

Highlights



Population Growth: The population of the jurisdiction remained unchanged over the past decade at 211,000, in contrast with the 10% growth in the state as a whole. An increase in the population age 65+ was matched by a decrease in young people.

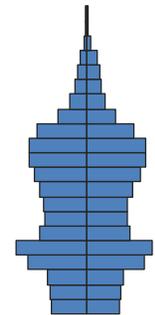
Diversity: The population mix changed over the past ten years as the white, non-Hispanic share of the population decreased from 75% to 71% of the total, and the Hispanic share of the population increased from 17% to 20% of the total.

Age Structure: The age structure of the area has shifted upward somewhat since 2000, as the share of population age 65+ increased from 10% to 12% of total, closely approximating the statewide shift.

Households: Households are more likely to be single-person households, and less likely to be traditional households—married couples with children—than households throughout the state. Of households in the jurisdiction, 28% are single-person households, compared with 23% statewide. Only 18% are traditional families—married couples with children—compared with 23% statewide. Among those age 65+, 30% live alone, higher than the 25% rate statewide.

Education: Adults in the jurisdiction have a higher level of educational attainment than adults statewide, with 44% of adults having attained a Bachelor’s degree or higher, compared with 30% in California as a whole. In addition, only 9% of adults have not completed high school, compared with 20% statewide.

Note: The Santa Cruz Public Libraries jurisdiction includes the county population that is not located within the city of Watsonville.



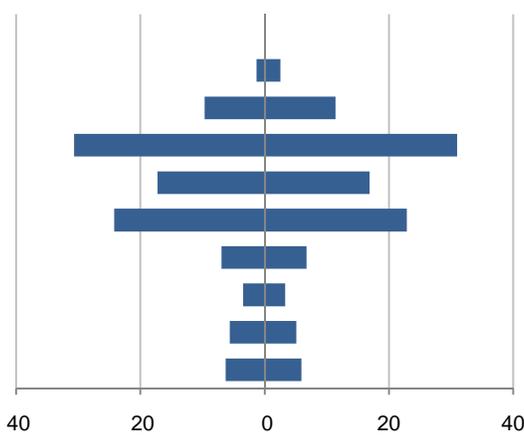
Population by Age

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	211,337	211,183
	10-year growth	6.4%	-0.1%
Diversity			
	% Hispanic	16.7%	20.1%
	% Asian, non-Hispanic	3.4%	4.3%
	% White, non-Hispanic	75.2%	70.7%
	% Black, non-Hispanic	0.9%	1.0%
Aging			
	% 65+	10.3%	11.8%
	Median age	#N/A	#N/A
Households			
	% Married couple with children	21.9%	17.8%
	% Living alone	26.1%	27.8%

