

2001

# Purchasing Power Profile: Milwaukee Zipcode 53206

John Pawasarat

*University of Wisconsin - Milwaukee*, pawasara@uwm.edu

Lois M. Quinn

*University of Wisconsin - Milwaukee*, lquinn@uwm.edu

Frank Stetzer

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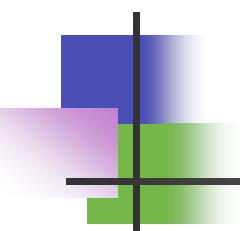
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# Purchasing Power Profile: Zipcode 53206

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Milwaukee, Wisconsin



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Prepared by the University of Wisconsin-Milwaukee Employment and Training Institute for the Milwaukee Department of City Development, with funding from the Helen Bader Foundation.

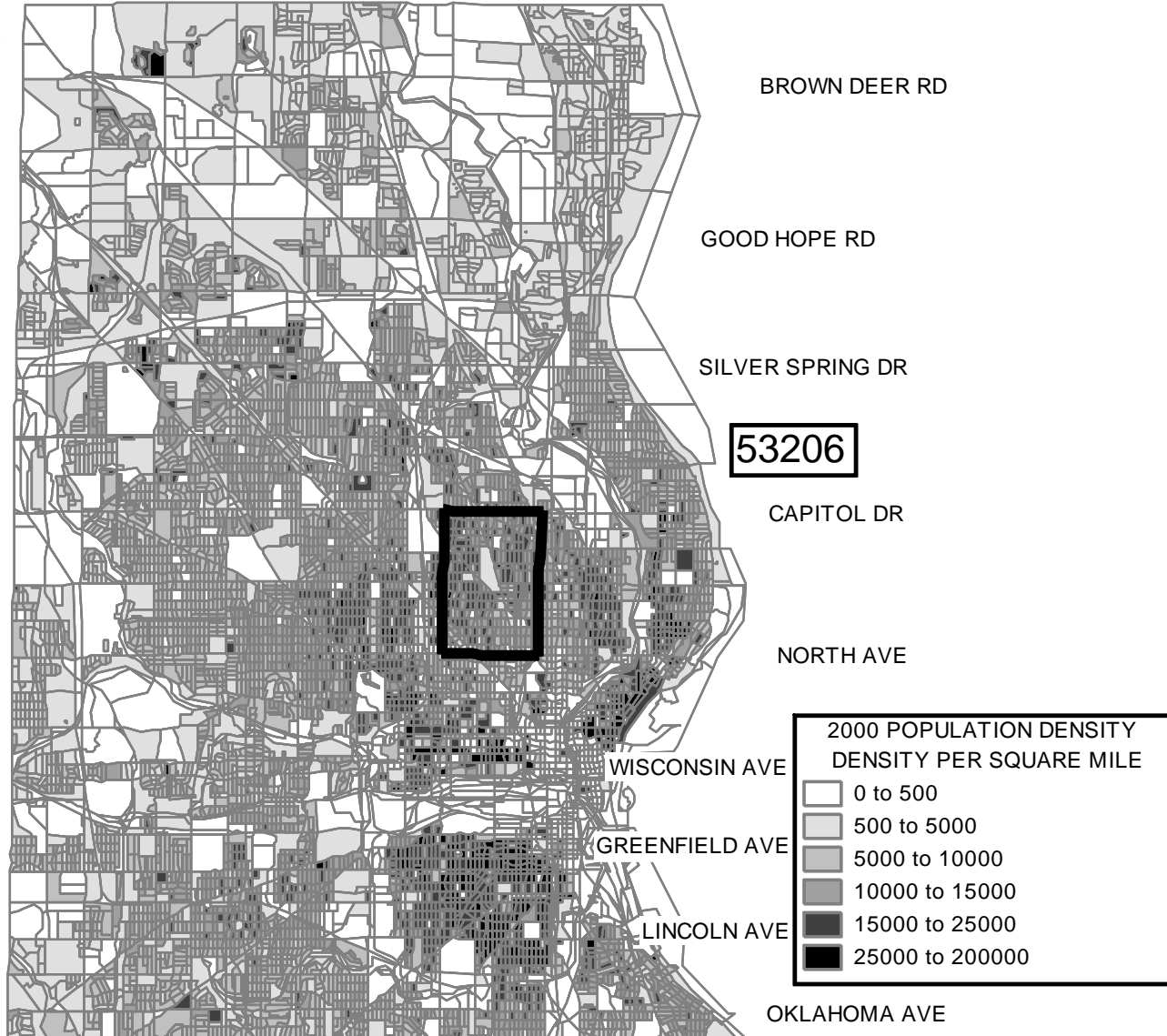


# Zipcode 53206 Summary

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- Estimated \$103.3 million spent on retail expenditures annually
  - \$40 million for food at home
  - \$13 million for food away from home
  - \$18 million for apparel and related services
  - \$16 million for entertainment
  - \$4 million for household furnishings and equipment
  - \$12 million for personal care products and services
- 10,166 working age income tax filers with \$183.1 million of adjusted gross income in 1999
- 2,907 elderly persons
- 11,411 active residential postal deliveries and 476 active business deliveries
- 9,927 registered vehicles
- 10760 licensed drivers

