

# Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



Latitude: 37.672586 Longitude: -121.029788

Briggsmore Plaza Modesto, CA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	Current Year Estimated Population	18,439	106,323	224,535
	Population Est 23Q1	18,450	106,271	224,643
	Population Est 22Q4	18,383	106,105	224,515
	Population Est 22Q3	18,423	106,137	224,628
	Population Est 22Q2	18,422	106,001	224,502
	Population Est 22Q1	18,456	106,065	224,521
	Population Est 21Q4	18,452	105,994	224,443
	Population Est 21Q3	18,469	105,722	224,087
	Population Est 21Q2	18,475	105,812	224,308
	Population Fcst	19,301	113,381	237,614
	2010 Census Population	17,118	98,219	210,295
	2000 Census Population	18,448	103,182	209,273
	1990 Census Population	17,387	96,362	183,263
	Current Year Daytime Population	13,342	162,374	275,751
	Average Seasonal Population	12	297	979
	Historical Annual Growth, 1990 – 2000	0.59%	0.69%	1.34%
	Historical Annual Growth, 2000 – 2010	-0.75%	-0.49%	0.05%
	Estimated Annual Growth, 2010 – CY	0.52%	0.56%	0.46%
	Projected Annual Growth, CY to Y5	0.92%	1.29%	1.14%
	Group Qtrs Est	363	1,433	2,607
	Transient Est Average Last 4 Qtrs	2,344	4,286	4,912
Households	Current Year Estimated Households	5,964	37,410	74,950
	Households Est 23Q1	5,965	37,358	74,918
	Households Est 22Q4	5,943	37,296	74,867
	Households Est 22Q3	5,955	37,311	74,908
	Households Est 22Q2	5,953	37,256	74,846
	Households Est 22Q1	5,965	37,277	74,854
	Households Est 21Q4	5,965	37,256	74,837
	Households Est 21Q3	5,971	37,161	74,709
	Households Est 21Q2	5,973	37,198	74,787
	Households Fcst	6,250	39,938	79,450
	2010 Census Households	5,682	35,320	70,705
	2000 Census Households	6,004	37,196	70,324
	1990 Census Households	5,815	35,172	63,654
	Historical Annual Growth, 1990 – 2000	0.32%	0.56%	1.00%
	Historical Annual Growth, 2000 – 2010	-0.55%	-0.52%	0.05%
	Estimated Annual Growth, 2010 – CY	0.34%	0.40%	0.41%
	Projected Annual Growth, CY to Y5	0.94%	1.32%	1.17%
	Population per Household	3.03	2.80	2.96

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Briggsmore Plaza Modesto, CA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income	HH Income \$500,000 or more	0.9%	1.6%	1.6%
	HH Income \$250,000 to \$499,999	1.2%	2.0%	1.9%
	HH Income \$200,000 to \$249,999	2.7%	4.6%	4.4%
	HH Income \$175,000 to \$199,999	2.5%	4.4%	4.3%
	HH Income \$150,000 to \$174,999	3.9%	5.7%	5.8%
	HH Income \$100,000 to 149,999	16.2%	17.9%	18.0%
	HH Income \$75,000 to 99,999	15.0%	14.6%	14.3%
	HH Income \$50,000 to 74,999	21.0%	18.7%	17.8%
	HH Income \$35,000 to 49,999	15.0%	10.3%	10.4%
	HH Income \$25,000 to 34,999	6.0%	6.4%	6.9%
	HH Income \$15,000 to 24,999	7.6%	6.5%	7.0%
	HH Income \$0 to 14,999	7.7%	7.2%	7.6%
	Average Household Income	\$89,915	\$100,880	\$99,030
	Median Household Income	\$65,957	\$76,278	\$75,538
	Per Capita Income	\$29,442	\$35,871	\$33,334
	Average Disposable Income	\$67,879	\$78,906	\$77,879
	Median Disposable Income	\$57,471	\$65,996	\$65,402
	Discretionary HH Income Over \$150,000	1.1%	1.9%	2.1%
	Discretionary HH Income \$125,000 to \$149,999	2.5%	4.9%	4.3%
	Discretionary HH Income \$100,000 to \$124,999	3.0%	6.3%	6.3%
	Discretionary HH Income \$75,000 to \$99,999	8.9%	12.1%	11.3%
	Discretionary HH Income \$50,000 to \$74,999	15.9%	20.2%	19.6%
	Discretionary HH Income \$25,000 to \$49,999	37.8%	29.7%	28.8%
	Discretionary HH Income Under \$25,000	30.8%	24.9%	27.5%
	Average Discretionary HH Income	\$43,772	\$54,076	\$52,319
	Median Discretionary HH Income	\$36,291	\$45,623	\$43,699
	Householder White – Count	2,321	17,927	32,569
	Median HH Income	\$71,980	\$84,678	\$82,390
	Average HH Income	\$79,695	\$93,759	\$92,395
	Householder Black or African-American – Count	219	1,217	2,563
	Median HH Income	\$39,429	\$47,218	\$50,316
	Average HH Income	\$43,668	\$56,594	\$64,955
	Householder Hispanic – Count	1,946	10,612	25,339
	Median HH Income	\$66,126	\$72,378	\$71,166
	Average HH Income	\$76,670	\$82,909	\$81,193
	Householder Asian or Pacific Islander – Count	416	2,299	4,150
	Median HH Income	\$49,087	\$62,282	\$73,485
	Average HH Income	\$57,570	\$75,694	\$86,079
	Householder Other or Pacific Islander – Count	1,062	5,355	10,329
	Median HH Income	\$66,360	\$74,362	\$74,916
	Average HH Income	\$79,642	\$86,395	\$85,071

