

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Region Type	Spend location		
March 2025	LGA	City of Busselton		

Overview

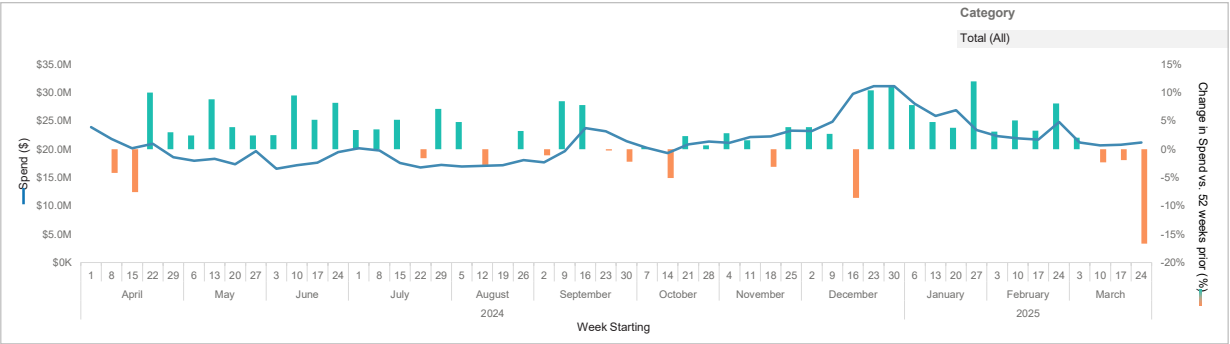
What are some of the key insights for the City of Busselton location for March 2025?

Total spend \$94.6M ↓ -5.5% ↓ -0.4% .vs last year Regional WA	Total customers 176K ↓ -4.1% .vs last year	Visitor spend \$41.5M 44% of total spend within City of Busselton during March 2025 are from Visitors	Total visitors 141K 80% of total customers within City of Busselton during March 2025 are from Visitors
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for March 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 City of Busselton location over time?



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

What are the key changes to category spend and visits in March 2025 versus the past year and Regional WA for the City of Busselton location?

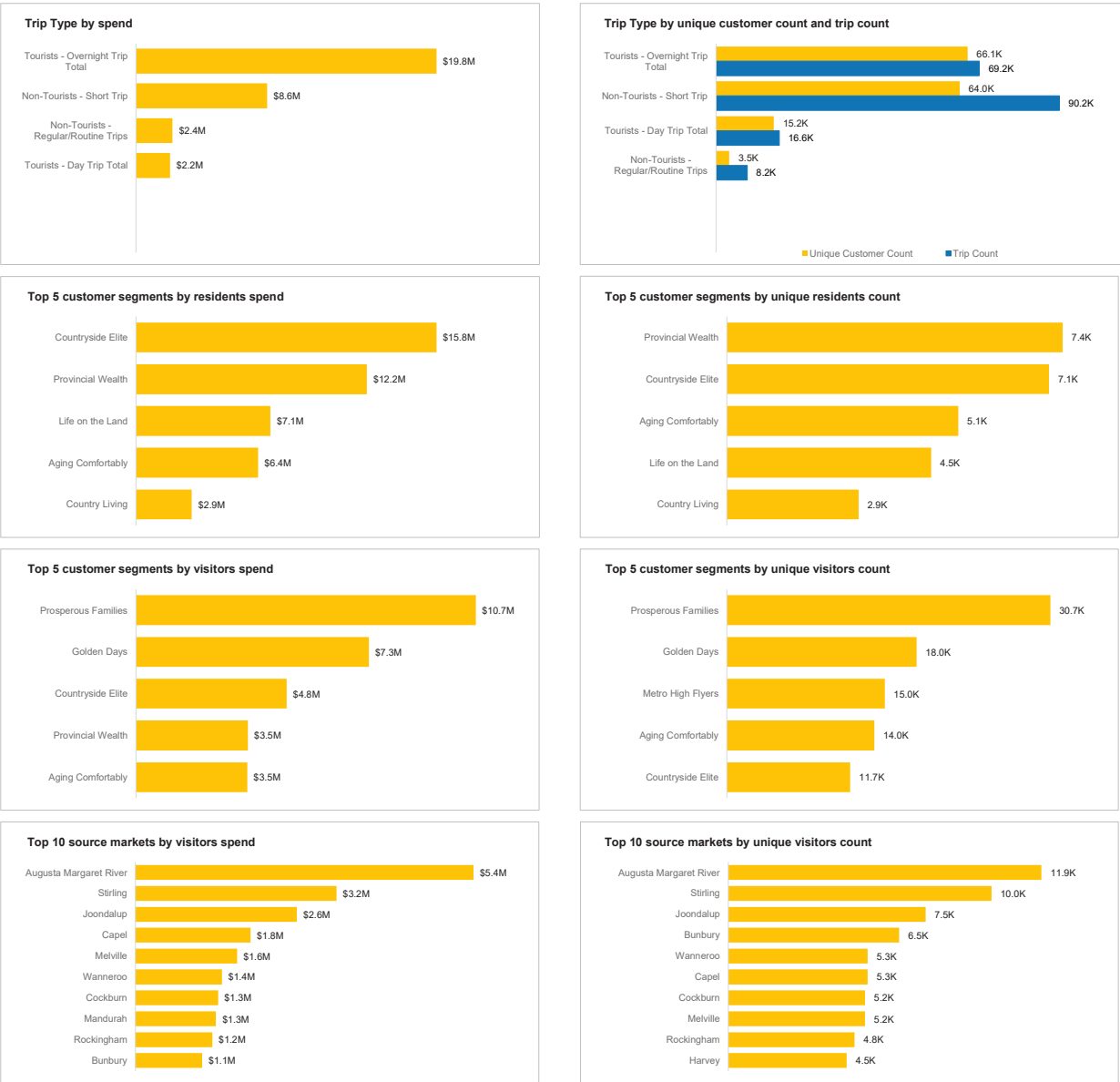
							Data representing		
							Spend		
Category	Total			Visitors			Residents		
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$94.6M	↓ -5.5%	↓ -0.4%	\$41.5M	↓ -12.8%	↓ -5.0%	\$53.1M	↑ 1.1%	↑ 2.4%
Food Retailing	\$30.8M	↑ 1.7%	↓ -0.3%	\$9.2M	↑ 2.6%	↓ -4.2%	\$21.6M	↑ 1.3%	↑ 1.1%
Supermarkets	\$19.6M	↓ -11.4%	↓ -0.3%	\$4.3M	↓ -18.8%	↓ -4.3%	\$15.3M	↓ -9.1%	↑ 0.9%
Groceries and Other Food Retailing	\$11.2M	↑ 37.1%	↓ -0.2%	\$4.9M	↑ 33.9%	↓ -4.1%	\$6.3M	↑ 39.6%	↑ 2.3%
Discretionary Retail	\$19.0M	↓ -9.5%	↓ -0.2%	\$6.7M	↓ -13.2%	↓ -3.9%	\$12.3M	↓ -7.4%	↑ 2.0%
Other Discretionary Retail	\$13.8M	↓ -10.0%	↑ 0.4%	\$4.2M	↓ -14.9%	↓ -4.0%	\$9.5M	↓ -7.6%	↑ 2.8%
Department Stores, Clothing & Accessories	\$5.2M	↓ -8.2%	↓ -2.3%	\$2.4M	↓ -10.0%	↓ -3.9%	\$2.8M	↓ -6.5%	↓ -1.1%
Tourism and Entertainment	\$17.4M	↓ -10.5%	↑ 0.6%	\$10.9M	↓ -16.9%	↓ -3.2%	\$6.5M	↑ 3.1%	↑ 4.3%
Restaurants	\$5.3M	↑ 12.4%	↑ 5.7%	\$3.4M	↑ 2.0%	↓ -0.3%	\$1.9M	↑ 38.4%	↑ 13.6%
Pubs, Taverns and Bars	\$3.4M	↓ -16.8%	↑ 3.3%	\$2.0M	↓ -24.0%	↑ 1.8%	\$1.4M	↓ -3.2%	↑ 4.6%
Cafes	\$3.1M	↓ -4.0%	↓ -1.4%	\$1.9M	↓ -7.2%	↓ -4.5%	\$1.2M	↑ 1.9%	↑ 1.9%
Takeaway and Fast Food Outlets	\$2.3M	↓ -15.7%	↓ -0.6%	\$982K	↓ -25.5%	↓ -5.1%	\$1.4M	↓ -7.0%	↑ 1.9%
Breweries and Wineries	\$1.9M	↓ -39.3%	↓ -27.0%	\$1.6M	↓ -41.2%	↓ -29.0%	\$362K	↓ -30.0%	↓ -17.6%
Attractions, Events and Recreation	\$1.4M	↓ -9.0%	↑ 1.4%	\$1.0M	↓ -8.4%	↑ 2.5%	\$362K	↓ -10.9%	↓ -0.8%
Private Transport	\$9.0M	↑ 11.0%	↓ -5.5%	\$3.5M	↑ 13.6%	↓ -9.2%	\$5.5M	↑ 9.5%	↓ -2.5%
Accommodation - Online	\$5.7M	↓ -30.5%	↓ -17.3%	\$5.6M	↓ -31.1%	↓ -17.3%	\$117K	↑ 23.3%	
Accommodation - Instore	\$3.1M	↓ -27.4%	↓ -12.7%	\$2.8M	↓ -30.1%	↓ -20.1%	\$345K	↑ 5.2%	↑ 10.0%

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 City of Busselton location during March 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
March 2025

Region Type
Sub-region

Spend location
Busselton

Overview

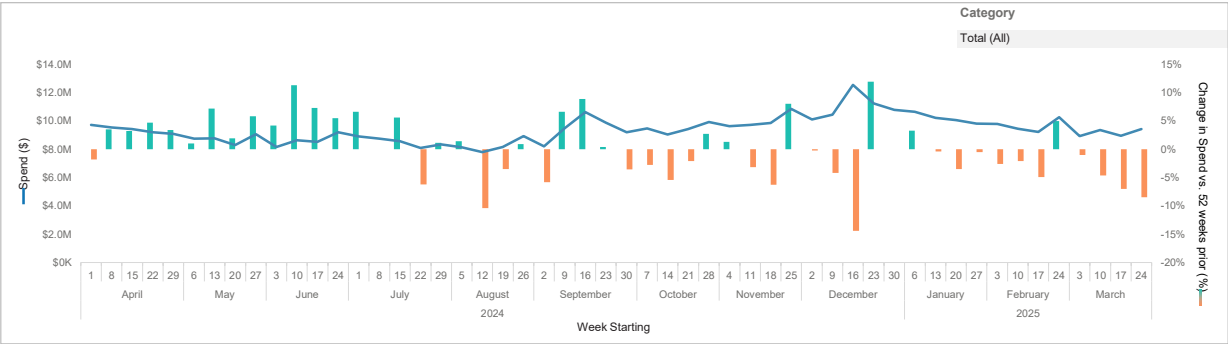
What are some of the key insights for the Busselton location for March 2025?



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Trends

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



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

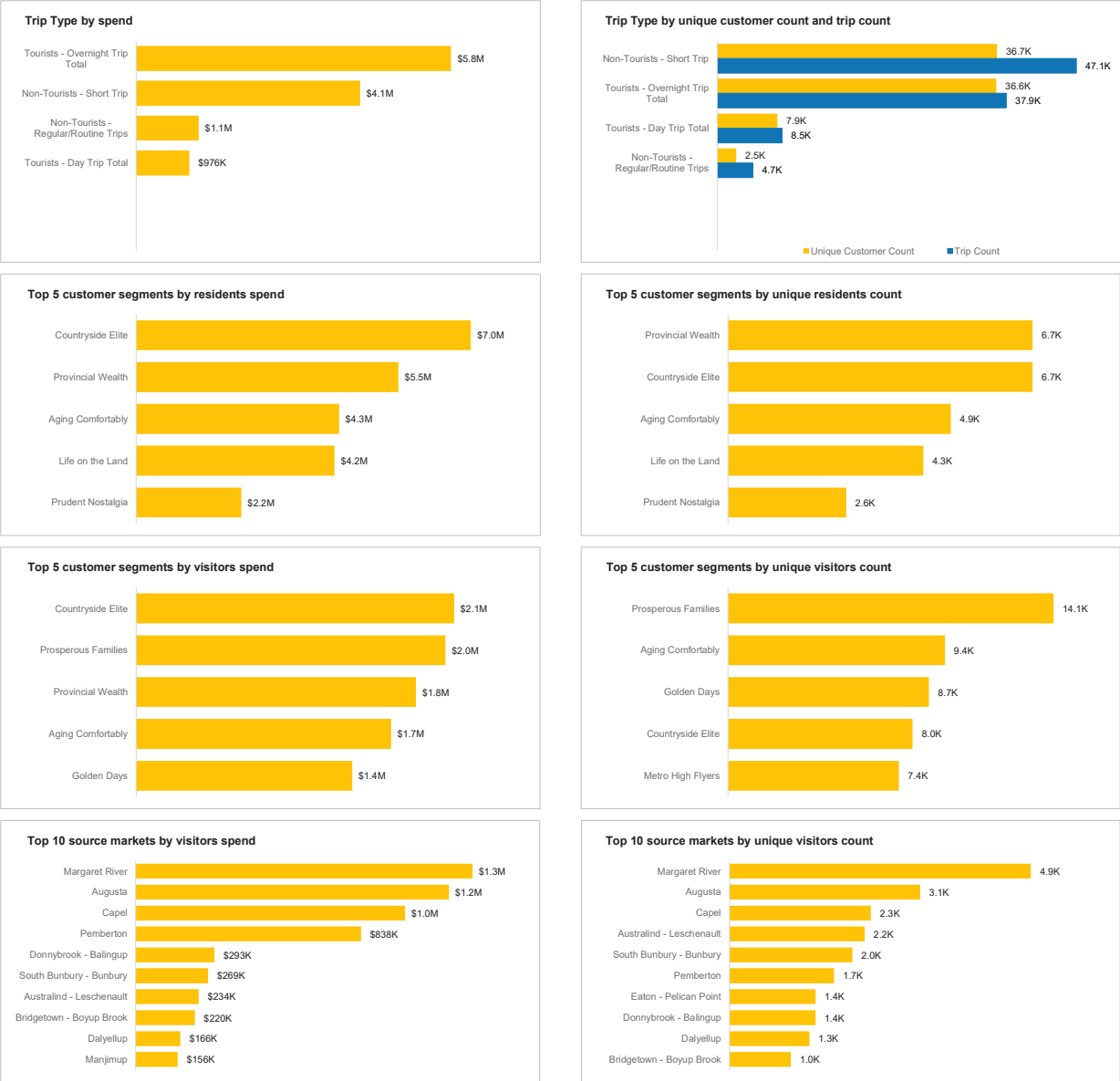
What are the key changes to category spend and visits in March 2025 versus the past year and Regional WA for the Busselton location?

							Data representing Spend		
Category	Total			Visitors			Residents		
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$40.7M	↓ -5.0%	↓ -0.4%	\$13.6M	↓ -4.9%	↓ -5.0%	\$27.0M	↓ -5.1%	↑ 2.4%
Food Retailing	\$11.3M	↓ -15.2%	↓ -0.3%	\$2.5M	↓ -15.7%	↓ -4.2%	\$8.7M	↓ -15.1%	↑ 1.1%
Supermarkets	\$8.8M	↓ -15.5%	↓ -0.3%	\$1.7M	↓ -16.5%	↓ -4.3%	\$7.1M	↓ -15.3%	↑ 0.9%
Groceries and Other Food Retailing	\$2.5M	↓ -14.2%	↓ -0.2%	\$811K	↓ -14.1%	↓ -4.1%	\$1.7M	↓ -14.2%	↑ 2.3%
Discretionary Retail	\$10.7M	↓ -11.3%	↓ -0.2%	\$3.5M	↓ -12.5%	↓ -3.9%	\$7.3M	↓ -10.8%	↑ 2.0%
Other Discretionary Retail	\$8.6M	↓ -12.1%	↑ 0.4%	\$2.5M	↓ -16.0%	↓ -4.0%	\$6.1M	↓ -10.3%	↑ 2.8%
Department Stores, Clothing & Accessories	\$2.1M	↓ -8.0%	↓ -2.3%	\$924K	↓ -0.8%	↓ -3.9%	\$1.2M	↓ -12.9%	↓ -1.1%
Tourism and Entertainment	\$7.0M	↓ -1.1%	↑ 0.6%	\$3.8M	↓ -7.5%	↓ -3.2%	\$3.2M	↑ 7.7%	↑ 4.3%
Restaurants	\$1.8M	↑ 61.5%	↑ 5.7%	\$898K	↑ 60.4%	↓ -0.3%	\$924K	↑ 62.6%	↑ 13.6%
Pubs, Taverns and Bars	\$1.8M	↓ -7.6%	↑ 3.3%	\$923K	↓ -17.2%	↑ 1.8%	\$889K	↑ 5.0%	↑ 4.6%
Cafes	\$1.4M	↓ -6.9%	↓ -1.4%	\$785K	↓ -9.5%	↓ -4.5%	\$598K	↓ -3.1%	↑ 1.9%
Attractions, Events and Recreation	\$859K	↓ -5.3%	↑ 1.4%	\$674K	↑ 2.2%	↑ 2.5%	\$185K	↓ -25.4%	↓ -0.8%
Takeaway and Fast Food Outlets	\$809K	↓ -10.4%	↓ -0.6%	\$319K	↓ -19.1%	↓ -5.1%	\$490K	↓ -3.7%	↑ 1.9%
Breweries and Wineries	\$303K	↓ -55.7%	↓ -27.0%	\$195K	↓ -61.4%	↓ -29.0%	\$108K	↓ -39.2%	↓ -17.6%
Private Transport	\$4.2M	↑ 6.7%	↓ -5.5%	\$1.5M	↑ 14.2%	↓ -9.2%	\$2.7M	↑ 2.8%	↓ -2.5%
Accommodation - Instore	\$238K	↑ 19.8%	↓ -12.7%	\$160K	↑ 37.9%	↓ -20.1%	\$78K	↓ -5.6%	↑ 10.0%

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 Busselton location during March 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
March 2025

Region Type
Sub-region

Spend location
Dunsborough

Overview

What are some of the key insights for the Dunsborough location for March 2025?

