PURCHASING POWER PROFILE OF ZIP CODE 53110 IN CUDAHY, WISCONSIN

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 area 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 Codes in the Milwaukee metropolitan area:

- 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.
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### Total Estimated Spending for FOOD AWAY FROM HOME

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# Total Estimated Spending for APPAREL AND SERVICES

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### Total Estimated Spending for TELEVISION EQUIPMENT, TAPES AND DISCS

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Total Estimated Spending for COMPUTER HARDWARE AND SOFTWARE

Purchasing Power Profiles, prepared by the University of Wisconsin-Milwaukee Employment and Training Institute, for the City of Milwaukee Department of City Development, 2004.
Total Estimated Spending for MISCELLANEOUS HOUSEHOLD EQUIPMENT

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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, nightwear, 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 APPLIENCES 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.

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.