

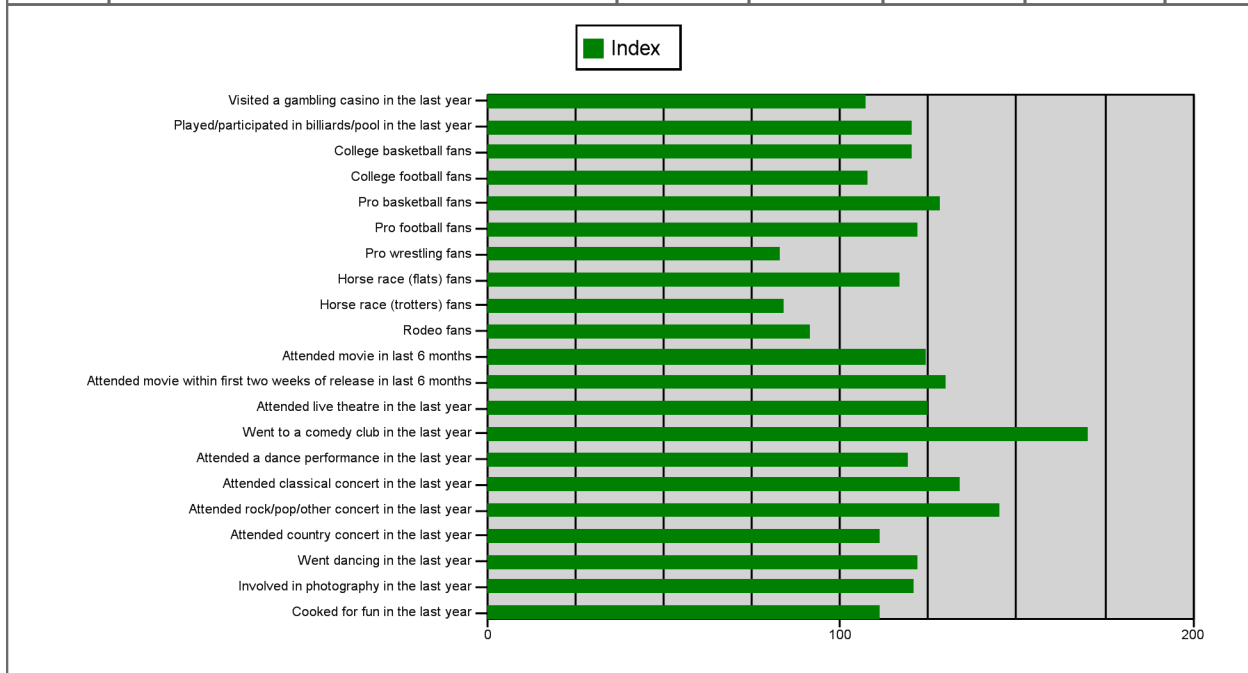
Requestor Name: Sample Restaurant
 Location: Olathe Location
 Address: 15400 West 119th Street, Olathe, KS 66062

Zip Code: 66062
 Radius: 5 Miles

Request Date: 5/14/2007
 Order ID: 123456
 Report ID: 19095

Entertainment

Lifestyle ID	Lifestyle Description	Radius Households	% Radius Households	US Households	% US Households	Index
935	Visited a gambling casino in the last year	50,493	36.34	38,252,486	33.84	107
1233	Played/participated in billiards/pool in the last year	48,093	27.53	25,780,077	22.81	120
1307	College basketball fans	38,811	12.64	11,891,455	10.52	120
1308	College football fans	46,503	16.67	17,378,862	15.38	108
1309	Pro basketball fans	43,271	15.22	13,422,956	11.88	128
1310	Pro football fans	49,101	30.30	27,994,255	24.77	122
1311	Pro wrestling fans	26,576	5.41	7,312,775	6.47	83
1312	Horse race (flats) fans	23,422	4.51	4,323,240	3.83	117
1313	Horse race (trotters) fans	12,976	1.89	2,523,868	2.23	84
1314	Rodeo fans	26,969	5.05	6,218,685	5.50	91
1315	Attended movie in last 6 months	51,081	71.55	65,115,352	57.61	124
1316	Attended movie within first two weeks of release in last 6 months	47,530	26.42	22,865,139	20.23	130
1317	Attended live theatre in the last year	48,180	27.27	24,609,129	21.77	125
1318	Went to a comedy club in the last year	38,413	12.19	8,100,566	7.17	170
1319	Attended a dance performance in the last year	33,432	9.01	8,524,413	7.54	119
1320	Attended classical concert in the last year	42,042	10.40	8,750,465	7.74	134
1321	Attended rock/pop/other concert in the last year	48,002	25.35	19,685,721	17.42	145
1322	Attended country concert in the last year	33,823	7.99	8,101,696	7.17	111
1335	Went dancing in the last year	49,649	26.15	24,095,992	21.32	122
1342	Involved in photography in the last year	47,572	21.70	20,153,648	17.83	121
1348	Cooked for fun in the last year	50,154	47.81	48,247,366	42.69	111



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