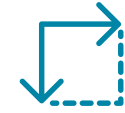


# Piccadilly

A two level shopping centre located in Sydney's premier CBD retail precinct, 100 metres from Pitt Street Mall and opposite the Sheraton Grand at Hyde Park and Hilton International hotels.

The centre is situated within Sydney's A-grade office precinct and benefits from main entrances off both Pitt and Castlereagh Streets and an adjoining thoroughfare to David Jones. Piccadilly includes 39 specialty stores over two levels.

## Centre Information



**GLA**  
2,999 SQM



**SPECIALTY NO**  
39



**MAT TRAFFIC**  
5.01M



**MAT SALES**  
\$30.64M



**SPECIALTY SALES \$PSM**  
\$9,472



**AVERAGE SPEND**  
\$6.11

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




# Trade Area Demographic

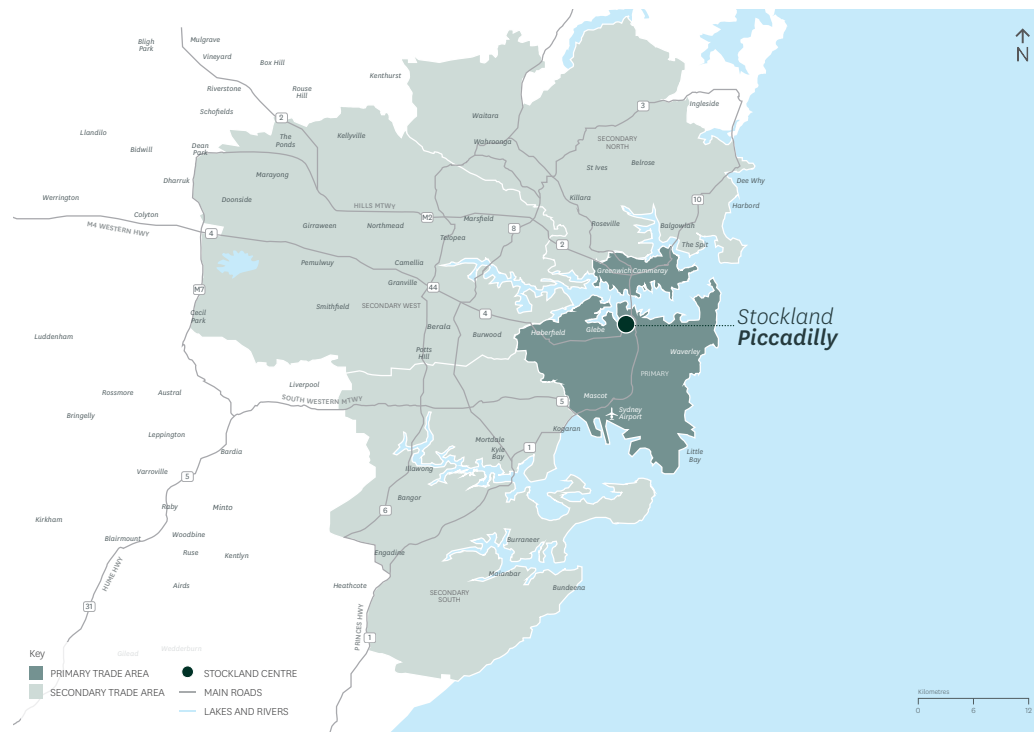
Piccadilly predominantly attracts customers that work in the CBD, rather than reside in the trade area. The average age of the primary trade area is 37.7 years, with an average household income of \$135,628.

**POPULATION**  

**3.88M**  
 residents in main trade area forecast by 2021

**AVG. HOUSEHOLD INCOME**  

**\$135,628**  
 in primary trade area

## Trade Area Map



Characteristics	Primary Sector	Secondary Sectors			Main TA	Syd Metro Avg.	Aust Avg.
		North	South	West			
<b>Income Levels</b>							
Average Per Capita Income	\$60,056	\$53,651	\$37,659	\$36,807	\$44,826	\$42,036	\$38,500
Per Capita Income Variation	42.9%	27.6%	-10.4%	-12.4%	6.6%	n.a.	n.a.
Average Household Income	\$135,628	\$146,839	\$106,002	\$108,983	\$121,009	\$115,062	\$98,486
Household Income Variation	17.9%	27.6%	-7.9%	-5.3%	5.2%	n.a.	n.a.
Average Household Size	2.3	2.7	2.8	3.0	2.7	2.7	2.6
<b>Age Distribution (% of Pop'n)</b>							
Aged 0-14	12.8%	19.7%	18.5%	19.2%	17.6%	18.1%	18.0%
Aged 15-19	4.3%	6.3%	5.9%	6.1%	5.7%	6.0%	6.1%
Aged 20-29	21.0%	11.0%	14.7%	15.5%	16.0%	15.1%	13.9%
Aged 30-39	20.5%	13.8%	14.7%	16.2%	16.5%	15.7%	14.1%
Aged 40-49	14.0%	15.6%	13.4%	13.3%	13.8%	13.9%	13.7%
Aged 50-59	10.8%	12.9%	12.5%	12.0%	11.9%	12.3%	12.9%
Aged 60+	16.6%	20.7%	20.4%	17.8%	18.5%	19.0%	21.3%
Average Age	37.7	38.8	38.4	36.8	37.6	37.8	38.9
<b>Housing Status (% of H'holds)</b>							
Owner/Purchaser	48.7%	72.3%	67.9%	63.7%	61.8%	64.7%	67.9%
Renter	51.3%	27.7%	32.1%	36.3%	38.2%	35.3%	32.1%
<b>Birthplace (% of Pop'n)</b>							
Australian Born	56.9%	62.6%	61.5%	51.2%	56.4%	61.9%	72.9%
Overseas Born	43.1%	37.4%	38.5%	48.8%	43.6%	38.1%	27.1%
- Asia	17.4%	16.8%	20.1%	30.2%	23.1%	18.6%	10.7%
- Europe	11.9%	9.8%	7.2%	5.6%	8.0%	7.7%	8.0%
- Other	13.8%	10.8%	11.2%	13.1%	12.5%	11.8%	8.4%
<b>Family Type (% of Pop'n)</b>							
Couple With Dep't Children	38.7%	55.0%	49.0%	52.0%	49.0%	48.8%	45.2%
Couple With Non-Dep't Child	5.3%	7.6%	10.4%	10.1%	8.8%	9.2%	7.8%
Couple Without Children	28.9%	20.3%	19.6%	17.8%	20.9%	20.2%	23.0%
Single With Dept Child	5.8%	5.6%	7.5%	7.8%	7.0%	8.0%	8.9%
Single With Non-Dep't Child	3.3%	3.0%	4.5%	4.3%	3.9%	4.1%	3.7%
Other Family	1.9%	0.9%	1.3%	1.3%	1.4%	1.2%	1.1%
Lone Person	16.2%	7.7%	7.8%	6.6%	9.0%	8.5%	10.2%

## Trade Area Population

Trade Area Sector	Forecast Population 2017	Forecast Population 2021	Average Annual Change (%) 2017-2021
Primary Sector	875,790	927,470	1.4%
<b>Secondary Sectors</b>			
- North	525,230	546,630	1.0%
- South	788,600	827,440	1.2%
- West	1,453,320	1,577,360	2.1%
<b>Total Secondary</b>	<b>2,767,150</b>	<b>2,951,430</b>	<b>1.6%</b>
<b>Main Trade Area</b>	<b>3,642,940</b>	<b>3,878,900</b>	<b>1.6%</b>

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

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