

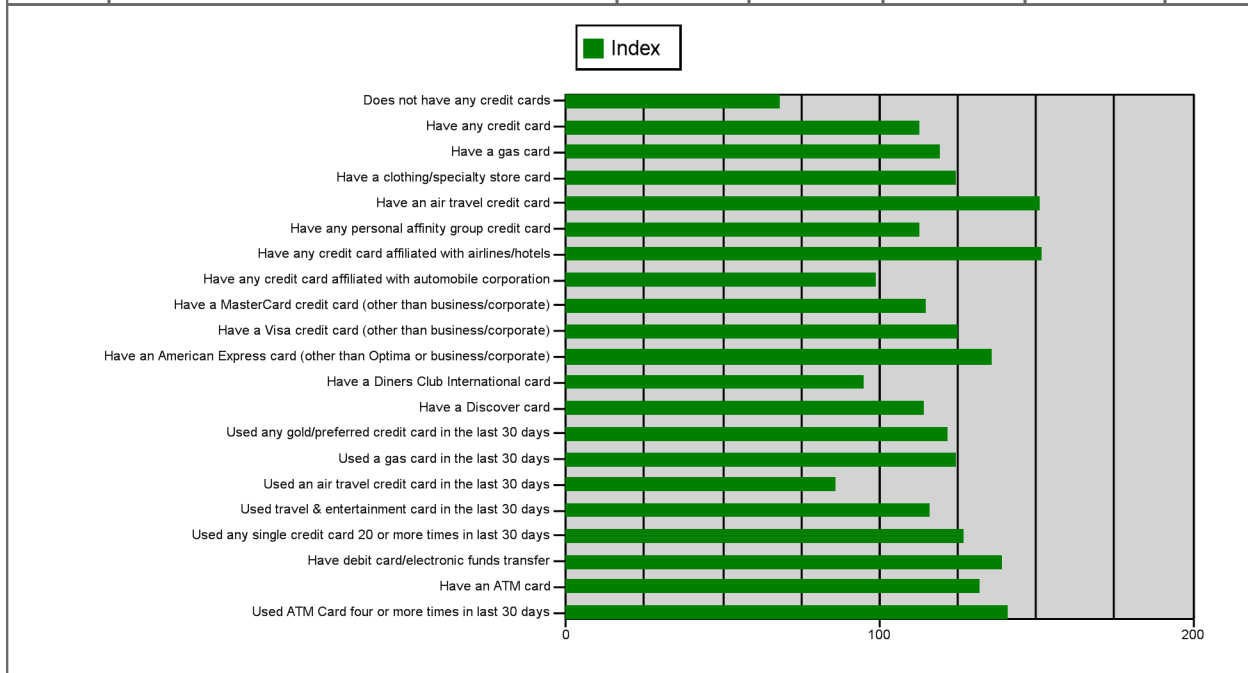
Requestor Name: Sample Restaurant
 Location: Olathe Location
 Address: 15400 West 119th Street, Olathe, KS 66062

Zip Code: 66062
 Radius: 5 Miles

Request Date: 5/14/2007
 Order ID: 123456
 Report ID: 19091

Credit Card purchases

Lifestyle ID	Lifestyle Description	Radius Households	% Radius Households	US Households	% US Households	Index
410	Does not have any credit cards	47,000	18.78	31,039,173	27.46	68
411	Have any credit card	51,048	78.24	78,092,986	69.09	113
412	Have a gas card	45,044	16.48	15,533,149	13.74	119
413	Have a clothing/specialty store card	42,124	10.53	9,583,466	8.48	124
414	Have an air travel credit card	15,660	2.66	1,993,776	1.76	151
415	Have any personal affinity group credit card	28,916	5.16	5,127,985	4.54	113
416	Have any credit card affiliated with airlines/hotels	27,141	6.72	4,998,005	4.42	152
417	Have any credit card affiliated with automobile corporation	20,415	3.24	3,702,728	3.28	99
419	Have a MasterCard credit card (other than business/corporate)	49,890	37.68	36,984,335	32.72	115
421	Have a Visa credit card (other than business/corporate)	50,837	58.43	52,531,048	46.48	125
424	Have an American Express card (other than Optima or business/corporate)	37,426	8.79	7,276,607	6.44	136
427	Have a Diners Club International card	14,459	1.39	1,640,005	1.45	95
428	Have a Discover card	47,549	19.11	18,860,632	16.69	114
432	Used any gold/preferred credit card in the last 30 days	48,817	31.89	29,393,516	26.01	122
433	Used a gas card in the last 30 days	40,022	12.26	11,119,488	9.84	124
434	Used an air travel credit card in the last 30 days	8,902	0.85	1,109,914	0.98	86
435	Used travel & entertainment card in the last 30 days	23,750	3.49	3,389,646	3.00	116
451	Used any single credit card 20 or more times in last 30 days	25,875	9.88	8,782,112	7.77	127
462	Have debit card/electronic funds transfer	46,569	15.26	12,353,731	10.93	139
466	Have an ATM card	50,825	63.04	53,825,195	47.62	132
467	Used ATM Card four or more times in last 30 days	49,516	28.67	22,854,967	20.22	141



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