# Population in Zipcode 53206





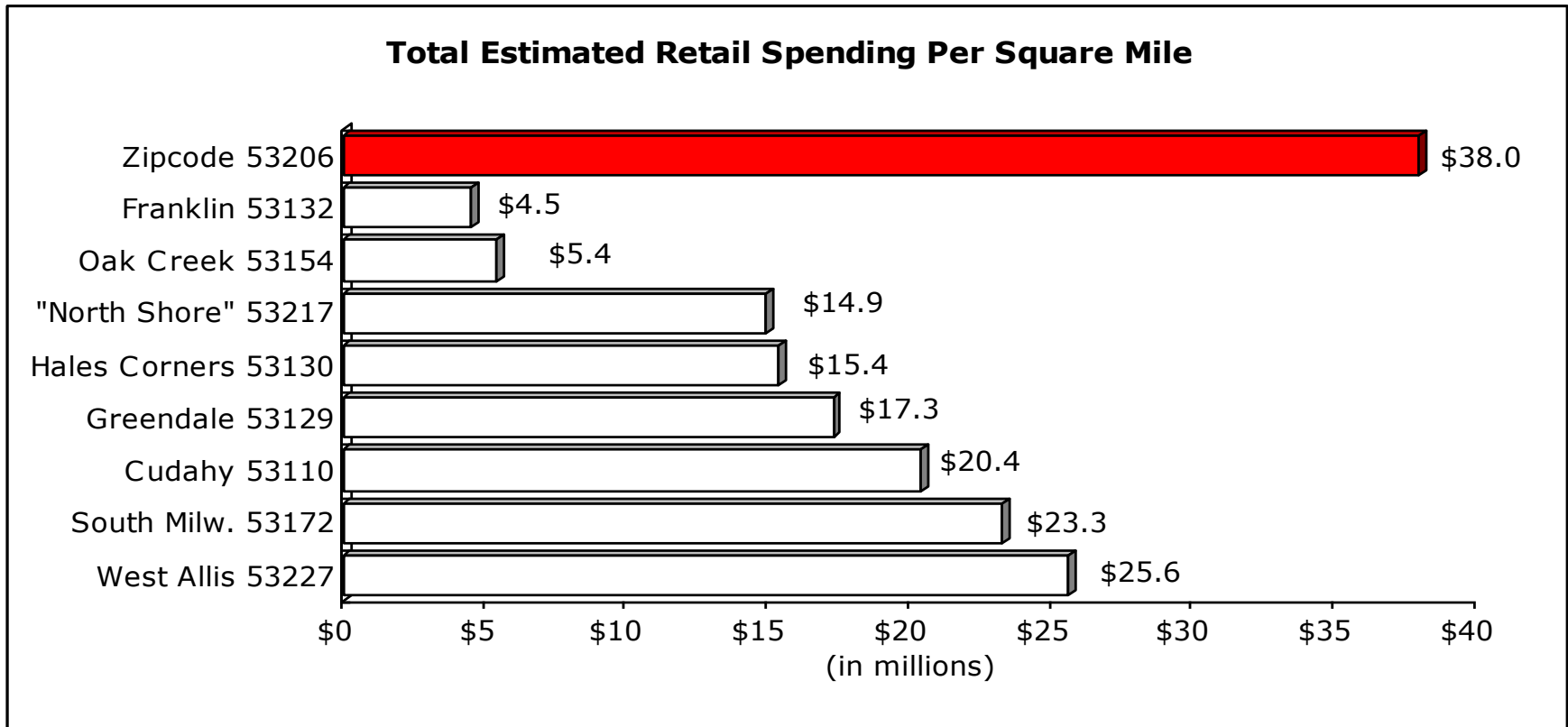
# Spending Power Per Square Mile

- Much of the income earned in Zipcode 53206 converts to direct spending power. Based on residents' 1999 income tax returns and data on elderly persons, it is estimated that residents spend \$103.3 million annually on retail expenditures.

<b>Estimated 1999 Consumer Expenditures</b>	<b>Total Within Zipcode</b>	<b>Expenditures Per Square Mile</b>
Food at home	\$40,481,129	\$14,882,769
Food away from home	12,529,030	4,606,261
Apparel and services	17,716,188	6,513,304
Entertainment	16,045,028	5,898,907
Personal care products and services	4,393,735	1,615,343
Household furnishings and equipment	12,183,794	4,479,337
<b>TOTAL RETAIL</b>	<b>\$103,348,904</b>	<b>\$37,995,921</b>

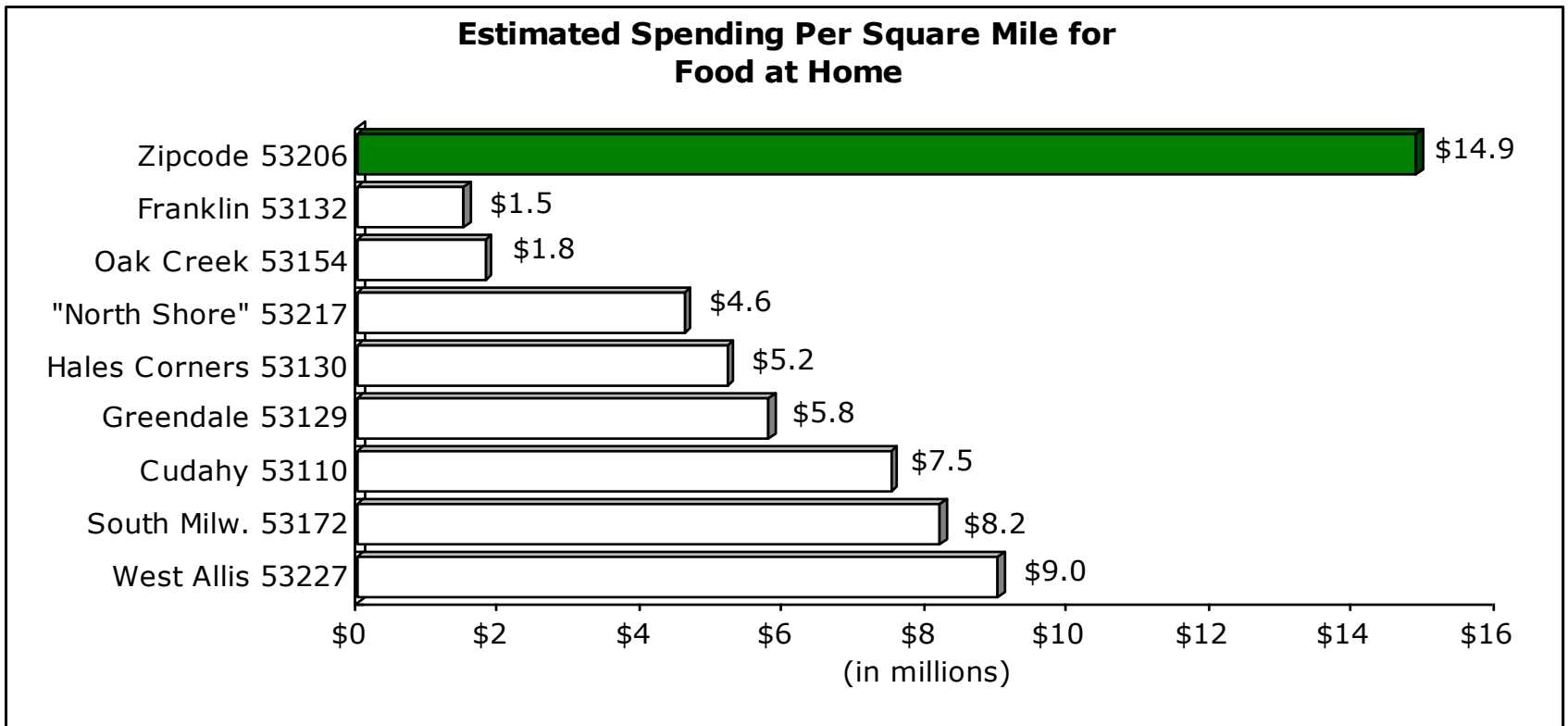
# Retail Spending

- Residents in the zipcode spend an average of \$38 million per square mile on retail items.



