



Watsonville, California.

Current market data.

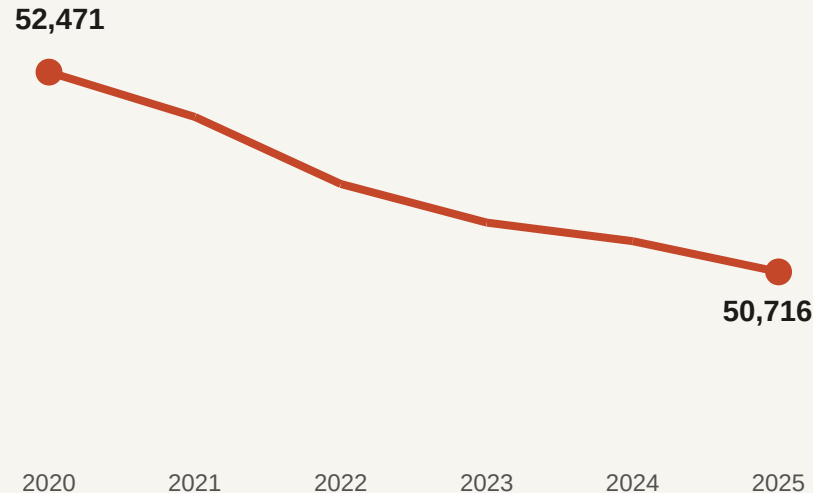
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Down 3.3% since 2020.

50,716

people, the 176th-largest of California's cities and towns.



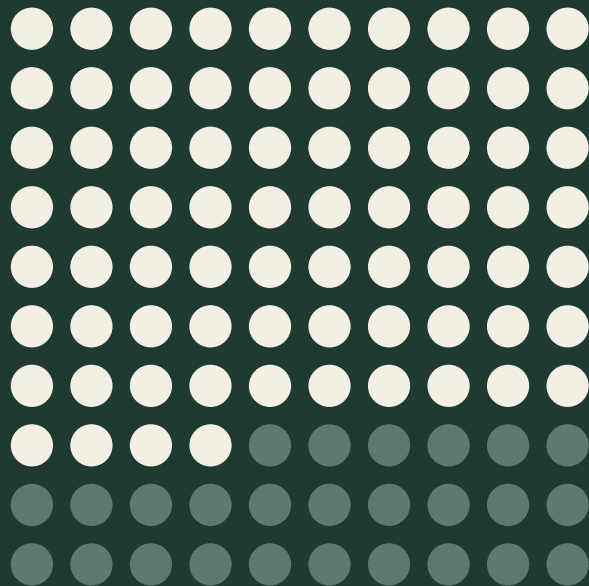
THE WORKDAY

7 in 10 jobs here go to
people who live somewhere
else.

73.9%

of 19,150 jobs located in Watsonville are filled by
in-commuters.

Source: Census LEHD LODES, 2023



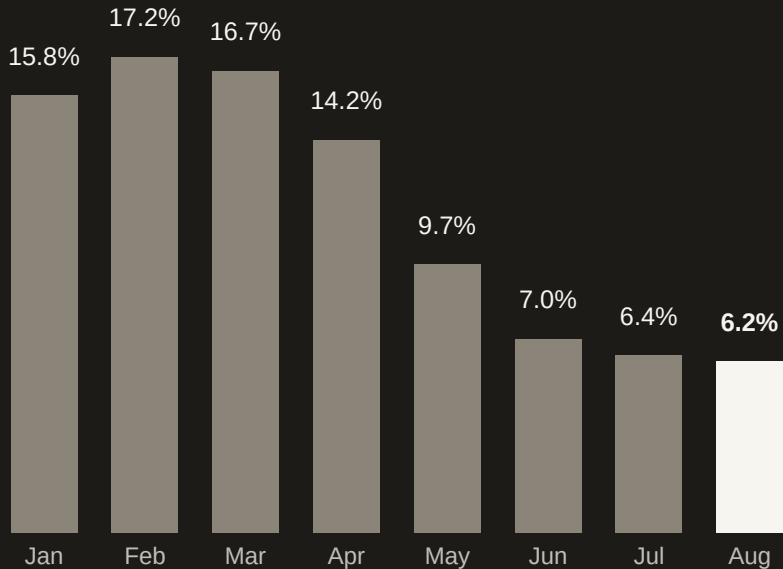
Each dot is 1% of jobs. Filled: held by in-commuters.

UNEMPLOYMENT, 2026

The low came in August:
6.2%.

6.2%

in August 2026, the latest month released. A year earlier it was 6.8%.

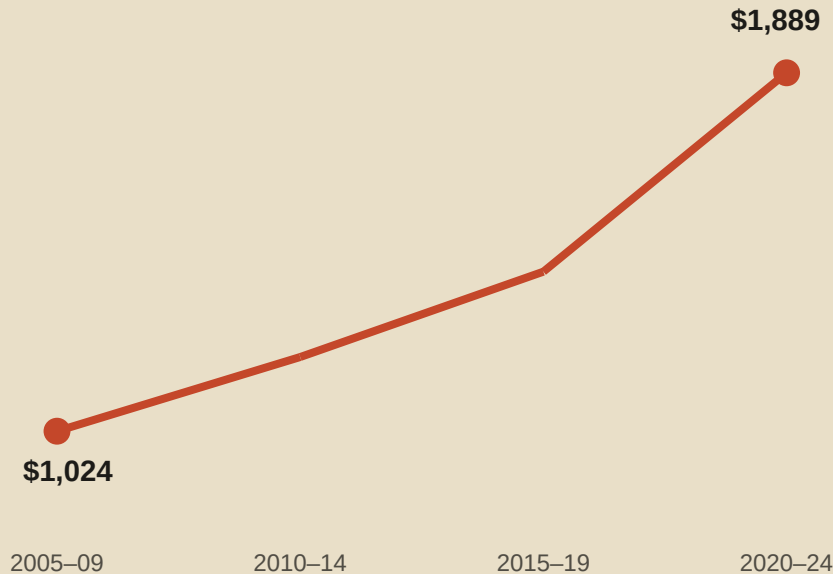


RENT

**Median rent is up 84%
since the 2005–2009
survey, before inflation.**

\$1,889

a month. California's median is \$2,036.



THE SEAM

Cross one tract line and median rent doubles.

A \$2,323 gap between neighbors, the sharpest rent edge between adjacent tracts in Santa Cruz County.

TRACT 1211

\$927

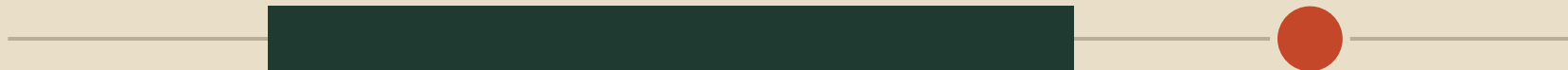
TRACT 1210

\$3,250

ROOM TO BUILD

The median rent is above what local wages can carry.

\$1,147–\$1,721



\$1,889 median

is the monthly rent range local workforce wages support.

BUILDING

Most of the housing here is older than 2000.

368

homes permitted, 2022–2025

51%

of those were in multifamily
buildings

81%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 1% to the 15,790 homes here.

116–192

is the estimated number of missing housing units, from the lowest to the highest of three estimates.



HOME VALUE

A median home costs 7%
less than California's.

\$686,000

median home value in Watsonville.

Watsonville



California



U.S.



THAT WAS WATSONVILLE'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at almanacdata.ai/e/ca/watsonville/

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