

LGBTQ+ Seniors Database

Total Universe: **4,45,619**

Base Rate: **\$85.00/M**

Description Summary

Our LGBTQ+ Seniors database is a valuable marketing resource for any brand looking to identify and target LGBTQ consumers for its products or services. These individuals on our list are age 55 plus and proudly identify as Lesbian, Gay, Bisexual, Transgender, or other. You can segment our list by various demographics, including age, income, religious and ethnic surname, home ownership, mail order responsiveness, and census data. We guarantee this data to be at least 95% deliverable.

How Our Data is Compiled

The names on this list are compiled from a diverse array of public, private, and proprietary sources, including websites that provide LGBTQ+ content, purchase history, subscriptions, clubs, non-profits, and online engagement. These individuals are subscribers to LGBTQ+ magazines, enthusiastic members, and advocates of LGBTQ+ organizations and are known to visit LGBTQ+ travel destinations frequently. We take tremendous pride in maintaining the highest quality contact info and address deliverability, which is why we update the file monthly to ensure an unmatched level of accuracy. The database is processed against the USPS National Change of Address (NCOA) system, Zip+4 coding, and CASS certification.

Consider the Facts

- ✓ These households skew more diverse: Close to a third (32.5%) of same-sex couple households were couples of different races, versus 18.4% of married opposite-sex couple households
- ✓ Many LGBTQ seniors may have spent a significant portion of their lives concealing their sexual orientation or gender identity due to societal stigma and discrimination. This can lead to unique challenges as they age, such as a fear of discrimination in healthcare or senior living facilities.

Recommended Usage

This mailing list is recommended for event organizers, healthcare providers, LGBTQ+ friendly businesses, support groups, and political campaigners.

Sample Mail Piece Required

Inquire

Market Type

U.S. Consumer

List Channels

Postal, Email, Telephone

Source

Proprietary, Survey/Self-Reported, Public Records & Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$500.00

Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charge: \$10.00/M

Exchanges

Please Inquire

Reuse

Yes

Cancellation Charges

Yes, all orders canceled after shipping will incur a fee.

Commission

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

Popular Selections (for additional selections please inquire)

Date of Birth
Household Income
Geography

Ethnicity
Income
Home Market Value

Religious Affiliation
Education Level
Marital Status

Online Buyer
Buying Habits
Net Worth

For additional information or list counts, contact your representative or list manager at 1.800.457.2899