

**ZIP: 90210 Beverly Hills, CA**

**2007 Housing Summary**

Housing Units	9,999
2007-2012 Percent Change	1.49%
Percent Occupied	94.6%
Percent Owner Occupied	75.1%
Median Home Value	\$1,000,001

**2007 Demographic Summary**

Population	23,949
Households	9,460
Families	6,146
Median Age	46.4
Median Household Income	\$149,195

	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Owned Dwellings</b>	363	\$40,341.32	\$381,628,852
Mortgage Interest	356	\$15,539.64	\$147,004,987
Mortgage Principal	355	\$6,317.99	\$59,768,159
Property Taxes	373	\$7,595.60	\$71,854,337
Homeowners Insurance	302	\$1,404.20	\$13,283,716
Ground Rent	287	\$188.74	\$1,785,510
Maintenance and Remodeling Services	399	\$7,883.92	\$74,581,866
Maintenance and Remodeling Materials	309	\$1,159.26	\$10,966,630
Property Management and Security	433	\$251.97	\$2,383,647
<b>Rented Dwellings</b>	225	\$7,737.50	\$73,196,703
Rent	225	\$7,495.81	\$70,910,393
Rent Received as Pay	211	\$109.61	\$1,036,923
Tenant Insurance	207	\$29.34	\$277,553
Maintenance and Repair Services	253	\$74.89	\$708,461
Maintenance and Repair Materials	219	\$27.84	\$263,373
<b>Owned Vacation Homes</b>	365	\$1,368.59	\$12,946,865
Mortgage Payment	398	\$612.65	\$5,795,709
Property Taxes	376	\$351.37	\$3,323,943
Homeowners Insurance	327	\$39.47	\$373,374
Maintenance and Remodeling	311	\$317.34	\$3,002,063
Property Management and Security	353	\$47.76	\$451,776
Housing While Attending School	320	\$316.41	\$2,993,211
<b>Household Operations</b>	328	\$4,791.84	\$45,330,760
Child Care	320	\$1,340.74	\$12,683,394
Care for Elderly and Handicapped	317	\$245.17	\$2,319,326
Appliance Rental and Repair	330	\$75.03	\$709,815
Computer Information Services	304	\$594.89	\$5,627,653
Home Security System Services	346	\$88.81	\$840,123
Non-apparel Household Laundry/Dry Cleaning	253	\$33.07	\$312,827
Housekeeping Services	433	\$594.03	\$5,619,533
Lawn & Garden	315	\$1,409.47	\$13,333,556
Moving/Storage/Freight Express	298	\$159.21	\$1,506,087
PC Repair (Personal Use)	312	\$17.77	\$168,085
Reupholstering/Furniture Repair	366	\$39.56	\$374,259
Termite/Pest Control	317	\$68.88	\$651,638
Water Softening Services	264	\$13.54	\$128,097
Other Home Services <sup>1</sup>	418	\$111.67	\$1,056,367

**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. Detail may not sum to totals due to rounding.

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

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	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	281	\$12,315.51	\$116,504,744
Bottled Gas	174	\$112.26	\$1,061,971
Electricity	263	\$4,175.04	\$39,495,915
Fuel Oil & Coal	474	\$417.84	\$3,952,748
Natural Gas	318	\$1,874.62	\$17,733,935
Telephone Services	274	\$4,174.91	\$39,494,664
Water and Other Public Services	298	\$1,526.70	\$14,442,621
Wood and Other Fuel <sup>2</sup>	241	\$34.13	\$322,890
<b>Housekeeping Supplies</b>	284	\$2,191.73	\$20,733,728
Laundry and Cleaning Supplies	261	\$589.39	\$5,575,611
Postage and Stationery	308	\$719.11	\$6,802,774
Other HH Products <sup>3</sup>	283	\$883.23	\$8,355,343
<b>Household Textiles</b>	328	\$456.06	\$4,314,349
Bathroom Linens	304	\$57.57	\$544,647
Bedroom Linens	314	\$197.13	\$1,864,861
Kitchen and Dining Room Linens	361	\$15.84	\$149,878
Curtains and Draperies	381	\$105.13	\$994,558
Slipcovers, Decorative Pillows	336	\$16.45	\$155,658
Materials for Slipcovers/Curtains	309	\$56.29	\$532,542
Other Linens	326	\$7.63	\$72,205
<b>Furniture</b>	335	\$2,148.89	\$20,328,541
Mattresses and Box Springs	320	\$261.18	\$2,470,760
Other Bedroom Furniture	320	\$387.25	\$3,663,365
Sofas	324	\$465.51	\$4,403,735
Living Room Tables and Chairs	330	\$290.44	\$2,747,591
Kitchen, Dining Room Furniture	376	\$298.33	\$2,822,194
Infant Furniture	302	\$36.83	\$348,456
Outdoor Furniture	398	\$100.47	\$950,427
Wall Units, Cabinets and Other Furniture <sup>4</sup>	339	\$308.88	\$2,922,013
<b>Major Appliances</b>	308	\$905.97	\$8,570,480
Dishwashers and Disposals	343	\$87.58	\$828,513
Refrigerators and Freezers	296	\$238.03	\$2,251,749
Clothes Washers	300	\$131.50	\$1,244,029
Clothes Dryers	290	\$89.18	\$843,601
Cooking Stoves and Ovens	326	\$164.20	\$1,553,354
Microwave Ovens	311	\$43.62	\$412,649
Window Air Conditioners	324	\$31.03	\$293,572
Electric Floor Cleaning Equipment	284	\$68.40	\$647,090
Sewing Machines and Miscellaneous Appliances	340	\$52.42	\$495,923

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	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	399	\$360.90	\$3,414,067
Housewares	290	\$304.39	\$2,879,490
Small Appliances	310	\$114.42	\$1,082,436
Window Coverings	372	\$125.54	\$1,187,574
Lamps and Other Lighting Fixtures	339	\$77.04	\$728,758
Infant Equipment	146	\$26.21	\$247,955
Rental of Furniture	164	\$8.78	\$83,034
Laundry and Cleaning Equipment	296	\$73.37	\$694,127
Closet and Storage Items	290	\$62.01	\$586,645
Luggage	351	\$36.16	\$342,088
Clocks and Other Household Decoratives	256	\$644.63	\$6,098,226
Telephones and Accessories	269	\$128.12	\$1,212,057
Telephone Answering Devices	276	\$3.83	\$36,268
Outdoor Equipment	262	\$137.31	\$1,298,927
Power Tools	231	\$118.19	\$1,118,058
Hand Tools	262	\$30.64	\$289,900
Office Furniture/Equipment for Home Use	355	\$73.22	\$692,664
Computers and Hardware for Home Use	315	\$689.26	\$6,520,400
Software and Accessories for Home Use	311	\$93.13	\$881,052
Other Household Items <sup>5</sup>	271	\$359.01	\$3,396,191

**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.

<sup>1</sup> **Other Home Services** includes miscellaneous home services and small repair jobs not already specified.

<sup>2</sup> **Wood and Other Fuel** includes wood, kerosene, and other fuels for owned and rented homes.

<sup>3</sup> **Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

<sup>4</sup> **Wall Units, Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

<sup>5</sup> **Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, calculators, and miscellaneous household equipment and parts.

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