Total spend
\$22.9M

↓ -15.4% .vs last year
↓ -0.4% Regional WA

Total customers
85K

↓ -11.7% .vs last year

Visitor spend
\$12.6M

55% of total spend
within Dunsborough during March 2025 are from
Visitors

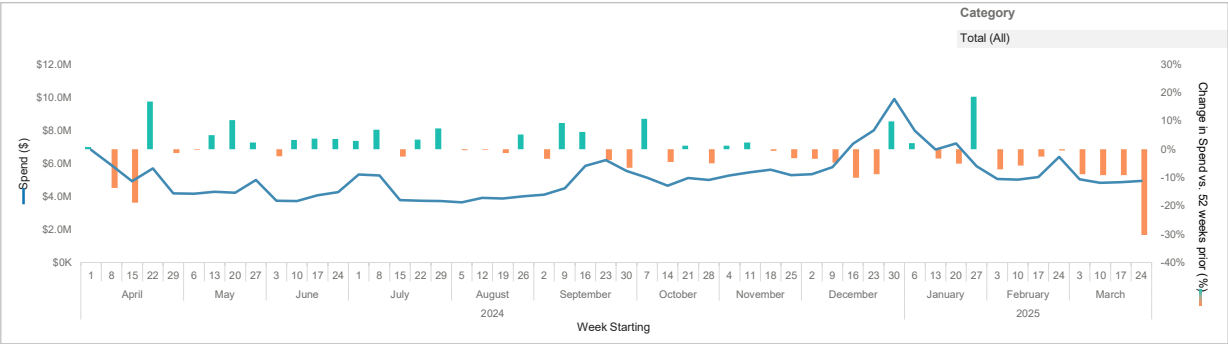
Total visitors
68K

80% of total customers
within Dunsborough during March 2025 are from
Visitors

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Trends

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



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

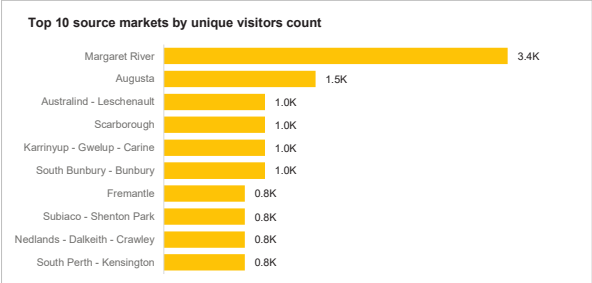
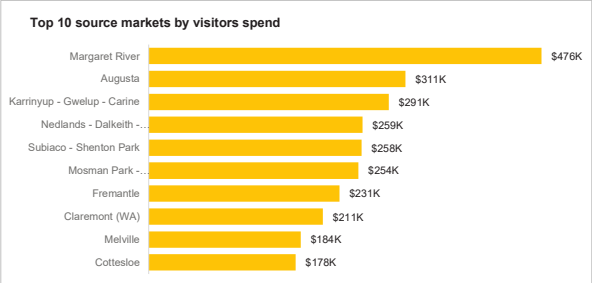
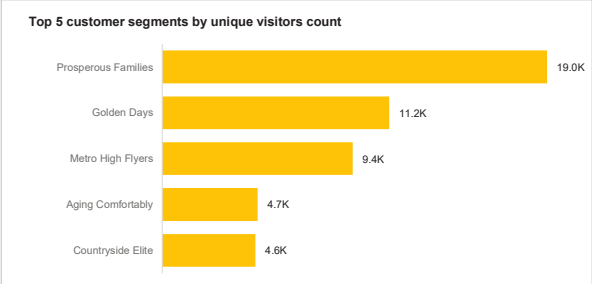
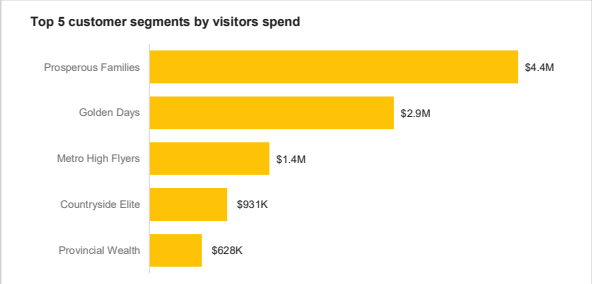
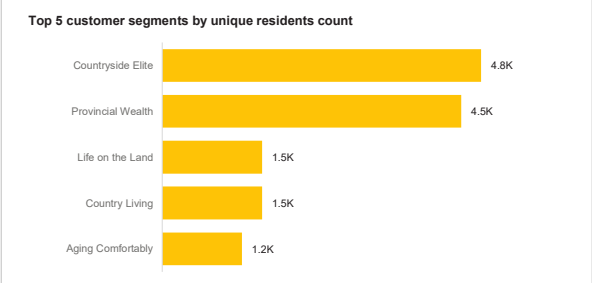
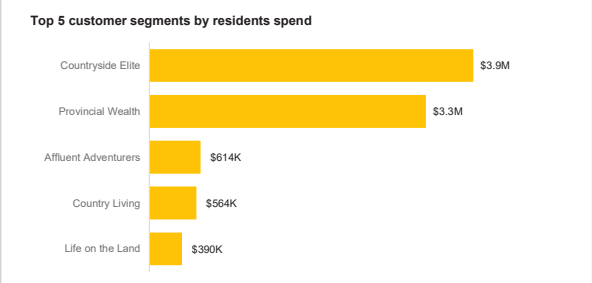
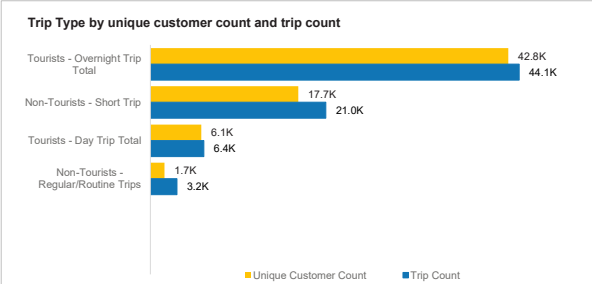
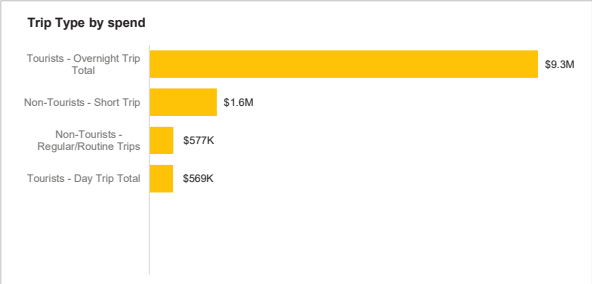
What are the key changes to category spend and visits in March 2025 versus the past year and Regional WA for the Dunsborough location?

							Data representing		
Category	Total			Visitors			Spend		
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$22.9M	↓ -15.4%	↓ -0.4%	\$12.6M	↓ -25.1%	↓ -5.0%	\$10.3M	↑ 0.2%	↑ 2.4%
Tourism and Entertainment	\$8.0M	↓ -19.9%	↑ 0.6%	\$6.0M	↓ -24.2%	↓ -3.2%	\$2.0M	↓ -3.2%	↑ 4.3%
Restaurants	\$3.2M	↓ -6.8%	↑ 5.7%	\$2.4M	↓ -11.2%	↓ -0.3%	\$755K	↑ 10.3%	↑ 13.6%
Breweries and Wineries	\$1.5M	↓ -35.7%	↓ -27.0%	\$1.3M	↓ -37.3%	↓ -29.0%	\$240K	↓ -25.7%	↓ -17.6%
Cafes	\$1.5M	↓ -0.9%	↓ -1.4%	\$1.1M	↓ -6.7%	↓ -4.5%	\$460K	↑ 15.3%	↑ 1.9%
Pubs, Taverns and Bars	\$1.2M	↓ -30.5%	↑ 3.3%	\$853K	↓ -34.0%	↑ 1.8%	\$342K	↓ -20.1%	↑ 4.6%
Takeaway and Fast Food Outlets	\$368K	↓ -33.9%	↓ -0.6%	\$202K	↓ -45.2%	↓ -5.1%	\$166K	↓ -11.7%	↑ 1.9%
Attractions, Events and Recreation	\$261K	↓ -41.1%	↑ 1.4%	\$229K	↓ -43.5%	↑ 2.5%	\$32K	↓ -15.0%	↓ -0.8%
Food Retailing	\$7.7M	↓ -11.0%	↓ -0.3%	\$2.9M	↓ -22.3%	↓ -4.2%	\$4.8M	↓ -2.3%	↑ 1.1%
Discretionary Retail	\$2.9M	↓ -8.3%	↓ -0.2%	\$1.4M	↓ -25.1%	↓ -3.9%	\$1.5M	↑ 18.0%	↑ 2.0%
Other Discretionary Retail	\$2.0M	↓ -2.1%	↑ 0.4%	\$773K	↓ -23.5%	↓ -4.0%	\$1.2M	↑ 19.5%	↑ 2.8%
Department Stores, Clothing & Accessories	\$941K	↓ -19.1%	↓ -2.3%	\$675K	↓ -27.0%	↓ -3.9%	\$266K	↑ 11.4%	↓ -1.1%
Private Transport	\$1.5M	↓ -12.8%	↓ -5.5%	\$515K	↓ -22.4%	↓ -9.2%	\$1.0M	↓ -7.0%	↓ -2.5%
Accommodation - Instore	\$1.3M	↓ -33.7%	↓ -12.7%	\$1.2M	↓ -36.7%	↓ -20.1%	\$115K	↑ 28.6%	↑ 10.0%

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 Dunsborough location during March 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
March 2025

Region Type
Sub-region

Spend location
West Busselton

Overview

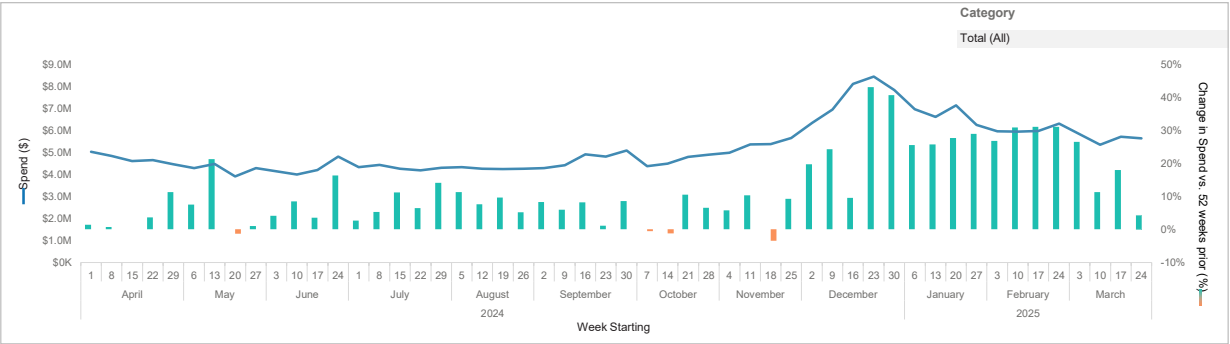
What are some of the key insights for the West Busselton location for March 2025?



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Trends

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



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

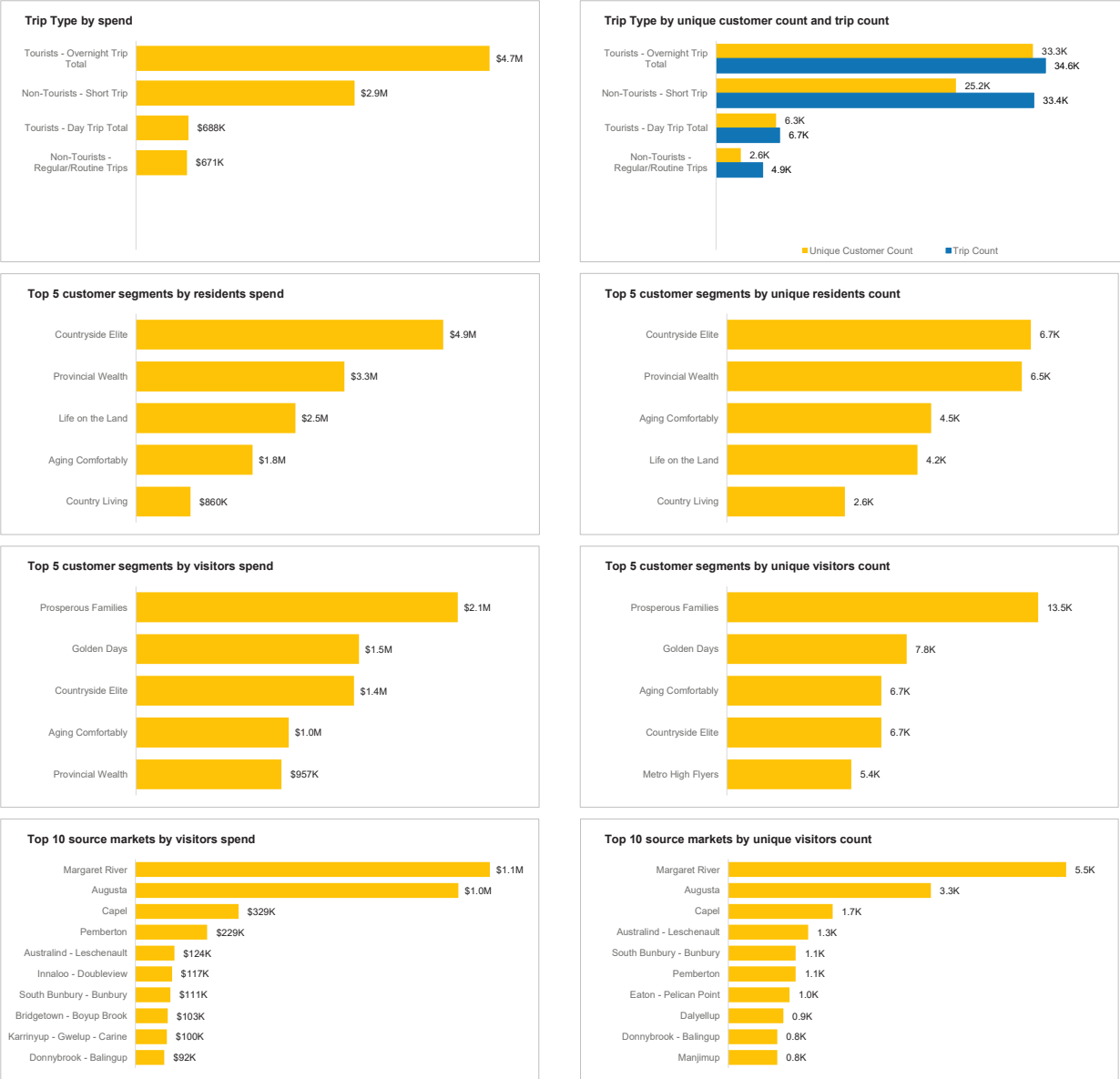
What are the key changes to category spend and visits in March 2025 versus the past year and Regional WA for the West Busselton location?

								Data representing		
								Spend		
Category	Total			Visitors			Residents			
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year		
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA	
Total	\$25.2M	↑ 15.3%	↓ -0.4%	\$9.7M	↑ 16.1%	↓ -5.0%	\$15.5M	↑ 14.8%	↑ 2.4%	
Food Retailing	\$11.8M	↑ 41.9%	↓ -0.3%	\$3.7M	↑ 70.9%	↓ -4.2%	\$8.1M	↑ 31.5%	↑ 1.1%	
Supermarkets	\$6.0M	↓ -7.5%	↓ -0.3%	\$1.3M	↓ -14.1%	↓ -4.3%	\$4.6M	↓ -5.4%	↑ 0.9%	
Groceries and Other Food Retailing	\$5.8M	↑ 213.5%	↓ -0.2%	\$2.4M	↑ 288.2%	↓ -4.1%	\$3.4M	↑ 176.7%	↑ 2.3%	
Discretionary Retail	\$5.4M	↓ -6.2%	↓ -0.2%	\$1.8M	↓ -1.7%	↓ -3.9%	\$3.6M	↓ -8.3%	↑ 2.0%	
Private Transport	\$3.2M	↑ 35.9%	↓ -5.5%	\$1.5M	↑ 35.0%	↓ -9.2%	\$1.8M	↑ 36.7%	↓ -2.5%	
Tourism and Entertainment	\$2.3M	↑ 2.1%	↑ 0.6%	\$1.1M	↑ 0.9%	↓ -3.2%	\$1.2M	↑ 3.2%	↑ 4.3%	
Takeaway and Fast Food Outlets	\$1.2M	↓ -11.7%	↓ -0.6%	\$461K	↓ -16.8%	↓ -5.1%	\$701K	↓ -8.0%	↑ 1.9%	
Restaurants	\$316K	↑ 64.2%	↑ 5.7%	\$126K	↑ 33.3%	↓ -0.3%	\$190K	↑ 94.0%	↑ 13.6%	
Attractions, Events and Recreation	\$226K	↑ 81.5%	↑ 1.4%	\$128K	↑ 116.6%	↑ 2.5%	\$98K	↑ 49.8%	↓ -0.8%	
Cafes	\$195K	↓ -5.9%	↓ -1.4%	\$88K	↑ 10.0%	↓ -4.5%	\$107K	↓ -16.0%	↑ 1.9%	
Accommodation - Instore	\$1.6M	↓ -26.1%	↓ -12.7%	\$1.4M	↓ -27.9%	↓ -20.1%	\$152K	↓ -2.4%	↑ 10.0%	

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Trip Type, customer segments and source markets

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



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quantum

City of Busselton

Resident

Business

Events

Visitor

Leakage

Region Type

Spend Location

Start Date

End Date

Benchmark Type

LGA

City of Busselton

01-Mar-25

31-Mar-25

52 weeks prior

Event length: 31 days, Category coverage Score*: 99.2%

Overview

What are some of the key insights for City of Busselton for all categories between 1 March 2025 and 31 March 2025?

Total spend

\$94.6M

↓ -4.5%

uplift compared to Benchmark Period

Visitor spend

\$41.5M

↓ -12.5%

uplift compared to Benchmark Period

Day spend

\$86.4M

91% of total spend over the event period was during the day (6am-6pm)

Night spend

\$8.2M

9% of total spend over the event period was at night (6pm-6am)

All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 March 2025 and 31 March 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 the event period versus the benchmark period for the City of Busselton location?

Category coverage Score*: 99.2%

Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

Event period: Sat 01-Mar-25 - Mon 31-Mar-25 (31 days)

Benchmark period: Sat 02-Mar-24 - Mon 01-Apr-24 (31 days)

Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$86.4M	\$8.2M	\$41.5M	\$53.1M	\$94.6M	\$99.1M	↓ -4.5%	-\$4.5M	↓ -12.5%	↑ 2.8%
Food Retailing	\$28.4M	\$2.4M	\$9.2M	\$21.6M	\$30.8M	\$29.9M	↑ 3.0%	↑\$910K	↑\$0K	↑ 2.6%
Supermarkets			\$4.3M	\$15.3M	\$19.6M	\$21.9M	↓ -10.6%	-\$2.3M	↓ -17.8%	↓ -8.3%
Groceries and Other Food Retailing			\$4.9M	\$6.3M	\$11.2M	\$8.0M	↑ 40.4%	↑\$3.2M	↑\$0K	↑ 44.3%
Discretionary Retail^	\$18.8M	\$229K	\$6.7M	\$12.3M	\$19.0M	\$20.9M	↓ -8.9%	-\$1.9M	↓ -13.2%	↓ -6.4%
Other Discretionary Retail			\$4.2M	\$9.5M	\$13.8M	\$15.2M	↓ -9.5%	-\$1.4M	↓ -15.0%	↓ -6.8%
Department Stores, Clothing & Accessories			\$2.4M	\$2.8M	\$5.2M	\$5.6M	↓ -7.3%	-\$414K	↓ -9.7%	↓ -5.1%
Tourism and Entertainment	\$13.5M	\$3.9M	\$10.9M	\$6.5M	\$17.4M	\$19.5M	↓ -10.8%	-\$2.1M	↓ -18.0%	↑ 4.6%
Restaurants	\$3.7M	\$1.6M	\$3.4M	\$1.9M	\$5.3M	\$4.7M	↑ 12.0%	↑\$567K	↑\$0K	↑ 42.1%
Pubs, Taverns and Bars	\$2.1M	\$1.3M	\$2.0M	\$1.4M	\$3.4M	\$4.0M	↓ -15.8%	- \$632K	↓ -23.4%	↓ -1.4%
Cafes			\$1.9M	\$1.2M	\$3.1M	\$3.3M	↓ -5.9%	- \$193K	↓ -9.8%	↑ 1.3%
Takeaway and Fast Food Outlets*	\$1.7M	\$687K	\$991K	\$1.3M	\$2.3M	\$2.8M	↓ -15.0%	-\$414K	↓ -17.9%	↑ 5.6%
Breweries and Wineries*			\$1.5M	\$34K	\$1.9M					
Attractions, Events and Recreation*			\$920K	\$352K	\$1.3M					
Private Transport			\$3.5M	\$5.5M	\$9.0M	\$8.1M	↑ 10.6%	↑\$863K	↑\$0K	↑ 11.2%
Accommodation - Online					\$5.7M	\$8.0M	↓ -29.1%	-\$2.3M		
Accommodation - Instore*			\$2.7M	\$350K	\$3.1M	\$4.2M	↓ -26.5%	-\$1.1M	↓ -6.1%	↑ 36.5%

* Total sales not available for all days in selected range, ^ Day/night sales have been proportioned to total spend based on available days, * Visitors/Residents 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 All Customers to City of Busselton between 22 February 2025 and 31 March 2025 (incl extended dates)

Date Extender (Max 7 Days)

7

Category

Total (All)

Time of Day

Total

Customer Type

All Customers

Benchmark Period

Mar-24

Feb-24

24 25 26 27 28 29 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 01 02 03 04 05 06 07 08

Feb-25

Sat 22 Sun 23 Mon 24 Tue 25 Wed 26 Thu 27 Fri 28 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 01 02 03 04 05 06 07

Mar-25

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 01 02 03 04 05 06 07

Apr-24

01 02 03 04 05 06 07 08

Apr-25

01 02 03 04 05 06 07

Event Period

Mar-25

Event Spend

Benchmark Spend

Selected Event Period

Extended Period

Please note that data for day/night and Visitors/Residents 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.

