

Riverton

The centre occupies a 6.3 hectare site on a major arterial road in Riverton, 11 kilometres south-east of Perth's CBD.

The centre includes Woolworths, Big W, The Reject Shop with 61 specialty stores and five pad sites, including an alfresco dining area.

Centre Information



GLA
19,817 SQM



CAR SPACES
1,186



SPECIALTY NO
61



MAT TRAFFIC
3.56M



MAT SALES
\$133.62M

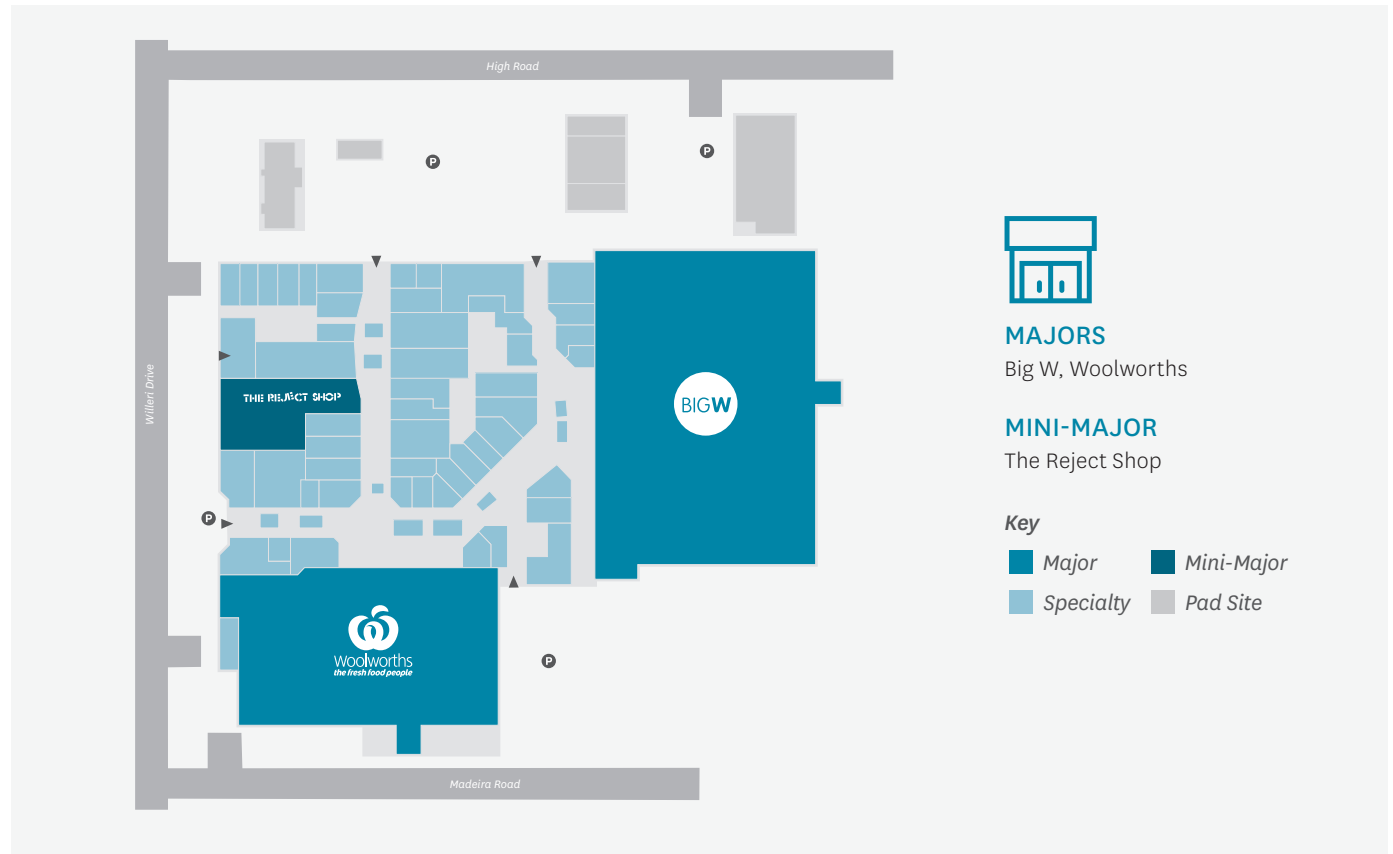


SPECIALTY SALES \$PSM
