

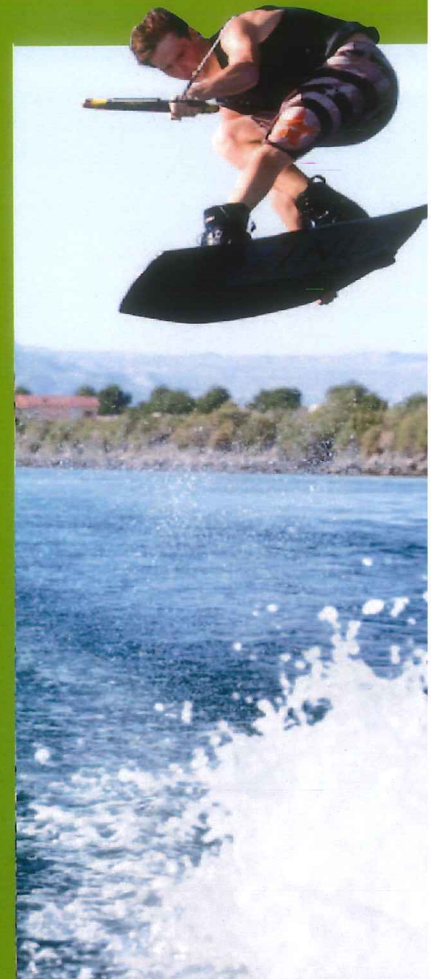
2019 City of Needles, California Retail Market Opportunities

**Median Household Income Increased
\$7,500+ In One Year!**



The City of Needles is located in San Bernardino County in Southern California and serves as the gateway to the Colorado River along the California/Arizona/Nevada borders. Economic opportunity exists for companies seeking access to local population (5,200), regional population (142,000), tourism/visitors to the area (5.5 million annually) and 5.6 million vehicles annually traveling on Interstate 40 through the middle of the City of Needles.

Population	City of Needles	River Region*
Current (2019)	5,183	142,076
Five Year Projection (2019-2024)	7,058	147,687
Ethnicity		
Caucasian	70.97%	83.89%
Hispanic	23.93%	18.48%
African American	2.25%	1.29%
Native American	10.32%	2.19%
Age Distribution		
0 - 17	25.96%	15.95%
18 - 24	8.39%	6.44%
25 - 34	12.31%	9.58%
35 - 44	10.67%	8.89%
45 - 54	10.01%	10.63%
55+	32.66%	48.51%
Median Age	38.0	53.8
Educational Achievement (Adults 25+)		
High School or Greater	83.08%	85.53%
High School or GED	38.40%	36.24%
Some College	29.88%	29.08%
Associates Degree	5.89%	8.16%
Bachelor's Degree	4.80%	7.84%
Master's +	4.11%	4.21%
Income		
Average Household Income	\$49,931	\$60,070
Median Household Income	\$39,022	\$44,944
Homeownership Rate	53.44%	67.02%
Number of Households	1,931	62,553
Average Household Size	2.68	2.27



NOTES:

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

Tourism Counts

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