

# Quarterly Report

Otorohanga District

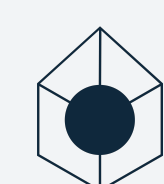
# Summary

Below we've presented a summary of Otorohanga District's key metrics this quarter:

 New Business Registrations this month

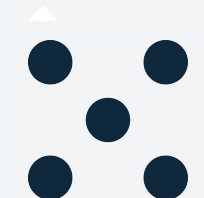
 **15.0**

As of June 2024, Otorohanga District saw 15.0 new business registrations, an increase of 87.5% compared with March 2024.

 Years to save for a house deposit

 **7.0**

As of June 2024, it would take 7.0 years to save for a 20% home deposit in Otorohanga District, since March 2024.

 Gambling spend per capita

 **\$26**

As of March 2024, an average of \$26.0 was spent by individuals over 18 years in Otorohanga District through electronic gaming machines, a decrease of 12.95% compared with December 2023.

 Crime rate

 **29.6**

In June 2024, Otorohanga District had a crime rate of 29.6 incidents per 10,000 people, an increase of 2.27% compared with March 2024.

 Deprivation Index

 **8.0**

As of June 2024, the deprivation within Otorohanga District is 8.0 and this is unchanged since May 2024.

 Job seeker support rate

 **5.7%**

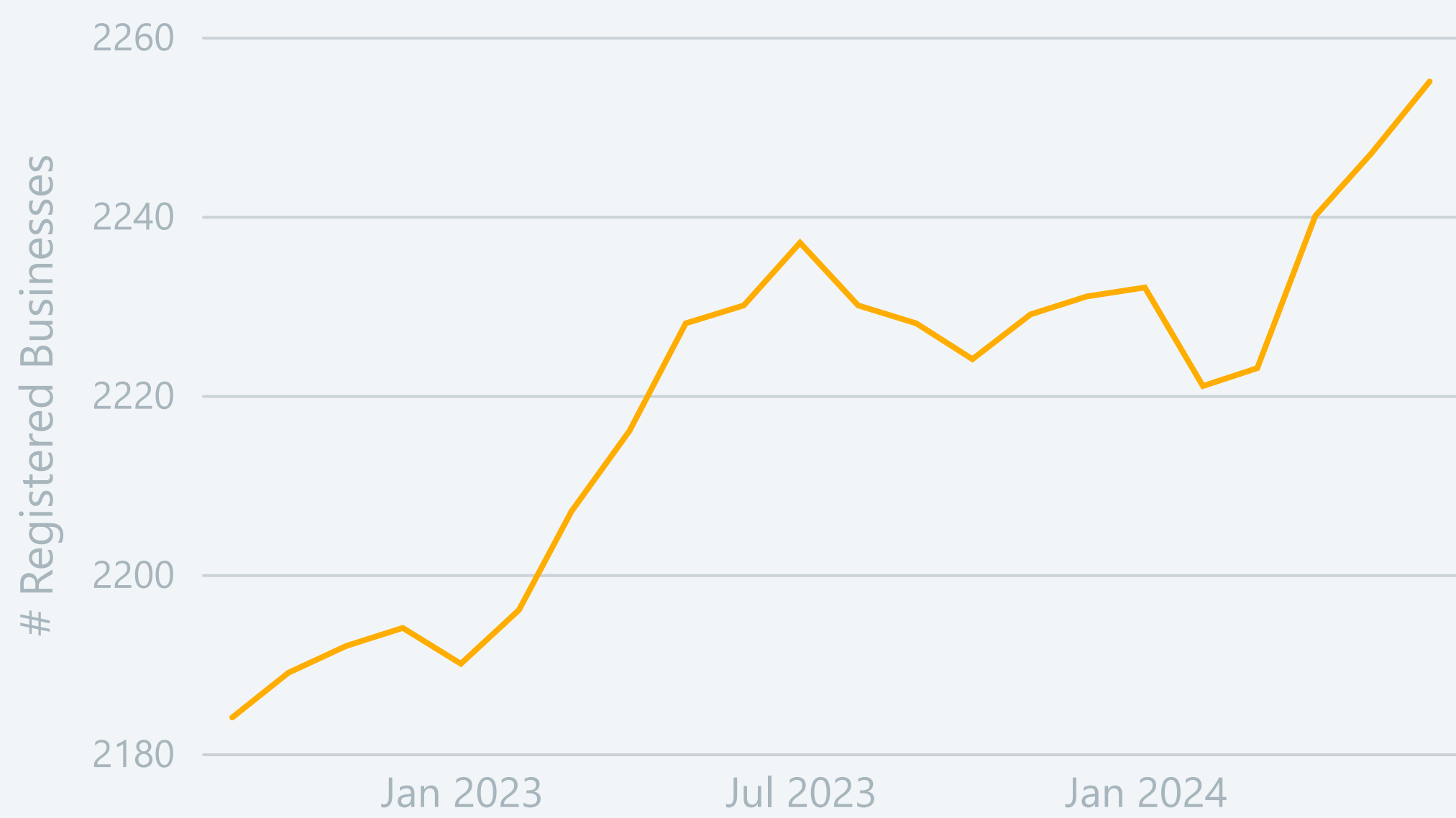
In June 2024, 5.7% of the working population (15-64 years) in Otorohanga District claimed Job Seeker Support, an increase of 16.56% compared with June 2023.

