

# WESTFIELD NEWMARKET MAIN TRADE AREA

DEMOGRAPHICS FEBRUARY 2017

SCENTRE GROUP

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

## POPULATION 2016

306,830

**2.0%** Annual growth 2016 to 2018  
Auckland Region 2.8%

## INCOME

**\$99,447** INCOME PER HOUSEHOLD  
+10% vs. Auckland Region  
\$90,799

**\$36,582** INCOME PER PERSON  
+21% vs. Auckland Region  
\$30,135

**44%** Home Owner / Purchase  
55% Auckland Region  
**2.7** Average Household Size  
3.0 Auckland Region

## HOUSEHOLD TYPE

43% Family Households 57% Singles / Couples

32% 10% 31% 26%

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

## FORECAST TOTAL EXPENDITURE 2016

**2016 TOTAL** **\$5.59 bn**

**2016 PER PERSON** **\$18,229**  
(\$ per year)

+18%  
% 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	31%	16%	6%	10%	32%	4%
Total Expenditure (\$ bn)	\$1.76	\$0.90	\$0.33	\$0.58	\$1.81	\$0.21
Per Person (\$ per year)	\$5,738	\$2,945	\$1,074	\$1,897	\$5,897	\$677
% vs. Auckland Region	+5%	+35%	-3%	+48%	+20%	+48%
Auckland Region	\$5,465	\$2,175	\$1,103	\$1,283	\$4,919	\$457

## 2016 Key Statistics

### Number of Retailers

112

### Gross Lettable Area Sq M

31,592

### Retail Sales (\$ million incl GST)

\$148.3

### Annual Customer Visits (million)

5.0

## AVERAGE AGE

35.8 yrs Auckland Region 35.5

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

## ETHNICITY (& BIRTHPLACE)

ETHNICITY		Auckland Region
NZ BORN 60%		61%
European	62%	54%
Maori	6%	10%
Pacific	6%	13%
Asian	23%	21%
MELAA	2%	2%
Other	1%	1%

### Majors

Countdown
Farmers
The Warehouse
Kmart
Cinema

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

WESTFIELD NEWMARKET 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	119,540	187,290	306,830	227,000	533,830	1,627,470	4,692,700
Annual growth between 2016 and 2018	1.9%	2.1%	2.0%	1.8%	1.9%	2.8%	1.8%

#### Total Retail Expenditure

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

Total Retail Expenditure	\$2,481	\$3,112	\$5,593	\$3,276	\$8,870	\$25,065	\$68,220
Food Retail	\$747	\$1,013	\$1,761	\$1,171	\$2,931	\$8,894	\$25,563
Food Catering	\$375	\$529	\$904	\$483	\$1,387	\$3,539	\$8,555
DS, DDS & Discount Variety	\$128	\$202	\$329	\$239	\$569	\$1,795	\$5,784
Clothing, Footwear & Acc	\$263	\$319	\$582	\$290	\$872	\$2,088	\$5,073
Electrical, Home & General	\$871	\$939	\$1,809	\$994	\$2,803	\$8,005	\$21,253
Retail Services	\$97	\$111	\$208	\$99	\$307	\$743	\$1,992

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

Total Retail Expenditure	\$20,753	\$16,618	\$18,229	\$14,434	\$16,615	\$15,401	\$14,537
Food Retail	\$6,253	\$5,410	\$5,738	\$5,158	\$5,491	\$5,465	\$5,447
Food Catering	\$3,138	\$2,822	\$2,945	\$2,128	\$2,598	\$2,175	\$1,823
DS, DDS & Discount Variety	\$1,068	\$1,077	\$1,074	\$1,054	\$1,065	\$1,103	\$1,232
Clothing, Footwear & Acc	\$2,200	\$1,704	\$1,897	\$1,278	\$1,634	\$1,283	\$1,081
Electrical, Home & General	\$7,285	\$5,011	\$5,897	\$4,378	\$5,251	\$4,919	\$4,529
Retail Services	\$808	\$593	\$677	\$437	\$575	\$457	\$425

#### Income (Census 2013)

Income per household	\$104,832	\$95,951	\$99,447	\$89,379	\$95,441	\$90,799	\$81,587
% Vs. NZ Average	28.5%	17.6%	21.9%	9.6%	17.0%	11.3%	na
% Vs. Auckland Region Average	15.5%	5.7%	9.5%	(1.6%)	5.1%	na	(10.1%)
Income per person	\$37,586	\$35,918	\$36,582	\$29,449	\$33,484	\$30,135	\$29,812
% Vs. NZ Average	26.1%	20.5%	22.7%	(1.2%)	12.3%	1.1%	na
% Vs. Auckland Region Average	24.7%	19.2%	21.4%	(2.3%)	11.1%	na	(1.1%)

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#### Profile (Census 2013)

##### Household Type

Average household size	2.8	2.7	2.7	3.0	2.9	3.0	2.7
Couple with children	35%	30%	32%	38%	34%	38%	32%
Single parent with children	10%	11%	10%	15%	13%	15%	14%
Couple without children	31%	31%	31%	28%	30%	28%	31%
Lone person	24%	28%	26%	19%	23%	19%	24%

##### Home Ownership

Owner / Purchaser	48%	42%	44%	50%	47%	55%	59%
Renting	52%	58%	56%	50%	53%	45%	41%

##### Age

Average Age	37.3	34.9	35.8	35.4	35.7	35.5	37.3
Aged 0-14	17%	16%	16%	20%	18%	21%	20%
Aged 15-19	7%	6%	7%	7%	7%	7%	7%
Aged 20-29	16%	22%	20%	16%	18%	15%	13%
Aged 30-39	13%	17%	16%	15%	15%	14%	12%
Aged 40-49	15%	14%	15%	14%	14%	15%	14%
Aged 50-59	13%	11%	12%	12%	12%	12%	13%
Aged 60+	18%	13%	15%	16%	16%	16%	20%

##### Ethnicity

European	65%	61%	62%	46%	55%	54%	67%
Maori	5%	6%	6%	8%	7%	10%	13%
Pacific	3%	7%	6%	15%	10%	13%	7%
Asian	25%	23%	23%	27%	25%	21%	11%
MELAA	2%	2%	2%	2%	2%	2%	1%
Other	1%	1%	1%	1%	1%	1%	2%

##### Birthplace

NZ born	61%	59%	60%	56%	58%	61%	75%
Born Elsewhere	39%	41%	40%	44%	42%	39%	25%

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