

Wexford

...Wexford Town

LEO Catchment Profile (LCP) Key Data for Enterprise Strategy



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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

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Indicators and Catchments

Indicators

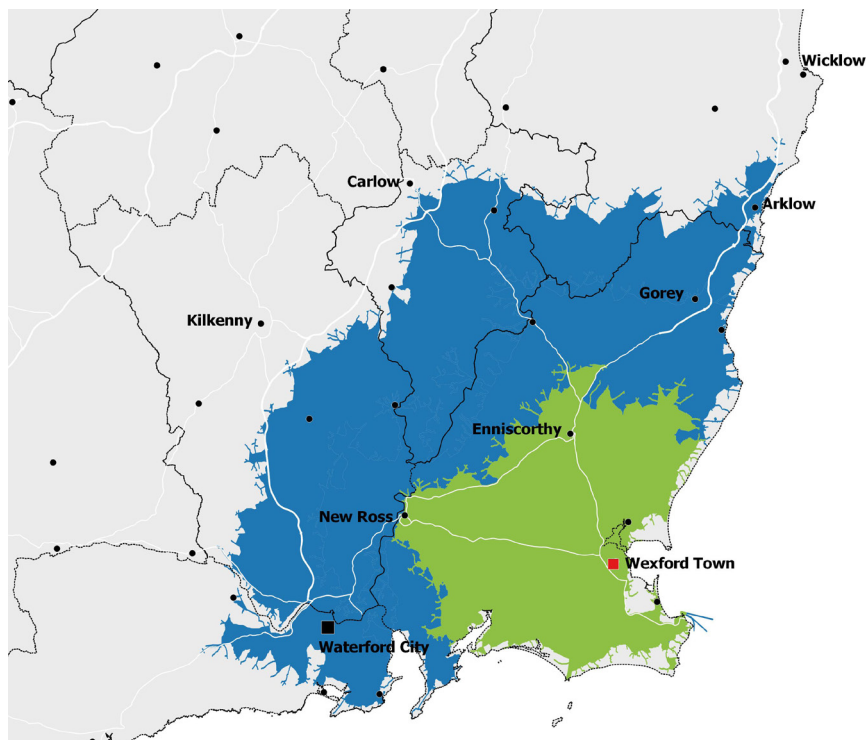
The socio-economic catchment profile is based on 8 key themes with a series of indicators representing each theme. All data is based on the latest available Census information (2016).

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



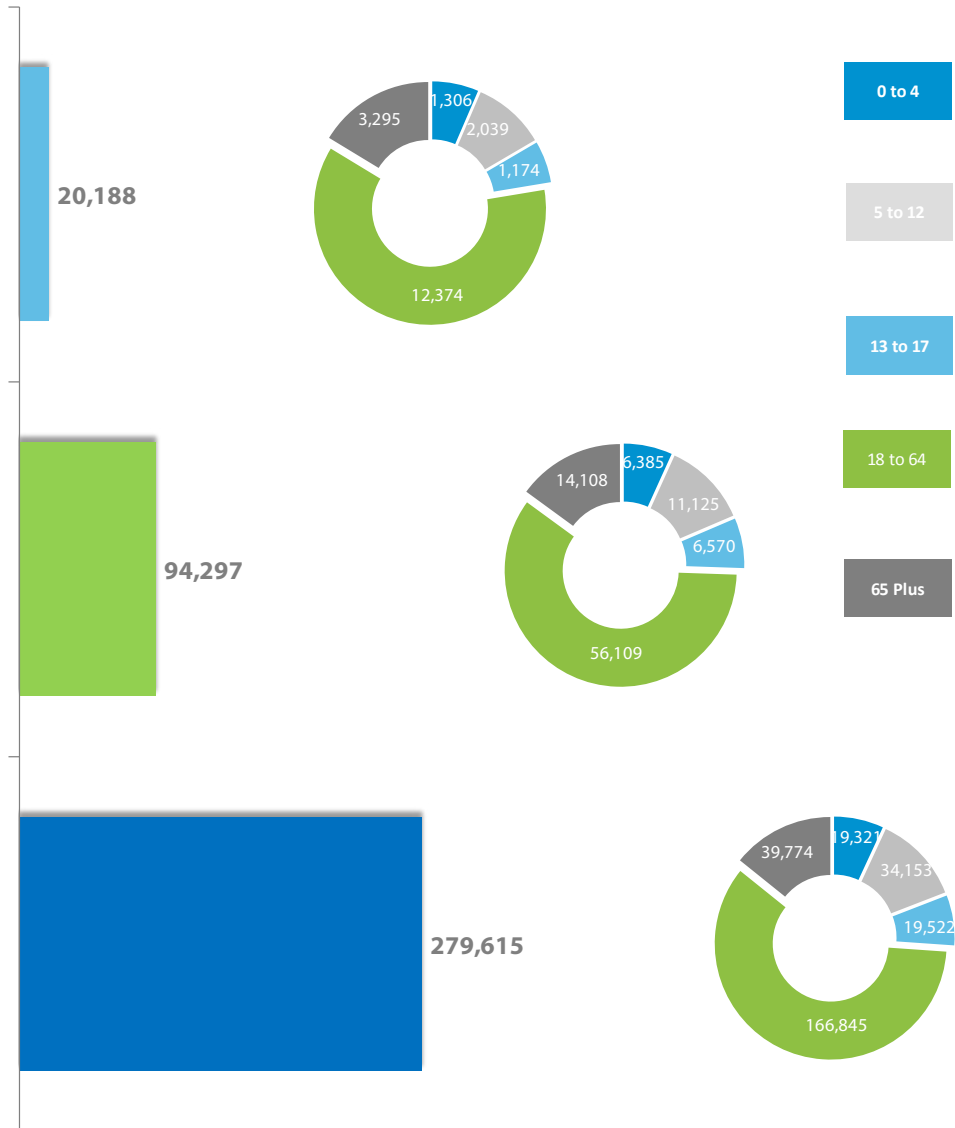
within the settlement



30 minute drivetime



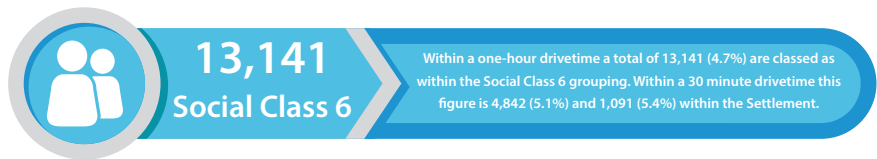
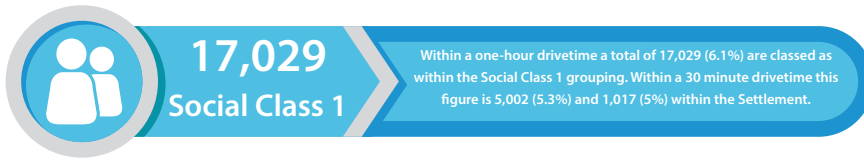
60 minute drivetime





Demography

Social Classification (1 highest, 6 lowest)





Demography

Non-native Language Speakers (not English or Irish)



27,343

Within a 60 minute drivetime a population of 27,343 are non-native language speakers. This can be broken down into Polish 8,512 (31.1%), French 2,496 (9.1%), Lithuanian 1,498 (5.5%) and Other 14,837 (54.3%).



