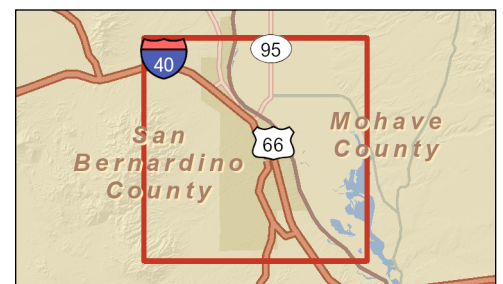
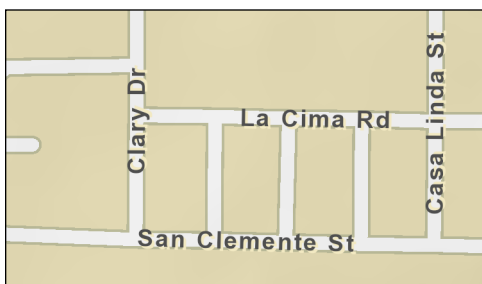
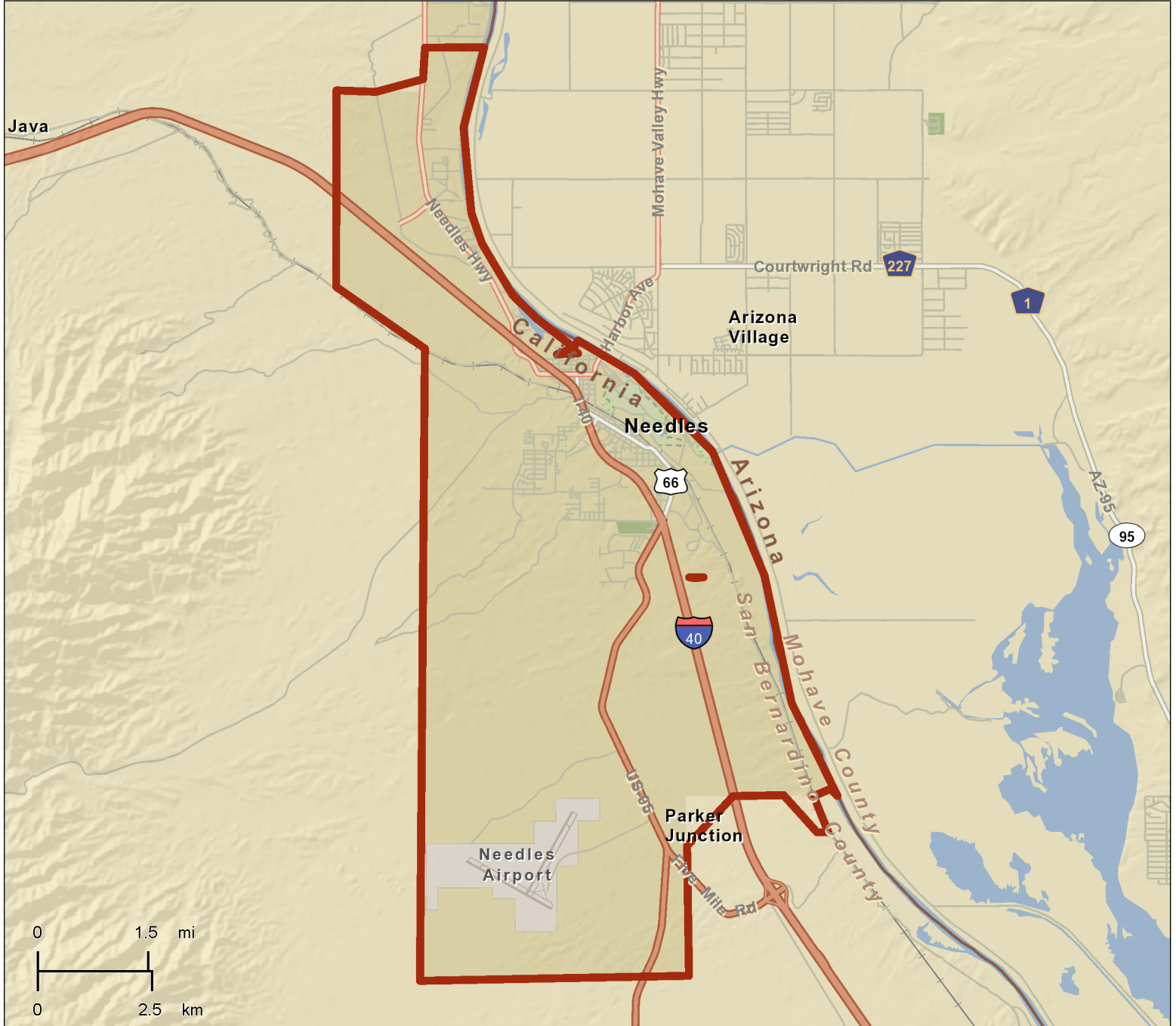


## Site Map

Needles City, CA\_2  
Place: Needles City-CA  
Standard Geography

Needles 2013



April 19, 2013

## Executive Summary

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

Needles city, CA (0650734...

### Population

2000 Population	4,912
2010 Population	4,844
2012 Population	4,954
2017 Population	5,234
2000-2010 Annual Rate	-0.14%
2010-2012 Annual Rate	1.00%
2012-2017 Annual Rate	1.11%
2012 Male Population	50.5%
2012 Female Population	49.5%
2012 Median Age	40.1

In the identified area, the current year population is 4,954. In 2010, the Census count in the area was 4,844. The rate of change since 2010 was 1.00% annually. The five-year projection for the population in the area is 5,234 representing a change of 1.11% annually from 2012 to 2017. Currently, the population is 50.5% male and 49.5% female.

### Median Age

The median age in this area is 40.1, compared to U.S. median age of 37.3.

### Race and Ethnicity

2012 White Alone	73.2%
2012 Black Alone	1.9%
2012 American Indian/Alaska Native Alone	9.6%
2012 Asian Alone	0.7%
2012 Pacific Islander Alone	0.2%
2012 Other Race	7.3%
2012 Two or More Races	7.0%
2012 Hispanic Origin (Any Race)	23.0%

Persons of Hispanic origin represent 23.0% of the population in the identified area compared to 16.9% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 64.8 in the identified area, compared to 61.4 for the U.S. as a whole.

### Households

2000 Households	1,989
2010 Households	1,918
2012 Total Households	1,975
2017 Total Households	2,066
2000-2010 Annual Rate	-0.36%
2010-2012 Annual Rate	1.31%
2012-2017 Annual Rate	0.90%
2012 Average Household Size	2.51

The household count in this area has changed from 1,918 in 2010 to 1,975 in the current year, a change of 1.31% annually. The five-year projection of households is 2,066, a change of 0.90% annually from the current year total. Average household size is currently 2.51, compared to 2.52 in the year 2010. The number of families in the current year is 1,238 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

April 19, 2013

Made with Esri Business Analyst

## Executive Summary

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

Needles city, CA (0650734...

### Median Household Income

2012 Median Household Income	\$35,887
2017 Median Household Income	\$40,025
2012-2017 Annual Rate	2.21%

### Average Household Income

2012 Average Household Income	\$49,480
2017 Average Household Income	\$56,433
2012-2017 Annual Rate	2.66%

### Per Capita Income

2012 Per Capita Income	\$19,751
2017 Per Capita Income	\$22,297
2012-2017 Annual Rate	2.45%

### Households by Income

Current median household income is \$35,887 in the area, compared to \$50,157 for all U.S. households. Median household income is projected to be \$40,025 in five years, compared to \$56,895 for all U.S. households

Current average household income is \$49,480 in this area, compared to \$68,162 for all U.S. households. Average household income is projected to be \$56,433 in five years, compared to \$77,137 for all U.S. households

Current per capita income is \$19,751 in the area, compared to the U.S. per capita income of \$26,409. The per capita income is projected to be \$22,297 in five years, compared to \$29,882 for all U.S. households

### Housing

2000 Total Housing Units	2,604
2000 Owner Occupied Housing Units	1,158
2000 Owner Occupied Housing Units	831
2000 Vacant Housing Units	615
2010 Total Housing Units	2,895
2010 Owner Occupied Housing Units	1,015
2010 Renter Occupied Housing Units	903
2010 Vacant Housing Units	977
2012 Total Housing Units	2,942
2012 Owner Occupied Housing Units	1,009
2012 Renter Occupied Housing Units	966
2012 Vacant Housing Units	967
2017 Total Housing Units	3,075
2017 Owner Occupied Housing Units	1,091
2017 Renter Occupied Housing Units	975
2017 Vacant Housing Units	1,009

Currently, 34.3% of the 2,942 housing units in the area are owner occupied; 32.8%, renter occupied; and 32.9% are vacant. Currently, in the U.S., 56.5% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 11.4% are vacant. In 2010, there were 2,895 housing units in the area - 35.1% owner occupied, 31.2% renter occupied, and 33.7% vacant. The annual rate of change in housing units since 2010 is 0.72%. Median home value in the area is \$85,809, compared to a median home value of \$167,749 for the U.S. In five years, median value is projected to change by 1.47% annually to \$92,303.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

April 19, 2013

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## Census 2010 Summary Profile

