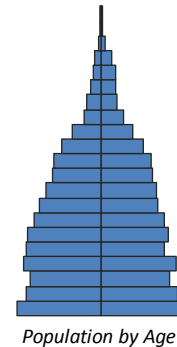


Highlights



Population Growth: The population of Watsonville increased by 16% over the past decade to 51,000, while California grew by just 10% overall. A sizeable increase occurred in the population of Hispanics, and a sizeable decrease in the population of white, non-Hispanics.

Diversity: Watsonville is predominantly Hispanic, at 81%, up from 75% in 2000. The white, non-Hispanic share of the population declined from 19% to 14% of the total over the same period.

Age Structure: Watsonville is relatively young, with a median age of 29, compared with 35 for the state. The age structure has shifted upward slightly over the last decade. The working-age share of the population increased from 54% to 57%, while the young share of the population decreased from 37% to 35%.

Households: Traditional families—married couples with children—are relatively common in Watsonville, comprising 32% of households, compared with 23% in California as a whole. Only 18% are individuals living alone, compared with 23% statewide; however, 30% of people age 65+ are living alone.

Education: Adults in Watsonville have significantly less education than adults statewide, with just 11% of adults having attained a Bachelor’s degree or higher, compared with 30% in California as a whole. Forty-five percent of adults have less than a high school education, compared with 20% statewide.

Income: Median household income is relatively low in Watsonville—\$48,000, compared with \$60,000 for the state.

Foreign Born: The foreign-born population accounts for 39% of the Watsonville total, compared with 27% statewide. The share of immigrants from Mexico is 89%, compared with 44% statewide. Additionally, 23% of households are linguistically isolated—more than twice the statewide rate of 10%.

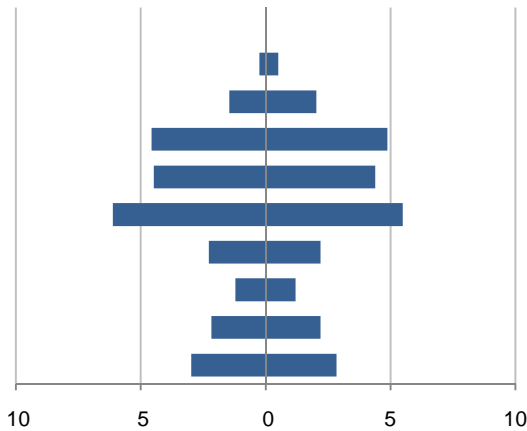
Note: The Watsonville Public Library jurisdiction extends beyond the city limits. This profile covers only the population within the city.

This demographic profile is part of a series of library jurisdiction profiles prepared for the California State Library by the Stanford Center on Longevity. The project, "Understanding California's Shifting Demographics," was supported in whole by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. The opinions expressed herein do not necessarily reflect the position or policy of the U.S. Institute of Museum and Library Services or the California State Library, and no official endorsement by the U.S. Institute of Museum and Library Services or the California State Library should be inferred.

Key Indicators			
		2000	2010
Population Growth			
	Total population	44,265	51,199
	10-year growth	42.3%	15.7%
Diversity			
	% Hispanic	75.1%	81.4%
	% Asian, non-Hispanic	3.1%	3.0%
	% White, non-Hispanic	19.4%	13.7%
	% Black, non-Hispanic	0.5%	0.4%
Aging			
	% 65+	8.6%	8.3%
	Median age	27.4	29.2
Households			
	% Married couple with children	36.6%	32.2%
	% Living alone	17.9%	18.2%

1. Population by Library-Defined Age Group, 2010

In thousands; males on left, females on right

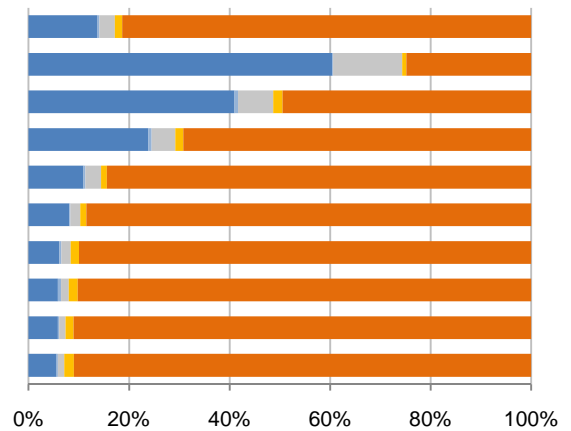


2. Race and Ethnicity by Library-Defined Age Group, 2010

White, NH Black, NH Asian, NH Other, NH Hispanic

Age group

Total
85+, Oldest
65 to 84, Older adults
46 to 64, Midlife
33 to 45, Adult
19 to 32, Young
14 to 18, Teens
11 to 13, Tweens
6 to 10, School age
0 to 5, Infants/toddlers

