

## Media 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
<b>Media - Print</b>			0018	Read science/technology publications	5,506,188	0035	Highly loyal reader of AARP, The Magazine	7,321,485
0001	Read African American appeal publications	4,251,454	0019	Read sports publications	5,282,709	0036	Highly loyal reader of Architectural Digest	2,279,231
0002	Read airline/in flight publications	4,609,451	0020	Read travel publications	5,816,473	0037	Highly loyal reader of Better Homes and Gardens	6,143,432
0003	Read automotive publications	6,238,428	0021	Read women's publications	5,492,118	0038	Highly loyal reader of Blender	48,615
0004	Read boating & yachting publications	3,277,875	0022	Read women's bridal publications	1,071,696	0039	Highly loyal reader of Car and Driver	2,790,109
0005	Read business & finance publications	5,217,298	0023	Read women's fashion, beauty & grooming publications	3,542,436	0040	Highly loyal reader of Conde Nast Traveler	3,042,551
0006	Read child rearing/parenthood publications	6,131,581	0024	Read Fishing/Hunting Magazines	5,933,862	0041	Highly loyal reader of Consumer Reports	5,164,833
0007	Read computer publications	3,634,419	0025	Read Outdoor Recreation Magazines - other than Fishing/Hunting	1,550,485	0042	Highly loyal reader of Cosmopolitan	2,636,168
0008	Read epicurean publications	5,644,442	0026	Read Firearms Interest Magazines	3,783,024	0043	Highly loyal reader of Cycle World	1,087,985
0009	Read health publications	4,896,103	0027	Read Men's Fashion and Lifestyle Magazines	2,561,364	0044	Highly loyal reader of Ebony	2,570,414
0010	Read home & home improvement publications	7,267,874	0028	Read Men's Health and Fitness Magazines	3,727,499	0045	Highly loyal reader of The Economist	1,049,016
0011	Read men's publications	4,781,789	0029	Read Golf Magazines	6,045,228	0046	Highly loyal reader of Entertainment Weekly	2,934,804
0012	Read metropolitan/regional/state publications	6,330,560	0030	Read Sports Fitness, and Exercise Magazines	4,048,718	0047	Highly loyal reader of Family Circle	4,132,154
0013	Read motorcycle publications	2,233,941	0031	Read Women's Health and Fitness Magazines	3,651,886	0048	Highly loyal reader of Field & Stream	3,482,963
0014	Read music scene publications	2,790,441	0032	Read Tabloid Magazines	2,663,628	0049	Highly loyal reader of Gamepro	1,480,040
0015	Read news publications	4,938,898	0033	Read Soap Opera Magazines	2,329,898	0050	Highly loyal reader of Glamour	1,860,668
0016	Read photography publications	1,592,359	0034	Read Culture and The Arts Magazines	4,802,052	0051	Highly loyal reader of Golf Digest	3,898,198

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0052	Highly loyal reader of GQ	1,778,455	0092	Daily newspaper - Read television and radio listings section/pages	5,940,766	0138	Watch pro baseball on TV frequently	5,191,159
0053	Highly loyal reader of Guns & Ammo	1,823,400		<b>Media - Radio</b>		0139	Watch college basketball on TV frequently	5,914,664
0054	Highly loyal reader of Maxim	3,654,845	0093	Listen to adult contemporary radio	5,100,381	0140	Watch pro basketball on TV frequently	3,622,120
0055	Highly loyal reader of Men's Health	1,775,987	0094	Listen to album oriented rock (AOR) including modern rock radio	4,055,686	0141	Watch bowling on TV frequently	2,387,342
0056	Highly loyal reader of National Enquirer	826,878	0095	Listen to news radio	6,960,357	0142	Watch boxing on TV frequently	2,728,648
0057	Highly loyal reader of National Geographic	4,959,979	0096	Listen to alternative/adult alternative radio	4,792,484	0143	Watch college football on TV frequently	5,304,426
0058	Highly loyal reader of The New Yorker	2,577,286	0097	Listen to black/rhythm & blues radio	2,721,377	0144	Watch pro football on TV frequently	5,493,791
