

## Traffic Count Report

301 Morning Dr, Bakersfield, CA 93306

Building Type: **Land**

Class: -

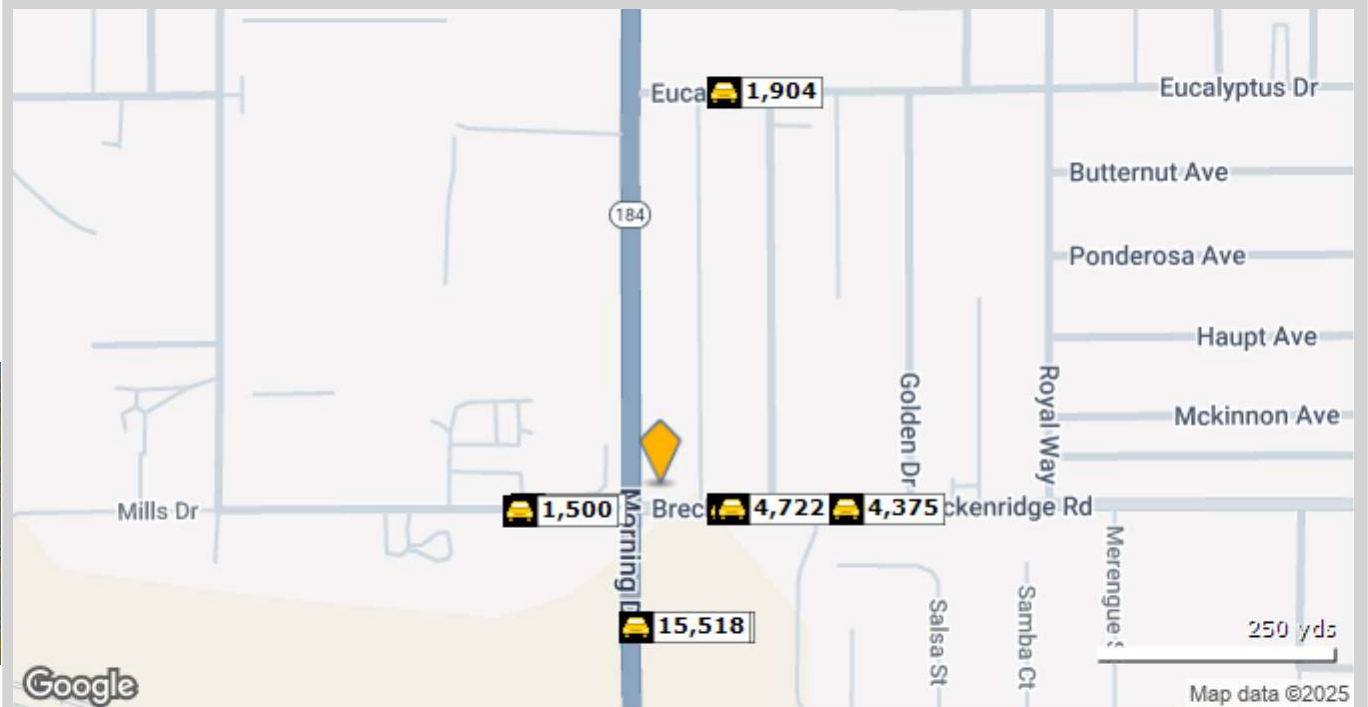
RBA: -

Typical Floor: -

Total Available: **0 SF**

% Leased: **0%**

Rent/SF/Yr: -



	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	Breckenridge Rd	Palomino Dr	0.03 E	2022	4,586	MPSI	.04
2	Breckenridge Rd	Palomino Dr	0.03 E	2020	4,722	MPSI	.05
3	Mills Drive		0.00	2020	1,700	MPSI	.08
4	Mills Dr		0.00	2022	1,484	MPSI	.08
5	Mills Dr	Morning Dr	0.07 E	2017	1,500	MPSI	.08
6	Morning Dr	Breckenridge Rd	0.07 N	2020	16,411	MPSI	.08
7	Morning Dr	Breckenridge Rd	0.07 N	2021	15,807	MPSI	.08
8	184	Breckenridge Rd	0.07 N	2022	15,518	MPSI	.08
9	Breckenridge Rd	Eyherabide Rd	0.02 W	2022	4,375	MPSI	.11
10	Eucalyptus Dr	Palomino Dr	0.03 E	2020	1,904	MPSI	.24

