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# Potential for Increased Employment in Food Stores in Central City Milwaukee Neighborhoods

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## **Potential for Increased Employment in Food Stores in Central City Milwaukee Neighborhoods**

*Prepared for Hunger Task Force of Milwaukee Food System Advisory Council.  
Funded by the U.S. Department of Housing and Urban Development.*

March 1996

**Potential for Increased Employment in Food Stores  
in Central City Milwaukee Neighborhoods**

by

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Employment and Training Institute  
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March 1996

*This report was prepared for the Hunger Task Force of Milwaukee Food System Advisory Council. The research was supported by the U.S. Department of Housing and Urban Development and the University of Wisconsin-Milwaukee.*

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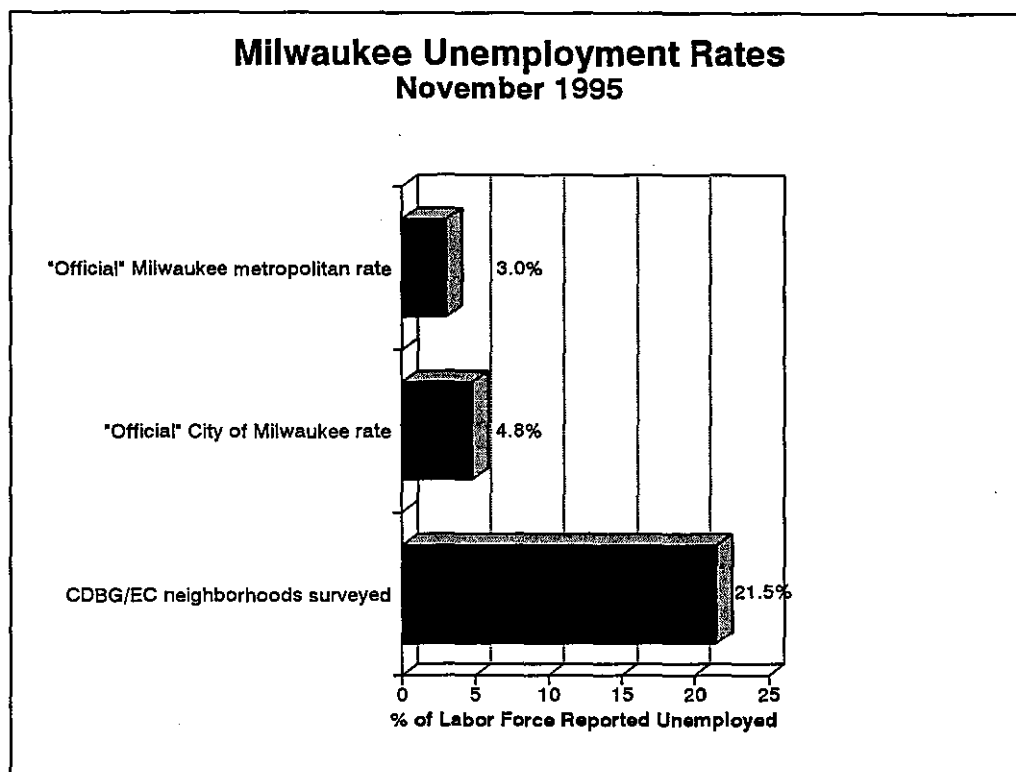
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## Employment Needs of the Central City Labor Force<sup>1</sup>

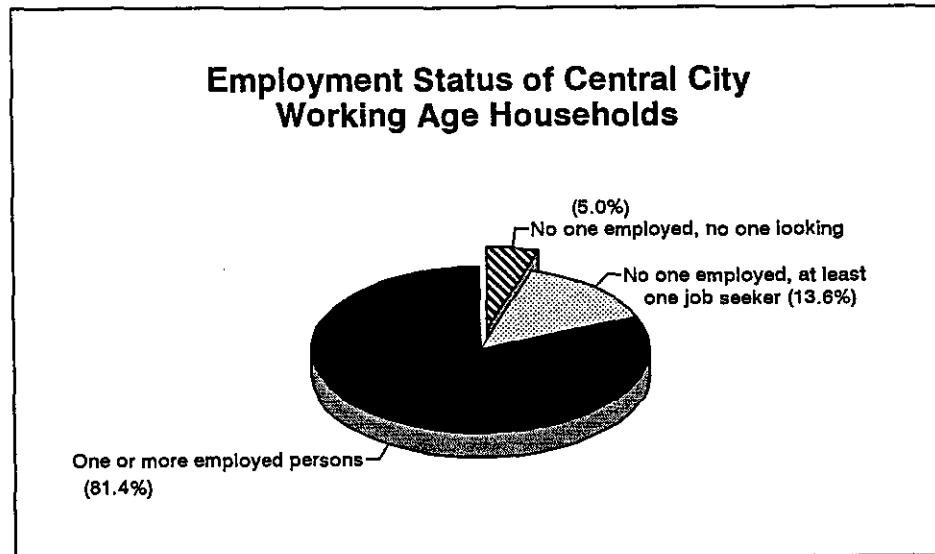
- The central city neighborhoods of Milwaukee include a large pool of out-of-work adults who are interested in employment and willing to work for wages available in the current labor market. In November 1995 the unemployment rate including all person interested in working was 21.5 percent in central city Milwaukee neighborhoods, compared to an official unemployment rate of 3.0 percent for the four-county Milwaukee area.



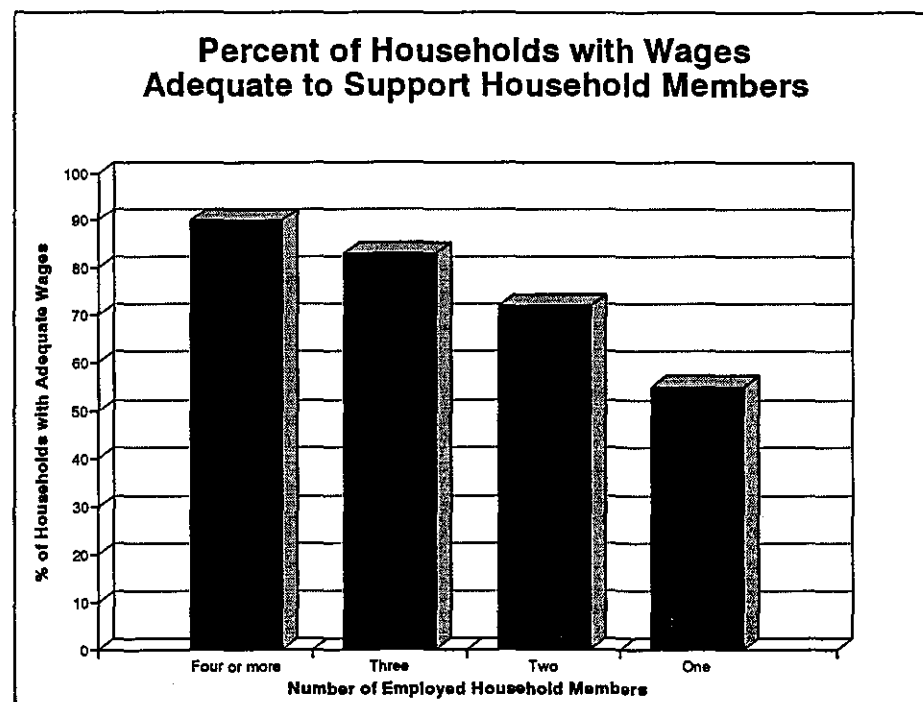
- In addition to the large numbers of unemployed persons looking for work, many central city Milwaukee households reported employed workers who were looking for different jobs, often for more pay. Almost sixty percent of job seekers were currently unemployed, while about 40 percent were employed but interested in better jobs. Teenagers and job seekers in their fifties were most likely to be unemployed, but all age groups showed sizable numbers of job seekers who were not currently employed.