1. Population by Library-Defined Age Group, 2010

In thousands; males on left, females on right

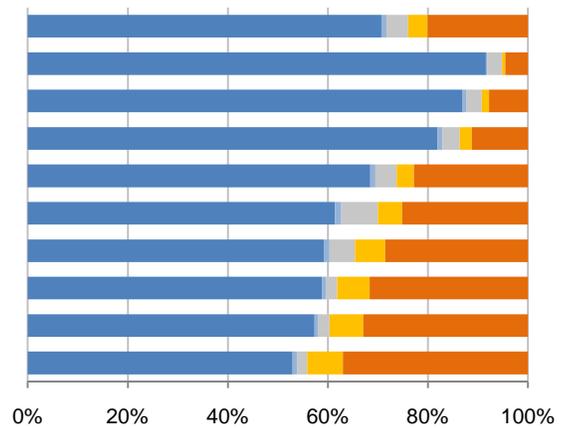


2. Race and Ethnicity by Library-Defined Age Group, 2010

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

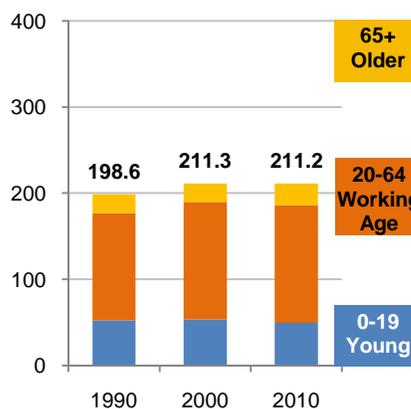


3. Population Growth by Library-Defined Age Group, 2000-10

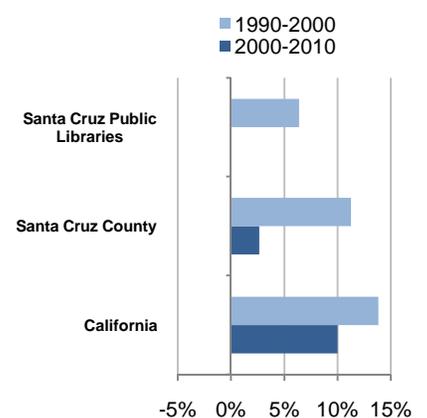
	2010	Change	% Change
Total	211,183	-154	-0.1%
85+	3,860	591	18.1%
65 to 84	21,059	2,643	14.4%
46 to 64	61,627	12,206	24.7%
33 to 45	34,147	-11,650	-25.4%
19 to 32	47,100	2,059	4.6%
14 to 18	13,673	-778	-5.4%
11 to 13	6,780	-1,275	-15.8%
6 to 10	10,733	-2,355	-18.0%
0 to 5	12,204	-1,595	-11.6%

