

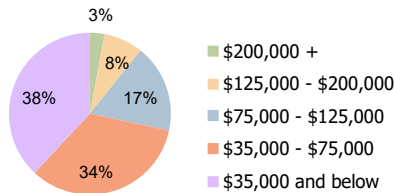
Bakersfield Plaza Bakersfield, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
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Current Year Demographics

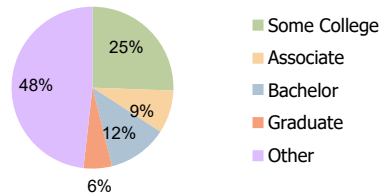
Current Population	8,006	102,563	331,111
Total Daytime Pop	20,050	159,902	366,597
Workplace Pop	15,844	80,142	142,370
Average Household Income	\$62,665	\$63,268	\$70,492
Average Disposable Income	\$52,742	\$52,751	\$57,828
Total Households	3,019	36,979	110,382
Median Home Value	\$288,869	\$309,576	\$336,356
College (4+)	15.4%	17.6%	17.7%
Total Consumer Spending/Capita (Weekly)	\$399	\$395	\$400
Population per Household	2.13	2.01	2.47
% of Households with Children	23.1%	31.2%	34.9%

2028 Demographic Projections

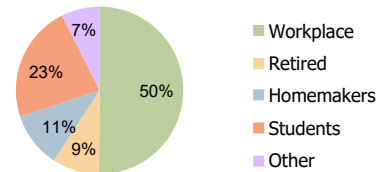
Projected Population	8,034	103,673	347,672
Projected 5 Year Annual Growth Rate (Pop)	0.1%	0.2%	1.0%



Household Income (3.00 Mile Radius)



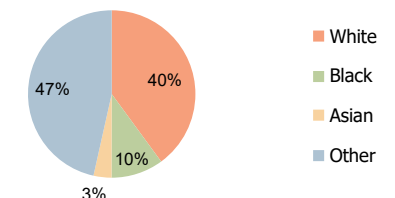
Education (3.00 Mile Radius)



Daytime Population (3.00 Mile Radius)

Hispanic Ethnicity

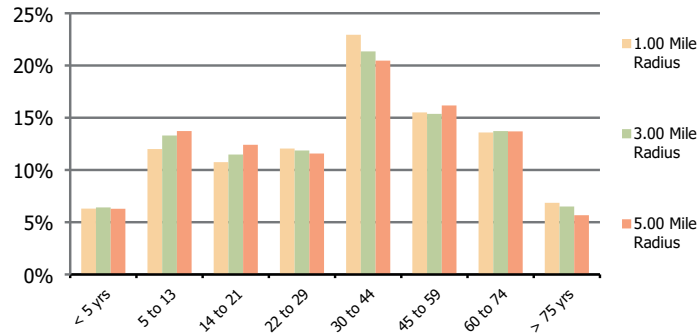
53% Hispanic | 47% Non Hispanic



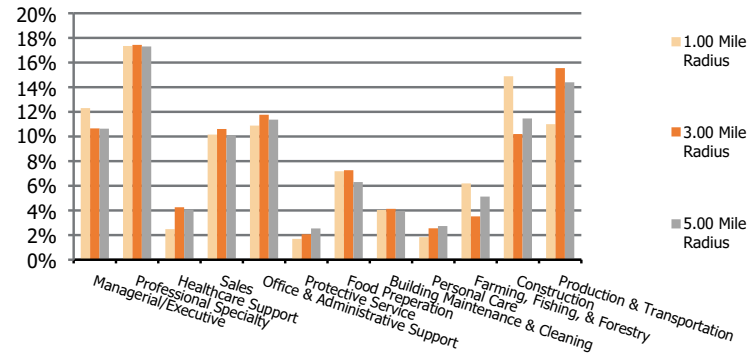
Race (3.00 Mile Radius)

Bakersfield Plaza Bakersfield, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
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Population by Age Range



Occupation



Population	Current Estimated Population	8,006	102,563	331,111
	2010 Census Population	6,405	63,837	160,301
	2000 Census Population	6,546	60,544	146,052
	Historical Annual Growth 2000 to 2010	-0.2%	0.5%	0.9%
	Estimated Annual Growth 2010 to 2023	1.7%	3.6%	5.6%
	Projected Annual Growth 2023 to 2028	0.1%	0.2%	1.0%
Ethnic	Hispanic or Latino Population	52%	53%	53%
	Non Hispanic or Latino Population	48%	47%	47%
Race	White	41.3%	39.9%	41.7%
	Black or African American	8.9%	10.1%	7.3%
	Asian & Pacific Islander	4.2%	3.5%	4.0%
	Other Races	45.6%	46.5%	47.0%