

Laois

...Graiguecullen

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 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

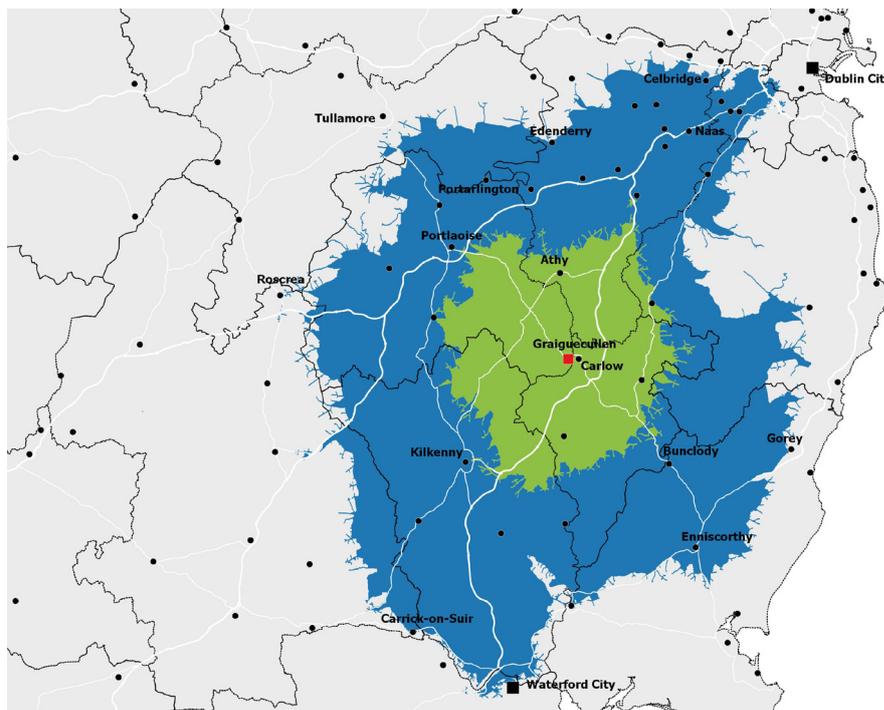
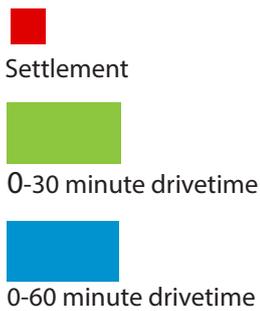
The socio-economic catchment profile is based on 8 key themes with a series of indicators representing each theme. All data is based on the latest available Census information (2016).

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 (all Small Areas within the Laois portion of the CSO Carlow Settlement) 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).

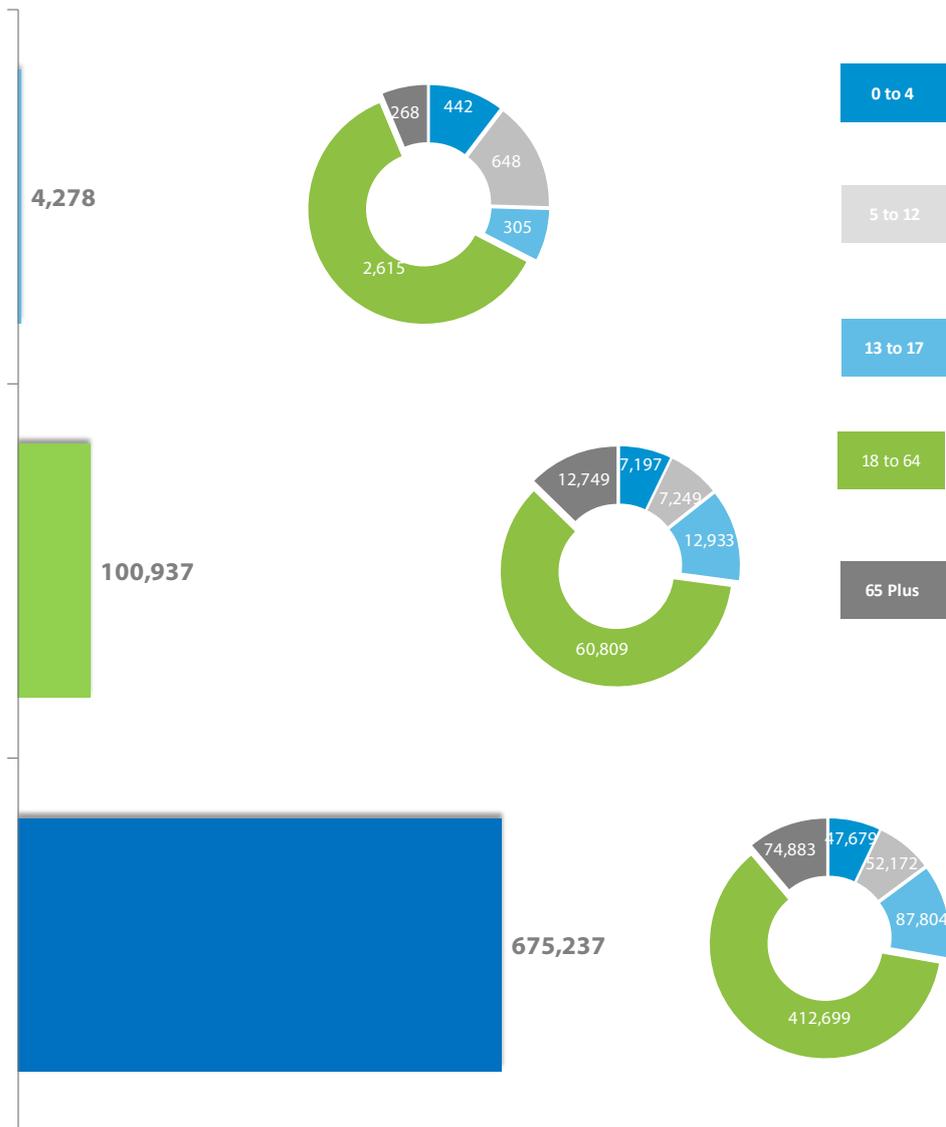


Mapping: Contains Irish Public Sector Data (data.gov.ie) licensed under a Creative Commons Attribution 4.0 International (CCBY 4.0) licence



