

City of Goleta - Plan 218

| Category | Field | 1 | 2 | 3 | 4 | Total |
|----------------------------------|-----------------------------------|-------|--------|-------|-------|--------|
| 2020 Census | Total Population | 8,339 | 8,025 | 8,196 | 8,194 | 32,754 |
| | Population Deviation | 151 | -164 | 8 | 6 | 314 |
| | Pct. Deviation | 1.83% | -2.00% | 0.09% | 0.06% | 3.83% |
| Total Pop. | Hispanic/Latino | 35% | 36% | 22% | 48% | 35% |
| | NH White | 48% | 43% | 63% | 31% | 46% |
| | NH Black | 2% | 3% | 2% | 2% | 2% |
| | NH Asian/Pac.Isl. | 14% | 16% | 12% | 18% | 15% |
| | NH Native Amer. | 1% | 1% | 1% | 1% | 1% |
| Citizen Voting Age Pop | Total | 5,751 | 4,891 | 5,852 | 4,137 | 20,631 |
| | Hisp | 28% | 26% | 17% | 31% | 25% |
| | NH White | 63% | 62% | 72% | 49% | 62% |
| | NH Black | 2% | 4% | 3% | 7% | 4% |
| | Asian/Pac.Isl. | 8% | 8% | 9% | 13% | 9% |
| | Native Amer. | 0% | 1% | 0% | 1% | 0% |
| Voter Registration (Nov 2020) | Total | 5,218 | 4,815 | 6,152 | 3,837 | 20,022 |
| | Latino est. | 27% | 28% | 16% | 35% | 25% |
| | Spanish-Surnamed | 24% | 25% | 15% | 32% | 23% |
| | Asian-Surnamed | 6% | 5% | 5% | 5% | 5% |
| | Filipino-Surnamed | 1% | 1% | 1% | 1% | 1% |
| | NH White est. | 68% | 67% | 78% | 56% | 69% |
| | NH Black | 2% | 4% | 2% | 5% | 3% |
| Voter Turnout (Nov 2020) | Total | 4,619 | 4,210 | 5,632 | 3,310 | 17,771 |
| | Latino est. | 25% | 25% | 15% | 33% | 23% |
| | Spanish-Surnamed | 23% | 23% | 14% | 30% | 21% |
| | Asian-Surnamed | 6% | 5% | 5% | 5% | 5% |
| | Filipino-Surnamed | 1% | 1% | 1% | 1% | 1% |
| | NH White est. | 68% | 67% | 78% | 56% | 69% |
| | NH Black | 2% | 4% | 2% | 5% | 3% |
| Voter Turnout (Nov 2018) | Total | 3,478 | 3,117 | 4,546 | 2,090 | 13,231 |
| | Latino est. | 20% | 20% | 12% | 28% | 18% |
| | Spanish-Surnamed | 19% | 18% | 11% | 26% | 17% |
| | Asian-Surnamed | 4% | 5% | 4% | 3% | 4% |
| | Filipino-Surnamed | 1% | 1% | 1% | 1% | 1% |
| | NH White est. | 73% | 70% | 81% | 63% | 74% |
| | NH Black est. | 2% | 4% | 2% | 5% | 3% |
| Age | age0-19 | 24% | 25% | 22% | 23% | 23% |
| | age20-60 | 56% | 62% | 49% | 60% | 57% |
| | age60plus | 21% | 13% | 29% | 17% | 20% |
| Immigration | immigrants | 19% | 25% | 16% | 33% | 23% |
| | naturalized | 61% | 36% | 58% | 36% | 45% |
| Language spoken at home | english | 72% | 60% | 73% | 55% | 65% |
| | spanish | 19% | 22% | 17% | 36% | 23% |
| | asian-lang | 4% | 11% | 5% | 8% | 7% |
| | other lang | 5% | 6% | 5% | 2% | 5% |
| Language Fluency | Speaks Eng. "Less than Very Well" | 12% | 12% | 11% | 21% | 14% |
| Education (among those age 25+) | hs-grad | 37% | 30% | 29% | 38% | 33% |
| | bachelor | 27% | 27% | 33% | 21% | 27% |
| | graduatedegree | 17% | 26% | 24% | 16% | 21% |
| Child in Household | child-under18 | 35% | 32% | 30% | 28% | 31% |
| Pct of Pop. Age 16+ | employed | 70% | 75% | 64% | 75% | 71% |
| Household Income | income 0-25k | 8% | 12% | 6% | 18% | 11% |
| | income 25-50k | 9% | 16% | 12% | 23% | 15% |
| | income 50-75k | 13% | 13% | 15% | 15% | 14% |
| | income 75-200k | 53% | 50% | 53% | 35% | 48% |
| | income 200k-plus | 17% | 9% | 14% | 8% | 12% |
| Housing Stats | single family | 85% | 44% | 80% | 34% | 60% |
| | multi-family | 15% | 56% | 20% | 66% | 40% |
| | rented | 30% | 64% | 32% | 66% | 48% |
| | owned | 70% | 36% | 68% | 34% | 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).