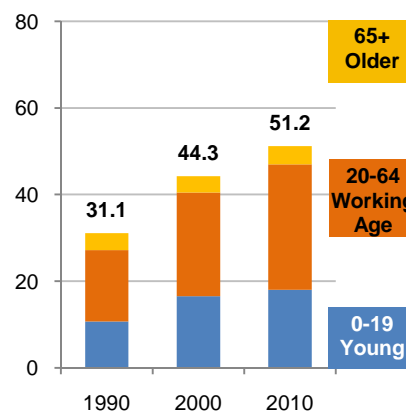


3. Population Growth by Library-Defined Age Group, 2000-10

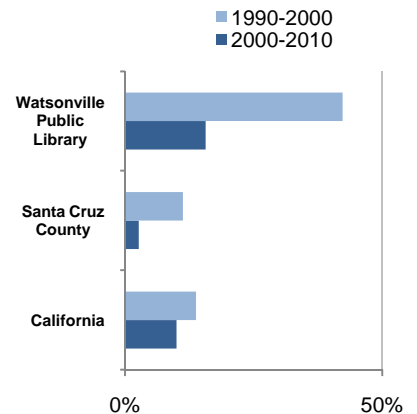
	2010	Change	% Change
Total	51,199	6,934	15.7%
85+	756	180	31.3%
65 to 84	3,483	257	8.0%
46 to 64	9,429	3,293	53.7%
33 to 45	8,863	737	9.1%
19 to 32	11,600	1,254	12.1%
14 to 18	4,472	483	12.1%
11 to 13	2,419	17	0.7%
6 to 10	4,364	-160	-3.5%
0 to 5	5,813	873	17.7%

