

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 Women

Lifestyle ID	Lifestyle Description	Radius Households	% Radius Households	US Households	% US Households	Index
1550	Bought women's cloth coat (overcoat) in the last year	29,048	6.77	7,643,941	6.76	100
1551	Bought women's fur jacket or coat (synthetic/fake) in the last year	3,891	0.38	941,505	0.83	45
1552	Bought women's fur jacket or coat (real) in the last year	4,713	0.75	1,237,633	1.10	68
1553	Bought women's blazer or jacket (suit type) in the last year	36,300	8.54	8,559,451	7.57	112
1554	Bought women's raincoat/all-weather coat in the last year	25,091	4.24	4,412,531	3.90	108
1555	Bought women's leather jacket in the last year	20,252	3.58	3,494,760	3.09	115
1556	Bought women's heavyweight/ski type jacket in the last year	16,447	2.78	3,077,695	2.72	102
1557	Bought women's formal/cocktail dress in the last year	40,335	9.45	7,859,821	6.95	135
1558	Bought women's other dress in the last year	48,934	18.87	19,030,171	16.84	112
1559	Bought women's pant suit in the last year	42,652	11.69	12,952,768	11.46	102
1560	Bought women's skirt suit - 2 piece (jacket and suit) in the last year	38,328	9.13	9,001,382	7.96	114
1561	Bought women's ski clothes (not boots) in the last year	11,534	1.30	1,629,833	1.44	90
1562	Bought women's dress shoes (leather/leather type) in the last year	49,211	23.05	22,901,308	20.26	113
1563	Bought women's casual shoes (leather/leather type) in the last year	49,614	25.71	26,119,155	23.11	111
1564	Bought women's shoes (canvas) in the last year	44,099	13.59	13,538,242	11.98	113
1567	Bought women's boots (leather/leather type) in the last year	25,783	5.39	5,210,494	4.61	116
1568	Bought women's skirt in the last year	45,446	16.39	14,962,368	13.24	123
1569	Bought women's slacks/pants (business or dress) in the last year	48,920	21.50	20,109,568	17.79	120
1570	Bought women's slacks/pants (leisure/travel) - not jeans in the last year	48,439	17.76	18,007,286	15.93	111
1571	Bought women's sweater in the last year	44,593	22.69	21,452,316	18.98	119
1574	Bought women's purse/handbag in the last year	49,567	21.90	22,773,588	20.15	108
1577	Bought women's swim suit in the last year	42,264	15.40	13,773,336	12.19	126
1580	Bought women's blouse/shirt in the last year	49,192	27.47	28,429,405	25.15	109
1581	Bought women's tennis clothing (not shoes or socks) in the last year	10,074	0.77	1,290,755	1.14	67
1582	Bought women's warm-up suit in the last year	22,037	4.10	4,748,218	4.20	97
1583	Bought women's sweat shirt in the last year	45,750	11.84	12,975,373	11.48	103
1586	Bought women's gym/jogging/workout clothes in the last year	27,257	5.78	4,998,005	4.42	130
1588	Bought women's brassier in the last year	50,010	28.66	29,281,620	25.91	110
1590	Bought women's nightwear (nightgown/pajamas) in the last year	49,504	23.11	23,692,489	20.96	110
1592	Bought women's other lingerie in the last year	44,126	14.26	15,631,482	13.83	103

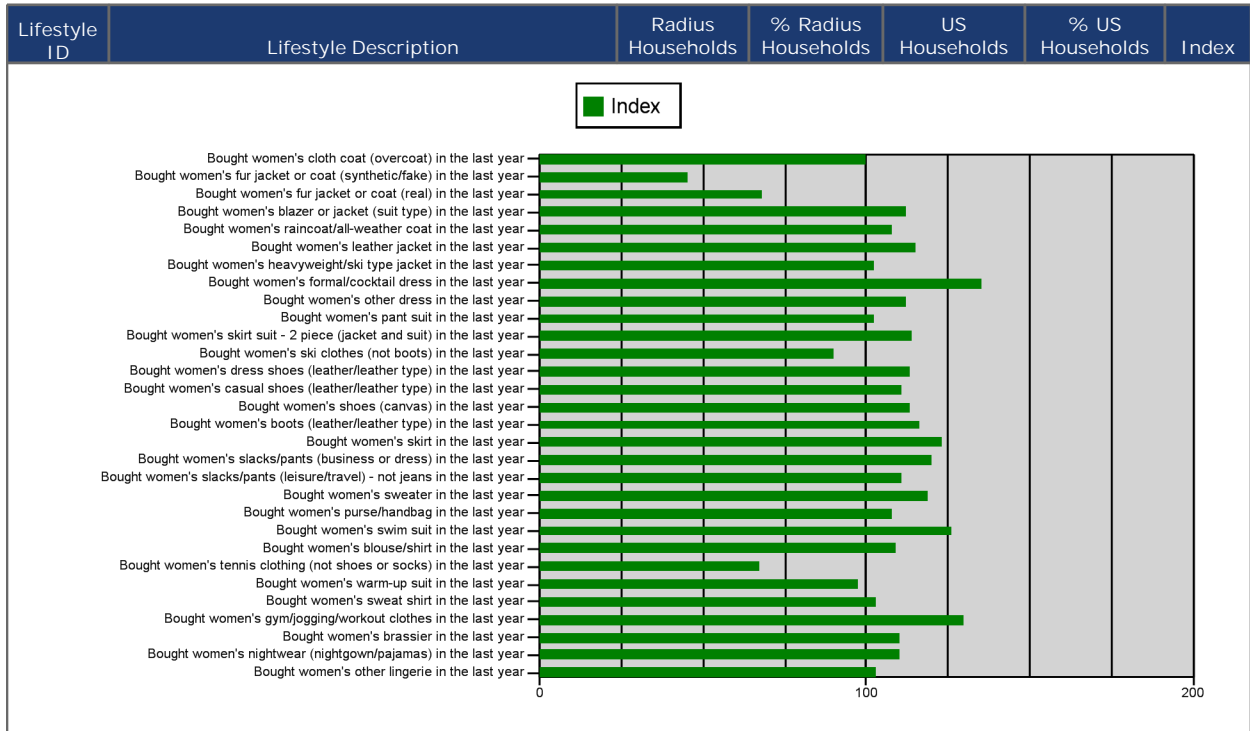
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