# Spending for Food at Home

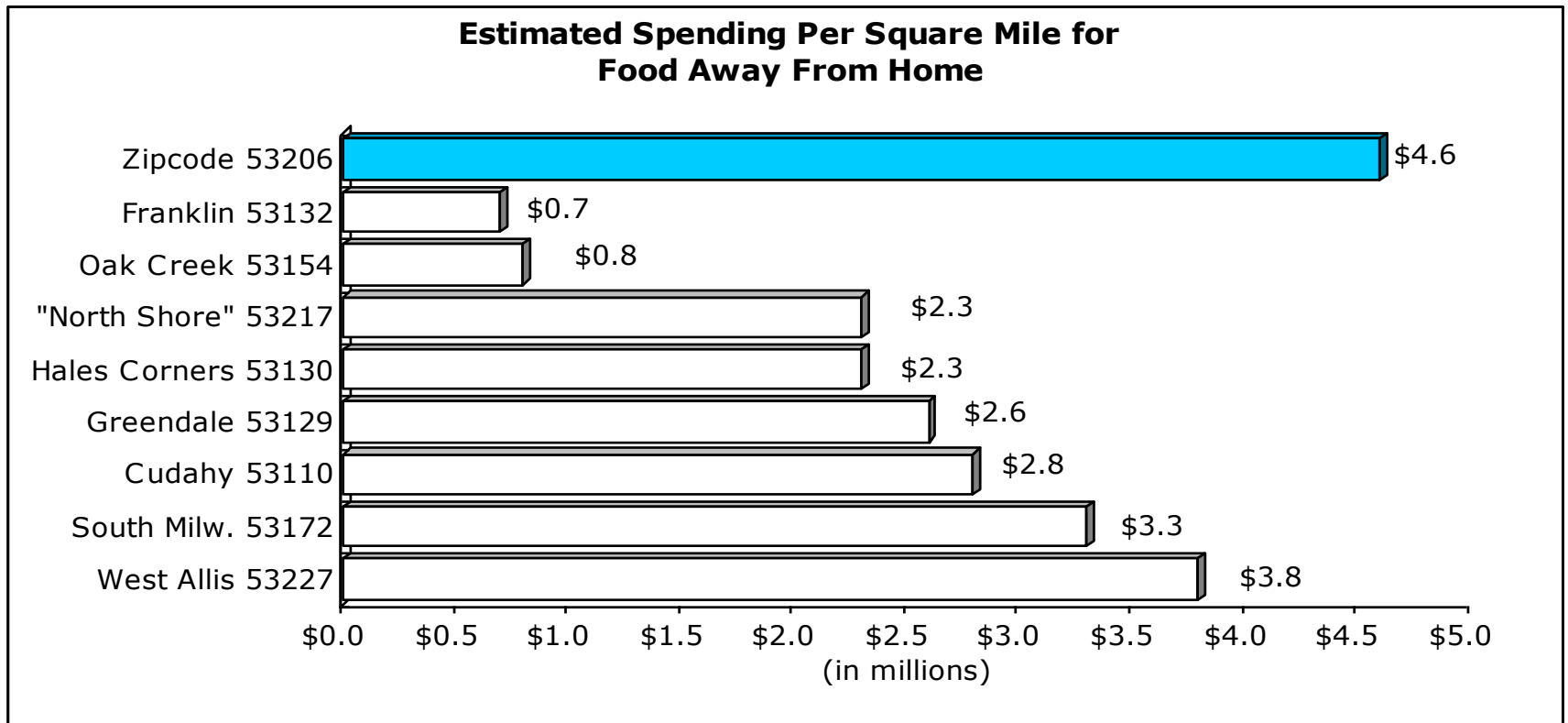
- Estimated expenditures for food at home are 8-10 times the spending per square mile in Oak Creek or Franklin and more than double the spending in Hales Corners or the "North Shore."





