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Analysis of the
**MADISON, WISCONSIN
HOUSING MARKET**

as of December 1, 1969

**DEPARTMENT OF HOUSING
AND URBAN DEVELOPMENT**

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**A Report by the
DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT
FEDERAL HOUSING ADMINISTRATION
WASHINGTON, D. C. 20411**

June 1970

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FHA Housing Market Analysis
Madison, Wisconsin, as of December 1, 1969

Foreword

This analysis has been prepared for the assistance and guidance of the Federal Housing Administration in its operations. The factual information, findings, and conclusions may be useful also to builders, mortgagees, and others concerned with local housing problems and trends. The analysis does not purport to make determinations with respect to the acceptability of any particular mortgage insurance proposals that may be under consideration in the subject locality.

The factual framework for this analysis was developed by the Field Market Analysis Service as thoroughly as possible on the basis of information available on the "as of" date from both local and national sources. Of course, estimates and judgments made on the basis of information available on the "as of" date may be modified considerably by subsequent market developments.

The prospective demand or occupancy potentials expressed in the analysis are based upon an evaluation of the factors available on the "as of" date. They cannot be construed as forecasts of building activity; rather, they express the prospective housing production which would maintain a reasonable balance in demand-supply relationships under conditions analyzed for the "as of" date.

Department of Housing and Urban Development
Federal Housing Administration
Field Market Analysis Service
Washington, D. C.

FHA HOUSING MARKET ANALYSIS-MADISON, WISCONSIN
AS OF DECEMBER 1, 1969

The Madison, Wisconsin, Housing Market Area (HMA) is defined as Dane County, Wisconsin and is located in the south-central portion of the state. The only urbanized area in Dane County is composed of the city of Madison, Middleton Village (just to the west of Madison), and three independent cities which are completely within the city limits of Madison: Shorewood Hills, Monona, and Maple Bluff.

Population in the Madison HMA grew rapidly throughout the 1960's, primarily as a result of expanding employment and enrollment growth at the University of Wisconsin. The production of new housing units in the 1960-1964 period in response to this demographic growth exceeded demand, however, and vacant available units increased sharply in number. Caution by area builders and developers coupled with a stringent mortgage market caused residential construction levels to decline during the 1965-1967 period, resulting in a corresponding decrease in vacancy rates. During 1968 and 1969, residential construction volume increased and absorption of new units remained stable.

This analysis is a supplement to a previous FHA analysis of the Madison area dated September 1, 1966. Dane County was selected as a pretest area for the 1970 censuses of Population and Housing and, as such, was the subject of a special census dated May 15, 1968. The May 1968 data which are presented in this analysis are based on that census.

Anticipated Housing Demand

Based on household growth and demolition activity anticipated for the Madison area during the December 1969-December 1971 forecast period, demand for nonsubsidized housing will equal 3,000 units

annually during the two-year period. Included in the total annual demand are 1,350 single-family units and 1,650 multifamily units. Distributions of demand for single-family houses by price class and for multifamily units by gross monthly rents are shown in table I.

These demand estimates are based on the underlying assumptions that employment and demographic growth expected during the December 1969-December 1971 period will be a continuation of a pattern developed in 1968 and 1969.

Occupancy Potential for Subsidized Housing

Federal assistance in financing costs for new housing for low- or moderate-income families may be provided through four different programs administered by FHA--monthly rent-supplement payments, principally in rental projects financed with market-interest-rate mortgages insured under Section 221(d)(3); partial payments for interest for home mortgages insured primarily under Section 235; partial payment for interest for project mortgages insured under Section 236; and below-market-interest-rate financing for projects.

Household eligibility for federal subsidy programs is determined for the most part by evidence that household or family income is below established limits. Some families may be alternatively eligible for assistance under one or more of these programs or under other assistance programs using federal or state support. Since the potential for each program is estimated separately, there is no attempt to eliminate the overlaps among program estimates. Accordingly, the occupancy potentials discussed for various programs are not additive. Furthermore, future approvals under each program should take into account any intervening approvals under other programs which serve the same requirements. The potentials^{1/} discussed in the following paragraphs reflect estimates adjusted for housing provided or under construction under alternative FHA or other programs.