8,653

Within a 30 minute drivetime a population of 8,653 are non-native language speakers. This can be broken down into Polish 3,102 (35.8%), French 799 (9.2%), Lithuanian 609 (7%) and Other 4,143 (47.9%).

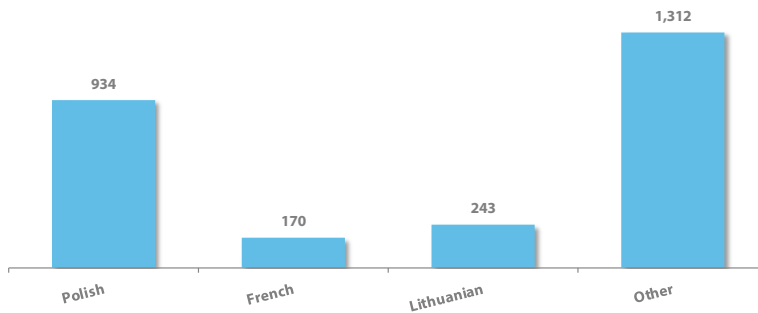


2,659

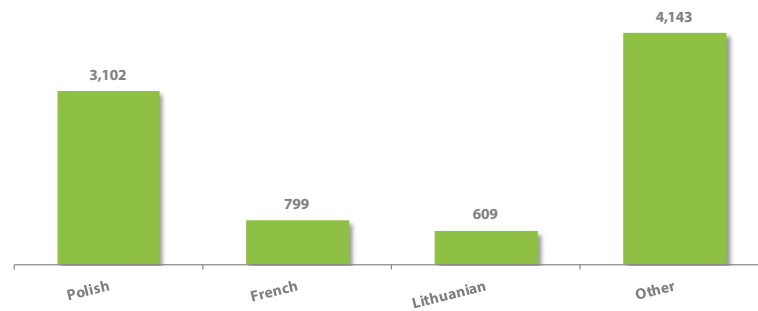
Within the Settlement a population of 2,659 are non-native language speakers. This can be broken down into Polish 934 (35.1%), French 170 (6.4%), Lithuanian 243 (9.1%) and Other 1,312 (49.3%).



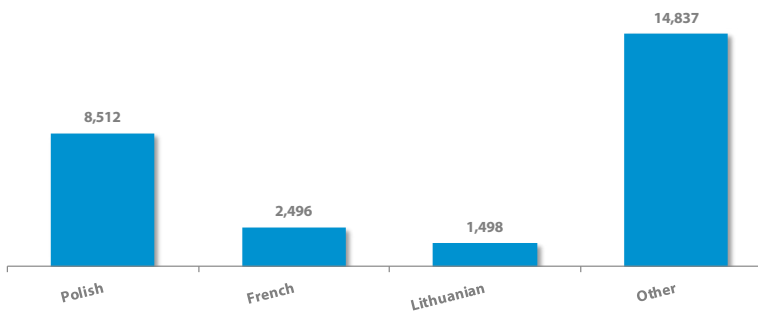
within the settlement



30 minute drivetime



60 minute drivetime





Demography Family Cycle



8,669
Empty Nests

Within a one-hour drivetime a total of 8,669 (11.6%) Families are classed as Empty Nests. This figure is 3,117 (12.2%) within a 30 minute drive and 619 (11.6%) within the settlement.



6,972
Pre-school

Within a one-hour drivetime a total of 6,972 (9.3%) Families are classed as Pre-School. This figure is 2,388 (9.4%) within a 30 minute drive and 546 (10.2%) within the settlement.

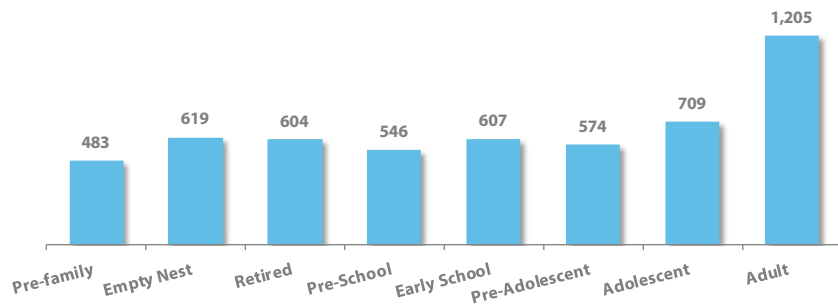


5,142
Pre-family

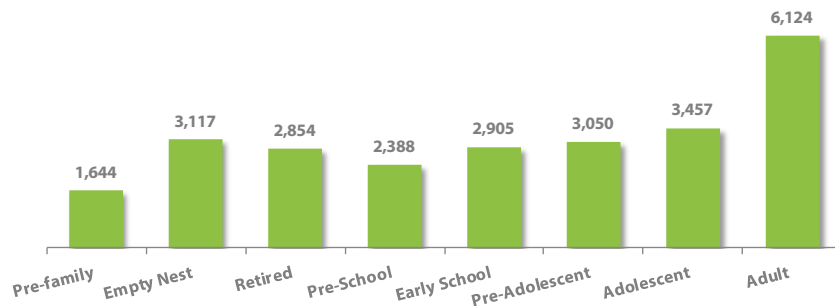
Within a one-hour drivetime a total of 5,142 (6.9%) Families are classed as Pre-Family. This figure is 1,644 (6.4%) within a 30 minute drive and 483 (9%) within the settlement.



