

PERSONAL DETAILS

- Age
- Gender
- Marital status
- Home postcode
- Work postcode
- State
- Customer lives in a - City/Regional Town/
Rural Area
- How many people live in your household,
including yourself?
- What do you live in a House / Apartment /
Townhouse / Other?
- Do you live in a Family / Lone Person / Group
household?
- Do you have children under 18 who live in
your household?
- Which of the following hobbies and activities
are you interested in?
- How many children does the customer have?**
- Are you currently pregnant?
- When is your baby due?
- Do you own any of the following 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**
- What is your ancestry?
- Where were you born? (Country)

EDUCATION AND PROFESSION

- What level of education have you
completed?
- Main salary-earner in the household**
- What is your employment status?
- What is your occupation?
- How many full-time staff, including
yourself, are employed in the company
in which you work?
- What is the annual revenue turnover of
the company where you work?
- Which of the following industries do you
work for?
- Are you considering further study?**

MONEY & FINANCE

- What is your personal yearly income?
- What is your yearly household income?
- What method(s) do you use to pay your bills?
- Which if any, of the following financial services
do you currently have?
- Which of the following financial institutions do
you have a relationship or undertake any
business with?
- 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?
- Which, if any, of the following insurance
policies do you hold?
- When does your Motor/Home Building/ Home
Contents/ Life/ Boat/ Caravan and trailer
insurance expire?
- What is your current home ownership status?
- What types of credit cards do you have?
- Do you have car insurance with any of the
following providers?
- Do you have home insurance with any of the
following providers?
- Do you have health insurance with any of the
following providers?

SHOPPING BEHAVIOUR

- Which of the following department store(s) do
you regularly shop at?
- Which of the following best describes your
role in the purchase of groceries in your
household:
- Which supermarket do you mainly shop for
your household groceries?
- How often do you shop for groceries?
- How much do you typically spend when you
go shopping for groceries?
- How often do you eat out for lunch and / or
dinner?
- How often do you listen to the radio in a
week?
- Have you ever purchased your household
groceries online?**
- Which e-commerce sites or apps have you
used in the past 12 months?
- Which of the following brick-and-mortar
stores have you also shopped at, using the
online shopping service?

TRANSPORT & AUTOMOTIVE

- What type of vehicle does the member own.
- How many vehicles do you have in your
household?
- What brand(s) of motor vehicle(s) do you
own?
- What type(s) of motor vehicle(s) do you own?
- What was the value of the vehicle when
purchased?
- What was the condition of the motor vehicle
(you use most often) when you bought it?
- What year did you purchase the car you use
the most often?
- What is your main mode of transport?

TECHNOLOGY & COMMUNICATION

- Do you own a mobile phone, if yes what
brand of mobile phone?
- Do you have internet home, if yes what type
of internet connection do you have?
- Which internet service provider do you use for
your internet connection?
- Do you have a fixed phone line at home; if
yes which company is your fixed phone line
service provider?
- Do you own a computer, if yes what type of
computer do you own?
- How often do you purchase any goods or
services online?
- Do you own any of the following
technological devices?
- Do you have pay TV at home, if yes which
company is your provider?
- What social online networks are you a
member of?
- Which of the following technological or
household devices have you
purchased/upgraded in the past 12 months?

HEALTH & WELL BEING

- Do you smoke?
- Do you wear glasses or contact lenses?
- Have you ever suffered from any of the
following Health & Well-being conditions?
- Do you have private health insurance; if yes
which private health care company are you a
member of?
- What type of cigarettes do you smoke?
- 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?

Have you undertaken any air travel trips over the past twelve months? Y/N
What was the purpose of your air travel?

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

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

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

Do you plan on travelling overseas or interstate for a holiday in the next 3 months? Y/N

Are you planning to travel overseas or interstate?

In total, how much time do you plan to travel overseas or interstate for a holiday?

What accommodation will you be using?

ALCOHOL & OTHER BEVERAGES

Which alcoholic beverages do you regularly drink?

Which energy drinks do you like?

Which sports drinks do you like?

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

How much would you typically spend on a bottle of wine that you (or other household members) would consume?

MEDIA & ENTERTAINMENT

Which of the following media sources do you access regularly?

Which of the following magazines do you read?

Which of the following newspapers do you read?

Which of the following sports do you regularly watch?

Which of the following news portals do you read?

What types of events interested in going to?

Which of the following television sources do you view regularly?