

Wexford

...New Ross

LEO Catchment Profile (LCP) Key Data for Enterprise Strategy



Wexford Local Enterprise Office

Address:
Wexford County Council
Carricklawn,
Wexford,
County Wexford

Web:
<https://www.localenterprise.ie/Wexford/>

Phone:
053 9196020

Email:
info@leo.wexfordcoco.ie

Opening Hours:
Mon - Fri: 9:00 - 5:00
Saturday - Sunday: Closed

About this Report

Local Enterprise Office (LEO) provides advice, information and support to you in starting up or growing your business. With 31 dedicated teams across the Local Authority network in Ireland, Local Enterprise Offices offer you a wide range of experience, skills and services. The Local Enterprise Office is for people interested in starting up a new business or already in business including entrepreneurs, early stage promoters, start-ups and small business looking to expand.

The LEO socio-economic catchment profile presented within this report will provide enterprises, both new and existing, with key datasets that can form an integral part of a market analysis for a new business plan, assist in benchmarking sales figures with a database of potential customers or provide insight into a preferential location for an expansion plan. The profiles are based on the selected urban settlement (Ennis, Tuam, Naas etc) and then two larger spatial catchments representing a 30 minute and one hour drivetime to the settlement - this provides vital information on the scale of the potential customer market within close proximity of the settlement.

The definition of a potential customer or market will depend on your type of business. For example, if you are opening up a new domestic alarm company your market will be the number of houses within your local and regional catchment or if you are opening up a new children's clothing shop you will need to know the number of young people living within the area. The profile provides easy access to this type of information and illustrates the results in a clear and digestible format using key figures and graphics.

By using a combination of individual profiles, say Ennis (Clare) and Nenagh (Tipperary), it is also possible to use the datasets within each to assist in identifying the correct location for a new enterprise, business or service.

How do you use the profiles?

- Each profile provides detailed information and indicators on a series of themes such as demographics, industry, housing and transport. Browse through the profile to get a better understanding of your local and regional market. Use the map on the opposite page to visualise the extent of each catchment.

- The profile also comes with a detailed database containing all of the source indicators. The data and accompanying graphics can be used as input to reports, presentations and other marketing material to assist in the development of a business growth strategy.

Spatial Insight Solutions

This profile has been developed by Spatial Insight Solutions - a professional consultancy specialising in spatial analysis (GIS), geo-demographics, data analytics and custom map design. For more information on this report or to discuss other data related queries please contact the team:

e: info@spatialinsight.ie

w: www.spatialinsight.ie

Indicators and Catchments

Indicators

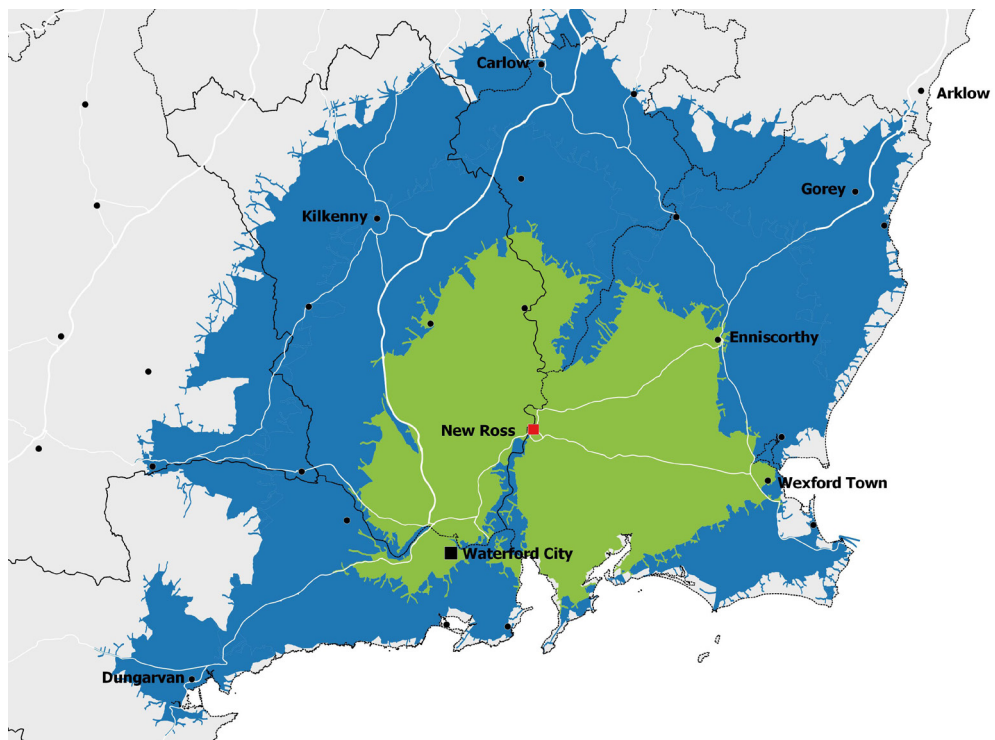
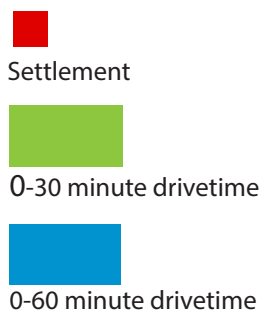
The socio-economic catchment profile is based on 8 key themes with a series of indicators representing each theme. All data is based on the latest available Census information (2016).

Each indicator page highlights the key points and provides three key graphics that illustrate the main data for either the hierarchy of geographies (settlement, 30 and 60 minutes catchment) or for the key indicators within the theme.



Geography

The socio-economic catchment profile is based on two distinct geographies. Firstly, the official settlement boundary for the town (based on Central Statistics Office definition) and secondly, a drive-time isochrone or travel catchment to each settlement. Two isochrones are represented here - a 0-30 minute travel isochrone and a one-hour travel isochrone (see green and blue areas below).

