

# 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

<b># of records</b>	Over 500,000 records from Australia	
<b>Pricing</b>	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
	Email data not available	
<b>Selections</b>	-Age -Gender -Marital Status -Number of children -State/postcodes <b>-See page 2 for detailed selections available.</b>	
<b>Deliverability</b>	95%	
<b>Terms &amp; Restrictions</b>	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)	
<b>Format</b>	Emailed to you in Excel format. Ask about other formats	
<b>Turnaround</b>	Within 3 days after payment is confirmed.	
<b>Payment</b>	Pre payment (unless otherwise negotiated).	

### Anything Else I Need To Know?

### Delivery Format & Turnaround

**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

