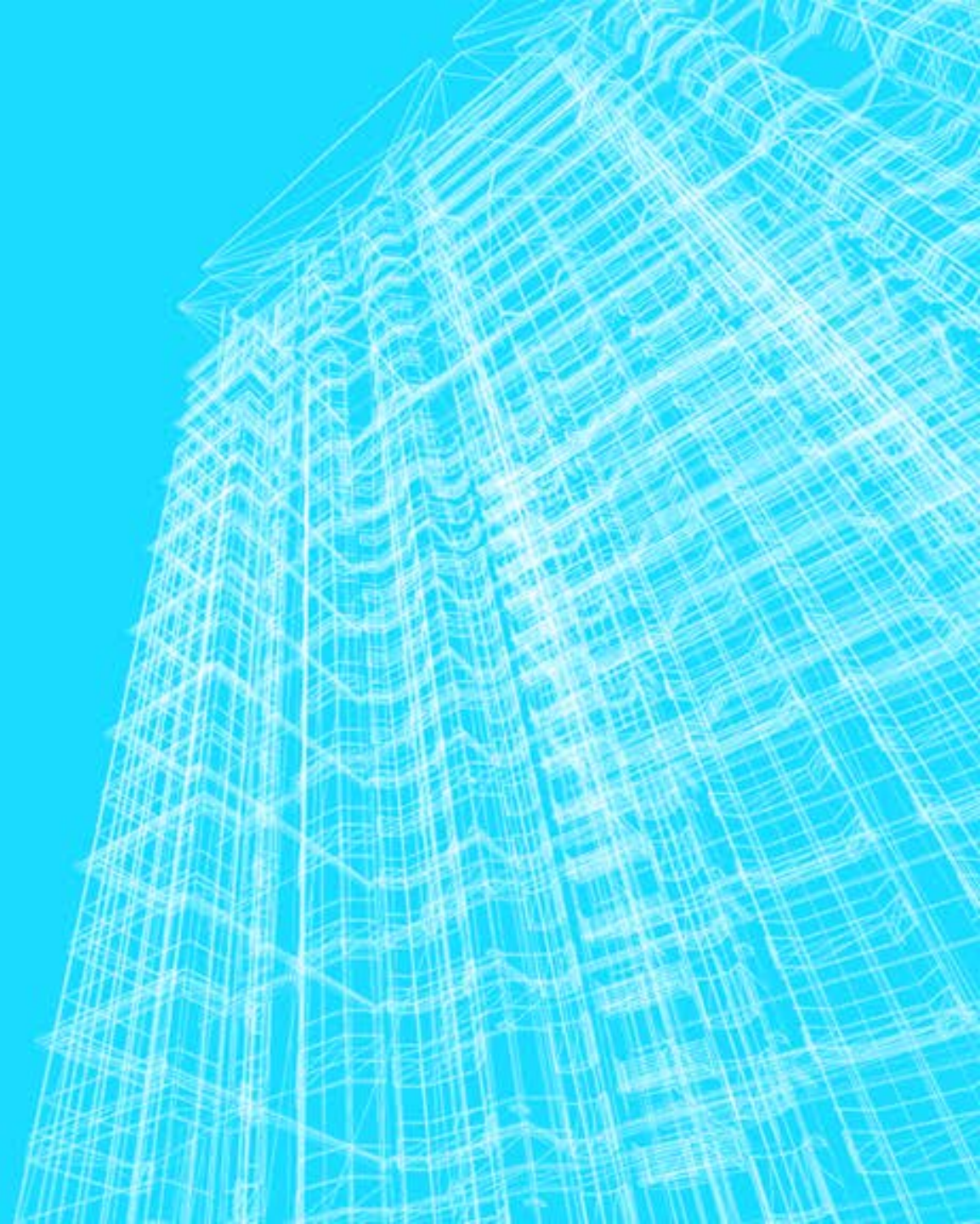
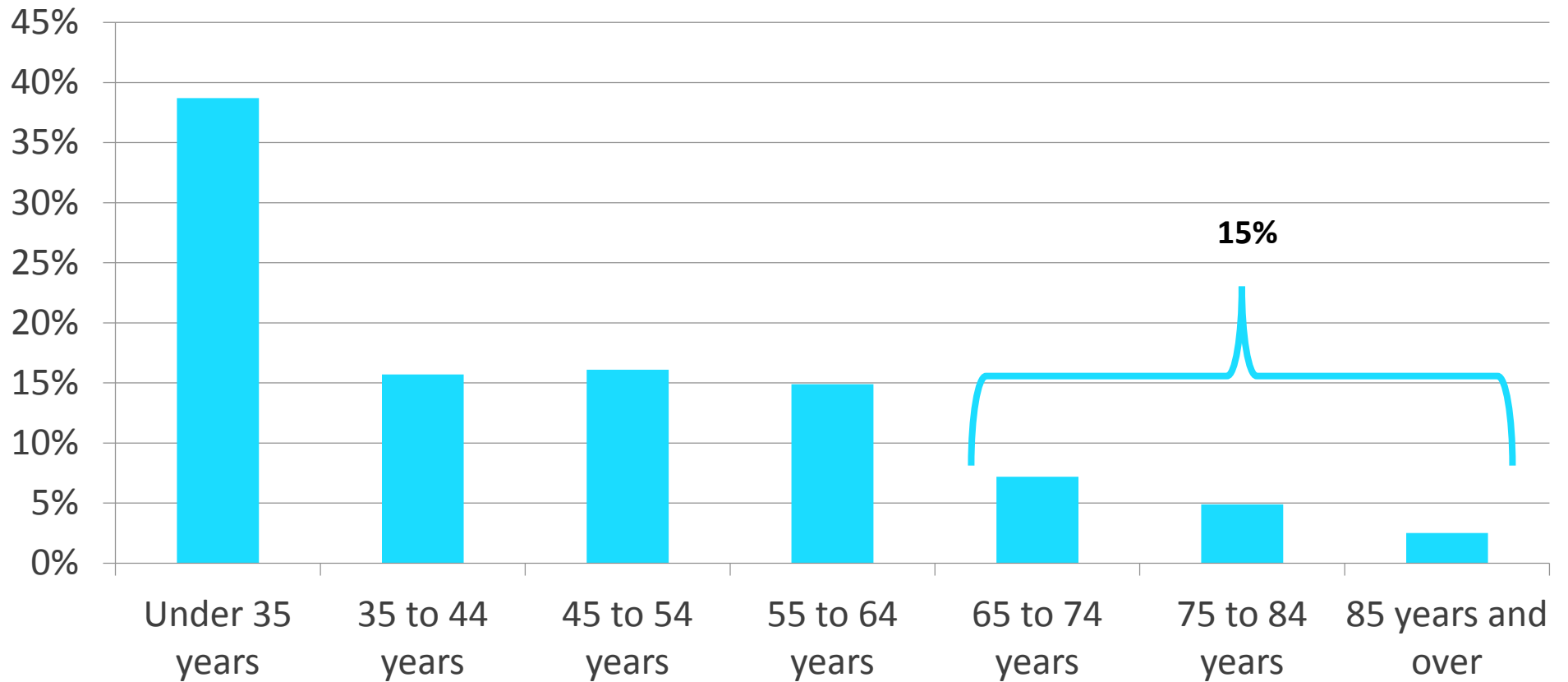


