

*Laois*

*...Portlaoise*

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



## Laois Local Enterprise Office

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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](mailto:info@spatialinsight.ie)

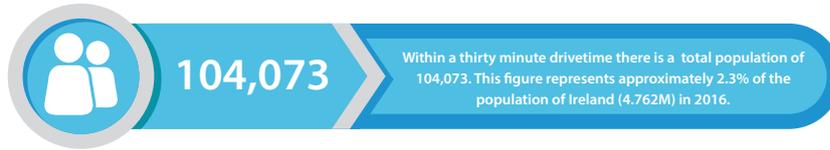
w: [www.spatialinsight.ie](http://www.spatialinsight.ie)





# Demography

## Total Population



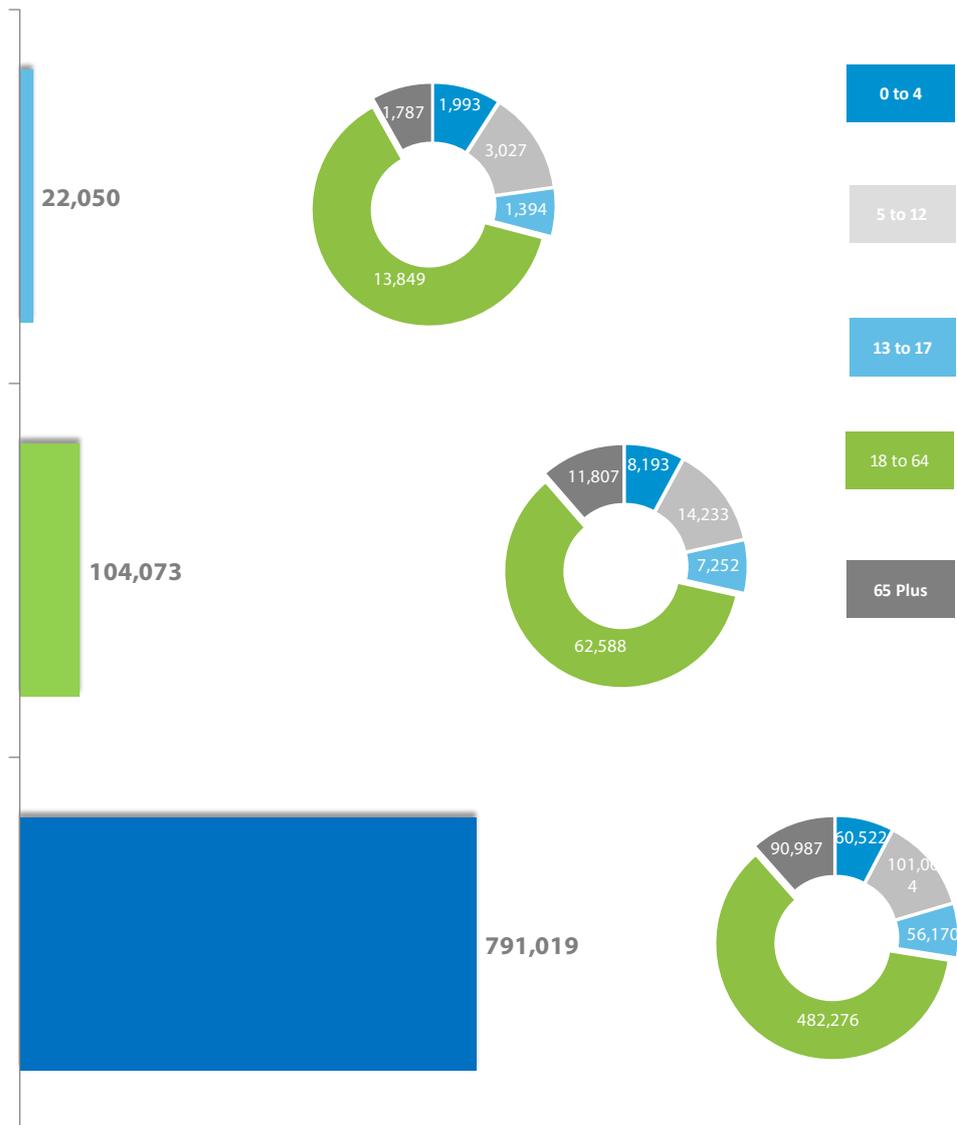
within the settlement



30 minute drivetime



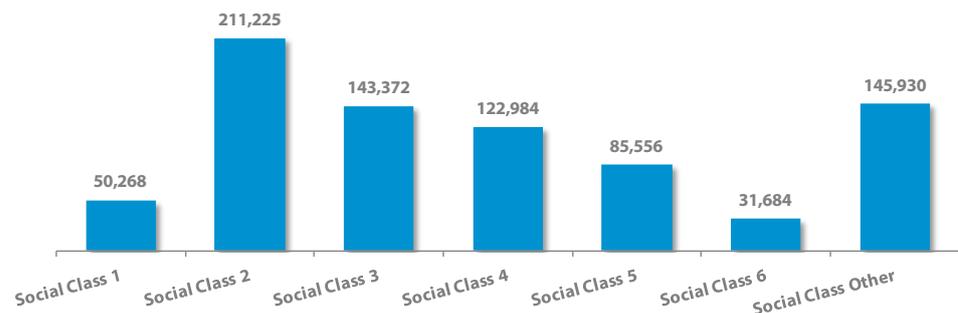
60 minute drivetime





# Demography

## Social Classification (1 highest, 6 lowest)





# Demography

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



110,112

Within a 60 minute drivetime a population of 110,112 are non-native language speakers. This can be broken down into Polish 28,646 (26%), French 7,775 (7.1%), Lithuanian 7,549 (6.9%) and Other 66,142 (60.1%).



12,727

Within a 30 minute drivetime a population of 12,727 are non-native language speakers. This can be broken down into Polish 3,600 (28.3%), French 1,068 (8.4%), Lithuanian 794 (6.2%) and Other 7,265 (57.1%).

