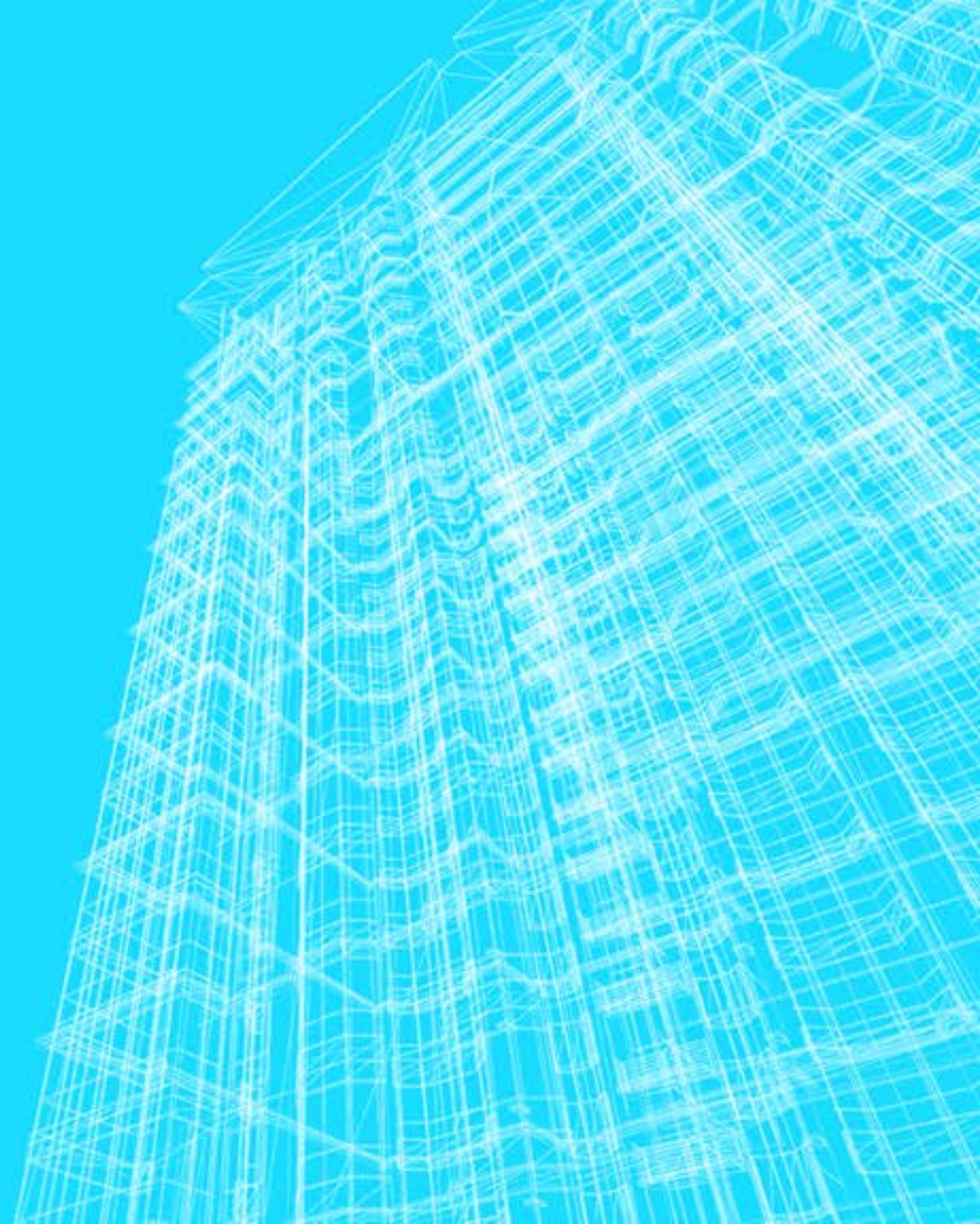
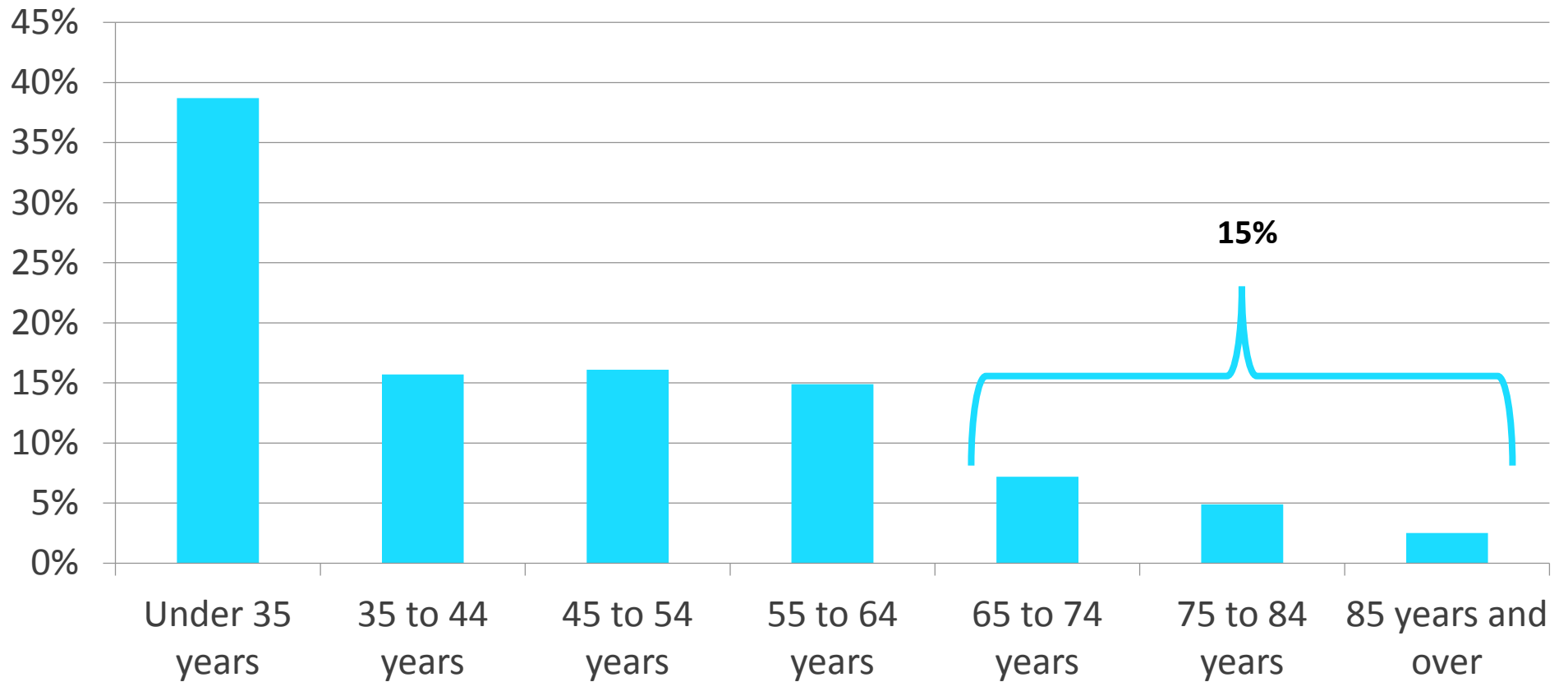