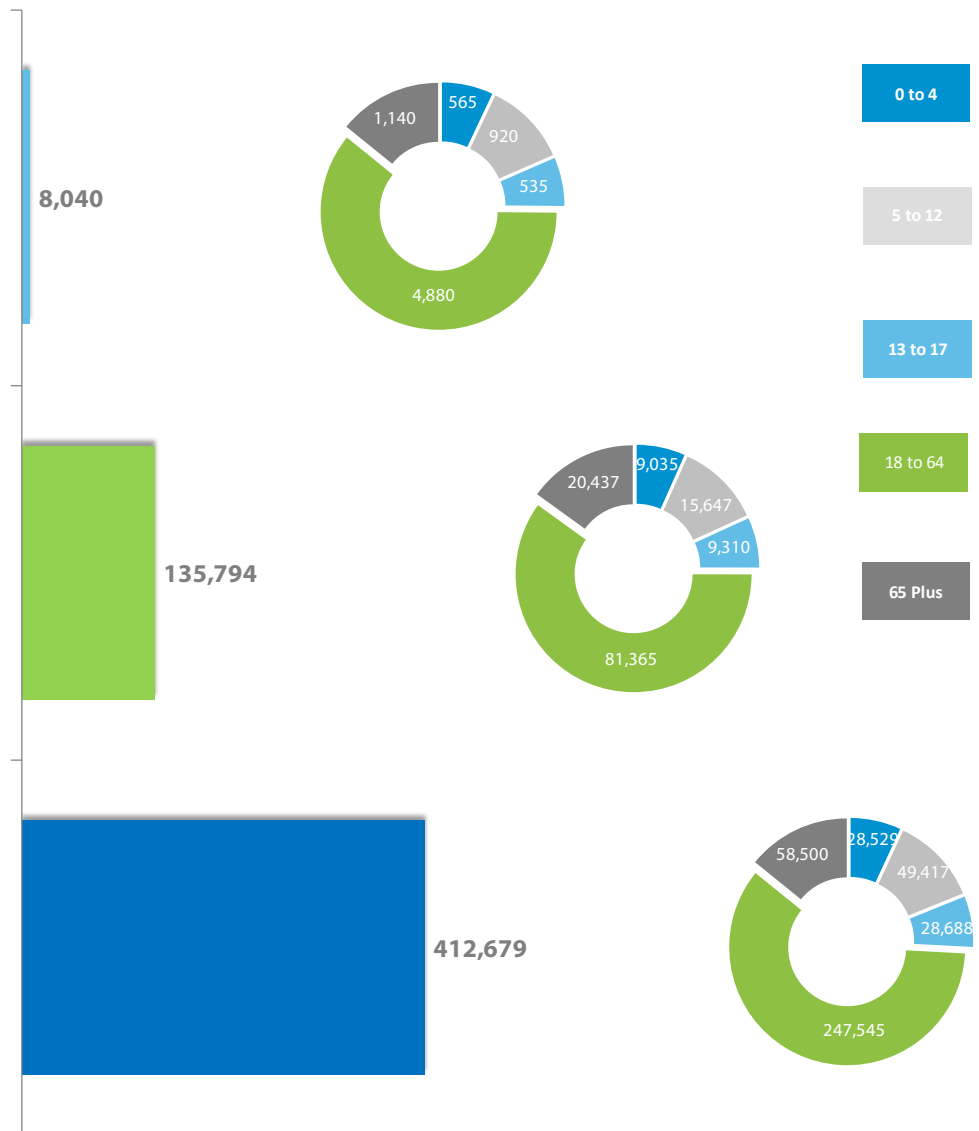
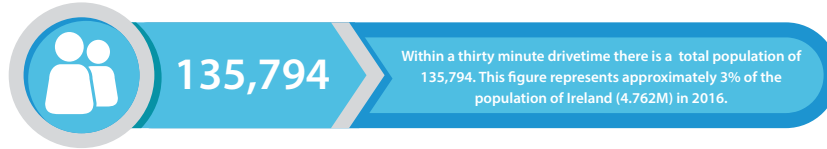


Mapping: Contains Irish Public Sector Data (data.gov.ie) licensed under a Creative Commons Attribution 4.0 International (CCBY 4.0) licence



Demography

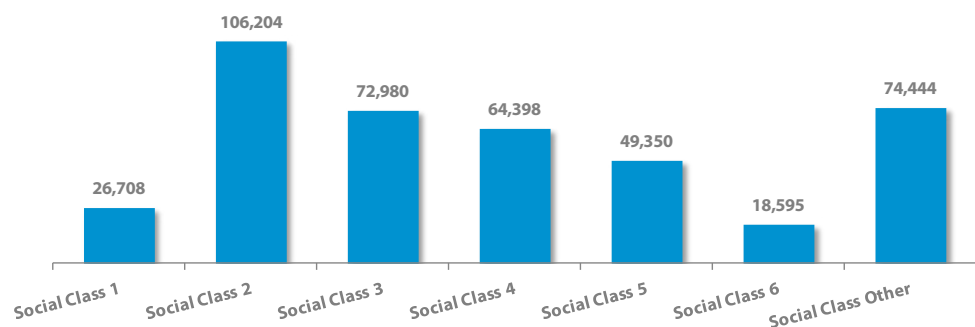
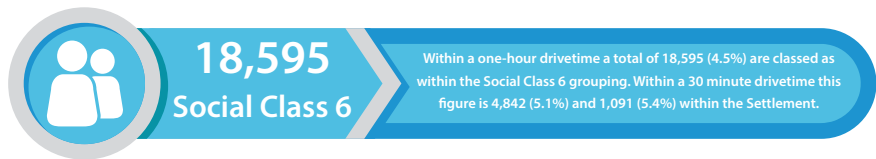
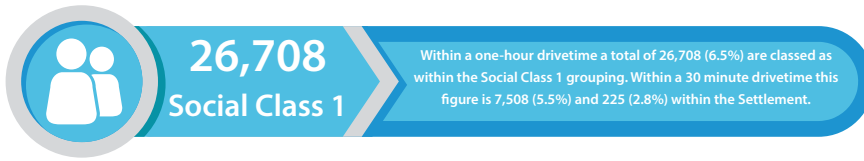
Total Population





Demography

Social Classification (1 highest, 6 lowest)





Demography

Non-native Language Speakers (not English or Irish)



42,001

Within a 60 minute drivetime a population of 42,001 are non-native language speakers. This can be broken down into Polish 13,132 (31.3%), French 3,707 (8.8%), Lithuanian 2,102 (5%) and Other 23,060 (54.9%).



14,845

Within a 30 minute drivetime a population of 14,845 are non-native language speakers. This can be broken down into Polish 4,566 (30.8%), French 1,145 (7.7%), Lithuanian 789 (5.3%) and Other 8,345 (56.2%).

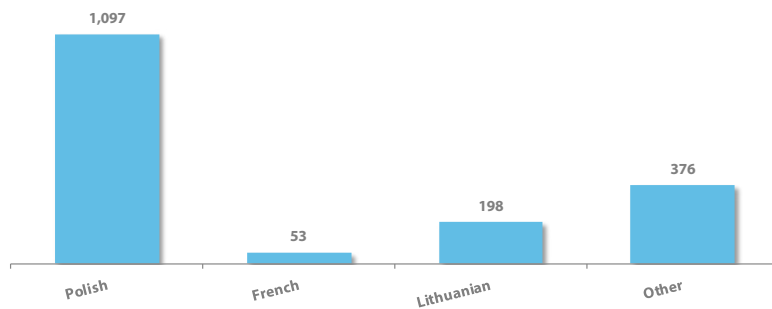


1,724

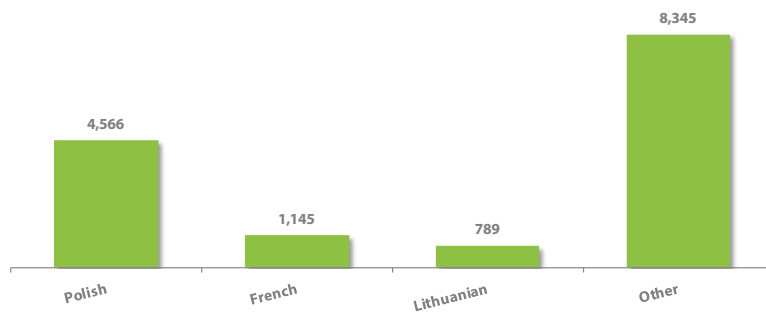
Within the Settlement a population of 1,724 are non-native language speakers. This can be broken down into Polish 1,097 (63.6%), French 53 (3.1%), Lithuanian 198 (11.5%) and Other 376 (21.8%).



