



ECONOMIC DEVELOPMENT SUMMIT

MAY 23, 2024
MODESTO CENTRE PLAZA
ARBOR THEATRE | MODESTO, CA

"MODESTO RISING: UNLEASHING POTENTIAL, POWERING PROSPERITY!"

STAKEHOLDER BRIEFING REPORT AND DATABOOK

Prepared for the City of Modesto by
The Natelson Dale Group (TNDG)



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I. Introduction

The City of Modesto is in the early stages of preparing an Economic Development Strategic Plan (EDSP). The EDSP will guide the City’s policies and priorities for economic development over the next five to ten years, providing a comprehensive blueprint for generating quality economic growth.

As an essential part of the strategic planning process, the City will be conducting an extensive community and stakeholder engagement effort around the topic of economic development. The first major stakeholder event will be the Modesto Economic Development Summit scheduled for May 23, 2024.

This report provides briefing material and data resources for stakeholders invited to the May 23 Summit meeting. The information presented is intended to provide a **preliminary** overview of economic and demographic conditions in Modesto relative to regional benchmarks. More detailed and in-depth analyses of economic development opportunities and challenges in Modesto, based on primary research and direct input from local stakeholders, will be published later in the planning process.

In order to place Modesto’s current demographic and economic conditions into perspective, the report provides comparisons to other geographic areas relevant to Modesto. Two levels of comparison are provided. The first compares Modesto to Stanislaus County and California, while the second compares Modesto to other Central Valley cities that can be considered peers and/or competitors to Modesto: Bakersfield, Clovis, Elk Grove, Fresno, Merced, Roseville, Sacramento, Stockton, Tracy, Tulare, and Visalia.

The briefing report is organized as follows:

Chapter II (*Executive Summary*) highlights findings from the more detailed analyses provided in the other chapters of this report.

Chapter III (*Census-Based Demographic and Economic Overview*) provides a market overview that summarizes the most recent demographic and economic data from the following sources:

- Data from the U.S. Census Bureau, American Community Survey (ACS) program.
- Labor force data, including unemployment rates from the Bureau of Labor Statistics (BLS).
- Demographic and employment forecasts from the various counties included in the regional benchmarking analysis.

Chapter IV (*Assessed Valuation Data, Building Permits, and Taxable Sales*) provides data on assessed valuation, residential building permits, and taxable sales, also provided (where applicable) at the city, regional, and state levels of geography.

Chapter V provides a preliminary review of major industry sectors that will potentially grow in the coming years (both within Modesto and the surrounding region), and which are therefore important from the standpoint of creating employment opportunities for Modesto residents.

II. Executive Summary

This Executive Summary highlights findings from the more detailed data comparisons provided in later chapters of the report.

In order to place Modesto’s current demographic and economic conditions into perspective, the report provides comparisons to other geographic areas relevant to Modesto. Two levels of comparison are provided. The first compares Modesto to Stanislaus County and California, while the second compares Modesto to other Central Valley cities that can be considered peers and/or competitors to Modesto: Bakersfield, Clovis, Elk Grove, Fresno, Merced, Roseville, Sacramento, Stockton, Tracy, Tulare, and Visalia.

Larger Reference Areas	Benchmark (Peer/Competitor) Cities	
<ul style="list-style-type: none"> Stanislaus County California 	<ul style="list-style-type: none"> Bakersfield Clovis Elk Grove Fresno Merced Roseville 	<ul style="list-style-type: none"> Sacramento Stockton Tracy Tulare Visalia

LOCAL ECONOMY

By the Numbers

A MAJOR CENTER for local commerce, the City attracts thousands to its environs for work, shopping, and entertainment. Major employment sectors include **manufacturing, healthcare, education, and retail**. Modesto and its surrounding communities contain canneries, packing plants, and warehouses which ship agricultural products across the nation and the world. An active farm-to-table movement has been spearheaded by the area’s large production of **nuts, dairy, poultry, and other locally grown products**.

6.5%

 *City unemployment rate*


216,995

 *Total Modesto population*


\$424,220

 *Average home value*

35.8

 *Median resident age*


\$1,510

 *Average rental price*

\$62,067

 *Median resident income*

4,790

 *Building permits issued*

Source: City of Modesto Popular Annual Financial Report, Fiscal Year 2022-23

Demographic and Economic Data/Forecasts

Employment Participation

For the population 16 years and over, Modesto has a very similar share of the population (61.6%) in the labor force compared to Stanislaus County (61.4%), but a slightly lower percentage compared to California (63.8%) and the benchmark cities (average of approximately 64%).

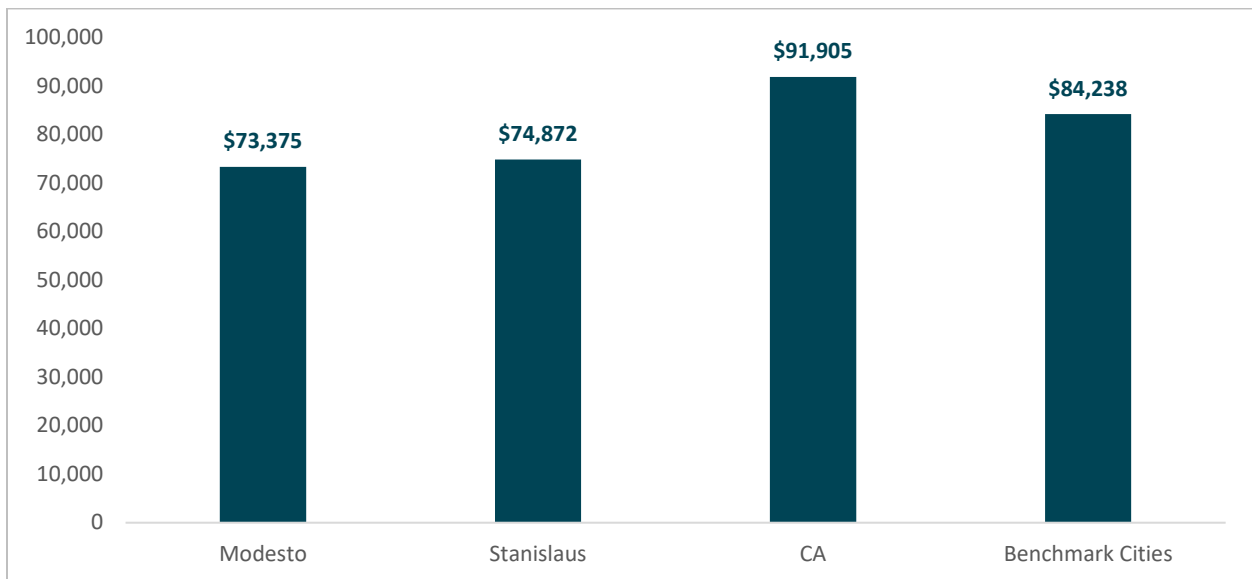
In terms of occupational employment, a larger share of Modesto residents is employed in production, transportation, and material moving occupations compared to the benchmark cities. In contrast, Modesto residents hold lower shares of jobs in natural resources, construction, and maintenance occupations.

Within industry sector employment, the largest share of Modesto residents (22.9%) is employed in the educational services, and health care and social assistance industry sector (similar to the benchmark cities). Compared to the benchmark cities, Modesto has the largest share (12.6%) of residents employed in the manufacturing sector. In contrast, the City has a relatively smaller share (8.7%) of its residents employed in the professional, scientific, and management, and administrative & waste management services sector.

Income

Modesto's median household income (\$73,375) is slightly lower than the Stanislaus County median (\$74,872) and considerably lower than the statewide median (\$91,905); Modesto's household incomes are also slightly lower than the average level in the benchmark cities. The income category with the largest share of Modesto households (18.2%) is the range of \$50,000 to \$74,999. The City's households are relatively underrepresented (8.7%) in the \$150,000 to \$199,999 household income range.

FIGURE II-1. MEDIAN HOUSEHOLD INCOME: MODESTO, STANISLAUS COUNTY, CA, AND BENCHMARK CITIES, 2022



Source: U.S. Census Bureau, 2022: ACS 5-Year Estimates Data Profiles; TNDG.

Health Insurance Coverage

The City's health insurance coverage rate (94.5%) is on par with the benchmark cities' rates. It is also comparable to the coverage rates for Stanislaus County (93.9%) and California (92.9%).

Poverty

Poverty rates for all categories of families are higher (10.5%) in Modesto compared to the benchmark regions, but slightly lower compared to Stanislaus County (10.8%) and significantly lower compared to California as a whole (8.5%).

FIGURE II-2. POVERTY RATES: MODESTO, STANISLAUS COUNTY, CA, AND BENCHMARK CITIES, 2022

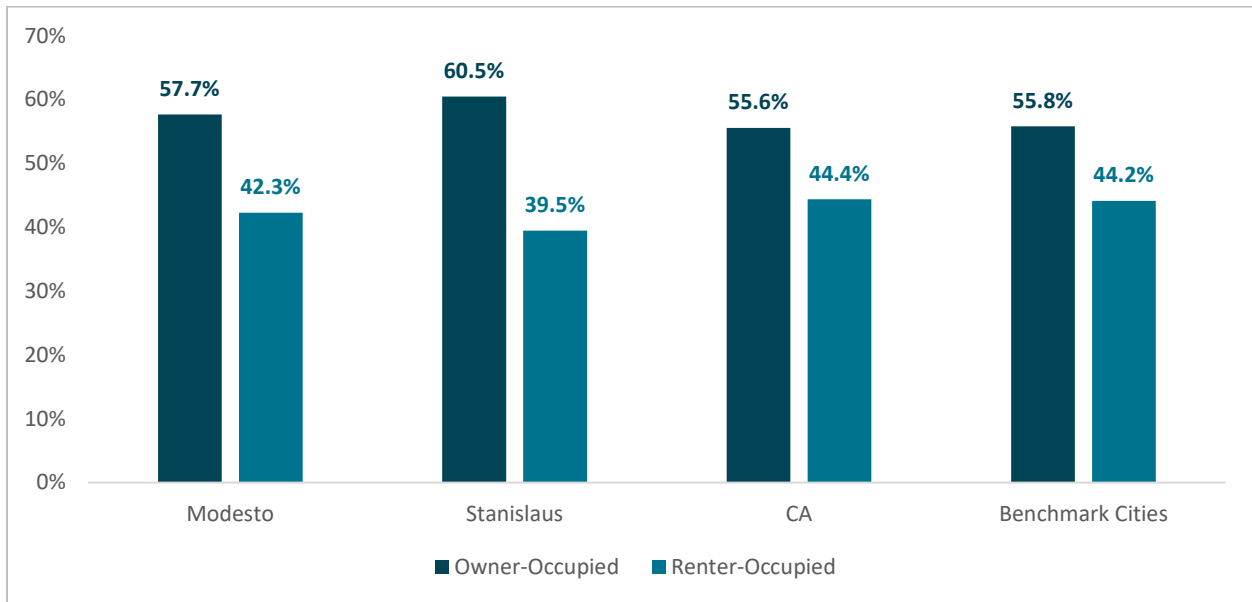


Source: U.S. Census Bureau, 2022: ACS 5-Year Estimates Data Profiles; TNDG

Housing Ownership

Modesto has a higher share of owner-occupied housing units (57.7%) than renter-occupied housing units (42.3%). Modesto's proportion of owner-occupied units (57.7%) is somewhat lower than the countywide average (60.5%) and somewhat higher than the statewide average (55.6%).

FIGURE II-3. HOUSING TENURE: MODESTO, STANISLAUS COUNTY, CA, AND BENCHMARK CITIES, 2022

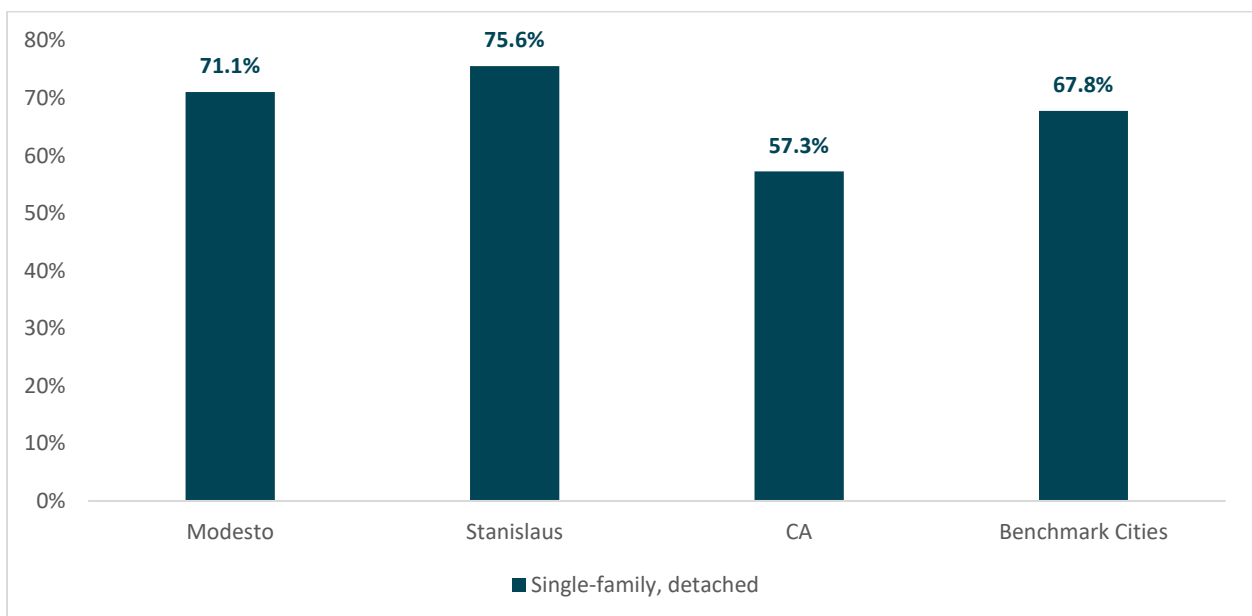


Source: U.S. Census Bureau, 2022: ACS 5-Year Estimates Data Profiles; TNDG

Housing Types

Modesto, Stanislaus County, and most of the benchmark cities have very high proportions of single-family detached housing compared to California as a whole. Statewide, 57.3% of housing units are in the single-family detached category, compared to 71.1% in Modesto and 75.6% in Stanislaus County; the average for the benchmark cities is approximately 72%.

FIGURE II-4. SINGLE-FAMILY SHARE OF TOTAL HOUSING UNITS: MODESTO, STANISLAUS COUNTY, CA, AND BENCHMARK CITIES, 2022



Source: U.S. Census Bureau, 2022: ACS 5-Year Estimates Data Profiles; TNDG

Age of Housing

Only 12.6% of Modesto’s housing units have been built since the year 2000, below the shares in all benchmark cities and in the County. Over one-half (56.0%) of Modesto’s housing units were built between 1960 and 1989, a notably higher share than all the benchmark regions.

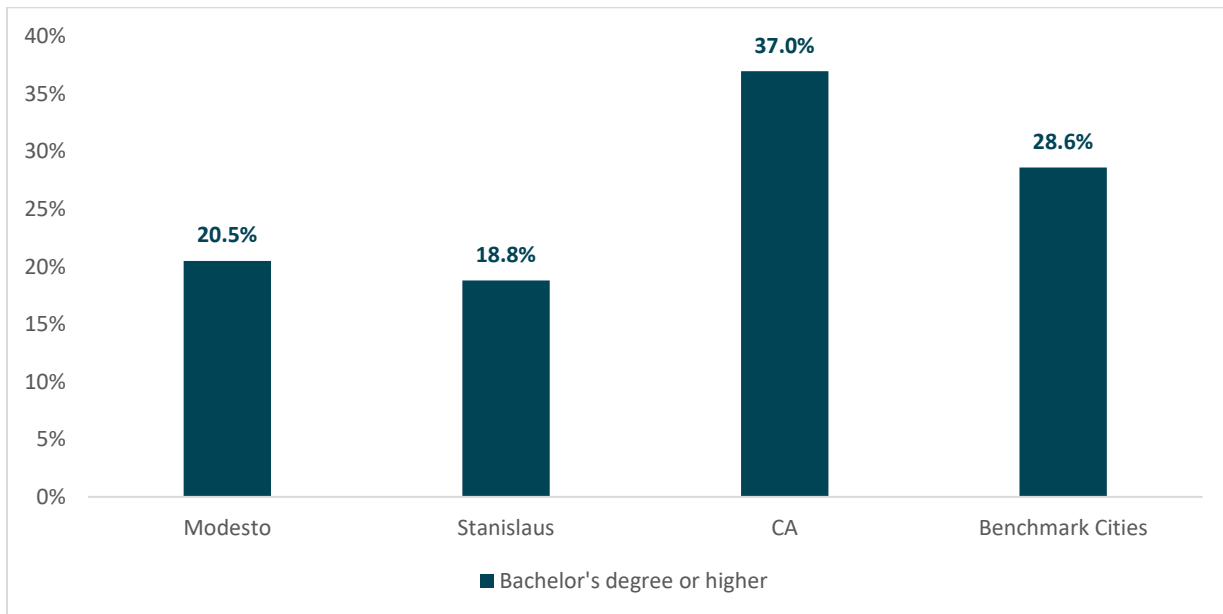
Housing Costs

For housing units with a mortgage, more than one-third (39.5%) of Modesto households have monthly expenses that are less than 20% of the household income. This share is similar to the benchmark regional geographies but above the statewide share (35.6%). For rental dwelling units, about 46.0% of Modesto households have gross rent costs that are 35.0% or more of household income. This share is similar to the shares for this range in the benchmark cities and the County.

Education

Modesto performs relatively poorly in terms of educational attainment relative to California and the benchmark cities. For the 18 to 24 years-old age category, only three benchmark cities (Clovis, Stockton, and Tulare) have a lower share of the population than Modesto with a Bachelor’s degree or higher (5.9% in Modesto compared to a statewide average of 12.6%). However, Modesto’s share is relatively high compared to the County’s share of 4.0%. The same finding applies to the 25 years-and-over age category as well; about 20.5% of the City is in the Bachelor’s degree or higher category, well below the statewide rate (37.0%) and below the shares in all but two of the benchmark cities. Similarly, however, Modesto outperforms the rest of Stanislaus County, where only 18.8% of those above 25 hold a Bachelor’s degree or higher.

FIGURE II-5. SHARE OF POPULATION (25+ YEARS) WITH BACHELOR’S DEGREE OR HIGHER: MODESTO, STANISLAUS COUNTY, CA, AND BENCHMARK CITIES, 2022



Source: U.S. Census Bureau, 2022: ACS 5-Year Estimates Data Profiles; TNDG

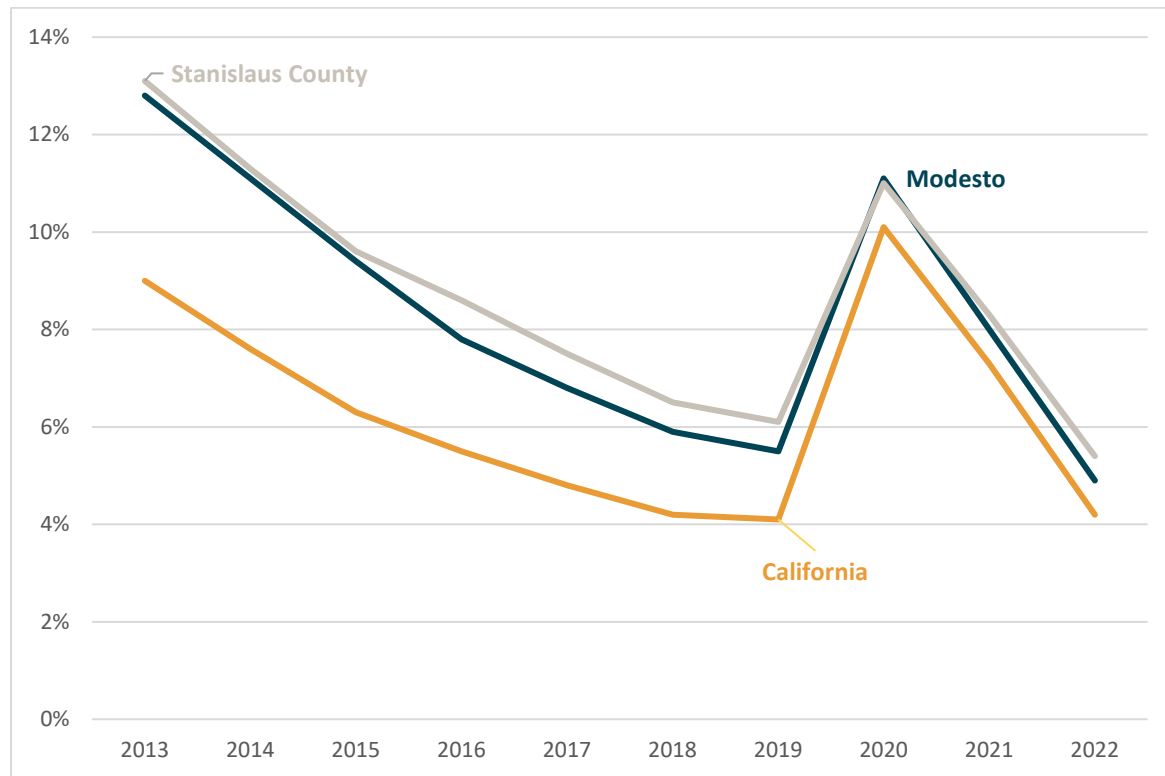
Household and Age Characteristics

Average household and family sizes are slightly lower in Modesto relative to the benchmark cities and the County, but slightly higher than the State. In addition, compared to the benchmark cities, Modesto has a relatively high share of households with one or more persons above 60 years old (40.8%), with only Elk Grove and Roseville having a higher share. In addition, the data for selected age categories show that Modesto has a relatively older population than the benchmark cities. For example, Modesto has the highest share of its population between 75 and 84 years old (3.9%) compared to the benchmark cities and Stanislaus County.

