

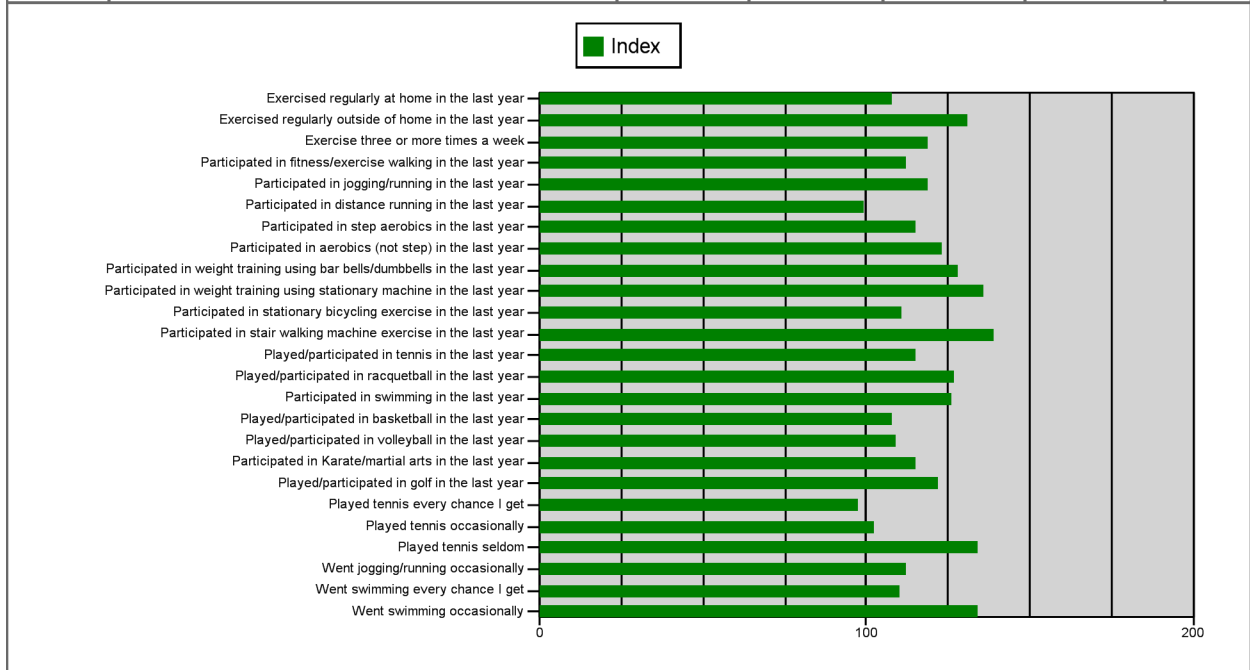
Requestor Name: Sample Restaurant
 Location: Olathe Location
 Address: 15400 West 119th Street, Olathe, KS 66062

Zip Code: 66062
 Radius: 5 Miles

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

Health and Fitness Activities

Lifestyle ID	Lifestyle Description	Radius Households	% Radius Households	US Households	% US Households	Index
1218	Exercised regularly at home in the last year	50,057	32.37	33,870,472	29.97	108
1219	Exercised regularly outside of home in the last year	49,464	26.87	23,032,418	20.38	131
1220	Exercise three or more times a week	50,256	37.09	35,222,261	31.16	119
1221	Participated in fitness/exercise walking in the last year	50,560	38.23	38,380,205	33.96	112
1222	Participated in jogging/running in the last year	46,835	18.88	17,817,403	15.76	119
1223	Participated in distance running in the last year	25,914	4.81	5,460,281	4.83	99
1224	Participated in step aerobics in the last year	33,701	8.64	8,419,299	7.45	115
1225	Participated in aerobics (not step) in the last year	36,520	14.12	12,908,688	11.42	123
1226	Participated in weight training using bar bells/dumbbells in the last year	48,357	21.01	18,485,386	16.36	128
1227	Participated in weight training using stationary machine in the last year	45,940	17.47	14,510,265	12.84	136
1228	Participated in stationary bicycling exercise in the last year	44,443	15.53	15,743,377	13.93	111
1229	Participated in stair walking machine exercise in the last year	43,031	11.91	9,676,147	8.56	139
1231	Played/participated in tennis in the last year	40,163	11.55	11,250,598	9.95	115
1232	Played/participated in racquetball in the last year	37,018	7.72	6,847,109	6.06	127
1239	Participated in swimming in the last year	50,559	49.27	44,021,328	38.95	126
1265	Played/participated in basketball in the last year	45,877	21.40	22,382,519	19.80	108
1268	Played/participated in volleyball in the last year	39,607	11.26	11,576,112	10.24	109
1271	Participated in Karate/martial arts in the last year	28,776	5.06	4,955,055	4.38	115
1272	Played/participated in golf in the last year	45,981	21.73	20,125,392	17.81	122
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
1280	Went jogging/running occasionally	30,574	6.79	6,845,978	6.06	112
1282	Went swimming every chance I get	40,915	11.89	12,111,855	10.72	110
1283	Went swimming occasionally	47,886	23.99	20,124,261	17.81	134



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