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Gender	Male Population	9,069	51,755	109,971
	Female Population	9,369	54,568	114,565
Total Population by Age	Count of Pop 0 to 4 years	1,072	5,797	12,424
	Count of Pop 0 to 7 years	1,693	8,759	18,736
	Count of Pop 5 - 13	2,391	12,229	26,808
	Count of Pop 14 - 18	1,082	5,775	13,029
	Count of Pop 19 - 22	1,009	5,550	12,634
	Count of Pop 22 - 25	709	3,961	9,081
	Count of Pop 25 - 29	1,208	6,479	14,209
	Count of Pop 30 - 34	1,374	7,476	15,535
	Count of Pop 35 - 39	1,316	7,454	15,550
	Count of Pop 40 - 44	1,229	6,943	14,582
	Count of Pop 45 - 59	2,998	17,910	38,536
	Count of Pop 60 - 74	2,708	17,855	35,496
	Count of Pop 75 - 84	953	6,302	11,999
	Count of Pop 85+	391	2,592	4,651
	% of Pop 0 to 4 years	5.8%	5.5%	5.5%
	% of Pop 0 to 7 years	9.2%	8.2%	8.3%
	% of Pop 5 - 13	13.0%	11.5%	11.9%
	% of Pop 14 - 18	5.9%	5.4%	5.8%
	% of Pop 19 - 22	5.5%	5.2%	5.6%
	% of Pop 22 - 25	3.8%	3.7%	4.0%
	% of Pop 25 - 29	6.6%	6.1%	6.3%
	% of Pop 30 - 34	7.5%	7.0%	6.9%
	% of Pop 35 - 39	7.1%	7.0%	6.9%
	% of Pop 40 - 44	6.7%	6.5%	6.5%
	% of Pop 45 - 59	16.3%	16.8%	17.2%
	% of Pop 60 - 74	14.7%	16.8%	15.8%
	% of Pop 75 - 84	5.2%	5.9%	5.3%
	% of Pop 85+	2.1%	2.4%	2.1%
	Median Age	36.4	39.0	37.7
	Average Age	38.4	40.3	39.3
Male Population by Age	% of Pop 0 to 4 years	6.0%	5.7%	5.7%
	% of Pop 5 - 13	13.5%	12.0%	12.4%
	% of Pop 14 - 18	6.1%	5.8%	6.1%
	% of Pop 19 - 22	5.7%	5.5%	5.9%
	% of Pop 22 - 25	4.1%	3.9%	4.2%
	% of Pop 25 - 29	6.9%	6.3%	6.5%
	% of Pop 30 - 34	7.2%	7.0%	7.0%
	% of Pop 35 - 39	7.1%	7.1%	7.0%
	% of Pop 40 - 44	6.8%	6.7%	6.6%
	% of Pop 45 - 59	16.6%	17.0%	17.3%
	% of Pop 75 - 84	4.4%	5.1%	4.7%
	% of Pop 60 - 74	14.0%	16.0%	15.0%
	% of Pop 85+	1.7%	1.8%	1.5%
	Median Age	35.3	37.7	36.6
	Average Age	37.3	39.1	38.2

