
Data Guide

Ireland

QAS Ltd.

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Introduction

Ireland Address Data Information

This chapter provides an overview of the Ireland dataset.

Dataset Code:	IRL
Approximate Data Size:	25MB
Data Source:	Experian / GeoDirectory
Update Frequency:	Quarterly

The quarterly data release dates are:

- January
- April
- July
- October

Expiry:

Data files will expire approximately 13 months after creation. For example, January data will expire in February of the following year.

Ensure every data update is applied promptly, otherwise the data may expire and the product will become unusable.

About This Data

This chapter provides detailed information about the IRL dataset.

Area Covered

The Ireland database covers, to premises level, all counties under the administration of the Republic of Ireland.

Address Elements

The following address elements are stored within the IRL data files.

Address Element	Example	Input/Output Element Code
Building number ++	52	P11
Building name ++	Rosebank	P12
Sub Building Name ++	Apartment	P21
Sub Building Number ++	1	P22
Secondary Thoroughfare	Dublin Road	S11
Secondary Thoroughfare Name	Dublin	S111
Secondary Thoroughfare Descriptor	Road	S112
Gaelic Secondary Thoroughfare	Bóthar Átha Cliath	S12
Primary Thoroughfare	Francis Street	S21
Primary Thoroughfare Name	Francis	S211
Primary Thoroughfare Descriptor	Street	S212

Address Element	Example	Input/Output Element Code
Gaelic Primary Thoroughfare	Sráid San Proinsias	S22
Building Group ++	Saint Canice's Court	S31
Building Group Name	Saint Canice's	S311
Building Group Descriptor	Court	S312
County **	Co Sligo	L11
County Prefix	Co	L111
County Name	Sligo	L112
PNR County**	Co Cork	L12
PNR County Prefix	Co	L121
PNR County Name	Cork	L122
Gaelic County **	Sligeach	L13
Gaelic PNR County **	Corcaigh	L14
Posttown	Portlaoise	L21
Resident Preferred Posttown	+	L22
Gaelic Posttown	Port Laoise	L23
Gaelic Resident Preferred Posttown	+	L22
Secondary Locality	Castletroy	L31
Gaelic Secondary Locality	Caladh An Treoigh	L32
Primary Locality	Ballinla	L41
Gaelic Primary Locality	Béal An Átha	L42
Country name* ++	Ireland	X11

Address Element	Example	Input/Output Element Code
Three character ISO country code * ++	IRL	X12
Two character ISO country code* ++	IE	X13

* Denotes elements which only appear in the address if the user has fixed their position.

** Only one of the L11 or L12 elements (and only one of the corresponding Gaelic L13 or L14 elements) will be populated, depending on whether the County name is the same as the county town. See “Postal code Structure” on page 7.

+ This element is the same as L21 (L23 for Gaelic addresses) unless the resident prefers the posttown to be dropped, in which case it is blank.

++ Denotes elements which are not indexed and therefore cannot be searched on.



Townland is not an address element in the IRL data files. Instead, townlands are included in the Primary Locality element as aliases; see “Townlands” on page 6.

Address Element Definitions

Localities

The Ireland dataset contains primary and secondary locality information.

- The primary locality is usually the village that is the nearest postally-correct delivery point to the search address.
- The secondary locality is usually the next closest village or small town to the address that is a postally-correct delivery point.

Secondary localities are usually larger in size than primary localities.

Examples of addresses that include both primary and secondary localities are:

Carla House
Feagh
Ballynacally
ENNIS
Co Clare

In this address, Feagh is the primary locality and Ballynacally is the secondary locality.

1 The Terrace
Nadd
Banteer
MALLOW
Co Cork

In this address, Nadd is the primary locality and Banteer is the secondary locality.

The Ireland dataset also contains posttown and townland information.

Posttowns

The posttown is the town or postal district associated with the premises for postal delivery purposes.

If the posttown is the same as the county town, the County is not returned in any of the standard Forms of address (see page 7). The PNR County is returned in the Resident Preferred Forms of address if the posttown is dropped from the final address.