 Trending Up  Trending Down  Improving  Worsening  No Change

### Key Pillar Changes

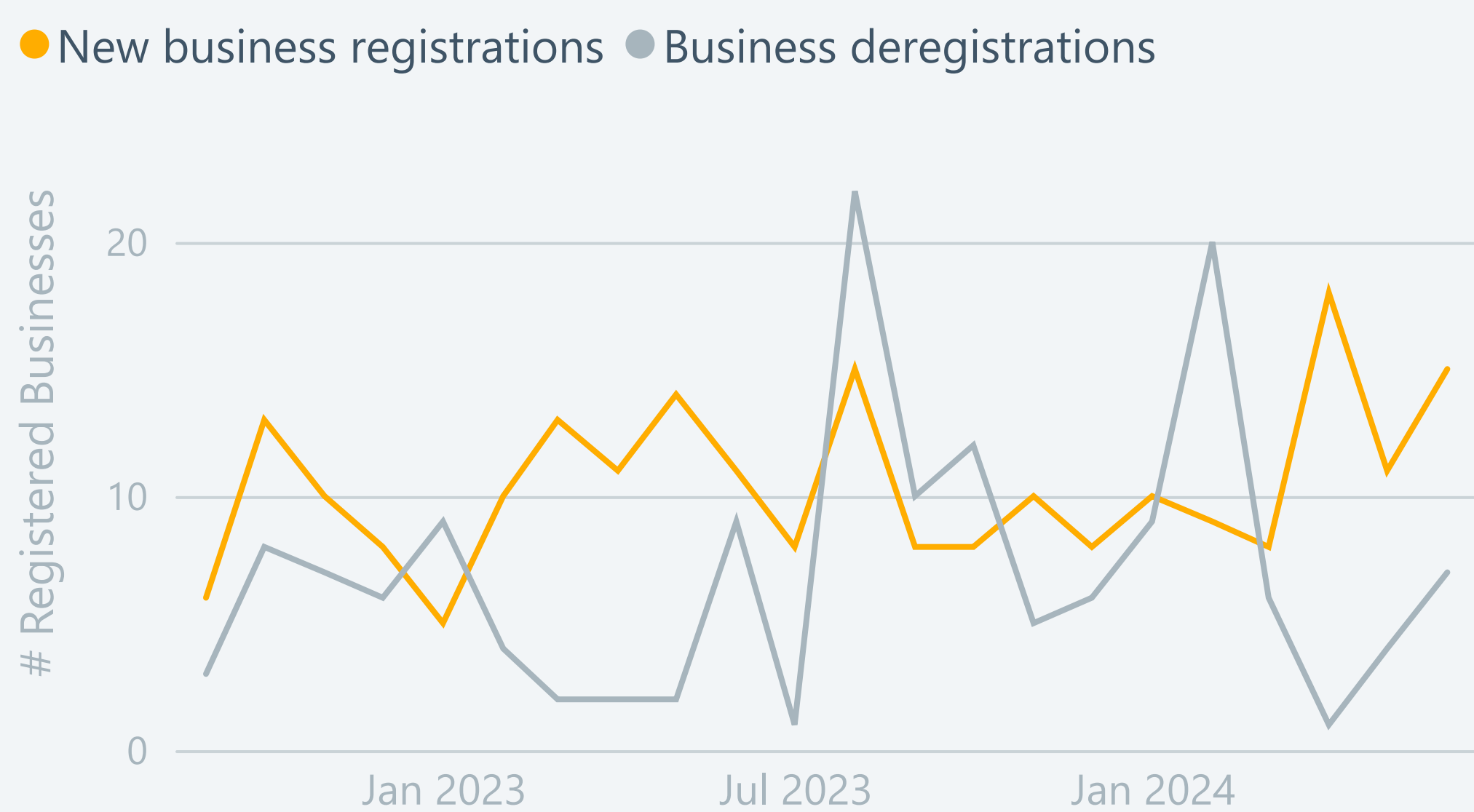
New Business Registrations this month	Jun 2024	<b>15.0</b>	<span style="color: green;">▲</span> 87.5%	% change is from March 2024
Business Deregistrations this month	Jun 2024	<b>7.0</b>	<span style="color: red;">▲</span> 16.67%	% change is from March 2024
Total tourism spend this quarter	May 2024	<b>\$5.1M</b>	<span style="color: red;">▼</span> 15.04%	% change is from February 2024

### Total number of businesses registered to date



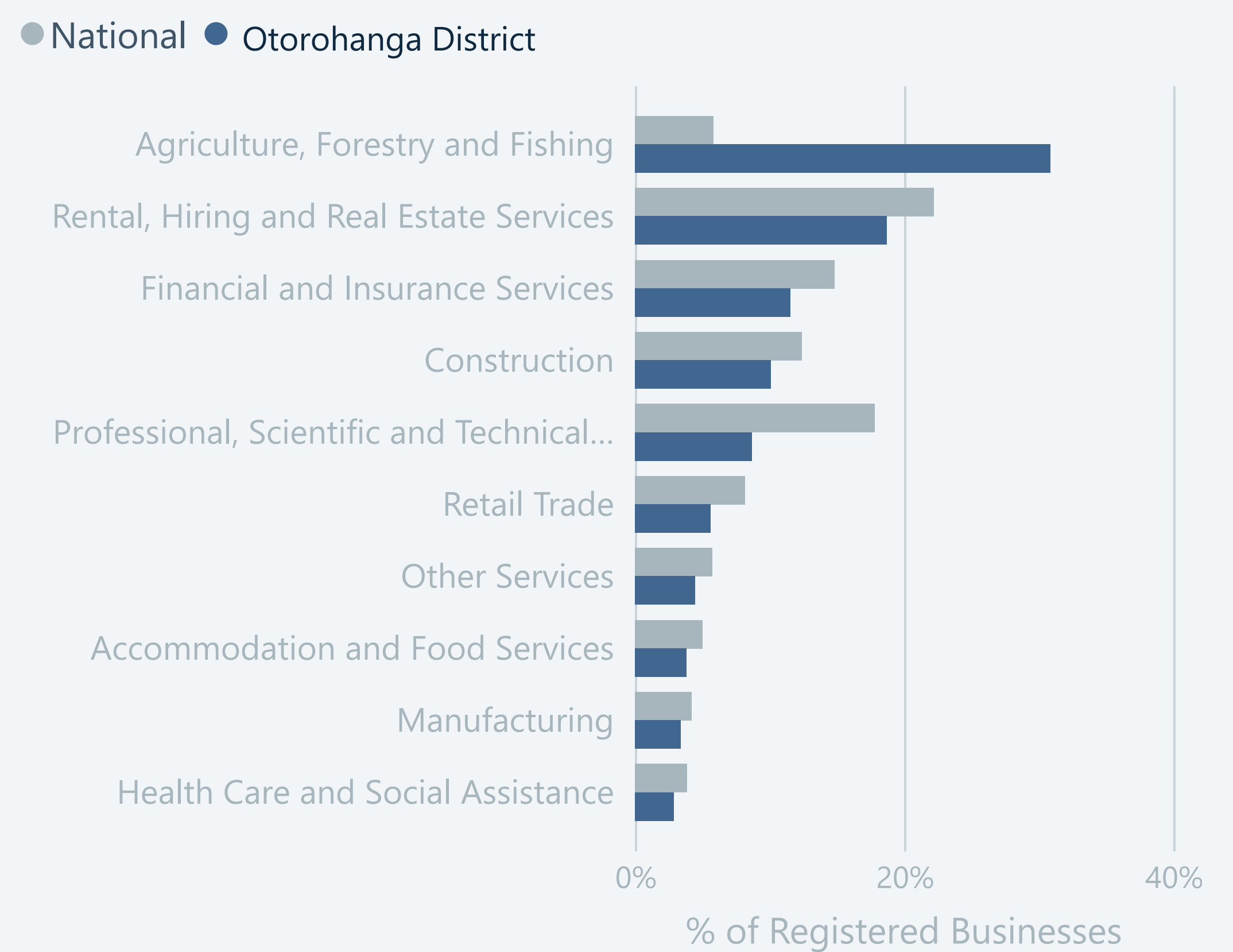
As of June 2024 there were 2255 registered businesses in Otorohanga District. Over the last 12 months the number of registered businesses has increased by 25. Nationally, the number of registered businesses has increased by 0.94%.

### Business openings and closings in the last year



Comparing June 2024 with June 2023 Otorohanga District has seen an increase in the number of new business registrations of 36.4% and a decrease in the number of business deregistrations of 22.2%.

