

City of Busselton

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

Overview

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

Total spend

\$118.8M

↑ 5.1% vs last year
↑ 86.1% vs 2019

Total customers

207K

↑ 4.2% vs last year
↑ 36.0% vs 2019

Resident spend contribution

47.0%

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

Top spending customers

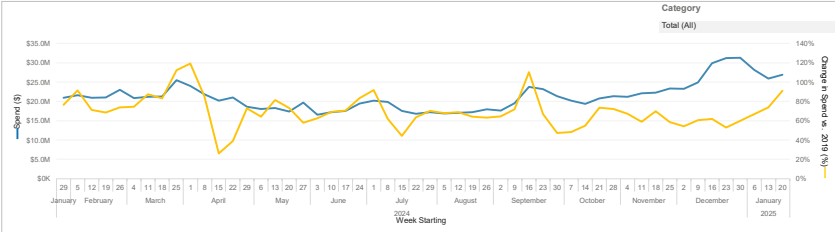
Prosperous Families

22.1% of total spend within LGA during January 2025

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

Trends

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



Data is up to last complete Monday to Sunday week.

Key categories for Residents and Visitors

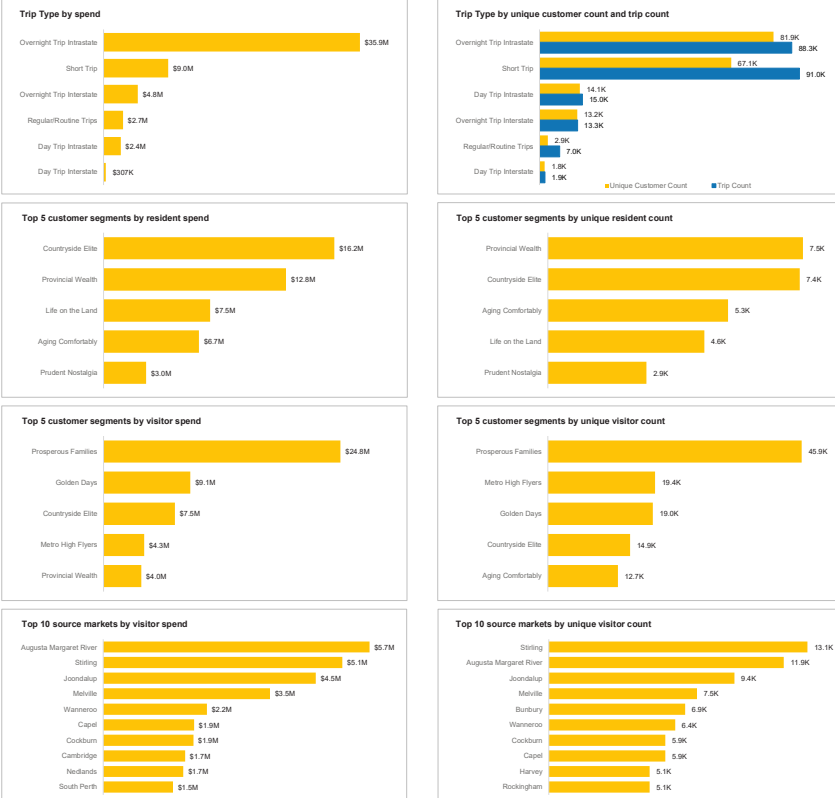
What are the key changes to category spend and visits in January 2025 versus the past year and 2019 for the LGA location?

										Data representing
										Spend
Category	Total			Resident			Visitor			
	Spend	% Change		Spend	% Change		Spend	% Change		
		Last year	2019		Last year	2019		Last year	2019	
Total	\$118.8M	↑ 5.1%	↑ 86.1%	\$55.8M	↑ 5.4%	↑ 80.6%	\$62.9M	↑ 4.7%	↑ 91.4%	
Food Retailing	\$39.1M	↑ 12.3%	↑ 93.7%	\$24.0M	↑ 8.2%	↑ 90.2%	\$15.2M	↑ 19.5%	↑ 99.5%	
Supermarkets	\$23.5M	↓ -0.8%	↑ 55.0%	\$16.2M	↓ -0.8%	↑ 56.3%	\$7.3M	↓ -0.9%	↑ 52.2%	
Groceries and Other Food Retailing	\$15.6M	↑ 40.3%	↑ 210.5%	\$7.8M	↑ 33.2%	↑ 246.1%	\$7.8M	↑ 48.2%	↑ 181.7%	
Tourism and Entertainment	\$23.7M	↑ 1.0%	↑ 74.7%	\$7.0M	↑ 5.3%	↑ 118.1%	\$16.8M	↓ -0.6%	↑ 61.4%	
Restaurants	\$7.2M	↑ 21.1%	↑ 126.2%	\$1.9M	↑ 26.9%	↑ 135.2%	\$5.3M	↑ 19.2%	↑ 123.1%	
Pubs, Taverns and Bars	\$4.6M	↓ -6.5%	↑ 84.1%	\$1.6M	↓ -6.8%	↑ 114.0%	\$3.0M	↓ -13.4%	↑ 71.7%	
Cafes	\$4.0M	↑ 14.5%	↑ 19.0%	\$1.2M	↑ 10.3%	↑ 60.2%	\$2.8M	↑ 16.3%	↑ 7.4%	
Takeaway and Fast Food Outlets	\$3.3M	↓ -2.7%	↑ 118.2%	\$1.5M	↓ -3.6%	↑ 137.9%	\$1.8M	↓ -1.9%	↑ 104.4%	
Breweries and Wineries	\$2.9M	↓ -21.7%	↑ 98.3%	\$461K	↓ -13.1%	↑ 234.4%	\$2.4M	↓ -23.2%	↑ 84.1%	
Attractions, Events and Recreation	\$1.8M	↓ -7.2%	↑ 12.5%	\$435K	↓ -4.5%	↑ 137.6%	\$1.4M	↓ -8.1%	↓ -3.5%	
Discretionary Retail	\$22.9M	↓ -4.9%	↑ 73.9%	\$13.4M	↓ -4.2%	↑ 71.6%	\$9.5M	↓ -6.6%	↑ 77.5%	
Other Discretionary Retail	\$16.2M	↓ -6.0%	↑ 67.5%	\$10.2M	↓ -8.6%	↑ 66.6%	\$6.0M	↓ -1.2%	↑ 69.0%	
Department Stores, Clothing & Accessories	\$6.7M	↓ -5.7%	↑ 91.8%	\$3.2M	↑ 2.5%	↑ 69.1%	\$3.5M	↓ -12.1%	↑ 94.2%	
Accommodation - Online	\$10.9M	↑ 4.0%	↑ 853.8%	\$332K	↑ 66.7%	↑ 2510.4%	\$9.7M	↑ 2.7%	↑ 537.4%	
Private Transport	\$9.8M	↑ 32.5%	↑ 61.4%	\$4.4M	↑ 33.9%	↑ 60.1%	\$4.2M	↑ 31.1%	↑ 75.4%	
Accommodation - Instore	\$4.9M	↓ -10.7%	↑ 23.4%	\$387K	↑ 10.5%	↑ 30.4%	\$4.5M	↓ -12.2%	↑ 22.9%	

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.
New Accommodation - Online → Attributed expenditure. See FAQ for more information.

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting LGA location during January 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 January 2025	Region Type Sub-region	Spend location Busselton		

Overview

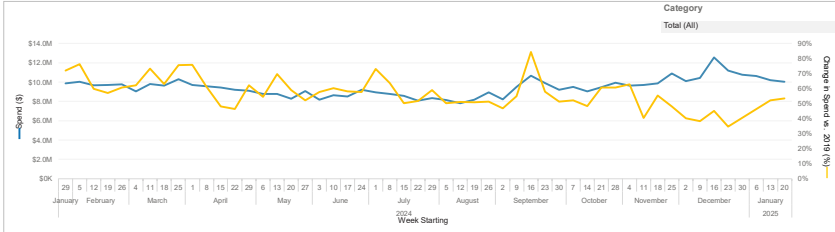
What are some of the key insights for the Sub-region location for January 2025?

Total spend \$45.3M ↓ -1.6% vs last year ↑ 58.6% vs 2019	Total customers 132K ↑ 3.3% vs last year ↑ 41.6% vs 2019	Resident spend contribution 62.1% <i>of total core category spend* came from residents within the Sub-region during January 2025</i>	Top spending customers Countryside Elite <i>22% of total spend within Sub-region during January 2025</i>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for January 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

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



Data is up to last complete Monday to Sunday week.

Key categories for Residents and Visitors

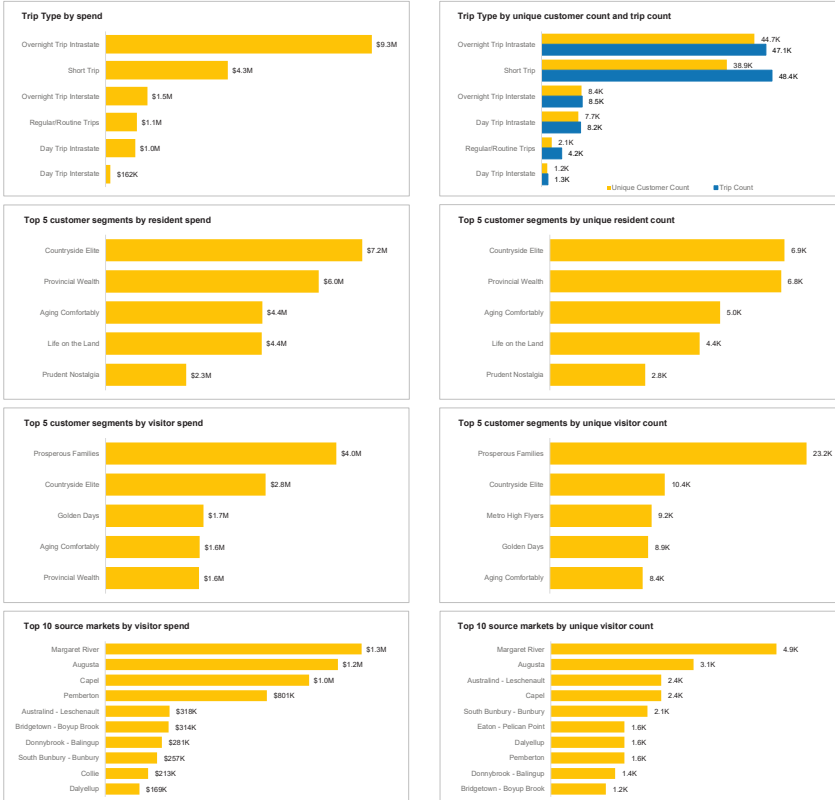
What are the key changes to category spend and visits in January 2025 versus the past year and 2019 for the Sub-region location?

Category	Data representing								
				Spend			Visitor		
	Total			Resident			Visitor		
	Spend	% Change		Spend	% Change		Spend	% Change	
		Last year	2019		Last year	2019		Last year	2019
Total	\$45.3M	↓ -1.6%	↑ 58.6%	\$28.1M	↓ -4.3%	↑ 56.0%	\$17.2M	↑ 3.1%	↑ 63.2%
Food Retailing	\$13.6M	↓ -8.7%	↑ 51.2%	\$9.8M	↓ -9.4%	↑ 50.6%	\$3.7M	↓ -8.8%	↑ 52.6%
Supermarkets	\$10.0M	↓ -6.5%	↑ 38.2%	\$7.6M	↓ -6.2%	↑ 38.5%	\$2.4M	↓ -7.6%	↑ 37.2%
Groceries and Other Food Retailing	\$3.5M	↓ -14.3%	↑ 106.1%	\$2.2M	↓ -19.0%	↑ 115.7%	\$1.3M	↓ -5.3%	↑ 91.8%
Discretionary Retail	\$12.7M	↓ -8.3%	↑ 66.7%	\$8.1M	↓ -9.1%	↑ 64.1%	\$4.7M	↑ 2.1%	↑ 61.4%
Other Discretionary Retail	\$10.1M	↓ -5.1%	↑ 55.5%	\$6.7M	↓ -10.0%	↑ 53.4%	\$3.4M	↑ 6.3%	↑ 59.9%
Department Stores, Clothing & Accessories	\$2.6M	↓ -6.0%	↑ 61.4%	\$1.4M	↓ -4.0%	↑ 57.7%	\$1.2M	↓ -8.1%	↑ 65.7%
Tourism and Entertainment	\$8.2M	↑ 4.2%	↑ 107.6%	\$3.1M	↓ -8.3%	↑ 116.2%	\$5.1M	↑ 7.2%	↑ 102.7%
Pubs, Taverns and Bars	\$2.2M	↑ -1.4%	↑ 129.7%	\$947K	↑ 0.3%	↑ 117.9%	\$1.3M	↓ -2.7%	↑ 139.2%
Restaurants	\$1.8M	↑ 35.1%	↑ 245.5%	\$677K	↑ 3.3%	↑ 104.0%	\$1.2M	↑ 64.6%	↑ 296.2%
Cafes	\$1.7M	↑ 36.8%	↑ 36.5%	\$629K	↑ 24.4%	↑ 66.8%	\$1.1M	↑ 45.2%	↑ 23.3%
Takeaway and Fast Food Outlets	\$1.0M	↑ -10.2%	↑ 67.6%	\$516K	↓ -8.5%	↑ 76.8%	\$485K	↓ -12.0%	↑ 59.1%
Private Transport	\$3.6M	↑ 22.4%	↑ 25.2%	\$2.1M	↑ 25.6%	↑ 18.2%	\$1.6M	↑ 18.0%	↑ 37.0%
Accommodation - Instore	\$222K	↓ -25.4%	↑ 1.8%	\$66K	↓ -25.7%	↑ 28.9%	\$166K	↓ -25.3%	↓ -6.9%

