

Description Summary

The Senior Caregivers Database gives you access to seniors who are currently being cared for by an adult child or family member. Reach households that have a senior parent or grandparent living with them to help the children handle these loving, and sometimes, challenging relationships. This list offers demographic and psychographic selections that allow us to select the caregiver and the senior individually. This list is ideal for targeting individuals living with a senior or caring for a senior – often a parent. These individuals are looking for senior housing, retirement communities, health products, health services, and other resources for their loved one. Tap into this rapidly growing market of seniors who need your service and maximize your campaign’s ROI.

How our Data is Compiled

Our Senior Caregivers/Senior Citizen Living with an Adult Child/Caregiver mailing list is compiled using multiple sources, including lifestyle questionnaires, Internet/online surveys, off-line surveys, opt-in email, newsletters, direct response, publications, compiled lists, and controlled circulations. This responsive consumer list is enhanced with demographic and lifestyle data from the AmeriList national consumer database.

Consider the Facts

- The multi-generational American family household is staging a comeback.
- Seniors are living longer and are spending more time and money on themselves, on their families, and on their communities and charities of choice.
- 16% of the total U.S. population lives in a family household that contains at least two generations.

Recommended Usage

This mailing list is great for assisted living centers, retirement homes, health services, health products, financial services, travel, health care, insurance, and print publications, among others.

Market Type

U.S. Consumers

List Channels

Postal, Email, Telemarketing

List ID

ALD784

Source

Direct Response, Surveys, Mail Order Buyers

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$325.00

Net Name

Floor: 85%
Minimum Quantity: 50,000
Run Charges: \$7.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Commission

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

Popular Selections (for additional selections please inquire)

Age	\$10.00/M	Length of Residence	\$10.00/M	Religion	\$5.00/M
HH Income	\$5.00/M	Home Value	\$10.00/M	Interests	\$5.00/M
Marital Status	\$5.00/M	Ethnicity	\$5.00/M	Occupation	\$10.00/M

Contact Your Senior Source Representative For More Information: 800.882.9930