SENIOR HOUSING TRENDS



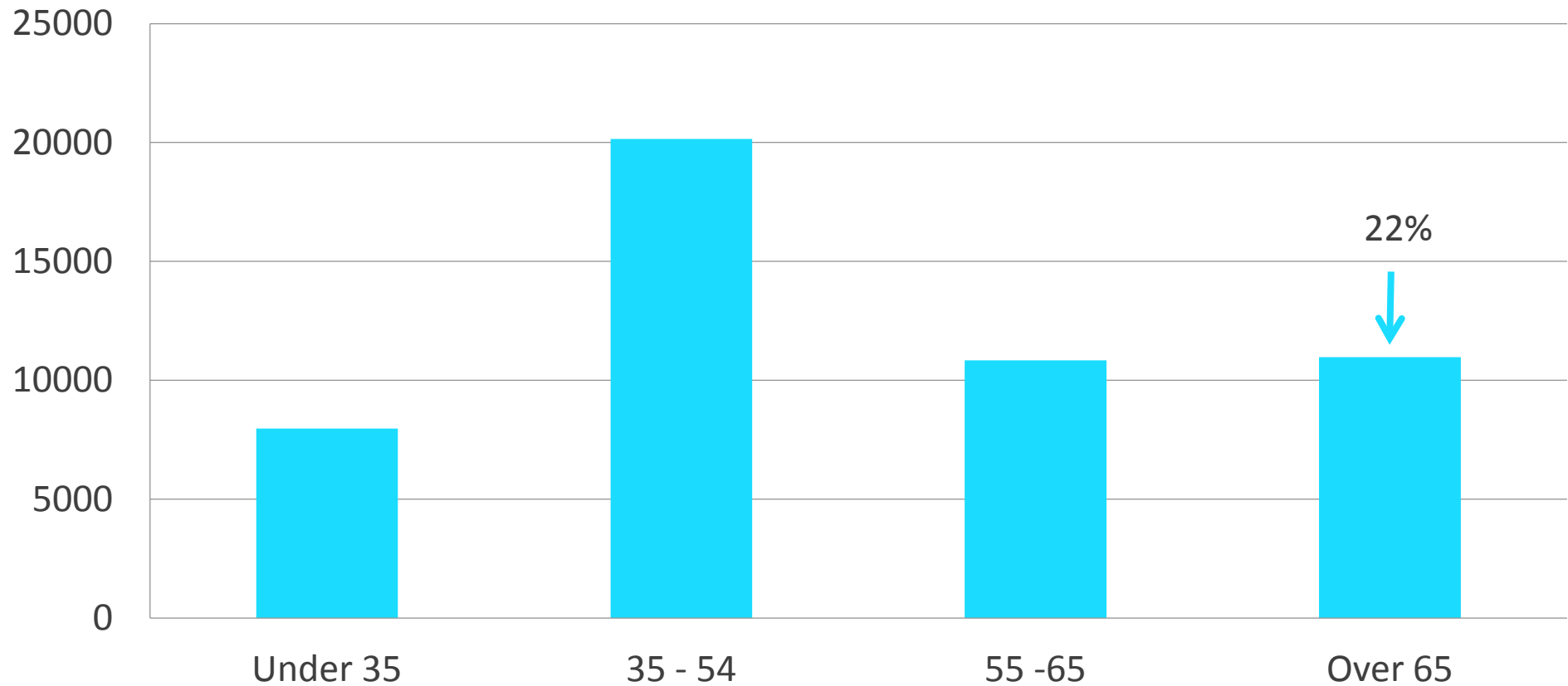
SENIORS MAKEUP A SMALL PART OF THE MARKET

