

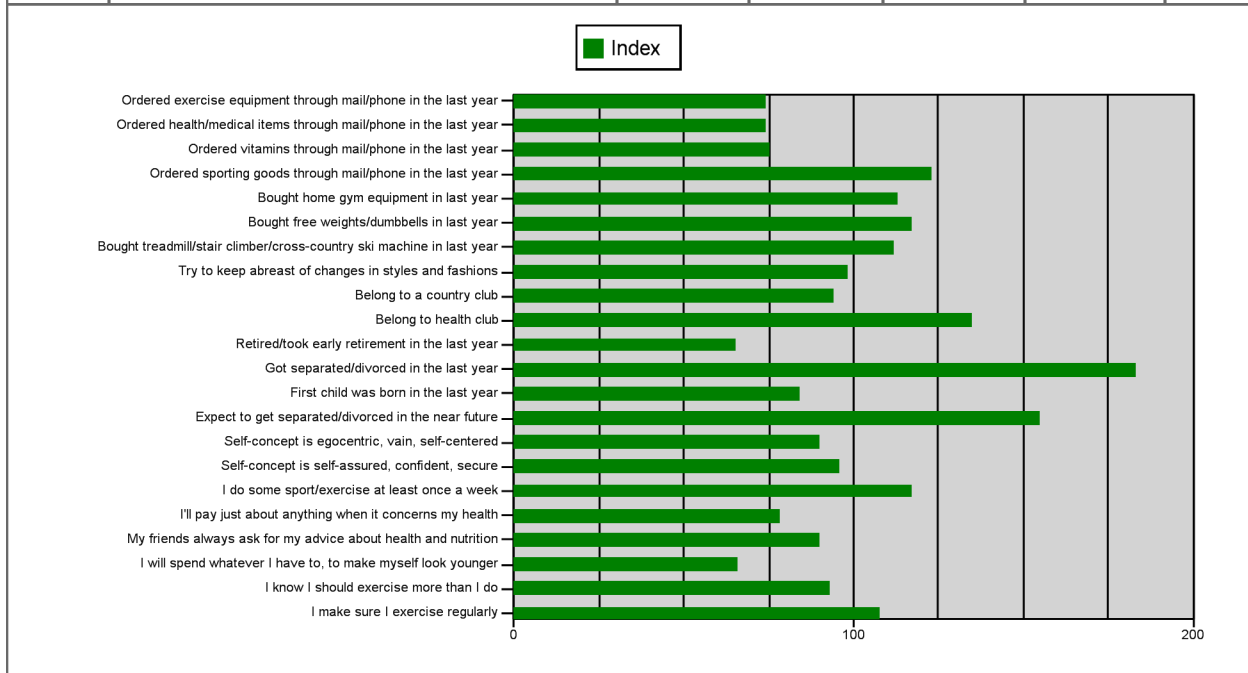
Requestor Name: Sample Restaurant  
 Location: Olathe Location  
 Address: 15400 West 119th Street, Olathe, KS 66062

Zip Code: 66062  
 Radius: 5 Miles

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

## Health Lifestyle and Personal Views

| Lifestyle ID | Lifestyle Description   | Radius Households | % Radius Households | US Households | % US Households | Index |
|--------------|---|-------------------|---------------------|---------------|-----------------|-------|
| 311          | Ordered exercise equipment through mail/phone in the last year        | 8,256             | 0.75                | 1,127,998     | 1.00            | 74    |
| 312          | Ordered health/medical items through mail/phone in the last year      | 15,127            | 1.99                | 2,999,707     | 2.65            | 74    |
| 313          | Ordered vitamins through mail/phone in the last year                  | 17,795            | 2.61                | 3,900,523     | 3.45            | 75    |
| 315          | Ordered sporting goods through mail/phone in the last year            | 18,517            | 3.03                | 2,761,222     | 2.44            | 123   |
| 1303         | Bought home gym equipment in last year                                | 14,931            | 1.99                | 1,984,734     | 1.76            | 113   |
| 1304         | Bought free weights/dumbbells in last year                            | 15,723            | 2.05                | 1,966,650     | 1.74            | 117   |
| 1305         | Bought treadmill/stair climber/cross-country ski machine in last year | 14,900            | 1.57                | 1,572,190     | 1.39            | 112   |
| 1369         | Try to keep abreast of changes in styles and fashions                 | 38,832            | 9.69                | 11,090,101    | 9.81            | 98    |
| 1710         | Belong to a country club  | 15,581            | 2.46                | 2,944,324     | 2.61            | 94    |
| 1711         | Belong to health club   | 41,407            | 11.15               | 9,306,552     | 8.23            | 135   |
| 1775         | Retired/took early retirement in the last year                        | 15,820            | 3.42                | 5,925,948     | 5.24            | 65    |
| 1782         | Got separated/divorced in the last year                               | 19,260            | 3.28                | 2,022,033     | 1.79            | 183   |
| 1790         | First child was born in the last year                                 | 7,148             | 1.41                | 1,880,751     | 1.66            | 84    |
| 1796         | Expect to get separated/divorced in the near future                   | 1,257             | 1.53                | 1,105,393     | 0.98            | 155   |
| 1817         | Self-concept is egocentric, vain, self-centered                       | 20,705            | 3.72                | 4,634,061     | 4.10            | 90    |
| 1824         | Self-concept is self-assured, confident, secure                       | 46,875            | 18.43               | 21,672,716    | 19.18           | 96    |
| 1849         | I do some sport/exercise at least once a week                         | 49,844            | 32.20               | 31,001,874    | 27.43           | 117   |
| 1889         | I'll pay just about anything when it concerns my health               | 35,138            | 8.11                | 11,719,655    | 10.37           | 78    |
| 1891         | My friends always ask for my advice about health and nutrition        | 20,858            | 3.48                | 4,348,106     | 3.85            | 90    |
| 1892         | I will spend whatever I have to, to make myself look younger          | 13,778            | 1.85                | 3,155,683     | 2.79            | 66    |
| 1897         | I know I should exercise more than I do                               | 50,518            | 36.78               | 44,472,301    | 39.35           | 93    |
| 1899         | I make sure I exercise regularly                                      | 43,102            | 16.71               | 17,446,678    | 15.44           | 108   |



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