

2001

Purchasing Power Profile: Zipcode 53217

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Recommended Citation

Pawasarat, John; Quinn, Lois M.; and Stetzer, Frank, "Purchasing Power Profile: Zipcode 53217" (2001). *ETI Publications*. 200.
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Purchasing Power Profile: Zipcode 53217

Milwaukee County



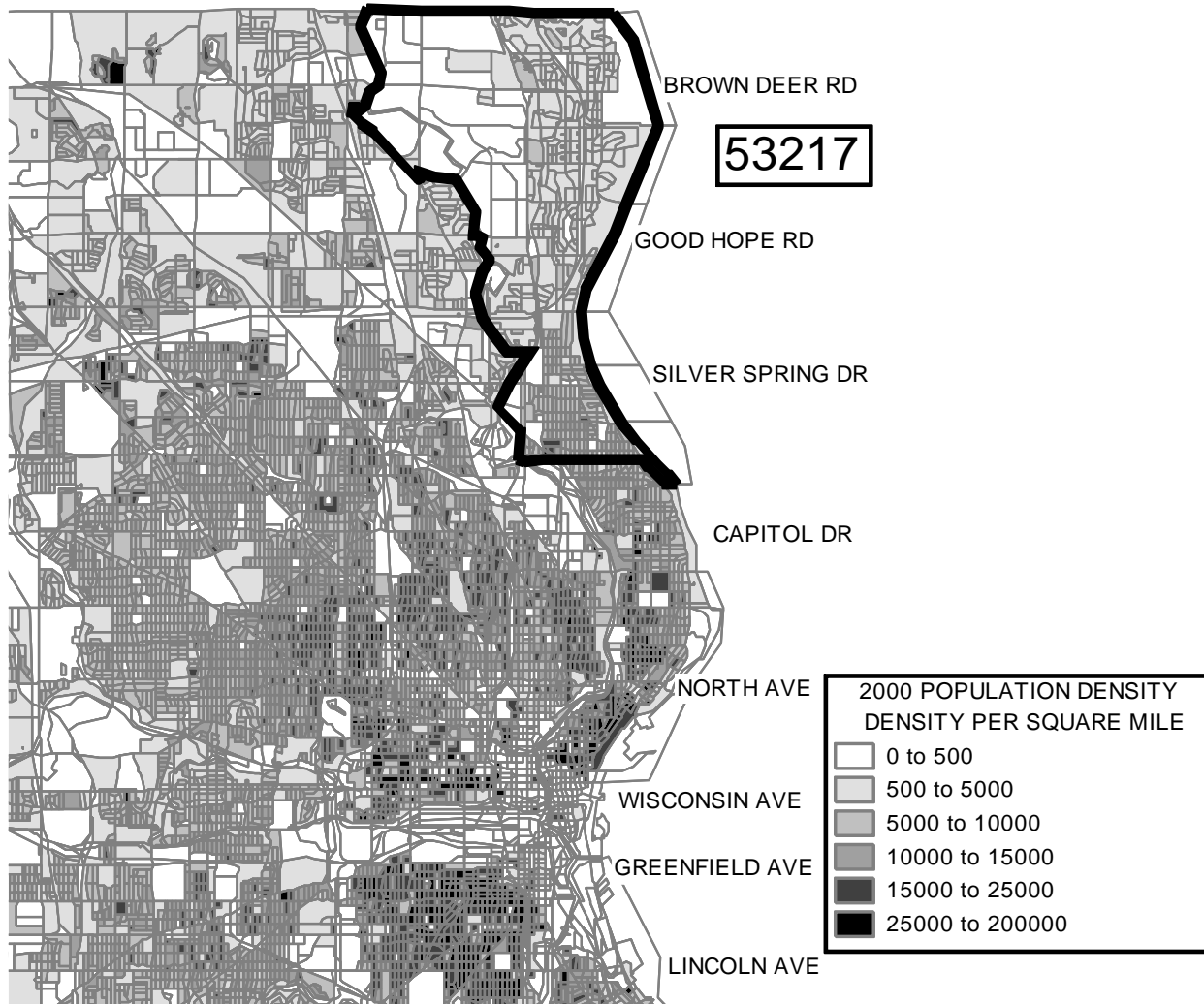
Prepared by the University of Wisconsin-Milwaukee Employment and Training Institute for the Milwaukee Department of City Development, with funding from the Helen Bader Foundation.



