

PERSONAL DETAILS

Age
Marital status
Home Postcode
Work postcode
State

Customer lives in a
Capital city/metropolitan area
Regional town/city
Rural or remote area

How many people live in your household, including yourself?
What type of housing do you live in?
House
Apartment/unit/flat
Townhouse
Other Housing

Household Type:
Family Household
Lone Person Household
Group household
Do you have children under 18 who live in your household?

Which of the following hobbies and activities are you interested in?
Boating
Computer games
cooking
Dining out/fine dining
Education/short courses
Extreme sports
Gambling
Gardening
Golf
Gym/personal fitness
Internet (social networking, searching, shopping online etc)
Live theatre/shows
Personal fitness
Photography
Renovations/DIY
Sports (participating)
Sports (spectating)
shares/personal investments
Travelling (domestic)
Travelling (overseas)
Wine tasting/collecting
Other hobbies/activities
None of these hobbies/activities

Member's mobile number

How many children does the customer have

Are you currently pregnant?

When is your baby due?

Do you own any of the following pets?
Dog
Cat
Bird
Fish
Other
No pets

Do you own a swimming pool?

Register to be invited to participate in a Focus Group and/or a Telephone Interview

Register to receive SMS offers

EDUCATION AND PROFESSION

What level of education have you completed?
Primary School
High School
Diploma or Certificate from TAFE or private college
University (Bachelor) Degree
Masters Degree
Doctorate Degree (PHD)

Main salary-earner in the household

What is your employment status?
Employment full-time (>36 hrs)
Employment part-time
Self-employed
Student
Not currently working

What is your occupation?
Senior Executive (C-Level, MD etc)
Administrator or Manager
Professional
Clerical, Sales & Service
Production & Transport & Automotive
Tradesperson
Self-employed (my own business)
Student
Homemaker
Unemployed
Retired

How many full-time staff, including yourself, are employed in the company in which you work?
<10
11-19
20-49
50-99
100-199
200-499
500-999
1000+
Don't know

What is the annual revenue turnover of the company where you work?
<\$1M
\$1M-\$2.9M
\$3M-\$4.9M
\$5M-\$9.9M
\$10M-\$19.9M
\$20M+
Don't know

Which of the following industries do you work for?
Accounting
Advertising & Media
Agriculture & Animals
Arts & Entertainment
Automotive
Aviation
Banking, Money & Finance
Construction, Architecture & Interiors
Defence & Emergency
Education & Childcare
Fashion/Beauty
Government
Hospitality, travel & Tourism
Health, medical & Pharmaceuticals
HR, Recruitment & Training
IT & Technology
Insurance
Journalism
Legal
Manufacturing & Industrial
Mining & Resources
Marketing
Market research
Media/Publishing
Property & Real Estate
Police force
Politics

Retail
Sales
Science
Security & Protective Services
Gender
Sports & Recreation
Supply Chain & Logistics
Telecommunication
Volunteer, Charity & Social
Other industry
None of these industries

MONEY & FINANCE

What is your personal yearly income?

What is your yearly household income?
<\$20,000
\$20,001 - \$30,000
\$30,001 - \$40,000
\$40,001 - \$50,000
\$50,001 - \$60,000
\$60,001 - \$70,000
\$70,001 - \$80,000
\$80,001 - \$90,000
\$90,001-\$100,000
\$100,001 to \$130,000
\$130,001 to \$150,000
>\$150,000

What method(s) do you use to pay your bills?

Cheque (by mail)
telephone (credit card/BPay)
Online /internet
Australia Post shop
Direct debit (automatic payment)
Australia Post Billpay (phones/internet)

Which if any, of the following financial services do you currently have?

Term deposit
Personal Loan
Home loan/mortgage
Superannuation
Self-Managed Superannuation Fund
Investment Property Loan
Property Trusts
Managed Investment Funds
Share portfolio

Which of the following financial institutions do you have a relationship or undertake any business with?

ANZ
AMP
St George
Bankwest
Citibank
Suncorp
Metway
Commonwealth bank
Westpac
National Australia Bank (NAB)
Adelaide Bank
Bank of Melbourne
Bank of Queensland
Bank of South Australia
HSBC
ING direct
Macquarie Bank
Other Bank
Other credit union/building society

Of those financial institutions, which do you consider to be your main financial institution?

How many credit cards and/or store cards do you have?

What is the credit limit of all your credit cards and store cards?
<\$3000
\$3000-\$5000

PROFILE BROCHURE

\$5,000-\$10,000
 \$10,000+
 Unlimited
 No credit/store cards

Which, if any, of the following insurance policies do you hold?

Home building insurance
 Home contents insurance
 Motor insurance
 Life insurance
 Health insurance
 Boat insurance
 Caravan and other trailer insurance

When does your Motor/Home Building/ Home Contents/ Life/ Boat/ Caravan and trailer insurance expire?

What is your current home ownership status?

