

Laois

...Mountrath

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:

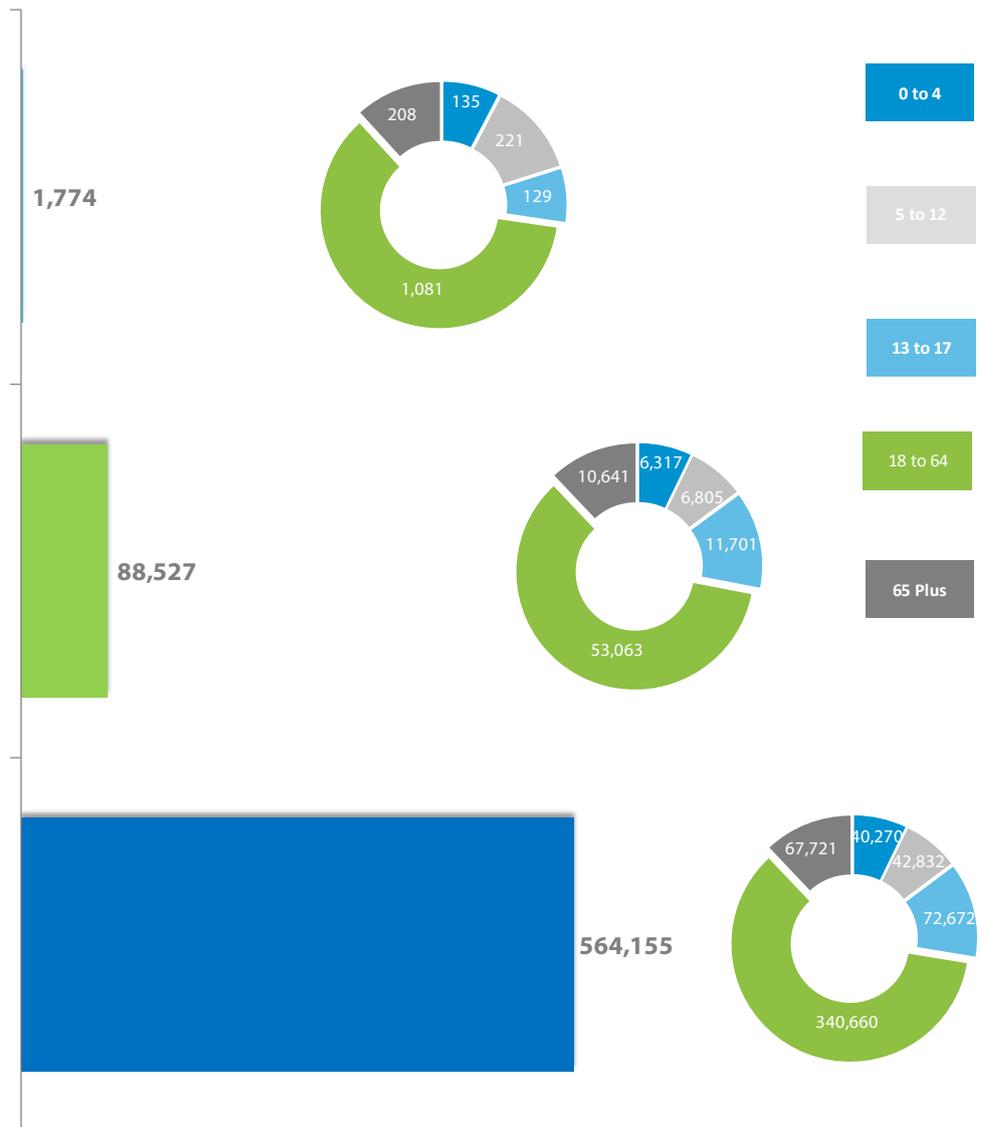
e: info@spatialinsight.ie

w: www.spatialinsight.ie



Demography

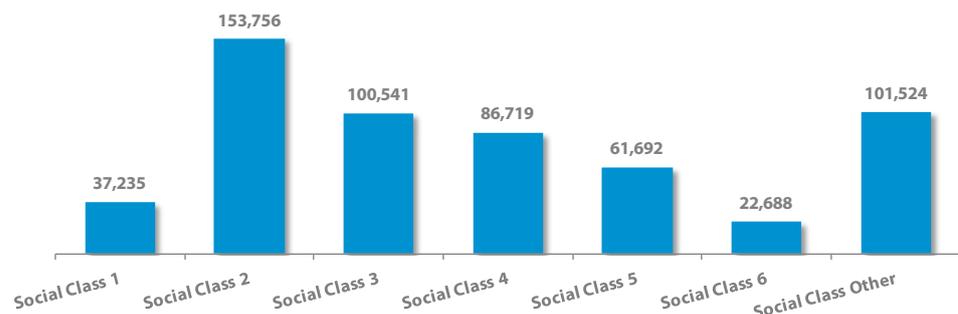
Total Population





Demography

Social Classification (1 highest, 6 lowest)





Demography

Non-native Language Speakers (not English or Irish)



69,510

Within a 60 minute drivetime a population of 69,510 are non-native language speakers. This can be broken down into Polish 20,503 (29.5%), French 5,547 (8%), Lithuanian 4,719 (6.8%) and Other 38,741 (55.7%).



10,446

Within a 30 minute drivetime a population of 10,446 are non-native language speakers. This can be broken down into Polish 2,932 (28.1%), French 899 (8.6%), Lithuanian 789 (7.6%) and Other 5,826 (55.8%).

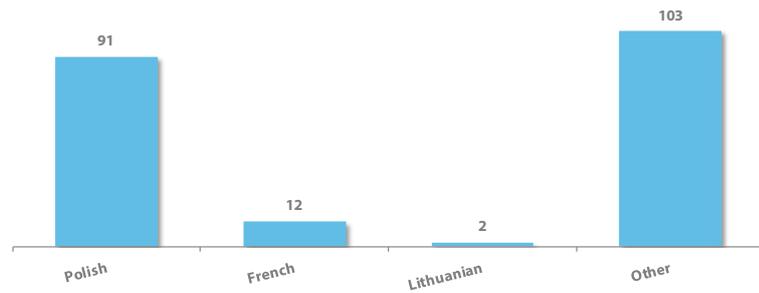


208

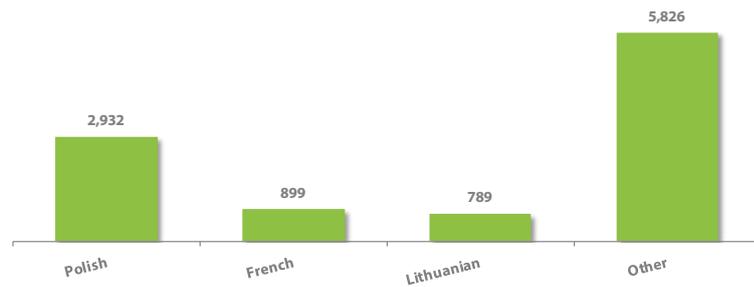
Within the Settlement a population of 208 are non-native language speakers. This can be broken down into Polish 91 (43.8%), French 12 (5.8%), Lithuanian 2 (1%) and Other 103 (49.5%).



