

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 Destinations

Lifestyle ID	Lifestyle Description	Radius Households	% Radius Households	US Households	% US Households	Index
325	Ordered travel, tourism & vacation information through mail/phone in the last year	27,046	4.47	4,450,960	3.94	113
691	Took a trip outside the continental US in the last 3 years	50,210	44.72	42,877,506	37.94	117
692	Took a trip outside the continental US for vacation	48,291	23.13	19,843,957	17.56	131
693	Took a trip outside the continental US for business only	24,809	3.43	2,938,673	2.60	131
802	Spent more than \$3000 on any domestic trip in the last year	14,963	1.54	2,068,374	1.83	84
803	Spent \$1,500-\$2,999 on any domestic trip in the last year	31,158	8.54	8,144,646	7.21	118
804	Spent under \$1,500 on any domestic trip in the last year	49,478	28.88	26,767,924	23.68	121
805	Took four or more household members on a domestic trip	24,469	10.11	9,624,155	8.52	118
820	Traveled to New England states in the last year	32,042	6.90	6,510,291	5.76	119
821	Traveled to Middle Atlantic states in the last year	42,465	13.60	12,658,901	11.20	121
822	Traveled to East North Central states in the last year	46,774	13.34	12,970,852	11.48	116
823	Traveled to West North Central states in the last year	39,747	10.18	10,401,773	9.20	110
824	Traveled to South Atlantic states in the last year	49,218	28.25	26,938,593	23.83	118
825	Traveled to East South Central states in the last year	28,788	8.80	9,620,764	8.51	103
826	Traveled to West South Central states in the last year	41,484	12.67	11,616,802	10.28	123
827	Traveled to Mountain states in the last year	46,196	17.41	15,584,011	13.79	126
828	Traveled to Pacific states in the last year	39,652	14.79	13,777,857	12.19	121
840	Took a cruise ship vacation in last 3 years	35,632	8.44	8,037,271	7.11	118
886	Stayed at other type resort in the last year	25,234	5.10	4,727,873	4.18	121
887	Stayed at an all inclusive resort during domestic travel in last year	24,798	4.64	4,027,112	3.56	130
889	Stayed in hotel/motel 10 or more nights for business domestic travel in the last year	33,917	7.17	5,096,337	4.51	159
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
891	Stayed in hotel/motel 10 or more nights for any domestic travel in the last year	46,457	19.01	15,543,322	13.75	138



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