Demography

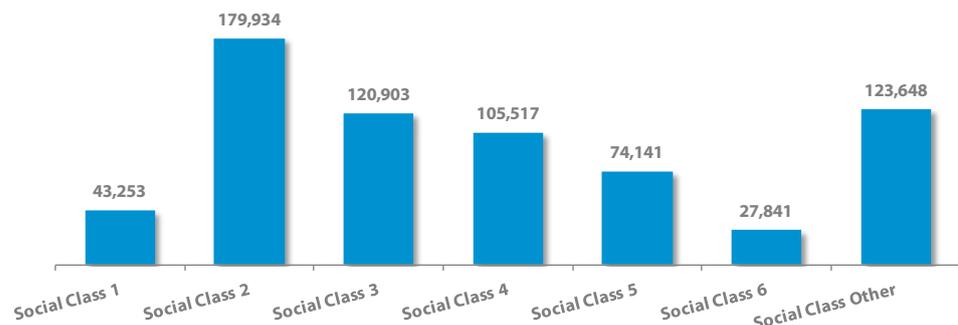
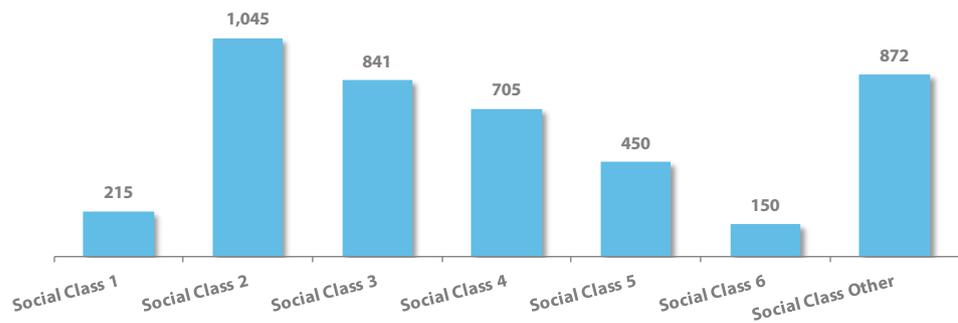
Total Population





Demography

Social Classification (1 highest, 6 lowest)





Demography

Non-native Language Speakers (not English or Irish)



94,367

Within a 60 minute drivetime a population of 94,367 are non-native language speakers. This can be broken down into Polish 25,366 (26.9%), French 6,907 (7.3%), Lithuanian 5,559 (5.9%) and Other 56,535 (59.9%).



10,679

Within a 30 minute drivetime a population of 10,679 are non-native language speakers. This can be broken down into Polish 3,536 (33.1%), French 914 (8.6%), Lithuanian 419 (3.9%) and Other 5,810 (54.4%).

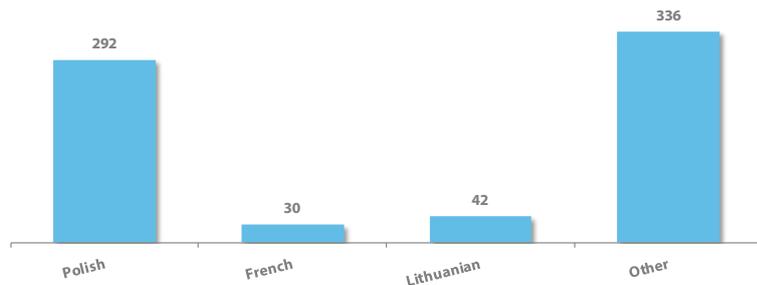


700

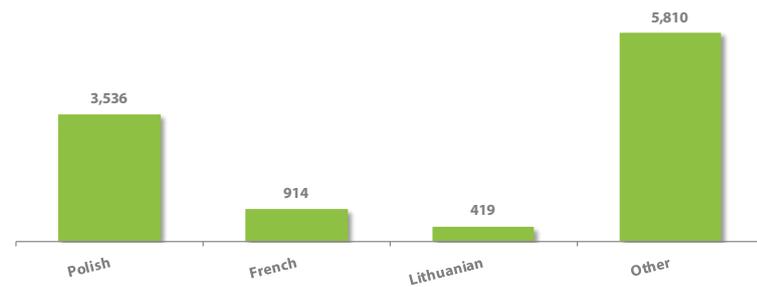
Within the Settlement a population of 700 are non-native language speakers. This can be broken down into Polish 292 (41.7%), French 030 (4.3%), Lithuanian 042 (6%) and Other 336 (48%).



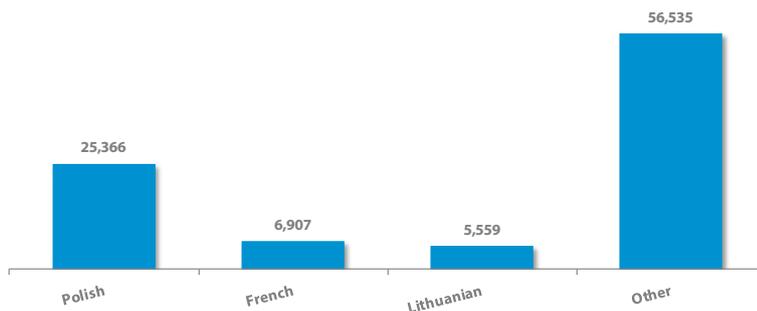
within the settlement



30 minute drivetime

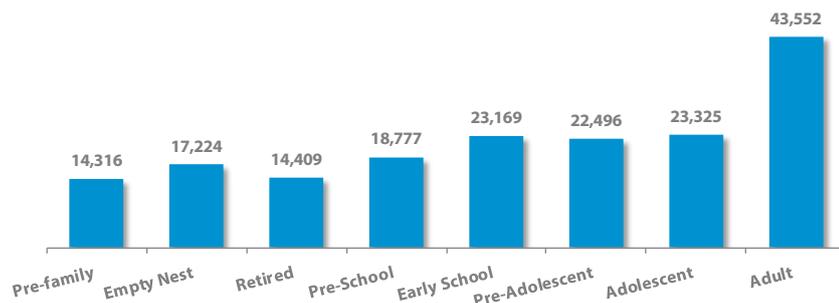
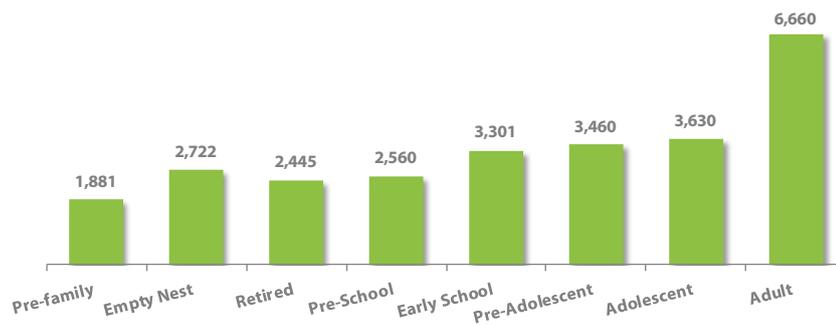
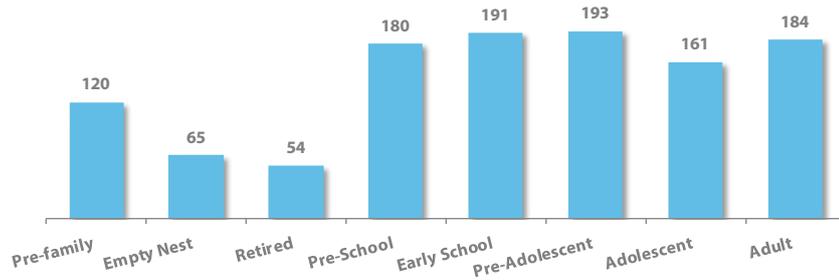


60 minute drivetime





Demography Family Cycle





Education Attainment Levels



2,109 PhDs

Within a one hour drivetime from the settlement there are 2,109 graduates with a PhD, 290 reside within a half hour drive from the settlement.



