATE	+69.9% GROWTH SINCE 2020 EST. BASE	\$95,521 MEDIAN HOUSEHOLD INCOME
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Growing population. Strong households. Unmet demand. Regional access.

A retailer- and developer-facing overview of Pea Ridge's consumer market, growth trajectory, existing trade-area benchmarks, and investment opportunities.

Prepared for business recruitment and economic development conversations.

The Pea Ridge Investment Story

Pea Ridge is an emerging consumer market in Northwest Arkansas. The city has grown from 4,794 residents in 2010 to 6,559 in the 2020 Census and an estimated 11,233 residents in 2025. That represents roughly 134% growth from 2010 to the latest estimate.

4,794 2010 CENSUS	6,559 2020 CENSUS	11,233 2025 ESTIMATE	31.5% POPULATION UNDER 18
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Why that matters to business

A growing base of households creates new demand for restaurants, groceries, healthcare, entertainment, personal services, home improvement, and everyday retail. Pea Ridge also benefits from proximity to the broader Northwest Arkansas economy, giving businesses access to customers and workers beyond the municipal boundary.

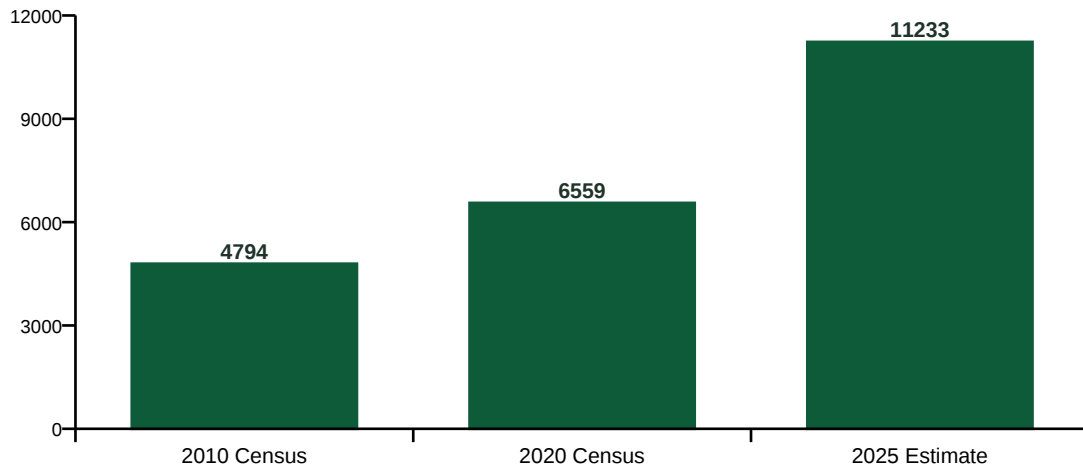
Key household indicators

Indicator	Latest figure
Median household income	\$95,521
Owner-occupied housing rate	78.2%
Median owner-occupied home value	\$297,500
Persons per household	2.78
Mean travel time to work	22.3 minutes
Persons in poverty	3.2%

Source: U.S. Census Bureau QuickFacts, Pea Ridge city, Arkansas. Population estimate is July 1, 2025; household, income, housing, age, and commuting indicators are 2020-2024 estimates.

A Growth Story Businesses Should Notice

Pea Ridge's current population is substantially larger than the figures many corporate real-estate databases may still associate with the city. For recruitment, the city should lead with the latest estimate and immediately connect it to the broader trade area.



Recruitment takeaway: Pea Ridge should not be marketed as simply an 11,000-person municipality. The stronger story is a fast-growing city with a larger surrounding consumer market and direct access to Northwest Arkansas.

Recommended message

“Pea Ridge is growing - and opportunity is growing with us. Our population, household strength, family demographics, and unmet consumer demand create a compelling case for investment now.”

