# Baulkham Hills

Conveniently located near the intersection of two arterial roads within the Hills Shire.

Baulkham Hills is 30 kilometres north-west of the Sydney CBD. The centre features Woolworths, Coles, ALDI, Panetta Mercato and Red Dollar. The centre also includes 71 specialty stores and services including a 200-seat food precinct, over 830 car parking spaces, an outdoor children's play area supported by surrounding retailers Little Rock Café and Charlie Lovett.

### Centre Information















GLA **CAR SPACES** 18,002 SQM

835 71

**MAT TRAFFIC** 3.54M

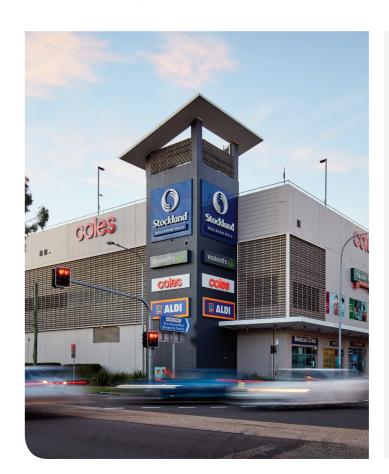
**MAT SALES** \$138.65M

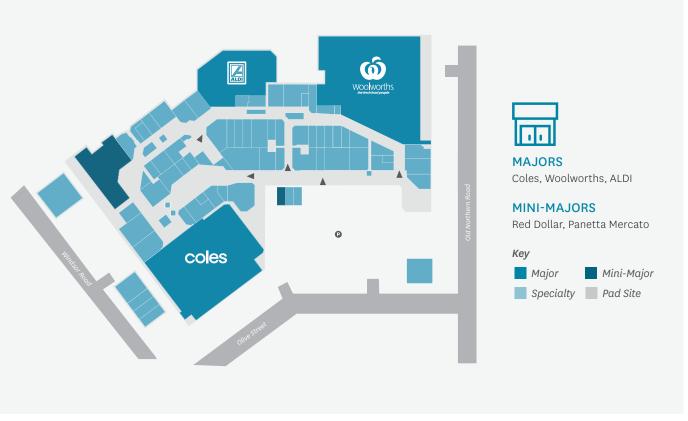
**SPECIALTY** SALES \$PSM \$7,326

**AVERAGE** 

**SPEND** \$39.18

Information is accurate as at 31 December 2018. Specialty number includes kiosks and shops. Does not include ATMs.







#### Trade Area Demographic

The average household income in the total trade area is \$136,731 per annum, compared to the Sydney metro average of \$115,062. The total trade area also consists of a high proportion of couples with dependent children at 57.6% compared to the Sydney metro average of 48.8%.





