

PROPERTY REPORT · 08

Business Pulse.

What's around this address — competitors, complements, churn — for someone planning to open a business here.

1 Bearke Place, Bracken Ridge QLD 4017

SafeBuy

PROPERTY DUE DILIGENCE · BUSINESS PULSE

INPUTS Catchment & vertical

Search radius

550 m

Business type

Attractions And Activities



— pick category —

— all (or drill down) —

Pick one of our 20 vertical presets (or any leaf) to drive the map + heatmap + vertical-fit analysis.

CATCHMENT & BALANCED SCORE

Balanced approach.

Red ring is the 550 m catchment around the property (dark dot). Coloured dots are named neighbors by category. The four rings below score each dimension log-normalized against its saturation cap — same recipe Google publishes in its Custom Location Score architecture.

59 POIs

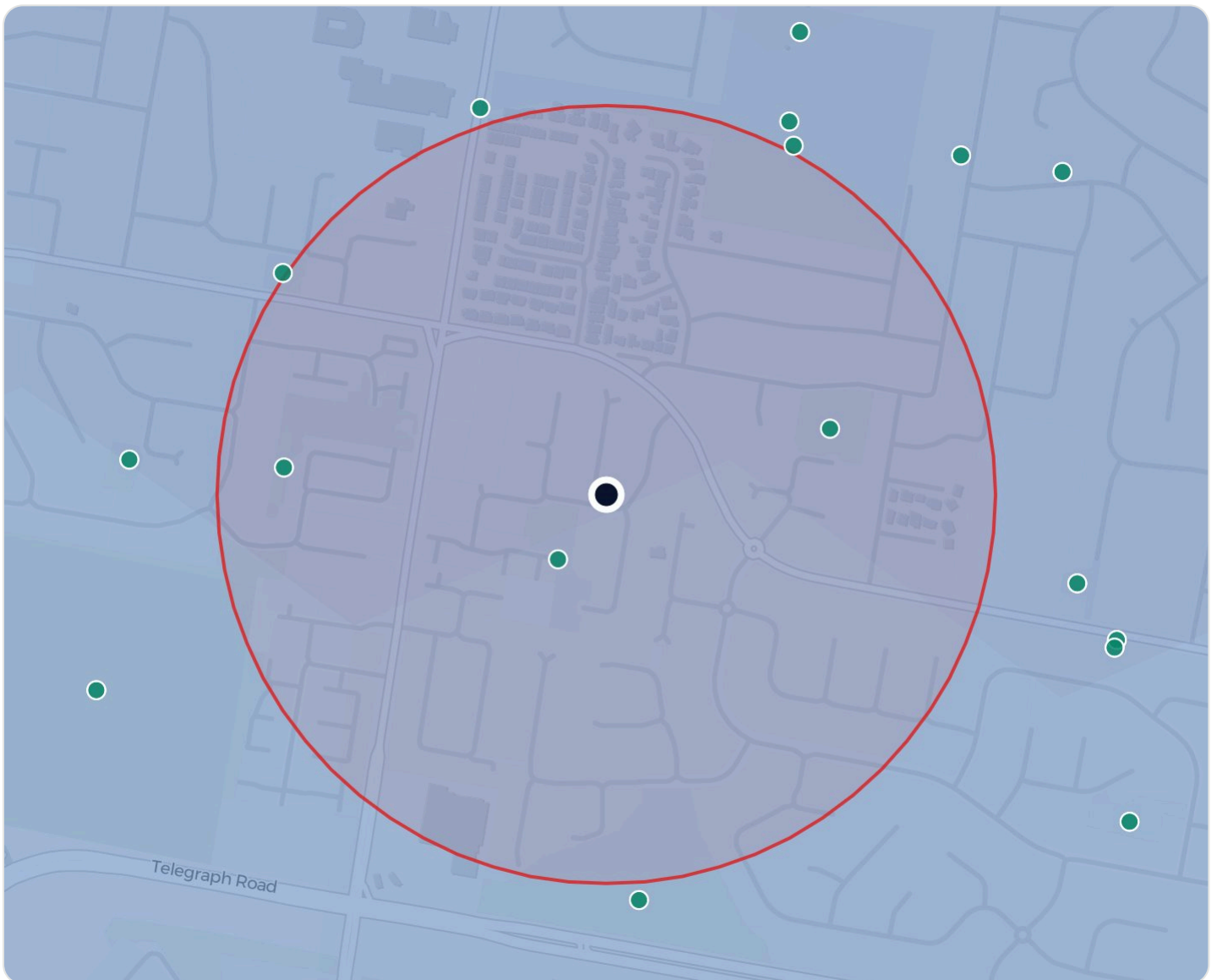
62 / km²

9.2% churn

14 ★ 4.5+

4,471 residents

Transit & parking dominant (22%)



Residents / hex · low → high ● Attractions And Activities (Overture) ● Property ○ 550 m catchment

© Mapbox · © OpenStreetMap · Kontur · Overture

BALANCED SCORE

Balanced approach fit.

