

PURCHASING POWER PROFILE OF MILWAUKEE ZIP CODE 53204



PREPARED FOR THE CITY OF MILWAUKEE
DEPARTMENT OF CITY DEVELOPMENT
BY THE EMPLOYMENT AND TRAINING INSTITUTE,
SCHOOL OF CONTINUING EDUCATION,
UNIVERSITY OF WISCONSIN-MILWAUKEE,
2004.

Each year, the U.S. Census Bureau conducts detailed analyses of the spending habits of residents by their household size, type, and income levels. These Consumer Expenditures Surveys are used by marketing firms to estimate expenditures of consumers and to assist retail companies in deciding where to locate and what populations to target for their consumer items and services. In most cases, marketing firms have based their data and recommendations on average household income of residents by geographic locations, while ignoring the advantages of **urban density** and the concentrated spending that takes place in city neighborhoods.

Using a state-of-the-art methodology developed by the University of Wisconsin-Milwaukee Employment and Training Institute, the most recent expenditure survey data are combined with detailed state income tax files disaggregated by family types. These Purchasing Power Profiles offer current and reliable estimates of the spending power of neighborhoods throughout Southeastern Wisconsin. The profiles, provided free of charge, are designed to assist businesses, community organizations, and public officials assess the spending patterns of Milwaukee families and individuals and to help identify neighborhoods that are currently underserved, where residents are required to travel to other areas for their consumer needs.

This Purchasing Power Profile analyzes 16 categories of expenditures for residents of ZIP Code 53204:

- Food at home
- Food away from home
- Apparel and related services
- Television equipment, tapes, and discs
- Audio equipment, CDs, and tapes
- Household textiles
- Furniture
- Floor coverings
- Major appliances
- Small appliances and housewares
- Computer hardware and software
- Miscellaneous household equipment
- Non-prescription drugs and supplies
- Housekeeping supplies
- Personal products
- Home repair commodities.

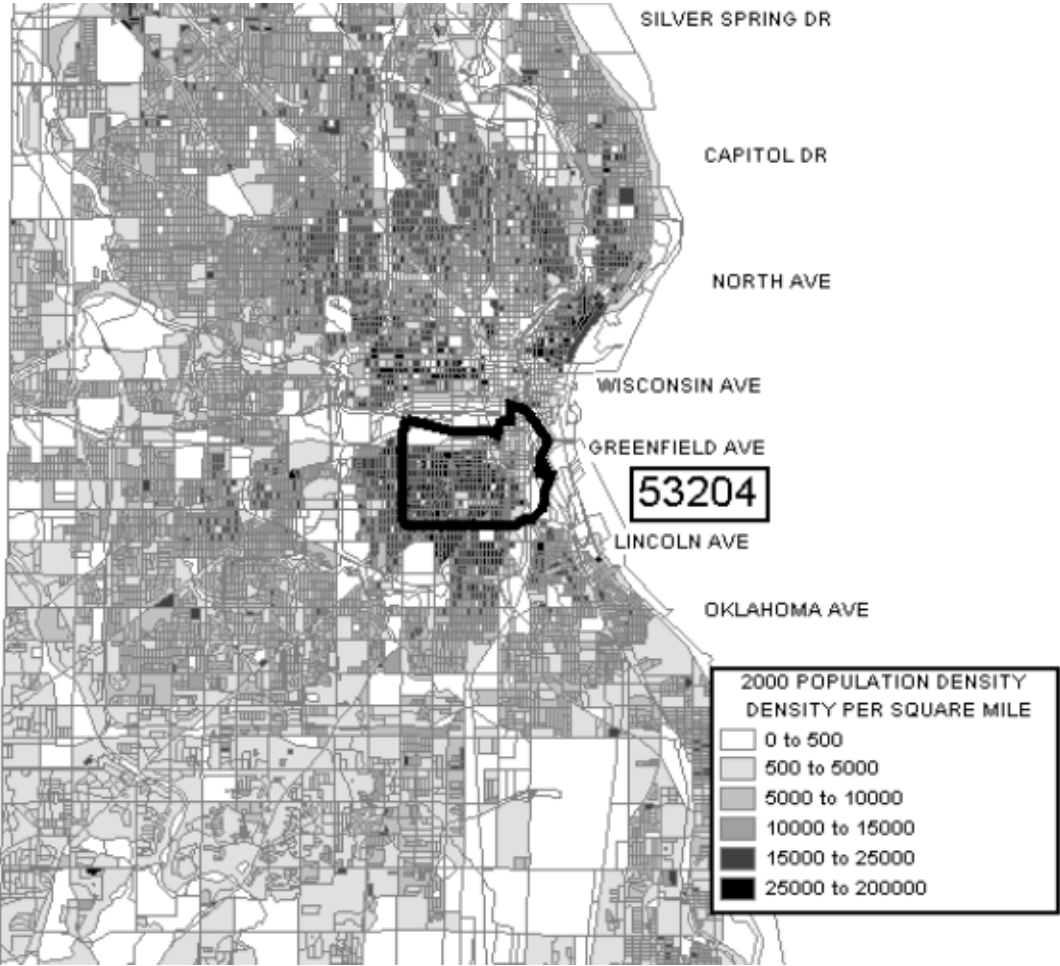
In addition, the report provides data on:

- Population density by residential block
- Vehicles owned by residents.

Density Strengths in ZIP Code 53204

Much of the strength of purchasing power in ZIP Code 53204 results from the high concentration of population and large number of income earners living in the area.

The 2000 Census showed 42,382 people living in the area, or 12,882 people per square mile.



ZIP CODE 53204 Summary

Much of the income earned in ZIP Code 53204 converts to direct spending power.

Residents in ZIP Code 53204 spend an estimated \$91 million annually on the 16 retail expenditure categories detailed below.

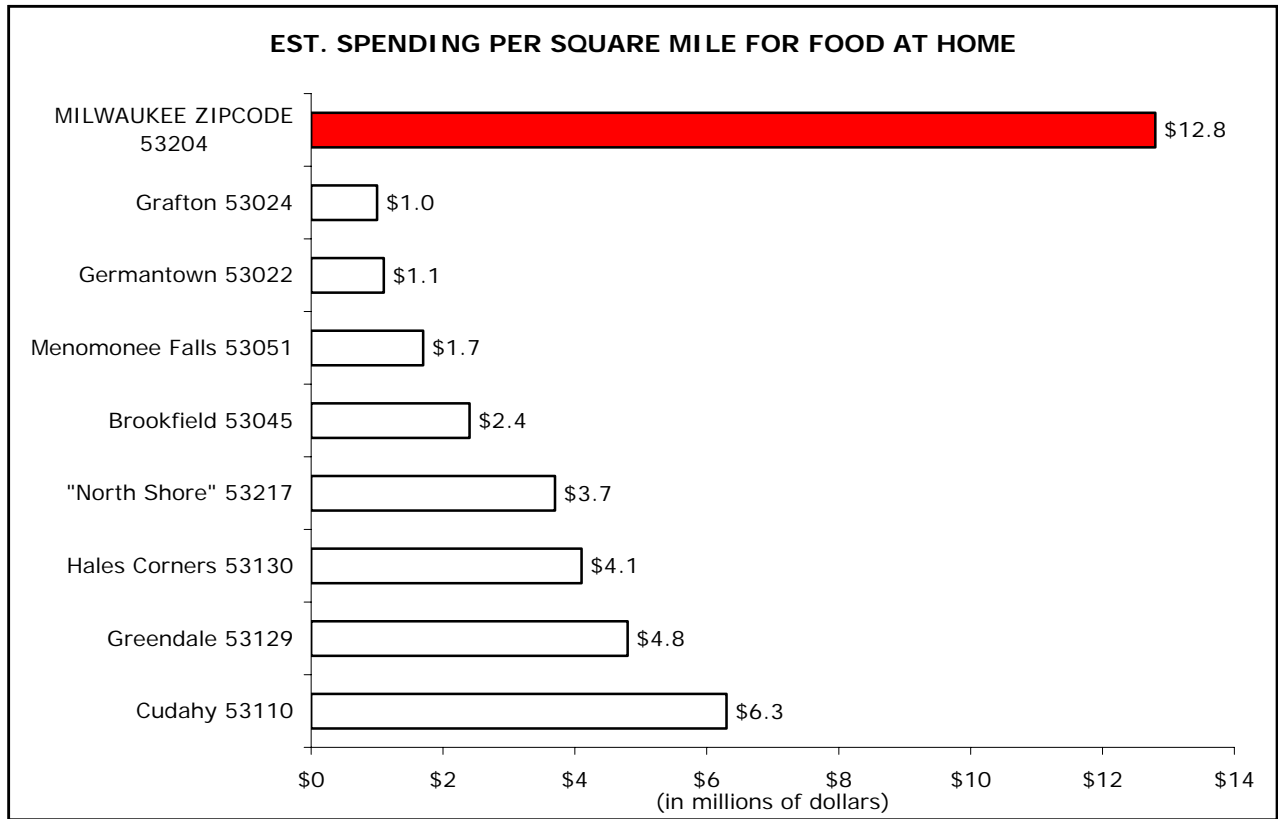
This translates to \$27.8 million in spending per square mile for these categories.

Est. Consumer Expenditures by ZIP CODE 53204 Residents	Total Expenditures	Expenditures Per Square Mile
Food at home	\$42,174,185	\$12,818,901
Food away from home	\$10,890,978	\$3,310,328
Apparel and related services	\$12,371,038	\$3,760,194
Television equipment, tapes, discs	\$5,305,569	\$1,612,635
Audio equipment, CDs, tapes	\$1,408,497	\$428,115
Household textiles	\$599,757	\$182,297
Furniture	\$2,690,985	\$817,929
Floor coverings	\$250,276	\$76,072
Major appliances	\$1,395,642	\$424,207
Small appliances and housewares	\$442,583	\$134,524
Computer hardware and software	\$1,306,456	\$397,099
Miscellaneous household equipment	\$1,930,838	\$586,881
Non-prescription drugs and supplies	\$2,466,589	\$749,723
Housekeeping supplies	\$4,412,738	\$1,341,258
Personal products	\$3,011,610	\$915,383
Home repair commodities	\$682,399	\$207,416
TOTAL for 16 categories	\$91,340,140	\$27,762,960

Spending for FOOD AT HOME

Residents in ZIP Code 53204 spend an estimated \$42,174,185 each year for food at home.

Expenditures for food at home average \$12.8 million per square mile, far more than most suburban areas.



"FOOD AT HOME" includes expenditures for food purchased at grocery stores and convenience stores, and food prepared at home for out-of-town trips.

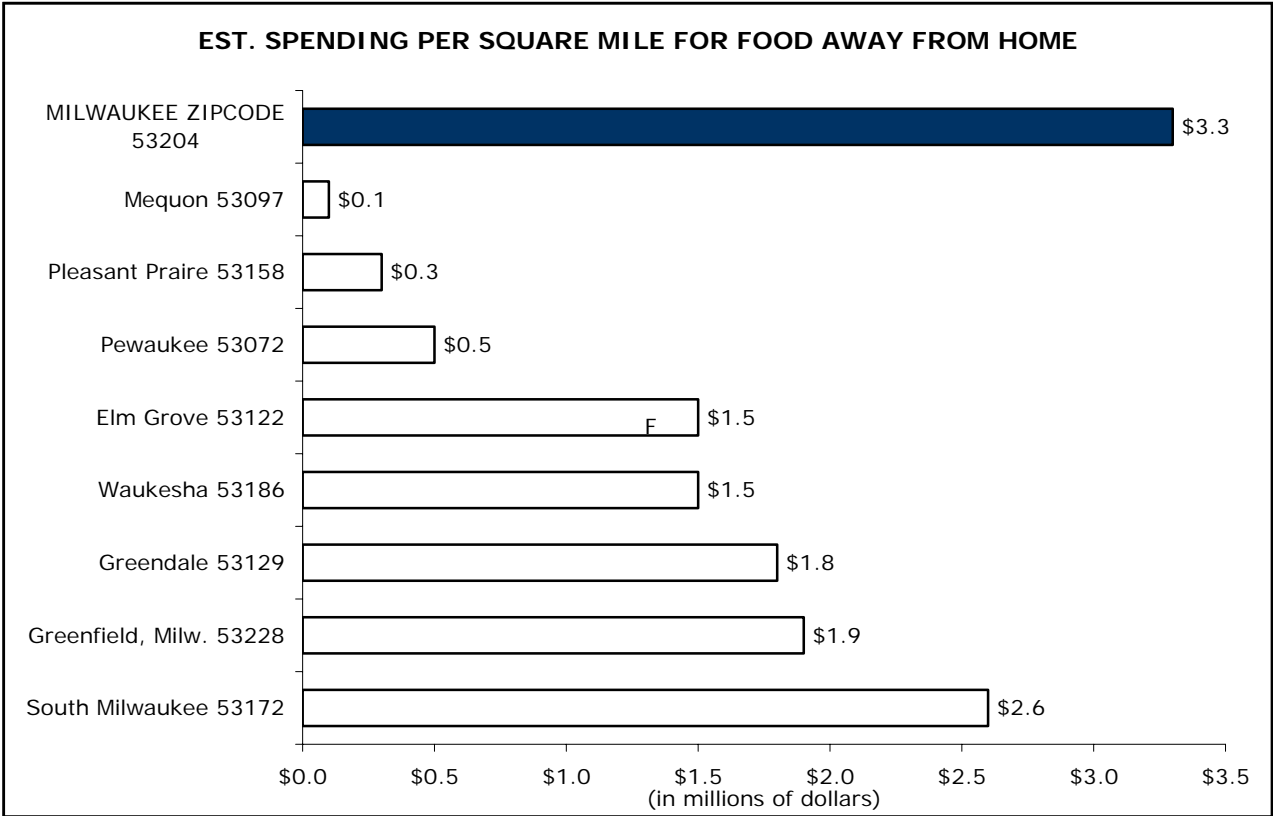
Total Estimated Spending for FOOD AT HOME

ZIPCODE	NAME	PER SQ. MILE
53210	Milwaukee	\$15,309,529
53202	Milwaukee	\$13,723,766
53215	Milwaukee, West Milwaukee	\$13,434,595
53206	Milwaukee	\$13,145,667
53211	Milwaukee, Shorewood, Whitefish Bay	\$12,910,950
53204	Milwaukee	\$12,818,901
53219	Milwaukee, Greenfield, West Allis, West Milw.	\$11,732,580
53213	Wauwatosa, Milwaukee	\$11,561,237
53216	Milwaukee	\$10,461,450
53208	Milwaukee	\$9,319,783
53218	Milwaukee	\$9,298,814
53205	Milwaukee	\$8,550,951
53212	Milwaukee	\$8,353,339
53222	Milwaukee, Wauwatosa	\$8,034,436
53220	Greenfield, Milwaukee	\$7,955,003
53227	West Allis, Milwaukee, Greenfield	\$7,640,199
53214	West Allis, Milwaukee, West Milwaukee	\$7,533,260
53143	Kenosha	\$7,484,111
53172	South Milwaukee	\$7,400,467
53405	Racine	\$6,640,095
53209	Milwaukee, Brown Deer, Glendale, River Hills	\$6,636,787
53221	Milwaukee, Greenfield	\$6,568,900
53110	Cudahy	\$6,332,233
53235	St. Francis	\$6,218,040
53207	Milwaukee	\$5,920,191
53225	Milwaukee, Wauwatosa	\$5,759,260
53226	Wauwatosa, Milwaukee	\$4,987,011
53228	Greenfield, Milwaukee	\$4,982,691
53129	Greendale	\$4,813,774
53140	Kenosha	\$4,711,454
53233	Milwaukee	\$4,486,692
53404	Racine	\$4,483,232
53223	Milwaukee, Brown Deer	\$4,388,326
53130	Hales Corners	\$4,154,284
53186	Waukesha	\$4,036,645
53217	Bayside, Fox Pt., Glendale, River Hills, W. Bay	\$3,717,907
53122	Elm Grove	\$3,267,978
53151	New Berlin	\$2,986,236
53224	Milwaukee	\$2,955,368
53045	Brookfield	\$2,426,503
53005	Brookfield	\$2,304,739
53188	Waukesha	\$1,905,177
53154	Oak Creek	\$1,774,083
53092	Thiensville, Mequon	\$1,704,158
53051	Menomonee Falls	\$1,694,318
53132	Franklin	\$1,427,916
53072	Pewaukee	\$1,097,062
53022	Germantown	\$1,080,087
53024	Grafton	\$956,533
53189	Waukesha	\$847,280
53158	Pleasant Prairie	\$773,495
53012	Cedarburg	\$772,170
53144	Kenosha	\$679,662
53146	New Berlin	\$656,226
53097	Mequon	\$295,759

Spending for FOOD AWAY FROM HOME

Residents in ZIP Code 53204 spend an estimated \$10,890,978 each year for food away from home.