0059	Highly loyal reader of O, The Oprah Magazine	2,023,149	0098	Listen to contemporary hit radio	4,922,063	0145	Watch NFL football pre-game shows on TV in the last year	4,969,132
0060	Highly loyal reader of Parents	4,790,725	0099	Listen to classic rock radio	5,113,501	0146	Watch fishing on TV frequently	3,501,662
0061	Highly loyal reader of PC Gamer	39,616	0100	Listen to classical radio	3,972,042	0147	Watch golf on TV frequently	6,530,256
0062	Highly loyal reader of Penthouse	2,170,215	0101	Listen to country (or western) radio	6,333,281	0148	Watch ice hockey on TV frequently	5,219,231
0063	Highly loyal reader of Playboy	3,126,301	0102	Listen to easy listening radio	4,459,048	0149	Watch rodeo on TV frequently	3,213,083
0064	Highly loyal reader of Prevention	3,793,527	0103	Listen to golden oldies radio	4,839,094	0150	Watch tennis on TV frequently	3,862,582
0065	Highly loyal reader of Reader's Digest	6,365,653	0104	Listen to jazz radio	3,569,204	0151	Watch TV horse racing occasionally or frequently	4,804,093
0066	Highly loyal reader of Rolling Stone	1,971,567	0105	Listen to news/business news/talk radio	7,200,363	0152	Watch stock car/NASCAR racing on TV frequently	5,129,316
0067	Highly loyal reader of Shape	1,177,994	0106	Listen to nostalgia/big band radio	5,392,391	0153	Watch NASCAR Busch Series auto racing on TV frequently	4,912,315
0068	Highly loyal reader of Sierra Magazine	607,994	0107	Listen to religious radio	3,804,639	0154	Watch NASCAR Nextel Cup Series auto racing on TV frequently	5,573,877
0069	Highly loyal reader of Smithsonian	3,034,093	0108	Listen to soft contemporary (lite/soft rock) radio	4,303,833	0155	Watch Indy Car Racing on TV frequently	3,067,289
0070	Highly loyal reader of Southern Living	4,590,703	0109	Listen to Spanish radio	5,095,564	0156	Watch TV weekend/daytime informational	4,860,512
0071	Highly loyal reader of Soap Opera Digest	995,865	0110	Listen to urban contemporary radio	4,565,947	0157	Watch TV prime time general drama	4,707,052
0072	Highly loyal reader of Sports Illustrated	3,531,455	0111	Satellite Radio - Own or plan to buy in next 12 months	4,724,071	0158	Watch TV prime time feature film	4,814,917
0073	Highly loyal reader of TV Guide	4,032,286	0112	Own a MP3 music/digital media player	4,929,435	0159	Watch TV prime time situation comedy	4,511,010
0074	Subscribe or otherwise purchase The New York Times	3,289,710	0113	Purchased more than 20 music downloads in the last year	2,922,842	0160	Watch comedy / variety television shows	4,825,742
0075	Subscribe or otherwise purchase USA Today	2,142,544		<b>Media - TV</b>		0161	Watch evening animation television shows	3,659,060
0076	Subscribe or otherwise purchase The Wall Street Journal	3,063,155	0114	Does not own a television set	2,019,737	0162	Watch feature film television shows	4,814,917
0077	Daily newspaper - Read every section or page	6,463,662	0115	Owens a TV 41 inches or larger	6,975,458	0163	Watch general drama television shows	4,707,052
0078	Daily newspaper - Read business and finance section/pages	6,677,314	0116	Owens a HDTV (High Definition TV)	5,258,191	0164	Watch how-to television shows	5,297,298
0079	Daily newspaper - Read classified advertisements section/pages	4,497,906	0117	Subscribe to cable TV	5,050,456	0165	Watch news/documentary television shows	6,798,677
0080	Daily newspaper - Read comics section/pages	5,655,450	0118	Has digital cable	4,954,547	0166	Watch reality television shows	5,025,814
0081	Daily newspaper - Read editorial section/pages	6,152,936	0119	Has a satellite dish receiver system	6,660,505	0167	Watch science television shows	3,757,221
0082	Daily newspaper - Read entertainment section/pages	4,642,373	0120	Have cable company as a service provider	4,157,903	0168	Watch situation comedy television shows	4,511,010
