

Datacard

List: AUSTRALIAN LIFESTYLE SURVEY
Datacard: C-03
Quantity: 2.1 Million+ Nationally



List Description:

Lifestyle information is collected from voluntary responses to the annual Australian Lifestyle Survey. The national survey is distributed to millions of households each year and asks detailed questions about individuals' lifestyle, demographic information, leisure interests and purchase intentions.

With a database of more than over 2.1 million consumers available, you can select from up to 200 variables to build a prospect list that matches your specific product or service.

The survey covers the lifestyle and purchase intentions of Australian residents aged 18 years and over. Eight major categories are covered, including:

- **Sports & Leisure interests**
- **Shopping**
- **Health & Fitness**
- **Your home**
- **Motoring**
- **Money & Investments**
- **Charities**
- **General information**

See the following pages for Selection Criteria. Please Note: Telemarketing data is only available from Survey 20 onwards, April 2007.

Formats Available:

- ASCII or MS Excel File
- Hard Copy, Self Adhesive Labels - Additional \$40 per 1,000

- Selections:**
- State
 - Gender
 - Questionnaire Category
 - Postcode
 - Recency

Data Formats:	Rates per 1000:	Set up:	Min. Order:	Deliverability:
Rental of Mailing Data	From \$350.00	\$300.00	\$1800.00	95%
Rental of Telemarketing Data	From \$520.00	\$300.00	\$1800.00	90%
Rental of Email Data	From \$290.00	\$500.00	\$2,000.00	100%

10% GST applies to all pricing, including the minimum order requirement.

Australian Lifestyle Survey Questionnaire

LEISURE INTERESTS AND READERSHIP

1. Which of the following leisure activities do you or your partner enjoy on a regular basis?

Reading
Cooking
Renovations/DIY
Cinema
Wine Collecting
Photography
Music
Concerts
Charity Work
Wildlife
Eating Out
Fine Arts/Antiques
Religious Activities
Current Affairs
Participate in Sport
Spectate Sport
Hiking/Walking
Gym/Working-Out
Self Improvement
Theatre/Cultural/Art Events
Going to the Pub/Club
Fashion Clothing
Gardening
Grandchildren
Home Computing
Puzzles/Crosswords
Sewing/Craftwork
Gourmet Foods/Fine Wines
Lottery/Betting
New Technology

2. What type of Expo would you consider visiting?

Home/Garden
Motor
Boat
Travel
Kids/Parenting
Money/Investments
Art/Craft
Camping/Caravanning

3. Please indicate which Daily Newspapers you read.

Sydney Morning Herald
Daily Telegraph
The Age
Herald Sun
Courier Mail
Canberra Times
The Advertiser

The West Australian
Hobart Mercury
Financial Review
The Australian

4. Is your main or occasional daily newspaper?

Home Delivery
Other
Work Supplied

5. Which *Weekend* Newspapers you read?

Sydney Morning Herald
Saturday Telegraph
Sunday Telegraph
Sun Herald
Saturday Age
Sunday Age
Saturday Herald Sun
Sunday Herald Sun
The Advertiser
Sunday Mail
Courier Mail
West Australian
Sunday Times
Weekend Financial Review
Weekend Australian
Sunday Canberra Times

6. of the following *Magazine* titles, which do you read?

Women's Day
That's Life
New Idea
Bulletin
Who Weekly
Time
NW New Weekly
BRW
Australian Women's Weekly
House and Garden
Cleo
Home Beautiful
Cosmopolitan
Our House
Marie Claire
AFR Smart Investor
Vogue
Inside Sport
Vogue Living
Readers Digest
Australian Geographic
Better Homes & Gardens
National Geographic

7. Do you subscribe to or read any of the following types of magazines?

Business
Home Decorating/DIY
Computing
Men's Interests
Cooking
Money/Investment
Current Affairs
Motoring
Entertainment
Sport
Gardening
Travel
Geographical
Women's Interests
Health
Other International

8. What is your preferred style of music?

Jazz
Country
Classical
Folk
Pop/Rock
Other

9. on average, how many bottles of wine per month do you consume in your home?

1-2
3-5
6-9
10+
None

10. on average, how much per bottle do you pay for wine you drink at home?

