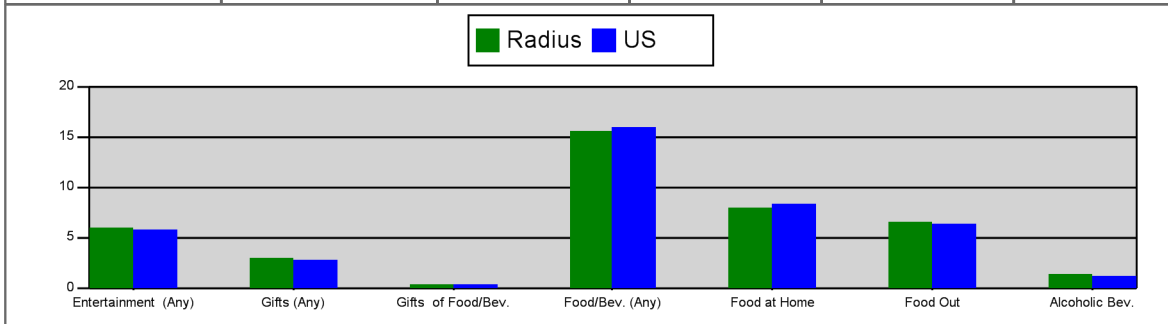


Requestor Name: monty
 Location Name: kansas
 Address: 21521 w 53rd street
 ZIP Code: 66226
 Radius: 5 Miles
 Request Date: 2/13/2007
 Order ID: 55555

Total Consumer Expenditure

Expenditure Category	Radius Expenditures (\$)	% All Radius Expenditures	US Expenditures (\$)	% All US Expenditures	Index
Entertainment (Any)	48,683,550	5.85	328,633,129,016	5.77	101
Gifts (Any)	23,796,880	2.86	155,809,931,782	2.74	104
Gifts of Food/Bev.	2,226,483	0.27	14,422,248,229	0.25	108
Food/Bev. (Any)	129,410,051	15.55	906,048,642,146	15.91	97
Food at Home	65,474,396	7.87	472,792,988,530	8.31	94
Food Out	53,644,719	6.44	363,729,838,379	6.39	100
Alcoholic Bev.	10,290,934	1.24	69,525,815,237	1.22	101

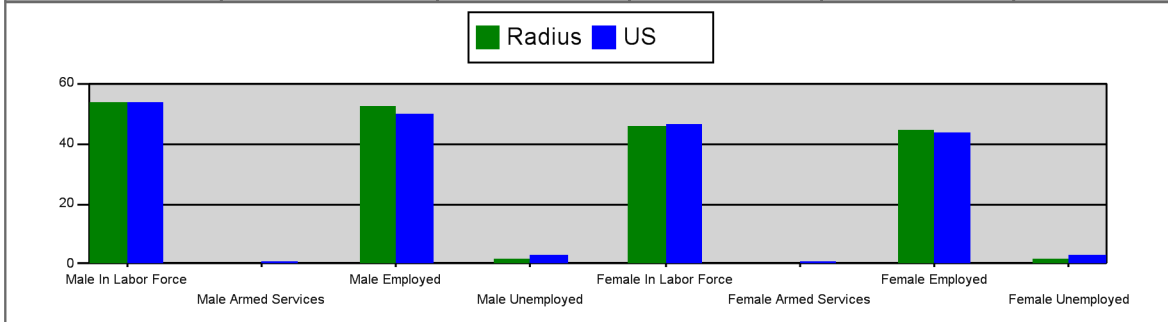


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Requestor Name: monty
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 Order ID: 55555

Labor Analysis

Labor Force	Radius Labor Force	% Radius Labor Force	US Labor Force	% US Labor Force	Index
Male In Labor Force	7,992	53.98	74,380,408	53.58	100
Male Armed Services		0.00	989,023	0.71	0
Male Employed	7,773	52.50	69,191,475	49.84	105
Male Unemployed	219	1.48	4,199,910	3.03	48
Female In Labor Force	6,814	46.02	64,449,326	46.42	99
Female Armed Services		0.00	163,954	0.12	0
Female Employed	6,617	44.69	60,537,826	43.61	102
Female Unemployed	197	1.33	3,747,546	2.70	49

