# Rockhampton

The largest regional shopping centre between Maroochydore and Mackay includes Woolworths, Coles, Kmart, Big W, Harris Scarfe, H&M, 10 mini-majors, 160 specialty stores and BCC Cinemas.

The centre features an all-weather casual dining precinct including Guzman Y Gomez, Burger Urge and Schnitz. The centre opened the first H&M, Mimco and Peter Alexander in Central Queensland in late 2017.

Centre Information
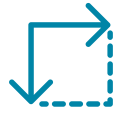
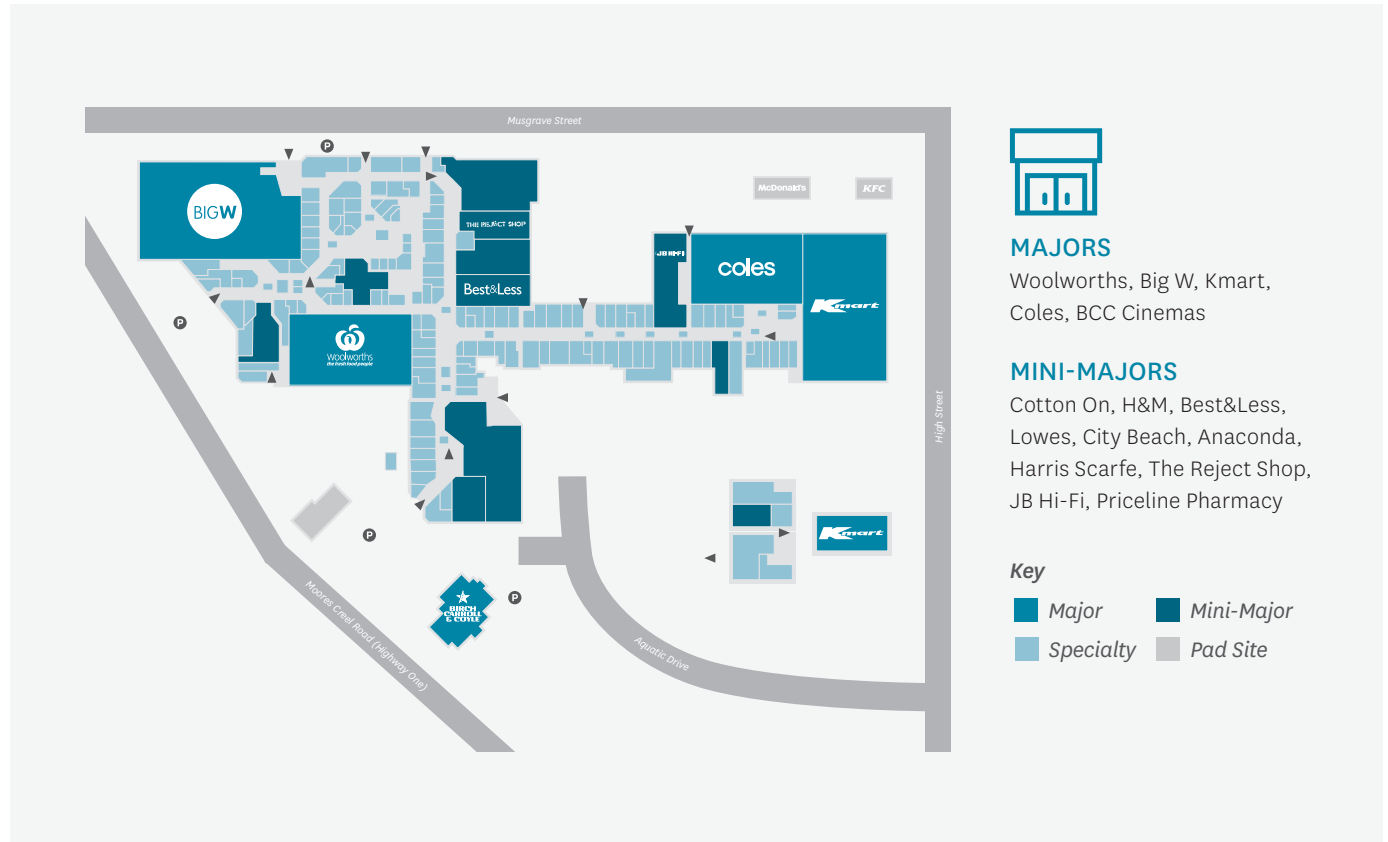| GLA	CAR SPACES	SPECIALTY NO	MAT TRAFFIC	MAT SALES	SPECIALTY SALES $PSM	AVERAGE SPEND
58,204 SQM	2,999	160	6.52M	$346.16M	$9,562	$53.10

