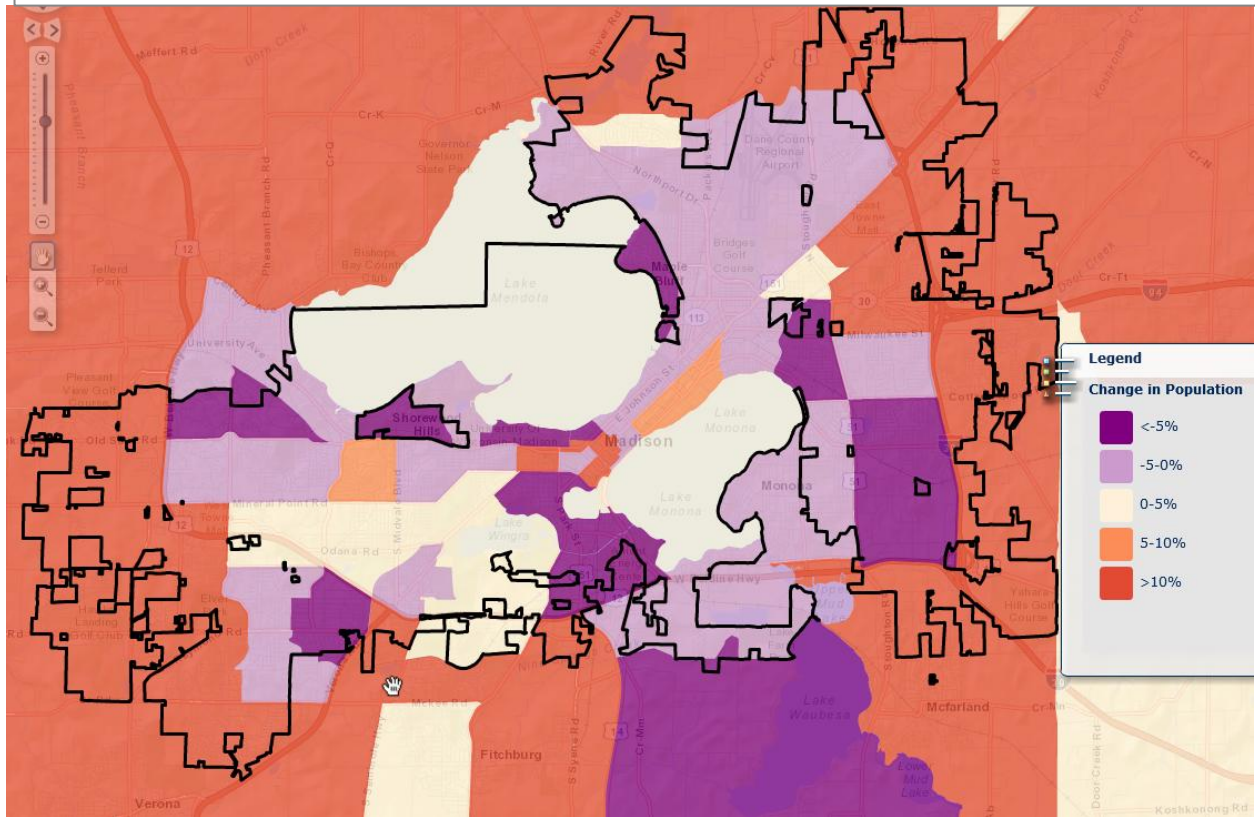
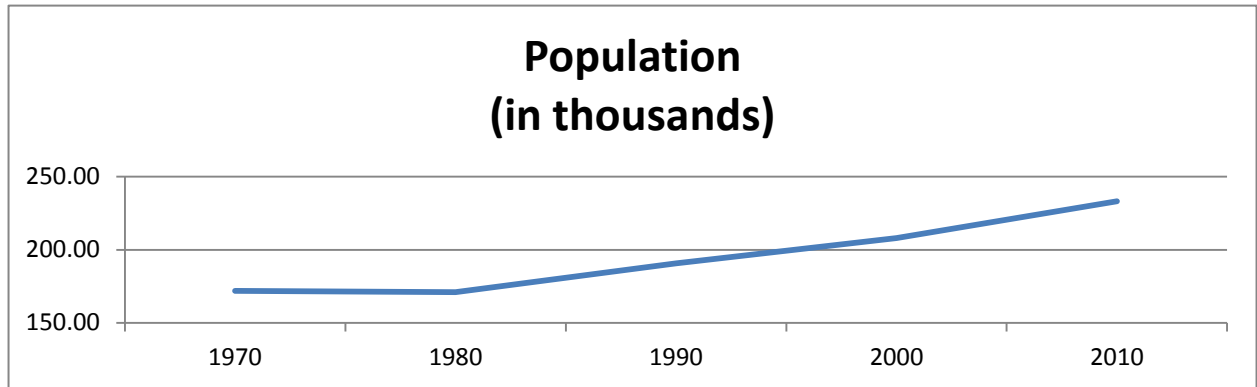


