

Wexford

...Enniscorthy

# LEO Catchment Profile (LCP) Key Data for Enterprise Strategy



## Wexford Local Enterprise Office

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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](mailto:info@spatialinsight.ie)

w: [www.spatialinsight.ie](http://www.spatialinsight.ie)

# Indicators and Catchments

## Indicators

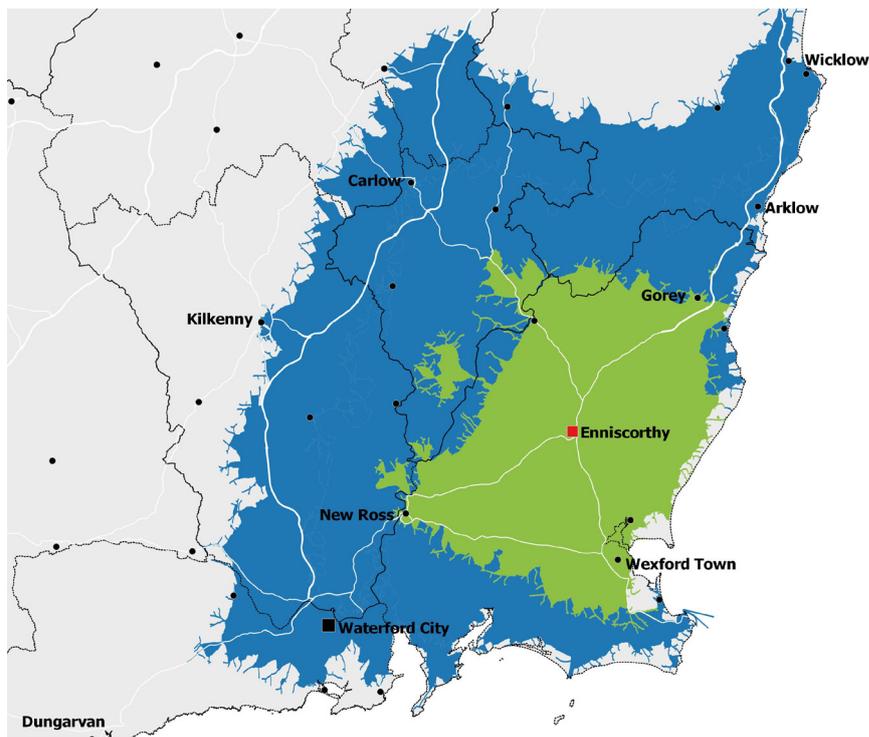
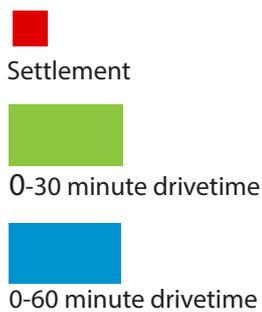
The socio-economic catchment profile is based on 8 key themes with a series of indicators representing each theme. All data is based on the latest available Census information (2016).

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



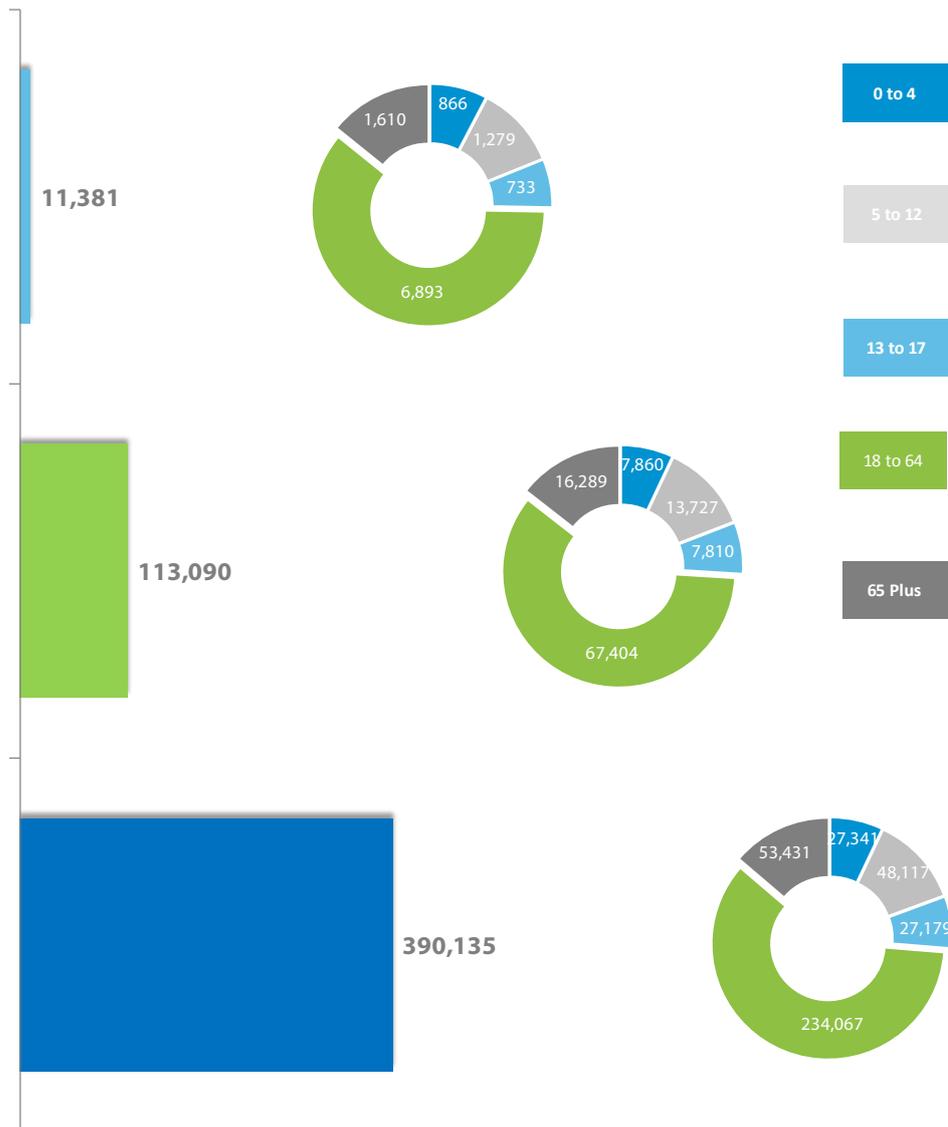
within the settlement



30  
minute drivetime



60  
minute drivetime





# Demography

## Social Classification (1 highest, 6 lowest)



**24,478**  
Social Class 1

Within a one-hour drivetime a total of 24,478 (6.3%) are classed as within the Social Class 1 grouping. Within a 30 minute drivetime this figure is 6,129 (5.4%) and 259 (2.3%) within the Settlement.



