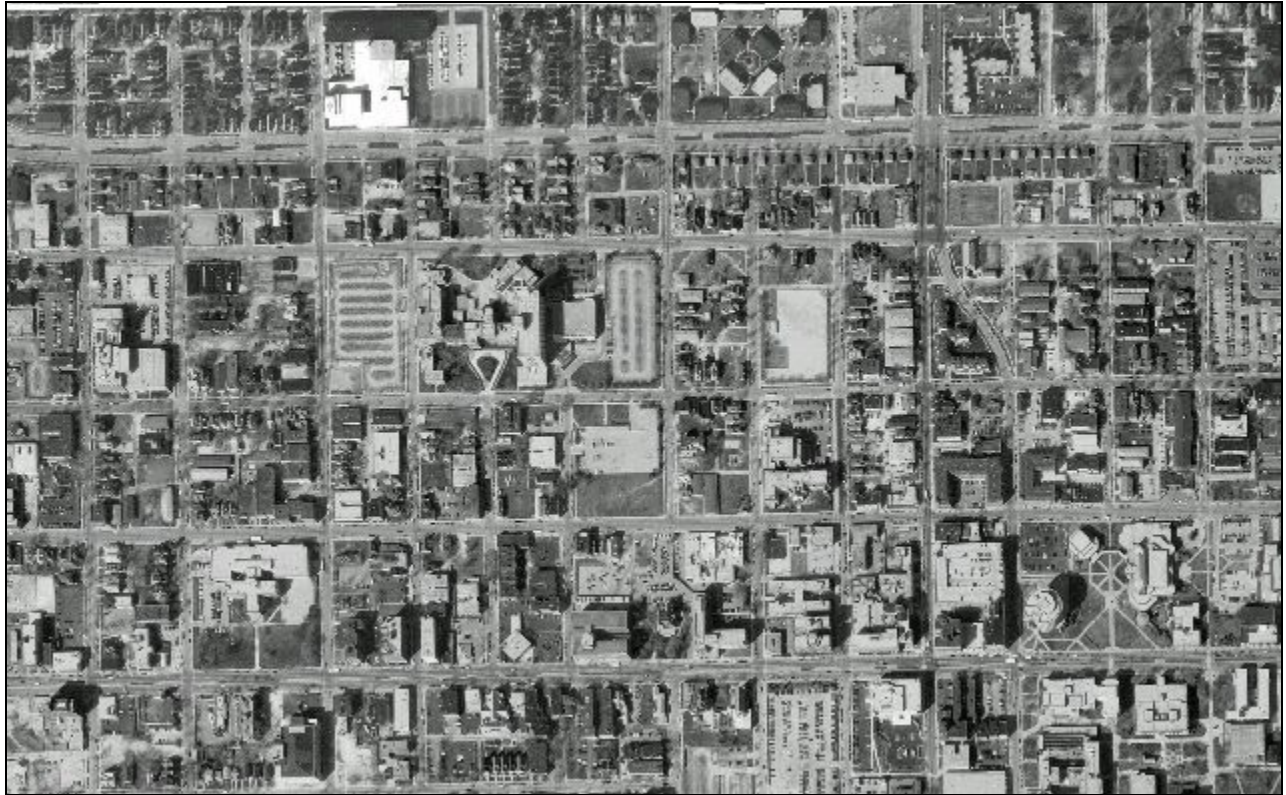


PURCHASING POWER PROFILE OF MILWAUKEE ZIP CODE 53233



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 53233:

- 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.

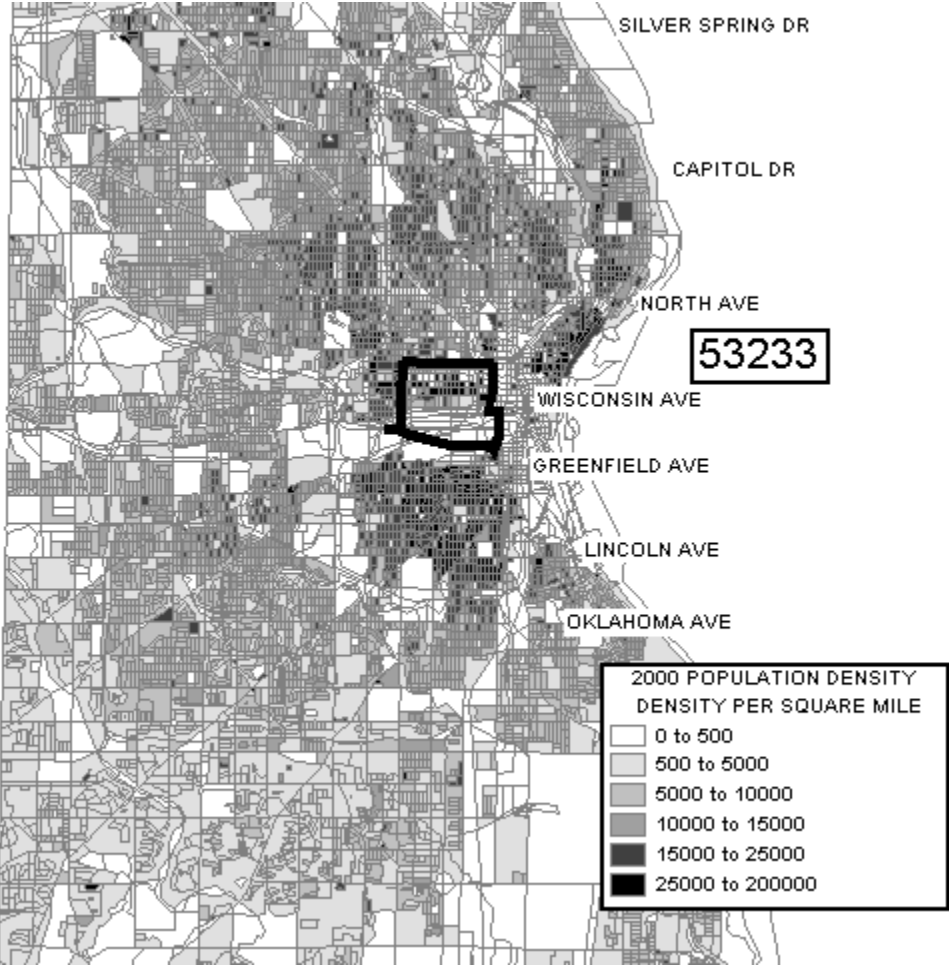
In addition, the report provides data on:

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

Density Strengths in ZIP Code 53233

The strength of purchasing power in ZIP Code 53233 results from concentrations of population and income earners living in the area.

The 2000 Census showed 15,485 people living in the area, or 8,894 people per square mile.



ZIP CODE 53233 Summary

Much of the income earned in ZIP Code 53233 converts to direct spending power.

Residents in ZIP Code 53233 spend an estimated \$17.6 million annually on the 16 retail expenditure categories detailed below.

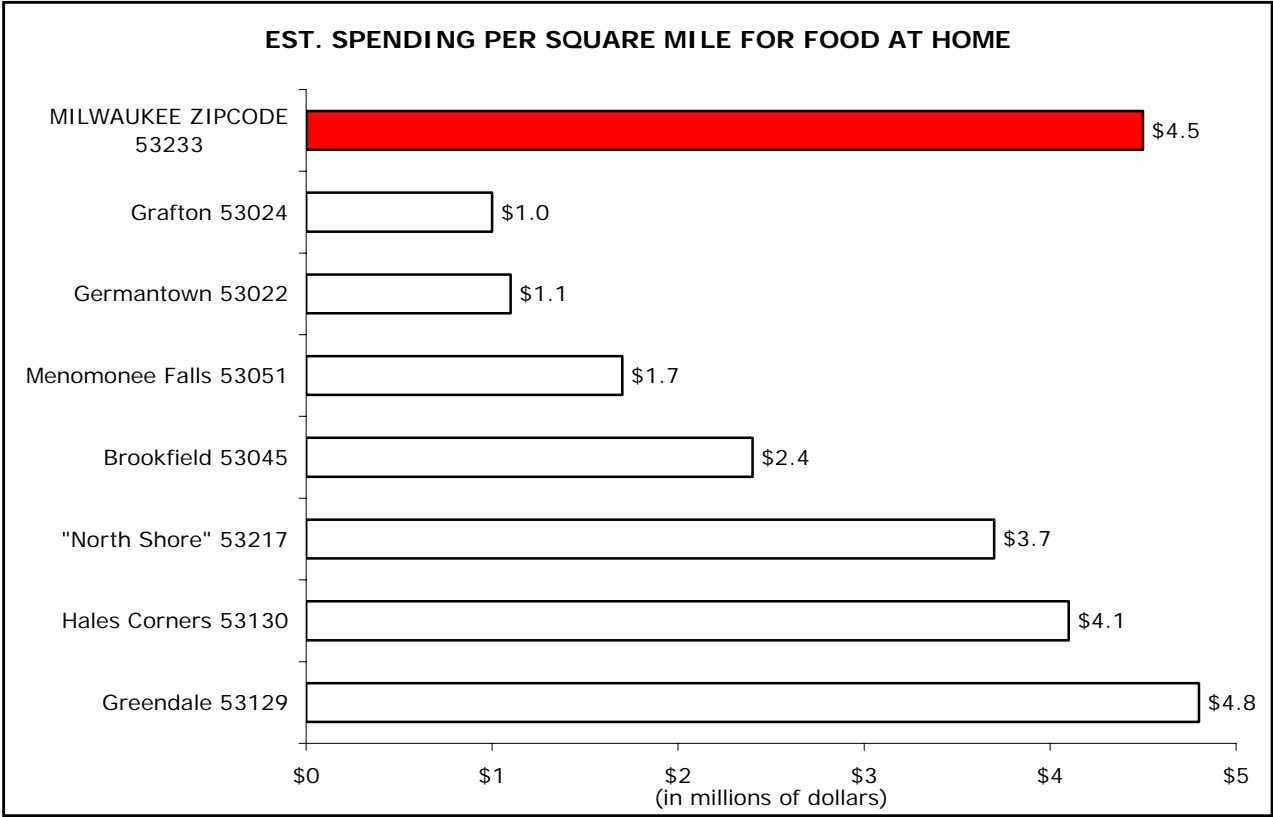
This translates to \$10 million in spending per square mile for these categories.