## POPULATION GROWTH

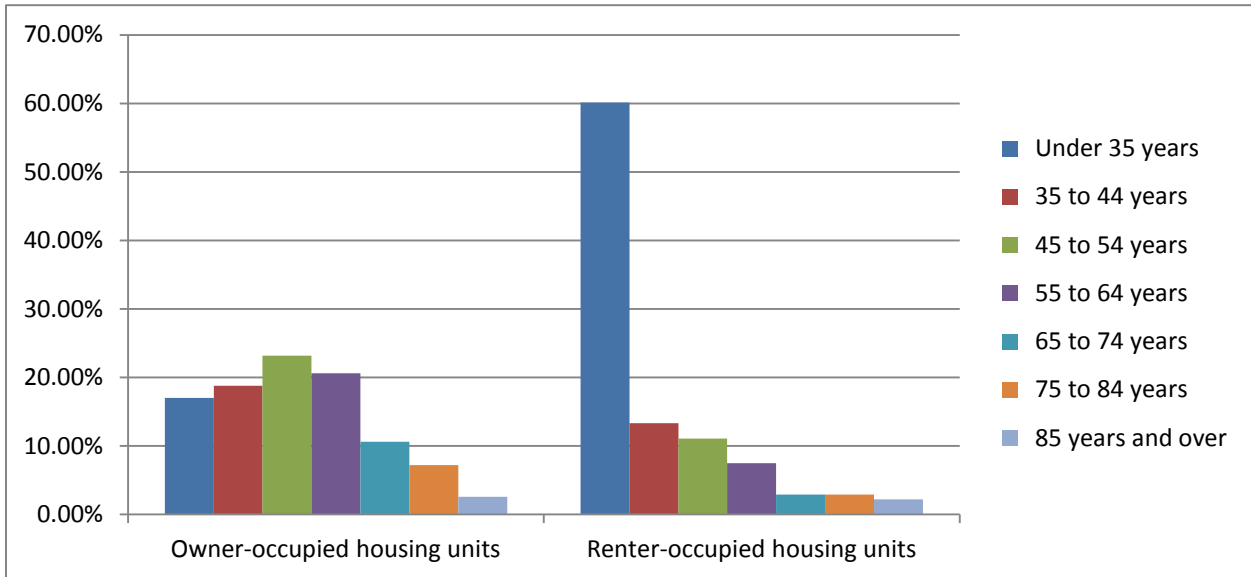
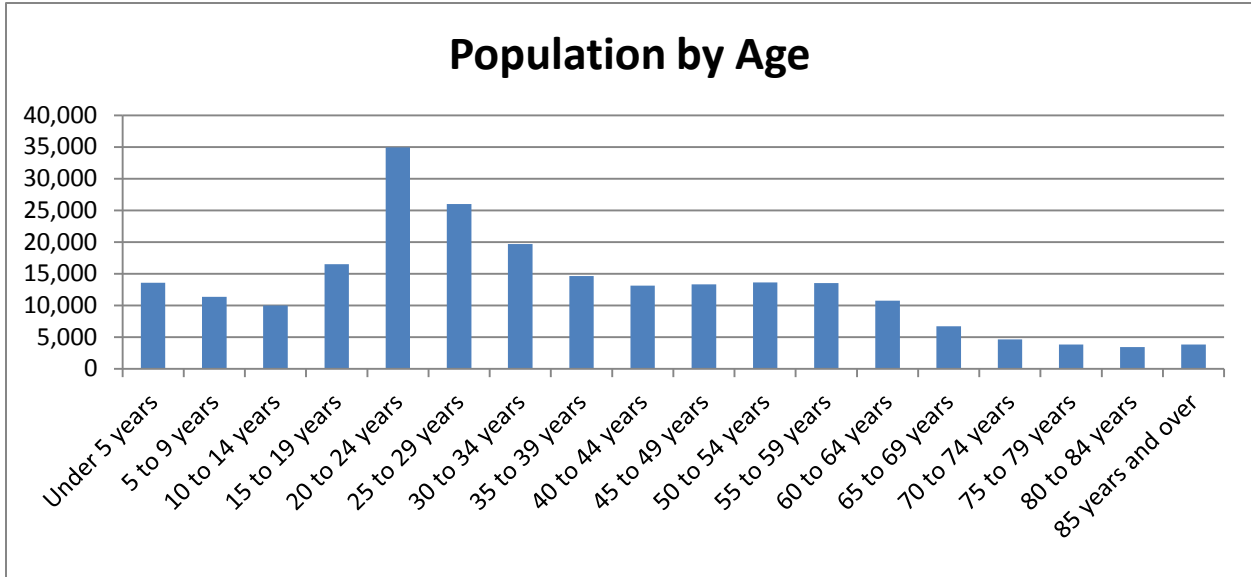
- Population growth drives housing demand
- 1% annual growth for past 30 years
- Consistent growth
- Concentrated in downtown and on city fringe



Map based on 2000-2010 population change from US Census

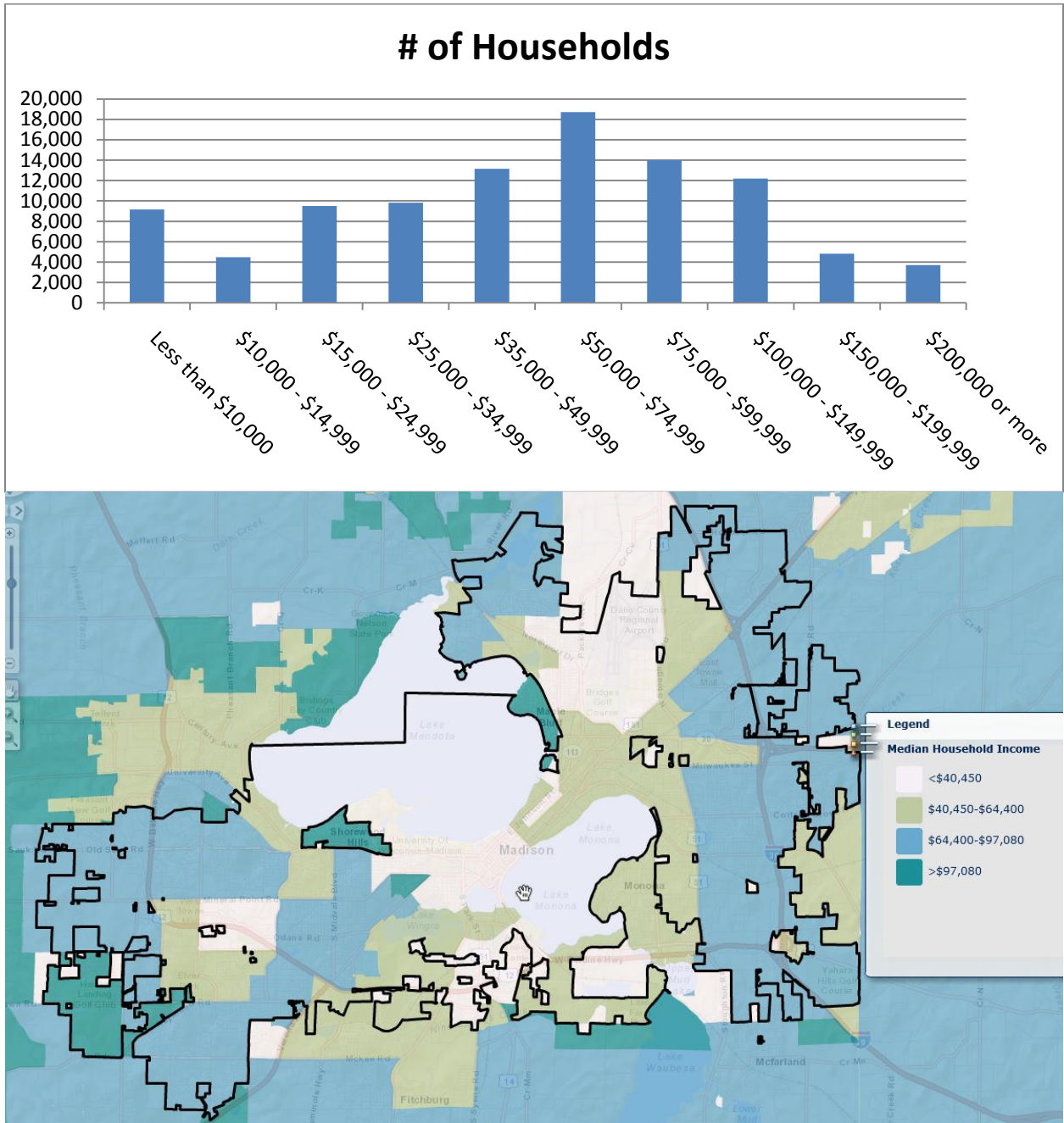
AGE

- Population skews younger due to large number of college students
- Rental market is dominated by younger renters



