Oifig Fiontair Áitiúil
Local Enterprise Office

Spatial Insight solutions

European Union
European Regional Development Fund

Wexford ...Gorey

LEO Catchment Profile (LCP)

Key Data for Enterprise Strategy

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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 promotors, 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:
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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.

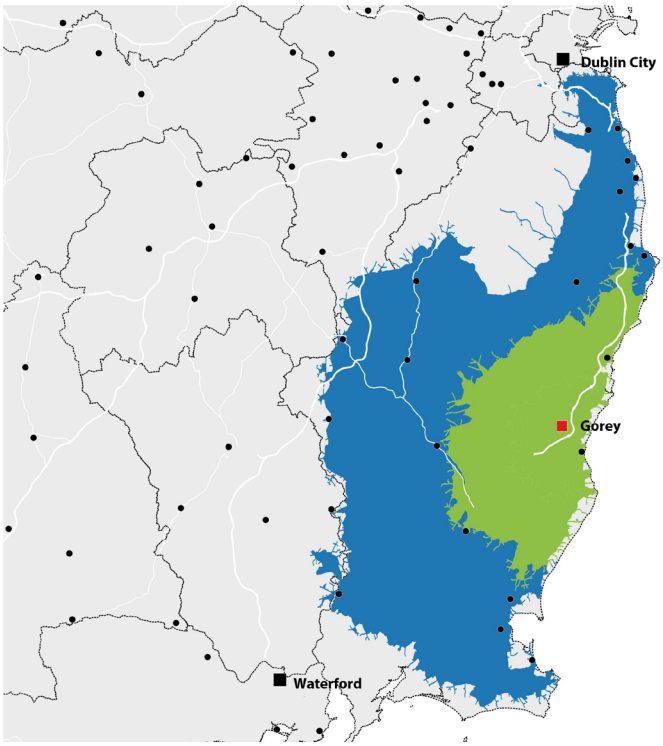
Geography

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).

Settlement

0-30 minute drivetime

0-60 minute drivetime



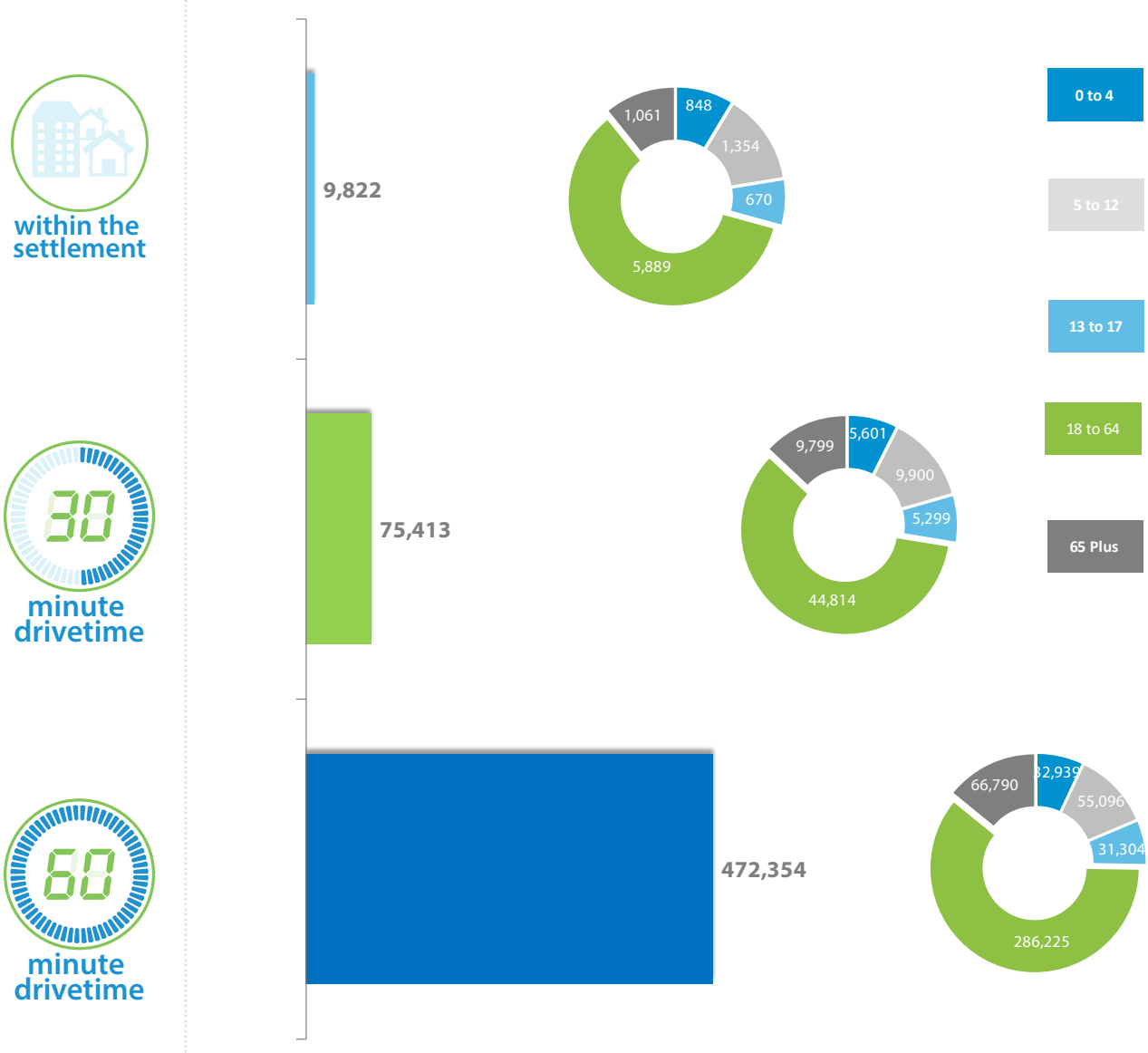
Demography

Total Population

9,822 — The total population within the settlement is 9,822 and represents approximately 8.4% of the population of the county (149,722) in 2016.

75,413 — Within a thirty minute drivetime there is a total population of 75,413. This figure represents approximately 1.6% of the population of Ireland (4.762M) in 2016.

472,354 — Within a one hour drivetime there is a total population of 472,354. This figure represents approximately 10.29% of the population of Ireland (4.762M) in 2016.



Demography

Social Classification (1 highest, 6 lowest)

45,291 Social Class 1

Within a one-hour drivetime a total of 45,291 (9.6%) are classed as within the Social Class 1 grouping. Within a 30 minute drivetime this figure is 4,289 (5.7%) and 330 (3.4%) within the Settlement.

151,198 Social Class 2

Within a one-hour drivetime a total of 151,198 (32%) are classed as within the Social Class 2 grouping. Within a 30 minute drivetime this figure is 19,184 (25.4%) and 2,099 (21.4%) within the Settlement.