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 22-Feb-25	Sat 24-Feb-24	\$3.5M	\$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 23-Feb-25	Sun 25-Feb-24	\$2.6M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 24-Feb-25	Mon 26-Feb-24	\$2.8M	\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 25-Feb-25	Tue 27-Feb-24	\$2.8M	\$2.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 26-Feb-25	Wed 28-Feb-24	\$2.9M	\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 27-Feb-25	Thu 29-Feb-24	\$3.4M	\$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 28-Feb-25	Fri 01-Mar-24	\$4.7M	\$4.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 01-Mar-25	Sat 02-Mar-24	\$4.7M	\$4.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 02-Mar-25	Sun 03-Mar-24	\$3.4M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 03-Mar-25	Mon 04-Mar-24	\$2.7M	\$2.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 04-Mar-25	Tue 05-Mar-24	\$2.9M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 05-Mar-25	Wed 06-Mar-24	\$3.0M	\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 06-Mar-25	Thu 07-Mar-24	\$3.0M	\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 07-Mar-25	Fri 08-Mar-24	\$3.7M	\$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 08-Mar-25	Sat 09-Mar-24	\$3.3M	\$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 09-Mar-25	Sun 10-Mar-24	\$2.6M	\$2.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 10-Mar-25	Mon 11-Mar-24	\$2.7M	\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 11-Mar-25	Tue 12-Mar-24	\$2.7M	\$2.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 12-Mar-25	Wed 13-Mar-24	\$2.7M	\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 13-Mar-25	Thu 14-Mar-24	\$3.2M	\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 14-Mar-25	Fri 15-Mar-24	\$3.6M	\$3.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 15-Mar-25	Sat 16-Mar-24	\$3.4M	\$3.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 16-Mar-25	Sun 17-Mar-24	\$2.4M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 17-Mar-25	Mon 18-Mar-24	\$2.6M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 18-Mar-25	Tue 19-Mar-24	\$2.6M	\$2.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 19-Mar-25	Wed 20-Mar-24	\$2.8M	\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 20-Mar-25	Thu 21-Mar-24	\$3.1M	\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 21-Mar-25	Fri 22-Mar-24	\$3.7M	\$3.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 22-Mar-25	Sat 23-Mar-24	\$3.5M	\$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 23-Mar-25	Sun 24-Mar-24	\$2.5M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 24-Mar-25	Mon 25-Mar-24	\$2.7M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 25-Mar-25	Tue 26-Mar-24	\$2.8M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 26-Mar-25	Wed 27-Mar-24	\$2.8M	\$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 27-Mar-25	Thu 28-Mar-24	\$3.0M	\$5.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 28-Mar-25	Fri 29-Mar-24	\$3.9M	\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 29-Mar-25	Sat 30-Mar-24	\$3.6M	\$5.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 30-Mar-25	Sun 31-Mar-24	\$2.5M	\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 31-Mar-25	Mon 01-Apr-24	\$2.6M	\$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 01-Apr-25	Tue 02-Apr-24		\$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 02-Apr-25	Wed 03-Apr-24		\$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 03-Apr-25	Thu 04-Apr-24		\$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 04-Apr-25	Fri 05-Apr-24		\$4.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 05-Apr-25	Sat 06-Apr-24		\$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 06-Apr-25	Sun 07-Apr-24		\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 07-Apr-25	Mon 08-Apr-24		\$3.1M

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City of Busselton

Resident

Business

Events

Visitor

Leakage

Region Type

Spend Location

Start Date

End Date

Benchmark Type

Sub-region

Busselton

01-Mar-25

31-Mar-25

52 weeks prior

Event length: 31 days, Category coverage Score*: 95.4%

Overview

What are some of the key insights for Busselton for all categories between 1 March 2025 and 31 March 2025?

Total spend

\$40.7M

↓ -3.8%

uplift compared to Benchmark Period

Visitor spend

\$13.6M

↓ -4.0%

uplift compared to Benchmark Period

Day spend

\$37.2M

91% of total spend over the event period was during the day (6am-6pm)

Night spend

\$3.5M

9% of total spend over the event period was at night (6pm-6am)

Category Summary

What are the key changes to category spend between the event period versus the benchmark period for the Busselton location?

Event period: Sat 01-Mar-25 - Mon 31-Mar-25 (31 days)

Benchmark period: Sat 02-Mar-24 - Mon 01-Apr-24 (31 days)

Category coverage Score*: 95.4%

Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$37.2M	\$3.5M	\$13.6M	\$27.0M	\$40.7M	\$42.3M	↓ -3.8%	-\$1.6M	↓ -4.0%	↓ -3.7%
Food Retailing	\$10.3M	\$915K	\$2.5M	\$8.8M	\$11.3M	\$13.1M	↓ -14.3%	-\$1.9M	↓ -14.3%	↓ -14.2%
Supermarkets			\$1.7M	\$7.1M	\$8.8M	\$10.3M	↓ -15.1%	-\$1.6M	↓ -15.7%	↓ -14.9%
Groceries and Other Food Retailing			\$809K	\$1.7M	\$2.5M	\$2.8M	↓ -11.3%	- ↓\$316K	↓ -11.2%	↓ -11.3%
Discretionary Retail*	\$10.6M	\$119K	\$3.5M	\$7.3M	\$10.7M	\$12.0M	↓ -10.9%	-\$1.3M	↓ -12.4%	↓ -10.1%
Other Discretionary Retail*			\$2.5M	\$6.1M	\$8.6M	\$9.7M	↓ -11.7%	-\$1.1M	↓ -21.3%	↓ -15.6%
Department Stores, Clothing & Accessories*			\$864K	\$1.3M	\$2.1M	\$2.3M	↓ -7.2%	- ↓\$163K	↓ -18.2%	↓ -17.5%
Tourism and Entertainment	\$5.3M	\$1.7M	\$3.8M	\$3.2M	\$7.0M	\$7.0M	↓ -0.8%	- ↓\$57K	↓ -7.8%	↑ 9.3%
Restaurants	\$1.3M	\$547K	\$898K	\$922K	\$1.8M	\$1.1M	↑ 61.0%	↑\$690K	↑\$0K	↑ 63.5%
Pub, Taverns and Bars	\$1.2M	\$633K	\$921K	\$888K	\$1.8M	\$1.9M	↓ -6.4%	- ↓\$125K	↓ -17.6%	↑ 7.2%
Cafes			\$785K	\$600K	\$1.4M	\$1.5M	↓ -8.2%	- ↓\$124K	↓ -11.5%	↓ -3.1%
Takeaway and Fast Food Outlets*	\$580K	\$228K	\$316K	\$491K	\$807K	\$898K	↓ -10.1%	- ↓\$91K	↓ -21.0%	↓ -0.4%
Attractions, Events and Recreation**			\$568K	\$177K	\$745K					
Breweries and Wineries**			\$186K	\$98K	\$284K					
Private Transport			\$1.5M	\$2.7M	\$4.2M	\$3.9M	↑ 7.3%	↑\$285K	↑\$0K	↑ 5.3%
Accommodation - Instore*					\$112K					

* Total sales not available for all days in selected range, * Day/night sales have been proportioned to total spend based on available days, * Visitors/Residents 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 All Customers to Busselton between 22 February 2025 and 31 March 2025 (incl extended dates)

Date Extender (Max 7 Days)

Category

Time of Day

Customer Type

7

Total (All)

Total

All Customers

Benchmark Period

Mar-24

Feb-24

24 25 26 27 28 29 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 01 02 03 04 05 06 07 08

Feb-25

Sat Sun Mon Tue Wed Thu Fri Sat Sun Mon Tue Wed Thu Fri Sat Sun Mon Tue Wed Thu Fri Sat Sun Mon Tue Wed Thu Fri Sat Sun Mon Tue Wed Thu Fri Sat Sun Mon Tue Wed Thu Fri Sat Sun Mon

Mar-25

16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 01 02 03 04 05 06 07

Apr-25

01 02 03 04 05 06 07 08

Event Period

Mar-25

Event Spend

Benchmark Spend

Selected Event Period

Extended Period

Please note that data for day/night and Visitors/Residents 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.

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 22-Feb-25	Sat 24-Feb-24	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 23-Feb-25	Sun 25-Feb-24	\$963K	\$989K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 24-Feb-25	Mon 26-Feb-24	\$1.3M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 25-Feb-25	Tue 27-Feb-24	\$1.4M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 26-Feb-25	Wed 28-Feb-24	\$1.5M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 27-Feb-25	Thu 29-Feb-24	\$1.4M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 28-Feb-25	Fri 01-Mar-24	\$1.9M	\$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 01-Mar-25	Sat 02-Mar-24	\$1.6M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 02-Mar-25	Sun 03-Mar-24	\$1.2M	\$1.0M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 03-Mar-25	Mon 04-Mar-24	\$919K	\$1.0M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 04-Mar-25	Tue 05-Mar-24	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 05-Mar-25	Wed 06-Mar-24	\$1.4M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 06-Mar-25	Thu 07-Mar-24	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 07-Mar-25	Fri 08-Mar-24	\$1.5M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 08-Mar-25	Sat 09-Mar-24	\$1.3M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 09-Mar-25	Sun 10-Mar-24	\$998K	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 10-Mar-25	Mon 11-Mar-24	\$1.2M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 11-Mar-25	Tue 12-Mar-24	\$1.3M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 12-Mar-25	Wed 13-Mar-24	\$1.4M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 13-Mar-25	Thu 14-Mar-24	\$1.6M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 14-Mar-25	Fri 15-Mar-24	\$1.5M	\$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 15-Mar-25	Sat 16-Mar-24	\$1.5M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 16-Mar-25	Sun 17-Mar-24	\$935K	\$1.0M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 17-Mar-25	Mon 18-Mar-24	\$1.2M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 18-Mar-25	Tue 19-Mar-24	\$1.2M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 19-Mar-25	Wed 20-Mar-24	\$1.3M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 20-Mar-25	Thu 21-Mar-24	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 21-Mar-25	Fri 22-Mar-24	\$1.5M	\$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 22-Mar-25	Sat 23-Mar-24	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 23-Mar-25	Sun 24-Mar-24	\$900K	\$951K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 24-Mar-25	Mon 25-Mar-24	\$1.2M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 25-Mar-25	Tue 26-Mar-24	\$1.4M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 26-Mar-25	Wed 27-Mar-24	\$1.3M	\$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 27-Mar-25	Thu 28-Mar-24	\$1.4M	\$2.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 28-Mar-25	Fri 29-Mar-24	\$1.7M	\$686K
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 29-Mar-25	Sat 30-Mar-24	\$1.4M	\$1.8M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 30-Mar-25	Sun 31-Mar-24	\$926K	\$1.0M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 31-Mar-25	Mon 01-Apr-24	\$1.3M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 01-Apr-25	Tue 02-Apr-24		\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 02-Apr-25	Wed 03-Apr-24		\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 03-Apr-25	Thu 04-Apr-24		\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 04-Apr-25	Fri 05-Apr-24		\$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 05-Apr-25	Sat 06-Apr-24		\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 06-Apr-25	Sun 07-Apr-24		\$1.0M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 07-Apr-25	Mon 08-Apr-24		\$1.4M

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City of Busselton

Resident

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Leakage

Region Type

Spend Location

Start Date

End Date

Benchmark Type

Sub-region

Dunsborough

01-Mar-25

31-Mar-25

52 weeks prior

Event length: 31 days, Category coverage Score*: 97.9%

Overview

What are some of the key insights for Dunsborough for all categories between 1 March 2025 and 31 March 2025?

Total spend

\$22.9M

↓ -15.2%

uplift compared to Benchmark Period

Visitor spend

\$12.6M

↓ -25.8%

uplift compared to Benchmark Period

Day spend

\$20.3M

89% of total spend over the event period was during the day (6am-6pm)

Night spend

\$2.6M

11% of total spend over the event period was at night (6pm-6am)

All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 March 2025 and 31 March 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 the event period versus the benchmark period for the Dunsborough location?

Category coverage Score*: 97.9%

Event period: Sat 01-Mar-25 - Mon 31-Mar-25 (31 days)

Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

Benchmark period: Sat 02-Mar-24 - Mon 01-Apr-24 (31 days)

Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$20.3M	\$2.6M	\$12.6M	\$10.3M	\$22.9M	\$27.0M	↓ -15.2%	-\$4.1M	↓ -25.8%	↑ 2.5%
Tourism and Entertainment	\$6.5M	\$1.6M	\$6.0M	\$2.0M	\$8.0M	\$10.1M	↓ -20.8%	-\$2.1M	↓ -25.6%	↓ -1.6%
Restaurants*	\$2.3M	\$904K	\$2.4M	\$728K	\$3.2M	\$3.4M	↓ -7.3%	- ↓\$247K	↓ -13.8%	↑ 7.7%
Breweries and Wineries*			\$1.3M	\$280K	\$1.5M	\$2.5M	↓ -37.4%	- ↓\$919K	↓ -52.2%	↓ -37.0%
Cafes			\$1.1M	\$460K	\$1.5M	\$1.6M	↓ -3.8%	- ↓\$60K	↓ -9.9%	↑ 14.4%
Pubs, Taverns and Bars*	\$675K	\$516K	\$851K	\$343K	\$1.2M					
Takeaway and Fast Food Outlets**	\$223K	\$122K			\$345K					
Attractions, Events and Recreation*					\$212K					
Food Retailing	\$7.0M	\$717K	\$2.9M	\$4.8M	\$7.7M	\$8.6M	↓ -9.8%	- ↓\$838K	↓ -22.1%	↓ -0.1%
Discretionary Retail			\$1.4M	\$1.5M	\$2.9M	\$3.1M	↓ -7.7%	- ↓\$243K	↓ -25.3%	↑ 20.6%
Other Discretionary Retail*			\$756K	\$1.2M	\$2.0M					
Department Stores, Clothing & Accessories*			\$709K	\$232K	\$941K					
Private Transport			\$514K	\$1.0M	\$1.5M	\$1.8M	↓ -13.7%	- ↓\$246K	↓ -26.1%	↓ -5.8%
Accommodation - Instore*			\$1.0M	\$195K	\$1.2M					

* Total sales not available for all days in selected range, * Day/night sales have been proportioned to total spend based on available days, * Visitors/Residents 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 All Customers to Dunsborough between 22 February 2025 and 31 March 2025 (incl extended dates)

Date Extender (Max 7 Days)

7

Category

Total (All)

Time of Day

Total

Customer Type

All Customers

Benchmark Period

Mar-24

Apr-24

Feb-24

Mar-24

Mar-25

Apr-25

Event Spend

Benchmark Spend

Selected Event Period

Extended Period

Please note that data for day/night and Visitors/Residents 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.

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 22-Feb-25	Sat 24-Feb-24	\$983K	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 23-Feb-25	Sun 25-Feb-24	\$719K	\$677K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 24-Feb-25	Mon 26-Feb-24	\$650K	\$686K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 25-Feb-25	Tue 27-Feb-24	\$587K	\$589K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 26-Feb-25	Wed 28-Feb-24	\$589K	\$580K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 27-Feb-25	Thu 29-Feb-24	\$753K	\$727K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 28-Feb-25	Fri 01-Mar-24	\$1.1M	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 01-Mar-25	Sat 02-Mar-24	\$1.5M	\$1.4M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 02-Mar-25	Sun 03-Mar-24	\$1.2M	\$1.3M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 03-Mar-25	Mon 04-Mar-24	\$819K	\$803K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 04-Mar-25	Tue 05-Mar-24	\$606K	\$580K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 05-Mar-25	Wed 06-Mar-24	\$601K	\$660K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 06-Mar-25	Thu 07-Mar-24	\$572K	\$725K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 07-Mar-25	Fri 08-Mar-24	\$633K	\$902K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 08-Mar-25	Sat 09-Mar-24	\$969K	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 09-Mar-25	Sun 10-Mar-24	\$634K	\$792K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 10-Mar-25	Mon 11-Mar-24	\$674K	\$659K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 11-Mar-25	Tue 12-Mar-24	\$563K	\$565K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 12-Mar-25	Wed 13-Mar-24	\$555K	\$634K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 13-Mar-25	Thu 14-Mar-24	\$706K	\$701K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 14-Mar-25	Fri 15-Mar-24	\$783K	\$934K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 15-Mar-25	Sat 16-Mar-24	\$890K	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 16-Mar-25	Sun 17-Mar-24	\$650K	\$743K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 17-Mar-25	Mon 18-Mar-24	\$578K	\$649K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 18-Mar-25	Tue 19-Mar-24	\$552K	\$593K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 19-Mar-25	Wed 20-Mar-24	\$608K	\$651K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 20-Mar-25	Thu 21-Mar-24	\$666K	\$749K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 21-Mar-25	Fri 22-Mar-24	\$833K	\$953K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 22-Mar-25	Sat 23-Mar-24	\$973K	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 23-Mar-25	Sun 24-Mar-24	\$661K	\$711K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 24-Mar-25	Mon 25-Mar-24	\$597K	\$631K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 25-Mar-25	Tue 26-Mar-24	\$504K	\$679K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 26-Mar-25	Wed 27-Mar-24	\$639K	\$752K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 27-Mar-25	Thu 28-Mar-24	\$640K	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 28-Mar-25	Fri 29-Mar-24	\$855K	\$802K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 29-Mar-25	Sat 30-Mar-24	\$1.0M	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 30-Mar-25	Sun 31-Mar-24	\$694K	\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 31-Mar-25	Mon 01-Apr-24	\$526K	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 01-Apr-25	Tue 02-Apr-24		\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 02-Apr-25	Wed 03-Apr-24		\$905K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 03-Apr-25	Thu 04-Apr-24		\$951K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 04-Apr-25	Fri 05-Apr-24		\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 05-Apr-25	Sat 06-Apr-24		\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 06-Apr-25	Sun 07-Apr-24		\$828K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 07-Apr-25	Mon 08-Apr-24		\$814K

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	West Busseton	01-Mar-25	31-Mar-25	52 weeks prior
Event length: 31 days, Category coverage Score*: 99.2%				

Overview

What are some of the key insights for West Busselton for all categories between 1 March 2025 and 31 March 2025?

Total spend \$25.2M ↑ 16.5% <i>uplift compared to Benchmark Period</i>	Visitor spend \$9.7M ↑ 16.9% <i>uplift compared to Benchmark Period</i>	Day spend \$23.1M 92% of total spend over the event period was during the day (6am-6pm)	Night spend \$2.1M 8% of total spend over the event period was at night (6pm-6am)
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All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 March 2025 and 31 March 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 the event period versus the benchmark period for the West Busselton location?