| Est. Consumer Expenditures by ZIP CODE 53233 Residents | Total Expenditures | Expenditures Per Square Mile |
|---|-------------------------------|---|
| Food at home | \$7,806,844 | \$4,486,692 |
| Food away from home | \$2,336,266 | \$1,342,682 |
| Apparel and related services | \$2,379,953 | \$1,367,789 |
| Television equipment, tapes, discs | \$1,110,802 | \$638,392 |
| Audio equipment, CDs, tapes | \$289,492 | \$166,375 |
| Household textiles | \$124,489 | \$71,545 |
| Furniture | \$502,858 | \$288,999 |
| Floor coverings | \$45,013 | \$25,870 |
| Major appliances | \$270,583 | \$155,507 |
| Small appliances and housewares | \$90,330 | \$51,914 |
| Computer hardware and software | \$278,401 | \$160,001 |
| Miscellaneous household equipment | \$391,394 | \$224,939 |
| Non-prescription drugs and supplies | \$455,928 | \$262,028 |
| Housekeeping supplies | \$814,204 | \$467,933 |
| Personal products | \$594,091 | \$341,432 |
| Home repair commodities | \$116,326 | \$66,854 |
| TOTAL for 16 categories | \$17,606,974 | \$10,118,951 |

Spending for FOOD AT HOME

Residents in ZIP Code 53233 spend an estimated \$7,806,844 each year for food at home.

Expenditures for food at home average \$4.5 million per square mile, more than in many 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.

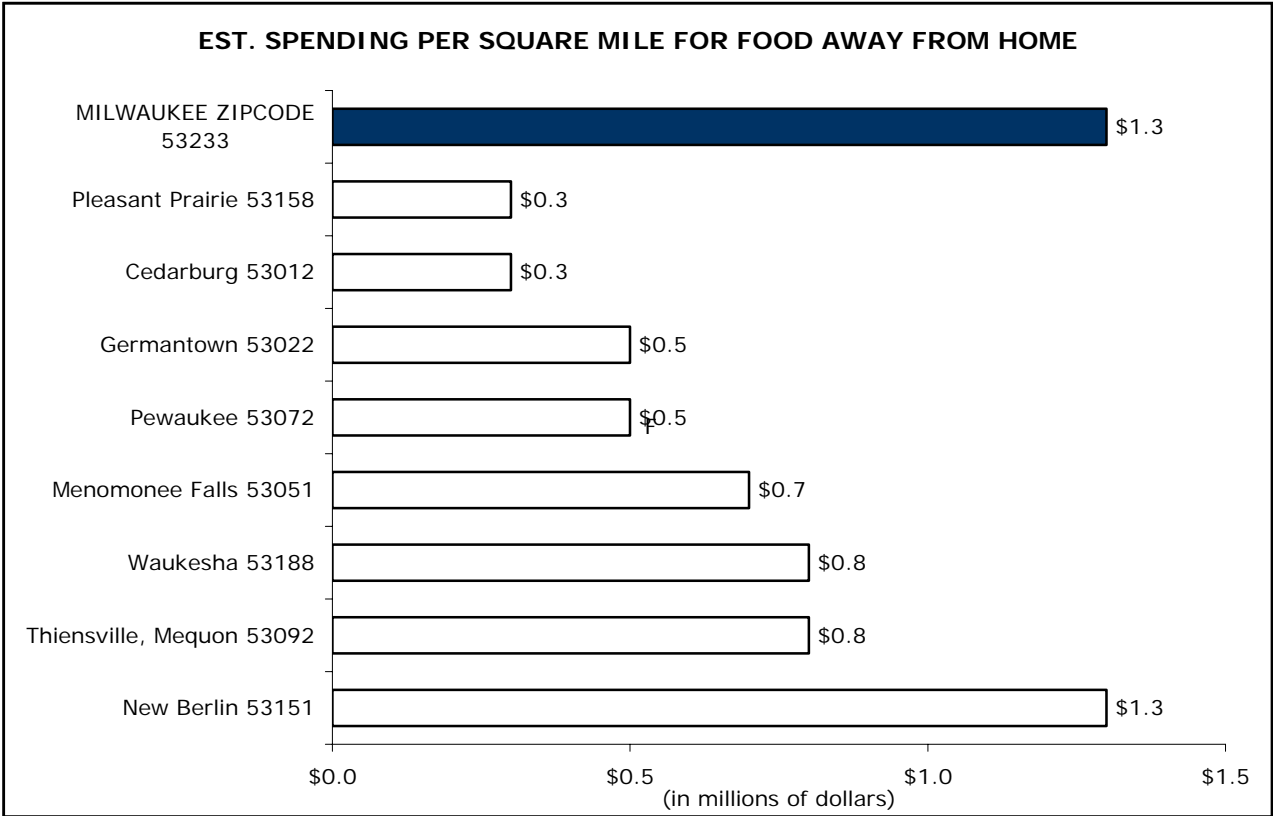
Total Estimated Spending for FOOD AT HOME

| 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 53233 spend an estimated \$2,336,266 each year for food away from home.

Expenditures for food away from home average \$1.3 million per square mile, more than in a number of 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.

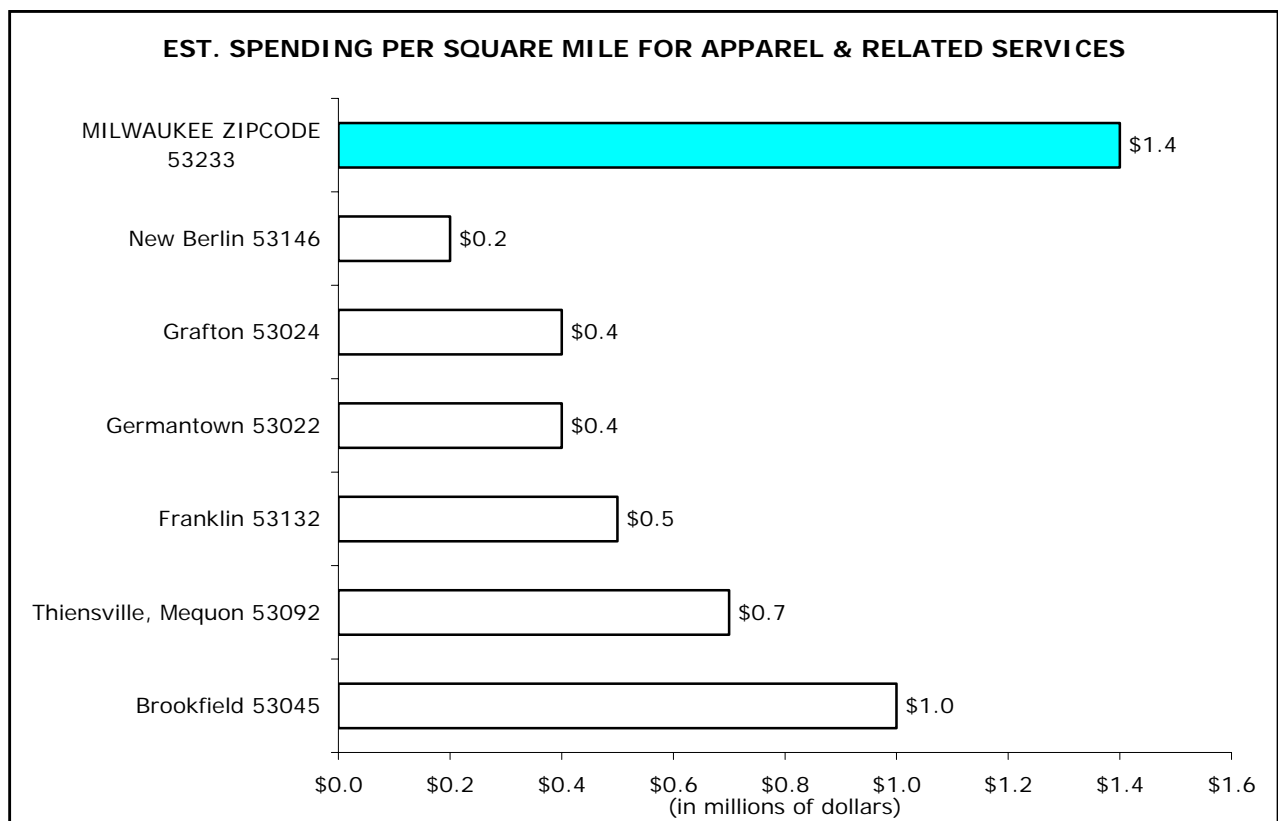
Total Estimated Spending for FOOD AWAY FROM HOME

| 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 53233 spend an estimated \$2,379,953 each year for apparel and related services.