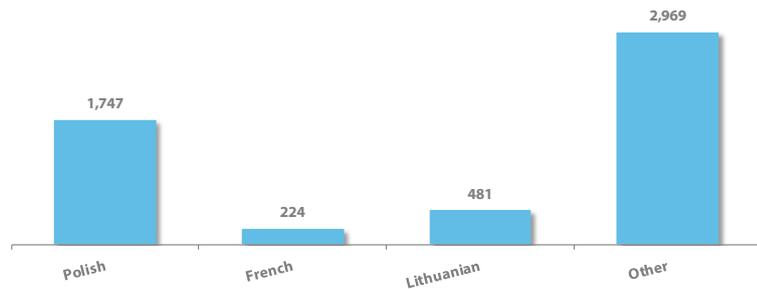


5,421

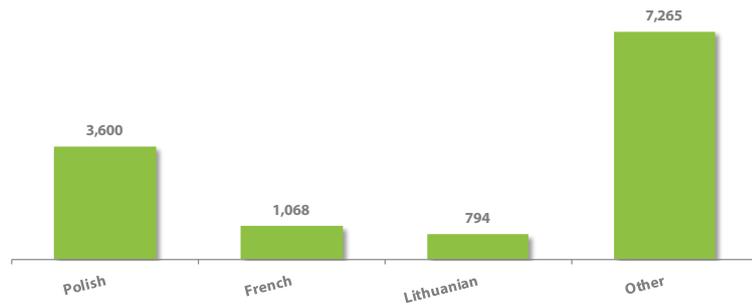
Within the Settlement a population of 5,421 are non-native language speakers. This can be broken down into Polish 1,747 (32.2%), French 224 (4.1%), Lithuanian 481 (8.9%) and Other 2,969 (54.8%).



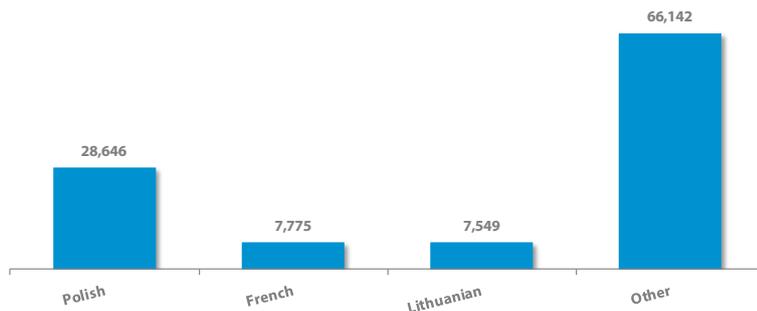
within the settlement



30 minute drivetime



60 minute drivetime





# Demography

## Family Cycle



**20,093**  
Empty Nests

Within a one-hour drivetime a total of 20,093 (9.7%) Families are classed as Empty Nesters. This figure is 2,737 (10.1%) within a 30 minute drive and 509 (9.4%) within the settlement.



**21,634**  
Pre-school

Within a one-hour drivetime a total of 21,634 (10.4%) Families are classed as Pre-School. This figure is 2,808 (10.4%) within a 30 minute drive and 719 (13.3%) within the settlement.

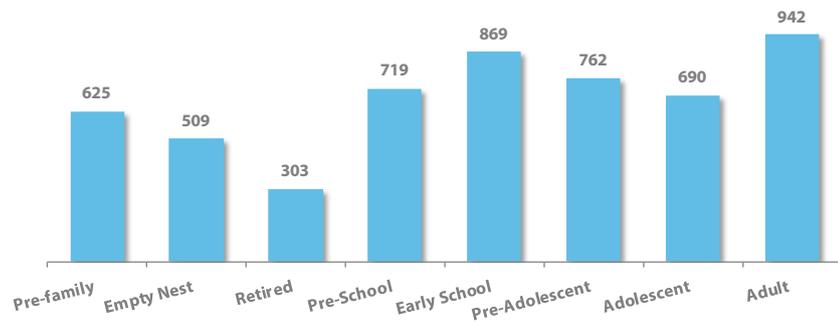


**16,493**  
Pre-family

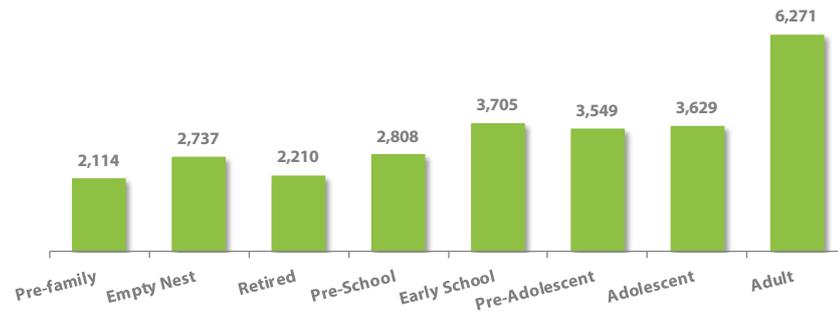
Within a one-hour drivetime a total of 16,493 (7.9%) Families are classed as Pre-Family. This figure is 2,114 (7.8%) within a 30 minute drive and 625 (11.5%) within the settlement.