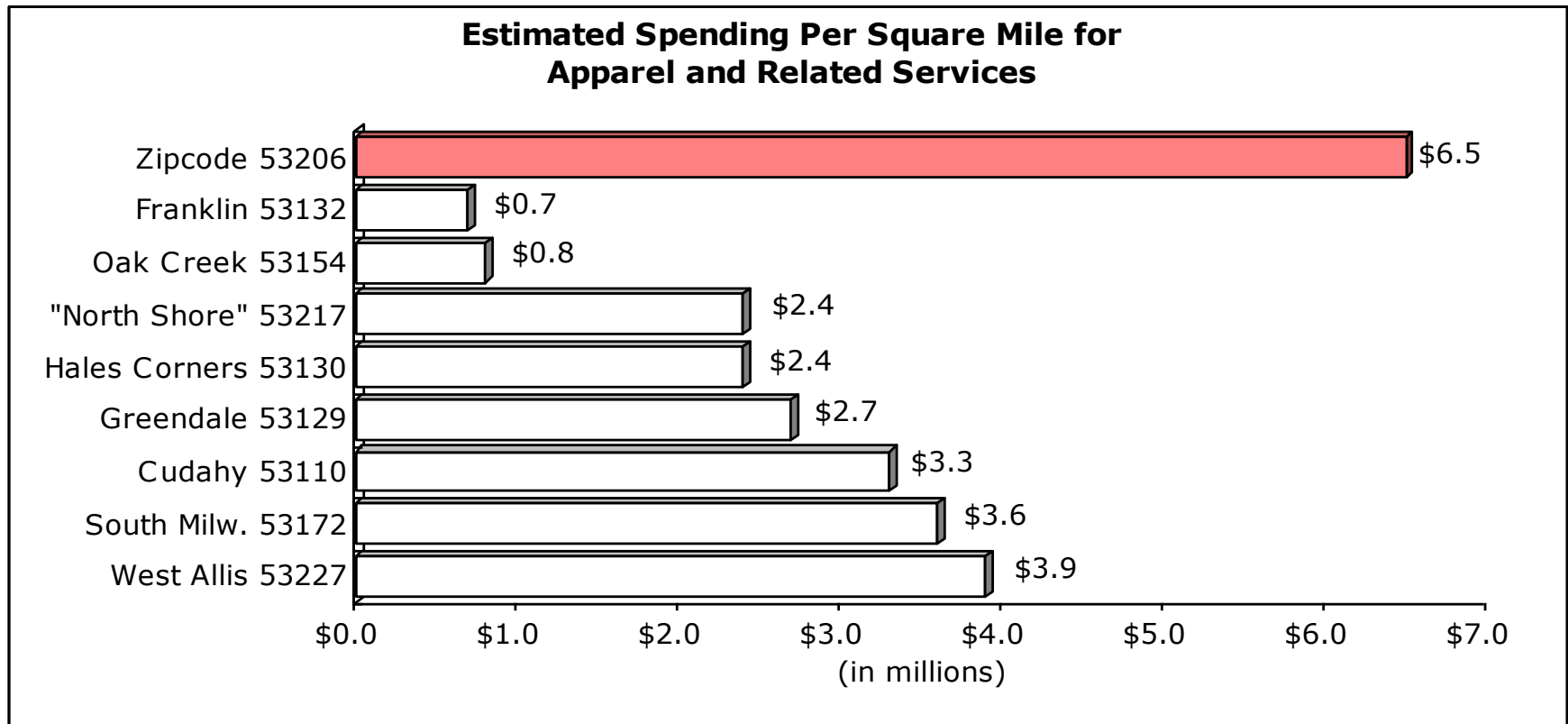
# Spending for Food Away from Home

- Residents spend an estimated \$12.5 million for food away from home, an average of \$4.6 million per square mile.



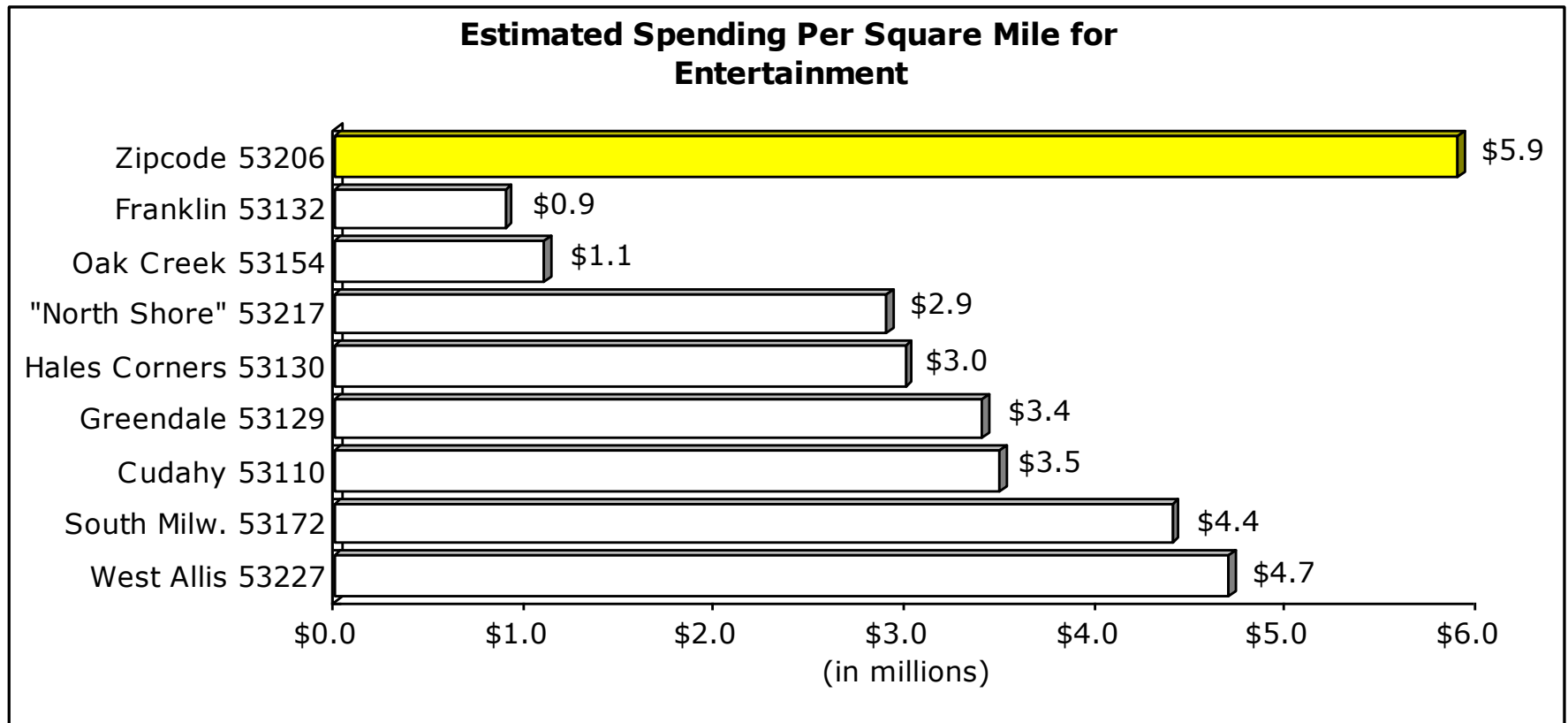
# Spending for Apparel

- Estimated expenditures for apparel and related services total \$17.7 million for the zipcode. Average expenditures of \$6.5 million per square mile are well above those of many other neighborhoods.