<sup>1</sup> Lois M. Quinn and John Pawasarat, *Survey of Central City Milwaukee Job Seekers: Fall 1995* (University of Wisconsin-Milwaukee Employment and Training Institute/Social Science Research Facility, January 1996). Findings are from telephone interviews of a random sample of 500 central city Milwaukee households focused in nine zipcode areas targeted by the City of Milwaukee Community Development Block Grant and Enterprise Community programs: 53204, 53205, 53206, 53208, the southernmost part of 53209, 53210, 53212, most of 53216, and 53233. Households with working age adults (i.e., persons under age sixty) were interviewed.

- Nearly all working age households in the central city had adults who were working or looking for employment. Eighty-one percent of working age households had at least one employed worker and 95 percent included persons currently working or interested in finding work. Only 5 percent of central city non-elderly households had no employed workers or persons interested in employment.

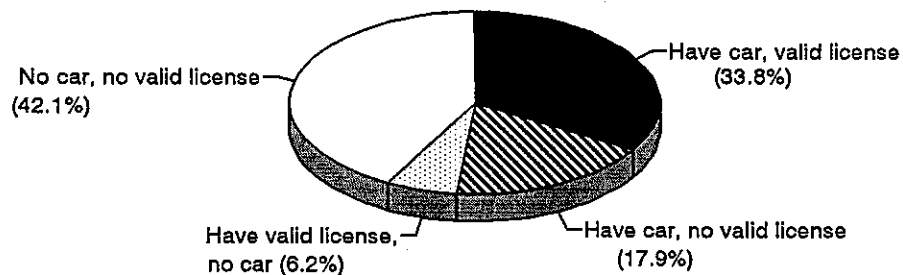


- Many households depend upon several workers to earn enough to support their families. Only 55 percent of households with one worker reported that their wages were adequate to support the household, compared to 72 percent of households with two workers, 83 percent with three workers, and 90 percent of households with four or more worker.



- Lack of private transportation presents a serious barrier to employment for central city residents interested in job openings identified in Waukesha, Ozaukee and Washington counties or areas of Milwaukee County not easily reached by public transportation. Only a third (33.8 percent) of unemployed job seekers had access to a car and also possessed a valid driver's license, although another 17.9 percent had a car but not a valid license.

### Job Seekers Who Are Not Employed: Access to Car and Driver's License



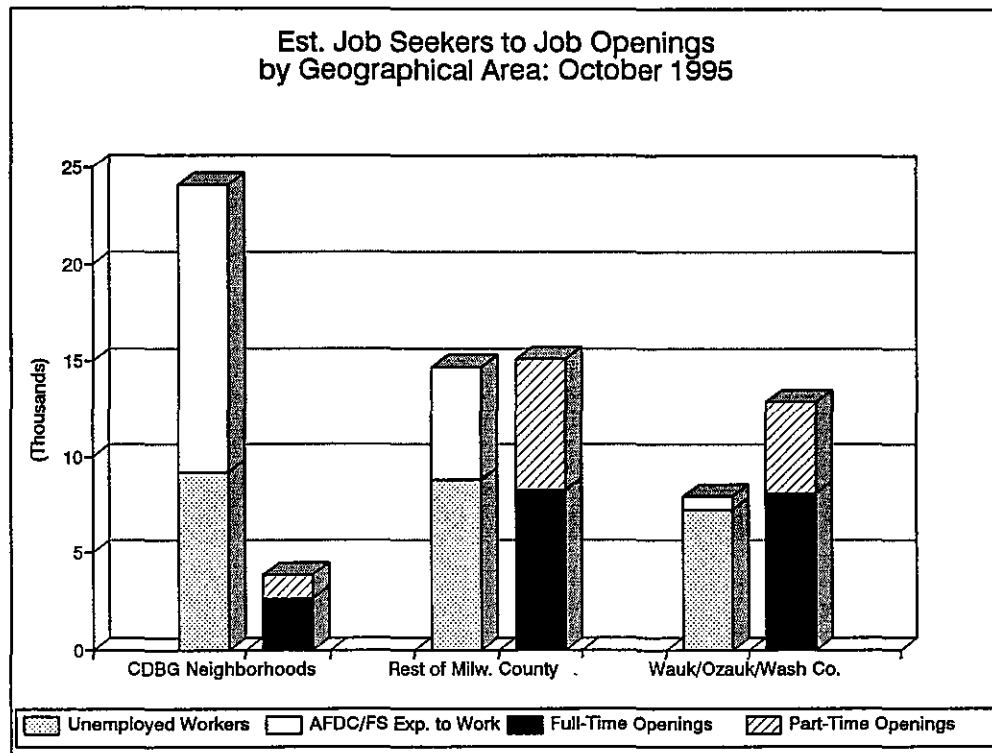
### Zipcode Areas Surveyed



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## Availability of Job Openings in the Milwaukee Metropolitan Area<sup>2</sup>