Age of Householder



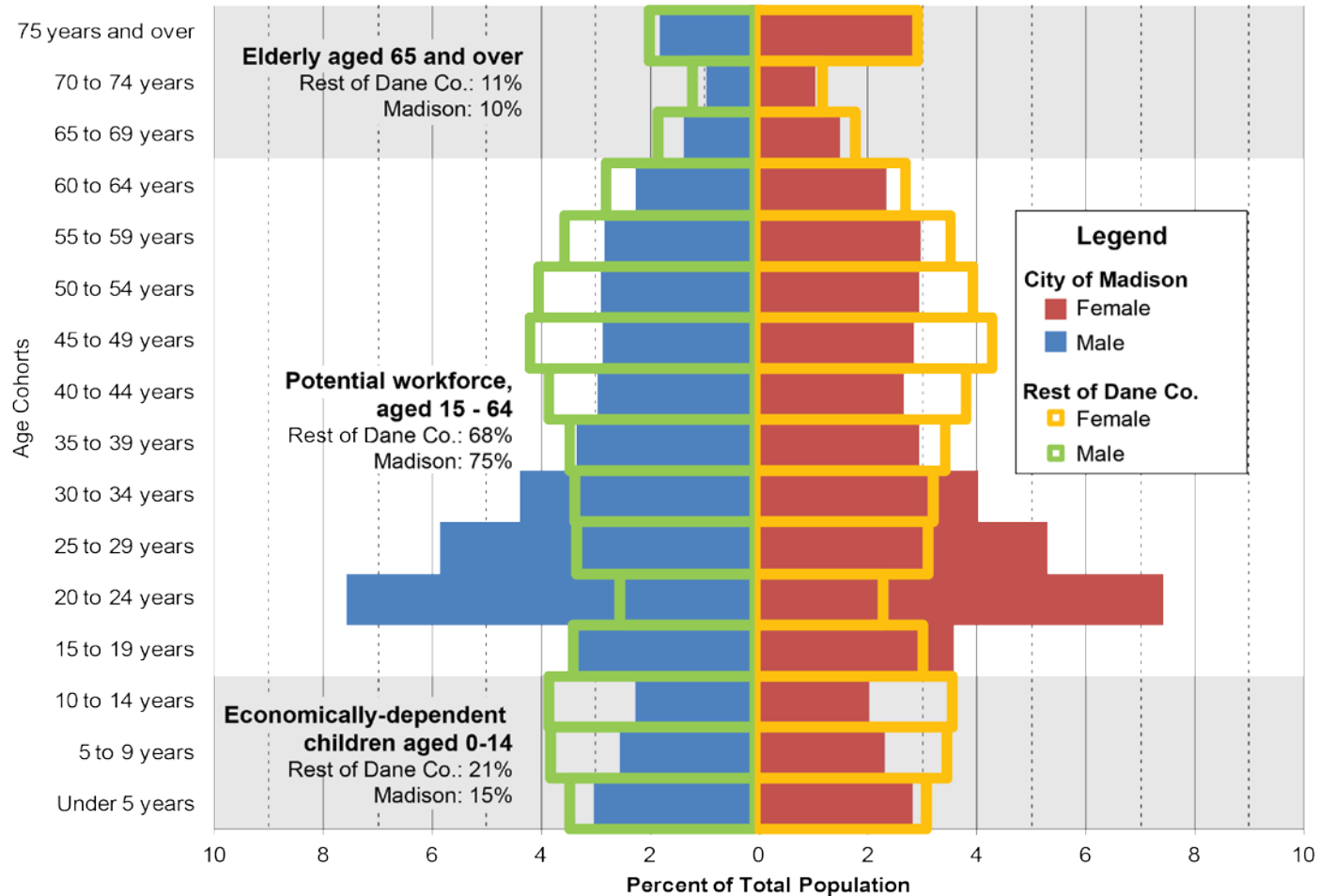
SENIORS MAKEUP A LARGER PART OF THE OWNERSHIP MARKET

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



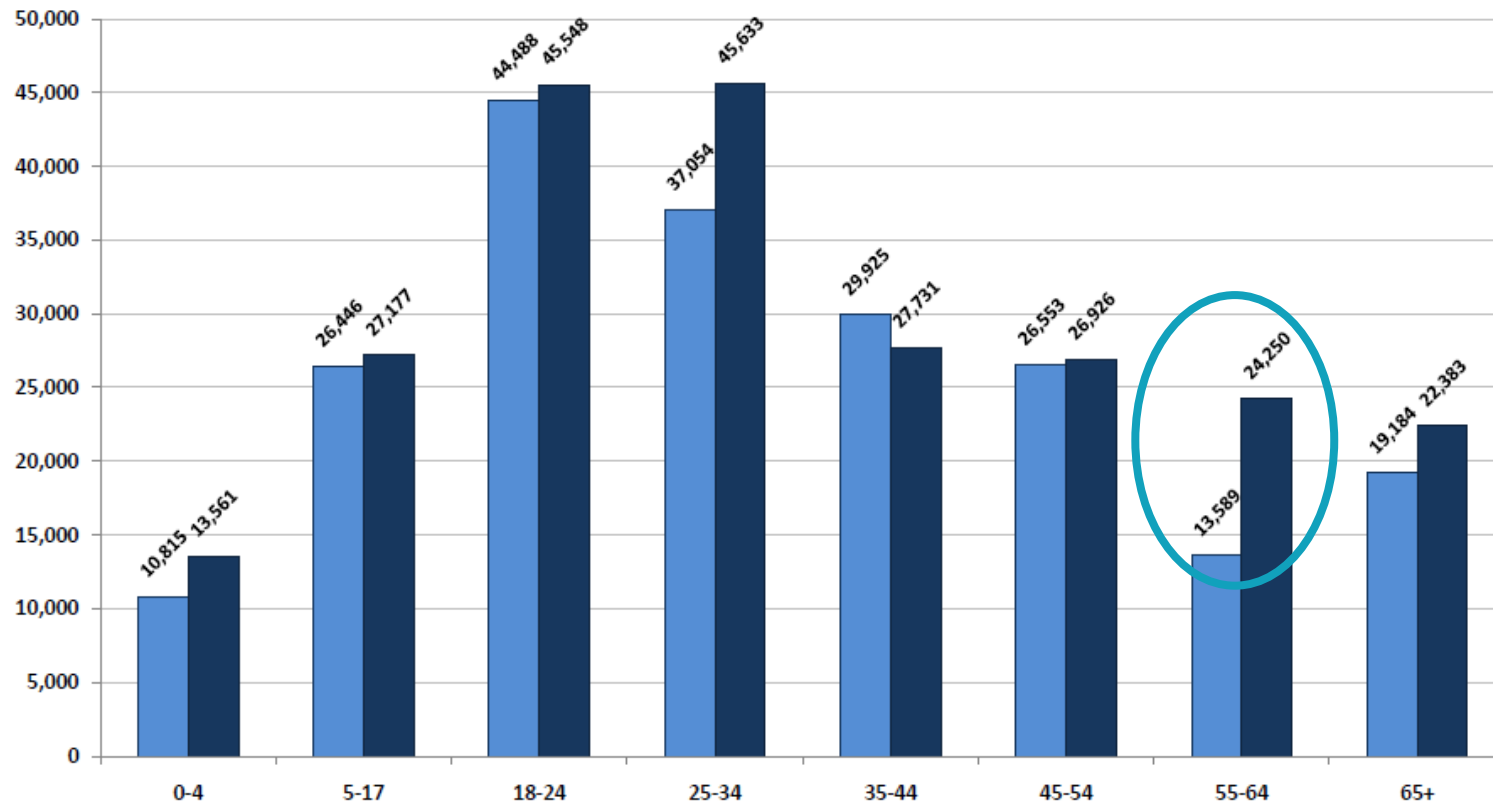
