



Volume

New Zealand – 400,000 + prospects

Sourced

Household Drop - Lifestyle Questionnaire Responders

Database Overview

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.

Targeting Attributes

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's charities
- 94,000 - Dog / Cat owners

There are literally hundreds of selections available. Contact us today via our [Y'm Ready](#) web page and we will review your brief and source you the '**ideal prospects**' within this file.

Marketing Channels

Postal

Investment

from \$350-00 / '000  
\$350-00 set up fee  
+ 10% GST for Australian customers  
[Terms and Conditions](#)

