

List Profile for: Australian Households –Life Stages

List Type: Consumer

What's This List About?

Australian Households is from one of the biggest data companies in the world, Acxiom, and offers superior segmentation at a household level, clustering Australian households into one of 14 life stage groups. The Life Stages database organises your existing and potential customers into groups with similar needs, motivations, likes, dislikes and behaviours, isolating those who are NOT good sales prospects.

of records Over 1m records

Pricing	Postal data rental – base price	From 35c per record
	Telemarketing* data rental – base price	From 40c per record
	Postal & Tele* data rental – base price	From 50c per record
	Minimum order	\$1,250.00
	Setup Charge	\$250.00
	Append DPID	1c per record

Pricing & Selections ex GST

Selections

01 – BEGINNINGS

- Adults under 30
- Concerned for future security, health issues, global warming
- Low to medium income
- High propensity for further education

02 – GEN X SINGLES

- No children
- Mainly in their 30's
- Medium to high income
- Enjoy living well

03 – TAKING HOLD

- Usually under 32 years old
- Higher education levels
- White collar clerical
- Above average incomes
- Over 55% mortgagees

04 – GEN X PARENTS

- Mainly under 40 years
- Family resources directed towards kids
- Medium incomes
- Over 60% mortgagees

05 – CASH & CAREERS

- Many are childless at 40
- Higher education levels
- Over 60% mortgagees
- Affluent, with above average to high household income

06 – FLUSH FAMILIES

- Baby boomer parents of older school kids
- Well educated, white collar occupations
- Upper-middle incomes and net worth
- Upscale mortgaged homes in metro suburban fringes
- Live well, enjoy fine wines, arts, travel

07 – TRANSITION BLUES

- "me" or Gen X young adults
- Transition to more settled lifestyles
- Early 30's and 40's starting families
- Mix of white and blue collar
- Low to mid incomes and low net worth

08 – BOOMER BARONS

- Peak education levels
- White collar professions
- Double incomes
- Luxury homes, cars, investments, travel

09 – MODEST MEANS

- Battlers facing impending retirement
- Many singles,
- Clerical white collar and blue collar
- Lower income and socio economic strata
- Below average education
- Mostly homeowners

10 – OUR TURN

- Post war baby boomers
- Currently in 50's and 60's
- Wide ranging interests
- Average household incomes

11 – MATURE WEALTH

- Between 55 and 65 years
- More affluent suburbs of major States
- Very wealthy with investments and luxury cars
- Interests include business magazines, premium sporting events and travel

12 – GOLDEN YEARS

- Mainly over 65
- Many still employed in white collar
- Top ten education and net worth
- Own premium real estate and cars
- Involved in social causes
- Love the good life

13- ACTIVE ELDERS

- Enjoying comfy retirement
- Average age to late 70's
- Display caution in spending
- Well educated, property owned outright
- Mix of widows, with family and grandkids

14 – LEISURE BUFFS

- High levels of property owned outright
- Advanced ages and lower incomes dictate spending
- Activities around home and garden

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 Tele Data will need to be washed against Do Not Call Register (we can do for you) Copy of mail piece or telemarketing script is required for list owner approval
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).