Up to \$10
\$10-\$14
\$15-\$20
\$21+

11. Which of the following do you/partner buy or drink?

Scotch Whiskey
Malt Whiskey
Irish Whiskey
Canadian Whiskey
Bourbon
Cognac
None of the above

12. on average, how often do you or your partner drink premium whiskey (i.e value of bottle over \$35)?

1-3 drinks per month
1-2 drinks per week

3-6 drinks per week

7+ drinks per week

13. Have you ever or do you currently bet on any of the following?

Football

Greyhounds

Horses

Lottery

14. Do you subscribe or would you consider subscribing to any of the following PAY TV services listed below?

Foxtel

Foxtel Digital

Optus Vision

Austar

15. Where have you/your partner holidayed in the last 3 years or which destinations would you consider in the next 12 months?

Australia

New Zealand

USA/Canada

UK/Ireland

South America

Rest of Europe

Asia

Rest of World

16. Which areas have you been on holiday in the last 12 months or would consider visiting in the next 12 months?

Adelaide

Other SA

Melbourne

Other VIC

Tasmania

Perth

Broome

Other WA

QLD Islands

QLD Tropical North

QLD Gold Coast

QLD Sunshine Coast

Other QLD

NT Red Centre/Outback

Other NT

Sydney

Other NSW

ACT

17. On average, how many times do you travel domestically by plane for...

- a) Business
- 1-2 months
- 3-4 months
- 5-9 months
- 10+ months

- b)Leisure
- 1-2 years
- 3-4 years
- 5+

18. Have you taken or are you considering taking any of the following types of holidays within the next 12 months?

- Cruise
- Coach Tour
- Snow Skiing
- Weekend/Short Break
- Backpacking
- Action Adventure
- Fly/Drive
- Train Trip

SHOPPING

1. On average how much do you usually spend on groceries each week?

- Under \$50
- \$50-\$99
- \$100 - \$199
- \$200-299
- Over \$300

2. Please indicate which supermarkets your regularly shop at...

- Aldi
- Bi-Lo
- Coles
- Franklins
- IGA/Supa IGA
- Woolworths/Safeway
- Other
- Online

3. Please indicate which Fast Food restaurants you frequent...

- KFC
- Pizza Hut
- McDonalds
- Burger King/Hungry Jacks
- Red Rooster
- Subway
- Nandos
- Oporto
- Other

4. Which of the following brands of shampoo and conditioner do you use?

Dove
Pears
Sunsilk
Palmolive
Pantene
V05
Wella Balsam
Schwarzkopl
Organics
Herbal Essences
Flex
Anti Dandruff
Natures Organics
Garnier Fructis
Decore

5. Which of the following brands of facial cleaners, toners and moisturisers do you regularly use?

Nivea
Body Shop
Ponds
Clinique
Neutrogena
Revlon
Red Earth
Avon
Oil Of Olay
L'Oreal Plenitude
Lancôme
Clarins Paris
Estee Lauder
Vaseline Intensive Care
Jurlique
Grace

6. Which of the following brands have you purchased in the last 3 months?

Instant Coffee

International Roast
Nescafe
Maxwell House
Moccona
Riva
Other Brands

Fresh Coffee

Harris
Robert Timms
Vittoria
Lavazza
Moccona
Other Brands

Flavoured Coffee

Jarrah
Nescafe
Klassno
Moccona Mocha Duet

Cat Food

Advance
Dine
Hills Science Diet
Kit-e-Kat
Whiskas/Vitabits
Go-Cat
Iams
Purina ONE
Supermarket Brand

Dog Food

Advance
Eukanuba
Lucky Dog
Principal
Supercoat
Hills Science Diet
Pedigree Meaty Bites
Purina ONE
Supermarket Brand

7. How many times in the past year have you bought goods or services by mail/telephone or Internet?

a) Mail/Telephone

Once
2-3 times
4+ times

Never

b) Internet

Once
2-3 times
4+ times

Never

8. Have you or your partner purchases any of the following by mail/telephone or Internet?

Health Books
Other Books
Children's Clothes
Adult's Clothes
Computer Software
Computer Hardware
Cosmetics
Craft Products
Home Study Courses
Music (CD's, DVD's, Records, Tapes)
Movies (DVD's, Video's)
Vitamin/Health Supplements

Wines
Gifts
Religious Products
Flights/holidays

9. Which of the following brands of laundry detergent do you use?

Bio Zet
Dynamo
Radiant
Fab
Surf
Hurricane
Drive
Omo
Omo Tablets
Cold Power
Spree
Duo
Duo Matic
Omo Matic
Cold Power Advanced
Green Care

