

*Laois*

*...Mountmellick*

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



## Laois Local Enterprise Office

**Address:**  
Business Support Unit,  
County Hall, Portlaoise,  
County Laois

**Web:**  
<https://www.localenterprise.ie/Laois/>

**Phone:**  
057 866 1800

**Email:**  
[localenterprise@laoiscoco.ie](mailto:localenterprise@laoiscoco.ie)

**Opening Hours:**  
Mon - Fri: 9:00 - 5:00

# 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

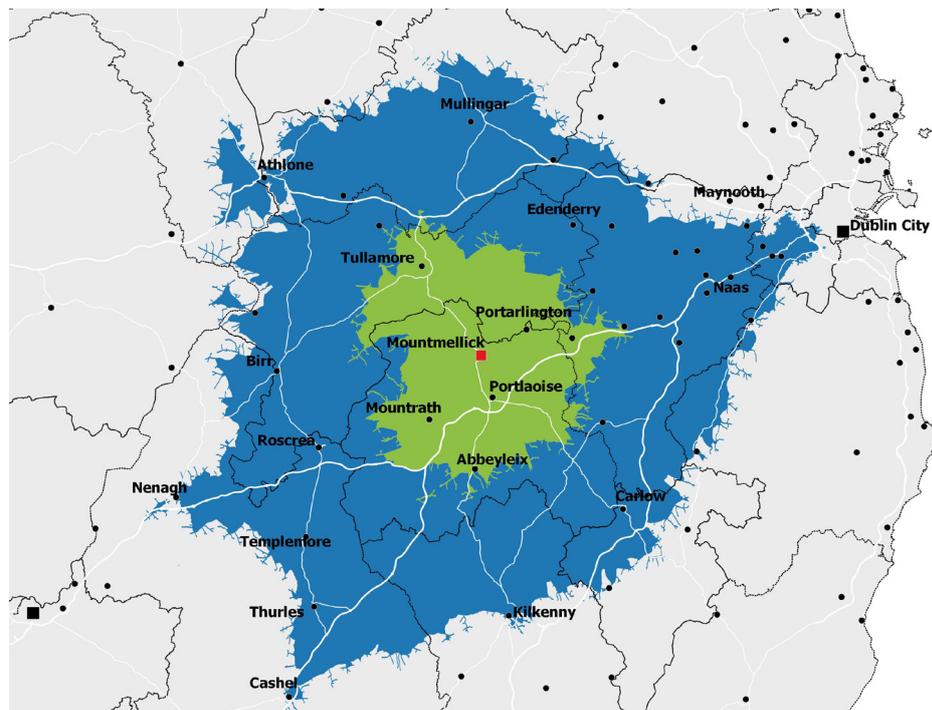
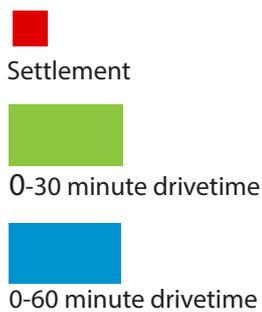
The socio-economic catchment profile is based on 8 key themes with a series of indicators representing each theme. All data is based on the latest available Census information (2016).

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).

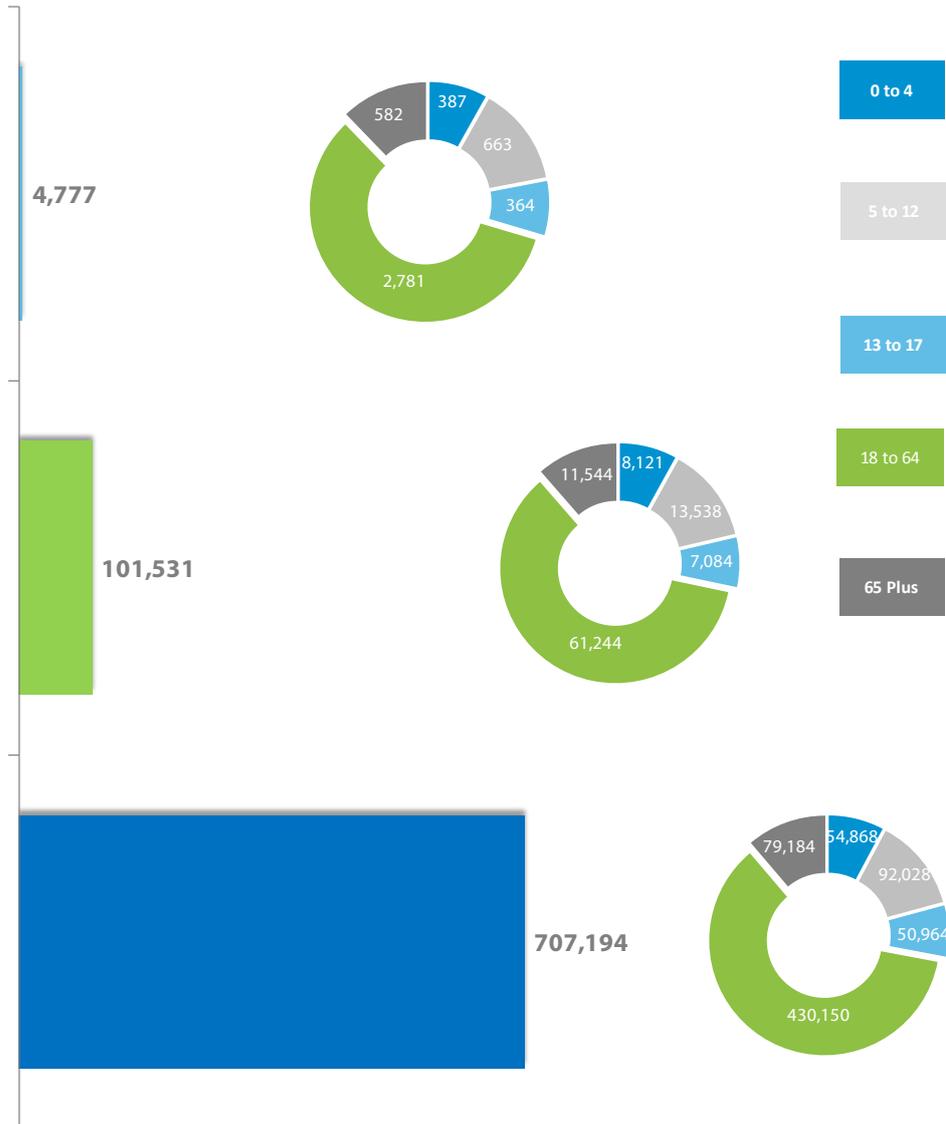


Mapping: Contains Irish Public Sector Data (data.gov.ie) licensed under a Creative Commons Attribution 4.0 International (CCBY 4.0) licence