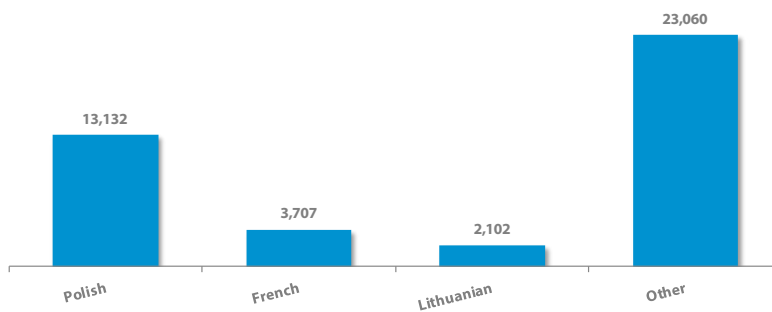
within the settlement



30 minute drivetime



60 minute drivetime





Demography Family Cycle



12,502
Empty Nests

Within a one-hour drivetime a total of 12,502 (11.4%) Families are classed as Empty Nesters. This figure is 4,140 (11.5%) within a 30 minute drive and 265 (12.1%) within the settlement.



10,347
Pre-school

Within a one-hour drivetime a total of 10,347 (9.5%) Families are classed as Pre-School. This figure is 3,375 (9.4%) within a 30 minute drive and 233 (10.6%) within the settlement.

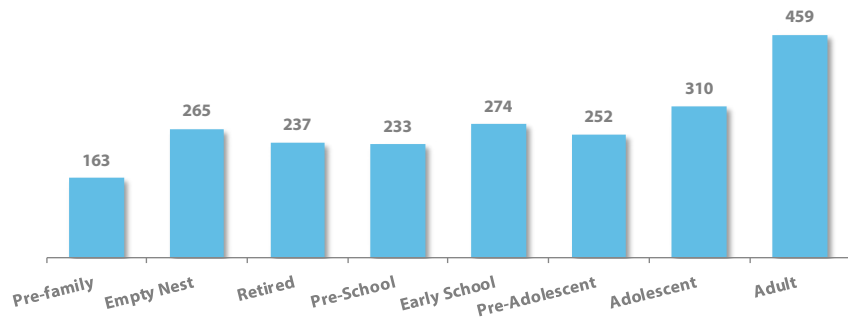


7,849
Pre-family

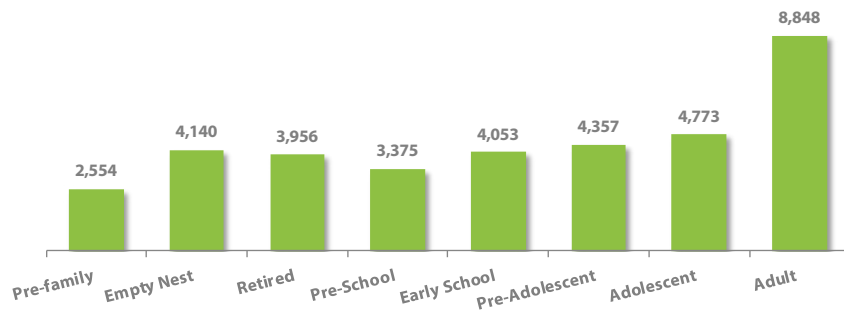
Within a one-hour drivetime a total of 7,849 (7.2%) Families are classed as Pre-Family. This figure is 2,554 (7.1%) within a 30 minute drive and 163 (7.4%) within the settlement.



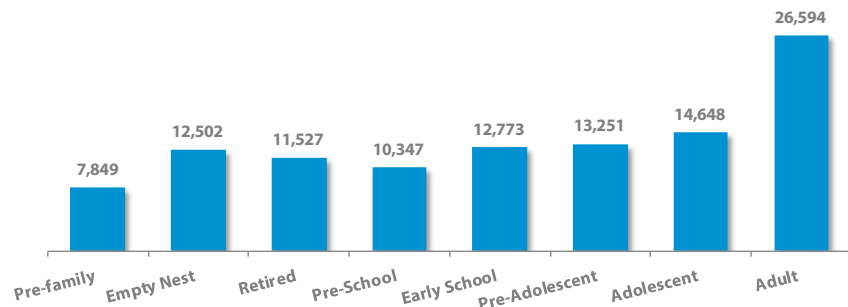
within the settlement



30
minute drivetime



60
minute drivetime





Education Attainment Levels

1,350 PhDs

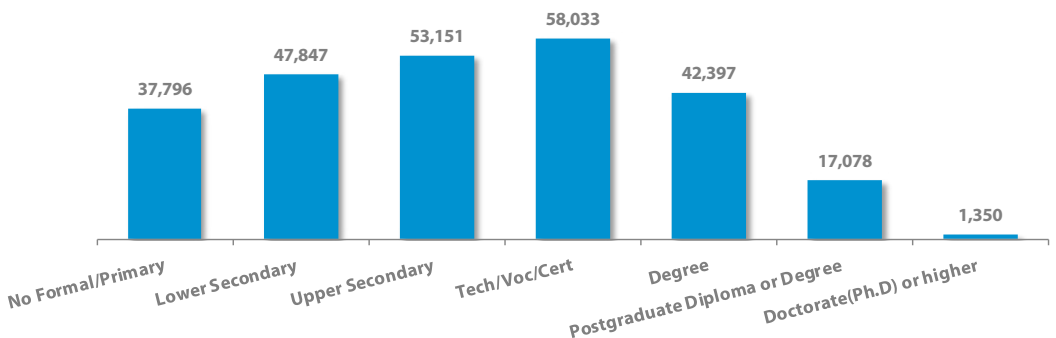
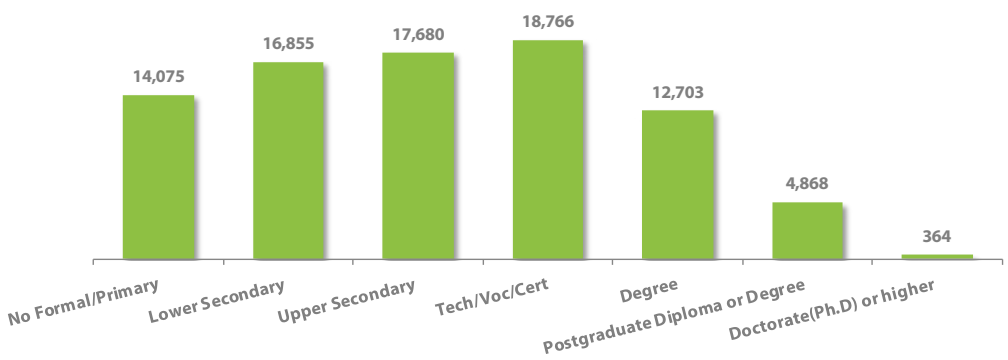
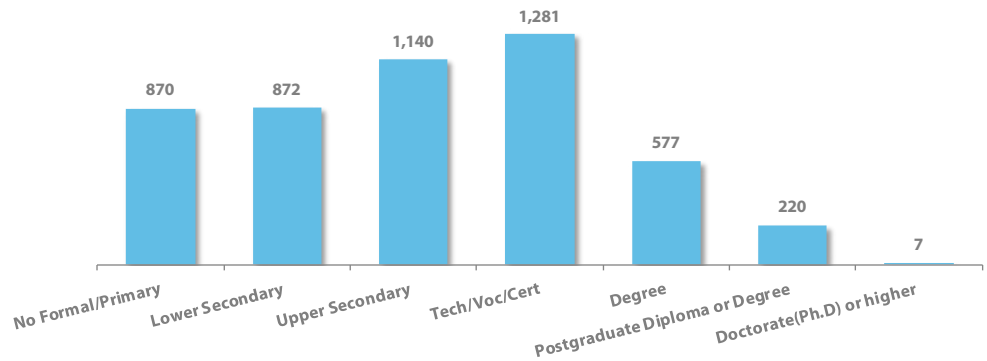
Within a one hour drivetime from the settlement there are 1,350 graduates with a PhD, 364 reside within a half hour drive from the settlement.

