

ZIP: 90210 Beverly Hills, CA

Demographic Summary	2007	2012
Population	23,949	24,493
Population 18+	19,191	19,871
Households	9,460	9,625
Median Household Income	\$149,195	\$181,556

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	9,022	47.0%	147
HH owns a personal computer	8,216	86.8%	128
Purchased home PC in last 12 months	1,756	18.6%	124
Purchased home PC 1-2 years ago	2,814	29.7%	137
Purchased home PC 3-4 years ago	2,196	23.2%	127
Purchased home PC 5+ years ago	885	9.4%	119
Spent <\$500 on home PC	493	5.2%	73
Spent \$500-999 on home PC	1,478	15.6%	101
Spent \$1000-1499 on home PC	1,873	19.8%	116
Spent \$1500-1999 on home PC	1,492	15.8%	152
Spent \$2000-2999 on home PC	1,382	14.6%	195
Spent \$3000+ on home PC	700	7.4%	237
Purchased home PC at computer superstore	2,000	21.1%	148
Purchased home PC at department store	194	2.1%	54
Purchased home PC direct from manufacturer	2,022	21.4%	158
Purchased home PC at electronics store	874	9.2%	111
Purchased home PC on Internet	903	9.5%	149
Purchased home PC at warehouse discount outlet	264	2.8%	109
HH owns desktop PC	6,842	72.3%	124
HH owns laptop/notebook/tablet PC	2,508	26.5%	180
HH owns any Apple/Apple Mac clone brand PC	736	7.8%	200
HH owns any IBM/IBM compatible brand PC	7,207	76.2%	125
Brand of PC that HH owns: Compaq	952	10.1%	94
Brand of PC that HH owns: Dell	2,917	30.8%	170
Brand of PC that HH owns: Gateway	904	9.6%	108
Brand of PC that HH owns: Hewlett Packard	1,025	10.8%	89
Brand of PC that HH owns: IBM	522	5.5%	173
Child (under 18) uses home PC	2,296	24.3%	118
HH owns CD burner	3,286	34.7%	119
HH owns CD ROM drive	5,051	53.4%	122
HH owns DVD drive	2,701	28.6%	137
HH owns LAN/network interface card	1,439	15.2%	141
HH owns inkjet printer	4,814	50.9%	122
HH owns laser printer	1,722	18.2%	168
HH owns removable cartridge storage device	699	7.4%	111
HH owns scanner	2,914	30.8%	124
HH owns PC speakers	4,633	49.0%	122
HH owns tape backup	440	4.7%	130
HH owns software: accounting	1,525	16.1%	149
HH owns software: communications/fax	1,453	15.4%	151
HH owns software: database/filing	1,265	13.4%	140
HH owns software: desktop publishing	1,701	18.0%	129

