

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 37.67216 Longitude: -121.030098

Briggsmore Plaza Modesto, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	56,139	177,321	384,118
	Population Est 25Q1	56,237	177,492	384,403
	Population Est 24Q4	56,257	177,874	384,508
	Population Est 24Q3	56,245	177,862	384,435
	Population Est 24Q2	56,254	177,575	383,635
	Population Est 24Q1	56,146	177,271	383,324
	Population Est 23Q4	55,960	176,942	382,951
	Population Est 23Q3	55,967	176,850	382,511
	Population Est 23Q2	55,882	176,625	382,394
	Population Fcst	59,243	187,199	405,093
	2010 Census Population	51,978	166,292	356,750
	2000 Census Population	54,758	172,331	320,532
	1990 Census Population	49,583	150,411	266,692
	Current Year Daytime Population	67,324	236,273	410,453
	Average Seasonal Population	91	432	1,231
	Historical Annual Growth, 1990 – 2000	1.00%	1.37%	1.86%
	Historical Annual Growth, 2000 – 2010	-0.52%	-0.36%	1.08%
	Estimated Annual Growth, 2010 – CY	0.53%	0.44%	0.51%
	Projected Annual Growth, CY to Y5	1.08%	1.09%	1.07%
	Group Qtrs Est	792	2,379	3,819
Transient Est Average Last 4 Qtrs	3,541	4,739	5,620	
Households	Current Year Estimated Households	19,075	59,591	123,097
	Households Est 25Q1	19,088	59,611	123,126
	Households Est 24Q4	19,095	59,722	123,155
	Households Est 24Q3	19,090	59,719	123,141
	Households Est 24Q2	19,100	59,634	122,884
	Households Est 24Q1	19,059	59,520	122,770
	Households Est 23Q4	18,991	59,407	122,646
	Households Est 23Q3	18,994	59,368	122,506
	Households Est 23Q2	18,963	59,285	122,456
	Households Fcst	20,154	63,017	129,938
	2010 Census Households	18,189	56,297	114,730
	2000 Census Households	19,271	58,527	104,553
	1990 Census Households	17,513	52,611	90,792
	Historical Annual Growth, 1990 – 2000	0.96%	1.07%	1.42%
	Historical Annual Growth, 2000 – 2010	-0.58%	-0.39%	0.93%
	Estimated Annual Growth, 2010 – CY	0.33%	0.39%	0.49%
	Projected Annual Growth, CY to Y5	1.11%	1.12%	1.09%
Population per Household	2.90	2.94	3.09	

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 37.67216 Longitude: -121.030098