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

	2000	2010	2000-2010 Annual Rate
Population	4,912	4,844	-0.14%
Households	1,989	1,918	-0.36%
Housing Units	2,604	2,895	1.07%
<b>Population by Race</b>			
Total		4,844	100.0%
Population Reporting One Race		4,530	93.5%
White		3,669	75.7%
Black		95	2.0%
American Indian		399	8.2%
Asian		35	0.7%
Pacific Islander		9	0.2%
Some Other Race		323	6.7%
Population Reporting Two or More Races		314	6.5%
Total Hispanic Population		1,083	22.4%
<b>Population by Sex</b>			
Male		2,441	50.4%
Female		2,403	49.6%
<b>Population by Age</b>			
Total		4,844	100.0%
Age 0 - 4		377	7.8%
Age 5 - 9		353	7.3%
Age 10 - 14		321	6.6%
Age 15 - 19		373	7.7%
Age 20 - 24		260	5.4%
Age 25 - 29		273	5.6%
Age 30 - 34		279	5.8%
Age 35 - 39		220	4.5%
Age 40 - 44		266	5.5%
Age 45 - 49		343	7.1%
Age 50 - 54		362	7.5%
Age 55 - 59		335	6.9%
Age 60 - 64		317	6.5%
Age 65 - 69		259	5.3%
Age 70 - 74		197	4.1%
Age 75 - 79		126	2.6%
Age 80 - 84		106	2.2%
Age 85+		77	1.6%
Age 18+		3,561	73.5%
Age 65+		765	15.8%
<b>Median Age by Sex and Race/Hispanic Origin</b>			
Total Population		39.2	
Male		36.9	
Female		41.1	
White Alone		43.3	
Black Alone		45.6	
American Indian Alone		27.5	
Asian Alone		43.2	
Pacific Islander Alone		32.5	
Some Other Race Alone		32.5	
Two or More Races		17.5	
Hispanic Population		27.9	

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

## Census 2010 Summary Profile

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

### Households by Type

Total	1,918	100.0%
Households with 1 Person	588	30.7%
Households with 2+ People	1,330	69.3%
Family Households	1,202	62.7%
Husband-wife Families	712	37.1%
With Own Children	250	13.0%
Other Family (No Spouse Present)	490	25.5%
With Own Children	269	14.0%
Nonfamily Households	128	6.7%
All Households with Children	650	33.9%
Multigenerational Households	121	6.3%
Unmarried Partner Households	192	10.0%
Male-female	186	9.7%
Same-sex	6	0.3%
Average Household Size	2.52	

### Family Households by Size

Total	1,202	100.0%
2 People	506	42.1%
3 People	237	19.7%
4 People	247	20.5%
5 People	122	10.2%
6 People	51	4.2%
7+ People	39	3.2%
Average Family Size	3.12	

### Nonfamily Households by Size

Total	716	100.0%
1 Person	588	82.1%
2 People	102	14.2%
3 People	18	2.5%
4 People	3	0.4%
5 People	3	0.4%
6 People	1	0.1%
7+ People	1	0.1%
Average Nonfamily Size	1.24	

### Population by Relationship and Household Type

Total	4,844	100.0%
In Households	4,839	99.9%
In Family Households	3,953	81.6%
Householder	1,202	24.8%
Spouse	712	14.7%
Child	1,603	33.1%
Other relative	228	4.7%
Nonrelative	208	4.3%
In Nonfamily Households	886	18.3%
In Group Quarters	5	0.1%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	5	0.1%

**Data Note:** **Households with children** include any households with people under age 18, related or not. **Multigenerational households** are families with 3 or more parent-child relationships. **Unmarried partner households** are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. **Average family size** excludes nonrelatives.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.

April 19, 2013

## Census 2010 Summary Profile

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

### Family Households by Age of Householder

Total	1,202	100.0%
Householder Age 15 - 44	435	36.2%
Householder Age 45 - 54	255	21.2%
Householder Age 55 - 64	234	19.5%
Householder Age 65 - 74	183	15.2%
Householder Age 75+	95	7.9%

### Nonfamily Households by Age of Householder

Total	716	100.0%
Householder Age 15 - 44	148	20.7%
Householder Age 45 - 54	134	18.7%
Householder Age 55 - 64	173	24.2%
Householder Age 65 - 74	149	20.8%
Householder Age 75+	112	15.6%

### Households by Race of Householder

Total	1,918	100.0%
Householder is White Alone	1,540	80.3%
Householder is Black Alone	40	2.1%
Householder is American Indian Alone	125	6.5%
Householder is Asian Alone	15	0.8%
Householder is Pacific Islander Alone	3	0.2%
Householder is Some Other Race Alone	123	6.4%
Householder is Two or More Races	72	3.8%
Households with Hispanic Householder	349	18.2%

### Husband-wife Families by Race of Householder

Total	712	100.0%
Householder is White Alone	602	84.6%
Householder is Black Alone	16	2.2%
Householder is American Indian Alone	24	3.4%
Householder is Asian Alone	5	0.7%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	45	6.3%
Householder is Two or More Races	19	2.7%
Husband-wife Families with Hispanic Householder	139	19.5%

### Other Families (No Spouse) by Race of Householder

Total	490	100.0%
Householder is White Alone	342	69.8%
Householder is Black Alone	12	2.4%
Householder is American Indian Alone	65	13.3%
Householder is Asian Alone	5	1.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	36	7.3%
Householder is Two or More Races	30	6.1%
Other Families with Hispanic Householder	108	22.0%

### Nonfamily Households by Race of Householder

Total	716	100.0%
Householder is White Alone	596	83.2%
Householder is Black Alone	12	1.7%
Householder is American Indian Alone	36	5.0%
Householder is Asian Alone	5	0.7%
Householder is Pacific Islander Alone	2	0.3%
Householder is Some Other Race Alone	42	5.9%
Householder is Two or More Races	23	3.2%
Nonfamily Households with Hispanic Householder	102	14.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1.

April 19, 2013

## Census 2010 Summary Profile

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

### Total Housing Units by Occupancy

Total	2,895	100.0%
Occupied Housing Units	1,918	66.3%
Vacant Housing Units		
For Rent	189	6.5%
Rented, not Occupied	5	0.2%
For Sale Only	53	1.8%
Sold, not Occupied	6	0.2%
For Seasonal/Recreational/Occasional Use	539	18.6%
For Migrant Workers	0	0.0%
Other Vacant	185	6.4%
Total Vacancy Rate	33.7%	

### Households by Tenure and Mortgage Status

Total	1,918	100.0%
Owner Occupied	1,015	52.9%
Owned with a Mortgage/Loan	527	27.5%
Owned Free and Clear	488	25.4%
Average Household Size	2.54	
Renter Occupied	903	47.1%
Average Household Size	2.50	

### Owner-occupied Housing Units by Race of Householder

Total	1,015	100.0%
Householder is White Alone	844	83.2%
Householder is Black Alone	10	1.0%
Householder is American Indian Alone	61	6.0%
Householder is Asian Alone	7	0.7%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	64	6.3%
Householder is Two or More Races	28	2.8%
Owner-occupied Housing Units with Hispanic Householder	181	17.8%

### Renter-occupied Housing Units by Race of Householder

Total	903	100.0%
Householder is White Alone	696	77.1%
Householder is Black Alone	30	3.3%
Householder is American Indian Alone	64	7.1%
Householder is Asian Alone	8	0.9%
Householder is Pacific Islander Alone	2	0.2%
Householder is Some Other Race Alone	59	6.5%
Householder is Two or More Races	44	4.9%
Renter-occupied Housing Units with Hispanic Householder	168	18.6%

### Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.44
Householder is Black Alone	2.70
Householder is American Indian Alone	3.09
Householder is Asian Alone	2.07
Householder is Pacific Islander Alone	2.67
Householder is Some Other Race Alone	2.86
Householder is Two or More Races	2.67
Householder is Hispanic	2.81

Source: U.S. Census Bureau, Census 2010 Summary File 1.



## Demographic and Income Profile

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

Summary	Census 2010	2012	2017
Population	4,844	4,954	5,234
Households	1,918	1,975	2,066
Families	1,202	1,238	1,307
Average Household Size	2.52	2.51	2.53
Owner Occupied Housing Units	1,015	1,009	1,091
Renter Occupied Housing Units	903	966	975
Median Age	39.2	40.1	41.0
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	1.11%	0.67%	0.68%
Households	0.90%	0.66%	0.74%
Families	1.09%	0.81%	0.72%
Owner HHs	1.57%	1.03%	0.91%
Median Household Income	2.21%	3.35%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	552	27.9%	560	27.1%
\$15,000 - \$24,999	253	12.8%	232	11.2%
\$25,000 - \$34,999	163	8.3%	153	7.4%
\$35,000 - \$49,999	245	12.4%	219	10.6%
\$50,000 - \$74,999	368	18.6%	357	17.3%
\$75,000 - \$99,999	180	9.1%	265	12.8%
\$100,000 - \$149,999	138	7.0%	179	8.7%
\$150,000 - \$199,999	42	2.1%	58	2.8%
\$200,000+	34	1.7%	43	2.1%

Median Household Income	\$35,887	\$40,025
Average Household Income	\$49,480	\$56,433
Per Capita Income	\$19,751	\$22,297

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	377	7.8%	381	7.7%	397	7.6%
5 - 9	353	7.3%	359	7.2%	375	7.2%
10 - 14	321	6.6%	316	6.4%	334	6.4%
15 - 19	373	7.7%	360	7.3%	360	6.9%
20 - 24	260	5.4%	276	5.6%	267	5.1%
25 - 34	552	11.4%	563	11.4%	594	11.4%
35 - 44	486	10.0%	480	9.7%	489	9.3%
45 - 54	705	14.6%	704	14.2%	682	13.0%
55 - 64	652	13.5%	702	14.2%	766	14.6%
65 - 74	456	9.4%	507	10.2%	637	12.2%
75 - 84	232	4.8%	228	4.6%	246	4.7%
85+	77	1.6%	78	1.6%	85	1.6%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,669	75.7%	3,627	73.2%	3,677	70.3%
Black Alone	95	2.0%	96	1.9%	106	2.0%
American Indian Alone	399	8.2%	475	9.6%	525	10.0%
Asian Alone	35	0.7%	35	0.7%	43	0.8%
Pacific Islander Alone	9	0.2%	8	0.2%	10	0.2%
Some Other Race Alone	323	6.7%	363	7.3%	441	8.4%
Two or More Races	314	6.5%	349	7.0%	431	8.2%