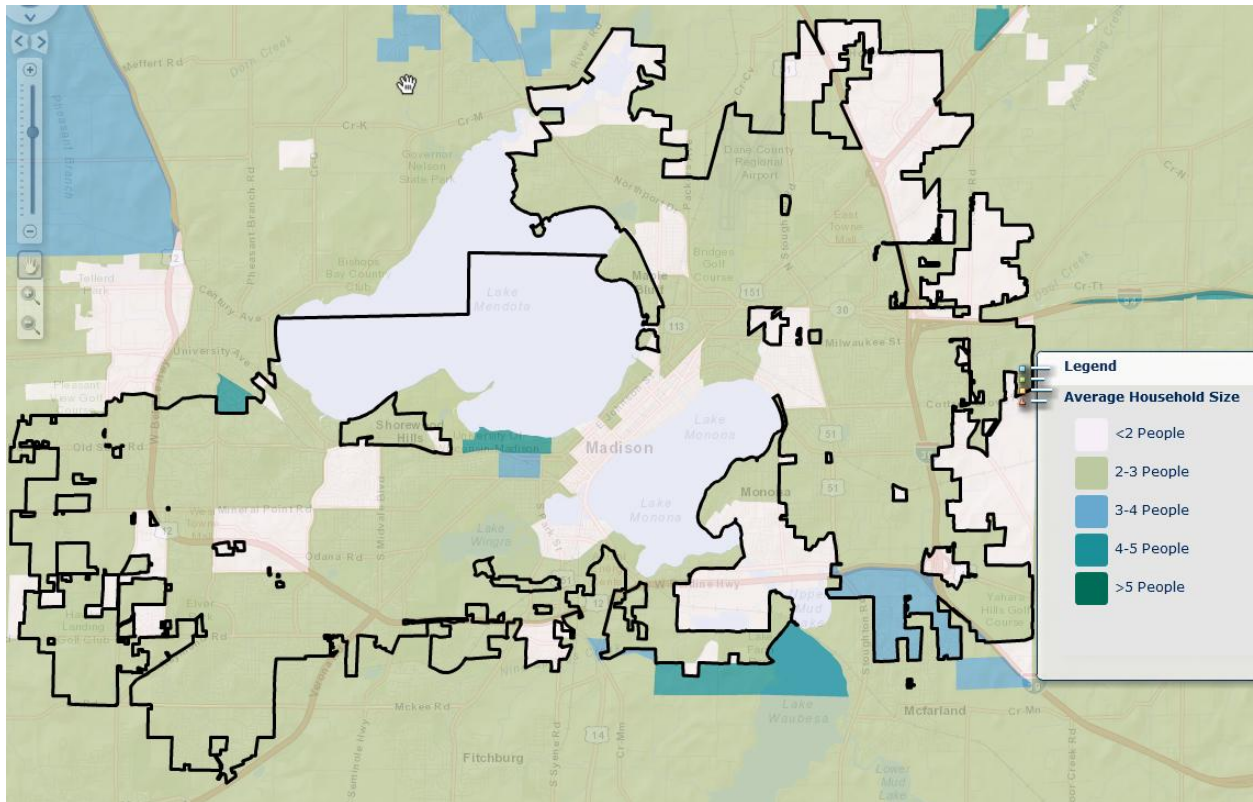
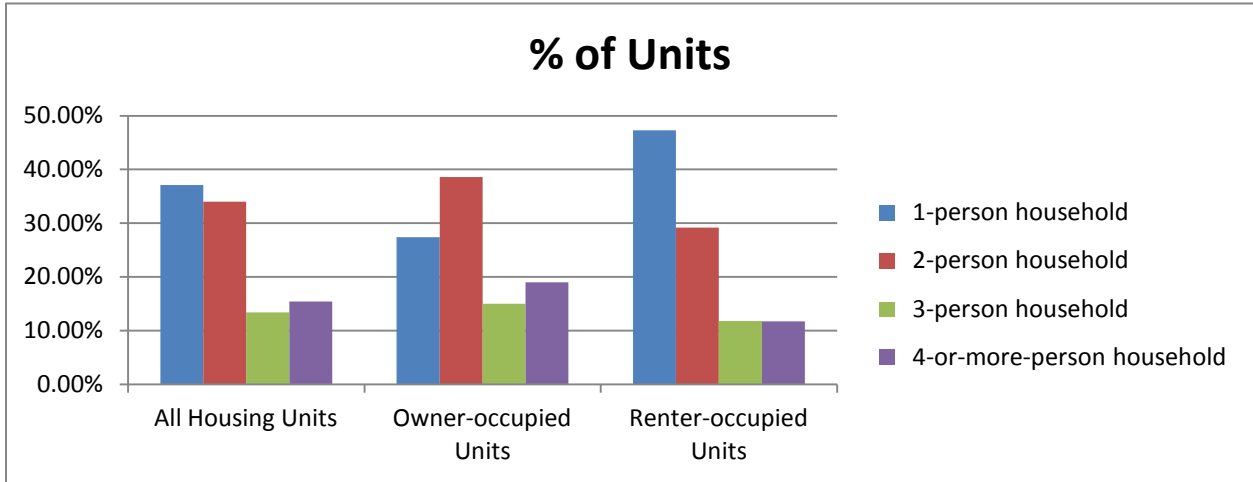
INCOME

- Income drives housing values
- Area Median Income for a family of 4 is \$80,900
  - 50% of AMI - \$40,450
  - 80% of AMI - 64,400
  - 120% of AMI - \$97,080
- Concentration of middle income households
- Concentration of low-income residents on UW-Madison campus (students), south side, north side



## HOUSEHOLD SIZE

- Concentration of singles in downtown
- Concentration of large households on UW-Madison campus and south side
- Rental market is dominated by 1 and 2 units households

