

**City of Goleta - Plan 103**

Category	Field	1	2	3	4	Total
2020 Census	Total Population	7,896	8,005	9,338	7,515	32,754
	Population Deviation	-293	-184	1,150	-674	1,823
	Pct. Deviation	-3.58%	-2.25%	14.03%	-8.23%	22.26%
Total Pop.	Hispanic/Latino	37%	36%	21%	50%	35%
	NH White	48%	43%	58%	33%	46%
	NH Black	2%	3%	2%	2%	2%
	NH Asian/Pac.Isl.	11%	16%	19%	13%	15%
	NH Native Amer.	1%	1%	1%	1%	1%
Citizen Voting Age Pop	Total	5,604	4,880	5,570	4,578	20,631
	Hisp	28%	26%	16%	30%	25%
	NH White	61%	62%	72%	51%	62%
	NH Black	3%	4%	3%	6%	4%
	Asian/Pac.Isl.	7%	8%	10%	12%	9%
	Native Amer.	0%	1%	1%	1%	0%
Voter Registration (Nov 2020)	Total	5,154	4,806	6,187	3,875	20,022
	Latino est.	27%	28%	16%	34%	25%
	Spanish-Surnamed	25%	25%	15%	31%	23%
	Asian-Surnamed	5%	5%	5%	5%	5%
	Filipino-Surnamed	1%	1%	1%	1%	1%
	NH White est.	67%	67%	77%	59%	69%
	NH Black	3%	4%	2%	4%	3%
Voter Turnout (Nov 2020)	Total	4,576	4,202	5,617	3,376	17,771
	Latino est.	26%	25%	15%	32%	23%
	Spanish-Surnamed	24%	23%	14%	30%	21%
	Asian-Surnamed	5%	5%	5%	5%	5%
	Filipino-Surnamed	1%	1%	1%	1%	1%
	NH White est.	67%	67%	77%	59%	69%
	NH Black	3%	4%	2%	4%	3%
Voter Turnout (Nov 2018)	Total	3,454	3,114	4,398	2,265	13,231
	Latino est.	21%	20%	12%	26%	18%
	Spanish-Surnamed	19%	18%	11%	24%	17%
	Asian-Surnamed	4%	5%	4%	3%	4%
	Filipino-Surnamed	1%	1%	1%	1%	1%
	NH White est.	72%	70%	81%	66%	74%
Age	age0-19	24%	25%	23%	21%	23%
	age20-60	54%	62%	50%	60%	57%
	age60plus	22%	13%	27%	19%	20%
Immigration	immigrants	18%	25%	21%	27%	23%
	naturalized	65%	36%	48%	40%	45%
Language spoken at home	english	72%	60%	72%	57%	65%
	spanish	19%	22%	16%	35%	23%
	asian-lang	3%	11%	7%	6%	7%
	other lang	5%	6%	5%	2%	5%
Language Fluency	Speaks Eng. "Less than Very Well"	11%	12%	13%	19%	14%
Education (among those age 25+)	hs-grad	39%	30%	29%	36%	33%
	bachelor	27%	27%	34%	21%	27%
	graduatedegree	16%	26%	24%	18%	21%
Child in Household	child-under18	36%	32%	30%	28%	31%
Pct of Pop. Age 16+	employed	69%	75%	65%	75%	71%
Household Income	income 0-25k	7%	12%	7%	17%	11%
	income 25-50k	9%	16%	12%	22%	15%
	income 50-75k	12%	13%	14%	16%	14%
	income 75-200k	54%	50%	51%	38%	48%
	income 200k-plus	18%	9%	16%	6%	12%
Housing Stats	single family	89%	44%	78%	37%	60%
	multi-family	11%	56%	22%	63%	40%
	rented	29%	64%	32%	63%	48%
	owned	71%	36%	68%	37%	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).