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

as of May 1, 1969

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

September 1969

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FHA Housing Market Analysis
Milwaukee, Wisconsin, as of May 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 - MILWAUKEE, WISCONSIN
AS OF MAY 1, 1969^{1/}

The Milwaukee, Wisconsin, Housing Market Area (HMA) is composed of Milwaukee, Ozaukee, Waukesha, and Washington Counties. The area, located in southeastern Wisconsin, had a population of 1,472,000 persons in May 1969; the city of Milwaukee, with a population of 792,000 persons, is the largest city in Wisconsin and the eleventh largest in the Nation.

Employment in the Milwaukee area is durable-goods oriented and, therefore, is subject to extreme volatility. Changes in the rate of in-migration to the Milwaukee area, however, have resulted in relatively stable population and household growth levels in recent years. This stability was also manifest in the housing market, which is currently characterized by low vacancy rates and good absorption of new units.

Anticipated Housing Demand

Premised on presently anticipated developments, there will be an effective demand for about 9,000 nonsubsidized housing units annually in the Milwaukee HMA between May 1969 and May 1971, consisting of 4,400 single-family units and 4,600 units in multifamily structures. The annual demand levels in the major geographic submarkets of the HMA are shown below; distributions of demand for single-family houses by price classes and for multifamily units by gross monthly rents are shown in tables I and II.

^{1/} Data in this analysis are supplementary to a previous FHA analysis of the area as of November 1, 1966.

Annual Demand for Nonsubsidized Housing
Milwaukee, Wisconsin, Housing Market Area
May 1969-May 1971

<u>Area</u>	<u>Single-</u> <u>family</u>	<u>Multi-</u> <u>family</u>	<u>Total annual</u> <u>demand</u>
HMA total	<u>4,400</u>	<u>4,600</u>	<u>9,000</u>
Milwaukee County	<u>1,550</u>	<u>3,650</u>	<u>5,200</u>
City of Milwaukee	500	2,500	3,000
Balance of Milwaukee Co.	1,050	1,150	2,200
Ozaukee County	600	200	800
Waukesha County	1,700	600	2,300
Washington County	550	150	700

The demand estimate of 2,500 nonsubsidized multifamily units in the city of Milwaukee is slightly below recent construction activity in the city because of a reduction in demolition activity in the city, primarily in the highway construction program. On the other hand, as a result of a rising rate of household growth in the suburban portion of the HMA, anticipated demand for new housing is above 1967-1968 construction levels in all suburban submarkets except Waukesha County, where the large number of multifamily units currently under construction warrants a slight reduction in demand for new rental units.

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 project mortgages insured under Section 221(d)(3).

Household eligibility for federal subsidy programs is determined primarily 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 April 1, 1969 income limits, and on available market experience.^{2/} The occupancy potentials by size of units required are shown in table II.

Section 221(d)(3)BMIR. If federal funds are available, a total of about 1,650 units of Section 221(d)(3)BMIR housing probably could be absorbed annually during the next two years in the Milwaukee HMA.^{3/} Deducted from the estimate of occupancy potential are over 300 units of BMIR housing which were under construction in the area on May 1, 1969.

Rent Supplements. The annual occupancy potential for rent supplement units in the Milwaukee area between May 1969 and May 1971 is estimated at 435 units for families and an additional 1,125 units annually for elderly individuals and couples. These potentials are distributed by unit size in table III. Generally, families eligible for rent supplements also are eligible for public low-rent housing.

Housing for the elderly has been an active program in the Milwaukee area during most of the 1960's. As of May 1, 1969, there were 1,765 units of public low-rent housing for the elderly in the HMA, including over 700 units in turnkey projects built in 1967. In addition, there is a 104-unit Section 202 project for the elderly in the city of Milwaukee. The occupancy potential for units under rent-supplement for elderly individuals and couples have been adjusted downward to take account of this existing inventory of elderly housing.

- ^{1/} The occupancy potentials referred to in this analysis are dependent upon the capacity of the market in view of existing vacancy strength or weakness. The successful attainment of the calculated market 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 the specified programs.
- ^{2/} Families with incomes inadequate to purchase or rent nonsubsidized housing 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.
- ^{3/} At the present time, funds for allocations are available only from recaptures resulting from reductions, withdrawals, and cancellations of allocations.

Section 235, Sales Housing. Sales housing can be provided for low- and moderate-income families under provisions of Section 235. Utilizing exception income limits, there is an occupancy potential for about 1,610 houses a year, as shown in table III. All of the families in the potential for Section 235 housing are also part of the potentials estimated below for the Section 236 program; about three-quarters have incomes within the Section 221(d)(3)BMIR range. Consideration has been given to the Section 221(d)(3)BMIR housing under construction.

Section 236, Rental Housing. Under Section 236, the annual occupancy potential under exception income limits is estimated at 1,610 units for families and 715 units for elderly households. A distribution of these potentials is presented in table III. Families eligible under this program also are eligible under the Section 235 program, and about three-quarters are eligible under Section 221(d)(3)BMIR. About 43 percent of the elderly eligible under this program also are eligible for public low-rent housing or rent supplement.

