



post Chocolate Surveys



0-12 month Postal – 170,000

ADM are pleased to announce the exclusive list management of **Chocolate Surveys** by TNT Post.

About Chocolate Surveys:

TNT Post distribute the survey promoted with the FREE chocolate offer, then collect the completed surveys the following morning, at the same time rewarding participants with a bag of Thornton's Chocolates.

This paper survey is set to increase in size during the next 12 months to around 1,000,000 surveys responders and there are currently 170,000 0-12 month names available for sale.

Data Available:

Sponsored Leads: Sponsorship is still available on selected questions within survey. Organisations sponsoring the leads can choose how long they want exclusivity of data and can also buy data out right. Terms on application.

Ex-sponsored: Leads are generally exclusive for a 3 month period. Alchemy can make selected third parties aware when data is coming out of exclusivity so they have first usage. This will be classed as premium data.

4-12 month List: Data that has come out of exclusivity and is 4-12 month old.

Data Cleanliness:

Individuals on the file have been verified by two sources before being made available. All files are cleaned on a monthly cycle.

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Profile

- 45% Male, 55% Female.
- Aged 30-79 (select by age).
- Aged 30-79 (selectable by age)
- Home Owners 66% - 44% semi detached 14% detached and 30% Terrace.
- 16% Council houses
- 42,000 individuals with shares
- 4K Directors
- 29% Retired 16% House maker 16% Skilled, 27% Professional, 5% self employed.
- 27% Mid Market, 48% Tabloid, 25% Broadsheet
- Internet Users
- Mail order buyers
- Charity donors
- Music, Gardening, Grandchildren, Wines, Eating Out, Crosswords, Holidays, Fashion, Reading Books.

Age Percentage Match



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Further Selections

Selection					
Environment	Interest in environment				
Investors	Amount Invested				
Utilities	Supplier Gas	Supplier Electricity	Amount Spent		
Newspaper Readership	Preferred	Frequency read	Delivery		
Hobbies & Interest	Wines	Gym	Books	Grandchildren	Gardening
Hobbies & Interest	Home Craft	Theatre & Music	Gambling Online, Scratch Cards & Bingo		Internet
Hobbies & Interest	Eating Out	Holidays	Outdoor Pursuits	Eating Out	DIY
Occupation / Income	Occupation	Incomebanding			
Finance	Products held	Preferred banking	Medical Insurance	Will	
Media Type	ISP	Mobile	Land Line		
Pets	Cat	Dog	General Pets		
Family	Marital Status	No of children	Children's Age		
Cars	Make	Model	Insurance Renewal	Car Age	
Charity	Core causes	Charity specific	Frequency	Payment Method	
Property	Type	No Bedrooms & Occupants	Ownership status	Building & Contents insurance	
Shopping	Grocery Shop	Spend & method of purchase	Product Type Purchased	Catalogue Preference	Dress Size

Postal - £130 / 000
Commission - 20% Delivery £50 flat

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www.alchemydirectmedia.com

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