



Volume

Australia - 1,500,000 + prospects

Sourced

Online Questionnaire / Survey

Database Overview

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.

Targeting Attributes

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

Continued.....





The
DevineAlternative

consumer list specialists

Marketing Channels

Postal, EDM & Telemarketing

Investment

\$320-00 / '000 Postal

\$350-00 / '000 eDM

CPL, CPA - price on application once HTML offer is viewed

\$400-00 / '000 Telemarketing

\$350-00 set up fee

+ 10% GST for Australian customers

[Terms and Conditions](#)

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