

# Council iQ Monthly Insight Card

## Tweed Shire Council, October 2025



**\$262M**

Total spend

+7.1%

vs. last year

**Supermarkets**

+3.8%

Highest spend category

vs. last year

**Food Delivery Services**

+22.0%

Highest growth category

vs. last year



**\$140M**

Total spend

+5.6%

vs. last year

**357K**

Total customers

+8.1%

vs. last year

**Takeaway and Fast Food Outlets**

+11.9%

Highest spend growth category

vs. last year



**Private Transport**

+18.1%

Top category

vs. last year

**65+**

Top age band

20.2%

of LGA visitors

**Young Family**

Top lifestyle

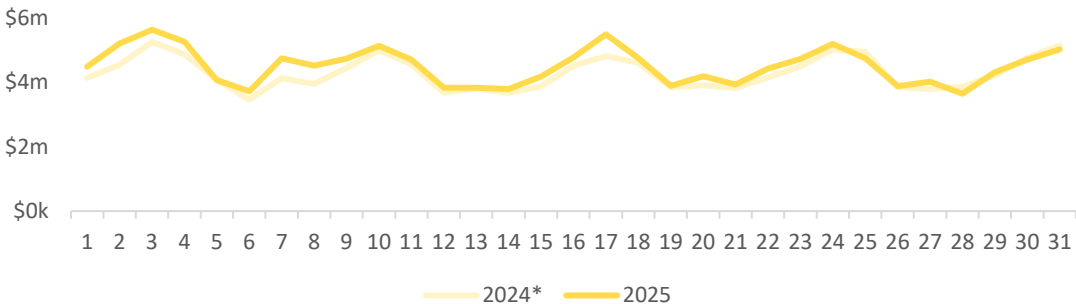
20.8%

of LGA visitors



**Events**

Spend by day in October 2025



**03 October**

Highest spending day

+7.2%

vs. same day last year

**\$123M**

Total monthly day spend

+4.4%

vs. last year

**\$16M**

Total monthly night spend

+7.4%

vs. last year

\* Same day of week and week of month



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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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