



City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

February 2025

Region Type

LGA

Spend location

City of Busselton

Overview

What are some of the key insights for the LGA location for February 2025?

Total spend
\$88.9M

↑ 1.5% .vs last year
↑ 87.8% .vs 2019

Total customers
159K

↑ 4.2% .vs last year
↑ 44.2% .vs 2019

Resident spend contribution
57.1%

of total core category spend came from residents within the LGA during February 2025

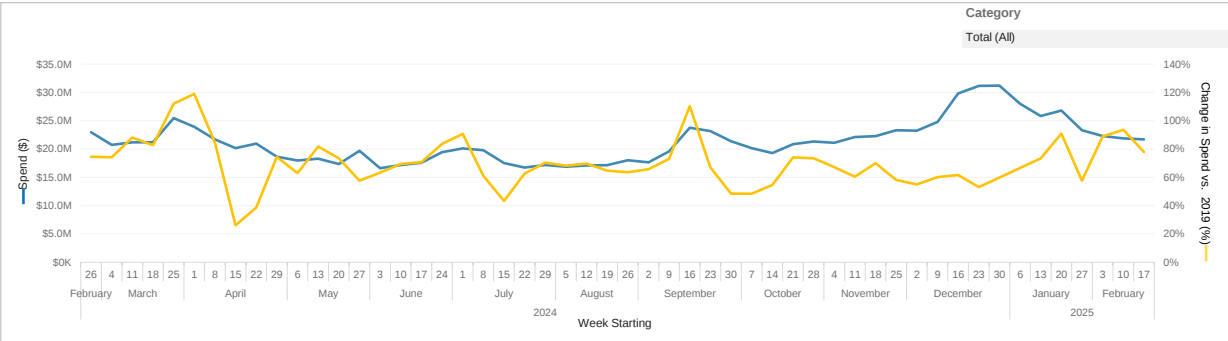
Top spending customers
Countryside Elite

21.9% of total spend within LGA during February 2025

All insights are based on CommBank IQ's nationally representative retail customer transaction data for February 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

How much spend is going to businesses in the LGA location over time?



Data is up to last complete Monday to Sunday week.

Key categories for Residents and Visitors

What are the key changes to category spend and visits in February 2025 versus the past year and 2019 for the LGA location?

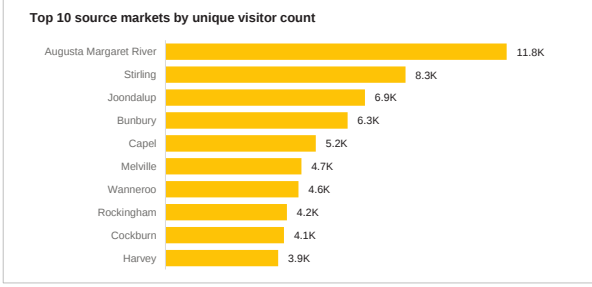
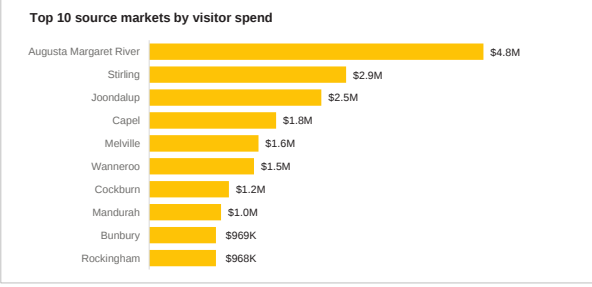
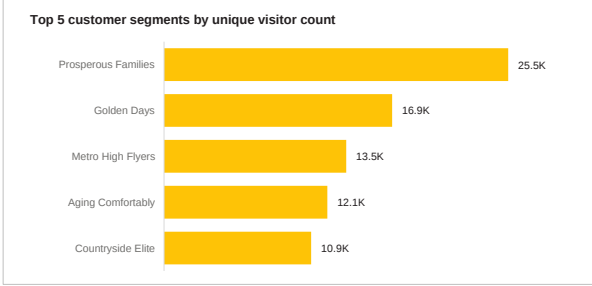
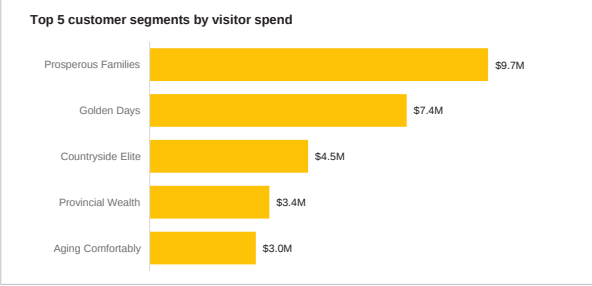
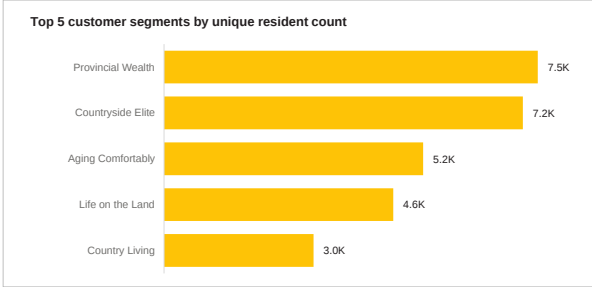
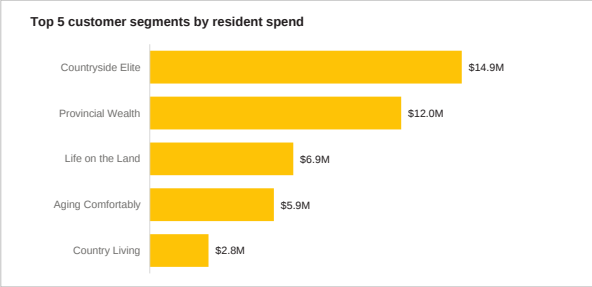
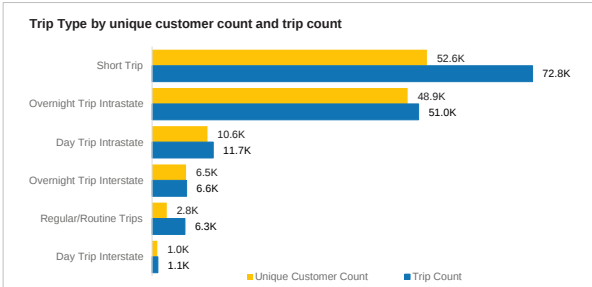
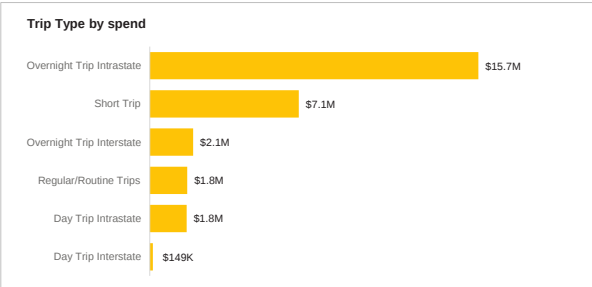
Category	Data representing								
	Spend								
	Total			Resident			Visitor		
	Spend	% Change		Spend	% Change		Spend	% Change	
Last year		2019	Last year		2019	Last year		2019	
Total	\$88.9M	↑ 1.5%	↑ 87.8%	\$50.8M	↑ 0.4%	↑ 77.2%	\$38.1M	↑ 3.2%	↑ 104.1%
Food Retailing	\$30.2M	↑ 6.5%	↑ 95.9%	\$21.5M	↑ 1.8%	↑ 85.6%	\$8.7M	↑ 20.3%	↑ 126.8%
Supermarkets	\$18.6M	↓ -5.4%	↑ 56.4%	\$14.5M	↓ -6.2%	↑ 52.4%	\$4.1M	↓ -2.7%	↑ 72.5%
Groceries and Other Food Retailing	\$11.6M	↑ 33.7%	↑ 229.1%	\$7.0M	↑ 23.7%	↑ 238.9%	\$4.6M	↑ 52.4%	↑ 215.2%
Discretionary Retail	\$18.4M	↓ -2.9%	↑ 86.1%	\$12.2M	↓ -3.5%	↑ 79.6%	\$6.3M	↓ -1.5%	↑ 100.2%
Other Discretionary Retail	\$13.4M	↓ -4.9%	↑ 84.2%	\$9.3M	↓ -6.0%	↑ 81.0%	\$4.1M	↓ -2.4%	↑ 91.9%
Department Stores, Clothing & Accessories	\$5.1M	↑ 2.9%	↑ 91.3%	\$2.9M	↑ 5.1%	↑ 75.3%	\$2.2M	↑ 0.1%	↑ 118.2%
Tourism and Entertainment	\$15.2M	↓ -4.2%	↑ 89.3%	\$5.9M	↓ -3.1%	↑ 104.8%	\$9.3M	↓ -4.9%	↑ 80.7%
Restaurants	\$4.4M	↑ 13.3%	↑ 129.1%	\$1.6M	↑ 16.0%	↑ 128.6%	\$2.8M	↑ 11.9%	↑ 129.3%
Pubs, Taverns and Bars	\$3.0M	↓ -12.2%	↑ 85.5%	\$1.3M	↓ -10.5%	↑ 100.9%	\$1.7M	↓ -13.4%	↑ 75.8%
Cafes	\$2.6M	↓ -3.8%	↑ 35.1%	\$1.1M	↓ -7.1%	↑ 66.9%	\$1.5M	↓ -1.3%	↑ 19.4%
Takeaway and Fast Food Outlets	\$2.1M	↓ -11.1%	↑ 118.3%	\$1.2M	↓ -10.9%	↑ 115.9%	\$867K	↓ -11.3%	↑ 121.7%
Breweries and Wineries	\$1.8M	↓ -21.6%	↑ 133.3%	\$372K	↓ -15.2%	↑ 204.4%	\$1.5M	↓ -23.1%	↑ 120.2%
Attractions, Events and Recreation	\$1.2M	↑ 9.6%	↑ 54.0%	\$353K	↑ 14.3%	↑ 65.9%	\$869K	↑ 7.8%	↑ 49.6%
Private Transport	\$7.1M	↑ 33.1%	↑ 70.2%	\$4.3M	↑ 31.2%	↑ 55.1%	\$2.8M	↑ 36.1%	↑ 99.9%
Accommodation - Online	\$5.8M	↑ 1.3%	↑ 304.3%	\$180K	↓ -2.9%	↑ 3445.0%	\$5.6M	↑ 1.4%	↑ 293.2%
Accommodation - Instore	\$3.3M	↓ -9.8%	↑ 33.0%	\$351K	↑ 4.0%	↑ 39.1%	\$2.9M	↓ -11.2%	↑ 32.3%

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.

New: Accommodation - Online --> Attributed expenditure. See FAQ for more information

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting LGA location during February 2025?



See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

Leakage

Spend location
Busselton

What are some of the key insights for the Sub-region location for February 2025?

Resident spend contribution

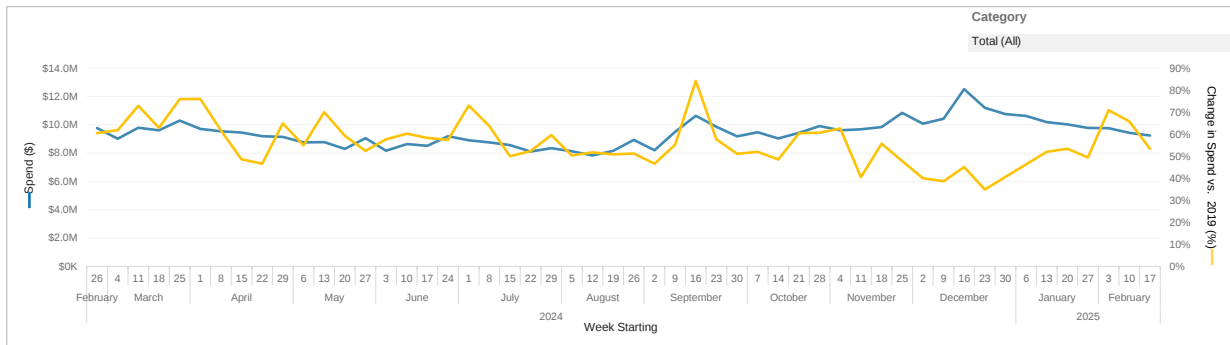
67.8%

More category spend came from residents in the Sub-region during February.

Top spending customers
Countryside Elite
*22.5% of total spend
in Sub-region during February 2018*

All insights are based on CommBank IQ's nationally representative retail customer transaction data for February 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

How much spend is going to businesses in the Sub-region location over time?



Data is up to last complete Monday to Sunday week

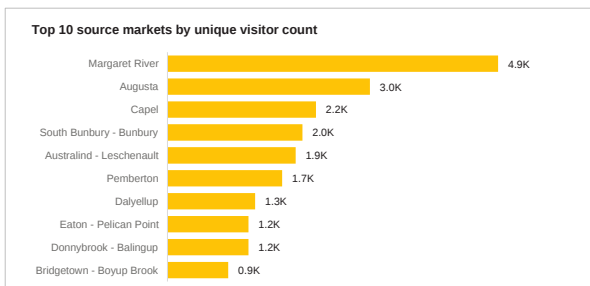
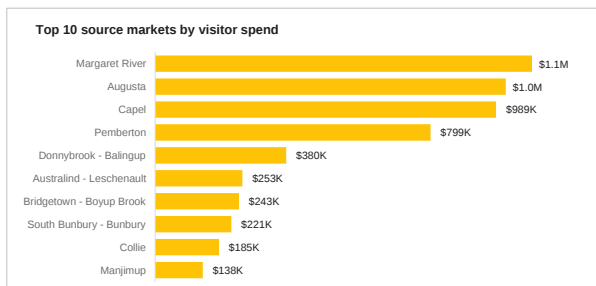
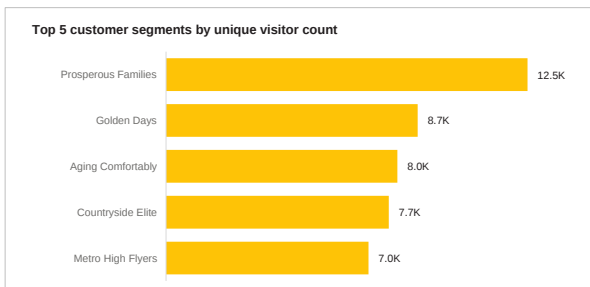
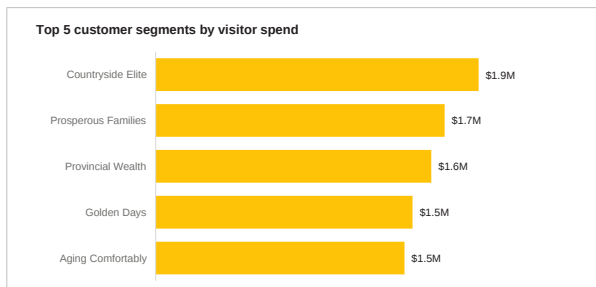
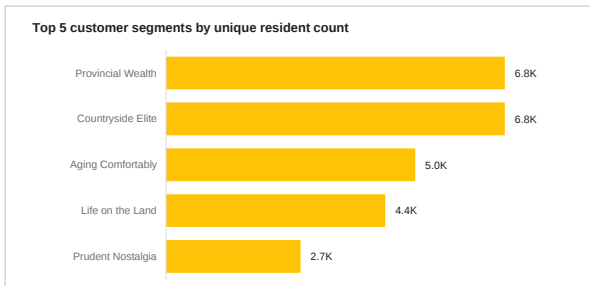
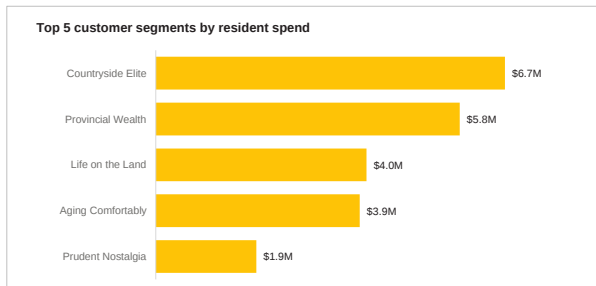
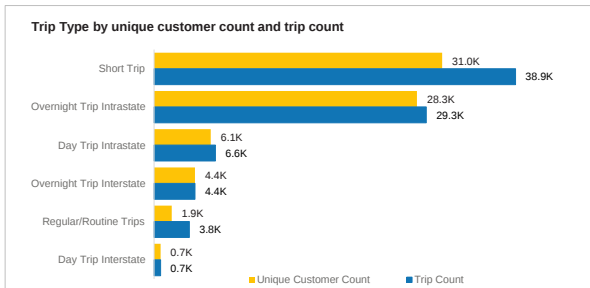
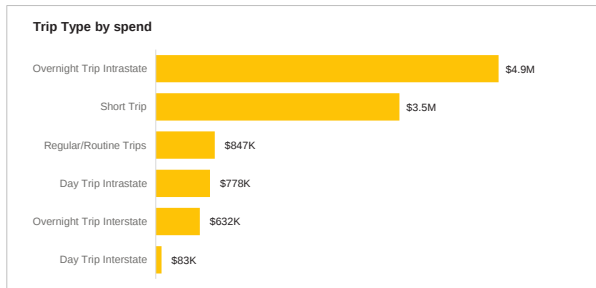
What are the key changes to category spend and visits in February 2025 versus the past year and 2019 for the Sub-region location?

[illegible]

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period

New: Accommodation - Online → Attributed expenditure, See FAQ for more information

What are the types of trips, top 5 customer segments and top 10 source markets visiting Sub-region location during February 2025?



See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month February 2025	Region Type Sub-region	Spend location Dunsborough		

Overview

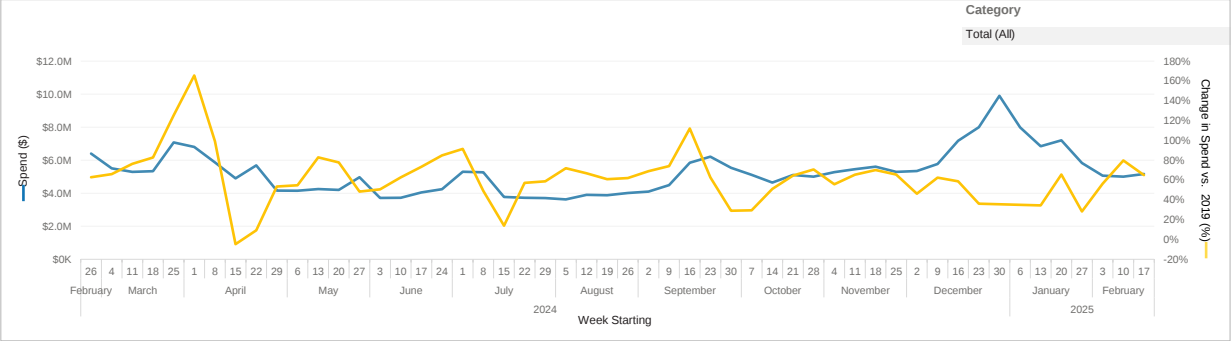
What are some of the key insights for the Sub-region location for February 2025?

