

## Timeshare

Ruf's travel lifestyle 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 lifestyles 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

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

**Minimum Order**  
\$750.  
Extra charge for unlimited usage, copies, tapes and freight, call for prices

## Lifestyle Selects

<u>Timeshare</u>	<u>Counts</u>
Own a time share .....	1,672,189
Own a vacation or weekend home.....	8,702,486
Rent a vacation or weekend home .....	3,406,166
Have investment property.....	6,996,320
Stayed at an all-inclusive resort during travel outside the continental US in the last 3 years .....	5,030,464
Stayed at an all inclusive resort during domestic travel in the last year .....	6,096,956
Took domestic vacation/personal trip in the last year .....	7,111,286
Took four or more household members on a domestic trip.....	7,359,334
Went to beach/lake in the last year.....	4,562,805
Stayed at a golf/tennis resort in the last year .....	5,275,272
Stayed at a ski/winter sports resort in the last year .....	5,392,576
Stayed at a spa/exercise/weight loss resort in the last year .....	4,217,471
Stayed at a water sports/beach activities resort in the last year.....	2,395,036
Stayed at other type resort in the last year.....	6,237,564

## Demographic Selects

<i>All select charges apply in addition to the base price.</i>	<u>Price</u>
Age.....	\$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 ( <i>state, ZIP, SCF, county, MSA, DMA, census tract/BG</i> ).....	\$2.50/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
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.

**Sales tax--** Ruf's products and services are subject to applicable federal, state and local sales taxes