The annual occupancy potentials for subsidized housing in FHA programs discussed below are based upon 1969 incomes, on the occupancy of substandard housing, on estimates of the elderly population, on December 1, 1969 income limits, and on available market experience.^{2/} The occupancy potentials by size of units required are shown in table II.

^{1/} The occupancy potentials referred to in this analysis have been calculated to reflect the capacity of the market in view of existing vacancy strength or weakness. The successful attainment of the calculated potential for subsidized housing may well depend upon construction in suitable accessible locations, as well as upon the distribution of rents and sales prices over the complete range attainable for housing under specified programs.

^{2/} Families with incomes inadequate to purchase or rent nonsubsidized housing generally are eligible for one form or another of subsidized housing. However, little or no housing has been provided under some of the subsidized programs and absorption rates remain to be tested.

Section 221(d)(3) BMIR. If federal funds are available, a total of 350 units of Section 221(d)(3) BMIR housing probably could be absorbed annually during the next two years in the Madison HMA. At the present time, funds for allocations are available only from recaptures resulting from reduction, withdrawals, and cancellations of allocations.

Rent-Supplement. The potential for rent-supplement units in the Madison HMA is estimated at 230 units annually during the December 1969-December 1971 period. Included in the total potential are 90 units a year for families and 140 units annually for elderly individuals and couples. Occupancy potentials for families and elderly households are distributed by unit size in table II.

Section 235, Sales Housing. Sales housing for low- and moderate-income families can be assisted under the provisions of Section 235. Utilizing exception income limits, there is an occupancy potential for 335 houses a year (see table II); the potential will be about 80 percent of this estimate using regular income limits exclusively. All of the families in the potential for Section 235 housing are also part of the potentials estimated below for the Section 236 program but are not additive thereto; about three-quarters have incomes within the Section 221(d)(3) BMIR range.

Section 236, Rental Housing. Under Section 236, the annual occupancy potential under exception income limits is estimated at 335 units for families and 100 units for elderly households (see table II); with regular income limits, the total potential will be about 80 percent of the potential indicated above. Families eligible under this program also are eligible under the Section 235 program (the potential for the two programs are not additive) and about three-quarters are eligible under Section 221(d)(3) BMIR. About 15 percent of those eligible for Section 236 housing also are eligible for public housing and about 20 percent are eligible for rent-supplement housing.

Sales Market

In late 1966, the sales market in the Madison HMA had been weakened by an over-supply of speculatively-built homes in the \$15,000-\$17,500 price range. In 1967 and 1968, however, rising construction and financing costs caused the number of new single-family homes built in the area to decline, especially the number priced below \$17,500. As a result, the existing over-supply of lower-priced units was absorbed readily and over-all homeowner vacancy rates declined.

The strongest segment of the Madison sales market in 1969 was in the West Madison area, where both new and existing homes were absorbed well and prices were in the \$25,000-\$30,000 range. Most of the homes built in the last few years to sell for under \$20,000 have been constructed in East Madison; generally, these are speculatively-built units in large subdivisions. This segment of the market improved considerably from an overbuilt condition in 1966, and demand for these units appears as of late 1969 to be well above supply.

Although well over 300 new units are built speculatively in the Madison area each year, the number unsold after six months of market exposure has been minimal in the past few years and has not been concentrated in any particular price range.

Rental Market

The condition of the rental market in the Madison area varied significantly during the 1960's. In the early 1960's, multifamily construction volume was low and vacancy rates declined. During the 1963-1965 period, the number of multifamily units built reached record levels and renter vacancy rates approached six percent. Caution by local developers and the high cost of financing were primarily responsible for a sharp curtailment of multifamily construction in 1966 and 1967; during this period, however, household growth remained strong, generated by an expanding economy and enrollment growth at the University. As a result of declining production and increasing demand, the renter vacancy rate declined.

Another cycle of increasing production and rising renter vacancy rates appears to have started in the Madison area in 1968 and 1969. Although some evidences of a weakening in the market were evident in mid- and late-1969, the market in December 1969 was still characterized by good absorption of new units and no significant deterioration of occupancy rates in existing projects.

Multifamily projects built in the Madison HMA in 1968 and 1969 were typically garden-type developments of two- and three-bedroom apartments; monthly rents (excluding utilities) are generally \$150-\$175 for two-bedroom units and \$200-\$220 for three-bedroom apartments. The majority of the new rental projects built in the HMA recently have been in Middleton, the Hillfarm area of Madison, and along Nakoma Road in the southwest portion of the city.

