



StorePointGeo

Enfield

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

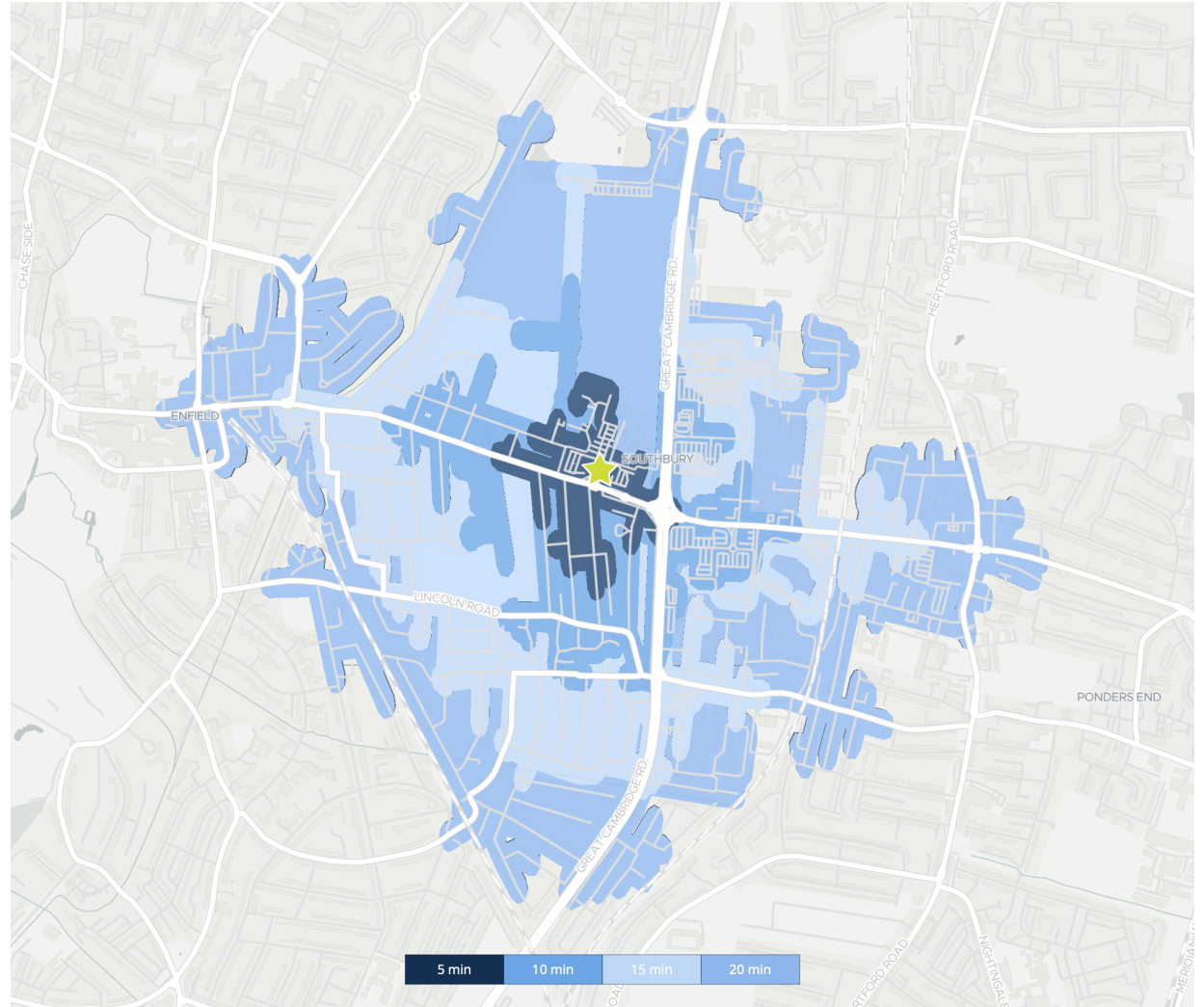
24 August, 2021

MAP: ENFIELD

Walk-Time	Population
10 minutes	3,960
15 minutes	10,153
20 minutes	19,998


Walk-Time	Households
10 minutes	1,461
15 minutes	3,916
20 minutes	7,807

Walk-Time	Workforce
10 minutes	1,829
15 minutes	5,210
20 minutes	10,744



Competition by Walk-Time

Origins

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

Demographics



	10 minutes			15 minutes			20 minutes			GB Avg %
	Total	%	Index vs GB Avg	Total	%	Index vs GB Avg	Total	%	Index vs GB Avg	
	3,960			10,153			19,998			
	1,461			3,916			7,807			
Age										
0-15	942	23.8	125	2,428	23.9	126	4,660	23.3	123	18.9
16-24	450	11.4	109	1,239	12.2	117	2,377	11.9	114	10.4
25-44	1,263	31.9	122	3,372	33.2	127	6,525	32.6	125	26.1
45-64	903	22.8	89	2,191	21.6	85	4,335	21.7	85	25.5
65+	403	10.2	54	923	9.1	48	2,100	10.5	56	18.8
Household Tenure										
Employer of a household member	0	0.0		0	0.0		4	0.1	21	0.3
Relative or friend of a household member	10	0.7	75	23	0.6	63	55	0.7	75	0.9
Living rent free	10	0.7	48	38	1.0	69	83	1.1	77	1.4
Private landlord or letting agency	272	18.6	119	832	21.2	136	1,795	23.0	147	15.6
Owns with a mortgage or loan	604	41.4	128	1,431	36.5	113	2,762	35.4	109	32.4
Shared ownership	5	0.4	47	61	1.6	203	91	1.2	151	0.8
