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Purchasing Power Profile: 35th and North

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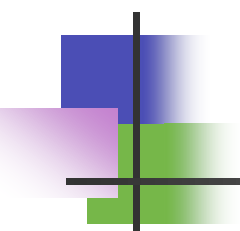
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Purchasing Power Profile: 35th and North

Milwaukee, Wisconsin



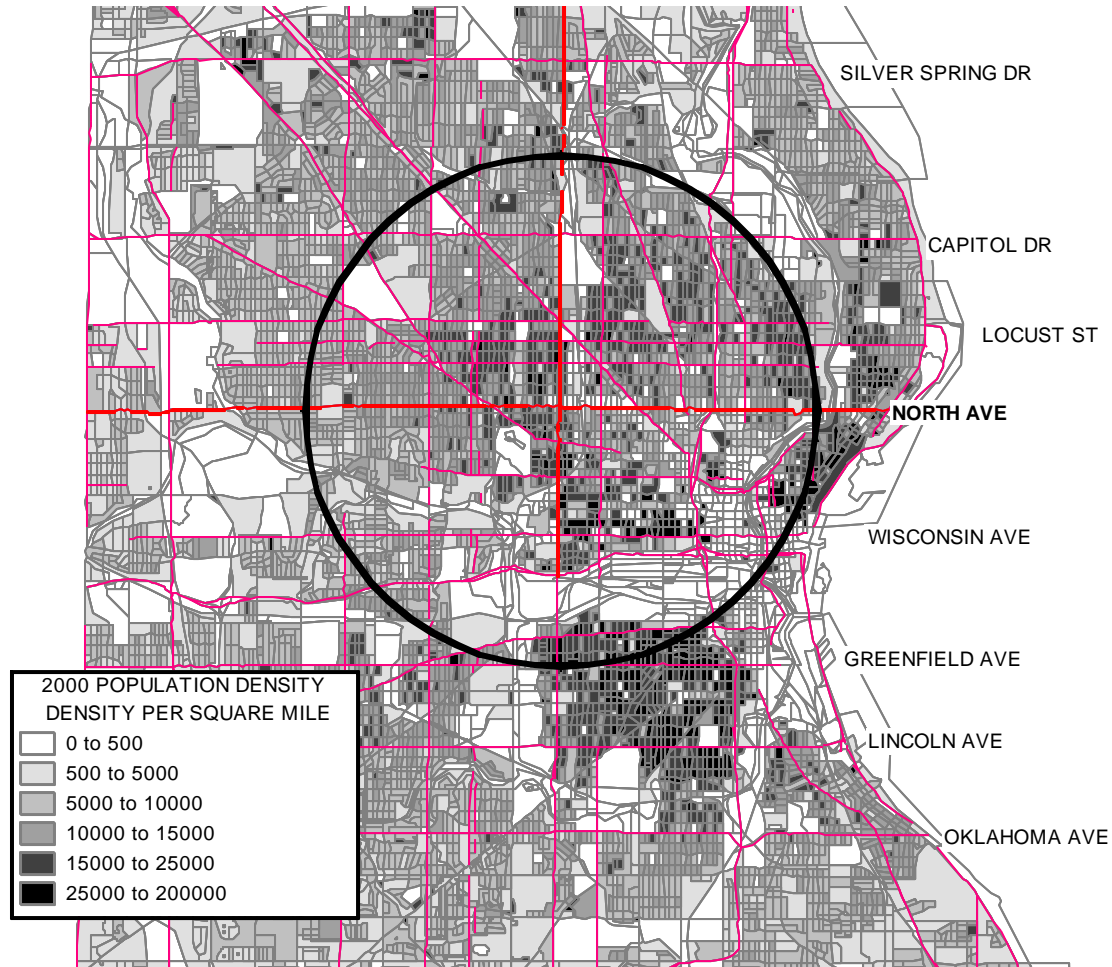
Prepared by the University of Wisconsin-Milwaukee Employment and Training Institute for the Milwaukee Department of City Development, with funding from the Helen Bader Foundation.



