

Demographic Detail Summary

Geography: City - Watsonville

Population Demographics

	2000		2010		2014A		2019		Percent Change	
	Census		Census		Estimates		Projections		2000 to 2010	2014 to 2019
Total Population	46,766		51,199		52,194		54,688		9.4%	4.7%
Population Density (Pop/Sq Mi)	6,854.50		6,778.63		7,650.17		8,015.73		-1.1%	4.7%
Total Households	12,052		13,531		13,853		14,538		12.2%	4.9%

Population by Gender:

	2000		2010		2014A		2019		2000 to 2010	2014 to 2019
Male	23,482	50.2%	25,506	49.8%	25,956	49.7%	27,278	49.8%	8.6%	5.0%
Female	23,284	49.7%	25,692	50.1%	26,239	50.2%	27,411	50.1%	10.3%	4.4%

Population by Race/Ethnicity

	2000		2010		2014A		2019		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2014 to 2019
White	19,892	42.5%	22,252	43.4%	21,847	41.8%	22,212	40.6%	11.8%	1.6%
Black	457	0.9%	352	0.6%	373	0.7%	382	0.7%	-22.9%	2.3%
American Indian or Alaska Native	771	1.6%	642	1.2%	669	1.2%	681	1.2%	-16.7%	1.7%
Asian/Native Hawaiian/Other Pacific Islander	1,383	2.9%	1,692	3.3%	1,860	3.5%	1,951	3.5%	22.3%	4.8%
Some Other Race	22,102	47.2%	24,004	46.8%	25,048	47.9%	26,891	49.1%	8.6%	7.3%
Two or More Races	2,160	4.6%	2,256	4.4%	2,396	4.5%	2,571	4.7%	4.4%	7.3%
Hispanic Ethnicity	35,395	75.6%	41,712	81.4%	43,431	83.2%	46,163	84.4%	17.8%	6.2%
Not Hispanic or Latino	11,370	24.3%	9,486	18.5%	8,763	16.7%	8,526	15.5%	-16.5%	-2.7%

Population by Age

	2000		2010		2014A		2019		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2014 to 2019
0 to 4	4,327	9.2%	4,863	9.5%	5,204	9.9%	5,234	9.5%	12.3%	0.5%
5 to 14	9,081	19.4%	8,665	16.9%	8,845	16.9%	9,452	17.2%	-4.5%	6.8%
15 to 19	3,951	8.4%	4,529	8.8%	4,454	8.5%	4,019	7.3%	14.6%	-9.7%
20 to 24	4,092	8.7%	4,125	8.0%	5,006	9.5%	4,897	8.9%	0.8%	-2.1%
25 to 34	7,683	16.4%	8,069	15.7%	7,640	14.6%	8,489	15.5%	5.0%	11.1%
35 to 44	6,733	14.3%	6,804	13.2%	6,802	13.0%	7,070	12.9%	1.0%	3.9%
45 to 54	4,410	9.4%	5,823	11.3%	5,676	10.8%	5,684	10.3%	32.0%	0.1%
55 to 64	2,408	5.1%	4,179	8.1%	4,301	8.2%	4,823	8.8%	73.5%	12.1%
65 to 74	1,988	4.2%	2,036	3.9%	2,128	4.0%	2,706	4.9%	2.4%	27.1%
75 to 84	1,399	2.9%	1,358	2.6%	1,343	2.5%	1,463	2.6%	-2.9%	8.9%
85+	690	1.4%	743	1.4%	791	1.5%	846	1.5%	7.6%	6.9%

Median Age:

Total Population	27.5	29.0	28.3	29.1
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Households by Income

	2000		2010		2014A		2019		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2014 to 2019
\$0 - \$15,000	1,971	16.3%	1,846	13.6%	1,810	13.0%	1,669	11.4%	-6.3%	-7.7%
\$15,000 - \$24,999	1,742	14.4%	1,962	14.5%	1,926	13.9%	1,892	13.0%	12.6%	-1.7%
\$25,000 - \$34,999	1,880	15.6%	1,603	11.8%	1,530	11.0%	1,556	10.7%	-14.7%	1.6%
\$35,000 - \$49,999	2,018	16.7%	2,237	16.5%	2,152	15.5%	2,127	14.6%	10.8%	-1.1%
\$50,000 - \$74,999	2,333	19.3%	2,590	19.1%	2,689	19.4%	2,581	17.7%	11.0%	-4.0%
\$75,000 - \$99,999	1,178	9.7%	1,445	10.6%	1,652	11.9%	1,905	13.0%	22.6%	15.3%
\$100,000 - \$149,999	606	5.0%	1,271	9.3%	1,431	10.3%	1,913	13.1%	109.7%	33.6%
\$150,000 +	326	2.7%	573	4.2%	659	4.7%	892	6.1%	75.5%	35.3%
Average Hhld Income	\$50,432		\$59,760		\$62,279		\$69,867		18.4%	12.1%
Median Hhld Income	\$37,635		\$44,142		\$46,392		\$50,177		17.2%	8.1%
Per Capita Income	\$12,997		\$15,983		\$16,745		\$18,781		22.9%	12.1%

