

City of Goleta - Plan 108

Category	Field	1	2	3	4	Total
2020 Census	Total Population	8,784	7,144	9,168	7,658	32,754
	Population Deviation	596	-1,045	980	-531	2,024
	Pct. Deviation	7.27%	-12.76%	11.96%	-6.48%	24.72%
Total Pop.	Hispanic/Latino	36%	38%	21%	49%	35%
	NH White	47%	42%	58%	34%	46%
	NH Black	2%	2%	2%	2%	2%
	NH Asian/Pac.Isl.	14%	16%	17%	14%	15%
	NH Native Amer.	1%	1%	1%	1%	1%
Citizen Voting Age Pop	Total	6,052	4,239	5,569	4,771	20,631
	Hisp	28%	26%	16%	30%	25%
	NH White	62%	62%	71%	53%	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	5,508	4,292	6,227	3,995	20,022
	Latino est.	27%	29%	16%	34%	25%
	Spanish-Surnamed	25%	26%	15%	31%	23%
	Asian-Surnamed	6%	5%	5%	5%	5%
	Filipino-Surnamed	1%	1%	1%	1%	1%
	NH White est.	67%	66%	77%	60%	69%
	NH Black	3%	4%	2%	4%	3%
Voter Turnout (Nov 2020)	Total	4,879	3,741	5,666	3,485	17,771
	Latino est.	25%	26%	14%	32%	23%
	Spanish-Surnamed	23%	24%	14%	29%	21%
	Asian-Surnamed	6%	5%	5%	5%	5%
	Filipino-Surnamed	1%	1%	1%	1%	1%
	NH White est.	67%	66%	77%	60%	69%
	NH Black	3%	4%	2%	4%	3%
Voter Turnout (Nov 2018)	Total	3,699	2,788	4,340	2,404	13,231
	Latino est.	21%	20%	12%	25%	18%
	Spanish-Surnamed	19%	19%	11%	23%	17%
	Asian-Surnamed	4%	5%	4%	3%	4%
	Filipino-Surnamed	1%	1%	1%	1%	1%
	NH White est.	72%	71%	80%	68%	74%
Age	age0-19	24%	23%	26%	21%	23%
	age20-60	55%	63%	49%	60%	57%
	age60plus	21%	14%	25%	19%	20%
Immigration	immigrants	19%	27%	20%	27%	23%
	naturalized	62%	37%	46%	40%	45%
Language spoken at home	english	72%	61%	71%	56%	65%
	spanish	19%	23%	15%	35%	23%
	asian-lang	4%	10%	8%	6%	7%
	other lang	5%	6%	5%	2%	5%
Language Fluency	Speaks Eng. "Less than Very Well"	12%	12%	13%	19%	14%
Education (among those age 25+)	hs-grad	38%	32%	29%	35%	33%
	bachelor	27%	24%	36%	22%	27%
	graduatedegree	17%	26%	24%	18%	21%
Child in Household	child-under18	36%	32%	31%	27%	31%
Pct of Pop. Age 16+	employed	69%	75%	65%	74%	71%
Household Income	income 0-25k	8%	13%	6%	17%	11%
	income 25-50k	9%	17%	12%	22%	15%
	income 50-75k	13%	14%	11%	18%	14%
	income 75-200k	53%	48%	53%	38%	48%
	income 200k-plus	17%	7%	18%	6%	12%
Housing Stats	single family	86%	43%	81%	35%	60%
	multi-family	14%	57%	19%	65%	40%
	rented	30%	64%	32%	65%	48%
	owned	70%	36%	68%	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).