Hispanic Origin (Any Race)	1,083	22.4%	1,140	23.0%	1,400	26.7%
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**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

April 19, 2013

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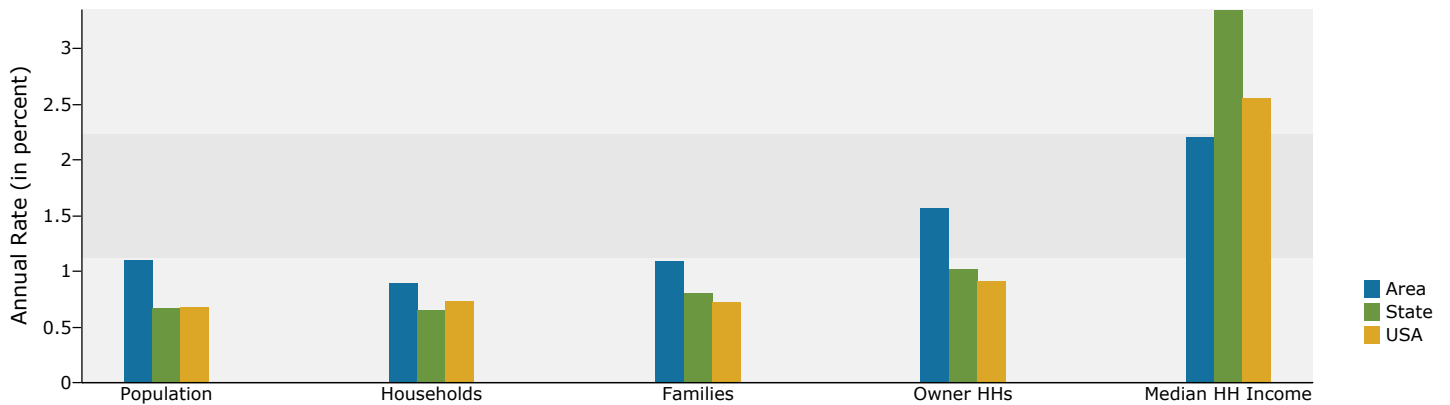


## Demographic and Income Profile

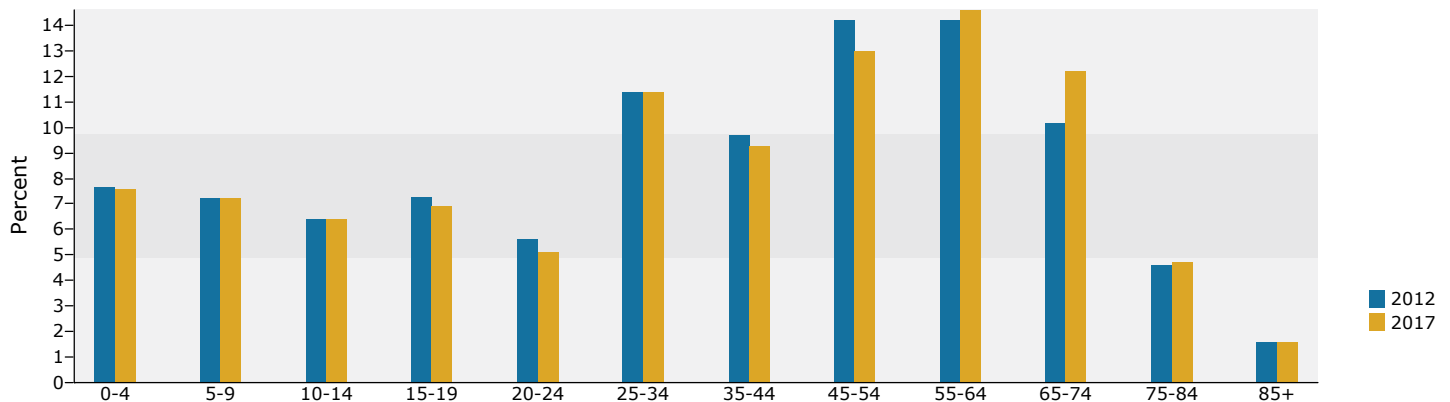
Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

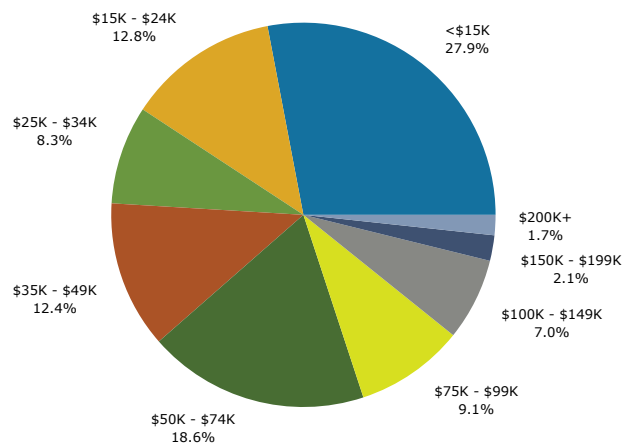
### Trends 2012-2017



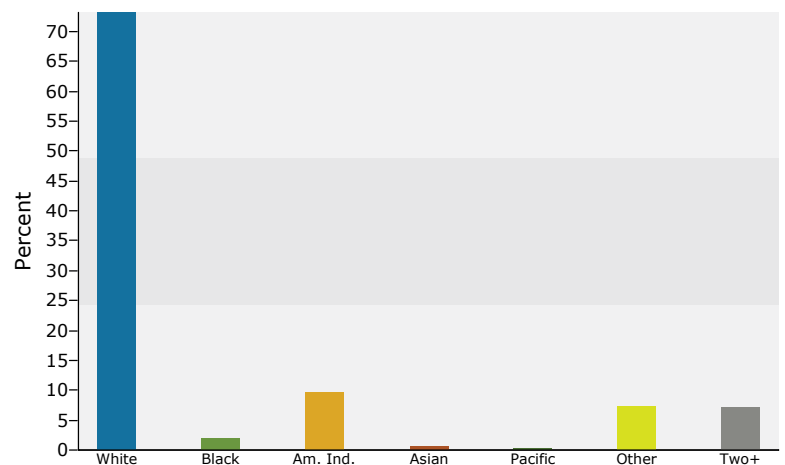
### Population by Age



### 2012 Household Income



### 2012 Population by Race



2012 Percent Hispanic Origin: 23.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

April 19, 2013

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## Disposable Income Profile

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

	Census 2010	2012	2017	2012-2017 Change	2012-2017 Annual Rate
Population	4,844	4,954	5,234	280	1.11%
Median Age	39.2	40.1	41.0	0.9	0.44%
Households	1,918	1,975	2,066	91	0.90%
Average Household Size	2.52	2.51	2.53	0.02	0.16%

2012 Households by Disposable Income			Number	Percent
Total			1,974	100.0%
<\$15,000			597	30.2%
\$15,000-\$24,999			261	13.2%
\$25,000-\$34,999			216	10.9%
\$35,000-\$49,999			316	16.0%
\$50,000-\$74,999			351	17.8%
\$75,000-\$99,999			122	6.2%
\$100,000-\$149,999			85	4.3%
\$150,000-\$199,999			21	1.1%
\$200,000+			5	0.3%
Median Disposable Income			\$30,296	
Average Disposable Income			\$39,619	

2012 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	91	243	251	381	437	367	206
<\$15,000	32	59	66	97	146	124	75
\$15,000-\$24,999	3	27	22	30	43	79	56
\$25,000-\$34,999	19	33	21	33	37	57	17
\$35,000-\$49,999	20	49	42	66	64	54	21
\$50,000-\$74,999	13	53	57	84	81	35	28
\$75,000-\$99,999	3	15	26	33	29	9	7
\$100,000-\$149,999	1	6	13	28	29	8	0
\$150,000-\$199,999	0	1	4	7	7	1	1
\$200,000+	0	0	0	3	1	0	1
Median Disposable Income	\$29,591	\$35,509	\$39,686	\$40,637	\$32,545	\$21,605	\$18,696
Average Disposable Income	\$32,088	\$39,527	\$45,867	\$49,916	\$42,554	\$29,060	\$28,966