#### Trade Area Map



Characteristics	Primary Sector	Secondary Sectors				Main	Tertiary	Total	Syd Metro	Aust
		East	South	South-West	West	TA	Sector	TA	Avg.	Avg.
Income Levels										
Average Per Capita Income	\$43,155	\$44,981	\$42,824	\$41,059	\$46,376	\$43,994	\$47,038	\$44,711	\$42,036	\$38,500
Per Capita Income Variation	2.7%	7.0%	1.9%	-2.3%	10.3%	4.7%	11.9%	6.4%	n.a.	n.a.
Average Household Income	\$124,628	\$129,338	\$121,160	\$133,307	\$155,529	\$131,228	\$156,728	\$136,731	\$115,062	\$98,486
Household Income Variation	8.3%	12.4%	5.3%	15.9%	35.2%	14.1%	36.2%	18.8%	n.a.	n.a.
Average Household Size	2.9	2.9	2.8	3.2	3.4	3.0	3.3	3.1	2.7	2.6
Age Distribution (% of Pop'	n)									
Aged 0-14	21.9%	20.1%	20.7%	24.0%	18.9%	20.8%	22.1%	21.1%	18.1%	18.0%
Aged 15-19	5.6%	6.5%	5.2%	5.3%	8.1%	6.2%	7.9%	6.6%	6.0%	6.1%
Aged 20-29	9.7%	10.7%	9.7%	8.3%	14.3%	10.8%	11.0%	10.8%	15.1%	13.9%
Aged 30-39	16.4%	14.1%	14.9%	14.6%	11.4%	14.4%	11.5%	13.7%	15.7%	14.1%
Aged 40-49	15.7%	14.4%	14.7%	16.5%	14.4%	15.0%	16.6%	15.3%	13.9%	13.7%
Aged 50-59	11.1%	12.0%	11.8%	11.5%	14.9%	12.3%	14.2%	12.7%	12.3%	12.9%
Aged 60+	19.7%	22.4%	23.1%	19.8%	18.0%	20.7%	16.6%	19.7%	19.0%	21.3%
Average Age	37.6	38.7	39.3	37.1	37.0	38.1	36.3	37.6	37.8	38.9
Housing Status (% of H'hole	ds)									
Owner/Purchaser	77.2%	72.1%	83.1%	87.6%	85.3%	79.7%	86.5%	81.2%	64.7%	67.9%
Renter	22.8%	27.9%	16.9%	12.4%	14.7%	20.3%	13.5%	18.8%	35.3%	32.1%
Birthplace (% of Pop'n)										
Australian Born	63.6%	59.1%	71.0%	60.3%	58.8%	63.0%	65.8%	63.7%	61.9%	72.9%
Overseas Born	36.4%	40.9%	29.0%	39.7%	41.2%	37.0%	34.2%	36.3%	38.1%	27.1%
• Asia	21.8%	23.0%	13.5%	26.9%	24.3%	21.1%	18.1%	20.4%	18.6%	10.7%
· Europe	5.7%	6.6%	6.3%	5.3%	5.8%	6.0%	6.5%	6.1%	7.7%	8.0%
· Other	8.8%	11.3%	9.3%	7.5%	11.2%	9.8%	9.7%	9.8%	11.8%	8.4%
Family Type (% of Pop'n)										
Couple With Dep't Children	57.1%	53.6%	52.8%	63.0%	59.0%	56.2%	62.0%	57.6%	48.8%	45.2%
Couple With Non-Dep't Child	8.1%	9.9%	10.1%	11.5%	14.0%	10.4%	12.4%	10.9%	9.2%	7.8%
Couple Without Children	18.8%	19.7%	20.4%	15.7%	17.3%	18.8%	14.9%	17.9%	20.2%	23.0%
Single With Dep't Child	5.9%	6.6%	6.3%	4.2%	4.2%	5.6%	5.2%	5.5%	8.0%	8.9%
Single With Non-Dep't Child	3.6%	3.4%	3.5%	2.4%	2.0%	3.1%	2.4%	3.0%	4.1%	3.7%
Other Family	0.8%	0.7%	0.7%	0.4%	0.6%	0.7%	0.4%	0.6%	1.2%	1.1%
Lone Person	5.9%	6.1%	6.3%	2.8%	2.8%	5.1%	2.5%	4.5%	8.5%	10.2%

## Trade Area Population

Trade Area Sector	Forecast Population 2017	Forecast Population 2021	Average Annual Change (%) 2017-2021		
Primary Sector	26,520	27,680	1.1%		
Secondary Sectors					
• East	20,640	23,280	3.1%		
· South	20,750	21,190	0.5%		
· South-West	6,910	6,830	-0.3%		
• West	20,010	21,730	2.1%		
Total Secondary	68,310	73,030	1.7%		
Main Trade Area	94,830	100,710	1.5%		
Tertiary Sector	28,540	28,260	-0.2%		
Total Trade Area	123,370	128,970	1.1%		

Sources Map: Location IQ, July 2017; Demographic Data: ABS Census of Population and Housing 2016; Location IQ, July 2017.

All due care has been taken in the preparation of this document. Trade area maps and population forecasts are provided as an estimation and are indicative only. It should be noted that the information contained in this document should not be taken to be correct at any future date. Trading patterns. Average annual change (%) numbers provided in this document are calculated using CAGR. The management of Stockland regard the contents of this document as confidential and retailers should therefore not disclose its contents to any person other than personnel of the retailers involved in the management or promotion of their business at Stockland.