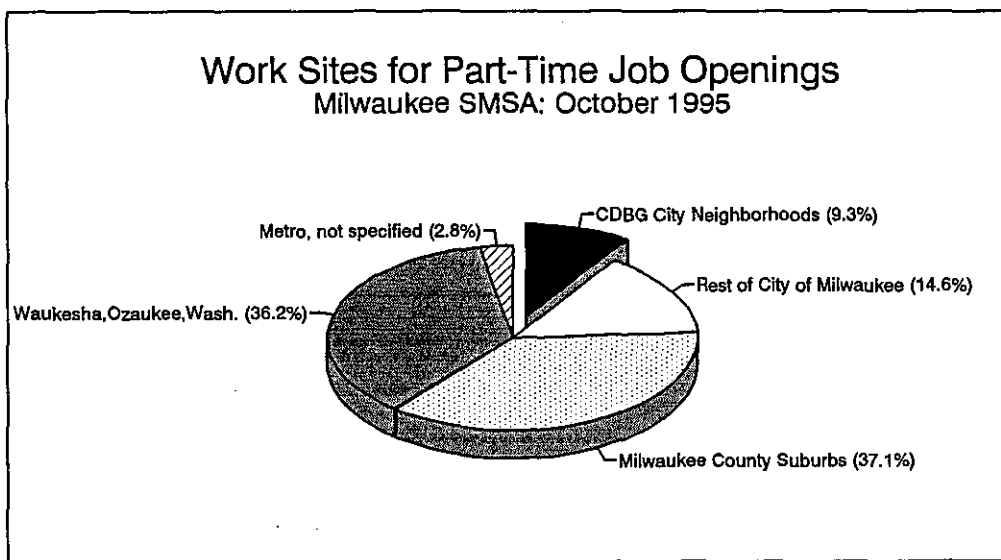
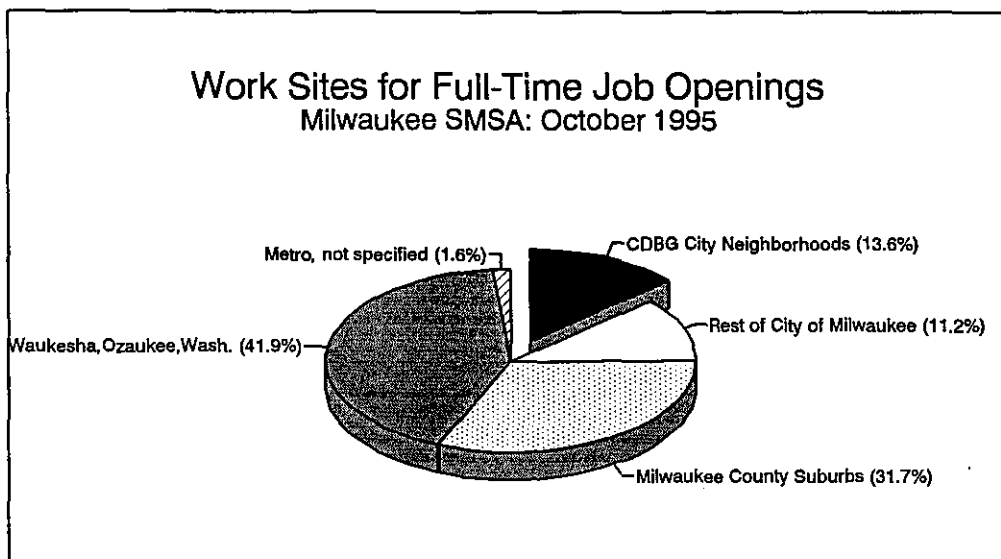
- Employers report far fewer jobs available in the Milwaukee central city targeted Community Development Block Grant neighborhoods than those needed by residents looking for work. In October 1995 employers reported an estimated 2,622 full-time job openings and 1,230 part-time openings in the CDBG zipcode areas. These neighborhoods had about 9,200 (officially counted) unemployed workers actively seeking employment and 15,000 parents receiving Aid to Families with Dependent Children, who are expected to enter the labor market under current welfare proposals.
- At the same time, Milwaukee area employers report labor shortages in the outlying counties of Waukesha, Ozaukee and Washington where approximately 8,000 adults are listed as unemployed or expected to work compared to 8,084 full-time and 4,798 part-time job openings.



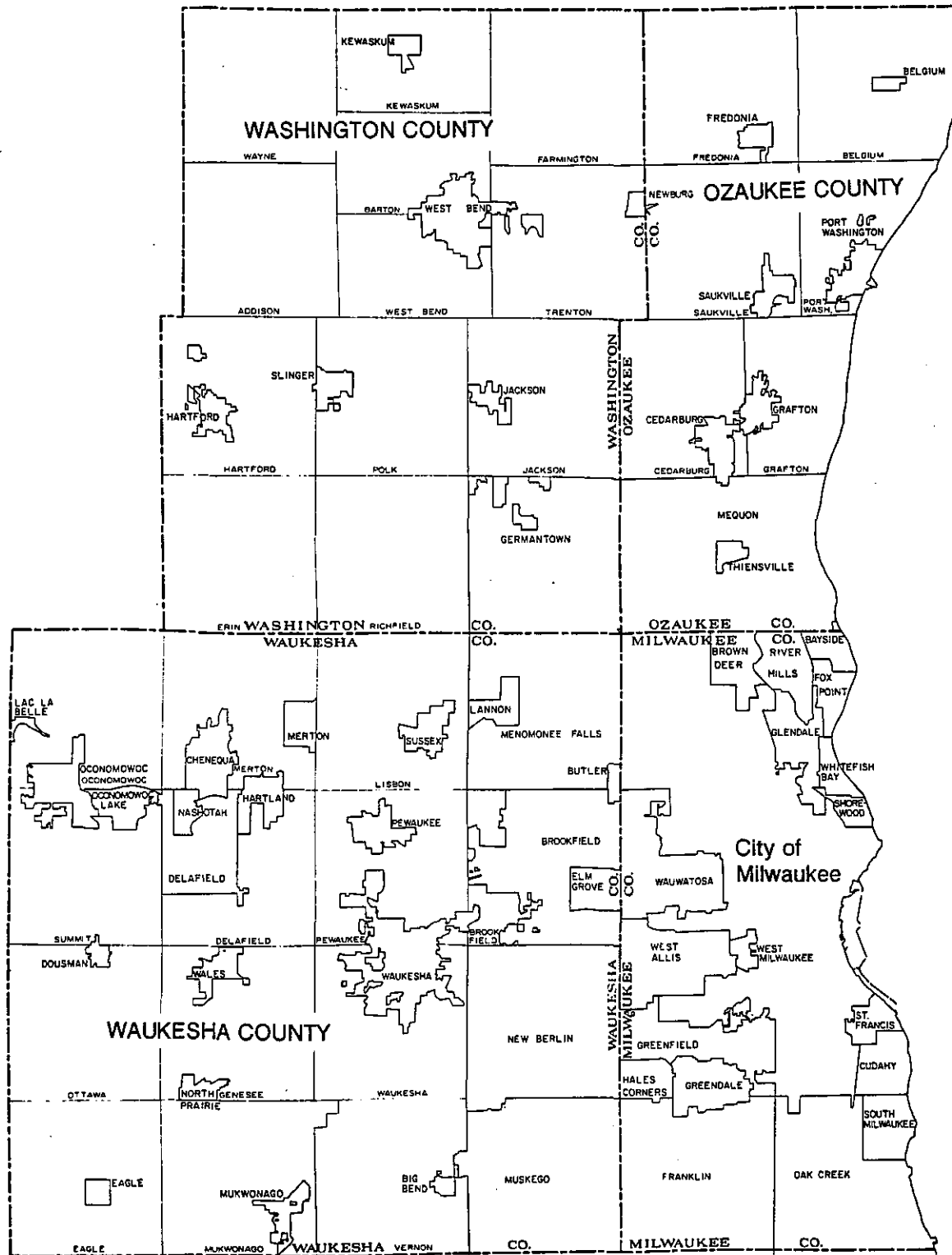
<sup>2</sup> John Pawasarat and Lois M. Quinn, **Survey of Job Openings in the Milwaukee Metropolitan Area: Week of October 23, 1995** (University of Wisconsin-Milwaukee Employment and Training Institute, 1995). Estimates of job openings are based on semi-annual surveys of employers in Milwaukee, Waukesha, Ozaukee and Washington counties conducted by the Employment and Training Institute and Social Science Research Facility, as part of a collaborative Labor Market Study Project with the City of Milwaukee, Milwaukee Area Technical College, Milwaukee Public Schools and Private Industry Council of Milwaukee County. Survey results are tabulated and weighted by size and type of industry and by response rate to project the total number and types of jobs available in the metropolitan area.



