

Laois

...Portarlinton

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

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

w: www.spatialinsight.ie

Indicators and Catchments

Indicators

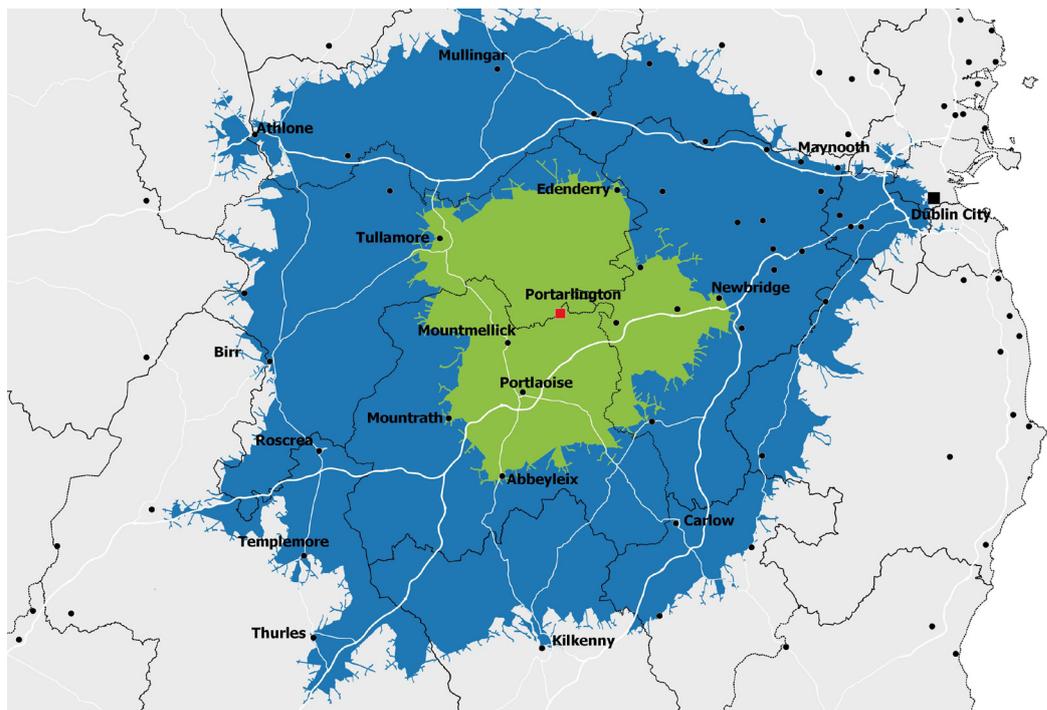
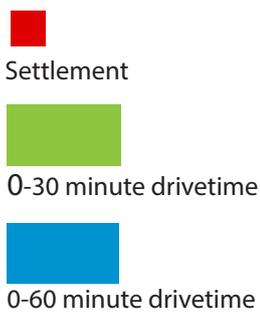
The socio-economic catchment profile is based on 8 key themes with a series of indicators representing each theme. All data is based on the latest available Census information (2016).

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



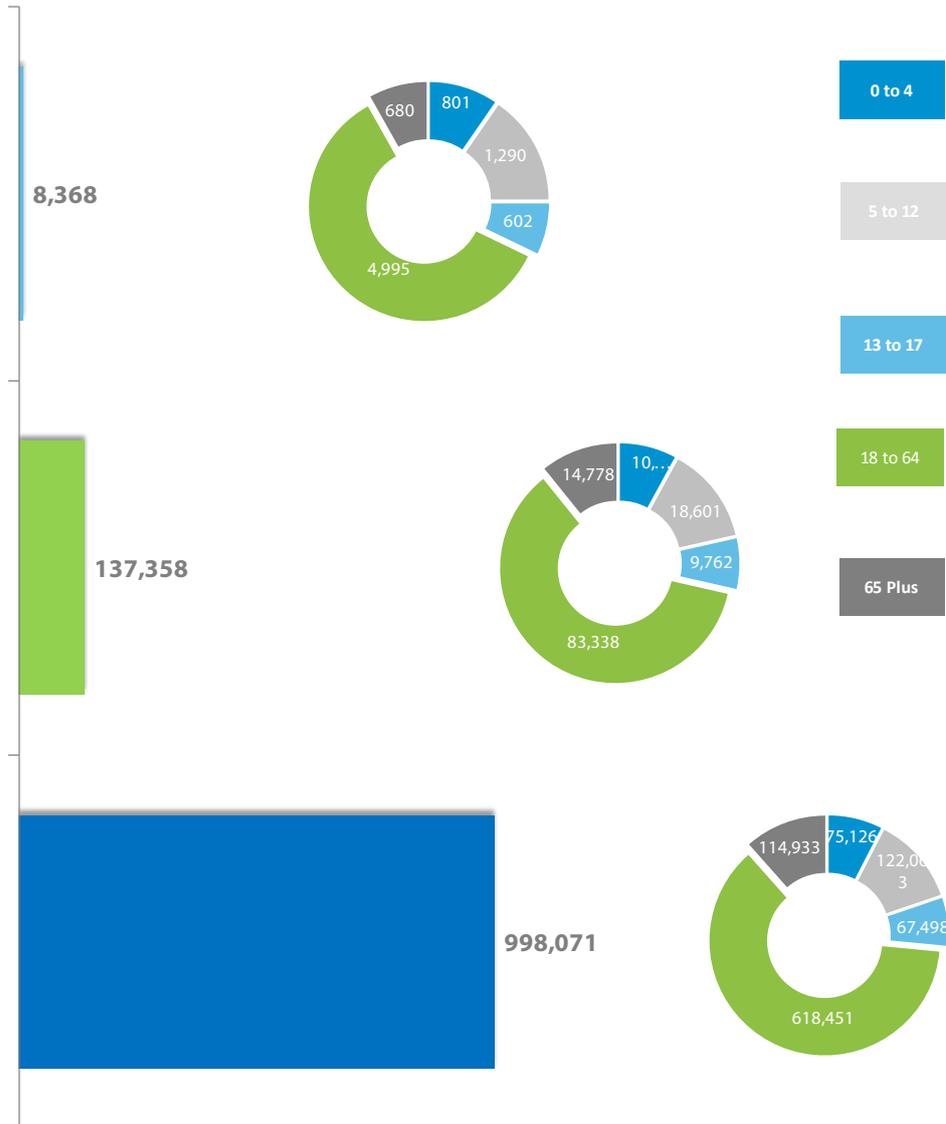
within the settlement



30 minute drivetime



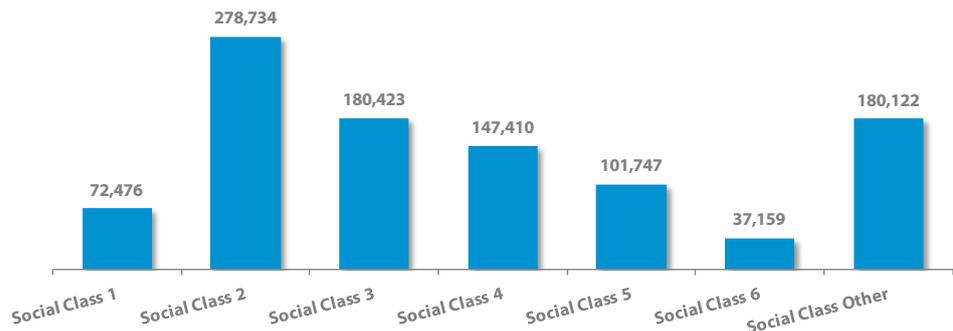
60 minute drivetime





Demography

Social Classification (1 highest, 6 lowest)





