

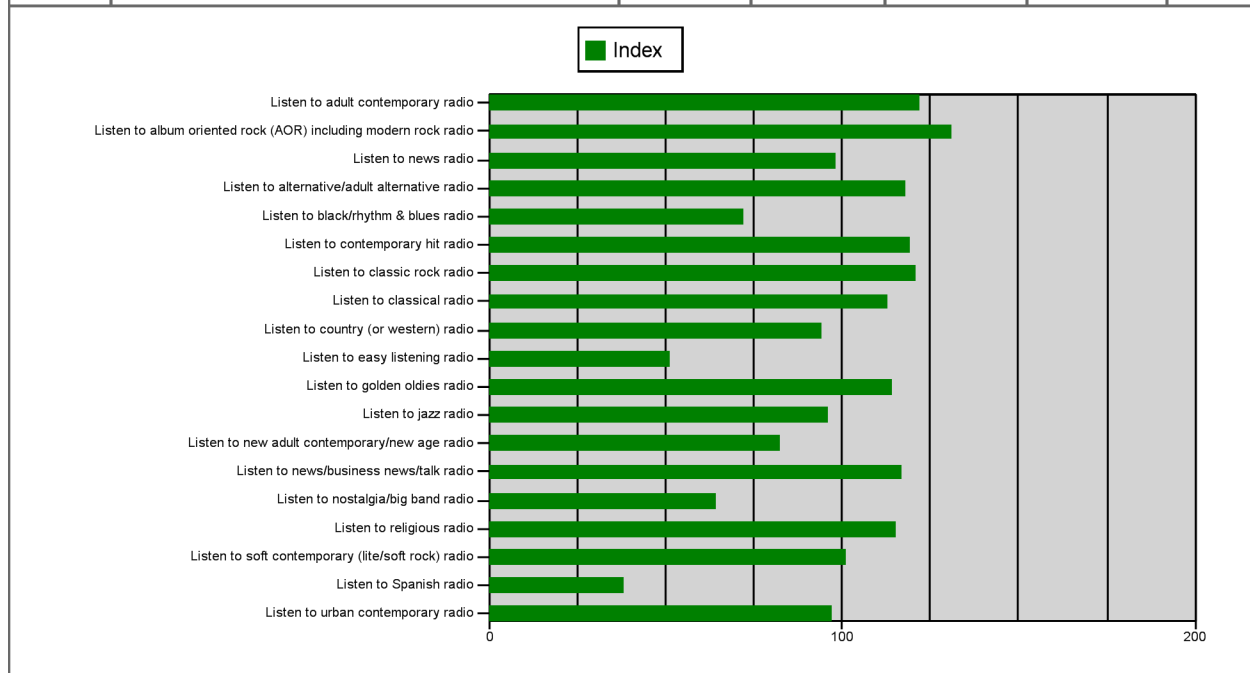
Requestor Name: Sample Restaurant
 Location: Olathe Location
 Address: 15400 West 119th Street, Olathe, KS 66062

Zip Code: 66062
 Radius: 5 Miles

Request Date: 5/14/2007
 Order ID: 123456
 Report ID: 19094

Media Preferences - Radio

Lifestyle ID	Lifestyle Description	Radius Households	% Radius Households	US Households	% US Households	Index
86	Listen to adult contemporary radio	39,122	10.48	9,669,365	8.56	122
87	Listen to album oriented rock (AOR) including modern rock radio	36,043	8.20	7,067,509	6.25	131
88	Listen to news radio	15,724	2.47	2,830,168	2.50	98
89	Listen to alternative/adult alternative radio	27,066	4.28	4,096,058	3.62	118
90	Listen to black/rhythm & blues radio	1,089	0.55	852,215	0.75	72
91	Listen to contemporary hit radio	38,519	10.07	9,541,646	8.44	119
92	Listen to classic rock radio	35,215	8.28	7,684,631	6.80	121
93	Listen to classical radio	22,458	2.86	2,857,294	2.53	113
94	Listen to country (or western) radio	41,516	11.43	13,598,146	12.03	94
95	Listen to easy listening radio	1,392	0.19	405,762	0.36	51
96	Listen to golden oldies radio	29,999	6.93	6,809,810	6.03	114
97	Listen to jazz radio	10,439	1.19	1,391,348	1.23	96
98	Listen to new adult contemporary/new age radio	8,497	0.72	993,497	0.88	82
99	Listen to news/business news/talk radio	40,932	11.18	10,717,116	9.48	117
100	Listen to nostalgia/big band radio	10,667	1.27	2,228,870	1.97	64
101	Listen to religious radio	17,084	2.61	2,566,818	2.27	115
102	Listen to soft contemporary (lite/soft rock) radio	14,136	1.70	1,906,746	1.69	101
103	Listen to Spanish radio	4,787	0.72	2,115,844	1.87	38
104	Listen to urban contemporary radio	17,849	3.75	4,365,060	3.86	97



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