60,825 3rd Level

There are 60,825 graduates with a Third Level Degree residing within a one hour drive from the settlement. 28.1% have a PostGrad and 2.2% have a PhD

58,033 Trades

New Ross has a high number of people with Apprenticeships, Technical and Vocational qualifications residing within a one hour drive from the settlement.





Education Field of Study



31,238
Business & Law

Within a one hour drivetime there are a total of 31,238 (11.5%) people with a 3rd level qualification in Social Science, Business & Law. This figure is 9,356 (10.4%) within 30 minutes and 497 (9.3%) within the settlement.



9,177
Science-
Maths/Computing

Within a one hour drivetime there are a total of 9,117 (3.3%) people with a 3rd level qualification in Science, Maths and Computing. This figure is 2,884 (3.2%) within 30 minutes and 108 (2%) within the settlement.

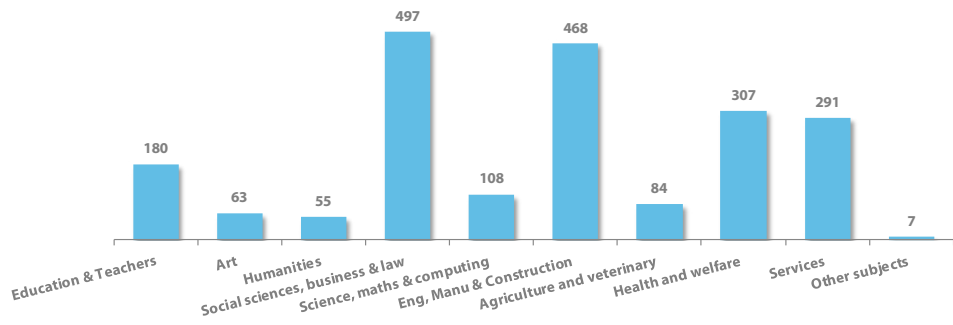


23,691
Engineering &
Construction

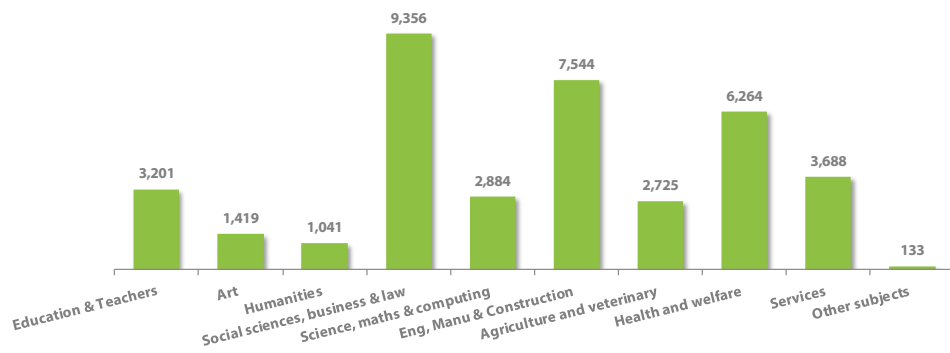
Within a one hour drivetime there are a total of 23,691 (8.7%) people with a 3rd level qualification in Engineering, Manu & Cons. This figure is 7,544 (8.4%) within 30 minutes and 468 (8.7%) within the settlement.



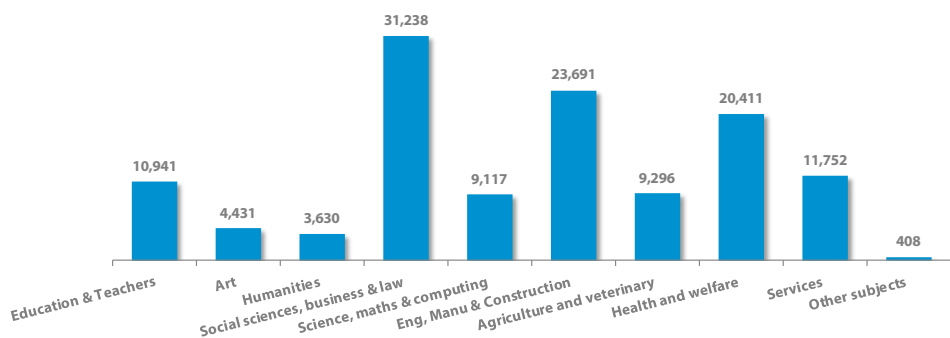
within the
settlement



30
minute
drivetime



60
minute
drivetime





Economy Status

Labour Force & Non Labour Force



3,914

The total labour force within the settlement is 3,914 and represents approximately 5.7% of the labour force in the county (69,237) in 2016.



63,209

Within a thirty minute drivetime there is a labour force of 63,209. This figure represents approximately 2.7% of the labour force of Ireland (2.3M) in 2016.

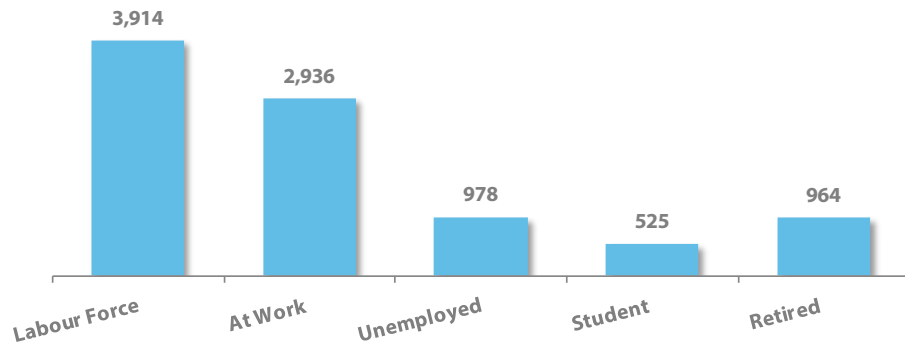


192,985

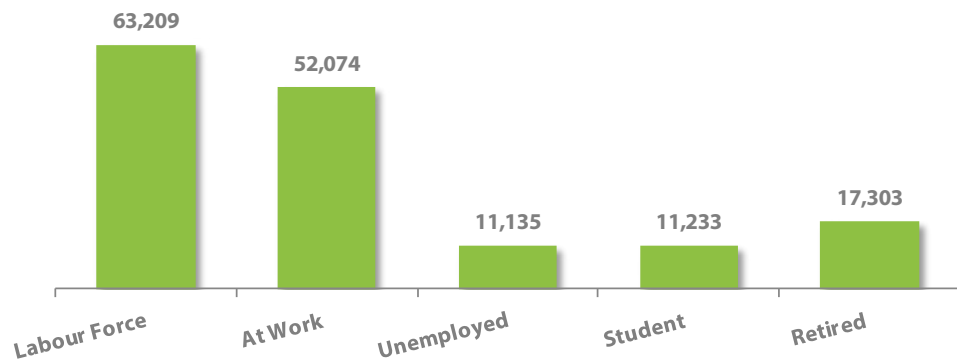
Within a one hour drivetime there is a labour force of 192,985. This figure represents approximately 8.4% of the labour force of Ireland (2.3M) in 2016.