Four dimensions scored 0–10, log-normalised against a saturation cap. The composite (right) weights them by the ranking preset.



Customer Reach

4,471 residents



Competition

9 places



Shops

6 places



Transportation

13 places

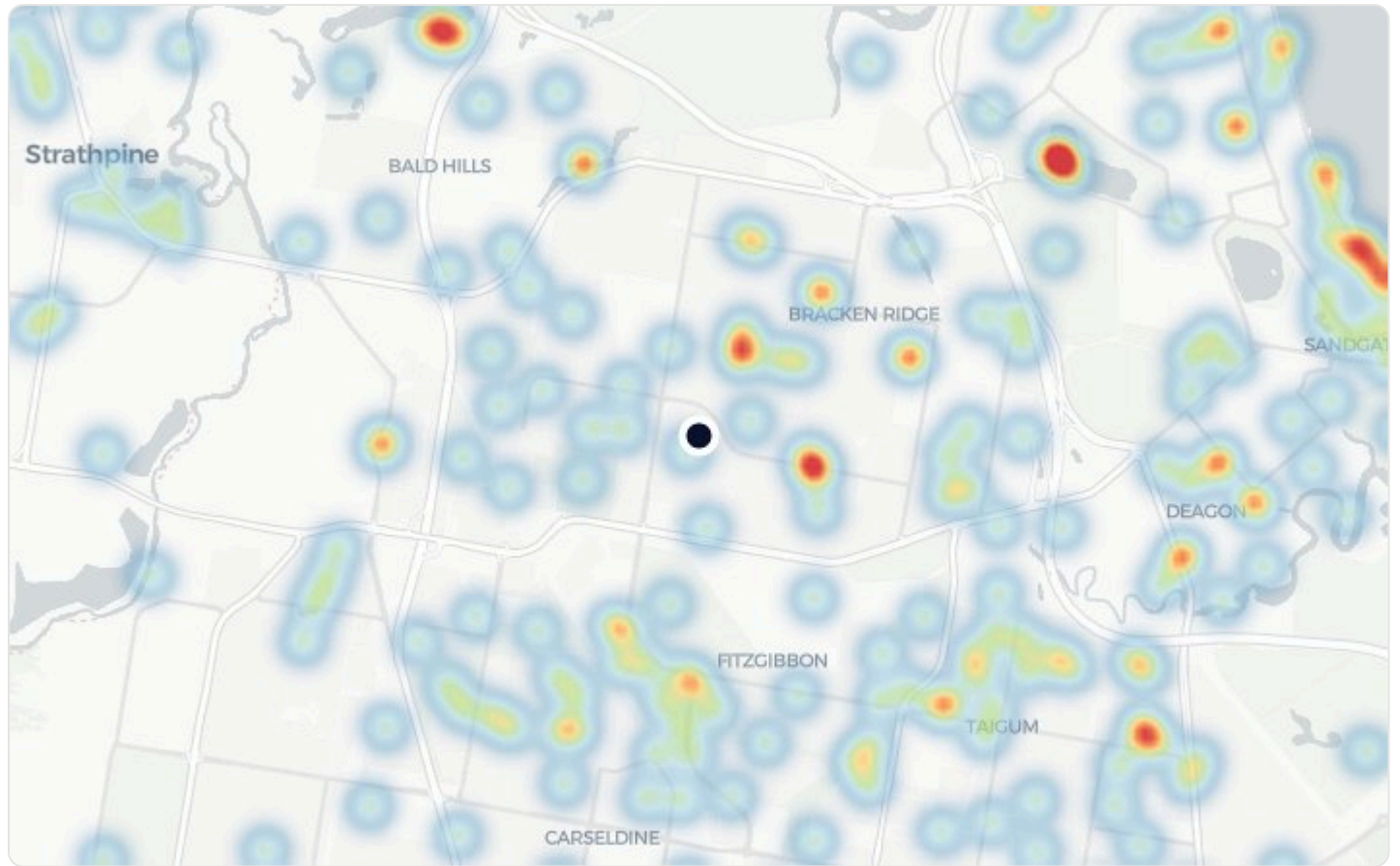


STRONG SITE

● Customer Reach	w 25%	9.1 / 10
● Competition	w 25%	6.7 / 10
● Shops	w 25%	4.9 / 10
● Transportation	w 25%	10 / 10

Where attractions and activities cluster.

City-scale density of every **attractions and activities** point of interest within ~5 km of the property, pulled from Overture Maps' open Places theme (~100M global POIs, CDLA-permissive). Pick any node in the taxonomy below — parent selections include all descendants automatically. The dark dot is the property.