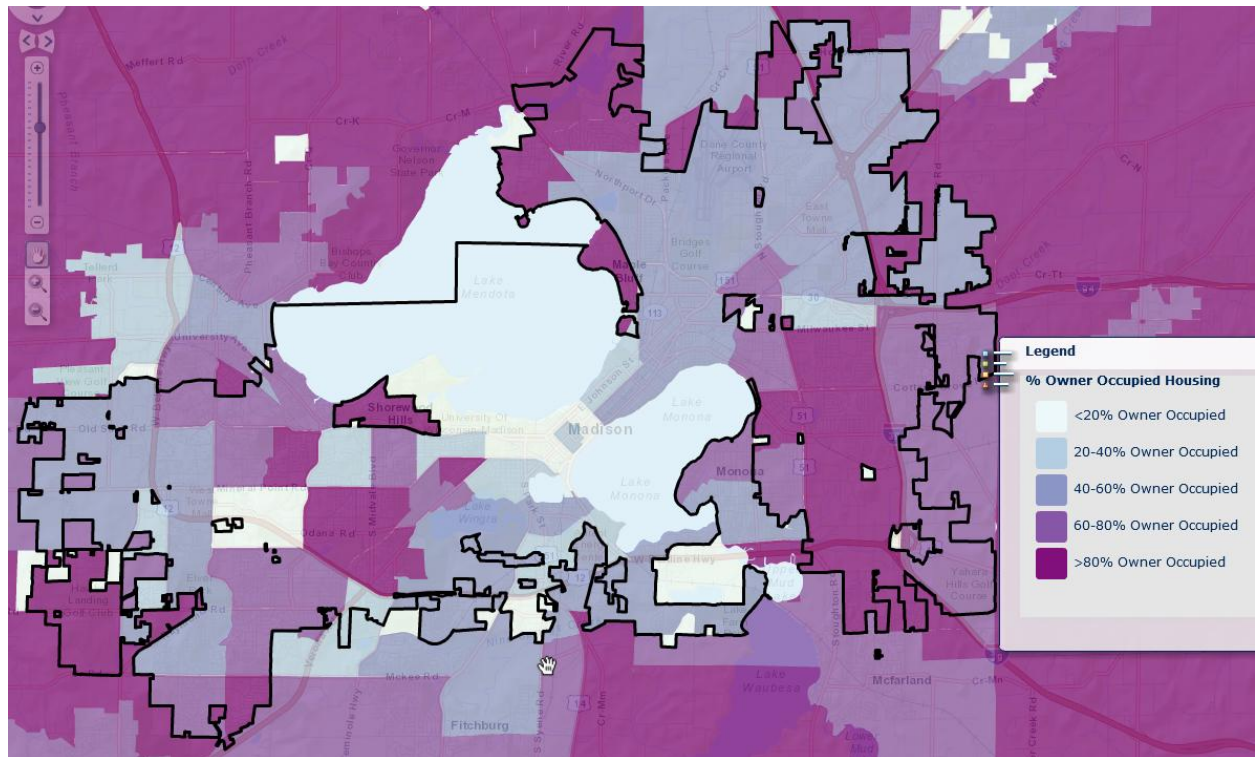
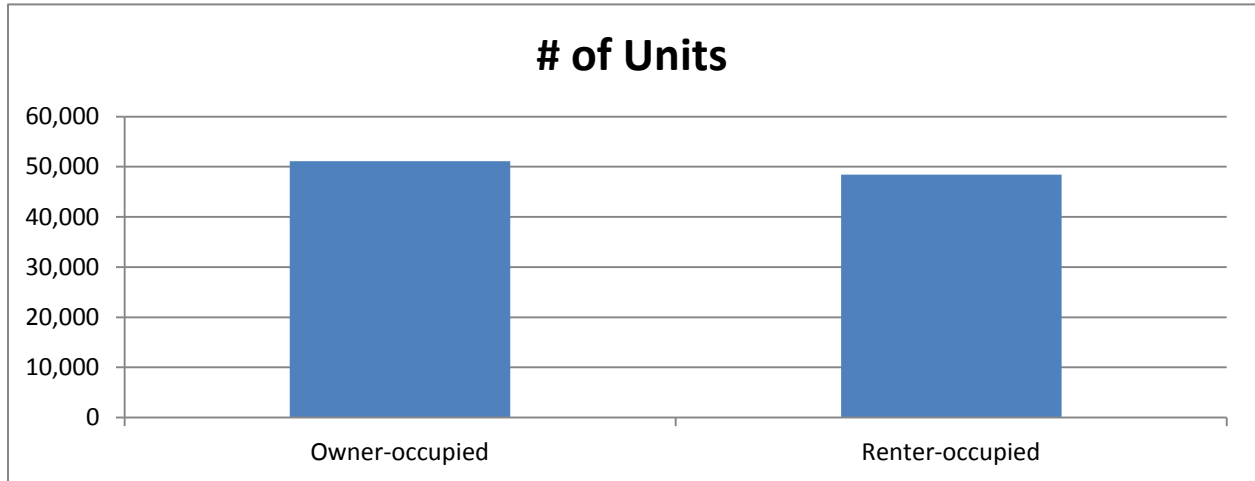




## SUMMARY OF HOUSING SUPPLY

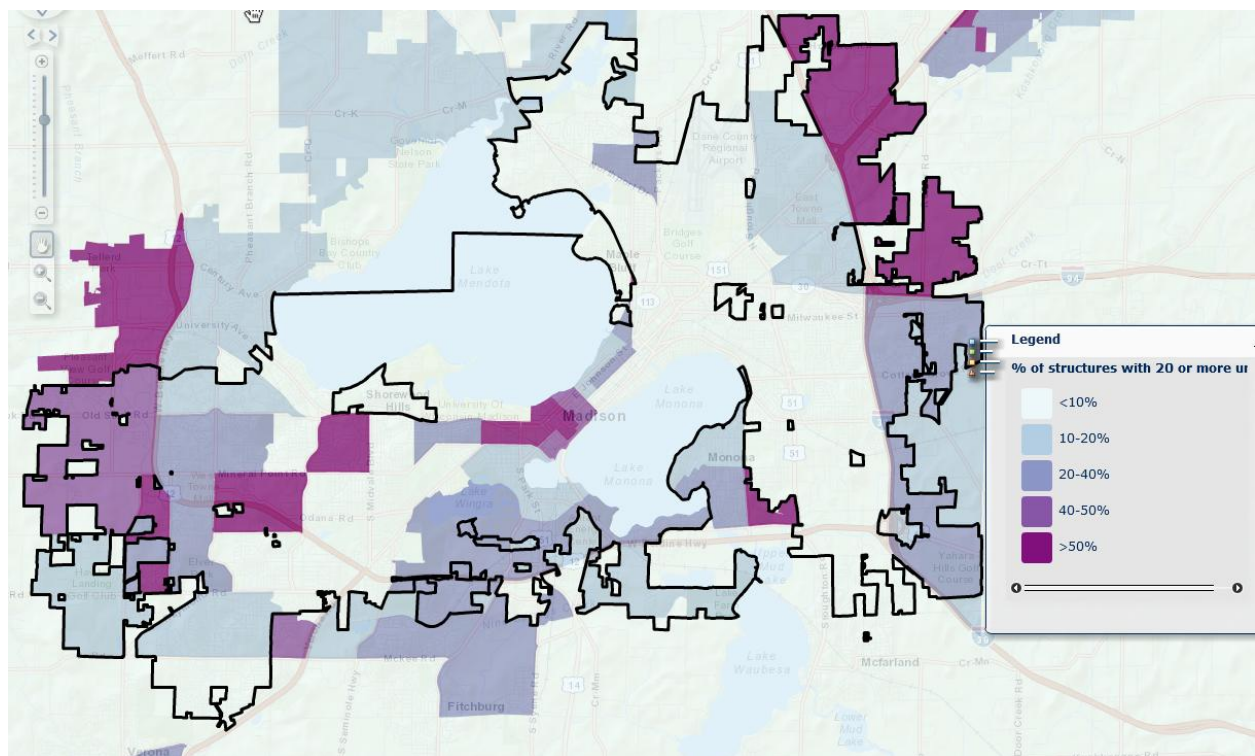
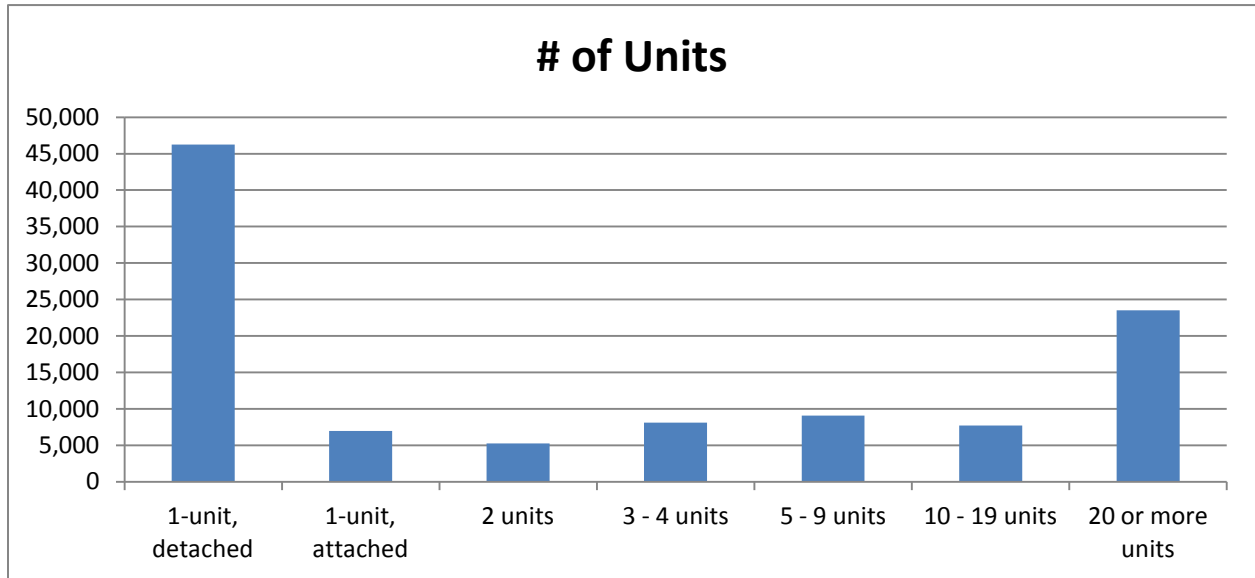
### RENT VS. OWN

