

Personal Investment Interests & Other Survey Questions – Australia wide

The data is collected from a self-reported (double opt-in) Survey that the List Owners updates constantly & is 95%+ deliverable. With hundreds of thousands of Residents Nationally as Email Only data, the List Owner does not release their database - they must do the email blasting out on your behalf which is included in pricing on the final page.

An example question -

Question3. A) INTERESTS: Please indicate which of the following you take an interest in:

Antiques	Entertainment/Music/Movies	Office Supplies/Stationary
Arts & Crafts	Environmental Issues	Outdoors & Adventure
Automotive	Fashion	Personal Investments/Shares/Stock Market
Business	Financial Services	Photography
Catalogue Shopping	Food & Wine	Pubs/Clubs/Restaurants
Collectables & Sports Memorabilia	Health & Beauty	Reading Books
Computer Games	Home & Garden	Sports & Fitness
Computer Hardware/Software	IT/Telecommunications	Toys/Hobbies
Consumer Electronics	Job Search	Travel/Cruise
Cooking	Live Shows/Sporting Events/Speakers	
Education & Training	Lotteries/Betting/Gambling	

You have the opportunity to select from a combination of questions to focus on your audience:

Survey Data Questions <i>(further details are available – not all shown)</i>
1) HOUSEHOLD
a) Gender
b) D.O.B
c) Postcode where you live and 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 you 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 drivers 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

PRICING

List Owners Minimum Order 5,000 records/\$2,045 + GST. You would design your HTML email creative or send us the current one to check upload capability & we'd go from there. *All plus GST.

Quantity	Per 1,000
Set up fee (flat)	\$395
Min Order 5,000	\$330
5,001-20,000	\$310
20,001-50,000	\$280
50,001-80,000	\$240
80,001-100,000	\$220
100,001+	\$210
