

List Profile for: **Premiere Surveys –Higher Income Households**

List Type: **Consumer - Aus and NZ**

What's This List About?

HIGH INCOME HOUSEHOLDS

Premiere Surveys is the result of Australian and New Zealand survey responders to well known competitions for cash, cars, holidays, home entertainment, and much more.

Accor Premiere Vacation Club (APVC) is a well known consumer competition provider. It runs survey competitions for cash, cars, holidays and home entertainment. Anyone in Australia and New Zealand aged 18 and over can enter.

Premiere Surveys' consumers have completed an entry survey in person or on-line, providing answers to several questions on demographics, life-stages, and holiday preferences. **SEE FOLLOWING PAGE FOR A SAMPLE OF THE SURVEY QUESTIONS.**

Premiere Surveys' demographic and lifestyle data can be segmented in a variety of ways. This creates a range of powerful prospect profiles for acquisition direct marketing campaigns.

Select any combination from home ownership, renters, household income, age ranges, birth dates, gender, holiday preferences. Some segment examples include:

- Females who have responded in the last 12 months who are 30-49 years old.
- Home owners who are 25-50 years old.
- Higher income households (\$100k+) who own their home.
- Baby boomer households (50+) or grey market / retiree responders (age 70+).

FAST FACTS:

- **67%** of records live in a capital city, with a further **16%** in large regional cities.
- Over **70%** of records maintain a land line telephone number, and over **68%** of records maintain a mobile number.
- Approximately **50%** of records were collected in the last 12 months.
- The surveys have collected **33%** of records in the 30-49 age range.
- Over **46%** of households maintain an income range over \$40,000 p.a. Over **15%** of households maintain an income range over \$100,000 p.a.
- **48%** of households have identified they are home owners
- **40%** of records are female, **38%** are male

Pricing & Selections *ex GST*

# of records	AUSTRALIA 800,000+ records		NEW ZEALAND 300,000+ records					
	ACT 2%	NSW 27%	NT .4%	QLD 20%	SA 10%	TAS 1%	VIC 22%	WA 19%
Pricing	Mail Rental – Base Price				From 30c per record			
	Telemarketing Rental - Base Price				POA			
	Mail & Tele Rental - Base Price				POA			
	Setup & Delivery Minimum Order				\$300.00 \$1,250.00			
Selections	Postcode Ranges, State				No Charge			
	Detailed, Specific Postcodes				+.005c per record (\$5/1000)			
	DPIDs/Barcodes				+.005c per record (\$5/1000)			
	Recency (last 12 months)				+1.5c per record			
	Household Income Range				+1.5 per record			
	Home Ownership/Mortgage				+2.5c per record			
	Renter				+1.5c per record			
	CAMEO Demographic Codes				+2c per record			
	Age Range				+1.5c per record			
	Gender				+1c per record			
Date of Birth (year not available)				+1.5c per record				
Holiday Preferences				+2.5c per record				



Anything Else I Need To Know?	Quality	Data is updated monthly with of thousands of new people added throughout the year. Data is sourced from voluntary competition and survey lead generation activities by APVC through direct mail activities, on-line entries, at through point-of-contact booths at shopping centres and major events.
	Privacy	Data is collected and managed in a manner that complies with Australia and NZ Privacy Acts and National Privacy Principles. Data is screened against the ADMA Do Not Mail registry and suppression files for privacy compliance. Telemarketing Data may need to be washed against the Do Not Call Register. Charges may apply
	Deliverability	Mail 95% Telephone 90% DPID/Barcode availability 90% List owner will credit any duds over and above the deliverability guarantee
Delivery Format & Turnaround Time	Terms & Restrictions	<ul style="list-style-type: none"> - Your mail piece or tele script is to be supplied for list owner approval - Only available to companies outside of the timeshare and hotel sector - List owner reserves the right to refuse usage to any third party list user or agent.
	Format	Emailed to you in CSV format via spreadsheet. Ask about other formats
	Turnaround	3 to 5 business days after payment is confirmed.
	Payment Terms	Pre payment (unless otherwise negotiated)

premiere surveys YOU CHOOSE | \$50k Car, motorcycle or boat | \$50k Home Entertainment | \$50k Cruise | \$30k Cash
PLUS WIN 1 OF 5 MINI HOLIDAYS WITH FAMILY THEME PARK TICKETS

Competition closes
31st May 2007

Fields marked with an * **must be completed along with all your details to be eligible.** Only one entry per household. Must be 18 years or over to enter.

Have you had a **holiday** in the last year? Yes No

Where would you **like** to holiday? *(Tick your favourites)*

Northern, QLD Gold Coast, QLD Mid-Coast, NSW
 Sydney, NSW Melbourne, VIC Adelaide, SA
 Perth, WA Auckland, NZ Queenstown, NZ

* My **age** range? 18-24 25-29 30-49 50-69 70+

*Combined household **income**?

\$0-\$19,999 \$20,000-\$39,999 \$40,000-\$49,999
 \$50,000-\$69,999 \$70,000-\$99,999 \$100,000+

*Do you currently **own** or **rent** your home? Own Rent

Yes! I wish to be entered into the competition subject to the terms and conditions set out on the back of this form.

DATE _____

* **Your Details** *(must be completed to be eligible)*

Name: _____

Partner's Name: _____

Date of Birth: (Day/Month)____/____/____ Partner's Date of Birth: (Day/Month)____/____/____

Address: _____

Suburb: _____ State: _____

Country: _____ P/Code: _____

The home phone number to which I am an account holder is specified below:

Home Ph: _____

Day Ph: _____

Mobile Ph: _____

Sample only – example survey entry form for illustrative purposes



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