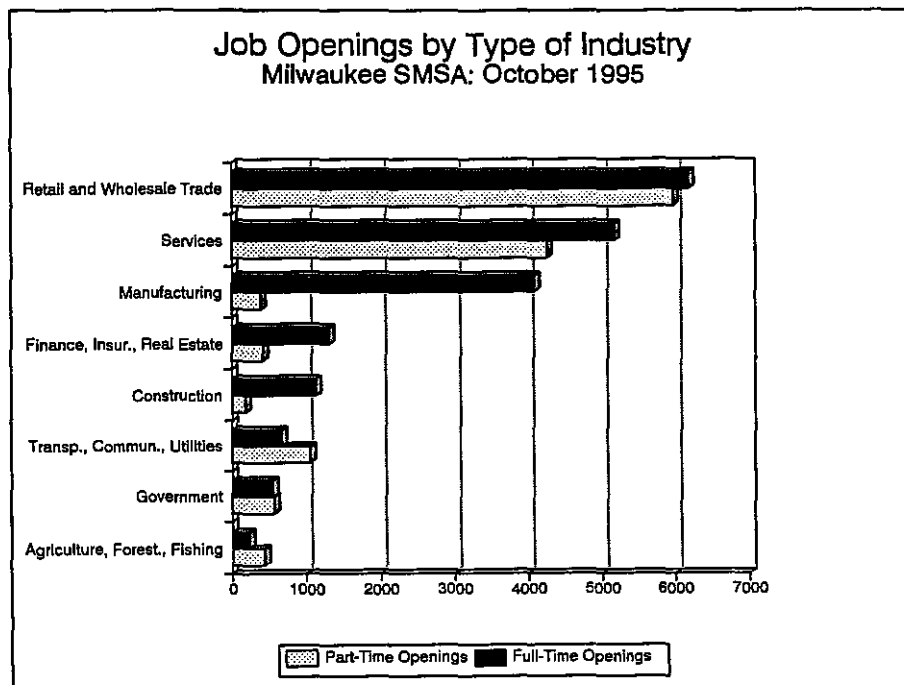
- Over two-thirds of full and part-time job openings were identified as difficult to fill in Waukesha, Ozaukee and Washington counties. However, most of these jobs are not accessible by public transportation, and therefore very difficult to reach by central city job seekers lacking their own cars.



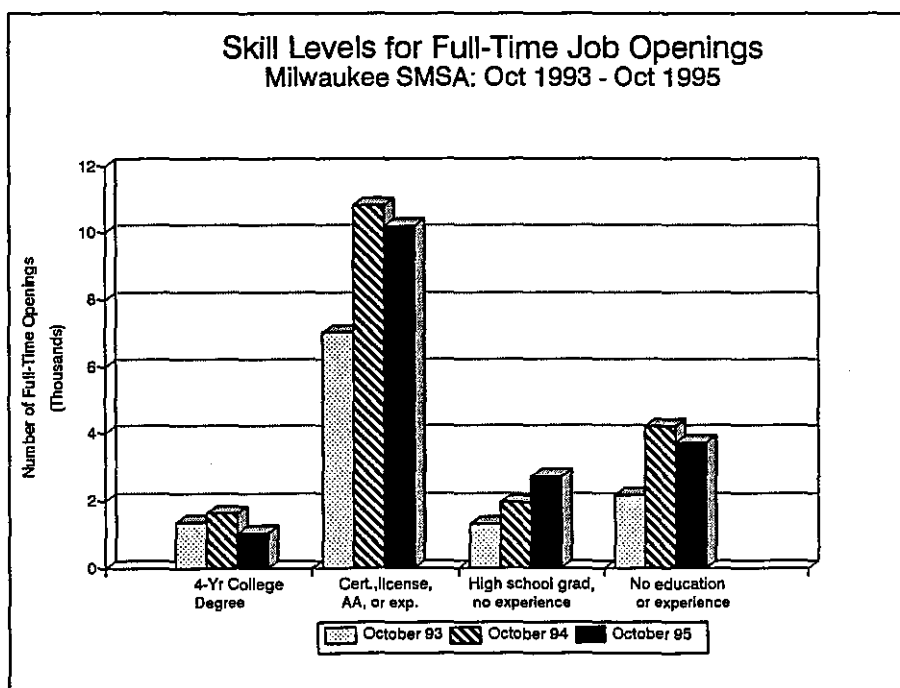
## The Four-County Milwaukee Metropolitan Area



- The highest number of job openings in the Milwaukee area, for both full-time and part-time workers, are in retail and wholesale trade. The trade sectors accounted for 32 percent of the estimated 19,272 full-time openings in October 1995 and 45 percent of the 13,257 part-time openings.



- Employers reported relatively few jobs available for adults without technical training or experience. Two-thirds of the full-time jobs available in October 1995 required technical training, occupation-specific experience or a college degree. Only 21 percent of full-time openings were available to persons who had not completed high school and lacked occupation-specific training.



## **Potential for Increased Employment in Food Stores in Central City Neighborhoods**

- The purchasing power of central city residents is substantial, with a significant portion of income spent on food-related purchases. Income and wage data are presented below from a variety of data sources.

The **1990 U.S. Census** reports income (not including food stamps) from a variety of sources for a sample of residents. The data appears reliable for the working non-poor population, but underestimates the public assistance population by one-half. This source shows total annual income for residents of five zipcodes in the heart of Milwaukee's central city (53204, 53205, 53206, 53212, and 53233) of nearly a billion dollars.

