

2026 SONOMA COUNTY LATINO SCORECARD



32%

of county residents
are Latino (154K)



\$91K

median Latino
household income



31 yrs

median Latino age



22 yrs

younger than White
residents

About the Scorecard

The 2026 Sonoma County Latino Scorecard provides a current, comparative view of the conditions shaping Latino prosperity and well-being. It brings together 12 population-level indicators spanning demographic change, civic participation, education, economic security and wealth-building, language access, and health. Where data are available, the scorecard compares Latino residents with non-Latino White residents and statewide benchmarks and tracks change from Los Cien's 2019, 2021, and 2022 scorecards.

Spotlight on Local Elected Representation

13% of the local elected seats held by Latino officials. That is **7 of 54 seats** across the County Board of Supervisors and nine city councils. Up from **11% in 2019**.
Los Cien goal: 30%

Source: Los Cien compilation of county and elected officials, 2026

KEY FINDINGS

SONOMA COUNTY'S FUTURE IS INCREASINGLY LATINO.

Latinos now number approximately 154,000 and represent 32% of county residents, up from 27% in 2019. Their median age is 31, which is 22 years younger than White residents.

EDUCATIONAL GAINS HAVE NOT YET PRODUCED ECONOMIC PARITY.

Latino bachelor's-degree attainment nearly doubled from 11% to 21% since 2019 but remains below the White rate of 48%. Latino median household income is approximately \$91K, 18% higher than in 2019 after adjusting for inflation but remains below the White median of \$113K.

WEALTH-BUILDING HAS IMPROVED, BUT LARGE DIVIDES PERSIST.

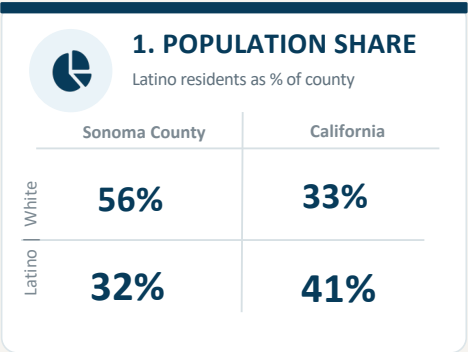
Latino employer-business ownership more than doubled from 1.1 to 2.3 firms per 100 workers since 2022 but remains less than half the White rate of 5.6. Latino homeownership increased nine percentage points since 2019, from 38% to 47%, but remains 25 points below the White rate of 72%.

HEALTH INDICATORS RAISE URGENT CONCERNS.

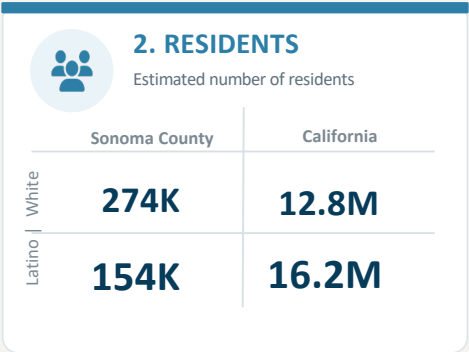
The share of Latino children experiencing two or more adverse childhood experiences increased from 15% to 25% since 2019. Adult obesity also rose sharply, from 25% to 45%—a 20-percentage-point increase.

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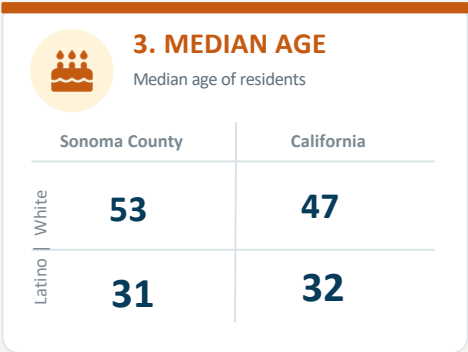
INDICATOR DASHBOARD – COMPARATIVE TRENDS



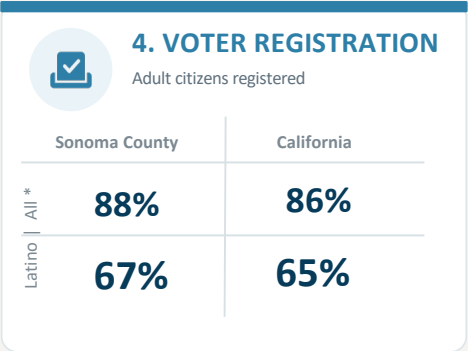
Source: U.S. Census Bureau QuickFacts, 2025