0083	Daily newspaper - Read fashion section/pages	3,992,424	0121	Have DIRECTV as a service provider	3,658,855	0169	Watch sports television shows	5,274,950
0084	Daily newspaper - Read food and cooking section/pages	5,346,389	0122	Have DISH Network as a service provider	6,145,116	0170	Watch western drama television shows	1,678,020
0085	Daily newspaper - Read front page	6,245,798	0123	Have TIVO as a service provider	3,924,691	0171	Watch television home shopping shows	4,502,629
0086	Daily newspaper - Read general news section/pages	5,538,175	0124	Currently receive premium/pay cable channels	5,873,467	0172	Frequently buy from home shopping channels	
0087	Daily newspaper - Read home, furnishings, or gardening section/pages	5,649,198	0125	Currently receive Cinemax	5,264,230	0173	Does not view any cable networks	3,826,287
0088	Daily newspaper - Read movie listings section/pages	4,189,287	0126	Currently receive Encore	5,726,627	0174	Watch the A&E channel	5,066,318
0089	Daily newspaper - Read science and technology section/pages	4,527,417	0127	Currently receive HBO	6,243,380	0175	Watch AMC	4,073,530
0090	Daily newspaper - Read sports section/pages	5,722,694	0128	Currently receive The Movie Channel	6,673,856	0176	Watch BET	4,029,356
0091	Daily newspaper - Read travel section/pages	5,368,991	0129	Currently receive Starz	6,008,449	0177	Watch Animal Planet	4,413,794
			0130	Currently receive ShowTime	5,629,938	0178	Watch Bravo!	4,277,287
			0131	Has access to pay per view TV	5,521,184	0179	Watch the Cartoon Network	3,112,257
			0132	Watch pay per view sports other than wrestling	3,995,699	0180	Watch CNN	4,991,934
			0133	Watch pay per view movies	5,886,266	0181	Watch Comedy Central	4,336,921
			0134	Watch ESPN Sports pay per view programs	1,949,068	0182	Watch Country Music Television	5,386,864
			0135	Watch WWE Wrestling pay per view programs	2,702,822	0183	Watch the Discovery channel	4,449,248
			0136	Watch Adult-Oriented pay per view programs	2,837,856	0184	Watch E! Entertainment Television	3,880,018
			0137	Watched pay per view TV 5 or more times in the last year	5,322,976			

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ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS
0185	Watch Encore	3,642,996	0250	Watch National Geographic Channel	4,445,218	0291	Visited the Lycos.com web site in the past 30 days	2,698,401
0186	Watch ESPN	4,917,510	0251	Watch The Outdoor Channel	4,505,012	0292	Visited the MSN.com web site in the past 30 days	4,666,712
0187	Watch Fox News Channel	6,047,213	0252	Watch OLN (Outdoor Life Network) Channel	4,691,231	0293	Visited the Netscape.com web site in the past 30 days	2,818,550
0188	Watch FX	4,311,479	0253	Watch Oxygen	3,897,276	0294	Visited the Sportsline.com web site in the past 30 days	5,163,710
0189	Watch CNN Headline News	5,248,173	0254	Watch Discovery Science	3,401,161	0295	Visited the Time.com web site in the past 30 days	2,193,165
0190	Watch the History channel	5,408,669	0255	Watch Showtime	3,947,429	0296	Visited the Wall Street Journal Interactive web site in the past 30 days	2,748,325
0191	Watch HGTV	5,493,028	0256	Watch Soapnet	3,538,609	0297	Visited the Webcrawler.com web site in the past 30 days	1,681,611
0192	Watch the Learning channel	5,074,699	0257	Watch Speed	3,950,751	0298	Visited the Yahoo.com web site in the past 30 days	4,941,391
0193	Watch Lifetime	4,849,176	0258	Watch Style	3,176,758	0299	Visited the ZDNet.com web site in the past 30 days	1,673,000
0194	Watch MSNBC	4,827,121	0259	Watch Sundance Channel	2,867,351	0300	Use an online or internet computer service	5,737,229
0195	Watch MTV	4,012,524	0260	Watch Superstation WGN	3,371,563	0301	Used the internet at home (excluding e-mail) in last week	6,739,400
0196	Watch Nickelodeon	3,707,797	0261	Watch Toon Disney	3,969,002	0302	More than half of home internet usage is work related	4,530,622