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





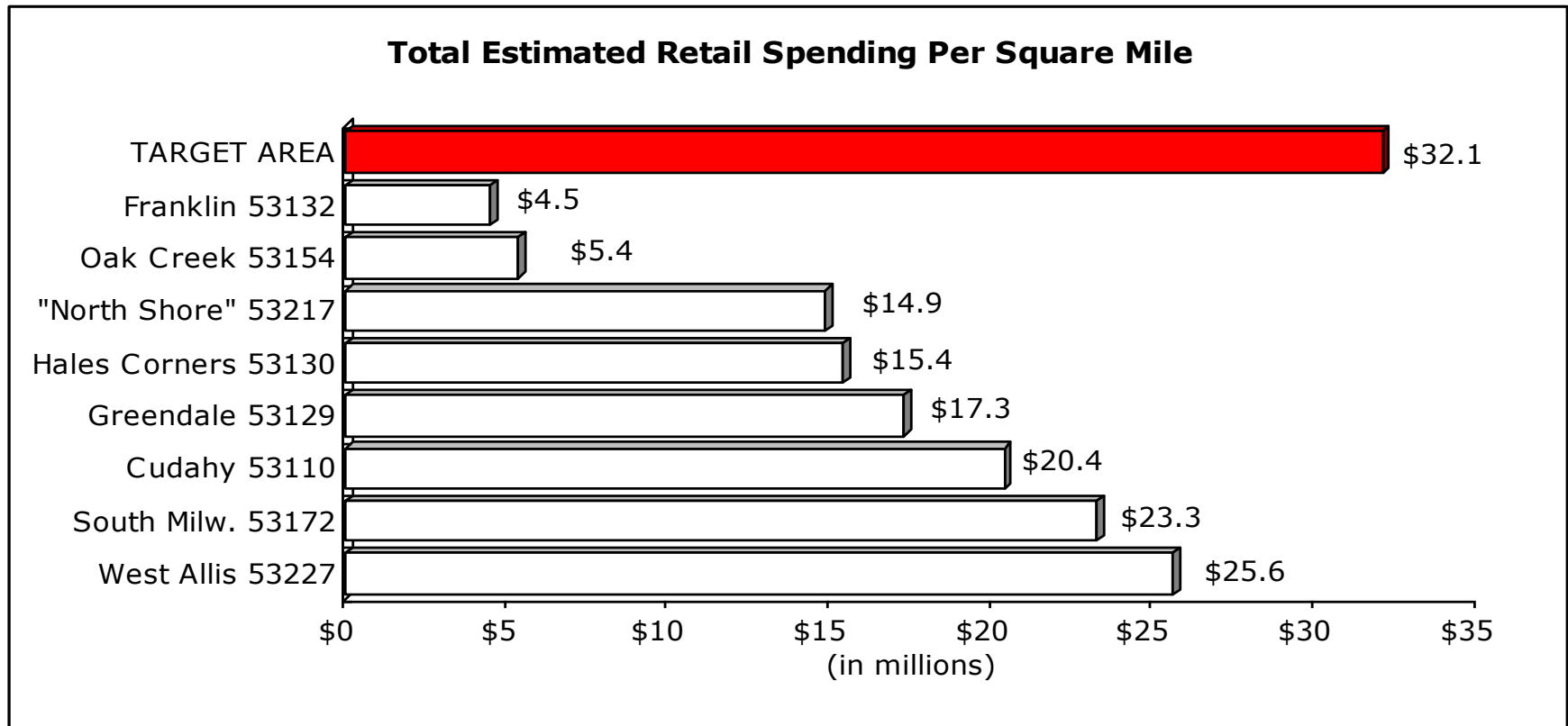
Spending Power Per Square Mile

- 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.

Estimated 1999 Consumer Expenditures	Total Within 3-Mile Radius	Expenditures Per Square Mile
Food at home	\$308,476,512	\$11,796,425
Food away from home	\$110,790,337	\$4,236,724
Apparel and services	\$140,174,209	\$5,360,390
Entertainment	\$144,079,613	\$5,509,736
Household furnishings and equipment	\$104,063,419	\$3,979,481
Personal care products and services	\$31,981,154	\$1,222,989
TOTAL RETAIL	\$839,565,244	\$32,105,745

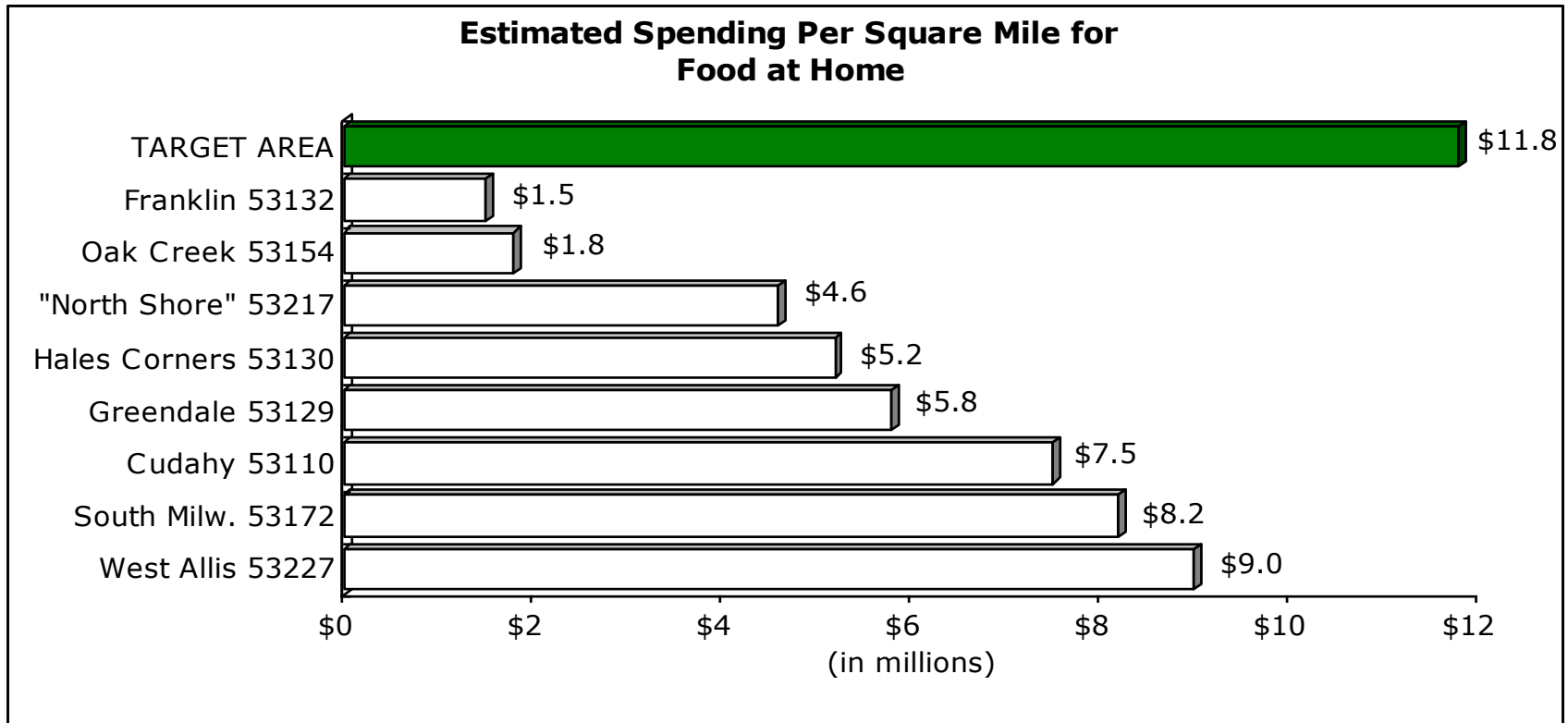
Retail Spending

- Residents in the 35th and North Target Area spend an average of \$32.1 million per square mile on retail items.