4. Population Total, 1990-2010

In thousands



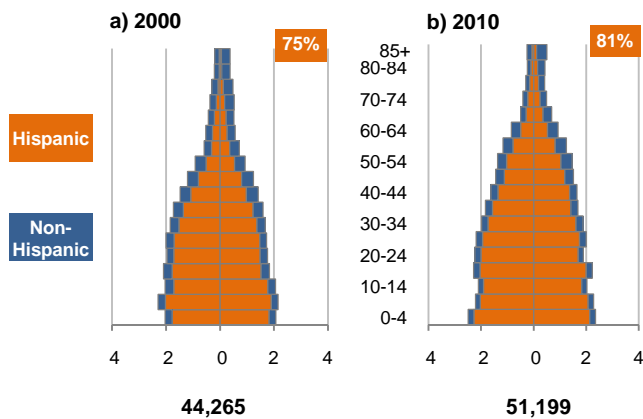
5. 10-Year Population Change



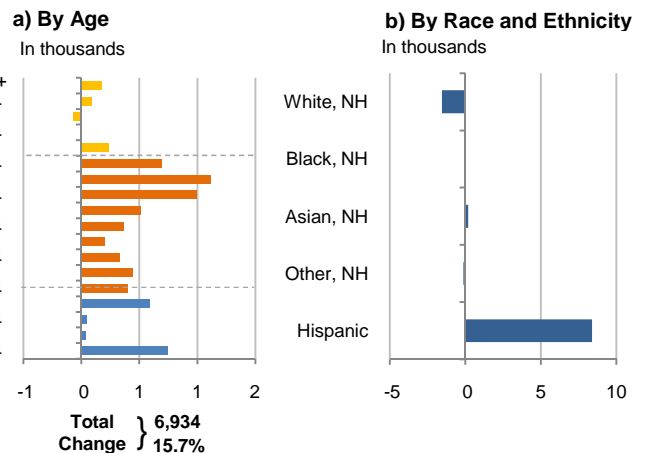
Source: US Census 2010, 2000, or 1990

6. Population by 5-Year Age Brackets

In thousands; males on left, females on right

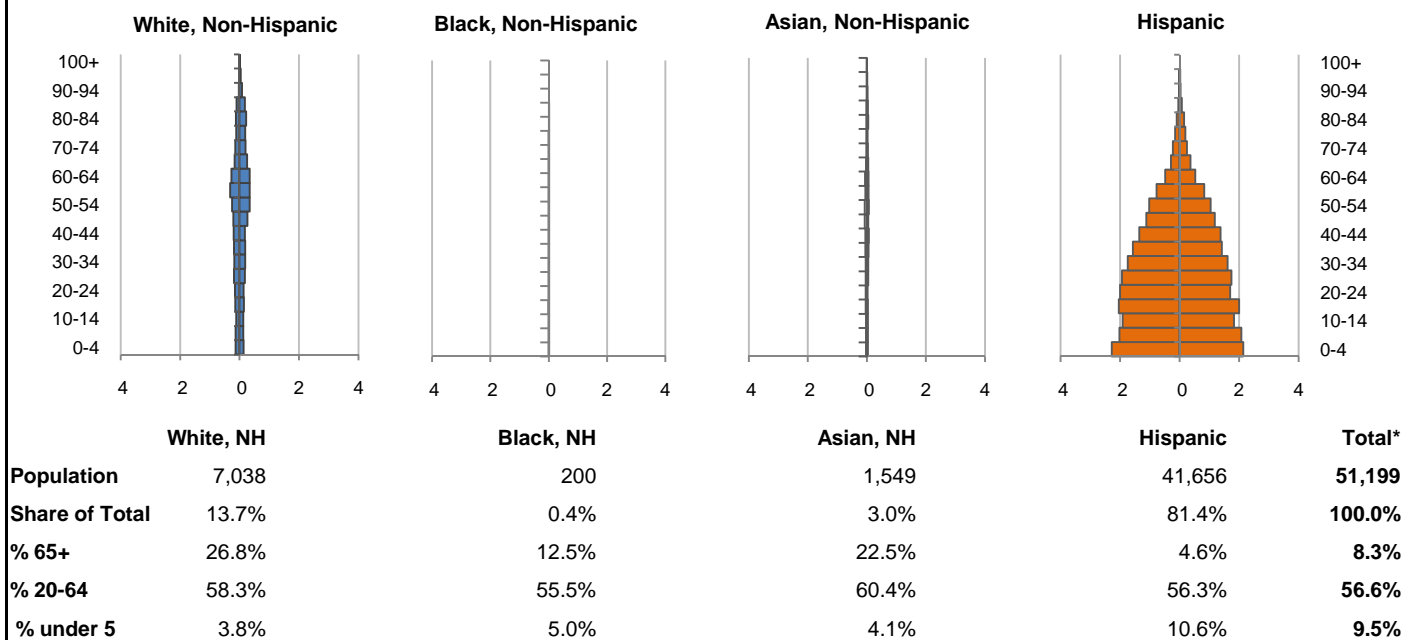


7. 10-Year Change in Population, 2000-10

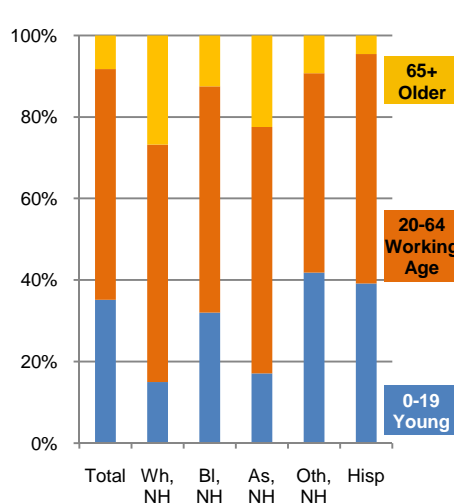


8. Population by Age, Race, and Ethnicity, 2010

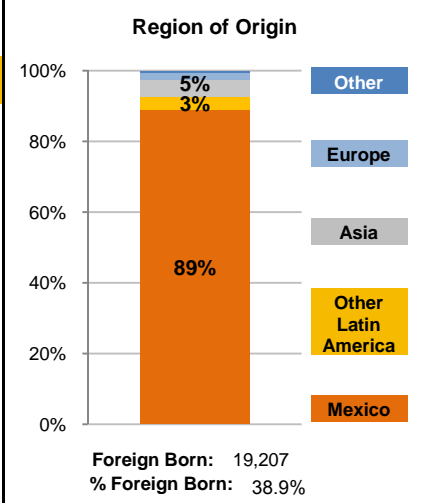
In thousands; males on left, females on right