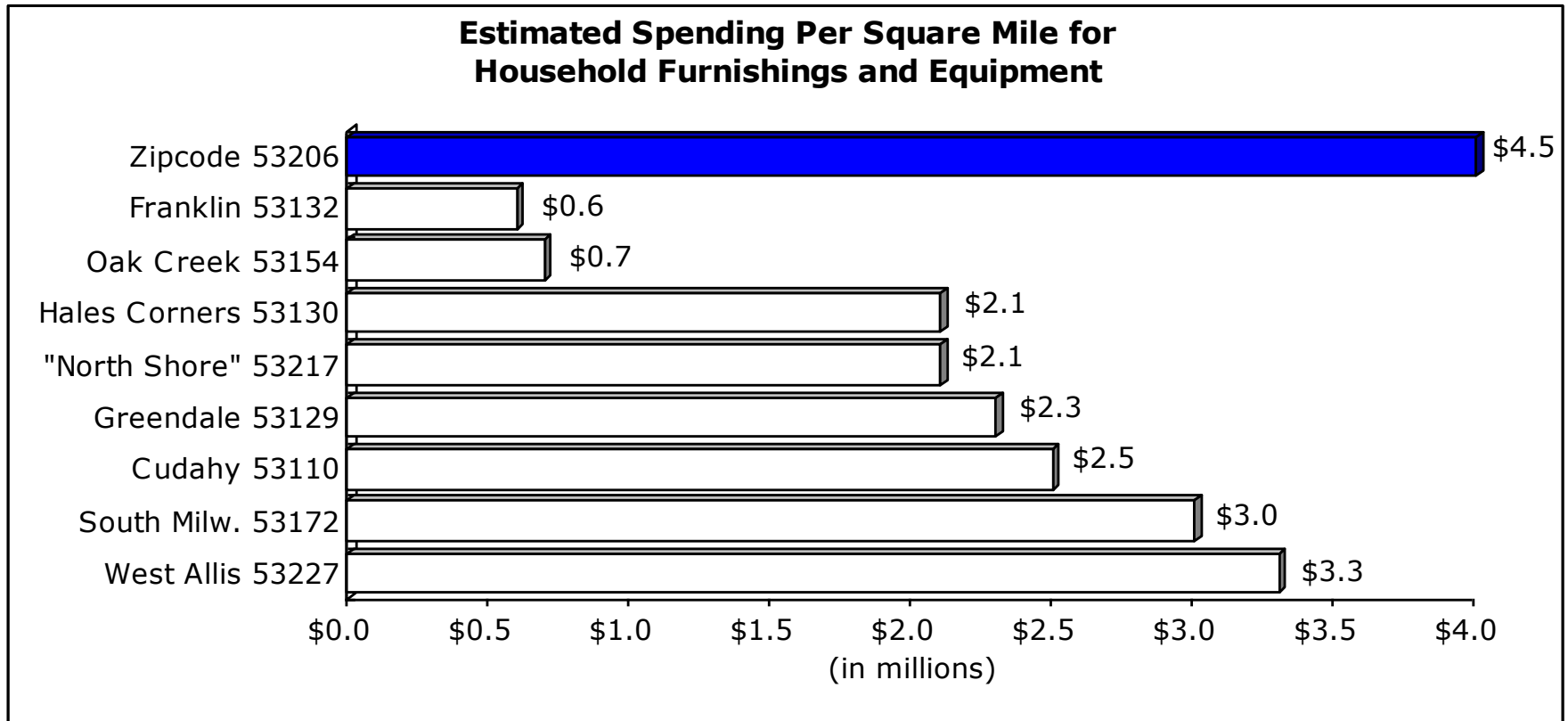
# Spending for Entertainment

- Estimated expenditures per square mile for entertainment are higher than for many other neighborhoods.



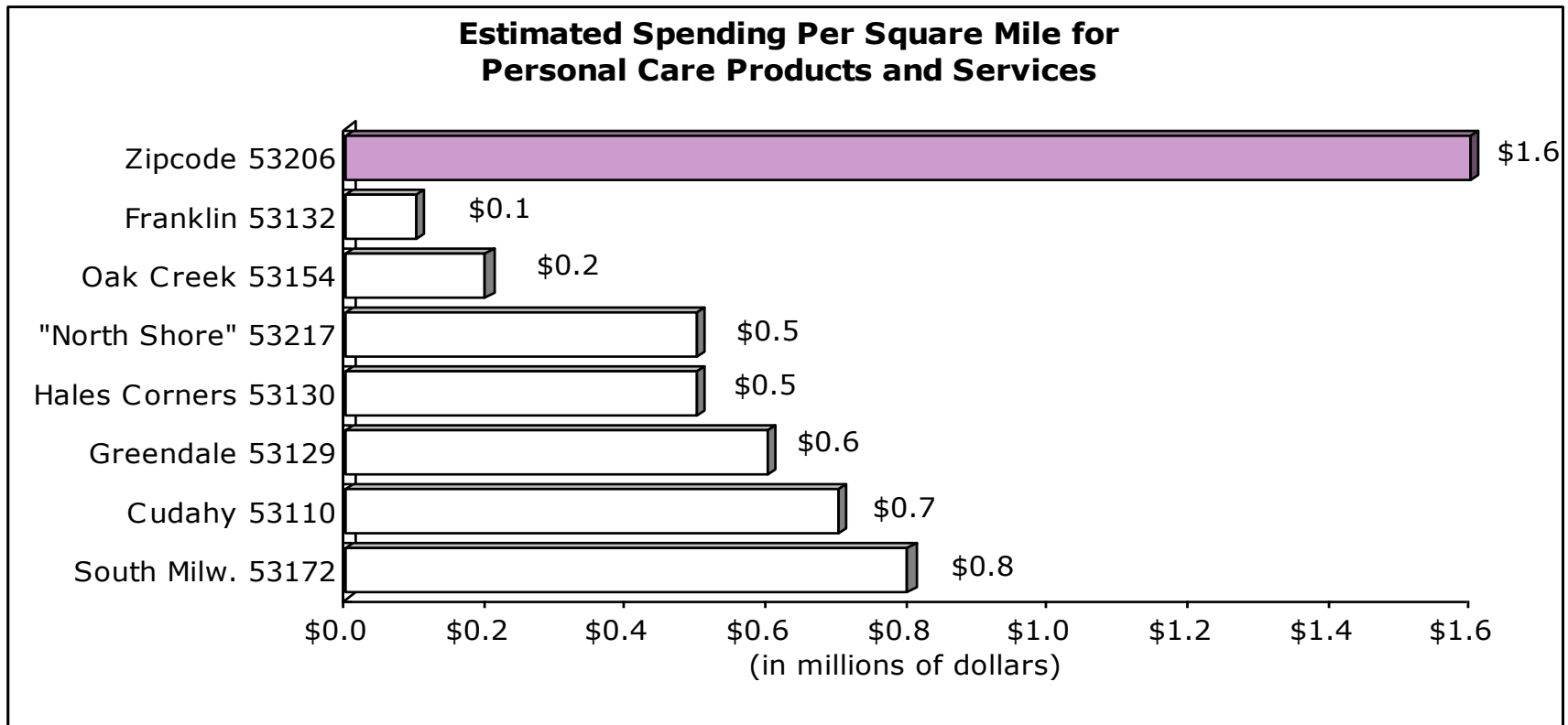
# Spending for Household Furnishings

- Estimated expenditures for household furnishings and equipment total \$12.2 million for the zipcode and \$4.5 million per square mile.