4. Population Total, 1990-2010

In thousands



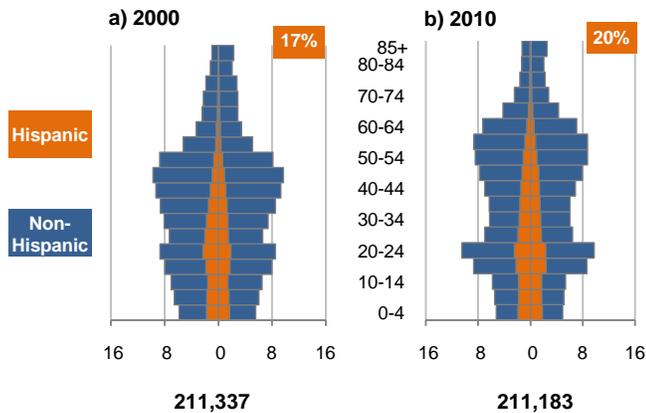
5. 10-Year Population Change



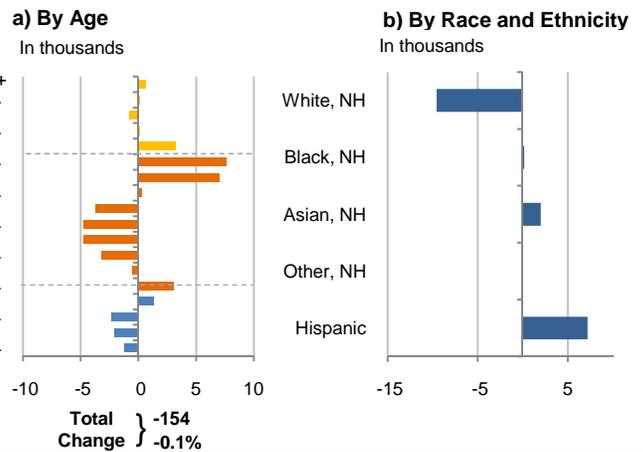
Source: US Census 2010, 2000, or 1990

6. Population by 5-Year Age Brackets

In thousands; males on left, females on right

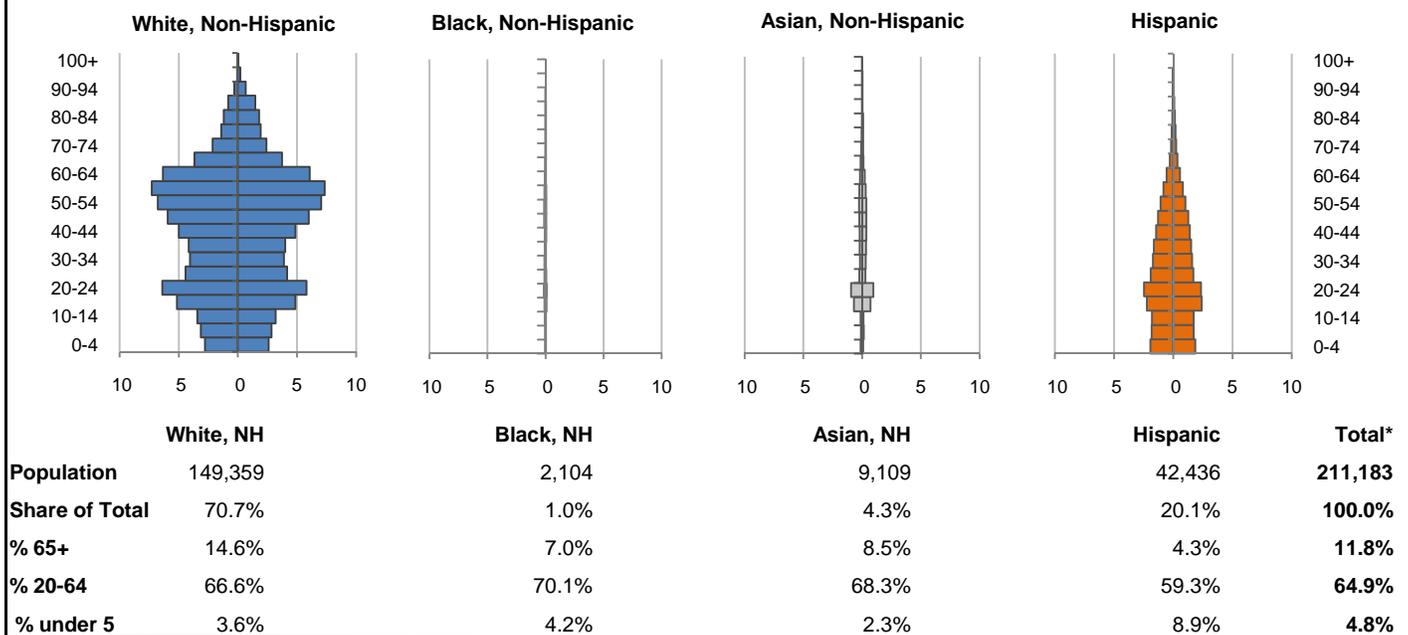


7. 10-Year Change in Population, 2000-10

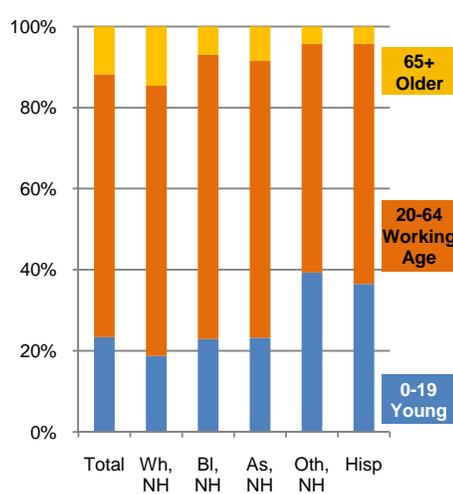


8. Population by Age, Race, and Ethnicity, 2010

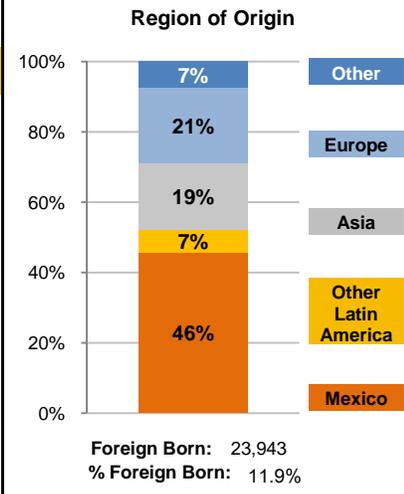
In thousands; males on left, females on right