Unemployment Rate

All geographies experienced a similar trend in unemployment rates from 2013 to 2022. Due to the coronavirus pandemic, all evaluated geographies experienced a notable increase in unemployment rates, with Modesto experiencing an increase of 5.6 percentage points between 2019 and 2020. However, by 2022, the unemployment rate in Modesto had fallen below 2019 levels (4.9%), which was lower than Stanislaus County, but relatively higher compared to most of the benchmark cities.

FIGURE II-6. UNEMPLOYMENT RATES: MODESTO, STANISLAUS COUNTY, AND CA, 2013-2023



Source: Bureau of Labor Statistics (BLS)

Household and Employment Growth Forecasts

Based on official forecasts from the Stanislaus Council of Governments, Modesto is projected to add 10,704 households between 2020 and 2035, representing an increase of 14.37% for this 15-year period. This growth is slightly below the rate of Stanislaus County, which is expected to increase by 16.1% in household growth over the course of this time interval. Similarly, between 2035-2050, Modesto's households are expected to grow by 9.04%, while the County's households are expected to grow by 10.54%.

Modesto is projected to add 15,650 jobs between 2020 and 2035, representing an increase of 14.85% which is slightly below the expected job growth percentage for the entire County (16.1%). For the 2035-2050 period, Modesto is projected to add 9,475 employees. This represents an increase of 7.83% (compared to 9.86% for the County as a whole).

Compared to the counties containing the benchmark cities, Stanislaus County's expected household growth rate, of 16.1% between 2020-2035 and 10.54% between 2035-2050, is relatively low. Only Fresno county is expected to have a lower growth rate in households during both periods.

Similarly, Stanislaus County's forecasted job growth of 16.1% is relatively low between 2020-2035, with only Kern County expected to have less percentage growth during that period. However, between 2035-2050, Stanislaus County's expected job growth of 9.36% sits in the middle of the five counties' forecasts.

Assessed Valuation, Building Permits, and Taxable Sales

Assessed Valuation

Net assessed valuation in Modesto increased by about \$4.85 billion between FY 2017-18 and FY 2022-23. Between FY 2017-18 and FY 2022-23, Modesto's share of the County's assessed value has remained around 33%. Furthermore, assessed values increased by 31.3% over this period in Modesto. This rate of increase is relatively low compared to the rate of increase in the other benchmark cities, as only Bakersfield, Stockton, and Tulare experienced less growth in assessed valuation over the five-year period.

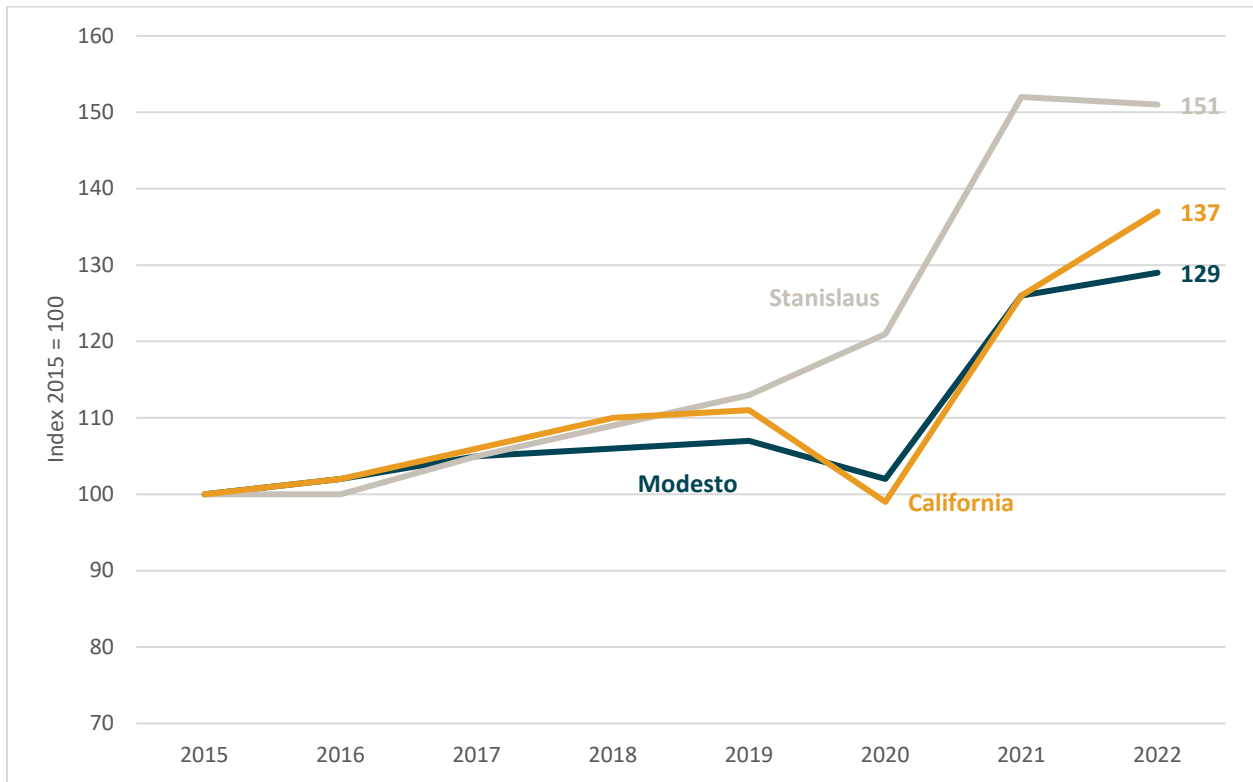
Residential Building Permit Activity

In Modesto, virtually all (98.1%) of building permits were in the *1-unit* category, which is slightly below the County's percentage and similar to the benchmark cities. Single-family permits ranged from 17 to 236 during this period. Only 27 total multi-family permits were issued between 2015 and 2022.

Taxable Sales

City-wide taxable retail sales have increased by about \$630 million between 2015 and 2022, or by 28.8%. Food Services and Drinking Places and Gasoline Stations experienced the most significant relative increases, with sales increasing by 44.7% and 78.3%, respectively. The data also show Modesto slightly underperforms the benchmark cities on other important taxable sales metrics. Modesto has the least taxable sales per capita in 2022 and the lowest overall taxable sales growth between 2015-2022 compared to the benchmark cities.

FIGURE II-7. TAXABLE SALES TRENDS: MODESTO, STANISLAUS COUNTY, AND CA, 2015-2022



Source: California Department of Tax and Fee Administration (CDTFA)

Real Estate Market Vacancy Rates

Commercial and industrial vacancy rates are relatively low in the City (and in the North San Joaquin Valley overall), compared to California’s major coastal markets (Los Angeles, Bay Area, etc.). Notably, Modesto experienced only a modest increase in office vacancy during the pandemic (compared to major coastal markets which still have very high office vacancies due to the increase in remote work).

Modesto’s overall industrial vacancy rate is very low at 3.0%. Office and retail vacancy rates are relatively low as well, at 4.9% and 4.8%, respectively. Office properties experienced the most significant improvement in vacancy rates over the 16-year period for 2007 to 2023.

FIGURE II-8. VACANCY RATES BY REAL ESTATE MARKET TYPE, CITY OF MODESTO, 2007-2023



Source: CoStar

Key Industries in the Modesto Economy

Chapter V of this report provides a summary of industry growth/retraction trends in Modesto, comparing the local economy's recent and longer-term performance to regional and national benchmarks. The analysis breaks down the local economy in terms of industry "clusters." Clusters are groups of inter-related industry sectors whose growth potentials within a region tend to be closely aligned. The tendency of individual industries to co-locate in clusters reflects linkages through supply-chain relationships, as well as commonalities in terms of workforce requirements and infrastructure needs. The study considers two broad categories of industry clusters:

- **Local clusters** typically form the core of a region's economy; they primarily provide goods and services for the local (resident) population. They tend to account for the majority of jobs in a region (in the case of Modesto, local clusters represent about 76% of total jobs), and support a high quality of life by ensuring the availability of a diverse range of goods and services.
- **Traded clusters** are "export-oriented" in the sense that they include industries that are engaged in producing goods and services for end customers outside the region. Traded clusters account for about 24% of the jobs in Modesto, and are especially important from an economic development perspective given that they tend to have higher wages and higher "multiplier impacts" compared to local clusters. That is, they have a strong potential to inject new dollars into the local economy and thereby serve as "drivers" for broader economic growth.

Total current (2023) employment in the Modesto area is estimated at 117,419 jobs. The local clusters currently represent a total of 93,895 jobs in Modesto, while the traded clusters account for 29,155 jobs. (Total cluster employment adds up to slightly more than total employment given that some industries are included in more than one cluster.)

Modesto's Most Important Industry Clusters

Within the detailed analysis (Chapter V), important existing clusters are identified for the three geographic areas of: Modesto, Stanislaus County, and the North SJV region (including Stanislaus, Merced and San Joaquin counties). For each area, clusters are identified that are in the "Top 10" of the entire set of clusters for at least one of the three following variables:

1. Location Quotient (LQ) – the LQ measures how concentrated/important an industry cluster is in a region compared to national benchmarks. An LQ value greater than 1.0 indicates that a cluster is more concentrated in the region than it is nationally.
2. Number of jobs in 2023
3. Job growth (number of new jobs) between 2013 and 2023

Table II-1 and Table II-2 profile the "Top 10" industry clusters for Modesto.

TABLE II-1. TOP 10 CLUSTERS FOR KEY VARIABLES: LQ, JOBS, AND JOB GROWTH, MODESTO

CLUSTER	LQ	JOBS	10-YR JOB CHANGE	AVG. ANN WAGE
Agricultural Inputs and Services	2.2	2,880	(88)	64,051
Distribution and Electronic Commerce	1.0	6,412	551	78,235
Downstream Metal Products	2.6	883	(168)	92,537
Food Processing and Manufacturing	8.9	8,089	1,386	98,449
Furniture	1.3	357	75	61,614
Local Commercial Services	1.0	7,295	656	56,895
Local Community and Civic Organizations	2.3	9,380	2,512	28,442
Local Education and Training	1.3	8,236	3,713	83,120
Local Food and Beverage Processing and Distribution	1.3	6,348	388	51,661
Local Government Services	1.0	4,120	1,714	116,946
Local Health Services	1.3	17,664	3,885	116,261
Local Hospitality Establishments	1.1	10,639	1,602	33,098
Local Motor Vehicle Products and Services	1.3	4,472	1,155	64,308
Local Personal Services (Non-Medical)	1.0	3,784	1,050	39,358
Local Real Estate, Construction, and Development	0.9	8,761	1,317	72,399
Upstream Chemical Products	1.6	197	164	109,034

Note: LQ = Location Quotient; 10-year job change is from 2013 to 2023.

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).

TABLE II-2. NARRATIVE DESCRIPTIONS AND KEY COMPONENT INDUSTRIES FOR PRELIMINARY LIST OF CANDIDATE CLUSTERS

Cluster	Narrative Description	Key Component Industries
Agricultural Inputs and Services	This cluster includes establishments primarily engaged in farming and related services. Farming includes soil preparation, planting, cultivation, harvest, fertilizer creation, and post-harvest activities. It also includes services that supply farm labor, support for animal production, and additional operations management.	<ul style="list-style-type: none"> • Farm Labor Contractors and Crew Leaders • Crop Production • Animal Production • Postharvest Crop Activities (except Cotton Ginning) • Soil Preparation, Planting, and Cultivating
Distribution and Electronic Commerce	This cluster consists primarily of traditional wholesalers as well as mail order houses and electronic merchants. The companies in this cluster mostly buy, hold, and distribute a wide range of products such as apparel, food, chemicals, gasses, minerals, farm materials, machinery, and other merchandise. The cluster also contains firms that support distribution and electronic commerce operations, including packaging, labeling, and equipment rental and leasing.	<ul style="list-style-type: none"> • General Warehousing and Storage • Warehouse Clubs and Supercenters • Pharmacies and Drug Retailers • Refrigerated Warehousing and Storage
Downstream Metal Products	This cluster contains establishments that manufacture metal containers, prefabricated metal structures, and end user metal	<ul style="list-style-type: none"> • Metal Can Manufacturing

Cluster	Narrative Description	Key Component Industries
	products. These end user products include ammunition, kitchenware, hardware, metal bathroom fixtures, and similar metal products used in home finishing such as doors, windows and ornamentation.	<ul style="list-style-type: none"> • Prefabricated Metal Building and Component Manufacturing • Metal Window and Door Manufacturing
Food Processing and Manufacturing	This cluster includes firms involved in the processing of raw food materials and the manufacturing of downstream food products for end users. This includes millers and refineries of rice, flour, corn, sugar, and oilseeds. These upstream products contribute in part to producing specialty foods, animal foods, baked goods, candies, teas, coffees, beers, wines, other beverages, meats, packaged fruits and vegetables, and processed dairy products.	<ul style="list-style-type: none"> • Wineries • Fruit and Vegetable Canning • Other Snack Food Manufacturing • Roasted Nuts and Peanut Butter Manufacturing • Dried and Dehydrated Food Manufacturing • Fluid Milk Manufacturing
Furniture	This cluster contains establishments that manufacture furniture, cabinets, and shelving for residential homes and offices. It also includes establishments that produce manufactured homes. The products in this cluster can be made of wood, metal, plastic, and/or textiles.	<ul style="list-style-type: none"> • Nonupholstered Wood Household Furniture Manufacturing • Wood Kitchen Cabinet and Countertop Manufacturing
Local Commercial Services	This cluster contains local professional establishments that provide legal services, accounting services, temporary help, and office administrative activities. This cluster also contains building support and security services, commercial printing and signmaking, professional laundry services (including drycleaning), testing laboratories, and office supply stores.	<ul style="list-style-type: none"> • Temporary Help Services • Janitorial Services • Other Accounting Services • Offices of Lawyers • Security Guards and Patrol Services
Local Community and Civic Organizations	Establishments in this cluster primarily consist of local social service organizations such as community food and housing services and advocacy organizations. This cluster also contains grantmaking foundations, business associations, and political and religious organizations.	<ul style="list-style-type: none"> • Services for the Elderly and Persons with Disabilities • Religious Organizations • Other Individual and Family Services • Child and Youth Services* • Civic and Social Organizations*
Local Education and Training	Establishments in this cluster include local educational institutions. These include schools for elementary and secondary education, technical and vocational training, fine arts instruction, as well as automobile driving.	<ul style="list-style-type: none"> • Elementary and Secondary Schools (Local Government) • Elementary and Secondary Schools • Vocational Rehabilitation Services • Other Technical and Trade Schools
Local Food and Beverage Processing and Distribution	This cluster contains firms that sell food and beverages at the wholesale and retail levels. Products sold include meat, seafood, fruit and vegetables, general groceries, tobacco, alcoholic beverages, and specialty foods. The cluster also	<ul style="list-style-type: none"> • Supermarkets and Other Grocery (except Convenience) Stores • All Other General Merchandise Retailers • Pharmacies and Drug Retailers • Beer, Wine, and Liquor Retailers

Cluster	Narrative Description	Key Component Industries
	includes related distribution methods such as vending and direct selling.	
Local Government Services	N/A	<ul style="list-style-type: none"> Local Government, Excluding Education and Hospitals
Local Health Services	Firms in this cluster include local health care establishments and services such as hospitals, medical laboratories, home and residential care, and funeral services and crematories. This cluster also includes pharmacies and optical goods retail stores	<ul style="list-style-type: none"> General Medical and Surgical Hospitals HMO Medical Centers Offices of Physicians (except Mental Health Specialists)
Local Hospitality Establishments	Establishments in this cluster primarily consist of local hospitality establishments that serve food and beverages (alcoholic and non-alcoholic), as well as recreational facilities including country clubs, fitness clubs, and bowling centers. This cluster also contains gift and souvenir retail stores.	<ul style="list-style-type: none"> Full-Service Restaurants Limited-Service Restaurants Snack and Nonalcoholic Beverage Bars Fitness and Recreational Sports Centers
Local Motor Vehicle Products and Services	Establishments in this cluster consist of local motor vehicle wholesalers and dealers, as well as auto repair services, gas stations, parking lots, car washes, and vehicle towing.	<ul style="list-style-type: none"> New Car Dealers Motor Vehicle Towing Automotive Parts and Accessories Retailers Gasoline Stations with Convenience Stores New Car Dealers* General Automotive Repair* Automotive Body, Paint, and Interior Repair and Maintenance*
Local Personal Services (Non-Medical)	Establishments in this cluster provide local personal services including self-service laundry, hair care, photofinishing, repair services, and child care. This cluster also contains pet stores and retail stores for certain personal merchandise such as cosmetics.	<ul style="list-style-type: none"> All Other General Merchandise Retailers Beauty Salons Child Day Care Services Veterinary Services
Upstream Chemical Products	This cluster consists of firms that manufacture basic organic and inorganic chemicals and gases. The chemicals are usually separate elements that could be used as inputs for more complex downstream chemical products.	<ul style="list-style-type: none"> All Other Basic Organic Chemical Manufacturing Pesticide and Other Agricultural Chemical Manufacturing

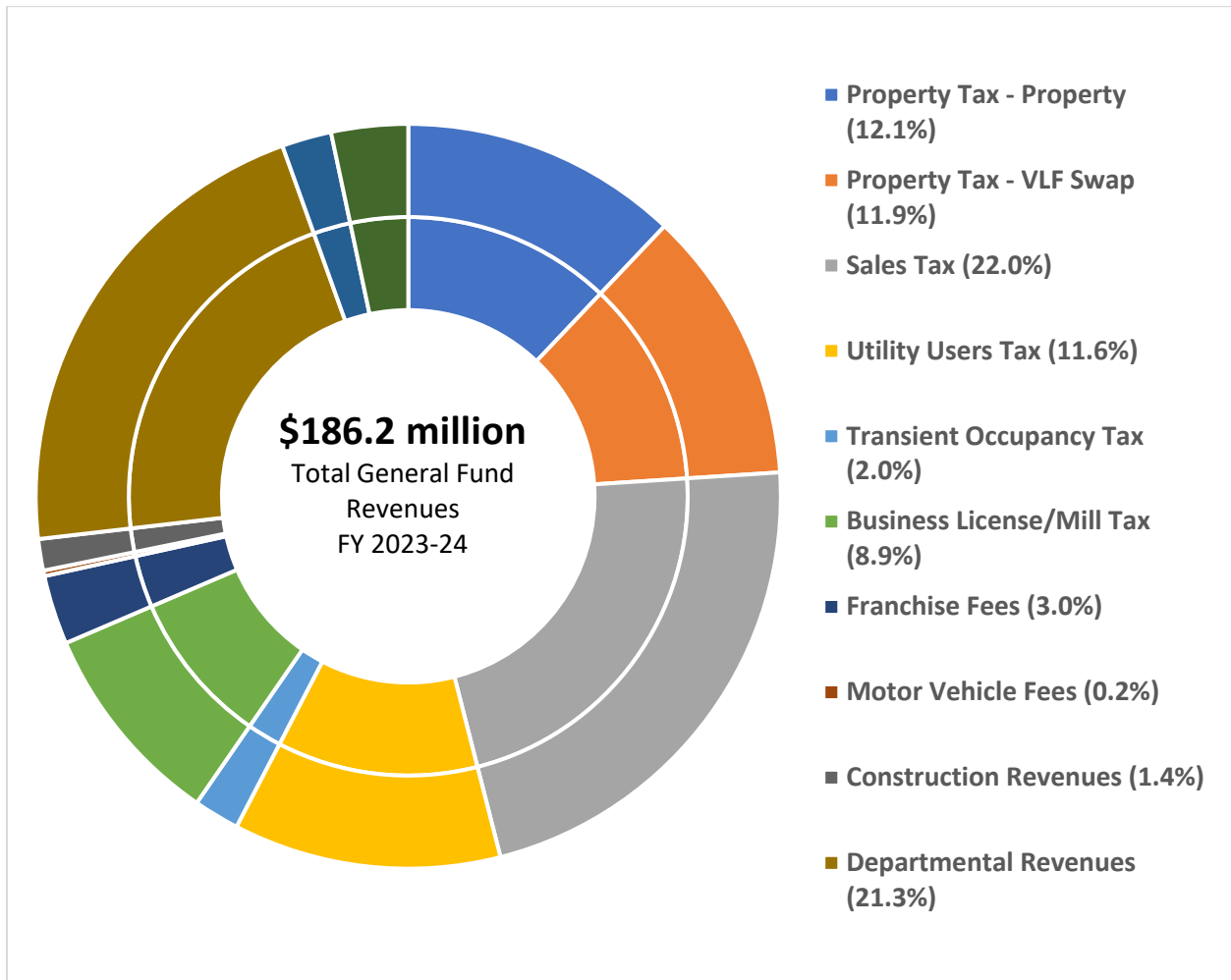
Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).