Expenditures for food away from home average \$3.3 million per square mile, more than in many suburban areas.



“FOOD AWAY FROM HOME” includes expenditures for meals at restaurants, carry-out orders, food purchased on out-of-town trips, school lunches, and meals as pay.

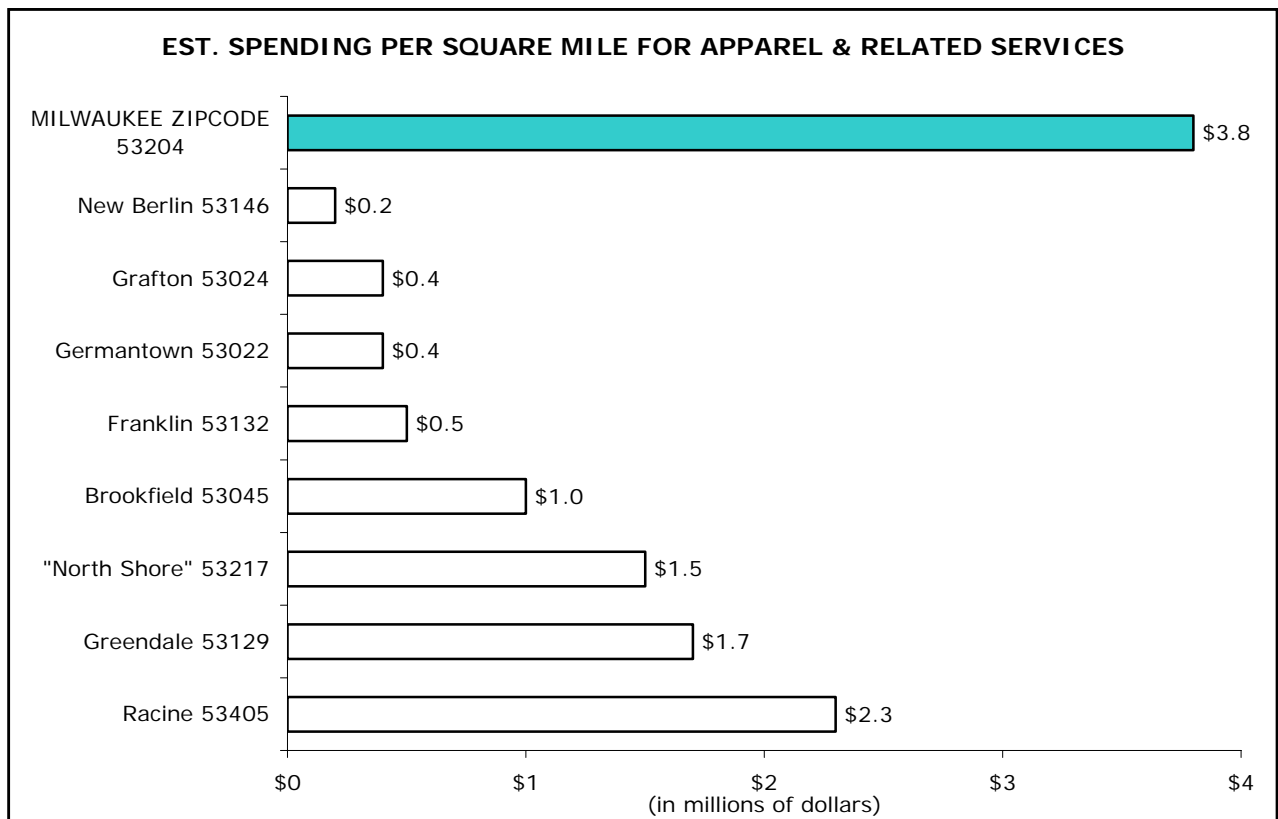
Total Estimated Spending for FOOD AWAY FROM HOME

ZIP CODE	NAME	Per Sq. Mile
53202	Milwaukee	\$6,253,861
53211	Milwaukee, Shorewood, Whitefish Bay	\$5,499,903
53213	Wauwatosa, Milwaukee	\$4,647,755
53210	Milwaukee	\$4,560,209
53219	Milwaukee, Greenfield, West Allis, West Milw.	\$4,228,515
53215	Milwaukee, West Milwaukee	\$4,026,196
53206	Milwaukee	\$3,455,864
53204	Milwaukee	\$3,310,328
53216	Milwaukee	\$3,257,920
53222	Milwaukee, Wauwatosa	\$2,938,624
53208	Milwaukee	\$2,915,996
53220	Greenfield, Milwaukee	\$2,904,694
53227	West Allis, Milwaukee, Greenfield	\$2,783,238
53218	Milwaukee	\$2,772,302
53214	West Allis, Milwaukee, West Milwaukee	\$2,667,304
53143	Kenosha	\$2,646,446
53172	South Milwaukee	\$2,637,536
53212	Milwaukee	\$2,572,719
53405	Racine	\$2,398,711
53221	Milwaukee, Greenfield	\$2,351,418
53235	St. Francis	\$2,256,533
53110	Cudahy	\$2,233,184
53205	Milwaukee	\$2,192,924
53207	Milwaukee	\$2,170,922
53209	Milwaukee, Brown Deer, Glendale, River Hills	\$2,084,009
53226	Wauwatosa, Milwaukee	\$1,938,774
53228	Greenfield, Milwaukee	\$1,910,699
53225	Milwaukee, Wauwatosa	\$1,861,859
53129	Greendale	\$1,818,553
53140	Kenosha	\$1,600,012
53217	Bayside, Fox Pt., Glendale, River Hills, W. Bay	\$1,583,884
53130	Hales Corners	\$1,559,849
53186	Waukesha	\$1,544,829
53223	Milwaukee, Brown Deer	\$1,533,308
53122	Elm Grove	\$1,532,235
53404	Racine	\$1,401,343
53233	Milwaukee	\$1,342,682
53151	New Berlin	\$1,281,859
53045	Brookfield	\$1,093,405
53224	Milwaukee	\$987,276
53005	Brookfield	\$978,762
53092	Thiensville, Mequon	\$770,581
53188	Waukesha	\$765,388
53154	Oak Creek	\$688,785
53051	Menomonee Falls	\$684,143
53132	Franklin	\$579,936
53072	Pewaukee	\$485,481
53022	Germantown	\$447,673
53024	Grafton	\$387,381
53189	Waukesha	\$351,976
53012	Cedarburg	\$325,655
53158	Pleasant Prairie	\$317,469
53146	New Berlin	\$273,160
53144	Kenosha	\$255,404
53097	Mequon	\$134,809

Spending for APPAREL AND RELATED SERVICES

Residents in ZIP Code 53204 spend an estimated \$12,371,038 each year for apparel and related services.

Expenditures for apparel average \$3,760,194 per square mile, more than in many suburban areas.



“APPAREL AND RELATED SERVICES” includes expenditures clothing (suits, coats, sweaters, shirts, skirts, nightware, undergarments, hosiery, uniforms, costumes, etc.), accessories, footwear, material for making clothes, watches, jewelry, shoe repair, laundry and dry cleaning costs, and clothing storage.

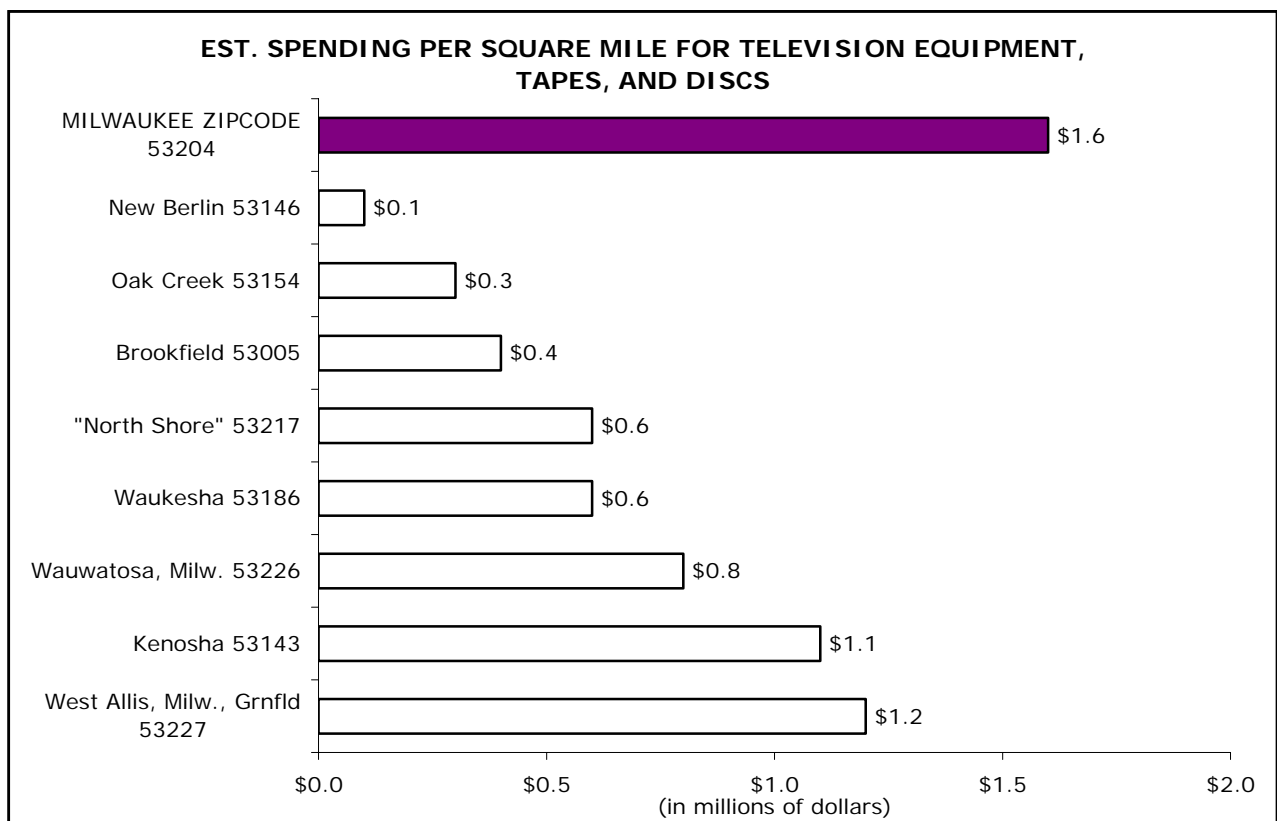
Total Estimated Spending for APPAREL AND SERVICES

ZIP CODE	NAME	Per Sq. Mile
53202	Milwaukee	\$5,358,784
53211	Milwaukee, Shorewood, Whitefish Bay	\$5,029,163
53210	Milwaukee	\$4,940,985
53213	Wauwatosa, Milwaukee	\$4,345,627
53215	Milwaukee, West Milwaukee	\$4,157,274
53206	Milwaukee	\$3,907,787
53219	Milwaukee, Greenfield, West Allis, West Milw.	\$3,895,609
53204	Milwaukee	\$3,760,194
53216	Milwaukee	\$3,402,790
53208	Milwaukee	\$3,040,698
53218	Milwaukee	\$2,935,894
53222	Milwaukee, Wauwatosa	\$2,717,104
53220	Greenfield, Milwaukee	\$2,677,110
53212	Milwaukee	\$2,660,141
53227	West Allis, Milwaukee, Greenfield	\$2,564,103
53205	Milwaukee	\$2,519,724
53143	Kenosha	\$2,517,322
53214	West Allis, Milwaukee, West Milwaukee	\$2,508,704
53172	South Milwaukee	\$2,499,264
53405	Racine	\$2,261,270
53221	Milwaukee, Greenfield	\$2,196,408
53209	Milwaukee, Brown Deer, Glendale, River Hills	\$2,147,323
53110	Cudahy	\$2,097,927
53235	St. Francis	\$2,076,906
53207	Milwaukee	\$2,016,315
53225	Milwaukee, Wauwatosa	\$1,882,386
53226	Wauwatosa, Milwaukee	\$1,785,444
53228	Greenfield, Milwaukee	\$1,778,874
53129	Greendale	\$1,697,721
53140	Kenosha	\$1,529,336
53217	Bayside, Fox Pt., Glendale, River Hills, W. Bay	\$1,506,273
53223	Milwaukee, Brown Deer	\$1,466,727
53130	Hales Corners	\$1,438,776
53186	Waukesha	\$1,420,637
53404	Racine	\$1,408,980
53122	Elm Grove	\$1,387,891
53233	Milwaukee	\$1,367,789
53151	New Berlin	\$1,163,256
53224	Milwaukee	\$998,058
53045	Brookfield	\$986,079
53005	Brookfield	\$882,079
53188	Waukesha	\$703,870
53092	Thiensville, Mequon	\$700,585
53154	Oak Creek	\$647,176
53051	Menomonee Falls	\$620,071
53132	Franklin	\$544,740
53072	Pewaukee	\$444,201
53022	Germantown	\$409,275
53024	Grafton	\$354,527
53189	Waukesha	\$323,972
53012	Cedarburg	\$295,979
53158	Pleasant Prairie	\$292,961
53146	New Berlin	\$249,329
53144	Kenosha	\$241,289
53097	Mequon	\$121,053

Spending for TELEVISION EQUIPMENT, TAPES AND DISCS

Residents in ZIP Code 53204 spend an estimated \$5,305,569 each year for television equipment, tapes and discs.

Expenditures for television equipment average \$1.6 million per square mile.



"TELEVISION EQUIPMENT, TAPES AND DISCS" includes expenditures for TVs, VCRs and video disc players; video cassettes, tapes and discs; video game hardware and software; cable and satellite service; repairs of TVs, radio and sound equipment; and rental of televisions.