# SENIOR HOUSING TRENDS



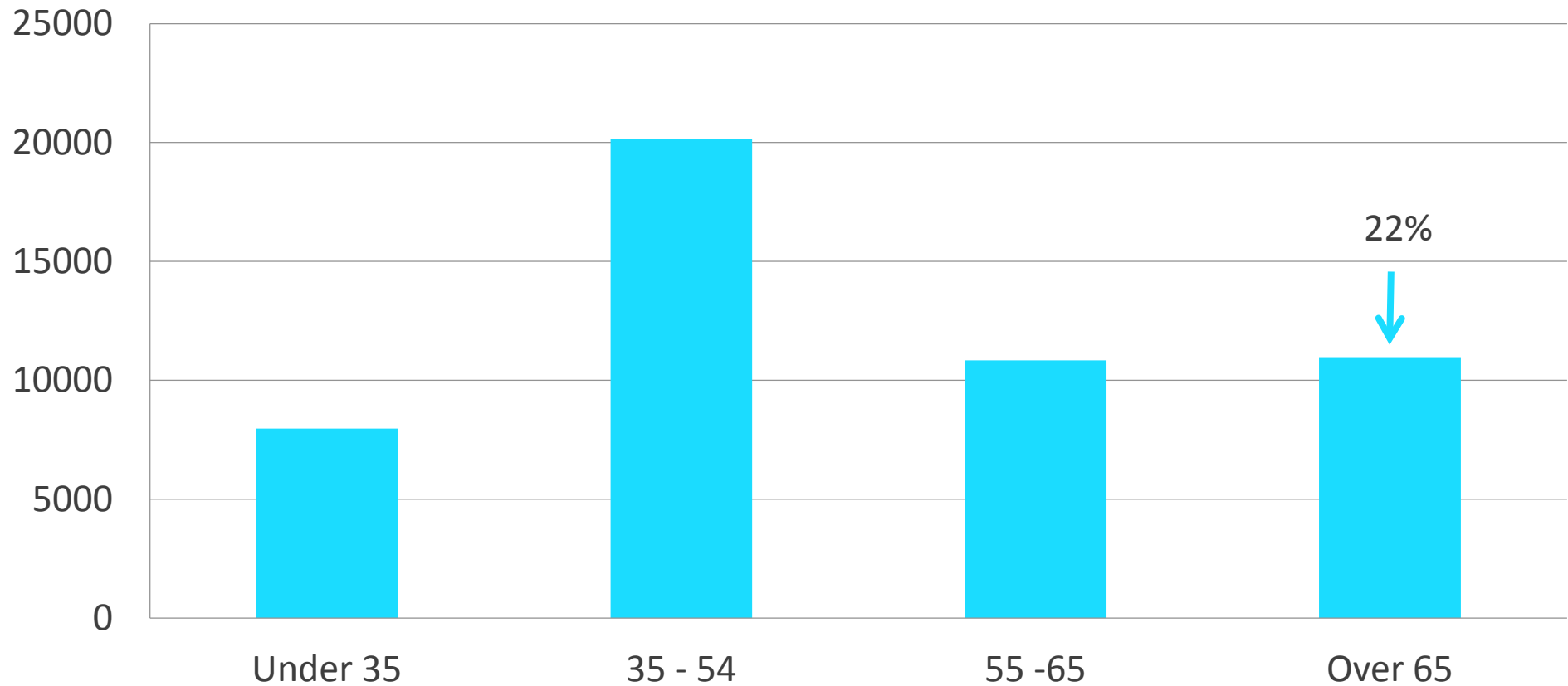
# SENIORS MAKEUP A SMALL PART OF THE MARKET