Sales Market

General Market Conditions. The market for new and existing single-family homes in the Milwaukee area has remained strong throughout the 1966-1969 period. The high cost of mortgage money in 1966 depressed single-family construction volume during that year, and demand for new homes exceeded the supply in late 1966 and early 1967. Since that time, however, the volume of single-family construction has recovered from the depressed 1966 level; homeowner vacancy rates have remained at low levels throughout the 1966-1969 period, and all geographic sectors of the HMA reached demand-supply balance by early 1969.

Used Home Sales. Strength in the existing home market continued in the Milwaukee area during the 1966-1969 period. Demand for lower-priced, used homes is resulting from the high cost of new single-family construction and the recent rent increases at most of the multi-family projects in the area. The strongest geographical segment of the existing home market in the HMA is in the northwest section of the city of Milwaukee and in the western suburbs of West Allis and Wauwatosa; homes offered for sale in these areas are usually in the \$22,000-\$27,000 price class.

New construction. Speculative building in large tract developments is not popular in the Milwaukee area; most of the new sales housing units constructed in the HMA are on a contract basis on scattered lots or in small subdivisions. No price range or geographic segment of the area is experiencing marketing difficulty at present. The best absorption of new single-family units appears to be in the moderately-priced units (\$25,000-\$30,000) in northwestern Milwaukee County and

in the higher-priced new units (\$35,000-\$40,000) in Brookfield and Elm Grove in Waukesha County. New units priced to sell for below \$20,000 are not common in the HMA, but some are being built in the outlying areas of Waukesha, Ozaukee, and Washington Counties.

Rental Market

The market in almost all rent categories and geographic segments of the rental market in the Milwaukee HMA is sound at present. New units are being absorbed at acceptable levels and very few older multi-family projects have vacancy difficulties. The majority of rental projects in the HMA have increased rents recently, probably by an average of 5 to 10 percent during 1969.

Projects in moderate rent ranges currently are the most successful in the Milwaukee HMA. These are generally low-density, garden-type developments of one- and two-bedroom apartments with rents between \$140 and \$180 monthly (excluding electricity). Concentrations of these units are generally found in the Bradley Road area of north-west Milwaukee, along Port Washington Road in northern Milwaukee County and southern Ozaukee County, in Oak Creek in southern Milwaukee County, and in New Berlin in Milwaukee and Waukesha Counties.

The high-rent segment of the Milwaukee rental market is composed primarily of high-density units on the near-north side of the city along Prospect Avenue and garden-type developments in suburban areas of Wauwatosa and the northwest sector of Milwaukee County. The high-rise units in the city are generally either older buildings containing efficiencies and one-bedroom apartments with monthly rents of \$135-\$150, or new projects of one- and two-bedroom units in the \$200-\$300 category. A large number of these units came on the market in 1968 and absorption was slowed. By early 1969, however, the market had strengthened and additional projects were started on the near-north side of Milwaukee.

The suburban areas of Milwaukee County became popular for high-rent, low-density multifamily development in recent years; at least two large projects are currently under construction in these areas with townhouse and garden apartments renting for \$200-\$300 per month for two-bedroom units. Some market resistance to this type of development was apparent in 1967, but absorption in 1968 and early-1969 has been satisfactory.

A few high-rise projects in Milwaukee's south side have been having occupancy difficulties recently, despite the relatively low rents of \$140 to \$180 (excluding electricity) for one- and two-bedroom apartments. Resistance to these units appears to be location-oriented and not indicative of market weakness.

Economic, Demographic, and Housing Factors

Economic Factors. The concentration of about 29 percent of non-agricultural wage and salary employment in durable-goods-producing industries makes the Milwaukee economy very sensitive to national economic cycles, as evidenced by the decline in employment in the area during the 1960-1961 recession and the rapid gains in employment during the expansionary 1964-1966 period (see table IV). Nonagricultural wage and salary employment in the Milwaukee HMA averaged 555,300 jobs in 1968, representing an increase of 9,650 (1.8 percent) annually between 1966 and 1968. This recent growth level is well below the average increase of 22,250 jobs annually during the 1964-1966 period, primarily because manufacturing employment rose sharply in the earlier period (an average of 7,750 new jobs annually), but declined during 1967 and 1968 (losses of 1,600 and 1,000 jobs, respectively).

Fluctuations in manufacturing employment in recent years have been concentrated in the machinery and transportation equipment industries. During the 1964-1966 period, demand for goods produced by the machinery industry was strong and employment rose rapidly. Between 1966 and 1968, however, employment in the electrical machinery sector declined by about 2,900 jobs, almost solely due to lay-offs at the Allis-Chalmers Company (as reported by company officials). In the transportation equipment industry, which is dominated by American Motors Corporation, employment fluctuated between 17,900 and 16,100 during the 1962-1965 period and declined steadily to about 12,300-13,000 in 1967-1968.

