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## SENIOR CITIZEN RESPONDERS

**TOTAL FILE: 5,791,220**

**BASE PRICE: \$100/M**

**QUARTERLY HOTLINE: 385,009**

These senior citizens have filled out an array of direct postal surveys and online e-surveys within the last twelve months. 35% of all seniors we have reported an interest in holistic, Ayurvedic, and alternative medications. These are perfect candidates for vitamin offers, new pharmaceutical medications coming onto the market, medical accessories (bedding, wheel chairs, and mobile transportation assistance) and in home aids. Secondary usage: sweepstakes offers, discounts, coupons, cruise vacations, clothing offers, catalogs and magazines, book club offers. The minimum age on the survey was 50 years old. We now have email to 40% of all our postal records and 75% are retired.

### ***SELECTIONS:***

Hotline:	\$10/M
Geography:	\$5/M
Income:	\$5/M
Age:	\$5/M
Gender:	\$5/M
Marital Status:	\$5/M
Mail Order Buyer:	\$5/M
Magazine Subscriber:	\$5/M
Computer Owner:	\$5/M
Donor:	\$5/M
Ethnicity:	\$5/M
Religion:	\$5/M
Book Buyer:	\$5/M
Credit Card Holder:	\$5/M
Homeowner:	\$5/M
Length of Residence:	\$5/M
Presence of Children:	\$5/M
Age of Children:	\$5/M
Telephones:	\$25/M

### ***FORMAT:***

Cheshire Labels:	N/C
Pressure Sensitive Labels:	\$10/M
Telemarketing Cards:	\$10/M
CD-ROM/Zip Tape/ Diskette/E-Mail:	\$35 Flat

### ***CANCELLATION POLICY:***

Orders Cancelled after original mail date require payment in full. Orders cancelled prior to original mail date are subject to \$50/List, \$10/M running charge, format charges and shipping costs.

### ***UPDATE CYCLE:***

NCOA'd bi-monthly, new names added monthly.