**Data Note:** Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

April 19, 2013

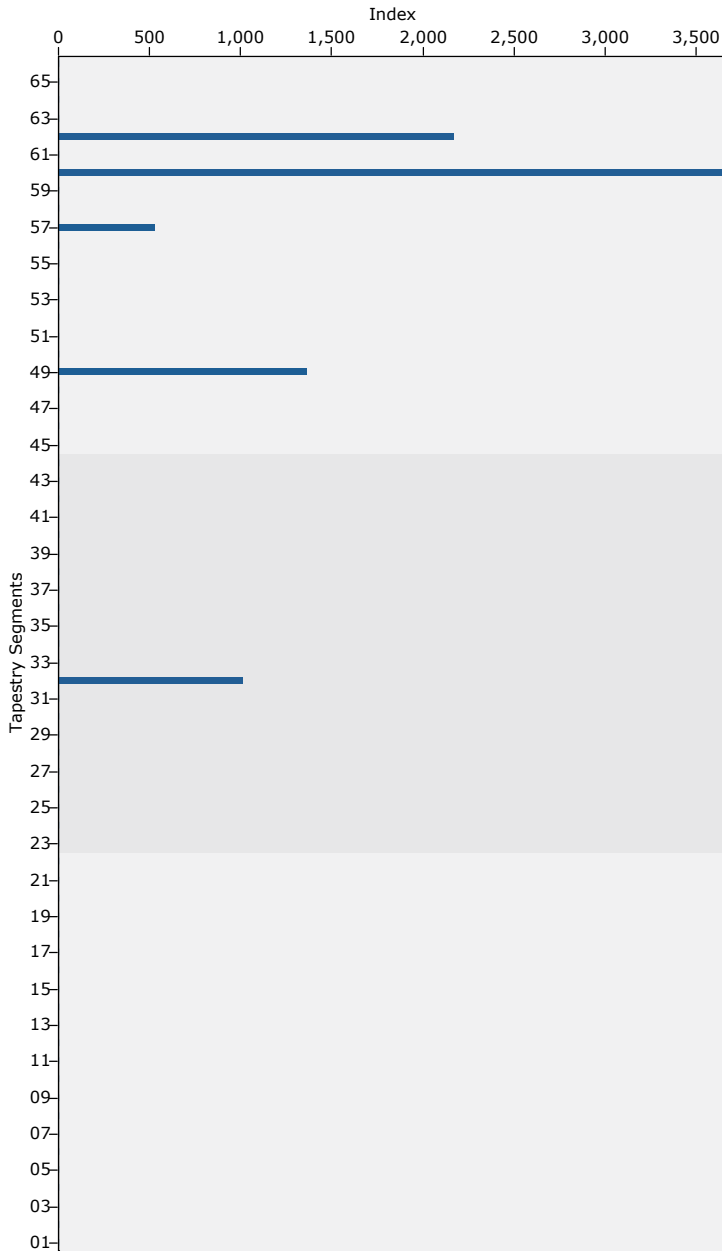


## Tapestry Segmentation Area Profile

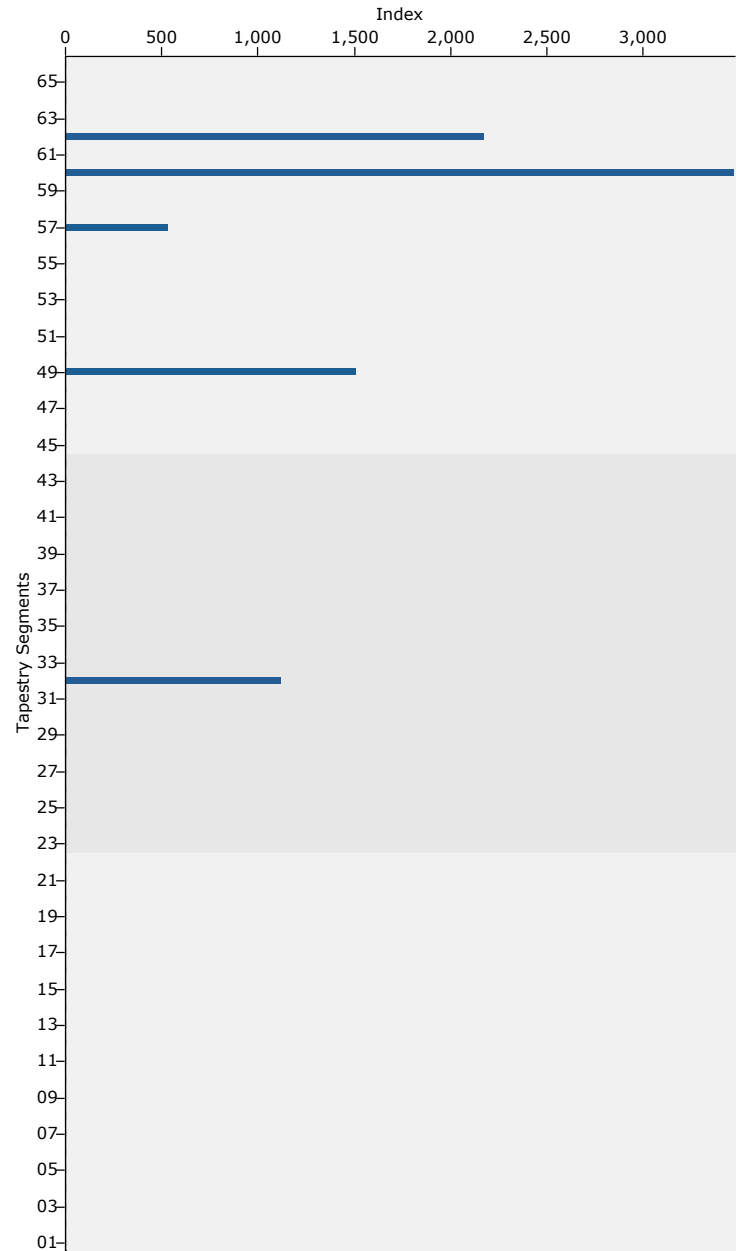
Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

Tapestry Indexes by Households



Tapestry Indexes by Population



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

April 19, 2013

Made with Esri Business Analyst

## Tapestry Segmentation Area Profile

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	1,935	100.0%		4,888	100.0%	
<b>L1. High Society</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
<b>L2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
<b>L3. Metropolis</b>	<b>392</b>	<b>20.3%</b>	<b>380</b>	<b>987</b>	<b>20.2%</b>	<b>384</b>
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitanans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	392	20.3%	2179	987	20.2%	2184
<b>L4. Solo Acts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	<b>450</b>	<b>23.3%</b>	<b>184</b>	<b>1,031</b>	<b>21.1%</b>	<b>198</b>
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	305	15.8%	1372	725	14.8%	1518
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	145	7.5%	537	306	6.3%	536
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

April 19, 2013

Made with Esri Business Analyst

## Tapestry Segmentation Area Profile

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	1,935	100.0%		4,888	100.0%	
<b>L7. High Hopes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
<b>L8. Global Roots</b>	<b>615</b>	<b>31.8%</b>	<b>382</b>	<b>1,575</b>	<b>32.2%</b>	<b>327</b>
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	615	31.8%	3675	1,575	32.2%	3478
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
<b>L10. Traditional Living</b>	<b>478</b>	<b>24.7%</b>	<b>306</b>	<b>1,295</b>	<b>26.5%</b>	<b>344</b>
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	478	24.7%	1016	1,295	26.5%	1125
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
<b>L12. American Quilt</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

April 19, 2013

Made with Esri Business Analyst

## Tapestry Segmentation Area Profile

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	1,935	100.0%		4,888	100.0%	
<b>U1. Principal Urban Centers I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>U3. Metro Cities I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	<b>615</b>	<b>31.8%</b>	<b>288</b>	<b>1,575</b>	<b>32.2%</b>	<b>321</b>
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	615	31.8%	3675	1,575	32.2%	3478
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
<b>U5. Urban Outskirts I</b>	<b>478</b>	<b>24.7%</b>	<b>236</b>	<b>1,295</b>	<b>26.5%</b>	<b>237</b>
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	478	24.7%	1016	1,295	26.5%	1125
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

April 19, 2013

Made with Esri Business Analyst



## Tapestry Segmentation Area Profile

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	1,935	100.0%		4,888	100.0%	
<b>U6. Urban Outskirts II</b>	<b>537</b>	<b>27.8%</b>	<b>542</b>	<b>1,293</b>	<b>26.5%</b>	<b>506</b>
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	145	7.5%	537	306	6.3%	536
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	392	20.3%	2179	987	20.2%	2184
<b>U7. Suburban Periphery I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
<b>U9. Small Towns</b>	<b>305</b>	<b>15.8%</b>	<b>340</b>	<b>725</b>	<b>14.8%</b>	<b>339</b>
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	305	15.8%	1372	725	14.8%	1518
50 Heartland Communities	0	0.0%	0	0	0.0%	0
<b>U10. Rural I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
<b>U11. Rural II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

April 19, 2013

Made with Esri Business Analyst

## Business Summary

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

Data for all businesses in area			Needles city, CA (0650734...	
Total Businesses:			278	
Total Employees:			2,578	
Total Residential Population:			4,888	
Employee/Residential Population Ratio:			0.53	
by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	0	0.0%	0	0.0%
Construction	13	4.7%	61	2.4%
Manufacturing	3	1.1%	17	0.7%
Transportation	15	5.4%	68	2.6%
Communication	2	0.7%	6	0.2%
Utility	1	0.4%	4	0.2%
Wholesale Trade	5	1.8%	33	1.3%
Retail Trade Summary	49	17.6%	490	19.0%
Home Improvement	4	1.4%	15	0.6%
General Merchandise Stores	2	0.7%	7	0.3%
Food Stores	5	1.8%	110	4.3%
Auto Dealers, Gas Stations, Auto Aftermarket	9	3.2%	52	2.0%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	1	0.4%	2	0.1%
Eating & Drinking Places	18	6.5%	273	10.6%
Miscellaneous Retail	10	3.6%	31	1.2%
Finance, Insurance, Real Estate Summary	28	10.1%	94	3.6%
Banks, Savings & Lending Institutions	6	2.2%	41	1.6%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	5	1.8%	11	0.4%
Real Estate, Holding, Other Investment Offices	17	6.1%	42	1.6%
Services Summary	104	37.4%	1,186	46.0%
Hotels & Lodging	21	7.6%	190	7.4%
Automotive Services	14	5.0%	52	2.0%
Motion Pictures & Amusements	6	2.2%	56	2.2%
Health Services	11	4.0%	406	15.7%
Legal Services	2	0.7%	5	0.2%
Education Institutions & Libraries	10	3.6%	357	13.8%
Other Services	40	14.4%	120	4.7%
Government	56	20.1%	612	23.7%
Other	2	0.7%	7	0.3%
Totals	278	100%	2,578	100%