Source: US Census 2010, SF1 data

Prepared by the City of Madison Planning Division | July 2012

SENIORS ARE POISED TO MAKE UP MUCH MORE OF THE MARKET

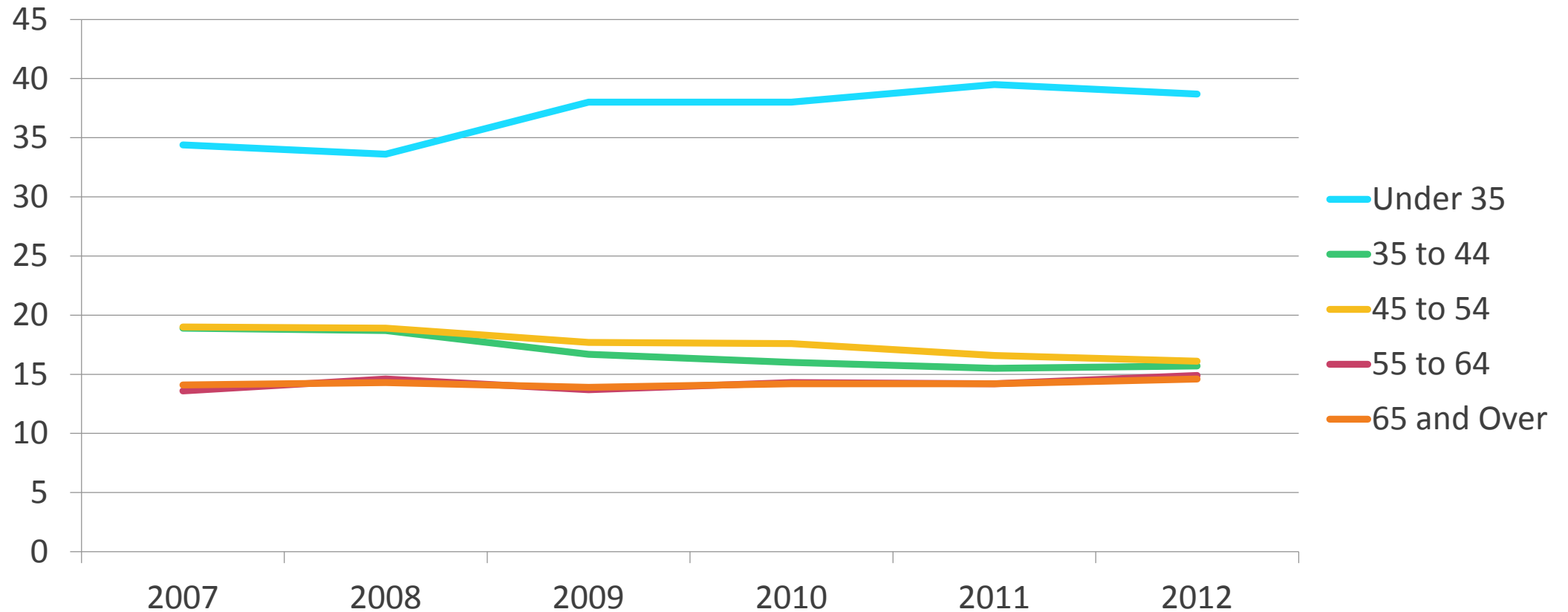
City of Madison