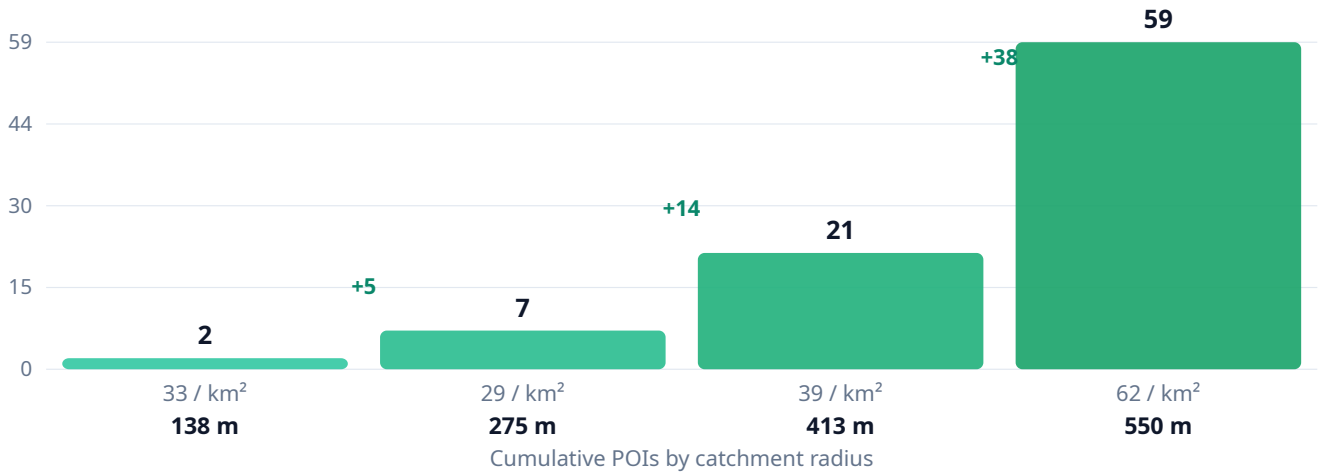
Low → High density

© Overture Maps · © OpenStreetMap

DENSITY PROFILE

How activity grows with distance.

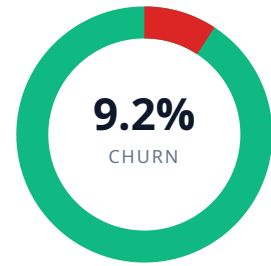
Cumulative count of operational businesses at four concentric rings around the property. The green chip between bars is the delta — how many extra POIs you pick up by stretching the radius. A flat profile means a saturated immediate area; a steep climb means the property sits at the edge of the activity.



The biggest jump in activity lands at the **550 m** ring — that's where most of the businesses in this catchment actually sit. Density is still building at the edge of your radius — try widening the slider to see if there's a bigger basin past it.

RING	CUMULATIVE	DENSITY / KM ²	DELTA VS. INNER
138 m	2	33	—
275 m	7	29	+5
413 m	21	39	+14
550 m	59	62	+38

Operating health



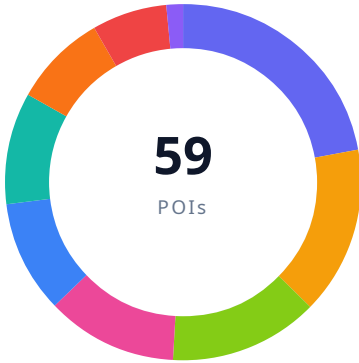
- 59 operational
- 6 closed permanently

Churn over 15 % usually flags a strip with high tenant turnover. Under 5 % is a stable catchment.

What kind of businesses are here, and how they trade.

Top: nine category groups, with each row showing total operational POIs, share of mix, and the count rated 4.0+.

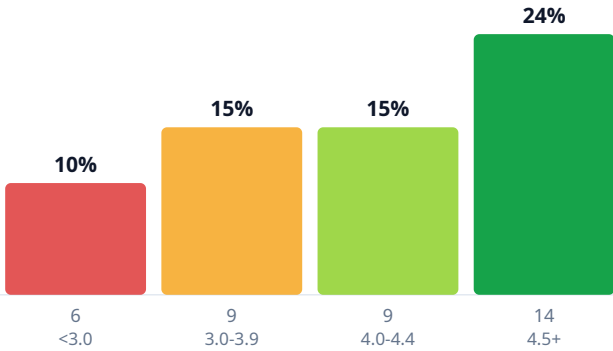
Bottom: the catchment's rating and price-tier distributions side by side.



