

Council iQ Monthly Insight Card

Tweed Shire Council, September 2024



Resident

\$234M

+3.3%

Total spend

vs. last year

Supermarkets

+2.0%

Highest spend category

vs. last year

Online Entertainment

+20.7%

Highest growth category

vs. last year



Business

\$125M

-1.6%

Total spend

vs. last year

311K

-4.6%

Total customers

vs. last year

Restaurants

+2.2%

Highest spend growth category

vs. last year



Visitor

**Other Discretionary
Retail**

+3.0%

Top category

vs. last year

65+

20.9%

Top age band

of LGA visitors

Retiree

20.9%

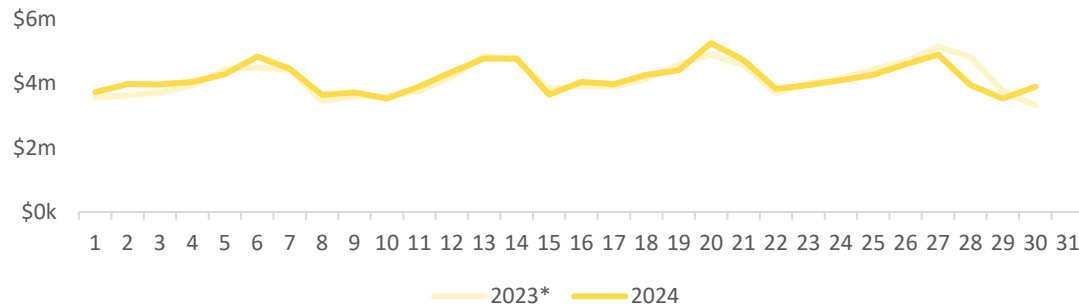
Top lifestage

of LGA visitors



Events

Spend by day in September 2024



20

September

Highest spending day

+7.2%

*vs. same day
last year*

\$114M

+1.4%

Total monthly day spend

vs. last year

\$11M

-4.4%

Total monthly night spend

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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