City Fiscal Revenues and Costs

General Fund Revenues

Sales Tax and Property Taxes (Property and VLF Swap) account for \$85.4 million in General Fund revenue to the City's budget for Fiscal Year (FY) 2023-24. This total accounts for close to one-half (46%) of all budgeted General Fund revenues.

FIGURE II-9. CITY OF MODESTO GENERAL FUND REVENUE BY CATEGORY, FISCAL YEAR 2023-24



Source: City of Modesto

Local Share of Sales Tax Revenue

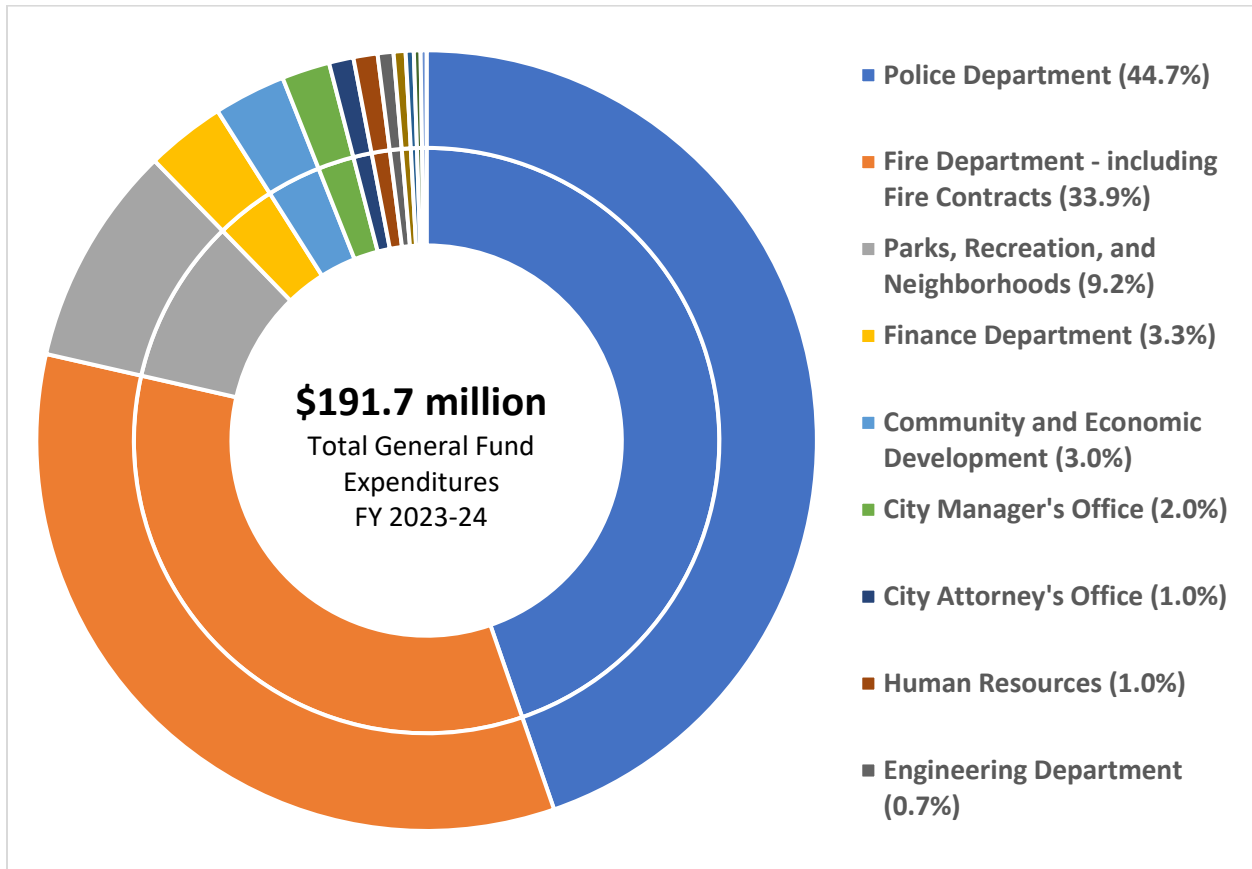
For every dollar of sales tax generated at the rate of 8.875% in Modesto, 68 cents goes to the State, 23 cents goes to the City, 8 cents goes to Local Transportation Funds and 1 cent goes to County Libraries.



General Fund Expenditures

Police and Fire protection costs account for the bulk of General Fund Expenditures in the City's FY 2023-24 budget. The two categories combined represent about \$150.6 million in annual expenditures, well over three-fourths (78.6%) of total budgeted General Fund expenditures.

FIGURE II-10. CITY OF MODESTO GENERAL FUND EXPENDITURES BY CATEGORY, FISCAL YEAR 2023-24



Source: City of Modesto

III. Demographic and Economic Data/Forecasts

Census-Based Demographic and Economic Overview

The following data were obtained from the U.S. Census Bureau, American Community Survey (ACS) 5-year estimates (2018-22). Data are provided for the City of Modesto, Stanislaus County, California, as well as the selected benchmark cities: Bakersfield, Clovis, Elk Grove, Fresno, Merced, Roseville, Sacramento, Stockton, Tracy, Tulare, and Visalia. Topics address current conditions related to economic characteristics, housing units, educational attainment, and households/families.

Table III-1 and III-2, on pages 18-28, provide a summary of economic characteristics from the ACS. The table provides data related to labor force characteristics, household and per capita income levels, and health insurance coverage and poverty level rates. Some of the key include data highlights include the following:

- For the 16 years and over population, the City has a relatively slightly higher share of the population (61.6%) in the labor force compared to Stanislaus County, but a relatively low percentage compared to the benchmark cities. The unemployment rate (7.8%) was lower than that of Stanislaus County, and slightly higher than the average (7.3%) of the comparison cities.
- In terms of occupational employment, a larger share of Modesto residents is employed in *Production, transportation, and material moving* occupations compared to the benchmark cities. In contrast, Modesto residents hold a relatively lower share of jobs in *Natural resources, construction, and maintenance* occupations.
- In terms of industry sector employment, the largest share of Modesto residents (22.9%) is employed in the *Educational services, and health care and social assistance industry* sector (similar to the benchmark cities). Compared to the benchmark cities, Modesto has the largest share (12.6%) of residents employed in the *Manufacturing* sector. In contrast, the City has a relatively smaller share (8.7%) of its residents employed in the *Professional, scientific, and management, and administrative & waste management services* sector.
- For the income and benefits category, the largest share of Modesto households (18.2%) is in the \$50,000 to \$74,999 household income range. The City's households are relatively underrepresented (8.7%) in the \$150,000 to \$199,999 household income range.
 - Following from above, the City's median household income level (\$73,375) is slightly lower than the average level in the benchmark cities and in Stanislaus County.
- The City's health insurance coverage rate (94.5%) is on par with the benchmark cities' rates and slightly higher than that of Stanislaus County (93.9%).
- Poverty rates – as measured by families and people whose income in the past 12 months was below the poverty level – for all categories of families are relatively higher (10.5%) in Modesto compared to the benchmark regions, while slightly lower compared to Stanislaus County (10.8%).

TABLE III-1. SELECTED ECONOMIC CHARACTERISTICS FROM U.S. CENSUS BUREAU, MODESTO, STANISLAUS COUNTY, AND CALIFORNIA, 2022

VARIABLE	MODESTO	STANISLAUS COUNTY	CALIFORNIA
EMPLOYMENT STATUS			
Population 16 years and over			
Labor Force Participation Rate	61.6%	61.4%	63.8%
Employment/Population Ratio	56.7%	56.3%	59.3%
Unemployment Rate	7.8%	8.2%	6.4%
Labor Force Participation Rate by Educational Attainment			
Population 25 to 64 years	75.3%	75.3%	78.5%
Less than high school graduate	57.4%	62.4%	65.6%
High school graduate (includes equivalency)	72.8%	73.1%	73.2%
Some college or Associates Degree	79.1%	78.2%	78.7%
Bachelor's degree of higher	86.5%	86.5%	86.6%
Employment/Population Ratio by Educational Attainment			
Population 25 to 64 years	69.7%	69.6%	73.8%
Less than high school graduate	49.3%	56.0%	60.6%
High school graduate (includes equivalency)	66.7%	66.6%	67.8%
Some college or Associates Degree	74.1%	72.9%	73.2%
Bachelor's degree of higher	82.9%	82.8%	82.8%
Unemployment Rate by Educational Attainment			
Population 25 to 64 years	7.3%	7.4%	5.5%
Less than high school graduate	14.1%	10.4%	7.5%
High school graduate (includes equivalency)	8.4%	8.8%	6.9%
Some college or Associates Degree	6.2%	6.6%	6.1%
Bachelor's degree of higher	4.2%	4.2%	3.9%
COMMUTING TO WORK			
Workers 16 years and over			
Car, truck, or van -- drove alone	78.4%	79.6%	68.4%
Car, truck, or van -- carpooled	10.9%	10.4%	9.5%
Public transportation (excluding taxicab)	1.3%	0.8%	3.6%
Walked	1.1%	1.3%	2.4%
Other means	1.5%	1.4%	2.4%
Worked from home	6.9%	6.6%	13.6%
Mean travel time to work (minutes)	29.4	30.8	29.2
OCCUPATION			
Civilian employed population 16 years and over			
Management, business, science, and arts occupations	31.7%	29.5%	41.7%
Service occupations	18.4%	18.3%	17.6%
Sales and office occupations	20.4%	19.4%	20.0%
Natural resources, construction, and maintenance occupations	11.1%	14.0%	8.8%
Production, transportation, and material moving occupations	18.4%	18.9%	11.9%

VARIABLE	MODESTO	STANISLAUS COUNTY	CALIFORNIA
INDUSTRY			
Civilian employed population 16 years and over			
Agriculture, forestry, fishing and hunting, and mining	2.2%	5.1%	2.1%
Construction	7.9%	8.9%	6.7%
Manufacturing	12.6%	12.1%	8.9%
Wholesale trade	2.7%	3.0%	2.6%
Retail trade	12.1%	11.2%	10.3%
Transportation and warehousing, and utilities	7.6%	7.7%	5.9%
Information	1.0%	0.8%	2.9%
Finance and insurance, and real estate and rental and leasing	3.8%	3.5%	5.8%
Professional, scientific, and management, and administrative and waste management services	8.7%	8.6%	14.1%
Educational services, and health care and social assistance	22.9%	21.4%	21.4%
Arts, entertainment, and recreation, and accommodation and food \ services	8.4%	8.5%	9.7%
Other services, except public administration	5.6%	4.8%	4.9%
Public administration	4.5%	4.4%	4.7%
CLASS OF WORKER			
Civilian employed population 16 years and over			
Private wage and salary workers	78.7%	78.5%	78.0%
Government workers	15.0%	15.1%	14.3%
Self-employed in own not incorporated business workers	6.2%	6.2%	7.6%
Unpaid family workers	0.1%	0.1%	0.2%
INCOME AND BENEFITS (IN 2022 INFLATION-ADJUSTED DOLLARS)			
Total households			
Less than \$10,000	4.3%	4.2%	4.4%
\$10,000 to \$14,999	4.0%	3.5%	3.2%
\$15,000 to \$24,999	6.6%	6.8%	5.6%
\$25,000 to \$34,999	6.4%	7.5%	6.0%
\$35,000 to \$49,999	11.5%	10.9%	8.7%
\$50,000 to \$74,999	18.2%	17.2%	13.7%
\$75,000 to \$99,999	14.1%	13.7%	12.0%
\$100,000 to \$149,999	17.9%	18.5%	17.8%
\$150,000 to \$199,999	8.7%	8.5%	10.7%
\$200,000 or more	8.3%	9.2%	17.9%
Median household income (dollars)	73,375	74,872	91,905
Mean household income (dollars)	96,309	97,409	130,718
With earnings	79.5%	79.3%	80.8%

VARIABLE	MODESTO	STANISLAUS COUNTY	CALIFORNIA
INCOME AND BENEFITS (IN 2022 INFLATION-ADJUSTED DOLLARS)			
Mean earnings (dollars)	97,803	99,175	131,100
With Social Security	30.4%	30.1%	28.0%
Mean Social Security income (dollars)	21,206	21,012	(X)
With retirement income	21.2%	20.9%	2,726,537
Mean retirement income (dollars)	28,784	29,010	38,967
With Supplemental Security Income	8.3%	7.7%	5.9%
Mean Supplemental Security Income (dollars)	11,429	11,976	11,248
With cash public assistance income	4.1%	3.7%	3.7%
Mean cash public assistance income (dollars)	2,913	5,737	5,909
With Food Stamp/SNAP benefits in the past 12 months	15.7%	13.7%	10.3%
Families	50,964	130,092	9,093,707
Less than \$10,000	3.5%	3.6%	2.9%
\$10,000 to \$14,999	2.8%	2.0%	1.6%
\$15,000 to \$24,999	4.6%	5.0%	4.2%
\$25,000 to \$34,999	5.7%	6.5%	5.2%
\$35,000 to \$49,999	11.1%	10.6%	8.2%
\$50,000 to \$74,999	18.4%	17.1%	13.4%
\$75,000 to \$99,999	13.6%	13.8%	12.2%
\$100,000 to \$149,999	20.3%	20.7%	19.0%
\$150,000 to \$199,999	10.1%	9.7%	12.1%
\$200,000 or more	9.9%	11.0%	21.1%
Median family income (dollars)	81,129	83,732	105,010
Mean family income (dollars)	105,438	106,542	145,957
Per capita income (dollars)	32,897	32,044	45,591
Nonfamily households	20,830	45,655	4,222,115
Median nonfamily income (dollars)	49,244	45,574	58,774
Mean nonfamily income (dollars)	66,641	62,921	89,171
Median earnings for workers (dollars)	40,913	39,756	45,032
Median earnings for male full-time, year-round workers (dollars)	59,411	59,346	68,101
Median earnings for female full-time, year-round workers (dollars)	52,684	50,481	58,583
HEALTH INSURANCE COVERAGE			
Civilian noninstitutionalized population			
With health insurance coverage	94.5%	93.9%	92.9%
With private health insurance	56.7%	58.3%	64.2%
With public coverage	47.3%	44.9%	38.5%
No health insurance coverage	5.5%	6.1%	7.1%
Civilian noninstitutionalized population under 19 years			
No health insurance coverage	2.8%	2.9%	3.4%

VARIABLE	MODESTO	STANISLAUS COUNTY	CALIFORNIA
HEALTH INSURANCE COVERAGE			
Civilian noninstitutionalized population 19 to 64 years			
In labor force:			
Employed:			
With health insurance coverage	92.1%	92.0%	91.0%
With private health insurance	74.0%	75.2%	78.0%
With public coverage	20.9%	19.6%	15.7%
No health insurance coverage	7.9%	8.0%	9.0%
Unemployed:			
With health insurance coverage	89.8%	81.7%	82.6%
With private health insurance	32.7%	30.5%	43.1%
With public coverage	58.8%	53.4%	42.7%
No health insurance coverage	10.2%	18.3%	17.4%
Not in labor force:			
With health insurance coverage	92.3%	91.2%	88.3%
With private health insurance	36.1%	40.5%	49.4%
With public coverage	61.3%	55.8%	44.0%
No health insurance coverage	7.7%	8.8%	11.7%
PERCENTAGE OF FAMILIES AND PEOPLE WHOSE INCOME IN THE PAST 12 MONTHS IS BELOW THE POVERTY LEVEL			
All families	10.5%	10.8%	8.5%
With related children of the householder under 18 years	14.4%	15.1%	12.5%
With related children of the householder under 5 years only	13.7%	13.7%	9.7%
Married couple families	7.0%	6.7%	5.1%
With related children of the householder under 18 years	9.4%	9.0%	6.7%
With related children of the householder under 5 years only	11.8%	7.5%	4.3%
Families with female householder, no spouse present	21.6%	24.7%	20.3%
With related children of the householder under 18 years	27.7%	32.6%	29.2%
With related children of the householder under 5 years only	18.0%	28.5%	30.3%
All people	13.8%	13.7%	12.1%
Under 18 years	17.4%	18.2%	15.6%
Related children of the householder under 18 years	17.2%	18.0%	15.3%
Related children of the householder under 5 years	17.9%	18.7%	15.6%
Related children of the householder 5 to 17 years	16.9%	17.7%	15.2%
18 years and over	12.5%	12.1%	11.1%
18 to 64 years	12.7%	12.1%	11.1%
65 years and over	11.7%	12.1%	11.0%
People in families	11.3%	11.4%	9.3%
Unrelated individuals 15 years and over	27.0%	28.1%	24.8%

Source: U.S. Census Bureau, 2022: ACS 5-Year Estimates Data Profiles; TNDG.

TABLE III-2. SELECTED ECONOMIC CHARACTERISTICS FROM U.S. CENSUS BUREAU, MODESTO, SELECTED COMPARISON CITIES, 2022

VARIABLE	MODESTO	BAKERSFIELD	CLOVIS	ELK GROVE	FRESNO	MERCED	ROSEVILLE	SACRAMENTO	STOCKTON	TRACY	TULARE	VISALIA
EMPLOYMENT STATUS												
Population 16 years and over												
Labor Force Participation Rate	61.6%	63.1%	66.7%	65.2%	62.2%	60.9%	64.8%	64.6%	60.3%	68.3%	61.4%	63.4%
Employment/Population Ratio	56.7%	58.6%	62.2%	60.9%	56.4%	53.2%	61.7%	60.4%	55.6%	64.5%	55.9%	59.6%
Unemployment Rate	7.8%	7.1%	6.3%	6.4%	9.0%	12.6%	4.5%	6.3%	7.7%	5.4%	8.6%	5.6%
Labor Force Participation Rate by Educational Attainment												
Population 25 to 64 years	75.3%	75.4%	82.3%	80.6%	75.2%	74.5%	82.5%	78.7%	80.2%	80.2%	72.8%	77.9%
Less than high school graduate	57.4%	62.9%	66.1%	60.0%	61.0%	65.0%	68.7%	58.8%	65.4%	65.4%	64.8%	59.8%
High school graduate (includes equivalency)	72.8%	72.9%	76.0%	72.5%	71.1%	71.4%	75.9%	71.0%	76.3%	76.3%	68.8%	73.7%
Some college or Associates Degree	79.1%	76.9%	81.8%	83.6%	77.6%	77.2%	80.8%	79.2%	84.0%	84.0%	77.8%	79.9%
Bachelor's degree of higher	86.5%	85.4%	89.8%	85.5%	87.2%	86.5%	86.8%	89.3%	87.4%	87.4%	86.1%	89.5%
Employment/Population Ratio by Educational Attainment												
Population 25 to 64 years	69.7%	71.2%	77.5%	76.2%	69.5%	66.6%	79.4%	74.2%	76.3%	76.3%	67.1%	73.9%
Less than high school graduate	49.3%	58.7%	61.0%	55.3%	54.2%	54.1%	64.9%	54.5%	61.8%	61.8%	60.2%	55.8%
High school graduate (includes equivalency)	66.7%	66.6%	71.5%	65.7%	64.3%	62.3%	72.5%	65.1%	71.3%	71.3%	60.5%	68.3%
Some college or Associates Degree	74.1%	72.3%	75.4%	78.3%	71.4%	70.1%	77.2%	73.9%	80.6%	80.6%	74.0%	75.7%
Bachelor's degree of higher	82.9%	83.7%	86.3%	83.3%	84.4%	83.3%	84.2%	86.2%	83.6%	83.6%	79.2%	87.1%
Unemployment Rate by Educational Attainment												
Population 25 to 64 years	7.3%	5.5%	5.4%	5.2%	7.2%	10.5%	3.4%	5.4%	4.7%	4.7%	7.6%	4.9%
Less than high school graduate	14.1%	6.7%	7.7%	7.9%	11.1%	16.8%	5.6%	7.3%	5.5%	5.5%	7.1%	6.8%
High school graduate (includes equivalency)	8.4%	8.5%	5.8%	9.4%	9.3%	12.7%	4.2%	8.1%	6.1%	6.1%	11.3%	6.9%
Some college or Associates Degree	6.2%	5.8%	7.0%	5.9%	7.5%	9.1%	4.0%	6.3%	4.0%	4.0%	4.8%	5.0%
Bachelor's degree of higher	4.2%	2.0%	3.4%	2.4%	3.1%	3.7%	2.7%	3.2%	4.2%	4.2%	7.9%	2.1%