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





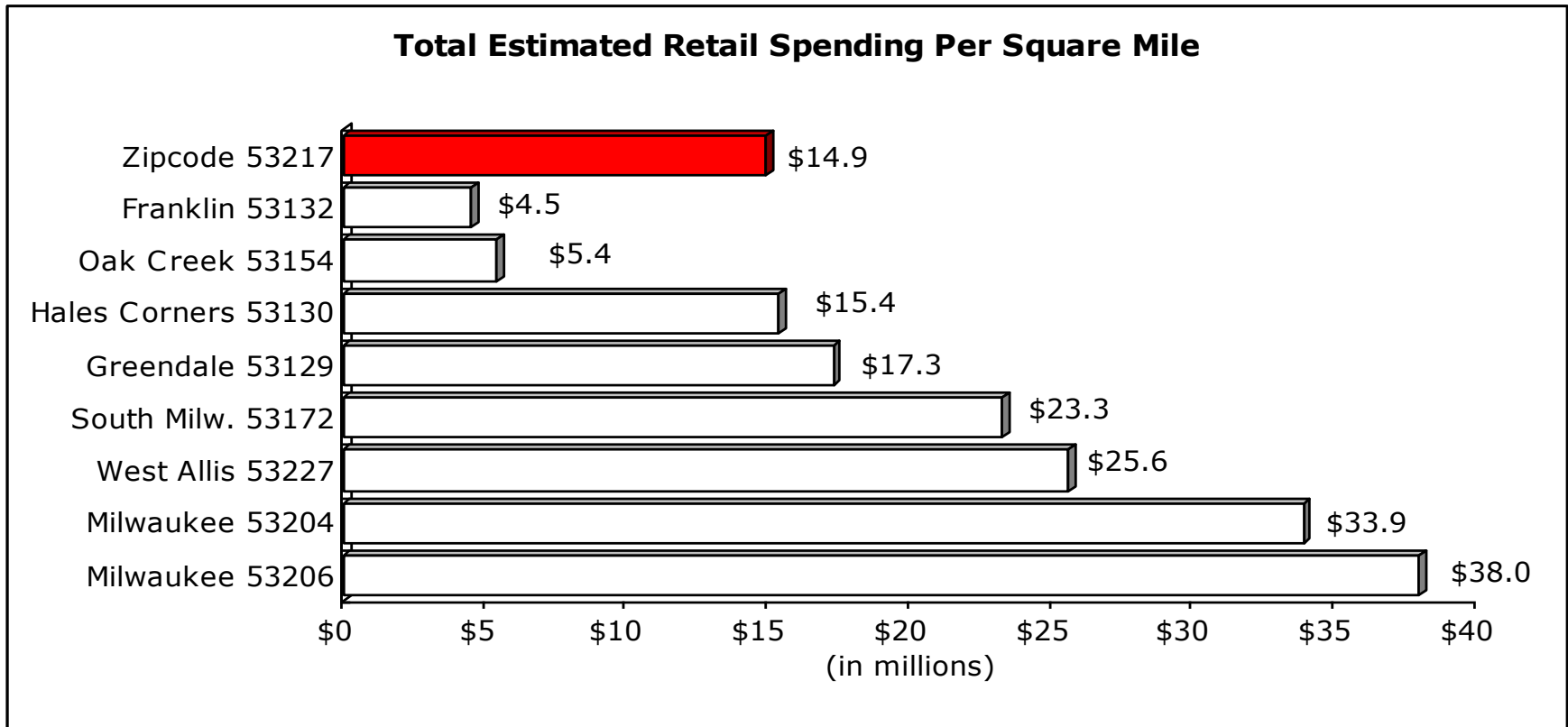
Spending Power Per Square Mile

- 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.

Estimated 1999 Consumer Expenditures	Total Within Zipcode	Expenditures Per Square Mile
Food at home	\$65,979,896	\$4,636,676
Food away from home	32,965,263	2,316,604
Apparel and services	33,752,313	2,371,912
Entertainment	41,931,159	2,946,673
Personal care products and services	6,704,524	471,154
Household furnishings and equipment	30,540,028	2,146,172
TOTAL RETAIL	\$211,873,183	\$14,889,191

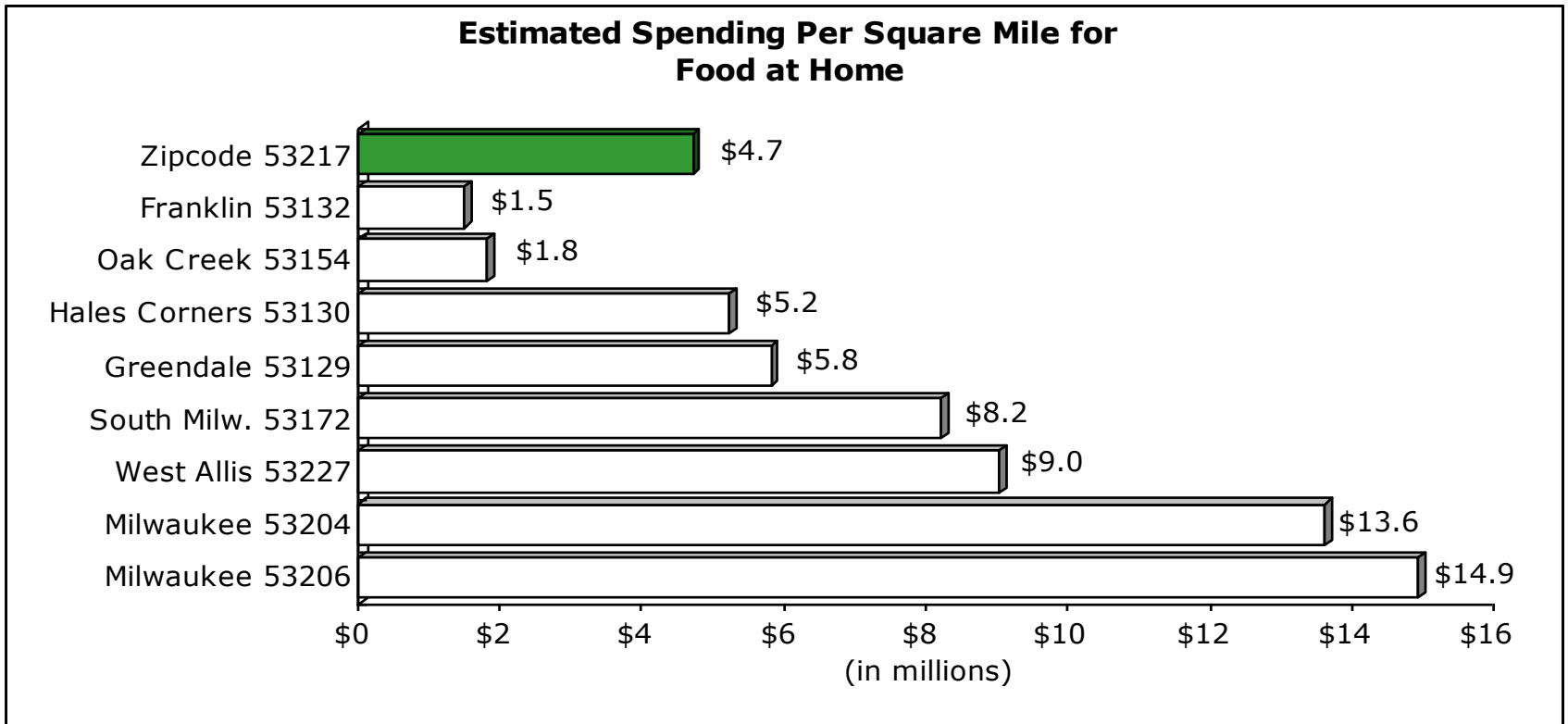
Retail Spending

- Residents in the zipcode spend an average of \$14.9 million per square mile on retail items annually.