Economic, Demographic, and Housing Factors

Economic Factors. The economy of the Madison area expanded rapidly during the 1960's. Wage and salary employment increased by an average of 4,800 jobs annually throughout the 1960-1968 period, reaching yearly growth levels of 7,700 and 7,800 in 1966 and 1967.

Over 60 percent of the employment growth in the Madison area between 1965 and 1968 occurred in the government employment sector, in which the number of jobs grew by an average of 4,200 annually during the three-year period. Employment data for the first nine months of 1969 indicate that government employment declined slightly from the comparable 1968 period, primarily as a result of a state austerity program initiated in early 1969. Preliminary data for the last three months of 1969, however, show a reversal of this decline.

The role of government in the Madison economy is important not only directly, but also because of its impact on many other aspects of the economy, principally trade and services. Employment in wholesale and retail trade grew at about 800 jobs annually between 1960 and 1969, and employment in the service category increased by about 700 jobs a year during the same period.

Manufacturing employment accounts for only about 12 percent of wage and salary employment in the Madison area, and has been declining in relative importance in recent years. Labor force trends in the Madison HMA between 1960 and 1969 are presented in table III.

Future employment gains in the Madison area are expected to continue to be based primarily on growth in the government sector and corresponding increases in trade, services, and other supporting industries. Government employment will probably increase by about 2,200-2,500 new jobs annually during 1970 and 1971, a rate well below that of the 1965-1968 period but above the rate of increase from 1960 to 1965. Increases in other nonmanufacturing sectors of the economy are also expected to be below the peak 1965-1968 gains, but should be sufficient to offset a slight decline of about 100 jobs yearly in manufacturing industries. Based on these premises, nonagricultural wage and salary employment in the Madison HMA is expected to grow at about 4,700 (4.1 percent) annually during the December 1969-December 1971 forecast period.

The current median income, after deduction of federal income tax, of all families in the Madison HMA is \$9,000, and the median after-tax income of two- or more-person renter households is \$7,125. Detailed distributions of all families and renter households by income classes are presented in table IV.

Demographic Factors. There were 291,200 persons in the Madison HMA on December 1, 1969, including 171,400 persons in the city of Madison and 119,800 in the remainder of Dane County. A special census of the area conducted on May 15, 1968 counted a total of 277,100 persons, indicating an increase of about 6,800 persons annually between the censuses of April 1960 and May 1968.

Included in the December 1969 population were 35,550 students enrolled at the University of Wisconsin. The student segment comprises about 12 percent of the total population and grew at a rate of almost five percent annually between May 1968 and December 1969, well below the rate of growth exhibited during the 1960-1968 period; the primary cause of this decrease in the rate of enrollment growth at the university is the growing number of freshmen who attend classes at the eleven extension centers of the university system rather than in Madison. Table V shows total enrollment at the university since 1950, by type of residence. In contrast to the recent decline in enrollment growth, the nonstudent segment of the population increased by about 7,300 persons annually during the 1968-1969 period, compared with a

rate of 4,765 persons between 1960 and 1968, It is important to note that the 1968-1969 growth level is probably below that of the mid 1960's because of the slowing of employment gains from the peak levels of 1966 and 1967.

Population growth in the Madison HMA during the December 1969-December 1971 forecast period is expected to reach 8,200 persons annually, including increases of 1,300 students and 6,900 persons in the nonstudent segment of the population. The anticipated increase is below the rate reached during the 1968-1969 period primarily because of expectations of a declining birth rate, only moderate employment growth, and slowed enrollment growth at the university.

There were about 86,300 households in the Madison HMA in December 1, 1969, including 7,100 student households and 79,200 non-student households. The number of student households increased rapidly between 1965 and 1969 as a result of (1) a growing proportion of upper-class and graduate students at the school, and (2) liberalization of rules governing off-campus housing for undergraduates. Student household growth during the December 1969-December 1971 forecast period will be below the rate experienced during the mid-1960's, however, primarily as a result of slowing enrollment growth.

