

Travel Mode - Airline

Ruf's Travel TargetsSM 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 TargetsSM 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
115,000,000
Approx. living units

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

Lifestyle Selects

<u>Travel Mode</u>	<u>Counts</u>
<u>Traveled Outside US In The Last 3 Years By:</u>	
Charter plane	4,045,768
First class /business class on plane.....	5,484,186
Coach class on plane	5,411,613
Private/corporate owned plane	5,842,304
<u>Traveled Outside US In The Last 3 Years On:</u>	
American	5,715,119
Continental	6,000,828
Delta.....	4,785,007
Northwest.....	5,911,126
United.....	5,334,582
US Air.....	5,622,396
TWA.....	4,783,712
Aer Lingus	4,329,935
Aereo Mexico	2,885,566
Air Canada	2,553,557
Air France.....	2,830,834
Alaska Airlines.....	3,092,254
Alitalia	3,879,810
British Airways.....	2,229,881
Cathay/Pacific	4,445,999
EI AI.....	532,844
Iberia	1,141,805
Japan (JAL).....	606,113
KLM.....	1,060,980
Korean Air	2,658,193
Lufthansa	1,497,522
Mexicana.....	2,918,119
Quantas	2,024,875
Singapore Airlines	1,138,798
Swissair.....	1,297,359
Any US based airlines	1,393,450
Any foreign based airlines	5,827,106
<u>Traveled By Plane For 4 Or More Time Last Year:</u>	
Domestic trips.....	3,742,263
Domestic business trips.....	5,640,937
Domestic vacation/personal trips	6,083,861

Demographic Selects

<i>All select charges apply in addition to the base price.</i>	Price
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 (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.

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

Lifestyle Selects

<u>Travel Mode</u>	<u>Counts</u>
<u>For Domestic Travel In The Last Year By:</u>	
Plane	5,283,610
First class/business class.....	6,731,201
Coach class	4,844,923
Other plane	6,802,442

TRAVEL TARGETSSM

<u>Travel Mode</u>	<u>Counts</u>	<u>Travel Mode</u>	<u>Counts</u>
<u>Flew Domestic Travel In The Last Year On:</u>		<u>Currently Enrolled In Frequent Flyer Programs:</u>	
America West.....	5,460,884	A frequent flyer program.....	6,682,151
American.....	3,206,014	American.....	7,254,792
Continental.....	5,040,229	British Airways.....	6,083,793
Delta.....	4,700,261	Continental.....	1,407,919
Midway.....	5,800,738	Delta.....	5,635,903
Northwest.....	741,978	Northwest.....	6,942,533
Southwest.....	4,309,153	United.....	5,554,764
TWA.....	3,888,625	US Airways.....	6,584,630
United.....	3,156,724	Other frequent flyer program.....	6,527,105
US Air.....	5,549,907	Only one frequent flyer program.....	4,959,968
Other airlines.....	5,052,313		