

## Activity – Gambling / Lottery or Contests

Ruf's Travel Targets<sup>SM</sup> lists provide travel marketers with the ability to select lists of consumers who have been evaluated as the *highest* in increased *likelihood* to engage in travel behaviors relative to national standards. Using demographic and psychographic data in powerful consumer models, Ruf's Travel Targets<sup>SM</sup> identify superior candidates for your travel 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 travel 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)

**Cost**  
\$75/M  
Call for quantity discounts

**Total Count**  
110,000,000  
Approx. living units

**Source**  
Cooperatively developed by Ruf Strategic Solutions and Experian

**Minimum Order**  
10,000 records.  
Extra charge for unlimited usage, copies, tapes and freight, call for prices.

**Updated Monthly**  
For counts and orders call:  
800-829-8544

### Lifestyle Selects

#### Gambling/Lottery or Contests:

#### Counts

##### Visited a gambling casino...

In the last year .....	9,110,548
More than 10 times in the last year .....	5,907,746
6-10 times in the last year .....	3,460,398
3-5 times in the last year .....	6,897,263
1-2 times in the last year .....	8,193,579
In Atlantic City in the last year .....	7,578,071
On an Indian Reservation in the last year .....	7,764,841
In Las Vegas in the last year .....	8,292,014
In Laughlin in the last year .....	4,466,264
In Reno/Lake Tahoe in the last year .....	6,609,129
In the Caribbean Islands in the last year .....	2,895,034
In Europe in the last year .....	760,441
On a cruise ship in the last year .....	5,277,333
On a riverboat in the last year .....	7,047,095
Elsewhere in the last year .....	7,536,974

##### Bought state lottery tickets...

In the last year .....	8,753,665
More than 4 times a month in the last year .....	7,662,346
2-4 times a month in the last year .....	8,484,559
Once a month or less in the last year .....	9,185,014

### Demographic Selects

*All select charges apply in addition to the base price.*

#### Price

Combined exact and inferred age (ranges 18-35, 36-49, 50-64, 65+) .....	\$5.00/M
Direct mail responders .....	\$7.50/M
Estimated HH income .....	\$5.00/M
Gender .....	\$2.50/M
Head of household .....	N/C
Home owners .....	\$15.00/M
Geographic (state, ZIP, SCF, county, MSA, DMA, census tract/BG) .....	\$2.50/M
Household status (wife, elderly parent, young adult) .....	\$2.50/M
Length of residence .....	\$3.50/M
Married .....	\$2.50/M
Presence of children .....	\$10.00/M
Telephone numbers .....	\$10.00/M
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.