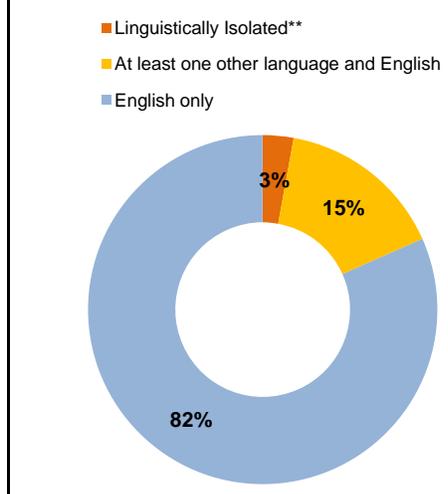
9. Age Mix by Race and Ethnicity, 2010



10. Foreign Born, 2005-09



11. Household Language, 2005-09

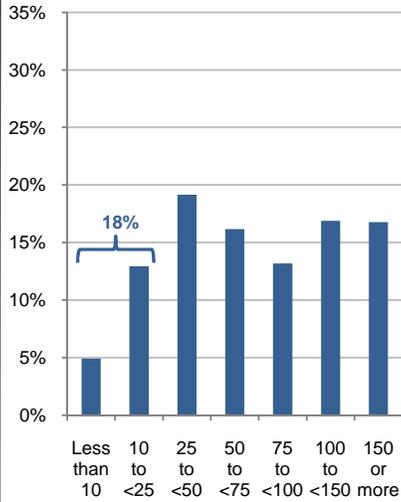


Wh=White; Bl=Black; As=Asian; Oth=Other Race or Two or More Races; Hisp=Hispanic; NH=Non-Hispanic; ACS=American Community Survey 2005-09
 *See pages 5-6 for detail on Other, Non-Hispanic
 **Linguistically Isolated = No one in the household age 14 and over speaks English at least "very well"

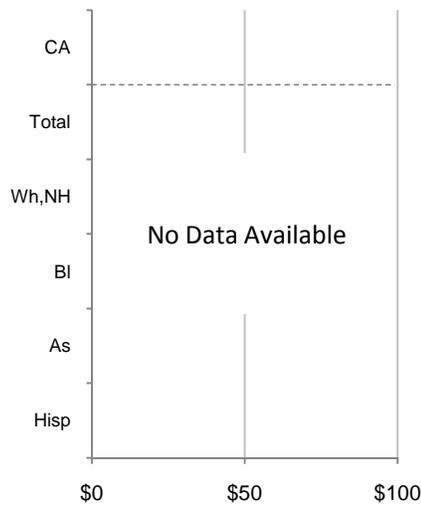
12. Household Income, 2005-09

In thousands of \$ (2009)

a) Income Distribution



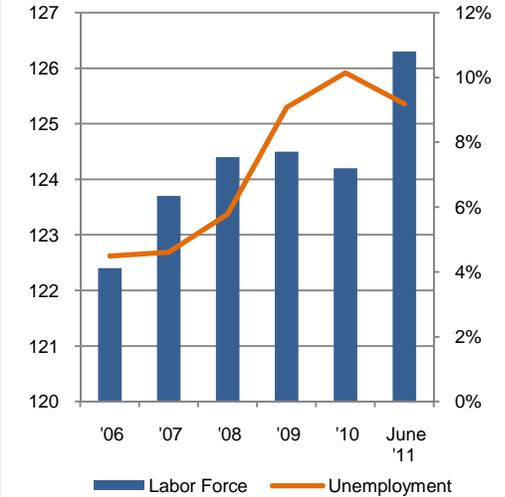
b) Median Household Income by Race and Ethnicity*