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.
New Accommodation - Online → Attributed expenditure. See FAQ for more information

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting Sub-region location during January 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 January 2025	Region Type Sub-region	Spend location Dunsborough		

Overview

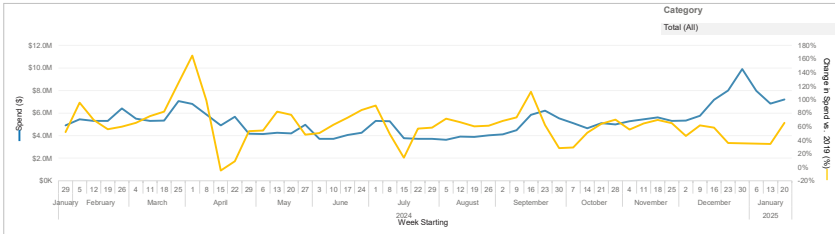
What are some of the key insights for the Sub-region location for January 2025?

Total spend \$32.9M ↓ -1.4% vs last year ↑ 57.9% vs 2019	Total customers 110K ↓ -1.0% vs last year ↑ 26.5% vs 2019	Resident spend contribution 33.8% <i>of total core category spend came from residents within the Sub-region during January 2025</i>	Top spending customers Prosperous Families 32.4% of total spend within Sub-region during January 2025
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for January 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

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



Data is up to last complete Monday to Sunday week.

Key categories for Residents and Visitors

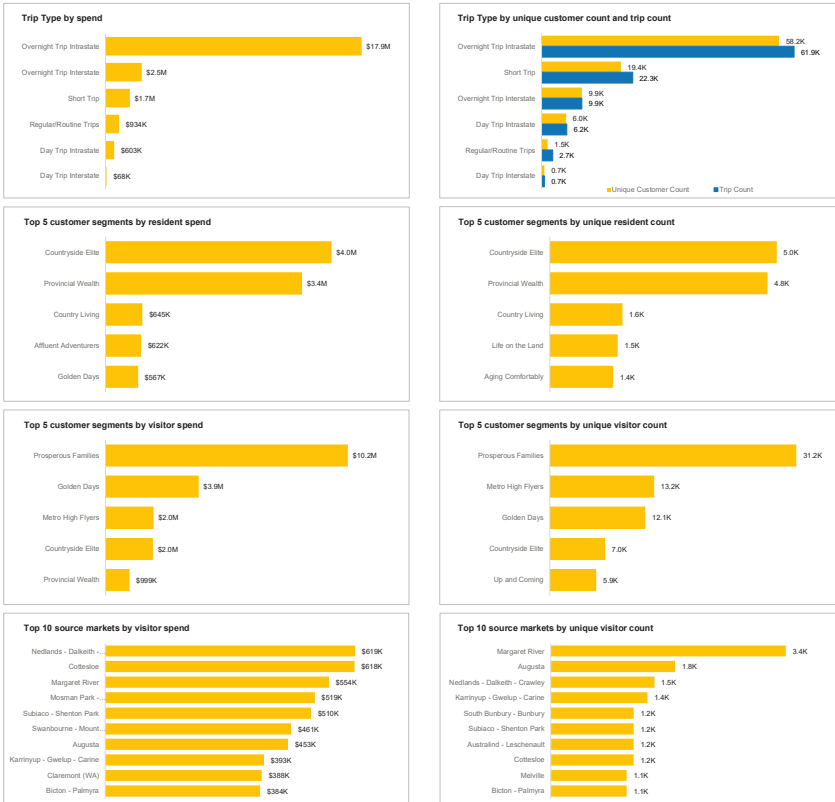
What are the key changes to category spend and visits in January 2025 versus the past year and 2019 for the Sub-region location?

Category	Total			Resident			Visitor			Data representing
	Spend		% Change	Spend		% Change	Spend		% Change	
	Last year	2019		Last year	2019		Last year	2019		
Total	\$32.9M	↓ -1.4%	↑ 87.9%	\$11.1M	↑ 8.7%	↑ 89.9%	\$21.8M	↓ -8.9%	↑ 45.3%	Spend
Tourism and Entertainment	\$12.4M	↓ -3.7%	↑ 45.7%	\$2.5M	↑ 11.5%	↑ 91.6%	\$10.0M	↓ -8.8%	↑ 37.6%	Visitor
Restaurants	\$4.9M	↑ 13.9%	↑ 98.0%	\$997K	↑ 39.6%	↑ 109.4%	\$3.9M	↑ 8.8%	↑ 95.3%	
Breweries and Wineries	\$2.4M	↓ -12.7%	↑ 68.8%	\$325K	↑ 1.2%	↑ 145.3%	\$2.1M	↓ -14.6%	↑ 60.9%	
Cafes	\$2.1M	↑ 5.7%	↑ 18.9%	\$460K	↑ 7.3%	↑ 84.5%	\$1.6M	↑ 5.3%	↑ 8.2%	
Pubs, Taverns and Bars	\$1.9M	↓ -22.3%	↑ 22.5%	\$460K	↓ -6.0%	↑ 56.3%	\$1.4M	↓ -26.5%	↑ 14.3%	
Takeaway and Fast Food Outlets	\$727K	↑ -7.3%	↑ 100.5%	\$180K	↑ -6.8%	↑ 205.0%	\$547K	↑ -4.4%	↑ 80.3%	
Attractions, Events and Recreation	\$416K	↓ -37.5%	↓ -57.0%	\$28K	↓ -36.0%	↓ -58.2%	\$390K	↓ -37.6%	↓ -58.9%	
Food Retailing	\$11.8M	↑ 4.9%	↑ 86.5%	\$5.8M	↑ 8.2%	↑ 114.7%	\$6.0M	↑ 1.9%	↑ 65.5%	
Discretionary Retail	\$4.0M	↓ -10.9%	↑ 100.8%	\$1.5M	↑ 6.5%	↑ 112.7%	\$2.5M	↓ -17.7%	↑ 94.2%	
Other Discretionary Retail	\$2.5M	↓ -5.2%	↑ 81.1%	\$1.2M	↑ 1.4%	↑ 87.6%	\$1.3M	↓ -10.3%	↑ 75.6%	
Department Stores, Clothing & Accessories	\$1.5M	↓ -16.8%	↑ 143.4%	\$358K	↑ 27.0%	↑ 273.7%	\$1.2M	↓ -24.7%	↑ 120.0%	
Accommodation - In-store	\$1.8M	↓ -17.0%	↑ 7.5%	\$114K	↑ 7.7%	↑ 284.9%	\$1.7M	↓ -18.2%	↑ 2.5%	
Private Transport	\$1.3M	↓ -6.4%	↑ 2.6%	\$471K	↓ -5.2%	↓ -4.2%	\$78K	↓ -7.1%	↑ 10.3%	

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.
New Accommodation - Online → Attributed expenditure. See FAQ for more information

Trip Type, customer segments and source markets

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

100%

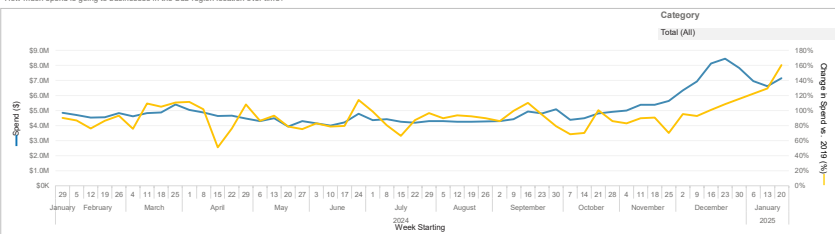
What are some of the key insights for the Sub-region location for January 2025?

Top spending customers
Countryside Elite

23.4% of total spend
within Sub-region during January 2025

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

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



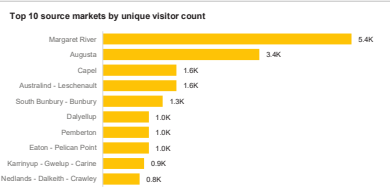
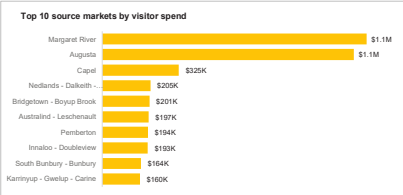
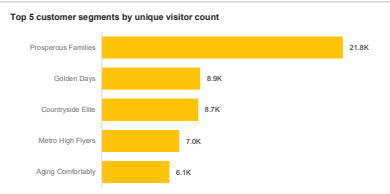
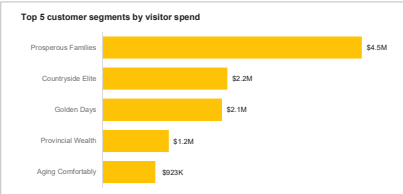
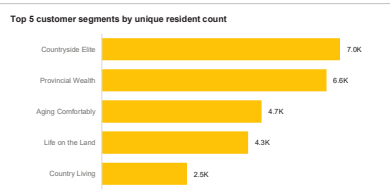
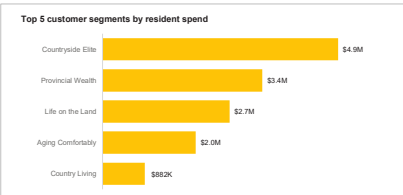
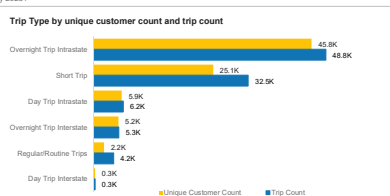
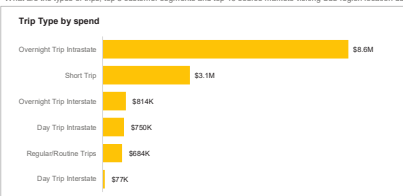
Data is up to last complete Monday to Sunday week.

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

Data representing									
Category	Total			Resident			Visitor		
	Spend	% Change		Spend	% Change		Spend	% Change	
		Last year	2019		Last year	2019		Last year	2019
Total	\$30.4M	↑ 27.3%	↑ 138.6%	\$16.2M	↑ 23.9%	↑ 130.0%	\$14.2M	↑ 32.0%	↑ 143.9%
Food Retailing	\$13.8M	↑ 57.8%	↑ 188.9%	\$6.3M	↑ 46.9%	↑ 147.0%	\$5.4M	↑ 94.7%	↑ 259.0%
Groceries and Other Food Retailing	\$7.0M	↑ 239.9%	↑ 537.0%	\$3.6M	↑ 163.8%	↑ 479.0%	\$3.4M	↑ 311.9%	↑ 612.8%
Supermarkets	\$6.8M	↑ 1.5%	↑ 77.5%	\$4.7M	↑ 1.1%	↑ 71.1%	\$2.1M	↑ 2.5%	↑ 94.1%
Discretionary Retail	\$6.2M	↓ -4.6%	↑ 102.0%	\$3.8M	↓ -4.9%	↑ 104.1%	\$2.4M	↓ -4.8%	↑ 98.8%
Private Transport	\$3.7M	↑ 68.9%	↑ 205.6%	\$1.8M	↑ 63.7%	↑ 187.2%	\$1.9M	↑ 76.2%	↑ 225.7%
Tourism and Entertainment	\$3.1M	↑ 13.8%	↑ 179.0%	\$1.4M	↑ 6.4%	↑ 191.5%	\$1.7M	↑ 20.7%	↑ 169.7%
Takeaway and Fast Food Outlets	\$1.5M	↑ 5.6%	↑ 188.8%	\$770K	↑ 1.7%	↑ 191.0%	\$703K	↑ 9.8%	↑ 182.8%
Restaurants	\$844K	↑ 60.7%	↑ 165.2%	\$307K	↑ 62.8%	↑ 143.3%	\$296K	↑ 54.8%	↑ 197.9%
Attractions, Events and Recreation	\$312K	↑ 30.2%	↑ 898.1%	\$119K	↑ 0.9%	↑ 261.9%	\$193K	↑ 58.3%	↑ 617.5%
Cafes	\$170K	↓ -20.2%	↓ -47.6%	\$88K	↓ -33.7%	↓ -18.9%	\$82K	↓ -23.5%	↓ -40.0%
Accommodation - Instore	\$2.9M	↓ -4.8%	↑ 38.8%	\$208K	↓ 33.0%	↓ -4.3%	\$27.7M	↓ -6.8%	↓ 43.9%

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.