0197	Watch Nick at Nite	3,293,626	0262	Watch TCM (Turner Classic Movies)	5,448,153	0303	More than half of work internet usage is personal related	2,373,189
0198	Watch the Sci-Fi channel	4,437,719	0263	Watch TV Guide Channel	3,910,534	0304	Spent 20 or more hours on the internet at home in the last week	4,678,221
0199	Watch STARZ!	3,880,886	0264	Watch TV Land	4,653,605	0305	Spent 10 or more hours on the internet at home in the last week	4,964,590
0200	Watch TBS	4,449,528	0265	Watch WE (Women's Entertainment)	3,713,506	0306	Spent 10 or more hours on the internet at work in the last week	4,974,699
0201	Watch The Movie Channel	3,269,862		<b>Media - Online</b>		0307	Use the internet mostly at home	6,033,170
0202	Watch The Travel channel	4,734,276	0266	Used America Online (AOL) in the past 30 days	5,030,346	0308	Use the internet mostly at work	5,363,882
0203	Watch Spike TV	4,515,895	0267	Used AT&T WorldNet in the past 30 days	2,522,938	0309	Use the internet mostly at school	2,324,887
0204	Watch TNT	4,427,368	0268	Used CompuServe in the past 30 days	2,776,491	0310	Use the internet mostly at library	1,414,056
0205	Watch the USA channel	4,423,705	0269	Used Net Zero/Juno in the past 30 days	2,814,376	0311	Use the internet mostly at restaurants or coffee shops	614,377
0206	Watch The Weather Channel	5,738,938	0270	Used MSN in the past 30 days	5,004,470	0312	Use the internet mostly at hotels	1,952,857
0207	Watch VH-1	4,041,487	0271	Used Web TV in the past 30 days	1,238,562	0313	Use the internet mostly at airports	1,505,290
0208	Watch TV mon. - fri. early morning	5,193,665	0272	Used other internet providers in the past 30 days	5,441,184	0314	Connect to the internet through a wireless network (Wi-Fi)	5,393,738
0209	Watch TV mon. - fri. late morning	5,588,371	0273	Use interactive services for airline/car/hotel info. or reservations	5,740,443	0315	Access the internet at home via cable modem	6,564,677
0210	Watch TV mon. - fri. afternoon	5,522,927	0274	Use interactive services for banking	5,603,781	0316	Access the internet at home via DSL	5,895,417
0211	Watch TV mon. - fri. early fringe	6,422,688	0275	Use interactive services for BBS/message boards	3,470,117	0317	Access the internet at home via internet TV	1,508,369
0212	Watch TV mon. - fri. prime time	5,242,486	0276	Use interactive services for chat forums	2,736,107	0318	Access the internet at home via ISDN	1,064,779
0213	Watch TV mon. - fri. late fringe	5,301,463	0277	Use interactive services for E-mail	6,402,438	0319	Access the internet at home via telephone modem (dial-up)	5,255,831
0214	Watch TV weekend morning	5,116,426	0278	Use interactive services for financial info/stock trading	6,183,316	0320	Access the internet at home via satellite	2,518,736
0215	Watch TV weekend afternoon	6,009,553	0279	Use interactive services for shopping - made a purchase	5,774,975	0321	Access the internet at home via other (not cable, DSL, internet TV, ISDN, dial up, or satellite)	2,308,077
0216	Watch TV weekend prime time	5,873,644	0280	Use interactive services for shopping - gathering Info	4,479,076	0322	Access the internet at home on cellular or wireless phone	3,561,872
0217	Watch TV weekend night time	4,140,405	0281	Visited the Altavista.com web site in the past 30 days	2,628,062	0323	Access the internet at home on desktop computer	6,908,277
0218	Watch ABC Family	4,266,990	0282	Visited the Ask Jeeves.com web site in the past 30 days	4,046,620	0324	Access the internet at home on handheld device or PDA	1,750,792
0219	Watch Adult Swim	3,084,705	0283	Visited the C-Net.com web site in the past 30 days	3,257,585	0325	Access the internet at home on laptop computer	4,803,991
0220	Watch BBC America	3,093,466	0284	Visited the CNN.com web site in the past 30 days	5,064,919	0326	Access the internet at home on television	2,147,794