**100,066**  
Social Class 2

Within a one-hour drivetime a total of 100,066 (25.6%) are classed as within the Social Class 2 grouping. Within a 30 minute drivetime this figure is 28,017 (24.8%) and 2,057 (18.1%) within the Settlement.

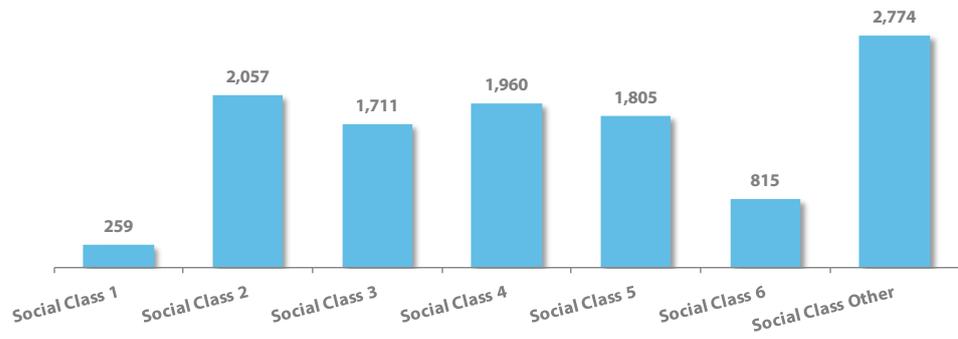


**17,972**  
Social Class 6

Within a one-hour drivetime a total of 17,972 (4.6%) are classed as within the Social Class 6 grouping. Within a 30 minute drivetime this figure is 5,613 (5%) and 815 (7.2%) within the Settlement.



within the settlement



30 minute drivetime



60 minute drivetime





# Demography

## Non-native Language Speakers (not English or Irish)



39,438

Within a 60 minute drivetime a population of 39,438 are non-native language speakers. This can be broken down into Polish 12,198 (30.9%), French 3,609 (9.2%), Lithuanian 2,124 (5.4%) and Other 21,507 (54.5%).



10,540

Within a 30 minute drivetime a population of 10,540 are non-native language speakers. This can be broken down into Polish 3,896 (37%), French 957 (9.1%), Lithuanian 685 (6.5%) and Other 5,002 (47.5%).

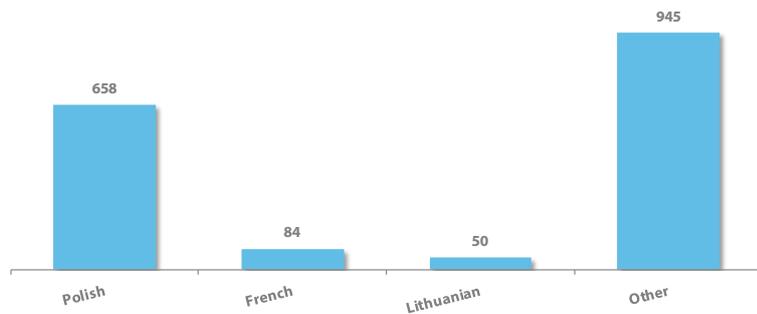


1,737

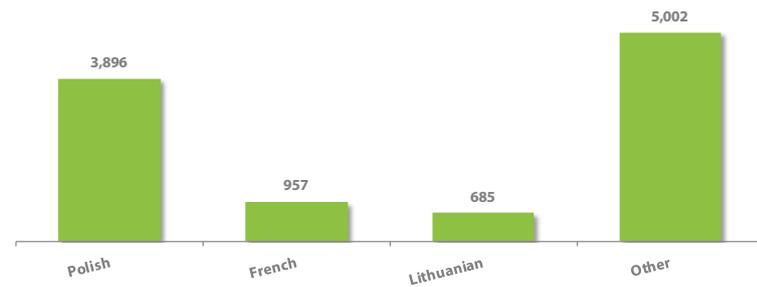
Within the Settlement a population of 1,737 are non-native language speakers. This can be broken down into Polish 658 (37.9%), French 84 (4.8%), Lithuanian 50 (2.9%) and Other 945 (54.4%).



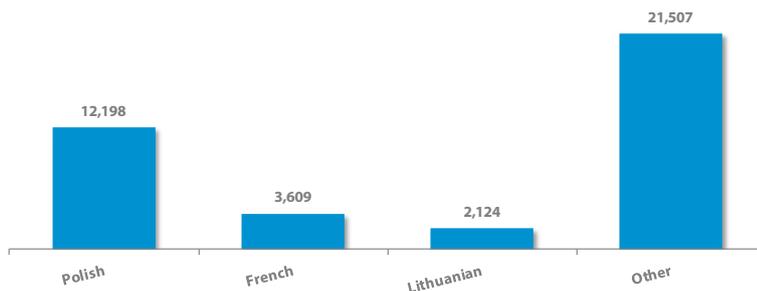
within the settlement



30 minute drivetime



60 minute drivetime





# Demography Family Cycle



**11,725**  
Empty Nests

Within a one-hour drivetime a total of 11,725 (11.2%) Families are classed as Empty Nests. This figure is 3,612 (11.9%) within a 30 minute drive and 318 (10.6%) within the settlement.



**9,894**  
Pre-school

Within a one-hour drivetime a total of 9,894 (9.5%) Families are classed as Pre-School. This figure is 2,876 (9.5%) within a 30 minute drive and 350 (11.7%) within the settlement.

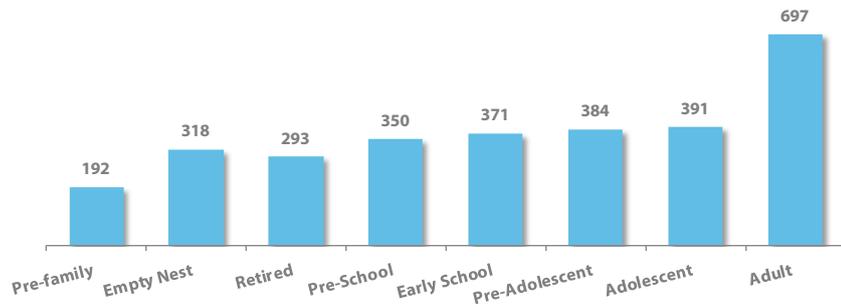


**7,340**  
Pre-family

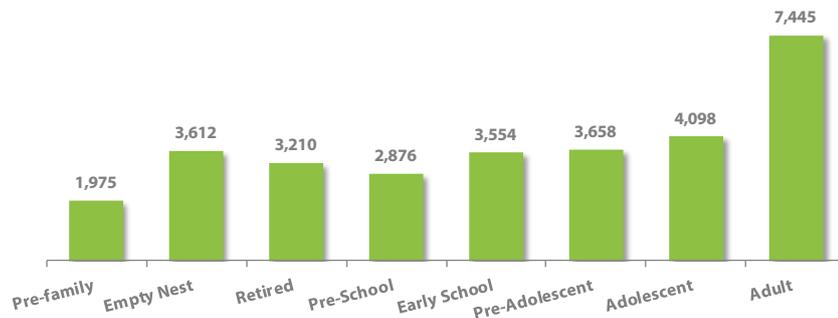
Within a one-hour drivetime a total of 7,340 (7%) Families are classed as Pre-Family. This figure is 1,975 (6.5%) within a 30 minute drive and 192 (6.4%) within the settlement.