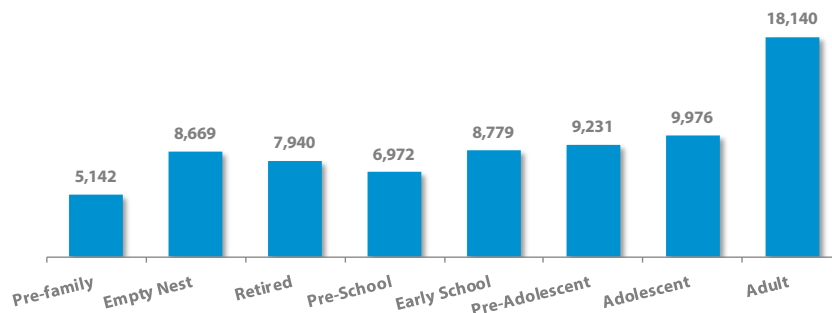
within the settlement



30
minute drivetime



60
minute drivetime





Education Attainment Levels

838 PhDs

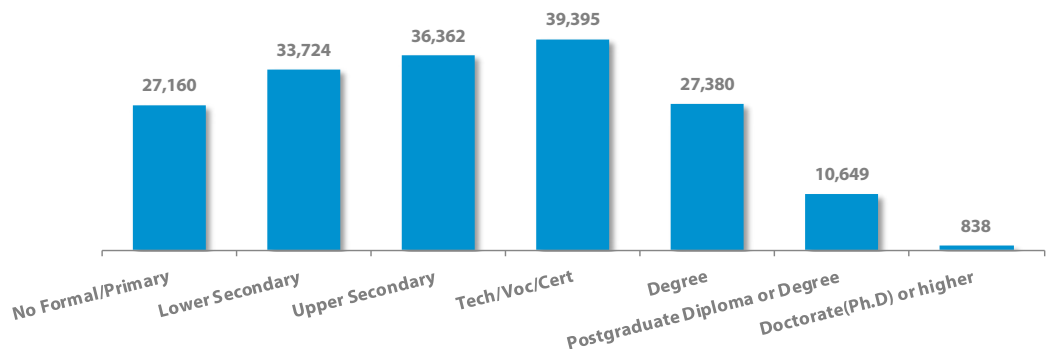
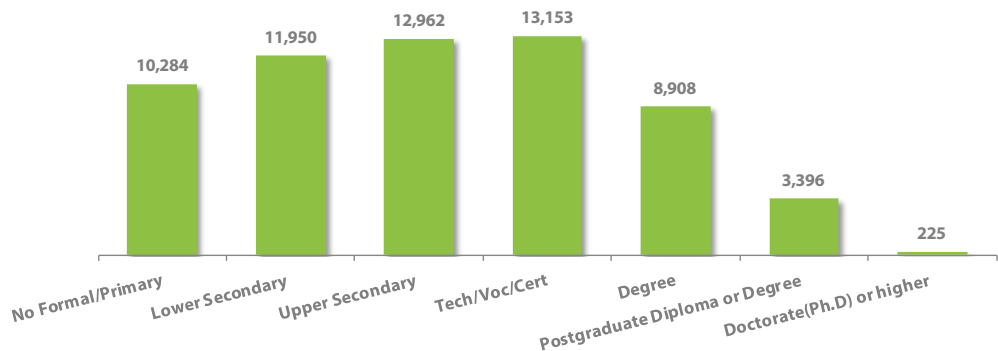
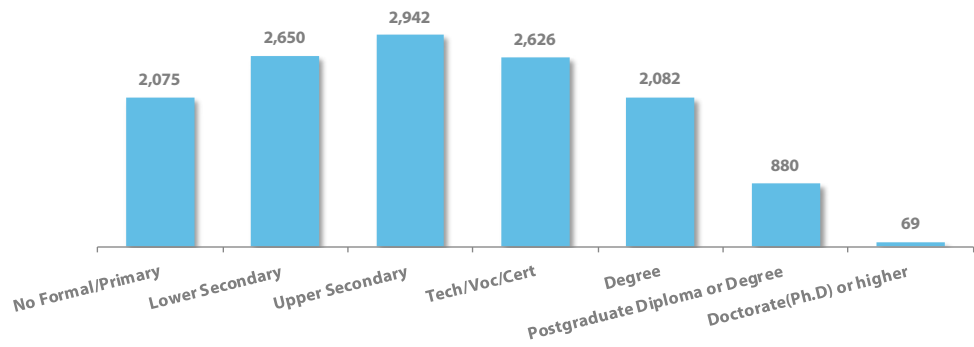
Within a one hour drivetime from the settlement there are 838 graduates with a PhD. 225 reside within a half hour drive from the settlement.

38,867 3rd Level

There are 38,867 graduates with a Third Level Degree residing within a one hour drive from the settlement. 27.4% have a PostGrad and 2.2% have a PhD

39,395 Trades

Wexford Town 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



20,493
Business & Law

Within a one hour drivetime there are a total of 20,493 (11.1%) people with a 3rd level qualification in Social Science, Business & Law. This figure is 6,755 (10.6%) within 30 mins and 1,540 (10.9%) within the settlement.



6,037
Science-
Maths/Computing

Within a one hour drivetime there are a total of 6,037 (3.3%) people with a 3rd level qualification in Science, Maths and Computing. This figure is 1,769 (2.8%) within 30 mins and 466 (3.3%) within the settlement.

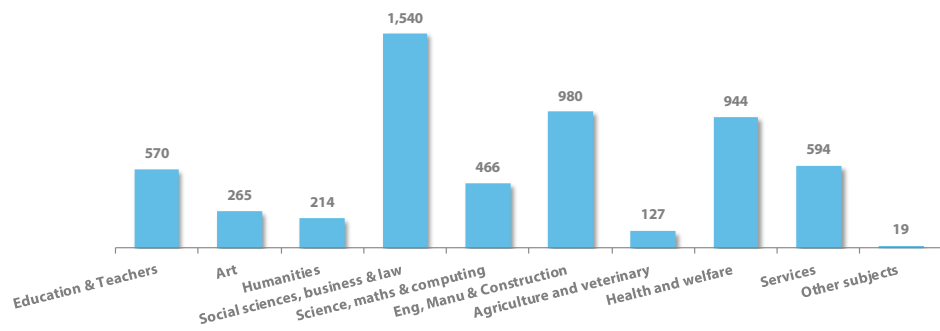


15,609
Engineering &
Construction

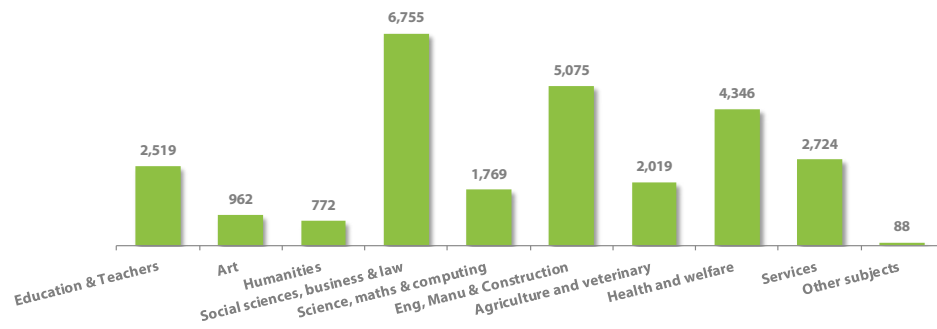
Within a one hour drivetime there are a total of 15,609 (8.4%) people with a 3rd level qualification in Engineering, Manu & Cons. This figure is 5,075 (8%) within 30 mins and 980 (6.9%) within the settlement.



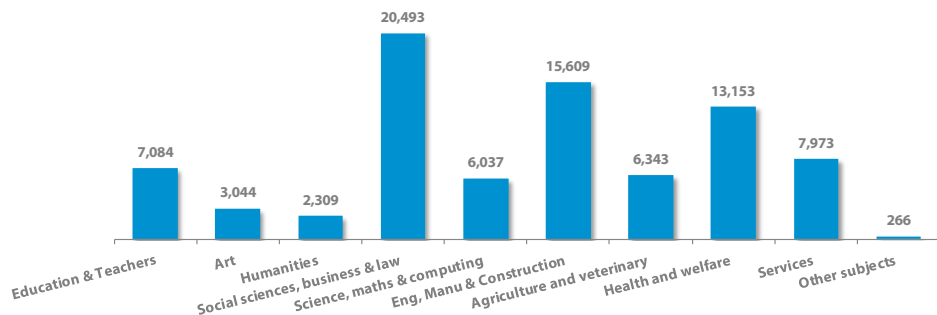
within the
settlement



30
minute
drivetime



60
minute
drivetime





Economy Status

Labour Force & Non Labour Force



9,602

The total labour force within the settlement is 9,602 and represents approximately 13.9% of the labour force in the county (69,237) in 2016.



