

Australian Lifestyle Survey

The Australian Lifestyle Survey was developed by Australia Post and carried out to provide Australian families with the opportunity to influence the type of advertising material they receive. In turn, this will provide them with timely and relevant direct mail offers that they are interested in and have a need for.

The survey covers the lifestyles and purchase intentions of Australian residents ages 18 years and over. The type of information included is:

::Quantity 2 Mil

::Selections State
Postcode
Age
Gender
Marital Status
Number and age of children
Size of Family
Household Income Bands
occupation
Geography
Selection criteria

::Pricing

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

Set Up Fee \$350.00

Delivery Fee \$25.00

::Minimum Order 5000 records

::Deliverability 95%

::Lead Time 5 days

::Notes

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

Extra Selection Cost;
Additional costs may be applicable when applying extra 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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