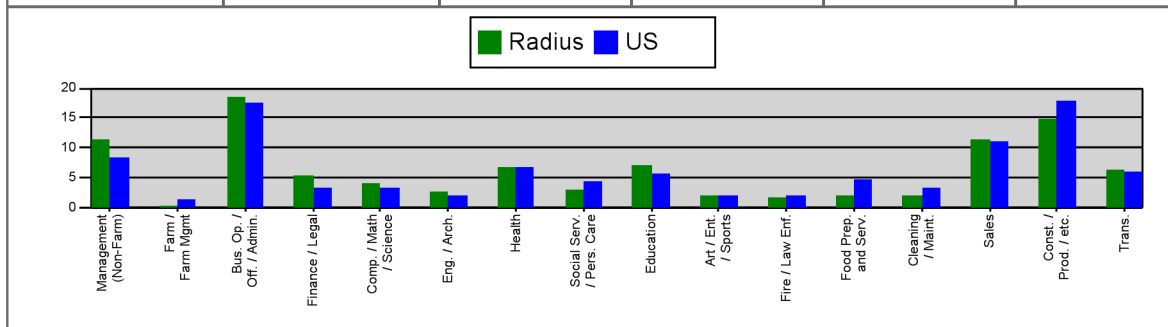


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Requestor Name: monty
 Location Name: kansas
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 Radius: 5 Miles
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 Order ID: 55555

Occupation

Occupation	Radius Population Age 16+	% Radius Population Age 16+	US Population Age 16+	% US Population 16+	Index
Management (Non-Farm)	1,667	11.58	11,119,846	8.57	135
Farm / Farm Mgmt	69	0.48	1,726,353	1.33	36
Bus. Op. / Off. / Admin.	2,659	18.48	22,731,488	17.52	105
Finance / Legal	778	5.41	4,253,140	3.28	164
Comp. / Math / Science	581	4.04	4,373,267	3.37	119
Eng. / Arch.	401	2.79	2,661,622	2.05	136
Health	950	6.60	8,563,772	6.60	100
Social Serv. / Pers. Care	433	3.01	5,576,557	4.30	70
Education	1,033	7.18	7,331,939	5.65	127
Art / Ent. / Sports	272	1.89	2,483,818	1.91	98
Fire / Law Enf.	241	1.67	2,551,664	1.96	85
Food Prep. and Serv.	314	2.18	6,250,330	4.82	45
Cleaning / Maint.	274	1.90	4,255,309	3.28	57
Sales	1,666	11.58	14,594,094	11.25	102
Const. / Prod. / etc.	2,111	14.67	23,288,504	17.95	81
Trans.	941	6.54	7,967,598	6.14	106

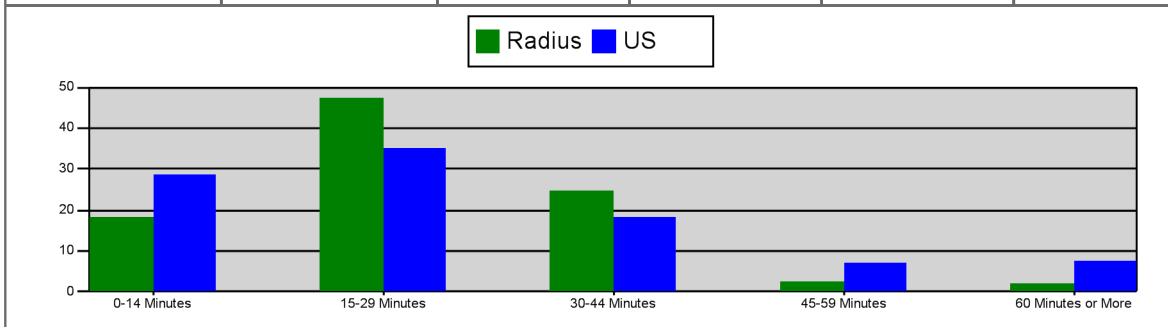


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Requestor Name: monty
 Location Name: kansas
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 Order ID: 55555

