

Political 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
1869	Has served in the U.S. armed forces	8,264,329	1874	Political outlook is very conservative	6,002,698	1881	Political party affiliation - Independent	5,125,706
1870	Currently serves in the U.S. armed forces	1,746,579	1875	Political outlook is somewhat conservative	5,874,545	1882	Political party affiliation - Republican	7,281,965
1871	Currently serves in the U.S. armed force reserves	1,652,147	1876	Political outlook is middle of the road	5,420,628	1883	Political party affiliation - Other (not democrat, republican, or independent)	2,672,496
1872	Made a political contribution in last year	6,480,070	1877	Political outlook is somewhat liberal	4,268,269			
1873	Made a political contribution of more than \$50 in the last year	5,547,741	1878	Political outlook is very liberal	2,789,708			
			1879	Registered voter	5,711,461			
			1880	Political party affiliation - Democrat	5,290,150			