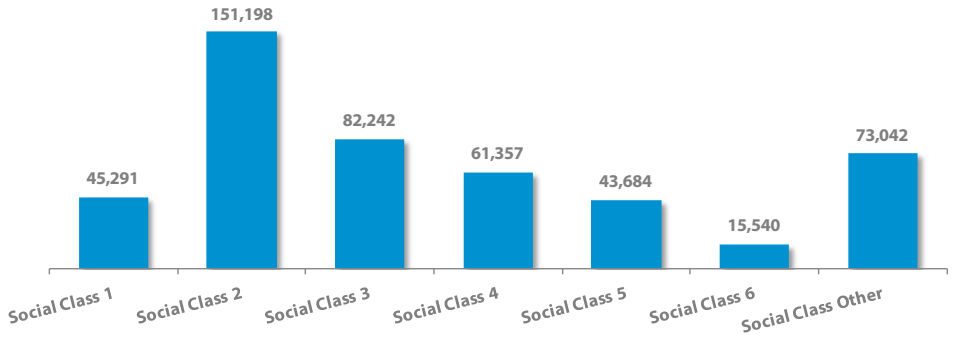
15,540 Social Class 6

Within a one-hour drivetime a total of 15,540 (3.3%) are classed as within the Social Class 6 grouping. Within a 30 minute drivetime this figure is 3,195 (4.2%) and 394 (4%) within the Settlement.

within the settlement

30 minute drivetime

60 minute drivetime



Demography

Non-native Language Speakers (not Engish or Irish)

54,461

Within a 60 minute drivetime a population of 54,461 are non-native language speakers. This can be broken down into Polish 12,574 (23.1%), French 5,794 (10.6%), Lithuanian 2,100 (3.9%) and Other 33,993 (62.4%).

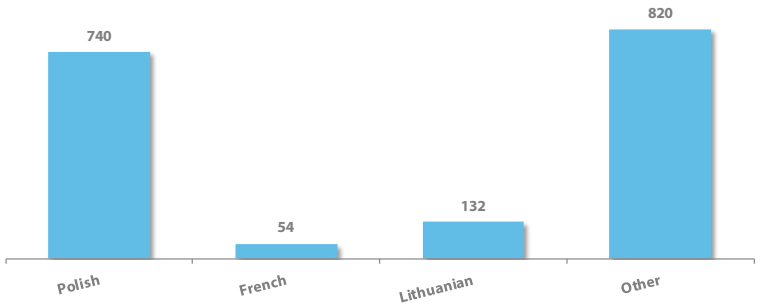
7,133

Within a 30 minute drivetime a population of 7,133 are non-native language speakers. This can be broken down into Polish 2,429 (34.1%), French 667 (9.4%), Lithuanian 377 (5.3%) and Other 3,660 (51.3%).

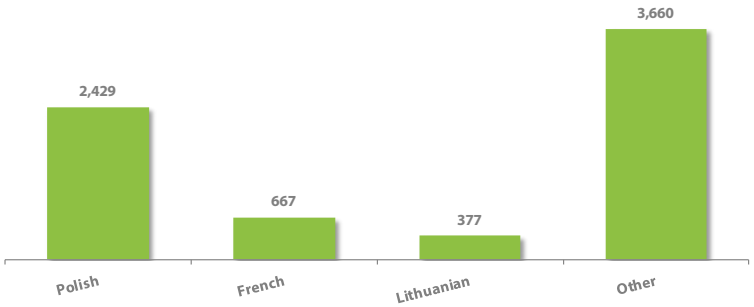
1,746

Within the Settlement a population of 1,746 are non-native language speakers. This can be broken down into Polish 740 (42.4%), French 54 (3.1%), Lithuanian 132 (7.6%) and Other 820 (47%).

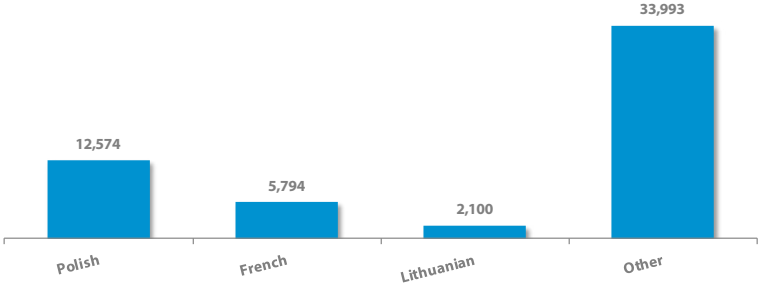
within the settlement



30 minute drivetime



60 minute drivetime



Demography
Family Cycle

12,818 Empty Nests

Within a one-hour drivetime a total of 12,818 (10.1%) Families are classed as Empty Nesters. This figure is 2,318 (11.5%) within a 30 minute drive and 248 (9.6%) within the settlement.

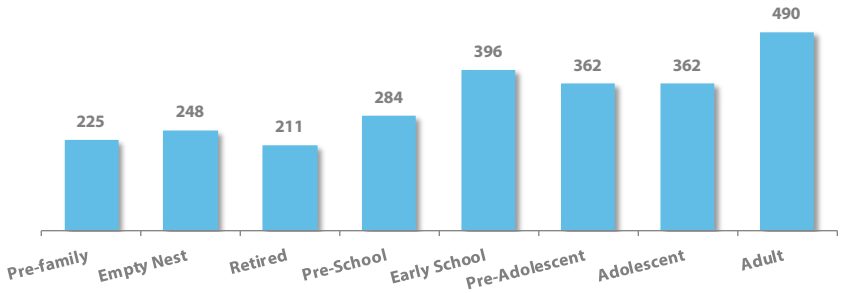
12,599 Pre-school

Within a one-hour drivetime a total of 12,599 (10%) Families are classed as Pre-School. This figure is 1,965 (9.7%) within a 30 minute drive and 284 (11%) within the settlement.

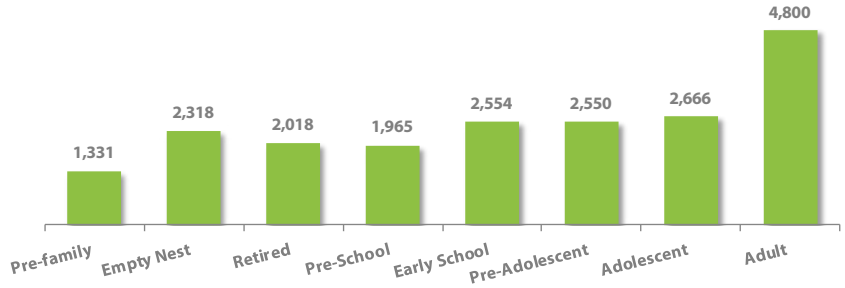
10,291 Pre-family

Within a one-hour drivetime a total of 10,291 (8.1%) Families are classed as Pre-Family. This figure is 1,331 (6.6%) within a 30 minute drive and 225 (8.7%) within the settlement.

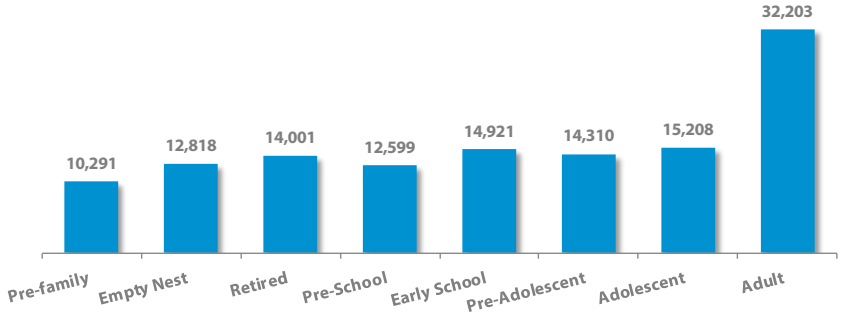
within the settlement



30 minute drivetime



60 minute drivetime



Education
Attainment Levels

3,504 PhDs

Within a one hour drivetime from the settlement there are 3,504 graduates with a PhD. 172 reside within a half hour drive from the settlement.