## Age of Householder



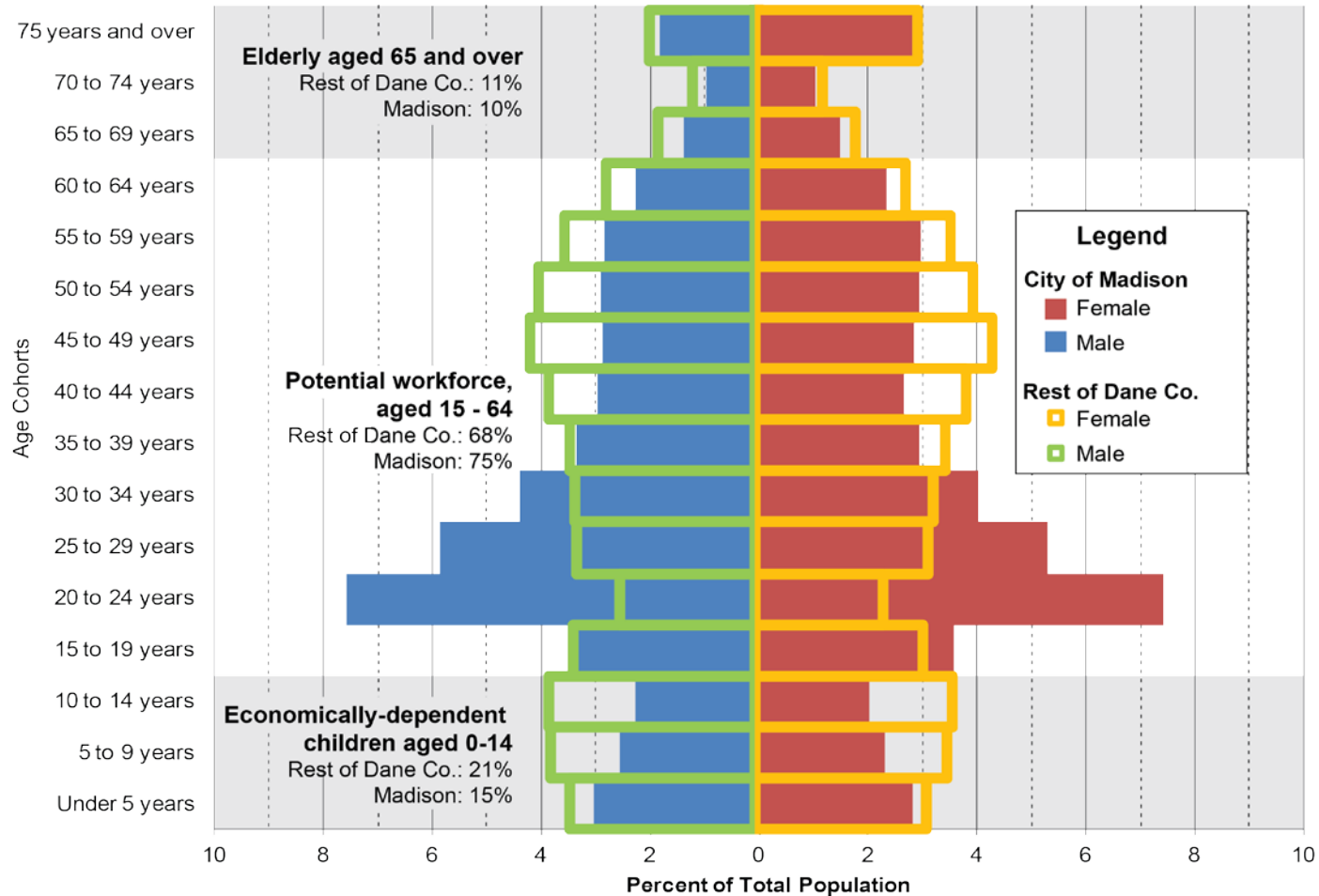
# SENIORS MAKEUP A LARGER PART OF THE OWNERSHIP MARKET

Homeowners by Age



# SENIORS MAKE UP LESS OF THE MADISON POPULATION THAN IN THE REST OF THE COUNTY

City of Madison vs. Rest of Dane Co.: Age



Source: US Census 2010, SF1 data