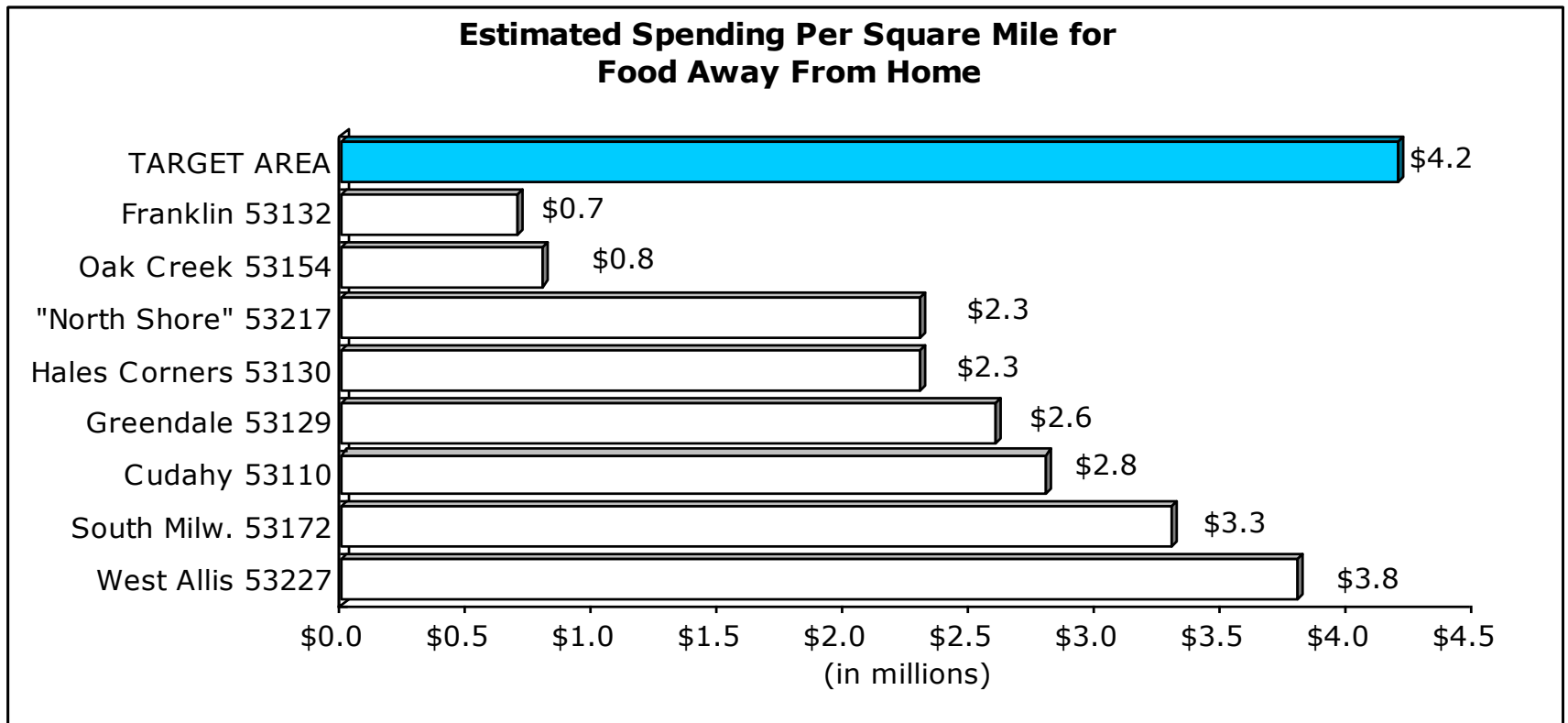
Spending for Food at Home

- 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."



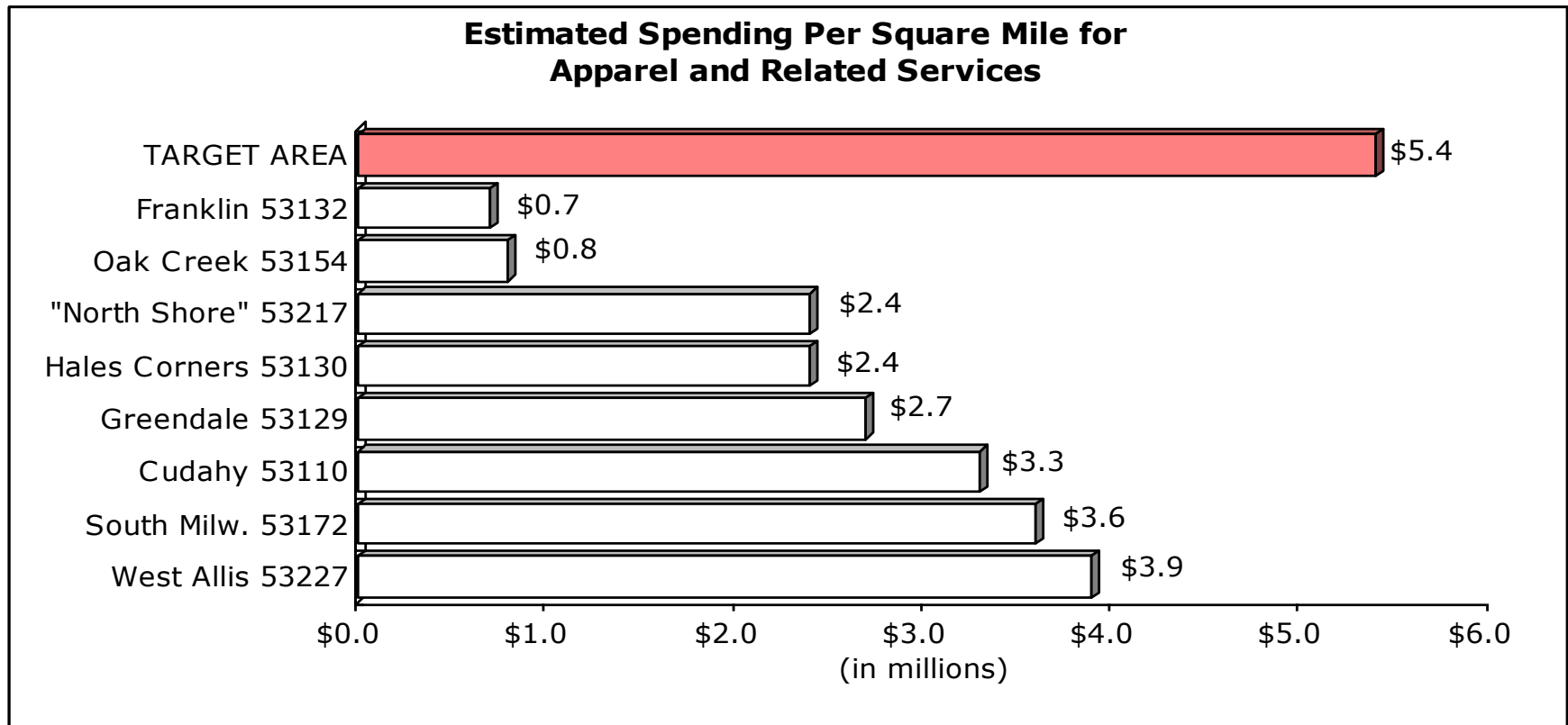
Spending for Food Away from Home

- 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.



