

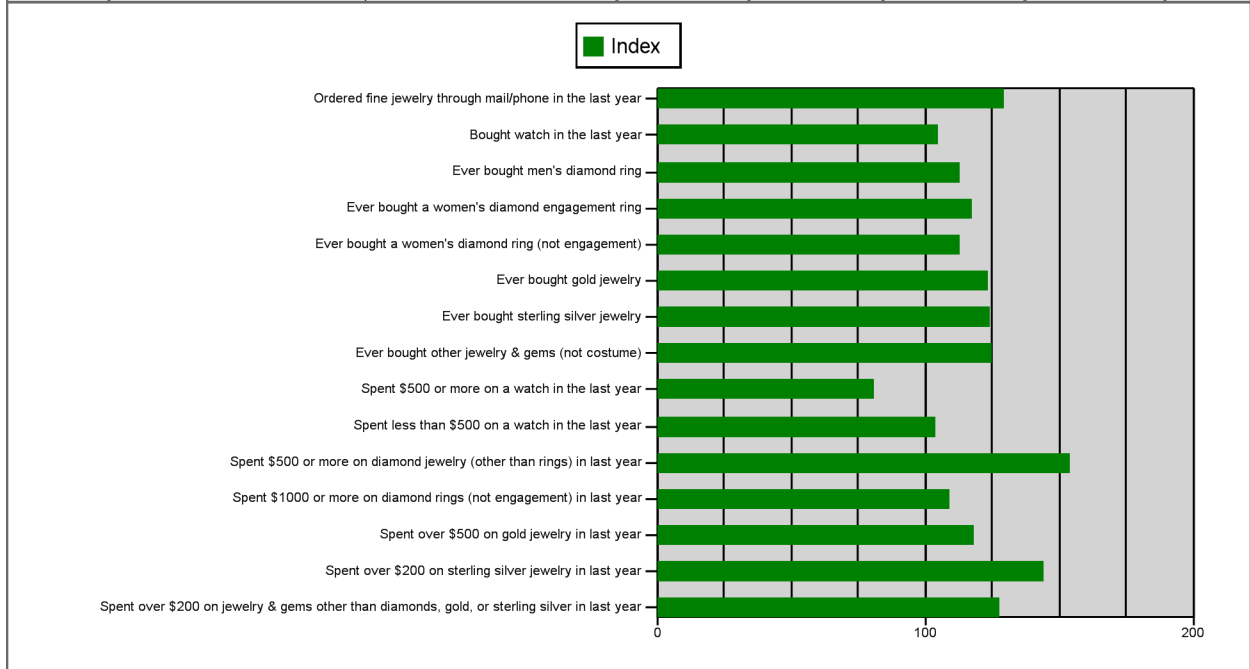
Requestor Name: Sample Restaurant  
 Location: Olathe Location  
 Address: 15400 West 119th Street, Olathe, KS 66062

Zip Code: 66062  
 Radius: 5 Miles

Request Date: 5/14/2007  
 Order ID: 123456  
 Report ID: 19092

## Fine Jewelry and Watches

Lifestyle ID	Lifestyle Description	Radius Households	% Radius Households	US Households	% US Households	Index
304	Ordered fine jewelry through mail/phone in the last year	11,372	1.75	1,523,589	1.35	129
1628	Bought watch in the last year	50,366	37.14	39,831,458	35.24	105
1629	Ever bought men's diamond ring	36,273	8.78	8,708,645	7.71	113
1630	Ever bought a women's diamond engagement ring	44,179	16.42	15,832,668	14.01	117
1631	Ever bought a women's diamond ring (not engagement)	41,907	12.10	12,079,078	10.69	113
1632	Ever bought gold jewelry	48,783	28.06	25,747,300	22.78	123
1633	Ever bought sterling silver jewelry	47,793	21.00	19,099,116	16.90	124
1634	Ever bought other jewelry & gems (not costume)	46,986	20.31	18,292,111	16.18	125
1635	Spent \$500 or more on a watch in the last year	12,486	1.08	1,508,895	1.34	81
1636	Spent less than \$500 on a watch in the last year	50,090	35.60	38,443,500	34.01	104
1637	Spent \$500 or more on diamond jewelry (other than rings) in last year	21,868	5.08	3,716,291	3.29	154
1638	Spent \$1000 or more on diamond rings (not engagement) in last year	17,528	2.98	3,084,476	2.73	109
1639	Spent over \$500 on gold jewelry in last year	20,560	3.77	3,601,005	3.19	118
1640	Spent over \$200 on sterling silver jewelry in last year	19,558	4.09	3,207,675	2.84	144
1641	Spent over \$200 on jewelry & gems other than diamonds, gold, or sterling silver in last year	29,880	6.12	5,393,596	4.77	128



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