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



See Definitions tab for detail on Outsider Segments. Some 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
Region Type	Spend Location	Start Date	End Date (Max 31 Day Range)	
LGA	City of Busselton	01-Jan-25	31-Jan-25	

Overview

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

Total spend in period \$118.8M <i>within City of Busselton for all categories between 1 January 2025 and 31 January 2025</i>	Total day spend in period \$107.5M <i>within City of Busselton for all categories between 1 January 2025 and 31 January 2025</i>	Total night spend in period \$11.2M <i>within City of Busselton for all categories between 1 January 2025 and 31 January 2025</i>	Total Uplift From Last Year ↑ 5.9% <i>within City of Busselton for all categories between 1 January 2025 and 31 January 2025</i>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 January 2025 and 31 January 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

What are the key changes to category spend between 1 January 2025 and 31 January 2025 versus the last year (3 January 2024 - 2 February 2024) for the City of Busselton location?

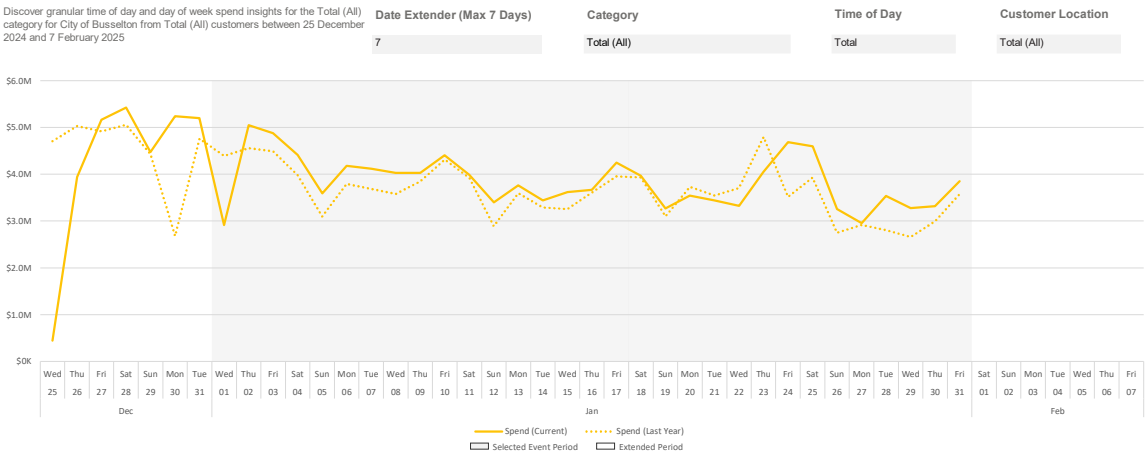
Category	Spend						Change vs 52 weeks prior			
	Day	Night	Visitor	Resident	Total	52 weeks prior	Total %	Total \$	Visitors %	Resident %
Total	\$107.5M	\$11.2M	\$62.9M	\$55.8M	\$118.8M	\$112.2M	↑ 5.9%	↑\$6.6M	↑ 8.1%	↑ 3.4%
Food Retailing	\$35.5M	\$3.6M	\$15.2M	\$24.0M	\$39.1M	\$34.7M	↑ 12.8%	↑\$4.4M	↑ 24.6%	↑ 6.5%
Supermarkets			\$7.3M	\$16.2M	\$23.5M	\$23.5M	↓ -0.1%	- ↓\$19K	↑ 4.1%	↓ -1.9%
Groceries and Other Food Retailing			\$7.8M	\$7.8M	\$15.6M	\$11.1M	↑ 40.1%	↑\$4.5M	↑ 53.0%	↑ 29.2%
Tourism and Entertainment	\$18.3M	\$5.5M	\$16.8M	\$7.0M	\$23.7M	\$22.8M	↑ 4.3%	↑\$971K	↑ 4.8%	↑ 3.1%
Restaurants	\$5.2M	\$2.1M	\$5.3M	\$1.9M	\$7.2M	\$5.8M	↑ 24.5%	↑\$1.4M	↑ 25.1%	↑ 22.7%
Pubs, Taverns and Bars	\$2.7M	\$1.9M	\$3.0M	\$1.6M	\$4.6M	\$4.9M	↓ -5.8%	- ↓\$283K	↓ -7.7%	↓ -2.1%
Cafes			\$2.8M	\$1.2M	\$4.0M	\$3.4M	↑ 18.3%	↑\$615K	↑ 23.5%	↑ 7.3%
Takeaway and Fast Food Outlets	\$2.3M	\$998K	\$1.8M	\$1.5M	\$3.3M	\$3.3M	↓ -1.3%	- ↓\$43K	↑ 2.8%	↓ -6.1%
Breweries and Wineries*			\$2.4M	\$454K	\$2.9M	\$3.5M	↓ -18.6%	- ↓\$659K	↓ -19.6%	↓ -15.7%
Attractions, Events and Recreation*			\$1.4M	\$434K	\$1.8M	\$1.9M	↓ -4.2%	- ↓\$80K	↓ -5.0%	↓ -4.5%
Discretionary Retail^	\$22.6M	\$363K	\$9.5M	\$13.4M	\$22.9M	\$24.5M	↓ -6.5%	- ↓\$1.6M	↓ -4.1%	↓ -8.2%
Other Discretionary Retail			\$6.0M	\$10.2M	\$16.2M	\$17.5M	↓ -7.1%	- ↓\$1.2M	↑ 0.0%	↓ -10.8%
Department Stores, Clothing & Accessories			\$3.5M	\$3.2M	\$6.7M	\$7.1M	↓ -5.1%	- ↓\$363K	↓ -10.3%	↑ 1.6%
Accommodation - Online					\$10.0M	\$9.4M	↑ 6.4%	↑\$606K		
Private Transport			\$4.2M	\$4.4M	\$8.6M	\$6.3M	↑ 36.6%	↑\$2.3M	↑ 37.3%	↑ 36.0%
Accommodation - Instore			\$4.5M	\$387K	\$4.9M	\$5.5M	↓ -11.2%	- ↓\$614K	↓ -12.2%	↑ 1.0%

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

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

Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for City of Busselton from Total (All) customers between 25 December 2024 and 7 February 2025



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

City of Busselton

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

Overview

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

Total spend in period \$45.3M within Busselton for all categories between 1 January 2025 and 31 January 2025	Total day spend in period \$41.0M within Busselton for all categories between 1 January 2025 and 31 January 2025	Total night spend in period \$4.4M within Busselton for all categories between 1 January 2025 and 31 January 2025	Total Uplift From Last Year ↓ -1.8% within Busselton for all categories between 1 January 2025 and 31 January 2025
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All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 January 2025 and 31 January 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

What are the key changes to category spend between 1 January 2025 and 31 January 2025 versus the last year (3 January 2024 - 2 February 2024) for the Busselton location?

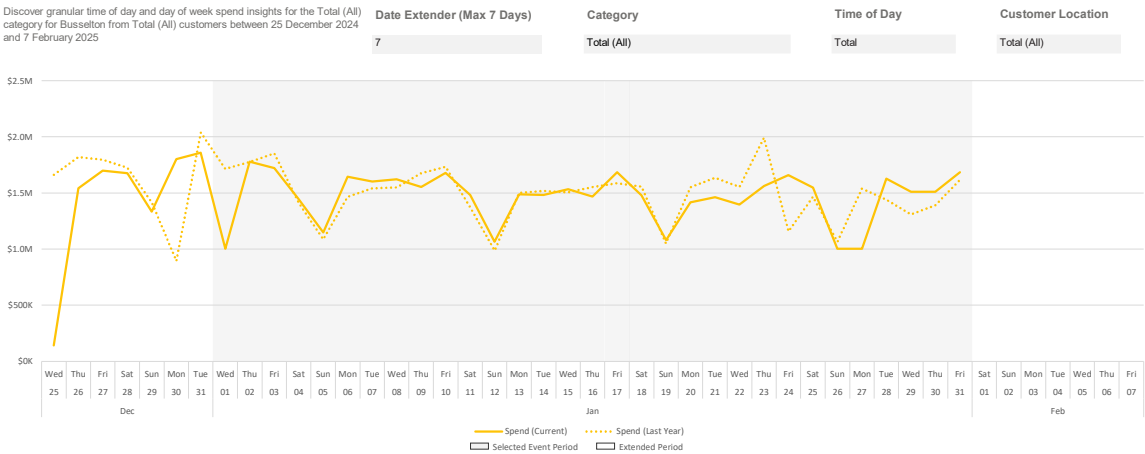
Category	Spend						Change vs 52 weeks prior			
	Day	Night	Visitor	Resident	Total	52 weeks prior	Total %	Total \$	Visitors %	Resident %
Total	\$41.0M	\$4.4M	\$17.2M	\$28.1M	\$45.3M	\$46.1M	↓ -1.8%	- \$809K	↑ 5.4%	↓ -5.7%
Food Retailing	\$12.1M	\$1.4M	\$3.7M	\$9.8M	\$13.6M	\$15.0M	↓ -9.4%	- \$1.4M	↓ -4.9%	↓ -11.0%
Supermarkets			\$2.4M	\$7.6M	\$10.0M	\$10.8M	↓ -6.8%	- \$738K	↓ -4.6%	↓ -7.5%
Groceries and Other Food Retailing			\$1.3M	\$2.2M	\$3.5M	\$4.2M	↓ -15.9%	- \$672K	↓ -5.7%	↓ -21.0%
Discretionary Retail*	\$12.5M	\$201K	\$4.7M	\$8.1M	\$12.7M	\$13.4M	↓ -5.4%	- \$724K	↑ 3.9%	↓ -10.0%
Other Discretionary Retail			\$3.4M	\$6.7M	\$10.1M	\$10.7M	↓ -5.5%	- \$590K	↑ 7.4%	↓ -11.0%
Department Stores, Clothing & Accessories			\$1.2M	\$1.4M	\$2.6M	\$2.7M	↓ -4.9%	- \$133K	↓ -5.3%	↓ -4.9%
Tourism and Entertainment	\$6.2M	\$2.0M	\$5.1M	\$3.1M	\$8.2M	\$7.8M	↑ 5.4%	↑ \$418K	↑ 11.7%	↑ -3.5%
Pubs, Taverns and Bars	\$1.5M	\$747K	\$1.3M	\$945K	\$2.2M	\$2.2M	→ 0.0%	→ \$0K	↑ 2.7%	↓ -3.5%
Restaurants	\$1.3M	\$577K	\$1.2M	\$677K	\$1.8M	\$1.4M	↑ 34.9%	↑ \$476K	↑ 70.2%	↑ -0.7%
Cafes			\$1.1M	\$632K	\$1.7M	\$1.2M	↑ 37.3%	↑ \$464K	↑ 50.1%	↑ 18.6%
Takeaway and Fast Food Outlets**	\$415K	\$186K			\$600K	\$649K	↓ -7.6%	- \$49K	↑ 21.2%	↓ -2.9%
Attractions, Events and Recreation**					\$500K	\$431K	↑ 16.0%	↑ \$69K	↑ 155.6%	↑ 100.0%
Private Transport			\$1.5M	\$2.1M	\$3.6M	\$2.8M	↑ 28.6%	↑ \$800K	↑ 20.9%	↑ 34.3%
Accommodation - Instore*					\$90K	\$128K	↓ -29.7%	- \$38K		

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

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

Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for Busselton from Total (All) customers between 25 December 2024 and 7 February 2025



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

City of Busselton

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

Overview

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

Total spend in period \$32.9M <i>within Dunsborough for all categories between 1 January 2025 and 31 January 2025</i>	Total day spend in period \$28.8M <i>within Dunsborough for all categories between 1 January 2025 and 31 January 2025</i>	Total night spend in period \$4.1M <i>within Dunsborough for all categories between 1 January 2025 and 31 January 2025</i>	Total Uplift From Last Year ↑ 1.2% <i>within Dunsborough for all categories between 1 January 2025 and 31 January 2025</i>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 January 2025 and 31 January 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

What are the key changes to category spend between 1 January 2025 and 31 January 2025 versus the last year (3 January 2024 - 2 February 2024) for the Dunsborough location?

