

# Council iQ Monthly Insight Card

## City of Busselton, August 2025



**\$135M**

Total spend

+7.2%

vs. last year

**Supermarkets**

-1.7%

Highest spend category

vs. last year

**Attractions, Events and Recreation**

+65.5%

Highest growth category

vs. last year



**Business**

**\$82M**

Total spend

+4.1%

vs. last year

**142K**

Total customers

+6.8%

vs. last year

**Groceries and Other Food Retailing**

+53.4%

Highest spend growth category

vs. last year



**Visitor**

**Groceries and Other Food Retailing**

+75.4%

Top category

vs. last year

**35-44**

Top age band

19.5%

of LGA visitors

**Young Family**

21.0%

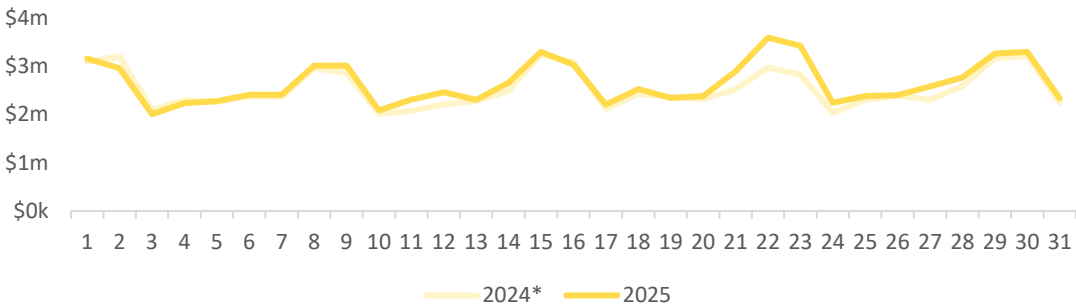
Top lifestage

of LGA visitors



**Events**

Spend by day in August 2025



**22 August**

Highest spending day

+21.0%

vs. same day last year

**\$75M**

Total monthly day spend

+4.3%

vs. last year

**\$7M**

Total monthly night spend

+6.0%

vs. last year

\* Same day of week and week of month



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## Quick reference definitions

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### **Total spend**

CBA's market share extrapolated to be nationally, or 100% representative of electronic customer transaction dollar spend for the selected month.

### **Highest spend category**

The category with the highest absolute transaction dollar spend amount for the selected month.

### **Highest growth category**

The category with the highest percentage growth in absolute transaction dollar spend amount for the selected month.

### **Total customers**

Nationally representative unique customer count based on those who have made an electronic transaction and have a residential postcode address located within the LGA or Town (resident) or those who have a residential postcode address located outside the LGA or Town (visitor).

### **vs. last year**

The percentage difference compared to the same month of the previous year.

### **LGA visitors**

Those customers transaction within the region and who have a residential postcode address located outside the LGA or Town.

### **Top category**

The category with the highest absolute transaction dollar spend amount for the selected month.

### **Top age band**

The age band with the highest absolute transaction dollar spend amount for the selected month.

### **Top lifestage**

The lifestage with the highest absolute transaction dollar spend amount for the selected month.



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