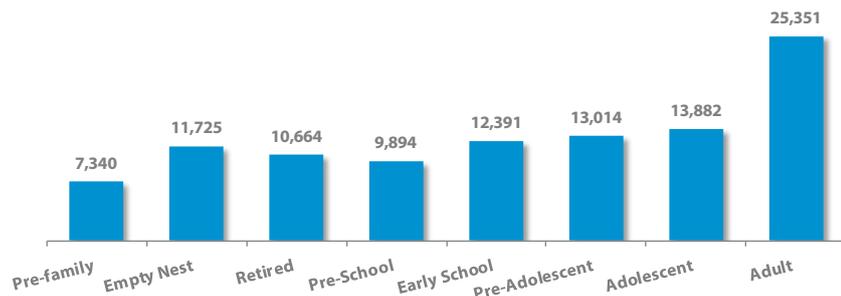
within the settlement



30  
minute drivetime



60  
minute drivetime





# Education Attainment Levels

**1,252 PhDs**

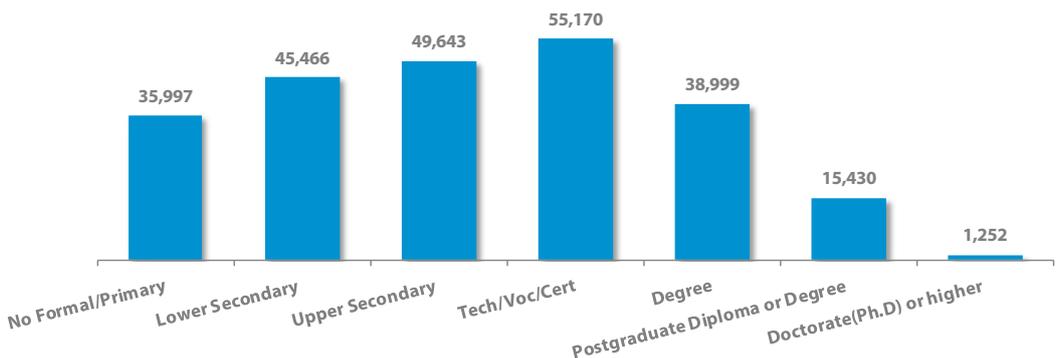
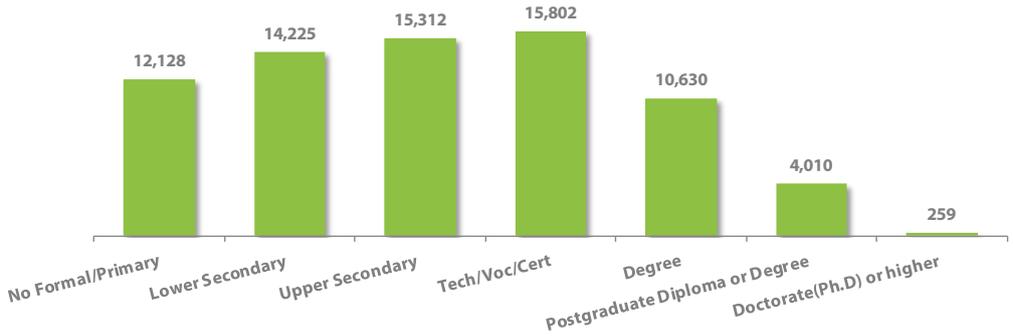
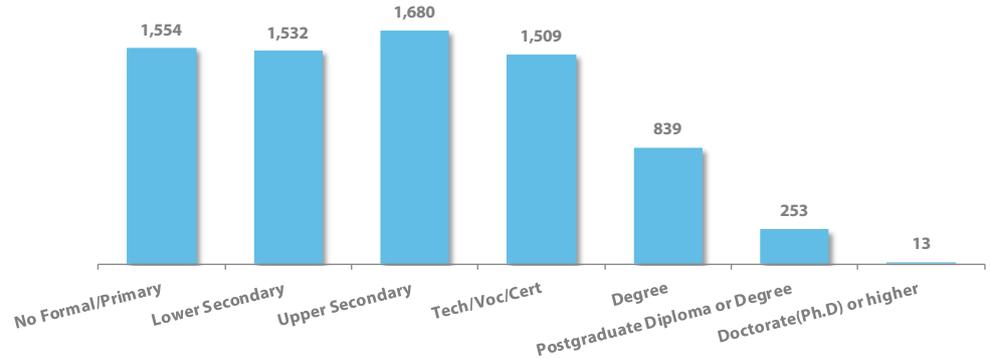
Within a one hour drivetime from the settlement there are 1,252 graduates with a PhD, 259 reside within a half hour drive from the settlement.

**55,681 3rd Level**

There are 55,681 graduates with a Third Level Degree residing within a one hour drive from the settlement. 27.7% have a PostGrad and 2.2% have a PhD

