

# Postal Data - 210,000 Records

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 210,000 validated postal addresses and approximately 6000 records added every month - please contact us for further details.

## Location

Dublin	73,080	34.8%
Rest of Leinster	54,810	26.1%
Munster	50,190	23.9%
Connaught	19,635	9.35%
Ulster	12,180	5.8%

## Age

18 - 25	22,995	11.0%
26 - 30	27,195	13.0%
31 - 35	32,340	15.4%
36 - 45	53,340	25.4%
46 - 55	36,750	17.5%
56 +	37,170	17.7%

## Income

€5000 - €19,999	30,765	14.7%
€20,000 - €29,999	28,560	13.6%
€30,000 - €39,999	23,520	11.2%
€40,000 - €54,999	24,570	11.7%
€55,000 +	33,495	15.9%
Unknown	68,880	32.8%

## Gender

Male	64,155	30.6%
Female	145,845	69.4%

## Number of Children

None	104,580	49.8%
1	34,125	16.2%
2	38,325	18.2%
3	20,160	9.6%
4 +	12,705	6.1%

## Residential Status

Owned Outright	36,645	17.4%
Mortgage	70,770	33.7%
Rent (Private)	42,000	20.0%
Rent (Council)	12,390	5.9%
Living with Parents	21,525	10.3%
Other	26,670	12.7%

## Costs

Setup	€190
Base Rental	€180 per 1000
Selections	€10 per 1000
Minimum Order	€800

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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