Event period: Sat 01-Mar-25 - Mon 31-Mar-25 (31 days)

Benchmark period: Sat 02-Mar-24 - Mon 01-Apr-24 (31 days)

Category coverage Score*: 99.2%

Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

[illegible]

* Total sales not available for all days in selected range, ^ Day/night sales have been proportioned to total spend based on available days, * Visitors/Residents 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 All Customers to West Busselton between 22 February 2025 and 31 March 2025 (incl extended dates)

Date Extender (Max 7 Days)

7

Category

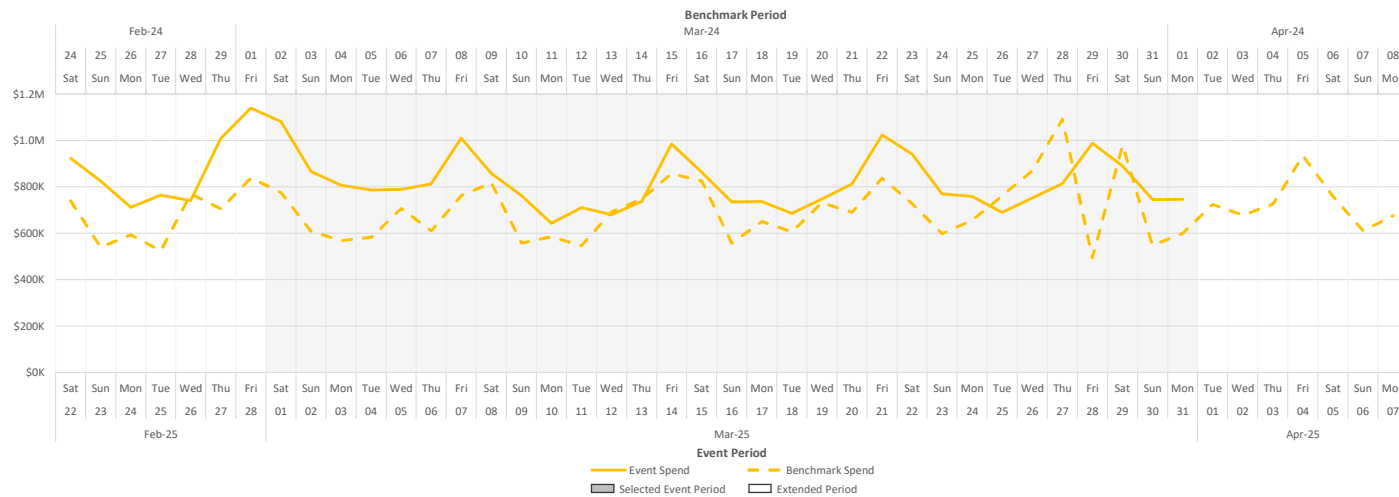
Total (All)

Time of Day

Total

Customer Type

All Customers



Please note that data for day/night and Visitors/Residents 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.

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	West Busseton	Total (All)	Total	All Customers	Sat 22-Feb-25	Sat 24-Feb-24	\$923K	\$739K
Sub-region	West Busseton	Total (All)	Total	All Customers	Sun 23-Feb-25	Sun 25-Feb-24	\$824K	\$539K
Sub-region	West Busseton	Total (All)	Total	All Customers	Mon 24-Feb-25	Mon 26-Feb-24	\$711K	\$593K
Sub-region	West Busseton	Total (All)	Total	All Customers	Tue 25-Feb-25	Tue 27-Feb-24	\$764K	\$524K
Sub-region	West Busseton	Total (All)	Total	All Customers	Wed 26-Feb-25	Wed 28-Feb-24	\$740K	\$769K
Sub-region	West Busseton	Total (All)	Total	All Customers	Thu 27-Feb-25	Thu 29-Feb-24	\$1.0M	\$705K
Sub-region	West Busseton	Total (All)	Total	All Customers	Fri 28-Feb-25	Fri 01-Mar-24	\$1.1M	\$838K
Sub-region	West Busseton	Total (All)	Total	All Customers	Sat 01-Mar-25	Sat 02-Mar-24	\$1.1M	\$775K
Sub-region	West Busseton	Total (All)	Total	All Customers	Sun 02-Mar-25	Sun 03-Mar-24	\$866K	\$608K
Sub-region	West Busseton	Total (All)	Total	All Customers	Mon 03-Mar-25	Mon 04-Mar-24	\$807K	\$568K
Sub-region	West Busseton	Total (All)	Total	All Customers	Tue 04-Mar-25	Tue 05-Mar-24	\$786K	\$582K
Sub-region	West Busseton	Total (All)	Total	All Customers	Wed 05-Mar-25	Wed 06-Mar-24	\$789K	\$706K
Sub-region	West Busseton	Total (All)	Total	All Customers	Thu 06-Mar-25	Thu 07-Mar-24	\$812K	\$610K
Sub-region	West Busseton	Total (All)	Total	All Customers	Fri 07-Mar-25	Fri 08-Mar-24	\$1.0M	\$762K
Sub-region	West Busseton	Total (All)	Total	All Customers	Sat 08-Mar-25	Sat 09-Mar-24	\$858K	\$817K
Sub-region	West Busseton	Total (All)	Total	All Customers	Sun 09-Mar-25	Sun 10-Mar-24	\$762K	\$558K
Sub-region	West Busseton	Total (All)	Total	All Customers	Mon 10-Mar-25	Mon 11-Mar-24	\$643K	\$584K
Sub-region	West Busseton	Total (All)	Total	All Customers	Tue 11-Mar-25	Tue 12-Mar-24	\$710K	\$546K
Sub-region	West Busseton	Total (All)	Total	All Customers	Wed 12-Mar-25	Wed 13-Mar-24	\$680K	\$692K
Sub-region	West Busseton	Total (All)	Total	All Customers	Thu 13-Mar-25	Thu 14-Mar-24	\$736K	\$747K
Sub-region	West Busseton	Total (All)	Total	All Customers	Fri 14-Mar-25	Fri 15-Mar-24	\$985K	\$857K
Sub-region	West Busseton	Total (All)	Total	All Customers	Sat 15-Mar-25	Sat 16-Mar-24	\$863K	\$825K
Sub-region	West Busseton	Total (All)	Total	All Customers	Sun 16-Mar-25	Sun 17-Mar-24	\$735K	\$557K
Sub-region	West Busseton	Total (All)	Total	All Customers	Mon 17-Mar-25	Mon 18-Mar-24	\$736K	\$650K
Sub-region	West Busseton	Total (All)	Total	All Customers	Tue 18-Mar-25	Tue 19-Mar-24	\$685K	\$606K
Sub-region	West Busseton	Total (All)	Total	All Customers	Wed 19-Mar-25	Wed 20-Mar-24	\$747K	\$732K
Sub-region	West Busseton	Total (All)	Total	All Customers	Thu 20-Mar-25	Thu 21-Mar-24	\$812K	\$690K
Sub-region	West Busseton	Total (All)	Total	All Customers	Fri 21-Mar-25	Fri 22-Mar-24	\$1.0M	\$837K
Sub-region	West Busseton	Total (All)	Total	All Customers	Sat 22-Mar-25	Sat 23-Mar-24	\$940K	\$727K
Sub-region	West Busseton	Total (All)	Total	All Customers	Sun 23-Mar-25	Sun 24-Mar-24	\$769K	\$598K
Sub-region	West Busseton	Total (All)	Total	All Customers	Mon 24-Mar-25	Mon 25-Mar-24	\$758K	\$656K
Sub-region	West Busseton	Total (All)	Total	All Customers	Tue 25-Mar-25	Tue 26-Mar-24	\$689K	\$762K
Sub-region	West Busseton	Total (All)	Total	All Customers	Wed 26-Mar-25	Wed 27-Mar-24	\$751K	\$870K
Sub-region	West Busseton	Total (All)	Total	All Customers	Thu 27-Mar-25	Thu 28-Mar-24	\$813K	\$1.1M
Sub-region	West Busseton	Total (All)	Total	All Customers	Fri 28-Mar-25	Fri 29-Mar-24	\$987K	\$494K
Sub-region	West Busseton	Total (All)	Total	All Customers	Sat 29-Mar-25	Sat 30-Mar-24	\$889K	\$979K
Sub-region	West Busseton	Total (All)	Total	All Customers	Sun 30-Mar-25	Sun 31-Mar-24	\$744K	\$548K
Sub-region	West Busseton	Total (All)	Total	All Customers	Mon 31-Mar-25	Mon 01-Apr-24	\$746K	\$599K
Sub-region	West Busseton	Total (All)	Total	All Customers	Tue 01-Apr-25	Tue 02-Apr-24		\$724K
Sub-region	West Busseton	Total (All)	Total	All Customers	Wed 02-Apr-25	Wed 03-Apr-24		\$678K
Sub-region	West Busseton	Total (All)	Total	All Customers	Thu 03-Apr-25	Thu 04-Apr-24		\$725K
Sub-region	West Busseton	Total (All)	Total	All Customers	Fri 04-Apr-25	Fri 05-Apr-24		\$934K
Sub-region	West Busseton	Total (All)	Total	All Customers	Sat 05-Apr-25	Sat 06-Apr-24		\$760K
Sub-region	West Busseton	Total (All)	Total	All Customers	Sun 06-Apr-25	Sun 07-Apr-24		\$611K
Sub-region	West Busseton	Total (All)	Total	All Customers	Mon 07-Apr-25	Mon 08-Apr-24		\$675K



City of Busselton

Resident

Business

Events

Visitor

Leakage

Region Type

Category

LGA

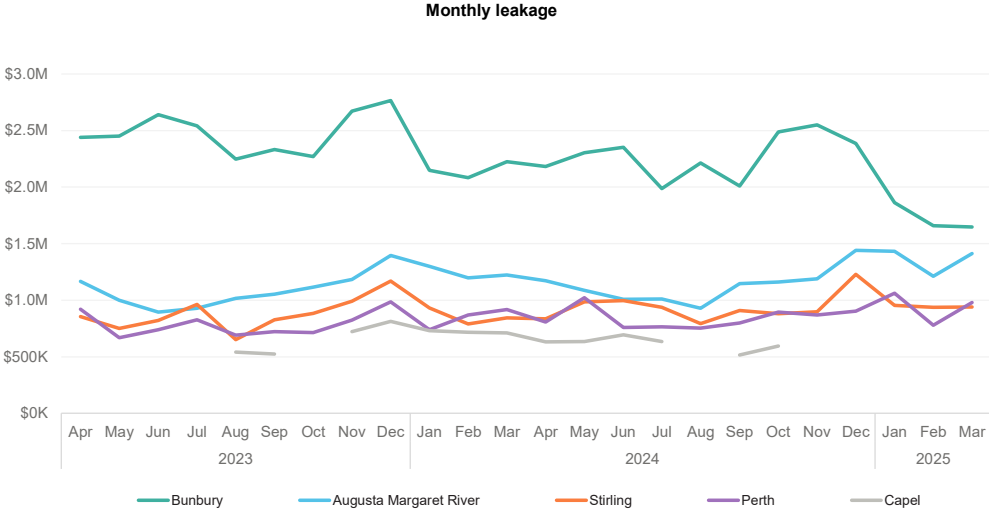
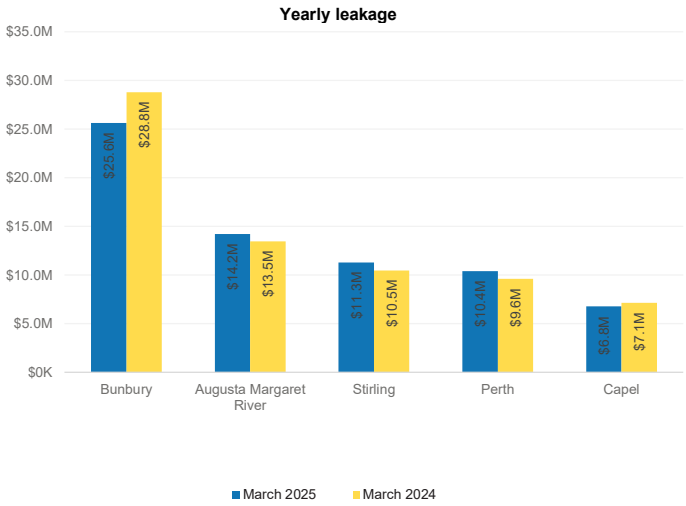
Total (excl. Other)

Leakage trends by location and category

What are the top 5 locations where the residents spend money and how has this changed over time?

How to read: In the 12 months to March 2025, there was \$25.6m of spend by residents to Bunbury in Total (excl. Other), this was \$3.2m less than the previous 12 months

How to read: In the month of March 2025, there was \$1.6m of spend by residents to Bunbury in Total (excl. Other), this was compared to \$2.2m in the month of March 2024



All insights are based on CommBank iQ's nationally representative retail customer transaction data. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to March 2025, residents spent \$25.6m on Total (excl. Other) in Bunbury. This was \$3.2m or -12.4% decrease compared to March 2024.

LGA	Total (excl. Other)			
	March 2025 Spend	March 2024 Spend	Spend Change	Spend % Change
IN LGA	\$544.4M	\$526.9M	↑\$17.6M	↑ 3.2%
Online	\$161.1M	\$142.8M	↑\$18.3M	↑ 11.4%
Bunbury	\$25.6M	\$28.8M	-\$3.2M	↓ -12.4%
Augusta Margaret River	\$14.2M	\$13.5M	↑\$738K	↑ 5.2%
Stirling	\$11.3M	\$10.5M	↑\$823K	↑ 7.3%
Perth	\$10.4M	\$9.6M	↑\$778K	↑ 7.5%
Capel	\$6.8M	\$7.1M	-\$365K	↓ -5.4%

All insights are based on CommBank iQ's nationally representative retail customer transaction data for the 12 months to March 2025. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

Annual leakage by sub-region and crowd

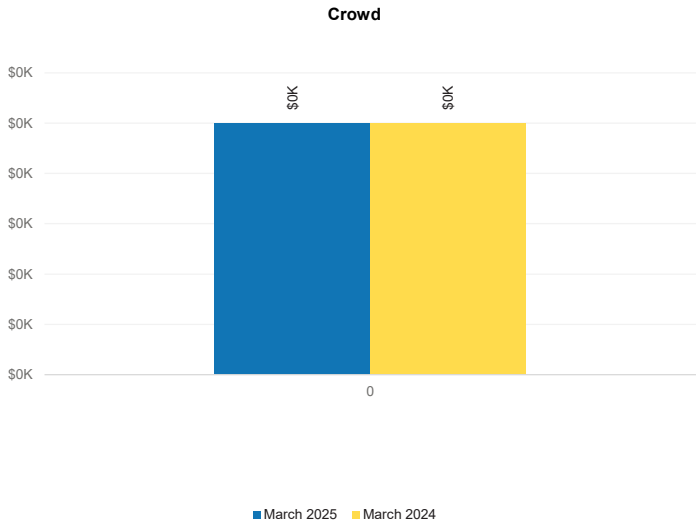
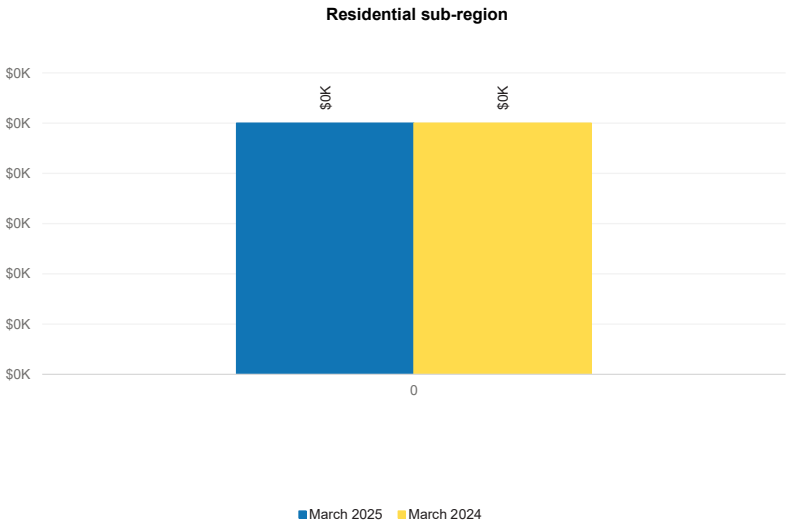
Location

Bunbury (WA)

How does the proportion of expenditure change by sub-region and Crowd?

How to read: In the 12 months to March 2025, there was \$0k of spend by 0 residents to Bunbury (WA) in Total (excl. Other), this was \$0k more than the previous 12 months.

How to read: In the 12 months to March 2025, there was \$0k of spend by 0 residents to Bunbury (WA) in Total (excl. Other), this was \$0k more than the previous 12 months.



All insights are based on CommBank iQ's nationally representative retail customer transaction data for the 12 months to March 2025. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.



City of Busselton

Resident

Business

Events

Visitor

Leakage

Region Type

Category

Region

Total (excl. Other)

Leakage trends by location and category

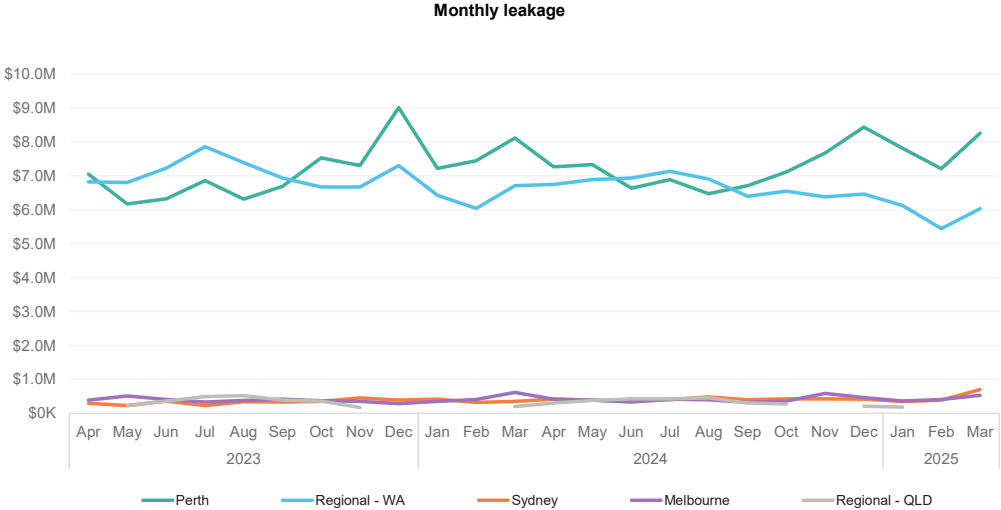
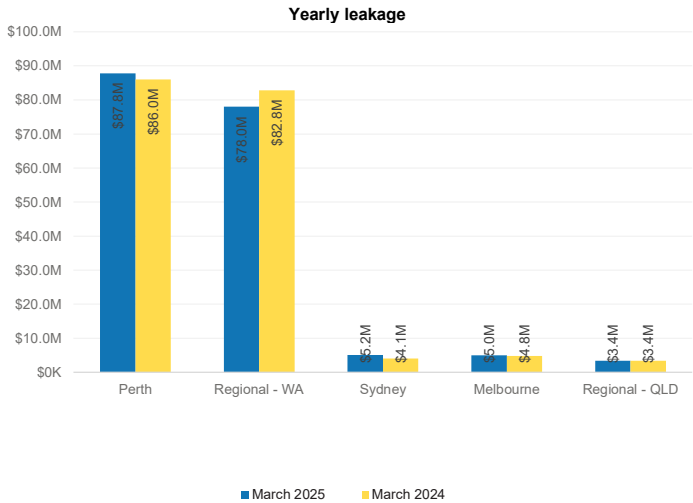
What are the top 5 locations where the residents spend money and how has this changed over time?

How to read:

In the 12 months to March 2025, there was \$87.8m of spend by residents to Perth in Total (excl. Other), this was \$1.8m more than the previous 12 months

How to read:

In the month of March 2025, there was \$8.2m of spend by residents to Perth in Total (excl. Other), this was compared to \$8.1m in the month of March 2024



All insights are based on CommBank iQ's nationally representative retail customer transaction data. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

Annual leakage by category

How does the Leakage compare across categories?

How to read:

In the 12 months to March 2025, residents spent \$87.8m on Total (excl. Other) in Perth. This was \$1.8m or 2.0% increase compared to March 2024.