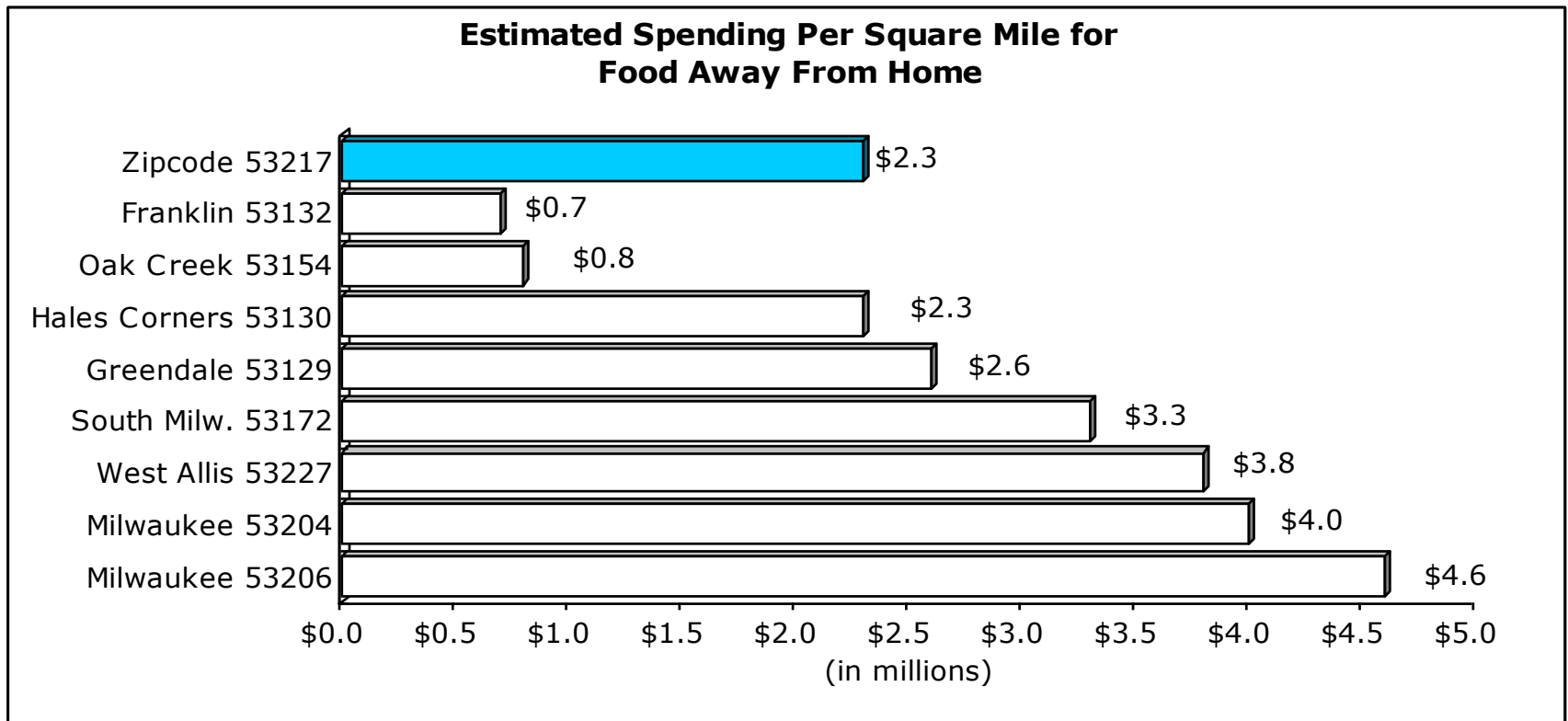
Spending for Food at Home

- Estimated annual expenditures for food at home average \$4.7 million per square mile.