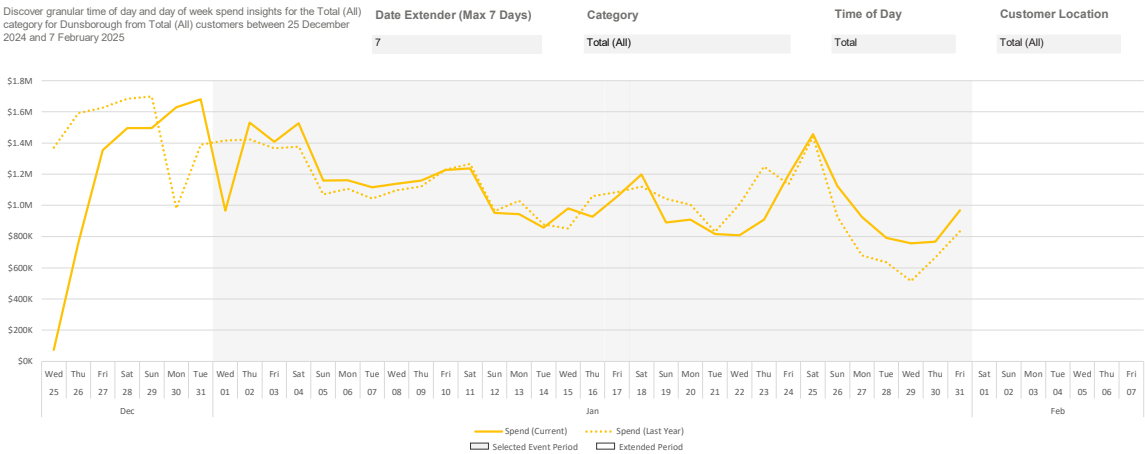
Category	Spend						Change vs 52 weeks prior			
	Day	Night	Visitor	Resident	Total	52 weeks prior	Total %	Total \$	Visitors %	Resident %
Total	\$28.8M	\$4.1M	\$21.8M	\$11.1M	\$32.9M	\$32.5M	↑ 1.2%	↑\$392K	↓ -1.3%	↑ 6.4%
Tourism and Entertainment	\$9.9M	\$2.5M	\$10.0M	\$2.5M	\$12.4M	\$12.3M	↑ 0.8%	↑\$103K	↓ -1.2%	↑ 10.1%
Restaurants	\$3.6M	\$1.3M	\$3.9M	\$1.0M	\$4.9M	\$4.2M	↑ 18.3%	↑\$763K	↑ 14.5%	↑ 36.7%
Breweries and Wineries*			\$2.0M	\$354K	\$2.4M	\$2.6M	↓ -8.7%	↓\$228K	↓ -9.8%	↑ 8.0%
Cafes			\$1.6M	\$462K	\$2.1M	\$1.9M	↑ 11.7%	↑\$220K	↑ 12.9%	↑ 7.7%
Pubs, Taverns and Bars	\$912K	\$948K	\$1.4M	\$461K	\$1.9M	\$2.3M	↓ -17.8%	↓\$404K	↓ -21.3%	↓ -6.1%
Takeaway and Fast Food Outlets*	\$530K	\$195K			\$728K	\$754K	↓ -3.4%	↓\$26K	↑ 24.2%	↓ -25.0%
Attractions, Events and Recreation*					\$419K	\$636K	↓ -34.1%	↓\$217K	↓ -31.3%	→ 0.0%
Food Retailing	\$10.5M	\$1.2M	\$6.0M	\$5.8M	\$11.8M	\$11.0M	↑ 7.5%	↑\$822K	↑ 8.3%	↑ 6.8%
Discretionary Retail**	\$2.4M	\$1.5M	\$2.4M	\$1.5M	\$4.0M	\$4.4M	↓ -8.1%	↓\$401K	↓ -14.9%	↑ 5.8%
Other Discretionary Retail**			\$1.2M	\$1.1M	\$2.3M	\$2.4M	↓ -2.8%	↓\$67K	↓ -5.4%	↑ 2.5%
Department Stores, Clothing & Accessories**			\$1.0M	\$329K	\$1.4M	\$1.6M	↓ -15.5%	↓\$250K	↓ -28.2%	↑ 23.3%
Accommodation - Instore**	\$1.5M	\$191K	\$1.7M	\$1.7M	\$2.2M	\$2.2M	↓ -20.5%	↓\$446K	↓ -14.6%	↑ 21.2%
Private Transport			\$786K	\$469K	\$1.3M	\$1.3M	↓ -3.5%	↓\$45K	↑ 0.5%	↓ -9.1%

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

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

Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for Dunsborough from Total (All) customers between 25 December 2024 and 7 February 2025



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

City of Busselton

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

Overview

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

Total spend in period
\$30.4M

within West Busselton for all categories between 1
January 2025 and 31 January 2025

Total day spend in period
\$27.6M

within West Busselton for all categories between 1
January 2025 and 31 January 2025

Total night spend in period
\$2.8M

within West Busselton for all categories between 1
January 2025 and 31 January 2025

Total Uplift From Last Year
↑ 26.5%

within West Busselton for all categories between 1 January 2025 and 31 January 2025

All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 January 2025 and 31 January 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

What are the key changes to category spend between 1 January 2025 and 31 January 2025 versus the last year (3 January 2024 - 2 February 2024) for the West Busselton location?

[illegible]

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

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

Events Timeseries

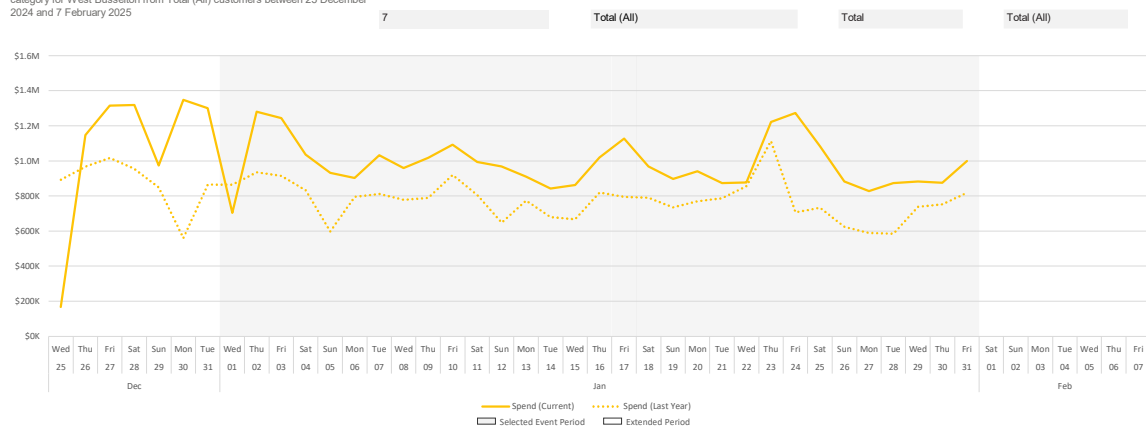
Discover granular time of day and day of week spend insights for the Total (All) category for West Busselton from Total (All) customers between 25 December 2024 and 7 February 2025

Date Extender (Max 7 Days)

Category

Time of Day

Customer Location



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

City of Busselton

Resident

Business

Events

Visitor

Leakage

Region Type

Category

LGA

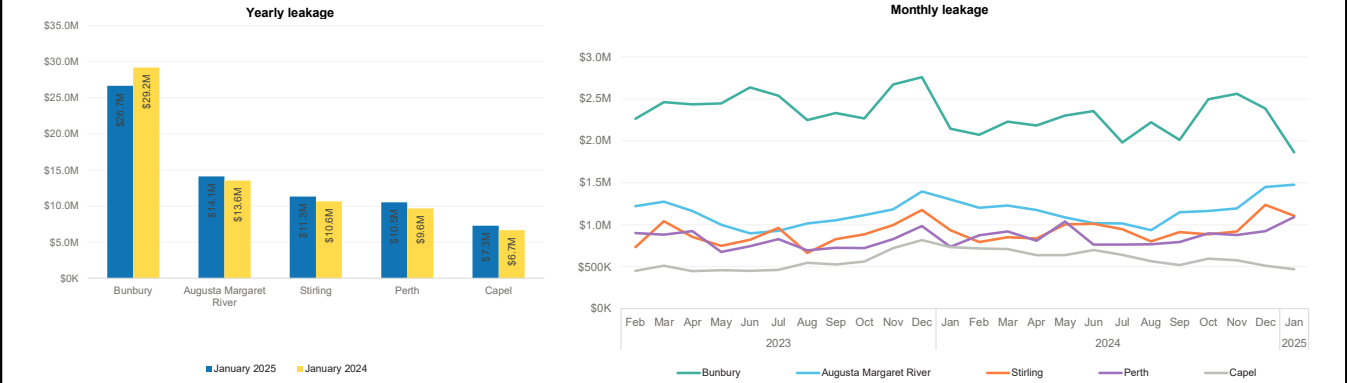
Total (excl. Other)

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 January 2025, there was \$26.7m of spend by residents to Bunbury in Total (excl. Other), this was \$2.5m less than the previous 12 months

How to read: In the month of January 2025, there was \$1.9m of spend by residents to Bunbury in Total (excl. Other), this was compared to \$2.1m in the month of January 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 January 2025, residents spent \$26.7m on Total (excl. Other) in Bunbury. This was \$2.5m or -9.5% decrease compared to January 2024.

LGA	Total (excl. Other)			
	January 2025 Spend	January 2024 Spend	Spend Change	Spend % Change
IN LGA	\$546.0M	\$519.8M	↑\$26.1M	↑ 4.8%
Online	\$160.5M	\$141.1M	↑\$19.5M	↑ 12.1%
Bunbury	\$26.7M	\$29.2M	-\$2.5M	↓ -9.5%
Augusta Margaret River	\$14.1M	\$13.6M	↑\$548K	↑ 3.9%
Stirling	\$11.3M	\$10.6M	↑\$656K	↑ 5.8%
Perth	\$10.5M	\$9.6M	↑\$874K	↑ 8.3%
Capel	\$7.3M	\$6.7M	↑\$601K	↑ 8.3%
Melville	\$6.4M	\$6.0M	↑\$437K	↑ 6.8%
Belmont	\$6.3M	\$5.8M	↑\$522K	↑ 8.3%

All insights are based on CommBank iQ's nationally representative retail customer transaction data for the 12 months to January 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 January 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 January 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 January 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

January 2025

Resident location

LGA

City of Busselton

Overview

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

Total spend

\$142.2M

↑ 9.9% .vs last year
↑ 89.7% .vs 2019

Top category

Supermarkets

\$19.7M of spend for City of Busselton residents
is within this category during January 2025

Top lifestyle

Retiree

28.3% of spend for City of Busselton residents are
within this lifestyle during January 2025

Proportion of spend into the LGA

39.1%

of spend for City of Busselton residents during
January 2025

All insights are based on CommBank iQ's nationally representative retail customer transaction data for January 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 Lifestyle categories.