- Even split between ownership and renters
- Concentration of rental downtown and on the south side
- Concentration of owner occupied on the near west and east sides



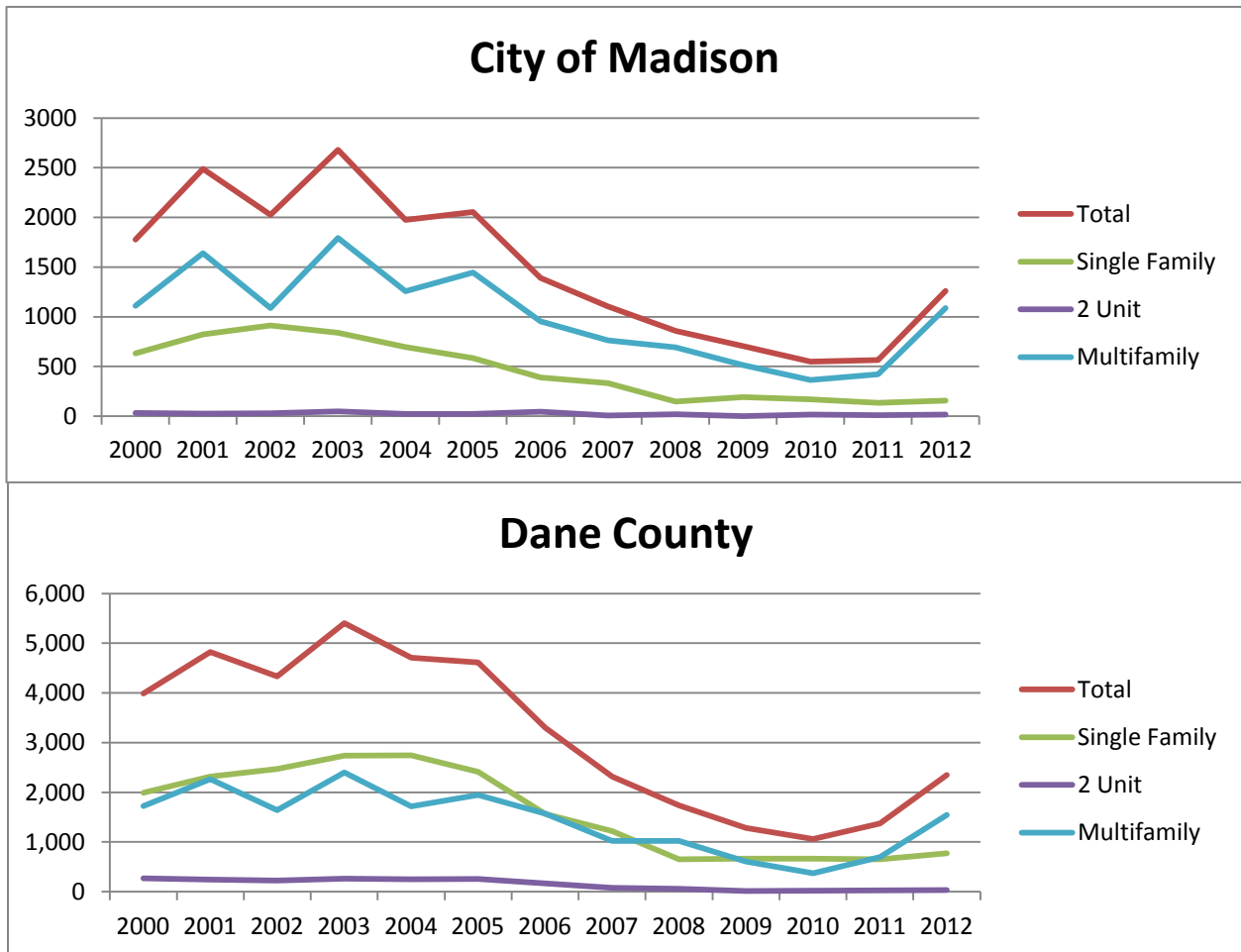
## SINGLE FAMILY VS MULTIFAMILY

- Dense multifamily (more than 20 units) constitutes 1/3 of multifamily market
- Dense rental is concentrated in downtown and on the far west and far east sides