Trends in nonstudent household growth in the Madison HMA in the 1960's generally paralleled nonstudent population growth patterns and are expected to continue to do so during the December 1969-December 1971 forecast period. The total number of households in the Madison HMA will probably increase by 2,850 annually during the forecast period, reaching 92,000 households by December 1971.

Trends in the geographic and demographic components of population and households in the Madison HMA are presented in detail in table VI.

Housing Factors. The housing inventory of the Madison HMA totaled 90,100 units on December 1, 1969, a gain of 4,800 since May 1968; the net increase in the inventory resulted from the completion of 5,575 new units and the loss of 775 units through demolition or other causes. Urban renewal activity and clearance for construction of university-sponsored buildings was responsible for almost all of the demolitions in the Madison area. There were 1,100 units under construction in the area in December 1, 1969, including 250 single-family units and 850 units of multifamily housing. About two-thirds of the multifamily units under construction in the area are located in Middleton along Century Avenue on the northwest shore of Lake Mendota. Housing inventory and vacancy trends in the Madison HMA are presented in detail in table VII.

The high cost of money and a response to an overbuilt rental market in 1964 were the primary causes for the decline in residential building activity in the Madison area during the 1965-1967 period. A restrictive mortgage market resulted in a decline in single-family construction from 1,533 units in 1965 to an average level of 1,230 during 1966 and 1967. During 1968, however, the number of single-family authorizations increased, reaching an all-time high of 1,591

units. Multifamily authorizations declined from 2,798 units in 1964 to 969 units in 1966 in response to relatively high vacancy rates and some absorption difficulties in new units. Authorizations increased, however, during the 1966-1968 period, reaching 2,290 multifamily units authorized in 1968 and 1,280 in the first eight months of 1969. Trends in residential building permit volume are shown in detail in table VIII.

There were 2,200 vacant units available for sale or rent in the Madison HMA on December 1, 1969, including 400 sales units and 1,800 units available for rent. The homeowner vacancy rate of 0.8 percent and the renter vacancy rate of 4.6 percent are below comparable rates in 1960 and approximate those of 1968, as seen in table VII.

Table I

Estimated Annual Demand for Nonsubsidized Housing
Madison, Wisconsin, Housing Market Area
December 1, 1969 to December 1, 1971

A. Single-family Houses

<u>Sales Price</u>	<u>Number of units</u>
Under \$20,000	100
\$20,000 - 22,499	300
22,500 - 24,999	350
25,000 - 29,999	275
30,000 - 34,999	200
35,000 and over	<u>125</u>
Total	1,350

B. Multifamily Units

<u>Gross monthly rents^{a/}</u>	<u>Efficiency</u>	<u>One bedroom</u>	<u>Two bedrooms</u>	<u>Three or more bedrooms</u>
Under \$130	30	-	-	-
\$130 - 149	40	-	-	-
150 - 169	20	385	-	-
170 - 189	10	180	190	-
190 - 209	-	75	240	30
210 - 229	-	20	130	50
230 - 249	-	10	105	40
250 and over	-	-	<u>75</u>	<u>20</u>
Total	<u>100</u>	<u>670</u>	<u>740</u>	<u>140</u>

a/ Gross rent is shelter rent plus the cost of utilities.

Table II

Estimated Annual Occupancy Potential for Subsidized Housing
Madison, Wisconsin, Housing Market Area
December 1, 1969-December 1, 1971

A. Subsidized Sales Housing, Section 235

<u>Family size</u>	<u>Number of units^{a/}</u>
Four persons or less	190
Five persons or more	<u>145</u>
	335

B. Privately-Financed Subsidized Rental Housing

<u>Unit Size</u>	<u>Rent-supplement</u>		<u>Section 236</u>	
	<u>Families</u>	<u>Elderly</u>	<u>Families</u>	<u>Elderly</u>
Efficiency	-	110	-	65
One bedroom	10	30	50	35
Two bedrooms	40	-	145	-
Three bedrooms	25	-	100	-
Four bedrooms or more	<u>15</u>	-	<u>45</u>	-
Total	90	<u>140</u>	335	<u>100</u>

^{a/} All of the families eligible for Section 235 housing are also eligible for the Section 236 program, and about three-quarters are eligible for Section 221(d)(3) BMIR housing. A few may be eligible for low-rent public housing. The estimates are based upon exception income limits.

