

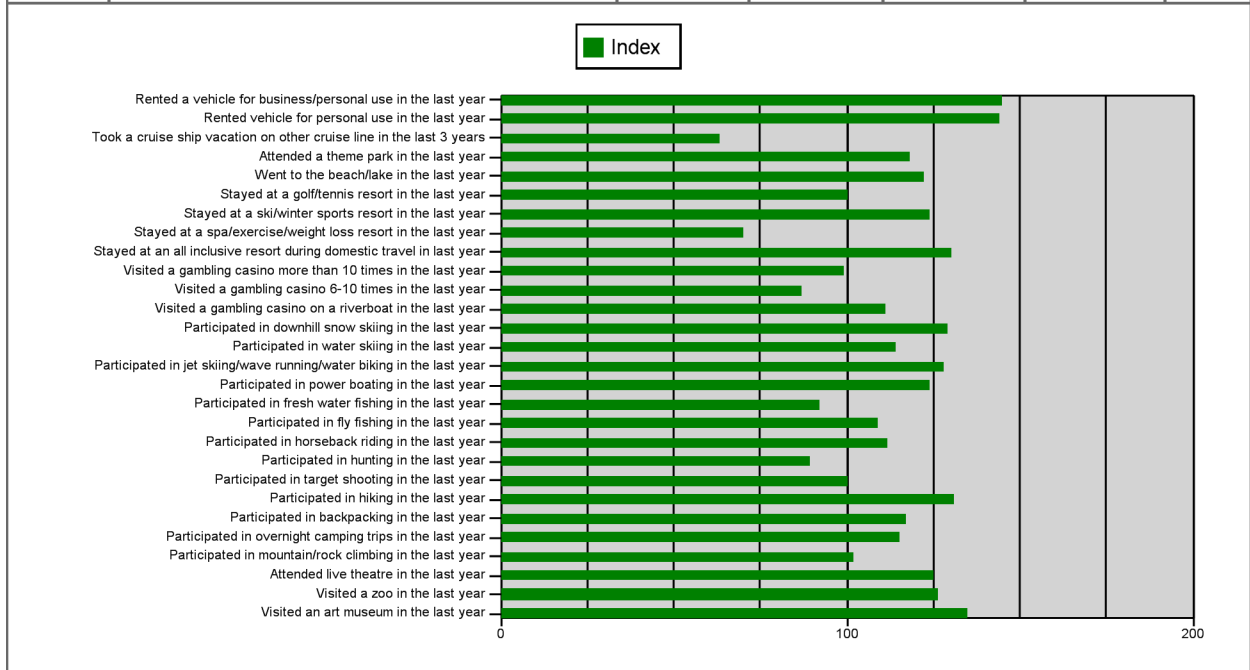
Requestor Name: Sample Restaurant
 Location: Olathe Location
 Address: 15400 West 119th Street, Olathe, KS 66062

Zip Code: 66062
 Radius: 5 Miles

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

Travel and Tourism -Activities

Lifestyle ID	Lifestyle Description	Radius Households	% Radius Households	US Households	% US Households	Index
661	Rented a vehicle for business/personal use in the last year	47,425	27.46	21,363,025	18.90	145
662	Rented vehicle for personal use in the last year	46,663	20.14	15,784,067	13.97	144
867	Took a cruise ship vacation on other cruise line in the last 3 years	4,744	0.62	1,102,002	0.98	63
868	Attended a theme park in the last year	49,712	31.79	30,375,711	26.88	118
881	Went to the beach/lake in the last year	50,648	52.00	47,917,331	42.40	122
882	Stayed at a golf/tennis resort in the last year	17,278	2.18	2,439,098	2.16	100
883	Stayed at a ski/winter sports resort in the last year	14,201	1.84	1,673,913	1.48	124
884	Stayed at a spa/exercise/weight loss resort in the last year	7,468	0.52	840,912	0.74	70
887	Stayed at an all inclusive resort during domestic travel in last year	24,798	4.64	4,027,112	3.56	130
936	Visited a gambling casino more than 10 times in the last year	14,740	2.59	2,947,715	2.61	99
937	Visited a gambling casino 6-10 times in the last year	17,199	2.10	2,699,058	2.39	87
948	Visited a gambling casino on a riverboat in the last year	31,480	6.74	6,830,155	6.04	111
1236	Participated in downhill snow skiing in the last year	36,032	8.77	7,668,807	6.79	129
1237	Participated in water skiing in the last year	35,532	7.92	7,786,354	6.89	114
1240	Participated in jet skiing/wave running/water biking in the last year	34,521	8.97	7,889,207	6.98	128
1241	Participated in power boating in the last year	40,334	12.31	11,150,005	9.87	124
1242	Participated in fresh water fishing in the last year	47,794	19.54	23,911,759	21.16	92
1244	Participated in fly fishing in the last year	31,156	7.09	7,326,338	6.48	109
1245	Participated in horseback riding in the last year	39,657	10.17	10,194,936	9.02	112
1246	Participated in hunting in the last year	38,525	10.35	13,033,016	11.53	89
1247	Participated in target shooting in the last year	36,965	9.59	10,748,763	9.51	100
1249	Participated in hiking in the last year	48,126	20.71	17,856,962	15.80	131
1250	Participated in backpacking in the last year	37,166	6.79	6,527,245	5.78	117
1251	Participated in overnight camping trips in the last year	46,414	22.18	21,790,263	19.28	115
1252	Participated in mountain/rock climbing in the last year	26,084	4.84	5,340,473	4.73	102
1317	Attended live theatre in the last year	48,180	27.27	24,609,129	21.77	125
1345	Visited a zoo in the last year	49,217	25.96	23,229,083	20.55	126
1346	Visited an art museum in the last year	47,442	19.64	16,329,982	14.45	135



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.