13. Labor Force and Unemployment, 2006-11

Labor Force In thousands

Unemployment Rate

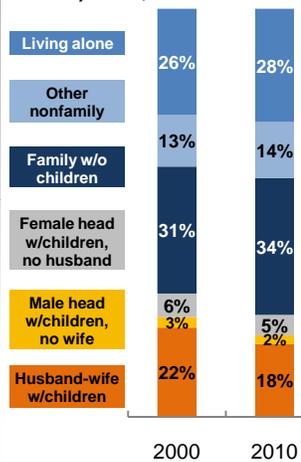


Source: CA Employment Development Department

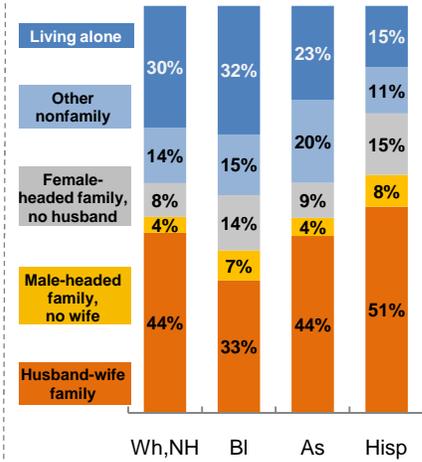
14. Household Type, 2010

% of all households

a) Total, 2000-10

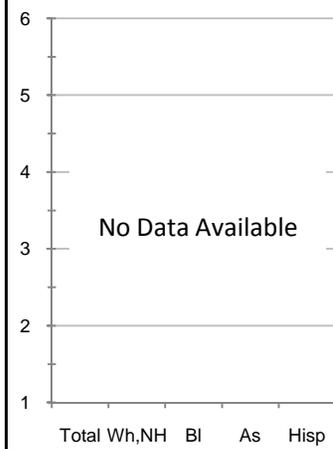


b) By Race and Ethnicity,* 2010

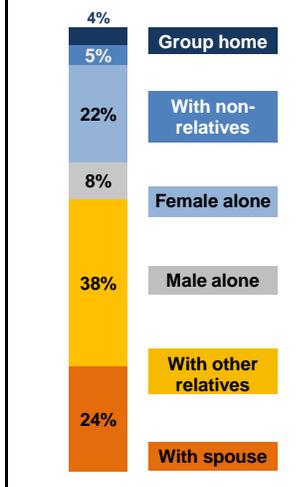


15. Average Household Size, 2010

By Race and Ethnicity*



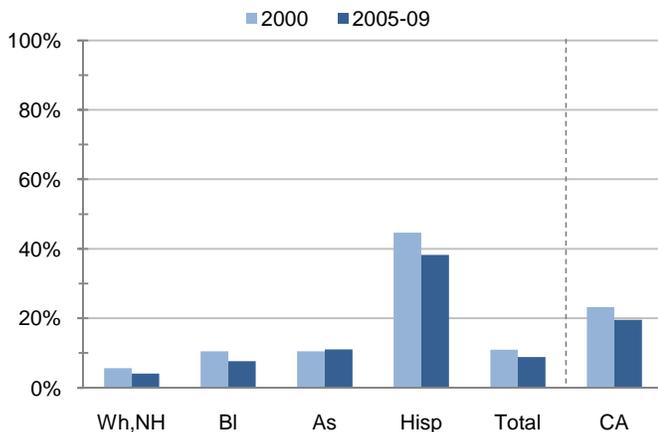
16. Living Arrangements Age 65+, 2005-09



