

# Council iQ Monthly Insight Card

## City of Busselton, October 2025



Resident

**\$142M**

Total spend

+10.6%

vs. last year

**Other Discretionary Retail**

Highest spend category

+7.1%

vs. last year

**Children and Baby Stores**

Highest growth category

+40.1%

vs. last year



Business

**\$103M**

Total spend

+12.0%

vs. last year

**186K**

Total customers

+14.1%

vs. last year

**Groceries and Other Food Retailing**

Highest spend growth category

+61.2%

vs. last year



Visitor

**Groceries and Other Food Retailing**

Top category

+79.1%

vs. last year

**25-34**

Top age band

20.4%

of LGA visitors

**Young Family**

Top lifestage

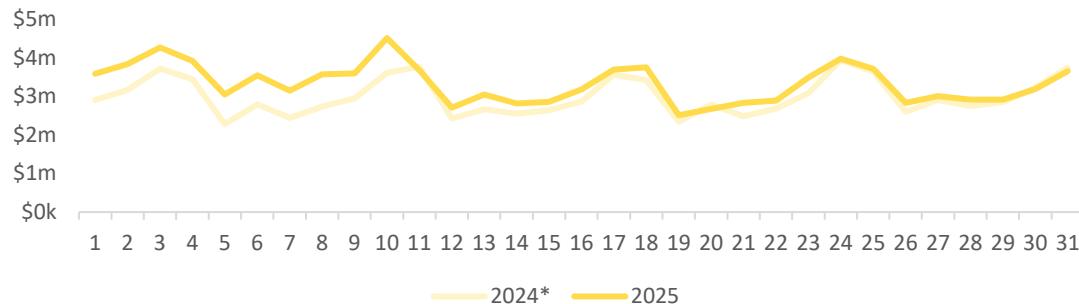
20.8%

of LGA visitors



Events

Spend by day in October 2025



**10 October**

Highest spending day

+25.0%

vs. same day last year

**\$94M**

Total monthly day spend

+11.7%

vs. last year

**\$9M**

Total monthly night spend

+6.0%

vs. last year

\* Same day of week and week of month



Commonwealth Bank



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## Quick reference definitions

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### **Total spend**

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

### **Highest spend category**

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

### **Highest growth category**

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

### **Total customers**

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

### **vs. last year**

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

### **LGA visitors**

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

### **Top category**

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

### **Top age band**

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

### **Top lifestage**

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

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