Nonmanufacturing employment increased each year during the 1960-1968 period at rates seemingly dependent on manufacturing employment trends, as indicated by nonmanufacturing employment growth of less than one percent between 1960 and 1961, an average of over 4.9 percent during the 1964-1966 period, and about 3.4 percent between 1966 and 1968. Job increases in the trade, service, and government sectors have been the major contributors to nonmanufacturing employment growth in the Milwaukee area during the 1960's.

Nonagricultural wage and salary employment in the Milwaukee area will probably grow at about 10,000 jobs (1.8 percent) annually during the May 1969-May 1971 forecast period, a level comparable to 1966-1968 gains and composed entirely of increases in nonmanufacturing employment. As in the past, between 90 and 95 percent of this growth will occur in the trade, service, and government categories. In the manufacturing sector, small increases in employment in the fabricated metals and nonelectrical machinery industries should offset the continued reductions forecast for the Allis-Chalmers Company.

The current median income, after deduction of federal income tax, of all families in the Milwaukee HMA is \$9,650, and the median after-tax income of two- or more-persons renter households is \$8,275. Detailed distributions of all families and renter households by income classes are presented for the major submarkets of the Milwaukee area in table V.

Demographic Factors. The population of the Milwaukee HMA reached 1,472,000 persons in May 1969, representing an average increase of 19,200 persons annually since November 1966. Recent population growth is below 1960-1966 levels as a result of a sharp decline in the resident birth rate evident in the area between 1964 and 1968 and only moderate changes in the rate of in-migration to the area. Although varying trends in population growth are evident within the major geographical submarkets of the Milwaukee HMA, the overall trend is one of slowing growth in the city and rapid expansion of the suburban counties, especially Waukesha and Ozaukee (see table VI). These trends probably will continue during the next two years, with the population of the Milwaukee HMA reaching 1,515,000 persons by May 1971.

There were about 438,500 households in the Milwaukee HMA on May 1, 1969, including 249,200 in the city of Milwaukee and 189,300 in the suburban portion of the HMA. Trends in household growth in the Milwaukee area generally parallel population growth patterns and should continue to during the 1969-1971 period, with the number of households totaling 452,500 in May 1971, a gain of 7,000 households annually during the forecast period.

Demographic trends in the major submarkets of the Milwaukee HMA during the 1960-1971 period are presented in detail in table VI.

Housing Factors. The housing inventory of the Milwaukee HMA totaled 457,500 units on May 1, 1969, a gain of 14,800 units since November 1, 1966. Recent construction volume exceeded the average of the 1960-1966 period, but the large number of housing unit demolitions in the city of Milwaukee in the last two years kept 1966-1969 net additions to the inventory (5,925 annually) slightly below the 1960-1966 rate (6,375 a year).

There were 3,900 housing units under construction in the Milwaukee HMA on May 1, 1969, including 1,500 single-family units and 2,400 multifamily units. Of the multifamily units under construction in the HMA, about 420 were insured under Section 221(d)(3) of the National Housing Act, including 112 units of rent-supplement housing. Multifamily construction volume is especially high in suburban Milwaukee County and Waukesha County, where 1,050 units and 300 units, respectively, were under construction in May 1969. Only about 38 percent (900 units) of all multifamily units under construction in the HMA were being built in the city of Milwaukee. Housing inventory and vacancy trends in the major submarkets of the Milwaukee HMA are presented in detail in tables VII and VIII.

The volume of residential building activity, as measured by building permits, recovered from the 1966 low of 6,950 units to levels of 9,500 in 1967 and over 8,775 in 1968. Most of the fluctuation in the volume of building permit authorizations in the Milwaukee area occurs in the multifamily segment. The number of units in multifamily structures authorized by building permits increased steadily between 1962 and 1965, dropped from 5,350 in 1965 to 3,450 in 1966, and rose again to 5,125 in 1967 and 4,675 in 1968. Comparable trends were evident in all of the major submarkets of the Milwaukee HMA, and multifamily authorizations reached record levels during 1967 and 1968 in suburban Milwaukee County and Waukesha County. Trends in the number of housing units authorized in the Milwaukee HMA between 1960 and 1969 are presented by submarket in tables IX and X.

The number of available vacant units in the Milwaukee HMA has not changed appreciably since November 1966. There were 2,900 sales units and 6,900 rental units available in the Milwaukee area on May 1, 1969, indicating vacancy rates of 1.1 percent and 3.6 percent, respectively. No geographic segment of the HMA has excessively high vacancy rates currently, although suburban Milwaukee County, Waukesha County, and Washington County all have rental vacancy rates of about 5.0 percent, primarily because of the large number of new units which came on the market during late 1968 and early 1969. The city of Milwaukee is the tightest segment of the housing market, with a sales vacancy rate of 0.9 percent and a 3.1 percent renter vacancy rate.