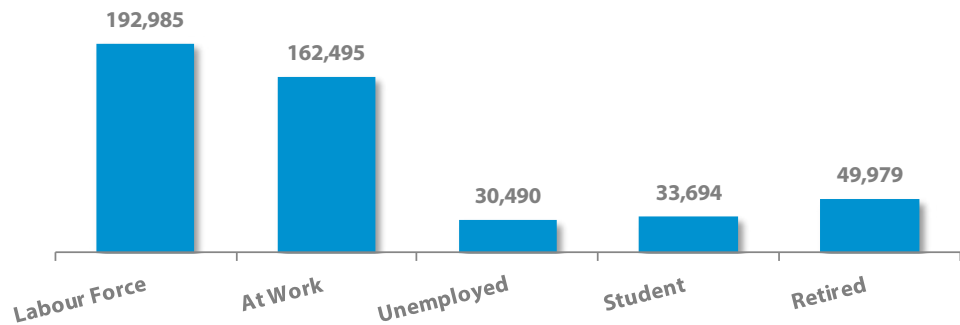
within the settlement



30 minute drivetime



60 minute drivetime





Industry & Occupations

Industry of Employment



36,507
Commerce &
Trade

Of the 162,495 people at Work within a one hour drivetime, a total of 36,507 (22.5%) are employed in 'Commerce and Trade'. This figure is 11,348 (21.8%) and 639 (21.8%) within the settlement.



38,733
Professional
Services

Of the 162,495 people at Work within a one hour drivetime, a total of 38,733 (23.8%) are employed in 'Professional Services'. This figure is 12,408 (23.8%) and 557 (19%) within the settlement.



22,419
Manufacturing

Of the 162,495 people at Work within a one hour drivetime, a total of 22,419 (13.8%) are employed in 'Manufacturing'. This figure is 7,602 (14.6%) and 567 (19.3%) within the settlement.



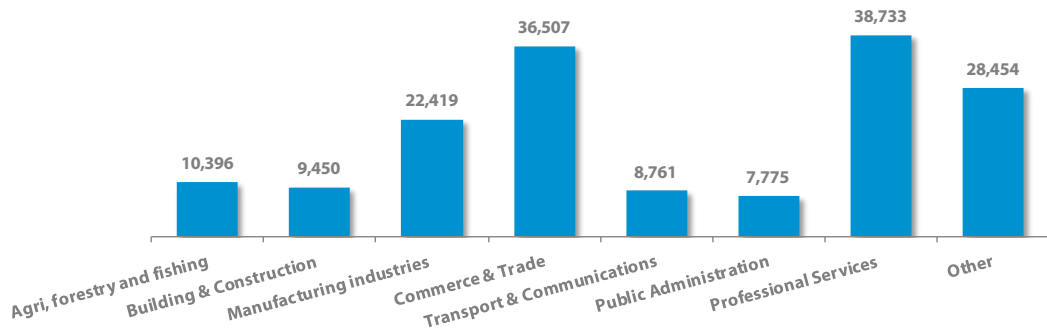
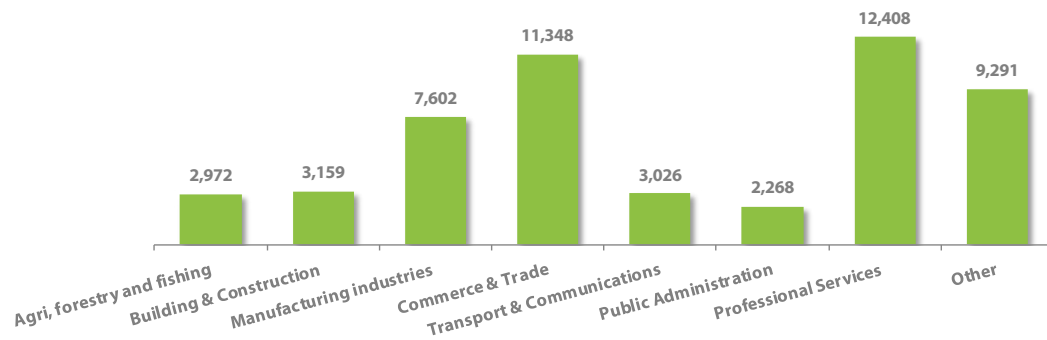
within the
settlement



minute
drivetime



minute
drivetime





Industry & Occupations

Type of Occupation



13,369
Senior Execs

A total of 13,369 (7%) persons classed as 'Managers, Directors and Senior Officials' are residing within a one hour drivetime, 3,926 (6.3%) within 30 minutes and 211 (5.6%) within the Settlement.



26,723
Professionals

A total of 26,723 (14.1%) persons classed as 'Professionals' are residing within a one hour drivetime, 7,780 (12.5%) within 30 minutes and 295 (7.8%) within the Settlement.



17,011
Prof & Technical

A total of 17,011 (9%) persons classed as 'Associate Professional and Technical' are residing within a one hour drivetime, 5,143 (8.3%) within 30 minutes and 248 (6.5%) within the Settlement.



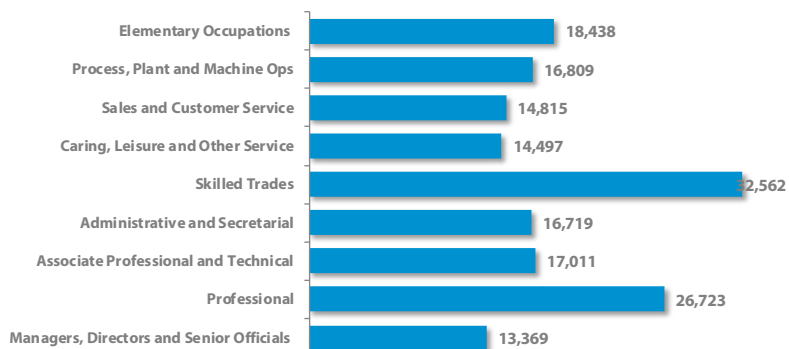
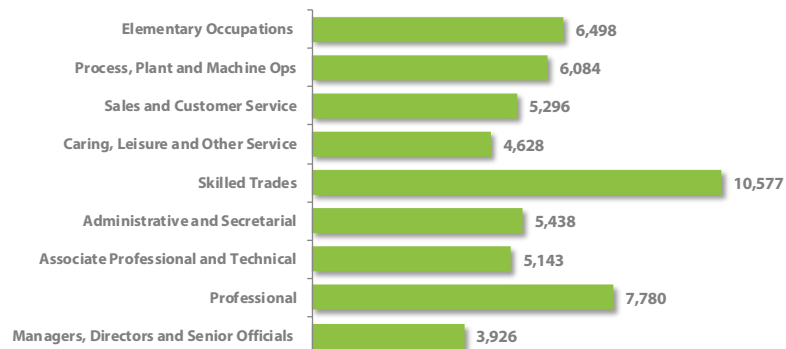
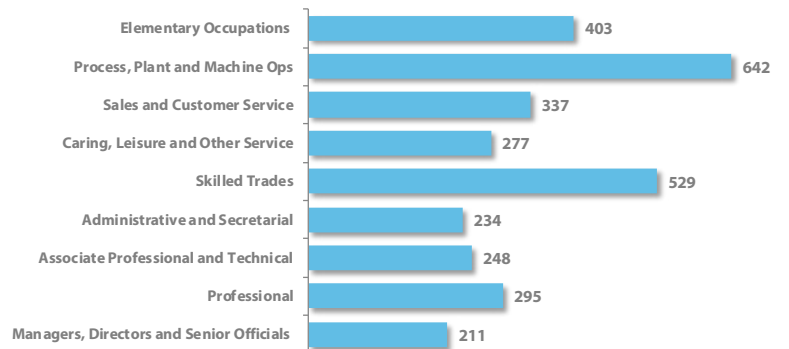
within the settlement



30
minute drivetime



60
minute drivetime





Housing

Type of Property



3,247

The total number of households within the settlement is 3,247 and represents 6% of all households within the county in 2016.