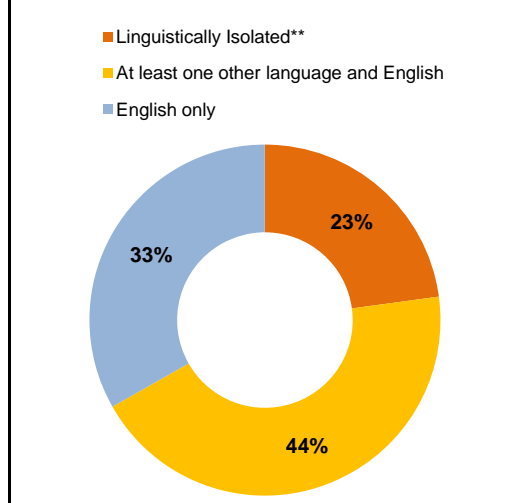
9. Age Mix by Race and Ethnicity, 2010



10. Foreign Born, 2005-09



11. Household Language, 2005-09

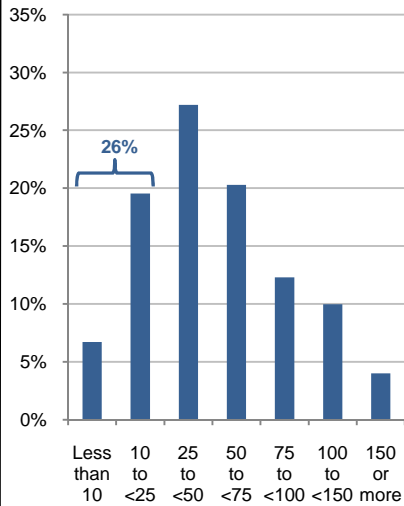


Wh=White; BI=Black; As=Asian; Oth=Other Race or Two or More Races; Hisp=Hispanic; NH=Non-Hispanic; ACS=American Community Survey 2005-09
*See pages 5-6 for detail on Other, Non-Hispanic
**Linguistically Isolated = No one in the household age 14 and over speaks English at least "very well"

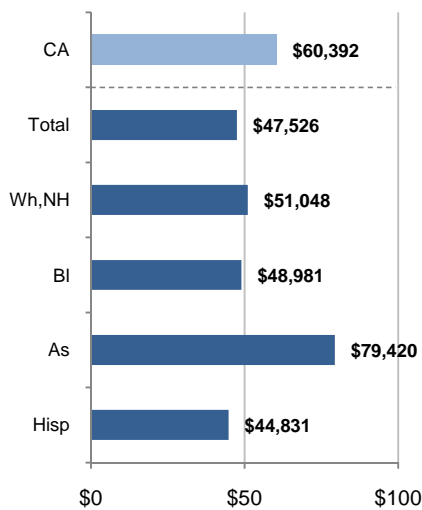
12. Household Income, 2005-09

In thousands of \$ (2009)

a) Income Distribution



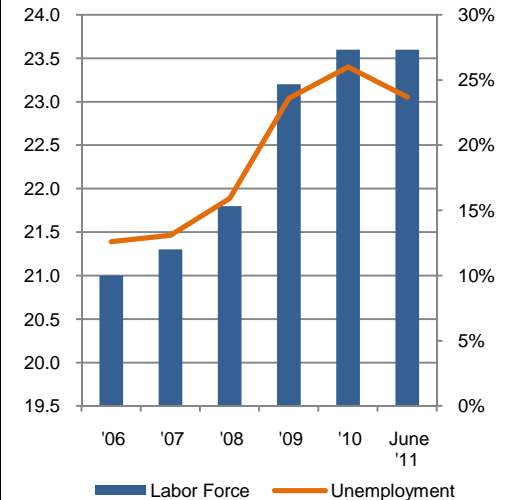
b) Median Household Income by Race and Ethnicity*