For example, if an address is in "Cork, Co Cork", "Co Cork" will be dropped from the final address. If you want to ensure that the County is always returned, you should fix both the County element and the PNR County element to your layout, since only one will be populated. Refer to your product documentation for information about fixing elements.

Townlands

The townland is the lowest-level officially-defined geographical unit of land.

Townlands are not elements in the data; they are stored as aliases in the Primary Locality element. They will only be returned in addresses if a layout based on a Resident Preferred Form of address is being used (see page 7) and the townland was included in the input address.

Postal code Structure

Postal codes are not currently used in Ireland for mail sorting and routing.

Dublin is divided up into numbered areas, for example Dublin 1. These area numbers run from 1 to 24, with the exception of 19, 21, and 23 which do not exist. Odd numbers represent districts North of the river Liffey and even numbers represent areas to the South of the river. There is also an area called Dublin 6W.

These areas can be abbreviated in Typedown and Single Line searches as, for example, D1 and D6W.

Diacritics

The Gaelic language address elements often contain diacritic characters. These entries also have aliases stripped of the diacritics, so your search results will be identical whether or not you include diacritic characters in your search criteria. For example, A will be matched to Á, o will be matched to ó, etc.

You can choose whether to return output addresses in a format which includes diacritics by enabling or disabling the **Flatten Diacritics** checkbox on the Pro Configuration Editor, or the **OEMCharacterSet** and **FlattenDiacritics** settings in the configuration files. For more information refer to your product documentation.

Forms of Address



Forms of address are referred to as Country Views in QuickAddress Pro version 6 and earlier.

There are four Forms of address stored in the IRL data files:

- GeoDirectory (English)
- Resident Preferred (English)
- GeoDirectory (Gaelic)
- Resident Preferred (Gaelic)

The Gaelic versions of the Forms of address are alternative language versions which work in the same way as the English Forms. On occasions when a Gaelic Form of address is selected and no Gaelic equivalent exists for an address element in the data, the English version will be returned.

The Form of address determines which address elements are used in the returned address. County, Posttown, Secondary Locality and Primary Locality are examples of address elements which vary according to the Form of address selected.

GeoDirectory

The format of an Irish address depends on whether there is a Building Group in the returned address. The official GeoDirectory (An Post) address is made up from the following elements:

Address with Building Group	Address without Building Group
[Personal Name]*	[Personal Name]*
[Department]*	[Department]*
[Organisation]*	[Organisation]*
[PO Box]*	[PO Box]*
[Sub Building Name/ Num][Building Name]	[Sub Building Name/Num][Building Name]
[Building Number][Building Group]	[Building Number][Primary Thoroughfare]
[Primary Thoroughfare]	[Secondary Thoroughfare]
[Secondary Thoroughfare]	[Locality]
[Locality]	[Secondary Locality]
[Secondary Locality]	[POSTTOWN]
[POSTTOWN]	[County]
[County]	

** Denotes address lines containing elements not included in the IRL dataset.*

Note that the County name is not required when it is the same as the Posttown. Many addresses in rural areas have no thoroughfare or premises information.

Resident Preferred

In Ireland, the way residents prefer to write their addresses commonly differs from the official GeoDirectory format. This occurs for one of the following reasons:

- Unexpected Posttown
- Dublin Periphery
- Bordering Localities

Unexpected Posttown

In rural areas the posttown for an address can be a significant distance away from the actual premises. In these cases, and especially when the posttown is in another county, a resident would not expect the posttown to be included in the address. Pro does not return these unexpected posttowns when a Resident Preferred Form of address is selected.

For example, the unexpected posttown “ENNISCORTHY” is not present in this address when a Resident Preferred Form is selected:

Language	GeoDirectory Form	Resident Preferred Form
English	Coolnagree Adamstown ENNISCORTHY Co Wexford	Coolnagree Adamstown Co Wexford
Gaelic	Coolnagree Maigh Arnaí INIS CÓRTHAIDH Loch Garman	Coolnagree Maigh Arnaí Loch Garman

Dublin Periphery

Resident Preferred Forms of address return the county rather than the postal district number for localities on the Dublin periphery.



Inner city addresses always return a Dublin postal district number.

