



StorePointGeo

Enfield

Public Transport-Time, Competition,
Demographic, Spend & Workforce.

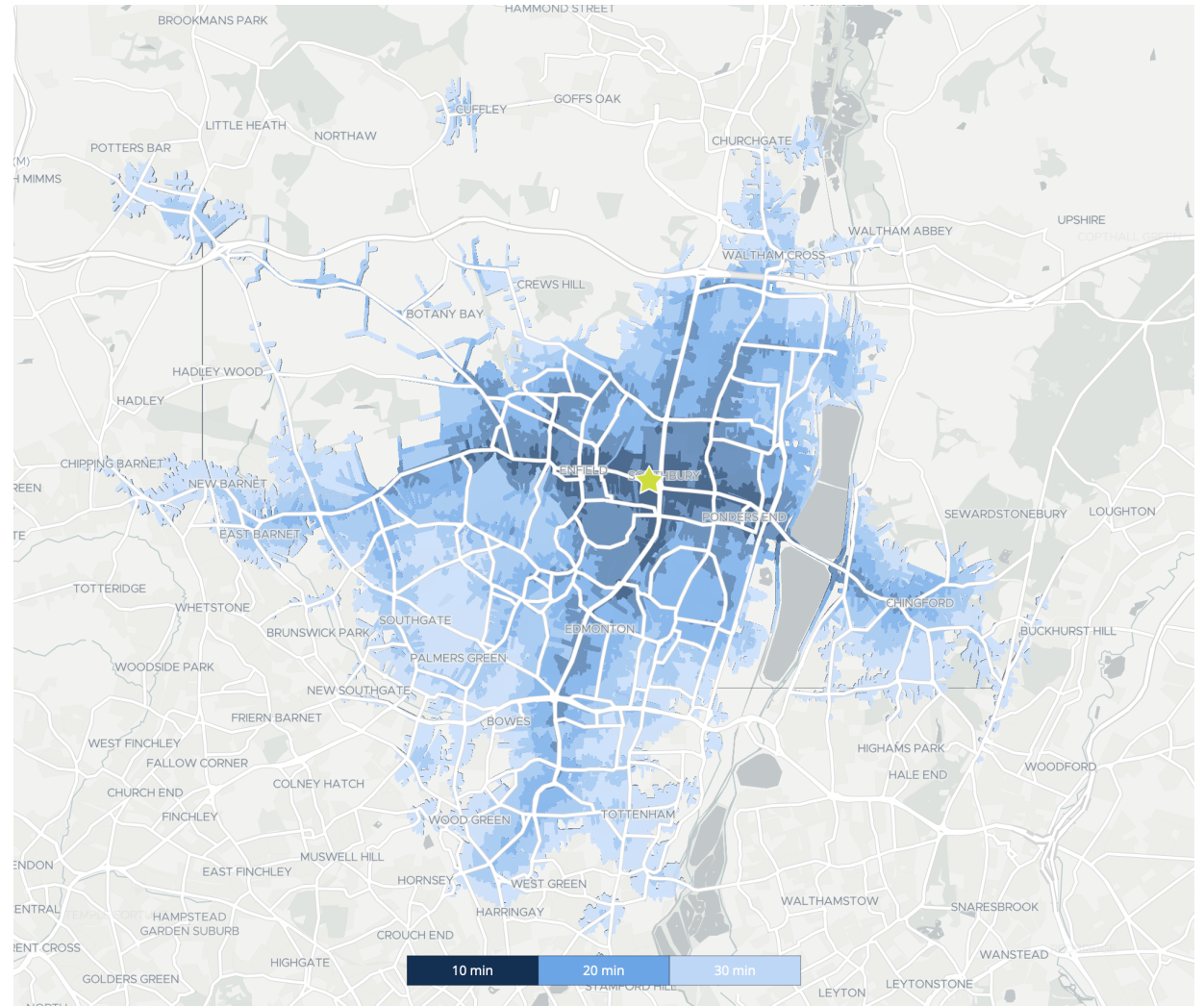
24 August, 2021

MAP: ENFIELD

Public Transport-Time	Population
10 minutes	24,731
20 minutes	211,397
30 minutes	506,767