Total spend \$20.5M ↓ -5.5% .vs last year ↑ 68.4% .vs 2019	Total customers 74K ↓ -2.4% .vs last year ↑ 30.6% .vs 2019	Resident spend contribution 46.7% of total core category spend came from residents within the Sub-region during February 2025	Top spending customers Countryside Elite 21.5% of total spend within Sub-region during February 2025
--	--	--	---

All insights are based on CommBank IQ's nationally representative retail customer transaction data for February 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

How much spend is going to businesses in the Sub-region location over time?



Data is up to last complete Monday to Sunday week.

Key categories for Residents and Visitors

What are the key changes to category spend and visits in February 2025 versus the past year and 2019 for the Sub-region location?

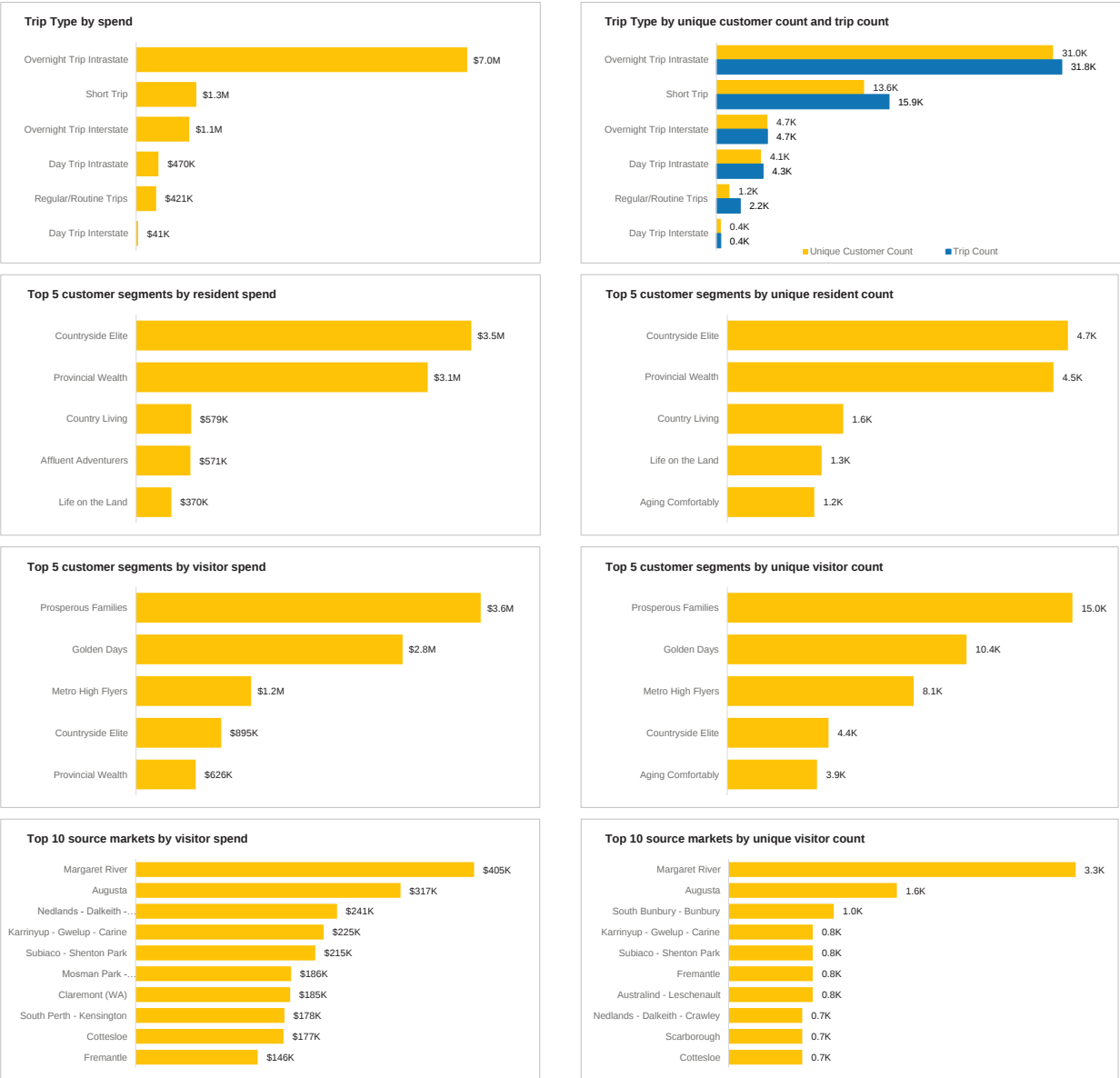
Category	Total			Resident			Visitor		
	Spend	% Change		Spend	% Change		Spend	% Change	
		Last year	2019		Last year	2019		Last year	2019
Total	\$20.5M	↓ -5.5%	↑ 68.4%	\$9.6M	↓ -2.6%	↑ 80.0%	\$10.9M	↓ -7.9%	↑ 59.3%
Food Retailing	\$7.6M	↓ -2.6%	↑ 92.5%	\$5.0M	↓ -2.8%	↑ 101.3%	\$2.6M	↓ -2.3%	↑ 77.9%
Tourism and Entertainment	\$6.8M	↓ -8.9%	↑ 51.6%	\$1.8M	↓ -4.2%	↑ 59.9%	\$5.0M	↓ -10.5%	↑ 48.8%
Restaurants	\$2.6M	↑ 0.5%	↑ 80.5%	\$706K	↑ 9.3%	↑ 68.6%	\$1.9M	↓ -2.5%	↑ 85.3%
Breweries and Wineries	\$1.5M	↓ -13.3%	↑ 91.0%	\$248K	↓ -3.6%	↑ 103.2%	\$1.2M	↓ -15.1%	↑ 88.7%
Cafes	\$1.2M	↑ 1.5%	↑ 29.4%	\$399K	↑ 6.3%	↑ 77.8%	\$814K	↓ -0.7%	↑ 14.1%
Pubs, Taverns and Bars	\$979K	↓ -27.7%	↑ 7.3%	\$313K	↓ -23.4%	↑ 15.1%	\$666K	↓ -29.5%	↑ 4.0%
Takeaway and Fast Food Outlets	\$319K	↓ -16.9%	↑ 129.4%	\$140K	↓ -16.8%	↑ 208.9%	\$180K	↓ -17.1%	↑ 91.2%
Attractions, Events and Recreation	\$240K	↓ -11.4%	↓ -19.6%	\$26K	↓ -54.9%	↓ -58.6%	\$213K	↑ 0.5%	↓ -9.1%
Discretionary Retail	\$2.5M	↓ -2.9%	↑ 113.5%	\$1.3M	↑ 2.1%	↑ 96.5%	\$1.3M	↓ -7.4%	↑ 133.7%
Other Discretionary Retail	\$1.6M	↓ -3.1%	↑ 84.9%	\$965K	↓ -1.4%	↑ 82.9%	\$648K	↓ -5.6%	↑ 88.1%
Department Stores, Clothing & Accessories	\$903K	↓ -2.5%	↑ 194.9%	\$294K	↑ 15.2%	↑ 160.5%	\$609K	↓ -9.3%	↑ 215.0%
Accommodation - Instore	\$1.4M	↓ -8.6%	↑ 51.4%	\$126K	↑ 18.0%	↑ 217.6%	\$1.2M	↓ -10.7%	↑ 43.7%
Private Transport	\$829K	↓ -10.0%	↓ -0.2%	\$455K	↓ -11.0%	↓ -3.0%	\$374K	↓ -8.6%	↑ 3.4%

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.

New: Accommodation - Online --> Attributed expenditure. See FAQ for more information

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting Sub-region location during February 2025?



See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

Council IQ

Home

Definitions

FAQ's

User Guide

Disclaimer

Powered by

quantum

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

February 2025

Region Type

Sub-region

Spend location

West Busselton

Overview

What are some of the key insights for the Sub-region location for February 2025?

Total spend

\$24.1M

↑ 24.7% .vs last year

↑ 144.3% .vs 2019

Total customers

89K

↑ 16.3% .vs last year

↑ 82.1% .vs 2019

Resident spend contribution

61.9%

of total core category spend came from residents within the Sub-region during February 2025

Top spending customers

Countryside Elite

25.5% of total spend within Sub-region during February 2025

All insights are based on CommBank IQ's nationally representative retail customer transaction data for February 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

How much spend is going to businesses in the Sub-region location over time?

Spend (\$)

Category

Total (All)

Change in Spend vs. 2019 (%)

Week Starting

Data is up to last complete Monday to Sunday week.

Key categories for Residents and Visitors

What are the key changes to category spend and visits in February 2025 versus the past year and 2019 for the Sub-region location?

Data representing

Spend

Visitor

Category	Total			Resident			Visitor		
	Spend	% Change		Spend	% Change		Spend	% Change	
		Last year	2019		Last year	2019		Last year	2019
Total	\$24.1M	↑ 24.7%	↑ 144.3%	\$14.9M	↑ 19.7%	↑ 136.8%	\$9.2M	↑ 33.8%	↑ 157.6%
Food Retailing	\$11.0M	↑ 60.8%	↑ 177.6%	\$7.6M	↑ 35.6%	↑ 142.9%	\$3.5M	↑ 100.2%	↑ 304.3%
Supermarkets	\$5.6M	↓ -1.4%	↑ 79.2%	\$4.4M	↓ -1.7%	↑ 72.4%	\$1.3M	↓ -0.6%	↑ 107.1%
Groceries and Other Food Retailing	\$5.4M	↑ 235.4%	↑ 545.4%	\$3.2M	↑ 176.9%	↑ 440.4%	\$2.2M	↑ 387.8%	↑ 806.0%
Discretionary Retail	\$5.2M	↑ 1.6%	↑ 119.2%	\$3.5M	↓ -1.3%	↑ 118.6%	\$1.6M	↑ 8.4%	↑ 120.4%
Private Transport	\$3.1M	↑ 64.9%	↑ 236.6%	\$1.8M	↑ 54.6%	↑ 182.3%	\$1.3M	↑ 81.4%	↑ 324.6%
Tourism and Entertainment	\$2.1M	↑ 3.1%	↑ 185.8%	\$1.2M	↑ 4.0%	↑ 182.1%	\$917K	↑ 1.9%	↑ 190.7%
Takeaway and Fast Food Outlets	\$1.1M	↓ -9.3%	↑ 175.1%	\$666K	↓ -9.4%	↑ 162.6%	\$408K	↓ -9.2%	↑ 198.3%
Restaurants	\$306K	↑ 56.8%	↑ 230.5%	\$182K	↑ 83.9%	↑ 171.6%	\$125K	↑ 29.0%	↑ 383.3%
Attractions, Events and Recreation	\$186K	↑ 105.3%	↑ 587.1%	\$103K	↑ 107.4%	↑ 2616.3%	\$84K	↑ 102.7%	↑ 257.7%
Cafes	\$155K	↓ -26.1%	↓ -25.9%	\$95K	↓ -25.6%	↓ -4.3%	\$61K	↓ -26.9%	↓ -45.2%
Accommodation - Instore	\$1.7M	↓ -9.6%	↑ 21.5%	\$161K	↑ 3.6%	↓ -9.5%	\$1.6M	↓ -10.8%	↑ 25.8%

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.

New: Accommodation - Online -- Attributed expenditure. See FAQ for more information

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting Sub-region location during February 2025?

Trip Type by spend

Overnight Trip Intrastate \$3.8M

Short Trip \$2.4M

Regular/Routine Trips \$524K

Day Trip Intrastate \$514K

Overnight Trip Interstate \$326K

Day Trip Interstate \$25K

Trip Type by unique customer count and trip count

Overnight Trip Intrastate 26.1K 27.1K

Short Trip 21.2K 27.5K

Day Trip Intrastate 4.5K 5.0K

Overnight Trip Interstate 2.5K 2.5K

Regular/Routine Trips 2.0K 3.9K

Day Trip Interstate 0.2K 0.2K

Top 5 customer segments by resident spend

Countryside Elite \$4.7M

Provincial Wealth \$3.1M

Life on the Land \$2.5M

Aging Comfortably \$1.8M

Country Living \$816K

Top 5 customer segments by unique resident count

Countryside Elite 6.8K

Provincial Wealth 6.8K

Aging Comfortably 4.5K

Life on the Land 4.2K

Country Living 2.7K

Top 5 customer segments by visitor spend

Prosperous Families \$2.0M

Golden Days \$1.6M

Countryside Elite \$1.5M

Provincial Wealth \$924K

Aging Comfortably \$873K

Top 5 customer segments by unique visitor count

Prosperous Families 10.8K

Golden Days 8.2K

Countryside Elite 6.3K

Aging Comfortably 5.9K

Provincial Wealth 5.0K

Top 10 source markets by visitor spend

Margaret River \$1.0M

Augusta \$980K

Capel \$345K

Pemberton \$218K

Australind - Leschenault \$130K

Mindarie - Quinns Rocks - 1 \$126K

Innaloo - Doubleview \$116K

Karrinyup - Gwelup - Carine \$113K

Nedlands - Dalkeith - 1 \$113K

Heathridge - Connolly \$108K

Top 10 source markets by unique visitor count

Margaret River 5.3K

Augusta 3.3K

Capel 1.6K

Australind - Leschenault 1.3K

South Bunbury - Bunbury 1.1K

Pemberton 1.1K

Eaton - Pelican Point 0.8K

Donnybrook - Balingup 0.8K

Dalyellup 0.8K

Manjimup 0.6K

See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

22/02/2025

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date		End Date (Max 31 Day Range)
LGA	City of Busselton	01-Feb-25		28-Feb-25

Overview

What are some of the key insights for City of Busselton for all categories between 1 February 2025 and 28 February 2025?

Total spend in period \$88.9M within City of Busselton for all categories between 1 February 2025 and 28 February 2025	Total day spend in period \$80.8M within City of Busselton for all categories between 1 February 2025 and 28 February 2025	Total night spend in period \$8.1M within City of Busselton for all categories between 1 February 2025 and 28 February 2025	Total Uplift From Last Year ↑ 4.3% within City of Busselton for all categories between 1 February 2025 and 28 February 2025
---	---	--	--

All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 February 2025 and 28 February 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

What are the key changes to category spend between 1 February 2025 and 28 February 2025 versus the last year (3 February 2024 - 1 March 2024) for the City of Busselton location?

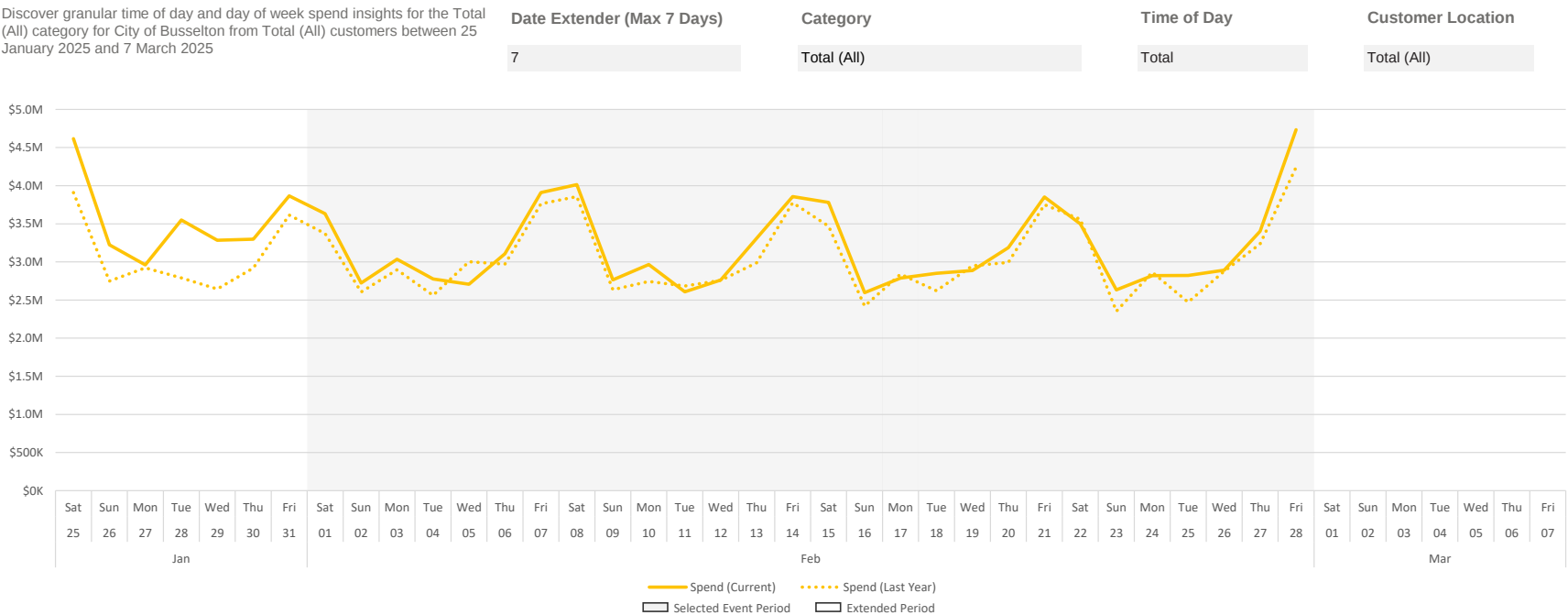
Category	Spend						Change vs 52 weeks prior			
	Day	Night	Visitor	Resident	Total	52 weeks prior	Total %	Total \$	Visitors %	Resident %
Total	\$80.8M	\$8.1M	\$38.1M	\$50.8M	\$88.9M	\$85.3M	↑ 4.3%	↑\$3.7M	↑ 4.0%	↑ 4.5%
Food Retailing	\$27.5M	\$2.7M	\$8.7M	\$21.5M	\$30.2M	\$27.6M	↑ 9.3%	↑\$2.6M	↑ 20.8%	↑ 5.3%
Supermarkets			\$4.1M	\$14.5M	\$18.6M	\$19.1M	↓ -2.7%	- ↓\$510K	↓ -2.1%	↓ -2.8%
Groceries and Other Food Retailing			\$4.6M	\$7.0M	\$11.6M	\$8.5M	↑ 36.3%	↑\$3.1M	↑ 52.4%	↑ 27.5%
Discretionary Retail	\$18.2M	\$239K	\$6.3M	\$12.2M	\$18.4M	\$18.1M	↑ 1.6%	↑\$299K	↑ 2.1%	↑ 1.4%
Other Discretionary Retail			\$4.1M	\$9.3M	\$13.4M	\$13.4M	↓ -0.1%	- ↓\$16K	↑ 1.2%	↓ -0.6%
Department Stores, Clothing & Accessories			\$2.2M	\$2.9M	\$5.1M	\$4.8M	↑ 6.5%	↑\$311K	↑ 4.0%	↑ 8.6%
Tourism and Entertainment	\$11.5M	\$3.7M	\$9.3M	\$5.9M	\$15.2M	\$15.6M	↓ -2.6%	- ↓\$407K	↓ -4.3%	↑ 0.3%
Restaurants	\$3.0M	\$1.4M	\$2.8M	\$1.6M	\$4.4M	\$3.8M	↑ 15.1%	↑\$578K	↑ 12.3%	↑ 20.5%
Pubs, Taverns and Bars	\$1.8M	\$1.2M	\$1.7M	\$1.3M	\$3.0M	\$3.4M	↓ -10.3%	- ↓\$347K	↓ -12.7%	↓ -7.1%
Cafes			\$1.5M	\$1.1M	\$2.6M	\$2.7M	↓ -2.8%	- ↓\$74K	↓ -1.8%	↓ -4.1%
Takeaway and Fast Food Outlets*	\$1.5M	\$649K	\$891K	\$1.2M	\$2.1M	\$2.3M	↓ -9.1%	- ↓\$212K	↓ -10.8%	↓ -8.9%
Breweries and Wineries*			\$1.4M	\$353K	\$1.8M	\$2.2M	↓ -20.6%	- ↓\$460K	↓ -22.1%	↓ -8.0%
Attractions, Events and Recreation*			\$817K	\$341K	\$1.2M	\$1.1M	↑ 6.0%	↑\$66K	↑ 2.9%	↑ 4.9%
Private Transport			\$2.8M	\$4.3M	\$7.1M	\$5.2M	↑ 37.5%	↑\$1.9M	↑ 39.8%	↑ 36.1%
Accommodation - Online					\$5.8M	\$5.9M	↓ -1.4%	- ↓\$81K		
Accommodation - Instore*			\$2.9M	\$364K	\$3.3M	\$3.5M	↓ -6.0%	- ↓\$210K	↓ -9.6%	↑ 6.3%

