



StorePointGeo

Enfield

Drive-Time, Competition, Demographic, Spend
& Workforce.

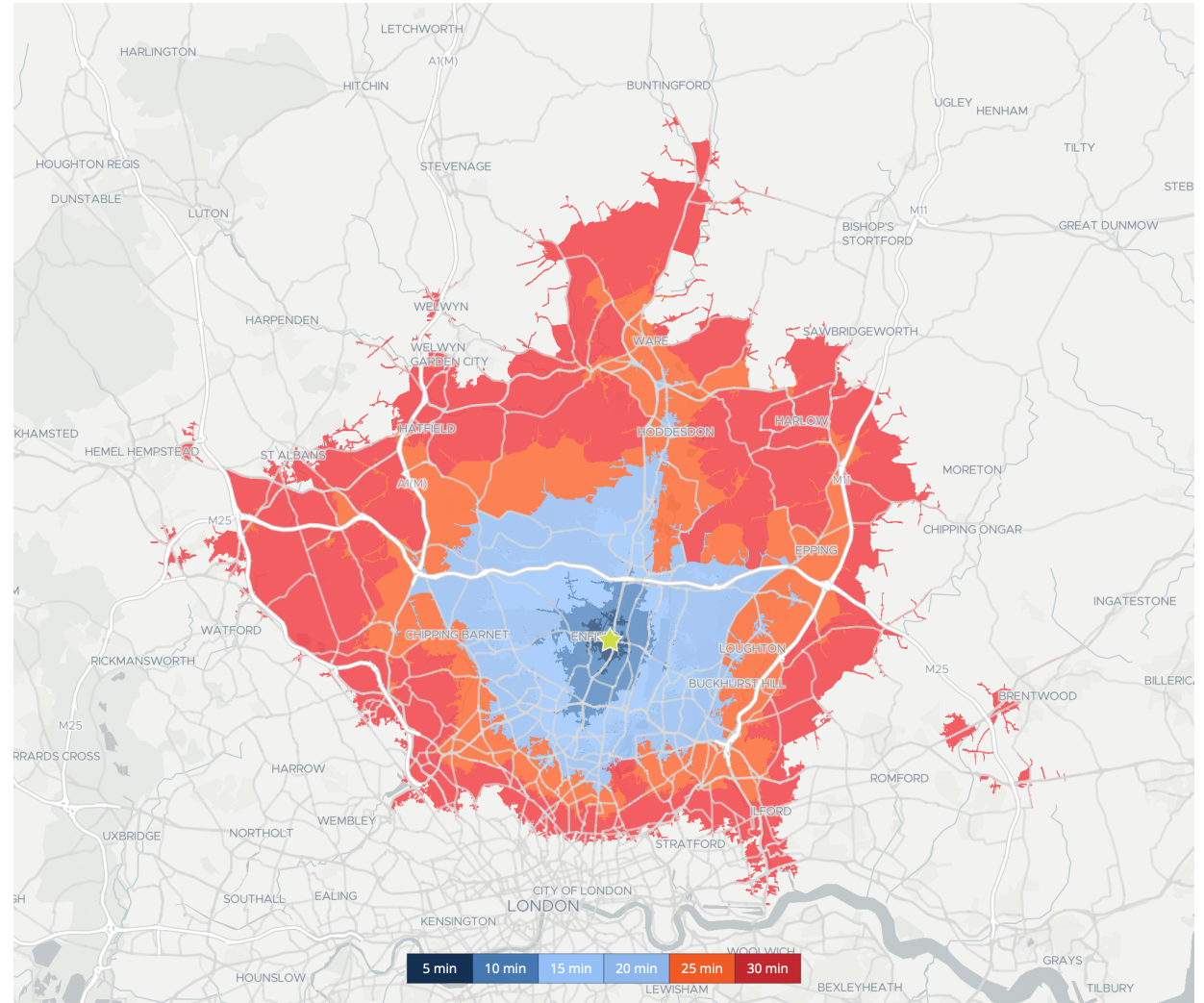
24 August, 2021

MAP: ENFIELD

| Drive-Time | Population |
|------------|------------|
| 10 minutes | 214,936 |
| 20 minutes | 939,987 |
| 30 minutes | 2,633,072 |


| Drive-Time | Households |
|------------|------------|
| 10 minutes | 82,855 |
| 20 minutes | 369,971 |
| 30 minutes | 1,042,252 |

| Drive-Time | Workforce |
|------------|-----------|
| 10 minutes | 67,474 |
| 20 minutes | 285,134 |
| 30 minutes | 844,919 |



