

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	Percent
Total Expenditures	306	\$212,319.56	\$2,008,543,079	100.0%
Food	289	\$24,314.44	\$230,014,613	11.5%
Food at Home	282	\$14,213.83	\$134,462,846	6.7%
Food Away from Home	298	\$10,100.61	\$95,551,767	4.8%
Alcoholic Beverages	314	\$1,939.70	\$18,349,582	0.9%
Housing	320	\$62,079.32	\$587,270,375	29.2%
Shelter	331	\$49,763.81	\$470,765,631	23.4%
Utilities, Fuel and Public Services	281	\$12,315.51	\$116,504,744	5.8%
Household Operations	328	\$4,791.84	\$45,330,760	2.3%
Housekeeping Supplies	284	\$2,191.73	\$20,733,728	1.0%
Household Furnishings and Equipment	308	\$6,977.09	\$66,003,287	3.3%
Apparel and Services	283	\$7,789.19	\$73,685,708	3.7%
Transportation	283	\$31,352.33	\$296,593,067	14.8%
Travel	344	\$6,357.71	\$60,143,895	3.0%
Health Care	281	\$10,963.21	\$103,711,964	5.2%
Entertainment and Recreation	311	\$10,669.57	\$100,934,163	5.0%
Personal Care	310	\$2,560.48	\$24,222,185	1.2%
Education	339	\$4,346.86	\$41,121,298	2.0%
Smoking Products	239	\$1,154.20	\$10,918,725	0.5%
Miscellaneous ¹	280	\$3,594.23	\$34,001,392	1.7%
Support Payments/Cash Contributions/Gifts in Kind	340	\$7,483.10	\$70,790,091	3.5%
Life/Other Insurance	322	\$2,059.06	\$19,478,729	1.0%
Pensions and Social Security	323	\$21,695.51	\$205,239,523	10.2%

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.

¹ **Miscellaneous** includes lotteries, pari-mutuel losses, legal fees, funeral/cemetery expenses, safe deposit box rental, checking account/banking service charges, accounting fees, occupational expenses, expenses for other properties, credit card membership fees, shopping club membership fees, etc.

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