

Council iQ Monthly Insight Card

Wyndham City Council, April 2025



Resident

\$627M

+6.1%

Total spend

vs. last year

Supermarkets

+10.4%

Highest spend category

vs. last year

Print Media and Books

+44.7%

Highest growth category

vs. last year



Business

\$252M

+4.5%

Total spend

vs. last year

607K

+8.8%

Total customers

vs. last year

Pubs, Taverns and Bars

+38.0%

Highest spend growth category

vs. last year



Visitor

**Other Discretionary
Retail**

+3.7%

Top category

vs. last year

25-34

26.5%

Top age band

of LGA visitors

Young Family

24.8%

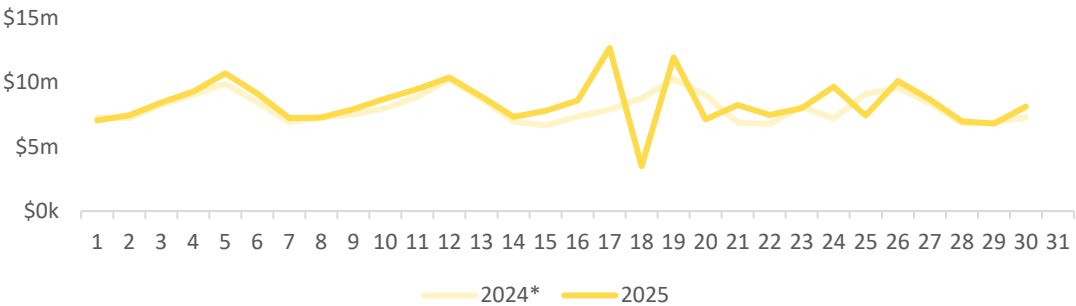
Top lifestage

of LGA visitors



Events

Spend by day in April 2025



17 April

Highest spending day

+60.4%

vs. same day
last year

\$202M

+4.1%

Total monthly day spend

vs. last year

\$50M

+5.6%

Total monthly night spend

vs. last year

* Same day of week and week of month



Commonwealth Bank



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Council iQ Monthly Insight Card

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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