

Latino Scorecard

2022 Sonoma County

About the Scorecard

The Sonoma County Latino Scorecard includes ten high-level, population-level indicators that highlight opportunities and disparities within the Latino community in the following areas:

- Political participation and representation
- Education
- Financial Stability
- Neighborhood Engagement
- Health and Environment

The indicator-based framework allows Los Cien and our partners to measure and track the level to which our collective prosperity is shared and inclusive across all of Sonoma County's residents. The data in this scorecard was designed to be disaggregated by race, ethnicity, and geography to both identify disparate inequities and help strengthen community assets.

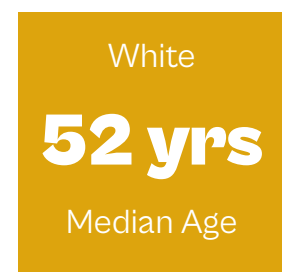
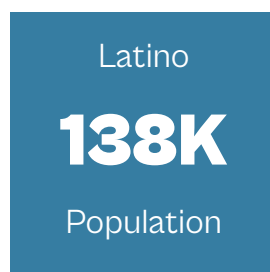
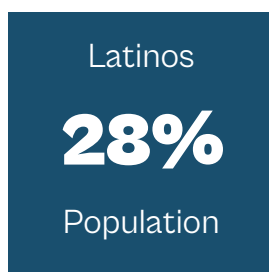
Approach

Los Cien of Sonoma County will use the data and evidence of the scorecard to engage stakeholders around major factors — positive, negative, historical, and contextual — contributing to community-level trends. Los Cien will collaborate with key partners to identify solutions and strategies to address entrenched and persistent community disparities. Solutions may include short-term wins, as well as longer-term strategies that address structural policy issues.

Los Cien strives to make measurable change in the lives of Latinos in Sonoma County by educating ourselves and our community on the challenges facing Latinos, their families, and their neighborhoods. Los Cien prides itself in bringing together diverse local leaders to discuss innovative ways for Latinos to thrive. Los Cien's monthly luncheons, which regularly draw over 200 diverse community members from government, community-based and grassroots organizations, business and philanthropy, will examine each of the ten indicators to advance positive change.

At a Glance

Latinos in Sonoma County continue being a leading part of the shifting demographics countywide. With 138,000 Latino residents, Sonoma County Latinos comprise about 28 percent of the population. Latinos in Sonoma County are also significantly younger than White residents — nearly 22 years younger — with the median age of Latinos being 30 years.



Indicator	Sonoma County			California		
	Latino	White	All	Latino	White	All
1. Voter Registration Adult citizens registered to vote, ages 18+	67%	NA	82%	73%	NA	83%
2. College Education Adults with BA or higher, ages 25+	17%	44%	38%	16%	47%	36%
3. Income Median household income	\$79,300	\$100,300	\$94,300	\$70,100	\$96,500	\$84,900
4. Homeownership Homes owned with or without a mortgage	46%	69%	63%	46%	64%	56%
5. Business Ownership Firms with paid employees (ratio per 100 workers)	1.1	5.3	4.3	1.0	5.8	3.6
6. Linguistic Isolation Limited English-speaking households	17%	0%	4%	17%	2%	9%
7. Median Poverty Status Median poverty status based on federal poverty line	276%	491%	408%	237%	480%	342%
8. Health Insurance Any health insurance coverage	87%	97%	94%	88%	97%	93%
9. Adverse Childhood Experiences Children with 2 or more ACEs, Ages 0–17	NA	NA	16%	18%	12%	15%
10. Adult Obesity Adults 18+ with a body mass index 30 or higher	28%	30%	31%	37%	25%	29%

Sources	Data Availability by Indicator
<ul style="list-style-type: none"> American Community Survey (ACS) Integrated Public Use Microdata Series (IPUMS) Bay Area Equity Atlas KidsData California Health Interview Survey 	<ul style="list-style-type: none"> 2021 ACS 1-year: College education, income, homeownership, health insurance, Bay Area Equity Atlas, 2020: Voter registration Bay Area Equity Atlas, 2019: Linguistic isolation KidsData, 2019: Adverse childhood experiences Bay Area Equity Atlas, 2017: Business ownership CA Health Interview Survey, 2020: Adult obesity 2020 ACS 5-year via IPUMS: Poverty