

# Council iQ Monthly Insight Card

Tweed Shire Council, March 2026



Resident

**\$266M**

Total spend

**+13.3%**

vs. last year

**Supermarkets**

Highest spend category

**+2.9%**

vs. last year

**Motor Vehicle Services**

Highest growth category

**+40.4%**

vs. last year



Business

**\$133M**

Total spend

**+8.7%**

vs. last year

**316K**

Total customers

**+10.6%**

vs. last year

**Private Transport**

Highest spend growth category

**+39.9%**

vs. last year



Visitor

**Private Transport**

Top category

**+42.2%**

vs. last year

**65+**

Top age band

**20.2%**

of LGA visitors

**Young Family**

Top lifestage

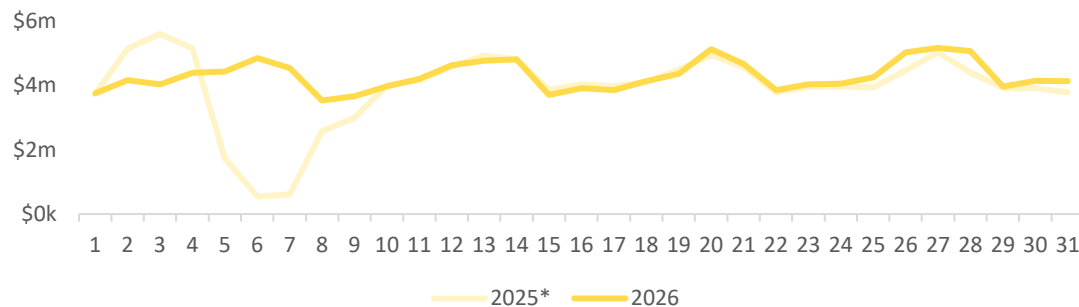
**20.7%**

of LGA visitors



Events

Spend by day in March 2026



**27 March**

Highest spending day

**+2.7%**

vs. same day last year

**\$118M**

Total monthly day spend

**+8.2%**

vs. last year

**\$16M**

Total monthly night spend

**+20.0%**

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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