

City of Goleta - Plan 704

Category	Field	1	2	3	4	Total
2020 Census	Total Population	8,408	8,401	7,938	8,007	32,754
	Population Deviation	220	213	-251	-182	470
	Pct. Deviation	2.67%	2.59%	-3.07%	-2.22%	5.74%
Total Pop.	Hispanic/Latino	38%	34%	49%	21%	35%
	NH White	47%	44%	31%	63%	46%
	NH Black	2%	2%	2%	2%	2%
	NH Asian/Pac.Isl.	12%	19%	17%	13%	15%
	NH Native Amer.	1%	1%	1%	1%	1%
Citizen Voting Age Pop	Total	6,057	4,886	3,942	5,746	20,631
	Hisp	30%	24%	31%	16%	25%
	NH White	61%	63%	51%	70%	62%
	NH Black	3%	4%	7%	2%	4%
	Asian/Pac.Isl.	7%	9%	11%	11%	9%
	Native Amer.	0%	0%	0%	1%	0%
Voter Registration (Nov 2020)	Total	5,504	4,820	3,731	5,967	20,022
	Latino est.	29%	26%	37%	14%	25%
	Spanish-Surnamed	26%	24%	33%	13%	23%
	Asian-Surnamed	5%	6%	6%	4%	5%
	Filipino-Surnamed	1%	1%	2%	1%	1%
	NH White est.	67%	66%	55%	80%	69%
	NH Black	2%	4%	5%	2%	3%
Voter Turnout (Nov 2020)	Total	4,857	4,233	3,254	5,427	17,771
	Latino est.	27%	24%	35%	13%	23%
	Spanish-Surnamed	24%	22%	32%	12%	21%
	Asian-Surnamed	5%	6%	6%	4%	5%
	Filipino-Surnamed	1%	1%	2%	1%	1%
	NH White est.	67%	66%	55%	80%	69%
	NH Black	2%	4%	5%	2%	3%
Voter Turnout (Nov 2018)	Total	3,648	3,168	2,074	4,341	13,231
	Latino est.	21%	19%	29%	10%	18%
	Spanish-Surnamed	20%	18%	27%	10%	17%
	Asian-Surnamed	4%	5%	4%	4%	4%
	Filipino-Surnamed	1%	1%	1%	1%	1%
	NH White est.	72%	70%	61%	83%	74%
NH Black est.	3%	4%	5%	2%	3%	
Age	age0-19	23%	26%	25%	19%	23%
	age20-60	59%	59%	58%	51%	57%
	age60plus	18%	16%	17%	29%	20%
Immigration	immigrants	20%	24%	30%	19%	23%
	naturalized	52%	43%	39%	50%	45%
Language spoken at home	english	70%	62%	57%	71%	65%
	spanish	20%	21%	36%	17%	23%
	asian-lang	6%	10%	5%	8%	7%
	other lang	4%	7%	2%	4%	5%
Language Fluency	Speaks Eng. "Less than Very Well"	14%	10%	22%	10%	14%
Education (among those age 25+)	hs-grad	35%	34%	37%	29%	33%
	bachelor	26%	28%	21%	34%	27%
	graduatedegree	20%	22%	17%	24%	21%
Child in Household	child-under18	34%	34%	32%	26%	31%
Pct of Pop. Age 16+	employed	72%	71%	75%	64%	71%
Household Income	income 0-25k	11%	10%	16%	9%	11%
	income 25-50k	12%	14%	20%	16%	15%
	income 50-75k	14%	12%	12%	17%	14%
	income 75-200k	48%	54%	41%	47%	48%
	income 200k-plus	15%	11%	11%	11%	12%
Housing Stats	single family	73%	52%	49%	63%	60%
	multi-family	27%	48%	51%	37%	40%
	rented	37%	59%	52%	46%	48%
	owned	63%	41%	48%	54%	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).