

SURVEY: Results help RCSCW officials prioritize

FROM A1

physical health is good to excellent.

- Pre-Boomers are less likely to play team sports, golf or use the recreation center than Boomers.

General Manager Mike Whiting said the survey results confirmed what many in the association already knew — residents in Sun City West are more active than other people in the same age range.

"None of the results really stand out as surprising so much as confirming what we'd already suspected," he said. "They were encouraging actually. Most notable, as Gitelson pointed out, was the level of activity of our residents — their involvement in physical and social activities, and

the clubs."

Whiting said he was encouraged by some of the results related to participation in physical activities, particularly the lack of interest in television.

"The one surprising aspect was that about 20 percent to 25 percent of our residents don't watch TV at least once a week. That means they're out enjoying themselves," he said.

Whiting said the survey will be useful to helping management cater to residents' needs.

"Everyone knows the Baby Boomers are having a major impact on the way businesses operate. We need to gauge their wants and needs, and find a way to incorporate those into our priorities for serving current residents,"

he said. "When you think about it, we have a 40-year span in our generations; we have to find ways to serve people from 55 to 95. That's quite a challenge and that's why it's so important that we really have an understanding of who these residents are, so we can make informed decisions about serving them."

Gitelson said the survey can be used as a tool to monitor changes in the community.

"There's a lot of information in this study, and I hope it will be interesting and prove worthwhile in the future," he said. "It certainly will be a baseline for how your community changes. It certainly will help, I think, in your bargaining efforts."

Katy O'Grady, the com-

munity's general services officer, said survey results would likely be printed in the community's Rec Center News.

"This is the first comprehensive study we've done of our Baby Boomers, and we know our residents will be interested in the results. We'll be sharing these findings in future issues of the Rec Center News," she said.

Erin Turner may be reached at 623-876-2522 or eturner@yourwestvalley.com.

Survey cites active nature of Sun City West

FIRST OF TWO STORIES

ERIN TURNER

DAILY NEWS-SUN

A survey of Sun City West residents reveals they are an overwhelmingly active and social group and generally pleased with their choice of retirement community.

The study, conducted by Dr. Richard Gitelson, director of gerontology at Arizona State University West, further indi-

cates there are small differences between the two age groups surveyed — pre-Baby Boomers, born before 1946, and Baby Boomers, born between 1946 and 1964.

Gitelson worked in conjunction with the Sun City West Boomers task force and Recreation Centers of Sun City West management to develop a profile of the preferences, health and socio-economic status of

residents.

Nearly 1,300 self-administered surveys were mailed to a random selection of residents in October, about 600 for each age group. In the Boomers group, 375 surveys were returned and for the pre-Boomers, 395 surveys were returned.

The results were presented Thursday by Gitelson at the rec centers governing board meeting. Among the findings:

- Approximately nine out of 10 respondents believe amenities are important or very important in selecting a retirement community.

- About six of 10 respondents believe social opportunities are important or very important.

- About six of 10 respondents considered other retirement communities besides Sun City West.

- Only 1 percent of respon-

dents said their expectations were not at all met in the community.

- More than 75 percent of respondents do physical activities at least once per week.

- More than half the respondents do some kind of social activity each week.

- More than 80 percent of the respondents believe their

SEE SURVEY, A5

As parents age

VF SUN CITY

DEMOGRAPHICS



MOLLIE J. HOPPE/DAILY NEWS-SUN

Sharon Rose Truskowski picks her up 95-year-old mother, Evelyn, from the Interfaith Adult Day Care Center in Sun City Monday. Sharon and her sister, Elaine Nichols of Peoria, alternate months taking care of their mother.

Boomers face difficult decisions

ERIN TURNER
AND MARY K. REINHART
DAILY NEWS-SUN

As Baby Boomers grow older, so, too, do their parents. And while middle-aged, many Boomer "children" have difficulty handling their aging parents' needs.

The situation can stem from a lack of communication or unwillingness on the part of either parent or child to acknowledge that age is playing a factor in health and wellness.

As life expectancy rates continue to increase, more and more adult children are faced with determining a course of action for the end stages of their parents' lives.

"As we live longer it brings about that the children have to be involved in the plan of care for their parents," said Karen Wellert, owner and president of Adultcare Assistance Homecare in Sun City. "Care for aging parents isn't always as simple as just providing care."

Wellert said many times important decisions about the health and well-being of parents are more difficult because adult children do not live near their parents.

"Probably the biggest challenge that adult children have is the distance they live away from their par-

ents," she said. "They're trying to provide solutions for their problems, dealing with a long distance relationship."

Wellert said the responsibility of raising their own families compounds the difficulty in helping care for aging parents.

"Adult children are caught in between, raising their own families, they have their own jobs and they're having to parent their parents," she said.

Ivy Wixson, director of Sun Health Olive Branch Senior Center, said older parents are not always receptive to help, creating an awkward and sometimes painful situation for adult children.

"We run into it," she said. "I would say people want to remain very independent. In my experience, the older parents do not want to ask for help. They are very resistant to help when it is offered."

New research by Home Instead shows that one-third of Baby Boomers surveyed say they're still stuck in a parent-child relationship that makes it difficult to talk with their parents about aging issues, such as living arrangements, driving and finances. That means that concerns about "senior moments" and ques-

tions about safety at home may go unaddressed.

At the same time, parents often avoid broaching subjects with their adult children. They may fear burdening them with worries about their health or finances, and resist giving up their independence.

University of Arizona communications professor Jake Harwood has compiled tips and conversation starters for Home Instead, with the aim of getting parents and their grown children talking.

"Money, health, independence, death. None of these issues are easy to talk about," Harwood said. "One effective technique is thinking about what happens if you don't."

Unfortunately, that's often the case. Decisions about nursing homes or finances are made in crisis mode, from a hospital bed or after bills have been piling up.

By the time most families call Jim McCabe, president of Eldercare Resources, they're already in trouble.

"It's better than it used to be," said McCabe, of Scottsdale. "Ten percent of the people who call me are trying to predict the future. The rest of them are trying to salvage the present."

SEE PARENTS, A5

DAILY NEWS SUN

JULY 8, 2008

PARENTS: Grown children can take role reversal too far

FROM A1

Relationships may need salvaging, too. McCabe says children and parents need to heal old wounds, or at least acknowledge them, before they can help each other.

"Your parents are going to push your buttons because they put them there," he said.

At the same time, McCabe and Harwood say, children may have a dif-

ferent view of how their parents are doing than the parents have. Hygiene and safety issues are, to some extent, subjective. It may be OK with Dad not to take a shower every day, or even every three or four days.

Starting the conversation early, and gradually, is the key to better understanding and better outcomes, experts say.

"One of the mistakes adult children make is to

enter this whole process with an air of urgency," McCabe said. "Already, the senior is feeling pressed and resentful and decides to dig in their heels." Just because you've been concerned for months doesn't mean your parents share your concerns, Harwood said.

"Springing this on them and expecting a sensible response right off the bat is kind of unfair," Harwood said.

Grown children also can take the role reversal too far, he said. They may intend to be helpful and truly believe their parents need them. But that doesn't give them the right to patronize or stereotype them.

"Your mom may have physical problems, but that doesn't mean she's cognitively impaired," he said. "Perhaps her hearing's going, but that doesn't mean she's stupid."

SUN CITY**Population** (Up 0.5%)
*In thousands*1990 **38.1**
2000 **38.3****Median age**
(Up 0.5%)1990 **74.6**
2000 **75.0****Average family
size** (Up 1.0%)1990 **2.05**
2000 **2.07**

	1990	2000	CHANGE
Males	15,404	15,762	2.3%
Females	22,722	22,547	-0.8%
Households	23,115	23,490	1.6%
Married-couple households	12,567	11,638	-7.4%
Married with own kids under 18	9	59	555.6%
Single moms with own kids under 18	1	14	1300.0%
Unmarried-partner households	65	345	430.8%
Householders living alone	9,456	10,368	9.6%
Owner-occupied	21,384	20,865	-2.4%
Renter-occupied	1,731	2,625	51.6%

SUN CITY WEST**Population** (Up 64.7%)
*In thousands*1990 **16.0**
2000 **26.3****Median age**
(Up 5.8%)1990 **69.2**
2000 **73.2****Average family
size**1990 **2.04**
2000 **2.04**

	1990	2000	CHANGE
Males	7,367	11,893	61.4%
Females	8,630	14,451	67.5%
Households	8,726	14,997	71.9%
Married-couple households	6,616	10,060	52.1%
Married with own kids under 18	-	4	
Single moms with own kids under 18	-	1	
Unmarried-partner households	33	175	430.3%
Householders living alone	1,833	4,360	137.9%
Owner-occupied	8,161	14,292	75.1%
Renter-occupied	565	705	24.8%

Sun City wins honors, Sun City West, 2nd

Demographics

CENSUS REPORT:

Retirement communities boast state's oldest median age

JODIE LAU
THE ASSOCIATED PRESS

Barbara and Allen Townsend enjoy being around a diverse group, people of different ages and interests, which means they have to get out of their Sun City neighborhood once in a while.

At 75, Sun City's population has the oldest median age among communities in Arizona, according to the latest census figures. Its sister city, Sun City West, is a close

second at 73.2.

"We knew we were the young kids on the block," 64-year-old Allen Townsend said.

The Townsends love their neighborhood, but they also like to mix it up with a younger crowd, so they often go to basketball, baseball and hockey games in downtown Phoenix.

"We do stuff to be outside of Sun City, but we live here," said Barbara Townsend, 63. "We have the advantages of both. We enjoy where we live, but we also enjoy other things."

The Sun Cities have a higher concentration of older people because they are restricted to residents who are at least 55 years old.

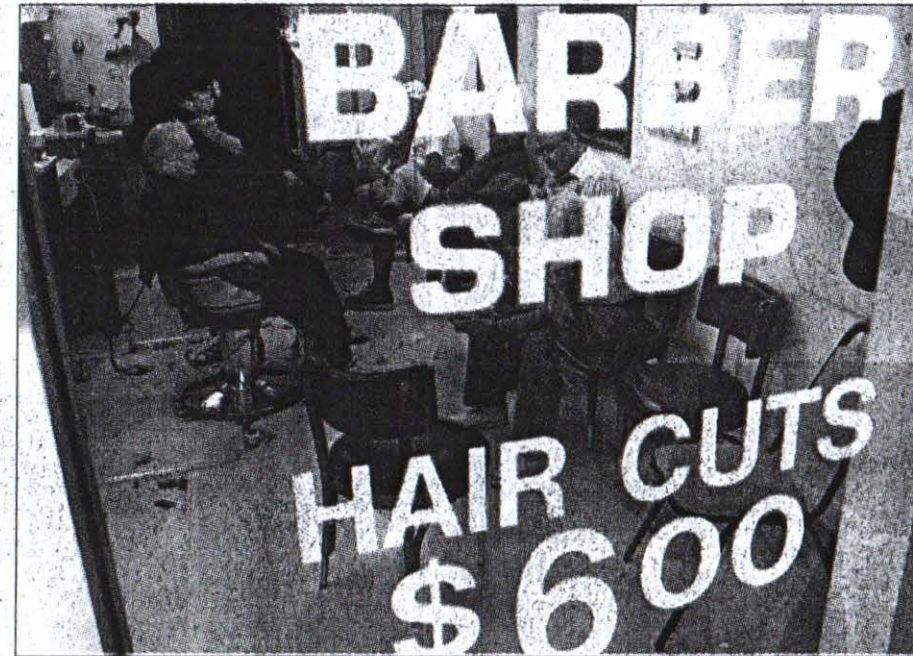
That would be young for those who live there now.

The largest age group in Sun City is made up of people 75 to 84 years old, census figures show. They account for 35 percent of the area's population.

Sun City residents are living longer because, even after retirement, they hold on to active lifestyles, said John Waldron, public affairs director for Del Webb, which develops adult communities throughout the United States. "Folks who are here stay connected."

Jane Freeman, 81, left New York and moved into Sun City in 1970 for its recreational facilities and health

See Sun City, A5



Harold Tucker is shown in this file photo getting his hair cut at a shop at 107th and Peoria avenues. At 78, Tucker is three years older than the median age of Sun City residents.

Sun City tops census chart

From A1

care availability.

"It's an ideal community because there's lot of action, a lot of people in your same situation," she said. "Sociability is very important with the older person."

On the opposite end of the age scale is Colorado City, a polygamist enclave on the Arizona-Utah border, which has the state's youngest median age at 14.3.

Many residents say the polygamist lifestyle followed by the town's Mormon splinter group creates a young, bustling population.

"There are so many kids. It's amazing," said resident Ida Bistline, 20. "You give each man, say, three or four wives and they're going to have as many kids as they want. It just grows and it's just saturation."

But Bistline, who has two children of her own,

recognizes the benefits of growing up in a large family. She is one of 16 kids her monogamous parents raised.

"I think they have a richer one (lifestyle) because they have to share," Bistline said. "They have to make things go around and make things last."

Mayor Daniel Barlow said Colorado City has a family-centered lifestyle.

"We live in a community where people have a lot of freedom," he said. "We're a farming community and whenever you get the farming community with the Mormon culture background, you'll find that people believe in families."

Of the five places with the youngest median ages, the other four are unincorporated areas, mostly in rural Arizona.

In Lechee, an unincorporated community on the Navajo Indian Reservation with a median age of 18.1,

families tend to be large, Elvis Bitsilly, 41, said.

"Traditionally, Navajos have a lot of children," said Bitsilly, who is Navajo and has two children. "That's just part of their culture, part of their livelihood."

On the list of Arizona's oldest communities, the top five are unincorporated developments that target retirees.

Green Valley, 25 miles south of Tucson, ranked high on the gray scale with a 72.2 median age.

Green Valley attracts a large number of retirees because of its climate, said Stan Raney, Chamber of Commerce executive director and resident for 19 years.

Raney, 60, doesn't notice that people around him tend to have grayer hair and more wrinkles.

"To me, age is a state of mind. My age doesn't bother me," Raney said. "Mentally, I'm 12. Physically, I'm not."

TOP 10 OLDEST COMMUNITIES

Sun City, 75.0
Sun City West, 73.2
Green Valley, 72.2
Sun Lakes, 69.3
Rio Verde, 68.7
Quartzsite, 66.5
Bouse, 65.4
Youngtown, 65.3
Queen Valley, 64.8

TOP 10 YOUNGEST COMMUNITIES

Colorado City, 14.3
Winslow West, 15.8
Lechee, 18.1
Kaibito, 18.3
Bitter Springs, 18.6
Tonalea, 18.7
McNary, 18.8
Rock Point, 18.8
Arizona Village, 18.9

Source: U.S. Census Bureau.

Age minimum must remain

By Rusty Bradshaw
Independent Newspapers

As time moves forward, change is inevitable. Some Sun City residents believe change will be good for the community while others are concerned some changes will alter the basic premise of Sun City.

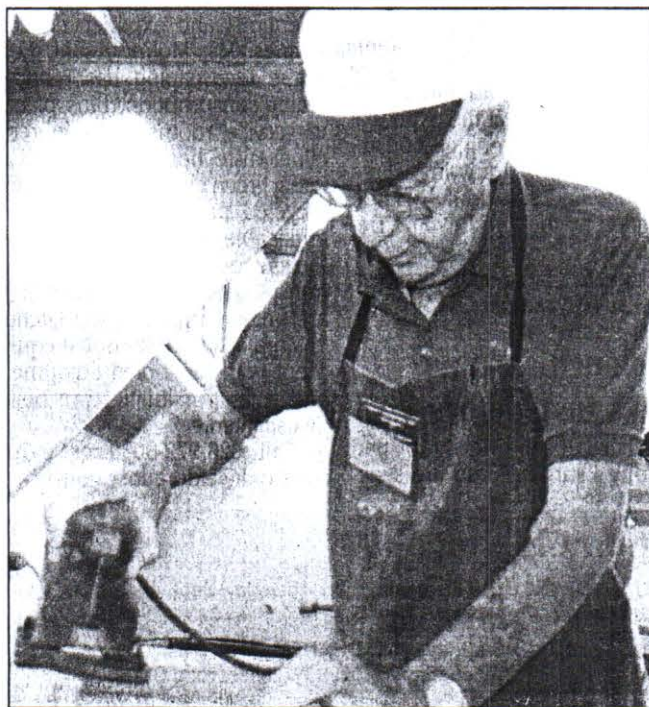
Baby boomers, those born between 1946 and 1964, began turning 55 in 2001, making them eligible to own property and live in Sun City and Sun City West. While these younger residents meet the age minimum to live in the Sun Cities, they may have different desires for their lifestyle.

In an effort to gauge those desires to prepare for changes in the community, Recreation Centers of Sun City West officials conducted a survey, in conjunction with Arizona State University's Department of Recreation and Tourism Management, to determine what current baby boomers want in comparison with RCSCW policies.

Recreation Center of Sun City officials will use the survey as a guide in determining how to serve the changing population. Tim Gallen, RCSC spokesman, said doing a separate survey for Sun City would be repetitive because of the similarities between Sun City and Sun City West. RCSC officials, while not keeping extensive demographic records, are aware boomers are buying property and moving into the community based on resident records.

While some Sun City residents see benefits to demographic changes in the community, others are concerned that younger residents will resurrect a movement to lower — or even eliminate — the minimum age for residents. According to Sun City's age overlay, each household in Sun City must have at least one resident 55 or older and no one under 19 can be a permanent resident.

"The age minimum should not change," said resident Karen Lovegrove. "That is one of the reasons a lot of people have



Independent Newspapers/Rusty Bradshaw
Sun City resident Bill Madson, 94, sands a cross in the Fairway Recreation Center wood shop. Mr. Madson, a longtime resident, used to work for Del Webb Corp.

Series Finale

This is the second of a two-part series on changing demographics in Sun City. Last week: Sun Cities officials plan for changes in the community as baby boomers begin to buy properties in increasing numbers.

On the Web

This story is online at the Public Issues Forum, www.newszip/forums.com.

moved here to an 'adult' community."

While she has not noticed any change in resident age in her immediate neighborhood, resident Beverly Bruce hopes the 55 age minimum does not change.

"Look what happened to Youngtown — just read the crime reports and arrests that are coming out of there now," she said.

Resident Bob Kent, an RCSC

finance and budget committee and 50th anniversary committee member, said while he has not yet seen a significant change in average resident age, he believes it will in coming years as more boomers move into the community.

"(But) I feel the 55 age limit should remain unchanged," he said.

However, resident Marv Worthen, Sun City Taxpayers Association board president, does not believe there will be a move to change the minimum residency age because resident sentiment is against it.

"I don't think they will do that unless people can't sell their homes," he said. "I think the realtors have thought about this for years, but don't think it is on the general residents' mind to allow it."

While some residents have concerns about the age overlay, others believe the increase of younger residents will be good for Sun City.

See **Minimum** — Page 3

Minimum

Continued From Page 1

Frank and Dottie Barna moved to Sun City when the minimum age was 50 and most of their neighbors were in their 70s and 80s.

"(They) enjoyed having new and younger neighbors," Ms. Barna said. "Now we are in our 70s and look forward to others in there 50s moving here. They bring a vitality whereas ours has tarnished a bit."

The Barnas actively welcome new residents, of any age, in their neighborhood by conducting neighborhood coffees and get-togethers several times a year to meet new neighbors.

Resident Priscilla Ann Gibson agrees younger people adds vibrance and energy to the community. It offers her more interesting and continuing associations, she added.

But she said the changing age can be attributed to more than baby boomers.

"I see a lowering of age of people moving into Sun City as people come to take care of aging relatives," she said. "Also, some people are looking for new opportunities as they transition into a new phase of life."

While most agree the average age is changing or will see significant shifts in the near future, not all agree it has positive consequences for Sun City.

"My concern has been that I hear rumbles that the newer, younger people are not as volunteer-minded as the original members have been," said resident Marjorie Simmons. "We need to keep this a city of volunteers — helping one another."

Mr. Worthen believes many of the newly retired residents are not interested in a volunteer position that takes up nearly as much time as their former occupation. Existing residents and community officials should encourage new residents to become involved in associations and bring new ideas to the community, he added.

Lower participation is also affecting clubs.

"I have seen a very large decline in people willing to volunteer to be officers in the club and also in club activities," said resident Charles Griffith, Sun City

RV Club second vice president and Lakeview Art Club member. "It seems like the younger people are not interested in clubs or the country clubs."

That could lead to the demise of some clubs and organizations, according to resident Judith Darrh.

"I'm active with Handi-Capables of Sun City. Our membership is aged and ill and we lose members to death quite often," she said.

The club's ranks are not getting filled by younger people, she added.

"This is the sort of organization that will dwindle and struggle with a younger, healthier population," Ms. Darrh said.

Resident Martin Heller believes new residents do not respect Sun City's foundation. He said they bring along their bad habits, like parking multiple cars in the driveways or yards, motorcycles running noisily through the neighborhoods, speeding and yards not maintained. Many new residents do not follow the CC&Rs, Mr. Heller said.

"They either did not read them or they ignore them," he said. "Some want to change the rules to benefit their personal wants and needs, disregarding the fact that the majority want to keep the CC&Rs as they were intended."

Other community changes include the loss of Trader Joe's and other retail outlets in the community. Ms. Lovegrove believes this damages the quality of life people have come to expect in Sun City and hopes there are efforts to improve it.

"Some of our residents prefer to stay in the Sun City community to do their shopping as they are

no longer comfortable driving on a busy street," Ms. Lovegrove said. "What are we doing to encourage the infill of these stores?"

Ms. Lovegrove also believes there is a need to address absent homeowners and those that have aged to the point of not being able to commute from their summer homes.

"The houses look unkept, as do the yards," she said.

Some residents are pleased with RCSC efforts to make changes to facilities to meet the changing demographics and update buildings.

"We feel that the Rec Center board has been doing a good job of updating the rec centers to meet today's needs," said resident Dianne Herschelman. "Despite what the complainers say, this has to be done to maintain and even increase the values of our homes."

Mr. Worthen believes the updating program makes Sun City more marketable for new homeowners.

"The Bell center is much busier now than it was before it was redone and the Fairway center really needed work," he said. "There are just too many other places to live with new and fine amenities."

Resident Bill Pearson, a Sun City Home Owners Association board member, believes marketing Sun City to boomers and seniors is critical for the community's survival.

"The problem, of course, is as the community ages will it be attractive to the younger retirees?" he asked.

He said SCHOA officials have talked about the future of Sun City and how SCHOA can shape itself

regarding the influx of boomers. He said one of the main purposes of the 20-page magazine SCHOA produced was to try and attract those who are more service/community oriented.

Mr. Kent said residents, and RCSC and SCHOA officials, need to step forward to address these problems.

"We have to remain a restricted community, and we have to maintain and update our amenities if we are going to attract newly retired or those near retirement," he said. "The RCSC have made and are making some changes to fit the life style of the boomers."

He cited the modernization and expansion of the Bell center and the rebuilding of Fairway as examples.

He said many surveys state baby boomers are looking to maintain their lifestyle after retirement.

"This may be true, however I feel there still will be a segment among them that will be looking for a place to retire that meets the same criteria my wife and I looked for 15 years ago — a vibrant, active community offering fair value housing, low property taxes, cultural events, theaters, museums, sports and other activities all within short driving distances."

Rec center uses SCW guide

By Rusty Bradshaw
Independent Newspapers

Times are changing and Sun Cities residents and officials have adjustments to make to be ready for those changes.

Baby boomers, those born between 1946 and 1964, began turning 55 in 2001, making them eligible to own property and live in Sun City and Sun City West. While these younger residents meet the age minimum to live in the Sun Cities, they may have different desires for their lifestyle.

In an effort to gauge those desires to prepare for changes in the community, Recreation Centers of Sun City West officials conducted a survey, in conjunction with Arizona State University's Department of Recreation and Tourism Management, to determine what current baby boomers want in comparison with RCSCW policies.

RCSCW spokeswoman Katy O'Grady said the study, which began October 2007, was nothing more than a survey to explore services more balanced to residents of all ages.

"This was the first time we've done a study like this," she said. "We're trying to identify the trends and changing needs of boomers compared to those of our older members."

Recreation Centers of Sun City officials did not conduct similar research.

"In our opinion, doing so would be somewhat repetitive," said Tim Gallen, RCSC spokesman. "Because of the similarities between Sun City

and Sun City West in amenities as well as residents, RCSC feels we could benefit from the results of Sun City West's survey without having to reinvent the wheel conducting similar research."

RCSC does have a long-range planning committee, but that groups' charge is to make recommendations regarding major physical changes, alterations, additions or usage of infrastructure, Mr. Gallen explained.

"It is possible such recommendations could stem from certain research or literature on a particular subject, but the committee itself is not tasked with personally conducting that research," he said.

RCSCW Recreation Manager Cindy Knowlton, during fall 2007, formed the RCSCW Boomers Task Force Committee, made up of boomer residents, non-boomer residents, a few RCSCW Governing Board members and RCSCW staff. The committee, which worked with ASU West's Dr. Richard Gitelson and Ching-hua Ho, developed a blend of questions believed to produce an ideal random sampling to include in a survey.

According to the study's final report, the survey was offered to 628 boomers, 62 percent (375) of which responded,



Jan Ek

Read More

This is the first of a two-part series on changing demographics in Sun City. Next week: Residents share their concerns and advantages they see from changes in the community.

On the Web

This story is online at the Public Issues Forum, www.newszip/forums.com.

and 639 non-boomers, 62 percent (395) of which responded. Of participating boomers, 231 were women and 123 were men. There were 227 non-boomer women who also participated and 147 non-boomer men.

About 44 percent of male and female boomers noted having family and relatives in the Valley was "not important" to why they moved to Sun City West, whereas 54 percent of non-boomer females and 62 percent of non-boomer males agreed. Only 12 percent of male non-boomers and 18 percent of female non-boomers found having family and relatives in the Valley to be "very important," compared to the about 22 percent from both female and male boomers.

A large discrepancy was also found regarding golf opportunities. About 37 percent of male boomers and non-boomers deem Sun City West golf opportunities as "not important," opposed to the 56 percent of female non-boomers and 46

See Changes — Page 3

Changes

Continued From Page 1

percent female boomers. Both boomer and non-boomer men had 33 percent claim golf opportunities are "very important" to the 19 percent from female non-boomers and 26 percent from female boomers.

There was a big difference between non-boomers and male boomers when it comes to investment opportunities luring residents to buy in Sun City West. About 64 percent of non-boomers (men and women) felt investment opportunities in Sun City West were "not important." The number diminishes with boomers. Only 39 percent of male boomers and 54 percent of female boomers deemed investment opportunities as "not important."

Ms. Knowlton said the study served its purpose by giving RCSCW staff direction in future trends to consider.

"The survey gives us a baseline to work with," she said. "I think the important note here is boomers are very satisfied with what we have here, they just want to see a few tweaks."

Sun City West boomer Rosetta Neal, who often works during the week, appreciates the Rec Centers looking at providing services for all ages.

Sun City resident Claudia Cooley agrees.

"I'm sure I'm not the only Baby Boomer in Sun City who is still working during the day," she said. "I would appreciate having a few late afternoon or evening activities/classes/dances scheduled at the rec centers since I have to miss the ones that are happening during daytime hours."

RCSCW officials will continue the process started by the survey.

"The next step will be large roundtable discussions at Palm Ridge Recreation Center with eight- to 10-person groups," she said. "Hopefully by fall in November."

RCSC officials, while not keeping extensive demographic records, are aware boomers are buying property and moving into the community based on resident records.

"The only records RCSC maintains are for Sun City residents who come to our offices to obtain either a member or privilege card," explained Jan Ek, RCSC general manager. "It is through these records that we are aware that Baby Boomers have moved and continue to move into Sun City to either retire or enjoy the amenities that we offer while continuing to work in their careers."

She said RCSC strives to provide the type of recreational opportunities and services cardholders desire.

"This will not and does not change just because baby boomers move into the community," she said.

RCSC cardholders range in age from 55 to 105. Without specific research and record-keeping, participation and interest in activities such as lawn bowling, shuffleboard, swimming and club activities would be difficult to gauge, Ms. Ek said.

"It is true that cardholder use of 'staple' activities such as golf and bowling has decreased over the past several years," she said.

During hours of operation, facilities and areas other than golf and bowling are used and those activities still have their stalwart participants, but whether participation and interest in them wanes as more baby boomers move in will remain to be seen, Ms. Ek said.

RCSC does collect participation data on activities throughout Sun City.

Other than the renovation of Fairway Recreation Center, which began in June, RCSC has no plans for adding new facilities, Ms. Ek said. Any and all RCSC cardholders have the opportunity to form a club or group to foster a special talent or interest.

"Clubs have come and gone over the years throughout Sun City's history, and that, no doubt, will continue as the population demographics change," Ms. Ek said. "Baby boomers' tastes and wants may not mirror those of their parents and grandparents, but RCSC will continue to reach out and provide the types of amenities and activities they desire, while balancing those desires with the desires of our longtime residents as well."

Sun City residents acknowledge things are changing.

"The average age of residents may be dropping and that is a good thing," said Karen Lovegrove. "Younger people are coming in and fixing up older homes and enjoying our lifestyle."

Resident Buzz Remde, a videographer, believes the more younger people the better.

"Having younger vital people moving into Sun City is the best thing that could happen," he said. "My wife and I both work everyday but love having an affordable home on a golf course with a pool overlooking a lake."

He said several of his neighbors believe they do not belong because they are not retired.

"I, for one, will never retire and just keep making my movies," he said. "After living here and seeing the 'Zombification Effect' retirement does to many, I'd rather keep working and having direct contact with younger people."

Mr. Remde believes having younger people in the community would add a new and exciting dynamic to the area.

Seasoned Sun City: About 400 seniors 95 and older



Independent Newspapers/Jeremiah Stoddard

At 99, Sun City resident Susie Harris walks around her apartment building every day for exercise. She credits her good health to smiling, nice people and God.

Woman shares longevity recipe

By Jeremiah Stoddard
Independent Newspapers

Susie Harris shuffles her deck of cards, eager to start her favorite game of Three & Thirteen. Her eyes twinkle with delight. Her smile widens across her kind face.

She deftly deals the cards from left to right, placing three face-down in front of Charlene Young-Stinnette, director of public relations at Wooddale Village in Sun City, where Mrs. Harris lives.

After several rounds, Mrs. Stinnette lays down her cards and declares victory. At Ms. Harris' urging, she turns over the next card; she would have won on the next turn. She laughs about the outcome and asks for another game.

At 99 years old, Ms. Harris is sharp as a tack and maintains a sunny disposition. She is one of Sun City's oldest residents and represents a growing trend of senior citizens living longer with better health.

Sun City has 130 residents who are 100 years old or older,

Fast Fact:

Sun City has 130 residents who are 100 years or older, according to the latest statistics provided by the Sun City Visitors Center. Approximately 400 residents are between 95 and 99 years old.

according to the latest statistics provided by the Sun City Visitors Center. Approximately 400 residents are between 95 and 99 years old.

Seniors 85 years and older are the fastest growing segment of the United States population, according to a March 9 U.S. Department of Health and Human Services report on aging in America. The report, "65-plus in the United States: 2005," details the health, education and socioeconomic status of the country's aging population.

The health of older Americans is improving, according to the government report. The proportion of those living with a disability "fell significantly" from 26.2 percent in 1982 to

19.7 percent in 1999.

The financial circumstances of older people in America have improved dramatically, with poverty decreasing from 35 percent in 1959 to 10 percent in 2003. This is attributed to the support of Social Security, according to the report.

Older Sun City residents share many of the same trends experienced by the nation. But some still face a number of challenges, said Paul Herrmann, executive director of the Sun City Visitors Center. These challenges include poverty, mobility and health concerns.

"Many older senior citizens are living past their assets," Mr. Herrmann said. "But it's nothing to be embarrassed about."

Nearly 5,000 of people in Sun City live below the poverty line, according to the U.S. Census Bureau's 2000 statistics. Sun City has about 35,000 year-round residents, indicating almost one in seven are living below the poverty line.

See Seniors — Page 3

Seniors

Continued From Page 1

"The pride level of a generation raised during the Depression makes it difficult for some people to admit they are impoverished," Mr. Herrmann said.

Organizations exist to assist poor residents of Sun City, but residents must request help, Mr. Herrmann said. Often, residents either do not ask or simply do not know help exists.

"The key is outreach to the community," Mr. Herrmann said.

Mrs. Harris said her financial situation is secure, thanks to Social Security payments and her husband's retirement pension. Born in 1906 in Corn, Okla., she was married to Labron Harris for nearly 65 years, before his death ten years ago.

The Social Security Administration once sent Mrs. Harris a letter inquiring into her reported death. The letter asked for a signature, so she signed it, wrote a note explaining she was still very much alive and returned it. The payments continued.

Mobility is a major challenge for older seniors, said Mr. Herrmann. Sun Cities Area Transit System, Inc. offers Dial-a-Ride service year-round anywhere in the area for \$1.50.