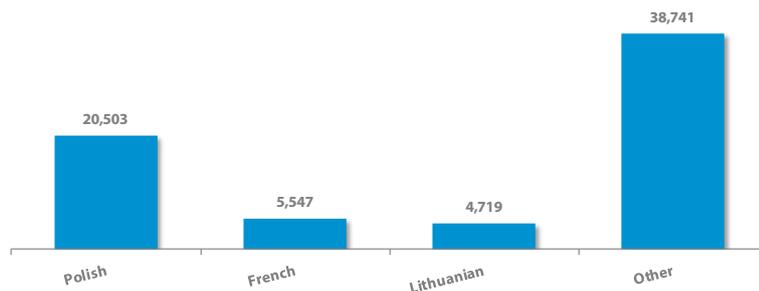
within the settlement



30 minute drivetime



60 minute drivetime





Demography Family Cycle



14,773
Empty Nests

Within a one-hour drivetime a total of 14,773 (10%) Families are classed as Empty Nesters. This figure is 2,424 (10.6%) within a 30 minute drive and 037 (7.9%) within the settlement.



15,205
Pre-school

Within a one-hour drivetime a total of 15,205 (10.3%) Families are classed as Pre-School. This figure is 2,299 (10%) within a 30 minute drive and 048 (10.3%) within the settlement.

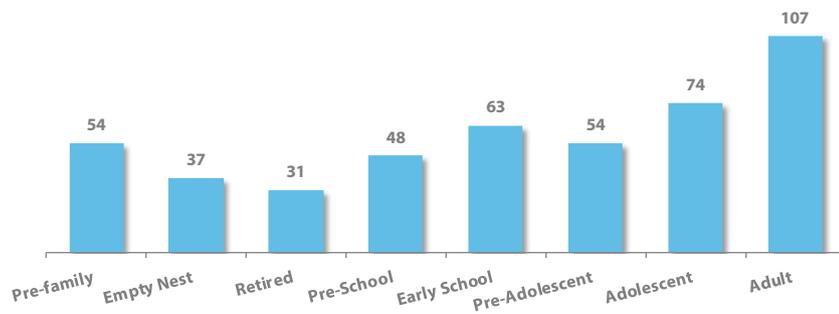


11,632
Pre-family

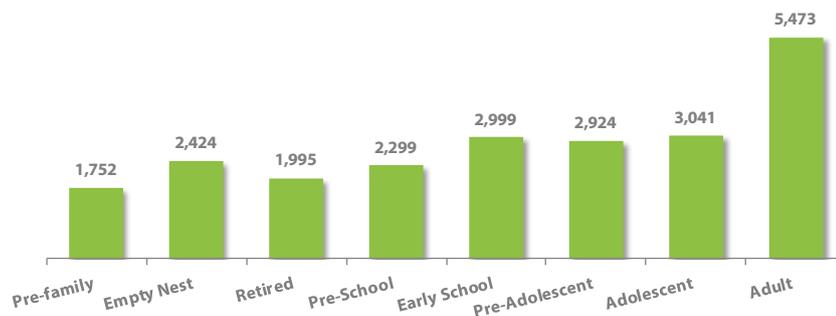
Within a one-hour drivetime a total of 11,632 (7.9%) Families are classed as Pre-Family. This figure is 1,752 (7.6%) within a 30 minute drive and 054 (11.5%) within the settlement.



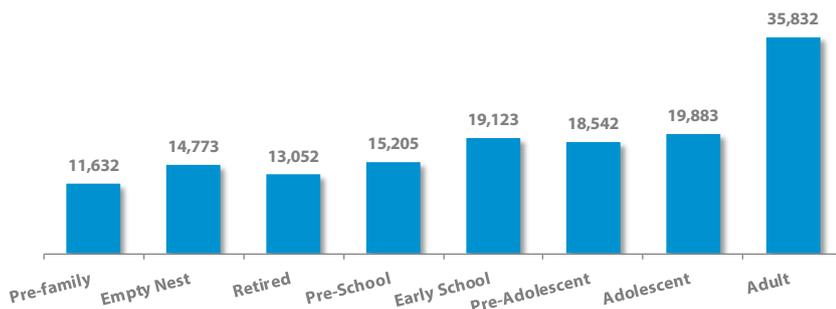
within the settlement



30
minute drivetime



60
minute drivetime





Education Attainment Levels



1,805 PhDs

Within a one hour drivetime from the settlement there are 1,805 graduates with a PhD, 175 reside within a half hour drive from the settlement.



85,449 3rd Level

There are 85,449 graduates with a Third Level Degree residing within a one hour drive from the settlement. 29.4% have a PostGrad and 2.1% have a PhD