Trade Area: Existing Benchmark

The City's 2023 Retail Strategies market guide provides a useful baseline for understanding Pea Ridge's reach beyond the city limits. These are 2022 demographic estimates and should be refreshed before they are labeled as 2026 market figures.

Geography	Population	Households	Median HH Income	Daytime Pop.
3-mile radius	10,359	3,679	\$75,740	6,500
5-mile radius	23,115	8,365	\$77,127	16,449
10-mile radius	154,707	58,514	\$71,870	163,985
5-minute drive	5,689	2,100	\$77,600	4,659
10-minute drive	16,163	5,781	\$77,172	14,061
15-minute drive	55,632	20,918	\$66,409	70,967

28,967 CUSTOM TRADE AREA POP.	\$69,184 CTA MEDIAN HH INCOME	16,866 CTA DAYTIME POP.	9.7% CTA GROWTH RATE
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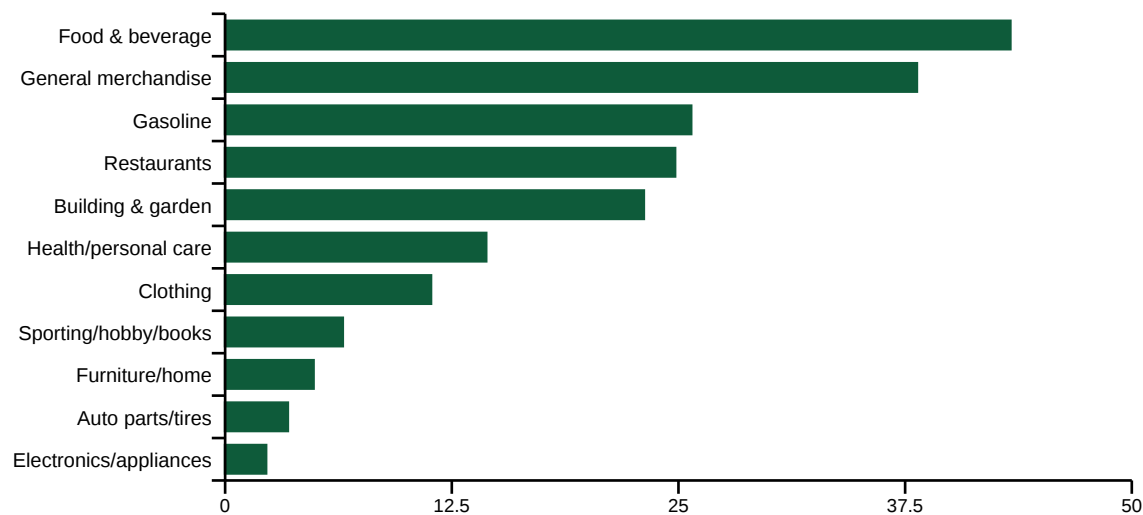
Best practice for 2026 business recruitment

Lead with drive-time geographies rather than only radius rings. For restaurant and retail site selection, a 5-, 10-, 15-, and 20-minute drive-time framework better reflects how customers actually reach a site. Pair those rings with population, household income, daytime population, five-year growth, consumer expenditures, traffic counts, and retail leakage.

Source: City of Pea Ridge / Retail Strategies, 2023 Market Guide (2022 estimates).

Retail Leakage: Demand Leaving the Market

The 2023 market guide identified approximately **\$192.2 million** in retail leakage within the custom trade area. Leakage does not guarantee that every category can support a new store, but it is a powerful indicator of spending that local businesses may be able to capture.



Top opportunity categories: Grocery and food retail, general merchandise, restaurants, building materials and garden, health and personal care, and family-oriented retail/services.

Source: City of Pea Ridge / Retail Strategies, 2023 Market Guide. Dollar amounts shown in millions and reflect 2022-era market estimates.