Persons by Age Group

■ 2000 ■ 2010

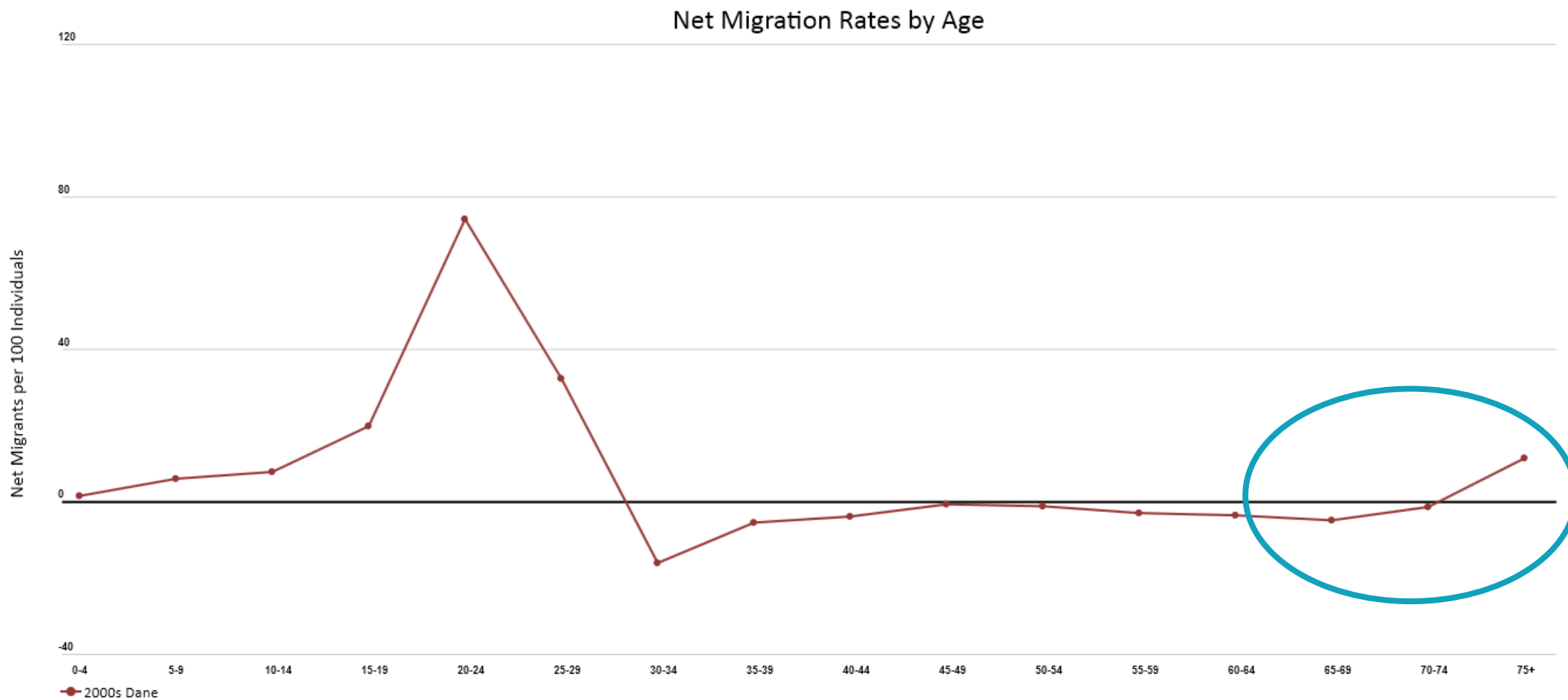


BUT SO FAR GROWTH HAS COME FROM YOUNG HOUSEHOLDS

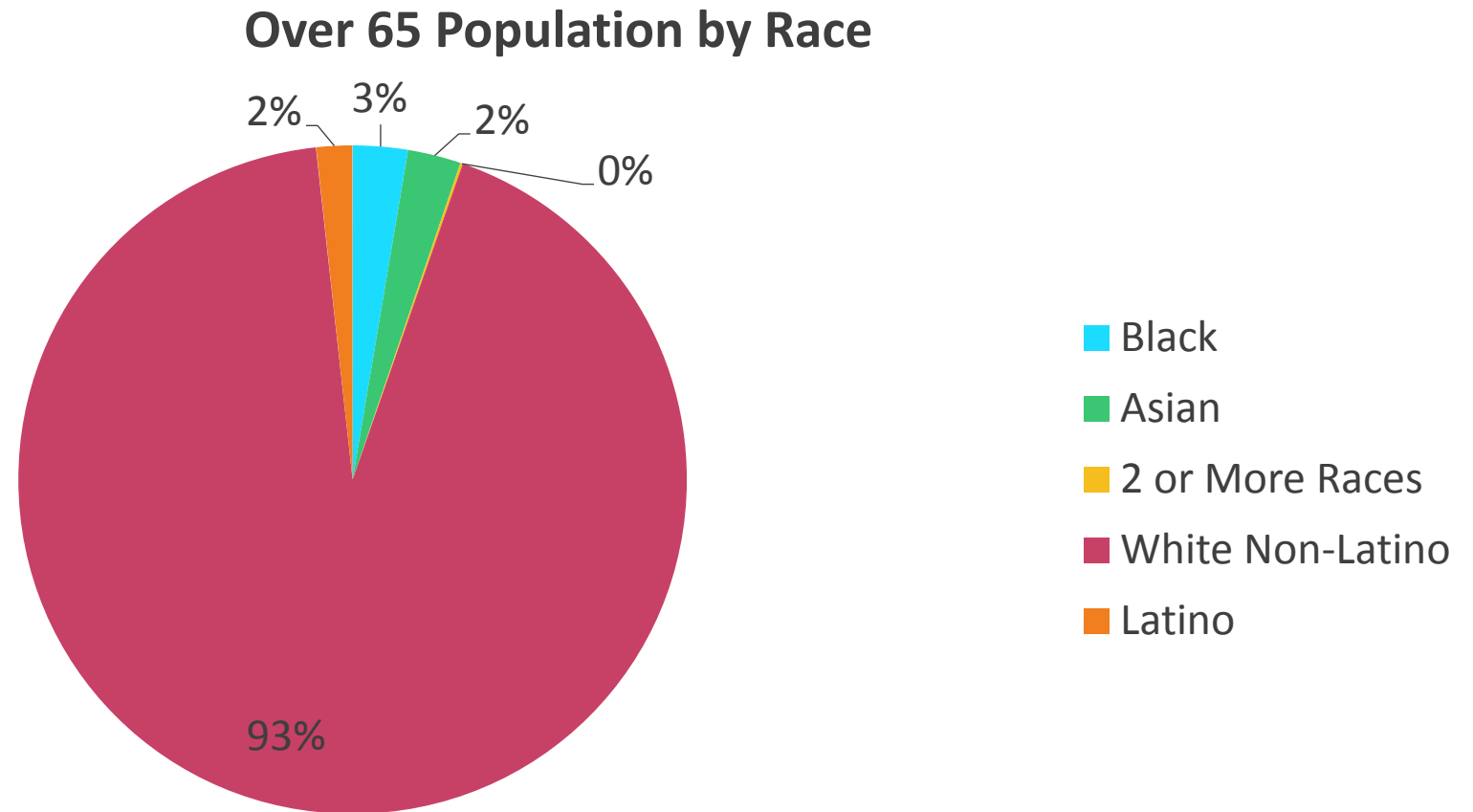
% of Householders by Age

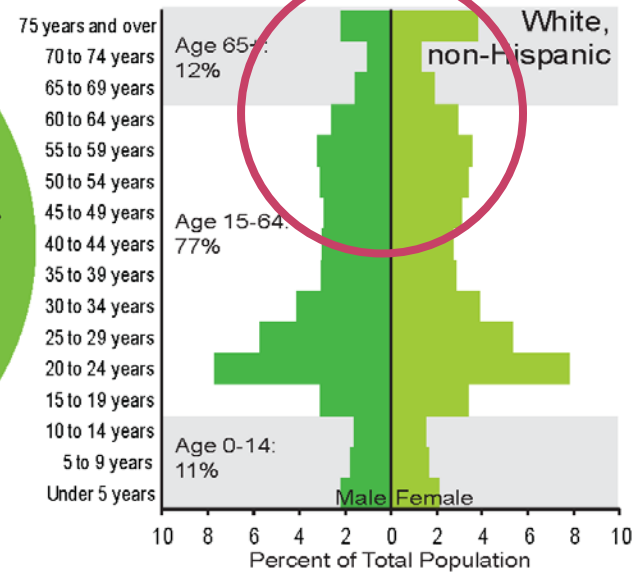
