



**Prospects:** **400,000 New Zealand**

**Customers Sourced via:** Household Drop - Lifestyle Questionnaire Responders

**Database Profile:** The New Zealand Lifestyle Survey provides detailed, nationwide insights about New Zealand households' lifestyle preferences and purchasing behaviour.

There are over 17,000 variables from 57 individual questions, with over 300 response options. The survey will be received by 1.6 million households and run annually allowing you to find the right customers. Over 150,000 households and 400,000 individuals.

The variety of information gathered is comprehensive and includes: -

- 94,518 - Enjoy wine
- 86,928 - Enjoy clothes shopping
- 68,391 - Enter competitions
- 36,049 - Interested in receiving special offers through the mail
- 86,938 - Support children & charities
- 94,000 - Dog / Cat owners

**List Maintenance:** Fully personalised, privacy compliant, updated daily and well maintained daily by the list owner.

**Targeting / Selections:** There are literally hundreds of selections available, contact us for a copy of the survey, overview and discuss the **Special Introductory rate\***.

**Investment:**

\$NZ 700-00 / £00 base rate

**Selection fee/s:**

Nil

10% GST for Australian customers

\$15-00 International delivery fee

(Minimum order 5,000 records)

Please allow up to 5 working days from date of signed List Rental Agreement for data delivery

\* valid only until 30th Sept 09

\* valid only direct to end users

\* not available in conjunction with any other discounts