Owned	975	66.7	107	2,242	57.2	91	4,626	59.3	95	62.7
Owns outright	371	25.4	84	811	20.7	69	1,864	23.9	79	30.2
Other private rented	0	0.0	6	7	0.2	62	17	0.2	71	0.3
Private rented	283	19.3	113	862	22.0	128	1,871	24.0	140	17.1
Rented from Council (Local Authority)	159	10.9	114	570	14.6	153	824	10.6	111	9.5
Other social rented	29	2.0	23	143	3.7	43	312	4.0	47	8.5
Social rented	188	12.9	71	713	18.2	101	1,136	14.5	80	18.1
Dwelling Type										
Detached	44	3.0	13	104	2.7	12	249	3.2	14	22.7
Flat	405	27.7	117	1,523	38.9	165	3,018	38.7	164	23.6
Semi-detached	181	12.4	42	575	14.7	50	1,561	20.0	68	29.5
Terrace	832	56.9	239	1,714	43.8	183	2,979	38.2	160	23.9
Economic Activity										

Walk-Time Report

Economically active	2,047	72.0	103	5,229	71.7	103	10,244	71.3	102	69.9
Economically inactive	795	28.0	93	2,063	28.3	94	4,120	28.7	95	30.1
Car Ownership										
No car	405	27.7	105	1,266	32.3	122	2,516	32.2	122	26.5
1 car or van	692	47.3	113	1,848	47.2	112	3,622	46.4	110	42.1
2 car or van	291	19.9	82	668	17.1	70	1,341	17.2	71	24.2
3 or more cars or vans	73	5.0	70	134	3.4	48	328	4.2	58	7.2
Social Grade										
AB	876	22.1	97	2,254	22.2	98	4,337	21.7	95	22.8
C1	1,274	32.2	104	3,288	32.4	105	6,626	33.1	107	31.0
C2	837	21.1	101	1,899	18.7	89	3,675	18.4	88	21.0
DE	973	24.6	97	2,711	26.7	106	5,360	26.8	106	25.3

