



Recent Retirees

Contact people that have recently retired and have time on their hands. Select by income, age and their interests, which can include travel and other activities.

Segments

7,830,100	Verified Retired	\$60.00
Not verified	Selected by age (2 yr increment)	\$45.00
16,183,000	Age 68-89	
1,477,500	Age 90+	

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

Description

Today's retirees have more options and influence than any past generation. Many with multiple sources of income, they represent a large consumer block to be targeted for many opportunities. This file has been enhanced to include many self-reported Special Interests that can help focus your campaign. These can include: grandchildren, history, collectibles, crafts, theater, travel and more.

Health becomes a focus for most retirees. Households can be selected where one or more concerns have been reported, including; allergy, arthritis/mobility, cholesterol, diabetic, disabled, homeopathic, organic focus, orthopedic requirements or general senior needs.

Data is compiled through self reported, public and proprietary sources.

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

Additional Selections

Adult Age	No Additional	Special Interests (self reported)	\$7.00
Income	\$2.50	Travel (taken or would enjoy)	\$20.00
Homeowner/Renter	\$2.50	Car make, model or year (each)	\$10.00
Net Worth	\$25.00	Mail Order Buyer	\$7.00
Home Market Value	\$10.00	On-line Purchases	\$7.00
Veteran in Household	\$7.50	Health Concerns (each)	\$12.00

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

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