0221	Watch Bloomberg Television	2,230,528	0285	Visited the Dogpile.com web site in the past 30 days	2,987,944			
0222	Watch Cinemax	4,303,643	0286	Visited the ESPN.com web site in the past 30 days	4,293,264			
0223	Watch CNBC	4,589,519	0287	Visited the Excite.com web site in the past 30 days	2,114,734			
0224	Watch Court TV (Courtroom Television Network)	3,953,537	0288	Visited the Geocities.com web site in the past 30 days	1,236,147			
0225	Watch Discovery Health	3,362,908	0289	Visited the Google.com web site in the past 30 days	5,896,500			
0226	Watch Discovery Home	1,825,720	0290	Visited the Hotbot.com web site in the past 30 days	1,868,729			
0227	Watch Discovery Times	2,724,688						
0228	Watch Disney	3,991,925						
0229	Watch DIY (Do-It-Yourself)	3,897,634						
0230	Watch ESPN2	4,366,478						
0231	Watch ESPN Classic	3,389,283						
0232	Watch ESPN News	4,163,446						
0233	Watch Familynet	1,332,316						
0234	Watch Fine Living	2,121,040						
0235	Watch Food Network	4,143,748						
0236	Watch FSN	4,230,682						
0237	Watch Fuse	2,502,800						
0238	Watch G4	2,229,883						
0239	Watch GAC	2,551,341						
0240	Watch The Golf Channel	3,867,277						
0241	Watch GSN	2,983,423						
0242	Watch Hallmark Channel	5,111,650						
0243	Watch HBO (Home Box Office)	5,192,565						
0244	Watch IFC (Independent Film Channel)	2,375,077						
0245	Watch In Demand	1,861,551						
0246	Watch INSP (Inspirational Network)	2,394,015						
0247	Watch Lifetime Movie Network	4,192,406						
0248	Watch Military Channel	2,680,756						
0249	Watch MTV2	3,002,504						

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0327	Access the internet at home on some other device (not cell phone, desktop, PDA, laptop, or televisio	1,508,964	0355	Online activities in last month - Playing or downloading online games	3,804,524	0383	Ordered toys/games via internet, mail, or phone in the past year	5,446,187
0328	Internet advertising - Often click on banner advertisements	2,899,577	0356	Online activities in last month - Online gambling	2,650,142	0384	Ordered health/medical items via internet, mail, or phone in the past year	4,204,180
0329	Internet advertising - Often click on email advertisements	2,743,673	0357	Online activities in last month - Real estate listings	4,756,936	0385	Ordered sporting goods via internet, mail, or phone in the past year	5,882,587
0330	Internet advertising - Often click on floating advertisements	1,332,263	0358	Online activities in last month - Research and education	4,377,759	0386	Ordered gardening supplies via internet, mail, or phone in the past year	4,554,167
0331	Internet advertising - Often click on full motion video advertisements	1,353,291	0359	Online activities in last month - Sending electronic greeting cards	3,585,316	0387	Ordered collectibles via internet, mail, or phone in the past year	2,426,059
0332	Internet advertising - Often click on pop-up or pop-under advertisements	1,979,220	0360	Online activities in last month - Shopping information or purchases including yellow pages	5,359,016	0388	Ordered home furnishings items via internet, mail, or phone in the past year	5,106,154
0333	Internet advertising - Often click on sponsored websites from search results	4,186,758	0361	Online activities in last month - Sports	4,970,645	0389	Ordered insurance items via internet, mail, or phone in the past year	2,940,015
0334	Internet advertising - Often click on webpage links	2,794,155	0362	Online activities in last month - Video game news, reviews, or cheat codes	2,582,199	0390	Ordered travel services/packages via internet, mail, or phone in the past year	4,732,784
0335	Internet advertising - Often purchase from banner advertisements	495,189	0363	Online activities in last month - Watching streaming video (television or movie like broadcast)	3,380,142	0391	Ordered educational programs via internet, mail, or phone in the past year	2,364,147