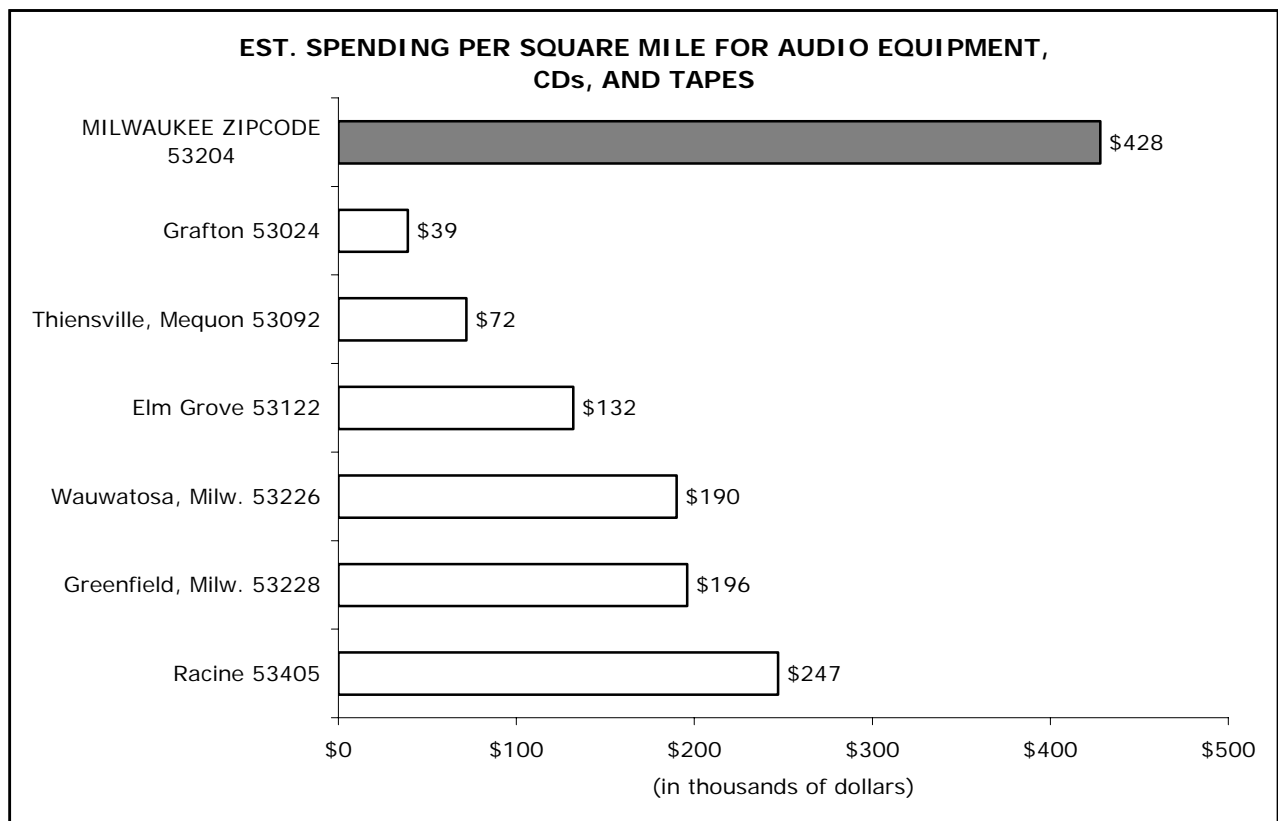
Total Estimated Spending for TELEVISION EQUIPMENT, TAPES AND DISCS

ZIP CODE	NAME	Per Sq. Mile
53202	Milwaukee	\$2,438,877
53210	Milwaukee	\$2,101,364
53211	Milwaukee, Shorewood, Whitefish Bay	\$2,085,135
53215	Milwaukee, West Milwaukee	\$1,836,242
53213	Wauwatosa, Milwaukee	\$1,804,877
53219	Milwaukee, Greenfield, West Allis, West Milw.	\$1,778,742
53206	Milwaukee	\$1,706,388
53204	Milwaukee	\$1,612,635
53216	Milwaukee	\$1,471,269
53208	Milwaukee	\$1,312,270
53218	Milwaukee	\$1,275,260
53222	Milwaukee, Wauwatosa	\$1,219,340
53220	Greenfield, Milwaukee	\$1,207,368
53212	Milwaukee	\$1,179,773
53227	West Allis, Milwaukee, Greenfield	\$1,161,447
53214	West Allis, Milwaukee, West Milwaukee	\$1,135,466
53143	Kenosha	\$1,112,406
53205	Milwaukee	\$1,110,521
53172	South Milwaukee	\$1,096,585
53405	Racine	\$992,135
53221	Milwaukee, Greenfield	\$981,797
53235	St. Francis	\$946,661
53110	Cudahy	\$941,157
53209	Milwaukee, Brown Deer, Glendale, River Hills	\$935,055
53207	Milwaukee	\$906,012
53225	Milwaukee, Wauwatosa	\$822,582
53226	Wauwatosa, Milwaukee	\$769,249
53228	Greenfield, Milwaukee	\$760,128
53129	Greendale	\$720,747
53140	Kenosha	\$691,158
53223	Milwaukee, Brown Deer	\$649,797
53233	Milwaukee	\$638,392
53404	Racine	\$630,027
53130	Hales Corners	\$627,916
53186	Waukesha	\$621,899
53217	Bayside, Fox Pt., Glendale, River Hills, W. Bay	\$572,013
53122	Elm Grove	\$529,596
53151	New Berlin	\$472,787
53224	Milwaukee	\$425,421
53045	Brookfield	\$388,263
53005	Brookfield	\$359,764
53188	Waukesha	\$297,023
53092	Thiensville, Mequon	\$271,761
53154	Oak Creek	\$271,680
53051	Menomonee Falls	\$263,401
53132	Franklin	\$219,033
53072	Pewaukee	\$177,190
53022	Germantown	\$170,041
53024	Grafton	\$148,748
53189	Waukesha	\$132,161
53012	Cedarburg	\$120,942
53158	Pleasant Prairie	\$120,037
53144	Kenosha	\$102,885
53146	New Berlin	\$102,022
53097	Mequon	\$47,583

Spending for AUDIO EQUIPMENT, CDs, AND TAPES

Residents in ZIP Code 53204 spend an estimated \$1,408,497 each year for audio equipment, CDs, and tapes.

Expenditures for audio equipment, CDs, and tapes average \$428,115 per square mile.



“AUDIO EQUIPMENT, CDs, AND TAPES” includes expenditures for radios; tape recorders and players; sound components and component systems; records, CDs, audio tapes, and needles; record, tape, CD and video mail order clubs; musical instruments; accessories and other sound equipment; satellite dishes; and rental of above equipment.

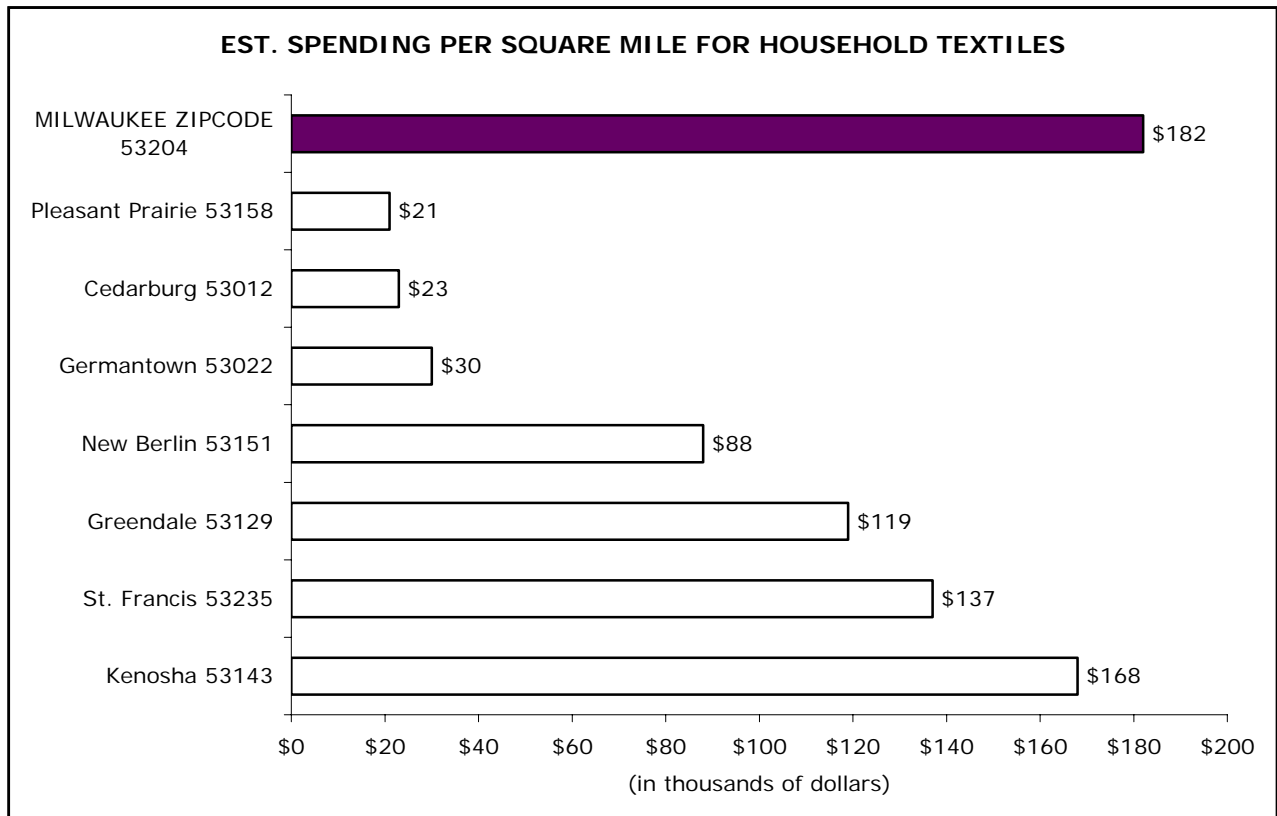
Total Estimated Spending for AUDIO EQUIPMENT, CDs, AND TAPES

ZIP CODE	NAME	Per Sq. Mile
53202	Milwaukee	\$611,235
53211	Milwaukee, Shorewood, Whitefish Bay	\$569,306
53210	Milwaukee	\$552,041
53213	Wauwatosa, Milwaukee	\$489,131
53215	Milwaukee, West Milwaukee	\$471,500
53204	Milwaukee	\$428,115
53219	Milwaukee, Greenfield, West Allis, West Milw.	\$426,482
53206	Milwaukee	\$405,370
53216	Milwaukee	\$377,430
53208	Milwaukee	\$347,909
53218	Milwaukee	\$325,144
53212	Milwaukee	\$302,451
53220	Greenfield, Milwaukee	\$294,332
53222	Milwaukee, Wauwatosa	\$293,094
53214	West Allis, Milwaukee, West Milwaukee	\$286,690
53227	West Allis, Milwaukee, Greenfield	\$282,106
53172	South Milwaukee	\$280,952
53143	Kenosha	\$274,139
53205	Milwaukee	\$264,115
53405	Racine	\$247,374
53221	Milwaukee, Greenfield	\$240,720
53110	Cudahy	\$234,635
53209	Milwaukee, Brown Deer, Glendale, River Hills	\$233,260
53235	St. Francis	\$232,467
53207	Milwaukee	\$227,280
53225	Milwaukee, Wauwatosa	\$207,898
53228	Greenfield, Milwaukee	\$195,738
53226	Wauwatosa, Milwaukee	\$190,060
53129	Greendale	\$181,191
53140	Kenosha	\$166,864
53233	Milwaukee	\$166,375
53223	Milwaukee, Brown Deer	\$160,111
53217	Bayside, Fox Pt., Glendale, River Hills, W. Bay	\$159,725
53130	Hales Corners	\$159,292
53186	Waukesha	\$158,114
53404	Racine	\$153,716
53122	Elm Grove	\$131,536
53151	New Berlin	\$124,349
53224	Milwaukee	\$112,228
53045	Brookfield	\$100,159
53005	Brookfield	\$90,196
53188	Waukesha	\$77,173
53154	Oak Creek	\$74,500
53092	Thiensville, Mequon	\$71,078
53051	Menomonee Falls	\$65,888
53132	Franklin	\$61,476
53072	Pewaukee	\$47,295
53022	Germantown	\$44,834
53024	Grafton	\$39,026
53189	Waukesha	\$36,021
53158	Pleasant Prairie	\$32,303
53012	Cedarburg	\$31,159
53146	New Berlin	\$26,955
53144	Kenosha	\$26,732
53097	Mequon	\$12,592

Spending for HOUSEHOLD TEXTILES

Residents in ZIP Code 53204 spend an estimated \$599,757 each year for household textiles.

Expenditures for household textiles average \$182,297 per square mile.



“HOUSEHOLD TEXTILES” includes expenditures for bathroom, bedroom, kitchen and dining room linens; curtains and draperies; slipcovers and decorative pillows; sewing materials for the home.

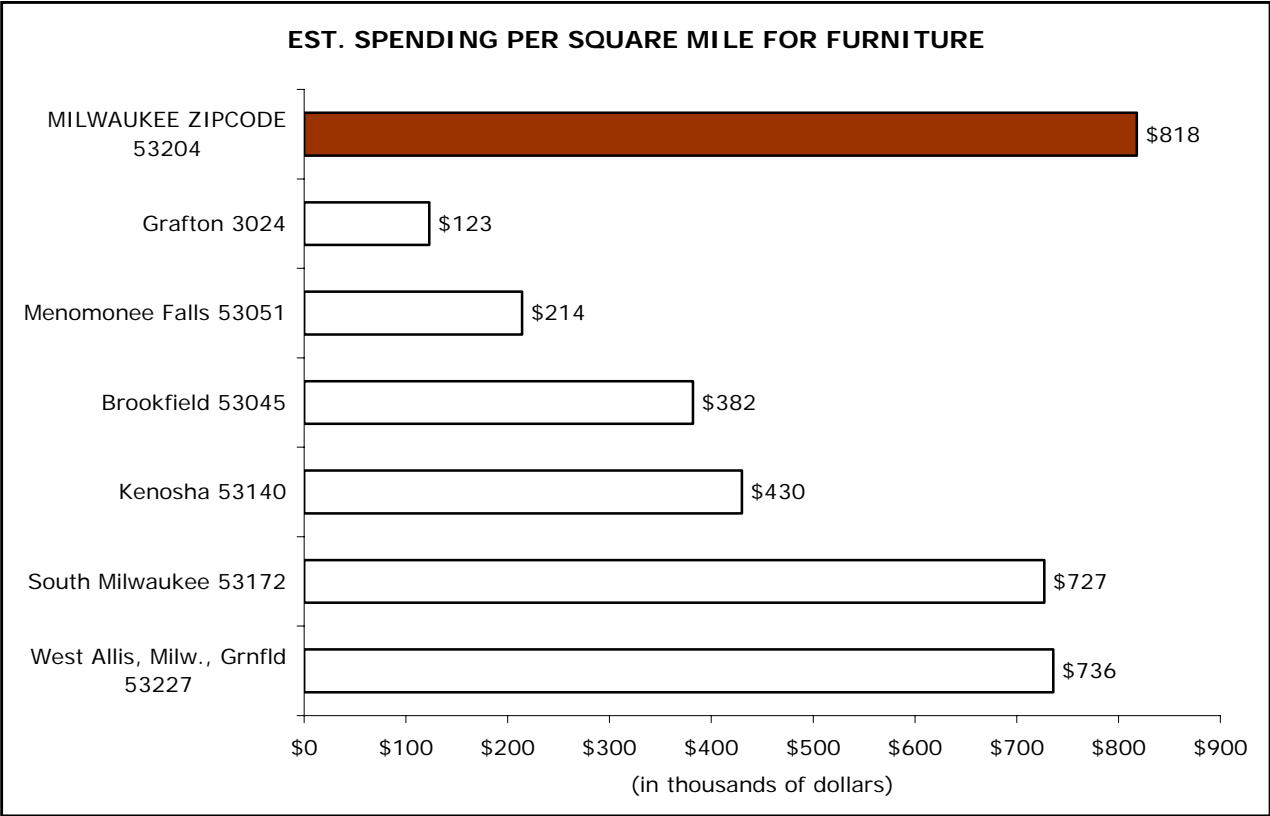
Total Estimated Spending for HOUSEHOLD TEXTILES