43,759

Within a thirty minute drivetime there is a labour force of 43,759. This figure represents approximately 1.9% of the labour force of Ireland (2.3M) in 2016.

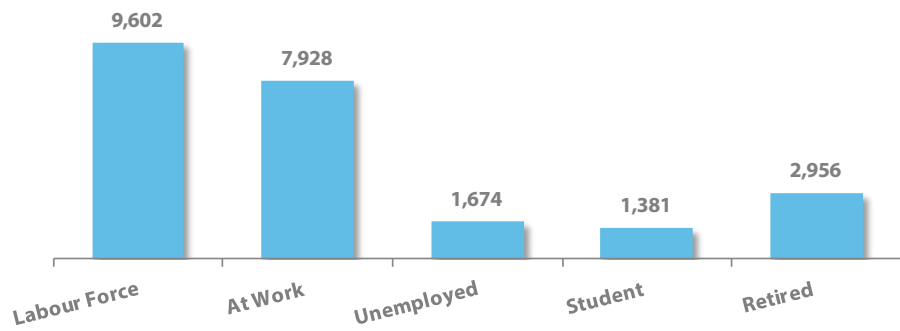


130,348

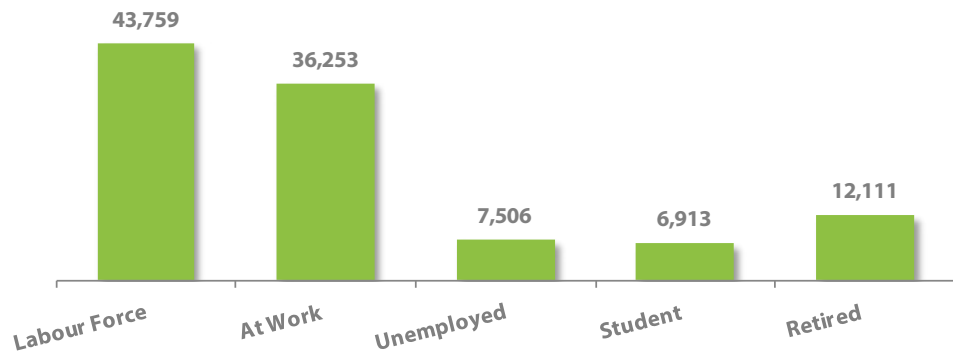
Within a one hour drivetime there is a labour force of 130,348. This figure represents approximately 5.7% of the labour force of Ireland (2.3M) in 2016.



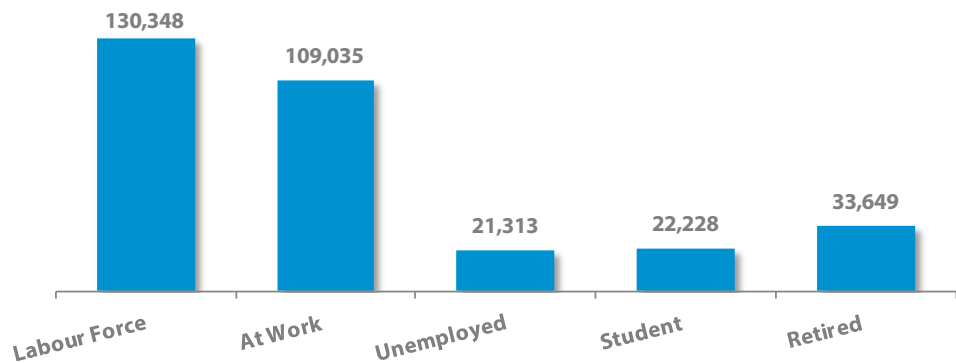
within the settlement



30 minute drivetime



60 minute drivetime





Industry & Occupations

Industry of Employment



24,355
Commerce &
Trade

Of the 109,035 people at Work within a one hour drivetime, a total of 24,355 (22.3%) are employed in 'Commerce and Trade'. This figure is 8,272 (22.8%) and 2,036 (25.7%) within the settlement.



25,435
Professional
Services

Of the 109,035 people at Work within a one hour drivetime, a total of 25,435 (23.3%) are employed in 'Professional Services'. This figure is 8,166 (22.5%) and 1,854 (23.4%) within the settlement.



14,974
Manufacturing

Of the 109,035 people at Work within a one hour drivetime, a total of 14,974 (13.7%) are employed in 'Manufacturing'. This figure is 4,354 (12%) and 850 (10.7%) within the settlement.



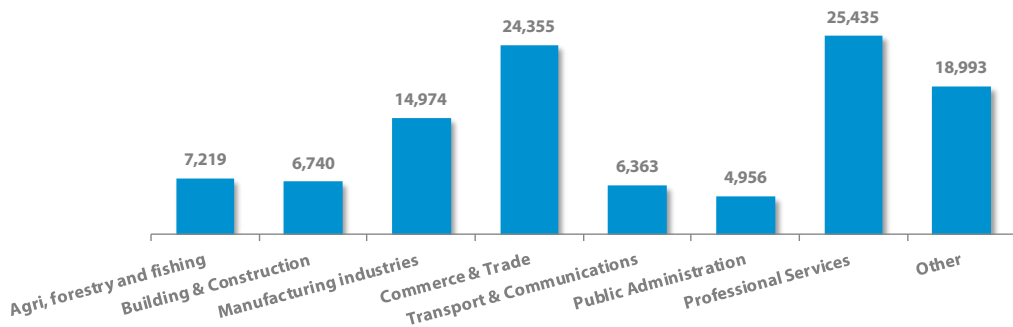
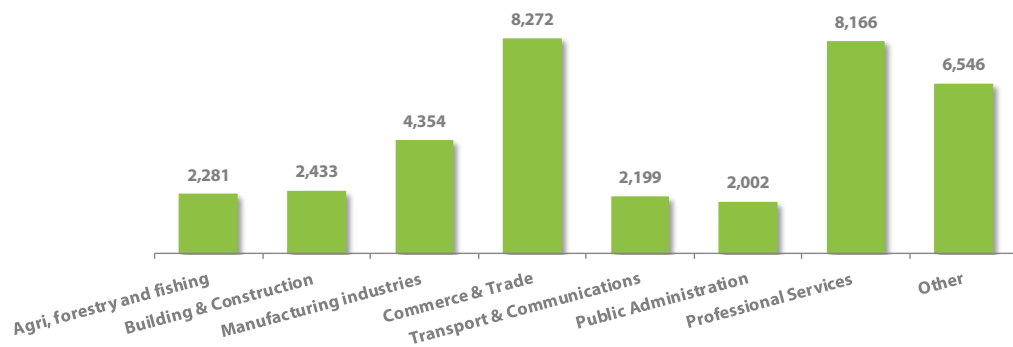
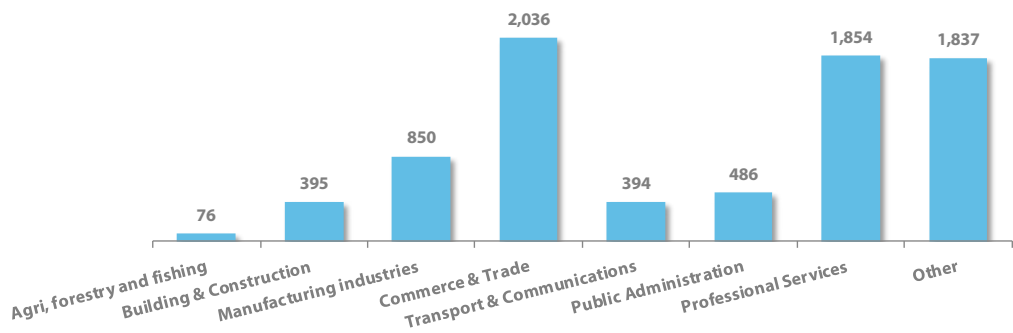
within the
settlement