However, SCAT is financially strapped and recently cut back on its service. Weekday service will end at 5 p.m. weekdays with weekend service by request only. The change took effect this week.

Like many older seniors, Mrs. Harris uses a walker and limits her forays outside to a small radius around the Wooddale Village apartments. Every day, she walks around the apartment buildings for exercise.

She takes three medications daily: one for blood pressure, one for an underactive thyroid and the third for a hernia.

Medication and Medicare issues abound for seniors, Mr. Herrmann said. In particular, the latest round of coverage plan changes issued by the federal

government resulted in a great deal of confusion for Sun City residents.

"The AARP has a Web site," Mr. Herrmann said, "But how many seniors use the Internet?"

Mrs. Harris said she never encountered any problems using Medicare, though she did admit the changes confused her and many of her friends. Mrs. Stinnette said she too had some difficulty deciphering the documents.

Mrs. Harris never smoked or drank because of her strict religious upbringing and is in excellent condition. She credits her good health and longevity to smiling, nice people and God.

The main challenge for Mrs.

Harris is the loneliness of everyday life. Her vision is beginning to fail, and she can't enjoy television shows as much as she once did.

She has two sons, James and Labron Jr.

James lives across the street from Wooddale Village and takes his mother to breakfast every morning. Labron Jr. lives in Maryland and visits four times a year, Mrs. Harris said.

She plays cards with fellow residents, watches movies at the Wooddale movie theater, enjoys a game of bingo and takes in dinner shows.

Not all older seniors remain as active as Mrs. Harris, Mr. Herrmann said. Identifying and help-

ing seniors who are essentially shut-ins is a challenge.

When she is relaxing in her spacious apartment, Mrs. Harris enjoys male crooners like Perry Como, Bing Crosby, and Frank Sinatra.

"I like men's voices," she said.

She attends two churches every Sunday morning. The 23rd Psalm provides special comfort. "Everything you need is there," Mrs. Harris said after reciting the passage from memory.

When sharing her secret to longevity, she laughed and leaned forward on the table.

"People have always been so nice," Mrs. Harris said, "And you always smile."

Survey finds Boomers will keep working

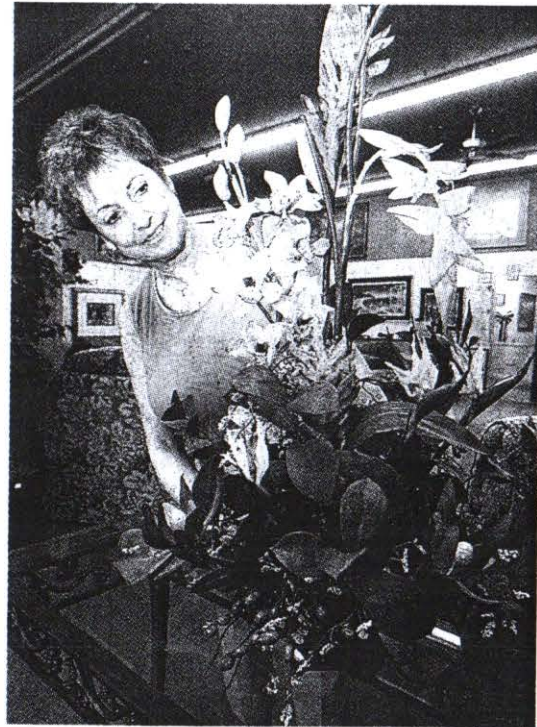
AMANDA MYERS
DAILY NEWS-SUN

Guy Inman retired early from a stressful career in telecommunications in New Jersey, moved to Sun City just over a year ago and now spends all day in bed. Or, at least, he spends all day surrounded by them.

Inman, 57, is a salesman at Mattress Outlet in Sun City. The quiet, air-conditioned and laid-back atmosphere suits Inman just fine, because, as he says, "How much golf can you play?"

Inman is one of nearly 77.5 million Baby Boomers — those born between 1946 and 1964. And according to the results of the Del Webb Baby Boomer survey released this week, many Boomers such as Inman may be headed our way.

Del Webb began developing retirement communities in 1960 with Sun City, followed by Sun City West and



MOLLIE J. HOPPE/DAILY NEWS-SUN

Jennifer Jefferson is the owner of Monty's Furniture in Sun City. The Baby Boomer says she and her husband operate the store as an investment.

Sun City Grand in the West Valley. Sun City Festival will open in 2006 near the White Tank Mountains in Buckeye.

The survey results say that the soon-to-retire generation is reportedly one of the wealthiest sects in America,

and eager to write a check for their dream retirement homes.

Results show that approximately 50 percent of Boomers ages 50 to 59 plan to purchase new homes for their retirement, "where they can enjoy lifestyles that allow them to remain physically fit and socially active," writes the report.

"This is a generation that wants to continue to rock 'n' roll, not sit around in rocking chairs," said Dave Schreiner, vice president of active adult business development for Pulte and Del Webb homes. "Boomers have been buying homes in Del Webb active adult communities because they can find the amenities they want in order to remain active as they age."

The U.S. Census Bureau predicts that 26 states will double their over-65 population by 2030. Of those Boomers surveyed by Pulte between the ages of 50 to 59,

48 percent of those who say they want to move after retirement say they want that move to be to another state. And 66 percent of those who will move indicate that the most important reason for moving is to seek a better community lifestyle, 54 percent prefers a warmer climate, and 42 percent strives to move near other family members. At least 30 percent will spend between \$100,000 and \$199,999 on a home.

There wasn't much disparity between the second group, ages 41 to 49. While 59 percent of the Boomers indicate they will buy a new home for retirement, moving to a warmer climate rated as a top priority for 45 percent.

Jennifer Jefferson said the inviting perma-sunshine of Arizona was the main reason for her and her husband, William, to make the move south 12 years ago.

See Boomers, A5

OVER

From A1

"Our idea was to get out of the Oregon climate," said Jefferson, a 59-year-old Baby Boomer. The temperature has been perfect for her husband, she said, who she describes as a "tennis nut." As for Jefferson, she wanted "cultural amenities" and said she's happily found plenty in the area.

Of those surveyed, Boomers ages 50 to 59 who were interested in moving to an active adult community, preferred amenities include walking (79 percent), full maintenance lawn care (77 percent), and swimming or water-based fitness (68 percent). Approximately 59 percent wants hobbies and clubs to be included in the community setting, 41 percent wants art or photography courses, and 38 percent wants to attend college courses.

Younger Boomers, 31 percent of those ages 41 to 49, say they are actively dating

while 14 percent of Boomers age 50 to 59 are doing the same. More than 90 percent of both groups use e-mail to keep in touch with friends, visit chat rooms or engage in online dating.

As far as home style goes, most Boomers ages 50 to 59 say they want their new home to include an extra bedroom as a guest room for visitors (58 percent) while 49 percent plans to downsize their homes. At least 28 percent of the respondents want their home to include an office and 20 percent said a spa-like bath is a top retirement home necessity.

At least 26 percent of Boomers age 50 to 59 plan to continue working after expected retirement age, citing "enjoyment" as the main reason while 18 percent says they would do so to remain active.

Inman said that's exactly why he and his wife, Liz, decided to take advantage of early retirement benefits but

continue to work once relocating to Sun City.

"We're not ready to sit at home yet," said Inman. Liz, a former insurance agent, now works in the tourism department of the Peoria Chamber of Commerce where he says she has "none of the pressure or stress" of her former 9-to-5 lifestyle.

As for Inman, he said he enjoys dealing with people on a daily basis and, "It's pretty stress free." The reason for their continued work, he said, was to provide some supplemental income. He admitted their joint incomes were significantly less than their previous New Jersey life, but the benefits were worth it.

Jefferson said she and her husband continue to own and operate Monty's Furniture in Sun City more as an investment and a pastime rather than a job. Jefferson said she usually pops in the store on average a day a week, though recent staffing

challenges have made her increase her hours for the time being.

"But it's fun," Jefferson said. "I like moving furniture around."

Regardless of job status or age, health-care costs such as insurance and prescription medications continue to rate as top concerns. Of those surveyed between the ages of 55 and 59, 71 percent rates the cost of health insurance as the biggest financial worry during retirement. Of the respondents with children, 55 percent believe it is not at all likely their children will or will be able to help them financially during retirement. At least 17 percent of the Boomers say their savings will need to last more than 25 years after they retire and 13 percent think they'll need between \$500,000 and \$1 million in savings in order to live comfortably. Thirty percent is unsure how much savings are needed.

Most surveyed say they hope to live to be 80 to 89

years old (42 percent) while 22 percent lists life expectancy between 90 to 99 years old. Approximately 21 percent of the Boomers say they hope to live to be 100 or more.

Yet 51 percent of those between 55 and 69 believe that Social Security is in crisis, compared to 62 percent of those ages 41 to 54 who believe it is. Only 36 percent of those over 55 say they have a very good understanding of the issues surrounding Social Security, but 26 percent would be interested in having a portion in a private account.

At least 61 percent of those 41 to 54 don't know the monthly Social Security benefit to expect, and 75 percent in that age group does not plan on relying solely on Social Security benefits for their future. Of those between age 55 and 59, 81 percent does not plan on relying on Social Security as their sole source of income. However, 62 percent of those

still working over 55 say they believe they'll retire on schedule, despite the uncertainty about Social Security.

"It concerns me because I know there's people in a lot worse situations than I am," Jefferson said, of Social Security benefits. "My poor kids will probably never see it."

Despite possible financial hurdles, 56 percent of those surveyed between the ages of 50 and 59 say they are extremely or somewhat excited about the retirement phase of their life. Sixty-four percent say travel is the top unfulfilled ambition to take up during retirement while 39 percent say spending more time with friends, family or spouse is their goal.

Finally, when asked what age Boomers would like to return to, 33 percent of those age 50 to 59 cite the 30s as the ideal time period, while 36 percent of Boomers age 41 to 49 say they'd want to return to their 20s.

Amanda Myers may be reached at 876-2513 or amyers@aztrib.com.

THE NEW YORK TIMES, SUNDAY, MARCH 6, 2005

Retirement Ideal

The Late, Great 'Golden Years'

By STEVE LOHR

SPEAKING at a 1961 White House conference on aging, President John F. Kennedy declared that adding years to people's lives through the magic of science and medicine, however impressive, was an insufficient ambition for American society. "Our objective," he said, "must be to add new life to those years."

An answer to President Kennedy's challenge had appeared a year earlier outside Phoenix, where the developer Del Webb built his first big retirement community. Its name was Sun City, and its marketing come-on was that the ersatz town in the desert, with its own golf course, recreation hall and shopping center, was the ideal place to retire and spend life's "golden years."

All play and no work? Can't afford it. Don't want it.

On the eve of Sun City's opening, there were some uneasy moments. Two million dollars — good money at the time — had been sunk into the project. Experts had told the Del Webb team that older people might reject leaving family and friends for some unknown future among strangers in the desert. Would Sun City be a prefab ghost town?

It turned out to be a huge and widely imitated success, because it tapped into a new vision of American lives, one where anyone can leave work behind in late middle

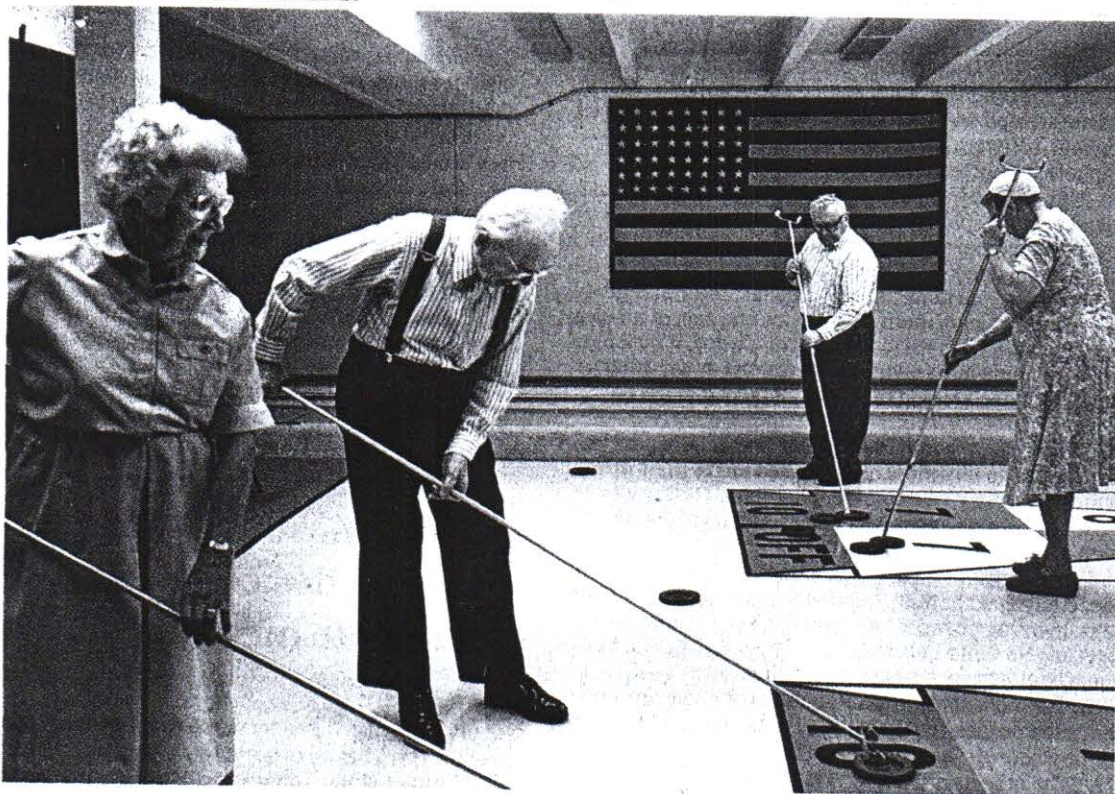
age to enjoy a lengthy period of active leisure before the infirmities of old age finally set in.

Though there was always a bit of Madison Avenue mythologizing to that vision, the "golden years" have been real and attainable for two generations of Americans, those born roughly from 1900 to 1945. Yet for people now in their 50's and younger, what once seemed to be a permanent new feature of the American dream appears to be rapidly receding.

Were the golden years ever a sustainable concept for American retirement — and will we miss them when they are gone?

The rethinking of retirement is driven by both necessity and changing attitudes. The current debate over Social Security — and the even

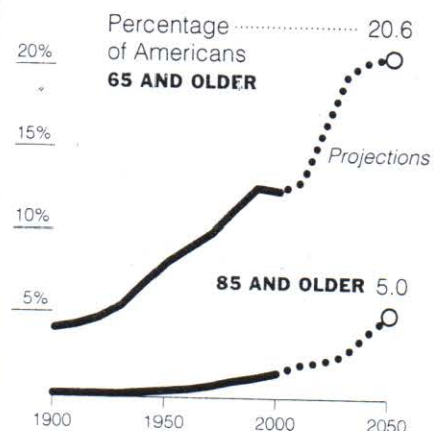
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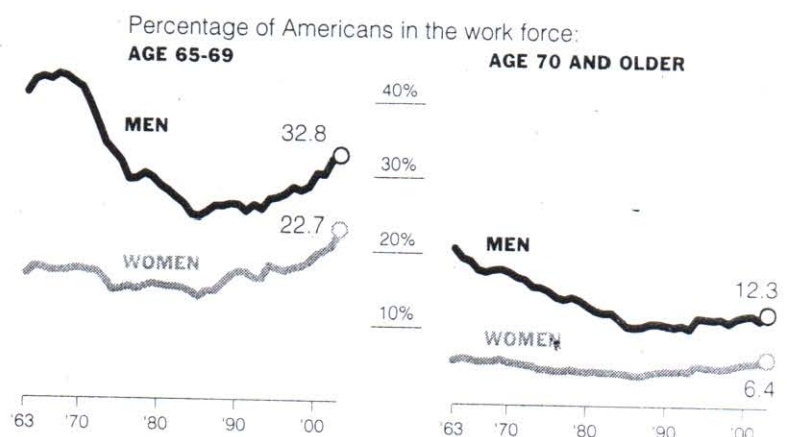
The leisure and financial security enjoyed by the Depression generation is receding for baby boomers.

Over the Hill and Back to Work

People past retirement age make up a rapidly growing share of the American population. But lately, fewer of them are leaving employment behind at 65 or even 70.



Sources: Census Bureau, Bureau of Labor Statistics



greater strain on Medicare someday — point to the problem of how to pay for the retirement expenses and old-age entitlements of the more than 75 million baby boomers, born from 1946 to 1964, as they move into their retirement years. Those problems reflect the flip sides of the forces that helped make the golden years possible to begin with.

The creation of Social Security in 1935 and the Great Society programs of the 1960's — Medicare for health coverage and the Older Americans Act for community services — provided older Americans with a base of financial security. Public and private employers added to that with pension plans that guaranteed fixed payments year after year. Now, private pensions are becoming rare, and the cost of public entitlements is rising sharply.

Yet the baby boomers are also shunning the golden-years notion of retirement as an endless vacation. Surveys by AARP and other organizations are finding that up to 80 percent of boomers plan to do some sort of paid work into their 70's. They see continued participation in the work force as a way to help them stay mentally sharp and socially engaged, as well as financially more secure.

"The 'golden years' was a brilliant marketing strategy, and a model of retirement that appealed to a lot of people for a long time, but it no longer works economically or socially," observed Marc Freedman, president of Civic Ventures, a nonprofit group that tries to make it easier for older Americans to work in their communities.

Today's retirees are a diverse group, 40 million people of varying ages, incomes and levels of activity. But there are signs that many of them, too, find conventional retirement unsatisfying.

"A life of leisure for most people is boring," said Ken Dychtwald, a marketing and strategy consultant on aging, who advises corporations and governments. One symptom that Mr. Dychtwald cited: Retired Americans watch an average of 43 hours of television a week — akin to a full-time job. "Traditional retirement has proved to be a failed experiment," he said.

Perhaps, but it is well to remember that the golden-years ideal was profoundly progressive in its day, reflecting a new affluence for the middle class, a triumph of social policy, and a sharp break with most of human history.

Before the 20th century, the vast majority of people — all but the wealthy elite — labored until they died, or just before. Work, it was said, was the pension of the poor. But as both prosperity and life expectancy began to rise sharply after World War II, a comfortable retirement became a possibility for many more people.

Social Security provided the incentive of a public pension. President Franklin D. Roosevelt hailed the program for protecting Americans "against a poverty-ridden old age." Yet with 25 percent unemployment and young men riding the rails seen as a potential tinderbox of social unrest, there were other considerations as well.

"Part of the motivation was that it was seen as a good idea to get older people out of the work force during the Depression," noted Dora L. Costa, an economic historian at the Massachusetts Institute of Technology.

But it was the post-World War II ascent of the American economy that truly laid the groundwork for mass retirement. Executives and union leaders recognized the longer lives and greater affluence of many workers, but what was still missing, they said, was an alluring model of life after work. Walter Reuther described a retirement wasteland as "too old to work, too young to die."

Then came Sun City and the lustrous image of the golden years. Brochures from the time show happy retirees golfing, lawn bowling, landscape painting and bird watching in a sunlit Western terrain with palm trees, Saguaro cactuses, and modest but pleasant one-story houses.

It was a community, the brochure said, that promised "An Active, New Way-of-Life" designed for people "55 and better." The marketing pitch spoke of play and community, using terms like "the new leisure set" and "the friendly years" as well as the golden years. This was not a future in a rocking chair.

The golden-years retirees were very good for the economy: a mobile, car-driving culture housed in freshly built exurban communities. Their spending gave a lift to Detroit and the construction industry alike.

Generational demographics assured them a large measure of financial stability. Following them were a huge generation of relatively well-educated people with good jobs — the baby boomers — whose work and taxes have amply financed the retirement entitlements of their parents.

The boomers, of course, confront a very different generational arithmetic: they are numerous, but had comparatively small families. Add in the steady stretching of life expectancy and a continuous stream of life-enhancing but costly medical advances, and the current path looks alarming.

"The problem is much more serious than most people realize," said Lawrence J. Kotlikoff, a professor of economics at Boston University, who is the coauthor with Scott Burns of "The Coming Generational Storm" (M.I.T. Press, 2004).

In recent years, companies have pulled sharply away from providing their workers with traditional fixed-benefit pensions; instead they offer plans that depend on workers' own savings, like 401(k) accounts, and give no guarantees.

But economists say that most workers are saving far too little in these accounts. Then, consider that half of all workers now retire at 62, when they first become eligible for Social Security payments.

"People are not going to be able to retire at 62 and sustain themselves in their current lifestyle," said Alicia Munnell, director of the Center for Retirement Research at Boston College.

Even the "inheritance dividend" that the boomer generation will eventually receive from their parents, estimated at as much as \$10 trillion, will not greatly affect the overall

picture for most people, because the richest sliver of the population will get the bulk of that money.

Yet the pessimistic prognosis assumes that current trends continue. There is an alternative: Change the nature of retirement, just as the golden years were a departure from what came before.

For example, raise the retirement age by three years, and the annual gain for the Social Security system — from reduced bene-

fit costs and increased taxes paid by workers still on the job — would be about 30 percent of the program's total cost, according to Jonathan Gruber, an economist at M.I.T. That one change would erase all the worries about the looming deficits facing Social Security over the next 75 years, Mr. Gruber said.

A more subtle path would be a voluntary evolution of attitudes about work late in life among both employers and workers. There

is some evidence that is already beginning. Nearly half of all people who formally retire from careers either continue to work in full- or part-time jobs or start their own companies, according to Joseph Quinn, a professor of economics at Boston College.

The golden-years dream was the freedom from work. "The new dream," said Mr. Freedman of Civic Ventures, "may be the freedom to work in new fields, and in jobs that are still rewarding."

Think All Sun Cities Are The Same? Check The Facts And Learn The Truth

Revised 2004	Date Opened	Population	Acres	Homes Completed	Floor Plans, Prices	Recreation Centers	Golf Courses	Association Fees(annually)	Other Features
Sun City Anthem, AZ	March 1999	2,800	5,800		22 plans, \$150-\$370	Com. Center & Country Club	One 18-hole golf course	\$2,770 per lot \$780 per lot	- Country Club - Family Homes
Sun City- Palm Desert, CA	July 1992	9,000	1,600	4,800	15 plans, mid \$100's- \$300's	2 recreation centers	1 18-hole & 1 9-hole course	\$1,808 per lot	Health Center, shopping near
Sun City Huntley, IL	November 1998	9,000	1,850	5,100	11 plans, mid \$100's- \$300's	1 recreation lodge	One 18-hole golf course	\$1,272 per lot \$2,508 twnhse	9 lakes; 165 acres of parks
Sun City Roseville, CA	May 1994	6,000	1,200	3,100	24 plans, mid \$100's- \$200's	2 facilites	1 18-hole & 1 9-hole course	\$1,164 per lot	Park & wetlands on site
Lincoln Hills, CA	Summer 1999	9,500	2,370	5,300	18 floor plans	3 recreation lodges	Two 18-hole courses	\$1,164 per lot	8 miles of trails at 5 parks
Sun City Hilton Head, SC	November 1994	16,000	5,600	8,500	31 plans, \$110's to \$400's & up	1 rec complex; 2 more planned	2 18-hole, One 27-hole course	\$1,135 per lot	Gated comm.; private streets
Sun City Anthem, NV	October 1998	9,600	3,300	5,000	4 models, \$130's to high \$200's	1 recreation center	3 golf courses, 1 exec.	\$940 per lot	Shopping & services- 10 mi.
Sun City Grand, AZ	Still Building	Still Building			still selling	1 multi-million dollar center	Four 18-hole golf courses	\$889 per lot	Community Center
Sun City Georgetown, TX	April 1996	17,100	5,300	9,500	18 plans, mid-\$90's- \$500's	1 village center	2 18-hole; 3 planned	\$870 per lot	Medical facilities on site
Sun City Aliante, NV	Sales began 2002	Still Building	1,900	501 as of 11/16/04	7 single-family floor plans	1 recreation center	One 18-hole course	\$840 per lot	Exercise, club, swimming
Sun City Summerlin, NV	November 1998	14,400	2,530	7,782	15 plans, high \$130's- \$400's	Four Centers	Three 18-hole courses	\$830 per lot	25 service-related businesses
Sun City Vistoso Tucson, AZ	Completed 1997	5,000	1,000	2,500	Resale only. \$100's- \$400's	Three Facilities	One 18-hole course	\$700 per lot	In Oro Valley, 25 mi. to Tucson
Sun City West, AZ	began- 1978 completed- 1998	31,000	7,100	16,900	Resale only. \$90's- \$400's	4 facilities at a cost of \$33 mil.	Nine 18-hole courses	\$207 per person	70 service-related bus., 203-bed hospital
Sun City, AZ	began- 1960 completed- 1978	46,000	8,900	26,000	Resale only. \$50's- \$450's	7 multi-million dollar centers	7 18-hole, One 9-hole course	\$330 per lot	100+ service-related bus., 400 bed hospital

DAILY NEWS-SUN

WEDNESDAY, MARCH 10, 2004

Don't fence them in: Retirees look for space

Visitors Center touts Sun City amenities

GENARO C. ARMAS
THE ASSOCIATED PRESS

Sunshine and warm temperatures aren't the only lures for retirees. The Census Bureau reports that retirees also want cheaper housing and some elbow room that has made places like Colorado, Idaho, Utah and New Mexico increasingly attractive to the over-65 set.

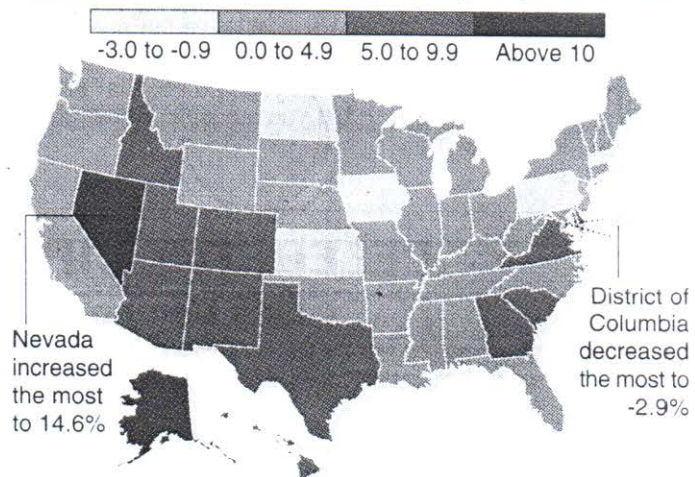
Each of those states saw its senior population grow by at least 6 percent between 2000 and 2003, placing them among the 10 fastest-growing states for that age group, according to Census Bureau figures being released today.

Paul Herrmann, executive director of the Sun City Visitors Center, said prospective Sun City residents are looking for value and getting the most for their dollar, however, the Census Bureau may not have taken the lifestyle of Sun City into consideration, a lifestyle Herrmann said can't be compared to any other city.

"Here, they find good housing value, good recreational facilities and opportunities, weather, a friendly

Cheap land and housing in places like Colorado, Idaho, Utah and New Mexico are increasingly attractive to Americans 65 and older.

Percentage change of population over age 65, 2000 to 2003



SOURCE: U.S. Census Bureau

AP

atmosphere — a little of everything," Herrmann said, adding that sports and Valley culture are also attractive to visitors. "What I've been seeing is that price is secondary. Visitors see that what they're getting here is a value and if they end up paying more for living here, it's fine with them."

In his experience, Herrmann has found that retirees are actually looking for less of space or "elbow room."

"Most people are trying to minimize their workload as they enter retirement," he

said, emphasizing that seniors are often discouraged by the need to maintain huge homes and yards. "Sun City's desert landscape fits in beautifully with retirement needs."

Herrmann said there's been an influx of visitors this year from states with severe weather, like Minnesota, New York and Connecticut.

"They're a little bit fed up with winter," he said. "Even when our weather is nasty, it's beautiful."

Susan Arnold, a volunteer

See RETIREES, A5

OVER

From A1

at the Sun City Visitors Center, said prospective residents often inquire about what type of housing is available, whether single-family homes, condominiums, apartments or retirement villages. Prospective residents also ask about property taxes, which people are usually pleasantly surprised by, Arnold said.

Winter visitors are more likely to express interest in condos, as they feel these properties are easier to maintain and leave during the

summer months, Arnold said. Homes on golf courses are also a popular draw for many retirees, she added.

"There's a variety of interests mainly because we get all kinds of people from all over the world," Arnold said, noting that the weather in Sun City always attracts new residents. "Most are from colder climates, so any of our weather temperatures sound pretty good to them."

Much of the growth is due to active retirees from California who go looking for destinations with four-season

climates, less congestion and cheaper living costs, said William Frey, a demographer at the Brookings Institution, a Washington think tank.

Nevada, which leads the nation in most population growth categories, is tops among the 65-and-over crowd as well. That population increased 15 percent there between 2000 and 2003.

Alaska was second at 14 percent. However, it's thought that is due more to the aging of the state's own residents than to retirees moving in.

Arizona followed Alaska, with 7 percent growth in the 65-and-older population.

Nationally, the senior population rose almost 3 percent, to 35.9 million.

California, by far the most populous state, has the largest number of people 65 and older, 3.8 million, up almost 5 percent from 2000. It was followed by Florida and New York.

Seventeen percent of Florida's population of 17 million are 65 and older, the largest proportion in the country. Pennsylvania and West

Virginia had the next biggest shares of older residents.

The Census Bureau released overall state estimates for 2003 last fall. The U.S. population of nearly 291 million is up 3 percent since 2000.

The 85-and-older population rose 11 percent, 4.2 million to 4.7 million, the fastest-growing group. Nevada saw the biggest jump in this population, rising 30

percent.

About 2.5 percent of North Dakota's population is 85 or older, the largest proportion among states, followed by Iowa and South Dakota. Those are states that have struggled to retain younger residents, many of whom move away in search of higher-paying jobs.

Annie Karstens contributed to this report.

TUESDAY, MARCH 25, 2003DAILY NEWS-SUN

**Q
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What are the male/female populations of Sun City, Sun City West and surrounding areas, and how do they compare with the county?

As of the 2000 census, there are 15,762 males and 22,547 females in Sun City. Sun City West has 11,893 males and 14,451 females. Surprise has 15,158 males and 15,690 females; Youngtown, 1,240 males and 1,770 females; and Peoria has 52,058 males and 56,306 females. The male /female populations for Maricopa County are 1,536,473 males and 1,535,676 females

Have a question? Call Dan McCarthy at 876-2534 or e-mail him at dmccarthy@aztrib.com.

March 12, 2003

SUN CITIES INDEPENDENT

Lobbyist fights for rights of seniors

By **Diana Shaughnessy**
Independent Newspapers

Balancing the state budget on the backs of Sun Cities residents is one possibility that lobbyist Gretchen Jacobs is fighting hard against.

As the lobbyist for the Arizona Senior Citizens Forum, which is funded by the Sun City West Recreation Centers, Property Owners and Residents Association of Sun City West and the Sun City Home

Owners Association, Ms. Jacobs represents the interests of senior citizens at the state Capitol.

So when the possibility of making residents who live outside school districts pay the same minimum property tax as the rest of the state was raised at a subcommittee hearing last week, Ms. Jacobs took notice and sounded the alarm.

"There had been talk about this suggestion, but it was very discouraging to actually

hear it stated in the Senate," Ms. Jacobs said.

Continuing to pay for Ms. Jacobs' services was a point of controversy at the Feb. 27 RCSCW Governing Board meeting. However, after ascertaining that her services were needed to keep board members aware of governmental actions, a motion was passed to continue paying her fees, as charged to the board by the Arizona Senior Citizens Forum.

It was during an appropri-

ations subcommittee meeting last week that subcommittee members said Sun Cities residents are not pay a fair tax amount for education, and a blanket qualifying tax rate, or QTR, was recommended to be implemented in the 2004 budget year, Ms. Jacobs reported.

The QTR is a statutory property tax rate used primarily for calculating the amount of basic state aid given to school districts. The current state rate on property

not in school districts is about half the QTR.

"Fortunately Sen. Bob Burns (R-Sun City) who heads the Senate Appropriations Committee, is working hard to represent senior citizens on this issue," Ms. Jacobs said.

Ms. Jacobs added that Sen. Jack Harper (R-Sun City West) has sent out an alert on this topic to many of his con-

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OVER

Lobbyist

Continued From Page 1
stituents.

"Seniors should contact their representatives and mention the QTR increase if they want to express an opinion on the subject," Ms. Jacobs recommended.

House representatives and senators are listed on the Arizona State Legislative Web site, www.azleg.state.az.us. E-mail links are available in the members section of the site.

Ms. Jacobs has been keeping a watchful eye on legislative discussion of issues of concern to residents of senior planned communities ever since her partnership with the Arizona Senior Citizen Forum began in July 2002.

