

# **Watsonville, California**

## *Indicators Report*

by  
The National Economic Education Delegation (NEED)

April 21, 2024

Exploring the economics, demographics, and well-being of Watsonville and its residents through indicators.

This report was produced by the:

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# Executive Summary

## *Assessing the City with Indicators*

### **About this Report**

This report provides background or summary information for the city of Watsonville (the City) in the form of indicators.

### **Using this Report**

Indicators are measures of various aspects of a regional economy. They help to provide an indication of the quality of life in a region and progress toward improving conditions in the local economy. This report focuses on indicators

for changing demographics, incomes, housing markets, commute patterns, and employment in Watsonville. These indicators are compared to Santa Cruz County (the County) as a whole, a broader region where one is well defined, California, and the United States.

This report is vital for understanding trends in the underlying economy. It does not provide forecasts, but Rob Eyler and Jon Haveman at Economic Forensics and Analytics are available to provide them if that is of interest.

### **Topics Covered:**

- **Demographics:** A detailed snapshot of Watsonville demographics is presented. This provides evidence on the size, age and sex, income and poverty status, race and ethnicity, housing status, living arrangements, education, health, and transportation choices of the population. Beyond the current population level, data on trends in local population growth, in comparison with other broader regions is presented, in both tabular and graphical form.
- **Employment Report:** Here, we provide a brief snapshot of employment and unemployment in Watsonville and how the City's experience differs from broader regions.
- **Income and Earnings:** Vital to understanding the prosperity of a city relative to its surrounding area is information on income and earnings. We provide a ranking of the City's income relative to all cities in California as well as growth relative to local regions. Inequality and poverty status are also important indicators for the level of equity in the community. We provide evidence of trends in both, not only for all residents, but also for children separately.
- **Housing:** This section provides evidence on the cost and availability of housing. Both median home values and rental costs are included, along with detailed information on home ownership, by age and income, in particular. Further, evidence is provided on the housing burden in the City, again, in comparison with other broader regions. We also provide evidence on the rate at which new buildings and units are permitted along with a broader housing picture. Finally, we provide evidence on the age of the housing stock in Watsonville, along with information on how long the City's residents have been in place.
- **Transportation:** Increasingly important, in the wake of the pandemic, is an understanding of the transportation patterns and choices of local residents. We provide detailed evidence on the proportion of residents who work from home and on the various transportation choices of those who head to the office. This information is also provided for those who work in Watsonville, but do not necessarily live in Watsonville.
- **Migration:** Population changes comes primarily through organic causes: births and deaths. Migration between regions also plays a significant role in population growth. A final section of the report provides evidence on migration into and out of the City.

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# Demographics

**Definition:**

Data on the demographics of a city indicate the nature of the population, with a focus on age, gender, race and ethnicity, as well as household composition.

**Why is it important?**

The characteristics and growth of Watsonville's population are fundamental indicators of the city's growth potential.

***A Demographic Snapshot***

Statistic	2022	2019
<b>POPULATION</b>		
Population Estimate (#, 5yr)	52,457.0	53,800.0
Veterans (#, 5yr)	1,015.0	1,104.0
Foreign born persons (% , 5yr)	35.4	36.0
Population age 25+ (#, 5yr)	31,722.0	31,362.0
<b>AGE AND SEX</b>		
Persons under 5 years (% , 5yr)	7.4	9.6
Persons under 18 years (% , 5yr)	29.1	30.3
Persons 65 years and over (% , 5yr)	12.3	10.2
Female persons (% , 5yr)	50.6	49.1
<b>INCOME AND POVERTY</b>		
Median household income (\$ , 5yr)	72,295.0	55,470.0
Per capita income in past 12 months (\$ , 5yr)	26,977.0	20,869.0
Persons in poverty (% , 5yr)	13.8	14.8
Children age less than 18 in poverty (#, 5yr)	2,328.0	3,431.0
Children age less than 18 in poverty (% , 5yr)	15.7	21.3
<b>RACE AND ETHNICITY</b>		
White alone (% , 5yr)	35.9	50.8
African American alone (% , 5yr)	1.1	0.9
American Indian or Alaska Native alone (% , 5yr)	2.5	0.8
Asian alone (% , 5yr)	3.2	3.2
Native Hawaiian and Other Pacific Islander alone (% , 5yr)	0.1	0.1
Two or More Races (% , 5yr)	16.6	1.7
Hispanic or Latino (% , 5yr)	82.6	81.2
White alone, not Hispanic or Latino (% , 5yr)	13.2	15.2
<b>HOUSING</b>		
Housing units (#, 5yr)	15,835.0	15,196.0
Owner-occupied housing units (% , 5yr)	44.1	43.2
Median value of owner-occupied housing units (\$ , 5yr)	630,100.0	464,200.0
Median selected monthly owner costs-with a mortgage (\$ , 5yr)	2,567.0	2,096.0
Median selected monthly owner costs-without a mortgage (\$ , 5yr)	688.0	497.0
Median gross rent (\$ , 5yr)	1,733.0	1,409.0
<b>FAMILIES AND LIVING ARRANGEMENTS</b>		
Households (#, 5yr)	15,221.0	14,717.0
Persons per household (#, 5yr)	3.4	3.6
Living in same house 1 year ago, % of persons age 1+ (5yr)	91.0	90.8
<b>EDUCATION</b>		
High school graduate or higher, % of persons age 25+ (5yr)	66.3	60.8
Bachelor's degree or higher, % of persons age 25+ (5yr)	11.7	12.3
<b>HEALTH</b>		
With a disability, under age 65 years (#, 5yr)	4,156.0	4,414.0
Persons without health insurance, under age 65 years (% , 5yr)	9.3	7.7
<b>LABOR FORCE</b>		
In civilian labor force, persons age 16+ (% , 5yr)	64.2	67.3
In civilian labor force, women age 16+ (% , 5yr)	55.6	62.0
Employed, persons age 16+ (% , 5yr)	56.8	60.5
Self employed (% , 5yr)	7.1	7.6
<b>TRANSPORTATION</b>		
Mean travel time to work, workers age 16+ (Mins., 5yr)	24.4	25.3
Drive alone in private vehicle (% , 5yr)	68.8	70.3
Using public transportation (% , 5yr)	1.5	2.1
Worked from home (% , 5yr)	5.9	4.2

Source: American Community Survey, Summary Files

Note: Data are from the 1-year files unless indicated by the notation 5yr.

## Current Population

The data in these two tables and the following two graphs are from the CA Department of Finance (DOF). The DOF produces population estimates for geographies around California twice a year: January and July. As estimates for cities are only available in January, these two tables are based on the January data. The remaining figures are from the American Community Survey (ACS), provided annually by the U.S. Bureau of the Census.

**Table 1. Population Change by Region**  
(Thousands, January to January)

Region	2023 Population	% Change		
		1 Year	3 Year	5 Year
<b>City</b>				
Watsonville	49,876	-1.22	-3.45	-6.33
<b>County and Broader Regions</b>				
Santa Cruz County	262,051	-1.08	-3.08	-5.08
Central Coast	1,411,324	-0.74	-1.86	-2.79
California	38,940,231	-0.35	-1.79	-2.01

Source: CA DOF; Calculations by National Economic Education Delegation

**Table 2. County Population Change by City**  
(Thousands, January to January)

City	2022	2023	% Change		
			Local	Central Coast	California
Santa Cruz County	264.9	262.1	-1.08	-0.74	-0.35
Santa Cruz	63.5	63.2	-0.36		
Watsonville	50.5	49.9	-1.22		
Scotts Valley	12.0	11.9	-1.26		
Capitola	9.8	9.6	-1.31		

Source: CA DOF; Calculations by National Economic Education Delegation

Figure 1: Population Growth (1)

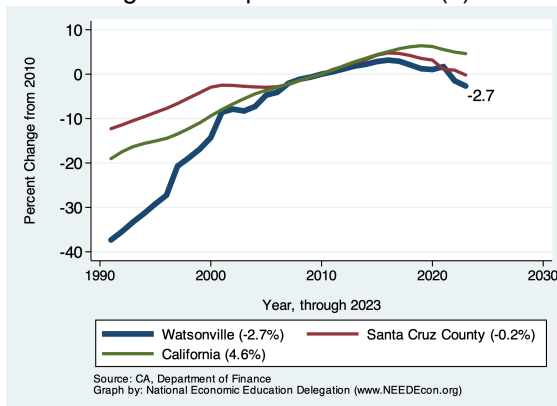


Figure 2: Population Growth (2)

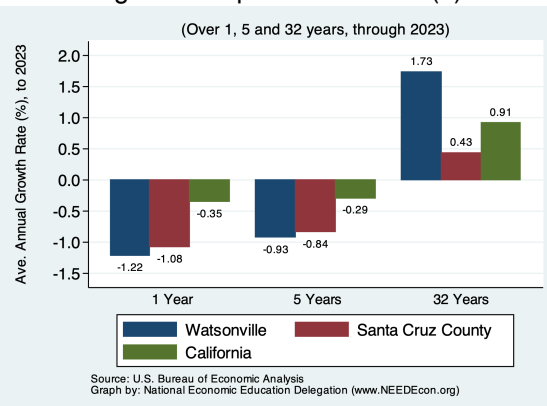


Figure 3: Population by Age - Detailed Age Categories

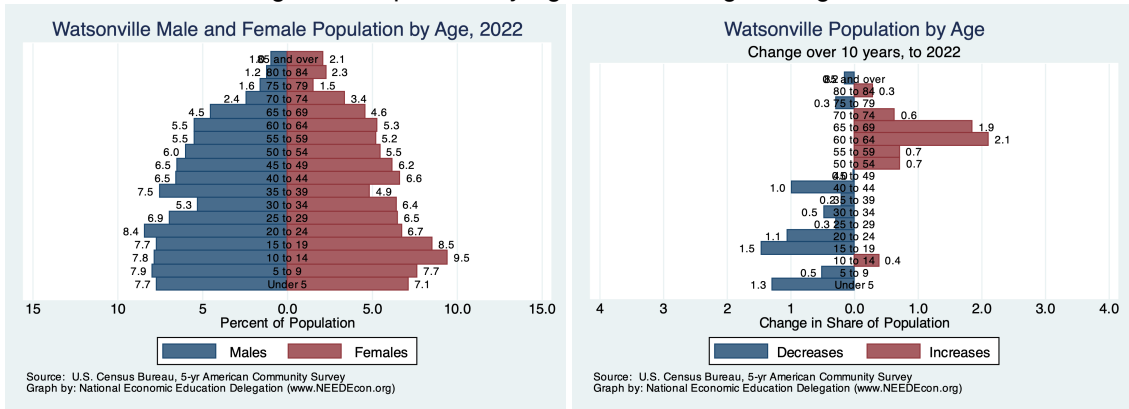


Figure 4: Population by Age - Broad Age Categories

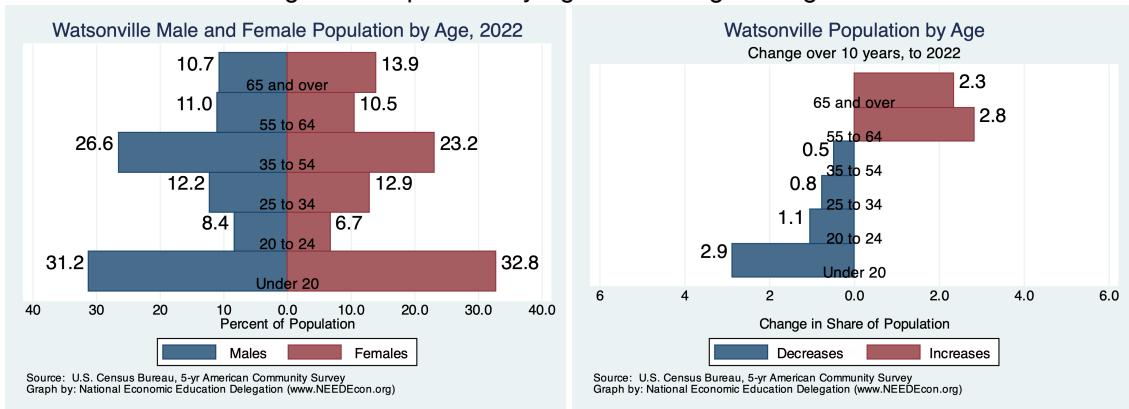


Figure 5: Population by Educational Attainment

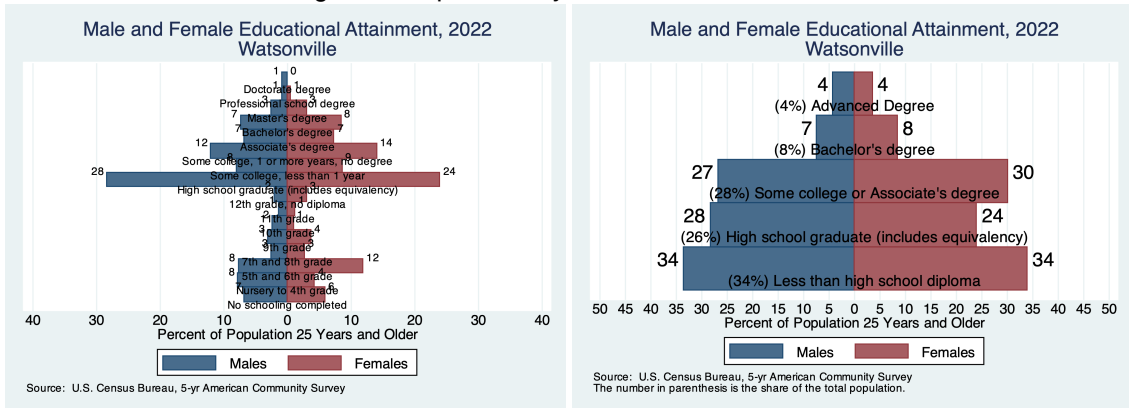


Figure 6: Population by Race/Ethnicity

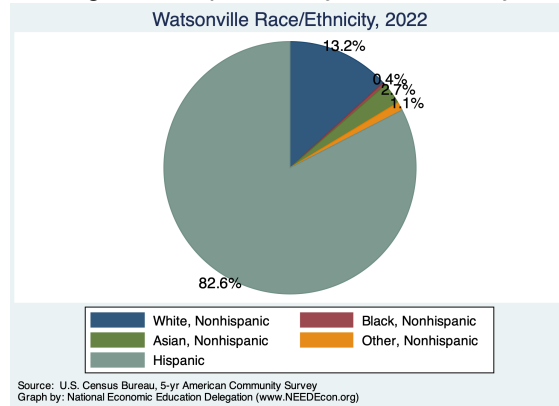
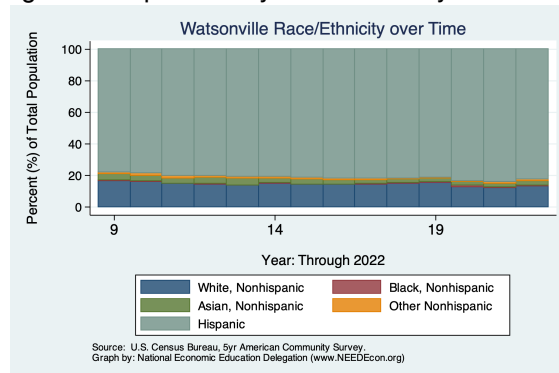


Figure 7: Population by Race/Ethnicity Over Time





# Employment Report

## Citywide Employment and Unemployment

### Definition:

Each month, California's Employment Development Division (EDD) publishes an update on employment in California and in MSAs, counties, and cities all across the state. The report focuses primarily on non-farm employment, providing estimates of changes in em-

ployment by industry as well as unemployment in each region. Data for cities is limited to aggregate employment, labor force, and unemployment data. Those are reported below.

### Why is it important?

Employment growth is a fundamental indicator of the health of an economy.

Table 3. Watsonville Summary for March, 2024

Category	Current Value	Change From:		
		Last Month	2 Months Ago	Last Year
Employment	8,924	-30	-53	-103
Labor Force	9,644	9	15	96
Number Unemployed	678	-4	21	97
Unemployment Rate	7.0	-0.0	0.2	0.9

Source: EDD, National Economic Education Delegation

Figure 8: Historical Employment and Unemployment - Last 12 Months



Figure 9: Employment and Unemployment - Last 12 Months



Figure 10: Relative Employment Growth Across Regions - since 2010

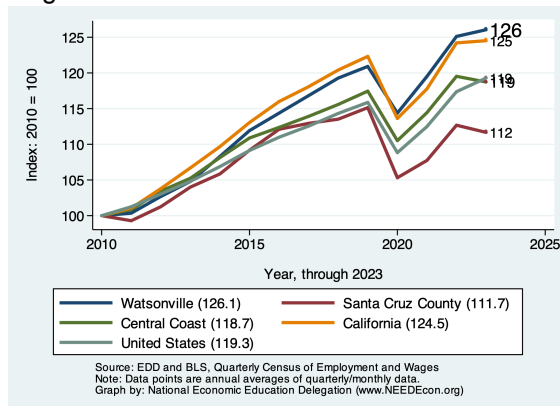
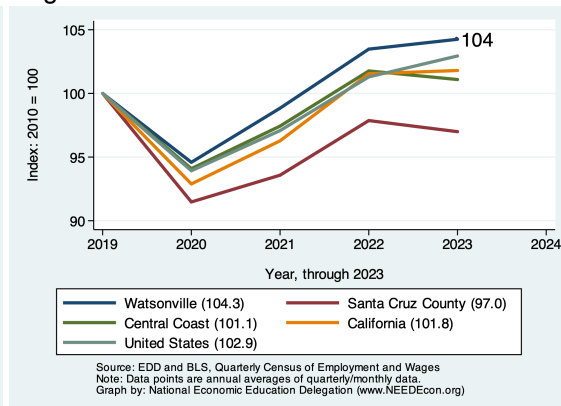


Figure 11: Relative Employment Growth Across Regions - since 2019



## County Employment by Industry

California's Employment Development Division (EDD) does not regularly produce data on employment by industry for cities. However, we are able to report industry-level employment data for Santa Cruz County. The following table provides the latest data for the County.

