

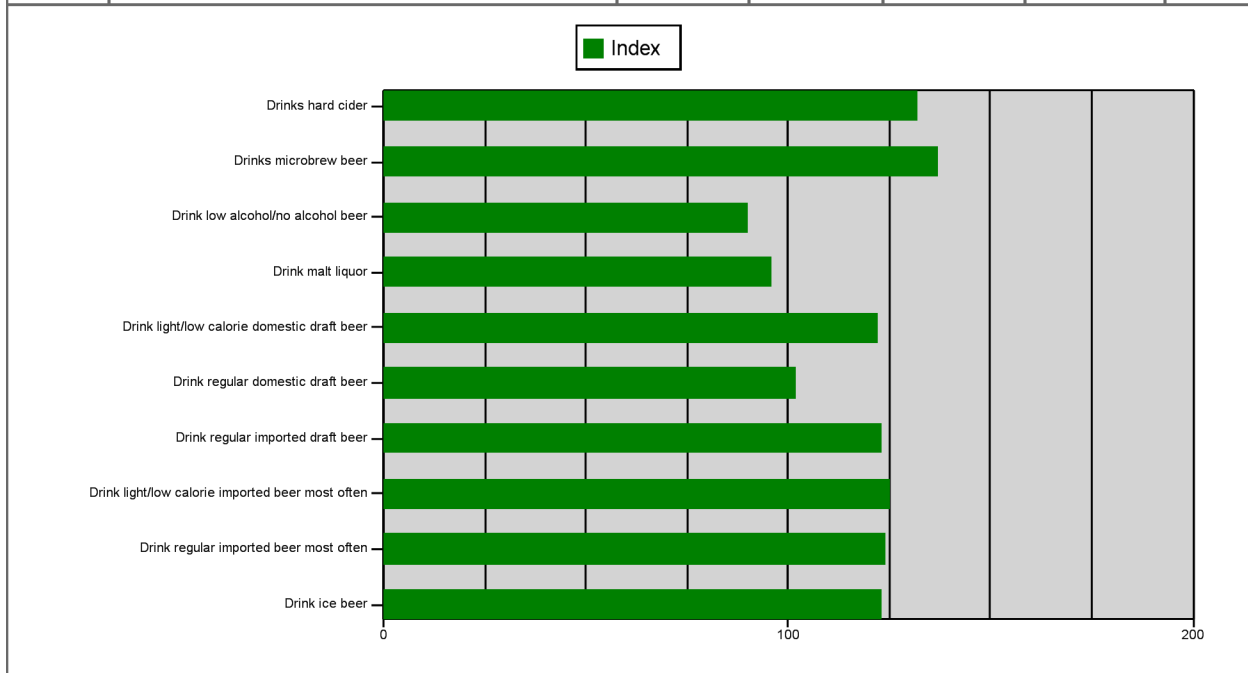
Requestor Name: Sample Restaurant
 Location: Olathe Location
 Address: 15400 West 119th Street, Olathe, KS 66062

Zip Code: 66062
 Radius: 5 Miles

Request Date: 5/14/2007
 Order ID: 123456
 Report ID: 19090

Beer Consumption

Lifestyle ID	Lifestyle Description	Radius Households	% Radius Households	US Households	% US Households	Index
1665	Drinks hard cider	28,059	5.18	4,430,615	3.92	132
1666	Drinks microbrew beer	39,795	12.89	10,610,871	9.39	137
1667	Drink low alcohol/no alcohol beer	24,440	4.80	5,974,549	5.29	90
1668	Drink malt liquor	22,946	5.18	6,055,927	5.36	96
1669	Drink light/low calorie domestic draft beer	50,200	33.68	31,138,636	27.55	122
1670	Drink regular domestic draft beer	50,387	30.44	33,459,057	29.60	102
1671	Drink regular imported draft beer	49,104	28.77	26,243,484	23.22	123
1672	Drink light/low calorie imported beer most often	34,517	6.91	6,236,769	5.52	125
1673	Drink regular imported beer most often	46,534	20.56	18,708,047	16.55	124
1674	Drink ice beer	32,443	10.91	9,960,972	8.81	123



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