Council iQ Monthly Insight Card

Wyndham City Council, September 2025

Resident

$684M	+7.5%
Total spend	*vs. last year*
Supermarkets	+3.2%
Highest spend category	*vs. last year*
Print Media and Books	+63.1%
Highest growth category	*vs. last year*

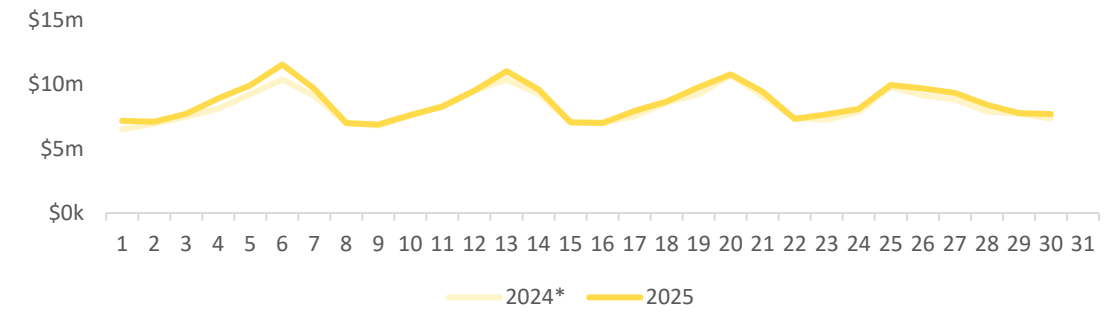
Business

$258M	+2.9%
Total spend	*vs. last year*
613K	+4.6%
Total customers	*vs. last year*
Pubs, Taverns and Bars	+21.3%
Highest spend growth category	*vs. last year*

Visitor

Other Discretionary Retail	+13.1%
Top category	*vs. last year*
25-34	25.6%
Top age band	*of LGA visitors*
Young Family	25.1%
Top lifestage	*of LGA visitors*

Events



06 September

Highest spending day

+11.2% *vs. same day last year*

** Same day of week and week of month*

$206M	+3.7%
Total monthly day spend	*vs. last year*
$52M	+3.8%
Total monthly night spend	*vs. last year*

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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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