VARIABLE	MODESTO	BAKERSFIELD	CLOVIS	ELK GROVE	FRESNO	MERCED	ROSEVILLE	SACRAMENTO	STOCKTON	TRACY	TULARE	VISALIA
COMMUTING TO WORK												
Workers 16 years and over												
Car, truck, or van -- drove alone	78.4%	80.3%	79.2%	69.4%	75.3%	77.1%	70.9%	67.6%	77.8%	72.8%	82.2%	79.2%
Car, truck, or van -- carpooled	10.9%	9.9%	9.1%	10.1%	11.2%	6.3%	6.5%	9.1%	13.1%	11.5%	10.2%	11.9%
Public transportation (excluding taxicab)	1.3%	0.8%	0.7%	1.5%	1.3%	1.2%	0.8%	2.2%	1.3%	1.7%	0.8%	0.5%
Walked	1.1%	0.7%	0.6%	0.7%	1.6%	1.6%	1.1%	3.0%	0.9%	1.1%	1.0%	1.0%
Other means	1.5%	1.3%	1.3%	1.7%	1.9%	7.5%	1.6%	3.1%	1.2%	1.5%	1.0%	1.0%
Worked from home	6.9%	7.0%	9.1%	16.7%	8.8%	6.4%	19.1%	15.1%	5.7%	11.4%	4.7%	6.4%
Mean travel time to work (minutes)	29.4	23.6	23.7	33.1	22.3	27.0	27.7	25.4	32.8	43.5	22.1	21.8
OCCUPATION												
Civilian employed population 16 years and over												
Management, business, science, and arts occupations	31.7%	32.8%	44.9%	47.1%	33.4%	26.8%	50.0%	42.4%	26.6%	36.2%	23.9%	34.1%
Service occupations	18.4%	18.9%	16.8%	17.5%	20.9%	20.2%	15.4%	17.6%	20.3%	14.4%	20.8%	20.1%
Sales and office occupations	20.4%	20.7%	22.1%	20.7%	21.2%	19.7%	23.0%	20.9%	19.6%	22.2%	21.2%	21.5%
Natural resources, construction, and maintenance occupations	11.1%	13.0%	6.1%	5.2%	10.5%	16.6%	4.8%	7.1%	12.4%	11.5%	16.2%	12.1%
Production, transportation, and material moving occupations	18.4%	14.6%	10.1%	9.4%	14.1%	16.7%	6.8%	11.8%	21.0%	15.6%	17.9%	12.1%
INDUSTRY												
Civilian employed population 16 years and over												
Agriculture, forestry, fishing and hunting, and mining	2.2%	8.5%	1.3%	0.6%	4.4%	8.3%	0.4%	0.8%	3.9%	1.2%	10.6%	4.8%
Construction	7.9%	7.3%	5.7%	4.7%	6.3%	6.0%	5.5%	6.6%	7.2%	8.9%	6.2%	7.9%
Manufacturing	12.6%	5.3%	4.7%	5.5%	6.1%	8.1%	6.3%	5.3%	8.5%	10.8%	11.3%	7.9%
Wholesale trade	2.7%	2.3%	3.3%	1.6%	2.9%	2.9%	2.5%	2.4%	2.6%	3.3%	3.4%	1.9%

VARIABLE	MODESTO	BAKERSFIELD	CLOVIS	ELK GROVE	FRESNO	MERCED	ROSEVILLE	SACRAMENTO	STOCKTON	TRACY	TULARE	VISALIA
Retail trade	12.1%	11.3%	10.7%	9.6%	10.7%	11.4%	10.5%	9.9%	12.4%	12.9%	12.8%	9.3%
Transportation and warehousing, and utilities	7.6%	7.4%	6.7%	7.2%	7.0%	6.2%	4.6%	6.2%	10.6%	8.9%	5.9%	5.7%
Information	1.0%	1.1%	1.5%	1.5%	1.4%	1.2%	1.8%	1.6%	0.9%	2.6%	0.5%	1.5%
Finance and insurance, and real estate and rental and leasing	3.8%	3.9%	5.0%	6.0%	5.0%	3.5%	9.4%	5.8%	4.3%	4.2%	2.3%	4.0%
Professional, scientific, and management, and administrative and waste management services	8.7%	9.1%	10.3%	10.4%	9.9%	5.6%	12.9%	12.7%	8.8%	14.4%	7.0%	8.1%
Educational services, and health care and social assistance	22.9%	24.8%	30.4%	25.0%	25.6%	25.2%	24.2%	22.0%	21.4%	18.8%	23.1%	26.0%
Arts, entertainment, and recreation, and accommodation and food services	8.4%	9.0%	8.3%	8.0%	9.1%	11.5%	8.6%	10.0%	9.2%	7.0%	7.3%	9.5%
Other services, except public administration	5.6%	4.5%	4.2%	5.7%	5.3%	4.1%	4.1%	4.7%	4.8%	3.4%	3.1%	5.7%
Public administration	4.5%	5.5%	7.9%	14.2%	6.4%	6.0%	9.2%	11.9%	5.4%	3.7%	6.5%	7.6%
CLASS OF WORKER												
Civilian employed population 16 years and over												
Private wage and salary workers	78.7%	75.8%	71.1%	65.6%	75.8%	74.2%	75.0%	69.6%	80.2%	81.7%	77.5%	72.9%
Government workers	15.0%	17.4%	22.4%	27.7%	18.2%	21.1%	18.9%	24.2%	14.0%	12.8%	16.6%	19.7%
Self-employed in own not incorporated business workers	6.2%	6.6%	6.4%	6.5%	5.7%	4.5%	6.0%	6.0%	5.6%	5.4%	5.7%	7.4%
Unpaid family workers	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%	0.0%	0.1%	0.0%

VARIABLE	MODESTO	BAKERSFIELD	CLOVIS	ELK GROVE	FRESNO	MERCED	ROSEVILLE	SACRAMENTO	STOCKTON	TRACY	TULARE	VISALIA
INCOME AND BENEFITS (IN 2022 INFLATION-ADJUSTED DOLLARS)												
Total households												
Less than \$10,000	4.3%	4.7%	2.4%	3.4%	7.5%	7.2%	3.2%	4.8%	5.7%	2.5%	4.7%	4.2%
\$10,000 to \$14,999	4.0%	4.3%	2.2%	1.5%	5.2%	5.2%	1.4%	4.8%	4.0%	1.2%	4.0%	2.3%
\$15,000 to \$24,999	6.6%	6.4%	4.5%	3.4%	8.5%	9.4%	4.5%	6.5%	7.4%	4.0%	7.6%	5.5%
\$25,000 to \$34,999	6.4%	7.6%	5.9%	4.4%	8.6%	8.0%	5.3%	6.1%	7.9%	3.8%	8.7%	7.0%
\$35,000 to \$49,999	11.5%	10.5%	8.7%	5.6%	11.4%	12.8%	6.9%	9.9%	10.6%	4.6%	13.1%	11.4%
\$50,000 to \$74,999	18.2%	17.1%	14.5%	12.3%	16.5%	18.3%	12.1%	15.7%	16.2%	12.2%	20.1%	19.0%
\$75,000 to \$99,999	14.1%	13.1%	12.7%	12.5%	12.7%	13.2%	11.4%	13.9%	15.0%	12.7%	12.7%	15.4%
\$100,000 to \$149,999	17.9%	18.0%	19.3%	23.1%	15.7%	14.5%	21.0%	18.5%	17.4%	26.9%	17.3%	17.0%
\$150,000 to \$199,999	8.7%	8.6%	14.5%	14.7%	6.6%	5.8%	13.3%	9.2%	8.9%	15.7%	7.2%	10.0%
\$200,000 or more	8.3%	9.7%	15.3%	19.0%	7.4%	5.6%	20.9%	10.8%	6.8%	16.4%	4.7%	8.3%
Median household income (dollars)	73,375	73,827	98,554	115,864	63,001	59,233	112,265	78,954	71,612	111,717	65,933	75,658
Mean household income (dollars)	96,309	99,270	123,212	134,666	85,872	78,097	134,360	102,258	91,983	131,566	83,609	98,973
With earnings	79.5%	81.7%	81.0%	83.6%	78.8%	78.4%	77.6%	79.6%	79.9%	89.7%	83.0%	82.0%
Mean earnings (dollars)	97,803	99,500	123,792	130,724	87,969	79,825	140,128	102,907	92,527	127,064	80,382	97,353
With Social Security	30.4%	24.4%	27.3%	27.5%	24.5%	23.9%	29.8%	25.5%	26.5%	21.2%	22.9%	29.0%
Mean Social Security income (dollars)	21,206	20,282	22,896	23,255	18,566	17,566	23,829	20,050	19,991	22,149	18,915	20,720
With retirement income	21.2%	19.2%	24.4%	27.1%	17.9%	17.0%	24.9%	21.0%	20.7%	20.8%	16.5%	23.7%
Mean retirement income (dollars)	28,784	33,303	35,207	41,967	32,427	31,223	43,472	40,395	33,432	36,863	25,192	32,060
With Supplemental Security Income	8.3%	6.1%	4.1%	7.3%	9.3%	10.2%	4.1%	7.8%	10.6%	4.2%	8.3%	8.1%
Mean Supplemental Security Income (dollars)	11,429	12,199	11,171	11,542	10,816	12,013	10,509	11,659	10,954	11,865	11,908	11,360
INCOME AND BENEFITS (IN 2022 INFLATION-ADJUSTED DOLLARS)												
Mean cash public assistance income (dollars)	2,913	7,089	6,186	5,754	5,285	6,210	5,871	5,194	5,372	5,490	5,127	5,559

VARIABLE	ELK											
	MODESTO	BAKERSFIELD	CLOVIS	GROVE	FRESNO	MERCED	ROSEVILLE	SACRAMENTO	STOCKTON	TRACY	TULARE	VISALIA
With Food Stamp/SNAP benefits in the past 12 months	15.7%	16.2%	9.9%	8.3%	22.0%	27.9%	5.1%	13.5%	21.5%	8.9%	22.5%	18.3%
Families	50,964	94,152	30,421	43,952	118,129	19,406	39,125	115,910	70,384	22,032	16,299	33,906
Less than \$10,000	3.5%	3.8%	1.8%	2.1%	5.9%	6.0%	1.8%	3.0%	4.4%	1.5%	3.8%	3.4%
\$10,000 to \$14,999	2.8%	2.7%	1.5%	1.2%	3.4%	4.0%	0.8%	2.3%	2.3%	1.0%	2.7%	1.6%
\$15,000 to \$24,999	4.6%	5.4%	2.7%	2.6%	6.8%	8.9%	3.0%	4.8%	5.8%	4.0%	6.7%	4.7%
\$25,000 to \$34,999	5.7%	6.8%	4.7%	3.9%	7.8%	7.2%	3.4%	5.7%	7.5%	3.4%	9.1%	6.9%
\$35,000 to \$49,999	11.1%	10.1%	7.2%	4.8%	12.0%	12.2%	5.2%	10.2%	10.7%	4.7%	13.8%	10.8%
\$50,000 to \$74,999	18.4%	17.5%	13.1%	11.8%	16.3%	19.2%	9.1%	14.7%	16.3%	11.3%	20.2%	19.8%
\$75,000 to \$99,999	13.6%	13.7%	12.4%	12.4%	13.6%	15.0%	11.0%	13.7%	15.7%	12.7%	12.5%	14.6%
\$100,000 to \$149,999	20.3%	19.1%	21.2%	23.6%	17.1%	15.0%	23.0%	20.2%	19.6%	26.5%	19.0%	17.2%
\$150,000 to \$199,999	10.1%	9.7%	16.6%	16.0%	7.9%	6.5%	16.0%	11.4%	9.9%	16.9%	6.9%	11.0%
\$200,000 or more	9.9%	11.2%	18.7%	21.5%	9.3%	6.1%	26.7%	14.1%	7.7%	18.0%	5.2%	10.0%
Median family income (dollars)	81,129	81,672	111,257	123,946	71,430	65,348	132,941	92,595	78,345	120,421	67,991	80,428
Mean family income (dollars)	105,438	108,359	137,526	142,536	96,173	82,973	155,152	116,333	99,179	137,433	86,481	105,563
Per capita income (dollars)	32,897	31,892	41,909	42,764	29,293	25,155	51,684	39,336	29,095	40,041	24,778	32,788
Nonfamily households	20,830	30,592	9,714	10,861	59,628	7,678	17,008	80,614	26,591	5,613	3,569	11,851
Median nonfamily income (dollars)	49,244	42,500	51,657	69,913	38,314	37,295	61,071	57,766	40,936	84,632	37,557	55,503
Mean nonfamily income (dollars)	66,641	59,209	67,328	88,111	57,427	51,999	79,476	76,333	58,743	94,021	54,741	69,243
Median earnings for workers (dollars)	40,913	37,831	51,277	54,294	35,520	33,390	61,380	44,534	36,725	51,181	35,314	39,312
Median earnings for male full-time, year-round workers (dollars)	59,411	59,346	75,650	80,632	51,928	50,610	92,145	60,692	52,723	77,115	54,051	58,419
Median earnings for female full-time, year-round workers (dollars)	52,684	46,342	61,401	67,610	46,717	45,374	79,832	57,011	44,960	57,663	42,609	51,151
HEALTH INSURANCE COVERAGE												
Civilian noninstitutionalized population												
With health insurance coverage	94.5%	92.5%	95.8%	97.5%	93.2%	91.1%	96.8%	94.5%	93.3%	94.8%	90.6%	93.6%
With private health insurance	56.7%	56.8%	76.2%	77.5%	52.3%	46.4%	80.8%	64.8%	53.8%	72.8%	49.8%	56.6%

VARIABLE	MODESTO	BAKERSFIELD	CLOVIS	ELK GROVE	FRESNO	MERCED	ROSEVILLE	SACRAMENTO	STOCKTON	TRACY	TULARE	VISALIA
With public coverage	47.3%	43.8%	32.2%	32.8%	50.9%	53.0%	30.2%	40.6%	48.1%	29.7%	48.7%	47.1%
No health insurance coverage	5.5%	7.5%	4.2%	2.5%	6.8%	8.9%	3.2%	5.5%	6.7%	5.2%	9.4%	6.4%
Civilian noninstitutionalized population under 19 years												
No health insurance coverage	2.8%	3.4%	2.1%	1.3%	2.6%	3.5%	2.4%	2.8%	2.5%	2.8%	3.4%	2.2%
Civilian noninstitutionalized population 19 to 64 years												
In labor force:												
Employed:												
With health insurance coverage	92.1%	90.4%	94.8%	97.4%	90.6%	86.1%	96.5%	93.3%	90.5%	93.6%	87.5%	90.4%
With private health insurance	74.0%	72.0%	86.2%	87.9%	69.5%	61.9%	89.6%	79.7%	70.3%	84.1%	67.4%	70.6%
With public coverage	20.9%	21.3%	12.7%	13.0%	25.5%	26.8%	10.3%	16.5%	23.3%	12.2%	23.7%	23.0%
No health insurance coverage	7.9%	9.6%	5.2%	2.6%	9.4%	13.9%	3.5%	6.7%	9.5%	6.4%	12.5%	9.6%
Unemployed:												
With health insurance coverage	89.8%	80.1%	83.1%	88.5%	83.7%	89.1%	86.6%	83.2%	83.1%	85.4%	79.5%	84.4%
With private health insurance	32.7%	30.0%	49.8%	57.3%	29.1%	35.9%	60.5%	35.0%	35.4%	48.2%	25.2%	30.9%
With public coverage	58.8%	51.2%	36.0%	38.6%	58.4%	56.4%	28.6%	53.0%	49.3%	39.5%	57.1%	58.3%
No health insurance coverage	10.2%	19.9%	16.9%	11.5%	16.3%	10.9%	13.4%	16.8%	16.9%	14.6%	20.5%	15.6%
Not in labor force:												
With health insurance coverage	92.3%	87.9%	92.6%	94.7%	89.4%	89.3%	93.9%	91.2%	89.9%	92.4%	83.2%	89.3%
With private health insurance	36.1%	39.5%	60.6%	62.0%	33.6%	32.6%	68.2%	42.6%	35.6%	64.6%	35.4%	34.6%
With public coverage	61.3%	52.5%	38.9%	42.5%	61.6%	62.5%	33.4%	54.7%	58.9%	32.7%	55.0%	60.6%
No health insurance coverage	7.7%	12.1%	7.4%	5.3%	10.6%	10.7%	6.1%	8.8%	10.1%	7.6%	16.8%	10.7%
PERCENTAGE OF FAMILIES AND PEOPLE WHOSE INCOME IN THE PAST 12 MONTHS IS BELOW THE POVERTY LEVEL												
All families	10.5%	13.0%	6.1%	6.4%	17.4%	19.7%	4.5%	10.0%	12.9%	6.5%	14.9%	9.1%
With related children of the householder under 18 years	14.4%	18.0%	8.7%	9.1%	25.0%	27.7%	6.3%	14.9%	17.5%	9.2%	18.4%	13.0%
With related children of the householder under 5 years only	13.7%	10.4%	10.1%	4.0%	22.5%	18.8%	4.4%	9.5%	19.5%	4.8%	8.1%	8.2%

VARIABLE	ELK											
	MODESTO	BAKERSFIELD	CLOVIS	GROVE	FRESNO	MERCED	ROSEVILLE	SACRAMENTO	STOCKTON	TRACY	TULARE	VISALIA
Married couple families	7.0%	6.5%	3.3%	4.5%	9.6%	8.5%	2.3%	6.5%	7.4%	3.1%	10.1%	5.7%
With related children of the householder under 18 years	9.4%	8.3%	4.4%	6.1%	13.7%	12.7%	2.2%	9.9%	9.3%	3.9%	12.6%	8.3%
With related children of the householder under 5 years only	11.8%	4.1%	5.3%	0.9%	14.1%	5.2%	2.8%	5.2%	4.7%	1.6%	4.0%	2.3%
Families with female householder, no spouse present	21.6%	30.6%	14.3%	14.0%	35.3%	42.8%	13.6%	20.1%	25.1%	21.6%	26.0%	19.6%
With related children of the householder under 18 years	27.7%	40.5%	17.0%	20.1%	45.0%	50.1%	19.4%	26.6%	33.1%	32.0%	30.7%	25.8%
With related children of the householder under 5 years only	18.0%	29.2%	39.0%	15.2%	44.0%	33.2%	11.7%	21.7%	39.7%	16.4%	19.9%	31.3%
All people	13.8%	16.5%	8.4%	8.8%	22.1%	25.2%	6.3%	14.8%	15.6%	8.7%	17.5%	12.6%
Under 18 years	17.4%	22.4%	9.6%	11.2%	30.4%	34.6%	6.7%	18.5%	20.7%	12.1%	22.1%	16.4%
Related children of the householder under 18 years	17.2%	22.2%	9.4%	10.9%	30.2%	34.6%	6.4%	18.1%	20.5%	11.9%	21.9%	16.0%
Related children of the householder under 5 years	17.9%	22.2%	10.7%	11.0%	31.4%	37.3%	3.8%	16.9%	22.7%	12.6%	18.8%	14.6%
Related children of the householder 5 to 17 years	16.9%	22.1%	9.0%	10.8%	29.7%	33.7%	7.3%	18.6%	19.7%	11.7%	23.0%	16.6%
18 years and over	12.5%	14.0%	7.9%	8.0%	18.9%	21.3%	6.2%	13.7%	13.7%	7.6%	15.1%	11.2%
18 to 64 years	12.7%	14.1%	8.1%	8.2%	19.6%	22.5%	5.7%	14.0%	13.6%	7.9%	15.4%	11.8%
65 years and over	11.7%	13.9%	7.5%	7.0%	15.2%	14.4%	8.1%	12.6%	14.4%	5.4%	13.4%	8.7%
People in families	11.3%	14.2%	6.4%	7.2%	19.8%	22.1%	4.3%	11.5%	13.2%	7.1%	15.4%	10.5%

Source: U.S. Census Bureau, 2022: ACS 5-Year Estimates Data Profiles; TNDG.

Table III-3 and III-4, on the following four pages, provide housing related data from the ACS. Some of the data highlights include the following:

- The occupied housing rate- ranging from 93.8% to 97.0% - is relatively similar across all the benchmark cities and Stanislaus County (96.1% In Modesto, and 95.9% in the County).
- The distribution of housing units by units in structure is also relatively similar across most of the benchmark regions. Modesto has a relatively high share of *1-unit attached* properties (5.9%) compared to the benchmark cities and Stanislaus County (3.8%).
- Only about 10.1% of Modesto’s housing units have been built since the year 2000, below the shares in all benchmark cities and in the County. Well over one-half (56.0%) of Modesto’s housing units were built between the 30-year period from 1960 to 1989, a significantly higher share than all the benchmark regions.
- Modesto’s has a higher share of owner-occupied housing units (57.7%) than renter-occupied (42.3%).
- Monthly housing costs – measured as percentage of household income – in Modesto vary for ownership versus rental properties.
 - For housing units with a mortgage, more than one-third (34.5%) of Modesto households have monthly expenses that are less than 20% of household income. This share is similar to the benchmark regional geographies but above the statewide share (35.6%).
 - For rental dwelling units, about 46.0% of Modesto households have gross rent costs that are 35.0% or more of household income. This share is similar to the shares for this range in the benchmark cities and the County.

TABLE III-3. SELECTED HOUSING CHARACTERISTICS FROM U.S. CENSUS BUREAU, MODESTO, STANISLAUS COUNTY, AND CALIFORNIA, 2022.

