

City of Busselton

Resident

Business

Events

Visitor

Leakage

What are the key terms and descriptions?

Council iQ key terms and descriptions used to define the dashboards are listed below.

Term	Description
Local Government Area (LGA)	Local Government Areas are an ABS Mesh Block approximation of gazetted local government boundaries a local government is responsible for as defined by each state and territory.
Sub-region	Geographical locations within an LGA. Commonly defined by ABS statistical areas (e.g. SA1 or SA2) boundaries.
Monthly Dollar Spend	Nationally representative electronic customer transaction dollar spend for a selected month.
Annual Dollar Spend	Nationally representative electronic customer transaction dollar spend for annual period 12 months prior (including selected month). E.g. Annual spend for July 2023 is from August 2022 - July 2023.
Residents	Nationally representative customer count based on those who have a residential postcode address located within the LGA or Town.
Visitors	Nationally representative customer count based on those who have a residential postal code address located outside of the LGA or Town.
Business	Nationally representative combined customer count of Residents and Visitors.
Day	6am to 6pm.
Night	6pm to 6am.
Customer Segments (Crowds iQ)	Crowds iQ places Australian consumers into 15 distinct segments and are built from CommBank iQ's rich insight into millions of data points in our de-identified customer data.
Source Market	The geographical location where the resident resides.

Term	Description
Affinity	A measure of how much more likely a group of customers (residents or visitors) are to transact with an industry or brand than a wider population (base customers) during the past 12 months.
Penetration	The percentage of visitors within the selected LGA or Town population who have made an electronic transaction within the industry or brand during the past 12 months.
Affluence Score	Affluence is a measure of a customer's preference towards premium or budget retail brands, based on their observed shopping behaviour. It is a derived customer attribute, where customers are given an affluence score between 1 - 5 with 1 indicating a preference towards budget brands and 5 indicating a preference towards premium brands. Note affluence is not the same as income.
Lifestage	Customers are identified as families through a combination of census data and consumer behaviour such as transactions with childcare services, preschools, school supplies, educational brands, and more. Customers with consumer behaviour such as transactions with music festivals or during late hours on weekends, who are also not identified as Families, are then labelled across Singles and Couples/ Retiree life stages based on their ages. Older/ Retiree Single/ Couple (i) Older Single/Couple (ii) Retiree Young/ Mid-Age Single/ Couple (i) Young Single/ Couple (ii)Mid-Age Single/ Couple Families (i) New Families (ii) Young Families (iii) Old Families

Dashboard data definition summary:

Data variable	Resident	Leakage	Business	Events	Visitor
Data source	100% representative of the Australian adult population (domestic residents only)				
Customer location	Resides within LGA (resident)		Resides within (resident) or outside (visitor) of LGA		Resides outside of LGA (visitor)
Transaction location & type <i>(inclusions)</i>	Australia; Instore, Online, Credit/ Debit Card, Direct Debit, BPAY		LGA; Instore only, Credit/ Debit Card (no online transactions)		
Transaction location & type <i>(exclusions)</i>	International; Cash, corporate or business cards and gift cards. Buy Now Pay Later is included as a separate category within the Resident dashboard but excluded elsewhere.				
Number of categories	Up to 30	Up to 15			
Demographics	Lifestage, Age bands, Affluence	Crowds		None	Lifestage, Age bands, Affluence, Crowds
Affinities and penetration	Yes	No			Yes
Trip type	No		Yes	No	Yes