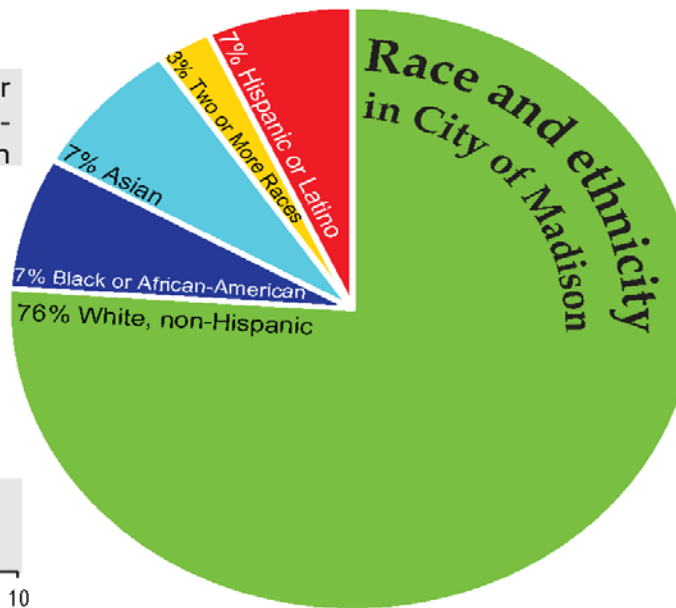
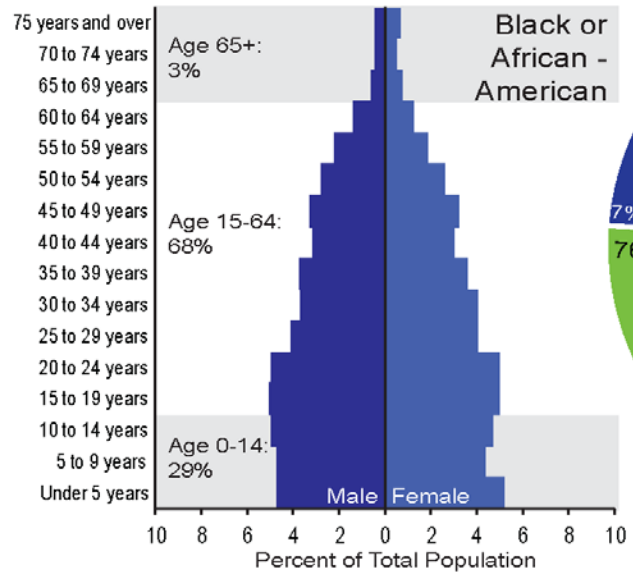
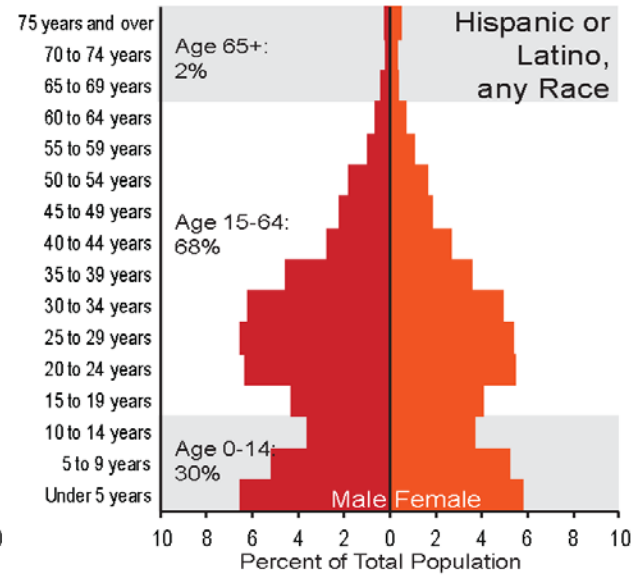
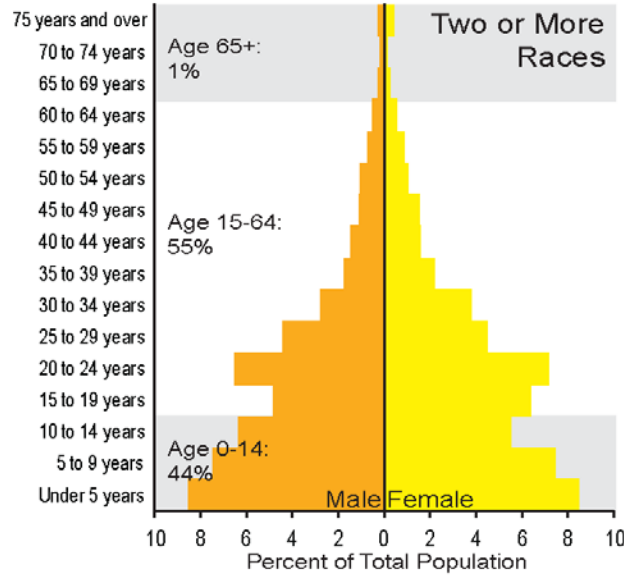
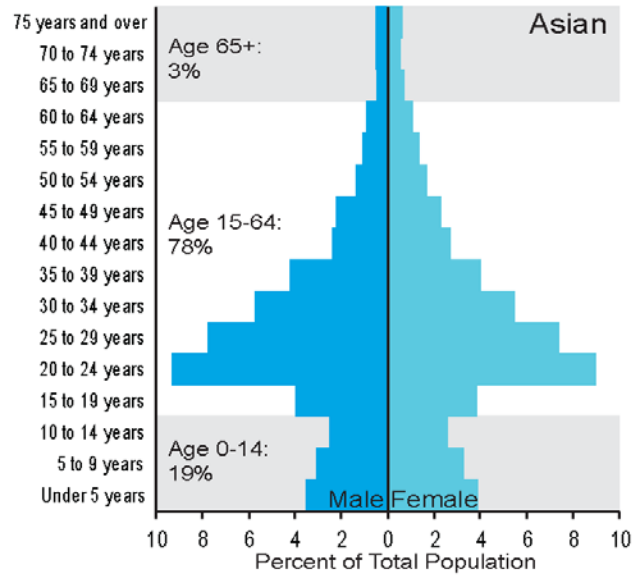