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. A MPI of 100 represents the U.S. average.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	1,006	10.6%	97
HH owns software: entertainment/games	3,239	34.2%	111
HH owns software: personal finance/tax prep	2,132	22.5%	157
HH owns software: presentation graphics	1,070	11.3%	129
HH owns software: multimedia	1,516	16.0%	118
HH owns software: home networking	1,109	11.7%	147
HH owns software: spreadsheet	2,950	31.2%	145
HH owns software: utility	927	9.8%	143
HH owns software: web authoring	472	5.0%	128
HH owns software: word processing	4,384	46.3%	145
Spent \$500+ on software for home PC in last 12 mo	494	5.2%	202
Purchased computer book in last 12 months	830	8.8%	144
HH owns fax machine	2,992	31.6%	183
Purchased audio equipment in last 12 months	900	9.5%	115
Purchased cassette recorder/player in last 12 mo	93	1.0%	89
Purchased headphones in last 12 months	299	3.2%	135
HH owns camcorder	2,562	27.1%	129
Purchased camcorder in last 12 months	276	2.9%	119
HH owns digital camcorder	893	9.4%	168
HH owns CD player	5,382	56.9%	113
Purchased CD player in last 12 months	917	9.7%	113
HH owns DVD player	5,394	57.0%	116
Purchased DVD player in last 12 months	1,560	16.5%	114
HH owns 1 TV	1,686	17.8%	82
HH owns 2 TVs	2,348	24.8%	93
HH owns 3 TVs	2,221	23.5%	108
HH owns 4+ TVs	2,292	24.2%	125
HH owns color floor TV	4,302	45.5%	127
HH owns color portable TV	5,503	58.2%	97
HH owns miniature screen TV (under 13")	1,100	11.6%	112
HH owns regular screen TV (13"-26")	4,908	51.9%	102
Most recent TV purchase: regular screen (13"-26")	2,668	28.2%	95
HH owns large screen TV (27"-35")	4,954	52.4%	109
Most recent TV purchase: large screen (27"-35")	3,167	33.5%	96
HH owns VCR	6,425	67.9%	112
HH owns combination TV/VCR	1,728	18.3%	108
HH owns video game system	2,388	25.2%	86
Purchased video game system in last 12 months	568	6.0%	83
HH owns video game system: Game Boy	945	10.0%	117
HH owns video game system: Sony PlayStation	615	6.5%	76
Purchased 6+ video games in last 12 months	351	3.7%	69
HH owns modem/fax modem	3,347	35.4%	131
HH owns big screen TV (36"-42")	1,466	15.5%	139
Most recent TV purchase: big screen (36"-42")	985	10.4%	130
HH owns giant screen TV (over 42")	1,031	10.9%	129
Most recent TV purchase: giant screen (over 42")	751	7.9%	123
HH owns flat screen/plasma TV	1,176	12.4%	136
HH owns projection TV	650	6.9%	134
HH owns video game system: Game Boy Advance	772	8.2%	109
HH owns video game system: Nintendo GameCube	490	5.2%	109

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: PlayStation 2	1,044	11.0%	73
Bought video game system/12 mo: PlayStation 2	153	1.6%	55
HH owns video game system: Xbox	462	4.9%	84
Bought video game system/12 mo: Xbox	145	1.5%	96
HH owns MP3 player	814	8.6%	170
Purchased MP3 player in last 12 months	399	4.2%	195
HH owns Apple iPod	314	3.3%	219
Own Personal Digital Assistant (PDA)	2,637	13.7%	188
Bought PDA in last 12 months	454	2.4%	134
Have any access to the Internet	17,948	93.5%	118
Have access to Internet: at home	16,680	86.9%	139
Have access to Internet: at work	9,906	51.6%	147
Have access to Internet: at school/library	4,122	21.5%	87
Have access to Internet: not hm/work/school/library	3,509	18.3%	100
Use Internet less than once a week	576	3.0%	61
Use Internet 1-2 times per week	829	4.3%	63
Use Internet 3-6 times per week	2,225	11.6%	109
Use Internet once a day	5,450	28.4%	150
Use Internet more than once a day	6,870	35.8%	167
Any Internet or online usage in last 30 days	16,285	84.9%	133
Looked at/used any online service in last 30 days	14,227	74.1%	131
Looked at/used America Online (AOL) last 30 days	5,553	28.9%	142
Looked at/used Microsoft Network in last 30 days	2,978	15.5%	101
Used Internet in last 30 days: at home	14,904	77.7%	147
Used Internet in last 30 days: at work	9,143	47.6%	161
Used Internet in last 30 days: at school/library	1,225	6.4%	99
Used Internet/30 days: not home/work/school/library	1,615	8.4%	135
Internet last 30 days: used email	15,210	79.3%	147
Internet last 30 days: looked for employment	1,667	8.7%	90
Internet last 30 days: played games online	2,473	12.9%	78
Internet last 30 days: obtained new/used car info	2,351	12.3%	143
Internet last 30 days: made personal purchase	7,624	39.7%	174
Internet last 30 days: made business purchase	2,606	13.6%	184
Internet last 30 days: obtained real estate info	2,988	15.6%	168
Internet last 30 days: tracked investments	5,205	27.1%	250
Internet last 30 days: traded stocks/bonds/funds	1,807	9.4%	299
Internet last 30 days: made travel plans	6,240	32.5%	215
Internet last 30 days: visited chat room	800	4.2%	83
Ordered anything on Internet in last 12 months	9,155	47.7%	169
Ordered on Internet/12 mo: airline ticket	5,776	30.1%	219
Ordered on Internet/12 mo: CD/tape	1,455	7.6%	179
Ordered on Internet/12 mo: clothing	3,097	16.1%	167
Ordered on Internet/12 mo: computer	1,145	6.0%	194
Ordered on Internet/12 mo: computer peripheral	1,339	7.0%	203
Ordered on Internet/12 mo: flowers	1,290	6.7%	217
Ordered on Internet/12 mo: software	1,817	9.5%	200
Ordered on Internet/12 mo: ticket (concert/sports)	2,361	12.3%	193
Ordered on Internet/12 mo: toy	1,170	6.1%	188
Ordered on Internet/12 mo: video	839	4.4%	165
Purchased item from amazon.com in last 12 months	4,488	23.4%	226
Purchased item from barnes&noble.com in last 12 mo	1,311	6.8%	216

