

# Townsville

The centre is located in the geographical heart of Townsville and houses the region's only full-line Myer department store.

The retail precinct includes the Townsville and Nathan Street centres, featuring Woolworths, Big W and H&M in the main centre and Coles and Kmart in the Nathan Street centre. The complex also has 7 mini-majors, a 700-seat food court and 179 specialty stores.

## Centre Information



**GLA**  
59,201 SQM



**CAR SPACES**  
2,975



**SPECIALTY NO**  
179



**MAT TRAFFIC**  
7.1M



**MAT SALES**  
\$340.6M

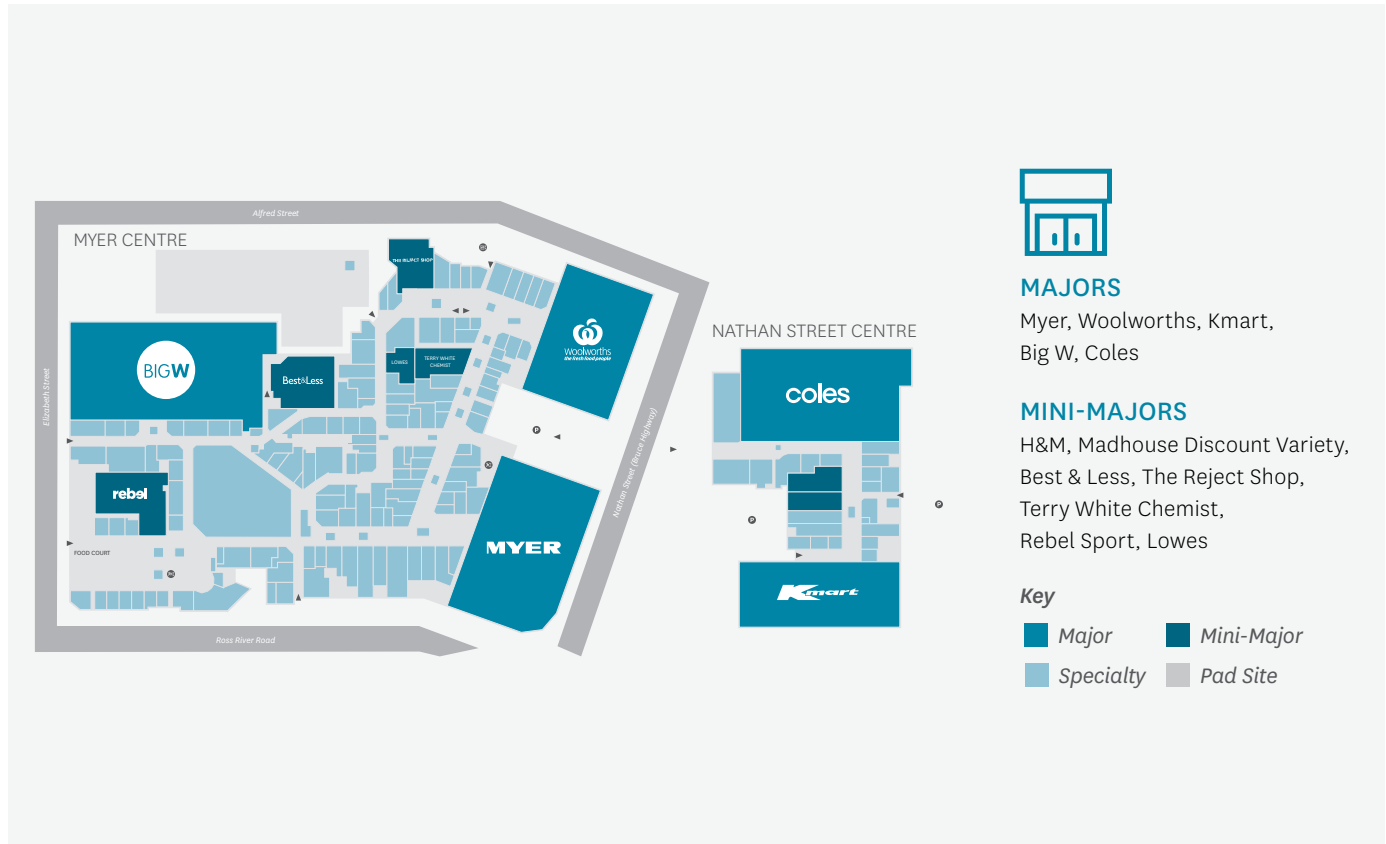


**SPECIALTY SALES \$PSM**  
\$9,215



**AVERAGE SPEND**  
\$48.20

Information is accurate as at 31 December 2017. Specialty number includes kiosks and shops. Does not include ATMs.



