

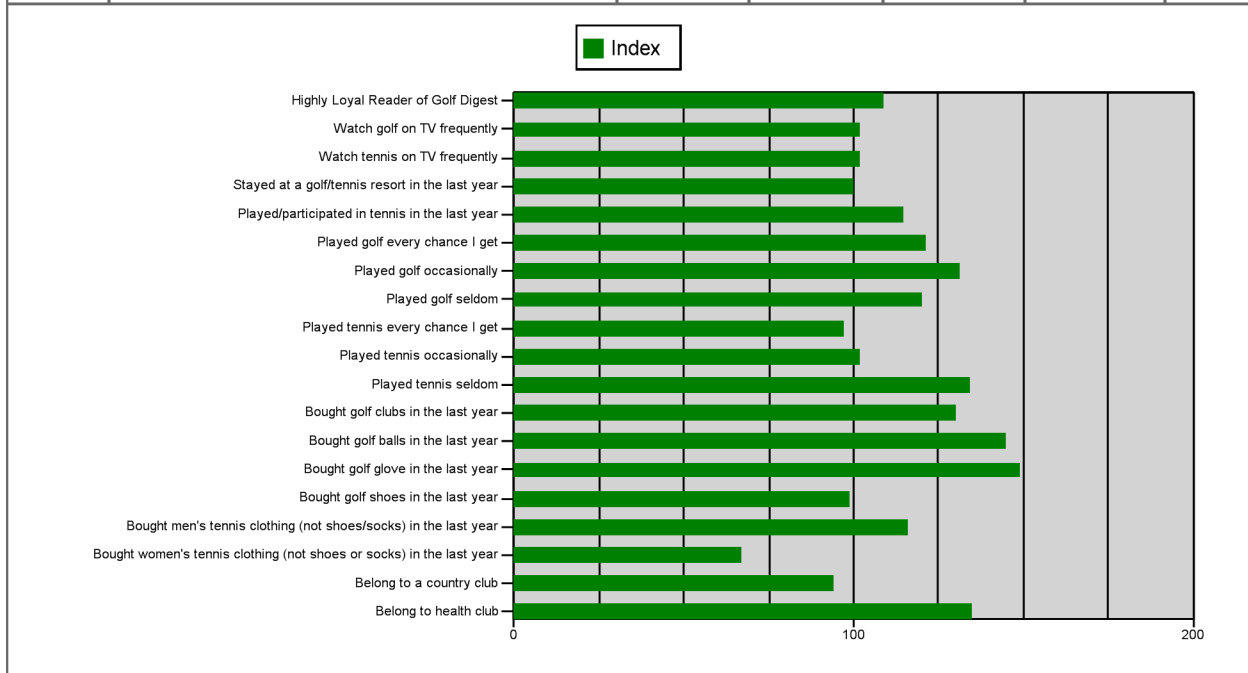
Requestor Name: Sample Restaurant
 Location: Olathe Location
 Address: 15400 West 119th Street, Olathe, KS 66062

Zip Code: 66062
 Radius: 5 Miles

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

Tennis / Golf Purchasing and Participation

Lifestyle ID	Lifestyle Description	Radius Households	% Radius Households	US Households	% US Households	Index
42	Highly Loyal Reader of Golf Digest	10,095	1.37	1,419,605	1.26	109
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
882	Stayed at a golf/tennis resort in the last year	17,278	2.18	2,439,098	2.16	100
1231	Played/participated in tennis in the last year	40,163	11.55	11,250,598	9.95	115
1273	Played golf every chance I get	29,916	5.89	5,474,974	4.84	121
1274	Played golf occasionally	33,668	7.49	6,441,346	5.70	131
1275	Played golf seldom	30,059	6.92	6,489,947	5.74	120
1276	Played tennis every chance I get	14,136	1.46	1,697,649	1.50	97
1277	Played tennis occasionally	22,363	3.38	3,737,766	3.31	102
1278	Played tennis seldom	25,825	5.73	4,804,731	4.25	134
1297	Bought golf clubs in the last year	23,900	3.64	3,151,162	2.79	130
1298	Bought golf balls in the last year	31,011	6.49	5,035,303	4.46	145
1299	Bought golf glove in the last year	25,242	4.03	3,052,829	2.70	149
1300	Bought golf shoes in the last year	17,550	2.18	2,467,355	2.18	99
1531	Bought men's tennis clothing (not shoes/socks) in the last year	2,159	0.99	960,720	0.85	116
1581	Bought women's tennis clothing (not shoes or socks) in the last year	10,074	0.77	1,290,755	1.14	67
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



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