

ZIP: 90210 Beverly Hills, CA

Top Tapestry Segments:		Demographic Summary		
Top Rung	57.1%	Population	2007	2012
Laptops and Lattes	17.8%	Households	23,949	24,493
Connoisseurs	17.3%	Families	9,460	9,625
Retirement Communities	6.5%	Median Age	6,146	6,237
Metro Renters	1.3%	Median Household Income	46.4	47.8
			\$149,195	\$181,556

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	283	\$7,789.19	\$73,685,708
Men's	294	\$1,457.03	\$13,783,468
Women's	279	\$2,684.73	\$25,397,524
Children's	264	\$1,159.23	\$10,966,335
Footwear	249	\$1,265.02	\$11,967,093
Watches & Jewelry	349	\$690.55	\$6,532,592
Apparel Products and Services ¹	360	\$532.63	\$5,038,696
Computer			
Computers and Hardware for Home Use	315	\$689.26	\$6,520,400
Software and Accessories for Home Use	311	\$93.13	\$881,052
Entertainment & Recreation	311	\$10,669.57	\$100,934,163
Fees and Admissions	364	\$2,218.15	\$20,983,658
Membership Fees for Clubs ²	382	\$605.25	\$5,725,631
Fees for Participant Sports, excl. Trips	343	\$388.96	\$3,679,568
Admission to Movie/Theatre/Opera/Ballet	344	\$516.12	\$4,882,532
Admission to Sporting Events, excl. Trips	334	\$191.85	\$1,814,865
Fees for Recreational Lessons	395	\$515.97	\$4,881,062
TV/Video/Sound Equipment	288	\$3,352.59	\$31,715,509
Community Antenna or Cable Television	283	\$1,888.31	\$17,863,406
Color Televisions	314	\$432.56	\$4,091,983
VCRs, Video Cameras, and DVD Players	286	\$111.01	\$1,050,115
Video Cassettes and DVDs	271	\$164.78	\$1,558,797
Video Game Hardware and Software	278	\$91.33	\$863,985
Satellite Dishes	314	\$4.84	\$45,793
Rental of Video Cassettes and DVDs	263	\$157.01	\$1,485,293
Sound Equipment ³	307	\$485.79	\$4,595,581
Rental and Repair of TV/Sound Equipment	294	\$16.97	\$160,556
Pets	301	\$1,323.11	\$12,516,593
Toys and Games	283	\$514.10	\$4,863,354
Recreational Vehicles and Fees ⁴	328	\$1,490.52	\$14,100,284
Sports/Recreation/Exercise Equipment ⁵	291	\$670.61	\$6,343,931
Photo Equipment and Supplies ⁶	303	\$415.63	\$3,931,819
Reading ⁷	322	\$684.89	\$6,479,015
Food	289	\$24,314.44	\$230,014,613
Food at Home	282	\$14,213.83	\$134,462,846
Bakery and Cereal Products	284	\$2,048.50	\$19,378,813
Meat, Poultry, Fish, and Eggs	279	\$3,679.21	\$34,805,281
Dairy Products	284	\$1,563.00	\$14,785,970
Fruit and Vegetables	294	\$2,579.54	\$24,402,451
Snacks and Other Food at Home ⁸	277	\$4,343.59	\$41,090,331
Food Away from Home	298	\$10,100.61	\$95,551,767
Alcoholic Beverages	314	\$1,939.70	\$18,349,582
Nonalcoholic Beverages at Home	273	\$1,189.11	\$11,249,018

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	408	\$6,087.12	\$57,584,146
Vehicle Loans	260	\$15,954.71	\$150,931,597
Health			
Nonprescription Drugs	266	\$324.30	\$3,067,869
Prescription Drugs	259	\$1,494.53	\$14,138,290
Eyeglasses and Contact Lenses	298	\$247.83	\$2,344,439
Home			
Mortgage Payment and Basics ⁹	357	\$31,046.16	\$293,696,709
Maintenance and Remodeling Services	399	\$7,883.92	\$74,581,866
Maintenance and Remodeling Materials ¹⁰	309	\$1,159.26	\$10,966,630
Utilities, Fuel, and Public Services	281	\$12,315.51	\$116,504,744
Household Furnishings and Equipment			
Household Textiles ¹¹	328	\$456.06	\$4,314,349
Furniture	335	\$2,148.89	\$20,328,541
Floor Coverings	399	\$360.90	\$3,414,067
Major Appliances ¹²	308	\$905.97	\$8,570,480
Housewares ¹³	290	\$304.39	\$2,879,490
Small Appliances	310	\$114.42	\$1,082,436
Luggage	351	\$36.16	\$342,088
Telephones and Accessories	269	\$128.12	\$1,212,057
Household Operations			
Child Care	320	\$1,340.74	\$12,683,394
Lawn and Garden ¹⁴	315	\$1,409.47	\$13,333,556
Moving/Storage/Freight Express	298	\$159.21	\$1,506,087
Housekeeping Supplies ¹⁵	284	\$2,191.73	\$20,733,728
Insurance			
Owners and Renters Insurance	299	\$1,433.54	\$13,561,269
Vehicle Insurance	290	\$4,237.61	\$40,087,775
Life/Other Insurance	322	\$2,059.06	\$19,478,729
Health Insurance	282	\$5,539.19	\$52,400,709
Personal Care Products ¹⁶	287	\$1,357.82	\$12,844,970
School Books and Supplies ¹⁷	256	\$309.08	\$2,923,911
Smoking Products	239	\$1,154.20	\$10,918,725
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	276	\$15,871.06	\$150,140,241
Gasoline and Motor Oil	266	\$5,418.72	\$51,261,062
Vehicle Maintenance and Repairs	296	\$3,150.51	\$29,803,859
Travel			
Airline Fares	362	\$1,478.56	\$13,987,196
Lodging on Trips	357	\$1,456.85	\$13,781,783
Auto/Truck/Van Rental on Trips	376	\$163.84	\$1,549,887
Food and Drink on Trips	334	\$1,573.86	\$14,888,715

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 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.

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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.