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# Purchasing Power Profile: Cesar E. Chavez and National

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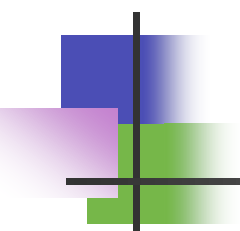
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# Purchasing Power Profile: Cesar E. Chavez and National

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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.

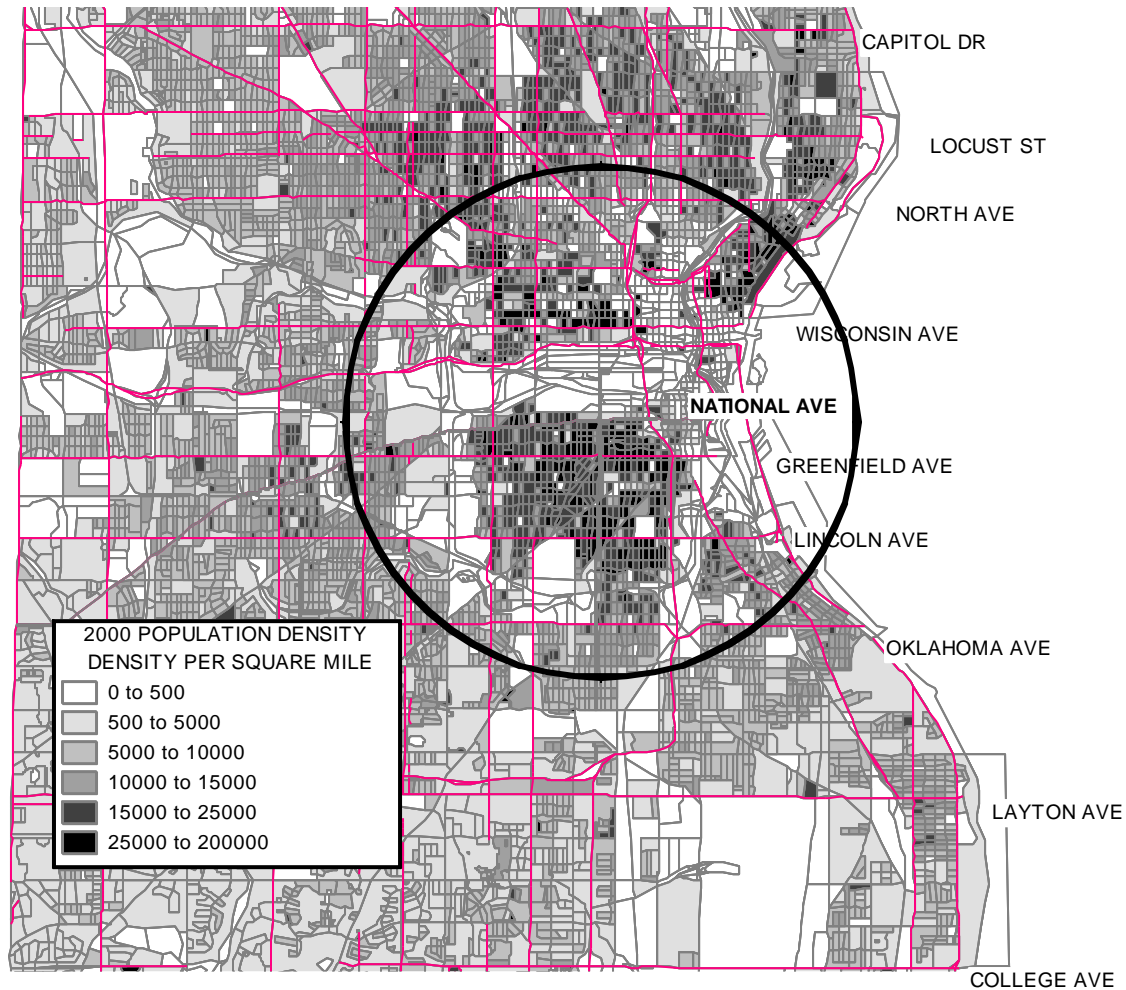


## Within a 3-Mile Radius of Chavez & National

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- Estimated \$675.1 million spent on retail expenditures annually
  - \$251 million for food at home
  - \$90 million for food away from home
  - \$110 million for apparel and related services
  - \$115 million for entertainment
  - \$84 million for household furnishings and equipment
  - \$25 million for personal care products and services
- 63,408 working age income tax filers with \$1.76 billion of adjusted gross income in 1999
- 16,434 elderly persons
- 97,501 active residential postal deliveries and 9,040 active business deliveries
- 77,491 registered vehicles
- 82,368 licensed drivers