**55,170 Trades**

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

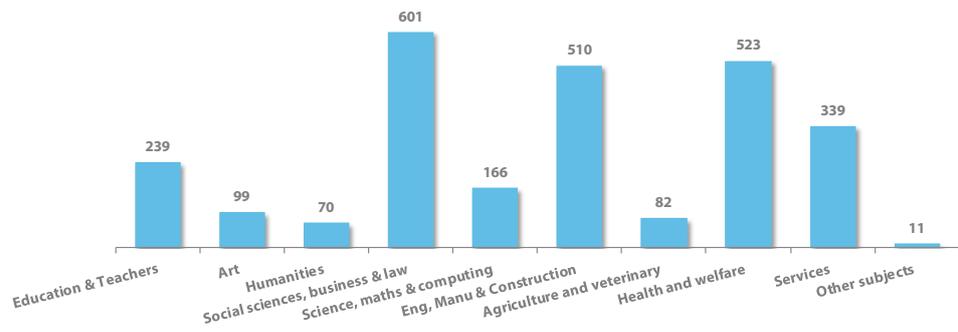




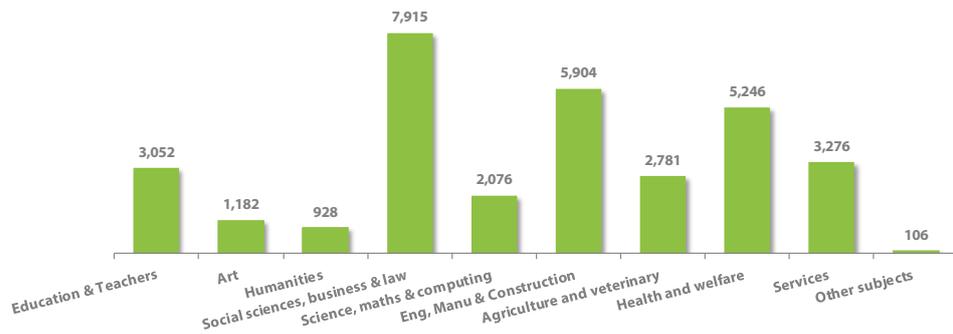
# Education Field of Study



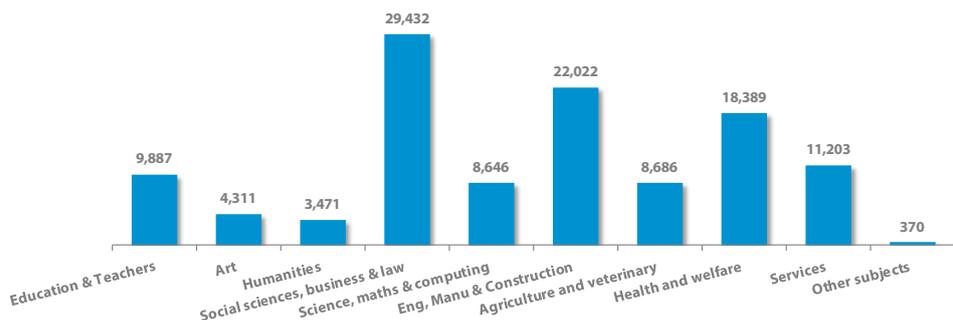
within the settlement



30  
minute drivetime



60  
minute drivetime





# Economy Status

## Labour Force & Non Labour Force



5,206

The total labour force within the settlement is 5,206 and represents approximately 7.5% of the labour force in the county (69,237) in 2016.



52,747

Within a thirty minute drivetime there is a labour force of 52,747. This figure represents approximately 2.3% of the labour force of Ireland (2.3M) in 2016.

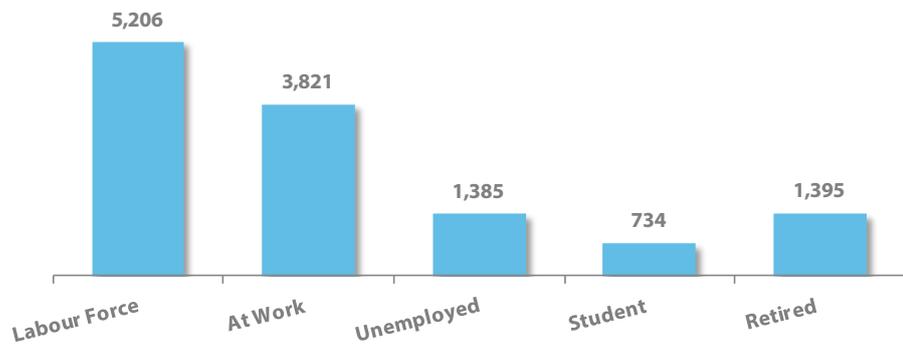


182,540

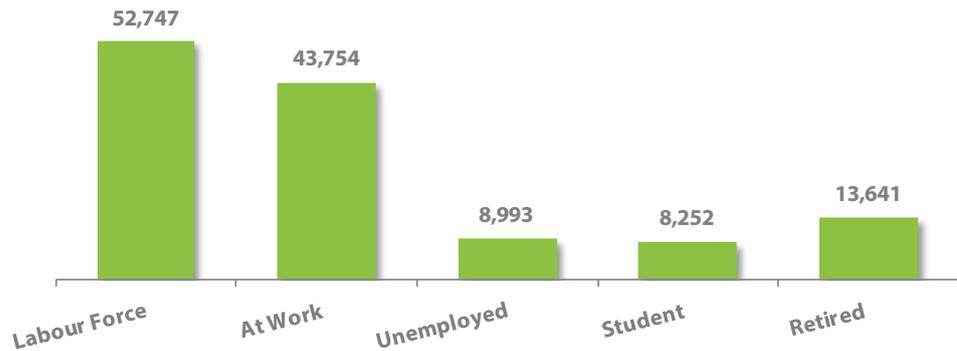
Within a one hour drivetime there is a labour force of 182,540. This figure represents approximately 7.9% of the labour force of Ireland (2.3M) in 2016.



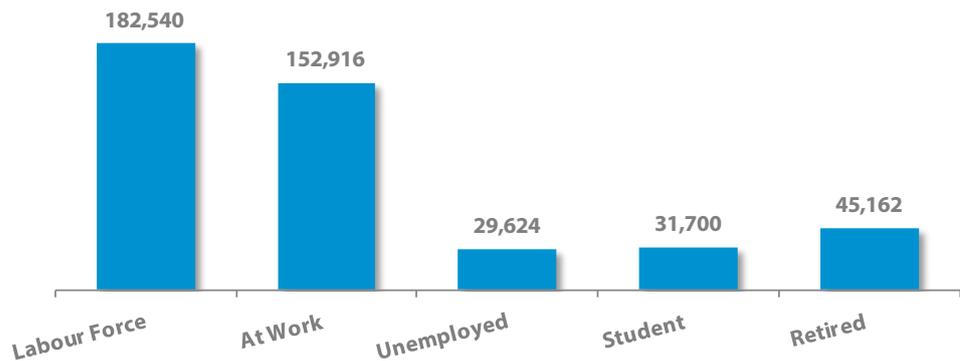
within the settlement



30 minute drivetime



60 minute drivetime





# Industry & Occupations

## Industry of Employment



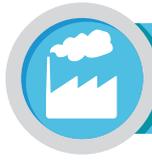
**34,880**  
Commerce & Trade

Of the 152,916 people at Work within a one hour drivetime, a total of 34,880 (22.8%) are employed in 'Commerce and Trade'. This figure is 10,145 (23.2%) and 833 (21.8%) within the settlement.



**35,689**  
Professional Services

Of the 152,916 people at Work within a one hour drivetime, a total of 35,689 (23.3%) are employed in 'Professional Services'. This figure is 9,852 (22.5%) and 838 (21.9%) within the settlement.

