

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
Entertainment Fees and Admissions	364	\$2,218.15	\$20,983,658
Admission to Movies, Theater, Opera, Ballet	344	\$516.12	\$4,882,532
Admission to Sporting Events, excl. Trips	334	\$191.85	\$1,814,865
Fees for Participant Sports, excl. Trips	343	\$388.96	\$3,679,568
Fees for Recreational Lessons	395	\$515.97	\$4,881,062
Social, Recreation, Civic Club Membership	382	\$605.25	\$5,725,631
Rental of Video Cassettes and DVDs	263	\$157.01	\$1,485,293
Toys & Games	283	\$514.10	\$4,863,354
Toys and Playground Equipment	282	\$494.33	\$4,676,406
Play Arcade Pinball/Video Games	307	\$19.76	\$186,948
Recreational Vehicles and Fees	328	\$1,490.52	\$14,100,284
Purchase or Rental of RVs or Boats	312	\$1,224.24	\$11,581,339
Docking and Landing Fees for Boats and Planes	394	\$34.59	\$327,243
Camp Fees	433	\$231.68	\$2,191,702
Sports, Recreation and Exercise Equipment	291	\$670.61	\$6,343,931
Exercise Equipment and Gear, Game Tables	298	\$278.36	\$2,633,309
Bicycles	301	\$58.93	\$557,503
Camping Equipment	242	\$43.74	\$413,793
Hunting and Fishing Equipment	236	\$131.52	\$1,244,136
Winter Sports Equipment	370	\$28.38	\$268,511
Water Sports Equipment	348	\$32.77	\$309,979
Other Sports Equipment	365	\$83.25	\$787,503
Rental/Repair of Equipment	366	\$13.66	\$129,197
Photographic Equipment and Supplies	303	\$415.63	\$3,931,819
Film	290	\$70.42	\$666,202
Film Processing	298	\$112.15	\$1,060,948
Photographic Equipment	314	\$135.02	\$1,277,273
Photographer Fees/Other Supplies & Equip Rental/Repair	303	\$98.03	\$927,396
Reading	322	\$684.89	\$6,479,015
Newspapers	331	\$278.00	\$2,629,877
Magazines	303	\$118.11	\$1,117,305
Books	323	\$288.78	\$2,731,833

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.