# Population within 3-Mile Radius of Cesar E. Chavez & National





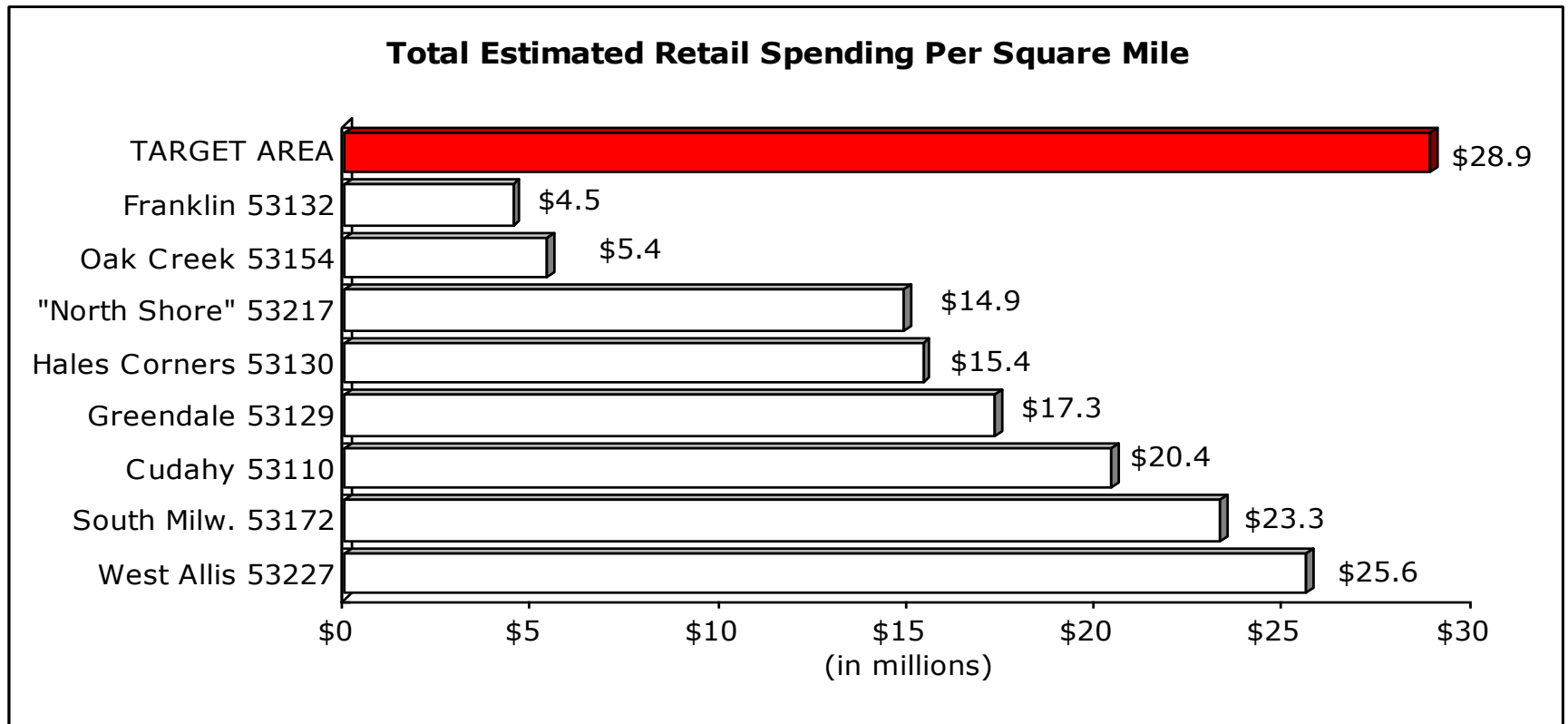
# Spending Power Per Square Mile

- Much of the income earned in the S. Cesar E. Chavez Drive and W. National Avenue Target Area converts to direct spending power. Based on residents' 1999 income tax returns and data on elderly persons, it is estimated that residents within a 3-mile radius spend \$675.1 million annually on retail expenditures.

<b>Estimated 1999 Consumer Expenditures</b>	<b>Total Within 3-Mile Radius</b>	<b>Expenditures Per Square Mile</b>
Food at home	\$251,192,230	\$10,734,711
Food away from home	\$90,222,106	\$3,855,646
Apparel and services	\$109,771,972	\$4,691,110
Entertainment	\$115,079,462	\$4,917,926
Household furnishings and equipment	\$83,629,945	\$3,573,929
Personal care products and services	\$25,223,724	\$1,077,937
<b>TOTAL RETAIL</b>	<b>\$675,119,439</b>	<b>\$28,851,258</b>

# Retail Spending

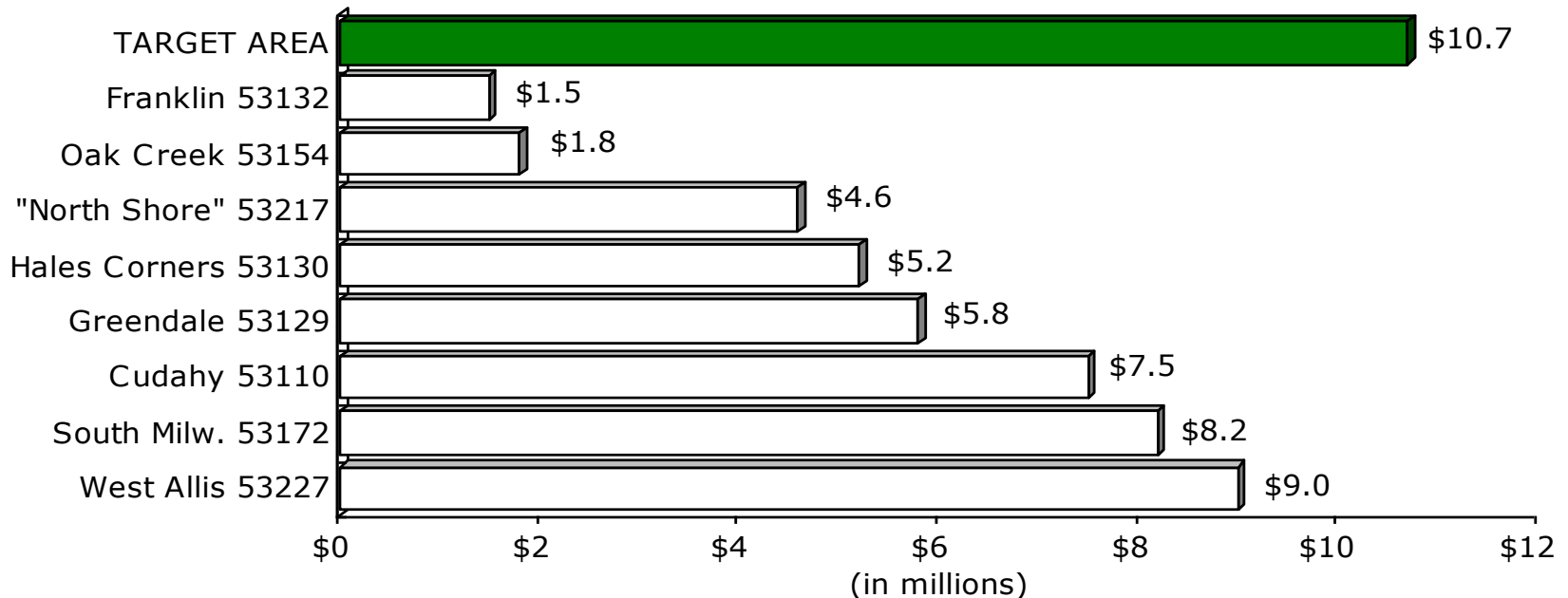
- Residents in the Chavez and National Target Area spend an average of \$28.9 million per square mile on retail items.



# Spending for Food at Home

- Estimated expenditures for food at home are 6-7 times the spending per square mile in Oak Creek or Franklin and double the spending in Hales Corners or the "North Shore."