# Demography

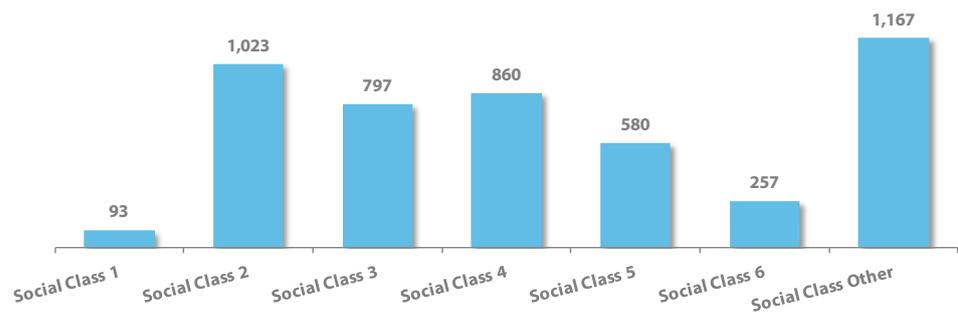
## Total Population





# Demography

## Social Classification (1 highest, 6 lowest)





# Demography

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



99,976

Within a 60 minute drivetime a population of 99,976 are non-native language speakers. This can be broken down into Polish 26,370 (26.4%), French 7,015 (7%), Lithuanian 7,412 (7.4%) and Other 59,179 (59.2%).



13,202

Within a 30 minute drivetime a population of 13,202 are non-native language speakers. This can be broken down into Polish 3,825 (29%), French 991 (7.5%), Lithuanian 1,145 (8.7%) and Other 7,241 (54.8%).

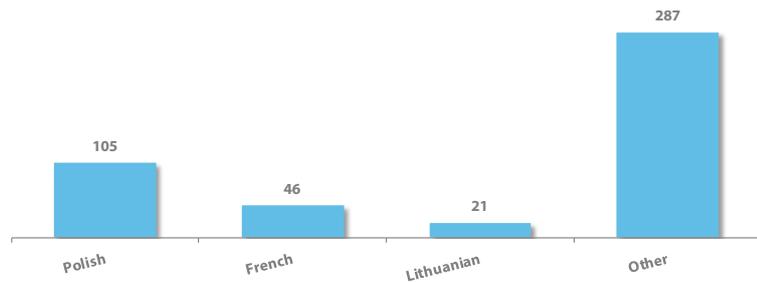


459

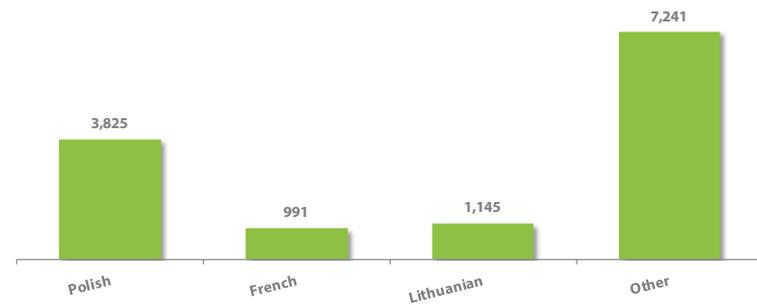
Within the Settlement a population of 459 are non-native language speakers. This can be broken down into Polish 105 (22.9%), French 046 (10%), Lithuanian 21 (4.6%) and Other 287 (62.5%).



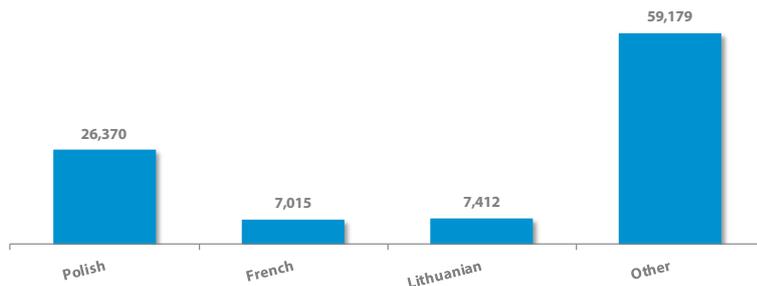
within the settlement



30 minute drivetime



60 minute drivetime





# Demography Family Cycle



**17,890**  
Empty Nests

Within a one-hour drivetime a total of 17,890 (9.6%) Families are classed as Empty Nesters. This figure is 2,714 (10.3%) within a 30 minute drive and 115 (9.3%) within the settlement.



**19,552**  
Pre-school

Within a one-hour drivetime a total of 19,552 (10.5%) Families are classed as Pre-School. This figure is 2,791 (10.6%) within a 30 minute drive and 132 (10.7%) within the settlement.

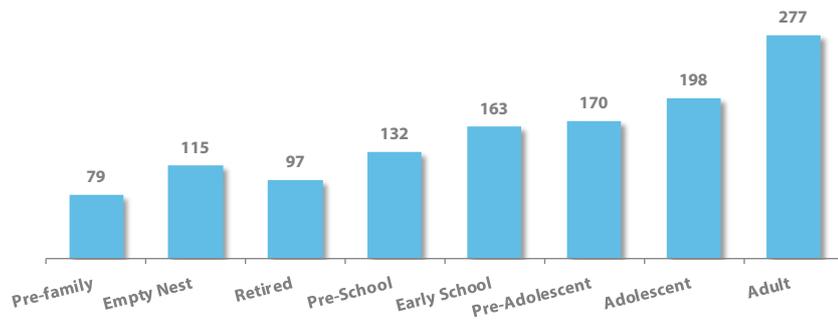


**14,861**  
Pre-family

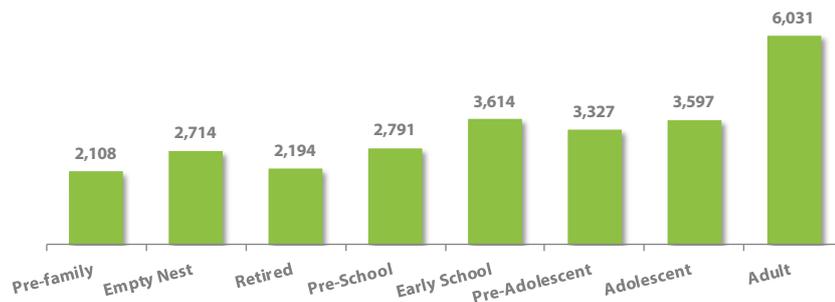
Within a one-hour drivetime a total of 14,861 (8%) Families are classed as Pre-Family. This figure is 2,108 (8%) within a 30 minute drive and 079 (6.4%) within the settlement.