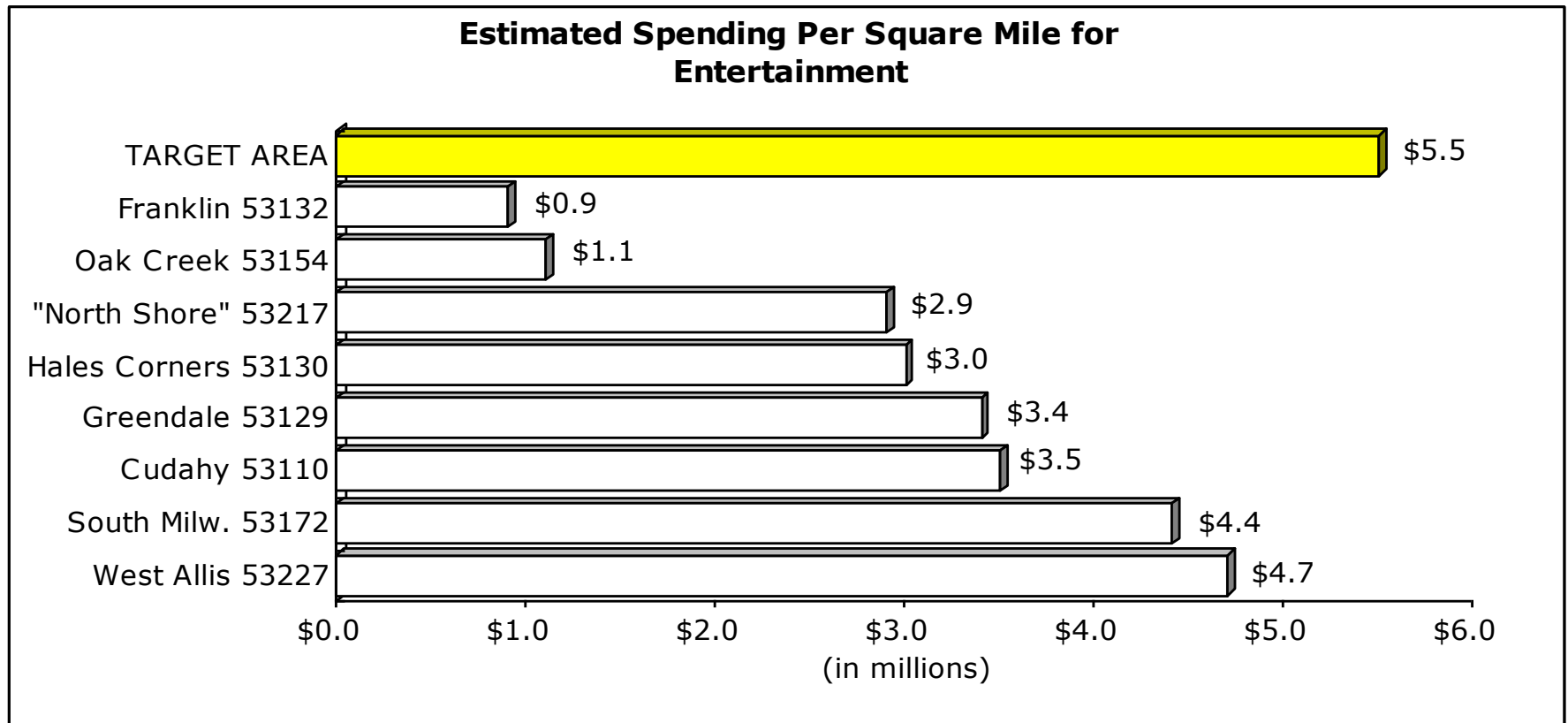
Spending for Apparel

- 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.