Past year spend is based on 52 weeks prior (eg. Saturday 11th May 2024 is compared to Saturday 13th of May 2023)

* Total sales not available for all days in selected range, ^ Day/night sales have been proportioned to total spend based on available days, * Visitor/resident sales have been proportioned to total spend based on available days.

Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for City of Busselton from Total (All) customers between 25 January 2025 and 7 March 2025



Please note that data for day/night and visitor/resident splits have been weighted to sum to the total spend for the selected dates in the case where a portion is not included due to data privacy rules. Past year spend is based on the same period last year.

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date (Max 31 Day Range)	
Sub-region	Busselton	01-Feb-25	28-Feb-25	

Overview

What are some of the key insights for Busselton for all categories between 1 February 2025 and 28 February 2025?

Total spend in period \$38.3M within Busselton for all categories between 1 February 2025 and 28 February 2025	Total day spend in period \$34.9M within Busselton for all categories between 1 February 2025 and 28 February 2025	Total night spend in period \$3.4M within Busselton for all categories between 1 February 2025 and 28 February 2025	Total Uplift From Last Year ↓ -2.5% within Busselton for all categories between 1 February 2025 and 28 February 2025
---	---	--	---

All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 February 2025 and 28 February 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

What are the key changes to category spend between 1 February 2025 and 28 February 2025 versus the last year (3 February 2024 - 1 March 2024) for the Busselton location?

Category	Spend						Change vs 52 weeks prior			
	Day	Night	Visitor	Resident	Total	52 weeks prior	Total %	Total \$	Visitors %	Resident %
Total	\$34.9M	\$3.4M	\$12.3M	\$26.0M	\$38.3M	\$39.3M	↓ -2.5%	- ↓\$972K	↓ -0.6%	↓ -3.3%
Food Retailing	\$10.4M	\$1.1M	\$2.6M	\$8.9M	\$11.5M	\$12.8M	↓ -9.7%	-↓\$1.2M	↓ -4.8%	↓ -11.0%
Supermarkets			\$1.7M	\$6.8M	\$8.5M	\$9.1M	↓ -6.7%	- ↓\$612K	↓ -4.0%	↓ -7.4%
Groceries and Other Food Retailing			\$941K	\$2.1M	\$3.0M	\$3.7M	↓ -17.1%	- ↓\$624K	↓ -6.2%	↓ -21.3%
Discretionary Retail^	\$10.6M	\$121K	\$3.4M	\$7.4M	\$10.7M	\$10.8M	↓ -1.1%	- ↓\$119K	↓ -0.4%	↓ -1.4%
Other Discretionary Retail^			\$2.6M	\$6.1M	\$8.6M	\$8.9M	↓ -3.1%	- ↓\$273K	↓ -3.7%	↓ -3.9%
Department Stores, Clothing & Accessories^			\$789K	\$1.3M	\$2.1M	\$1.9M	↑ 8.2%	↑\$159K	↑ 5.0%	↑ 8.1%
Tourism and Entertainment	\$4.6M	\$1.6M	\$3.4M	\$2.8M	\$6.2M	\$6.1M	↑ 1.0%	↑\$63K	↑ 3.4%	↓ -1.8%
Pubs, Taverns and Bars	\$1.1M	\$626K	\$896K	\$821K	\$1.7M	\$1.7M	↓ -0.4%	- ↓\$7K	↑ 1.6%	↓ -2.8%
Restaurants	\$993K	\$495K	\$805K	\$680K	\$1.5M	\$1.0M	↑ 41.8%	↑\$438K	↑ 70.2%	↑ 19.3%
Cafes			\$672K	\$571K	\$1.2M	\$1.3M	↓ -3.2%	- ↓\$41K	↑ 0.6%	↓ -8.1%
Takeaway and Fast Food Outlets*^	\$378K	\$166K	\$206K	\$336K	\$542K	\$590K	↓ -8.1%	- ↓\$48K	↑ 16.2%	↓ -4.1%
Attractions, Events and Recreation*					\$264K	\$198K	↑ 33.3%	↑\$66K		
Private Transport			\$1.1M	\$2.1M	\$3.2M	\$2.5M	↑ 29.9%	↑\$737K	↑ 25.8%	↑ 32.4%
Accommodation - Instore*					\$41K	\$53K	↓ -22.6%	- ↓\$12K		

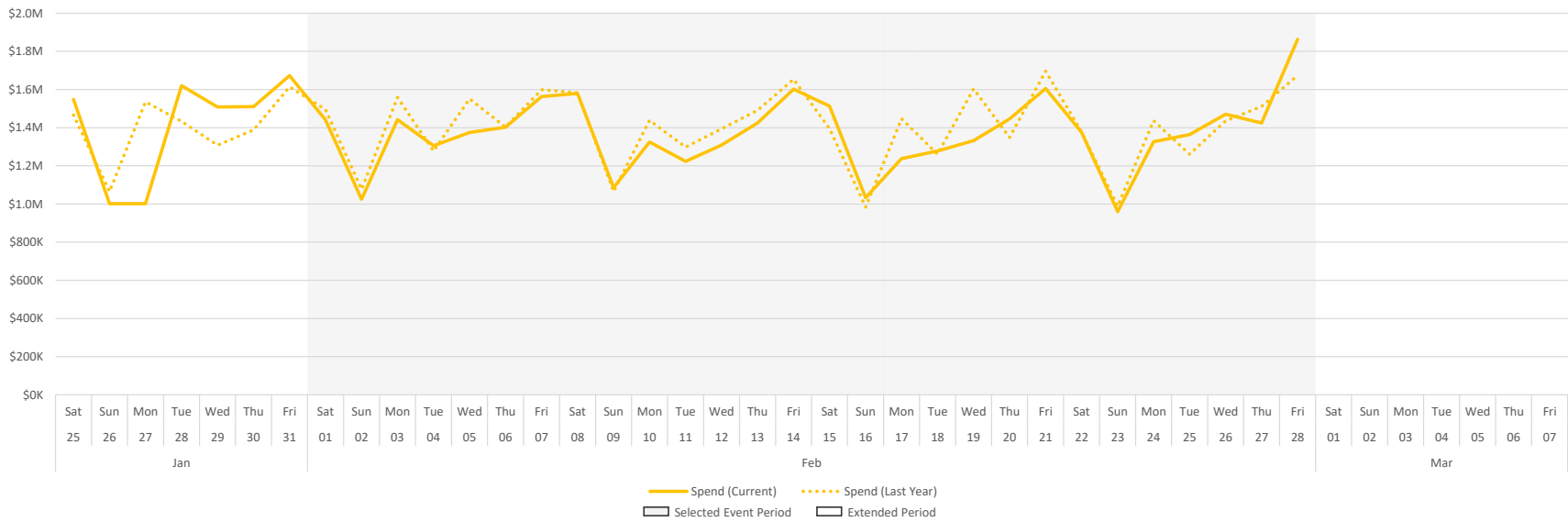
Past year spend is based on 52 weeks prior (eg. Saturday 11th May 2024 is compared to Saturday 13th of May 2023)

* Total sales not available for all days in selected range, ^ Day/night sales have been proportioned to total spend based on available days, ^ Visitor/resident sales have been proportioned to total spend based on available days.

Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for Busselton from Total (All) customers between 25 January 2025 and 7 March 2025

Date Extender (Max 7 Days)	Category	Time of Day	Customer Location
7	Total (All)	Total	Total (All)



Please note that data for day/night and visitor/resident splits have been weighted to sum to the total spend for the selected dates in the case where a portion is not included due to data privacy rules. Past year spend is based on the same period last year.

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date (Max 31 Day Range)	
Sub-region	Dunsborough	01-Feb-25	28-Feb-25	

Overview

What are some of the key insights for Dunsborough for all categories between 1 February 2025 and 28 February 2025?

Total spend in period \$20.5M within Dunsborough for all categories between 1 February 2025 and 28 February 2025	Total day spend in period \$18.0M within Dunsborough for all categories between 1 February 2025 and 28 February 2025	Total night spend in period \$2.5M within Dunsborough for all categories between 1 February 2025 and 28 February 2025	Total Uplift From Last Year ↓ -3.8% within Dunsborough for all categories between 1 February 2025 and 28 February 2025
---	---	--	---

All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 February 2025 and 28 February 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

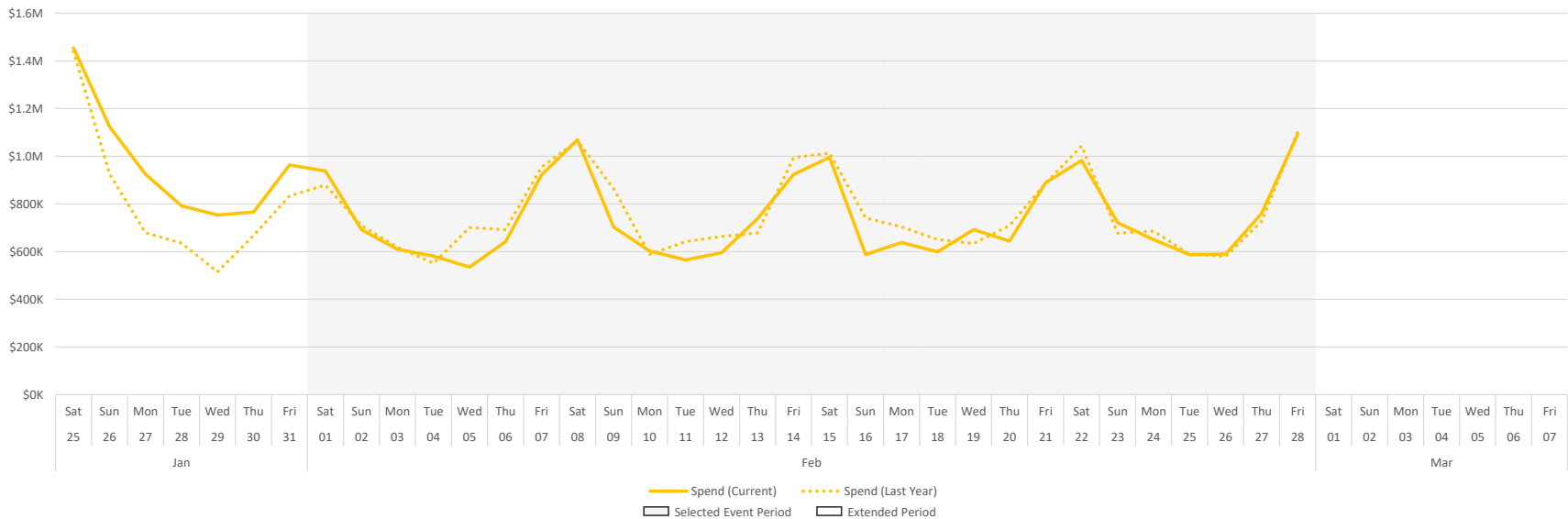
What are the key changes to category spend between 1 February 2025 and 28 February 2025 versus the last year (3 February 2024 - 1 March 2024) for the Dunsborough location?

Category	Spend						Change vs 52 weeks prior			
	Day	Night	Visitor	Resident	Total	52 weeks prior	Total %	Total \$	Visitors %	Resident %
Total	\$18.0M	\$2.5M	\$10.9M	\$9.6M	\$20.5M	\$21.3M	↓ -3.8%	- ↓\$801K	↓ -7.3%	↑ 0.7%
Food Retailing	\$6.8M	\$809K	\$2.6M	\$5.0M	\$7.6M	\$7.7M	↓ -1.2%	- ↓\$92K	↓ -3.7%	↑ 0.1%
Tourism and Entertainment	\$5.4M	\$1.4M	\$5.0M	\$1.8M	\$6.8M	\$7.4M	↓ -7.9%	- ↓\$583K	↓ -10.0%	↓ -1.5%
Restaurants^	\$1.8M	\$801K	\$1.9M	\$709K	\$2.6M	\$2.6M	↑ 0.9%	↑\$22K	↓ -2.5%	↑ 11.5%
Breweries and Wineries°			\$1.2M	\$260K	\$1.5M	\$1.6M	↓ -11.0%	- ↓\$181K	↓ -15.7%	↑ 19.2%
Cafes			\$814K	\$404K	\$1.2M	\$1.2M	↑ 1.8%	↑\$22K	↓ -1.3%	↑ 9.2%
Pubs, Taverns and Bars^	\$493K	\$485K	\$669K	\$312K	\$978K	\$1.3M	↓ -26.9%	- ↓\$360K	↓ -28.5%	↓ -22.4%
Takeaway and Fast Food Outlets*^	\$206K	\$94K			\$300K	\$355K	↓ -15.5%	- ↓\$55K	↓ -13.6%	↓ -4.8%
Attractions, Events and Recreation*					\$208K	\$246K	↓ -15.4%	- ↓\$38K		
Discretionary Retail			\$1.3M	\$1.3M	\$2.5M	\$2.5M	↑ 0.8%	↑\$19K	↓ -4.4%	↑ 6.7%
Other Discretionary Retail*°			\$606K	\$920K	\$1.5M	\$1.5M	↑ 0.1%	↑\$2K	↓ -1.6%	↑ 11.7%
Department Stores, Clothing & Accessories*°			\$580K	\$264K	\$844K	\$836K	↑ 1.0%	↑\$8K	↓ -7.5%	↑ 2.8%
Accommodation - Instore°			\$1.2M	\$168K	\$1.4M	\$1.4M	↓ -4.4%	- ↓\$64K	↓ -10.5%	↑ 64.5%
Private Transport			\$377K	\$456K	\$829K	\$898K	↓ -7.7%	- ↓\$69K	↓ -7.1%	↓ -7.1%

Past year spend is based on 52 weeks prior (eg. Saturday 11th May 2024 is compared to Saturday 13th of May 2023)
* Total sales not available for all days in selected range, ^ Day/night sales have been proportioned to total spend based on available days, ° Visitor/resident sales have been proportioned to total spend based on available days.

Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for Dunsborough from Total (All) customers between 25 January 2025 and 7 March 2025	Date Extender (Max 7 Days)	Category	Time of Day	Customer Location
	7	Total (All)	Total	Total (All)



Please note that data for day/night and visitor/resident splits have been weighted to sum to the total spend for the selected dates in the case where a portion is not included due to data privacy rules. Past year spend is based on the same period last year.

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date (Max 31 Day Range)	
Sub-region	West Busselton	01-Feb-25	28-Feb-25	

Overview

What are some of the key insights for West Busselton for all categories between 1 February 2025 and 28 February 2025?

Total spend in period \$24.1M within West Busselton for all categories between 1 February 2025 and 28 February 2025	Total day spend in period \$21.9M within West Busselton for all categories between 1 February 2025 and 28 February 2025	Total night spend in period \$2.2M within West Busselton for all categories between 1 February 2025 and 28 February 2025	Total Uplift From Last Year ↑ 29.5% within West Busselton for all categories between 1 February 2025 and 28 February 2025
--	--	---	--

All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 February 2025 and 28 February 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

What are the key changes to category spend between 1 February 2025 and 28 February 2025 versus the last year (3 February 2024 - 1 March 2024) for the West Busselton location?

