

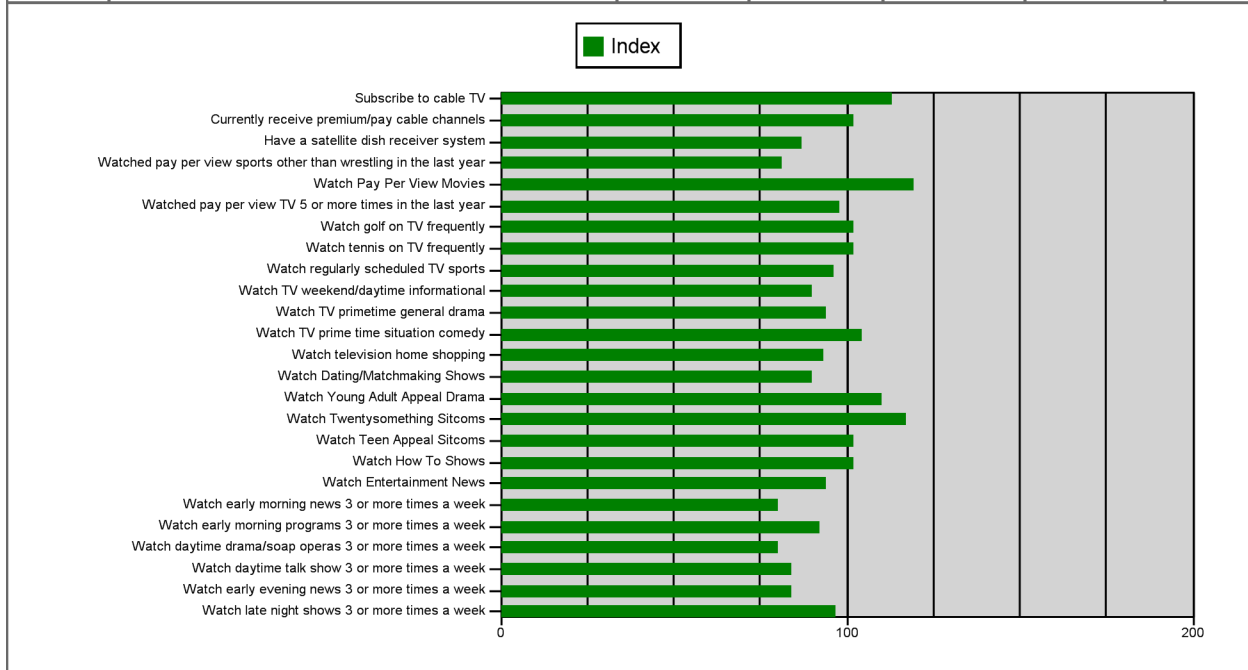
Requestor Name: Sample Restaurant  
 Location: Olathe Location  
 Address: 15400 West 119th Street, Olathe, KS 66062

Zip Code: 66062  
 Radius: 5 Miles

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

## Media Preferences - TV

Lifestyle ID	Lifestyle Description	Radius Households	% Radius Households	US Households	% US Households	Index
105	Subscribe to cable TV	49,901	71.61	71,474,189	63.24	113
106	Currently receive premium/pay cable channels	47,071	33.23	36,814,796	32.57	102
115	Have a satellite dish receiver system	28,865	14.21	18,400,616	16.28	87
117	Watched pay per view sports other than wrestling in the last year	7,631	2.97	4,115,273	3.64	81
119	Watch Pay Per View Movies	35,409	14.95	14,135,019	12.51	119
120	Watched pay per view TV 5 or more times in the last year	20,909	5.39	6,179,126	5.47	98
129	Watch golf on TV frequently	28,346	6.32	6,968,046	6.17	102
132	Watch tennis on TV frequently	21,880	3.40	3,760,371	3.33	102
138	Watch regularly scheduled TV sports	33,034	8.23	9,598,159	8.49	96
139	Watch TV weekend/daytime informational	38,280	13.56	16,866,855	14.92	90
140	Watch TV primetime general drama	50,997	51.71	61,722,314	54.61	94
142	Watch TV prime time situation comedy	50,880	55.53	59,847,215	52.95	104
143	Watch television home shopping	41,045	13.73	16,612,547	14.70	93
144	Watch Dating/Matchmaking Shows	23,295	3.53	4,417,052	3.91	90
148	Watch Young Adult Appeal Drama	47,588	21.82	22,345,220	19.77	110
156	Watch Twentysomething Sitcoms	50,066	37.00	35,694,710	31.58	117
157	Watch Teen Appeal Sitcoms	42,796	14.95	16,505,172	14.60	102
162	Watch How To Shows	40,793	13.52	14,839,170	13.13	102
163	Watch Entertainment News	33,065	13.94	16,614,807	14.70	94
165	Watch early morning news 3 or more times a week	41,116	12.84	17,942,861	15.88	80
166	Watch early morning programs 3 or more times a week	39,626	14.55	17,704,377	15.66	92
167	Watch daytime drama/soap operas 3 or more times a week	41,904	14.00	19,719,629	17.45	80
168	Watch daytime talk show 3 or more times a week	44,980	18.70	25,159,565	22.26	84
169	Watch early evening news 3 or more times a week	48,903	24.59	32,718,738	28.95	84
170	Watch late night shows 3 or more times a week	40,596	14.21	16,472,394	14.57	97



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