

[REDACTED]

09/15/25

Poli-190

Role Profile for Then Modesto Bee

Part 1: Individual/Organization Profile (Included links to sources)

- Journalist
- Name:
 - The Modesto Bee
- Prominent Issues Covered:
 - Affordable Housing and Homelessness
 - <https://www.modbee.com/search/?q=affordable%20housing&page=1&sort=relevance>
 - <https://www.modbee.com/search/?q=homelessness%20modesto&page=1&sort=newest>
 - Public Health and Health Program Funding Changes
 - <https://www.modbee.com/news/local/article312123351.html>
 - <https://www.modbee.com/news/local/article297815963.html>
 - Local Government Transparency
 - <https://www.modbee.com/news/politics-government/article311849138.htm1>
 - Infrastructure and Economic Development
 - <https://www.modbee.com/news/business/biz-columns-blogs/biz-beat/article312146615.html>
 - <https://www.modbee.com/news/local/turlock/article312123632.html>
 - Immigration and ICE
 - <https://www.modbee.com/search/?q=ice&page=2&sort=newest>
 - <https://www.modbee.com/news/nation-world/national/article312145484.html>

- # of active print and/or digital subscriptions:
 - Readership
 - Daily: 154,532
 - Monthly Page Views
 - 6.86 million
 - 1.13 million unique visitors
 - Print and an online audience of 260,797 per week
 - <https://www.modbee.com/customer-service/about-us/>
- Identify Constituents:
 - Which regions of the state have the highest concentrations of your target audience?
 - Specifically Stanislaus County
 - More broadly: San Joaquin Valley

Part 2: Constitute Profile:

- Economics
 - Prominent Industries
 - 1. Manufacturing
 - 2. Healthcare
 - 3. Logistics
 - 4. Retail, Dining and Hospitality
 - 5. Public Sector
 - 6. Technology and Professional Services
 - <https://www.modestogov.com/1242/Business-Sectors>
 - The unemployment rate, income levels, poverty rate, etc.
 - Stanislaus County:
 - Unemployment rate as of July 2025: 7.7%
 - <https://labormarketinfo.edd.ca.gov/cgi/dataBrowsing/localAreaProfileQSResults.asp?state=true&geogArea=0604000099&selectedArea=Stanislaus%20County>
 - Poverty rate: 14.2%

- https://data.census.gov/profile/Stanislaus_County,_California?g=050XX00US06099#income-and-poverty
 - High school Graduate or higher: 19.7%
 - https://data.census.gov/profile/Stanislaus_County,_California?g=050XX00US06099#education
 - Median Household Income in 2024: \$78,673 - \$83,051
 - https://data.census.gov/profile/Stanislaus_County,_California?g=050XX00US06099#income-and-poverty
 - Mean Household Income in 2023: 33,790
 - <https://censusreporter.org/profiles/05000US06099-stanislaus-county-ca/>
- Demographics
 - Population, and breakdowns by race, ethnicity, age, income, etc.
 - The population as of 2020: 552,878
 - https://data.census.gov/profile/Stanislaus_County,_California?g=050XX00US06099#populations-and-people
 - By Race
 - American Indian/Alaska Native (non-Hispanic): 1.9% (10,543 individuals)
 - Asian (non-Hispanic): 6.3% (34,778 individuals)
 - Black (non-Hispanic): 2.9% (15,913 individuals)
 - Hispanic/Latino: 48.1% (265,978 individuals)
 - Multiracial (non-Hispanic): 15.3% (84,644 individuals)
 - Native Hawaiian and Other Pacific Islander (non-Hispanic): 0.8% (4,269 individuals)
 - White (non-Hispanic): 46.4% (256,602 individuals)
 - https://data.census.gov/profile/Stanislaus_County,_California?g=050XX00US06099#race-and-ethnicity
 - Ethnicity
 - Not stated in any reliable sources
 - Age

- Under 5 years: 6.8% (7,447 individuals)
- 5 to 9 years: 7.2% (39,601 individuals)
- 10 to 14 years: 8.1% (44,988 individuals)
- 15 to 19 years: 7.5% (41,311 individuals)
- 20 to 24 years: 6.6% (36,318 individuals)
- 25 to 29 years: 7.0% (38,555 individuals)
- 30 to 34 years: 7.2% (39,962 individuals)
- 35 to 39 years: 6.8% (37,695 individuals)
- 40 to 44 years: 6.4% (35,593 individuals)
- 45 to 49 years: 5.9% (32,325 individuals)
- 50 to 54 years: 5.8% (31,855 individuals)
- 55 to 59 years: 5.6% (30,846 individuals)
- 60 to 64 years: 5.6% (30,846 individuals)
- 65 to 69 years: 4.5% (24,986 individuals)
- 70 to 74 years: 3.6% (19,895 individuals)
- 75 to 79 years: 2.2% (11,998 individuals)
- 80 to 84 years: 1.6% (8,587 individuals)
- 85 years and older: 1.7% (9,439 individuals)
- https://data.census.gov/profile/Stanislaus_County,_California?g=050XX0US06099#populations-and-people