100,708 3rd Level

There are 100,708 graduates with a Third Level Degree residing within a one hour drive from the settlement. 29.2% have a PostGrad and 2.1% have a PhD

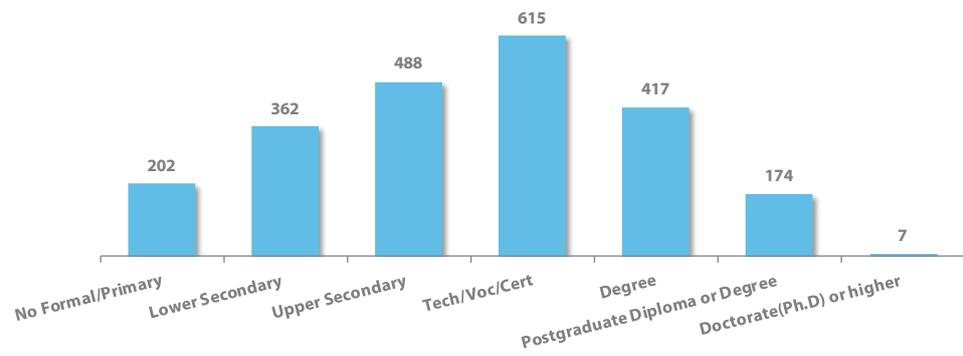


90,735 Trades

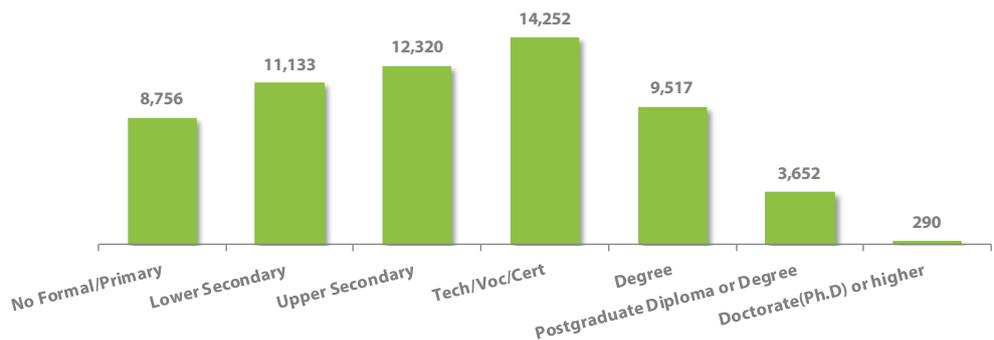
Graigucullen has a high number of people with Apprenticeships, Technical and Vocational qualifications residing within a one hour drive from the settlement.



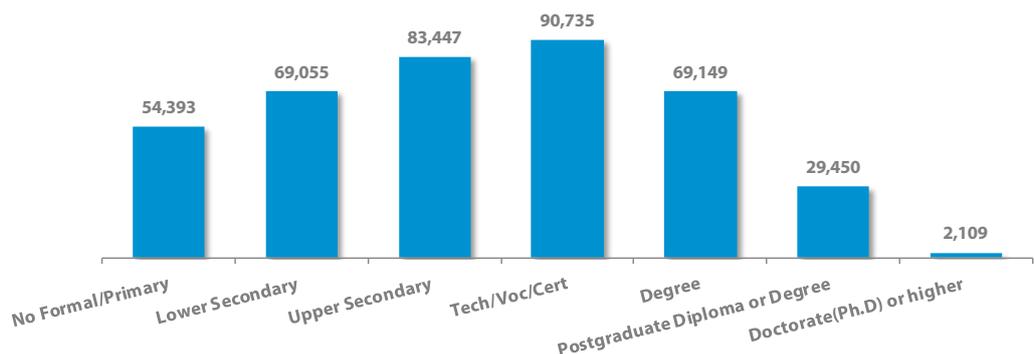
within the settlement



30 minute drivetime



60 minute drivetime





Education Field of Study



54,791
Business & Law

Within a one hour drivetime there are a total of 54,791 (12.9%) people with a 3rd level qualification in Social Science, Business & Law. This figure is 7,269 (11.3%) within 30 minutes and 312 (12.7%) within the settlement.



16,448
Science-
Maths/Computing

Within a one hour drivetime there are a total of 16,448 (3.9%) people with a 3rd level qualification in Science, Maths and Computing. This figure is 1,986 (3.1%) within 30 minutes and 106 (4.3%) within the settlement.

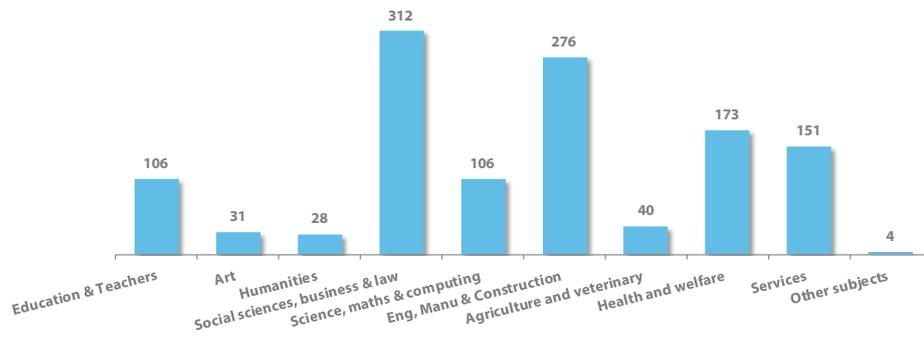


38,464
Engineering &
Construction

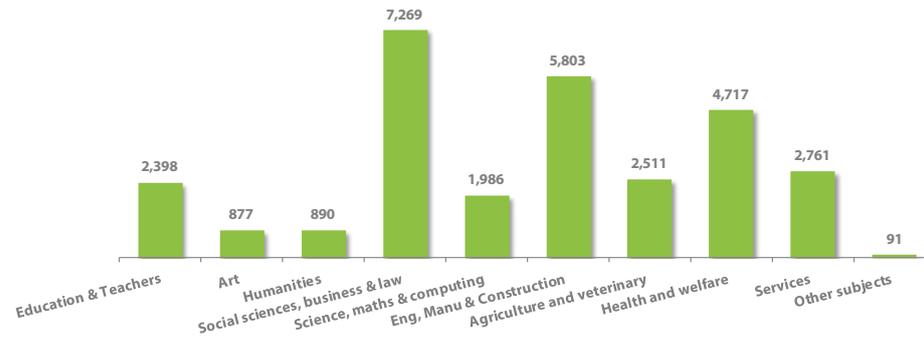
Within a one hour drivetime there are a total of 38,464 (9%) people with a 3rd level qualification in Engineering, Manu & Cons. This figure is 5,803 (9%) within 30 minutes and 276 (11.2%) within the settlement.