**Source:** Business data provided by Infogroup, Omaha NE Copyright 2012, all rights reserved. Esri forecasts for 2011.

April 19, 2013

## Business Summary

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	1	0.4%	4	0.2%
Construction	14	5.0%	63	2.4%
Manufacturing	2	0.7%	13	0.5%
Wholesale Trade	5	1.8%	33	1.3%
Retail Trade	31	11.2%	217	8.4%
Motor Vehicle & Parts Dealers	5	1.8%	23	0.9%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	1	0.4%	2	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	4	1.4%	15	0.6%
Food & Beverage Stores	7	2.5%	117	4.5%
Health & Personal Care Stores	2	0.7%	11	0.4%
Gasoline Stations	4	1.4%	29	1.1%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	1	0.4%	2	0.1%
General Merchandise Stores	2	0.7%	7	0.3%
Miscellaneous Store Retailers	3	1.1%	4	0.2%
Nonstore Retailers	2	0.7%	7	0.3%
Transportation & Warehousing	8	2.9%	34	1.3%
Information	4	1.4%	14	0.5%
Finance & Insurance	11	4.0%	52	2.0%
Central Bank/Credit Intermediation & Related Activities	6	2.2%	41	1.6%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	5	1.8%	11	0.4%
Real Estate, Rental & Leasing	25	9.0%	58	2.3%
Professional, Scientific & Tech Services	6	2.2%	9	0.3%
Legal Services	2	0.7%	5	0.2%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	3	1.1%	8	0.3%
Educational Services	9	3.2%	353	13.7%
Health Care & Social Assistance	19	6.8%	472	18.3%
Arts, Entertainment & Recreation	9	3.2%	63	2.4%
Accommodation & Food Services	39	14.0%	463	18.0%
Accommodation	21	7.6%	190	7.4%
Food Services & Drinking Places	18	6.5%	273	10.6%
Other Services (except Public Administration)	34	12.2%	103	4.0%
Automotive Repair & Maintenance	9	3.2%	34	1.3%
Public Administration	56	20.1%	612	23.7%
Unclassified Establishments	2	0.7%	7	0.3%
<b>Total</b>	<b>278</b>	<b>100%</b>	<b>2,578</b>	<b>100%</b>

**Source:** Business data provided by Infogroup, Omaha NE Copyright 2012, all rights reserved. Esri forecasts for 2011.

April 19, 2013

## House and Home Expenditures

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

2011 Housing Summary		2011 Demographic Summary	
Housing Units	2,909	Population	4,888
2011-2016 Percent Change	4.88%	Households	1,935
Percent Occupied	66.5%	Families	1,223
Percent Owner HHs	51.4%	Median Age	39.5
		Median Household Income	\$32,357
	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	62	\$7,087.75	\$13,714,796
Mortgage Interest	59	\$2,677.13	\$5,180,250
Mortgage Principal	61	\$1,171.06	\$2,265,994
Property Taxes	66	\$1,413.28	\$2,734,696
Homeowners Insurance	69	\$302.89	\$586,096
Ground Rent	77	\$54.32	\$105,111
Maintenance and Remodeling Services	62	\$1,196.04	\$2,314,339
Maintenance and Remodeling Materials	61	\$220.13	\$425,959
Property Management and Security	64	\$52.89	\$102,350
<b>Rented Dwellings</b>	93	\$3,083.26	\$5,966,100
Rent	93	\$2,939.51	\$5,687,952
Rent Received as Pay	98	\$87.19	\$168,719
Renters' Insurance	92	\$11.68	\$22,598
Maintenance and Repair Services	80	\$16.52	\$31,975
Maintenance and Repair Materials	55	\$28.35	\$54,856
<b>Owned Vacation Homes</b>	58	\$263.04	\$508,976
Mortgage Payment	58	\$114.56	\$221,677
Property Taxes	62	\$67.93	\$131,449
Homeowners Insurance	62	\$8.91	\$17,233
Maintenance and Remodeling	55	\$61.52	\$119,035
Property Management and Security	61	\$10.12	\$19,582
Housing While Attending School	68	\$53.94	\$104,366
<b>Household Operations</b>	66	\$1,007.00	\$1,948,551
Child Care	65	\$289.32	\$559,833
Care for Elderly or Handicapped	86	\$59.97	\$116,044
Appliance Rental and Repair	72	\$16.97	\$32,828
Computer Information Services	71	\$167.12	\$323,369
Home Security System Services	68	\$17.16	\$33,198
Non-Apparel Household Laundry/Dry Cleaning	14	\$5.02	\$9,706
Housekeeping Services	63	\$93.80	\$181,504
Lawn and Garden	66	\$267.03	\$516,699
Moving/Storage/Freight Express	64	\$37.85	\$73,244
PC Repair (Personal Use)	71	\$6.12	\$11,839
Reupholstering/Furniture Repair	64	\$4.88	\$9,452
Termite/Pest Control	67	\$15.85	\$30,679
Water Softening Services	81	\$4.40	\$8,515
Internet Services Away from Home	70	\$1.81	\$3,510
Voice Over IP Service	77	\$4.95	\$9,575
Other Home Services (1)	67	\$14.76	\$28,557

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 19, 2013

Made with Esri Business Analyst

## House and Home Expenditures

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	76	\$3,319.63	\$6,423,493
Bottled Gas	71	\$46.82	\$90,590
Electricity	77	\$1,263.56	\$2,444,988
Fuel Oil	64	\$69.69	\$134,857
Natural Gas	78	\$493.57	\$955,064
Telephone Services	76	\$1,063.72	\$2,058,304
Water and Other Public Services	71	\$376.41	\$728,363
Coal/Wood/Other Fuel	70	\$5.85	\$11,327
<b>Housekeeping Supplies</b>	73	\$497.45	\$962,560
Laundry and Cleaning Supplies	75	\$138.55	\$268,095
Postage and Stationery	69	\$137.59	\$266,229
Other HH Products (2)	75	\$221.31	\$428,235
<b>Household Textiles</b>	69	\$88.74	\$171,713
Bathroom Linens	72	\$12.48	\$24,143
Bedroom Linens	71	\$42.57	\$82,382
Kitchen and Dining Room Linens	71	\$2.11	\$4,082
Curtains and Draperies	62	\$17.22	\$33,316
Slipcovers, Decorative Pillows	74	\$3.06	\$5,918
Materials for Slipcovers/Curtains	68	\$10.08	\$19,505
Other Linens	72	\$1.22	\$2,368
<b>Furniture</b>	67	\$391.34	\$757,252
Mattresses and Box Springs	67	\$51.69	\$100,025
Other Bedroom Furniture	69	\$71.37	\$138,100
Sofas	68	\$99.92	\$193,346
Living Room Tables and Chairs	68	\$54.70	\$105,846
Kitchen, Dining Room Furniture	67	\$40.28	\$77,938
Infant Furniture	70	\$7.54	\$14,594
Outdoor Furniture	63	\$16.28	\$31,497
Wall Units, Cabinets, Other Furniture (3)	64	\$49.56	\$95,907
<b>Major Appliances</b>	67	\$198.35	\$383,815
Dishwashers and Disposals	61	\$16.12	\$31,191
Refrigerators and Freezers	67	\$53.57	\$103,658
Clothes Washers	69	\$33.66	\$65,128
Clothes Dryers	71	\$26.34	\$50,963
Cooking Stoves and Ovens	66	\$30.11	\$58,267
Microwave Ovens	72	\$8.88	\$17,176
Window Air Conditioners	82	\$5.55	\$10,736
Electric Floor Cleaning Equipment	66	\$14.42	\$27,905
Sewing Machines and Miscellaneous Appliances	62	\$9.71	\$18,791

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 19, 2013

## House and Home Expenditures

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	69	\$49.97	\$96,687
Housewares	61	\$51.00	\$98,690
Small Appliances	73	\$23.28	\$45,045
Window Coverings	54	\$20.31	\$39,296
Lamps and Other Lighting Fixtures	67	\$15.27	\$29,544
Infant Equipment	19	\$3.67	\$7,108
Rental of Furniture	102	\$4.59	\$8,888
Laundry and Cleaning Equipment	72	\$15.48	\$29,947
Closet and Storage Items	14	\$3.34	\$6,470
Luggage	66	\$5.92	\$11,458
Clocks and Other Household Decoratives	19	\$37.89	\$73,322
Telephones and Accessories	49	\$20.14	\$38,963
Telephone Answering Devices	68	\$0.56	\$1,078
Grills and Outdoor Equipment	16	\$7.93	\$15,342
Power Tools	60	\$18.64	\$36,073
Hand Tools	70	\$7.00	\$13,548
Office Furniture/Equipment for Home Use	67	\$10.55	\$20,419
Computers and Hardware for Home Use	69	\$127.88	\$247,442
Software and Accessories for Home Use	68	\$18.65	\$36,082
Other Household Items (4)	67	\$67.07	\$129,770

**(1) Other Home Services** include miscellaneous home services and small repair jobs not already specified.

**(2) Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

**(3) Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

**(4) Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household items.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 19, 2013

## Household Income Profile

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

Summary	2012	2017	2012-2017 Change	2012-2017 Annual Rate
Population	4,954	5,234	280	1.11%
Households	1,975	2,066	91	0.90%
Median Age	40.1	41.0	0.9	0.44%
Average Household Size	2.51	2.53	0.02	0.16%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
Household	1,975	100%	2,066	100%
<\$15,000	552	27.9%	560	27.1%
\$15,000-\$24,999	253	12.8%	232	11.2%
\$25,000-\$34,999	163	8.3%	153	7.4%
\$35,000-\$49,999	245	12.4%	219	10.6%
\$50,000-\$74,999	368	18.6%	357	17.3%
\$75,000-\$99,999	180	9.1%	265	12.8%
\$100,000-\$149,999	138	7.0%	179	8.7%
\$150,000-\$199,999	42	2.1%	58	2.8%
\$200,000+	34	1.7%	43	2.1%

Median Household Income	\$35,887	\$40,025
Average Household Income	\$49,480	\$56,433
Per Capita Income	\$19,751	\$22,297

**Data Note:** Income reported for July 1, 2017 represents annual income for the preceding year, expressed in current (2016) dollars, including an adjustment for inflation.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2012 and 2017.

