

List Profile for: InfoBase Behaviour Base

List Type: Consumer

What's This List About?

BehaviourBase 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. The variety of data collection channels means that they're able to reach and elicit responses from consumers who may not consider completing a mailed survey.

The surveys are in constant distribution and respondents provide detailed responses about their lifestyle and purchasing behaviour. BehaviourBase supports a wide range of different applications across a host of industry sectors, for example:

- > Identifying individuals who are **receptive** to buying through **mail** order .
- > Target **affluent** homeowners.
- > Targeting **wealthy** individuals who have interests in stocks and shares, and savings and investment plans.
- > Helping **charities** to reach individuals with a genuine concern in the area in which they are active
- > Providing credit card companies with the opportunity to target **actively purchasing** individuals

The file is refreshed monthly with new survey respondents. BehaviourBase is also washed against the National Change of Address file, and InfoBase's Deceased file.

Pricing & Selections

ex GST

# of records	Over 500,000 records from Australia	
Pricing	Postal data rental – base price	From 35c per record - (includes up to 3 'core' demographic & lifestyle selects)
	Telemarketing data rental – base price	From 40c per record
	Postal & Telemarketing* data rental – base price	from 50c per record
	Minimum order	\$1,250.00
	Extra Selections	Standard demographic and lifestyles @ 1.5c per record. Finance & Property selects each @ 5c per record
	Append DPID Setup Charge	1c per record \$250.00

Selections	-Age -Gender -Marital Status -Number of children -State/postcodes -See page 2 for detailed selections available.
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Anything Else I Need To Know?

Deliverability	95%
Terms & Restrictions	List not to be on-sold to any other company or used to form a directory List Rental means a once-only use Copy of mail piece or telemarketing script is required for list owner approval Tele Data will need to be washed against Do Not Call Register (we can do for you)

Delivery Format & Turnaround

Format	Emailed to you in Excel format. Ask about other formats
Turnaround	Within 3 days after payment is confirmed.
Payment	Pre payment (unless otherwise negotiated).

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

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

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 (eg Mercedes, BMW)
Utility Vehicles
Month of Insurance renewal

FINANCE & INVESTMENTS

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

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