Travel Time To Work

Travel Time To Work	Radius Travel Time To Work	% Radius Travel Time To Work	US Travel Time To Work	% US Travel Time To Work	Index
0-14 Minutes	2,674	18.58	37,227,725	28.44	65
15-29 Minutes	6,824	47.42	45,717,895	34.93	135
30-44 Minutes	3,534	24.56	24,183,799	18.48	132
45-59 Minutes	377	2.62	9,387,419	7.17	36
60 Minutes or More	309	2.15	10,097,112	7.71	27

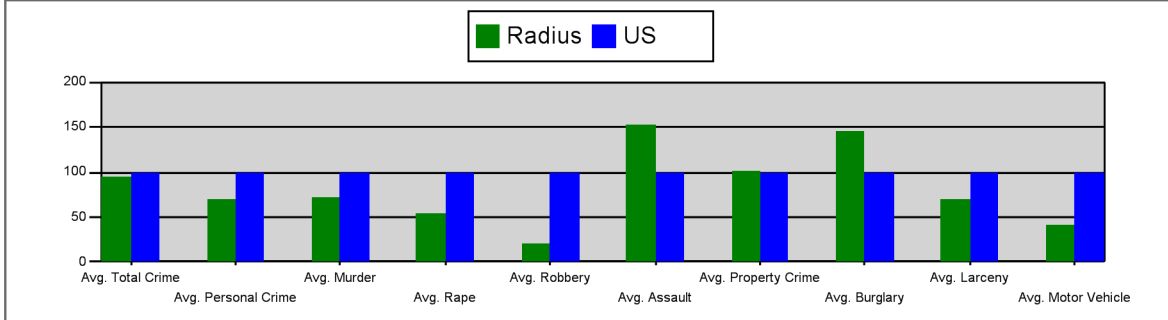


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Requestor Name: monty
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 Radius: 5 Miles
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 Order ID: 55555

Crime Risk Index

Crime Risk Index	Radius Crime Risk Index	US Crime Risk Index
Avg. Total Crime	93.81	100.00
Avg. Personal Crime	69.31	100.00
Avg. Murder	72.32	100.00
Avg. Rape	55.53	100.00
Avg. Robbery	20.11	100.00
Avg. Assault	151.80	100.00
Avg. Property Crime	100.54	100.00
Avg. Burglary	146.55	100.00
Avg. Larceny	69.70	100.00
Avg. Motor Vehicle	40.00	100.00

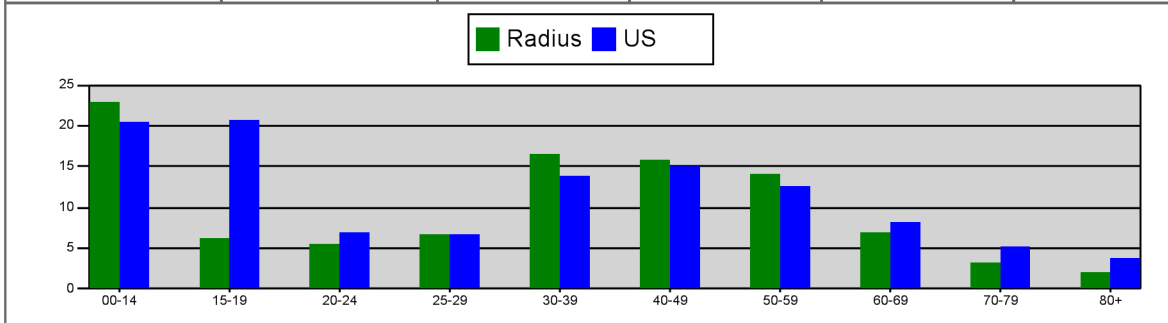


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Requestor Name: monty
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 Order ID: 55555

Population by Age

Age Range	Radius Population	% Radius Population	US Population	% US Population	Index
00-14	8,160	22.88	60,988,794	20.39	112
15-19	2,217	6.22	61,605,385	20.60	30
20-24	1,950	5.47	20,989,714	7.02	77
25-29	2,423	6.79	20,232,767	6.76	100
30-39	5,923	16.61	41,122,685	13.75	120
40-49	5,658	15.87	44,831,488	14.99	105
50-59	5,028	14.10	38,072,451	12.73	110
60-69	2,462	6.90	24,708,101	8.26	83
70-79	1,141	3.20	16,004,227	5.35	59
80+	700	1.96	11,114,152	3.72	52

