

NSW Seniors Card Clients

Reach over 800,000 over-60s across metro and regional NSW under the highly credible banner of the NSW government's ubiquitous benefits card for seniors.

The NSW Seniors Card database reaches a significant percentage of the 60+ audience across the state. Members are *not* automatically enrolled, but must take the initiative to apply for the card (which comes with a generous and highly appreciated government-provided transportation concession) - making the file a particularly engaged and active one.

Because all marketers' mailings and emails are co-branded under the NSW Seniors Card banner, they also reach the audience with an extra layer of recognition and credibility. Database marketers using the mail and email data typically count it among their highest-responding data sources.

Geographic Distribution

	Sydney & Surrounds	Central Coast Hunter	Northern NSW	Southern NSW	Western NSW	Other	Total
Email	190,178	30,863	41,318	32,631	20,418	1,197	316,605
Mail	478,698	186,795	111,982	90,002	72,782	3,005	943,264

Age Demographic

	60-64	65-69	70-74	75-79	80+	Unknown	Total
Email	97,893	136,301	68,225	20,753	11,347	375	334,894
Mail	123,779	196,608	163,403	140,860	204,563	62,608	891,821

Selections

Mail & Email	Postcode	Gender	Age	Region	Pension Status
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Pricing

	Rate per 1000	Guarantee
Mail data:	\$270 + GST up to 30,000 \$250 + GST 30,000 to 100,000 \$225 + GST 100,000+	95% deliverability Rebate on >5% RTS
Email broadcast:	\$270 + GST up to 30,000 \$250 + GST 30,000 to 100,000 \$225 + GST 100,000 plus	100% bounce back rebate

Other

Set-up Fee:	\$300 + GST	Minimum order:	10,000 records
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Email

	60-64	65-69	70-74	75-79	80+	Unknown	Total
Gender							
Male	41,445	66,348	38,073	12,588	6,823	165	165,442
Female	56,448	69,953	30,152	8,165	4,524	210	169,452
Region							
Sydney	55,395	76,149	39,437	12,271	6,926		190,178
CC & Hunter	14,974	1,987	9,592	2,796	1,514		30,863
Northern NSW	11,358	17,570	8,470	2,522	1,398		41,318
Southern NSW	10,083	13,477	6,276	1,889	906		32,631
Western NSW	5,664	8,729	4,223	1,225	577		20,418
Other	423	459	231	54	30		1,197
Pension Status							
Self funded	66,437	84,490	41,352	10,715	4,444		207,438
Part Pension	3,020	5,631	5,572	1,937	1,188		17,348
Full Pension	8,354	11,823	9,141	3,625	2,677		35,620
Undeclared	20,084	34,359	12,162	4,478	3,040		74,123

Postal

	60-64	65-69	70-74	75-79	80+	Unknown	Total
Gender							
Male	50,121	88,373	76,323	65,457	90,171	22,745	393,190
Female	73,658	108,235	87,080	75,403	114,392	39,863	498,631
Region							
Sydney	69,620	105,759	85,824	73,323	110,474	33,698	478,698
CC & Hunter	69,620	30,189	25,355	21,076	29,839	10,716	186,795
Northern NSW	13,986	24,811	21,442	18,529	26,345	6,869	111,982
Southern NSW	12,298	19,915	16,767	14,857	20,120	6,045	90,002
Western NSW	8,405	15,123	13,398	12,705	17,981	5,170	72,782
Other	642	815	621	375	439	113	3,005
Pension Status							
Self funded	68,035	109,804	84,690	54,799	43,731	265	361,324
Part Pension	5,054	9,778	16,060	13,503	24,297	245	68,937
Full Pension	21,386	32,112	38,871	38,915	70,847	715	202,846
Undeclared	29,306	44,916	23,784	33,646	65,409	61,384	258,445

If you happen to need phone numbers or the minimum quantity is too high, we have some alternatives!