Turning 65 Database

Americans who turn 65 have a lot on their minds. It is a milestone, but it is also a time where they need to consider their current and future finances, retirement, where they should live, understanding the challenges of having Medicare work for them, advanced directives, and so much more.

They are one of a select group of people that are actively seeking help for a wide array of products and services.

Key Facts

- 10,000 Americans turn 65 every day
- 10,000 Americans apply for Medicare every day
- Medicare Advantage enrollment has doubled over the past decade
- By 2040, it is projected that 21.6% of the US population will be 65+
- 47% of those aged 65+ have an annual income of over $75k
- 35% of those aged 65+, on average, have a bachelor's degree or higher
- Last surveyed (2019), 77%+ of those aged 75+ owned their own home
- Those 65+ travel 4-5 times per year
- 19% of those aged 65+ have a disability
- 40% of those aged 65+ have difficulty with mobility

Popular Usage

- Insurance Agents
- Real Estate Agents
- Caregiving Facilities and Providers of All Kinds
- Legal Advice Providers (i.e. attorneys, paralegals, etc.)
- Travel Agents
- Mobility Services
- Financial Planners
- Pet Service Providers
- Food Delivery Services
- Other Various Entertainment Providers

Sources of Data

Online Registration | Lifestyle Surveys | Government Records | SEC Filings | Annual Reports | Occupant Data | Voter Registration | Telemarketing | Self Reported by Individual | Publication Subscribers | Membership and Purchase History | White pages | Associations

Products and Services

Direct Mail Marketing | Email Marketing | Geo-Targeting | Social Media Advertising Digital Retargeting | Managed and Turn Key Solutions

Total Universe

4,049,063

Base Rate

$75/M

Minimum Order

10,000

Data Type

Business Database

Recommended Selects

- State
- Age & Gender
- Income
- Property
- Households with Drivers
- Children
- Pre-65 Data Points
- Known Assets

Data Profile

- Comprehensive
- Accurate
- Updated Monthly
- Ethically Compiled

High Volume Discounts Available

Call to Learn More

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