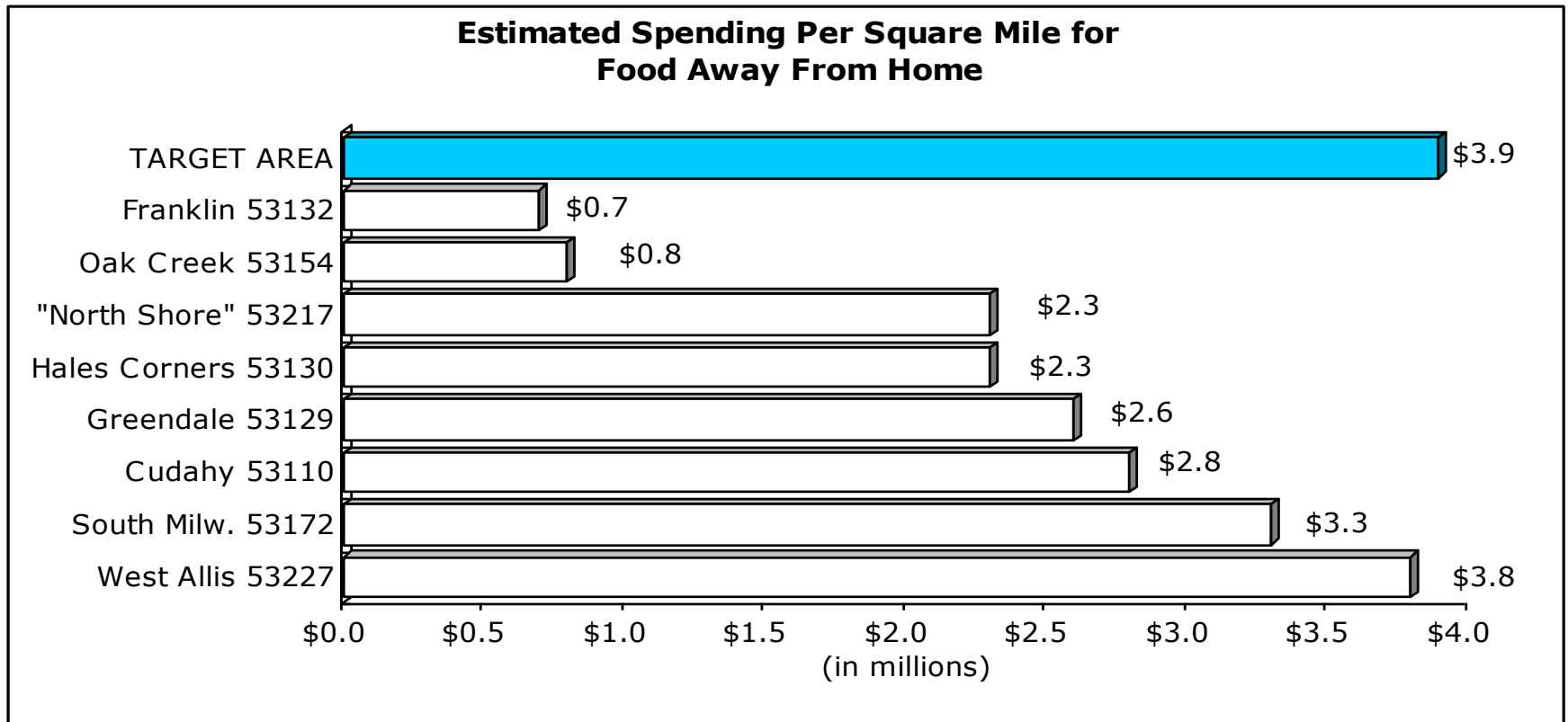
**Estimated Spending Per Square Mile for Food at Home**





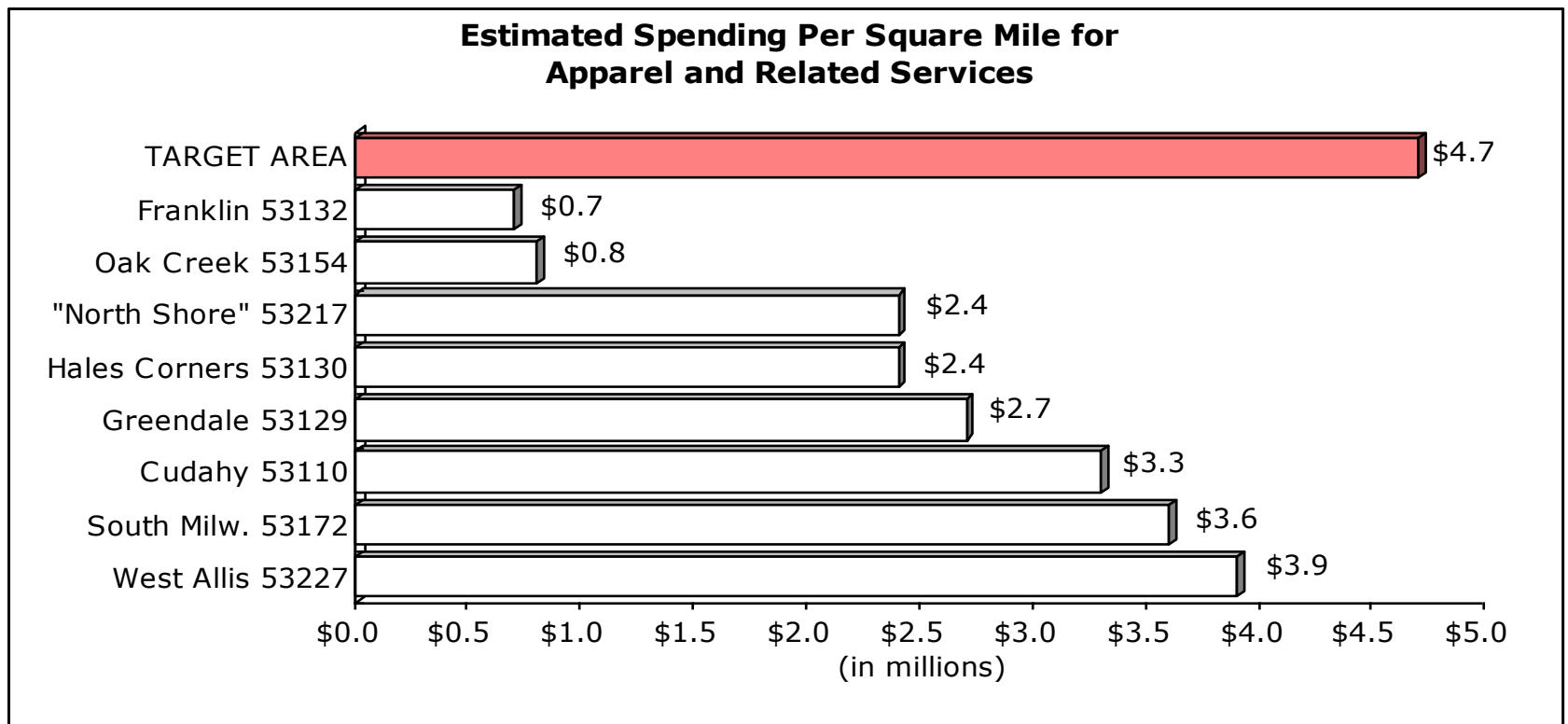
# Spending for Food Away from Home

- Residents within a 3-mile radius of Chavez and National spend an estimated \$90.2 million for food away from home, an average of \$3.9 million per square mile.