79,923 Trades

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



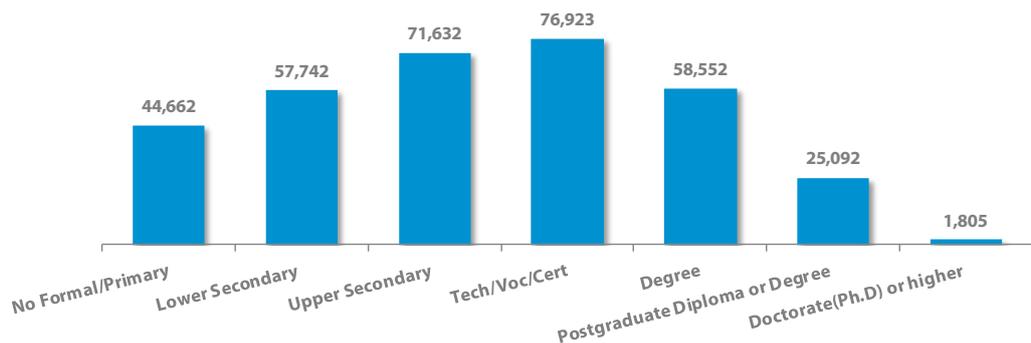
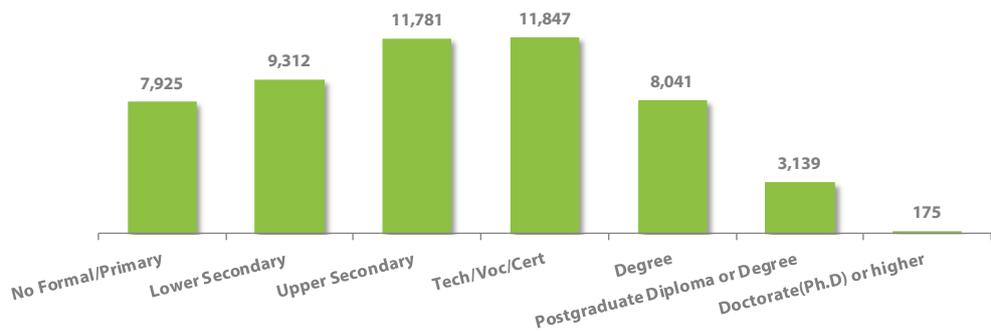
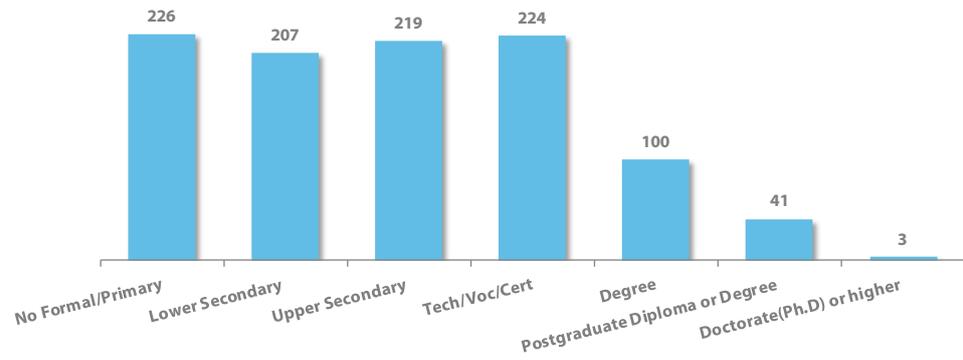
within the settlement



30 minute drivetime



60 minute drivetime

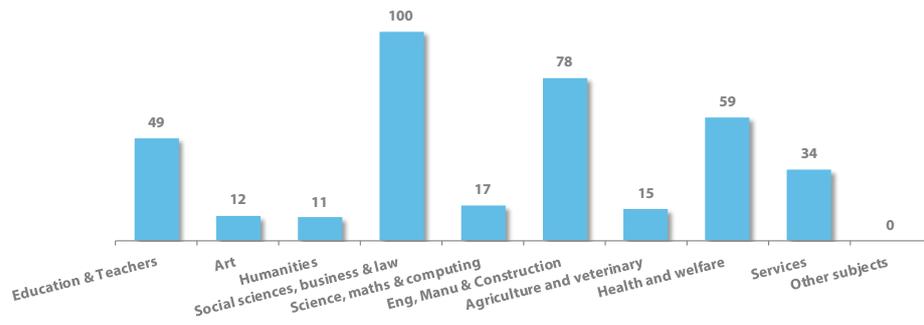




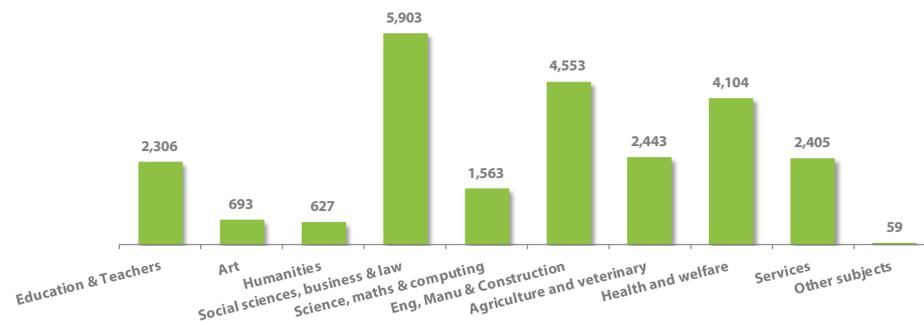
Education Field of Study



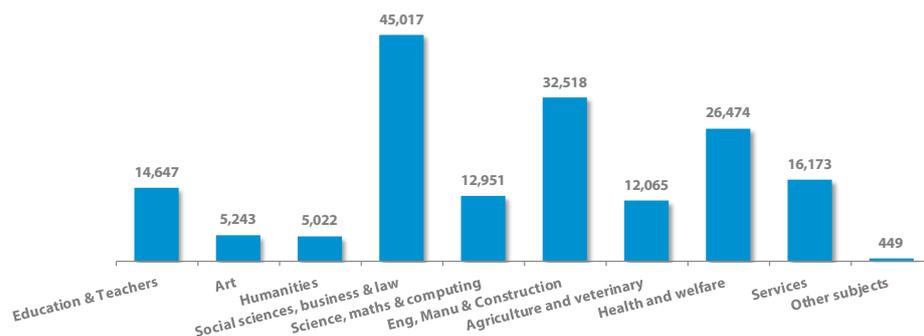
within the settlement



30
minute drivetime



60
minute drivetime





Economy Status

Labour Force & Non Labour Force



809

The total labour force within the settlement is 809 and represents approximately 2% of the labour force in the county (39,609) in 2016.



41,332

Within a thirty minute drivetime there is a labour force of 41,332. This figure represents approximately 1.8% of the labour force of Ireland (2.3M) in 2016.