For example, the Dublin district number in this address is replaced by “Co Dublin”:

Language	GeoDirectory Form	Resident Preferred Form
English	7 Main Street Clondalkin DUBLIN 22	7 Main Street Clondalkin Co Dublin
Gaelic	7 An tSráid Mhór Cluain Dolcáin BHAILE ÁTHA CLIATH 22	7 An tSráid Mhór Cluain Dolcáin Baile Átha Cliath

Bordering Localities

Premises are sometimes located on or close to the border of two (or more) localities. In these cases, residents may not want to use the locality where the address is “officially” located, but instead prefer to use the neighbouring primary or secondary locality, or even the neighbouring county name. A Resident Preferred Form of address will return a bordering locality instead of the official one only when the bordering locality was included in the input address.

This example assumes the bordering primary locality “Montpelier” was included in the input address. The GeoDirectory Forms revert to the “official” locality, but the Resident Preferred Forms retain it as a valid bordering locality:

Language	GeoDirectory Form	Possible Resident Preferred Form
English	Carob Cottage Derryhasna O'Briensbridge LIMERICK	Carob Cottage Montpelier O'Briensbridge Co Limerick
Gaelic	Carob Cottage Derryhasna O'Briensbridge LUIMNEACH	Carob Cottage Montpelier O'Briensbridge Luimneach

About DataPlus Information

You can configure your QAS products to use any of the available DataPlus sets that are available for IRL data. Refer to the relevant section of the product documentation for information on configuring QAS products to return DataPlus information.

Each DataPlus set (.dap) is divided into one or more items. QAS products can be configured to return these items via the Configuration Editor (using the element name) or the configuration file (using the code name). This section details the DataPlus sets currently available for IRL address data.

The following DataPlus sets are available with IRL data:

- Address DataPlus
- Postaim DataPlus
- Mosaic DataPlus

The supplier for Address DataPlus is GeoDirectory, a collaboration between An Post and Ordnance Survey Ireland (OSI). The supplier for Postaim data is Experian. Mosaic DataPlus is supplied primarily from the Census.



A separate licence key is required to use IRL MOSAIC DataPlus. When you install any data for the first time, you are prompted to enter the licence key for each dataset that you want to install. For more information about licences, see the Licence Manager section of your product manual. To obtain a licence key, contact your QAS account manager.

Address DataPlus

Identifier:IRLADD

The Address DataPlus set provides additional information about some elements of the returned address.

The IRLADD DataPlus set contains the following elements:

Element	Code	Description
Thoroughfare ID	ThorID	The unique 8-digit identification number assigned to every thoroughfare in Ireland, for example, 36859429.
Building Group Type Name	BGrTypeName	Building group type name, for example, shopping centre, or educational campus. The data has limited coverage; this field is not populated for most addresses.

Postaim DataPlus

Identifier: IRLPOS

Postaim is an An Post service that offers discount on bulk direct mailings when the customer does the presorting. There are two levels of presorting; Postaim 2 and Postaim 3. The Postaim DataPlus set returns these values.

The Postaim DataPlus set also returns a value for the postal district hub.



The Postal District Hub is not a feature of the An Post Postaim bulk mailing discount and therefore should not be used for presorting mail for Postaim discounts.

The IRLPOS DataPlus set contains the following elements:

Element	Code	Description
Postaim 2	P1	Postaim 2 Locality. This is a more general postal location, for example, Laois. The Postaim 2 presorting discount is offered on mailings of 2,001 - 10,000.
Postaim 3	P2	Postaim 3 Locality. This is a more specific postal location, for example, Tipperary Town. The Postaim 3 presorting discount is offered on mailings greater than 10,000.
Via Hub	HUB	Postal Distribution Hub. This acts as a central distribution point for the surrounding Postal Districts. There are four Postal Distribution Hubs in Ireland: Athlone, Cork, Dublin and Portlaoise.

Mosaic DataPlus

Identifier: IRLMOS

The IRLMOS DataPlus set returns IRL MOSAIC demographic data relevant to a given address.

