

Description Summary

Since 1989, senior citizen-focused marketers have improved their ROI with our U.S. Senior Citizen Database. This database allows you to pinpoint your best senior prospects from over 52 million seniors. As the oldest and most respected senior list company in the country, we understand the issues marketers face with a mature demographic. With over 200 demographic and psychographic selects to choose from, we guarantee we'll enhance your prospecting list.

How our Data is Compiled

Senior Source lists are built using more sources than any other senior database in the United States. Our data is generated from a variety of sources, including phone directories, surveys, U.S. Census Data, voter registration, product and warranty information, credit card transactions, mail order purchases, real estate, and magazine subscriptions, as well as deed and transactional data. To ensure accuracy, we update our lists monthly through USPS® National Change of Address (NCOA) and CASS Certification.

Consider the Facts

- The median income for seniors last year was \$27,707 for males and \$15,362 for females.
- The median income for households headed by seniors rose 2% from 2010 to 2011.
- Social Security constitutes 90% or more of the income received by 36% of beneficiaries in 2010.

Recommended Use

The U.S. Senior Citizens list is ideal for a variety of offers, including insurance, annuity, long-term care products, estate and retirement planning, health care, Medicare, construction, real estate, leisure and hospitality, hotels, travel, magazine subscriptions, catalogs and retail offers.

Market Type

U.S. Consumer

List Channels

Postal, Email, Telemarketing

List ID

ALD680

Source

Compiled, Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$325.00

Net Name

Floor: 85%

Minimum Quantity: 50,000

Run Charges: \$7.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Commission

A standard 20% broker/agency commission is extended to all trade partners

Popular Selections (for additional selections please inquire)

Age	Residence	Net Worth	Grandparents	Credit Card Use	Boat Owners	Phones	Hobbies / Interests
Gender	Location	Religion	New Movers	Heads of Household	Auto Owners	Travel History	Sweepstakes Responders
Income	Contributions	Ethnicity	Wine Lovers	Mail Order Buying	Pet Owners	Homeowners	Marital Status

Contact Your Senior Source Representative For More Information: 800.882.9930