0336	Internet advertising - Often purchase from email advertisements	1,379,818	<b>Media - Outdoor</b>			0392	Ordered credit cards via internet, mail, or phone in the past year	2,717,796
0337	Internet advertising - Often purchase from floating advertisements	619,652	0364	Pays attention to advertising on airport displays	1,125,299	0393	Ordered banking services via internet, mail, or phone in the last year	4,133,784
0338	Internet advertising - Often purchase from full motion video advertisements	174,234	0365	Pays attention to advertising on banner displays	1,090,359	0394	Ordered stocks/bonds/mutual funds via internet, mail, or phone in the past year	3,719,079
0339	Internet advertising - Often purchase from pop-up or pop-under advertisements	394,697	0366	Pays attention to advertising on bus shelters or benches	1,765,903	0395	Ordered food/perishables via internet, mail, or phone in the past year	4,357,456
0340	Internet advertising - Often purchase from sponsored websites from search results	1,176,212	0367	Pays attention to advertising on buses	2,298,791	0396	Ordered giftware via internet, mail, or phone in the past year	4,315,296
0341	Internet advertising - Often purchase from webpage links	966,326	0368	Pays attention to advertising on large billboards	3,013,366	0397	Ordered office supplies via internet, mail, or phone in the past year	3,905,876
0342	Online activities in last month - Auctions	4,462,662	0369	Pays attention to advertising on mobile billboards, trucks, or vans	2,799,672	0398	Ordered prescription drugs via internet, mail, or phone in the past year	6,287,977
0343	Online activities in last month - Auto shopping or comparing	3,322,984	0370	Pays attention to advertising on subway trains or platforms	1,087,203	0399	Ordered hardware via internet, mail, or phone in the past year	3,537,910
0344	Online activities in last month - Banking	4,813,873	0371	Pays attention to advertising on taxis	772,822	0400	Ordered by mail/phone from magazine offer	3,420,891
0345	Online activities in last month - Blogs, bulletin boards, or message boards	3,824,522	0372	Pays attention to advertising on telephone kiosks	366,455	0401	Ordered by mail/phone from newspaper offer	3,113,098
0346	Online activities in last month - Chat or instant messaging (IM)	4,067,685	0373	Placed any mail/phone/Internet order in the last year	5,454,823	0402	Ordered by mail/phone from TV infomercial offer	3,803,368
0347	Online activities in last month - Digital imaging or online photo albums	3,781,985	0374	Placed an internet order in the last year	5,625,537	0403	Ordered by mail/phone from TV offer (non-infomercial)	2,193,156
0348	Online activities in last month - Downloading music files	3,929,006	0375	Placed a mail/phone order in the last year	5,925,898	0404	Ordered by mail/phone from radio offer	2,705,228
0349	Online activities in last month - Employment search	3,519,572	<b>Mail - Internet Buyers</b>			0405	Ordered by mail/phone from catalog offer	6,042,302
0350	Online activities in last month - Financial information or stock trading	5,789,787	0376	Ordered auto accessories via internet, mail, or phone in the past year	4,612,783	0406	Ordered by mail/phone from direct mail offer (non-catalog)	4,074,342
0351	Online activities in last month - Listening to internet radio	4,264,374	0377	Ordered books, music, or videos via internet, mail, or phone in the past year	4,883,189	0407	Bought from a catalog 6 or more times last year	5,287,704
0352	Online activities in last month - Medical services and information	4,204,936	0378	Ordered computer software via internet, mail, or phone in the past year	5,486,662	0408	Spent \$1000 or more on mail orders last year	4,599,345