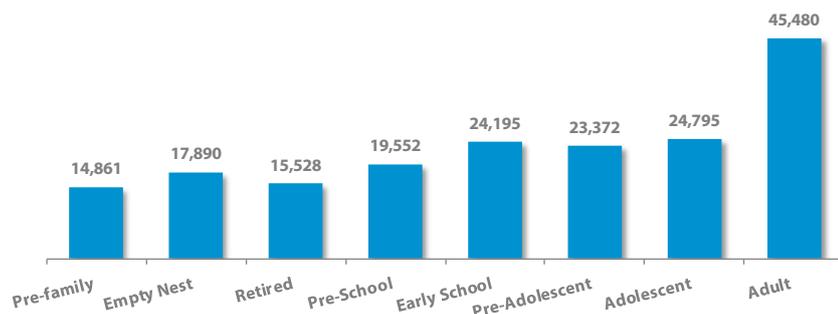
within the settlement



30  
minute drivetime



60  
minute drivetime





# Education Attainment Levels



**2,161  
PhDs**

Within a one hour drivetime from the settlement there are 2,161 graduates with a PhD, 229 reside within a half hour drive from the settlement.



**104,629  
3rd Level**

There are 104,629 graduates with a Third Level Degree residing within a one hour drive from the settlement. 29.3% have a PostGrad and 2.1% have a PhD

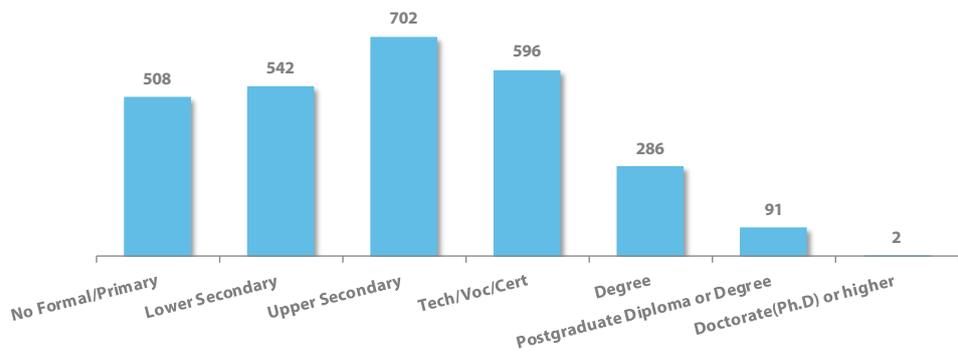


**93,945  
Trades**

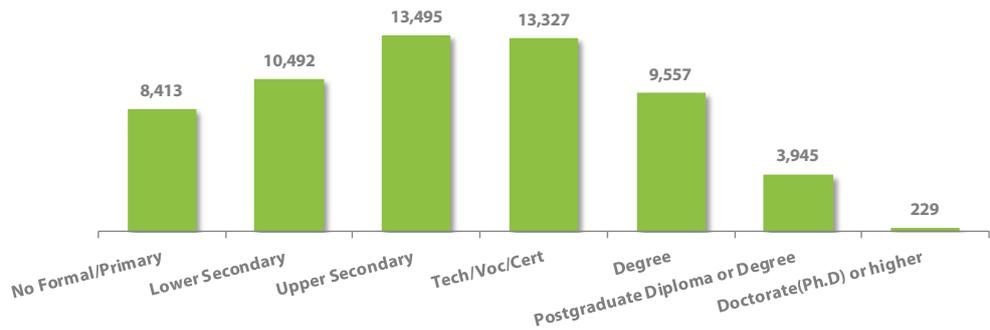
Mountmellick has a high number of people with Apprenticeships, Technical and Vocational qualifications residing within a one hour drive from the settlement.



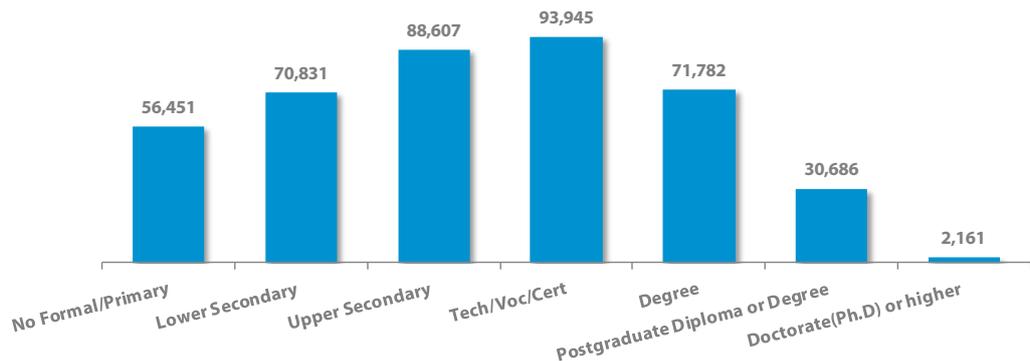
**within the  
settlement**



**30  
minute  
drivetime**



**60  
minute  
drivetime**





# Education Field of Study



**56,132**  
Business & Law

Within a one hour drivetime there are a total of 56,132 (12.7%) people with a 3rd level qualification in Social Science, Business & Law. This figure is 7,119 (11.1%) within 30 minutes and 249 (8.4%) within the settlement.



**17,279**  
Science-  
Maths/Computing

Within a one hour drivetime there are a total of 17,279 (3.9%) people with a 3rd level qualification in Science, Maths and Computing. This figure is 1,908 (3%) within 30 minutes and 075 (2.5%) within the settlement.

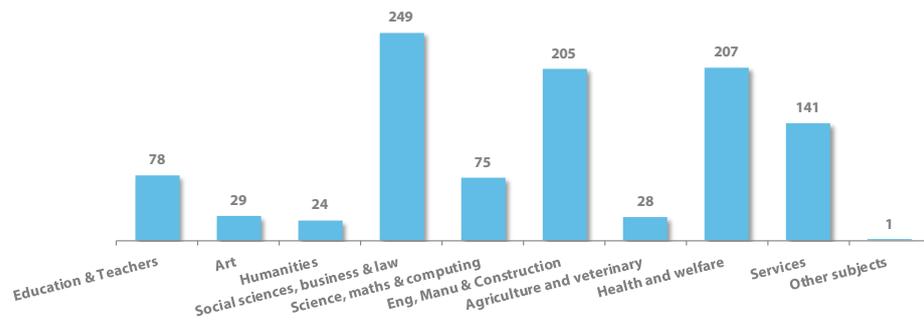


**40,058**  
Engineering &  
Construction

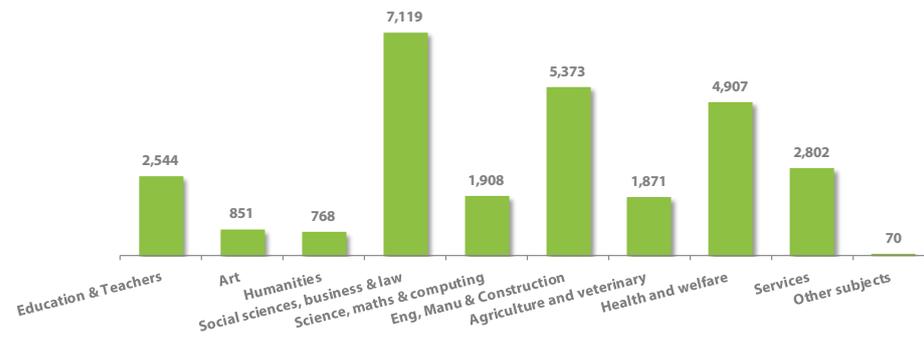
Within a one hour drivetime there are a total of 40,058 (9%) people with a 3rd level qualification in Engineering, Manu & Cons. This figure is 5,373 (8.4%) within 30 minutes and 205 (6.9%) within the settlement.



