

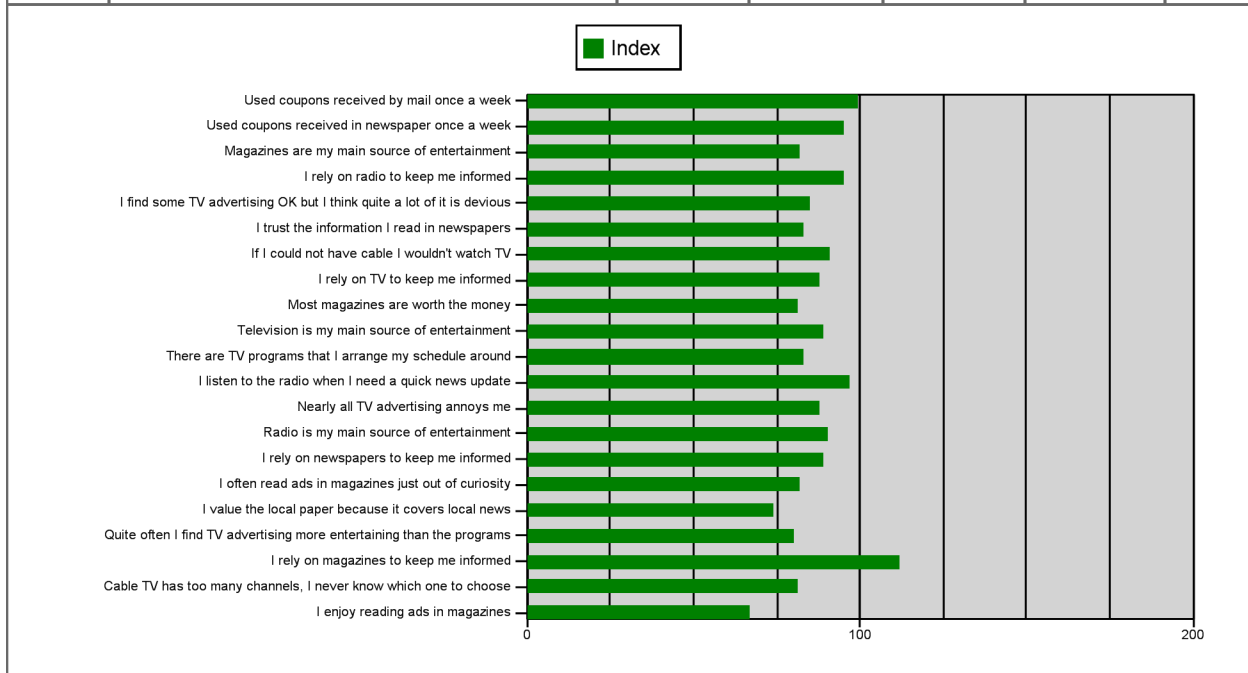
Requestor Name: Sample Restaurant  
 Location: Olathe Location  
 Address: 15400 West 119th Street, Olathe, KS 66062

Zip Code: 66062  
 Radius: 5 Miles

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

## Media and Advertising Views

Lifestyle ID	Lifestyle Description	Radius Households	% Radius Households	US Households	% US Households	Index
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
1901	Magazines are my main source of entertainment	16,433	2.60	3,567,097	3.16	82
1902	I rely on radio to keep me informed	32,938	7.93	9,358,544	8.28	95
1903	I find some TV advertising OK but I think quite a lot of it is devious	46,932	16.39	21,561,951	19.08	85
1904	I trust the information I read in newspapers	26,538	4.90	6,639,141	5.87	83
1905	If I could not have cable I wouldn't watch TV	32,164	7.26	8,966,344	7.93	91
1906	I rely on TV to keep me informed	41,801	12.64	16,201,132	14.33	88
1907	Most magazines are worth the money	21,986	3.98	5,499,840	4.87	81
1908	Television is my main source of entertainment	44,297	15.74	19,846,218	17.56	89
1909	There are TV programs that I arrange my schedule around	39,787	9.76	13,141,521	11.63	83
1910	I listen to the radio when I need a quick news update	40,191	12.78	14,864,036	13.15	97
1911	Nearly all TV advertising annoys me	38,774	11.63	14,906,986	13.19	88
1912	Radio is my main source of entertainment	26,658	4.31	5,395,856	4.77	90
1913	I rely on newspapers to keep me informed	34,954	9.14	11,480,040	10.16	89
1914	I often read ads in magazines just out of curiosity	27,268	6.06	8,252,021	7.30	82
1915	I value the local paper because it covers local news	48,278	15.33	23,155,616	20.49	74
1916	Quite often I find TV advertising more entertaining than the programs	24,120	4.71	6,652,704	5.89	80
1917	I rely on magazines to keep me informed	16,379	2.82	2,826,777	2.50	112
1918	Cable TV has too many channels, I never know which one to choose	27,648	5.55	7,648,462	6.77	81
1919	I enjoy reading ads in magazines	19,890	3.00	5,009,307	4.43	67



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