Expenditures for apparel average \$1.4 million 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.

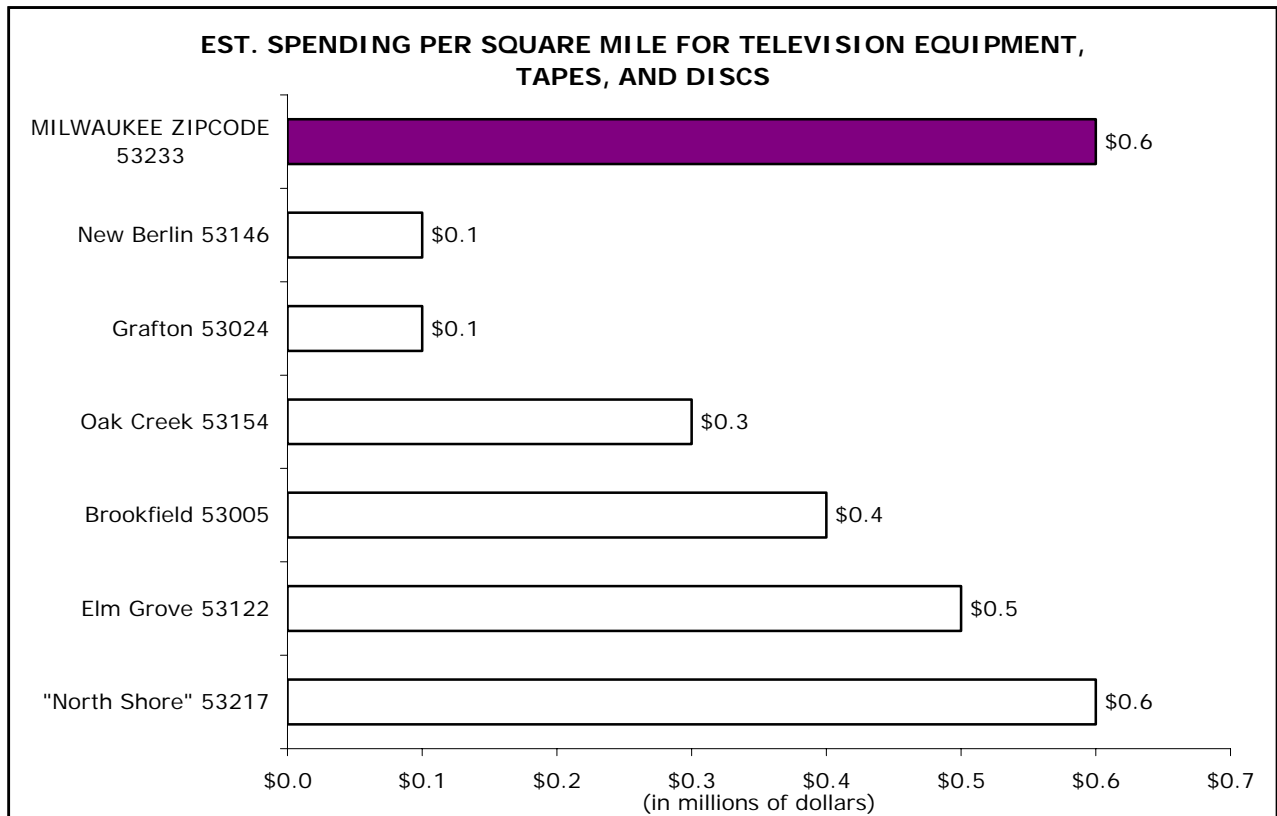
Total Estimated Spending for APPAREL AND SERVICES

| 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 53233 spend an estimated \$1,110,802 each year for television equipment, tapes and discs.

Expenditures for television equipment average \$638,392 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.

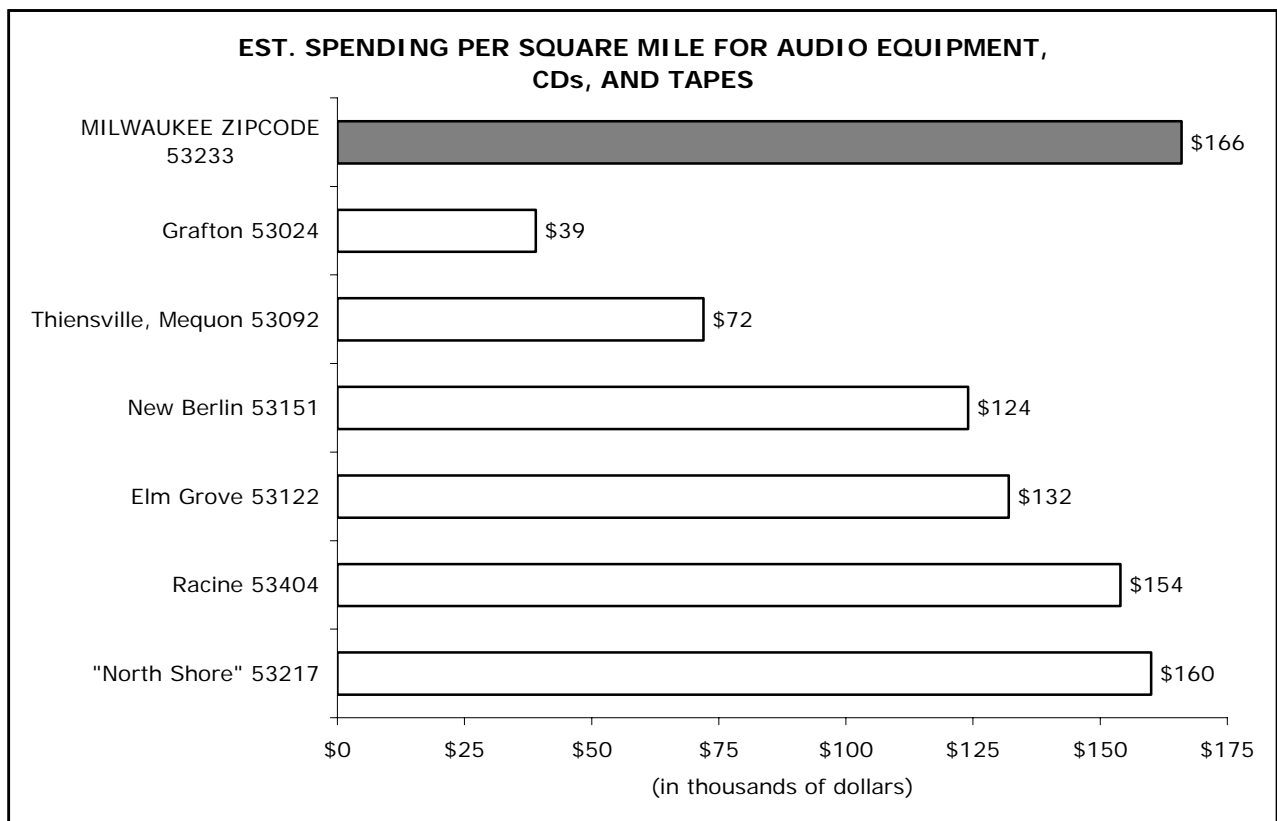
Total Estimated Spending for TELEVISION EQUIPMENT, TAPES AND DISCS

| 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 53233 spend an estimated \$289,492 each year for audio equipment, CDs, and tapes.

Expenditures for audio equipment, CDs, and tapes average \$166,375 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.