Prepared by the City of Madison Planning Division | August 2012

# SENIORS MAKE UP MUCH LESS OF THE MADISON POPULATION THAN IN THE REST OF THE STATE

City of Madison vs. Wisconsin: Age



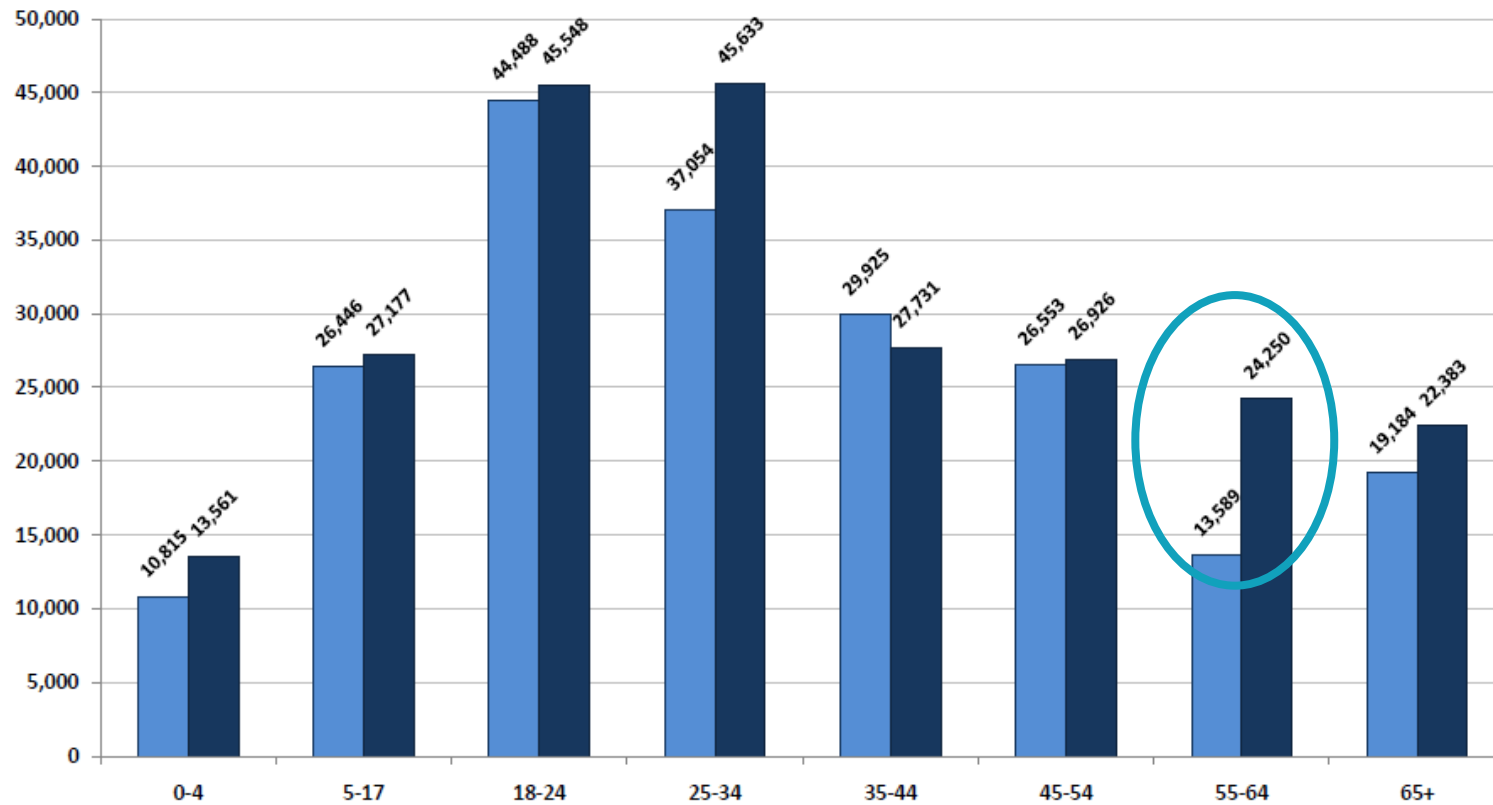
Source: US Census 2010, SF1 data

Prepared by the City of Madison Planning Division | July 2012