Demography

Non-native Language Speakers (not English or Irish)



146,387

Within a 60 minute drivetime a population of 146,387 are non-native language speakers. This can be broken down into Polish 33,454 (22.9%), French 10,599 (7.2%), Lithuanian 9,170 (6.3%) and Other 93,164 (63.6%).



18,682

Within a 30 minute drivetime a population of 18,682 are non-native language speakers. This can be broken down into Polish 5,501 (29.4%), French 1,279 (6.8%), Lithuanian 1,616 (8.7%) and Other 10,286 (55.1%).

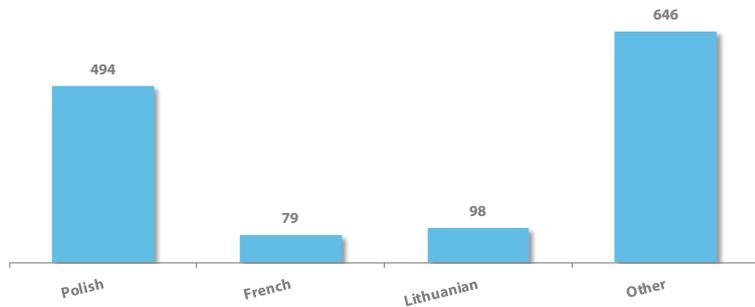


1,317

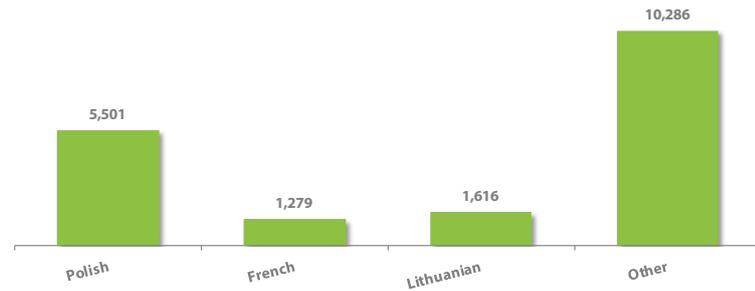
Within the Settlement a population of 1,317 are non-native language speakers. This can be broken down into Polish 494 (37.5%), French 79 (6%), Lithuanian 98 (7.4%) and Other 646 (49.1%).



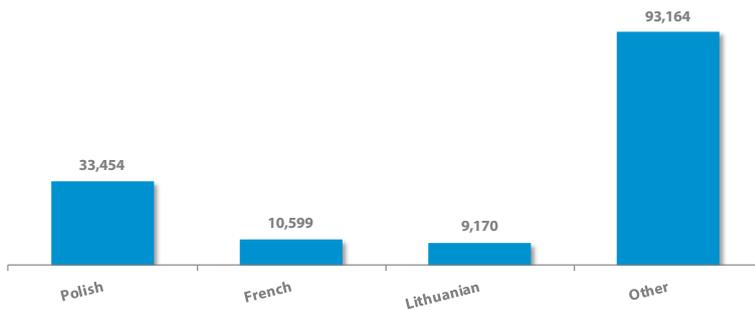
within the settlement



30 minute drivetime

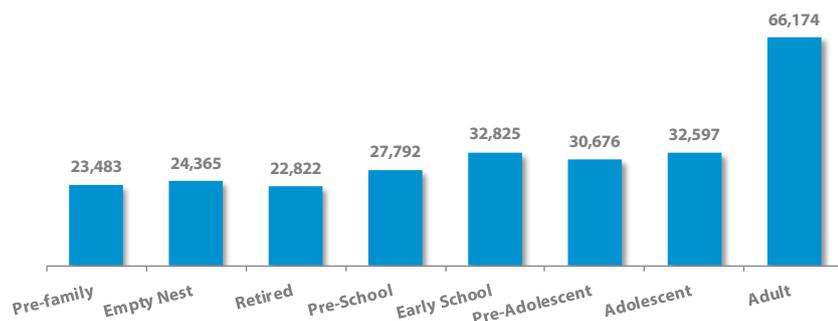
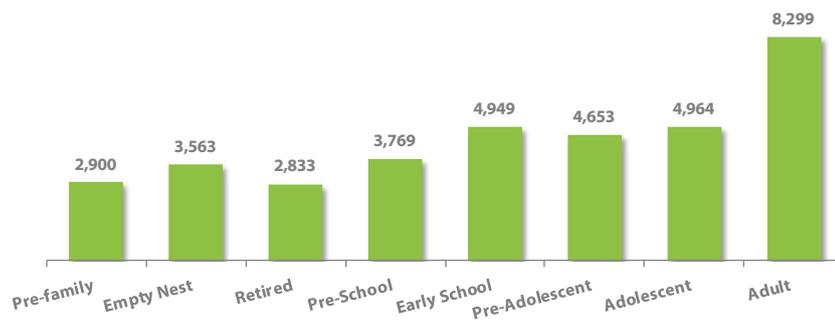
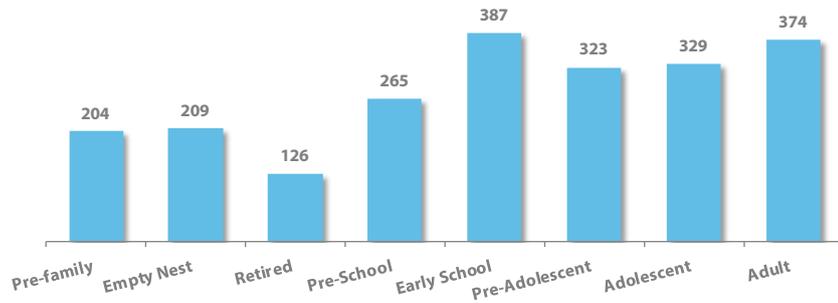


60 minute drivetime





Demography Family Cycle





Education Attainment Levels



**4,631
PhDs**

Within a one hour drivetime from the settlement there are 4,631 graduates with a PhD, 305 reside within a half hour drive from the settlement.



