2024 Report

Digital Needs Assessment

economic development collaborative SONOMA COUNTY

LOS CIEN SONOMA COUNTY LATINO LEADERS Building Bridges

County-Wide Findings

579
Total survey repondents

$36K
Median household income

3.2
Average household size

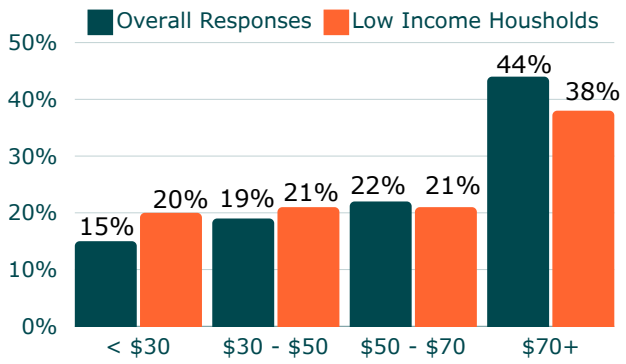
80%
Of respondents reported having some form of internet in their homes

63%
Of respondents make below 50% of the county's AMI ($48,450)

57%
Of respondents identify as Latino/Hispanic. 30% identify as White

Internet Cost

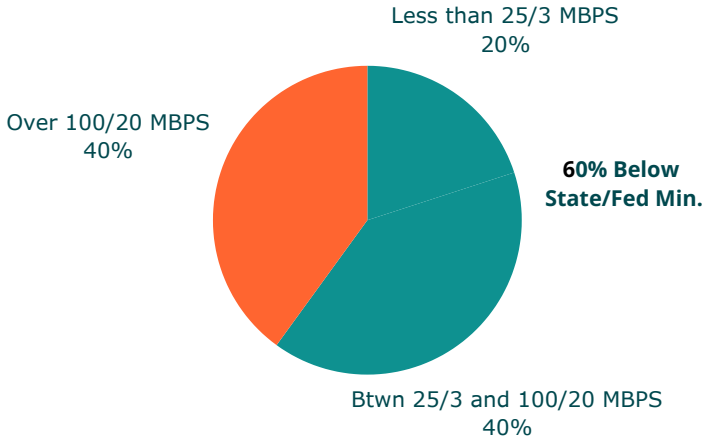
Percent of Responses by Cost (USD)



67% of all survey respondents reported their internet bill being too high. However, **80%** of Low Income Households are paying more than $30 per month on internet, despite being eligible for low income internet plans.

Internet Speed

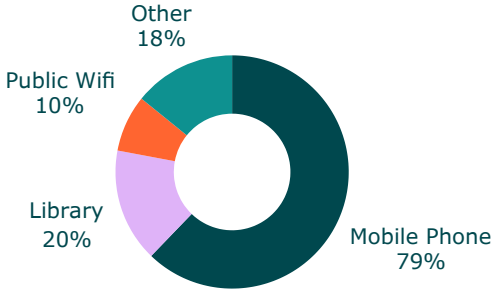
Measured in Megabits Per Second (MBPS)



The State and Federal minimum standard for internet speeds to be considered Broadband is **100/20 MBPS**, and yet **60%** of respondents reported speeds below that threshold.

Alternative Connectivity Methods

Ways people are connecting if not through home internet connections



Devices

44% of respondents reported having no devices or only a smartphone to access the internet. Although, that number jumps up to **53%** when isolating for households with school-aged children.

Digital Needs

The most reported uses for the internet was for **Work 63%** and **School 49%**

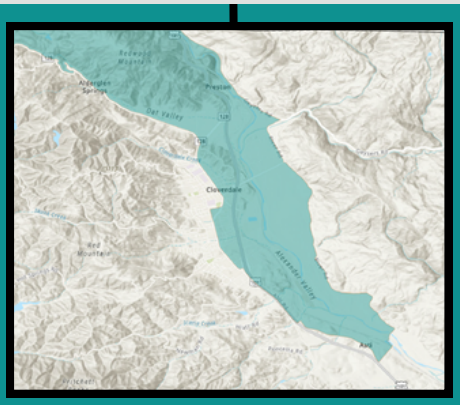
Seniors reported needing Digital Skills Trainings in **Cyber Security 60%** and **Telehealth 55%**