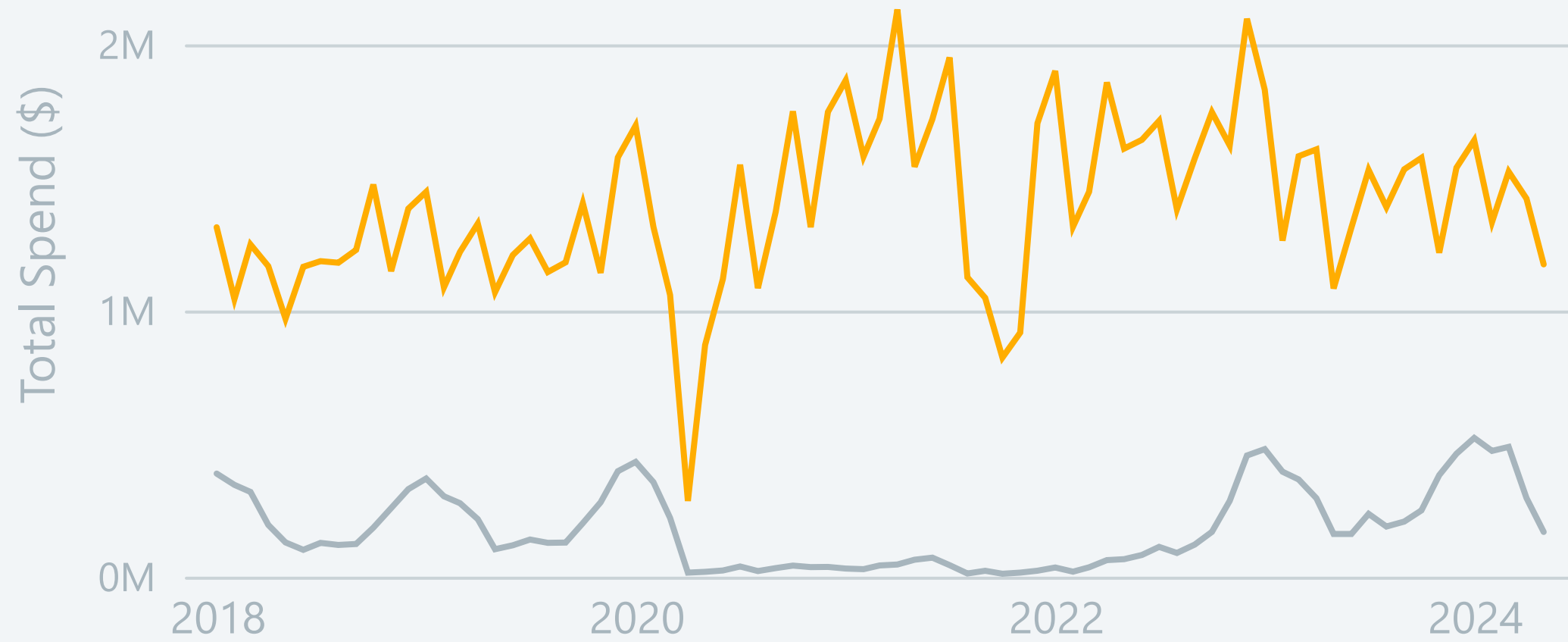
### Distribution of registered businesses by industry



Agriculture, Forestry and Fishing is the largest industry operating in Otorohanga District and makes up 28% of all currently registered businesses.

### Tourism spend this quarter

● Domestic tourism ● International tourism



In May 2024, \$1.3M was spent in Otorohanga District from domestic and international visitors to the district. Domestic tourism made up 87.5% of total tourism spend, and has increased by 8.36% since the same time last year, whereas international tourism has increased by 4.74% in the same time period.

### Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Waikato	▲ \$76K	\$1.5M
Bay of Plenty	▼ \$72K	\$323K
Manawatu-Wanganui	▼ \$192	\$400K
Taranaki	▼ \$34K	\$662K
Auckland	▼ \$22K	\$804K

This quarter, the largest spend from domestic tourists visiting Otorohanga District came from the Waikato region, with tourists spending \$1.5M. This represents an increase of \$76K since the same quarter last year.

### Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Hawke's Bay	▼ \$20K	\$46K
Otago	▼ \$29K	\$50K
West Coast	▲ \$477	\$3K

This quarter, Otorohanga District saw the greatest % change in domestic tourism spend from those visiting from the Otago region since the same quarter last year, with a \$29K decrease in spend.

**i** Domestic tourism spend is calculated using the monthly spend of in-person electronic card transactions in the district, which come from individuals living outside of the district and whose own home district's largest urban centre is at least 40km away.

### Visiting countries with the greatest spend

Visiting country	\$ Change	Spend
Australia	▼ \$42K	\$200K
Rest of Asia	▲ \$26K	\$50K
Rest of Europe	▲ \$19K	\$89K
United Kingdom	▼ \$9K	\$92K
United States of America	▲ \$141K	\$338K

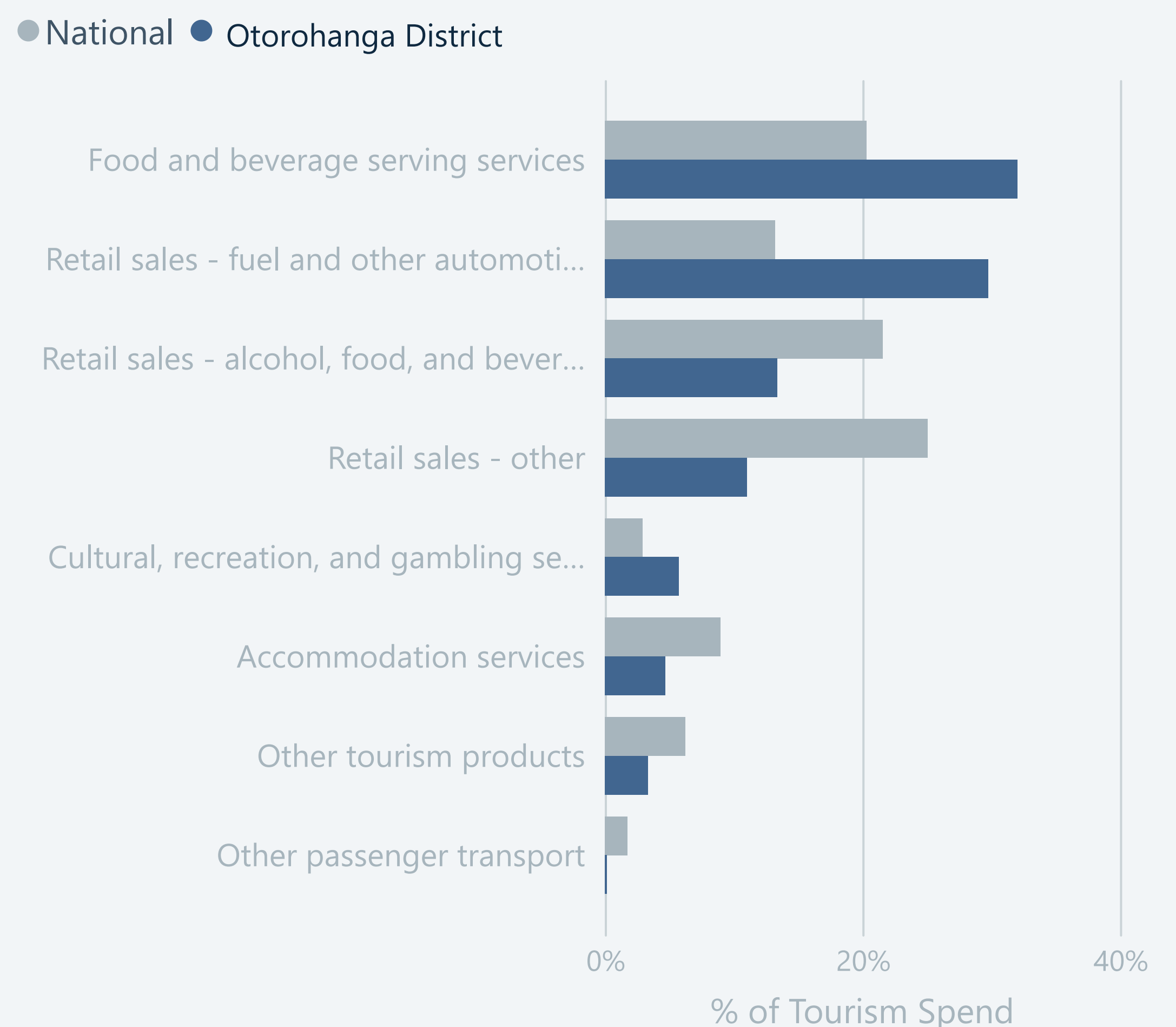
This quarter, the largest spend from international tourists visiting Otorohanga District came from United States of America, with tourists spending \$338K. This represents an increase of \$141K since the same quarter last year.

### Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
Korea	▲ \$5K	\$6K
Rest of Americas	▲ \$27K	\$37K
Africa and Middle East	▲ \$8K	\$15K

This quarter, Otorohanga District saw the greatest % change in international tourism spend from those visiting from Korea since the same quarter last year, with a \$5K increase in spend.

### Tourism spend by industry



In Otorohanga District tourists spent the most on Food and beverage serving services this quarter, which was 32% of all tourism spend. This is 57.6% larger than the national proportion.

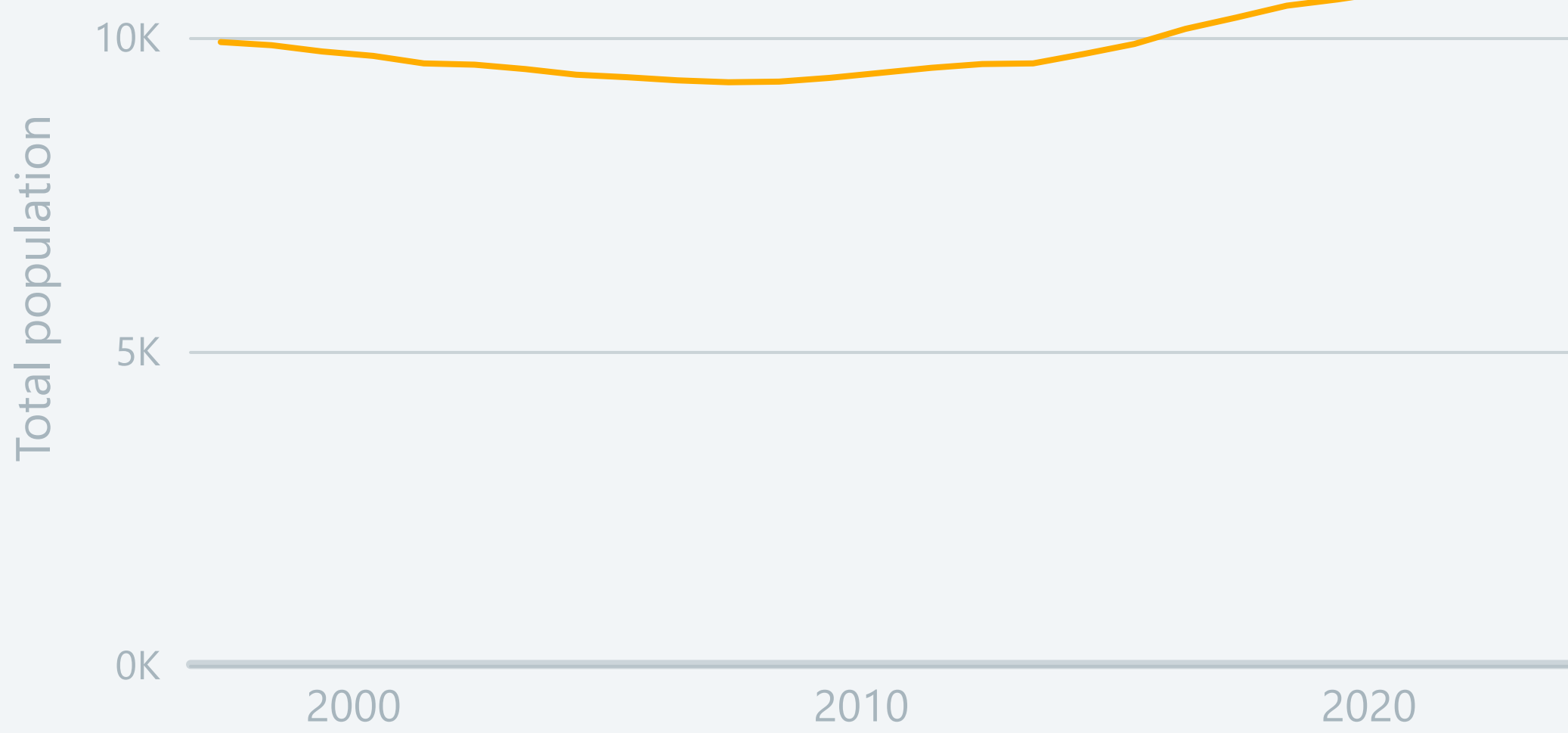


# Demographics

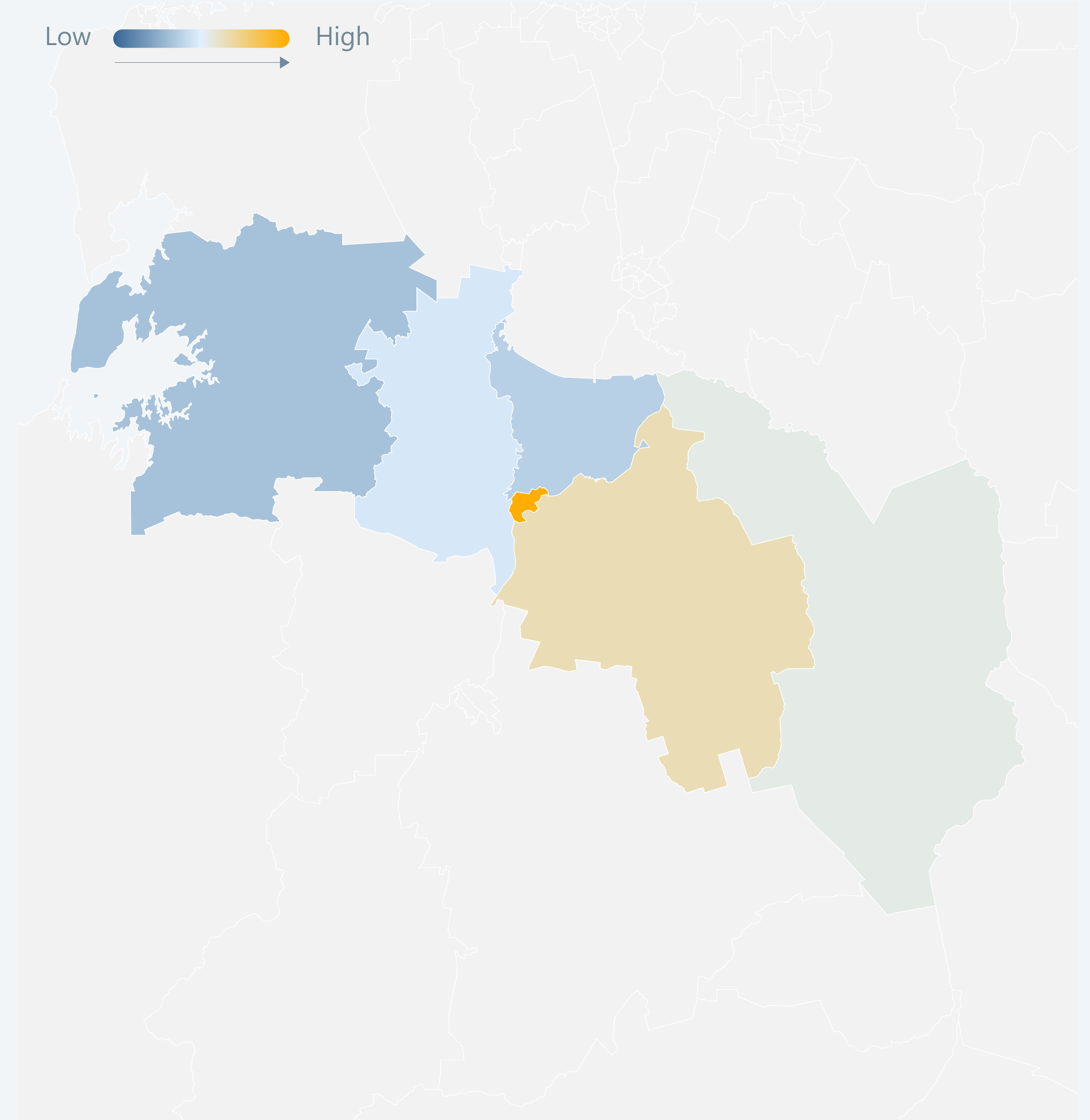
## Estimated population

# 10.88K

Is the estimated total population in Otorohanga District in 2023. The population in the area has increased by 0.55% or 60 people since 2022.

