

City of Goleta - Plan 104

Category	Field	1	2	3	4	Total
2020 Census	Total Population	7,901	7,144	7,962	9,747	32,754
	Population Deviation	-288	-1,045	-227	1,559	2,603
	Pct. Deviation	-3.52%	-12.76%	-2.77%	19.03%	31.79%
Total Pop.	Hispanic/Latino	37%	38%	20%	44%	35%
	NH White	48%	42%	65%	32%	46%
	NH Black	2%	2%	1%	2%	2%
	NH Asian/Pac.Isl.	11%	16%	12%	21%	15%
	NH Native Amer.	1%	1%	1%	1%	1%
Citizen Voting Age Pop	Total	5,616	4,239	5,739	5,037	20,631
	Hisp	28%	26%	15%	30%	25%
	NH White	61%	62%	74%	50%	62%
	NH Black	3%	4%	2%	7%	4%
	Asian/Pac.Isl.	7%	8%	9%	13%	9%
	Native Amer.	0%	1%	1%	1%	0%
Voter Registration (Nov 2020)	Total	5,152	4,292	6,243	4,335	20,022
	Latino est.	27%	29%	14%	35%	25%
	Spanish-Surnamed	25%	26%	13%	32%	23%
	Asian-Surnamed	5%	5%	4%	6%	5%
	Filipino-Surnamed	1%	1%	1%	1%	1%
	NH White est.	67%	66%	80%	55%	69%
	NH Black	3%	4%	1%	5%	3%
Voter Turnout (Nov 2020)	Total	4,575	3,741	5,699	3,756	17,771
	Latino est.	26%	26%	13%	33%	23%
	Spanish-Surnamed	24%	24%	12%	30%	21%
	Asian-Surnamed	5%	5%	4%	6%	5%
	Filipino-Surnamed	1%	1%	1%	1%	1%
	NH White est.	67%	66%	80%	55%	69%
	NH Black	3%	4%	1%	5%	3%
Voter Turnout (Nov 2018)	Total	3,455	2,788	4,625	2,363	13,231
	Latino est.	21%	20%	10%	29%	18%
	Spanish-Surnamed	19%	19%	10%	27%	17%
	Asian-Surnamed	4%	5%	4%	5%	4%
	Filipino-Surnamed	1%	1%	1%	1%	1%
	NH White est.	72%	71%	83%	60%	74%
Age	age0-19	24%	23%	21%	25%	23%
	age20-60	54%	63%	49%	60%	57%
	age60plus	22%	14%	29%	15%	20%
Immigration	immigrants	18%	27%	16%	30%	23%
	naturalized	65%	37%	57%	35%	45%
Language spoken at home	english	72%	61%	73%	55%	65%
	spanish	19%	23%	17%	32%	23%
	asian-lang	3%	10%	5%	10%	7%
	other lang	5%	6%	5%	3%	5%
Language Fluency	Speaks Eng. "Less than Very Well"	11%	12%	11%	20%	14%
Education (among those age 25+)	hs-grad	39%	32%	28%	36%	33%
	bachelor	27%	24%	34%	24%	27%
	graduatedegree	16%	26%	25%	18%	21%
Child in Household	child-under18	36%	32%	29%	29%	31%
Pct of Pop. Age 16+	employed	69%	75%	64%	75%	71%
Household Income	income 0-25k	7%	13%	6%	17%	11%
	income 25-50k	9%	17%	13%	21%	15%
	income 50-75k	12%	14%	15%	14%	14%
	income 75-200k	54%	48%	53%	38%	48%
	income 200k-plus	18%	7%	13%	10%	12%
Housing Stats	single family	89%	43%	78%	37%	60%
	multi-family	11%	57%	22%	63%	40%
	rented	29%	64%	33%	64%	48%
	owned	71%	36%	67%	36%	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).