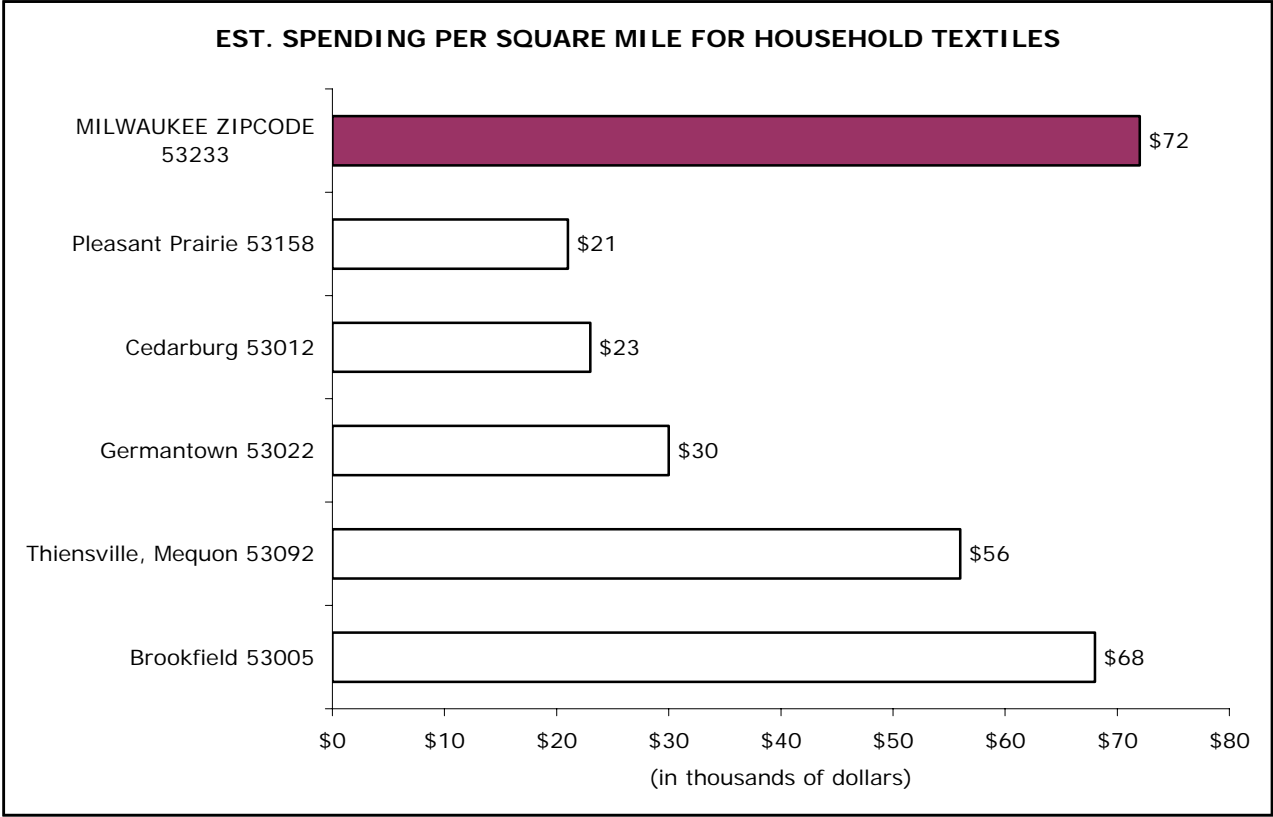
Total Estimated Spending for AUDIO EQUIPMENT, CDs, AND TAPES

| 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 53233 spend an estimated \$124,489 each year for household textiles.

Expenditures for household textiles average \$71,545 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.

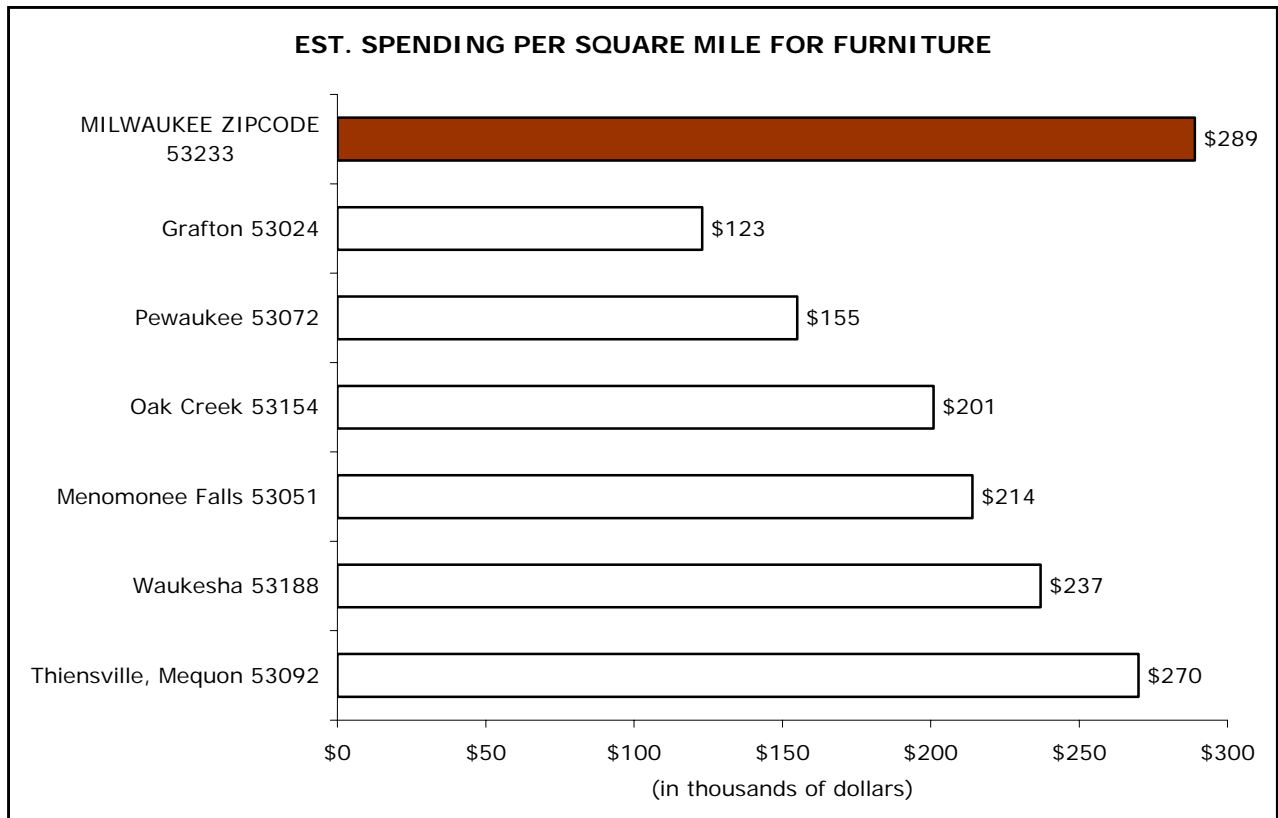
Total Estimated Spending for HOUSEHOLD TEXTILES

| 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 53233 spend an estimated \$502,858 each year for furniture.

Expenditures for furniture average \$289,000 per square mile.



“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.

