

Article number

42655

List name

Old people's home residents [D]

Number of items	Name	Price in EUR	Pricing unit
4,039	Total inventory	150.00	‰

Age group ranging from 60 to 90
- Of which approximately 37 % male
- Of which approximately 63 % female

Minimum invoice: Net, at least 50 % of the supplied volume, at least 5,000 addresses
Selection costs: EUR 9.00 ‰ on the delivered volume, at least EUR 185.00 fixed rate

Old people's home residents are by no means still a target group that has no more interest in goods and services. Many people decide to move into an old people's home while they are still in the best of health, in order to enjoy the benefits of full-service provision, in a package they are often able to tailor to their individual needs. Rather than care, what they are looking for is freedom from worrying about things that need doing in everyday life and instead to enjoy their well-earned retirement.

This target group often has a good pension, a lot of which is disposable income. Goods and services are purchased not only for the pensioners' own needs, but also for their children and especially their grandchildren. This target group also enjoys travel to both nearby and far-off destinations. Last but not least, willingness to donate to social projects is higher than average in this target group.

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