# SENIORS ARE POISED TO MAKE UP MUCH MORE OF THE MARKET

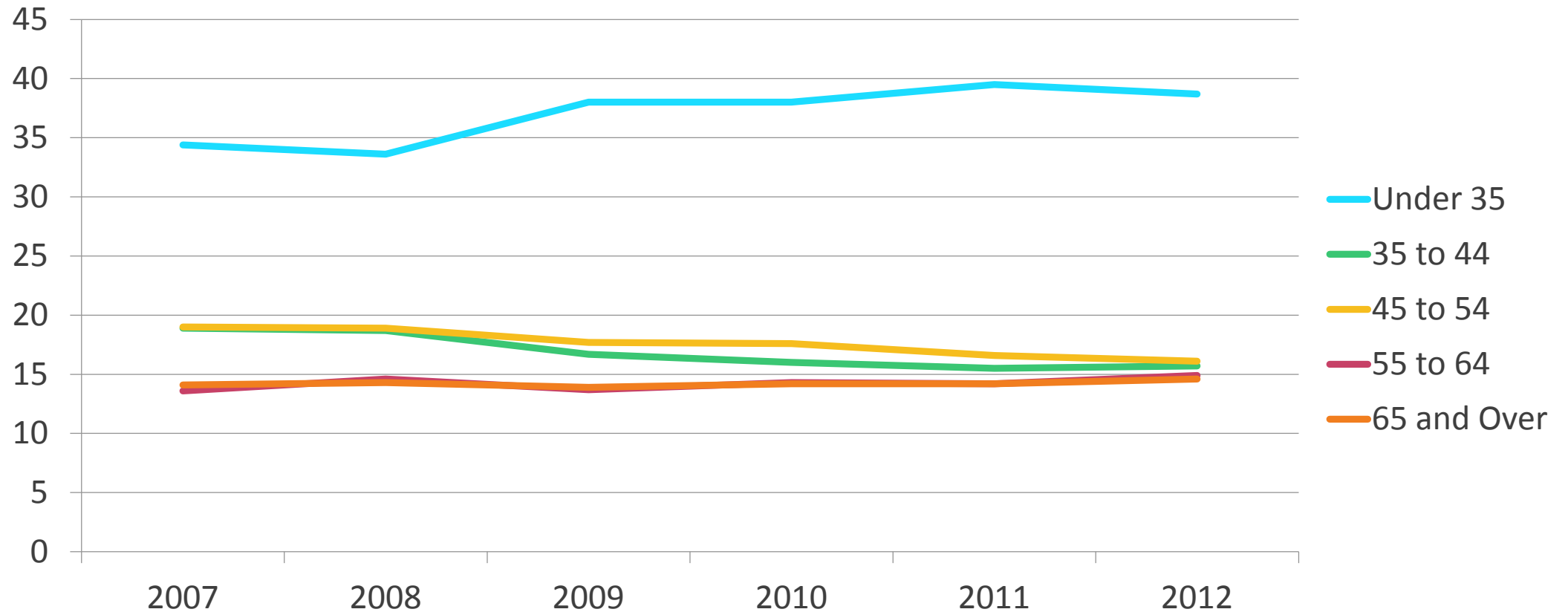
City of Madison  
Persons by Age Group

■ 2000 ■ 2010

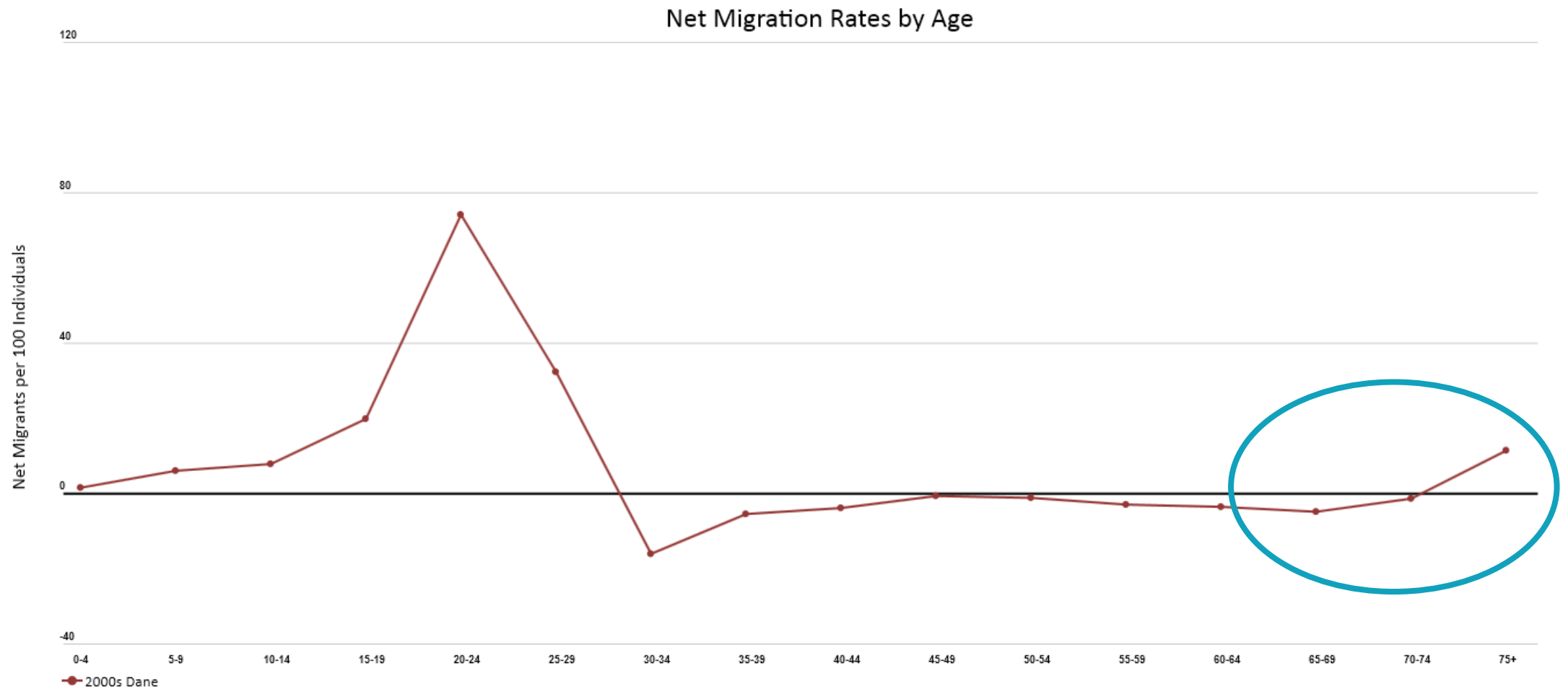


# BUT SO FAR GROWTH HAS COME FROM YOUNG HOUSEHOLDS

% of Householders by Age

