

Automotive Lifestyle Selects

Total Count

Varies upon Lifestyle Select

Base Price

Lifestyle Base Price
(1x Use) \$55/M

Source

Cooperatively developed by Ruf Strategic Solutions and Experian

Minimum Order

\$750
Extra charge for unlimited usage, copies, tapes and freight, call for prices.

Updated Monthly

For counts and orders call 800-829-8544

Ruf's lifestyle lists provide marketers with the ability to select lists of consumer households that are more likely to engage in the selected behaviors than standard compiled lists. Using demographic and psychographic data in powerful consumer models, Ruf's lifestyles identify superior candidates for your message without the high costs of response lists or the limited counts available from self-reported survey data.

The counts listed on these pages represent the top 10% of U.S. consumer households, in terms of relative propensity for the behavior selected via each Ruf lifestyle model. Your Ruf representative can work with you to determine the best selection criteria to fit your needs. (Due to the frequency of updates, counts are subject to change.)

Demographic Selects

Price

* All select charges apply in addition to the base price

Estimated age	\$5.00/M
Estimated HH income	\$5.00/M
Gender	\$2.50/M
Home owners	\$15.00/M
Household status (<i>wife, elderly parent, young adult</i>)	\$2.50/M
Length of residence.....	\$3.50/M
Married	\$2.50/M
Presence of children	\$10.00/M
Ethnicity.....	\$10.00/M
Occupation	\$10.00/M
Telephone numbers.....	\$10.00/M
Geographic (<i>state, ZIP, SCF, county, MSA, DMA, census tract/BG</i>)	\$2.50/M
Direct mail responders	\$10.00/M
Head of household.....	N/C
Additional demographic selects are available Call for pricing	

Rental policy-- All names ordered are for one-time use; for subsequent usage/unlimited usage, call for pricing. Tape for prior order suppression is \$25 flat.

Cancellation policy-- All orders cancelled 10 days prior to the original mail date will be assessed in \$10/M net cancellation charge. Payment is due in full on all orders cancelled outside of this time frame.

Sales tax-- Ruf's products and services are subject to applicable federal, state and local sales taxes.

ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS
Auto Own/Lease			0645	Most recent vehicle acquired was purchased new	7,087,137	0657	Most recent vehicle purchased with sun roof/moon roof/T-roof	6,501,129
0623	Five or more vehicles in household	7,235,992	0646	Most recent vehicle acquired was leased	5,118,380	0658	Most recent vehicle purchased with alarm/security system	7,047,415
0624	Four vehicles in household	7,347,633	0647	Most recent vehicle finance term was 4 or more years	5,895,934	0659	Owned or leased automobile has a DVD player	7,182,623
0625	Three vehicles in household	6,870,580	0648	Most recent vehicle finance term was between 3 and 4 years	6,866,688	0660	Owned or leased automobile has a GPS- navigation system	6,123,259
0626	Two vehicles in household	6,778,617	0649	Most recent vehicle finance term was between 1 and 3 years	4,123,241	0661	Owned or leased automobile has a satellite radio	5,799,229
0627	One vehicle in household	4,662,817	0650	Most recent vehicle was financed via commercial bank or S&L	5,788,771	0662	Owned or leased automobile has side-impact air bag(s)	6,259,519
0628	Own one or more cars	5,724,192	0651	Most recent vehicle was financed via credit union	6,119,229	0663	Referred to auto magazines during last vehicle purchase decision	6,264,950
0629	Lease one or more cars	6,516,774	0652	Most recent vehicle was financed via auto manufacturer finance company	5,596,461	0664	Referred to car dealer/brochure/video during last vehicle purchase decision	6,407,735
0630	Bought one or more cars new	7,869,586	0653	Most recent vehicle was financed via cash/other nonspecified	5,927,643	0665	Referred to consumer buying guides during last vehicle purchase decision	7,299,464
0631	Bought one or more cars used	5,956,184	0654	Most recent vehicle purchased with extended service contract	6,354,362	0666	Referred to friends' advice/word-of-mouth during last vehicle purchase decision	5,460,687
0632	Own/lease any entry-level compact car	3,264,526	0655	Most recent vehicle purchased with rust proofing	6,743,502	0667	Referred to television during last vehicle purchase decision	4,549,025
0633	Own/lease any premium-level compact car	5,116,384	0656	Most recent vehicle purchased with radar detector	4,547,971			
0634	Own/lease any lower mid-size car	5,143,063						
0635	Own/lease any upper mid-size car	6,602,701						
0636	Own/lease any sporty car	5,497,906						
0637	Own/lease any premium sporty car	4,721,092						
0638	Own/lease any basic large car	5,714,452						
0639	Own/lease any luxury car	6,397,639						
0640	Own/lease any compact pick up	6,308,379						
0641	Own/lease any full size pick up	6,432,329						
0642	Own/lease any mini van	7,767,861						
0643	Own/lease any full size van	4,268,488						
0644	Own/lease any sport/utility	6,368,256						