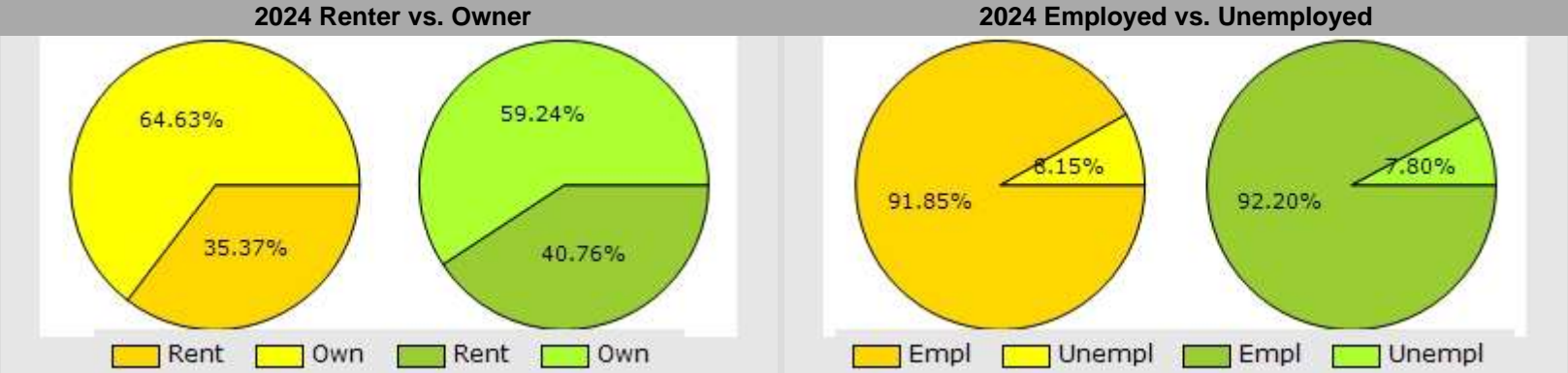
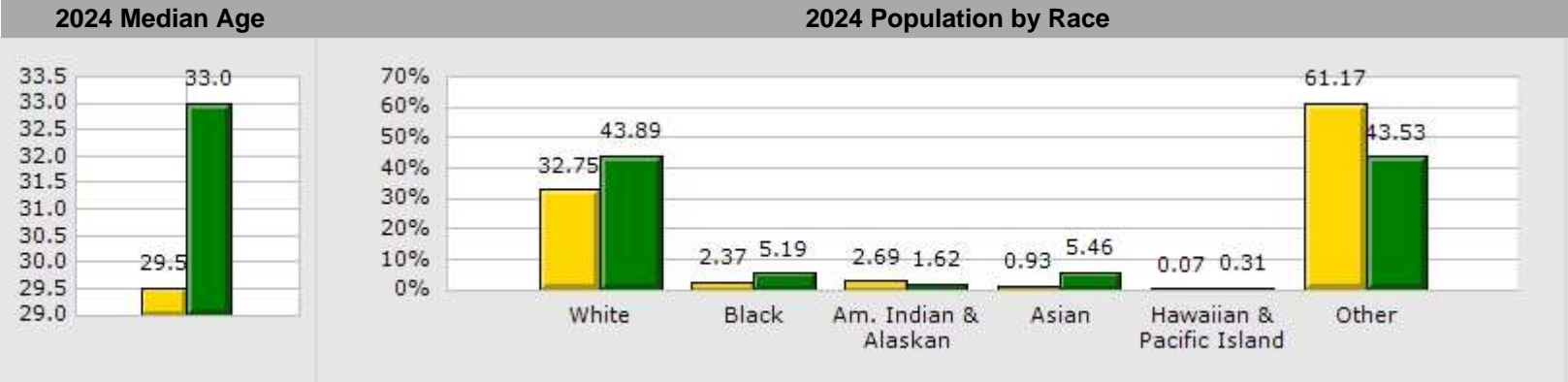
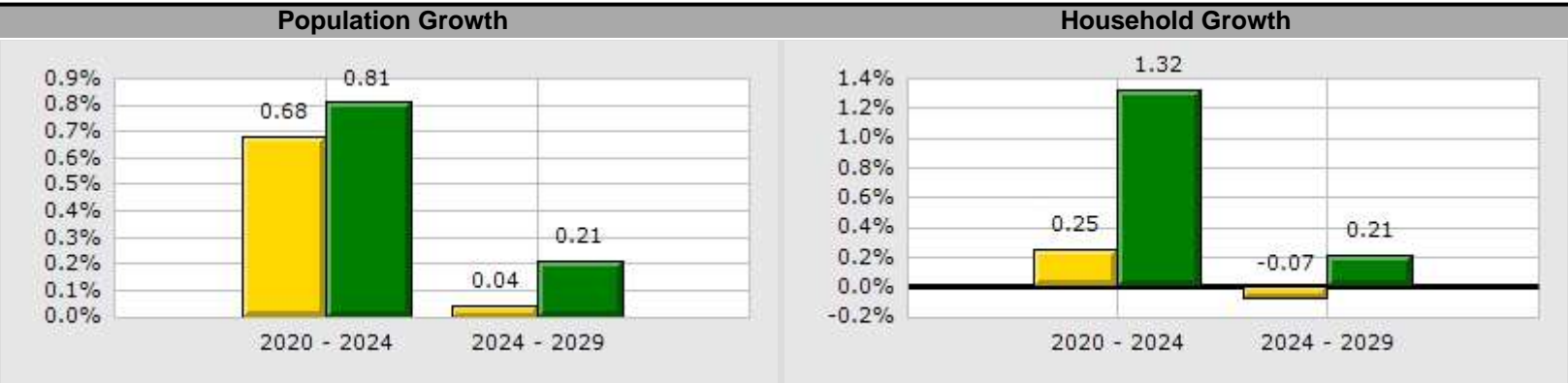
Demographic Market Comparison Report