Category	Spend						Change vs 52 weeks prior			
	Day	Night	Visitor	Resident	Total	52 weeks prior	Total %	Total \$	Visitors %	Resident %
Total	\$21.9M	\$2.2M	\$9.2M	\$14.9M	\$24.1M	\$18.6M	↑ 29.5%	↑\$5.5M	↑ 37.1%	↑ 25.3%
Food Retailing	\$10.3M	\$766K	\$3.5M	\$7.6M	\$11.0M	\$7.1M	↑ 55.0%	↑\$3.9M	↑ 101.1%	↑ 40.3%
Supermarkets			\$1.3M	\$4.4M	\$5.6M	\$5.5M	↑ 1.6%	↑\$86K	↑ 0.6%	↑ 1.8%
Groceries and Other Food Retailing			\$2.2M	\$3.2M	\$5.4M	\$1.6M	↑ 242.0%	↑\$3.8M	↑ 377.5%	↑ 186.9%
Discretionary Retail^°	\$5.0M	\$165K	\$1.6M	\$3.6M	\$5.2M	\$4.8M	↑ 8.2%	↑\$393K	↑ 11.6%	↑ 5.5%
Private Transport			\$1.3M	\$1.8M	\$3.1M	\$1.8M	↑ 70.1%	↑\$1.3M	↑ 84.8%	↑ 61.4%
Tourism and Entertainment	\$1.5M	\$649K	\$918K	\$1.2M	\$2.1M	\$2.0M	↑ 4.7%	↑\$94K	↑ 2.3%	↑ 7.0%
Takeaway and Fast Food Outlets	\$734K	\$335K	\$408K	\$666K	\$1.1M	\$1.2M	↓ -7.3%	- ↓\$85K	↓ -10.1%	↓ -5.9%
Restaurants°			\$124K	\$185K	\$309K	\$190K	↑ 62.6%	↑\$119K	↑ 30.8%	↑ 91.4%
Attractions, Events and Recreation°			\$82K	\$106K	\$188K	\$96K	↑ 95.8%	↑\$92K	↑ 91.9%	↑ 80.4%
Cafes°			\$60K	\$97K	\$157K	\$205K	↓ -23.4%	- ↓\$48K	↓ -24.2%	↓ -20.8%
Accommodation - Instore°			\$1.6M	\$197K	\$1.7M	\$1.9M	↓ -6.8%	- ↓\$127K	↓ -18.0%	↑ 2.3%

Past year spend is based on 52 weeks prior (eg. Saturday 11th May 2024 is compared to Saturday 13th of May 2023)
* Total sales not available for all days in selected range, ^ Day/night sales have been proportioned to total spend based on available days, ° Visitor/resident sales have been proportioned to total spend based on available days.

Events Timeseries

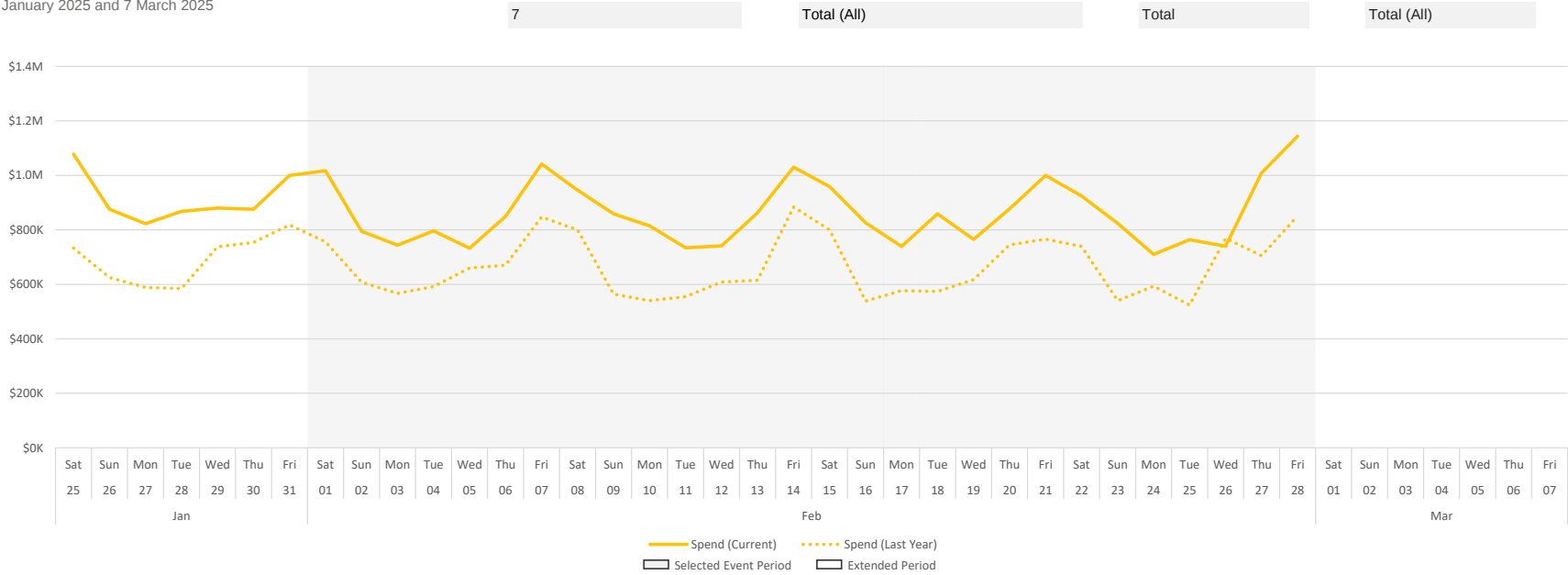
Discover granular time of day and day of week spend insights for the Total (All) category for West Busselton from Total (All) customers between 25 January 2025 and 7 March 2025

Date Extender (Max 7 Days)

Category

Time of Day

Customer Location



Please note that data for day/night and visitor/resident splits have been weighted to sum to the total spend for the selected dates in the case where a portion is not included due to data privacy rules. Past year spend is based on the same period last year.

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Filter	Region Type	Resident location	
February 2025	Resident location	LGA	City of Busselton	

Overview

What are some of the key insights for City of Busselton residents during February 2025?

Total spend \$128.5M ↑ 1.6% .vs last year ↑ 85.2% .vs 2019	Top category Supermarkets \$17.8M of spend for City of Busselton residents is within this category during February 2025	Top lifestage Retiree 28.9% of spend for City of Busselton residents are within this lifestage during February 2025	Proportion of spend into the LGA 39.4% of spend for City of Busselton residents during February 2025
--	--	--	---

All insights are based on CommBank iQ's nationally representative retail customer transaction data for February 2025. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories.

Category performance

What are the highest performing categories for the City of Busselton residents during the past 12 months (March 2024 - February 2025)?

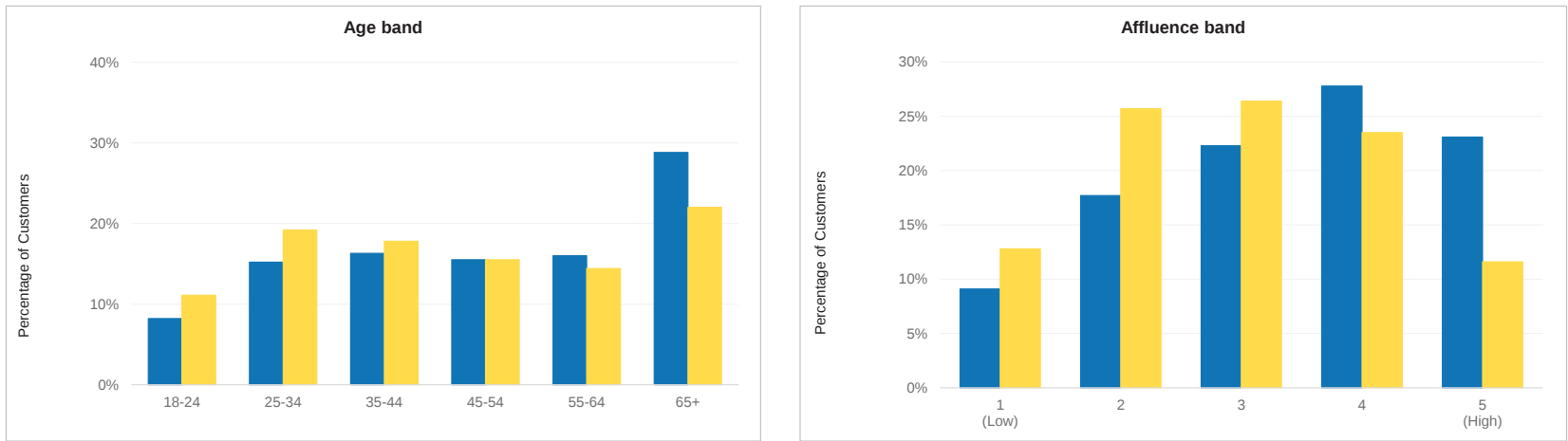
Category	Monthly			Annual		Last 12 month affinity	Last 12 month penetration
	Spend	vs last year	vs 2019	Spend	vs previous 12 months		
Total	\$128.5M	↑ 1.6%	↑ 85.2%	\$1.56B	↑ 6.3%		
Food Retailing	\$27.0M	↑ 2.5%	↑ 88.7%	\$327.1M	↑ 5.1%	1.00x	99.4%
Supermarkets	\$17.8M	↓ -2.8%	↑ 64.0%	\$226.7M	↑ 2.9%	1.00x	98.9%
Groceries and Other Food Retailing	\$9.2M	↑ 14.5%	↑ 165.9%	\$100.4M	↑ 10.3%	1.00x	97.7%
Discretionary Retail	\$25.9M	↑ 0.2%	↑ 95.7%	\$342.1M	↑ 5.9%	1.00x	99.4%
Other Discretionary Retail	\$16.5M	↓ -2.7%	↑ 85.8%	\$217.3M	↑ 4.6%	0.99x	98.7%
Department Stores, Clothing & Accessories	\$7.1M	↑ 5.9%	↑ 96.3%	\$94.6M	↑ 5.9%	0.98x	96.4%
Buy Now Pay Later	\$1.9M	↑ 6.8%	↑ 346.8%	\$25.3M	↑ 19.5%	0.70x	17.7%
Print Media and Books	\$297K	↑ 4.8%	↑ 36.3%	\$3.8M	↑ 6.7%	1.04x	40.3%
Children and Baby Stores	\$81K	↓ -13.8%	↓ -8.4%	\$1.0M	↑ 2.5%	0.55x	8.7%
Household	\$25.3M	↑ 0.6%	↑ 66.2%	\$300.3M	↑ 7.9%	1.00x	99.0%
Insurance	\$9.1M	↑ 11.3%	↑ 99.3%	\$103.1M	↑ 11.8%	0.98x	64.6%
Telecommunication Services	\$3.6M	↑ 6.0%	↑ 44.8%	\$42.8M	↑ 7.2%	0.97x	77.8%
Motor Vehicle Services	\$2.8M	↑ 10.3%	↑ 179.4%	\$27.2M	↑ 15.3%	1.30x	74.7%
Electricity, Gas and Water Supply	\$2.3M	↓ -15.7%	↓ -1.4%	\$43.7M	↓ -1.7%	1.04x	52.1%
Personal Services	\$2.1M	↑ 0.5%	↑ 90.1%	\$26.0M	↑ 9.4%	0.98x	78.4%
Pet Care	\$1.5M	↓ -9.4%	↑ 90.5%	\$19.2M	↑ 6.9%	1.18x	44.9%
School Education	\$1.3M	↑ 13.7%	↓ -6.0%	\$8.4M	↑ 13.2%	0.59x	19.6%
Public Services	\$906K	↓ -32.3%	↑ 8.9%	\$14.1M	↓ -4.6%	1.10x	62.2%
Fitness	\$768K	↓ -14.7%	↑ 190.1%	\$7.7M	↑ 25.8%	0.70x	42.2%
Childcare Services	\$518K	↓ -26.7%	↑ 158.8%	\$3.5M	↓ -2.5%	0.93x	6.1%
Charities	\$226K	↓ -1.3%	↑ 31.9%	\$2.8M	↓ -3.8%	0.95x	29.0%
Computer Services	\$154K	↓ -30.2%	↑ 152.8%	\$1.8M	↑ 23.5%	0.77x	11.3%
Tourism and Entertainment	\$14.8M	↑ 3.4%	↑ 132.1%	\$180.7M	↑ 10.6%	1.00x	99.2%
Restaurants	\$3.5M	↑ 14.2%	↑ 143.1%	\$38.7M	↑ 10.9%	0.98x	92.3%
Takeaway and Fast Food Outlets	\$2.5M	↓ -0.2%	↑ 156.1%	\$31.9M	↑ 5.9%	0.98x	93.7%
Pubs, Taverns and Bars	\$2.4M	↑ 1.0%	↑ 119.2%	\$29.6M	↑ 9.0%	1.06x	84.8%
Cafes	\$1.8M	↓ -1.3%	↑ 57.7%	\$21.8M	↑ 7.3%	1.00x	87.6%
Online Entertainment	\$1.7M	↑ 15.0%	↑ 282.4%	\$20.3M	↑ 29.3%	0.97x	67.4%
Attractions, Events and Recreation	\$1.6M	↓ -4.7%	↑ 77.2%	\$22.1M	↑ 6.7%	0.93x	73.4%
Food Delivery Services	\$674K	↑ 2.5%	↑ 378.7%	\$8.1M	↑ 25.7%	0.63x	26.1%
Breweries and Wineries	\$613K	↓ -14.1%	↑ 168.4%	\$8.1M	↑ 1.2%	3.07x	53.5%
Private Transport	\$9.5M	↑ 8.8%	↑ 57.2%	\$109.1M	↓ -1.9%	0.99x	96.3%
Accommodation	\$3.0M	↓ -1.9%	↑ 91.8%	\$37.9M	↑ 5.2%	1.06x	63.3%

Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category (not restricted to location).

Demographic profiles

What is the profile of City of Busselton residents during the recent static period (March 2024 - February 2025)?

City of BusseltonAustralian Average Population



See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

Brand preference

What are the top brand preferences of City of Busselton residents during the recent static period (March 2024 - February 2025)?

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Rockmans</td><td>2.93x</td><td>7.6%</td></tr><tr><td>Ghanda Clothing</td><td>2.51x</td><td>13.5%</td></tr><tr><td>Angus And Coote</td><td>2.34x</td><td>5.0%</td></tr><tr><td>Just Jeans</td><td>2.06x</td><td>12.4%</td></tr><tr><td>Gazman</td><td>1.59x</td><td>3.5%</td></tr></table>	Brand	Affinity	Penetration	Rockmans	2.93x	7.6%	Ghanda Clothing	2.51x	13.5%	Angus And Coote	2.34x	5.0%	Just Jeans	2.06x	12.4%	Gazman	1.59x	3.5%	Top 5 Food Retailing <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Bunbury Farmers Market</td><td>>30x</td><td>54.6%</td></tr><tr><td>Liquor Stax</td><td>19.90x</td><td>34.0%</td></tr><tr><td>Liquor Barons</td><td>6.06x</td><td>9.2%</td></tr><tr><td>The Good Grocer</td><td>3.63x</td><td>5.8%</td></tr><tr><td>The Jerky Co</td><td>2.12x</td><td>2.2%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	54.6%	Liquor Stax	19.90x	34.0%	Liquor Barons	6.06x	9.2%	The Good Grocer	3.63x	5.8%	The Jerky Co	2.12x	2.2%	Top 5 Eating and Drinking Out <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Chicken Treat</td><td>10.14x</td><td>22.4%</td></tr><tr><td>Dome Cafe</td><td>9.71x</td><td>37.5%</td></tr><tr><td>Sushi Sushi</td><td>2.81x</td><td>28.3%</td></tr><tr><td>Miss Maud</td><td>2.45x</td><td>4.8%</td></tr><tr><td>Red Rooster</td><td>1.99x</td><td>36.3%</td></tr></table>	Brand	Affinity	Penetration	Chicken Treat	10.14x	22.4%	Dome Cafe	9.71x	37.5%	Sushi Sushi	2.81x	28.3%	Miss Maud	2.45x	4.8%	Red Rooster	1.99x	36.3%
Brand	Affinity	Penetration																																																						
Rockmans	2.93x	7.6%																																																						
Ghanda Clothing	2.51x	13.5%																																																						
Angus And Coote	2.34x	5.0%																																																						
Just Jeans	2.06x	12.4%																																																						
Gazman	1.59x	3.5%																																																						
Brand	Affinity	Penetration																																																						
Bunbury Farmers Market	>30x	54.6%																																																						
Liquor Stax	19.90x	34.0%																																																						
Liquor Barons	6.06x	9.2%																																																						
The Good Grocer	3.63x	5.8%																																																						
The Jerky Co	2.12x	2.2%																																																						
Brand	Affinity	Penetration																																																						
Chicken Treat	10.14x	22.4%																																																						
Dome Cafe	9.71x	37.5%																																																						
Sushi Sushi	2.81x	28.3%																																																						
Miss Maud	2.45x	4.8%																																																						
Red Rooster	1.99x	36.3%																																																						
Top 5 General Retail <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Red Dot</td><td>10.82x</td><td>44.7%</td></tr><tr><td>Perth Duty Free</td><td>7.32x</td><td>7.4%</td></tr><tr><td>Kmart</td><td>1.05x</td><td>82.8%</td></tr><tr><td>The Reject Shop</td><td>0.98x</td><td>37.3%</td></tr><tr><td>Temu</td><td>0.92x</td><td>21.0%</td></tr></table>	Brand	Affinity	Penetration	Red Dot	10.82x	44.7%	Perth Duty Free	7.32x	7.4%	Kmart	1.05x	82.8%	The Reject Shop	0.98x	37.3%	Temu	0.92x	21.0%	Top 5 Homewares and Appliances <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>House</td><td>2.88x</td><td>21.5%</td></tr><tr><td>Beacon Lighting</td><td>2.11x</td><td>5.1%</td></tr><tr><td>The Good Guys</td><td>2.08x</td><td>27.2%</td></tr><tr><td>Harvey Norman</td><td>1.85x</td><td>4.3%</td></tr><tr><td>Adairs</td><td>1.76x</td><td>10.4%</td></tr></table>	Brand	Affinity	Penetration	House	2.88x	21.5%	Beacon Lighting	2.11x	5.1%	The Good Guys	2.08x	27.2%	Harvey Norman	1.85x	4.3%	Adairs	1.76x	10.4%	Top 5 Personal Services <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Price Attack</td><td>3.55x</td><td>7.8%</td></tr><tr><td>Priceline</td><td>3.35x</td><td>26.0%</td></tr><tr><td>Essential Beauty</td><td>0.83x</td><td>0.9%</td></tr><tr><td>Adore Beauty</td><td>0.74x</td><td>1.5%</td></tr><tr><td>The Body Shop</td><td>0.65x</td><td>3.0%</td></tr></table>	Brand	Affinity	Penetration	Price Attack	3.55x	7.8%	Priceline	3.35x	26.0%	Essential Beauty	0.83x	0.9%	Adore Beauty	0.74x	1.5%	The Body Shop	0.65x	3.0%
Brand	Affinity	Penetration																																																						
Red Dot	10.82x	44.7%																																																						
Perth Duty Free	7.32x	7.4%																																																						
Kmart	1.05x	82.8%																																																						
The Reject Shop	0.98x	37.3%																																																						
Temu	0.92x	21.0%																																																						
Brand	Affinity	Penetration																																																						
House	2.88x	21.5%																																																						
Beacon Lighting	2.11x	5.1%																																																						
The Good Guys	2.08x	27.2%																																																						
Harvey Norman	1.85x	4.3%																																																						
Adairs	1.76x	10.4%																																																						
Brand	Affinity	Penetration																																																						
Price Attack	3.55x	7.8%																																																						
Priceline	3.35x	26.0%																																																						
Essential Beauty	0.83x	0.9%																																																						
Adore Beauty	0.74x	1.5%																																																						
The Body Shop	0.65x	3.0%																																																						

Affinity is based on the proportion of the residents shopping with the brand (not restricted to location) over the proportion of all Australian's shopping with the brand. Penetration is based on the proportion of the residents shopping with the brand (not restricted to location).