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0668	Referred to newspapers during last vehicle purchase decision	5,488,576	0705	Own/lease a Dodge	6,458,704	0754	Own/lease a Nissan	6,857,723
0669	Anticipate a new vehicle purchase within the next year	5,331,464	0706	Own/lease a Ford	5,755,071	0755	Own/lease a Porsche	1,293,175
0670	Anticipate a new vehicle purchase within the next 2 years	5,983,697		Own/lease a Freightliner		0756	Own/lease a Saab	609,918
0671	Anticipate next new vehicle purchase will be a domestic make	5,930,338	0708	Own/lease a GMC	6,629,568	0757	Own/lease a Scion	201,062
0672	Anticipate next new vehicle purchase will be a Japanese/Asian make	6,031,305		Own/lease a Hummer		0758	Own/lease a Subaru	3,981,639
0673	Anticipate next new vehicle purchase will be a European make	4,182,397	0710	Own/lease a Jeep/Eagle	6,153,086	0759	Own/lease a Suzuki	2,832,448
0674	Belongs to an auto club with emergency road service/travel service	7,127,058	0711	Own/lease a Lincoln	3,901,738	0760	Own/lease a Toyota	6,154,647
0675	Belongs to AAA auto club	7,267,987	0712	Own/lease a Mercury	4,621,610	0761	Own/lease a Volkswagen	4,469,060
0676	Belongs to AARP Motoring Plan auto club	4,582,654	0713	Own/lease a Oldsmobile	5,545,503	0762	Own/lease a Volvo	4,278,825
0677	Belongs to Allstate auto club	3,462,968	0714	Own/lease a Plymouth	4,793,297		Vehicle Rental	
0678	Belongs to Amoco auto club	1,626,744	0715	Own/lease a Pontiac	5,236,694	0763	Rented vehicle for business/personal use in the last year	6,210,603
0679	Does not currently have a driver's license	3,495,855	0716	Own/lease a Saturn	3,711,171		Foreign Auto	
	Domestic Auto		0717	Own/lease any foreign entry-level compact car	2,461,194	0764	Rented vehicle for personal use in the last year	5,755,176
0680	Own/lease any domestic entry-level compact car	722,219	0718	Own/lease any foreign premium-level compact car	5,772,501	0765	Rented vehicle for business use in the last year	5,202,470
0681	Own/lease any domestic premium-level compact car	4,821,789	0719	Own/lease any foreign lower mid-size car	4,763,222	0766	Rented vehicle for business/personal use three or more times in last year	5,210,003
0682	Own/lease any domestic lower mid-size car	4,467,011	0720	Own/lease any foreign upper mid-size car	6,609,310	0767	Rented vehicle for personal use three or more times in the last year	4,715,427
0683	Own/lease any domestic upper mid-size car	5,669,716	0721	Own/lease any foreign premium sporty car	3,518,619	0768	Rented vehicle for business use three or more times in the last year	4,684,695
0684	Own/lease any domestic premium sporty car	3,496,239	0722	Own/lease any foreign compact pick-up	5,345,574	0769	Rented from Alamo most often in the last year	4,836,380
0685	Own/lease any domestic compact pick-up	6,180,886	0723	Own/lease any foreign full size pick-up	3,711,582	0770	Rented from Avis most often in the last year	5,682,451
0686	Own/lease any domestic full size pick-up	6,843,105	0724	Own/lease any foreign full size SUV	1,588,221	0771	Rented from Budget most often in the last year	5,175,348
0687	Own/lease any domestic full size SUV	6,694,364	0725	Own/lease any foreign mini-SUV	5,739,804	0772	Rented from Dollar most often in the last year	4,248,706
