

WESTFIELD MANUKAU MAIN TRADE AREA

DEMOGRAPHICS FEBRUARY 2017

SCENTRE GROUP

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

POPULATION 2016

282,450

1.9% Annual growth 2016 to 2018
Auckland Region 2.8%

INCOME

\$83,665 INCOME PER HOUSEHOLD
-8% vs. Auckland Region
\$90,799

\$23,154 INCOME PER PERSON
-23% vs. Auckland Region
\$30,135

48% Home Owner / Purchase
55% Auckland Region
3.6 Average Household Size
3.0 Auckland Region

HOUSEHOLD TYPE

64% Family Households 36% Singles / Couples

41% 23% 23% 13%

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

FORECAST TOTAL EXPENDITURE 2016

2016 TOTAL **\$3.43 bn**

2016 PER PERSON **\$12,138**

-21%
% 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	39%	14%	8%	7%	29%	2%
Total Expenditure (\$ bn)	\$1.35	\$0.48	\$0.28	\$0.24	\$1.01	\$0.07
Per Person (\$ per year)	\$4,782	\$1,688	\$976	\$855	\$3,579	\$258
% vs. Auckland Region	-12%	-22%	-12%	-33%	-27%	-44%
Auckland Region	\$5,465	\$2,175	\$1,103	\$1,283	\$4,919	\$457

Total Expenditure (\$ bn)

Per Person (\$ per year)

AVERAGE AGE

32.3 yrs Auckland Region 35.5

0 - 14 yrs	26%	21%
15 - 19 yrs	8%	7%
20 - 29 yrs	15%	15%
30 - 39 yrs	13%	14%
40 - 49 yrs	13%	15%
50 - 59 yrs	11%	12%
60+ yrs	13%	16%

ETHNICITY (& BIRTHPLACE)

ETHNICITY		Auckland Region
NZ BORN 61%		61%
European	30%	54%
Maori	17%	10%
Pacific	30%	13%
Asian	21%	21%
MELAA	1%	2%
Other	1%	1%

2016 Key Statistics

Number of Retailers

196

Gross Lettable Area Sq M

45,408

Retail Sales (\$ million incl GST)

\$278.1

Annual Customer Visits (million)

8.4

Majors

Countdown
Farmers
The Warehouse
Kmart
Event Cinemas

Please note Scentre Shopping Centre Management (NZ) Limited (Licensed Real Estate Agent under the Real Estate Act 2008) and its Related Companies (as that term is defined in the Companies Act 1993) and their employees and agents (Scentre Group) gives notice that: 1. Each particular of information contained in this document is provided in good faith and is believed to be correct as at February 2017. However, you should not rely on any of them as a statement or representation as to the profitability of the centre or any premises. 2. This document does not constitute any offer, warranty or representation as to the profitability of the centre or any premises. 3. Any forecasts referred to in this document may be affected by a number of unforeseen circumstances. No assurances can be given that these forecasts will be achieved. 4. You are strongly recommended to obtain your own legal, business and financial advice in relation to your involvement in the centre. You should not act on any information supplied to you in this document without first obtaining that advice. Except for any liability which cannot by law be excluded, Scentre Group is not liable or otherwise responsible for any loss or damage (whether from negligence or otherwise) suffered as a result of any decision that you may make to act on the information contained in this document.

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

WESTFIELD MANUKAU 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	111,410	171,040	282,450	138,790	421,240	1,627,470	4,692,700
Annual growth between 2016 and 2018	1.2%	2.3%	1.9%	2.0%	1.9%	2.8%	1.8%

Total Retail Expenditure

Forecast Total Expenditure 2016 (\$ million incl GST)