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	% of Pop 35 - 39	7.2%	6.9%	6.9%
	% of Pop 40 - 44	6.6%	6.3%	6.4%
	% of Pop 45 - 59	15.9%	16.7%	17.0%
	% of Pop 60 - 74	15.4%	17.6%	16.5%
	% of Pop 75 - 84	5.9%	6.7%	6.0%
	% of Pop 85+	2.6%	3.1%	2.6%
	Median Age	37.5	40.3	38.9
	Average Age	39.4	41.6	40.3
Race	Count of White	8,717	58,583	115,380
	Count of Black or African-American	807	4,190	8,269
	Count of Asian or Pacific Islander	1,833	8,538	16,683
	Count of Other races	7,081	35,011	84,203
	White	47.3%	55.1%	51.4%
	Black or African American	4.4%	3.9%	3.7%
	Asian	9.9%	8.0%	7.4%
	Other Races	38.4%	32.9%	37.5%
Language Spoken	Speak English at Home	61.2%	65.7%	60.4%
	Speak Spanish at Home	25.4%	24.2%	30.1%
	Speak French or French Creole at Home	0.2%	0.1%	0.2%
	Speak German at Home	0.1%	0.3%	0.3%
	Speak Other Indo-European Languages at Home	7.8%	4.0%	3.7%
	Speak Russian and Other Slavic Languages at Home	0.6%	0.5%	0.5%
	Speak Chinese at Home	0.2%	0.7%	0.7%
	Speak Korean at Home	0.1%	0.1%	0.1%
	Speak Vietnamese at Home	0.8%	0.5%	0.3%
	Speak Other Asian Languages at Home	2.0%	1.5%	1.6%
	Speak Tagalog and Other Pacific Languages at Home	0.6%	0.9%	0.7%
	Speak Other Language at Home	1.0%	1.5%	1.6%
Hispanic	Hispanic Population	8,190	41,441	101,892
	Hispanic Population Percent	44.4%	39.0%	45.4%
	Mexican	88.6%	87.9%	89.0%
	Puerto Rican	1.6%	2.0%	2.0%
	Cuban	0.2%	0.2%	0.1%
	Dominican	0.0%	0.0%	0.0%
	Central American	4.0%	3.9%	3.4%
	South American	0.7%	1.3%	0.9%
	Other Hispanic	5.0%	4.7%	4.5%
	2000 Hispanic Population Percent	25%	23%	30%
	1990 Hispanic Population Percent	15%	14%	19%

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Ancestry	American (percent of total population)	2.9%	3.1%	2.7%
	American	1.0%	1.6%	1.5%
	Native American (ie. Indian/Eskimo)	0.7%	0.5%	0.5%
	Hawaiian/Pacific Islander	1.2%	0.9%	0.8%
	Asian (percent of total population)	9.6%	7.6%	7.1%
	Chinese	0.3%	0.9%	0.7%
	Japanese	0.5%	0.3%	0.2%
	Korean	0.2%	0.3%	0.3%
	South Central Asian (ie. Indian)	0.7%	1.1%	1.5%
	South East Asian (ie. Vietnamese)	5.0%	3.9%	3.6%
	Other Asian	2.9%	1.1%	0.8%
	European (percent of total population)	11.2%	17.4%	14.7%
	British	2.4%	3.7%	3.0%
	Dutch	0.4%	0.6%	0.6%
	French	0.3%	0.5%	0.5%
	German	2.3%	3.5%	3.1%
	Italian	0.7%	1.7%	1.5%
	Polish	0.4%	0.3%	0.2%
	Scandinavian	0.8%	1.5%	1.2%
	Scotch/Irish	3.2%	3.5%	3.0%
	Other European (ie. Greek/Russian)	0.8%	2.0%	1.6%
	Middle Eastern	1.0%	1.4%	1.1%
	Other Ancestry	22.5%	23.3%	21.6%
	Unclassified Ancestry	8.4%	8.1%	7.3%
Education (Age 25+)	Adult Population (25 Years or Older)	12,176	73,011	150,559
	Elementary (0 to 8)	8.9%	6.9%	8.9%
	Some High School (9 to 11)	8.2%	7.8%	8.8%
	High School Graduate (12)	35.8%	30.6%	30.3%
	Some College (13 to 16)	25.1%	24.6%	25.1%
	Associates Degree Only	8.1%	8.6%	8.1%
	Bachelors Degree Only	10.1%	15.1%	13.0%
	Graduate Degree	3.7%	6.4%	5.8%
	% College (4+)	13.8%	21.5%	18.8%
Household Type	Total Households – count	5,964	37,410	74,950
	One Person HHs – count	1,214	9,040	16,380
	Family HHs – count	4,450	25,652	53,739
	Married Couple – count	2,778	16,699	35,277
	w/own children – count	1,365	7,332	15,834
	w/out own children – count	1,413	9,367	19,443
	Male Householder – count	430	3,107	6,075
	Female Householder – count	1,242	5,846	12,386
	Non-Family Households – count	301	2,718	4,831
	1 Person Household	20.4%	24.2%	21.9%
	2 Person Household	28.6%	29.7%	28.4%
	3 Person Household	17.5%	16.4%	16.8%
	4 Person Household	15.0%	14.5%	15.3%
	5 Person Household	9.7%	8.3%	9.3%
	6 Person Household	5.2%	4.1%	4.8%
	7+ Person Household	3.6%	2.8%	3.6%
	% Households With Children	35.6%	31.3%	33.3%