Region	Total (excl. Other)			
	March 2025 Spend	March 2024 Spend	Spend Change	Spend % Change
IN LGA	\$544.4M	\$526.9M	↑\$17.6M	↑ 3.2%
Online	\$161.1M	\$142.8M	↑\$18.3M	↑ 11.4%
Perth	\$87.8M	\$86.0M	↑\$1.8M	↑ 2.0%
Regional - WA	\$78.0M	\$82.8M	-\$4.9M	↓ -6.2%
Sydney	\$5.2M	\$4.1M	↑\$1.1M	↑ 20.7%
Melbourne	\$5.0M	\$4.8M	↑\$179K	↑ 3.6%
Regional - QLD	\$3.4M	\$3.4M	↑\$34K	↑ 1.0%

All insights are based on CommBank iQ's nationally representative retail customer transaction data for the 12 months to March 2025. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

Annual leakage by sub-region and crowd

Location

Bunbury (WA)

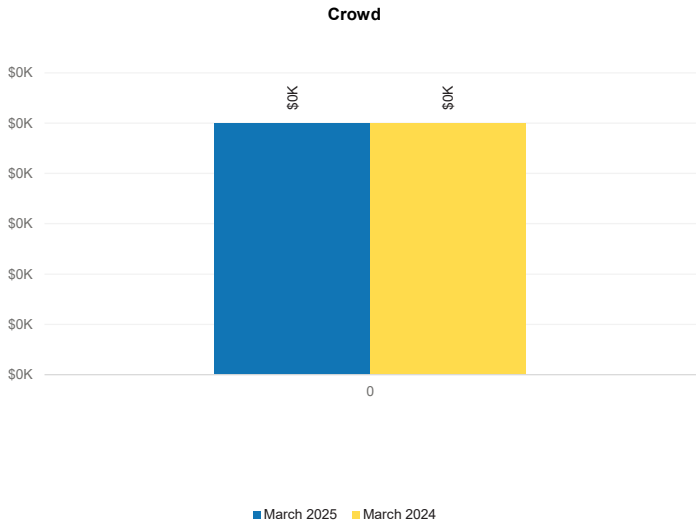
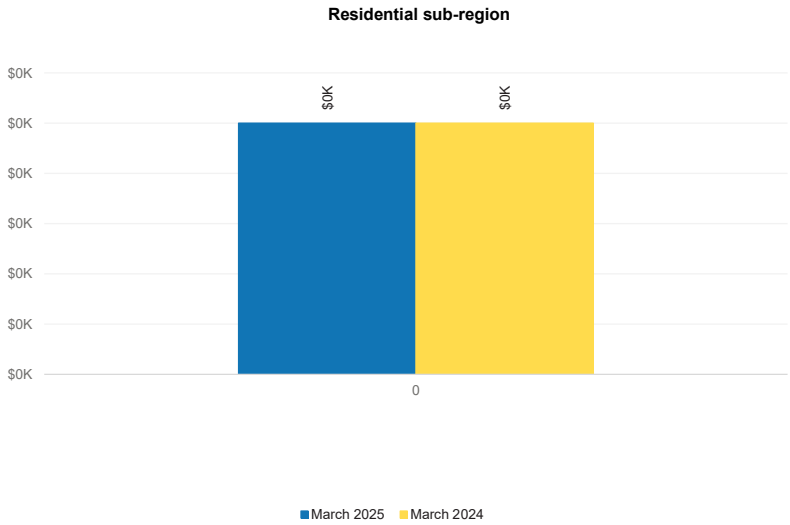
How does the proportion of expenditure change by sub-region and Crowd?

How to read:

In the 12 months to March 2025, there was \$0k of spend by 0 residents to Bunbury (WA) in Total (excl. Other), this was \$0k more than the previous 12 months.

How to read:

In the 12 months to March 2025, there was \$0k of spend by 0 residents to Bunbury (WA) in Total (excl. Other), this was \$0k more than the previous 12 months.



All insights are based on CommBank iQ's nationally representative retail customer transaction data for the 12 months to March 2025. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.



City of Busselton

Resident

Business

Events

Visitor

Leakage

Region Type

Category

Locality

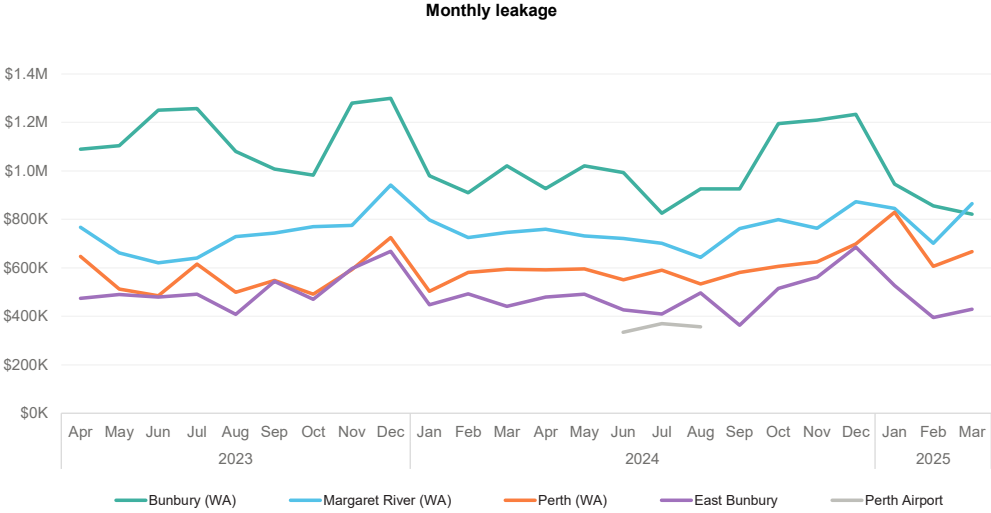
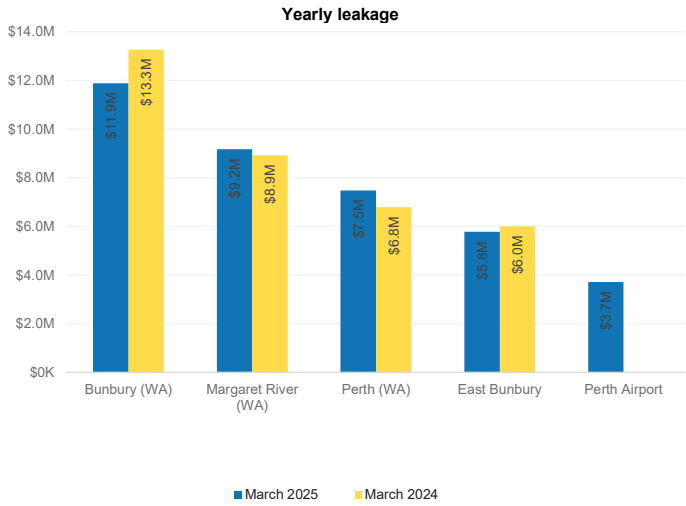
Total (excl. Other)

Leakage trends by location and category

What are the top 5 locations where the residents spend money and how has this changed over time?

How to read: In the 12 months to March 2025, there was \$11.9m of spend by residents to Bunbury (WA) in Total (excl. Other), this was \$1.4m less than the previous 12 months

How to read: In the month of March 2025, there was \$822k of spend by residents to Bunbury (WA) in Total (excl. Other), this was compared to \$1.0m in the month of March 2024



All insights are based on CommBank IQ's nationally representative retail customer transaction data. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to March 2025, residents spent \$11.9m on Total (excl. Other) in Bunbury (WA). This was \$1.4m or -11.6% decrease compared to March 2024.

Locality	Total (excl. Other)			
	March 2025 Spend	March 2024 Spend	Spend Change	Spend % Change
IN LGA	\$544.4M	\$526.9M	↑\$17.6M	↑ 3.2%
Online	\$161.1M	\$142.8M	↑\$18.3M	↑ 11.4%
Bunbury (WA)	\$11.9M	\$13.3M	-\$1.4M	↓ -11.6%
Margaret River (WA)	\$9.2M	\$8.9M	↑\$249K	↑ 2.7%
Perth (WA)	\$7.5M	\$6.8M	↑\$681K	↑ 9.1%
East Bunbury	\$5.8M	\$6.0M	-\$222K	↓ -3.8%
Perth Airport	\$3.7M			

All insights are based on CommBank IQ's nationally representative retail customer transaction data for the 12 months to March 2025. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

Annual leakage by sub-region and crowd

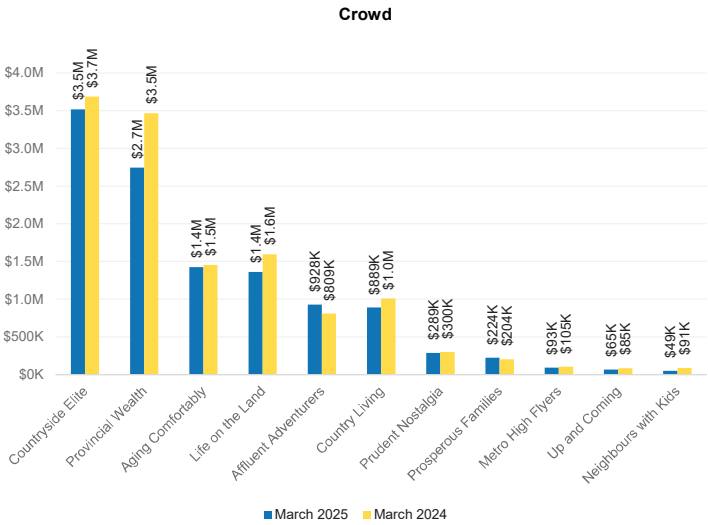
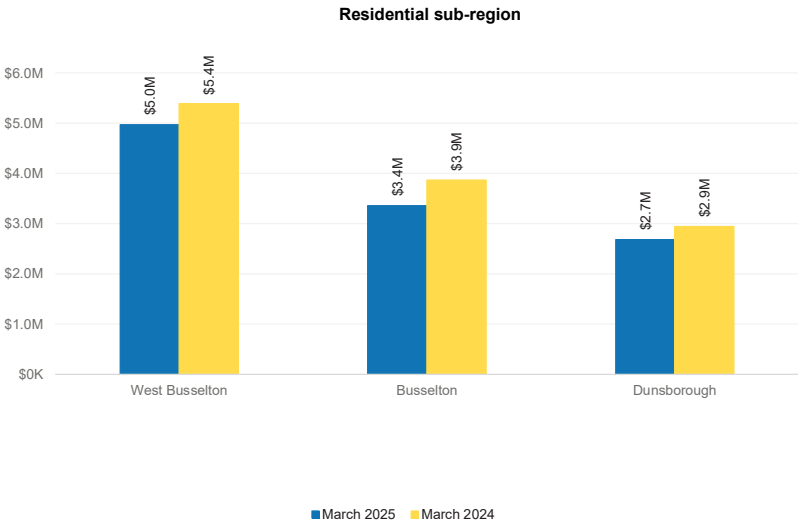
Location

Bunbury (WA)

How does the proportion of expenditure change by sub-region and Crowd?

How to read: In the 12 months to March 2025, there was \$5.0m of spend by West Busselton residents to Bunbury (WA) in Total (excl. Other), this was \$417k less than the previous 12 months.

How to read: In the 12 months to March 2025, there was \$3.5m of spend by Countryside Elite residents to Bunbury (WA) in Total (excl. Other), this was \$170k less than the previous 12 months.



All insights are based on CommBank IQ's nationally representative retail customer transaction data for the 12 months to March 2025. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

City of Busselton

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

Overview

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

Total spend \$139.2M ↑ 4.4% .vs last year ↑ 5.1% .vs Regional WA	Top category Supermarkets \$18.8M of spend for City of Busselton residents is within this category during March 2025	Top lifestage Retiree 28.8% of spend for City of Busselton residents are within this lifestage during March 2025	Proportion of spend into the LGA 38.1% of spend for City of Busselton residents during March 2025
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for March 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

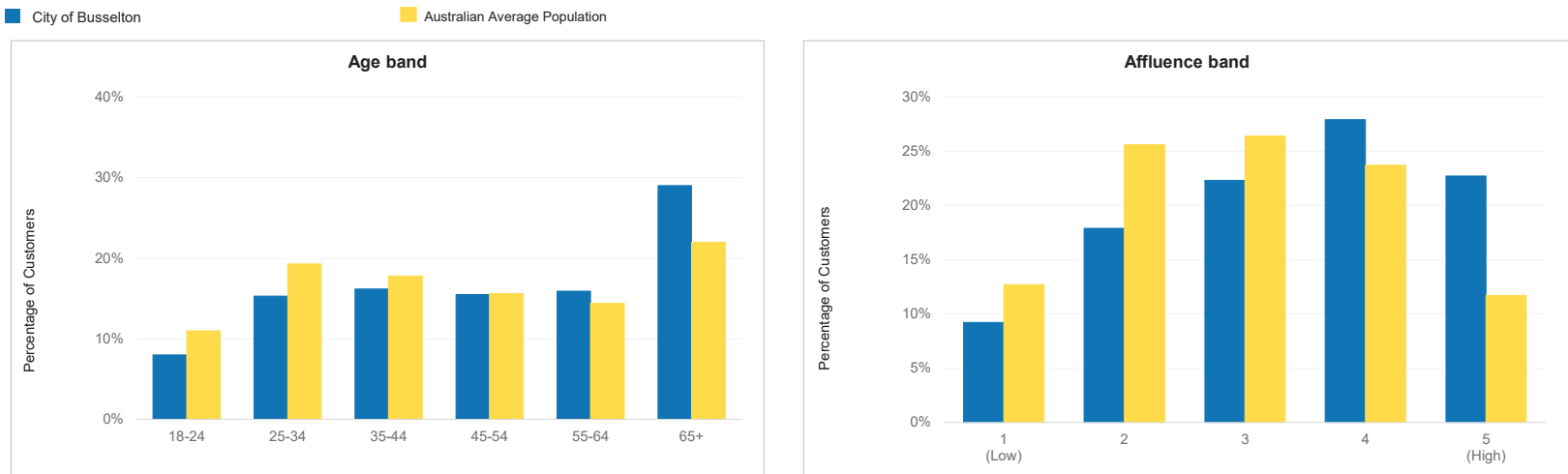
What are the highest performing categories for City of Busselton residents during the past 12 months (April 2024 - March 2025)?

Category	Monthly			Annual (Last 12 months up to March 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$139.2M	↑ 4.4%	↑ 5.1%	\$1.56B	↑ 6.0%		
Household	\$29.3M	↑ 8.8%	↑ 9.9%	\$301.0M	↑ 8.5%	1.00x	99.0%
Insurance	\$10.3M	↑ 11.3%	↑ 13.1%	\$103.7M	↑ 12.0%	0.97x	64.4%
Electricity, Gas and Water Supply	\$5.3M	↓ -0.5%	↓ -0.3%	\$43.4M	↓ -1.5%	1.04x	52.4%
Telecommunication Services	\$3.9M	↑ 13.8%	↑ 13.9%	\$43.1M	↑ 8.6%	0.97x	78.1%
Motor Vehicle Services	\$2.6M	↑ 27.5%	↑ 15.3%	\$27.6M	↑ 17.2%	1.31x	75.2%
Personal Services	\$2.2M	↑ 11.6%	↑ 8.1%	\$26.1M	↑ 9.9%	0.98x	78.6%
Pet Care	\$1.5M	↓ -3.5%	↑ 3.0%	\$19.1M	↑ 6.4%	1.18x	45.0%
Public Services	\$1.2M	↓ -20.0%	↑ 5.1%	\$13.8M	↓ -5.3%	1.10x	62.1%
Fitness	\$772K	↑ 37.4%	↑ 16.6%	\$7.8M	↑ 27.4%	0.71x	42.5%
School Education	\$706K	↑ 29.2%	↑ 18.9%	\$8.2M	↑ 14.0%	0.60x	19.7%
Childcare Services	\$369K	↑ 24.7%	↑ 9.4%	\$3.6M	↓ -1.3%	0.94x	6.0%
Charities	\$208K	↓ -20.3%	↑ 0.1%	\$2.8M	↓ -7.0%	0.96x	29.0%
Computer Services	\$167K	↑ 63.3%	↑ 6.3%	\$1.9M	↑ 33.4%	0.75x	10.7%
Food Retailing	\$27.5M	↑ 1.4%	↑ 1.9%	\$311.7M	↑ 3.5%	1.00x	99.5%
Supermarkets	\$18.8M	↓ -6.1%	↑ 1.7%	\$224.7M	↑ 1.6%	1.00x	99.0%
Groceries and Other Food Retailing	\$8.7M	↑ 22.3%	↑ 2.5%	\$86.9M	↑ 8.7%	1.00x	97.6%
Discretionary Retail	\$27.1M	↑ 1.6%	↑ 5.1%	\$340.8M	↑ 5.2%	1.00x	99.4%
Other Discretionary Retail	\$17.0M	↓ -2.3%	↑ 4.2%	\$215.5M	↑ 3.4%	1.00x	98.9%
Department Stores, Clothing & Accessories	\$7.7M	↑ 8.3%	↑ 3.3%	\$95.0M	↑ 6.0%	0.98x	96.4%
Buy Now Pay Later	\$2.0M	↑ 11.3%	↑ 14.1%	\$25.4M	↑ 19.6%	0.71x	18.0%
Print Media and Books	\$284K	↑ 3.2%	↑ 11.1%	\$3.8M	↑ 7.3%	1.02x	39.7%
Children and Baby Stores	\$99K	↑ 32.3%	↑ 29.0%	\$1.1M	↑ 6.2%	0.56x	8.7%
Tourism and Entertainment	\$16.2M	↑ 5.1%	↑ 4.2%	\$180.1M	↑ 9.5%	1.00x	99.2%
Restaurants	\$3.9M	↑ 23.9%	↑ 11.3%	\$39.1M	↑ 12.5%	0.99x	92.5%
Takeaway and Fast Food Outlets	\$2.7M	↓ -1.8%	↑ 2.3%	\$31.7M	↑ 4.8%	0.98x	93.5%
Pubs, Taverns and Bars	\$2.6M	↓ -0.7%	↑ 3.9%	\$29.3M	↑ 6.6%	1.05x	84.6%
Attractions, Events and Recreation	\$1.9M	↑ 2.1%	↓ -4.5%	\$22.0M	↑ 5.3%	0.93x	73.4%
Cafes	\$1.9M	↑ 2.0%	↓ -6.0%	\$21.7M	↑ 6.1%	1.00x	87.8%
Online Entertainment	\$1.8M	↑ 5.8%	↑ 10.5%	\$20.4M	↑ 26.0%	0.97x	67.6%
Food Delivery Services	\$740K	↑ 12.8%	↑ 21.2%	\$8.1M	↑ 23.3%	0.62x	26.1%
Breweries and Wineries	\$626K	↓ -20.5%	↓ -11.1%	\$7.8M	↓ -1.4%	3.06x	52.8%
Private Transport	\$11.2M	↑ 1.2%	↓ -1.4%	\$122.9M	↑ 0.5%	1.00x	96.8%
Accommodation	\$3.4M	↑ 9.9%	↑ 0.6%	\$38.0M	↑ 6.5%	1.07x	63.7%

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). Benchmark is based on the spend of all residents in Regional WA.

