

**City of Goleta - Plan 703**

Category	Field	1	2	3	4	Total
2020 Census	Total Population	8,025	8,774	7,995	7,960	32,754
	Population Deviation	-164	586	-194	-229	814
	Pct. Deviation	-2.00%	7.14%	-2.37%	-2.80%	9.94%
Total Pop.	Hispanic/Latino	37%	35%	20%	49%	35%
	NH White	48%	42%	65%	29%	46%
	NH Black	2%	3%	1%	2%	2%
	NH Asian/Pac.Isl.	11%	19%	12%	18%	15%
	NH Native Amer.	1%	1%	1%	1%	1%
Citizen Voting Age Pop	Total	5,711	5,225	5,765	3,931	20,631
	Hisp	28%	26%	15%	32%	25%
	NH White	62%	62%	73%	46%	62%
	NH Black	3%	4%	2%	8%	4%
	Asian/Pac.Isl.	7%	8%	9%	13%	9%
	Native Amer.	0%	1%	1%	1%	0%
Voter Registration (Nov 2020)	Total	5,263	5,055	6,247	3,457	20,022
	Latino est.	27%	28%	14%	39%	25%
	Spanish-Surnamed	25%	25%	13%	35%	23%
	Asian-Surnamed	5%	5%	4%	6%	5%
	Filipino-Surnamed	1%	1%	1%	2%	1%
	NH White est.	68%	66%	80%	52%	69%
	NH Black	2%	4%	1%	6%	3%
Voter Turnout (Nov 2020)	Total	4,674	4,410	5,703	2,984	17,771
	Latino est.	25%	25%	13%	37%	23%
	Spanish-Surnamed	23%	23%	12%	33%	21%
	Asian-Surnamed	5%	5%	4%	6%	5%
	Filipino-Surnamed	1%	1%	1%	2%	1%
	NH White est.	68%	66%	80%	52%	69%
	NH Black	2%	4%	1%	6%	3%
Voter Turnout (Nov 2018)	Total	3,531	3,283	4,631	1,786	13,231
	Latino est.	20%	20%	10%	32%	18%
	Spanish-Surnamed	19%	19%	10%	30%	17%
	Asian-Surnamed	4%	5%	4%	4%	4%
	Filipino-Surnamed	1%	1%	1%	1%	1%
	NH White est.	73%	70%	83%	57%	74%
NH Black est.	3%	4%	2%	6%	3%	
Age	age0-19	24%	24%	21%	23%	23%
	age20-60	55%	63%	50%	60%	57%
	age60plus	21%	13%	29%	17%	20%
Immigration	immigrants	18%	26%	16%	33%	23%
	naturalized	64%	36%	57%	36%	45%
Language spoken at home	english	72%	61%	73%	54%	65%
	spanish	19%	22%	17%	36%	23%
	asian-lang	3%	12%	5%	8%	7%
	other lang	5%	6%	5%	2%	5%
Language Fluency	Speaks Eng. "Less than Very Well"	11%	13%	11%	21%	14%
Education (among those age 25+)	hs-grad	38%	30%	28%	38%	33%
	bachelor	27%	27%	34%	21%	27%
	graduatedegree	16%	26%	25%	16%	21%
Child in Household	child-under18	36%	32%	29%	27%	31%
Pct of Pop. Age 16+	employed	69%	75%	64%	76%	71%
Household Income	income 0-25k	7%	13%	6%	19%	11%
	income 25-50k	9%	16%	13%	24%	15%
	income 50-75k	12%	13%	15%	15%	14%
	income 75-200k	54%	49%	53%	34%	48%
	income 200k-plus	18%	9%	13%	8%	12%
Housing Stats	single family	89%	45%	78%	33%	60%
	multi-family	11%	55%	22%	67%	40%
	rented	29%	62%	33%	66%	48%
	owned	71%	38%	67%	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).