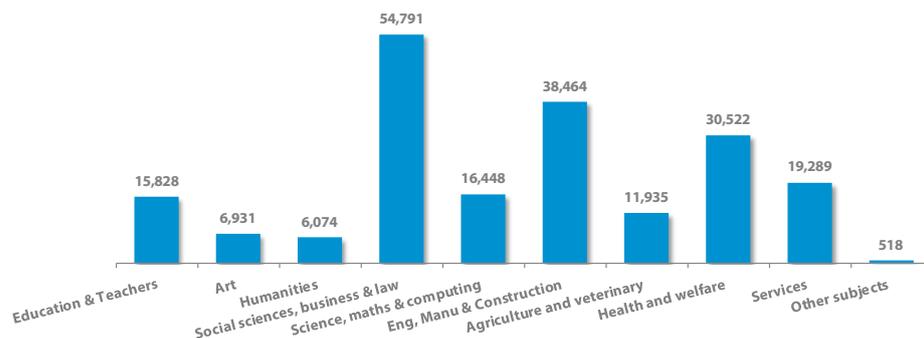
within the
settlement



30
minute
drivetime



60
minute
drivetime





Economy Status

Labour Force & Non Labour Force



2,060

The total labour force within the settlement is 2,060 and represents approximately 5.2% of the labour force in the county (39,609) in 2016.



46,722

Within a thirty minute drivetime there is a labour force of 46,722. This figure represents approximately 2% of the labour force of Ireland (2.3M) in 2016.

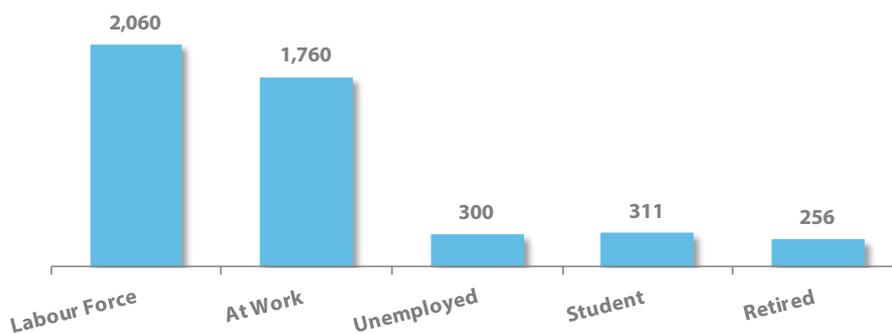


325,702

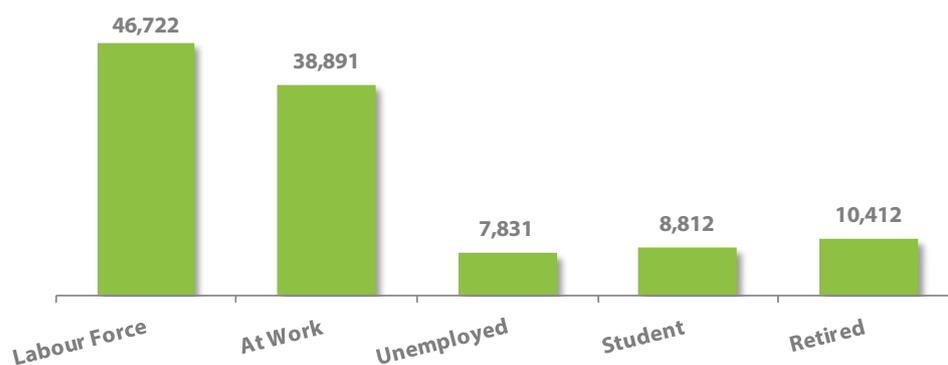
Within a one hour drivetime there is a labour force of 325,702. This figure represents approximately 14.1% of the labour force of Ireland (2.3M) in 2016.



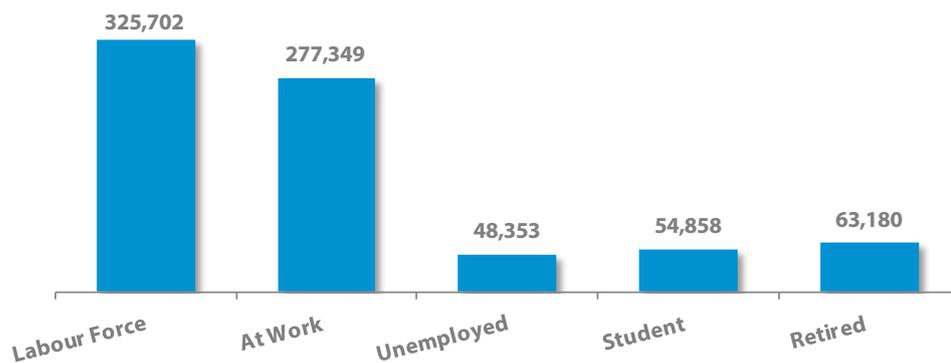
within the settlement



30 minute drivetime



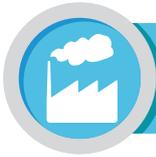
60 minute drivetime





Industry & Occupations

Industry of Employment



68,178
Commerce & Trade

Of the 277,349 people at Work within a one hour drivetime, a total of 68,178 (24.6%) are employed in 'Commerce and Trade'. This figure is 8,891 (22.9%) and 443 (25.2%) within the settlement.



62,817
Professional Services

Of the 277,349 people at Work within a one hour drivetime, a total of 62,817 (22.6%) are employed in 'Professional Services'. This figure is 8,825 (22.7%) and 410 (23.3%) within the settlement.



31,519
Manufacturing

Of the 277,349 people at Work within a one hour drivetime, a total of 31,519 (11.4%) are employed in 'Manufacturing'. This figure is 4,843 (12.5%) and 222 (12.6%) within the settlement.