IRL MOSAIC information is obtained primarily from the Census, but other (anonymous) third party data sources are also used. The data enables marketeers to predict the type of people living at a given address. Each address in Ireland has been classified into one of 40 MOSAIC types and 11 MOSAIC groups.

There are just under 20,000 MOSAIC Areas which are derived from address clusters throughout Ireland. Each one equates to between 40 and 75 households.

IRL MOSAIC only includes data for The Republic of Ireland. For more information about IRL MOSAIC, please visit the IRL MOSAIC Web site, and click on the MOSAIC link:

<http://www.experianmarketing.ie/>

Updates are supplied to QAS annually but only account for changes in GeoDirectory data. Historically, the MOSAIC data is only re-clustered after each Census (every five years). In the future, given the increase in sources of data used to create the MOSAIC classification, updates may be more frequent.

The IRLMOS DataPlus set contains the following elements:

Element	Code	Description
MOSAIC Type	TypeCode	MOSAIC Type Code
MOSAIC Type Name	TypeName	MOSAIC Type Name
MOSAIC Group	GroupCode	MOSAIC Group Code
MOSAIC Group Name	GroupName	MOSAIC Group Name
MOSAIC Area	AreaCode	MOSAIC Area Code

Using This Data

This chapter provides search tips and other product-specific information when using QuickAddress Pro, QuickAddress Pro Web, or QuickAddress Batch.



These searches are accurate at the time of data release. However, search results may differ depending on the data release you are using.

With QuickAddress Pro

Ireland Address Layouts

Forms of Address

The Ireland dataset includes several Forms of address, as described on page 7. The default layout will return addresses in the default Form of address. If you want to return addresses in a different Form you must set up additional address layouts.



Forms of address are referred to as Country Views in QuickAddress Pro version 6 and earlier.

Adding Layouts

Additional layouts are set up using the Configuration Editor. Once saved, new layouts can be activated after you restart Pro. You can set up layouts in the Configuration Editor with the following steps:

- 1) In the Configuration Editor Layout Manager, double-click on **Ireland**. This expands the list of layouts that are set up.
- 2) Click on the **New layout** button on the toolbar. Alternatively, from the **Layout** menu, click **New**, or right-click **Ireland** and choose **New** from the menu.

A dialog opens listing the available Forms of address.

- 3) Select the Form of address you want to add and click **OK**. The new layout is added to the bottom of the layout list.
- 4) Rename the new layout. For example, if you added a layout based on one of the Gaelic language Forms, you might rename the layout "Gaelic". You can rename the layout at any time by right-clicking it in the list, and selecting **Rename** from the menu.
- 5) You can assign a hotkey for the new layout. When Pro is minimised, using a layout-specific hotkey will pop up the program and automatically select that layout.

To assign a hotkey, click on the **Hotkey** field in the **Layout Properties** pane and press the keys you want to assign. For example, if you have added a Gaelic layout, click in the **Hotkey** field and press **CTRL + G**. When Pro is minimised, this hotkey pops up Pro in your Gaelic layout.



*It is recommended that you do not choose a hotkey that is already in use by Pro (see the "Available Keystrokes" topic in the Pro Help). You should also avoid common hotkeys, for example, **CTRL + A**, which in many Windows applications means "Select All".*

For more information about hotkeys, see the Configuration Editor Help.

- 6) Save the changes you have made in Configuration Editor by clicking the **Save** button in the toolbar, or clicking **Save** from the **File** menu, or pressing **CTRL + S**.
- 7) Close the Configuration Editor. The changes you have made will not take effect until you have closed and restarted Pro.

Changing Layouts

You can change the current layout in Pro by clicking **Select Layout...** from the **View** menu or pressing **CTRL + L**. The **Select Layout** dialog opens. Choose the required layout from the list.

You can change the layout at any stage of your search. To see a final returned address in a different layout, simply click **Select Layout...** from the **View** menu, or press **CTRL + L**, and click the layout.