VARIABLE	MODESTO	STANISLAUS COUNTY	CALIFORNIA
TOTAL HOUSING UNITS			
Occupied housing units	96.1%	95.9%	92.3%
Vacant housing units	3.9%	4.1%	7.7%
Homeowner vacancy rate	0.9	0.9	0.9
Rental vacancy rate	3.4	2.7	4.0
UNITS IN STRUCTURE			
Total housing units			
1-unit, detached	71.1%	75.6%	57.3%
1-unit, attached	5.9%	4.3%	7.2%
2 units	2.5%	2.1%	2.4%
3 or 4 units	5.4%	3.8%	5.4%
5 to 9 units	3.3%	2.5%	5.8%
10 to 19 units	2.0%	1.6%	5.0%
20 or more units	7.4%	5.5%	13.2%
Mobile home	2.3%	4.4%	3.6%
Boat, RV, van, etc.	0.0%	0.2%	0.1%
YEAR STRUCTURE BUILT			
Total housing units			
Built 2020 or later	0.2%	0.3%	0.4%
Built 2010 to 2019	2.3%	3.4%	5.6%
Built 2000 to 2009	10.1%	16.5%	11.0%
Built 1990 to 1999	11.7%	14.2%	10.6%
Built 1980 to 1989	20.0%	17.1%	15.0%
Built 1970 to 1979	24.1%	19.5%	17.2%
Built 1960 to 1969	11.9%	9.3%	12.9%
Built 1950 to 1959	9.8%	8.5%	12.9%
Built 1940 to 1949	4.7%	4.9%	5.6%
Built 1939 or earlier	5.3%	6.3%	8.9%
HOUSING TENURE			
Occupied housing units			
Owner-occupied	57.7%	60.5%	55.6%
Renter-occupied	42.3%	39.5%	44.4%
Average HH size of owner-occupied unit	3.01	3.12	2.99
Average HH size of renter-occupied unit	2.98	3.09	2.77
SELECTED MONTHLY OWNER COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME (SMOCAPI)			
Housing units with a mortgage ¹			
Less than 20.0 percent	39.5%	39.5%	35.6%
20.0 to 24.9 percent	16.8%	14.5%	15.2%
25.0 to 29.9 percent	9.9%	10.9%	11.6%
30.0 to 34.9 percent	8.3%	8.5%	8.4%
35.0 percent or more	25.5%	26.5%	29.2%

VARIABLE	MODESTO	STANISLAUS COUNTY	CALIFORNIA
Housing unit without a mortgage ¹			
Less than 10.0 percent	48.5%	45.9%	46.4%
10.0 to 14.9 percent	18.1%	18.5%	17.5%
15.0 to 19.9 percent	9.8%	9.5%	9.8%
20.0 to 24.9 percent	3.8%	6.5%	6.1%
25.0 to 29.9 percent	3.2%	3.8%	4.2%
30.0 to 34.9 percent	3.7%	3.4%	3.0%
35.0 percent or more	12.8%	12.5%	13.0%
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME (GRAPI)			
Occupied units paying rent ¹			
Less than 15.0 percent	10.8%	11.4%	10.7%
15.0 to 19.9 percent	11.3%	13.2%	11.3%
20.0 to 24.9 percent	11.1%	11.6%	12.2%
25.0 to 29.9 percent	11.3%	11.3%	11.3%
30.0 to 34.9 percent	9.4%	7.9%	9.3%
35.0 percent or more	46.0%	44.6%	45.0%

Source: U.S. Census Bureau, 2022: ACS 5-Year Estimates Data Profiles; TNDG.

TABLE III-4. SELECTED HOUSING CHARACTERISTICS FROM U.S. CENSUS BUREAU, MODESTO, SELECTED COMPARISON CITIES, 2022.

VARIABLE	MODESTO	BAKERSFIELD	CLOVIS	ELK GROVE	FRESNO	MERCED	ROSEVILLE	SACRAMENTO	STOCKTON	TRACY	TULARE	VISALIA
TOTAL HOUSING UNITS												
Occupied housing units	96.1%	95.0%	96.7%	97.8%	95.3%	94.1%	96.1%	95.0%	93.8%	97.0%	95.0%	95.7%
Vacant housing units	3.9%	5.0%	3.3%	2.2%	4.7%	5.9%	3.9%	5.0%	6.2%	3.0%	5.0%	4.3%
Homeowner vacancy rate	0.9	0.8	0.7	0.6	0.9	1.0	0.8	0.7	0.8	0.3	1.1	0.4
Rental vacancy rate	3.4	3.0	3.9	1.5	3.2	5.9	4.0	3.7	4.2	1.8	1.1	3.9
UNITS IN STRUCTURE												
Total housing units												
1-unit, detached	71.1%	71.3%	75.3%	86.6%	61.6%	65.0%	74.6%	59.1%	66.7%	80.8%	78.5%	74.7%
1-unit, attached	5.9%	3.4%	1.8%	2.6%	3.0%	2.1%	3.4%	7.1%	6.3%	3.5%	3.2%	4.0%
2 units	2.5%	1.6%	1.4%	0.3%	2.8%	3.2%	0.6%	2.6%	2.5%	1.9%	2.6%	4.1%
3 or 4 units	5.4%	7.1%	7.1%	1.3%	7.9%	8.3%	3.7%	5.6%	5.4%	2.2%	5.6%	6.6%
5 to 9 units	3.3%	4.8%	4.1%	2.4%	8.9%	9.3%	4.4%	8.0%	4.8%	3.5%	2.0%	3.0%
10 to 19 units	2.0%	2.7%	1.6%	2.1%	4.2%	3.8%	3.9%	4.9%	3.5%	1.4%	0.9%	0.9%
20 or more units	7.4%	6.0%	6.0%	4.2%	9.3%	5.4%	8.1%	11.0%	9.7%	5.6%	3.9%	3.5%
Mobile home	2.3%	3.1%	2.6%	0.5%	2.1%	3.0%	1.2%	1.6%	1.2%	1.1%	3.2%	3.0%
Boat, RV, van, etc.	0.0%	0.0%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%	0.1%
YEAR STRUCTURE BUILT												
Total housing units												
Built 2020 or later	0.2%	0.3%	1.1%	0.6%	0.7%	1.2%	1.4%	0.5%	0.2%	1.0%	1.4%	0.7%
Built 2010 to 2019	2.3%	10.8%	17.3%	9.4%	6.4%	5.9%	14.4%	5.7%	2.7%	7.9%	10.5%	10.0%
Built 2000 to 2009	10.1%	21.9%	23.1%	38.0%	13.0%	19.9%	26.0%	15.0%	16.8%	26.6%	18.5%	21.3%
Built 1990 to 1999	11.7%	14.6%	14.8%	29.0%	14.3%	9.7%	25.2%	7.9%	14.4%	23.4%	16.8%	14.0%
Built 1980 to 1989	20.0%	16.1%	13.5%	13.7%	13.7%	16.2%	15.1%	15.6%	14.9%	17.1%	12.6%	15.1%
Built 1970 to 1979	24.1%	15.0%	17.2%	5.4%	18.3%	18.8%	7.2%	14.0%	18.4%	7.5%	14.9%	18.8%
Built 1960 to 1969	11.9%	8.2%	7.3%	2.1%	11.5%	8.1%	3.9%	11.2%	9.7%	4.3%	9.5%	6.9%
Built 1950 to 1959	9.8%	7.0%	3.6%	1.0%	11.7%	10.1%	2.8%	12.1%	9.2%	5.3%	6.5%	7.2%
Built 1940 to 1949	4.7%	2.5%	0.6%	0.2%	5.1%	5.2%	1.3%	7.1%	5.0%	2.8%	4.1%	3.2%
Built 1939 or earlier	5.3%	3.5%	1.6%	0.6%	5.5%	4.7%	2.6%	11.0%	8.8%	4.0%	5.2%	2.8%

VARIABLE	MODESTO	BAKERSFIELD	CLOVIS	ELK GROVE	FRESNO	MERCED	ROSEVILLE	SACRAMENTO	STOCKTON	TRACY	TULARE	VISALIA
HOUSING TENURE												
Occupied housing units												
Owner-occupied	57.7%	60.2%	66.5%	73.8%	48.1%	43.3%	68.1%	50.7%	51.7%	64.0%	58.8%	60.0%
Renter-occupied	42.3%	39.8%	33.5%	26.2%	51.9%	56.7%	31.9%	49.3%	48.3%	36.0%	41.2%	40.0%
Average HH size of owner-occupied unit	3.01	3.31	3.11	3.21	3.04	3.12	2.74	2.78	3.31	3.43	3.34	3.02
Average HH size of renter-occupied unit	2.98	3.03	2.75	3.15	2.94	3.25	2.40	2.45	3.15	3.32	3.64	3.11
SELECTED MONTHLY OWNER COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME (SMOCAPI)												
Housing units with a mortgage ¹												
Less than 20.0 percent	39.5%	40.6%	46.3%	40.7%	41.2%	38.6%	39.7%	38.1%	36.3%	37.8%	37.6%	42.4%
20.0 to 24.9 percent	16.8%	15.8%	15.3%	17.7%	14.4%	16.0%	18.2%	15.3%	17.1%	15.7%	15.0%	15.9%
25.0 to 29.9 percent	9.9%	11.3%	13.5%	12.4%	11.8%	9.4%	12.0%	12.1%	11.7%	14.8%	10.2%	9.2%
30.0 to 34.9 percent	8.3%	7.4%	5.3%	8.1%	8.4%	7.6%	7.9%	8.7%	6.7%	9.1%	14.3%	6.6%
35.0 percent or more	25.5%	24.9%	19.5%	21.1%	24.3%	28.5%	22.2%	25.8%	28.2%	22.5%	22.9%	25.9%
Housing unit without a mortgage ¹												
Less than 10.0 percent	48.5%	46.6%	54.9%	52.1%	52.1%	47.4%	47.7%	50.5%	49.9%	49.3%	44.8%	56.0%
10.0 to 14.9 percent	18.1%	16.3%	18.0%	19.6%	15.7%	19.4%	18.2%	19.4%	18.3%	22.0%	20.4%	16.3%
15.0 to 19.9 percent	9.8%	10.9%	9.3%	8.5%	9.9%	10.7%	11.0%	9.6%	8.5%	10.8%	8.6%	9.0%
20.0 to 24.9 percent	3.8%	7.3%	3.4%	4.5%	4.7%	7.4%	5.4%	5.2%	7.3%	3.8%	7.1%	3.1%
25.0 to 29.9 percent	3.2%	5.5%	3.0%	3.7%	3.3%	4.1%	4.7%	3.5%	4.3%	2.8%	1.4%	2.3%
30.0 to 34.9 percent	3.7%	2.3%	2.9%	2.4%	2.9%	3.0%	2.3%	2.3%	1.9%	2.4%	3.9%	2.2%
35.0 percent or more	12.8%	11.0%	8.4%	9.2%	11.4%	8.0%	10.7%	9.5%	9.7%	8.9%	13.9%	11.0%
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME (GRAPI)												
Occupied units paying rent ¹												
Less than 15.0 percent	10.8%	11.3%	10.6%	7.1%	10.7%	12.7%	8.0%	10.2%	10.5%	10.2%	8.5%	14.2%
15.0 to 19.9 percent	11.3%	11.5%	11.6%	10.3%	10.3%	9.5%	13.6%	11.9%	11.5%	12.0%	11.2%	13.6%
20.0 to 24.9 percent	11.1%	12.3%	14.1%	12.9%	11.7%	11.6%	11.9%	12.9%	11.7%	15.6%	12.5%	13.2%
25.0 to 29.9 percent	11.3%	11.1%	14.9%	12.5%	9.9%	15.0%	13.1%	11.3%	10.9%	13.7%	13.2%	11.4%
30.0 to 34.9 percent	9.4%	8.9%	8.1%	6.4%	9.1%	8.3%	10.1%	9.9%	10.1%	13.4%	8.6%	9.2%
35.0 percent or more	46.0%	44.9%	40.7%	50.8%	48.3%	42.9%	43.3%	43.9%	45.4%	35.1%	45.9%	38.4%

Source: U.S. Census Bureau, 2022: ACS 5-Year Estimates Data Profiles; TNDG.

Tables III-5 and III-6 below provide education-related data from the ACS. The table shows that Modesto performs relatively poor in terms of educational attainment relative to the benchmark cities for certain variables. For the 18 to 24 years age category, only three benchmark cities (Clovis, Stockton, and Tulare) have a lower share of the population than Modesto with a Bachelor's degree or higher (5.9% in Modesto). However, Modesto's share is relatively high compared to the county's share of 4.0%. The same finding applies to the 25 years and over age category as well: about 20.5% of the City is in the Bachelor's degree or higher category, below the shares in all but two of the benchmark cities. Similarly, however, Modesto outperforms the rest of Stanislaus County, where only 18.8% of those above 25 hold a Bachelor's degree or higher.

TABLE III-5. SELECTED EDUCATION CHARACTERISTICS FROM U.S. CENSUS BUREAU, MODESTO, STANISLAUS COUNTY, AND CALIFORNIA, 2022

VARIABLE	MODESTO	STANISLAUS COUNTY	CALIFORNIA
AGE BY EDUCATIONAL ATTAINMENT			
Population 18 to 24 years			
Less than high school graduate	11.2%	12.0%	9.3%
High school graduate (includes equivalency)	44.3%	46.2%	35.7%
Some college or associate's degree	38.6%	37.8%	42.4%
Bachelor's degree or higher	5.9%	4.0%	12.6%
Population 25 years and over			
Less than 9th grade	9.8%	11.9%	8.8%
9th to 12th grade, no diploma	7.1%	7.5%	6.5%
High school graduate (includes equivalency)	28.7%	30.1%	20.5%
Some college, no degree	24.1%	23.0%	19.3%
Associate's degree	9.7%	8.6%	7.9%
Bachelor's degree	14.5%	13.3%	22.5%
Graduate or professional degree	6.1%	5.6%	14.4%
High school graduate or higher	83.2%	80.5%	84.7%
Bachelor's degree or higher	20.5%	18.8%	37.0%
1ST BACHELOR'S DEGREE			
Total population 25 years and over with a Bachelor's degree or higher			
Science and Engineering	36.6%	35.2%	42.3%
Science and Engineering Related Fields	7.1%	9.2%	8.3%
Business	11.1%	18.2%	17.9%
Education	13.9%	9.8%	5.8%
Arts, Humanities and Others	31.3%	27.6%	25.7%
MEDIAN EARNINGS IN THE PAST 12 MONTHS (IN 2019 INFLATION-ADJUSTED DOLLARS)			
Total population 25 years and over with earnings			
Less than high school graduate	27,431	38,988	30,843
High school graduate (includes equivalency)	40,364	45,925	38,507
Some college or associate's degree	52,844	60,433	47,535
Bachelor's degree	60,182	71,807	75,688
Graduate or professional degree	74,471	89,599	103,600

Source: U.S. Census Bureau, 2022: ACS 5-Year Estimates Data Profiles; TNDG

TABLE III-6. SELECTED EDUCATION CHARACTERISTICS FROM U.S. CENSUS BUREAU, MODESTO, SELECTED COMPARISON CITIES, 2022.

VARIABLE	MODESTO	BAKERSFIELD	CLOVIS	ELK GROVE	FRESNO	MERCED	ROSEVILLE	SACRAMENTO	STOCKTON	TRACY	TULARE	VISALIA
AGE BY EDUCATIONAL ATTAINMENT												
Population 18 to 24 years												
Less than high school graduate	11.2%	10.1%	9.3%	6.8%	10.1%	11.0%	13.5%	6.1%	11.8%	9.6%	10.4%	23.2%
High school graduate (includes equivalency)	44.3%	43.8%	31.5%	35.0%	36.0%	33.3%	31.8%	35.3%	41.5%	57.4%	41.3%	24.0%
Some college or associate's degree	38.6%	39.2%	54.2%	44.5%	43.6%	47.1%	40.7%	44.8%	41.3%	23.3%	43.1%	46.4%
Bachelor's degree or higher	5.9%	6.9%	5.0%	13.7%	10.4%	8.6%	14.0%	13.8%	5.4%	9.7%	5.2%	6.4%
Population 25 years and over												
Less than 9th grade	9.8%	10.0%	4.2%	6.7%	10.0%	12.2%	1.9%	6.6%	14.1%	11.0%	12.3%	8.4%
9th to 12th grade, no diploma	7.1%	8.5%	4.8%	3.9%	9.5%	8.0%	3.0%	5.4%	8.0%	6.5%	9.8%	4.9%
High school graduate (includes equivalency)	28.7%	26.8%	26.9%	18.0%	22.5%	27.5%	18.6%	20.4%	28.6%	24.2%	31.3%	25.3%
Some college, no degree	24.1%	23.5%	19.2%	23.6%	23.6%	25.3%	24.2%	22.3%	20.0%	21.0%	27.9%	25.7%
Associate's degree	9.7%	8.2%	10.0%	10.0%	9.4%	8.6%	11.7%	8.5%	8.7%	8.0%	8.6%	12.1%
Bachelor's degree	14.5%	15.2%	20.4%	26.2%	17.2%	11.5%	28.2%	23.1%	14.5%	20.8%	7.8%	13.5%
Graduate or professional degree	6.1%	7.9%	14.4%	11.6%	8.0%	6.8%	12.5%	13.8%	6.0%	8.5%	2.4%	10.1%
High school graduate or higher	83.2%	81.5%	90.9%	89.4%	80.6%	79.8%	95.1%	88.0%	77.8%	82.5%	77.9%	86.7%
Bachelor's degree or higher	20.5%	23.1%	34.8%	37.8%	25.2%	18.4%	40.7%	36.9%	20.5%	29.3%	10.2%	23.6%
1ST BACHELOR'S DEGREE												
Total population 25 years and over with a Bachelor's degree or higher												
Science and Engineering	36.6%	36.7%	31.8%	40.9%	33.0%	36.6%	36.0%	40.8%	34.5%	36.8%	34.0%	33.1%
Science and Engineering Related Fields	7.1%	12.2%	13.7%	11.6%	11.9%	7.1%	10.6%	7.1%	12.2%	11.0%	7.3%	10.1%
Business	11.1%	17.5%	16.6%	20.7%	17.7%	11.1%	20.6%	16.4%	19.2%	23.3%	14.2%	16.1%
Education	13.9%	8.0%	8.2%	5.3%	8.8%	13.9%	6.5%	5.0%	10.2%	5.3%	11.1%	11.1%
Arts, Humanities and Others	31.3%	25.6%	29.7%	21.6%	28.6%	31.3%	26.3%	30.6%	24.0%	23.5%	33.5%	29.6%
MEDIAN EARNINGS IN THE PAST 12 MONTHS (IN 2019 INFLATION-ADJUSTED DOLLARS)												
Total population 25 years and over with earnings												
Less than high school graduate	27,431	28,958	33,212	30,319	26,693	32,932	47,188	32,040	29,041	45,683	21,688	27,112
High school graduate (includes equivalency)	40,364	39,527	43,174	43,421	36,066	38,897	47,279	36,769	38,803	46,167	31,750	31,473
Some college or associate's degree	52,844	40,371	57,092	52,353	42,825	39,138	61,574	44,333	46,954	62,605	47,028	51,028
Bachelor's degree	60,182	64,187	82,511	68,462	56,348	61,730	93,259	70,044	62,413	76,132	65,824	77,555
Graduate or professional degree	74,471	81,189	91,987	98,168	75,154	68,671	114,241	90,319	86,617	107,908	100,208	90,177

Source: U.S. Census Bureau, 2022: ACS 5-Year Estimates Data Profiles; TNDG.

Tables III-7 and III-8 below provide selected household and age characteristics data from the ACS. As shown in the table, average household and family sizes are slightly lower in Modesto relative to the benchmark cities and the County, but slightly higher than the State. In addition, compared to the benchmark cities, Modesto has a relatively high share of households with one or more person above 60 years old (40.8%), with only Elk Grove and Roseville having a higher share. In addition, the data for selected age categories show that Modesto has a relatively older population than the benchmark cities. For example, Modesto has the highest share of its population between 75 and 84 years old (3.9%) compared to the benchmark cities and Stanislaus County.

TABLE III-7. SELECTED HOUSEHOLD AND AGE CHARACTERISTICS FROM U.S. CENSUS BUREAU, MODESTO, STANISLAUS COUNTY, AND CALIFORNIA, 2022.