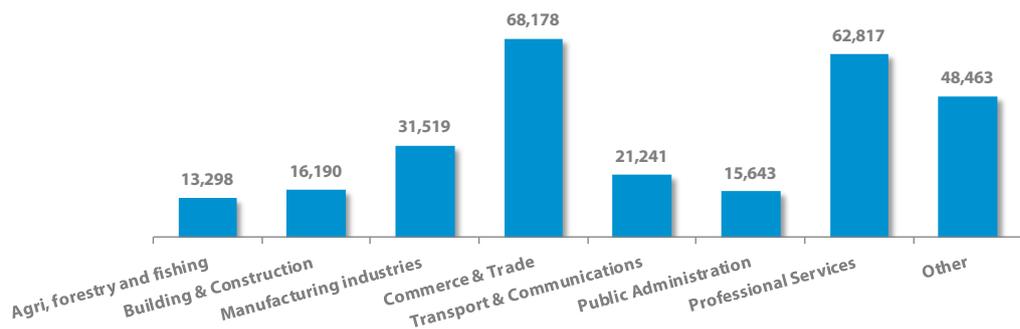
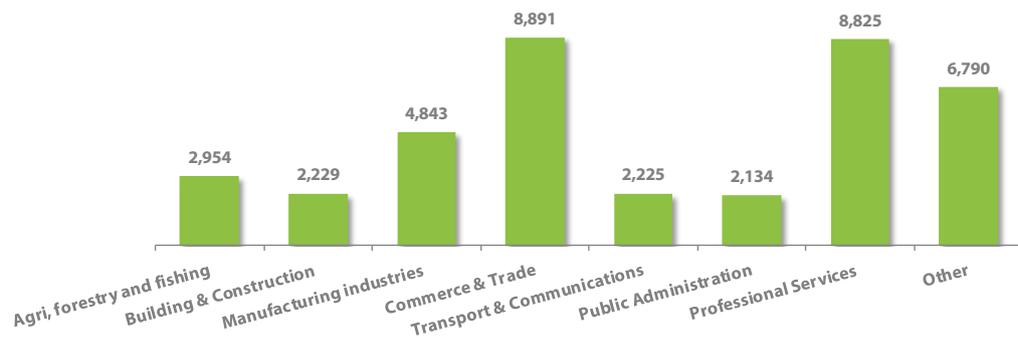
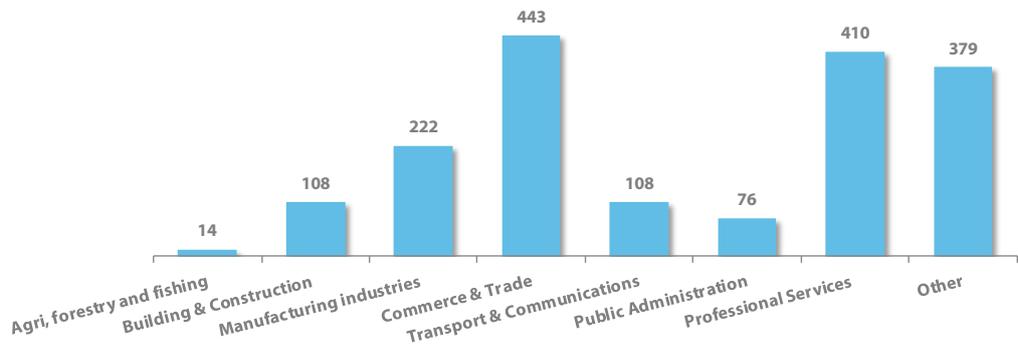
within the settlement



minute drivetime



minute drivetime





Industry & Occupations

Type of Occupation



23,299
Senior Execs

A total of 23,299 (7.3%) persons classed as 'Managers, Directors and Senior Officials' are residing within a one hour drivetime, 3,071 (6.7%) within 30 minutes and 141 (6.9%) within the Settlement.



44,893
Professionals

A total of 44,893 (14%) persons classed as 'Professionals' are residing within a one hour drivetime, 5,867 (12.8%) within 30 minutes and 255 (12.6%) within the Settlement.



32,953
Prof & Technical

A total of 32,953 (10.3%) persons classed as 'Associate Professional and Technical' are residing within a one hour drivetime, 4,238 (9.2%) within 30 minutes and 203 (10%) within the Settlement.



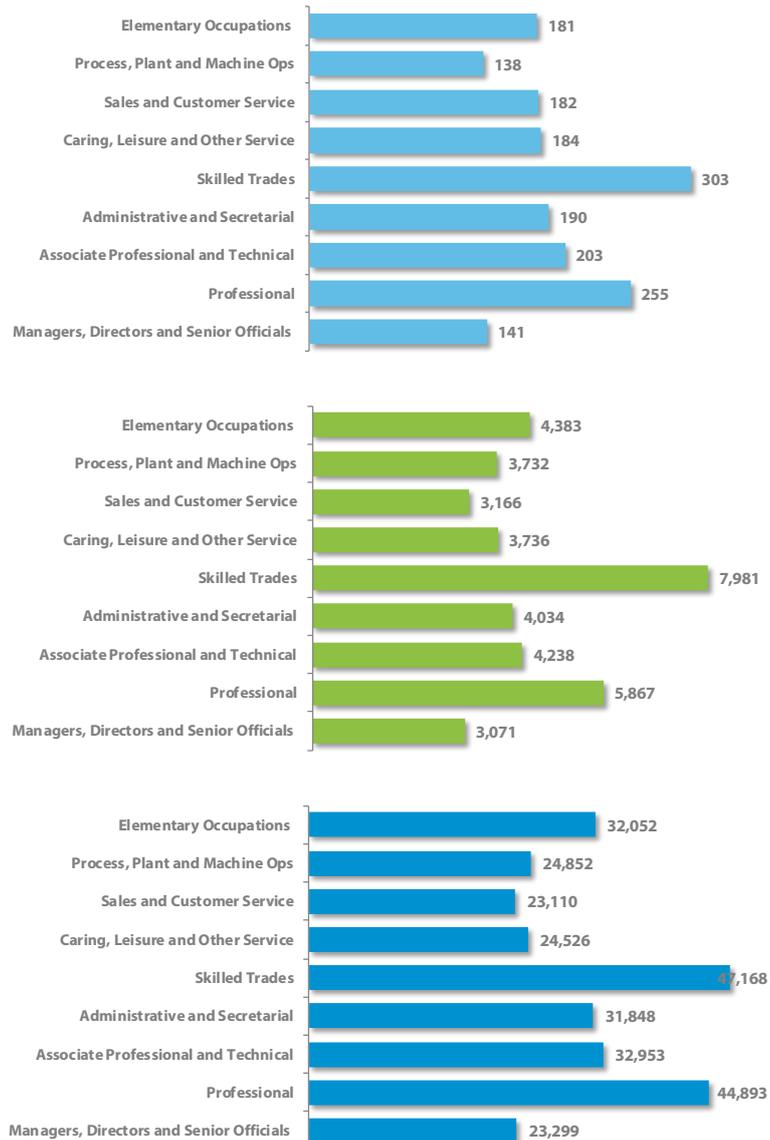
within the settlement



30
minute drivetime



60
minute drivetime





Housing

Type of Property



1,424

The total number of households within the settlement is 1,424 and represents 4.9% of all households within the county in 2016.



35,967

Within a 30 minute drivetime there are 35,967 households. 92.8% are classed as Houses/Bungalows and 5% are classed as Flats/Apartments. This figure represents 2.1% of the total households in the State in 2016.

