

Donor 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
1884	Made a charitable gift or contribution in the last year	7,420,045	1889	Made a charitable gift or contribution in the last year to public radio	5,907,429	1894	Made a charitable gift or contribution in the last year to some other organization	6,600,724
1885	Made a charitable gift or contribution in the last year to arts/culture and humanities organization	5,656,070	1890	Made a charitable gift or contribution in the last year to public television	6,153,935	1895	Made a charitable gift or contribution of \$200 or more in the last year	7,917,540
1886	Made a charitable gift or contribution in the last year to education organization	7,046,248	1891	Made a charitable gift or contribution in the last year to private foundations	6,290,261	1896	Made a charitable gift or contribution of \$50-199 in the last year	6,438,874
1887	Made a charitable gift or contribution in the last year to environmental organization	5,781,744	1892	Made a charitable gift or contribution in the last year to religious organization	8,068,223	1897	Made a charitable gift or contribution of \$25-49 in the last year	5,621,180
1888	Made a charitable gift or contribution in the last year to health organization	6,778,910	1893	Made a charitable gift or contribution in the last year to social services/welfare	6,248,761	1898	Made a charitable gift or contribution of under \$25 in the last year	5,667,927