

# WESTFIELD ALBANY MAIN TRADE AREA

DEMOGRAPHICS FEBRUARY 2017

SCENTRE GROUP

Owner and Operator of **Westfield** in Australia and New Zealand

## POPULATION 2016

214,100

2.0% Annual growth 2016 to 2018  
Auckland Region 2.8%

## INCOME

INCOME PER HOUSEHOLD \$92,848  
+2% vs. Auckland Region  
\$90,799

INCOME PER PERSON \$32,157  
+7% vs. Auckland Region  
\$30,135

64% Home Owner / Purchase  
55% Auckland Region  
2.9 Average Household Size  
3.0 Auckland Region

## HOUSEHOLD TYPE

51% Family Households 49% Singles / Couples

40% 11% 31% 17%

Couple with children	Single parent with children	Couple without children	Lone Person
38%	15%	28%	19%
Auckland Region			

## FORECAST TOTAL EXPENDITURE 2016

2016 TOTAL \$3.33 bn

2016 PER PERSON \$15,532

+1%  
% vs. Auckland Region  
\$15,401



RETAIL CATEGORY FORECAST EXPENDITURE	Food Retail	Food Catering	DS, DDS & Discount Variety	Clothing, Footwear & Acc	Electrical, Home & General	Retail Services
% of Total Retail Expenditure	35%	14%	7%	9%	32%	3%
Total Expenditure (\$ bn)	\$1.16	\$0.46	\$0.24	\$0.28	\$1.07	\$0.11
Per Person (\$ per year)	\$5,402	\$2,146	\$1,123	\$1,329	\$5,012	\$519
% vs. Auckland Region	-1%	-1%	+2%	+4%	+2%	+14%
Auckland Region	\$5,465	\$2,175	\$1,103	\$1,283	\$4,919	\$457

## AVERAGE AGE

Age Group	Westfield Albany	Auckland Region
0 - 14 yrs	19%	21%
15 - 19 yrs	7%	7%
20 - 29 yrs	13%	15%
30 - 39 yrs	12%	14%
40 - 49 yrs	16%	15%
50 - 59 yrs	13%	12%
60+ yrs	19%	16%

## ETHNICITY (& BIRTHPLACE)

Westfield Albany		Auckland Region
NZ BORN 57%		61%
ETHNICITY	European	70%
	Maori	5%
	Pacific	2%
	Asian	20%
	MELAA	2%
	Other	1%
	61%	

## 2016 Key Statistics

Number of Retailers

146

Gross Lettable Area Sq M

53,384

Retail Sales (\$ million incl GST)

\$401.8

Annual Customer Visits (million)

8.8

Majors

New World  
Farmers  
The Warehouse  
Kmart  
Event Cinemas

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Sources: Marcoplan Dimasi, NZ Department of Statistics (incl. Census 2013), Marketview

WESTFIELD ALBANY MAIN TRADE AREA	Primary Trade Area	Secondary Trade Area	Main Trade Area	Tertiary Trade Area	Total Trade Area	Auckland Region	New Zealand
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#### Forecast Population

Total population 2016	99,670	114,430	214,100	168,620	382,720	1,627,470	4,692,700
Annual growth between 2016 and 2018	2.0%	2.0%	2.0%	2.0%	2.0%	2.8%	1.8%

#### Total Retail Expenditure

##### Forecast Total Expenditure 2016 (\$ million incl GST)

Total Retail Expenditure	\$1,592	\$1,734	\$3,325	\$2,751	\$6,077	\$25,065	\$68,220
Food Retail	\$530	\$627	\$1,157	\$984	\$2,141	\$8,894	\$25,563
Food Catering	\$228	\$232	\$460	\$355	\$814	\$3,539	\$8,555
DS, DDS & Discount Variety	\$106	\$135	\$240	\$199	\$440	\$1,795	\$5,784
Clothing, Footwear & Acc	\$150	\$134	\$285	\$237	\$522	\$2,088	\$5,073
Electrical, Home & General	\$522	\$551	\$1,073	\$883	\$1,956	\$8,005	\$21,253
Retail Services	\$56	\$55	\$111	\$92	\$203	\$743	\$1,992

##### Forecast Expenditure Per Person 2016 (\$ per year)

Total Retail Expenditure	\$15,968	\$15,152	\$15,532	\$16,315	\$15,877	\$15,401	\$14,537
Food Retail	\$5,316	\$5,477	\$5,402	\$5,838	\$5,594	\$5,465	\$5,447
Food Catering	\$2,288	\$2,023	\$2,146	\$2,104	\$2,128	\$2,175	\$1,823
DS, DDS & Discount Variety	\$1,061	\$1,177	\$1,123	\$1,182	\$1,149	\$1,103	\$1,232
Clothing, Footwear & Acc	\$1,506	\$1,175	\$1,329	\$1,406	\$1,363	\$1,283	\$1,081
Electrical, Home & General	\$5,234	\$4,818	\$5,012	\$5,238	\$5,112	\$4,919	\$4,529
Retail Services	\$563	\$482	\$519	\$547	\$532	\$457	\$425

#### Income (Census 2013)

Income per household	\$99,157	\$88,013	\$92,848	\$92,986	\$92,856	\$90,799	\$81,587
% Vs. NZ Average	21.5%	7.9%	13.8%	14.0%	13.8%	11.3%	na
% Vs. Auckland Region Average	9.2%	(3.1%)	2.3%	2.4%	2.3%	na	(10.1%)
Income per person	\$32,886	\$31,531	\$32,157	\$33,246	\$32,640	\$30,135	\$29,812
% Vs. NZ Average	10.3%	5.8%	7.9%	11.5%	9.5%	1.1%	na
% Vs. Auckland Region Average	9.1%	4.6%	6.7%	10.3%	8.3%	na	(1.1%)

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#### Profile (Census 2013)

##### Household Type

Average household size	3.0	2.8	2.9	2.8	2.8	3.0	2.7
Couple with children	45%	36%	40%	36%	38%	38%	32%
Single parent with children	11%	12%	11%	12%	12%	15%	14%
Couple without children	31%	32%	31%	32%	32%	28%	31%
Lone person	14%	20%	17%	20%	19%	19%	24%

##### Home Ownership

Owner / Purchaser	65%	63%	64%	62%	63%	55%	59%
Renting	35%	37%	36%	38%	37%	45%	41%

##### Age

Average Age	36.8	38.4	37.6	37.7	37.7	35.5	37.3
Aged 0-14	19%	19%	19%	20%	20%	21%	20%
Aged 15-19	8%	7%	7%	7%	7%	7%	7%
Aged 20-29	13%	12%	13%	12%	12%	15%	13%
Aged 30-39	12%	13%	12%	13%	13%	14%	12%
Aged 40-49	17%	15%	16%	15%	16%	15%	14%
Aged 50-59	14%	13%	13%	13%	13%	12%	13%
Aged 60+	17%	21%	19%	20%	20%	16%	20%

##### Ethnicity

European	70%	69%	70%	72%	71%	54%	67%
Maori	4%	6%	5%	8%	7%	10%	13%
Pacific	2%	3%	2%	5%	3%	13%	7%
Asian	21%	19%	20%	12%	16%	21%	11%
MELAA	2%	2%	2%	1%	2%	2%	1%
Other	1%	1%	1%	2%	1%	1%	2%

##### Birthplace

NZ born	53%	60%	57%	68%	62%	61%	75%
Born Elsewhere	47%	40%	43%	32%	38%	39%	25%

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