

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 Households	Percent	MPI
HH owns any pet	3,882	41.0%	101
HH owns any bird	237	2.5%	94
HH owns any cat	1,996	21.1%	99
HH owns any dog	2,478	26.2%	88
HH owns 1 cat	1,088	11.5%	102
HH owns 2+ cats	916	9.7%	94
HH owns 1 dog	1,754	18.5%	97
HH owns 2+ dogs	715	7.6%	69
HH used canned cat food in last 6 months	1,098	11.6%	105
HH used <4 cans of cat food in last 7 days	321	3.4%	79
HH used 8+ cans of cat food in last 7 days	359	3.8%	118
HH used packaged dry cat food in last 6 months	2,068	21.9%	99
HH used <4 pounds of packaged dry cat food last mo	726	7.7%	114
HH used 9+ pounds of packaged dry cat food last mo	782	8.3%	84
HH used packaged moist cat food in last 6 months	210	2.2%	79
HH used cat treats in last 6 months	812	8.6%	89
HH used cat litter in last 6 months	1,929	20.4%	106
HH used canned dog food in last 6 months	742	7.8%	73
HH used packaged dry dog food in last 6 months	2,481	26.2%	86
HH used <10 pounds of pkgd dry dog food last month	979	10.3%	79
HH used 25+ pounds of pkgd dry dog food last month	640	6.8%	68
HH used packaged moist dog food in last 6 months	214	2.3%	74
HH used dog biscuits/treats in last 6 months	2,096	22.2%	101
HH used <2 packages of dog biscuits/treats last mo	979	10.3%	93
HH used 3+ packages of dog biscuits/treats last mo	570	6.0%	92
HH used packaged dry cat/dog food in last 6 months	2,654	28.1%	101
HH used packaged moist cat/dog food in last 6 mo	262	2.8%	80
HH used flea/tick care prod for cat/dog last 12 mo	2,311	24.4%	92
HH member took pet to vet in last 12 mo: 1 time	921	9.7%	95
HH member took pet to vet in last 12 mo: 2 times	986	10.4%	118
HH member took pet to vet in last 12 mo: 3 times	463	4.9%	106
HH member took pet to vet in last 12 mo: 4 times	346	3.7%	109
HH member took pet to vet in last 12 mo: 5+ times	451	4.8%	104
Bought pet food from vet in last 12 months	514	5.4%	107
Bought flea control product from vet in last 12 mo	1,085	11.5%	92

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households.