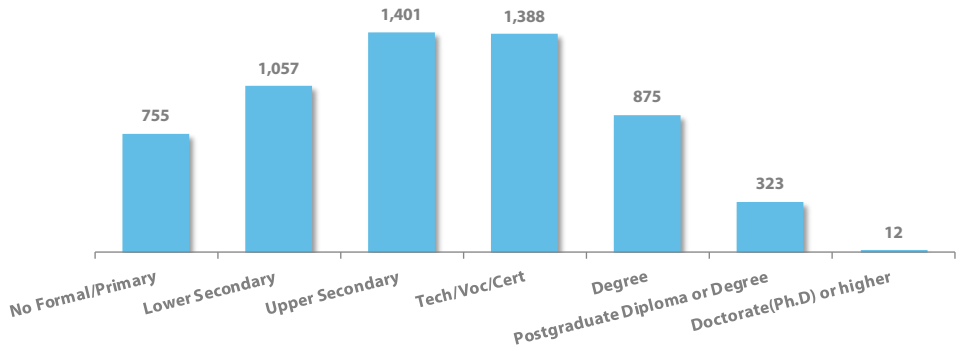
99,370 3rd Level

There are 99,370 graduates with a Third Level Degree residing within a one hour drive from the settlement. 33.6% have a PostGrad and 3.5% have a PhD

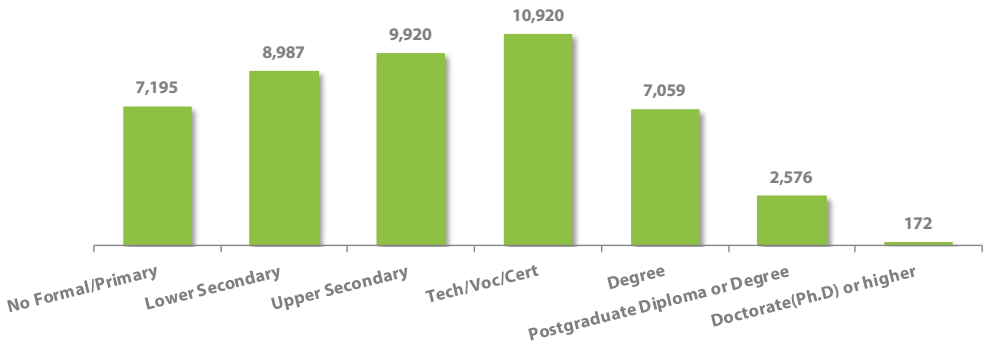
60,823 Trades

There are a high number of people with Apprenticeships, Technical and Vocational qualifications residing withn a one hour drive from the settlement.

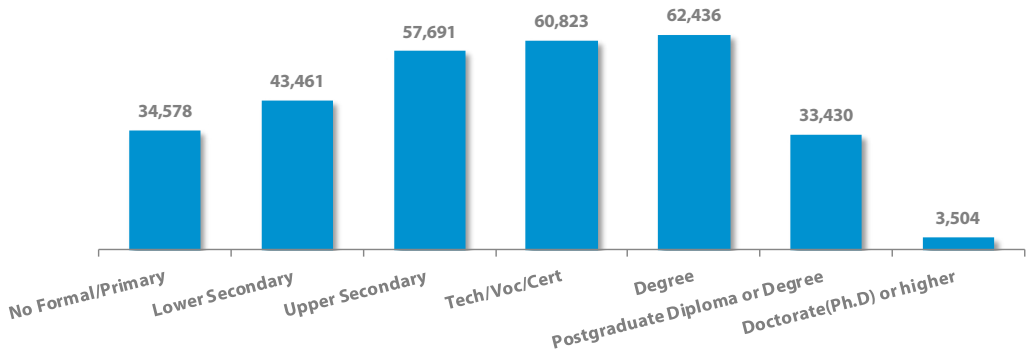
within the settlement



30 minute drivetime



60 minute drivetime



Education
Field of Study

55,416 Business & Law

Within a one hour drivetime there are a total of 55,416 (17.8%) people with a 3rd level qualification in Social Science, Business & Law. This figure is 5,414 (11%) within 30 minutes and 668 (10.8%) within the settlement.

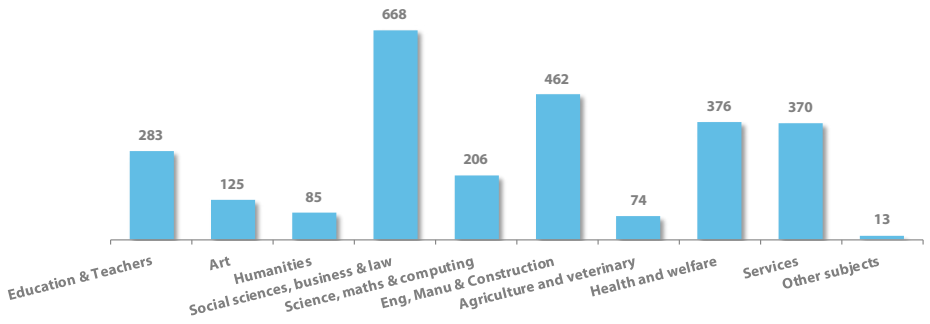
15,933 Science-Maths/Computing

Within a one hour drivetime there are a total of 15,933 (5.1%) people with a 3rd level qualification in Science, Maths and Computing. This figure is 1,549 (3.1%) within 30 minutes and 206 (3.3%) within the settlement.

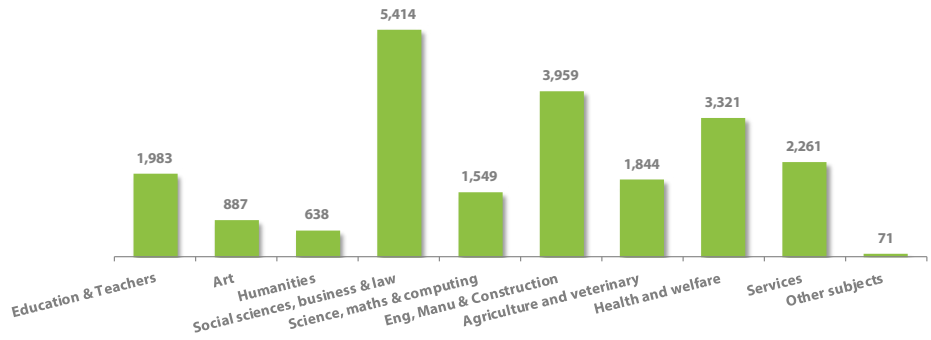
25,677 Engineering & Construction

Within a one hour drivetime there are a total of 25,677 (8.3%) people with a 3rd level qualification in Engineering, Manu & Cons. This figure is 3,959 (8%) within 30 minutes and 462 (7.5%) within the settlement.