Competition by Drive-Time

Origins

| Name | Street | Town | Postcode | GIA (sq ft) | NSA (sq ft) | Time (mins) |
|--|--------|------|----------|-------------|-------------|-------------|
|  Enfield | | | | | | 0 |

Demographics



| | 10 minutes | | | 20 minutes | | | 30 minutes | | | GB Avg % |
|--|------------|------|-----------------|------------|------|-----------------|------------|------|-----------------|----------|
| | Total | % | Index vs GB Avg | Total | % | Index vs GB Avg | Total | % | Index vs GB Avg | |
| | 214,936 | | | 939,987 | | | 2,633,072 | | | |
| | 82,855 | | | 369,971 | | | 1,042,252 | | | |
| Age | | | | | | | | | | |
| 0-15 | 49,806 | 23.2 | 122 | 200,001 | 21.3 | 112 | 544,984 | 20.7 | 109 | 18.9 |
| 16-24 | 26,052 | 12.1 | 116 | 112,420 | 12.0 | 115 | 316,895 | 12.0 | 115 | 10.4 |
| 25-44 | 64,127 | 29.8 | 114 | 298,118 | 31.7 | 121 | 886,988 | 33.7 | 129 | 26.1 |
| 45-64 | 48,579 | 22.6 | 89 | 212,350 | 22.6 | 89 | 572,829 | 21.8 | 85 | 25.5 |
| 65+ | 26,372 | 12.3 | 65 | 117,098 | 12.5 | 66 | 311,377 | 11.8 | 63 | 18.8 |
| Household Tenure | | | | | | | | | | |
| Employer of a household member | 97 | 0.1 | 44 | 412 | 0.1 | 42 | 1,450 | 0.1 | 52 | 0.3 |
| Relative or friend of a household member | 537 | 0.6 | 69 | 2,517 | 0.7 | 73 | 7,930 | 0.8 | 82 | 0.9 |
| Living rent free | 1,162 | 1.4 | 101 | 5,018 | 1.4 | 98 | 13,664 | 1.3 | 95 | 1.4 |
| Private landlord or letting agency | 16,750 | 20.2 | 129 | 78,250 | 21.2 | 135 | 235,868 | 22.6 | 145 | 15.6 |
| Owns with a mortgage or loan | 26,633 | 32.1 | 99 | 113,933 | 30.8 | 95 | 304,142 | 29.2 | 90 | 32.4 |
| Shared ownership | 803 | 1.0 | 126 | 4,037 | 1.1 | 142 | 11,930 | 1.1 | 149 | 0.8 |
| Owned | 47,995 | 57.9 | 92 | 206,909 | 55.9 | 89 | 545,067 | 52.3 | 83 | 62.7 |
| Owns outright | 21,362 | 25.8 | 85 | 92,976 | 25.1 | 83 | 240,926 | 23.1 | 77 | 30.2 |
| Other private rented | 187 | 0.2 | 74 | 912 | 0.2 | 81 | 2,864 | 0.3 | 91 | 0.3 |
| Private rented | 17,570 | 21.2 | 124 | 82,090 | 22.2 | 129 | 248,113 | 23.8 | 139 | 17.1 |
| Rented from Council (Local Authority) | 10,029 | 12.1 | 127 | 41,851 | 11.3 | 119 | 127,718 | 12.3 | 128 | 9.5 |
| Other social rented | 5,296 | 6.4 | 75 | 30,067 | 8.1 | 95 | 95,760 | 9.2 | 107 | 8.5 |
| Social rented | 15,325 | 18.5 | 102 | 71,918 | 19.4 | 107 | 223,478 | 21.4 | 119 | 18.1 |
| Dwelling Type | | | | | | | | | | |
| Detached | 5,170 | 6.2 | 28 | 31,622 | 8.6 | 38 | 94,037 | 9.0 | 40 | 22.7 |
| Flat | 29,727 | 35.9 | 152 | 147,424 | 39.9 | 169 | 456,602 | 43.9 | 186 | 23.6 |
| Semi-detached | 19,148 | 23.1 | 78 | 82,385 | 22.3 | 76 | 209,830 | 20.2 | 68 | 29.5 |
| Temporary structure | 0 | 0.0 | | 233 | 0.1 | 53 | 829 | 0.1 | 67 | 0.1 |

