

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: 19092

Clothing Purchase - Men

Lifestyle ID	Lifestyle Description	Radius Households	% Radius Households	US Households	% US Households	Index
1506	Bought men's overcoat/topcoat in the last year	20,400	2.89	2,695,667	2.39	121
1507	Bought men's heavyweight jacket (not suit type) in the last year	22,973	4.11	4,361,669	3.86	106
1508	Bought men's lightweight jacket (not suit type) in the last year	32,038	8.29	6,396,135	5.66	146
1509	Bought men's leather jacket in the last year	22,109	2.88	3,483,458	3.08	93
1510	Bought men's raincoat/all-weather coat in the last year	19,276	2.23	2,450,401	2.17	102
1511	Bought men's winter/all year suit in the last year	19,983	2.66	2,638,024	2.33	113
1512	Bought men's lightweight/summer suit in the last year	6,372	1.62	1,572,190	1.39	116
1513	Bought men's total suit in the last year	15,760	3.50	3,833,838	3.39	103
1514	Bought men's sport coat/blazer in the last year	27,991	4.62	4,179,697	3.70	124
1515	Bought men's ski clothes (not ski boots) in the last year	20,674	1.93	1,254,587	1.11	173
1516	Bought men's dress shoes in the last year	40,840	13.12	11,926,493	10.55	124
1517	Bought men's casual (leather/leather type) shoes in the last year	44,691	15.58	13,574,410	12.01	129
1518	Bought men's shoes (canvas) in the last year	22,829	4.57	4,901,933	4.34	105
1519	Bought men's western or cowboy boots (not rubber) in the last year	10,785	1.50	2,519,347	2.23	67
1520	Bought men's work boots (leather/leather type) in the last year	34,594	6.38	8,774,200	7.76	82
1521	Bought men's other boots (leather/leather type) in the last year	15,655	2.22	2,831,298	2.51	88
1522	Bought men's rain or snow boots in the last year	16,127	1.71	2,230,001	1.97	86
1523	Bought men's slacks (business or dress) in the last year	37,854	13.12	9,638,848	8.53	153
1524	Bought men's slacks (leisure/casual) in the last year	40,236	11.46	10,613,132	9.39	122
1525	Bought men's sweater in the last year	30,061	6.59	6,012,977	5.32	123
1526	Bought men's gloves in the last year	37,897	7.44	8,238,457	7.29	102
1527	Bought men's necktie in the last year	39,916	11.87	9,386,801	8.31	142
1528	Bought men's socks in the last year	48,504	18.80	19,179,365	16.97	110
1529	Bought men's regular or dress shirt in the last year	42,784	16.05	14,642,505	12.96	123
1530	Bought men's sport shirt (all types) in the last year	43,206	14.80	12,919,990	11.43	129
1531	Bought men's tennis clothing (not shoes/socks) in the last year	2,159	0.99	960,720	0.85	116
1532	Bought men's warm-up suit in the last year	16,870	2.30	2,983,883	2.64	87
1533	Bought men's t-shirt (outerwear) in the last year	46,695	16.99	16,385,365	14.50	117
1534	Bought men's sweat shirt in the last year	31,810	8.04	8,092,654	7.16	112
1535	Bought men's sweat pants in the last year	28,236	6.19	6,938,660	6.14	100
1536	Bought men's gym/jogging/workout clothes in the last year	28,164	4.92	4,533,468	4.01	122
1537	Bought men's utility work clothes in the last year	30,046	5.33	6,432,304	5.69	93
1538	Bought men's swim suit in the last year	32,973	6.08	5,504,361	4.87	124

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