

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: 19093

Political - Lifestyle / Personal Views

Lifestyle ID	Lifestyle Description	Radius Households	% Radius Households	US Households	% US Households	Index
1707	Belong to a religious club	16,543	2.16	2,700,188	2.39	90
1708	Belong to American Association of Retired Persons (AARP)	26,610	9.11	13,707,781	12.13	75
1712	Belong to an environmentalist organization	14,344	2.21	2,623,331	2.32	95
1713	Belong to a school or college board	18,848	2.77	3,260,797	2.89	96
1714	Belong to a church board	23,211	6.18	8,569,623	7.58	81
1715	Belong to a PTA/parents association	34,282	13.82	10,769,107	9.53	145
1716	Belong to a church/temple/synagogue	49,530	29.86	34,773,549	30.77	97
1717	Belong to a civic club (such as Kiwanis, Lions, Rotary)	16,673	2.30	2,644,806	2.34	98
1718	Voted in federal/state/local election in the last year	50,060	44.22	52,713,020	46.64	94
1719	Wrote to editor of a magazine or newspaper in the last year	26,354	5.14	5,454,630	4.83	106
1721	Wrote to elected official in the last year	28,390	7.93	8,595,619	7.61	104
1724	Visited an elected official in the last year	17,155	2.96	4,139,008	3.66	80
1726	Participated actively in a local civic issue in the last year	24,939	5.47	6,167,823	5.46	100
1727	Worked for a political party/candidate in the last year	14,551	2.18	2,881,030	2.55	85
1729	Worked as a volunteer for an environmental conservation group in the last year	16,454	2.69	3,302,616	2.92	92
1731	Has served in the U.S. armed forces	40,449	12.57	15,934,391	14.10	89
1732	Currently serves in the U.S. armed forces	6,723	0.82	735,798	0.65	126
1733	Currently serves in the U.S. armed force reserves	6,031	0.73	673,634	0.60	122
1804	Political outlook is very conservative	31,312	9.48	11,770,517	10.41	90
1805	Political outlook is somewhat conservative	48,075	22.63	24,949,337	22.07	102
1806	Political outlook is middle of the road	50,393	38.28	41,550,582	36.76	104
1807	Political outlook is somewhat liberal	46,160	14.04	14,191,532	12.56	111
1808	Political outlook is very liberal	24,590	5.36	5,435,415	4.81	111
1813	Self-concept is broad-minded, open-minded, liberal	49,886	24.69	28,004,427	24.78	99
1829	Perfectly happy with standard of living	46,936	24.80	28,713,100	25.40	97
1830	Willing to volunteer time to an environmental organization	37,317	10.07	11,174,870	9.89	101
1840	I'm willing to sacrifice time with my family in order to get ahead	27,424	5.80	9,095,194	8.05	72
1852	Homosexuals shouldn't be allowed to teach in public schools	44,196	14.74	21,034,120	18.61	79
1854	It's important for me to attend religious services	45,065	27.07	34,919,352	30.90	87
1858	I consider myself to be a conservative, evangelical Christian	35,891	14.14	18,964,616	16.78	84
1859	I consider myself more pro-life than pro-choice	39,172	23.63	28,071,113	24.84	95
1866	I enjoy watching religious television programs	29,443	7.80	12,239,574	10.83	72

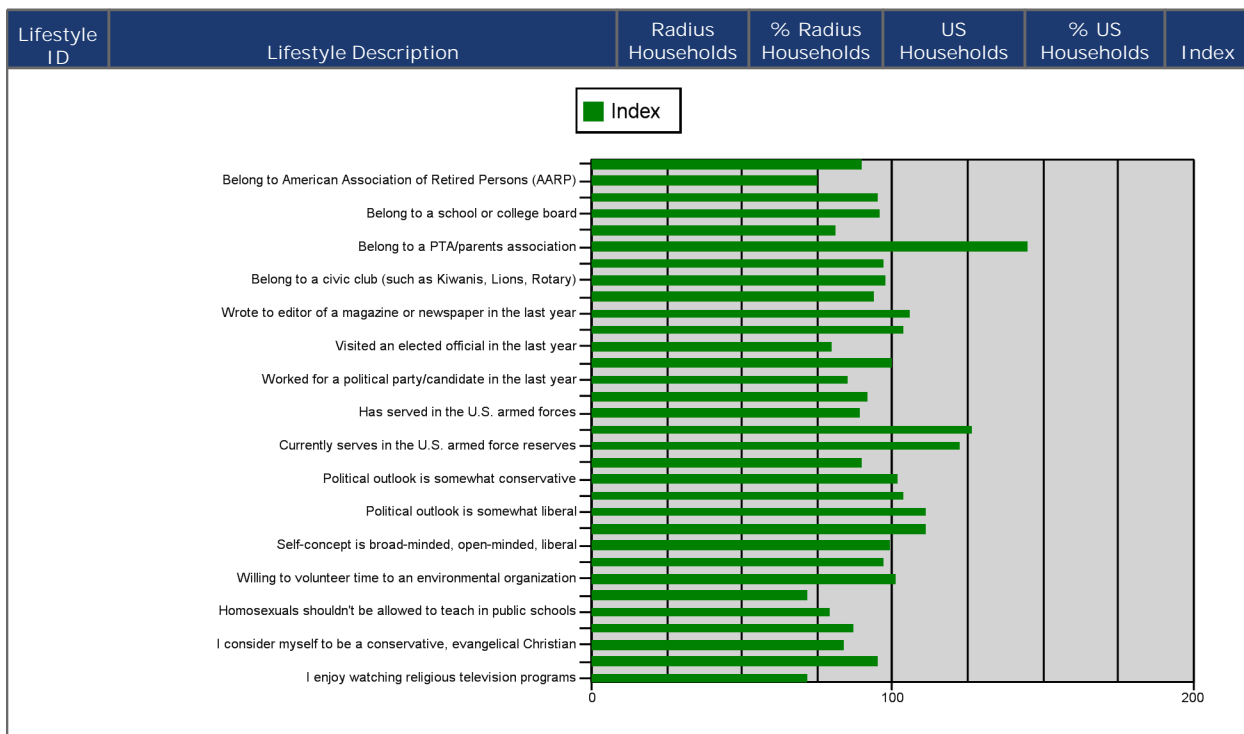
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