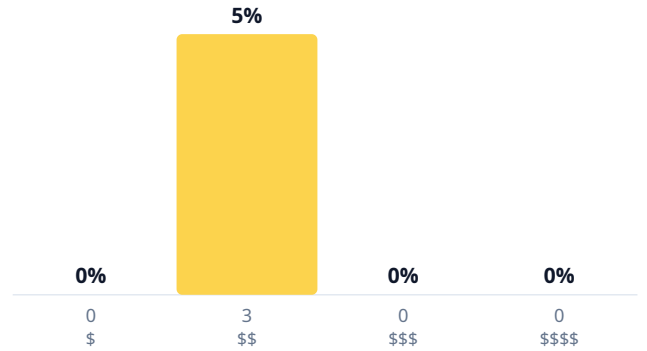
Total operational businesses across 9 category groups.

CATEGORY	TOTAL	SHARE	★ 4.0+
Transit & parking	13	22%	3 23%
Food & drink	9	15%	4 44%
Recreation & culture	8	14%	2 25%
Fitness & beauty	7	12%	6 86%
Retail	6	10%	3 50%
Everyday services	6	10%	2 33%
Hospitality	5	8%	0 0%
Health & medical	4	7%	2 50%
Education	1	2%	0 0%

Rating distribution



Price tier distribution

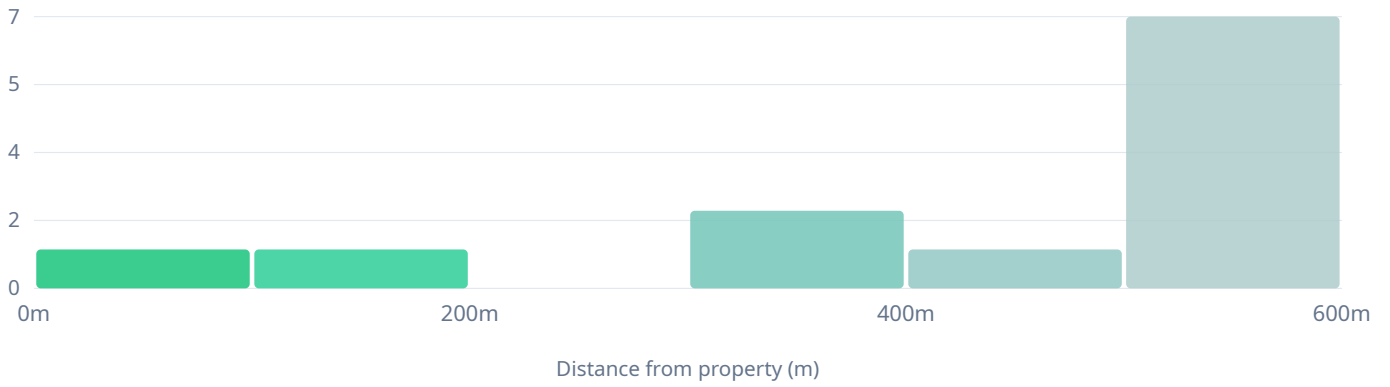


★ 4.0+ is the count of places in each category with a Google rating ≥ 4.0 — a "premier share." Rating buckets are mutually exclusive shares of total operational POIs; unrated places aren't shown. Most AU operators don't set a price tier, so price bars sum to less than 100 %.

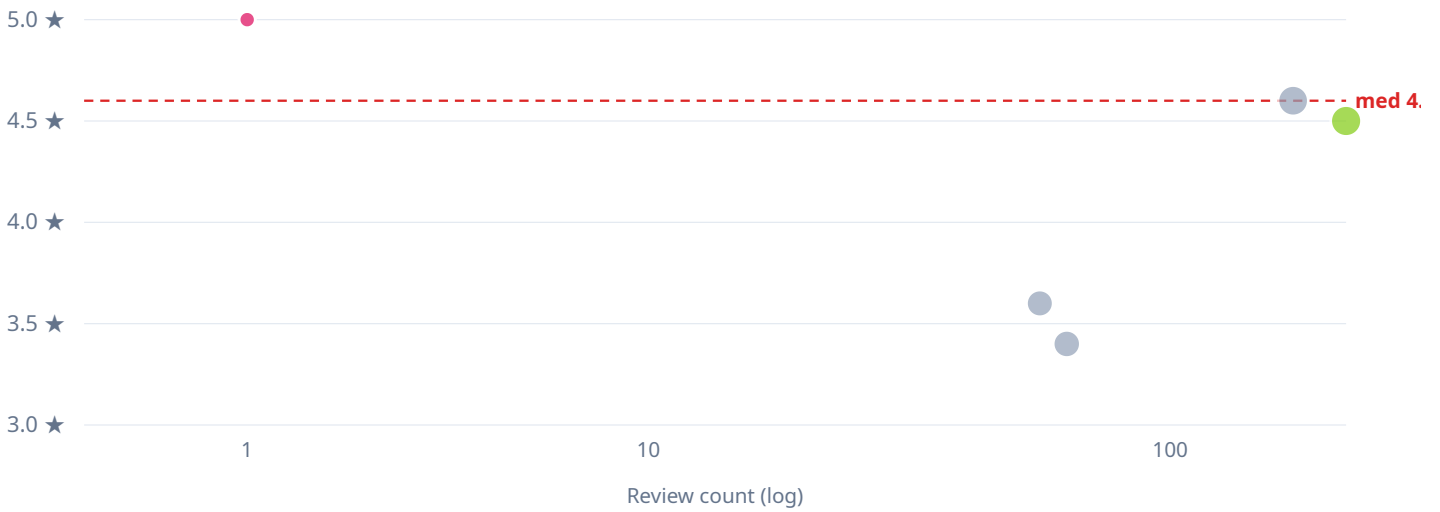
How the activity is distributed.