0353	Online activities in last month - News, weather, online magazines, or online newspapers	5,370,947	0379	Ordered electronic/appliances via internet, mail, or phone in the past year	4,030,190	0409	Spent \$500-\$999 on mail orders last year	3,426,690
0354	Online activities in last month - Personals or dating services	2,374,597	0380	Ordered magazines via internet, mail, or phone in the past year	3,420,891	0410	Spent \$200-\$499 on mail order in the last year	5,188,622
			0381	Ordered footwear/shoes via internet, mail, or phone in the past year	3,563,104	0411	Spent \$100-\$199 on mail order in the last year	4,399,576
			0382	Ordered apparel via internet, mail, or phone in the past year	5,992,572			

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ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS
0412	Spent \$99 or less on mail orders last year	4,206,903	0429	Ordered from Lillian Vernon in last year	3,264,235	0445	Spent more than \$250 on computer products from a catalog in the last year	1,882,098
0413	Spent \$1000 or more on internet, mail, or phone orders in the past year	5,278,789	0430	Ordered from LL Bean in last year	5,838,313	0446	Spent more than \$250 on electronics/appliances from a catalog in the last year	775,676
0414	Spent \$500-\$999 on internet, mail, or phone orders in the past year	4,064,547	0431	Ordered from Omaha Steaks in last year	4,035,537	0447	Spent more than \$250 on gardening items from a catalog in the last year	426,168
0415	Spent \$200-\$499 on internet, mail, or phone orders in the past year	4,834,435	0432	Ordered from Sears in last year	4,016,208	0448	Spent more than \$250 on gifts from a catalog in the last year	2,162,099
0416	Spent \$100-\$199 on internet, mail, or phone orders in the past year	4,523,836	0433	Ordered from Spiegel in last year	778,402	0449	Spent more than \$250 on housewares from a catalog in the last year	1,104,109
0417	Spent \$99 or less on internet, mail, or phone orders in the past year	4,134,784	0434	Ordered from Victoria's Secret in last year	4,059,513	0450	Spent more than \$250 on sporting goods from a catalog in the last year	2,905,255
0418	Spent more than \$500 in mail/phone orders in the last year	4,237,962	0435	Purchased accessories from a catalog in the last year	2,284,873	0451	Spent more than \$250 on toys/games from a catalog in the last year	731,788
0419	Spent more than \$500 in internet orders in the last year	5,532,773	0436	Purchased men's apparel from a catalog in the last year	2,742,586	0452	Ordered tickets for events/movies by mail/phone/internet in the last year	4,807,523
0420	Ordered from Blair in last year	4,680,013	0437	Purchased women's apparel from a catalog in the last year	4,584,553	0453	Spent more than \$100 on home phone bill last month	5,183,868
0421	Ordered from Coldwater Creek in last year	5,269,651	0438	Purchased automotive supplies from a catalog in the last year	2,187,804			
0422	Ordered from Eddie Bauer in last year	3,136,905	0439	Purchased footwear/shoes from a catalog in the last year	4,472,132			
0423	Ordered from Fingerhut in last year	1,918,715	0440	Purchased general merchandise from a catalog in the last year	4,585,774			
0424	Ordered from J. Crew in last year	2,440,672	0441	Purchased home linens from a catalog in the last year	1,472,127			
0425	Ordered from J. Jill in last year	2,219,605	0442	Spent more than \$250 on accessories from a catalog in the last year	317,881			
0426	Ordered from JC Penney in last year	5,237,237	0443	Spent more than \$250 on men's apparel from a catalog in the last year	1,980,281			
0427	Ordered from Land's End in last year	6,208,647	0444	Spent more than \$250 on women's apparel from a catalog in the last year	2,657,651			
0428	Ordered from Lane Bryant in last year	1,702,015						

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