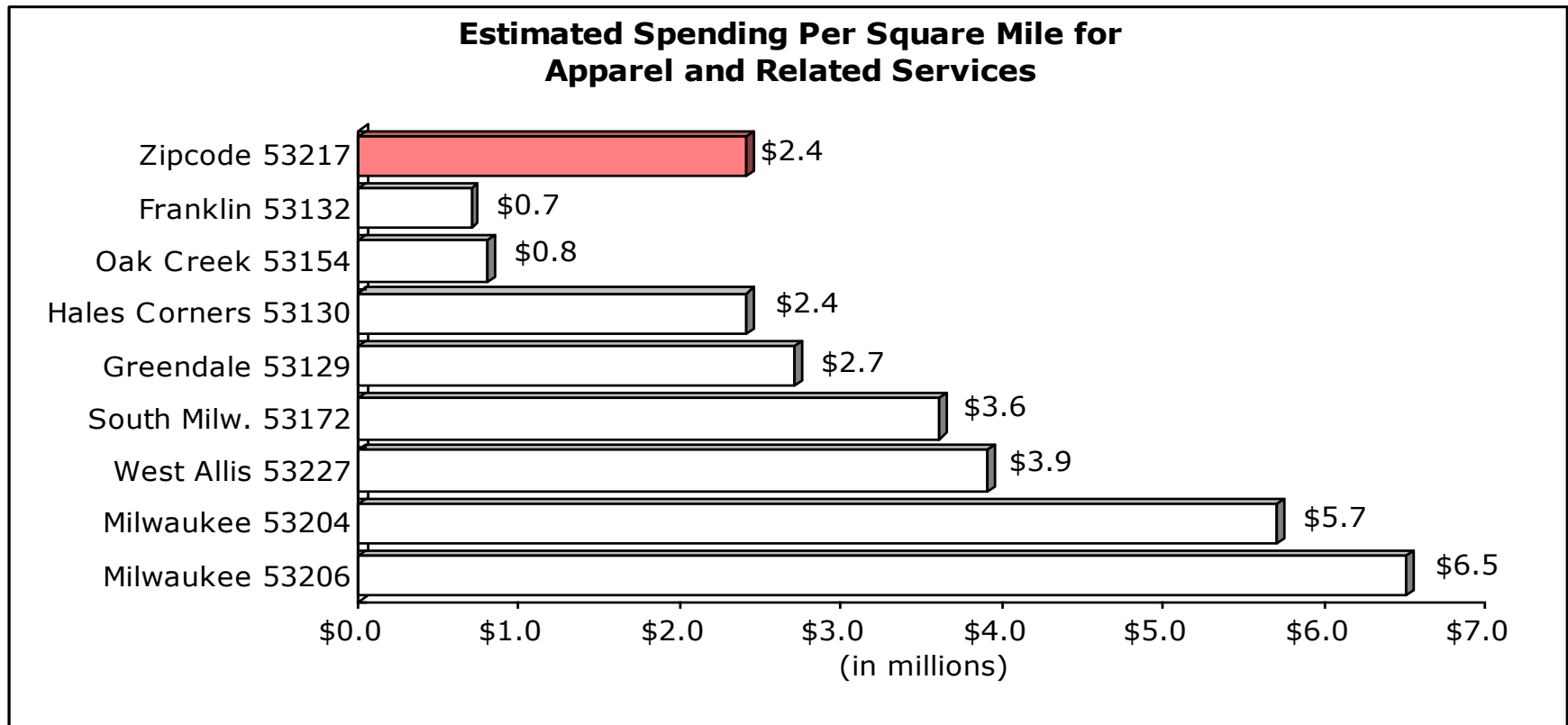
Spending for Food Away from Home

- Residents spend an estimated \$33 million for food away from home, an average of \$2.3 million per square mile.



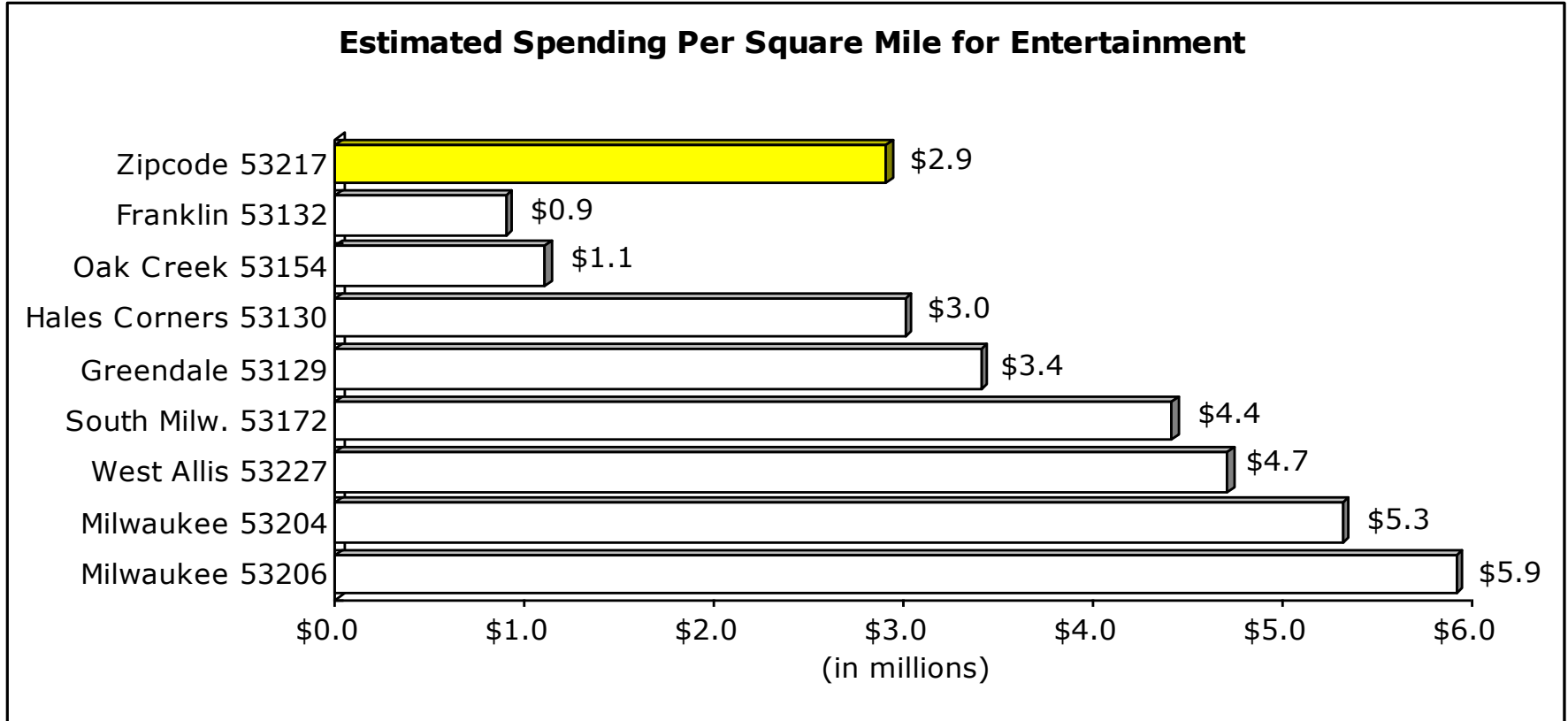
Spending for Apparel

- Estimated annual expenditures for apparel and related services total \$33.7 million for the zipcode. Expenditures average \$2.4 million per square mile.



