

# Council iQ Monthly Insight Card

Wyndham City Council, January 2026



Resident

**\$657M**

+5.4%

Total spend

vs. last year

**Supermarkets**

+4.5%

Highest spend category

vs. last year

**Print Media and Books**

+73.1%

Highest growth category

vs. last year



Business

**\$261M**

+2.1%

Total spend

vs. last year

**624K**

+6.4%

Total customers

vs. last year

**Pubs, Taverns and Bars**

+16.4%

Highest spend growth category

vs. last year



Visitor

**Other Discretionary Retail**

+10.7%

Top category

vs. last year

**25-34**

25.9%

Top age band

of LGA visitors

**Young Family**

25.2%

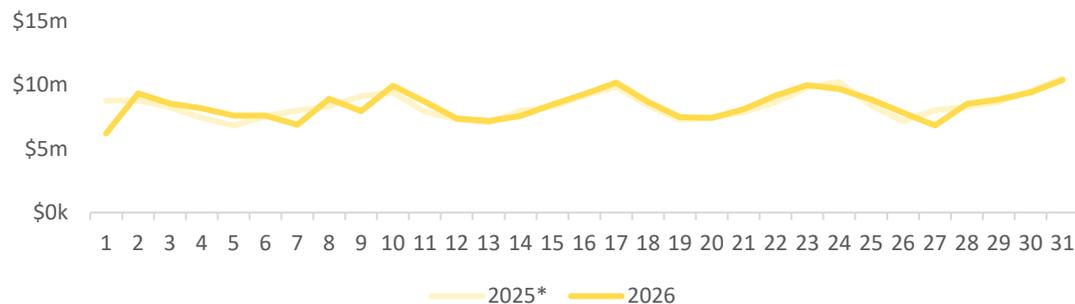
Top lifestage

of LGA visitors



Events

Spend by day in January 2026



**31 January**

Highest spending day

-1.4%

vs. same day last year

**\$203M**

+0.5%

Total monthly day spend

vs. last year

**\$57M**

-0.2%

Total monthly night spend

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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