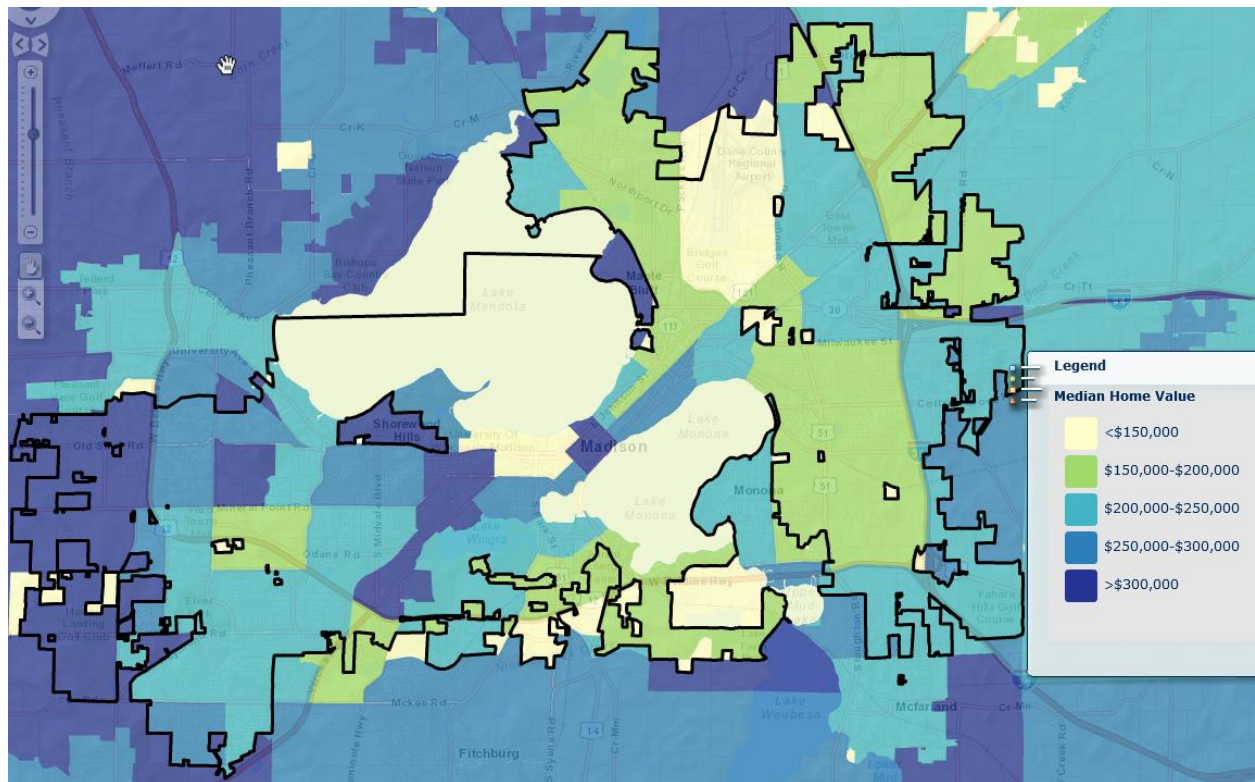
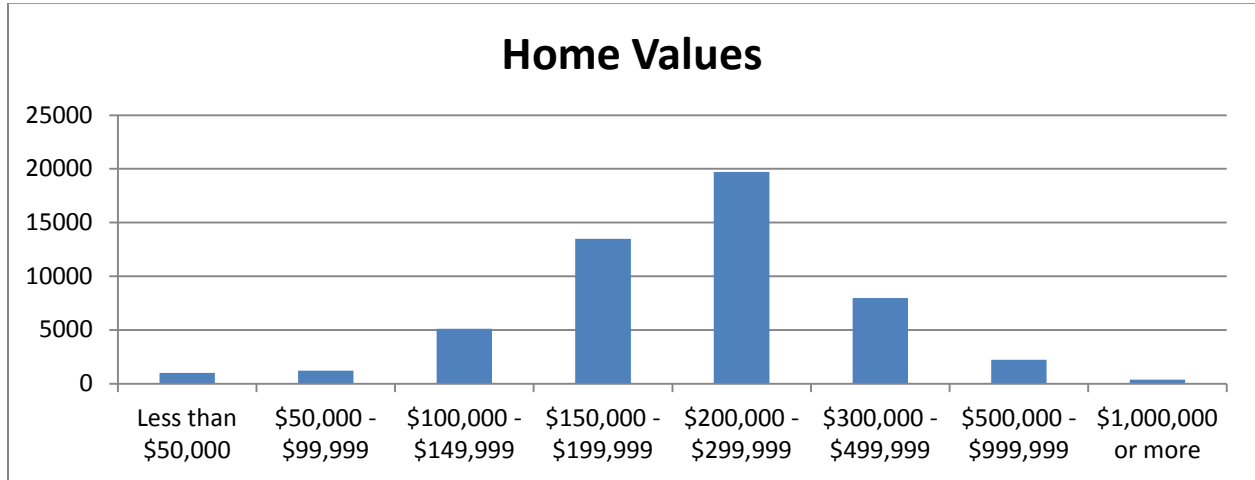
HOUSING PERMITS

- Single family home construction in Madison peaked in 2002
- Single family home construction in Dane County peaked in 2004
- Multifamily home construction in Madison peaked in 2003
- Multifamily home construction in Dane County peaked in 2003
- Precipitous drop in all housing starting in 2005 bottoming in 2010
- Multifamily has recovered to pre-recession levels, led by Madison
- Single family has not risen since the beginning of the recession (as of 2012)



