

ConsumerVision LSR

Lifestyle Survey Responders

Base Price \$70.00 Per Thousand

Includes Name, Address, City, State, Zip

Phones: \$20.00/M

Minimum Order: \$200.00



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
Recreational Vehicles
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 Vacation
Cruise Ship Vacations
Dining/Home Cooking
Family Vacation
Foreign Travel
Gourmet Cooking/Fine Foods
Time Share Vacation
Travel for Business
Travel for Pleasure/Vacation
Travel in USA
Wines

Above selections are Category Level 3 .

See CAS-ConsumerVision Category Levels for additional selections.

September 2007



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CAS - 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	Household Composition	Median Income
Dwelling Type	Latitude	Median Years in School
Estimated Age	Length of Residence	Oldest Age at Address
Estimated Income	Longitude	Percent Black
Estimated Wealth	Marital Status	Percent Hispanic
Ethnic Code	Median Home Value	Property Type
Homeowner Type		

CATEGORY LEVEL 2: \$10.00/M

Child Female 0 - 2	Child Male 11 - 15	Exact Age
Child Female 3 - 5	Child Male 16 - 17	Nielsen County Code
Child Female 6 - 10	Child 0 - 2 *	Number of Children
Child Female 11 - 15	Child 3 - 5 *	Occupation
Child Female 16 - 17	Child 6 - 10 *	Occupation Type
Child Male 0 - 2	Child 11 - 15 *	Presence of Children
Child Male 3 - 5	Child 16 - 17 *	
Child Male 6 - 10	*Unknown Gender	

CATEGORY LEVEL 3: \$15.00/M

Adult Dating Services	Domestic Lifestyle	New Vehicle Purchaser
Apparel Interest	Estimated Home Value	Number of Cars Registered
Athletic Lifestyle	Fitness Lifestyle	Online Auction
Auto Interest	Good Life Lifestyle	Opportunity Seeker
Blue Chip Lifestyle	Health & Fitness	Outdoors Lifestyle
Cable Internet Services	Home Improvement	Premium Ethnic Code
College & Higher Education	Insurance	Recreational Vehicle Owner
Combined Vehicle Market Value	Internet User	Religion Code
Computer Products	Investor	Surveys & Sweepstakes
Country of Origin	Language Preference	Technology Lifestyle
Cultural Lifestyle	Membership Clubs	Telecommunications
Date of Birth	Military	Travel
Debt Consolidation	Month of Birth	Truck Owner
Do-It-Yourself Lifestyle	Motorcycle Owner	Weight Loss

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

CATEGORY LEVEL 4: \$20.00/M

Bank Credit Card	Retail Credit Card
Finance Company Credit Card	Standard Specialty Credit Card
Gas Credit Card	Super Niches
Mail Donor	Travel Credit Card
Mail Order Buyer	Upscale Retail Credit Card
Mail Order Responder	Upscale Specialty Credit Card
Miscellaneous Credit Card	

CATEGORY LEVEL 5: \$40.00/M

Revolving Debt
Summarized Credit Score
Value Score