Table I

Estimated Annual Demand
For Nonsubsidized Single-Family Sales Houses
Milwaukee, Wisconsin, Housing Market Area
May 1969-May 1971

<u>Price class</u>	<u>Number of units</u>		
	<u>HMA</u> <u>total</u>	<u>City of</u> <u>Milwaukee</u>	<u>Suburban</u> <u>Milwaukee County</u>
Under \$20,000	150	25	-
\$20,000 - 22,499	425	50	150
22,500 - 24,999	625	75	125
25,000 - 29,999	1,250	150	275
30,000 - 34,999	775	100	175
35,000 and over	<u>1,175</u>	<u>100</u>	<u>325</u>
Total	4,400	500	1,050

<u>Price class</u>	<u>Number of units</u>		
	<u>Ozaukee</u> <u>County</u>	<u>Waukesha</u> <u>County</u>	<u>Washington</u> <u>County</u>
Under \$20,000	25	75	25
\$20,000 - 22,499	50	125	50
22,500 - 24,999	100	250	75
25,000 - 29,999	175	500	150
30,000 - 34,999	100	300	100
35,000 and over	<u>150</u>	<u>450</u>	<u>150</u>
Total	600	1,700	550

Source: Estimated by Housing Market Analyst.

Table II

Estimated Annual Demand for Nonsubsidized Rental Housing
Milwaukee, Wisconsin, Housing Market Area
May 1969-May 1971

Size of unit	Gross monthly rent ^{a/}								Total annual demand
	Under \$140	\$140 to 159	\$160 to 179	\$180 to 199	\$200 to 219	\$220 to 239	\$240 to 279	\$280 and over	
City of Milwaukee									
Efficiency	60	55	20	15	-	-	-	-	150
One bedroom	-	-	600	250	110	45	30	-	1,035
Two bedrooms	-	-	-	490	275	155	135	60	1,115
Three or more bedrooms	-	-	-	-	30	50	60	60	200
									2,500
Suburban Milwaukee County									
Efficiency	20	15	10	-	-	-	-	-	45
One bedroom	-	-	270	115	50	20	15	-	470
Two bedrooms	-	-	-	240	135	75	70	30	550
Three or more bedrooms	-	-	-	-	15	20	25	25	85
									1,150
Ozaukee County									
Efficiency	5	-	-	-	-	-	-	-	5
One bedroom	-	-	40	15	15	-	-	-	70
Two bedrooms	-	-	-	45	25	15	10	5	100
Three or more bedrooms	-	-	-	-	5	5	10	5	25
									200
Waukesha County									
Efficiency	10	10	-	-	-	-	-	-	20
One bedroom	-	-	120	50	20	10	5	-	205
Two bedrooms	-	-	-	130	75	40	40	15	300
Three or more bedrooms	-	-	-	-	10	20	25	20	75
									600
Washington County									
Efficiency	5	-	-	-	-	-	-	-	5
One bedroom	-	-	30	10	10	-	-	-	50
Two bedrooms	-	-	-	30	20	10	10	5	75
Three or more bedrooms	-	-	-	-	5	5	5	5	20
									150
HMA Total									
Efficiency	100	80	30	15	-	-	-	-	225
One bedroom	-	-	1,060	440	205	75	50	-	1,830
Two bedrooms	-	-	-	935	530	295	265	115	2,140
Three or more bedrooms	-	-	-	-	65	100	125	115	405
									4,600

^{a/} Monthly gross rent is shelter rent plus the cost of utilities.

Source: Estimated by Housing Market Analyst.

Table III

Estimated Annual Occupancy Potential for Subsidized Housing
Milwaukee, Wisconsin, Housing Market Area
May 1969-May 1971

A. Subsidized Sales Housing, Section 235

<u>Eligible Family Size</u>	<u>Number of units^{a/}</u>
Four persons or less	900
Five persons or more	710
Total	1,610

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	-	850	-	465
One bedroom	60	275	190	250
Two bedrooms	180	-	640	-
Three bedrooms	115	-	515	-
Four bedrooms or more	80	-	265	-
Total	435	1,125	1,610	715