Table 4. Employment Growth by Industry in Santa Cruz County for March, 2024

Industry	Employment	Share	Empl Growth	% Growth - Annualized Rate					
				Month	Qtr	6mo	1yr	3yr	5yr
<b>Total Nonfarm</b>	101,769	100.0	421.6	5.1	2.1	3.9	2.7	2.4	-0.3
<b>Total Private</b>	82,101	80.7	491.1	7.5	3.4	4.3	2.5	3.5	0.2
<b>Goods Producing</b>	13,193	13.0	42.2	3.9	5.4	5.8	3.2	3.1	2.9
Mining, Logging and Construction	5,194	5.1	-29.7	-6.6	3.7	3.7	6.3	3.0	3.6
Manufacturing	7,922	7.8	34.8	5.4	1.9	5.0	1.2	3.2	2.3
Durable Goods	4,400	4.3	0.0	0.0	0.0	0.0	2.3	3.3	3.8
Non-Durable Goods	3,470	3.4	28.1	10.3	-0.5	8.3	0.1	3.2	0.6
<b>Service Providing</b>	88,640	87.1	323.7	4.5	2.1	3.8	2.5	2.2	-0.7
Trade, Trans & Utilities	15,885	15.6	-8.3	-0.6	-3.3	-1.6	-3.1	-0.9	-1.0
Wholesale Trade	3,041	3.0	-114.9	-35.9	-11.9	-5.3	-11.8	-1.1	-1.9
Retail Trade	10,797	10.6	85.6	10.0	-0.9	0.2	-0.0	-1.3	-1.4
Information	600	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Financial Activities	3,323	3.3	9.2	3.4	5.1	0.5	3.1	2.2	-1.1
Finance & Insurance	1,897	1.9	-7.1	-4.4	-0.5	-1.1	-0.0	-0.0	-1.1
Real Estate & Rental & Leasing	1,433	1.4	9.3	8.1	14.1	7.9	7.3	5.2	-1.4
Professional & Business Svcs	9,879	9.7	113.6	14.9	3.1	5.2	-1.0	-1.9	-1.9
Educational & Health Svcs	19,202	18.9	88.6	5.7	6.2	5.1	5.4	3.8	1.4
Leisure & Hospitality	15,224	15.0	224.3	19.5	7.9	7.9	6.4	14.9	0.6
Arts, Entertainment & Recreation	3,030	3.0	138.3	75.2	18.7	25.3	21.0	44.8	2.8
Accommodation & Food Svcs	12,220	12.0	54.1	5.5	5.2	5.2	3.4	11.1	0.1
Other Svcs	4,868	4.8	46.5	12.2	0.5	5.9	4.4	5.9	-1.5
<b>Government</b>	19,713	19.4	-5.9	-0.4	0.1	2.8	3.4	-1.5	-2.3
Federal	500	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State	6,523	6.4	18.8	3.5	1.9	-0.5	2.1	-7.4	-5.0
Local	12,677	12.5	42.7	4.1	0.6	4.3	4.3	2.8	-0.5

Source: EDD, National Economic Education Delegation (NEED)

## Some Employee Detail

### Employed in Watsonville

Figure 12: Employment by Occupation

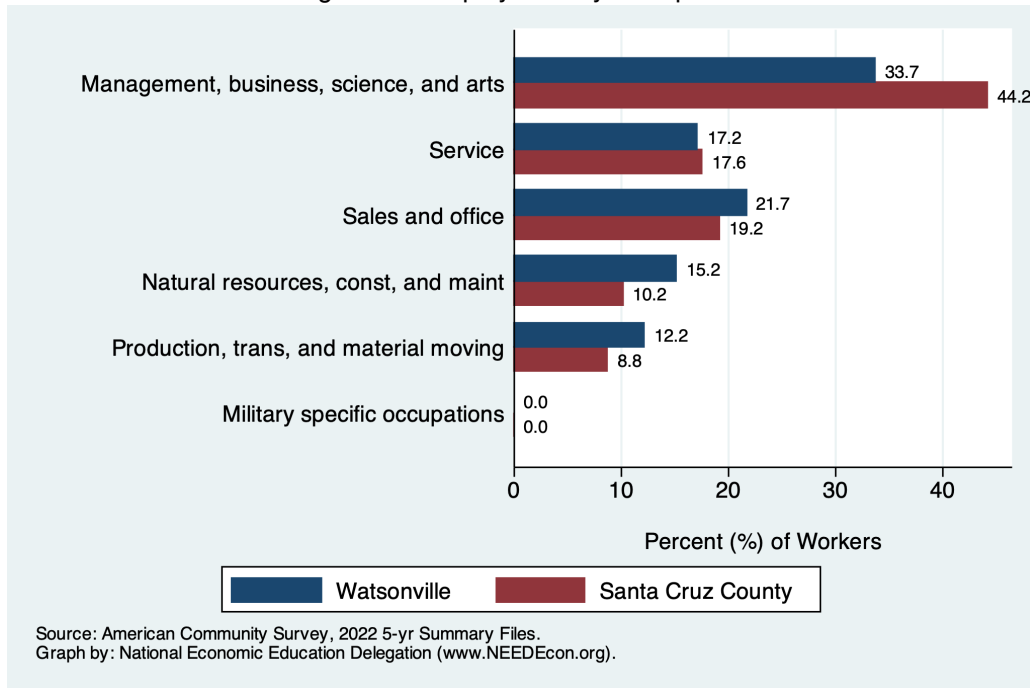


Figure 13: Employment by Industry

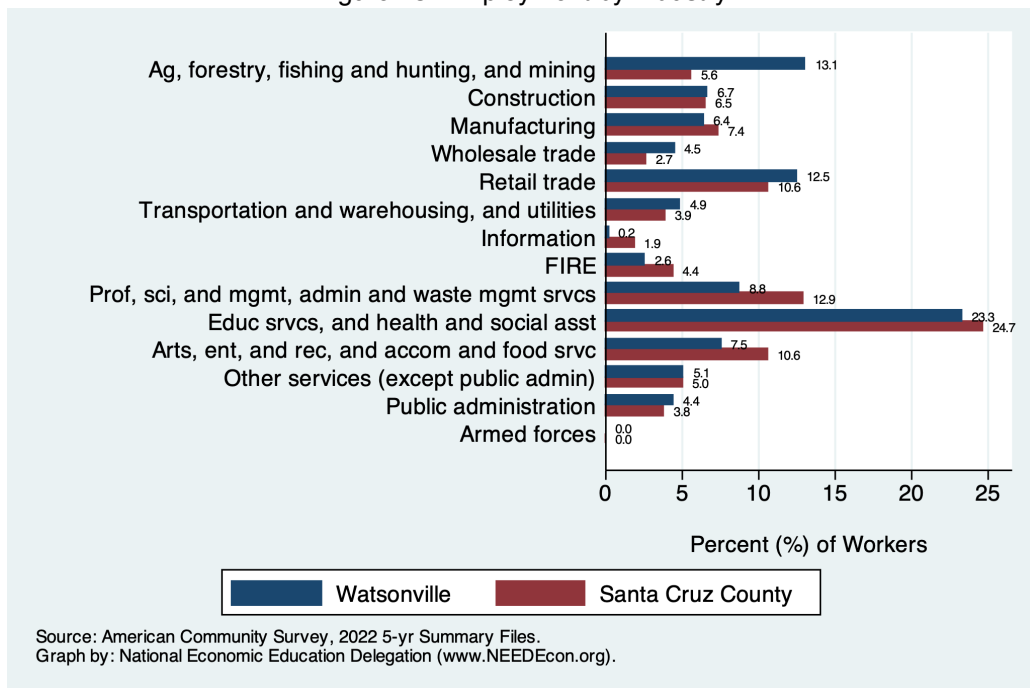
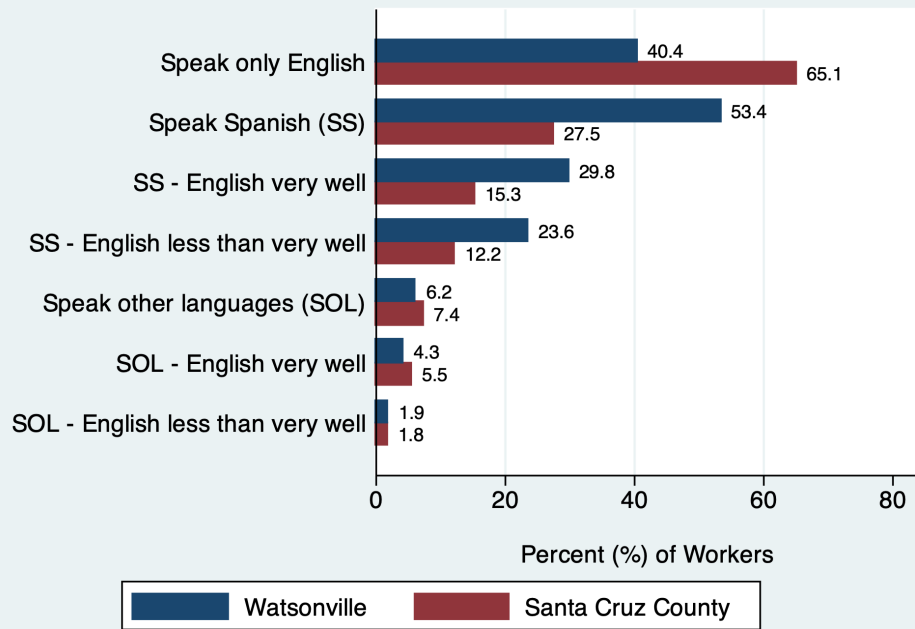
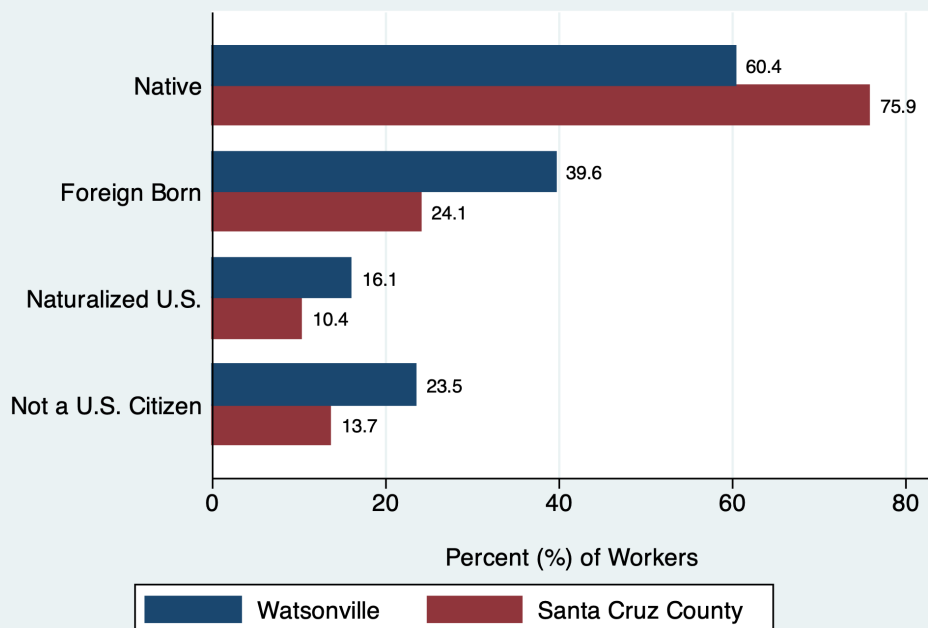


Figure 14: Language Spoken at Home



Source: American Community Survey, 2022 5-yr Summary Files.  
 Graph by: National Economic Education Delegation ([www.NEEDecon.org](http://www.NEEDecon.org)).

Figure 15: Citizenship



Source: American Community Survey, 2022 5-yr Summary Files.  
 Graph by: National Economic Education Delegation ([www.NEEDecon.org](http://www.NEEDecon.org)).

## Employed Residents of Watsonville

Figure 16: Employment by Occupation

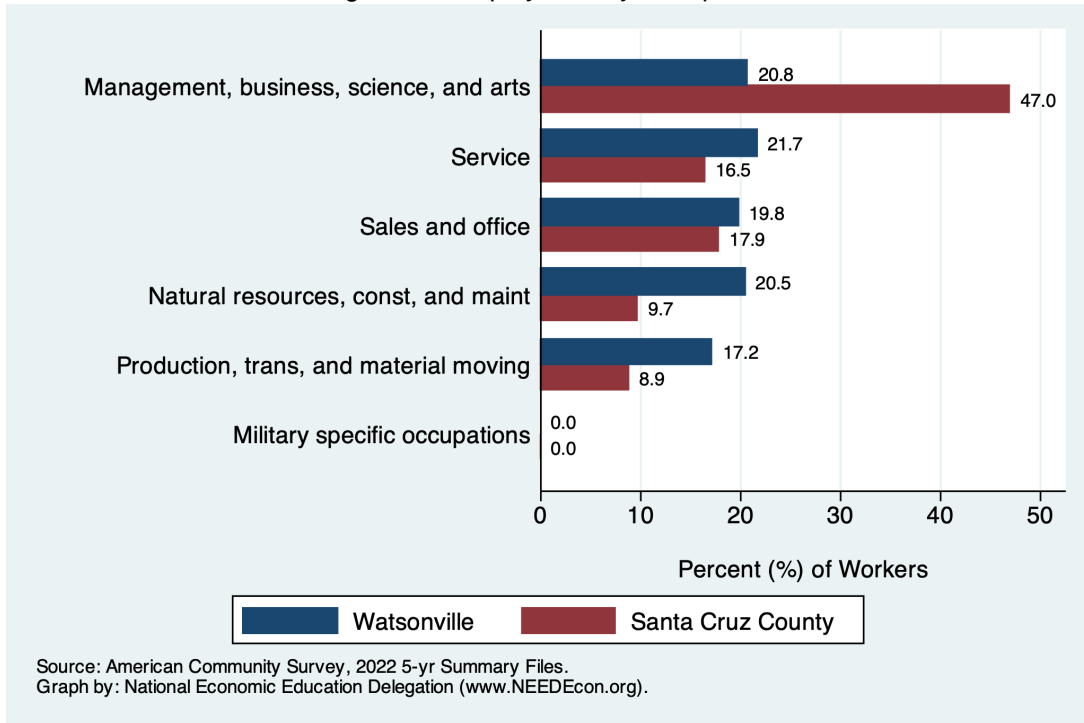


Figure 17: Employment by Industry

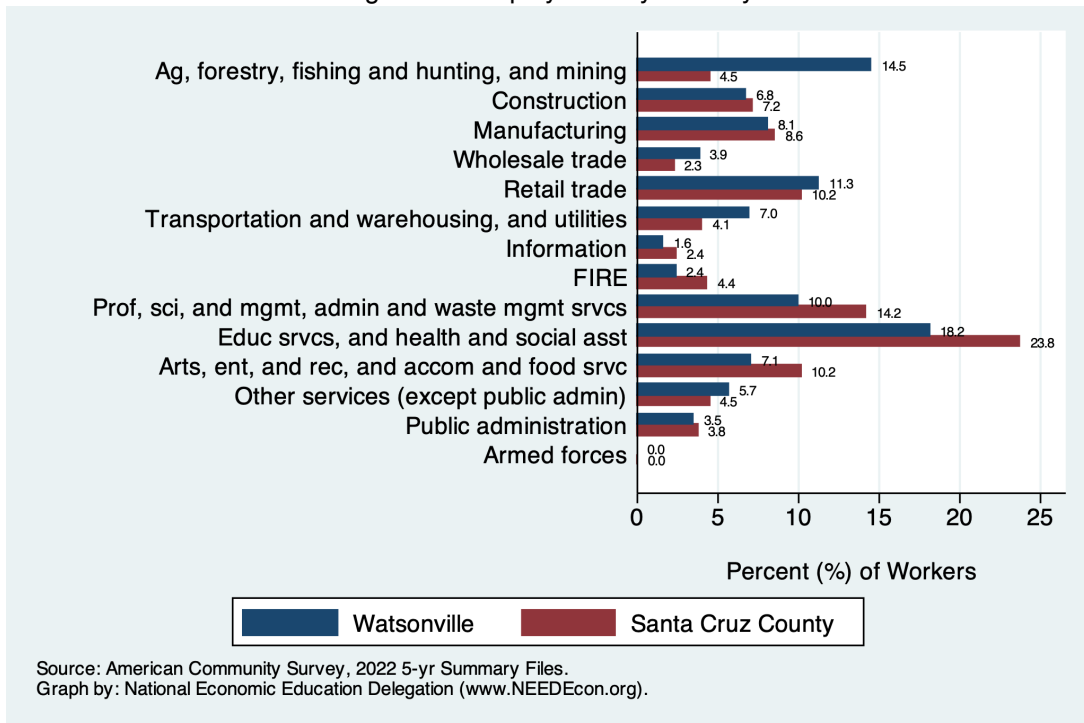
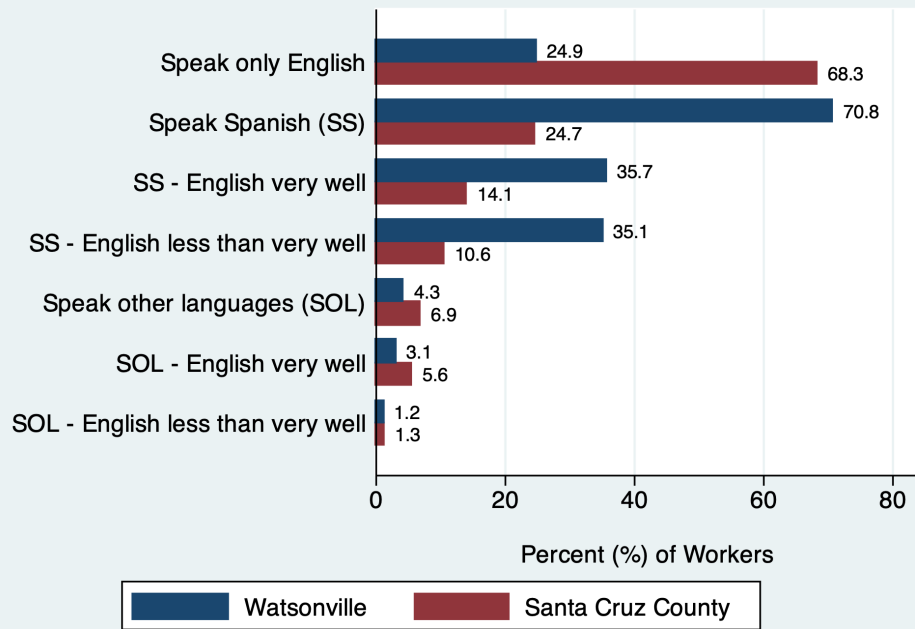
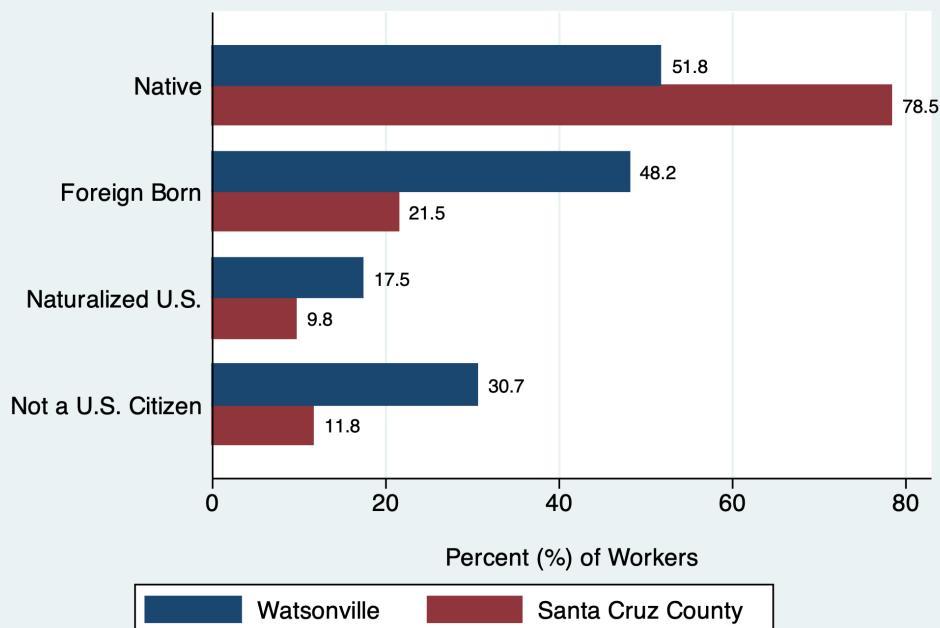


Figure 18: Language Spoken at Home



Source: American Community Survey, 2022 5-yr Summary Files.  
 Graph by: National Economic Education Delegation ([www.NEEDecon.org](http://www.NEEDecon.org)).

Figure 19: Citizenship



Source: American Community Survey, 2022 5-yr Summary Files.  
 Graph by: National Economic Education Delegation ([www.NEEDecon.org](http://www.NEEDecon.org)).