minute
drivetime



minute
drivetime





Industry & Occupations

Type of Occupation



8,886
Senior Execs

A total of 8,886 (6.9%) persons classed as 'Managers, Directors and Senior Officials' are residing within a one hour drivetime, 2,979 (6.9%) within 30 minutes and 606 (6.4%) within the Settlement.



17,040
Professionals

A total of 17,040 (13.3%) persons classed as 'Professionals' are residing within a one hour drivetime, 5,292 (12.3%) within 30 minutes and 1,223 (12.9%) within the Settlement.



11,297
Prof & Technical

A total of 11,297 (8.8%) persons classed as 'Associate Professional and Technical' are residing within a one hour drivetime, 3,732 (8.7%) within 30 minutes and 862 (9.1%) within the Settlement.



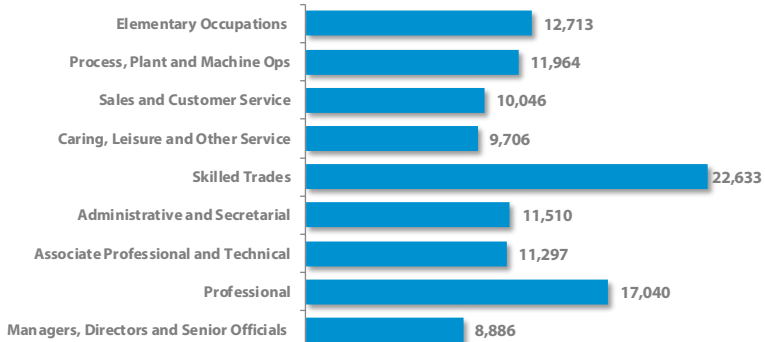
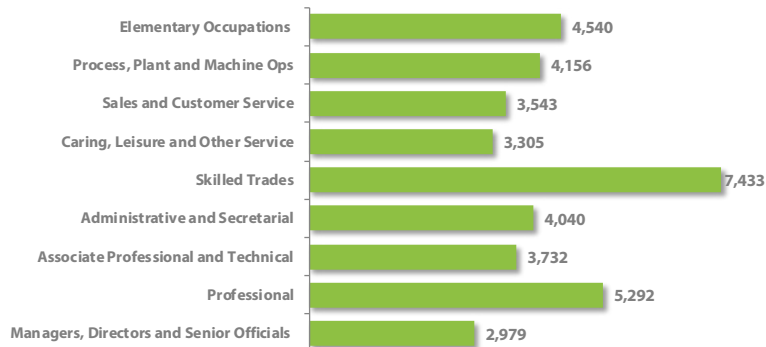
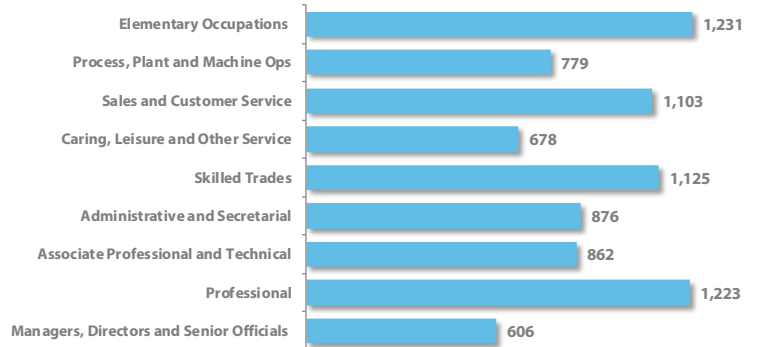
within the settlement



30
minute drivetime



60
minute drivetime





Housing

Type of Property



8,030

The total number of households within the settlement is 8,030 and represents 14.8% of all households within the county in 2016.



34,782

Within a 30 minute drivetime there are 34,782 households. 93.4% are classed as Houses/Bungalows and 5.1% are classed as Flats/Apartments. This figure represents 2% of the total households in the State in 2016.

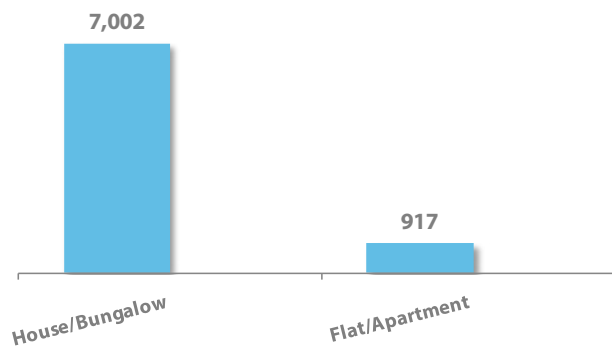


101,976

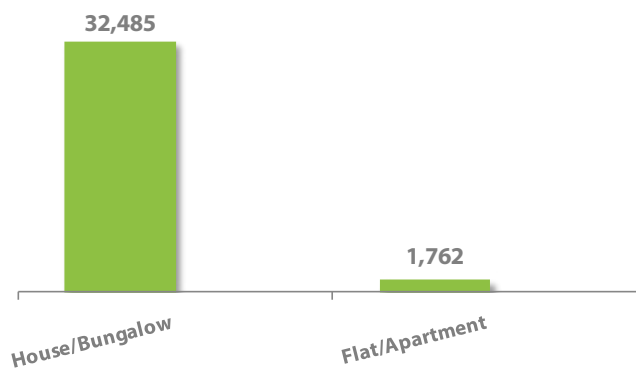
Within a one hour drivetime there are a total of 101,976 households. 92.9% are classed as House/Bungalows and 5.4% are classed as Flat/Apartments.



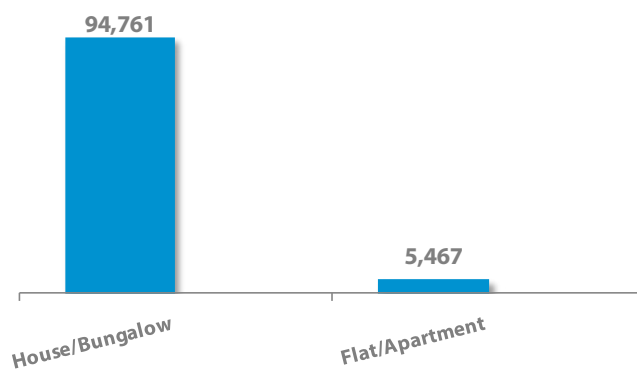
within the settlement



30 minute drivetime



60 minute drivetime





Housing Tenure



4,797
Owner Occupied

There are 4,797 (59.8%) Owner Occupied (OO) households within the Settlement, a total of 23,959 (69.2%) within a 30 minute drivetime and 70,612 (69.5%) within a one hour drivetime.