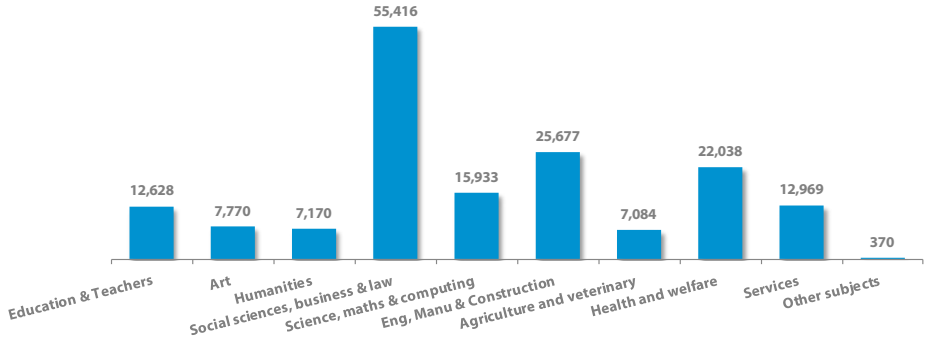
within the settlement



30 minute drivetime



60 minute drivetime



Economy Status

Labour Force & Non Labour Force

4,659

The total labour force within the settlement is 4,659 and represents approximately 6.7% of the labour force in the county (69,237) in 2016.

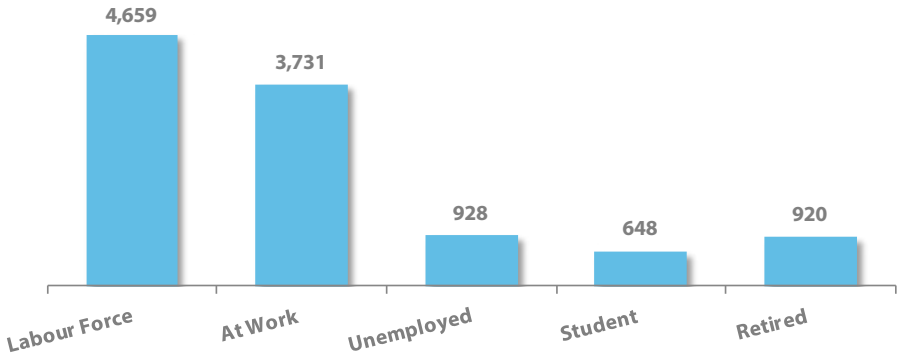
34,858

Within a thirty minute drivetime there is a labour force of 34,858.This figure represents approximately 1.5% of the labour force of Ireland (2.3M) in 2016.

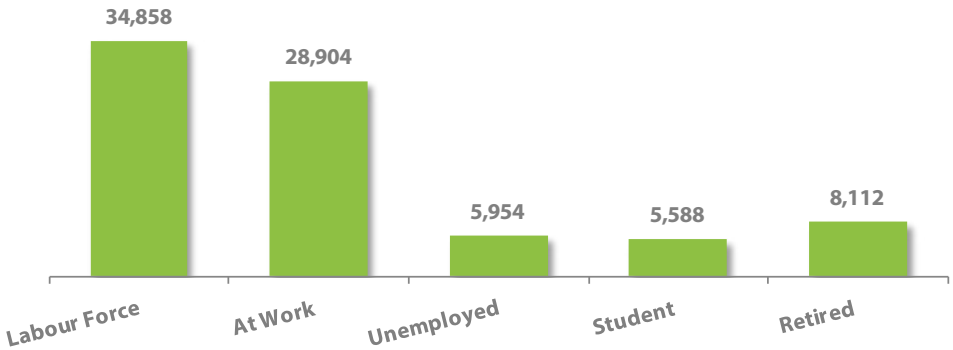
223,590

Within a one hour drivetime there is a labour force of 223,590.This figure represents approximately 9.7% of the labour force of Ireland (2.3M) in 2016.

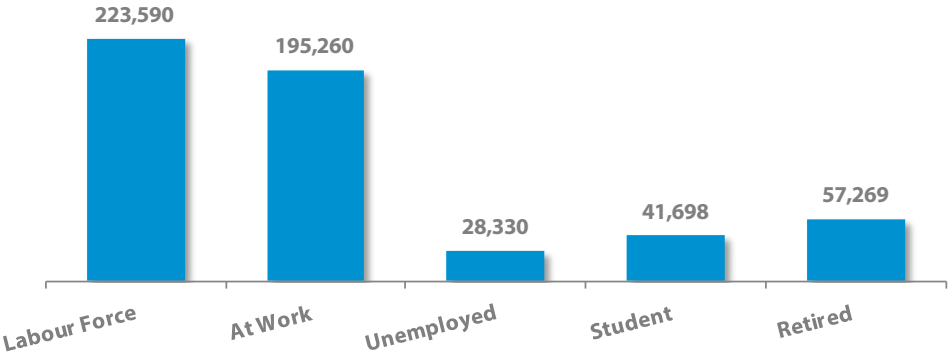
within the settlement



30 minute drivetime



60 minute drivetime



Industry & Occupations

Industry of Employment

55,283 Commerce & Trade

Of the 195,260 people at Work within a one hour drivetime, a total of 55,283 (28.3%) are employed in 'Commerce and Trade'. This figure is 6,824 (23.6%) and 945 (25.3%) within the settlement.

45,366 Professional Services

Of the 195,260 people at Work within a one hour drivetime, a total of 45,366 (23.2%) are employed in 'Professional Services'. This figure is 6,267 (21.7%) and 729 (19.5%) within the settlement.

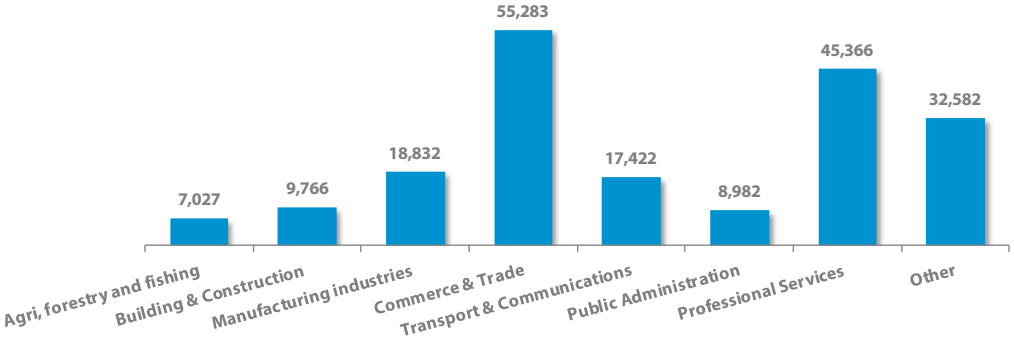
18,832 Manufacturing

Of the 195,260 people at Work within a one hour drivetime, a total of 18,832 (9.6%) are employed in 'Manufacturing'. This figure is 3,555 (12.3%) and 605 (16.2%) within the settlement.

within the settlement

30 minute drivetime

60 minute drivetime



Industry & Occupations
Type of Occupation

20,092

A total of 20,092 (9.1%) persons classed as 'Managers, Directors and Senior Officials' are residing within a one hour drivetime, 2,399 (7%) within 30 minutes and 257 (5.6%) within the Settlement.

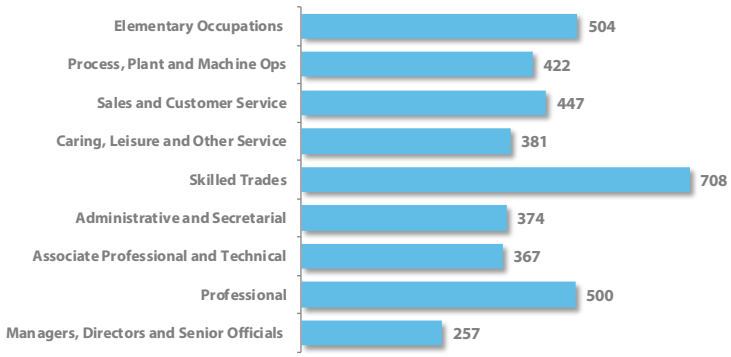
42,169

A total of 42,169 (19.1%) persons classed as 'Professionals' are residing within a one hour drivetime, 4,281 (12.5%) within 30 minutes and 500 (10.9%) within the Settlement.