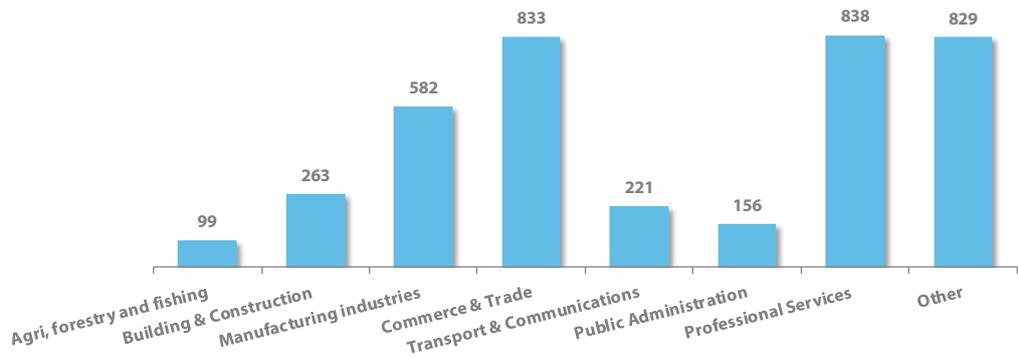


**19,856**  
Manufacturing

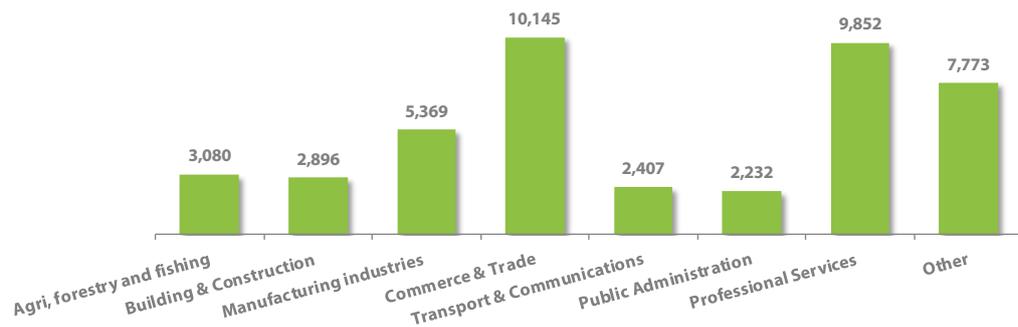
Of the 152,916 people at Work within a one hour drivetime, a total of 19,856 (13%) are employed in 'Manufacturing'. This figure is 5,369 (12.3%) and 582 (15.2%) within the settlement.



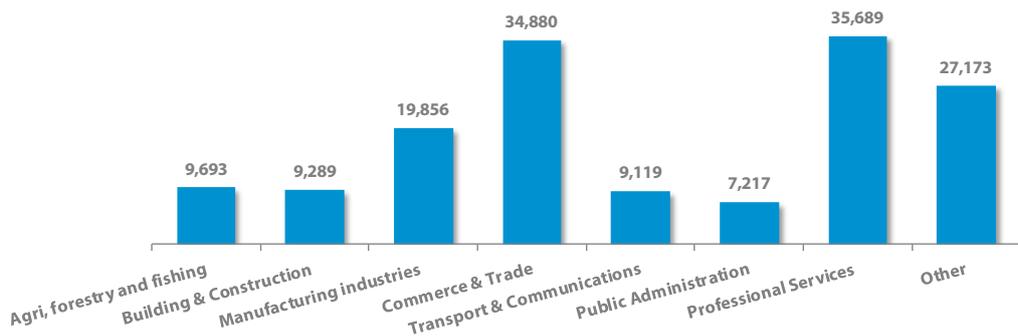
within the settlement



30  
minute drivetime



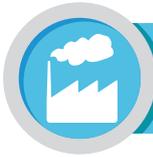
60  
minute drivetime





# Industry & Occupations

## Type of Occupation



**12,602**  
Senior Execs

A total of 12,602 (7%) persons classed as 'Managers, Directors and Senior Officials' are residing within a one hour drivetime, 3,491 (6.7%) within 30 minutes and 287 (5.7%) within the Settlement.



**24,228**  
Professionals

A total of 24,228 (13.5%) persons classed as 'Professionals' are residing within a one hour drivetime, 6,535 (12.6%) within 30 minutes and 434 (8.7%) within the Settlement.



**16,481**  
Prof & Technical

A total of 16,481 (9.2%) persons classed as 'Associate Professional and Technical' are residing within a one hour drivetime, 4,460 (8.6%) within 30 minutes and 338 (6.8%) within the Settlement.