13. Labor Force and Unemployment, 2006-11

Labor Force
In thousands

Unemployment Rate

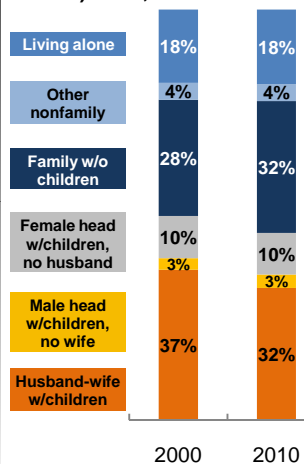


Source: CA Employment Development Department

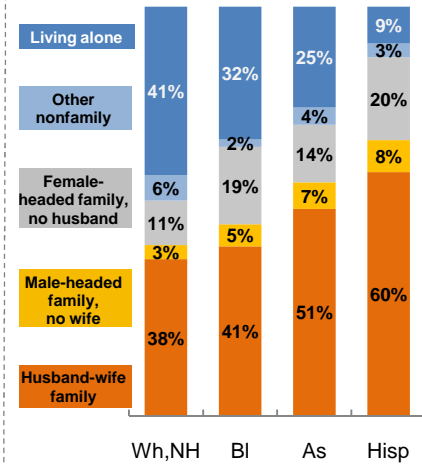
14. Household Type, 2010

% of all households

a) Total, 2000-10

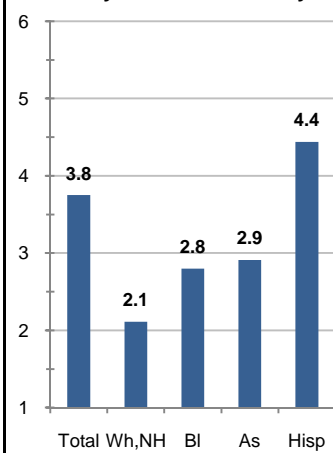


b) By Race and Ethnicity,* 2010

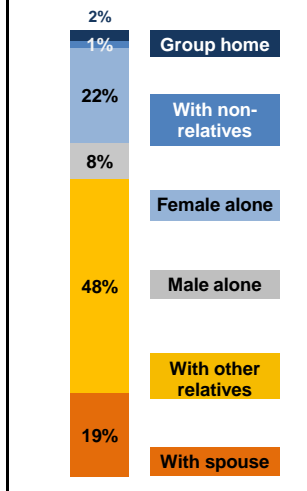


15. Average Household Size, 2010

By Race and Ethnicity*



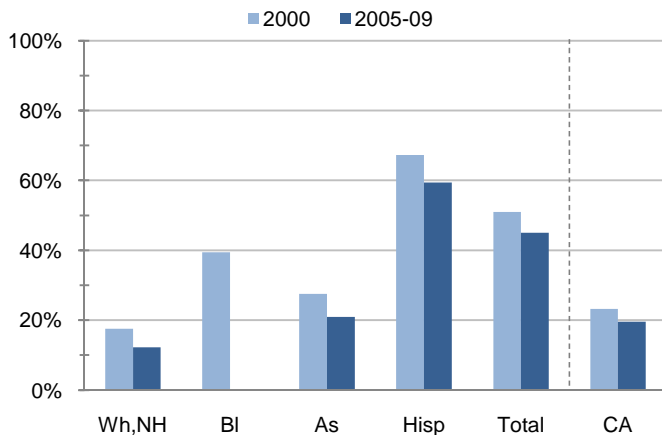
16. Living Arrangements Age 65+, 2005-09



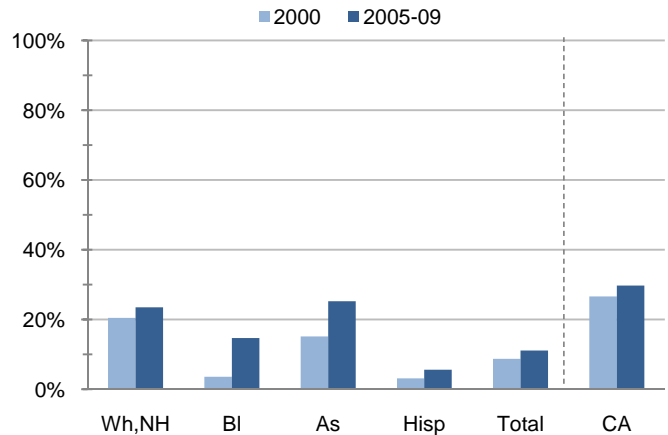
Source: ACS 2005-09

17. Educational Attainment for the Population Age 25 and Over by Race and Ethnicity*

a) % of Adults Who Did Not Complete High School



b) % of Adults Who Attained a BA or Higher



Source: Census 2000, ACS 2005-09

*Wh,NH=White,Non-Hispanic; BI=Black,Hispanic Inclusive; As=Asian,Hispanic Inclusive; Hisp=Hispanic(Includes all races); CA=California Total

Note: In the American Community Survey and for Census variables other than population, Hispanic origin is not broken out for all races.

