

SENIOR CITIZENS

\$65/M
MIN. 5,000

#707a-X0039-23-R

19,348,702 Senior Citizens at Home Address

A continuously revised data base of this increasingly influential and very mail-oriented segment of society. Excellent for health aids, retirement communities, travel, charitable and political fund raising, insurance, collectible offers and more.

SELECTIONS — HOUSEHOLD DEMOGRAPHICS - Prices as shown

- ♦ Exact Date of Birth - Mo/Yr — \$15/M
- ♦ Age Ranges — \$10/M
- ♦ Credit Card Usage — \$12.50/M
- ♦ Income — \$5/M
- ♦ Income Producing Assets — \$25/M
- ♦ Net Worth — \$25/M
- ♦ Ethnic Surname — \$15/M
- ♦ Mortgage Amount (ranges) — \$25/M
- ♦ Dwelling Type — \$3/M
- ♦ Home Owner/Renter — \$10/M
- ♦ Length of Residence — \$3/M
- ♦ Occupation — \$10/M
- ♦ Mail Buyer/Responsive — \$10/M
- ♦ Donor — \$12.50/M
- ♦ Number of Persons — \$3/M
- ♦ Religion — \$15/M

(See separate card for a wide range of Mortgage & Housing data including:

- ♦ Mortgage Start Date, ♦ Appraised Home Value, ♦ Presence of Pool, ♦ Square Footage, and more!)

SELECTIONS — INDIVIDUAL DEMOGRAPHICS - Prices as shown

- ♦ Household Member Status - Primary/Secondary — N/C
- ♦ Gender — \$5/M
- ♦ Marital Status — \$5/M
- ♦ Occupation — \$10/M
- ♦ Corrective Lenses — \$20/M
- ♦ Height — \$20/M
- ♦ Weight — \$20/M
- ♦ Women's Fashion Sizes — \$25/M

SELECTIONS — HOUSEHOLD VEHICLES - Prices as shown

- ♦ Current Value of All Cars/Trucks — \$5/M
- ♦ Number of Cars/Light Trucks/Motorcycles/RVs Bought New — \$5/M
- ♦ Number of Cars/Light Trucks/Motorcycles/RVs Owned — \$5/M
- ♦ Number of Vehicles Owned — \$5/M
- ♦ Number of Recreational Trailers Owned — \$5/M
- ♦ Purchase vs. Lease — \$5/M
- ♦ Year & Type of Recreational Trailer — \$20/M

(See separate cards for specific Auto, Motorcycle, and RV selections)

SAMPLE MAILING PIECE REQUIRED

230,479 AL	1,591,856 FL	306,539 LA	112,056 NE	1,037,498 OH	1,337,119 TX
9,160 AK	335,284 GA	91,045 ME	96,631 NV	205,764 OK	73,239 UT
226,323 AZ	54,810 HI	355,468 MD	74,103 NH	171,430 OR	23,778 VT
134,519 AR	73,205 ID	478,132 MA	490,111 NJ	986,482 PA	366,320 VA
1,654,569 CA	804,155 IL	838,245 MI	67,171 NM	67,428 RI	333,843 WA
249,347 CO	373,673 IN	300,721 MN	1,118,784 NY	249,358 SC	132,675 WV
200,226 CT	263,829 IA	199,290 MS	478,251 NC	36,091 SD	439,552 WI
58,519 DE	171,613 KS	474,497 MO	44,245 ND	367,724 TN	22,312 WY
37,271 DC	283,196 KY	48,894 MT			

FW

Zip Sequence
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P-S Labels - \$10/M

Disk/Email/CD/FTP - \$50/L

Geographic - \$5/M

Keying - \$3/M

Title Address - \$3/M

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CASS Certified
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Phones - \$20/M

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ALL LISTS RENTED FOR ONE-TIME USE ONLY. Special arrangements may be made for multiple use of compiled lists, usually at double the one-time rate.



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