

Council iQ Monthly Insight Card

Tweed Shire Council, November 2024



Resident

\$260M

Total spend

+4.5%

vs. last year

Supermarkets

Highest spend category

+4.2%

vs. last year

Online Entertainment

Highest growth category

+21.1%

vs. last year



Business

\$136M

Total spend

+3.4%

vs. last year

308K

Total customers

+1.1%

vs. last year

Restaurants

Highest spend growth category

+17.3%

vs. last year



Visitor

Other Discretionary Retail

Top category

-0.6%

vs. last year

65+

Top age band

20.7%

of LGA visitors

Retiree

Top lifestage

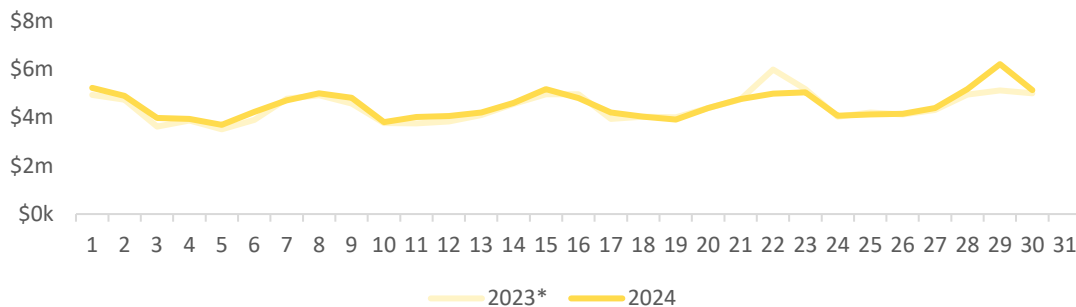
20.7%

of LGA visitors



Events

Spend by day in November 2024



29 November

Highest spending day

+21.2% vs. same day last year

\$120M

Total monthly day spend

+1.9%

vs. last year

\$16M

Total monthly night spend

+4.7%

vs. last year

* Same day of week and week of month



Commonwealth Bank



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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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