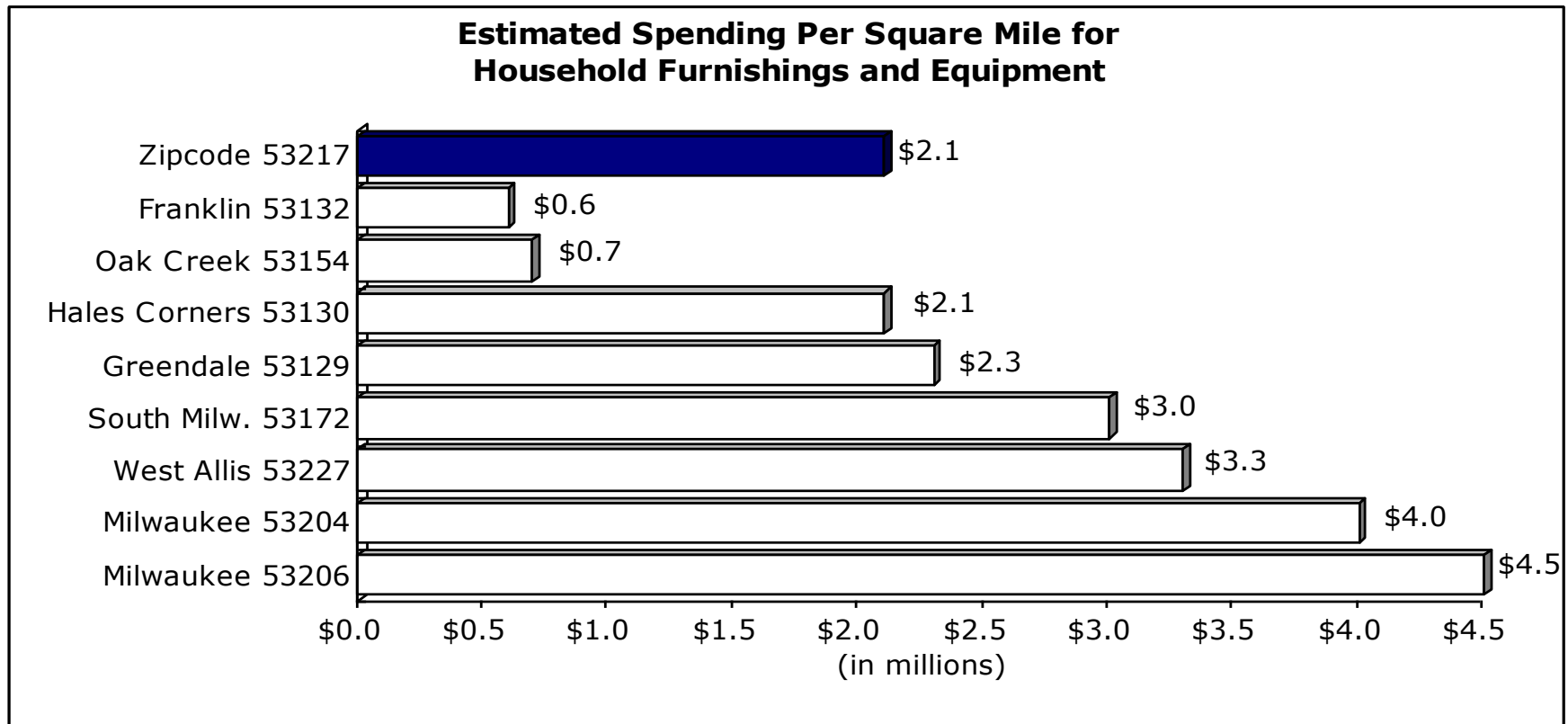
Spending for Entertainment

- Estimated annual expenditures per square mile for entertainment total \$2.9 million.



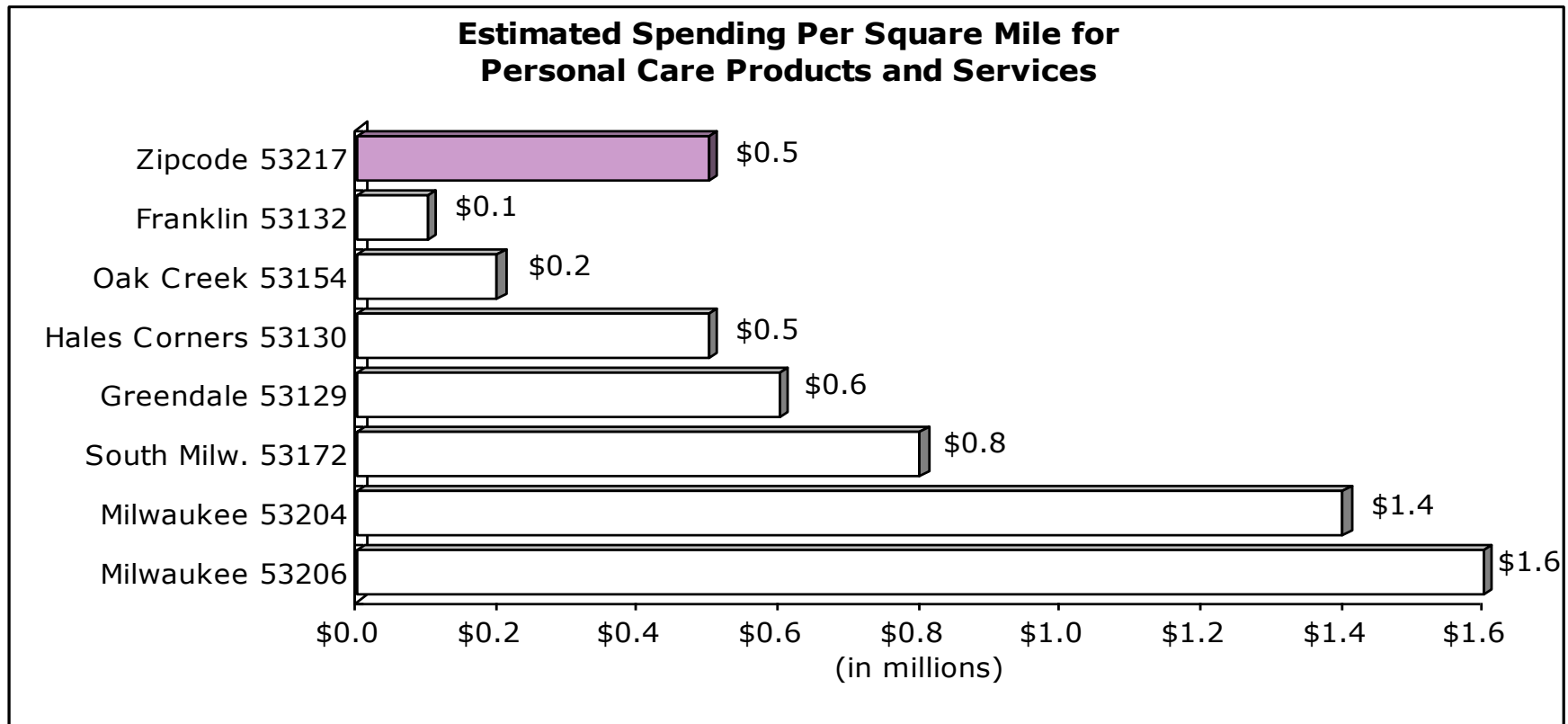
Spending for Household Furnishings

- Estimated annual expenditures for household furnishings and equipment total \$30.5 million for the zipcode and average \$2.1 million per square mile.