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Filter	Region Type	Resident location	
February 2025	Resident location	Sub-region	Busselton	

Overview

What are some of the key insights for Busselton residents during February 2025?

Total spend \$33.1M ↑ 1.7% ↑ 89.0% .vs last year .vs 2019	Top category Supermarkets \$4.7M of spend for Busselton residents is within this category during February 2025	Top lifestage Retiree 26.8% of spend for Busselton residents are within this lifestage during February 2025	Proportion of spend into the LGA 39.4% of spend for Busselton residents during February 2025
---	---	--	---

All insights are based on CommBank iQ's nationally representative retail customer transaction data for February 2025. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories.

Category performance

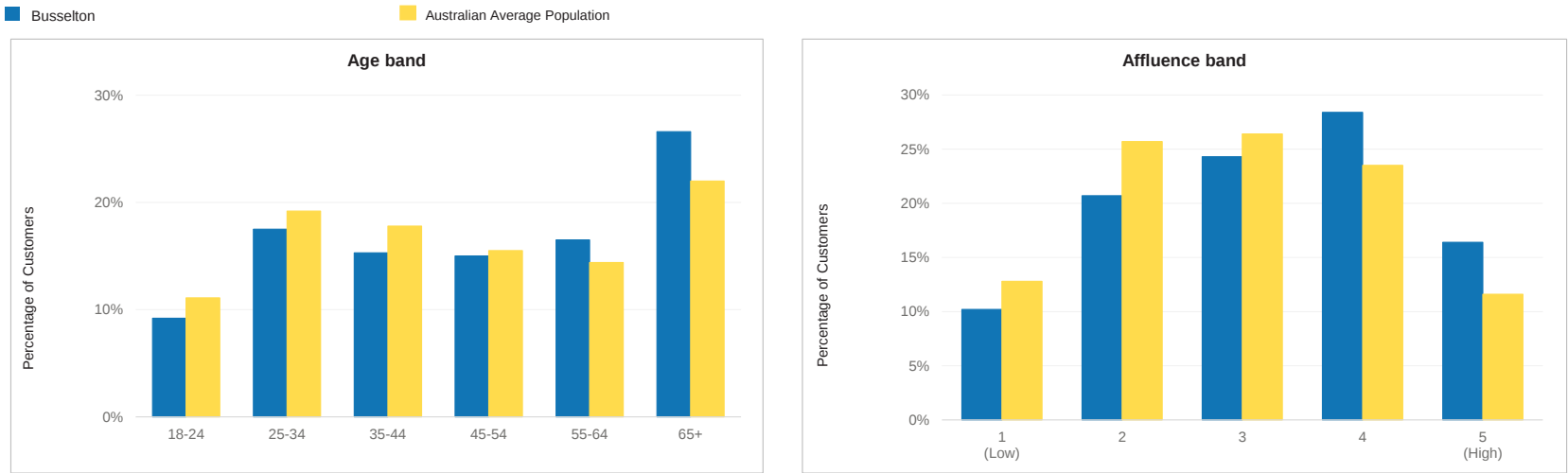
What are the highest performing categories for the Busselton residents during the past 12 months (March 2024 - February 2025)?

Category	Monthly			Annual		Last 12 month affinity	Last 12 month penetration
	Spend	vs last year	vs 2019	Spend	vs previous 12 months		
Total	\$33.1M	↑ 1.7%	↑ 89.0%	\$388.1M	↑ 5.9%		
Discretionary Retail	\$7.0M	↓ -0.1%	↑ 112.6%	\$86.5M	↑ 3.9%	1.00x	99.6%
Other Discretionary Retail	\$4.4M	↓ -7.8%	↑ 102.2%	\$54.7M	↑ 2.8%	0.99x	98.8%
Department Stores, Clothing & Accessories	\$1.9M	↑ 16.6%	↑ 107.0%	\$23.6M	↑ 2.3%	0.97x	95.3%
Buy Now Pay Later	\$604K	↑ 16.4%	↑ 470.2%	\$7.1M	↑ 21.2%	0.73x	18.5%
Print Media and Books	\$69K	↑ 3.0%	↑ 37.6%	\$809K	↓ -6.9%	0.88x	34.3%
Children and Baby Stores	\$25K	↑ 29.8%	↓ -39.9%	\$255K	↑ 9.2%	0.49x	7.6%
Food Retailing	\$7.0M	↑ 7.0%	↑ 91.8%	\$80.6M	↑ 3.8%	1.00x	99.6%
Supermarkets	\$4.7M	↑ 0.6%	↑ 66.8%	\$57.7M	↑ 2.3%	1.00x	99.1%
Groceries and Other Food Retailing	\$2.2M	↑ 23.5%	↑ 180.0%	\$23.0M	↑ 7.9%	1.00x	97.9%
Household	\$6.2M	↑ 1.8%	↑ 56.9%	\$72.5M	↑ 6.7%	0.99x	98.5%
Insurance	\$2.3M	↑ 9.5%	↑ 85.0%	\$24.3M	↑ 8.6%	0.92x	60.7%
Telecommunication Services	\$931K	↑ 4.2%	↑ 39.2%	\$10.8M	↑ 6.1%	0.96x	77.4%
Motor Vehicle Services	\$726K	↑ 52.4%	↑ 148.2%	\$7.0M	↑ 24.8%	1.25x	71.7%
Electricity, Gas and Water Supply	\$591K	↓ -10.7%	↓ -7.5%	\$10.5M	↓ -3.0%	0.94x	47.0%
Personal Services	\$493K	↓ -8.8%	↑ 101.5%	\$6.2M	↑ 7.9%	0.94x	74.9%
Pet Care	\$363K	↓ -0.4%	↑ 89.3%	\$4.8M	↑ 9.1%	1.01x	38.6%
School Education	\$279K	↑ 18.4%	↓ -8.2%	\$2.0M	↑ 6.9%	0.53x	17.3%
Public Services	\$217K	↓ -35.2%	↑ 4.5%	\$3.6M	↓ -3.9%	0.98x	55.3%
Fitness	\$200K	↓ -30.3%	↑ 173.6%	\$1.9M	↑ 14.2%	0.66x	39.6%
Childcare Services	\$86K	↑ 3.5%	↑ 43.8%	\$736K	↑ 18.6%	0.56x	3.6%
Charities	\$48K	↓ -23.8%	↑ 22.8%	\$540K	↓ -17.2%	0.84x	25.6%
Computer Services	\$19K	↓ -81.2%	↑ 10.4%	\$262K	↓ -27.0%	0.69x	10.2%
Tourism and Entertainment	\$4.1M	↑ 8.3%	↑ 151.7%	\$46.4M	↑ 10.4%	1.01x	99.6%
Restaurants	\$882K	↑ 16.2%	↑ 179.8%	\$8.9M	↑ 4.4%	0.97x	91.3%
Takeaway and Fast Food Outlets	\$734K	↑ 7.5%	↑ 145.2%	\$8.7M	↑ 5.9%	0.99x	94.1%
Pubs, Taverns and Bars	\$709K	↑ 1.2%	↑ 152.1%	\$8.2M	↑ 11.1%	1.04x	83.3%
Online Entertainment	\$495K	↑ 37.1%	↑ 446.5%	\$5.2M	↑ 28.3%	0.95x	66.4%
Cafes	\$462K	↑ 4.1%	↑ 48.5%	\$5.3M	↑ 7.2%	0.96x	84.7%
Attractions, Events and Recreation	\$459K	↓ -2.8%	↑ 81.6%	\$5.6M	↑ 11.8%	0.89x	70.5%
Food Delivery Services	\$201K	→ 0.0%	↑ 449.1%	\$2.5M	↑ 26.7%	0.66x	27.5%
Breweries and Wineries	\$146K	↓ -4.9%	↑ 286.7%	\$1.9M	↑ 2.9%	2.83x	49.3%
Private Transport	\$2.5M	↑ 15.2%	↑ 85.2%	\$27.2M	↑ 2.6%	0.99x	96.0%
Accommodation	\$753K	↓ -9.3%	↑ 91.2%	\$9.4M	↑ 5.0%	0.99x	59.0%

Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category (not restricted to location).

Demographic profiles

What is the profile of Busselton residents during the recent static period (March 2024 - February 2025)?



See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

Brand preference

What are the top brand preferences of Busselton residents during the recent static period (March 2024 - February 2025)?

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Rockmans</td><td>2.87x</td><td>7.5%</td></tr><tr><td>Angus And Coote</td><td>2.04x</td><td>4.3%</td></tr><tr><td>Just Jeans</td><td>2.02x</td><td>12.2%</td></tr><tr><td>Ghanda Clothing</td><td>1.94x</td><td>10.4%</td></tr><tr><td>Spendless Shoes</td><td>1.47x</td><td>10.4%</td></tr></table>	Brand	Affinity	Penetration	Rockmans	2.87x	7.5%	Angus And Coote	2.04x	4.3%	Just Jeans	2.02x	12.2%	Ghanda Clothing	1.94x	10.4%	Spendless Shoes	1.47x	10.4%	Top 5 Food Retailing <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Bunbury Farmers Market</td><td>>30x</td><td>48.7%</td></tr><tr><td>Liquor Stax</td><td>10.99x</td><td>18.8%</td></tr><tr><td>Liquor Barons</td><td>4.71x</td><td>7.2%</td></tr><tr><td>The Good Grocer</td><td>2.76x</td><td>4.4%</td></tr><tr><td>The Spud Shed</td><td>2.25x</td><td>11.2%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	48.7%	Liquor Stax	10.99x	18.8%	Liquor Barons	4.71x	7.2%	The Good Grocer	2.76x	4.4%	The Spud Shed	2.25x	11.2%	Top 5 Eating and Drinking Out <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Dome Cafe</td><td>8.92x</td><td>34.5%</td></tr><tr><td>Chicken Treat</td><td>8.82x</td><td>19.5%</td></tr><tr><td>Sushi Sushi</td><td>2.71x</td><td>27.4%</td></tr><tr><td>Miss Maud</td><td>2.35x</td><td>4.6%</td></tr><tr><td>Red Rooster</td><td>2.00x</td><td>36.4%</td></tr></table>	Brand	Affinity	Penetration	Dome Cafe	8.92x	34.5%	Chicken Treat	8.82x	19.5%	Sushi Sushi	2.71x	27.4%	Miss Maud	2.35x	4.6%	Red Rooster	2.00x	36.4%
Brand	Affinity	Penetration																																																						
Rockmans	2.87x	7.5%																																																						
Angus And Coote	2.04x	4.3%																																																						
Just Jeans	2.02x	12.2%																																																						
Ghanda Clothing	1.94x	10.4%																																																						
Spendless Shoes	1.47x	10.4%																																																						
Brand	Affinity	Penetration																																																						
Bunbury Farmers Market	>30x	48.7%																																																						
Liquor Stax	10.99x	18.8%																																																						
Liquor Barons	4.71x	7.2%																																																						
The Good Grocer	2.76x	4.4%																																																						
The Spud Shed	2.25x	11.2%																																																						
Brand	Affinity	Penetration																																																						
Dome Cafe	8.92x	34.5%																																																						
Chicken Treat	8.82x	19.5%																																																						
Sushi Sushi	2.71x	27.4%																																																						
Miss Maud	2.35x	4.6%																																																						
Red Rooster	2.00x	36.4%																																																						
Top 5 General Retail <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Red Dot</td><td>10.68x</td><td>44.1%</td></tr><tr><td>Perth Duty Free</td><td>5.23x</td><td>5.3%</td></tr><tr><td>The Reject Shop</td><td>1.07x</td><td>40.4%</td></tr><tr><td>Kmart</td><td>1.04x</td><td>81.9%</td></tr><tr><td>Temu</td><td>0.82x</td><td>18.8%</td></tr></table>	Brand	Affinity	Penetration	Red Dot	10.68x	44.1%	Perth Duty Free	5.23x	5.3%	The Reject Shop	1.07x	40.4%	Kmart	1.04x	81.9%	Temu	0.82x	18.8%	Top 5 Homewares and Appliances <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>House</td><td>2.76x</td><td>20.6%</td></tr><tr><td>The Good Guys</td><td>1.96x</td><td>25.6%</td></tr><tr><td>Beacon Lighting</td><td>1.95x</td><td>4.7%</td></tr><tr><td>Harvey Norman</td><td>1.74x</td><td>4.0%</td></tr><tr><td>Barbeques Galore</td><td>1.54x</td><td>2.7%</td></tr></table>	Brand	Affinity	Penetration	House	2.76x	20.6%	The Good Guys	1.96x	25.6%	Beacon Lighting	1.95x	4.7%	Harvey Norman	1.74x	4.0%	Barbeques Galore	1.54x	2.7%	Top 5 Personal Services <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Priceline</td><td>3.48x</td><td>27.0%</td></tr><tr><td>Price Attack</td><td>3.46x</td><td>7.6%</td></tr><tr><td>Essential Beauty</td><td>0.85x</td><td>0.9%</td></tr><tr><td>Adore Beauty</td><td>0.71x</td><td>1.4%</td></tr><tr><td>The Body Shop</td><td>0.59x</td><td>2.7%</td></tr></table>	Brand	Affinity	Penetration	Priceline	3.48x	27.0%	Price Attack	3.46x	7.6%	Essential Beauty	0.85x	0.9%	Adore Beauty	0.71x	1.4%	The Body Shop	0.59x	2.7%
Brand	Affinity	Penetration																																																						
Red Dot	10.68x	44.1%																																																						
Perth Duty Free	5.23x	5.3%																																																						
The Reject Shop	1.07x	40.4%																																																						
Kmart	1.04x	81.9%																																																						
Temu	0.82x	18.8%																																																						
Brand	Affinity	Penetration																																																						
House	2.76x	20.6%																																																						
The Good Guys	1.96x	25.6%																																																						
Beacon Lighting	1.95x	4.7%																																																						
Harvey Norman	1.74x	4.0%																																																						
Barbeques Galore	1.54x	2.7%																																																						
Brand	Affinity	Penetration																																																						
Priceline	3.48x	27.0%																																																						
Price Attack	3.46x	7.6%																																																						
Essential Beauty	0.85x	0.9%																																																						
Adore Beauty	0.71x	1.4%																																																						
The Body Shop	0.59x	2.7%																																																						

Affinity is based on the proportion of the residents shopping with the brand (not restricted to location) over the proportion of all Australian's shopping with the brand. Penetration is based on the proportion of the residents shopping with the brand (not restricted to location).

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Filter	Region Type	Resident location	
February 2025	Resident location	Sub-region	Dunsborough	

Overview

What are some of the key insights for Dunsborough residents during February 2025?

Total spend \$42.9M ↑ 6.5% .vs last year ↑ 93.0% .vs 2019	Top category Other Discretionary Retail \$5.4M of spend for Dunsborough residents is within this category during February 2025	Top lifestage Retiree 25.8% of spend for Dunsborough residents are within this lifestage during February 2025	Proportion of spend into the LGA 34.1% of spend for Dunsborough residents during February 2025
---	---	--	---

All insights are based on CommBank iQ's nationally representative retail customer transaction data for February 2025. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories.

Category performance

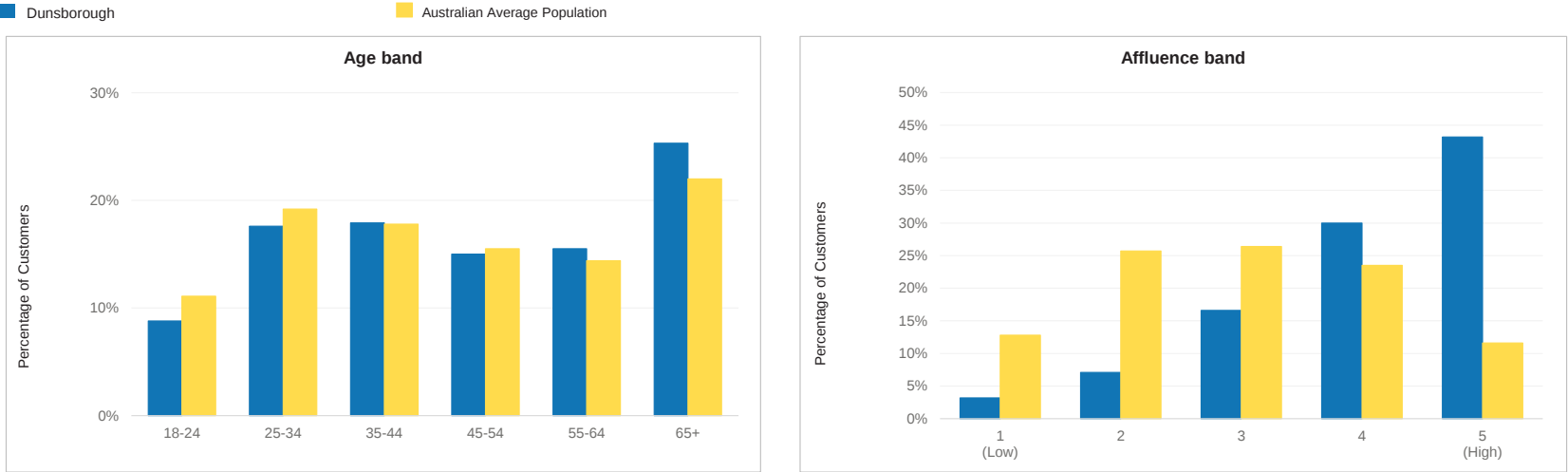
What are the highest performing categories for the Dunsborough residents during the past 12 months (March 2024 - February 2025)?