April 19, 2013



## Household Income Profile

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

2012 Households by Income and Age of Householder							
	15-24	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	92	242	251	381	436	366	205
<\$15,000	32	55	63	95	137	100	69
\$15,000-\$24,999	0	23	21	32	39	82	56
\$25,000-\$34,999	16	21	16	22	29	43	16
\$35,000-\$49,999	20	44	24	44	40	57	16
\$50,000-\$74,999	14	45	51	88	88	51	31
\$75,000-\$99,999	8	29	33	38	40	18	15
\$100,000-\$149,999	2	23	32	38	35	8	0
\$150,000-\$199,999	0	1	5	14	16	5	0
\$200,000+	0	1	6	10	12	2	2
Median HH Income	\$33,352	\$41,157	\$50,471	\$48,892	\$39,017	\$25,173	\$19,694
Average HH Income	\$36,197	\$49,678	\$60,369	\$60,207	\$55,395	\$36,767	\$32,535
Percent Distribution							
	15-24	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	34.8%	22.7%	25.1%	24.9%	31.4%	27.3%	33.7%
\$15,000-\$24,999	0.0%	9.5%	8.4%	8.4%	8.9%	22.4%	27.3%
\$25,000-\$34,999	17.4%	8.7%	6.4%	5.8%	6.7%	11.7%	7.8%
\$35,000-\$49,999	21.7%	18.2%	9.6%	11.5%	9.2%	15.6%	7.8%
\$50,000-\$74,999	15.2%	18.6%	20.3%	23.1%	20.2%	13.9%	15.1%
\$75,000-\$99,999	8.7%	12.0%	13.1%	10.0%	9.2%	4.9%	7.3%
\$100,000-\$149,999	2.2%	9.5%	12.7%	10.0%	8.0%	2.2%	0.0%
\$150,000-\$199,999	0.0%	0.4%	2.0%	3.7%	3.7%	1.4%	0.0%
\$200,000+	0.0%	0.4%	2.4%	2.6%	2.8%	0.5%	1.0%

**Data Note:** Income reported for July 1, 2017 represents annual income for the preceding year, expressed in current (2016) dollars, including an adjustment for inflation.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2012 and 2017.

April 19, 2013

## Household Income Profile

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

2017 Households by Income and Age of Householder							
	15-24	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	85	249	250	357	463	446	216
<\$15,000	30	53	57	84	137	125	74
\$15,000-\$24,999	0	22	14	27	29	89	51
\$25,000-\$34,999	15	21	9	17	28	46	16
\$35,000-\$49,999	15	38	19	33	36	63	15
\$50,000-\$74,999	13	42	46	74	86	62	34
\$75,000-\$99,999	9	40	47	51	61	34	23
\$100,000-\$149,999	3	31	39	44	48	14	0
\$150,000-\$199,999	0	1	8	17	22	10	0
\$200,000+	0	1	11	10	16	3	3
Median HH Income	\$32,828	\$45,280	\$61,739	\$54,164	\$50,285	\$26,552	\$20,538
Average HH Income	\$38,826	\$54,574	\$75,542	\$68,450	\$65,537	\$40,630	\$36,642
Percent Distribution							
	15-24	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	35.3%	21.3%	22.8%	23.5%	29.6%	28.0%	34.3%
\$15,000-\$24,999	0.0%	8.8%	5.6%	7.6%	6.3%	20.0%	23.6%
\$25,000-\$34,999	17.6%	8.4%	3.6%	4.8%	6.0%	10.3%	7.4%
\$35,000-\$49,999	17.6%	15.3%	7.6%	9.2%	7.8%	14.1%	6.9%
\$50,000-\$74,999	15.3%	16.9%	18.4%	20.7%	18.6%	13.9%	15.7%
\$75,000-\$99,999	10.6%	16.1%	18.8%	14.3%	13.2%	7.6%	10.6%
\$100,000-\$149,999	3.5%	12.4%	15.6%	12.3%	10.4%	3.1%	0.0%
\$150,000-\$199,999	0.0%	0.4%	3.2%	4.8%	4.8%	2.2%	0.0%
\$200,000+	0.0%	0.4%	4.4%	2.8%	3.5%	0.7%	1.4%

**Data Note:** Income reported for July 1, 2017 represents annual income for the preceding year, expressed in current (2016) dollars, including an adjustment for inflation.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2012 and 2017.

April 19, 2013

## Housing Profile

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

Population		Households	
2010 Total Population	4,844	2012 Median Household Income	\$35,887
2012 Total Population	4,954	2017 Median Household Income	\$40,025
2017 Total Population	5,234	2012-2017 Annual Rate	2.21%
2012-2017 Annual Rate	1.11%		

Housing Units by Occupancy Status and Tenure	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	2,895	100.0%	2,942	100.0%	3,075	100.0%
Occupied	1,918	66.3%	1,975	67.1%	2,066	67.2%
Owner	1,015	35.1%	1,009	34.3%	1,091	35.5%
Renter	903	31.2%	966	32.8%	975	31.7%
Vacant	977	33.7%	967	32.9%	1,009	32.8%

Owner Occupied Housing Units by Value	2012		2017	
	Number	Percent	Number	Percent
Total	1,008	100.0%	1,091	100.0%
<\$50,000	181	18.0%	180	16.5%
\$50,000-\$99,999	451	44.7%	432	39.6%
\$100,000-\$149,999	180	17.9%	187	17.1%
\$150,000-\$199,999	67	6.6%	112	10.3%
\$200,000-\$249,999	60	6.0%	72	6.6%
\$250,000-\$299,999	16	1.6%	13	1.2%
\$300,000-\$399,999	21	2.1%	27	2.5%
\$400,000-\$499,999	14	1.4%	28	2.6%
\$500,000-\$749,999	10	1.0%	21	1.9%
\$750,000-\$999,999	8	0.8%	19	1.7%
\$1,000,000+	0	0.0%	0	0.0%
Median Value	\$85,809		\$92,303	
Average Value	\$116,443		\$138,818	

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

April 19, 2013

## Housing Profile

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

<b>Census 2010 Owner Occupied Housing Units by Mortgage Status</b>	<b>Number</b>	<b>Percent</b>
Total	1,015	100.0%
Owned with a Mortgage/Loan	527	51.9%
Owned Free and Clear	488	48.1%

<b>Census 2010 Vacant Housing Units by Status</b>	<b>Number</b>	<b>Percent</b>
Total	977	100.0%
For Rent	189	19.3%
Rented- Not Occupied	5	0.5%
For Sale Only	53	5.4%
Sold - Not Occupied	6	0.6%
Seasonal/Recreational/Occasional Use	539	55.2%
For Migrant Workers	0	0.0%
Other Vacant	185	18.9%

<b>Census 2010 Occupied Housing Units by Age of Householder and Home Ownership</b>	<b>Occupied Units</b>	<b>Owner Occupied Units</b>	
		<b>Number</b>	<b>% of Occupied</b>
Total	1,918	1,015	52.9%
15-24	90	9	10.0%
25-34	239	78	32.6%
35-44	254	106	41.7%
45-54	389	201	51.7%
55-64	407	247	60.7%
65-74	332	226	68.1%
75-84	156	114	73.1%
85+	51	34	66.7%

<b>Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership</b>	<b>Occupied Units</b>	<b>Owner Occupied Units</b>	
		<b>Number</b>	<b>% of Occupied</b>
Total	1,918	1,015	52.9%
White Alone	1,540	844	54.8%
Black/African American	40	10	25.0%
American Indian/Alaska	125	61	48.8%
Asian Alone	15	7	46.7%
Pacific Islander Alone	3	1	33.3%
Other Race Alone	123	64	52.0%
Two or More Races	72	28	38.9%
Hispanic Origin	349	181	51.9%

<b>Census 2010 Occupied Housing Units by Size and Home Ownership</b>	<b>Occupied Units</b>	<b>Owner Occupied Units</b>	
		<b>Number</b>	<b>% of Occupied</b>
Total	1,918	1,015	52.9%
1-Person	588	265	45.1%
2-Person	608	382	62.8%
3-Person	255	134	52.5%
4-Person	250	125	50.0%
5-Person	125	62	49.6%
6-Person	52	24	46.2%
7+ Person	40	23	57.5%