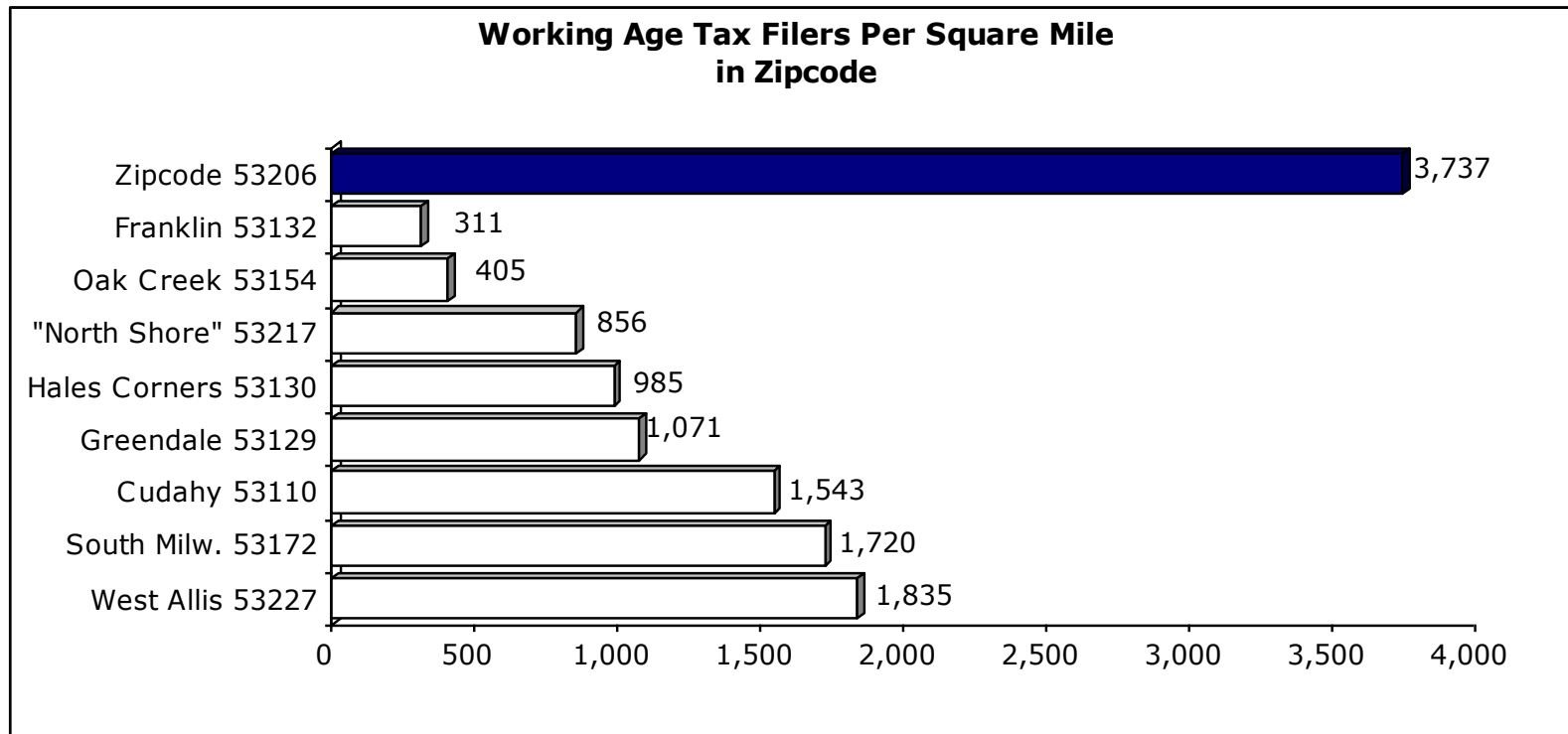
# Spending for Personal Care

- Unlike many suburban areas, expenditures for personal care products and services are estimated to exceed \$1.6 million per square mile.



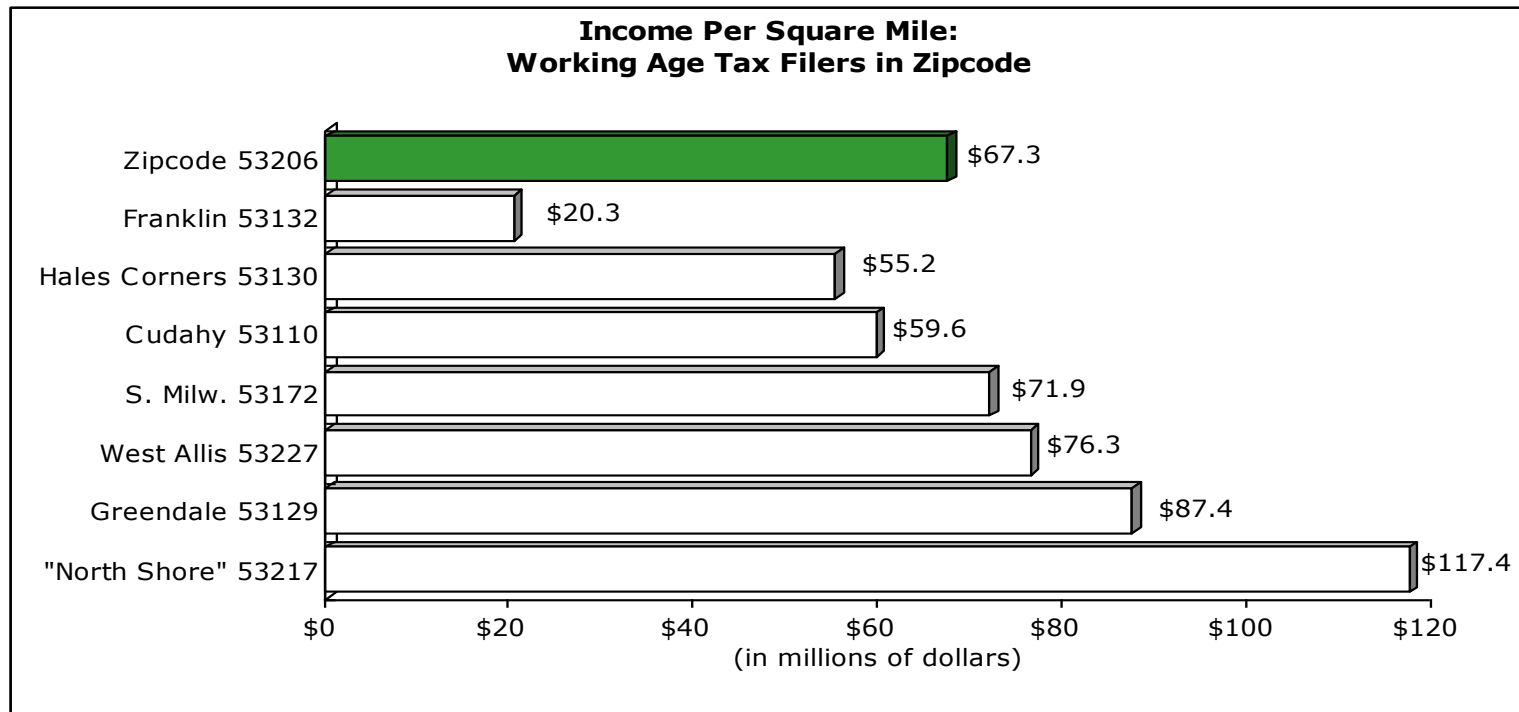
# Workforce Density

- The target area has 10,166 working age tax filers. These include 5,241 one-parent filers with dependents, 681 married filers with dependents, 549 married filers with no dependents and 3,695 single person filers.
- This area has more working age income tax filers per square mile than Milwaukee's "North Shore" and many suburban areas.