"I see my position as an advocate for seniors in planned communities, someone who defends these residents against legislation that could be harmful," she said. "I hear things on a daily basis and am able to work to energize the community to let senators and the governor know what will not be well received by those residents."

Ms. Jacobs said she would also like to see someone step forward to head a grassroots effort to let legislators know

that Sun Cities' residents are watching governmental events.

"It's important to let these officials know senior planned-community residents have a strong voice and will make sure (their) concerns are considered," she said. "We need a point person for this. I can work with that person, helping to coordinate others."

"It would be great to have people in the communities organize into groups to study certain issues and work with the Arizona Senior Citizens Forum."

Ms. Jacobs pointed to these other legislative issues of concern to Sun Cities residents:

■ HB 2292 would put into place a structure for determining how a half-cent sales tax extension will be allotted.

Amendments have been proposed that would dilute the influence of both Sun City and Sun City West regarding the allotment, Ms. Jacobs said, by not allowing representatives from the Sun Cities to participate in the decision-making process.

"The Maricopa Association of Governments is trying to exclude Sun Cities representatives," Ms. Jacobs said. "It is important for constituents

to contact the Senate Finance and Commerce committees to let them know the bill should be passed without amendments."

■ HB 2505 would have divided and redistributed county money for road maintenance, negatively affecting Sun Cities residents to the tune of \$60.6 million.

According to Ms. Jacobs, this bill has been killed; however, but bills are sometime reintroduced as so-called "strike-all amendments" to other bills.

■ HB 2034 would limit construction-defect lawsuits planned-community residents could file against homebuilders.

Although procedurally stalled, Ms. Jacobs recommends contacting legislators to let them know of opposition to the bill.

■ HB 2186, providing protection to seniors who purchase annuities, has passed out of the House of Representatives and has been sent to the Senate.

■ HB 2307 has caused some controversy within the Sun Cities.

It would restrict homeowners associations from placing liens on homes for anything other than past-due monthly assessments, and it would

force HOAs to wait seven years before foreclosing on a home in case of non-payment of HOA fees.

"There is conflict within the forum on this, so I will monitor the bill and keep them apprised of its progress," Ms. Jacobs said.

HB 2307 has passed the House and is currently in the Senate.

Meanwhile, Sen. Dean Martin (R-Phoenix) has introduced a referendum that would add to the 2004 general election ballot a proposed amendment to the state constitution replacing current spending limits.

A new limit, based on the previous year's spending plus or minus the percentage change in population and cost of living, would allow for altering formulas currently in place that increase spending automatically for certain programs.

Sen. Martin said in years when there is excess, money could be placed in a savings fund, spent on one-time capital expenditures or refunded to taxpayers.

"We should not use excess fund to create continuing programs when funding will not be there year after year," he said. "Right now we don't have enough planning."

THE ARIZONA REPUBLIC FRIDAY, MARCH 7, 2003

Aging boomers to get W. Valley community

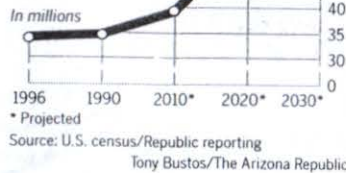
By Christine L. Romero
The Arizona Republic

The housing developer that introduced the retirement community to America is going after a rising star in sought-after residents: aging baby boomers.

Del Webb, which conceived the once cutting-edge, much-copied Sun City more than 40 years ago, is putting millions of dollars into another northwest Valley community to attract valued boomers ages 45-55. It is banking that boomers may be repelled by the notions of aging and traditional retirement communities but

Graying of America

The first baby boomers reach age 65 in 2011; the last will reach 65 population 65 and older:



they love elitism.

Corte Bella, a concept born several years ago, will start selling homes by appointment

See **DEL WEBB** Page A2

only in the gated, small community on Saturday. It is expected to be a nationwide prototype for graying boomers.

The company hopes to lure buyers with computer-generated tours of every room of a home on what was once farmland, next to Sun City West off Deer Valley and El Mirage roads.

The era of retirees flocking to a huge Sun City on the edge of a big city is over, housing analysts say. More developers are putting up smaller, gated communities, which research shows aging baby boomers are more inclined to move into.

Webb's first smaller retirement development in the Valley, without the Sun City name, was Solera, launched last year in Chandler. It went up on land owned by Pulte, which bought Webb in 2001.

Other developers, including Shea Homes, Mesa-based Robson Communities and Hancock Communities, have worked on retirement communities for boomers in recent months.

Developers going after this market will have to be crafty because boomers, products of the rebellious '60s, reject anything that smacks of their parents' retirement years, experts say.

"They like the things that a country club offers but don't want to join a country club," said Del Webb's Sheryl Palmer, president of Arizona active-adult communities. "They don't want to say they live in a country club."

Del Webb is gambling on that by offering a more intimately sized community with homes costing from \$135,000 to \$300,000, slightly more expensive than similar-size homes in the far northwest Valley. At its completion, it will offer 1,850 houses, one-tenth the size of Sun City West.

Del Webb believes the intimate size is attractive to boomers, who want to build community through friendships and relationships.

And, catering to boomers' embracing all things young, Palmer said Corte Bella will have a large fitness center, sidewalk courtyards, cafes and a spa, which will have treatment rooms for massages and facials.

The golf course will limit membership to 400. The key to attracting the boomers will be to offer them that exclusivity, cloaked in a casual "all-are-welcome" atmosphere.

"This is a group that has always broken the mold," said William Frey, a top demographer with the Washington, D.C.-based Brookings Institution, a nonpartisan research organization.

"They are not going to retire flat out and want a life of leisure," Frey said. "They want to stay active intellectually as well as physically."

Like the Sun Cities, Corte Bella homes will be restricted to those 55 and older, and a smaller number will be sold to buyers 45 and older.

Glendale resident Patrick Kelley, 59, is thinking about buying a home in Corte Bella because he sees a lot of potential for the high-growth northwest Valley.

"The idea is to be able to get into an area where I think there will be good appreciation," Kelley said. The earlier one buys into a new development, the better the chances for reaping a long-term profit, he said.

The Phoenix area is expected to have one of the nation's top concentrations of retiree-age populations. And the west side of the Valley is its fastest-growing area.

Corte Bella's power is not in its size but its footprint. If it's successful, more communities will follow. Statistics that suggest a boomer turns 50 every 7.5 seconds, coupled with boomers' desire for new houses, is expected to increase the demand for retirement communities in the coming decades.

"We have just scratched the surface," Webb's Palmer said.

Reporter Catherine Burroughs contributed to this article.

Center may unify diverse NW Valley

Who lives in the northwest Valley? Ask three people, and you'll probably get three different answers. Like the blind men trying to describe the elephant, each will describe only the part he's familiar with. You may hear:

That's where all those young families live.

That's where all those old folks live.

That's where all those Mexicans live.

All correct answers, but all incomplete. The northwest Valley — Surprise, Sun City, Sun City West, Youngtown and El Mirage — is much more than the sum of its parts. But exactly what is it?

Until about eight years ago, the northwest Valley wasn't a common subject of conversation in Phoenix. Like flat-world believers of the Middle Ages who thought you'd fall off into oblivion just past the horizon, Phoenix residents believed the Valley ended about 17th Avenue. All to the west was wilderness, a vast area of cotton, cattle and sagebrush, where the cactus flourished and culture, if there was any at all, withered.

But a few years ago, people began to discover the small communities at the far ends of Bell Road and Grand Avenue. The city of Surprise showed the greatest population surge, from about 7,000 in 1990 to almost 60,000 today.

Little El Mirage bestirred itself and began building modest residential subdivisions, and Youngtown, the country's first senior-only community, opened itself to all ages.

Younger retirees began moving into Sun City. Since 1993, Sun City West has expanded by 3,000 people, and Sun City Grand opened not long ago, adding to the retiree population. And several seniors-only developments cropped up along West Bell Road.



ELEANOR NELSON

Special for The Republic

So who lives in the northwest Valley now? Young families, yes. They're attracted by the huge subdivisions of affordable housing in El Mirage and Surprise. The Dysart Unified School District, which educates children from these new homes, has seen its enrollment increase from 4,333 in 1995 to 9,090.

Retirees continue to pour into Sun City Grand and the seniors-only developments along West Bell Road, and residents are expected to begin moving this fall into Corte Bella, a new senior community just east of Sun City West.

Meanwhile, the Hispanic population continues to increase, providing a reliable work force for construction, retail business and food service, and contributing many of

its own cultural values to the nearby communities.

The northwest Valley's diversity defies definition. Scottsdale and its environs conjure up an image of affluence; the East Valley, especially Tempe, is known for its academic and artistic venues. But the northwest Valley is a gangling adolescent, uncertain of its identity. Its diverse cultural groups so far have not melded.

That may be changing. Sometimes a physical place can draw together people with a variety of backgrounds and lifestyles. Such a place is Surprise Center, a large campus in the heart of the city. Best known as the new spring training home for the Texas Rangers and Kansas City Royals, its 10,500-seat baseball stadium is flanked by practice fields, clubhouses, a recreation facility, an outdoor aquatic center and a fishing lake.

Many cities have acquired their identities through sports facilities, but the Surprise Center has even more. The Maricopa County Library District boasts a beautiful new building there, and offers services and programs for all ages. The city is also negotiating with officials of the West Valley Art Museum, now housed on Bell Road in Surprise, to erect a new building at the center. The dual cultural facilities are sure to attract people from all walks of life who will become acquainted with each other's cultural heritage.

Future plans for Surprise Center call for a performing arts center, an array of municipal buildings, and offices, shops and restaurants. A venue that offers so many amenities is sure to be a draw for people of all backgrounds who will inevitably discover common interests and goals.

"We see our new downtown as a commercial and service center for the entire northwest Valley," City Manager Bill Pupo says. "It will be a focal point for the area's arts, entertainment and recreation."

Surprise Center also could be the catalyst for a melding of the various groups who call the northwest Valley home and for giving the area the identity and respect it deserves.

Eleanor Nelson is a freelance writer and former journalist. Her first book, *Retirement Is a Game: Insider Tips on How to Play*, has been released. She can be reached at bnelson698@aol.com. The views expressed are those of the author.

DAILY NEWS-SUN

FRIDAY, FEB. 28, 2003

SCW board reconciles lobbyist issue

SUN CITY WEST: Payments
authorized through July

MICHAEL MARESH
DAILY NEWS-SUN

Lobbyist Gretchen Jacobs will represent and work for the Recreation Centers of Sun City West after all.

The RCSCW governing board voted Thursday to continue paying Jacobs through July, when her contract expires.

Two weeks ago, Jacobs reported to the Daily News-Sun she was washing her hands of the agreement after RCSCW President Bob Finn told her he would not write her a check for work done in February without board approval.

Finn added that the legal-affairs committee had looked into the matter and had recommended withholding payment.

Back in June, the recreation centers of Sun City and Sun City West, Sun City West Property Owners and Residents Association and the Sun City Home Owners Association agreed to hire Jacobs for \$45,000 annually as their lobbyist to represent them on state matters.

The rec centers' shares were \$18,000 each,

From A1

while PORA and HOA were to chip in \$4,500 each.

The RCSC terminated its agreement with Jacobs before she started, and recently RCSCW considered doing likewise.

Voting Thursday for the payments to continue were Tom Cook, Patrick McBurnett and Carolyn Jennings. Opposed were Finn and Bob Beuapre, and Bob Hubbs and Stan Warner abstained.

Jacobs said Thursday afternoon that she is looking forward to going back to work for the rec centers.

Finn, who passed his gavel to Vice President Elaine McCraith so he could comment on the matter, told the board he was not going to sign any check for Jacobs unless the board authorized him to do so.

Hubbs then made the

motion to pay Jacobs, which was seconded by Cook.

Cook said Sun City West needs a lobbyist.

"I was under the impression that we approved this (last June)," Cook said.

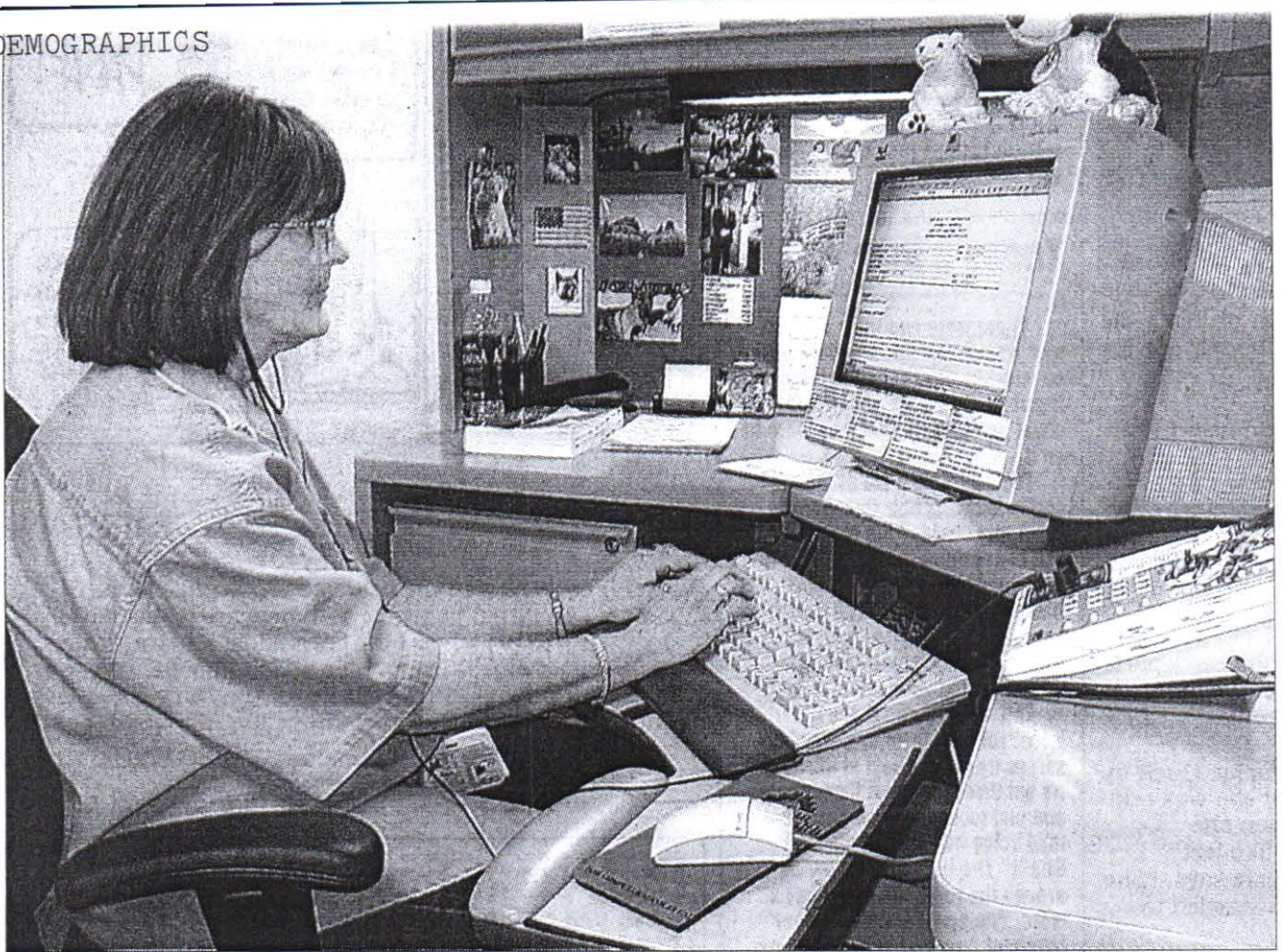
Cook said the governing board has a responsibility to all 29,000 residents, not just the ones using the centers.

"We need to keep an eye on the Legislature, as there is a lot of mischief going on," he said before showing residents a stack of papers containing numerous bills Jacobs could work on if she agrees to rescind her resignation.

Warner said he wanted to hear from the audience before voting.

McCraith said the previous board had already decided the issue.

"When we voted back in June, I thought we had voted for her to work for us," she said.



PATRICK O'GRADY/DAILY NEWS-SUN

Sun Citian Ann Corcoran transcribes medical records at Sun Health Boswell Memorial Hospital in Sun City. She is one of a growing number of Sun Cities residents who continue to work after moving to the retirement communities.

Best of both worlds

SUN CITIES: More residents continue to work as community demographics change

MICHAEL MARESH
DAILY NEWS-SUN

THURSDAY, NOV. 14, 2002

Ann Corcoran of Sun City drags herself out of bed at 4:30 every weekday morning to shower and get ready for another day's work.

While that is not uncommon in most communities, Corcoran is among Sun Citians who — after moving into the retirement community — are continuing to work full time.

According to a study conducted by Roper ASW for the AARP, only 6 percent of retirees work full time. In another study, AARP sampled 2,000 people between the ages of 34 to 52, asking them if they plan to work into their retirement years. Eighty percent said they would, though only 5 percent said they would work full time.

Corcoran is a transcriber at Sun Health Boswell Memorial Hospital, continuing the type of work she has been doing for 20 years, though at different hospitals in other states. When husband James told her he was retiring and moving to Sun City, she said she had no intention of retiring.

"I left the job I was working at, and I applied for this job and I got it," she said. "I am too young to retire."

Corcoran is 53 and plans on working another seven to eight years.

"Absolutely. I was going to do the same type of work," she said. "I said

I was going to continue work, absolutely."

On a typical workday, Corcoran arrives at work at 6 a.m. and leaves at 2:30 p.m. She said she knows most seniors have no intention of working, but said she gets the best of both worlds by working in the community in which she lives.

"I don't see any disadvantages," she said. "I get off early enough where I can still enjoy the rec centers."

The Sun City woman said she works with a Sun City West resident who never retired and has no plans to do so anytime in the near future.

Bob Kortright

and we will be working for a while," she said.

Corcoran said she continues to work to keep busy, as well as earning some extra spending money.

"It's a sense of independence," she said. "I can go to work, get out and still play."

The Sun Health employee said she believes there will be more seniors who will forgo early retirement to continue to work in their chosen fields.

"You are going to see a lot of that," she said.

Corcoran said she and her husband moved to Sun City because they liked the rules and regulations that are in place. Finding the same type of job was an additional perk, she said.

Jim Morse of Sun City Grand retired, then realized there was something missing in his life. Now the avid golfer has no time for the hobby because he works 12 hours a day, several days a week at the Quizno's Sub franchise in Surprise he purchased in February.

"I would think I am one of the exceptions," he said. "I am just glad I am able to work."

Morse said all of his neighbors are retired, and while he toils at his restaurant, they are hitting the golf links — just like he used to.

Morse said he always knew he would return to the work force, but figured it would be in his former field — he was a vice president of a small insurance company in Boston.

"I figured I would work, but not like this," he said.

Morse, 60, said not as many people are retiring in their 50s or early 60s.

"As long as they feel good, they will continue to work," Morse said.

He said he will continue to work 80 hours a week for the next year or two before cutting back to a more manageable 40-hour work week.

Former Sun City Home Owners Association Director Bob Kortright said people in the Sun Cities who want to continue to work usually change professions.

"If they come to Sun City and want to work, they have to take a different profession," he said. "I don't see many people saying, 'We are going to retire within five years, so let's move to Sun City.'"

"It's a state of mind. When its time to retire, you move."

And while most seniors are not working, he said that trend appears to be changing.

"I don't think there is any question that more people are working now than 15 years ago," Kortright said. "Part of it is the recent economic downturn and interest rates."

Lookin' for adventure

MYSTERY RIDE:
SC Power Riders
don't know where
they're headed,
but we'll tell you

JOHN SOKOLICH
DAILY NEWS-SUN

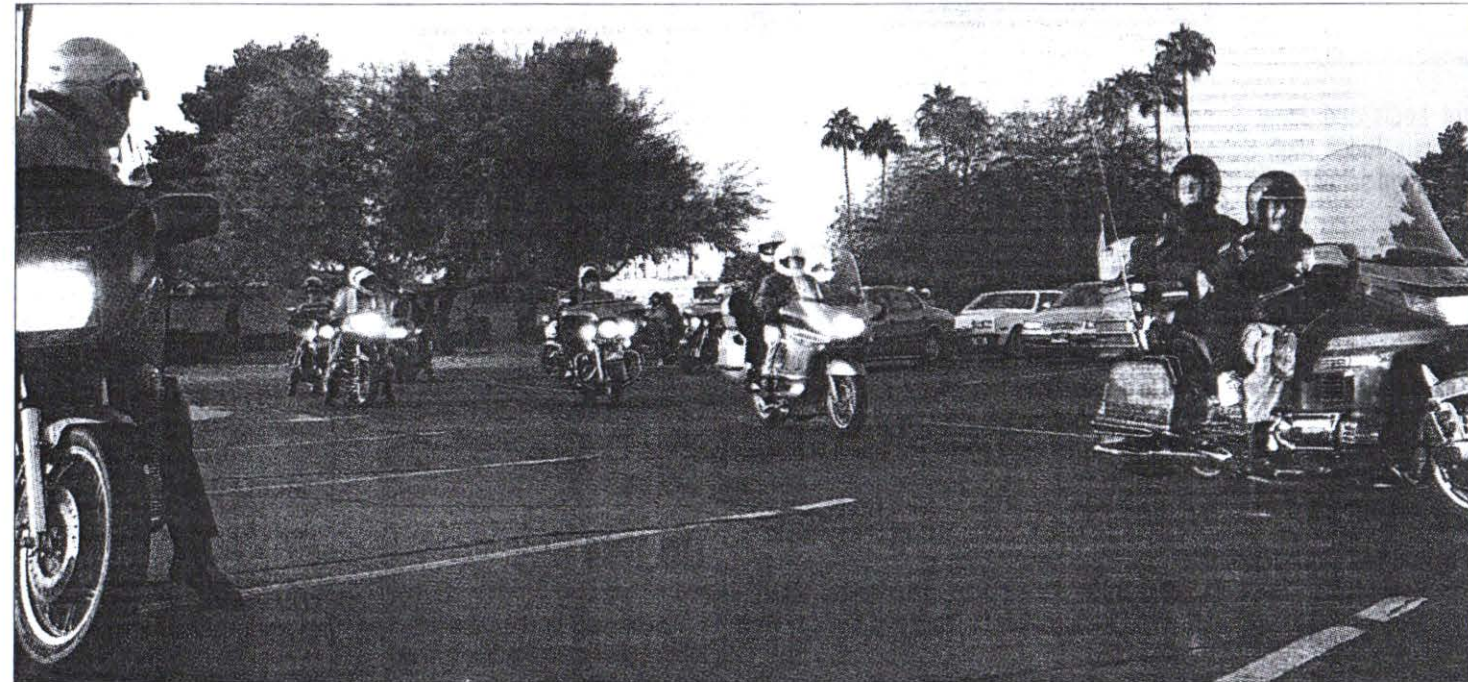
They got their motors running and headed out on the highway.

They're lookin' for adventure but don't know where they'll find it.

They may not be born to be wild, but this frisky group of bikers was revved and raring to go. But to where was a mystery to Sun Cities Power Riders this morning.

"If you promise not to tell anyone, the group is going to Mount Lemmon in Tucson today, staying the night and heading to La Posta Quemada mountain park in the morning before heading back to Sun City Friday," said Kitty Yadro, one of the tour leaders. "It's an overnight trip, so they brought their bags — but we aren't telling them where they are going."

Because the 53 riders will be heading to the top of Mount Lemmon and to the bottom of Colossal Cave near the mountain park, Kitty and husband Roger



PHOTOS BY JOY LAMBERT/DAILY NEWS-SUN

About 53 Power Riders members leave Sun City this morning on a "mystery ride." Only ride leaders Kitty and Roger Yadro, below, knew they were off to an overnight adventure to Mount Lemmon.

are calling the trip the "Ups 'n' Downs" trip.

"We'll be taking the chair lift to the top of Mount Lemon, where we will have lunch," Roger said. "And the next day it down into the cave. That's why we have that name. It's after a famous racetrack, actually."

Kitty and Roger have been leading the mystery tour several years — one year going to Winslow and another heading toward California. The idea for a



mystery tour was sparked with a moonlight tour the bikers had a few years back, when they had no destination in mind but

everyone had a lot of fun.

"People are just guessing all the time," Kitty said. "We keep them guessing, too. From the moment we

leave, they are trying to figure out where we are going."

Roger said that every direction the tour takes

leads to fresh guesses, but most of the time, the specific location guessed is wrong.

"By the time we start heading south," he said, "they will start to guess that we are heading to Tucson, but then they will have to guess where in Tucson we are going."

The tour usually sticks to roads that are off the beaten path, so to speak, to allow for a more interesting

See Power Riders, A5

over

Power Riders undaunted by weather

From A1

ride, the Yadros said. The mystery tour is meant to be fun — no matter the weather encountered.

"We will ride through all the weather, which can make it interesting," Roger said. "When you're on a bike, you are subject to everything the weather has in store for you."

But even through rain, the bikers will communicate with each other through headsets and play a little guessing game for some prizes. Roger said when the journey begins, he will ask how far the other bikers think they will travel for the ride.

"They guess anything from 100 to 300 miles, and whoever is the closest will get a prize when we get there," he said.

Planning for the annual

mystery tour gets a bit complicated, Kitty said, because the bikers will spend the night in a motel at their destination spot, but the riders can't make their own reservations. That would give away the trip's destination.

"But it's all worth it," Kitty said. "I think everyone has a lot of fun."

The riders will be making their southern trek astride a range of motorcycles. Unlike other bike clubs, the Sun Cities Power Riders are not manufacturer-specific. Kitty and Roger, who have ridden together since they were 16, said they prefer Harley-Davidsons, but said some members prefer BMWs and other makes.

There also is a wide range of people riding in the group. The oldest rider in the group is in his mid-80s, and members are from



JOY LAMBERT/DAILY NEWS-SUN

Power Rider Bev Senn of Sun City greets Wally and Bobby Reed, both 78, of Sun City West this morning as they gathered with other club members for today's "mystery ride," an overnight trek to Mount Lemmon, north of Tucson.

throughout the country.

The motorcycle club originated in Sun City in 1970 and has 258 members. It has weekly rides for

members on Wednesdays and Sundays.

John Sokolich can be reached at 876-2526 or jsokolich@aztrib.com.

DAILY NEWS-SUN WEDNESDAY, SEPT. 25, 2002

Leisure lures near-retirees

WINDS OF CHANGE: Demographics of retirement communities in flux

JOHN SOKOLICH
DAILY NEWS-SUN

Ann Corcoran chose to live in Sun City because of the community's rules.

The 53-year-old moved into the community two years ago with her 57-year-old husband, Jim. The couple have children and grandchildren — say they love them dearly, but didn't want to live near them.

"That's why we came here," she said. "We enjoy the resort lifestyle, but we were tired of living in places where there were tricycles and loud music to contend with."

At a time when sister-community officials in Sun City West are pondering lowering that community's age-restriction from 55 to 45 years, the Corcorans said they don't understand the need.

"Calling this a retirement community is actually a misnomer," Corcoran said. "There are many people

living here that still are working. That's the beauty of this place, residents can come here to live among adults but still have access to the rest of the Valley for their jobs or entertainment."

Ione Boynton, executive secretary for the Sun City Home Owners Association, said the growth in the surrounding communities has made the Sun Cities more attractive than ever, because no longer are residents dependent on just what the communities have to offer.

"If there is something I can't get here, I will just get on Loop 101 and drive somewhere else," she said. "I'll go to Phoenix now — it's not that big of a deal."

Arne Bidstrup, a 62-year-old HOA director, said he moved to Sun City two years ago because of the age restriction.

"I came from Texas, so I didn't gain anything by the weather here," he said. "I came here because of the CC&Rs that this community has. It was attractive to me and still is."

John Waldron, spokesman for Pulte Homes and Communities by Del Webb at Sun City Grand, said retirement communities are becoming more and more

From A1

attractive to near-retirees because they offer a lifestyle that is free of the problems in typical communities, but still integrated with the rest of the area.

"More and more, I am seeing people moving to Grand that are associating themselves with Surprise rather than just Sun City Grand," he said. "These residents chose this area because of the lifestyle and connection to the community at large."

As for attracting early retirees — or Baby Boomers — Waldron said the Sun Cities are doing a fine job at that as is.

"One of the youngest parts of the community is Phase I of Sun City," he said. "Over there, people are moving in and renovating their homes because it is affordable and

in a place that is convenient for those who are still working."

An ongoing phenomenon in the Sun Cities is the rate at which the age continuously fluctuates. Sun City, in its 41st year, is becoming younger and younger as original residents pass away and younger ones move in. Sun City West is slowly growing older as the rush of homebuyers from 25 years ago ages. Younger residents are not moving into Sun City West as quickly as Sun City because the homes are still largely occupied by the aging demographic.

One reason lowering age restrictions is under consideration by Recreation Centers of Sun City West governing-board members is to boost interest in the community, draw younger residents and in turn, boost housing prices

in the area.

Opponents say opening the community to younger residents could bring children into the community and possibly make Sun City West lose its age restriction.

Boynton said there is a possibility the age restriction could be lost if the limit was lowered, but she said there really isn't a need in the area because the Sun Cities are still a target area for seniors.

Retailers agree.

In the surrounding area, businesses have been popping up on a regular basis in Surprise and the Arrowhead area of Peoria and Glendale. Retailers report these areas are key because they appeal to a wide variety of demographics.

Amy Hill, spokeswoman for the Wal-Mart Corp., said the growth in Surprise and the key markets in the Sun

Cities were a factor when it opened up the Super Wal-Mart Center at Bell Road and Grand Avenue in Surprise.

"We look at areas that will be convenient for the most shoppers," she said. "(Surprise) was a good area because it was in a growing market and was close to the senior communities."

Within the Sun Cities' borders, land is sparse for new businesses, but some specialized retailers still find ways to get in.

Eckard Drugs, a national pharmacy chain, chose Sun City as its first Arizona location because of the senior market. That store is under construction in Thunderbird Plaza and is expected to open by the end of the year.

John Sokolich can be reached at 876-2526 or jsokolich@aztrib.com.

FRIDAY, SEPT. 20, 2002

DAILY NEWS-SUN

RCSC eschews lobbyist meeting

CONTRACT: Board mum on decision to break commitment

MICHAEL MARESH
DAILY NEWS-SUN

Sun Cities lobbyist Gretchen Jacobs has had a contract for the last two months to work on areas of concern to the Sun Cities.

But the Recreation Centers of Sun City has pulled its funding, and RCSC representatives failed to attend a meeting Thursday with the other organizations involved in the contract to resolve the situation.

The contract stipulates that the RCSC and the Recreation Centers of Sun City West each pay Jacobs \$18,000, while the Sun City Home Owners Association and the Sun City West Property Owners and Residents Association chip in \$4,500 apiece.

PORA President Randy Fuller said he is not sure why the RCSC board is not honoring the contract.

"I would presume it was legal," he said.

The contract, obtained by the Daily News-Sun, bears signatures of RCSC board President Jerry Swintek, RCSCW board President Allen Young, Fuller and HOA President Gerry Unger. All agreed to the payments and signed the contract in Jacobs' presence.

Calls to Swintek were not returned, while Jacobs said she expects the centers to follow the contract terms, adding she is surprised an organization would refuse to honor a binding agreement.

"I am just going to say they need to honor their contract," she said. "I am assuming they want a lobbyist. You are responsible for signing your document. I am moving forward (under the assumption) the contract exists."

Fuller said he has no idea how the remaining groups would make up the \$18,000 if the RCSC does not change its stance.

"That's a very difficult question," Fuller said, adding that PORA would be hard-pressed to come up with any additional funds. "It would be impractical for PORA to attempt to make up that difference. We could not unilaterally undertake that. If that was a request, I would take it to my board."

PORA and the HOA already have made two monthly payments to Jacobs, whose contract started Aug. 1 and runs through July 31.

Fuller said he went to Thursday's meeting to gather information, but he was unable to obtain much.

RCSCW governing board President Allen Young said

his group won't make up the difference: "The position of the Sun City West rec board is, we agreed to pay \$18,000 and we choose not to pay one dollar more than that."

He added that the RCSC board has not yet slammed the door on the issue.

"We just need to keep a pulse on it," he said. "I think if Sun City has a problem with this situation, we need to let them solve the problem."

Young said caution is of utmost importance until the RCSC board makes a decision in an open meeting. RCSC directors voted down the payments Monday morning in an open meeting.

"We will continue to pay monthly installments until something happens," Fuller said.

The hope, the PORA president said, is that the RCSC board will rethink its position on fulfilling the terms of the contract.

Fuller said he also was surprised the RCSC directors would vote not to honor a legally binding document like a contract.

"We will just have to wait to see what happens," he said.

Michael Mares can be reached at 876-2513 or mmares@aztrib.com.

Census shows 12 percent of Sun Citians work

JOHN SOKOLICH and JOHN GUZZON
DAILY NEWS-SUN

Census data released this morning show that despite being on fixed incomes with rising health-care costs, most Sun City and Sun City West residents are not working to make ends meet.