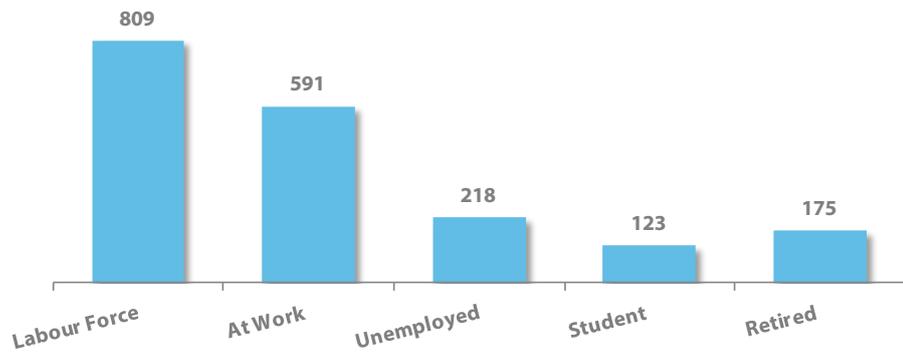


268,562

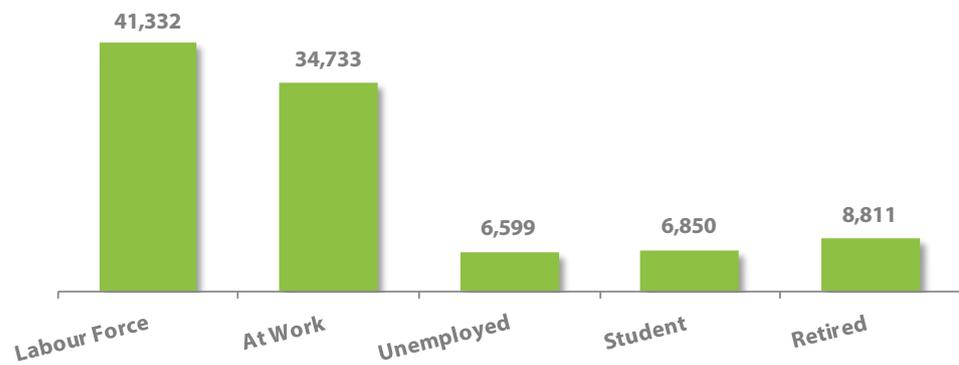
Within a one hour drivetime there is a labour force of 268,562. This figure represents approximately 11.7% of the labour force of Ireland (2.3M) in 2016.



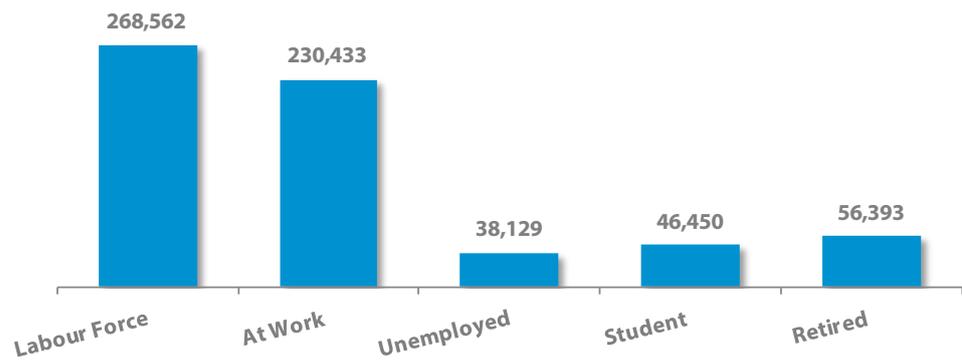
within the settlement



30 minute drivetime



60 minute drivetime





Industry & Occupations

Industry of Employment



54,142
Commerce & Trade

Of the 230,433 people at Work within a one hour drivetime, a total of 54,142 (23.5%) are employed in 'Commerce and Trade'. This figure is 7,413 (21.3%) and 118 (20%) within the settlement.



52,325
Professional Services

Of the 230,433 people at Work within a one hour drivetime, a total of 52,325 (22.7%) are employed in 'Professional Services'. This figure is 7,893 (22.7%) and 125 (21.2%) within the settlement.

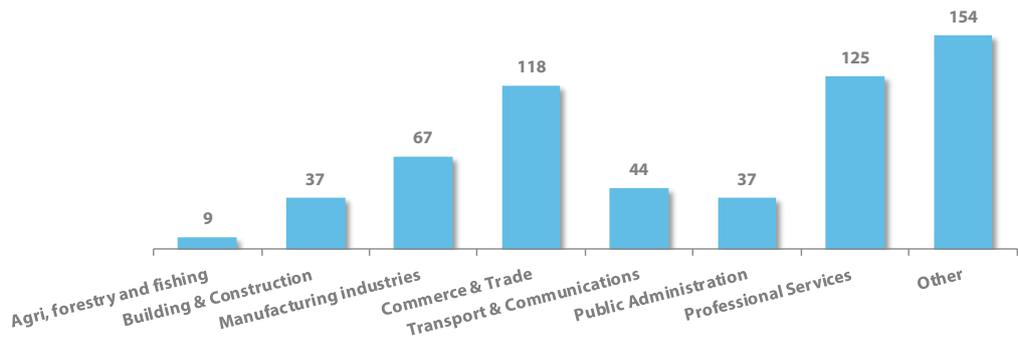


28,595
Manufacturing

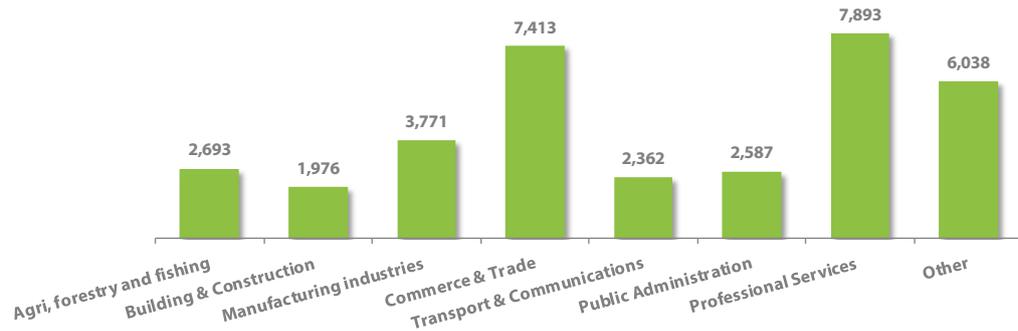
Of the 230,433 people at Work within a one hour drivetime, a total of 28,595 (12.4%) are employed in 'Manufacturing'. This figure is 3,771 (10.9%) and 067 (11.3%) within the settlement.