HEALTH & FITNESS

1. Is anyone in your household affected or concerned by any of the following?

Arthritis/Rheumatism
Indigestion
Back Pain
Hay Fever/Sinus
Hearing Difficulties
Weight Control
Hair Loss
Smoking
Dry Skin/Eczema
Dementia/Alzheimer's
Asthma
Lactose Intolerance
Osteoporosis
High Blood Pressure
Diabetes
Eyesight Difficulties
Migraine
Epilepsy
High Cholesterol
Insomnia

2. Does anyone in your household wear?

Hard Contact Lenses
Spectacles
Disposable Contact Lenses
Prescription Sunglasses

3. Does anyone in your family use?

Herbal Remedies
Meditation
Yoga
Pilates
Slimming Products
Aromatherapy
Vitamin/Food Supplements
Health Foods
Alternative Therapies

4. Thinking about private health insurance, which of the following best describes you?

- I don't have private health insurance
- I don't have it but intend to take it out.
- I have private health insurance
- I would consider switching to another private health insurance provider.

5. If you/your partner currently have private health insurance, which fund do you belong to?

HCF
MBF
NIB
HBF
HBA/AXA
NRMA
SGIO
GMHBA
Australian Unity
Mutual Community
Manchester Unity
Medibank Private
Gov Employees
ANZ Health
Health Cover Direct
Other Funds

YOUR HOME

1. Is your current address a?

Flat/Unit
Semi Detached
Separate House
Other

2. In what year was your home built?

3. When did you move to your current address?

4. Are you planning to move house in the next 12 months? If yes, when?

1 – 3 months
4 – 6 months
7 – 12 months

5. Do you...

- Own home outright
- Rent (Private)
- Rent (Government)
- Have mortgage

6. What is the approximate value of your home?

- Less than \$100,000
- \$100,001 - \$200,000
- \$200,001 - \$300,000
- \$300,001 - \$400,000
- \$400,001 - \$500,000
- \$500,001 - \$700,000
- \$700,001 - \$1,000,000
- \$1,000,000+

7. Approximately how much do you have left owing on your home?

- \$1 - 25,000
- \$25,001 - \$50,000
- \$50,001 - \$100,000
- \$100,001 - \$150,000
- \$150,001 - \$200,000
- Over \$200,001

8. How many bedrooms are there in your home?

- One
- Two
- Three
- Four
- Five +

9. How many people live at your address, including yourself?

- One
- Two
- Three
- Four
- Five
- Six +

10. What is your marital status?

- Married/De-Facto
- Single
- Divorced/Separated
- Widowed

11. Please indicate the age and gender of children living at your home.

12. Are you interested in improving your child/children's skills, confidence and results in Mathematics and English?

- a) Maths
 - Yes
 - Possibly
 - No
- b) English

Yes
Possibly
No

13. In your home do you have or are considering buying any of the following?

Computer
Digital Camera
Home Entertainment System

14. Do you have or are you considering the following type of access to the Internet?

Dial Up
Broadband
Wireless

15. If you have Internet access, who is your current service provider?

AOL
Optusnet
Telstra Bigpond
iPrimus
Ozemail
Austar
Pacific Internet
Other

16. How long have you or your partner have access to the Internet at home?

1 - 12 months
1 - 2 years
2 + years

17. Which company do you use for Long Distance, Local and International calls?

Telstra
Primus
Optus
AAPT
Phone Card
Digiplus
Other

18. What is your average monthly bill for Local/Fixed Calls/Long-Distance Calls/International Calls/Internet/Pay TV/Mobile Phone?