1 mile radius

301 Morning Dr, Bakersfield, CA 93306

Type: Land  
County: Kern

1 Mile  
County



# Demographic Market Comparison Report

1 mile radius

301 Morning Dr, Bakersfield, CA 93306

Type: **Land**  
County: **Kern**

	1 Mile		County	
Population Growth				
Growth 2020 - 2024	0.68%		0.81%	
Growth 2024 - 2029	0.04%		0.21%	
Empl	4,045	91.85%	375,682	92.20%
Unempl	359	8.15%	31,801	7.80%
2024 Population by Race				
	10,949		916,635	
White	3,586	32.75%	402,275	43.89%
Black	260	2.37%	47,601	5.19%
Am. Indian & Alaskan	295	2.69%	14,886	1.62%
Asian	102	0.93%	50,039	5.46%
Hawaiian & Pacific Island	8	0.07%	2,816	0.31%
Other	6,698	61.17%	399,018	43.53%
Household Growth				
Growth 2020 - 2024	0.25%		1.32%	
Growth 2024 - 2029	-0.07%		0.21%	
Renter Occupied	1,006	35.37%	116,245	40.76%
Owner Occupied	1,838	64.63%	168,969	59.24%
2024 Households by Household Income				
	2,844		285,214	
Income <\$25K	1,009	35.48%	57,793	20.26%
Income \$25K - \$50K	611	21.48%	67,301	23.60%
Income \$50K - \$75K	536	18.85%	43,412	15.22%
Income \$75K - \$100K	247	8.68%	33,499	11.75%
Income \$100K - \$125K	207	7.28%	25,005	8.77%
Income \$125K - \$150K	153	5.38%	20,061	7.03%
Income \$150K - \$200K	56	1.97%	19,159	6.72%
Income \$200K+	25	0.88%	18,984	6.66%
2024 Med Household Inc	\$41,400		\$59,757	
2024 Median Age	29.50		33.00	

# Demographic Summary Report

301 Morning Dr, Bakersfield, CA 93306

Building Type: **Land**  
 Class: -  
 RBA: -  
 Typical Floor: -  
 Total Available: **0 SF**  
 % Leased: **0%**  
 Rent/SF/Yr: -



Radius	1 Mile		3 Mile		5 Mile	
Population						
2029 Projection	10,955		65,021		146,251	
2024 Estimate	10,951		65,029		146,654	
2020 Census	10,877		64,727		147,315	
Growth 2024 - 2029	0.04%		-0.01%		-0.27%	
Growth 2020 - 2024	0.68%		0.47%		-0.45%	
2024 Population by Hispanic Origin	8,986		51,175		112,251	
2024 Population	10,951		65,029		146,654	
White	3,586	32.75%	21,976	33.79%	48,877	33.33%
Black	260	2.37%	2,049	3.15%	7,295	4.97%
Am. Indian & Alaskan	296	2.70%	1,555	2.39%	3,422	2.33%
Asian	103	0.94%	1,011	1.55%	2,490	1.70%
Hawaiian & Pacific Island	8	0.07%	158	0.24%	397	0.27%
Other	6,698	61.16%	38,280	58.87%	84,173	57.40%
U.S. Armed Forces	0		20		72	
Households						
2029 Projection	2,841		18,182		42,395	
2024 Estimate	2,843		18,200		42,536	
2020 Census	2,836		18,129		42,729	
Growth 2024 - 2029	-0.07%		-0.10%		-0.33%	
Growth 2020 - 2024	0.25%		0.39%		-0.45%	
Owner Occupied	1,838	64.65%	10,802	59.35%	21,605	50.79%
Renter Occupied	1,006	35.39%	7,397	40.64%	20,931	49.21%
2024 Households by HH Income	2,844		18,200		42,536	
Income: <\$25,000	1,009	35.48%	4,200	23.08%	10,660	25.06%
Income: \$25,000 - \$50,000	611	21.48%	4,744	26.07%	12,089	28.42%
Income: \$50,000 - \$75,000	536	18.85%	3,175	17.45%	6,493	15.26%
Income: \$75,000 - \$100,000	247	8.68%	2,066	11.35%	4,849	11.40%
Income: \$100,000 - \$125,000	207	7.28%	1,514	8.32%	2,956	6.95%
Income: \$125,000 - \$150,000	153	5.38%	1,102	6.05%	2,239	5.26%
Income: \$150,000 - \$200,000	56	1.97%	693	3.81%	1,714	4.03%
Income: \$200,000+	25	0.88%	706	3.88%	1,536	3.61%
2024 Avg Household Income	\$54,451		\$70,379		\$66,830	
2024 Med Household Income	\$41,400		\$51,239		\$46,556	

