

Datacard

List: BRANDLEADERS
Datacard: C-02
Quantity: 1.2 Million+ Nationally



List Description:

This consumer lifestyle list was compiled from responses to self-completed questionnaires on consumer lifestyle, product usage and purchasing intentions.

These questionnaires will have gone out to every household in Australia, making it one of the largest and most accurate responsive lists in Australia.

The list is fully personalised and all records include titles i.e. Mr., Mrs.

The questionnaire consists of nine detailed categories including:

- Age
- Income
- Holiday & Travel
- Shopping
- Money & Investments
- Health
- Motoring
- Your Home
- Leisure
- Charities
- General Information

See over for a list of Selection Criteria.

Formats Available: .csv or MS Excel File, Hard Copy, Self Adhesive Labels.

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

Data Formats:	Rates per 1000:	Set up:	Min. Order:	Deliverability:
Rental of Mailing Data	\$450.00	\$300.00	\$1,250.00	96%
Rental of Addresses only (No contact name)	\$380.00	\$300.00	\$1,250.00	96%
Rental of Telemarketing Data	\$500.00	\$300.00	\$1,250.00	90%
Rental of Email Data	\$300.00	\$300.00	\$1,250.00	100%
Rental of Phone & Email	\$525.00	\$300.00	\$1,250.00	
Charities & Fundraisers	20% discount			

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

Restrictions, Requirements and Info:

Delivery time is 2-3 working days ▪ See 'List FAQs' 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 ▪

LEISURE

Which of the following do you enjoy on a regular basis?

Antiques/Fine Art
Camping/Hiking
Cooking
Drinking Wine at Home
Eating Out
Fashion/Clothing/Shopping
Fishing/Boating
Gardening
Photography
Reading/Books
Religious Activities
Renovations/DIY
Shopping by Mail Order
Self-Improvement
Theatre/Arts

Sport

Golf
Gym/Fitness
Motor sport
Snow Skiing

Which of the following daily newspapers do you usually read?

Adelaide Advertiser
Canberra Times
Daily Telegraph
Financial Review
Herald Sun
Sydney Morning Herald
The Age
The Australian
The Courier Mail
West Australian

Is your daily newspaper?

Delivered To Your Home
Supplied At Business

Which of the following types of magazines do you read or subscribe to?

Business
Computing
Cooking
Current Affairs
Gardening
Geographic/Enviro
Health
Home Decorating/DIY
Men's Interest
Money/Investment
Motoring
Sport
Travel

Australian House & Garden
Australian Geographic
Australian Personal Computer
Better Homes & Gardens
Bulletin
BRW
Gourmet Traveler
Home Beautiful
Marie Claire
National Geographic
Personal Investor
Reader's Digest
Time
Vogue Australia
Your Garden

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

Football
Greyhounds
Horses
Lottery
Play Pokies
Visit a Casino

To which of the following Pay TV services do you subscribe?

Austar
Foxtel
OptusTV

Is your Pay TV a digital service?

Are you interested in any of the following?

Alternative Therapies
Aromatherapy
Astrology
Getting Fit

Giving up smoking
Losing Weight

What type of music do you regularly listen to?

Classical
Country
Easy Listening
Jazz
Rock/Pop
Other

Have you taken or are you considering taking any of the following types of holiday?

Action/Adventure
Bush Walking
Camping/Caravaning
Coach Tour
Cruise
Long Weekend/Short Break
Motoring
Resort/Island
Snow Sports
Winderness/Ecotour

Have you/your partner taken a holiday or would consider taking a holiday to one of the following destinations in the next twelve months?

Africa
Asia
New Zealand
Pacific Islands
South America
USA/Canada
UK/Europe
Northern Territory
Queensland
Other Australia

Which loyalty programs are you/your partner members of?

Qantas Frequent Flyer
Fly Buys
Virgin Velocity
Myer One

Who is your preferred domestic airline?

Qantas
Virgin Blue
Jetstar
Rex
Other

SHOPPING

Which of the following mobile phones do you/your partner have?

Sony/Ericsson
Motorola
Nokia
Samsung
Siemens
Other

How long have you/your partner owned your mobile phone handset?

0-3 months
3-6 months
6-12 months
12+ months

If you have a pet, how many do you have?

Dog: 1 | 2 | 3 or More
Cat: 1 | 2 | 3 or More

Have you purchased or searched to purchased any of the following by mail, telephone, or internet?

Books
Computer Hardware
Computer Software
Cosmetics
Gifts
Groceries
Health Books
Music (Tapes, CDs, Records, Music DVDs)
Shares
Slimming Products
Travel
Videos/DVDs
Vitamins/Health Supplements
Wine
Other Products

How much do you usually spend at the supermarket each week?

Less than \$99
\$100-\$149
\$149-\$199
Over \$199

If you purchase eyewear, for what purpose to you do so?