The older Sun City has more people in the work force than Sun City West, leading some elder-care agencies to believe older retirees are being forced to get some kind of additional income to support them in an increasingly expensive environment.

The data, compiled from the 2000 Census long form,

found that among Sun City and Sun City West residents, 12 percent are in the work force.

That number comes despite the growing need for seniors to acquire extra income to even out the deficit between their retirement portfolios and the rising cost of living.

Previous census data show there was a sharp rise in the number of Sun Citians feeling the pinch of fixed incomes, as the number of poverty cases in the area was on the increase.

Community shelters throughout the Northwest

Valley have attributed the rise in poverty levels to the growing cost-of-living expenses and a downturn in the economy, making retirement portfolios cover less and less of daily expenses.

Overall, Sun City has a higher percentage of people working than Sun City West — some 15 percent compared to 9 percent in Sun City West. That statistic comes even though the median age in Sun City during the census was older than that of Sun City West.

"I think you will see those numbers continue to increase in Sun City, as the longer one

stays retired, the more they will need additional money to allow them to survive," said Gordon Rosier, vice president of the Sun City Home Owners Association and a member of the Sun City Foundation. "Every year, we are getting more and more people coming to the foundation looking for help. It's not a trend that seems to be working in the seniors' favor."

The amount of money seniors are bringing in on an annual basis has actually risen in the last 10 years, increasing by more than \$5,000 in Sun City annually and more than \$9,000 in Sun

City West.

The 1990 Census showed that the average median income of Sun City was \$19,243, compared to \$25,935 in 2000. In Sun City West, the decade saw an increase in income from \$22,944 in 1990 to \$32,049 in 2000.

Cost of living, medical expenses, higher taxes and the economic slowdown, however, have contributed to less disposable income for community members.

Both communities have declines as far as statewide

See Median income, A5

From A1

averages for per capita income. Sun City dropped from 13th to 23rd in per capita income between 1990 and 2000, while Sun City West dropped from 7th to 13th.

Between the two communities, data show women outnumber the amount of men joining the work force locally.

The number of women joining the work force is not necessarily attributable to

women being more in need than their male counterparts in the community. Census data show that there are virtually three times the number of single women than men in Sun City and Sun City West.

In Sun City, there are 9,752 single women and 3,417 single men. In Sun City West, there are 4,058 single women and 1,456 single men.

While the Sun Cities are is touted as a senior-exclusive community,

census data reveal children sometimes come to live with their grandparents. In Sun City, there are 47 households that have grandchildren living with their grandparents. In Sun City West, there are 46 households where grandchildren reside. In both communities, grandchildren living in households make up less than 1 percent of the total households.

Grandchildren living within the borders of the Sun Cities does not

necessarily mean they are younger than 19 years old.

Retirement communities fall under the regulations of the federal Fair Housing Amendment Act of 1989, which states that at least one person living in a residence must be 55 years old or older. The Sun Cities also come under Maricopa County's Age Restricted Zoning Ordinance. Its senior overlay limitations state that no one younger than 19 years old may be a permanent resident.

Thursday, May 30, 2002

Shift brings conflict

YOUNGTOWN: America's first retirement community is in a state of flux, with frequent intergenerational discord

ERIN REEP
DAILY NEWS-SUN

Jennifer Black of Youngtown doesn't have to walk far to get to work. The 27-year-old lives in the apartment complex just behind Big K Ace Hardware in Youngtown, where she works as a cashier to put herself through college.

"I like living in Youngtown," she said. "It's so quiet, and I just like that."

Black, originally from Washington state, lived in Surprise, but moved to Youngtown two months ago when she found out it was cheaper to live there.

"I go to school full time, too, and that's one of the reasons it works really well," said Black, who's studying elementary education.

Most Youngtown residents don't need census figures to show them young people such as Black are flocking to the town, but recently released statistics confirm just how much the town has changed in the last decade.

The population of Youngtown grew from 2,542 in 1990 to 3,010 in 2000, while the median age dropped from 68 to 65, according to the census data.

Terry Moran, 39, who also works at Big K Ace Hardware and lives in the same apartment complex as Black, has lived in Youngtown a little more than two years.

"It's still a pretty quiet

Special census report, Part VI



MOLLIE J. HOPPE/DAILY NEWS-SUN

The Rev. Jack Duran of Youngtown's New Joy Church last year established the town's only school — A New Joy Charter School. Standing in a classroom Tuesday, he says the school will expand to accommodate new families moving into town.

neighborhood," he said. "It's kinda like living in Mayberry for me."

Youngtown was founded as an age-restricted retirement community in 1954, but in 1998 the Arizona Attorney General's Office ruled the town had failed to follow through on the requirements for the county's age-restricted overlay and the town opted not to meet those requirements.

"It was America's first retirement community," Town Manager Mark Fooks said. "But in recent years, as retirement folks are selling their properties, younger families are buying them."

He said homes originally sold for

\$7,000 or \$8,000 now sell in the \$80,000 to \$90,000 range.

"We're getting more and more young families in here, a lot of young people," said George Prater, manager of Big K Ace Hardware.

In his two and a half years as manager, Prater has noticed the change. Seeing children in the store during his first year was pretty rare, he said.

Like residents, town businesses such as Ace — longtime pillars in the community — have had to change with the times to grow and profit.

See Businesses evolve, A5

OVER

"We're in the process of re-evaluating how we're stocking our store," Prater said. "We're bringing in more items for the younger woman. Quite often they come in with their husbands, getting nuts and bolts. Then they walk through the housewares section."

The store carries items that are unique to original Del Webb homes — like in-ground trash liners, Sun City shades of paint, and valves for Del Webb-installed washing machines, Prater said.

The challenge for Youngtown businesses is to keep the senior crowd happy while attracting younger clients. Prater said his employees practice good customer service that keeps customers coming back.

"We have a lot of repeats, people who have been coming in here for a lot of years," he said. "Most of them like the new things we've put in the store. Kind of a rule of thumb: The younger people are more interested in fixing up their houses."

Fooks said people are attracted to Youngtown for three reasons: it's clean, it's safe and the homes are affordable.

"It's one of the cleanest little towns you'll see in Maricopa County," he said.

The city council is aware of the changing demographics of the town, Fooks said.

"Change is occurring, and the elected members know that if we're going to have young children in the community, we have to provide services for them," he said.

That is why the council voted to put in a playground for children, he said. The playground was installed last week.

In 1990 — when the age overlay was still in effect — census data show that 6 percent of Youngtown's

population age 3 and older was enrolled in school. Of those, only 47 were enrolled in college or graduate school, meaning the majority was probably too young to live legally in the community. By 2000, the number of children 3 and older enrolled in school had increased to 9.5 percent.

"The young people are moving in fast," said Youngtown Councilwoman and town historian Lucille Rethford.

The pace may pick up even more, as a new housing development is planned for the town, although the council hasn't voted on it yet. The town council is still considering the subdivision proposed by Sivage Thomas Homes. It would include 800 homes priced in the \$90,000-\$130,000 range. Fooks said he has just received the preliminary plats from Sivage Thomas.

To accommodate the influx of children, Pastor Jacob "Jack" Duran helped start A New Joy Charter School — the first and only school in Youngtown — last year.

"I think there are more families coming in with children," said Duran, who serves as the school's principal. "I believe that we have to

change with the times."

The school began with kindergarten through sixth grade last year. It will add a seventh-grade class in the next

school year and an eighth-grade class for the 2003-04 year. There are 80 students enrolled in the school founded by New Joy Ministries, which also has a preschool/day-care with 40 children.

"The city needs to be aware that we have a school for children, and the town needs to support it," Duran said.

Many Youngtown residents say they realize the town must change if it wants to thrive, and much of that change is inevitable.



MOLLIE J. HOPPES/DAILY NEWS-SUN

Jennifer Black, 24, lives and works in Youngtown and is studying elementary education at Estrella Mountain Community College.

"If we want to attract people and stay alive (as a town), we're gonna have to change," Prater said.

The changes already seen in Youngtown have brought a better-educated populace, which bodes well for the town's future. There were more high school- and college-educated Youngtown residents in 2000 than in 1990, according to census data. In 1990, 60 percent of residents had a high school or higher level of education. By 2000, that number had risen to 74 percent. In 1990, 8 percent of Youngtown's citizens had bachelor's degrees or higher. The number increased to 10.9 percent by 2000.

"The young people, no doubt, have made a difference in that," Rethford said, adding that an influx of new retirees from 1990 to 1998 "are probably the ones who had the college training."

The number of working people in the town also has increased. In 1990, 24 percent of residents worked; by 2000, 28 percent did.

"A lot of the seniors are working ... at places like McDonald's and in the health industry," Rethford said.

The change in education levels and the number of working residents is probably a combination of younger people and newer retirees moving in, as well as seniors going back to work, Rethford said.

"I think there's a good, solid base of really good people here," Prater said.

He said that while conflict does exist between older and

younger generations in Youngtown, those problems can be worked out.

"I've heard some complaints, and they were legitimate," Prater said.

For example, children ride their bikes up and down the streets and make a lot of noise, sometimes running through the yards of older residents and upsetting them, he said. However, that can happen anywhere, he said.

"I think people coming into the area could help," he said.

Young families moving in should be aware of the seniors and respect them, he said.

"The older people ... can relax a little bit," Prater said, adding that "openness on both parts" would ease tensions.

Dick Gregory, town councilman and president of AARP Chapter 1 in Youngtown, agreed with Prater's assessment of the generations working together:

"For a community to grow, we all need to do our part, both young and old. We need each other, you know, so we all ought to try to work together to make Youngtown a better place to live."

Erin Reep can be reached at 876-2532 or ereep@aztrib.com.

'For a community to grow, we all need to do our part, both young and old. We need each other, you know, so we all ought to try to work together to make Youngtown a better place to live.'

**Dick Gregory
Youngtown councilman
President, AARP Chapter 1**

Daily News-Sun • Wednesday, May 29, 2002

German Americans dominate Sun Cities

HISPANICS: Segment makes up nearly 70 percent of El Mirage population and leads Northwest Valley

Special census report, Part V

JOHN SOKOLICH
DAILY NEWS-SUN

Germans trying to trace their ancestry in the Northwest Valley are in good company.

According to the 2000 U.S. Census, the largest ethnic population in the Northwest Valley is German. About 19 percent of the Northwest Valley's population is from German ancestry, far ahead of the second-place group of English.

"I guess this is just the place where a lot of Germans flock to," said Frank Martinson of Sun City. "I think part of it might be the heat. I play golf a lot, and it seems like in the summer the majority of the golfers are German."

Heat or not, census data show Germans are the No. 1 ethnic-background group in the Northwest Valley ahead of the English, Irish and Italian.

In the Sun Cities, Germans are the most abundant per capita, coming in at nearly 25 percent of the population.

Wayne Kurtz of the German American Mardi-Gras Society of Arizona — a Sun City-based German club — said although there are many Germans in the area, many have tried to hide that fact until recently.

"I was born in this country, but I didn't learn English until I was 6 years old," he said. "A lot of what I

See Many Americans, A5



JOY LAMBERT/DAILY NEWS-SUN

Joe and Elvira Bressler dance at the German-American Mardi-Gras Society of Arizona's annual costume ball last year at Mountain View Recreation Center in this file photo. In the Sun Cities, Germans are the most abundant per capita, coming in at nearly 25 percent of the population, according to census data.

OVER

From A1

had and my family had from Germany was done away with because we were trying to hide that background during the war."

Kurtz said Germans and Italians from the senior population tried to blend in with American society through their lives because of the stigma those two nations had during and immediately following World War II.

"But there are a lot of us still tucked away through the country," he said.

Pat Malafront of Sun City West changed his name during World War II from Malafronte.

"I didn't want my family to be considered Italian at the time," he said. "We were all trying to be American — nothing more, nothing less."

Area Germans band together through many local groups and organizations to celebrate their heritage.

Kathleen Henig of the Mardi-Gras Society, said her group celebrates the fun and festivities of the German people who celebrated the holiday along the Rhine River.

"There is a lot of history to it," she said. "But I am not

surprised by the numbers, because there are a lot of Germans throughout the whole country."

In Surprise and El Mirage, the numbers indicate Germans make up about 16 percent of the population, which comes as a surprise to many El Mirage residents.

"To tell you the truth, I really haven't noticed that much of a German population at all," said Manny Menendez, a four-year resident of the city. "I find it hard to believe that the number of Germans are more than that of the Hispanic population around here."

He might be right.

In March, the census released data showing that Hispanics made up close to 70 percent of El Mirage residents.

Because those numbers were released by the census under race categories in March, the Hispanic population wasn't broken down into ancestry in recently released data. Data on the census Web site shows that the Northwest Valley has a large Hispanic population overall.

According to Web site data, El Mirage had an Hispanic population of 68

percent in 2000. Surprise had an Hispanic population of 23 percent, and the Northwest Valley — El Mirage, Glendale, Peoria, the Sun Cities, Surprise and Youngtown — have a combined Hispanic population of 19.5 percent, ahead of the overall German population of 19 percent.

The numbers are still impressive for those of German ancestry, however, especially in the light of the number of Hispanics in the area. The two groups together make up nearly half the population of the Northwest Valley.

"I would have thought that most of the population around here was English or Irish, but this is a lot different than where I come from," said Mitchell Hassle of Peoria. "Here it seems like the communities are more blended than back East."

Hassle moved to Peoria three years ago from New Jersey and said the neighborhoods back East were more segregated in a way.

"I spent a lot of time in the Boston area and the New York City area for my job," he said. "In Boston, there were a lot of Irish. In New York, there were pockets of Asians,

Italians, Germans and what have you. It's not like that here. Everyone seems to live together in a mixed community. I think it's better that way."

With census data pointing to Germans and Hispanics having the largest ancestry in the Northwest Valley, the numbers also show that people of English and Irish ethnicity round out the top spots in the area. English and Irish combined are responsible for about 22 percent of the overall population.

Although the population of ethnic groups in the Northwest Valley fluctuates with the season as many residents live elsewhere during the hot summer months, there is one time of year when all ethnicities merge into one.

"On St. Patrick's Day, everyone is Irish," said Jim Petersen, owner of McCarthy's Bar in Sun City.

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THURSDAY: In this final story of our census series, the *Daily News-Sun* explores the evolution of Youngtown over the last decade, including changes since the town's age restriction was found invalid in 1998.

Median incomes continue to rise in Northwest Valley

**Census 2000
Poverty Status in 1999**

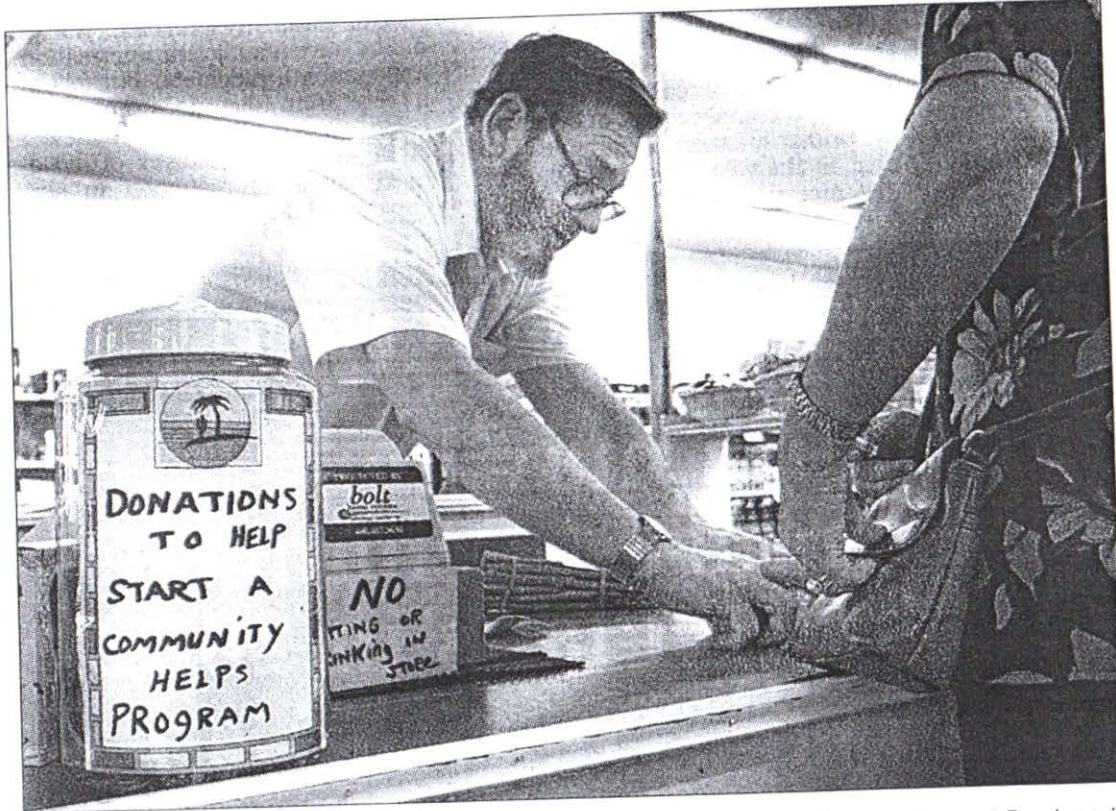
	SUN CITY	SUN CITY WEST	YOUNGTOWN	STATE
	Total	Total	Total	Total
Families	318 = 2.5%	78 = 0.8%	72 = 9.6%	128,318 = 9.9%
Individuals	1,733 = 4.6%	476 = 1.8%	375 = 13.1%	698,669 = 13.9%
Individuals age 65-plus	1,275 = 4.3%*	411 = 1.9%*	116 = 8.5%*	54,737 = 8.4%*

*Percentage is based on population 65 years and older, not total population.

TINA GAMEZ/DAILY NEWS-SUN

Tuesday, May 28, 2002

Special census report, Part IV



STEVE CHERNEK/DAILY NEWS-SUN

Above left, George Thompson, ringing up a customer at Desert Oasis Groceries and Produce in Sun City Friday, says some of the store's customers appear to be living in poverty. Above right, Kay Blankenship, right, serves lunch at the Olive Branch Senior Center Friday.

OVER

14,943 made less than \$10,000 per year. In Youngtown, there were 225 households out of 1,638 making below \$10,000 per year.

Translated into percentages, 7 percent of Sun City residents, 3.1 percent of Sun City West residents and 13.7 percent of Youngtown residents live near or below the poverty level guidelines determined by the federal government.

In 1999, the federal poverty level for the 48 contiguous states and the District of Columbia was \$8,240 gross annual income per single-person household and \$11,060 for a family of two.

But poverty affects a bigger bracket of residents than those in the guidelines, some officials say.

Last year, the Maricopa County Assessor's Office instituted a new state law, the Senior Homeownership Protection Act, under which seniors could apply to freeze their property-tax valuations if their incomes were below \$25,440 per year for individuals or less than \$31,800 for couples.

County Assessor Kevin Ross said those income levels were determined by his office to be classified as "low-income" households, even though the thresholds were more than double the amount set in the federal government's poverty guidelines.

Of those who applied, about 50,000 seniors throughout the county qualified for the valuation freeze

under those guidelines. In the Sun Cities and Youngtown, about 10,000 residents signed up and qualified for the program, according to the county assessor's data.

There are programs such as the property-valuation freeze to help low-income seniors, but accepting help is not always easy. Sometimes pride keeps people from accepting aid.

In 1999, 14 percent of Sun Citians admitted to Sun Health hospitals requested some kind of assistance with their medical bills, said Jan Pinter, director of Sun Health Personal Care Services.

"We help people up to the \$25,000 mark, which is higher than the federal standard for poverty," she said. "We had 45 clients that qualified for some assistance, but the thing about poverty with this generation is that they do well hiding their situation."

Pinter said seniors who are at or below the poverty level in the Sun Cities and Youngtown are products of the Great Depression and are conscientious about successfully living within their means.

"You can't spot the poverty from the street," she said. "From the street or even the home, you cannot tell who has what income. The people have the same furnishings and clothes, but the money in their bank accounts is much lower. The problem is that they can live within their means until something catastrophic happens in their lives."

Financial catastrophes can range from an unexpected medical expense to an expensive home repair.

"When that happens, these people have a hard time getting through," Pinter said.

A gathering ground for many low-income and poverty-level residents in the Sun Cities and Youngtown is the Desert Oasis Grocery at Peoria and 107th avenues. The store caters to low-income residents, and manager George Thompson says that's exactly who comes in.

"We have a lot of elderly people come in here on a regular basis and buy about a dollar or two of groceries each week," he said. "The regulars tend to buy the same items each week, like just one apple and an onion. We have some elderly people who just come in to buy cat food. Whether they have a cat or not is something I don't know."

Recognizing the needs of low-income people in the area, Thompson said he is trying to get a grant "from anywhere" to help the area's poor obtain the items they need.

"The grant would hopefully cover about three-quarters of a person's bill and some other organization could take care of the rest," Thompson said. "It would work on a voucher system and in some ways the same way a food bank would work. The thing is, we would offer other products to the people in addition to the food they need, like cleaning supplies."

Local groups that work with poor residents in the

area weren't surprised by census statistics showing there are 318 families in Sun City that fall within federal poverty guidelines, with 78 such families in Sun City West and 72 in Youngtown.

The flip side of the issue shows the diversity in Northwest Valley communities. In Sun City, there were 1,257 households making more than \$100,000 per year in 1999. In Sun City West there were 1,563 such households and in Youngtown there were 60.

There is help out there for low-income families in the area, Pinter said. One example is Sun Health Personal Care Services, which can be reached at 974-7500.

For a confidential listing of services and an evaluation via the Internet, the National Council on Aging developed a Web site — www.benefitscheckup.org — that identifies federal and state assistance programs for older Americans.

For those wishing to participate in Desert Oasis Market's campaign to help low-income seniors in the area, call George Thompson at 815-0420.

For information about the property-valuation freeze, call the Maricopa County Assessor's Office at 506-3406. Information also is available online at www.maricopa.gov/assessor/default.asp.

John Sokolich can be reached at 876-2526 or jsokolich@aztrib.com.

POVERTY: Census shows Sun City home to most families living with income below federal level

JOHN SOKOLICH
DAILY NEWS-SUN

In the same checkout line where Dan Lertola of Sun City was buying two steaks for his dinner, a woman was buying a loaf of bread and a gallon of milk.

Lertola opened his wallet and paid for his steaks and groceries with two \$20 bills. The woman dug through her purse and came up 75 cents short for her two items. Lertola ultimately gave her the money she needed for her groceries.

The unidentified woman said she has trouble making ends meet since her husband died two years ago, but she doesn't know where to go for help.

Lertola said he sees many people grocery shopping in the Sun Cities with similar circumstances. Others have noticed as well.

Gordon Rosier, vice president of the Sun City Home Owners Association and a member of the Sun City Foundation, said he has seen similar unmet needs play out when he is grocery shopping.

"I don't know how many times I will see a person buying one or two items and not have enough money for them," he said. "There are a lot of times when I will see a clerk dig into his pockets to pay the difference."

"There is so much diversity here in terms of wealth. You have the people who are very wealthy, but there is a lot of poverty here too."

According to the U.S. Census Bureau, out of the 23,390 Sun City households surveyed in 1999, 1,635 had an income of less than \$10,000 per year. In Sun City West, 463 households out of

Daily News-Sun • Tuesday, May 28, 2002

SUN CITIES: Trends carry over from 1990 census

MICHAEL MARESH
DAILY NEWS-SUN

While incomes have climbed during the last 10 years in the Northwest Valley, 2000 U.S. Census figures show median household incomes in Sun City West are still higher than Sun City.

There were 4,705 Sun City households that earned \$15,000-\$24,999 in 1999, while there were 2,022 Sun City West households which fell within the same range. But more Sun City West residents were earning higher salaries than their neighbors to the east. As an example, 20.8 percent of all Sun City West households were earning \$50,000-\$75,000 in 1999, compared with 15.6 percent for Sun City.

The lower incomes, according to the census figures released Friday, reveal 20.1 percent of all Sun City households earned \$15,000-\$24,999, while its sister community to the west had 13.1 percent of its households in that range.

The reasons behind the variations in incomes are simple, said Sun City West Property Owners and Residents Association President Randy Fuller: The northwest portion of Sun City West, also known as the expansion area, is one factor.

"I think the fact that the home values up there are so

high says a lot," he said, adding that the median value of homes is also a little higher than Sun City as well.

"You have to have a potential buyer that can afford a higher-priced home," he said. "The homes are newer and the newer homes cost more. The cost of construction goes up with quality and size."

Fuller said he is not surprised at the census figures, because they mirror the numbers of 10 years ago. The PORA president also said since Sun City West is a younger community than Sun City, more and more of its residents are continuing to draw paychecks from current employers.

"We are 10 years younger than Sun City," he said, adding that over that time, the cost of living has increased while retiree incomes have stayed the same.

Almost one-third of Youngtown's households get by on \$15,000-\$25,000 a year, according to the 2000 census report, while another 42.5 percent made \$25,000-\$50,000 annually in 1999.

Youngtown Manager Mark Fooks said the census figures are about what he expected. He said it needs to be understood that a lot of Youngtown residents retired 20 years ago on salaries that were fair at the time. Those salaries, he said, are no longer equitable, but retirees have no choice but make adjustments to live

within their means.

"Retirement of 20 to 30 years ago is not sufficient to live on today," Fooks said. "As younger people making wages of today move in, the income numbers will increase. It doesn't surprise me. I know there are parts of Youngtown earning higher incomes than other parts."

The cities of El Mirage and Surprise have seen some dramatic changes over the last 10 years regarding income.

Almost 63 percent of the households in El Mirage earn \$15,000-\$50,000, and El Mirage Public Information Officer Bob Bushner thinks incomes will continue to rise.

"With the growth we have experienced over the last three years, demographics are changing," he said. "We would expect that trend to continue."

The 2000 Census reports the El Mirage population at 7,609, and Bushner thinks that figure has increased to more than 21,000 in the last two years.

"More families are moving in with children," he said.

The city of Surprise and its incomes are linked with the Sun City Grand retirement community. More than 61 percent of Surprise households earned \$25,000-\$75,000 in 1999.

Surprise Economic Development Director Tony Moon said he doesn't put much stock in census numbers.

"There is no question the household incomes are going up," Moon said.

Pulte spokesman John Waldron said the incomes most Sun City Grand residents earn raise the median household income for the city.

"It is fair to say they have a higher income and net worth than the average retiree," Waldron said, adding that in the last three years, 6,000 residents have moved into Grand, bringing their incomes with them. "That population of 5,000-6,000 would have a big impact on those numbers."

Nearly 60 percent of Peoria households earned \$35,000-\$100,000, and Mayor John

From A1

Keegan said the census figures are what he anticipated.

"I think it has become apparent that household incomes have been going up," Keegan said. "With some of the land and developments we have, I would expect the next census to find even more startling changes in the income figures."

Glendale household incomes do not stack up against the household incomes of Peoria, according to the census. Almost 52 percent of Glendale's households earn \$25,000-\$75,000 annually, and while Glendale Economic Development Director Jim Colson could not comment on the census figures since he had not seen the report, he said the general

increase of incomes in the Northwest Valley is a positive development.

"Population and quality of life are attracting people and businesses," he said, which results in higher salaries. "As businesses grow, we are

seeing the trend of pay scales increasing along with higher-quality jobs. We are very excited about the trends we have seen."

Michael Mares can be reached at 876-2513 or mmares@aztrib.com.

Daily News-Sun • Monday, May 27, 2002

New residents add new look to Sun City

**HOMEOWNER
TURNOVER:** Built-out
Sun City attracts
active buyers

Special Census Report, Part III

BRIAN POWELL
DAILY NEWS-SUN

Like so many others, Dick and Barbara Kuhn bought a home in the West Valley during the 1990s.

But the growing communities of Peoria, Glendale, Surprise and El Mirage were not the communities of choice for the former Cave Creek residents.

The Kuhns chose Sun City.

Dick, 61, and Barbara, 57, moved into Phase 1 in 1995 before buying and remodeling a home on Dawn Lake four years later.

"It's quiet, safe and desirable," Barbara

Kuhn said. "If you've been in the rat race for awhile, this is nice."

"They can't build anymore homes around you and that's what's great," Dick Kuhn said.

Not surprisingly, U.S. Census figures released Friday show the Sun Cities aren't the burgeoning communities their West Valley neighbors are. Although the census shows 116 homes were built in Sun City and Sun City West between 1999 and March 2000, those homes actually are areas in Peoria such as Ventana Lakes that have a Sun City ZIP code, said C.A. Freeman, board president of the Sun Cities Area Association of Realtors.

OVER



STEVE CHERNEK/DAILY NEWS-SUN

Dick and Barbara Kuhn renovated their home in Sun City, adding 2,400 square feet.

From A1

Just because the communities are built out, though, doesn't mean they aren't attracting newcomers. The census shows 12.3 percent of Sun Citians and 9.8 percent of Sun City West residents moved into their homes between 1999 and March 2000. And 27 percent of Sun Citians and 33 percent of Sun City West residents moved into their homes between 1995 and 1998.

Those percentages are below the state average but show 20 percent to 50 percent of the communities have turned over in the last few years.

A certain percentage of these new residents are couples such as the Kuhns, either recently retired or still working, who seek the recreation opportunities and tax benefits of Sun City. And for these couples who prefer a larger or modern home, remodeling is the answer.

The Kuhns transformed an 1,800 square-foot home built in the 1970s into a 4,200 square-foot home with a southwestern style and floor-to-ceiling windows overlooking Dawn Lake.

And they are not the only people on their block renovating their homes.

Barbara Kuhn said she has met many people raising their ceilings, tearing out walls and making bigger closets.

For couples choosing Sun City, remodeling is a popular option, but for the rest of the

Northwest Valley, new homes are the draw.

There is no better example than Surprise, where 68 percent of the city's homes have been constructed since 1995. The state average during the same period is 19 percent.

Phil Testa, Surprise's community development director, said Sun City Grand established a base for the new housing development that took off in 1995. The city has continued to grow since then, reporting a population of 31,000 in the 2000 census. Testa said according to last month's city estimates, the population has increased to 54,000.

Testa said Surprise continues to attract first-time homebuyers as well as those seeking active adult communities.

"We're concentrated at both ends," Testa said. "What we're trying to do is gently steer the market to bring in first-time move-ups and a variety of housing projects."

In Peoria, 35 percent of the homes have been built since 1995, according to the census figures.

Debra Stark, Peoria's community development director, said the city's peak years of growth were 1994 through 1998.

"At a time, we averaged 330 building permits per month, but we only issued 86 last month," Stark said.

Stark said most Peoria residents buying a home are not buying their starter home but are probably buying their first home in the city.

"We have people moving here that may have lived in Phoenix and want to get more of a suburban or family neighborhood," Stark said. "We still have a lot of new residents from other parts of the state or country."

In El Mirage, 53 percent of homes were built in the past seven years and 48 percent of the residents moved into their current homes between 1999 and March 2000, according to the census figures.

These statistics, however, are outdated because of the intense growth that has continued during the past two years, El Mirage spokesman Bob Bushner said.

"In January 2001, we had approximately 3,000 city residences served by the water department. By January 2002, we had almost 6,000," Bushner said.

The city of Glendale has shown less new house construction as a percentage than Peoria, Surprise and El Mirage. About 5 percent of Glendale's total housing units were built between 1999 and March 2000 and 13 percent were built between 1995 and 1998. Both statistics are at the state average.

"When you look at the life cycle as a city, Glendale is further on the maturity level than Surprise and Peoria," said Kate Langford, Glendale senior planner.

The city is also aligned with the state average in terms of the year the homeowner moved into the home. About 30 percent of the city's

residents moved into their homes between 1999 and March 2000 and 34 percent settled in their homes between 1995 and 1998.

"That's not surprising at all because of the move-up housing we have," Langford said. "As the second- and third-step home categories have become available and the Baby Boomers start to age, they are moving up to a nicer home."

Brian Powell may be reached at 876-2531 or bpowell@aztrib.com.

TUESDAY: The Daily News-Sun looks at income disparities of Sun Cities' residents, including the number of residents living near or below the poverty level.

May 25, and Sunday, May 26 2002

Seniors clocking in out of necessity

ECONOMIC CHANGES: Census notes uptick of workers in Sun Cities

ERIN REEP
DAILY NEWS-SUN

More Sun City and Youngtown seniors are working today than a decade ago — and not just to keep busy.

A drop in interest rates in the early 1990s that reduced seniors' investment income, coupled with a declining stock market, has sent more seniors back to work in the last decade, local officials said.

Recently released census numbers bear out the fact more seniors are working — at least in Sun City and Youngtown. And local officials say the aftermath of Sept. 11, not reflected in those census numbers, may be sending even more older Americans back to work.