50,856

Within a 30 minute drivetime there are 50,856 households. 91.4% are classed as Houses/Bungalows and 7% are classed as Flats/Apartments. This figure represents 3% of the total households in the State in 2016.

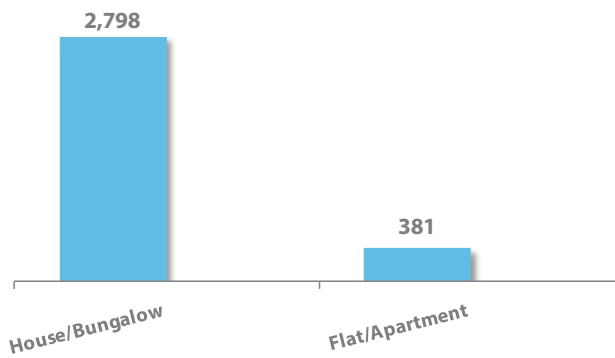


150,750

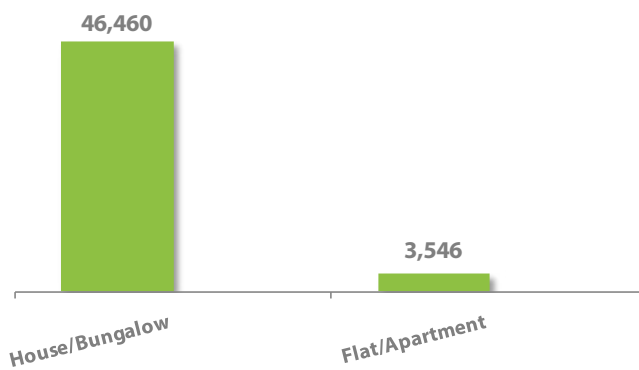
Within a one hour drivetime there are a total of 150,750 households. 92.6% are classed as House/Bungalows and 5.7% are classed as Flat/Apartments.



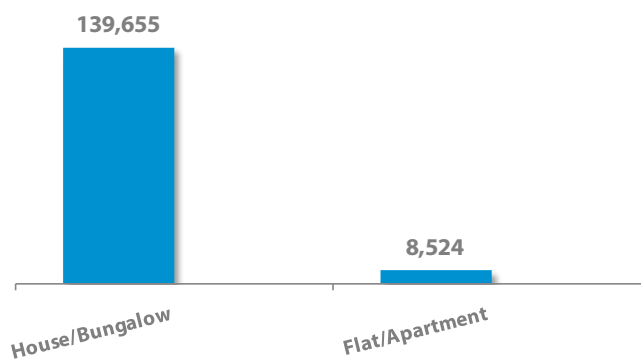
within the settlement



30 minute drivetime



60 minute drivetime





Housing Tenure



1,542
Owner Occupied

There are 1,542 (47.6%) Owner Occupied (OO) households within the Settlement, a total of 33,188 (65.5%) within a 30 minute drivetime and 103,276 (68.7%) within a one hour drivetime.



804
Private Rented

There are 804 (24.8%) Private Rented (PR) households within the Settlement, a total of 7,931 (15.6%) within a 30 minute drivetime and 23,032 (15.3%) within a one hour drivetime.

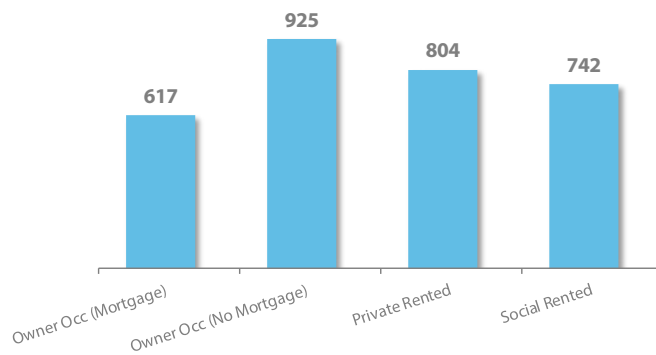


742
Social Rented

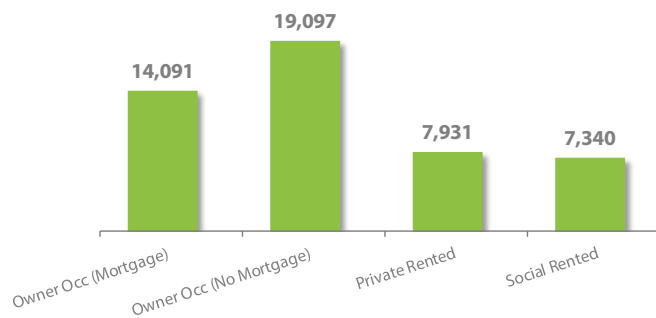
There are 742 (22.9%) Social Rented (SR) households within the Settlement, a total of 7,340 (14.5%) within a 30 minute drivetime and 17,498 (11.6%) within a one hour drivetime.



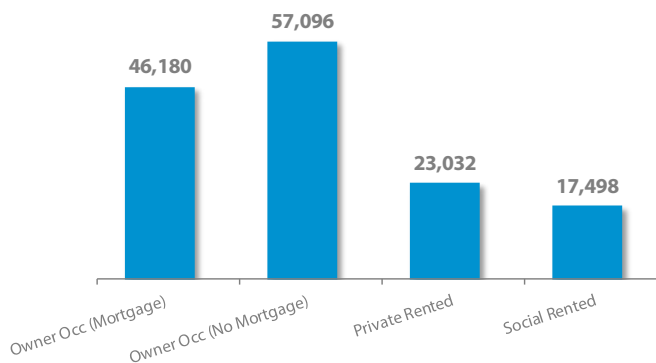
within the settlement



30
minute drivetime



60
minute drivetime





Housing

Age of Properties



2,804
Post 2011

Within a one hour drivetime a total of 2,804 (1.9%) households were built post 2011. This figure is 880 (1.7%) within 30 minutes and 036 (1.1%) within the Settlement.



45,845
Post 2001

Within a one hour drivetime a total of 45,845 (30.5%) households were built post 2001. This figure is 13,732 (27.1%) within 30 minutes and 1,086 (33.5%) within the Settlement.

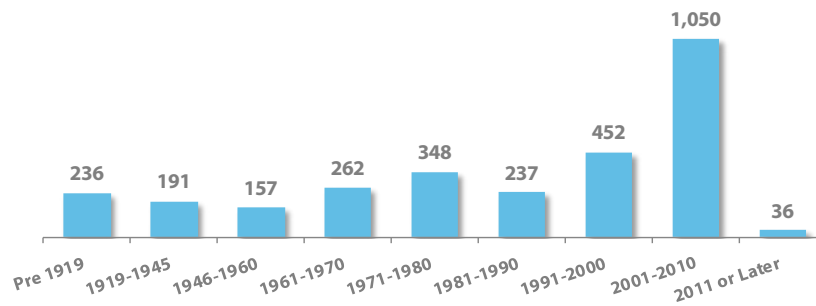


96,243
Pre 2001

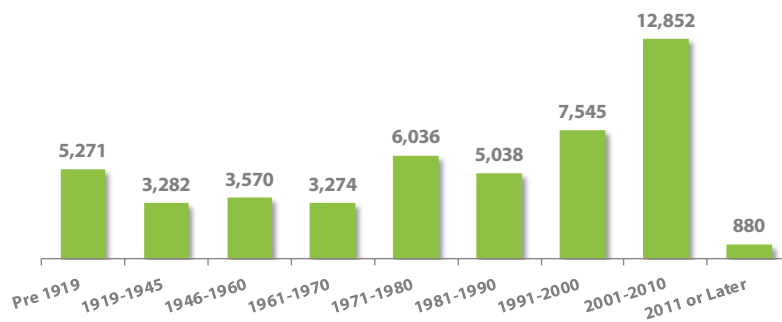
Within a one hour drivetime a total of 96,243 (64.1%) households were built pre 2001. This figure is 34,016 (67.1%) within 30 minutes and 1,883 (58.2%) within the Settlement.



