

Postal Data

Lifestyles Online consumer postal data offers marketing teams one of the richest sources of postal information available in Ireland today.

Collected exclusively on our proprietary network of data collection websites working with leading Irish publishers our data is all 0 to 12 months old, is highly selectable and is the only database available which links a postal record with an email address. The postal data is fully data protection compliant and consistently performs well due to regulated use.

Over 65,000 validated postal addresses and approximately 6000 records added every month - please contact us for further details.

Location

Dublin	19,904	30.6%
Rest of Leinster	18,948	29.1%
Munster	16,210	24.9%
Connaught	6,821	10.5%
Ulster	3,253	5.0%

Age

18 - 25	11,009	16.9%
26 - 30	10,444	16.0%
31 - 35	12,264	18.8%
36 - 45	18,180	27.9%
46 - 55	9,295	14.3%
56 +	3,945	6.1%

Income

€5000 - €19,999	17,770	27.3%
€20,000 - €29,999	12,257	18.8%
€30,000 - €39,999	7,510	11.5%
€40,000 - €54,999	6,025	9.2%
€55,000 +	3,115	4.8%
Unknown	18,460	28.3%

Gender

Male	13,878	21.3%
Female	51,259	78.7%

Number of Children

None	21,322	32.7%
1	13,363	20.5%
2	14,710	22.6%
3	9,240	14.2%
4 +	6,502	10.0%

Residential Status

Owned Outright	7,146	11.0%
Mortgage	24,773	38.0%
Rent (Private)	16,513	25.4%
Rent (Council)	6,402	9.8%
Living with Parents	7,414	11.4%
Other	2,889	4.4%

Costs

Setup	€190
Base Rental	€180 per 1000
Selections	€10 per 1000
Minimum Order	€600

Data can be targeted using a wide range of selections as above. Other selections we can provide are Charity Donors, Mail order Buyers, Telecom's, Utilities, Broadband and Insurance Renewals.

Please contact us to find out more:

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