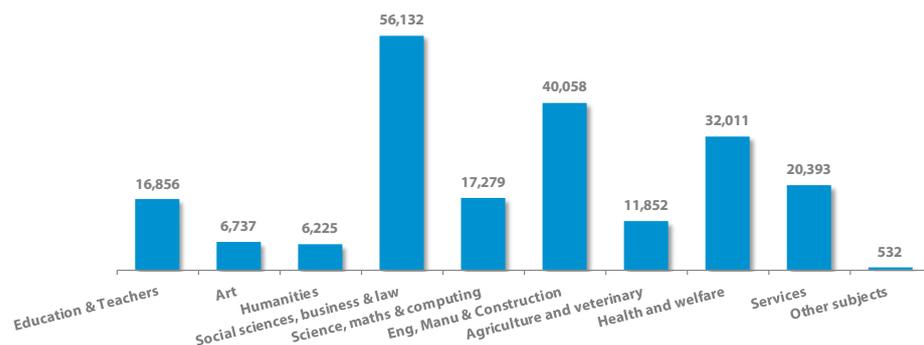
within the  
settlement



30  
minute  
drivetime



60  
minute  
drivetime





# Economy Status

## Labour Force & Non Labour Force



2,104

The total labour force within the settlement is 2,104 and represents approximately 5.3% of the labour force in the county (39,609) in 2016.



47,582

Within a thirty minute drivetime there is a labour force of 47,582. This figure represents approximately 2.1% of the labour force of Ireland (2.3M) in 2016.

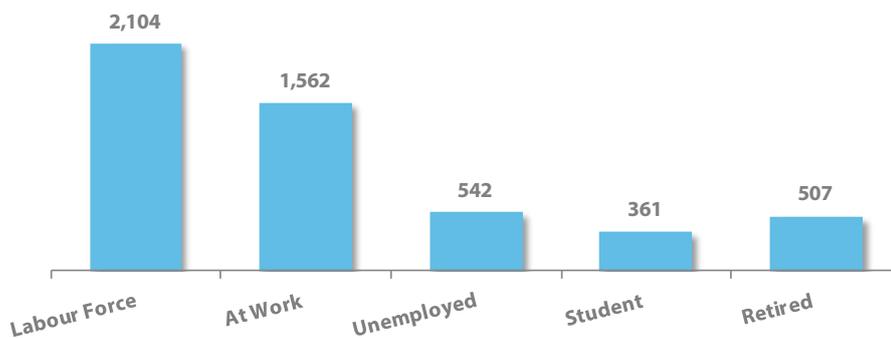


338,628

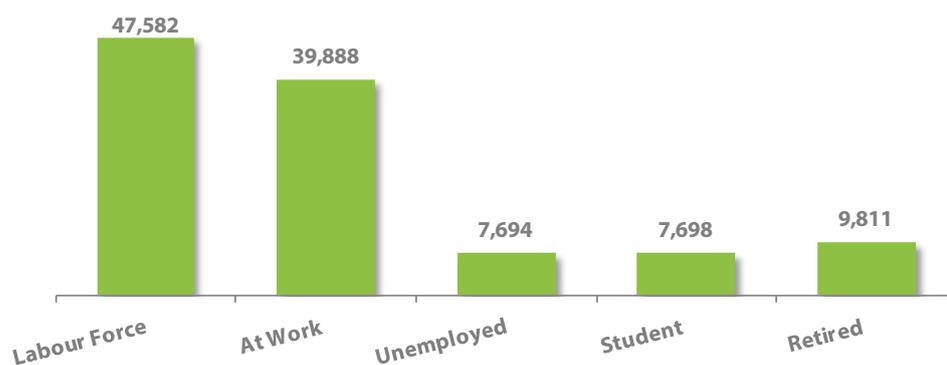
Within a one hour drivetime there is a labour force of 338,628. This figure represents approximately 14.7% of the labour force of Ireland (2.3M) in 2016.



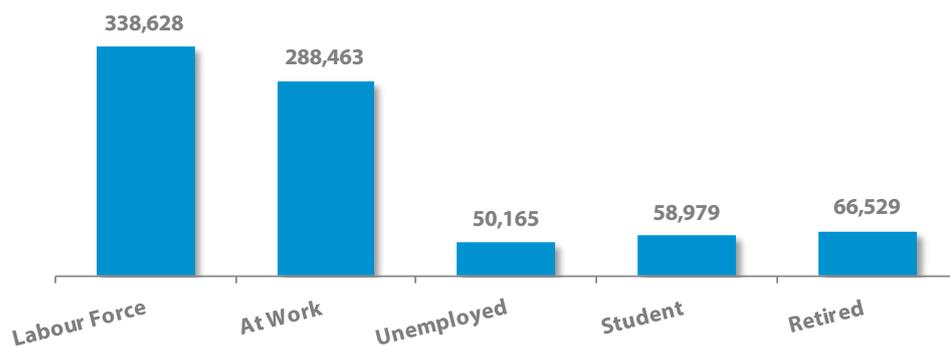
within the settlement



30 minute drivetime



60 minute drivetime





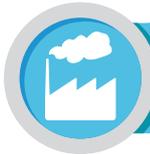
# Industry & Occupations

## Industry of Employment



**69,263**  
Commerce & Trade

Of the 288,463 people at Work within a one hour drivetime, a total of 69,263 (24%) are employed in 'Commerce and Trade'. This figure is 8,829 (22.1%) in 30 minutes and 344 (22%) within the settlement.



**65,123**  
Professional Services

Of the 288,463 people at Work within a one hour drivetime, a total of 65,123 (22.6%) are employed in 'Professional Services'. This figure is 9,325 (23.4%) in 30 minutes and 372 (23.8%) within the settlement.



