



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Charity, Hobbies and Health Lifestyle Survey

131,469 consumers aged 50+ have completed a detailed lifestyle survey. In doing so they have responded to a direct mailing piece sent to them. The detailed survey includes information regarding their demographics, hobbies and interests, charitable and social activity, health and mobility, affluence, employment status and education levels. They are above average in terms of wealth and affluence and highly engaged with charities and their community.

This can be combined with: The Greater Data Charity Propensity Score (CPS) The Greater Data Charity Propensity Score (CPS) has been developed using a wide range of precise information including psychographic, geographic and demographic factors. From this, we build a picture of how likely 16+ million Australian consumers are to donate to a particular cause. A database with such remarkable reach and accuracy has never before been available. The CPS allows you to specifically identify your target audience, so that you can execute campaigns with every confidence that the desired return is achieved, even surpassed.

LIST DETAILS	
Quantity	131,469
Selections	Age Demographic Geography (from state to address) Income Personalised
PRICING	
Deliverability	95%
Lead Time	3 working days
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.

The List Group - Direct Marketing List Management & Brokerage

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