COST OF HOMEOWNERSHIP

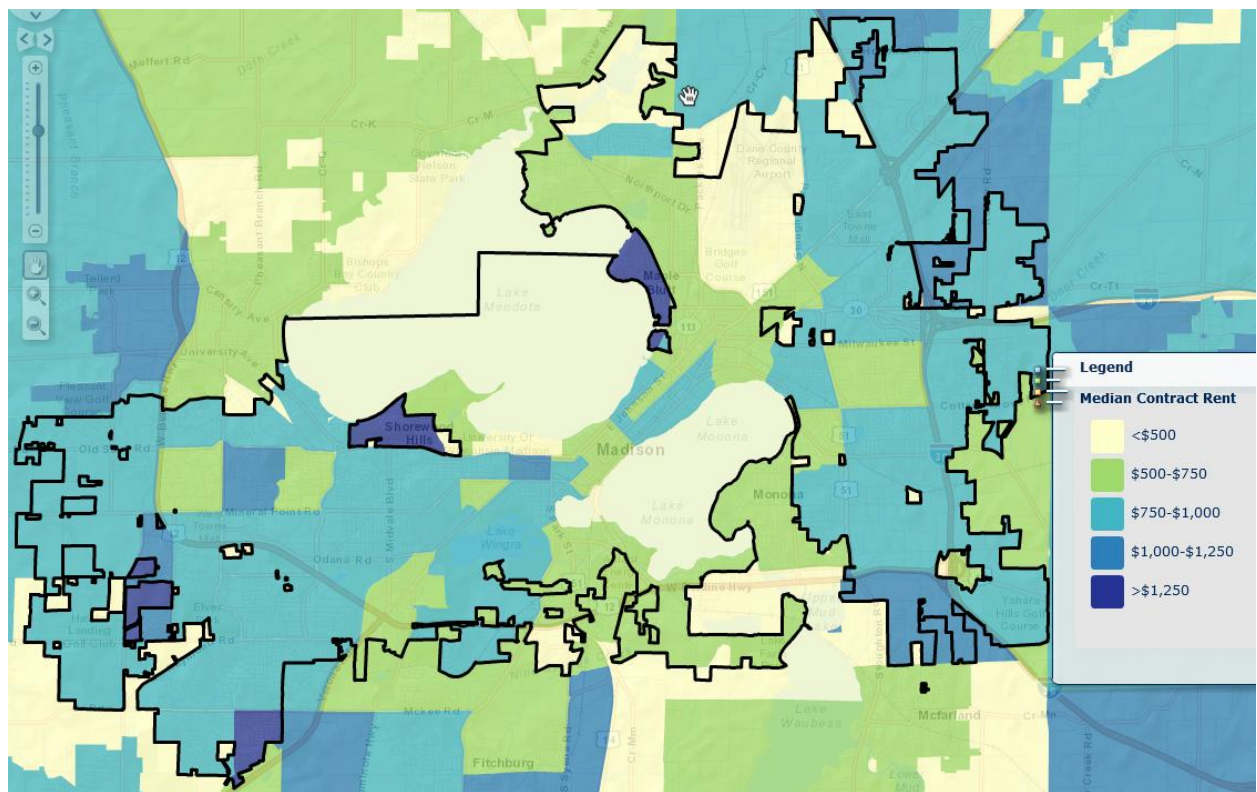
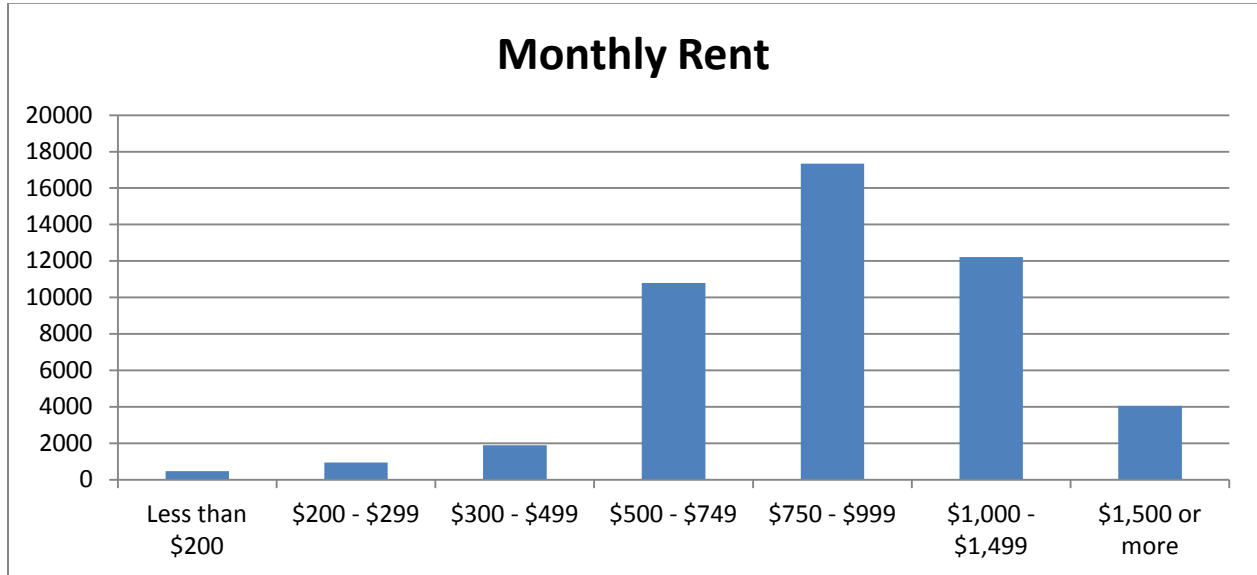
- House prices are concentrated in the \$200,000-300,000 range
- Most expensive homes are in downtown, Monroe St corridor, and far west side
- Least expensive homes are in the south, east, and north sides





## COST TO RENT

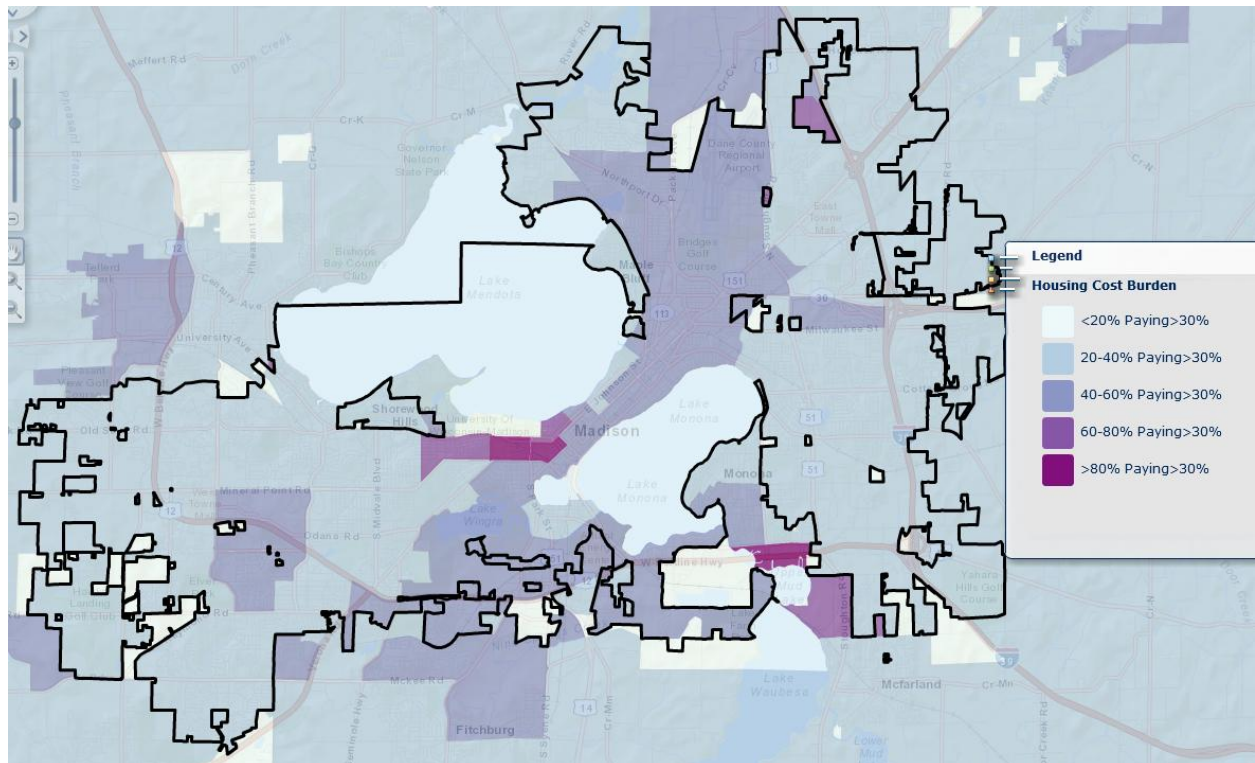
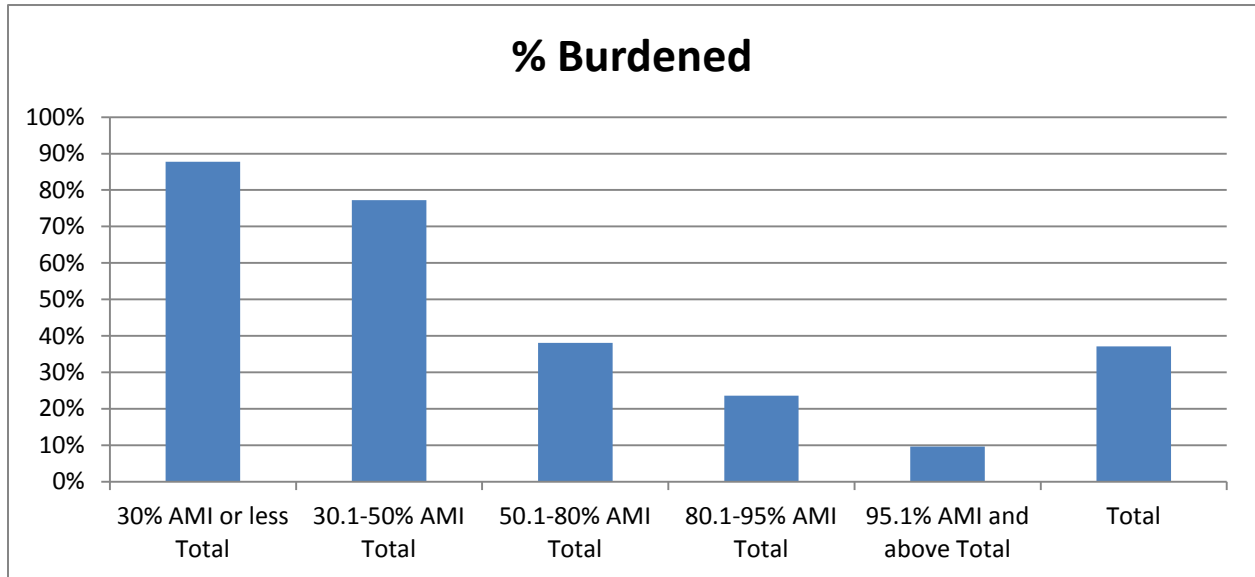
- Rent averages \$750-\$1,000 per month
- Most expensive rent is on campus and on the west side
- Least expensive rent is in downtown, south side, and north side



