

# List Profile for: Aus Lifestyle Survey – Australia Post

## List Type: Consumer

### What's This List About?

Australia Post owns one of the largest databases in Australia.

The Lifestyle Survey has the most up-to-date and comprehensive lifestyle database containing phone numbers and addresses in Australia that can provide direct access to over 12 million adult Australians.

The Lifestyle survey covers topics such as Leisure, Shopping, Motoring, Money & Investments, Your Home (including Telecommunications and Utilities), Charitable Concerns and Health.

It is maintained by Australia Post and is refreshed and validated at regular intervals to ensure recency and accuracy. Australia Post also operates the National Change of Address file.

### Pricing & Selections *ex GST*

**# of records** Over 12 million records

**Pricing**

Postal Rental – price range	40c – 75c per record range
Telemarketing Rental – price range	50c – 80c per record range
Setup Charge	\$300.00
Email blast (sent by list owner)	From 25c per email
Email Campaign Setup	\$500.00
Minimum order	\$1,800.00

**Specific quotes given according to your requirements.**

Multiuse price also available.

### Selections

#### Targeting Available

- Gender
- Age
- Children's Ages
- Income
- Investments
- Credit Card spending
- What Cars Owned
- Shopping habits
- Postcodes/States
- Medical Ailments
- Interests – very high targeting & segmentation
- Ready-To-buy categories
- Charity donations

**Plenty more lifestyle categories...please tell us your wish list!**

### Anything Else I Need To Know?

**Deliverability** 95% Postal, 80% Telephone (on last 2 surveys, then 75%), Email 90%

**Terms & Restrictions**

List Owner sends emails  
 List not to be on-sold to any other company or used to form a directory  
 List Rental means a once-only use  
 Tele Data will need to be washed against Do Not Call Register (we can do for you)  
 List owner will need to see your script or letter to pre-approve all campaigns

### Delivery Format & Turnaround

**Format** Emailed to you in Excel format. Or emails..your HTML file sent to us

**Turnaround** Within 3 days after payment is confirmed.

**Payment** Pre payment (unless otherwise negotiated).