Category performance

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

Category	Monthly			Annual		Last 12 month affinity	Last 12 month penetration
	Spend	vs last year	vs 2019	Spend	vs previous 12 months		
Total	\$142.2M	↑ 9.9%	↑ 89.7%	\$1.56B	↑ 7.3%		
Food Retailing	\$28.8M	↑ 7.7%	↑ 93.4%	\$325.6M	↑ 5.8%	1.00x	99.4%
Supermarkets	\$19.7M	↑ 1.4%	↑ 67.7%	\$227.5M	↑ 3.9%	1.00x	99.0%
Groceries and Other Food Retailing	\$10.2M	↑ 22.4%	↑ 175.2%	\$98.2M	↑ 10.6%	1.00x	97.8%
Discretionary Retail	\$28.8M	↑ 3.6%	↑ 89.7%	\$343.1M	↑ 7.0%	1.00x	99.4%
Other Discretionary Retail	\$18.0M	↓ -0.1%	↑ 73.2%	\$218.2M	↑ 5.7%	0.99x	98.8%
Department Stores, Clothing & Accessories	\$7.9M	↑ 7.2%	↑ 95.9%	\$94.8M	↑ 6.9%	0.98x	96.5%
Buy Now Pay Later	\$2.5M	↑ 23.2%	↑ 426.4%	\$25.2M	↑ 20.6%	0.69x	17.7%
Print Media and Books	\$328K	↑ 11.9%	↑ 54.1%	\$3.8M	↑ 6.3%	1.03x	41.3%
Children and Baby Stores	\$77K	↓ -1.1%	↑ 6.1%	\$1.1M	↑ 6.6%	0.53x	8.7%
Household	\$27.0M	↑ 13.5%	↑ 69.5%	\$301.4M	↑ 9.0%	1.00x	99.0%
Insurance	\$10.0M	↑ 16.0%	↑ 106.5%	\$103.1M	↑ 12.2%	0.97x	64.8%
Telecommunication Services	\$3.9M	↑ 11.6%	↑ 33.7%	\$42.7M	↑ 6.4%	0.96x	77.6%
Electricity, Gas and Water Supply	\$3.0M	↓ -5.4%	↓ -1.1%	\$44.2M	↓ -1.1%	1.03x	52.4%
Motor Vehicle Services	\$2.5M	↑ 28.2%	↑ 147.5%	\$27.0M	↑ 17.0%	1.27x	74.6%
Personal Services	\$2.3M	↑ 18.6%	↑ 99.2%	\$26.0M	↑ 10.9%	0.98x	79.2%
Pet Care	\$1.6M	↑ 6.5%	↑ 88.7%	\$19.4M	↑ 9.3%	1.17x	45.6%
Fitness	\$1.3M	↑ 62.4%	↑ 637.3%	\$7.9M	↑ 36.8%	0.71x	43.3%
Public Services	\$898K	↓ -22.7%	↓ -5.3%	\$14.5M	↓ -2.1%	1.10x	64.2%
School Education	\$809K	↑ 31.7%	↑ 16.7%	\$8.2M	↑ 16.7%	0.58x	19.6%
Charities	\$271K	↑ 36.4%	↑ 94.8%	\$2.8M	↓ -4.3%	0.94x	29.5%
Childcare Services	\$191K	↑ 16.0%	↑ 164.6%	\$3.7M	↑ 4.4%	0.97x	6.6%
Computer Services	\$163K	↑ 43.8%	↑ 190.1%	\$1.9M	↑ 35.5%	0.77x	12.1%
Tourism and Entertainment	\$17.3M	↑ 13.3%	↑ 143.8%	\$181.6M	↑ 11.6%	1.00x	99.0%
Restaurants	\$4.3M	↑ 35.4%	↑ 174.1%	\$39.0M	↑ 12.5%	0.98x	92.5%
Takeaway and Fast Food Outlets	\$2.9M	↑ 5.9%	↑ 170.9%	\$32.1M	↑ 6.8%	0.98x	93.8%
Pubs, Taverns and Bars	\$2.7M	↑ 4.5%	↑ 122.7%	\$29.6M	↑ 10.6%	1.06x	85.7%
Attractions, Events and Recreation	\$2.1M	↑ 6.2%	↑ 107.2%	\$22.2M	↑ 5.4%	0.92x	73.9%
Cafes	\$2.0M	↑ 7.2%	↑ 56.1%	\$22.4M	↑ 8.7%	1.00x	88.9%
Online Entertainment	\$1.8M	↑ 20.1%	↑ 259.7%	\$20.0M	↑ 30.2%	0.97x	67.5%
Breweries and Wineries	\$758K	↓ -0.3%	↑ 139.7%	\$8.2M	↑ 3.1%	3.03x	55.4%
Food Delivery Services	\$747K	↑ 10.8%	↑ 479.2%	\$8.1M	↑ 29.7%	0.64x	27.3%
Private Transport	\$10.0M	↑ 15.6%	↑ 60.8%	\$108.5M	↓ -2.9%	0.99x	96.4%
Accommodation	\$3.9M	↑ 13.0%	↑ 124.3%	\$38.1M	↑ 6.6%	1.05x	64.1%

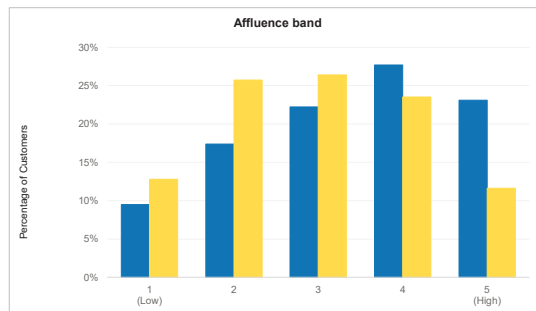
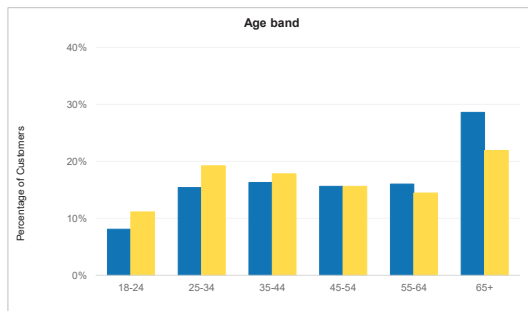
Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category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

Demographic profiles

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

■ City of Busselton

■ 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 City of Busselton residents during the recent static period (February 2024 - January 2025)?

Top 5 Clothing & Accessories	Top 5 Food Retailing	Top 5 Eating and Drinking Out																																																						
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City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

Filter

Region Type

Resident location

January 2025

Resident location

Sub-region

Busselton

Overview

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

Total spend

\$37.6M

↑ 15.4% .vs last year
↑ 100.5% .vs 2019

Top category

Supermarkets

\$5.2M of spend for Busselton residents is within this category during January 2025

Top lifestage

Retiree

25.6% of spend for Busselton residents are within this lifestage during January 2025

Proportion of spend into the LGA

38.2%

of spend for Busselton residents during January 2025

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

Category performance

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

Category	Monthly			Annual		Last 12 month affinity	Last 12 month penetration
	Spend	vs last year	vs 2019	Spend	vs previous 12 months		
Total	\$37.6M	↑ 15.4%	↑ 100.5%	\$389.0M	↑ 7.1%		
Discretionary Retail	\$7.7M	↑ 7.4%	↑ 96.7%	\$86.8M	↑ 5.2%	1.00x	99.5%
Other Discretionary Retail	\$4.8M	↑ 3.9%	↑ 80.0%	\$55.2M	↑ 5.0%	0.99x	98.7%
Department Stores, Clothing & Accessories	\$2.0M	↑ 10.3%	↑ 103.3%	\$23.5M	↑ 1.8%	0.97x	95.4%
Buy Now Pay Later	\$720K	↑ 28.9%	↑ 411.7%	\$7.1M	↑ 21.1%	0.73x	18.7%
Print Media and Books	\$61K	↓ -14.0%	↑ 10.9%	\$808K	↓ -6.0%	0.90x	36.0%
Children and Baby Stores	\$20K	↑ 36.4%	↑ 11.3%	\$251K	↑ 4.2%	0.47x	7.8%
Food Retailing	\$7.6M	↑ 8.6%	↑ 94.0%	\$90.0M	↑ 4.0%	1.00x	99.5%
Supermarkets	\$5.2M	↑ 2.0%	↑ 71.1%	\$57.7M	↑ 2.8%	1.00x	99.1%
Groceries and Other Food Retailing	\$2.4M	↑ 26.5%	↑ 174.3%	\$22.2M	↑ 7.1%	1.00x	97.9%
Household	\$7.0M	↑ 22.1%	↑ 76.2%	\$72.9M	↑ 7.2%	0.99x	98.7%
Insurance	\$2.7M	↑ 30.4%	↑ 138.7%	\$24.6M	↑ 8.4%	0.92x	61.3%
Telecommunication Services	\$1.0M	↑ 10.8%	↑ 36.7%	\$10.8M	↑ 6.6%	0.95x	76.9%
Electricity, Gas and Water Supply	\$762K	↓ -2.8%	↑ 1.5%	\$10.6M	↓ -3.7%	0.92x	46.7%
Motor Vehicle Services	\$743K	↑ 46.8%	↑ 152.2%	\$6.8M	↑ 19.0%	1.23x	71.8%
Personal Services	\$598K	↑ 26.6%	↑ 109.9%	\$6.2M	↑ 10.2%	0.95x	76.8%
Pet Care	\$374K	↑ 11.1%	↑ 92.2%	\$4.8M	↑ 9.7%	0.99x	38.5%
Fitness	\$363K	↑ 64.6%	↑ 654.9%	\$2.0M	↑ 34.1%	0.66x	40.6%
Public Services	\$253K	↓ -8.7%	↓ -3.2%	\$3.7M	↓ -1.0%	0.99x	57.9%
School Education	\$143K	↑ 31.5%	↓ -37.2%	\$1.9M	↑ 6.2%	0.53x	17.7%
Childcare Services	\$58K	↑ 148.2%	↑ 177.5%	\$733K	↑ 26.3%	0.57x	3.8%
Charities	\$39K	↓ -19.6%	↑ 13.7%	\$56K	↓ -18.5%	0.83x	26.2%
Computer Services	\$11K	↓ -42.2%	↓ -5.9%	\$345K	↑ 19.7%	0.70x	11.0%
Tourism and Entertainment	\$4.7M	↑ 18.6%	↑ 148.9%	\$46.6M	↑ 10.9%	1.00x	99.4%
Restaurants	\$1.0M	↑ 26.9%	↑ 159.5%	\$9.0M	↑ 5.9%	0.97x	91.3%
Takeaway and Fast Food Outlets	\$840K	↑ 14.4%	↑ 162.7%	\$8.7M	↑ 6.2%	0.98x	93.8%
Pubs, Taverns and Bars	\$787K	↑ 9.0%	↑ 124.5%	\$8.2M	↑ 13.0%	1.04x	84.5%
Attractions, Events and Recreation	\$567K	↑ 28.4%	↑ 136.9%	\$5.6M	↑ 9.2%	0.89x	71.0%
Cafes	\$544K	↑ 20.7%	↑ 59.4%	\$5.5M	↑ 7.7%	0.98x	87.0%
Online Entertainment	\$470K	↑ 18.2%	↑ 243.1%	\$5.1M	↑ 27.9%	0.95x	66.7%
Food Delivery Services	\$233K	↑ 18.6%	↑ 673.7%	\$2.5M	↑ 30.7%	0.69x	29.2%
Breweries and Wineries	\$199K	↑ 8.3%	↑ 225.3%	\$1.9M	↑ 1.9%	2.78x	50.8%
Private Transport	\$2.8M	↑ 22.5%	↑ 86.2%	\$27.0M	↑ 1.8%	0.99x	96.3%
Accommodation	\$976K	↑ 26.6%	↑ 104.0%	\$9.5M	↑ 8.8%	0.98x	59.6%

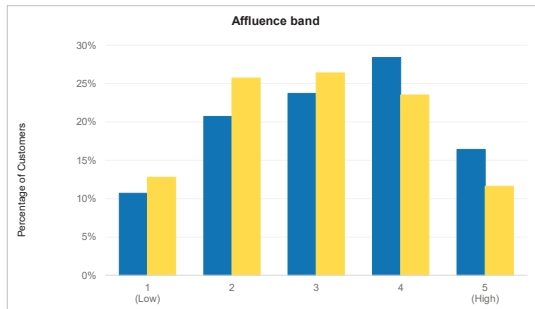
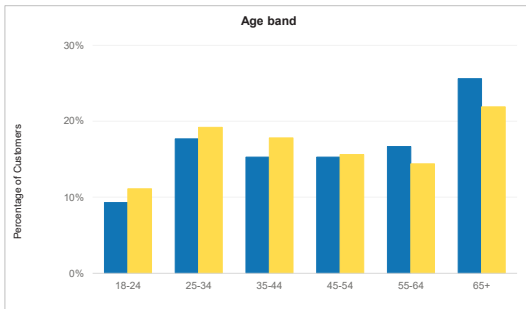
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Demographic profiles

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

■ Busselton

■ 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 Busselton residents during the recent static period (February 2024 - January 2025)?

