

**Watts-Willowbrook**

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| Overview |

This report describes the demographic profile of Watts-Willowbrook community, defined by First5 LA’s Best Start initiative. Overall, the purpose of this report is to assist local councils in determining outreach and engagement goals to achieve representation of current demographics of the community, as well as identify potential community needs.

All data in this report is from 2018 5-Year Estimates of the American Community Survey, an ongoing survey conducted by the U.S. Census Bureau. The geography of Watts-Willowbrook is defined by census tracts provided by First 5 LA as part of the initial initiative planning in 2010. In order to provide some context, Watts-Willowbrook data was compared with that of LA County to highlight both potential inequities and a further need for systems change efforts.

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| Demographics of Watts-Willowbrook |

**Watts-Willowbrook Focus**

Watts-Willowbrook is a South LA Best Start community of 85,380 people across a total of 18 census tracts. The following charts show the composition of sex, age, race/ethnicity and education for Watts-Willowbrook residents.

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| Table 1. Demographics Comparison Between Watts-Willowbrook and LA County: |
| Sex |  |
|  | **Watts-Willowbrook** | **LA County** | **Net Difference** |
| Male | 48% | 49% | -2% |
| Female  | 52% | 51% | +2% |
| Age |  |
|  | **Watts-Willowbrook** | **LA County** | **Net Difference** |
| Under 5 | 9% | 6% | +3% |
| 5-17 | 24% | 21% | +3% |
| 18-64 | 60% | 65% | -5% |
| 65+ | 7% | 14% | -7% |
| Race-Ethnicity |  |
|  | **Watts-Willowbrook** | **LA County** | **Net Difference** |
| Black  | 26% |  8% | +18% |
| Latinx  | 71% | 49% | +22% |
| White (Non-Latinx) | 1% | 26% | -25% |
| Asian | 1% | 15% | -14% |
| Latinx Origin (Top 3)[[1]](#footnote-2) |  |
| Mexican | 81% | 76% | +5% |
| Salvadoran | 9% | 9% | 0% |
| Guatemalan | 4% | 6% | -2% |
| Citizenship |  |
|  | **Watts-Willowbrook** | **LA County** | **Net Difference** |
| U.S. Citizen, born in the U.S. | 68% | 65% | +3% |
| U.S. Citizen, naturalized | 9% | 18% | -9% |
| Not a U.S. Citizen | 22% | 17% | +5% |
| Education |  |
|  | **Watts-Willowbrook** | **LA County** | **Net Difference** |
| Less than High School  | 45% | 21% | +24% |
| High School  | 28% | 21% | +7% |
| Some College | 22% | 26% | -4% |
| Bachelor’s | 4% | 21% | -17% |
| Post-graduate | 1% | 11% | -10% |

**Key Takeaways**

* There is a larger proporition of Black and Latinx residents in Watts-Willowbrook than that of LA County. In addition, there is a smaller proportion of White and Asian residents compared to that of the county
* Latinx and Black residents are the two largest groups in Watts-Willowbrook, respectively
* The majority of the Latinx community is Mexican (81%), with the next two groups being Salvadoran (9%) and Guatemalan (4%).
* The majority of Watts-Willowbrook are U.S. citizens born in the U.S. (68%) and at a greater proportion than that of LA County (65%)
* There are less naturalized U.S. citizens (9%) and a greater amount of noncitizens (22%) in the community than LA county (18% and 17%, respectively)
* There are less residents in Watts-Willowbrook that have achieved some form of college experience (22%), a Bachelor’s degree (4%) and a Post-Graduate degree (1%) than in LA county

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| Economics of Watts-Willowbrook |

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| Table 2. Economics Comparison Between Watts-Willowbrook and LA County  |
| Median Income |  |
|  | **Watts-Willowbrook** | **LA County** | **Net Difference** |
| All Households | $38,392 | $72,797 | $34,405 |
| White  | $49,667 | $92,457 | $42,790 |
| Black | $30,951 | $52,136 | $21,185 |
| Asian[[2]](#footnote-3) | -- | $86,544 | -- |
| Latinx | $46,581 | $61,174 | $14,593 |
| Poverty Level  |  |
|  | **Watts-Willowbrook** | **LA County** | **Net Difference** |
| Below Poverty Level | 31% | 13% | +18% |
| At or Above Poverty Level  | 69% | 87% | -18% |
| Unemployment  |
|  | **Watts-Willowbrook** | **LA County** | **Net Difference** |
| Unemployment Rate  | 11% | 5% | +6% |

**Key Takeaways**

* The median income in Watts-Willowbrook is a little over 50% that of LA County’s median income
* Across all ethnic and racial groups in the community, the median income is lower than that of LA county
* There are a greater number of residents below the poverty level in Watts-Willowbrook (31%) versus LA County (13%)

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| Families and Children of Watts-Willowbrook |

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| Table 3. Comparison of Families and Children Among Watts-Willowbrook and LA County |
| Total Families with Children under 6 |  |
|  | **Watts-Willowbrook** | **LA County** | **Net Difference** |
|  | 8,462 | 183,314 | -- |
| Children under 6 by Family Arrangement |
| Living with one parent | 29% | 37% | -8% |
| Living with two parents | 71% | 63% | +8% |
| Language Spoken in Household for Children 5-17 |  |
|  | **Watts-Willowbrook** | **LA County** | **Net Difference** |
| English  | 31% | 45% | -14% |
| Spanish | 69% | 45% | +24% |
| Other | 0% | 9% | -9% |
| Language Spoken in Household for Adults 18+ |
|  | **Watts-Willowbrook** | **LA County** | **Net Difference** |
| English  | 32% | 43% | -11% |
| Spanish | 67% | 38% | +29% |
| Other | 1% | 19% | -18% |

**Key Takeaways**

* There is a greater proportion of children under the age of 6 living with one parent (29%) in Watts-Willowbrook than that of LA County (37%).
* Spanish usage is more common in households in Watts-Willowbrook among children 5-17 (69%) and adults over the age of 18 (67%) than in LA County.
* Other languages in the household besides English and Spanish are spoken at a much smaller proportion in Watts-Willowbrook than in LA County.

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| Housing for Watts-Willowbrook |





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| Table 4. Comparison of Housing Among Watts-Willowbrook and LA County |
| Ownership of Occupied Units |  |
|  | **Watts-Willowbrook** | **LA County** | **Net Difference** |
| Owner | 45% | 45% | 0% |
| Renter | 55% | 55% | 0% |
| Established Renters by Time Period |
|  | **Watts-Willowbrook** | **LA County** | **Net Difference** |
| Before 1990 | 4% | 3% | +1% |
| 1990s | 6% | 7% | -1% |
| 2000s | 30% | 18% | +12% |
| 2010-2016 | 57% | 40% | +17% |
| 2017 or later | 3% | 32% | -29% |
| Established Owners by Time Period |
|  | **Watts-Willowbrook** | **LA County** | **Net Difference** |
| Before 1990 | 20% | 22% | -2% |
| 1990s | 18% | 20% | -2% |
| 2000s | 34% | 30% | +4% |
| 2010-2016 | 26% | 26% | 0% |
| 2017 or later | 2% | 2% | 0% |

**Key Takeaways**

* There is an equal rate of homeownership in Watts-Willowbrook and LA County
* The majority of renters (57%) moved into a residence in Watts-Willowbrook between 2010-2016
* About 72% of homeowners in Watts-Willowbrook moved there before 2010
1. Disaggregation of other communities available upon request [↑](#footnote-ref-2)
2. Population size was not large enough to generate estimate [↑](#footnote-ref-3)