**171,276
3rd Level**

There are 171,276 graduates with a Third Level Degree residing within a one hour drive from the settlement. 31.8% have a PostGrad and 2.7% have a PhD

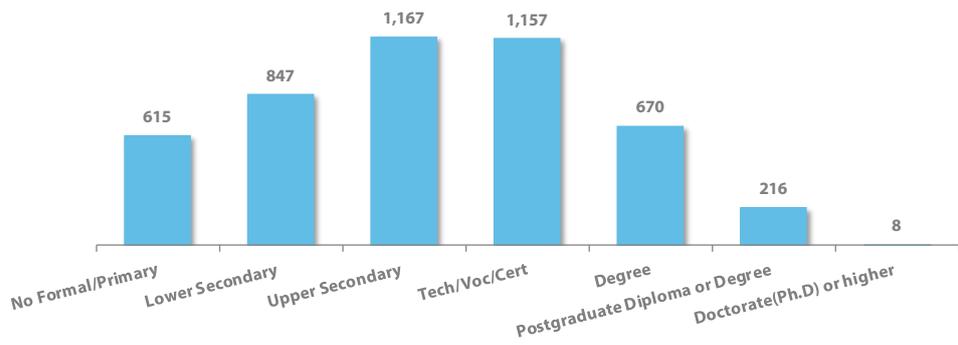


**127,041
Trades**

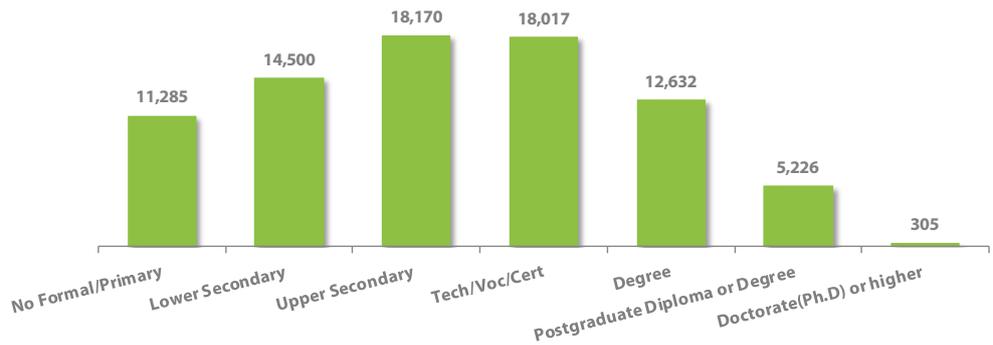
Portarlinton has a high number of people with Apprenticeships, Technical and Vocational qualifications residing within a one hour drive from the settlement.



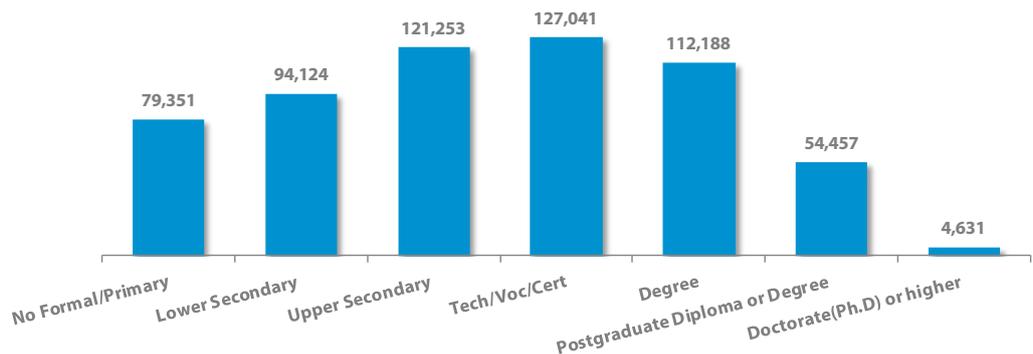
**within the
settlement**



**30
minute
drivetime**



**60
minute
drivetime**





Education Field of Study



92,368
Business & Law

Within a one hour drivetime there are a total of 92,368 (14.6%) people with a 3rd level qualification in Social Science, Business & Law. This figure is 9,945 (11.6%) within 30 minutes and 568 (11.4%) within the settlement.



29,110
Science-
Maths/Computing

Within a one hour drivetime there are a total of 29,110 (4.6%) people with a 3rd level qualification in Science, Maths and Computing. This figure is 2,771 (3.2%) within 30 minutes and 174 (3.5%) within the settlement.

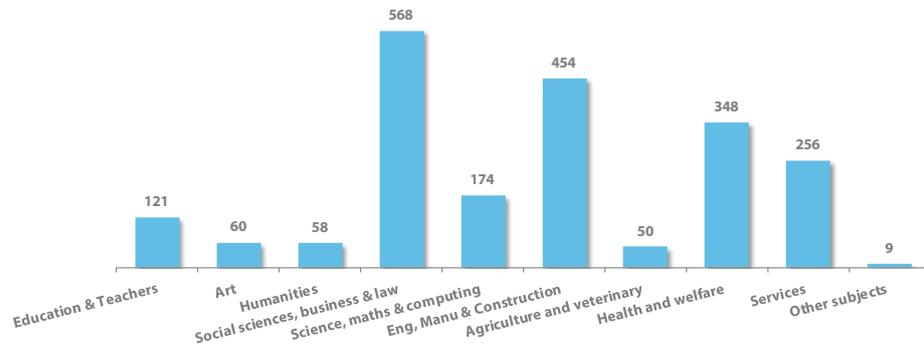


56,166
Engineering &
Construction

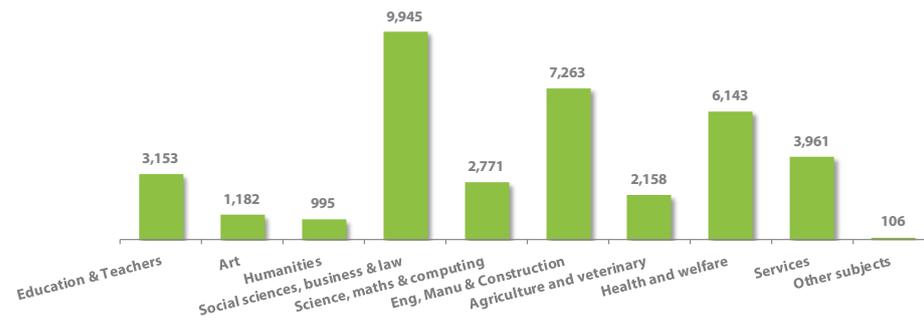
Within a one hour drivetime there are a total of 56,166 (8.9%) people with a 3rd level qualification in Engineering, Manu & Cons. This figure is 7,263 (8.4%) within 30 minutes and 454 (9.1%) within the settlement.