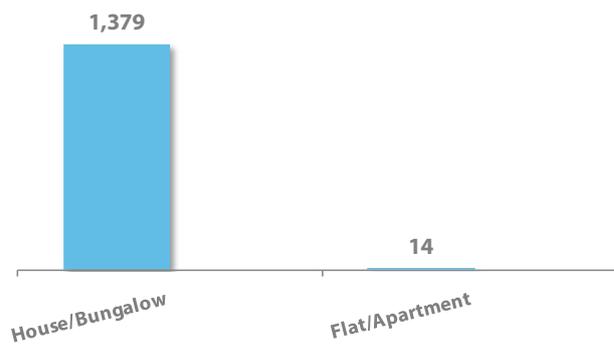


230,395

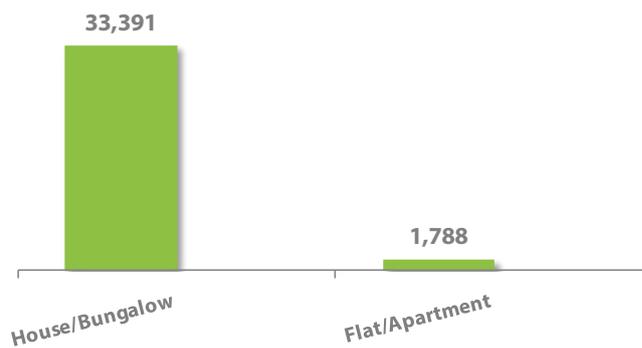
Within a one hour drivetime there are a total of 230,395 households. 88.9% are classed as House/Bungalows and 9.3% are classed as Flat/Apartments. This figure represents 13.5% of the total households in the State in 2016.



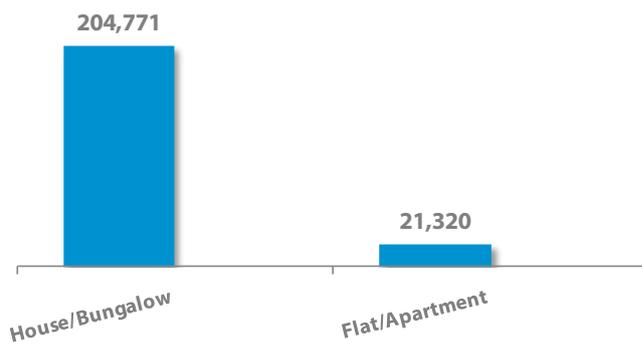
within the settlement



30 minute drivetime



60 minute drivetime





Housing Tenure



858
Owner Occupied

There are 858 (60.3%) Owner Occupied (OO) households within the Settlement, a total of 25,018 (69.8%) within a 30 minute drivetime and 155,378 (67.7%) within a one hour drivetime.



316
Private Rented

There are 316 (22.2%) Private Rented (PR) households within the Settlement, a total of 5,042 (14.1%) within a 30 minute drivetime and 37,625 (16.4%) within a one hour drivetime.



188
Social Rented

There are 188 (13.2%) Social Rented (SR) households within the Settlement, a total of 4,007 (11.2%) within a 30 minute drivetime and 26,889 (11.7%) within a one hour drivetime.



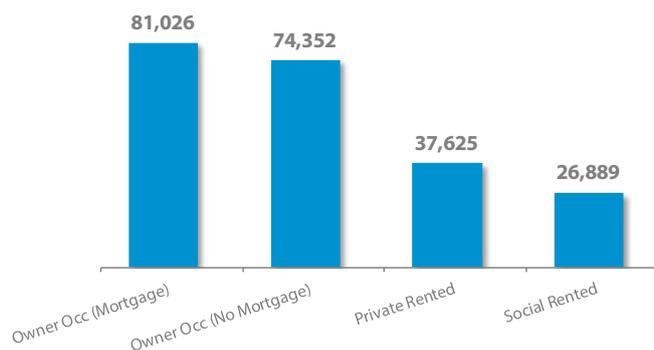
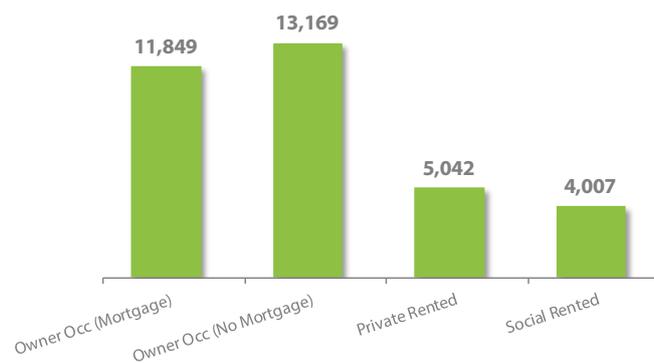
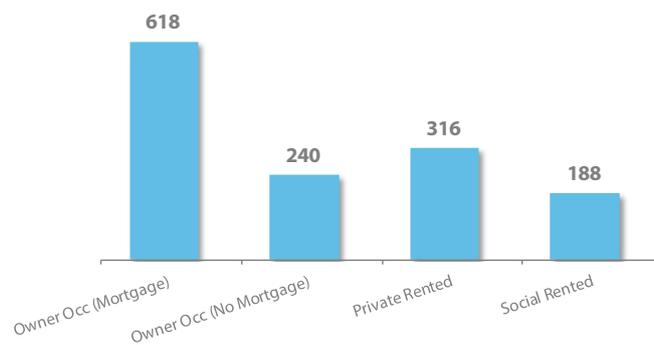
within the settlement



30
minute drivetime



60
minute drivetime





Housing

Age of Properties



4,975
Post 2011

Within a one hour drivetime a total of 4,975 (2.2%) households were built post 2011. This figure is 738 (2.1%) within 30 minutes and 011 (0.8%) within the Settlement.



71,609
Post 2001

Within a one hour drivetime a total of 71,609 (31.2%) households were built post 2001. This figure is 11,999 (33.5%) within 30 minutes and 961 (67.5%) within the Settlement.

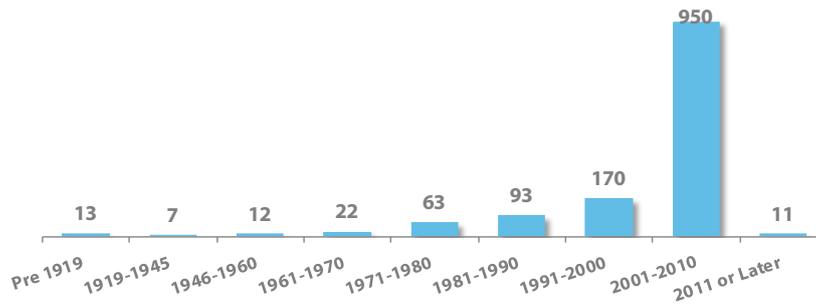


143,988
Pre 2001

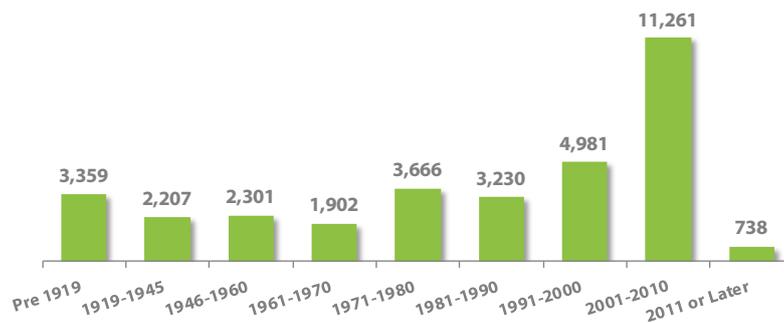
Within a one hour drivetime a total of 143,988 (62.7%) households were built pre 2001. This figure is 21,646 (60.4%) within 30 minutes and 380 (26.7%) within the Settlement.