## Employed Residents vs Workers in Watsonville

Figure 20: Employment by Occupation

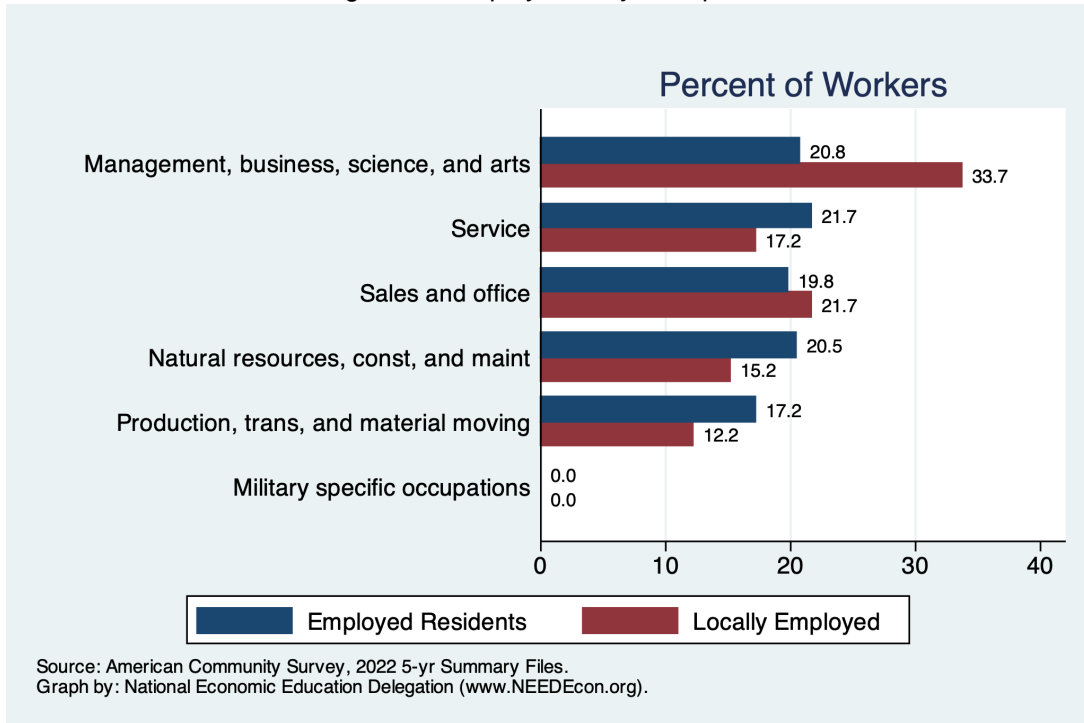


Figure 21: Employment by Industry

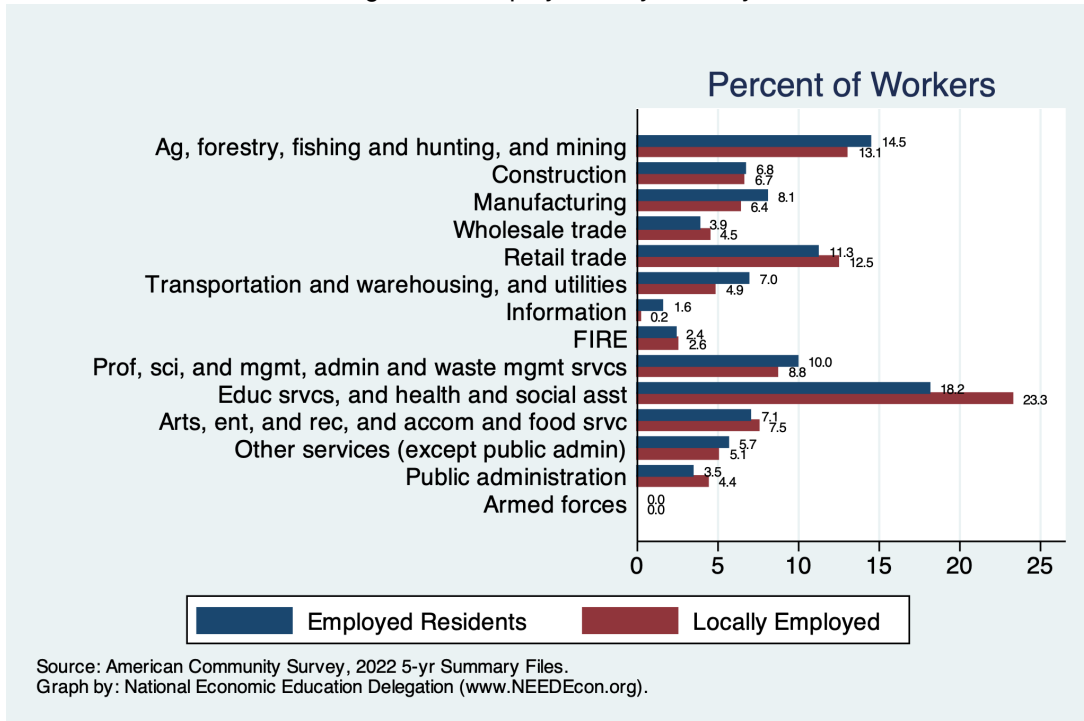


Figure 22: Language Spoken at Home

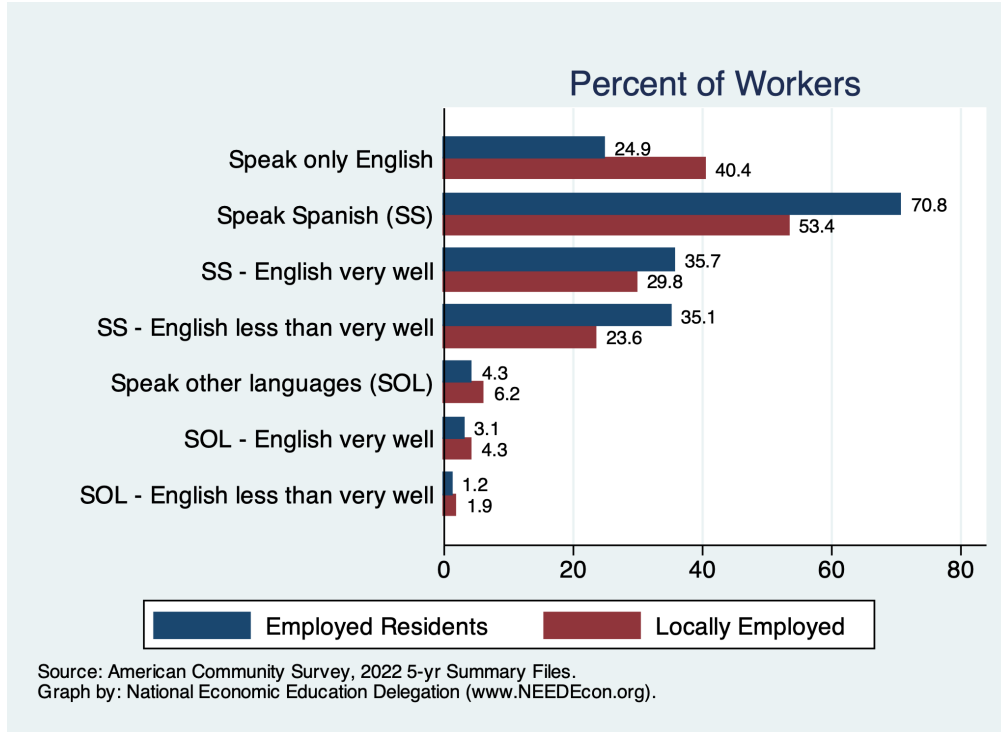
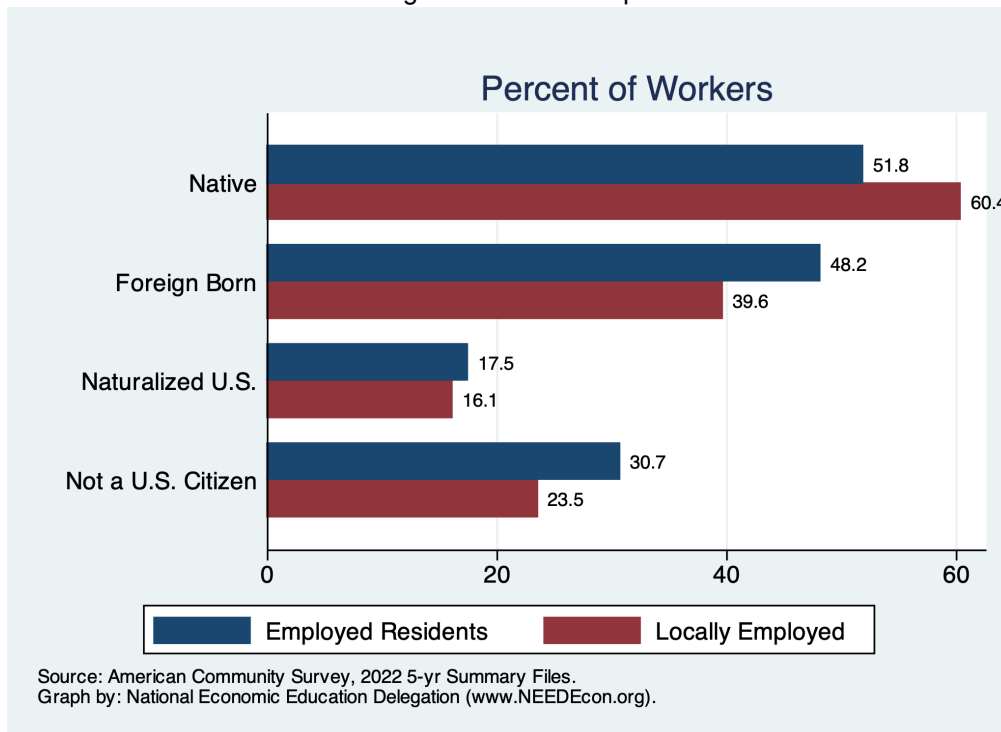


Figure 23: Citizenship





# Income and Earnings

## Per Capita Income Growth

### Definition:

Per capita income is the average income per person in Watsonville. Personal income is the income received by, or on behalf of, all persons from all sources: from participation as laborers in production, from owning a home or unincorporated business, from the ownership of financial assets, and from government and business

in the form of transfer receipts. Noncash government benefits are not included.

### Why is it important?

Income is the money that is available to persons for consumption expenditures, taxes, interest payments, transfer payments to governments and the rest of the world, or for saving. As such, it is an important indicator of economic well-being in a community.

Figure 24: Real Per Capita Income Ranking Among California Cities

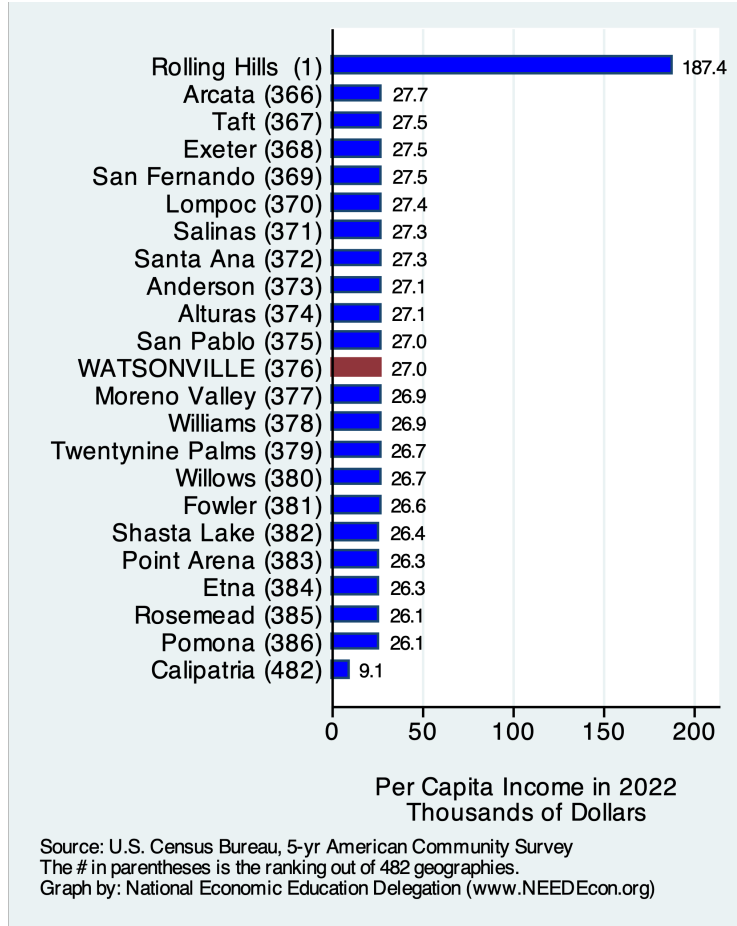
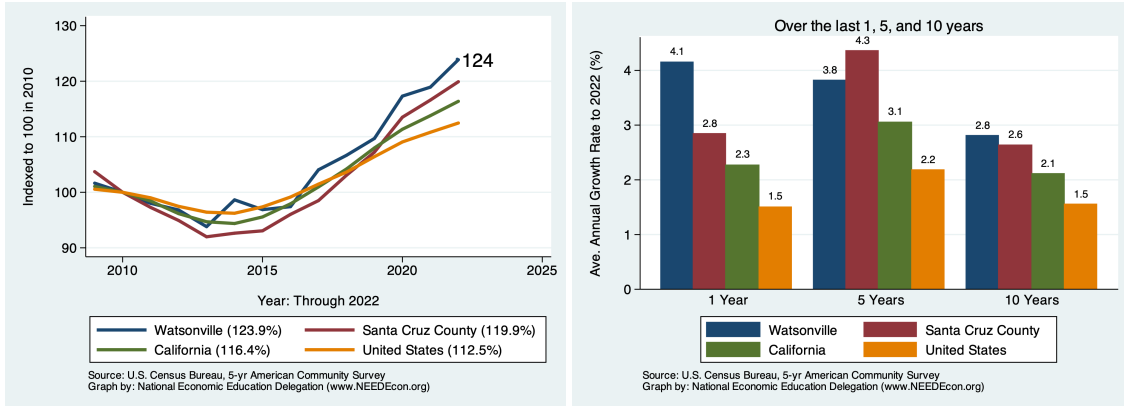


Figure 25: Regional Comparison of Growth over Time



Real Per Capita Income Ranking Among California Cities - w/Comparable Populations

Figure 26: Income Levels

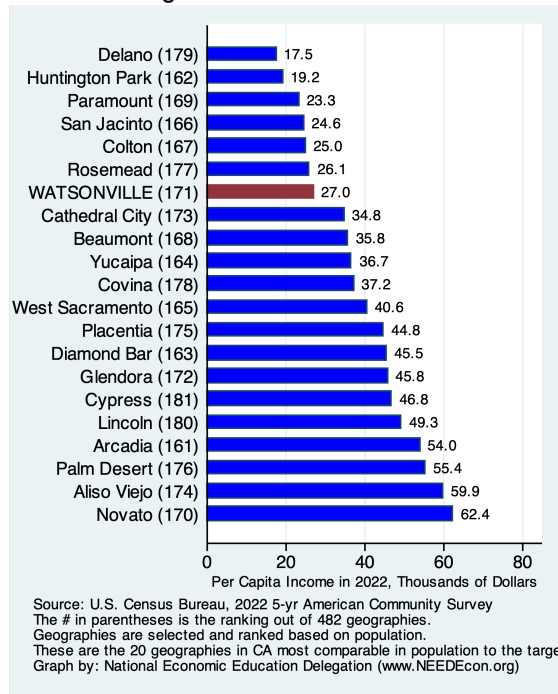
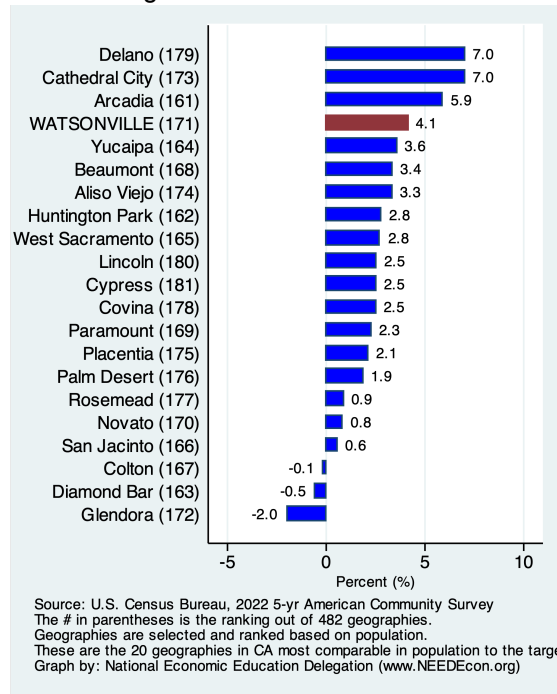
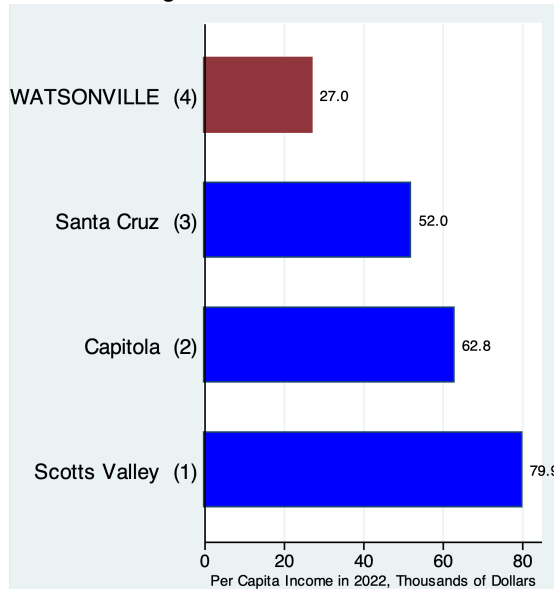


Figure 27: Growth over Time



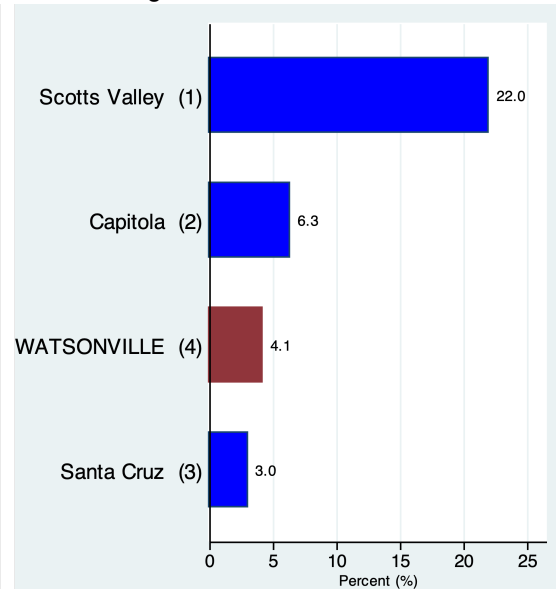
## Real Per Capita Income Ranking Among Cities in Santa Cruz County

Figure 28: Income Levels



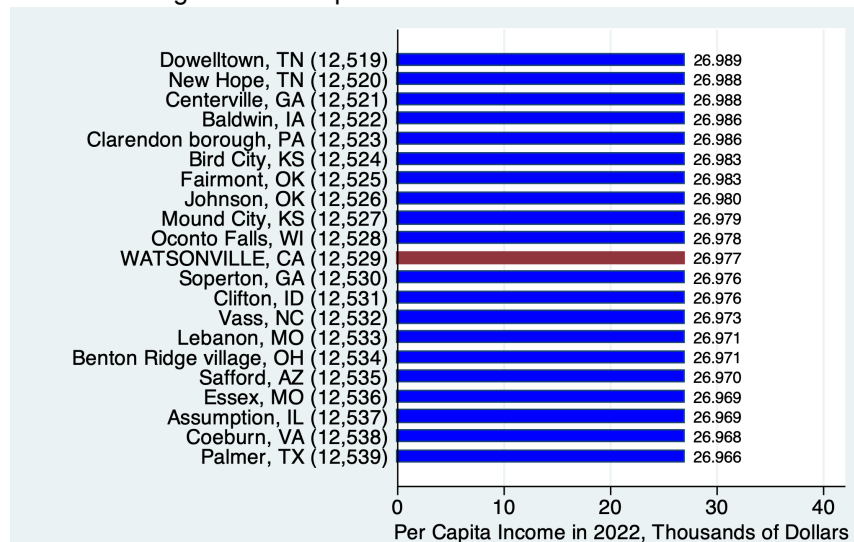
Source: U.S. Census Bureau, 2022 5-yr American Community Survey  
 The # in parentheses is the ranking out of 4 geographies.  
 Geographies are selected and ranked based on population.  
 These are the cities in the same county as the target city.  
 Graph by: National Economic Education Delegation ([www.NEEDecon.org](http://www.NEEDecon.org))

Figure 29: Growth over Time



Source: U.S. Census Bureau, 2022 5-yr American Community Survey  
 The # in parentheses is the ranking out of 4 geographies.  
 Geographies are selected and ranked based on population.  
 These are the cities in the same county as the target city.  
 Graph by: National Economic Education Delegation ([www.NEEDecon.org](http://www.NEEDecon.org))

Figure 30: Comparison with All Cities Nationwide



Source: U.S. Census Bureau, 5-yr American Community Survey  
 The # in parentheses is the ranking out of 19,695 geographies.  
 Graph by: National Economic Education Delegation ([www.NEEDecon.org](http://www.NEEDecon.org))

## Poverty and Inequality

### Definition:

The local poverty rate provides an indication of the well-being of those at the bottom of the income distribution. The federal poverty rate measures the proportion of households in the region that are classified as living in poverty. Also included are measures of the extent to which the City's children are impoverished. Measures of the income distribution provide

further evidence on disparities in income in the region and how those disparities have changed over time.

