

## HOMEOWNERSHIP RATE

**45.4%** LATINO  
**72.9%** NON-HISPANIC WHITE

Latinos were responsible for **17.2%** of homeownership growth and **20%** of household formation growth over the last 10 years.

### Did you know?

Chicago-Naperville-Elgin, IL-IN-WI is home to 290,000 mortgage-ready<sup>1</sup> Latinos aged 45 and under.

## POPULATION

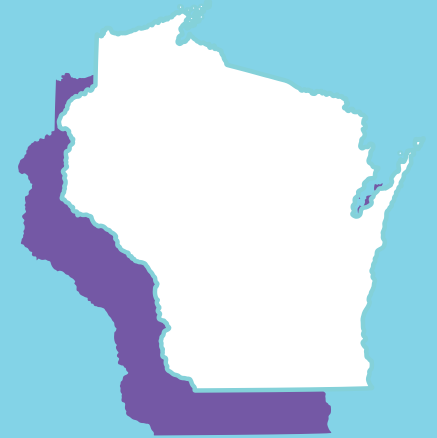
**441,300** LATINOS  
**7.5%** OF THE OVERALL POPULATION

**25.7** LATINO MEDIAN AGE

Latinos accounted for **51.3%** of Wisconsin's population growth, adding **86,900** Latinos over the last decade.

### Did you know?

12.7% of the under 18 population in Wisconsin are Latino.



### Did you know?

Nearly a quarter (21.3%) of Latino households in Wisconsin are multigenerational.

## ECONOMIC INDICATORS

**\$53,186**  
LATINO MEDIAN HOUSEHOLD INCOME

**17.2%**  
OF LATINOS 25 YEARS AND OLDER HAVE A BACHELOR'S DEGREE OR HIGHER

**65.2%**  
LATINO LABOR FORCE PARTICIPATION RATE

## GROWTH IN THE NUMBER OF LATINO OWNED-HOUSEHOLDS BETWEEN 2019-2021

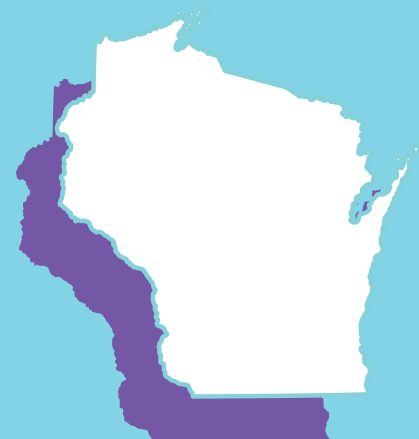
METROPOLITAN STATISTICAL AREA (MSA)	LATINO OWNED-HOUSEHOLDS ADDED (2019 - 2021)	MEDIAN PROPERTY VALUE
1. Chicago-Naperville-Elgin, IL-IN-WI	+ 49,052	\$ 281,100
2. Minneapolis-St. Paul-Bloomington, MN-WI	+ 5,137	\$ 330,400
3. Milwaukee-Waukesha, WI	+ 3,133	\$ 266,200
4. Madison, WI	+ 1,352	\$ 324,300
5. Racine, WI	+ 728	\$ 221,000

## GROWTH RATE OF LATINO OWNED-HOUSEHOLDS BETWEEN 2019-2021

METROPOLITAN STATISTICAL AREA (MSA)	LATINO HOMEOWNERSHIP GROWTH RATE (2019 - 2021)	MEDIAN PROPERTY VALUE
1. Madison, WI	45.0 %	\$ 324,300
2. Green Bay, WI	23.1 %	\$ 225,300
3. Racine, WI	19.4 %	\$ 221,000
4. Minneapolis-St. Paul-Bloomington, MN-WI	17.4 %	\$ 330,400
3. Racine, WI	15.6 %	\$ 266,200

<sup>1</sup>Freddie Mac defines "Mortgage Ready" as a group of potential future borrowers ages 45 and younger, who exhibit the following characteristics to qualify for a mortgage: Credit score equal to or greater than 661, DTI equal to or less than 25 percent, no foreclosures or bankruptcies in the past 84 months, and no severe delinquencies in past 12 months.

Markets with fewer than 25,000 Latino residents were excluded from rankings.



### MOST AND LEAST AFFORDABLE MARKETS FOR LATINOS IN 2022

Ranked by the difference between the median Hispanic household income in the market and the income needed to afford the median priced home.

METROPOLITAN STATISTICAL AREA (MSA)	AFFORDABILITY GAP
Minneapolis-St. Paul-Bloomington, MN-WI	\$ 26,200
Milwaukee-Waukesha, WI	\$ 16,000
Lake County-Kenosha County, IL-WI	\$ 10,000

#### Did you know?

Wisconsin is among the most affordable states for Latinos. The median Hispanic household income exceeds the income needed to afford the median priced home in each of Wisconsin's most populous markets.

#### Did you know?

During the pandemic, Wisconsin saw a net gain of 5,200 Latinos between 2020 and 2022.

### SHARE OF INVESTOR PURCHASES IN Q3 OF 2022

METROPOLITAN STATISTICAL AREA (MSA)	SHARE OF INVESTOR PURCHASES
Chicago-Naperville-Elgin, IL-IN-WI	22.9 %
Minneapolis-St. Paul-Bloomington, MN-WI	20.4 %
Milwaukee-Waukesha-West Allis, WI	18.3 %

#### Did you know?

While investor purchase activity is down nationally compared to 2021 record highs, investors purchased more than 18% of housing inventory in Wisconsin's most populous Latino metros.

### TOP 3 MARKETS WITH THE HIGHEST YEAR-OVER-YEAR INCREASE IN MONTHLY MORTGAGE PAYMENTS

In 2022, the rise in interest rates dramatically increased monthly mortgage payments, even in markets that experienced price reductions. The following markets had the highest year-over-year increase in monthly mortgage payments between 2021 and 2022.

METROPOLITAN STATISTICAL AREA (MSA)	YOY % CHANGE IN MONTHLY MORTGAGE PAYMENT
Milwaukee-Waukesha, WI	113.3 %
Minneapolis-St. Paul-Bloomington, MN-WI	63.3 %
Madison, WI	58.1 %