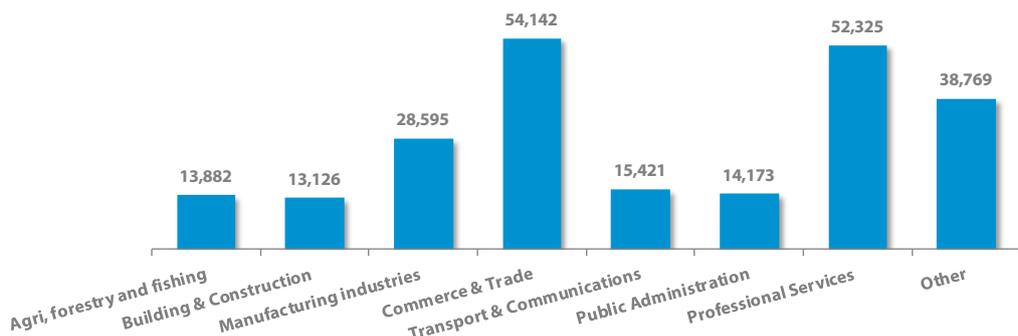
within the settlement



30
minute drivetime



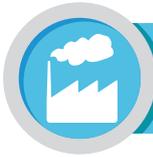
60
minute drivetime





Industry & Occupations

Type of Occupation



19,711
Senior Execs

A total of 19,711 (7.4%) persons classed as 'Managers, Directors and Senior Officials' are residing within a one hour drivetime, 2,696 (6.6%) within 30 minutes and 041 (5.2%) within the Settlement.



38,233
Professionals

A total of 38,233 (14.4%) persons classed as 'Professionals' are residing within a one hour drivetime, 5,091 (12.5%) within 30 minutes and 054 (6.8%) within the Settlement.



27,010
Prof & Technical

A total of 27,010 (10.2%) persons classed as 'Associate Professional and Technical' are residing within a one hour drivetime, 3,761 (9.3%) within 30 minutes and 052 (6.6%) within the Settlement.



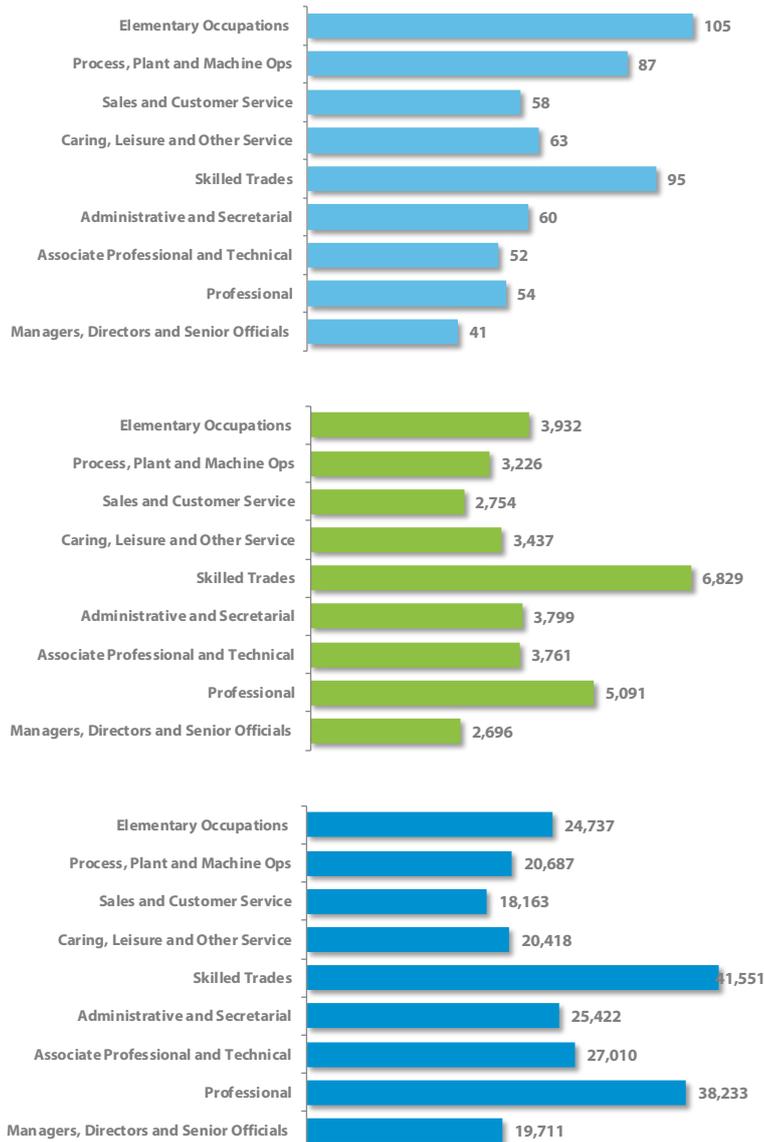
within the settlement



30
minute drivetime



60
minute drivetime





Housing

Type of Property



700

The total number of households within the settlement is 700 and represents 2.4% of all households within the county in 2016.



30,679

Within a 30 minute drivetime there are 30,679 households. 93% are classed as Houses/Bungalows and 4.9% are classed as Flats/Apartments. This figure represents 1.8% of the total households in the State in 2016.

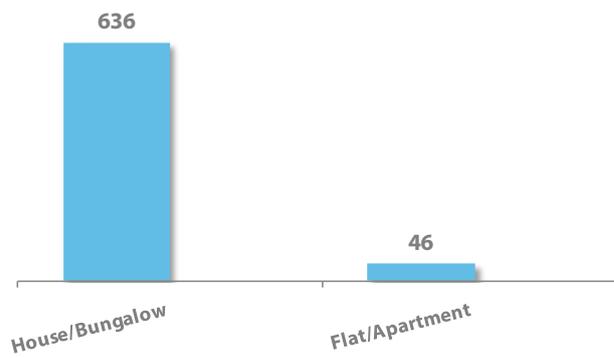


195,337

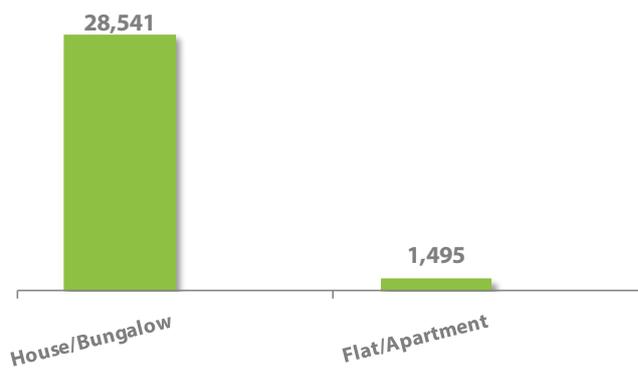
Within a one hour drivetime there are a total of 195,337 households. 90.8% are classed as House/Bungalows and 7.4% are classed as Flat/Apartments. This figure represents 11.5% of the total households in the State in 2016.