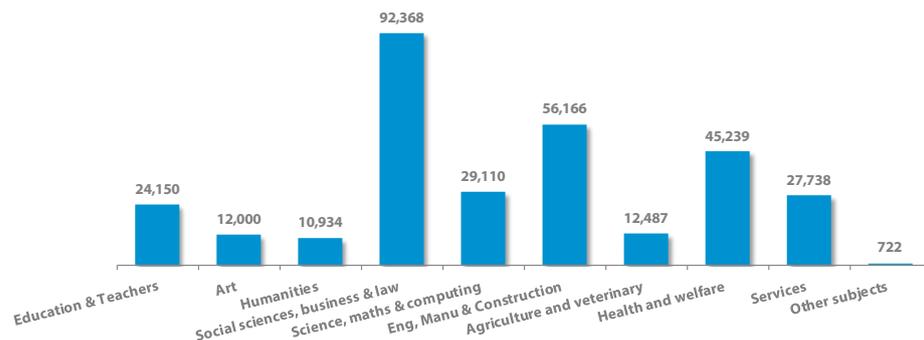
within the
settlement



30
minute
drivetime



60
minute
drivetime





Economy Status

Labour Force & Non Labour Force



3,798

The total labour force within the settlement is 3,798 and represents approximately 9.6% of the labour force in the county (39,609) in 2016.



64,890

Within a thirty minute drivetime there is a labour force of 64,890. This figure represents approximately 2.8% of the labour force of Ireland (2.3M) in 2016.

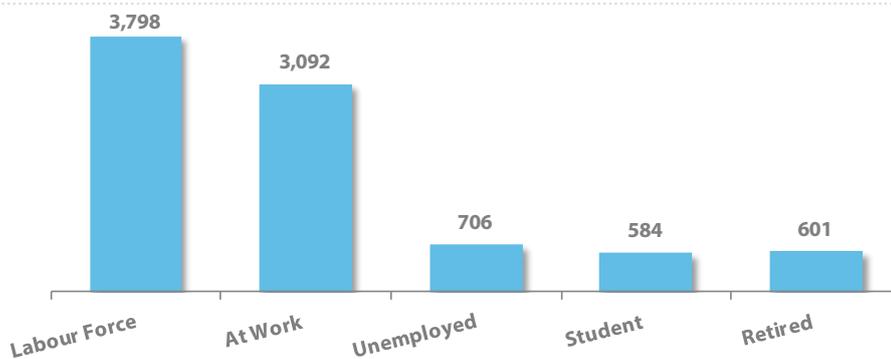


487,298

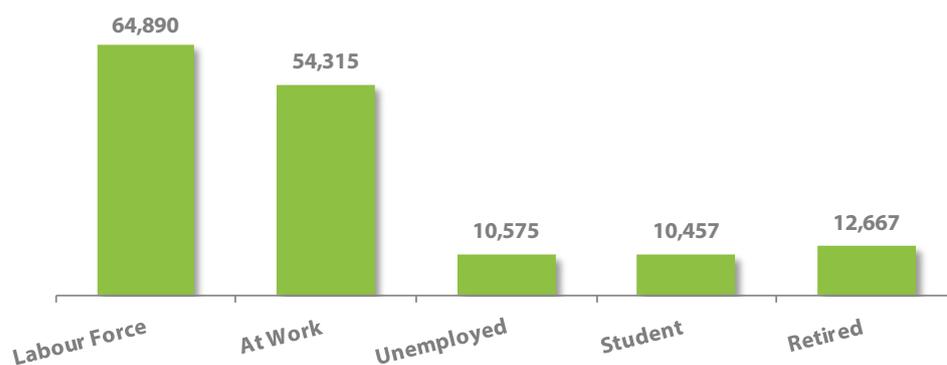
Within a one hour drivetime there is a labour force of 487,298. This figure represents approximately 21.1% of the labour force of Ireland (2.3M) in 2016.



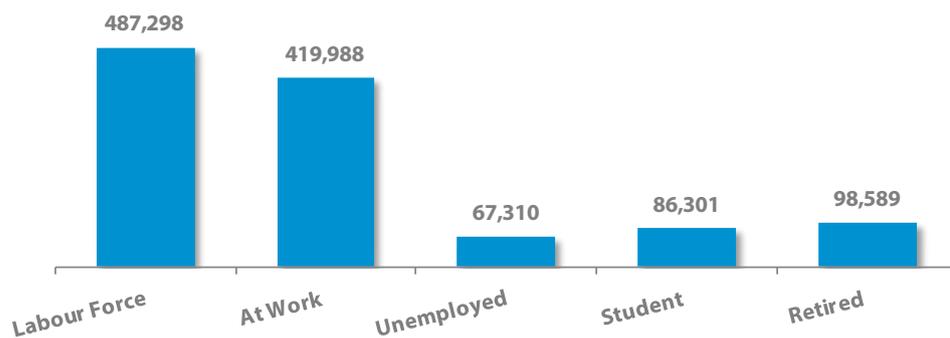
within the settlement



30 minute drivetime



60 minute drivetime





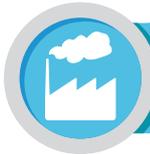
Industry & Occupations

Industry of Employment



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%) within 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%) within 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%) within 30 minutes and 192 (12.3%) within the settlement.



