



Date: July 21, 2005

Current Geography Selection: 1, 3, 5 mile radii: 1285 HECKER
PASS RD, WATSONVILLE, CA 95076

Latitude: 36.995070 Longitude: -121.718260

County: Santa Cruz County Pop: 253,022

Zip: 95076 Watsonville Pop: 78,643

Demographic Detail Summary Report

Population Demographics

	1990 Census	2000 Census	2004 Estimate	2009 Projection	Percent Change	
					1990 to 2000	2004 to 2009
Total Population	15,334	17,623	17,344	16,992	14.9%	-2.0%
Population Density (Pop/Sq Mi)	195.2	224.4	220.8	216.3	14.9%	-2.0%
Total Households	4,603	4,977	5,021	5,072	8.1%	1.0%

Population by
Gender:

Male	7,677	50.1%	8,878	50.4%	8,758	50.5%	8,600	50.6%	15.6%	-1.8%
Female	7,657	49.9%	8,745	49.6%	8,586	49.5%	8,392	49.4%	14.2%	-2.3%

Population by Race/Ethnicity

	1990 Census	2000 Census	2004 Estimate	2009 Projection	Percent Change	
					1990 to 2000	2004 to 2009
White	11,029 71.9%	10,759 61.1%	10,595 61.1%	10,385 61.1%	-2.4%	-2.0%
Black	97 0.6%	132 0.8%	134 0.8%	135 0.8%	36.4%	0.7%
American Indian or Alaska Native	151 1.0%	198 1.1%	195 1.1%	190 1.1%	30.7%	-2.3%
Asian	926 6.0%	725 4.1%	734 4.2%	749 4.4%	-21.7%	2.1%
Some Other Race	3,133 20.4%	4,991 28.3%	4,883 28.2%	4,750 28.0%	59.3%	-2.7%
Two or More Races		819 4.7%	803 4.6%	782 4.6%		-2.6%
Hispanic Ethnicity	6,096 39.8%	8,689 49.3%	9,009 51.9%	9,085 53.5%	42.5%	0.8%
Not Hispanic or Latino	9,239 60.3%	8,934 50.7%	8,335 48.1%	7,907 46.5%	-3.3%	-5.1%

Population by Age

	1990 Census	2000 Census	2004 Estimate	2009 Projection	Percent Change	
					1990 to 2000	2004 to 2009
0 to 4	1,264 8.2%	1,317 7.5%	1,336 7.7%	1,310 7.7%	4.2%	-2.0%
5 to 14	2,427 15.8%	2,954 16.8%	2,719 15.7%	2,517 14.8%	21.7%	-7.4%
15 to 19	1,215 7.9%	1,469 8.3%	1,371 7.9%	1,202 7.1%	20.9%	-12.3%
20 to 24	1,037 6.8%	1,119 6.3%	1,046 6.0%	936 5.5%	7.8%	-10.6%
25 to 34	2,282 14.9%	2,347 13.3%	2,260 13.0%	2,246 13.2%	2.8%	-0.6%
35 to 44	2,448 16.0%	2,673 15.2%	2,407 13.9%	2,170 12.8%	9.2%	-9.9%
45 to 54	1,582 10.3%	2,375 13.5%	2,404 13.9%	2,257 13.3%	50.2%	-6.1%
55 to 64	1,188 7.7%	1,431 8.1%	1,878 10.8%	2,335 13.7%	20.5%	24.3%
65 to 74	1,094 7.1%	1,002 5.7%	1,016 5.9%	1,207 7.1%	-8.4%	18.8%
75 to 84	636 4.1%	691 3.9%	639 3.7%	588 3.5%	8.6%	-8.0%
85+	163 1.1%	246 1.4%	268 1.5%	225 1.3%	51.4%	-16.2%

Median Age:

Total Population	32.8	33.5	34.7	36.3
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Households by Income

	1990 Census	2000 Census	2004 Estimate	2009 Projection	Percent Change	
					1990 to 2000	2004 to 2009
\$0 - \$15,000	825 17.9%	602 12.1%	576 11.5%	544 10.7%	-27.1%	-5.5%

\$15,000 – \$24,999	579	12.6%	589	11.8%	520	10.4%	425	8.4%	1.8%	–18.3%
\$25,000 – \$34,999	722	15.7%	486	9.8%	471	9.4%	477	9.4%	–32.7%	1.2%
\$35,000 – \$49,999	914	19.9%	845	17.0%	743	14.8%	559	11.0%	–7.5%	–24.8%
\$50,000 – \$74,999	973	21.1%	985	19.8%	1,009	20.1%	1,002	19.7%	98.3%	–0.7%
\$75,000 – \$99,999	300	6.5%	591	11.9%	665	13.3%	760	15.0%	96.7%	14.3%
\$100,000 – \$149,999	200	4.3%	559	11.2%	668	13.3%	821	16.2%	180.1%	23.0%
\$150,000 +	91	2.0%	321	6.4%	370	7.4%	484	9.5%	252.5%	30.9%