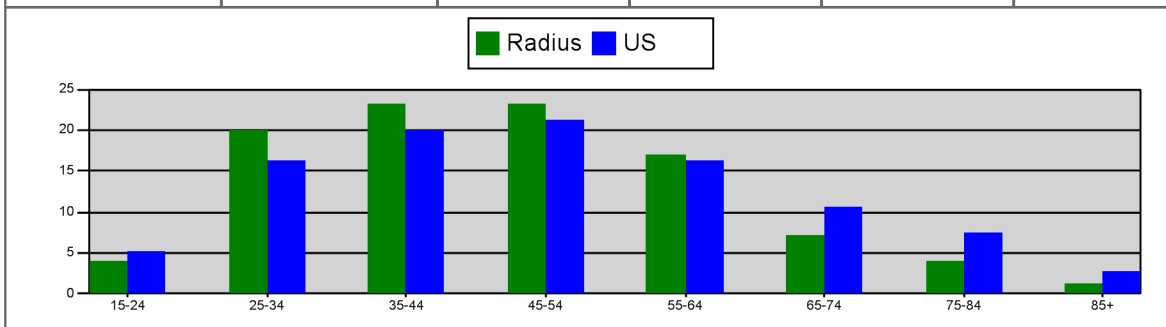


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Requestor Name: monty
 Location Name: kansas
 Address: 21521 w 53rd street
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 Radius: 5 Miles
 Request Date: 2/13/2007
 Order ID: 55555

Age of the Head of household

Age Range	Radius Households	% Radius Households	US Households	% US Households	Index
15-24	535	4.08	5,809,384	5.20	78
25-34	2,616	19.93	18,202,111	16.28	122
35-44	3,033	23.11	22,467,878	20.09	115
45-54	3,050	23.24	23,808,809	21.29	109
55-64	2,228	16.97	18,135,659	16.22	104
65-74	958	7.30	11,937,784	10.68	68
75-84	535	4.08	8,401,042	7.51	54
85+	171	1.30	3,063,712	2.74	47

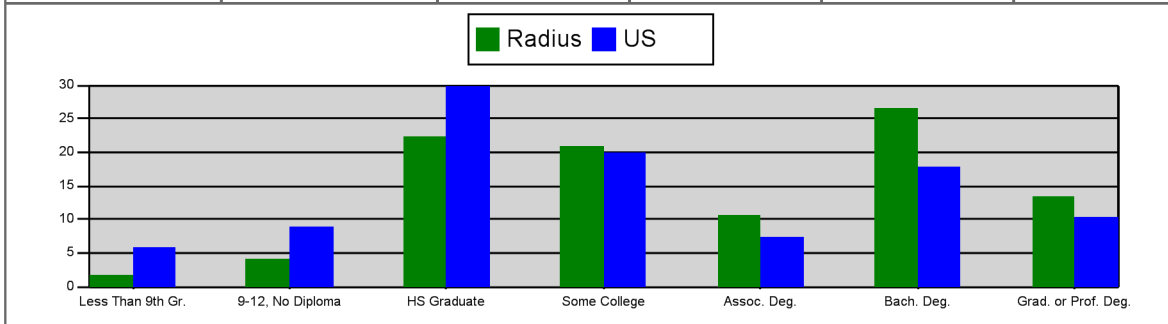


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Requestor Name: monty
 Location Name: kansas
 Address: 21521 w 53rd street
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 Request Date: 2/13/2007
 Order ID: 55555

Population Age 25+ Maximum Education

Max. Education Level	Radius Age 25+ Population	% Radius Age 25+ Population	US Age 25+ Population	% US Age 25+ Population	Index
Less Than 9th Gr.	407	1.74	11,303,796	5.76	30
9-12, No Diploma	973	4.17	17,430,899	8.89	46
HS Graduate	5,249	22.49	58,522,771	29.85	75
Some College	4,898	20.99	39,084,668	19.93	105
Assoc. Deg.	2,504	10.73	14,548,293	7.42	144
Bach. Deg.	6,213	26.63	35,038,760	17.87	149
Grad. or Prof. Deg.	3,091	13.25	20,156,684	10.27	129

