

## 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  
\$5,000-\$10,000

## PROFILE BROCHURE

\$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 so 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 than  
Fortnightly  
Monthly  
Every 2-3 months  
Every 4-6 months  
Less than  
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 any more, 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  
Hay fever  
Heartburn  
High blood pressure  
High cholesterol  
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 a 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 Till You Drop  
Street Machine  
Super Food Ideas  
Take 5  
TechLife Australia  
That's Life

## PROFILE BROCHURE



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  
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

## PROFILE BROCHURE

P: +61 2 9266 4022 W: [TEGRewards.com](http://TEGRewards.com) E: [info@TEGRewards.com](mailto:info@TEGRewards.com)

Copy right © 2017 All Rights Reserved