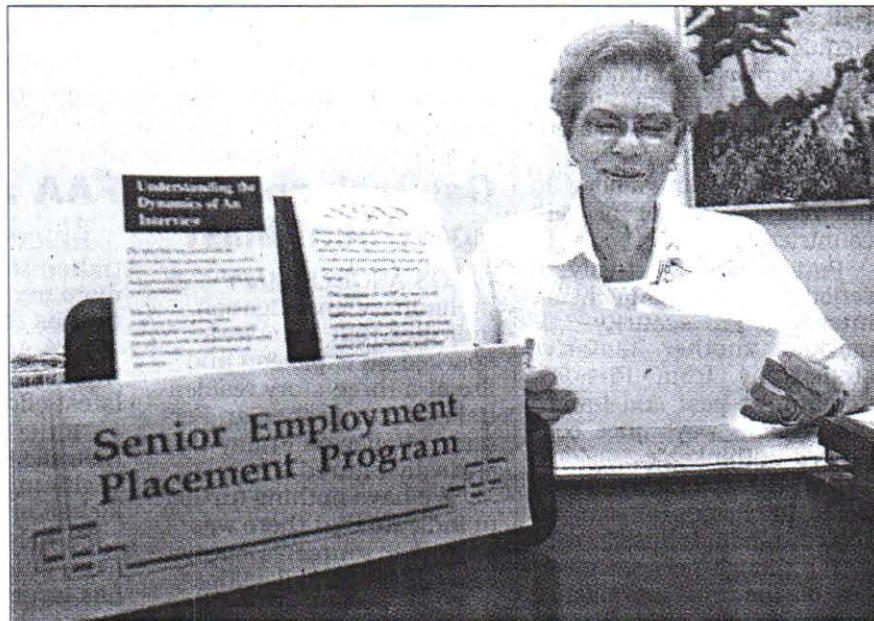
The latest wave of census data show 1,595 more Sun City residents are working in 2000 than in 1990, an increase from 10 percent of the population to 14 percent.

Youngtown also saw a 4 percent increase, going from 24 percent of the population working in 1990 to 28 percent in 2000. The town's numbers changed in large part because the community's age overlay was lifted in 1998, meaning younger residents began moving to the town that year. The median age in Youngtown dropped from 68.7 in 1990 to 65.3 in 2000.

"Youngtown was once an age-restricted community," said Dick Gregory, president of AARP Chapter 1 in Youngtown. "It went to all ages now."

"It's the new people moving in with children that's causing this," he said.

Sun City West's first residents began moving in in 1978, and the community wasn't built out until the late 1990s. Still, its employment



STEVE CHERNEK/DAILY NEWS-SUN

Joanne Sadek, coordinator of the Senior Employment Placement Program at Sun Health Olive Branch Senior Center, said census numbers about working seniors reflect a trend that retirees found their investments weren't providing enough for them to live on.

Special census report, Part II

rate stayed an even 8 percent from the 1990 census to the 2000 census.

In both Sun City and Sun City West, 1 percent of the population was unemployed, meaning they were in the work force and seeking a job, according to the 2000 census.

Joanne Sadek, coordinator of the Senior Employment Placement Program at Sun Health Olive Branch Senior Center, said the census numbers reflect a trend that occurred with the drop in interest rates in the 1990s.

People had begun taking early retirement, believing their investment portfolios would provide enough money to meet their needs. But "back in the early '90s we had a spell where interest rates dropped," Sadek said.

Then, the stock market bottomed out in the late 1990s, and the retirees found their investments weren't providing enough for them to live on.

Part of the problem is the younger retirees aren't eligible for Medicare until they turn 65. Once their employment insurance runs out, they find they can't afford their own insurance and aren't old enough for Medicare. "The medical insurance alone is enough to force them back to work," Sadek said.

Helen Blankenship of Experience Plus, a job placement agency for seniors, said her office is always busy, with most of the job applicants hailing from Sun City.

See Report finds, A5

OVER

Women outnumber men in Sun City

HOWARD FISCHER
CAPITAL MEDIA SERVICES

Psst.

Looking for a mate? Some new figures from the U.S. Census Bureau can aid your search.

The statistics show the number of men and women in Arizona is just about equal. In fact, there are only about 8,500 more women in the state than men.

If you're a man and want to boost the odds, the Census Bureau shows the best chance of finding a woman is Sun City. There, women outnumber men by a ratio of nearly three to two. The Census Bureau also reports the median age of a Sun City resident is 75.

A pattern reflected in Sun City seems to exist elsewhere: Where you find lots of women, you're likely to find they've simply outlived their spouses.

Youngtown, Sun City West, Green Valley and Sun Lakes all have significantly more women than men. And of all those communities, Youngtown, appropriately, has the youngest population, with a median age of about 65.

Among communities where the average age is younger, women outnumber men in places like Cottonwood, Patagonia, Thatcher, Nogales and Sedona.

At the other end of the spectrum, the community with the largest ratio of men is Florence, where they outnumber women by close

to five to one. But odds are that most of the eligible men there are men you wouldn't run into on the street, as the figures include the population of the state prison there.

The same is true of several other communities where men are in the majority, such as Eloy and Winslow, because they've run afoul of the law.

So where do you find a good man? Or at least one who hasn't been convicted of a felony?

The Census Bureau figures provide a few hints. Elgin, for example, has a relatively large percentage of men versus women. Of course, the pickings are slim: The 2000 census shows only 166 men in the whole community.

Looking for more variety? The Census Bureau shows men outnumber women by a six-point margin in South Tucson. Other communities where men outnumber women include Black Canyon City, Clifton, Tempe and Gila Bend.

The census bureau figures also show the median age of everyone in the state is 34.2 years — about 34 years and 2½ months. But there are extremes. Colorado City, a largely Mormon community on the Arizona-Utah border, is the lowest by far at about 14 years and 3 months.

Sun City has the oldest median age at 75, followed closely by Sun City West at 73.2, Green Valley at 72.2 and Sun Lakes at 69.3.

From A1

Blankenship said widows particularly have trouble making ends meet when they lose their spouse's Social Security benefits.

"When they become widows, their income is cut in half," she said. "This happens, a lot of times, when the breadwinner passes away."

"When you live at a certain level, to come down very quickly is difficult," Blankenship said. She said often times women who come into her office have not worked in several years.

An added difficulty, Blankenship said, is some of these widows feel a sense of shame when their neighbors — who have known them in better times — see them going back to work.

"It's very hard when you

live in Sun City and you realize you qualify for food stamps," she said.

Despite the public perception of the Sun Cities as affluent retirement havens, not everyone is well off. According to the 2000 census, 4.3 percent of Sun City residents who are 65 or older live below the poverty line. In Sun City West, 1.9 percent of those 65 or older are below the poverty line.

Both communities are still better off than the state average of 8.4 percent of individuals 65 or older living below the poverty line. In Youngtown though, 8.5 percent of those older individuals are below the poverty level, the 2000 census shows.

Another twist in the employment aspect of the Sun Cities is the number of residents commuting to work

outside the Northwest Valley. John Waldron, director of public affairs for Pulte Homes, which is building the Sun City Grand development in Surprise, said completion of Loop 101 has meant some Sun City residents commute to Phoenix to work.

The 1990 census showed 9.6 percent of Sun City residents commuted to work, significantly lower than the 13.7 percent shown in the 2000 census. Sun City West residents who commute to work made up 8.3 percent of the community's total population in 1990, decreasing to 8.1 percent of the population in 2000.

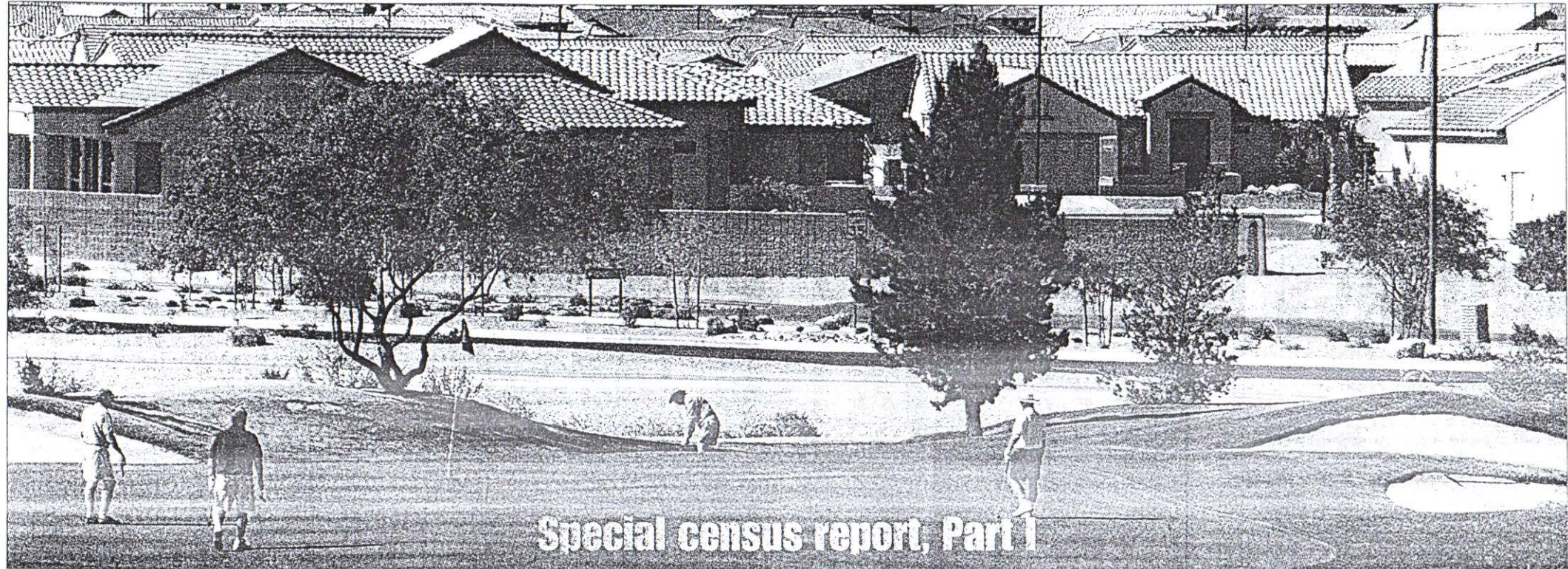
Much of the increase in working Sun City residents can be attributed to changes in the community since it was founded in 1960. The community's first phase now

has the youngest average age of all the Sun Cities in Arizona, Waldron said.

Sun City was built out in 1978. As original residents in Phase I transition into assisted-living facilities or pass away, younger retirees move in, sometimes renovating the houses, and many of them still work and commute, Waldron said.

The turnover is only now starting to occur in Sun City West, Waldron said. The community built out in 1997, and the first small wave of those residents is now moving to assisted care, he said.

MONDAY: The Daily News-Sun explores the housing boom in the Northwest Valley and the influx of new homeowners in the already built-out Sun Cities.



MOLLIE J. HOPPES/DAILY NEWS-SUN

Moving on up to the Westside

BOOMING: Statistics out today show dramatic changes in demographics

PATRICK O'GRADY
DAILY NEWS-SUN

Northwest Valley officials for years have been bucking a stereotype.

The region was always

deemed — in the kindest terms by people outside the region — as a backwater rural area filled with farms, a poorly educated populace with no real money in either the bank or their homes

generally bereft of anything redeeming.

Turns out, according to U.S. Census data released this morning, the reports of the West's place in the Valley were greatly exaggerated.

The Northwest Valley communities — including Sun City, Sun City West,

Surprise, El Mirage, Peoria, Glendale and Youngtown— have become more affluent and better educated than they were 10 years ago, and in most cases are outpacing state averages for household income and education, according to a detailed information in the latest wave of information released by the

U.S. Census Bureau.

The information released today was compiled from millions of "long form" census polls sent to residents during the government's effort to define who made up the United States in 2000.

The change from sleepy towns to thriving suburbs

has come, at least according to previously released data, seemingly overnight. Cities here have boomed in population. Surprise was deemed the fastest growing city in the state. Peoria added close to 70,000 residents.

See Once-sleepy, A2

OVER

From A1

It's definitely a change, said Carole Hubbs, a Sun City West resident who serves on the Maricopa County Planning Commission and is a candidate for the Arizona Legislature. She grew up here, albeit on the east side of town. She said things have definitely changed.

"When I grew up here, you didn't go past Central because there was nothing there," she said.

What has come to the area largely appears to have arrived in the past five years, according to the census data. While there are a few exceptions, nearly

every city and the Sun Cities experienced more people moving into the area in the past five years than the previous 15 years.

The Sun Cities, however, remained at a constant flow of residents showing about 2,875 people moving into Sun City from 1999 to March 2000, and about 1,465 moving into Sun City West, just as that community was finishing its building.

The true growth in the area occurred in Glendale, Peoria and Surprise. In Glendale, 25,488 homes were occupied between 1995 and 2000, compared with 15,442 in Peoria and 5,379 in Surprise. In each case, those numbers

represented between 30 and 40 percent of each city's number of households, according to the census.

It's growing so fast, it's getting hard to keep up, said Peoria Mayor John Keegan.

"Repeatedly what I tell people is that if you haven't been to Peoria in the past three years, you haven't been to Peoria," he said.

Where those people are coming from also is making a difference in the communities. While the Sun Cities have long been associated with attracting people from out of state to move in — each community sports between 92 and 95 percent of its population from

somewhere other than Arizona — the other cities also show high numbers of people who moved here from out of state.

Glendale, a city with more than 220,000 people, has close to 50 percent of its population claiming to hail from another state. Peoria had about 58 percent from somewhere other than Arizona, and Surprise had 62.8 percent of its population from out of state.

That influx of out-of-state residents has changed the dynamic of the Northwest Valley. The people who are moving here don't about all the perceived biases between East Valley and West Valley, and they're not particularly

interested in them, Keegan said.

"I think we have people that never saw the stereotypes and never bought into them," he said.

The education levels of Glendale, Peoria and Surprise have are on the rise, both in the number of people who have graduated from high school and those who have earned bachelor's degrees. Nearly all the communities, except El Mirage and Youngtown, have 80 percent have high school diplomas and above 20 percent have at least a bachelor's degree.

With incomes, the communities are seeing incomes rise. In 1990, the majority of incomes in

community ranged from \$15,000 to \$50,000. According to the 2000 census, the majority of people now are making between \$25,000 and \$75,000.

All of the new statistics being produced as a result of the census lead some in the area to believe the West Valley has been and will continue to be the place for growth.

"When my husband and I moved to the Valley years ago, the West Valley was the wrong side of the tracks," said Surprise Mayor Joan Shafer. "Now it's the right side of the tracks."

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Most degrees reside in SCW

HAYLEY RINGLE
DAILY NEWS-SUN

May 24,
2002

Sun City resident Patricia Smith surpasses the educational average of her peers.

Fewer Sun City residents have bachelor's or master's degrees than a decade ago, while Smith, 51, is heading back to school to build on her already impressive educational resumé.

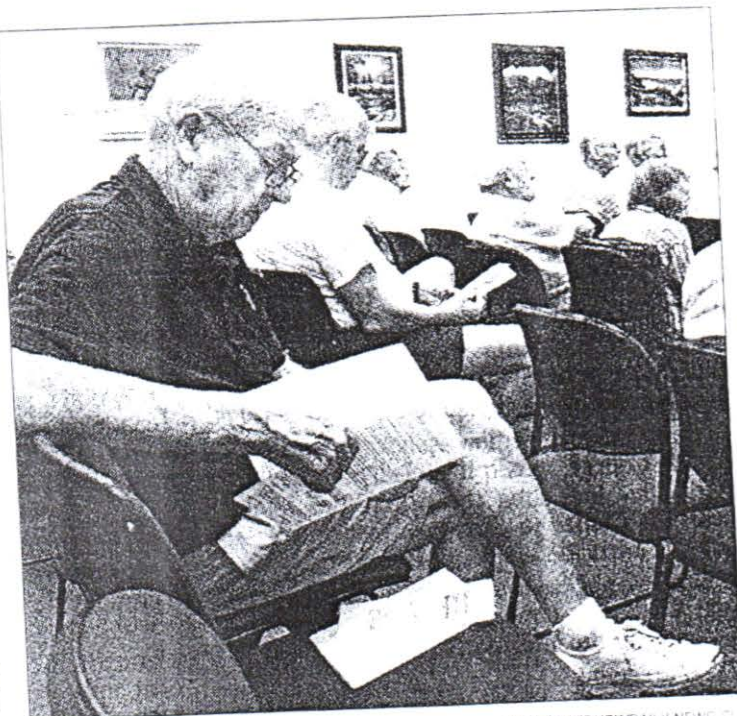
Smith has a master's degree in human resources management and is going back to school to become a secondary teacher in either business or social studies. She is going to Rio Salado Community College for a post baccalaureate teacher preparation program and is also getting a master's degree in educational leadership at Northern Arizona University.

Unlike Smith, fewer Sun

City residents today have associate, bachelor or master's degrees than 10 years ago, although more of them have at least some college education without degrees, and more of them are at least high school graduates.

In statistics released today, out of seven West Valley communities, Sun City West ranked the highest for percentage of residents holding bachelor's degrees or higher. Close to 30 percent of the community's population has at least a bachelor's degree, compared with about 20 percent of neighboring Sun City and about 22 percent in Glendale, Peoria and Surprise.

Sun City West is above average statewide, where census numbers state about 23.5 percent of the overall population has attained a



STEVE CHERNEK/DAILY NEWS-SUN

Dwight Wood, left, of Sun City West thumbs through material during a class at Rio Salado Community College's Sun Cities Lifelong Learning Center in Surprise Thursday.

bachelor's degree. In the Northwest Valley, nearly all the communities except, El Mirage and Youngtown, are within a percentage of the

state average.

Census figures show 28.6 percent of Sun City residents

See Statistics put, A2

Census 2000 Educational Attainment

	SUN CITY	SUN CITY WEST	YOUNGTOWN	SURPRISE	EL MIRAGE
	Total	Total	Total	Total	Total
Population 25 & older	37,806 = 100%	26,200 = 100%	2,591 = 100%	22,608 = 100%	3,627 = 100%
Less than 9th grade	1,403 = 3.7%	427 = 1.6%	319 = 12.3%	1,460 = 1.5%	1,055 = 29.1%
9th to 12th grade, no degree	3,762 = 10.0%	1,820 = 6.9%	353 = 13.6%	1,940 = 8.6%	714 = 19.7%
High school graduate (and equivalent)	12,570 = 33.2%	7,128 = 27.2%	954 = 36.8%	6,523 = 28.9%	986 = 27.2%
Some college, no degree	10,815 = 28.6%	7,937 = 30.3%	639 = 24.7%	6,507 = 28.8%	549 = 15.1%
Associate degree	1,559 = 4.1%	1,043 = 4.0%	44 = 1.7%	1,554 = 6.9%	117 = 3.2%
Bachelors degree	4,546 = 12.0%	4,773 = 18.2%	157 = 6.1%	3,082 = 13.6%	172 = 4.7%
Graduate or professional degree	3,151 = 8.3%	3,072 = 11.7%	125 = 4.8%	1,542 = 6.8%	34 = 0.9%

PEORIA	GLENDALE
Total	Total
70,583 = 100%	129,927 = 100%
2,502 = 3.5%	8,714 = 6.7%
5,742 = 8.1%	14,195 = 10.9%
19,771 = 28.0%	33,278 = 25.6%
21,568 = 30.6%	37,082 = 28.5%
5,671 = 8.0%	9,418 = 7.2%
10,740 = 15.2%	18,058 = 13.9%
4,589 = 6.5%	9,182 = 7.1%

TINA GAMEZ/DAILY NEWS-SUN

OVER

25 and older have attained some level of college education without earning degrees. The number was 23.9 percent in 1990.

The percentage of Sun City residents 25 and older receiving associate degrees decreased from 4.4 percent to 4.1 percent over the 10-year span. Those with bachelor's degrees dropped from 14.3 percent to 12 percent; while those with graduate or professional degrees dropped from 8.8 percent to 8.3 percent.

Sun City West residents with some college education but no degrees increased from 25.7 percent to 30.3 percent from 1990 to 2000. The number for bachelor's degrees went from 17.5 percent to 18.2 percent, while graduate or professional degrees statistics went from 10.2 percent to 11.7 percent. The number of people with associate degrees decreased from 4.6 percent in 1990 to 4 percent by 2000.

The 2000 census shows about 15.2 percent of Arizonans have bachelor's degrees while 8.4 percent have graduate or professional degrees.

In Youngtown, the number of people graduating high school is higher than the state average, while the number of people attending college and earning degrees is lower than the state average.

The 2000 census shows 36.8 percent of Youngtown residents have at least a high school diploma; the state average is 24.3 percent. The number of Youngtown residents who have at least a bachelor's degree is 10.9 percent in the 2000 census, compared to the state average of 23.5 percent. The town's residents almost met the state average in the number of residents who had some college experience without a degree: Youngtown had 24.7 percent while the state had 26.4 percent.

Carol Wilson, senior associate dean of Rio Salado College, which has classrooms all over the Valley including the Sun Cities Lifelong Learning Center in Surprise, said Rio Salado officials advocate lifelong learning.

"It may not be a degree they're after," Wilson said. "It depends on the person. It depends on the situation."

Smith spent 20 years in the Navy and since retiring in 1994 has held multiple corporate jobs. The last two years she worked in domestic-violence grant management for the government.

"This has been the first chance I've had where I could financially get by before I sought employment," said Smith, who said she was more concerned about her ability to go back to school than get a job. She added,

though, "I still have the concern of job hunting and competing against 22-year-olds who have just graduated."

Some of those younger graduates live in the communities surrounding the age-restricted Sun Cities.

In Peoria, the percentage of residents 25 and older who have at least a high school degree increased to 88.3 in 2000 from 83.5 in 1990. The state average is 81 percent.

Ed Sloat, the director of research, planning and assessment for the Peoria Unified School District, said the numbers still seem "disturbingly low."

The percentage of people who have at least a bachelor's degree in Peoria is 15.2 percent, which is the same as the state average. It is higher than 1990 figures, though, where 11.9 percent of Peoria residents had at least a bachelor's degree.

"I don't see how you can move into this technological society and only have 15 percent that are getting bachelor's degrees," Sloat said. "High school is just not adequate."

Sloat said he sees the numbers going up, especially with the group of high school students who graduated from Peoria schools Thursday.

"We surveyed seniors and asked if they planned on continuing education and 84 percent indicated that they are going to attend higher education right away," Sloat said.

In Glendale, the percentage of people with graduate or professional degrees in the 2000 census was 7.1 percent, compared with 5.2 percent in 1990.

The percentage of people with bachelor's degrees in Glendale is 13.9, compared with 12.5 percent in 1990. The state average is 15.2 percent.

In El Mirage, the number of people receiving higher education is lower than the state average. Figures from 1990 were not available for comparison.

The percentage of El Mirage residents with graduate or profession degrees is 0.9 percent, compared with the state average of 8.4 percent. The number of residents who have at least a bachelor's degree is 4.7 percent, compared with the state average of 15.2 percent.

Only 51.2 percent of El Mirage residents hold high school certificates, compared with the state average of 81 percent.

In Surprise, more people are graduating from high school and attending college than the state average, but fewer are getting higher-level degrees.

The number of Surprise residents with some college experience but no degree is 28.8 percent, compared with the state average of 26.4 percent. While 13.6 percent of Surprise residents have at least a bachelor's degree, the state average is 15.2 percent.

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SATURDAY: The Daily News-Sun looks at the number of Sun Cities and Youngtown residents who have gone back to work to supplement their incomes, as well as the percentages of women and men in various Arizona communities.

For love or money?

COHABITATION:
Data doesn't tell
why, but Sen.
Cirillo thinks it's a
combination of
romance and
finances

MICHAEL MARESH
DAILY NEWS-SUN

Some Sun Cities homeowners who are unable to meet mortgage payments alone are renting out parts of their homes to close friends or relatives.

And an additional group of homeowners cohabitates for romantic reasons.

According to 2000 census figures released today, 345 Sun City residences — out of 23,490 — are occupied by unmarried adults, while the number is 175 — out of 14,997 — in Sun City West. Although the census figures did not reveal whether the reasons for living together were financial or romantic, a state legislator said both

explanations apply.

The majority of unmarried people living together are men and women, with only one of them owning the home.

Of the 345 joint Sun City residences, 43 consist of male-owned homes with male roommates, 144 are male households with female roommates, 19 are female households with female roommates and 139 are female households with male roommates.

With 14,997 homes in Sun City West, 175 are cohabitating households. Of them, 18 are shared by two males with one owning the residence, 77 residences are shared by one man and one female with the man owning the property, 18 are occupied by two females with one being the owner and 62 other homes are occupied by a man and woman with the woman owning the property.

Sun City West, however, had the lowest percentage of cohabitating homes in the Northwest Valley, with just 1.2 percent. El Mirage had the most, with a whopping 9

percent of total homes. Glendale had the second highest rate of 6.8 percent followed by Peoria with 4.7 percent and Surprise with 4.1 percent. Youngtown and Sun City came in low on the list, pulling in 1.9 percent and 1.5 percent, respectively.

Steve Meade, president of Ken Meade Realty, said his experience shows some of the census figures may be accounted for by sisters who are living together. In such cases, Meade said, one sister usually owns the home and the other rents from her.

"I think it happens when you have two people with some relation," Meade said. "Sisters are a perfect example of that."

Sen. Ed Cirillo of Sun City West, R-District 15, who helped push a bill to allow men and women to live together legally earlier this year, said he was not surprised by the cohabitation figures.

"I never thought it was a large percentage of the people," he said.

See Cohabitation, A5

From A1

Cirillo said the numbers could be skewed because questions of propriety might lead some residents to fill out the questions dishonestly.

Regardless, he said, the old law that made it illegal for unmarried men and women to live together had to be changed.

"The law was not a good law," Cirillo said.

The old law did not differentiate between couples living together for romantic reasons and couples living together to share expenses, he said. And just because two men or two women are living together doesn't mean the reasons are financial, he added.

"I have no doubts there are homosexuals and lesbians living (here) together," he said.

Because the old law forbidding cohabitation was in effect while the census was conducted, Cirillo said, some

people may have been inhibited from being honest, which may mean more joint households exist in the Sun Cities.

"We will know that in 10 years," he said.

Along the lines of financial considerations, Meade said some people live together for tax purposes.

"The tax situation tends to penalize marriage and Social Security so you have situations out here where it's beneficial not to be married," Meade said.

Pat Summers, branch manager for Coldwell Banker and a director for the state agency for Realtors, said although it does happen, it's rare that people will pool their resources to buy a home.

Adults living together with only one of them owning the home, however, has been a long-standing practice, said Summers, who has worked in the area for the last 17 years.

"I think it's a big trend,"

she said. "That does happen. It's always been like that."

And while sisters and brothers across the nation may be living together to save money, the situation seems to be more common in retirement communities, Summers said.

While the census figures showed cohabitation among nearly 1.5 percent of all Sun City households and nearly 1.2 percent of Sun City West residences, Summers guessed the number was higher, about 5 percent.

"You have to realize seniors have always (tended) to that area," she said. Many seniors, she said, room together when they get older so they can take care of each other and have some companionship.

"It's not necessarily a new trend," she said. "It is not the majority, but there are (some cases)."

"The majority of what we sell is to a husband and wife," Summers said. "(But) we

certainly sell a lot of home individuals."

Youngtown, with a population of just more than 3,000, has 56 households with unmarried adults living together. Of the 56, 10 households have male homeowners with female partners and 24 have female homeowners with male partners.

Census figures from Surprise show 12,484 households with 510 residences where people are cohabitating. Of the 510, 448 households have male-female roommates. In El Mirage, of the 2,121 households, 1,000 have unmarried adults living together.

Glendale, with 75,000 households, had 5,000 cohabitating households. Peoria, with 39,814 households, had 1,886 cohabitating couples.

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The future of America



STEVE CHERNEK/DAILY NEWS-SUN

Seniors eat lunch at the Olive Branch Senior Center. Census 2000 data show that 14 percent of Sun City residents are 85 or older, reflecting the longer life spans of senior Americans.

AN AGING NATION: Sun Cities stats give glimpse of America's future

BRUCE ELLISON
DAILY NEWS-SUN

Census findings showing the aging of the Sun Cities could make the communities a textbook example of what the nation will face in dealing with the benefits — and drawbacks — of people living longer.

In Sun City, the nation's first planned retirement community, there are more than 5,500 people 85 or older, or about 14 percent of all residents, Census 2000 revealed today. Nationally, only 1.5 percent of all people are 85 or older.

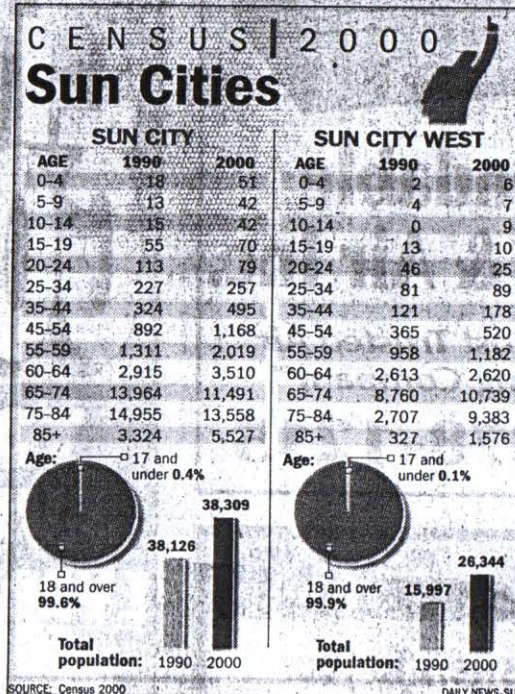
That's more than 10 times the number of those 85 and older living

elsewhere in Arizona and is an increase of almost 40 percent from 1990.

The data also show, as expected, the population of Sun City West is growing older, while the median age in Sun City remains almost unchanged in the decade from April 1990 to April 2000.

"Sun City for a long time has been a microcosm of the future," said Sharon Harper of Peoria, who with her partner, Dr. Harold Gries, developed the Plaza del Rio retirement complex.

"The demographic changes in Sun City and how they're handled could suggest what lies ahead elsewhere in the nation — and what can be done about them," said Harper, a pioneer in Arizona in developing campuses for retirees. Harper also is credited with developing the state's Senior Living



See Sun Cities, A5

Home sales were in a slump, stores were closing in local shopping centers, the Recreation Centers were in a budget crisis. But "it did turn around," Rex said.

In part, the turn-around came from the influx of new retirees, in their 60s, who bought inexpensive homes in the retirement community. The same trend is happening now, but the retirees are even younger, usually in their late 50s.

Some actions already have been taken to deal with the 85-plus numbers, experts say.

At Interfaith Services, established 20 years ago, "the median age of the clients we serve today is 84, so we know the problems and how to deal with them," said Michelle Dionisio, executive director.

Still, she said, "there will be an impact on all the social service agencies because there needs to be a support system for these people, to keep them staying at home as long as possible."

One problem with providing that system, Dionisio said, is the lack of workers, either paid or volunteer, to provide the shopping trips, day-care staff, bus drivers and other help.

"It's a challenge, yes, but also an opportunity we have to find new ways of doing this," she said. "And it will force policy makers to look at the problem of aging Americans rather than overlooking it."

Harper said the increased availability of congregate care and group living arrangements in Sun City, Sun City West, Peoria and now Surprise, would be a help.

Even though such residents are no longer "at home," they aren't institutionalized in the traditional sense, she said.

One benefit to the congregate living arrangements is that expenses tend to stay fixed over longer periods, and there is no sudden cost such as for a new roof or water heater.

"That lets people on limited or fixed incomes plan their yearly budgets much more easily," without the fear of an unexpected expense, Harper said.

The homes that were in poor repair in the late 1980s, and those in such shape now, increasingly are being bought by people who want to fix them up, as a do-it-yourself project, or with contractors, as a drive along Sun City's residential streets shows today.

The 1980s crisis also led to the formation of the Sun City Visitors Center and its efforts to promote the community after Del Webb Corp. completed its work there.

In Sun City West, community leaders have the experience of Sun City in the '80s to study, and have taken steps to forestall a similar crisis as that community ages.

The Sun City West Recreation Centers' budget is being increased — despite vocal opposition — to pay for maintenance and improvements, and both the Centers and the Sun City West Property Owners and Residents Association have studied the potential for long-range problems in the community and options for prevention.

PORA collected funds for, and opened, a visitors center five years ago.

Sun Cities a microcosm of the aging of America's population

From A1

Cluster, which pushed efforts to establish an Office of Senior Living.

Both Sun Cities are demographically unusual for two reasons.

First, they are age-restricted, so most of the population starts living here at age 55 or older.

Second, both communities now are completed and there is no room for additional people to arrive and change the makeup of the population unless someone dies or moves away.

As the residents age, they generally remain in the community. But because women, in general, live a decade or more longer than their spouses, the death of one person in a marriage does not open up a dwelling unit for a younger newcomer.