**34,270**  
Manufacturing

Of the 288,463 people at Work within a one hour drivetime, a total of 34,270 (11.9%) are employed in 'Manufacturing'. This figure is 4,582 (11.5%) in 30 minutes and 192 (12.3%) within the settlement.



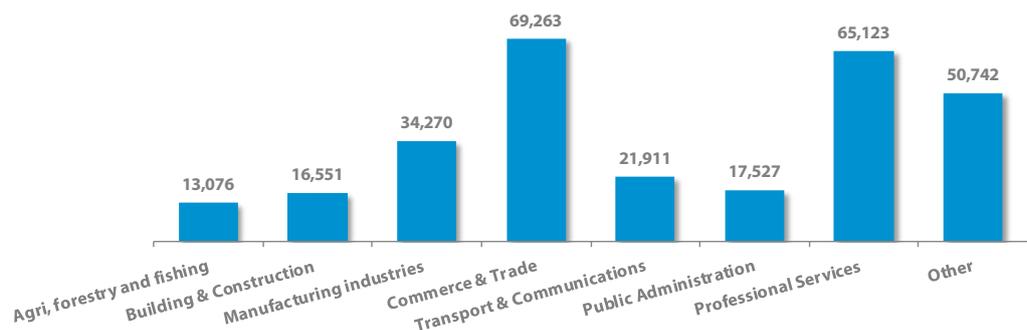
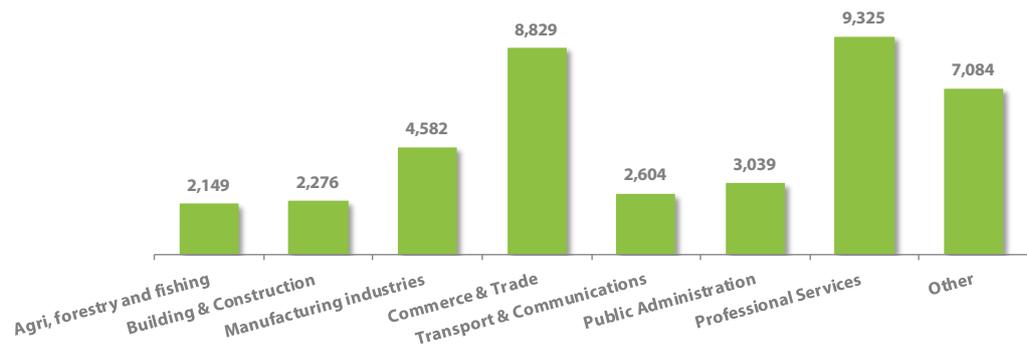
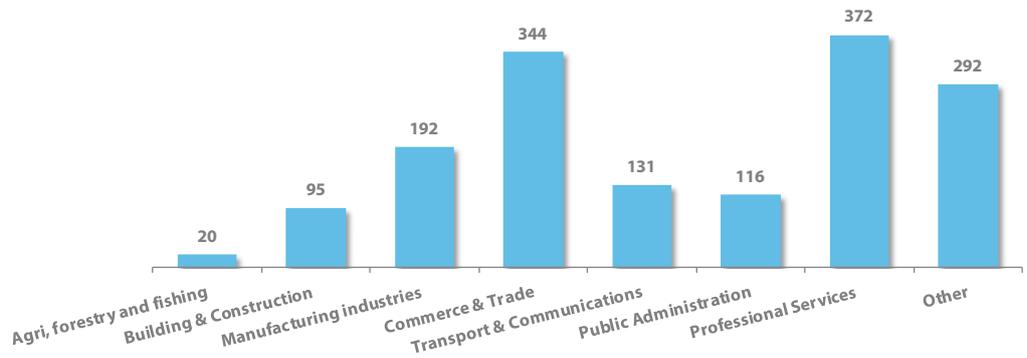
within the settlement



30  
minute drivetime



60  
minute drivetime





# Industry & Occupations

## Type of Occupation



**23,921**  
Senior Execs

A total of 23,921 (7.2%) persons classed as 'Managers, Directors and Senior Officials' are residing within a one hour drivetime, 3,214 (6.9%) within 30 minutes and 112 (5.5%) within the Settlement.



**46,886**  
Professionals

A total of 46,886 (14.1%) persons classed as 'Professionals' are residing within a one hour drivetime, 6,289 (13.4%) within 30 minutes and 153 (7.5%) within the Settlement.



**34,275**  
Prof & Technical

A total of 34,275 (10.3%) persons classed as 'Associate Professional and Technical' are residing within a one hour drivetime, 4,577 (9.8%) within 30 minutes and 189 (9.2%) within the Settlement.



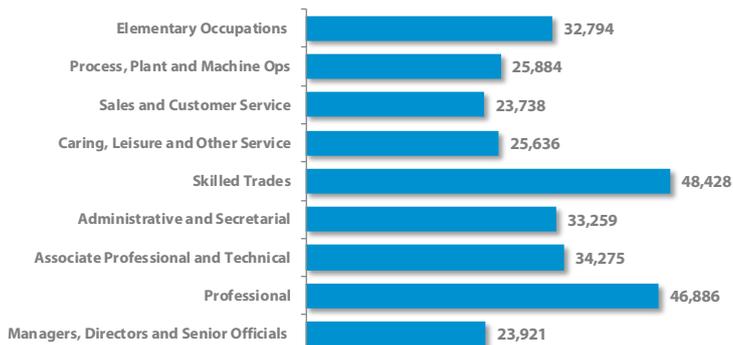
within the settlement



30  
minute drivetime



60  
minute drivetime





# Housing

## Type of Property



1,721

The total number of households within the settlement is 1,721 and represents 5.9% of all households within the county in 2016.



35,127

Within a 30 minute drivetime there are 35,127 households. 91.7% are classed as Houses/Bungalows and 6.2% are classed as Flats/Apartments. This figure represents 2.1% of the total households in the State in 2016.

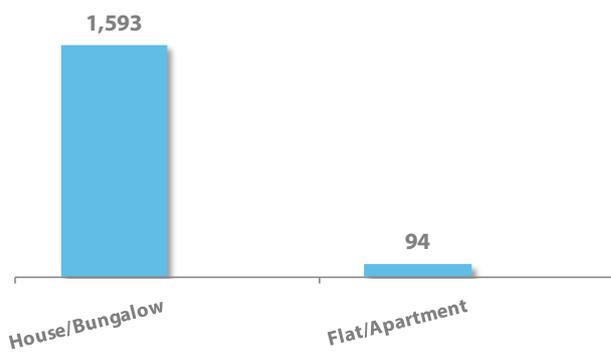


241,890

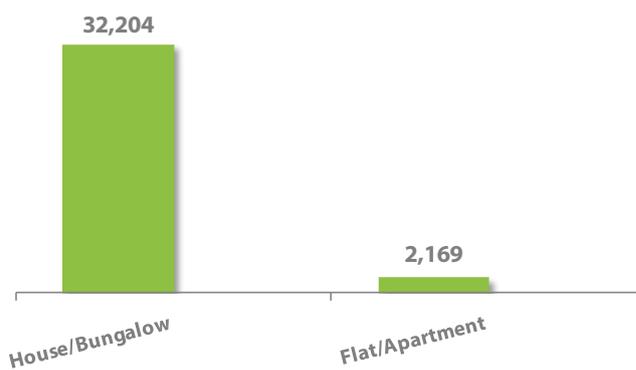
Within a one hour drivetime there are a total of 241,890 households. 89% are classed as House/Bungalows and 9.1% are classed as Flat/Apartments.



