

# Rochester, NY

## Homeownership and Business Ownership Data

### Summary

Households of color have higher mortgage application denial rates and cost burden shares for both renters and homeowners, as well as lower homeownership rates and income levels compared to white households. Households of color also have disproportionate levels of small business activity and engagement, largely dominated by their white counterparts.

### Small Business

Despite accounting for 37 percent of the adult population in Minneapolis and Rochester...

**90%** of employer-firm owners are white.

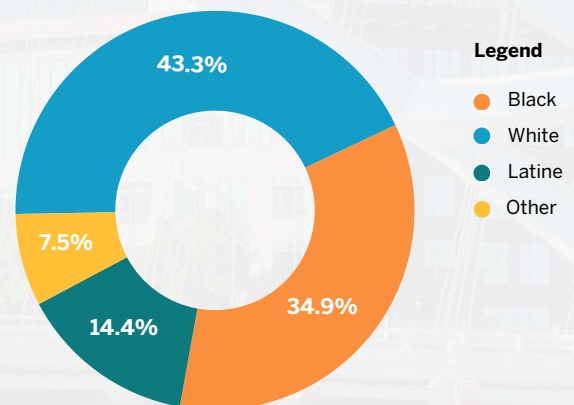
**93%** of employees are in white-owned businesses.

**96%** of sales are in white-owned businesses.

### Household Distribution

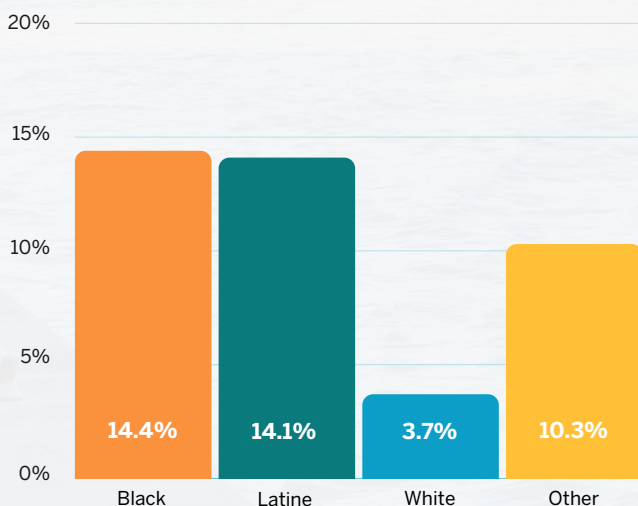
White households have the largest household share in Rochester at 43.3 percent, while Black households account for the second highest share at 34.9 percent, followed by Latine households at 14.4 percent.

Black	Latine	White	Other	Total
31,633	13,041	39,254	6,831	90,759



### Denial Rates

Both Black and Latine borrowers were denied mortgage applications at significantly higher rates, 14.4 percent and 14.1 percent respectively, over 3 times higher than white borrowers at just 3.7 percent across the city in 2021.



### Homeownership Rates

Both Black and Latine households have significantly lower homeownership rates at 28.5 percent and 26.3 percent respectively, compared to 46.4 percent for their white counterparts.

	Black	Latine	White	Other	Total
Owners	9,021	3,436	18,231	1,711	32,399
Renters	22,612	9,605	21,023	5,120	58,360

