

New Zealand Business Database

List Description:

This database holds an unprecedented depth of information on New Zealand's Top 70,000+ organisations and allows rapid identification of prospects with New Zealand's most prosperous businesses. As a specialist business to business direct marketing database, it *targets 22 variables*, and a Gone No Address (GNA) rate of *less than 2%*.

Database Source:

This Business Database is tele-verified, built from in-depth telephone interviews between business analysts and key representatives within each of the 70,000+ organisations. The core data is further enhanced with data drawn from advanced media monitoring and data feeds from New Zealand's leading corporate business databases.

Data Profile:

Breakdown by main Region: (79,000 CoysTotal – main Regions shown)

Description	Auckland	Canterbury	Northland	Otago	Waikato	Wellington	Total
A _ Agriculture, Forestry and Fishing	131	195	45	100	130	94	1219
B _ Mining	31	18	11	14	31	10	186
C _ Manufacturing	3155	1697	296	534	962	997	10374
D _ Electricity, Gas, Water and Waste Services	103	67	16	29	66	52	467
E _ Construction	985	791	164	353	647	706	5488
F _ Wholesale Trade	1060	572	79	162	238	306	3256
G _ Retail Trade	3409	2024	581	825	1659	1577	14442
H _ Accommodation and Food Services	1275	996	393	636	856	767	7499
I _ Transport, Postal and Warehousing	644	426	123	228	276	248	2881
J _ Information Media and Telecoms	401	186	35	82	105	206	1371
K _ Financial and Insurance Services	617	308	71	131	193	314	2237
L _ Rental, Hiring and Real Estate Services	518	266	65	125	191	228	1887
M _ Professional, Scientific and Technical Serv.	2683	1225	172	430	631	1357	8338
N _ Administrative and Support Services	285	146	22	58	104	152	1067
O _ Public Administration and Safety	222	187	67	114	150	276	1465
P _ Education and Training	990	488	221	223	423	439	3978
Q _ Health Care and Social Assistance	1550	769	186	275	502	607	5183
R _ Arts and Recreation Services	437	399	93	215	301	238	2602
S _ Other Services	1409	786	193	264	585	754	5642
Grand Total	19905	11546	2833	4798	8050	9328	79582

GOLD COAST: 23 Rankin Parade Main Beach QLD 4217 * **Tel: 07 5527 0444 Fax: 07 5676 6767**

SYDNEY: PO Box 36, Lane Cove 2066. Tel: 029011 7731

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ACCOUNTABLE LIST BROKERS

PTY. LTD. ABN 37067 481 485

Breakdown of Industry x Empl Size: (and **Email**, last column)

High Level ANZSIC	Emp Size 1 to 4	5 to 9	10 to 19	20 to 49	50 to 99	100+	Unkn	Total	Email
A _ Agriculture, Forestry and Fishing	803	200	95	91	17	7	6	1219	441
B _ Mining	62	42	38	23	15	4	2	186	127
C _ Manufacturing	4949	2485	1532	898	274	194	42	10374	4649
D _ Electricity, Gas, Water and Waste Services	231	96	62	44	13	16	5	467	446
E _ Construction	3132	1117	645	405	104	52	33	5488	501
F _ Wholesale Trade	1374	920	497	295	92	56	22	3256	3080
G _ Retail Trade	8743	3304	1352	576	210	192	65	14442	686
H _ Accommodation and Food Services	4649	1354	797	471	89	41	98	7499	658
I _ Transport, Postal and Warehousing	1293	616	441	354	81	79	17	2881	1238
J _ Information Media and Telecommunications	602	332	207	129	48	38	15	1371	452
K _ Financial and Insurance Services	961	610	384	198	27	31	26	2237	1300
L _ Rental, Hiring and Real Estate Services	783	555	347	156	20	10	16	1887	302
M _ Professional, Scientific and Technical Services	4593	1780	994	621	135	118	97	8338	2075
N _ Administrative and Support Services	632	253	80	56	20	18	8	1067	320
O _ Public Administration and Safety	539	225	230	269	65	123	14	1465	1388
P _ Education and Training	934	534	566	866	227	90	761	3978	incl
Q _ Health Care and Social Assistance	2366	1278	658	496	153	129	103	5183	in
R _ Arts and Recreation Services	1601	342	195	128	18	13	305	2602	above
S _ Other Services	3897	1170	355	126	23	7	64	5642	same
Grand Total	42144	17213	9475	6202	1631	1218	1699	79582	19622

Fields & Selections Available: Senior Executive Name (100,650 as Postal & Phone and 80120 with Email), Position, Company, Postal & StreetAddress, Phone, Fax, Activity, Industry SIC code, Employees, Turnover est. Head Office/Branch Indicator & URL.

Delivery time & format: we can email you over the database in excel format within 2-3 working days.

Updated: every 6 months.

PRICING per record	DATA				
Options...all AUD	Postal	Phone*	Postal + Phone*	Email Only	Email, Postal & Tele
Single use / Multi-Use	AUD\$.35/\$.50	AUD\$.50	AUD\$.70	AUD\$.90	AUD\$.90
Setup Fee	AUD\$250	AUD\$250	AUD\$250	AUD\$325	AUD\$325
Minimum Order Quantity	2,000	2,000	1,500	2,000	1,000

*The Email, Postal & Tele option also comes with Head Office or Branch, Web, Empl Size.

All plus GST if ordered within Australia, otherwise a \$30 overseas transfer fee will be added on.

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