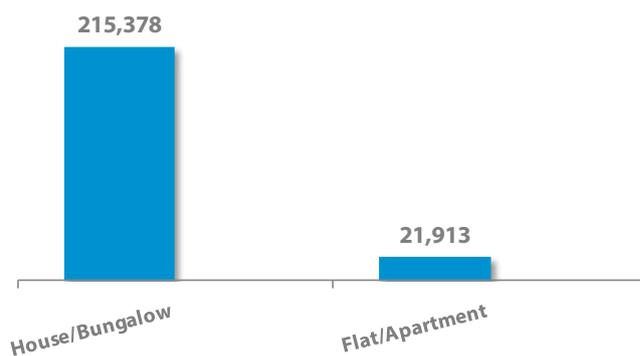
within the settlement



30 minute drivetime



60 minute drivetime





# Housing Tenure



**1,100**  
Owner Occupied

There are 1,100 (64.1%) Owner Occupied (OO) households within the Settlement, a total of 24,113 (68.9%) within a 30 minute drivetime and 164,159 (68.1%) within a one hour drivetime.



**246**  
Private Rented

There are 246 (14.3%) Private Rented (PR) households within the Settlement, a total of 5,733 (16.4%) within a 30 minute drivetime and 40,376 (16.8%) within a one hour drivetime.



**291**  
Social Rented

There are 291 (17%) Social Rented (SR) households within the Settlement, a total of 3,634 (10.4%) within a 30 minute drivetime and 26,307 (10.9%) within a one hour drivetime.



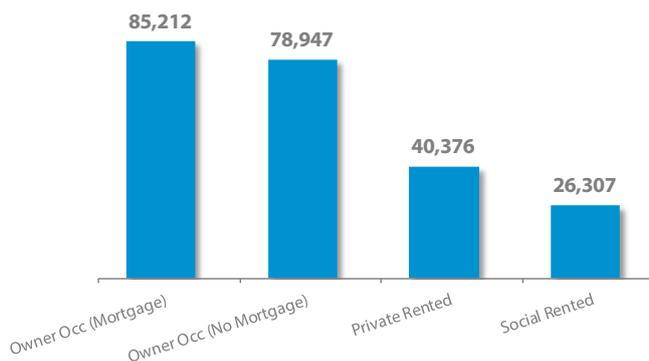
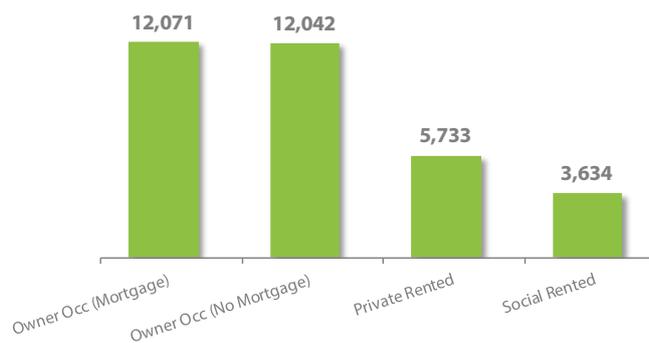
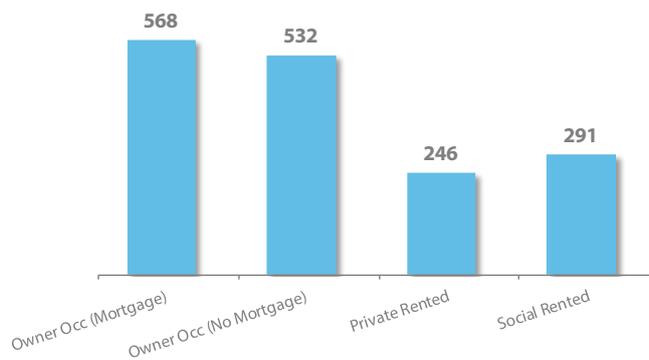
within the settlement



30  
minute drivetime



60  
minute drivetime





# Housing

## Age of Properties



**4,955**  
Post 2011

Within a one hour drivetime a total of 4,955 (2.1%) households were built post 2011. This figure is 738 (2.1%) within 30 minutes and 013 (0.8%) within the Settlement.



**74,801**  
Post 2001

Within a one hour drivetime a total of 74,801 (31%) households were built post 2001. This figure is 13,087 (37.4%) within 30 minutes and 678 (39.5%) within the Settlement.

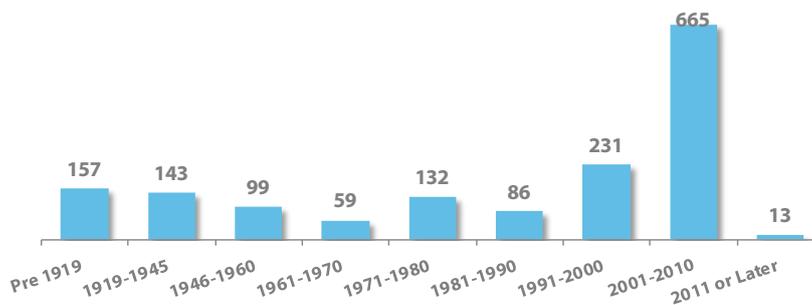


**150,906**  
Pre 2001

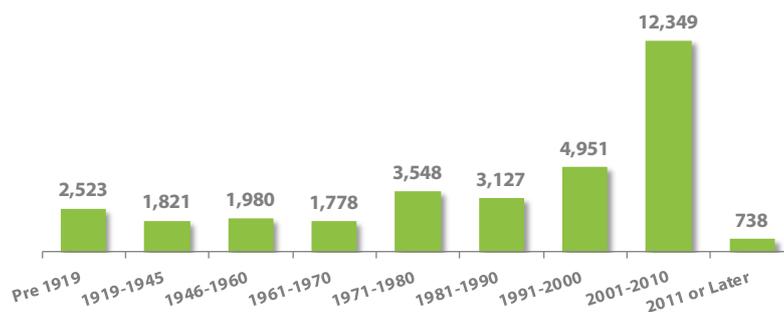
Within a one hour drivetime a total of 150,906 (62.6%) households were built pre 2001. This figure is 19,728 (56.4%) within 30 minutes and 907 (52.9%) within the Settlement.