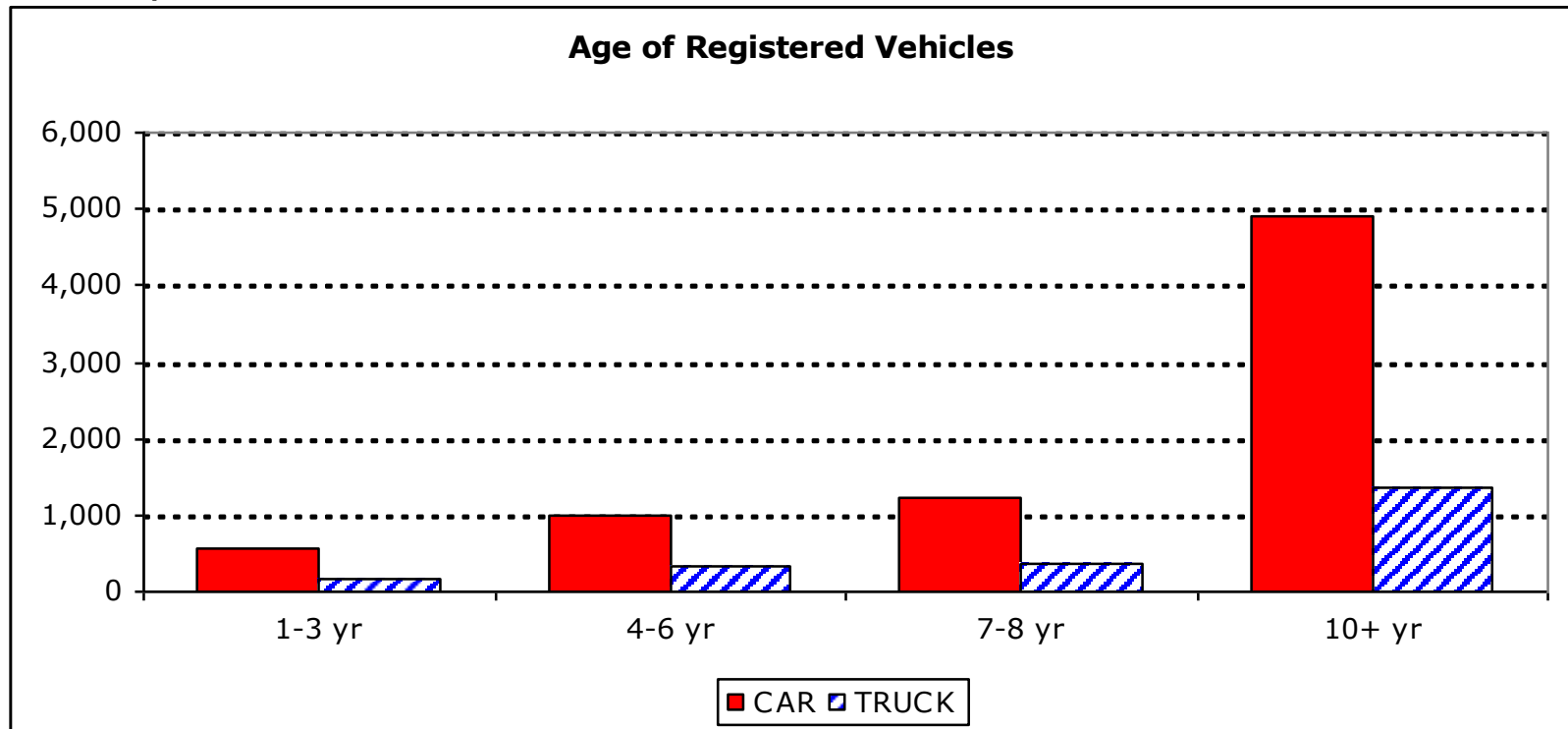
# Income Per Square Mile

- Working age families and single persons living Zipcode 53206 reported \$183.1 million in total adjusted gross income in 1999.
- The annual income of working age tax filers in the target area (\$67.3 million per square mile) is comparable to that of many suburban areas.



# Vehicle Ownership

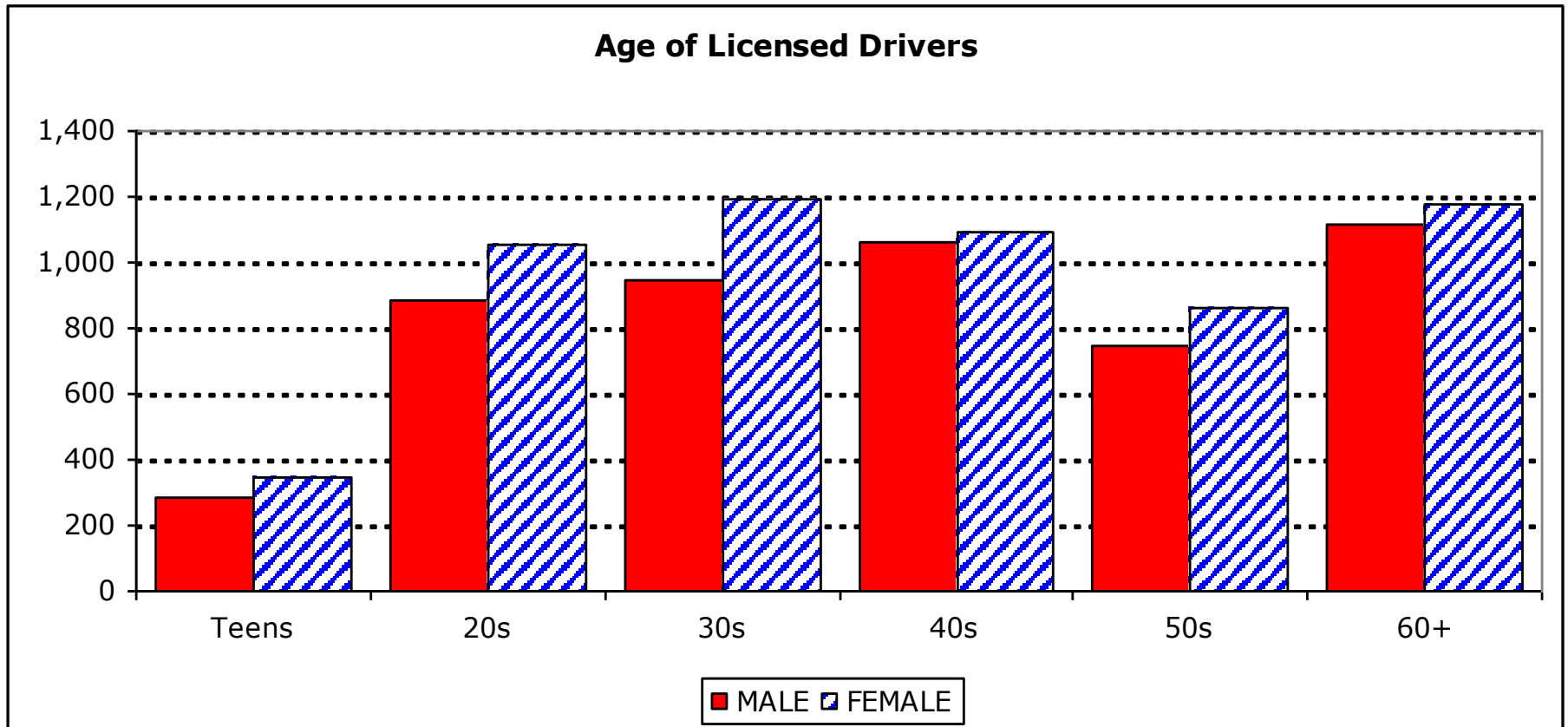
- Registered vehicles in the target area total 9,927. The area has 3,649 vehicles per square mile.
- The most popular car brands are Buick, Chevrolet, Oldsmobile and Pontiac. The most popular truck brands are Chevrolet, Ford, Dodge and GMC.
- 7% of cars and 8% of trucks are 1-3 years old. 64% of the cars are 10 or more years old.





