

Nurse Respondent Database (from Springhouse)

The *Nurse Respondent Database* from Springhouse brings together over 2.3 million nurses to create one single source for reaching the nursing population. All of these individuals are direct mail purchasers within the past year and 97% of the file are home addresses.

- ◆ Reach:
 - ◆ RNs
 - ◆ RN or LPN Students
 - ◆ LPNs
 - ◆ And Others!
- ◆ Who Work in:
 - ◆ Hospitals
 - ◆ Nursing
 - ◆ Home Health
 - ◆ Hospices
 - ◆ Nursing Homes/Extended Care Facilities

Nurse Respondent Database from Springhouse is updated five times per year. Contact a DM2 Account Executive for up-to-the-minute counts.

Source: Comprised of merged, unduplicated paid subscriber files to *Nursing2004* magazine and buyers of nursing books, videocassettes, and other products geared to the professional nurse.



Size of List: 2,303,304

Base Price: \$110/M

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Canadian Names	\$10/M
Facility Type	\$15/M
Gender	\$10/M
Hotline Names	\$15/M
Nurse Type	\$15/M
Job Function	\$15/M
Specialty	\$15/M

SEE ALSO:

- DecisionMaker® Career Women Marketplace Database**
- Home Health Care Database from Springhouse**
- Medical Specialists Database**
- Nursing Management**
- Nursing2004**
- Nursing Videocassette Buyers from Springhouse**
- Nursing Book Buyers from Springhouse**
- Nurse Practitioner Database from Springhouse**
- Physician Assistants Database**
- Wound Care Database from Springhouse**

Minimum Order: 5,000 Names
1 year unlimited usage available
Prices subject to change without notice
Call for any additional costs, conditions and terms.

State	ZIP Code	Individuals
ME	039-049	14,749
NH	030-038	11,233
VT	050-059	4,619
MA	010-027	66,123
RI	028-029	18,330
CT	060-069	36,119
New England		6.6% 151,173
NY	100-149	232,580
NJ	070-089	83,605
PA	150-196	126,658
Middle Atlantic		19.2% 442,843
OH	430-458	81,417
IN	460-479	33,996
IL	600-629	96,040
MI	480-499	79,482
WI	530-549	42,040
East North Central		14.5% 332,975
MN	550-567	45,693
IA	500-528	29,646
MO	630-658	35,671
ND	580-588	4,612
SD	570-577	8,519
NE	680-693	12,283
KS	660-679	20,239
West North Central		6.8% 156,663
DE	197-199	6,012
MD	206-219	56,465
DC	200-205	8,800
VA	220-246	47,143
WV	247-268	20,757
NC	270-289	54,387
SC	290-299	32,935
GA	300-319	70,885
FL	320-349	147,409
South Atlantic		19.3% 444,793
KY	400-427	37,548
TN	370-385	61,844
AL	350-369	27,747
MS	386-397	32,274
East South Central		6.9% 159,413
AR	716-729	26,685
LA	700-714	33,758
OK	730-749	32,650
TX	750-799	128,890
West South Central		9.6% 221,983
MT	590-599	5,810
ID	832-838	9,072
WY	820-831	3,018
CO	800-816	35,500
NM	870-884	8,697
AZ	850-865	24,323
UT	840-847	6,707
NV	889-898	13,921
Mountain		4.6% 107,048
AK	995-999	6,394
WA	980-994	26,744
OR	970-979	23,914
CA	900-961	203,727
HI	967-968	5,405
Pacific		11.6% 266,184
United States		99.1% 2,283,075
U.S. Territories		0.1% 3,178
Canada		0.7% 17,017
Mexico		—
Other International		—
APO/FPO		—
Unknown		0.0% 34
Total		100.0% 2,303,304

Nurse Respondent Database (from Springhouse)

Facility Type *		Specialty	
Ambulatory Clinic	10,389	Administration	39,477
Community Health	71,838	Ambulatory	4,261
Extended Care	156,815	Anesthesiology	1,758
Government/Military	1,864	Cardio Vascular Care	1,302
HMO	5,787	Critical Care	277,376
Home Health/Hospice/Acute Care	11,489	Dermatology	826
Hospital	456,452	Emergency Room	24,234
Library	1,543	Enterostomal Therapy	1,857
Long Term Care	2,724	Family/General Medicine	39,384
Nursing Home	6,130	Geriatrics	11,607
Occupational Health	393	Gerontology	1,929
Office	37,185	ICU	59,017
Primary Care	1,006	Medical/Surgical	106,181
School	70,385	Neonatal	22,693
School of Nursing	255	Nursing Education	20,649
Wound Care Clinic	828	Nursing Services	94,268
		Occupational Health	13,861
		Oncology	12,014
		Operating Room	9,873
		Outpatient Surgery	3,877
		Pediatrics	15,539
		Physical Therapy	2,580
		Plastic Surgery	471
		Podiatry	2,547
		Psychiatry	13,394
		Rehab	6,752
		Vascular Surgery	1,030
		Womens Health	3,365
Job Function		Hotline Names	
Director/VP	28,395	Past 3 Months	366,396
Librarian	3,101	Past 6 Months	470,580
LPN	388,855	Past Year	669,801
LPN Student	26,081		
Management	101,666		
MD/DO/DDS	3,886		
Nurse	2,011,892		
Nurse Practitioner	42,131		
Physical Therapist	2,926		
RN	1,602,019		
RN Student	53,137		
Specialty Nurse	3,796		
Staff Nurse	497,234		
Student	10,263		
Gender			
Female	1,722,936		
Male	183,000		
Nurse Type			
RN	369,677		
LPN/LVN	96,603		
LPN Student	16,590		
RN Student	42,480		
Librarian	3,100		

Source: Publisher's own data

* Multiple Response