Instead, the population falls while the age level increases, which is why Sun City West, which followed the original Sun City development by 18 years, has become older, rising in median age from 69.1 years in 1990 to 73.2 years in 2000.

That trend is likely to continue for another decade, as residents in their 70s age in place and few new arrivals move in.

In Sun City, by contrast, that bulge already is passing. There are many more one-person households than in Sun City West, and with the death of the second spouse, more homes are available for newcomers.

A couple in their late 50s or early 60s — typical of today's retirement choices — replaces the one 80-year old, pushing down the median age.

The bulge hasn't quite peaked, since the median age in Sun City rose to 75 from 74.5 a decade earlier, but unless life expectancies rise sharply in the coming decade, the community will quickly become younger.

In April 2000, Sun City had 5,527 people who were



STEVE CHERNEK/DAILY NEWS-SUN

Evelyn Kortie, 56, takes the empty plates from James Mannis, left, 80, and Floyd Whitney, 75, at the Olive Branch Senior Center.

age 85 or older, or almost 14 percent of the population. Those numbers are up from 3,324 people age 85 or older in 1990, or 9 percent of the population.

Statewide, the number of residents 85 or older is just 1.3 percent of the population, or a total of 68,525 people. That number, however, was an 81 percent increase over the same state statistic in 1990.

In Sun City West, those 85 and older rose to 1,576 from 327 a decade earlier, an increase of about 450 percent. But those older residents made up just 6 percent of the total Sun City West population in 2000.

The number of the very old in Sun City West already likely has risen, since 35 percent of all residents there last year were already 75 to 84 years old. That is the same percentage of 75- to 84-year-olds in Sun City.

Women easily outnumber men in both communities. In older Sun City, it's about three women for two men; in Sun City West, it's about 55 percent to 45 percent.

The large number of the very old in Sun City has both social and economic implications for the community.

● For instance, those in their 80s and beyond tend to have less retirement income than newer retirees.

Because of the way pension plans were crafted before 1974, and because fewer women worked in the 1950s and 1960s than more recently, income is less for those residents, meaning they could encounter financial problems.

● Transportation can be a problem for those in their 80s, as various infirmities eventually make them decide against owning an automobile. That means a greater emphasis on public or on-demand transit services.

● The very old, often no longer as active as they once were, become minimal users of Recreation Centers facilities. They may become averse to paying Recreation Centers dues, and vote against improvements in facilities they no longer use.

● Health deteriorates with age, and problems compound, increasing the need

for social services such as home care, aid with shopping and adult daycare.

● Shopping can become more complex, especially as the profusion of large chain store outlets along Bell Road gradually supplants local stores that were uncrowded and easy to reach. The battle over the closing last year of the Safeway store at 107th and Peoria avenues is an example.

● With limited incomes and fears of the need of nursing home care, some of the very old let property deteriorate, not from lack of pride but because they can no longer do the work themselves, have trouble hiring help, and may not be able to afford it.

But that social and economic situation isn't new, said Tom T. Rex, a business researcher at Arizona State University.

"That's very close to what happened in the early 1980s, when the real estate slump hit," he said. "It came at the same time the first group of Sun Citians, who arrived when they were 65, were turning 85."

Census gives women majority

GIRL POWER: Females outnumber males by 33 percent in Sun City, 20 percent in Sun City West

JOHN SOKOLICH
DAILY NEWS-SUN

The words of Alan Jay Lerner, whose "Thank Heaven for Little Girls" told the story of grown-up boys courting grown-up girls, may not ring true in Sun City.

Census 2000 figures released today show women outnumber men by almost 33 percent in Sun City.

In Sun City West, the odds of finding a new love get a little better as women outnumber men by a little less than 20 percent. The census numbers also show there is a small percentage of unmarried couples living together within the community.

Wendy Latimer, former president of the now-disbanded Senior Singles in Sun City, said she has noticed the disparity between men and women in the community for a

number of years. The result, she said, can be loneliness for some women looking for a male counterpart.

"There is something interesting about women," she said. "The real truth of the matter is that single men manage better in society than single women. Men can go out on their own, and some women can't seem to do that."

The Senior Singles group is no longer together, but when it was, Latimer said the small group's women-to-men ratio was 4 to 1.

"We had three men as opposed to 12 women, and that was not a good balance at all," she said. "Actually, one man who showed up to a meeting met the love of his life the first time he went. He got engaged to the woman, and it happened because they just happened to sit next to each other."

But for other single clubs in the area, love is harder to find. Case in point: the Sun City Newcomers Singles. The club is part of the Newcomers Hospitality Club, which was formed to acquaint newcomers to the area and help them make friends through a variety of activities.

See Women outnumber, A5



STEVE CHERNEK/DAILY NEWS-SUN

Because women outnumber men in the Sun Cities, ladies wait in line to dance during a "waterfall mixer" at a Sun City Singles Club dance Friday at Sundial Recreation Center.

Women outnumber men in Sun Cities

From A1

Even though the Newcomers Singles is almost 100 members strong, women outnumber the men by nearly 10 to 1, according to chairwoman Libby Lemacher.

"There are a lot of activities for singles in the area, but for some people, they need to have company if they have to go somewhere," she said. "I am not a loner, so going to a dance by myself is not something I would do."

Newcomers Singles members try to attract more men to their monthly activities, but Lemacher said that's a difficult task.

"When we went to the horse races, we seemed to get more men," she said. "But trying to get men to join us for other activities is hard."

In fact, some single women have given up on the idea of meeting a man in the area.

"There has always been the thought of getting remarried in the back of my mind," Lorraine Mideleri of Sun City West said. "But I've sort of tried to not think about it as much anymore. I have a lot of friends who are women and we just have a good time going to places with each other."

Sun City West resident Alice Hoffman, who was one of those friends eating lunch with Mideleri on Tuesday afternoon, agreed.

"A group of us go out together and just have a good time," she said. "If we meet someone along the way, all the better, but it's not something we are trying to do every time we go out."

Leading the women's list for single activities in the Sun Cities are mixers and socials sponsored by the Recreation Centers of Sun City and Sun City West. Every Friday night,

the Sundial Recreation Center in Sun City plays host to a singles dance, and a similar event is at the R.H. Johnson Recreation Center each Saturday night.

And while the census numbers are gloomy for single Sun Cities women looking for a new romance, the picture is bright for those who are happy with the friendship of other women, Latimer said.

"Some women do not like to be alone," she said. "They look for a partner and try to start their life over again. But for others, it is a more social type of thing. They meet other women and socialize with each other."

In Sun City West, where the gap between the numbers of women and men isn't as wide, the Senior Singles club still has a hard time attracting men.

"I would say we are probably 80 percent women right now," Jean Hayes of the club said. "There is definitely a disparity between the men and women, but we do have some men come to the club's activities."

George Tilley, a single man living in Sun City, acknowledged there were fewer men than women here, but said women looking to get hitched again might have trouble even if the odds weren't against them.

"When my wife died six years ago, I never thought I would get married again, and I still believe that today," he said. "I think maybe the women are looking to get married again. But not me, and not any of my friends. My wife was the only one I wanted to be with, so I'm still married to her ... in my heart."

John Sokolich can be reached at jsokolich@aztrib.com or at 876-2526.

Webb studies boomers, terms them 'zoomers'

JEANNE WINOGRAD
DAILY NEWS-SUN

Del Webb Corp. has a few things to teach other homebuilders around the country about design and marketing to "Ikes" and "Zoomers," terms it uses to define Baby Boomers' parents and the Boomers themselves.

Del Webb President and CEO LeRoy Hanneman Jr. spoke about changes in the housing market due to "Zoomers" during a National Association of Home Builders meeting titled "Building for Boomers and Beyond, Seniors Housing Symposium 2001," held Thursday in Phoenix.

Hanneman said the company has conducted four nationwide Baby Boomer studies in the past five years. The company is in the process of trademarking its term Zoomers, which it defines as the generation of more active seniors who began turning 55 on Jan. 1.

"Appearance and style are crucial," Hanneman said. "Unless you're changing with the times, you retain the same dated look."

One of the company's findings is that "350,000 Boomers will consider

moving to a Sun City-type community as they retire," which Hanneman said "shows the strength of our brand."

But subtle changes are in the plans, he said, referring to the Sun City near Chicago, which he described as the company's "country club" style of development that is age-targeted, not age-restricted.

Hanneman also said the majority of the company's future developments will be significantly smaller than past ventures such as Arizona's Sun City and Sun City West. Although the bigger developments may still be undertaken, smaller communities will be more prevalent.

The company is planning four new developments, and will unveil more information about them in the next 30 days, he said.

It is increasingly difficult to purchase large tracts of land, Hanneman said. For smaller or mixed sizes, such as the Anthem property in north Phoenix, the Del Webb brand can be adapted.

Hanneman said company officials have considered whether they want to update the Sun City name for future projects. He referred to

the "It's not your father's Oldsmobile" campaign General Motors used before discontinuing the Oldsmobile line.

"Is Sun City itself your father's Olds?" he said. "I hope not."

He said Terravita and Anthem, the latter of which targets three groups within one property, are examples of how the company already is altering its focus.

"The old-fashioned sense of retirement is as extinct as shuffleboard," Hanneman said, noting that the company's studies show "Zoomers" are healthy, active, into learning, technical and financially savvy, and one-third want to start businesses in retirement.

The company's research found that most 55-year-olds won't think of themselves as old for another 22 years.

Although a primary Zoomer goal is to be free of dependents and debt, and though the generation has been described as self-indulgent, Hanneman said increasing numbers of Boomers are taking care of parents or other older family members. Del Webb, he said, will consider such needs as it builds in the future.

Marketing to Boomers

Del Webb Corp. studies have revealed a host of marketing information about Baby Boomers — or Zoomers, as the company has dubbed them because of their more active lifestyles.

Among the findings:

- The active adult market is the fastest growing segment of the housing industry.

- Born between 1946 and 1964, the 84 million Baby Boomers will turn 55 in the next 10 years. The first wave started hitting the milestone on Jan. 1.

- As a group, Boomers will inherit \$10 trillion from their parents.

- Boomers are sophisticated homebuyers, many of whom have owned three or more houses.

10-29-01

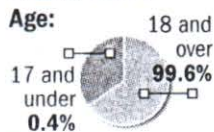
Daily News-Sun • Wednesday, March 28, 2001

census | 2000

Northwest Valley

An economic slump in the early 1990s gave way to an unrelenting boom that drew tens of thousands of people a year seeking a sun-splashed, prosperous existence.

SUN CITY

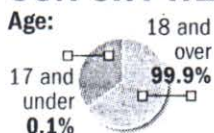


Total population:
1990 **38,126**
2000 **38,309**

Demographic breakdown:

	1990	2000
White	37,960	37,710
Black	63	196
American Indian	26	48
Asian/Pacific Islander	—	115
Other race	28	63
Hawaiian/Pacific Islander*	49	—
Two or more races*	—	167
Hispanic**	191	383

SUN CITY WEST

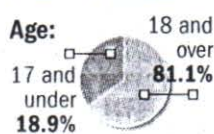


Total population:
1990 **15,997**
2000 **26,344**

Demographic breakdown:

	1990	2000
White	15,897	26,005
Black	59	129
American Indian	12	14
Asian/Pacific Islander	—	97
Other race	2	20
Hawaiian/Pacific Islander*	—	10
Two or more races*	—	71
Hispanic**	33	154

SURPRISE

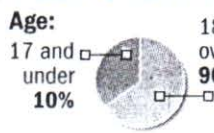


Total population:
1990 **7,122**
2000 **30,484**

Demographic breakdown:

	1990	2000
White	3,896	26,521
Black	113	806
American Indian	37	134
Asian/Pacific Islander	—	329
Other race	3,067	2,427
Hawaiian/Pacific Islander*	9	16
Two or more races*	—	615
Hispanic**	3,916	7,184

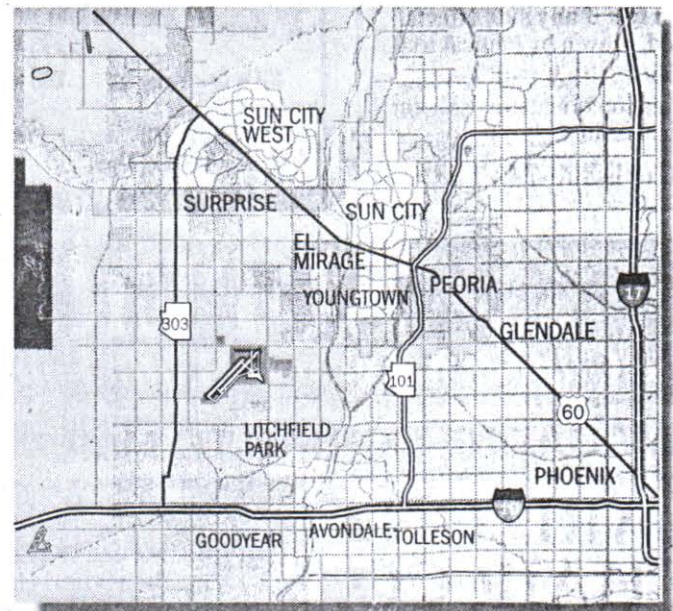
YOUNGTOWN



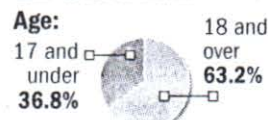
Total population:
1990 **2,542**
2000 **3,010**

Demographic breakdown:

	1990	2000
White	2,424	2,676
Black	25	41
American Indian	2	15
Asian/Pacific Islander	4	26
Other race	87	218
Hawaiian/Pacific Islander*	—	—
Two or more races*	—	—
Hispanic**	169	383



EL MIRAGE

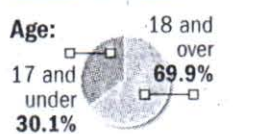


Total population:
1990 **5,001**
2000 **7,609**

Demographic breakdown:

	1990	2000
White	1,764	5,042
Black	131	250
American Indian	20	65
Asian/Pacific Islander	10	29
Other race	3,076	1,992
Hawaiian/Pacific Islander*	—	4
Two or more races*	—	227
Hispanic**	3,948	5,084

GLENDALE

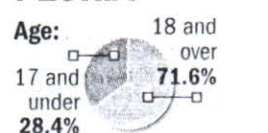


Total population:
1990 **148,134**
2000 **218,812**

Demographic breakdown:

	1990	2000
White	125,884	165,293
Black	4,455	10,270
American Indian	1,402	3,181
Asian/Pacific Islander	—	6,003
Other race	13,243	26,188
Hawaiian/Pacific Islander*	3,150	293
Two or more races*	—	7,584
Hispanic**	22,911	54,343

PEORIA



Total population:
1990 **50,618**
2000 **108,364**

Demographic breakdown:

	1990	2000
White	44,012	92,050
Black	1,107	3,012
American Indian	300	734
Asian/Pacific Islander	733	2,077
Other race	4,466	7,686
Hawaiian/Pacific Islander*	—	120
Two or more races*	—	2,685
Hispanic**	7,856	16,699

* New category for 2000 census

** Because Hispanics can be of any race, percentages do not add up to 100.

Daily News-Sun • Saturday, Oct. 21, and Sunday, Oct. 22, 2000

Census unlikely to show growth in Sun Cities

NO ROOM TO EXPAND: As surrounding communities annex and build, retirement communities remain landlocked, static

BRUCE ELLISON
DAILY NEWS-SUN

While other West Valley communities have shown dramatic growth in the last five years, the population in Sun City likely has remained static, and there's been little change in Sun City West since Del Webb Corp. completed the community two years ago.

New estimates of the July 1, 2000, population for Valley communities should be available by mid-November, said Harry Wolfe, a senior project manager and census expert at the Maricopa Association of Governments.

They will update the Census Bureau's estimates for July 1,

1999, and should continue to show a dramatic percentage growth in Surprise and in El Mirage, where new homes and subdivisions have sprouted like weeds. But both those cities are able to grow by annexation and by building more homes on vacant land within the city limits.

Neither 40-year-old Sun City nor the younger Sun City West has any land available for home construction, and the unincorporated communities cannot expand by annexation.

In both Sun Cities, though, new care centers and multi-unit senior housing facilities have been built, so there has been

some small increase in available dwelling units.

Nonetheless, population increase in the original Sun City communities is constrained because in order to free up structure for two new residents, two older residents must either die or move out.

Statistically, there's a decade more between the death of spouses, meaning that population declines while there are more and more single-person households. In fact, that has been shown to happen in Sun City in the 1990 and special 1995 census.

Wolfe said Sun City West population is a number up grabs, in part because official census figures are based where people say they live.

"Those who have two homes

See Growth bypasses, A

From A1

say in Minnesota and in Sun City West, are asked to choose one as their principal residence for the census count," he said.

"When you see Sun City West in the heat of summer, it's like a ghost town," said Wolfe, whose mother lives in the community.

"We don't know how many say they live in Minnesota, even if they are here in the Valley for eight or nine months and only go back north in summer."

That's a problem for Surprise, said city spokesman Dave Reuter, who pointed to several residential communities that city officials know house large numbers of part-time residents.

"If all were counted as living here, the city would be larger," he said.

Former city manager Dick McComb often said that if all those part-year residents registered cars and RVs in the city, there would be a lot more cash available for road work.

In the five years from 1995 to

1999, Wolfe said, Surprise went from 10,737 residents to about 26,000, a gain of 139 percent.

"And in the last year, it looks like they've added 3,000 new units, so the July 1, 2000, numbers should be considerably higher," he said.

"It's a little scary to look at Surprise and realize that they've built almost as many new homes last year as Scottsdale," Wolfe said.

"It is scary," agreed Reuter, who said Mayor Joan Shafer isn't sure that much growth that fast is good.

"I'd rather have good, controlled growth, and I think we're managing to do that here," she said.

When the estimates are released, it may be that El Mirage was the fastest-growing West Valley community last year, at least in percentage terms.

"We've seen more than 500 homes built in a year," Wolfe said. "While we don't know yet how many people to estimate in each one, that's a lot of increase from a very small base."



Jill DiPasquale/The Arizona Republic

John Rusnak gets congratulated by Roosevelt Bass after bowling a strike recently at Lakeview Lanes in Sun City. Bass is one of few Black people in the Sun Cities.

Sun Cities = White

Few minorities move into Valley retirement areas

By Jim Gintonio
The Arizona Republic

“ Racism did not go away. It's just more subtle than it used to be. You saw that when they were trying to get (Arizona's) Martin Luther King holiday passed. So, why the surprise? Racism is as alive in Sun City as it is in Phoenix, as it is ... wherever.

Jim Warfield
General manager,
Recreation Centers
of Sun City Inc.

As Arizona's minority populations continue to swell, the Sun Cities remain White bastions.

It's not expected to look different when federal census takers begin counting heads this spring.

Blacks, Hispanics, Asians and Native Americans are among the 60,000 residents in the Valley's two largest retirement areas — but altogether, they make up less than 1.5 percent of the Sun Cities' population, compared with more than 25 percent statewide.

When told that the 1995 minicensus showed 365 Hispanics in her community, Maria Martinez, a contestant in the Ms. Senior Arizona pageant and a Sun City resident, laughed.

“I wasn't aware of them,” the fifth-generation Arizonan said. “Where I live, it's only me. There are 365? I would like to know where they're at. I'll have to go out and look for them.”

“My (Hispanic) friends live in Phoenix and Tempe,” added Martinez, 68, whose best friend is her White next-door neighbor.

Of Sun City's 38,037 residents as of 1995,

“ Yes, we have a diverse population. We have people who are Polish, those who come from Germany. We meld together well. When you get to be our age, you don't have to worry about where someone came from or about their ethnic background.

Lila Stephens
Manager, Sun City
Visitors Center

over

From Page B1

there also were 123 Blacks, 83 Asian-Pacific Islanders, 33 Native Americans, and 21 designated as others. In Sun City West, which had 21,281 residents five years ago, there were 124 Hispanics, 71 Blacks, 50 Asian-Pacific Islanders, nine others, and seven Native Americans.

Economics plays a part, according to Harry Edwards, a professor of sociology at the University of California at Berkeley.

"You have the fact that there is a lack of means" on the part of many minorities, Edwards said.

Fewer minorities have had the opportunity to secure supplemental medical insurance or build up the savings needed to pick up and move.

"The distance between the White mainstream and the minority backwater is just that great," he said.

There also are issues of relationships, he said.

"In a Black community, in the barrio, relationships become not just binding socio-economically, but also socio-emotionally," Edwards said.

Martinez said older-generation Hispanics like to stay close to home and take care of grandchildren and great-grandchildren.

"We help one another," she said. "It's inbred in our culture."

Minorities in the Sun Cities know their generation is slow to change, said Jim Warfield, general manager of the Recreation Centers of Sun City Inc.

When asked whether he encounters unpleasant situations, his terse answer: "Of course."

Warfield lives in Surprise, which is between the two Sun Cities and near Sun City Grand, developed since the last census count.

"Racism did not go away. It's just more subtle than it used to be," said Warfield, who had a 26-year Air Force career. "You saw that when they were trying to get (Arizona's) Martin Luther King holiday passed. So, why the surprise? Racism is as alive in Sun City as it is in Phoenix, as it is . . . wherever."

It may not be overt racism that keeps minorities out of the Sun Cities, Warfield said, but the perception of how you might be treated is a powerful one.

Still, most residents in the Sun Cities are "supportive and nice," he said, adding that, like most retirees, they just want to enjoy the rest of their lives.

The manager of the Sun City Visitors Center, Lila Stephens, says there is no racism in the Sun Cities.

"Yes, we have a diverse population," she said. "We have people who are Polish, those who come from Germany. We meld together well. When you get to be our age, you don't have to worry about where someone came from or about their ethnic background."

Del Webb's advertisements for the communities include depictions of people of many ethnicities. Economics could drive that company decision. But Wendy Carter, an assistant professor of sociology at Arizona State University West, senses the issue goes beyond that.

"Would wealthy people come here?" she asked. "They might. But anybody, irregardless of age, if you aren't going to find people who look like yourselves, you're going to be isolated."

"A lot depends on economics, but take a look at Florida. It's the South, and there are more Black people there, whether young or old. If you're Black and you had a choice between Florida and Arizona, where would you go? Most would choose Florida."

Rosevelt Bass and his wife, Josephine, moved to Sun City from Chicago in 1993. He said he learned about the area during

business trips here working as a financial planner and stockbroker. He said more Blacks might live here if they knew about it.

"I don't think it's anything intentional," Bass said. "Many Caucasians . . . do things simply because it's a way of life, and they do not realize the overall discriminating factor of it or what the overall result is."

State Sen. Ed Cirillo, a Republican who represents Sun City West, said more minorities are moving in.

"I made a point to discuss this with Del Webb, and I'm quite convinced there is nothing going on to discourage people. I think over time, it will change."

Sun City West resident Ron Fernandez, president of Citizens for Tax Equity, says he sees minorities on the golf course. He said that because the retirees are all from elsewhere, "everyone is kind of running around trying to find people they can be friends with, more than anything."

Many said that old biases or those held by their parents or grandparents are beginning to fade. Warfield said parents may teach their children not to be prejudiced, but peer pressure can be powerful and will continue to be a factor in where minorities choose to live.

Reach the reporter at
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Employers look to Sun Cities

JOBS: Tight market sends recruiters to senior community

BRUCE ELLISON
DAILY NEWS-SUN

Representatives of more than a dozen area employers — from retailers to social service agencies — manned booths at a Senior Job Fair in Sun City Thursday, all seeking to hire people for jobs that are plentiful for full-time and part-time workers.

There were only about half as many potential applicants as at last year's fair, said Ivy Wixon, who estimated that about 100 seniors turned out to talk with the corporate representatives.

Last year, when registration was required and a prize offered, about 200 people stopped by, she

said.

Wells Fargo Bank, Good Shepherd Home Care, the Daily News-Sun and Excell Agent Services were among the companies talking to seniors.

Excell at 97th and Peoria avenues operates a large telephone center where operators take calls for directory assistance from around the country.

The Daily News-Sun needs carriers to deliver the paper, said Randy Koeppen, circulation manager, who talked with potential workers for about an hour.

Also looking for workers was Cynthia Macluskie, a recruiter from DEMO's Limited in Scottsdale. That's the largest company in Arizona supplying workers for those tables you see in supermarkets where folks offer you a sample of some new kind of cheese, or a slicer of a better pizza.

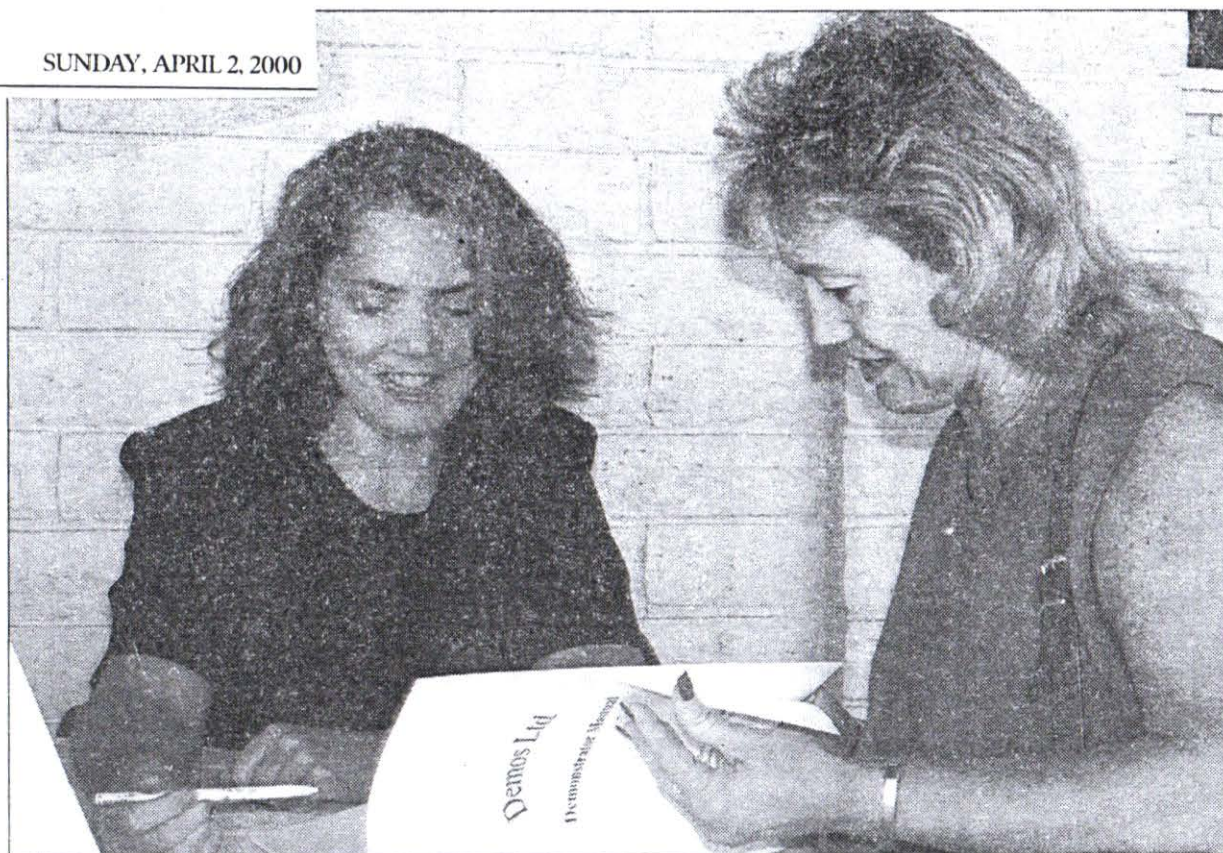
It's self-employment, Macluskie said — paid at the rate of about \$56 a day.

"It does take a particular type of outgoing person," she said. "Someone who's chatty, friendly, and who likes people."

The company has about 2,000 workers and typically a thousand of them work on any one weekend, Macluskie said.

Some folks work on demonstrations once a month, others as often as three days each week, she said.

SUNDAY, APRIL 2, 2000



BRUCE ELLISON/DAILY NEWS-SUN

Cynthia Macluskie, left, of Demos Ltd., talks with Darlene Kinzel of Sun City about working in supermarkets.

Another popular spot with folks looking for full-time work, perhaps now that the Social Security income limits are about to change, was the table run by Melissa M. Barker of AccounTemp, which provides staffing for financial jobs. Jobs pay as much as \$25,000 to start.

Many of the people whom she and a colleague, Stephanie Pitel of OfficeTeam, talked with wanted full time work, she said.

"We love folks like those we can meet here in Sun City," Barker said. "Seniors are so dependable."

The Job Fair is an annual

event, now in its third year. But seniors who didn't make it to the fair can stop by the Olive Branch Senior Center's Senior Employment Placement Program office, 10765 W. Peoria Ave. in the Sun Bowl Plaza.

Jobs are out there waiting, officials said.

DECEMBER 29, 1999-JANUARY 4, 2000 — SUN CITIES INDEPENDENT



Photo by LORA BERRY/Independent Newspapers

Sun Valley Lodge residents Caroline Rodebaugh, left, and Florence Park will ring in their third century on Jan. 1, 2000. The two 100-year-olds have been Sun City residents, and friends, for almost 35 years.

It's been an amazing century

Centenarians have experienced many changes during lifetimes

By LORA BERRY
Independent Newspapers

Centenarians, Caroline Rodebaugh, Florence Park, and John Untch have a special reason to celebrate the new year. The year 2000 will see them entering their third century of life.

Even though their lives span three centuries, and in spite of the tremendous changes that occurred in the 20th century, the life-views of these three are centered, much as everyone's, on family and friends.

Travel has also had a significant impact on the three.

Caroline Rodebaugh moved to New York with her family when she was 14 years old, and had her first encounter with indoor plumbing at her K-12 school, the only school in

town.

Florence Park remembers the choice she made to stay home and help her mother, rather than attend high school.

John Untch, an immigrant from Romania, remembers his family's small farm in Romania, "We raised corn and wheat to make bread for ourselves," he said.

Residents of the Sun Valley Lodge for several years, Ms. Park and Mrs. Rodebaugh are old friends.

Caroline Rodebaugh was born March 12, 1899, in Detroit, Mich. Eighty-six years ago, Mrs. Rodebaugh's family settled in Buffalo, N.Y. "Up to age fourteen, I didn't know what a bathroom was,"

See ■ CENTENARIANS, Page 3

OVER

said Mrs. Rodebaugh, referring to the indoor plumbing she found at her new school.

Mrs. Rodebaugh went to business college and studied stenography and bookkeeping. Her first job as a stenographer paid \$18 per week. The only public transportation in Buffalo at the time was the street cars that cost about six cents per ride.

Mrs. Rodebaugh thinks prices were more reasonable then, but not the way work was done.

"When you think of doing that hard work," remembers Mrs. Rodebaugh. "Not only did women scrub the clothes on a washboard, but the clothes were also boiled in a big copper boiler. I baked in a stove that had no thermostat, and there was a pan under the refrigerator that constantly had to be emptied from the melting ice. And of course we had to fill the lamps with kerosene oil."

Mrs. Rodebaugh, who was about 30 years old during the Depression, remembers "you could only get \$10 at a time from the bank." Otherwise, the events that most see as hardships from the last century do not seem to have left a bad impression on Mrs. Rodebaugh.

In 1965, Mr. and Mrs. Rodebaugh vacationed in Arizona and stayed at Luke Air Force Base. Within three days, they had put money down on a house in Sun City and moved in on April 24, 1965.

At the same time, the Rodebaughs put money down at Sun Valley Lodge, to further secure their future in Sun City. They were among the first 50 members of Sun Valley Lodge, and mailed their deposit with a five-cent stamp.

Just the year before, Mrs. Park was involved in founding the Sun Valley Lodge Auxiliary. Mrs. Park was one of the "gold ladies," who set up the auxiliary. The Auxiliary was created to help residents who would be moving into the yet to be built lodge.

Mrs. Park, born Aug. 12, 1899, in Chicago, counts among her happiest thoughts, her two "wonderful sons," Glen and Ralph Park, and her 8-year-old grandchild.

A Sun City resident since the 1960s, her focus is on the volunteer work that she has done all of her life and continues to do. She is "famous for making placemats," that the auxiliary sells to raise funds. The funds go to help those who have outlived their financial resources.

"I did not go to high school," said Mrs. Park. "I felt that my mother, who was in ill health, needed me at home, more than I needed the schooling." After 86 years, she still centers her life around family, and tries to talk her sons into going on trips with her. They gave in and took her on a trip to Las Vegas last fall.

Mrs. Park doesn't go anywhere without her walker, but she said, "it has never stopped me from doing." Mrs. Park is very proud of her volunteer work at the Lodge. "I enjoy helping and doing and I still do."

Mrs. Park is positive about all of the changes she has seen in the past century. "I think we need the advancement, things shouldn't be at a stand still."

