

CAS - ConsumerVision 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.

May 2010

Category One/Price Level One (1)

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

Category Two/Price Level Two (2)

Exact Age	Child Male 0-2	Child Female 6-10
Presence of Children	Child Female 0-2	Child Male 11-15
Number of Children	Child Male 3-5	Child Female 11-15
	Child Female 3-5	Child Male 16-17
	Child Male 6-10	Child Female 16-17

Category Three/Price Level Three (3)

Date of Birth	Travel Interests	Contributions
Month of Birth	Home Improvement Interests	*Community/Civic Activities
Presence of Email Address	Apparel Interests	*Current Affairs/Politics
Country of Origin	Weight Loss Interests	*Democratic Contributors
Language Preference	Cable Internet Service Users	*Donate to Charities
Religion Code	Military	*Health Charities
Premium Ethnic Code	Adult Dating Service Interests	*Our Nations Heritage
Estimated Home Value	Online Auction Interests	*Republican Contributors
Blue Chip Lifestyle	Healthy Choices	*Veterans Charities
Do It Yourself Lifestyle	*Diet/Weight Control	*Wildlife/Environmental Issues
Technology Lifestyle	*Health/Natural Food	Interests
Athletic Lifestyle	*Healthy/Low-Fat Cooking	*Care for Elderly
Fitness Lifestyle	*Improving Your Health	*Grandchildren
Outdoors Lifestyle	*Physical Fitness/Exercise	*Military Veteran
Domestic Lifestyle	*Self Improvement	
Good Life Lifestyle	*Walk for Health	Current Long Distance Carrier
Cultural Lifestyle	Buying Behavior	*AT&T
Membership Club Interests	*Shop by Catalog	*MCI
Computer Product Interests	*Shop by Internet	*Sprint
Investor Interests	Collectibles	Music Preferences
Debt Consolidation Interests	*Art/Antique Collecting	*Classical
Telecommunications Svc Interests	*Stamp/Coin Collecting	*Contemporary Christian
College & Higher Education Interests	Pets	*Country
Insurance Interests	*Own a Cat	*Easy Listening/Light Sounds
Health & Fitness Interests	*Own a Dog	*Gospel
Survey & Sweepstakes Interests		*Jazz
Opportunity Seekers		*R&B
Automobile Interest		*Rap
Internet User		*Rock (hard & soft)
Occupation		
Occupation Type		



CAS - ConsumerVision Category Levels (cont'd)

Category Three/Price Level Three (3)

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

Sports & Recreation

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

Money & Technology

- *Buy Pre-Recorded Videos/DVDs
- *Career Oriented Activities
- *Electronics
- *Having a Swimming Pool
- *Home Furnishing/Decorating
- *Home 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 A Vacation Home
- *Real Estate Investments
- *Recreation Vehicles
- *Science/New Technology
- *Stereo/Records/Tapes/CDs
- *Stock/Bond Investments
- *Surf the Net

Category Four/Price Level Four (4)

- Mail Order Responder
- Mail Order Buyer
- Mail Order Donor
- Niches & Super Niches
(Lifestyle Clusters)

- Retail Credit Card
- Bank Credit Card
- Travel Credit Card
- Gas Credit Card
- Finance Company Credit Card

- Misc. Credit Card
- Standard Specialty Credit Card
- Upscale Retail Credit Card
- Upscale Specialty Credit Card

Category Five/Price Level Five (5)

- IPA (Income Producing Asset)
- Summarized Credit Scores
- Collectability Score
- Revolving Debt
- Responder Interest for:**
- Books/Magazines
- Cats
- Contributors
- Collectibles
- Computers
- Cooking
- Crafts
- Credit Cards
- Decorating
- Dogs
- Do-It-Yourself
- Finance
- Gardening
- Golf
- Health & Fitness
- Holiday
- Home Electronics

- Mail Order Buyers
- Mail Order Fashion
- Music Videos
- Needlework
- Outdoors
- Quilting
- Reading Books
- Sewing
- Sports
- Total Mail Order Buyers
- Sweepstakes
- Travel
- Woodworking
- Health Cooking & Nutrition
- Fitness
- High Tech Electronics
- Magazines for:**
- Active Families
- Adult Health
- Beauty & Fashion
- Book Buyers

- Magazines for:**
- Children's Health
- Computer/Internet
- Cooking
- Crafts
- Decorating
- Do-It-Yourself or Home Improvement
- Empty Nesters
- Fitness or Exercise
- Gardening
- Gourmet/Fine Foods
- Health Ailments
- Mail Order Buyers
- Multi-subscriber
- Nutrition or Diet
- Sewing, Knitting, Needlework
- Spanish Speaking
- Subscriber
- Travel
- Woodworking

**Mortgage Data Elements and Lifestyle Survey Responders are Priced Separately.
Levels and Elements are subject to change*