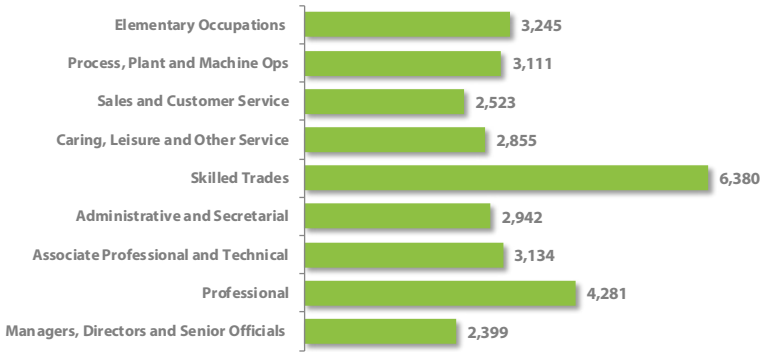
27,584

A total of 27,584 (12.5%) persons classed as 'Associate Professonal and Technical' are residing within a one hour drivetime, 3,134 (9.1%) within 30 minutes and 367 (8%) within the Settlement.

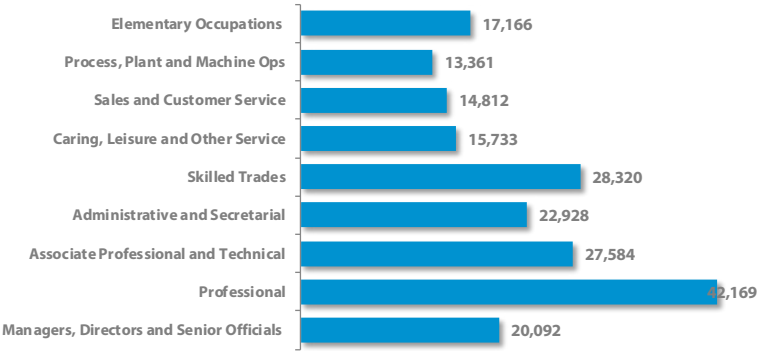
within the settlement



30 minute drivetime



60 minute drivetime



Housing

Type of Property

3,568

The total number of households within the settlement is 3,568 and represents 6.6% of all households within the county in 2016.

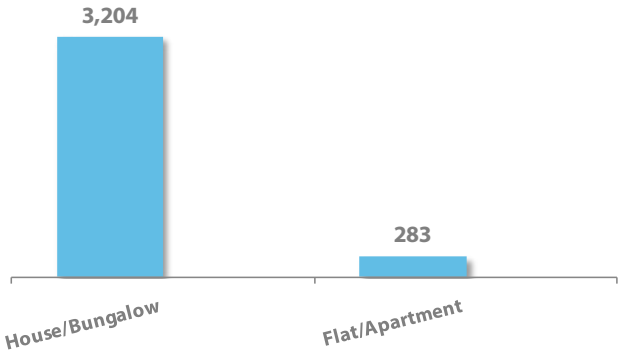
26,768

Within a 30 minute drivetime there are 26,768 households. 93.7% are classed as Houses/Bungalows and 4.4% are classed as Flats/Apartments. This figure represents 1.6% of the total households in the State in 2016.

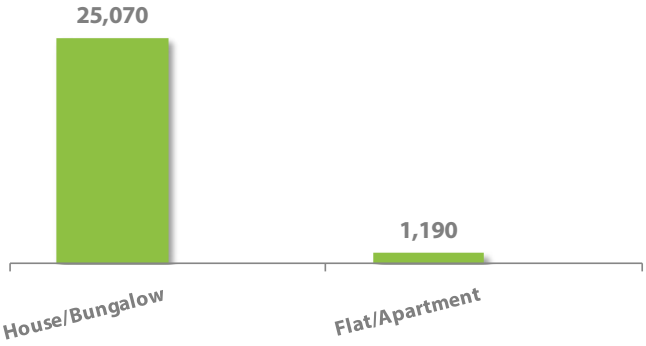
168,148

Within a one hour drivetime there are a total of 168,148 households. 87.2% are classed as House/Bungalows and 11.3% are classed as Flat/Apartments.This is 9.9% of the total households in the State in 2016.

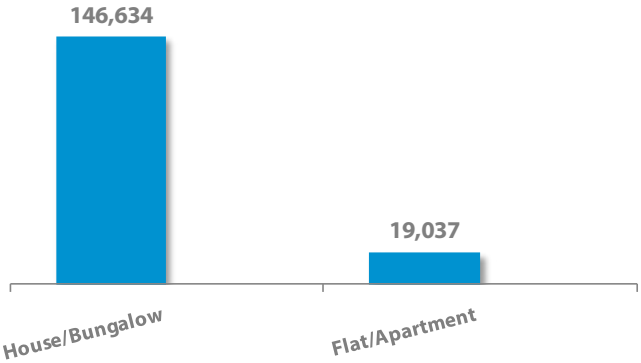
within the settlement



30 minute drivetime



60 minute drivetime



Housing

Tenure

2,097 Owner Occupied

There are 2,097 (58.8%) Owner Occupied (OO) households within the Settlement, a total of 18,958 (71.2%) within a 30 minute drivetime and 118,127 (70.5%) within a one hour drivetime.

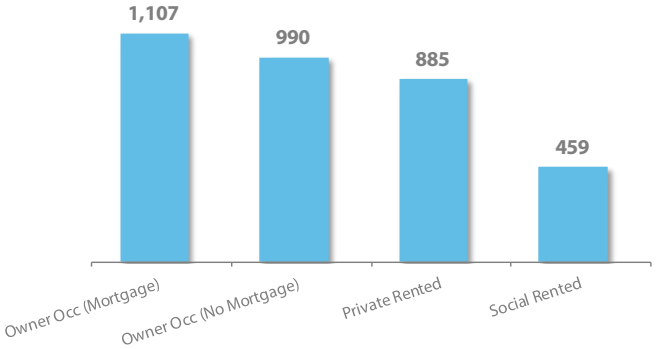
885 Private Rented

There are 885 (24.8%) Private Rented (PR) households within the Settlement, a total of 4,102 (15.4%) within a 30 minute drivetime and 27,434 (16.4%) within a one hour drivetime.

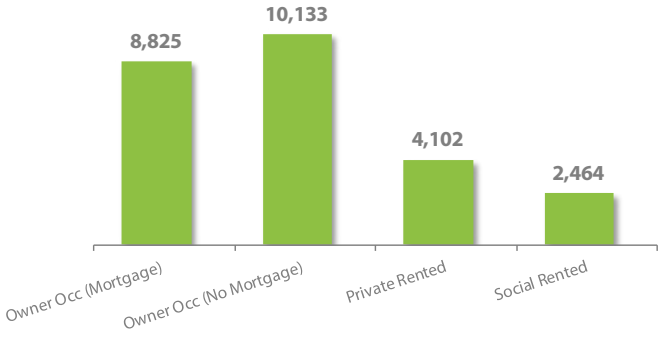
459 Social Rented

There are 459 (12.9%) Social Rented (SR) households within the Settlement, a total of 2,464 (9.3%) within a 30 minute drivetime and 15,690 (9.4%) within a one hour drivetime.

