

Townsville

Stockland Townsville is located in the geographical heart of Townsville and is home to the region's only full-line Myer department store and full-line H&M.

The centre's retail mix supports these brands with a strong fashion offer which includes Mimco, Country Road, Universal Store, Peter Alexander and Hype DC. The centre's other anchor tenants are Big W and Woolworths, plus six mini-majors including Best&Less, The Reject Shop, Rebel Sport and Terry White Chemist. Customer amenity includes Park Assist parking guidance system, two parents rooms and a 700 seat food court.

Centre Information



GLA
45,596 SQM



CAR SPACES
2,001



SPECIALTY NO
154



MAT TRAFFIC
4.57M



MAT SALES
\$241.2M



SPECIALTY SALES \$PSM
\$9,668



AVERAGE SPEND
\$52.78

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



Trade Area Demographic


Stockland Townsville complex (Stockland Townsville and Nathan Street) main trade area population is forecast to reach 215,060 people and total trade area population of 244,575 by 2021. The average household income is \$93,389 in the main trade area, which is 6.8% higher than the non-metro QLD average. Families with dependent children comprise 43.5% of the main trade area.

FORECAST AVG. GROWTH



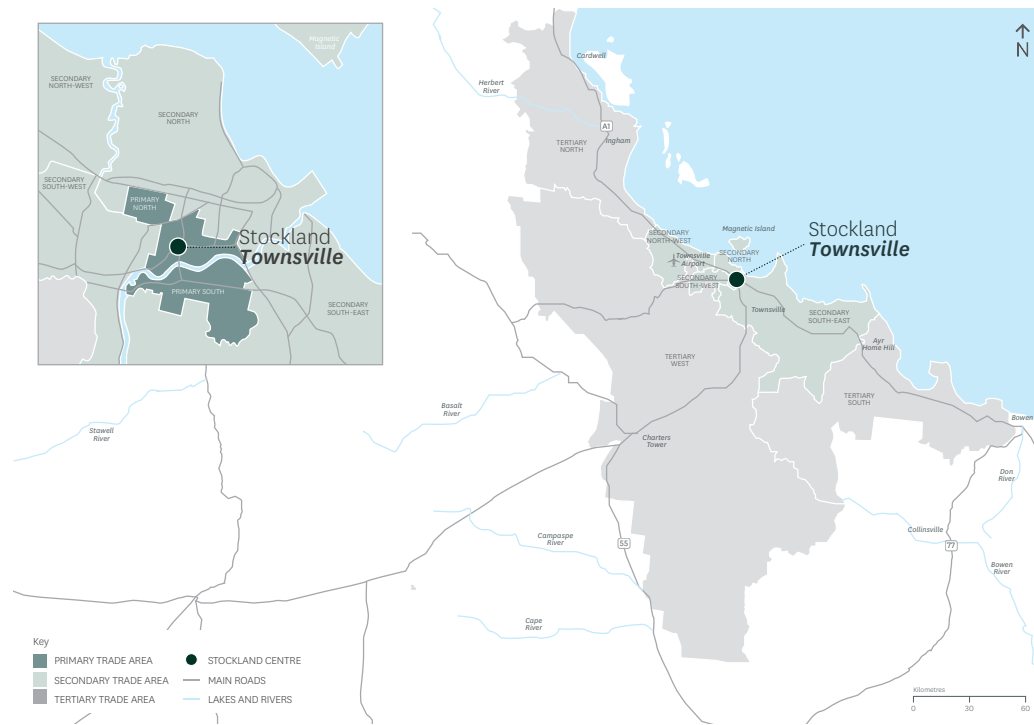
1.0%
p.a. in main trade area
between 2021–2026

AVG. HOUSEHOLD INCOME



6.8%
higher in the main trade area
than the non-metro QLD avg.

Trade Area Map



Sources Map: Location IQ, July 2017; Demographic Data: ABS Census of Population and Housing 2016; Location IQ, January 2019.