The **Wisconsin Department of Revenue** reported adjusted gross income of Milwaukee income tax filers for 1993. The Employment and Training Institute analyzed income reported by single and married filers, not including persons claiming the senior credit or those claimed as dependents on other forms. Tax records reported earnings for non-elderly tax filers in five central city zipcodes totaling over half a billion dollars.

Milwaukee County **AFDC and food stamp** records were reviewed by zipcode of recipients for March 1994. These records showed \$7.4 million in monthly AFDC payments and \$3.6 million in monthly food stamp payments for the five central city zipcode areas.

MILWAUKEE COUNTY HOUSEHOLDS AGGREGATE INCOME IN 1989  
BY ZIPCODE AND TYPE OF INCOME  
U.S. CENSUS 1990

ZIPCODE	WAGE OR SALARY	SELF EMPLOYED	INTEREST DIVIDEND OR RENTAL	SOCIAL SECURITY	PUBLIC ASSISTANCE	RETIREMENT	OTHER	TOTAL
53110	\$187,072,789	\$4,843,559	\$15,038,226	\$19,618,488	\$1,631,537	\$11,728,846	\$3,336,661	\$248,113,665
53129	\$222,186,019	\$14,056,964	\$22,258,770	\$13,226,823	\$546,682	\$9,105,825	\$3,591,095	\$299,029,142
53130	\$111,984,815	\$7,049,015	\$12,458,939	\$8,787,039	\$192,012	\$5,798,092	\$1,422,424	\$154,741,351
53132	\$294,361,233	\$15,447,061	\$14,561,945	\$11,725,268	\$811,011	\$8,658,797	\$2,677,354	\$363,689,730
53154	\$255,077,988	\$9,107,485	\$12,244,096	\$12,335,407	\$961,536	\$8,668,575	\$2,598,198	\$310,100,770
53172	\$217,918,097	\$7,719,453	\$19,780,811	\$21,619,740	\$1,459,900	\$12,277,638	\$3,325,135	\$291,820,227
53202	\$261,831,966	\$14,577,025	\$51,642,431	\$18,666,297	\$3,720,006	\$9,901,762	\$3,209,208	\$378,125,720
53203	\$3,912,897	\$220,320	\$156,465	\$179,808	\$128,838	\$40,848	\$26,220	\$4,885,716
53204	\$195,270,070	\$6,263,437	\$11,256,954	\$27,571,671	\$20,828,545	\$8,304,185	\$5,234,517	\$280,992,816
53205	\$35,229,534	\$195,669	\$656,747	\$7,565,143	\$13,816,162	\$1,611,429	\$1,952,436	\$61,222,789
53206	\$172,687,088	\$2,896,373	\$3,880,173	\$20,406,016	\$25,303,854	\$8,210,706	\$4,915,610	\$241,196,193
53207	\$520,378,284	\$17,187,604	\$35,341,263	\$52,660,119	\$4,901,600	\$29,211,150	\$8,214,993	\$685,082,617
53208	\$257,097,417	\$8,578,502	\$13,266,097	\$22,421,604	\$22,872,370	\$8,177,106	\$6,474,218	\$347,465,816
53209	\$469,355,374	\$24,547,701	\$45,205,861	\$42,903,454	\$12,039,468	\$21,048,908	\$9,003,211	\$648,651,678
53210	\$237,722,809	\$6,172,808	\$18,927,555	\$19,085,863	\$12,544,350	\$8,701,580	\$4,641,052	\$313,968,825
53211	\$574,484,478	\$61,808,811	\$80,658,313	\$27,964,450	\$1,528,303	\$14,220,196	\$6,724,295	\$829,197,657
53212	\$198,498,614	\$7,894,842	\$11,702,086	\$20,692,632	\$23,090,702	\$8,862,128	\$4,643,892	\$283,279,738
53213	\$370,606,179	\$17,846,346	\$49,918,228	\$31,367,820	\$1,039,711	\$13,716,256	\$3,959,576	\$506,300,462
53214	\$385,831,905	\$14,700,633	\$29,163,232	\$37,143,547	\$4,067,881	\$18,016,968	\$6,824,841	\$510,449,640
53215	\$381,212,004	\$13,598,085	\$32,168,406	\$51,680,408	\$10,669,568	\$21,921,601	\$7,063,612	\$531,911,769
53216	\$296,808,608	\$11,771,470	\$22,791,236	\$28,878,523	\$9,870,637	\$14,142,424	\$4,562,708	\$400,597,076
53217	\$599,864,522	\$75,799,808	\$144,605,693	\$34,666,685	\$1,757,445	\$23,532,247	\$5,531,943	\$961,558,151
53218	\$341,217,687	\$6,601,366	\$19,846,105	\$37,020,523	\$9,764,713	\$19,158,264	\$7,709,913	\$447,919,937
53219	\$362,916,443	\$10,578,259	\$42,466,090	\$51,889,507	\$2,914,009	\$28,705,644	\$5,568,722	\$515,616,933
53220	\$302,812,041	\$9,784,962	\$26,016,050	\$31,329,911	\$1,339,076	\$20,100,576	\$4,313,425	\$405,481,003
53221	\$395,856,779	\$8,208,148	\$30,771,717	\$39,480,688	\$3,181,523	\$23,210,124	\$5,927,942	\$514,845,069
53222	\$273,962,841	\$11,125,309	\$47,077,478	\$47,399,705	\$1,718,652	\$26,688,559	\$3,869,799	\$422,967,652
53223	\$385,634,096	\$13,105,404	\$34,357,434	\$27,967,398	\$2,809,516	\$15,627,256	\$4,240,815	\$496,847,323
53224	\$214,025,957	\$12,104,462	\$11,233,137	\$10,209,584	\$2,236,012	\$5,493,389	\$2,827,403	\$270,234,406
53225	\$286,291,498	\$10,712,524	\$18,679,279	\$19,444,385	\$2,543,114	\$9,803,655	\$3,654,013	\$361,840,992
53226	\$257,432,160	\$18,612,066	\$47,564,967	\$26,844,492	\$1,147,480	\$17,226,500	\$3,143,562	\$390,583,293
53227	\$260,537,848	\$10,053,201	\$29,645,075	\$30,277,897	\$1,925,564	\$18,459,414	\$3,356,745	\$364,308,945
53228	\$162,810,310	\$7,201,576	\$11,747,323	\$11,126,379	\$424,172	\$6,162,975	\$2,072,178	\$208,746,489
53233	\$57,075,078	\$1,167,130	\$3,344,629	\$5,840,285	\$5,855,692	\$1,457,252	\$2,151,314	\$78,058,510
TOTAL	\$9,549,965,428	\$461,537,378	\$970,432,811	\$869,997,559	\$209,641,641	\$457,950,875	\$148,769,030	\$13,129,832,100
CENTRAL CITY 5 ZIPCODES	\$658,760,384 7%	\$18,417,451 4%	\$30,840,589 3%	\$82,075,747 9%	\$88,894,955 42%	\$28,445,700 6%	\$18,897,769 13%	\$944,750,046 7%