ZIP CODE	NAME	Per Sq. Mile
53202	Milwaukee	\$353,454
53211	Milwaukee, Shorewood, Whitefish Bay	\$349,078
53213	Wauwatosa, Milwaukee	\$296,468
53210	Milwaukee	\$268,772
53219	Milwaukee, Greenfield, West Allis, West Milw.	\$259,322
53215	Milwaukee, West Milwaukee	\$233,475
53206	Milwaukee	\$204,568
53216	Milwaukee	\$193,037
53204	Milwaukee	\$182,297
53222	Milwaukee, Wauwatosa	\$181,849
53220	Greenfield, Milwaukee	\$177,901
53227	West Allis, Milwaukee, Greenfield	\$169,958
53208	Milwaukee	\$169,811
53143	Kenosha	\$168,037
53172	South Milwaukee	\$163,585
53218	Milwaukee	\$163,304
53214	West Allis, Milwaukee, West Milwaukee	\$158,075
53405	Racine	\$152,019
53212	Milwaukee	\$146,056
53221	Milwaukee, Greenfield	\$144,736
53110	Cudahy	\$137,423
53235	St. Francis	\$136,789
53207	Milwaukee	\$130,113
53205	Milwaukee	\$127,710
53226	Wauwatosa, Milwaukee	\$126,067
53209	Milwaukee, Brown Deer, Glendale, River Hills	\$125,909
53228	Greenfield, Milwaukee	\$122,925
53129	Greendale	\$119,026
53225	Milwaukee, Wauwatosa	\$113,501
53122	Elm Grove	\$112,896
53217	Bayside, Fox Pt., Glendale, River Hills, W. Bay	\$111,259
53140	Kenosha	\$98,693
53130	Hales Corners	\$98,488
53186	Waukesha	\$98,272
53223	Milwaukee, Brown Deer	\$94,487
53151	New Berlin	\$87,802
53404	Racine	\$86,655
53045	Brookfield	\$78,666
53233	Milwaukee	\$71,545
53005	Brookfield	\$68,350
53224	Milwaukee	\$60,219
53092	Thiensville, Mequon	\$55,759
53188	Waukesha	\$50,633
53051	Menomonee Falls	\$45,716
53154	Oak Creek	\$43,598
53132	Franklin	\$38,212
53072	Pewaukee	\$33,111
53022	Germantown	\$29,808
53024	Grafton	\$26,190
53189	Waukesha	\$23,759
53012	Cedarburg	\$22,604
53158	Pleasant Prairie	\$21,262
53146	New Berlin	\$18,391
53144	Kenosha	\$16,580
53097	Mequon	\$9,619

Spending for FURNITURE

Residents in ZIP Code 53204 spend an estimated \$2,690,985 each year for furniture.

Expenditures for furniture average \$817,929 per square mile, more than in many suburban areas.



“FURNITURE” includes expenditures for mattresses and springs; sofas; living room tables and chairs; kitchen and dining room furniture; infants’ furniture; outdoor furniture; wall units, cabinets and other occasional furniture.

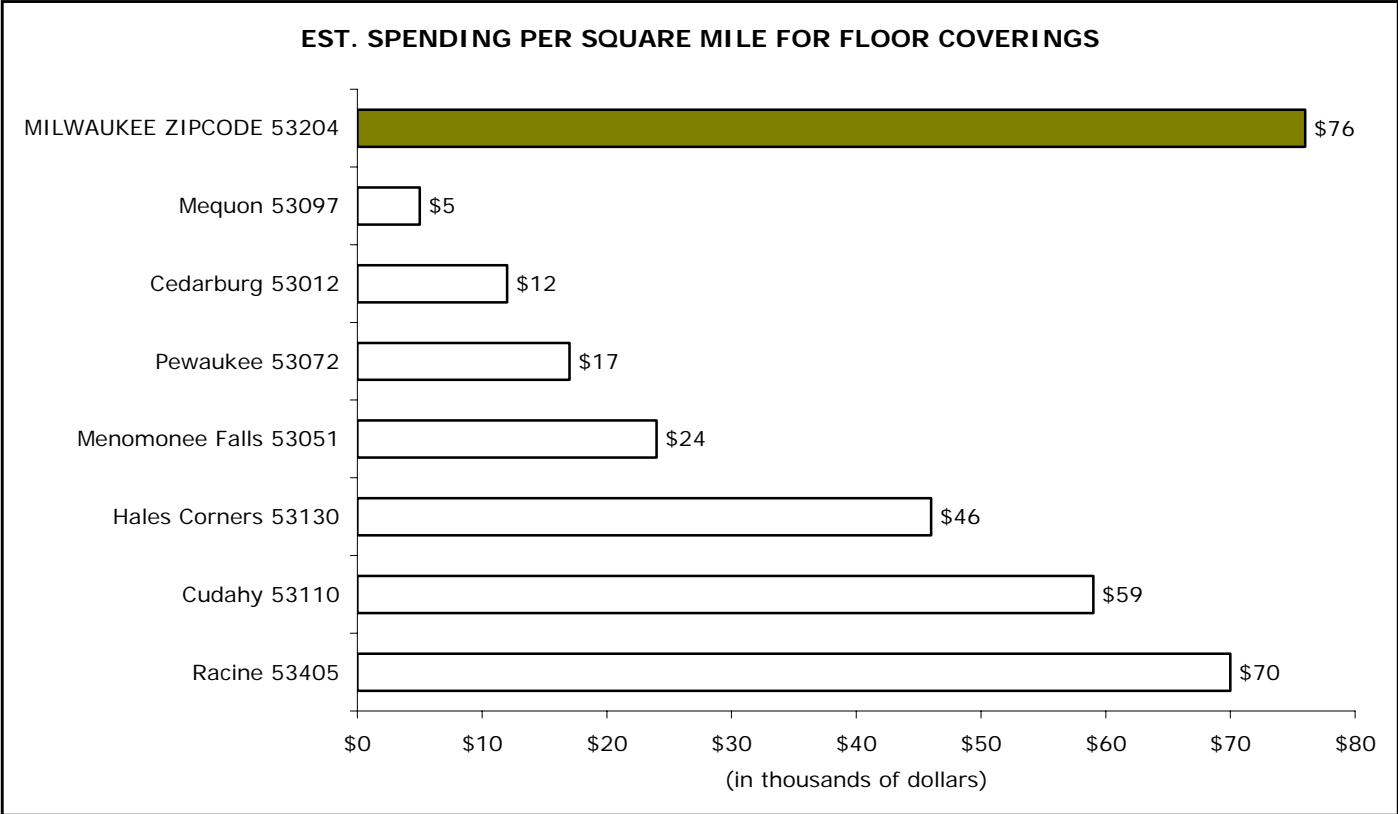
Total Estimated Spending for FURNITURE

ZIP CODE	NAME	Per Sq. Mile
53211	Milwaukee, Shorewood, Whitefish Bay	\$1,532,271
53202	Milwaukee	\$1,483,912
53213	Wauwatosa, Milwaukee	\$1,326,473
53210	Milwaukee	\$1,167,370
53219	Milwaukee, Greenfield, West Allis, West Milw.	\$1,125,549
53215	Milwaukee, West Milwaukee	\$1,031,937
53206	Milwaukee	\$832,017
53216	Milwaukee	\$829,044
53204	Milwaukee	\$817,929
53222	Milwaukee, Wauwatosa	\$790,806
53220	Greenfield, Milwaukee	\$774,186
53143	Kenosha	\$750,473
53227	West Allis, Milwaukee, Greenfield	\$736,463
53208	Milwaukee	\$735,987
53172	South Milwaukee	\$727,009
53218	Milwaukee	\$704,447
53214	West Allis, Milwaukee, West Milwaukee	\$689,677
53405	Racine	\$688,681
53221	Milwaukee, Greenfield	\$632,736
53212	Milwaukee	\$611,877
53110	Cudahy	\$604,816
53235	St. Francis	\$597,995
53207	Milwaukee	\$569,834
53228	Greenfield, Milwaukee	\$554,301
53226	Wauwatosa, Milwaukee	\$548,890
53209	Milwaukee, Brown Deer, Glendale, River Hills	\$538,144
53122	Elm Grove	\$531,352
53129	Greendale	\$527,194
53205	Milwaukee	\$521,219
53217	Bayside, Fox Pt., Glendale, River Hills, W. Bay	\$498,880
53225	Milwaukee, Wauwatosa	\$488,476
53186	Waukesha	\$448,162
53130	Hales Corners	\$439,721
53140	Kenosha	\$430,190
53151	New Berlin	\$416,952
53223	Milwaukee, Brown Deer	\$411,087
53045	Brookfield	\$382,379
53404	Racine	\$373,937
53005	Brookfield	\$325,234
53233	Milwaukee	\$288,999
53092	Thiensville, Mequon	\$269,922
53224	Milwaukee	\$268,305
53188	Waukesha	\$237,061
53051	Menomonee Falls	\$214,422
53154	Oak Creek	\$200,973
53132	Franklin	\$179,497
53072	Pewaukee	\$155,174
53022	Germantown	\$142,785
53024	Grafton	\$123,182
53189	Waukesha	\$115,662
53012	Cedarburg	\$108,361
53158	Pleasant Prairie	\$103,117
53146	New Berlin	\$88,988
53144	Kenosha	\$76,459
53097	Mequon	\$47,525

Spending for FLOOR COVERINGS

Residents in ZIP Code 53204 spend an estimated \$250,276 each year for floor coverings.

Expenditures for floor coverings average \$76,072 per square mile.



“FLOOR COVERINGS” includes expenditures for wall-to-wall carpeting (for renters and homeowners) and non-permanent floor coverings.

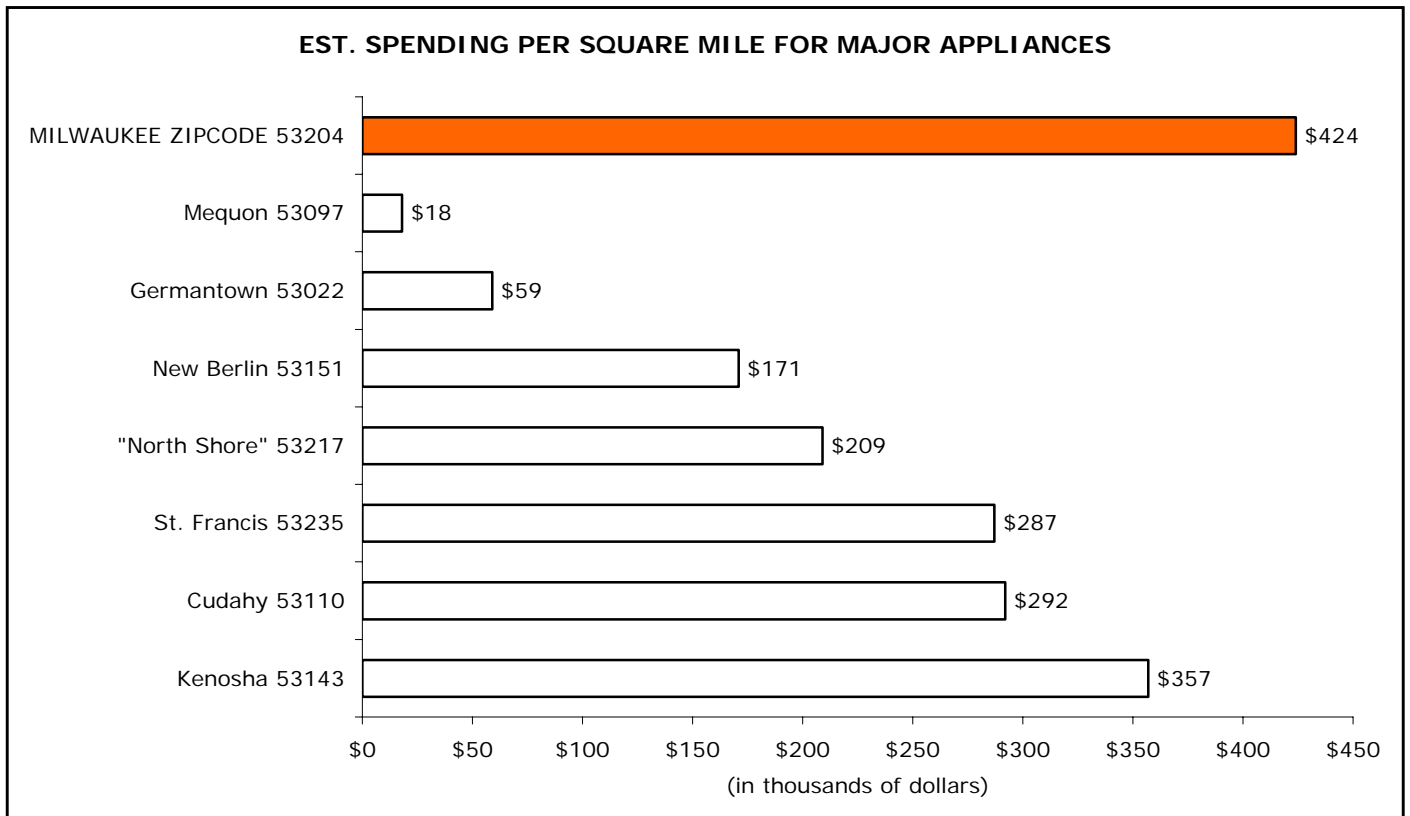
Total Estimated Spending for FLOOR COVERINGS

ZIP CODE	NAME	Per Sq. Mile
53211	Milwaukee, Shorewood, Whitefish Bay	\$166,738
53202	Milwaukee	\$150,117
53213	Wauwatosa, Milwaukee	\$139,098
53219	Milwaukee, Greenfield, West Allis, West Milw.	\$112,011
53210	Milwaukee	\$100,580
53215	Milwaukee, West Milwaukee	\$97,144
53222	Milwaukee, Wauwatosa	\$80,839
53220	Greenfield, Milwaukee	\$78,169
53143	Kenosha	\$76,558
53204	Milwaukee	\$76,072
53206	Milwaukee	\$75,257
53216	Milwaukee	\$74,024
53227	West Allis, Milwaukee, Greenfield	\$74,023
53172	South Milwaukee	\$72,169
53405	Racine	\$70,414
53214	West Allis, Milwaukee, West Milwaukee	\$65,577
53221	Milwaukee, Greenfield	\$64,810
53208	Milwaukee	\$64,710
53122	Elm Grove	\$64,435
53218	Milwaukee	\$62,338
53226	Wauwatosa, Milwaukee	\$60,298
53235	St. Francis	\$60,181
53110	Cudahy	\$59,460
53217	Bayside, Fox Pt., Glendale, River Hills, W. Bay	\$59,105
53228	Greenfield, Milwaukee	\$58,571
53129	Greendale	\$57,919
53207	Milwaukee	\$54,861
53212	Milwaukee	\$53,503
53209	Milwaukee, Brown Deer, Glendale, River Hills	\$51,186
53186	Waukesha	\$46,954
53151	New Berlin	\$46,547
53130	Hales Corners	\$45,756
53205	Milwaukee	\$45,538
53225	Milwaukee, Wauwatosa	\$45,242
53045	Brookfield	\$45,156
53140	Kenosha	\$44,271
53223	Milwaukee, Brown Deer	\$41,025
53404	Racine	\$38,101
53005	Brookfield	\$37,354
53092	Thiensville, Mequon	\$31,975
53233	Milwaukee	\$25,870
53224	Milwaukee	\$25,529
53188	Waukesha	\$25,256
53051	Menomonee Falls	\$23,560
53154	Oak Creek	\$20,151
53132	Franklin	\$19,360
53072	Pewaukee	\$17,116
53022	Germantown	\$15,313
53024	Grafton	\$13,146
53189	Waukesha	\$12,469
53012	Cedarburg	\$12,206
53158	Pleasant Prairie	\$11,409
53146	New Berlin	\$9,748
53144	Kenosha	\$7,907
53097	Mequon	\$5,518

Spending for MAJOR APPLIANCES

Residents in ZIP Code 53204 spend an estimated \$1,395,642 each year for major appliances.

