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Purchasing Power Profile: 35th and North

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Purchasing Power Profile:
35th and North
Milwaukee, Wisconsin
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 35th & North

- Estimated $839.5 million spent on retail expenditures annually
  - $308 million for food at home
  - $111 million for food away from home
  - $140 million for apparel and related services
  - $144 million for entertainment
  - $104 million for household furnishings and equipment
  - $32 million for personal care products and services
- 78,221 working age income tax filers with $2.2 billion of adjusted gross income in 1999
- 18,155 elderly persons
- 110,979 active residential postal deliveries and 8,606 active business deliveries
- 85,277 registered vehicles
- 99,017 licensed drivers
Population within 3-Mile Radius of 35th and North

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

SILVER SPRING DR
CAPITOL DR
LOCUST ST
NORTH AVE
WISCONSIN AVE
GREENFIELD AVE
OKLAHOMA AVE
LINCOLN AVE
Much of the income earned in the N. 35th Street and W. North 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 $839.5 million annually on retail expenditures.

<table>
<thead>
<tr>
<th>Estimated 1999 Consumer Expenditures</th>
<th>Total Within 3-Mile Radius</th>
<th>Expenditures Per Square Mile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food at home</td>
<td>$308,476,512</td>
<td>$11,796,425</td>
</tr>
<tr>
<td>Food away from home</td>
<td>$110,790,337</td>
<td>$4,236,724</td>
</tr>
<tr>
<td>Apparel and services</td>
<td>$140,174,209</td>
<td>$5,360,390</td>
</tr>
<tr>
<td>Entertainment</td>
<td>$144,079,613</td>
<td>$5,509,736</td>
</tr>
<tr>
<td>Household furnishings and equipment</td>
<td>$104,063,419</td>
<td>$3,979,481</td>
</tr>
<tr>
<td>Personal care products and services</td>
<td>$31,981,154</td>
<td>$1,222,989</td>
</tr>
<tr>
<td><strong>TOTAL RETAIL</strong></td>
<td><strong>$839,565,244</strong></td>
<td><strong>$32,105,745</strong></td>
</tr>
</tbody>
</table>
Residents in the 35th and North Target Area spend an average of $32.1 million per square mile on retail items.
Estimated expenditures for food at home are 6-8 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](chart)

- **West Allis 53227**: $11.8
- **South Milw. 53172**: $8.2
- **Cudahy 53110**: $7.5
- **Greendale 53129**: $6.0
- **Hales Corners 53130**: $5.2
- **Oak Creek 53154**: $4.6
- **Franklin 53132**: $3.5
- **“North Shore” 53217**: $1.8
- **TARGET AREA**: $0

(in millions)
Residents within a 3-mile radius of 35th and North spend an estimated $110.8 million for food away from home, an average of $4.2 million per square mile.
Estimated expenditures for apparel and related services total $140.2 million for the area within a 3-mile radius of 35th and North. Average expenditures of $5.4 million per square mile are well above those of many other neighborhoods.
Estimated expenditures per square mile for entertainment are higher than for many other neighborhoods.
Estimated expenditures for household furnishings and equipment total $104 million for residents within a 3-mile radius and about $4 million per square mile.
Unlike many suburban areas, expenditures for personal care products and services are estimated to exceed $1 million per square mile.
Workforce Density

The target area has 78,221 working age tax filers. These include 27,841 one-parent filers with dependents, 10,312 married filers with dependents, 6,827 married filers with no dependents and 33,241 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 within a 3-mile radius of 35th and North reported $2.2 billion in total adjusted gross income in 1999.
- The annual income of working age tax filers in the target area ($85 million per square mile) outpaces that of many suburban areas.
New home purchases showed 1,691 new home mortgages worth $118,434,000 in 1998 in the blocks within a 3-mile radius of 35th and North.

Refinancing of mortgages brought in $123,709,000 and home repair mortgages totaled $7,953,000.
Vehicle Ownership

- Registered vehicles in the target area total 85,277. The area has 3,261 vehicles per square mile.
- The most popular car brands are Chevrolet, Buick, Ford and Oldsmobile. The most popular truck brands are Chevrolet, Ford, Dodge and Plymouth.
- 11% of cars and 15% of trucks are 1-3 years old. Over half (53%) of the cars are 10 or more years old.

Age of Registered Vehicles in Target Area

- 1-3 yr
- 4-6 yr
- 7-8 yr
- 10+ yr

Autos
Trucks
Licensed Drivers

- The target area has 99,017 licensed drivers – 47,911 males and 51,106 females.
- 45% of drivers are in their twenties and thirties.
Records show a 1.2:1 ratio of licensed drivers (99,017) to vehicles (85,277).
**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.