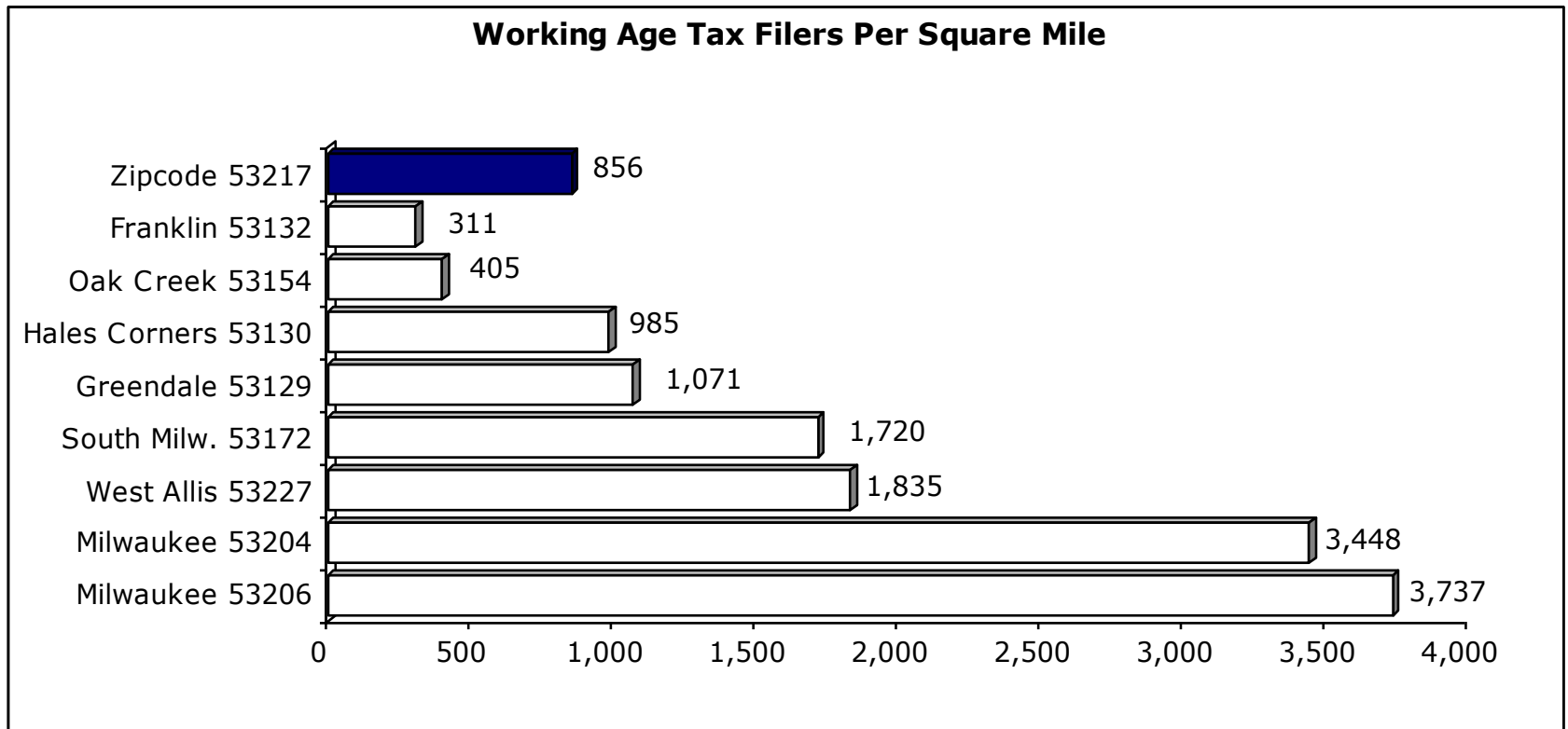
Spending for Personal Care

- Annual expenditures for personal care products and services are estimated at \$471,000 per square mile.



