

Home Improvement 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
1132	Did any interior & exterior home remodeling in the last year	6,978,070	1144	Bought carpeting in the last year	5,846,797	1157	Carpet installed by outside service contractor or other in the last year	6,542,150
1133	Remodeling/home improvements done by household member in the last year	6,706,917	1145	Bought thermal windows in the last year	5,682,523	1158	Kitchen faucets installed by self/other household member in the last year	6,683,128
1134	Hired professional contractor for remodeling/home improvements in the last year	6,743,593	1146	Bought non-insulated/non-thermal windows in the last year	3,113,065	1159	Kitchen faucets installed by outside service contractor or other in the last year	6,359,078
1135	Spent \$5,000 or more on home improvements in the last year	5,405,083	1147	Bought weather-stripping in the last year	5,256,038	1160	Interior painting or interior/exterior staining done by self/other household member in the last year	7,087,658
1136	Spent under \$5,000 on home improvements in the last year	7,754,568	1148	Bought outdoor/exterior siding in the last year	4,695,346	1161	Interior painting or interior/exterior staining done by professional painter/other in the last year	7,201,426
1137	Purchased carpet/rug for \$1000 or more in the last year	6,766,280	1149	Bought central air conditioning in last 12 months	5,649,640	1162	Exterior painting done by self/other household member in the last year	6,436,823
1138	Spent \$500 or more on roofing last year	6,026,415	1150	Bought central humidifying system in the last 12 months	3,478,773	1163	Exterior painting done by professional painter/other in the last year	6,065,464
1139	Purchased insulation in the last year	4,757,864	1151	Bought outdoor deck in the last year	5,254,846	1164	Bought lumber in the last year	6,174,836
1140	Purchased kitchen improvements in the last year	6,350,450	1152	Bought outdoor porch/patio in the last year	3,827,783	1165	Plan to do any interior & exterior home remodeling in the next 12 months	6,605,687
1141	Purchased indoor lighting fixtures in the last year	6,538,828	1153	Bought garage door in the last year	6,247,091	1166	Plan to remodel basement/attic/garage next year	5,544,892
1142	Purchased outdoor lighting fixtures in the last year	6,336,897	1154	Hung wall paper/wall coverings by self/other household member in the last year	5,539,029			
1143	Bought wall paper/wall coverings in the last year	5,989,674	1155	Hung wall paper/wall coverings by outside service contractor or other in the last year	5,066,273			
			1156	Carpet installed by self/other household member in the last year	5,102,215			

ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS
1167	Plan to remodel bathroom next year	5,828,527	1170	Plan to add a bathroom next year	3,997,283	1173	Used a professional exterminator/pest control	5,636,658
1168	Plan to remodel family room/den next year	5,130,923	1171	Plan to add a room or garage in next 12 months	3,948,355			
1169	Plan to remodel kitchen next year	5,635,228	1172	Plan other remodeling next year	5,941,681			

CHOOSE FROM MORE THAN 2200 LIFESTYLES

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