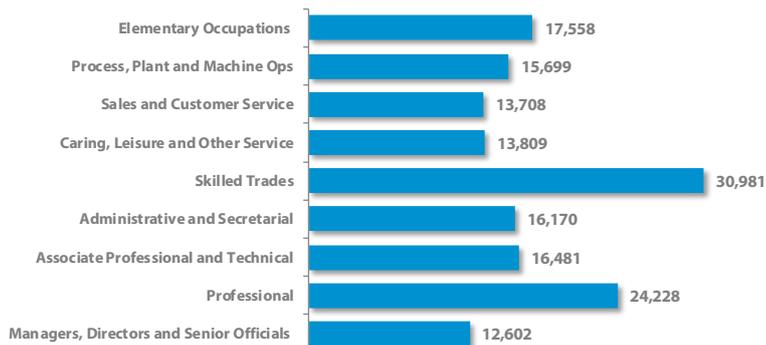
within the settlement



30  
minute drivetime



60  
minute drivetime



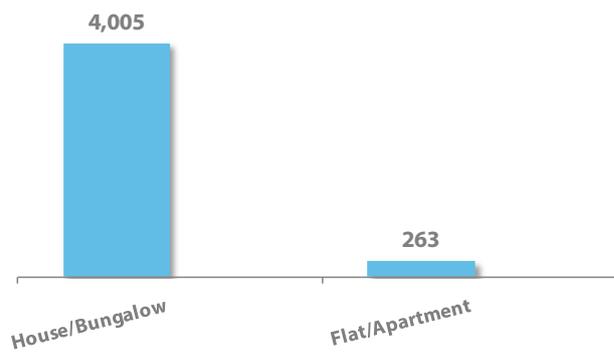


# Housing

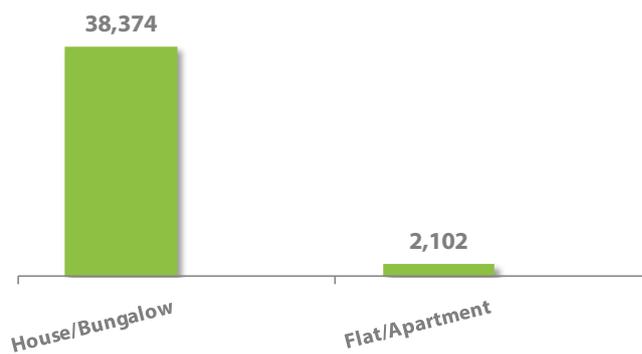
## Type of Property



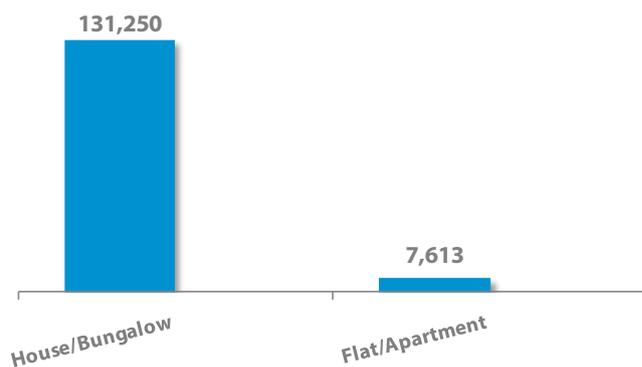
within the settlement



30 minute drivetime



60 minute drivetime





# Housing Tenure



**2,316**  
Owner Occupied

There are 2,316 (53.6%) Owner Occupied (OO) households within the Settlement, a total of 28,543 (69.6%) within a 30 minute drivetime and 97,377 (69.2%) within a one hour drivetime.



**953**  
Private Rented

There are 953 (22.1%) Private Rented (PR) households within the Settlement, a total of 6,271 (15.3%) within a 30 minute drivetime and 21,009 (14.9%) within a one hour drivetime.



**904**  
Social Rented

There are 904 (20.9%) Social Rented (SR) households within the Settlement, a total of 4,572 (11.1%) within a 30 minute drivetime and 16,314 (11.6%) within a one hour drivetime.



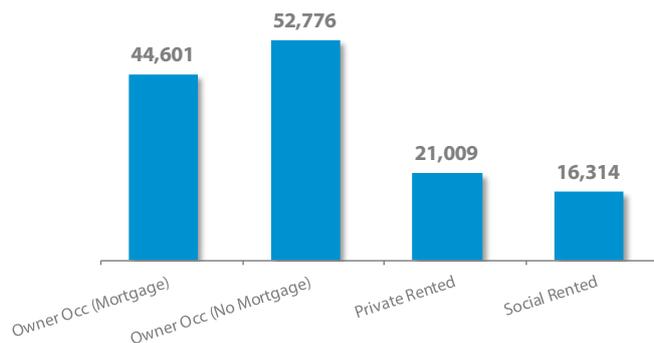
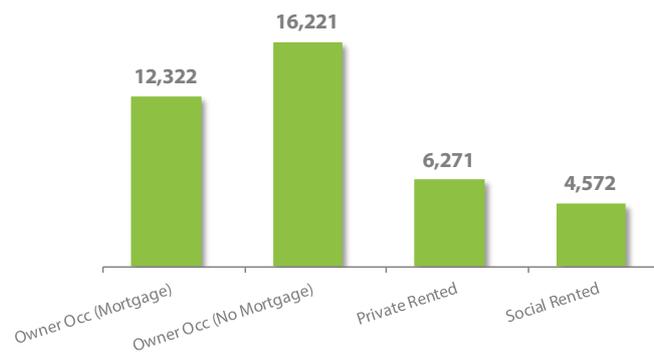
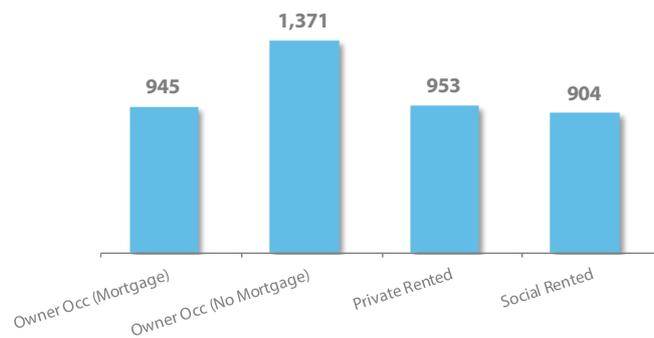
within the settlement



30 minute drivetime



60 minute drivetime





# Housing

## Age of Properties



**2,766**  
Post 2011

Within a one hour drivetime a total of 2,766 (2%) households were built post 2011. This figure is 858 (2.1%) within 30 minutes and 053 (1.2%) within the Settlement.



**44,413**  
Post 2001

Within a one hour drivetime a total of 44,413 (31.5%) households were built post 2001. This figure is 13,632 (33.2%) within 30 minutes and 1,369 (31.7%) within the Settlement.

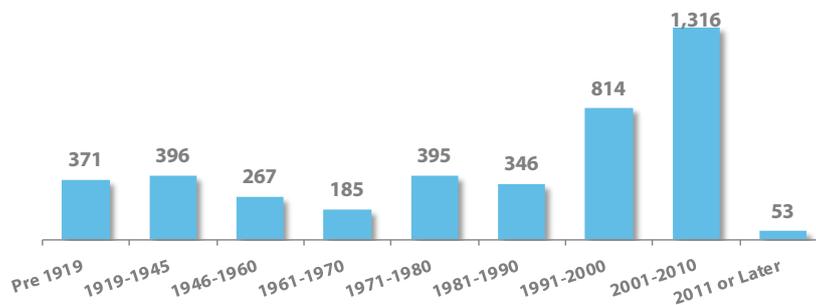


**88,825**  
Pre 2001

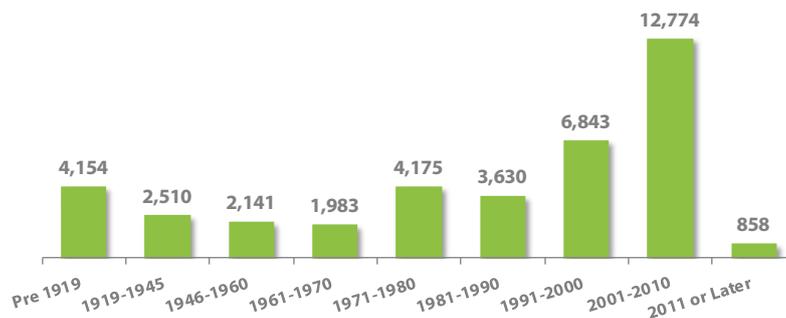
Within a one hour drivetime a total of 88,825 (63.1%) households were built pre 2001. This figure is 25,436 (62%) within 30 minutes and 2,774 (64.2%) within the Settlement.