1,846
Private Rented

There are 1,846 (23%) Private Rented (PR) households within the Settlement, a total of 5,322 (15.4%) within a 30 minute drivetime and 15,100 (14.9%) within a one hour drivetime.



1,083
Social Rented

There are 1,083 (13.5%) Social Rented (SR) households within the Settlement, a total of 3,974 (11.5%) within a 30 minute drivetime and 11,576 (11.4%) within a one hour drivetime.



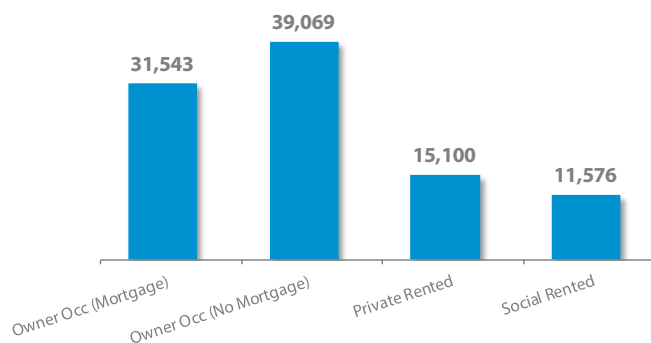
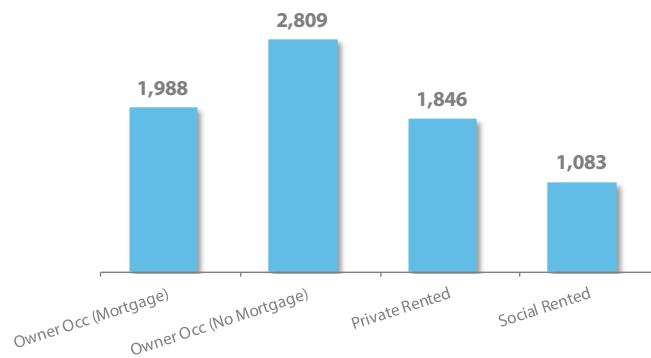
within the settlement



30 minute drivetime



60 minute drivetime





Housing

Age of Properties



2,013
Post 2011

Within a one hour drivetime a total of 2,013 (2%) households were built post 2011. This figure is 678 (2%) within 30 minutes and 091 (1.1%) within the Settlement.



32,008
Post 2001

Within a one hour drivetime a total of 32,008 (31.5%) households were built post 2001. This figure is 11,201 (32.3%) within 30 minutes and 1,810 (22.6%) within the Settlement.

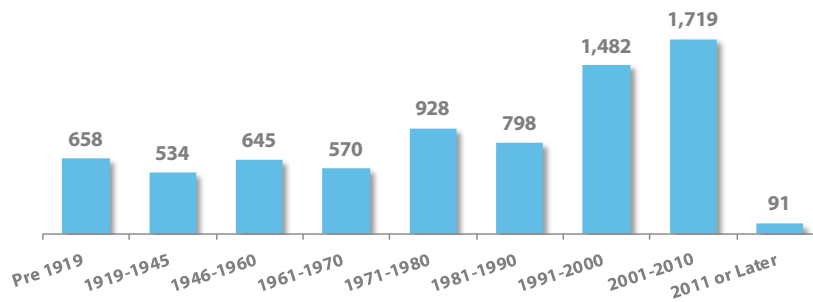


64,331
Pre 2001

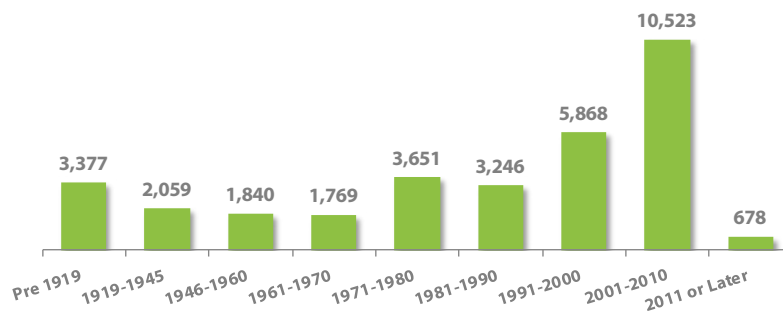
Within a one hour drivetime a total of 64,331 (63.3%) households were built pre 2001. This figure is 21,810 (63%) within 30 minutes and 5,615 (70%) within the Settlement.



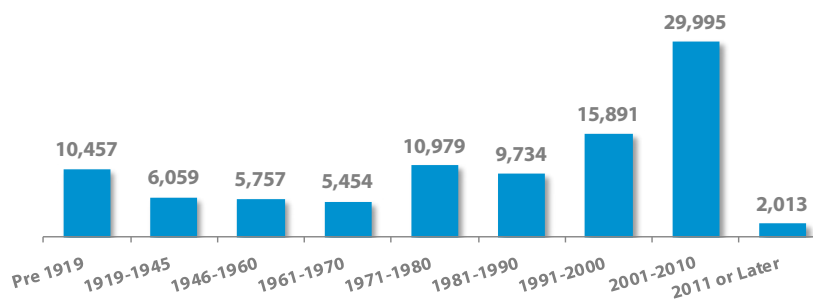
within the settlement



30 minute drivetime



60 minute drivetime





Housing

Type of Central Heating



57,593
Oil

Within a one hour drivetime a total of 57,593 (56.7%) households use Oil as the main fuel for central heating. This figure is 22,396 (64.7%) within a 30 minute drive time and 4,827 (60.1%) within the Settlement.



15,626
Natural Gas

Within a one hour drivetime a total of 15,626 (15.4%) households use Natural Gas as the main fuel for central heating. This figure is 299 (0.9%) within a 30 minute drive time and 133 (1.7%) within the Settlement.



6,459
Electricity

Within a one hour drivetime a total of 6,459 (6.4%) households use Electricity as the main fuel for central heating. This figure is 2,391 (6.9%) within a 30 minute drive time and 1,027 (12.8%) within the Settlement.



