# Jesmond

Located in the suburb of Jesmond, Newcastle, the centre is constructed on five hectares and anchored by Woolworths, ALDI and Big W plus 69 specialty stores including a casual dining precinct and comprehensive medical precinct.

The centre is supported by extensive car parking, parents' room and public transport facilities. The centre is located in close proximity to the University of Newcastle.

Centre Information
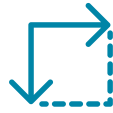
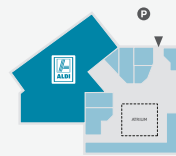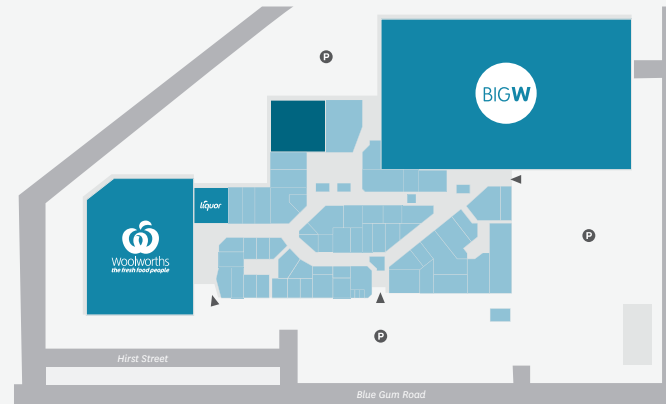|						
GLA 20,342 SQM	**CAR SPACES** 889	**SPECIALTY NO** 69	**MAT TRAFFIC** 4.13M	**MAT SALES** $157.11M	**SPECIALTY SALES $PSM** $9,538	**AVERAGE SPEND** $38.06

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

GALLERY LEVEL   GROUND LEVEL

MAJORS
Woolworths, Big W, ALDI

MINI-MAJOR
Priceline Pharmacy

Key
- Major
- Mini-Major
- Specialty
- Pad Site

Trade Area Demographic

Stockland Jesmond's total trade area population is 153,400 with an annual change rate of 1.0% forecast for 2021-2026. The average household income is $85,265 in the main trade area. The local area sees an increase in student population (18-25 years) between February to November each year due to the University of Newcastle's academic year.
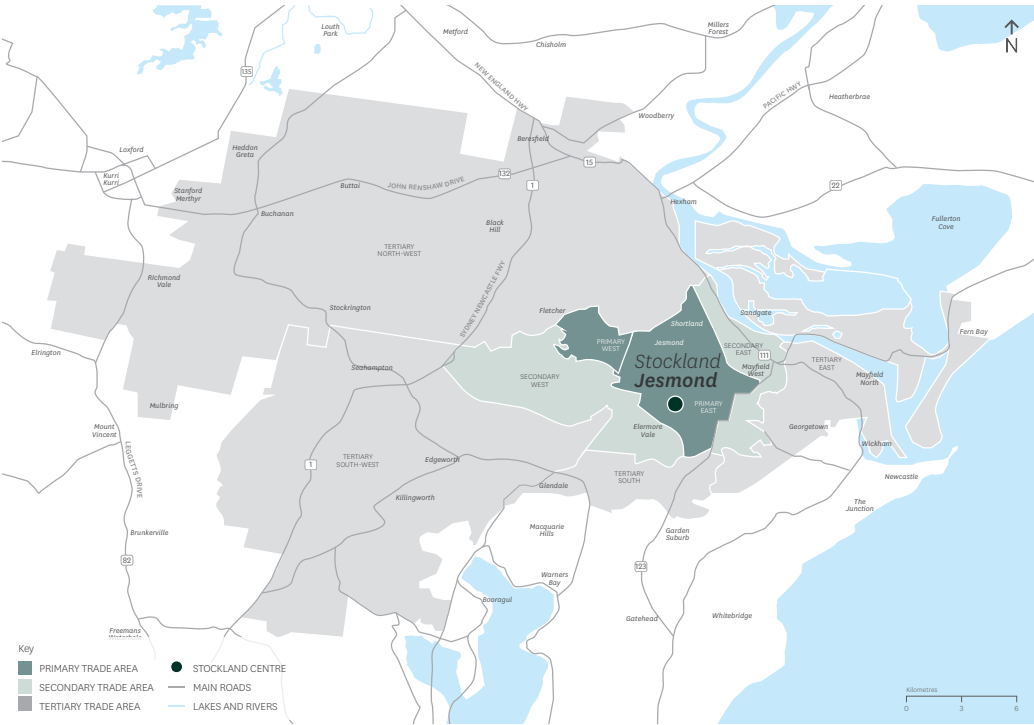
FORECAST POPULATION	AVG. HOUSEHOLD INCOME
161,100 in total trade area by 2026	**$85,265** in main trade area

Trade Area Map

Key
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- TERTIARY TRADE AREA
- STOCKLAND CENTRE
- MAIN ROADS
- LAKES AND RIVERS