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City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

Filter

Region Type

Resident location

January 2025

Resident location

Sub-region

Dunsborough

Overview

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

Total spend

\$45.3M

↑ 9.7% .vs last year
↑ 98.7% .vs 2019

Top category

Other Discretionary Retail

\$5.8M of spend for Dunsborough residents is within this category during January 2025

Top lifestage

Retiree

25.8% of spend for Dunsborough residents are within this lifestage during January 2025

Proportion of spend into the LGA

35.1%

of spend for Dunsborough residents during January 2025

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

Category performance

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

Category	Monthly			Annual		Last 12 month affinity	Last 12 month penetration
	Spend	vs last year	vs 2019	Spend	vs previous 12 months		
Total	\$45.3M	↑ 9.7%	↑ 98.7%	\$491.9M	↑ 9.2%		
Food Retailing	\$9.3M	↑ 13.1%	↑ 121.0%	\$97.6M	↑ 14.5%	1.00x	99.5%
Supermarkets	\$5.7M	↑ 4.5%	↑ 87.0%	\$63.4M	↑ 8.0%	1.00x	99.2%
Groceries and Other Food Retailing	\$3.6M	↑ 30.0%	↑ 209.6%	\$34.2M	↑ 29.0%	1.00x	98.4%
Discretionary Retail	\$8.9M	↑ 7.2%	↑ 101.8%	\$105.9M	↑ 11.8%	1.00x	99.3%
Other Discretionary Retail	\$5.8M	↑ 4.4%	↑ 90.6%	\$69.1M	↑ 10.7%	0.99x	98.7%
Department Stores, Clothing & Accessories	\$2.4M	↑ 7.7%	↑ 103.5%	\$28.8M	↑ 9.6%	0.98x	95.9%
Buy Now Pay Later	\$615K	↑ 41.6%	↑ 432.3%	\$6.4M	↑ 40.6%	0.60x	15.5%
Print Media and Books	\$123K	↑ 21.7%	↑ 55.7%	\$1.2M	↑ 9.7%	1.11x	44.6%
Children and Baby Stores	\$20K	↓ -49.8%	↓ -16.3%	\$368K	↓ -6.6%	0.59x	9.8%
Household	\$8.2M	↑ 13.6%	↑ 81.7%	\$94.4M	↑ 10.8%	1.00x	99.0%
Insurance	\$3.1M	↑ 10.9%	↑ 114.4%	\$33.0M	↑ 11.1%	0.97x	65.3%
Telecommunication Services	\$1.1M	↑ 12.8%	↑ 37.6%	\$11.9M	↑ 9.4%	0.95x	76.4%
Electricity, Gas and Water Supply	\$928K	↓ -0.8%	↑ 29.3%	\$13.6M	↑ 0.8%	1.02x	51.9%
Personal Services	\$779K	↑ 20.6%	↑ 113.6%	\$9.1M	↑ 12.1%	0.99x	79.7%
Motor Vehicle Services	\$771K	↑ 44.2%	↑ 206.8%	\$8.8M	↑ 14.8%	1.20x	70.2%
Pet Care	\$484K	↑ 5.2%	↑ 72.8%	\$5.7M	↑ 12.0%	1.14x	44.6%
Fitness	\$295K	↑ 28.2%	↑ 721.0%	\$2.5M	↑ 31.0%	0.74x	45.2%
School Education	\$242K	↑ 25.2%	↓ -33.7%	\$3.0M	↑ 36.3%	0.62x	20.7%
Public Services	\$225K	↓ -10.3%	↑ 37.7%	\$3.6M	↑ 10.8%	1.10x	64.2%
Computer Services	\$122K	↑ 174.4%	↑ 637.1%	\$970K	↑ 73.6%	0.90x	14.1%
Charities	\$80K	↑ 39.5%	↑ 92.2%	\$1.0M	↓ -1.9%	0.97x	30.7%
Childcare Services	\$52K	↓ -28.7%	↑ 138.7%	\$1.2M	↓ -8.2%	1.60x	10.9%
Tourism and Entertainment	\$5.8M	↑ 17.9%	↑ 145.2%	\$57.5M	↑ 11.5%	1.00x	98.8%
Restaurants	\$1.9M	↑ 56.8%	↑ 201.1%	\$16.3M	↑ 19.0%	1.01x	95.5%
Pubs, Taverns and Bars	\$827K	↑ 5.4%	↑ 92.2%	\$8.6M	↑ 4.0%	1.08x	87.3%
Cafes	\$734K	↑ 8.1%	↑ 91.4%	\$7.8M	↑ 8.7%	1.04x	92.0%
Attractions, Events and Recreation	\$689K	↓ -2.6%	↑ 92.4%	\$7.1M	↑ 8.3%	0.95x	75.9%
Takeaway and Fast Food Outlets	\$682K	↓ -1.2%	↑ 238.0%	\$7.5M	↑ 3.1%	0.98x	94.1%
Online Entertainment	\$492K	↑ 16.0%	↑ 261.8%	\$5.5M	↑ 26.1%	1.00x	69.8%
Breweries and Wineries	\$330K	↑ 10.1%	↑ 79.9%	\$3.3M	↑ 6.1%	3.39x	62.1%
Food Delivery Services	\$138K	↑ 9.1%	↑ 230.8%	\$1.3M	↑ 23.3%	0.55x	23.3%
Private Transport	\$3.0M	↑ 15.1%	↑ 50.2%	\$32.5M	↓ -9.6%	1.00x	97.4%
Accommodation	\$1.7M	↑ 17.5%	↑ 180.1%	\$14.4M	↑ 9.0%	1.14x	69.4%

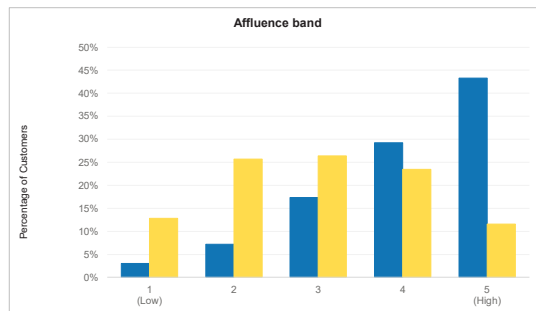
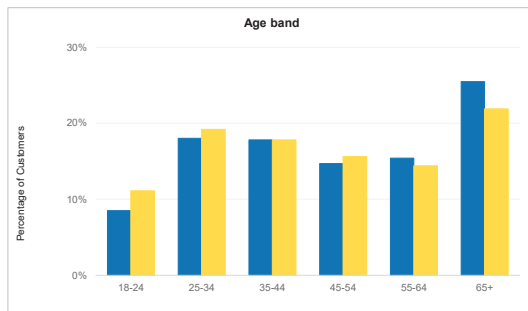
Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category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

Demographic profiles

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

Top 5 Clothing & Accessories	Top 5 Food Retailing	Top 5 Eating and Drinking Out																																																						
<table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Ghanda Clothing</td><td>3.29x</td><td>18.8%</td></tr><tr><td>Gazman</td><td>3.10x</td><td>7.2%</td></tr><tr><td>Vans</td><td>1.77x</td><td>2.0%</td></tr><tr><td>Just Jeans</td><td>1.60x</td><td>10.2%</td></tr><tr><td>Angus And Cootie</td><td>1.48x</td><td>3.3%</td></tr></table>	Brand	Affinity	Penetration	Ghanda Clothing	3.29x	18.8%	Gazman	3.10x	7.2%	Vans	1.77x	2.0%	Just Jeans	1.60x	10.2%	Angus And Cootie	1.48x	3.3%	<table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Bunbury Farmers Market</td><td>>30x</td><td>50.7%</td></tr><tr><td>Liquor Stax</td><td>25.31x</td><td>45.5%</td></tr><tr><td>Liquor Barons</td><td>8.84x</td><td>14.2%</td></tr><tr><td>The Good Grocer</td><td>6.15x</td><td>10.0%</td></tr><tr><td>7 Eleven</td><td>2.12x</td><td>65.5%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	50.7%	Liquor Stax	25.31x	45.5%	Liquor Barons	8.84x	14.2%	The Good Grocer	6.15x	10.0%	7 Eleven	2.12x	65.5%	<table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Chicken Treat</td><td>8.55x</td><td>19.8%</td></tr><tr><td>Dome Cafe</td><td>8.53x</td><td>34.5%</td></tr><tr><td>Miss Maud</td><td>3.17x</td><td>6.5%</td></tr><tr><td>Sushi Sushi</td><td>2.39x</td><td>25.3%</td></tr><tr><td>Varsity Bar</td><td>1.78x</td><td>3.6%</td></tr></table>	Brand	Affinity	Penetration	Chicken Treat	8.55x	19.8%	Dome Cafe	8.53x	34.5%	Miss Maud	3.17x	6.5%	Sushi Sushi	2.39x	25.3%	Varsity Bar	1.78x	3.6%
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City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

Filter

Region Type

Resident location

January 2025

Resident location

Sub-region

West Busselton

Overview

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

Total spend

\$52.3M

↑ 6.3% .vs last year
↑ 77.4% .vs 2019

Top category

Supermarkets

\$7.9M of spend for West Busselton residents is within this category during January 2025

Top lifestyle

Retiree

31.5% of spend for West Busselton residents are within this lifestyle during January 2025

Proportion of spend into the LGA

42.8%

of spend for West Busselton residents during January 2025

All insights are based on CommBank iQ's nationally representative retail customer transaction data for January 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 Lifestyle categories.

Category performance

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

Category	Monthly			Annual		Last 12 month affinity	Last 12 month penetration
	Spend	vs last year	vs 2019	Spend	vs previous 12 months		
Total	\$52.3M	↑ 6.3%	↑ 77.4%	\$603.5M	↑ 6.1%		
Food Retailing	\$11.6M	↑ 3.0%	↑ 77.7%	\$132.7M	↑ 2.1%	1.00x	99.2%
Supermarkets	\$7.9M	↓ -1.1%	↑ 56.6%	\$95.2M	↑ 2.6%	1.00x	99.0%
Groceries and Other Food Retailing	\$3.7M	↑ 12.9%	↑ 148.9%	\$37.5M	↑ 0.8%	0.99x	97.5%
Discretionary Retail	\$10.7M	↓ -1.3%	↑ 76.5%	\$132.4M	↑ 5.3%	1.00x	99.6%
Other Discretionary Retail	\$6.5M	↓ -5.7%	↑ 54.5%	\$81.8M	↑ 2.5%	1.00x	99.0%
Department Stores, Clothing & Accessories	\$3.1M	↑ 3.7%	↑ 89.0%	\$37.9M	↑ 9.8%	0.99x	97.6%
Buy Now Pay Later	\$1.1M	↑ 11.8%	↑ 442.2%	\$10.9M	↑ 11.0%	0.78x	20.0%
Print Media and Books	\$119K	↑ 15.7%	↑ 70.3%	\$1.5M	↑ 9.2%	1.07x	43.0%
Children and Baby Stores	\$33K	↑ 65.4%	↑ 51.3%	\$391K	↑ 25.4%	0.53x	8.9%
Household	\$10.3M	↑ 6.0%	↑ 55.5%	\$119.2M	↑ 8.3%	1.00x	99.4%
Insurance	\$3.6M	↑ 7.9%	↑ 83.0%	\$40.6M	↑ 15.5%	1.01x	67.4%
Telecommunication Services	\$1.6M	↑ 9.7%	↑ 26.7%	\$18.1M	↑ 4.6%	1.00x	80.5%
Electricity, Gas and Water Supply	\$1.2M	↓ -8.8%	↓ -13.4%	\$18.0M	↓ -1.5%	1.13x	57.1%
Motor Vehicle Services	\$833K	↑ 0.6%	↑ 99.3%	\$10.1M	↑ 17.3%	1.36x	79.6%
Personal Services	\$811K	↑ 9.7%	↑ 76.4%	\$9.6M	↑ 8.8%	1.01x	81.3%
Pet Care	\$664K	↑ 3.6%	↑ 95.9%	\$7.5M	↑ 7.3%	1.28x	50.1%
Fitness	\$556K	↑ 88.3%	↑ 552.0%	\$3.1M	↑ 46.4%	0.72x	44.4%
School Education	\$366K	↑ 22.3%	↑ 341.8%	\$2.7M	↓ -2.5%	0.61x	20.4%
Public Services	\$353K	↓ -35.2%	↓ -25.4%	\$6.5M	↓ -7.6%	1.18x	69.0%
Charities	\$145K	↑ 72.4%	↑ 145.3%	\$1.1M	↑ 1.4%	1.00x	31.6%
Childcare Services	\$71K	↑ 19.2%	↑ 171.9%	\$1.6M	↑ 6.5%	0.82x	5.6%
Computer Services	\$28K	↓ -34.1%	↑ 10.1%	\$404K	↓ -13.2%	0.74x	11.6%
Tourism and Entertainment	\$6.0M	↑ 4.9%	↑ 137.9%	\$69.5M	↑ 12.2%	1.00x	98.8%
Takeaway and Fast Food Outlets	\$1.2M	↑ 3.7%	↑ 151.0%	\$14.4M	↑ 9.8%	0.98x	93.8%
Restaurants	\$1.1M	↑ 14.4%	↑ 144.4%	\$12.1M	↑ 9.7%	0.97x	91.3%
Pubs, Taverns and Bars	\$984K	↑ 0.3%	↑ 149.8%	\$11.3M	↑ 13.8%	1.05x	85.6%
Online Entertainment	\$750K	↑ 25.3%	↑ 264.2%	\$8.5M	↑ 34.8%	0.97x	67.8%
Attractions, Events and Recreation	\$741K	↓ -2.1%	↑ 100.6%	\$8.4M	↓ -0.2%	0.94x	75.4%
Cafes	\$639K	↓ -3.2%	↑ 28.2%	\$8.1M	↑ 9.0%	1.00x	88.5%
Food Delivery Services	\$344K	↑ 4.8%	↑ 623.9%	\$4.0M	↑ 31.8%	0.70x	29.7%
Breweries and Wineries	\$200K	↓ -17.5%	↑ 222.4%	\$2.7M	↑ 0.7%	3.01x	55.1%
Private Transport	\$3.7M	↑ 14.4%	↑ 63.9%	\$42.1M	↑ 0.2%	0.99x	95.9%
Accommodation	\$1.1M	↓ -3.6%	↑ 79.7%	\$12.7M	↑ 3.4%	1.05x	64.0%

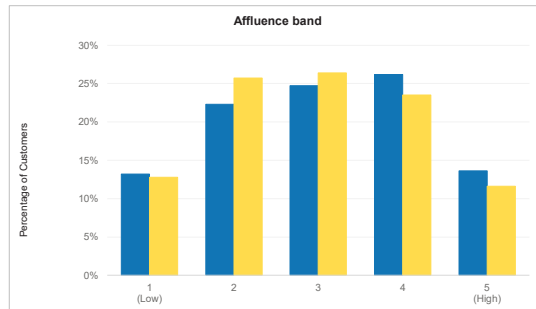
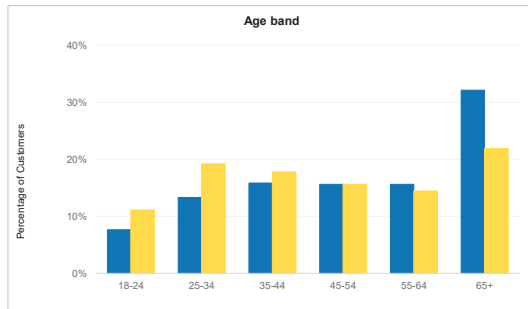
Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category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

Demographic profiles

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

■ West Busselton

■ 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 West Busselton residents during the recent static period (February 2024 - January 2025)?