Public Transport-Time	Households
10 minutes	9,767
20 minutes	82,399
30 minutes	199,723

Public Transport-Time	Workforce
10 minutes	16,822
20 minutes	66,629
30 minutes	174,207




Competition by Public Transport-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	
	24,731			211,397			506,767			
	9,767			82,399			199,723			
Age										
0-15	5,610	22.7	120	47,708	22.6	119	109,479	21.6	114	18.9
16-24	2,979	12.0	115	25,283	12.0	115	63,003	12.4	119	10.4
25-44	8,100	32.8	125	63,496	30.0	115	161,605	31.9	122	26.1
45-64	5,240	21.2	83	47,875	22.6	89	111,082	21.9	86	25.5
65+	2,802	11.3	60	27,035	12.8	68	61,598	12.2	65	18.8
Household Tenure										
Employer of a household member	12	0.1	45	103	0.1	47	207	0.1	39	0.3
Relative or friend of a household member	84	0.9	93	536	0.7	70	1,333	0.7	72	0.9
Living rent free	116	1.2	86	1,092	1.3	96	2,885	1.4	104	1.4
Private landlord or letting agency	2,482	25.4	162	16,652	20.2	129	45,698	22.9	146	15.6
Owns with a mortgage or loan	3,182	32.6	101	26,891	32.6	101	58,036	29.1	90	32.4
Shared ownership	97	1.0	129	779	0.9	123	2,324	1.2	151	0.8
Owned	5,568	57.0	91	48,959	59.4	95	106,090	53.1	85	62.7
Owns outright	2,386	24.4	81	22,068	26.8	89	48,054	24.1	80	30.2
Other private rented	25	0.3	83	185	0.2	74	545	0.3	90	0.3
Private rented	2,603	26.6	155	17,476	21.2	124	47,782	23.9	140	17.1
Rented from Council (Local Authority)	1,014	10.4	109	9,540	11.6	121	24,864	12.4	131	9.5
Other social rented	369	3.8	44	4,553	5.5	65	15,778	7.9	92	8.5
Social rented	1,383	14.2	78	14,093	17.1	95	40,642	20.3	113	18.1
Dwelling Type										
Detached	488	5.0	22	4,989	6.1	27	13,197	6.6	29	22.7
Flat	4,338	44.4	188	29,573	35.9	152	83,348	41.8	177	23.6
Semi-detached	1,816	18.6	63	19,639	23.8	81	44,289	22.2	75	29.5
Terrace	3,123	32.0	134	28,172	34.2	143	58,732	29.4	123	23.9
Economic Activity										

Public Transport-Time Report

Economically active	12,525	70.4	101	103,026	68.4	98	252,702	68.7	98	69.9
Economically inactive	5,264	29.6	98	47,630	31.6	105	115,084	31.3	104	30.1
Car Ownership										
No car	3,217	32.9	124	26,238	31.8	120	74,447	37.3	141	26.5
1 car or van	4,444	45.5	108	36,045	43.7	104	82,933	41.5	99	42.1
2 car or van	1,653	16.9	70	15,267	18.5	77	32,340	16.2	67	24.2
3 or more cars or vans	454	4.6	64	4,850	5.9	82	10,002	5.0	69	7.2
Social Grade										
AB	5,362	21.7	95	43,437	20.5	90	107,003	21.1	93	22.8
C1	8,171	33.0	107	67,843	32.1	104	162,539	32.1	104	31.0
C2	4,348	17.6	84	38,466	18.2	87	89,777	17.7	84	21.0
DE	6,851	27.7	110	61,651	29.2	115	147,448	29.1	115	25.3