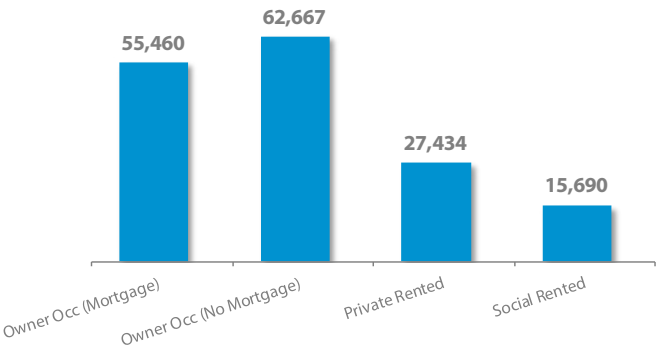
within the settlement



30 minute drivetime



60 minute drivetime



Housing

Age of Properties

3,819 Post 2016

Within a one hour drivetime a total of 3,819 (2.3%) households were built post 2011. This figure is 567 (2.1%) within 30 minutes and 70 (2%) within the Settlement.

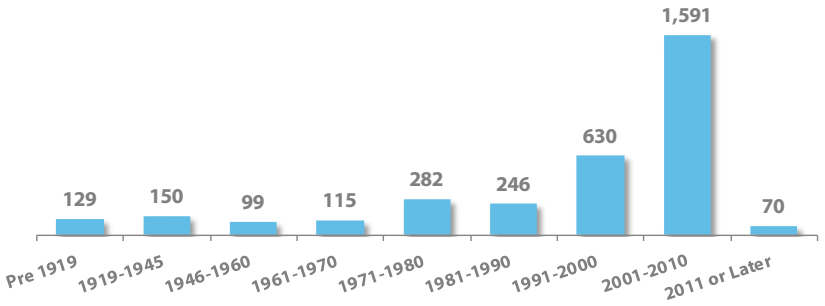
46,590 Post 2001

Within a one hour drivetime a total of 46,590 (27.8%) households were built post 2001. This figure is 9,944 (37.3%) within 30 minutes and 1,661 (46.6%) within the Settlement.

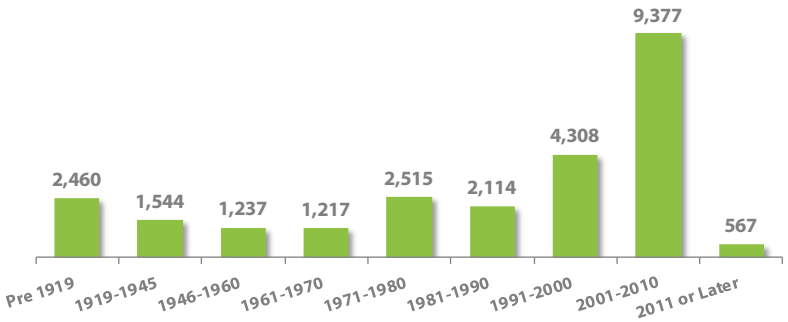
112,306 Pre 2001

Within a one hour drivetime a total of 112,306 (67%) households were built pre 2001. This figure is 15,395 (57.8%) within 30 minutes and 1,651 (46.3%) within the Settlement.

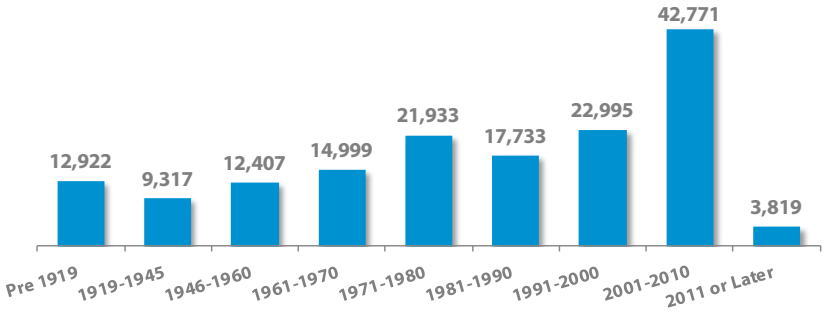
within the settlement



30 minute drivetime



60 minute drivetime



Housing

Type of Central Heating

69,287

Within a one hour drivetime a total of 68,287 (40.7%) households use Oil as the main fuel for central heating. This figure is 17,670 (66.4%) within a 30 minute drive time and 2,462 (69%) within the Settlement.

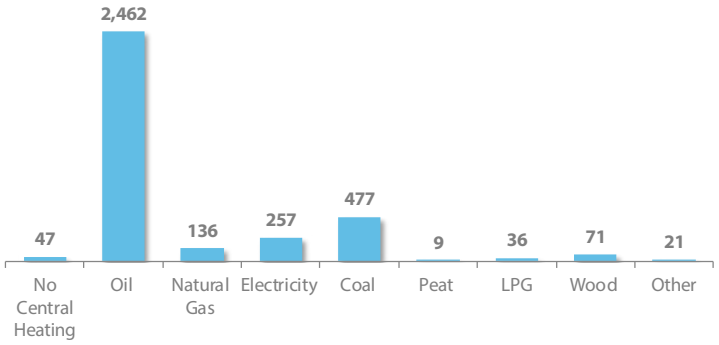
64,304

Within a one hour drivetime a total of 64,304 (38.4%) households use Natural Gas as the main fuel for central heating. This figure is 2,075 (7.8%) within a 30 minute drive time and 136 (3.8%) within the Settlement.

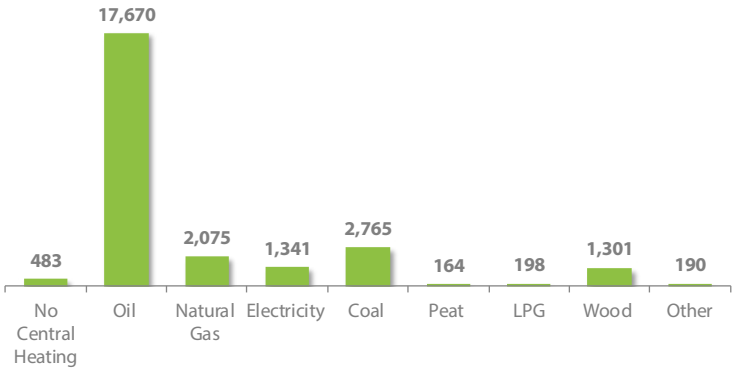
10,968

Within a one hour drivetime a total of 10,968 (6.5%) households use Electricity as the main fuel for central heating. This figure is 1,341 (5%) within a 30 minute drive time and 257 (7.2%) within the Settlement.