Competition & Population Ratios

	Cumulative Population	Cumulative Competing NSA (sq ft)	Competing NSA / Capita *	Population / Competing NSA **
0-10 minutes	3,960	0	0.0	∞
0-15 minutes	10,153	0	0.0	∞
0-20 minutes	19,998	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						15 minutes						20 minutes							
Household Count	Household Income Group						Household Income Group						Household Income Group							
	High	Ave			Low		Total	High	Ave			Low		Total	High	Ave			Low	
Lifestage	1	2	3	4	5	Total	1	2	3	4	5	Total	1	2	3	4	5	Total		
Pre Family	0	14	151	23	28	217	0	25	366	160	134	685	0	113	627	393	219	1,352		
Families	0	29	403	110	116	659	0	46	900	402	365	1,713	0	256	1,405	1,027	549	3,237		
Empty Nesters	0	18	232	47	52	350	0	32	560	188	182	963	0	181	947	446	287	1,861		
Retired	11	167	31	4	22	235	19	369	84	14	70	555	34	910	240	48	126	1,357		
Total	11	229	819	184	218	1,461	19	473	1,910	764	750	3,916	34	1,460	3,219	1,913	1,181	7,807		
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	
Lifestage	1	2	3	4	5	Total	1	2	3	4	5	Total	1	2	3	4	5	Total		
Pre Family	0	38	270	57	38	88	0	25	244	146	66	104	0	57	209	181	54	103		
Families	0	37	420	139	90	144	0	22	349	189	106	140	0	60	274	242	80	133		
Empty Nesters	0	24	274	69	48	87	0	16	246	103	62	89	0	46	209	122	49	86		
Retired	23	116	41	22	31	66	15	95	41	31	37	58	14	118	58	54	33	71		
Total	5	68	261	90	57	100	3	53	227	139	73	100	3	81	192	175	58	100		

Comparison Goods Spend

Comparison Goods Spend (£000)	10 minutes						15 minutes						20 minutes							
	Household Income Group						Household Income Group						Household Income Group							
	High	Ave			Low		Total (£000)	High	Ave			Low		Total (£000)	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	0	114	652	65	41	872	0	209	1,543	526	204	2,483	0	718	2,867	1,251	346	5,183		
Families	0	383	3,477	614	372	4,846	0	631	7,591	2,514	1,231	11,967	0	2,792	12,384	6,205	1,867	23,249		
Empty Nesters	0	199	1,650	215	129	2,193	0	372	3,902	1,003	485	5,762	0	1,705	7,019	2,323	791	11,838		
Retired	124	987	131	10	38	1,290	189	2,084	397	40	139	2,848	343	5,161	1,191	135	258	7,088		
Total (£000)	124	1,682	5,910	905	579	9,200	189	3,295	13,433	4,084	2,059	23,059	343	10,377	23,462	9,914	3,261	47,357		

Spend Summary

Segment	10 minutes				15 minutes				20 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	6,297	95	6,652	9,200	5,888	89	6,652	23,059	6,066	91	6,652	47,357
Convenience Goods Total	3,947	105	3,755	5,767	3,711	99	3,755	14,531	3,794	101	3,755	29,619
Food & Beverage	2,132	109	1,948	3,114	2,009	103	1,948	7,868	2,104	108	1,948	16,426
Leisure	452	111	407	660	415	102	407	1,625	434	107	407	3,391

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	151		93	139		86	146		90			
Fashion, Footwear & Jewellery	2,567		103	2,421		97	2,508		100			
Electrical Goods, Mobile Phones & Photography	839		90	780		83	785		84			
Home Improvements & Gardening	630		93	580		86	597		88			
Floor Coverings	88		63	85		61	91		66			
Furniture	634		96	587		89	602		91			
Home Furnishings & Gifts	318		104	296		97	304		99			
Soft Furnishings & Linens	113		61	103		56	108		59			
Health & Beauty (inc OTC Pharmacy)	495		114	464		107	478		110			
Music, DVDs, Games & Toys	132		77	122		71	125		73			
Other (Spectacles & Lenses, Travel Goods, Motor Accessories)	196		64	188		61	196		64			
Sports And Camping Equipment	113		76	103		69	104		70			
Eating Out, Restaurants & Cafes	2,132		109	2,009		103	2,104		108			
Leisure Centres, Attractions & Live Entertainment etc	452		111	415		102	434		107			
Convenience Goods Total	3,947		105	3,711		99	3,794		101			