

# VILLAGE OF SHOREWOOD MARKET PROFILE

The Village of Shorewood is located on the western shores of Lake Michigan, bordered on the east by the steep bluff and the sandy shores of Lake Michigan, on the south by the City of Milwaukee and the University of Wisconsin-Milwaukee, and on the west by the Milwaukee River. The Village of Shorewood encompasses approximately 1.5 square miles. Shorewood's traditional development pattern, accessible business districts and charming neighborhoods create an outstanding walkable community.



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## Purchasing Power for 53211 Zip Code

The 53211 Zip Code encompasses the entire Village of Shorewood, a portion of Milwaukee south to North Avenue, and a portion of Whitefish Bay north to Hampton Avenue.

Type of Consumer Expenditure	Total Expenditure	Expenditure Per Square Mile
Food at home	\$ 49.1 million	\$12.9 million
Food away from home	\$ 20.9 million	\$ 5.5 million
Apparel and related services	\$ 19.1 million	\$ 5.0 million
Television and audio	\$ 10.1 million	\$ 2.7 million
Home interiors	\$ 11.2 million	\$ 2.9 million
Computer	\$ 2.5 million	\$ 0.7 million
Miscellaneous household	\$ 10.8 million	\$ 1.7 million
Non-prescription drugs and supplies	\$ 3.9 million	\$ 1.0 million
Personal products	\$ 4.1 million	\$ 1.1 million
Home repair commodities	\$ 1.3 million	\$ 0.3 million

2004, University of Wisconsin-Milwaukee Employment and Training institute

## Density Strengths

There are 35,225 people living within Zip Code 53211 according to the 2000 Census, or 9,270 people per square mile.

## Average Annual Daily Traffic Counts

Intersection	Count
N. Oakland Avenue at E. Kensington Boulevard	8,500
N. Oakland Avenue, north of E. Capitol Drive	12,200
N. Oakland Avenue, south of E. Capitol Drive	16,400
N. Oakland Avenue, north of E. Edgewood Avenue	17,400
E. Capitol Drive (WB) at N. Wilson Drive	15,100
E. Capitol Drive (EB) at N. Wilson Drive	16,100
E. Capitol Drive (WB) at N. Oakland Avenue	12,400
E. Capitol Drive (EB) at N. Oakland Avenue	11,400
E. Capitol Drive east of N. Oakland Avenue	13,100
E. Capitol Drive east of N. Maryland Avenue	9,600
E. Capitol Drive at N. Downer Avenue	8,200

2004 Wisconsin Department of Transportation

## Shorewood Demographics

Description	Total	Percentage
Population	13,260	
Population by race		
White alone	11,824	89.1%
Black or African American alone	398	3.0%
American Indian and Alaska Native alone	39	0.3%
Asian alone	509	3.8%
Native Hawaiian and other Pacific Islander alone	7	0.1%
Some other race alone	145	1.1%
Two or more races	338	2.6%
Total households	6,361	
Tenure of occupied housing units		
Owner occupied	3,060	48.1%
Renter occupied	3,301	51.9%
Average household size	2.06	
Households by household income		
Income less than \$15,000	695	10.9%
Income \$15,000-\$24,999	569	9.0%
Income \$25,000-\$34,999	632	9.9%
Income \$35,000-\$49,999	1,034	16.3%
Income \$50,000-\$74,999	1,152	18.1%
Income \$75,000-\$99,999	808	12.7%
Income \$100,000-\$149,999	800	12.6%
Income \$150,000-\$249,999	405	6.4%
Income \$250,000-\$499,999	170	2.7%
Income \$500,000 and over	96	1.5%
Average household income	\$80,228	
Median household income	\$55,442	
Per Capita income estimate	\$38,558	

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