^{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 IV

Labor Force Trends
Milwaukee, Wisconsin, Housing Market Area
1960-1968

<u>Item</u>	<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>
Civilian labor force	<u>559,600</u>	<u>557,500</u>	<u>548,500</u>	<u>550,200</u>	<u>560,300</u>	<u>579,900</u>	<u>597,900</u>	<u>608,400</u>	<u>617,900</u>
Unemployment	20,300	29,400	20,100	19,700	18,400	15,900	14,200	17,800	16,900
Percent of labor force	3.6%	5.3%	3.7%	3.6%	3.3%	2.7%	2.4%	2.9%	2.7%
Total employment	<u>539,300</u>	<u>527,900</u>	<u>528,000</u>	<u>530,300</u>	<u>540,900</u>	<u>563,400</u>	<u>583,000</u>	<u>589,300</u>	<u>600,100</u>
Nonagricultural wage and salary	<u>482,000</u>	<u>469,500</u>	<u>477,600</u>	<u>480,800</u>	<u>491,500</u>	<u>513,900</u>	<u>536,000</u>	<u>544,800</u>	<u>555,300</u>
Manufacturing	<u>206,300</u>	<u>191,500</u>	<u>196,900</u>	<u>198,000</u>	<u>198,300</u>	<u>206,000</u>	<u>213,800</u>	<u>212,200</u>	<u>211,200</u>
Durable goods	<u>151,700</u>	<u>139,000</u>	<u>146,300</u>	<u>147,500</u>	<u>147,600</u>	<u>154,300</u>	<u>161,600</u>	<u>161,100</u>	<u>159,600</u>
Primary metals	16,600	16,000	16,700	16,600	17,100	18,600	20,100	19,000	18,400
Fabricated metal products	15,000	13,800	14,000	14,300	14,600	15,300	16,000	18,500	18,800
Machinery, except electrical	50,700	46,600	49,300	51,300	52,200	55,300	58,800	60,000	60,400
Electrical machinery	38,100	37,200	38,100	37,000	36,900	37,400	39,200	38,200	36,300
Transportation equipment	20,800	15,500	17,900	17,300	15,600	16,100	14,500	12,300	13,000
Other durable goods	10,500	9,900	10,300	11,000	11,200	11,600	13,000	13,100	12,700
Nondurable goods	<u>54,500</u>	<u>52,500</u>	<u>50,600</u>	<u>50,400</u>	<u>50,800</u>	<u>51,700</u>	<u>52,200</u>	<u>51,200</u>	<u>51,600</u>
Food and kindred products	22,400	21,100	19,700	19,100	18,900	19,000	18,800	18,300	18,400
Paper and allied products	5,100	5,100	5,100	5,000	5,000	5,100	5,200	5,000	4,900
Printing, publishing, etc.	11,600	11,500	11,300	11,200	11,300	11,300	11,800	11,600	11,900
Leather & leather products	6,600	6,100	5,900	6,000	6,100	6,000	6,000	6,600	6,500
Other nondurable goods	8,800	8,700	8,600	9,100	9,500	10,300	10,400	9,700	9,900
Nonmanufacturing	<u>275,600</u>	<u>278,200</u>	<u>280,800</u>	<u>283,000</u>	<u>293,200</u>	<u>307,800</u>	<u>322,100</u>	<u>332,500</u>	<u>344,000</u>
Contract construction	22,500	22,000	19,900	19,500	20,700	22,000	23,200	23,800	23,000
Transportation and utilities	29,500	28,700	28,800	28,400	28,600	29,300	29,800	29,700	30,000
Trade	96,100	95,400	96,200	97,000	100,400	104,900	109,900	112,700	116,000
Finance, insurance & real estate	23,000	23,700	23,800	23,600	24,100	24,800	25,100	25,600	26,700
Service and miscellaneous	57,200	58,700	61,200	62,900	66,000	69,500	72,500	75,800	80,100
Government	47,300	49,700	50,900	51,600	53,400	57,300	61,600	64,900	68,200
All other nonagricultural employ., ^{a/}	47,900	48,800	41,200	40,200	40,300	40,200	39,100	37,700	36,500
Agricultural employment	9,400	9,600	9,400	9,400	9,100	9,300	8,000	6,900	8,200
Workers in labor-management disputes.	0	200	400	200	1,100	500	700	1,300	900

^{a/} Includes nonagricultural self-employed and unpaid family workers, and domestic workers in private households.

Note: Subtotals may not add to totals because of rounding.

Source: Wisconsin State Employment Service.

Table V

Percentage Distribution of All Families by Estimated Annual Income
After Deduction of Federal Income Tax
Milwaukee, Wisconsin, Housing Market Area, 1969 and 1971

Milwaukee HMA Total					City of Milwaukee					Remainder of Milwaukee County					
Family Income	All families		Renter households a/		a/	All Families		Renter households		a/	All Families		Renter households		a/
	1969	1971	1969	1971		1969	1971	1969	1971		1969	1971	1969	1971	
Under \$4,000	8	7	12	11		9	8	13	14		4	3	6	6	
\$4,000 - 4,999	3	3	6	5		4	3	7	4		2	2	6	4	
5,000 - 5,999	5	4	7	6		5	5	7	7		3	3	6	7	
6,000 - 6,999	6	6	10	9		8	7	9	7		5	5	9	7	
7,000 - 7,999	10	8	12	11		10	9	12	11		8	6	10	9	
8,000 - 8,999	11	10	10	12		12	10	11	12		10	8	11	11	
9,000 - 9,999	10	11	10	9		10	12	10	9		11	11	9	9	
10,000 - 12,499	20	20	16	18		19	20	16	17		21	21	18	19	
12,500 - 14,999	12	14	10	10		11	12	8	11		13	15	11	9	
15,000 - 19,999	8	9	5	6		8	7	5	6		12	14	8	10	
20,000 and over	7	8	2	3		4	7	2	2		11	12	6	9	
Total	100	100	100	100		100	100	100	100		100	100	100	100	
Median	\$9,650	\$10,100	\$8,275	\$8,700		\$9,200	\$9,650	\$8,150	\$8,550		\$10,675	\$11,200	\$9,200	\$9,650	

