

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 37.672586 Longitude: -121.029788

Briggsmore Plaza Modesto, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	56,473	177,599	382,909
	Population Est 23Q1	56,643	177,857	383,353
	Population Est 22Q4	56,638	177,884	383,244
	Population Est 22Q3	56,571	177,666	383,123
	Population Est 22Q2	56,600	177,855	383,295
	Population Est 22Q1	56,615	177,826	383,389
	Population Est 21Q4	56,565	177,651	383,325
	Population Est 21Q3	56,481	177,462	382,950
	Population Est 21Q2	56,484	177,418	382,782
	Population Fcst	59,060	186,720	400,265
	2010 Census Population	48,126	148,370	283,584
	2000 Census Population	49,230	149,794	279,757
	1990 Census Population	45,621	137,046	239,741
	Current Year Daytime Population	67,083	232,932	400,702
	Average Seasonal Population	141	682	1,899
	Historical Annual Growth, 1990 – 2000	0.76%	0.89%	1.56%
	Historical Annual Growth, 2000 – 2010	-0.23%	-0.10%	0.14%
	Estimated Annual Growth, 2010 – CY	1.21%	1.37%	2.29%
	Projected Annual Growth, CY to Y5	0.90%	1.01%	0.89%
	Group Qtrs Est	763	2,382	3,823
Transient Est Average Last 4 Qtrs	4,394	5,688	6,784	
Households	Current Year Estimated Households	19,330	59,819	122,734
	Households Est 23Q1	19,364	59,860	122,795
	Households Est 22Q4	19,364	59,877	122,770
	Households Est 22Q3	19,341	59,799	122,724
	Households Est 22Q2	19,349	59,863	122,784
	Households Est 22Q1	19,353	59,852	122,804
	Households Est 21Q4	19,336	59,795	122,784
	Households Est 21Q3	19,310	59,734	122,661
	Households Est 21Q2	19,305	59,708	122,590
	Households Fcst	20,251	63,059	128,593
	2010 Census Households	16,936	51,127	93,370
	2000 Census Households	17,171	51,925	92,377
	1990 Census Households	16,099	49,057	82,379
	Historical Annual Growth, 1990 – 2000	0.65%	0.57%	1.15%
	Historical Annual Growth, 2000 – 2010	-0.14%	-0.15%	0.11%
	Estimated Annual Growth, 2010 – CY	1.00%	1.19%	2.09%
	Projected Annual Growth, CY to Y5	0.94%	1.06%	0.94%
Population per Household	2.88	2.93	3.09	

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Briggsmore Plaza Modesto, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	0.9%	0.7%	0.9%
	HH Income \$250,000 to \$499,999	1.1%	0.9%	1.1%
	HH Income \$200,000 to \$249,999	2.5%	2.1%	2.6%
	HH Income \$175,000 to \$199,999	2.8%	3.0%	3.5%
	HH Income \$150,000 to \$174,999	4.5%	4.2%	4.7%
	HH Income \$100,000 to 149,999	16.4%	16.3%	16.9%
	HH Income \$75,000 to 99,999	13.4%	12.8%	13.3%
	HH Income \$50,000 to 74,999	20.6%	18.4%	18.6%
	HH Income \$35,000 to 49,999	12.9%	13.5%	13.3%
	HH Income \$25,000 to 34,999	8.7%	9.3%	8.7%
	HH Income \$15,000 to 24,999	7.3%	8.7%	7.9%
	HH Income \$0 to 14,999	8.9%	10.1%	8.6%
	Average Household Income	\$82,472	\$79,112	\$83,968
	Median Household Income	\$64,619	\$60,917	\$64,770
	Per Capita Income	\$28,605	\$26,964	\$27,135
	2000 Average HH Income	\$48,085	\$47,314	\$49,836
	2000 Median HH Income	\$39,309	\$37,224	\$39,376
	Average Disposable Income	67,146	64,407	68,156
	Median Disposable Income	56,445	53,257	56,529
	Discretionary HH Income Over \$150,000	0.8%	0.7%	0.6%
	Discretionary HH Income \$125,000 to \$149,999	2.3%	1.7%	2.3%
	Discretionary HH Income \$100,000 to \$124,999	2.8%	3.1%	4.1%
	Discretionary HH Income \$75,000 to \$99,999	8.4%	7.5%	8.1%
	Discretionary HH Income \$50,000 to \$74,999	16.9%	16.5%	17.2%
	Discretionary HH Income \$25,000 to \$49,999	33.0%	29.9%	30.2%
	Discretionary HH Income Under \$25,000	35.9%	40.6%	37.4%
	Average Discretionary HH Income	41,717	39,491	42,073
	Median Discretionary HH Income	33,589	31,222	33,472
	Householder White – Count	9,903	29,139	56,943
	Median HH Income	\$70,322	\$65,462	\$70,985
	Average HH Income	\$80,961	\$77,241	\$82,360
	Householder Black or African-American – Count	708	1,990	3,669
	Median HH Income	\$38,469	\$39,638	\$50,000
	Average HH Income	\$43,102	\$52,329	\$69,517
Householder Hispanic – Count	5,066	18,216	41,326	
Median HH Income	\$62,721	\$57,917	\$59,969	
Average HH Income	\$71,075	\$67,127	\$69,741	
Householder Asian or Pacific Islander – Count	1,249	3,342	6,535	
Median HH Income	\$51,807	\$56,534	\$70,392	
Average HH Income	\$65,385	\$69,866	\$79,922	
Householder Other or Pacific Islander – Count	2,406	7,133	14,262	
Median HH Income	\$64,764	\$61,786	\$61,906	
Average HH Income	\$76,443	\$73,637	\$73,081	
Gender	Male Population	27,603	87,111	188,579
	Female Population	28,871	90,488	194,331