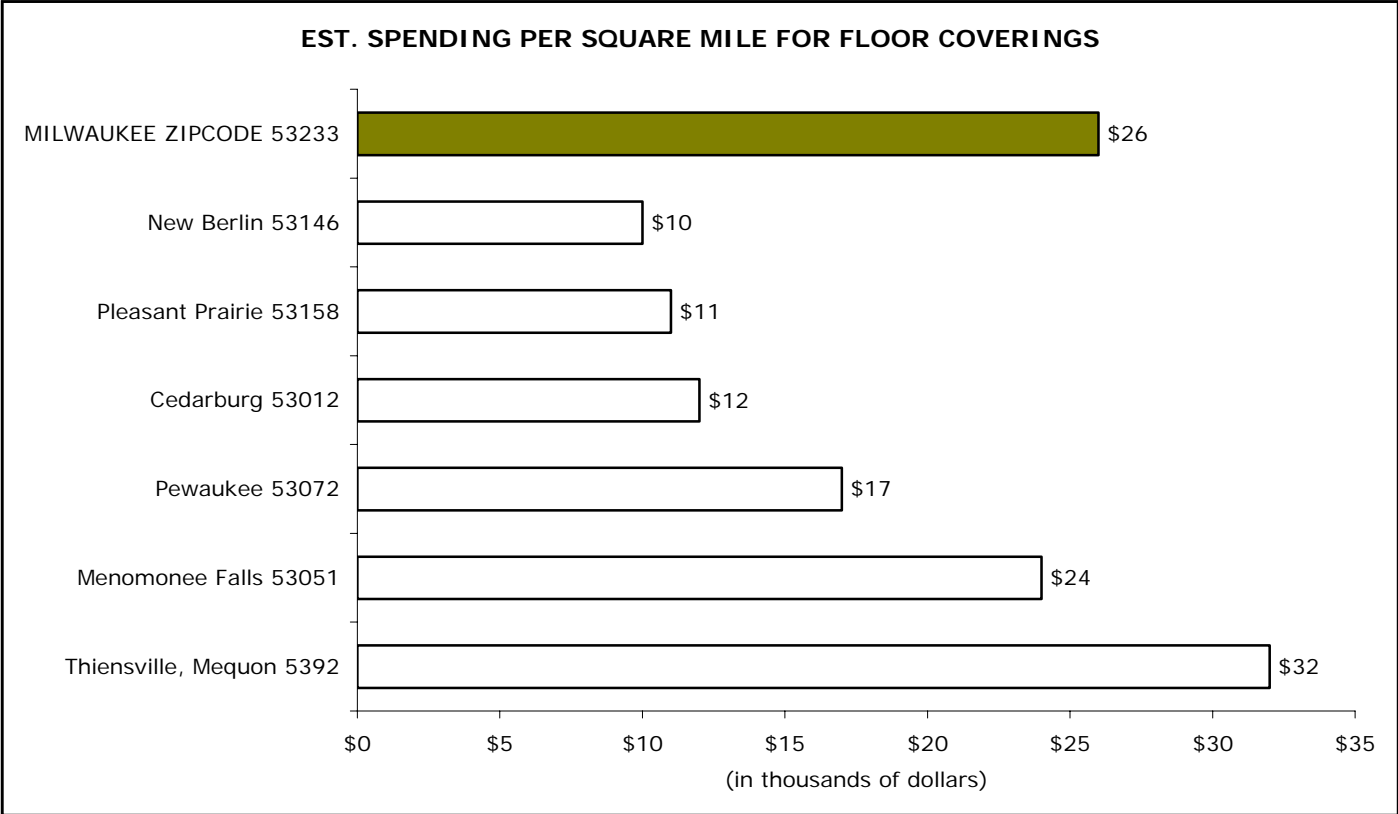
Total Estimated Spending for FURNITURE

| 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 53233 spend an estimated \$45,013 each year for floor coverings.

Expenditures for floor coverings average \$25,870 per square mile.



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

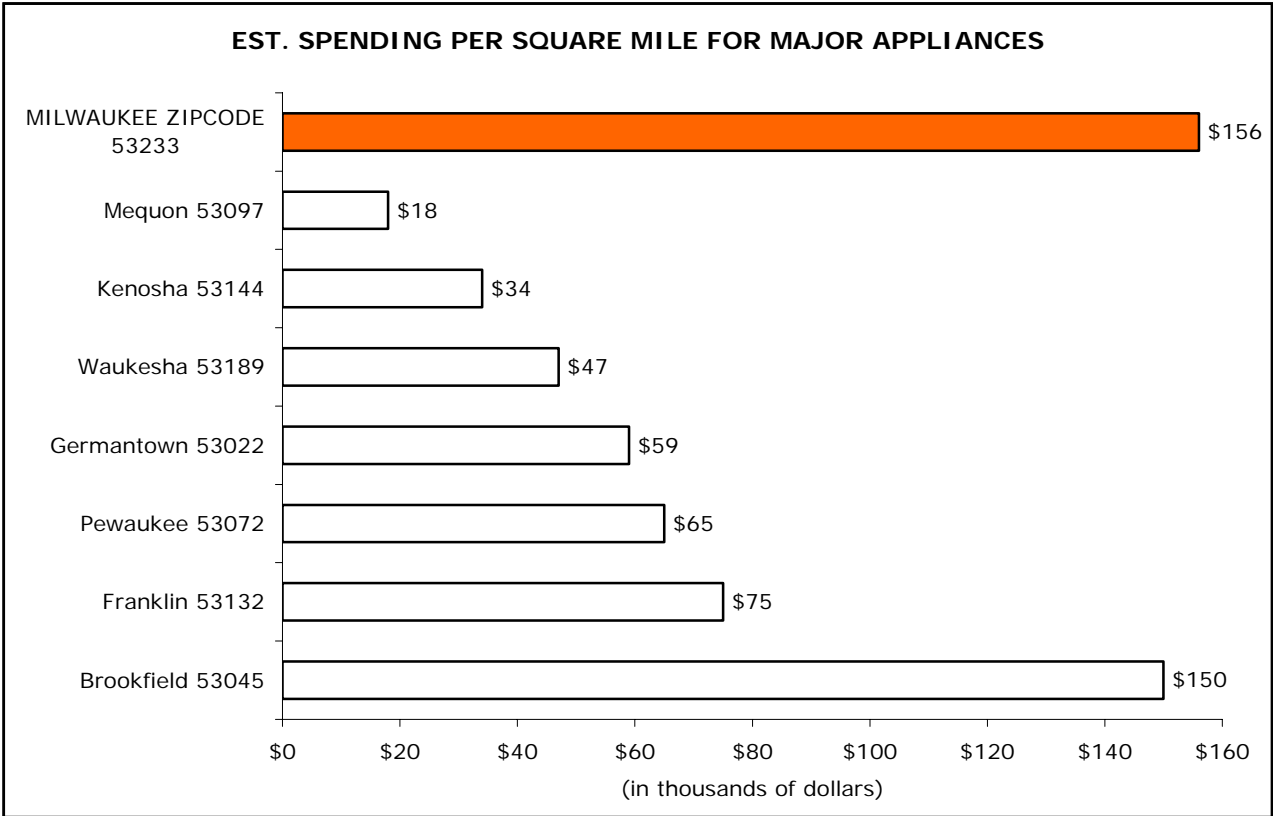
Total Estimated Spending for FLOOR COVERINGS

| 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 53233 spend an estimated \$270,583 each year for major appliances.

Expenditures for major appliances average \$155,507 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.

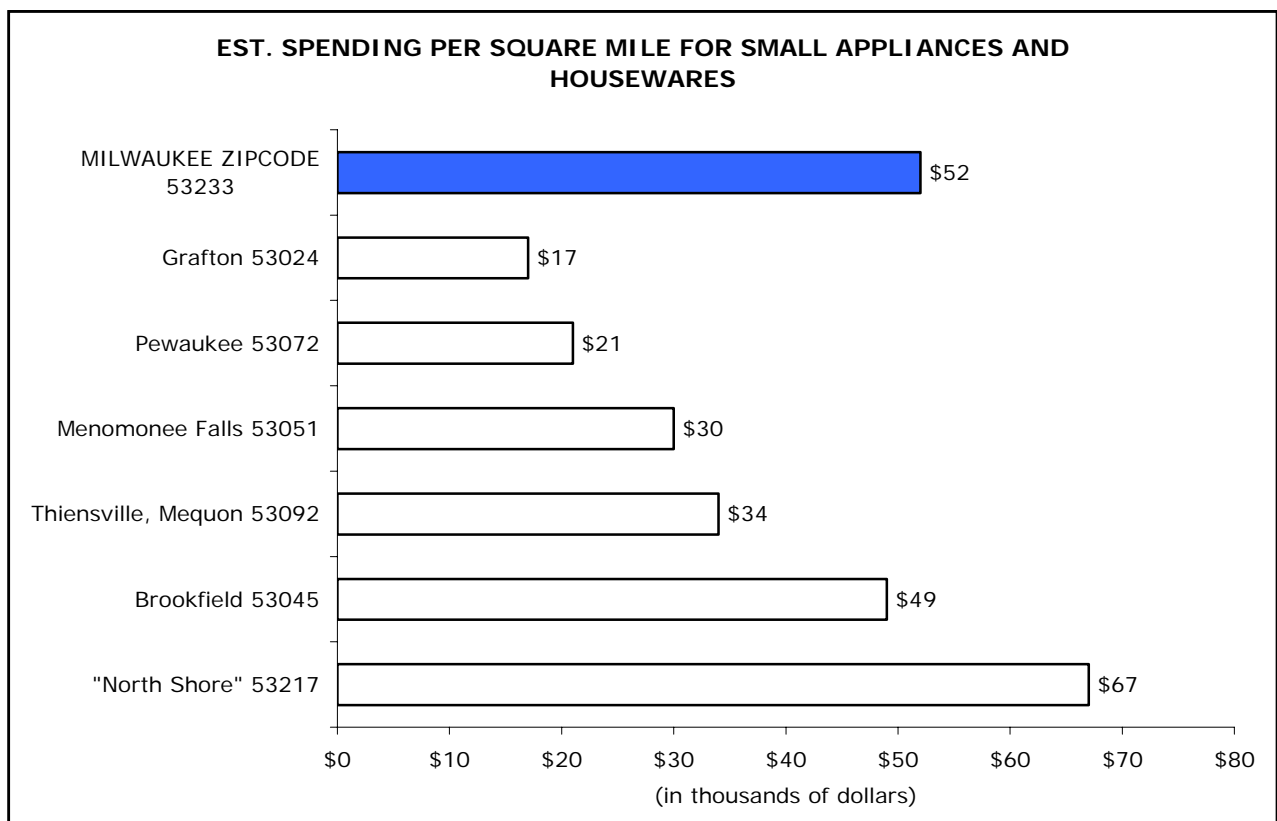
Total Estimated Spending for MAJOR APPLIANCES

| 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 53233 spend an estimated \$90,330 each year for small appliances and housewares.

