

List Profile for: InfoBase Behaviour Base

List Type: Consumer

What's This List About?

BehaviourBase is constructed from information captured from in-product questionnaires and satisfaction surveys dispensed to consumers who have purchased a variety of high-ticket products and services. The variety of data collection channels means that they're able to reach and elicit responses from consumers who may not consider completing a mailed survey.

The surveys are in constant distribution and respondents provide detailed responses about their lifestyle and purchasing behaviour. BehaviourBase supports a wide range of different applications across a host of industry sectors, for example:

- > Identifying individuals who are **receptive** to buying through **mail** order .
- > Target **affluent** homeowners.
- > Targeting **wealthy** individuals who have interests in stocks and shares, and savings and investment plans.
- > Helping **charities** to reach individuals with a genuine concern in the area in which they are active
- > Providing credit card companies with the opportunity to target **actively purchasing** individuals

The file is refreshed monthly with new survey respondents. BehaviourBase is also washed against the National Change of Address file, and InfoBase's Deceased file. **TELEMARKETING* data is NOT initially washed against the Do Not Call Register. We can do this for you once order is placed, and you pay for Net Names only.**

Pricing & Selections *ex GST*

# of records	Over 500,000 records from Australia and New Zealand	
Pricing	Postal data rental – base price	From 35c per record - (includes up to 3 'core' demographic & lifestyle selects)
	Telemarketing* data rental – base price	From 40c per record
	Postal & Telemarketing* data rental – base price	from 50c per record (NZ from 53c)
	Minimum order	\$1,250.00 and above
	Extra Selections	Standard demographic and lifestyles @ 1.5c per record. Finance & Property selects each @ 5c per record
	Append DPID Setup Charge	1c per record \$250.00
	DNCR Data Washing	\$75.00 Service charge + \$0.005c per uploaded record

Selections

- Age
- Gender
- Marital Status
- Number of children
- State/postcodes

See page 2 for detailed selections available.

Anything Else I Need To Know?

Deliverability 95%

Terms & Restrictions

- Data Rental (one time use) only
- Data is seeded with 'spies' to prevent misuse
- Copy of mail piece or telemarketing script is required for list owner approval
- *All Telemarketing Data must now be washed against the Do Not Call Register. We can do this for you – see pricing above. You have 30 days to use the data after each data wash.

Delivery Format & Turnaround Time

Format Emailed to you in Excel format. Ask about other formats

Turnaround Within 3 days after payment is confirmed.

Payment Terms Pre payment (unless otherwise negotiated).



CORE DEMOGRAPHICS

Age
 Gender
 Marital Status
 Number of children
 Age of children
 Family size

DETAILED DEMOGRAPHICS

Household Income Bands
 Up to \$10,000
 \$10,000 - \$20,000
 \$20,000 - \$30,000
 \$30,000 - \$40,000
 \$40,000 - \$60,000
 \$60,000 - \$80,000
 \$80,000 - \$100,000
 \$100,000 - \$150,000
 \$150,001 plus

OCCUPATION

Director
 Senior Management
 Professional
 Education
 Public Sector
 Clerical/ Office
 Manual/ Factory
 Trade Worker
 Home Duties
 Services (eg. Police, Army)
 Farming/ Agriculture
 Retired
 Student
 Self Employed

GEOGRAPHY

State
 Metro/ Rural
 Postcode
 CCD

IN THE HOME

Home ownership status
 Length of residency
 Month of Insurance renewal
 Satellite/ cable TV
 Broadband internet
 Market Value

LIFESTYLES

Bushwalking/ hiking
 Charitable concerns
 Current Affairs
 Eating out
 Exercise/ active sports
 Finance & Investments
 Further Education
 Listening to music/ concerts
 Theatre/ cultural/ arts
 Home improvements/ DIY
 Regular travel
 Movies/ videos/ DVDs
 Home-computing/ games
 Golf
 Wine
 Reading
 Health/ diet
 Fashion/ clothes

HOME SHOPPING MAIL ORDER

Purchased goods by post/ mail order
 Over the internet

AUTOMOTIVE

Car owners
 Car types
 Family Saloon
 4WD/ SUV
 Hatchback
 Sports car
 Luxury (eg Mercedes, BMW)
 Utility Vehicles
 Month of Insurance renewal

FINANCE & INVESTMENTS

Shares
 Home Loan
 Self Managed Superannuation
 Investment Property
 Funeral Plan
 Term Deposit
 Credit Card
 Store Card
 Frequent Flyer Card

CHARITABLE CONCERNS

Animal Welfare
 Cancer Research
 Disabled
 Environment
 Homeless
 Mental Health
 Third World Causes
 Blind/ Deaf
 Children's Charities
 Disaster Relief
 Medical Research
 Human Rights
 The Elderly
 Wildlife

BehaviourBase Targeting Selections

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