

Internet 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
1226	Own a personal computer at home	6,900,772	1241	PC most recently acquired was other brand	4,895,794	1254	Use a personal computer at home for computer games	7,164,278
1227	Own 2 or more personal computers	7,717,349	1242	Most recent home PC purchase was in the last year	5,332,591	1255	Use a personal computer at home for education	7,192,038
1228	Purchased a personal computer within the past 2 years	6,173,009	1243	Most recent home PC purchase was direct from manufacturer	6,586,464	1256	Use a personal computer at home for home banking	6,696,184
1229	Intend to purchase personal computer in the next 18 months	4,361,653	1244	Most recent home PC purchase was via mail or phone order	4,743,883	1257	Use a personal computer at home for personal financial management	7,157,682
1230	Have a home computer network	7,117,142	1245	Most recent home PC purchase was via online order	4,934,677	1258	Use a personal computer at home for internet/e-mail	7,030,551
1231	Have a wireless home computer network	7,214,638	1246	Most recent home PC purchased is a desktop model	6,240,537	1259	Use a personal computer at home for taxes	6,930,595
1232	Have or plan to purchase Web TV	3,006,818	1247	Most recent home PC purchased is a laptop or notebook model	5,362,463	1260	Use a personal computer at home for desktop publishing	6,346,412
1233	PC most recently acquired was an Acer	512,250	1248	Most recent home PC purchased was \$3000 or more	4,814,178	1261	Use a personal computer at home for database mgmt.	6,464,308
1234	PC most recently acquired was an Apple Mac/PowerMac	4,079,608	1249	Most recent home PC purchased was \$2000 or more	6,212,563	1262	Use a personal computer at home for digital photo editing	7,623,147
1235	PC most recently acquired was a Compaq	5,327,385	1250	Most recent home PC purchased was less than \$2000	6,708,379	1263	Use a personal computer at home for graphics/presentation	5,134,317
1236	PC most recently acquired was a Dell	6,648,974	1251	Own an electronic personal notebook organizer	5,221,197	1264	Use a personal computer at home for home shopping	7,421,434
1237	PC most recently acquired was a Gateway	5,571,828	1252	Own a fax machine at home	7,023,276	1265	Use a personal computer at home for programming	5,037,197
1238	PC most recently acquired was a Hewlett Packard	5,893,392	1253	Use a personal computer at home for accounting	6,804,646	1266	Use a personal computer at home for news retrieval	6,572,888
1239	PC most recently acquired was an IBM	3,773,040						
1240	PC most recently acquired was other IBM compatible	3,556,290						

ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS
1267	Use a personal computer at home for telecommuting	6,537,349	1271	Purchased 4 or more software programs in last 12 months	6,196,451	1275	Purchased software direct from manufacturer in last 12 months	5,558,701
1268	Use a personal computer at home for travel planning	7,019,521	1272	Purchased \$300 or more in software programs in last 12 months	6,482,577	1276	Use a personal computer at work	6,289,895
1269	Use a personal computer at home for word processing	7,161,648	1273	Purchased software by mail or phone in last 12 months	4,428,578			
1270	Use personal computer at home 10 or more hours per week	4,528,788	1274	Purchased software online in last 12 months	5,497,581			

CHOOSE FROM MORE THAN 2200 LIFESTYLES

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

