

# Email Data - 160,000 Records

Lifestyles Online consumer email data is some of the most recent and selectable data available in Ireland today. Currently over 160,000 active email addresses with approximately 6,000 new Irish email addresses added every month. All data is 0-12 months recency, selectable by key demographics such as age, income, gender, no. of kids etc and achieves consistently high performing open/read and CTR rates for third party promotions. Data is collected from our proprietary network of websites in Ireland and validated using technology that ensures the account is live and responsive.

## Location

Dublin	56,400	35.3%
Rest of Leinster	41,760	26.1%
Munster	37,920	23.7%
Connaught	14,800	9.3%
Ulster	9,200	5.8%

## Age

18 - 25	18,480	11.6%
26 - 30	21,200	13.3%
31 - 35	25,120	15.7%
36 - 45	40,400	25.3%
46 - 55	27,120	17.0%
56 +	27,280	17.1%

## Income

€5000 - €19,999	23,920	15.0%
€20,000 - €29,999	21,200	13.3%
€30,000 - €39,999	17,440	10.9%
€40,000 - €54,999	18,800	11.8%
€55,000 +	24,880	15.6%
Unknown	53,680	33.6%

## Gender

Male	48,560	30.4%
Female	111,360	69.6%

## Number of Children

None	79,920	50.0%
1	26,560	16.6%
2	28,880	18.1%
3	15,040	9.4%
4 +	9,520	6.0%

## Residential Status

Owned Outright	27,040	16.9%
Mortgage	53,920	33.7%
Rent (Private)	29,200	18.3%
Rent (Council)	9,840	6.2%
Living with Parents	16,720	10.5%
Other	22,400	14.0%

## Costs

Base Rental	€30 per 1000
Minimum Order	€650
Selections	€10/selection per 1,000
Setup	€190
Discounts available based on volume.	

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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