

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

## Travel and Tourism-Flights

Lifestyle ID	Lifestyle Description	Radius Households	% Radius Households	US Households	% US Households	Index
690	Have a valid passport	48,363	28.56	24,438,460	21.62	132
691	Took a trip outside the continental US in the last 3 years	50,210	44.72	42,877,506	37.94	117
711	Used first/business class for/during travel outside the continental US in last 3 years	30,516	5.62	4,618,238	4.09	137
712	Used coach class for/during travel outside the continental US in last 3 years	46,439	22.01	18,206,212	16.11	136
808	Used first/business class for/during domestic travel in the last year	22,049	3.99	3,293,574	2.91	136
809	Used coach class for/during domestic travel in the last year	47,484	20.28	16,734,615	14.81	136
818	Traveled by plane for 4 or more domestic business trips in the last year	22,528	3.84	3,032,484	2.68	143
819	Traveled by plane for 4 or more domestic vacation/personal trips in the last year	31,037	6.36	5,465,932	4.84	131
830	Flew American for domestic travel in the last year	27,216	5.62	4,646,494	4.11	136
831	Flew Continental for domestic travel in the last year	23,045	3.74	3,264,188	2.89	129
832	Flew Delta for domestic travel in the last year	37,643	8.07	6,503,510	5.75	140
833	Flew Midway for domestic travel in the last year	143	0.21	452,103	0.40	53
834	Flew Northwest for domestic travel in the last year	25,895	4.59	3,500,412	3.10	148
835	Flew Southwest for domestic travel in the last year	28,637	5.52	5,151,720	4.56	121
837	Flew United for domestic travel in the last year	35,390	5.33	4,983,312	4.41	120
838	Flew US Air for domestic travel in the last year	23,029	4.89	4,354,888	3.85	127
839	Flew other airlines for domestic travel in the last year	26,694	4.39	3,961,557	3.51	125
925	Currently enrolled in a frequent flyer program	47,803	21.42	16,391,016	14.50	147
926	Enrolled in American frequent flyer program	31,591	5.89	4,987,833	4.41	133
927	Enrolled in British Airways frequent flyer program	4,855	0.20	389,939	0.35	58
928	Enrolled in Continental frequent flyer program	23,697	2.79	2,371,283	2.10	133
929	Enrolled in Delta frequent flyer program	34,804	6.77	5,163,023	4.57	148
930	Enrolled in Northwest frequent flyer program	29,023	4.61	3,432,596	3.04	151
931	Enrolled in United frequent flyer program	27,098	5.19	4,391,056	3.89	133
932	Enrolled in US Airways frequent flyer program	23,355	3.76	3,552,404	3.14	119



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