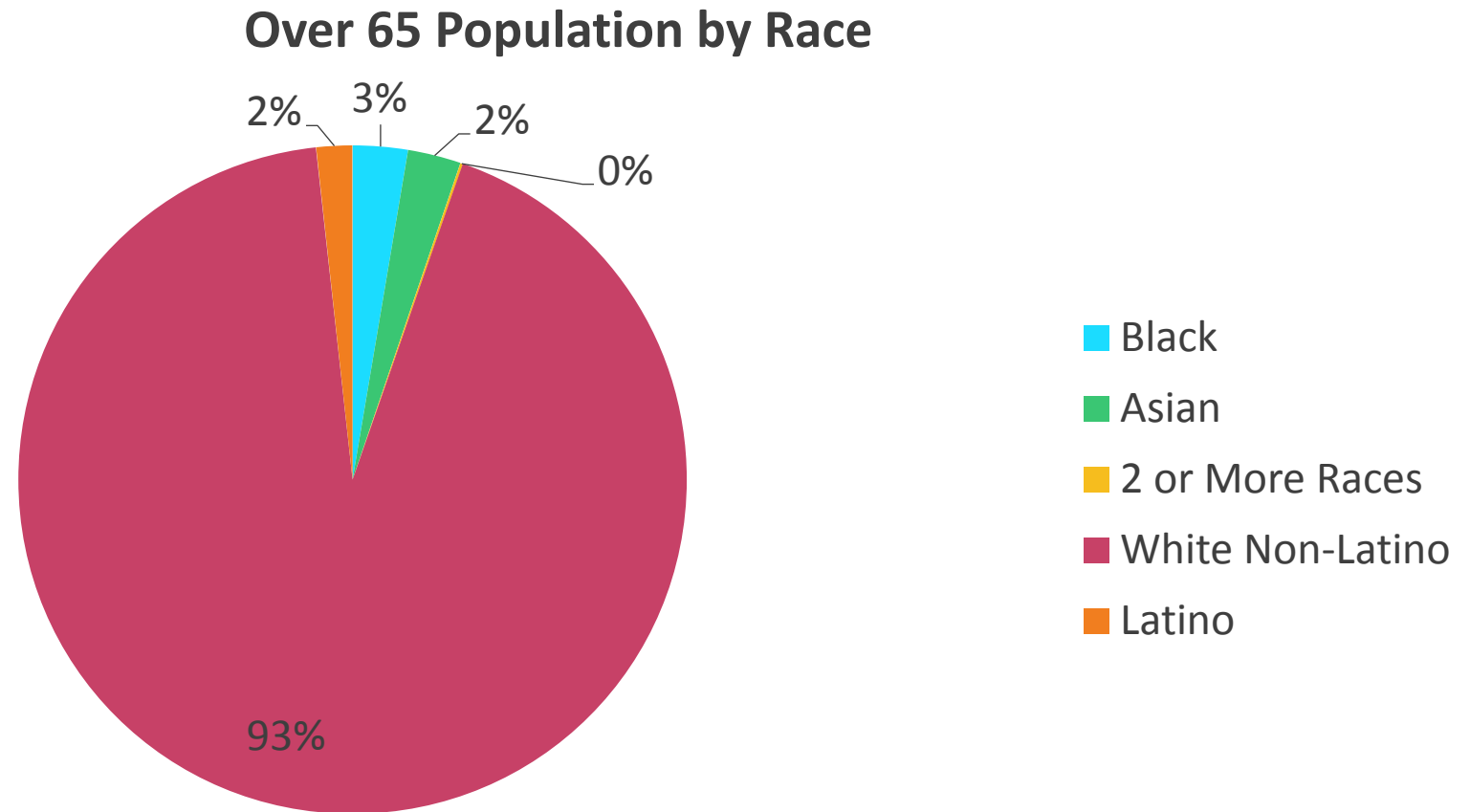


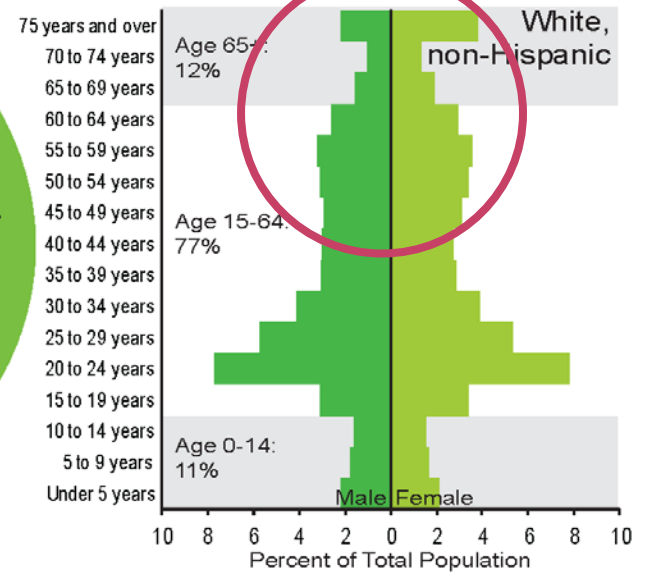
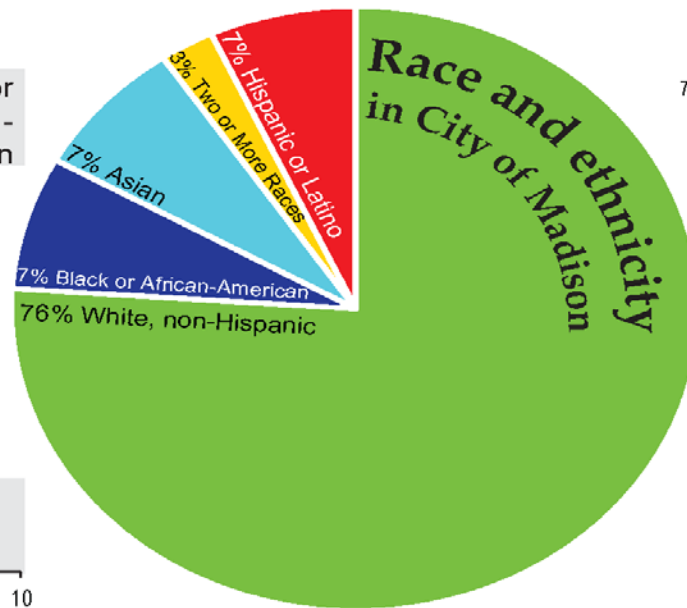
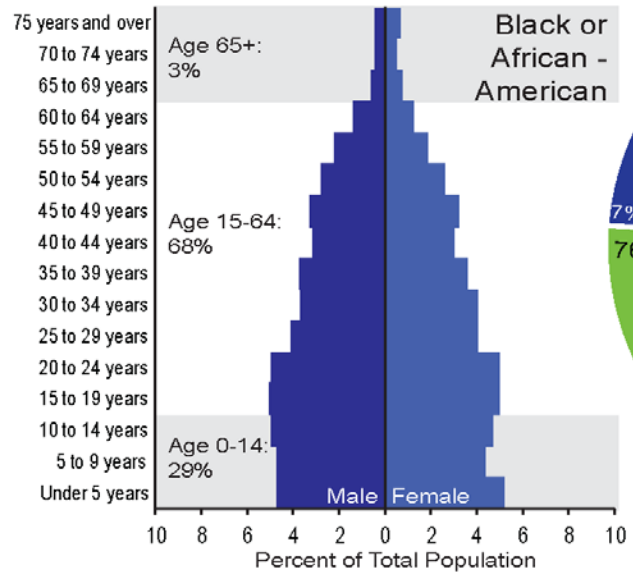
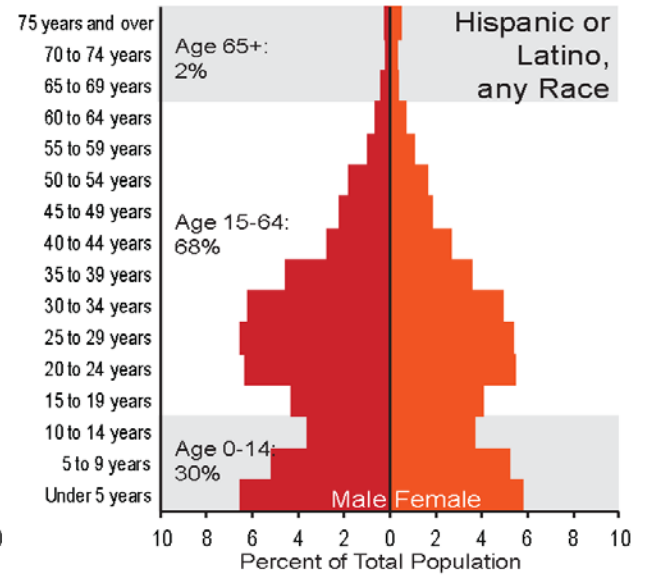
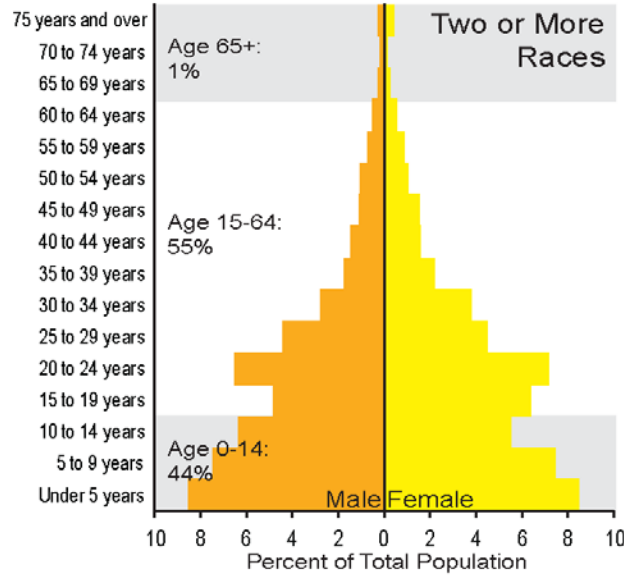
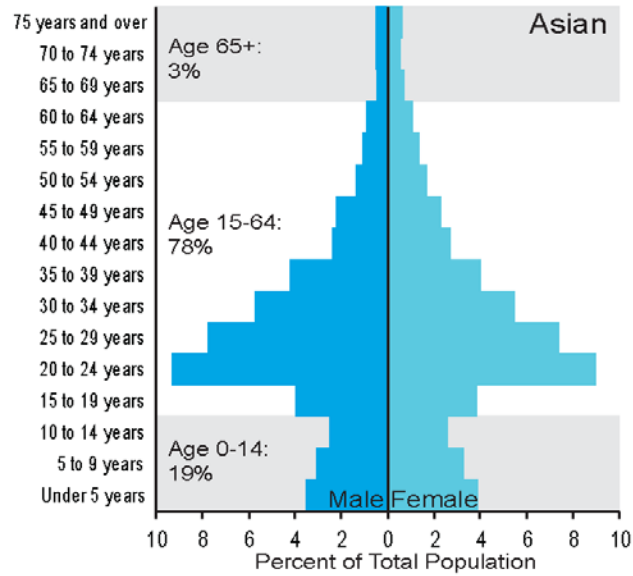
# MADISON IMPORTS SENIORS OVER 75