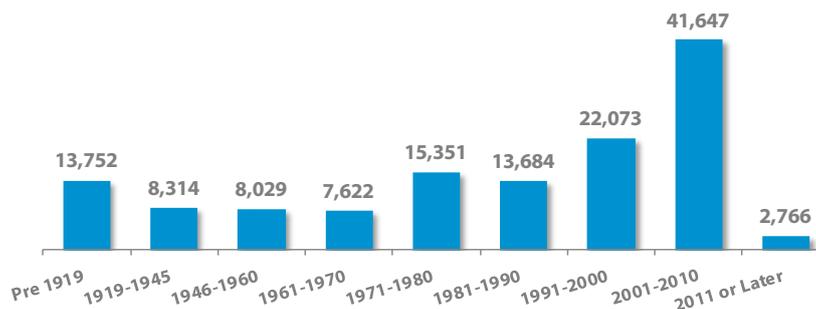
within the settlement



30 minute drivetime



60 minute drivetime



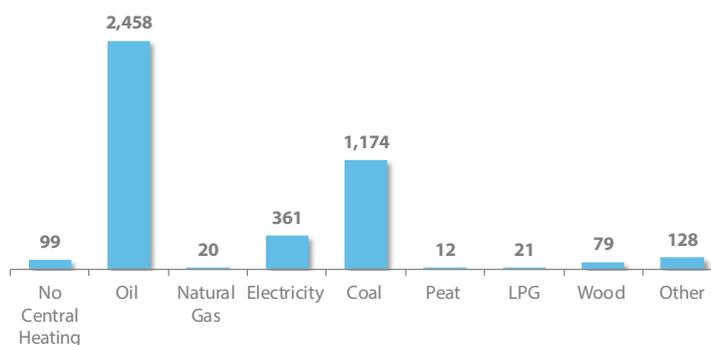


# Housing

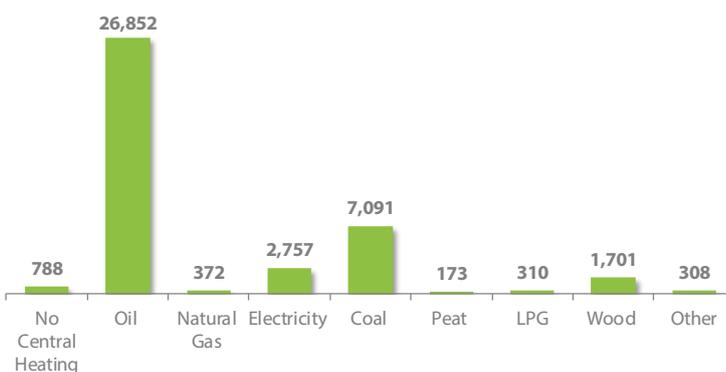
## Type of Central Heating



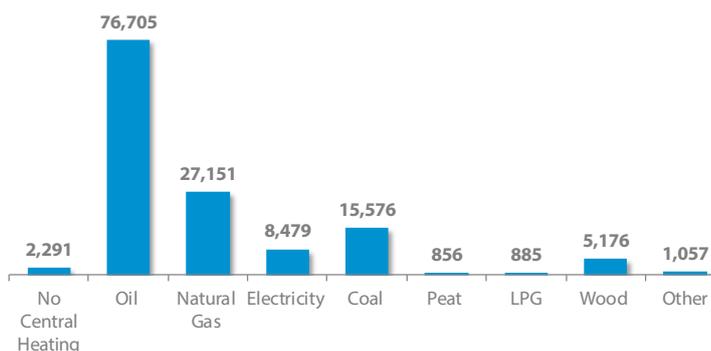
within the settlement



30 minute drivetime



60 minute drivetime

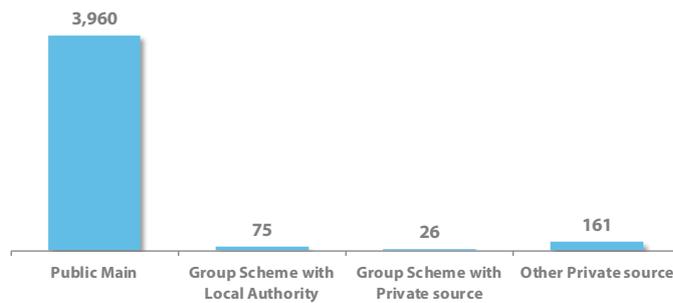




# Housing Water System



within the settlement



30 minute drivetime

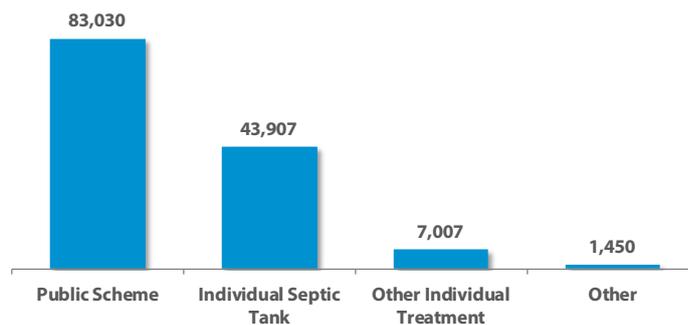
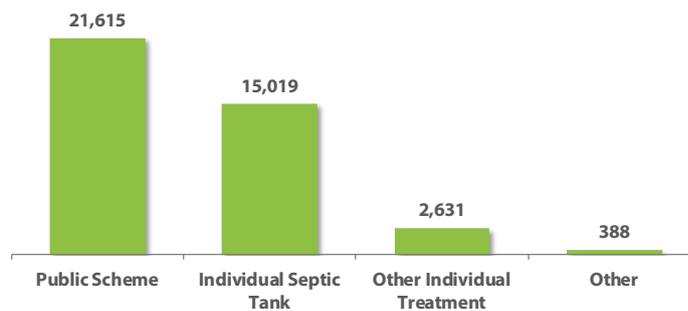
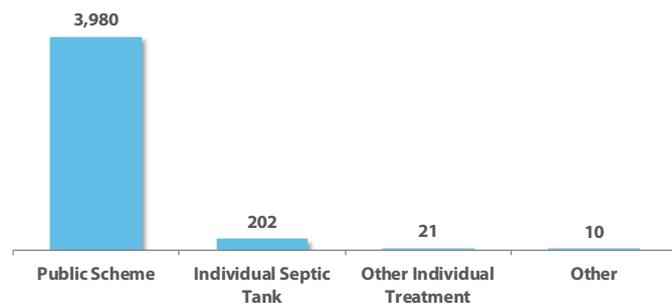
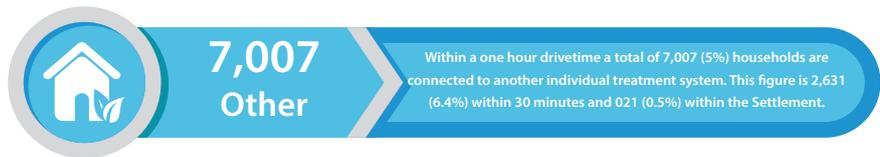