Spectacles: Fashion | Improved Vision
Contact Lenses: Fashion | Improved Vision

What type of alcohol do you/your partner regularly drink?

Beer
Bourbon
Liqueurs
Pre-mix (Ready-to-drink)
Rum
Vodka
Wine
Whiskey

MOTORING

How many cars are there in your household?

None
One
Two
Three plus

Are the cars:

Company Car
Privately Owned

What make and model of car/s do you and your partner drive?

What is the year of manufacture of your vehicle/s?

Do you/your partner plan to replace your car(s), within the next:

0 – 6 months
7 – 12 months
13 – 24 months

What no claim bonus or rating will you receive on your next insurance renewal?

Rating 1/60%
Rating 2/50%
Rating 3/40%
Rating 4/30%
Rating 5/20%
Rating 6/0%

Which of the following companies do you currently insure your car with?

AAMI
Allianz
AMP
APIA
Budget Direct
CGU/VACC
GIO/Suncorp
NRMA/SGIC/SGIO
QBE/Mercantile Mutual
RACV/RACQ
Vero/Royal & SunAlliance

Zurich
Other

In which month do you renew your car insurance cover?

When is your car registration due?

MONEY & INVESTMENTS

Do you currently have, or are you considering any of the financial products listed below?

Credit Card
Gold Credit Card
Home & Contents Insurance
Home Loan
Income Protection Insurance
Investment Loan
Legal Will
Life Insurance
Margin Lending
Managed Funds
Personal Loan
Professional Financial Planning
Self Managed Super
Stocks and Shares
Term Deposits
Trusts or Bonds

Would you consider changing your superannuation fund?

Do you have or are you considering purchasing an investment property?

Do you/your partner currently manage or would you consider managing your investments online?

Already Do
Consider
No

Which of the following is your major financial institution?

AMP
ANZ
Citibank
Commonwealth Bank
Credit Union
HSBC
ING
National Australia Bank
St George
Suncorp Metway
Westpac/Bank of Melbourne/Challenge Bank
Other Bank

Which (if any) type of credit card is your main card, and which is your second card?

American Express
Bankcard
Diners Club

MasterCard
VISA
Store Card

On average, how much do you spend on your card(s) each month?

Don't use
\$0 - \$500
\$501 - \$2000
\$2001 - \$5000
Over \$5000

Do you always pay your monthly Credit Card balance in full?

Always
Usually
Rarely
Never

If you would consider changing credit card, for what reasons would you do so?

Credit Limit
Interest Free Period
Interest Rate
Rewards Program

What is the approximate value of all your investments?

Savings/Cheque/Passbook Accounts
Cash Management/Term Deposits Accounts
Shares/Unit Trusts/Managed Fund Accounts
\$0 - \$5000
\$5000 - \$10000
\$10000 - \$20000
\$20000 - \$50000
Over \$50000

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

\$0 - \$50,000
\$50,001 - \$100,000
\$100,001 - \$200,000
\$200,001 - \$300,000
\$300,001 - \$400,000
Over \$400,000

In what months will you renew your home contents and building insurance?

Which of the following companies do you currently insure your home with?

AAMI
Allianz
AMP
APIA
CGU
GIO/Suncorp
NRMA/SGIC/SGIO
QBE/Mercantile Mutual
RACV/RACQ
Vero/Royal & SunAlliance
Zurich

Other

Do you have private health insurance?

If you answered 'yes' to the above, to which health fund do you belong to?

Australian Unity
HBA (BUPA)
HBF
HCF
Manchester Unity
Medibank Private
MBF
NIB
Other

YOUR HOME

What type of home do you live in?

Apartment/Unit
House
Townhouse

Is your home?

Owned Outright
Rented
Mortgaged

What do you think is the approximate value of your home?

\$100,000 – \$200,000
\$200,000 - \$300,000
\$300,000 - \$400,000
\$400,000 - \$500,000
\$500,000 - \$700,000
Over \$700000

In your household, what do you estimate to be your weekly disposable income?

\$0.00 or less
\$0.01 - \$9.99
\$10.00 - \$49.99
\$50.00 – \$199.99
\$200.00 - \$499.99
Over \$500.00

Are you planning to buy/sell a property?

Within 6 months:
Within 12 months:

How many bedrooms are there in your home?

1 | 2 | 3 | 4+

Have you changed your service provider for any of the following in the last two years?

Car Insurance
Electricity
Gas

Home Contents Insurance
Internet Service Provider (ISP)
Mobile Phone
Phone (Local Calls)
Phone (Long Distance)

Do you have, or are you considering, the following types of Internet access?

Dial Up
Broadband

If you answered "Have" in the previous questions, where is your Internet access?

Home
Workplace
University/College
Other

Would you consider saving money by purchasing electricity and gas from the same supplier?