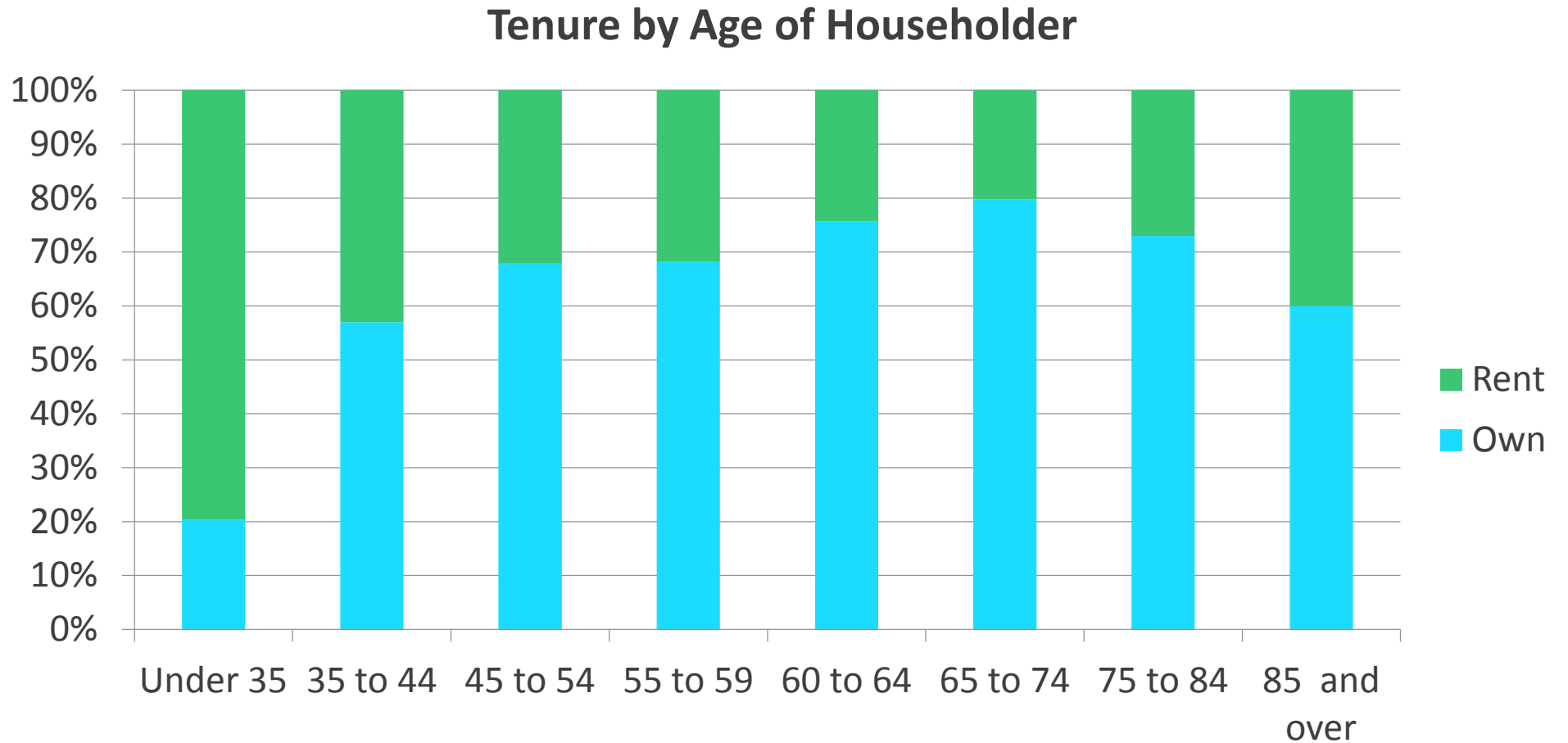


# SENIORS ARE MOSTLY WHITE NON-LATINO



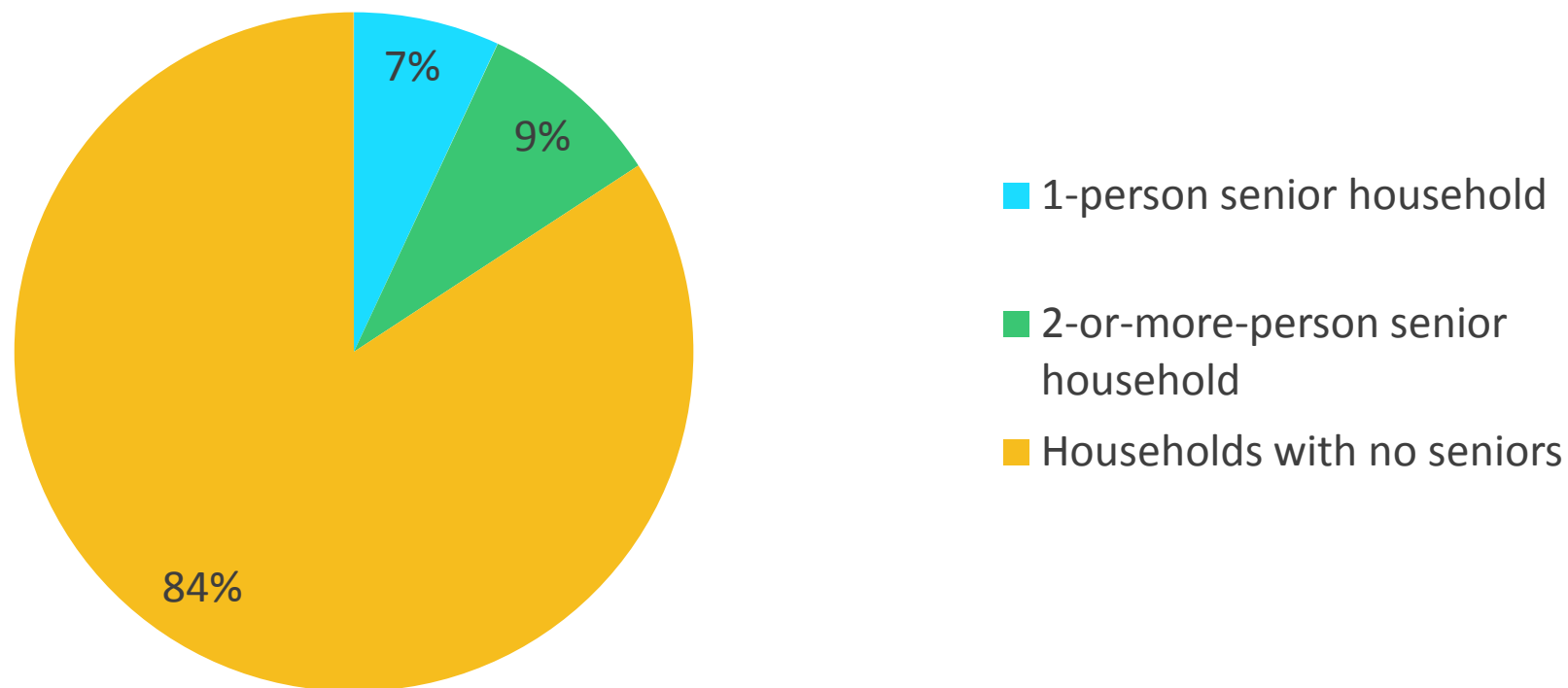


# SENIORS CONTINUE TO OWN RATHER THAN RENT AS THEY AGE



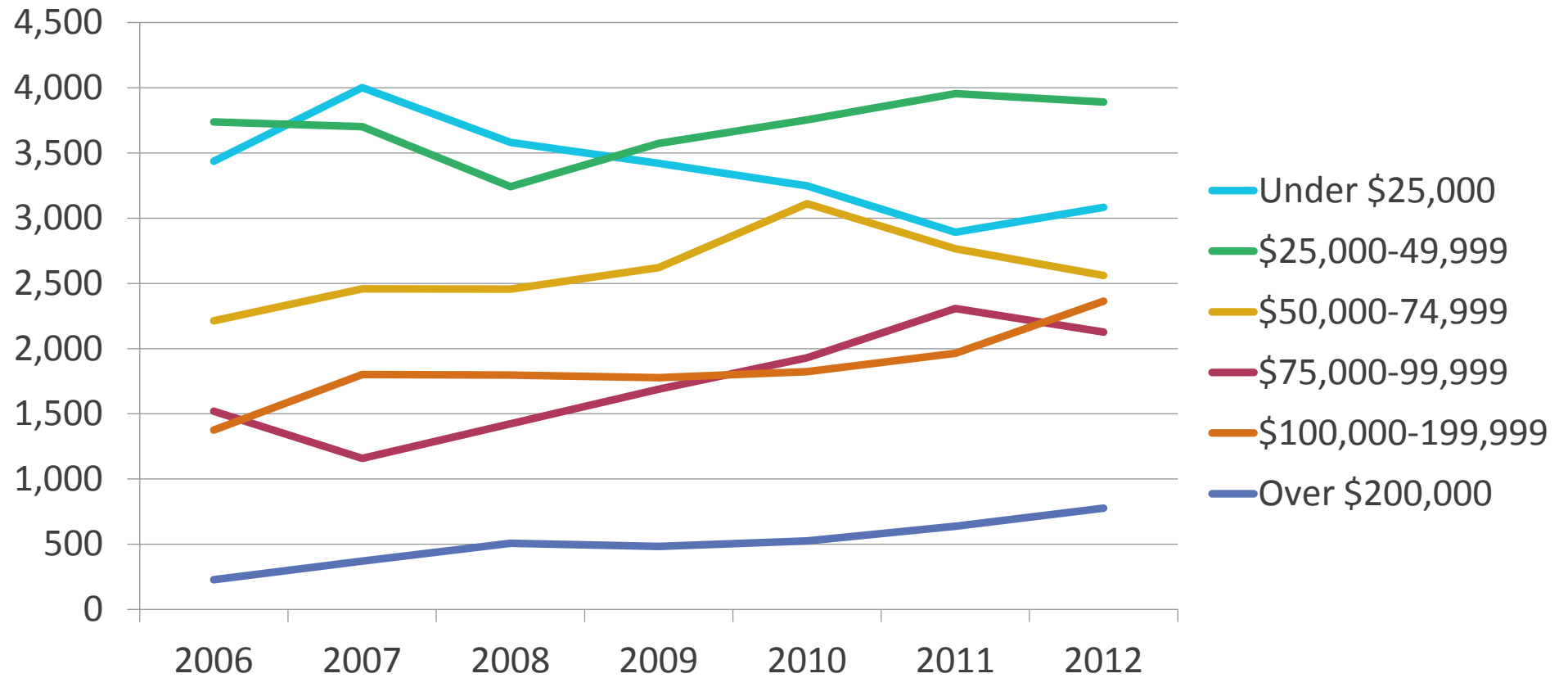
# SENIORS

## Households by Number of Senior Members



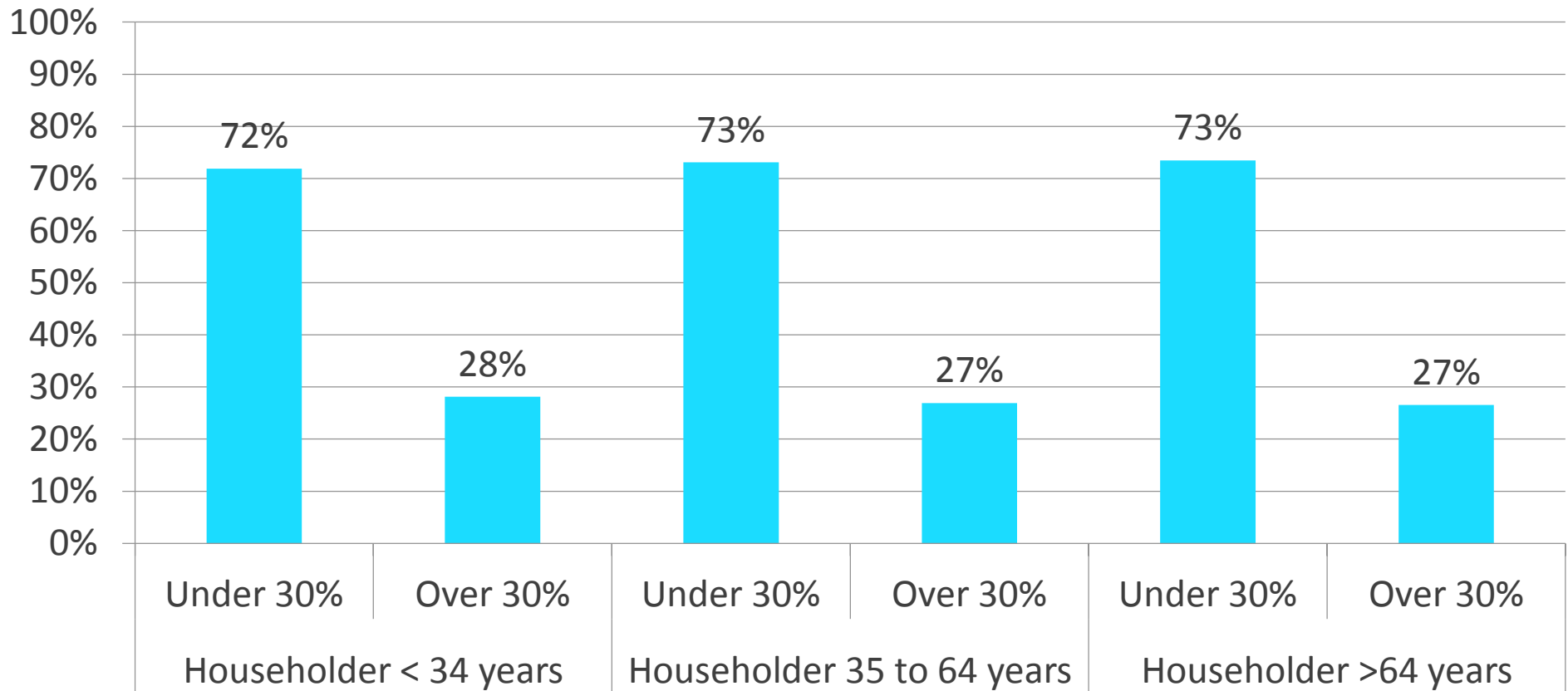
