

Gambling 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 |
|-------|---|-----------|-------|--|-----------|-------|---|-----------|
| 1036 | Visited a gambling casino in the last year | 5,514,441 | 1044 | Visited a gambling casino in Laughlin in the last year | 2,447,796 | 1051 | Visited a gambling casino elsewhere in the last year | 4,648,924 |
| 1037 | Visited a gambling casino more than 10 times in the last year | 3,908,397 | 1045 | Visited a gambling casino in Mississippi Gulf Coast in the last year | 3,113,190 | 1052 | Bought state lottery tickets in the last year | 5,155,509 |
| 1038 | Visited a gambling casino 6-10 times in the last year | 2,732,868 | 1046 | Visited a gambling casino in Reno/Lake Tahoe in the last year | 5,045,374 | 1053 | Bought state lottery tickets more than 4 times a month in the last year | 4,667,902 |
| 1039 | Visited a gambling casino 3-5 times in the last year | 3,932,730 | 1047 | Visited a gambling casino in the Caribbean Islands in the last year | 2,598,448 | 1054 | Bought state lottery tickets 2-4 times a month in the last year | 4,574,483 |
| 1040 | Visited a gambling casino 1-2 times in the last year | 5,135,836 | 1048 | Visited a gambling casino in Europe in the last year | 81,079 | 1055 | Bought state lottery tickets once a month or less in the last year | 4,877,760 |
| 1041 | Visited a gambling casino in Atlantic City in the last year | 5,297,318 | 1049 | Visited a gambling casino on a cruise ship in the last year | 5,027,014 | | | |
| 1042 | Visited a gambling casino on an Indian reservation in the last year | 5,352,534 | 1050 | Visited a gambling casino on a riverboat in the last year | 3,736,005 | | | |
| 1043 | Visited a gambling casino in Las Vegas in the last year | 5,047,946 | | | | | | |