



## Baby Boomers

Seventy-six million Americans born between 1946 and 1964 represent a major consumer block. They have more time for themselves and are spending & investing money.

### Segments

57,215,000	Baby Boomer Households	\$50.00
26,827,000	With income over \$60K	+\$2.50
26,181,800	Lived in home for 10+ years	+\$2.50
18,120,000	College Educated	+\$7.00

Price per 1000 records is for single use of data. Call for additional usage.  
Order Minimum: \$200 plus Output Format Charges (up to 4000 records)

### Description

Baby Boomers, ranging in age from 45-63, are amongst the first generation to achieve higher education and the assumptions of lifelong prosperity. Many have grown children and are now able to devote more resources to themselves.

These adults are prime candidates for real estate sales, investment opportunities, vacations and luxury items.

Data is compiled through public and proprietary sources.

File is selectable by zip, state, county, radius or Congressional District.

### Additional Selections

Adult Age	\$2.50	Intends to take vacation	\$20.00
Income	\$2.50	Recent Empty Nester	
Number of Children	\$2.50	(in the past 2 yrs)	\$35.00
Children's Age Ranges	\$2.50	Automotive - Type or age	\$10.00
Homeowner/Renter	\$2.50	Home Market Value	\$10.00
Net Worth	\$25.00	Occupation Grouping	\$5.00
Child Nearing HS Graduation	\$35.00	Education Level	\$7.00

Priced per 1000 records – Select charges apply toward \$200 minimum order

### Formats

Internet Delivery of file	\$35.00	Delivered in CSV/Excel or dBase
Mailing Labels	\$10/1000	\$50 Minimum, plus shipping
CD ROM	\$75.00	Plus Shipping

### Contact

**ListAbility, Inc.**

**866-446-2055**

[www.listability.com](http://www.listability.com)

Chris Dyer ext 1 [cdyer@listability.com](mailto:cdyer@listability.com)

Carol Arnold ext 4 [carol@listability.com](mailto:carol@listability.com)

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