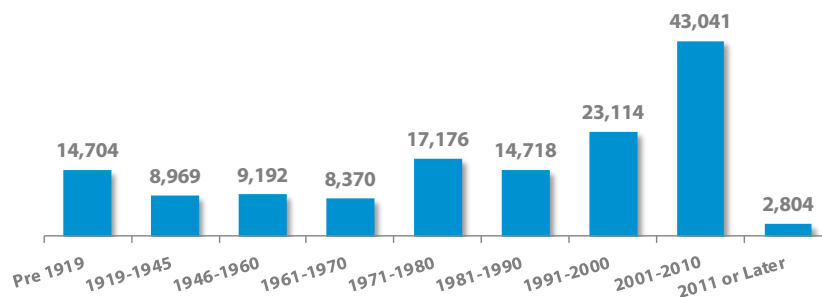
within the settlement



30
minute drivetime



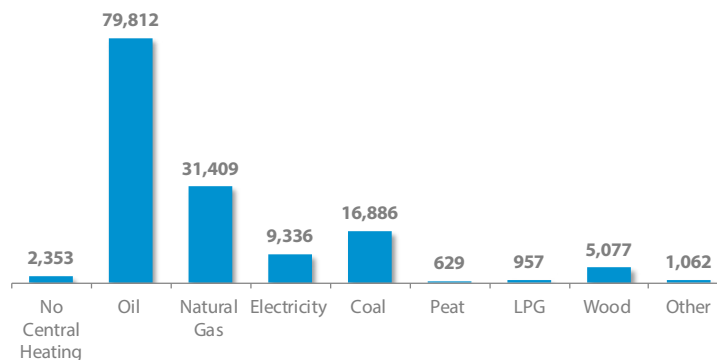
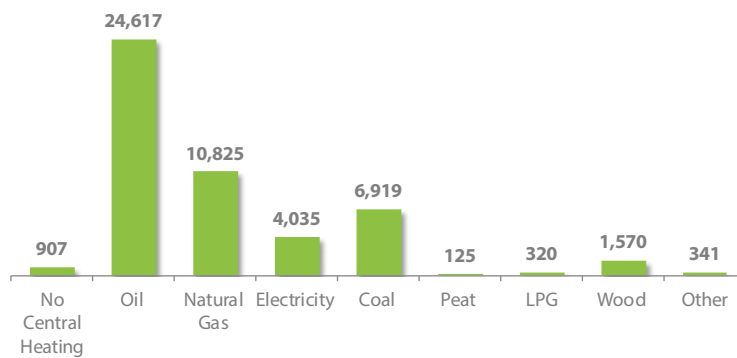
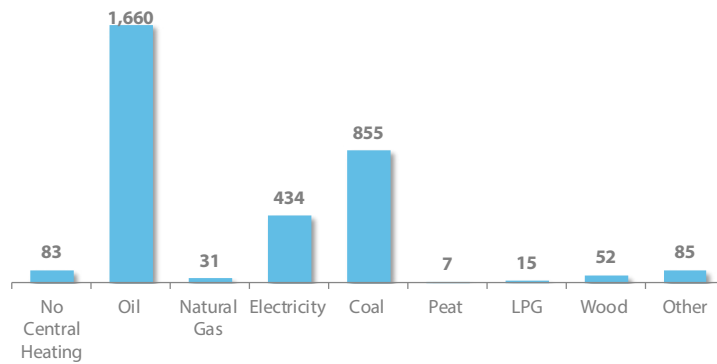
60
minute drivetime





Housing

Type of Central Heating





Housing Water System



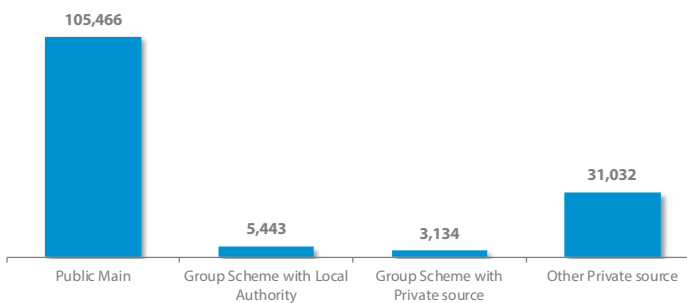
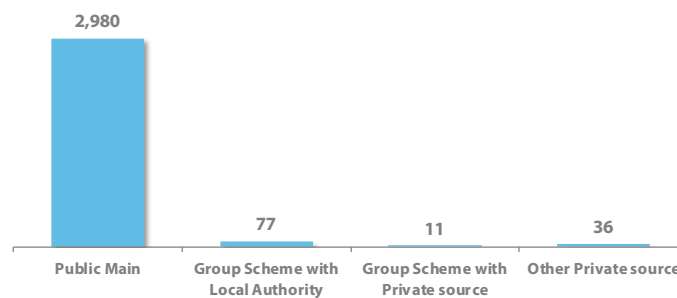
within the settlement



30
minute drivetime



60
minute drivetime





Housing Sewage System



89,823
Pub Scheme

Within a one hour drivetime a total of 89,823 (59.8%) households are connected to a Public Scheme. This figure is 31,637 (62.4%) within 30 minutes and 2,910 (89.9%) within the Settlement.



46,554
Septic Tank

Within a one hour drivetime a total of 46,554 (31%) households have individual Septic Tanks. This figure is 14,263 (28.1%) within 30 minutes and 147 (4.5%) within the Settlement.



7,044
Other

Within a one hour drivetime a total of 7,044 (4.7%) households are connected to another individual treatment system. This figure is 2,377 (4.7%) within 30 minutes and 009 (0.3%) within the Settlement.



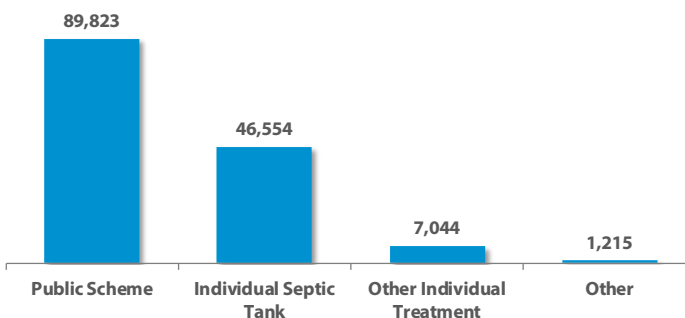
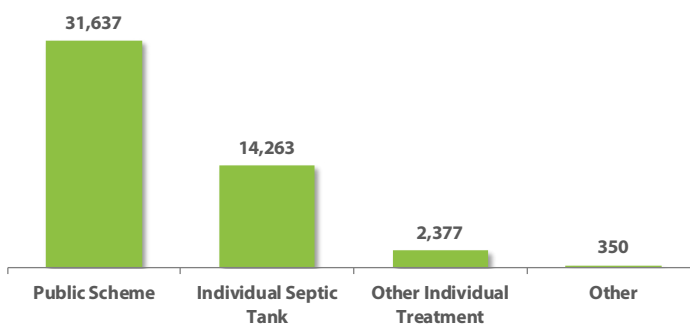
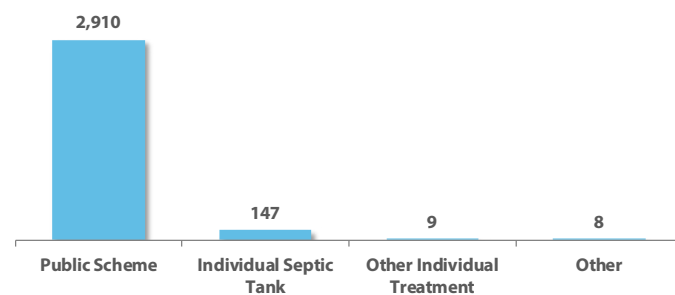
within the settlement