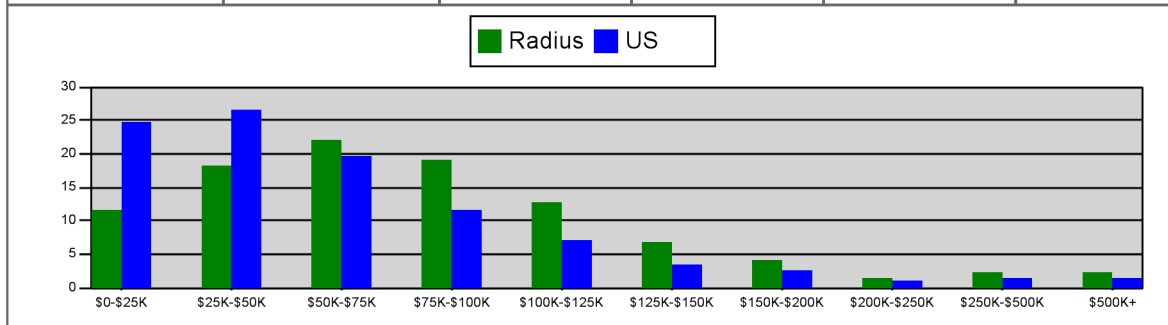


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Requestor Name: monty
 Location Name: kansas
 Address: 21521 w 53rd street
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 Radius: 5 Miles
 Request Date: 2/13/2007
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Household Income

Income Range	Radius Households	% Radius Households	US Households	% US Households	Index
\$0-\$25K	1,533	11.68	27,844,763	24.90	46
\$25K-\$50K	2,375	18.09	29,723,526	26.58	68
\$50K-\$75K	2,887	21.99	21,959,558	19.64	111
\$75K-\$100K	2,491	18.98	13,059,149	11.68	162
\$100K-\$125K	1,659	12.64	7,930,980	7.09	178
\$125K-\$150K	877	6.68	4,023,341	3.60	185
\$150K-\$200K	520	3.96	3,317,405	2.67	148
\$200K-\$250K	200	1.52	1,157,436	1.04	146
\$250K-\$500K	283	2.16	1,419,812	1.27	170
\$500K+	301	2.29	1,390,409	1.24	184

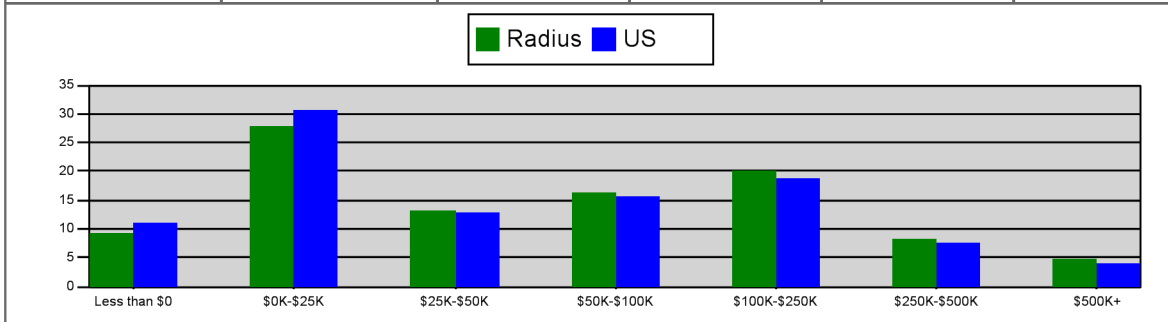


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Household Net Worth

Net Worth Range	Radius Households	% Radius Households	US Households	% US Households	Index
Less than \$0	1,272	9.33	12,736,922	10.92	85
\$0K-\$25K	3,820	28.03	35,657,719	30.57	91
\$25K-\$50K	1,776	13.03	14,749,424	12.65	103
\$50K-\$100K	2,225	16.32	18,352,912	15.74	103
\$100K-\$250K	2,742	20.12	21,760,348	18.66	107
\$250K-\$500K	1,129	8.28	8,641,070	7.41	111
\$500K+	666	4.89	4,729,902	4.06	120

