

Sports/Leisure Activities

Bowling
Racquetball
Golf
Physical Fitness/Exercise
Watching Sports on TV
Walking For Health
Tennis Frequently
Bicycling Frequently
Running/Jogging
Snow Skiing Frequently

Missouri - Lifestyle Demographics

Kansas City

Vital Statistics:

Population:	1,567,600
Households:	598,500
Median Age:	32.8
Total EBI:	\$21,106,331,000
Median Household EBI:	\$27,571
Total Retail Sales:	\$11,420,454,000
Buying Power Index:	.6798

The Top Ten Lifestyles

Fishing Frequently
Hunting/Shooting
Career-Oriented Activities
Fine Art/Antiques
Household Pets
Sewing
Crafts
Wildlife/Environmental
Bible/Devotional Reading
Collectibles/Collections

Outdoor Activities

Fishing Frequently
Hunting/Shooting
Wildlife
Environmental
Motorcycles
Camping/Hiking
RV's - 4-WD