

Investor 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
0570	Have interest checking account	7,402,015	0588	Own common stock in company (other than employers')	7,696,066	0600	Have \$5,000 or more stock in company other than employers'	7,123,480
0571	Have a Keogh/SEP-IRA/pension	6,625,970	0589	Own investment collectibles	4,900,002	0601	Have less than \$5,000 stock in company other than employers'	4,297,065
0572	Have a 401K plan	6,601,446	0590	Own international investment securities	2,875,555	0602	Have \$5,000 or more stock in employers' company	5,059,953
0573	Have tax shelters	3,099,916	0591	Own \$100,000 or more in securities	7,649,384	0603	Have less than \$5,000 stock in employers' company	3,306,992
0574	Have tax sheltered annuities	5,134,895	0592	Own \$50,000 - \$99,999 in securities	6,618,447	0604	Have \$10,000 or more in money market funds	7,431,251
0575	Have a savings account	6,259,789	0593	Own \$25,000 - \$49,999 in securities	4,879,533	0605	Have less than \$10,000 in money market funds	5,036,058
0576	Have short term savings certificates or CDs	7,364,864	0594	Own \$10,000 - \$24,999 in securities	4,896,890	0606	Have a trust agreement	2,502,707
0577	Have long term savings certificates or CDs	7,026,094	0595	Own \$5,000 - \$9,999 in securities	3,118,175	0607	Had personal tax prepared by a CPA/private accountant in the last year	7,096,799
0578	Have an IRA	7,434,882	0596	Made 6 or more stock transactions (not including employers' company) in the last year	4,402,420	0608	Had personal tax prepared using professional on site services in the last year	4,377,858
0579	Have a 529 college savings	6,211,320	0597	Made 1-5 stock transactions (not including employers' company) in the last year	4,674,058	0609	Had personal tax prepared using online tax software in the last year	4,488,868
0580	Have other college savings	4,353,973	0598	Have \$5,000 or more in mutual funds	7,823,263	0610	Had personal tax prepared using offline tax software in the last year	4,121,011
0581	Own any investments	7,190,478	0599	Have less than \$5,000 in mutual funds	3,160,279			
0582	Have an online trading account	4,189,769						
0583	Have a mutual fund/brokerage account	7,704,758						
0584	Own U.S. Savings Bonds	6,770,825						
0585	Own bonds (other than U.S. Savings Bonds)	6,798,474						
0586	Own money market funds	7,404,053						
0587	Own common or preferred stock in employers' company	5,675,220						