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Briggsmore Plaza Modesto, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Total Population by Age	Count of Pop 0 to 4 years	3,211	10,276	21,922
	Count of Pop 0 to 7 years	4,774	15,348	33,008
	Count of Pop 5 - 13	6,729	21,716	47,960
	Count of Pop 14 - 18	3,118	10,093	23,126
	Count of Pop 19 - 22	2,951	9,695	22,224
	Count of Pop 22 - 25	2,091	6,965	15,871
	Count of Pop 25 - 29	3,633	11,647	24,765
	Count of Pop 30 - 34	4,037	12,577	25,937
	Count of Pop 35 - 39	3,952	12,299	26,127
	Count of Pop 40 - 44	3,673	11,292	24,848
	Count of Pop 45 - 59	9,462	30,421	67,101
	Count of Pop 60 - 74	9,138	27,912	57,643
	Count of Pop 75 - 84	3,164	9,085	18,446
	Count of Pop 85+	1,312	3,621	6,939
	% of Pop 0 to 4 years	5.7%	5.8%	5.7%
	% of Pop 0 to 7 years	8.5%	8.6%	8.6%
	% of Pop 5 - 13	11.9%	12.2%	12.5%
	% of Pop 14 - 18	5.5%	5.7%	6.0%
	% of Pop 19 - 22	5.2%	5.5%	5.8%
	% of Pop 22 - 25	3.7%	3.9%	4.1%
	% of Pop 25 - 29	6.4%	6.6%	6.5%
	% of Pop 30 - 34	7.1%	7.1%	6.8%
	% of Pop 35 - 39	7.0%	6.9%	6.8%
	% of Pop 40 - 44	6.5%	6.4%	6.5%
% of Pop 45 - 59	16.8%	17.1%	17.5%	
% of Pop 60 - 74	16.2%	15.7%	15.1%	
% of Pop 75 - 84	5.6%	5.1%	4.8%	
% of Pop 85+	2.3%	2.0%	1.8%	
Median Age	38.1	37.4	36.8	
Average Age	39.7	39.0	38.4	
Male Population by Age	% of Pop 0 to 4 years	5.9%	6.0%	5.9%
	% of Pop 5 - 13	12.5%	12.7%	13.0%
	% of Pop 14 - 18	5.8%	6.0%	6.3%
	% of Pop 19 - 22	5.5%	5.7%	6.1%
	% of Pop 22 - 25	3.9%	4.1%	4.3%
	% of Pop 25 - 29	6.7%	6.7%	6.7%
	% of Pop 30 - 34	7.2%	7.1%	6.8%
	% of Pop 35 - 39	7.1%	7.0%	6.8%
	% of Pop 40 - 44	6.7%	6.6%	6.5%
	% of Pop 45 - 59	16.9%	17.3%	17.5%
	% of Pop 75 - 84	4.8%	4.5%	4.3%
	% of Pop 60 - 74	15.3%	14.9%	14.4%
	% of Pop 85+	1.7%	1.5%	1.3%
	Median Age	36.8	36.2	35.7
Average Age	38.4	37.9	37.4	