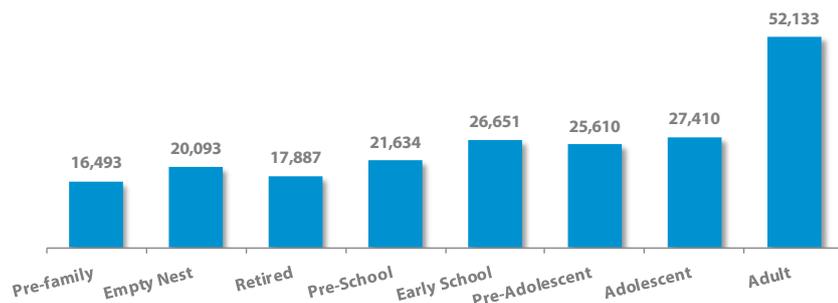
within the settlement



30  
minute drivetime



60  
minute drivetime





# Education Attainment Levels

**2,490 PhDs**

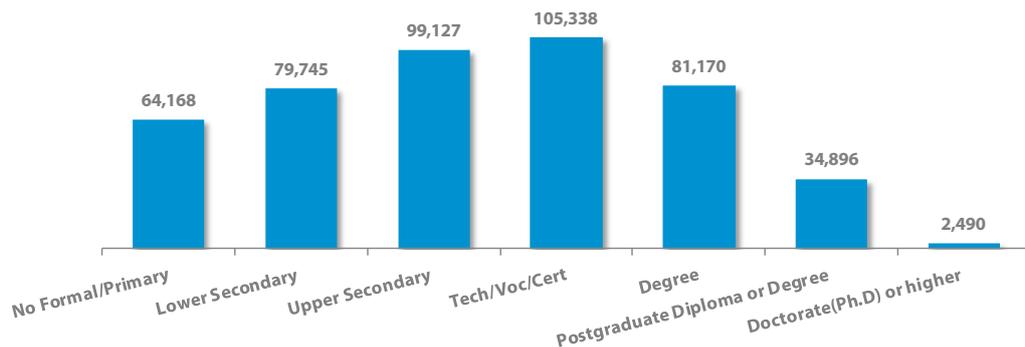
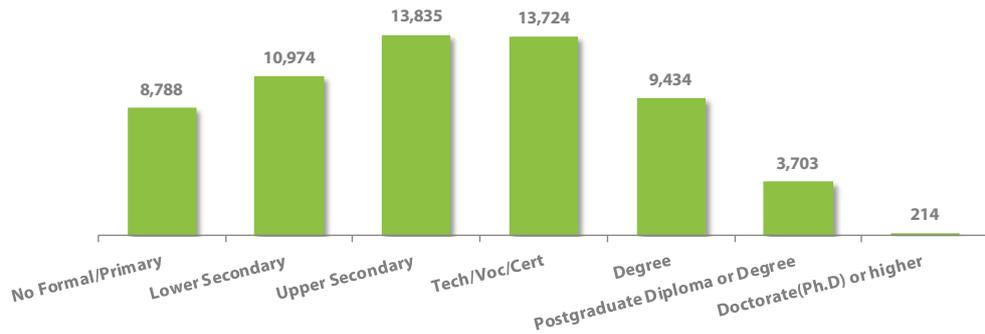
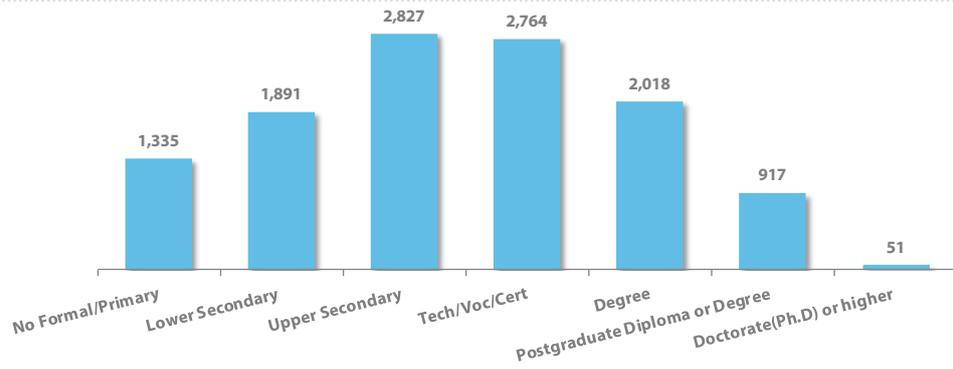
Within a one hour drivetime from the settlement there are 2,490 graduates with a PhD, 214 reside within a half hour drive from the settlement.

**118,556 3rd Level**

There are 118,556 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

**105,338 Trades**

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





# Education Field of Study



**64,166**  
Business & Law

Within a one hour drivetime there are a total of 64,166 (12.9%) people with a 3rd level qualification in Social Science, Business & Law. This figure is 7,118 (10.9%) within 30 minutes and 1,560 (11.8%) within the settlement.



**19,484**  
Science-  
Maths/Computing

Within a one hour drivetime there are a total of 19,484 (3.9%) people with a 3rd level qualification in Science, Maths and Computing. This figure is 1,962 (3%) within 30 minutes and 401 (3%) within the settlement.

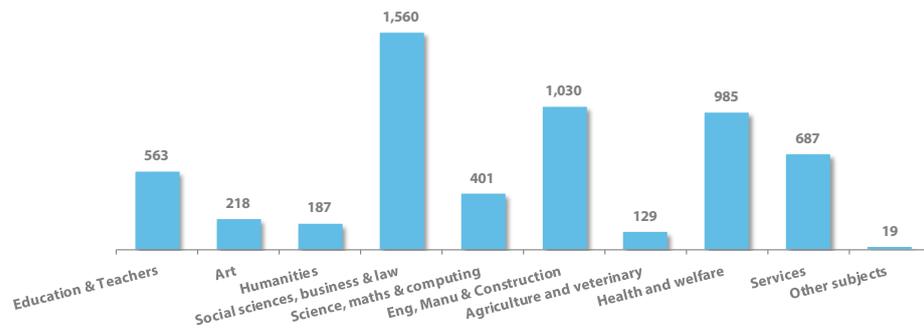


**44,733**  
Engineering &  
Construction

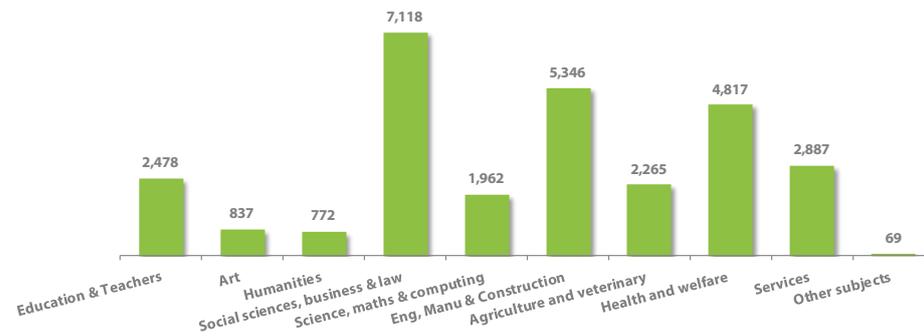
Within a one hour drivetime there are a total of 44,733 (9%) people with a 3rd level qualification in Engineering, Manu & Cons. This figure is 5,346 (8.2%) within 30 minutes and 1,030 (7.8%) within the settlement.



