



WARRANTY CARD RESPONDERS

QUESTION PORTFOLIO MOCK-UP

SOME OF OUR CONTRIBUTORS - Best known electrical brands on the high street



DATA

- 1 Accurate data - Supplied by consumers interacting with a trusted brand...
2 Fresh data - Data generated via online registration sites...
3 Transactional data - Each record has been provided by a purchaser...
4 365 days a year - Warranty cards, or their online equivalent...

INSTRUCTIONS

- 1 You must complete all of the name and address box but you may ignore any other questions...
2 Questions should be answered on behalf of yourself, your partner or your household...
3 Please write in CAPITALS throughout and tick boxes as follows...
4 If you make a mistake, don't worry! Simply cross it out and continue.

NAME AND ADDRESS

Please complete today's date
Mr Mrs Miss Ms Other e.g. Dr, Rev. etc
Surname
Forename
Address
Town
County
Postcode

IMPORTANT PLEASE COMPLETE ALL OF THIS SECTION

Tel
Email
Are you: Male Female
Please indicate your marital status:
Single Married Living Together Divorced/Separated Widowed
What is your Partner/Spouse's title and full name?
Mr Mrs Miss Ms Other e.g. Dr, Rev. etc
Surname
Forename

FAMILY

If Applicable, When did you get Married?
Do you have any Children?
Children's Date of Birth
Children's Gender
Are you expecting a baby in the next 9 Months?
Do you have a child under 1?

HEALTH

Interest in life insurance?
Would you be interested in a free quote for life insurance?
Would you like a quote to top up your life cover?
Consider private medical insurance?
Accident through no fault in last 2 years?
Have you made an accident compensation claim?
Does anyone in Household suffer from hearing difficulties?
Would you like to receive information about cosmetic surgery?
Would you purchase a bed or furniture for back pain?
Do you wear? Glasses Contact Lenses Both None
Are you due an eye test in next 6 months?
Where did you have your last eye or lens checkup?
Would you like to hear from a specialist manufacturer?

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PROPERTY
Home property type?
Home property tenure?
Length in residence?
Planning to move?
If you are a homeowner is it owned outright?
How many people in Household?
Interested in buying council property?
PETS
How many dogs in Household?
How many cats in Household?

HOME IMPROVEMNETS
Home improvements your considering?
Considering a conservatory?
What type of boiler do you own?
How old is your boiler?
What make is your boiler?
Considering installing or upgrading home security system?
Consider changing or replacing any of the following?
INSURANCE RENEWALS
Motor car insurance renewal month?
Motor bike insurance renewal month?
Home contents renewal month?
Building renewal month?
Life Insurance renewal month?
Travel Insurance renewal month?
Pet Insurance renewal month?
Health Insurance renewal month?

CHARITY
Considering donations to charity?
Consider supporting any of the following causes?
Action Aid NSPCC RSPCA UNICEF Breakthrough Breast Cancer British Red Cross Crisis RNIB
Amesty International RSPB SPCC Barnardo's British Heart Foundation Cancer Research PDSA
Aids Birds Children Disaster Relief Homeless Mental Health Religious Third World/Overseas
Animal Welfare Cancer Children's Hospitals Green/Environment Old Age Services / Ex-Services Wildlife

UTILITIES
Interested in saving money on your utility bill?
Who currently provides you with Gas and Electricity?
Home Utility bill amounts?
Electricity Gas Telephone Mobile

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FINANCIAL
Household Income
Credit Cards held
Credit Cards consider changing
Are you interested in a prepaid card?
Credit Cards pay balance in full
Interested in claiming back CC charges incurred in past few
Incurred CC penalty charges and would be interested in claim
Consider changing bank or building society account
Consider a loan
Consider a loan to fund major purchases?
Do you have a personal loan RPH?
Considering a mortgage
Consider switching mortgage lender
Have a mortgage and interested in the following:
Mortgage years left
Had or currently hold an endowment
Over 50 with a pension you are not receiving would be interested
Over 55 and interested in releasing tax free cash from
Interested in advice from a debt management company
Interested in investing in land
You or partner considering making a will within 6 months
If interested in making a will receive information or call
Refused credit through no fault of your own
Have or had endowment policy you havent made a compensation

COMMUNICATIONS
Consider buying a mobile phone?
How many people in your Household own a mobile phone?
Telecom mobile network used?
Do you have a Dial Up or Consider Broadband at home?
Consider upgrading current connection to highspeed Broadband?
If using BT interested in saving 25% landline bill?
If you are a BT customer would you like to hear from TalkTalk?
Would you be interested in combining telephone and Broadband
Renewal Month - Mobile
Renewal Month - LandLine
Renewal Month - Broadband
Renewal Month - Dial Up Internet
Computing Multimedia Equipment
AUTOMOTIVE
Cars in Household?
Was your car purchased New or Used?
Year that car was manufactured?
Type of Car?
Car ownership?
Receive Information from selected manufacturers?
Receive Information regarding new and future models?
Interested in test driving or receiving a brochure?
What type of car would you like to test drive?
How will you finance your next car?
Next car purchase cycle?
Motoring organisation member?
Motoring Organisation breakdown renewal month?
Motoring breakdown policy expire?
Do you have a motorbike licence?

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LIFESTYLE
General Interest
Occupation
What Newspaper do you read?
Do you read a daily newspaper?
How often read a Sunday newspaper?
Newspaper Subscription
Have you purchased goods by MailOrder?
Shopping products purchased or enquired about via MO Internet?
Favourite Type of Holiday?
Holiday frequency abroad?
What do you find especially important in a holiday?
Holiday destination types interested in?
Have you ever taken a cruise?
Would you be interested in taking a river cruise?
Would you be prepared to go on holiday within 6 weeks?
Would you be interested in studying for an Open University Diploma?

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and many more!