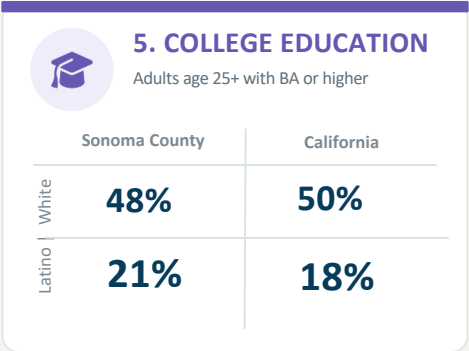
Source: U.S. Census Bureau QuickFacts, 2025



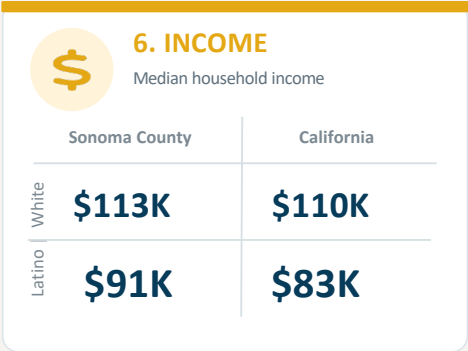
Source: U.S. Census Bureau, 2024 ACS 1-Year



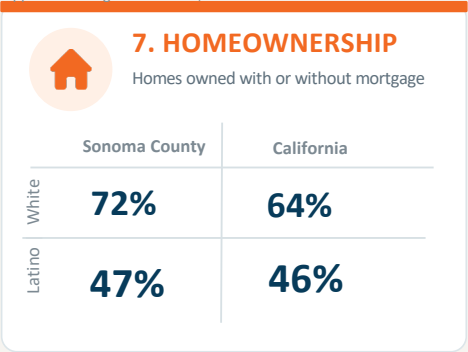
Source: USC Center for Inclusive Democracy. Voter Turnout in CA, Appendix D: Registration Rate, 2024



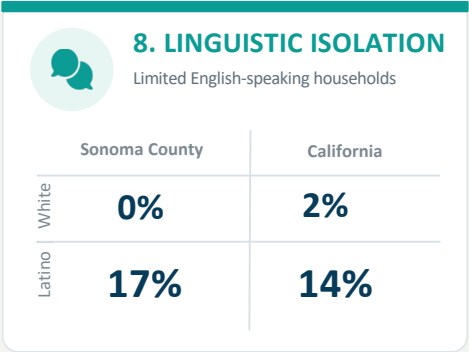
Source: U.S. Census Bureau, 2024 ACS 1-Year



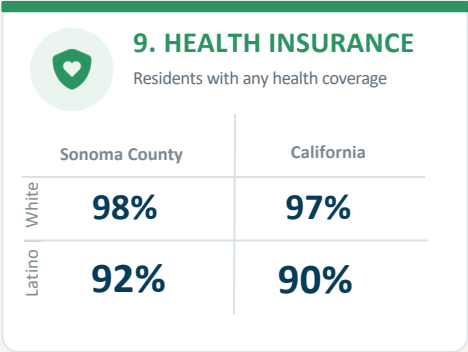
Source: U.S. Census Bureau, 2024 ACS 1-Year



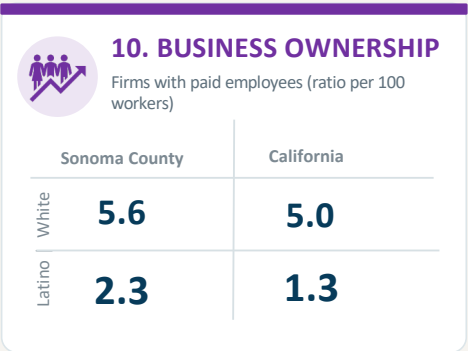
Source: U.S. Census Bureau, 2024 ACS 1-Year



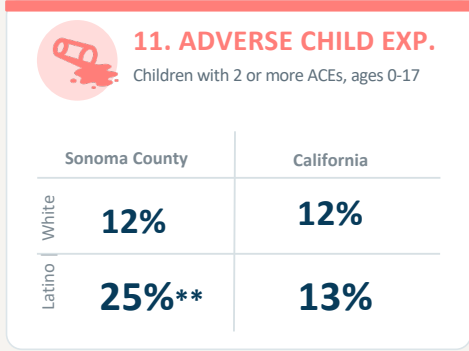
Source: U.S. Census Bureau, 2024 ACS 1-Year