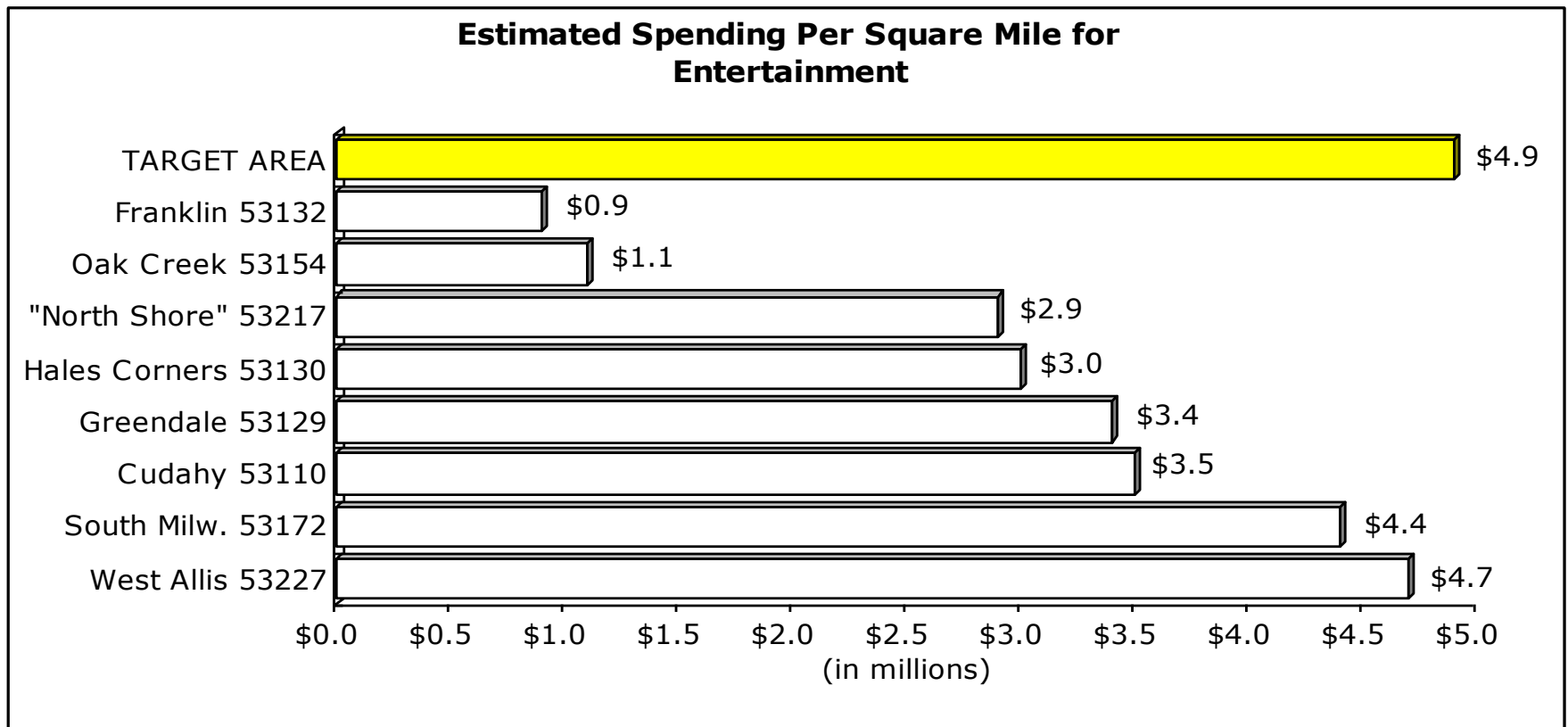
# Spending for Apparel

- Estimated expenditures for apparel and related services total \$109.8 million for the area within a 3-mile radius of Chavez and National. Average expenditures of \$4.7 million per square mile are well above those of many other neighborhoods.



