

WealthWise Seniors Mailing List

Total Universe: **13,46,632**

Base Rate: **\$90.00/M**

Description Summary

AmeriList's WealthWise Seniors datafile connects you with a premium segment of the U.S. population, individuals aged 60+ who own high-value, often mortgage-free homes and possess substantial discretionary income. Financially stable and brandloyal, these savvy seniors respond exceptionally well to direct mail, phone, and email outreach. Typically, retired or semi-retired, they have the time and resources to invest in lifestyle-enhancing products and services, including wellness, home improvement, travel, financial planning, and charitable giving. Whether upgrading their homes, exploring the world, or supporting causes they care about, this audience is ready to engage with the right offer. With AmeriList, reaching this valuable, responsive group has never been easier or more effective.

How Our Data is Compiled

This database is sourced from a comprehensive combination of verified public property records, county tax assessments, U.S. Census data, and consumer surveys, providing a robust foundation of homeowner and demographic information. To enhance precision, modeled income estimates and third-party lifestyle data are integrated, offering deeper insights into financial status and purchasing behavior. All records undergo rigorous validation processes, including National Change of Address (NCOA) updates, CASS certification for address accuracy, and strict email hygiene protocols to maximize deliverability and maintain data integrity.

Consider the Facts

- ✓ Affluent seniors often hold \$500K+ in assets and are key financial decisionmakers.
- ✓ 60% contribute to charitable or religious organizations.

Recommended Usage

This data segment is perfect for companies targeting financially secure seniors with upscale lifestyles, including luxury home improvement, premium travel, healthcare, financial services, and nonprofits. These affluent homeowners respond well to direct mail, email, and phone outreach, making them ideal for multi-channel marketing campaigns. Businesses offering lifestyle-enhancing products and services will find this audience highly engaged and ready to invest.

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)

Age	Email	Net Worth	Religious Affiliation
Gender	Buying Habits	Cell Phone	Lifestyle Interests
Geography	Income	Language Spoken	Home Market Value

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