

# ConsumerVision LSR



33,400,000

Base Price \$70.00 per thousand

Includes: Name, Address, City, State & Zip

Phones \$20.00/M

Minimum Order: **\$200.00**

## Overview

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  
Easy Listening/Light Sounds  
Gospel  
Jazz  
R&B  
Rap  
Rock Music (Hard & Soft)

### 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  
Travel for Business  
Travel for Pleasure/Vacation  
Travel in USA  
Wines

Above selections are Category Level 3.  
See ConsumerVision Category Levels for additional selections.

## Selection Level 1 \$5.00/M

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

## Selection 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 \*  
Exact Age  
Number of Children  
Occupation Type  
Presence of Children  
\*Unknown Gender

## Selection Level 3 \$15.00/M

Adult Dating Services  
Apparel Interest  
Athletic Lifestyle  
Automobile Interest  
Blue Chip Lifestyle  
Cable Internet Service Users  
College & Higher Ed. Interests  
Computer Product Interests  
Country of Origin  
Cultural Lifestyle  
Date of Birth  
Debt Consolidation Interests  
Do-It-Yourself Lifestyle  
Domestic Lifestyle  
Estimated Home Value  
Fitness Lifestyle  
Good Life Lifestyle  
Health & Fitness Interests  
Home Improvement Interests  
Insurance Interests  
Internet User  
Investor Interests  
Language Preference  
Membership Club Interests  
Military  
Month of Birth  
Occupation  
Online Auction Interests  
Opportunity Seekers  
Outdoors Lifestyle  
Premium Ethnic Code  
Religion Code  
Surveys & Sweepstakes Interests  
Technology Lifestyle  
Telecommunications SVC Interests  
Travel Interests  
Weight Loss Interests

Additional Level 3 Selections on  
ConsumerVision data card.

## Selection Level 4 \$20.00/M

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