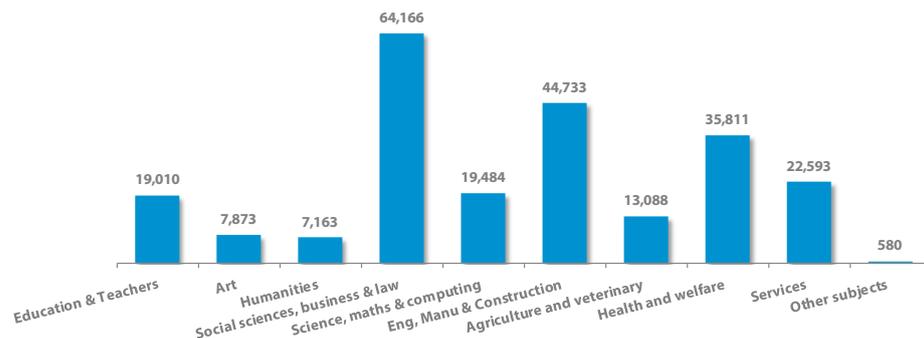
within the  
settlement



30  
minute  
drivetime



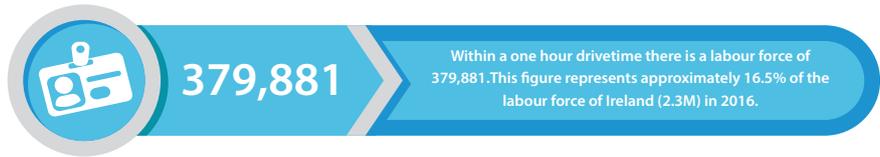
60  
minute  
drivetime



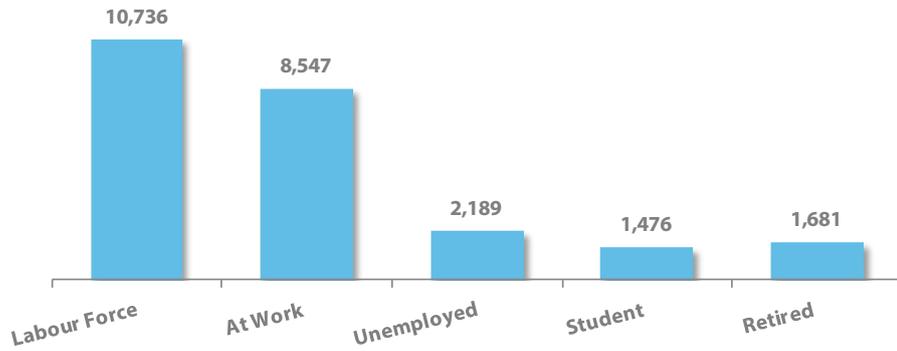


# Economy Status

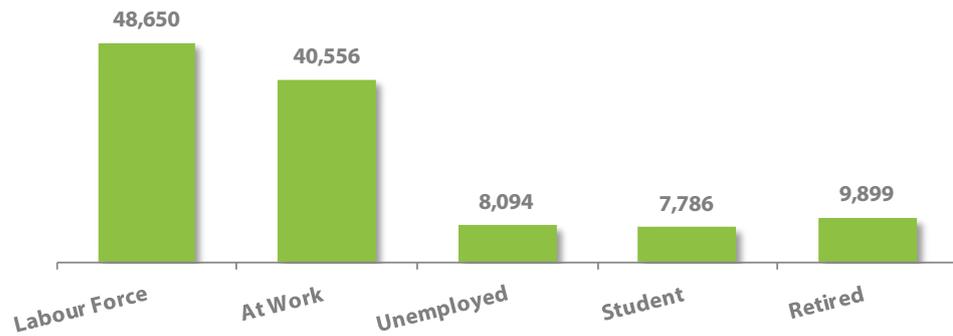
## Labour Force & Non Labour Force



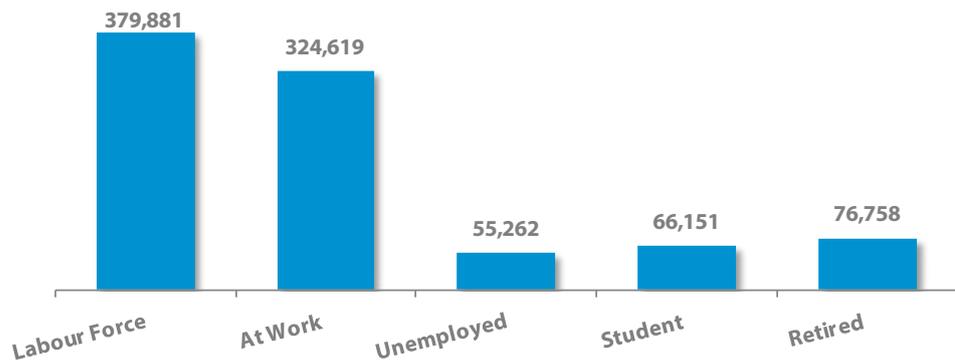
within the settlement



30 minute drivetime



60 minute drivetime





# Industry & Occupations

## Industry of Employment



**78,961**  
Commerce & Trade

Of the 324,619 people at Work within a one hour drivetime, a total of 78,961 (24.3%) are employed in 'Commerce and Trade'. This figure is 9,155 (22.6%) in 30 minutes and 1,965 (23%) within the settlement.



**73,792**  
Professional Services

Of the 324,619 people at Work within a one hour drivetime, a total of 73,792 (22.7%) are employed in 'Professional Services'. This figure is 9,143 (22.5%) in 30 minutes and 1,970 (23%) within the settlement.

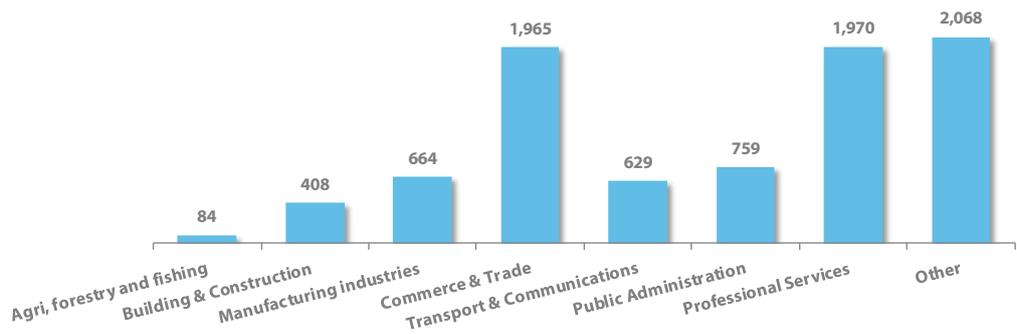


**37,653**  
Manufacturing

Of the 324,619 people at Work within a one hour drivetime, a total of 37,653 (11.6%) are employed in 'Manufacturing'. This figure is 4,266 (10.5%) in 30 minutes and 664 (7.8%) within the settlement.