### Why is it important?

It is important to track measures of poverty and inequality to assess the extent of income disparities in the region, with an eye toward understanding how well the local economy is performing for all of its citizens.

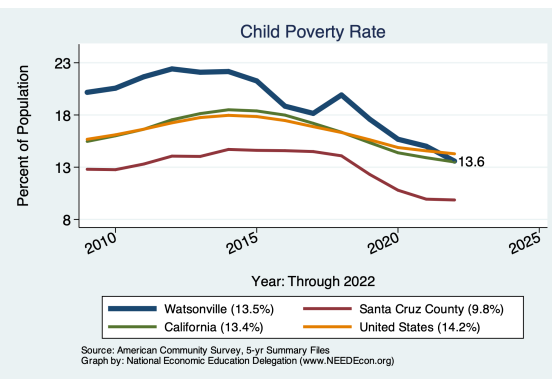
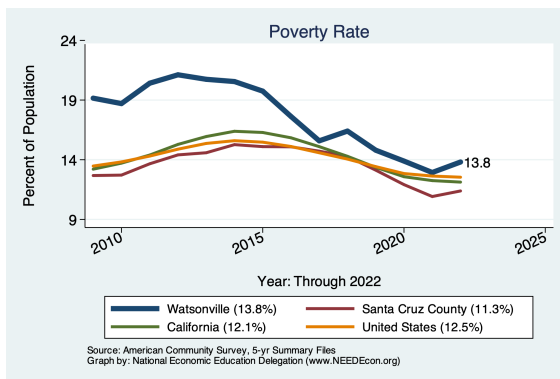


Figure 31: Inequality

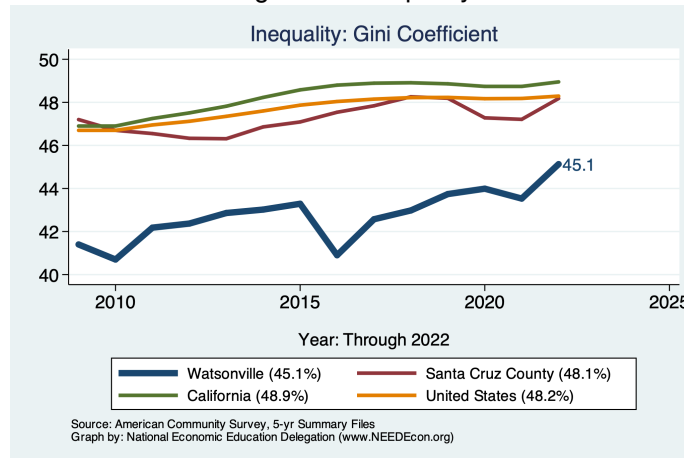


Figure 32: Shares Across the Income Distribution

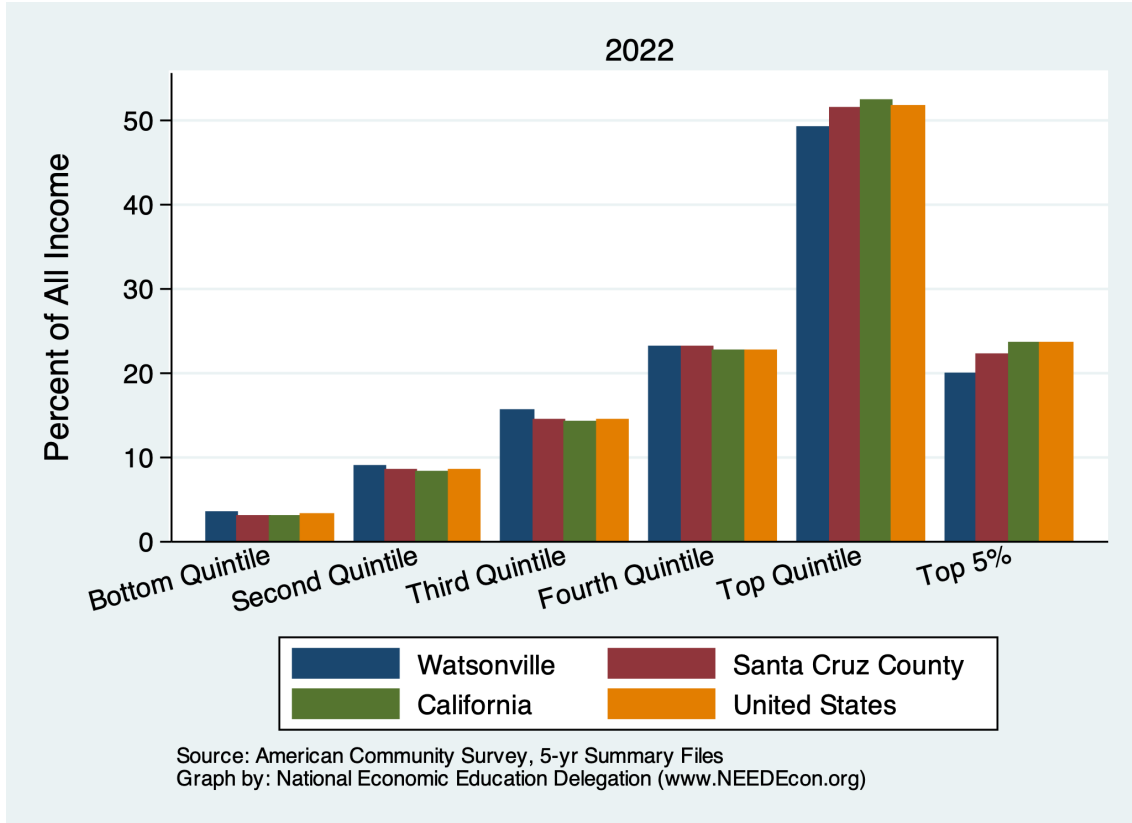
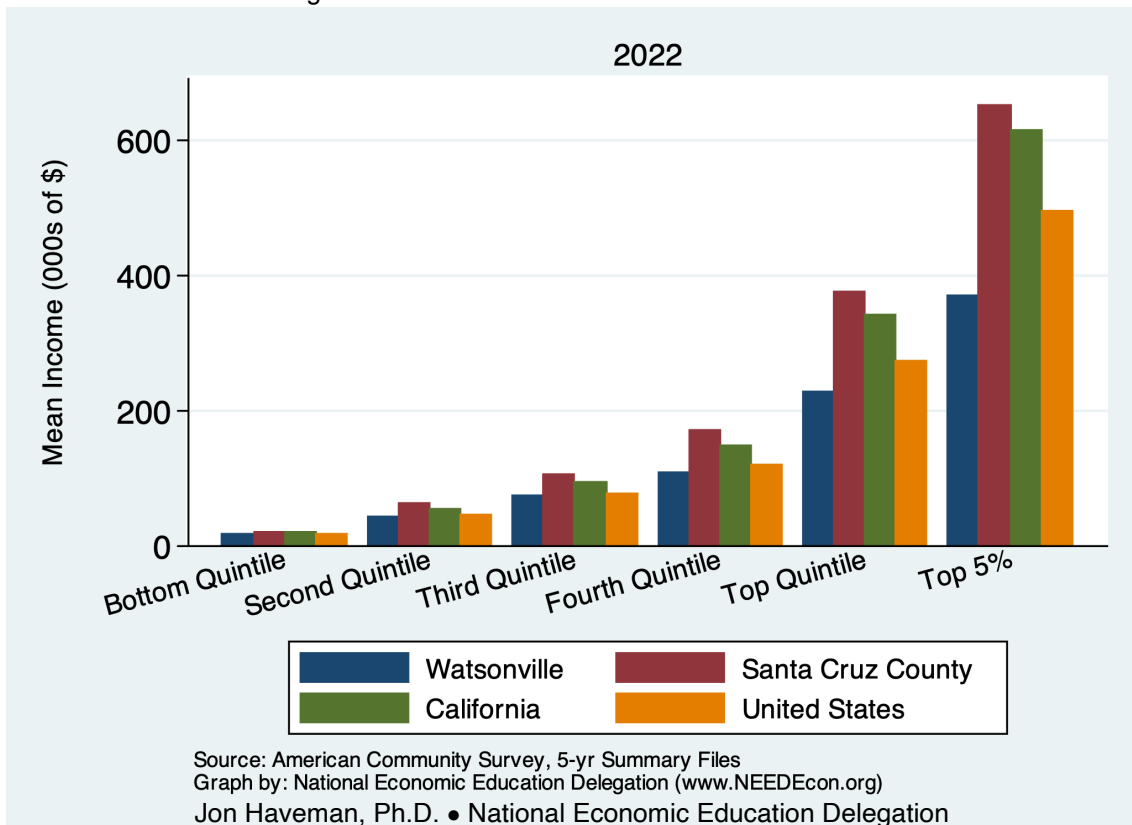


Figure 33: Means Across the Income Distribution



# Housing

## Housing Costs and Affordability

### Definition:

Housing costs are measured in several different ways. First, we provide evidence on the evolution of median home prices, median rental price, and finally through evidence on the housing burden in the city and comparison regions. Housing burden is defined as a household needing to commit more than 30% of their household income toward housing costs. The median value is the amount in the middle. Fifty

percent of units are above the median and 50 percent are below.

### Why is it important?

Housing is one of three fundamental necessities, along with food and clothing. A measure of the cost of housing is an integral part of the measurement of the cost of living in a specific community. This is particularly true in cities and regions throughout the Bay Area, where housing costs are high relative to income.

### Cost of Housing in Watsonville and Broader Regions

Figure 34: Median Home Prices

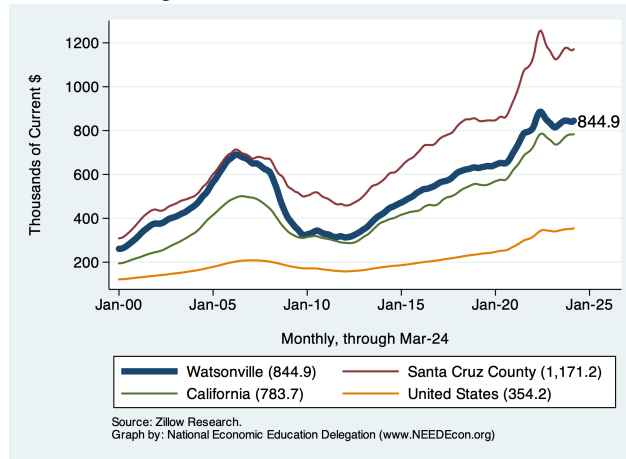
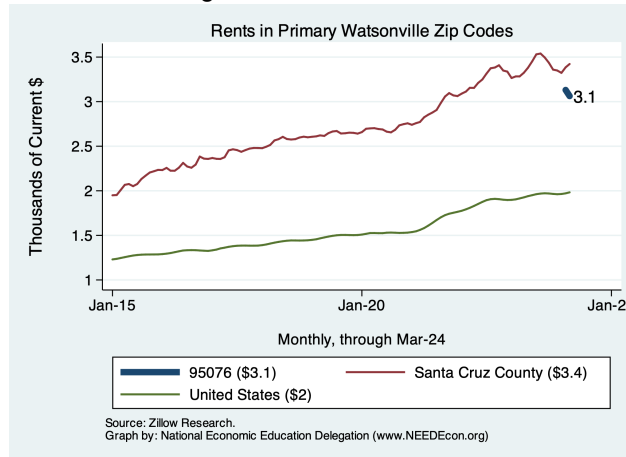


Figure 35: Median Rents



## Housing Ownership in Watsonville and Broader Regions

Figure 36: Home Ownership Rates

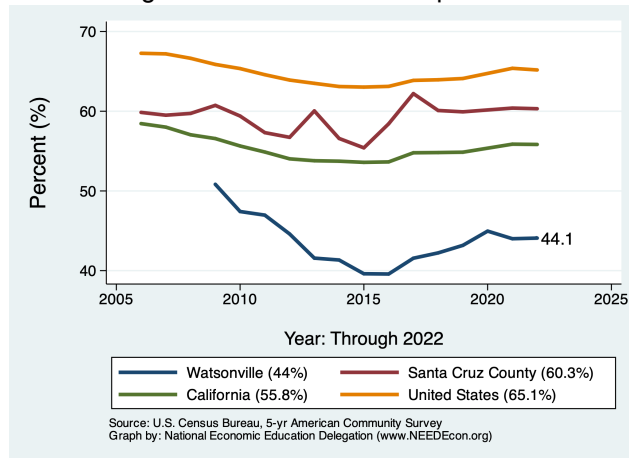


Figure 37: Home Ownership by Age

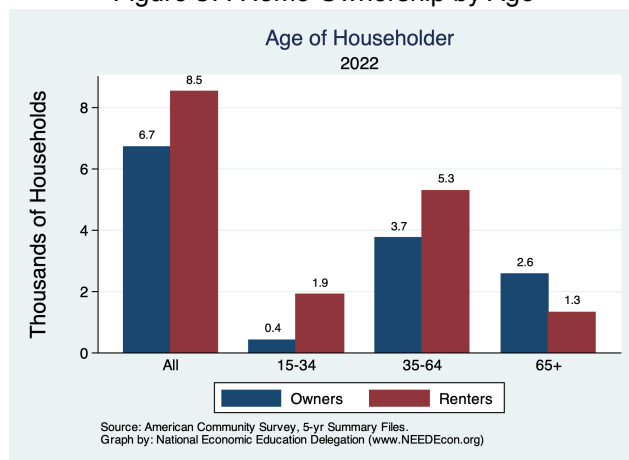


Figure 38: Income by Tenure

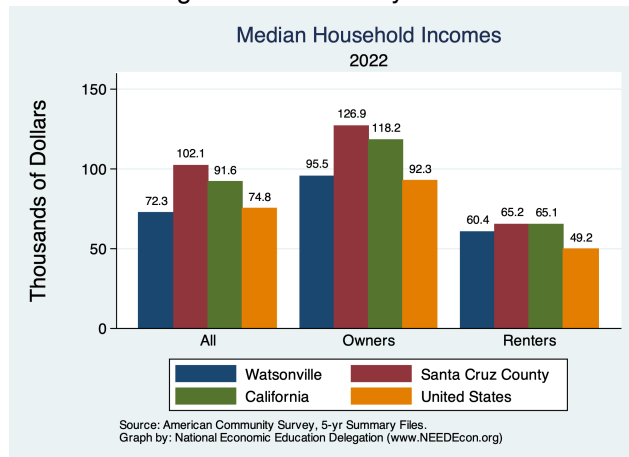


Figure 39: Income Distribution by Tenure

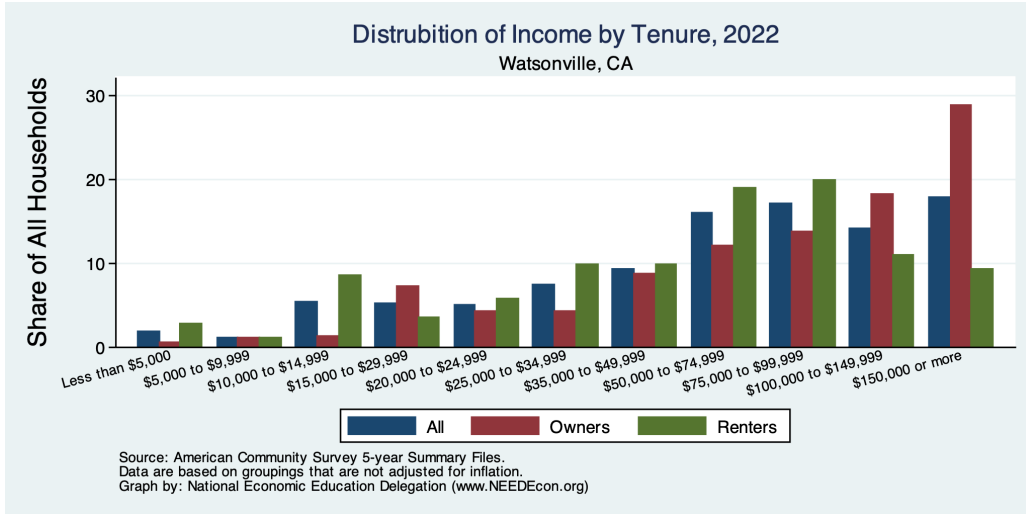


Figure 40: Income Distribution of Home Owners

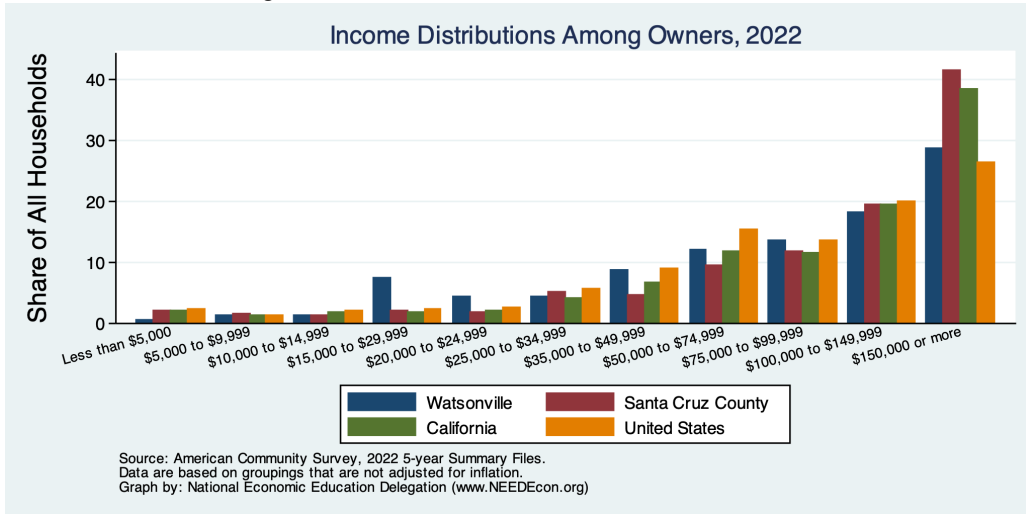
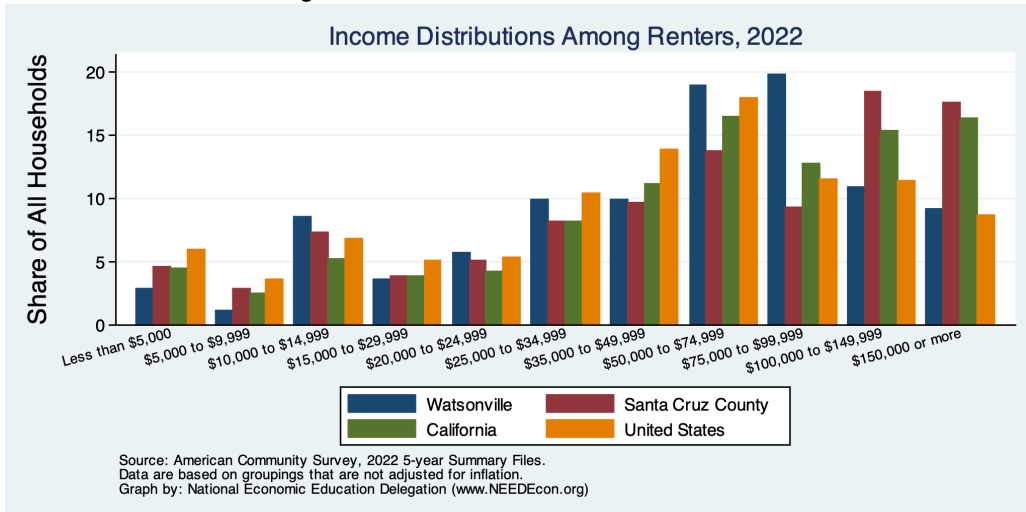