\$7,830



AVERAGE SPEND
\$37.50

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

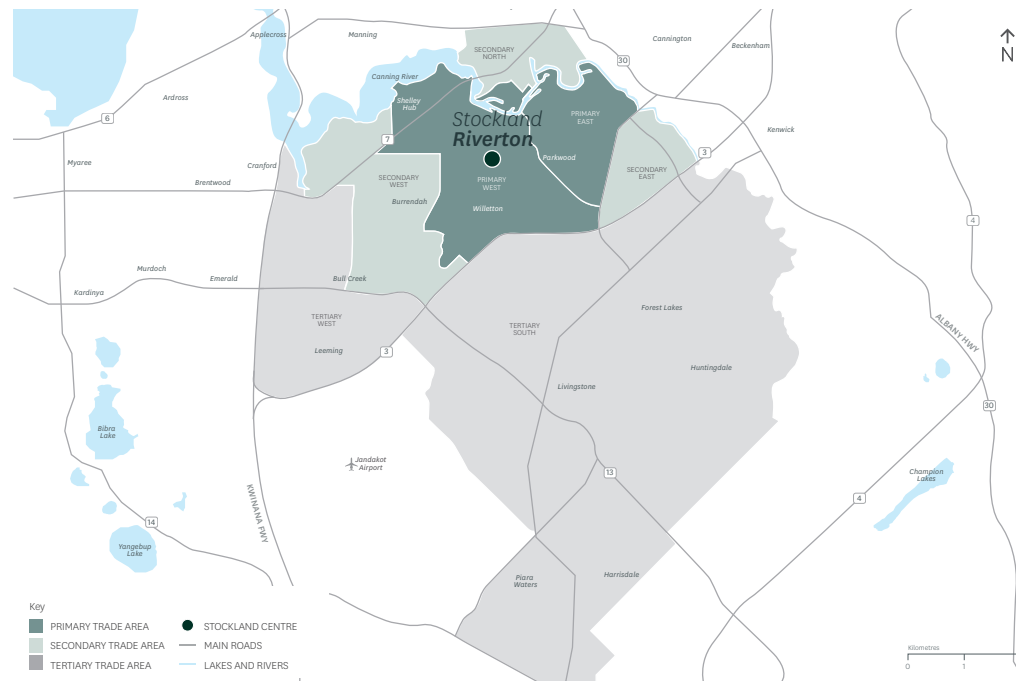


Trade Area Demographic

Stockland Riverton services a main trade area of approximately 61,230 residents, including 31,220 within the primary trade area. The average household income in the main trade area is \$103,027 with a high level of home ownership at 74.8% compared to the Perth metro average of 72.4%.