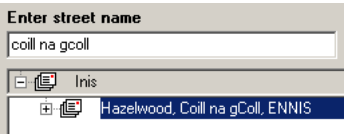
*If you drag the **Select Layout** dialog to the side of Pro, you can preview the differences to the returned address as you browse different layouts.*

Search Examples: Typedown

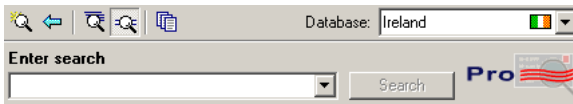
The following table provides a list of these example search types:

- Full address known;
- Primary and secondary locality not known;
- Gaelic language address known.

Search Type	Example
Full address known	<ol style="list-style-type: none">1) Enter the locality, knocknacarra, and press Enter.2) Enter the first few letters of the street name, for, and press Enter. In this example for is enough to uniquely identify Forest Hills as there are no other streets beginning "For...".3) Enter the premises number, 8, and press Enter.4) The correct address is returned: 8 Forest Hills Knocknacarra Co Galway

Search Type	Example
<p>Primary and secondary locality not known</p>	<ol style="list-style-type: none"> 1) Enter the county, co kildare, and press Enter. 2) Enter the first few letters of the street name, shed, and press Enter. 3) Enter the premises number, 632, and press Enter. 4) The correct address is returned: 632 Shed Road Levitstown Maganey Co Kildare
<p>Gaelic language address known</p>	<ol style="list-style-type: none"> 1) Enter the locality, inis, and press Enter. 2) Enter the street name, coill na gcoll, and press Enter. Note that the street name is displayed in both English and Gaelic in the picklist whereas the locality is only displayed in English:  3) Enter the premises number, 3 and press Enter. 4) The correct address is returned, according to the layout selected. The default layout will return addresses in the Resident Preferred (English) Form of address: 3 Hazelwood ENNIS Co Clare

Search Examples: Single Line



The following table provides a list of these example search types:

- Full address known;
- Only street name known;
- Gaelic language address known;
- Character missing from address;
- Address contains spelling mistake;
- Incomplete address element (partial);
- Incomplete address element (tagged).

Search Type	Explanation
Full address known	<p>Enter the premises details and the street name followed by the locality: apartment 7,main st,borrisokane</p> <p>The correct address is returned: Apartment 7 Main Street Borrisokane Co Tipperary</p>
Only street name known	<p>If the street name only is known, entering in the street will return a picklist from which the correct one can be selected. Pro can handle abbreviated street descriptors such as st, rd, ave or cl.</p> <p>Enter church ave to view a list of every street called "Church Avenue" in the country.</p>

Search Type	Explanation
<p>Gaelic language address known</p>	<p>In this example you are searching on a full Gaelic language address: 11 an fhaiche, inis, an clar</p> <p>The correct address is returned, according to the layout selected. The default layout will return addresses in the Resident Preferred (English) Form of address:</p> <p style="padding-left: 40px;">11 The Green Lifford Road ENNIS Co Clare</p>
<p>Character missing from address</p>	<p>If one or more characters are missing from the address the unknown characters can be replaced with a question mark.</p> <p>Enter 5 ?unters ave, fi?house and the correct address is returned:</p> <p style="padding-left: 40px;">5 Hunters Avenue Hunters Wood Firhouse DUBLIN 24</p>
<p>Address contains spelling mistake</p>	<p>Entering an address that contains one or more spelling errors can still return the correct address.</p> <p>Entering 196 few vale, shankhill will still return the correct address:</p> <p style="padding-left: 40px;">196 New Vale Shankill Co Dublin</p>
<p>Incomplete address element (partial)</p>	<p>If you only have partial address information, you can replace the remainder of an address element with an asterisk.</p> <p>Entering chapel*, co cork will display a picklist of streets beginning "Chapel" in County Cork.</p>

Search Type	Explanation
Incomplete address element (tagged)	<p>Sometimes it is helpful to tag a part of the search string to let Pro know which part of the address it is. For a list of available search constraints, see Search Constraints below.</p> <p>Searching on bally*@s,carlow, will display a picklist of streets that begin with “Bally...” in Carlow.</p>

Search Constraints

The following search constraints can be used to restrict searches when using the Single Line search engine in Pro or Batch Interactive.

