



ConsumerVision Rx Selector

Lifestyle Survey Responders

6.5 Million +
Base Price \$150.00 Per Thousand

Minimum Order: \$300.00

The business challenges in the healthcare and pharmaceutical industries are numerous and complex. That's why companies turn to **ConsumerVision Rx** for fresh, accurate data from one of the industry's oldest consumer databases for prescription and health-related information. With data derived from millions of surveys each year, this comprehensive list includes self-reported, HIPAA compliant data on issues ranging from diabetes to digestive disorders, mental health to vascular issues and more! With over 6.5 million records attached to a wide range of demographic and interest selections, the Rx Selector is the answer to all your prospecting needs. **Source:** Self-reported data from consumer surveys.

Selection Level 5 - \$100.00/M

Available Selections

ADHD/ADD

ADHD/ADD
ADHD/ADD Meds •
Concerta •
Ritalin LA •
Ritalin •
Adderall •
Adderall XR •

Allergies/Asthma

Allegra •
Allergy Meds •
Asthma
Asthma Meds •
Beconase •
Claritin/Claritin D •
Flonase
Nasacort •
Nasal Allergies
Nasal crom •
Nasonex •
Rhinocort •
Rhinocort Aqua •
Vancenase •
Zyrtec •

Arthritis

Arthritis
Arthritis Meds •
Celebrex •
Osteoarthritis
Rheumatism
Vioxx •

Bone/Nerve Concerns

Back Pain
Multiple Sclerosis
Osteoporosis
Spinal Injury

Cancer

Breast Cancer
Cancer
Colon Cancer
Prostate Cancer

Cardiovascular/Pulmonary Health

COPD
Emphysema
Heart Disease/Attack
High Blood Pressure
High Cholesterol
Lipitor •

Depression/Anxiety/Mental Health

Anxiety
Depression
Insomnia
Paxil •
Anti-depressant •
Prozac •
Zoloft •

Diabetes

Diabetes
Diabetes Type 1
Diabetes Type 2
Glucophage •
Oral Injectable - Insulin •

Gastrointestinal Health

Heartburn/Acid Indigestion
Crohns Disease
GERD/Acid Reflux
Heartburn Meds
IBS
OTC Heartburn Meds
Ulcerative Colitis

Gender Specific Concerns

Impotence
Menopause
Premarin •
Viagra •

Medical Devices

Hearing Aid
Wheel Chair

Migraines/Headaches

Imitrex
Migraines/Headaches

Other

Alzheimers
Bladder Control
Bronchitis/Chronic Bronchitis
Detrol •
Sinusitis
Snoring

Skin Concerns

Acne
Eczema
Nail Fungus
Nail Fungus Meds •
Psoriasis
Scar Treatment •

Vision

Contacts •
Eyeglasses •
Laser Vision Correction •

Weight Control

Obesity
ObesityI •
Weight Problems

Healthy Choices

Dieting/Weight Control
Improving Your Health
Health/Natural Food
Healthy/Low-Fat Cooking
Physical Fitness/Exercise
Self-Improvement
Vegetarian
Walking For Health
Vitamins and Health Supplements

(RX is denoted by a •)

See CAS-ConsumerVision RX Selection Levels

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

