

DATABASE SIZE – AUGUST 2003:

E-mail Database : 320000 people
SMS Database : 162000 people

DATABASE GENDER BREAKDOWN:

Males : 46%
Females : 54%

AGE:

0-17yrs : 18%
18-21yrs : 28%
22-26yrs : 23%
27-35yrs : 18%
36+ yrs : 13%

INCOME:

Low : 57%
Medium : 31%
High : 12%

OCCUPATION:

White Collar : 40%
Blue Collar : 19%
Student : 35%
Other : 6%

GEOGRAPHY

(can be segmented down to Post-Code)

NSW : 34%
VIC : 28%
QLD : 15%
WA : 11%
SA : 8%
TAS : 2%
ACT : 1%
NT : 1%

DATABASE CATEGORIES

PRODUCTS :

Alternative Health and Lifestyle Products
Camera and Video Equipment
Car Accessories
Motorbike Accessories
Children's Products
Computer Equipment
Computer and Video Games
DVD'S
Electrical, Video, DVD & Hi-Fi equipment
Fashion, Clothing & Accessories
Florists.
Hair & Beauty Salons
Health & Fitness Products
House & Garden
Mobile Telephones & Accessories
Sporting Goods and Clothing

SERVICES :

Alternative Health / Lifestyle Services
Auto Services, Clutch and Tyres
Employment Services
Hair and Beauty
House and Garden
Health and Fitness Centres
Introduction (Dating) Services
Massage / Relaxation Therapy
Sports and Fitness Training

FINANCIAL SERVICES :

Banking & Credit.
Financial Planning
Home / Car Insurance
Income / Life Insurance
Property & Share market Investing
Small Business
Small Business Opportunities
Superannuation
Accountants/Taxation Agents

ENTERTAINMENT / LIFESTYLE :

Adventure Tours & Holidays
Bars & Pubs
Bed & Breakfast Accommodation
Boating and Marine
Community Events.
Live Bands / Cover Bands
Home Entertainment/Video's/Dvd's
Nightclubs / Raves / Dance Parties
Outdoor Adventure Activities
Restaurants - Family / Take Away
Restaurants - Fine Dining.
Travel, Holidays & Resorts
Wines / Wineries

OCCUPATION :

Executive/Managerial
Professional ie: doctor, lawyers
Academic/Educator/Scientist
Computer/Engineering professionals.
Computer/Technical admin/support
Self Employed
Sales/Marketing
Customer service/Support
Clerical/Administrative
Tradesman/Craftsman
Transport Driver/Machine Operator
Homemaker
Student
Unemployed
Other
Non-profit/membership organisation
Telecommunications
Transport and storage
Medical/Healthcare
Mining

INDUSTRY :

Agriculture, forestry and fishing
Banking/Finance/Real Estate
Business Supplies or Services
Computer/Internet related
Consumer retail/wholesale
Education/Research
Engineering/Construction
Entertainment/Media/Publishing
Government sector
Mining
Non-profit/membership organisation
Telecommunications
Transport and storage
Legal Services
Manufacturing/Distribution
Medical/Healthcare
Hospitality (travel/accommodation)
Insurance/Superannuation
None/ Not Employed
Other