Constraint	Elements Restricted to	Example Search
@C	County	dublin@c
@T	Posttown	10 main street,cork@t
@S	Secondary Thoroughfare, Primary Thoroughfare	abbey*@s,clonmel
@P	Building Name/Number, Sub Building Name/Number	garden*@p,wicklow

With QuickAddress Pro Web

The Ireland dataset contains several Forms of address, as described on page 7. Pro Web integrations can be configured to use address elements relating to any Form of address. Refer to your Pro Web documentation for configuration instructions.

An example of how Forms of address can be configured with address layouts in Pro is provided on page 15.

Scenarios

The following table indicates the relevant search examples for each Pro Web scenario and search engine that supports IRL address data.

Scenario	Search Engine	For search examples, see:
Address Capture on the Intranet	Single Line hierarchical	Single Line search examples on page 19.
Address Capture on the Web	Single Line flattened	Single Line search examples on page 19.
Address Capture	Single Line flattened	Single Line search examples on page 19.
Single Line	Single Line hierarchical	Single Line search examples on page 19.
Standard	Typedown	Typedown examples on page 17.
	Single Line hierarchical	Single Line search examples on page 19.
ActiveX Control	Typedown	Typedown examples on page 17.
	Single Line hierarchical	Single Line search examples on page 19.

With QuickAddress Batch



*If you are using Batch to clean your database against more than one dataset, DataPlus information **cannot** be configured.*

This section details the information relevant to using Batch with Ireland data.

Licences

AnPost require the use of GeoDirectory data to be charged on a per-record basis when using Batch. Your licence for the IRL dataset will be a metered licence. 'Clicks' are counted against the meter when you process your database, and these must be activated before you can output results from Batch. Refer to your Batch documentation for more information about metered licences, activating clicks and increasing the clicks available on your meter.

Forms of Address

The Ireland dataset contains several Forms of address as described on page 7. You can configure Batch Standalone to return addresses using a particular Form during session configuration. Refer to your Batch documentation for more detailed instructions.

Batch API integrations can be configured to use address elements relating to any Form of address. Refer to your product documentation for address layout configuration instructions.

Dataset-Specific Input Field Types

When you are configuring a Batch session, you can specify the address elements which are contained in your input fields. This can speed up the cleaning process as Batch does not have to work out which address element is contained within a field.

There are no dataset-specific input field types defined for Ireland data. Only the generic input fields (Organisation, Place, Country, etc.) are available.

Dataset-Specific Information Bits

This section contains details of IRL-specific Information Bits.

IRL-Specific Information Bits

When using IRL-specific data, a selection of dataset information bits can be returned.

- For Standalone users, IRL-specific information bits are returned as the first 8 digits of the 16-digit extended match result as displayed in Interactive.
- For API users, these are returned by the function **QABatchWV_GetMatchInfo** as parameter *riCountryInfo1*, and from the function **QABatchWV_Clean** in the parameter *rsReturnCode* from the 13th to 20th characters. Refer to the QuickAddress Batch manual for further information about these functions.

The following table provides a full list of IRL-specific information bits that can be returned.

Information Bit	Description
10000000	English Primary Locality added that was not supplied in the input address
20000000	Gaelic Primary Locality added that was not supplied in the input address
40000000	English Secondary Locality added that was not supplied in the input address
80000000	Gaelic Secondary Locality added that was not supplied in the input address
01000000	Street retained from the input address that is not in the data
02000000	Street added that was not supplied in the input address
00100000	Match to bordering locality
00200000	Match to bordering Dublin district number
00400000	Wrong Dublin district number supplied
00800000	Match to bordering county

Information Bit	Description
00020000	Posttown added
00001000	Gaelic Primary Thoroughfare available
00002000	Gaelic Secondary Thoroughfare available
00004000	Gaelic Primary Locality available
00008000	Gaelic Secondary Locality available
00000100	English Posttown has been removed
00000200	Gaelic Posttown has been removed
00000400	English Resident Preferred Posttown has been removed
00000800	Gaelic Resident Preferred Posttown has been removed

Search Examples: Batch Interactive

For information about the best methods for searching on Ireland addresses using Batch Interactive, refer to the Single Line search examples on page 19 and the Typedown search examples on page 17.