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased item from ebay.com in last 12 months	2,452	12.8%	156
Spent on Internet orders last 12 months: <\$100	972	5.1%	93
Spent on Internet orders last 12 months: \$100-199	1,140	5.9%	139
Spent on Internet orders last 12 months: \$200-499	1,599	8.3%	127
Spent on Internet orders last 12 months: \$500+	4,753	24.8%	227
Internet last 30 days: obtained medical info	4,038	21.0%	169
Internet last 30 days: obtained latest news	9,464	49.3%	156
Internet last 30 days: obtained sports news/info	5,166	26.9%	146
Purchased item from bestbuy.com in last 12 months	657	3.4%	173
Purchased item from walmart.com in last 12 months	254	1.3%	78
Pre-recorded video tapes rented/30 days: 1	702	3.7%	111
Pre-recorded video tapes rented/30 days: 2	924	4.8%	101
Pre-recorded video tapes rented/30 days: 3	539	2.8%	115
Pre-recorded video tapes rented/30 days: 4	493	2.6%	84
Pre-recorded video tapes rented/30 days: 5+	1,710	8.9%	102
DVDs rented in last 30 days: 1	929	4.8%	147
DVDs rented in last 30 days: 2	961	5.0%	94
DVDs rented in last 30 days: 3	674	3.5%	115
DVDs rented in last 30 days: 4	721	3.8%	115
DVDs rented in last 30 days: 5+	2,028	10.6%	98
Rented video tape/DVD last month: action/adventure	4,008	20.9%	91
Rented video tape/DVD last month: classic	1,116	5.8%	123
Rented video tape/DVD last month: comedy	4,582	23.9%	103
Rented video tape/DVD last month: drama	3,735	19.5%	123
Rented video tape/DVD last month: family/children	1,586	8.3%	93
Rented video tape/DVD last month: foreign	714	3.7%	217
Rented video tape/DVD last month: horror	921	4.8%	65
Rented video tape/DVD last month: science fiction	729	3.8%	73
Rented video tape/DVD last mo at Blockbuster Video	4,573	23.8%	142
Rented video tape/DVD last mo at Hollywood Video	880	4.6%	68
Pre-recorded video tapes purchased/30 days: 1	470	2.4%	81
Pre-recorded video tapes purchased/30 days: 2	550	2.9%	93
Pre-recorded video tapes purchased/30 days: 3-4	443	2.3%	84
Pre-recorded video tapes purchased/30 days: 5+	319	1.7%	63
Bought video tape/DVD last month: action/adventure	1,583	8.2%	89
Bought video tape/DVD last month: classic	606	3.2%	124
Bought video tape/DVD last month: comedy	1,559	8.1%	88
Bought video tape/DVD last month: drama	815	4.2%	81
Bought video tape/DVD last month: family/children	1,183	6.2%	91
Bought video tape/DVD last month: horror	292	1.5%	65
Bought video tape/DVD last month: science fiction	349	1.8%	80
Bought video tape/DVD last mo at Blockbuster Video	387	2.0%	78
Bought blank video tape in last 6 months	4,678	24.4%	109
Bought 7+ blank video tapes in last 6 months	1,186	6.2%	98
DVDs purchased in last 30 days: 1	1,372	7.1%	133
DVDs purchased in last 30 days: 2	742	3.9%	77
DVDs purchased in last 30 days: 3-4	797	4.2%	91
DVDs purchased in last 30 days: 5+	630	3.3%	66
Bought any camera in last 12 months	4,205	21.9%	120
Spent on cameras in last 12 months: <\$100	1,245	6.5%	79
Spent on cameras in last 12 months: \$100-199	374	1.9%	80