Expenditures for major appliances average \$424,207 per square mile.



"MAJOR APPLIANCES" includes expenditures for dishwashers, garbage disposals, refrigerators, freezers, washing machines, clothes dryers, cooking stoves, microwave ovens, air conditioners; floor cleaning equipment, and sewing machines.

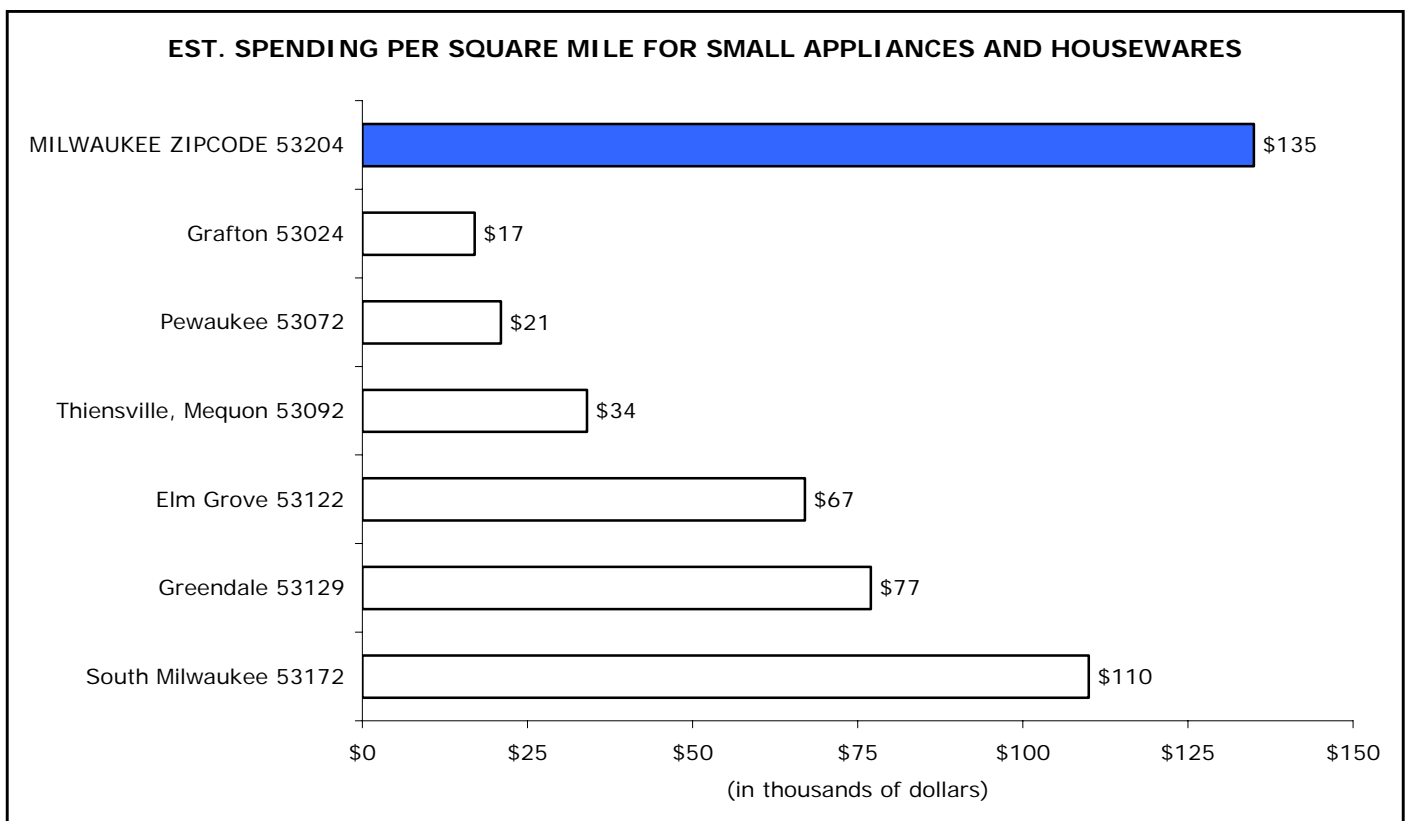
Total Estimated Spending for MAJOR APPLIANCES

ZIP CODE	NAME	Per Sq. Mile
53202	Milwaukee	\$700,773
53211	Milwaukee, Shorewood, Whitefish Bay	\$676,385
53213	Wauwatosa, Milwaukee	\$589,733
53210	Milwaukee	\$575,702
53219	Milwaukee, Greenfield, West Allis, West Milw.	\$550,033
53215	Milwaukee, West Milwaukee	\$521,528
53206	Milwaukee	\$445,727
53204	Milwaukee	\$424,207
53216	Milwaukee	\$414,046
53222	Milwaukee, Wauwatosa	\$378,208
53220	Greenfield, Milwaukee	\$372,722
53208	Milwaukee	\$362,512
53143	Kenosha	\$357,192
53227	West Allis, Milwaukee, Greenfield	\$356,678
53218	Milwaukee	\$355,652
53172	South Milwaukee	\$343,513
53214	West Allis, Milwaukee, West Milwaukee	\$335,452
53405	Racine	\$318,766
53212	Milwaukee	\$312,332
53221	Milwaukee, Greenfield	\$304,499
53110	Cudahy	\$291,949
53235	St. Francis	\$287,427
53205	Milwaukee	\$281,364
53207	Milwaukee	\$274,505
53209	Milwaukee, Brown Deer, Glendale, River Hills	\$267,853
53226	Wauwatosa, Milwaukee	\$253,982
53228	Greenfield, Milwaukee	\$249,425
53225	Milwaukee, Wauwatosa	\$243,598
53129	Greendale	\$239,272
53122	Elm Grove	\$212,439
53140	Kenosha	\$211,695
53217	Bayside, Fox Pt., Glendale, River Hills, W. Bay	\$209,178
53186	Waukesha	\$202,842
53130	Hales Corners	\$201,219
53223	Milwaukee, Brown Deer	\$198,533
53404	Racine	\$188,951
53151	New Berlin	\$171,457
53233	Milwaukee	\$155,507
53045	Brookfield	\$149,622
53005	Brookfield	\$133,070
53224	Milwaukee	\$126,681
53092	Thiensville, Mequon	\$105,489
53188	Waukesha	\$102,568
53051	Menomonee Falls	\$91,685
53154	Oak Creek	\$88,842
53132	Franklin	\$74,616
53072	Pewaukee	\$64,569
53022	Germantown	\$59,444
53024	Grafton	\$53,039
53189	Waukesha	\$47,223
53012	Cedarburg	\$44,456
53158	Pleasant Prairie	\$42,174
53146	New Berlin	\$36,290
53144	Kenosha	\$34,309
53097	Mequon	\$18,307

Spending for SMALL APPLIANCES AND HOUSEWARES

Residents in ZIP Code 53204 spend an estimated \$442,583 each year for small appliances and housewares.

Expenditures for small appliances and housewares average \$134,524 per square mile.



“SMALL APPLIANCES AND HOUSEWARES” includes expenditures for china, dinnerware, flatware, glassware, serving pieces, small electric kitchen appliances, and portable heating and cooling equipment.

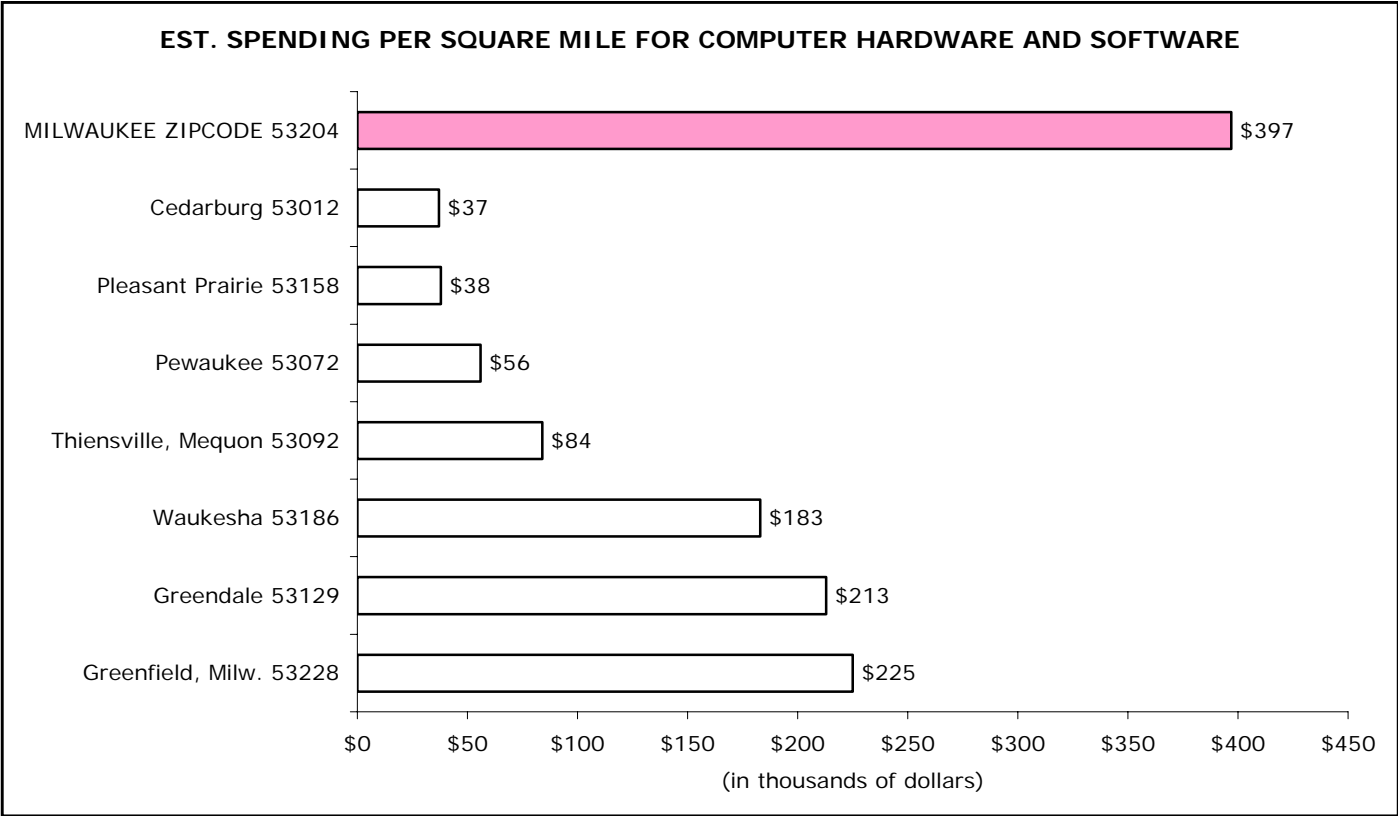
Total Estimated Spending for SMALL APPLIANCES AND HOUSEWARES

ZIP CODE	NAME	Per Sq. Mile
53202	Milwaukee	\$243,061
53211	Milwaukee, Shorewood, Whitefish Bay	\$223,947
53213	Wauwatosa, Milwaukee	\$191,599
53210	Milwaukee	\$181,389
53219	Milwaukee, Greenfield, West Allis, West Milw.	\$176,757
53215	Milwaukee, West Milwaukee	\$164,209
53206	Milwaukee	\$139,168
53204	Milwaukee	\$134,524
53216	Milwaukee	\$130,832
53222	Milwaukee, Wauwatosa	\$122,919
53220	Greenfield, Milwaukee	\$121,256
53208	Milwaukee	\$116,152
53227	West Allis, Milwaukee, Greenfield	\$115,740
53143	Kenosha	\$113,041
53218	Milwaukee	\$112,000
53172	South Milwaukee	\$110,019
53214	West Allis, Milwaukee, West Milwaukee	\$109,086
53405	Racine	\$102,978
53212	Milwaukee	\$101,639
53221	Milwaukee, Greenfield	\$98,642
53235	St. Francis	\$93,816
53110	Cudahy	\$93,416
53207	Milwaukee	\$89,449
53205	Milwaukee	\$86,815
53209	Milwaukee, Brown Deer, Glendale, River Hills	\$84,592
53226	Wauwatosa, Milwaukee	\$81,465
53228	Greenfield, Milwaukee	\$80,440
53129	Greendale	\$77,437
53225	Milwaukee, Wauwatosa	\$75,842
53140	Kenosha	\$67,794
53122	Elm Grove	\$66,887
53217	Bayside, Fox Pt., Glendale, River Hills, W. Bay	\$66,659
53186	Waukesha	\$66,297
53130	Hales Corners	\$66,047
53223	Milwaukee, Brown Deer	\$63,530
53404	Racine	\$59,462
53151	New Berlin	\$56,401
53233	Milwaukee	\$51,914
53045	Brookfield	\$48,885
53005	Brookfield	\$43,701
53224	Milwaukee	\$40,350
53092	Thiensville, Mequon	\$34,282
53188	Waukesha	\$33,219
53051	Menomonee Falls	\$30,116
53154	Oak Creek	\$28,773
53132	Franklin	\$24,584
53072	Pewaukee	\$20,784
53022	Germantown	\$19,554
53024	Grafton	\$17,056
53189	Waukesha	\$15,533
53012	Cedarburg	\$14,495
53158	Pleasant Prairie	\$13,994
53146	New Berlin	\$11,993
53144	Kenosha	\$10,972
53097	Mequon	\$6,046

Spending for COMPUTER HARDWARE AND SOFTWARE

Residents in ZIP Code 53204 spend an estimated \$1,306,456 each year for computer hardware and software.

Expenditures for computer hardware and software average \$397,100 per square mile, more than in many suburban areas.



“COMPUTER HARDWARE AND SOFTWARE” includes expenditures for computers, computer hardware, computer software and accessories, for nonbusiness use.