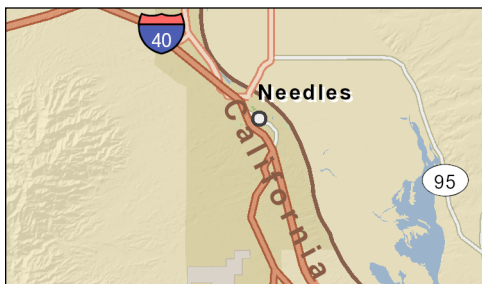
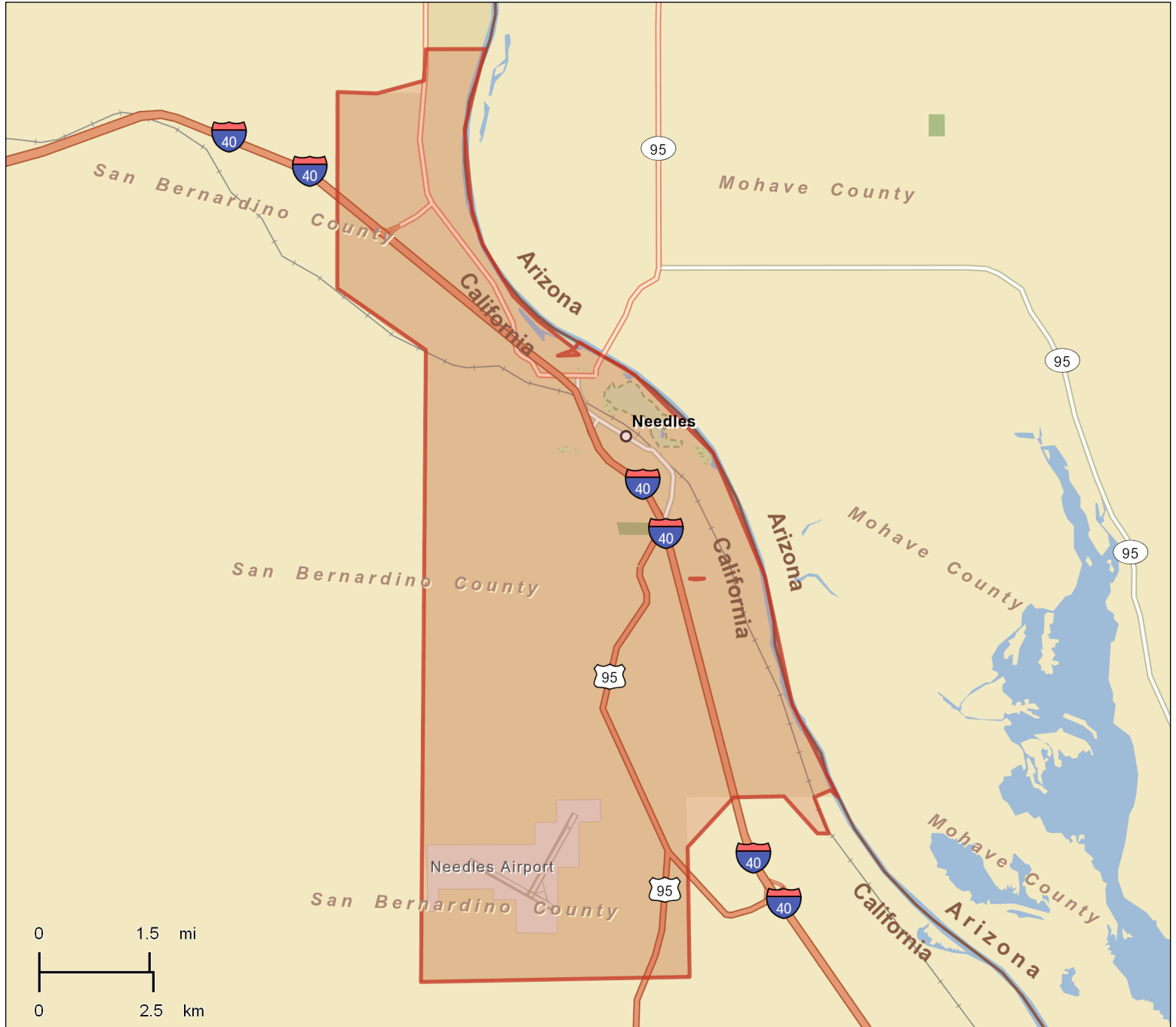
**Data Note:** Persons of Hispanic Origin may be of any race.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1.

April 19, 2013

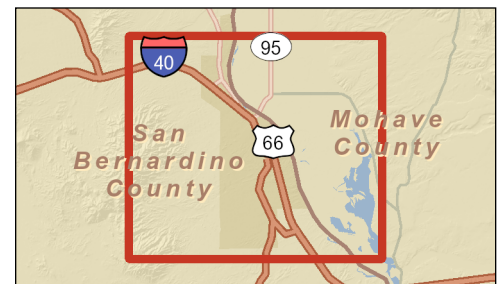
## Major Shopping Center Map

Needles City, CA\_2  
0650734 (Needles city)  
Geography: Popular places

Needles 2013



- Gross Leasable Area
- Less than 200,000 sq ft
  - 200,001 - 300,000
  - 300,001 - 500,000
  - 500,001 - 800,000
  - More than 800,000



Source: Directory of Major Malls, Inc.

April 19, 2013

## Net Worth Profile

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

Summary	Census 2010	2012	2017	2012-2017 Change	2012-2017 Annual Rate
Population	4,844	4,954	5,234	280	1.11%
Median Age	39.2	40.1	41.0	0.9	0.44%
Households	1,918	1,975	2,066	91	0.90%
Average Household Size	2.52	2.51	2.53	0.02	0.16%

2012 Households by Net Worth	Number	Percent
Total	1,976	100%
<\$15,000	968	49.0%
\$15,000-\$34,999	182	9.2%
\$35,000-\$49,999	107	5.4%
\$50,000-\$74,999	137	6.9%
\$75,000-\$99,999	85	4.3%
\$100,000-\$149,999	124	6.3%
\$150,000-\$249,999	123	6.2%
\$250,000-\$499,999	110	5.6%
\$500,000+	140	7.1%

Median Net Worth	\$16,335
Average Net Worth	\$219,396

2012 Net Worth by Age of Householder	Number of Households						
	15-24	25-34	35-44	45-54	55-64	65-74	75+
Total	90	243	250	381	438	367	206
<\$15,000	71	172	159	195	213	109	49
\$15,000-\$34,999	11	28	29	37	34	31	12
\$35,000-\$49,999	2	8	21	25	24	19	7
\$50,000-\$99,999	3	18	24	50	51	54	22
\$100,000-\$149,999	2	8	6	16	22	48	21
\$150,000-\$249,999	1	4	5	22	26	33	32
\$250,000+	0	5	6	36	68	73	63
Median Net Worth	\$9,507	\$10,596	\$11,792	\$14,654	\$17,250	\$66,754	\$127,292
Average Net Worth	\$17,417	\$44,114	\$52,730	\$182,713	\$309,647	\$373,830	\$481,993

**Data Note:** Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2012 and 2017.

April 19, 2013

## Retail Goods and Services Expenditures

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
City Dimensions	31.8%	Population	4,888	5,191
Rustbelt Traditions	24.7%	Households	1,935	2,034
Modest Income Homes	20.3%	Families	1,223	1,285
Senior Sun Seekers	15.8%	Median Age	39.5	40.4
Simple Living	7.5%	Median Household Income	\$32,357	\$38,907
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		50	\$1,157.15	\$2,239,093
Men's		46	\$205.45	\$397,541
Women's		44	\$355.28	\$687,472
Children's		54	\$209.03	\$404,464
Footwear		36	\$144.19	\$279,003
Watches & Jewelry		67	\$126.04	\$243,895
Apparel Products and Services (1)		129	\$117.17	\$226,718
<b>Computer</b>				
Computers and Hardware for Home Use		69	\$127.88	\$247,442
Software and Accessories for Home Use		68	\$18.65	\$36,082
<b>Entertainment &amp; Recreation</b>		70	\$2,189.67	\$4,237,015
Fees and Admissions		65	\$390.61	\$755,835
Membership Fees for Clubs (2)		66	\$105.45	\$204,036
Fees for Participant Sports, excl. Trips		66	\$68.57	\$132,687
Admission to Movie/Theatre/Opera/Ballet		67	\$98.64	\$190,864
Admission to Sporting Events, excl. Trips		67	\$38.69	\$74,872
Fees for Recreational Lessons		60	\$78.73	\$152,338
Dating Services		71	\$0.54	\$1,037
TV/Video/Audio		73	\$882.75	\$1,708,112
Community Antenna or Cable TV		76	\$534.67	\$1,034,584
Televisions		69	\$129.35	\$250,282
VCRs, Video Cameras, and DVD Players		72	\$14.10	\$27,284
Video Cassettes and DVDs		73	\$37.17	\$71,926
Video and Computer Game Hardware and Software		74	\$39.99	\$77,388
Satellite Dishes		60	\$0.73	\$1,413
Rental of Video Cassettes and DVDs		72	\$28.54	\$55,230
Streaming/Downloaded Video		71	\$0.97	\$1,873
Audio (3)		65	\$92.36	\$178,720
Rental and Repair of TV/Radio/Sound Equipment		66	\$4.87	\$9,413
Pets		85	\$352.58	\$682,248
Toys and Games (4)		71	\$100.35	\$194,177
Recreational Vehicles and Fees (5)		57	\$179.53	\$347,394
Sports/Recreation/Exercise Equipment (6)		52	\$91.28	\$176,620
Photo Equipment and Supplies (7)		68	\$67.80	\$131,188
Reading (8)		71	\$106.79	\$206,640
Catered Affairs (9)		75	\$17.99	\$34,801
<b>Food</b>		73	\$5,437.79	\$10,522,132
Food at Home		74	\$3,200.37	\$6,192,724
Bakery and Cereal Products		74	\$428.58	\$829,296
Meats, Poultry, Fish, and Eggs		75	\$750.23	\$1,451,703
Dairy Products		73	\$353.82	\$684,649
Fruits and Vegetables		73	\$552.47	\$1,069,024
Snacks and Other Food at Home (10)		74	\$1,115.27	\$2,158,053
Food Away from Home		72	\$2,237.42	\$4,329,408
Alcoholic Beverages		73	\$405.31	\$784,271
Nonalcoholic Beverages at Home		75	\$316.88	\$613,166

