



City of Needles, California Retail Market Opportunities



The City of Needles is located in San Bernardino County, Southern California and serves as the gateway to the Colorado River along the California/Arizona/Nevada borders. There is substantial economic opportunity for businesses seeking access to the local and regional population as well as over 5.5+ annual million tourist and 4.5+ million vehicles that travel through the community on Interstate 40.

Population

	City of Needles	River Region*
Current (2013-14)	4,909	120,783
Five Year Projection (2018-19)	4,961	125,538

Ethnicity**

	City of Needles	River Region*
Caucasian	73.74%	85.58%
Hispanic	22.69%	17.67%
African American	2.00%	1.17%
Native American	9.47%	1.44%

Age Distribution

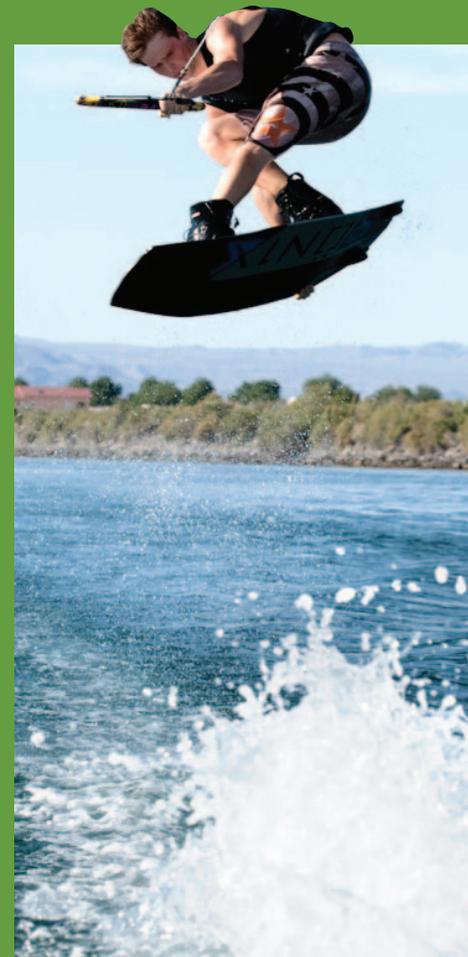
	City of Needles	River Region*
0-17	26.25%	18.65%
18-24	9.02%	7.17%
25-34	11.10%	8.96%
35-44	10.02%	9.39%
45-54	13.12%	12.89%
55+	30.48%	42.95%
Median Age	38.6	49.5

Educational Achievement (Adults 25+)

	City of Needles	River Region*
High School or GED	35.38%	33.27%
Some College	29.59%	32.19%
Associates Degree	4.72%	6.50%
Bachelor's Degree	6.14%	8.97%
Master's+	2.58%	4.78%

Income

	City of Needles	River Region*
Average Household Income	\$47,300	\$43,994
Median Household Income	\$29,852	\$33,446
Homeownership Rate	53.28%	65.45%
Number of Households	1,950	33,913
Average Household Size	2.51	2.30



*River Region includes the communities of Needles, Bullhead City, Fort Mohave, Laughlin and Lake Havasu.

**Ethnicity equals over 100% as Census Bureau counts some persons as more than one ethnicity.

Retail Opportunities (Estimated 2013 consumer demand)

Retail demand figures do not include 5.5+ million regional tourists and 4.5+ million vehicles traveling on I-40 annually.

Retail Category	City of Needles	River Region*
Total Retail Demand	\$65.28 MM	\$1.71 Billion
Motor Vehicle Sales	\$6.91 MM	\$212.44 MM
Automotive Parts	\$.86 MM	\$23.48 MM
Home Furnishings	\$1.34 MM	\$18.29 MM
Electronics	\$1.15 MM	\$30.49 MM
Building Materials	\$6.05 MM	\$167.08 MM
Grocery Stores	\$10.08 MM	\$228.13 MM
Speciality Foods	\$.75 MM	\$19.39 MM
Pharmacies & Drug (w/HABA)	\$3.89 MM	\$110.66 MM
Gasoline Stations	\$7.17 MM	\$184.99 MM
Clothing	\$3.02 MM	\$71.31 MM
Sporting Goods	\$1.31 MM	\$34.70 MM
Office Supplies	\$.53 MM	\$7.32 MM
Full-Service Restaurants	\$3.17 MM	\$82.69 MM
Limited Service Restaurants	\$2.84 MM	\$73.88 MM



Traffic Counts Along Interstate 40

Location	Peak AADT	Average AADT	Annualized Avg. AADT
I-40 & I-95 North	11,900	10,400	3.796 MM
I-40 & Park Road	15,100	13,600	4.964 MM
I-40 & River Road	12,400	11,200	4.526 MM
I-40 & J Street	12,700	11,400	4.161 MM
I-40 & I-95 South	15,400	13,900	5.074 MM

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