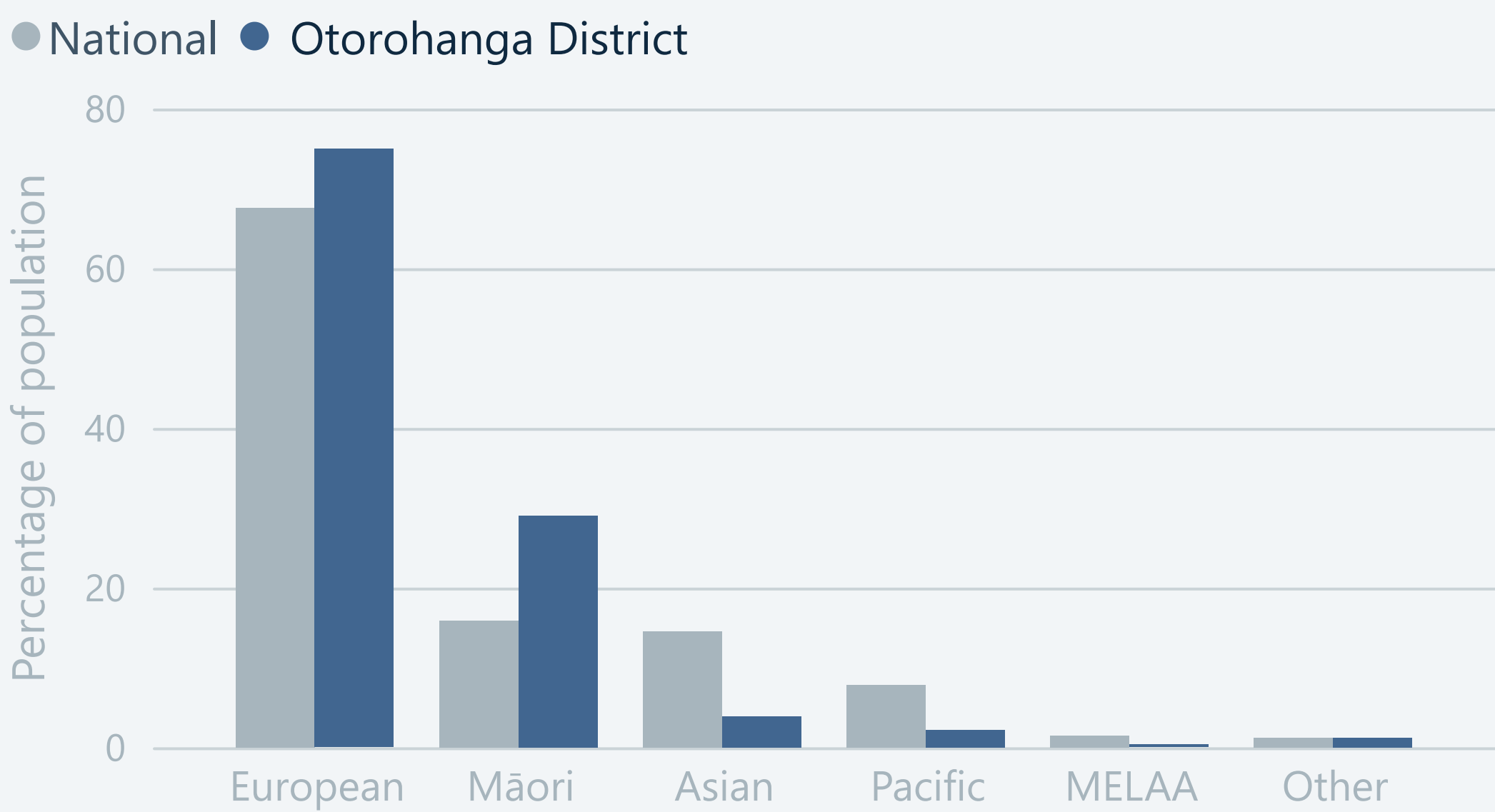


## Population distribution



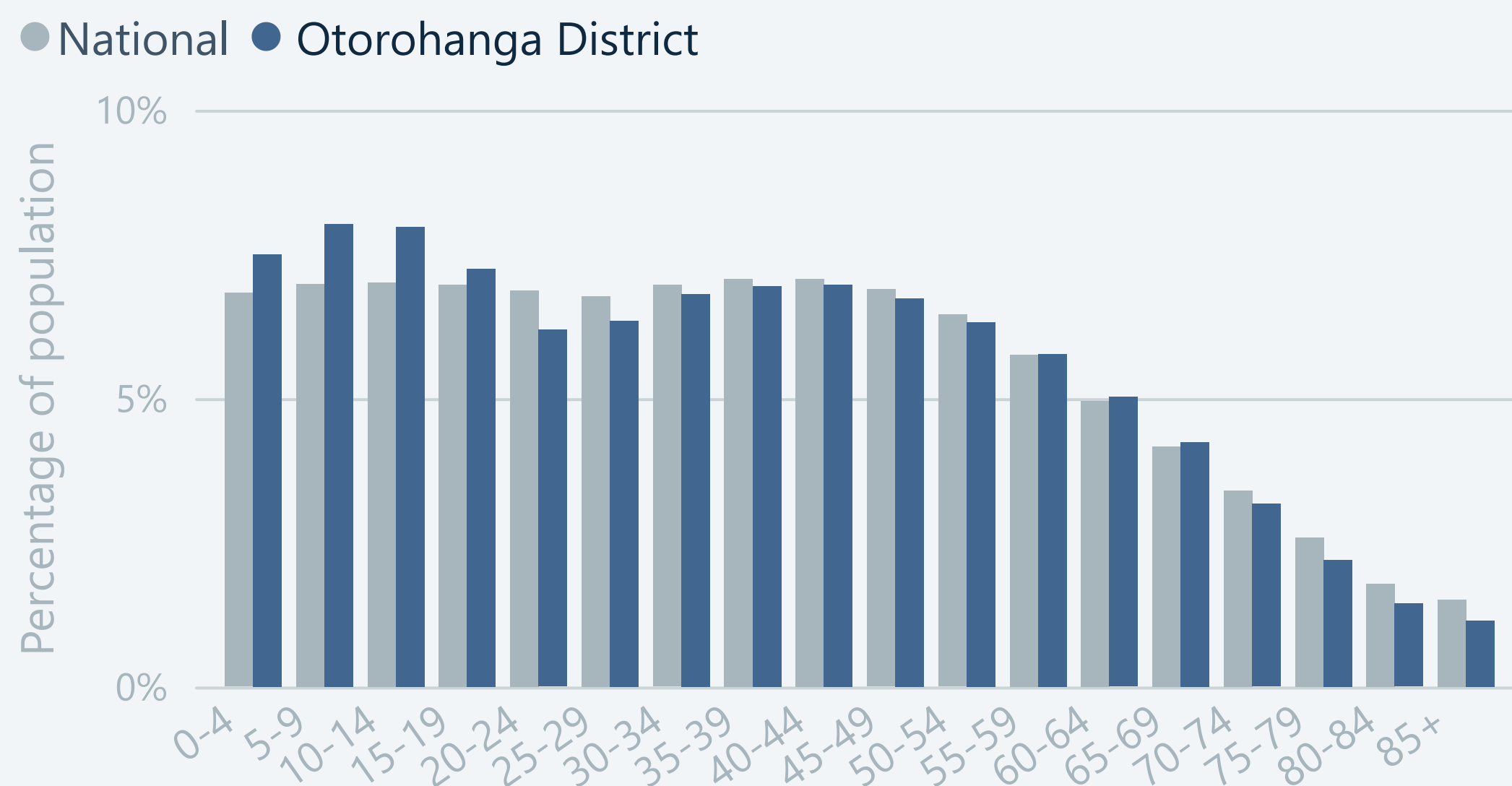
In June 2023, Honikiwi saw the greatest change in population, with an increase of 1.2% since June 2022.

## Ethnic distribution



As of March 2018 the largest ethnic group in Otorohanga District is European (74.9%), 10.9% larger than the national percentage. The