Category	Monthly			Annual		Last 12 month affinity	Last 12 month penetration
	Spend	vs last year	vs 2019	Spend	vs previous 12 months		
Total	\$42.9M	↑ 6.5%	↑ 93.0%	\$492.0M	↑ 8.2%		
Food Retailing	\$8.4M	↑ 5.3%	↑ 114.6%	\$98.0M	↑ 13.1%	1.00x	99.3%
Supermarkets	\$5.1M	↓ -1.1%	↑ 81.9%	\$63.1M	↑ 6.7%	1.00x	98.9%
Groceries and Other Food Retailing	\$3.2M	↑ 17.3%	↑ 199.8%	\$34.8M	↑ 26.9%	1.00x	97.8%
Household	\$8.3M	↑ 0.1%	↑ 69.1%	\$93.8M	↑ 8.6%	1.00x	98.9%
Insurance	\$3.0M	↑ 15.7%	↑ 105.3%	\$33.1M	↑ 10.6%	0.98x	65.2%
Telecommunication Services	\$1.0M	↑ 9.7%	↑ 57.6%	\$11.8M	↑ 9.6%	0.95x	76.3%
Motor Vehicle Services	\$969K	↓ -5.0%	↑ 210.0%	\$8.7M	↑ 8.6%	1.23x	70.6%
Electricity, Gas and Water Supply	\$798K	↓ -24.7%	↓ -8.2%	\$13.3M	↓ -2.0%	1.02x	51.1%
Personal Services	\$789K	↑ 0.8%	↑ 105.2%	\$9.1M	↑ 9.9%	0.99x	79.1%
School Education	\$514K	↓ -3.1%	↓ -16.5%	\$3.0M	↑ 20.7%	0.64x	21.0%
Pet Care	\$389K	↓ -21.4%	↑ 72.9%	\$5.6M	↑ 7.9%	1.14x	43.4%
Fitness	\$245K	↑ 3.2%	↑ 136.1%	\$2.5M	↑ 28.1%	0.73x	43.8%
Public Services	\$239K	↓ -27.2%	↑ 13.5%	\$3.5M	↑ 7.2%	1.12x	63.3%
Childcare Services	\$174K	↓ -13.1%	↑ 464.1%	\$1.2M	↓ -8.9%	1.52x	9.9%
Computer Services	\$100K	↑ 28.5%	↑ 490.7%	\$1.0M	↑ 73.6%	0.89x	13.1%
Charities	\$91K	↑ 32.8%	↑ 102.5%	\$1.0M	↓ -0.3%	1.01x	30.7%
Discretionary Retail	\$8.3M	↑ 4.2%	↑ 102.9%	\$105.7M	↑ 10.3%	1.00x	99.2%
Other Discretionary Retail	\$5.4M	↑ 3.9%	↑ 96.3%	\$68.9M	↑ 9.6%	0.99x	98.4%
Department Stores, Clothing & Accessories	\$2.3M	↑ 3.8%	↑ 110.0%	\$28.6M	↑ 7.1%	0.98x	95.9%
Buy Now Pay Later	\$452K	↑ 11.4%	↑ 267.2%	\$6.5M	↑ 39.2%	0.62x	15.7%
Print Media and Books	\$92K	↓ -1.4%	↑ 16.5%	\$1.2M	↑ 11.2%	1.12x	43.6%
Children and Baby Stores	\$22K	↓ -7.5%	↓ -11.5%	\$363K	↓ -6.6%	0.61x	9.5%
Tourism and Entertainment	\$4.8M	↑ 2.3%	↑ 118.2%	\$57.1M	↑ 9.6%	1.00x	99.0%
Restaurants	\$1.5M	↑ 21.0%	↑ 139.9%	\$16.4M	↑ 18.3%	1.02x	95.9%
Pubs, Taverns and Bars	\$729K	↑ 0.6%	↑ 94.7%	\$8.6M	↑ 1.9%	1.08x	86.6%
Cafes	\$642K	↑ 2.1%	↑ 79.1%	\$7.7M	↑ 7.8%	1.04x	91.5%
Takeaway and Fast Food Outlets	\$595K	↓ -5.0%	↑ 229.6%	\$7.4M	↑ 1.9%	0.98x	93.7%
Attractions, Events and Recreation	\$502K	↓ -14.4%	↑ 66.2%	\$7.0M	↑ 5.0%	0.96x	75.8%
Online Entertainment	\$442K	↑ 0.8%	↑ 140.4%	\$5.5M	↑ 22.4%	1.00x	69.9%
Breweries and Wineries	\$252K	↓ -19.9%	↑ 97.4%	\$3.2M	↑ 2.0%	3.47x	60.4%
Food Delivery Services	\$117K	↑ 1.0%	↑ 199.3%	\$1.3M	↑ 20.4%	0.52x	21.8%
Private Transport	\$2.9M	↑ 8.3%	↑ 55.5%	\$32.6M	↓ -8.2%	1.01x	97.7%
Accommodation	\$1.2M	↑ 12.0%	↑ 77.2%	\$14.4M	↑ 8.8%	1.15x	68.6%

Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category (not restricted to location).

Demographic profiles

What is the profile of Dunsborough residents during the recent static period (March 2024 - February 2025)?



See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

Brand preference

What are the top brand preferences of Dunsborough residents during the recent static period (March 2024 - February 2025)?

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Ghanda Clothing</td><td>3.40x</td><td>18.3%</td></tr><tr><td>Gazman</td><td>3.27x</td><td>7.2%</td></tr><tr><td>Vans</td><td>1.98x</td><td>2.1%</td></tr><tr><td>Just Jeans</td><td>1.60x</td><td>9.7%</td></tr><tr><td>Sportsgirl</td><td>1.50x</td><td>10.4%</td></tr></table>	Brand	Affinity	Penetration	Ghanda Clothing	3.40x	18.3%	Gazman	3.27x	7.2%	Vans	1.98x	2.1%	Just Jeans	1.60x	9.7%	Sportsgirl	1.50x	10.4%	Top 5 Food Retailing <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Bunbury Farmers Market</td><td>>30x</td><td>54.3%</td></tr><tr><td>Liquor Stax</td><td>26.08x</td><td>44.6%</td></tr><tr><td>Liquor Barons</td><td>8.79x</td><td>13.4%</td></tr><tr><td>The Good Grocer</td><td>5.57x</td><td>8.9%</td></tr><tr><td>7 Eleven</td><td>2.18x</td><td>65.0%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	54.3%	Liquor Stax	26.08x	44.6%	Liquor Barons	8.79x	13.4%	The Good Grocer	5.57x	8.9%	7 Eleven	2.18x	65.0%	Top 5 Eating and Drinking Out <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Chicken Treat</td><td>8.91x</td><td>19.7%</td></tr><tr><td>Dome Cafe</td><td>8.66x</td><td>33.5%</td></tr><tr><td>Miss Maud</td><td>2.88x</td><td>5.6%</td></tr><tr><td>Sushi Sushi</td><td>2.39x</td><td>24.1%</td></tr><tr><td>Varsity Bar</td><td>1.79x</td><td>3.5%</td></tr></table>	Brand	Affinity	Penetration	Chicken Treat	8.91x	19.7%	Dome Cafe	8.66x	33.5%	Miss Maud	2.88x	5.6%	Sushi Sushi	2.39x	24.1%	Varsity Bar	1.79x	3.5%
Brand	Affinity	Penetration																																																						
Ghanda Clothing	3.40x	18.3%																																																						
Gazman	3.27x	7.2%																																																						
Vans	1.98x	2.1%																																																						
Just Jeans	1.60x	9.7%																																																						
Sportsgirl	1.50x	10.4%																																																						
Brand	Affinity	Penetration																																																						
Bunbury Farmers Market	>30x	54.3%																																																						
Liquor Stax	26.08x	44.6%																																																						
Liquor Barons	8.79x	13.4%																																																						
The Good Grocer	5.57x	8.9%																																																						
7 Eleven	2.18x	65.0%																																																						
Brand	Affinity	Penetration																																																						
Chicken Treat	8.91x	19.7%																																																						
Dome Cafe	8.66x	33.5%																																																						
Miss Maud	2.88x	5.6%																																																						
Sushi Sushi	2.39x	24.1%																																																						
Varsity Bar	1.79x	3.5%																																																						
Top 5 General Retail <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Perth Duty Free</td><td>9.77x</td><td>9.8%</td></tr><tr><td>Red Dot</td><td>7.67x</td><td>31.6%</td></tr><tr><td>Kmart</td><td>1.00x</td><td>78.4%</td></tr><tr><td>Temu</td><td>0.89x</td><td>20.5%</td></tr><tr><td>Etsy</td><td>0.89x</td><td>7.1%</td></tr></table>	Brand	Affinity	Penetration	Perth Duty Free	9.77x	9.8%	Red Dot	7.67x	31.6%	Kmart	1.00x	78.4%	Temu	0.89x	20.5%	Etsy	0.89x	7.1%	Top 5 Homewares and Appliances <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>House</td><td>2.25x</td><td>16.8%</td></tr><tr><td>Beacon Lighting</td><td>2.18x</td><td>5.2%</td></tr><tr><td>Adairs</td><td>2.15x</td><td>12.7%</td></tr><tr><td>The Good Guys</td><td>1.90x</td><td>24.8%</td></tr><tr><td>Kitchen Warehouse</td><td>1.58x</td><td>4.4%</td></tr></table>	Brand	Affinity	Penetration	House	2.25x	16.8%	Beacon Lighting	2.18x	5.2%	Adairs	2.15x	12.7%	The Good Guys	1.90x	24.8%	Kitchen Warehouse	1.58x	4.4%	Top 5 Personal Services <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Price Attack</td><td>2.47x</td><td>5.4%</td></tr><tr><td>Priceline</td><td>2.47x</td><td>19.2%</td></tr><tr><td>Adore Beauty</td><td>1.09x</td><td>2.2%</td></tr><tr><td>Essential Beauty</td><td>0.79x</td><td>0.8%</td></tr><tr><td>Mecca</td><td>0.78x</td><td>11.6%</td></tr></table>	Brand	Affinity	Penetration	Price Attack	2.47x	5.4%	Priceline	2.47x	19.2%	Adore Beauty	1.09x	2.2%	Essential Beauty	0.79x	0.8%	Mecca	0.78x	11.6%
Brand	Affinity	Penetration																																																						
Perth Duty Free	9.77x	9.8%																																																						
Red Dot	7.67x	31.6%																																																						
Kmart	1.00x	78.4%																																																						
Temu	0.89x	20.5%																																																						
Etsy	0.89x	7.1%																																																						
Brand	Affinity	Penetration																																																						
House	2.25x	16.8%																																																						
Beacon Lighting	2.18x	5.2%																																																						
Adairs	2.15x	12.7%																																																						
The Good Guys	1.90x	24.8%																																																						
Kitchen Warehouse	1.58x	4.4%																																																						
Brand	Affinity	Penetration																																																						
Price Attack	2.47x	5.4%																																																						
Priceline	2.47x	19.2%																																																						
Adore Beauty	1.09x	2.2%																																																						
Essential Beauty	0.79x	0.8%																																																						
Mecca	0.78x	11.6%																																																						

Affinity is based on the proportion of the residents shopping with the brand (not restricted to location) over the proportion of all Australian's shopping with the brand. Penetration is based on the proportion of the residents shopping with the brand (not restricted to location).

City of Bussetlon

Resident	Business	Events	Visitor	Leakage
Month	Filter	Region Type	Resident location	
February 2025	Resident location	Sub-region	West Bussetlon	

Overview

What are some of the key insights for West Bussetlon residents during February 2025?

Total spend \$46.3M ↓ -2.7% ↑ 79.8% .vs last year .vs 2019	Top category Supermarkets \$7.1M of spend for West Bussetlon residents is within this category during February 2025	Top lifestage Retiree 32% of spend for West Bussetlon residents are within this lifestage during February 2025	Proportion of spend into the LGA 44.3% of spend for West Bussetlon residents during February 2025
--	--	---	--

All insights are based on CommBank iQ's nationally representative retail customer transaction data for February 2025. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories.

Category performance

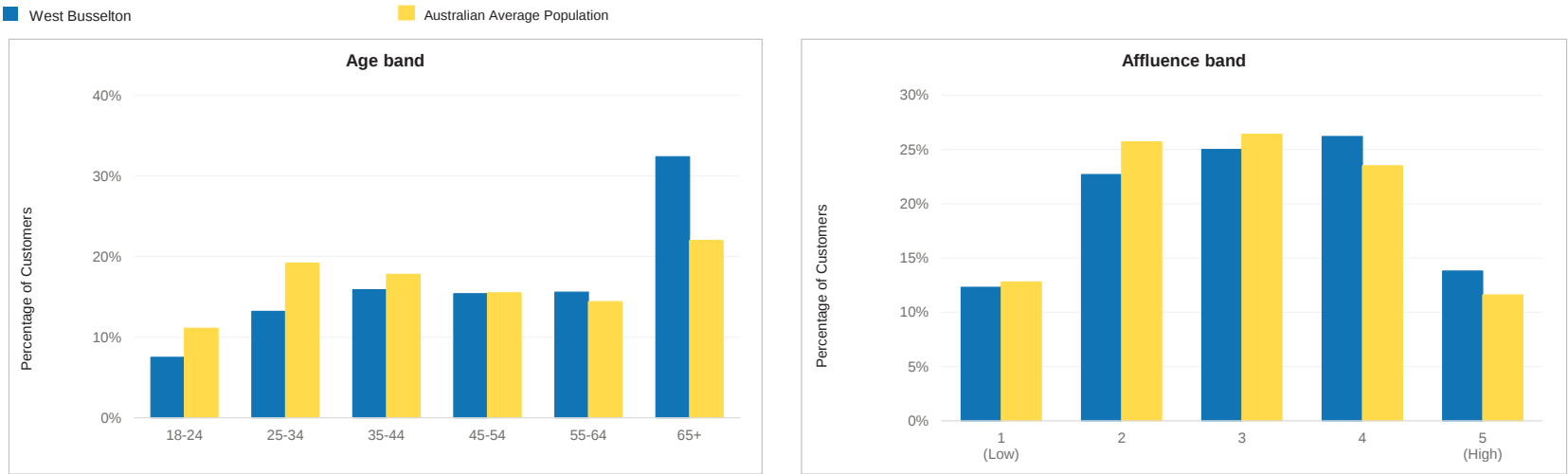
What are the highest performing categories for the West Bussetlon residents during the past 12 months (March 2024 - February 2025)?

Category	Monthly			Annual		Last 12 month affinity	Last 12 month penetration
	Spend	vs last year	vs 2019	Spend	vs previous 12 months		
Total	\$46.3M	↓ -2.7%	↑ 79.8%	\$602.1M	↑ 5.2%		
Food Retailing	\$10.4M	↓ -2.2%	↑ 73.6%	\$133.0M	↑ 1.4%	1.00x	99.3%
Supermarkets	\$7.1M	↓ -5.8%	↑ 53.5%	\$94.8M	↑ 1.6%	1.00x	99.0%
Groceries and Other Food Retailing	\$3.4M	↑ 6.4%	↑ 140.1%	\$38.2M	↑ 0.7%	1.00x	97.5%
Household	\$9.5M	→ 0.0%	↑ 73.1%	\$119.1M	↑ 7.7%	1.00x	99.4%
Insurance	\$3.4M	↑ 7.6%	↑ 103.4%	\$40.7M	↑ 14.5%	1.01x	67.2%
Telecommunication Services	\$1.5M	↑ 3.4%	↑ 39.7%	\$18.2M	↑ 6.4%	1.00x	80.5%
Motor Vehicle Services	\$909K	↑ 4.6%	↑ 177.6%	\$10.1M	↑ 14.4%	1.39x	79.7%
Personal Services	\$793K	↑ 7.7%	↑ 86.0%	\$9.7M	↑ 8.5%	1.02x	81.1%
Electricity, Gas and Water Supply	\$772K	↓ -14.2%	↑ 9.1%	\$17.8M	↓ -1.6%	1.13x	56.8%
Pet Care	\$599K	↓ -13.3%	↑ 93.8%	\$7.4M	↑ 3.9%	1.30x	49.3%
School Education	\$443K	↑ 47.1%	↑ 61.5%	\$2.9M	↑ 2.8%	0.62x	20.3%
Public Services	\$407K	↓ -21.4%	↑ 8.9%	\$6.4M	↓ -7.5%	1.17x	66.3%
Fitness	\$284K	↓ -19.0%	↑ 241.6%	\$3.0M	↑ 33.3%	0.73x	43.6%
Childcare Services	\$231K	↓ -35.3%	↑ 111.7%	\$1.5M	↓ -2.4%	0.79x	5.1%
Charities	\$81K	↓ -3.2%	↓ -2.7%	\$1.1M	↑ 1.0%	1.01x	30.7%
Computer Services	\$31K	↓ -9.1%	↑ 20.1%	\$401K	↓ -14.3%	0.75x	11.0%
Discretionary Retail	\$9.3M	↓ -3.6%	↑ 78.5%	\$131.9M	↑ 4.4%	1.00x	99.4%
Other Discretionary Retail	\$5.8M	↓ -6.0%	↑ 66.8%	\$81.4M	↑ 1.6%	1.00x	98.9%
Department Stores, Clothing & Accessories	\$2.6M	↑ 0.9%	↑ 76.1%	\$37.8M	↑ 9.0%	1.00x	97.6%
Buy Now Pay Later	\$798K	↑ 0.2%	↑ 343.1%	\$10.9M	↑ 9.5%	0.77x	19.5%
Print Media and Books	\$118K	↑ 12.0%	↑ 39.5%	\$1.5M	↑ 9.9%	1.08x	42.2%
Children and Baby Stores	\$29K	↓ -35.0%	↑ 65.3%	\$375K	↑ 9.9%	0.57x	8.9%
Tourism and Entertainment	\$5.2M	↑ 0.3%	↑ 134.8%	\$69.1M	↑ 11.6%	1.00x	99.0%
Takeaway and Fast Food Outlets	\$1.1M	↓ -1.1%	↑ 139.1%	\$14.3M	↑ 8.8%	0.98x	93.6%
Restaurants	\$973K	↑ 4.4%	↑ 116.6%	\$11.9M	↑ 7.3%	0.97x	90.7%
Pubs, Taverns and Bars	\$851K	↑ 2.5%	↑ 150.8%	\$11.4M	↑ 13.2%	1.06x	84.9%
Online Entertainment	\$676K	↑ 12.1%	↑ 359.0%	\$8.7M	↑ 35.2%	0.97x	67.4%
Cafes	\$591K	↓ -10.4%	↑ 43.0%	\$7.8M	↑ 6.6%	1.00x	87.7%
Attractions, Events and Recreation	\$564K	↓ -1.9%	↑ 75.6%	\$8.4M	↑ 3.8%	0.95x	74.7%
Food Delivery Services	\$323K	↑ 2.6%	↑ 475.1%	\$4.0M	↑ 26.8%	0.70x	29.2%
Breweries and Wineries	\$183K	↓ -16.7%	↑ 239.8%	\$2.6M	↓ -1.2%	3.03x	52.8%
Private Transport	\$3.5M	↑ 6.0%	↑ 52.7%	\$42.3M	↑ 1.2%	0.99x	95.6%
Accommodation	\$943K	↓ -13.3%	↑ 105.8%	\$12.5M	↑ 1.5%	1.06x	63.2%

Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category (not restricted to location).