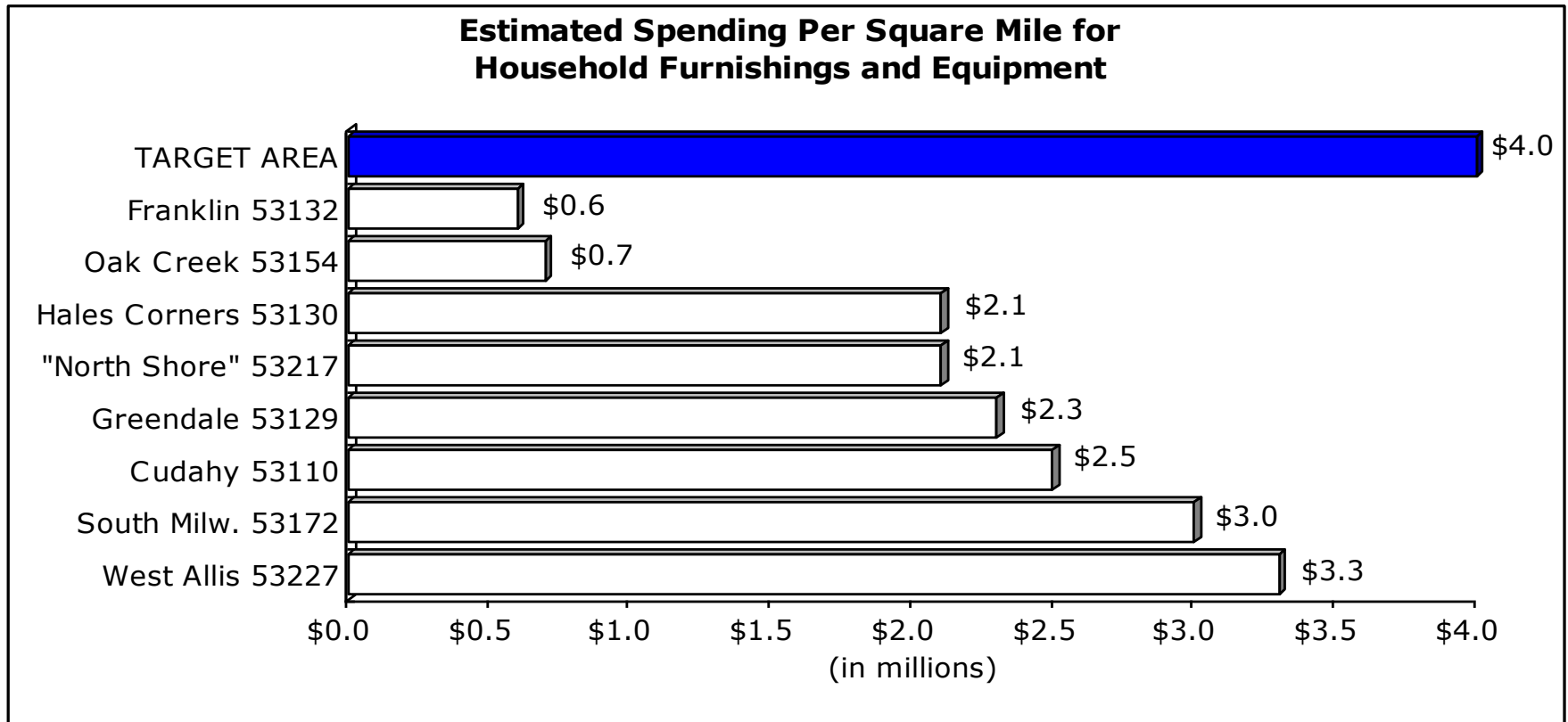
Spending for Entertainment

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



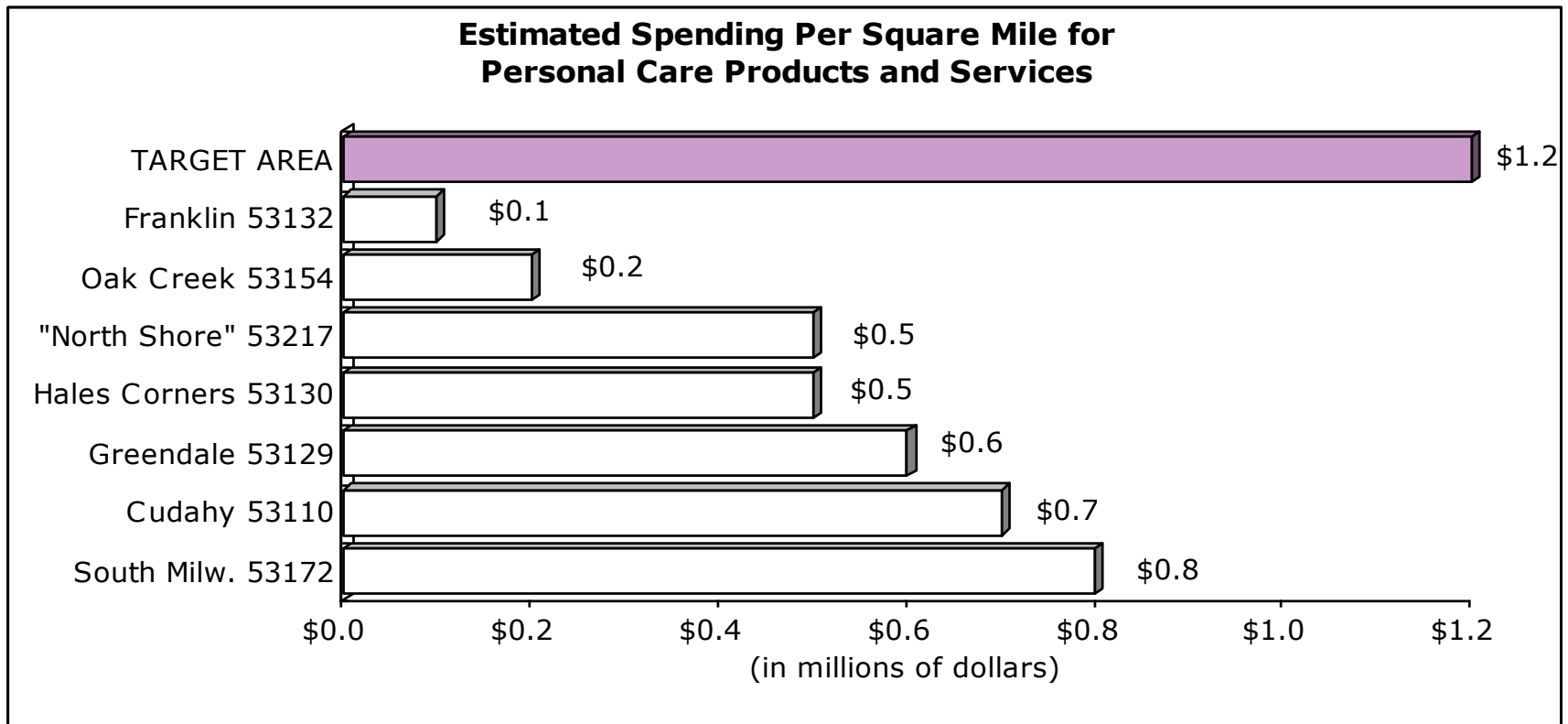
Spending for Household Furnishings

- Estimated expenditures for household furnishings and equipment total \$104 million for residents within a 3-mile radius and about \$4 million per square mile.