Top chart: distance bands from the property to each named neighbor, 100 m bins. Bottom chart: quality (Y) plotted against review volume (X, log scale) — dot size grows with review count, color marks category. A neighbor in the upper-right is well-reviewed AND well-rated; upper-left dots are small-sample 5-stars worth a sanity check on the ground.

Distance from property (named neighbors)



Quality vs review volume



Red dashed line is the median rating across named neighbors. Dot size = log(review count).

NAMED NEIGHBORS

Who's actually here.

A curated sample of 12 operational businesses inside the catchment, enriched via Google's Place Details endpoint. Sorted by rating-times-review-volume so the visible neighbors are the ones with real weight in the area.

<p>PARK</p> <p>Barrett Street Park - Water Reservoir</p> <p>110 Norris Rd, Bracken Ridge QLD 4017, Australia</p> <hr/> <p>4.5 ★ (212) 569 m</p>	<p>KEBAB SHOP</p> <p>Shine kebab & pide</p> <p>250 Telegraph Rd, Bracken Ridge QLD 4017, Australia</p> <hr/> <p>4.6 ★ (169) 549 m</p>	<p>Bayan Kennels and Cattery</p> <p>19 Ivanka St, Bracken Ridge QLD 4017, Australia</p> <hr/> <p>3.6 ★ (57) 194 m</p>
<p>ASIAN GROCERY STORE</p> <p>King's Spice Hut</p> <p>Shop 2 250Telegraph Rd, Bracken Ridge QLD 4017, Australia</p> <hr/> <p>3.4 ★ (64) 496 m</p>	<p>BUS STOP</p> <p>Phillips St at St Josephs</p> <p>Bracken Ridge QLD 4017, Australia</p> <hr/> <p>5.0 ★ (1) 539 m</p>	<p>WELLNESS CENTER</p> <p>Krsna Glory Home</p> <p>22 Ruocco St, Bracken Ridge QLD 4017, Australia</p> <hr/> <p>5.0 ★ (1) 520 m</p>
<p>BEAUTY SALON</p> <p>Mylashz</p> <p>39 Barbour Rd, Bracken Ridge QLD 4017, Australia</p> <hr/> <p>5.0 ★ (1) 329 m</p>	<p>BUS STOP</p> <p>Barbour Rd at Caulfield Street, stop 47A</p> <p>Bracken Ridge QLD 4017, Australia</p> <hr/> <p>2.0 ★ (1) 531 m</p>	<p>PARK</p> <p>Playing Fields Green Space Council Free Public</p> <p>20 Snooker St, Bracken Ridge QLD 4017, Australia</p> <hr/> <p>No reviews yet 547 m</p>
<p>CAMPGROUND</p> <p>Shades Estate</p> <p>25, Bracken Ridge QLD 4017, Australia</p> <hr/> <p>No reviews yet 330 m</p>	<p>CONSULTANT</p> <p>SafeBuy</p> <p>1 Bearke Pl, Bracken Ridge QLD 4017, Australia</p> <hr/> <p>No reviews yet 1 m</p>	<p>TRANSIT STATION</p> <p>Norris Rd at North Point</p> <p>Bracken Ridge QLD 4017, Australia</p> <hr/> <p>No reviews yet 545 m</p>

Top pick: gym / fitness studio.

All 20 verticals scored against this 550 m catchment using the same recipe as the vertical-fit page (competitors penalised, complements + anchors weighted). Top 8 detailed below in two columns; the remaining 12 listed in a compact roll-up. Runs free off the Overture POIs we already pulled — re-ranks instantly when you change the radius.

