

Birkdale Fair

The Trade Area

TOP CUSTOMER SEGMENTS



Green and Gold

Established families living in the outer suburbs, earning above average incomes and substantial mortgages.



Blissful Retirement

Comfortable older couples and retirees owning properties with strong retirement funds.

The Data



Household Structure

77.4%

of the main trade area are families.



Average Age

43

is the average age of residents living in the main trade area.



Home Ownership

77%

of the main trade area own their own home.



Nationality

80%

of the main trade area were born in Australia.



Household Income

\$98,956

is the average household income in the main trade area.

At Birkdale Fair Shopping Centre, we've got the basics covered! Featuring a Woolworths and 14 specialty retailers, we're here to make shopping easy and convenient. A local favourite for everyday needs.



Birkdale Fair

Anchor Retailers*

Woolworths 



Centre Data*



Annual
Traffic

1.5m



Moving Annual
Turnover (MAT)

\$75.6m



Total Gross
Lettable Area (GLA)

5,825m²



MAT Sales
Growth

0.4%



Majors

1



Specialties

14



Contact Details

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*As at December 2025