# Trade Area Demographic

Stockland Townsville services a main trade area of 209,360 and a total trade area of 238,720. 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. POPULATION GROWTH**

**1.4%**

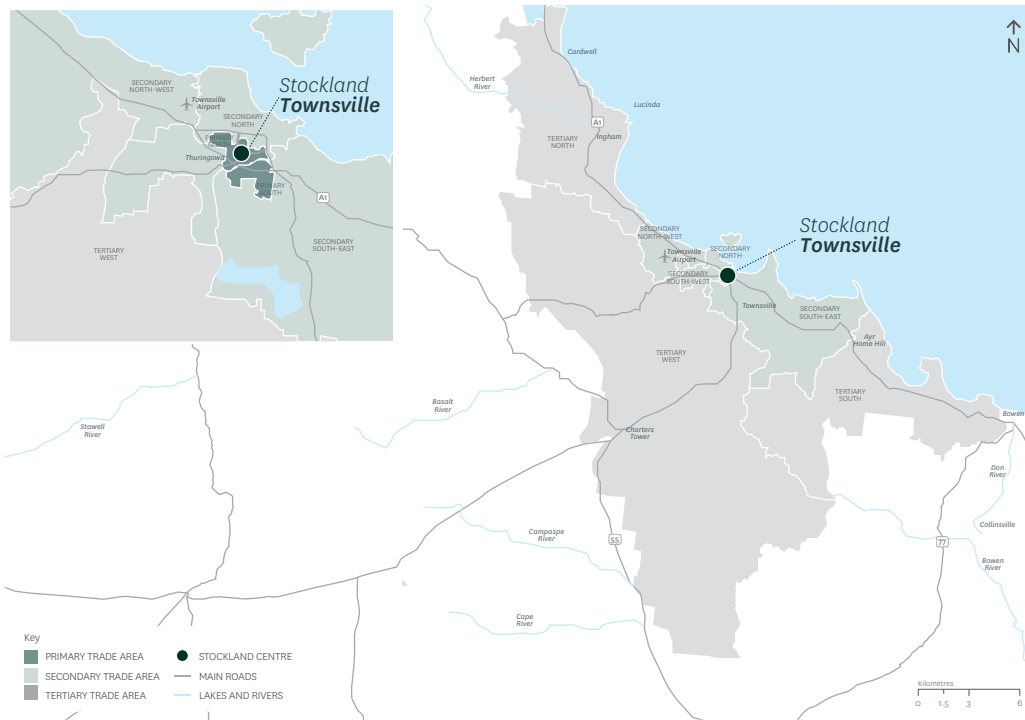
p.a. in main trade area between 2017–2021

**AVG. HOUSEHOLD INCOME**

**6.8%**

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

## Trade Area Map



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			
<b>Income Levels</b>													
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
<b>Per Capita Income Levels (% of Persons)</b>													
\$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%
<b>Age Distribution (% of Pop'n)</b>													
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
<b>Housing Status (% of H'holds)</b>													
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%
<b>Birthplace (% of Pop'n)</b>													
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%
<b>Family Type (% of Pop'n)</b>													
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 2017	Forecast Population 2021	Average Annual Change (%) 2017–2021
<b>Primary Sectors</b>			
- North	32,120	33,320	0.9%
- South	18,870	19,470	0.8%
<b>Total Primary</b>	<b>50,990</b>	<b>52,790</b>	<b>0.9%</b>
<b>Secondary Sectors</b>			
- North	41,200	41,800	0.4%
- North West	29,080	34,280	4.2%
- South East	33,500	35,500	1.5%
- South West	54,590	56,590	0.9%
<b>Total Secondary</b>	<b>158,370</b>	<b>168,170</b>	<b>1.5%</b>
<b>Main Trade Area</b>	<b>209,360</b>	<b>220,960</b>	<b>1.4%</b>
<b>Tertiary Sectors</b>			
- North	14,940	14,940	0.0%
- South	2,360	2,440	0.8%
- West	12,060	12,260	0.4%
<b>Total Tertiary</b>	<b>29,360</b>	<b>29,640</b>	<b>0.2%</b>
<b>Total Trade Area</b>	<b>238,720</b>	<b>250,600</b>	<b>1.2%</b>

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

All due care has been taken in the preparation of this document and as at February 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.