# MOST GROWTH COMES FROM HIGHER INCOME SENIORS

## Senior Households by Income

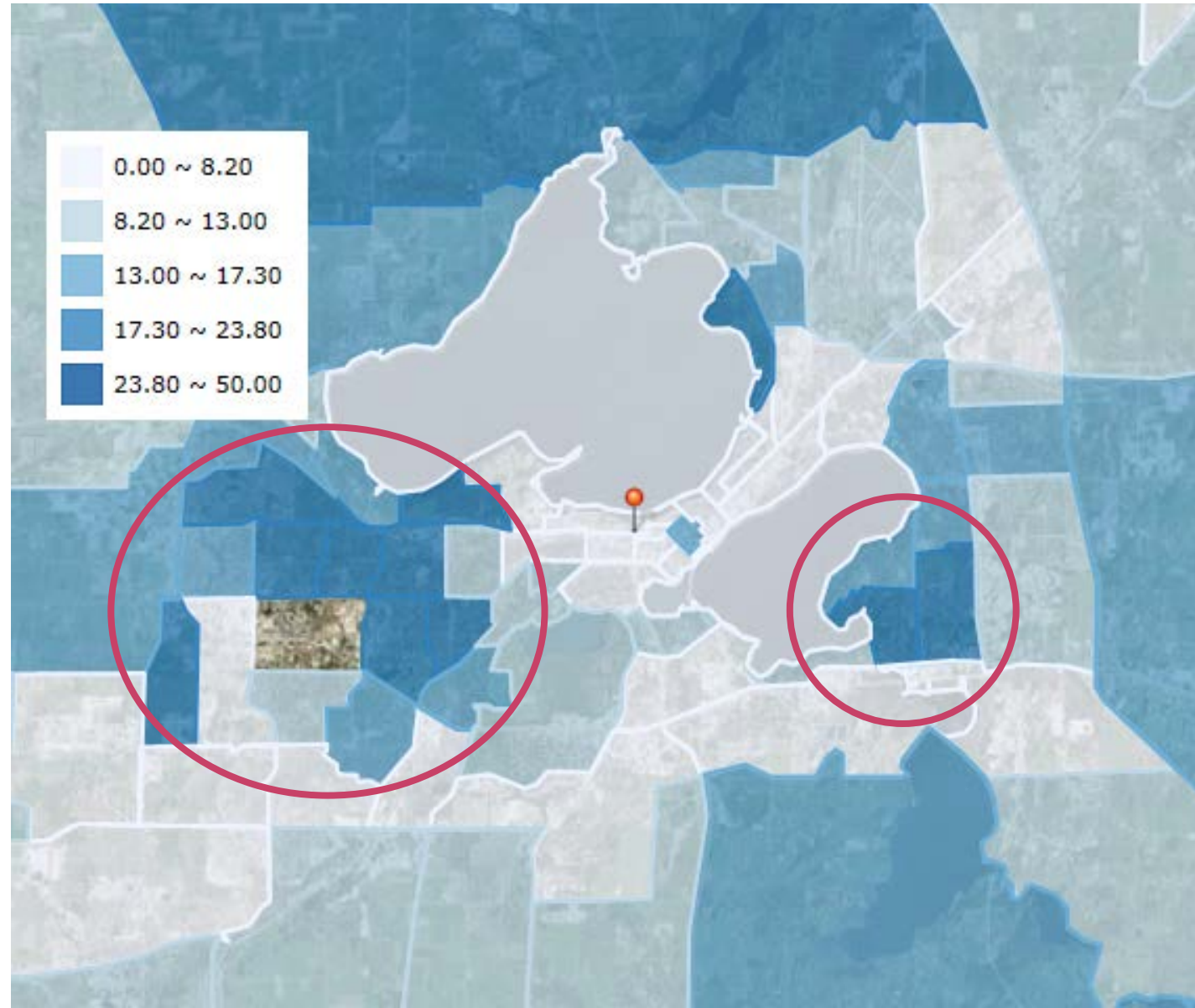


# SENIOR HOMEOWNERS ARE AS COST BURDENED AS EVERYONE ELSE

## Housing Cost Burden



# SENIORS ARE CONCENTRATED ON WEST AND SOUTHEAST SIDES



# SENIOR GROWTH IS CONCENTRATED ON THE EDGE