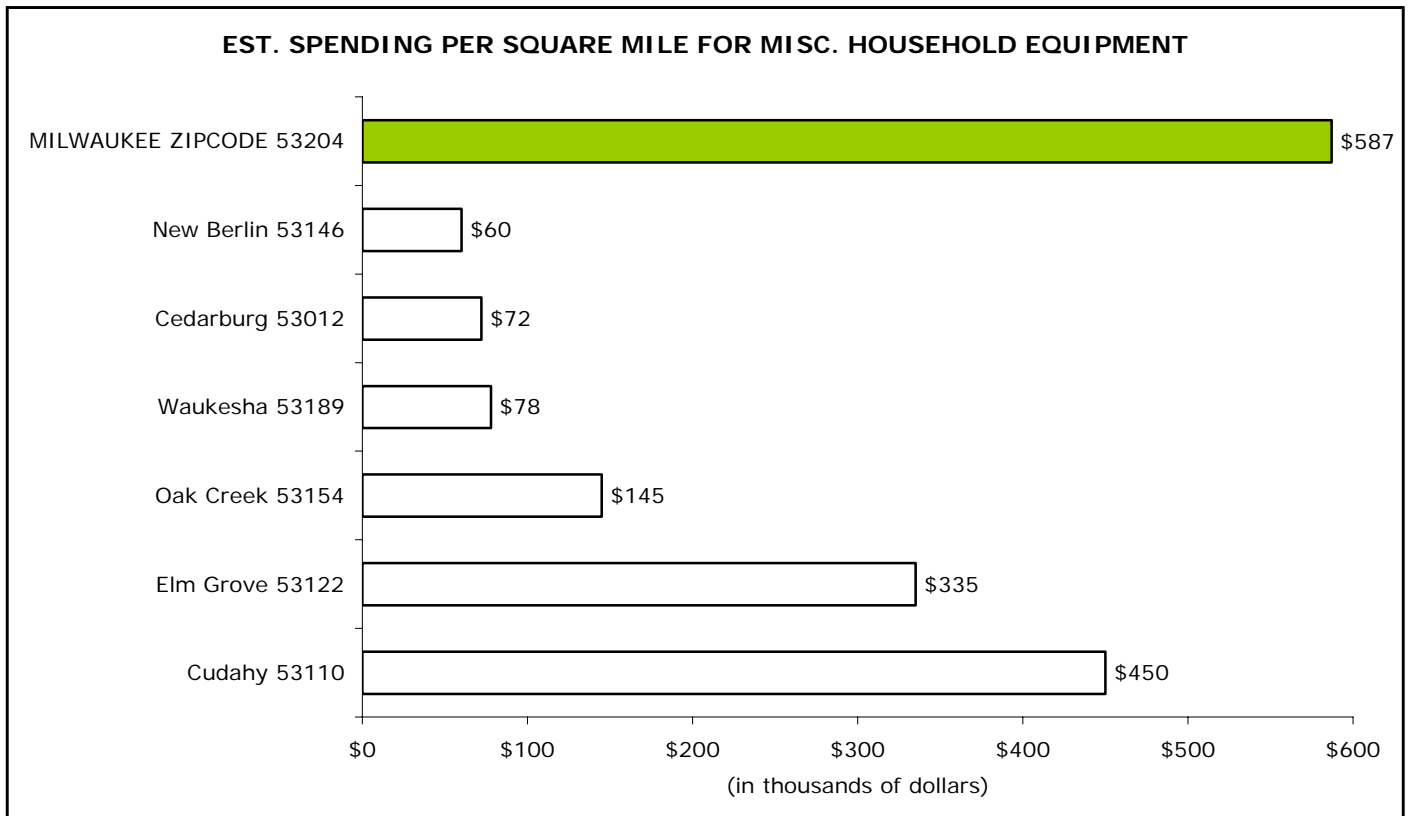
Total Estimated Spending for COMPUTER HARDWARE AND SOFTWARE

ZIP CODE	NAME	Per Sq. Mile
53202	Milwaukee	\$723,617
53211	Milwaukee, Shorewood, Whitefish Bay	\$659,254
53213	Wauwatosa, Milwaukee	\$566,618
53210	Milwaukee	\$551,550
53219	Milwaukee, Greenfield, West Allis, West Milw.	\$489,386
53215	Milwaukee, West Milwaukee	\$477,997
53204	Milwaukee	\$397,099
53216	Milwaukee	\$393,745
53206	Milwaukee	\$389,003
53208	Milwaukee	\$354,081
53222	Milwaukee, Wauwatosa	\$340,090
53220	Greenfield, Milwaukee	\$339,378
53218	Milwaukee	\$333,462
53227	West Allis, Milwaukee, Greenfield	\$323,358
53214	West Allis, Milwaukee, West Milwaukee	\$316,142
53172	South Milwaukee	\$314,838
53143	Kenosha	\$310,571
53212	Milwaukee	\$303,649
53405	Racine	\$283,555
53221	Milwaukee, Greenfield	\$275,814
53110	Cudahy	\$264,188
53235	St. Francis	\$262,610
53207	Milwaukee	\$257,681
53209	Milwaukee, Brown Deer, Glendale, River Hills	\$245,837
53205	Milwaukee	\$244,545
53228	Greenfield, Milwaukee	\$225,267
53226	Wauwatosa, Milwaukee	\$225,037
53225	Milwaukee, Wauwatosa	\$221,819
53129	Greendale	\$212,724
53217	Bayside, Fox Pt., Glendale, River Hills, W. Bay	\$188,824
53140	Kenosha	\$187,074
53130	Hales Corners	\$185,714
53186	Waukesha	\$183,464
53223	Milwaukee, Brown Deer	\$179,409
53404	Racine	\$167,876
53233	Milwaukee	\$160,001
53122	Elm Grove	\$157,704
53151	New Berlin	\$147,976
53224	Milwaukee	\$120,353
53045	Brookfield	\$118,926
53005	Brookfield	\$108,362
53188	Waukesha	\$89,861
53154	Oak Creek	\$85,207
53092	Thiensville, Mequon	\$84,029
53051	Menomonee Falls	\$78,206
53132	Franklin	\$71,211
53072	Pewaukee	\$56,066
53022	Germantown	\$52,361
53024	Grafton	\$45,766
53189	Waukesha	\$42,005
53158	Pleasant Prairie	\$37,679
53012	Cedarburg	\$36,805
53146	New Berlin	\$31,532
53144	Kenosha	\$30,365
53097	Mequon	\$14,886

Spending for MISCELLANEOUS HOUSEHOLD EQUIPMENT

Residents in ZIP Code 53204 spend an estimated \$1,930,838 each year for miscellaneous household equipment.

Expenditures for miscellaneous household equipment average \$586,881 per square mile.



“MISCELLANEOUS HOUSEHOLD EQUIPMENT” includes expenditures for window coverings, infants’ equipment, outdoor equipment, clocks, lamps and lighting fixtures; other household decorative items; telephones and accessories; lawn and garden equipment; power tools; hand tools; plants and fresh flowers; closet and storage items; rental of furniture; and luggage.

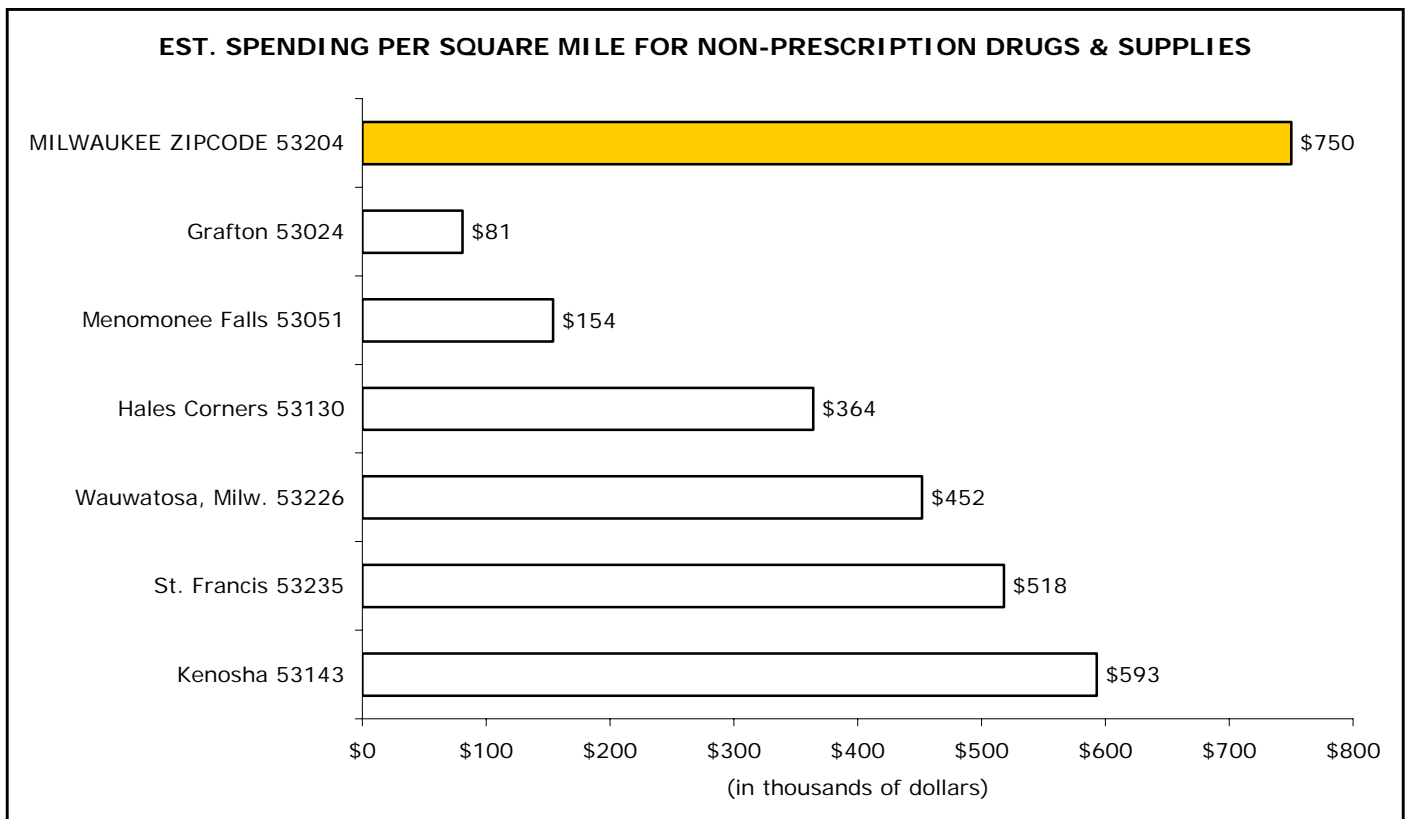
Total Estimated Spending for MISCELLANEOUS HOUSEHOLD EQUIPMENT

ZIPCODE	NAME	Per Sq. Mile
53202	Milwaukee	\$1,140,311
53211	Milwaukee, Shorewood, Whitefish Bay	\$1,097,889
53213	Wauwatosa, Milwaukee	\$958,617
53219	Milwaukee, Greenfield, West Allis, West Milw.	\$852,149
53210	Milwaukee	\$843,618
53215	Milwaukee, West Milwaukee	\$759,154
53206	Milwaukee	\$619,796
53216	Milwaukee	\$611,048
53222	Milwaukee, Wauwatosa	\$597,784
53220	Greenfield, Milwaukee	\$587,899
53204	Milwaukee	\$586,881
53227	West Allis, Milwaukee, Greenfield	\$561,439
53208	Milwaukee	\$542,408
53143	Kenosha	\$538,125
53172	South Milwaukee	\$537,601
53218	Milwaukee	\$521,095
53214	West Allis, Milwaukee, West Milwaukee	\$521,012
53405	Racine	\$497,199
53221	Milwaukee, Greenfield	\$475,984
53212	Milwaukee	\$459,166
53235	St. Francis	\$452,033
53110	Cudahy	\$450,013
53207	Milwaukee	\$430,796
53226	Wauwatosa, Milwaukee	\$404,939
53228	Greenfield, Milwaukee	\$399,156
53209	Milwaukee, Brown Deer, Glendale, River Hills	\$397,596
53205	Milwaukee	\$387,668
53129	Greendale	\$383,053
53225	Milwaukee, Wauwatosa	\$361,800
53217	Bayside, Fox Pt., Glendale, River Hills, W. Bay	\$340,079
53122	Elm Grove	\$335,399
53130	Hales Corners	\$326,343
53186	Waukesha	\$323,623
53140	Kenosha	\$319,938
53223	Milwaukee, Brown Deer	\$305,285
53151	New Berlin	\$280,567
53404	Racine	\$277,576
53045	Brookfield	\$241,359
53233	Milwaukee	\$224,939
53005	Brookfield	\$216,169
53224	Milwaukee	\$195,304
53092	Thiensville, Mequon	\$169,382
53188	Waukesha	\$164,518
53051	Menomonee Falls	\$149,758
53154	Oak Creek	\$144,817
53132	Franklin	\$124,672
53072	Pewaukee	\$104,592
53022	Germantown	\$97,684
53024	Grafton	\$84,560
53189	Waukesha	\$78,232
53012	Cedarburg	\$72,175
53158	Pleasant Prairie	\$69,631
53146	New Berlin	\$60,248
53144	Kenosha	\$53,159
53097	Mequon	\$29,979

Spending for NON-PRESCRIPTION DRUGS AND SUPPLIES

Residents in ZIP Code 53204 spend an estimated \$2,466,589 each year for non-prescription drugs and supplies.

Expenditures for non-prescription drugs and supplies average \$749,723 per square mile.



“NON-PRESCRIPTION DRUGS AND SUPPLIES” includes expenditures for non-prescription drugs, non-prescription vitamins, eyeglasses and contact lenses, topicals and dressings, medical equipment for general use, supportive and convalescent medical equipment, and rental and repair of medical equipment.