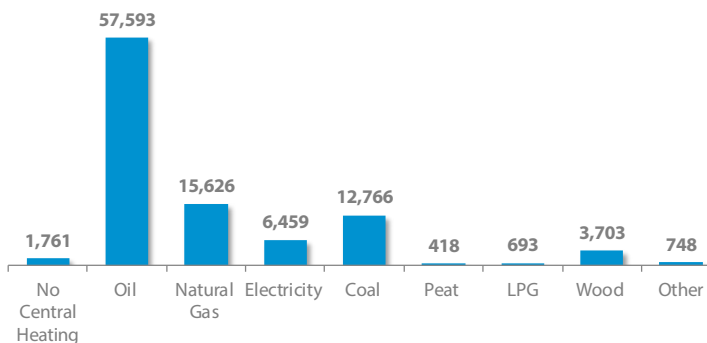
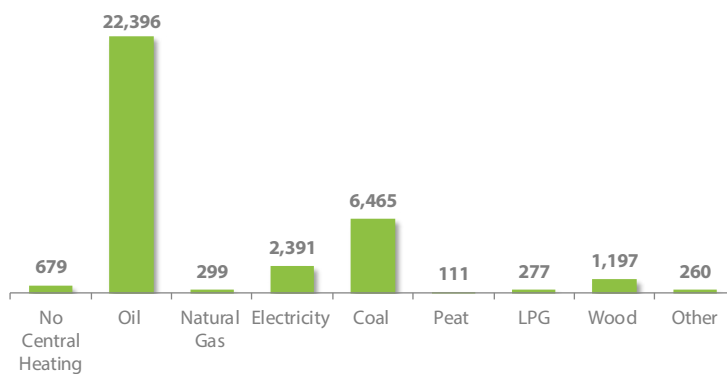
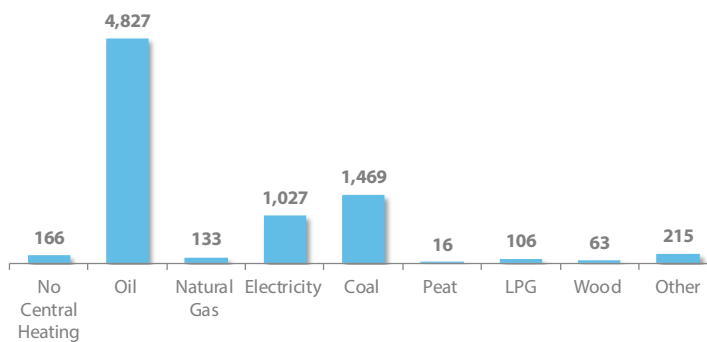
within the settlement



30
minute drivetime



60
minute drivetime





Housing Water System



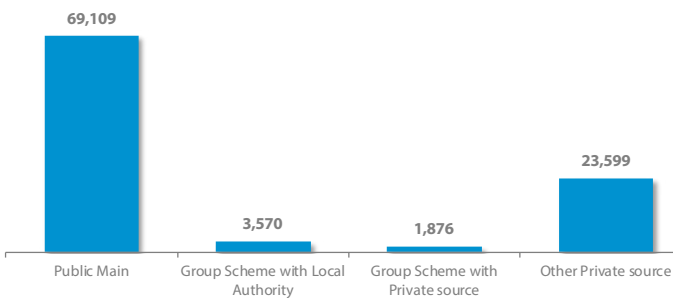
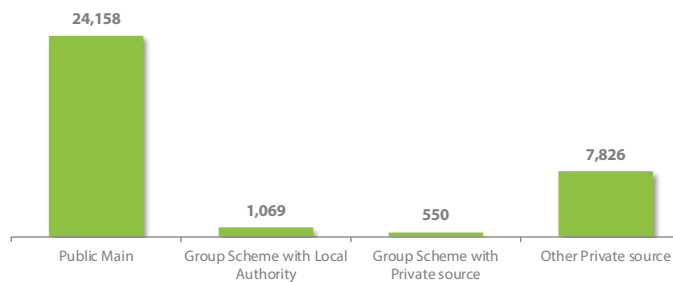
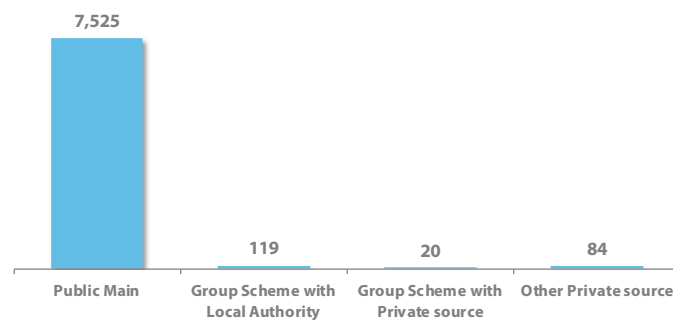
within the settlement



30 minute drivetime

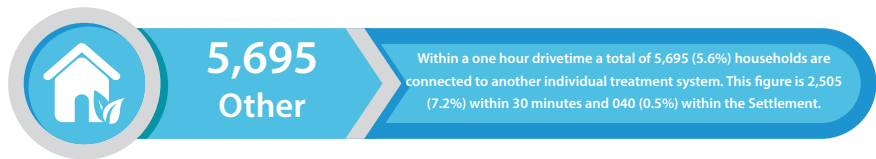
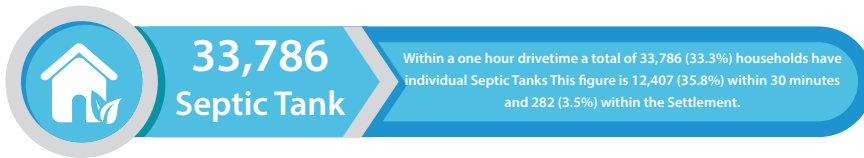


60 minute drivetime





Housing Sewage System



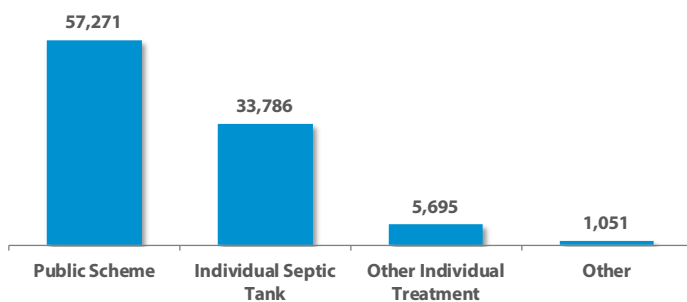
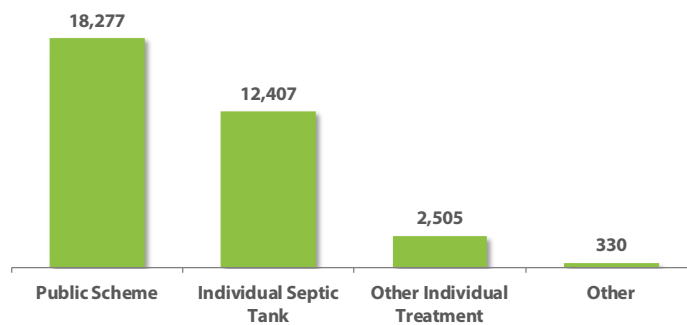
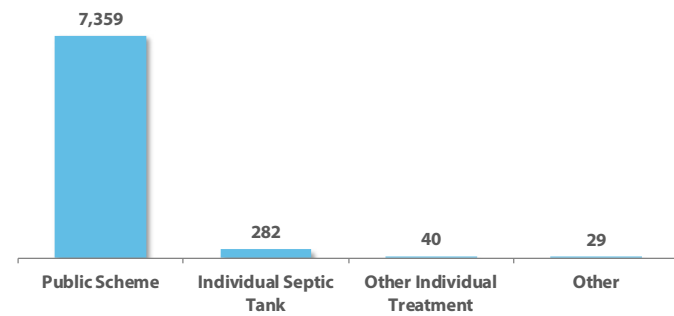
within the settlement