Competition & Population Ratios

	Cumulative Population	Cumulative Competing NSA (sq ft)	Competing NSA / Capita *	Population / Competing NSA **
0-10 minutes	24,731	0	0.0	∞
0-20 minutes	211,397	0	0.0	∞
0-30 minutes	506,767	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	32	151	778	540	259	1,760	598	1,895	4,284	4,163	2,457	13,397	2,617	6,851	12,223	9,170	7,985	38,846
Families	52	259	1,456	1,442	646	3,855	1,252	3,928	8,721	11,121	6,474	31,496	5,048	10,358	19,648	21,391	16,760	73,205
Empty Nesters	51	221	1,024	610	323	2,229	1,042	3,080	6,237	6,078	3,643	20,079	4,032	8,435	14,639	12,336	10,213	49,655
Retired	88	1,166	425	89	155	1,923	1,109	10,103	3,052	987	2,175	17,426	3,495	21,051	6,278	1,835	5,358	38,017
Total	222	1,798	3,683	2,681	1,383	9,767	4,001	19,007	22,294	22,348	14,750	82,399	15,192	46,695	52,788	44,733	40,316	199,723
Index / Bias vs GB Avg	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	13	61	208	198	52	107	29	90	135	181	58	97	53	134	159	165	78	116
Families	10	49	227	272	76	126	30	88	161	249	90	122	50	95	150	197	96	117
Empty Nesters	12	45	181	134	44	83	28	73	130	158	59	88	45	83	126	132	68	90
Retired	28	121	82	81	33	81	42	124	70	106	55	87	54	107	59	82	56	78
Total	15	80	175	196	54	100	32	100	126	194	68	100	50	102	123	160	77	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		Total (£000)	High	Ave		Low		Total (£000)	High	Ave		Low		Total (£000)
Lifestage	1	2	3	4	5	Total (£000)	1	2	3	4	5	Total (£000)	1	2	3	4	5	Total (£000)
Pre Family	520	1,040	3,660	1,719	416	7,355	10,376	14,390	19,769	13,674	3,909	62,117	40,702	43,589	58,161	28,799	13,162	184,413
Families	1,360	3,122	13,222	8,926	2,222	28,853	35,452	50,080	77,637	69,539	22,131	254,839	135,522	122,126	178,359	130,105	57,659	623,772
Empty Nesters	1,138	2,286	7,835	3,201	894	15,354	25,042	32,903	46,839	32,161	9,889	146,835	91,478	82,874	111,677	62,656	28,181	376,866
Retired	939	6,668	2,020	278	309	10,213	12,715	57,929	14,870	3,267	4,071	92,850	39,362	118,147	30,774	6,026	10,067	204,375
Total (£000)	3,957	13,116	26,738	14,123	3,840	61,774	83,585	155,302	159,115	118,640	40,001	556,642	307,064	366,737	378,970	227,586	109,069	1,389,426

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	6,325	95	6,652	61,774	6,755	102	6,652	556,642	6,957	105	6,652	1,389,426
Convenience Goods Total	3,878	103	3,755	37,873	4,014	107	3,755	330,730	3,990	106	3,755	796,910
Food & Beverage	2,205	113	1,948	21,536	2,396	123	1,948	197,403	2,465	127	1,948	492,351
Leisure	457	112	407	4,459	519	127	407	42,777	544	133	407	108,615

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	152		94	162		100	162		100			
Fashion, Footwear & Jewellery	2,621		105	2,835		113	2,923		117			
Electrical Goods, Mobile Phones & Photography	820		87	859		92	900		96			
Home Improvements & Gardening	620		92	660		98	673		100			
Floor Coverings	98		70	105		75	107		77			
Furniture	628		95	662		100	677		103			
Home Furnishings & Gifts	316		103	329		107	334		109			
Soft Furnishings & Linens	114		62	120		65	127		69			
Health & Beauty (inc OTC Pharmacy)	492		113	520		120	522		120			
Music, DVDs, Games & Toys	127		74	136		79	143		83			
Other (Spectacles & Lenses, Travel Goods, Motor Accessories)	208		68	228		74	244		79			
Sports And Camping Equipment	108		72	116		78	122		82			
Eating Out, Restaurants & Cafes	2,205		113	2,396		123	2,465		127			
Leisure Centres, Attractions & Live Entertainment etc	457		112	519		127	544		133			
Convenience Goods Total	3,878		103	4,014		107	3,990		106			