

2024 City of Needles, California Retail Market Opportunities



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 (6,100), regional population (144,000), tourism/visitors to the area (5.5 million annually) and 8.4 million vehicles annually traveling on Interstate 40 through the middle of the City of Needles.



FOR MORE INFORMATION OR PROJECT DEVELOPMENT ASSISTANCE, PLEASE CONTACT:

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CATEGORY	CITY OF NEEDLES	RIVER REGION*
Population		
Current (2024):	6,093	144,174
Five Year Projection (2024-29):	6,170	149,147
Ethnicity		
Caucasian:	64.15%	76.31%
Hispanic:	28.29%	19.36%
African American:	2.53%	1.37%
Native American:	11.86%	2.23%
Age Distribution		
0-17:	21.01%	14.47%
18-24:	8.53%	6.13%
25-34:	9.39%	8.07%
35-44:	10.54%	8.50%
45-54:	11.01%	9.10%
55+:	39.50%	53.73%
Median Age:	45.5	57.68
Educational Achievement (Highest Level of Achievement Follows HS or Greater: Adults 25+)		
High School or Greater:	81.86%	87.63%
High School or GED:	37.47%	35.06%
Some College:	26.60%	28.65%
Associates Degree:	5.75%	9.33%
Bachelor's, Master's Prof. or PhD Degree:	12.04%	14.60%
Income		
Average Household Income:	\$64,416	\$73,909
Median Household Income:	\$40,022	\$52,532
Homeownership Rate:	51.96%	68.92%
Median Home Value	\$142,888	\$327,558
Number of Households:	2,142	65,683
Average Household Size:	2.39	2.18

Notes:

Ethnicity equals over 100% as Census Bureau counts some persons as more than one ethnicity
*River Region includes the communities of Needles, Bullhead City, Fort Mohave, Laughlin and Lake Havasu

RETAIL OPPORTUNITIES (ESTIMATED 2024 CONSUMER DEMAND)

Demand figures DO NOT include demand from Tourist: 5.5+ million/year & I-40 Vehicles: 8.4 million/year

RETAIL CATEGORY	CITY OF NEEDLES		RIVER REGION	
	(2024)	(2029)	(2024)	(2029)
Annualized Demand Increase	2.25%		2.19%	
Total Retail Demand	\$95.20 MM	\$106.40 MM	\$ 3.31 Billion	\$ 3.69 Billion
Motor Vehicle Sales	\$15.96 MM	\$ 19.74 MM	\$549.55 MM	\$670.50 MM
Automotive Parts	\$ 1.70 MM	\$ 1.71 MM	\$ 60.16 MM	\$ 60.26 MM
Home Furnishings	\$ 1.80 MM	\$ 2.03 MM	\$ 66.82 MM	\$ 74.48 MM
Electronics	\$ 1.36 MM	\$ 1.45 MM	\$ 47.31 MM	\$ 51.16 MM
Building Materials	\$ 5.76 MM	\$ 6.54 MM	\$209.89 MM	\$234.21 MM
Grocery (Food) Stores	\$11.52 MM	\$ 12.90 MM	\$384.95 MM	\$439.26 MM
Pharmacies & Drug (w/HABA)	\$ 5.03 MM	\$ 5.49 MM	\$175.30 MM	\$191.09 MM
Gasoline Stations	\$ 5.65 MM	\$ 6.12 MM	\$186.02 MM	\$206.86 MM
Clothing	\$ 3.77 MM	\$ 3.74 MM	\$129.49 MM	\$133.31 MM
Sporting Goods	\$ 1.47 MM	\$ 1.60 MM	\$ 51.00 MM	\$ 56.20 MM
Office Supplies	\$.39 MM	\$.40 MM	\$ 13.88 MM	\$ 14.51 MM
Full-Service Restaurants	\$ 5.34 MM	\$ 5.87 MM	\$185.66 MM	\$202.01 MM
QSR/Limited Serve Restaurants	\$ 4.42 MM	\$ 4.88 MM	\$152.97 MM	\$165.82 MM

Traffic Counts from Interstate 40 (Measured) (2022)

LOCATION	AHEAD PEAK MADT	ANNUALIZED AVERAGE AADT
I-40 & I-95 North	22,400	8.81 MM
I-40 & Park Road	18,500	6.76 MM
I-40 & River Road	18,800	6.86 MM
I-40 & J Street	23,100	8.43 MM
I-40 & I-95 South	18,500	6.75 MM

Mobility Data (Mobile Phone Tracking to Specific Locations)

LOCATION	TOTAL MONTHLY	TOTAL ANNUAL (TRAILING 12 MONTHS)
AutoZone	4,076	48,916
Best Western	6,960	83,522
Carl's Jr.	16,148	193,777
Chevron	23,876	286,516
Dollar General	7,081	84,974
Hampton Inn & Suites	2,553	30,637
Jack in the Box	25,526	306,310
McDonald's	37,858	454,292
Motel 6	7,001	84,015
Napa Auto Parts	1,733	20,793
Quality Inn	7,900	94,801
Subway/Shell	21,094	253,129

*Population of Needles reflects 400 RV/Motor Home & 560 in Hotels/Motels Visitors (Full-Time Equivalent)

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

Sources: US Census Bureau, Claritas, CA Dept. of Finance, American Community Survey, Caltrans, AlphaMap



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