Average Hhld Income	\$46,668		\$64,269		\$68,498		\$67,856		37.7%	–0.9%
Median Hhld Income	\$37,423		\$49,411		\$53,591		\$59,594		32.0%	11.2%
Per Capita Income	\$14,310		\$18,151		\$20,420		\$20,891		26.8%	2.3%

Employment and Business

	1990 Census		2000 Census		2004 Estimate		2009 Projection		Percent Change 1990 to 2000 2004 to 2009	
Age 16 + Population	11,401		13,047		13,003		12,921		14.4%	–0.6%
In Labor Force	7,680	67.4%	8,442	64.7%	8,476	65.2%	8,453	65.4%	9.9%	–0.3%
Employed	7,015	91.3%	7,667	90.8%	7,717	91.0%	7,703	91.1%	9.3%	–0.2%
Unemployed	642	8.4%	775	9.2%	759	9.0%	750	8.9%	20.7%	–1.1%
In Armed Forces	13	0.1%	0	0.0%	0	0.0%	0	0.0%	–100.0%	N/A
Not In Labor Force	3,720	32.6%	4,605	35.3%	4,527	34.8%	4,467	34.6%	23.8%	–1.3%
Number of Employees (Daytime Pop)					3,293					
Number of Establishments					453					
Emp in Blue Collar Occupations			3,845	50.1%						
Emp in White Collar Occupations			3,822	49.9%						

Housing Units

	1990 Census		2000 Census		2004 Estimate		2009 Projection		Percent Change 1990 to 2000 2004 to 2009	
Total Housing Units	4,831		5,251		5,310		5,386		8.7%	1.4%
Owner Occupied	3,376	69.9%	3,570	68.0%	3,609	68.0%	3,652	67.8%	5.8%	1.2%
Renter Occupied	1,227	25.4%	1,407	26.8%	1,412	26.6%	1,420	26.4%	14.7%	0.6%
Vacant	228	4.7%	274	5.2%	289	5.5%	314	5.8%	20.1%	8.6%

Vehicles Available

	1990 Census		2000 Census		2004 Estimate		2009 Projection		Percent Change 1990 to 2000 2004 to 2009	
Average Vehicles Per Household	2.20		2.00		2.10		2.20		–8.9%	1.3%
0 Vehicles Available	271	5.7%	251	5.0%	246	4.9%	248	4.9%	–7.4%	0.6%
1 Vehicle Available	1,033	21.7%	1,208	24.3%	1,210	24.1%	1,212	23.9%	17.0%	0.2%
2+ Vehicles Available	3,453	72.6%	3,517	70.7%	3,564	71.0%	3,612	71.2%	1.9%	1.3%

Marital Status

	1990 Census		2000 Census		2004 Estimate		2009 Projection		Percent Change 1990 to 2000 2004 to 2009	
Age 15+ Population	11,644		13,353		13,262		13,130		14.7%	–1.0%
	6,852	58.9%	6,875	51.5%	6,708	50.6%	6,369	48.5%	0.3%	–5.1%

Married, Spouse
PresentMarried, Spouse
Absent

Divorced

Widowed

Never Married

219	1.9%	1,025	7.7%	1,122	8.5%	1,334	10.2%	368.7%	18.9%
783	6.7%	1,099	8.2%	700	5.3%	649	4.9%	40.5%	-7.3%
759	6.5%	722	5.4%	1,106	8.3%	1,155	8.8%	-4.8%	4.4%
3,033	26.0%	3,630	27.2%	3,624	27.3%	3,623	27.6%	19.7%	-0.0%

Educational Attainment

	1990 Census		2000 Census		2004 Estimate		2009 Projection		Percent Change 1990 to 2000 2004 to 2009	
Age 25+ Population	9,392		10,765		10,872		10,963		14.6%	-17.3%
Grade K – 8	1,954	20.8%	1,505	14.0%	2,051	18.9%	2,078	18.9%	-23.0%	1.3%
Grade 9 – 12	1,153	12.3%	1,451	13.5%	1,442	13.3%	1,446	13.2%	25.8%	0.3%
High School Graduate	2,130	22.7%	2,256	21.0%	2,265	20.8%	2,262	20.6%	5.9%	-0.1%
Some College, No Degree	1,977	21.1%	2,399	22.3%	2,435	22.4%	2,447	22.3%	21.4%	0.5%
Associates Degree	572	6.1%	579	5.4%	594	5.5%	595	5.4%	1.3%	0.2%
Bachelor's Degree	1,127	12.0%	1,385	12.9%	1,431	13.2%	1,461	13.3%	22.9%	2.1%
Graduate Degree	477	5.1%	637	5.9%	654	6.0%	675	6.2%	33.5%	3.2%
No Schooling Completed			553	5.1%						

Current year data is for the year **2004**, 5 year projected data is for the year **2009**.
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