



data  
that  
delivers

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

+61 2 8064 7276

## 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:

LIST DETAILS	
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	
Minimum Order	5,000
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.

**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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