

# GRANDPARENTS ONLINE

2,593,030	Grandparents Online	\$75.00/M
1,933,441	Travelers	+15.00/M
1,127,058	Investors	+15.00/M

## List Description

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Currently there are over 70 million Americans aged 50+ and by the year 2025 this group is expected to reach 113 million! Approximately 50% of all seniors have a computer at home. Senior Computer users tend to be well educated and affluent: three fourths have a college level education and nearly half have incomes over \$75,000. E-mail is the #1 reason seniors use computers, no doubt because it is a great way to keep in touch... especially with grandchildren. 50% of seniors with computers access the Internet to do research on specific issues and topics, get the latest news and weather as well as to obtain travel information and plan vacations. These seasoned and savvy shoppers are 37% more likely than younger groups to buy books via the Internet, 27% more inclined to invest online and they also tend to seek out non-profit organizations on the world wide web. **Source: opt in website registration data overlaid with mail order buyer, demographics and action data.**

## Sample Selections (please inquire about others)

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Postal Address .....	\$40.00/M	Book Buyers .....	10.00/M
Zip + 4 .....	6.50/M	Magazine Buyers .....	10.00/M
Age .....	6.00/M	90 Day MOB Hotline .....	10.00/M
Income .....	6.00/M	MOB By Category .....	10.00/M
Gender .....	6.00/M	Golfers .....	15.00/M
Homeowners .....	5.00/M	Running Charges .....	6.50/M
Donors .....	7.50/M	Ftp Fee .....	50.00
Bankcard Holders .....	10.00/M	Cartridge Fee .....	25.00

All data have been verified and recorded, but we cannot guarantee accuracy or mailing results. FOCUS USA is a trademark.

*Please inquire about Customer Profiling, Modeling & Customer Re-Activation Analyses.*



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