

# Council iQ Monthly Insight Card

## Tweed Shire Council, January 2026



Resident

**\$253M**

+6.1%

Total spend

vs. last year

**Supermarkets**

+2.1%

Highest spend category

vs. last year

**School Education**

+44.1%

Highest growth category

vs. last year



Business

**\$145M**

+5.6%

Total spend

vs. last year

**385K**

+6.6%

Total customers

vs. last year

**Groceries and Other  
Food Retailing**

+9.7%

Highest spend growth category

vs. last year



Visitor

**Private Transport**

+16.2%

Top category

vs. last year

**65+**

20.1%

Top age band

of LGA visitors

**Young Family**

20.6%

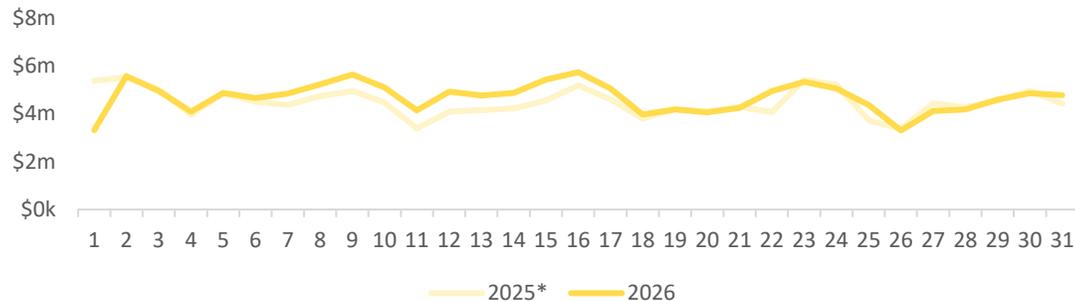
Top lifestage

of LGA visitors



Events

Spend by day in January 2026



**16 January**

Highest spending day

+10.6% vs. same day last year

\* Same day of week and week of month

**\$127M**

+4.0%

Total monthly day spend

vs. last year

**\$18M**

+8.5%

Total monthly night spend

vs. last year



Commonwealth Bank



quantium

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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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