



data  
that  
delivers

Call us weekdays 8<sup>00</sup> - 16<sup>00</sup>

+61 2 8064 7276

## Premier Surveys

Premiere Surveys is a fresh, large volume consumer database with over 1.1 million households in Australia and New Zealand. This demographic survey is refreshed monthly with new records to keep it responsive and accurate all year round.

Premiere Surveys offers specific and accurate demographic and life-stage information. It is comprised of voluntary consumer responses to questions about age, gender, birthdates, income, home ownership, and travel preferences.

This gives marketers a powerful and accurate new database with the actual demographic profile provided by consumers voluntarily.

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 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 online, providing answers to several questions on demographics, life-stages and holiday preferences.

From various collection points the data is compiled, qualified and verified, ensuring the consumer records available are 100% privacy and DNCR compliant.

LIST DETAILS	
Quantity	1,014,000 Aus 250,000 NZ
Selections	Age Gender Holidays and Travel Home Owners or Renters Household Income Metropolitan/Rural Postcode Recency
PRICING	
Minimum Order	5,000
Deliverability	95%
Lead Time	3 working days

**The List Group** - Direct Marketing List Management & Brokerage

p 1300 783 113 or (INT) +61 2 8064 7276  
<https://www.thelistgroup.com.au>



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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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