Expenditures for small appliances and housewares average \$51,914 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.

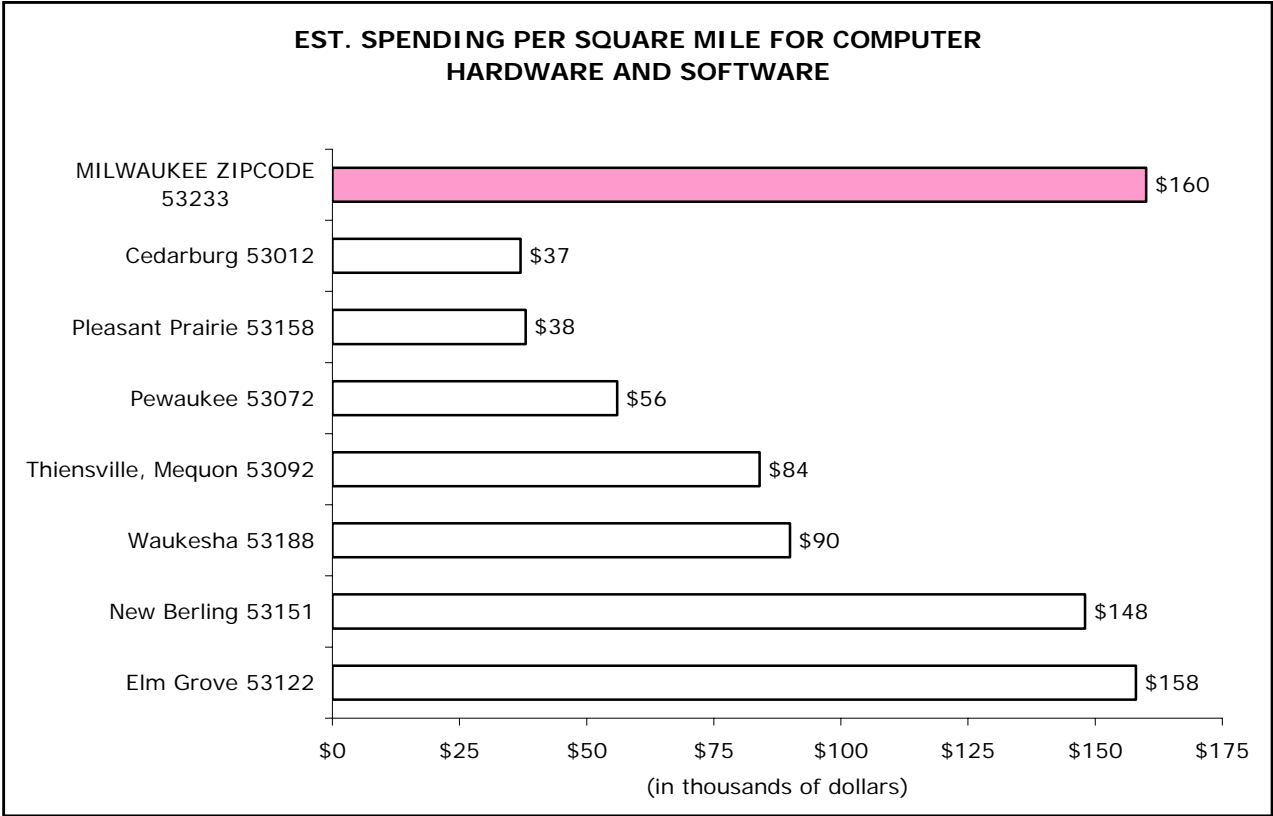
Total Estimated Spending for SMALL APPLIANCES AND HOUSEWARES

| 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 53233 spend an estimated \$278,401 each year for computer hardware and software.

Expenditures for computer hardware and software average \$160,000 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.

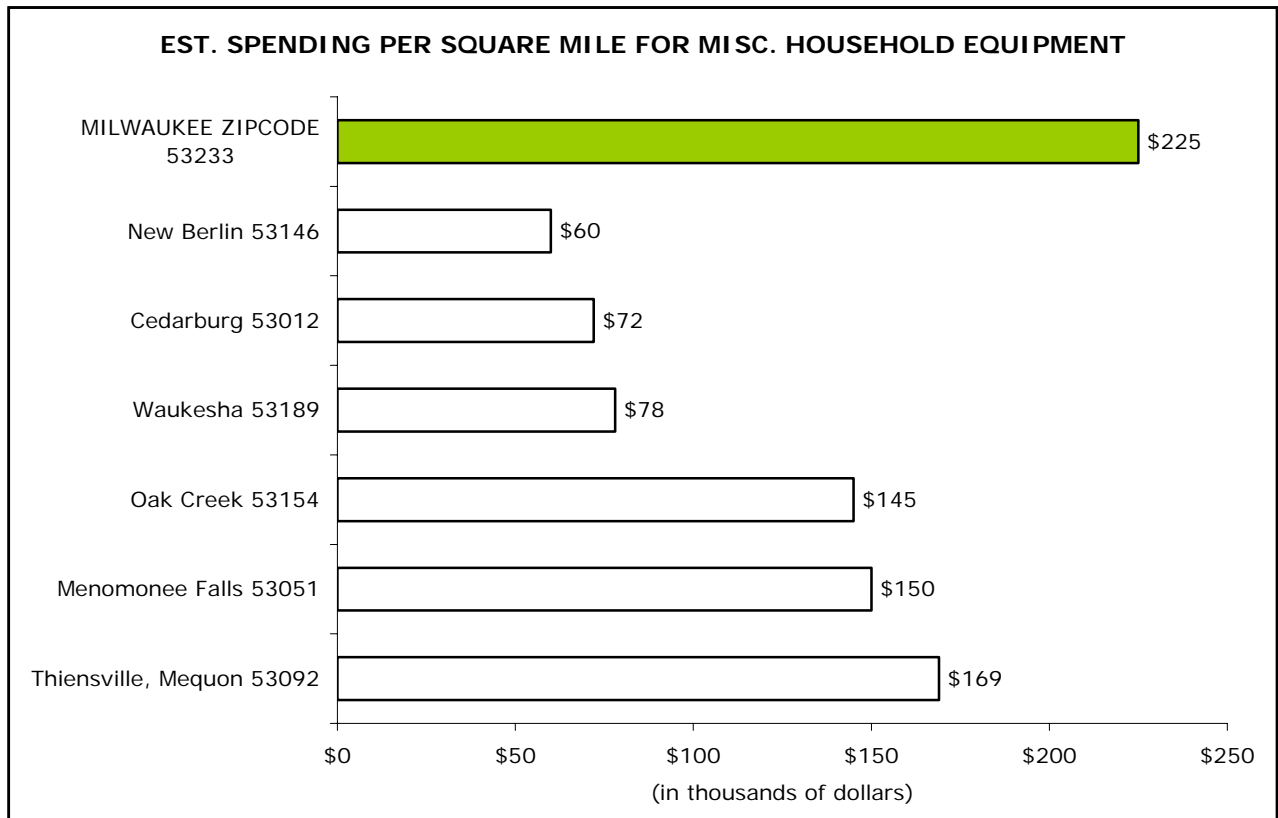
Total Estimated Spending for COMPUTER HARDWARE AND SOFTWARE

| 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 |
| 53206 | 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 53233 spend an estimated \$391,394 each year for miscellaneous household equipment.

Expenditures for miscellaneous household equipment average \$224,939 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.