Renting
 Own my home
 Paying off Mortgage
 Living with parents/paying board
 Other
 When did you purchase your home?

What types of credit cards do you have?

AMEX
 Diners club
 VISA
 Mastercard

SHOPPING BEHAVIOUR

Which of the following department store(s) do you regularly shop at?

Myer
 David Jones
 Target
 Kmart
 Big W

Which of the following best describes customer's role in the purchase of groceries in his household:

I am the main grocery buyer in my household
 I share the grocery buying with other household members
 I share the grocery buying with other household members

Does customer ever purchase his household groceries online: Y/N

Which supermarket do you mainly shop for your household groceries?

Aldi
 Bi-Lo
 Coles
 Farmer Jacks (WA only)
 Farmland
 Food for Less (NSW only)
 Foodland
 Foodworks
 Franklins
 IGA/Supa IGA/Dewsons
 Ritchies (VIC only)
 Safeway
 Woolworths
 Other supermarket
 Purchases groceries using supermarket's

How many vehicles do you have in your household?

Does the member own any of the following motor vehicles:

Car
 Ute/Pickup/Van
 Motorcycle
 Truck
 None of these

How many vehicles do you have in your household?

What brand(s) of motor vehicle(s) do you own?

Alfa Romeo
 Audi
 BMW
 Citroen
 Daihatsu
 Fiat
 Ford
 Honda
 Hyundai
 Jaguar
 Jeep
 Kia
 Landrover
 Lexus
 Mazda
 Mercedes
 Benz
 MG
 Mini
 Mitsubishi
 Nissan
 Peugeot
 Porsche
 Proton
 Renault
 Rolls Royce
 Saab
 Subaru
 Suzuki
 Toyota
 Volkswagen
 Volvo
 Other brand

What type(s) of motor vehicle(s) do you own?

Small car
 Mid-size Car
 Large Car
 Sports Car
 Luxury Car
 Recreational 4 Wheel Drive
 Luxury 4 Wheel Drive
 Other

What was the value of the vehicle when purchased?

Under \$10,000
 \$10,000 to \$19,999
 \$20,000 to \$29,999
 \$30,000 to \$49,999
 \$50,000 to 69,999
 \$70,000 to \$99,999
 \$100,000 to \$125,000
 >\$125,000

What was the condition of the motor vehicle (you use most often) when you bought it?

New
 Used
 Demonstration vehicle
 other

What year did you purchase the car you use most often?

TECHNOLOGY & COMMUNICATION

Do you own a mobile phone, if yes what brand of mobile phone?

Nokia
 Motorola
 Sony Ericsson
 HTC

Apple iPhone
 Samsung
 Siemens
 LG
 BlackBerry
 Palm
 Panasonic
 02 XDA
 i-Mate
 Sharp
 NEC
 Other

Do you have internet home, if yes what type of internet connection do you have?

Dial up
 Broadband
 ADSL
 Wireless

Which internet service provider do you use for your internet connection?

AAPT
 Bigpond (Telstra)
 Dodo
 iBurst
 iinet
 iPrimus
 Optus
 Soul
 TPG
 unwired
 Virgin
 Other provider

Do you have a fixed phone line at home; if yes which company is your fixed phone line service provider?

Telstra
 Optus
 Virgin
 AAPT
 iPrimus
 Other service provider

Do you own a computer, if yes what type of computer do you own?

Laptop
 Desktop
 Both laptop and Desktop

How often do you purchase any goods or services online?

Weekly or more often
 Fortnightly
 Monthly
 Every 2-3 months
 Every 4-6 months
 Less often
 Never

Do you own any of the following technological devices?

Games console (e.g. Xbox, Nintendo, Wii etc)
 PDA Plasma/LCD TV
 Video camera/Camcorder
 Digital camera
 DVD recorder
 Ipod
 MP3 player
 None of these devices

Do you have pay TV at home, if yes which company is your provider?

Foxtel
 Austar

What social online networks are you a member of?

Facebook
 My Space
 Bebo
 LinkedIn
 Flickr
 Orkut

Other network
none

Which of the following technological or household devices have you purchased/upgraded in the past 12 months?

Refrigerator
Washing Machine
Blu Ray player
Plasma TV
LCD TV
Smartphone (e.g. iPhone, Blackberry)

HEALTH & WELL BEING

Do you smoke?

Yes
No
Not anymore, I quit

Do you wear glasses or contact lenses? Glasses/spectacles

Contact lenses
Use both
Neither

Have you ever suffered from any of the following Health & Well-being conditions?

Allergies
Arthritis/rheumatism
Asthma
Athletes Foot/Tinea
Back pain
Dandruff
Diabetes
Hair loss
Hayfever
Heartburn
High blood pressure
High cholesterol I
Indigestion
Lactose intolerance
Migraines
Obesity
Osteoporosis
Skin conditions (e.g. acne dermatitis, eczema, psoriasis)

Do you have private health insurance; if yes which private health care company are you a member of?