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 19, 2013

Made with Esri Business Analyst



## Retail Goods and Services Expenditures

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	62	\$1,044.83	\$2,021,742
Vehicle Loans	69	\$3,310.60	\$6,406,004
<b>Health</b>			
Nonprescription Drugs	74	\$73.70	\$142,600
Prescription Drugs	79	\$380.60	\$736,463
Eyeglasses and Contact Lenses	72	\$53.63	\$103,781
<b>Home</b>			
Mortgage Payment and Basics (11)	62	\$5,618.68	\$10,872,147
Maintenance and Remodeling Services	62	\$1,196.04	\$2,314,339
Maintenance and Remodeling Materials (12)	61	\$220.13	\$425,959
Utilities, Fuel, and Public Services	76	\$3,319.63	\$6,423,493
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	69	\$88.74	\$171,713
Furniture	67	\$391.35	\$757,252
Floor Coverings	69	\$49.97	\$96,687
Major Appliances (14)	67	\$198.35	\$383,815
Housewares (15)	61	\$51.00	\$98,690
Small Appliances	73	\$23.28	\$45,045
Luggage	66	\$5.92	\$11,458
Telephones and Accessories	49	\$20.14	\$38,963
<b>Household Operations</b>			
Child Care	65	\$289.32	\$559,833
Lawn and Garden (16)	66	\$267.03	\$516,699
Moving/Storage/Freight Express	64	\$37.85	\$73,244
Housekeeping Supplies (17)	73	\$497.45	\$962,560
<b>Insurance</b>			
Owners and Renters Insurance	70	\$314.57	\$608,694
Vehicle Insurance	72	\$813.92	\$1,574,940
Life/Other Insurance	70	\$281.32	\$544,353
Health Insurance	75	\$1,413.88	\$2,735,851
Personal Care Products (18)	72	\$276.56	\$535,138
School Books and Supplies (19)	78	\$80.20	\$155,179
Smoking Products	84	\$348.03	\$673,442
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	69	\$2,942.47	\$5,693,680
Gasoline and Motor Oil	74	\$2,046.51	\$3,959,996
Vehicle Maintenance and Repairs	71	\$646.04	\$1,250,093
<b>Travel</b>			
Airline Fares	63	\$280.42	\$542,611
Lodging on Trips	64	\$269.44	\$521,360
Auto/Truck/Van Rental on Trips	64	\$22.63	\$43,784
Food and Drink on Trips	65	\$273.97	\$530,121

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 19, 2013

Made with Esri Business Analyst

## Retail Goods and Services Expenditures

Needles City, CA\_2  
Needles city, CA (0650734)  
Geography: Place

Needles 2013

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

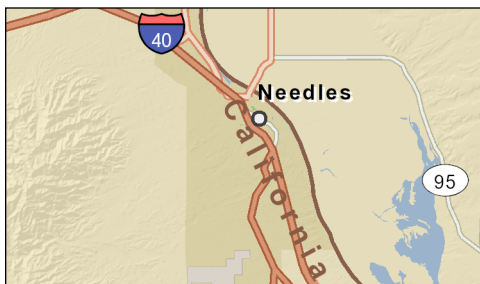
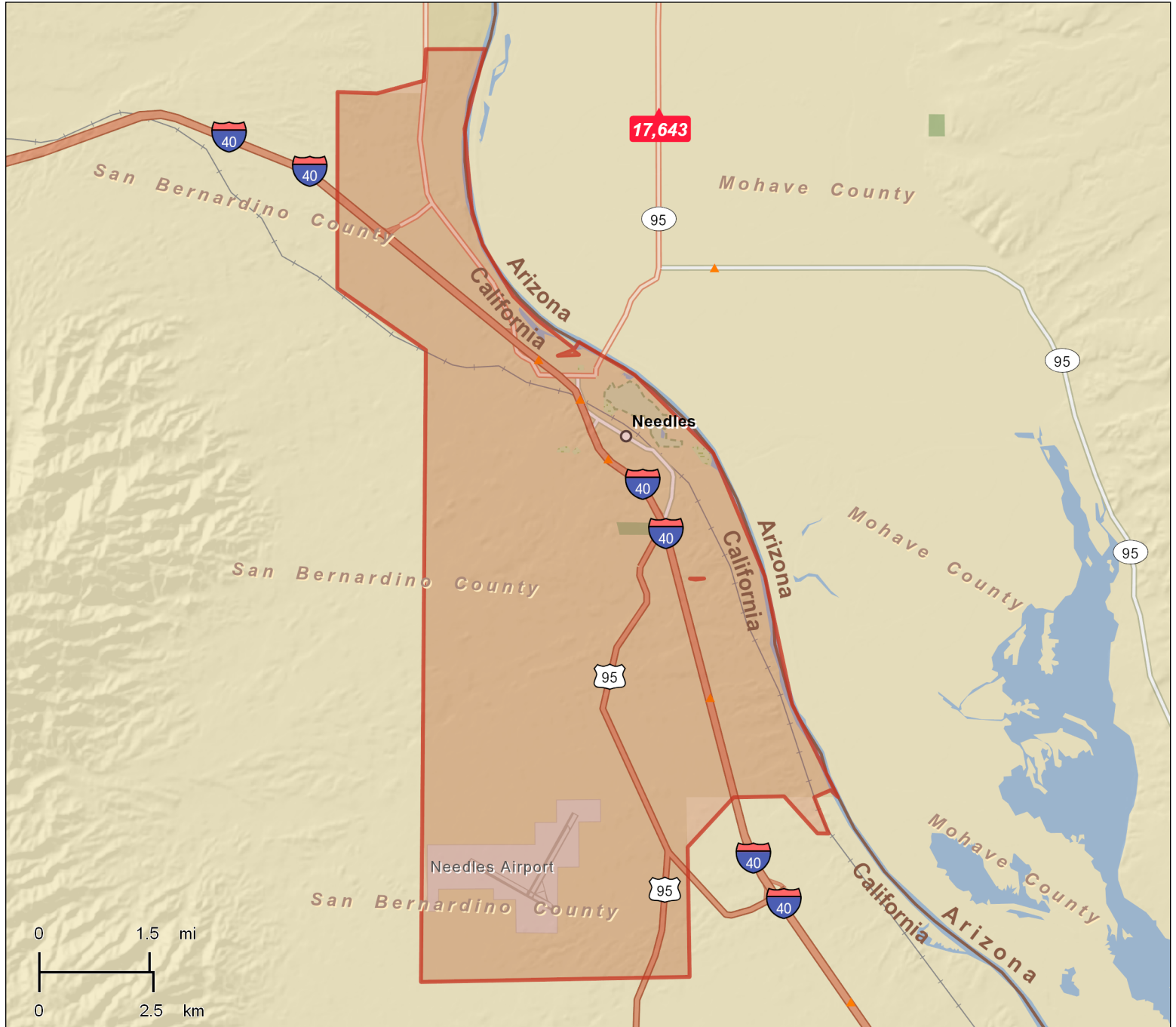
**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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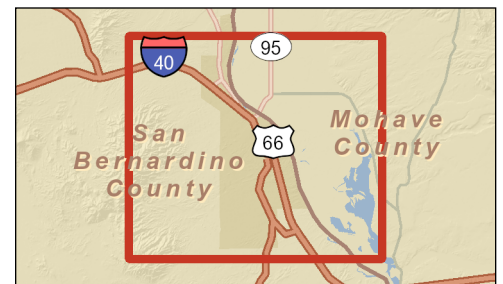
## Traffic Count Map

Needles City, CA\_2  
0650734 (Needles city)  
Geography: Popular places

Needles 2013



**Average Daily Traffic Volume**  
 ▲ Up to 6,000 vehicles per day  
 ▲ 6,001 - 15,000  
 ▲ 15,001 - 30,000  
 ▲ 30,001 - 50,000  
 ▲ 50,001 - 100,000  
 ▲ More than 100,000 per day



Source: ©2012 Market Planning Solutions, Inc.

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## Traffic Count Map - Close Up

Needles City, CA\_2  
0650734 (Needles city)  
Geography: Popular places

Needles 2013



**Average Daily Traffic Volume**  
 ▲ Up to 6,000 vehicles per day  
 ▲ 6,001 - 15,000  
 ▲ 15,001 - 30,000  
 ▲ 30,001 - 50,000  
 ▲ 50,001 - 100,000  
 ▲ More than 100,000 per day



Source: ©2012 Market Planning Solutions, Inc.

April 19, 2013



Needles City, CA\_2

Needles city, CA (0650734)

Geography: Place

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.69	I- 40	F St (0.09 miles NW)	2010	14,600
1.24	US Hwy 95	E Spikes Rd (0.35 miles N)	2010	5,400
1.33	I- 40	S L St (0.2 miles SE)	2010	12,500
1.86	I- 40	S St (0.14 miles SE)	2010	12,700
2.49	I- 40	Zoe Ln (0.15 miles S)	2010	12,000
2.61	River Rd	National Trails Hwy (0.24 miles NW)	1995	93
3.16	Courtwright Rd	Cll del Media (0.11 miles W)	1997	9,355

**Data Note:** The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2012 to 1963. 70% of the counts were taken between 2001 and 2012 and 98.7% of the counts were taken in 1990 or later. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

**Source:** ©2012 Market Planning Solutions, Inc.