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	% of Pop 45 - 59	16.6%	17.0%	17.5%
	% of Pop 60 - 74	17.1%	16.5%	15.7%
	% of Pop 75 - 84	6.4%	5.8%	5.3%
	% of Pop 85+	2.9%	2.5%	2.3%
	Median Age	39.4	38.5	38.0
Average Age	40.9	40.1	39.4	
Race	Count of White	26,919	81,004	171,905
	Count of Black or African-American	2,306	6,625	11,791
	Count of Asian or Pacific Islander	4,696	12,660	26,961
	Count of Other races	22,552	77,310	172,253
	White	47.7%	45.6%	44.9%
	Black or African American	4.1%	3.7%	3.1%
	Asian	8.3%	7.1%	7.0%
	Other Races	39.9%	43.5%	45.0%
Language Spoken	Speak English at Home	67.0%	61.4%	58.6%
	Speak Spanish at Home	22.6%	29.4%	32.9%
	Speak French or French Creole at Home	0.2%	0.1%	0.1%
	Speak German at Home	0.2%	0.2%	0.2%
	Speak Other Indo-European Languages at Home	4.0%	3.2%	3.2%
	Speak Russian and Other Slavic Languages at H	0.2%	0.5%	0.3%
	Speak Chinese at Home	0.7%	0.6%	0.6%
	Speak Korean at Home	0.1%	0.0%	0.1%
	Speak Vietnamese at Home	1.0%	0.5%	0.3%
	Speak Other Asian Languages at Home	1.6%	1.9%	1.5%
	Speak Tagalog and Other Pacific Languages at H	1.3%	0.9%	0.9%
	Speak Other Language at Home	1.1%	1.2%	1.2%
Hispanic	Hispanic Population	23,139	81,417	185,438
	Hispanic Population Percent	41.0%	45.8%	48.4%
	Mexican	89.3%	89.1%	90.5%
	Puerto Rican	1.6%	1.8%	1.6%
	Cuban	0.2%	0.2%	0.2%
	Dominican	0.0%	0.0%	0.0%
	Central American	3.4%	3.5%	2.8%
	South American	1.0%	0.9%	0.6%
	Other Hispanic	4.4%	4.4%	4.3%
	2000 Hispanic Population Percent	23%	28%	31%
	1990 Hispanic Population Percent	14%	17%	20%