Demographic profiles

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

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Rockmans</td><td>2.99x</td><td>7.3%</td></tr><tr><td>Ghanda Clothing</td><td>2.55x</td><td>13.6%</td></tr><tr><td>Angus And Coote</td><td>2.38x</td><td>5.0%</td></tr><tr><td>Just Jeans</td><td>2.07x</td><td>12.4%</td></tr><tr><td>Gazman</td><td>1.71x</td><td>3.7%</td></tr></table>	Brand	Affinity	Penetration	Rockmans	2.99x	7.3%	Ghanda Clothing	2.55x	13.6%	Angus And Coote	2.38x	5.0%	Just Jeans	2.07x	12.4%	Gazman	1.71x	3.7%	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>57.6%</td></tr><tr><td>Liquor Stax</td><td>19.82x</td><td>33.8%</td></tr><tr><td>Liquor Barons</td><td>6.05x</td><td>9.1%</td></tr><tr><td>The Good Grocer</td><td>3.57x</td><td>5.8%</td></tr><tr><td>The Jerky Co</td><td>2.14x</td><td>2.2%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	57.6%	Liquor Stax	19.82x	33.8%	Liquor Barons	6.05x	9.1%	The Good Grocer	3.57x	5.8%	The Jerky Co	2.14x	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>10.53x</td><td>23.2%</td></tr><tr><td>Dome Cafe</td><td>9.88x</td><td>38.1%</td></tr><tr><td>Sushi Sushi</td><td>2.82x</td><td>28.4%</td></tr><tr><td>Miss Maud</td><td>2.42x</td><td>4.7%</td></tr><tr><td>Red Rooster</td><td>2.01x</td><td>36.3%</td></tr></table>	Brand	Affinity	Penetration	Chicken Treat	10.53x	23.2%	Dome Cafe	9.88x	38.1%	Sushi Sushi	2.82x	28.4%	Miss Maud	2.42x	4.7%	Red Rooster	2.01x	36.3%
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Top 5 General Retail <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Red Dot</td><td>10.89x</td><td>44.6%</td></tr><tr><td>Perth Duty Free</td><td>7.43x</td><td>7.5%</td></tr><tr><td>Kmart</td><td>1.06x</td><td>83.2%</td></tr><tr><td>The Reject Shop</td><td>0.99x</td><td>37.7%</td></tr><tr><td>Temu</td><td>0.95x</td><td>22.0%</td></tr></table>	Brand	Affinity	Penetration	Red Dot	10.89x	44.6%	Perth Duty Free	7.43x	7.5%	Kmart	1.06x	83.2%	The Reject Shop	0.99x	37.7%	Temu	0.95x	22.0%	Top 5 Homewares and Appliances <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>House</td><td>2.80x</td><td>20.9%</td></tr><tr><td>Beacon Lighting</td><td>2.13x</td><td>5.2%</td></tr><tr><td>The Good Guys</td><td>2.08x</td><td>27.2%</td></tr><tr><td>Harvey Norman</td><td>1.83x</td><td>4.2%</td></tr><tr><td>Adairs</td><td>1.74x</td><td>10.3%</td></tr></table>	Brand	Affinity	Penetration	House	2.80x	20.9%	Beacon Lighting	2.13x	5.2%	The Good Guys	2.08x	27.2%	Harvey Norman	1.83x	4.2%	Adairs	1.74x	10.3%	Top 5 Personal Services <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Price Attack</td><td>3.70x</td><td>8.1%</td></tr><tr><td>Priceline</td><td>3.40x</td><td>26.2%</td></tr><tr><td>Essential Beauty</td><td>0.82x</td><td>0.8%</td></tr><tr><td>Adore Beauty</td><td>0.71x</td><td>1.4%</td></tr><tr><td>The Body Shop</td><td>0.67x</td><td>3.0%</td></tr></table>	Brand	Affinity	Penetration	Price Attack	3.70x	8.1%	Priceline	3.40x	26.2%	Essential Beauty	0.82x	0.8%	Adore Beauty	0.71x	1.4%	The Body Shop	0.67x	3.0%
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City of Busselton

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

Overview

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

Total spend \$35.9M ↑ 8.1% .vs last year ↑ 5.1% .vs Regional WA	Top category Supermarkets \$4.9M of spend for Busselton residents is within this category during March 2025	Top lifestage Retiree 26.5% of spend for Busselton residents are within this lifestage during March 2025	Proportion of spend into the LGA 37.0% of spend for Busselton residents during March 2025
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Category performance

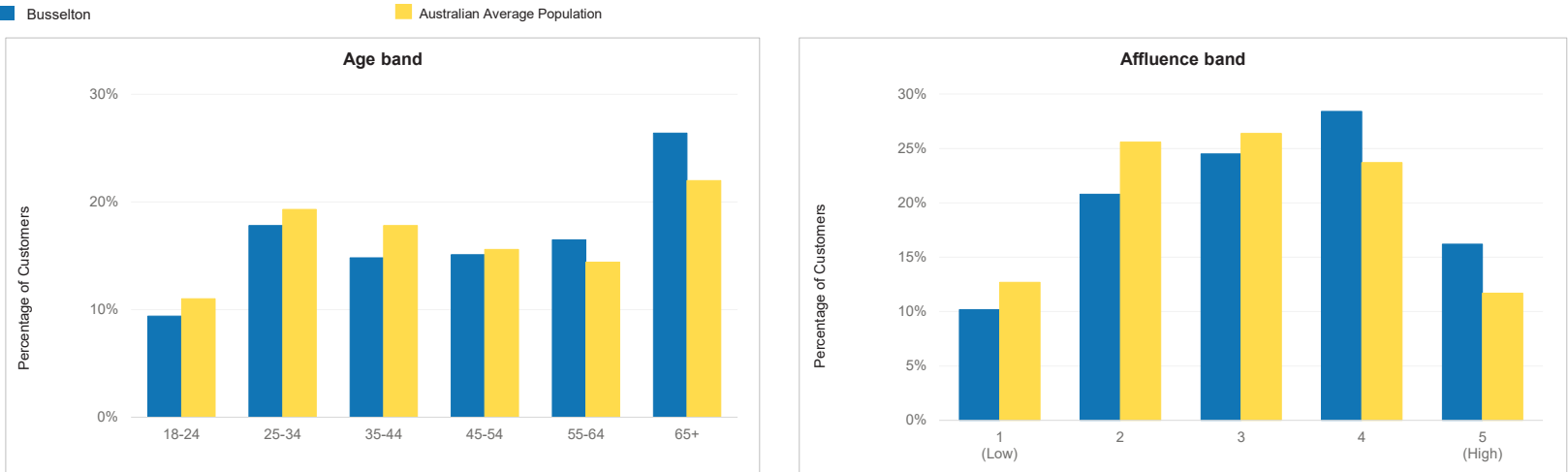
What are the highest performing categories for Busselton residents during the past 12 months (April 2024 - March 2025)?

Category	Monthly			Annual (Last 12 months up to March 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$35.9M	↑ 8.1%	↑ 5.1%	\$388.3M	↑ 6.3%		
Household	\$7.5M	↑ 10.9%	↑ 9.9%	\$72.9M	↑ 7.8%	0.99x	98.5%
Insurance	\$2.6M	↑ 14.0%	↑ 13.1%	\$24.6M	↑ 9.4%	0.92x	61.1%
Electricity, Gas and Water Supply	\$1.4M	↑ 7.3%	↓ -0.3%	\$10.5M	↓ -0.4%	0.94x	46.9%
Telecommunication Services	\$1.1M	↑ 21.3%	↑ 13.9%	\$11.0M	↑ 8.3%	0.97x	78.0%
Motor Vehicle Services	\$724K	↑ 27.9%	↑ 15.3%	\$7.1M	↑ 25.3%	1.27x	72.8%
Personal Services	\$515K	↑ 3.9%	↑ 8.1%	\$6.1M	↑ 8.0%	0.94x	75.0%
Pet Care	\$353K	↓ -9.4%	↑ 3.0%	\$4.7M	↑ 7.9%	1.01x	38.4%
Public Services	\$314K	↓ -28.3%	↑ 5.1%	\$3.4M	↓ -8.5%	0.98x	55.3%
School Education	\$218K	↑ 44.0%	↑ 18.9%	\$2.0M	↑ 9.2%	0.54x	17.8%
Fitness	\$156K	↑ 23.9%	↑ 16.6%	\$1.9M	↑ 18.7%	0.66x	39.5%
Childcare Services	\$79K	↑ 10.6%	↑ 9.4%	\$744K	↑ 15.8%	0.60x	3.9%
Charities	\$60K	↑ 39.9%	↑ 0.1%	\$555K	↓ -11.7%	0.85x	25.6%
Computer Services	\$25K	↑ 16.5%	↑ 6.3%	\$262K	↓ -18.7%	0.67x	9.5%
Discretionary Retail	\$7.1M	↑ 5.6%	↑ 5.1%	\$86.3M	↑ 4.0%	1.00x	99.6%
Other Discretionary Retail	\$4.4M	↑ 0.2%	↑ 4.2%	\$54.3M	↑ 2.5%	1.00x	98.9%
Department Stores, Clothing & Accessories	\$2.0M	↑ 14.7%	↑ 3.3%	\$23.8M	↑ 3.5%	0.98x	95.7%
Buy Now Pay Later	\$611K	↑ 18.9%	↑ 14.1%	\$7.2M	↑ 21.1%	0.73x	18.6%
Print Media and Books	\$73K	↑ 17.1%	↑ 11.1%	\$813K	↓ -5.4%	0.90x	34.7%
Children and Baby Stores	\$15K	↑ 13.9%	↑ 29.0%	\$257K	↑ 16.3%	0.49x	7.7%
Food Retailing	\$6.9M	↑ 0.7%	↑ 1.9%	\$77.2M	↑ 3.3%	1.00x	99.7%
Supermarkets	\$4.9M	↓ -6.3%	↑ 1.7%	\$57.1M	↑ 0.8%	1.00x	99.2%
Groceries and Other Food Retailing	\$2.0M	↑ 22.8%	↑ 2.5%	\$20.1M	↑ 10.9%	1.00x	97.6%
Tourism and Entertainment	\$4.6M	↑ 14.7%	↑ 4.2%	\$46.6M	↑ 10.9%	1.00x	99.4%
Restaurants	\$1.1M	↑ 45.6%	↑ 11.3%	\$9.2M	↑ 9.2%	0.98x	92.0%
Pubs, Taverns and Bars	\$788K	↑ 10.0%	↑ 3.9%	\$8.2M	↑ 11.3%	1.04x	83.8%
Takeaway and Fast Food Outlets	\$768K	↑ 2.4%	↑ 2.3%	\$8.6M	↑ 5.3%	0.98x	93.4%
Attractions, Events and Recreation	\$599K	↑ 26.6%	↓ -4.5%	\$5.7M	↑ 12.9%	0.90x	70.9%
Cafes	\$501K	↑ 8.5%	↓ -6.0%	\$5.4M	↑ 7.2%	0.97x	85.1%
Online Entertainment	\$461K	↑ 7.0%	↑ 10.5%	\$5.2M	↑ 25.2%	0.95x	66.7%
Food Delivery Services	\$218K	↑ 4.1%	↑ 21.2%	\$2.5M	↑ 23.1%	0.67x	28.1%
Breweries and Wineries	\$157K	↓ -25.5%	↓ -11.1%	\$1.8M	↓ -0.4%	2.82x	48.8%
Private Transport	\$2.9M	↑ 10.8%	↓ -1.4%	\$30.3M	↑ 3.0%	1.00x	96.9%
Accommodation	\$1.0M	↑ 32.3%	↑ 0.6%	\$9.6M	↑ 8.5%	1.00x	59.8%

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). Benchmark is based on the spend of all residents in Regional WA.

Demographic profiles

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

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Rockmans</td><td>2.95x</td><td>7.2%</td></tr><tr><td>Angus And Coote</td><td>2.13x</td><td>4.5%</td></tr><tr><td>Ghanda Clothing</td><td>2.03x</td><td>10.8%</td></tr><tr><td>Just Jeans</td><td>2.01x</td><td>12.1%</td></tr><tr><td>Spendless Shoes</td><td>1.46x</td><td>10.3%</td></tr></table>	Brand	Affinity	Penetration	Rockmans	2.95x	7.2%	Angus And Coote	2.13x	4.5%	Ghanda Clothing	2.03x	10.8%	Just Jeans	2.01x	12.1%	Spendless Shoes	1.46x	10.3%	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>51.5%</td></tr><tr><td>Liquor Stax</td><td>11.26x</td><td>19.2%</td></tr><tr><td>Liquor Barons</td><td>4.88x</td><td>7.4%</td></tr><tr><td>The Good Grocer</td><td>2.72x</td><td>4.4%</td></tr><tr><td>The Spud Shed</td><td>2.35x</td><td>11.7%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	51.5%	Liquor Stax	11.26x	19.2%	Liquor Barons	4.88x	7.4%	The Good Grocer	2.72x	4.4%	The Spud Shed	2.35x	11.7%	Top 5 Eating and Drinking Out <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Chicken Treat</td><td>9.43x</td><td>20.7%</td></tr><tr><td>Dome Cafe</td><td>9.23x</td><td>35.6%</td></tr><tr><td>Sushi Sushi</td><td>2.75x</td><td>27.7%</td></tr><tr><td>Miss Maud</td><td>2.41x</td><td>4.7%</td></tr><tr><td>Foodhub</td><td>2.09x</td><td>2.6%</td></tr></table>	Brand	Affinity	Penetration	Chicken Treat	9.43x	20.7%	Dome Cafe	9.23x	35.6%	Sushi Sushi	2.75x	27.7%	Miss Maud	2.41x	4.7%	Foodhub	2.09x	2.6%
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Top 5 General Retail <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Red Dot</td><td>10.69x</td><td>43.8%</td></tr><tr><td>Perth Duty Free</td><td>5.61x</td><td>5.6%</td></tr><tr><td>The Reject Shop</td><td>1.09x</td><td>41.4%</td></tr><tr><td>Kmart</td><td>1.04x</td><td>82.2%</td></tr><tr><td>Temu</td><td>0.85x</td><td>19.7%</td></tr></table>	Brand	Affinity	Penetration	Red Dot	10.69x	43.8%	Perth Duty Free	5.61x	5.6%	The Reject Shop	1.09x	41.4%	Kmart	1.04x	82.2%	Temu	0.85x	19.7%	Top 5 Homewares and Appliances <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>House</td><td>2.69x</td><td>20.0%</td></tr><tr><td>Beacon Lighting</td><td>1.99x</td><td>4.8%</td></tr><tr><td>The Good Guys</td><td>1.98x</td><td>25.9%</td></tr><tr><td>Harvey Norman</td><td>1.70x</td><td>3.9%</td></tr><tr><td>Barbeques Galore</td><td>1.60x</td><td>2.8%</td></tr></table>	Brand	Affinity	Penetration	House	2.69x	20.0%	Beacon Lighting	1.99x	4.8%	The Good Guys	1.98x	25.9%	Harvey Norman	1.70x	3.9%	Barbeques Galore	1.60x	2.8%	Top 5 Personal Services <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Price Attack</td><td>3.71x</td><td>8.1%</td></tr><tr><td>Priceline</td><td>3.54x</td><td>27.3%</td></tr><tr><td>Essential Beauty</td><td>0.81x</td><td>0.8%</td></tr><tr><td>Adore Beauty</td><td>0.69x</td><td>1.4%</td></tr><tr><td>The Body Shop</td><td>0.61x</td><td>2.8%</td></tr></table>	Brand	Affinity	Penetration	Price Attack	3.71x	8.1%	Priceline	3.54x	27.3%	Essential Beauty	0.81x	0.8%	Adore Beauty	0.69x	1.4%	The Body Shop	0.61x	2.8%
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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	
March 2025	Resident location	Sub-region	Dunsborough	

Overview

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

Total spend \$43.7M ↑ 3.4% .vs last year ↑ 5.1% .vs Regional WA	Top category Other Discretionary Retail \$5.6M of spend for Dunsborough residents is within this category during March 2025	Top lifestage Retiree 25.8% of spend for Dunsborough residents are within this lifestage during March 2025	Proportion of spend into the LGA 35.0% of spend for Dunsborough residents during March 2025
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for March 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 Dunsborough residents during the past 12 months (April 2024 - March 2025)?

Category	Monthly			Annual (Last 12 months up to March 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$43.7M	↑ 3.4%	↑ 5.1%	\$487.6M	↑ 6.9%		
Household	\$8.8M	↑ 10.0%	↑ 9.9%	\$93.3M	↑ 8.2%	1.00x	99.1%
Insurance	\$3.2M	↑ 12.8%	↑ 13.1%	\$33.1M	↑ 10.5%	0.98x	65.0%
Electricity, Gas and Water Supply	\$1.3M	↑ 2.1%	↓ -0.3%	\$13.1M	↓ -2.1%	1.03x	51.7%
Telecommunication Services	\$1.1M	↑ 13.0%	↑ 13.9%	\$11.8M	↑ 9.6%	0.96x	77.2%
Motor Vehicle Services	\$837K	↑ 22.2%	↑ 15.3%	\$8.8M	↑ 9.2%	1.25x	71.6%
Personal Services	\$814K	↑ 15.9%	↑ 8.1%	\$9.1M	↑ 9.7%	1.00x	80.1%
Pet Care	\$445K	↓ -0.3%	↑ 3.0%	\$5.6M	↑ 7.0%	1.14x	43.3%
Public Services	\$298K	↓ -23.7%	↑ 5.1%	\$3.4M	↑ 3.1%	1.13x	63.5%
Fitness	\$294K	↑ 42.7%	↑ 16.6%	\$2.5M	↑ 27.0%	0.74x	44.5%
School Education	\$165K	↑ 0.8%	↑ 18.9%	\$2.7M	↑ 13.4%	0.66x	21.7%
Computer Services	\$110K	↑ 171.2%	↑ 6.3%	\$1.1M	↑ 89.8%	0.90x	12.9%
Childcare Services	\$93K	↑ 18.4%	↑ 9.4%	\$1.2M	↓ -9.1%	1.51x	9.7%
Charities	\$63K	↓ -49.8%	↑ 0.1%	\$957K	↓ -12.4%	1.02x	31.1%
Discretionary Retail	\$8.7M	↑ 5.5%	↑ 5.1%	\$104.9M	↑ 8.7%	1.00x	99.2%
Other Discretionary Retail	\$5.6M	↑ 3.9%	↑ 4.2%	\$68.2M	↑ 7.7%	0.99x	98.7%
Department Stores, Clothing & Accessories	\$2.5M	↑ 11.3%	↑ 3.3%	\$28.7M	↑ 6.2%	0.98x	95.7%
Buy Now Pay Later	\$452K	↓ -4.6%	↑ 14.1%	\$6.4M	↑ 36.2%	0.63x	16.0%
Print Media and Books	\$96K	↑ 6.7%	↑ 11.1%	\$1.2M	↑ 11.9%	1.10x	42.7%
Children and Baby Stores	\$36K	↑ 13.1%	↑ 29.0%	\$366K	↓ -4.0%	0.61x	9.6%
Food Retailing	\$8.1M	↑ 1.3%	↑ 1.9%	\$90.8M	↑ 6.6%	1.00x	99.5%
Supermarkets	\$5.3M	↓ -6.2%	↑ 1.7%	\$62.4M	↑ 4.5%	1.00x	99.1%
Groceries and Other Food Retailing	\$2.9M	↑ 18.8%	↑ 2.5%	\$28.4M	↑ 11.6%	1.00x	98.1%
Tourism and Entertainment	\$4.8M	↓ -3.5%	↑ 4.2%	\$56.0M	↑ 6.7%	1.00x	99.0%
Restaurants	\$1.5M	↑ 7.5%	↑ 11.3%	\$16.2M	↑ 16.3%	1.02x	95.5%
Pubs, Taverns and Bars	\$717K	↓ -11.7%	↑ 3.9%	\$8.3M	↓ -3.0%	1.07x	85.7%
Cafes	\$670K	↓ -1.8%	↓ -6.0%	\$7.6M	↑ 5.5%	1.04x	91.9%
Takeaway and Fast Food Outlets	\$606K	↓ -10.2%	↑ 2.3%	\$7.3M	↓ -0.4%	0.98x	94.0%
Attractions, Events and Recreation	\$525K	↓ -5.0%	↓ -4.5%	\$6.9M	↑ 3.1%	0.97x	76.2%
Online Entertainment	\$467K	↓ -5.4%	↑ 10.5%	\$5.4M	↑ 16.5%	1.00x	69.9%
Breweries and Wineries	\$254K	↓ -12.9%	↓ -11.1%	\$3.1M	↓ -0.7%	3.48x	60.1%
Food Delivery Services	\$99K	↓ -9.9%	↑ 21.2%	\$1.3M	↑ 16.0%	0.50x	21.1%
Private Transport	\$3.5M	↓ -3.0%	↓ -1.4%	\$38.5M	↑ 1.8%	1.01x	98.0%
Accommodation	\$1.2M	↑ 1.9%	↑ 0.6%	\$14.3M	↑ 9.7%	1.16x	69.4%

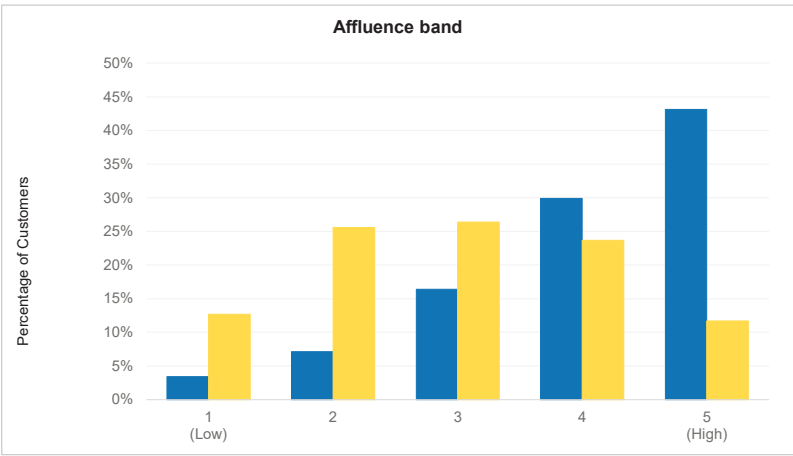
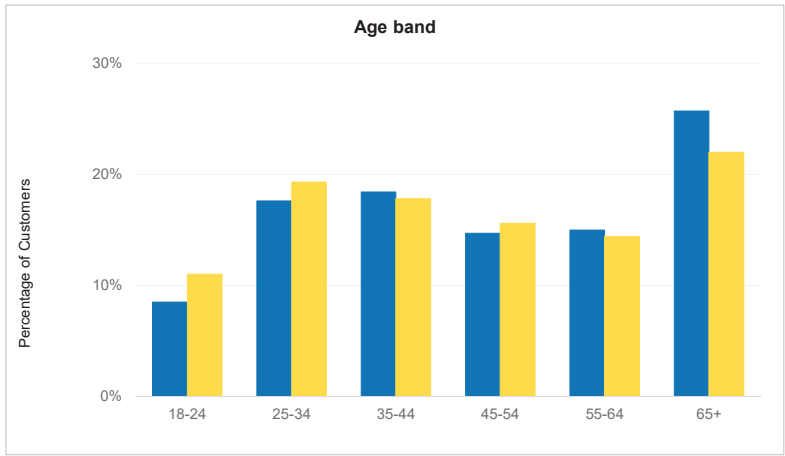
Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category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

Demographic profiles

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

Dunsborough

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 of Dunsborough residents during the recent static period (April 2024 - March 2025)?