Briggsmore Plaza Modesto, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	2.2%	2.2%	2.6%
	HH Income \$250,000 to \$499,999	2.7%	2.7%	3.1%
	HH Income \$200,000 to \$249,999	6.2%	6.2%	7.3%
	HH Income \$175,000 to \$199,999	5.1%	4.6%	5.0%
	HH Income \$150,000 to \$174,999	6.5%	6.1%	6.6%
	HH Income \$100,000 to 149,999	20.9%	19.0%	19.6%
	HH Income \$75,000 to 99,999	15.6%	14.1%	14.1%
	HH Income \$50,000 to 74,999	16.1%	16.4%	15.3%
	HH Income \$35,000 to 49,999	8.6%	9.5%	9.3%
	HH Income \$25,000 to 34,999	4.6%	5.6%	5.2%
	HH Income \$15,000 to 24,999	5.5%	6.4%	5.5%
	HH Income \$0 to 14,999	5.9%	7.1%	6.3%
	Average Household Income	\$112,480	\$108,964	\$116,435
	Median Household Income	\$89,045	\$83,302	\$89,282
	Per Capita Income	\$38,619	\$36,935	\$37,533
	Average Disposable Income	\$88,479	\$85,072	\$90,182
	Median Disposable Income	\$76,746	\$71,712	\$77,064
	Discretionary HH Income Over \$150,000	6.2%	5.8%	7.2%
	Discretionary HH Income \$125,000 to \$149,999	5.5%	5.2%	5.8%
	Discretionary HH Income \$100,000 to \$124,999	8.8%	7.9%	9.1%
	Discretionary HH Income \$75,000 to \$99,999	13.7%	12.1%	12.9%
	Discretionary HH Income \$50,000 to \$74,999	22.2%	20.1%	20.1%
	Discretionary HH Income \$25,000 to \$49,999	24.9%	24.8%	23.9%
	Discretionary HH Income Under \$25,000	18.7%	24.2%	21.1%
	Average Discretionary HH Income	\$65,008	\$60,690	\$65,298
	Median Discretionary HH Income	\$56,325	\$51,078	\$55,654
	Householder White – Count	7,915	24,078	48,158
	Median HH Income	\$96,784	\$89,834	\$98,000
	Average HH Income	\$104,438	\$98,623	\$104,902
	Householder Black or African-American – Count	693	1,905	3,365
	Median HH Income	\$61,657	\$49,339	\$73,695
	Average HH Income	\$73,643	\$67,544	\$85,523
	Householder Hispanic – Count	5,955	21,047	46,935
	Median HH Income	\$86,451	\$78,812	\$82,602
Average HH Income	\$93,639	\$88,325	\$91,301	
Householder Asian or Pacific Islander – Count	1,110	2,944	6,304	
Median HH Income	\$75,600	\$86,660	\$102,577	
Average HH Income	\$85,304	\$94,803	\$108,984	
Householder Other or Pacific Islander – Count	3,403	9,617	18,334	
Median HH Income	\$88,200	\$84,876	\$87,957	
Average HH Income	\$95,321	\$94,167	\$96,572	

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 37.67216 Longitude: -121.030098

Briggsmore Plaza Modesto, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Gender	Male Population	27,477	87,023	189,168
	Female Population	28,663	90,297	194,950
Total Population by Age	Count of Pop 0 to 4 years	2,984	9,501	20,338
	Count of Pop 0 to 7 years	4,494	14,446	30,903
	Count of Pop 5 - 13	6,424	20,817	45,422
	Count of Pop 14 - 18	3,194	10,238	23,272
	Count of Pop 19 - 22	3,045	9,947	22,998
	Count of Pop 22 - 25	2,121	7,130	16,666
	Count of Pop 25 - 29	3,318	10,934	24,007
	Count of Pop 30 - 34	3,993	12,421	25,526
	Count of Pop 35 - 39	3,923	12,432	26,114
	Count of Pop 40 - 44	3,813	11,723	25,608
	Count of Pop 45 - 59	9,294	29,830	66,630
	Count of Pop 60 - 74	9,295	28,683	59,830
	Count of Pop 75 - 84	3,378	9,852	20,274
	Count of Pop 85+	1,357	3,812	7,434
	% of Pop 0 to 4 years	5.3%	5.4%	5.3%
	% of Pop 0 to 7 years	8.0%	8.1%	8.0%
	% of Pop 5 - 13	11.4%	11.7%	11.8%
	% of Pop 14 - 18	5.7%	5.8%	6.1%
	% of Pop 19 - 22	5.4%	5.6%	6.0%
	% of Pop 22 - 25	3.8%	4.0%	4.3%
	% of Pop 25 - 29	5.9%	6.2%	6.2%
	% of Pop 30 - 34	7.1%	7.0%	6.6%
	% of Pop 35 - 39	7.0%	7.0%	6.8%
	% of Pop 40 - 44	6.8%	6.6%	6.7%
	% of Pop 45 - 59	16.6%	16.8%	17.3%
	% of Pop 60 - 74	16.6%	16.2%	15.6%
	% of Pop 75 - 84	6.0%	5.6%	5.3%
	% of Pop 85+	2.4%	2.1%	1.9%
Median Age	38.8	38.1	37.6	
Average Age	40.2	39.6	39.1	
Male Population by Age	% of Pop 0 to 4 years	5.5%	5.6%	5.5%
	% of Pop 5 - 13	12.0%	12.1%	12.2%
	% of Pop 14 - 18	6.0%	6.1%	6.3%
	% of Pop 19 - 22	5.7%	5.9%	6.2%
	% of Pop 22 - 25	3.9%	4.2%	4.5%
	% of Pop 25 - 29	6.2%	6.4%	6.5%
	% of Pop 30 - 34	7.1%	7.0%	6.7%
	% of Pop 35 - 39	7.1%	7.1%	6.8%
	% of Pop 40 - 44	7.0%	6.8%	6.7%
	% of Pop 45 - 59	16.8%	17.1%	17.4%
	% of Pop 75 - 84	5.2%	4.8%	4.7%
	% of Pop 60 - 74	15.7%	15.4%	14.9%
	% of Pop 85+	1.8%	1.6%	1.4%
	Median Age	37.5	36.9	36.4
Average Age	38.9	38.5	38.1	