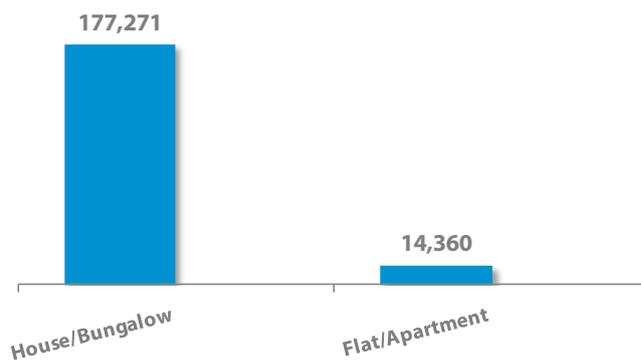
within the settlement



30 minute drivetime



60 minute drivetime





Housing Tenure



364
Owner Occupied

There are 364 (52%) Owner Occupied (OO) households within the Settlement, a total of 21,625 (70.7%) within a 30 minute drivetime and 135,669 (69.7%) within a one hour drivetime.



121
Private Rented

There are 121 (17.3%) Private Rented (PR) households within the Settlement, a total of 4,359 (14.3%) within a 30 minute drivetime and 30,629 (15.7%) within a one hour drivetime.



186
Social Rented

There are 186 (26.6%) Social Rented (SR) households within the Settlement, a total of 3,240 (10.6%) within a 30 minute drivetime and 19,907 (10.2%) within a one hour drivetime.



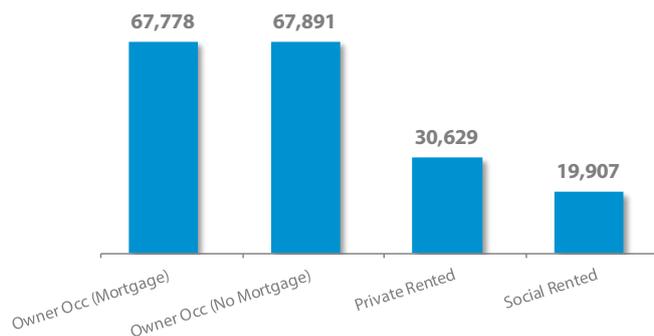
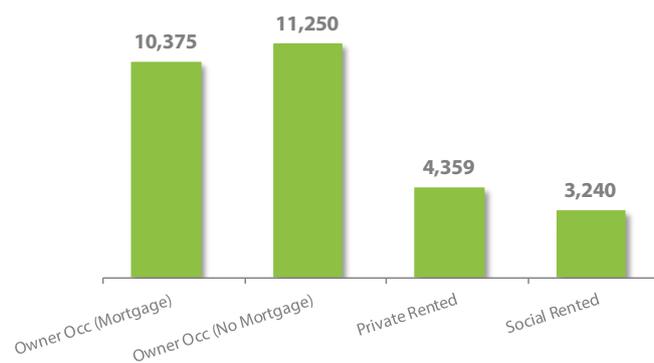
within the settlement



30
minute drivetime



60
minute drivetime





Housing

Age of Properties



4,159
Post 2011

Within a one hour drivetime a total of 4,159 (2.1%) households were built post 2011. This figure is 711 (2.3%) within 30 minutes and 012 (1.7%) within the Settlement.



63,787
Post 2001

Within a one hour drivetime a total of 63,787 (32.8%) households were built post 2001. This figure is 11,014 (36%) within 30 minutes and 262 (37.4%) within the Settlement.

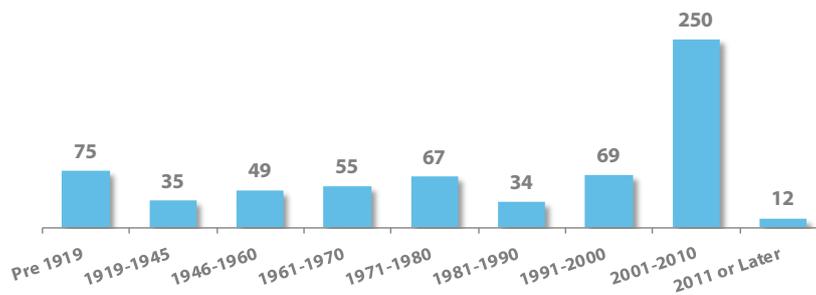


119,359
Pre 2001

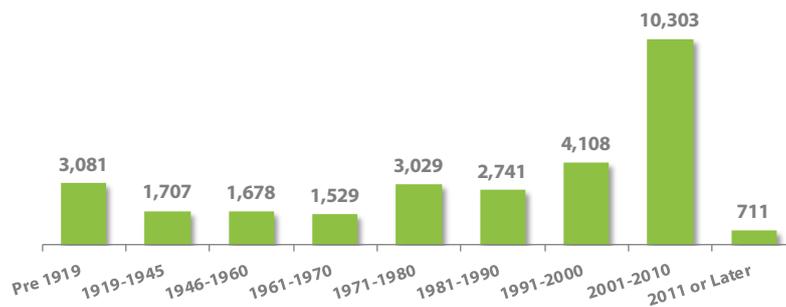
Within a one hour drivetime a total of 119,359 (61.3%) households were built pre 2001. This figure is 17,873 (58.5%) within 30 minutes and 384 (54.9%) within the Settlement.



