

# WESTFIELD RICCARTON MAIN TRADE AREA

DEMOGRAPHICS FEBRUARY 2017

# SCENTRE GROUP

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

## POPULATION 2016

368,800

**1.6%** Annual growth 2016 to 2018  
Greater Christchurch 2.1%

## INCOME

**\$86,580** INCOME PER HOUSEHOLD  
+1% vs. Greater Christchurch  
\$85,333

**\$32,307** INCOME PER PERSON  
+2% vs. Greater Christchurch  
\$31,811

**60%** Home Owner / Purchase  
63% Greater Christchurch  
**2.7** Average Household Size  
2.7 Greater Christchurch

## HOUSEHOLD TYPE

42% Family Households 58% Singles / Couples

31% 12% 32% 25%

Couple with children	Single parent with children	Couple without children	Lone Person
31%	12%	33%	24%
Greater Christchurch			

## FORECAST TOTAL EXPENDITURE 2016

**2016 TOTAL** **\$5.73 bn**

**2016 PER PERSON** **\$15,544**

+2%  
% vs. Greater Christchurch  
\$15,249



RETAIL CATEGORY FORECAST EXPENDITURE	Food Retail	Food Catering	DS, DDS & Discount Variety	Clothing, Footwear & Acc	Electrical, Home & General	Retail Services
% of Total Retail Expenditure	36%	13%	9%	7%	32%	3%
Total Expenditure (\$ bn)	\$2.06	\$0.73	\$0.52	\$0.43	\$1.83	\$0.17
Per Person (\$ per year)	\$5,576	\$1,977	\$1,399	\$1,164	\$4,960	\$468
% vs. Greater Christchurch	-0%	+5%	-2%	+5%	+3%	+4%
Greater Christchurch	\$5,587	\$1,886	\$1,422	\$1,109	\$4,795	\$450

## AVERAGE AGE

37.9 yrs Greater Christchurch 38.1

0 - 14 yrs	18%	19%
15 - 19 yrs	7%	7%
20 - 29 yrs	15%	13%
30 - 39 yrs	13%	12%
40 - 49 yrs	15%	15%
50 - 59 yrs	13%	14%
60+ yrs	20%	20%

## ETHNICITY (& BIRTHPLACE)

Greater Christchurch

ETHNICITY		NZ BORN	Greater Christchurch
NZ BORN		77%	79%
European	79%	80%	
Maori	7%	8%	
Pacific	2%	2%	
Asian	9%	7%	
MELAA	1%	1%	
Other	2%	2%	

## 2016 Key Statistics

Number of Retailers

197

Gross Lettable Area Sq M

55,690

Retail Sales (\$ million incl GST)

\$536.5

Annual Customer Visits (million)

15.8

Majors

Pak n Save

Farmers

The Warehouse

Kmart

Hoyts Cinema

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

WESTFIELD RICCARTON MAIN TRADE AREA	Primary Trade Area	Secondary Trade Area	Main Trade Area	Tertiary Trade Area	Total Trade Area	Greater Christchurch	New Zealand
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#### Forecast Population

Total population 2016	103,860	264,940	368,800	107,590	476,390	489,000	4,692,700
Annual growth between 2016 and 2018	1.1%	1.7%	1.6%	2.2%	1.7%	2.1%	1.8%

#### Total Retail Expenditure

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

Total Retail Expenditure	\$1,509	\$4,224	\$5,733	\$1,539	\$7,271	\$7,457	\$68,220
Food Retail	\$544	\$1,513	\$2,056	\$603	\$2,660	\$2,732	\$25,563
Food Catering	\$206	\$523	\$729	\$175	\$904	\$922	\$8,555
DS, DDS & Discount Variety	\$127	\$389	\$516	\$162	\$678	\$696	\$5,784
Clothing, Footwear & Acc	\$108	\$321	\$429	\$101	\$530	\$542	\$5,073
Electrical, Home & General	\$479	\$1,350	\$1,829	\$455	\$2,284	\$2,345	\$21,253
Retail Services	\$45	\$128	\$173	\$43	\$215	\$220	\$1,992

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

Total Retail Expenditure	\$14,530	\$15,941	\$15,544	\$14,300	\$15,263	\$15,249	\$14,537
Food Retail	\$5,235	\$5,710	\$5,576	\$5,606	\$5,583	\$5,587	\$5,447
Food Catering	\$1,986	\$1,973	\$1,977	\$1,624	\$1,897	\$1,886	\$1,823
DS, DDS & Discount Variety	\$1,226	\$1,467	\$1,399	\$1,510	\$1,424	\$1,422	\$1,232
Clothing, Footwear & Acc	\$1,041	\$1,212	\$1,164	\$934	\$1,112	\$1,109	\$1,081
Electrical, Home & General	\$4,612	\$5,097	\$4,960	\$4,228	\$4,795	\$4,795	\$4,529
Retail Services	\$431	\$483	\$468	\$398	\$452	\$450	\$425

#### Income (Census 2013)

Income per household	\$85,126	\$87,101	\$86,580	\$80,917	\$85,322	\$85,333	\$81,587
% Vs. NZ Average	4.3%	6.8%	6.1%	(0.8%)	4.6%	4.6%	na
% Vs. Greater Christchurch Average	(0.2%)	2.1%	1.5%	(5.2%)	(0.0%)	na	(4.4%)
Income per person	\$30,427	\$33,041	\$32,307	\$30,113	\$31,826	\$31,811	\$29,812
% Vs. NZ Average	2.1%	10.8%	8.4%	1.0%	6.8%	6.7%	na
% Vs. Greater Christchurch Average	(4.4%)	3.9%	1.6%	(5.3%)	0.0%	na	(6.3%)

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#### Profile (Census 2013)

##### Household Type

Average household size	2.8	2.6	2.7	2.7	2.7	2.7	2.7
Couple with children	30%	31%	31%	32%	31%	31%	32%
Single parent with children	12%	11%	12%	14%	12%	12%	14%
Couple without children	33%	32%	32%	32%	32%	33%	31%
Lone person	25%	25%	25%	23%	25%	24%	24%

##### Home Ownership

Owner / Purchaser	57%	62%	60%	71%	63%	63%	59%
Renting	43%	38%	40%	29%	37%	37%	41%

##### Age

Average Age	36.9	38.3	37.9	38.6	38.1	38.1	37.3
Aged 0-14	16%	19%	18%	20%	19%	19%	20%
Aged 15-19	8%	7%	7%	7%	7%	7%	7%
Aged 20-29	19%	13%	15%	10%	14%	13%	13%
Aged 30-39	13%	13%	13%	12%	12%	12%	12%
Aged 40-49	13%	15%	15%	16%	15%	15%	14%
Aged 50-59	12%	14%	13%	14%	13%	14%	13%
Aged 60+	19%	20%	20%	21%	20%	20%	20%

##### Ethnicity

European	73%	81%	79%	83%	80%	80%	67%
Maori	6%	8%	7%	9%	8%	8%	13%
Pacific	3%	2%	2%	2%	2%	2%	7%
Asian	15%	7%	9%	3%	7%	7%	11%
MELAA	1%	1%	1%	0%	1%	1%	1%
Other	2%	2%	2%	2%	2%	2%	2%

##### Birthplace

NZ born	73%	79%	77%	84%	79%	79%	75%
Born Elsewhere	27%	21%	23%	16%	21%	21%	25%

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