	White, Non- Hispanic	Black, Non- Hispanic	Asian, Non- Hispanic	Other, Non- Hispanic	Detail for Other, Non-Hispanic				Hispanic or Latino	Total Population
					American Indian & Alaska Native	Native Hawaiian & Pacific Islander	Some Other Race	Two or More Races		
A. Total Population										
2000 Total	8,574	206	1,358	873	163	28	65	617	33,254	44,265
2000 % of Total	19.4%	0.5%	3.1%	2.0%	0.4%	0.1%	0.1%	1.4%	75.1%	100.0%
2010 Total	7,038	200	1,549	756	139	22	96	499	41,656	51,199
2010 % of Total	13.7%	0.4%	3.0%	1.5%	0.3%	0.0%	0.2%	1.0%	81.4%	100.0%
B. Population in Major Age Groups by Race and Ethnicity										
2000										
0-19	1,598	64	251	328	52	9	25	242	14,319	16,560
20-64	4,748	124	754	470	95	17	37	321	17,807	23,903
65+	2,228	18	353	75	16	2	3	54	1,128	3,802
85+	428	3	51	12	5	0	2	5	82	576
2010										
0-19	1,054	64	265	316	28	11	58	219	16,292	17,991
20-64	4,100	111	936	370	91	11	35	233	23,452	28,969
65+	1,884	25	348	70	20	0	3	47	1,912	4,239
85+	457	1	104	6	3	0	0	3	188	756
C. Age Mix for Each Racial and Ethnic Group										
2000										
0-19	18.6%	31.1%	18.5%	37.6%	31.9%	32.1%	38.5%	39.2%	43.1%	37.4%
20-64	55.4%	60.2%	55.5%	53.8%	58.3%	60.7%	56.9%	52.0%	53.5%	54.0%
65+	26.0%	8.7%	26.0%	8.6%	9.8%	7.1%	4.6%	8.8%	3.4%	8.6%
85+	5.0%	1.5%	3.8%	1.4%	3.1%	0.0%	3.1%	0.8%	0.2%	1.3%
2010										
0-19	15.0%	32.0%	17.1%	41.8%	20.1%	50.0%	60.4%	43.9%	39.1%	35.1%
20-64	58.3%	55.5%	60.4%	48.9%	65.5%	50.0%	36.5%	46.7%	56.3%	56.6%
65+	26.8%	12.5%	22.5%	9.3%	14.4%	0.0%	3.1%	9.4%	4.6%	8.3%
85+	6.5%	0.5%	6.7%	0.8%	2.2%	0.0%	0.0%	0.6%	0.5%	1.5%
D. Racial and Ethnic Mix for Each Age Group										
2000										
0-19	9.6%	0.4%	1.5%	2.0%	0.3%	0.1%	0.2%	1.5%	86.5%	100.0%
20-64	19.9%	0.5%	3.2%	2.0%	0.4%	0.1%	0.2%	1.3%	74.5%	100.0%
65+	58.6%	0.5%	9.3%	2.0%	0.4%	0.1%	0.1%	1.4%	29.7%	100.0%
85+	74.3%	0.5%	8.9%	2.1%	0.9%	0.0%	0.3%	0.9%	14.2%	100.0%
2010										
0-19	5.9%	0.4%	1.5%	1.8%	0.2%	0.1%	0.3%	1.2%	90.6%	100.0%
20-64	14.2%	0.4%	3.2%	1.3%	0.3%	0.0%	0.1%	0.8%	81.0%	100.0%
65+	44.4%	0.6%	8.2%	1.7%	0.5%	0.0%	0.1%	1.1%	45.1%	100.0%
85+	60.4%	0.1%	13.8%	0.8%	0.4%	0.0%	0.0%	0.4%	24.9%	100.0%
E. Population Growth										
2000-10, Change										
0-19	-544	0	14	-12	-24	2	33	-23	1,973	1,431
20-64	-648	-13	182	-100	-4	-6	-2	-88	5,645	5,066
65+	-344	7	-5	-5	4	-2	0	-7	784	437
85+	29	-2	53	-6	-2	0	-2	-2	106	180
Total	-1,536	-6	191	-117	-24	-6	31	-118	8,402	6,934
2000-10, % Change										
0-19	-34.0%	0.0%	5.6%	-3.7%	-46.2%	22.2%	132.0%	-9.5%	13.8%	8.6%
20-64	-13.6%	-10.5%	24.1%	-21.3%	-4.2%	-35.3%	-5.4%	-27.4%	31.7%	21.2%
65+	-15.4%	38.9%	-1.4%	-6.7%	25.0%	-100.0%	0.0%	-13.0%	69.5%	11.5%
85+	6.8%	-66.7%	103.9%	-50.0%	-40.0%	N/A	-100.0%	-40.0%	129.3%	31.3%
Total	-17.9%	-2.9%	14.1%	-13.4%	-14.7%	-21.4%	47.7%	-19.1%	25.3%	15.7%