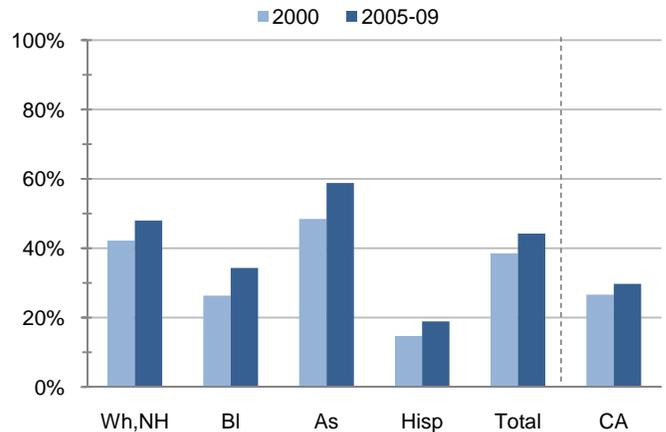
Source: ACS 2005-09

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	158,890	1,954	7,106	8,155	1,017	283	793	6,062	35,232	211,337
2000 % of Total	75.2%	0.9%	3.4%	3.9%	0.5%	0.1%	0.4%	2.9%	16.7%	100.0%
2010 Total	149,359	2,104	9,109	8,175	839	270	516	6,550	42,436	211,183
2010 % of Total	70.7%	1.0%	4.3%	3.9%	0.4%	0.1%	0.2%	3.1%	20.1%	100.0%
B. Population in Major Age Groups by Race and Ethnicity										
2000										
0-19	34,955	537	1,698	3,020	240	76	243	2,461	13,420	53,630
20-64	104,446	1,332	4,808	4,805	723	190	525	3,367	20,631	136,022
65+	19,489	85	600	330	54	17	25	234	1,181	21,685
85+	3,033	7	77	39	6	2	0	31	113	3,269
2010										
0-19	28,009	482	2,117	3,215	167	36	176	2,836	15,483	49,306
20-64	99,500	1,474	6,222	4,615	600	214	315	3,486	25,147	136,958
65+	21,850	148	770	345	72	20	25	228	1,806	24,919
85+	3,535	12	113	26	6	1	3	16	174	3,860
C. Age Mix for Each Racial and Ethnic Group										
2000										
0-19	22.0%	27.5%	23.9%	37.0%	23.6%	26.9%	30.6%	40.6%	38.1%	25.4%
20-64	65.7%	68.2%	67.7%	58.9%	71.1%	67.1%	66.2%	55.5%	58.6%	64.4%
65+	12.3%	4.4%	8.4%	4.0%	5.3%	6.0%	3.2%	3.9%	3.4%	10.3%
85+	1.9%	0.4%	1.1%	0.5%	0.6%	0.7%	0.0%	0.5%	0.3%	1.5%
2010										
0-19	18.8%	22.9%	23.2%	39.3%	19.9%	13.3%	34.1%	43.3%	36.5%	23.3%
20-64	66.6%	70.1%	68.3%	56.5%	71.5%	79.3%	61.0%	53.2%	59.3%	64.9%
65+	14.6%	7.0%	8.5%	4.2%	8.6%	7.4%	4.8%	3.5%	4.3%	11.8%
85+	2.4%	0.6%	1.2%	0.3%	0.7%	0.4%	0.6%	0.2%	0.4%	1.8%
D. Racial and Ethnic Mix for Each Age Group										
2000										
0-19	65.2%	1.0%	3.2%	5.6%	0.4%	0.1%	0.5%	4.6%	25.0%	100.0%
20-64	76.8%	1.0%	3.5%	3.5%	0.5%	0.1%	0.4%	2.5%	15.2%	100.0%
65+	89.9%	0.4%	2.8%	1.5%	0.2%	0.1%	0.1%	1.1%	5.4%	100.0%
85+	92.8%	0.2%	2.4%	1.2%	0.2%	0.1%	0.0%	0.9%	3.5%	100.0%
2010										
0-19	56.8%	1.0%	4.3%	6.5%	0.3%	0.1%	0.4%	5.8%	31.4%	100.0%
20-64	72.7%	1.1%	4.5%	3.4%	0.4%	0.2%	0.2%	2.5%	18.4%	100.0%
65+	87.7%	0.6%	3.1%	1.4%	0.3%	0.1%	0.1%	0.9%	7.2%	100.0%
85+	91.6%	0.3%	2.9%	0.7%	0.2%	0.0%	0.1%	0.4%	4.5%	100.0%
E. Population Growth										
2000-10, Change										
0-19	-6,946	-55	419	195	-73	-40	-67	375	2,063	-4,324
20-64	-4,946	142	1,414	-190	-123	24	-210	119	4,516	936
65+	2,361	63	170	15	18	3	0	-6	625	3,234
85+	502	5	36	-13	0	-1	3	-15	61	591
Total	-9,531	150	2,003	20	-178	-13	-277	488	7,204	-154
2000-10, % Change										
0-19	-19.9%	-10.2%	24.7%	6.5%	-30.4%	-52.6%	-27.6%	15.2%	15.4%	-8.1%
20-64	-4.7%	10.7%	29.4%	-4.0%	-17.0%	12.6%	-40.0%	3.5%	21.9%	0.7%
65+	12.1%	74.1%	28.3%	4.5%	33.3%	17.6%	0.0%	-2.6%	52.9%	14.9%
85+	16.6%	71.4%	46.8%	-33.3%	0.0%	-50.0%	N/A	-48.4%	54.0%	18.1%
Total	-6.0%	7.7%	28.2%	0.2%	-17.5%	-4.6%	-34.9%	8.1%	20.4%	-0.1%

