South Santa Cruz County

Mónica Morales

Health Services Agency Director

Demographics

South County Region:

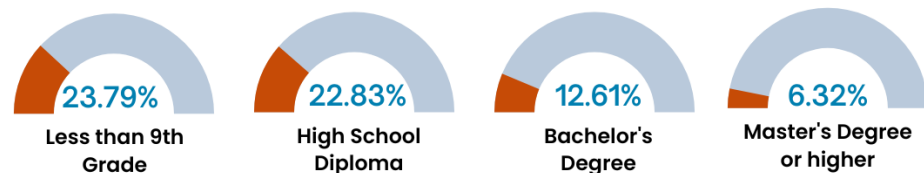Watsonville, Aptos Hills, La Selva Beach, Amesti, Corralitos, Interlaken, Pajaro Dunes, & Freedom

Population:

84,331	269,893
South County	Santa Cruz County

Population increased from 2010-2022 by:

3.77%	2.86%
South County	Santa Cruz County

Education Levels

23.79%	22.83%	12.61%	6.32%
Less than 9th Grade	High School Diploma	Bachelor's Degree	Master's Degree or higher

Data Source: Datashare

Demographics: A Closer Look

2+ Races: 4,108 (4.87%)

White: 40,846 (48.44%)

Some Other Race: 34,626 (41.06%)

Native Hawaiian/Pacific Islander: 108 (0.13%)

Asian: 2,703 (3.21%)

American Indian/Alaskan Native: 1,239 (1.47%)

Black/African American: 701 (0.83%)

Claritas, 2022. www.datasharescc.org
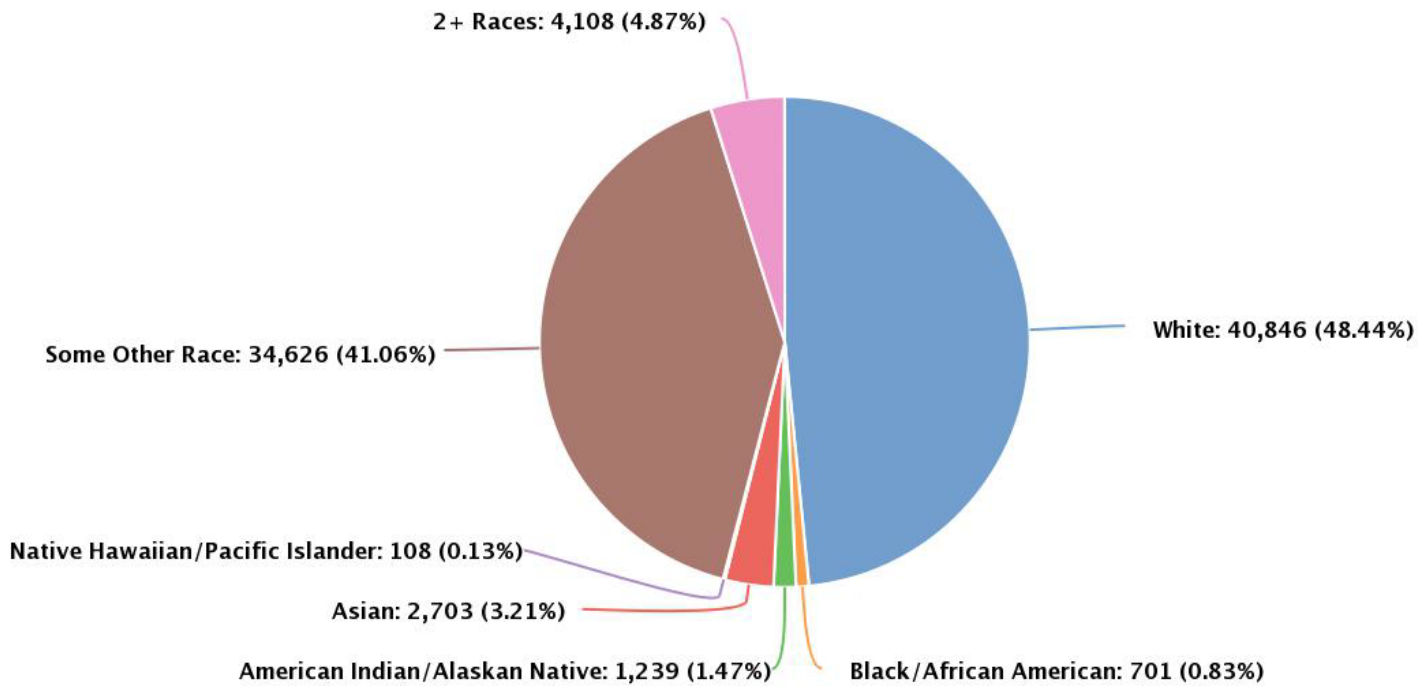
Population by Ethnicity	Persons	% of Population
Hispanic/Latino	62,539	74.16%
Non-Hispanic/Latino	21,792	25.84%