Table III

Work Force Trends
Madison, Wisconsin, Housing Market Area
1960-1969
 (annual averages in thousands)

	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>	<u>1964</u>	<u>1965</u>	<u>1966</u>	<u>1967</u>	<u>1968</u>	<u>First nine months</u> <u>1968</u>	<u>1969</u>
Civilian work force	<u>99.2</u>	<u>99.8</u>	<u>100.3</u>	<u>104.9</u>	<u>108.6</u>	<u>113.1</u>	<u>120.5</u>	<u>127.8</u>	<u>133.3</u>	<u>132.7</u>	<u>134.9</u>
Unemployment	2.7	3.0	2.6	2.9	2.7	2.6	2.5	2.7	2.8	3.0	3.0
Percent of work force	2.7%	3.0%	2.6%	2.8%	2.5%	2.3%	2.1%	2.1%	2.1%	2.3%	2.2%
Employment	<u>96.5</u>	<u>96.8</u>	<u>97.7</u>	<u>101.8</u>	<u>105.8</u>	<u>110.5</u>	<u>117.9</u>	<u>124.9</u>	<u>130.2</u>	<u>129.4</u>	<u>131.9</u>
Nonfarm wage and salary	<u>75.7</u>	<u>76.9</u>	<u>80.1</u>	<u>84.3</u>	<u>88.3</u>	<u>93.4</u>	<u>101.1</u>	<u>108.9</u>	<u>114.1</u>	<u>113.1</u>	<u>115.8</u>
Manufacturing	<u>13.2</u>	<u>13.0</u>	<u>13.2</u>	<u>13.3</u>	<u>13.8</u>	<u>14.5</u>	<u>15.6</u>	<u>16.0</u>	<u>15.7</u>	<u>15.5</u>	<u>16.3</u>
Durable goods	5.2	5.0	5.3	5.5	5.9	6.6	7.4	7.5	6.9	6.8	7.6
Nondurable goods	8.0	8.0	7.9	7.8	7.9	8.0	8.3	8.4	8.8	8.7	8.7
Nonmanufacturing	<u>62.5</u>	<u>64.0</u>	<u>66.9</u>	<u>71.0</u>	<u>74.5</u>	<u>79.0</u>	<u>85.4</u>	<u>92.9</u>	<u>98.4</u>	<u>97.6</u>	<u>99.4</u>
Contract construction	4.4	4.4	4.9	5.0	5.4	5.7	6.0	5.6	6.4	6.4	6.5
Transportation & public utilities	4.1	4.0	4.1	4.4	4.6	4.8	4.9	4.9	4.9	4.9	4.8
Trade	15.7	15.8	16.2	17.4	18.1	19.4	20.7	21.4	22.2	21.8	22.6
Finance, ins., and real estate	3.8	3.9	4.0	4.4	4.6	4.8	5.0	5.8	6.0	6.0	6.3
Service and miscellaneous	9.8	9.9	10.8	11.7	12.5	13.5	14.0	14.7	15.5	15.4	16.3
Government	24.8	25.9	27.0	28.1	29.3	30.8	34.8	40.5	43.4	43.1	42.9
Other employment <u>a/</u>	20.8	19.9	17.5	17.5	17.5	17.1	17.0	16.0	16.0	16.3	16.1
Workers involved in labor mgt. disputes	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.3	0.4	0.0

Note: Subtotals may not add to totals due to rounding.

a/ Includes self-employed, unpaid family workers, domestic workers, and agricultural workers.

Source: Wisconsin State Employment Services.

Table IV

Distribution of Families by Annual Income
After Deduction of Federal Income Tax
Madison, Wisconsin, Housing Market Area
December 1, 1969

Annual family income	Percentage distribution	
	All families	Renter households ^{a/}
Under \$4,000	10	18
\$4,000 - 4,999	6	8
5,000 - 5,999	6	10
6,000 - 6,999	8	13
7,000 - 7,999	10	9
8,000 - 8,999	10	10
9,000 - 9,999	9	7
10,000 - 12,499	17	13
12,500 - 14,999	10	7
15,000 and over	14	5
Total	100	100
Median	\$9,000	\$7,125

^{a/} Excludes one-person renter households.

Source: Estimated by Housing Market Analyst.