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 37.67216 Longitude: -121.030098

Briggsmore Plaza Modesto, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
	% of Pop 0 to 4 years	5.1%	5.1%	5.1%
	% of Pop 5 - 13	10.9%	11.4%	11.4%
	% of Pop 14 - 18	5.4%	5.5%	5.8%
	% of Pop 19 - 22	5.2%	5.3%	5.8%
	% of Pop 22 - 25	3.7%	3.9%	4.2%
	% of Pop 25 - 29	5.6%	6.0%	6.0%
	% of Pop 30 - 34	7.1%	7.0%	6.6%
	% of Pop 35 - 39	6.9%	6.9%	6.8%
	% of Pop 40 - 44	6.6%	6.5%	6.6%
	% of Pop 45 - 59	16.3%	16.6%	17.3%
	% of Pop 60 - 74	17.4%	16.9%	16.2%
	% of Pop 75 - 84	6.8%	6.3%	5.8%
	% of Pop 85+	3.0%	2.7%	2.4%
	Median Age	40.1	39.2	38.8
Average Age	41.5	40.7	40.1	
Race	Count of White	27,314	84,270	179,716
	Count of Black or African-American	2,414	6,695	12,086
	Count of Asian or Pacific Islander	4,592	12,430	27,307
	Count of Other races	21,820	73,924	165,010
	White	48.7%	47.5%	46.8%
	Black or African American	4.3%	3.8%	3.1%
	Asian	8.2%	7.0%	7.1%
	Other Races	38.9%	41.7%	43.0%
Language Spoken	Speak English at Home	64.5%	60.2%	57.1%
	Speak Spanish at Home	25.4%	31.0%	33.8%
	Speak French or French Creole at Home	0.2%	0.2%	0.1%
	Speak German at Home	0.1%	0.2%	0.3%
	Speak Other Indo-European Languages at Home	4.6%	3.5%	3.7%
	Speak Russian and Other Slavic Languages at Home	0.4%	0.6%	0.4%
	Speak Chinese at Home	0.6%	0.6%	0.6%
	Speak Korean at Home	0.1%	0.1%	0.1%
	Speak Vietnamese at Home	0.6%	0.4%	0.4%
	Speak Other Asian Languages at Home	1.5%	1.4%	1.3%
	Speak Tagalog and Other Pacific Languages at Home	0.8%	0.6%	0.8%
	Speak Other Language at Home	1.3%	1.3%	1.4%
Hispanic	Hispanic Population	23,748	82,350	187,215
	Hispanic Population Percent	42.3%	46.4%	48.7%
	Mexican	90.5%	91.2%	92.0%
	Puerto Rican	1.4%	1.9%	1.7%
	Cuban	0.2%	0.2%	0.2%
	Dominican	0.0%	0.0%	0.0%
	Central American	2.9%	2.7%	2.5%
	South American	0.4%	0.4%	0.5%
	Other Hispanic	4.6%	3.5%	3.2%
	2000 Hispanic Population Percent	23%	30%	31%
	1990 Hispanic Population Percent	14%	19%	20%

