

Insurance 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
Life Insurance			1072	Life insurance with MONY (Mutual of New York)	1,300,190	1089	Carry medical/hospital/health insurance from Medicare; Medigap/Medicare supplement; Medicaid	6,860,210
1056	Carry \$200,000 or more in total life insurance	7,762,511	1073	Life insurance with Nationwide	1,787,003	1090	Carry medical/hospital/health insurance through an agent or broker	4,666,388
1057	Carry \$100,000-\$199,999 in total life insurance	6,263,884	1074	Life insurance with New York Life	2,824,739			
1058	Carry \$50,000-\$99,999 in total life insurance	5,869,202	1075	Life insurance with Northwestern Mutual	4,508,978	1091	Carry medical/hospital/health insurance with no agent	3,902,570
1059	Carry \$20,000-\$49,999 or more in total life insurance	3,860,074	1076	Life insurance with Principal	1,311,561	1092	Carry medical/hospital/health insurance from mail advertising or telemarketing	1,053,667
1060	Carry under \$20,000 in total life insurance	6,198,451	1077	Life insurance with The Prudential	4,673,301			
1061	Life insurance with Aetna	3,135,205	1078	Life insurance with State Farm	5,620,451	Home/Tenant Insurance		
1062	Life insurance with Allstate	3,413,140	1079	Life insurance with TransAmerica	623,840	1093	Carry homeowners insurance	7,314,260
1063	Life insurance with American General	3,476,121	1080	Life insurance with other company	5,511,899	1094	Carry \$300,000 or more in home/tenant insurance	8,024,050
1064	Life insurance with Cigna	1,564,926	1081	Carry a term life policy	6,348,601			
1065	Life insurance with Colonial Penn	2,168,663	1082	Carry a whole/universal/variable life policy	7,172,386	Medical Insurance		
1066	Life insurance with Equitable	1,877,259	1083	Carry a group life policy	5,530,946	1086	Carry life/health insurance	6,930,475
1067	Life insurance with The Hartford	3,212,448	1084	Carry other life policy	4,499,446	1087	Carry medical/hospital/health insurance from work/union	7,095,424
1068	Life insurance with John Hancock Mutual	4,391,744	1085	Carry an annuity	4,246,920			
1069	Life insurance with Lincoln National	2,107,704				1088	Carry medical/hospital/health insurance from fraternal/membership group	2,105,922
1070	Life insurance with Massachusetts Mutual	2,933,073						
1071	Life insurance with Metropolitan	5,059,563						

ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS
1098	Carry \$10,000-\$49,999 in home/tenant insurance	3,304,364	1108	Auto insurance policy with Encompass (CNA)	2,486,312	1120	Auto insurance policy with U. S. A. A.	5,206,291
1099	Carry less than \$10,000 in home/tenant insurance	1,188,382	1109	Auto insurance policy with Farm Bureau	4,386,366	1121	Auto insurance policy with other company	4,831,949
1100	Obtained home/tenant policy directly from Insurance Co. (no agent)	5,693,113	1110	Auto insurance policy with Farmer's	4,032,931	1122	Carry boat owner's insurance	6,410,794
1101	Obtained home/tenant policy through an agent	6,970,708	1111	Auto insurance policy with Geico	4,069,213	1123	Carry convalescent (long term) care insurance	5,687,598
1102	Obtained home/tenant policy from a place of work or union	2,852,188	1112	Auto insurance policy with Hartford	4,409,625	1124	Carry dental insurance	6,186,592
1103	Obtained home/tenant policy from bank or mortgage lending institution	5,016,684	1113	Auto insurance policy with Liberty Mutual	4,448,978	1125	Carry loss of income through medical/disability insurance	5,289,132
	Auto and Misc Insurance		1114	Auto insurance policy with MetLife	3,588,262	1126	Carry personal liability insurance (non-automotive)	4,321,910
1104	Carry automotive insurance	5,899,700	1115	Auto insurance policy with Nationwide	3,792,356	1127	Carry "Umbrella Coverage" liability insurance	7,504,474
1105	Auto insurance policy with AAA	4,393,431	1116	Auto insurance policy with The Prudential	516,924	1128	Carry vision care insurance	5,984,441
1106	Auto insurance policy with Allstate	6,010,426	1117	Auto insurance policy with SAFECO	2,820,508	1129	Carry personal business or malpractice insurance	2,634,146
1107	Auto insurance policy with Amica	3,094,449	1118	Auto insurance policy with State Farm	5,625,141	1130	Carry small business insurance	4,752,117
			1119	Auto insurance policy with The Travelers	4,054,892	1131	Carry other, non-specified insurance policy	4,801,317

CHOOSE FROM MORE THAN 2200 LIFESTYLES

1533 E Spruce – Olathe, KS 66061 – 800-829-8544 – www.ruf.com