Demographic profiles

What is the profile of West Bussetlon residents during the recent static period (March 2024 - February 2025)?



See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

Brand preference

What are the top brand preferences of West Bussetlon residents during the recent static period (March 2024 - February 2025)?

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Rockmans</td><td>4.01x</td><td>10.4%</td></tr><tr><td>Angus And Coote</td><td>3.28x</td><td>6.9%</td></tr><tr><td>Just Jeans</td><td>2.44x</td><td>14.7%</td></tr><tr><td>Ghanda Clothing</td><td>2.31x</td><td>12.4%</td></tr><tr><td>Williams The Shoeman</td><td>1.96x</td><td>6.9%</td></tr></table>	Brand	Affinity	Penetration	Rockmans	4.01x	10.4%	Angus And Coote	3.28x	6.9%	Just Jeans	2.44x	14.7%	Ghanda Clothing	2.31x	12.4%	Williams The Shoeman	1.96x	6.9%	Top 5 Food Retailing <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Bunbury Farmers Market</td><td>>30x</td><td>59.5%</td></tr><tr><td>Liquor Stax</td><td>23.18x</td><td>39.6%</td></tr><tr><td>Liquor Barons</td><td>5.28x</td><td>8.0%</td></tr><tr><td>The Good Grocer</td><td>2.79x</td><td>4.4%</td></tr><tr><td>The Jerky Co</td><td>2.46x</td><td>2.5%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	59.5%	Liquor Stax	23.18x	39.6%	Liquor Barons	5.28x	8.0%	The Good Grocer	2.79x	4.4%	The Jerky Co	2.46x	2.5%	Top 5 Eating and Drinking Out <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Chicken Treat</td><td>12.66x</td><td>28.0%</td></tr><tr><td>Dome Cafe</td><td>11.08x</td><td>42.8%</td></tr><tr><td>Sushi Sushi</td><td>3.26x</td><td>32.9%</td></tr><tr><td>Red Rooster</td><td>2.40x</td><td>43.7%</td></tr><tr><td>Miss Maud</td><td>2.23x</td><td>4.4%</td></tr></table>	Brand	Affinity	Penetration	Chicken Treat	12.66x	28.0%	Dome Cafe	11.08x	42.8%	Sushi Sushi	3.26x	32.9%	Red Rooster	2.40x	43.7%	Miss Maud	2.23x	4.4%
Brand	Affinity	Penetration																																																						
Rockmans	4.01x	10.4%																																																						
Angus And Coote	3.28x	6.9%																																																						
Just Jeans	2.44x	14.7%																																																						
Ghanda Clothing	2.31x	12.4%																																																						
Williams The Shoeman	1.96x	6.9%																																																						
Brand	Affinity	Penetration																																																						
Bunbury Farmers Market	>30x	59.5%																																																						
Liquor Stax	23.18x	39.6%																																																						
Liquor Barons	5.28x	8.0%																																																						
The Good Grocer	2.79x	4.4%																																																						
The Jerky Co	2.46x	2.5%																																																						
Brand	Affinity	Penetration																																																						
Chicken Treat	12.66x	28.0%																																																						
Dome Cafe	11.08x	42.8%																																																						
Sushi Sushi	3.26x	32.9%																																																						
Red Rooster	2.40x	43.7%																																																						
Miss Maud	2.23x	4.4%																																																						
Top 5 General Retail <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Red Dot</td><td>13.27x</td><td>54.8%</td></tr><tr><td>Perth Duty Free</td><td>7.34x</td><td>7.4%</td></tr><tr><td>The Reject Shop</td><td>1.19x</td><td>45.0%</td></tr><tr><td>Kmart</td><td>1.10x</td><td>86.7%</td></tr><tr><td>Temu</td><td>1.00x</td><td>23.0%</td></tr></table>	Brand	Affinity	Penetration	Red Dot	13.27x	54.8%	Perth Duty Free	7.34x	7.4%	The Reject Shop	1.19x	45.0%	Kmart	1.10x	86.7%	Temu	1.00x	23.0%	Top 5 Homewares and Appliances <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>House</td><td>3.47x</td><td>25.9%</td></tr><tr><td>The Good Guys</td><td>2.28x</td><td>29.7%</td></tr><tr><td>Harvey Norman</td><td>2.25x</td><td>5.2%</td></tr><tr><td>Beacon Lighting</td><td>2.19x</td><td>5.3%</td></tr><tr><td>Spotlight</td><td>1.89x</td><td>53.1%</td></tr></table>	Brand	Affinity	Penetration	House	3.47x	25.9%	The Good Guys	2.28x	29.7%	Harvey Norman	2.25x	5.2%	Beacon Lighting	2.19x	5.3%	Spotlight	1.89x	53.1%	Top 5 Personal Services <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Price Attack</td><td>4.44x</td><td>9.8%</td></tr><tr><td>Priceline</td><td>3.96x</td><td>30.7%</td></tr><tr><td>Essential Beauty</td><td>0.87x</td><td>0.9%</td></tr><tr><td>The Body Shop</td><td>0.80x</td><td>3.7%</td></tr><tr><td>Adore Beauty</td><td>0.62x</td><td>1.2%</td></tr></table>	Brand	Affinity	Penetration	Price Attack	4.44x	9.8%	Priceline	3.96x	30.7%	Essential Beauty	0.87x	0.9%	The Body Shop	0.80x	3.7%	Adore Beauty	0.62x	1.2%
Brand	Affinity	Penetration																																																						
Red Dot	13.27x	54.8%																																																						
Perth Duty Free	7.34x	7.4%																																																						
The Reject Shop	1.19x	45.0%																																																						
Kmart	1.10x	86.7%																																																						
Temu	1.00x	23.0%																																																						
Brand	Affinity	Penetration																																																						
House	3.47x	25.9%																																																						
The Good Guys	2.28x	29.7%																																																						
Harvey Norman	2.25x	5.2%																																																						
Beacon Lighting	2.19x	5.3%																																																						
Spotlight	1.89x	53.1%																																																						
Brand	Affinity	Penetration																																																						
Price Attack	4.44x	9.8%																																																						
Priceline	3.96x	30.7%																																																						
Essential Beauty	0.87x	0.9%																																																						
The Body Shop	0.80x	3.7%																																																						
Adore Beauty	0.62x	1.2%																																																						

Affinity is based on the proportion of the residents shopping with the brand (not restricted to location) over the proportion of all Australian's shopping with the brand. Penetration is based on the proportion of the residents shopping with the brand (not restricted to location).

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Region Type	Spend location		Filter
February 2025	LGA	City of Busselton		All Visitors

Overview

What are some of the key insights on visitors to City of Busselton?

Top category Accommodation - Online \$5.6M of City of Busselton visitor spend during February 2025	Top age band 25-34 20.4% of City of Busselton visitors are within this age band	Top lifestage Young Families 21.2% of City of Busselton visitors are within this lifestage
---	--	---

Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the period (March 2024 - February 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.

Category performance

What are the highest performing categories for visitors to City of Busselton during the past 12 months (March 2024 - February 2025)?

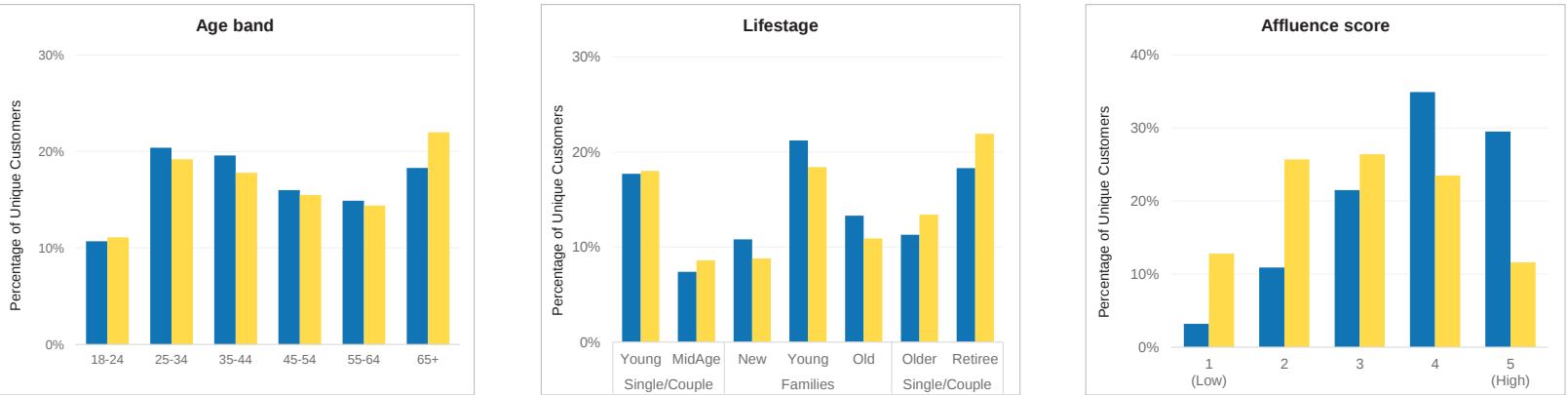
Category	Monthly			Annual		Last 12 month affinity	Last 12 month penetration
	Spend	vs last year	vs 2019	Spend	vs previous 12 months		
Total	\$38.1M	↑ 3.2%	↑ 104.1%	\$488.0M	↑ 2.6%		
Tourism and Entertainment	\$9.3M	↓ -4.9%	↑ 80.7%	\$125.4M	↑ 1.0%	0.99x	78.7%
Restaurants	\$2.8M	↑ 11.9%	↑ 129.3%	\$34.6M	↑ 6.1%	0.93x	32.3%
Pubs, Taverns and Bars	\$1.7M	↓ -13.4%	↑ 75.8%	\$22.1M	↑ 2.1%	0.92x	27.1%
Cafes	\$1.5M	↓ -1.3%	↑ 19.4%	\$20.4M	↑ 14.1%	0.94x	32.0%
Breweries and Wineries	\$1.5M	↓ -23.1%	↑ 120.2%	\$24.0M	↓ -13.9%	0.94x	22.1%
Attractions, Events and Recreation	\$869K	↑ 7.8%	↑ 49.6%	\$11.6M	↑ 5.3%	0.94x	21.4%
Takeaway and Fast Food Outlets	\$867K	↓ -11.3%	↑ 121.7%	\$12.7M	↓ -3.2%	0.92x	29.0%
Food Retailing	\$8.7M	↑ 20.3%	↑ 126.8%	\$103.1M	↑ 9.2%	0.98x	62.6%
Groceries and Other Food Retailing	\$4.6M	↑ 52.4%	↑ 215.2%	\$46.8M	↑ 17.1%	0.96x	47.6%
Supermarkets	\$4.1M	↓ -2.7%	↑ 72.5%	\$56.3M	↑ 3.4%	0.95x	42.1%
Discretionary Retail	\$6.3M	↓ -1.5%	↑ 100.2%	\$87.5M	↑ 3.4%	0.93x	35.2%
Other Discretionary Retail	\$4.1M	↓ -2.4%	↑ 91.9%	\$57.1M	↑ 4.9%	0.89x	25.7%
Department Stores, Clothing & Accessories	\$2.2M	↑ 0.1%	↑ 118.2%	\$30.4M	↑ 0.5%	0.86x	20.7%
Accommodation - Online	\$5.6M	↑ 1.4%	↑ 293.2%	\$73.6M	↑ 3.0%		
Accommodation - Instore	\$2.9M	↓ -11.2%	↑ 32.3%	\$33.6M	↓ -15.4%	0.94x	11.0%
Private Transport	\$2.8M	↑ 36.1%	↑ 99.9%	\$30.6M	↑ 10.9%	0.92x	29.6%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (March 2024 - February 2025). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location.
New: Accommodation - Online → Attributed expenditure. See FAQ for more information

Demographic profile

What is the profile of visitors to City of Busselton during the recent static period (March 2024 - February 2025)?

All VisitorsAustralian Average Population



See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

Brand preference

What are the top brand preferences for visitors to City of Busselton during the recent static period (March 2024 - February 2025)?

How to read: 1.2% of Visitors to City of Busselton have transacted with Tasman Holiday Parks in City of Busselton. This is 1.02x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Tasman Holiday Parks	Travel	1.02x	1.2%
Ngilgi Cave	Attractions	1.01x	2.7%
Cape Naturaliste Lighthouse	Attractions	1.01x	2.7%
Busselton Jetty	Attractions	1.00x	11.6%
The Margaret River Chocolate Company	Food Retailing	1.00x	10.8%
Abbey Beach Resort	Travel	0.98x	1.6%
Pullman	Travel	0.98x	1.7%
Wise Wine	Eating And Drinking Out	0.98x	1.0%
Cheeky Monkey Brewing Co	Eating And Drinking Out	0.96x	2.2%
Meelup Farmhouse	Eating And Drinking Out	0.95x	1.6%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	0.95x	4.8%
Dunsborough Bakery	Food Retailing	0.94x	6.0%
Yallingup Maze	Attractions	0.94x	1.2%
Eagle Bay Brewing Co	Eating And Drinking Out	0.93x	3.8%
Wild Hop Brewing Company	Eating And Drinking Out	0.92x	3.6%
Lagoon Seafood Restaurant	Eating And Drinking Out	0.92x	1.8%
Yallingup Gugelhupf	Food Retailing	0.91x	1.1%
Yallingup General Store And Cafe	Eating And Drinking Out	0.91x	4.2%
Yallingup Woodfired Bakery	Food Retailing	0.91x	2.2%
Aravina Estate	Eating And Drinking Out	0.91x	2.3%
Beerfarm Metricup	Eating And Drinking Out	0.91x	2.3%
Caves House Hotel	Eating And Drinking Out	0.91x	5.6%
Coles	Food Retailing	0.90x	27.8%
Woody Nook Wines	Eating And Drinking Out	0.90x	1.1%
Shelter Brewing Co	Eating And Drinking Out	0.90x	7.4%
Merchant And Maker	Eating And Drinking Out	0.90x	5.4%
The Goose	Eating And Drinking Out	0.90x	10.3%
La Lah	Eating And Drinking Out	0.89x	2.0%
Cafe Evviva	Eating And Drinking Out	0.89x	1.6%
Wild And Woods	Eating And Drinking Out	0.89x	1.5%

Affinity is based on the proportion of the visitor customer group shopping with the brand within the spend location over the proportion of all customers shopping with the brand within the LGA. Penetration is based on the proportion of the visitor customer group shopping with the brand.

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Region Type	Spend location		
February 2025	Sub-region	Busselton		

Overview

What are some of the key insights on visitors to Busselton?

Top category Other Discretionary Retail \$2.6M of Busselton visitor spend during February 2025	Top age band 25-34 20.1% of Busselton visitors are within this age band	Top lifestage Young Families 21.2% of Busselton visitors are within this lifestage
---	--	---

Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the period (March 2024 - February 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.

Category performance

What are the highest performing categories for visitors to Busselton during the past 12 months (March 2024 - February 2025)?

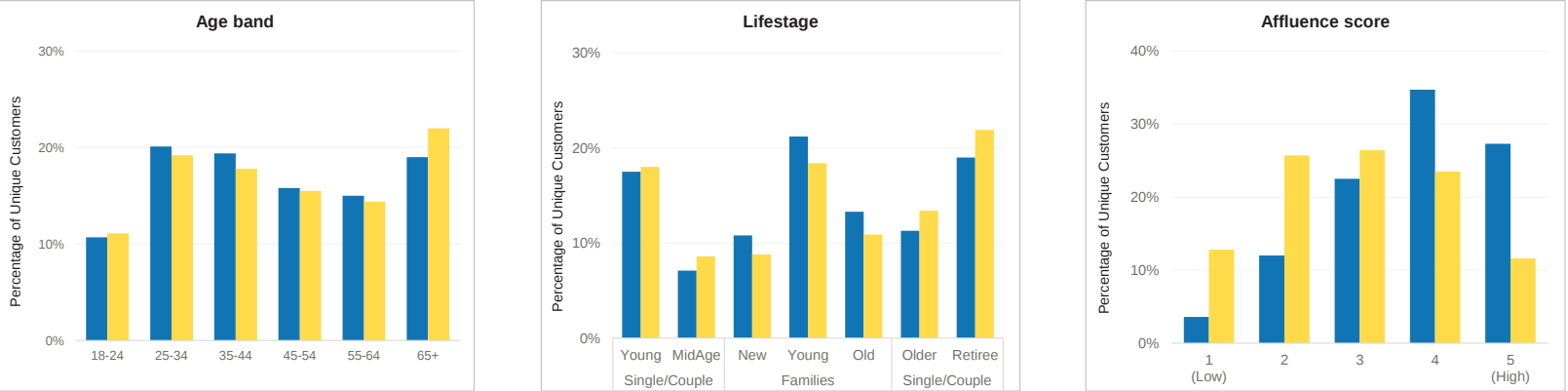
Category	Monthly			Annual		Last 12 month affinity	Last 12 month penetration
	Spend	vs last year	vs 2019	Spend	vs previous 12 months		
Total	\$12.3M	↓ -2.2%	↑ 81.4%	\$156.8M	↑ 3.2%		
Tourism and Entertainment	\$3.4M	↑ 2.7%	↑ 128.9%	\$40.0M	↑ 13.9%	0.93x	73.9%
Pubs, Taverns and Bars	\$895K	↑ 0.5%	↑ 154.6%	\$10.1M	↑ 28.7%	0.84x	24.6%
Restaurants	\$806K	↑ 66.0%	↑ 340.3%	\$6.9M	↑ 23.2%	0.52x	18.2%
Cafes	\$671K	↑ 1.1%	↑ 42.5%	\$8.4M	↑ 25.4%	0.71x	24.2%
Takeaway and Fast Food Outlets	\$279K	↓ -10.2%	↑ 74.2%	\$3.8M	↓ -2.2%	0.57x	18.0%
Discretionary Retail	\$3.4M	↓ -3.6%	↑ 82.2%	\$45.7M	↑ 7.8%	0.83x	31.5%
Other Discretionary Retail	\$2.6M	↓ -6.3%	↑ 84.7%	\$34.7M	↑ 7.5%	0.84x	24.2%
Department Stores, Clothing & Accessories	\$804K	↑ 6.4%	↑ 74.6%	\$10.9M	↑ 8.5%	0.62x	14.8%
Food Retailing	\$2.6M	↓ -6.9%	↑ 73.7%	\$33.7M	↓ -3.1%	0.63x	40.3%
Supermarkets	\$1.7M	↓ -6.4%	↑ 61.4%	\$21.5M	↓ -1.3%	0.68x	30.3%
Groceries and Other Food Retailing	\$942K	↓ -7.7%	↑ 100.7%	\$12.2M	↓ -6.2%	0.44x	22.0%
Private Transport	\$1.1M	↑ 21.4%	↑ 54.7%	\$12.0M	↓ -10.4%	0.64x	20.7%
Accommodation - Instore	\$85K	↓ -23.8%	↑ 15.3%	\$937K	↓ -34.9%		

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (March 2024 - February 2025). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location.
New: Accommodation - Online → Attributed expenditure. See FAQ for more information

Demographic profile

What is the profile of visitors to Busselton during the recent static period (March 2024 - February 2025)?