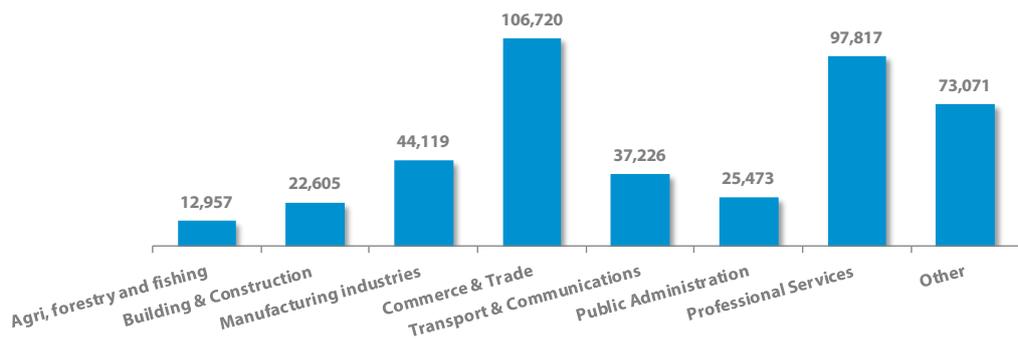
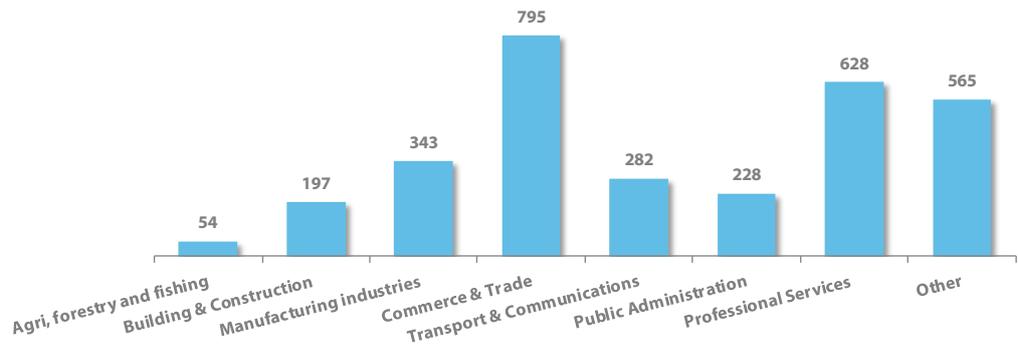
within the
settlement



minute
drivetime



minute
drivetime





Industry & Occupations

Type of Occupation



3,002

The total number of households within the settlement is 3,002 and represents 10.3% of all households within the county in 2016.



46,818

Within a 30 minute drivetime there are 46,818 households. 91.1% are classed as Houses/Bungalows and 6.9% are classed as Flats/Apartments. This figure represents 2.8% of the total households in the State in 2016.

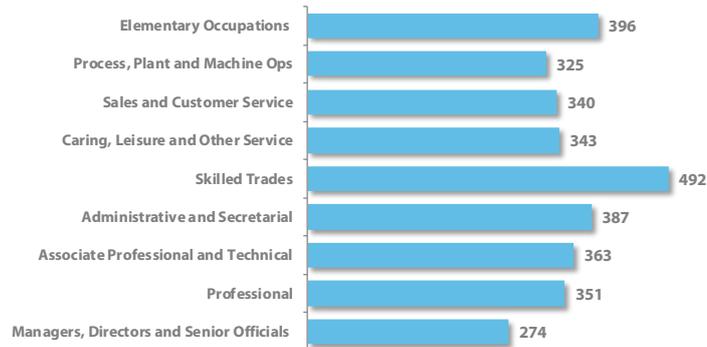


345,008

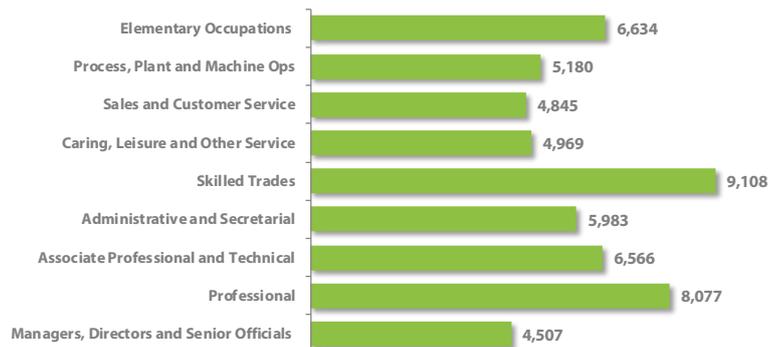
Within a one hour drivetime there are a total of 345,008 households. 86.1% are classed as House/Bungalows and 12.1% are classed as Flat/Apartments.



within the settlement



30 minute drivetime



60 minute drivetime





Housing

Type of Property



3,002

The total number of households within the settlement is 3,002 and represents 10.3% of all households within the county in 2016.



46,818

Within a 30 minute drivetime there are 46,818 households. 91.1% are classed as Houses/Bungalows and 6.9% are classed as Flats/Apartments. This figure represents 2.8% of the total households in the State in 2016.

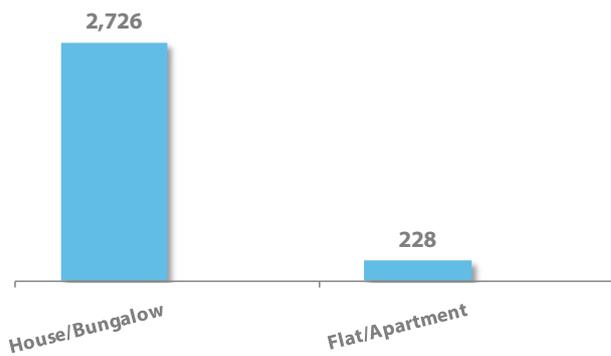


345,008

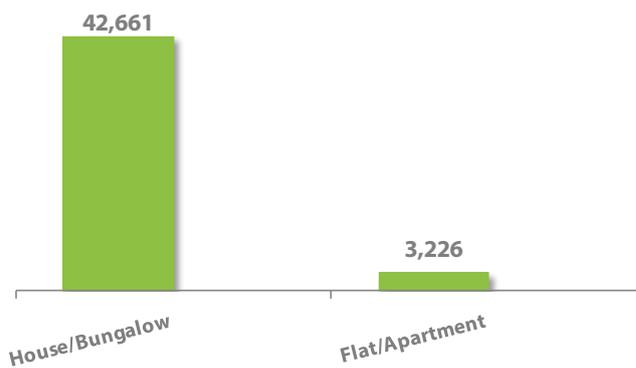
Within a one hour drivetime there are a total of 345,008 households. 86.1% are classed as House/Bungalows and 12.1% are classed as Flat/Apartments.



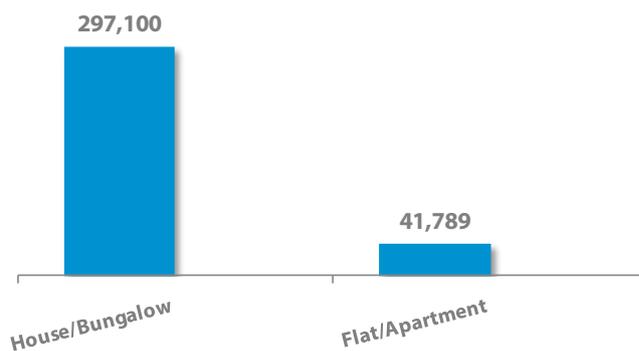
within the settlement



30 minute drivetime



60 minute drivetime





Housing Tenure



1,928
Owner Occupied

There are 1,928 (64.3%) Owner Occupied (OO) households within the Settlement, a total of 31,940 (68.5%) within a 30 minute drivetime and 233,121 (67.8%) within a one hour drivetime.