Figure 41: Income Distribution of Renters





## Housing Burden in Watsonville and Broader Regions

Figure 42: Home Owners w/ A Mortgage

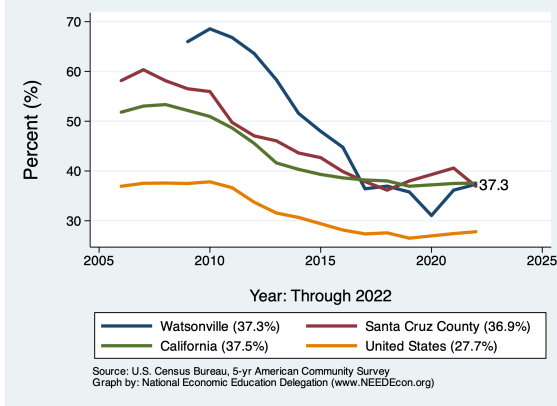


Figure 43: Home Owners w/o A Mortgage

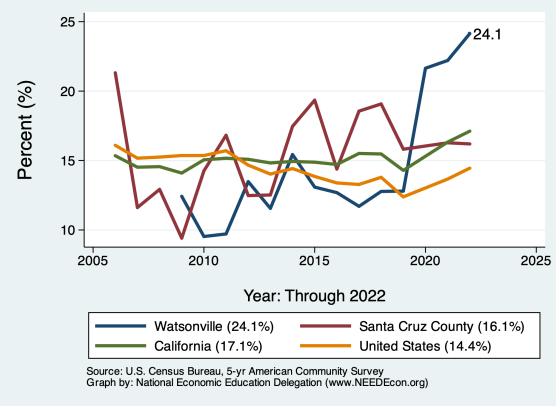


Figure 44: Renters

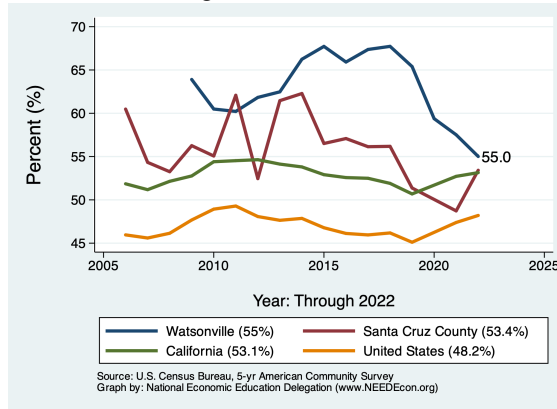
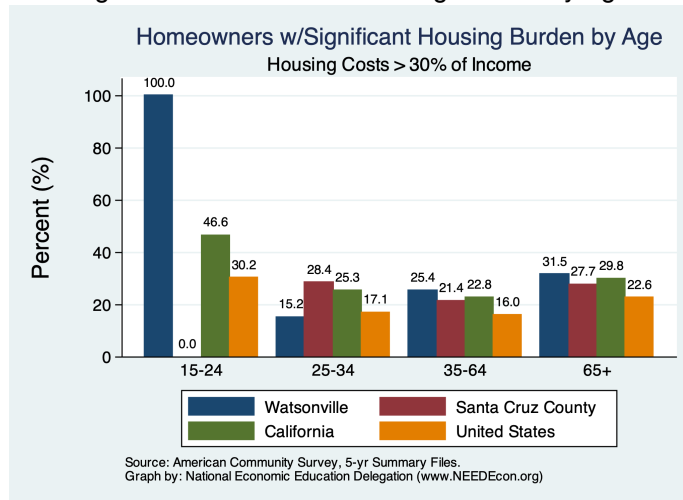


Figure 45: Homeowner Housing Burden by Age



# Housing Picture

## Definition:

Housing costs are measured in several different ways. First, we provide evidence on the evolution of median home prices, median rental price, and finally through evidence on the housing burden in the city and comparison regions. The median value is the amount in the middle. Fifty percent of units are above the median and 50 percent are below.

## Why is it important?

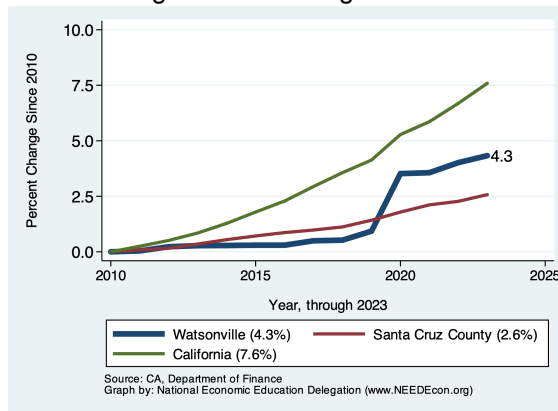
In areas where the rate of population growth exceeds the rate of housing growth, this is likely to reflect a tightening housing market. A tightening housing market will also likely be reflected in lower vacancy rates and higher occupancy rates. It may also be reflected in higher numbers of people per household.

**Table 5. Housing Market Indicators**

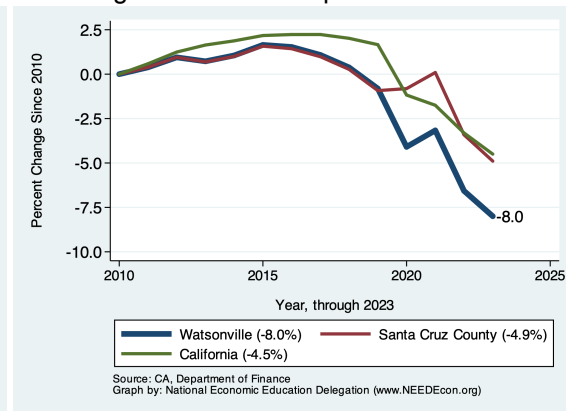
Indicator	2023	2019	2010	% Change from	
				2019	2010
Total Population	49,876.0	51,672.0	51,199.0	-3.5	-2.6
Total # of Homes	14,699.0	14,220.0	14,089.0	3.4	4.3
# Occupied Units	14,292.0	13,766.0	13,528.0	3.8	5.6
Persons per Household	3.4	3.7	3.7	-7.2	-8.0
Vacancy Rate (%)	2.8	3.2	4.0	-13.3	-30.5

Source: CA DOF; Calculations by the National Economic Education Delegation

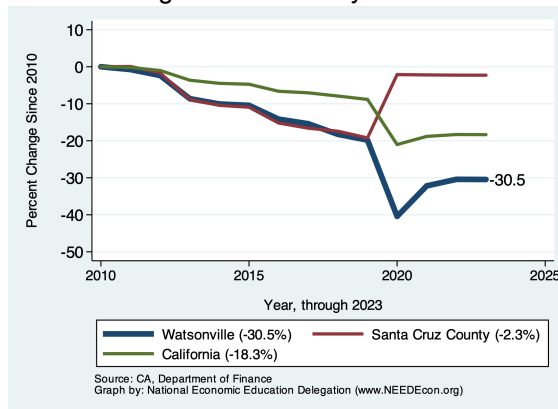
**Figure 46: Housing Growth**



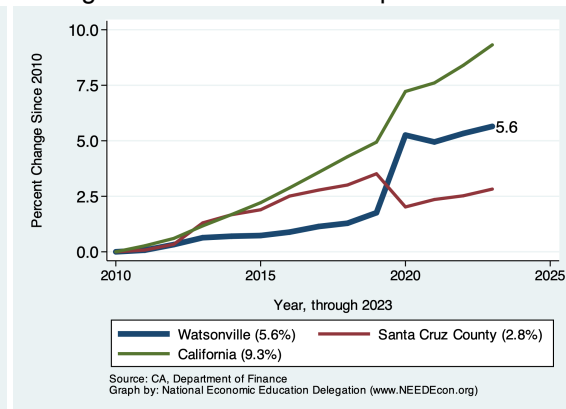
**Figure 47: Persons per Household**



**Figure 48: Vacancy Rates**



**Figure 49: Number of Occupanied Units**



## Trends in the Growth of Housing by Housing Type

Figure 50: Single Detached Homes

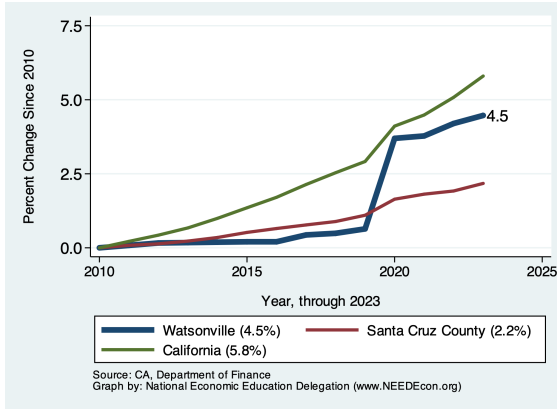


Figure 51: Single Attached Homes

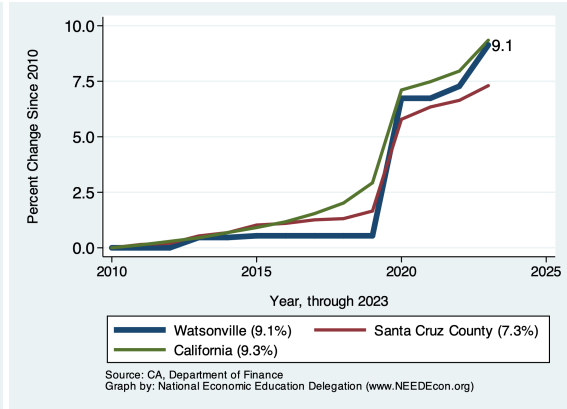


Figure 52: Housing in Buildings with Two to Four Units

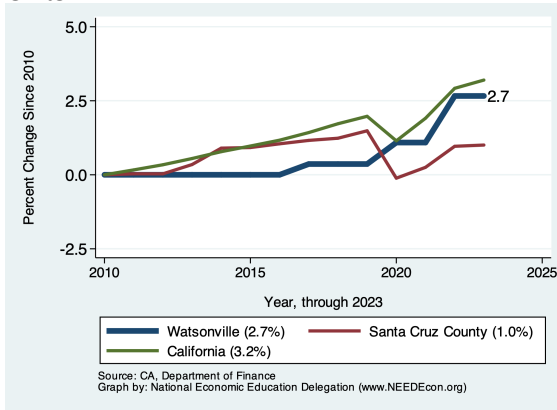
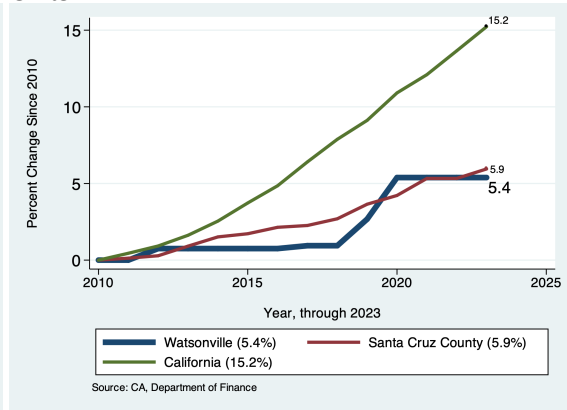


Figure 53: Housing in Buildings with Five or More Units



## Vintage of Residential Housing

### Why is it important?

This section provides evidence on the year in which residential housing in Watsonville was built. We break it down into owned versus rented residences and provide a comparison across Santa Cruz County and broader regions. A sense of the age of housing in a region provides an indication of the urgency with which a region might pursue additional hous-

ing. As the housing stock ages, an urgency with which renovations and rebuilds are permitted might result. All things equal, more recently constructed housing will be more likely to meet current codes and standards. Remodeling of existing units will be more desirable when existing units are, on average, older.

Figure 54: Distribution of Housing Construction

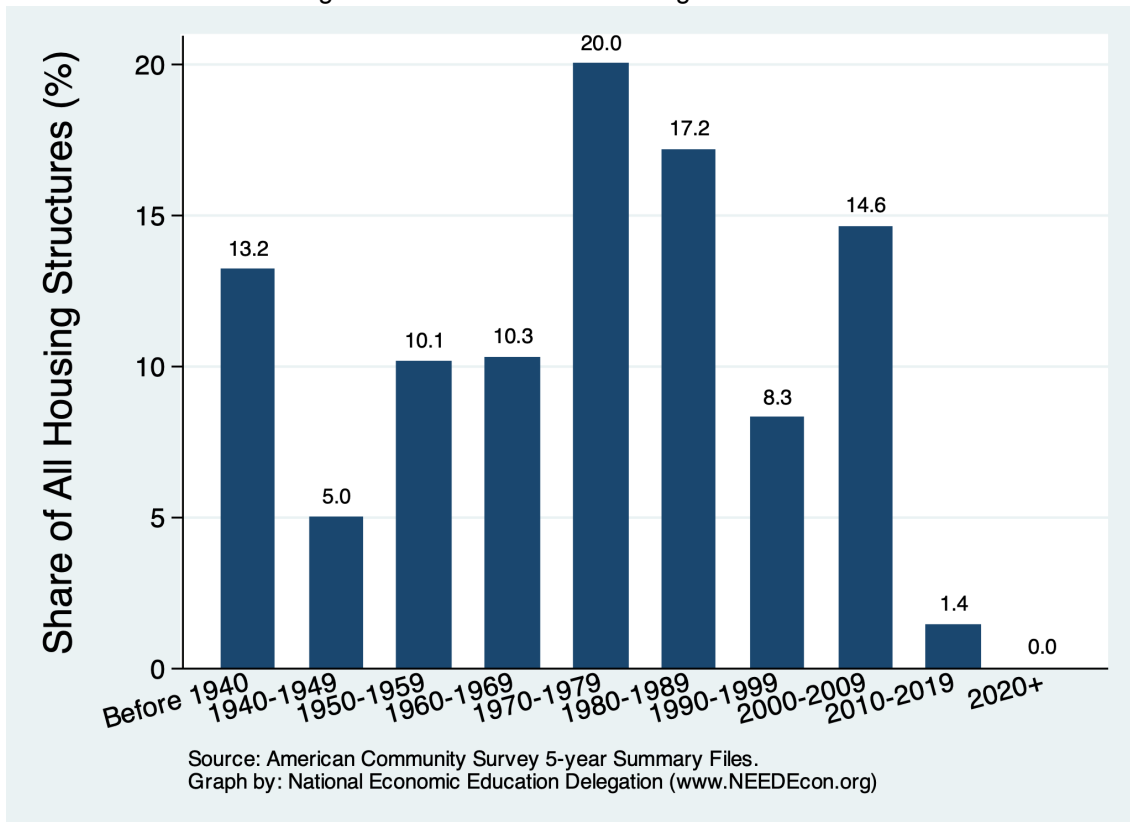


Figure 55: Housing Vintage across Regions

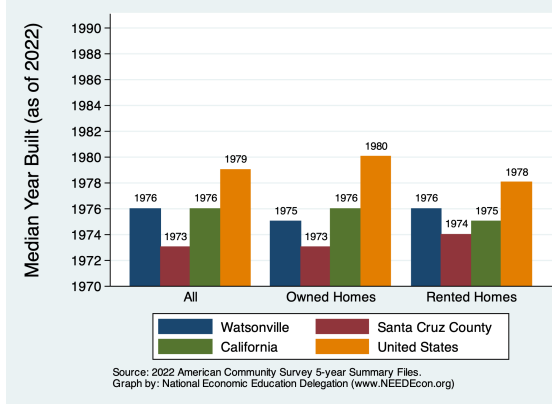


Figure 56: Housing Vintage by Tenure

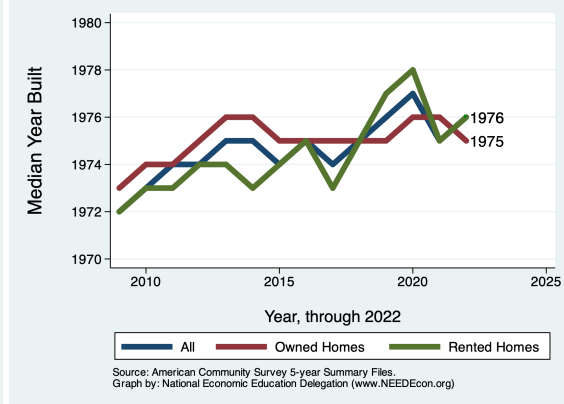


Figure 57: Vintage of Owned Residences

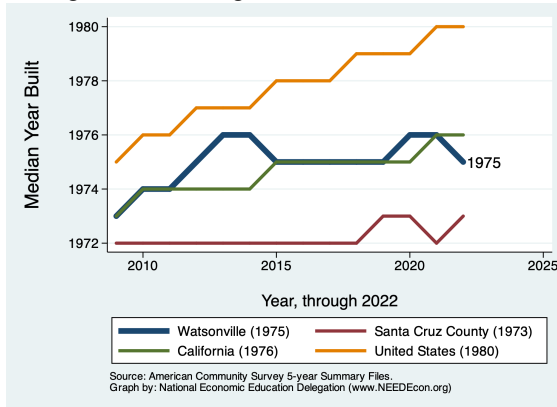


Figure 58: Vintage of Rented Residences

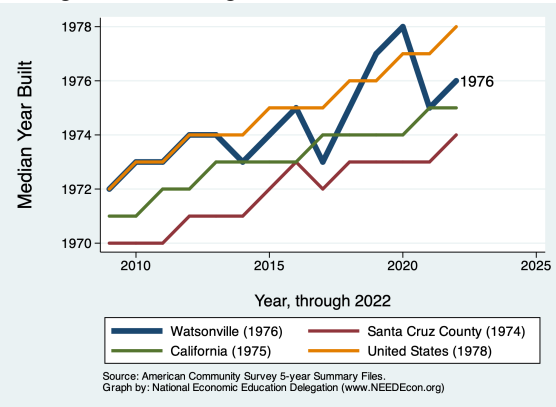
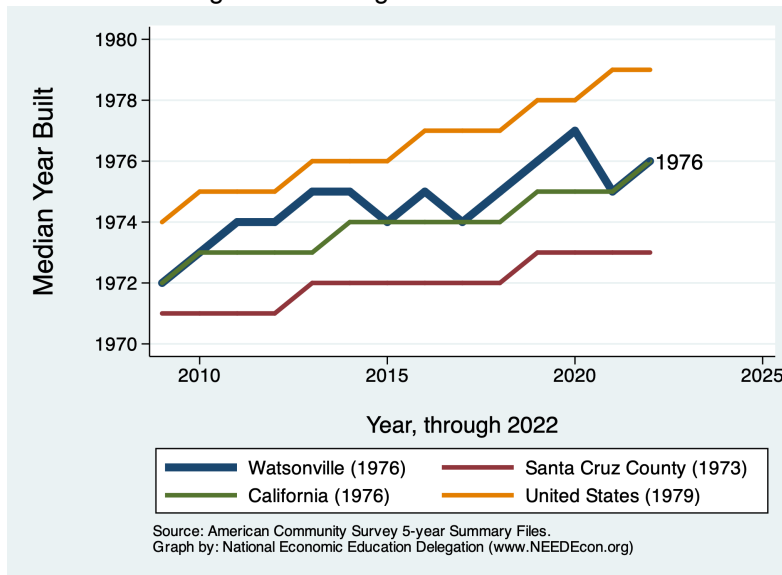


Figure 59: Vintage of All Residences



## Occupation of Residential Housing

### Why is it important?

The duration of residence in a city is important for developing future policies regarding growing the local population. If a region is highly mobile, evidenced by most residences having

been recently occupied, a city might propose policies to reduce that mobility, or ask why the mobility happens. Policies could be put in place to either reduce or increase migration.