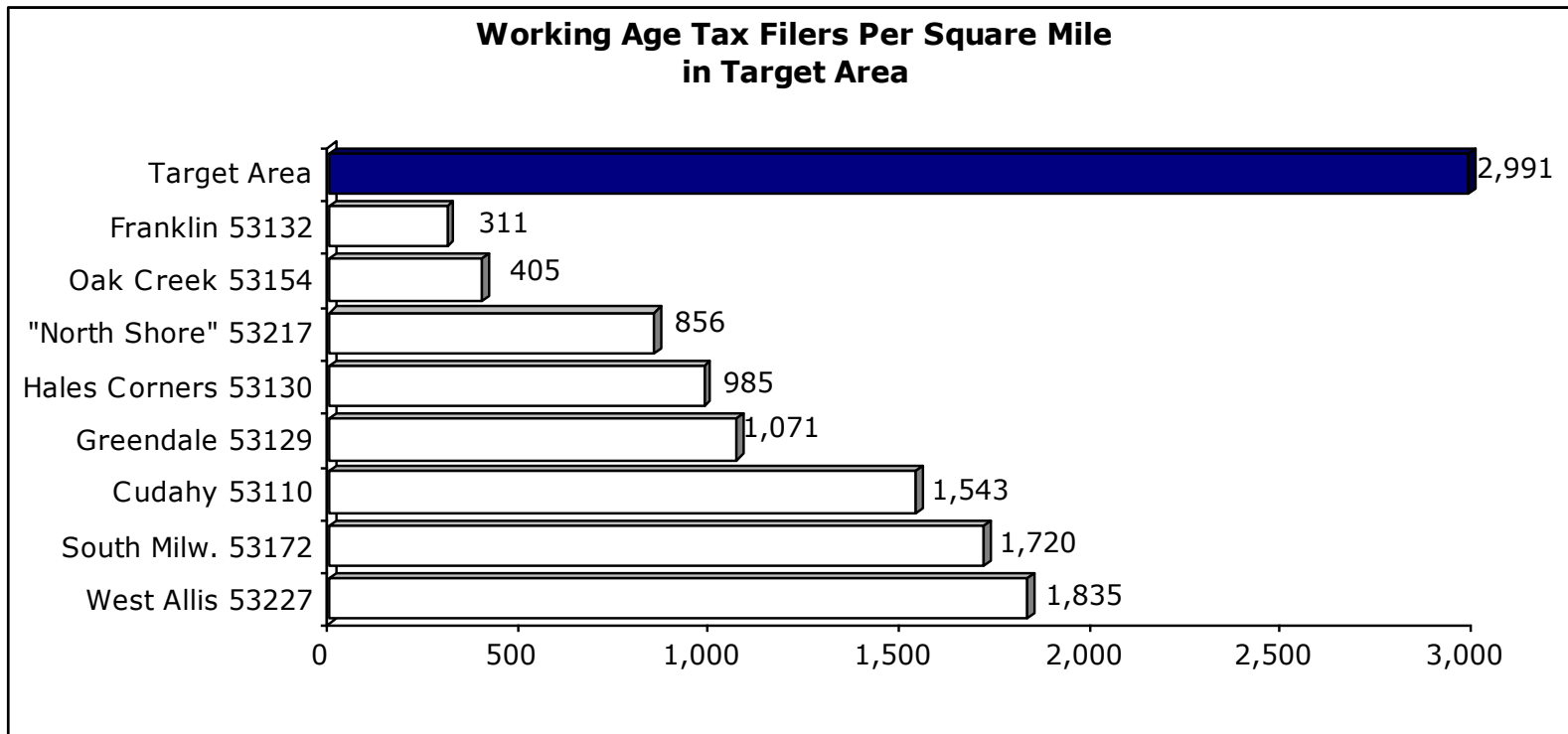
Spending for Personal Care

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



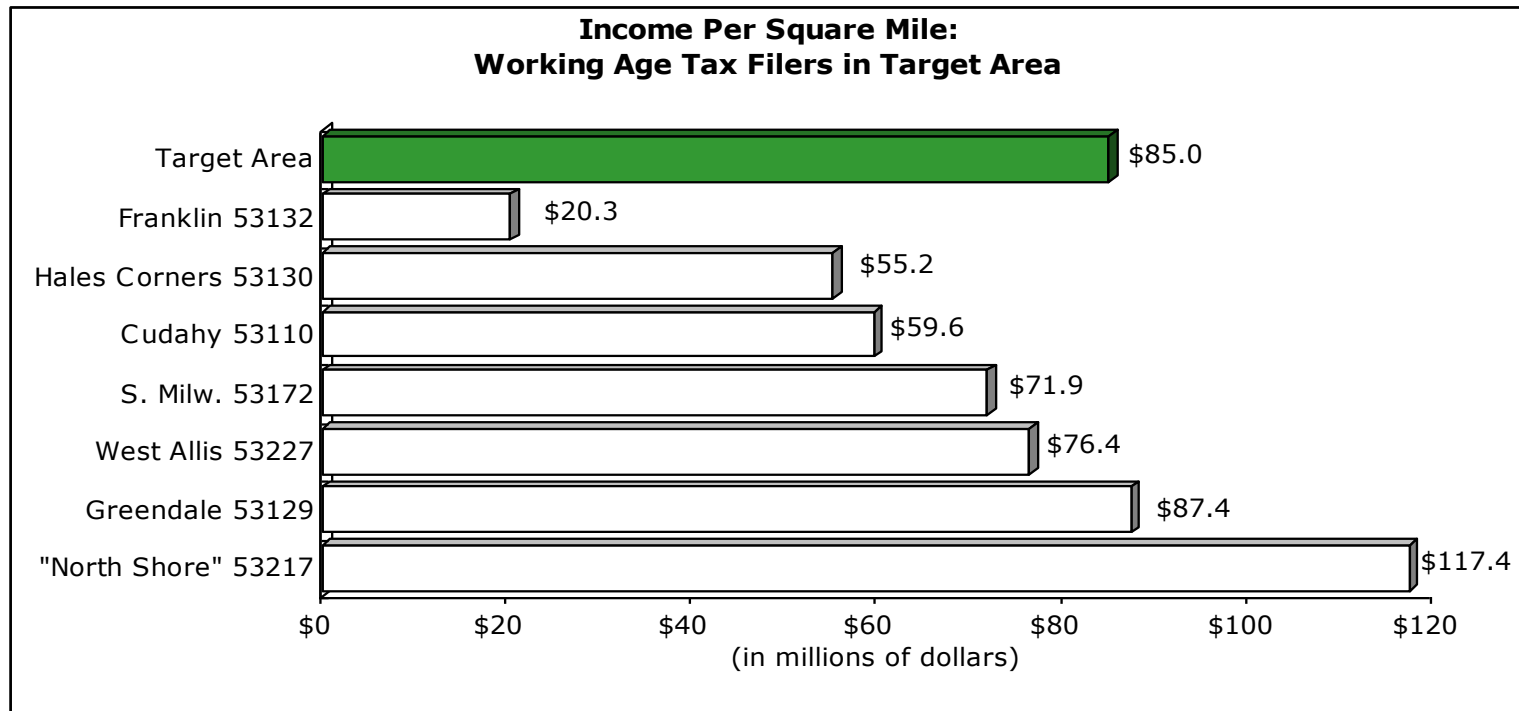
Workforce Density

- 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.



