

DEERAGUN VILLAGE



Welcome to Deeragun Village, the go-to spot for Townsville's fast growing new communities! Anchored by a Coles Supermarket, you'll also find Hungry Jack's, Coles Express, Bottlemart, and seven other essential stores, making it easy to grab what you need. With quick and easy access directly off the Bruce Highway, we are all about convenience with a relaxed, community feel.

DEERAGUN VILLAGE

THE TRADE AREA

TOP CUSTOMER SEGMENTS



Small Towners

Blue collar workers and retirees living in larger remote regional and rural towns across Australia.



Green and Gold

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



Land of Plenty

Older middle-aged couples or families, earning average to high incomes, owning large residences in rural or regional towns.



THE DATA



HOUSEHOLD STRUCTURE

52.4%

of the main trade area are families.



AVERAGE AGE

33.3

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



HOME OWNERSHIP

67.8%

of the main trade area own their own home.



NATIONALITY

90.3%

of the main trade area were born in Australia.



HOUSEHOLD INCOME

\$116,699

is the average household income in the main trade area.



POPULATION

36,677

forecasted growth of 3.2% in the main trade area.

ANCHOR RETAILERS*

coles



CENTRE DATA*



MOVING ANNUAL
TURNOVER (MAT)

\$68.1m



ANNUAL
TRAFFIC

1.1m



TOTAL GROSS
LETTABLE AREA (GLA)

4,336m²



MAJORS

1



CAR PARKS

228



SPECIALTIES

7



CONTACT DETAILS

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*As at December 2025