Do have, or are you considering renewable/green energy?

If you use gas at home, which one of the following is the main source?

Natural Gas (pipes)
Refillable Cylinder

What would you approximately spend QUARTERLY on the following services?

Electricity /Gas
- \$0.00 - \$150.00
- \$151.00 - \$200.00
- \$201.00 - \$300.00
- \$301.00 - \$500.00
- \$501.00+

How often do you make long distance/international calls from home?

Within Australia / International
- Once a week
- Once a month
- Occasionally (less than once a month)

Is your mobile phone:

Prepaid
On Contract
Off Contract
Paid By Employer

When do the following service contracts expire?

Mobile Phone (month/year)
Broadband Internet (month/year)

Which companies do you use for the following telecommunications services?

Local Calls
Other calls within Australia
International Calls
Mobile Phone
Internet Access

Pay TV

(Choice of Telstra/Foxtel, Optus/TV, AAPT, Ozemail, Primus, 3, Orange, Virgin, Vodafone, Phone Card, Other)

What would you approximately spend MONTHLY on the following services?

Local Calls

Other calls within Australia

International Calls

Mobile Phone

Internet Access

Pay TV

(Choice of \$0-\$10 / \$11-\$20 / \$21-\$30 / \$31-\$40 / \$41-\$50 / \$51-\$60 / \$61-\$70 / \$71-\$80 / \$81-\$90 / \$91-\$100 / \$101+)

CHARITABLE CONCERNS

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

By Post/Mail

Direct Debit

Donation by Phone

Door to door / In Person

Periodical Payments

Raffles / Lotteries

Via Internet

Other

Would you consider supporting any of the following concerns?

Animal Welfare

Blind/Vision Impaired

Cancer

Children

Disabled/Handicapped

Disaster Relief

Drugs and Alcohol

Environment

Hearing Impaired

Homeless

Human Rights

Medical Research

Mental Health

Motor Neurone Disease

The Elderly

Third World

Wildlife

Would you consider donating to any of the following charities?

Alzheimer's Australia

Amnesty International

Anglicare

Cancer Council

Care Australia

Diabetes Australia

Fred Hollows Foundation

Greenpeace

Guide Dogs
Heart Foundation
International Fund for Animal Welfare
Melbourne Zoo
Multiple Sclerosis
National Breast Cancer Foundation
Oxfam - Community Aid Abroad
Red Cross
Royal Blind Society
Royal Flying Doctor Service
RSPCA
Salvation Army
Save the Children Fund
St John Ambulance Aust.
St Vincent de Paul
Sydney Children's Hospital
The Smith Family
UNICEF
Wesley Mission
World Vision
World Wide Fund for Nature (WWF)

How often would you consider donating to charity?

Monthly
Quarterly
Twice a year
Yearly

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

Yes
Possibly

Which places of worship do you or your partner attend at least once a month?

Protestant
Catholic
Other Christian
Other

HEALTH

Is anyone in your household affected by any of the following?

Arthritis/Rheumatism
Asthma
Athletes Foot/Tinea
Back Pain
Dandruff
Depression
Diabetes
Dry Skin / Eczema
Hair Loss
Hayfever
Heart Burn
High Blood Pressure
High Cholesterol

Indigestion
Lactose Intolerance
Migraine

Do you or your partner smoke?

GENERAL INFORMATION

What is YOUR date of birth?

And of your partner?

What is your occupation?

Management/Professional
Office/Clerical/Sales/Service
Tradesperson
Manual/Factory/Laborer
Not in paid work
Self-employed

Please state you/your partner's occupation.

What is the postcode of your workplace?

Which of the following best describes your highest level of education?

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

Would you consider undertaking further education?

Do you/your partner own a business, or are you considering starting one?

Already Own
Please tick this box if working from home
Planning to start

If you run a business, would you be interested in any of the following?

Office furniture
Business Insurance
Internet and Telecommunications
Computer Equipment

If you run a business, how many employees do you have?

1 | 2-4 | 5-10 | 10+

How many adults live in your home?

How many children (under 18) live in your home?

In how many years do you plan to retire?

0 - 3 | 3 - 5 | 5 - 10 | 10+

What is your approximate *family* income each year (before tax)?

- \$0 - \$20,000
- \$20,000 - \$40,000
- \$40,001 - \$60,000
- \$60,001 - \$80,000
- \$80,001 - \$100,000
- \$100,000 - \$150,000
- \$150,001 - \$200,000
- \$200,001 - \$250,000
- \$250,001+

What is your approximate *personal* income each year before tax?

- \$0 - \$25,000
- \$25,001 - \$50,000
- \$50,001 - \$80,000
- \$80,001 - \$120,000
- \$120,001 - \$180,000
- \$180,000+

Please enter your children's year(s) of birth, starting with the oldest, and indicate whether male or female.