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	6,461	106	253	865	28	7	57	773	4,519	12,204
6-10	6,152	82	242	726	40	3	42	641	3,531	10,733
11-13	3,988	61	143	440	31	4	19	386	2,148	6,780
14-18	8,095	152	698	827	50	14	46	717	3,901	13,673
19-32	28,926	603	3,453	2,275	176	76	129	1,894	11,843	47,100
33-45	23,389	343	1,451	1,185	137	59	90	899	7,779	34,147
46-64	50,498	609	2,099	1,512	305	87	108	1,012	6,909	61,627
65-84	18,315	136	657	319	66	19	22	212	1,632	21,059
85+	3,535	12	113	26	6	1	3	16	174	3,860
Total	149,359	2,104	9,109	8,175	839	270	516	6,550	42,436	211,183
G. Population by 5-Year Age Brackets, 2010										
0-4	5,384	88	212	729	26	7	46	650	3,784	10,197
5-9	5,975	72	231	736	36	3	43	654	3,560	10,574
10-14	6,625	112	248	705	43	9	38	615	3,523	11,213
15-19	10,025	210	1,426	1,045	62	17	49	917	4,616	17,322
20-24	12,184	269	1,886	1,113	63	43	58	949	4,818	20,270
25-29	8,588	163	504	551	64	13	44	430	3,612	13,418
30-34	7,939	141	477	442	51	20	27	344	3,292	12,291
35-39	8,160	117	539	444	48	20	42	334	3,134	12,394
40-44	9,854	140	577	456	62	25	29	340	2,860	13,887
45-49	11,929	187	622	453	76	21	30	326	2,555	15,746
50-54	13,812	197	635	478	94	34	45	305	2,095	17,217
55-59	14,617	162	557	385	83	22	19	261	1,644	17,365
60-64	12,417	98	425	293	59	16	21	197	1,137	14,370
65-69	7,409	55	242	139	30	4	10	95	667	8,512
70-74	4,568	39	162	86	19	7	6	54	418	5,273
75-79	3,343	29	137	49	8	2	2	37	315	3,873
80-84	2,995	13	116	45	9	6	4	26	232	3,401
85-89	2,289	9	75	13	5	1	0	7	123	2,509
90-94	963	3	28	8	0	0	3	5	38	1,040
95-99	249	0	7	4	1	0	0	3	13	273
100+	34	0	3	1	0	0	0	1	0	38
Total	149,359	2,104	9,109	8,175	839	270	516	6,550	42,436	211,183
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	#N/A	#N/A	#N/A		#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
2010	#N/A	#N/A	#N/A		#N/A	#N/A	#N/A	#N/A	#N/A	#N/A