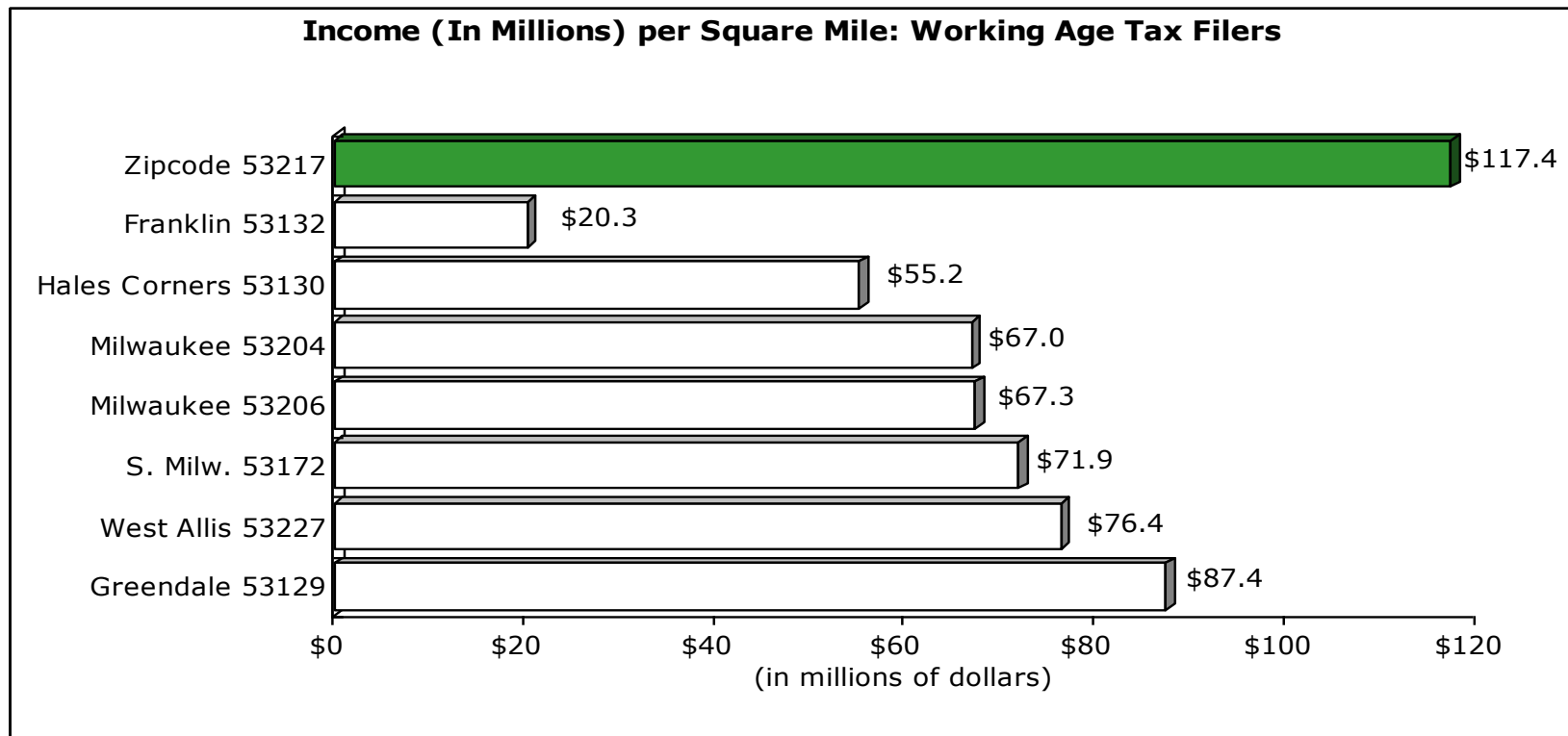
Workforce Density

- 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.



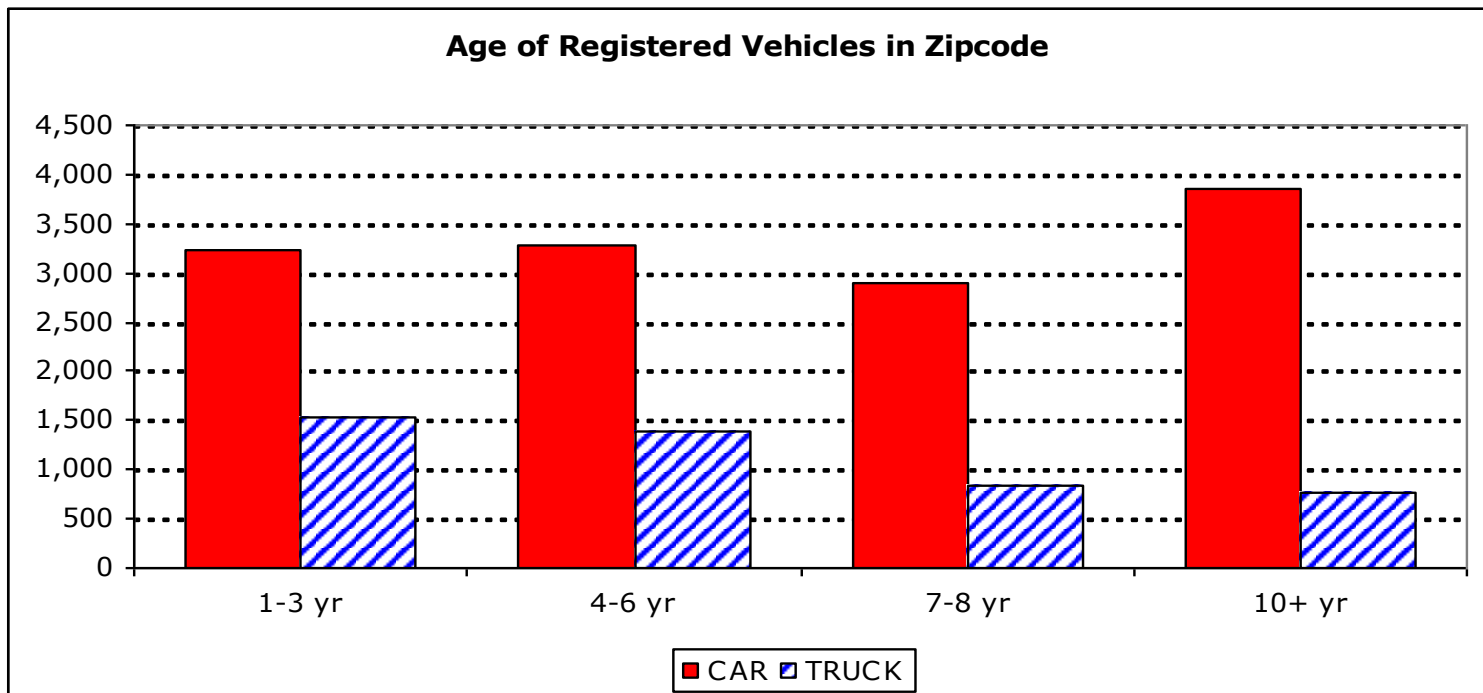
Income Per Square Mile

- 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.