ethnicity that has had the greatest change since March 2013 is Asian, increasing by 77.27%.

## Age distribution



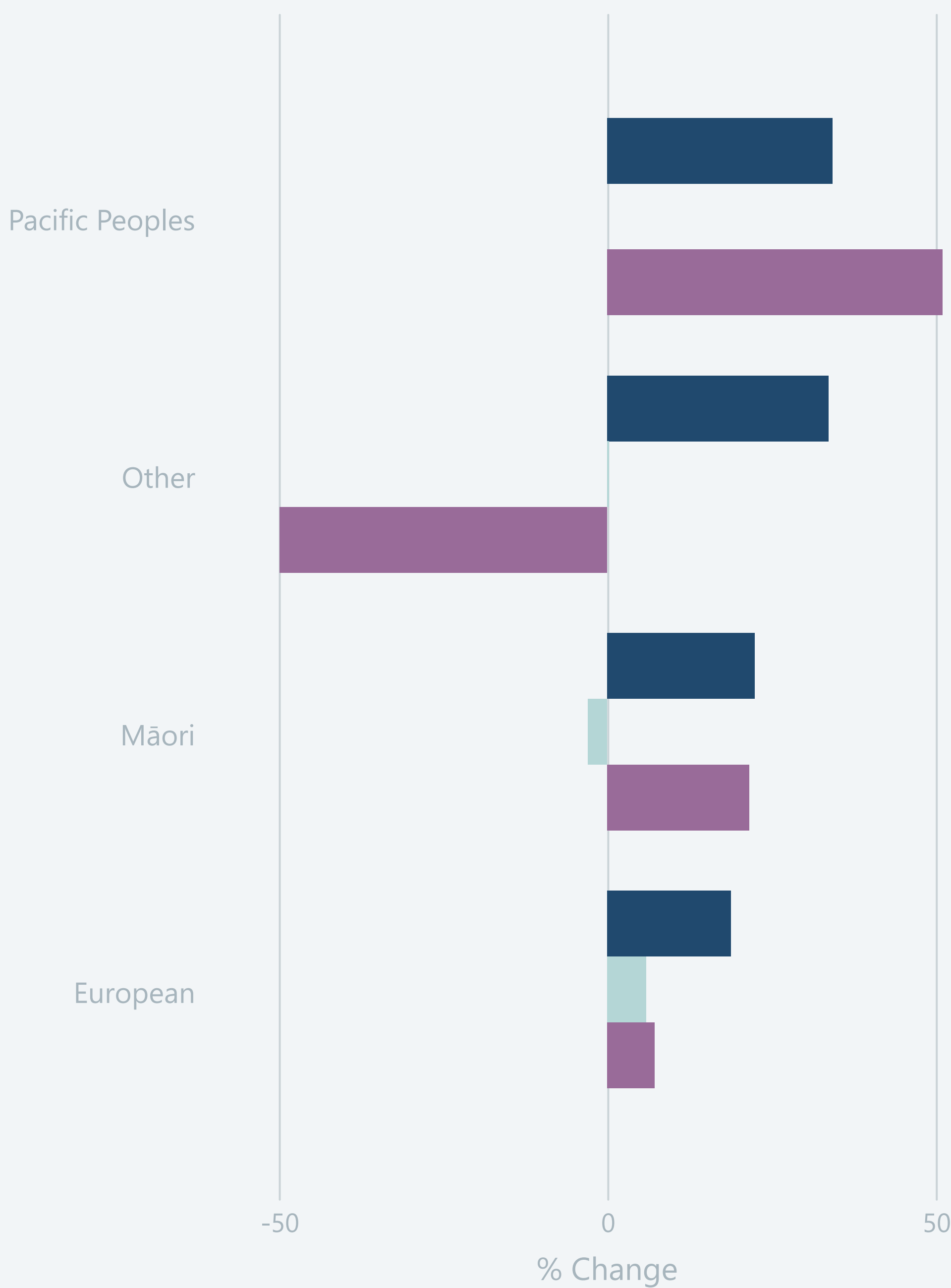
As of June 2023 the largest age band in Otorohanga District is 10-14 (7.4%), 13.1% larger than the national distribution. The age band that has had the greatest change since June 2022 is 85+, increasing by 7.41%.