# Daytime Employment Report

1 Mile Radius

301 Morning Dr, Bakersfield, CA 93306

Building Type: **Land**

Total Available: **0 SF**

Class: -

% Leased: **0%**

RBA: -

Rent/SF/Yr: -

Typical Floor: -



Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
<b>Total Businesses</b>	<b>190</b>	<b>4,408</b>	<b>23</b>
Retail & Wholesale Trade	51	284	6
Hospitality & Food Service	30	417	14
Real Estate, Renting, Leasing	4	11	3
Finance & Insurance	12	44	4
Information	2	24	12
Scientific & Technology Services	9	2,538	282
Management of Companies	0	0	0
Health Care & Social Assistance	21	342	16
Educational Services	5	414	83
Public Administration & Sales	0	0	0
Arts, Entertainment, Recreation	3	15	5
Utilities & Waste Management	7	28	4
Construction	13	144	11
Manufacturing	7	53	8
Agriculture, Mining, Fishing	1	6	6
Other Services	25	88	4

# Consumer Spending Report

301 Morning Dr, Bakersfield, CA 93306

Building Type: **Land**  
 Class: -  
 RBA: -  
 Typical Floor: -  
 Total Available: **0 SF**  
 % Leased: **0%**  
 Rent/SF/Yr: -



2024 Annual Spending (\$000s)	1 Mile	3 Mile	5 Mile
<b>Total Specified Consumer Spending</b>	<b>\$85,716</b>	<b>\$568,027</b>	<b>\$1,236,815</b>
<b>Total Apparel</b>	<b>\$5,429</b>	<b>\$34,603</b>	<b>\$77,655</b>
Women's Apparel	1,831	12,000	26,837
Men's Apparel	990	6,511	14,550
Girl's Apparel	509	3,091	6,979
Boy's Apparel	393	2,396	5,408
Infant Apparel	310	1,912	4,363
Footwear	1,397	8,692	19,518
<b>Total Entertainment &amp; Hobbies</b>	<b>\$11,269</b>	<b>\$75,761</b>	<b>\$165,224</b>
Entertainment	2,906	17,788	35,374
Audio & Visual Equipment/Service	2,527	16,827	37,700
Reading Materials	128	923	2,086
Pets, Toys, & Hobbies	1,710	11,885	26,126
Personal Items	3,999	28,338	63,939
<b>Total Food and Alcohol</b>	<b>\$24,749</b>	<b>\$163,227</b>	<b>\$366,644</b>
Food At Home	14,945	94,397	212,401
Food Away From Home	8,609	60,177	134,697
Alcoholic Beverages	1,194	8,653	19,545
<b>Total Household</b>	<b>\$11,974</b>	<b>\$81,169</b>	<b>\$175,470</b>
House Maintenance & Repair	3,185	19,188	38,484
Household Equip & Furnishings	4,734	32,088	70,337
Household Operations	3,228	23,061	51,570
Housing Costs	827	6,832	15,078

## Consumer Spending Report

301 Morning Dr, Bakersfield, CA 93306

2024 Annual Spending (000s)	1 Mile	3 Mile	5 Mile
<b>Total Transportation/Maint.</b>	<b>\$24,732</b>	<b>\$160,497</b>	<b>\$335,931</b>
Vehicle Purchases	13,570	85,877	171,928
Gasoline	6,793	43,541	94,993
Vehicle Expenses	303	2,263	5,401
Transportation	1,351	10,640	24,017
Automotive Repair & Maintenance	2,713	18,174	39,592
<b>Total Health Care</b>	<b>\$3,523</b>	<b>\$23,651</b>	<b>\$52,753</b>
Medical Services	2,203	14,717	32,548
Prescription Drugs	956	6,393	14,478
Medical Supplies	364	2,541	5,727
<b>Total Education/Day Care</b>	<b>\$4,041</b>	<b>\$29,119</b>	<b>\$63,138</b>
Education	2,665	18,752	40,371
Fees & Admissions	1,376	10,367	22,767