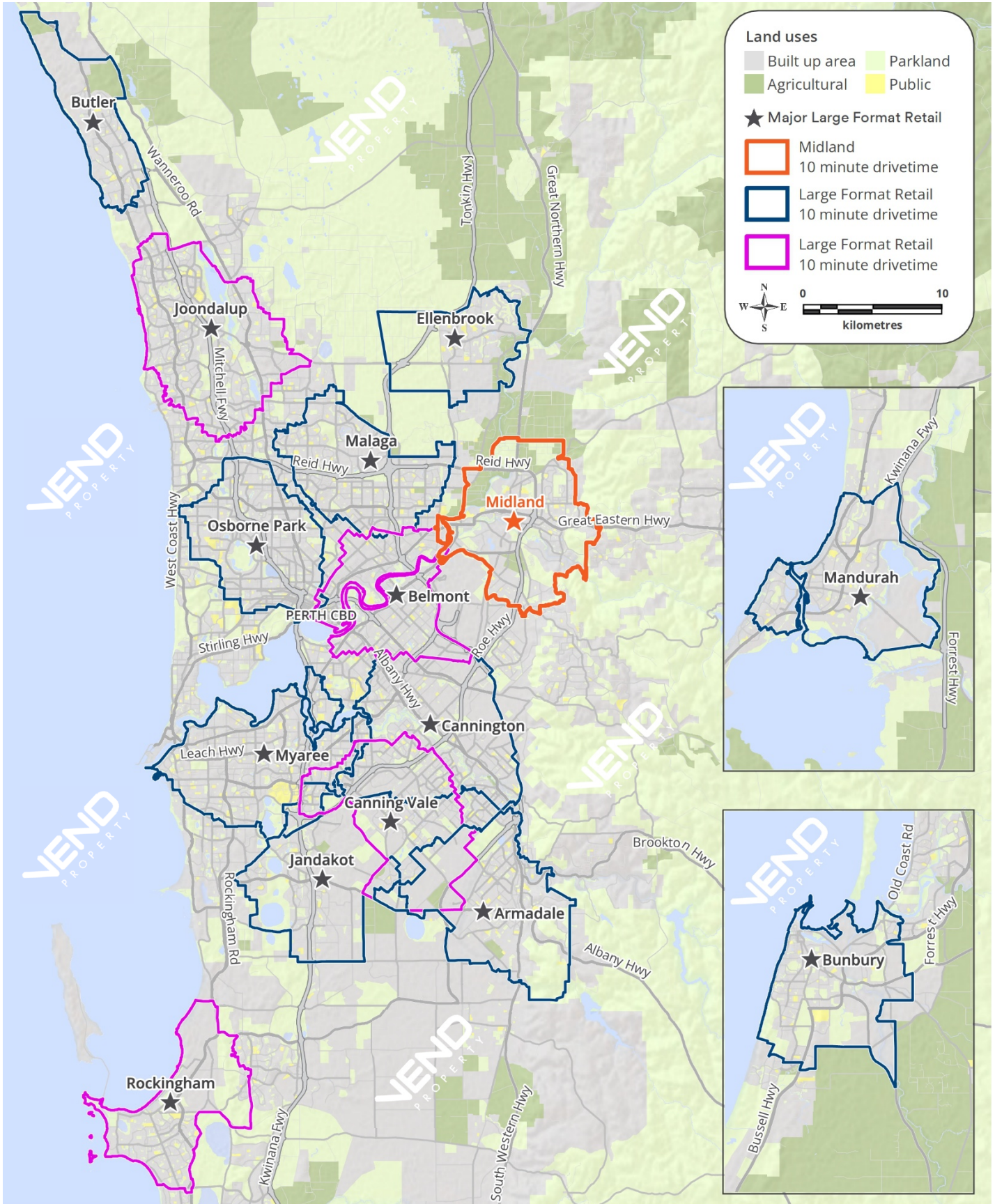


# MIDLAND, WA

CATCHMENT AREA 10 MINUTE DRIVETIME



# MIDLAND, WA

## CATCHMENT AREA CHARACTERISTICS

### DEMOGRAPHICS (2021 CENSUS)

Introduction	Midland	Perth	Australia
Usually resident population	62,086	2,116,647	25,422,788
Total private dwellings	27,405	882,376	10,852,204
• % unoccupied	8%	8%	10%
Average household size	2.39	2.52	2.54
Participation rate	63%	65%	61%
Unemployment rate	5.1%	5.3%	5.1%
White collar workers	43%	49%	51%
Age group	Midland	Perth	Australia
0-9	12%	13%	12%
10-19	12%	12%	12%
20-34	20%	21%	20%
35-49	20%	21%	20%
50-64	19%	18%	18%
65+	18%	16%	17%
Average age	40.6	39.1	40.0
Annual household income	Midland	Perth	Australia
<\$33,800	18%	16%	17%
\$33,800 - \$78,200	29%	26%	28%
\$78,200 - \$130,300	24%	24%	24%
\$130,300 - \$182,400	15%	15%	14%
>\$182,400	14%	19%	18%
Average household income	\$104,925	\$117,791	\$112,941
Variation from Australia average	-7%	4%	-
Average household loan repayment	\$23,130	\$24,984	\$25,272
% of household income	16%	16%	17%
Average household rent payment	\$17,007	\$19,468	\$20,879
% of household income	22%	20%	21%
Country of birth	Midland	Perth	Australia
Australia	74%	62%	71%
England	8%	8%	4%
New Zealand	4%	3%	2%
Philippines	2%	2%	1%
Other	13%	25%	22%
Dwelling tenure	Midland	Perth	Australia
Fully owned	30%	29%	32%
Being purchased	44%	43%	36%
Rented	26%	27%	32%
Dwelling type	Midland	Perth	Australia
Separate house	84%	78%	73%
Townhouse/semi-detached	13%	14%	13%
Apartment	3%	8%	14%
Household composition	Midland	Perth	Australia
Couples with children	29%	34%	32%
Couples without children	27%	27%	27%
One parent family	13%	11%	11%
Lone person	29%	25%	26%
Group	3%	4%	4%