Table V

Enrollment Trends and Housing Characteristics
University of Wisconsin at Madison
September 1950-September 1969

<u>Date</u>	<u>Total enrollment</u>	<u>Place of residence</u>					
		<u>University dormitory^{a/}</u>	<u>Private dormitory</u>	<u>Apt., house, trailer, etc.</u>	<u>Fraternity or sorority</u>	<u>With parents</u>	<u>Other</u>
September 1950	15,766	2,657	6,421	2,597	1,525	1,706	860
" 1951	14,020	2,557	5,271	2,204	1,660	1,331	997
" 1952	13,571	2,509	4,622	2,374	1,559	1,278	1,229
" 1953	13,346	2,540	4,872	2,431	1,515	1,225	763
" 1954	13,954	2,527	4,998	2,722	1,565	1,256	886
" 1955	15,134	2,640	5,171	3,481	1,621	1,407	814
" 1956	15,918	2,569	5,380	4,301	1,649	1,356	663
" 1957	15,929	2,596	5,007	4,669	1,706	1,403	548
" 1958	16,590	3,011	4,654	5,060	1,599	1,467	799
" 1959	17,433	4,312	3,854	5,236	1,565	1,566	900
" 1960	18,811	4,155	4,452	5,420	1,511	1,382	1,891
" 1961	20,118	4,526	5,292	6,162	1,679	1,736	723
" 1962	21,733	4,620	5,816	6,587	1,723	1,892	1,095
" 1963	24,275	5,523	5,734	7,845	1,722	1,949	1,502
" 1964	26,293	6,658	6,742	8,447	1,800	1,819	827
" 1965	29,299	7,653	7,221	8,877	1,907	2,230	1,411
" 1966	31,120	8,322	6,914	9,812	1,911	1,996	2,165
" 1967	33,000	8,771	6,119	11,610	1,915	1,818	2,767
" 1968	34,670	8,876	6,330	12,314	1,821	2,216	3,113
" 1969	35,549	NA	NA	NA	NA	NA	NA

^{a/} Includes on-campus apartments for married students.

Source: University of Wisconsin Department of Institutional Studies and University Housing Bureau.

Table VI

Demographic Trends
Madison, Wisconsin, Housing Market Area
1960 - 1971

	<u>April</u> <u>1960</u>	<u>May</u> <u>1968</u>	<u>December</u> <u>1969</u>	<u>December</u> <u>1971</u>	<u>Average annual</u> <u>change from preceding date</u>		
					<u>1960-1968</u>	<u>1968-1969</u>	<u>1969-1971</u>
<u>Geographic components</u>							
Total population	<u>222,095</u>	<u>277,100</u>	<u>291,200</u>	<u>307,600</u>	<u>6,800</u>	<u>8,900</u>	<u>8,200</u>
Madison	<u>126,706</u>	<u>165,000</u>	<u>171,400</u>	<u>179,400</u>	<u>4,735</u>	<u>4,050</u>	<u>4,000</u>
Rest of Dane County	<u>95,389</u>	<u>112,100</u>	<u>119,800</u>	<u>128,200</u>	<u>2,065</u>	<u>4,850</u>	<u>4,200</u>
Total households	<u>63,451</u>	<u>81,450</u>	<u>86,300</u>	<u>92,000</u>	<u>2,225</u>	<u>3,065</u>	<u>2,850</u>
Madison	<u>37,856</u>	<u>49,800</u>	<u>52,100</u>	<u>55,000</u>	<u>1,475</u>	<u>1,455</u>	<u>1,450</u>
Rest of Dane County	<u>25,595</u>	<u>31,650</u>	<u>34,200</u>	<u>37,000</u>	<u>750</u>	<u>1,610</u>	<u>1,400</u>
<u>Demographic components</u>							
Total population	<u>222,095</u>	<u>277,100</u>	<u>291,200</u>	<u>307,600</u>	<u>6,800</u>	<u>8,900</u>	<u>8,200</u>
Student enrollment	<u>16,550</u>	<u>33,000</u>	<u>35,550</u>	<u>38,150</u>	<u>2,035</u>	<u>1,600</u>	<u>1,300</u>
In households	<u>6,450</u>	<u>15,700</u>	<u>18,350</u>	<u>20,950</u>	<u>1,145</u>	<u>1,665</u>	<u>1,300</u>
Nonhousehold	<u>10,100</u>	<u>17,300</u>	<u>17,200</u>	<u>17,200</u>	<u>890</u>	<u>-65</u>	<u>-</u>
Nonstudent population	<u>205,545</u>	<u>244,100</u>	<u>255,650</u>	<u>269,450</u>	<u>4,765</u>	<u>7,300</u>	<u>6,900</u>
In households	<u>202,495</u>	<u>242,350</u>	<u>253,950</u>	<u>267,750</u>	<u>4,930</u>	<u>7,330</u>	<u>6,900</u>
Nonhousehold	<u>3,050</u>	<u>1,700</u>	<u>1,700</u>	<u>1,700</u>	<u>-165</u>	<u>-30</u>	<u>-</u>
Total households	<u>63,451</u>	<u>81,450</u>	<u>86,300</u>	<u>92,000</u>	<u>2,225</u>	<u>3,065</u>	<u>2,850</u>
Student	<u>3,000</u>	<u>6,200</u>	<u>7,100</u>	<u>8,000</u>	<u>400</u>	<u>570</u>	<u>450</u>
Nonstudent	<u>60,451</u>	<u>75,250</u>	<u>79,200</u>	<u>84,000</u>	<u>1,825</u>	<u>2,495</u>	<u>2,400</u>