\$1 - \$24
\$25 - \$49
\$50 - \$74
\$75 +

19. Which of the following regions of the world do you call long distance?

New Zealand
South America
Asia
Australia
Rest of Europe
USA/Canada
UK/Ireland
Rest of World

20. Are you considering changing your household long distance service provider in the next 12 months?

Yes
No
Possibly

21. If you have a mobile telephone, who is your network provider?

Telstra
Virgin
Optus
Vodafone
Orange
3
Other

22. Is your mobile phone?

Prepaid
Contract
Company Supplied

23. When is your current mobile phone service contract due to expire?

Expired
1 - 6 months
7 - 12 months
13 + months

24. What are your quarterly bill payments on average? (Gas and/or Electricity)

Up to \$100
\$101 - \$200
\$201 - \$300
\$301 - \$500
\$501+

25. Would you consider using renewable/green energy?

Yes
Possibly
No

26. During what months are your Home Contents/Car/Building insurance policies due for renewal?

27. How many dogs or cats do you have in your home?

a) Cats
None
One
Two
Three or more
b) Dogs
None
One
Two
Three or More

28. What type of washing machine do you own/use?

Front loader

Top loader

MOTORING

1. What make of car do you/partner drive? (eg. Ford Falcon, Holden Commodore, BMW 318Ti)

2. On what date is your registration due?

3. Please indicate the type of vehicle that you/partner drive.

Sedan

4WD

Stationwagon

People mover

Sport/Convertible

Utility/Van

Hatchback

Motor Bike

4. If you have a company do you/partner choose the make/model?

Yes

No

Limited Choice

5. Please indicate the year of manufacture of your car(s).

6. In the next 12 months are you/partner likely to?

Buy a new car

Buy a used car

Neither

7. When do you intend to replace your car?

8. What is the approximate budget for your/partner next car?

Up to \$15k

\$16 - \$20k

\$21 - \$30k

\$31 - \$40k

\$41 - \$50k

\$51 - \$60k

\$61 - \$80k

\$81 - \$100k

\$101k +

9. on average, how many kilometres do you drive per year?

10. Which of the following companies do you/partner currently insurance your car(s) with?

AAMI

APIA

NRMA

RACV/RACQ

CGU/VACC

SGIO/SGIC

QBE/Mercantile Mutual
Suncorp/GIO
Allianz/CIC Allianz
Vero/Royal & Sun Alliance
Budget Direct
Other

11. What level of no claim bonus do you currently have?

None
20-30%
40-50%
60%
Lifetime no claim bonus

MONEY & INVESTMENTS

1. Which of the following methods do you/your partner prefer for your day-today banking?

ATM
Internet
Branch
Phone Banking

2. Which of the following institutions are you/your partner associated with?

ANZ
Commonwealth Bank
Citibank
St George
ING
HSBC
Suncorp Metway
RAMS
Wizard
AMP
National Australia Bank
Westpac/Bank of Melbourne
Other Mortgage Broker
Building Society
Credit Unions
Aussie Mortgage Market
Aussie Home Loans
Other Financial Organisation

3. Do you or your partner have, or are considering any of the following?

Term Deposit
Superannuation (Personal)
Life Insurance
Self Managed Super Funds (DIY)
Private Health Insurance
Legal Will
Investment Property Loan
Personal Loan
Managed Investment Fund
Home Loan
Funeral Plan

Credit Card
Shares
Property Trusts

4. Do you or your partner have a Self-Managed Super Fund (Do-It-Yourself)?

5. If you are considering switching your work based super funds please indicate the total approximate value of all your work based super funds.

\$0-\$49k
\$50k-\$99k
\$100k-\$199k
\$200k-\$499k
\$500k

6. What is the approximate value of all your investments? Are they:

- Savings/Cheque Accounts/Passbook Accounts
- Cash Management/Term Deposit/Accounts
- Share/Unit Trusts/Managed Fund Accounts

Up to \$10,000
\$10,001 - \$25,000
\$25,001 - \$50,000
\$50,001 - \$100,000
\$100,001 - \$500,000
\$50,001 +

7. Do you or your partner have, or are considering using the following to assist with your investments/insurance?

Financial Planner
Stock Broker
Discount Broker
Direct to Fundmanager
Travel Agent (for Travel Insurance)

8. If you are considering a home loan is it for...

Investment Property
Commercial Property
House
Unit/Villa/Apartment
Townhouse
First Home Buyer

9. Would you consider arranging/re-financing a mortgage direct from a financial institution rather than a broker?

a) Yes
Possibly
No
b) If yes, would this be in-
0-6 months
7-12 months

10. What is your approximate monthly credit card spend?

Up to \$500
\$501-\$1,000
\$1,001-\$3,000

\$3,001+

11. Which of these cards do you or your partner have?

American Express
American Express Credit Card
VISA
Bankcard
Diners Club
MasterCard

12. What is your credit limit on your main credit card?

Up to \$2,500
\$2,501 - \$5,000
\$5,001 - \$10,000
\$10,001 - \$15,000
\$15,001 - \$25,000
\$25,001+

13. If you/your partner have a credit card, would you consider changing cards or taking out a new card in addition to your existing cards?