CENTRAL CITY = 53204,53205,53206,53212,53233. EMPLOYMENT AND TRAINING INSTITUTE, UNIVERSITY OF WISCONSIN-MILWAUKEE

WISCONSIN DEPARTMENT OF REVENUE REPORTED  
 ADJUSTED GROSS INCOME OF MILWAUKEE INCOME TAX FILERS FOR 1993  
 EXCLUDES THOSE CLAIMING SENIOR CREDIT AND THOSE CLAIMED AS DEPENDENTS  
 BY ZIPCODE AND MARITAL STATUS

ZIPCODE	SINGLE FILERS		MARRIED FILERS		TOTAL FILERS	
	NUMBER N=	AGGREGATE DOLLARS	NUMBER N=	AGGREGATE DOLLARS	NUMBER N=	TOTAL AGGREGATE DOLLARS
53110	3,781	\$73,049,154	3,139	\$137,214,992	6,920	\$210,264,146
53129	2,373	\$57,435,028	2,968	\$226,639,321	5,341	\$284,074,349
53130	1,355	\$33,690,008	1,507	\$94,118,452	2,862	\$127,808,460
53132	3,661	\$90,296,957	5,089	\$322,931,088	8,750	\$413,228,045
53154	3,961	\$86,106,784	4,568	\$253,150,512	8,529	\$339,257,296
53172	3,940	\$79,883,816	3,704	\$171,123,552	7,644	\$251,007,368
53202	8,308	\$212,139,117	1,155	\$84,488,861	9,463	\$296,627,978
53204	7,096	\$89,939,368	3,467	\$85,361,284	10,563	\$175,300,652
53205	2,104	\$23,163,021	442	\$11,900,409	2,546	\$35,063,430
53206	7,942	\$105,259,542	1,709	\$49,494,098	9,651	\$154,753,640
53207	9,059	\$190,996,049	5,977	\$262,375,265	15,036	\$453,371,314
53208	7,974	\$128,033,803	2,880	\$113,219,953	10,854	\$241,253,756
53209	12,082	\$219,025,272	5,708	\$290,803,913	17,790	\$509,829,185
53210	7,204	\$119,143,322	2,689	\$108,761,378	9,893	\$227,904,700
53211	9,126	\$225,057,990	4,545	\$400,610,978	13,671	\$625,668,968
53212	8,157	\$119,209,562	1,839	\$59,253,348	9,996	\$178,462,910
53213	5,334	\$130,942,333	4,819	\$308,514,489	10,153	\$439,456,822
53214	8,780	\$172,030,193	5,602	\$235,358,010	14,382	\$407,388,203
53215	10,776	\$183,029,675	6,402	\$226,156,974	17,178	\$409,186,649
53216	8,466	\$155,948,621	3,644	\$152,228,744	12,110	\$308,177,365
53217	4,320	\$143,481,786	5,950	\$840,015,403	10,270	\$983,497,189
53218	9,144	\$158,707,470	4,789	\$183,838,749	13,933	\$342,546,219
53219	6,988	\$147,518,591	5,522	\$250,561,986	12,510	\$398,080,577
53220	5,526	\$120,527,733	4,327	\$206,551,854	9,853	\$327,079,587
53221	7,817	\$164,246,700	6,051	\$284,271,629	13,868	\$448,518,329
53222	4,776	\$111,441,133	3,913	\$201,102,900	8,689	\$312,544,033
53223	6,082	\$139,026,329	4,688	\$237,457,582	10,770	\$376,483,911
53224	4,090	\$80,399,277	2,915	\$137,892,115	7,005	\$218,291,392
53225	5,879	\$112,493,114	3,695	\$157,992,869	9,574	\$270,485,983
53226	3,299	\$84,026,742	3,230	\$215,011,663	6,529	\$299,038,405
53227	5,102	\$111,382,385	3,804	\$183,618,113	8,906	\$295,000,498
53228	2,685	\$61,175,401	2,776	\$157,706,987	5,461	\$218,882,388
53233	1,877	\$23,022,927	304	\$6,422,284	2,181	\$29,445,211
OTHER	8,184	\$153,177,401	5,679	\$260,421,433	13,863	\$413,598,834
COUNTY TOTAL	207,248	\$4,105,006,604	129,496	\$6,916,576,070	336,744	\$11,021,582,674
CENTRAL CITY	27,176	\$360,594,420	7,761	\$212,431,423	34,937	\$573,025,843

CENTRAL CITY = 53204,53205,53206,53212,53233

MILWAUKEE COUNTY POPULATION ON AFDC OR FOODSTAMPS  
MARCH 1994 COMPUTER REPORTING NETWORK CASELOAD DATA

ZIPCODE	AFDC AMOUNT MONTHLY	AFDC AMOUNT ANNUALLY	FOOD STAMPS MONTHLY	FOOD STAMPS ANNUALLY	TOTAL CASES	TOTAL CHILDREN
53110	\$115,146	\$1,381,752	\$54,008	\$648,096	397	487
53129	18,854	226,248	7,052	84,624	81	76
53130	6,043	72,516	2,468	29,616	44	20
53132	28,636	343,632	12,488	149,856	105	127
53154	61,054	732,648	27,864	334,368	244	280
53172	113,439	1,361,268	51,272	615,264	494	522
53202	90,900	1,090,800	76,256	915,072	1,780	342
53203	2,497	29,964	3,500	42,000	45	13
53204	1,849,209	22,190,508	908,164	10,897,968	5,301	9,717
53205	998,339	11,980,068	529,604	6,355,248	3,871	5,139
53206	2,391,241	28,694,892	1,127,084	13,525,008	7,274	12,361
53207	285,565	3,426,780	141,116	1,693,392	988	1,324
53208	1,936,484	23,237,808	926,948	11,123,376	6,107	10,431
53209	1,421,931	17,063,172	638,544	7,662,528	4,910	6,751
53210	1,419,037	17,028,444	650,868	7,810,416	4,059	7,411
53211	62,746	752,952	41,748	500,976	734	233
53212	1,818,726	21,824,712	857,876	10,294,512	5,829	9,423
53213	38,938	467,256	19,060	228,720	333	168
53214	213,034	2,556,408	103,704	1,244,448	874	943
53215	1,066,020	12,792,240	514,960	6,179,520	3,304	5,155
53216	1,006,853	12,082,236	447,528	5,370,336	3,067	4,750
53217	13,407	160,884	10,448	125,376	532	70
53218	1,081,316	12,975,792	470,248	5,642,976	3,162	5,422
53219	108,138	1,297,656	52,092	625,104	559	451
53220	76,177	914,124	35,728	428,736	885	328
53221	167,389	2,008,668	80,876	970,512	897	766
53222	46,965	563,580	22,808	273,696	271	196
53223	193,731	2,324,772	90,144	1,081,728	1,026	908
53224	377,856	4,534,272	163,624	1,963,488	983	1,992
53225	358,726	4,304,712	161,720	1,940,640	1,764	1,693
53226	12,529	150,348	6,136	73,632	365	52
53227	89,110	1,069,320	39,708	476,496	442	408
53228	17,165	205,980	8,400	100,800	170	71
53233	367,522	4,410,264	185,640	2,227,680	1,565	1,711
ALL	\$17,889,310	\$214,671,720	\$8,487,040	\$101,844,480	62,907	89,889
CENTRAL CITY	\$7,425,037	\$89,100,444	\$3,608,368	\$43,300,416	23,840	38,351