- Median Household Income in 2024: \$78,673 - \$83,051
- https://data.census.gov/profile/Stanislaus_County,_California?g=050XX0US06099#income-and-poverty
- Mean Household Income in 2023: 33,790
- <https://censusreporter.org/profiles/05000US06099-stanislaus-county-ca/>

- Urban/rural breakdown

- 92% urban
- 8% rural
- https://www.treasurer.ca.gov/ctcac/apportionment/schedules/supplement_population.pdf
- Most populous Cities in Stanislaus County

- 1. Modesto - 201,165 individuals as of 2010
 - 2. Turlock - 68,549 individuals as of 2010
 - 3. Ceres - 45,417 individuals as of 2010
 - [https://en.wikipedia.org/wiki/List_of_cities_in_Stanislaus_County
\(by_population\)#:~:text=1.,Bret%20Harte%20%2D%205%2C15](https://en.wikipedia.org/wiki/List_of_cities_in_Stanislaus_County_(by_population)#:~:text=1.,Bret%20Harte%20%2D%205%2C15)
- Politics
 - Partisan voter registration
 - Modesto Bee (Stanislaus County)
 - Total Individuals Registered to Vote for 2023 General Election: 285,609 (79.21%)
 - Democratic: 110,214 (38.59%)
 - Republican: 97,882 (34.27%)
 - American Independent: 12,420 (4.35%)
 - Green: 979 (0.34%)
 - Libertarian: 3,504 (1.23%)
 - Peace & Freedom: 1,813 (0.63%)
 - No Party Preference: 54,849 (19.20%)
 - <https://elections.cdn.sos.ca.gov/ror/154day-presprim-2024/county.pdf>
 - % voted Democrat/Republican in 2020, 2016, 2012
 - 2012 Election
 - 49.88% voted Democrat (77,724 votes)
 - 47.14% voted Republican (73,459 votes)
 - 2.98% voted Others (4,633)
 - https://en.wikipedia.org/wiki/2012_United_States_presidential_election_in_California#By_county
 - 2016 Election
 - 46.81% voted Democrat (81,647 votes)
 - 45.01% voted Republican (78,494 votes)
 - 8.18% voted Others (14,265 votes)

- https://en.wikipedia.org/wiki/2016_United_States_presidential_election_in_California#By_county
- 2020 Election
 - 49.0% voted Democrat (105,841 votes)
 - 48.22% voted Republican (104,145 votes)
 - 2.78% voted Others (6,001 votes)
 - https://en.wikipedia.org/wiki/2020_United_States_presidential_election_in_California#By_county
- 3 specific issues that are important to your constituents
 - Local Government Transparency
 - Modesto has a city policy that prevents communication between city employees and the media
 - Experts say that it limits transparency and may violate the Constitution
 - <https://www.modbee.com/news/politics-government/article311849138.html>
 - Public Health
 - Concerns about how the leading cause of death in Stanislaus County is cancer, strokes, heart disease, and Alzheimer's
 - Concerns about how it affects the low-income communities in Stanislaus
 - <https://www.modbee.com/living/health-fitness/article304288651.html>
 - Economic Development
 - Concerns about the lack of transportation, equity in housing, and the importance of speaking out about these things in low-income communities
- Constituents' general positions on economic, social, and environmental issues
 - Economic
 - Support for small businesses
 - Better infrastructure

- Economic justice for low-income communities
- More affordable housing
- <https://www.modbee.com/news/local/article311493728.html>
- <https://www.modbee.com/news/local/article303859216.html>
- <https://www.modbee.com/news/business/biz-columns-blogs/biz-beat/article312146615.html>



■ Social

- Wants transparency and accountability from the government
- Concerns about homelessness, how public health is handled, and even social services (Community wants more of a voice)
- <https://www.modbee.com/news/local/article303859216.html>
- <https://www.modbee.com/opinion/editorials/article311890154.html>



■ Environmental

- Concerns about the air quality and overall pollution (especially in low-income areas)
- Raised concerns about what land is being used for and infrastructure

- <https://www.modbee.com/news/politics-government/article288114035.html>