Figure 60: Year Current Occupant Moved In

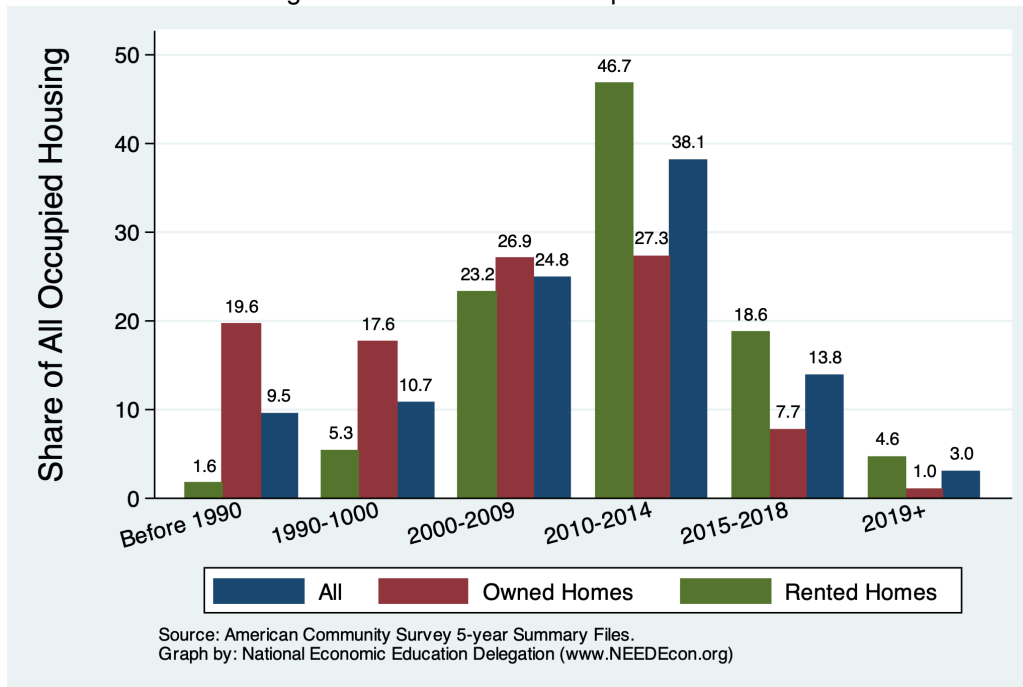


Figure 61: Year Occupied by Current Residents across Regions

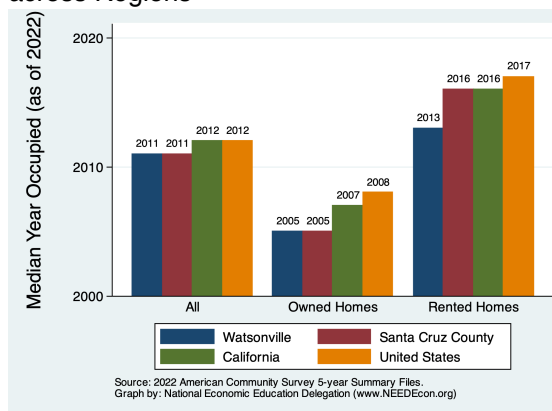


Figure 62: Year Occupied by Current Residents by Tenure

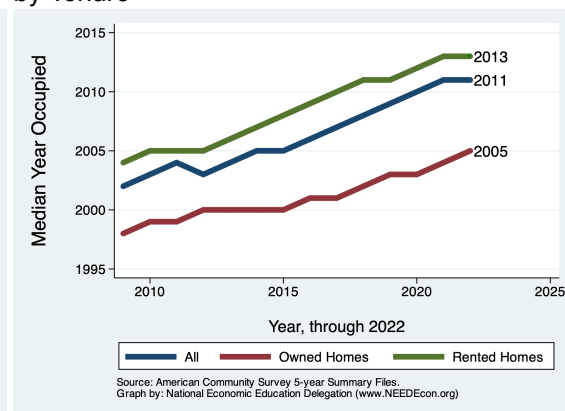


Figure 63: Year Occupied by Current Residents for Owned Housing

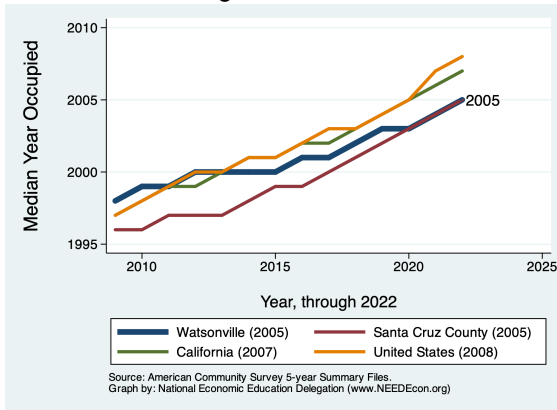


Figure 64: Year Occupied by Current Residents for Rented Housing

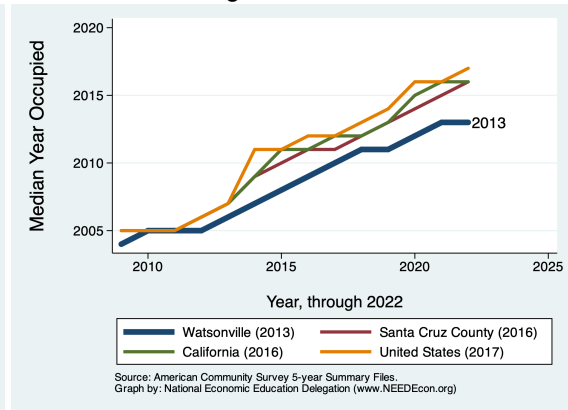
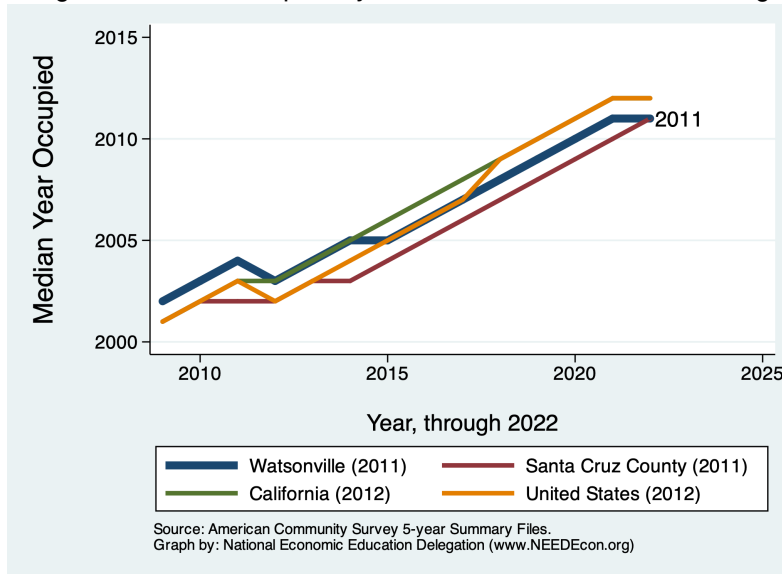


Figure 65: Year Occupied by Current Residents for All Housing



## Residential Permitting

### Definition:

This indicator provides evidence on the number of residential buildings that are permitted for construction each year. Permit data for Watsonville is compared with data from Santa Cruz County as a whole and broader regions. The statistic provided scales the number of permits by population. This is done to facilitate comparisons across regions.

### Why is it important?

Building permits are the best indicator available of new units coming on the market. In order for a region's population to grow and flourish, new residential properties must be added to the existing stock. Building, both in the City and in the County more generally, is an indication of the extent to which new residences accommodate new residents or are affecting prices through increased supply.

### Watsonville - Ranking Among Comparables

Figure 66: Number of Units Permitted - Nationwide Comparables (Rank)

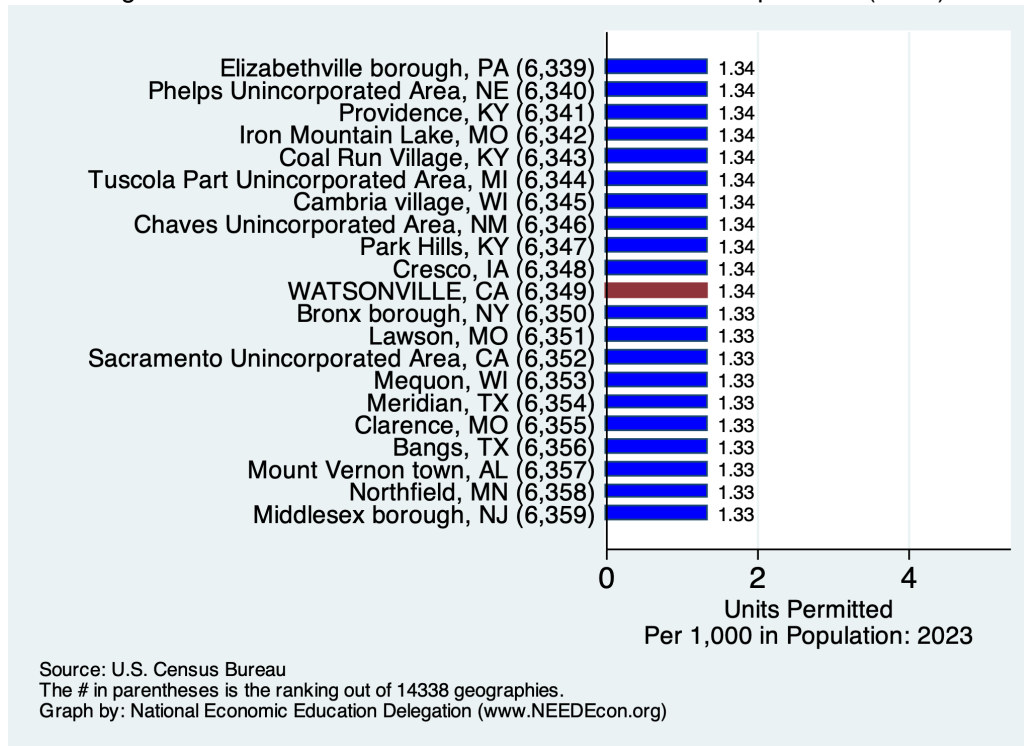
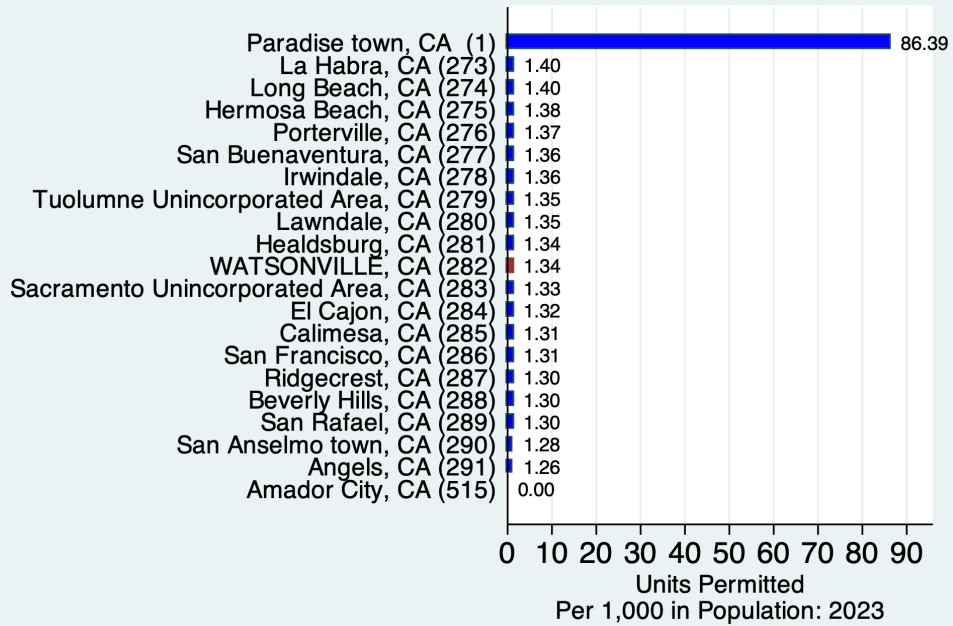


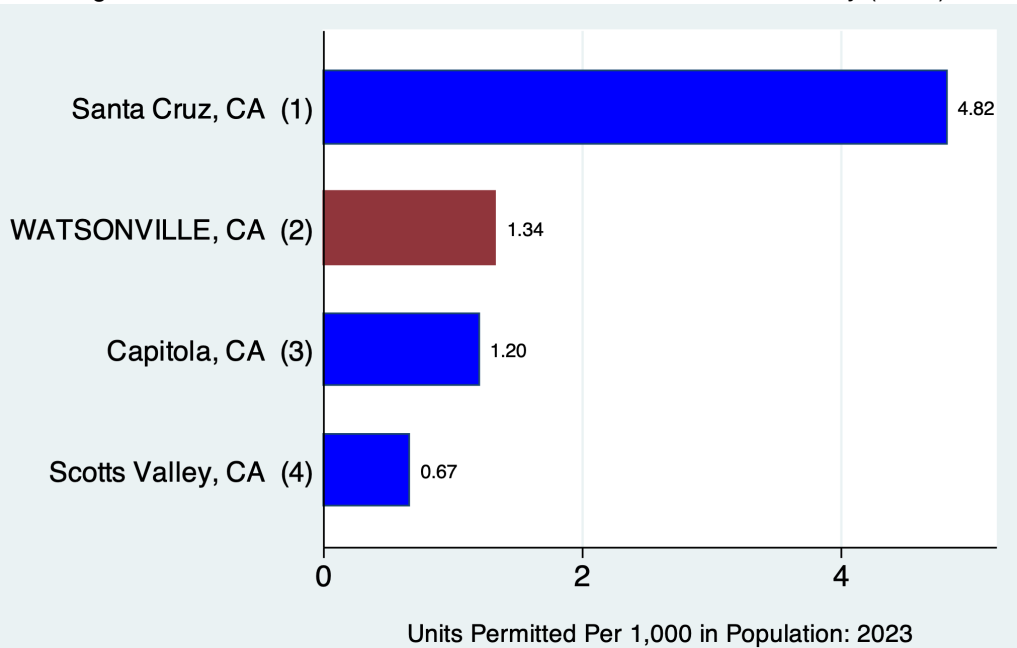


Figure 67: Number of Units Permitted - California Comparables (Rank)



Source: U.S. Census Bureau.  
 The # in parentheses is the ranking out of 515 geographies.  
 Graph by: National Economic Education Delegation ([www.NEEDecon.org](http://www.NEEDecon.org))

Figure 68: Number of Units Permitted - Cities in Santa Cruz County (Rank)



Source: U.S. Census Bureau,  
 The # in parentheses is the ranking out of 4 geographies.  
 Graph by: National Economic Education Delegation ([www.NEEDecon.org](http://www.NEEDecon.org))

**Watsonville - Permitting Activity**

**Annual Units Permitted - Per Capita in Watsonville**

Figure 69: Units Permitted Each Year

Figure 70: Average Annual Growth in Units Permitted

N/A

N/A

**Annual Number of Buildings Permitted - Per Capita in Watsonville**

Figure 71: Units Permitted Each Year

Figure 72: Average Annual Growth in Buildings Permitted

N/A

N/A

**Annual Value of Property Permitted - Per Capita in Watsonville**

Figure 73: Value Permitted Each Year

Figure 74: Average Annual Growth in Value Permitted

N/A

N/A

# Commute Patterns

During the recovery from the Great Recession, the period from 2010 to 2019, the Bay Area economy, and Silicon Valley in particular, has been growing at a pace roughly double that of the state as a whole and triple that of the nation. This growth has precipitated a tight hous-

ing market and also brought about some significant changes in commute patterns, many of which have been reversed by the pandemic. Recent years have seen significant changes in both the mode of transportation and commute times.