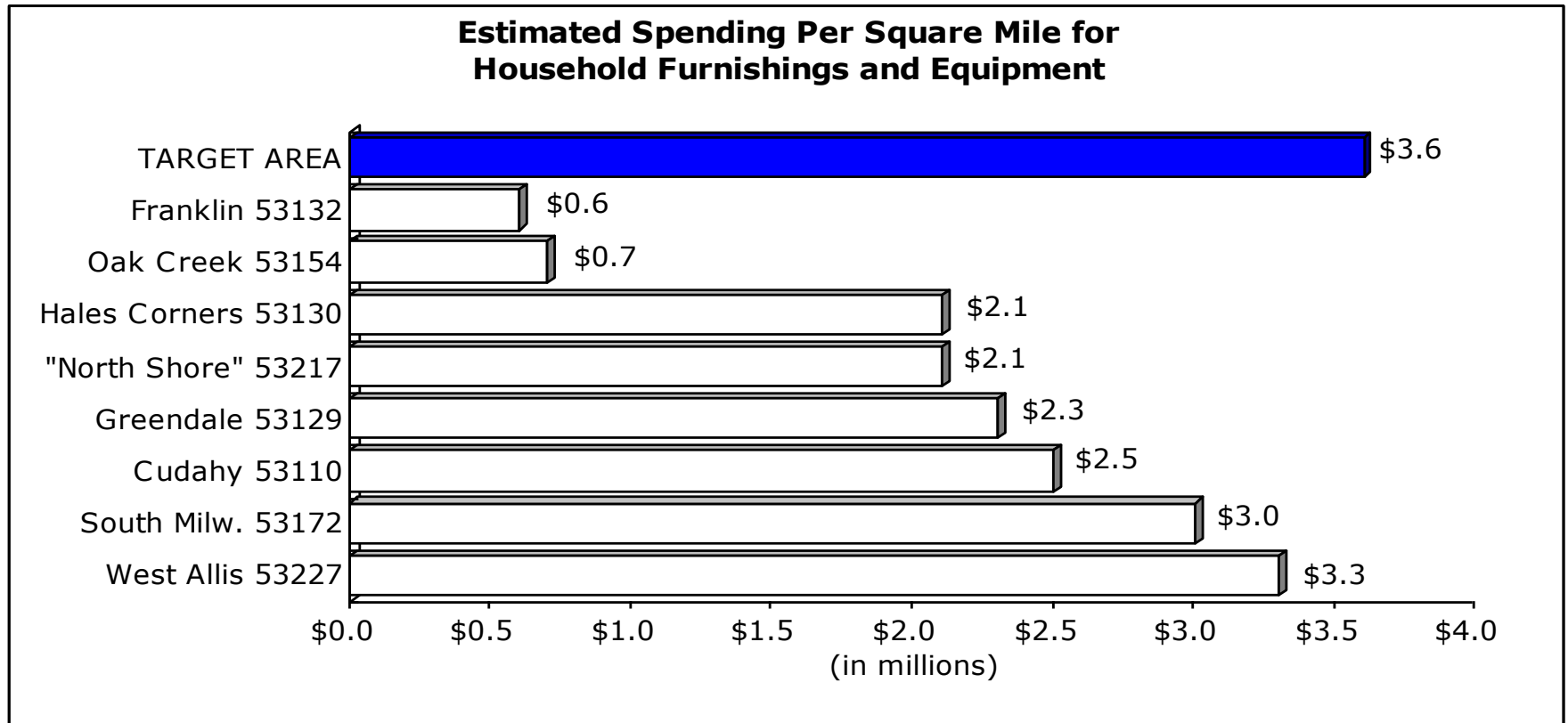
# Spending for Entertainment

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



# Spending for Household Furnishings

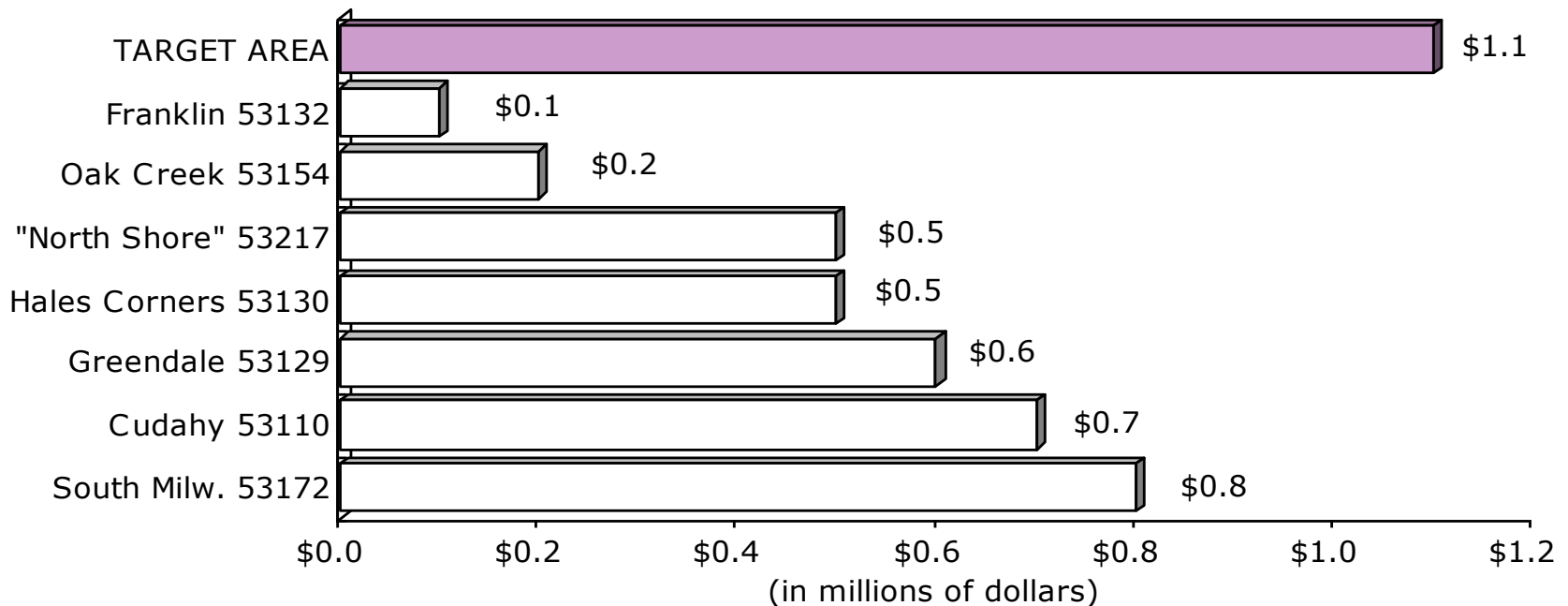
- Estimated expenditures for household furnishings and equipment total \$83.6 million for residents within a 3-mile radius and \$3.6 million per square mile.



# Spending for Personal Care

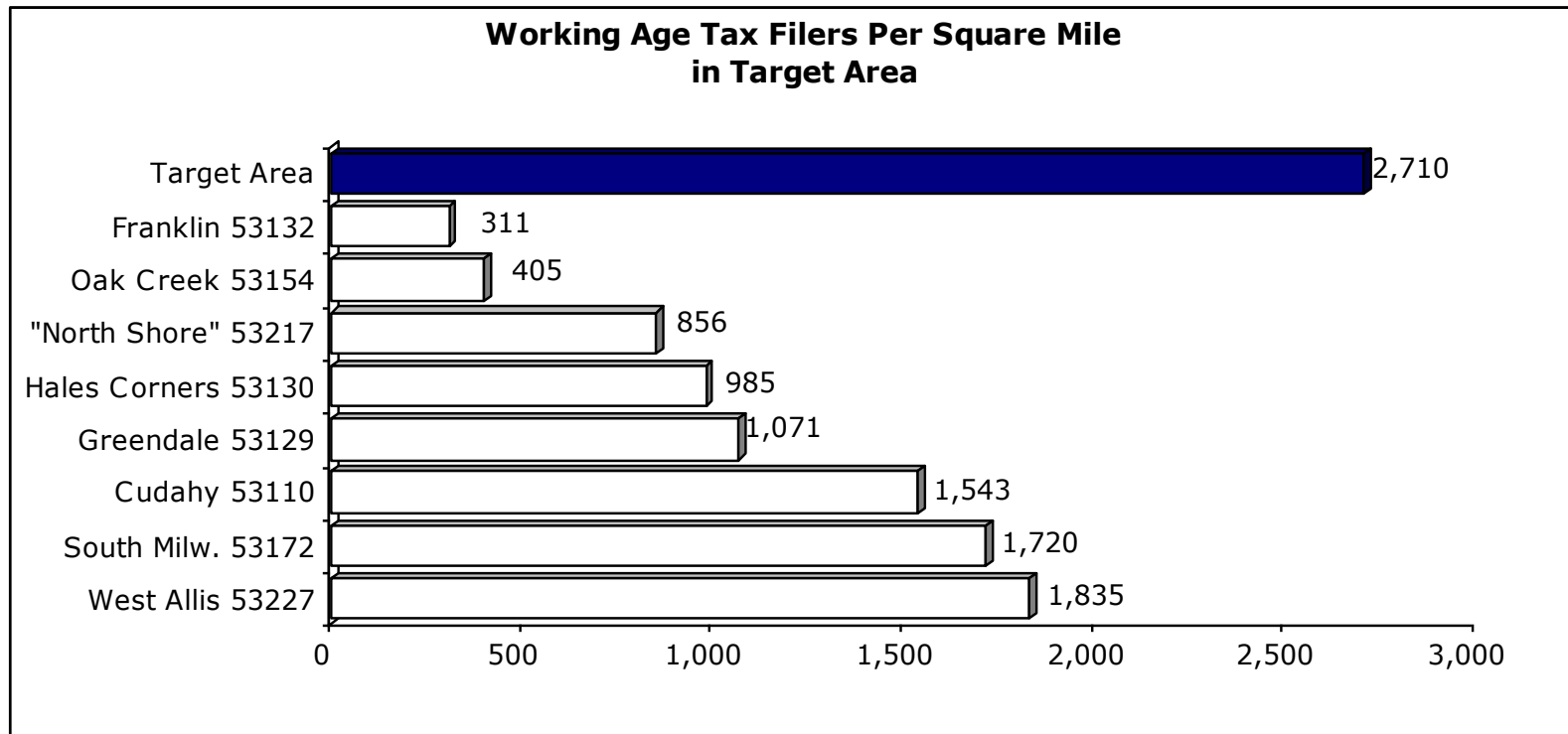
- Unlike many suburban areas, expenditures for personal care products and services are estimated to exceed \$1 million per square mile.