Ozaukee County					Waukesha County					Washington County					
Family Income	All families		Renter households a/		a/	All families		Renter households		a/	All families		Renter households		a/
	1969	1971	1969	1971		1969	1971	1969	1971		1969	1971	1969	1971	
Under \$4,000	6	5	11	9		6	5	11	9		10	8	16	14	
\$4,000 - 4,999	4	3	6	6		3	2	5	5		5	4	7	6	
5,000 - 5,999	5	4	7	6		5	4	7	6		7	6	9	8	
6,000 - 6,999	7	7	9	7		5	5	9	7		10	9	13	12	
7,000 - 7,999	9	8	12	12		9	8	11	12		11	10	12	11	
8,000 - 8,999	11	11	11	11		11	11	13	12		12	13	10	11	
9,000 - 9,999	10	10	10	10		12	14	10	10		9	10	7	9	
10,000 - 12,499	20	21	16	18		20	21	16	18		16	18	14	14	
12,500 - 14,999	11	12	9	10		12	12	8	9		7	8	8	9	
15,000 - 19,999	9	10	6	7		11	12	7	8		5	6	3	3	
20,000 and over	8	9	3	4		6	6	3	4		8	8	1	3	
Total	100	100	100	100		100	100	100	100		100	100	100	100	
Median	\$9,900	\$10,350	\$8,500	\$8,925		\$9,900	\$10,350	\$8,500	\$8,925		\$8,600	\$9,000	\$7,400	\$ 7,750	

a/ Excludes one-person renter households.

Source: Estimated by Housing Market Analyst.

Table VI

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

					Average annual change from preceding date		
	April <u>1960</u>	November <u>1966</u>	May <u>1969</u>	May <u>1971</u>	1960- <u>1966</u>	1966- <u>1969</u>	1969- <u>1971</u>
<u>Population</u>							
Milwaukee HMA	<u>1,278,850</u>	<u>1,424,000</u>	<u>1,472,000</u>	<u>1,515,000</u>	<u>22,050</u>	<u>19,200</u>	<u>21,500</u>
Milwaukee County	<u>1,036,041</u>	<u>1,124,000</u>	<u>1,143,000</u>	<u>1,160,000</u>	<u>13,350</u>	<u>7,600</u>	<u>8,500</u>
City of Milwaukee	741,324	788,000	792,000	796,000	7,100	1,600	2,000
Balance of Milwaukee Co.	294,717	336,000	351,000	364,000	6,250	6,000	6,500
Ozaukee County	38,441	46,000	51,000	56,000	1,150	2,000	2,500
Waukesha County	158,249	199,000	218,000	234,000	6,200	7,600	8,000
Washington County	46,119	55,000	60,000	65,000	1,350	2,000	2,500
<u>Households</u>							
Milwaukee HMA	<u>380,218</u>	<u>422,600</u>	<u>438,500</u>	<u>452,500</u>	<u>6,450</u>	<u>6,350</u>	<u>7,000</u>
Milwaukee County	<u>314,875</u>	<u>342,100</u>	<u>349,800</u>	<u>356,500</u>	<u>4,125</u>	<u>3,075</u>	<u>3,350</u>
City of Milwaukee	230,987	246,700	249,200	251,200	2,375	1,000	1,000
Balance of Milwaukee Co.	83,888	95,400	100,600	105,300	1,750	2,075	2,350
Ozaukee County	10,417	12,400	13,900	15,300	300	600	700
Waukesha County	42,394	53,200	58,500	63,000	1,650	2,125	2,250
Washington County	12,532	14,900	16,300	17,700	375	550	700

Sources: 1960 Censuses of Population and Housing and estimates by Housing Market Analyst.