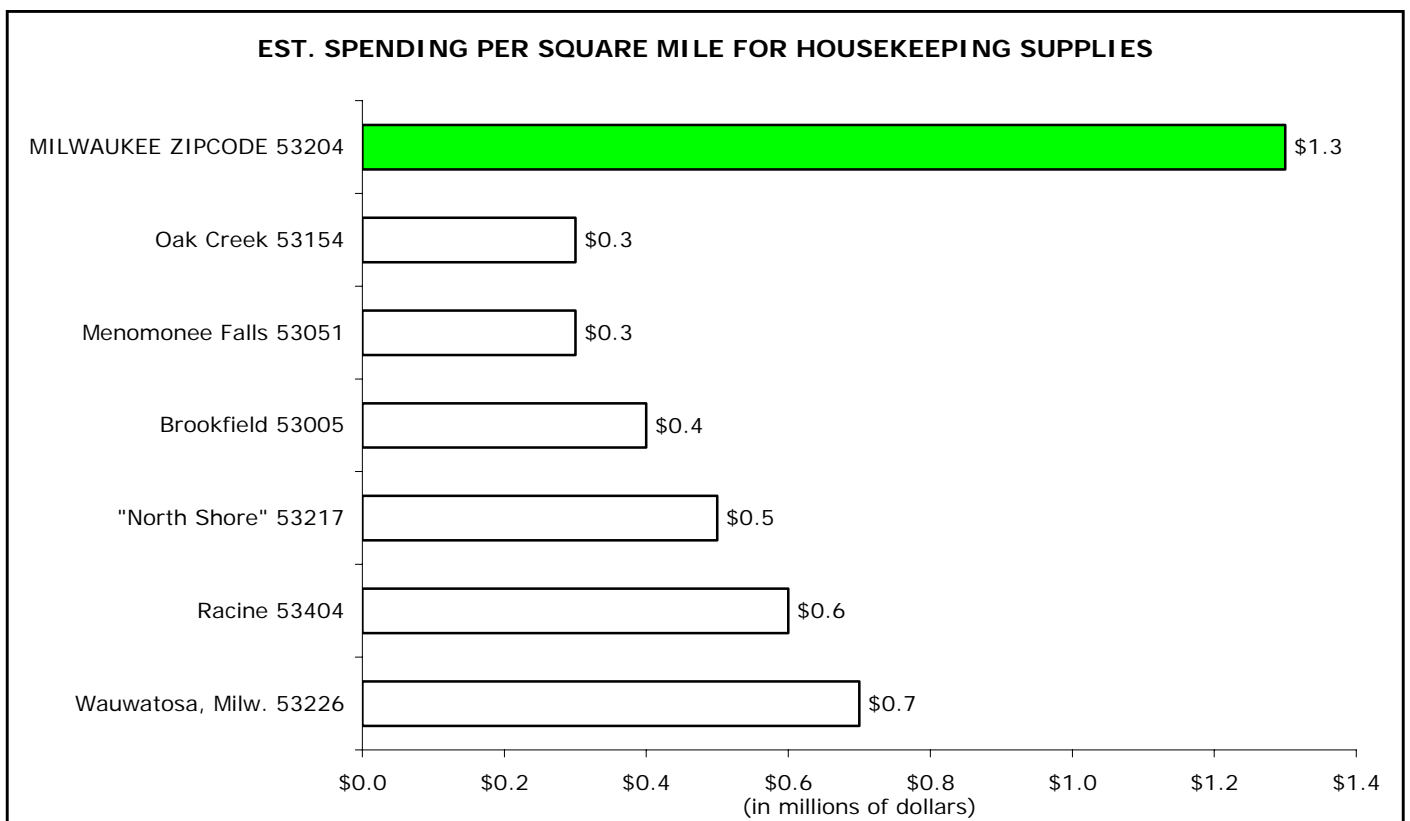
Total Estimated Spending for NON-PRESCRIPTION DRUGS AND SUPPLIES

ZIP CODE	NAME	Per Sq. Mile
53211	Milwaukee, Shorewood, Whitefish Bay	\$1,015,232
53219	Milwaukee, Greenfield, West Allis, West Milw.	\$1,006,580
53202	Milwaukee	\$1,004,764
53215	Milwaukee, West Milwaukee	\$920,092
53213	Wauwatosa, Milwaukee	\$904,419
53210	Milwaukee	\$885,262
53206	Milwaukee	\$863,320
53204	Milwaukee	\$749,723
53222	Milwaukee, Wauwatosa	\$702,830
53220	Greenfield, Milwaukee	\$683,252
53216	Milwaukee	\$672,473
53227	West Allis, Milwaukee, Greenfield	\$653,435
53218	Milwaukee	\$607,550
53172	South Milwaukee	\$594,985
53143	Kenosha	\$593,105
53214	West Allis, Milwaukee, West Milwaukee	\$576,165
53208	Milwaukee	\$562,628
53221	Milwaukee, Greenfield	\$556,387
53405	Racine	\$539,889
53205	Milwaukee	\$525,786
53110	Cudahy	\$518,212
53235	St. Francis	\$518,067
53212	Milwaukee	\$515,075
53207	Milwaukee	\$464,880
53209	Milwaukee, Brown Deer, Glendale, River Hills	\$461,978
53226	Wauwatosa, Milwaukee	\$452,166
53129	Greendale	\$439,605
53228	Greenfield, Milwaukee	\$417,480
53225	Milwaukee, Wauwatosa	\$407,523
53140	Kenosha	\$379,118
53130	Hales Corners	\$363,569
53223	Milwaukee, Brown Deer	\$351,582
53404	Racine	\$338,820
53186	Waukesha	\$332,101
53217	Bayside, Fox Pt., Glendale, River Hills, W. Bay	\$326,747
53122	Elm Grove	\$320,200
53151	New Berlin	\$262,532
53233	Milwaukee	\$262,028
53045	Brookfield	\$223,748
53005	Brookfield	\$220,937
53224	Milwaukee	\$198,055
53188	Waukesha	\$156,040
53092	Thiensville, Mequon	\$155,378
53051	Menomonee Falls	\$153,504
53154	Oak Creek	\$133,929
53132	Franklin	\$113,343
53072	Pewaukee	\$90,517
53022	Germantown	\$88,712
53024	Grafton	\$80,694
53012	Cedarburg	\$69,297
53189	Waukesha	\$68,116
53158	Pleasant Prairie	\$62,753
53146	New Berlin	\$56,459
53144	Kenosha	\$52,133
53097	Mequon	\$26,462

Spending for HOUSEKEEPING SUPPLIES

Residents in ZIP Code 53204 spend an estimated \$4,412,738 each year for housekeeping supplies.

Expenditures for housekeeping supplies average \$1.3 million per square mile.



"HOUSEKEEPING SUPPLIES" includes expenditures for laundry and cleaning supplies, cleansing and toilet tissue, paper towels and napkins, miscellaneous household products, and lawn and garden supplies.

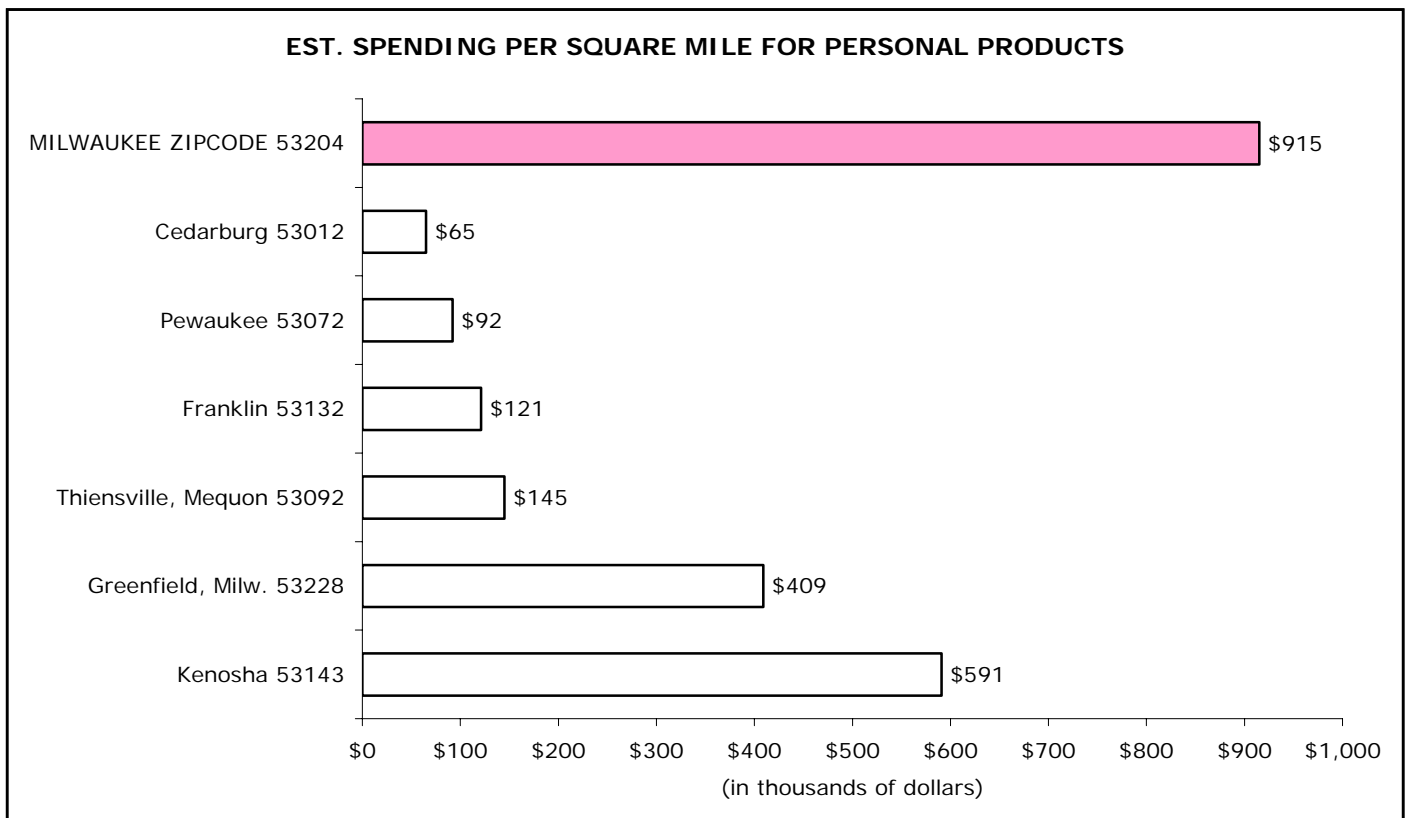
Total Estimated Spending for HOUSEKEEPING SUPPLIES

ZIP CODE	NAME	Per Sq. Mile
53211	Milwaukee, Shorewood, Whitefish Bay	\$1,745,537
53202	Milwaukee	\$1,716,375
53210	Milwaukee	\$1,693,060
53213	Wauwatosa, Milwaukee	\$1,623,872
53219	Milwaukee, Greenfield, West Allis, West Milw.	\$1,614,579
53215	Milwaukee, West Milwaukee	\$1,571,639
53206	Milwaukee	\$1,381,559
53204	Milwaukee	\$1,341,258
53216	Milwaukee	\$1,203,327
53222	Milwaukee, Wauwatosa	\$1,115,030
53220	Greenfield, Milwaukee	\$1,102,846
53208	Milwaukee	\$1,070,061
53218	Milwaukee	\$1,068,139
53227	West Allis, Milwaukee, Greenfield	\$1,057,523
53143	Kenosha	\$1,049,823
53172	South Milwaukee	\$1,016,867
53214	West Allis, Milwaukee, West Milwaukee	\$978,539
53405	Racine	\$971,054
53212	Milwaukee	\$917,509
53221	Milwaukee, Greenfield	\$902,027
53205	Milwaukee	\$884,580
53110	Cudahy	\$858,061
53235	St. Francis	\$850,366
53207	Milwaukee	\$801,400
53209	Milwaukee, Brown Deer, Glendale, River Hills	\$785,581
53226	Wauwatosa, Milwaukee	\$721,398
53228	Greenfield, Milwaukee	\$713,804
53225	Milwaukee, Wauwatosa	\$709,906
53129	Greendale	\$697,755
53140	Kenosha	\$644,371
53186	Waukesha	\$615,535
53130	Hales Corners	\$604,445
53404	Racine	\$585,403
53223	Milwaukee, Brown Deer	\$576,494
53217	Bayside, Fox Pt., Glendale, River Hills, W. Bay	\$534,610
53122	Elm Grove	\$522,462
53151	New Berlin	\$495,002
53233	Milwaukee	\$467,933
53045	Brookfield	\$400,279
53005	Brookfield	\$382,976
53224	Milwaukee	\$374,956
53188	Waukesha	\$305,617
53051	Menomonee Falls	\$280,070
53092	Thiensville, Mequon	\$274,675
53154	Oak Creek	\$259,740
53132	Franklin	\$212,887
53022	Germantown	\$178,870
53072	Pewaukee	\$175,902
53024	Grafton	\$157,168
53189	Waukesha	\$144,548
53012	Cedarburg	\$130,430
53158	Pleasant Prairie	\$128,206
53146	New Berlin	\$108,346
53144	Kenosha	\$100,287
53097	Mequon	\$50,466

Spending for PERSONAL PRODUCTS

Residents in ZIP Code 53204 spend an estimated \$3,011,610 each year for personal products.

Expenditures for personal products average \$915,383 per square mile.



“PERSONAL PRODUCTS” includes expenditures for hair care products, nonelectric articles for the hair, wigs and hairpieces, oral hygiene products and articles, shaving needs, cosmetics, perfume, bath preparation products, deodorants, feminine hygiene articles, and miscellaneous personal care items.

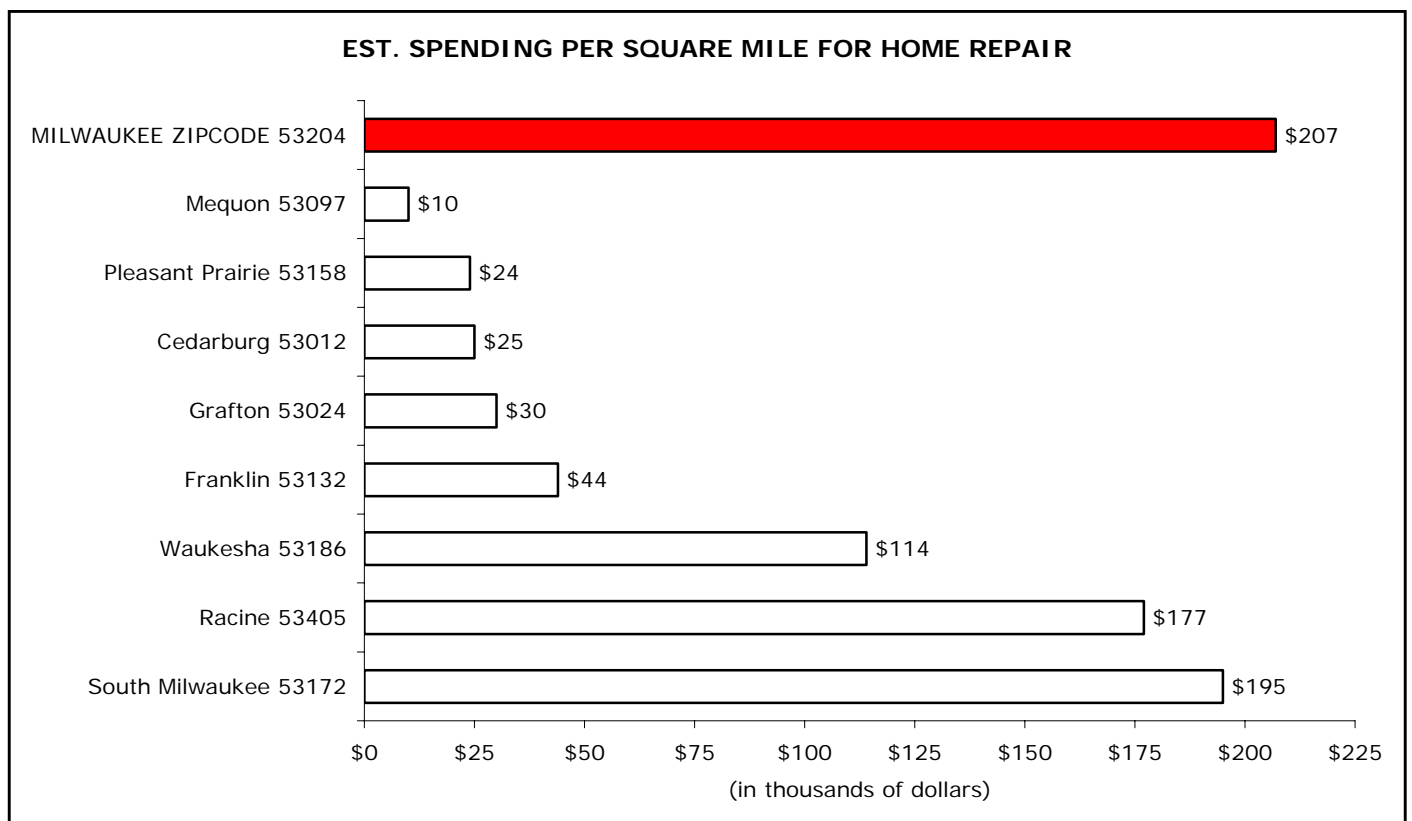
Total Estimated Spending for PERSONAL PRODUCTS