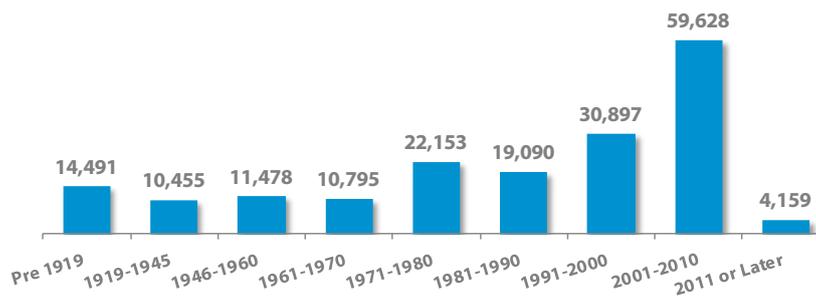
within the settlement



30
minute drivetime



60
minute drivetime



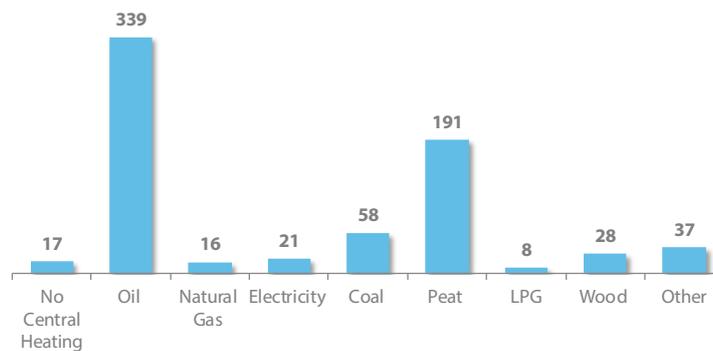


Housing

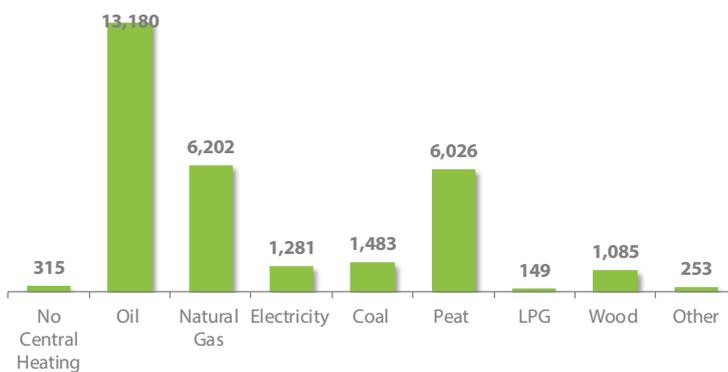
Type of Central Heating



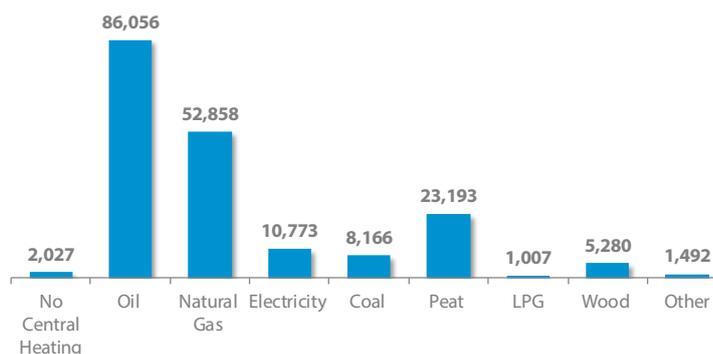
within the settlement



30
minute drivetime



60
minute drivetime





Housing Water System



143,540
Public Main

Within a one hour drivetime a total of 143,540 (62.5%) households are connected to the Public Main. This figure is 20,693 (58%) within 30 minutes and 660 (89.9%) within the Settlement.



16,871
Group Scheme

Within a one hour drivetime a total of 16,871 (8.7%) households are connected to Group Schemes. This figure is 3,069 (10%) within 30 minutes and 11 (1.6%) within the Settlement.



26,951
Well

Within a one hour drivetime a total of 26,951 (13.9%) households are connected to another private source (Well). This figure is 5,658 (18.5%) within 30 minutes and 0 (0%) within the Settlement.



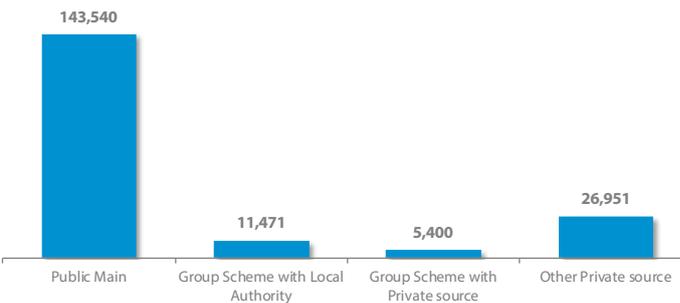
within the settlement



30
minute drivetime

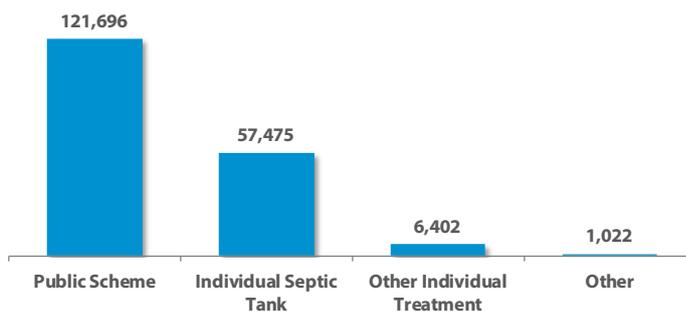
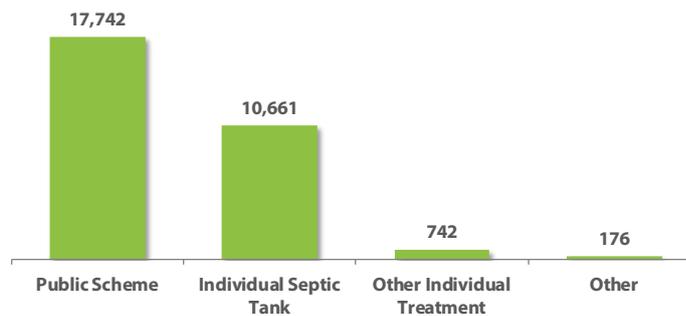
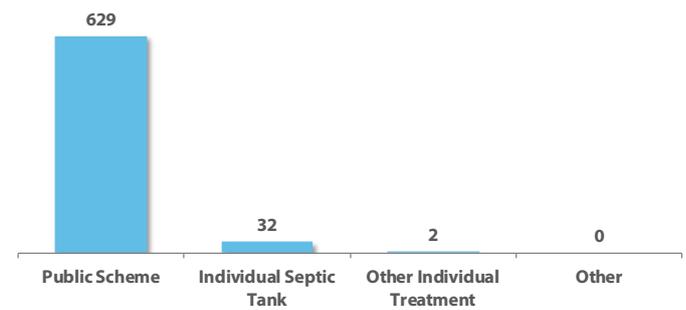


60
minute drivetime





Housing Sewage System





Transport

Mode of Transport to Work & School



644

A total of 644 (65.8%) use Private Transport as the mode to work or school every day in the settlement. This compares to 052 (5.3%) for Public Transport and 185 (18.9%) for Green Modes.



38,435

A total of 38,435 (69.1%) use Private Transport as the mode to work or school every day within a thirty minute drivetime. This compares to 5,714 (10.3%) for Public Transport and 6,188 (11.1%) for Green Modes.

