

Seniors in Market for Hearing Aids

Total Universe: 16,695,236

Base Rate: \$85.00/M

Description Summary

Our Seniors in Market For Hearing Aids Database is a powerful, intent-driven resource designed to connect marketers with a high-value, in-market audience actively seeking hearing-related solutions. This responsive file features high-intent seniors, including purchase-ready prospects, active shoppers, and individuals who have demonstrated a clear interest in hearing aids, audiology services, and related health products. Whether through online behavior, survey responses, or product research activity, these prospects have shown an affinity for hearing care and are likely in the market for treatment options and support.

How Our Data Is Compiled

This responsive database is compiled through a robust, multi-sourced process that ensures both depth and accuracy. Data is primarily collected from self-reported sources such as online and offline surveys, product registration forms, lifestyle questionnaires, and targeted response campaigns. We also incorporate behavioral indicators like catalog requests, content engagement, and interest-based interactions tied to hearing health. Each record is meticulously processed through USPS National Change of Address (NCOA), Zip+4 coding, and CASS certification to ensure up-to-date, mailable addresses and cleaner data. Regular updates and enhancements using proprietary methods and third-party validation tools keep the database fresh and reliable.

Consider The Facts

- Nearly 80% of people who use hearing aids are aged 60 and older.
- The U.S. hearing aid market alone generates more than \$4.5 billion annually, making it one of the largest national markets for hearing health products and services.
- On average, people with hearing loss wait 7 to 10 years before seeking help.

Recommended Usage

This is an invaluable asset for companies aiming to directly connect with a responsive, in-market audience. It is ideal for hearing aid manufacturers, audiology clinics, medical device firms, pharmaceutical brands, senior living communities, and health insurance providers.

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: \$425.00

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

Sales Leads - Mailing Lists - Email Marketing - Telemarketing - Graphic Design - Web Design - Lettershop - Printing - Consulting

40 Ramland Rd South Ste 203B Orangeburg, NY 10962 - Amerilist.com - info@Amerilist.com