

Shopping Strip Datapak

Be Informed!

*Bridge Road,
Richmond VIC 3121
– 2km Radius –*

Turning Data into Solutions



Shopping Strip Datapak

Spectrum Analysis has distilled a range of commercially relevant information into a single, easy to use package...

Featuring a Demographic Summary, a Business Summary and a detailed map, this Datapak can assist with questions about what kinds of potential customer live in the area, what kind of businesses/employees are based in the area, and how people are likely to move around within the area.

The sections of the Datapak are explained in more detail below.

Detailed Map

They say a picture is worth a thousand words and, in combination with the data of the other parts of the Datapak, this map may be worth even more. It shows certain km radius around the shopping strip from which the other data was drawn. It shows the industrial and commercial precincts, as well as schools, hospitals, parks, and residential areas. It shows more Shopping Centres and Strips, with a key to their size. It shows the major and minor roadways that people use to move around within, through, into, and out of the area.

In short, it shows just about everything you might need to help with decisions about where to open a store, or where to place fixed advertising, or any other location-related issue.

Demographic Summary

This is the place to start if you have questions like:

- 'What is the socio-economic level of this area?'
- 'Which age-groups are more prevalent?'
- 'How many people rent and how often do they change address?'

Containing detailed measures of vital population indicators including age, income, marital status/family composition, profession, ethnicity, and housing, the Demographic Summary offers valuable insights into the kind of customer that might be found in a given area. It even provides a comparison with the most relevant major city or state, so you can quickly identify

whether the area in question is above or below average on any of these indicators.

Business Summary

For any B2B type of business, the relevance of the Business Summary is clear. But it is also highly relevant to many B2C businesses, because a large proportion of people make choices about where to shop based on where they work, either by ducking out during lunch, or stopping in on the way home.

The Business Summary details the number of businesses in an area, categorised by their size and also by the industry in which they operate. Some values in the local area are compared with the averages across the state or capital city. The target area can therefore be analysed in terms of the sheer number of businesses and employees, the proportion of businesses that are white or blue collar, the proportion of employees in a given field, and even whether the area has a lot of big business or is predominantly small business.

Contact Us

To discuss costs and options, please contact Spectrum Analysis Australia on 61 3 9830 0077. Alternatively, e-mail spectrum@spectrumanalysis.com.au.

DISCLAIMER:



Major data sources used in the compilation of these datasets include the 2016 Australian Census of Population & Housing, and Australian Bureau of Statistics Publication, "8165.0 - Jun 2013 to Jun 2017 Counts of Australian Businesses, including Entries and Exits"; Released 20 Feb 2018.

Whilst every care is taken in the preparation of these datasets, Spectrum Analysis cannot guarantee the accuracy of the sources.



Shopping Strip Datapak

Bridge Road, Richmond VIC
Land Use Map - 2km Radius









LEGEND

-  2Km Radius
-  Australian Post Postcodes










Retail Strips (Quintiles) (Capital Cities Only)