Top 5 Clothing & Accessories		
Brand	Affinity	Penetration
Gazman	3.58x	7.8%
Ghanda Clothing	3.42x	18.3%
Vans	1.96x	2.1%
Just Jeans	1.65x	9.9%
Sportsgirl	1.53x	10.7%

Top 5 General Retail		
Brand	Affinity	Penetration
Perth Duty Free	9.82x	9.9%
Red Dot	7.68x	31.4%
Kmart	1.01x	79.4%
Temu	0.93x	21.6%
David Jones	0.91x	13.7%

Top 5 Food Retailing		
Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	58.0%
Liquor Stax	26.24x	44.8%
Liquor Barons	9.00x	13.6%
The Good Grocer	5.38x	8.7%
The Jerky Co	2.08x	2.2%

Top 5 Homewares and Appliances		
Brand	Affinity	Penetration
Beacon Lighting	2.31x	5.6%
House	2.18x	16.3%
Adairs	2.15x	12.7%
The Good Guys	1.92x	25.1%
Kitchen Warehouse	1.49x	4.2%

Top 5 Eating and Drinking Out		
Brand	Affinity	Penetration
Chicken Treat	9.11x	20.1%
Dome Cafe	8.89x	34.3%
Miss Maud	3.04x	5.9%
Sushi Sushi	2.45x	24.8%
Alh Group	1.75x	13.5%

Top 5 Personal Services		
Brand	Affinity	Penetration
Price Attack	2.64x	5.7%
Priceline	2.52x	19.4%
Adore Beauty	0.97x	1.9%
Essential Beauty	0.86x	0.9%
Aesop	0.77x	1.1%

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	
March 2025	Resident location	Sub-region	West Busselton	

Overview

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

Total spend \$52.4M ↑ 3.0% .vs last year ↑ 5.1% .vs Regional WA	Top category Supermarkets \$7.7M of spend for West Busselton residents is within this category during March 2025	Top lifestage Retiree 32.2% of spend for West Busselton residents are within this lifestage during March 2025	Proportion of spend into the LGA 41.2% of spend for West Busselton residents during March 2025
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Category performance

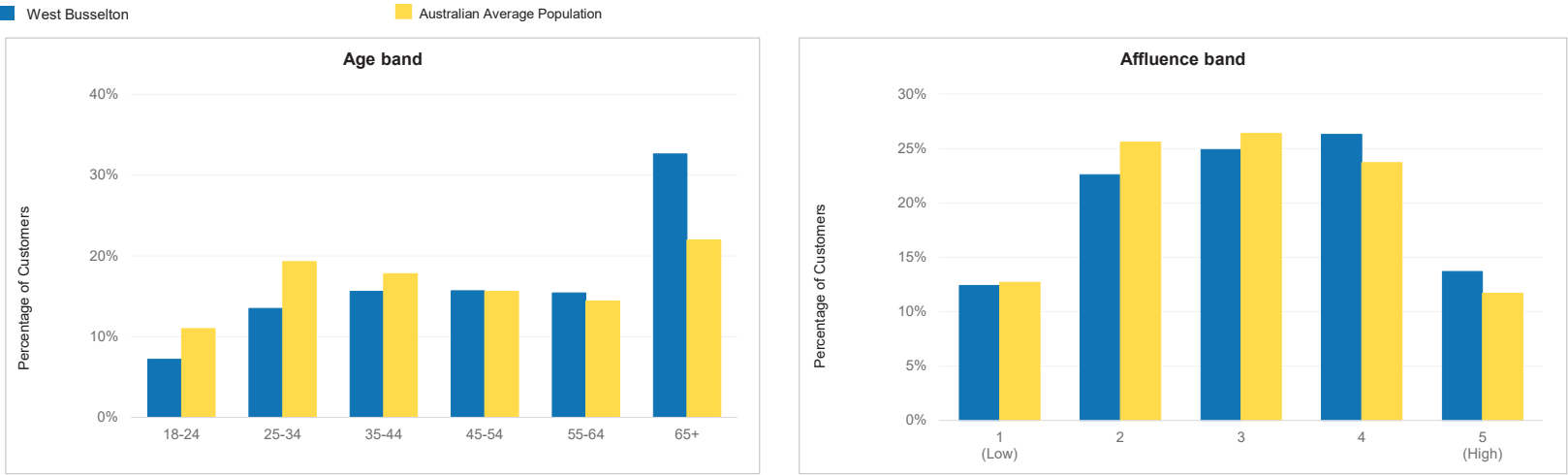
What are the highest performing categories for West Busselton residents during the past 12 months (April 2024 - March 2025)?

Category	Monthly			Annual (Last 12 months up to March 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$52.4M	↑ 3.0%	↑ 5.1%	\$603.6M	↑ 5.1%		
Household	\$11.7M	↑ 7.4%	↑ 9.9%	\$119.8M	↑ 8.7%	1.00x	99.3%
Insurance	\$4.0M	↑ 9.6%	↑ 13.1%	\$41.0M	↑ 14.8%	1.00x	66.6%
Electricity, Gas and Water Supply	\$2.3M	↓ -4.7%	↓ -0.3%	\$17.7M	↓ -2.5%	1.14x	57.0%
Telecommunication Services	\$1.6M	↑ 8.0%	↑ 13.9%	\$18.3M	↑ 7.8%	1.00x	80.4%
Motor Vehicle Services	\$927K	↑ 30.5%	↑ 15.3%	\$10.3M	↑ 17.7%	1.39x	79.7%
Personal Services	\$794K	↑ 12.9%	↑ 8.1%	\$9.7M	↑ 10.0%	1.01x	80.7%
Public Services	\$593K	↓ -9.4%	↑ 5.1%	\$6.3M	↓ -5.1%	1.17x	66.0%
Pet Care	\$578K	↓ -0.8%	↑ 3.0%	\$7.4M	↑ 4.2%	1.31x	49.7%
School Education	\$298K	↑ 54.3%	↑ 18.9%	\$3.0M	↑ 10.8%	0.61x	20.2%
Fitness	\$288K	↑ 35.9%	↑ 16.6%	\$3.1M	↑ 34.4%	0.73x	43.6%
Childcare Services	\$181K	↑ 32.8%	↑ 9.4%	\$1.5M	↑ 1.0%	0.79x	5.1%
Charities	\$77K	↓ -6.5%	↑ 0.1%	\$1.1M	↑ 0.9%	1.01x	30.6%
Computer Services	\$32K	↓ -21.6%	↑ 6.3%	\$385K	↓ -14.4%	0.71x	10.1%
Food Retailing	\$11.1M	↑ 1.4%	↑ 1.9%	\$128.6M	↑ 2.0%	1.00x	99.3%
Supermarkets	\$7.7M	↓ -6.0%	↑ 1.7%	\$94.3M	↑ 0.7%	1.00x	98.9%
Groceries and Other Food Retailing	\$3.4M	↑ 23.2%	↑ 2.5%	\$34.4M	↑ 5.5%	0.99x	97.3%
Discretionary Retail	\$9.8M	↓ -5.3%	↑ 5.1%	\$131.4M	↑ 3.5%	1.00x	99.4%
Other Discretionary Retail	\$5.9M	↓ -10.5%	↑ 4.2%	\$80.6M	↑ 0.2%	1.00x	99.1%
Department Stores, Clothing & Accessories	\$2.8M	↑ 0.7%	↑ 3.3%	\$37.9M	↑ 8.6%	0.99x	97.4%
Buy Now Pay Later	\$882K	↑ 15.9%	↑ 14.1%	\$11.0M	↑ 10.7%	0.79x	20.0%
Print Media and Books	\$95K	↓ -8.6%	↑ 11.1%	\$1.5M	↑ 10.2%	1.07x	41.6%
Children and Baby Stores	\$38K	↑ 61.4%	↑ 29.0%	\$389K	↑ 13.4%	0.57x	9.0%
Tourism and Entertainment	\$6.1M	↑ 6.9%	↑ 4.2%	\$69.5M	↑ 11.1%	1.00x	99.1%
Restaurants	\$1.2M	↑ 29.8%	↑ 11.3%	\$12.2M	↑ 10.5%	0.97x	91.1%
Takeaway and Fast Food Outlets	\$1.2M	↑ 0.1%	↑ 2.3%	\$14.3M	↑ 8.1%	0.98x	93.4%
Pubs, Taverns and Bars	\$992K	↑ 2.3%	↑ 3.9%	\$11.4M	↑ 11.1%	1.06x	85.2%
Online Entertainment	\$762K	↑ 12.0%	↑ 10.5%	\$8.8M	↑ 33.2%	0.97x	67.6%
Attractions, Events and Recreation	\$756K	↑ 1.7%	↓ -4.5%	\$8.4M	↑ 3.0%	0.95x	74.6%
Cafes	\$664K	↓ -0.6%	↓ -6.0%	\$7.9M	↑ 5.3%	1.00x	87.8%
Food Delivery Services	\$375K	↑ 20.9%	↑ 21.2%	\$4.0M	↑ 25.0%	0.70x	29.2%
Breweries and Wineries	\$198K	↓ -23.1%	↓ -11.1%	\$2.6M	↓ -3.1%	3.02x	52.1%
Private Transport	\$4.0M	↓ -3.2%	↓ -1.4%	\$46.6M	↓ -1.5%	0.99x	96.1%
Accommodation	\$1.0M	↑ 1.7%	↑ 0.6%	\$12.6M	↑ 2.0%	1.06x	63.1%

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). Benchmark is based on the spend of all residents in Regional WA.

Demographic profiles

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

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Rockmans</td><td>4.02x</td><td>9.9%</td></tr><tr><td>Angus And Coote</td><td>3.34x</td><td>7.1%</td></tr><tr><td>Just Jeans</td><td>2.44x</td><td>14.7%</td></tr><tr><td>Ghanda Clothing</td><td>2.34x</td><td>12.5%</td></tr><tr><td>Williams The Shoeman</td><td>1.88x</td><td>6.6%</td></tr></table>	Brand	Affinity	Penetration	Rockmans	4.02x	9.9%	Angus And Coote	3.34x	7.1%	Just Jeans	2.44x	14.7%	Ghanda Clothing	2.34x	12.5%	Williams The Shoeman	1.88x	6.6%	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>62.7%</td></tr><tr><td>Liquor Stax</td><td>22.90x</td><td>39.1%</td></tr><tr><td>Liquor Barons</td><td>5.03x</td><td>7.6%</td></tr><tr><td>The Good Grocer</td><td>2.86x</td><td>4.6%</td></tr><tr><td>The Jerky Co</td><td>2.40x</td><td>2.5%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	62.7%	Liquor Stax	22.90x	39.1%	Liquor Barons	5.03x	7.6%	The Good Grocer	2.86x	4.6%	The Jerky Co	2.40x	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>12.95x</td><td>28.5%</td></tr><tr><td>Dome Cafe</td><td>11.17x</td><td>43.1%</td></tr><tr><td>Sushi Sushi</td><td>3.24x</td><td>32.7%</td></tr><tr><td>Red Rooster</td><td>2.40x</td><td>43.4%</td></tr><tr><td>Miss Maud</td><td>2.05x</td><td>4.0%</td></tr></table>	Brand	Affinity	Penetration	Chicken Treat	12.95x	28.5%	Dome Cafe	11.17x	43.1%	Sushi Sushi	3.24x	32.7%	Red Rooster	2.40x	43.4%	Miss Maud	2.05x	4.0%
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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
March 2025	LGA	City of Busselton		All Visitors

Overview

What are some of the key insights for Visitors to City of Busselton?

Top category Accommodation - Online \$5.6M of City of Busselton Visitors spend during March 2025	Top age band 25-34 20.4% of City of Busselton Visitors are within this age band	Top lifestage Young Families 21% of City of Busselton Visitors are within this lifestage
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Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the period (April 2024 - March 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 (April 2024 - March 2025)?

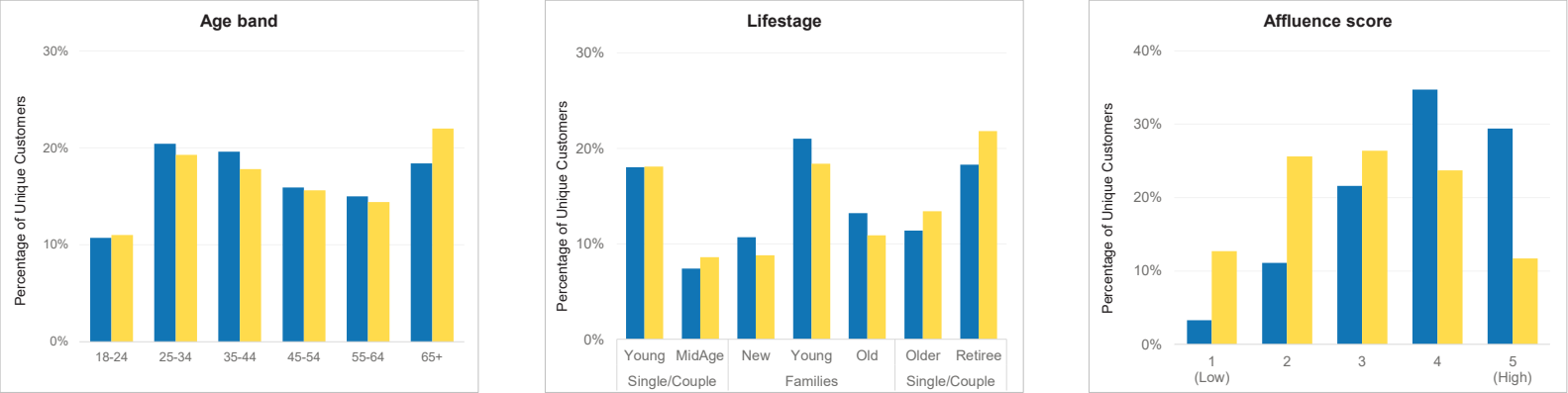
Category	Monthly			Annual (Last 12 months up to March 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$41.5M	↓ -12.8%	↓ -5.0%	\$484.0M	↑ 0.1%		
Tourism and Entertainment	\$10.9M	↓ -16.9%	↓ -3.2%	\$123.6M	↓ -2.7%	0.99x	78.5%
Restaurants	\$3.4M	↑ 2.0%	↓ -0.3%	\$34.7M	↑ 4.3%	0.93x	33.1%
Pubs, Taverns and Bars	\$2.0M	↓ -24.0%	↑ 1.8%	\$21.6M	↓ -4.3%	0.92x	27.0%
Cafes	\$1.9M	↓ -7.2%	↓ -4.5%	\$20.3M	↑ 9.5%	0.94x	32.0%
Breweries and Wineries	\$1.6M	↓ -41.2%	↓ -29.0%	\$23.0M	↓ -17.6%	0.94x	21.3%
Attractions, Events and Recreation	\$1.0M	↓ -8.4%	↑ 2.5%	\$11.6M	↑ 2.5%	0.94x	21.3%
Takeaway and Fast Food Outlets	\$982K	↓ -25.5%	↓ -5.1%	\$12.4M	↓ -7.0%	0.92x	28.6%
Food Retailing	\$9.2M	↑ 2.6%	↓ -4.2%	\$100.5M	↑ 8.1%	0.98x	61.9%
Groceries and Other Food Retailing	\$4.9M	↑ 33.9%	↓ -4.1%	\$44.9M	↑ 19.5%	0.95x	46.4%
Supermarkets	\$4.3M	↓ -18.8%	↓ -4.3%	\$55.6M	↑ 0.3%	0.95x	41.9%
Discretionary Retail	\$6.7M	↓ -13.2%	↓ -3.9%	\$86.9M	↑ 1.3%	0.93x	35.0%
Other Discretionary Retail	\$4.2M	↓ -14.9%	↓ -4.0%	\$56.7M	↑ 2.9%	0.89x	25.5%
Department Stores, Clothing & Accessories	\$2.4M	↓ -10.0%	↓ -3.9%	\$30.2M	↓ -1.6%	0.86x	20.6%
Accommodation - Online	\$5.6M	↓ -31.1%	↓ -17.3%	\$71.7M	↓ -2.7%	1.03x	
Private Transport	\$3.5M	↑ 13.6%	↓ -9.2%	\$34.6M	↑ 10.9%	0.92x	32.1%
Accommodation - Instore	\$2.8M	↓ -30.1%	↓ -20.1%	\$32.4M	↓ -17.8%	0.94x	10.9%

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 (April 2024 - March 2025). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark definition is based on all visitors. See FAQ for more information

Demographic profile

What is the profile of Visitors to City of Busselton during the recent static period (April 2024 - March 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 (April 2024 - March 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	2.6%
Cape Naturaliste Lighthouse	Attractions	1.01x	2.7%
Busselton Jetty	Attractions	1.00x	11.6%
The Margaret River Chocolate Company	Food Retailing	1.00x	10.7%
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	1.9%
Meelup Farmhouse	Eating And Drinking Out	0.95x	1.6%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	0.95x	4.7%
Yallingup Maze	Attractions	0.95x	1.1%
Dunsborough Bakery	Food Retailing	0.95x	5.9%
Eagle Bay Brewing Co	Eating And Drinking Out	0.94x	3.8%
Wild Hop Brewing Company	Eating And Drinking Out	0.93x	3.7%
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%
Aravina Estate	Eating And Drinking Out	0.91x	2.2%
Beerfarm Metricup	Eating And Drinking Out	0.91x	2.2%
Yallingup Woodfired Bakery	Food Retailing	0.91x	2.2%
Caves House Hotel	Eating And Drinking Out	0.91x	5.5%
Woody Nook Wines	Eating And Drinking Out	0.91x	1.1%
Coles	Food Retailing	0.90x	27.3%
Merchant And Maker	Eating And Drinking Out	0.90x	5.4%
The Goose	Eating And Drinking Out	0.90x	10.3%
Shelter Brewing Co	Eating And Drinking Out	0.90x	6.9%
Cafe Evviva	Eating And Drinking Out	0.89x	1.6%
La Lah	Eating And Drinking Out	0.89x	2.0%
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		
March 2025	Sub-region	Busselton		

Overview

What are some of the key insights for Visitors to Busselton?

