

# ONLINE BOOMERS

7,228,501 Online Boomers \$75.00/M

## List Description

These online boomers have a median income of \$55,000 and a median age of 50. Over 80% of all boomers go online and more than 1/3 use the internet daily. E-mail and health related research are the top reasons boomers go online. In fact, 82% of online boomers use the internet to research health topics and more than 70% shop online, make travel reservations as well as check news and weather via the internet. Boomers are rapidly converting from dial-up connections to high speed broadband and studies have found that broadband users spend an average of 5 hours more online each week than dial-up users do. **Source: opt in website registration data overlaid with mail order buyer, demographics and action data.**

## Additional Selections

State, Zip, SCF .....	\$5.00/M	Donors .....	7.50/M
Zip + 4 .....	6.50/M	Gambling .....	15.00/M
Gender .....	6.00/M	Music Interest .....	15.00/M
Age .....	6.00/M	Finance Loan Holders.....	10.00/M
Income .....	6.00/M	6 Month/ 12 Month MOB .....	5.00/M
Presence of Children .....	5.00/M	New Movers .....	15.00/M
Homeowners .....	5.00/M	Running Charges .....	6.50/M
Travelers .....	15.00/M	E-mail Fee .....	50.00
Investors .....	15.00/M	Ftp Fee .....	50.00
Catalog Shoppers .....	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.*



**FOCUS USA**  
2 University Plaza, Suite 500, Hackensack, New Jersey 07601-6222  
Tel: (201) 489-2525 Fax: (201) 489-4499  
E-mail: [info@focus-usa-1.com](mailto:info@focus-usa-1.com)  
[www.focus-usa-1.com](http://www.focus-usa-1.com)