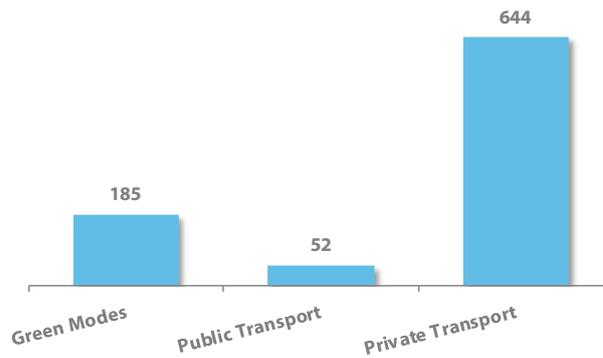


248,307

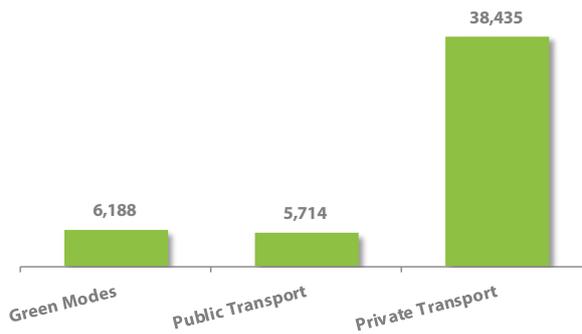
A total of 248,307 (68.4%) use Private Transport as the mode to work or school every day within a one hour drivetime. This compares to 36,168 (10%) for Public Transport and 48,902 (13.5%) for Green Modes.



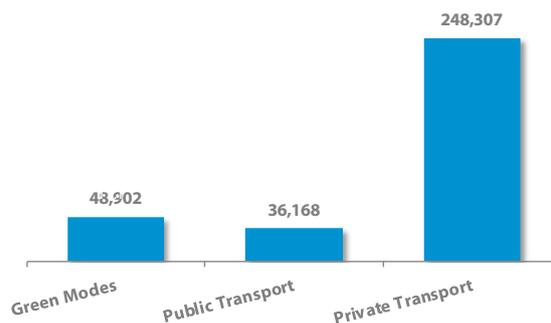
within the settlement



30 minute drivetime



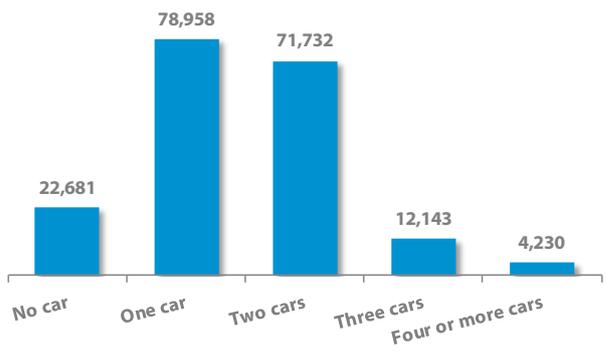
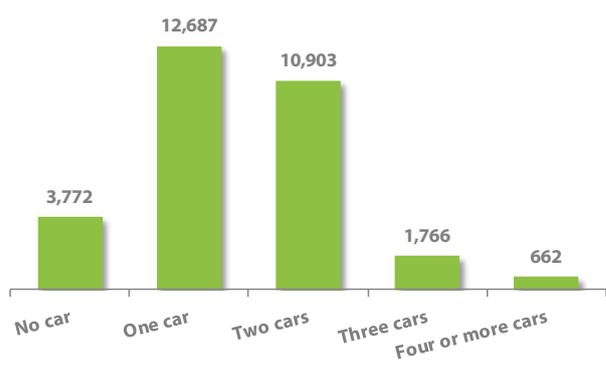
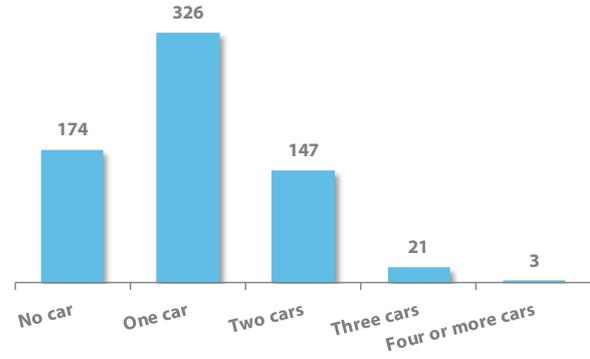
60 minute drivetime





Connectivity

Cars per Household





Connectivity Broadband Access



132,929
Broadband

Within a one hour drivetime a total of 132,929 (68.3%) of households have broadband access. This figure is 19,495 (63.8%) within a 30 minute drivetime and 377 (53.9%) within the settlement.



18,369
Non-Broadband

Within a one hour drivetime a total of 18,369 (9.4%) of households have access to non-broadband internet. This figure is 3,467 (11.3%) within a 30 minute drivetime and 074 (10.6%) within the settlement.

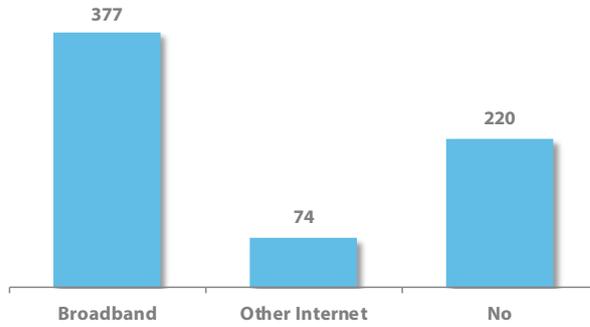


38,045
No Internet

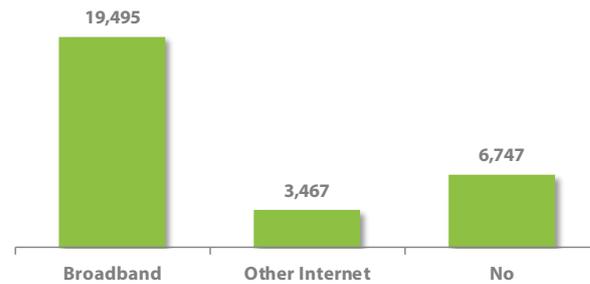
Within a one hour drivetime a total of 38,045 (19.6%) of households have no internet access. This figure is 6,747 (22.1%) within a 30 minute drivetime and 220 (31.4%) within the settlement.



within the settlement



30
minute drivetime



60
minute drivetime