The two friends have traveled extensively throughout their lives and remember their many trips with excitement. The trips they took have been some of the happiest times of their lives.

"The greatest time in my life was in my later years because I did a lot of traveling. Up to age fifty, I had never been west of Chicago," said Mrs. Rodebaugh. And Mrs. Park agrees, "People should get out and see a little bit of other countries because they don't realize what they're missing being stuck in one place," she said.

The two friends can't be swayed from their upbeat attitudes about the past, present or future. When asked about Y2K, Jim Green, director of resource development at Sun Valley Lodge, pointed out the centenarians' attitude: "Don't bother us with

the details, we'll make due." Mrs. Park said she wasn't really affected by the depression. "I didn't worry about it," she said.

Mrs. Rodebaugh has no children but one of her fondest memories is joining the First Presbyterian Church. "I have been a faithful member for thirty-four years," she said.

Neither of them ever believed they would live in three centuries. They both attribute their good health and longevity to exercise. "I have no use for a lot of medicine," said Mrs. Rodebaugh. She has been attending an exercise class for 14 years, rarely missing a day.

"I stay away from doctors as much as I can," Mrs. Park remarked. But she does concede that the doctors like to see her once a year for a check-up. Other than a fall that necessitates the walker, Florence has not been ill and sees no need for a doctor.

John Untch, a resident of the Forum in nearby Peoria, is another person who has seen his lifetime span three centuries. He celebrated his 100th birthday on Dec. 14.

Born in Romania on a small farm in 1899, Mr. Untch emigrated to America in 1923.

The journey was not without incident. The Rotterdam had only sailed two days from Liverpool, England, when it met with stormy weather. In the rough seas a steamship collided with the

Rotterdam leaving a two-foot hole just above the water line of the ship. The Rotterdam was forced to return to shore for repairs as the 133 passengers, including Mr. Untch, waited seven days for another ship.

"I love America," said Mr. Untch. "I'm so glad I came here. It's the greatest country in the world. Nothing to complain about."

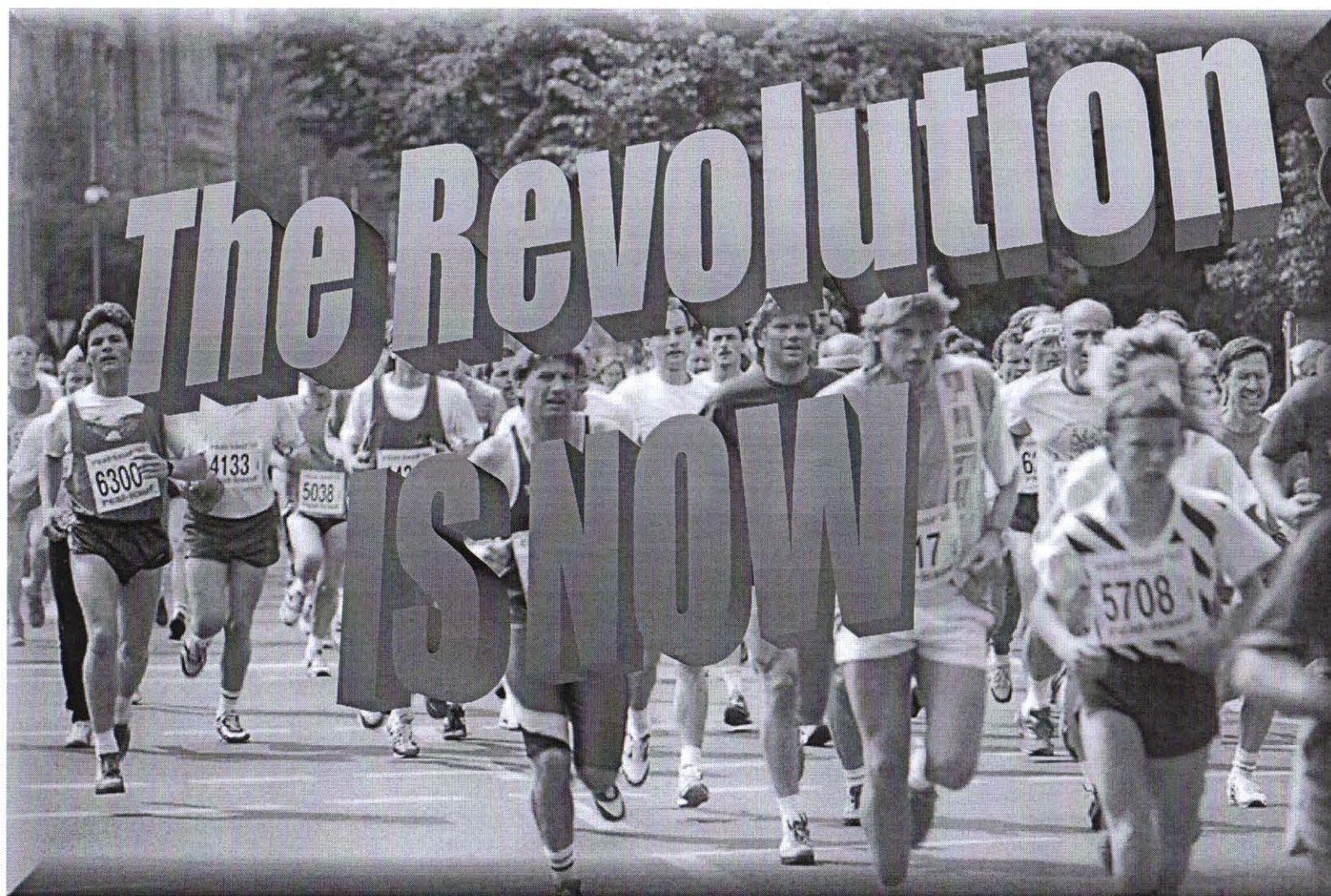
"For 15 years I worked in the steel mills in New Castle, Pa.," he said. While in Pennsylvania he met and married his wife, Mary, on Sept. 18, 1924. She too was an immigrant from Romania, but the two did not meet until they arrived in America.

"We moved to Chicago in 1938," recalls Mr. Untch. For the next 30 years he worked as a janitor in Chicago.

Mr. Untch is an avid Chicago Cubs fan. "Baseball is my favorite sport," Mr. Untch proclaims. Most days Mr. Untch spends time along Desert Harbor Lake, sometimes just watching the ducks and occasionally fishing.

His three sons Henry, Bernie and William helped him celebrate his birthday. Mr. Untch also has five grandchildren and nine great-grandchildren.

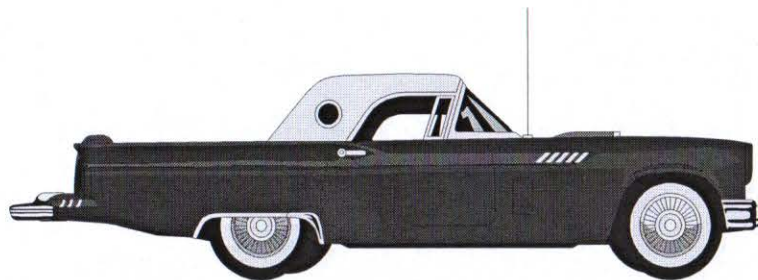
From Boom to Boomers



DOES ANYBODY HERE
REMEMBER . . .

the

20th Century?



Infamous Predictions

Aviation (1908):

“The mind pictures flying machines speeding across the Atlantic and carrying innumerable passengers.... It seems safe to say that such ideas are wholly visionary,”

William Henry Pickering, Harvard Astronomer

Nuclear energy (1955):

“Nuclear powered vacuum cleaners will probably be a reality within 10 years,”

Alex Lewyt, Vacuum cleaner manufacturer

Infamous Predictions

Television (1946):

“People will soon get tired of staring at a plywood box every night . . .”

Darryl F. Zanuck, head of 20th Century-Fox

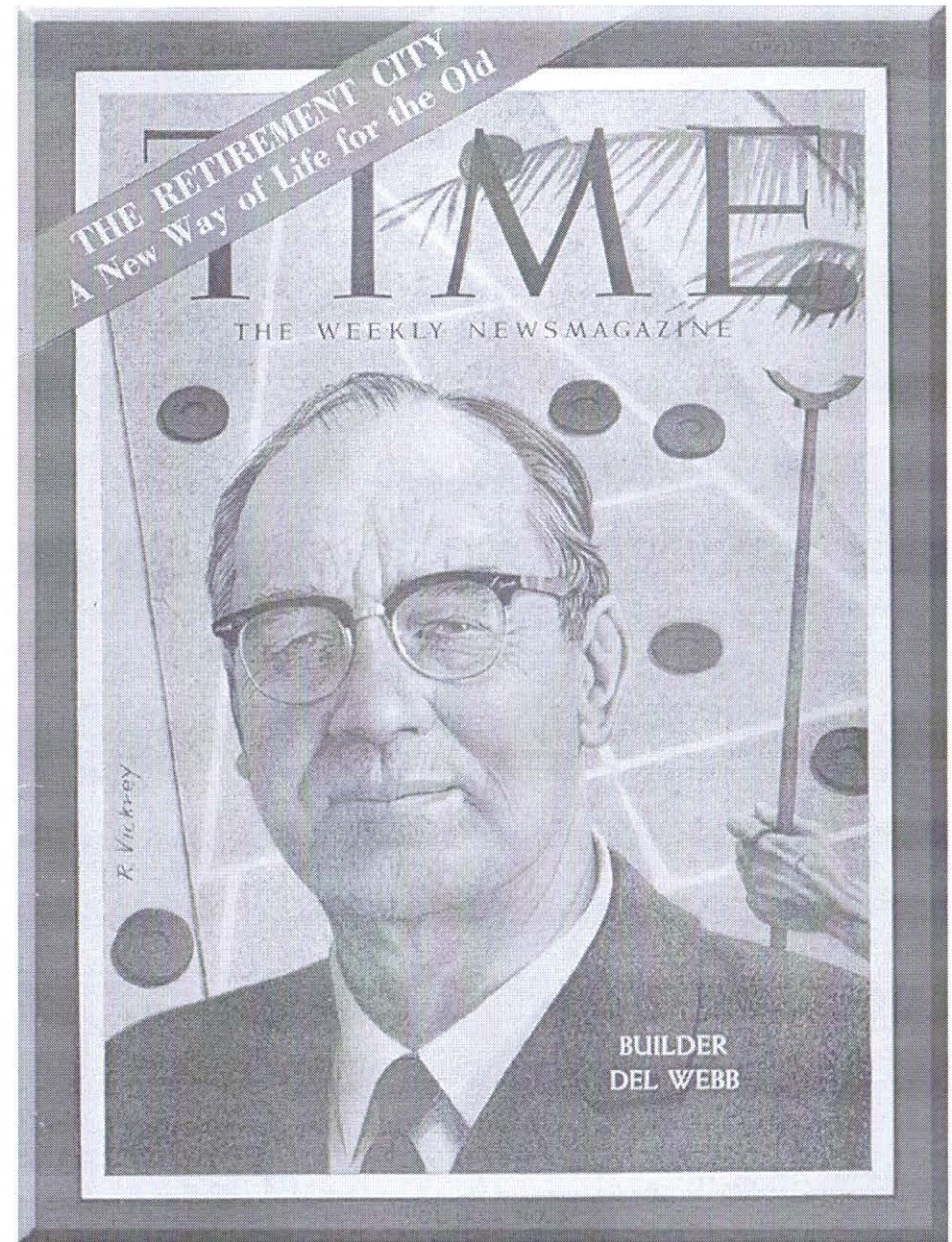
Computers (1977):

“There is no reason for any individual to have a computer in their home,”

Ken Olson, president of Digital Equipment Corporation

They all got it wrong...
Fortunately way back in
the 20th Century,

**Del Webb Got
IT Right !**



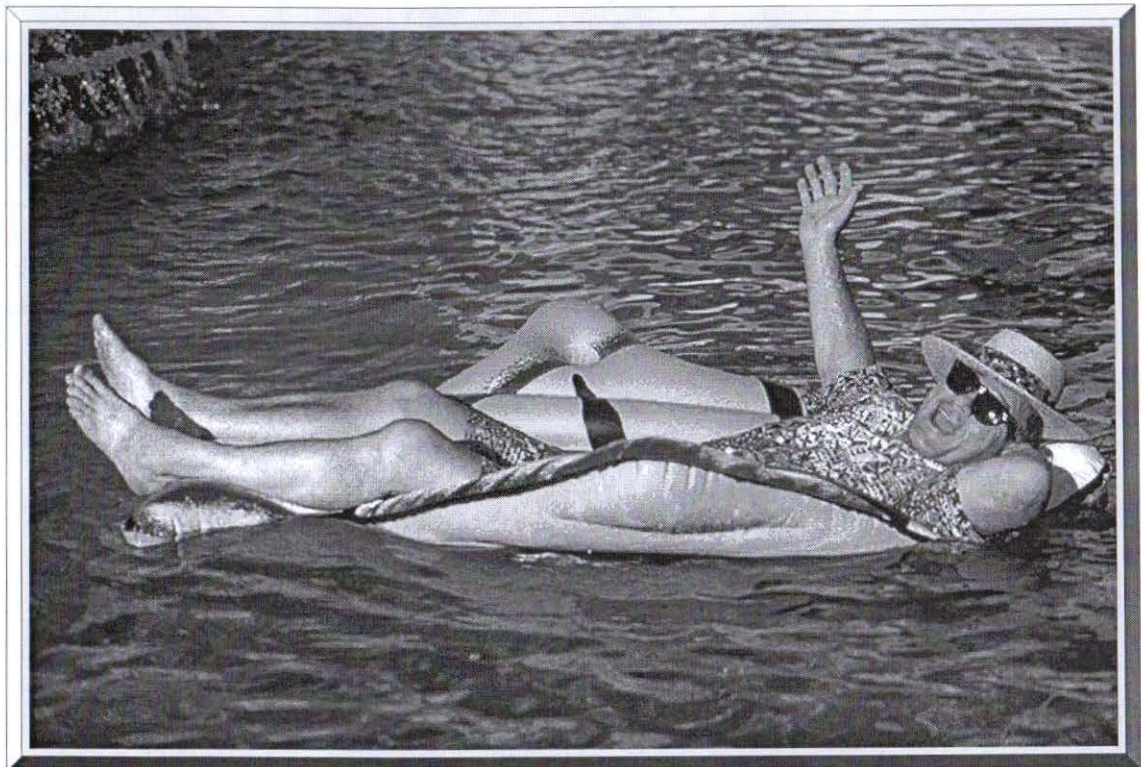
Retirement: First Half 20th Century



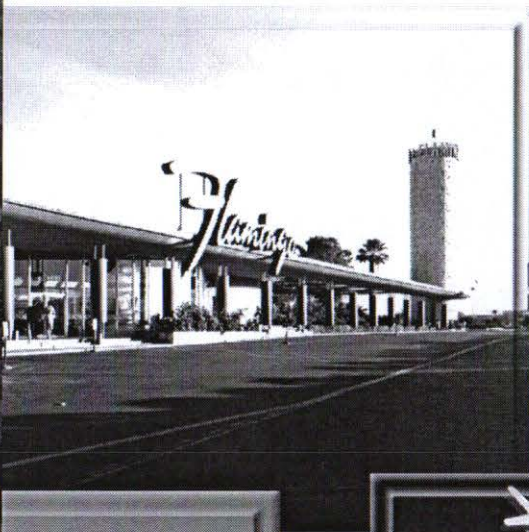
People didn't retire...
...They simply died

Retirement: Second Half of 20th Century

- Notion of leisure retirement evolves
- Pension established
- Social Security begun
- People live longer...
- And...



Del Webb's History



Del Webb Corporation

A Brief History

- Founded in 1929 by Delbert Eugene Webb as a general contractor
- Became public in 1960 – WBB (NYSE)
- Pioneered the Sun City concept in Phoenix in 1960
- 1960 – 1980's further expansion into resorts and hotel / casinos



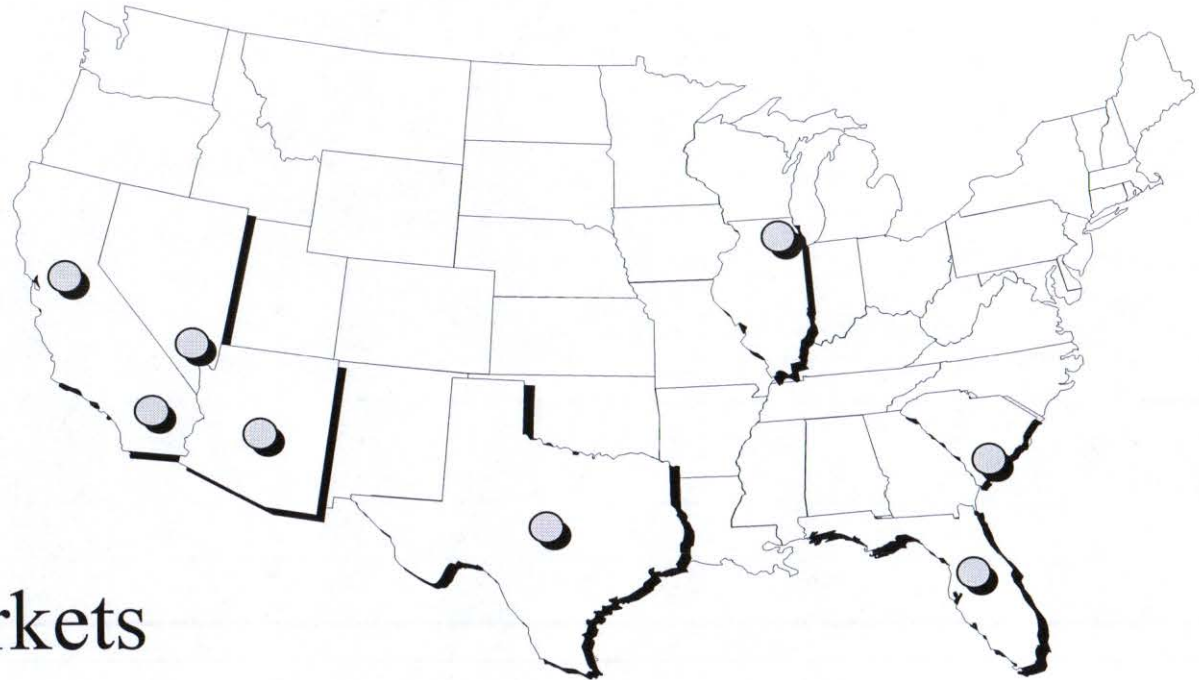
Del Webb Corporation

(Continued)

- Late 1980's focused more intensely on active adult communities and other operations were divested
- The 1990's was a period of growth and national expansion targeted at lifestyle communities and driven by compelling Boomer demographics
- Today: the 10th largest homebuilder in the U.S. and solidly positioned with a strong brand



Del Webb Corporation



8 Major Markets

- ' 11 ~~Ad~~ ~~Ad~~ Communities
- ' 2 ~~Ad~~ ~~Ad~~ Communities
- ' 2 ~~Ad~~ ~~Ad~~ Markets

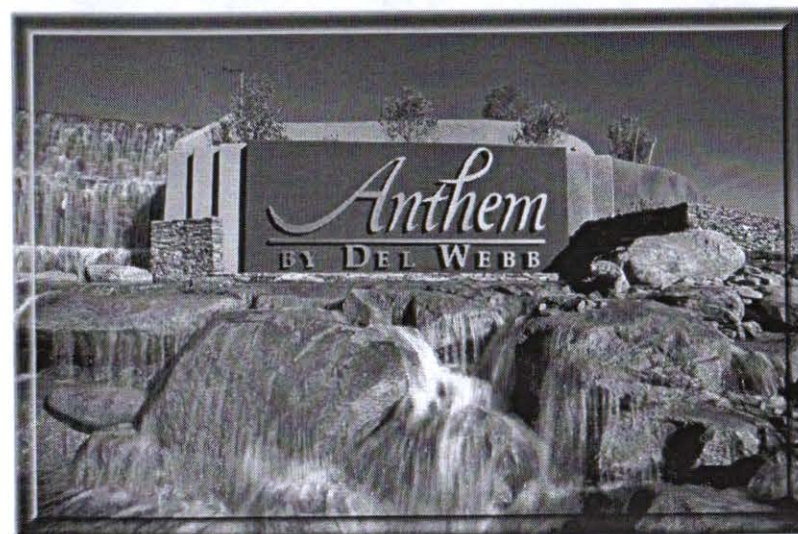
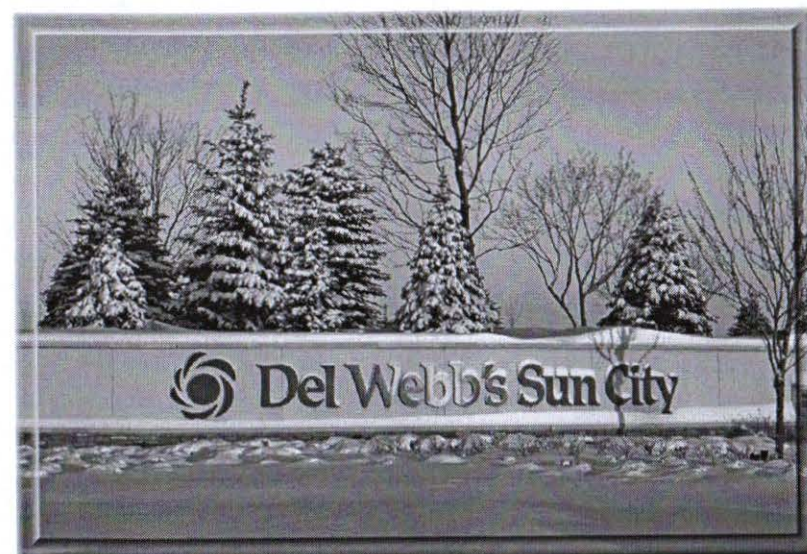
Where We Have Been & What We Have Learned



Leadership

Where We Have Been

- 40 years as the undisputed industry leader in lifestyle communities
- Wall Street firm named Webb as the only recognizable, national brand in the housing industry
- Builder Magazine has dubbed Del Webb as the “Marketing Powerhouse” for product design and marketing to active adults
- Recognized in Fortune Magazine as one of America’s Most Admired Companies



Then ...

Now

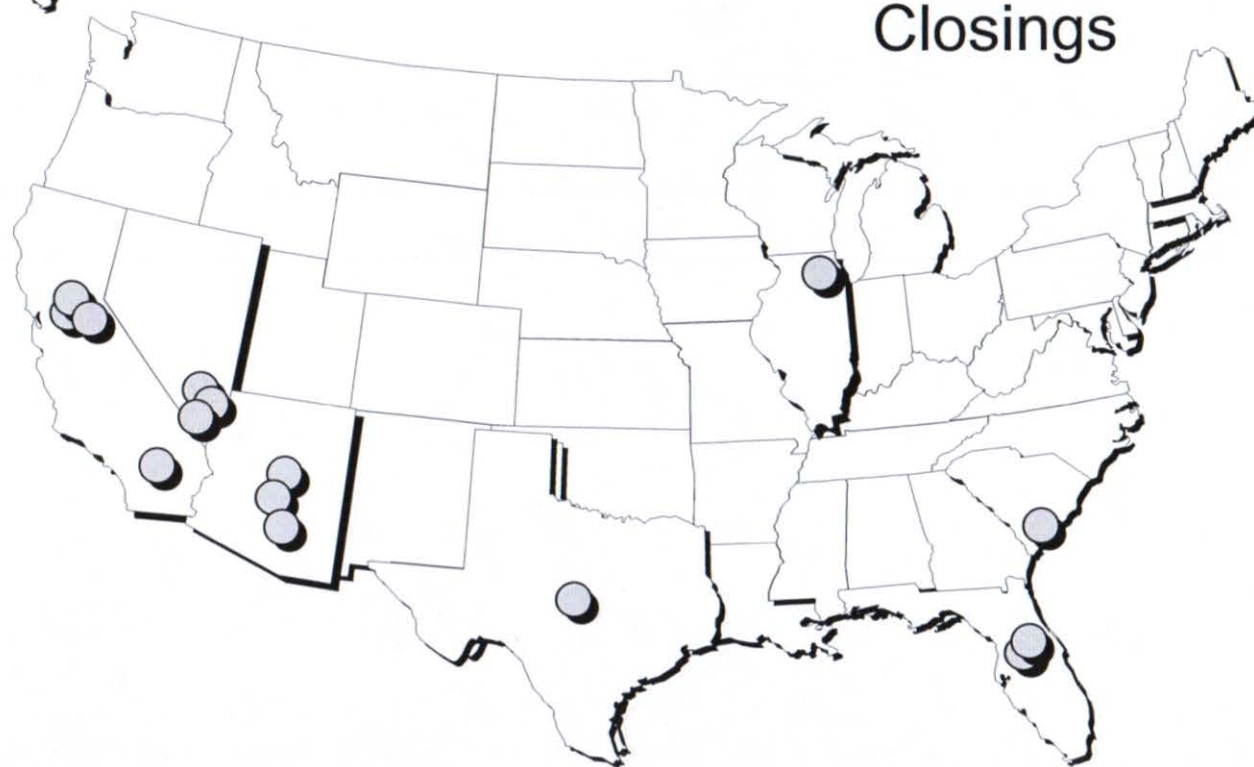


1990

1,791
Closings

2000

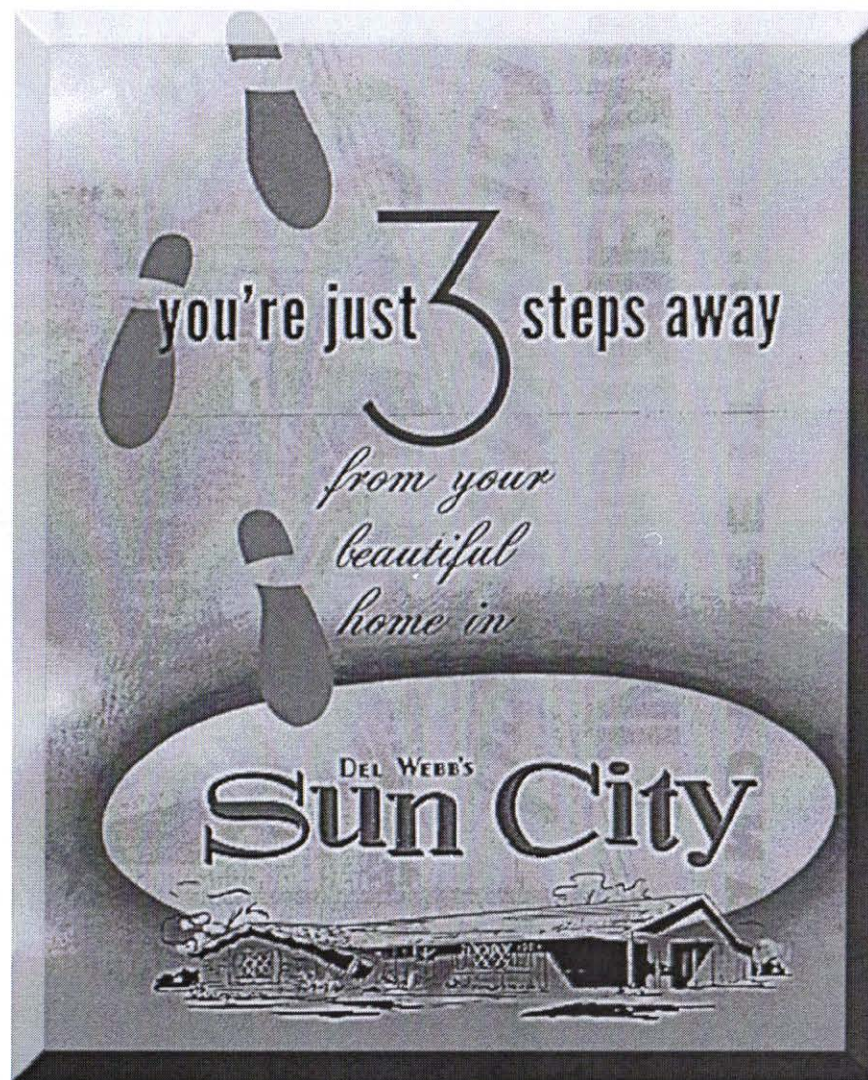
8,419
Closings



The Creation of Sun City



What's in a Name?



Sun City

“Turning our backs on 80 percent of the population was a big gamble, but it was a leap of faith we were willing to take, . . . ”

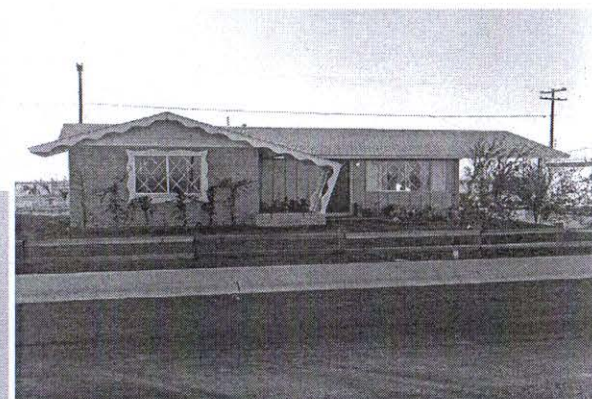
Tom Breen

“How do we get a 65 year old to sign a 30 year mortgage?”

Owen Childress

Opening Day

January 1, 1960



Sun City Criticized

- Too old
- Too hot
- Too regimented

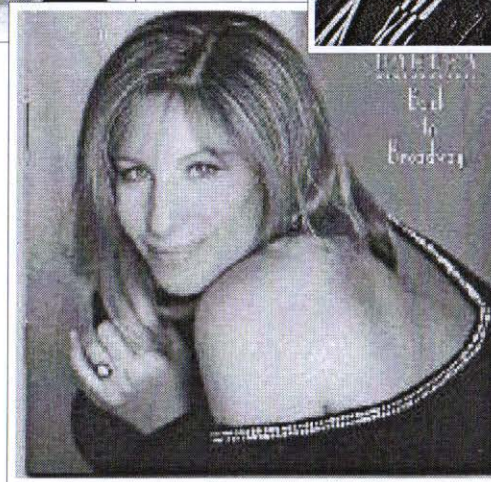
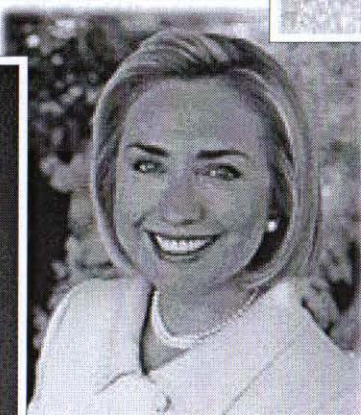
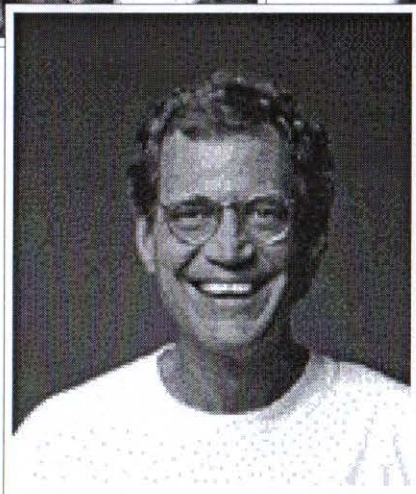
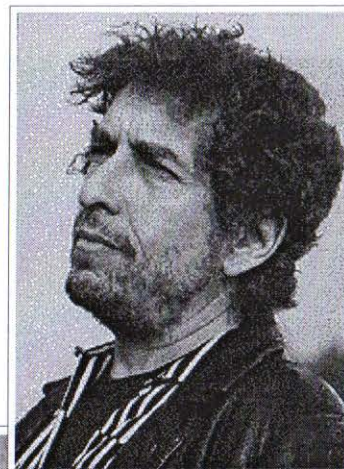
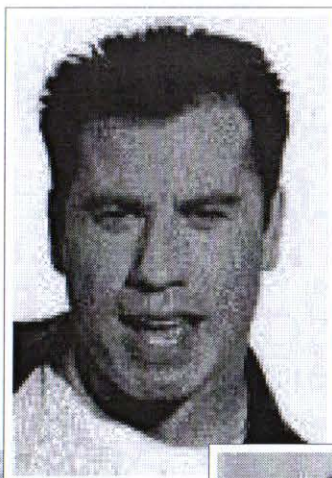


Over Forty Years Later:

- 17 active adult communities across the nation
- 125,000 active adult residents



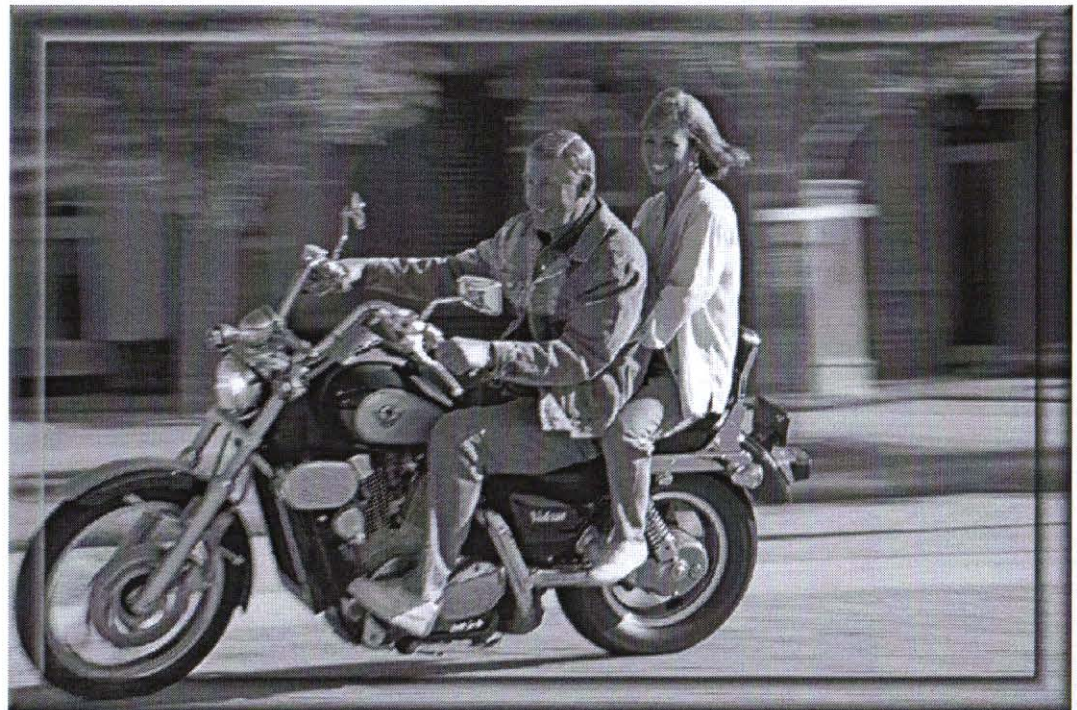
The Boomers Are Coming



From Boomer To **Zoomer**

What is A Zoomer?