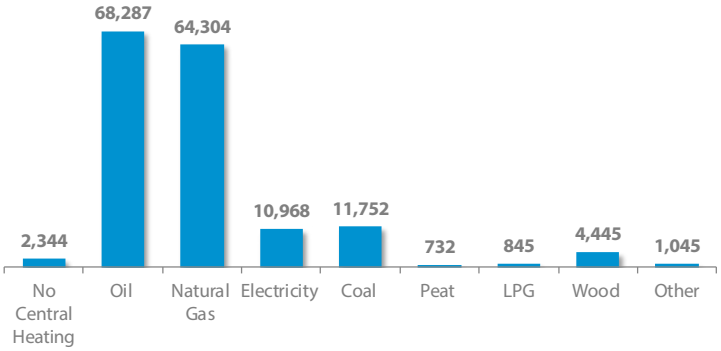
within the settlement



30 minute drivetime



60 minute drivetime



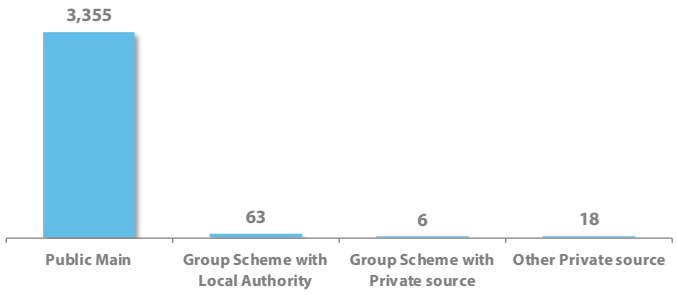
Housing
Water System

131,717 Within a one hour drivetime a total of 131,717 (72.6%) households are connected to the Public Main. This figure is 16,505 (54%) within 30 minutes and 3,355 (93.6%) within the Settlement.

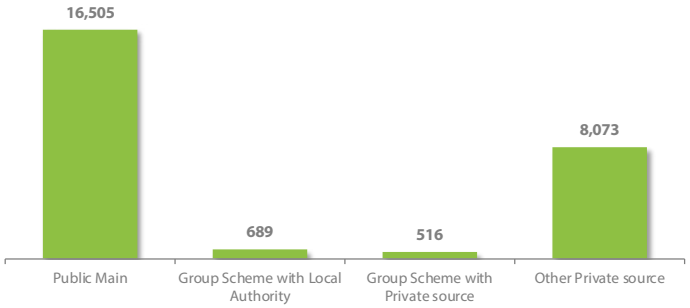
4,584 Within a one hour drivetime a total of 4,584 (72.6%) households are connected to Group Schemes. This figure is 689 (54%) within 30 minutes and 63 (93.6%) within the Settlement.

24,278 Within a one hour drivetime a total of 24,278 (14.5%) households are connected to another private source (Well). This figure is 8,073 (30.3%) within 30 minutes and 18 (0.5%) within the Settlement.

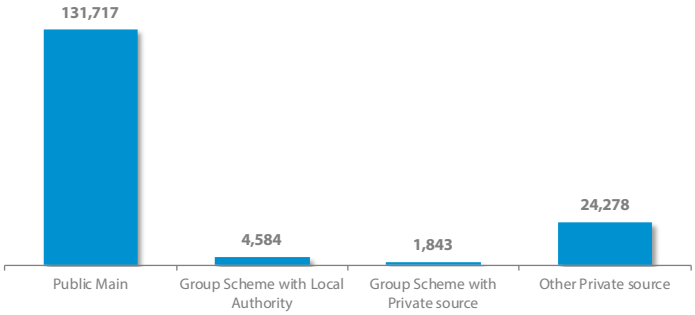
within the settlement



30 minute drivetime



60 minute drivetime



Housing

Sewage System

121,782

Within a one hour drivetime a total of 121,782 (72.6%) households are connected to a Public Scheme. This figure is 14,370 (54%) within 30 minutes and 3,338 (93.6%) within the Settlement.

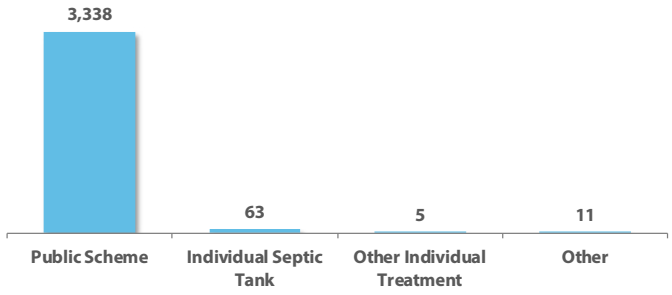
33,327

Within a one hour drivetime a total of 33,237 (19.8%) households have individual Septic Tanks This figure is 9,255 (34.8%) within 30 minutes and 63 (1.8%) within the Settlement.

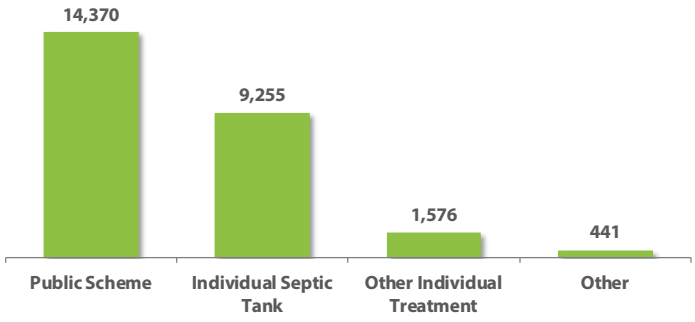
5,372

Within a one hour drivetime a total of 5,372 (3.2%) households are connected to another individual treatment system. This figure is 1,576 (5.9%) within 30 minutes and 5 (0.1%) within the Settlement.

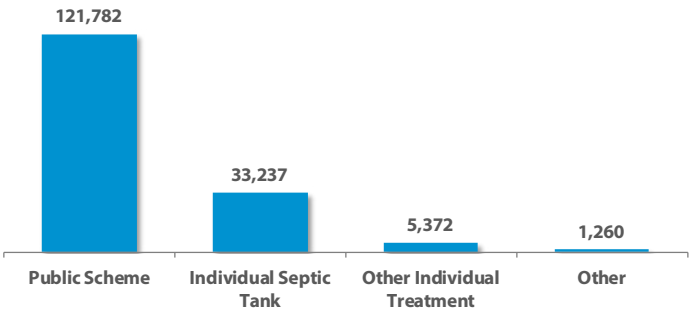
within the settlement



30 minute drivetime



60 minute drivetime



Transport

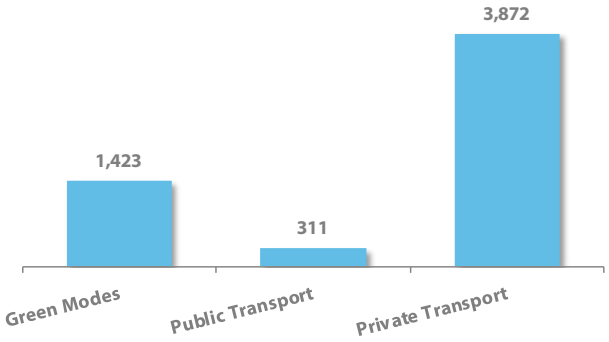
Mode of Transport to Work & School

3,872 — A total of 3,872 (65%) use Private Transport as the mode to work or school every day in the settlement. This compares to 311 (5.2%) for Public Transport and 1,423 (23.9%) for Green Modes.

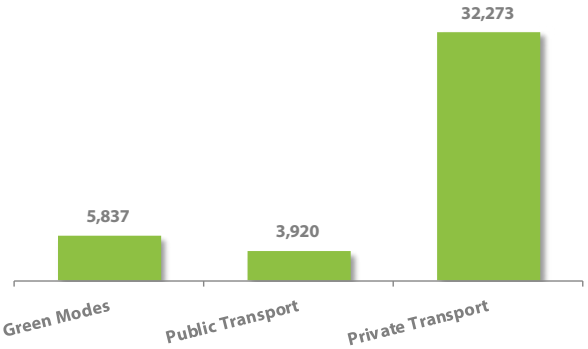
32,273 — A total of 32,273 (69.8%) use Private Transport as the mode to work or school every day within a thirty minute drivetime. This compares to 3,920 (8.5%) for Public Transport and 5,837 (12.6%) for Green

189,911 — A total of 189,911 (63.1%) use Private Transport as the mode to work or school every day within a one hour drivetime. This compares to 46,212 (15.4%) for Public Transport and 42,787 (14.2%) for Green Modes.