TRENDS/RELATIONSHIPS/DISTRIBUTIONS/OTHER FACTORS

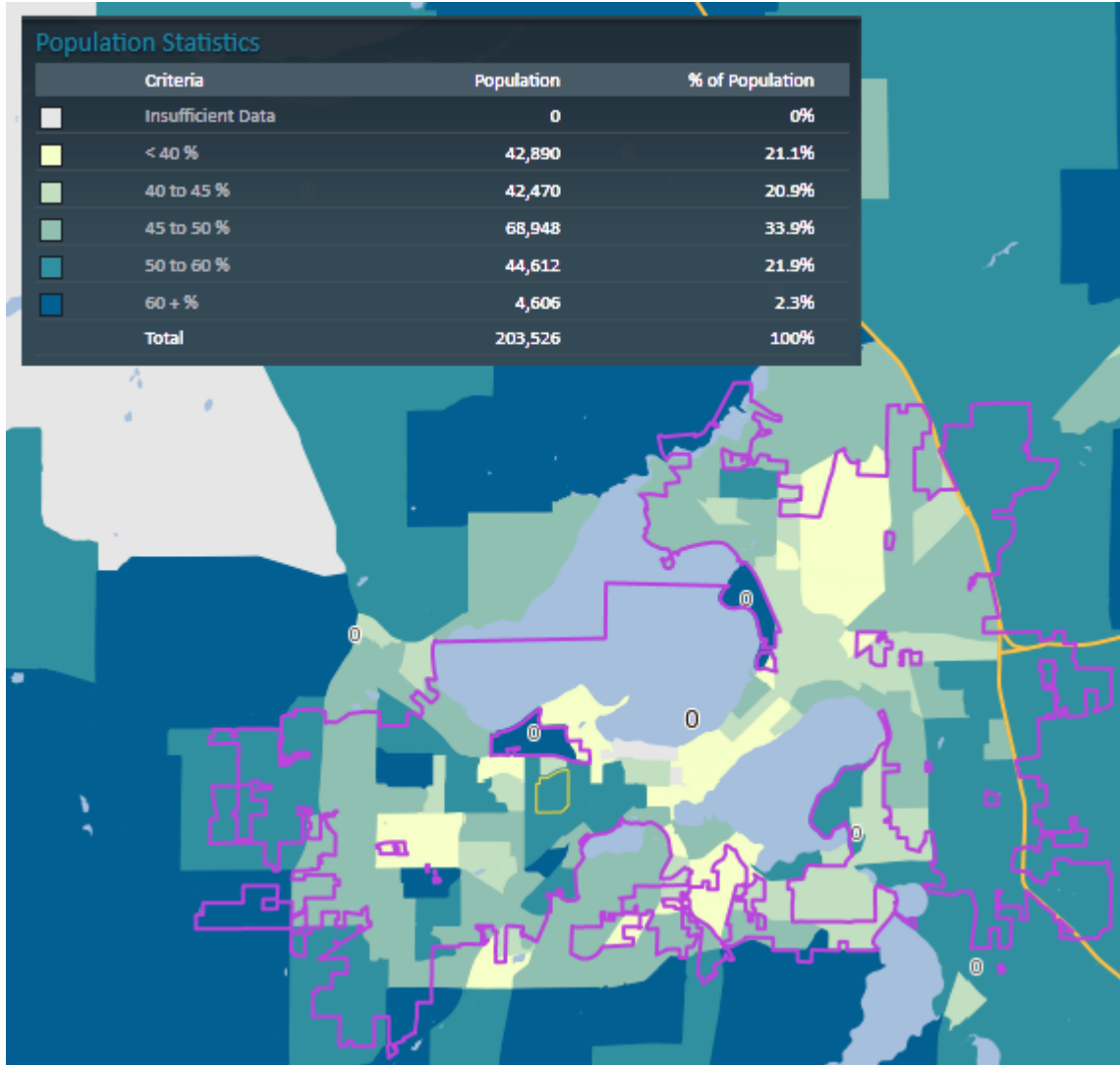
AFFORDABILITY

- Housing burden is defined as housing cost of more than 30% of gross income
- The majority of households under 80% of AMI are burdened
- Housing burden is concentrated on the UW-Madison campus, downtown, south side, near east side, and north side



## TRANSPORTATION

- Housing + transportation costs under 45% of gross income are considered affordable
- Based on Madison's area median income for a household of 2 58% of housing is unaffordable
- The most affordable housing is located downtown and on the south side
- The least affordable housing is located on in the Monroe St corridor, far east and far west sides



EMPLOYMENT

- CARPC predicted change in jobs