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

MAJORS
Woolworths, Big W, Kmart, Coles, BCC Cinemas

MINI-MAJORS
Cotton On, H&M, Best&Less, Lowes, City Beach, Anaconda, Harris Scarfe, The Reject Shop, JB Hi-Fi, Priceline Pharmacy

Key

■ Major ■ Mini-Major
■ Specialty ■ Pad Site

Trade Area Demographic

Stockland Rockhampton is forecast to service a total trade area population of 234,172 by 2021. The total trade area has an average household income of $98,639, which is 12.8% higher than the non-metro QLD average. The trade area has a large proportion of couples with dependent children 46% compared to the non-metro QLD average of 41.7%.
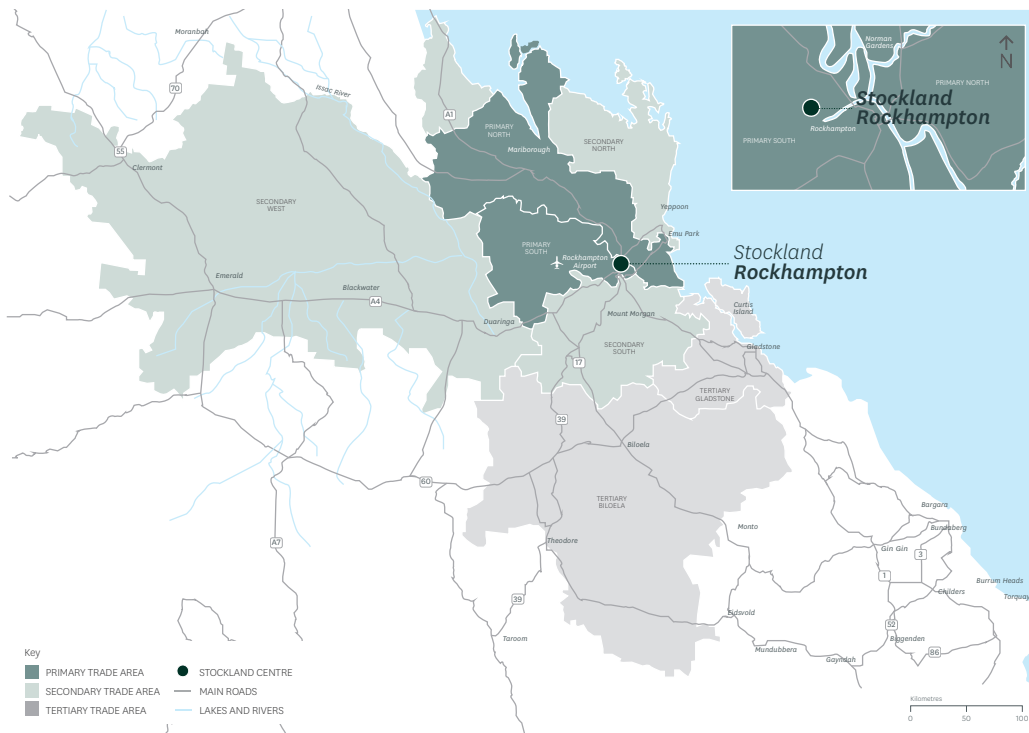
POPULATION