<p>#1 Gym / fitness studio SPARSE AREA</p> <p>Boutique fitness or 24/7 health-club model.</p> <p>56 net fit 56 demand 0 direct gyms (cap 18)</p> <p>10.0 / 10</p> <p>ABS SPENDING QLD — recreation & culture: spending up 9.2% YoY, in line with national share</p>	<p>#2 Childcare / preschool SPARSE AREA</p> <p>Long day care or family day care centre.</p> <p>46 net fit 46 demand 0 direct centres (cap 8)</p> <p>8.2 / 10</p> <p>ABS SPENDING QLD — education services: spending YoY n/a, under-indexes 0.00x vs national</p>
<p>#3 Bakery / patisserie SPARSE AREA</p> <p>Bread, pastries, cakes — morning + lunch trade.</p> <p>45 net fit 45 demand 0 direct bakeries (cap 8)</p> <p>8.0 / 10</p> <p>ABS SPENDING QLD — food: spending up 4.5% YoY, in line with national share</p>	<p>#4 Yoga / pilates studio SPARSE AREA</p> <p>Boutique movement studio — yoga, pilates, barre.</p> <p>41 net fit 41 demand 0 direct studios (cap 10)</p> <p>7.3 / 10</p>
<p>#5 Dental clinic SPARSE AREA</p> <p>GP-dental or specialist orthodontics practice.</p> <p>38 net fit 38 demand 0 direct dentists (cap 12)</p> <p>6.8 / 10</p>	<p>#6 Brunch / all-day café SPARSE AREA</p> <p>Full-menu daytime café — distinct from coffee-only specialty.</p> <p>36 net fit 36 demand 0 direct cafés (cap 25)</p> <p>6.4 / 10</p>
<p>#7 Physiotherapy / allied health SPARSE AREA</p> <p>Physio, chiropractic, podiatry or similar allied-health clinic.</p> <p>32 net fit 32 demand 0 direct clinics (cap 10)</p> <p>5.7 / 10</p>	<p>#8 Specialty coffee shop SPARSE AREA</p> <p>Independent café targeting daytime walk-in trade.</p> <p>30 net fit 30 demand 0 direct cafés (cap 30)</p> <p>5.4 / 10</p>

- ALSO RANKED**
- #9 Clothing / fashion boutique · 4.5
 - #10 Bar / pub / wine bar · 4.1
 - #11 Veterinary clinic · 3.2
 - #12 Pharmacy · 2.0
 - #13 Grocery / convenience store · 2.0
 - #14 Hotel / serviced accommodation · 1.3
 - #15 Bookstore · 1.1
 - #16 Casual restaurant · 0.9
 - #17 Hair / beauty salon · 0.0
 - #18 Fine dining restaurant · 0.0
 - #19 GP medical clinic · 0.0
 - #20 Real estate agency · 0.0

Scores are relative to the top fit in this catchment, normalised 0–10. A "sparse area" verdict on every vertical means low overall POI activity — the catchment is too quiet to validate a strong fit either way. Pick any vertical row to drive the detailed vertical-fit page below.

Where QLD households put their money.

Monthly Household Spending Indicator (HSI_M) for 2026-03 — the share of total household spending that goes to each COICOP category. Compared to the national average, this is the regional demand signal sitting above the catchment-level Best Fit ranking. Spending shares above the national line favour businesses serving that category; below-national shares mean a structurally smaller wallet for that category at the state level.