Employment

	2000		2010		2014A		2019		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2014	2014 to 2019
Total Population 16+	32,475		36,830		37,294		39,205			5.1%
Popn 16+:Civilian, Employed	18,203	56.0%	17,233	74.6%	21,155	80.5%	23,070	84.9%	-5.3%	9.0%
Popn 16+:Civilian, Unemployed	2,581	7.9%	5,840	25.3%	5,125	19.5%	4,104	15.0%	126.2%	-19.9%
Popn 16+:In Armed Forces	0	0.0%	0	0.0%	0	0.0%	0	0.0%	N/A%	N/A%
Popn 16+:Not In Labor Force	11,691	36.0%	13,757	37.3%	11,014	29.5%	12,031	30.6%	17.6%	9.2%

Housing Units

	2000		2010		2014A		2019		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2014 to 2019
Total Housing Units	12,316		14,089		14,091		14,781		14.3%	4.8%
Total Occupied Housing Units	n/a	n/a	13,531	96.0%	13,853	98.3%	14,538	98.3%	n/a	4.9%
Owner Occupied Housing Units	n/a	n/a	6,012	44.4%	5,958	43.0%	6,244	42.9%	n/a	4.8%
Owned with a mortgage or loan	n/a	n/a	4,606	34.0%	4,463	32.2%	4,708	32.3%	n/a	5.4%
Owned free and clear	n/a	n/a	1,407	10.3%	1,495	10.7%	1,537	10.5%	n/a	2.8%
Renter Occupied	n/a	n/a	7,518	55.5%	7,895	56.9%	8,293	57.0%	n/a	5.0%
Vacant	264	2.1%	558	3.9%	238	1.6%	243	1.6%	111.3%	2.0%

Vehicles Available

	2000		2010		2014A		2019		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2014 to 2019
0 Vehicles Available	1,279	10.6%	933	6.9%	1,006	7.2%	1,036	7.1%	-27.0%	3.0%
1 Vehicle Available	4,184	34.7%	4,203	31.0%	4,242	30.6%	4,417	30.3%	0.4%	4.1%
2+ Vehicles Available	6,589	54.6%	8,394	62.0%	8,606	62.1%	9,085	62.4%	27.4%	5.5%
Average Vehicles Per Household	1.70		2.08		2.09		2.09		22.0%	0.1%

Marital Status

	2000		2010		2014A		2019		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2014 to 2019
Married, Spouse Present	14,712	44.1%	15,369	40.7%	14,856	38.9%	15,449	38.6%	4.4%	3.9%
Married, Spouse Absent	4,014	12.0%	3,330	8.8%	2,770	7.2%	2,881	7.2%	-17.0%	4.0%
Divorced	2,138	6.4%	3,053	8.0%	3,010	7.8%	3,193	7.9%	42.8%	6.0%
Widowed	1,840	5.5%	1,466	3.8%	1,839	4.8%	1,911	4.7%	-20.3%	3.9%
Never Married	10,660	31.9%	14,453	38.3%	15,671	41.0%	16,567	41.4%	35.5%	5.7%
Age 15+ Population	33,357		37,670		38,145		40,002		12.9%	4.8%

Educational Attainment

	2000		2010		2014A		2019		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2014 to 2019
Grade K - 8	6,862	27.1%	8,848	30.4%	8,431	29.3%	9,142	29.4%	28.9%	8.4%
Grade 9 - 11	3,714	14.6%	3,227	11.1%	3,440	11.9%	3,725	11.9%	-13.0%	8.3%
High School Graduate	5,085	20.0%	5,803	20.0%	5,886	20.5%	6,376	20.5%	14.1%	8.3%
Some College, No Degree	4,123	16.2%	5,183	17.8%	5,075	17.6%	5,513	17.7%	25.7%	8.6%
Associates Degree	964	3.8%	1,090	3.7%	1,178	4.1%	1,291	4.1%	13.0%	9.5%
Bachelor's Degree	1,478	5.8%	1,994	6.8%	1,994	6.9%	2,179	7.0%	34.9%	9.2%
Graduate Degree	672	2.6%	883	3.0%	874	3.0%	957	3.0%	31.4%	9.4%
No Schooling Completed	2,407	9.5%	1,984	6.8%	1,803	6.2%	1,901	6.1%	-17.5%	5.3%
Age 25+ Population	25,304		29,015		28,684		31,085		14.6%	8.3%

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