

# Council iQ Monthly Insight Card

Tweed Shire Council, November 2025



Resident

**\$267M**

+5.7%

Total spend

vs. last year

Supermarkets

+4.0%

Highest spend category

vs. last year

Children and Baby Stores

+30.5%

Highest growth category

vs. last year



Business

**\$137M**

+2.2%

Total spend

vs. last year

**337K**

+6.3%

Total customers

vs. last year

Private Transport

+13.3%

Highest spend growth category

vs. last year



Visitor

Other Discretionary Retail

-1.0%

Top category

vs. last year

**65+**

20.0%

Top age band

of LGA visitors

Young Family

20.8%

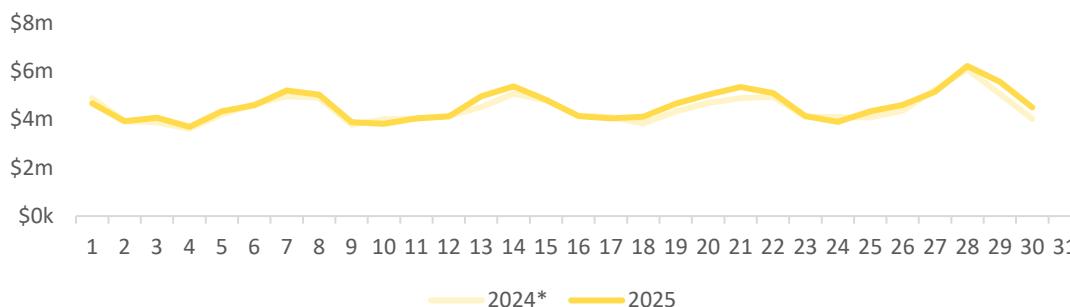
Top lifestage

of LGA visitors



Events

Spend by day in November 2025



**28 November**

Highest spending day

+2.3%  
vs. same day  
last year

\* Same day of week and week of month

**\$122M**

+3.0%

Total monthly day spend

vs. last year

**\$16M**

+3.2%

Total monthly night spend

vs. last year



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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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