Top 5 Clothing & Accessories			Top 5 Food Retailing			Top 5 Eating and Drinking Out		
Brand	Affinity	Penetration	Brand	Affinity	Penetration	Brand	Affinity	Penetration
Rockmans	3.61x	10.5%	Bunbury Farmers Market	>30x	55.3%	Chicken Treat	12.01x	27.8%
Angus And Coote	3.13x	7.0%	Liquor Stax	22.45x	40.3%	Dome Cafe	10.75x	43.4%
Just Jeans	2.31x	14.7%	Liquor Barons	5.27x	8.5%	Sushi Sushi	3.30x	34.9%
Ghanda Clothing	2.27x	12.9%	The Good Grocer	3.09x	5.0%	Red Rooster	2.38x	45.4%
Spendless Shoes	1.93x	14.7%	The Jerky Co	2.64x	2.8%	Miss Maud	2.38x	4.9%
Top 5 General Retail			Top 5 Homewares and Appliances			Top 5 Personal Services		
Brand	Affinity	Penetration	Brand	Affinity	Penetration	Brand	Affinity	Penetration
Red Dot	12.99x	55.5%	House	3.40x	27.0%	Price Attack	4.35x	10.3%
Perth Duty Free	6.86x	7.2%	Harvey Norman	2.27x	5.7%	Priceline	3.80x	31.3%
The Reject Shop	1.20x	46.9%	The Good Guys	2.25x	31.0%	Essential Beauty	0.96x	1.1%
Kmart	1.10x	87.5%	Beacon Lighting	1.92x	5.0%	The Body Shop	0.85x	4.2%
Temu	1.02x	23.9%	Spotlight	1.84x	53.9%	Adore Beauty	0.57x	1.2%

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

Council iQ

Home

Definitions

FAQ's

User Guide

Disclaimer

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City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

January 2025

Region Type

LGA

Spend location

City of Busselton

Filter

All Visitors

Overview

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

Top category

Accommodation - Online

\$9.7M of City of Busselton visitor spend during January 2025

Top age band

25-34

20.5% of City of Busselton visitors are within this age band

Top lifestage

Young Families

21.3% of City of Busselton visitors are within this lifestage

Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the period (February 2024 - January 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 (February 2024 - January 2025)?

Category	Monthly			Annual		Last 12 month affinity	Last 12 month penetration
	Spend	vs last year	vs 2019	Spend	vs previous 12 months		
Total	\$62.9M	↑ 4.7%	↑ 91.4%	\$487.8M	↑ 3.0%		
Tourism and Entertainment	\$16.8M	↓ -0.6%	↑ 61.4%	\$125.9M	↑ 1.6%	0.99x	79.2%
Restaurants	\$5.3M	↑ 19.2%	↑ 123.1%	\$34.3M	↑ 5.5%	0.93x	32.1%
Pubs, Taverns and Bars	\$3.0M	↓ -13.4%	↑ 71.7%	\$22.4M	↑ 5.4%	0.93x	28.4%
Cafes	\$2.8M	↑ 16.3%	↑ 7.4%	\$20.4M	↑ 15.9%	0.94x	32.5%
Breweries and Wineries	\$2.4M	↓ -23.2%	↑ 84.1%	\$24.4M	↓ -14.0%	0.95x	23.6%
Takeaway and Fast Food Outlets	\$1.8M	↓ -1.9%	↑ 104.4%	\$12.8M	↓ -2.6%	0.92x	30.1%
Attractions, Events and Recreation	\$1.4M	↓ -8.1%	↓ -3.5%	\$11.5M	↑ 5.1%	0.94x	22.2%
Food Retailing	\$15.2M	↑ 19.5%	↑ 99.5%	\$101.4M	↑ 8.0%	0.98x	62.7%
Groceries and Other Food Retailing	\$7.8M	↑ 48.2%	↑ 181.7%	\$45.1M	↑ 13.8%	0.96x	47.7%
Supermarkets	\$7.3M	↓ -0.9%	↑ 52.2%	\$56.3M	↑ 3.8%	0.95x	42.7%
Accommodation - Online	\$9.7M	↑ 2.7%	↑ 537.4%	\$74.0M	↑ 6.0%		
Discretionary Retail	\$9.5M	↓ -5.6%	↑ 77.5%	\$87.5M	↑ 3.9%	0.93x	35.8%
Other Discretionary Retail	\$6.0M	↓ -1.2%	↑ 69.0%	\$57.1M	↑ 5.1%	0.90x	26.3%
Department Stores, Clothing & Accessories	\$3.5M	↓ -12.1%	↑ 94.2%	\$30.4M	↑ 1.8%	0.87x	21.2%
Accommodation - Instore	\$4.5M	↓ -12.2%	↑ 22.9%	\$33.9M	↓ -15.3%	0.94x	11.4%
Private Transport	\$4.2M	↑ 31.1%	↑ 75.4%	\$29.9M	↑ 7.9%	0.92x	29.6%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (February 2024 - January 2025). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location.

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

Demographic profile

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

All Visitors

Australian Average Population

Age band

Lifestage

Affluence score

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 (February 2024 - January 2025)?

How to read: 1.2% of Visitors to City of Busselton have transacted with Tasman Holiday Parks in City of Busselton. This is 1.01x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Tasman Holiday Parks	Travel	1.01x	1.2%
Ngilgi Cave	Attractions	1.01x	2.8%
Cape Naturaliste Lighthouse	Attractions	1.01x	2.7%
Busselton Jetty	Attractions	1.00x	11.9%
The Margaret River Chocolate Company	Food Retailing	1.00x	11.2%
Abbey Beach Resort	Travel	0.98x	1.6%
Pullman	Travel	0.98x	1.7%
Wise Wine	Eating And Drinking Out	0.97x	1.1%
Cheeky Monkey Brewing Co	Eating And Drinking Out	0.96x	2.7%
Mealup Farmhouse	Eating And Drinking Out	0.95x	1.8%
Dunsborough Bakery	Food Retailing	0.95x	6.3%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	0.95x	5.0%
Vasse Virgin	Personal Services	0.94x	1.0%
Yallingup Maze	Attractions	0.94x	1.4%
Black Brewing Co	Eating And Drinking Out	0.94x	1.4%
Eagle Bay Brewing Co	Eating And Drinking Out	0.94x	4.1%
Wild Hop Brewing Company	Eating And Drinking Out	0.93x	3.8%
Lagoon Seafood Restaurant	Eating And Drinking Out	0.92x	1.9%
Yallingup General Store And Cafe	Eating And Drinking Out	0.92x	4.4%
Yallingup Gugelhupf	Food Retailing	0.92x	1.1%
Beerfarm Metricup	Eating And Drinking Out	0.91x	2.9%
Yallingup Woodfired Bakery	Food Retailing	0.91x	2.3%
Woody Nook Wines	Eating And Drinking Out	0.91x	1.1%
Coles	Food Retailing	0.91x	29.0%
Caves House Hotel	Eating And Drinking Out	0.91x	6.0%
Aravina Estate	Eating And Drinking Out	0.91x	2.4%
Shelter Brewing Co	Eating And Drinking Out	0.91x	8.3%
Merchant And Maker	Eating And Drinking Out	0.90x	5.5%
Cafe Evviva	Eating And Drinking Out	0.90x	1.8%
The Goose	Eating And Drinking Out	0.90x	10.4%

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

January 2025

Region Type

Sub-region

Spend location

Busselton

Overview

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

Top category

Other Discretionary Retail

\$3.4M of Busselton visitor spend during January 2025

Top age band

25-34

20.1% of Busselton visitors are within this age band

Top lifestyle

Young Families

21.5% of Busselton visitors are within this lifestyle

Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the period (February 2024 - January 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 (February 2024 - January 2025)?

Category	Monthly			Annual		Last 12 month affinity	Last 12 month penetration
	Spend	vs last year	vs 2019	Spend	vs previous 12 months		
Total	\$17.2M	↑ 3.1%	↑ 63.2%	\$158.0M	↑ 4.2%		
Tourism and Entertainment	\$5.1M	↑ 7.2%	↑ 102.7%	\$39.9M	↑ 15.0%	0.93x	74.3%
Pubs, Taverns and Bars	\$1.3M	↓ -2.7%	↑ 139.2%	\$10.1M	↑ 33.8%	0.83x	25.2%
Restaurants	\$1.2M	↑ 64.6%	↑ 295.2%	\$6.6M	↑ 18.5%	0.50x	17.4%
Cafes	\$1.1M	↑ 45.2%	↑ 23.3%	\$8.4M	↑ 28.8%	0.70x	24.2%
Takeaway and Fast Food Outlets	\$485K	↓ -12.0%	↑ 59.1%	\$3.9M	↓ -0.3%	0.58x	18.8%
Discretionary Retail	\$4.7M	↑ 2.1%	↑ 61.4%	\$45.7M	↑ 8.9%	0.83x	31.8%
Other Discretionary Retail	\$3.4M	↑ 6.3%	↑ 59.9%	\$34.9M	↑ 8.7%	0.84x	24.4%
Department Stores, Clothing & Accessories	\$1.2M	↓ -8.1%	↑ 65.7%	\$10.8M	↑ 9.8%	0.63x	15.2%
Food Retailing	\$3.7M	↓ -6.8%	↑ 62.6%	\$33.8M	↓ -2.2%	0.63x	40.6%
Supermarkets	\$2.4M	↓ -7.6%	↑ 37.2%	\$21.6M	↓ -0.5%	0.68x	30.7%
Groceries and Other Food Retailing	\$1.3M	↓ -5.3%	↑ 91.8%	\$12.2M	↓ -5.2%	0.45x	22.3%
Private Transport	\$1.5M	↑ 18.0%	↑ 37.0%	\$11.8M	↓ -12.8%	0.64x	20.8%
Accommodation - Instore	\$156K	↓ -25.3%	↓ -6.5%	\$963K	↓ -37.1%		

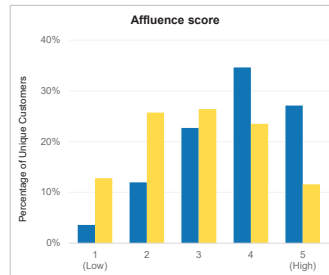
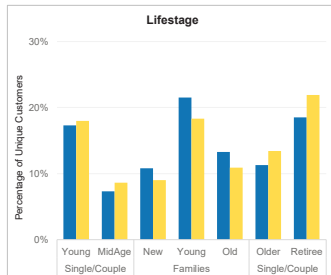
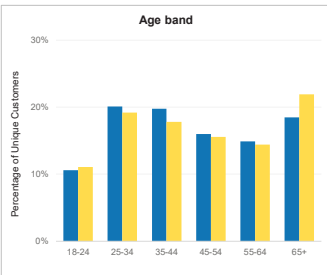
Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (February 2024 - January 2025). Spend and Penetration is based on aggregated spend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