30 minute drivetime



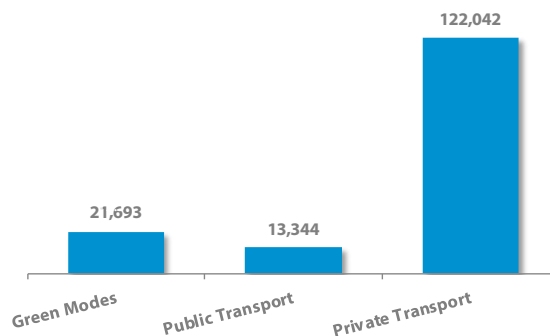
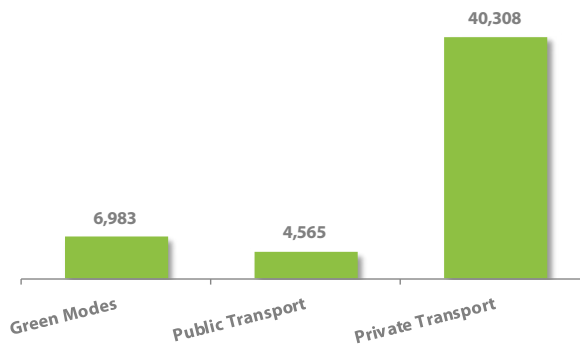
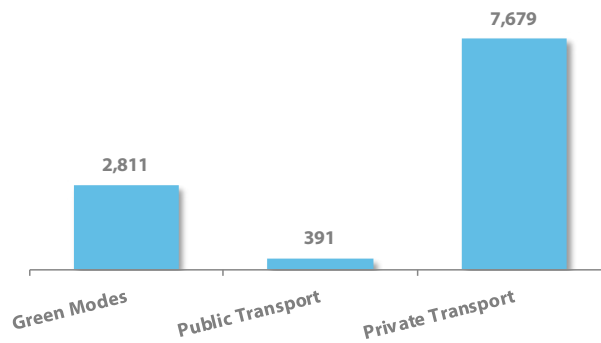
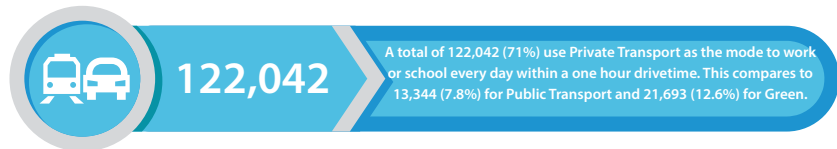
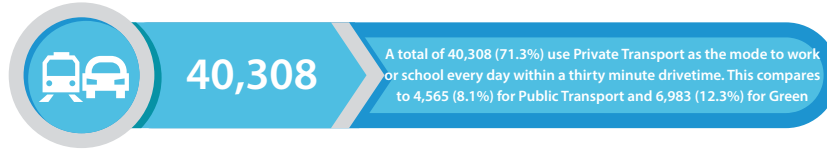
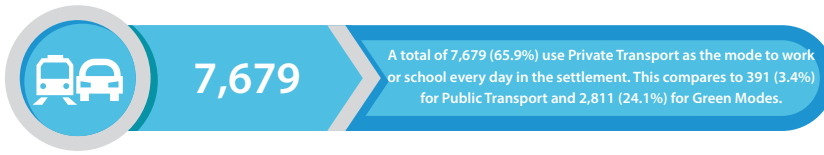
60 minute drivetime





Transport

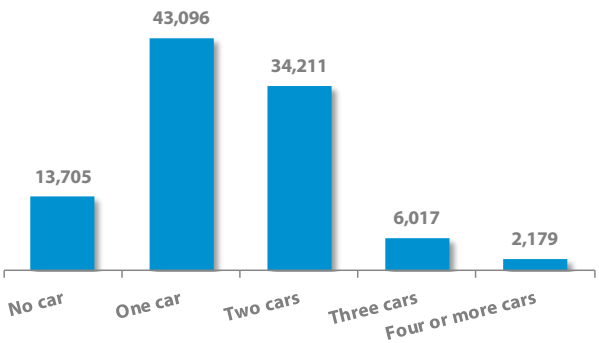
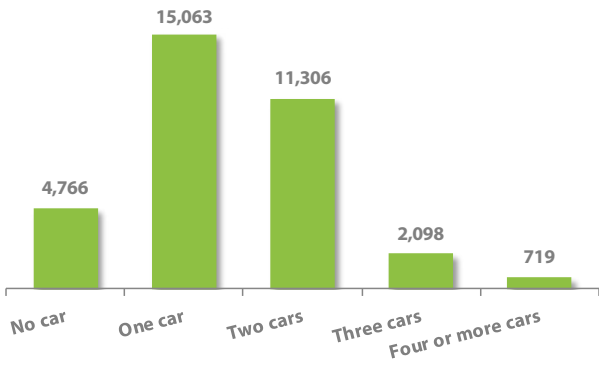
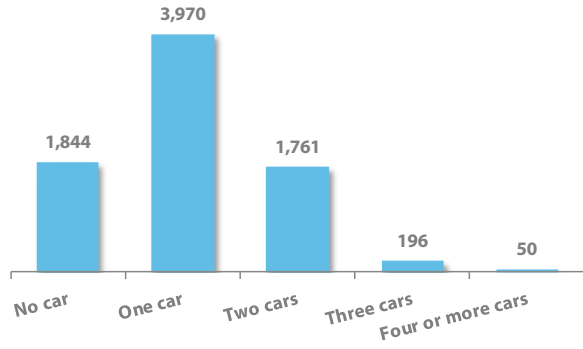
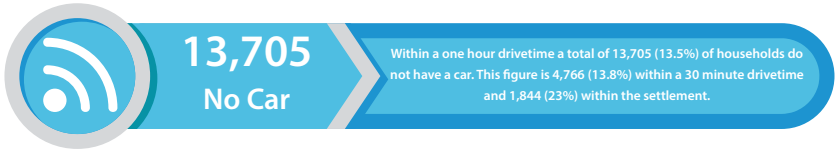
Mode of Transport to Work & School





Connectivity

Cars per Household





Connectivity

Broadband Access



67,260
Broadband

Within a one hour drivetime a total of 67,260 (66.2%) of households have broadband access. This figure is 22,212 (64.1%) within a 30 minute drivetime and 5,295 (66%) within the settlement.



9,821
Non-Broadband

Within a one hour drivetime a total of 9,821 (9.7%) of households have access to non-broadband internet. This figure is 3,575 (10.3%) within a 30 minute drivetime and 643 (8%) within the settlement.



21,834
No Internet

Within a one hour drivetime a total of 21,834 (21.5%) of households have no internet access. This figure is 8,051 (23.2%) within a 30 minute drivetime and 1,882 (23.4%) within the settlement.



within the settlement



30
minute drivetime



60
minute drivetime

