

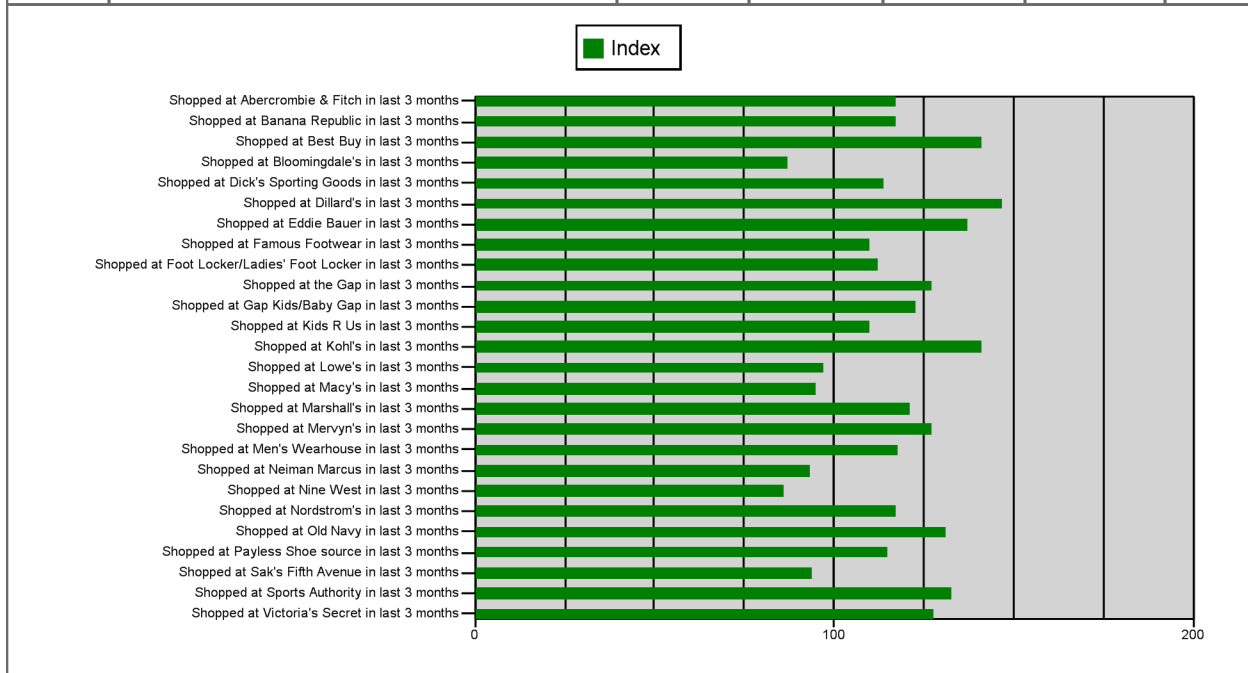
Requestor Name: Sample Restaurant  
 Location: Olathe Location  
 Address: 15400 West 119th Street, Olathe, KS 66062

Zip Code: 66062  
 Radius: 5 Miles

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

## Retail Purchase

Lifestyle ID	Lifestyle Description	Radius Households	% Radius Households	US Households	% US Households	Index
1373	Shopped at Abercrombie & Fitch in last 3 months	25,682	4.72	4,524,426	4.00	117
1377	Shopped at Banana Republic in last 3 months	25,557	4.49	4,319,849	3.82	117
1379	Shopped at Best Buy in last 3 months	45,138	25.22	20,103,917	17.79	141
1381	Shopped at Bloomingdale's in last 3 months	15,388	2.28	2,945,455	2.61	87
1384	Shopped at Dick's Sporting Goods in last 3 months	27,719	3.97	3,932,171	3.48	114
1385	Shopped at Dillard's in last 3 months	46,169	14.91	11,419,006	10.10	147
1388	Shopped at Eddie Bauer in last 3 months	33,605	8.41	6,901,361	6.11	137
1390	Shopped at Famous Footwear in last 3 months	23,792	4.32	4,410,270	3.90	110
1392	Shopped at Foot Locker/Ladies' Foot Locker in last 3 months	30,753	7.35	7,373,809	6.52	112
1393	Shopped at the Gap in last 3 months	41,630	14.78	13,111,004	11.60	127
1394	Shopped at Gap Kids/Baby Gap in last 3 months	22,970	5.13	4,686,053	4.15	123
1398	Shopped at Kids R Us in last 3 months	25,993	4.94	5,037,564	4.46	110
1400	Shopped at Kohl's in last 3 months	40,918	10.53	8,393,303	7.43	141
1401	Shopped at Lowe's in last 3 months	40,881	18.33	21,224,003	18.78	97
1402	Shopped at Macy's in last 3 months	35,264	8.48	10,032,179	8.88	95
1403	Shopped at Marshall's in last 3 months	31,597	7.83	7,311,645	6.47	121
1405	Shopped at Mervyn's in last 3 months	35,233	9.09	8,058,746	7.13	127
1406	Shopped at Men's Wearhouse in last 3 months	17,873	2.51	2,397,279	2.12	118
1408	Shopped at Neiman Marcus in last 3 months	15,159	1.74	2,107,933	1.87	93
1409	Shopped at Nine West in last 3 months	17,952	2.31	3,007,619	2.66	86
1410	Shopped at Nordstrom's in last 3 months	29,395	5.57	5,375,511	4.76	117
1411	Shopped at Old Navy in last 3 months	42,946	15.95	13,686,306	12.11	131
1412	Shopped at Payless Shoe source in last 3 months	43,424	12.99	12,749,321	11.28	115
1414	Shopped at Sak's Fifth Avenue in last 3 months	15,212	2.31	2,763,483	2.45	94
1416	Shopped at Sports Authority in last 3 months	28,179	5.24	4,443,048	3.93	133
1421	Shopped at Victoria's Secret in last 3 months	33,776	11.23	9,847,946	8.71	128



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