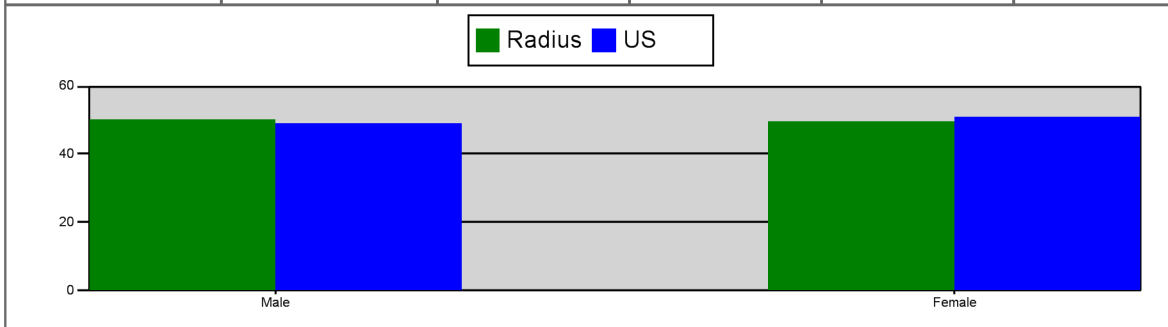


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Requestor Name: monty
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Population Gender

Gender	Radius Population	% Radius Population	US Population	% US Population	Index
Male	17,892	50.17	147,432,321	49.29	101
Female	17,770	49.83	151,655,844	50.71	98

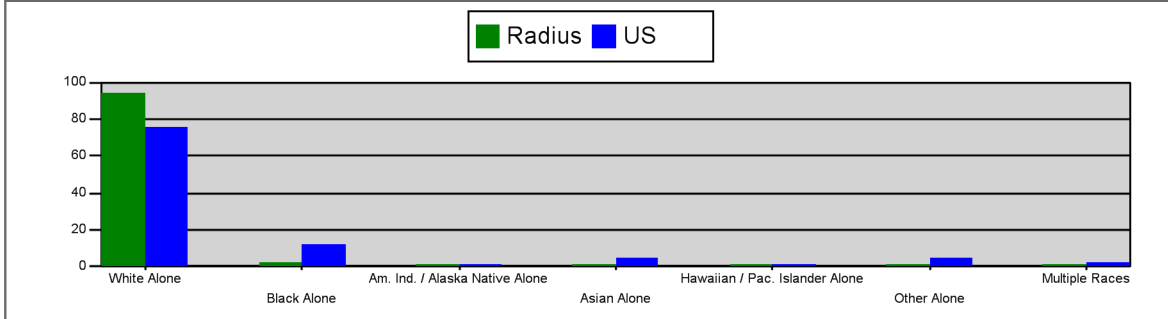


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Population Race

Race	Radius Population	% Radius Population	US Population	% US Population	Index
White Alone	33,460	93.83	226,873,877	75.86	123
Black Alone	739	2.07	36,085,270	12.07	17
Am. Ind. / Alaska Native Alone	176	0.49	2,112,362	0.70	70
Asian Alone	432	1.21	13,478,516	4.50	26
Hawaiian / Pac. Islander Alone	17	0.05	428,124	0.14	35
Other Alone	403	1.13	13,412,925	4.48	25
Multiple Races	435	1.22	6,689,872	2.24	54

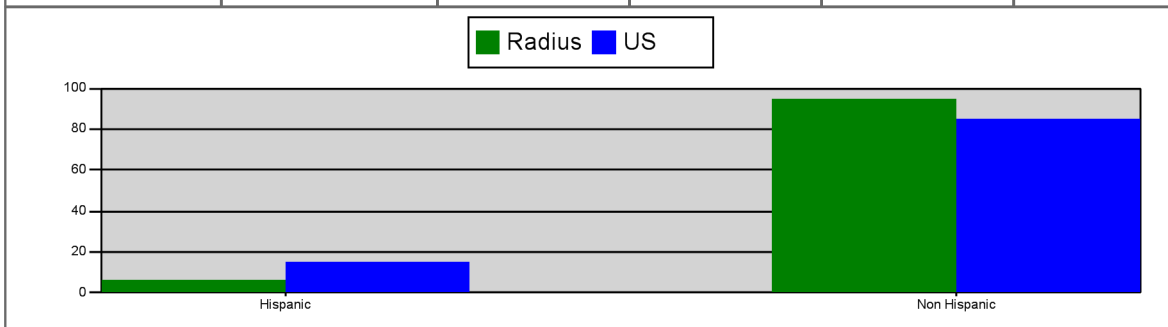


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Population Hispanic Ethnicity