## Key Pillar Changes

Job seeker support rate	Jun 2024	<b>5.7%</b>	<span>▲</span> 16.56%	% change is from June 2023
Means tested benefit rate	Jun 2024	<b>3.6%</b>	<span>▲</span> 7.09%	% change is from June 2023
Sole parent support rate	Jun 2024	<b>3.4%</b>	<span>▲</span> 14.12%	% change is from June 2023

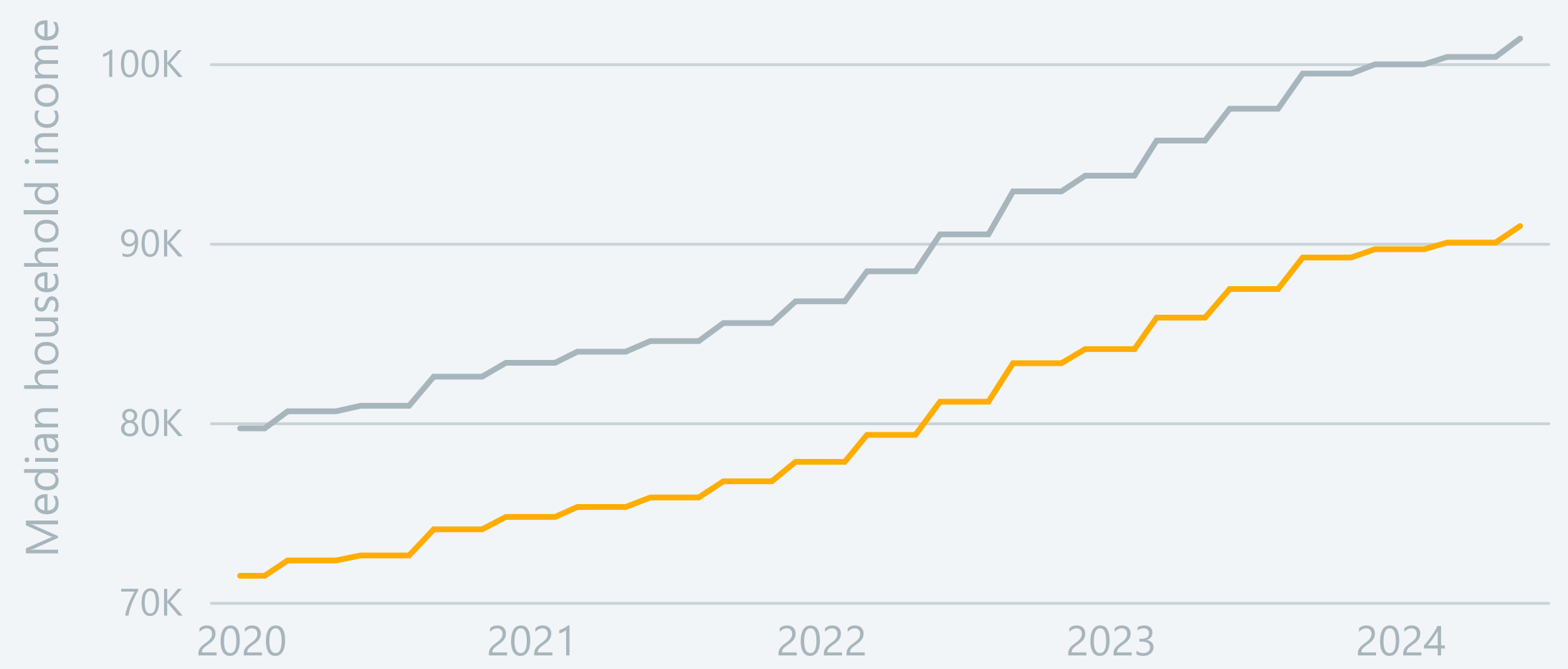
## Change in benefit rates by Ethnicity

● Job Seeker Support ● Means Tested Benefit ● Single Parent Support



## Median Household Income over time

● National ● Otorohanga District



As of June 2024, the median household income (adjusted for inflation) in Otorohanga District was \$90,933. This is 10.3% less than the national median.

Within Otorohanga District, the benefit rate by ethnicity with the greatest increase in the last 12 months was Single Parent Support for Pacific Peoples, up 51.05% to a value of 6.29 claimants per 100 working adults (15-64yrs). Comparatively, Single Parent Support for Other ethnicities (Asian, MELAA and other) saw the greatest decrease over the last 12 months, down 49.86% to 0.85 claimants per 100 working adults.