Top category Other Discretionary Retail \$2.5M of Busselton Visitors spend during March 2025	Top age band 25-34 20.2% of Busselton Visitors are within this age band	Top lifestage Young Families 21% of Busselton Visitors are within this lifestage
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Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the period (April 2024 - March 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 (April 2024 - March 2025)?

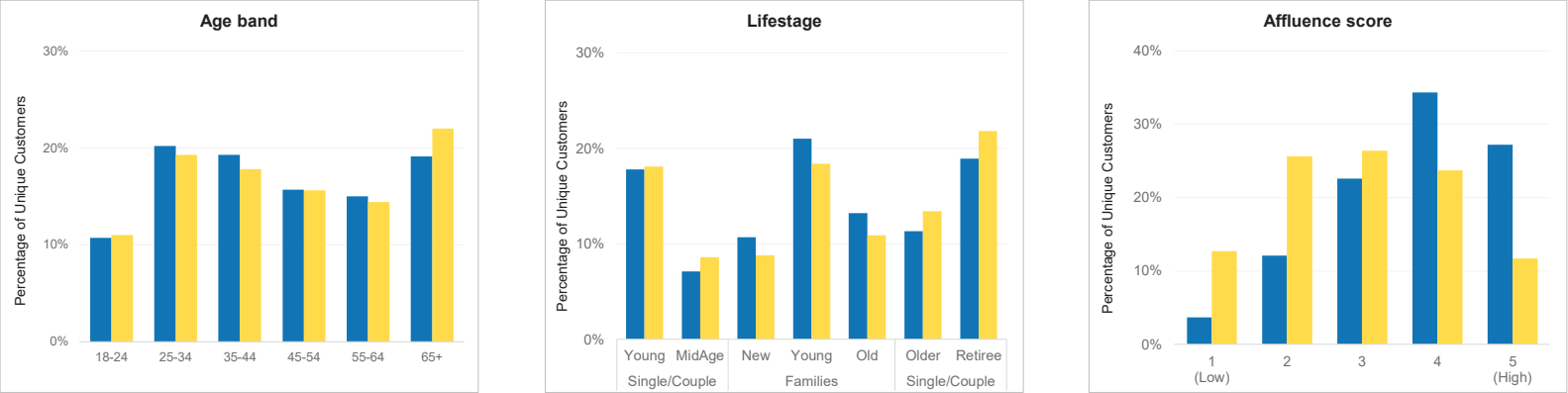
Category	Monthly			Annual (Last 12 months up to March 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$13.6M	↓ -4.9%	↓ -5.0%	\$156.8M	↑ 2.1%		
Tourism and Entertainment	\$3.8M	↓ -7.5%	↓ -3.2%	\$40.0M	↑ 10.3%	0.93x	73.9%
Pubs, Taverns and Bars	\$923K	↓ -17.2%	↑ 1.8%	\$10.0M	↑ 19.1%	0.84x	24.6%
Restaurants	\$898K	↑ 60.4%	↓ -0.3%	\$7.3M	↑ 27.1%	0.54x	19.2%
Cafes	\$785K	↓ -9.5%	↓ -4.5%	\$8.3M	↑ 17.6%	0.70x	24.1%
Attractions, Events and Recreation	\$674K	↑ 2.2%	↑ 2.5%	\$6.3M	↑ 15.3%	0.97x	22.1%
Takeaway and Fast Food Outlets	\$319K	↓ -19.1%	↓ -5.1%	\$3.8M	↓ -5.4%	0.58x	18.1%
Breweries and Wineries	\$195K	↓ -61.4%	↓ -29.0%	\$4.4M	↓ -22.8%	0.60x	13.5%
Discretionary Retail	\$3.5M	↓ -12.5%	↓ -3.9%	\$45.3M	↑ 5.6%	0.82x	31.1%
Other Discretionary Retail	\$2.5M	↓ -16.0%	↓ -4.0%	\$34.4M	↑ 5.4%	0.84x	23.9%
Department Stores, Clothing & Accessories	\$924K	↓ -0.8%	↓ -3.9%	\$10.9M	↑ 6.4%	0.61x	14.6%
Food Retailing	\$2.5M	↓ -15.7%	↓ -4.2%	\$31.2M	↓ -4.1%	0.60x	38.2%
Supermarkets	\$1.7M	↓ -16.5%	↓ -4.3%	\$21.3M	↓ -3.4%	0.68x	30.0%
Groceries and Other Food Retailing	\$811K	↓ -14.1%	↓ -4.1%	\$9.9M	↓ -5.7%	0.39x	18.9%
Private Transport	\$1.5M	↑ 14.2%	↓ -9.2%	\$14.5M	↓ -8.7%	0.68x	23.8%
Accommodation - Instore	\$160K	↑ 37.9%	↓ -20.1%	\$985K	↓ -28.9%		

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 (April 2024 - March 2025). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark definition is based on all visitors. See FAQ for more information

Demographic profile

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

How to read: 17.8% 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	17.8%
The Goose	Eating And Drinking Out	1.39x	15.9%
Shelter Brewing Co	Eating And Drinking Out	1.38x	10.6%
Rocky Ridge Brewing Co	Eating And Drinking Out	1.22x	3.6%
Mano Wraps	Eating And Drinking Out	1.20x	3.0%
Esplanade Hotel	Eating And Drinking Out	1.14x	6.0%
The Vasse Tavern	Eating And Drinking Out	1.10x	2.5%
Hungry Jacks	Eating And Drinking Out	1.10x	4.4%
Ship Inn	Eating And Drinking Out	1.09x	2.8%
Caltex	Private Transport	1.08x	12.4%
Baked Busselton	Food Retailing	1.07x	4.7%
The Fire Station	Eating And Drinking Out	1.05x	2.3%
Dan Murphys	Food Retailing	1.04x	6.8%
Timezone	Recreation	1.02x	1.5%
Benesse Cafe	Eating And Drinking Out	1.01x	3.3%
The Tav	Eating And Drinking Out	1.01x	2.3%
Bunnings Warehouse	Hardware And Garden Retailing	0.97x	9.0%
Geographe Restauranty	Eating And Drinking Out	0.96x	2.6%
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	2.8%
Best And Less	Clothing And Accessories	0.90x	3.0%
The Salvation Army	Personal Goods Retailing	0.89x	1.1%
Cotton On	Clothing And Accessories	0.89x	1.8%
City Of Busselton	Government Administration	0.85x	3.2%
Sushi Sushi	Eating And Drinking Out	0.84x	2.3%
Reading Cinemas	Films And Videos	0.84x	1.8%
Pharmacy 777	Personal Goods Retailing	0.83x	3.2%
Mcdonalds	Eating And Drinking Out	0.79x	9.1%
Spotlight	Homewares And Appliances	0.79x	3.4%

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		
March 2025	Sub-region	Dunsborough		

Overview

What are some of the key insights for Visitors to Dunsborough?

Top category

Restaurants

\$2.4M of Dunsborough Visitors spend during March 2025

Top age band

25-34

20.4% of Dunsborough Visitors are within this age band

Top lifestage

Young Families

21.8% of Dunsborough Visitors are within this lifestage

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Category performance

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

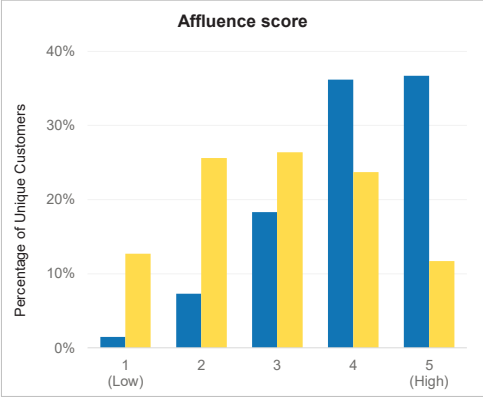
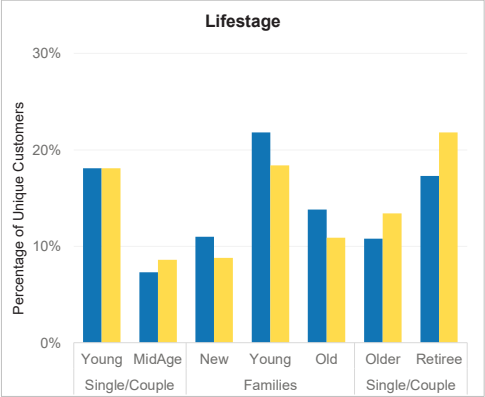
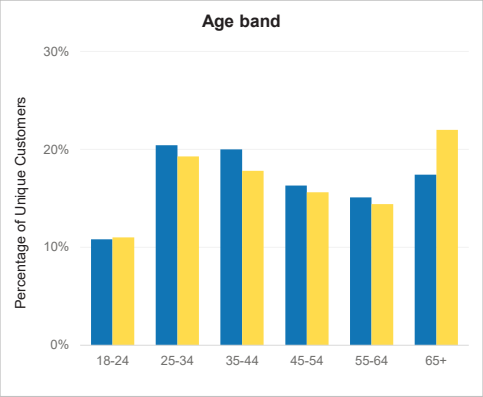
Category	Monthly			Annual (Last 12 months up to March 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$12.6M	↓ -25.1%	↓ -5.0%	\$154.1M	↓ -7.9%		
Tourism and Entertainment	\$6.0M	↓ -24.2%	↓ -3.2%	\$71.7M	↓ -9.9%	0.95x	75.1%
Restaurants	\$2.4M	↓ -11.2%	↓ -0.3%	\$26.0M	↓ -1.4%	1.03x	36.5%
Breweries and Wineries	\$1.3M	↓ -37.3%	↓ -29.0%	\$18.0M	↓ -17.1%	1.00x	22.7%
Cafes	\$1.1M	↓ -6.7%	↓ -4.5%	\$11.1M	↑ 4.8%	0.85x	28.9%
Pubs, Taverns and Bars	\$853K	↓ -34.0%	↑ 1.8%	\$9.6M	↓ -22.0%	0.62x	18.2%
Attractions, Events and Recreation	\$229K	↓ -43.5%	↑ 2.5%	\$4.2M	↓ -16.9%	0.52x	11.8%
Takeaway and Fast Food Outlets	\$202K	↓ -45.2%	↓ -5.1%	\$2.9M	↓ -21.7%	0.51x	15.9%
Food Retailing	\$2.9M	↓ -22.3%	↓ -4.2%	\$38.0M	→ 0.0%	0.98x	62.3%
Discretionary Retail	\$1.4M	↓ -25.1%	↓ -3.9%	\$17.7M	↓ -6.3%	0.52x	19.8%
Other Discretionary Retail	\$773K	↓ -23.5%	↓ -4.0%			0.53x	15.2%
Department Stores, Clothing & Accessories	\$675K	↓ -27.0%	↓ -3.9%	\$8.2M	↓ -12.5%	0.34x	8.0%
Accommodation - Instore	\$1.2M	↓ -36.7%	↓ -20.1%	\$14.1M	↓ -3.1%	0.71x	8.2%
Private Transport	\$515K	↓ -22.4%	↓ -9.2%	\$5.9M	↓ -3.1%	0.38x	13.1%

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 (April 2024 - March 2025). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark definition is based on all visitors. See FAQ for more information

Demographic profile

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

How to read: 1.9% of Visitors to Dunsborough have transacted with Tasman Holiday Parks in Dunsborough. This is 1.64x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Tasman Holiday Parks	Travel	1.64x	1.9%
Ngilgi Cave	Attractions	1.63x	4.3%
Cape Naturaliste Lighthouse	Attractions	1.63x	4.4%
Cullen Wines	Eating And Drinking Out	1.62x	1.2%
Bettenays Margaret River	Travel	1.62x	1.5%
The Margaret River Chocolate Company	Food Retailing	1.61x	17.3%
Hay Shed Hill Wines	Eating And Drinking Out	1.59x	1.0%
Wise Wine	Eating And Drinking Out	1.58x	1.7%
Pullman	Travel	1.56x	2.8%
Meelup Farmhouse	Eating And Drinking Out	1.54x	2.6%
Cheeky Monkey Brewing Co	Eating And Drinking Out	1.53x	3.1%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	1.53x	7.7%
Yallingup Maze	Attractions	1.53x	1.7%
Dunsborough Bakery	Food Retailing	1.53x	9.6%
Vasse Virgin	Personal Services	1.53x	1.6%
Lamonts	Eating And Drinking Out	1.52x	1.5%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.52x	1.3%
Country Life Farm	Recreation	1.51x	1.0%
Eagle Bay Brewing Co	Eating And Drinking Out	1.51x	6.1%
Wild Hop Brewing Company	Eating And Drinking Out	1.49x	5.9%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.48x	2.9%
Yallingup Gugelhupf	Food Retailing	1.47x	1.8%
Yallingup General Store And Cafe	Eating And Drinking Out	1.47x	6.7%
Aravina Estate	Eating And Drinking Out	1.47x	3.6%
Beerfarm Metricup	Eating And Drinking Out	1.47x	3.6%
Yallingup Woodfired Bakery	Food Retailing	1.47x	3.5%
Caves House Hotel	Eating And Drinking Out	1.46x	8.9%
Woody Nook Wines	Eating And Drinking Out	1.46x	1.7%
Merchant And Maker	Eating And Drinking Out	1.45x	8.7%
Swings And Roundabouts	Recreation	1.44x	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		
March 2025	Sub-region	West Busselton		

Overview

What are some of the key insights for Visitors to West Busselton?

Top category Groceries and Other Food Retailing <i>\$2.4M of West Busselton Visitors spend during March 2025</i>	Top age band 35-44 <i>20.2% of West Busselton Visitors are within this age band</i>	Top lifestage Young Families <i>22.5% of West Busselton Visitors are within this lifestage</i>
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Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the period (April 2024 - March 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 (April 2024 - March 2025)?

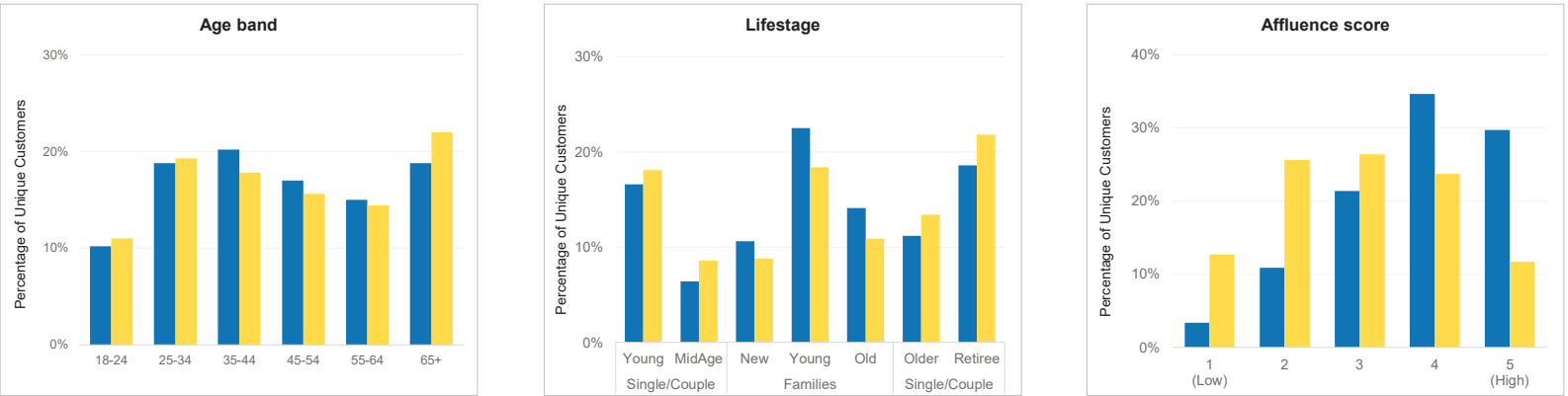
Category	Monthly			Annual (Last 12 months up to March 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$9.7M	↑ 16.1%	↓ -5.0%	\$101.0M	↑ 14.2%		
Food Retailing	\$3.7M	↑ 70.9%	↓ -4.2%	\$31.2M	↑ 39.6%	0.79x	50.0%
Groceries and Other Food Retailing	\$2.4M	↑ 288.2%	↓ -4.1%	\$14.4M	↑ 148.1%	0.64x	31.1%
Supermarkets	\$1.3M	↓ -14.1%	↓ -4.3%	\$16.8M	↑ 1.6%	0.74x	33.0%
Discretionary Retail	\$1.8M	↓ -1.7%	↓ -3.9%	\$23.9M	↓ -0.4%	0.89x	33.5%
Private Transport	\$1.5M	↑ 35.0%	↓ -9.2%	\$14.1M	↑ 54.7%	0.94x	32.7%
Accommodation - Instore	\$1.4M	↓ -27.9%	↓ -20.1%	\$17.4M	↓ -11.5%	1.06x	12.4%
Tourism and Entertainment	\$1.1M	↑ 0.9%	↓ -3.2%	\$11.7M	↑ 7.1%	0.58x	45.8%
Takeaway and Fast Food Outlets	\$461K	↓ -16.8%	↓ -5.1%			1.00x	31.1%
Attractions, Events and Recreation	\$128K	↑ 116.6%	↑ 2.5%	\$931K	↑ 0.6%	0.20x	4.6%
Restaurants	\$126K	↑ 33.3%	↓ -0.3%	\$1.4M	↑ 19.5%	0.19x	6.7%
Cafes	\$88K	↑ 10.0%	↓ -4.5%	\$876K	↓ -11.5%	0.21x	7.1%

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Demographic profile

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

How to read: 1.2% of Visitors to West Busselton have transacted with Bayview Geographe Resort in West Busselton. This is 2.23x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Bayview Geographe Resort	Travel	2.23x	1.2%
Mandalay Resort	Travel	2.19x	1.5%
Abbey Beach Resort	Travel	2.15x	3.4%
Flametree Wines	Eating And Drinking Out	1.97x	1.3%
Vibe Petroleum	Private Transport	1.72x	13.7%
Broadwater Village Grocer	Food Retailing	1.68x	5.9%
Tonic By The Bay	Eating And Drinking Out	1.65x	6.3%
United Petrol	Private Transport	1.65x	5.8%
Kmart	General Retail	1.63x	21.4%
Bunbury Farmers Market	Food Retailing	1.62x	15.3%
Subzero Gelato	Food Retailing	1.50x	1.4%
Obison Coffee Roasters	Eating And Drinking Out	1.49x	2.0%
Gropers Fish And Chips	Eating And Drinking Out	1.47x	1.9%
Aldi	Food Retailing	1.46x	11.5%
Kfc	Eating And Drinking Out	1.42x	5.7%
The Vietnamese Kitchen	Eating And Drinking Out	1.35x	1.9%
The Urban Coffee House	Eating And Drinking Out	1.35x	2.3%
Coffee Head Co	Eating And Drinking Out	1.29x	1.7%
Leeuwin Way Takeaway	Eating And Drinking Out	1.29x	1.4%
Broadwater Pharmacy	Personal Goods Retailing	1.29x	1.5%
Anaconda	Recreational Goods	1.28x	4.2%
Vasse Bakery	Food Retailing	1.27x	3.8%
Amelia Park Lodge	Travel	1.23x	2.0%
Boost Juice	Eating And Drinking Out	1.22x	2.1%
Chicken Treat	Eating And Drinking Out	1.21x	2.3%
Red Rooster	Eating And Drinking Out	1.19x	3.6%
Brewplus	Food Retailing	1.16x	2.0%
3 Par Golf Course	Recreation	1.15x	2.9%
Red Dot	General Retail	1.10x	4.6%
Subway	Eating And Drinking Out	1.03x	2.3%

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.