

D13

Affluent Avenues

1.61%



These areas consist of the most sought after apartments in the country. In Dublin they form the elite neighbourhoods of the capital. These buildings are quite ostentatious and prestigious.

The people who live here are well-educated professionals likely to be doctors, dentists, lawyers etc. Families tend not to live here as the proximity to city/town is not ideal for children. These professionals are highly paid with high levels of disposable income available, as life without children does not make the same financial demands.

People who live here tend to lead hectic social lives which often include dining out and the theatre. They are likely to take skiing or long distance holidays. They are heavy watchers of Channel 4, are most likely to read the Irish Times and are also heavy subscribers to The Economist and similar publications.

These areas can be found in Sandymount, Milltown and Shrewsbury.