

The region and the people

Dynamic and upwardly mobile, the main trade area's resident population of 32,530 surges to ????? in the high tourism season. This regular and reliable influx contributes significantly to liquor and grocery sales all trading well above the norm.

On average, individual incomes within the primary trade area exceed the South East Queensland and national averages, and overall demographics point towards a higher level of disposable income.

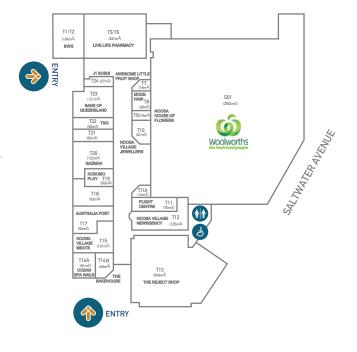


Demographics*

- Total main trade area population of 32,530.
- Local population growth forecast at 0.9% per annum to 2021
- Per capita income in the primary trade area is \$41,407.
 This is higher than the South East Queensland and Australian averages of \$38,197 and \$38,497 respectively.
- Due to the small household size of 2.0 compared to an average of 2.6, mean household income tends to be less than the regional and national averages.
- Latest Census data suggests there is a higher than average proportion of residents over the age of 50 years.
- The percentage of couples without children sits at of 42.4% in the primary trade area and 33.6% in the main trade area. This is high compared to 23.7% and 23.0% in South East Queensland and Australia respectively, and indicates a greater level of disposable income within the Noosa Village area.
- Almost 70% of residents live in their own home, which is above both the South East Queensland and national averages.
- Three quarters of the population in the main trade area were born in Australia, with a further 12.6% born in Europe.

Fast facts [continued]

- Located in a bustling retail hub of Noosaville on the Sunshine Coast, Queensland
- A very popular Woolworths covers 2,552m² and trades well in excess of benchmarks
- The 21 shops include a pharmacy, value retail, liquor store, post office, newsagency, banking, fresh and fast food, travel and fashion





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Lizzie Wheeler

^{*}Source: Location Report, September 2018. ABS Census Data 2011 and 2016 Queensland Government Statisticians Office.