

# Council iQ Monthly Insight Card

## Tweed Shire Council, April 2025



Resident

**\$245M**

Total spend

+6.6%

vs. last year

**Supermarkets**

+8.4%

Highest spend category

vs. last year

**Children and Baby Stores**

+29.6%

Highest growth category

vs. last year



Business

**\$132M**

Total spend

+7.7%

vs. last year

**331K**

Total customers

+9.8%

vs. last year

**Restaurants**

+28.4%

Highest spend growth category

vs. last year



Visitor

**Supermarkets**

+17.9%

Top category

vs. last year

**65+**

Top age band

20.6%

of LGA visitors

**Retiree**

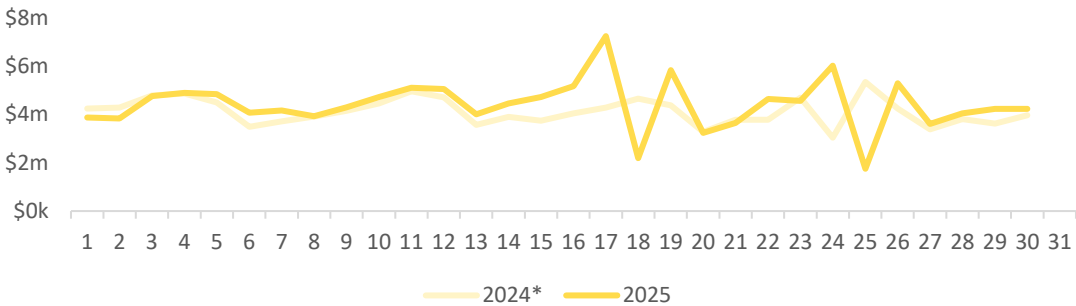
Top lifestage

20.6%

of LGA visitors



Events



**17 April**

Highest spending day

+69.0%

vs. same day last year

**\$120M**

Total monthly day spend

+7.1%

vs. last year

**\$12M**

Total monthly night spend

+8.0%

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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