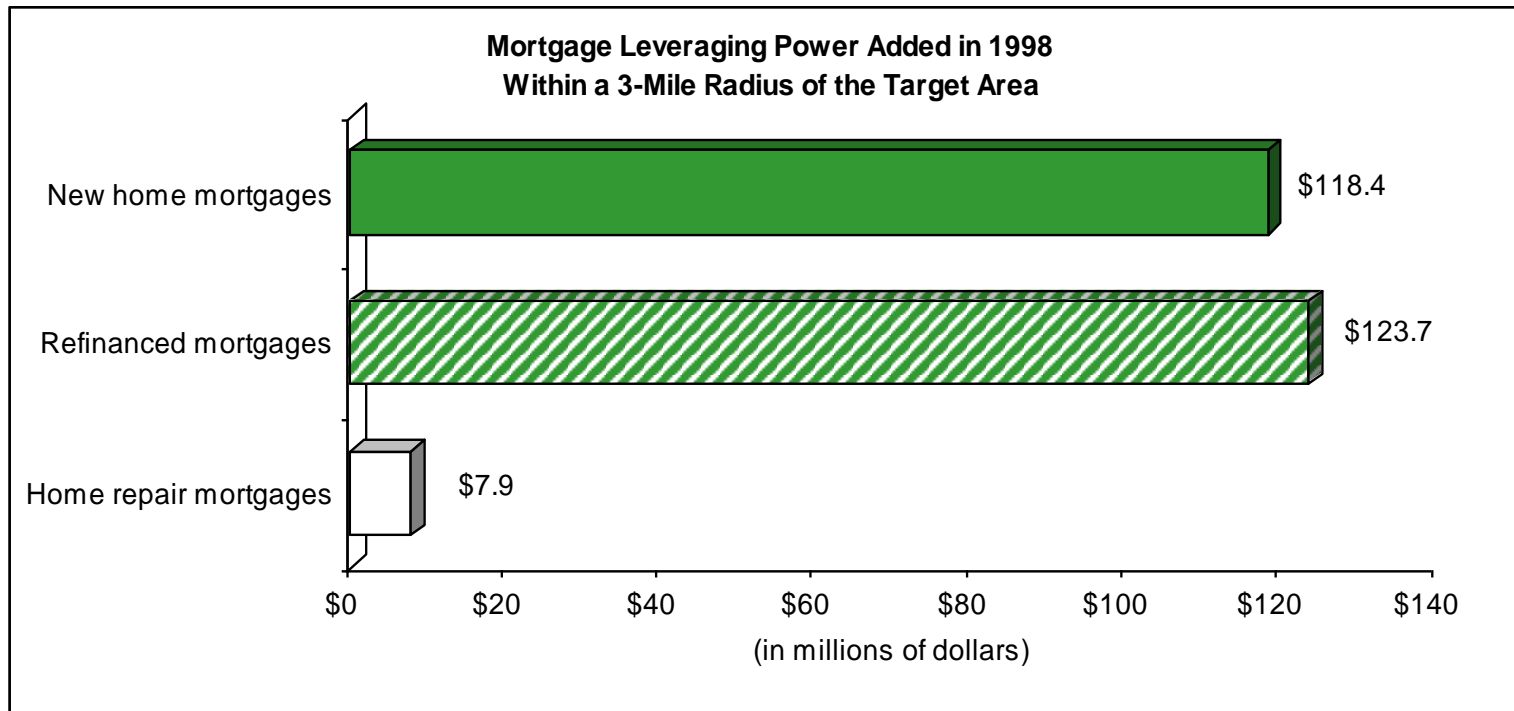
Income Per Square Mile

- 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.



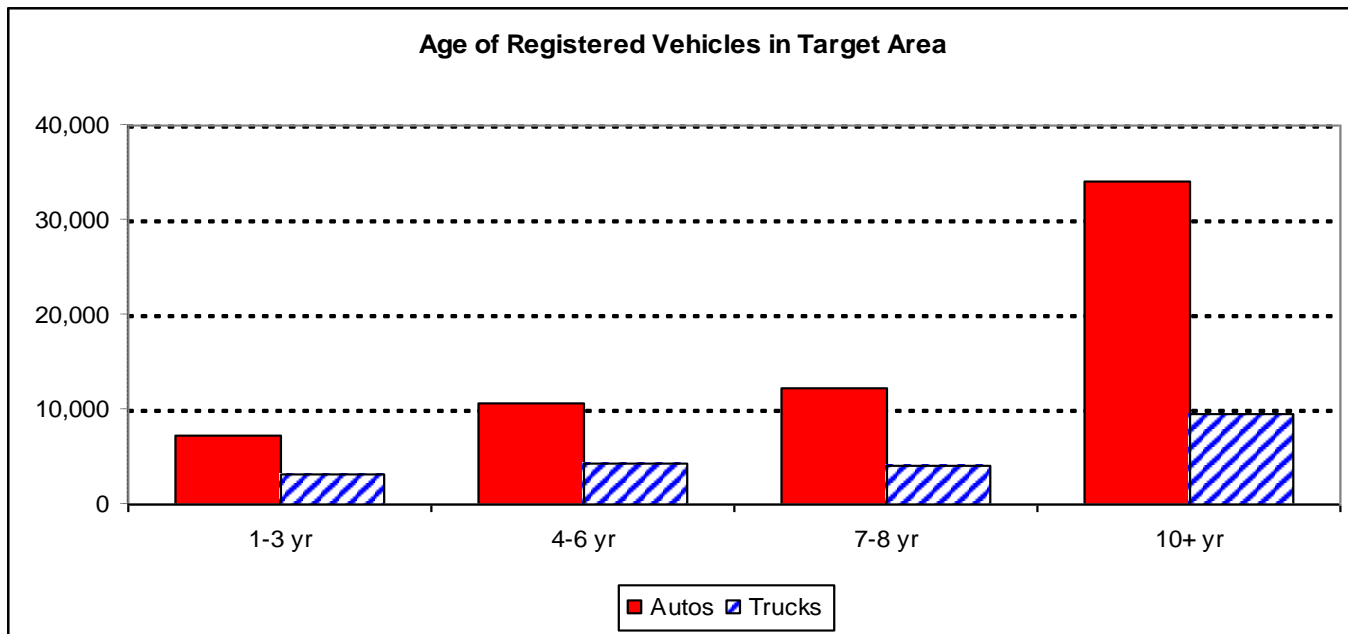
Financial Leveraging

- 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.