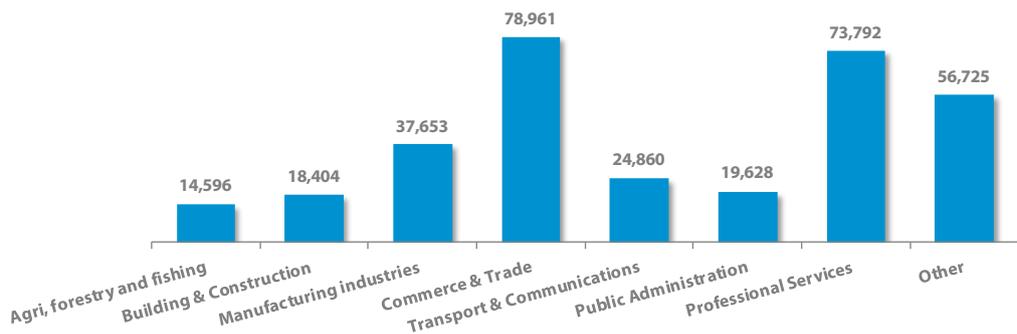
within the settlement



30  
minute drivetime



60  
minute drivetime





# Industry & Occupations

## Type of Occupation



**27,035**  
Senior Execs

A total of 27,035 (7.2%) persons classed as 'Managers, Directors and Senior Officials' are residing within a one hour drivetime, 3,276 (6.9%) within 30 minutes and 671 (6.4%) within the Settlement.



**53,109**  
Professionals

A total of 53,109 (14.2%) persons classed as 'Professionals' are residing within a one hour drivetime, 6,034 (12.6%) within 30 minutes and 1,383 (13.2%) within the Settlement.



**38,607**  
Prof & Technical

A total of 38,607 (10.3%) persons classed as 'Associate Professional and Technical' are residing within a one hour drivetime, 4,718 (9.9%) within 30 minutes and 1,050 (10%) within the Settlement.



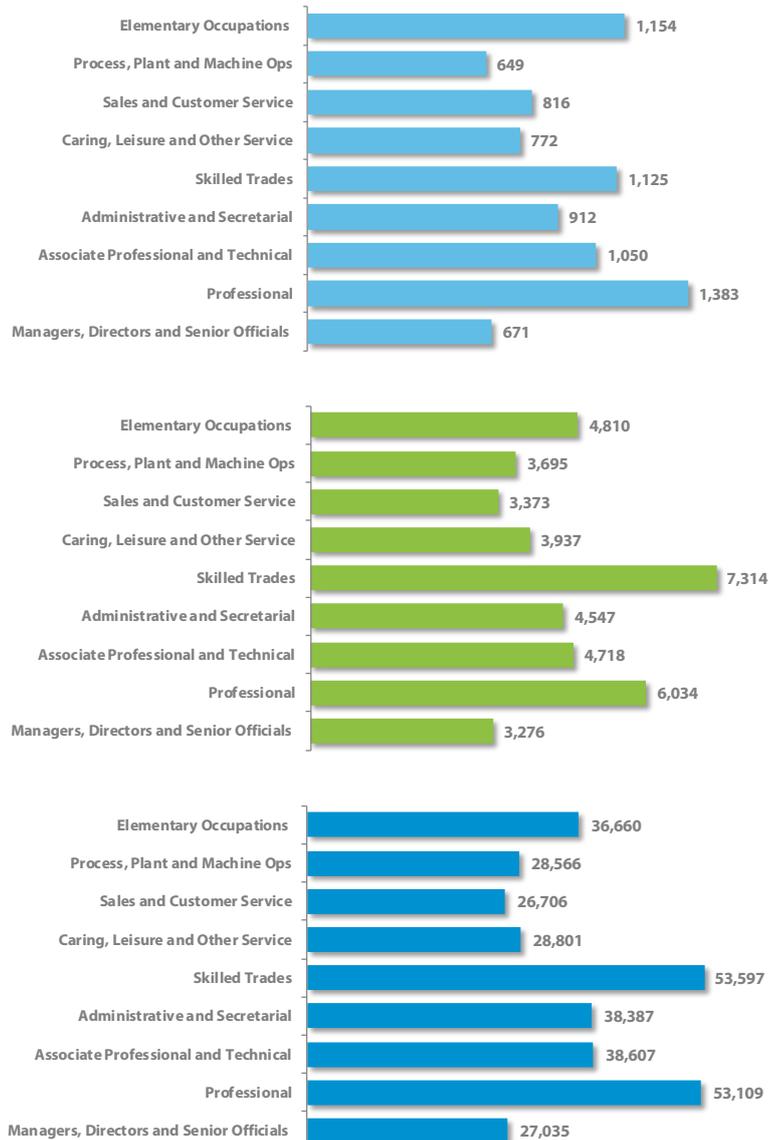
within the settlement



30  
minute drivetime



60  
minute drivetime





# Housing

## Type of Property



7,457

The total number of households within the settlement is 7,457 and represents 25.6% of all households within the county in 2016.



35,993

Within a 30 minute drivetime there are 35,993 households. 91.5% are classed as Houses/Bungalows and 6.4% are classed as Flats/Apartments. This figure represents 2.1% of the total households in the State in 2016.

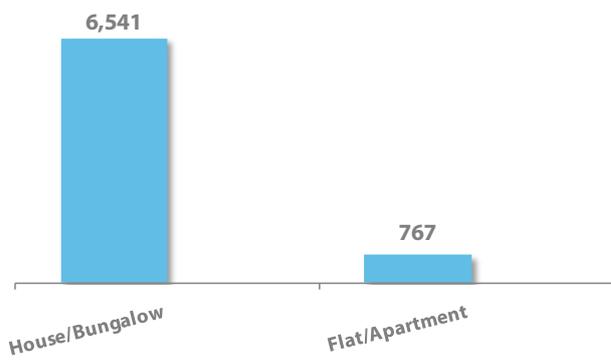


270,950

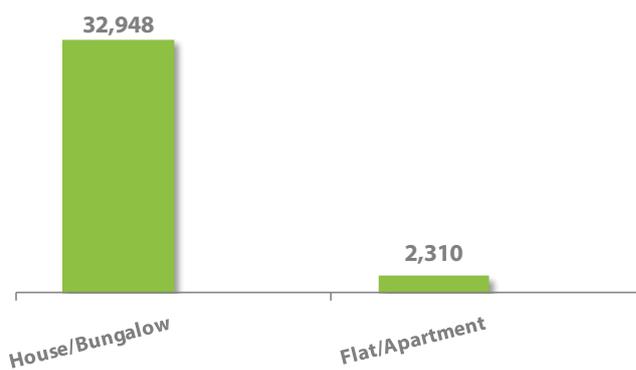
Within a one hour drivetime there are a total of 270,950 households. 89.3% are classed as House/Bungalows and 8.8% are classed as Flat/Apartments.