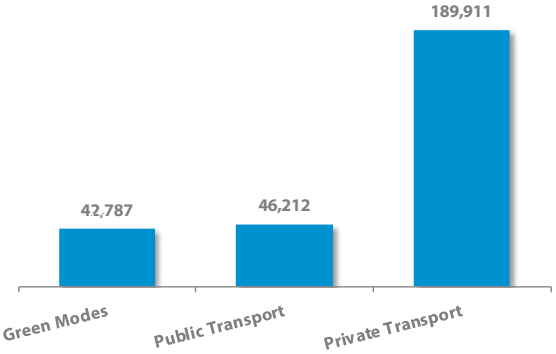
within the settlement



30 minute drivetime



60 minute drivetime



Connectivity
Cars per Household

19,723 No Car

Within a one hour drivetime a total of 19,723 (11.8%) of households do not have a car. This figure is 3,125 (11.7%) within a 30 minute drivetime and 623 (17.5%) within the settlement.

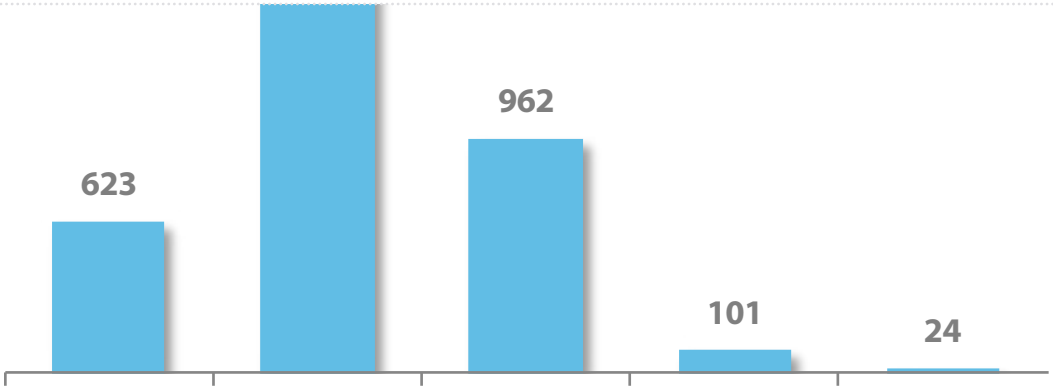
70,481 One Car

Within a one hour drivetime a total of 70,481 (42%) of households have access to one car. This figure is 11,233 (42.2%) within a 30 minute drivetime and 1,786 (50.1%) within the settlement.

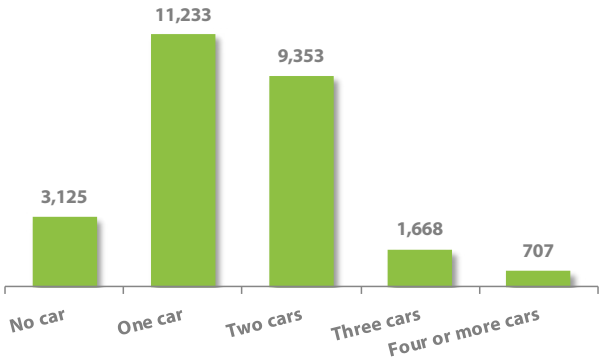
73,811 Two Cars +

Within a one hour drivetime a total of 73,811 (44%) of households have access to two cars or more. This figure is 11,728 (44%) within a 30 minute drivetime and 1,087 (30.5%) within the settlement.

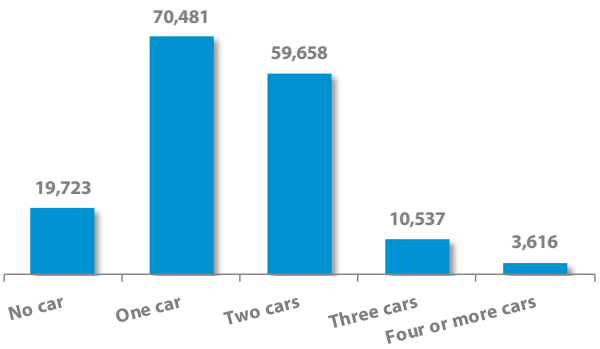
within the settlement



30 minute drivetime



60 minute drivetime



Connectivity

Broadband Access

125,910 Broadband

Witin a one hour drivetime a total of 125,910 (75.1%) of households have broadband access. This figure is 17,554 (65.9%) within a 30 minute drivetime and 2,600 (72.9%) within the settlement.

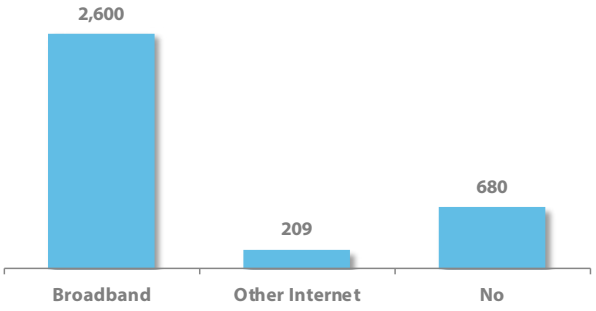
11,234 Non-Broadband

Witin a one hour drivetime a total of 11,234 (6.7%) of households have access to non-broadband internet. This figure is 2,702 (10.1%) within a 30 minute drivetime and 209 (5.9%) within the settlement.

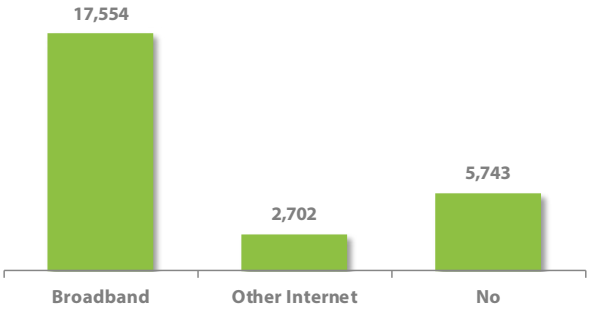
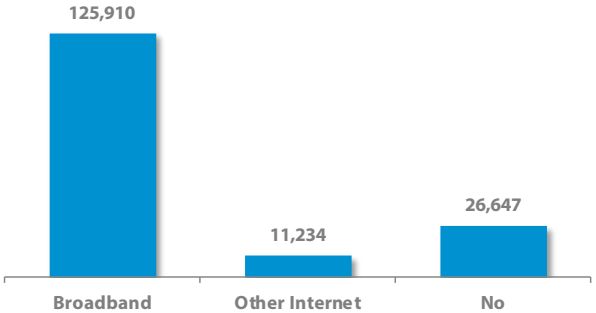
26,647 No Internet

Witin a one hour drivetime a total of 26,647 (15.9%) of households have no internet access. This figure is 5,743 (21.6%) within a 30 minute drivetime and 680 (19.1%) within the settlement.

within the settlement



30 minute drivetime



60 minute drivetime