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 37.67216 Longitude: -121.030098

Briggsmore Plaza Modesto, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Ancestry	American (percent of total population)	3.0%	2.7%	2.5%
	American	1.3%	1.3%	1.3%
	Native American (ie. Indian/Eskimo)	0.5%	0.5%	0.4%
	Hawaiian/Pacific Islander	1.2%	0.8%	0.7%
	Asian (percent of total population)	5.9%	5.1%	4.9%
	Chinese	0.8%	0.8%	0.7%
	Japanese	0.1%	0.1%	0.1%
	Korean	0.1%	0.1%	0.1%
	South Central Asian (ie. Indian)	1.0%	1.2%	2.0%
	South East Asian (ie. Vietnamese)	1.8%	1.8%	1.3%
	Other Asian	1.9%	1.1%	0.7%
	European (percent of total population)	14.2%	13.4%	12.3%
	British	3.3%	3.0%	2.4%
	Dutch	0.5%	0.5%	0.7%
	French	0.4%	0.4%	0.4%
	German	2.9%	2.8%	2.7%
	Italian	1.3%	1.3%	1.3%
	Polish	0.4%	0.2%	0.2%
	Scandinavian	1.2%	1.1%	0.9%
	Scotch/Irish	2.9%	2.8%	2.5%
Other European (ie. Greek/Russian)	1.3%	1.4%	1.3%	
Middle Eastern	1.1%	1.0%	0.8%	
Other Ancestry	19.9%	18.6%	18.1%	
Unclassified Ancestry	7.6%	7.5%	7.5%	
Education (Age 25+)	Adult Population (25 Years or Older)	38,371	119,687	255,422
	Elementary (0 to 8)	6.8%	9.4%	10.7%
	Some High School (9 to 11)	8.2%	9.4%	8.6%
	High School Graduate (12)	31.6%	30.2%	30.1%
	Some College (13 to 16)	25.2%	24.4%	24.2%
	Associates Degree Only	8.6%	8.1%	8.0%
	Bachelors Degree Only	13.6%	13.2%	13.0%
	Graduate Degree	5.9%	5.3%	5.6%
	% College (4+)	19.6%	18.5%	18.5%
Household Type	Total Households – count	19,075	59,591	123,097
	One Person HHs – count	4,258	13,376	23,817
	Family HHs – count	13,678	42,199	92,264
	Married Couple – count	8,951	27,346	62,962
	w/own children – count	3,897	12,139	27,615
	w/out own children – count	5,054	15,208	35,347
	Male Householder – count	1,328	4,699	9,430
	Female Householder – count	3,399	10,154	19,872
	Non-Family Households – count	1,140	4,016	7,016
	1 Person Household	22.3%	22.4%	19.3%
	2 Person Household	29.8%	28.4%	27.3%
	3 Person Household	16.7%	16.6%	16.9%
	4 Person Household	14.7%	15.2%	16.4%
	5 Person Household	8.9%	9.2%	10.3%
6 Person Household	4.6%	4.7%	5.5%	
7+ Person Household	3.0%	3.5%	4.2%	
% Households With Children	32.4%	32.5%	33.7%	

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 37.67216 Longitude: -121.030098