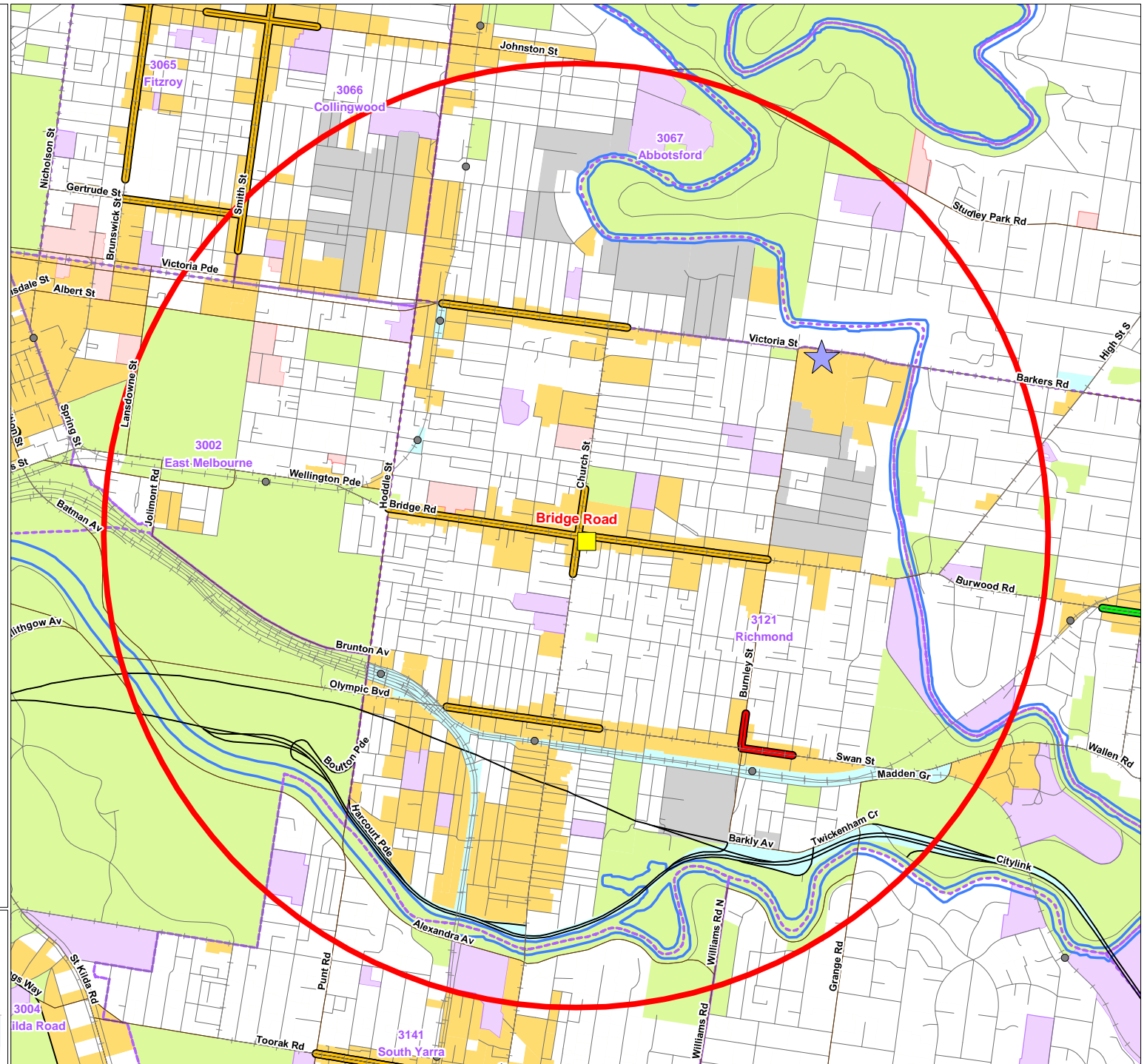
-  (Smallest)
- 
- 
- 
-  (Largest)

Shopping Centres (by Size/Type)

-  Neighbourhood
-  Sub Regional
-  Regional
-  Major Regional
-  Super Regional
-  City Centre
-  Bulky Goods
-  Other

Predominant Land Use (Zoning)

- | | |
|---|--|
|  Residential |  Industrial |
|  Agricultural |  Parkland |
|  Commercial |  Water |
|  Education |  Other |
|  Hospital/Medical | |



2016 Demographic Summary



Bridge Road, Richmond VIC

2km Radius

Category	Trade Area	Metro VIC	Category	Trade Area	Metro VIC
Residential Population	54,928	-	Occupied Dwellings	23,948	-
Age:			Building Type:		
Persons Aged 0-9	6.9%	12.6%	Separate House	12.8%	68.8%
Persons Aged 10-14	2.6%	5.7%	Semi-Detached	28.5%	16.6%
Persons Aged 15-19	3.1%	6.0%	Flat / Unit / Apartment	58.4%	14.2%
Persons Aged 20-24	8.6%	7.4%	Other	0.3%	0.4%
Persons Aged 25-34	32.6%	16.2%	Occupancy:		
Persons Aged 35-44	15.7%	14.2%	Owns Dwelling	19.8%	31.7%
Persons Aged 45-54	10.9%	13.1%	Buying Dwelling	22.0%	37.3%
Persons Aged 55-64	8.7%	10.7%	Renting Dwelling	58.2%	31.1%
Persons Aged 65+	10.9%	14.0%	Household Vehicles:		
Average Age (est):	37.3	37.6	Households with 0 Vehicles	21.4%	8.9%
Marital Status:			Households with 1 Vehicle	50.9%	36.0%
Married	29.8%	48.3%	Households with 2 Vehicles	22.4%	37.9%
Separated	2.2%	2.9%	H'holds with 3 plus Vehicles	5.2%	17.3%
Divorced	7.2%	7.5%	Internet Access:		
Widowed	2.9%	4.8%	Accessed from Dwelling	90.7%	87.7%
Never Married	57.9%	36.6%	Not Accessed from Dwelling	9.3%	12.3%
Household Type:			Birthplace:		
Two Parent Family	14.9%	34.8%	Australia	66.5%	65.7%
One Parent Family	6.3%	10.9%	England	4.3%	3.2%
Couple without Children	29.2%	25.0%	New Zealand	3.5%	1.9%
Other Family Type	1.9%	1.3%	China	3.2%	3.6%
Non-Family Household	47.7%	27.9%	India	1.3%	3.8%
Household Income:			Philippines	0.5%	1.0%
\$0 - \$399 p/w	8.2%	7.7%	Vietnam	4.0%	1.8%
\$400 - \$799 p/w	11.2%	17.4%	South Africa	0.5%	0.5%
\$800 - \$1,249 p/w	11.5%	15.8%	Other	16.2%	18.4%
\$1,250 - \$1,999 p/w	19.2%	21.5%	Language Spoken at Home:		
\$2,000 - \$2,999 p/w	20.5%	20.1%	English Only	73.4%	66.6%
\$3,000 - \$3,999 p/w	14.7%	9.3%	Chinese	6.6%	6.4%
\$4,000+ p/w	14.6%	8.3%	Indo Aryan	1.0%	4.6%
Avg H'hold Income (pa):	\$121,372	\$98,335	Arabic	0.6%	1.7%
Profession:			SE Asian & Austronesian	0.8%	1.3%
Managers	18.2%	13.3%	Other Non-English	17.7%	19.4%
Professionals	41.7%	25.2%	Religious Affiliation:		
Clerical/Admin	11.8%	14.0%	Christian	38.8%	51.2%
Community/Services	8.4%	10.5%	Islam	1.9%	4.4%
Sales	8.0%	9.9%	Buddhism	5.4%	4.1%
Technicians & Trades	6.9%	12.9%	Hinduism	1.2%	3.1%
Drivers/Machine Operators	1.4%	5.7%	Judaism	0.8%	1.0%
Labourers	3.5%	8.3%	All Other Religions	0.3%	1.5%
			No Religion / Spiritual	51.7%	34.7%