Demographic profile

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

All Visitors

Australian Average Population



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

Brand preference

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

How to read: 18.3% of Visitors to Busselton have transacted with Busselton Jetty in Busselton. This is 1.54x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Busselton Jetty	Attractions	1.54x	18.3%
Shelter Brewing Co	Eating And Drinking Out	1.39x	12.8%
The Goose	Eating And Drinking Out	1.38x	16.0%
Rocky Ridge Brewing Co	Eating And Drinking Out	1.22x	3.6%
Mano Wraps	Eating And Drinking Out	1.20x	3.1%
Esplanade Hotel	Eating And Drinking Out	1.16x	6.0%
Hungry Jacks	Eating And Drinking Out	1.11x	4.5%
Ship Inn	Eating And Drinking Out	1.11x	2.8%
The Vasse Tavern	Eating And Drinking Out	1.09x	2.4%
Caltex	Private Transport	1.09x	12.6%
Baked Busselton	Food Retailing	1.08x	5.0%
Dan Murphys	Food Retailing	1.06x	7.0%
The Fire Station	Eating And Drinking Out	1.05x	2.3%
Benesse Cafe	Eating And Drinking Out	1.01x	3.4%
Timezone	Recreation	1.01x	1.6%
The Tav	Eating And Drinking Out	1.01x	2.3%
Geographe Restauranty	Eating And Drinking Out	0.99x	2.5%
Bunnings Warehouse	Hardware And Garden Retailing	0.98x	9.0%
Bcf	Recreational Goods	0.93x	2.7%
Kwik Koffee	Eating And Drinking Out	0.92x	2.8%
The Salvation Army	Personal Goods Retailing	0.91x	1.1%
Busselton Pavilion	Eating And Drinking Out	0.91x	1.7%
Best And Less	Clothing And Accessories	0.90x	3.1%
Colton On	Clothing And Accessories	0.90x	1.8%
City Of Busselton	Government Administration	0.85x	3.1%
Pharmacy 777	Personal Goods Retailing	0.85x	3.3%
Reading Cinemas	Films And Videos	0.84x	1.8%
Sushi Sushi	Eating And Drinking Out	0.84x	2.3%
Western Growers Fresh	Food Retailing	0.80x	1.9%
Mcdonalds	Eating And Drinking Out	0.80x	9.5%

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 January 2025	Region Type Sub-region	Spend location Dunsborough		

Overview

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

Top category Restaurants \$3.9M of Dunsborough visitor spend during January 2025	Top age band 25-34 20.5% of Dunsborough visitors are within this age band	Top lifestyle Young Families 22.1% of Dunsborough visitors are within this lifestyle
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Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the period (February 2024 - January 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.

Category performance

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

Category	Monthly			Annual		Last 12 month affinity	Last 12 month penetration
	Spend	vs last year	vs 2019	Spend	vs previous 12 months		
Total	\$21.8M	↓ -5.9%	↑ 45.3%	\$158.2M	↓ -3.8%		
Tourism and Entertainment	\$10.0M	↓ -6.8%	↑ 37.6%	\$73.9M	↓ -6.5%		
Restaurants	\$3.9M	↑ 8.6%	↑ 95.3%	\$26.3M	↑ 2.2%	1.04x	35.8%
Breweries and Wineries	\$2.1M	↓ -14.6%	↑ 60.9%	\$18.9M	↓ -13.5%	0.98x	24.5%
Cafes	\$1.6M	↑ 5.3%	↑ 8.2%	\$11.1M	↑ 8.5%	0.84x	29.0%
Pubs, Taverns and Bars	\$1.4M	↓ -26.5%	↑ 14.3%	\$10.2M	↓ -13.6%	0.65x	19.8%
Takeaway and Fast Food Outlets	\$547K	↓ -6.4%	↑ 80.3%	\$3.1M	↓ -18.9%	0.54x	17.5%
Attractions, Events and Recreation	\$390K	↓ -37.6%	↓ -56.9%	\$4.3M	↓ -10.2%	0.54x	12.6%
Food Retailing	\$6.0M	↑ 1.9%	↑ 65.5%	\$39.8M	↑ 6.4%	0.99x	63.3%
Discretionary Retail	\$2.5M	↓ -17.7%	↑ 94.2%	\$18.1M	↓ -0.2%	0.53x	20.3%
Other Discretionary Retail	\$1.3M	↓ -10.3%	↑ 75.6%	\$9.6M	↑ 5.4%	0.54x	15.7%
Department Stores, Clothing & Accessories	\$1.2M	↓ -24.7%	↑ 120.0%	\$8.5M	↓ -5.8%	0.34x	8.2%
Accommodation - Instore	\$1.7M	↓ -18.2%	↑ 2.5%	\$14.9M	↓ -22.0%	0.71x	8.5%
Private Transport	\$785K	↓ -7.1%	↑ 10.3%	\$4.9M	↓ -11.4%	0.37x	11.8%

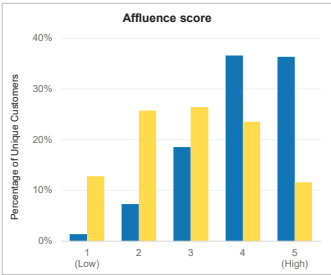
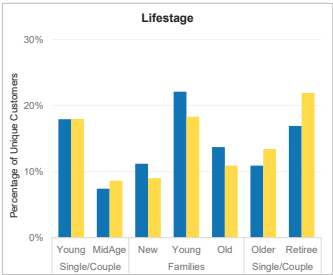
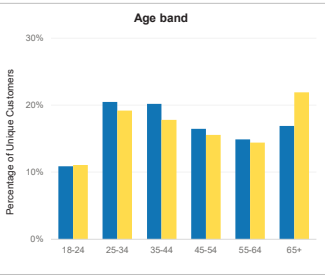
Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (February 2024 - January 2025). Spend and Penetration is based on aggregated spend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

Demographic profile

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

All Visitors

Australian Average Population



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

Brand preference

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

How to read: 1.9% of Visitors to Dunsborough have transacted with Tasman Holiday Parks in Dunsborough. This is 1.60x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Tasman Holiday Parks	Travel	1.60x	1.9%
Cullen Wines	Eating And Drinking Out	1.59x	1.2%
Ngili Cave	Attractions	1.59x	4.4%
Cape Naturaliste Lighthouse	Attractions	1.59x	4.3%
Southern Stars Holiday Park	Travel	1.58x	1.2%
Bettenays Margaret River	Travel	1.58x	1.5%
The Margaret River Chocolate Company	Food Retailing	1.57x	17.7%
Hay Shed Hill Wines	Eating And Drinking Out	1.55x	1.1%
Wise Wine	Eating And Drinking Out	1.53x	1.7%
Pullman	Travel	1.53x	2.7%
Cheeky Monkey Brewing Co	Eating And Drinking Out	1.50x	4.2%
Gabriel Chocolate	Food Retailing	1.50x	1.5%
Meelup Farmhouse	Eating And Drinking Out	1.50x	2.8%
Dunsborough Bakery	Food Retailing	1.50x	9.9%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	1.49x	7.8%
Vasse Virgin	Personal Services	1.49x	1.6%
Yallingup Maze	Attractions	1.49x	2.2%
Lamonts	Eating And Drinking Out	1.49x	1.6%
Black Brewing Co	Eating And Drinking Out	1.48x	2.2%
Eagle Bay Brewing Co	Eating And Drinking Out	1.48x	6.5%
Country Life Farm	Recreation	1.48x	1.1%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.47x	1.4%
Wild Hop Brewing Company	Eating And Drinking Out	1.46x	6.0%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.46x	3.0%
Swings And Roundabouts	Recreation	1.45x	1.2%
Yallingup General Store And Cafe	Eating And Drinking Out	1.45x	6.9%
Yallingup Gugelhubf	Food Retailing	1.44x	1.8%
Beerfarm Metricup	Eating And Drinking Out	1.44x	4.6%
Yallingup Woodfred Bakery	Food Retailing	1.44x	3.6%
Bootleg Brewery	Eating And Drinking Out	1.44x	1.0%

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.

Council iQ

Home

Definitions

FAQ's

User Guide

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City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

January 2025

Region Type

Sub-region

Spend location

West Busselton

Overview

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

Top category

Groceries and Other Food Retailing

\$3.4M of West Busselton visitor spend during January 2025

Top age band

35-44

20.6% of West Busselton visitors are within this age band

Top lifestyle

Young Families

22.9% of West Busselton visitors are within this lifestyle

Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the period (February 2024 - January 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 (February 2024 - January 2025)?

Category	Monthly			Annual		Last 12 month affinity	Last 12 month penetration
	Spend	vs last year	vs 2019	Spend	vs previous 12 months		
Total	\$14.2M	↑ 32.0%	↑ 143.9%	\$97.2M	↑ 11.3%		
Food Retailing	\$5.4M	↑ 94.7%	↑ 254.0%	\$27.7M	↑ 27.4%	0.75x	47.9%
Groceries and Other Food Retailing	\$3.4M	↑ 331.9%	↑ 612.8%	\$10.8M	↑ 95.0%	0.54x	27.0%
Supermarkets	\$2.1M	↑ 2.5%	↑ 94.1%	\$17.0M	↑ 4.4%	0.77x	34.4%
Accommodation - Instore	\$2.7M	↓ -6.8%	↑ 43.9%	\$18.1M	↓ -6.9%	1.08x	13.1%
Discretionary Retail	\$2.4M	↓ -4.8%	↑ 98.8%	\$23.7M	↓ -1.5%	0.92x	35.1%
Private Transport	\$1.9M	↑ 76.2%	↑ 225.7%	\$13.2M	↑ 52.8%	1.00x	32.2%
Tourism and Entertainment	\$1.7M	↑ 20.7%	↑ 169.7%	\$11.8M	↑ 9.6%	0.60x	47.6%
Takeaway and Fast Food Outlets	\$763K	↑ 9.8%	↑ 182.8%	\$5.9M	↑ 6.8%	1.02x	33.1%
Restaurants	\$236K	↑ 54.8%	↑ 187.9%	\$1.4M	↑ 14.7%	0.19x	6.4%
Attractions, Events and Recreation	\$193K	↑ 58.3%	↑ 617.5%	\$884K	↑ 16.5%	0.20x	4.6%
Cafes	\$82K	↓ -23.5%	↓ -62.0%	\$888K	↑ 7.1%	0.22x	7.8%

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 (February 2024 - January 2025). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location.

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

Demographic profile

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

All Visitors

Australian Average Population

Age band

Lifestage

Affluence score

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 (February 2024 - January 2025)?

How to read: 1.5% of Visitors to West Busselton have transacted with Bayview Geographe Resort in West Busselton. This is 2.28x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Bayview Geographe Resort	Travel	2.28x	1.5%
Mandalay Resort	Travel	2.24x	1.5%
Abbey Beach Resort	Travel	2.20x	3.7%
Flametree Wines	Eating And Drinking Out	1.99x	1.3%
Vibe Petroleum	Private Transport	1.78x	14.5%
Broadwater Village Grocer	Food Retailing	1.75x	6.6%
Tonic By The Bay	Eating And Drinking Out	1.70x	6.5%
Kmart	General Retail	1.69x	22.3%
United Petrol	Private Transport	1.66x	5.2%
Obison Coffee Roasters	Eating And Drinking Out	1.57x	2.1%
Subzero Gelato	Food Retailing	1.56x	1.6%
Aldi	Food Retailing	1.52x	11.8%
Gropers Fish And Chips	Eating And Drinking Out	1.52x	2.1%
Bunbury Farmers Market	Food Retailing	1.50x	9.1%
Kfc	Eating And Drinking Out	1.49x	6.0%
Dusty Buns	Eating And Drinking Out	1.47x	2.5%
The Urban Coffee House	Eating And Drinking Out	1.39x	2.3%
The Vietnamese Kitchen	Eating And Drinking Out	1.38x	1.9%
Broadwater Pharmacy	Personal Goods Retailing	1.38x	1.7%
Coffee Head Co	Eating And Drinking Out	1.36x	1.9%
Leeuwin Way Takeaway	Eating And Drinking Out	1.34x	1.5%
Anaconda	Recreational Goods	1.34x	4.5%
Vasse Bakery	Food Retailing	1.31x	3.8%
Amelia Park Lodge	Travel	1.29x	2.1%
Boost Juice	Eating And Drinking Out	1.28x	2.3%
Red Rooster	Eating And Drinking Out	1.25x	3.9%
Tora Sushi	Eating And Drinking Out	1.22x	1.3%
Brewplus	Food Retailing	1.20x	2.1%
Chicken Treat	Eating And Drinking Out	1.19x	1.9%
Homestead Brewery	Eating And Drinking Out	1.16x	1.0%

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