## Mode of Transportation

Figure 75: Percent of Workers Commuting by Car Alone

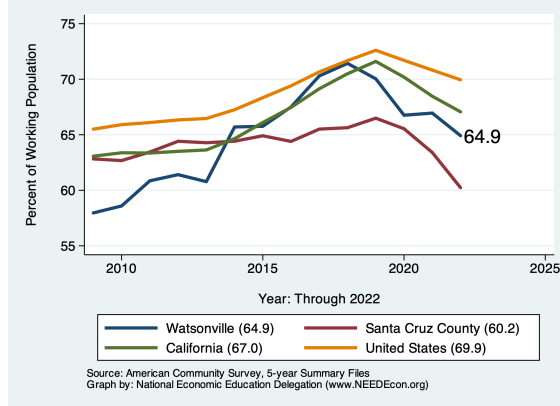


Figure 76: Percent of Workers Commuting by Carpool

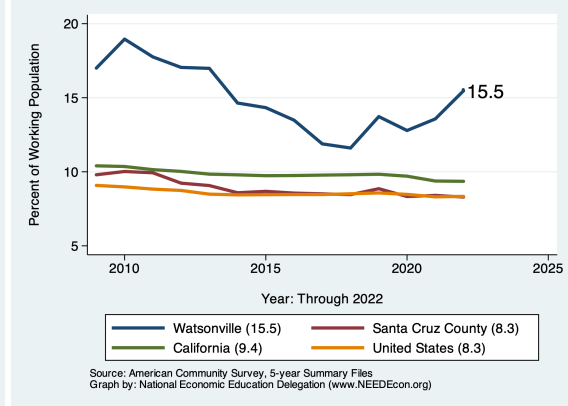


Figure 77: Percent of Workers using Public Transportation

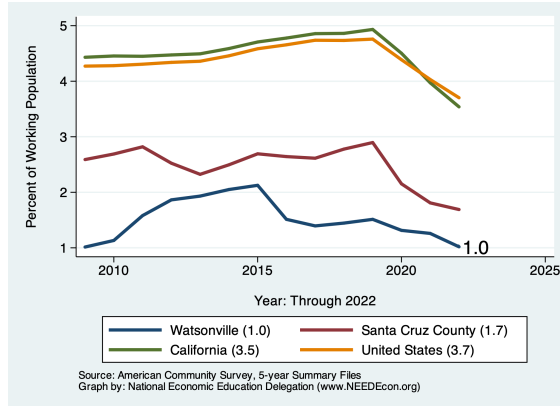
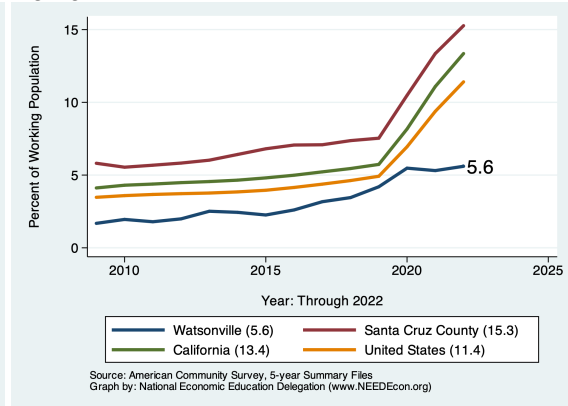


Figure 78: Percent of Workers Who Work From Home



The first table on this page presents data for those who LIVE in Watsonville. The second provides data on those who work, but do not necessarily live in Watsonville. The final two columns provide for a comparison of commute mode choices of people locally with those in California more broadly.

**Table 6. SEX OF WORKERS BY MODE OF TRANSPORTATION TO WORK**

Mode of Transit	Male		Female		All Workers		All of CA
	#	(%)	#	(%)	#	(%)	(%)
Car, Truck, or Van:	11,387	86.8	7,636	70.4	19,023	80.4	78.0
Drove Alone	9,304	70.9	6,058	55.8	15,362	64.9	68.4
Carpooled:	2,083	15.9	1,578	14.5	3,661	15.5	9.5
In 2-person carpool	1,752	13.4	1,094	10.1	2,846	12.0	6.9
In 3-person carpool	176	1.3	234	2.2	410	1.7	1.5
In 4-or-more-person carpool	155	1.2	250	2.3	405	1.7	1.1
Public Transportation (excl Taxi):	92	0.7	149	1.4	241	1.0	3.6
Bus or Trolley Bus	76	0.6	113	1.0	189	0.8	2.3
Streetcar or Trolley Car	16	0.1	36	0.3	52	0.2	0.8
Subway or Elevated	0	0.0	0	0.0	0	0.0	0.3
Railroad	0	0.0	0	0.0	0	0.0	0.2
Ferryboat	0	0.0	0	0.0	0	0.0	0.1
Bicycle	46	0.4	0	0.0	46	0.2	0.7
Walked	153	1.2	255	2.4	408	1.7	2.4
Taxicab, Motorcycle, or other	470	3.6	489	4.5	959	4.1	1.7
Worked at Home	562	4.3	764	7.0	1,326	5.6	13.6
<b>Total:</b>	12,710	96.9	9,293	85.7	22,003	93.0	

Source: 2022 5-year American Community Survey, Summary File

**Table 7. SEX OF WORKERS BY MODE OF TRANSPORTATION TO WORK FOR WORKPLACE GEOGRAPHY**

Mode of Transit	Male		Female		All Workers		All of CA
	#	(%)	#	(%)	#	(%)	(%)
Car, Truck, or Van:	10,949	86.7	8,865	75.0	19,814	81.1	78.0
Drove Alone	9,479	75.1	7,581	64.1	17,060	69.8	68.5
Carpooled:	1,470	11.6	1,284	10.9	2,754	11.3	9.5
In 2-person carpool	1,139	9.0	831	7.0	1,970	8.1	6.9
In 3-person carpool	240	1.9	226	1.9	466	1.9	1.5
In 4-or-more-person carpool	91	0.7	227	1.9	318	1.3	1.1
Public Transportation (excl Taxi):	35	0.3	173	1.5	208	0.9	3.6
Bus or Trolley Bus	20	0.2	173	1.5	193	0.8	2.3
Streetcar or Trolley Car	0	0.0	0	0.0	0	0.0	0.8
Subway or Elevated	15	0.1	0	0.0	15	0.1	0.3
Railroad	0	0.0	0	0.0	0	0.0	0.2
Ferryboat	0	0.0	0	0.0	0	0.0	0.1
Bicycle	214	1.7	38	0.3	252	1.0	0.7
Walked	136	1.1	347	2.9	483	2.0	2.4
Taxicab, Motorcycle, or other	287	2.3	490	4.1	777	3.2	1.7
Worked at Home	562	4.5	764	6.5	1,326	5.4	13.6
<b>Total:</b>	12,183	96.5	10,677	90.3	22,860	93.5	

Source: 2022 5-year American Community Survey, Summary File

The results in this table are for those who work in the region, regardless of the location of their residence.

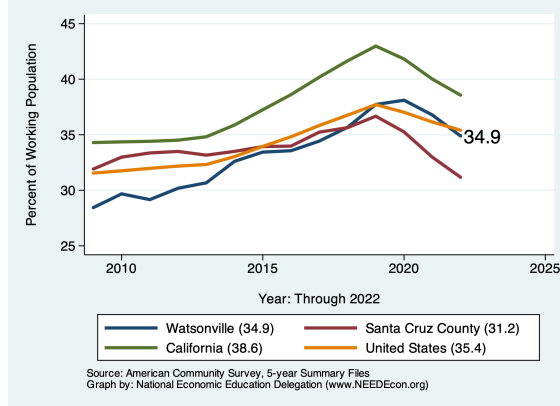
# Commute Times for Employed Residents

**Table 8. SEX OF WORKERS BY TRAVEL TIME TO WORK**

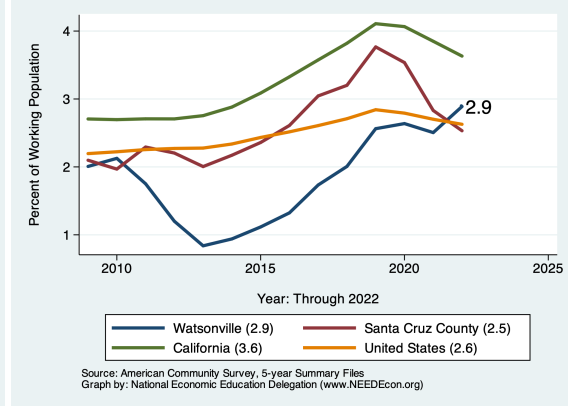
Mode of Transit	Male		Female		All Workers		All of CA
	#	(%)	#	(%)	#	(%)	(%)
Less than 5 minutes	452	3.5	274	2.7	726	3.2	2.0
5 to 9 minutes	946	7.3	1,045	10.4	1,991	8.8	7.5
10 to 14 minutes	1,829	14.2	1,834	18.2	3,663	16.2	12.2
15 to 19 minutes	1,178	9.1	939	9.3	2,117	9.3	15.0
20 to 24 minutes	2,029	15.7	970	9.6	2,999	13.2	14.3
25 to 29 minutes	593	4.6	678	6.7	1,271	5.6	6.3
30 to 34 minutes	1,968	15.3	1,464	14.6	3,432	15.1	15.0
35 to 39 minutes	96	0.7	133	1.3	229	1.0	2.9
40 to 44 minutes	514	4.0	206	2.0	720	3.2	4.3
45 to 59 minutes	1,000	7.8	539	5.4	1,539	6.8	8.6
60 to 89 minutes	1,019	7.9	316	3.1	1,335	5.9	7.9
90 or more minutes	524	4.1	131	1.3	655	2.9	4.0
<b>Total:</b>	<b>12,148</b>	<b>94.3</b>	<b>8,529</b>	<b>84.8</b>	<b>20,677</b>	<b>91.2</b>	

Source: 2022 5-year American Community Survey, Summary File

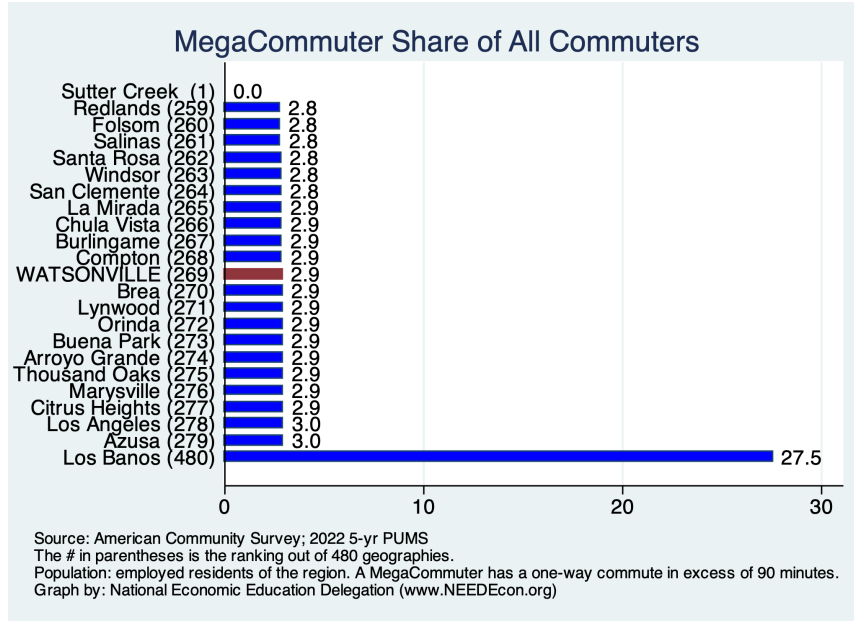
**Figure 79: Percent of Employed Population With Commutes of More than 30 Minutes**



**Figure 80: Percent of Employed Population With Commutes of More than 90 Minutes**



**Figure 81: Rank: Share of MegaCommuters Across Similar Geographies**



## Commute Times for Those Employed in the City

**Table 9. SEX OF WORKERS BY TRAVEL TIME TO WORK FOR WORKPLACE GEOGRAPHY**

Mode of Transit	Male		Female		All Workers		All of CA (%)
	#	(%)	#	(%)	#	(%)	
Less than 5 minutes	229	1.8	217	1.9	446	1.9	2.0
5 to 9 minutes	901	7.2	1,467	12.9	2,368	9.9	7.5
10 to 14 minutes	1,715	13.8	2,074	18.2	3,789	15.9	12.2
15 to 19 minutes	2,214	17.8	1,752	15.4	3,966	16.6	15.0
20 to 24 minutes	2,091	16.8	1,172	10.3	3,263	13.7	14.3
25 to 29 minutes	565	4.5	408	3.6	973	4.1	6.3
30 to 34 minutes	1,348	10.8	1,221	10.7	2,569	10.8	15.0
35 to 39 minutes	444	3.6	198	1.7	642	2.7	2.9
40 to 44 minutes	571	4.6	506	4.4	1,077	4.5	4.3
45 to 59 minutes	990	7.9	527	4.6	1,517	6.4	8.6
60 to 89 minutes	358	2.9	291	2.6	649	2.7	7.9
90 or more minutes	195	1.6	80	0.7	275	1.2	4.0
<b>Total:</b>	<b>11,621</b>	<b>93.3</b>	<b>9,913</b>	<b>86.9</b>	<b>21,534</b>	<b>90.3</b>	

Source: 2022 5-year American Community Survey, Summary File

The results in this table are for those who work in the region, regardless of the location of their residence.

Figure 82: Percent of Local Employees With Commutes of More than 30 Minutes

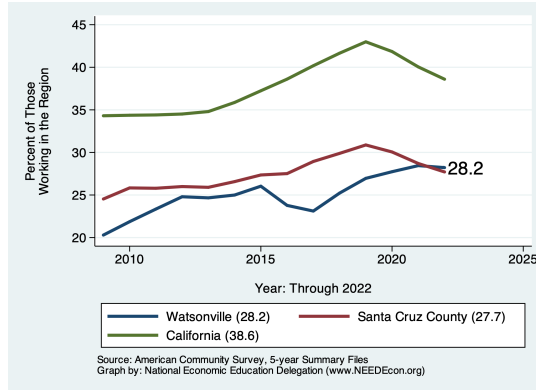


Figure 83: Percent of Local Employees With Commutes of More than 90 Minutes

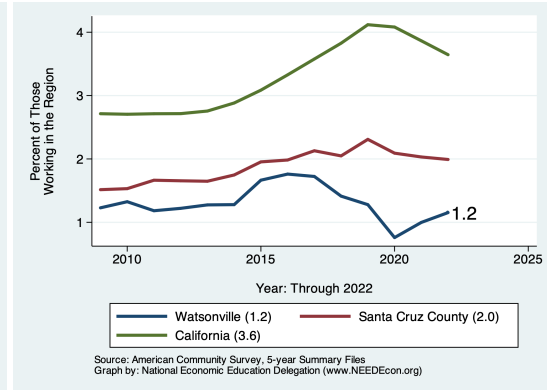
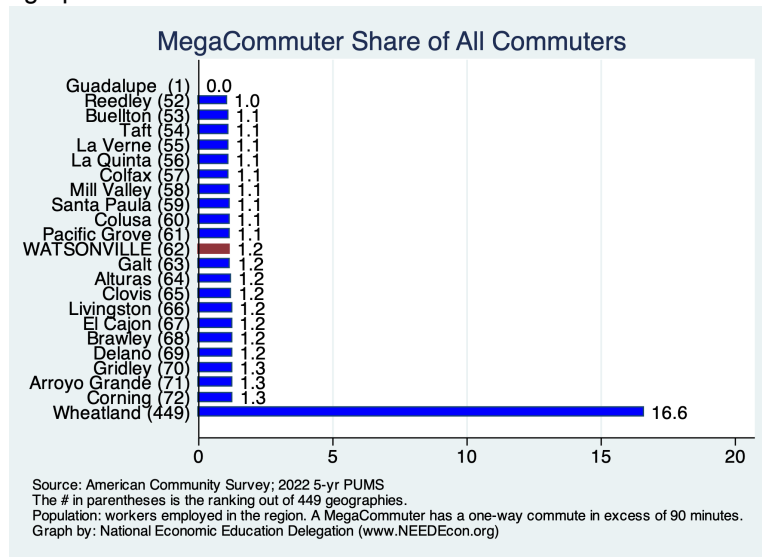


Figure 84: Rank: Share of MegaCommuters Across Similar Geographies



## Place of Work

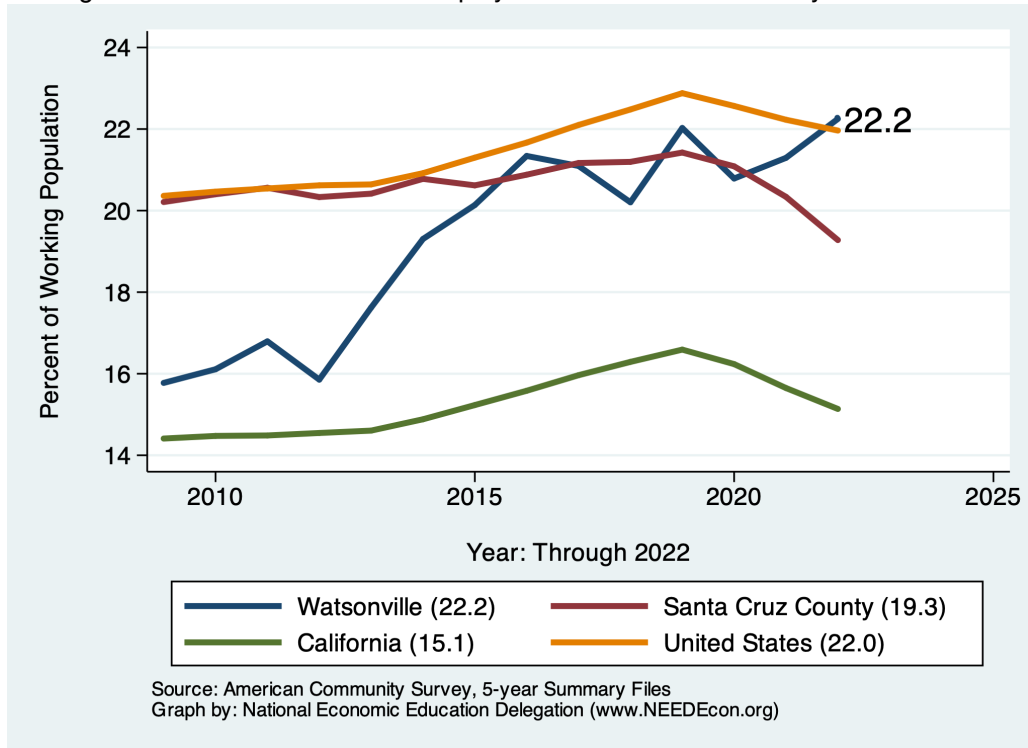
This section provides evidence on where workers living in Watsonville work. As evidenced in the first table, some of Watsonville’s employed workers work in the City, but many do not. The first table and graph pair provide evidence at the county level while the second provide evidence with regard to working outside of the Watsonville city boundary.