VARIABLE	MODESTO	STANISLAUS COUNTY	CALIFORNIA
HOUSEHOLDS			
Average household size	2.84	3.08	2.82
FAMILIES			
Average family size	3.47	3.60	3.39
AGE OF OWN CHILDREN			
Households with own children of the householder under 18 years			
Under 6 years only	12.3%	13.6%	19.4%
Under 6 years and 6 to 17 years	37.1%	28.6%	19.7%
6 to 17 years only	50.6%	57.8%	60.9%
SELECTED HOUSEHOLDS BY TYPE			
Households with 1 or more people under 18 years	32.1%	36.4%	31.9%
Households w/ 1 or more people 60 years and over	40.8%	41.3%	41.9%
Households w/ 1 or more people 65 years and over	31.4%	31.5%	32.0%
Householder living alone	24.9%	20.1%	24.3%
65 years and over	10.6%	8.3%	9.9%
SELECTED AGE CATEGORIES (POPULATION)			
Under 5 years	6.9%	6.9%	5.7%
5 to 9 years	7.2%	7.1%	6.0%
10 to 14 years	7.9%	8.2%	6.6%
15 to 19 years	7.1%	7.5%	6.6%
20 to 24 years	6.0%	6.8%	6.8%
25 to 34 years	15.1%	14.3%	15.0%
35 to 44 years	12.9%	13.1%	13.6%
45 to 54 years	11.9%	11.7%	12.6%
55 to 59 years	5.8%	5.8%	6.2%
60 to 64 years	5.4%	5.4%	5.9%
65 to 74 years	8.3%	7.9%	8.7%
75 to 84 years	3.9%	3.7%	4.3%
85 years and over	1.7%	1.8%	1.9%

Source: U.S. Census Bureau, 2022: ACS 5-Year Estimates Data Profiles; TNDG.

TABLE III-8. SELECTED HOUSEHOLD AND AGE CHARACTERISTICS FROM U.S. CENSUS BUREAU, MODESTO, SELECTED COMPARISON CITIES, 2022.

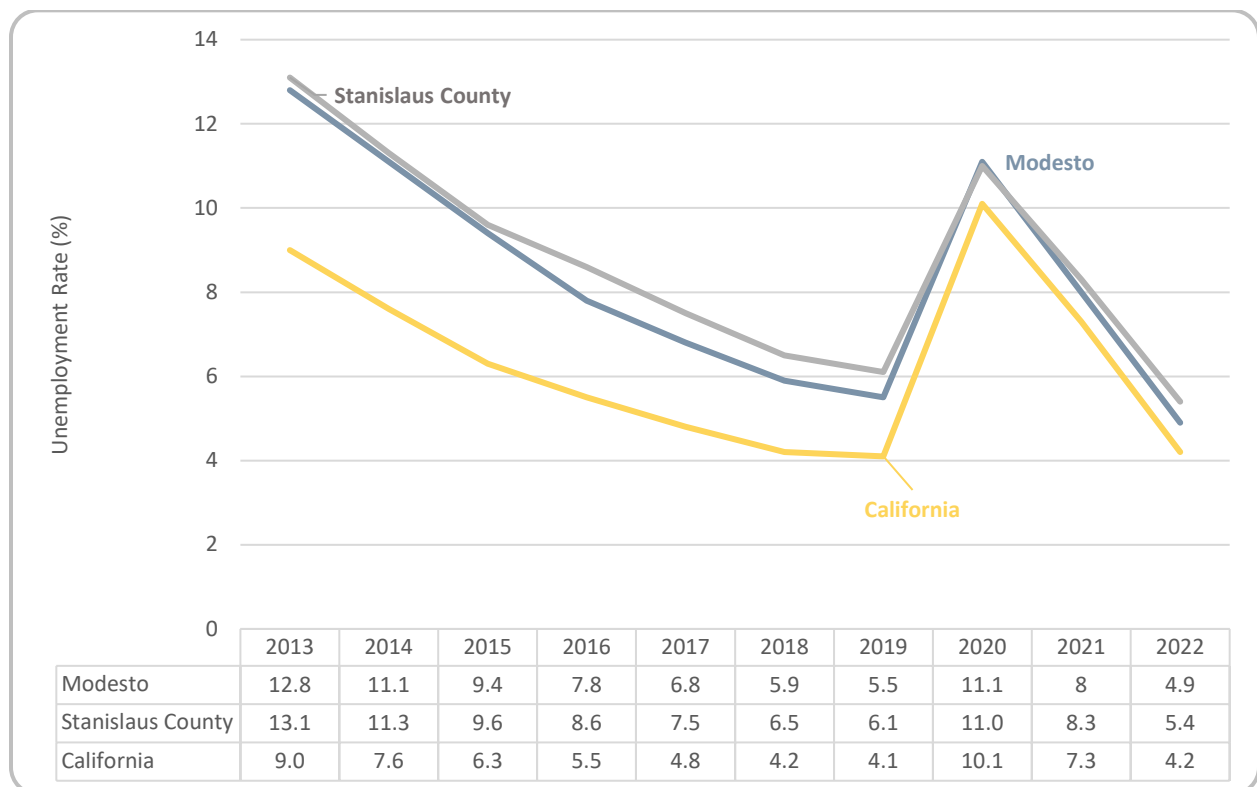
VARIABLE	MODESTO	BAKERSFIELD	CLOVIS	ELK GROVE	FRESNO	MERCED	ROSEVILLE	SACRAMENTO	STOCKTON	TRACY	TULARE	VISALIA
HOUSEHOLDS												
Average household size	2.84	3.16	2.92	3.20	2.91	3.10	2.51	2.59	3.17	3.56	3.32	3.02
FAMILIES												
Average family size	3.47	3.67	3.36	3.57	3.61	3.77	3.05	3.36	3.84	3.93	3.60	3.53
AGE OF OWN CHILDREN												
Households with own children of the householder under 18 years												
Under 6 years only	12.6%	15.4%	21.9%	12.6%	18.6%	26.1%	21.5%	23.0%	17.1%	15.4%	20.5%	22.5%
Under 6 years and 6 to 17 years	30.3%	29.2%	20.7%	19.2%	28.2%	18.5%	18.5%	23.0%	19.6%	27.2%	27.0%	31.8%
6 to 17 years only	57.1%	55.4%	57.4%	68.2%	53.2%	55.4%	59.9%	54.0%	63.2%	57.4%	52.5%	45.7%
SELECTED HOUSEHOLDS BY TYPE												
Households with 1 or more people under 18 years	32.1%	45.1%	38.9%	41.2%	38.2%	42.7%	29.4%	28.0%	39.1%	42.2%	46.0%	39.3%
Households w/ 1 or more people 60 years and over	40.8%	35.9%	38.5%	42.9%	36.5%	37.4%	46.2%	37.4%	39.8%	34.1%	35.0%	39.5%
Households w/ 1 or more people 65 years and over	31.4%	27.1%	29.3%	32.6%	27.7%	27.6%	36.4%	28.8%	31.4%	24.1%	24.3%	28.0%
Householder living alone	24.9%	20.2%	19.1%	16.0%	26.8%	24.7%	26.9%	32.4%	23.6%	12.0%	15.8%	20.1%
65 years and over	10.6%	8.0%	10.1%	7.8%	9.2%	9.3%	14.7%	10.8%	10.5%	4.9%	9.0%	7.8%
SELECTED AGE CATEGORIES (POPULATION)												
Under 5 years	6.9%	7.9%	6.9%	5.7%	7.5%	7.3%	6.0%	6.0%	7.0%	6.6%	8.6%	7.9%
5 to 9 years	7.2%	7.9%	8.1%	6.4%	7.8%	8.5%	5.7%	6.0%	7.3%	6.6%	9.6%	8.1%
10 to 14 years	7.9%	8.9%	9.1%	8.6%	8.3%	8.3%	6.9%	6.2%	8.2%	9.2%	9.7%	8.0%
15 to 19 years	7.1%	7.7%	6.9%	7.9%	7.3%	8.6%	6.4%	6.4%	8.4%	7.4%	8.3%	6.9%
20 to 24 years	6.0%	7.4%	5.3%	5.2%	7.6%	9.4%	5.5%	6.8%	7.4%	6.6%	8.4%	6.3%
25 to 34 years	15.1%	15.9%	14.2%	11.2%	16.0%	16.0%	12.7%	18.2%	14.3%	14.0%	14.5%	15.8%
35 to 44 years	12.9%	12.9%	14.1%	14.7%	13.1%	12.5%	14.4%	14.2%	13.3%	14.5%	12.1%	13.0%
45 to 54 years	11.9%	11.2%	11.4%	14.8%	10.8%	10.0%	13.0%	11.6%	11.3%	14.2%	10.9%	10.7%
55 to 59 years	5.8%	5.2%	5.8%	6.6%	5.2%	5.2%	6.6%	5.3%	5.3%	5.9%	4.5%	4.8%
60 to 64 years	5.4%	4.7%	5.1%	5.6%	4.5%	4.1%	5.7%	5.5%	4.7%	5.2%	4.3%	5.4%
65 to 74 years	8.3%	6.4%	7.8%	8.4%	7.1%	6.4%	9.4%	8.2%	7.6%	6.1%	5.7%	8.1%
75 to 84 years	3.9%	2.9%	3.8%	3.5%	3.3%	2.9%	4.8%	3.8%	3.8%	2.5%	2.5%	3.2%
85 years and over	1.7%	1.2%	1.5%	1.4%	1.6%	0.9%	2.9%	1.8%	1.4%	1.1%	0.8%	1.9%

Source: U.S. Census Bureau, 2022: ACS 5-Year Estimates Data Profiles; TNDG.

Unemployment Rate Data

The BLS provides unemployment rate estimates through its Local Area Unemployment Statistics (LAUS) program. Figure III-1 below provides annual average unemployment rate estimates for Modesto, Stanislaus County, and California for the 10-year period from 2013 to 2022. Table III-9 and Figure III-2 on the following page provide the same for the benchmark cities. As shown in the figure and table below, all geographies experienced a similar trend in unemployment rates during this period. Due to the coronavirus pandemic, all evaluated geographies experienced a significant increase in unemployment rates, with Modesto experiencing a significant increase (5.6 percentage points between 2019 and 2020). However, by 2022, the unemployment rate in Modesto had fallen all the way back to below 2019 levels (4.9% in 2022), lower than Stanislaus County's rate but relatively high compared to the benchmark cities (only four cities higher than Modesto in 2022).

FIGURE III-1. UNEMPLOYMENT RATE ESTIMATES: MODESTO, STANISLAUS COUNTY, AND CALIFORNIA (2013-22)



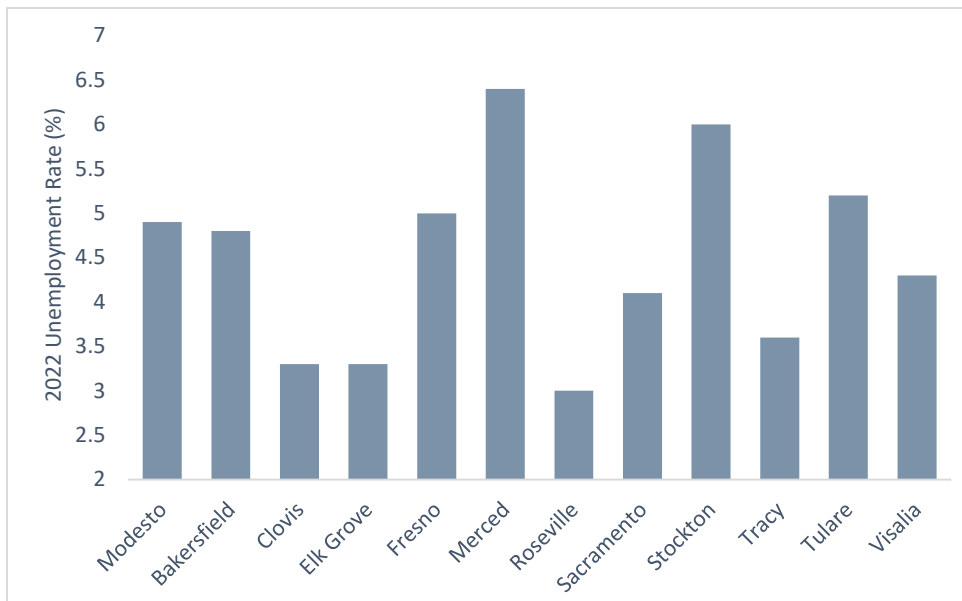
Source: Bureau of Labor Statistics (BLS), Local Area Unemployment Statistics (LAUS) program; TNDG.

TABLE III-9. UNEMPLOYMENT RATE ESTIMATES: MODESTO, SELECTED COMPARISON CITIES (2013-22)

Area	Average Annual Unemployment Rate (%)									
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Modesto	12.8	11.1	9.4	7.8	6.8	5.9	5.5	11.1	8	4.9
Bakersfield	10.6	9.4	9.2	7.8	6.5	5.6	5.3	11.4	7.9	4.8
Clovis	10.5	9.1	7.9	5.3	4.6	4.0	3.8	8.0	5.4	3.3
Elk Grove	10.5	9.1	7.9	5.3	4.6	4.0	3.8	8.0	5.4	3.3
Fresno	14.5	12.7	11.1	7.7	6.8	5.9	5.8	11.1	8.2	5.0
Merced	13.9	12.3	10.8	8.6	7.7	6.9	6.8	11.8	9.2	6.4
Roseville	7.4	6.0	4.8	4.2	3.7	3.0	3.0	7.5	4.9	3.0
Sacramento	9.5	7.8	6.4	5.5	4.8	4.0	3.8	9.9	7.3	4.1
Stockton	13.4	11.5	9.7	9.1	8.1	7.1	6.9	13.1	9.9	6.0
Tracy	10.6	9.0	7.5	5.7	4.8	3.9	3.8	9.8	6.5	3.6
Tulare	12.4	11.3	9.9	7.0	6.5	6.1	6.0	10.5	8.1	5.2
Visalia	11.8	10.8	9.4	6.2	5.5	5.0	5.1	10.0	6.9	4.3

Source: Bureau of Labor Statistics (BLS), Local Area Unemployment Statistics (LAUS) program; TNDG.

FIGURE III-2. UNEMPLOYMENT RATE ESTIMATES: MODESTO, SELECTED COMPARISON CITIES, 2022



Source: Bureau of Labor Statistics (BLS), Local Area Unemployment Statistics (LAUS) program; TNDG.

Demographic and Employment Forecasts

Tables III-10 and III-11 below show demographic and employment forecasts for the City of Modesto, Stanislaus County, as well as Fresno, Kern, Merced, and San Joaquin Counties. The table shows absolute and percentage growth rate projections (households and employment) for the 2019-2035 and 2035-2050 periods. The projections in Table II-10 come from Stanislaus County of Governments’ Demographic and Employment Forecast, while those in Table II-10 are from the respective counties’ Council of Governments Forecasts.

Table III-10 shows that Modesto’s households are projected to grow relatively slower over the first 15-year period (2020-2035), with the City projected to add just over 10,704 households during this period. This growth is slightly below the rate of Stanislaus County, which is expected to have 16.1% household growth over that period. Similarly, between 2035-2050, Modesto’s households are expected to grow by 9.04%, while the County’s households are expected to grow by 10.54%.

Modesto is projected to add 15,650 employees over the first 15-year period (2020-2035), which is slightly below the expected employee growth for the entire County. For the 2035-2050 period, Modesto is projected to add about 9,475 employees, a growth rate again slightly below the county.

TABLE III-10. REGIONAL GROWTH PROJECTIONS: MODESTO, STANISLAUS COUNTY (2019-35 AND 2035-50)

Area	2020-35		2035-2050	
	# Change	% Change	# Change	% Change
Households				
Modesto	10,704	14.37%	7,702	9.04%
Stanislaus County	28,861	16.10%	21,935	10.54%
Employees				
Modesto	15,650	14.85%	9,475	7.83%
Stanislaus County	38,373	16.10%	25,893	9.36%

Source: Stanislaus Council of Governments, Fresno County Council of Governments, Kern Council of Governments, University of the Pacific, San Joaquin Council of Governments; TNDG

Compared to the counties containing the benchmark cities, Stanislaus County’s expected household growth of 16.1% between 2020-2035 and 10.54% between 2035-2050 is relatively low, as only Fresno county is expected to have less relative household growth during both periods.

Similarly, Stanislaus County’s forecasted employee growth of 16.1% is relatively low between 2020-2035, with only Kern county expected to have less relative growth during that period. However, between 2035-2050, the County’s expected employee growth of 9.36% sits at the middle of the five counties’ forecasts.

TABLE III-11. REGIONAL GROWTH PROJECTIONS: SELECTED COMPARISON COUNTIES (2019-35 AND 2035-50)

Area	2020-35		2035-2050	
	# Change	% Change	# Change	% Change
Households				
Stanislaus County	28,861	16.10%	21,935	10.54%
Fresno County	43,014	13.61%	21,405	5.96%
Kern County	45,251	16.58%	43,896	13.80%
Merced County	21,694	24.51%	22,083	20.04%
San Joaquin County	42,841	17.91%	30,245	10.73%
Employees				
Stanislaus County	38,373	16.10%	25,893	9.36%
Fresno County	69,600	18.55%	30,200	6.79%
Kern County	33,754	9.90%	27,467	7.33%
Merced County	14,896	18.16%	19,128	19.74%
San Joaquin County	55,206	16.68%	41,265	10.69%

Source: Stanislaus Council of Governments, Fresno County Council of Governments, Kern Council of Governments, University of the Pacific, San Joaquin Council of Governments; TNDG

IV. Assessed Valuation Data, Building Permits, and Taxable Sales

This section examines assessed valuation, building permit, and taxable sales data for the City of Modesto compared to Stanislaus County and the relevant benchmark cities. Assessed value data is provided by the California State Controller’s open data website. The U.S. Census Bureau provides city-level building permit data through its Place Level Residential Building Permit Statistics survey. For taxable sales data, this section evaluates data for Modesto, Stanislaus County, and the relevant benchmark cities, as provided by the California Department of Tax and Fee Administration (CDTFA).

Assessed Valuation Data

Table IV-1 below shows the next taxable assessed value for selected fiscal years (FY) for Modesto, Stanislaus County, and the benchmark cities. As shown in the table, net assessed valuation in Modesto increased by about \$4.85 billion between FY 2017-18 and FY 2022-23.

TABLE IV-1. NET TAXABLE ASSESSED VALUE FOR SELECTED GEOGRAPHIES. FISCAL YEARS 2017-18 TO 2022-23

Area	Fiscal Year					
	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
Amount (\$000s)						
Modesto	15,492,193,689	16,306,006,096	17,171,594,485	18,029,647,462	18,961,712,118	20,348,314,096
Stanislaus County	46,306,966,404	49,025,128,691	51,972,365,644	54,563,395,913	57,207,792,605	61,147,108,096
Bakersfield	28,288,258,855	29,590,589,085	30,926,946,012	32,401,250,164	33,890,244,231	36,602,904,103
Clovis	10,156,707,686	10,708,671,022	11,518,988,941	12,360,811,493	13,205,085,283	14,347,247,474
Elk Grove	18,895,753,676	20,036,049,041	21,093,377,764	22,384,253,759	23,533,744,838	25,423,273,068
Fresno	34,111,762,157	36,280,111,842	38,233,814,639	40,550,383,239	42,067,735,882	45,436,157,116
Merced	4,877,632,637	5,161,326,066	5,566,694,958	5,933,981,535	6,352,716,080	7,117,811,706
Roseville	20,844,121,589	22,294,333,567	23,896,999,418	25,331,416,938	26,868,967,880	29,308,899,190
Sacramento	46,859,113,067	50,776,703,232	54,639,914,054	58,382,774,368	61,697,000,681	66,374,432,361
Stockton	21,475,380,479	22,182,326,908	23,119,323,834	24,475,558,268	25,923,161,898	27,902,612,296
Tracy	10,324,636,898	10,897,593,247	11,751,630,997	12,709,412,634	13,658,907,220	15,527,506,452
Tulare	4,267,912,745	4,451,184,170	4,696,494,841	4,937,137,272	5,190,971,102	5,521,256,467
Visalia	10,798,616,567	11,455,510,380	12,065,018,313	12,752,471,094	13,515,686,875	14,645,336,320

Source: California State Controller, Annual Assessed Value Reports; TNDG.

Table IV-2 below highlights Modesto’s overall share of all taxable assessed value in Stanislaus County. Between FY 2017-18 and FY 2022-23, Modesto’s share of the county’s assessed value has remained around 33%.

TABLE IV-2. NET TAXABLE ASSESSED VALUE FOR MODESTO, STANISLAUS COUNTY. FISCAL YEARS 2017-18 TO 2022-23

Area	Fiscal Year					
	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
Amount (\$000s)						
Modesto	15,492,193,689	16,306,006,096	17,171,594,485	18,029,647,462	18,961,712,118	20,348,314,096
Stanislaus County	46,306,966,404	49,025,128,691	51,972,365,644	54,563,395,913	57,207,792,605	61,147,108,096
Share of Total County (%)						
Modesto	33.5%	33.3%	33.0%	33.0%	33.1%	33.3%
Stanislaus County	100%	100%	100%	100%	100%	100%

Source: California State Controller, Annual Assessed Value Reports; TNDG.

As shown on Table IV-3 below, assessed values increased by 31.3% over this period in Modesto. This rate of increase is relatively low compared to the rate of increase in the other benchmark cities, as only Bakersfield, Stockton, and Tulare experienced less growth over the five-year period.

TABLE IV-3. PERCENTAGE CHANGE IN NET TAXABLE ASSESSED VALUE FOR SELECTED GEOGRAPHIES, FISCAL YEARS 2017-18 TO 2022-23

Area	Percentage Change 2017-2018 to 2022-2023
Modesto	31.3%
Stanislaus County	32.0%
Bakersfield	29.4%
Clovis	41.3%
Elk Grove	34.5%
Fresno	33.2%
Merced	45.9%
Roseville	40.6%
Sacramento	41.6%
Stockton	29.9%
Tracy	50.4%
Tulare	29.4%
Visalia	35.6%

Source: California State Controller, Annual Assessed Value Reports; TNDG.

