

City of Goleta - Plan 224						
Category	Field	1	2	3	4	Total
2020 Census	Total Population	7,929	8,235	8,218	8,372	32,754
	Population Deviation	-260	47	30	184	443
	Pct. Deviation	-3.18%	0.56%	0.35%	2.23%	5.41%
Total Pop.	Hispanic/Latino	38%	34%	20%	49%	35%
	NH White	47%	44%	64%	30%	46%
	NH Black	2%	2%	2%	2%	2%
	NH Asian/Pac.Isl.	12%	18%	13%	18%	15%
	NH Native Amer.	1%	1%	1%	1%	1%
Citizen Voting Age Pop	Total	5,773	4,856	5,880	4,123	20,631
	Hisp	29%	24%	16%	32%	25%
	NH White	61%	63%	71%	50%	62%
	NH Black	3%	4%	2%	7%	4%
	Asian/Pac.Isl.	6%	9%	11%	11%	9%
	Native Amer.	0%	1%	1%	0%	0%
Voter Registration (Nov 2020)	Total	5,230	4,698	6,087	4,007	20,022
	Latino est.	28%	26%	14%	37%	25%
	Spanish-Surnamed	26%	24%	13%	34%	23%
	Asian-Surnamed	5%	6%	4%	5%	5%
	Filipino-Surnamed	1%	1%	1%	1%	1%
	NH White est.	68%	65%	80%	55%	69%
	NH Black	2%	4%	2%	5%	3%
Voter Turnout (Nov 2020)	Total	4,620	4,130	5,555	3,466	17,771
	Latino est.	26%	25%	13%	35%	23%
	Spanish-Surnamed	24%	23%	12%	32%	21%
	Asian-Surnamed	5%	6%	4%	5%	5%
	Filipino-Surnamed	1%	1%	1%	1%	1%
	NH White est.	68%	65%	80%	55%	69%
Voter Turnout (Nov 2018)	NH Black	2%	4%	2%	5%	3%
	Total	3,479	3,030	4,465	2,257	13,231
	Latino est.	21%	21%	10%	28%	18%
	Spanish-Surnamed	19%	20%	9%	26%	17%
	Asian-Surnamed	4%	5%	3%	4%	4%
	Filipino-Surnamed	1%	1%	1%	1%	1%
	NH White est.	73%	69%	84%	62%	74%
Age	NH Black est.	3%	4%	2%	5%	3%
	age0-19	23%	22%	20%	28%	23%
	age20-60	59%	57%	51%	60%	57%
	age60plus	18%	22%	29%	12%	20%
Immigration	immigrants	19%	26%	18%	28%	23%
	naturalized	53%	47%	52%	34%	45%
Language spoken at home	english	69%	66%	72%	53%	65%
	spanish	20%	20%	17%	35%	23%
	asian-lang	6%	7%	7%	8%	7%
	other lang	4%	6%	4%	4%	5%
Language Fluency	Speaks Eng. "Less than Very Well"	14%	13%	10%	18%	14%
Education (among those age 25+)	hs-grad	36%	36%	28%	34%	33%
	bachelor	25%	28%	34%	21%	27%
	graduatedegree	20%	17%	24%	22%	21%
Child in Household	child-under18	34%	32%	27%	32%	31%
Pct of Pop. Age 16+	employed	73%	70%	64%	76%	71%
Household Income	income 0-25k	11%	10%	8%	16%	11%
	income 25-50k	12%	11%	15%	22%	15%
	income 50-75k	14%	11%	17%	14%	14%
	income 75-200k	48%	56%	48%	39%	48%
	income 200k-plus	14%	11%	12%	10%	12%
Housing Stats	single family	73%	65%	68%	34%	60%
	multi-family	27%	35%	32%	66%	40%
	rented	38%	50%	41%	65%	48%
	owned	62%	50%	59%	35%	52%

Total population data from California's adjusted 2020 Census data. Citizen Voting Age Population, Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data. Turnout and Registration data from California Statewide Database ("Latino" figures calculated by NDC using Census Bureau's Latino undercount by surname estimate).