

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

## Consumer Purchasing / Coupon Usage / Loyalty Program

Lifestyle ID	Lifestyle Description	Radius Households	% Radius Households	US Households	% US Households	Index
330	Ordered by Mail/Phone from Magazine Offer	44,932	15.82	14,290,995	12.64	125
331	Ordered by Mail/Phone from Newspaper Offer	19,823	3.24	3,570,488	3.16	102
332	Ordered by Mail/Phone from TV Infomercial Offer	23,169	3.46	3,419,033	3.03	114
333	Ordered by Mail/Phone from TV Offer (non-infomercial)	23,617	3.70	3,759,241	3.33	111
334	Ordered by Mail/Phone from Radio Offer	5,494	0.93	934,724	0.83	112
335	Ordered by Mail/Phone from Catalog Offer	48,803	29.36	29,801,539	26.37	111
336	Ordered by Mail/Phone from Direct Mail Offer (non-catalog)	33,518	9.29	8,739,162	7.73	120
337	Bought from a catalog 6 or more times last year	37,592	10.36	10,651,561	9.42	109
415	Have any personal affinity group credit card	28,916	5.16	5,127,985	4.54	113
888	Currently enrolled in a frequent guest program for domestic hotel/motel	26,070	7.68	6,130,524	5.42	141
925	Currently enrolled in a frequent flyer program	47,803	21.42	16,391,016	14.50	147
1360	Bought 2 or more times from home shopping program in the last 3 months	9,609	0.92	1,767,725	1.56	59
1361	Shop around a lot to take advantage of specials or bargains	49,754	24.81	31,401,986	27.78	89
1362	Do not buy unknown brands merely to save money	48,552	16.98	20,919,964	18.51	91
1363	When in a store, often buy an item on the spur of the moment	46,096	14.13	17,254,534	15.27	92
1364	Change brands often for the sake of variety and novelty	27,454	5.42	6,398,396	5.66	95
1365	Always look for the brand name on the package	44,362	13.57	15,999,946	14.16	95
1366	Usually read the information on the product labels	46,808	14.53	18,185,867	16.09	90
1367	Prefer to buy things that friends or neighbors would approve of	17,516	2.84	3,393,037	3.00	94
1368	Believe advertising presents a true picture of products of well known companies	20,618	3.78	5,263,616	4.66	81
1370	Generally plan far ahead to buy expensive items	49,753	30.80	35,143,143	31.09	99
1371	Buy paper products that are recycled	38,292	11.58	15,587,402	13.79	83
1372	Believe that all products that pollute the environment should be banned	46,491	14.90	21,153,927	18.72	79
1644	Used coupons received as handouts once a week	28,025	6.33	7,130,804	6.31	100
1645	Used coupons received in/on packages once a week	33,408	8.77	10,236,755	9.06	96
1647	Used coupons received by mail once a week	40,665	13.18	14,975,932	13.25	99
1648	Used coupons received in newspaper once a week	49,103	24.56	29,178,766	25.82	95
1864	I decide what I want before I go shopping	48,428	23.74	30,736,263	27.19	87
1890	I like to know as much as possible about ingredients before I buy a food product	40,051	12.25	17,957,555	15.89	77



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