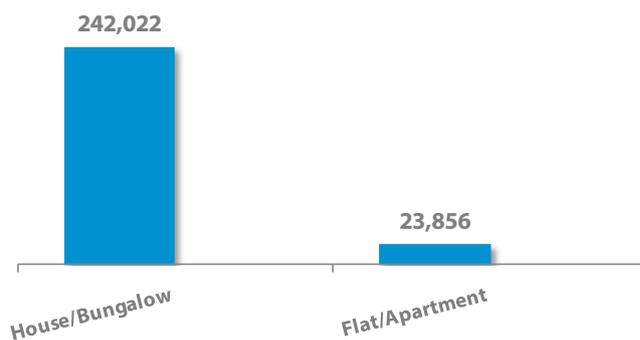
within the settlement



30 minute drivetime



60 minute drivetime





# Housing Tenure



**4,133**  
Owner Occupied

There are 4,133 (55.5%) Owner Occupied (OO) households within the Settlement, a total of 25,048 (69.9%) within a 30 minute drivetime and 184,686 (68.4%) within a one hour drivetime.



**1,851**  
Private Rented

There are 1,851 (24.8%) Private Rented (PR) households within the Settlement, a total of 5,456 (15.2%) within a 30 minute drivetime and 44,016 (16.3%) within a one hour drivetime.



**1,097**  
Social Rented

There are 1,097 (14.7%) Social Rented (SR) households within the Settlement, a total of 3,756 (10.5%) within a 30 minute drivetime and 29,845 (11.1%) within a one hour drivetime.



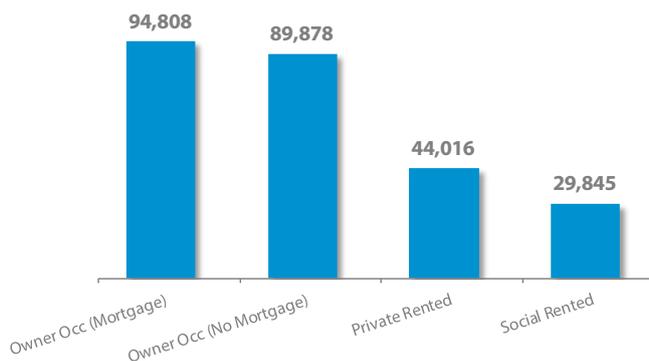
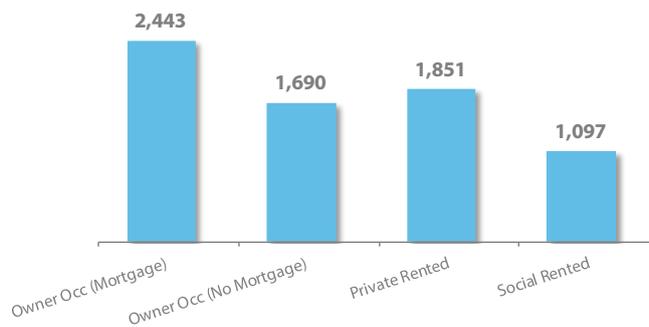
within the settlement



30 minute drivetime



60 minute drivetime





# Housing

## Age of Properties



**5,280**  
Post 2011

Within a one hour drivetime a total of 5,280 (2%) households were built post 2011. This figure is 785 (2.2%) within 30 minutes and 193 (2.6%) within the Settlement.



**79,666**  
Post 2001

Within a one hour drivetime a total of 79,666 (29.5%) households were built post 2001. This figure is 13,520 (37.7%) within 30 minutes and 3,468 (46.5%) within the Settlement.

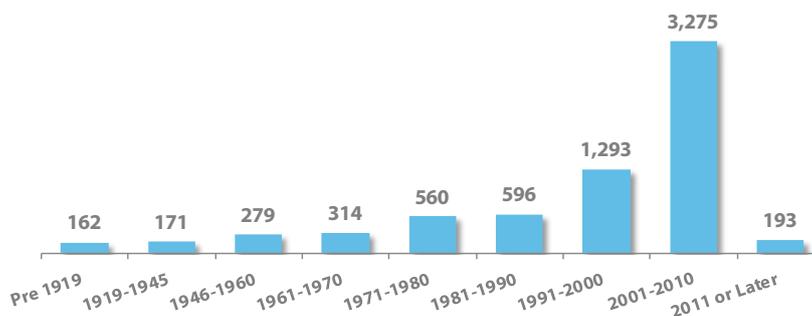


**173,334**  
Pre 2001

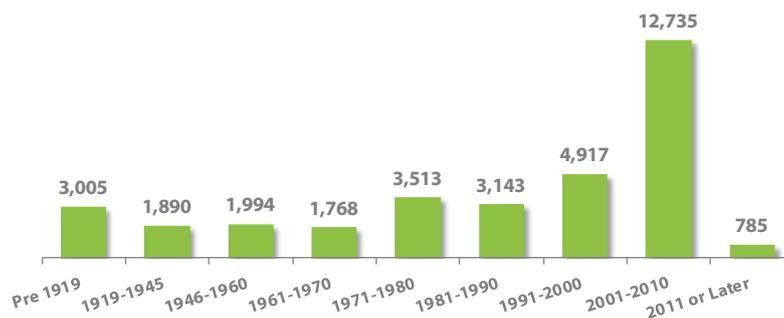
Within a one hour drivetime a total of 173,334 (64.2%) households were built pre 2001. This figure is 20,230 (56.4%) within 30 minutes and 3,375 (45.3%) within the Settlement.