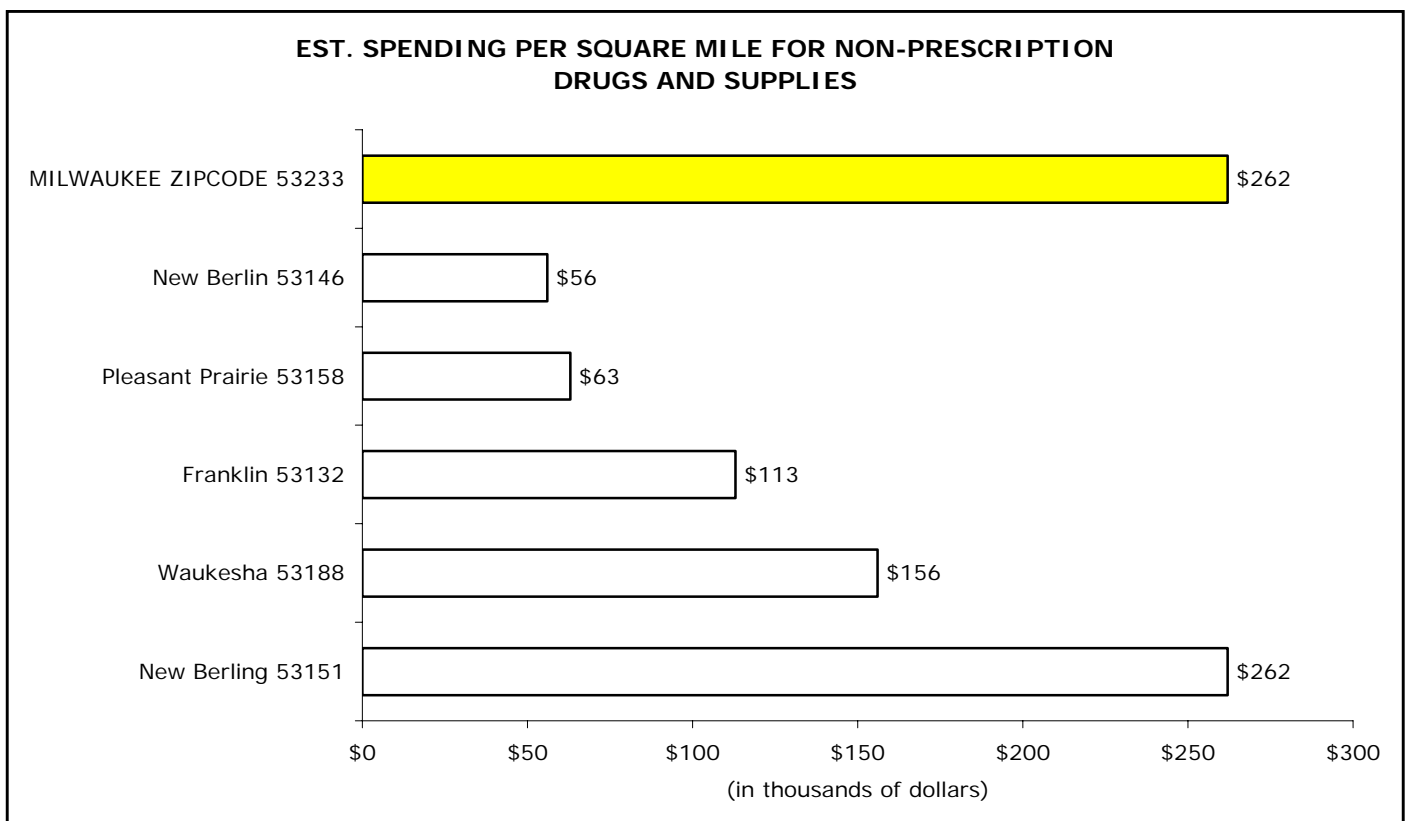
Total Estimated Spending for MISCELLANEOUS HOUSEHOLD EQUIPMENT

| 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 53233 spend an estimated \$455,928 each year for non-prescription drugs and supplies.

Expenditures for non-prescription drugs and supplies average \$262,028 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.

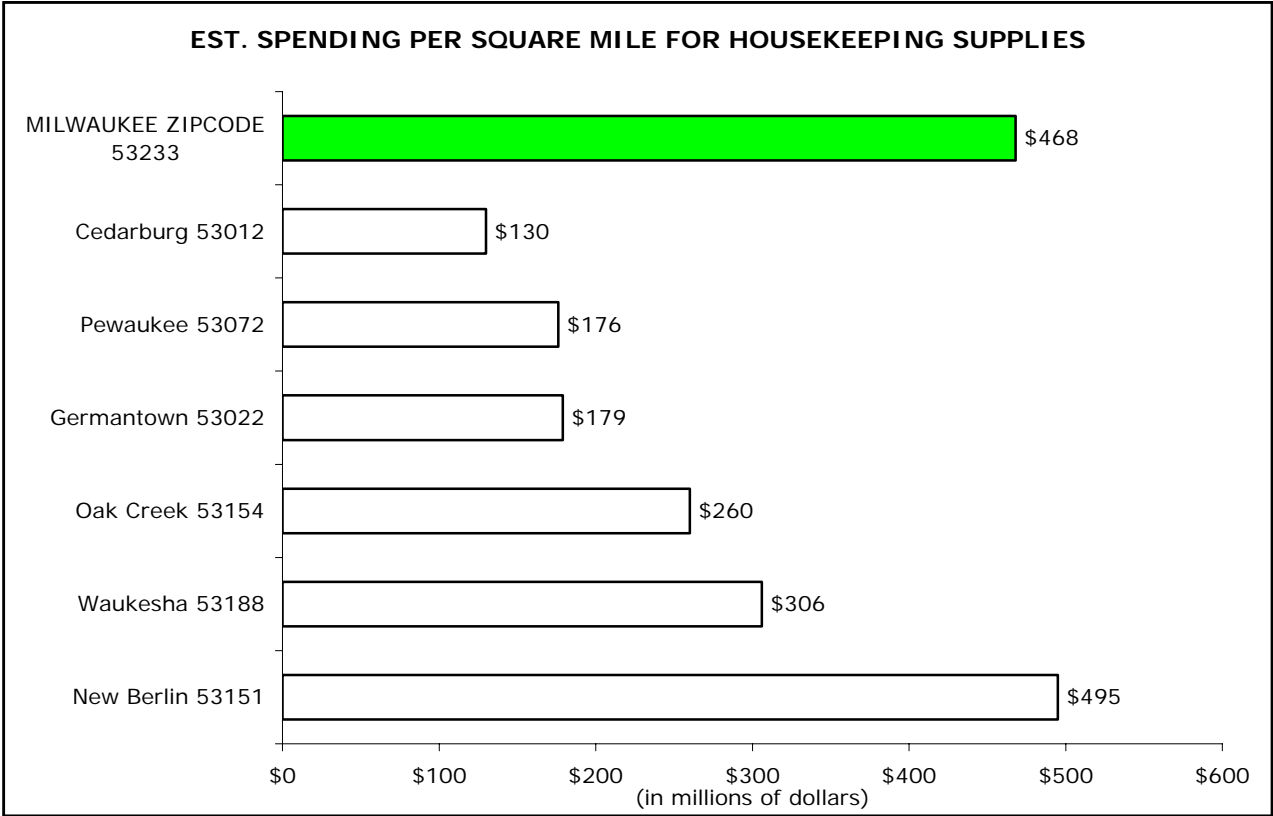
Total Estimated Spending for NON-PRESCRIPTION DRUGS AND SUPPLIES

| 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 53233 spend an estimated \$814,204 each year for housekeeping supplies.

Expenditures for housekeeping supplies average \$467,933 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.

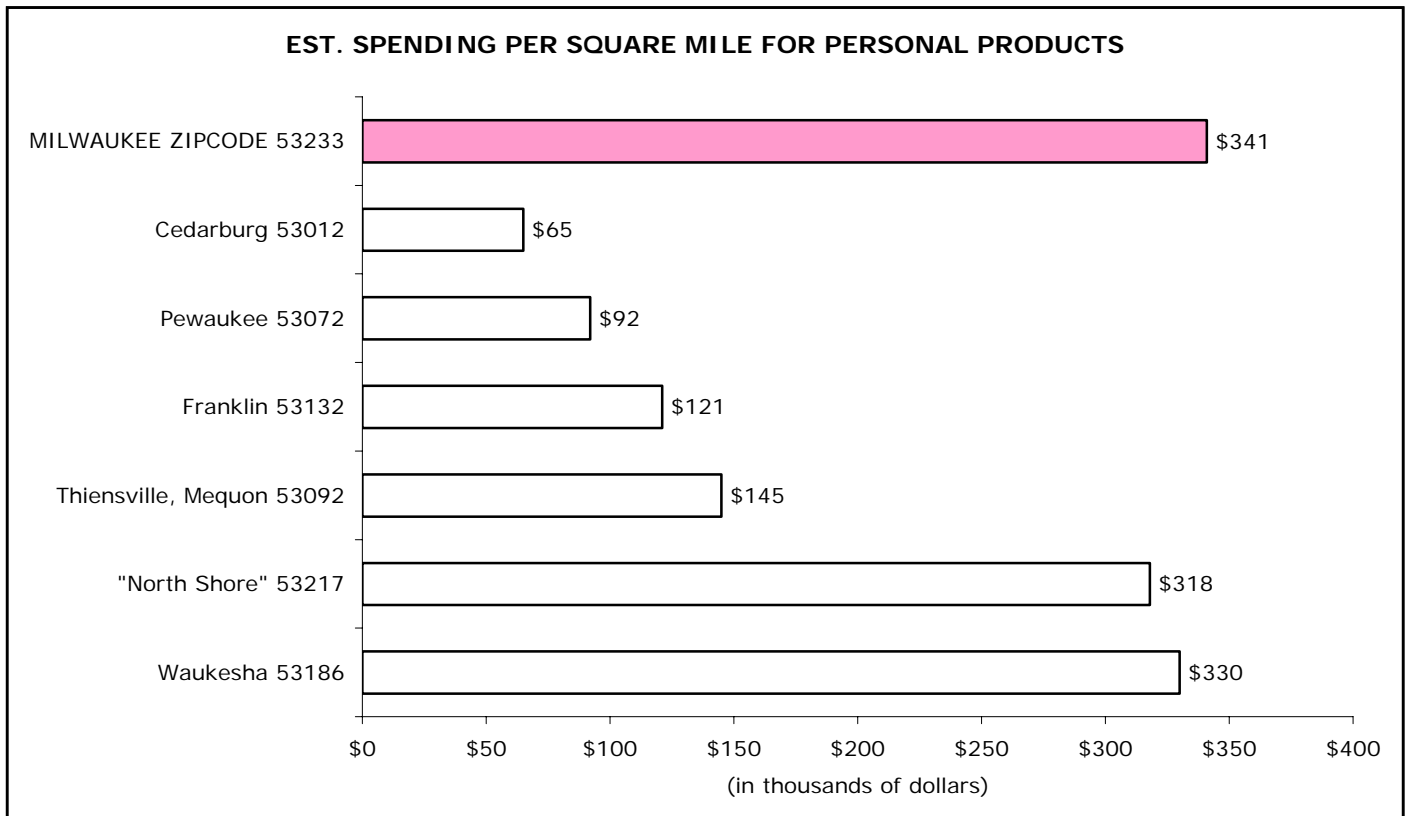
Total Estimated Spending for HOUSEKEEPING SUPPLIES

| 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 53233 spend an estimated \$594,091 each year for personal products.