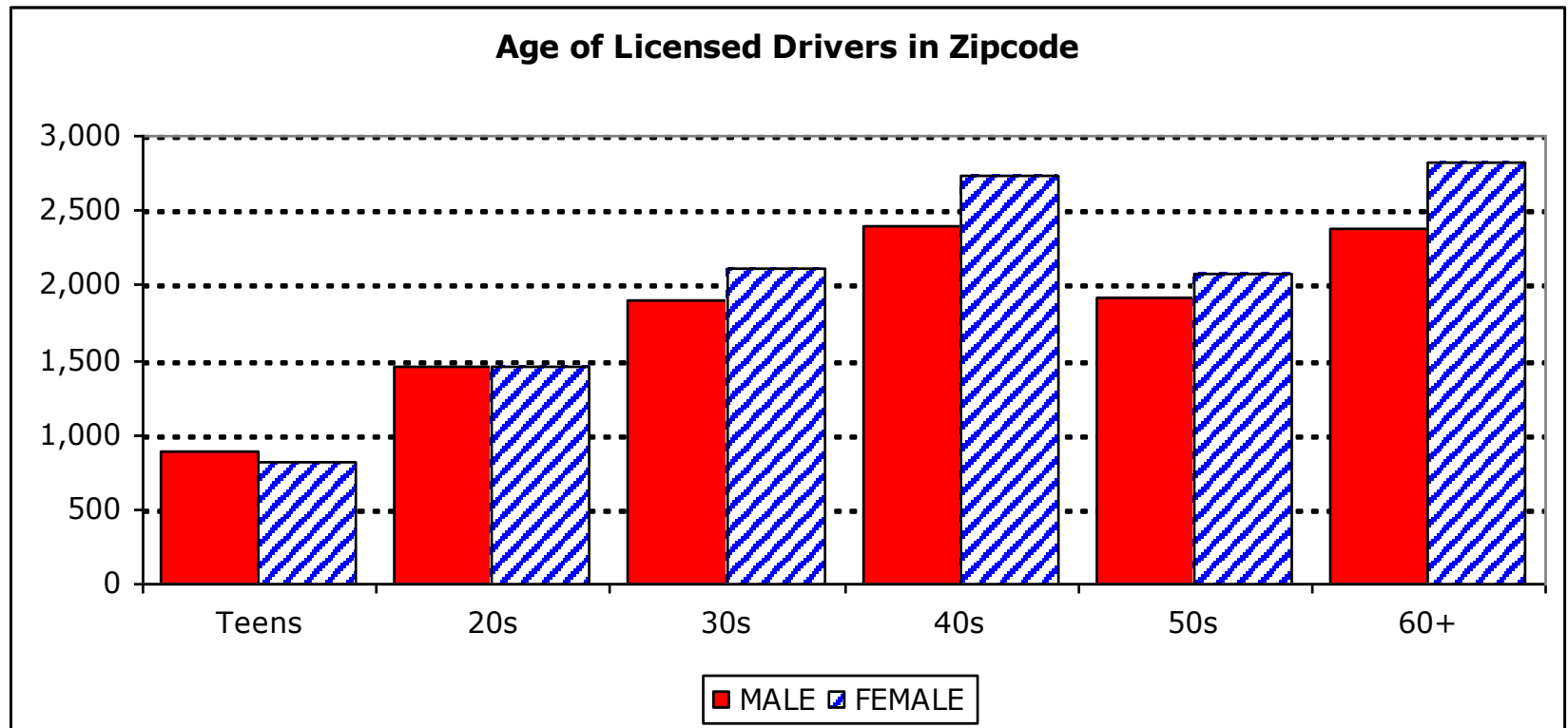
Vehicle Ownership

- 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.



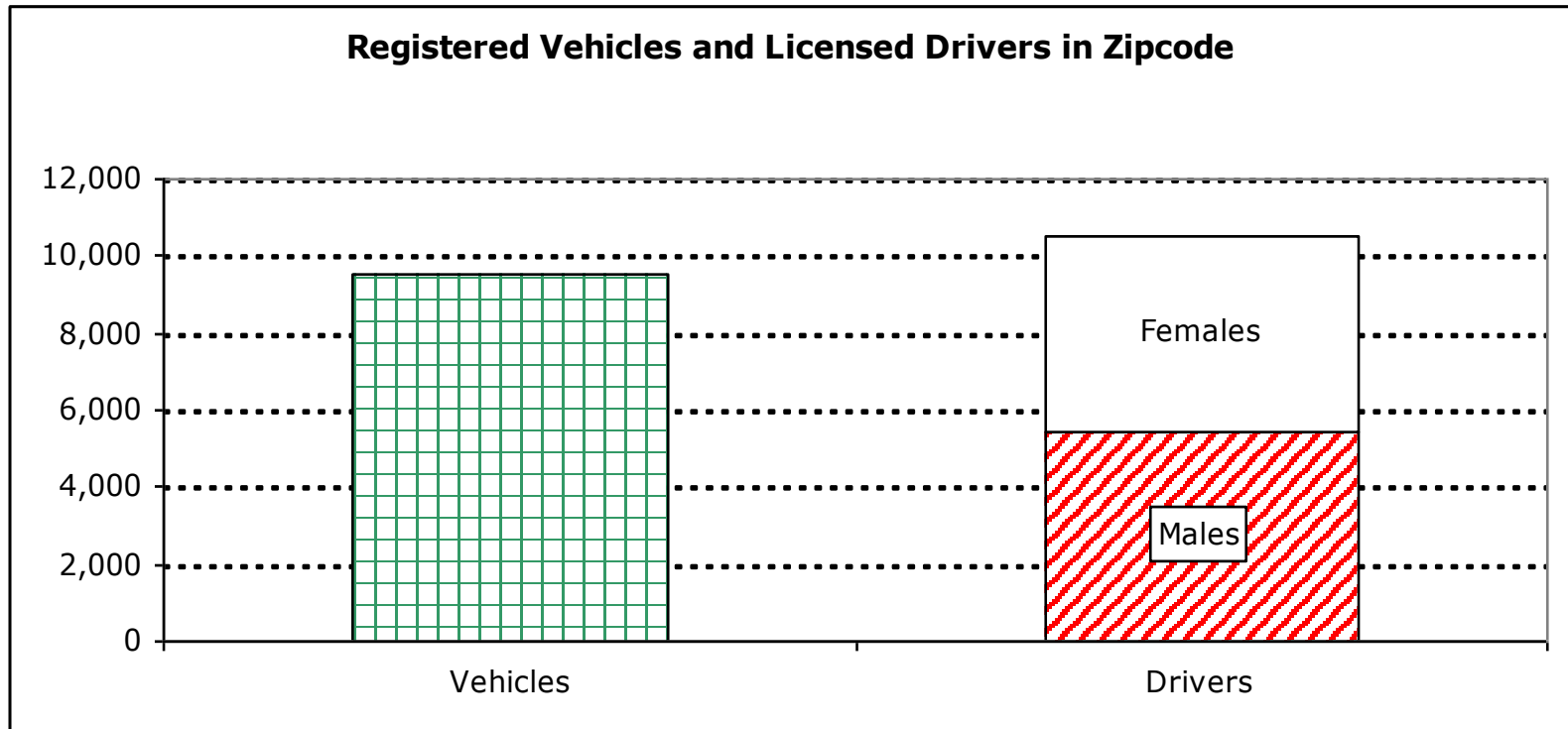
Licensed Drivers

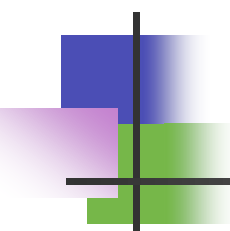
- The target area has 22,957 licensed drivers – 10,945 males and 12,012 females.
- 40% of drivers are in their thirties and forties.



Ratio of Drivers to Vehicles

- 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.