Source: ABS Census of Population and Housing 2016

Produced by Spectrum Analysis Australia Pty. Ltd. - (03) 9830 0077

Disclaimer: All care is taken to ensure correctness, but no responsibility is accepted for inaccuracies.

Indicates Trade Area value is 10-20% greater than the relevant average

Indicates Trade Area value is over 20% greater than the relevant average

Business & Employment Summary (2017)

Bridge Road, Richmond VIC

2km Radius



ANZSIC Category	Total Businesses	Non-Employing Businesses	Businesses with 1-4 Employees	Businesses with 5-19 Employees	Businesses with 20-199 Employees	Businesses with 200+ Employees	^		Average % Employing Businesses Metro VIC	
							Estimated Total Employees	Total Employing Businesses # %		
A Agriculture, Forestry and Fishing	120	92	14	9	6	0	815	28	0.7%	1.1%
B Mining	11	5	0	6	0	0	87	6	0.1%	0.1%
C Manufacturing	307	121	91	71	25	0	3,831	186	4.3%	6.4%
D Electricity, Gas, Water, Waste	24	7	11	3	2	0	466	16	0.4%	0.4%
E Construction	885	608	174	73	31	0	5,094	278	6.5%	17.4%
F Wholesale Trade	523	217	142	112	51	0	7,435	306	7.1%	6.4%
G Retail Trade	651	260	201	125	42	23	17,110	391	9.1%	8.9%
H Accommodation, Hospitality	585	164	190	178	53	0	8,371	421	9.8%	8.0%
I Transport, Postal, Warehousing	226	184	28	12	3	0	689	43	1.0%	4.3%
J Information, Media, Telecoms	270	140	78	33	19	1	3,032	130	3.0%	1.1%
K Financial and Insurance	1,133	909	171	40	5	9	6,081	225	5.2%	4.5%
L Rental, Hiring, Real Estate	1,525	1,374	120	25	5	1	2,391	151	3.5%	3.8%
M Professional, Scientific, Technical	2,153	1,076	699	259	118	0	18,527	1,076	25.1%	15.7%
N Administrative and Support	419	197	137	56	22	7	6,728	222	5.2%	4.6%
O Public Administration and Safety	26	13	9	4	0	0	116	13	0.3%	0.4%
P Education and Training	178	88	41	30	13	5	4,185	89	2.1%	1.8%
Q Health Care and Social Assistance	881	498	269	80	25	8	8,423	383	8.9%	6.9%
R Arts and Recreation	248	155	58	16	8	11	6,251	93	2.2%	1.3%
S Other Services	295	107	114	65	9	0	2,084	188	4.4%	6.1%
X Not Stated/Unknown	171	126	35	9	0	0	323	45	1.0%	0.8%
GT Total All Industries	10,630	6,341	2,583	1,205	437	65	102,038	4,290	100%	100%

Source: Australian Bureau of Statistics Publication, "8165.0 - Jun 2013 to Jun 2017 Counts of Australian Businesses, including Entries and Exits"; Released 20 Feb 2018

^ Employment numbers are estimated based on the the counts of businesses in the published size categories. They must be viewed as guides only.

NB: Highlighting indicates that the trade area is higher than the respective average by at least two percentage points in terms of Total Employing Businesses for that ANZSIC Category

Produced By: Spectrum Analysis Australia PTY LTD (03 9830 0077)

Disclaimer: All care has been taken to ensure the greatest possible degree of accuracy, but some inaccuracy is inevitable. Spectrum Analysis recommends care in the interpretation of this data, and acknowledges no responsibility for its misapplication.