

## SURVEY RESPONDERS

**Prospects:** **263,000 + Postal, eDM & Telemarketing Australia**

**Customers Sourced via:** Direct Response - On-Line questionnaire / surveys

**Customer Profile:** This database is rich in variables and the consumers have been recruited through direct response means. Showing a skew towards more affluent families of working age, this database allows you to target using a range of lifestyle questions including hobbies and interest, attitudes towards Charities and insurance renewal dates.

**Snapshot:**

**Marital Status**

- Married / Defacto - 91,600
- Single - 35,900
- Widowed / Divorced / Separated - 20,800

**Lifestyle**

- Fly for pleasure in Aust - 144,600
- Fly for pleasure abroad - 131,300
- Enjoy Gardening - 91,000
- Enjoy Reading - 111,000
- Enjoy Photograph - 73,900
- Enjoy arts & craft - 70,900
- Enjoy Cooking - 118,469
- Enjoy dining out - 111,250
- Give to charity - 50,000
- Car Insurance (monthly) - 79,000
- Home Insurance (monthly) - 18,100

**Household Income**

- \$10,000 - \$40,000 PA - 51,800
- \$40,001 - \$80,000 PA - 60,100
- \$80,000 - \$120,00 PA - 35,000
- \$120,001 PA Plus - 46,000

**Home Ownership**

- Mortgage - 73,000
- Owned Outright - 34,500
- Rented - 78,200
- Unknown - 77,260

**Investment:**

\$320-00 / £00 Postal  
\$350-00 / £00 eDM  
\$400-00 / £00 Telemarketing  
\$350-00 set up fee

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