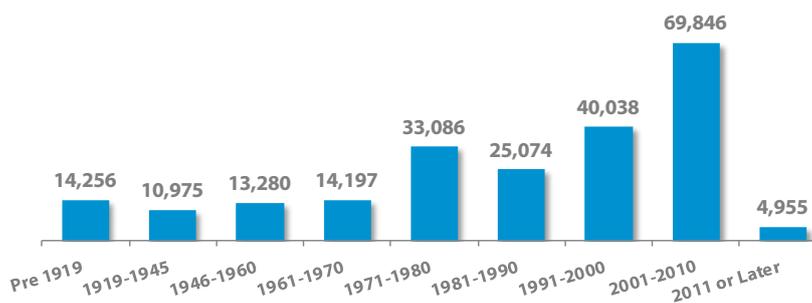
within the settlement



30  
minute drivetime



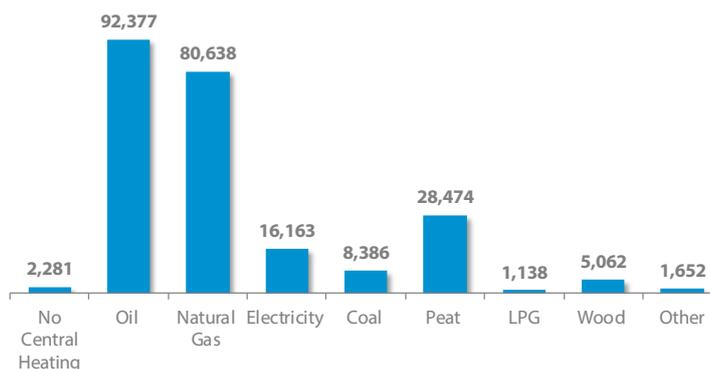
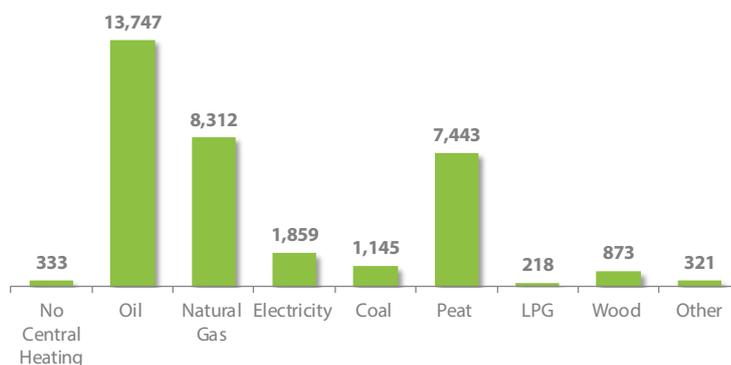
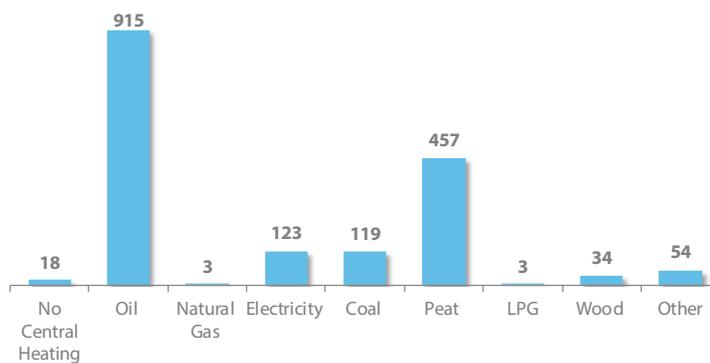
60  
minute drivetime





# Housing

## Type of Central Heating

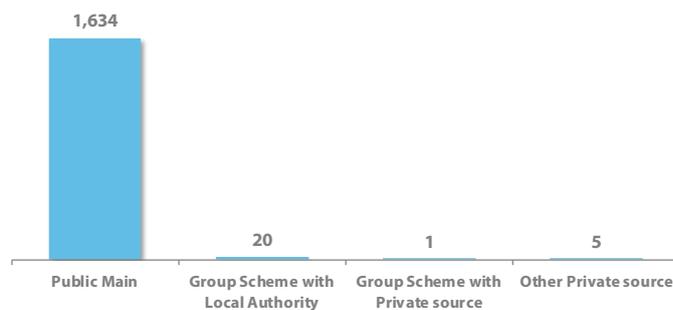




# Housing Water System



within the settlement



30 minute drivetime



60 minute drivetime





# Housing Sewage System



**163,947**  
Pub Scheme

Within a one hour drivetime a total of 163,947 (68%) households are connected to a Public Scheme. This figure is 22,335 (63.9%) within 30 minutes and 1,565 (91.2%) within the Settlement.



**58,196**  
Septic Tank

Within a one hour drivetime a total of 58,196 (24.1%) households have individual Septic Tanks. This figure is 9,972 (28.5%) within 30 minutes and 84 (4.9%) within the Settlement.



**6,912**  
Other

Within a one hour drivetime a total of 6,912 (2.9%) households are connected to another individual treatment system. This figure is 983 (2.8%) within 30 minutes and 0 (0%) within the Settlement.



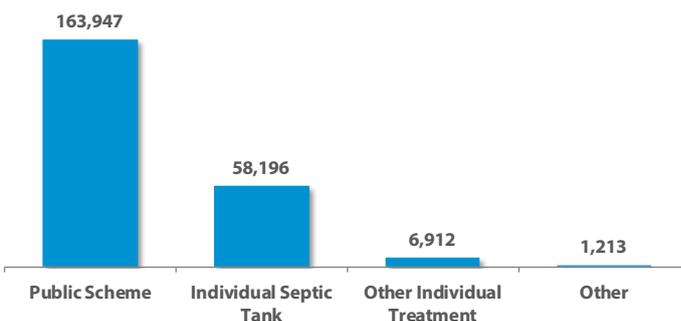
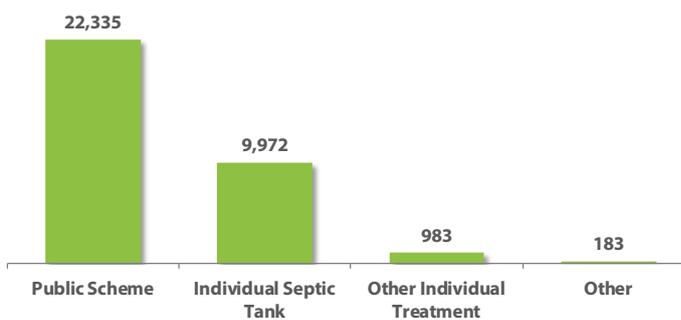
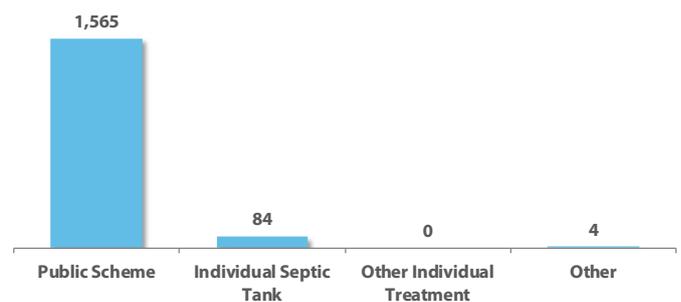
within the settlement



