

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 Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	14,228	74.1%	104
Family restaurant/steak house last month: <2 times	5,802	30.2%	115
Family restaurant/steak house last month: 2-3 times	3,777	19.7%	99
Family restaurant/steak house last month: 4+ times	4,649	24.2%	98
Family restaurant/steak house last 6 months: breakfast	2,240	11.7%	91
Family restaurant/steak house last 6 months: lunch	4,824	25.1%	104
Family restaurant/steak house last 6 months: snack	563	2.9%	131
Family restaurant/steak house last 6 months: dinner	10,146	52.9%	102
Family restaurant/steak house last 6 months: weekday	8,056	42.0%	111
Family restaurant/steak house last 6 months: weekend	8,195	42.7%	99
Family restaurant/steak house last 6 months: Applebee's	3,760	19.6%	82
Family restaurant/steak house last 6 months: Bakers Square	391	2.0%	111
Family restaurant/steak house last 6 months: Bennigan's	1,073	5.6%	149
Family restaurant/steak house last 6 months: Big Boy	259	1.3%	59
Family restaurant/steak house last 6 months: Bob Evans Farm	586	3.1%	67
Family restaurant/steak house last 6 months: Cheesecake Factory	1,866	9.7%	240
Family restaurant/steak house last 6 months: Chili's Grill & Bar	2,501	13.0%	122
Family restaurant/steak house last 6 months: Cracker Barrel	1,492	7.8%	69
Family restaurant/steak house last 6 months: Denny's	1,668	8.7%	86
Family restaurant/steak house last 6 months: Friendly's	1,461	7.6%	185
Family restaurant/steak house last 6 months: Golden Corral	479	2.5%	31
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	2,260	11.8%	106
Family restaurant/steak house last 6 months: Lone Star Steakhouse	580	3.0%	78
Family restaurant/steak house last 6 months: Old Country Buffet	434	2.3%	57
Family restaurant/steak house last 6 months: Olive Garden	2,867	14.9%	99
Family restaurant/steak house last 6 months: Outback Steakhouse	3,089	16.1%	131
Family restaurant/steak house last 6 months: Perkins	463	2.4%	57
Family restaurant/steak house last 6 months: Ponderosa	229	1.2%	53
Family restaurant/steak house last 6 months: Red Lobster	2,026	10.6%	73
Family restaurant/steak house last 6 months: Red Robin	791	4.1%	116
Family restaurant/steak house last 6 months: Ruby Tuesday	1,140	5.9%	74
Family restaurant/steak house last 6 months: Ryan's	352	1.8%	38
Family restaurant/steak house last 6 months: Shoney's	277	1.4%	43
Family restaurant/steak house last 6 months: Sizzler	494	2.6%	94
Family restaurant/steak house last 6 months: T.G.I. Friday's	3,166	16.5%	152
Family restaurant/steak house last 6 months: Tony Roma's	714	3.7%	192
Went to fast food/drive-in restaurant in last 6 months	16,496	86.0%	97
Went to fast food/drive-in restaurant <4 times/month	6,159	32.1%	121

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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.

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to fast food/drive-in restaurant 4-8 times/month	5,270	27.5%	107
Went to fast food/drive-in restaurant 9+ times/month	5,069	26.4%	72
Fast food/drive-in last 6 months: breakfast	3,654	19.0%	76
Fast food/drive-in last 6 months: lunch	10,859	56.6%	98
Fast food/drive-in last 6 months: snack	3,469	18.1%	126
Fast food/drive-in last 6 months: dinner	8,180	42.6%	90
Fast food/drive-in last 6 months: weekday	12,204	63.6%	98
Fast food/drive-in last 6 months: weekend	7,729	40.3%	86
Decided to go to fast food/drive-in: self	9,763	50.9%	101
Decided to go to fast food/drive-in: other adult	5,666	29.5%	94
Decided to go to fast food/drive-in: child	1,137	5.9%	107
Fast food/drive-in last 6 months: A & W	439	2.3%	45
Fast food/drive-in last 6 months: Arby's	2,070	10.8%	54
Fast food/drive-in last 6 months: Blimpie Subs & Salads	564	2.9%	101
Fast food/drive-in last 6 months: Boston Market	2,357	12.3%	226
Fast food/drive-in last 6 months: Burger King	6,340	33.0%	87
Fast food/drive-in last 6 months: Captain D's	420	2.2%	44
Fast food/drive-in last 6 months: Carl's Jr.	1,801	9.4%	152
Fast food/drive-in last 6 months: Checkers	323	1.7%	54
Fast food/drive-in last 6 months: Chick-fil-A	1,680	8.8%	87
Fast food/drive-in last 6 months: Chuck E. Cheese's	724	3.8%	85
Fast food/drive-in last 6 months: Church's Fr. Chicken	422	2.2%	48
Fast food/drive-in last 6 months: Dairy Queen	2,121	11.1%	68
Fast food/drive-in last 6 months: Del Taco	579	3.0%	97
Fast food/drive-in last 6 months: Domino's Pizza	2,268	11.8%	82
Fast food/drive-in last 6 months: Dunkin' Donuts	3,598	18.7%	176
Fast food/drive-in last 6 months: Fuddruckers	1,071	5.6%	166
Fast food/drive-in last 6 months: Hardee's	442	2.3%	26
Fast food/drive-in last 6 months: Jack in the Box	1,874	9.8%	107
Fast food/drive-in last 6 months: KFC	4,003	20.9%	73
Fast food/drive-in last 6 months: Krystal's Hamburgers	286	1.5%	52
Fast food/drive-in last 6 months: Little Caesars	387	2.0%	44
Fast food/drive-in last 6 months: Long John Silver's	515	2.7%	36
Fast food/drive-in last 6 months: McDonald's	9,657	50.3%	90
Fast food/drive-in last 6 months: Papa John's	1,105	5.8%	65
Fast food/drive-in last 6 months: Pizza Hut	3,164	16.5%	67
Fast food/drive-in last 6 months: Popeyes	1,175	6.1%	88
Fast food/drive-in last 6 months: Sonic Drive-In	1,003	5.2%	44
Fast food/drive-in last 6 months: Steak n Shake	584	3.0%	65
Fast food/drive-in last 6 months: Subway	5,083	26.5%	96
Fast food/drive-in last 6 months: Taco Bell	5,330	27.8%	84
Fast food/drive-in last 6 months: Wendy's	5,519	28.8%	87
Fast food/drive-in last 6 months: Whataburger	418	2.2%	51
Fast food/drive-in last 6 months: White Castle	819	4.3%	99
Fast food/drive-in last 6 months: eat in	7,076	36.9%	101
Fast food/drive-in last 6 months: home delivery	1,840	9.6%	82
Fast food/drive-in last 6 months: take-out/drive-thru	7,984	41.6%	80
Fast food/drive-in last 6 months: take-out/walk-in	5,299	27.6%	123
Fast food/drive-in last 6 months: Panera Bread	1,845	9.6%	166
Fast food/drive-in last 6 months: Quiznos	2,419	12.6%	150

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