

2021 Sonoma County Latino Economic Scorecard

The Scorecard

The Sonoma County Latino Scorecard, Economic Edition, includes 6 high-level economic indicators that highlight opportunities and gaps within the Latino community in terms of wealth and overall financial well-being.

Los Cien of Sonoma County will use this scorecard, alongside the 2019 Sonoma County Latino Scorecard, to engage stakeholders and build awareness, knowledge, and action. Key to the success of these indicators is to track progress over time. By tracking comparative and standardized measures, Los Cien will be able to benchmark progress against other regional and state-level trends.

About the Measures

One imperfect but traditional measure of wealth is household income. Wealth, however, includes other intergenerational assets like homeownership. Homeownership is a traditional wealth generation tool, but business ownership can similarly generate assets and serve as a pathway for upward economic mobility.

Following the standardized measure set forth by the Stanford Latino Entrepreneurship Initiative,¹ the Sonoma County Scorecard uses a Latino Entrepreneurship Score, defined as the ratio of a business ownership rate for Latinos compared to non-Latinos in that location. A score of one means that the rate for both groups is the same, while a score of less than one means that the entrepreneurship rate of Latinos is lower.

The poverty threshold used in this scorecard was established by the Social Security Administration in 1964, revised in 1980, and is adjusted for inflation.² The poverty measure uses detailed income and family structure information and calculates family income as a percentage of the appropriate threshold. For example, if a person's family income is \$20,000 and the poverty threshold for such a person is \$13,861, then the value of the poverty measure for that individual is $\$20,000 / \$13,861 * 100$ percent, or 144. Individuals whose family income is more than five times the appropriate poverty threshold receive a poverty value of 501 or the top value. The larger the value in the poverty measure, the further away from poverty.

1. Morelix, A., Tareque, I., Orozco, M., Perez, I., Oyer, P., & Porras, J. (2018). The U.S. Latino Entrepreneurship Gap: A Comparative Measure of Latino Entrepreneurship Activity. <https://www.gsb.stanford.edu/sites/default/files/publication-pdf/report-slei-2018-latino-entrepreneurship-gap.pdf>
2. Steven Ruggles, Sarah Flood, Sophia Foster, Ronald Goeken, Jose Pacas, Megan Schouweiler and Matthew Sobek. *IPUMS USA: Version 11.0* [dataset]. Minneapolis, MN: IPUMS, 2021. <https://doi.org/10.18128/D010.V11.0>

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Latinos in Sonoma County at a Glance

- 27.3% of county population
- Median age 27 years old (49 for non-Latinos)
- Latino-owned businesses generate over \$800 million in annual revenue

	Sonoma County		California State	
	Latino	White (Non-Latino)	Latino	White (Non-Latino)

Education

Adults with a BA degree or higher (age 25+)

15%

40%

14%

47%

Income

Median household income

\$84,435

\$96,600

\$70,920

\$103,340

Homeownership

Home owned or being bought (loan)

41%

68%

45%

61%

Health Insurance

Have any health insurance coverage

86%

97%

87%

96%

Poverty Status

Median poverty status

277

486

233

441

Latino Entrepreneurship Score

Ratio of business ownership

0.16

0.19