All VisitorsAustralian Average Population



See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

Brand preference

What are the top brand preferences for visitors to Busselton during the recent static period (March 2024 - February 2025)?

How to read: 17.9% of Visitors to Busselton have transacted with Busselton Jetty in Busselton. This is 1.55x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Busselton Jetty	Attractions	1.55x	17.9%
Shelter Brewing Co	Eating And Drinking Out	1.39x	11.5%
The Goose	Eating And Drinking Out	1.39x	15.9%
Rocky Ridge Brewing Co	Eating And Drinking Out	1.23x	3.6%
Mano Wraps	Eating And Drinking Out	1.20x	3.0%
Esplanade Hotel	Eating And Drinking Out	1.15x	6.0%
Hungry Jacks	Eating And Drinking Out	1.10x	4.4%
The Vasse Tavern	Eating And Drinking Out	1.09x	2.4%
Ship Inn	Eating And Drinking Out	1.09x	2.7%
Caltex	Private Transport	1.09x	12.5%
Baked Busselton	Food Retailing	1.08x	4.8%
The Fire Station	Eating And Drinking Out	1.05x	2.2%
Dan Murphys	Food Retailing	1.05x	6.9%
Benesse Cafe	Eating And Drinking Out	1.02x	3.3%
Timezone	Recreation	1.01x	1.5%
The Tav	Eating And Drinking Out	1.00x	2.2%
Geographe Restauranty	Eating And Drinking Out	0.97x	2.5%
Bunnings Warehouse	Hardware And Garden Retailing	0.97x	9.1%
Busselton Pavilion	Eating And Drinking Out	0.93x	1.6%
Bcf	Recreational Goods	0.92x	2.6%
Kwik Koffee	Eating And Drinking Out	0.90x	2.7%
The Salvation Army	Personal Goods Retailing	0.90x	1.1%
Best And Less	Clothing And Accessories	0.90x	3.1%
Cotton On	Clothing And Accessories	0.90x	1.8%
City Of Busselton	Government Administration	0.85x	3.1%
Sushi Sushi	Eating And Drinking Out	0.84x	2.3%
Reading Cinemas	Films And Videos	0.84x	1.8%
Pharmacy 777	Personal Goods Retailing	0.84x	3.2%
Mcdonalds	Eating And Drinking Out	0.79x	9.2%
Spotlight	Homewares And Appliances	0.79x	3.5%

Affinity is based on the proportion of the visitor customer group shopping with the brand within the spend location over the proportion of all customers shopping with the brand within the LGA. Penetration is based on the proportion of the visitor customer group shopping with the brand.

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Region Type	Spend location		
February 2025	Sub-region	Dunsborough		

Overview

What are some of the key insights on visitors to Dunsborough?

Top category

Restaurants

\$1.9M of Dunsborough visitor spend during February 2025

Top age band

25-34

20.5% of Dunsborough visitors are within this age band

Top lifestage

Young Families

22% of Dunsborough visitors are within this lifestage

Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the period (March 2024 - February 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.

Category performance

What are the highest performing categories for visitors to Dunsborough during the past 12 months (March 2024 - February 2025)?

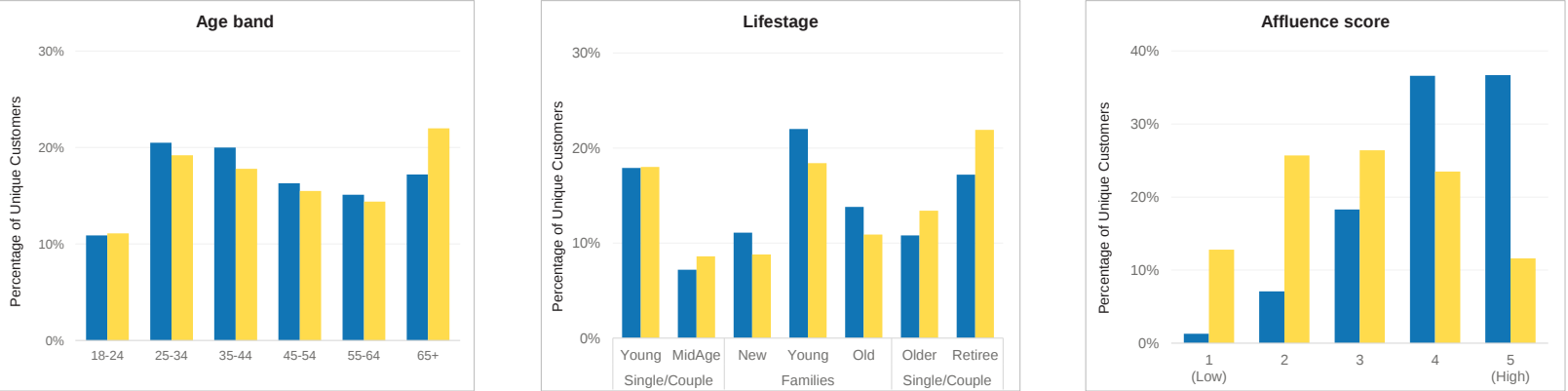
Category	Monthly			Annual		Last 12 month affinity	Last 12 month penetration
	Spend	vs last year	vs 2019	Spend	vs previous 12 months		
Total	\$10.9M	↓ -7.9%	↑ 59.3%	\$157.5M	↓ -4.1%		
Tourism and Entertainment	\$5.0M	↓ -10.5%	↑ 48.8%	\$73.4M	↓ -6.0%	0.95x	75.3%
Restaurants	\$1.9M	↓ -2.5%	↑ 85.3%	\$26.3M	↑ 1.9%	1.03x	35.9%
Breweries and Wineries	\$1.2M	↓ -15.1%	↑ 88.7%	\$18.7M	↓ -13.1%	1.00x	23.4%
Cafes	\$814K	↓ -0.7%	↑ 14.1%	\$11.1M	↑ 7.7%	0.84x	28.7%
Pubs, Taverns and Bars	\$666K	↓ -29.5%	↑ 4.0%	\$10.0M	↓ -16.7%	0.63x	18.5%
Attractions, Events and Recreation	\$213K	↑ 0.5%	↓ -9.1%	\$4.4M	↓ -10.9%	0.53x	12.0%
Takeaway and Fast Food Outlets	\$180K	↓ -17.1%	↑ 91.2%	\$3.0M	↓ -17.6%	0.52x	16.5%
Food Retailing	\$2.6M	↓ -2.3%	↑ 77.9%	\$39.8M	↑ 5.8%	0.98x	62.7%
Discretionary Retail	\$1.3M	↓ -7.4%	↑ 133.7%	\$18.1M	↓ -1.9%	0.52x	19.8%
Other Discretionary Retail	\$648K	↓ -5.6%	↑ 88.1%	\$9.6M	↑ 4.4%	0.53x	15.2%
Department Stores, Clothing & Accessories	\$609K	↓ -9.3%	↑ 215.0%	\$8.5M	↓ -8.1%	0.33x	8.0%
Accommodation - Instore	\$1.2M	↓ -10.7%	↑ 43.7%	\$14.7M	↓ -20.9%	0.71x	8.4%
Private Transport	\$374K	↓ -8.6%	↑ 3.4%	\$4.9M	↓ -11.6%	0.35x	11.3%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (March 2024 - February 2025). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location.
New: Accommodation - Online → Attributed expenditure. See FAQ for more information

Demographic profile

What is the profile of visitors to Dunsborough during the recent static period (March 2024 - February 2025)?

All VisitorsAustralian Average Population



See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

Brand preference

What are the top brand preferences for visitors to Dunsborough during the recent static period (March 2024 - February 2025)?

How to read: 1.9% of Visitors to Dunsborough have transacted with Tasman Holiday Parks in Dunsborough. This is 1.63x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Tasman Holiday Parks	Travel	1.63x	1.9%
Ngilgi Cave	Attractions	1.62x	4.3%
Cape Naturaliste Lighthouse	Attractions	1.61x	4.3%
Cullen Wines	Eating And Drinking Out	1.61x	1.2%
Bettenays Margaret River	Travel	1.61x	1.6%
Southern Stars Holiday Park	Travel	1.60x	1.1%
The Margaret River Chocolate Company	Food Retailing	1.60x	17.3%
Hay Shed Hill Wines	Eating And Drinking Out	1.58x	1.1%
Wise Wine	Eating And Drinking Out	1.56x	1.7%
Pullman	Travel	1.55x	2.7%
Meelup Farmhouse	Eating And Drinking Out	1.52x	2.6%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	1.52x	7.6%
Cheeky Monkey Brewing Co	Eating And Drinking Out	1.52x	3.6%
Vasse Virgin	Personal Services	1.52x	1.6%
Black Brewing Co	Eating And Drinking Out	1.52x	1.3%
Gabriel Chocolate	Food Retailing	1.51x	1.1%
Dunsborough Bakery	Food Retailing	1.51x	9.6%
Lamonts	Eating And Drinking Out	1.51x	1.5%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.51x	1.4%
Yallingup Maze	Attractions	1.51x	1.9%
Country Life Farm	Recreation	1.50x	1.0%
Eagle Bay Brewing Co	Eating And Drinking Out	1.50x	6.1%
Wild Hop Brewing Company	Eating And Drinking Out	1.48x	5.8%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.48x	2.9%
Yallingup Gugelhupf	Food Retailing	1.46x	1.8%
Yallingup General Store And Cafe	Eating And Drinking Out	1.46x	6.7%
Yallingup Woodfired Bakery	Food Retailing	1.45x	3.5%
Aravina Estate	Eating And Drinking Out	1.45x	3.6%
Beerfarm Metricup	Eating And Drinking Out	1.45x	3.7%
Swings And Roundabouts	Recreation	1.45x	1.2%

Affinity is based on the proportion of the visitor customer group shopping with the brand within the spend location over the proportion of all customers shopping with the brand within the LGA. Penetration is based on the proportion of the visitor customer group shopping with the brand.

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Region Type	Spend location		
February 2025	Sub-region	West Busselton		

Overview

What are some of the key insights on visitors to West Busselton?

Top category

Groceries and Other Food Retailing

\$2.2M of West Busselton visitor spend during February 2025

Top age band

35-44

20.4% of West Busselton visitors are within this age band

Top lifestage

Young Families

22.8% of West Busselton visitors are within this lifestage

Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the period (March 2024 - February 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.

Category performance

What are the highest performing categories for visitors to West Busselton during the past 12 months (March 2024 - February 2025)?

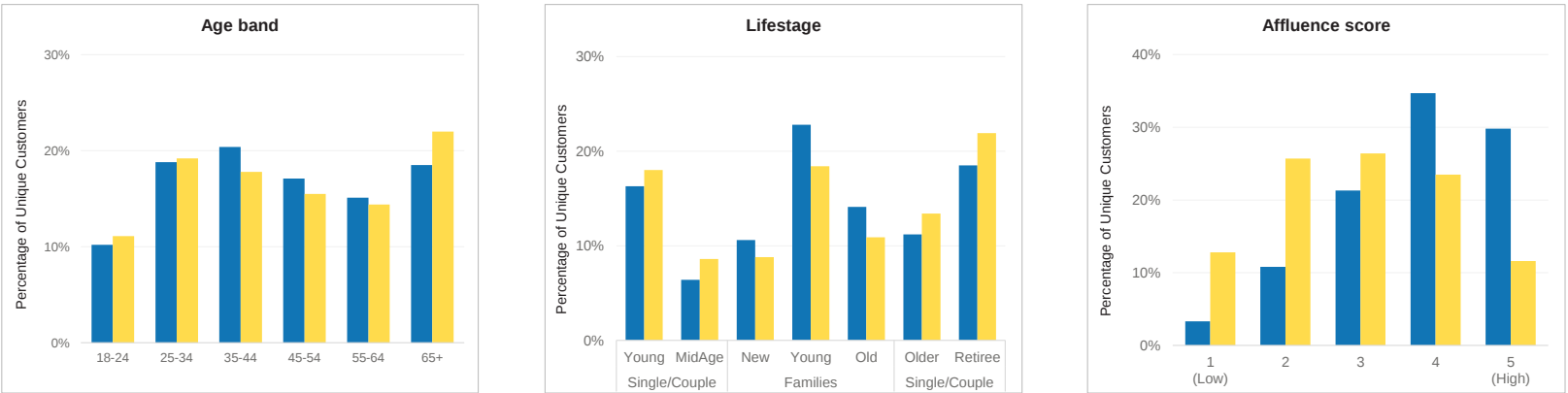
Category	Monthly			Annual		Last 12 month affinity	Last 12 month penetration
	Spend	vs last year	vs 2019	Spend	vs previous 12 months		
Total	\$9.2M	↑ 33.8%	↑ 157.6%	\$99.6M	↑ 13.8%		
Food Retailing	\$3.5M	↑ 100.2%	↑ 304.3%	\$29.6M	↑ 34.8%	0.76x	49.0%
Groceries and Other Food Retailing	\$2.2M	↑ 387.8%	↑ 806.0%	\$12.6M	↑ 122.5%	0.59x	29.3%
Supermarkets	\$1.3M	↓ -0.6%	↑ 107.1%	\$17.0M	↑ 4.3%	0.75x	33.4%
Discretionary Retail	\$1.6M	↑ 8.4%	↑ 120.4%	\$23.8M	↓ -0.3%	0.90x	34.0%
Accommodation - Instore	\$1.6M	↓ -10.8%	↑ 25.8%	\$17.9M	↓ -8.7%	1.07x	12.6%
Private Transport	\$1.3M	↑ 81.4%	↑ 324.6%	\$13.8M	↑ 57.7%	1.00x	32.5%
Tourism and Entertainment	\$917K	↑ 1.9%	↑ 190.7%	\$11.7M	↑ 9.4%	0.59x	46.5%
Takeaway and Fast Food Outlets	\$408K	↓ -9.2%	↑ 198.3%	\$5.8M	↑ 5.7%	1.01x	32.1%
Restaurants	\$125K	↑ 29.0%	↑ 383.3%	\$1.4M	↑ 14.5%	0.19x	6.5%
Attractions, Events and Recreation	\$84K	↑ 102.7%	↑ 257.7%	\$937K	↑ 29.4%	0.20x	4.6%
Cafes	\$61K	↓ -26.9%	↓ -45.2%	\$866K	↑ 1.7%	0.21x	7.2%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (March 2024 - February 2025). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location.
New: Accommodation - Online → Attributed expenditure. See FAQ for more information

Demographic profile

What is the profile of visitors to West Busselton during the recent static period (March 2024 - February 2025)?

All Visitors Australian Average Population



See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

Brand preference

What are the top brand preferences for visitors to West Busselton during the recent static period (March 2024 - February 2025)?

How to read: 1.3% of Visitors to West Busselton have transacted with Bayview Geographe Resort in West Busselton. This is 2.27x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Bayview Geographe Resort	Travel	2.27x	1.3%
Mandalay Resort	Travel	2.22x	1.5%
Abbey Beach Resort	Travel	2.18x	3.5%
Flametree Wines	Eating And Drinking Out	1.98x	1.3%
Vibe Petroleum	Private Transport	1.74x	13.8%
Broadwater Village Grocer	Food Retailing	1.70x	6.1%
Tonic By The Bay	Eating And Drinking Out	1.67x	6.3%
United Petrol	Private Transport	1.66x	5.8%
Kmart	General Retail	1.65x	21.7%
Bunbury Farmers Market	Food Retailing	1.57x	12.5%
Obison Coffee Roasters	Eating And Drinking Out	1.52x	2.0%
Subzero Gelato	Food Retailing	1.52x	1.5%
Aldi	Food Retailing	1.48x	11.6%
Gropers Fish And Chips	Eating And Drinking Out	1.47x	2.0%
Kfc	Eating And Drinking Out	1.45x	5.9%
Dusty Buns	Eating And Drinking Out	1.41x	2.3%
The Vietnamese Kitchen	Eating And Drinking Out	1.36x	1.9%
The Urban Coffee House	Eating And Drinking Out	1.36x	2.3%
Broadwater Pharmacy	Personal Goods Retailing	1.32x	1.6%
Coffee Head Co	Eating And Drinking Out	1.30x	1.8%
Leeuwin Way Takeaway	Eating And Drinking Out	1.30x	1.4%
Anaconda	Recreational Goods	1.29x	4.3%
Vasse Bakery	Food Retailing	1.27x	3.8%
Amelia Park Lodge	Travel	1.25x	2.0%
Boost Juice	Eating And Drinking Out	1.23x	2.2%
Red Rooster	Eating And Drinking Out	1.21x	3.7%
Chicken Treat	Eating And Drinking Out	1.20x	2.1%
Brewplus	Food Retailing	1.16x	2.0%
Tora Sushi	Eating And Drinking Out	1.14x	1.1%
3 Par Golf Course	Recreation	1.13x	2.9%

Affinity is based on the proportion of the visitor customer group shopping with the brand within the spend location over the proportion of all customers shopping with the brand within the LGA. Penetration is based on the proportion of the visitor customer group shopping with the brand.