**Estimated Spending Per Square Mile for Personal Care Products and Services**



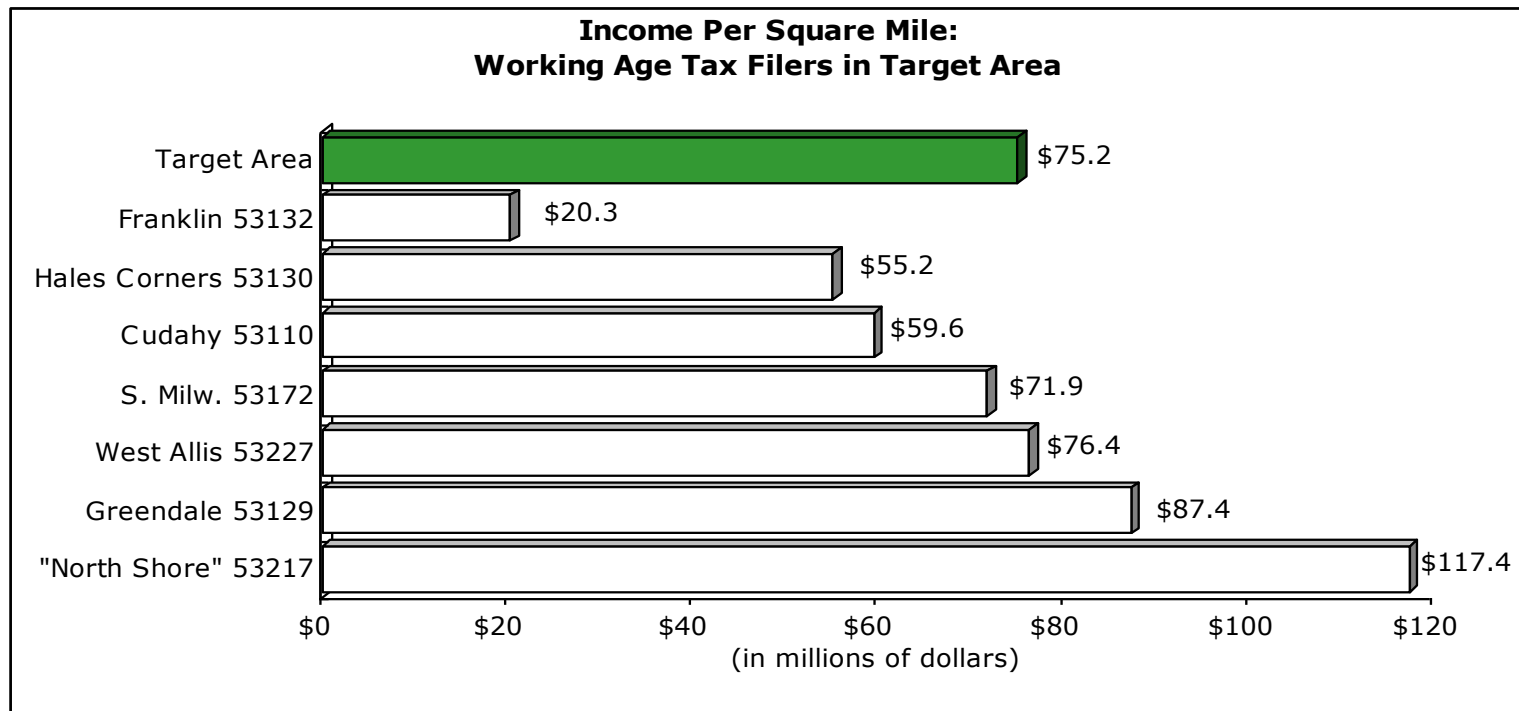
# Workforce Density

- The target area has 63,408 working age tax filers. These include 16,691 one-parent filers with dependents, 9,925 married filers with dependents, 6,117 married filers with no dependents and 30,675 single person filers.
- This city neighborhood has more working age income tax filers per square mile than Milwaukee's "North Shore" and many suburban areas.