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Ancestry	American (percent of total population)	3.2%	2.9%	2.7%
	American	1.4%	1.5%	1.5%
	Native American (ie. Indian/Eskimo)	0.6%	0.5%	0.5%
	Hawaiian/Pacific Islander	1.2%	0.9%	0.8%
	Asian (percent of total population)	7.9%	6.8%	6.7%
	Chinese	0.9%	0.8%	0.7%
	Japanese	0.1%	0.2%	0.1%
	Korean	0.2%	0.2%	0.1%
	South Central Asian (ie. Indian)	1.2%	1.1%	1.8%
	South East Asian (ie. Vietnamese)	4.3%	3.7%	3.4%
	Other Asian	1.2%	0.9%	0.6%
	European (percent of total population)	15.8%	14.5%	13.4%
	British	3.6%	3.0%	2.5%
	Dutch	0.6%	0.6%	0.7%
	French	0.4%	0.4%	0.5%
	German	3.3%	3.0%	2.9%
	Italian	1.5%	1.5%	1.5%
	Polish	0.3%	0.2%	0.2%
	Scandinavian	1.4%	1.2%	1.1%
	Scotch/Irish	3.2%	2.9%	2.8%
Other European (ie. Greek/Russian)	1.4%	1.6%	1.4%	
Middle Eastern	1.2%	1.2%	0.8%	
Other Ancestry	23.0%	21.4%	20.8%	
Unclassified Ancestry	7.9%	7.4%	7.0%	
Education (Age 25+)	Adult Population (25 Years or Older)	38,373	118,853	251,806
	Elementary (0 to 8)	6.6%	8.9%	10.3%
	Some High School (9 to 11)	9.1%	9.7%	9.3%
	High School Graduate (12)	31.4%	30.6%	30.3%
	Some College (13 to 16)	24.6%	24.8%	25.2%
	Associates Degree Only	9.6%	8.2%	7.9%
	Bachelors Degree Only	13.4%	12.9%	12.1%
	Graduate Degree	5.3%	4.9%	4.9%
	% College (4+)	18.7%	17.8%	17.0%
Household Type	Total Households – count	19,330	59,819	122,734
	One Person HHs – count	4,391	13,453	23,755
	Family HHs – count	13,890	42,774	92,894
	Married Couple – count	9,484	28,284	64,948
	w/own children – count	4,243	12,639	29,540
	w/out own children – count	5,241	15,646	35,408
	Male Householder – count	1,323	4,410	8,771
	Female Householder – count	3,083	10,080	19,175
	Non-Family Households – count	1,049	3,593	6,086
	1 Person Household	22.7%	22.5%	19.4%
	2 Person Household	30.0%	28.5%	27.3%
	3 Person Household	16.6%	16.6%	16.9%
	4 Person Household	14.5%	15.2%	16.4%
	5 Person Household	8.8%	9.1%	10.3%
6 Person Household	4.5%	4.7%	5.5%	
7+ Person Household	2.9%	3.5%	4.2%	
% Households With Children	32.5%	33.4%	35.4%	

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Housing	Total Housing Units	20,064	62,128	126,930
	Owner Occupied Percent	54.1%	51.8%	57.6%
	Renter Occupied Percent	42.3%	44.5%	39.1%
	Vacant Housing Percent	3.7%	3.7%	3.3%
	Total Housing Units (Census 2000)	17,716	53,773	95,567
	For Rent (Census 2000)	31%	46%	43%
	For Sale (Census 2000)	36%	27%	28%
	Rented or Sold, (Census 2000)	9%	6%	6%
	Seasonal (Census 2014)	4%	3%	3%
	Other (Census 2000)	13%	12%	14%
Homes Built By Year	Homes Built 1990 to 2000	9%	9%	15%
	Homes Built 1980 to 1989	18%	19%	21%
	Homes Built 1970 to 1979	28%	25%	25%
	Homes Built 1960 to 1969	19%	18%	14%
	Homes Built 1950 to 1959	18%	14%	12%
	Homes Built 1940 to 1949	5%	8%	7%
	Homes Built Before 1939	3%	7%	6%
Units in Structure	1 Unit	73%	73%	76%
	2 - 9 Units	14%	13%	10%
	Greater than 10 Units	10%	10%	9%
	Mobilie Trailer	3%	4%	5%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	2.4%	2.4%	4.6%
	Property Value \$750,000 to \$999,999	7.4%	6.5%	8.6%
	Property Value \$500,000 to \$749,999	28.7%	28.1%	28.6%
	Property Value \$400,000 to \$499,999	26.9%	26.1%	23.5%
	Property Value \$300,000, to \$399,999	20.6%	18.8%	18.1%
	Property Value \$200,000 to \$299,999	8.3%	8.9%	7.9%
	Property Value \$150,000 to \$199,999	1.5%	2.1%	1.6%
	Property Value \$100,000 to \$149,999	0.9%	1.4%	1.7%
	Property Value \$60,000 to \$99,999	0.3%	1.0%	1.0%
	Property Value \$40,000 to \$59,999	1.1%	0.8%	0.7%
	Property Value \$0 to \$39,999	1.5%	2.5%	2.2%
	Median Home Value	\$457,932	\$452,648	\$468,455
Median Rent	\$652	\$612	\$626	
Wealth per Household	\$0 and under - percent	18.6%	19.0%	18.6%
	\$1 to \$4999 - percent	9.7%	10.0%	9.7%
	\$5k to \$9999 - percent	5.0%	5.1%	5.0%
	\$10k to \$24999 - percent	6.7%	6.8%	6.7%
	\$25k to \$49999 - percent	6.9%	6.9%	7.0%
	\$50k to \$99999 - percent	10.3%	10.2%	10.3%
	\$100k to \$249999 - percent	17.6%	17.4%	17.6%
	\$250k to \$499999 - percent	12.3%	12.0%	12.3%
	\$500k+ - percent	12.9%	12.6%	12.9%
	Median HH Wealth	\$64,786	\$60,973	\$65,309
	Avg HH Wealth	\$217,959	\$213,518	\$218,206