Ethnicity	Radius Population	% Radius Population	US Population	% US Population	Index
Hispanic	2,067	5.80	44,693,849	14.94	38
Non Hispanic	33,595	94.20	254,394,263	85.06	110

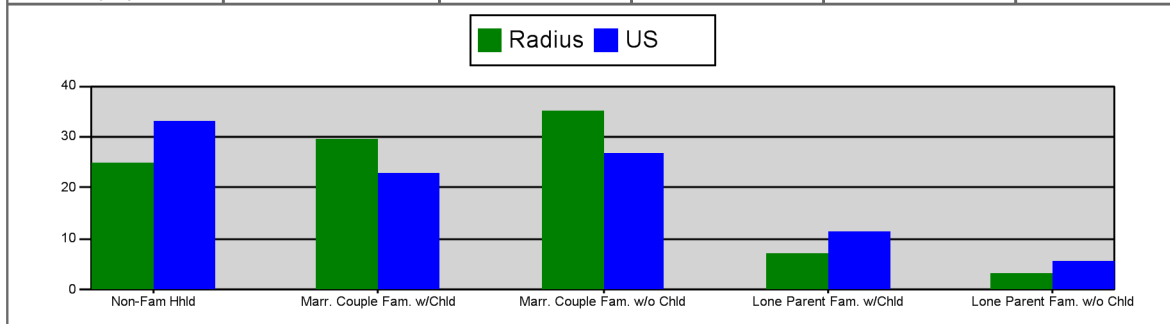


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 Location Name: kansas
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Household Type

Household Type	Radius Households	% Radius Households	US Households	% US Households	Index
Non-Fam Hhld	3,265	24.87	37,071,898	33.15	75
Marr. Couple Fam. w/Chld	3,869	29.48	25,597,705	22.89	128
Marr. Couple Fam. w/o Chld	4,620	35.20	29,874,921	26.72	131
Lone Parent Fam. w/Chld	963	7.34	12,895,684	11.53	63
Lone Parent Fam. w/o Chld	409	3.12	6,386,172	5.71	54

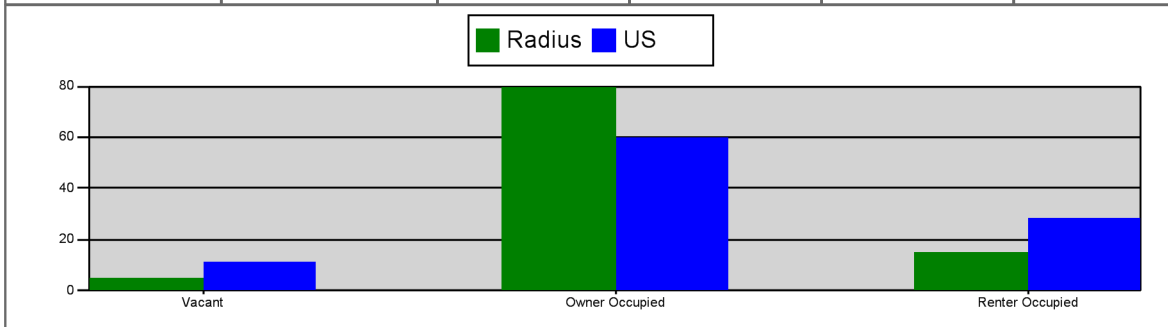


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Dwelling Type

Dwelling Type	Radius Dwellings	% Radius Dwellings	US Dwellings	% US Dwellings	Index
Vacant	736	5.31	14,069,394	11.18	47
Owner Occupied	11,058	79.77	75,521,337	59.99	132
Renter Occupied	2,068	14.92	36,305,043	28.84	51



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