Expenditures for personal products average \$341,432 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.

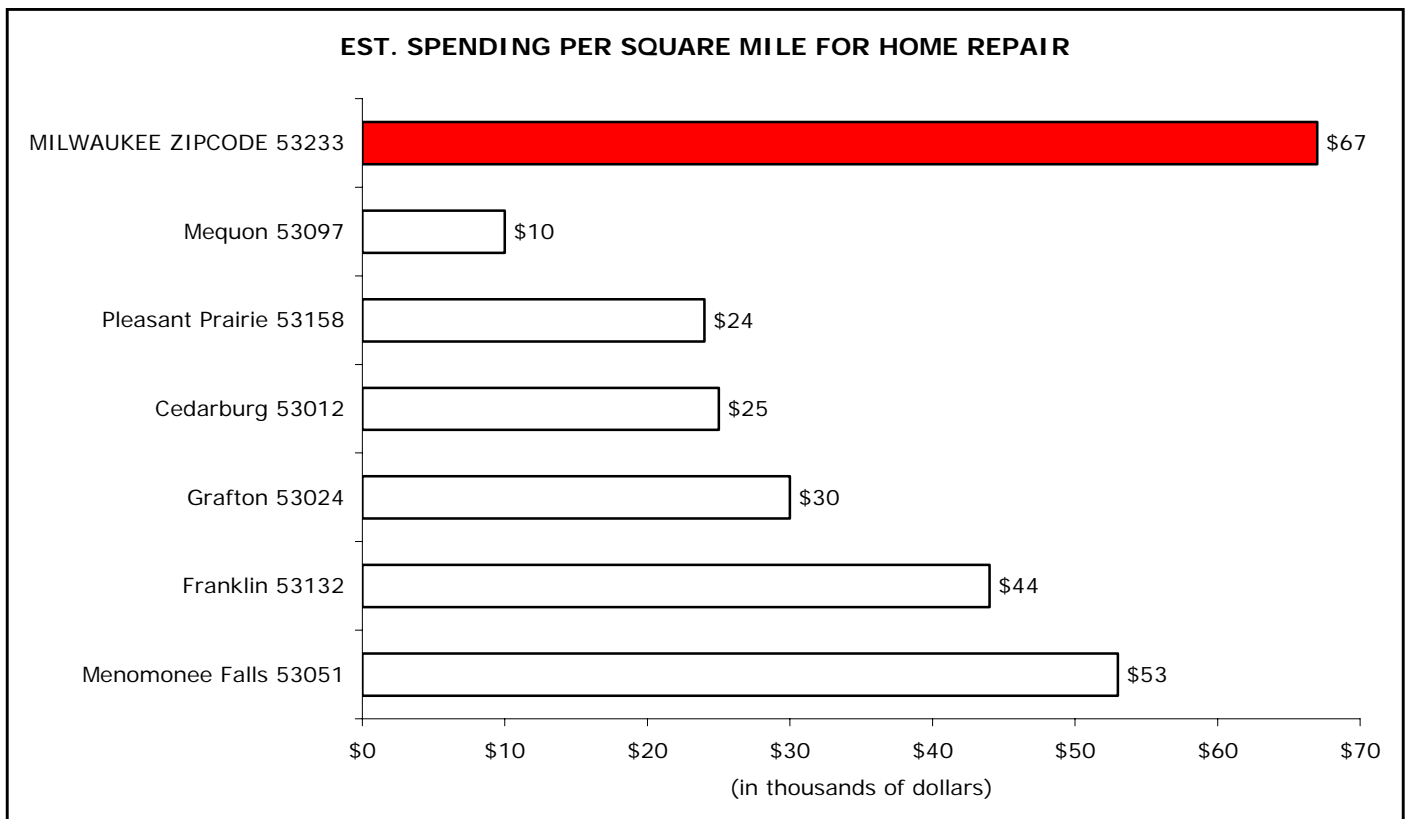
Total Estimated Spending for PERSONAL PRODUCTS

| 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 53233 spend an estimated \$116,326 each year for home repair commodities.

Expenditures for home repair commodities average \$66,854 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

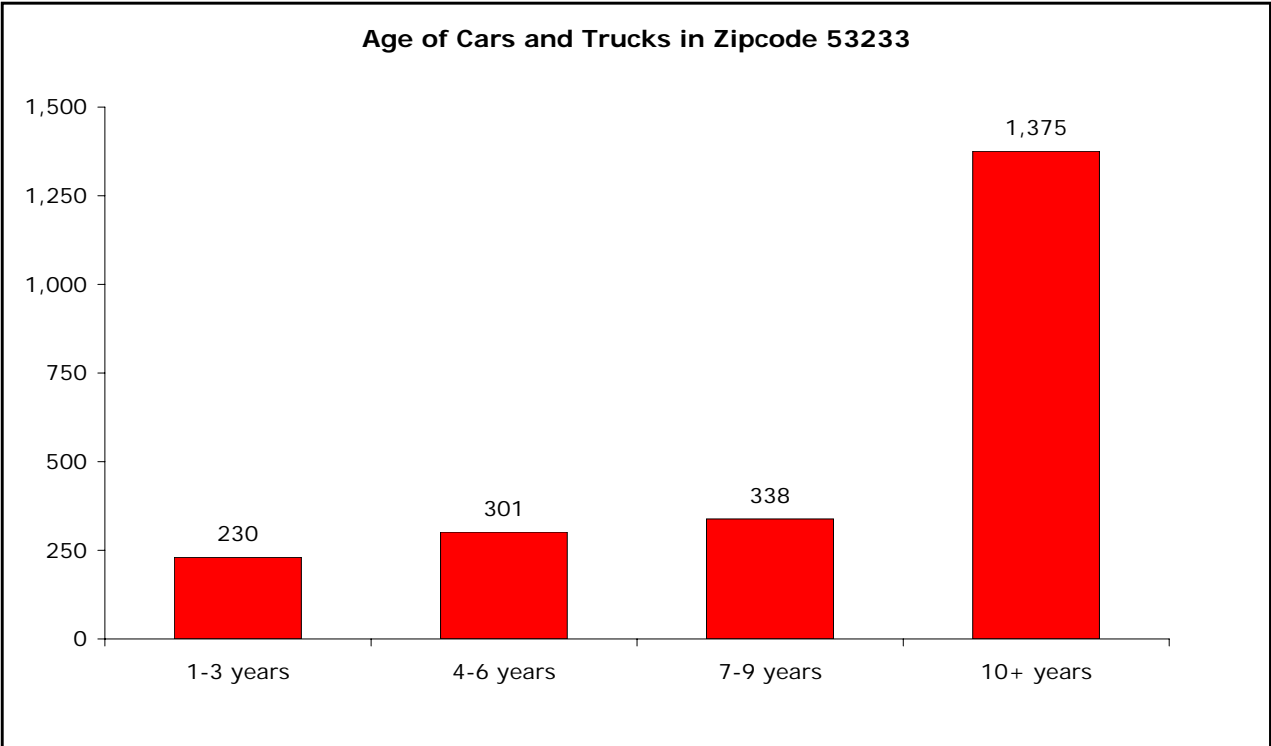
| ZIP CODE | NAME | Per Sq. Mile |
|--------------|---|-----------------|
| 53211 | Milwaukee, Shorewood, Whitefish Bay | \$361,864 |
| 53202 | Milwaukee | \$341,108 |
| 53213 | Wauwatosa, Milwaukee | \$333,749 |
| 53219 | Milwaukee, Greenfield, West Allis, West Milw. | \$308,581 |
| 53210 | Milwaukee | \$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.

Vehicles registered to residents in ZIP Code 53233 total 2,244. The area has 1,290 registered vehicles per square mile.

In ZIP Code 53233, 10% of cars and trucks are 1-3 years old. 61% of 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 53233 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.