

Datacard

List: BEHAVIOURBASE
Datacard: C-131
Quantity: Approximately 344,912 Records



List Description:

Behaviour Base is unique in that it is constructed from information captured from in-product questionnaires and satisfaction surveys dispensed to consumers who have purchased a variety of high-ticket products and services.

BehaviourBase supports a wide range of different applications across a host of industry sectors, for example targeting individuals who are receptive to buying through mail order, those who have interests in stocks and shares and those whose lifestyle interests reflect your product or service.

Geographic Breakdown:

ACT	NSW	NT	QLD	SA	TAS	VIC	WA	TOTAL
5,068	101,179	1,220	66,632	33,829	11,670	89,987	35,327	344,912

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

- Selections:**
- Core Demographics
 - Lifestyle
 - In the Home
 - Occupation
 - Geography
 - Other Selection (see page 2)

Data Formats:	Rates per 1000:	Set up:	Delivery:	Min. Order:	Deliverability:
Rental Of Mailing Data	From \$350 (Includes up to 3 'core' selections)	\$250.00	\$25.00	\$1250.00	95%
Rental Of Telemarketing Data	From \$400 (Includes up to 3 'core' selections)	\$250.00	\$25.00	\$1250.00	95%
Rental of Mailing & Telemarketing Data	From \$500 (Includes up to 3 'core' selections)	\$250.00	\$25.00	\$1250.00	95%
Extra Selections (Standard Demographic and Lifestyle)	\$15.00	\$250.00	\$25.00	\$1250.00	95%
Extra Selections (Finance & Property)	\$20.00	\$250.00	\$25.00	\$1250.00	95%

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 unauthorized 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

SELECTIONS:

CORE DEMOGRAPHICS

Age
Gender
Marital Status
Number of children
Age of children
Family size

DETAILED DEMOGRAPHICS

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

OCCUPATION

Director
Senior Management
Professional
Education
Public Sector
Clerical/ Office
Manual/ Factory
Trade Worker
Home Duties
Services (eg. Police, Army)
Farming/ Agriculture
Retired
Student

Self Employed

LIFESTYLES

Bushwalking/ hiking
Charitable concerns
Current Affairs
Eating out
Exercise/ active sports
Finance & Investments
Further Education
Listening to music/ concerts
Theatre/ cultural/ arts
Home improvements/ DIY
Regular travel
Movies/ videos/ DVDs
Home-computing/ games
Golf
Wine
Reading
Health/ diet
Fashion/ clothes

HOME SHOPPING MAIL ORDER

Purchased goods by post/ mail order
Over the internet

AUTOMOTIVE

Car owners
Car types
Family Saloon
4WD/ SUV
Hatchback
Sports car
Luxury (e.g. Mercedes, BMW)
Utility Vehicles
Month of Insurance renewal

CHARITABLE CONCERNS

Animal Welfare
Cancer Research
Disabled
Environment
Homeless
Mental Health
Third World Causes
Blind/ Deaf
Children's Charities
Disaster Relief
Medical Research
Human Rights
The Elderly
Wildlife

GEOGRAPHY

State
Metro/ Rural
Postcode
CCD

IN THE HOME

Home ownership status
Length of residency
Month of Insurance renewal
Satellite/ cable TV
Broadband internet
Market Value

FINANCE & INVESTMENTS

Shares
Home Loan
Self Managed Superannuation
Investment Property
Funeral Plan
Term Deposit
Credit Card
Store Card
Frequent Flyer Card