30  
minute drivetime



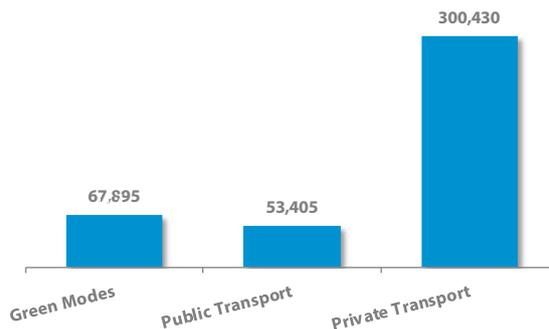
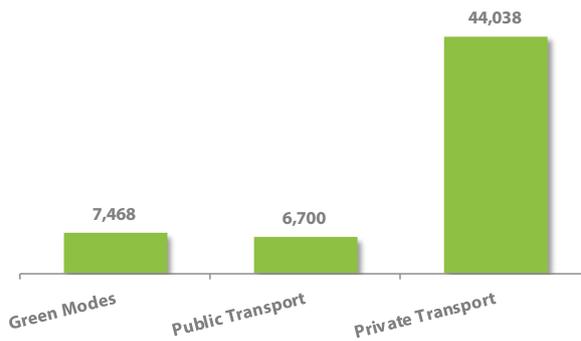
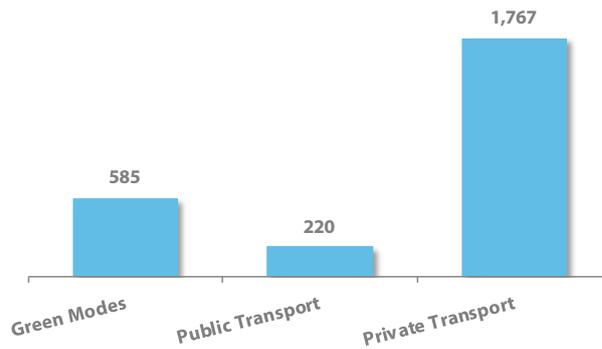
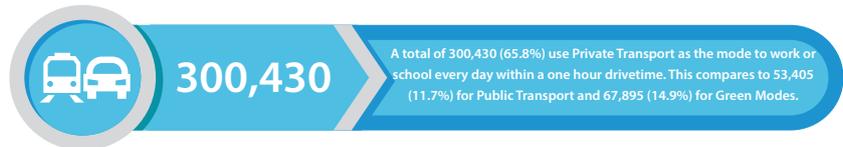
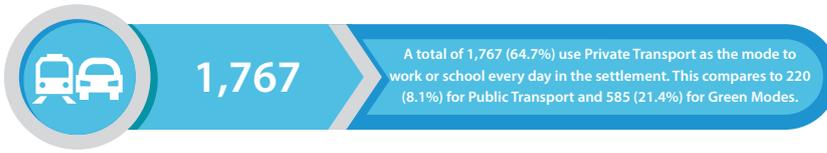
60  
minute drivetime





# Transport

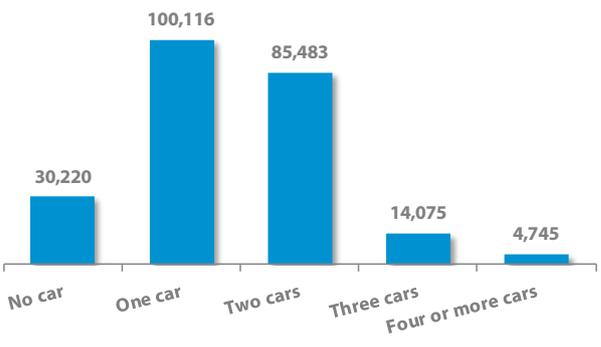
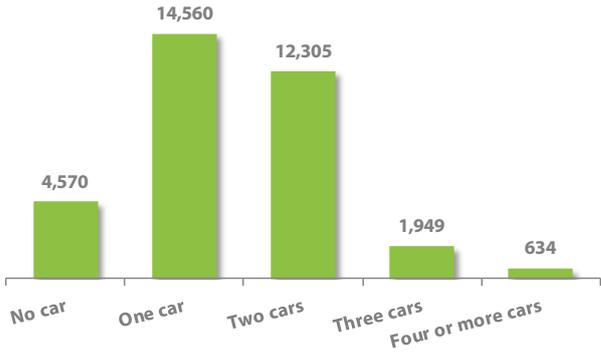
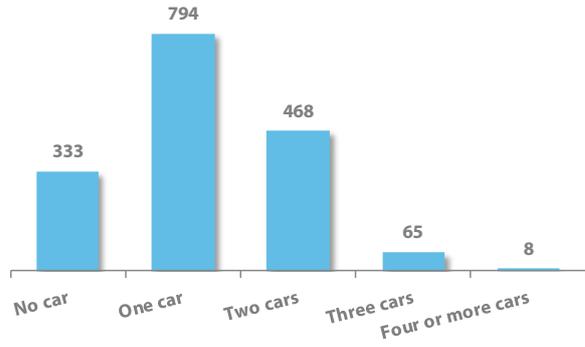
## Mode of Transport to Work & School





# Connectivity

## Cars per Household





# Connectivity

## Broadband Access



**169,758**  
Broadband

Within a one hour drivetime a total of 169,758 (70.4%) of households have broadband access. This figure is 23,534 (67.3%) within a 30 minute drivetime and 1,130 (65.9%) within the settlement.



**20,788**  
Non-Broadband

Within a one hour drivetime a total of 20,788 (8.6%) of households have access to non-broadband internet. This figure is 3,346 (9.6%) within a 30 minute drivetime and 113 (6.6%) within the settlement.



**43,645**  
No Internet

Within a one hour drivetime a total of 43,645 (18.1%) of households have no internet access. This figure is 7,051 (20.2%) within a 30 minute drivetime and 426 (24.8%) within the settlement.



within the settlement



30  
minute drivetime



60  
minute drivetime

