

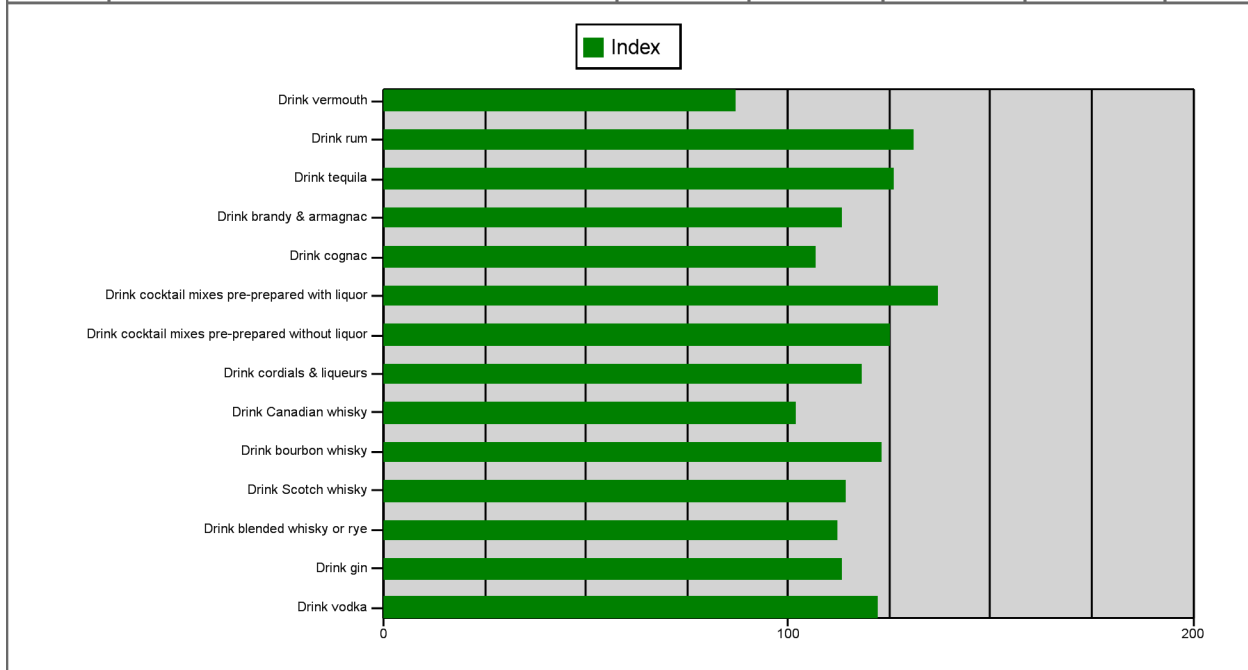
Requestor Name: Sample Restaurant  
 Location: Olathe Location  
 Address: 15400 West 119th Street, Olathe, KS 66062

Zip Code: 66062  
 Radius: 5 Miles

Request Date: 5/14/2007  
 Order ID: 123456  
 Report ID: 19090

## Distilled Spirit Consumption

Lifestyle ID	Lifestyle Description	Radius Households	% Radius Households	US Households	% US Households	Index
1681	Drink vermouth	19,476	3.10	3,997,726	3.54	87
1682	Drink rum	49,288	23.78	20,415,868	18.06	131
1683	Drink tequila	47,508	19.73	17,576,658	15.55	126
1684	Drink brandy & armagnac	35,412	8.24	8,185,335	7.24	113
1685	Drink cognac	29,243	7.13	7,476,663	6.62	107
1686	Drink cocktail mixes pre-prepared with liquor	40,933	10.15	8,318,706	7.36	137
1687	Drink cocktail mixes pre-prepared without liquor	39,440	11.19	10,089,822	8.93	125
1688	Drink cordials & liqueurs	48,660	20.03	19,066,339	16.87	118
1689	Drink Canadian whisky	41,838	12.80	14,173,448	12.54	102
1690	Drink bourbon whisky	44,646	14.27	13,065,794	11.56	123
1691	Drink Scotch whisky	38,177	9.56	9,403,755	8.32	114
1692	Drink blended whisky or rye	30,528	6.90	6,912,664	6.12	112
1693	Drink gin	40,755	11.47	11,406,574	10.09	113
1694	Drink vodka	49,069	24.68	22,712,555	20.10	122



This report has been prepared for the Requestor by Ruf Strategic Solutions, using data proprietary to Ruf and its providers, and in accordance with the terms and conditions of Requestor's membership agreement. Behavior data sources: Experian and SIMMONS National Consumer Survey Report, Copyright 2006 SIMMONS Research. All rights reserved. All content of this report for use by the Requestor only, and may not be reproduced, sold, provided, distributed, or present to any other parties without the express written permission of Ruf Strategic Solutions.