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Briggsmore Plaza Modesto, CA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Housing	Total Housing Units	6,171	38,831	77,691
	Owner Occupied Percent	45.9%	52.6%	52.9%
	Renter Occupied Percent	50.8%	43.7%	43.5%
	Vacant Housing Percent	3.4%	3.7%	3.5%
	Total Housing Units (Census 2000)	6,203	38,582	72,895
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	0.6%	3.4%	3.1%
	Property Value \$750,000 to \$999,999	2.2%	11.0%	9.8%
	Property Value \$500,000 to \$749,999	17.2%	29.2%	29.1%
	Property Value \$400,000 to \$499,999	29.0%	23.2%	23.3%
	Property Value \$300,000, to \$399,999	26.0%	18.1%	18.2%
	Property Value \$200,000 to \$299,999	12.9%	7.2%	7.2%
	Property Value \$150,000 to \$199,999	2.4%	1.3%	1.6%
	Property Value \$100,000 to \$149,999	2.0%	1.1%	1.4%
	Property Value \$60,000 to \$99,999	1.4%	0.9%	1.1%
	Property Value \$40,000 to \$59,999	2.8%	1.5%	1.2%
	Property Value \$0 to \$39,999	2.3%	1.7%	2.5%
	Median Home Value	\$398,264	\$475,531	\$468,845
Wealth per Household	\$0 and under - percent	19.4%	18.4%	18.6%
	\$1 to \$4999 - percent	10.3%	9.5%	9.7%
	\$5k to \$9999 - percent	5.2%	4.9%	5.0%
	\$10k to \$24999 - percent	6.9%	6.6%	6.7%
	\$25k to \$49999 - percent	7.0%	6.9%	6.9%
	\$50k to \$99999 - percent	10.2%	10.2%	10.2%
	\$100k to \$249999 - percent	17.1%	17.6%	17.5%
	\$250k to \$499999 - percent	11.8%	12.5%	12.3%
	\$500k+ - percent	12.1%	13.4%	13.2%
	Median HH Wealth	\$55,924	\$67,927	\$65,885
	Avg HH Wealth	\$207,142	\$223,669	\$220,852
Economic Viability	Economic Viability Local	288	273	276
	Economic Viability Indexed	106	101	102
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	8,003	47,982	100,478
	Managerial/Executive	10.7%	12.7%	11.8%
	Professional Specialty	13.6%	19.1%	18.2%
	Healthcare Support	4.2%	4.8%	4.2%
	Sales	8.3%	9.4%	9.4%
	Office & Administrative Support	12.2%	10.8%	10.8%
	Protective Service	2.7%	1.8%	2.2%
	Food Preparation	6.1%	5.8%	5.7%
	Building Maintenance & Cleaning	3.3%	3.2%	3.9%
	Personal Care	2.7%	2.9%	2.5%
	Farming, Fishing, & Forestry	0.7%	1.2%	2.1%
	Construction	11.1%	8.9%	10.4%
	Production & Transportation	24.5%	19.4%	18.9%
	Percent White Collar Workers	49.0%	56.8%	54.4%
	Percent Blue Collar Workers	51.0%	43.2%	45.6%

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	Agriculture/Mining/Construction	11.5%	9.3%	11.3%
	Manufacturing	12.4%	13.2%	12.6%
	Transportation	9.7%	7.6%	7.6%
	Information	1.5%	1.0%	0.9%
	Wholesale/Retail	19.1%	14.8%	15.0%
	Finance, Insurance, Real Estate	3.9%	4.4%	3.8%
	Professional Services	4.7%	5.6%	4.8%
	Management Services	0.0%	0.1%	0.1%
	Administrative/Waste Services	3.8%	3.9%	4.7%
	Educational Services	17.2%	22.2%	21.5%
	Entertainment Services	10.1%	8.8%	8.5%
	Other Professional Services	3.2%	5.0%	5.3%
	Public Administration	2.8%	4.0%	3.9%
Vehicles per HH	No Vehicles	5.1%	7.0%	6.7%
	1 Vehicle	33.3%	31.2%	29.0%
	2 Vehicles	40.1%	35.9%	36.9%
	3 or more vehicles	21.5%	25.9%	27.4%
	Average Number of Vehicles	1.86	1.92	1.98
Change	Births (last 12 months)	193	1,061	2,317
	Deaths (last 12 months)	124	822	1,592
	Migration (last 12 months)	-38	188	-518
Work place	Workplace Establishments	433	5,996	9,451
	Workplace Employees (FTE)	5,188	69,704	106,937