Total Retail Expenditure	\$1,371	\$2,058	\$3,428	\$1,996	\$5,424	\$25,065	\$68,220
Food Retail	\$546	\$805	\$1,351	\$698	\$2,048	\$8,894	\$25,563
Food Catering	\$188	\$289	\$477	\$263	\$740	\$3,539	\$8,555
DS, DDS & Discount Variety	\$114	\$161	\$276	\$161	\$437	\$1,795	\$5,784
Clothing, Footwear & Acc	\$94	\$148	\$241	\$144	\$386	\$2,088	\$5,073
Electrical, Home & General	\$398	\$613	\$1,011	\$683	\$1,694	\$8,005	\$21,253
Retail Services	\$31	\$42	\$73	\$46	\$119	\$743	\$1,992

Forecast Expenditure Per Person 2016 (\$ per year)

Total Retail Expenditure	\$12,302	\$12,030	\$12,138	\$14,378	\$12,876	\$15,401	\$14,537
Food Retail	\$4,902	\$4,704	\$4,782	\$5,028	\$4,863	\$5,465	\$5,447
Food Catering	\$1,686	\$1,689	\$1,688	\$1,898	\$1,757	\$2,175	\$1,823
DS, DDS & Discount Variety	\$1,028	\$942	\$976	\$1,161	\$1,037	\$1,103	\$1,232
Clothing, Footwear & Acc	\$842	\$864	\$855	\$1,038	\$915	\$1,283	\$1,081
Electrical, Home & General	\$3,571	\$3,585	\$3,579	\$4,918	\$4,020	\$4,919	\$4,529
Retail Services	\$275	\$247	\$258	\$335	\$283	\$457	\$425

Income (Census 2013)

Income per household	\$84,363	\$83,191	\$83,665	\$86,478	\$84,702	\$90,799	\$81,587
% Vs. NZ Average	3.4%	2.0%	2.5%	6.0%	3.8%	11.3%	na
% Vs. Auckland Region Average	(7.1%)	(8.4%)	(7.9%)	(4.8%)	(6.7%)	na	(10.1%)
Income per person	\$23,129	\$23,170	\$23,154	\$26,375	\$24,225	\$30,135	\$29,812
% Vs. NZ Average	(22.4%)	(22.3%)	(22.3%)	(11.5%)	(18.7%)	1.1%	na
% Vs. Auckland Region Average	(23.2%)	(23.1%)	(23.2%)	(12.5%)	(19.6%)	na	(1.1%)

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Profile (Census 2013)

Household Type

Average household size	3.6	3.6	3.6	3.3	3.5	3.0	2.7
Couple with children	41%	40%	41%	40%	40%	38%	32%
Single parent with children	24%	23%	23%	18%	21%	15%	14%
Couple without children	23%	23%	23%	26%	24%	28%	31%
Lone person	12%	14%	13%	16%	14%	19%	24%

Home Ownership

Owner / Purchaser	50%	48%	48%	53%	50%	55%	59%
Renting	50%	52%	52%	47%	50%	45%	41%

Age

Average Age	31.8	32.5	32.3	34.3	32.9	35.5	37.3
Aged 0-14	27%	26%	26%	25%	26%	21%	20%
Aged 15-19	8%	8%	8%	8%	8%	7%	7%
Aged 20-29	15%	16%	15%	13%	14%	15%	13%
Aged 30-39	13%	13%	13%	12%	13%	14%	12%
Aged 40-49	13%	13%	13%	15%	14%	15%	14%
Aged 50-59	11%	11%	11%	12%	11%	12%	13%
Aged 60+	12%	14%	13%	16%	14%	16%	20%

Ethnicity

European	29%	30%	30%	46%	35%	54%	67%
Maori	20%	16%	17%	13%	16%	10%	13%
Pacific	29%	31%	30%	22%	28%	13%	7%
Asian	20%	22%	21%	17%	20%	21%	11%
MELAA	2%	1%	1%	1%	1%	2%	1%
Other	1%	1%	1%	1%	1%	1%	2%

Birthplace

NZ born	62%	60%	61%	65%	62%	61%	75%
Born Elsewhere	38%	40%	39%	35%	38%	39%	25%

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