Briggsmore Plaza Modesto, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Housing	Total Housing Units	19,764	61,859	127,290
	Owner Occupied Percent	52.3%	51.5%	56.5%
	Renter Occupied Percent	44.2%	44.8%	40.2%
	Vacant Housing Percent	3.5%	3.7%	3.3%
	Total Housing Units (Census 2000)	19,891	60,750	108,433
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	4.5%	3.6%	5.1%
	Property Value \$750,000 to \$999,999	11.6%	10.1%	12.2%
	Property Value \$500,000 to \$749,999	29.7%	28.5%	29.6%
	Property Value \$400,000 to \$499,999	23.6%	23.2%	22.1%
	Property Value \$300,000, to \$399,999	18.0%	18.3%	16.0%
	Property Value \$200,000 to \$299,999	5.5%	7.1%	6.2%
	Property Value \$150,000 to \$199,999	1.6%	1.4%	1.1%
	Property Value \$100,000 to \$149,999	0.8%	1.3%	1.5%
	Property Value \$60,000 to \$99,999	0.6%	1.0%	1.2%
	Property Value \$40,000 to \$59,999	1.1%	0.8%	0.7%
	Property Value \$0 to \$39,999	2.2%	3.0%	2.5%
	Median Home Value	\$486,013	\$473,650	\$493,869
Wealth per Household	\$0 and under - percent	18.5%	18.6%	18.3%
	\$1 to \$4999 - percent	9.5%	9.7%	9.4%
	\$5k to \$9999 - percent	4.9%	4.9%	4.8%
	\$10k to \$24999 - percent	6.6%	6.6%	6.6%
	\$25k to \$49999 - percent	6.9%	6.9%	6.9%
	\$50k to \$99999 - percent	10.2%	10.2%	10.3%
	\$100k to \$249999 - percent	17.6%	17.5%	17.7%
	\$250k to \$499999 - percent	12.5%	12.3%	12.6%
	\$500k+ - percent	13.4%	13.1%	13.5%
	Median HH Wealth	\$67,764	\$65,530	\$69,628
	Avg HH Wealth	\$223,167	\$220,219	\$225,056
Economic Viability	Economic Viability Local	279	279	278
	Economic Viability Indexed	101	101	100
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	26,160	80,161	175,394
	Managerial/Executive	11.3%	11.1%	11.7%
	Professional Specialty	18.3%	18.0%	17.9%
	Healthcare Support	4.4%	4.2%	4.0%
	Sales	10.1%	9.3%	8.9%
	Office & Administrative Support	11.5%	11.2%	11.0%
	Protective Service	1.9%	1.9%	2.0%
	Food Preparation	5.0%	5.7%	5.4%
	Building Maintenance & Cleaning	4.1%	4.5%	4.3%
	Personal Care	2.9%	2.5%	2.4%
	Farming, Fishing, & Forestry	0.4%	1.9%	2.5%
	Construction	9.2%	10.4%	10.8%
	Production & Transportation	20.8%	19.4%	19.3%
	Percent White Collar Workers	55.6%	53.8%	53.4%
	Percent Blue Collar Workers	44.4%	46.2%	46.6%

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 37.67216 Longitude: -121.030098

Briggsmore Plaza Modesto, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
	Agriculture/Mining/Construction	9.0%	10.7%	12.2%
	Manufacturing	13.4%	12.8%	12.7%
	Transportation	7.5%	7.5%	7.3%
	Information	1.4%	1.0%	1.0%
	Wholesale/Retail	16.8%	15.0%	14.7%
	Finance, Insurance, Real Estate	4.2%	3.7%	3.6%
	Professional Services	4.7%	4.7%	4.4%
	Management Services	0.1%	0.1%	0.0%
	Administrative/Waste Services	4.4%	4.8%	4.8%
	Educational Services	22.2%	21.6%	21.5%
	Entertainment Services	8.1%	8.4%	8.0%
	Other Professional Services	4.5%	5.8%	5.2%
	Public Administration	3.8%	3.9%	4.4%
Vehicles per HH	No Vehicles	6.4%	7.2%	5.4%
	1 Vehicle	30.0%	29.8%	26.5%
	2 Vehicles	36.5%	36.1%	37.2%
	3 or more vehicles	27.2%	27.0%	31.0%
	Average Number of Vehicles	1.95	1.95	2.10
Change	Births (last 12 months)	559	1,790	3,924
	Deaths (last 12 months)	405	1,208	2,511
	Migration (last 12 months)	-201	-703	-685
Work place	Workplace Establishments	2,464	8,534	12,745
	Workplace Employees (FTE)	27,755	92,047	130,797