Housing Inventory Tables
Milwaukee, Wisconsin, Housing Market Area
1960-1969

<u>Inventory and Tenure</u>	<u>Milwaukee County</u>			<u>Ozaukee County</u>	<u>Waukesha County</u>	<u>Washington County</u>	<u>HMA Total</u>
	<u>City of Milwaukee</u>	<u>Balance of Milwaukee County</u>	<u>County Total</u>				
<u>April 1, 1960</u>							
Total inventory	<u>241,593</u>	<u>86,143</u>	<u>327,736</u>	<u>11,128</u>	<u>47,301</u>	<u>14,519</u>	<u>400,684</u>
Total occupied units	<u>220,987</u>	<u>82,608</u>	<u>303,595</u>	<u>10,417</u>	<u>42,394</u>	<u>12,532</u>	<u>380,218</u>
Owner-occupied	<u>111,849</u>	<u>62,922</u>	<u>174,771</u>	<u>8,024</u>	<u>33,322</u>	<u>9,139</u>	<u>225,256</u>
Percent of total occupied	48.4%	75.0%	55.5%	77.0%	78.6%	72.9%	59.2%
Renter-occupied	<u>119,138</u>	<u>20,986</u>	<u>140,104</u>	<u>2,393</u>	<u>9,072</u>	<u>3,393</u>	<u>154,962</u>
Percent of total occupied	51.6%	25.0%	44.5%	23.0%	21.4%	27.1%	40.8%
Total vacant units	<u>10,606</u>	<u>2,255</u>	<u>12,861</u>	<u>711</u>	<u>4,907</u>	<u>1,987</u>	<u>20,466</u>
<u>November 1, 1966</u>							
Total inventory	<u>254,200</u>	<u>99,400</u>	<u>353,600</u>	<u>13,300</u>	<u>58,800</u>	<u>17,000</u>	<u>442,700</u>
Total occupied units	<u>246,700</u>	<u>95,400</u>	<u>342,100</u>	<u>12,400</u>	<u>53,200</u>	<u>14,900</u>	<u>422,600</u>
Owner-occupied	<u>113,700</u>	<u>70,200</u>	<u>183,900</u>	<u>9,900</u>	<u>42,800</u>	<u>11,000</u>	<u>247,600</u>
Percent of total occupied	46.1%	73.6%	53.8%	79.8%	80.5%	73.8%	58.6%
Renter-occupied	<u>133,000</u>	<u>25,200</u>	<u>158,200</u>	<u>2,500</u>	<u>10,400</u>	<u>3,900</u>	<u>175,000</u>
Percent of total occupied	53.9%	26.4%	46.2%	20.2%	19.5%	26.2%	41.4%
Total vacant units	<u>7,500</u>	<u>4,000</u>	<u>11,500</u>	<u>900</u>	<u>5,600</u>	<u>2,100</u>	<u>20,100</u>
<u>May 1, 1969</u>							
Total inventory	<u>256,400</u>	<u>104,500</u>	<u>360,900</u>	<u>14,700</u>	<u>63,600</u>	<u>18,300</u>	<u>457,500</u>
Total occupied units	<u>249,200</u>	<u>100,600</u>	<u>349,800</u>	<u>13,900</u>	<u>58,500</u>	<u>16,300</u>	<u>438,500</u>
Owner-occupied	<u>112,000</u>	<u>72,300</u>	<u>184,300</u>	<u>11,050</u>	<u>46,450</u>	<u>12,000</u>	<u>253,800</u>
Percent of total occupied	44.9%	71.9%	52.7%	79.5%	79.4%	73.6%	57.9%
Renter-occupied	<u>137,200</u>	<u>28,300</u>	<u>165,500</u>	<u>2,850</u>	<u>12,050</u>	<u>4,300</u>	<u>184,700</u>
Percent of total occupied	55.1%	28.1%	47.3%	20.5%	20.6%	26.4%	42.1%
Total vacant units	<u>7,200</u>	<u>3,900</u>	<u>11,100</u>	<u>800</u>	<u>5,100</u>	<u>2,000</u>	<u>19,000</u>

Sources: 1960 Census of Housing and estimates by Housing Market Analyst.

Table VIII

Vacancy Trends
Milwaukee, Wisconsin, Housing Market Area
1960-1969

Vacancy Characteristics	Milwaukee County			Ozaukee County	Waukesha County	Washington County	HMA Total
	City of Milwaukee	Balance of Milwaukee County	County Total				
April 1, 1960							
Total housing inventory	241,593	86,143	327,736	11,128	47,301	14,519	400,684
Total vacant units	10,606	2,255	12,861	711	4,907	1,987	20,466
Available vacant	7,900	1,362	9,262	207	1,269	438	11,176
For sale	1,249	603	1,852	93	808	151	2,904
Homeowner vacancy rate	1.1%	0.9%	1.0%	1.1%	2.4%	1.6%	1.3%
For rent	6,651	759	7,410	114	461	287	8,272
Renter vacancy rate	5.3%	3.5%	5.0%	4.5%	4.8%	7.8%	5.1%
Other vacant units ^{a/}	2,706	893	3,599	504	3,638	1,549	9,290
November 1, 1966							
Total housing inventory	254,200	99,400	353,600	13,300	58,800	17,000	442,700
Total vacant units	7,500	4,000	11,500	900	5,600	2,100	20,100
Available vacant	5,500	2,700	8,200	300	1,000	400	9,900
For sale	1,000	1,200	2,200	150	500	150	3,000
Homeowner vacancy rate	0.9%	1.7%	1.2%	1.5%	1.2%	1.3%	1.2%
For rent	4,500	1,500	6,000	150	500	250	6,900
Renter vacancy rate	3.3%	5.6%	3.7%	5.7%	4.6%	6.0%	3.8%
Other vacant units ^{a/}	2,000	1,300	3,300	600	4,600	1,700	10,200
May 1, 1969							
Total housing inventory	256,400	104,500	360,900	14,700	63,600	18,300	457,500
Total vacant units	7,200	3,900	11,100	800	5,100	2,000	19,000
Available vacant	5,400	2,600	8,000	300	1,150	350	9,800
For sale	1,000	1,100	2,100	175	500	125	2,900
Homeowner vacancy rate	0.9%	1.5%	1.1%	1.6%	1.1%	1.0%	1.1%
For rent	4,400	1,500	5,900	125	650	225	6,900
Renter vacancy rate	3.1%	5.0%	3.4%	4.2%	5.1%	5.0%	3.6%
Other vacant units ^{a/}	1,800	1,300	3,100	500	3,950	1,650	9,200

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

Sources: 1960 Census of Housing and Estimates by Housing Market Analyst.