All due care has been taken in the preparation of this document and as at December 2018, the information in this document is understood to be correct. However, no warranty is given as to the accuracy of the information contained in this document. Trade area maps and population forecasts are provided as an estimation and are indicative only. It should be noted that the information contained in this document should not be taken to be correct at any future date. Trading patterns described in this document will change in the future and this document should not be relied upon in any way to predict future trading patterns. Average annual change (%) numbers provided in this document are calculated using CAGR. The management of Stockland regard the contents of this document as confidential and retailers should therefore not disclose its contents to any person other than personnel of the retailers involved in the management or promotion of their business at Stockland.

Characteristics	Primary Sectors		Secondary Sectors				Main TA	Tertiary Sectors			Total TA	Non Metro QLD Avg.	Aust Avg.
	North	South	North	North West	South East	South West		North	South	West			
Income Levels													
Average Per Capita Income	\$33,558	\$40,679	\$41,836	\$35,949	\$36,590	\$33,341	\$36,563	\$31,455	\$34,670	\$31,739	\$35,983	\$35,280	\$38,500
Per Capita Income Variation	-4.9%	15.3%	18.6%	1.9%	3.7%	-5.5%	3.6%	-10.8%	-1.7%	-10.0%	2.0%	n.a.	n.a.
Average Household Income	\$83,991	\$136,883	\$85,859	\$101,516	\$91,300	\$92,331	\$93,389	\$68,929	\$86,941	\$76,777	\$90,674	\$87,408	\$98,486
Household Income Variation	-3.9%	56.6%	-1.8%	16.1%	4.5%	5.6%	6.8%	-21.1%	-0.5%	-12.2%	3.7%	n.a.	n.a.
Average Household Size	2.5	3.4	2.1	2.8	2.5	2.8	2.6	2.2	2.5	2.4	2.5	2.5	2.6
Per Capita Income Levels (% of Persons)													
\$0 – \$15,548	14.9%	17.5%	12.5%	11.6%	13.1%	14.7%	13.9%	15.3%	12.5%	14.7%	14.0%	14.0%	13.8%
\$15,600 – \$20,748	10.7%	7.2%	9.6%	7.7%	11.0%	9.4%	9.5%	15.1%	12.1%	13.0%	10.0%	11.6%	10.4%
\$20,800 – \$41,548	31.1%	20.1%	29.2%	26.3%	30.6%	28.6%	28.4%	36.6%	30.5%	33.2%	29.2%	31.6%	28.4%
\$41,600 – \$51,948	10.3%	10.0%	10.1%	11.7%	10.3%	11.2%	10.8%	9.6%	12.5%	9.0%	10.5%	10.3%	10.0%
\$52,000 – \$64,948	10.5%	12.2%	10.5%	12.7%	10.7%	11.3%	11.2%	7.7%	11.5%	8.9%	10.9%	9.9%	10.2%
\$65,000 – \$77,948	7.3%	9.5%	7.9%	9.8%	7.7%	8.3%	8.3%	5.0%	7.6%	5.7%	7.9%	6.4%	7.0%
\$78,000 – \$103,948	9.4%	12.5%	11.1%	12.4%	9.9%	10.5%	10.8%	6.7%	8.0%	8.2%	10.4%	8.8%	10.1%
Greater than \$104,000	5.7%	11.0%	9.2%	7.6%	6.7%	6.0%	7.4%	4.0%	5.2%	7.2%	7.1%	7.4%	10.0%
Age Distribution (% of Pop'n)													