Priority Business Recruitment Targets

Priority	Target	Examples	Why Pea Ridge
1	Restaurants & dining	Family dining, fast-casual, breakfast/brunch, coffee, pizza, barbecue, Mexican, dessert and regional concepts.	Growing families + substantial foodservice leakage.
2	Grocery & everyday retail	Neighborhood grocery, specialty grocery, pharmacy, household goods and general merchandise.	Strong daily-use demand and leakage.
3	Family entertainment	Indoor recreation, sports training, fitness, youth entertainment and outdoor recreation businesses.	31.5% of residents are under 18.
4	Healthcare & personal services	Urgent care, dental, therapy, pharmacy, veterinary, childcare and personal care.	Rapid household growth creates service demand.
5	Home & building services	Hardware, home improvement, lawn and garden, furnishings and contractor-support businesses.	Residential growth + building-material leakage.

Recruit intentionally

The strongest recruitment strategy is not simply “more commercial.” It is to identify concepts that meet local demand, fit available sites, strengthen quality of life, and add destinations that keep more resident spending in Pea Ridge.

What Site Selectors Need to See

A strong city profile gets attention. A site-ready data package helps close the deal. For each priority development site - especially along Highway 72 and Highway 94 - the City should maintain a concise fact sheet with the following information.

Category	Information to provide
Market	5/10/15/20-minute population, households, income, growth, daytime population
Traffic	Current average daily traffic counts and major intersection movements
Site	Acreage, parcel map, ownership/contact, asking price if available, frontage and access
Utilities	Water, sewer, electric, gas, broadband capacity and extension requirements
Entitlements	Current zoning, future land use designation, permitted uses and approval timeline
Consumer demand	Retail leakage, consumer expenditures and competitive inventory
Development context	Nearby rooftops, subdivisions, schools, parks, trails and major civic projects
Incentives	Available local, state or utility incentives and development assistance
Contacts	One clear City point of contact for development questions and follow-up

Goal: Make it easy for a business prospect to answer three questions quickly: “Is the market there?”, “Can this site work?”, and “Will the City help us move efficiently through the process?”

Why Pea Ridge?

11,233 2025 POPULATION	69.9% GROWTH SINCE 2020 BASE	\$95,521 MEDIAN HH INCOME	31.5% UNDER AGE 18
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Fast-growing customer base.

Pea Ridge has added thousands of residents in only a few years, expanding the local customer base and creating new demand.

Strong household economics.

Median household income is above \$95,000, supporting a range of consumer-oriented businesses and services.

Young, family-oriented community.

Nearly one-third of residents are under age 18, reinforcing demand for dining, recreation, healthcare, childcare and family amenities.

Demonstrated unmet demand.

The prior market analysis identified significant spending leakage across grocery, general merchandise, restaurants and other categories.

Northwest Arkansas access.

Investment in Pea Ridge connects a local growth story to a much larger regional economy and workforce.

City advocacy.

Pea Ridge can compete by actively recruiting businesses, providing clear development information and building long-term relationships with investors.

INVEST IN PEA RIDGE

Northwest Arkansas opportunity with a hometown identity

Pea Ridge is growing - and opportunity is growing with us.

With more than 11,000 residents, nearly 70% growth since the 2020 estimates base, strong household incomes, a young and growing population, and significant unmet retail demand, Pea Ridge represents an emerging investment opportunity in Northwest Arkansas.

Our residents are already spending money on restaurants, shopping, entertainment, healthcare and services. Too often, they must leave Pea Ridge to do it.

We are looking for businesses ready to capture that demand and grow alongside our community.

Pea Ridge is ready for investment.



City of Pea Ridge, Arkansas
Business Recruitment & Economic Development
Mayor Nathan See

Sources & methodology note: Current city population and household indicators are from U.S. Census Bureau QuickFacts. Trade-area, daytime population, and retail-gap figures are from the City of Pea Ridge 2023 Retail Strategies Market Guide and reflect 2022-era estimates. Those trade-area figures should be refreshed with a current demographic provider before being represented as 2026 site-specific market data.