Trade Area Map



| Characteristics | Primary Sector | | Secondary Sectors | | | Main TA | Tertiary Sectors | | Total TA | Perth Metro Avg. | Aust Avg. |
|--------------------------------------|----------------|-----------|-------------------|----------|-----------|-----------|------------------|-----------|-----------|------------------|-----------|
| | East | West | East | North | West | | South | West | | | |
| Income Levels | | | | | | | | | | | |
| Average Per Capita Income | \$35,553 | \$38,547 | \$27,008 | \$35,353 | \$41,069 | \$37,483 | \$38,355 | \$45,492 | \$38,869 | \$42,411 | \$38,500 |
| Per Capita Income Variation | -16.2% | -9.1% | -36.3% | -16.6% | -3.2% | -11.6% | -9.6% | 7.3% | -8.4% | n.a. | n.a. |
| Average Household Income | \$87,916 | \$106,477 | \$76,148 | \$91,536 | \$119,639 | \$103,027 | \$117,205 | \$125,022 | \$113,033 | \$109,479 | \$98,486 |
| Household Income Variation | -19.7% | -2.7% | -30.4% | -16.4% | 9.3% | -5.9% | 7.1% | 14.2% | 3.2% | n.a. | n.a. |
| Average Household Size | 2.5 | 2.8 | 2.8 | 2.6 | 2.9 | 2.7 | 3.1 | 2.7 | 2.9 | 2.6 | 2.6 |
| Age Distribution (% of Pop'n) | | | | | | | | | | | |
| Aged 0-14 | 17.2% | 18.4% | 19.4% | 13.9% | 19.5% | 18.2% | 22.2% | 17.0% | 20.3% | 18.5% | 18.0% |
| Aged 15-19 | 4.8% | 7.8% | 6.5% | 5.3% | 8.8% | 7.3% | 6.9% | 6.9% | 7.0% | 6.2% | 6.1% |
| Aged 20-29 | 15.1% | 12.2% | 17.4% | 25.4% | 10.3% | 13.8% | 14.8% | 12.2% | 14.1% | 14.7% | 13.9% |
| Aged 30-39 | 16.3% | 12.7% | 17.0% | 15.5% | 10.0% | 13.1% | 17.7% | 10.5% | 15.3% | 15.3% | 14.1% |
| Aged 40-49 | 11.6% | 14.6% | 13.3% | 9.8% | 15.5% | 13.9% | 14.3% | 13.3% | 14.1% | 14.0% | 13.7% |
| Aged 50-59 | 11.4% | 13.6% | 9.7% | 9.4% | 12.8% | 12.3% | 11.2% | 14.3% | 11.9% | 12.3% | 12.9% |
| Aged 60+ | 23.6% | 20.6% | 16.7% | 20.6% | 23.1% | 21.4% | 12.9% | 25.7% | 17.3% | 19.0% | 21.3% |
| Average Age | 39.6 | 38.4 | 35.3 | 38.0 | 39.4 | 38.5 | 33.7 | 41.0 | 36.2 | 37.7 | 38.9 |
| Housing Status (% of H'holds) | | | | | | | | | | | |
| Owner/Purchaser | 75.3% | 76.8% | 66.0% | 59.1% | 80.3% | 74.8% | 81.8% | 83.5% | 79.5% | 72.4% | 67.9% |
| Renter | 24.7% | 23.2% | 34.0% | 40.9% | 19.7% | 25.2% | 18.2% | 16.5% | 20.5% | 27.6% | 32.1% |
| Birthplace (% of Pop'n) | | | | | | | | | | | |
| Australian Born | 56.7% | 50.4% | 44.5% | 48.2% | 51.1% | 50.6% | 53.2% | 60.2% | 53.1% | 62.3% | 72.9% |
| Overseas Born | 43.3% | 49.6% | 55.5% | 51.8% | 48.9% | 49.4% | 46.8% | 39.8% | 46.9% | 37.7% | 27.1% |
| - Asia | 19.8% | 31.2% | 39.9% | 31.8% | 30.4% | 30.4% | 25.3% | 19.5% | 26.4% | 11.9% | 10.7% |
| - Europe | 13.4% | 9.7% | 5.8% | 8.5% | 10.1% | 9.8% | 9.6% | 11.9% | 9.9% | 14.6% | 8.0% |
| - Other | 10.1% | 8.7% | 9.8% | 11.6% | 8.4% | 9.1% | 12.0% | 8.4% | 10.6% | 11.1% | 8.4% |
| Family Type (% of Pop'n) | | | | | | | | | | | |
| Couple With Dep't Children | 40.9% | 51.9% | 46.6% | 41.1% | 57.3% | 50.8% | 57.2% | 49.8% | 54.2% | 47.3% | 45.2% |
| Couple With Non-Dep't Child | 7.9% | 9.2% | 8.2% | 6.3% | 8.5% | 8.5% | 8.2% | 10.9% | 8.6% | 7.4% | 7.8% |
| Couple Without Children | 24.5% | 19.6% | 17.4% | 26.3% | 18.5% | 20.2% | 18.6% | 23.0% | 19.6% | 22.9% | 23.0% |
| Single With Dep't Child | 8.6% | 7.2% | 10.7% | 6.7% | 6.7% | 7.5% | 7.4% | 5.3% | 7.2% | 8.3% | 8.9% |
| Single With Non-Dep't Child | 4.3% | 3.2% | 5.6% | 2.9% | 2.4% | 3.3% | 2.7% | 3.1% | 2.9% | 3.3% | 3.7% |
| Other Family | 1.9% | 1.4% | 2.4% | 3.3% | 0.9% | 1.6% | 1.2% | 1.2% | 1.3% | 1.2% | 1.1% |
| Lone Person | 11.7% | 7.6% | 9.1% | 13.5% | 5.7% | 8.1% | 4.7% | 6.7% | 6.1% | 9.6% | 10.2% |

Trade Area Population

| Trade Area Sector | Forecast Population 2017 | Forecast Population 2021 | Average Annual Change (%) 2017-2021 |
|--------------------------|--------------------------|--------------------------|-------------------------------------|
| Primary Sectors | | | |
| - East | 8,290 | 8,490 | 0.6% |
| - West | 22,930 | 23,330 | 0.4% |
| Total Primary | 31,220 | 31,820 | 0.5% |
| Secondary Sectors | | | |
| - East | 5,980 | 5,900 | -0.3% |
| - North | 6,000 | 6,240 | 1.0% |
| - West | 18,030 | 18,310 | 0.4% |
| Total Secondary | 30,010 | 30,450 | 0.4% |
| Main Trade Area | 61,230 | 62,270 | 0.4% |
| Tertiary Sectors | | | |
| - South | 98,385 | 105,485 | 1.8% |
| - West | 20,340 | 20,100 | -0.3% |
| Total Tertiary | 118,725 | 125,585 | 1.4% |
| Total Trade Area | 179,955 | 187,855 | 1.1% |

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

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