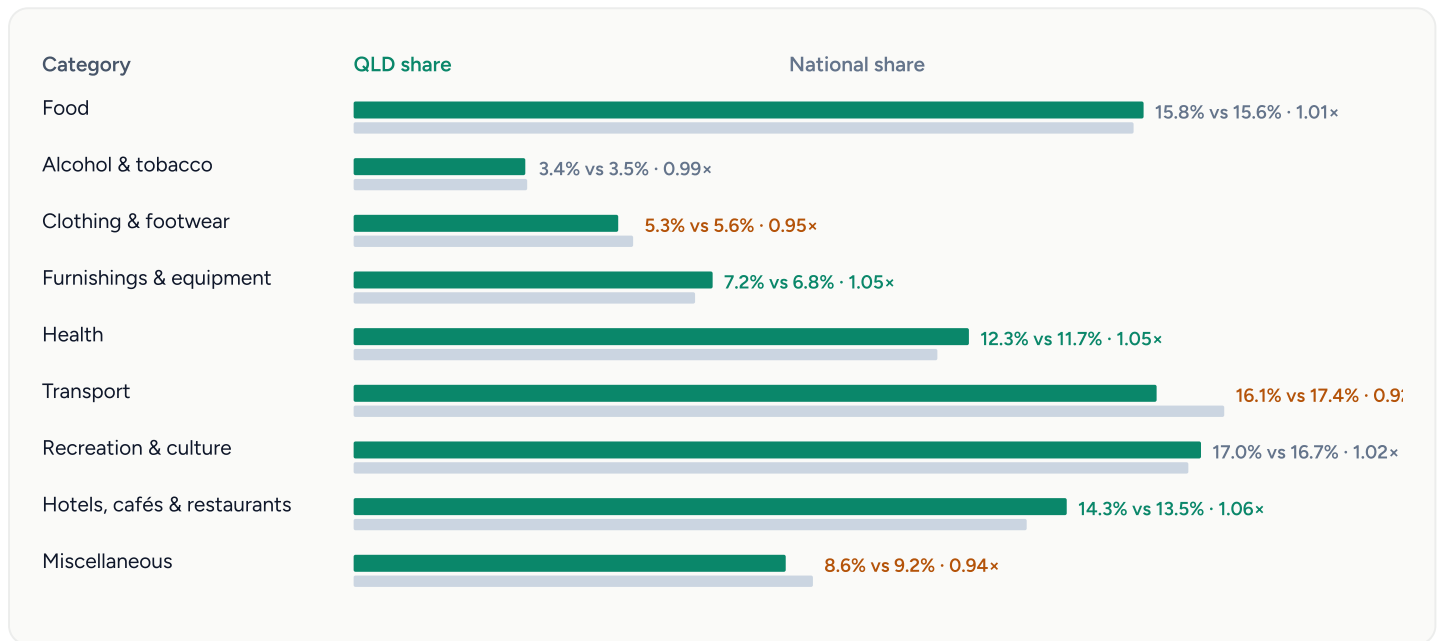
OVER-INDEXES VS NATIONAL

Hotels, cafés & restaurants	+0.80 pp	1.06x
Health	+0.63 pp	1.05x
Furnishings & equipment	+0.35 pp	1.05x

UNDER-INDEXES VS NATIONAL

Transport	-1.35 pp	0.92x
Miscellaneous	-0.54 pp	0.94x
Clothing & footwear	-0.30 pp	0.95x

Spending mix – QLD vs Australia



■ QLD share of household spending ■ National share

Share-index = state ÷ national; >1.00 means QLD spends a higher share of wallet on that category than the AU average.

Year-over-year movement.

CONTINUED

2026-03 versus the same month a year prior, by category. Use the right-hand column to spot where QLD is diverging from the national trend — a positive value means spending in QLD is growing faster than the AU average.

CATEGORY	QLD YOY	AU YOY	QLD VS AU
Transport	+14.5%	+8.5%	+6.1 pp
Miscellaneous	+12.7%	+9.8%	+2.9 pp
Health	+11.9%	+6.6%	+5.3 pp
Clothing & footwear	+11.1%	+6.7%	+4.5 pp
Hotels, cafés & restaurants	+10.2%	+5.2%	+5.0 pp
Recreation & culture	+9.2%	+8.2%	+1.0 pp
Furnishings & equipment	+7.3%	+5.6%	+1.8 pp
Food	+4.5%	+6.1%	-1.6 pp
Alcohol & tobacco	-4.0%	-12.3%	+8.3 pp

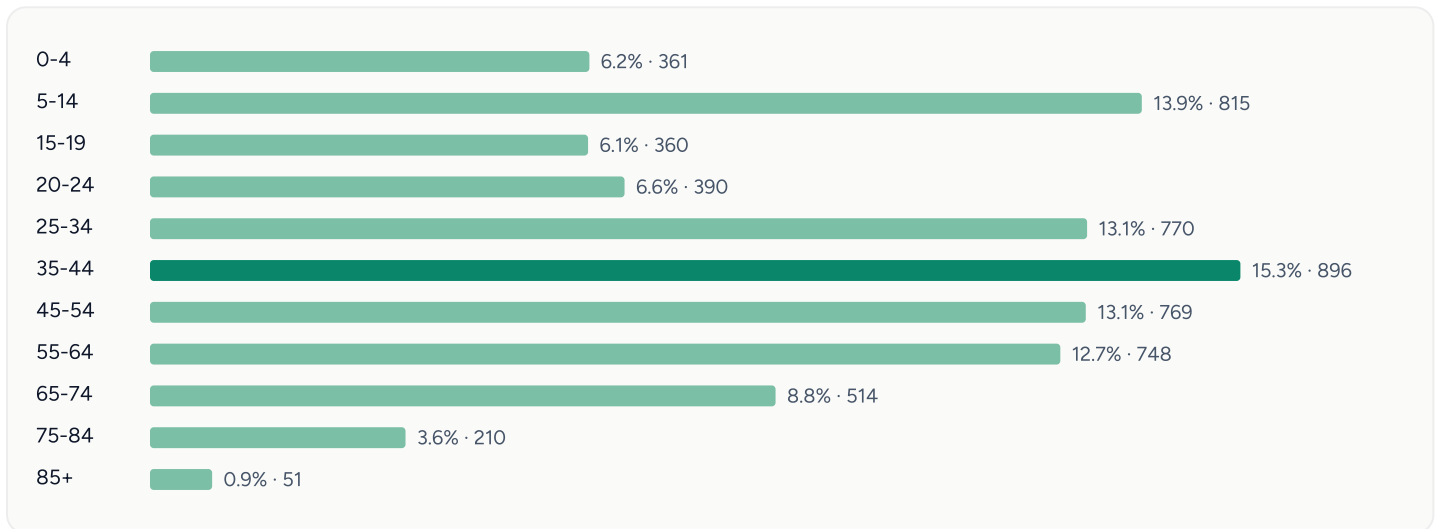
Source: Australian Bureau of Statistics, Monthly Household Spending Indicator (HSL_M). Licensed under CC BY 4.0. Data refreshed 2026-05-15. Spending shares are current-price, seasonally-adjusted, and represent *household final consumption* — the same denominator the RBA tracks in its quarterly outlook.