MADISON IMPORTS SENIORS OVER 75

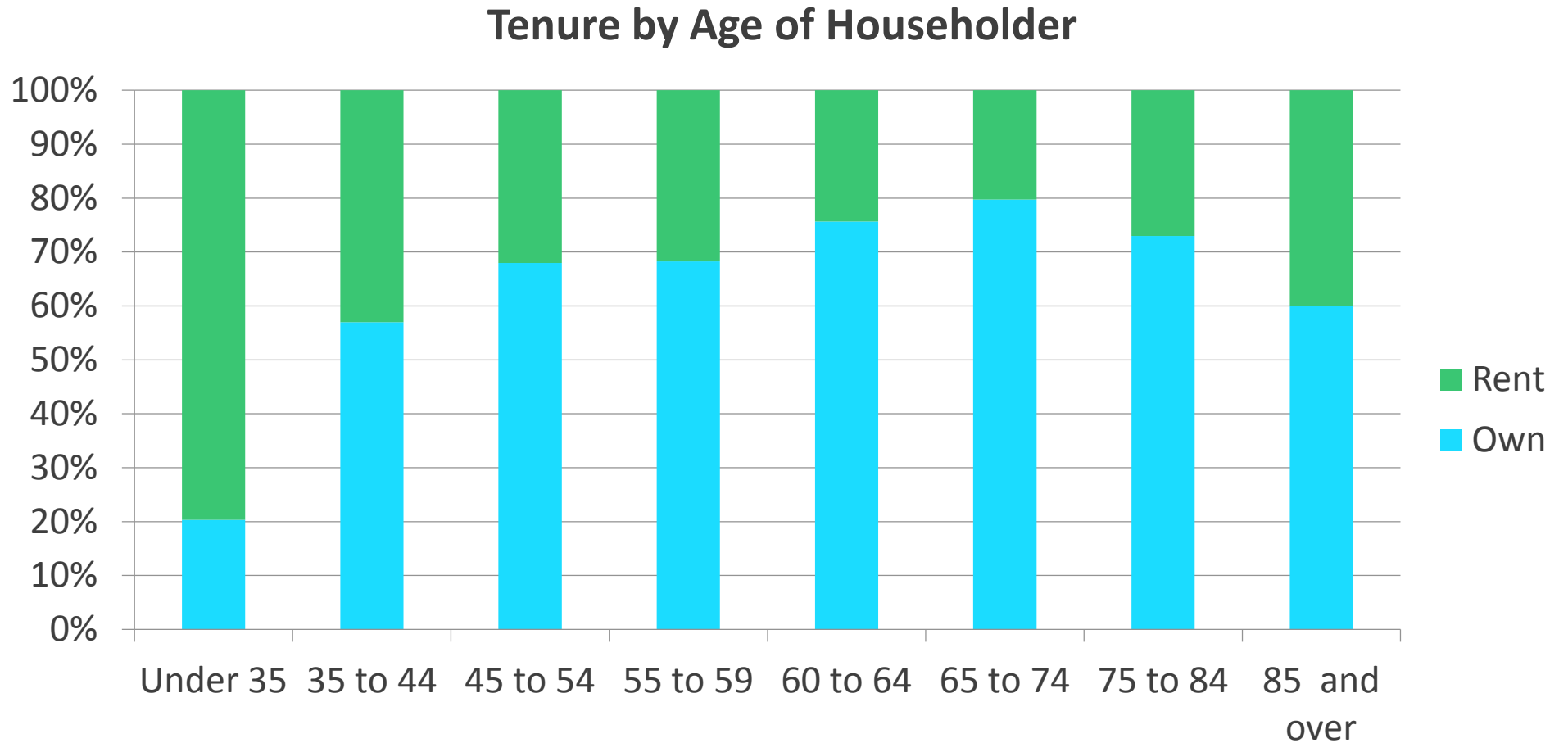


SENIORS ARE MOSTLY WHITE NON-LATINO



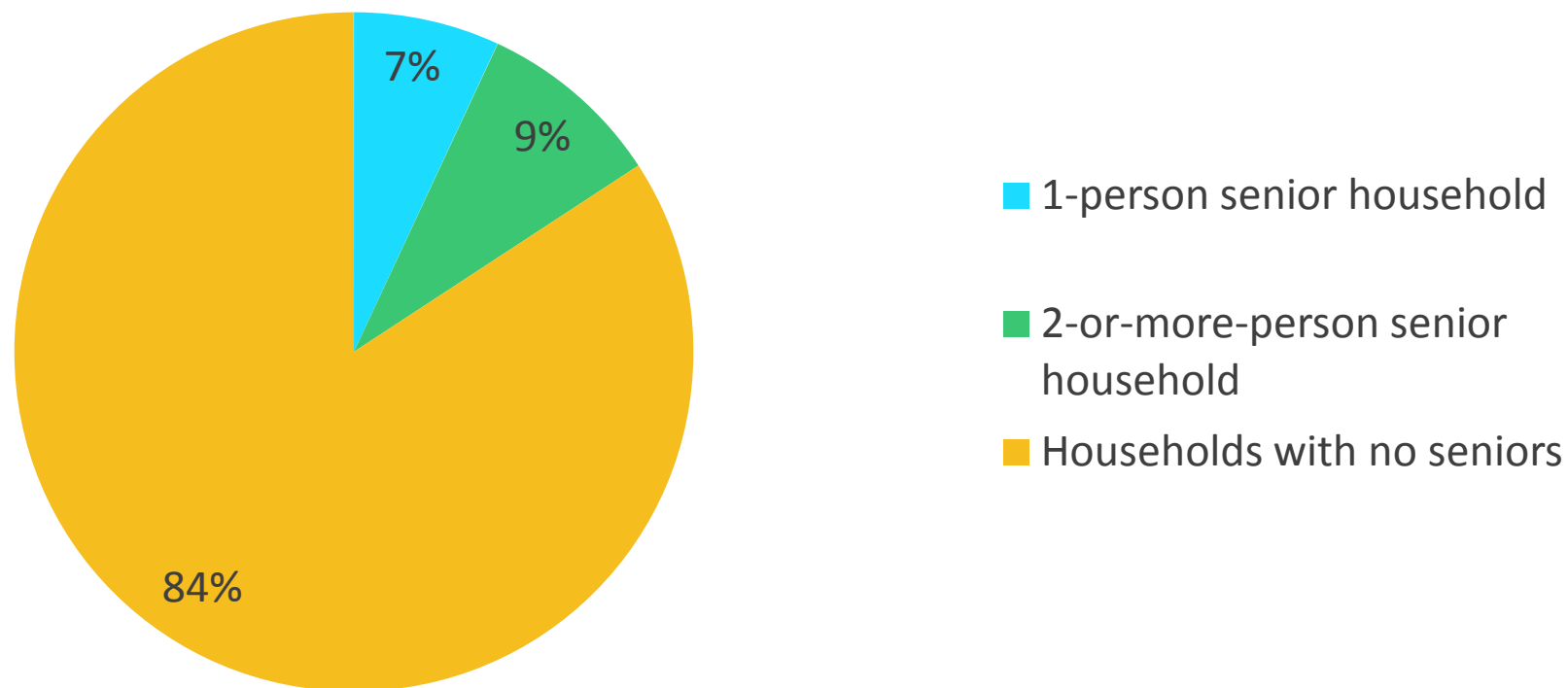


SENIORS CONTINUE TO OWN RATHER THAN RENT AS THEY AGE



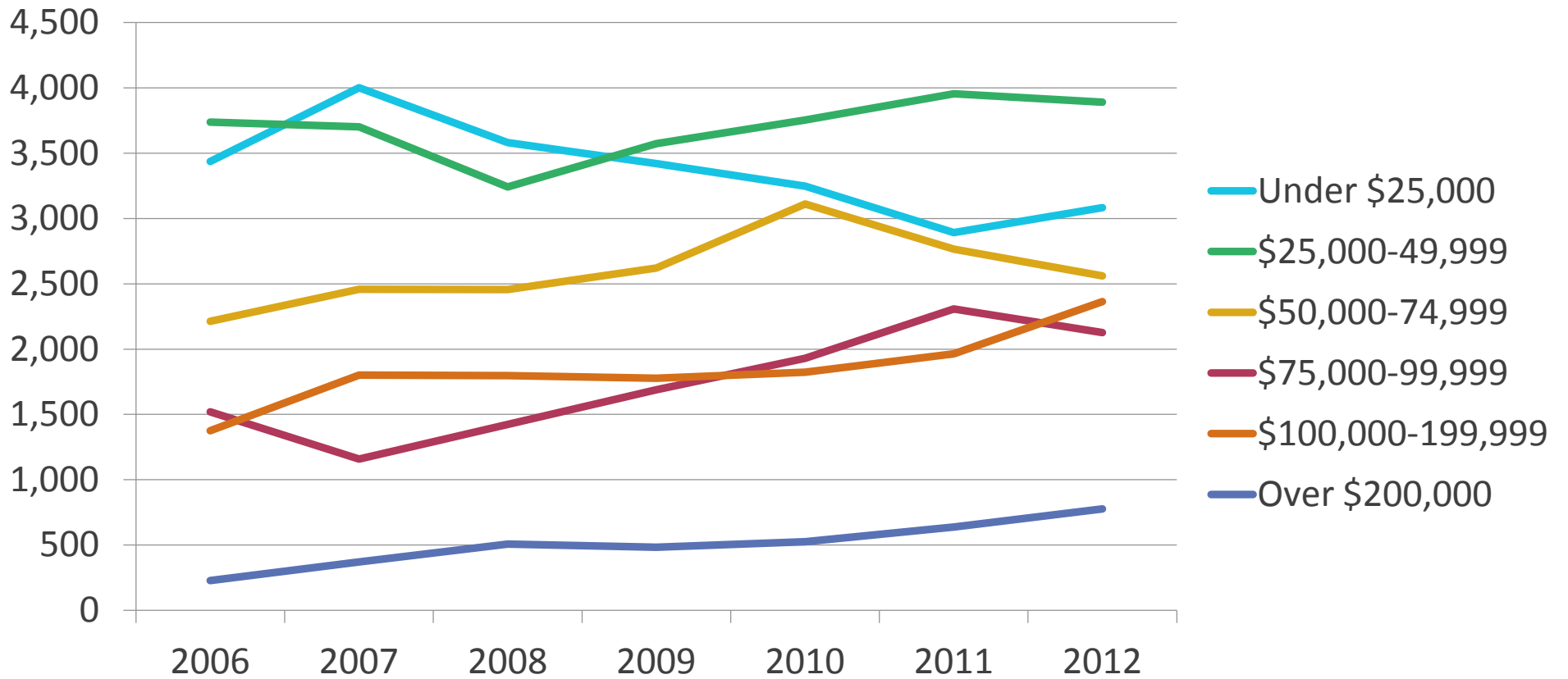
SENIORS

Households by Number of Senior Members



