



LIST NAME: INFOBASE CONSUMER

DATACARD # C-01

QUANTITY: 12 Million+ Nationally

▶ LIST DESCRIPTION

The InfoBase Consumer List file is a comprehensive national list covering over 6 million households and more than 12 million individuals and built to the highest privacy standards. Drawn from multiple public domain data sources, real property data and enhanced by lifestyle surveys and more, InfoBase data is constantly updated to reflect people's changing profiles. It is the unique combination of a wide range of sources all blended together that gives you the extra knowledge and power you need to target prospective customers cost effectively.

InfoBase is fully privacy compliant. Select from over 50 attributes, including demographics, lifestyle, wealth indicators, family features, household composition and over **2 million Direct Marketing Responders**. The InfoBase Consumer list is constantly updated to ensure its accuracy is of the highest standard.

See over for Selections

▶ **FORMATS AVAILABLE:** ASCII or MS Excel File, Hard Copy, Self Adhesive Labels.

▶ SELECTIONS:

- Demographic/Lifestyle Indicators above
- Postcode
- State
- Gender

▶ DATA FORMATS

Rental Of Mailing Data: From \$275.00
Rental Of Telemarketing Data: From \$320.00

▶ RATES PER THOUSAND:

▶ **SET UP:** \$250.00

▶ **DELIVERY:** \$25.00

▶ **MINIMUM ORDER REQUIREMENT:** \$1250.00

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

▶ **DELIVERABILITY:** 95%

▶ **RESTRICTIONS, REQUIREMENTS & INFO:** Delivery time is 2-3 working days • See "List FAQ's" for details on pricing calculations • Unless specified the list is supplied for a one time use only • Lists are seeded with dummy names to detect unauthorised use • A sample mail pack is required upon ordering for approval • The list is not available to competitive products • Unless arranged otherwise, payment is required with order • We require confirmation of your order in writing and completion of our List Supply Agreement • Quantities available may vary upon the production of the actual list • Pricing is subject to change without notice • In some cases, the list may need to be processed by an independent Mailing House, Fax Broadcaster or Email Broadcaster • Additional charges may apply for complicated selections • Copying of any list is strictly prohibited •

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▣ Selections

- CCD
- Age Band
- Direct Responders
- Country Of Origin
- Family Income
- Gender
- Household Kinship
- Length Of Marriage
- Level Of Education
- Marital Status
- No. Children <18
- Occupation
- Presence Of Children
- Time At Current And Previous Address
- Year Of Birth Of Youngest Child
- No. Bedrooms In Property
- Property Type
- Ailments
- Charitable Concerns
- Charity Donations
- Leisure Interests
- Pay TV Companies Subscribed To
- Pay TV Companies Under Consideration
- Pet Ownership
- Private Health Insurance
- Smokers
- Supermarket Weekly Spend
- Value Of Electricity Bills Per Quarter
- Gas Bills Per Quarter
- E-Mail Address Present
- No. Of Land Line
- No. Of Mobile Phones

Finance/Property Selections

- Bank For Credit Card Account
- Bank For Home Loan Account
- Bank For Managed Account
- Bank For Personal Loan
- Bank For Personal Superannuation Account
- Bank For Savings/Term Deposit Account
- Bank For Transaction Account
- Banking Method
- Credit Card Present
- Financial Products In Use
- Financial Products Under Consideration
- Main Bank Used
- Term Deposits
- Value Of Cash Management Or Term Deposits
- Value Of Investments, Savings And Cheque
- Value Of Investments, Shares And Funds
- Finance And Investment Method
- Estimated Market Value Of Home
- Future Home Loan Amount
- Future Home Loan Purpose
- Home Improvement Value
- Home Improvement Types
- Home Insurance Company
- Home Renewal Insurance Month - Building
- Home Renewal Insurance Month - Contents
- Home Loan Amount Outstanding
- No. Properties Owned
- Owner/Occupier