Source: US Census 2010, 2000

	White, Non- Hispanic	Black, Non- Hispanic	Asian, Non- Hispanic	Other, Non- Hispanic	Detail for Other, Non-Hispanic				Hispanic or Latino	Total Population 2010
					American Indian & Alaska Native	Native Hawaiian & Pacific Islander	Some Other Race	Two or More Races		
F. Population by Library-Defined Age Groups, 2010										
0-5	325	14	75	110	8	2	24	76	5,289	5,813
6-10	256	11	55	69	9	1	12	47	3,973	4,364
11-13	141	15	37	43	3	4	5	31	2,183	2,419
14-18	273	19	83	73	6	4	12	51	4,024	4,472
19-32	941	27	227	137	23	2	17	95	10,268	11,600
33-45	969	32	278	100	25	2	14	59	7,484	8,863
46-64	2,249	57	446	154	45	7	9	93	6,523	9,429
65-84	1,427	24	244	64	17	0	3	44	1,724	3,483
85+	457	1	104	6	3	0	0	3	188	756
Total	7,038	200	1,549	756	139	22	96	499	41,656	51,199
G. Population by 5-Year Age Brackets, 2010										
0-4	269	10	63	95	8	2	18	67	4,411	4,848
5-9	259	15	59	67	5	1	17	44	4,097	4,497
10-14	238	18	63	76	8	5	7	56	3,739	4,134
15-19	288	21	80	78	7	3	16	52	4,045	4,512
20-24	294	7	73	46	8	0	8	30	3,701	4,121
25-29	361	8	88	37	6	1	1	29	3,685	4,179
30-34	367	12	85	41	9	1	3	28	3,356	3,861
35-39	378	16	98	41	7	2	4	28	2,991	3,524
40-44	376	10	113	41	14	0	8	19	2,730	3,270
45-49	471	16	127	50	7	2	6	35	2,302	2,966
50-54	590	13	135	43	12	4	2	25	2,067	2,848
55-59	655	15	101	38	11	0	2	25	1,607	2,416
60-64	608	14	116	33	17	1	1	14	1,013	1,784
65-69	429	11	77	19	6	0	1	12	651	1,187
70-74	345	5	57	21	7	0	2	12	474	902
75-79	309	6	47	9	2	0	0	7	347	718
80-84	344	2	63	15	2	0	0	13	252	676
85-89	286	1	60	6	3	0	0	3	123	476
90-94	117	0	35	0	0	0	0	0	47	199
95-99	48	0	7	0	0	0	0	0	18	73
100+	6	0	2	0	0	0	0	0	0	8
Total	7,038	200	1,549	756	139	22	96	499	41,656	51,199
H. Median Age, 2000-10										
	White, Non- Hispanic	Black, Hispanic Inclusive	Asian, Hispanic Inclusive		American Indian & Alaska Native, Hispanic Inclusive	Native Hawaiian & Pacific Islander, Hispanic Inclusive	Some Other Race, Hispanic Inclusive	Two or More Races, Hispanic Inclusive	Hispanic or Latino	Total Population
2000	46.7	26.5	44.0		26.0	26.2	23.4	23.8	23.6	27.4
2010	52.1	29.7	45.9		30.1	23.0	25.8	23.2	26.1	29.2

Source: US Census 2010, 2000

Note: In the American Community Survey and for Census variables other than population, Hispanic origin is not broken out for all races.