Aged 0–14	19.7%	16.5%	15.1%	25.3%	17.4%	23.2%	19.8%	15.0%	19.6%	21.2%	19.6%	18.7%	18.0%
Aged 15–19	7.1%	11.5%	5.4%	6.2%	6.4%	7.6%	7.1%	5.6%	6.1%	7.7%	7.0%	6.2%	6.1%
Aged 20–29	13.8%	25.3%	16.2%	16.2%	13.1%	14.6%	15.7%	7.6%	9.2%	9.6%	14.8%	12.3%	13.9%
Aged 30–39	13.3%	11.4%	13.6%	17.2%	12.3%	13.6%	13.6%	7.9%	11.1%	10.5%	13.1%	12.5%	14.1%
Aged 40–49	13.4%	12.4%	14.0%	13.3%	13.7%	13.8%	13.6%	11.7%	13.2%	13.5%	13.4%	13.7%	13.7%
Aged 50–59	12.1%	10.3%	14.8%	10.5%	14.0%	11.8%	12.5%	16.9%	15.2%	13.1%	12.8%	13.6%	12.9%
Aged 60+	20.5%	12.7%	20.9%	11.2%	23.0%	15.5%	17.7%	35.3%	25.6%	24.4%	19.2%	23.1%	21.3%
Average Age	37.9	33.0	39.7	31.8	39.8	34.5	36.4	46.5	40.7	39.4	37.2	39.6	38.9
Housing Status (% of H'holds)													
Owner/Purchaser	62.1%	60.5%	49.1%	65.3%	69.0%	62.8%	60.7%	72.8%	77.5%	69.6%	62.2%	64.7%	67.9%
Renter	37.9%	39.5%	50.9%	34.7%	31.0%	37.2%	39.3%	27.2%	22.5%	30.4%	37.8%	35.3%	32.1%
Birthplace (% of Pop'n)													
Australian Born	84.7%	80.4%	82.6%	90.4%	90.2%	89.6%	86.9%	90.1%	93.1%	94.7%	87.5%	82.3%	72.9%
Overseas Born	15.3%	19.6%	17.4%	9.6%	9.8%	10.4%	13.1%	9.9%	6.9%	5.3%	12.5%	17.7%	27.1%
- Asia	4.5%	7.4%	3.2%	1.0%	2.0%	1.9%	3.0%	1.5%	2.4%	0.9%	2.8%	3.5%	10.7%
- Europe	3.5%	4.4%	6.3%	3.9%	4.0%	3.3%	4.2%	5.5%	2.8%	1.8%	4.1%	6.0%	8.0%
- Other	7.3%	7.8%	8.0%	4.7%	3.7%	5.1%	6.0%	2.9%	1.7%	2.6%	5.6%	8.1%	8.4%
Family Type (% of Pop'n)													
Couple with dep't children	40.8%	52.1%	32.5%	52.4%	41.0%	46.8%	43.5%	32.9%	45.3%	38.4%	42.6%	41.7%	45.2%
Couple with non-dep't child.	6.4%	6.1%	4.4%	5.2%	8.2%	7.0%	6.3%	8.0%	8.6%	7.0%	6.5%	6.7%	7.8%
Couple without children	22.3%	23.5%	26.1%	23.2%	26.3%	21.5%	23.6%	33.3%	30.0%	26.0%	24.5%	26.1%	23.0%
Single with dep't child.	13.3%	8.7%	10.8%	10.9%	9.1%	13.8%	11.6%	7.0%	4.0%	11.7%	11.2%	10.3%	8.9%
Single with non-dep't child.	4.8%	2.3%	3.8%	2.3%	3.3%	3.2%	3.4%	3.9%	1.6%	3.6%	3.4%	3.5%	3.7%
Other family	1.3%	1.5%	1.4%	0.7%	1.0%	1.0%	1.1%	0.8%	0.2%	1.1%	1.1%	0.9%	1.1%
Lone person	11.1%	5.8%	21.1%	5.2%	11.2%	6.7%	10.5%	14.1%	10.3%	12.4%	10.8%	10.8%	10.2%

Trade Area Population

Trade Area Sector	Forecast Population 2021	Forecast Population 2026	Average Annual Change (%) 2021–2026
Primary Sectors			
- North	32,780	33,280	0.3%
- South	19,000	19,500	0.5%
Total Primary	51,780	52,780	0.4%
Secondary Sectors			
- North	41,450	42,450	0.5%
- North-west	32,180	38,180	3.5%
- South-west	56,090	58,090	0.7%
- South-east	33,560	34,060	0.3%
Total Secondary	163,280	172,780	1.1%
Main Trade Area	215,060	225,560	1.0%
Tertiary Sectors			
- North	15,065	15,190	0.2%
- South	2,390	2,440	0.4%
- West	12,060	12,110	0.1%
Total Tertiary	29,515	29,740	0.2%
Total Trade Area	244,575	255,300	0.9%