



ConsumerVision LSR Lifestyle Survey Responders

33,400,000 Records Available
Base Price \$70.00 Per Thousand (M)

Includes Name, Address, City, State, Zip
Phones: +\$20.00/M

Minimum Order: \$350.00

ConsumerVision Lifestyle Survey Responders is the direct marketing industry's largest and most comprehensive database of self-reported consumer information. More than 500 response segments cover all aspects of how consumers live, what they spend their money on and what interests they possess. This file is primarily derived from two sources: responses to consumer surveys and product registration cards filled out voluntarily by consumers after they have completed a product purchase. This high-performance list has played an integral role in the success of thousands of companies' direct marketing campaigns for more than 24 years.

Health

Diet/Weight Control
Health/Natural Foods
Health/Low-Fat Cooking
Improving Your Health
Physical Fitness/Exercise
Self-Improvement
Walk for Health

Mail Order

Shop by Catalog
Shop by Internet

Contributions

Community/Civic Activities
Current Affairs/Politics
Democratic Contributor
Donate to Charities
Health Charities
Our Nation's Heritage
Republican Contributor
Veteran's Charities
Wildlife/Environmental Issues

General

Care For Elderly
Grandchildren
Military Veteran

Pets

Own a Cat
Own a Dog

Sports & Recreation

Bicycling
Boating/Sailing
Camping/Hiking
Extreme Sports
Fishing
Gardening
Golf
Horseback Riding
Hunting/Shooting
Motorcycling
Mountain Biking
NASCAR Enthusiast
Participate in Sports
Power Boating
Roller Blades
Running/Jogging
Sailing
Skateboarding
Snow Skiing
Snowboarding
Tennis
Vegetable Gardening
Watching Sports on TV

Long Distance Carrier

AT&T
MCI
Sprint

Collectible

Art/Antique Collecting
Stamp/Coin Collecting

Money & Technology

Buy Pre-Recorded Videos
Career Oriented Activities
Electronics
Have a Swimming Pool
Home Furnishings/Decorating
House Improvement Projects
Home Study Courses
Home Video Games
Home Video Recording
Home Workshop
Home Personal Computers
Money Making Opportunities
Mutual Funds
Own a CD Player
Own Vacation Home/Property
Real Estate Investments
Science/New Technology
Stereo/Records/Tapes/CDs
Stock/Bond Investments
Surf the Internet

Music Preferences

Classical
Contemporary Christian
Country Music
Easy Listening/Light Sounds
Gospel
Jazz
R&B
Rap
Rock Music

Hobbies & Other

Astrology
Automotive Work
Bible Reading
Book Reading
Cable TV Viewing
Collectibles/Collections
Crafts
Cultural/Arts Events
Fashion Clothing
Fine Art/Antiques
House Plants
Needlework/Knitting
Photography
Quilting
Science Fiction
Sewing
Sweepstakes/Contests

Travel & Dining

Airline Club/Frequent Flier
Casino Gambling
Cruise Ship
Dining/Home Cooking
Foreign Travel
Gourmet Cooking/Fine Foods
Recreational Vehicles
Time Share Vacation
Travel for Business
Travel for Pleasure/Vacation
Travel in USA
Wines

CONSUMERVISION LSR CATEGORY LEVELS

The pricing for use of the Demographic criteria is determined by the Price Level of the item, regardless if the purpose for usage is for output, selection or omission. Phones numbers are priced separately.

CATEGORY LEVEL 1: \$5.00/M

Address Type
Dwelling Type
Estimated Age
Estimated Income
Estimated Wealth
Ethnic Code
Homeowner Type

Household Composition
Latitude
Length of Residence
Longitude
Marital Status
Median Home Value

Median Income
Median Years in School
Oldest Age at Address
Percent Black
Percent Hispanic
Property Type

CATEGORY LEVEL 2: \$10.00/M

Child Female 0 - 2
Child Female 3 - 5
Child Female 6 - 10
Child Female 11 - 15
Child Female 16 - 17
Child Male 0 - 2
Child Male 3 - 5
Child Male 6 - 10

Child Male 11 - 15
Child Male 16 - 17
Child 0 - 2 *
Child 3 - 5 *
Child 6 - 10 *
Child 11 - 15 *
Child 16 - 17 *
**Unknown Gender*

Exact Age
Nielsen County Code
Number of Children
Occupation
Occupation Type
Presence of Children

CATEGORY LEVEL 3: \$15.00/M

Adult Dating Services
Apparel Interest
Athletic Lifestyle
Auto Interest
Blue Chip Lifestyle
Cable Internet Services
College & Higher Education
Combined Vehicle Market Value
Computer Products
Country of Origin
Cultural Lifestyle
Date of Birth
Debt Consolidation
Do-It-Yourself Lifestyle

Domestic Lifestyle
Estimated Home Value
Fitness Lifestyle
Good Life Lifestyle
Health & Fitness
Home Improvement
Insurance
Internet User
Investor
Language Preference
Membership Clubs
Military
Month of Birth
Motorcycle Owner

New Vehicle Purchaser
Number of Cars Registered
Online Auction
Opportunity Seeker
Outdoors Lifestyle
Premium Ethnic Code
Recreational Vehicle Owner
Religion Code
Surveys & Sweepstakes
Technology Lifestyle
Telecommunications
Travel
Truck Owner
Weight Loss

See additional Level 3 Selections for ConsumerVision LSR on data card.

CATEGORY LEVEL 4: \$20.00/M

Bank Credit Card
Finance Company Credit Card
Gas Credit Card
Mail Donor
Mail Order Buyer
Mail Order Responder
Miscellaneous Credit Card

Retail Credit Card
Standard Specialty Credit Card
Super Niches
Travel Credit Card
Upscale Retail Credit Card
Upscale Specialty Credit Card

CATEGORY LEVEL 5: \$40.00/M

Revolving Debt
Summarized Credit Score
Value Score