

Brandleaders (formerly Australian Shoppers Survey)

This consumer lifestyle list is compiled from responses to self-completed questionnaires on consumer lifestyle, product usage and purchasing intentions. Hundreds of selection variables are available to suit all types of marketing campaigns.

These questionnaires have gone out to almost every household in Australia, making it one of the largest and most accurate responsive lists in Australia

The list is fully personalised and all records include titles ie. Mr, Mrs.

::Quantity 1.5 Mil

::Selections State
Postcode
Age
Gender
Marital Status
Leisure Interests
Shopping
Motoring
Money and Investment
Your Home
Health
Charitable Concerns
Occupation
Household Income
No of children per Household

::Pricing

Rental Mailing: \$POA per 1000 records
Telemarketing data: \$POA per 1000 records
Emailing data: \$POA per 1000 records

Set Up Fee \$300.00

Delivery Fee \$25.00

::Minimum Order 1800 Records

::Deliverability 95%

::Lead Time 5 days

::Notes

Extra costs may occur when applying addition selection filters.

::Terms & Conditions

List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner.

We require a signed copy of our list rental agreement and order form prior to any order being processed.

Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.

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