Population Age 5+ by Language Spoken at Home	Persons	% of Population Age 5+
Speak Only English	28,671	36.83%
Speak Spanish	46,127	59.25%
Speak Asian/Pac Islander Lang	1,189	1.53%
Speak Indo-European Lang	1,415	1.82%
Speak Other Lang	445	0.57%

Data Source: Datashare

Health Metrics

Uninsured Adults 18-64 yrs (2020) 24%

Adults Delayed or had Difficulty Obtaining Care (2019-2020) 23%

Adults who Smoke (2019-2020) 9%

Adults who are Sedentary (2020) 28%

Children & Teens w/ Asthma (2019-2020) 16%

Preventative Services 65+ yrs (2020) 57%

Dental Visits 18-64 yrs (2020) 54%

Adults with Diabetes (2019-2020) 12%

Adults w/ Poor Mental Health: 14+ Days (2020) 16%

Children (2-11 yrs) who are Overweight (2017-2018) 21%

*South Santa Cruz County, population: 84,331

Data Source: Datashare

Employment & Income

The **major industries** include

- Agriculture
- Healthcare
- Retail

Unemployment

6.72%	5.15%	5.28%
South County	Santa Cruz County	California

Median Household Annual Income

$80,860	$102,032
South County	Santa Cruz County

Data Source: Datashare

Other Industries comprising less than 4%

Employment by Industry (2022) 16+ years

- 17.5% Agriculture
- 12.6% Healthcare
- 10.9% Retail
- 8.1% Manufacturing
- 7.2% Construction
- 6.9% Education
- 6.1% Food/Accommodation Services
- 4.7% Waste management
- 4.3% Warehouse/Transport
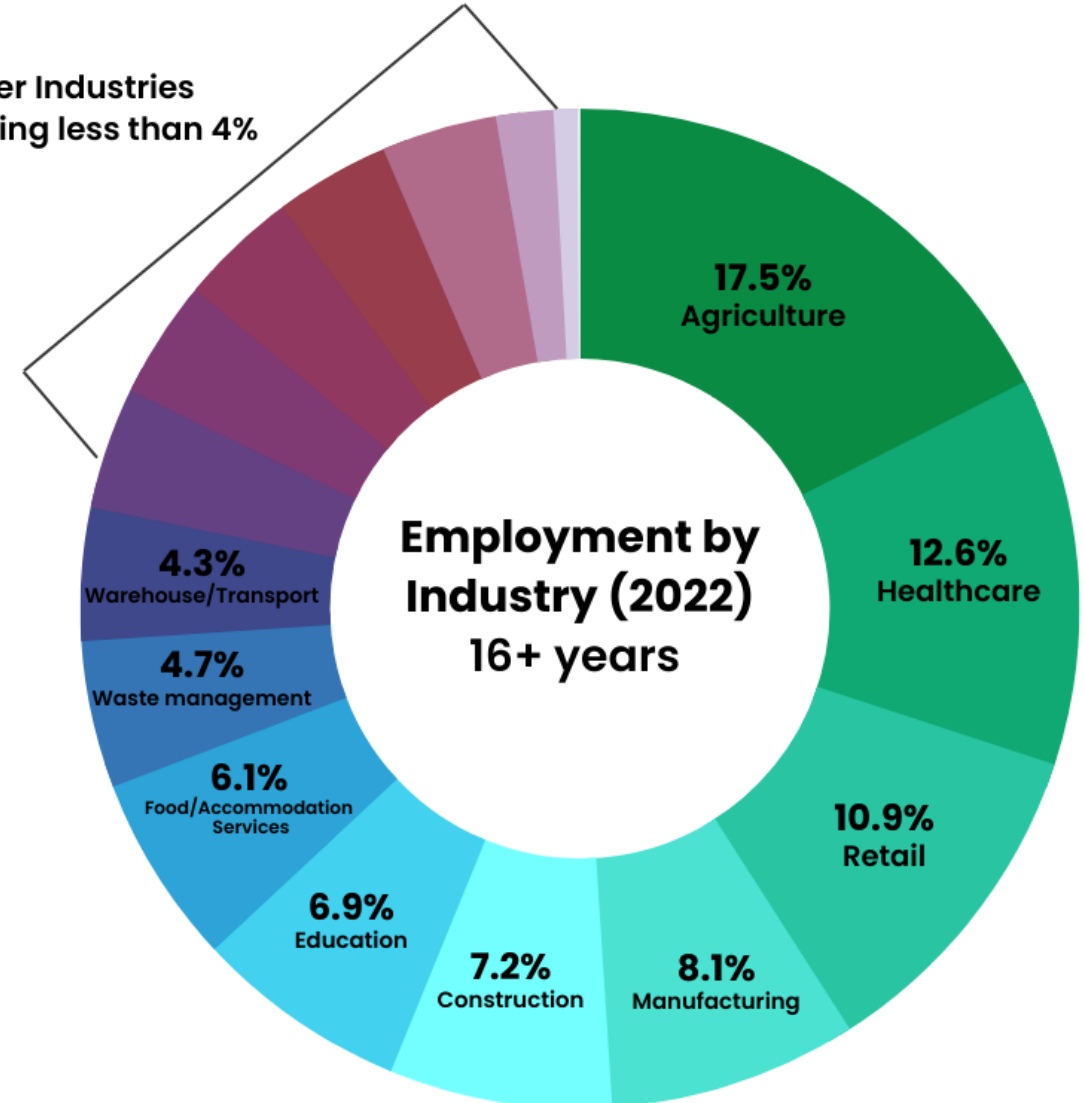
Housing & Transportation
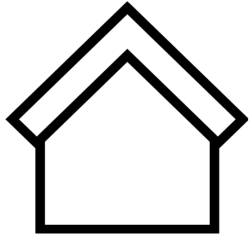
55%
Homeowners
(2015-2019)