CENTRAL CITY = 53204,53205,53206,53212,53233

## Location of Food Stores in Milwaukee County

- The U.S. Census Bureau reports on business patterns by Milwaukee County zipcode areas. While 16 percent of the county's population resides in five central city zipcode areas (53204, 53205, 53206, 53212, and 53233), only 8 percent of food stores employing 100 or more workers in 1992 were located in these areas.<sup>3</sup>
- At the same time, the five central city zipcode areas had over a third (34 percent) of the so-called "ma and pa" food stores, employing fewer than 5 workers.
- The food stores in the five central city zipcodes accounted for only 13 percent of stores with \$1 million or more annual sales in 1992.
- The Census Bureau uses state wage files to determine the number of business establishments by zipcode areas. The files are subject to some error for firms operating in several locations, but provide a helpful overview of the distribution of food stores by type. The table below shows food stores reported in the zipcode areas included in the HTFM Food System Assessment Study.

**U.S. Census Bureau Report of Food Stores Operating in 1992  
by HTFM Food System Assessment Study Zipcode Areas**

	53204	53205	53206	53208	53210	53212	53216	53233	ALL
Candy, nut, and confectionery stores	1			1			2		4
Convenience food stores	2	1	2	4	5	5		1	20
Convenience food/gasoline stores	1				1		1		3
Dairy products stores	1								1
Delicatessens	2	1	1				1	1	6
Fruit and vegetable markets							1		1
Miscellaneous food stores				1		1	1		3
Supermarkets and other general-line g	14	11	31	18	21	21	10	7	133
Meat and fish (seafood) markets	2	2	1	2	1	1	1		10
Retail bakeries	4			5	1	1	3	2	16
Food stores	27	15	35	31	29	29	20	11	197

<sup>3</sup> U.S. Bureau of the Census, 1992 Economic Census CD-ROM Zip Code Statistics. Data for employees of establishments totally exempt from FICA (the Federal Insurance Contributions Act) are excluded, as are self-employed persons, domestic service workers, railroad employees, agricultural production workers, and most government employees. The U.S. Census Bureau adjusts state wage reporting files to exclude duplicate reporting for establishments wherever possible and to determine the locality where the business is conducted.



**U.S. Census Bureau Report of Food Stores Operating in 1992  
by Zipcode Areas Outside the HTFM Study Area**

	53209	53211	53213	53214	53215	53217	53218	53219	53220
	-----	-----	-----	-----	-----	-----	-----	-----	-----
Candy, nut, and confectionery stores			3	5	1	4			
Convenience food stores	4	2	2	1	6	1	1	2	1
Convenience food/gasoline stores	1			2	2	1	1		
Dairy products stores								1	
Delicatessens	2					1			
Fruit and vegetable markets			1						
Miscellaneous food stores			2		1	2			1
Supermarkets and other general-line g	16	6	4	6	10	9	11	7	4
Meat and fish (seafood) markets			2		1	1			1
Retail bakeries	3	4	4	3	5	4	1	3	1
Food stores	26	12	18	17	26	23	14	13	8

	53110	53129	53130	53132	53154	53172	53202	53203	53207
	-----	-----	-----	-----	-----	-----	-----	-----	-----
Candy, nut, and confectionery stores	1	4	1	1		1	3	3	
Convenience food stores	2			1	1		2		2
Convenience food/gasoline stores									
Dairy products stores		1						2	
Delicatessens					1		3		1
Fruit and vegetable markets			1						2
Miscellaneous food stores	1	2						1	
Supermarkets and other general-line g	6	3	3	4	3	3	10	3	13
Meat and fish (seafood) markets				2			1		
Retail bakeries		3	3			1	5	2	5
Food stores	10	13	8	8	5	5	24	11	23

	53221	53222	53223	53224	53225	53226	53227	53228
	-----	-----	-----	-----	-----	-----	-----	-----
Candy, nut, and confectionery stores	2		4	1		4	1	
Convenience food stores	1				3	1	3	1
Convenience food/gasoline stores								1
Dairy products stores			1					
Delicatessens	2			1			1	
Fruit and vegetable markets								2
Miscellaneous food stores	1	1	1			3	1	
Supermarkets and other general-line g	4	4	3		2	2	6	
Meat and fish (seafood) markets	1	1				1		
Retail bakeries	3	3	5	1	2	4	4	
Food stores	14	9	14	3	7	15	16	4

FOOD STORE ESTABLISHMENTS OPERATED ENTIRE YEAR BY NUMBER OF EMPLOYEES, 1992:

Employment and Training Institute, University of Wisconsin-Milwaukee	Milw. County Zipcodes							Total Year-Round	Part of Year Only	1990 Population	1990 Housing Units
		<5	5-9	10-19	20-49	50-99	100+				
*	53204	7	5	5	0	1	1	19	8	41,978	15,169
*	53205	6	4	1	0	2	0	13	2	14,708	5,150
*	53206	19	1	0	1	0	0	21	14	42,009	14,131
*	53208	16	3	5	0	1	0	25	6	42,238	16,804
*	53210	9	5	2	3	1	0	20	9	32,111	11,849
*	53212	17	4	0	1	2	1	25	4	37,237	14,583
*	53216	6	5	3	0	2	1	17	3	34,881	14,322
*	53233	6	3	1	0	0	0	10	1	16,569	6,350
	53110	2	2	1	1	2	1	9	1	18,659	7,642
	53129	4	2	3	1	1	0	11	2	15,109	5,726
	53130	2	2	1	0	2	0	7	1	7,643	3,227
	53132	3	2	0	0	1	1	7	1	21,840	7,749
	53154	1	1	0	0	1	2	5	0	19,513	7,263
	53172	1	1	1	0	1	0	4	1	20,958	8,428
	53202	9	4	5	2	3	0	23	1	20,178	13,284
	53203	2	6	0	2	0	0	10	1	456	237
	53207	4	7	3	2	2	2	20	3	49,199	21,128
	53209	8	3	2	5	3	1	22	4	51,008	20,425
	53211	0	3	3	2	4	0	12	0	37,036	16,324
	53213	3	2	2	2	0	3	12	6	27,606	11,571
	53214	6	1	4	2	1	2	16	1	38,491	16,423
	53215	8	5	3	2	1	1	20	6	48,228	19,901
	53217	1	6	4	2	2	2	17	6	30,065	11,847
	53218	1	2	4	5	0	0	12	2	40,443	15,355
	53219	1	1	1	7	0	0	10	3	35,271	15,940
	53220	2	1	1	1	1	2	8	0	25,819	11,035
	53221	3	6	1	0	3	1	14	0	35,767	14,872
	53222	5	1	0	1	1	0	8	1	25,406	11,364
	53223	1	3	2	1	2	1	10	4	30,272	12,725
	53224	1	1	0	0	0	0	2	1	18,182	6,710
	53225	1	2	1	0	1	1	6	1	25,395	9,991
	53226	3	6	3	2	0	0	14	1	19,216	8,040
	53227	2	3	4	1	0	2	12	4	23,150	10,177
	53228	2	0	1	0	0	0	3	1	12,634	4,973
	TOTAL	162	103	67	46	41	25	444	99	959,275	390,715

FOOD STORE ESTABLISHMENTS OPERATED ENTIRE YEAR BY SIZE OF SALES, 1992:

Milw. County Zipcodes	Under \$100,000	\$100,000- \$249,999	\$250,000- \$499,999	\$500,000- \$999,999	\$1 million or more	Total Year-Round
* 53204	0	7	5	2	5	19
* 53205	0	3	3	3	4	13
* 53206	0	11	7	2	1	21
* 53208	0	9	5	7	4	25
* 53210	0	4	5	5	6	20
* 53212	2	8	4	6	5	25
* 53216	2	4	6	2	3	17
* 53233	0	2	6	1	1	10
53110	1	1	2	0	5	9
53129	0	2	7	0	2	11
53130	1	2	2	0	2	7
53132	1	0	3	1	2	7
53154	0	1	0	1	3	5
53172	0	0	2	1	1	4
53202	1	6	8	2	6	23
53203	1	3	4	1	1	10
53207	1	2	6	7	4	20
53209	1	3	5	4	9	22
53211	1	2	2	1	6	12
53213	2	3	1	2	4	12
53214	5	1	2	2	6	16
53215	0	4	6	4	6	20
53217	1	4	2	3	7	17
53218	0	0	1	2	9	12
53219	0	1	0	3	6	10
53220	1	1	2	0	4	8
53221	2	2	5	0	5	14
53222	0	3	3	1	1	8
53223	0	1	6	0	3	10
53224	0	0	2	0	0	2
53225	0	1	2	1	2	6
53226	0	3	6	4	1	14
53227	1	0	2	6	3	12
53228	0	0	1	2	0	3
TOTAL	24	94	123	76	127	444

SUPERMARKETS AND OTHER GENERAL-LINE GROCERY STORES  
OPERATED ENTIRE YEAR BY NUMBER OF EMPLOYEES, 1992:

OPERATED ENTIRE YEAR BY NUMBER OF EMPLOYEES, 1962.								Total	Part of
Employment and Training Institute, University of Wisconsin-Milwaukee	Milw. County							Year-Round	Year Only
	Zipcodes	<5	5-9	10-19	20-49	50-99	100+		
*	53204	3	1	3	0	1	1	9	5
*	53205	6	1	1	0	2	0	10	1
*	53206	16	1	0	1	0	0	18	13
*	53208	13	1	0	0	1	0	15	3
*	53210	8	1	2	3	1	0	15	6
*	53212	12	2	0	1	1	1	17	4
*	53216	5	1	1	0	2	1	10	0
*	53233	5	0	1	0	0	0	6	1
	53110	0	1	0	1	2	1	5	1
	53129	1	0	0	1	1	0	3	0
	53130	1	0	0	0	2	0	3	0
	53132	1	1	0	0	1	1	4	0
	53154	0	0	0	0	1	2	3	0
	53172	1	1	0	0	1	0	3	0
	53202	6	0	1	1	2	0	10	0
	53203	1	0	0	2	0	0	3	0
	53207	3	1	2	1	2	2	11	2
	53209	5	0	1	3	3	1	13	3
	53211	0	0	0	2	4	0	6	0
	53213	0	0	0	1	0	2	3	1
	53214	1	0	0	2	1	2	6	0
	53215	3	1	1	0	1	1	7	3
	53217	1	0	2	1	2	2	8	1
	53218	1	2	3	5	0	0	11	0
	53219	0	0	0	5	0	0	5	2
	53220	0	0	1	0	1	2	4	0
	53221	0	0	0	0	3	1	4	0
	53222	2	1	0	0	1	0	4	0
	53223	0	0	0	0	2	1	3	0
	53225	0	0	0	0	1	1	2	0
	53226	0	0	0	1	0	0	1	1
	53227	0	1	1	1	0	2	5	1
16	TOTAL	95	17	20	32	39	24	227	48

## Job Training Required for Current Job Opportunities in Food Stores

- In October 1995 about 400 job openings were identified for workers in grocery stores, bakeries and other food stores. About half of these jobs were full-time and half part-time. Most were located outside the central city neighborhoods of Milwaukee.
- In October 1995 employers reported openings in food stores for students and persons without a high school diploma. Employers generally indicated a willingness to train workers for jobs as bakery and deli clerks, cashiers, deli line cooks and stockers. Supervisory positions required prior occupation-specific experience and openings for meat cutters require journeyman status. Examples of pay rates offered for job openings in Milwaukee area food stores in October 1995 are shown below.

Job Title	Typical Rate of Pay
Food clerk (part-time)	\$4.50
Maintenance worker (floor, etc.)	5.00
Cashier	5.10
Stocker	5.60
Bakery clerk	6.25
Deli clerk	6.25
Kitchen preparation, deli	7.50
Line cook, deli	7.50
Bakery, assistant manager	8.00
Produce department head	10.38
Meat cutter	10.50

- The Milwaukee Area Technical College offers a one-year technical diploma program in baking production and reports six job requests for each graduate from the program.<sup>4</sup>

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<sup>4</sup> Milwaukee Area Technical College, "MATC Works! 1995 Graduate Employment Report" (MATC Employment Development Center, 1996).

## Milwaukee County Zipcode Areas