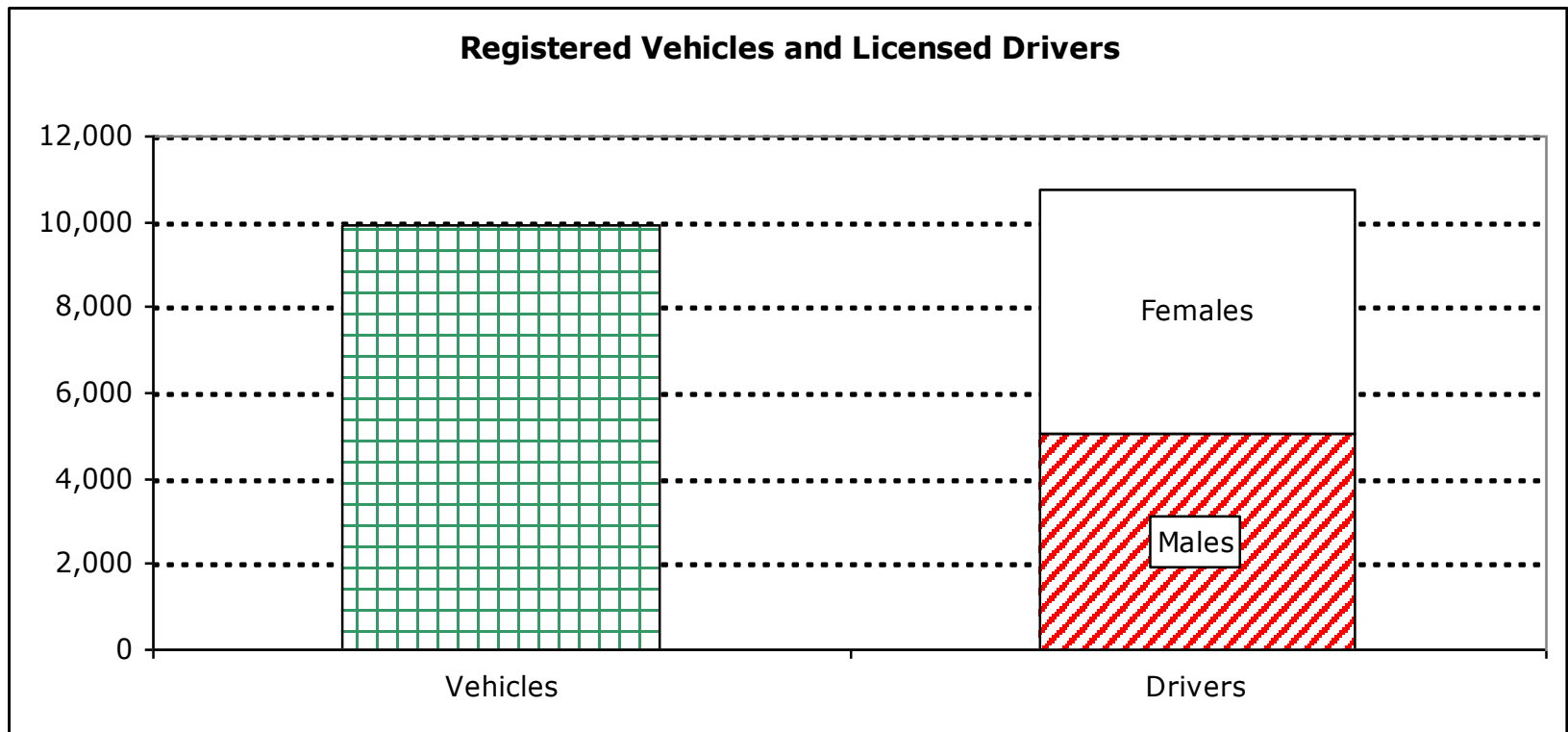
# Licensed Drivers

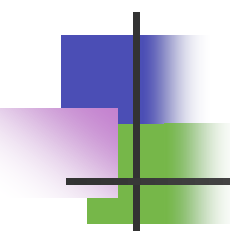
- The target area has 10,760 licensed drivers – 5,033 males and 5,727 females.
- 40% of drivers are in their thirties and forties.



# Ratio of Drivers to Vehicles

- Records show a 1:1:1 ratio of licensed drivers (10,760) to vehicles (9,927).





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**Data Sources:** Analysis of data from the Wisconsin Department of Revenue, Wisconsin Department of Transportation, U.S. Census Bureau, Consumer Expenditure Survey, Health Care Finance Administration, U.S. Postal Service, Home Mortgage Disclosure Act, and City of Milwaukee property files. Prepared by the University of Wisconsin-Milwaukee Employment and Training Institute for the City of Milwaukee Department of City Development and the Helen Bader Foundation, June 2001. For more information, contact the Employment and Training Institute, 414-227-3385, email [eti@uwm.edu](mailto:eti@uwm.edu).