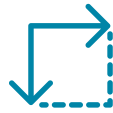# Pacific Pines

Stockland Pacific Pines was developed by Stockland as part of a masterplanned community, situated in the northern Gold Coast region, near Helensvale.

The neighbourhood shopping centre has an open plan style and is anchored by Woolworths plus 13 specialty stores and parking for 254 vehicles.
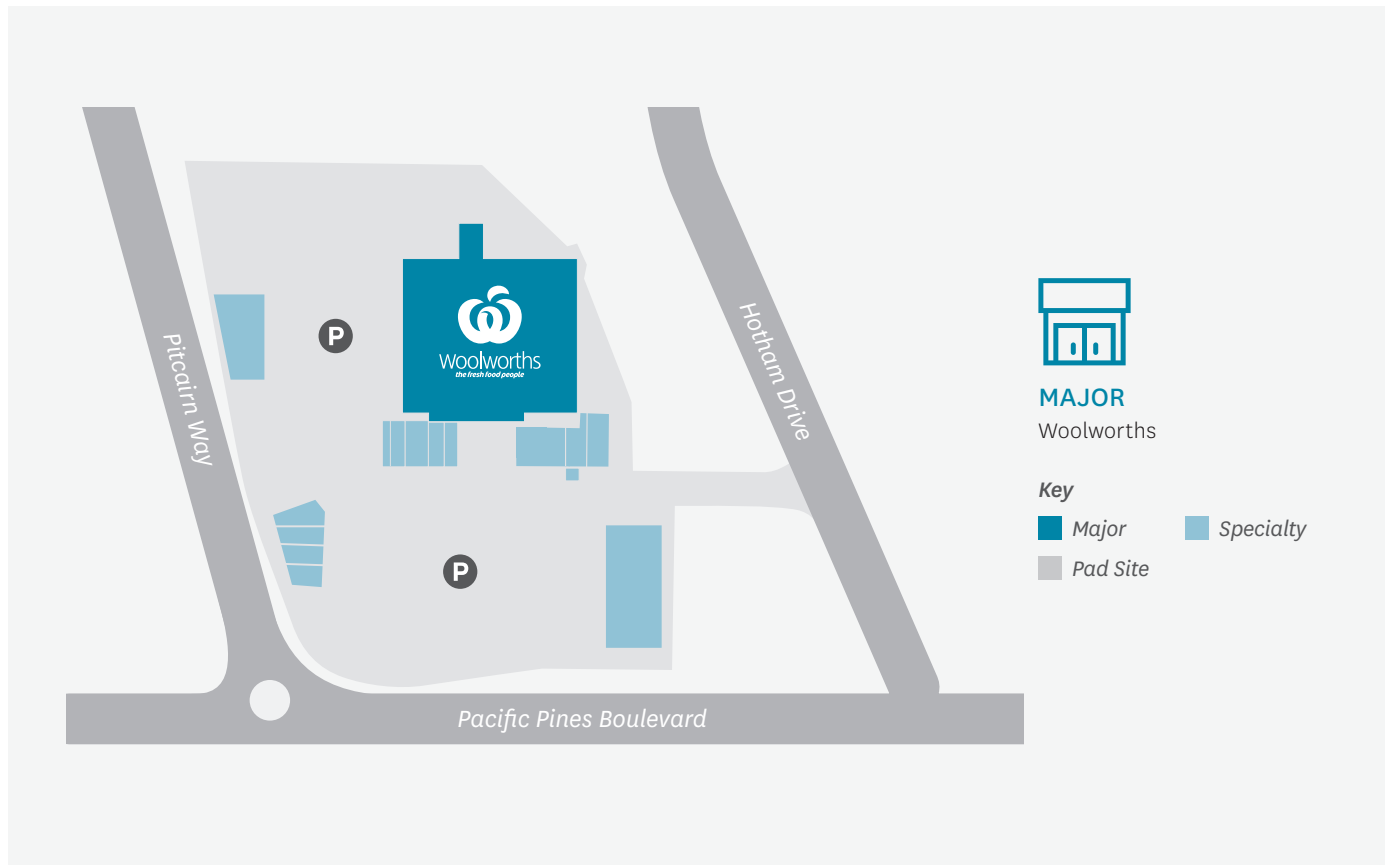
Centre Information