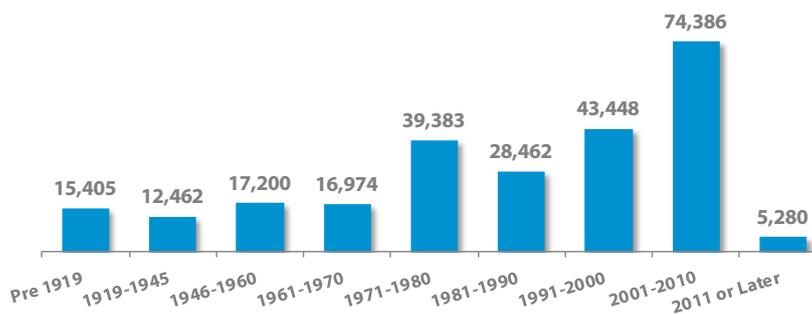
within the settlement



30 minute drivetime



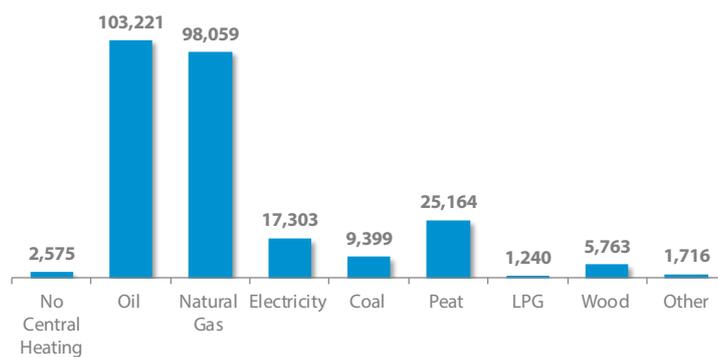
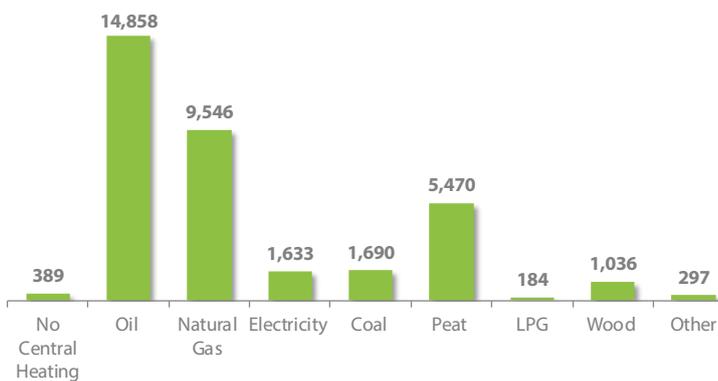
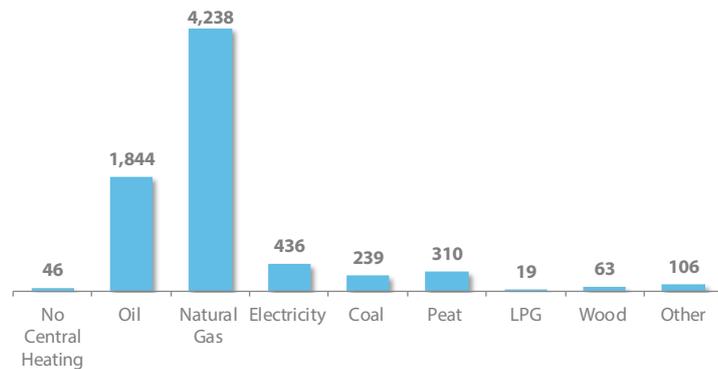
60 minute drivetime





# Housing

## Type of Central Heating





# Housing Water System



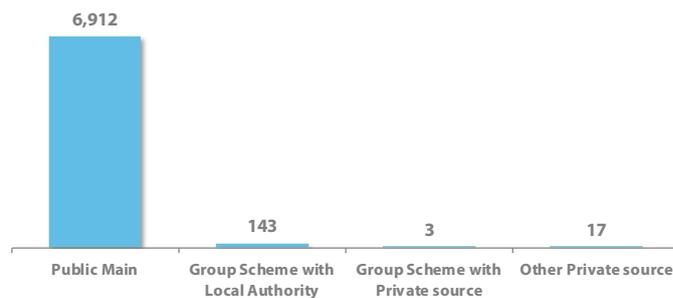
within the settlement



30 minute drivetime



60 minute drivetime





# Housing Sewage System

**188,913**  
**Pub Scheme**

Within a one hour drivetime a total of 188,913 (70%) households are connected to a Public Scheme. This figure is 22,513 (62.8%) within 30 minutes and 6,887 (92.4%) within the Settlement.

**60,796**  
**Septic Tank**

Within a one hour drivetime a total of 60,796 (22.5%) households have individual Septic Tanks. This figure is 10,667 (29.8%) within 30 minutes and 059 (0.8%) within the Settlement.

**7,091**  
**Other**

Within a one hour drivetime a total of 7,091 (2.6%) households are connected to another individual treatment system. This figure is 939 (2.6%) within 30 minutes and 007 (0.1%) within the Settlement.



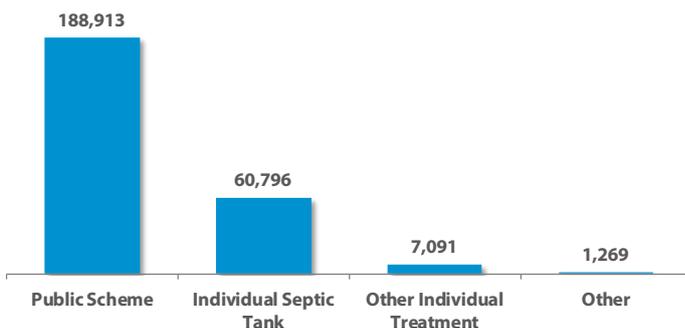
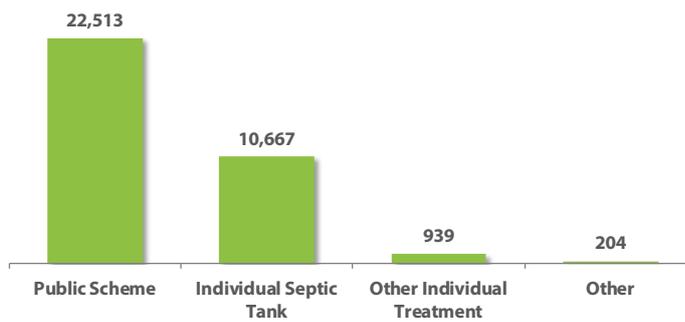
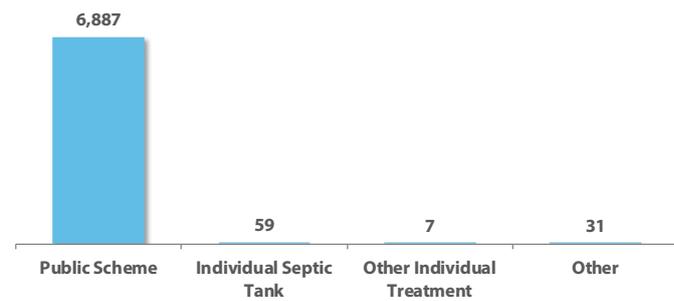
within the settlement



