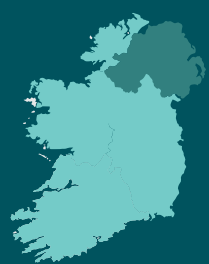




EIRCODE[®]
Find life easier.

Irish Consumers Embrace Eircode



72% of Irish householders have used their Eircode



76% know Eircode is a unique code for their home

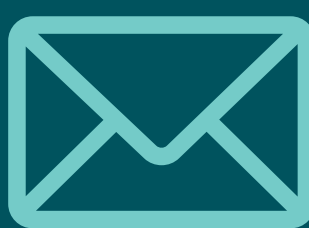
69% said Eircodes are useful



EIRCODES ARE MOST OFTEN USED FOR:



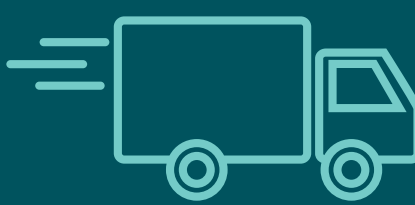
Online Shopping **70%**



Posting Letter / Package **63%**



Google Maps **20%**



Delivery **17%**



63% shop online
85% of them use their Eircode

TOP 3 DELIVERIES EIRCODES ARE USED FOR:



53% Online Retail Shopping



17% Take Away Delivery



16% Online Food Shopping

€26 583K

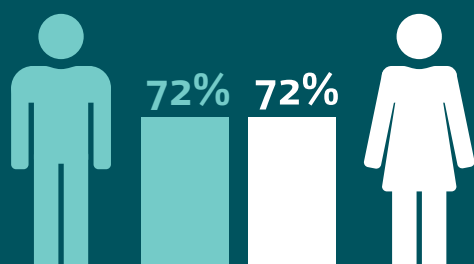
Using Eircode



81 % of 18-44yrs



63% of 45+yrs



72% **72%**



73% Leinster

71% Rest of Ireland

www.eircode.ie

Eircode Irish Household Awareness & Attitude Research, Amárach Research, July 2018