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Spent on cameras in last 12 months: \$200+	1,928	10.0%	201
Own APS (point & shoot or SLR) camera	1,464	7.6%	152
Own digital camera	6,305	32.9%	163
Bought digital camera in last 12 months	2,156	11.2%	178
Own instant developing camera	825	4.3%	118
Own 35mm auto focus point & shoot camera	2,479	12.9%	126
Own 35mm auto focus single lens reflex camera	1,135	5.9%	167
Own 35mm auto focus zoom camera	2,012	10.5%	95
Own 35mm single lens reflex camera	1,153	6.0%	127
Own Canon camera	3,596	18.7%	146
Own Fuji camera	1,253	6.5%	109
Bought Fuji camera in last 12 months	427	2.2%	84
Own Kodak camera	1,687	8.8%	72
Bought Kodak camera in last 12 months	640	3.3%	70
Own Minolta camera	1,535	8.0%	154
Own Nikon camera	1,596	8.3%	187
Own Olympus camera	2,090	10.9%	173
Own Pentax camera	681	3.5%	122
Own Polaroid camera	509	2.7%	81
Own Vivitar camera	312	1.6%	83
Bought disposable camera in last 12 months	1,704	8.9%	92
Bought APS disposable camera in last 12 months	792	4.1%	118
Bought 35mm disposable camera in last 12 months	944	4.9%	74
Bought any camera accessory in last 12 months	4,155	21.7%	121
Bought film in last 12 months	7,786	40.6%	112
Bought film in last 12 months: <3 rolls	2,015	10.5%	100
Bought film in last 12 months: 3-6 rolls	2,945	15.3%	116
Bought film in last 12 months: 7+ rolls	2,824	14.7%	115
Bought film in last 12 mo: APS (color prints)	734	3.8%	113
Bought film in last 12 mo: cartridge (color)	286	1.5%	80
Bought film in last 12 mo: instant developing	434	2.3%	129
Bought film in last 12 mo: 35mm (black & white)	527	2.7%	125
Bought film in last 12 mo: 35mm (color prints)	5,944	31.0%	118
Bought film in last 12 mo: 35mm (color slides)	337	1.8%	74
Bought Fuji film in last 12 months	2,215	11.5%	102
Bought Kodak film in last 12 months	5,558	29.0%	120
Bought store-brand film in last 12 months	331	1.7%	64
Purchased film in last 12 mo: camera store	892	4.6%	232
Purchased film in last 12 mo: department store	681	3.5%	57
Purchased film in last 12 mo: discount store	2,351	12.3%	90
Purchased film in last 12 mo: drug store	2,636	13.7%	153
Purchased film in last 12 mo: grocery store	1,410	7.3%	128
Purchased film in last 12 mo: 1 hour service store	346	1.8%	87
Purchased film in last 12 mo: warehouse/club store	995	5.2%	176
Had film processed at department store	393	2.0%	55
Had film processed at discount store	1,211	6.3%	75
Had film processed at drug store	2,316	12.1%	148
Had film processed at grocery store	744	3.9%	104
Had film processed at 1 hour service store	1,000	5.2%	153
Own cartridge camera	452	2.4%	133
Bought memory card for camera in last 12 months	1,450	7.6%	165
Own memory card for camera	3,240	16.9%	151

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