

Council iQ Monthly Insight Card

City of Busselton, June 2026



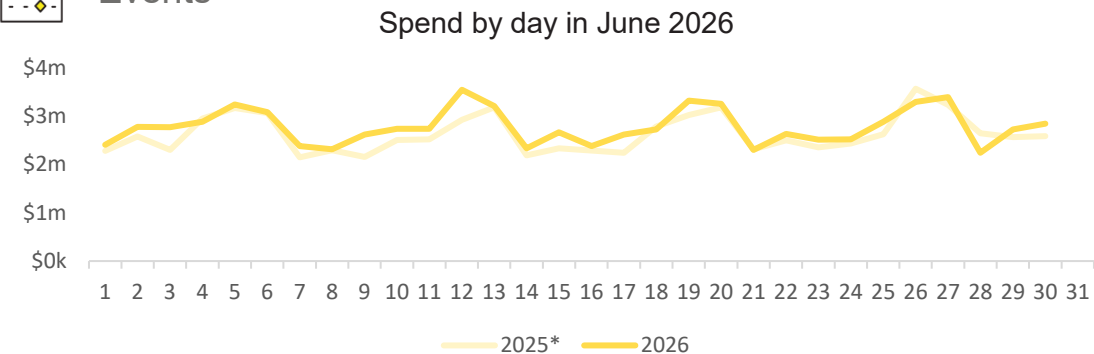
\$140M	+10.2%
Total spend	vs. last year
Other Discretionary Retail	+9.3%
Highest spend category	vs. last year
Charities	+38.6%
Highest growth category	vs. last year



\$83M	+5.1%
Total spend	vs. last year
138K	-4.0%
Total customers	vs. last year
Other Discretionary Retail	+10.0%
Highest spend growth category	vs. last year



Other Discretionary Retail	+9.0%
Top category	vs. last year
25-34	20.9%
Top age band	of LGA visitors
Young Family	20.3%
Top lifestage	of LGA visitors



12 June

Highest spending day

+21.3% vs. same day last year

\$77M

Total monthly day spend

vs. last year

\$6M

Total monthly night spend

vs. last year

* Same day of week and week of month

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Quick reference definitions

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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