570
Private Rented

There are 570 (19%) Private Rented (PR) households within the Settlement, a total of 7,807 (16.7%) within a 30 minute drivetime and 60,531 (17.6%) within a one hour drivetime.



386
Social Rented

There are 386 (12.9%) Social Rented (SR) households within the Settlement, a total of 4,943 (10.6%) within a 30 minute drivetime and 35,640 (10.4%) within a one hour drivetime.



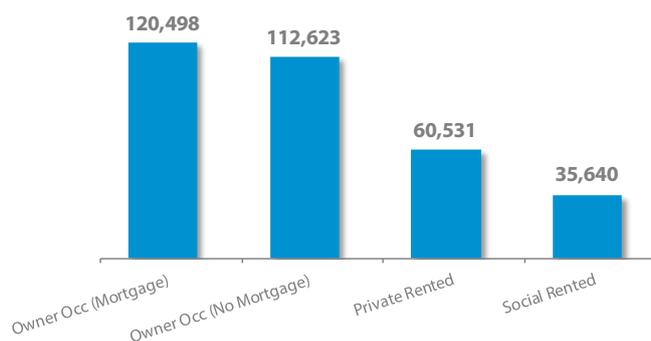
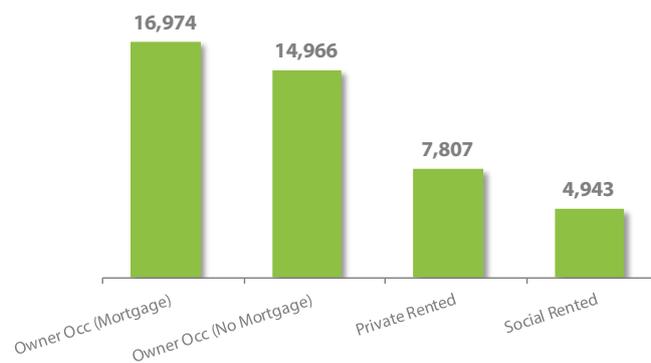
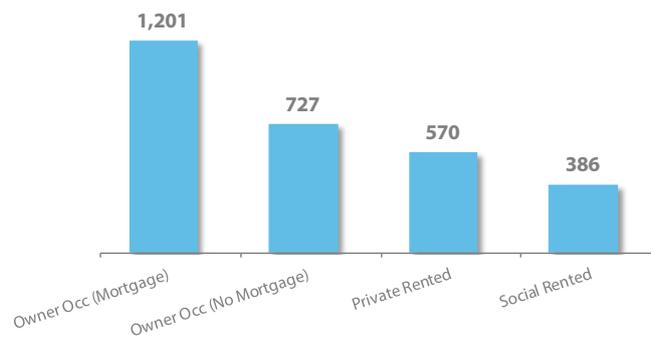
within the settlement



30
minute drivetime



60
minute drivetime





Housing

Age of Properties



6,619
Post 2011

Within a one hour drivetime a total of 6,619 (1.9%) households were built post 2011. This figure is 893 (1.9%) within 30 minutes and 036 (1.2%) within the Settlement.



93,841
Post 2001

Within a one hour drivetime a total of 93,841 (27.3%) households were built post 2001. This figure is 17,275 (37%) within 30 minutes and 1,624 (54.2%) within the Settlement.

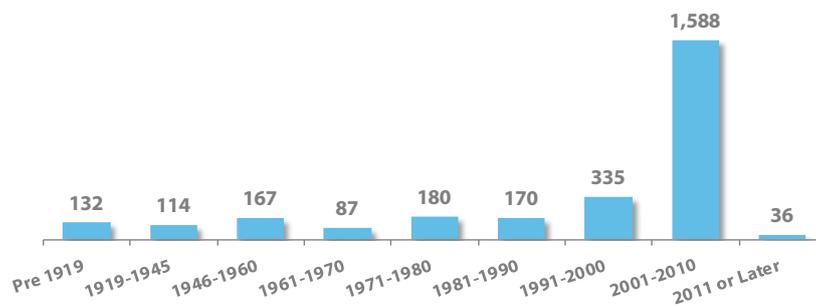


227,052
Pre 2001

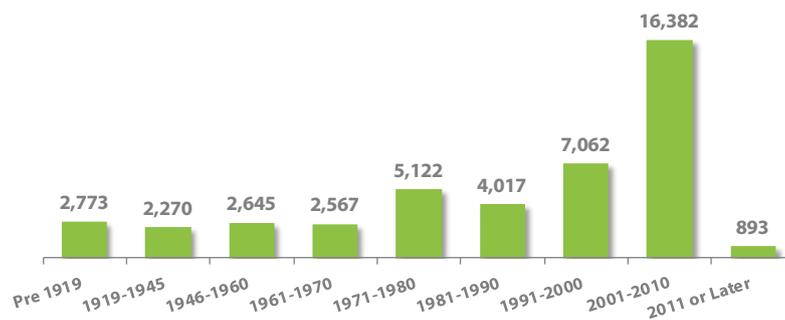
Within a one hour drivetime a total of 227,052 (66%) households were built pre 2001. This figure is 26,456 (56.7%) within 30 minutes and 1,185 (39.5%) within the Settlement.



