

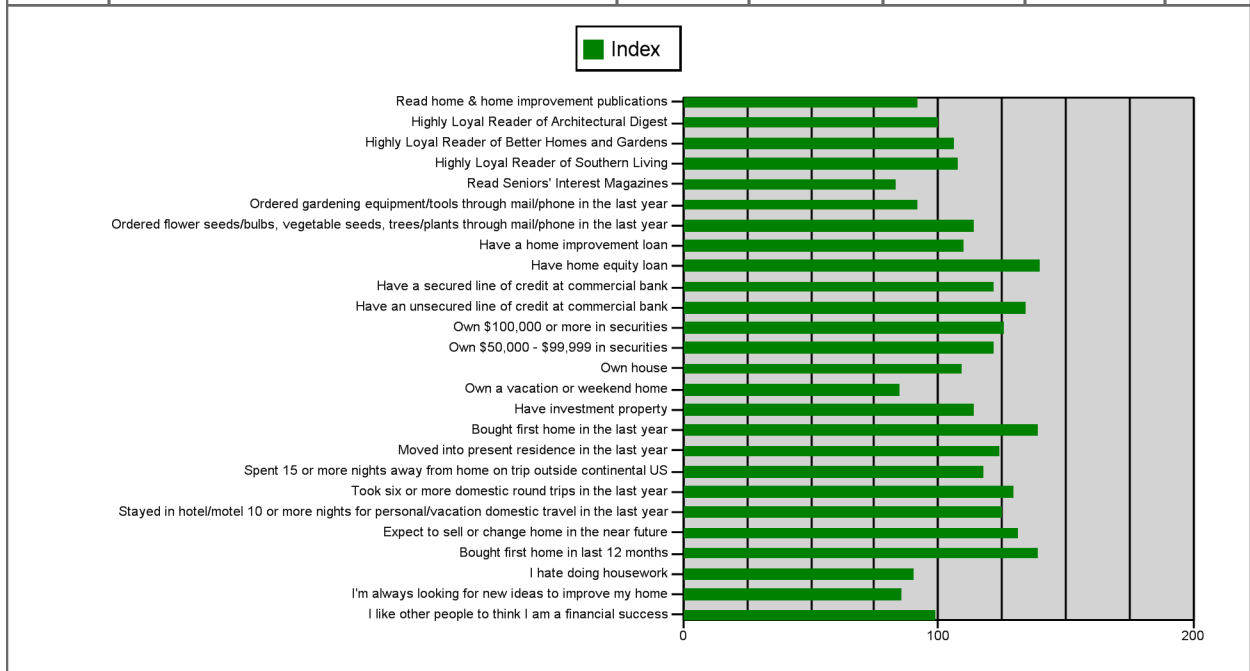
Requestor Name: Sample Restaurant
 Location: Olathe Location
 Address: 15400 West 119th Street, Olathe, KS 66062

Zip Code: 66062
 Radius: 5 Miles

Request Date: 5/14/2007
 Order ID: 123456
 Report ID: 19093

Landscaping, Yard and Home Service

Lifestyle ID	Lifestyle Description	Radius Households	% Radius Households	US Households	% US Households	Index
12	Read home & home improvement publications	49,534	43.74	53,279,279	47.14	92
31	Highly Loyal Reader of Architectural Digest	4,790	0.83	925,682	0.82	100
32	Highly Loyal Reader of Better Homes and Gardens	32,520	8.06	8,532,325	7.55	106
58	Highly Loyal Reader of Southern Living	17,544	3.16	3,291,314	2.91	108
67	Read Seniors' Interest Magazines	16,651	4.97	6,701,305	5.93	83
316	Ordered gardening equipment/tools through mail/phone in the last year	9,155	1.20	1,462,555	1.29	92
317	Ordered flower seeds/bulbs, vegetable seeds, trees/plants through mail/phone in the last year	23,385	4.57	4,505,212	3.99	114
478	Have a home improvement loan	25,330	6.89	7,023,429	6.21	110
482	Have home equity loan	30,057	10.60	8,541,367	7.56	140
483	Have a secured line of credit at commercial bank	28,126	5.84	5,400,377	4.78	122
484	Have an unsecured line of credit at commercial bank	18,630	3.40	2,866,336	2.54	134
515	Own \$100,000 or more in securities	28,983	6.94	6,224,336	5.51	126
516	Own \$50,000 - \$99,999 in securities	19,853	4.14	3,828,187	3.39	122
530	Own house	48,778	69.62	71,734,149	63.47	109
531	Own a vacation or weekend home	21,099	4.13	5,485,147	4.85	85
536	Have investment property	19,453	3.97	3,919,738	3.47	114
541	Bought first home in the last year	21,165	3.57	2,885,551	2.55	139
542	Moved into present residence in the last year	43,419	12.89	11,660,882	10.32	124
704	Spent 15 or more nights away from home on trip outside continental US	30,371	6.34	6,063,839	5.37	118
801	Took six or more domestic round trips in the last year	46,272	18.59	16,150,271	14.29	130
890	Stayed in hotel/motel 10 or more nights for personal/vacation domestic travel in the last year	41,055	10.91	9,798,215	8.67	125
1798	Expect to sell or change home in the near future	37,744	9.35	8,011,275	7.09	131
1802	Bought first home in last 12 months	21,165	3.57	2,885,551	2.55	139
1847	I hate doing housework	32,524	7.75	9,659,193	8.55	90
1863	I'm always looking for new ideas to improve my home	48,311	19.23	25,038,628	22.15	86
1882	I like other people to think I am a financial success	27,839	5.36	6,098,877	5.40	99



This report has been prepared for the Requestor by Ruf Strategic Solutions, using data proprietary to Ruf and its providers, and in accordance with the terms and conditions of Requestor's membership agreement. Behavior data sources: Experian and SIMMONS National Consumer Survey Report, Copyright 2006 SIMMONS Research. All rights reserved. All content of this report for use by the Requestor only, and may not be reproduced, sold, provided, distributed, or present to any other parties without the express written permission of Ruf Strategic Solutions.