

Households Caring for Seniors

Total Universe: 2,096,544

Base Rate: \$85.00/M

Description Summary

When people care for seniors in their homes, they take on a lot of responsibility, that comes with the need for many types of products and services. From wheelchairs and walkers, to hearing aids and dentures, and everything in between, these items are a must. Reach households caring for seniors to make the most out of your next direct marketing campaign, and present these consumers with what they are looking for. These prospects can be reached by mail, phone, or email with our accurate and complete database.

How Our Data Is Compiled

Our Households Caring for Seniors Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. This list is also CASS certified to ensure further accuracy.

Consider The Facts

- 82% of caregivers care for one other adult, while 15% care for 2 adults, and 3% care for 3 or more.
- 46% of family caregivers who provide care for seniors perform medical and nursing tasks

Recommended Usage

This mailing list is recommended for many types of offers, such as medical equipment, vision and hearing services, mobility equipment, furniture and accessibility services, finance, insurance, and much more.

Popular Selections (for additional selections please inquire)

Number of HH Members
Dwelling Type
Presence of Children

Ailments
Type of Vehicle
Hearing or Vision-Impaired

HH Income
Insurance

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Compiled, Self-Reported

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$325.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Sample Mail Piece Required

Please Inquire

Commission

Standard 20% broker/agency commission is extended to all trade partners

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