

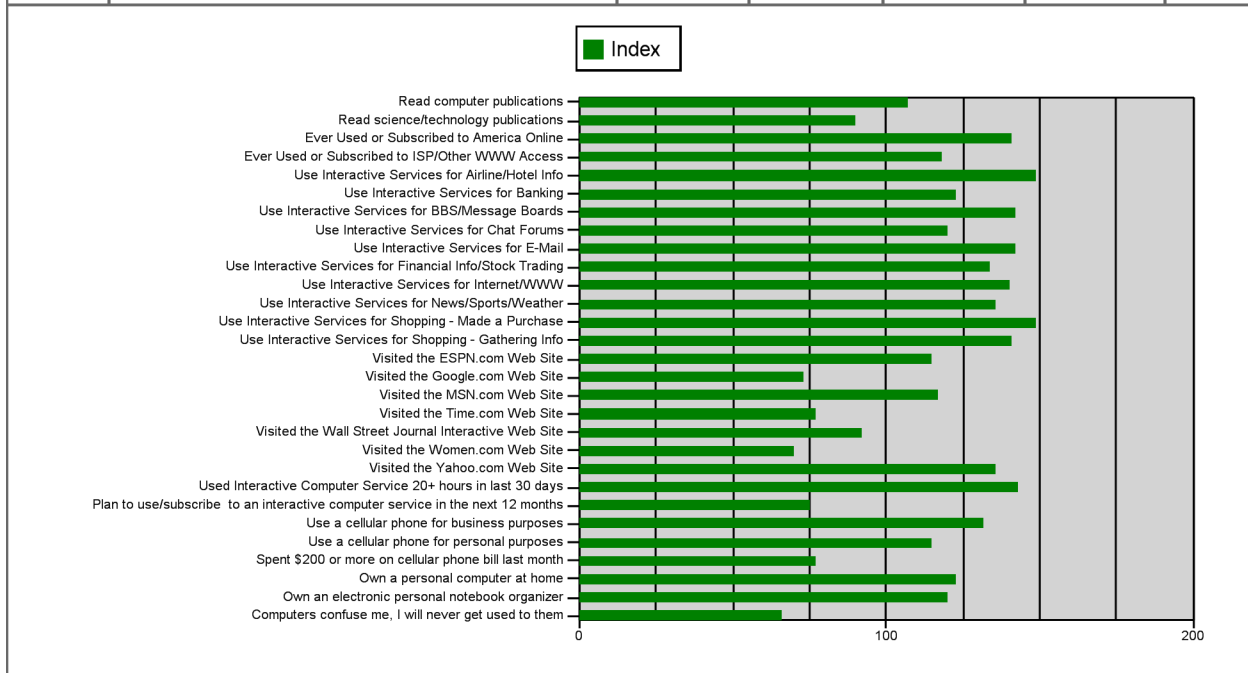
Requestor Name: Sample Restaurant
 Location: Olathe Location
 Address: 15400 West 119th Street, Olathe, KS 66062

Zip Code: 66062
 Radius: 5 Miles

Request Date: 5/14/2007
 Order ID: 123456
 Report ID: 19091

eCommerce / Internet / Mobile Marketing

Lifestyle ID	Lifestyle Description	Radius Households	% Radius Households	US Households	% US Households	Index
6	Read computer publications	34,587	6.91	7,269,826	6.43	107
20	Read science/technology publications	26,624	4.94	6,167,823	5.46	90
242	Ever Used or Subscribed to America Online	49,031	34.60	27,716,211	24.52	141
253	Ever Used or Subscribed to ISP/Other WWW Access	47,800	20.49	19,573,825	17.32	118
254	Use Interactive Services for Airline/Hotel Info	42,138	14.99	11,359,103	10.05	149
255	Use Interactive Services for Banking	34,263	6.46	5,892,040	5.21	123
256	Use Interactive Services for BBS/Message Boards	33,044	7.15	5,664,858	5.01	142
257	Use Interactive Services for Chat Forums	32,613	7.05	6,582,628	5.82	120
258	Use Interactive Services for E-Mail	50,081	47.03	37,191,173	32.91	142
259	Use Interactive Services for Financial Info/Stock Trading	41,162	10.02	8,388,782	7.42	134
260	Use Interactive Services for Internet/WWW	49,566	37.75	30,449,177	26.94	140
261	Use Interactive Services for News/Sports/Weather	45,294	20.78	17,153,941	15.18	136
262	Use Interactive Services for Shopping - Made a Purchase	40,805	13.26	10,005,052	8.85	149
263	Use Interactive Services for Shopping - Gathering Info	42,174	14.50	11,579,503	10.25	141
272	Visited the ESPN.com Web Site	19,032	4.60	4,505,212	3.99	115
275	Visited the Google.com Web Site	1,227	0.39	602,428	0.53	73
280	Visited the MSN.com Web Site	35,584	12.71	12,215,839	10.81	117
283	Visited the Time.com Web Site	291	0.39	562,868	0.50	77
284	Visited the Wall Street Journal Interactive Web Site	5,717	0.91	1,118,956	0.99	92
286	Visited the Women.com Web Site	2,031	0.72	1,149,473	1.02	70
287	Visited the Yahoo.com Web Site	46,904	36.46	30,094,276	26.63	136
289	Used Interactive Computer Service 20+ hours in last 30 days	44,494	17.27	13,620,751	12.05	143
290	Plan to use/subscribe to an interactive computer service in the next 12 months	13,794	1.65	2,453,792	2.17	75
398	Use a cellular phone for business purposes	36,821	13.03	11,121,748	9.84	132
399	Use a cellular phone for personal purposes	49,373	42.47	41,408,169	36.64	115
400	Spent \$200 or more on cellular phone bill last month	12,530	1.33	1,949,696	1.73	77
1149	Own a personal computer at home	50,181	70.39	64,459,802	57.03	123
1177	Own an electronic personal notebook organizer	28,736	7.41	6,949,962	6.15	120
1873	Computers confuse me, I will never get used to them	28,874	7.16	12,166,108	10.76	66



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