**Table 10. SEX OF WORKERS BY PLACE OF WORK–STATE AND COUNTY LEVEL**

Place of Work	Male		Female		All Workers		All of CA (%)
	#	(%)	#	(%)	#	(%)	
Worked in state of residence:	12,669	96.6	9,273	85.5	21,942	92.7	99.6
Worked in county of residence	9,067	69.1	7,610	70.1	16,677	70.5	84.1
worked outside of county of residence	3,602	27.5	1,663	15.3	5,265	22.2	15.4
Worked outside state of residence	41	0.3	20	0.2	61	0.3	0.4
<b>Total:</b>	12,710	96.9	9,293	85.7	22,003	93.0	

Source: 2022 5-year American Community Survey, Summary File

**Figure 85: Percent of Workers Employed Outside of Their County of Residence**

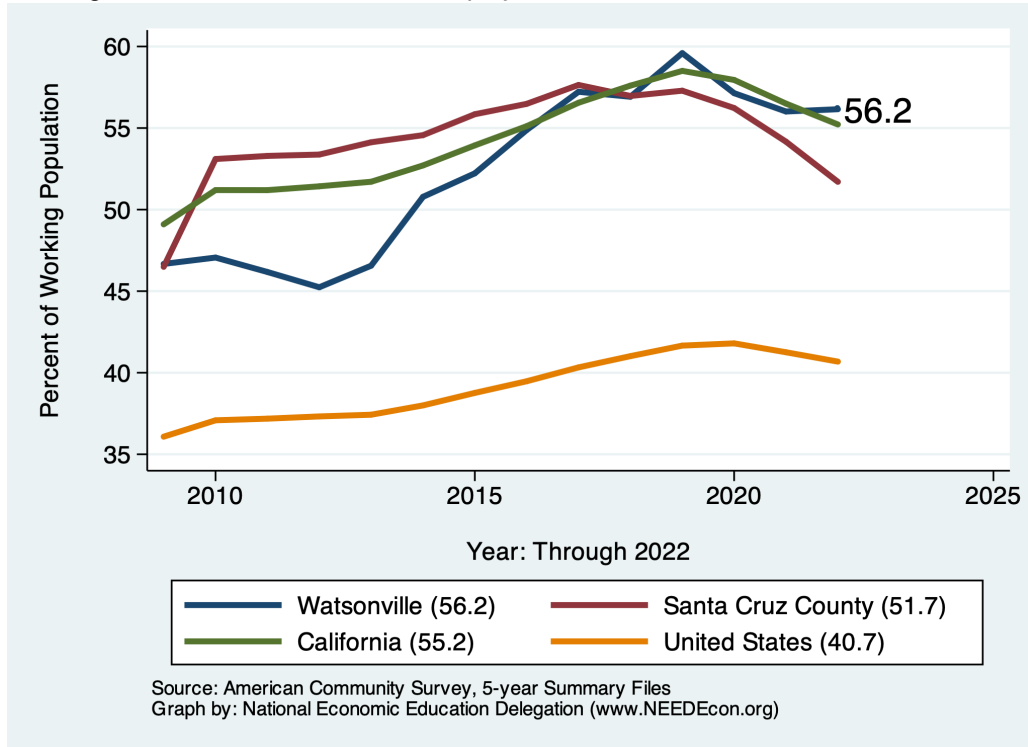


**Table 11. SEX OF WORKERS BY PLACE OF WORK-PLACE LEVEL**

Place of Work	Male		Female		All Workers		All of CA (%)
	#	(%)	#	(%)	#	(%)	
Living in a place:	12,710	96.9	9,293	85.7	22,003	93.0	95.9
Worked in place of residence	4,540	34.6	4,175	38.5	8,715	36.8	39.5
Worked outside place of residence	8,170	62.3	5,118	47.2	13,288	56.2	56.4
Not living in a place	0	0.0	0	0.0	0	0.0	4.1
<b>Total:</b>	12,710	96.9	9,293	85.7	22,003	93.0	

Source: 2022 5-year American Community Survey, Summary File

**Figure 86: Percent of Workers Employed Outside of Their Place of Residence**





## Commute Mode by Income

**Table 12. MEDIAN EARNINGS IN THE PAST 12 MONTHS  
BY MEANS OF TRANSPORTATION TO WORK**

	City	California	Ratio	United States	
	Median	Median		Median	Ratio
Car, truck, or van - drove alone	40,805	48,566	108.2	46,171	107.6
Car, truck, or van - carpooled	31,910	36,463	112.7	34,487	112.7
Public transportation (excluding taxicab)	17,083	40,179	54.8	45,100	46.1
Walked	12,237	29,366	53.7	27,142	54.9
Taxicab, motorcycle, bicycle, or other means	27,525	40,433	87.7	36,140	92.8
Worked from home	69,256	75,153	118.7	67,180	125.6
<b>Total:</b>	37,847	48,747	77.6	46,099	82.1

Source: 2022 5-year American Community Survey, Summary File

Notes: 1) Ratio = the ratio of the regional median to either the CA or US median, relative to the Total ratio.

Values above 100 imply a high local median. Values below 100 imply a low local median.

For example, a value of 200 means that the local mean is 2x higher than would be expected.

For "Total:", ratio is simply the ratio of the medians.

2) For regions with more than one geography, the medians are averages weighted by working population.

**Table 13. MODE OF TRANSPORTATION TO WORK BY WORKERS' EARNINGS**

Mode of Transit	< \$25,000		\$25,000-\$74,999		\$75,000+		All		All of CA (%)
	#	(%)	#	(%)	#	(%)	#	(%)	
Car, Truck, or Van: Drove Alone	3,923	31.7	5,932	75.9	2,936	74.1	15,362	64.9	68.4
Car, Truck, or Van: Carpooled	1,482	12.0	1,099	14.1	451	11.4	3,661	15.5	9.5
Public Transportation (excl Taxi)	139	1.1	0	0.0	30	0.8	241	1.0	3.6
Walked	299	2.4	68	0.9	3	0.1	408	1.7	2.4
Taxicab, Motorcycle, or other	464	3.8	345	4.4	22	0.6	1,005	4.2	2.4
Worked at Home	302	2.4	374	4.8	522	13.2	1,271	5.4	13.6
<b>Total:</b>	6,609	53.4	7,818		3,964		21,948	92.7	100.0

Source: 2022 5-year American Community Survey, Summary File

**Table 14. MODE OF TRANSPORTATION TO WORK BY WORKERS' EARNINGS FOR  
WORKPLACE GEOGRAPHY**

Mode of Transit	< \$25,000		\$25,000-\$74,999		\$75,000+		All		All of CA (%)
	#	(%)	#	(%)	#	(%)	#	(%)	
Car, Truck, or Van: Drove Alone	4,358	34.4	5,616	74.4	4,880	81.8	17,060	69.8	68.5
Car, Truck, or Van: Carpooled	895	7.1	771	10.2	431	7.2	2,754	11.3	9.5
Public Transportation (excl Taxi)	72	0.6	38	0.5	5	0.1	208	0.9	3.6
Walked	291	2.3	89	1.2	5	0.1	483	2.0	2.4
Taxicab, Motorcycle, or other	531	4.2	164	2.2	126	2.1	1,029	4.2	2.4
Worked at Home	302	2.4	374	5.0	522	8.7	1,271	5.2	13.6
<b>Total:</b>	6,449	50.9	7,052	93.4	5,969		22,805	93.3	

Source: 2022 5-year American Community Survey, Summary File

The results in this table are for those who work in the region, regardless of the location of their residence.

## Commute Mode by Poverty Status

**Table 15. MODE OF TRANSPORTATION TO WORK BY POVERTY STATUS**

Mode of Transit	In Poverty		100-149% of Pov		>150% of Pov		All		All of CA (%)
	#	(%)	#	(%)	#	(%)	#	(%)	
Car, Truck, or Van: Drove Alone	1,052	42.2	1,339	40.0	12,971	70.0	15,362	64.9	68.7
Car, Truck, or Van: Carpooled	377	15.1	405	12.1	2,879	15.5	3,661	15.5	9.5
Public Transportation (excl Taxi)	31	1.2	5	0.1	205	1.1	241	1.0	3.6
Walked	170	6.8	43	1.3	195	1.1	408	1.7	2.1
Taxicab, Motorcycle, or other	31	1.2	224	6.7	750	4.0	1,005	4.2	2.4
Worked at Home	27	1.1	111	3.3	1,188	6.4	1,326	5.6	13.6
<b>Total:</b>	1,688	67.7	2,127	63.5	18,188	98.2	22,003	93.0	

Source: 2022 5-year American Community Survey, Summary File

**Table 16. MODE OF TRANSPORTATION TO WORK BY POVERTY STATUS FOR WORKPLACE GEOGRAPHY**

Mode of Transit	In Poverty		100-149% of Pov		>150% of Pov		All		All of CA (%)
	#	(%)	#	(%)	#	(%)	#	(%)	
Car, Truck, or Van: Drove Alone	1,236	47.2	724	23.0	15,074	73.2	17,034	69.7	68.7
Car, Truck, or Van: Carpooled	251	9.6	334	10.6	2,169	10.5	2,754	11.3	9.5
Public Transportation (excl Taxi)	31	1.2	52	1.7	125	0.6	208	0.9	3.6
Walked	170	6.5	37	1.2	276	1.3	483	2.0	2.1
Taxicab, Motorcycle, or other	98	3.7	200	6.4	691	3.4	989	4.0	2.4
Worked at Home	27	1.0	111	3.5	1,188	5.8	1,326	5.4	13.6
<b>Total:</b>	1,813	69.2	1,458	46.4	19,523	94.8	22,794	93.3	

Source: 2022 5-year American Community Survey, Summary File

The results in this table are for those who work in the region, regardless of the location of their residence.

# Migration

## Overall Migration Flows

### Definition:

The United States is a country with an increasingly mobile population. People move, migrate, from one place to another with increasing frequency.

### Why is it important?

Having a handle on whether or not Watsonville is a net recipient (migration inflows) or donor (migration outflows) of population is very im-

portant for understanding trends in the City's development. This section outlines migration patterns by age, education, income, marital status, and housing tenure. Understanding recent trends is very important for making policy, investment, and other decisions about the future. Also, understanding the extent to which the population is stable, or experiences significant turnover each year is helpful for planning purposes.

Figure 87: Overall Movements of Residents

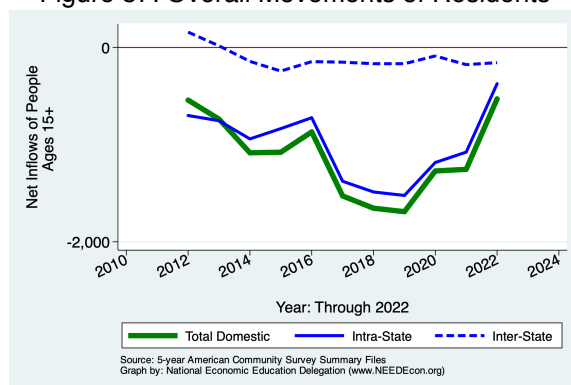


Table 17: Migration by Income

Category	Population	Net Inflows				
		All Migration	Same State		Across States	From Abroad
			W/in County	Between Counties		
No income	6,768	67	163	-114	-5	23
With income	33,178	-527	188	-610	-151	46
\$1 to \$9,999 or loss	4,841	-361	-25	-212	-124	0
\$10,000 to \$14,999	3,694	130	23	115	-8	0
\$15,000 to \$24,999	5,667	-38	55	-123	20	10
\$25,000 to \$34,999	4,816	-46	-19	-23	-4	0
\$35,000 to \$49,999	4,712	-99	65	-152	-32	20
\$50,000 to \$64,999	3,479	-37	-21	-42	26	0
\$65,000 to \$74,999	1,343	107	87	2	2	16
\$75,000 or more	4,626	-183	23	-175	-31	0
<b>All:</b>	<b>39,946</b>	<b>-460</b>	<b>351</b>	<b>-724</b>	<b>-156</b>	<b>69</b>

Source: 2022 5-year American Community Survey, Summary File

Note: The data in this and other tables in this section are limited in that there is no information on the City's population that has moved abroad.

The "From Abroad" column is gross movements into the City from abroad.

Figure 88: Overall Movements of Low Income Residents

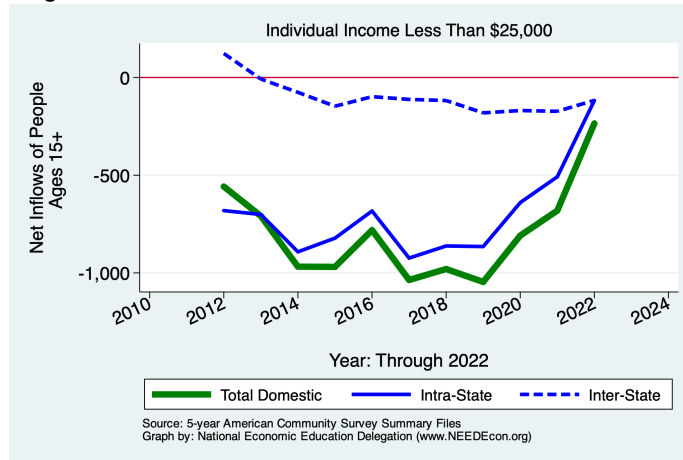


Figure 89: Overall Movements of Middle Income Residents

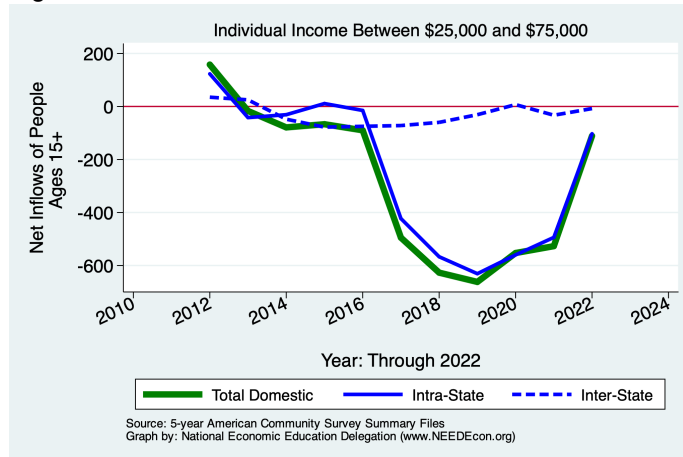
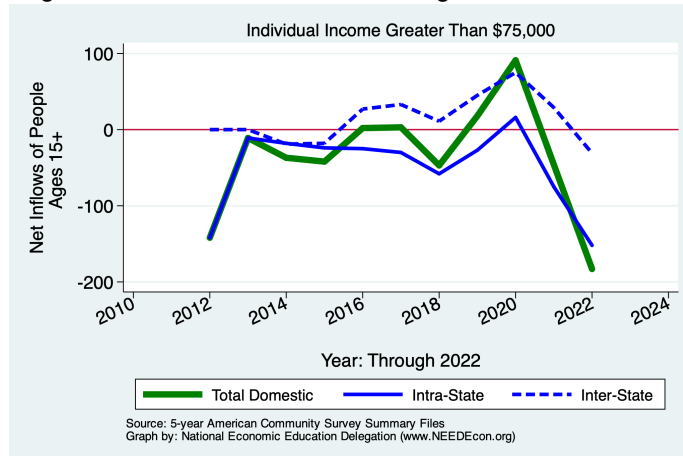


Figure 90: Overall Movements of High Income Residents



## Demographics of Migration Flows

**Table 18: Migration by Marital Status**

Category	Population	Net Inflows				
		All Migration	Same State		Across States	From Abroad
			W/in County	Between Counties		
Never married	15,309	-379	77	-399	-67	10
Now married, except separated	18,161	-350	86	-394	-101	59
Divorced	3,323	83	91	-22	14	0
Separated	921	180	104	76	0	0
Widowed	2,232	6	-7	15	-2	0
<b>Total:</b>	<b>39,946</b>	<b>-460</b>	<b>351</b>	<b>-724</b>	<b>-156</b>	<b>69</b>

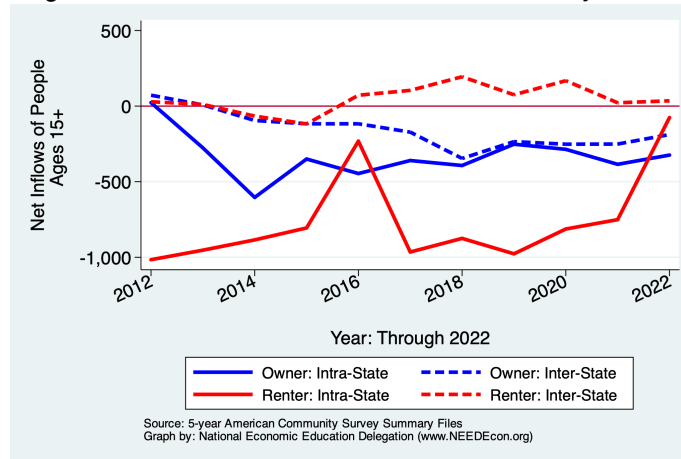
Source: 2022 5-year American Community Survey, Summary File

**Table 19: Migration by Tenure**

Category	Population	Net Inflows				
		All Migration	Same State		Across States	From Abroad
			W/in County	Between Counties		
Householder lived in owner-occupied housing units	20,464	-486	102	-426	-188	26
Householder lived in renter-occupied housing units	30,740	-11	230	-306	35	30
<b>Total:</b>	<b>51,204</b>	<b>-497</b>	<b>332</b>	<b>-732</b>	<b>-153</b>	<b>56</b>

Source: 2022 5-year American Community Survey, Summary File

**Figure 91: Domestic Movements of Residents by Tenure**



**Table 20: Migration by Age**

Category	Population	Net Inflows					From Abroad
		All Migration	Same State			Across States	
			W/in County	Between Counties	Between Counties		
1 to 4 years	3,312	-5	41	-46	0	0	
5 to 17 years	11,381	-225	-96	-40	-89	0	
18 and 19 years	1,510	-125	18	-122	-21	0	
20 to 24 years	3,959	-175	-73	-96	-16	10	
25 to 29 years	3,522	150	136	-25	26	13	
30 to 34 years	3,068	-62	154	-172	-44	0	
35 to 39 years	3,242	-87	-5	-92	0	10	
40 to 44 years	3,455	-52	-70	-2	0	20	
45 to 49 years	3,328	23	152	-27	-102	0	
50 to 54 years	3,004	-8	12	-36	0	16	
55 to 59 years	2,801	-85	-12	-13	-60	0	
60 to 64 years	2,836	13	101	-90	2	0	
65 to 69 years	2,384	-6	-26	-53	73	0	
70 to 74 years	1,533	-41	-5	-48	12	0	
75 years and over	2,549	114	11	82	21	0	
<b>Total Population:</b>	51,884	-571	338	-780	-198	69	

Source: 2022 5-year American Community Survey, Summary File

**Table 21: Migration by Educational Attainment**

Category	Population	Net Inflows					From Abroad
		All Migration	Same State			Across States	
			W/in County	Between Counties	Between Counties		
Less than high school graduate	10,701	81	8	43	0	30	
High school graduate (includes equiv)	8,286	147	262	-135	7	13	
Some college or assoc. degree	9,013	-230	65	-282	-29	16	
Bachelor's degree	2,506	-87	29	-98	-18	0	
Graduate or professional degree	1,216	48	84	-4	-32	0	
<b>Total:</b>	31,722	-41	448	-476	-72	59	

Source: 2022 5-year American Community Survey, Summary File

**Table 22: Median Income of Migration Flows**

Flow	In-Migration	Out-Migration
Same House 1 Year Ago	29,845	29,845
Moved Within Same County	24,006	21,593
Moved to Different County, Same State	22,182	28,558
<b>Total Population:</b>	29,505	29,545

Source: 2022 5-year American Community Survey, Summary File

**Table 23: Median Age of Migration Flows**

Flow	In-Migration	Out-Migration
Same House 1 Year Ago	33.9	33.9
Moved Within Same County	30.2	28.0
Moved to Different County, Same State	33.3	33.0
Moved Between States	66.5	33.8
Moved from Abroad	42.1	
<b>Total Population:</b>	33.6	33.3

Source: 2022 5-year American Community Survey, Summary File

## References and Sources

The majority of the data presented in this report are from the American Community Survey (ACS). For larger geographies, the 1-year Summary Files provide the data. For smaller communities, roughly those with less than 65,000 in population in 2021, the 5-year Summary Files provide the data.

The ACS data are supplemented by building permit data from the U.S. Census Bureau, population and housing data from the California Department of Finance, and home price and rental rates from Zillow.

U.S. Census Bureau. American Community Survey 1-year and 5-year Summary Files. <https://www.census.gov/programs-surveys/acs/data/data-via-ftp.html>. The 1-year data are released in September each year and the 5-year data are released in January.

Zillow Research Data <https://www.zillow.com/research/data/>

U.S. Census Bureau. Building Permits Data, updated annually in February. <https://www.census.gov/construction/bps/current.html>

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