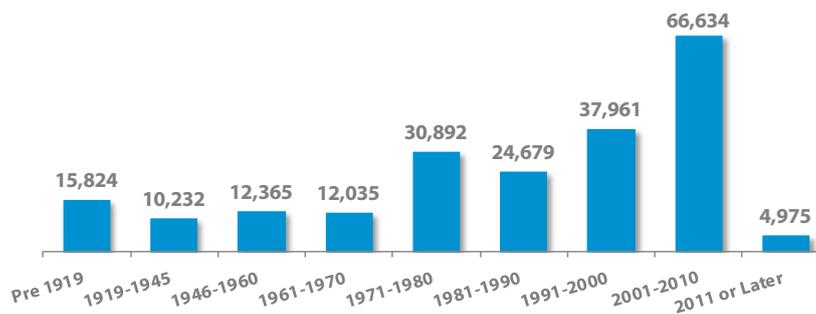
within the settlement



30
minute drivetime



60
minute drivetime



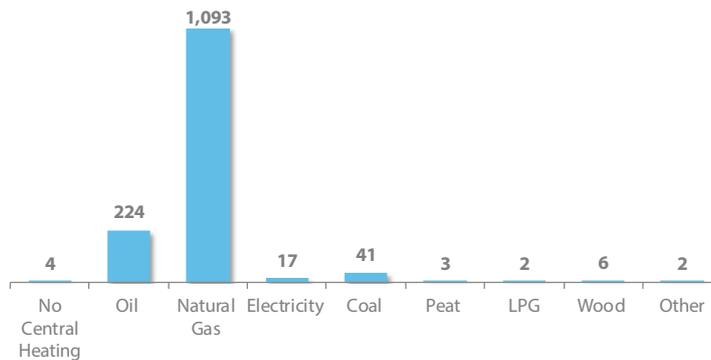


Housing

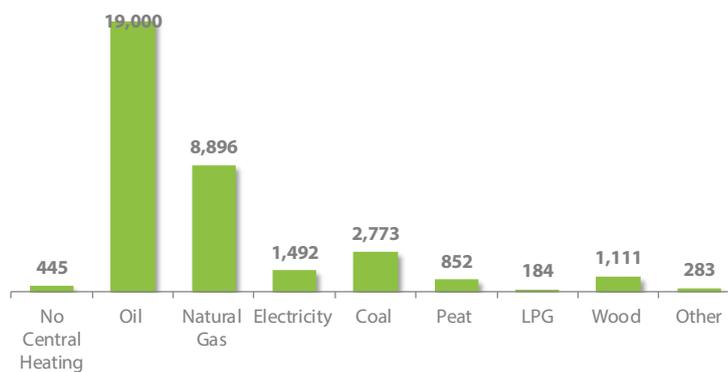
Type of Central Heating



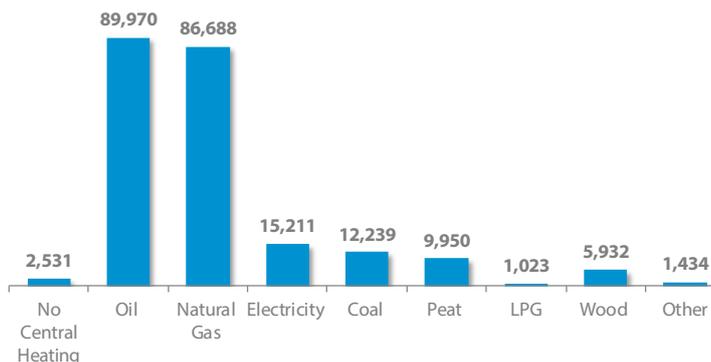
within the settlement



30 minute drivetime



60 minute drivetime





Housing Water System



173,548
Public Main

Within a one hour drivetime a total of 173,548 (75.6%) households are connected to the Public Main. This figure is 23,818 (66.5%) within 30 minutes and 1,310 (92%) within the Settlement.



14,031
Group Scheme

Within a one hour drivetime a total of 14,031 (6.1%) households are connected to Group Schemes. This figure is 2,432 (6.8%) within 30 minutes and 29 (2%) within the Settlement.



33,076
Well

Within a one hour drivetime a total of 33,076 (14.4%) households are connected to another private source (Well). This figure is 8,101 (22.6%) within 30 minutes and 026 (1.8%) within the Settlement.



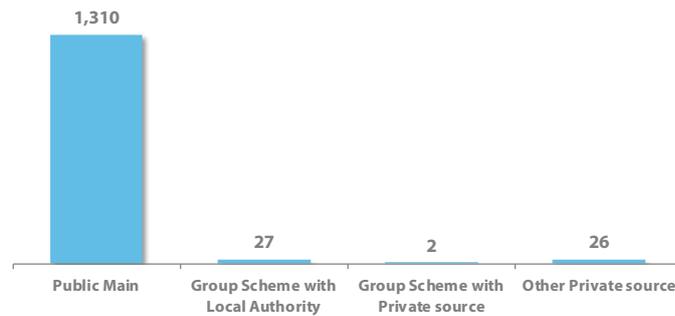
within the settlement



30
minute drivetime

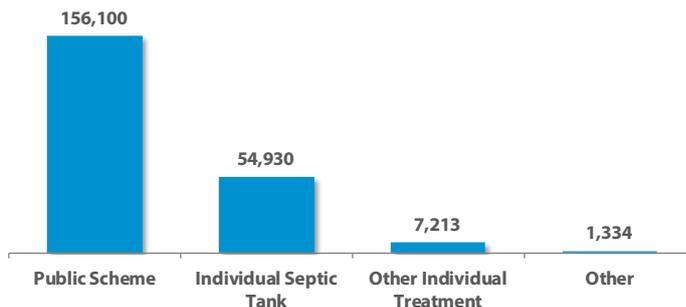
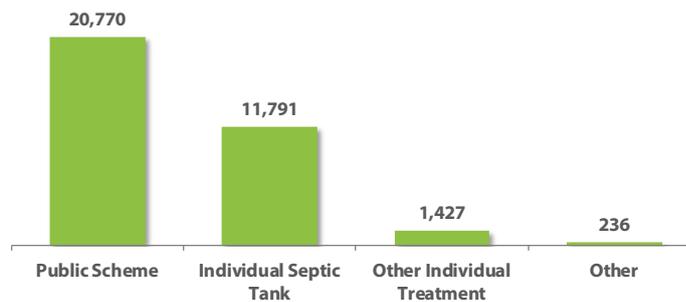
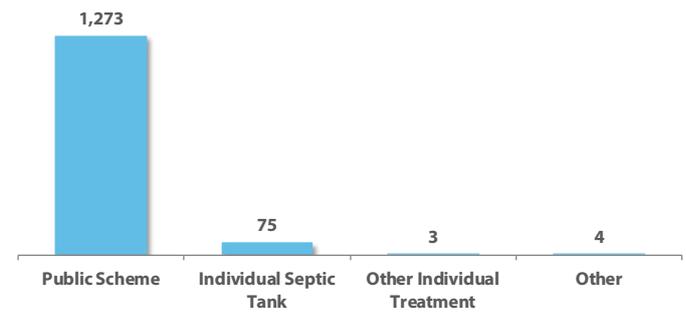