Yes
Possibly
No

14. Do you pay your monthly credit card balance in full?

Always
Usually
Rarely
Never

15. Are you intending/considering private education for your children?

Yes
No
Possibly

16. Approximately how much do you spend on child care and children's education per month?

Up to \$250
\$251 - \$500
\$501 - \$1,000
\$1,001 +

17. If your Home Loan or other loan commitments would you consider?

Reducing your loan repayments
Increasing your loan repayments to decrease the loan term.

CHARITABLE CONCERNS

1. Do you regularly support charities by any of the following methods?

By Post/Mail
Periodical Payments
Direct Debit
Raffle/Lottery Ticket

2. Do you, or would you consider supporting any of these causes?

TEL :: 1300 554 671 FAX :: 1300 554 681
info@impactlists.com.au www.impactlists.com.au

Children's Welfare
Third World Causes
Homeless
Animal Welfare
Medical Research
Blind
Cancer Research
The Elderly
Wildlife
Environment
Human Rights
Deaf
Disaster Relief
Disabled/Handicapped
Mental Health
Arts/Culture
Children's Hospitals/Health
Heart Research
Trauma

3. Would you consider supporting/donating to any of the following charities?

Greenpeace
Salvation Army
RSPCA
Legacy
Vision Australia
Barnardos
Anglicare
Wesley Mission
World Vision
MS Society
UNICEF
Heart Foundation
Smith Family
Lost Dogs' Home
Alzheimer's Australia
Starlight Foundation
St Vincent de Paul
Australian Red Cross
Cancer Council Australia
Amnesty International
Mission Australia
Wilderness Society
Royal Blind Society
Diabetes Australia
St Johns Ambulance
Leukaemia Foundation
UN Refugee Agency
Endeavour
Int. Fund for Animal Welfare
Plan Child Sponsorship
Royal Guide Dogs Association
Cerebral Palsy League of QLD
Save The Children Fund

Australian Cancer Research Foundation
Surf Life Saving Foundation
Royal Flying Doctor Service
World Wide Fund For Nature WWF
Fred Hollows Foundation
Australian Conservation Foundation
QLD Institute for Medical Research
National Stroke Foundation

4. Would you consider leaving a legacy in your Will to a charity?

Yes
No
Possibly

5. Which following place or worship do you/your partner regularly attend?

Anglican Church
Other Christian Church
Catholic Church
Other

GENERAL INFORMATION

1. What are you/your partner's dates of birth?

2. Which of the following best describes you/your partner's highest level of education?

Some Secondary
Completed Secondary School
TAFE
Other College
University (Undergraduate)
University (Postgraduate)

3. Are you currently studying or intend to study the following types of courses:

For leisure/relaxation
Self improvement
Related to work/career

4. Are you or your partner planning to retire in the next twelve months?

Yes
No
Possibly

5. How would you best describe the occupations of yourself and your partner?

Craftsman/Tradesman
Domestic Duties
Office/Clerical
Education/Medical
Manual/Factory Worker
Medical
Student
Retired
Service (Police/Army)
Company Director
Professional

Senior Management
Other

6. Are you/your partner working?

Full Time
Part Time
Casual
Not Working

7. Are you/your partner?

Self-employed/business owner
Run business from home

8. If you/your partner run a business, please indicate if you would be interested in any of the following areas:

Office Furniture
IT Services
Computer Equipment
Stationary/office supplies
Business Related Insurance
Banking & Finance
Internet & Telecommunications
Tax & Accounting

9. Would you/your partner consider starting your own home-based business?

Yes
No
Possibly

10. What is the combined annual income of you and your partner?

Up to \$10,000
\$10,001 - \$20,000
\$20,001 - \$30,000
\$30,001 - \$40,000
\$40,001 - \$60,000
\$60,001 - \$80,000
\$80,001 - \$100,000
\$100,001 - \$150,000
\$150,000 plus

11. Please indicate the postcode of your place of work?

12. What mode of transport do you use to travel to work?

Walk
Train
Bus
Ferry
Drive own car
Work from home
Tram
Bicycle

Restrictions, Requirements and Info:

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