ZIP CODE	NAME	Per Sq. Mile
53210	Milwaukee	\$1,166,822
53202	Milwaukee	\$1,107,042
53211	Milwaukee, Shorewood, Whitefish Bay	\$1,077,410
53215	Milwaukee, West Milwaukee	\$1,004,397
53206	Milwaukee	\$973,510
53213	Wauwatosa, Milwaukee	\$959,074
53219	Milwaukee, Greenfield, West Allis, West Milw.	\$932,614
53204	Milwaukee	\$915,383
53216	Milwaukee	\$805,841
53208	Milwaukee	\$714,625
53218	Milwaukee	\$708,649
53222	Milwaukee, Wauwatosa	\$644,280
53220	Greenfield, Milwaukee	\$636,466
53212	Milwaukee	\$635,936
53205	Milwaukee	\$634,860
53227	West Allis, Milwaukee, Greenfield	\$612,310
53214	West Allis, Milwaukee, West Milwaukee	\$595,558
53172	South Milwaukee	\$594,481
53143	Kenosha	\$590,656
53405	Racine	\$533,412
53221	Milwaukee, Greenfield	\$521,753
53209	Milwaukee, Brown Deer, Glendale, River Hills	\$512,729
53110	Cudahy	\$503,309
53235	St. Francis	\$496,472
53207	Milwaukee	\$469,550
53225	Milwaukee, Wauwatosa	\$447,392
53226	Wauwatosa, Milwaukee	\$410,421
53228	Greenfield, Milwaukee	\$408,584
53129	Greendale	\$396,462
53140	Kenosha	\$368,459
53223	Milwaukee, Brown Deer	\$348,237
53404	Racine	\$344,057
53130	Hales Corners	\$342,795
53233	Milwaukee	\$341,432
53186	Waukesha	\$329,505
53217	Bayside, Fox Pt., Glendale, River Hills, W. Bay	\$317,886
53122	Elm Grove	\$276,435
53151	New Berlin	\$252,415
53224	Milwaukee	\$232,641
53045	Brookfield	\$206,479
53005	Brookfield	\$193,934
53188	Waukesha	\$158,122
53154	Oak Creek	\$147,186
53092	Thiensville, Mequon	\$144,685
53051	Menomonee Falls	\$141,400
53132	Franklin	\$121,167
53072	Pewaukee	\$92,458
53022	Germantown	\$90,727
53024	Grafton	\$79,632
53189	Waukesha	\$71,913
53158	Pleasant Prairie	\$65,092
53012	Cedarburg	\$65,017
53146	New Berlin	\$55,339
53144	Kenosha	\$54,802
53097	Mequon	\$25,355

Spending for HOME REPAIR COMMODITIES

Residents in ZIP Code 53204 spend an estimated \$682,399 each year for home repair commodities.

Expenditures for home repair commodities average \$207,146 per square mile.



“HOME REPAIR COMMODITIES” includes expenditures for paints; wallpapers; electrical supplies for heating and cooling equipment; materials for hard surface flooring, repair and replacement; materials and equipment for roof and gutters; materials for plastering, paneling, siding, windows, doors, screens, awnings; materials for patios, walks, fences, driveways, brick, masonry and stucco work; materials for landscaping maintenance; materials to finish basements, remodel rooms, or build patios, walks, etc.

Total Estimated Spending for HOME REPAIR COMMODITIES

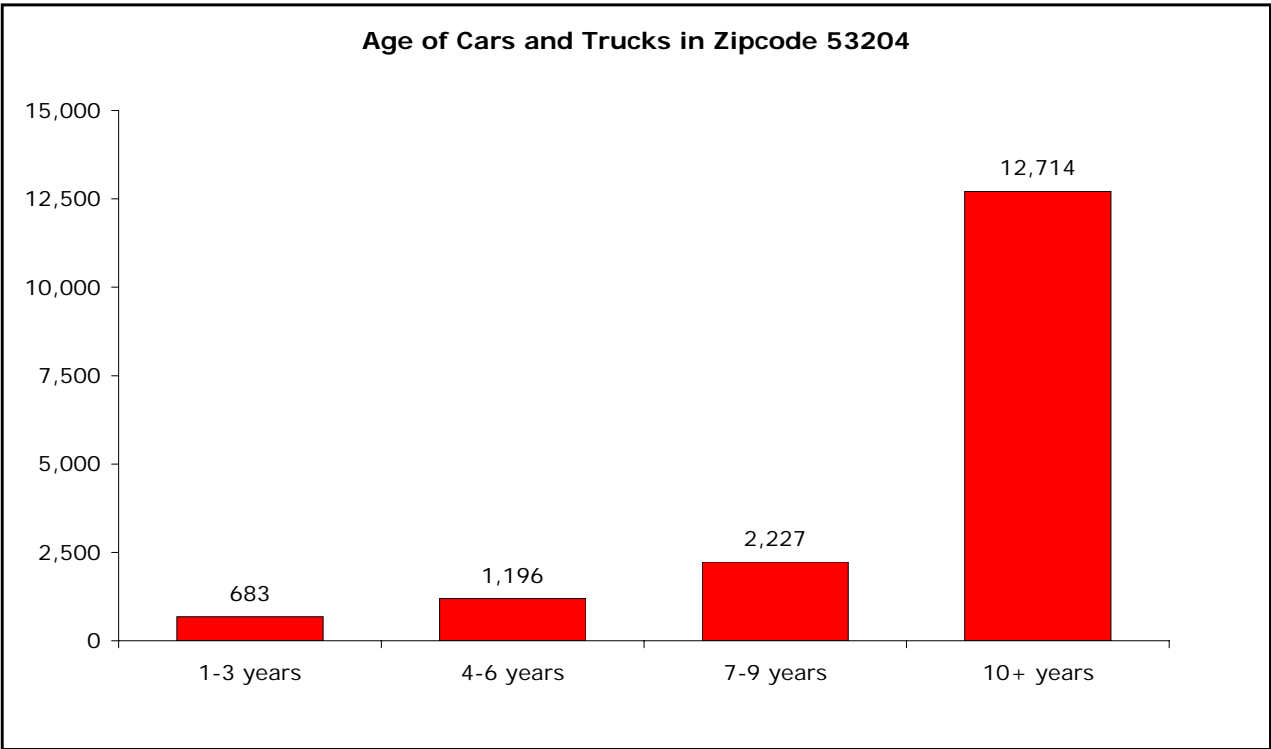
ZIP CODE	NAME	Per Sq. Mile
53211	Milwaukee, Shorewood, Whitefish Bay	\$361,864
53202	Milwaukee	\$341,108
53213	Wauwatosa, Milwaukee	\$333,749
53219	Milwaukee, Greenfield, West Allis, West Milw.	\$308,581
53210	Milwaukee	\$277,711
53215	Milwaukee, West Milwaukee	\$275,764
53222	Milwaukee, Wauwatosa	\$216,174
53220	Greenfield, Milwaukee	\$212,414
53204	Milwaukee	\$207,416
53216	Milwaukee	\$205,348
53206	Milwaukee	\$203,636
53227	West Allis, Milwaukee, Greenfield	\$201,229
53172	South Milwaukee	\$195,279
53143	Kenosha	\$189,657
53214	West Allis, Milwaukee, West Milwaukee	\$183,164
53208	Milwaukee	\$181,221
53218	Milwaukee	\$180,441
53405	Racine	\$177,058
53221	Milwaukee, Greenfield	\$171,733
53110	Cudahy	\$164,242
53235	St. Francis	\$159,775
53207	Milwaukee	\$152,454
53212	Milwaukee	\$146,392
53226	Wauwatosa, Milwaukee	\$144,399
53228	Greenfield, Milwaukee	\$141,706
53129	Greendale	\$139,155
53209	Milwaukee, Brown Deer, Glendale, River Hills	\$135,187
53225	Milwaukee, Wauwatosa	\$127,084
53205	Milwaukee	\$123,596
53130	Hales Corners	\$118,686
53217	Bayside, Fox Pt., Glendale, River Hills, W. Bay	\$117,172
53186	Waukesha	\$114,180
53140	Kenosha	\$112,957
53122	Elm Grove	\$108,388
53223	Milwaukee, Brown Deer	\$108,074
53404	Racine	\$98,427
53151	New Berlin	\$97,424
53045	Brookfield	\$80,328
53005	Brookfield	\$75,475
53224	Milwaukee	\$67,670
53233	Milwaukee	\$66,854
53188	Waukesha	\$57,274
53092	Thiensville, Mequon	\$56,079
53051	Menomonee Falls	\$53,068
53154	Oak Creek	\$51,680
53132	Franklin	\$44,087
53072	Pewaukee	\$35,274
53022	Germantown	\$33,943
53024	Grafton	\$30,136
53189	Waukesha	\$27,399
53012	Cedarburg	\$25,055
53158	Pleasant Prairie	\$24,083
53146	New Berlin	\$21,161
53144	Kenosha	\$18,487
53097	Mequon	\$10,036

VEHICLE OWNERSHIP

The most accurate data on car and truck ownership comes from the state file of registered vehicles.

Registered vehicles in ZIP Code 53204 total 16,820. The area has 5,112 vehicles per square mile.

In ZIP Code 53204, 4% of cars and trucks are 1-3 years old. Three-fourths (76%) of the vehicles are 10 or more years old, showing potential for auto parts sales.



Methodology

The Purchasing Power Profiles are based on analyses of data from the U.S. Consumer Expenditure Survey, U.S. Census Bureau, Wisconsin Department of Revenue, Wisconsin Department of Transportation, and U.S. Postal Service. The Profiles were prepared by the University of Wisconsin-Milwaukee Employment and Training Institute for the City of Milwaukee Department of City Development.

Retail purchasing data are taken from the most recently released (December 2003) Consumer Expenditure Survey for the four quarters of the year 2002. Purchasing patterns are estimated by family type and income level for selected retail purchasing categories. Most expenditure data are calculated from the larger CEX interview file, which contains more than 30,000 records with complete income and expenditure responses for the year 2002. The three categories of expenditures not in the interview file (non-prescription drugs, housekeeping and cleaning supplies, and personal care products) are drawn from two years (2001 and 2002) of the CEX diary file, which includes more than 22,000 respondents with complete income and expenditure data.

Expenditure patterns are then combined by income level and family type with Wisconsin Department of Revenue 2002 income tax filing data, controlling for the same income levels and family types. State income tax data for non-dependent, non-elderly filers are obtained by geographic level to construct final estimates. Data on elderly households are drawn from the 2000 U.S. Census. Sixteen categories of expenditures are analyzed for these reports:

“FOOD AT HOME” includes expenditures for food purchased at grocery stores and convenience stores, and food prepared at home for out-of-town trips.

“FOOD AWAY FROM HOME” includes expenditures for meals at restaurants, carry-out orders, food purchased on out-of-town trips, school lunches, and meals as pay.

“APPAREL AND RELATED SERVICES” includes expenditures clothing (suits, coats, sweaters, shirts, skirts, nightware, undergarments, hosiery, uniforms, costumes, etc.), accessories, footwear, material for making clothes, watches, jewelry, shoe repair, laundry and dry cleaning costs, and clothing storage.

“TELEVISION EQUIPMENT, TAPES AND DISCS” includes expenditures for TVs, VCRs and video disc players; video cassettes, tapes and discs; video game hardware and software; cable and satellite service; repairs of TVs, radio and sound equipment; and rental of televisions.

“AUDIO EQUIPMENT, CDs, AND TAPES” includes expenditures for radios; tape recorders and players; sound components and component systems; records, CDs, audio tapes, and needles; record, tape, CD and video mail order clubs; musical instruments; accessories and other sound equipment; satellite dishes; and rental of above equipment.

“HOUSEHOLD TEXTILES” includes expenditures for bathroom, bedroom, kitchen and dining room linens; curtains and draperies; slipcovers and decorative pillows; sewing materials for the home.

“FURNITURE” includes expenditures for mattresses and springs; sofas; living room tables and chairs; kitchen and dining room furniture; infants’ furniture; outdoor furniture; wall units, cabinets and other occasional furniture.

“FLOOR COVERINGS” includes expenditures for wall-to-wall carpeting (for renters and homeowners) and non-permanent floor coverings.

“MAJOR APPLIANCES” includes expenditures for dishwashers, garbage disposals, refrigerators, freezers, washing machines, clothes dryers, cooking stoves, microwave ovens, air conditioners; floor cleaning equipment, and sewing machines.

“SMALL APPLIANCES AND HOUSEWARES” includes expenditures for china, dinnerware, flatware, glassware, serving pieces, small electric kitchen appliances, and portable heating and cooling equipment.

“COMPUTER HARDWARE AND SOFTWARE” includes expenditures for computers, computer hardware, computer software and accessories, for nonbusiness use.

“MISCELLANEOUS HOUSEHOLD EQUIPMENT” includes expenditures for window coverings, infants’ equipment, outdoor equipment, clocks, lamps and lighting fixtures; other household decorative items; telephones and accessories; lawn and garden equipment; power tools; hand tools; plants and fresh flowers; closet and storage items; rental of furniture; and luggage.

“NON-PRESCRIPTION DRUGS AND SUPPLIES” includes expenditures for non-prescription drugs, non-prescription vitamins, eyeglasses and contact lenses, topicals and dressings, medical equipment for general use, supportive and convalescent medical equipment, and rental and repair of medical equipment.

“HOUSEKEEPING SUPPLIES” includes expenditures for laundry and cleaning supplies, cleansing and toilet tissue, paper towels and napkins, miscellaneous household products, and lawn and garden supplies.

“PERSONAL PRODUCTS” includes expenditures for hair care products, nonelectric articles for the hair, wigs and hairpieces, oral hygiene products and articles, shaving needs, cosmetics, perfume, bath preparation products, deodorants, feminine hygiene articles, and miscellaneous personal care items.

“HOME REPAIR COMMODITIES” includes expenditures for paints; wallpapers; electrical supplies for heating and cooling equipment; materials for hard surface flooring, repair and replacement; materials and equipment for roof and gutters; materials for plastering, paneling, siding, windows, doors, screens, awnings; materials for patios, walks, fences, driveways, brick, masonry and stucco work; materials for landscaping maintenance; materials to finish basements, remodel rooms, or build patios, walks, etc.

Data on registered vehicles are from the license files of the Wisconsin Department of Transportation. The aerial map on the cover showing part of the 53204 neighborhood is from 2000 Digital Orthophotography, originally produced for the Southeastern Wisconsin Regional Planning Commission.

For information about business development and opportunities in the City of Milwaukee, contact the Department of City Development, 809 N. Broadway, Milwaukee, WI 53202. Phone 414-286-5900. The Purchasing Power Profiles were developed for the Department of City Development by John Pawasarat, director of the UWM Employment and Training Institute; Dr. Frank Stetzer, senior information processing consultant for the UWM Information and Media Technologies Division; and Dr. Lois Quinn, senior scientist at the Employment and Training Institute. For more information, contact John Pawasarat, Employment and Training Institute, School of Continuing Education, University of Wisconsin-Milwaukee, 161 W. Wisconsin Avenue, Suite 6000, Milwaukee, WI 53203. Phone 414-227-3385. Email eti@uwm.edu.