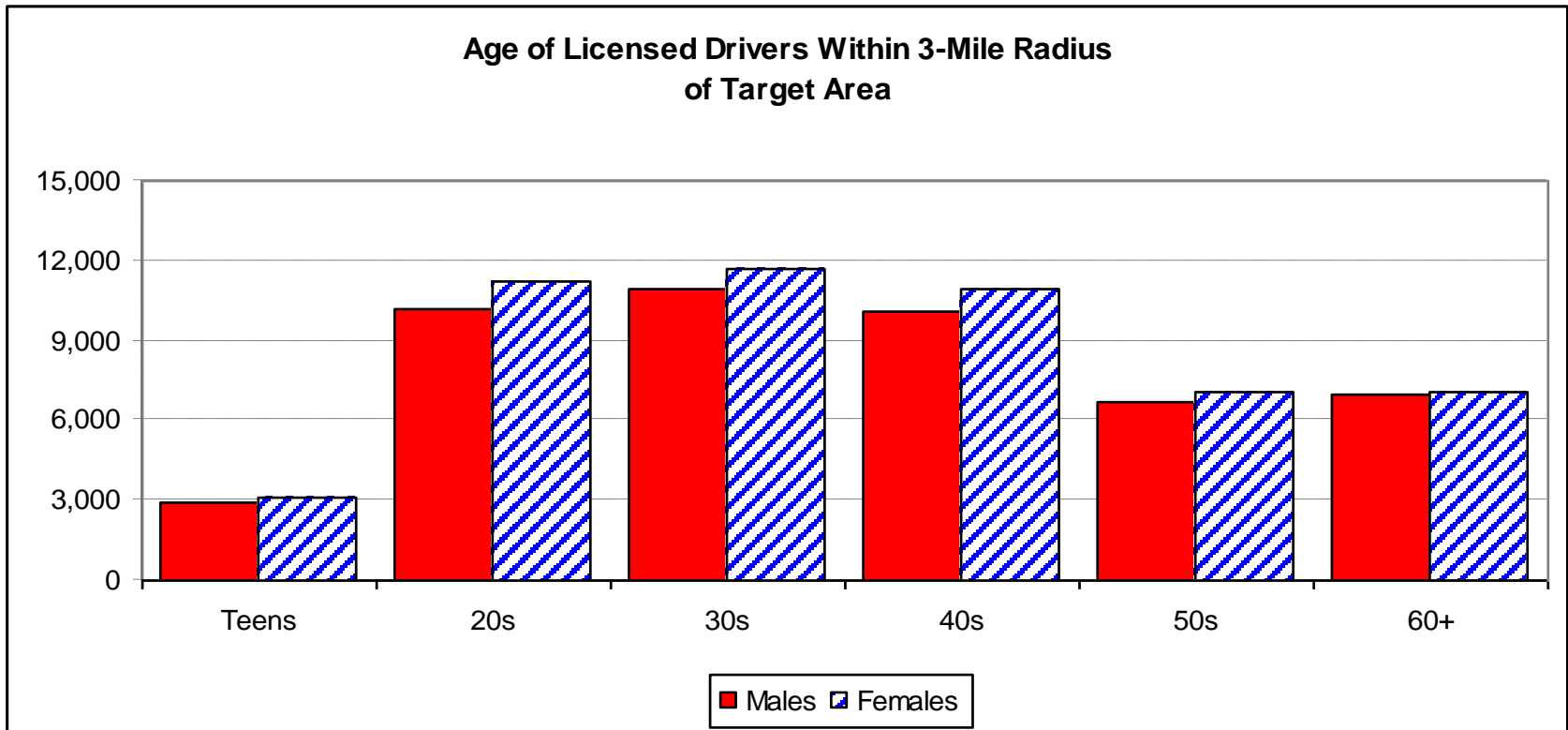
Vehicle Ownership

- 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.



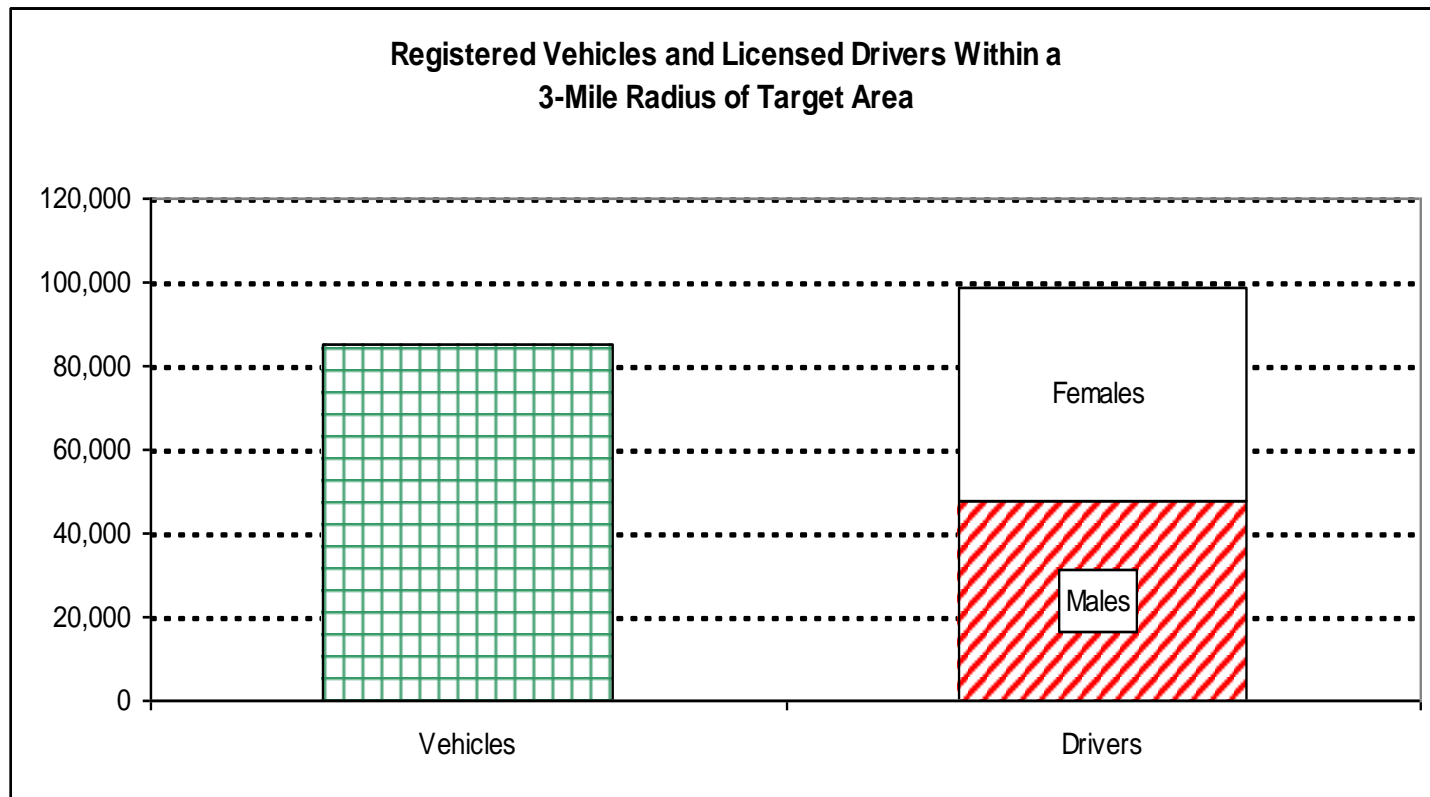
Licensed Drivers

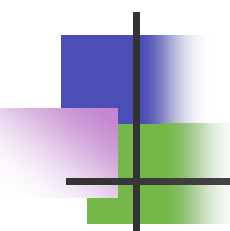
- The target area has 99,017 licensed drivers – 47,911 males and 51,106 females.
- 45% of drivers are in their twenties and thirties.



Ratio of Drivers to Vehicles

- 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.