10%
Low-Income
Homeowners
(2015-2019)

28%
Low-Income
Renters
(2015-2019)
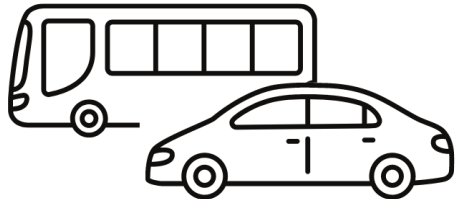
Commute to Work

71%
Automobile
(2022)

14%
Carpool
(2022)

0.7%
Public
Transportation
(2022)

Data Source: CA Healthy Places Index & Datashare

Comparison: A Closer Look

South County

Santa Cruz County

9%	Families Below Poverty Levels	6%
7%	Families w/ Children Below Poverty Levels	4%
73%	Households' w/ Children Receiving SNAP	50%
55%	Renters Spending 30% of Income on Rent	54%
0.7%	Workers Commuting by Public Transportation	2%
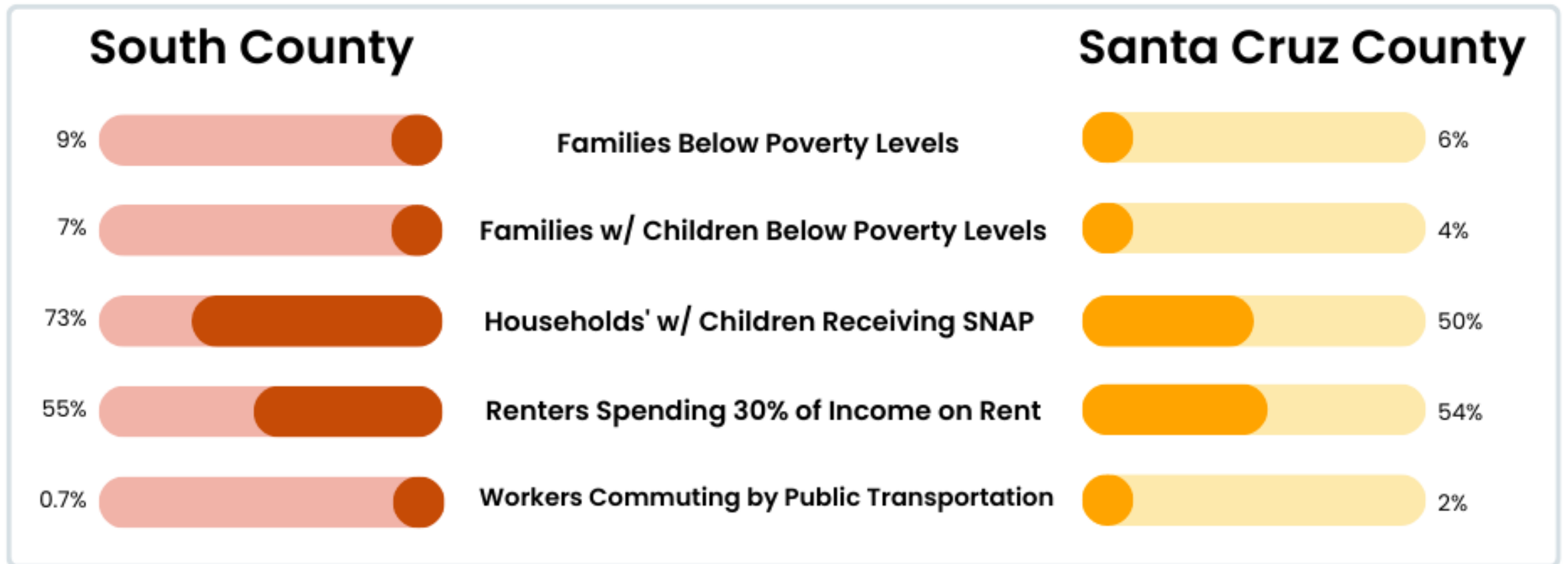
All the information provided in this presentation is publicly available through the DataShare platform.

This central hub of information for Santa Cruz County has the most up-to-date data, dashboards, reports, and community wellbeing indicators.

Visit: www.datasharescc.org