30
minute drivetime



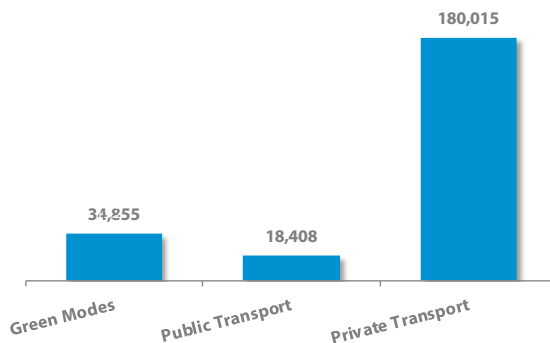
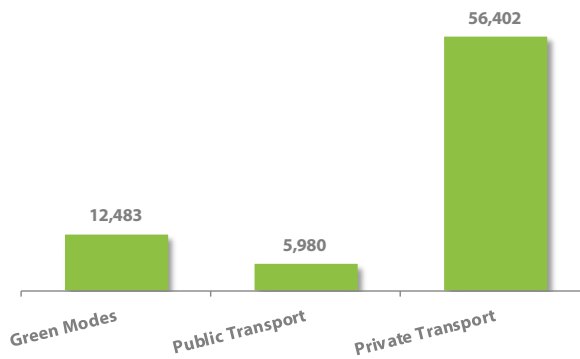
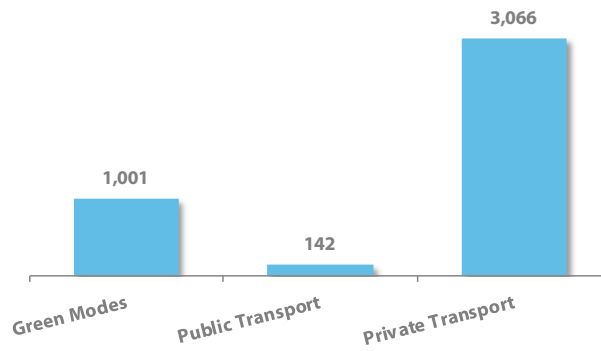
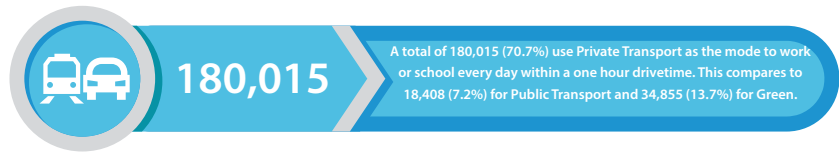
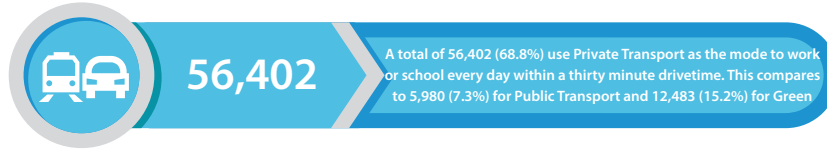
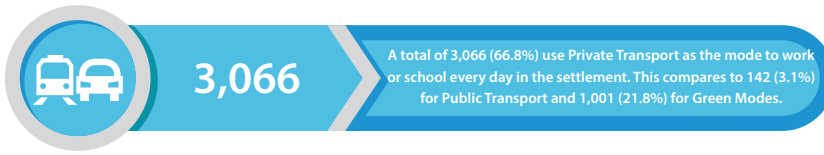
60
minute drivetime





Transport

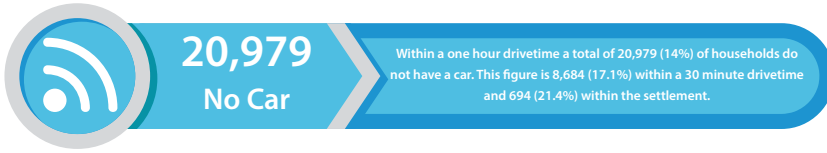
Mode of Transport to Work & School



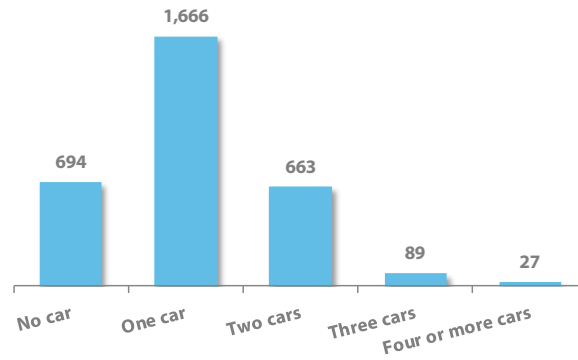


Connectivity

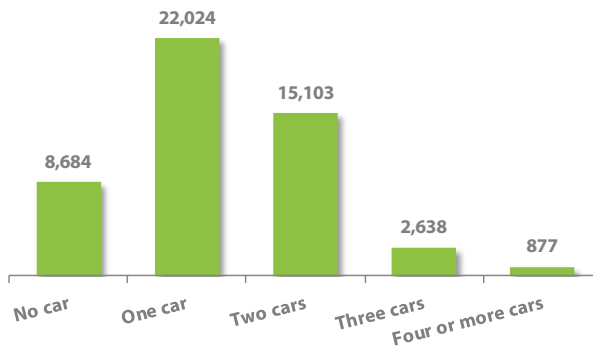
Cars per Household



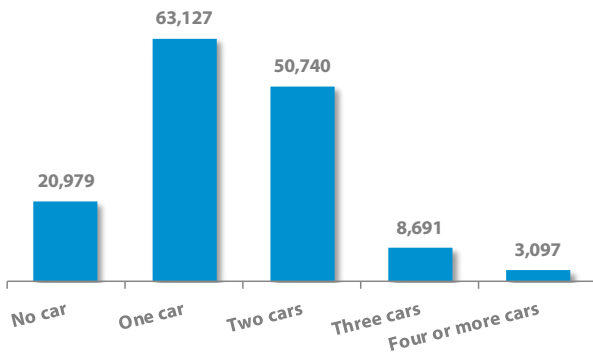
within the settlement



30 minute drivetime



60 minute drivetime





Connectivity

Broadband Access



100,018
Broadband

Within a one hour drivetime a total of 100,018 (66.6%) of households have broadband access. This figure is 33,076 (65.2%) within a 30 minute drivetime and 2,038 (63%) within the settlement.



14,114
Non-Broadband

Within a one hour drivetime a total of 14,114 (9.4%) of households have access to non-broadband internet. This figure is 4,684 (9.2%) within a 30 minute drivetime and 283 (8.7%) within the settlement.



32,167
No Internet

Within a one hour drivetime a total of 32,167 (21.4%) of households have no internet access. This figure is 11,445 (22.6%) within a 30 minute drivetime and 811 (25.1%) within the settlement.



within the settlement



30
minute drivetime



60
minute drivetime