I. Income Distribution, 2005-09			J. Median Household Income by Race and Ethnicity, 2005-09 (\$2009)						
Range (ths)	Households	% of Total	White, NH	Black	Asian	Hispanic	Total	% of CA	California
<\$10	914	6.7%	\$51,048	\$48,981	\$79,420	\$44,831	\$47,526	78.7%	\$60,392
\$10 to <\$25	2,659	19.5%							
\$25 to <\$50	3,700	27.2%							
\$50 to <\$75	2,759	20.3%							
\$75 to <\$100	1,672	12.3%							
\$100 to <\$150	1,358	10.0%							
\$150+	544	4.0%							
K. Household Type, 2000-10			2000	2000,%	2010	2010,%			
Total households			11,478	100.0%	13,528	100.0%			
Family Households			8,954	78.0%	10,509	77.7%			
Husband-wife w/children			4,201	36.6%	4,355	32.2%			
Female head, no husband, w/children			1,177	10.3%	1,368	10.1%			
Male head, no wife, w/children			326	2.8%	442	3.3%			
Without children			3,250	28.3%	4,344	32.1%			
Nonfamily households			2,524	22.0%	3,019	22.3%			
Living alone			2,050	17.9%	2,466	18.2%			
Other nonfamily			474	4.1%	553	4.1%	Source: US Census 2010, 2000		
L. Household Type by Race and Ethnicity, 2010			White, NH	Black	Asian	Hispanic	Total		
Total households			3,400	111	597	9,250	13,528		
Husband-wife family			38.3%	41.4%	50.6%	59.6%	53.5%		
Family with male head, no wife			3.4%	5.4%	6.5%	7.8%	6.7%		
Family with female head, no husband			10.9%	18.9%	14.1%	20.3%	17.6%		
Living alone			41.1%	32.4%	24.6%	9.0%	18.2%	Source: US	
Other nonfamily			6.2%	1.8%	4.2%	3.3%	4.1%	Census 2010	
M. Poverty, 2005-09									
Percentage of families and people whose income in the past 12 months is below the poverty level								California	
All families						16.6%	9.8%		
Families w/ related children under 18 years						21.7%	14.5%		
Families w/ female householder, no husband present						35.9%	24.2%		
Families w/ female householder, no husband present w/ related children under 18 years						43.7%	32.2%		
All people						19.2%	13.2%		
Under 18 years						25.3%	18.3%		
18 to 64 years						15.8%	11.9%		
65 years and over						17.6%	8.4%		
N. Educational Attainment, 2005-09									
			% at each level of educational attainment						
			White, NH	Black	Asian	Hispanic	Total		
Population 25 years and over			6,110	218	1,567	17,835	26,049		
Less than high school			12.2%	0.0%	20.9%	59.4%	45.0%		
High school graduate (includes equivalency)			30.9%	40.8%	31.6%	19.9%	23.2%		
Some college or associate's degree			33.5%	44.5%	22.3%	15.1%	20.7%		
Bachelor's degree or higher			23.5%	14.7%	25.2%	5.6%	11.1%		
O. Employment Status, 2010-11									
			2010	June 2011					
In civilian labor force			23,600	23,600					
Employed			17,500	18,000					
Unemployed, % of labor force			26.0%	23.7%	Source: CA Employment Development Department				
P. Occupation, 2005-09									
					Estimate	Percent			
Civilian employed population, 16 yrs & over					20,552	100.0%			
Management, professional, and related occupations					3,312	16.1%			
Service occupations					4,517	22.0%			
Sales and office occupations					4,285	20.8%			
Farming, fishing, and forestry occupations					2,724	13.3%			
Construction, extraction, maintenance, and repair occupations					2,385	11.6%			
Production, transportation, and material moving occupations					3,329	16.2%			
Q. Class of Worker, 2005-09									
					Estimate	Percent			
Civilian employed population, 16 yrs & over					20,552	100.0%			
Private, for profit, wage and salary employee					15,383	74.8%			
Private, not for profit, wage and salary employee					1,186	5.8%			
Private, for profit, wage and salary self-employed in own business					329	1.6%			
Government workers					2,239	10.9%			
Self-employed in own not incorporated business					1,334	6.5%			
Unpaid family workers in family business					81	0.4%			

Source: American Community Survey 2005-09, unless otherwise stated

ProfileTemplate 9-8-11.xlsr 9/9/2011 15:15

Note: In the American Community Survey and for US Census variables other than population, Hispanic origin is not broken out for all races. White, NH represents White, Non-Hispanic. Black and Asian are Hispanic inclusive.