Who's in this catchment.

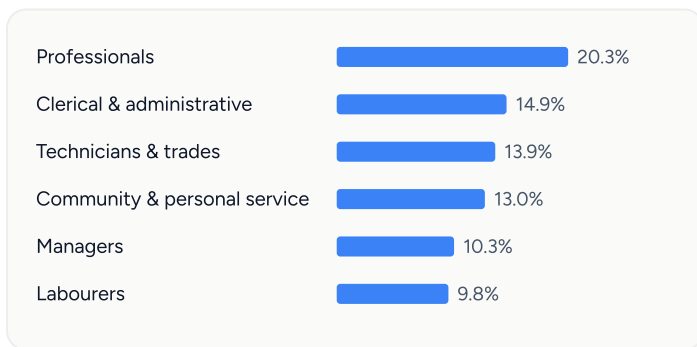
Census 2021 counts for the 13 SA1 cells inside the 550 m radius, plus Data-by-Region tables (income, occupation, household composition) for the surrounding SA2 — Bracken Ridge. Where the catchment crosses an SA1 boundary the cell is counted in full, so the population is a slight high-bias on the catchment edge; percentages remain accurate.

<p>CATCHMENT POPULATION 5,869 people across 13 SA1 cells</p>	<p>MEDIAN AGE 40 years (bucket midpoint)</p>	<p>MEDIAN HOUSEHOLD INCOME \$1,096 equivalised /week · SA2</p>	<p>BORN OVERSEAS 32% of catchment residents</p>
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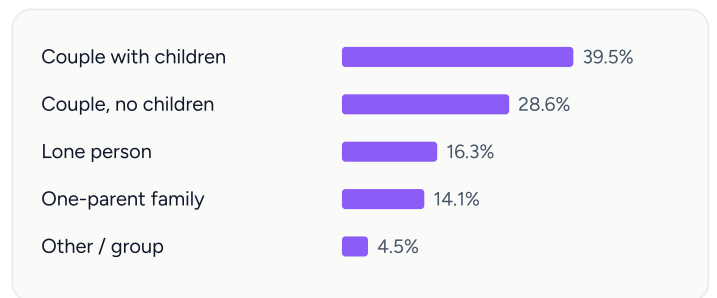
Age distribution



Occupation mix · SA2



Household composition · SA2



Labour-force participation 5.0% · unemployment 66.6%

68% born in Australia	76% English-only at home	85% Australian citizens	2.0% Aboriginal & Torres Strait Islander
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Source: Australian Bureau of Statistics, Census of Population and Housing 2021 (G01 SA1) and Data by Region Nov 2025 (SA2). Licensed under CC BY 4.0. Data refreshed 2026-05-15. Percentages from G01 (SA1) where shown across the catchment; SA2-level breakdowns (occupation, income, households) reflect the single surrounding SA2 rather than the radius — Data by Region rates aren't summable across SA2s without population weights.

What this profile is – and isn't.

Counts come from Google's index, not a census. Coverage is excellent in Australian capital cities and patchier in regional/rural areas. Businesses without a Google Business Profile are invisible to this analysis.

Operational filter excludes temporarily closed. Closed permanently is counted separately as a churn signal. A high churn ratio (15%+) usually flags a strip with high tenant turnover — investigate before signing a lease.

"Total POIs" is across nine curated category groups. Long-tail types Google indexes (e.g. industrial, agriculture, government-only) aren't in the totals — by design, since this report is for street-front business decisions.

Rating buckets exclude unrated places. A new restaurant with zero reviews won't appear in the 4.5+ count; this isn't a quality dock, just an absence-of-data state.

Price tier is sparsely populated. Most AU operators don't set a \$-\$\$\$\$ on their Google profile, so the four price bars sum to less than total. Use it as a directional signal, not a precise distribution.

Not a competition study. This is the neighborhood profile, not a vertical-specific competitor analysis. A deeper "open a café here" report would weight complementary POIs and identify market gaps — on the roadmap.

Place counts are sourced from Google Places Aggregate API (@Google) and reflect their Places index at query time. SafeBuy presents these figures as-is; we don't verify or warrant their accuracy. This report is a screening tool — not a market study, financial recommendation, or business plan. Validate on the ground before committing capital.