AHM
Australian Unity
AXA
GHMBA
Government Employees
Grand United
HBA - missing on website
HBF
HCF
Manchester Unity
MBF – missing on website
Medibank Private
Mutual Community
NIB
NRMA
SGIO
Other private Health care company
No private Health insurance

When does your health insurance policy expire?

What type of cigarettes do you smoke?

Tailor made
Roll your own
Both

What brand(s) of cigarettes do you smoke?

What brand(s) of cigarette papers do you use?

TRAVEL

Are you a member of any of the following frequent flyer programmes?

Qantas
Virgin Blue (Velocity)
Air New Zealand
Other

Have you undertaken any air travel trips over the past twelve months?

What was the purpose of your air travel?

Leisure within Australia
Leisure overseas
Business within Australia
Business overseas
No air travel

On average, how often would you fly business purposes in a year?

Never
1-2 times
3-4 times
5 or more times

On average, how often would you fly for leisure purposes in year?

Never
1-2 times
3-4 times
5 or more times

Have you rented a car for business or leisure purposes in the last past year?

ALCOHOL & OTHER BEVERAGES

Bacardi (White rum)
Baileys
Beer (Imported/premium)
Beer (local)
Bourbon
Gin
Malibu
Ready-to-drink (e.g. Breezers, Stolle etc)
Midori
Schnapps
Scotch
Vodka
Whiskey
Wine (sparkling/champagne)
Wine (red)
Wine (white)
Other spirits/liqueurs
Do not drink alcohol

Which energy drinks do you like?

Red Bull
V
Blue Ox
Naughty Boy
Mother
Do not drink energy drinks

Which sports drinks do you like?

Gatorade
Powerade
Staminade
Other sports drinks
Do not drink sports drinks

How many bottles of wine are consumed in your household in an average month?

None
1-3
4-6
7-10
More than 10

How much would you typically spend on a bottle of wine that you (or other

household members) would consume?

Less than \$10
\$10-\$19
\$20-\$29
\$30-\$39
\$40 and above

Are you interested in being contacted with exclusive, discounted direct wine offers?

MEDIA & ENTERTAINMENT

Which of the following magazines do you read?

4X4 Australia
ABC Gardening Australia
APC
AUSTAR Magazine
Australian Auto Action
Australian Financial Review Smart Investor
Australian Geographic
Australian Geographic
Australian Gourmet Traveller
Australian Gourmet Traveller
Australian Home Beautiful
Australian House and Garden
Australian Men's Health
Australian Motorcycle News
Australian Women's Health Belle
Better Homes and Gardens
Cleo Australia
Cosmopolitan Australia
delicious.
DOLLY
Donna Hay Magazine
Elle Australia
Empire
FAMOUS
FOXTEL Magazine
Girlfriend
Good Health
Gourmet Traveller Wine
Harper's BAZAAR (Australia)
InStyle Australia
Lexus Australia
Marie Claire Australia
Men's Style Australia
Money
Mother & Baby
MOTOR
National Geographic
New Idea
NW
OK! Magazine
People Magazine (Australia)
Practical Parenting
Qantas The Australian Way
Readers Digest Australia
Real Living
Recipes+
Rolling Stone
Rugby League Week
Shop Til You Drop
Street Machine
Super Food Ideas
Take 5
TechLife Australia
That's Life
The Australian Women's Weekly
The Picture
The Picture Premium
TIME
Top Gear Australia
TV SOAP
TV Week
Unique Cars
Virgin Australia Voyeur
Vogue Australia
Vogue Living Australia
Wheels

PROFILE BROCHURE

WHO
Woman's Day
Woman's Fitness
World of Knowledge Australia
Zoo Weekly Magazine
Do not read any magazines

Which of the following newspapers do you read?

Adelaide Advertiser
Australian Financial Review
Canberra Times
Hobart Mercury
Sunday Telegraph
Sun Herald
The Age
The Australian
The Courier Mail
The Daily Telegraph
The Sydney Morning Herald
The Trading Post
The Weekly Times
West Australian
Other Newspaper(s)
Do not read any newspapers

Which of the following sports do you regularly watch?

AFL (Australian Rules Football)
Cricket
Formula 1 (F1)
Golf
Motor GP
Rugby League (NRL)
Rugby Union
Soccer
Swimming
Tennis
V8 Supercars
Other sports
Not interested in sport

Which of the following news portals do you read?

news.com.au/Adelaide now
afr.com
au.news.yahoo.com
brisbanetimes.com.au
cannerratimes.com.au
news.google.com.au
ninemsn.com.au
smh.com.au
news.com.au/daily telegraph/sunday
sunherald.com.au
theaustralian.news.com.au
news.com.au/couriermail
theage.com.au
themercury.com.au
thewest.com.au
Watoday.com.au
weeklytimesnow.com.au
Other online newspaper(s)
Do not read any news online