Table IX

Housing Units Authorized
By Residential Building Permits
Milwaukee, Wisconsin, Housing Market Area
1960-1969

<u>Year</u>	<u>Privately-financed units</u>			<u>Public units</u>	<u>Total</u>
	<u>Single- family</u>	<u>Multi- family</u>	<u>Total</u>		
1960	4,786	4,479	9,265	120	9,385
1961	4,207	3,354	7,561	-	7,561
1962	3,822	2,764	6,586	-	6,586
1963	4,357	3,270	7,627	374	8,001
1964	4,624	4,784	9,408	180	9,588
1965	4,403	5,345	9,748	276	10,024
1966	3,511	3,446	6,957	360	7,317
1967	4,364	5,125	9,489	-	9,489
1968	4,116	4,666	8,782	-	8,782
 <u>First three months</u>					
1968	1,030	1,274	2,304	-	2,304
1969	664	1,367	2,031	-	2,031

Sources: Bureau of the Census, C-40 Construction Reports
Metropolitan Builders Association of Greater Milwaukee.

Table X

Privately-Financed Housing Units Authorized by Building Permits
Milwaukee, Wisconsin, Housing Market Area
1960-1969

Area	1960	1961	1962	1963	1964	1965	1966	1967	1968	First three months	
										1968	1969
<u>HMA total</u>	<u>9,265</u>	<u>7,561</u>	<u>6,586</u>	<u>7,627</u>	<u>9,408</u>	<u>9,748</u>	<u>6,957</u>	<u>9,489</u>	<u>8,782</u>	<u>2,304</u>	<u>2,031</u>
Single-family	4,786	4,207	3,822	4,357	4,624	4,403	3,511	4,364	4,116	1,030	664
Multifamily	4,479	3,354	2,764	3,270	4,784	5,345	3,446	5,125	4,666	1,274	1,367
<u>Milwaukee County</u>	<u>6,754</u>	<u>5,412</u>	<u>4,611</u>	<u>5,284</u>	<u>6,723</u>	<u>6,623</u>	<u>4,472</u>	<u>6,010</u>	<u>5,236</u>	<u>1,545</u>	<u>1,270</u>
Single-family	2,503	2,231	2,008	2,326	2,362	1,948	1,407	1,581	1,425	404	260
Multifamily	4,251	3,181	2,603	2,958	4,361	4,675	3,065	4,429	3,811	1,141	1,010
<u>City of Milwaukee</u>	<u>4,079</u>	<u>3,390</u>	<u>2,692</u>	<u>3,220</u>	<u>3,996</u>	<u>4,400</u>	<u>2,707</u>	<u>3,562</u>	<u>3,064</u>	<u>991</u>	<u>617</u>
Single-family	1,116	791	780	1,002	896	656	466	500	453	119	107
Multifamily	2,963	2,599	1,912	2,218	3,100	3,744	2,241	3,062	2,611	872	510
<u>Suburban Milwaukee Co.</u>	<u>2,675</u>	<u>2,022</u>	<u>1,919</u>	<u>2,064</u>	<u>2,727</u>	<u>2,223</u>	<u>1,765</u>	<u>2,448</u>	<u>2,172</u>	<u>554</u>	<u>653</u>
Single-family	1,387	1,440	1,228	1,324	1,466	1,292	941	1,081	972	285	153
Multifamily	1,288	582	691	740	1,261	931	824	1,367	1,200	269	500
<u>Ozaukee County</u>	<u>236</u>	<u>262</u>	<u>242</u>	<u>302</u>	<u>375</u>	<u>595</u>	<u>481</u>	<u>621</u>	<u>777</u>	<u>175</u>	<u>100</u>
Single-family	226	254	242	273	369	496	404	502	596	123	96
Multifamily	10	8	0	29	6	99	77	119	181	52	4
<u>Waukesha County</u>	<u>1,973</u>	<u>1,587</u>	<u>1,503</u>	<u>1,778</u>	<u>1,953</u>	<u>2,103</u>	<u>1,503</u>	<u>2,284</u>	<u>2,204</u>	<u>474</u>	<u>537</u>
Single-family	1,785	1,468	1,356	1,507	1,576	1,572	1,351	1,819	1,618	401	242
Multifamily	188	119	147	271	377	531	152	465	586	73	295
<u>Washington County</u>	<u>302</u>	<u>300</u>	<u>230</u>	<u>253</u>	<u>357</u>	<u>427</u>	<u>501</u>	<u>574</u>	<u>565</u>	<u>110</u>	<u>124</u>
Single-family	272	254	216	251	317	387	349	462	477	102	66
Multifamily	30	46	14	12	40	40	152	112	88	8	58

Sources: Bureau of the Census, C-40 Construction Reports.
Metropolitan Builders Association of Greater Milwaukee

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