

# List Profile for: Aus Lifestyle Survey – Australia Post

## List Type: Consumer

<b>What's This List About?</b>	<p>Australia Post owns one of the largest databases in Australia.</p> <p>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.</p> <p>The Lifestyle survey covers topics such as Leisure, Shopping, Motoring, Money &amp; Investments, Your Home (including Telecommunications and Utilities), Charitable Concerns and Health.</p> <p>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.</p>										
<b>Pricing &amp; Selections</b> <i>ex GST</i>	<p><b># of records</b> Over 12 million records</p> <p><b>Pricing</b></p> <table border="0"> <tr> <td>Postal Rental – price range</td> <td>40c – 75c per record range</td> </tr> <tr> <td>*Telemarketing Rental – price range</td> <td>50c – 80c per record range</td> </tr> <tr> <td>Email Rental – base price</td> <td>25-50c per record range (email data sent to you)</td> </tr> <tr> <td>Setup Charge</td> <td>\$300.00</td> </tr> <tr> <td>Minimum order</td> <td>\$1,800.00</td> </tr> </table> <p><b>Specific quotes given according to your requirements.</b></p> <p>Multiuse price also available.</p>	Postal Rental – price range	40c – 75c per record range	*Telemarketing Rental – price range	50c – 80c per record range	Email Rental – base price	25-50c per record range (email data sent to you)	Setup Charge	\$300.00	Minimum order	\$1,800.00
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	<p><b>Selections</b></p> <p><b>Targeting Available</b></p> <ul style="list-style-type: none"> <li>- Gender</li> <li>- Age</li> <li>- Children's Ages</li> <li>- Income</li> <li>- Investments</li> <li>- Credit Card spending</li> <li>- What Cars Owned</li> <li>- Shopping habits</li> <li>- Postcodes/States</li> <li>- Medical Ailments</li> <li>- Interests – very high targeting &amp; segmentation</li> <li>- Ready-To-buy categories</li> <li>- Charity donations</li> </ul> <p><b>Plenty more lifestyle categories...just ask for a breakdown</b></p>										
<b>Anything Else I Need To Know?</b>	<p><b>Deliverability</b> 90% Postal, 80% Telephone, 100% Email</p> <p><b>Terms &amp; Restrictions</b></p> <ul style="list-style-type: none"> <li>- Data is seeded with 'spies' to prevent misuse</li> <li>- List owner needs to see your creative for prior approval</li> <li>- *Telemarketing Data will need to be washed against Do Not Call Register. Please ask us about pricing and procedure</li> </ul>										
<b>Delivery Format &amp; Turnaround Time</b>	<p><b>Format</b> Excel spreadsheet (email data is delivered direct to you for you to send out. We can also do this for you. Please ask about email pricing).</p> <p><b>Turnaround</b> Within 3 days after payment is confirmed</p> <p><b>Payment Terms</b> Pre payment (unless otherwise negotiated).</p>										