

ZIP: 90210 Beverly Hills, CA

Demographic Summary	2007	2012
Population	23,949	24,493
Households	9,460	9,625
Families	6,146	6,237
Median Age	46.4	47.8
Median Household Income	\$149,195	\$181,556

	Spending Potential Index	Average Amount Spent	Total
Products			
Coolant, Brake, Transmission Fluids	208	\$11.13	\$105,334
Gasoline	267	\$5,325.84	\$50,382,485
Motor Oil	213	\$32.29	\$305,459
Parts, Equipment, and Accessories	252	\$181.28	\$1,714,924
Tires	277	\$403.22	\$3,814,459
Vehicle Audio Equipment	279	\$5.72	\$54,068
Wax, Polish, etc.	257	\$19.15	\$181,203
Services			
Auto Repair Service Policy	317	\$44.22	\$418,351
Auto Service Club Membership	364	\$77.11	\$729,415
Air Conditioning Repair	281	\$65.04	\$615,312
Body Work and Painting	319	\$170.34	\$1,611,387
Brake Work	309	\$244.71	\$2,314,941
Clutch and Transmission Repair	295	\$198.56	\$1,878,413
Cooling System Repair	304	\$90.59	\$857,008
Drive Shaft and Rear-end Repair	328	\$35.45	\$335,341
Electrical System Repair	288	\$118.65	\$1,122,392
Exhaust System Repair	290	\$52.66	\$498,194
Front End Alignment, Wheel Balance/Rotation	283	\$44.85	\$424,306
Lube/Oil Change and Filters	270	\$257.77	\$2,438,517
Motor Repair and Replacement	295	\$342.86	\$3,243,410
Motor Tune-up	339	\$233.56	\$2,209,439
Shock Absorber Replacement	308	\$18.48	\$174,797
Steering and Front End Repair	303	\$73.36	\$693,955
Tire Repair and Other Repairs	325	\$228.44	\$2,161,013

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.