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	3,934	4.9%	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	\$60,392
\$10 to <\$25	10,363	12.9%							
\$25 to <\$50	15,356	19.2%							
\$50 to <\$75	12,960	16.2%							
\$75 to <\$100	10,573	13.2%							
\$100 to <\$150	13,521	16.9%							
\$150+	13,441	16.8%							
K. Household Type, 2000-10			2000	2000,%	2010	2010,%			
Total households			79,766	100.0%	80,827	100.0%			
Family Households			48,904	61.3%	47,261	58.5%			
Husband-wife w/children			17,460	21.9%	14,413	17.8%			
Female head, no husband, w/children			4,607	5.8%	3,981	4.9%			
Male head, no wife, w/children			2,061	2.6%	1,783	2.2%			
Without children			24,776	31.1%	27,084	33.5%			
Nonfamily households			30,862	38.7%	33,566	41.5%			
Living alone			20,814	26.1%	22,460	27.8%			
Other nonfamily			10,048	12.6%	11,106	13.7%	Source: US Census 2010, 2000		
L. Household Type by Race and Ethnicity, 2010			White, NH	Black	Asian	Hispanic	Total		
Total households			65,090	783	2,689	10,174	80,827		
Husband-wife family			44.3%	32.6%	43.5%	50.7%	44.7%		
Family with male head, no wife			3.9%	7.4%	4.5%	7.8%	4.5%		
Family with female head, no husband			8.3%	13.5%	8.6%	15.1%	9.4%		
Living alone			29.9%	31.5%	23.1%	15.0%	27.8%	Source: US	
Other nonfamily			13.6%	14.9%	20.4%	11.4%	13.7%	Census 2010	
M. Poverty, 2005-09							California		
<i>Percentage of families and people whose income in the past 12 months is below the poverty level</i>									
All families							5.1%	9.8%	
Families w/ related children under 18 years							8.3%	14.5%	
Families w/ female householder, no husband present							17.4%	24.2%	
Families w/ female householder, no husband present w/ related children under 18 years							24.6%	32.2%	
All people							11.0%	13.2%	
Under 18 years							10.0%	18.3%	
18 to 64 years							12.3%	11.9%	
65 years and over							5.1%	8.4%	
N. Educational Attainment, 2005-09			% at each level of educational attainment						
			White, NH	Black	Asian	Hispanic	Total		
Population 25 years and over			104,802	1,443	4,841	16,542	130,956		
Less than high school			4.1%	7.7%	11.0%	38.2%	8.8%		
High school graduate (includes equivalency)			14.6%	8.7%	8.6%	21.1%	15.3%		
Some college or associate's degree			33.3%	49.3%	21.5%	21.7%	31.6%		
Bachelor's degree or higher			48.0%	34.3%	58.9%	18.9%	44.2%		
O. Employment Status, 2010-11			2010	June 2011					
In civilian labor force			124,200	126,300					
Employed			111,500	114,800					
Unemployed, % of labor force			10.1%	9.2%	Source: CA Employment Development Department				
P. Occupation, 2005-09			Estimate		Percent				
Civilian employed population, 16 yrs & over			106,028		100.0%				
Management, professional, and related occupations			47,784		45.1%				
Service occupations			17,361		16.4%				
Sales and office occupations			24,121		22.7%				
Farming, fishing, and forestry occupations			1,597		1.5%				
Construction, extraction, maintenance, and repair occupations			8,578		8.1%				
Production, transportation, and material moving occupations			6,587		6.2%				
Q. Class of Worker, 2005-09			Estimate		Percent				
Civilian employed population, 16 yrs & over			106,028		100.0%				
Private, for profit, wage and salary employee			59,738		56.3%				
Private, not for profit, wage and salary employee			9,065		8.5%				
Private, for profit, wage and salary self-employed in own business			4,448		4.2%				
Government workers			17,636		16.6%				
Self-employed in own not incorporated business			14,897		14.1%				
Unpaid family workers in family business			244		0.2%				

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

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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.