Parents of school-aged children reported needing Trainings in **Email 64%** and **Cyber Security 50%**

Data By Survey Area

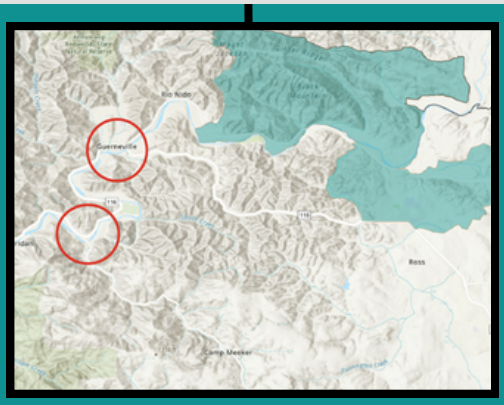
Cloverdale Area

Total Respondents: **116**
Avg. Household: **3.5**
Median Income: **$30K**
Households with School-Aged Children: **41%**
Respondents Over 60 Years Old: **15%**
Consider Current Service Reliable: **65%**
Reported Internet Cost is too High: **64%**
No Device or Phone Only: **68%**



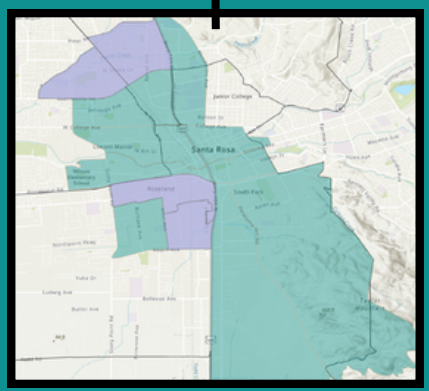
Guerneville, Monte Rio and Forestville

Total Respondents: **125**
Avg. Household: **1.9**
Median Income: **$25K**
Households with School-Aged Children: **6%**
Respondents Over 60 Years Old: **82%**
Consider Current Service Reliable: **54%**
Reported Internet Cost is too High: **74%**
No Device or Phone Only: **28%**



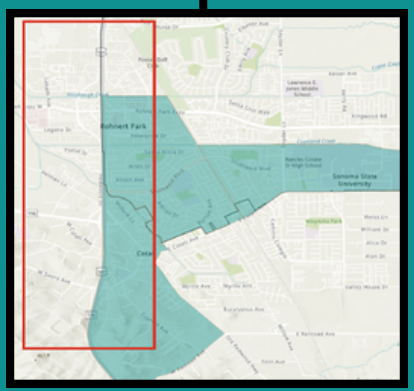
Santa Rosa Area

Total Respondents: **143**
Avg. Household: **3.9**
Median Income: **$40.8K**
Households with School-Aged Children: **52%**
Respondents Over 60 Years Old: **7%**
Consider Current Service Reliable: **71%**
Reported Internet Cost is too High: **64%**
No Device or Phone Only: **42%**



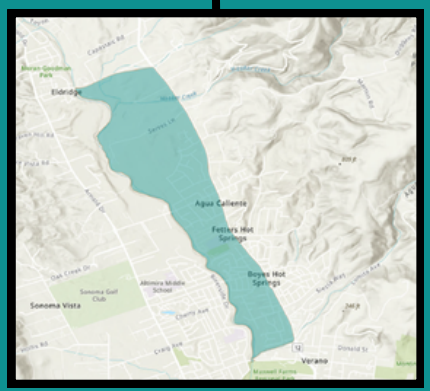
Rohnert Park and Cotati

Total Respondents: **88**
Avg. Household: **2.7**
Median Income: **$37K**
Households with School-Aged Children: **28%**
Respondents Over 60 Years Old: **20%**
Consider Current Service Reliable: **63%**
Reported Internet Cost is too High: **72%**
No Device or Phone Only: **32%**



Sonoma Valley

Total Respondents: **100**
Avg. Household: **4**
Median Income: **$36K**
Households with School-Aged Children: **57%**
Respondents Over 60 Years Old: **11%**
Consider Current Service Reliable: **63%**
Reported Internet Cost is too High: **62%**
No Device or Phone Only: **52%**



Legend

- Portrait of Sonoma County - Disadvantaged Communities
- Health Action Together - Call to Action Areas
- Other Low-Income Areas