0688	Own/lease any domestic mini-SUV	5,435,111	0726	Own/lease any foreign minivan	6,759,239	0773	Rented from Enterprise most often in the last year	3,661,557
0689	Own/lease any domestic full size van	4,268,488	0727	Own/lease any foreign mid luxury car	5,372,840	0774	Rented from Hertz most often in the last year	5,795,308
0690	Own/lease any domestic minivan	7,281,788	0728	Own/lease any foreign sporty car	4,249,768	0775	Rented from National most often in the last year	5,115,777
0691	Own/lease any domestic mid-luxury car	5,225,768	0729	Own/lease any foreign light duty full size pickup	4,403,183	0776	Rented from Thrifty most often in the last year	3,624,045
0692	Own/lease any domestic sporty car	5,152,363	0730	Own/lease any foreign luxury sport car	1,177,209	0777	Belong to Avis car rental club	3,861,659
0693	Own/lease any domestic light-duty full size pickup	1,064,589	0731	Own/lease any foreign entry luxury SUV	5,211,774	0778	Belong to Budget car rental club	1,879,589
0694	Own/lease any domestic luxury-sport car	241,012	0732	Own/lease any foreign premium luxury SUV	1,261,126	0779	Belong to Enterprise car rental club	262,366
0695	Own/lease any domestic entry-luxury SUV	160,130	0733	Own/lease any foreign luxury SUV	5,426,361	0780	Belong to Hertz car rental club	5,293,910
0696	Own/lease any domestic premium-luxury SUV	617,571	0734	Own/lease any foreign midsize SUV	6,142,814	0781	Belong to other car rental club	115,077
0697	Own/lease any domestic luxury SUV	777,701	0735	Own/lease any foreign premium luxury car	2,683,640		Motorcycles/ATV/Bus	
0698	Own/lease any domestic midsize SUV	6,512,083	0736	Own/lease any foreign luxury car	6,511,921	0782	Has a motorcycle driver's license	5,187,121
0699	Own/lease any domestic full-size car	5,714,452	0737	Own/lease an Acura	4,882,270	0783	Owns a motorcycle	5,876,617
0700	Own/lease any domestic luxury car	4,961,648		Own/lease an Alfa Romeo		0784	Owns a chopper type motorcycle	727,926
0701	Own/lease a Buick	6,464,850	0739	Own/lease an Audi	3,643,236	0785	Owns a dual sport (street/off-road) motorcycle	1,197,947
0702	Own/lease a Cadillac	5,181,392	0740	Own/lease a BMW	4,435,059	0786	Owns an off-road motorcycle	3,989,888
0703	Own/lease a Chevrolet/Geo	6,048,760	0741	Own/lease a Daewoo	120,368	0787	Owns a power-cruiser type motorcycle	47,918
0704	Own/lease a Chrysler	5,563,205	0742	Own/lease a Honda	7,328,042	0788	Owns a street bike - standard/touring	4,902,619
			0743	Own/lease a Hyundai	4,475,787	0789	Owns a sports street bike	3,621,858
			0744	Own/lease an Infiniti	3,983,849	0790	Owns an ATV/three-wheelers/four-wheelers	5,283,822
			0745	Own/lease an Isuzu	3,993,124	0791	Used public transportation in the last 30 days	3,734,105
			0746	Own/lease a Jaguar	1,313,535			
			0747	Own/lease a Kia	3,344,644			
			0748	Own/lease a Land Rover	483,323			
			0749	Own/lease a Lexus	6,456,981			
			0750	Own/lease a Mazda	5,598,848			
			0751	Own/lease a Mercedes Benz	5,103,141			
			0752	Own/lease a Mini	296,760			
			0753	Own/lease a Mitsubishi	4,238,726			

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