Kilometres 0 3 6

Characteristics	Primary Sectors		Secondary Sectors		Main TA	Tertiary Sectors				Total TA	Non-Metro NSW Avg.	Aust Avg.
	East	West	East	West		East	North-West	South	South-West			
Income Levels												
Average Per Capita Income	$29,610	$33,460	$36,651	$35,715	$33,218	$38,019	$31,334	$38,128	$33,042	$34,607	$34,187	$38,500
Per Capita Income Variation	-13.4%	-2.1%	7.2%	4.5%	-2.8%	11.2%	-8.3%	11.5%	-3.4%	1.2%	n.a.	n.a.
Average Household Income	$76,855	$97,017	$84,696	$92,389	$85,265	$85,925	$81,371	$98,828	$87,491	$86,625	$82,520	$98,486
Household Income Variation	-6.9%	17.6%	2.6%	12.0%	3.3%	4.1%	-1.4%	19.8%	6.0%	5.0%	n.a.	n.a.
Average Household Size	2.6	2.9	2.3	2.6	2.6	2.3	2.6	2.6	2.6	2.5	2.4	2.6
Age Distribution (% of Pop'n)												
Aged 0-14	15.1%	22.4%	16.0%	20.1%	17.6%	16.4%	21.0%	19.6%	21.0%	18.3%	17.5%	18.0%
Aged 15-19	7.9%	7.4%	5.2%	5.9%	6.8%	4.8%	6.2%	5.8%	6.3%	6.1%	6.1%	6.1%
Aged 20-29	25.1%	12.5%	16.1%	13.0%	18.3%	14.9%	13.1%	12.1%	12.3%	15.5%	11.2%	13.9%
Aged 30-39	12.6%	13.2%	12.8%	13.7%	13.0%	14.7%	12.8%	13.5%	14.9%	13.8%	11.1%	14.1%
Aged 40-49	9.9%	15.8%	12.9%	13.1%	12.2%	13.1%	12.6%	12.9%	13.1%	12.7%	12.7%	13.7%
Aged 50-59	9.9%	13.3%	12.8%	12.2%	11.6%	13.9%	12.2%	12.8%	11.5%	12.3%	14.0%	12.9%
Aged 60+	19.6%	15.4%	24.3%	21.9%	20.5%	22.2%	22.1%	23.2%	20.8%	21.3%	27.4%	21.3%
Average Age	36.7	35.3	41.0	38.2	37.8	40.0	37.9	39.3	37.7	38.4	41.8	38.9
Housing Status (% of H'holds)												
Owner/Purchaser	55.8%	79.2%	61.0%	74.8%	65.0%	63.2%	72.4%	78.8%	76.3%	68.0%	70.9%	67.9%
Renter	44.2%	20.8%	39.0%	25.2%	35.0%	36.8%	27.6%	21.2%	23.7%	32.0%	29.1%	32.1%
Birthplace (% of Pop'n)												
Australian Born	78.2%	88.9%	86.8%	87.9%	84.1%	89.6%	91.0%	90.5%	92.0%	87.8%	89.2%	72.9%
Overseas Born	21.8%	11.1%	13.2%	12.1%	15.9%	10.4%	9.0%	9.5%	8.0%	12.2%	10.8%	27.1%
· Asia	11.8%	4.0%	4.6%	4.5%	7.2%	2.4%	3.5%	2.3%	2.5%	4.6%	2.1%	10.7%
· Europe	3.9%	3.7%	4.6%	4.0%	4.0%	4.4%	3.3%	4.1%	3.5%	4.0%	5.2%	8.0%
· Other	6.1%	3.4%	4.0%	3.6%	4.6%	3.7%	2.2%	3.1%	2.1%	3.7%	3.4%	8.4%
Family Type (% of Pop'n)												
Couple With Dep't Children	37.6%	50.7%	39.3%	44.4%	42.1%	37.6%	40.1%	45.3%	47.1%	42.1%	39.4%	45.2%
Couple With Non-Dep't Child	7.1%	10.3%	6.5%	9.0%	8.0%	5.9%	9.5%	8.8%	9.1%	7.9%	7.4%	7.8%
Couple Without Children	22.2%	18.3%	22.8%	22.6%	21.8%	23.6%	21.8%	21.7%	21.4%	22.1%	26.1%	23.0%
Single With Dep't Child	12.0%	10.0%	10.2%	10.0%	10.7%	10.4%	12.6%	9.6%	9.2%	10.4%	10.2%	8.9%
Single With Non-Dep't Child	5.2%	3.9%	4.7%	4.3%	4.6%	5.3%	5.3%	4.5%	4.2%	4.8%	4.0%	3.7%
Other Family	2.1%	0.8%	1.4%	0.9%	1.4%	1.7%	1.1%	0.9%	0.8%	1.3%	0.9%	1.1%
Lone Person	13.8%	6.1%	14.9%	8.8%	11.4%	15.5%	9.5%	9.2%	8.0%	11.4%	12.1%	10.2%

Trade Area Population

Trade Area Sector	Forecast Population 2021	Forecast Population 2026	Average Annual Change (%) 2021-2026
Primary Sectors			
· East	25,670	26,920	1.0%
· West	9,700	9,700	0.0%
Total Primary	**35,370**	**36,620**	**0.7%**
Secondary Sectors			
· East	13,990	14,190	0.3%
· West	16,350	18,850	2.9%
Total Secondary	**30,340**	**33,040**	**1.7%**
Main Trade Area	**65,710**	**69,660**	**1.2%**
Tertiary Sectors			
· North-west	12,380	13,380	1.6%
· East	35,630	36,230	0.3%
· South	12,830	12,980	0.2%
· South-west	26,850	28,850	1.4%
Total Tertiary	**87,690**	**91,440**	**0.8%**
Total Trade Area	**153,400**	**161,100**	**1.0%**