Drive-Time Report

| | | | | | | | | | | |
|--------------------------|---------|------|-----|---------|------|-----|-----------|------|-----|------|
| Terrace | 28,761 | 34.7 | 146 | 107,880 | 29.2 | 122 | 279,895 | 26.9 | 113 | 23.9 |
| Economic Activity | | | | | | | | | | |
| Economically active | 103,570 | 67.8 | 97 | 478,936 | 70.0 | 100 | 1,379,767 | 71.2 | 102 | 69.9 |
| Economically inactive | 49,130 | 32.2 | 107 | 205,001 | 30.0 | 99 | 558,310 | 28.8 | 96 | 30.1 |
| Car Ownership | | | | | | | | | | |
| No car | 27,125 | 32.7 | 124 | 128,075 | 34.6 | 131 | 379,605 | 36.4 | 137 | 26.5 |
| 1 car or van | 35,839 | 43.3 | 103 | 154,337 | 41.7 | 99 | 423,909 | 40.7 | 97 | 42.1 |
| 2 car or van | 15,082 | 18.2 | 75 | 66,444 | 18.0 | 74 | 183,201 | 17.6 | 73 | 24.2 |
| 3 or more cars or vans | 4,809 | 5.8 | 80 | 21,114 | 5.7 | 79 | 55,537 | 5.3 | 74 | 7.2 |
| Social Grade | | | | | | | | | | |
| AB | 41,476 | 19.3 | 85 | 216,931 | 23.1 | 101 | 701,141 | 26.6 | 117 | 22.8 |
| C1 | 68,087 | 31.7 | 102 | 308,158 | 32.8 | 106 | 865,432 | 32.9 | 106 | 31.0 |
| C2 | 39,819 | 18.5 | 88 | 167,564 | 17.8 | 85 | 436,013 | 16.6 | 79 | 21.0 |
| DE | 65,555 | 30.5 | 121 | 247,335 | 26.3 | 104 | 630,487 | 23.9 | 95 | 25.3 |

Competition & Population Ratios

| | Cumulative Population | Cumulative Competing NSA (sq ft) | Competing NSA / Capita * | Population / Competing NSA ** |
|--------------|-----------------------|----------------------------------|--------------------------|-------------------------------|
| 0-10 minutes | 214,936 | 0 | 0.0 | ∞ |
| 0-20 minutes | 939,987 | 0 | 0.0 | ∞ |
| 0-30 minutes | 2,633,072 | 0 | 0.0 | ∞ |