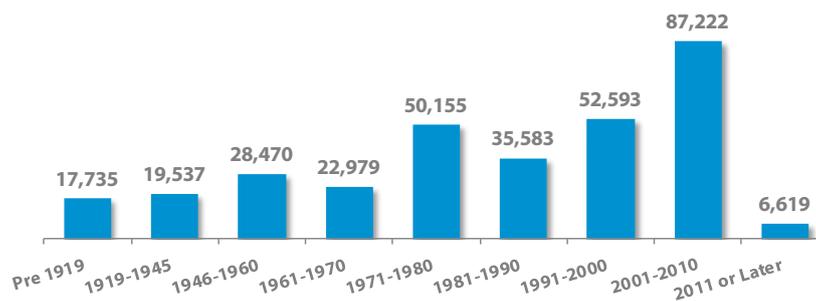
within the settlement



30
minute drivetime



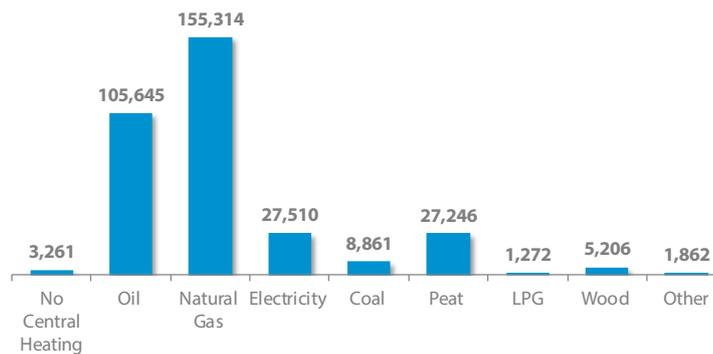
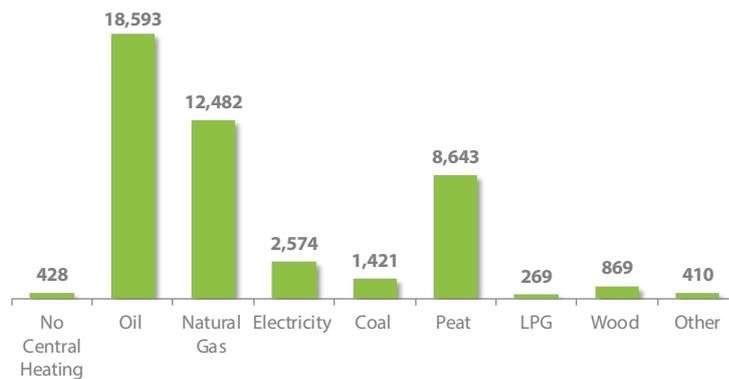
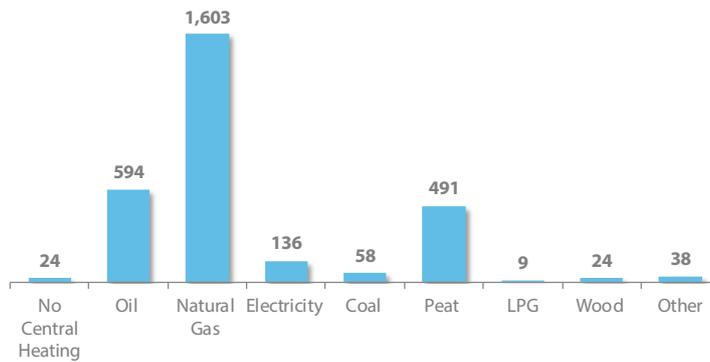
60
minute drivetime





Housing

Type of Central Heating

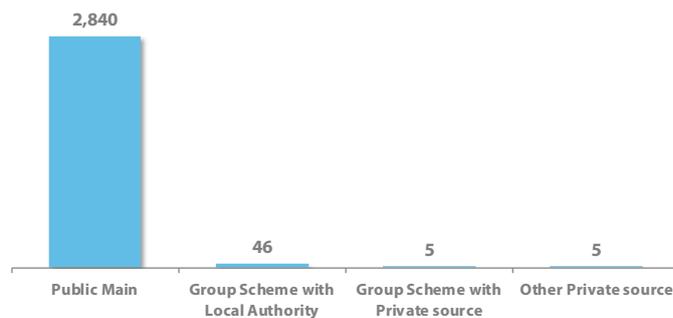




Housing Water System



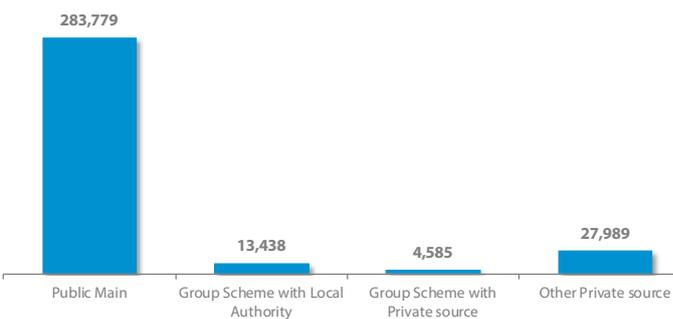
within the settlement



30 minute drivetime



60 minute drivetime





Housing Sewage System



261,529
Pub Scheme

Within a one hour drivetime a total of 261,529 (76%) households are connected to a Public Scheme. This figure is 32,240 (69.1%) within 30 minutes and 2,813 (93.8%) within the Settlement.



57,517
Septic Tank

Within a one hour drivetime a total of 57,517 (16.7%) households have individual Septic Tanks. This figure is 10,785 (23.1%) within 30 minutes and 58 (1.9%) within the Settlement.



7,307
Other

Within a one hour drivetime a total of 7,307 (2.1%) households are connected to another individual treatment system. This figure is 1,328 (2.8%) within 30 minutes and 1 (0%) within the Settlement.



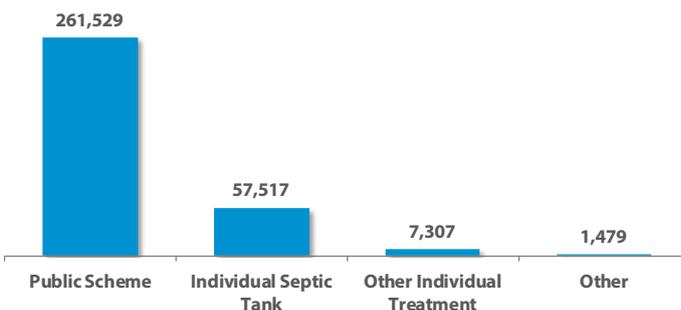
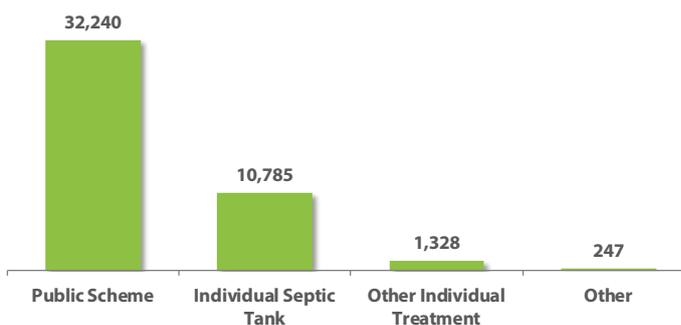
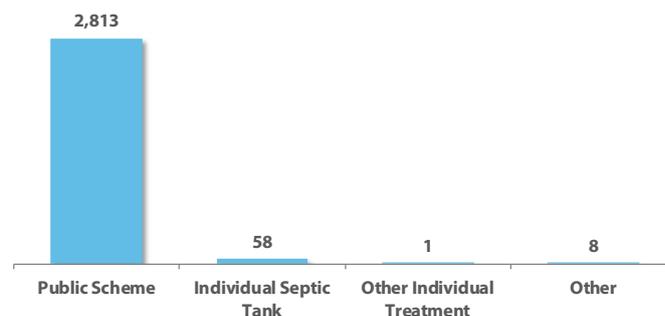
within the settlement