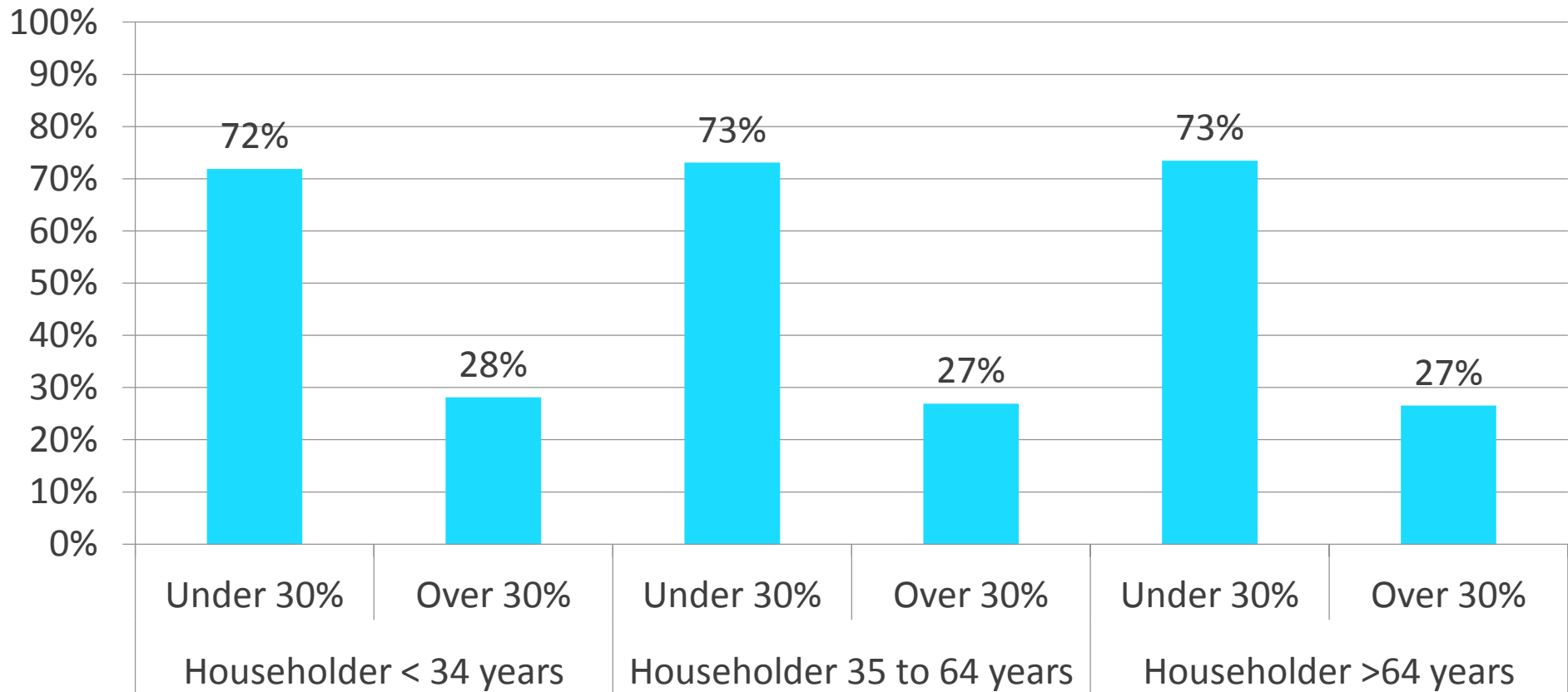
MOST GROWTH COMES FROM HIGHER INCOME SENIORS

Senior Households by Income

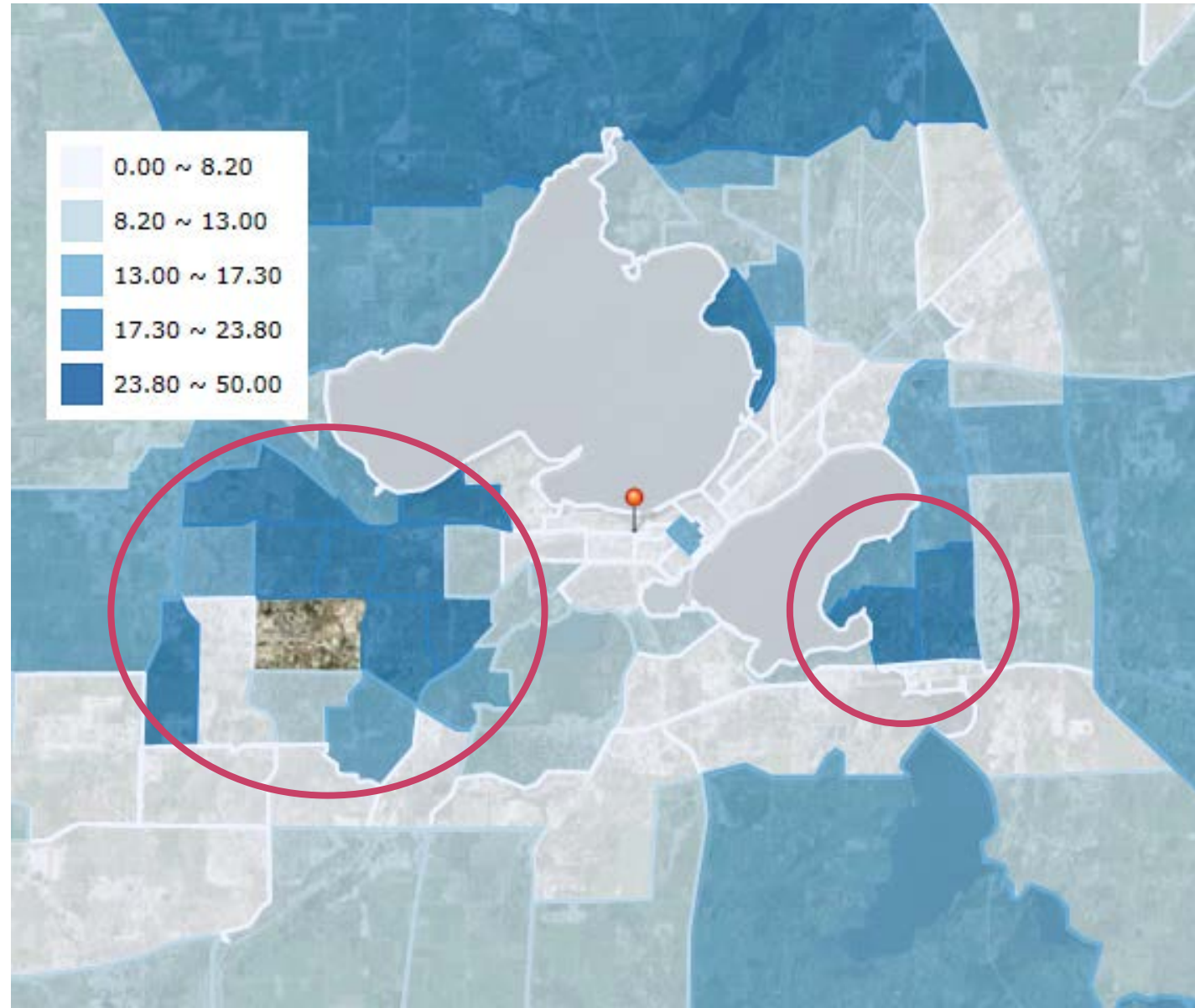


SENIOR HOMEOWNERS ARE AS COST BURDENED AS EVERYONE ELSE

Housing Cost Burden



SENIORS ARE CONCENTRATED ON WEST AND SOUTHEAST SIDES



SENIOR GROWTH IS CONCENTRATED ON THE EDGE