* A low Competing NSA / Capita ratio is better than a high ratio

** A high Population / Competing NSA ratio is better than a low ratio

Lifestyle Spend & Data

| | 10 minutes | | | | | | 20 minutes | | | | | | 30 minutes | | | | | |
|------------------------|------------------------|---------------|---------------|---------------|---------------|---------------|------------------------|---------------|---------------|---------------|---------------|----------------|------------------------|----------------|----------------|----------------|----------------|------------------|
| Household Count | Household Income Group | | | | | | Household Income Group | | | | | | Household Income Group | | | | | |
| | High | Ave | | Low | | Total | High | Ave | | Low | | Total | High | Ave | | Low | | Total |
| Lifestage | 1 | 2 | 3 | 4 | 5 | Total | 1 | 2 | 3 | 4 | 5 | Total | 1 | 2 | 3 | 4 | 5 | Total |
| Pre Family | 485 | 1,496 | 4,057 | 4,614 | 2,618 | 13,271 | 8,269 | 14,304 | 21,097 | 12,982 | 13,824 | 70,476 | 49,756 | 47,730 | 53,799 | 29,095 | 50,227 | 230,605 |
| Families | 1,115 | 3,345 | 8,636 | 12,417 | 7,035 | 32,549 | 18,419 | 22,627 | 36,639 | 29,074 | 28,612 | 135,370 | 80,175 | 65,549 | 87,182 | 57,938 | 82,726 | 373,571 |
| Empty Nesters | 883 | 2,615 | 6,147 | 6,618 | 3,870 | 20,133 | 13,853 | 18,042 | 26,381 | 17,433 | 18,144 | 93,854 | 61,842 | 51,452 | 59,409 | 34,487 | 55,382 | 262,571 |
| Retired | 1,098 | 9,979 | 2,768 | 953 | 2,104 | 16,901 | 11,369 | 36,785 | 10,143 | 2,661 | 9,313 | 70,271 | 46,392 | 75,290 | 21,664 | 4,870 | 27,289 | 175,505 |
| Total | 3,581 | 17,435 | 21,609 | 24,603 | 15,627 | 82,855 | 51,910 | 91,758 | 94,260 | 62,150 | 69,893 | 369,971 | 238,165 | 240,021 | 222,054 | 126,390 | 215,623 | 1,042,252 |
| Index / Bias vs GB Avg | Household Income Group | | | | | | Household Income Group | | | | | | Household Income Group | | | | | |
| Lifestage | High | Ave | | Low | | Total | High | Ave | | Low | | Total | High | Ave | | Low | | Total |
| Lifestage | 1 | 2 | 3 | 4 | 5 | Total | 1 | 2 | 3 | 4 | 5 | Total | 1 | 2 | 3 | 4 | 5 | Total |
| Pre Family | 24 | 71 | 128 | 200 | 61 | 95 | 90 | 151 | 149 | 126 | 73 | 113 | 193 | 179 | 135 | 100 | 94 | 132 |
| Families | 27 | 74 | 158 | 276 | 97 | 126 | 98 | 112 | 151 | 145 | 88 | 117 | 152 | 116 | 127 | 102 | 91 | 115 |
| Empty Nesters | 24 | 62 | 128 | 171 | 62 | 88 | 83 | 96 | 123 | 101 | 65 | 92 | 131 | 97 | 98 | 71 | 71 | 91 |
| Retired | 41 | 122 | 63 | 102 | 53 | 84 | 95 | 101 | 52 | 64 | 52 | 78 | 138 | 73 | 39 | 42 | 54 | 69 |
| Total | 28 | 92 | 121 | 212 | 72 | 100 | 92 | 108 | 118 | 120 | 72 | 100 | 149 | 100 | 99 | 87 | 79 | 100 |

Comparison Goods Spend

| Comparison Goods Spend (£000) | 10 minutes | | | | | | 20 minutes | | | | | | 30 minutes | | | | | |
|-------------------------------|------------------------|---------|---------|---------|--------|--------------|------------------------|---------|---------|---------|---------|--------------|------------------------|-----------|-----------|---------|---------|--------------|
| | Household Income Group | | | | | | Household Income Group | | | | | | Household Income Group | | | | | |
| | High | | Ave | | Low | | High | | Ave | | Low | | High | | Ave | | Low | |
| Lifestage | 1 | 2 | 3 | 4 | 5 | Total (£000) | 1 | 2 | 3 | 4 | 5 | Total (£000) | 1 | 2 | 3 | 4 | 5 | Total (£000) |
| Pre Family | 8,695 | 11,920 | 18,667 | 14,853 | 4,028 | 58,163 | 105,131 | 84,786 | 100,756 | 40,540 | 23,899 | 355,112 | 497,585 | 258,256 | 263,872 | 93,478 | 103,001 | 1,216,192 |
| Families | 32,490 | 44,135 | 77,009 | 77,193 | 23,765 | 254,592 | 415,343 | 248,369 | 333,274 | 176,594 | 101,620 | 1,275,200 | 1,497,230 | 670,480 | 816,586 | 363,688 | 334,285 | 3,682,270 |
| Empty Nesters | 21,736 | 28,740 | 46,116 | 34,619 | 10,257 | 141,468 | 263,452 | 166,740 | 201,931 | 87,978 | 52,320 | 772,421 | 989,381 | 439,907 | 470,035 | 177,619 | 184,999 | 2,261,940 |
| Retired | 12,732 | 57,700 | 13,164 | 3,125 | 3,836 | 90,557 | 118,853 | 202,715 | 49,457 | 8,737 | 18,100 | 397,862 | 468,267 | 413,343 | 109,240 | 16,464 | 59,853 | 1,067,167 |
| Total (£000) | 75,653 | 142,495 | 154,956 | 129,791 | 41,886 | 544,781 | 902,778 | 702,611 | 685,417 | 313,849 | 195,939 | 2,800,594 | 3,452,464 | 1,781,986 | 1,659,733 | 651,249 | 682,137 | 8,227,569 |

