



CAMEO Republic of Ireland is a highly discriminative geodemographic classification system for profiling, segmenting and targeting consumers.

Built using a combination of Electoral Area and Electoral Division level data using the latest Census of Population for assessing the socio-economic and demographic characteristics of a neighbourhood.

A series of advanced clustering techniques have been used to identify 32 distinct neighbourhood types, further organised into 9 key marketing groups.

A variety of relevant data variables were used in the modelling process, including:

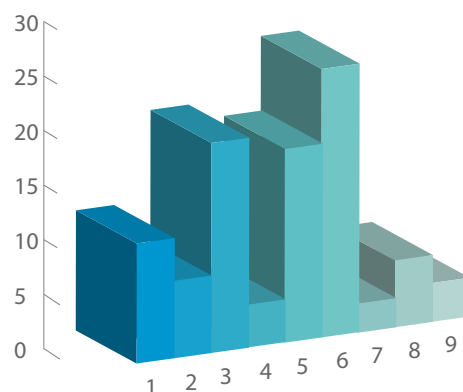
- ▶ Adult & Child Age
- ▶ Household Composition & Size
- ▶ Retirement Levels
- ▶ Unemployment
- ▶ Occupation Type & Employment Sector
- ▶ Nationality & Ethnicity
- ▶ Student Presence
- ▶ Travel To Work
- ▶ Car Ownership
- ▶ Qualifications
- ▶ Housing Type, Size, Age & Tenure
- ▶ Geographical Location
- ▶ Computer Ownership
- ▶ Internet Use

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These clusters have been tested and proved to be:

- ▶ Homogenous in their make-up
- ▶ Present in enough numbers to be of practical use
- ▶ Not biased towards specific geographic regions

CAMEO Republic of Ireland Group Code & Description	% Households
1 Affluent Family Neighbourhoods	11.46%
2 Wealthy Couples & Singles in Urban Areas	7.41%
3 Comfortable Rural Families	20.04%
4 Comfortable Couples & Singles in Urban Areas	4.09%
5 Less Affluent Mixed Neighbourhoods	18.49%
6 Less Affluent Older Households in Rural Areas	25.62%
7 Young Cosmopolitan Communities in Inner City Areas	2.80%
8 Low Income Older Households	6.38%
9 Deprived Family Neighbourhoods	3.70%



A quick reference table is available which summarises the key demographic and socio-economic characteristics of each group and category.

CAMEO Republic of Ireland can be used to:

- ▶ Enhance & segment consumer databases
- ▶ Understand your customers & responders through profiling
- ▶ Locate more prospects by finding look-a-likes using targeted direct mail, telecanvassing, door-to-door canvassing & leaflet drops
- ▶ Develop local marketing applications such as route delivery, store catchment demographics
- ▶ Perform catchment area & site location analysis
- ▶ Screen mailing, telecanvassing or door-to-door lists
- ▶ Understand market potential and use in strategic planning, setting sales targets and evaluating site performance
- ▶ Perform advanced statistical analysis & modelling

CAMEO Republic of Ireland Analysis can work alongside CAMEO Republic of Ireland to further classify and segment the population, providing additional variables which can be appended to your customer or prospect database for advanced modelling and segmentation.

We can also provide up to 500,000 household records profiled by Cameo Types for prospecting purposes.

To find out more about profiling and segmenting your database to obtain maximum value from your data email : lorcan.lynch@lifestylesonline.ie

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Contact us

For a reliable, regular supply of targeted prospect data, contact:

@ sales@lifestylesonline.ie

