

This fast-growing segment of society is healthier and wealthier than ever before. These "seniors" aged 65 plus are in the prime of their lives and enjoy spending their disposable income on a wide variety of recreational activities.

This list is ideal for offers on travel, health and fitness, insurance, entertainment, investment, culinary, gardening, books, videos and much more.

Selections available:

- Age
- Income
- Homeowners, Length of Residence
- Marital Status
- Type of Auto

239,150

\$105.00/M
\$125.00/M w/phones

5,000

Compiled

Quarterly

4-UP CHESHIRE	N/C
4-UP PSL	\$ 7.50/M
CD-ROM	\$50.00/F
EMAIL	\$60.00/F
FTP	\$60.00/F

Geography	\$6.00/M
Keying	\$5.00/M
Gender	\$10.00/M
Age	\$15.00/M
Income	\$15.00/M

Last Updated: January 2006