Sources: U.S. Bureau of the Census Population and Housing Reports, University of Wisconsin Housing Bureau, and estimates of Housing Market Analyst.

Table VII

Housing Inventory Trends
Madison, Wisconsin, Housing Market Area
1960 - 1969

<u>Components</u>	<u>April 1960</u>	<u>May 1968</u>	<u>December 1969</u>
Total housing inventory	<u>67,207</u>	<u>85,300</u>	<u>90,100</u>
Occupied housing units	<u>63,451</u>	<u>81,450</u>	<u>86,300</u>
Owner-occupied	39,167	46,850	49,200
Percent of all occupied	61.7%	57.5%	57.0%
Renter-occupied	24,284	34,600	37,100
Percent of all occupied	38.3%	42.5%	43.0%
Vacant housing units	<u>3,756</u>	<u>3,850</u>	<u>3,800</u>
Available vacant	<u>1,906</u>	<u>2,150</u>	<u>2,200</u>
For sale	670	425	400
Homeowner vacancy rate	1.7%	0.9%	0.8%
For rent	1,236	1,725	1,800
Renter vacancy rate	4.8%	4.7%	4.6%
Other vacant ^{a/}	1,850	1,700	1,600

^{a/} Includes vacant units in the following categories: seasonal, dilapidated, rented or sold awaiting occupancy, and held off the market.

Sources: 1960 Census of Housing, 1968 Special Census conducted by U.S. Census Bureau, and estimates by Housing Market Analyst.

Table VIII

Housing Units Authorized by Building Permits
Madison, Wisconsin, Housing Market Area
1960-1969

<u>Year</u>	<u>City of Madison</u>		<u>Rest of Dane County</u>		<u>Total Market Area</u>			<u>Public units^{a/}</u>	<u>Total</u>
	<u>Single-family</u>	<u>Multi-family</u>	<u>Single-family</u>	<u>Multi-family</u>	<u>Single-family</u>	<u>Multi-family</u>	<u>Total</u>		
1960	785	513	512	224	1,297	737	2,034	-	2,034
1961	624	646	459	187	1,083	833	1,916	280	2,196
1962	579	769	510	288	1,089	1,057	2,146	-	2,146
1963	673	1,108	589	741	1,262	1,849	3,111	160	3,271
1964	796	1,816	703	982	1,499	2,798	4,297	-	4,297
1965	756	690	777	988	1,533	1,678	3,211	-	3,211
1966	524	640	639	329	1,163	969	2,132	246	2,378
1967	591	739	706	385	1,297	1,124	2,421	-	2,421
1968	731	1,464	860	826	1,591	2,290	3,881	246	4,127
<u>First eight months</u>									
1968	467	1,086	586	262	1,053	1,348	2,401	-	2,401
1969	316	463	510	817	826	1,280	2,106	-	2,106

a/ Includes low-rent, military, and university-sponsored housing.

Sources: Bureau of the Census, Construction Reports C-40 and C-42.
 University of Wisconsin Housing Bureau.
 Local Building Inspectors.

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