

# Council iQ Monthly Insight Card

City of Busselton, December 2025



Resident

**\$153M**

+12.8%

Total spend

*vs. last year*

**Other Discretionary Retail**

+11.0%

Highest spend category

*vs. last year*

**School Education**

+59.6%

Highest growth category

*vs. last year*



Business

**\$133M**

+6.2%

Total spend

*vs. last year*

**217K**

+3.2%

Total customers

*vs. last year*

**Pubs, Taverns and Bars**

+12.1%

Highest spend growth category

*vs. last year*



Visitor

**Groceries and Other Food Retailing**

+13.0%

Top category

*vs. last year*

**25-34**

20.7%

Top age band

*of LGA visitors*

**Young Family**

20.5%

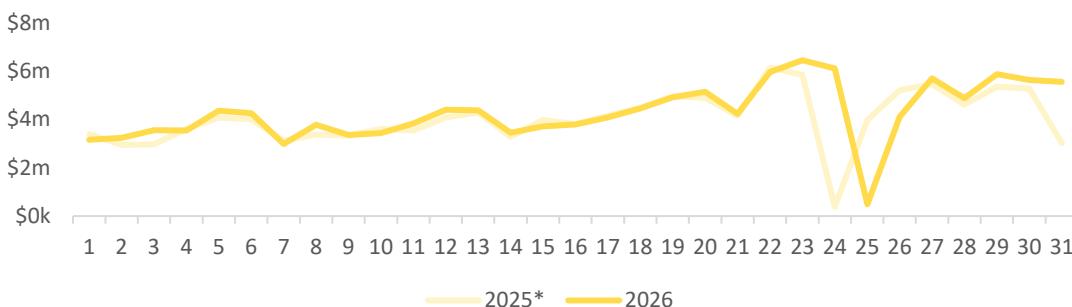
Top lifestage

*of LGA visitors*



Events

Spend by day in December 2025



**23 December**

Highest spending day

+10.2%  
*vs. same day last year*

\* Same day of week and week of month

**23 December**

Highest spending day

+10.2%  
*vs. same day last year*

**\$122M**

+6.1%

Total monthly day spend

*vs. last year*

**\$11M**

+4.1%

Total monthly night spend

*vs. last year*



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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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