

The Retirement Compass File

Total Universe: 1,535,100

Base Rate: \$85.00/M

Description Summary

The Retirement Compass File™ is a highly responsive marketing database featuring seniors who are actively exploring their retirement living options. These individuals have shown clear interest in transitioning into the next phase of life, whether that means relocating to a retirement community, downsizing to a more manageable home, or researching independent and assisted living facilities. With accurate postal, phone, and email data available, along with rich demographic and lifestyle selects, this audience offers strong opportunity for engagement and conversion. The Retirement Compass File™ connects you with seniors who aren't just dreaming about retirement, they're actively navigating it.

How Our Data Is Compiled

Our data is compiled from a combination of proven and reliable sources. These sources include lifestyle and housing surveys, senior-focused publications, retirement planning resources, purchase activity, and inquiries related to assisted living and home healthcare services. Records are routinely updated and maintained using advanced data hygiene practices, including NCOA (National Change of Address) and CASS certification, to ensure maximum deliverability and accuracy. With a 95% accuracy guarantee, this database offers marketers a trusted and campaign-ready tool for reaching older adults exploring care.

Consider The Facts

- Over 60% of retirees say maintaining independence is their top priority when considering retirement housing options.
- About 70% of people over age 65 will need some form of long-term care services or support during their lifetime.

Recommended Usage

This curated database is ideal for promoting services such as retirement communities, assisted living, home healthcare, medical alert systems, and eldercare financial planning to seniors who are exploring lifestyle and care options for their next stage of life. It's also highly effective for marketing legal services, mobility products, wellness programs, and caregiver support resources to a mature audience interested in comfort, independence, and peace of mind in retirement.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Email

Home Market Value
Income
Net Worth
Cell Phone

Language Spoken
Religious Affiliation
Lifestyle Interests
Marital Status

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