234,172
in total trade area by 2021

AVG. HOUSEHOLD INCOME

$98,639
in total trade area

Trade Area Map

Stockland Rockhampton

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

Characteristics	Primary Sectors		Secondary Sectors			Main TA	Tertiary Sectors		Total TA	Non Metro QLD Avg.	Aust Avg.
	North	South	North	South	West		Biloela	Gladstone			
Income Levels											
Average Per Capita Income	$34,693	$35,463	$37,161	$31,224	$44,999	$37,342	$40,571	$42,601	$38,884	$35,280	$38,500
Per Capita Income Variation	-1.7%	0.5%	5.3%	-11.5%	27.5%	5.8%	15.0%	20.8%	10.2%	n.a.	n.a.
Average Household Income	$89,318	$87,764	$88,668	$72,429	$118,951	$94,191	$102,303	$109,962	$98,639	$87,408	$98,486
Household Income Variation	2.2%	0.4%	1.4%	-17.1%	36.1%	7.8%	17.0%	25.8%	12.8%	n.a.	n.a.
Average Household Size	2.6	2.5	2.4	2.3	2.6	2.5	2.5	2.6	2.5	2.5	2.6
Age Distribution (% of Pop'n)											
Aged 0-14	20.7%	21.2%	18.2%	18.2%	25.1%	21.3%	22.4%	23.5%	21.9%	18.7%	18.0%
Aged 15-19	6.8%	7.4%	6.4%	5.5%	5.7%	6.6%	5.6%	6.4%	6.5%	6.2%	6.1%
Aged 20-29	13.7%	14.1%	9.4%	7.4%	14.4%	12.9%	11.8%	13.5%	13.0%	12.3%	13.9%
Aged 30-39	13.4%	12.5%	10.7%	10.0%	17.0%	13.4%	14.5%	14.4%	13.7%	12.5%	14.1%
Aged 40-49	12.9%	12.1%	13.4%	13.3%	14.1%	13.1%	13.3%	15.2%	13.6%	13.7%	13.7%
Aged 50-59	12.9%	13.1%	15.4%	17.0%	12.6%	13.5%	14.2%	13.2%	13.5%	13.6%	12.9%
Aged 60+	19.7%	19.5%	26.3%	28.7%	10.9%	19.2%	18.1%	13.7%	17.8%	23.1%	21.3%
Average Age	37.3	37.1	41.5	42.8	32.6	37.1	36.8	34.5	36.5	39.6	38.9
Housing Status (% of H'holds)											
Owner/Purchaser	67.9%	61.5%	70.4%	79.2%	47.1%	63.3%	65.3%	61.7%	63.0%	64.7%	67.9%
Renter	32.1%	38.5%	29.6%	20.8%	52.9%	36.7%	34.7%	38.3%	37.0%	35.3%	32.1%
Birthplace (% of Pop'n)											
Australian Born	90.3%	92.3%	88.8%	95.2%	89.0%	90.4%	91.3%	85.1%	89.1%	82.3%	72.9%
Overseas Born	9.7%	7.7%	11.2%	4.8%	11.0%	9.6%	8.7%	14.9%	10.9%	17.7%	27.1%
· Asia	4.5%	2.1%	1.0%	0.4%	2.5%	2.8%	3.5%	3.7%	3.0%	3.5%	10.7%
· Europe	1.7%	2.0%	5.1%	2.4%	1.6%	2.4%	1.6%	3.5%	2.6%	6.0%	8.0%
· Other	3.5%	3.6%	5.1%	2.0%	6.9%	4.5%	3.6%	7.7%	5.2%	8.1%	8.4%
Family Type (% of Pop'n)											
Couple With Dep't Children	43.2%	41.9%	39.1%	33.9%	54.0%	44.2%	48.5%	50.2%	46.0%	41.7%	45.2%
Couple With Non-Dep't Child	7.6%	6.7%	7.2%	7.2%	5.1%	6.8%	6.5%	6.0%	6.6%	6.7%	7.8%
Couple Without Children	22.8%	22.1%	29.0%	29.4%	20.5%	23.5%	25.4%	22.7%	23.4%	26.1%	23.0%
Single With Dep't Child	11.4%	12.8%	9.7%	10.6%	8.2%	10.6%	5.9%	8.8%	9.9%	10.3%	8.9%
Single With Non-Dep't Child	3.8%	4.0%	2.8%	4.5%	1.9%	3.3%	2.5%	2.6%	3.1%	3.5%	3.7%
Other Family	1.0%	1.1%	0.7%	1.1%	0.8%	0.9%	0.8%	0.7%	0.9%	0.9%	1.1%
Lone Person	10.3%	11.4%	11.5%	13.5%	9.6%	10.7%	10.5%	8.9%	10.2%	10.8%	10.2%

Trade Area Population

Trade Area Sector	Forecast Population 2021	Forecast Population 2026	Average Annual Change (%) 2021-2026
Primary Sectors			
· North	57,452	59,733	0.8%
· South	33,320	35,039	1.0%
Total Primary	**90,772**	**94,772**	**0.9%**
Secondary Sectors			
· North	28,100	30,350	1.6%
· South	7,430	7,680	0.7%
· West	35,880	36,255	0.2%
Total Secondary	**71,410**	**74,285**	**0.8%**
Main Trade Area	**162,182**	**169,057**	**0.8%**
Tertiary Sectors			
· Biloela	13,620	13,820	0.3%
· Gladstone	58,370	60,870	0.8%
Total Tertiary	**71,990**	**74,690**	**0.7%**
Total Trade Area	**234,172**	**243,747**	**0.8%**