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Economic Viability	Economic Viability Local	227	228	226
	Economic Viability Indexed	227	228	226
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	25,702	79,522	171,955
	Managerial/Executive	10.3%	9.9%	10.7%
	Professional Specialty	17.5%	17.6%	17.5%
	Healthcare Support	4.9%	4.3%	3.7%
	Sales	11.8%	10.9%	10.0%
	Office & Administrative Support	13.4%	12.1%	11.3%
	Protective Service	1.9%	1.7%	1.9%
	Food Preparation	6.0%	6.3%	5.6%
	Building Maintenance & Cleaning	2.4%	4.3%	4.3%
	Personal Care	3.5%	3.1%	3.1%
	Farming, Fishing, & Forestry	0.8%	2.1%	3.1%
	Construction	10.5%	10.7%	10.6%
	Production & Transportation	17.0%	16.9%	18.2%
	Percent White Collar Workers	57.9%	54.8%	53.2%
Percent Blue Collar Workers	42.1%	45.2%	46.8%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	9.8%	11.1%	12.4%
	Manufacturing	11.8%	11.0%	11.8%
	Transportation	6.8%	6.4%	6.9%
	Information	1.6%	1.0%	0.9%
	Wholesale/Retail	15.3%	16.0%	15.6%
	Finance, Insurance, Real Estate	3.9%	3.2%	3.2%
	Professional Services	6.0%	5.4%	4.2%
	Management Services	0.1%	0.0%	0.1%
	Administrative/Waste Services	5.1%	5.4%	5.5%
	Educational Services	21.2%	21.4%	21.8%
	Entertainment Services	10.4%	10.0%	8.8%
Other Professional Services	4.7%	5.2%	5.1%	
Public Administration	3.4%	3.8%	3.7%	
Transportation To Work	Drive to Work Alone	77.8%	76.3%	77.2%
	Drive to Work Carpool	14.5%	15.7%	15.3%
	Travel to Work by Public Transportation	1.4%	1.5%	1.3%
	Drive to Work on Motorcycle	0.2%	0.2%	0.2%
	Drive to Work on Bicycle	0.8%	0.9%	0.6%
	Walked to Work	1.5%	2.0%	2.0%
	Other Means	0.6%	0.7%	0.7%
	Work at Home	3.2%	2.7%	2.8%

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	Travel to Work in Less than 5 Minutes	3.2%	3.2%	3.5%
	Travel to Work in 5 to 9 Minutes	14.2%	13.6%	12.3%
	Travel to Work in 10 to 14 Minutes	22.6%	20.9%	19.1%
	Travel to Work in 15 to 19 Minutes	17.2%	17.7%	18.9%
	Travel to Work in 20 to 29 Minutes	16.1%	17.1%	18.0%
	Travel to Work in 30 to 44 Minutes	13.1%	12.9%	12.5%
	Travel to Work in 45 to 59 Minutes	3.8%	4.3%	4.3%
	Travel to Work in 60 Minutes or more	9.7%	10.3%	11.3%
	Average Travel Time to Work	24	25	26
Vehicles per HH	No Vehicles	4.6%	6.9%	5.4%
	1 Vehicle	32.6%	31.6%	28.0%
	2 Vehicles	37.9%	36.1%	38.3%
	3 or more vehicles	24.9%	25.4%	28.3%
	Average Number of Vehicles	1.93	1.92	2.03
Change	Births (last 12 months)	603	1,947	4,198
	Deaths (last 12 months)	453	1,338	2,747
	Migration (last 12 months)	-206	-727	-1,593
Work place	Workplace Establishments	2,422	8,224	12,238
	Workplace Employees (FTE)	28,053	91,957	130,685