

ZIP: 90210 Beverly Hills, CA

Demographic Summary	2007	2012
Population	23,949	24,493
Total Number of Adults	19,191	19,871
Households	9,460	9,625
Median Household Income	\$149,195	\$181,556

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	9,949	51.8%	104
Bought any women's apparel in last 12 months	8,640	45.0%	100
Bought apparel for child <13 in last 6 months	4,708	24.5%	89
Bought any shoes in last 12 months	9,563	49.8%	99
Bought costume jewelry in last 12 months	4,235	22.1%	114
Bought any fine jewelry in last 12 months	4,630	24.1%	103
Bought a watch in last 12 months	4,261	22.2%	94
Automobiles (Households)			
HH owns/leases any vehicle	8,443	89.2%	103
HH bought new vehicle in last 12 months	1,599	16.9%	157
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	17,195	89.6%	103
Bought/changed motor oil	7,165	37.3%	74
Had tune-up	6,484	33.8%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	12,612	65.7%	119
Drank regular cola in last 6 months	8,353	43.5%	78
Drank beer/ale in last 6 months	9,472	49.4%	115
Cameras & Film (Adults)			
Bought any camera in last 12 months	4,205	21.9%	120
Bought film in last 12 months	7,786	40.6%	112
Bought digital camera in last 12 months	2,156	11.2%	178
Bought memory card for camera in last 12 months	1,450	7.6%	165
Computers (Households)			
HH owns a personal computer	8,216	86.8%	128
HH spent <\$500 on home PC	493	5.2%	73
HH spent \$500-\$999 on home PC	1,478	15.6%	101
HH spent \$1000-\$1499 on home PC	1,873	19.8%	116
HH spent \$1500-\$1999 on home PC	1,492	15.8%	152
HH spent \$2000-\$2999 on home PC	700	7.4%	237
HH spent \$3000+ on home PC	700	7.4%	237
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	10,062	52.4%	91
Bought cigarettes at convenience store in last 30 days	1,305	6.8%	47
Bought gas at convenience store in last 30 days	3,333	17.4%	54
Spent at convenience store in last 30 days: <\$20	2,514	13.1%	138
Spent at convenience store in last 30 days: \$20-39	1,874	9.8%	90
Spent at convenience store in last 30 days: \$40+	3,869	20.2%	65

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs 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/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended movies in last 6 months	13,973	72.8%	122
Went to live theater in last 6 months	5,837	30.4%	222
Attended a music performance in last 12 months	6,806	35.5%	153
Went to a bar/night club in last 12 months	4,259	22.2%	114
Gambled at a casino in last 12 months	4,291	22.4%	125
Rented 1 pre-recorded video tapes in last 30 days	702	3.7%	111
Rented 1 DVD in last 30 days	929	4.8%	147
Purchased 1 DVD in last 30 days	1,372	7.1%	133
Spent on toys/games in last 12 months: <\$50	837	4.4%	72
Spent on toys/games in last 12 months: \$50-\$99	397	2.1%	74
Spent on toys/games in last 12 months: \$100-\$199	1,476	7.7%	105
Spent on toys/games in last 12 months: \$200-\$499	1,955	10.2%	100
Spent on toys/games in last 12 months: \$500+	1,119	5.8%	106
Financial (Adults)			
Have home mortgage (1st)	4,428	23.1%	151
Used ATM/cash machine in last 12 months	11,665	60.8%	134
Own any stock	3,990	20.8%	219
Own shares in mutual fund (stock)	3,639	19.0%	201
Own shares in mutual fund (bonds)	1,793	9.3%	178
Own any credit/debit card (in own name)	16,168	84.2%	123
Used discount brokerage firm in last 12 months	922	4.8%	234
Used full service brokerage firm in last 12 months	2,252	11.7%	188
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	12,780	66.6%	97
Used bread in last 6 months	18,383	95.8%	99
Used chicken/turkey (fresh or frozen) in last 6 months	13,945	72.7%	100
Used fish/seafood (fresh or frozen) in last 6 months	9,870	51.4%	105
Used fresh fruit/vegetables in last 6 months	16,696	87.0%	103
Used fresh milk in last 6 months	17,224	89.8%	99
Health (Adults)			
Exercise at home 2+ times per week	6,797	35.4%	128
Exercise at club 2+ times per week	3,818	19.9%	187
Visited a doctor in last 12 months	16,691	87.0%	110
Home (Households)			
Any home improvement in last 12 months	3,459	36.6%	114
Used housekeeper/maid/professional cleaning service in last 12 months	3,011	31.8%	214
Purchased any HH furnishing in last 12 months	3,221	34.0%	117
Purchased bedding/bath goods in last 12 months	4,876	51.5%	101
Purchased cooking/serving product in last 12 months	2,473	26.1%	105
Bought any kitchen appliance in last 12 months	1,573	16.6%	95
Insurance (Adults)			
Currently carry any life insurance	10,079	52.5%	106
Have medical/hospital/accident insurance	14,906	77.7%	114
Carry homeowner insurance	12,283	64.0%	121
Carry renter insurance	1,074	5.6%	108

