

ECONOMIC SNAPSHOT

What is going on in Madison? The U.S. Census Bureau reports that between 1989 and 1999, the number of people 50 to 59 years old living in Madison rose by 59 percent. What caused the dramatic increase in middle-aged residents? It is simply, the result of aging baby boomers.

To gain a better perspective on what is really happening, Prof. Bill Pinkovitz of the UW-Madison Extension Center for Community Economic Development suggests using age cohorts, a simple concept based on the fact that everyone who is now between the ages of 50 and 59 years old was 40 to 49 years old 10 years ago.

Comparing the 40 to 49 year olds of 1989 to the 50 to 59 year olds of 1999 reveals that the group actually declined by -9% between 1989 and 1999. Confused? To learn more about age cohorts or to obtain similar data for any Wisconsin community simply go to:

www.uwex.edu/ces/cced/indicate.html.

Population by Age

Madison, WI (1990 to 2000)

| Age | Change |
|----------|--------|
| 20 to 29 | 1% |
| 30 to 39 | -5% |
| 40 to 49 | 32% |
| 50 to 59 | 59% |

Population by Age Cohorts

Madison, WI (1990 to 2000)

| Age in 1990 | Age in 2000 | Change |
|-------------|-------------|--------|
| 20 to 29 | 30 to 39 | -36% |
| 30 to 39 | 40 to 49 | -16% |
| 40 to 49 | 50 to 59 | -9% |