# Nurse Respondent

### Database (from Springhouse)

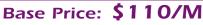
The *Nurse Respondent Database* from Springhouse brings together over 2.3 million nurses to create one single source for reaching the nursing population. All of these individuals are direct mail purchasers within the past year and 97% of the file are home addresses.

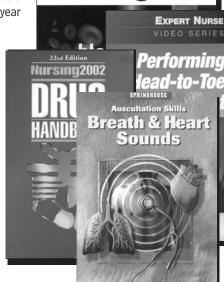
- Reach:
  - RNs
  - RN or LPN Students
  - LPNs
  - And Others!
- Who Work in:
  - Hospitals
  - Nursing
  - Home Health
  - Hospices
  - Nursing Homes/Extended Care Facilities

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 Nursing 2004 magazine and buyers of nursing books, videocassettes, and other products geared to the professional nurse.

Size of List: 2,303,304





Nursing2002

# 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.



GL	.OUIIAI	IIIC ANALISI	,
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 Middle Atlantic	150-196	19.2%	126,658
		17.270	442,843
OH IN	430-458 460-479		81,417
IL	600-629		33,996 96,040
MI	480-499		79,482
WI	530-549		42,040
East North Cen	tral	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 NE	570-577		8,519
KS	680-693 660-679		12,283 20,239
West North Ce		6.8%	156,663
DE DE	197-199	0.070	
MD	206-219		6,012 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
<u>G</u> A	300-319		70,885
FL South Atlantic	320-349	19.3%	147,409 <b>444,793</b>
	400 407	17.370	
KY	400-427		37,548
TN AL	370-385 350-369		61,844 27,747
MS	386-397		32,274
East South Cen		6.9%	159,413
AR	716-729		26,685
LA	700-714		33,758
0K	730-749		32,650
TX	750-799		128,890
West South Ce	ntral	9.6%	221,983
MT	590-599		5,810
ID	832-838		9,072
WY CO	820-831 800-816		3,018
NM	870-884		35,500 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 <b>Pacific</b>	967-968	11.6%	5,405 <b>266,184</b>
United States		99.1%	2,283,075
U.S. Territories		0.1%	3,178
Canada		0.7%	17,017
Mexico		_	,
Other Internati	onal	_	_
APO/FPO		— 0.0%	34
Unknown			
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		Dermatology	826
Hospital	456,452	Emergency Room	24,234
Library	1,543	Enterostomal Therapy	1,857
Long Term Care		Family/General Medicine	39,384
Nursing Home		Geriatrics	11,607
Occupational Health		Gerontology	1,929
Office	37,185	ICU	59,017
Primary Care		Medical/Surgical	106,181
School		Neonatal	22,693
School of Nursing		Nursing Education	20,649
Wound Care Clinic	828	3	94,268
		Occupational Health	13,861
Job Function		Oncology	12,014
		Operating Room	9,873
Director/VP		Outpatient Surgery	3,877
Librarian		Pediatrics	15,539
LPN		Physical Therapy	2,580
LPN Student		Plastic Surgery	471
Management		Podiatry	2,547
MD/DO/DDS		Psychiatry	13,394
Nurse	2,011,892		6,752
Nurse Practitioner		Vascular Surgery	1,030
Physical Therapist	2,926	Womens Health	3,365
RN	1,602,019	Hatlina Namas	
RN Student	53,137		
Specialty Nurse	3,796		200 200
Staff Nurse		Past 3 Months	366,396
Student	10,263	Past 6 Months	470,580
Gender		Past Year	669,801
Female	1,722,936		
Male	183,000		
Nurse Type			
RN	369,677		
LPN/LVN	96,603		
LPN Student	16,590		
RN Student	42,480		
	2,400		

3,100

Source: Publisher's own data
\* Multiple Response

Librarian