GLA	CAR SPACES	SPECIALTY NO	MAT SALES	SPECIALTY SALES $PSM
5,521 SQM	254	13	$45.91M	$9,225

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

MAJOR
Woolworths

Key
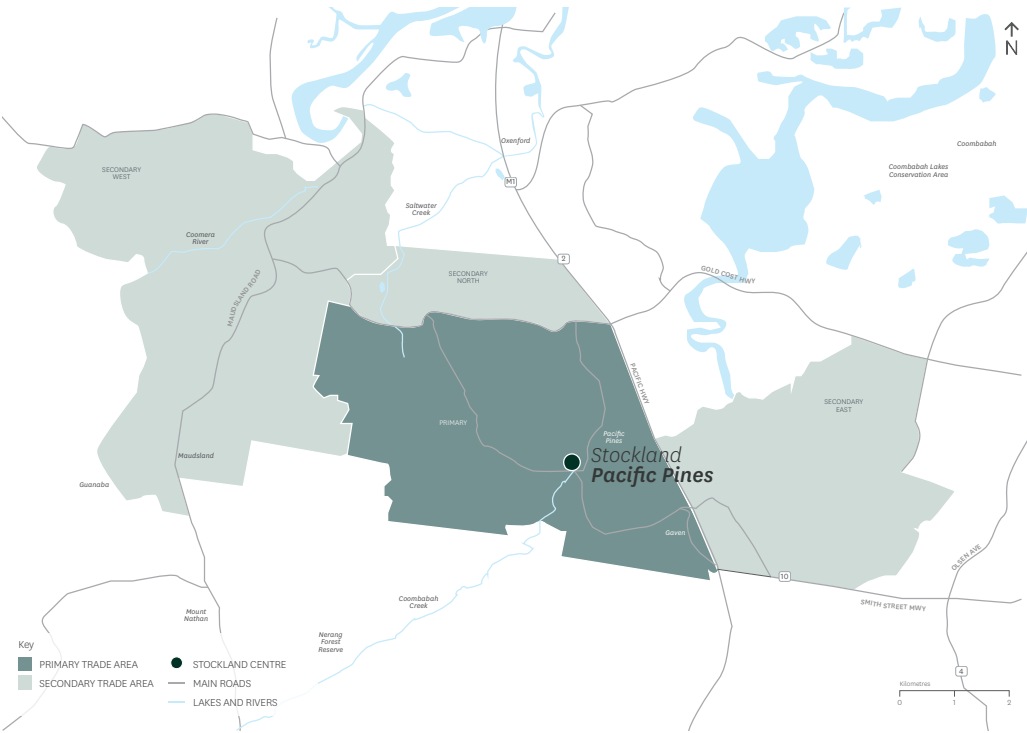- ■ Major
- ■ Specialty
- ■ Pad Site

Trade Area Demographic

Pacific Pines Town Centre services a main trade area of 42,950 forecast to grow at an average rate of 1.5% per annum between 2017–2021. The primary trade area includes 58.7% couples with dependent children, which is higher than the south-east QLD average.

COUPLES WITH DEPENDENT CHILDREN
58.7%
of primary trade area

AVG. HOUSEHOLD INCOME
8.5%
above SE QLD avg. in primary trade area

Trade Area Map

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

Characteristics	Primary Sector	Secondary Sectors			Main TA	SE QLD Avg.	Aust. Avg.
		East	North	West			
Income Levels							
Average Per Capita Income	$33,566	$35,377	$31,592	$38,310	$34,300	$38,198	$38,500
Per Capita Income Variation	-12.1%	-7.4%	-17.3%	0.3%	-10.2%	n.a.	n.a.
Average Household Income	$107,216	$103,037	$81,705	$126,292	$103,638	$98,803	$98,486
Household Income Variation	8.5%	4.3%	-17.3%	27.8%	4.9%	n.a.	n.a.
Average Household Size	3.2	2.9	2.6	3.3	3.0	2.6	2.6
Age Distribution (% of Pop'n)							
Aged 0-14	25.8%	17.8%	21.6%	27.6%	23.2%	18.6%	18.0%
Aged 15-19	7.9%	7.5%	6.6%	7.2%	7.5%	6.4%	6.1%
Aged 20-29	12.7%	13.1%	14.9%	9.5%	12.8%	14.3%	13.9%
Aged 30-39	16.5%	12.0%	17.1%	17.2%	15.4%	14.1%	14.1%
Aged 40-49	16.8%	13.7%	14.3%	17.8%	15.7%	14.1%	13.7%
Aged 50-59	10.6%	14.8%	11.0%	10.7%	11.8%	12.5%	12.9%
Aged 60+	9.8%	21.0%	14.6%	10.0%	13.6%	20.1%	21.3%
Average Age	31.8	38.8	34.5	32.0	34.1	38.1	38.9
Housing Status (% of H'holds)							
Owner/Purchaser	64.5%	72.6%	61.9%	76.2%	67.6%	64.6%	67.9%
Renter	35.5%	27.4%	38.1%	23.8%	32.4%	35.4%	32.1%
Birthplace (% of Pop'n)							
Australian Born	68.1%	67.4%	73.1%	71.3%	69.0%	73.7%	72.9%
Overseas Born	31.9%	32.6%	26.9%	28.7%	31.0%	26.3%	27.1%
· Asia	6.0%	8.3%	3.9%	2.4%	5.9%	7.5%	10.7%
· Europe	7.5%	8.6%	7.4%	11.6%	8.3%	7.2%	8.0%
· Other	18.4%	15.7%	15.6%	14.6%	16.9%	11.6%	8.4%
Family Type (% of Pop'n)							
Couple With Dep't Children	58.7%	47.1%	43.8%	63.8%	54.1%	45.3%	45.2%
Couple With Non-Dep't Child	7.9%	10.0%	5.5%	7.1%	8.0%	7.3%	7.8%
Couple Without Children	16.8%	24.3%	21.2%	16.2%	19.4%	23.7%	23.0%
Single With Dep't Child	10.4%	9.1%	15.2%	8.2%	10.5%	9.6%	8.9%
Single With Non-Dep't Child	2.7%	4.0%	4.9%	1.9%	3.3%	3.7%	3.7%
Other Family	0.6%	0.9%	0.9%	0.3%	0.7%	1.1%	1.1%
Lone Person	2.8%	4.7%	8.6%	2.6%	4.1%	9.3%	10.2%

Trade Area Population

Trade Area Sector	Forecast Population 2017	Forecast Population 2021	Average Annual Change (%) 2017-2021
Primary Sector	19,930	20,330	0.5%
Secondary Sectors			
· East	11,890	12,690	1.6%
· North	6,220	6,620	1.6%
· West	4,910	5,910	4.7%
Total Secondary	**23,020**	**25,220**	**2.3%**
Main Trade Area	**42,950**	**45,550**	**1.5%**