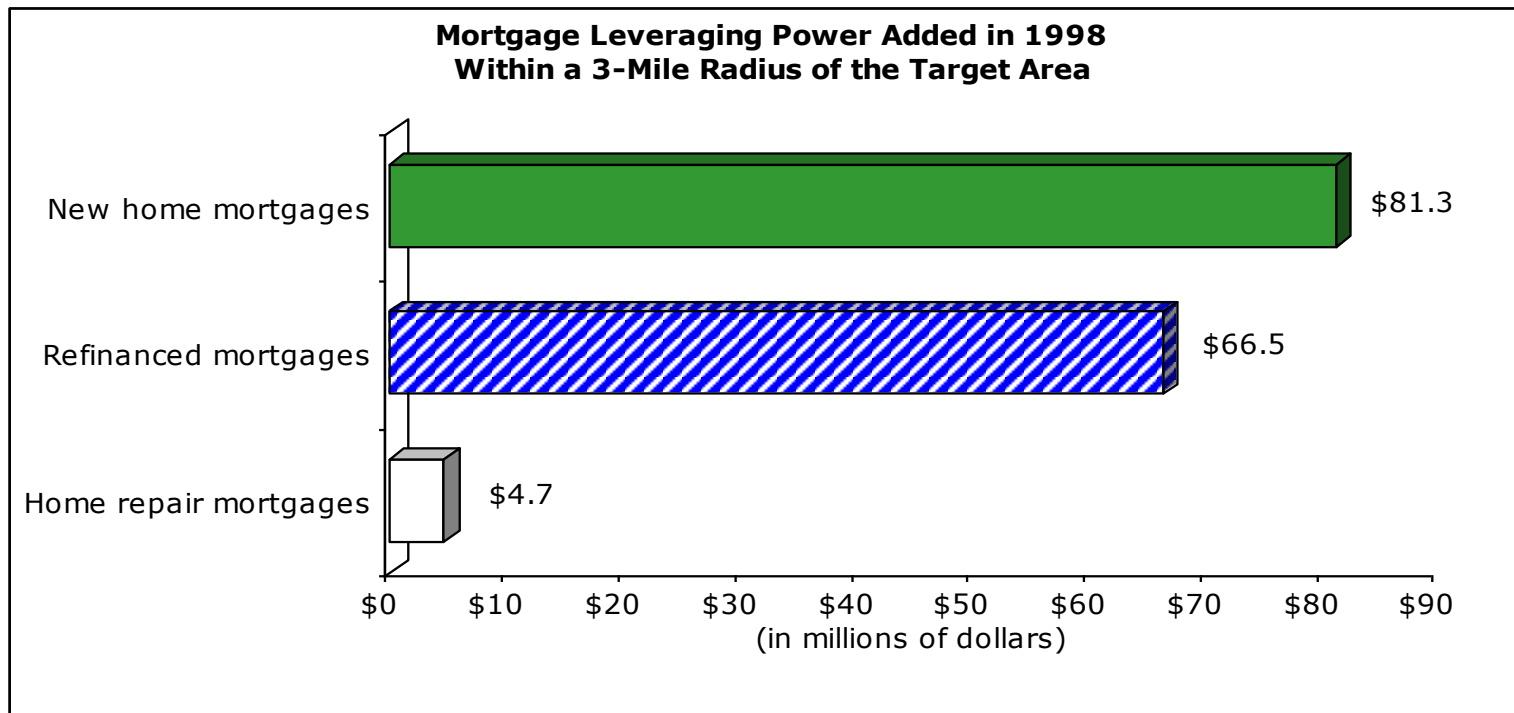
# Income Per Square Mile

- Working age families and single persons living within a 3-mile radius of Chavez and National reported \$1.76 billion in total adjusted gross income in 1999.
- The annual income of working age tax filers in the target area (\$75.2 million per square mile) outpaces that of many suburban areas.



# Financial Leveraging

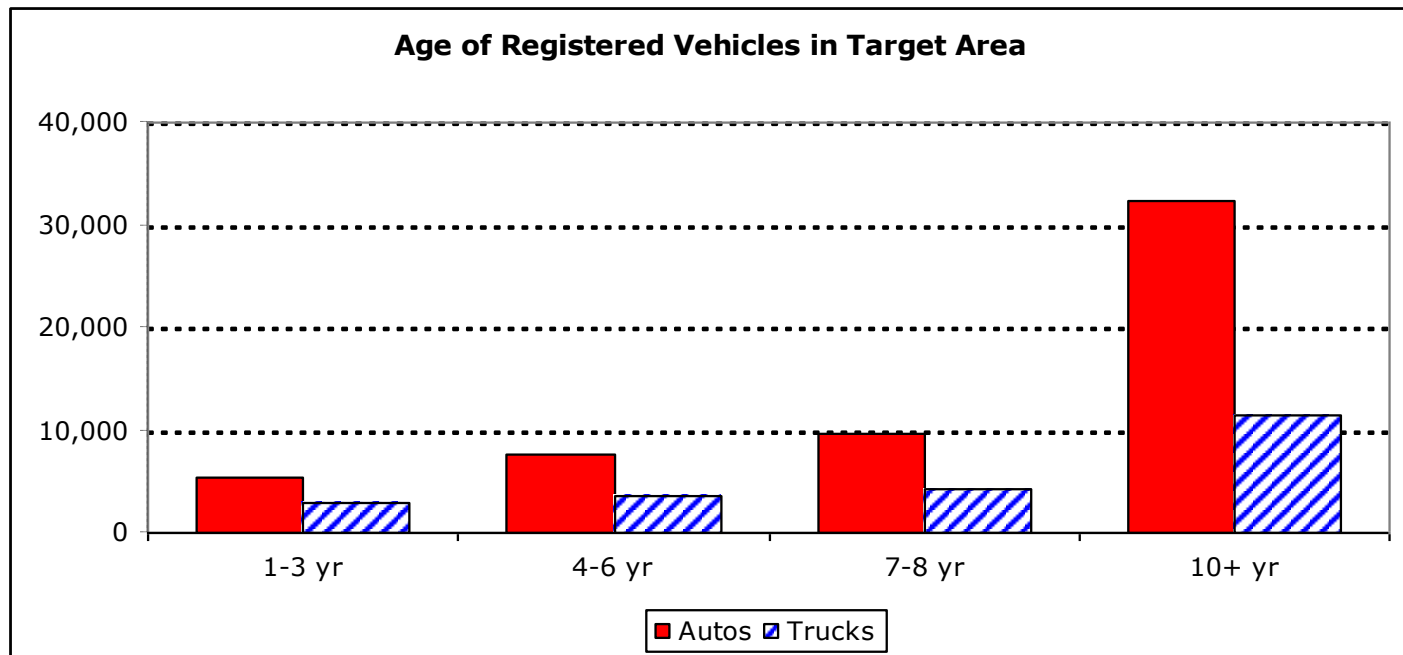
- New home purchases showed 1,150 new home mortgages worth \$81,350,000 in 1998 in the blocks within a 3-mile radius of Chavez and National.
- Refinancing of mortgages brought in \$66,522,000 and home repair mortgages totaled \$4,664,000.