Spend Summary

| Segment | 10 minutes | | | | 20 minutes | | | | 30 minutes | | | |
|-------------------------|-------------------------|-----------------|--------|--------------|-------------------------|-----------------|--------|--------------|-------------------------|-----------------|--------|--------------|
| | Per Household Spend (£) | Index vs GB Avg | GB Avg | Total (£000) | Per Household Spend (£) | Index vs GB Avg | GB Avg | Total (£000) | Per Household Spend (£) | Index vs GB Avg | GB Avg | Total (£000) |
| Comparison Goods Total | 6,575 | 99 | 6,652 | 544,781 | 7,570 | 114 | 6,652 | 2,800,594 | 7,894 | 119 | 6,652 | 8,227,568 |
| Convenience Goods Total | 3,966 | 106 | 3,755 | 328,627 | 4,175 | 111 | 3,755 | 1,544,532 | 4,256 | 113 | 3,755 | 4,436,337 |
| Food & Beverage | 2,313 | 119 | 1,948 | 191,653 | 2,620 | 135 | 1,948 | 969,487 | 2,713 | 139 | 1,948 | 2,827,679 |
| Leisure | 493 | 121 | 407 | 40,875 | 593 | 146 | 407 | 219,517 | 611 | 150 | 407 | 636,449 |

Spend Detail

| | Household Spend (£) | | | Index vs GB Avg | | | Household Spend (£) | | | Index vs GB Avg | | |
|--|---------------------|---|-----|-----------------|---|-----|---------------------|---|-----|-----------------|---|-----|
| | -100 | 0 | 100 | -100 | 0 | 100 | -100 | 0 | 100 | -100 | 0 | 100 |
| Books, Cards & Stationery | 158 | | 98 | 175 | | 108 | 179 | | 110 | | | |
| Fashion, Footwear & Jewellery | 2,757 | | 110 | 3,154 | | 126 | 3,282 | | 131 | | | |
| Electrical Goods, Mobile Phones & Photography | 841 | | 90 | 1,011 | | 108 | 1,079 | | 115 | | | |
| Home Improvements & Gardening | 641 | | 95 | 734 | | 109 | 756 | | 112 | | | |
| Floor Coverings | 103 | | 74 | 113 | | 81 | 119 | | 86 | | | |
| Furniture | 640 | | 97 | 718 | | 109 | 736 | | 112 | | | |
| Home Furnishings & Gifts | 321 | | 105 | 355 | | 116 | 366 | | 119 | | | |
| Soft Furnishings & Linens | 116 | | 63 | 149 | | 81 | 162 | | 88 | | | |
| Health & Beauty (inc OTC Pharmacy) | 510 | | 117 | 549 | | 126 | 560 | | 129 | | | |
| Music, DVDs, Games & Toys | 132 | | 76 | 163 | | 95 | 173 | | 101 | | | |
| Other (Spectacles & Lenses, Travel Goods, Motor Accessories) | 223 | | 73 | 283 | | 93 | 309 | | 101 | | | |
| Sports And Camping Equipment | 111 | | 75 | 139 | | 93 | 146 | | 98 | | | |
| Eating Out, Restaurants & Cafes | 2,313 | | 119 | 2,620 | | 135 | 2,713 | | 139 | | | |
| Leisure Centres, Attractions & Live Entertainment etc | 493 | | 121 | 593 | | 146 | 611 | | 150 | | | |
| Convenience Goods Total | 3,966 | | 106 | 4,175 | | 111 | 4,256 | | 113 | | | |