

**ZIP: 90210 Beverly Hills, CA**

<b>Demographic Summary</b>	<b>2007</b>	<b>2012</b>
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

	<b>Spending Potential Index</b>	<b>Average</b>	<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	351	\$17,258.98	\$163,269,932
Savings Accounts	359	\$37,749.84	\$357,113,487
U.S. Savings Bonds	349	\$2,258.88	\$21,368,986
Stocks, Bonds & Mutual Funds	426	\$144,238.02	\$1,364,491,635
<b>Annual Changes</b>			
Checking Accounts	999	\$144.85	\$1,370,308
Savings Accounts	625	-\$634.78	-\$6,005,047
U.S. Savings Bonds	496	\$478.12	\$4,523,029
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	408	\$2,788.03	\$26,374,808
Interest from Savings Accounts or Bonds	385	\$2,765.80	\$26,164,439
Retirement Plan Contributions	360	\$5,431.73	\$51,384,150
<b>Liabilities</b>			
Original Mortgage Amount	374	\$99,430.73	\$940,614,738
Vehicle Loan Amount <sup>1</sup>	261	\$9,441.79	\$89,319,377
<b>Amount Paid: Interest</b>			
Home Mortgage	356	\$15,539.64	\$147,004,987
Lump Sum Home Equity Loan	352	\$402.92	\$3,811,599
New Car/Truck/Van Loan	282	\$810.29	\$7,665,376
Used Car/Truck/Van Loan	224	\$573.85	\$5,428,590
<b>Amount Paid: Principal</b>			
Home Mortgage	355	\$6,317.99	\$59,768,159
Lump Sum Home Equity Loan	357	\$524.31	\$4,959,950
New Car/Truck/Van Loan	288	\$3,752.02	\$35,494,085
Used Car/Truck/Van Loan	221	\$2,009.89	\$19,013,593
Checking Account and Banking Service Charges	268	\$94.98	\$898,541
Finance Charges, excluding Mortgage/Vehicle	267	\$925.70	\$8,757,164

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

<sup>1</sup> **Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

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