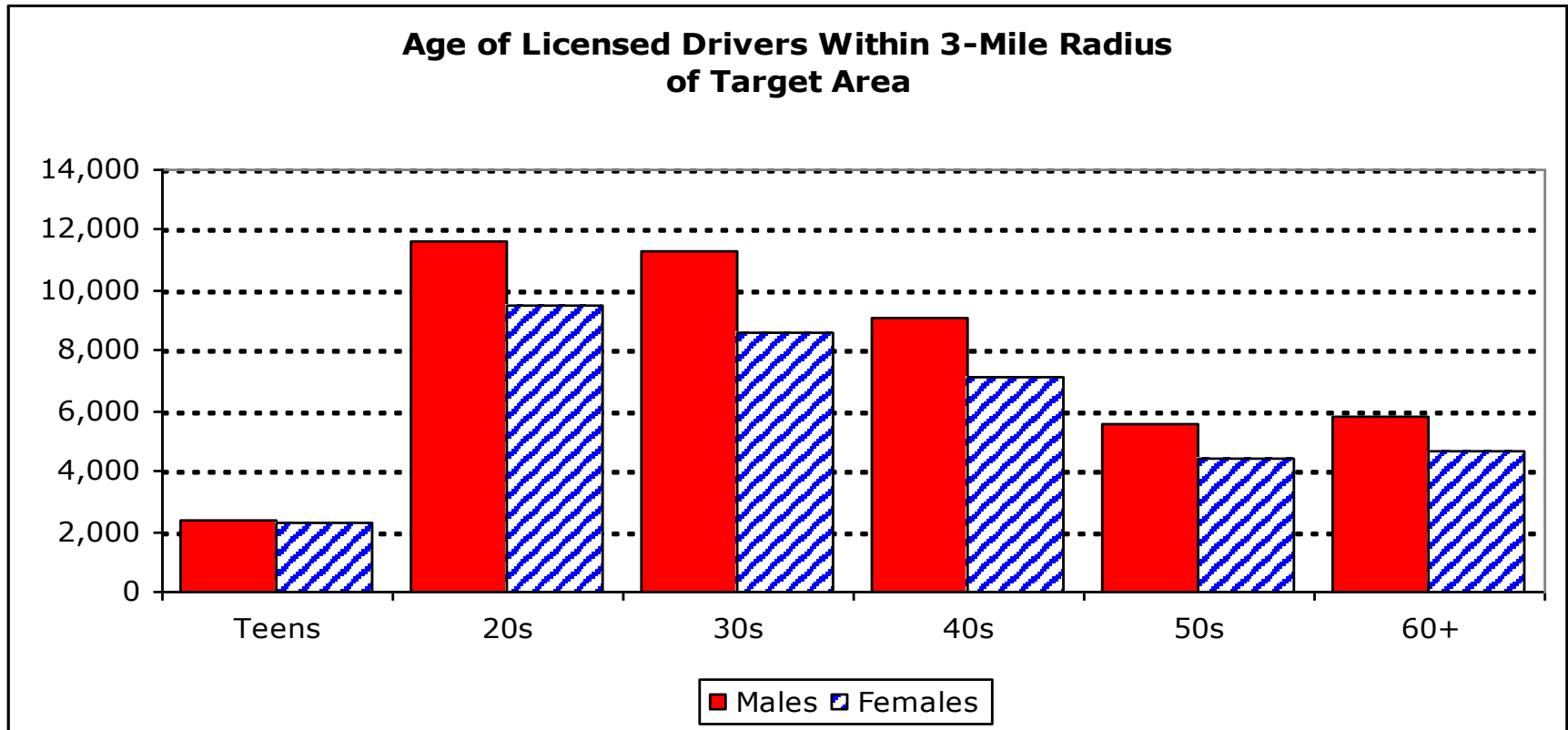
# Vehicle Ownership

- Registered vehicles in the target area total 77,491. The area has 3,312 vehicles per square mile.
- The most popular car brands are Chevrolet, Ford, Toyota and Pontiac. The most popular truck brands are Chevrolet, Ford, Dodge and Plymouth.
- 10% of cars and 13% of trucks are 1-3 years old. Over half (59%) of the cars are 10 or more years old.



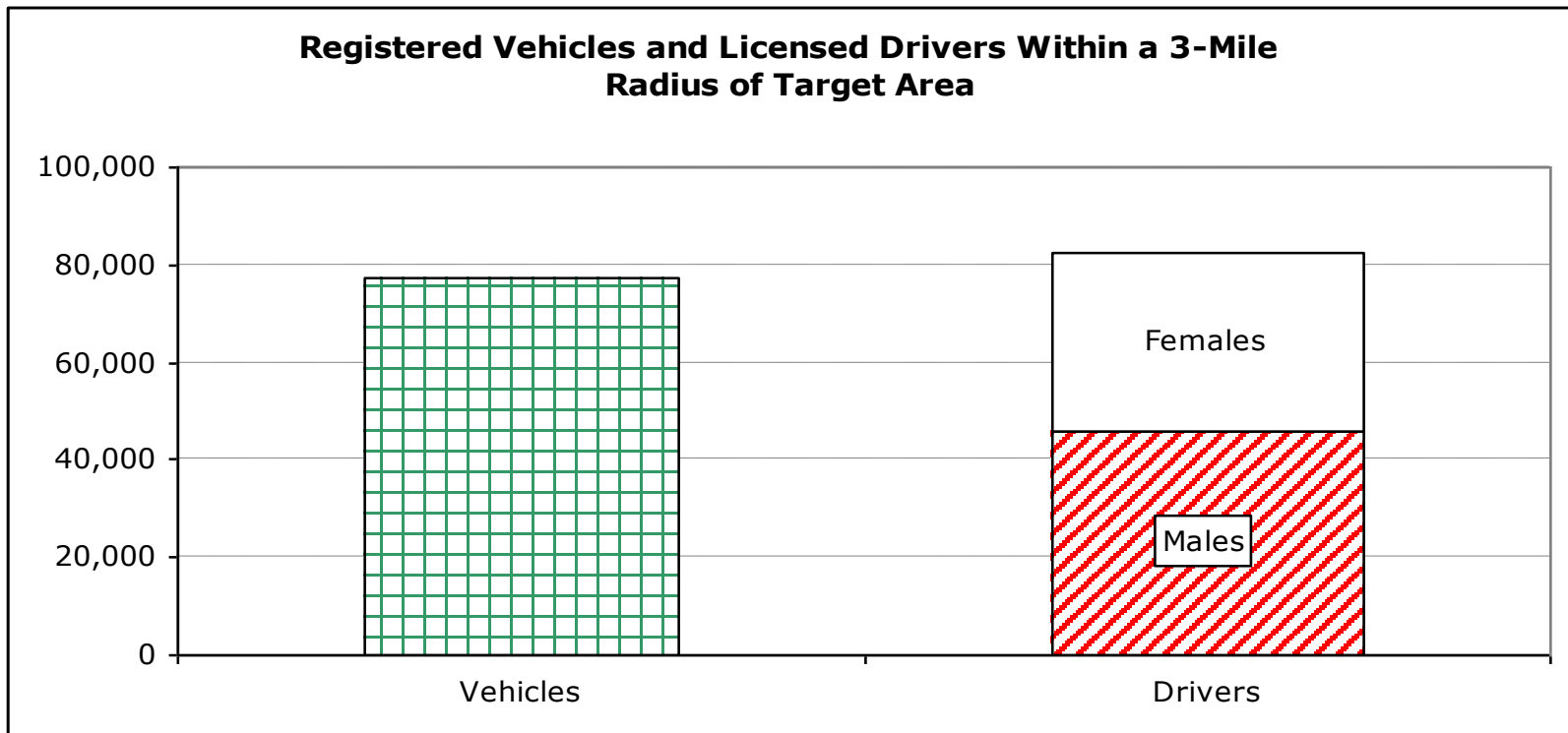
# Licensed Drivers

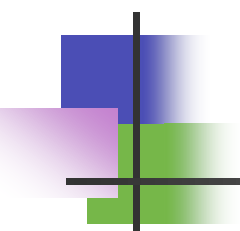
- The target area has 82,368 licensed drivers – 45,786 males and 36,582 females.
- Half of drivers are in their twenties and thirties.



# Ratio of Drivers to Vehicles

- Records show a 1.1:1 ratio of licensed drivers (82,368) to vehicles (77,491).





**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, July 2001. For more information, contact the Employment and Training Institute, 414-227-3385, email [eti@uwm.edu](mailto:eti@uwm.edu).