60 minute drivetime





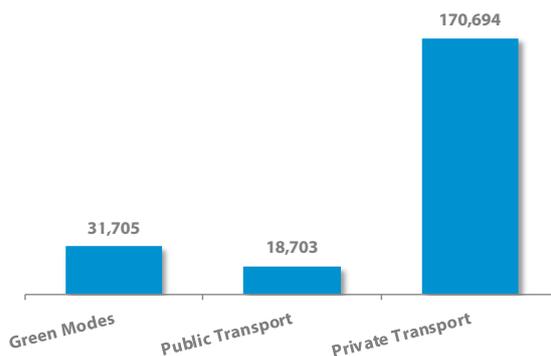
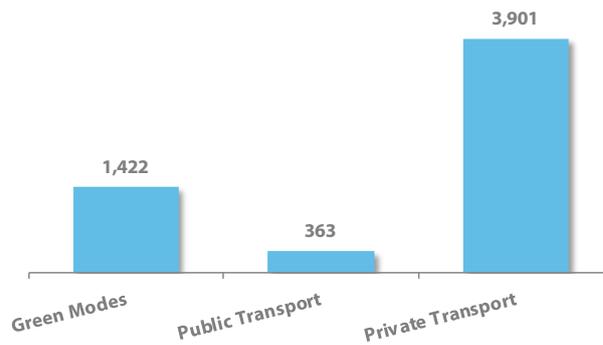
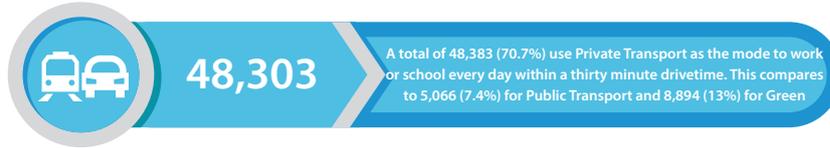
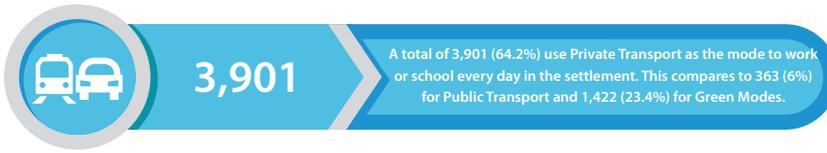
# Housing Sewage System





# Transport

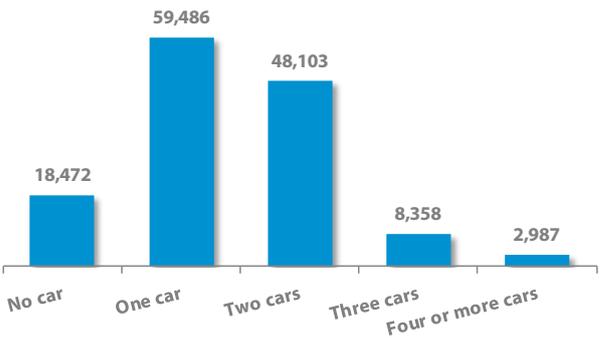
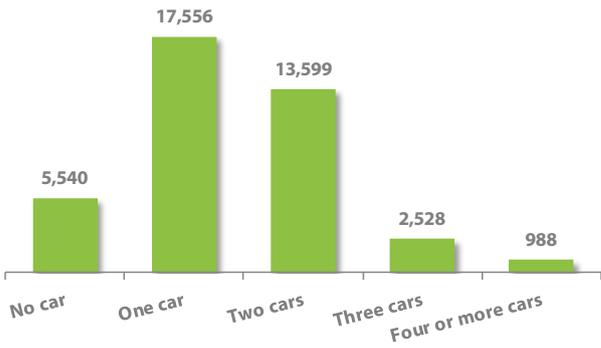
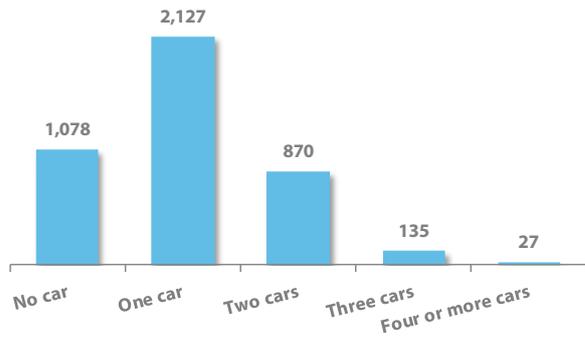
## Mode of Transport to Work & School





# Connectivity

## Cars per Household





# Connectivity

## Broadband Access



**94,526**  
Broadband

Within a one hour drivetime a total of 94,526 (67.1%) of households have broadband access. This figure is 25,865 (63.1%) within a 30 minute drivetime and 2,689 (62.3%) within the settlement.



**13,136**  
Non-Broadband

Within a one hour drivetime a total of 13,136 (9.3%) of households have access to non-broadband internet. This figure is 4,388 (10.7%) within a 30 minute drivetime and 313 (7.2%) within the settlement.

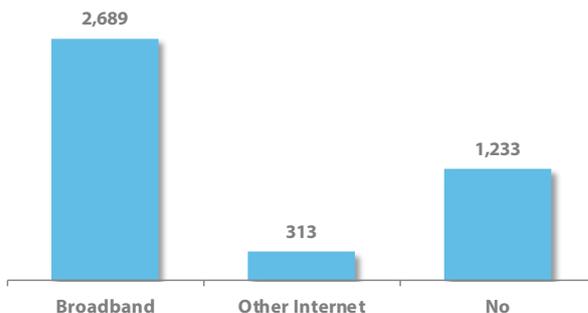


**29,415**  
No Internet

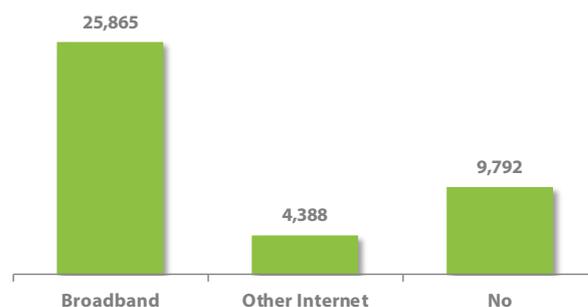
Within a one hour drivetime a total of 29,415 (20.9%) of households have no internet access. This figure is 9,792 (23.9%) within a 30 minute drivetime and 1,233 (28.6%) within the settlement.



within the settlement



30  
minute drivetime



60  
minute drivetime

