

**City of Goleta - Plan 110**

| Category                         | Field                             | 1      | 2      | 3      | 4     | Total  |
|----------------------------------|-----------------------------------|--------|--------|--------|-------|--------|
| 2020 Census                      | Total Population                  | 7,896  | 8,032  | 7,995  | 8,831 | 32,754 |
|                                  | Population Deviation              | -293   | -157   | -194   | 643   | 935    |
|                                  | Pct. Deviation                    | -3.58% | -1.92% | -2.37% | 7.84% | 11.42% |
| Total Pop.                       | Hispanic/Latino                   | 37%    | 36%    | 20%    | 47%   | 35%    |
|                                  | NH White                          | 48%    | 42%    | 65%    | 31%   | 46%    |
|                                  | NH Black                          | 2%     | 2%     | 1%     | 2%    | 2%     |
|                                  | NH Asian/Pac.Isl.                 | 11%    | 18%    | 12%    | 19%   | 15%    |
|                                  | NH Native Amer.                   | 1%     | 1%     | 1%     | 1%    | 1%     |
| Citizen Voting Age Pop           | Total                             | 5,604  | 4,688  | 5,765  | 4,575 | 20,631 |
|                                  | Hisp                              | 28%    | 25%    | 15%    | 31%   | 25%    |
|                                  | NH White                          | 61%    | 63%    | 73%    | 49%   | 62%    |
|                                  | NH Black                          | 3%     | 4%     | 2%     | 7%    | 4%     |
|                                  | Asian/Pac.Isl.                    | 7%     | 8%     | 9%     | 13%   | 9%     |
|                                  | Native Amer.                      | 0%     | 0%     | 1%     | 1%    | 0%     |
| Voter Registration<br>(Nov 2020) | Total                             | 5,154  | 4,646  | 6,247  | 3,975 | 20,022 |
|                                  | Latino est.                       | 27%    | 28%    | 14%    | 36%   | 25%    |
|                                  | Spanish-Surnamed                  | 25%    | 26%    | 13%    | 33%   | 23%    |
|                                  | Asian-Surnamed                    | 5%     | 5%     | 4%     | 6%    | 5%     |
|                                  | Filipino-Surnamed                 | 1%     | 1%     | 1%     | 1%    | 1%     |
|                                  | NH White est.                     | 67%    | 66%    | 80%    | 54%   | 69%    |
|                                  | NH Black                          | 3%     | 4%     | 1%     | 5%    | 3%     |
| Voter Turnout<br>(Nov 2020)      | Total                             | 4,576  | 4,044  | 5,703  | 3,448 | 17,771 |
|                                  | Latino est.                       | 26%    | 26%    | 13%    | 34%   | 23%    |
|                                  | Spanish-Surnamed                  | 24%    | 23%    | 12%    | 31%   | 21%    |
|                                  | Asian-Surnamed                    | 5%     | 5%     | 4%     | 6%    | 5%     |
|                                  | Filipino-Surnamed                 | 1%     | 1%     | 1%     | 1%    | 1%     |
|                                  | NH White est.                     | 67%    | 66%    | 80%    | 54%   | 69%    |
|                                  | NH Black                          | 3%     | 4%     | 1%     | 5%    | 3%     |
| Voter Turnout<br>(Nov 2018)      | Total                             | 3,454  | 3,033  | 4,631  | 2,113 | 13,231 |
|                                  | Latino est.                       | 21%    | 20%    | 10%    | 30%   | 18%    |
|                                  | Spanish-Surnamed                  | 19%    | 19%    | 10%    | 28%   | 17%    |
|                                  | Asian-Surnamed                    | 4%     | 5%     | 4%     | 4%    | 4%     |
|                                  | Filipino-Surnamed                 | 1%     | 1%     | 1%     | 1%    | 1%     |
|                                  | NH White est.                     | 72%    | 71%    | 83%    | 58%   | 74%    |
| NH Black est.                    | 3%                                | 4%     | 2%     | 5%     | 3%    |        |
| Age                              | age0-19                           | 24%    | 22%    | 21%    | 25%   | 23%    |
|                                  | age20-60                          | 54%    | 64%    | 50%    | 59%   | 57%    |
|                                  | age60plus                         | 22%    | 14%    | 29%    | 15%   | 20%    |
| Immigration                      | immigrants                        | 18%    | 27%    | 16%    | 31%   | 23%    |
|                                  | naturalized                       | 65%    | 38%    | 57%    | 35%   | 45%    |
| Language spoken at home          | english                           | 72%    | 61%    | 73%    | 54%   | 65%    |
|                                  | spanish                           | 19%    | 22%    | 17%    | 33%   | 23%    |
|                                  | asian-lang                        | 3%     | 10%    | 5%     | 10%   | 7%     |
|                                  | other lang                        | 5%     | 6%     | 5%     | 2%    | 5%     |
| Language Fluency                 | Speaks Eng. "Less than Very Well" | 11%    | 13%    | 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%    | 17%   | 21%    |
| Child in Household               | child-under18                     | 36%    | 32%    | 29%    | 28%   | 31%    |
| Pct of Pop. Age 16+              | employed                          | 69%    | 75%    | 64%    | 75%   | 71%    |
| Household Income                 | income 0-25k                      | 7%     | 14%    | 6%     | 17%   | 11%    |
|                                  | income 25-50k                     | 9%     | 17%    | 13%    | 22%   | 15%    |
|                                  | income 50-75k                     | 12%    | 14%    | 15%    | 14%   | 14%    |
|                                  | income 75-200k                    | 54%    | 48%    | 53%    | 37%   | 48%    |
|                                  | income 200k-plus                  | 18%    | 8%     | 13%    | 10%   | 12%    |
| Housing Stats                    | single family                     | 89%    | 45%    | 78%    | 35%   | 60%    |
|                                  | multi-family                      | 11%    | 55%    | 22%    | 65%   | 40%    |
|                                  | rented                            | 29%    | 61%    | 33%    | 67%   | 48%    |
|                                  | owned                             | 71%    | 39%    | 67%    | 33%   | 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).