2001

Purchasing Power Profile: Zipcode 53217

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Purchasing Power Profile:
Zipcode 53217

Milwaukee County
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 53217 Summary

- Estimated $211.9 million spent on retail expenditures annually
  - $66 million for food at home
  - $33 million for food away from home
  - $34 million for apparel and related services
  - $42 million for entertainment
  - $7 million for household furnishings and equipment
  - 30 million for personal care products and services
- 12,179 working age income tax filers with nearly $1.7 billion of adjusted gross income in 1999
- 4,930 elderly persons
- 12,328 active residential postal deliveries and 935 active business deliveries
- 17,769 registered vehicles
- 22,957 licensed drivers
Population in Zipcode 53217

2000 population density

Density per square mile

- 0 to 500
- 500 to 5000
- 5000 to 10000
- 10000 to 15000
- 15000 to 25000
- 25000 to 200000
Spending Power Per Square Mile

Zipcode 53217 includes Fox Point and Bayside and parts of River Hills, Glendale and Whitefish Bay. Based on residents’ 1999 income tax returns and data on elderly persons, it is estimated that residents spend $211.9 million annually on retail expenditures.

<table>
<thead>
<tr>
<th>Estimated 1999 Consumer Expenditures</th>
<th>Total Within Zipcode</th>
<th>Expenditures Per Square Mile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food at home</td>
<td>$65,979,896</td>
<td>$4,636,676</td>
</tr>
<tr>
<td>Food away from home</td>
<td>32,965,263</td>
<td>2,316,604</td>
</tr>
<tr>
<td>Apparel and services</td>
<td>33,752,313</td>
<td>2,371,912</td>
</tr>
<tr>
<td>Entertainment</td>
<td>41,931,159</td>
<td>2,946,673</td>
</tr>
<tr>
<td>Personal care products and services</td>
<td>6,704,524</td>
<td>471,154</td>
</tr>
<tr>
<td>Household furnishings and equipment</td>
<td>30,540,028</td>
<td>2,146,172</td>
</tr>
<tr>
<td>TOTAL RETAIL</td>
<td>$211,873,183</td>
<td>$14,889,191</td>
</tr>
</tbody>
</table>
Residents in the zip code spend an average of $14.9 million per square mile on retail items annually.
Estimated annual expenditures for food at home average $4.7 million per square mile.

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

- Zipcode 53217: $4.7 million
- Franklin 53132: $1.5 million
- Oak Creek 53154: $1.8 million
- Hales Corners 53130: $5.2 million
- Greendale 53129: $5.8 million
- South Milw. 53172: $8.2 million
- West Allis 53227: $9.0 million
- Milwaukee 53204: $13.6 million
- Milwaukee 53206: $14.9 million

*Note: The values are in millions.*
Residents spend an estimated $33 million for food away from home, an average of $2.3 million per square mile.

### Estimated Spending Per Square Mile for Food Away From Home

<table>
<thead>
<tr>
<th>Zipcode</th>
<th>Estimated Spending (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milwaukee 53206</td>
<td>$4.6</td>
</tr>
<tr>
<td>Milwaukee 53204</td>
<td>$4.0</td>
</tr>
<tr>
<td>Milwaukee 53206</td>
<td>$4.0</td>
</tr>
<tr>
<td>West Allis 53227</td>
<td>$4.0</td>
</tr>
<tr>
<td>Greendale 53129</td>
<td>$3.8</td>
</tr>
<tr>
<td>South Milw. 53172</td>
<td>$3.3</td>
</tr>
<tr>
<td>Oak Creek 53154</td>
<td>$2.6</td>
</tr>
<tr>
<td>Hales Corners 53130</td>
<td>$2.3</td>
</tr>
<tr>
<td>Franklin 53132</td>
<td>$0.7</td>
</tr>
<tr>
<td>Zipcode 53217</td>
<td>$2.3</td>
</tr>
</tbody>
</table>
Estimated annual expenditures for apparel and related services total $33.7 million for the zipcode. Expenditures average $2.4 million per square mile.
Estimated annual expenditures per square mile for entertainment total $2.9 million.

![Estimated Spending Per Square Mile for Entertainment](chart.png)
Estimated annual expenditures for household furnishings and equipment total $30.5 million for the zipcode and average $2.1 million per square mile.

![Estimated Spending Per Square Mile for Household Furnishings and Equipment](chart.png)
Annual expenditures for personal care products and services are estimated at $471,000 per square mile.
Workforce Density

The target area has 12,179 working age tax filers. These include 681 one-parent filers with dependents, 3,911 married filers with dependents, 2,974 married filers with no dependents and 4,613 single person filers.

This area has 856 working age income tax filers per square mile.
Working age families and single persons living Zipcode 53217 reported $1.67 billion in total adjusted gross income in 1999.

The annual income of working age tax filers in the zipcode totals $117.4 million per square mile.

**Income Per Square Mile**

<table>
<thead>
<tr>
<th>Zipcode</th>
<th>Income (in Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>53217</td>
<td>$117.4</td>
</tr>
<tr>
<td>53132</td>
<td>$20.3</td>
</tr>
<tr>
<td>53130</td>
<td>$55.2</td>
</tr>
<tr>
<td>53204</td>
<td>$67.0</td>
</tr>
<tr>
<td>53206</td>
<td>$67.3</td>
</tr>
<tr>
<td>S. Milw. 53172</td>
<td>$71.9</td>
</tr>
<tr>
<td>53227</td>
<td>$76.4</td>
</tr>
<tr>
<td>Greendale 53129</td>
<td>$87.4</td>
</tr>
</tbody>
</table>
Vehicle Ownership

- Registered vehicles in the target area total 17,769. The area has 1,249 vehicles per square mile.
- The most popular car brands are Toyota, Honda, Buick and Chevrolet. The most popular truck brands are Ford, Dodge, Chevrolet and Jeep.
- 24% of cars and 34% of trucks are 1-3 years old. 29% of the cars are 10 or more years old.

[Chart: Age of Registered Vehicles in Zipcode]
Licensed Drivers

- The target area has 22,957 licensed drivers – 10,945 males and 12,012 females.
- 40% of drivers are in their thirties and forties.
Records show a 1.3:1 ratio of licensed drivers (22,957) to vehicles (17,769).
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.