



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Brandleaders (formerly Australian Shoppers Survey)

This consumer lifestyle list is compiled from responses to self-completed questionnaires on consumer lifestyle, product usage and purchasing intentions. Hundreds of selection variables are available to suit all types of marketing campaigns.

These questionnaires have gone out to almost every household in Australia, making it one of the largest and most accurate responsive lists in Australia

The list is fully personalised and all records include titles i.e. Mr, Mrs.

LIST DETAILS	
Quantity	1.5 Mil
Selections	State Postcode Age Gender Marital Status Leisure Interests Shopping Motoring Money and Investment Your Home Health Charitable Concerns Occupation Household Income No of children per Household
PRICING	
Minimum Order	1,800
Deliverability	95%
Lead Time	5 days
Notes	Extra costs may occur when applying addition selection filters.

The List Group - Direct Marketing List Management & Brokerage

p 1300 783 113 or (INT) +61 2 8064 7276
<https://www.thelistgroup.com.au>



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Terms & Conditions

List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner.

We require a signed copy of our list rental agreement and order form prior to any order being processed.

Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.

The List Group - Direct Marketing List Management & Brokerage

p 1300 783 113 or (INT) +61 2 8064 7276
<https://www.thelistgroup.com.au>