- Leading Edge Boomers
- Higher Income Levels
- Technology savvy
- Insisting on pushing the envelope

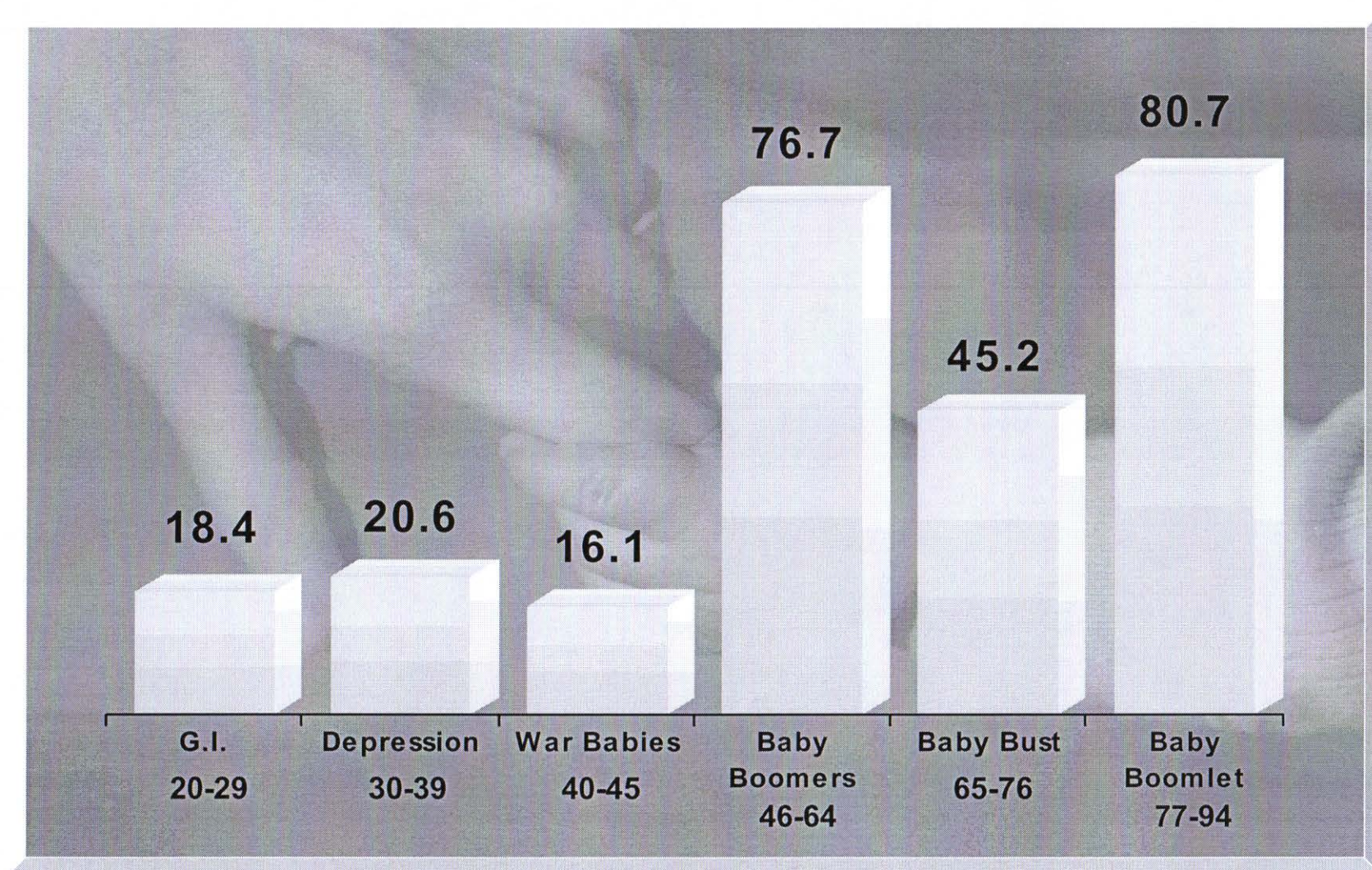


Definitions

- *Baby Boomer*: Anyone born in America between 1946 and 1964
- A Boomer turns 55 every 9 seconds

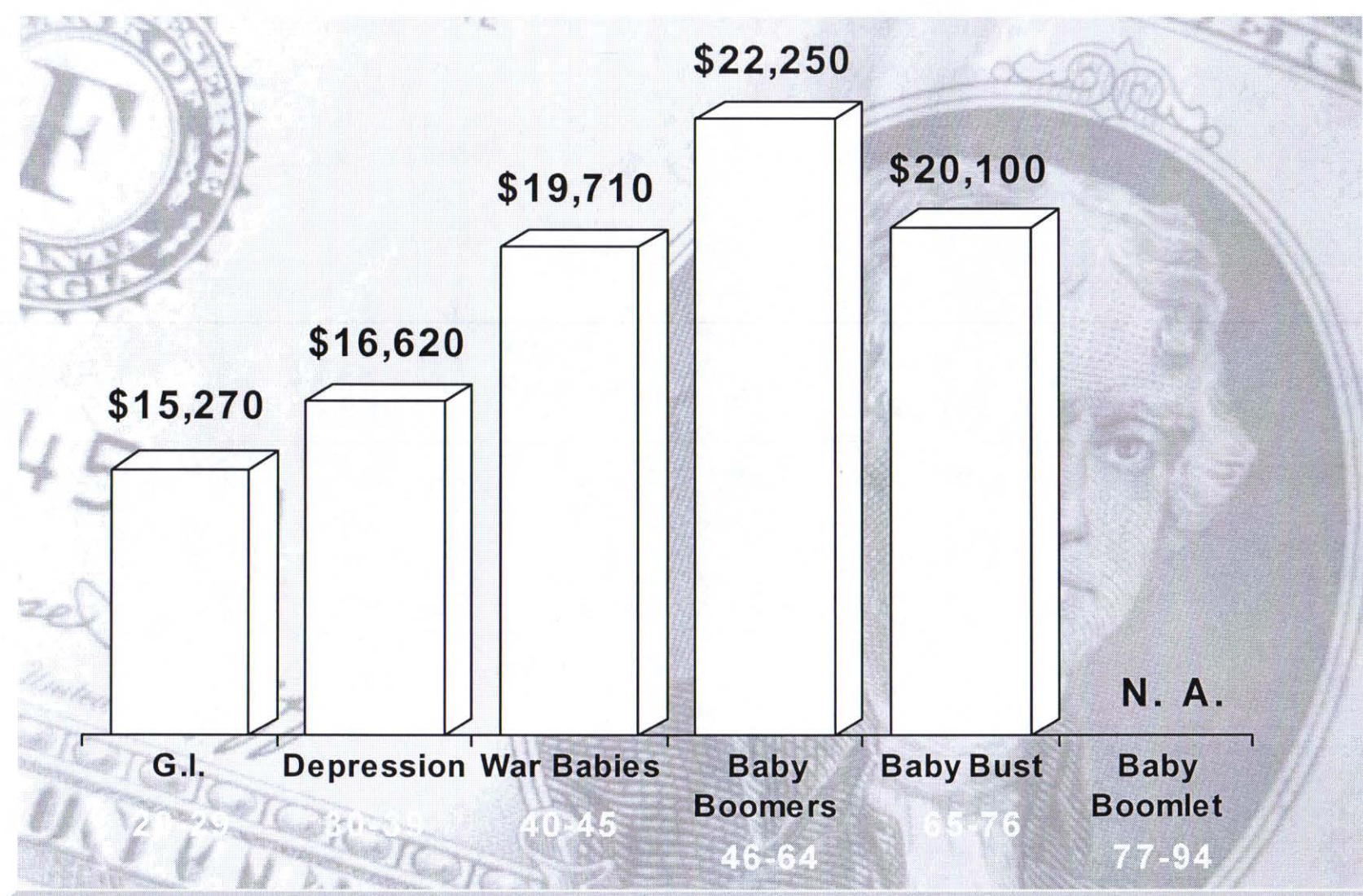
The Generation in Numbers

Population (in millions)



The Generation in \$\$

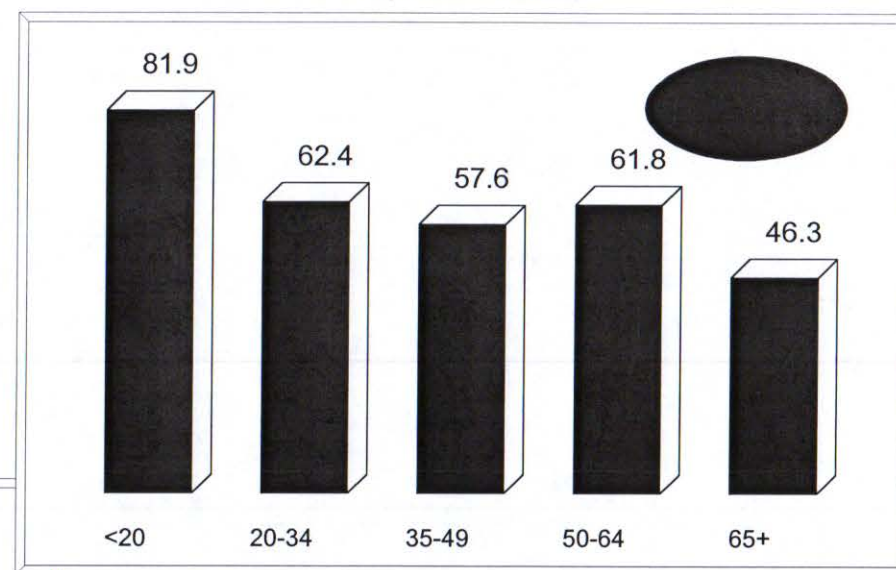
Per Capita Estimated Annual Expenditures



The Soldiers of the Revolution

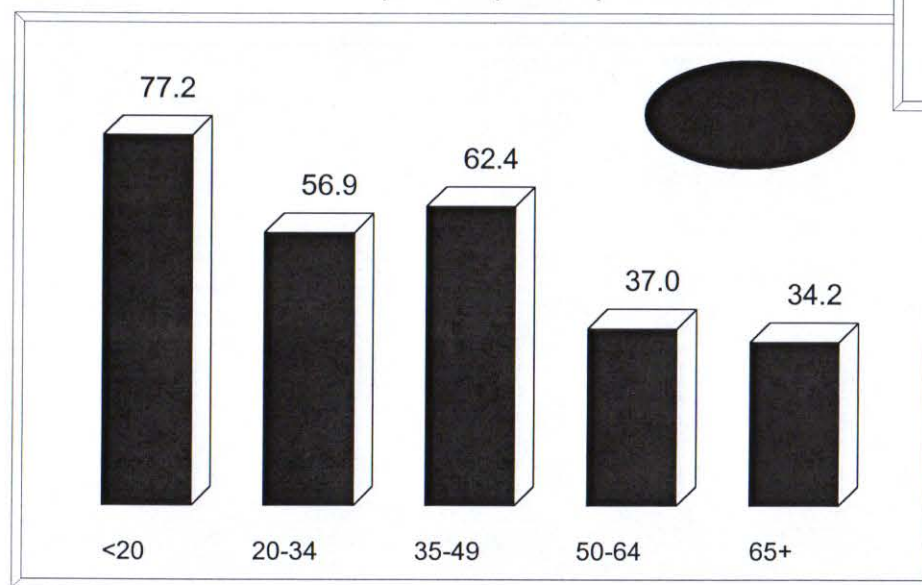
Age Distribution - 2015

Population (millions)



Age Distribution Today

Population (millions)



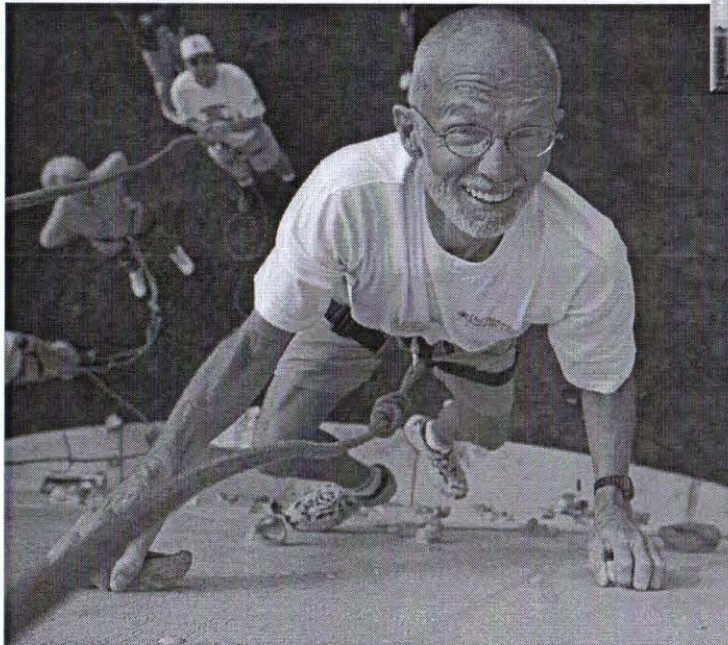
There are 76 million Boomers in America

- When 100s of people do something it is a trend.
- When 1000s do something it is a movement.
- When 76 million do something.....

IT IS A REVOLUTION

Latest Boomers Survey Results

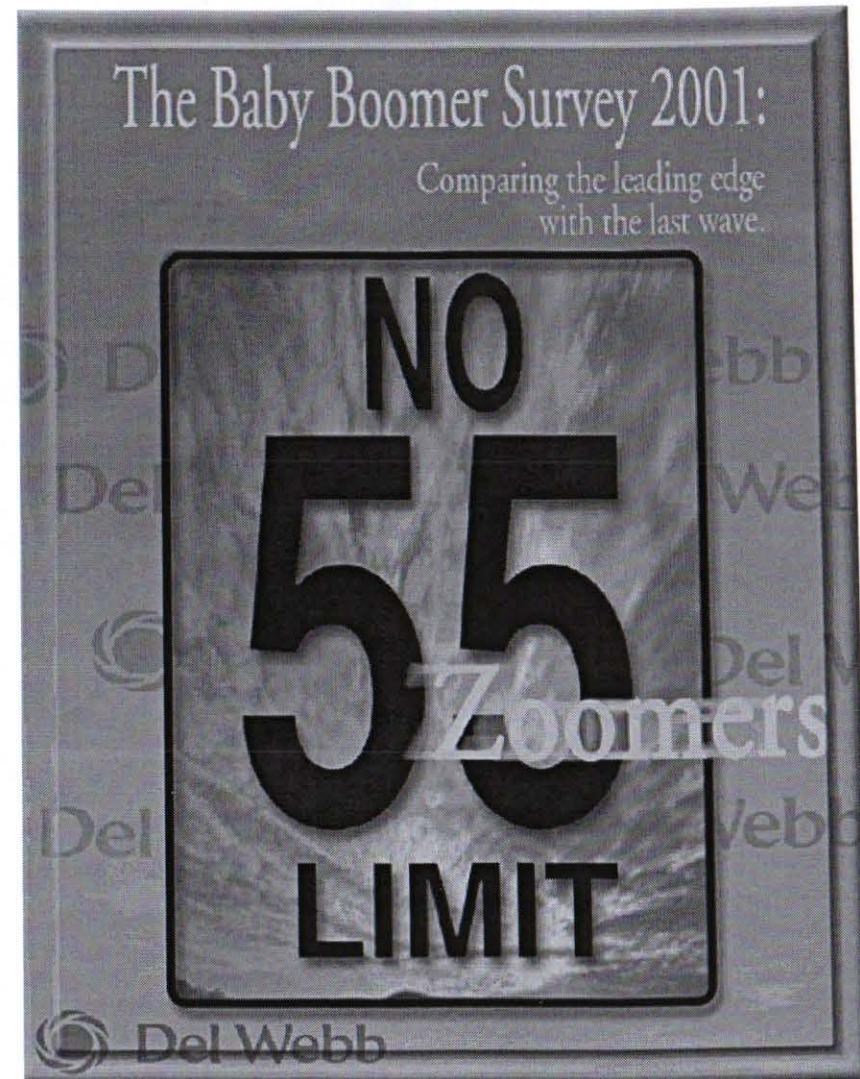
- Boomers Refuse To Quit
- Boomers Demand Challenges in Retirement



- Boomers Redefine Retirement

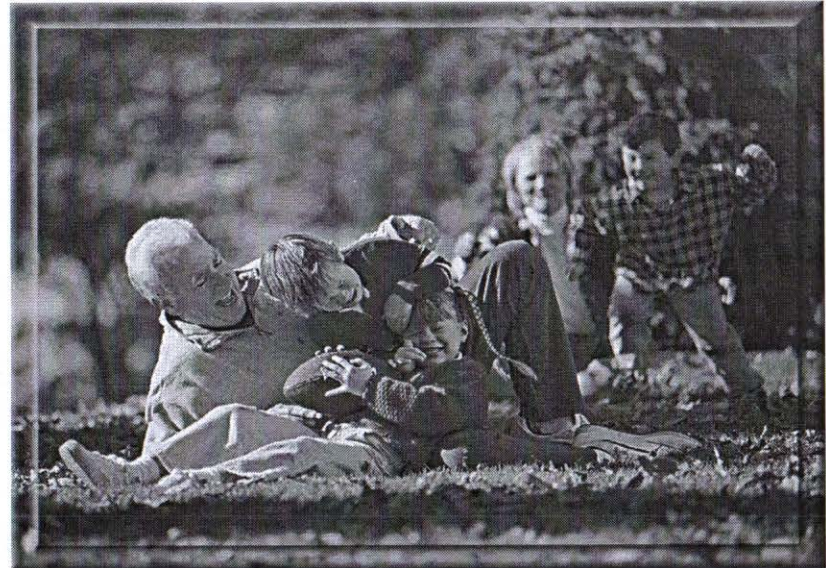
Latest Boomers Survey Results

- Boomers believe retirement is a mid-life event
- Boomers will not think of themselves as old for another 20 years
- Most longed-for . . . “no debt” and an “empty nest”
- 93% of Boomers feel they have earned their success



Latest Boomers Survey Results

- More than half of Boomers feel America's biggest problem is the breakdown of the family
- 68% would change America's involvement in the Vietnam war
- Few would engage in cosmetic surgery
- Boomers want more religious and spiritual devotion
- Boomers want simplicity and willing to downsize for it



Zoomers

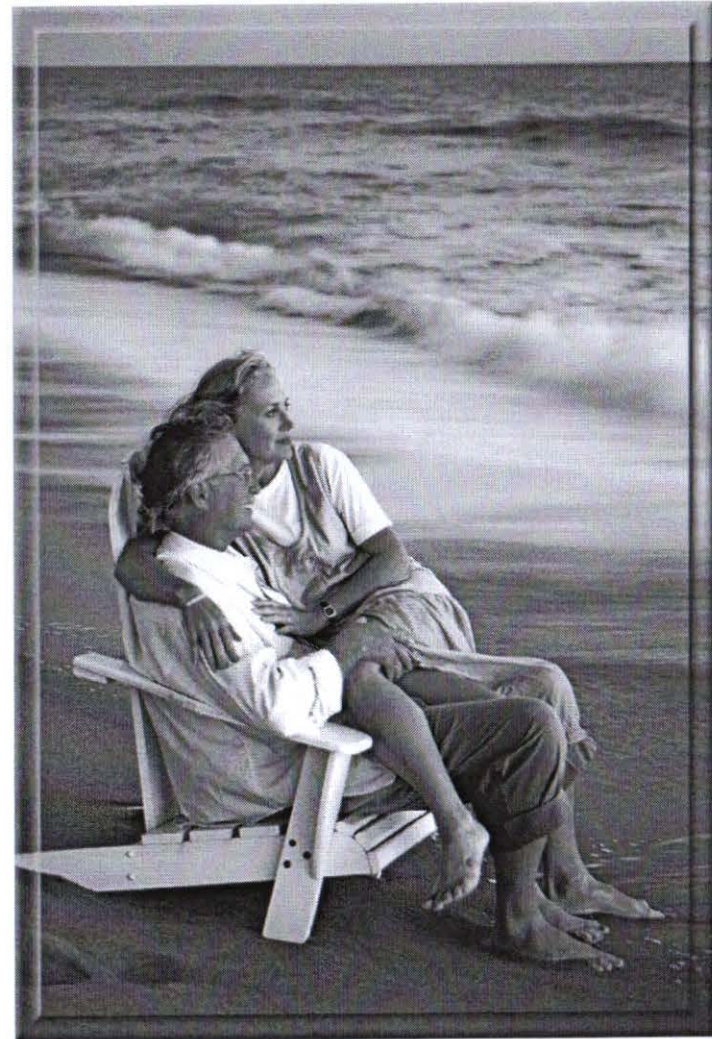
- 62% of those surveyed say continue to work at least 20 hours a week
- 25% will go back to school
- 90% say will be happy in retirement
- 85% say more financially and mentally prepared for retirement than their parents



What it all means to Del Webb Communities of the Future

Zoomers Want

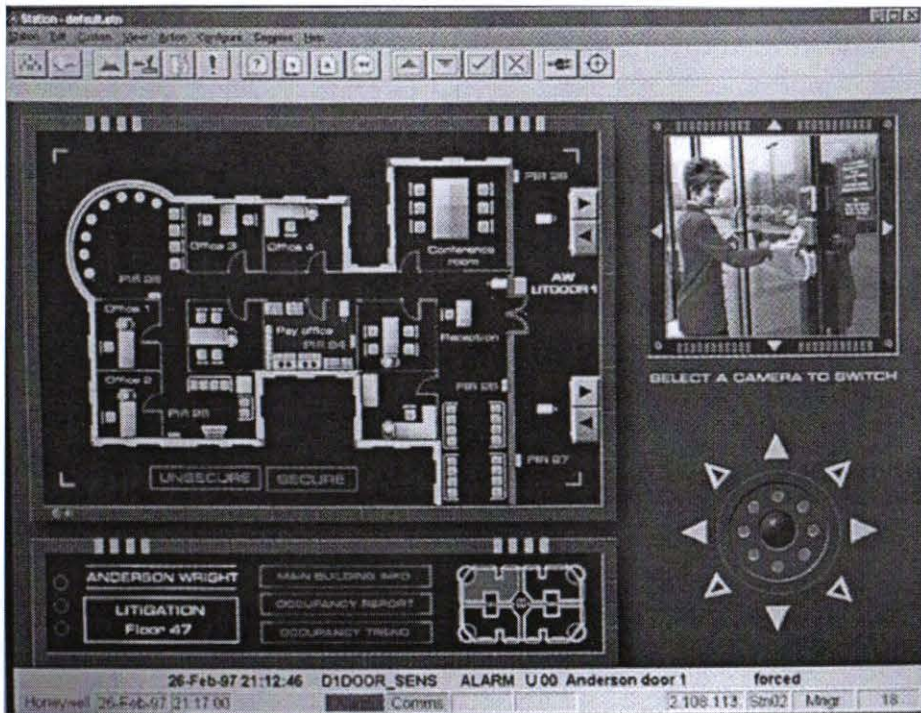
- Individuality
- Self actualization



Individuality COUNTS

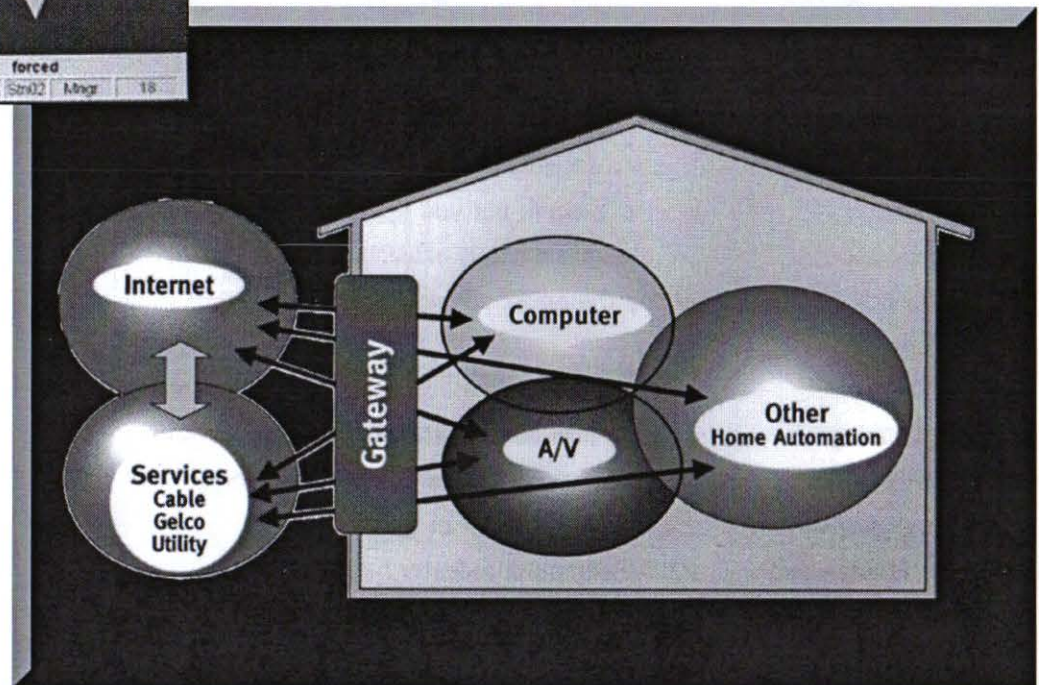
- Boomers Want What They Want....Not What We tell them they want
- Sun Cities of the future must offer more and more customized designs and flexible choice.





Smart Houses

- New models will include “smart technology”



Smart Communities

- 40 years ago....
 - We were engineering and construction driven.
- Today, marketing driven
 - We are not streets and houses. Sun Cities are Communities


CALIFORNIA NEVADA ARIZONA TEXAS ILLINOIS SOUTH CAROLINA FLORIDA

Norm Kerr left the accounting field for the softball field.
Now he's discovered his inner shortstop.

They're known as the double play duo. Norm grabs the ball, pegs it to Max Gamica at first, and another batter is history. And when it comes to batting, Norm has a few statistics that he's particularly proud of. Unusual, you say? Not really. Because, while most folks come to a Sun City community with a few things they like to do, what's really remarkable is what they discover here. Homes to fit their lifestyles. And an amazing variety of clubs and activities. All of which help them discover something equally amazing - themselves. Sun City communities may very well be some of the most beautiful places on earth. That's probably why we seem to attract some of the most interesting people you've ever met. People like you.

Live on

Retire from work. Not life. Call toll-free 1-877-4-SUNCITY or visit www.suncity.com



the Sun City Communities
by Del Webb


CALIFORNIA NEVADA ARIZONA TEXAS ILLINOIS SOUTH CAROLINA FLORIDA

Pat Nathan finally found time to finish War and Peace.
And it only took her 28 years.

That's because not too long ago, Pat Nathan and her husband Ken moved to Sun City community. And, she knows she owns one of the best homes around, because she helped design it herself. Now she has room for all of her books. And the time to read them. Not to mention starting her own book club. They meet in her library room. Unusual, you say? Not really. Because, while most folks come to a Sun City community with a few things they like to do, what's really remarkable is what they discover here. Homes to fit their lifestyles. And an amazing variety of clubs and activities. All of which help them discover something equally amazing - themselves. Sun City communities may be the most beautiful places on earth. That's probably why we attract some of the most interesting people you've ever met. People like you.

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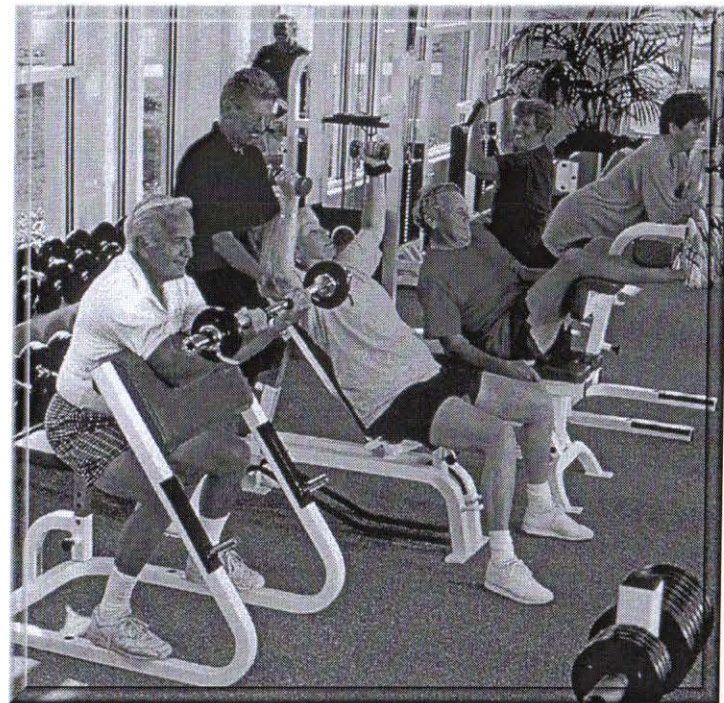
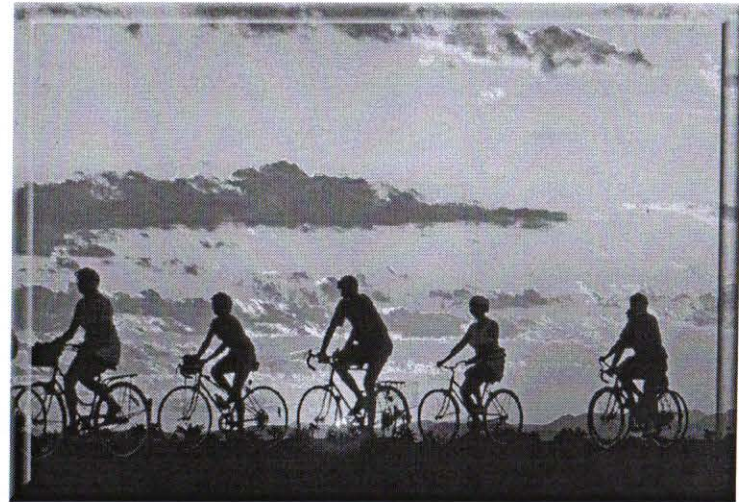


the Sun City Communities
by Del Webb

Smart Communities

Style Matters

- The aesthetics of our communities have never been more important
- We create hills, lakes, waterfalls
- Resort design only increases with emphasis on health, wellness and fitness.
- Increasing focus on environmental issues.



Smart Planning or

“Where Do I Get A Double
Mocha Cappuccino Around
Here?”

Services Count

- Zoomers Want It
- They Want It Now
- They want It Fast
- They don't care what it costs....

Translation.....

Communities Must Be Near
Metropolitan Areas

Smart Planning

- Boomers more willing to move
- Changes dynamics of where we will build communities.



From Boom to Boomers