60
minute drivetime



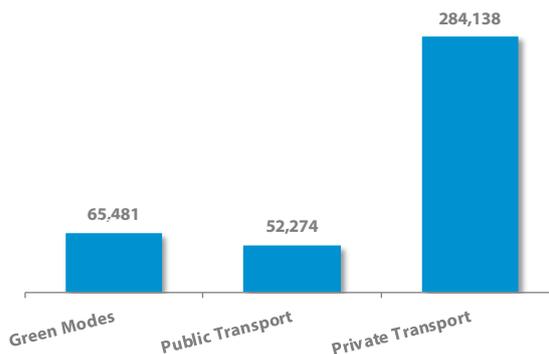
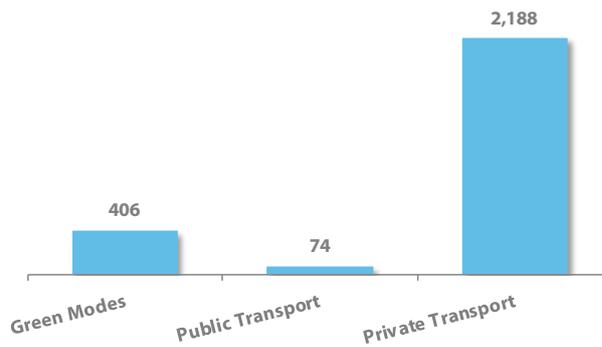
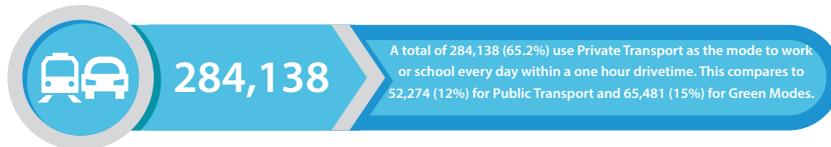
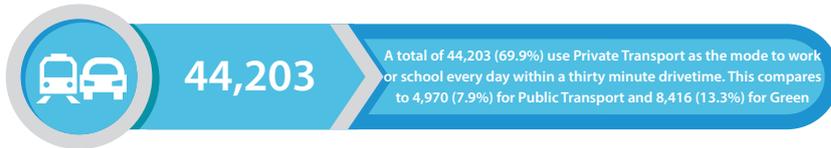


Housing Sewage System



Transport

Mode of Transport to Work & School





Connectivity

Cars per Household



29,207
No Car

Within a one hour drivetime a total of 29,207 (12.7%) of households do not have a car. This figure is 4,286 (12%) within a 30 minute drivetime and 135 (9.5%) within the settlement.



94,467
One Car

Within a one hour drivetime a total of 94,467 (41.1%) of households have access to one car. This figure is 14,970 (41.8%) within a 30 minute drivetime and 690 (48.5%) within the settlement.



99,859
Two Cars +

Within a one hour drivetime a total of 99,859 (43.5%) of households have access to two cars or more. This figure is 15,554 (43.4%) within a 30 minute drivetime and 557 (39.1%) within the settlement.



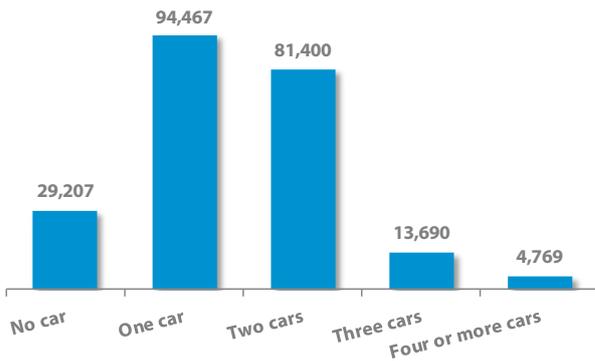
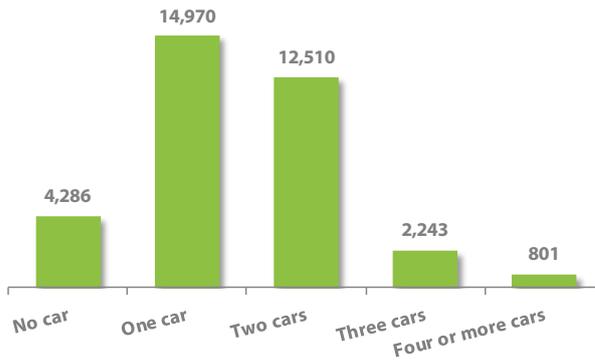
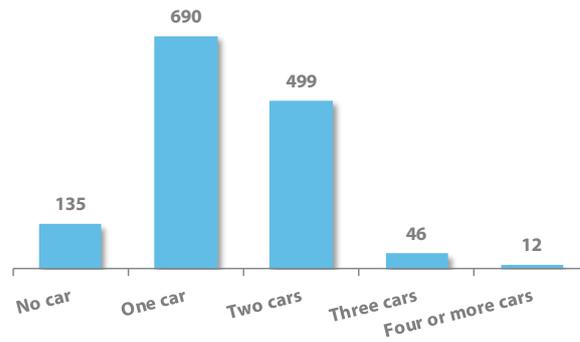
within the settlement



30
minute drivetime



60
minute drivetime





Connectivity

Broadband Access



164,494
Broadband

Within a one hour drivetime a total of 164,494 (71.6%) of households have broadband access. This figure is 23,180 (64.7%) within a 30 minute drivetime and 1,105 (77.6%) within the settlement.



18,211
Non-Broadband

Within a one hour drivetime a total of 18,211 (7.9%) of households have access to non-broadband internet. This figure is 3,680 (10.3%) within a 30 minute drivetime and 078 (5.5%) within the settlement.



40,473
No Internet

Within a one hour drivetime a total of 40,473 (17.6%) of households have no internet access. This figure is 7,878 (22%) within a 30 minute drivetime and 184 (12.9%) within the settlement.



within the settlement



30
minute drivetime



60
minute drivetime

