

WESTFIELD ST LUKES MAIN TRADE AREA

DEMOGRAPHICS FEBRUARY 2017

SCENTRE GROUP

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

POPULATION 2016

226,370

1.5% Annual growth 2016 to 2018
Auckland Region 2.8%

INCOME

INCOME PER HOUSEHOLD \$94,718
+4% vs. Auckland Region
\$90,799

INCOME PER PERSON \$31,600
+5% vs. Auckland Region
\$30,135

47% Home Owner / Purchase
55% Auckland Region
3.0 Average Household Size
3.0 Auckland Region

HOUSEHOLD TYPE

52% Family Households 48% Singles / Couples

38% 14% 28% 21%

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

FORECAST TOTAL EXPENDITURE 2016

2016 TOTAL \$3.51 bn

2016 PER PERSON \$15,497

+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	34%	16%	8%	9%	30%	3%
Total Expenditure (\$ bn)	\$1.19	\$0.56	\$0.27	\$0.33	\$1.05	\$0.12
Per Person (\$ per year)	\$5,255	\$2,490	\$1,171	\$1,449	\$4,623	\$509
% vs. Auckland Region	-4%	+14%	+6%	+13%	-6%	+11%
Auckland Region	\$5,465	\$2,175	\$1,103	\$1,283	\$4,919	\$457

AVERAGE AGE 34.8 yrs

Auckland Region 35.5

0 - 14 yrs	19%	21%
15 - 19 yrs	7%	7%
20 - 29 yrs	18%	15%
30 - 39 yrs	16%	14%
40 - 49 yrs	15%	15%
50 - 59 yrs	12%	12%
60+ yrs	14%	16%

ETHNICITY (& BIRTHPLACE)

Auckland Region

NZ BORN 57%		61%	
ETHNICITY	European	49%	54%
	Maori	7%	10%
	Pacific	12%	13%
	Asian	29%	21%
	MELAA	2%	2%
	Other	1%	1%

2016 Key Statistics

Number of Retailers

180

Gross Lettable Area Sq M

39,851

Retail Sales (\$ million incl GST)

\$347.8

Annual Customer Visits (million)

8.5

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 ST LUKES 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	58,170	168,200	226,370	181,430	407,800	1,627,470	4,692,700
Annual growth between 2016 and 2018	1.3%	1.6%	1.5%	2.5%	2.0%	2.8%	1.8%

Total Retail Expenditure

Forecast Total Expenditure 2016 (\$ million incl GST)

Total Retail Expenditure	\$873	\$2,635	\$3,508	\$2,824	\$6,332	\$25,065	\$68,220
Food Retail	\$300	\$890	\$1,189	\$957	\$2,146	\$8,894	\$25,563
Food Catering	\$142	\$422	\$564	\$443	\$1,006	\$3,539	\$8,555
DS, DDS & Discount Variety	\$73	\$192	\$265	\$188	\$454	\$1,795	\$5,784
Clothing, Footwear & Acc	\$80	\$248	\$328	\$243	\$572	\$2,088	\$5,073
Electrical, Home & General	\$249	\$798	\$1,047	\$909	\$1,955	\$8,005	\$21,253
Retail Services	\$29	\$86	\$115	\$84	\$199	\$743	\$1,992

Forecast Expenditure Per Person 2016 (\$ per year)

Total Retail Expenditure	\$15,002	\$15,667	\$15,497	\$15,566	\$15,527	\$15,401	\$14,537
Food Retail	\$5,156	\$5,289	\$5,255	\$5,273	\$5,263	\$5,465	\$5,447
Food Catering	\$2,441	\$2,506	\$2,490	\$2,439	\$2,467	\$2,175	\$1,823
DS, DDS & Discount Variety	\$1,252	\$1,143	\$1,171	\$1,038	\$1,112	\$1,103	\$1,232
Clothing, Footwear & Acc	\$1,381	\$1,473	\$1,449	\$1,342	\$1,401	\$1,283	\$1,081
Electrical, Home & General	\$4,279	\$4,742	\$4,623	\$5,009	\$4,795	\$4,919	\$4,529
Retail Services	\$493	\$514	\$509	\$464	\$489	\$457	\$425

Income (Census 2013)

Income per household	\$93,856	\$95,025	\$94,718	\$88,702	\$92,092	\$90,799	\$81,587
% Vs. NZ Average	15.0%	16.5%	16.1%	8.7%	12.9%	11.3%	na
% Vs. Auckland Region Average	3.4%	4.7%	4.3%	(2.3%)	1.4%	na	(10.1%)
Income per person	\$31,600	\$31,600	\$31,600	\$32,513	\$31,999	\$30,135	\$29,812
% Vs. NZ Average	6.0%	6.0%	6.0%	9.1%	7.3%	1.1%	na
% Vs. Auckland Region Average	4.9%	4.9%	4.9%	7.9%	6.2%	na	(1.1%)

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Profile (Census 2013)

Household Type

Average household size	3.0	3.0	3.0	2.7	2.9	3.0	2.7
Couple with children	36%	39%	38%	31%	35%	38%	32%
Single parent with children	15%	13%	14%	13%	13%	15%	14%
Couple without children	28%	28%	28%	30%	29%	28%	31%
Lone person	21%	21%	21%	27%	23%	19%	24%

Home Ownership

Owner / Purchaser	42%	49%	47%	48%	48%	55%	59%
Renting	58%	51%	53%	52%	52%	45%	41%

Age

Average Age	33.4	35.3	34.8	35.1	34.9	35.5	37.3
Aged 0-14	19%	19%	19%	17%	18%	21%	20%
Aged 15-19	6%	7%	7%	7%	7%	7%	7%
Aged 20-29	20%	18%	18%	20%	19%	15%	13%
Aged 30-39	18%	15%	16%	16%	16%	14%	12%
Aged 40-49	15%	15%	15%	14%	14%	15%	14%
Aged 50-59	10%	12%	12%	11%	12%	12%	13%
Aged 60+	11%	15%	14%	14%	14%	16%	20%

Ethnicity

European	52%	48%	49%	55%	52%	54%	67%
Maori	7%	6%	7%	8%	7%	10%	13%
Pacific	12%	11%	12%	10%	11%	13%	7%
Asian	25%	31%	29%	24%	27%	21%	11%
MELAA	3%	2%	2%	2%	2%	2%	1%
Other	1%	1%	1%	1%	1%	1%	2%

Birthplace

NZ born	60%	57%	57%	58%	58%	61%	75%
Born Elsewhere	40%	43%	43%	42%	42%	39%	25%

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