30 minute drivetime



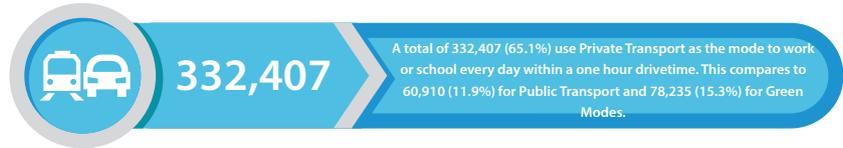
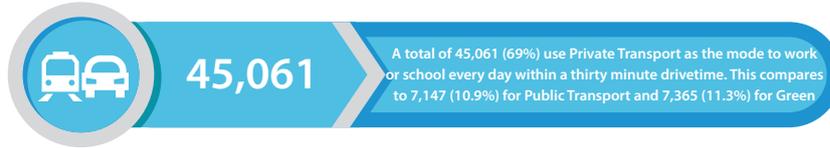
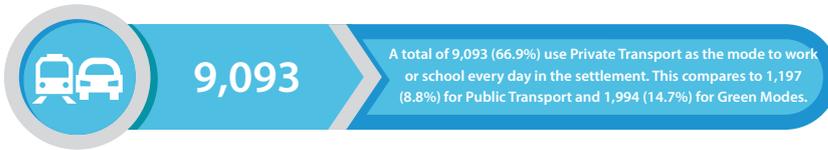
60 minute drivetime



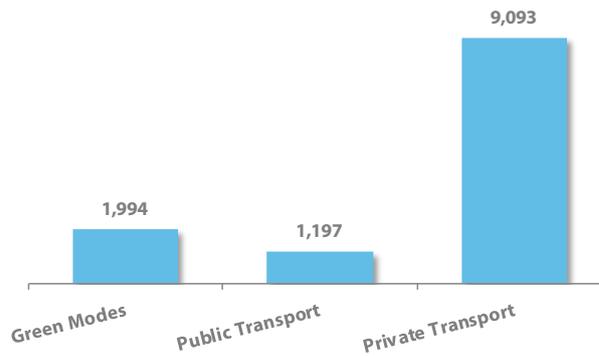


# Transport

## Mode of Transport to Work & School



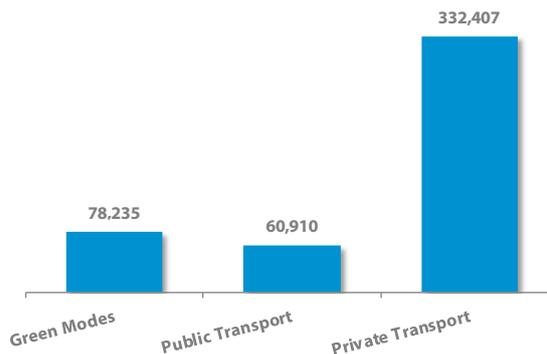
within the settlement



30 minute drivetime



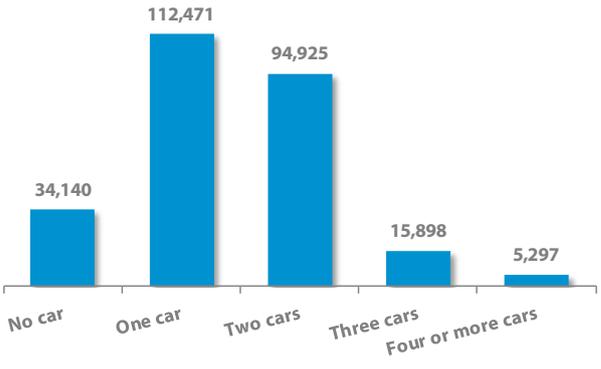
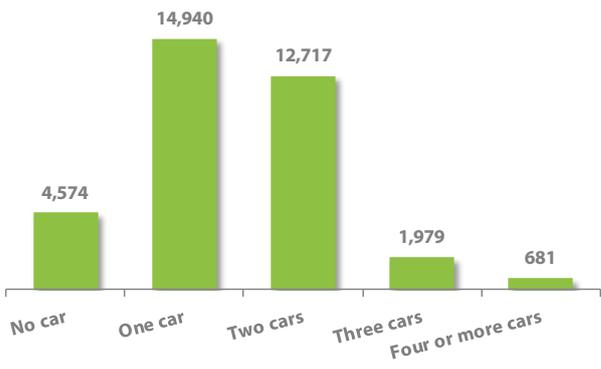
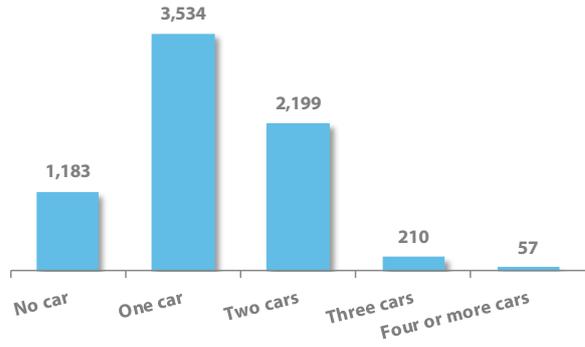
60 minute drivetime





# Connectivity

## Cars per Household





# Connectivity

## Broadband Access



**192,592**  
Broadband

Within a one hour drivetime a total of 192,592 (71.3%) of households have broadband access. This figure is 23,899 (66.7%) within a 30 minute drivetime and 5,615 (75.3%) within the settlement.



**21,655**  
Non-Broadband

Within a one hour drivetime a total of 21,655 (8%) of households have access to non-broadband internet. This figure is 3,518 (9.8%) within a 30 minute drivetime and 441 (5.9%) within the settlement.

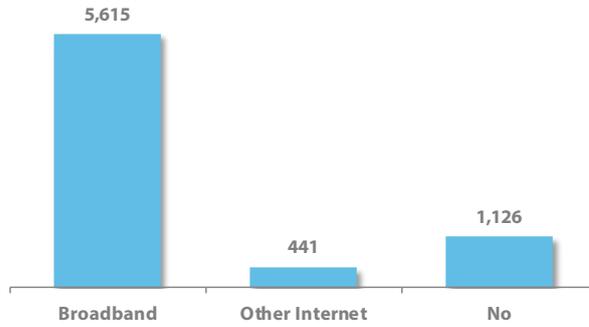


**47,994**  
No Internet

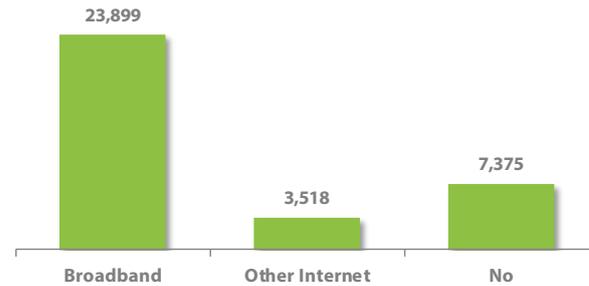
Within a one hour drivetime a total of 47,994 (17.8%) of households have no internet access. This figure is 7,375 (20.6%) within a 30 minute drivetime and 1,126 (15.1%) within the settlement.



within the settlement



30 minute drivetime



60 minute drivetime