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Pets (Households)			
HH owns any pet	3,882	41.0%	101
HH owns any cat	1,996	21.1%	99
HH owns any dog	2,478	26.2%	88
Reading Materials (Adults)			
Bought book in last 12 months	12,450	64.9%	129
Read any daily newspaper	12,698	66.2%	140
Heavy magazine reader	5,997	31.2%	157
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	5,802	30.2%	115
Went to family restaurant/steak house last mo: 2-3 times	3,777	19.7%	99
Went to family restaurant/steak house last mo: 4+ times	4,649	24.2%	98
Went to fast food/drive-in restaurant in last 6 mo	16,496	86.0%	97
Fast food/drive-in last 6 mo: eat in	7,076	36.9%	101
Fast food/drive-in last 6 mo: home delivery	1,840	9.6%	82
Fast food/drive-in last 6 mo: take-out/drive-thru	7,984	41.6%	80
Fast food/drive-in last 6 mo: take-out/walk-in	5,299	27.6%	123
Telephones & Service (Households)			
HH owns in-home cordless telephone	6,949	73.5%	115
HH owns cellular phone	8,188	86.6%	122
HH average monthly long distance phone bill: <\$16	2,681	28.3%	93
HH average monthly long distance phone bill: \$16-25	1,645	17.4%	121
HH average monthly long distance phone bill: \$26-59	1,814	19.2%	161
HH average monthly long distance phone bill: \$60-99	514	5.4%	138
HH average monthly long distance phone bill: \$100+	379	4.0%	235
HH average monthly cell/digital phone bill: <\$25	709	7.5%	108
HH average monthly cell/digital phone bill: \$25-\$49	2,497	26.4%	113
HH average monthly cell/digital phone bill: \$50-\$74	1,748	18.5%	115
HH average monthly cell/digital phone bill: \$75-\$99	706	7.5%	112
HH average monthly cell/digital phone bill: \$100+	1,017	10.8%	167
Television & Sound Equipment (Households)			
HH owns 1 TV	1,686	17.8%	82
HH owns 2 TVs	2,348	24.8%	93
HH owns 3 TVs	2,221	23.5%	108
HH owns 4+ TVs	2,292	24.2%	125
HH subscribes to cable TV	7,147	75.5%	124
HH purchased audio equipment in last 12 months	900	9.5%	115
HH purchased camcorder in last 12 months	276	2.9%	119
HH purchased CD player in last 12 months	917	9.7%	113
HH purchased MP3 player in last 12 months	399	4.2%	195

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Travel (Adults)			
Domestic travel in last 12 months	14,176	73.9%	136
Took 3+ domestic trips by plane in last 12 months	4,708	24.5%	331
Spent on domestic vacations last 12 mo: <\$1000	2,617	13.6%	96
Spent on domestic vacations last 12 mo: \$1000-\$1499	1,775	9.2%	127
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,509	7.9%	184
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,526	8.0%	200
Spent on domestic vacations last 12 mo: \$3000+	1,983	10.3%	248
Foreign travel in last 3 years	9,388	48.9%	207
Took 3+ foreign trips by plane in last 3 years	2,962	15.4%	349
Spent on foreign vacations last 12 mo: <\$1000	1,596	8.3%	167
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,958	10.2%	253
Spent on foreign vacations: \$3000+	2,459	12.8%	339