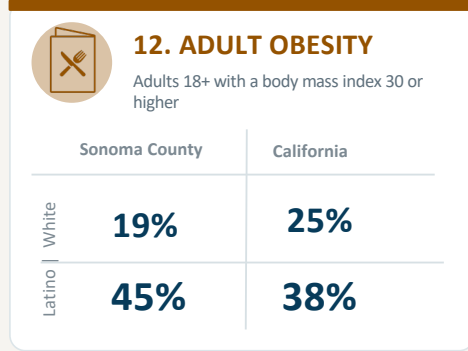
Source: U.S. Census Bureau, 2024 ACS 1-Year



Source: U.S. Census Annual Business Survey, 2023



Source: California Health Interview Survey, 2022-2024

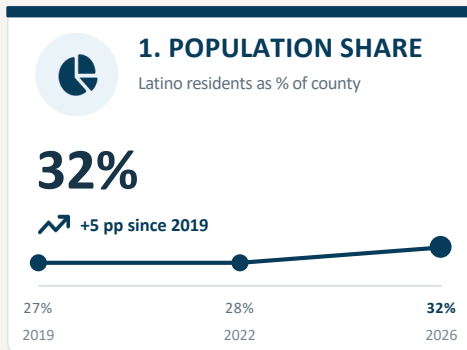


Source: California Health Interview Survey, 2024

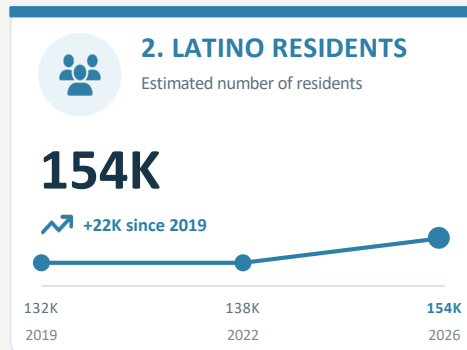
* Indicator 4 compares Latino residents to all registered voters county and state-wide; White-specific registration data not available in uniform source.
** Latino estimates are based on pooled 2022–2024 survey data to ensure statistically stable reporting.

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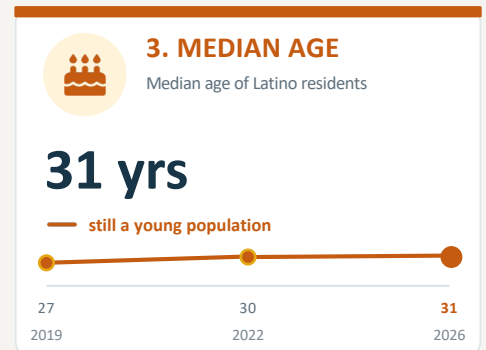
INDICATOR DASHBOARD – HISTORICAL LATINO TRENDS



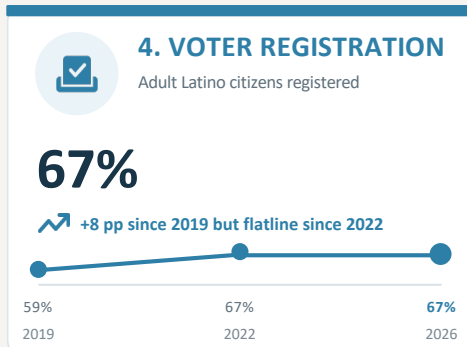
Source: Los Cien Scorecards and U.S. Census Bureau QuickFacts, 2025



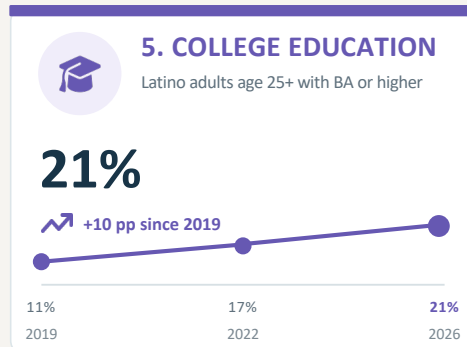
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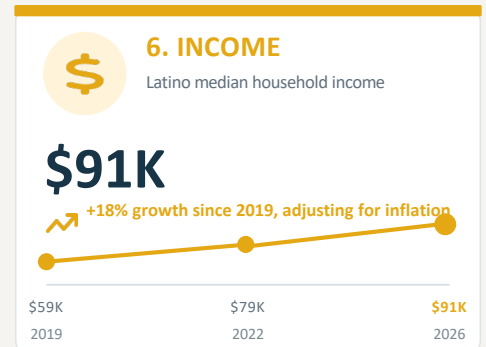
Source: Los Cien Scorecards and U.S. Census Bureau, 2024 ACS 1-Year