Motor vehicles per dwelling	Midland	Perth	Australia
None	6%	5%	7%
One	35%	35%	37%
Two	38%	40%	37%
Three or more	22%	20%	19%

Source: Deep End Services; Australian Bureau of Statistics

### POPULATION

Measure	2016	2023	2025	2027	2029	2031
Persons	60,419	66,109	67,927	69,776	71,656	73,535
Growth no. per annum	-	813	909	925	940	940
Growth % per annum	-	1.3%	1.4%	1.4%	1.3%	1.3%

Source: Deep End Services; ABS; Government of Western Australia



### LARGE FORMAT RETAIL SPEND PER CAPITA (FY 2023) (inc. GST)

Spending category	Midland	Perth	Australia
Automotive Parts & Accessories	\$461	\$464	\$465
Coverings	\$189	\$187	\$184
Electrical	\$1,310	\$1,401	\$1,452
Furniture	\$410	\$451	\$454
Hardware & Garden	\$992	\$1,069	\$885
Homewares	\$299	\$324	\$345
Other Large Format Retail	\$519	\$552	\$479
<b>Total Large Format Retail</b>	<b>\$4,179</b>	<b>\$4,447</b>	<b>\$4,265</b>
Variation from Australia average	-2.0%	4.3%	-

Source: Deep End Services; ABS; Market Data Systems; Deloitte Access Economics



### LARGE FORMAT RETAIL MARKET SIZE (\$m) (inc. GST)

Spending category	2016	2023	2025	2027	2029	2031
Automotive Parts & Accessories	27.7	30.5	33.0	36.7	40.9	44.5
Coverings	11.7	12.5	13.5	15.0	16.6	17.7
Electrical	67.8	86.6	95.3	106.7	119.8	129.4
Furniture	25.3	27.1	29.3	32.4	35.9	38.4
Hardware & Garden	58.4	65.6	70.1	78.2	87.3	97.3
Homewares	18.4	19.7	21.4	23.6	26.2	28.0
Other Large Format Retail	31.1	34.3	36.8	40.0	43.6	46.5
<b>Total Large Format Retail</b>	<b>240.4</b>	<b>276.3</b>	<b>299.5</b>	<b>332.7</b>	<b>370.4</b>	<b>401.9</b>
Growth % per annum	-	2.0%	4.1%	5.4%	5.5%	4.2%

Source: Deep End Services; ABS; Market Data Systems; Deloitte Access Economics