Building Permit Data

To provide a snapshot of residential construction activity, this section summarizes building permit statistics for privately-owned residential construction in Modesto, Stanislaus County, California, and the benchmark cities. These data are provided by the U.S. Census Bureau’s Place Level Residential Building Permit Statistics survey. Residential building permits are classified across four building types: 1-unit, 2-unit, 3-4 unit, and 5+ units. See Tables IV-4 and IV-5 (below) for the distribution of residential building permit types by geography for the 2015-2022 period. In Modesto, virtually all (98.1%) of building permits were in the 1-unit category, which slightly below the County’s percentage and similar to that of the benchmark cities.

TABLE IV-4. DISTRIBUTION OF BUILDING PERMIT BY BUILDING UNIT TYPE, MODESTO, STANISLAUS COUNTY, AND CALIFORNIA, 2015-22

Area	Building Unit Type				Total
	1-unit-Bldgs	2-units-Bldgs	3-4 units-Bldgs	5+ units-Bldgs	
Modesto	98.1%	0.8%	0.1%	0.9%	100%
Stanislaus County	99.1%	0.3%	0.1%	0.5%	100%
California	94.6%	1.8%	0.8%	2.8%	100%

Source: U.S. Census Bureau, Residential Building Permit Statistics Survey; TNDG.

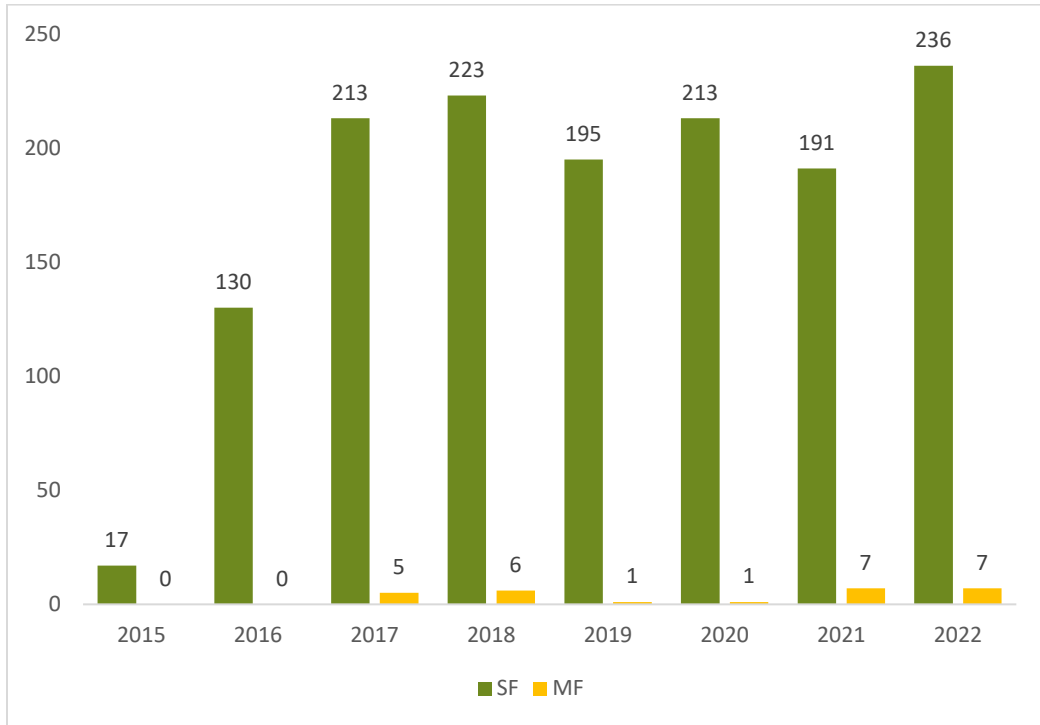
TABLE IV-5. DISTRIBUTION OF BUILDING PERMIT BY BUILDING UNIT TYPE, MODESTO, SELECTED COMPARISON CITIES, 2015-22

Area	Building Unit Type				Total
	1-unit-Bldgs	2-units-Bldgs	3-4 units-Bldgs	5+ units-Bldgs	
Modesto	98.1%	0.8%	0.1%	0.9%	100%
Bakersfield	98.2%	1.2%	0.2%	0.5%	100%
Clovis	97.2%	0.0%	1.2%	1.5%	100%
Elk Grove	100.0%	0.0%	0.0%	0.0%	100%
Fresno	94.9%	1.5%	1.0%	2.7%	100%
Merced	99.3%	0.0%	0.0%	0.7%	100%
Roseville	99.1%	0.3%	0.0%	0.6%	100%
Sacramento	93.1%	3.0%	1.0%	2.9%	100%
Stockton	96.4%	0.1%	0.3%	3.2%	100%
Tracy	96.8%	1.5%	0.0%	1.7%	100%
Tulare	94.4%	3.8%	0.0%	1.8%	100%
Visalia	97.1%	0.9%	0.1%	1.9%	100%

Source: U.S. Census Bureau, Residential Building Permit Statistics Survey; TNDG.

Figure IV-1 on the following page, shows the number of single-family (SF) and multi-family (MF) building permits issued in Modesto over the last seven years, from 2015 to 2022. Single-family permits ranged from 17 to 236 during this period. Only 27 total multi-family permits were issued between 2015 and 2022.

FIGURE IV-1. TOTAL PRIVATE RESIDENTIAL BUILDING PERMIT UNIT TOTALS BY TYPE (SF AND MF), MODESTO, 2015-22



Source: U.S. Census Bureau, Residential Building Permit Statistics Survey; TNDG.

Taxable Sales Data

Table IV-6 below, provides retail taxable sales data, as provided by the CDTFA, for the City of Modesto between 2015 and 2022 (the most recent year for which data are available). As shown in the table, City-wide taxable retail sales have increased by about \$630 million during this period, or by 28.8%. *Food Services and Drinking Places* and *Gasoline Stations* experienced the most significant relative increases, with sales increasing by 44.7% and 78.3%, respectively.

TABLE IV-6. TAXABLE RETAIL SALES (\$000s), CITY OF MODESTO, 2015-2022 (SELECTED YEARS)

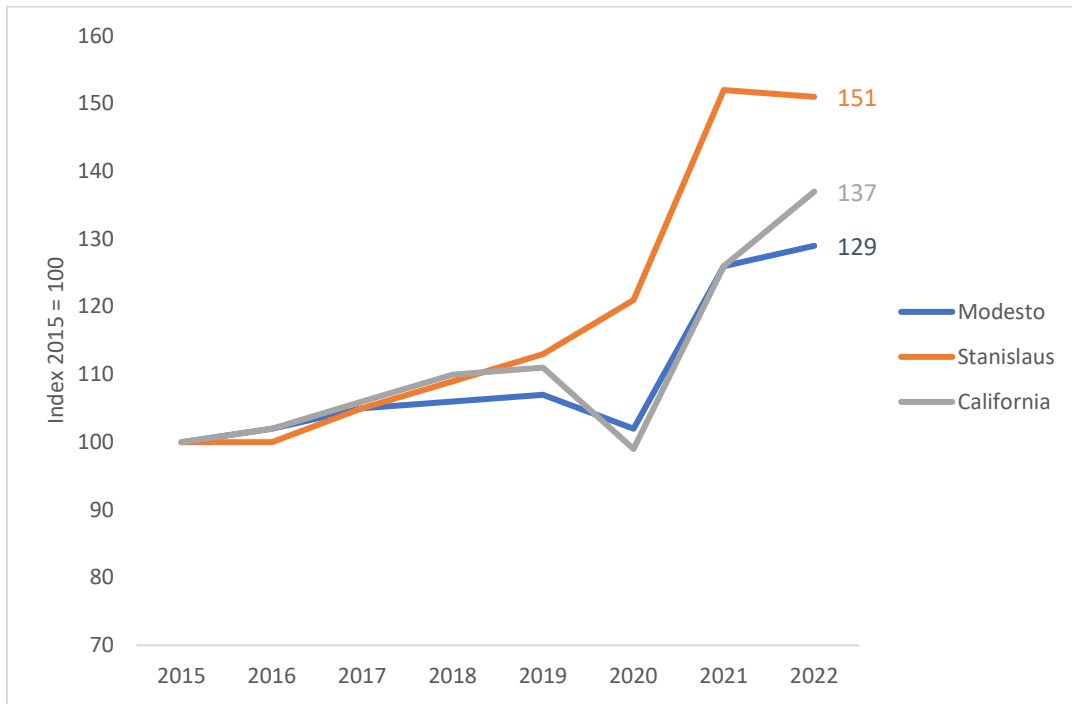
Category	2015	2017	2019	2021	2022	2015-22 % Change
Motor Vehicle and Parts Dealers	246,567	252,304	225,114	287,959	285,297	15.7%
Home Furnishings and Appliance Stores	137,561	153,682	155,334	179,746	154,258	12.1%
Building Material and Garden Equipment and Supplies Dealers	154,052	172,798	177,144	229,818	208,333	35.2%
Food and Beverage Stores	149,024	155,484	160,002	189,237	190,114	27.6%
Gasoline Stations	200,713	211,768	258,243	280,349	357,969	78.3%
Clothing and Clothing Accessories Stores	260,777	261,562	262,974	312,711	294,789	13.0%
General Merchandise Stores	434,676	439,803	432,202	498,672	497,746	14.5%
Food Services and Drinking Places	366,841	403,575	434,472	485,841	530,905	44.7%
Other Retail Group	239,830	239,772	244,262	304,882	301,592	25.8%
Total Retail and Food Services	2,190,042	2,290,749	2,349,747	2,769,215	2,821,003	28.8%

Source: CDTFA, TNDG.

Figure IV-2 on the next page, compares Modesto's taxable retail sales performance relative to Stanislaus County and California. The figure normalizes the base year sales data (2015 = 100) to provide relevant comparisons among the five geographies. As discussed above, the 2022-year value of 129 implies that Modesto's taxable retail sales increased by 29% during this period, the least significant increase compared to the other two geographies.

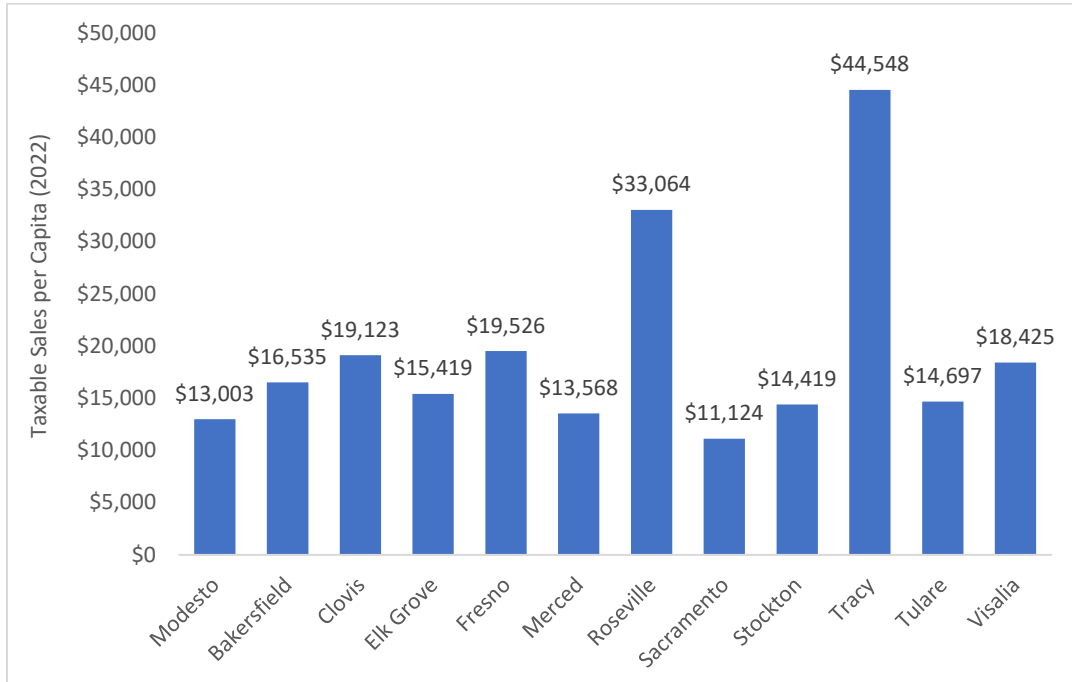
The data also show Modesto slightly underperforms the benchmark cities on other important taxable sales metrics. Figure IV-3, on the following page, shows taxable sales per capita in 2022, while Figures IV-4 and IV-5 on page 48 show total taxable sales growth (2015-2022) and sales per \$1,000 in aggregate household income in 2022, respectively. Modesto underperforms the benchmark cities in all three categories and has the least taxable sales per capita in 2022 and the lowest overall taxable sales growth between 2015-2022 compared to the benchmark cities.

FIGURE IV-2. TAXABLE RETAIL SALES TRENDS (2015-2022), MODESTO, STANISLAUS COUNTY, AND CA



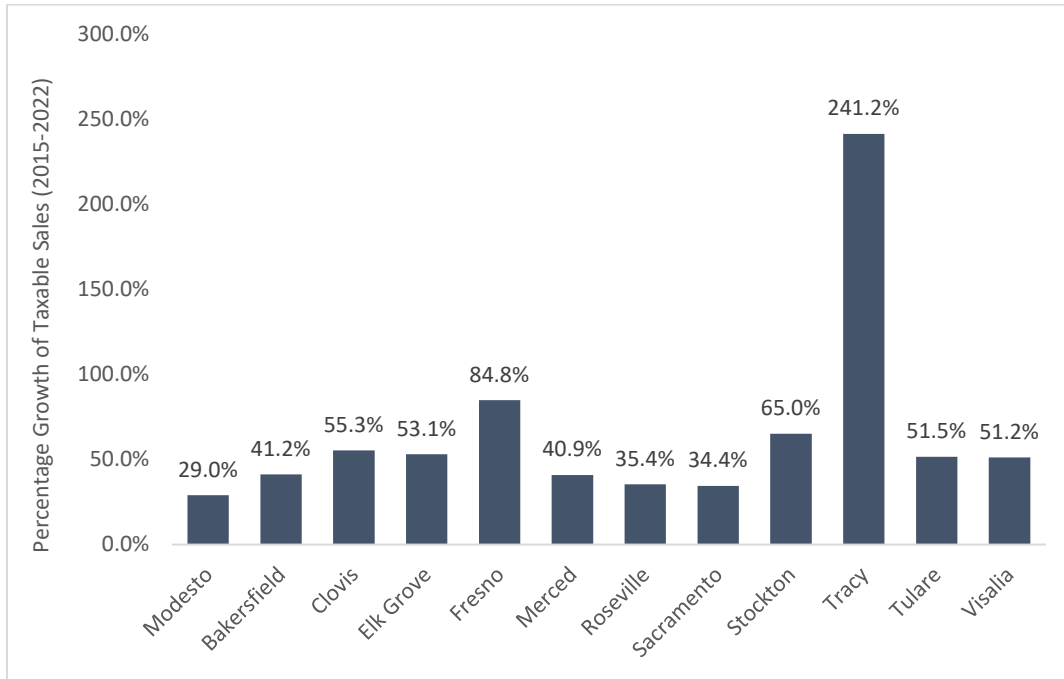
Source: CDTFA, TNDG.

FIGURE IV-3. TAXABLE SALES PER CAPITA, 2022, MODESTO, SELECTED COMPARISON CITIES



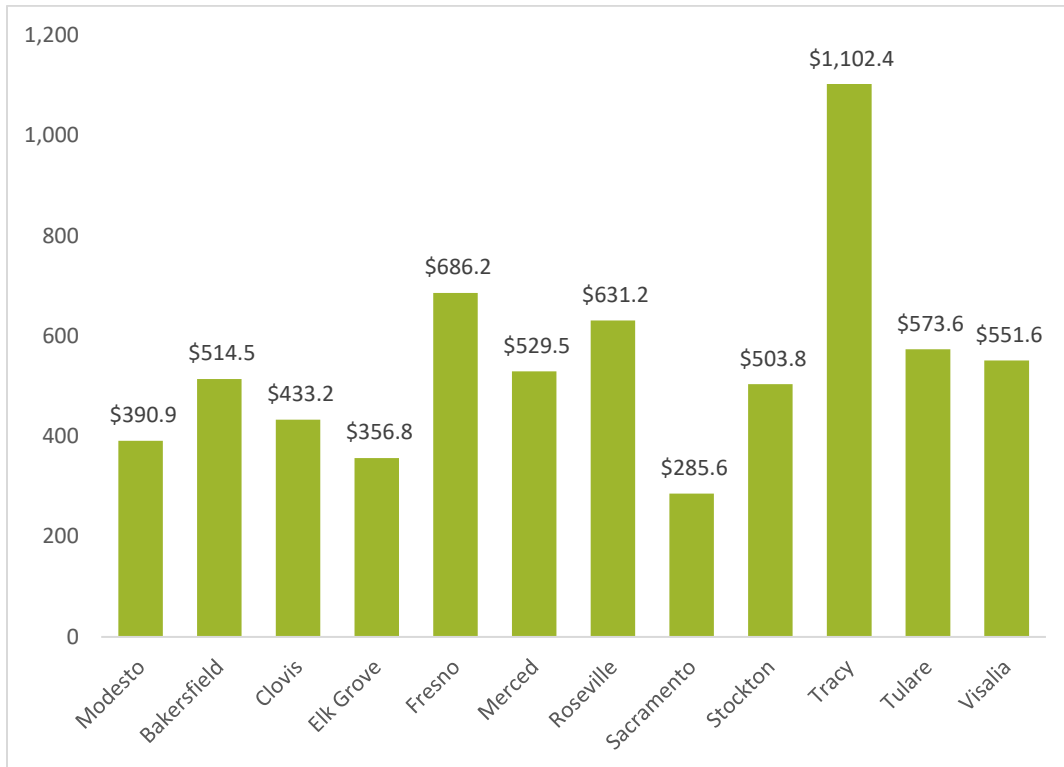
Source: CDTFA, TNDG.

FIGURE IV-4. TAXABLE SALE GROWTH, (2015-2022), MODESTO, SELECTED COMPARISON CITIES



Source: CDTFA, California Department of Finance E-5 Report, TNDG.

FIGURE IV-5. TAXABLE SALES PER \$1000 IN AGGREGATE HOUSEHOLD INCOME, 2022, MODESTO, SELECTED COMPARISON CITIES



Source: CDTFA, California Department of Finance E-5 Report, TNDG.

Review of Local/Regional Industry Clusters

This section provides a summary of industry growth/retraction trends in Modesto, comparing the local economy's recent and longer-term performance to regional and national benchmarks. The study breaks down the local economy in terms of industry "clusters." Clusters are groups of inter-related industry sectors whose growth potentials within a region tend to be closely aligned. The tendency of individual industries to co-locate in clusters reflects linkages through supply-chain relationships, as well as commonalities in terms of workforce requirements and infrastructure needs.

The clusters analyzed in this study are based on definitions (i.e., industry groupings) from the U.S. Cluster Mapping Project (Cluster Mapping Project), an economic development initiative led by Harvard Business School's Institute for Strategy and Competitiveness.

In accordance with the North American Industry Classification System (NAICS), the U.S. economy includes a total of approximately 1,100 individual industry sectors. The U.S. Cluster Mapping Project assigns each of these sectors to unique clusters, which are based on linkages through supply-chain relationships, as well as commonalities in terms of workforce requirements and infrastructure needs. Nationally, the Cluster Mapping Project recognizes a total of 67 clusters, with 16 classified as "local" clusters and 51 classified as "traded" clusters.

Whereas local and traded clusters are both critically important components of a balanced economy, they have distinct roles and characteristics, and these distinctions can be helpful in terms of planning economic development programs. Some of these distinctions are summarized as follows:

- **Local clusters** typically form the core of a region's economy; they primarily provide goods and services for the local (resident) population. They tend to account for the majority of jobs in a region (in the case of Modesto, local clusters represent about 76% of total jobs), and support a high quality of life by ensuring the availability of a diverse range of goods and services. In Modesto, important local clusters include *Local health Services* and *Local Hospitality Establishments*. These clusters account for about 23% of Modesto's total jobs.
- **Traded clusters** are "export-oriented" in the sense that they include industries that are engaged in producing goods and services for end customers outside the region. Traded clusters account for about 24% of the jobs in Modesto, and are especially important from an economic development perspective given that they tend to have higher wages and higher "multiplier impacts" compared to local clusters. That is, they have a strong potential to inject new dollars into the local economy and thereby serve as "drivers" for broader economic growth. In Modesto, important traded clusters include *Distribution and Electronic Commerce*, *Food Processing and Manufacturing* and *Agricultural Inputs and Services*. These three clusters account for about 60% of Modesto's total jobs in traded clusters.

Overview of Employment in Modesto

Total current (2023) employment in the Modesto area (“Modesto”) is estimated at 117,419¹. The local clusters currently represent a total of 93,895 jobs in Modesto, while the traded clusters account for 29,155 jobs. Total cluster employment adds up to slightly more than total employment given that some industries are included in more than one cluster².

