

Hearing Impaired Seniors

Total Universe: 1,831,152

Base Rate: \$125.00/M

Description Summary

The AmeriList Hearing-Impaired Seniors Database, powered by our Senior Source List division, is one of the most accurate and responsive resources available for reaching seniors experiencing hearing loss. With over 35 years of expertise in senior-focused marketing data, this specialized file allows you to connect with a highly motivated audience actively seeking hearing aids, audiology care, and related health products. These self-reported individuals, primarily age 65 and older, include members of the senior community who suffer from a wide range of hearing-related conditions, from presbycusis and tinnitus to sensorineural and mixed hearing loss. Whether your message is about treatment, prevention, or support, this database provides the insight and targeting precision needed to craft impactful campaigns across direct mail, email, and telemarketing channels.

How Our Data Is Compiled

Our Hearing-Impaired Seniors Database is built through a meticulous and proven multi-sourced compilation process. With over 35 years of experience in senior-focused data, we gather high-quality records from self-reported responses collected via online and offline surveys, subscription forms, questionnaires, and other proprietary sources. Each record is continually verified and refreshed using rigorous data hygiene practices to ensure accuracy, compliance with HIPAA regulations, and alignment with industry privacy standards. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

Consider The Facts

- 12% of the US population experiences significant hearing loss.
- 77% of those affected are over age 65.

Recommended Usage

This database is ideal for hearing aid manufacturers, audiologists, healthcare providers, senior wellness brands, and companies offering medical devices or supplements designed to address age-related hearing loss. For any organization looking to engage a health-conscious senior audience with targeted hearing care solutions, this file serves as a powerful and essential marketing resource.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Email

Lifestyle Interests
Ethnicity
Education Level
Buying Habits

Net Worth
DOB
Income
Occupation

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Online & Offline Self-Reported Survey Data, Subscribers, Purchase Activity

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$625.00

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

Yes

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