

Residential Questions Database

Profile

We are able to access over 550,000 participants in a National on-line survey rewards programme, who all shop online and are **proven responders (double opt-in.)** The initial sign-up to this is structured to obtain a huge amount of actual lifestyle information, down to ages of children, professions, cars owned, interests and many other attributes.

So where our Clients have *real specific* criteria, there's an excellent chance that this database information exists now and as a separate exercise, we can incorporate a line of questioning on the portal to obtain additional participants, making it possible to provide you with ongoing clients to talk to.

Here are some options available to you....

1) Email Transmission Campaign *(Data already compiled)*

The Email rental and transmission (conducted by the List Owner for Privacy) is based on the tiered pricing where the average 'per email sent' goes, down with the increasing volume.

Quantity	Set up fee	Rate per 1,000
5,000-9,999	\$395	\$330 per 1,000
10,000+	\$395	\$295 per 1,000

Minimum Order 5,000 records/\$2,045. All plus GST. The rate for the re-send to those who have either opened or clicked through, pricing is discounted at 50%.

Choose one of the below questions you'd like answered:

(*If you'd like any of the answers, please let us know which question is most relevant as there are thousands!)

Survey Data Questions
1) HOUSEHOLD
a) Gender
b) D.O.B
c) Postcode where you live
d) Which area do you live in
e) Relationship status
f) What is the highest level of education you've attained
g) What is your ethnicity
h) Besides English, do you speak any other languages
i) Are you the parent/guardian of any children under 18
j) How many people aged under 18 live in your home
k) What is the year of birth of the children under 18 years in your house
l) Are you the grandparent of any children under 18
m) What is the year of birth & gender of each grandchild
n) Are you a home owner
o) What type of dwelling do you live in
p) How involved are you in shopping for groceries
q) What is your household income
r) Which of the following pets so you have
s) Where do you normally shop for groceries

t) Do you have a Pay TV service

2) YOUR JOB

a) What is your current work status

b) What is your annual personal income before tax

c) Which of the following best describes the industry you work in

d) Which of the following best describes your job title

e) What degree of responsibility do you have in business purchases in the following areas

f) How many employees are there in the company you work for

g) Company's average annual revenue

h) What is the postcode of your work place

i) Do you own a small-medium sized business

3) INTERESTS

a) Please indicate which of the following you take an interest in

b) Please indicate which of the following sports you take an interest in

c) Are you interested in receiving information on business

4) TECHNOLOGY

a) Where do you mostly access internet from

b) If you access internet from home, what connection do you have

c) If you access internet from home, what is your service provider

d) Do you shop/search online for information on any of the following

e) Do you have any of the following tech products

f) Do you use your mobile primarily for personal or work

g) Is your mobile pre-paid

h) What company is your mobile phone service provider

5) FINANCIAL

a) With which of the following banks/building societies do you have an account with

b) Which of the following accounts/financial products do you have

c) What type(s) of credit cards do you have

d) With which of the following insurance companies do you hold a policy with

e) Which of the following insurance policies do you have

f) How much would you normally be willing to donate to charity per year

6) TRAVEL

a) On average, how many times per year do you travel on domestic flights for leisure/holidays

b) On average, how many times per year do you travel on international flights for leisure/holidays

c) On average, how many times per year do you travel on domestic flights for business

d) On average, how many times per year do you travel on international flights for business

e) What are your main modes of transport

7) HEALTH

a) Have you or any other adults in your household directly experienced any of the following conditions

b) Do you have any children under 18 years in your house who have experienced any of the following conditions

c) Are you a smoker

d) If so, on average, how many cigarettes do you smoke per day

e) Which of the following tailor-made tobacco/cigarette brands do you smoke

f) Does you intend to quit smoking

g) Do you wear prescription contact lenses or glasses

8) FOOD & BEVERAGE
a) Which of the following types of beverages do you consume
b) Which of the following types of alcoholic beverages do you consume
c) Which of the following types of food do you frequently purchase from fast food chains
d) Which of the following fast food chains do you frequently visit
9) AUTOMOTIVE
a) What time of driver's license do you hold
b) What type of vehicles do you or anyone else in your family own
c) Which of the following companies do you currently insure your main vehicle with
d) How many vehicles do you have in your household
e) What make is the main vehicle in your household
f) What model is the main vehicle in your household
g) What is the body type of the main vehicle in your household
h) Did you purchase the main vehicle in your household new or used
i) Is the main vehicle in your household privately owned, a company car or leased
j) Do you have emergency roadside assistance
k) Do you intend to replace your car with a new car, if so when
l) Do you or anyone else in your household own a motor bike

2) Uploading a Specific Question

(This question is created by you)

We can assist you to obtain new leads where they don't exist! Just nominate a particular question to obtain 'positive' responses and we can generate leads which then receive your Email. A creation of a database instantly.

Pricing at \$1,190 set up, \$500 per 1,000 + GST. **The Minimum Order is 5,000 records/\$3,690 + GST.** This is based on one blast sent by the Supplier.

(For either option above, once we have a copy of your email creative/HTML, we'll have a look at it & let you know our thoughts. Please make sure after this however, that all pictures, logos & links all work because if any changes are required after a test email, Production will charge for this.)

The end result is that very-likely customers are receiving your email and given the opportunity to respond via active links and nominated phone numbers.

Format

Email Broadcasts are conducted by the List Owners and to ensure database integrity and high response rates, no more than one email out per week is sent to the database.

Lead time

Ideally 2-3 days prior, with making sure your links, pictures, logos & wording are all working.