30 minute drivetime



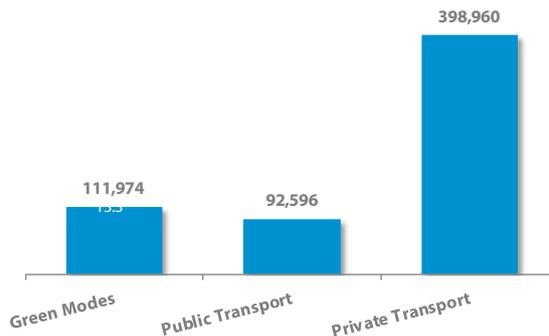
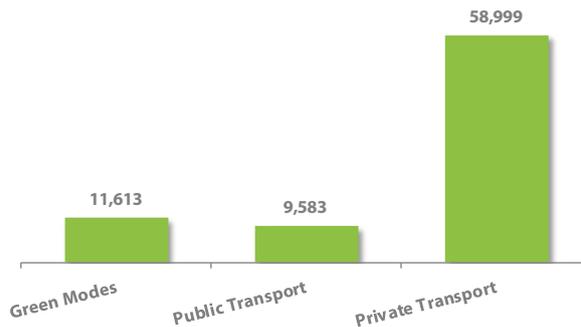
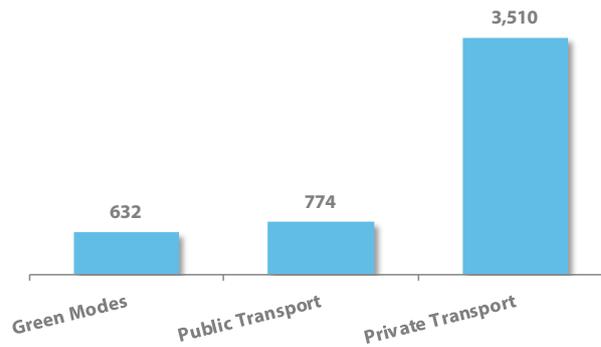
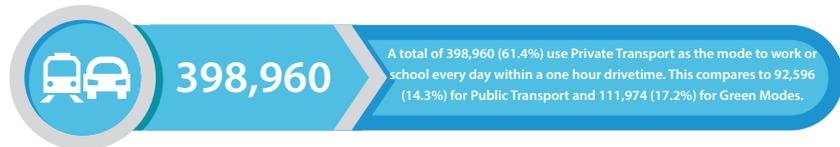
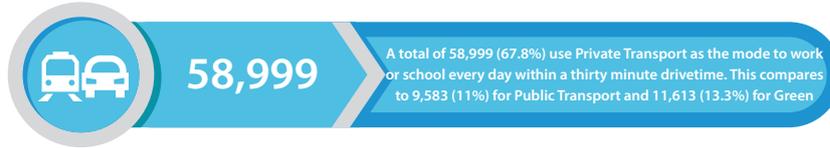
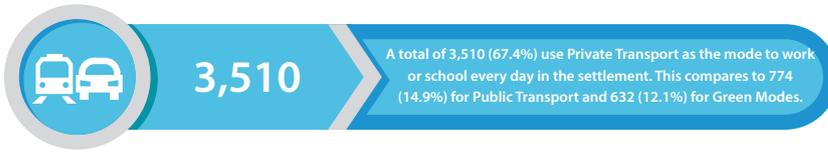
60 minute drivetime





Transport

Mode of Transport to Work & School





Connectivity

Cars per Household



48,165
No Car

Within a one hour drivetime a total of 48,165 (14%) of households do not have a car. This figure is 6,223 (13.3%) within a 30 minute drivetime and 467 (15.6%) within the settlement.



143,647
One Car

Within a one hour drivetime a total of 143,647 (41.8%) of households have access to one car. This figure is 19,367 (41.5%) within a 30 minute drivetime and 1,479 (49.3%) within the settlement.

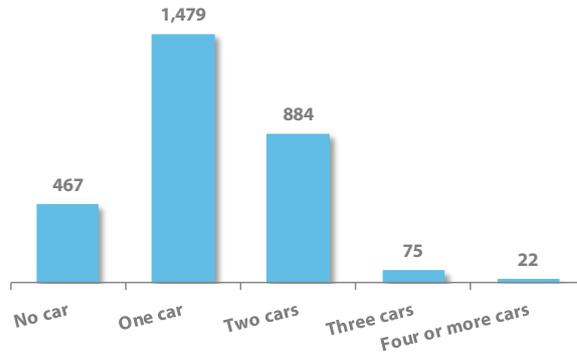


142,255
Two Cars +

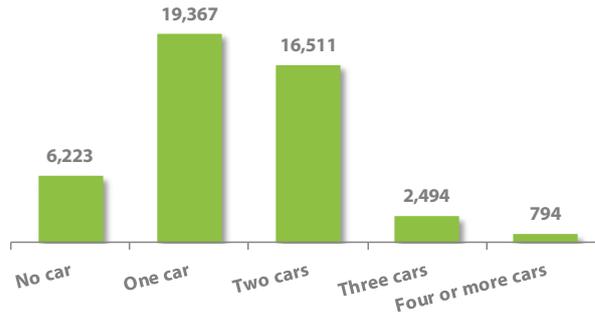
Within a one hour drivetime a total of 142,255 (41.4%) of households have access to two cars or more. This figure is 19,799 (42.5%) within a 30 minute drivetime and 981 (32.7%) within the settlement.



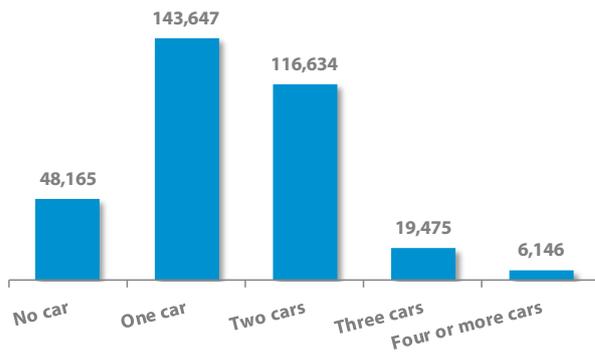
within the settlement



30
minute drivetime



60
minute drivetime





Connectivity

Broadband Access



254,728
Broadband

Within a one hour drivetime a total of 254,728 (74%) of households have broadband access. This figure is 32,754 (70.2%) within a 30 minute drivetime and 2,202 (73.4%) within the settlement.



23,590
Non-Broadband

Within a one hour drivetime a total of 23,590 (6.9%) of households have access to non-broadband internet. This figure is 3,813 (8.2%) within a 30 minute drivetime and 195 (6.5%) within the settlement.



55,375
No Internet

Within a one hour drivetime a total of 55,375 (16.1%) of households have no internet access. This figure is 8,731 (18.7%) within a 30 minute drivetime and 537 (17.9%) within the settlement.



within the settlement



30
minute drivetime



60
minute drivetime