Existing Important Clusters in Modesto, Stanislaus County, and the North San Joaquin Valley (SJV)

Table IV-7 lists all traded clusters that had 200 or more jobs in Modesto in 2023, and provides the following information about each listed cluster:

- Total number of jobs in Modesto in 2023 (the latest full year for which data are available)
- Location quotient (compared to U.S. benchmark) in 2023. The location quotient (LQ) measures how concentrated/important an industry cluster is in a region compared to national benchmarks. An LQ value greater than 1.0 indicates that a cluster is more concentrated in the region than it is nationally. This is generally regarded as an indication that the region has a comparative advantage relative to a particular cluster, although (especially for local clusters) an LQ below 1.0 can indicate a potential growth opportunity.
- Average annual wage for jobs in Modesto³
- Change in the number of jobs for the most recent 10-year period, 2013-2023

Table IV-8 provides the same data for local clusters that had more than 3,000 jobs in Modesto in 2023. Tables V-3 through V-6 provide comparable data for Stanislaus County and the North San Joaquin Valley (North SJV) region (Stanislaus, San Joaquin and Merced Counties combined). For the Stanislaus County summary tables, the jobs threshold is 500 for traded clusters and 5,000 for local clusters. For the North SJV summary tables, the jobs threshold is 1,500 for traded clusters and 10,000 for local clusters.

Tables V-7 and V-8 summarize cluster job growth/retraction performance in Modesto, Stanislaus County, and the North SJV region compared to national trends. This part of the study is based on a “shift-share” analysis for each cluster that estimates an “expected” job change based on national trends. If Modesto (or Stanislaus County or the North SJV region) has higher job growth (or experiences less severe job losses) compared to the expected change, it indicates that the local area (Modesto, Stanislaus County, or the North SJV region) has performed better than national trends. Conversely, if Modesto/Stanislaus County/North SJV region has less job growth (or experiences more severe job losses) compared to the expected change, it indicates that the specific region has performed worse than national trends.

¹ All employment data used in this analysis are from EMSI – a private data/modeling firm nationally regarded for its ability to provide detailed (6-digit NAICS code) industry employment estimates for small areas of geography (zip codes). For purposes of this analysis, the Modesto area is defined by zip codes 95350 to 95358 and 95397.

² EMSI has made some adjustments to the cluster definitions to account for changes in the NAICS industry structure between 2012, 2017, and 2022 NAICS industry definitions.

³ Wage data are for jobs (not residents) based in the Modesto area.

TABLE IV-7. SUMMARY CHARACTERISTICS AND TRENDS, MODESTO'S LARGEST TRADED CLUSTERS (LIST INCLUDES ALL CLUSTERS WITH MORE THAN 200 JOBS IN 2023)

TRADED CLUSTER	JOBS	LQ	COUNTY LQ*	AVG ANN WAGE	10-YR JOB CHANGE
Food Processing and Manufacturing	8,089	8.9	8.0	98,449	1,386
Distribution and Electronic Commerce	6,412	1.0	1.0	78,235	551
Agricultural Inputs and Services	2,880	2.2	5.8	64,051	(88)
Business Services	2,735	0.3	0.3	96,902	(245)
Education and Knowledge Creation	1,981	0.4	0.5	65,774	294
Downstream Metal Products	883	2.6	1.8	92,537	(168)
Transportation and Logistics	637	0.4	0.8	80,842	(424)
Hospitality and Tourism	588	0.3	0.4	34,621	(134)
Financial Services	587	0.4	0.3	126,741	(78)
Plastics	564	1.2	0.7	95,219	220
Marketing, Design, and Publishing	386	0.3	0.2	59,250	(91)
Wood Products	363	1.2	1.5	68,161	155
Furniture	357	1.3	1.0	61,614	75
Performing Arts	344	0.6	0.4	41,299	89
Construction Products and Services	320	0.5	0.5	105,995	208
Printing Services	214	0.8	0.6	86,403	(6)
Production Technology and Heavy Machinery	209	0.3	0.8	84,480	(30)
GROUP TOTAL / AVG	27,548	0.87	1.01	\$83,972	1,713
CITY TOTAL	117,419	N/A	N/A	\$72,249	18,706

Note: LQ = Location Quotient; 10-year job change is from 2013 to 2023. *County LQ provided for comparison purposes. “—” = insufficient data.

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).

TABLE IV-8. SUMMARY CHARACTERISTICS AND TRENDS, MODESTO'S LARGEST LOCAL CLUSTERS (LIST INCLUDES ALL CLUSTERS WITH MORE THAN 3,000 JOBS IN 2023)

LOCAL CLUSTER	JOBS	LQ	COUNTY LQ*	AVG ANN WAGE	10-YR JOB CHANGE
Local Health Services	17,664	1.3	1.1	116,261	3,885
Local Hospitality Establishments	10,639	1.1	1.1	33,098	1,602
Local Community and Civic Organizations	9,380	2.3	1.5	28,442	2,512
Local Real Estate, Construction, and Development	8,761	0.9	1.0	72,399	1,317
Local Education and Training	8,236	1.3	1.6	83,120	3,713
Local Commercial Services	7,295	1.0	0.8	56,895	656
Local Food and Beverage Processing and Distribution	6,348	1.3	1.2	51,661	388
Local Motor Vehicle Products and Services	4,472	1.3	1.2	64,308	1,155
Local Government Services	4,120	1.0	1.2	116,946	1,714
Local Retailing of Clothing and General Merchandise	4,101	1.2	1.2	38,365	(773)
Local Personal Services (Non-Medical)	3,784	1.0	1.1	39,358	1,050
GROUP TOTAL / AVG	84,799	1.23	1.14	\$68,515	17,220
CITY TOTAL	117,419	N/A	N/A	\$72,249	18,706

Note: LQ = Location Quotient; 10-year job change is from 2013 to 2023. *County LQ provided for comparison purposes. “—” = insufficient data.

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).

TABLE IV-9. SUMMARY CHARACTERISTICS AND TRENDS, STANISLAUS COUNTY'S LARGEST TRADED CLUSTERS (LIST INCLUDES ALL CLUSTERS WITH MORE THAN 500 JOBS IN 2023)

TRADED CLUSTER	JOBS	LQ	AVG ANN WAGE	10-YR JOB CHANGE
Agricultural Inputs and Services	14,227	5.8	64,370	(1,190)
Food Processing and Manufacturing	13,447	8.0	95,220	2,026
Distribution and Electronic Commerce	11,785	1.0	79,156	2,404
Education and Knowledge Creation	4,710	0.5	73,000	342
Business Services	4,066	0.3	98,589	(183)
Transportation and Logistics	2,343	0.8	81,385	(79)
Livestock Processing	1,768	2.4	48,394	(37)
Hospitality and Tourism	1,527	0.4	35,281	71
Paper and Packaging	1,227	2.6	102,375	181
Downstream Metal Products	1,143	1.8	90,821	(135)
Production Technology and Heavy Machinery	1,002	0.8	80,473	192
Financial Services	855	0.3	122,828	(101)
Wood Products	814	1.5	68,761	363
Marketing, Design, and Publishing	641	0.2	63,166	(78)
Construction Products and Services	615	0.5	105,052	352
Plastics	590	0.7	94,303	238
Furniture	510	1.0	62,085	128
GROUP TOTAL / AVG	61,269	1.05	\$79,440	4,496
COUNTY TOTAL	219,114	N/A	\$71,278	31,287

Note: LQ = Location Quotient; 10-year job change is from 2013 to 2023.

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).

TABLE IV-10. SUMMARY CHARACTERISTICS AND TRENDS, STANISLAUS COUNTY’S LARGEST LOCAL CLUSTERS (LIST INCLUDES ALL CLUSTERS WITH MORE THAN 5,000 JOBS IN 2023)

LOCAL CLUSTER	JOBS	LQ	AVG ANN WAGE	10-YR JOB CHANGE
Local Health Services	26,648	1.1	107,932	4,819
Local Hospitality Establishments	20,255	1.1	30,975	4,960
Local Education and Training	18,407	1.6	83,824	3,881
Local Real Estate, Construction, and Development	18,116	1.0	74,578	4,101
Local Community and Civic Organizations	11,130	1.5	30,465	2,562
Local Food and Beverage Processing and Distribution	10,808	1.2	49,854	1,237
Local Commercial Services	10,463	0.8	57,554	1,306
Local Government Services	8,871	1.2	116,946	866
Local Motor Vehicle Products and Services	7,595	1.2	62,000	1,651
Local Personal Services (Non-Medical)	7,173	1.1	39,998	1,848
Local Retailing of Clothing and General Merchandise	7,110	1.2	38,423	(679)
Local Logistical Services	5,566	1.3	71,686	1,052
GROUP TOTAL / AVG	152,144	1.15	\$67,996	27,604
COUNTY TOTAL	219,114	N/A	\$71,278	31,287

Note: LQ = Location Quotient; 10-year job change is from 2013 to 2023.

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).

TABLE IV-11. SUMMARY CHARACTERISTICS AND TRENDS, NORTH SJV REGION’S LARGEST TRADED CLUSTERS (LIST INCLUDES ALL CLUSTERS WITH MORE THAN 1,500 JOBS IN 2023)

TRADED CLUSTER	JOBS	LQ	AVG ANN WAGE	10-YR JOB CHANGE
Distribution and Electronic Commerce	56,160	1.7	72,525	26,885
Agricultural Inputs and Services	44,645	6.4	60,562	(2,965)
Food Processing and Manufacturing	25,125	5.2	91,704	3,537
Education and Knowledge Creation	14,106	0.6	75,248	331
Business Services	12,788	0.3	93,904	1,099
Transportation and Logistics	9,996	1.2	82,535	2,537
Livestock Processing	5,742	2.8	55,990	445
Hospitality and Tourism	5,172	0.4	37,608	1,044
Downstream Metal Products	3,147	1.7	91,898	536
Paper and Packaging	2,325	1.7	95,203	617
Production Technology and Heavy Machinery	2,274	0.6	78,807	760
Financial Services	2,208	0.3	119,791	50
Plastics	2,120	0.8	88,187	555
Wood Products	2,119	1.4	74,443	821
Construction Products and Services	1,952	0.5	103,696	759
Marketing, Design, and Publishing	1,927	0.3	67,957	(256)
Automotive	1,769	0.4	97,703	420
GROUP TOTAL / AVG	193,576	1.15	\$74,851	37,176
COUNTY TOTAL	624,797	N/A	\$70,081	121,179

Note: LQ = Location Quotient; 10-year job change is from 2013 to 2023.

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).

TABLE IV-12. SUMMARY CHARACTERISTICS AND TRENDS, NORTH SJV REGION’S LARGEST LOCAL CLUSTERS (LIST INCLUDES ALL CLUSTERS WITH MORE THAN 10,000 JOBS IN 2023)

LOCAL CLUSTER	JOBS	LQ	AVG ANN WAGE	10-YR JOB CHANGE
Local Health Services	60,987	0.9	99,998	7,951
Local Hospitality Establishments	49,702	1.0	29,638	12,054
Local Education and Training	49,447	1.5	87,655	9,795
Local Real Estate, Construction, and Development	47,848	1.0	77,084	12,577
Local Food and Beverage Processing and Distribution	31,164	1.2	51,815	5,157
Local Commercial Services	29,756	0.8	56,048	5,981
Local Community and Civic Organizations	29,006	1.3	30,537	7,965
Local Government Services	24,296	1.2	113,149	2,710
Local Logistical Services	22,250	1.9	68,772	9,568
Local Motor Vehicle Products and Services	20,439	1.1	62,789	3,972
Local Retailing of Clothing and General Merchandise	19,717	1.1	39,195	(321)
Local Personal Services (Non-Medical)	19,169	1.0	38,936	4,712
Local Household Goods and Services	10,081	0.9	48,692	1,017
GROUP TOTAL / AVG	413,861	1.07	\$66,049	83,137
COUNTY TOTAL	624,797	N/A	\$70,081	121,179

Note: LQ = Location Quotient; 10-year job change is from 2013 to 2023.

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).

TABLE IV-13. JOB GROWTH/RETRACTION PERFORMANCE COMPARED TO NATIONAL TRENDS FOR TRADED CLUSTERS, MODESTO, STANISLAUS COUNTY, AND NORTH SJV REGION

TRADED CLUSTER	2013-23 GROWTH PERFORMANCE BASED ON SHIFT SHARE ANALYSIS		
	MODESTO	STANISLAUS COUNTY	NORTH SVJ
Aerospace Vehicles and Defense	+	+	-
Agricultural Inputs and Services	-	-	-
Apparel	-	+	+
Automotive	-	-	+
Biopharmaceuticals	+	-	-
Business Services	-	-	-
Coal Mining	-	-	-
Communications Equipment and Services	-	+	+
Construction Products and Services	+	+	+
Distribution and Electronic Commerce	-	+	+
Downstream Chemical Products	-	-	+
Downstream Metal Products	-	-	+
Education and Knowledge Creation	+	+	-
Electric Power Generation and Transmission	+	+	-
Environmental Services	-	-	+
Financial Services	-	-	-
Fishing and Fishing Products	-	-	-
Food Processing and Manufacturing	-	-	-
Footwear	-	-	-
Forestry	+	+	-
Furniture	+	+	+
Hospitality and Tourism	-	-	+
Information Technology and Analytical Instruments	-	-	+
Insurance Services	-	-	-
Jewelry and Precious Metals	+	+	+
Leather and Related Products	-	-	+
Lighting and Electrical Equipment	-	-	-
Livestock Processing	-	-	-
Marketing, Design, and Publishing	-	-	-
Medical Devices	-	-	-
Metal Mining	-	-	-
Metalworking Technology	-	-	+
Music and Sound Recording	+	+	+
Nonmetal Mining	-	-	-
Oil and Gas Production and Transportation	+	+	+
Paper and Packaging	+	+	+
Performing Arts	-	+	-

TRADED CLUSTER	2013-23 GROWTH PERFORMANCE BASED ON SHIFT SHARE ANALYSIS		
	MODESTO	STANISLAUS COUNTY	NORTH SVJ
Plastics	+	+	+
Printing Services	+	+	-
Production Technology and Heavy Machinery	-	+	+
Recreational and Small Electric Goods	-	-	-
Textile Manufacturing	-	-	-
Tobacco	-	-	-
Trailers, Motor Homes, and Appliances	-	-	+
Transportation and Logistics	-	-	+
Upstream Chemical Products	+	+	+
Upstream Metal Manufacturing	-	-	-
Video Production and Distribution	-	-	-
Vulcanized and Fired Materials	+	+	+
Water Transportation	-	-	+
Wood Products	+	+	+

Note: " + " = growth performance better than expected; " - " worse than expected.

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).

TABLE IV-14. JOB GROWTH/RETRACTION PERFORMANCE COMPARED TO NATIONAL TRENDS FOR LOCAL CLUSTERS, MODESTO, STANISLAUS COUNTY, AND NORTH SJV REGION

LOCAL CLUSTER	2013-23 GROWTH PERFORMANCE BASED ON SHIFT SHARE ANALYSIS		
	MODESTO	STANISLAUS COUNTY	NORTH SVJ
Local Commercial Services	-	+	+
Local Community and Civic Organizations	+	+	+
Local Education and Training	+	+	+
Local Entertainment and Media	-	+	-
Local Financial Services	-	-	-
Local Food and Beverage Processing and Distribution	-	+	+
Local Government Services	+	+	+
Local State Government Services	+	+	+
Local Federal Government Services	+	-	-
Local Health Services	+	+	+
Local Hospitality Establishments	+	+	+
Local Household Goods and Services	-	-	+
Local Industrial Products and Services	-	-	-
Local Logistical Services	-	-	+
Local Motor Vehicle Products and Services	+	+	+
Local Personal Services (Non-Medical)	+	+	+
Local Real Estate, Construction, and Development	-	+	+
Local Retailing of Clothing and General Merchandise	-	-	+
Local Utilities	+	+	+

Note: " + " = growth performance better than expected; " - " worse than expected.

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).

“Candidate” Clusters for Modesto’s Target Industry Program

The following four tables (Tables V-9 to V-11) list important existing clusters for the three geographic areas evaluated in this analysis: Modesto, Stanislaus County, and the North SJV region. For each area, clusters are highlighted/shaded on the table if they are in the top 10 for the entire set of clusters (Traded and Local) for at least one of the three variables:

1. 2023 Location Quotient (LQ)
2. Number of jobs in 2023
3. Job growth between 2013 and 2023

For additional context, the tables also show the average annual wage associated with each cluster. As an example, in Table IV-15 below, the *Food Processing and Manufacturing* Cluster has the highest LQ (8.9) of all clusters in Modesto. The 10th highest LQ (1.3) is in the *Local Food and Beverage Processing and Distribution* Cluster. The top 10 clusters in terms of LQs are shaded. The same shading pattern is also applied to the top 10 clusters in terms of total jobs and 10-year job change.

TABLE IV-15. TOP 10 CLUSTERS FOR KEY VARIABLES: LQ, JOBS, AND JOB GROWTH, MODESTO

CLUSTER	LQ	JOBS	10-YR JOB CHANGE	AVG. ANN WAGE
Agricultural Inputs and Services	2.2	2,880	(88)	64,051
Distribution and Electronic Commerce	1.0	6,412	551	78,235
Downstream Metal Products	2.6	883	(168)	92,537
Food Processing and Manufacturing	8.9	8,089	1,386	98,449
Furniture	1.3	357	75	61,614
Local Commercial Services	1.0	7,295	656	56,895
Local Community and Civic Organizations	2.3	9,380	2,512	28,442
Local Education and Training	1.3	8,236	3,713	83,120
Local Food and Beverage Processing and Distribution	1.3	6,348	388	51,661
Local Government Services	1.0	4,120	1,714	116,946
Local Health Services	1.3	17,664	3,885	116,261
Local Hospitality Establishments	1.1	10,639	1,602	33,098
Local Motor Vehicle Products and Services	1.3	4,472	1,155	64,308
Local Personal Services (Non-Medical)	1.0	3,784	1,050	39,358
Local Real Estate, Construction, and Development	0.9	8,761	1,317	72,399
Upstream Chemical Products	1.6	197	164	109,034

Note: LQ = Location Quotient; 10-year job change is from 2013 to 2023.

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).

TABLE IV-16. TOP 10 CLUSTERS FOR KEY VARIABLES: LQ, JOBS, AND JOB GROWTH, STANISLAUS COUNTY

CLUSTER	LQ	JOBS	10-YR JOB CHANGE	AVG. ANN WAGE
Agricultural Inputs and Services	5.8	14,227	(88)	64,051
Distribution and Electronic Commerce	1.0	11,785	551	78,235
Downstream Metal Products	1.8	1,143	(168)	92,537
Food Processing and Manufacturing	8.0	13,447	1,386	98,449
Livestock Processing	2.4	1,768	(73)	52,654
Local Commercial Services	0.8	10,463	656	56,895
Local Community and Civic Organizations	1.5	11,130	2,512	28,442
Local Education and Training	1.6	18,407	3,713	83,120
Local Food and Beverage Processing and Distribution	1.2	10,808	388	51,661
Local Government Services	1.2	8,871	1,714	116,946
Local Health Services	1.1	26,648	3,885	116,261
Local Hospitality Establishments	1.1	20,255	1,602	33,098
Local Logistical Services	1.3	5,566	217	67,928
Local Motor Vehicle Products and Services	1.2	7,595	1,155	64,308
Local Personal Services (Non-Medical)	1.1	7,173	1,050	39,358
Local Real Estate, Construction, and Development	1.0	18,116	1,317	72,399
Paper and Packaging	2.6	1,227	9	95,082
Wood Products	1.5	814	155	68,161

Note: LQ = Location Quotient; 10-year job change is from 2013 to 2023.

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).

TABLE IV-17. TOP 10 CLUSTERS FOR KEY VARIABLES: LQ, JOBS, AND JOB GROWTH, NORTH SJV REGION

CLUSTER	LQ	JOBS	10-YR JOB CHANGE	AVG. ANN WAGE
Agricultural Inputs and Services	6.4	44,645	(2,965)	60,562
Distribution and Electronic Commerce	1.7	56,160	26,885	72,525
Downstream Metal Products	1.7	3,147	536	91,898
Environmental Services	1.3	725	181	97,686
Food Processing and Manufacturing	5.2	25,125	3,537	91,704
Livestock Processing	2.8	5,742	445	55,990
Local Commercial Services	0.8	29,756	5,981	56,048
Local Community and Civic Organizations	1.3	29,006	7,965	30,537
Local Education and Training	1.5	49,447	9,795	87,655
Local Health Services	0.9	60,987	7,951	99,998
Local Hospitality Establishments	1.0	49,702	12,054	29,638
Local Logistical Services	1.9	22,250	9,568	68,772
Local Personal Services (Non-Medical)	1.0	19,169	4,712	38,936
Local Real Estate, Construction, and Development	1.0	47,848	12,577	77,084
Paper and Packaging	1.7	2,325	617	95,203
Wood Products	1.4	2,119	821	74,443

Note: LQ = Location Quotient; 10-year job change is from 2013 to 2023.

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).