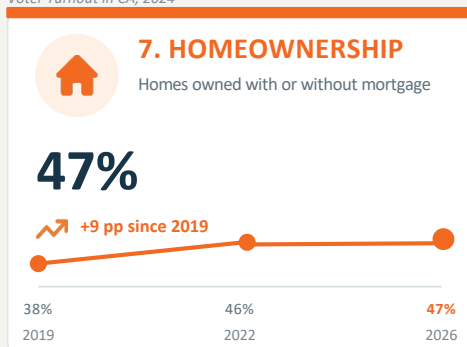
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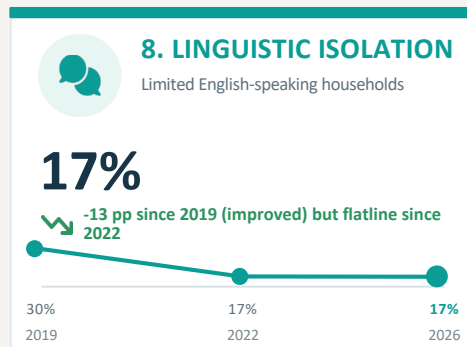
Source: Los Cien Scorecards and U.S. Census Bureau, 2024 ACS 1-Year



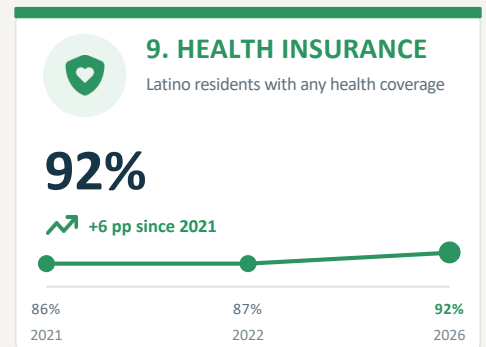
Source: Los Cien Scorecards and U.S. Census Bureau, 2024 ACS 1-Year



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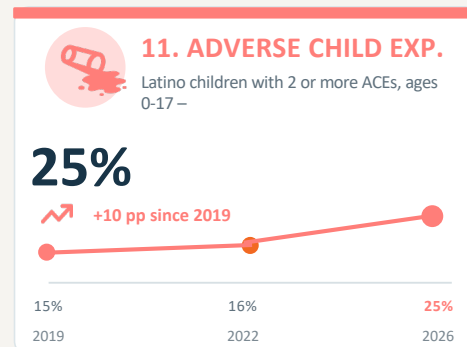
Source: Los Cien Scorecards and U.S. Census Bureau, 2024 ACS 1-Year



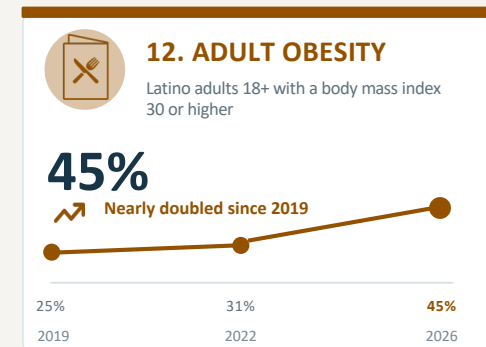
Source: Los Cien Scorecards and U.S. Census Bureau, 2024 ACS 1-Year



Source: Los Cien Scorecards and U.S. Census Annual Business Survey, 2023



Source: Los Cien Scorecards and California Health Interview Survey, 2022-2024



Source: Los Cien Scorecards and California Health Interview Survey, 2024

Note: Population totals and other values are rounded for display. Historical figures reproduce values reported in prior Los Cien scorecards; minor differences reflect rounding. Historical income values are shown in the dollars of their respective source years. After inflation adjustment, the 2019 value of approximately \$59K equals approximately \$77K in constant dollars.