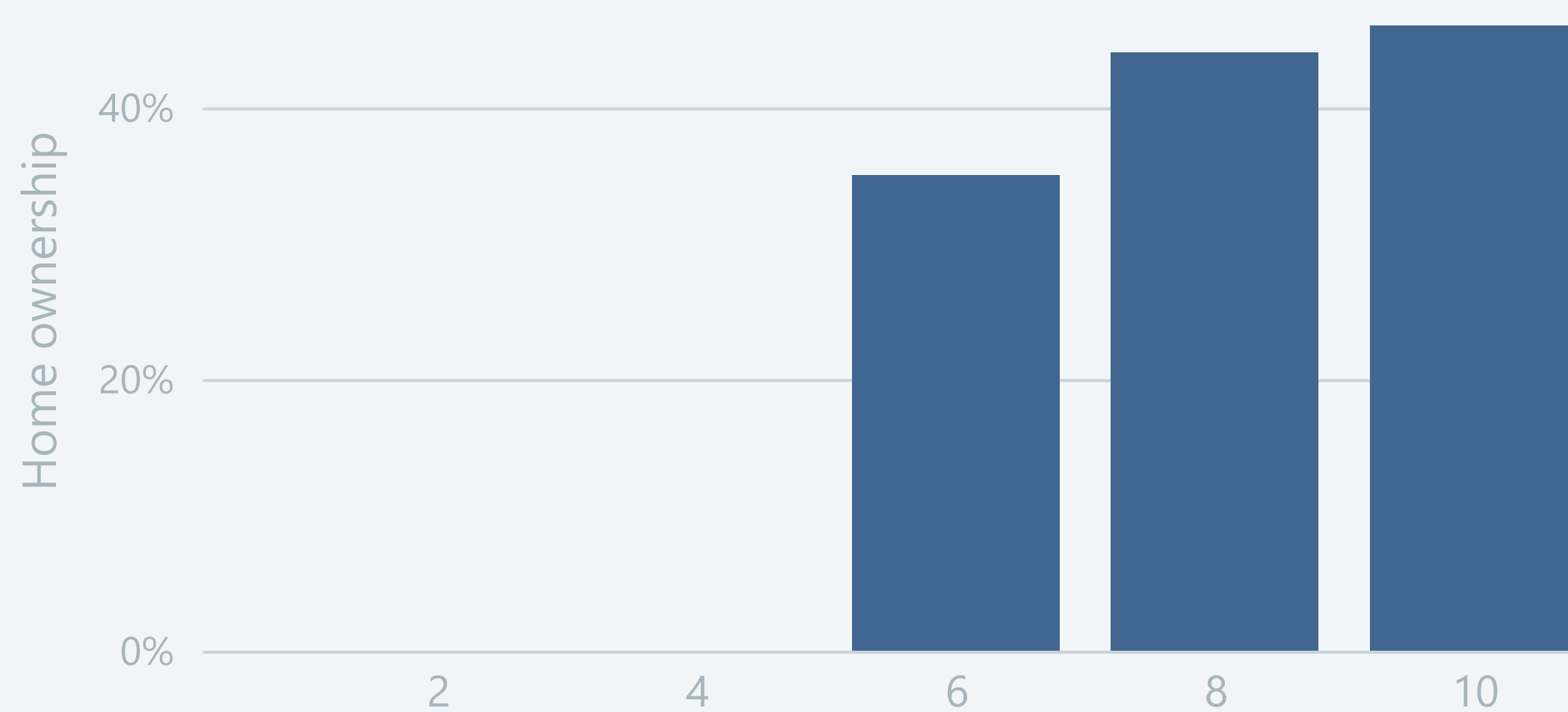
## Key Pillar Changes

**Years to save for a house deposit** Jun 2024 **7.0** — 0% % change is from March 2024

**Rental affordability (% of income spent on rent)** Jun 2024 **24.8%** ▽ 0.24% % change is from March 2024

**Purchasing affordability (% of income spent on mortgage repayments)** Jun 2024 **23.0%** ▲ 0.08% % change is from March 2024

## Home Ownership by Deprivation Index



In Otorohanga District, communities with a deprivation index of 10 have the highest rates of home ownership. The home ownership rate in these communities is 1.3 times greater than those communities with a deprivation index of 6 (the deprivation decile with the lowest home ownership rate). Deprivation and home ownership are as at March 2018.

## Greatest Change in Rental Affordability

Puniu saw the greatest change in the percentage of income spent on rent over the last 3 months, with a 1.44% decrease. Of these communities, Puniu was the most unaffordable in June 2024, with 20.6% of annual household income spent on rent.

Community	% Change	Rental Affordability
Honikiwi	▽ 1.10	17.90
Maihihi	▽ 1.12	17.60
Pirongia Forest	▽ 1.03	19.30
Puniu	▽ 1.44	20.60
Te Kawa	▽ 1.01	19.60

## Greatest Change in Purchasing Affordability

Pirongia Forest saw the greatest change in the percentage of income spent on mortgage repayments, with a 1% decrease over the last 3 months. Of these communities, Pirongia Forest was the most unaffordable in June 2024, with 38.3% of annual household income spent on mortgage repayments.

Community	% Change	Purchasing Affordability
Otorohanga	— 0.00	27.30
Pirongia Forest	▽ 1.03	38.30

**i** Purchasing affordability is the percentage of annual median household income that would be spent on mortgage repayment (based on purchasing at the median house price with a 20% deposit over 30 years assuming a fixed interest rate of 4%). Rental affordability is also based on the median annual household income.

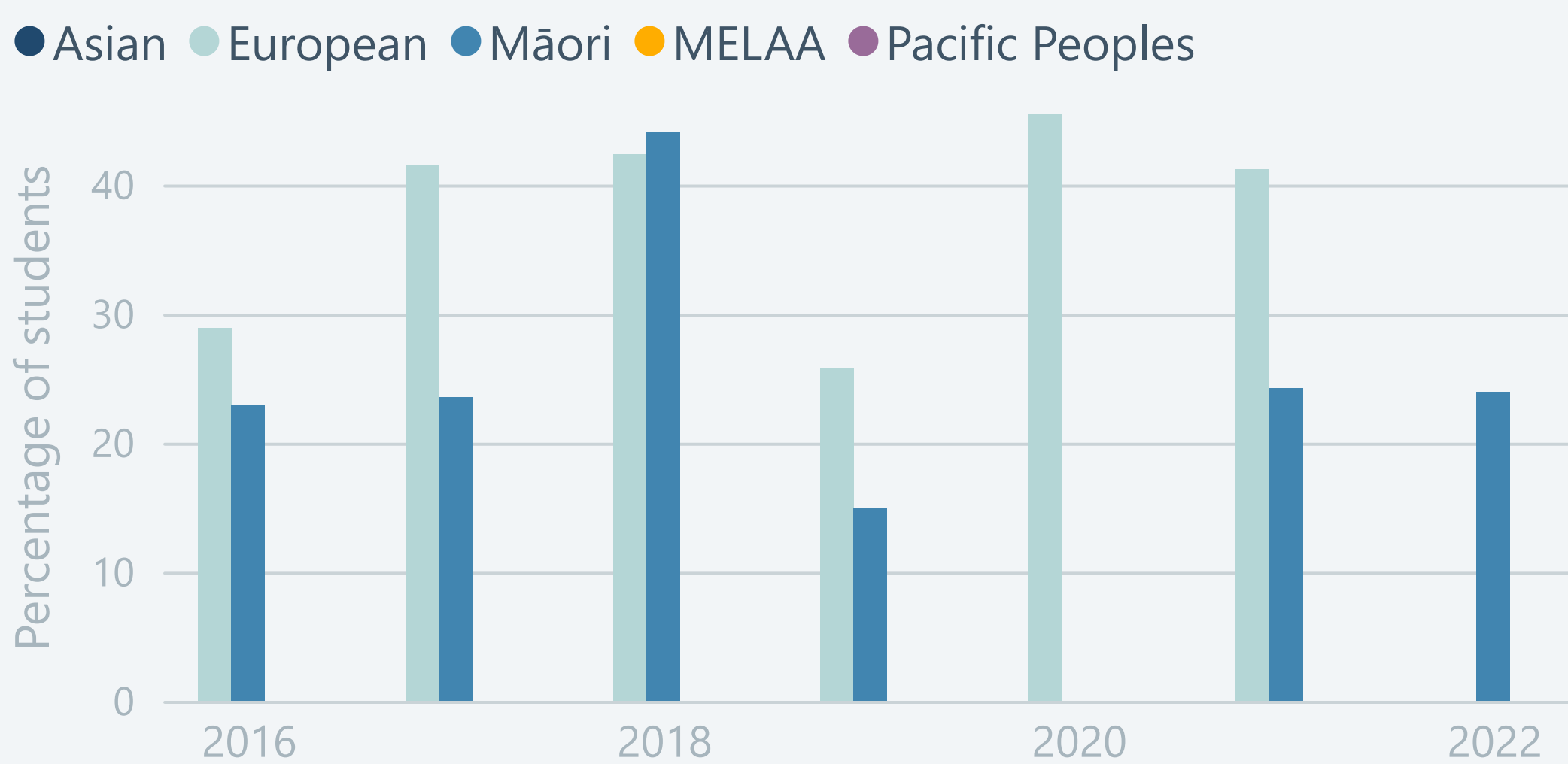
## Key Pillar Changes

Secondary school retention Jan 2022 **75.0%** ▼ 2.69% % change is from January 2021

Secondary school with highest proportion of students leaving with NCEA level 3 Jan 2022 **Ōtorohanga College**

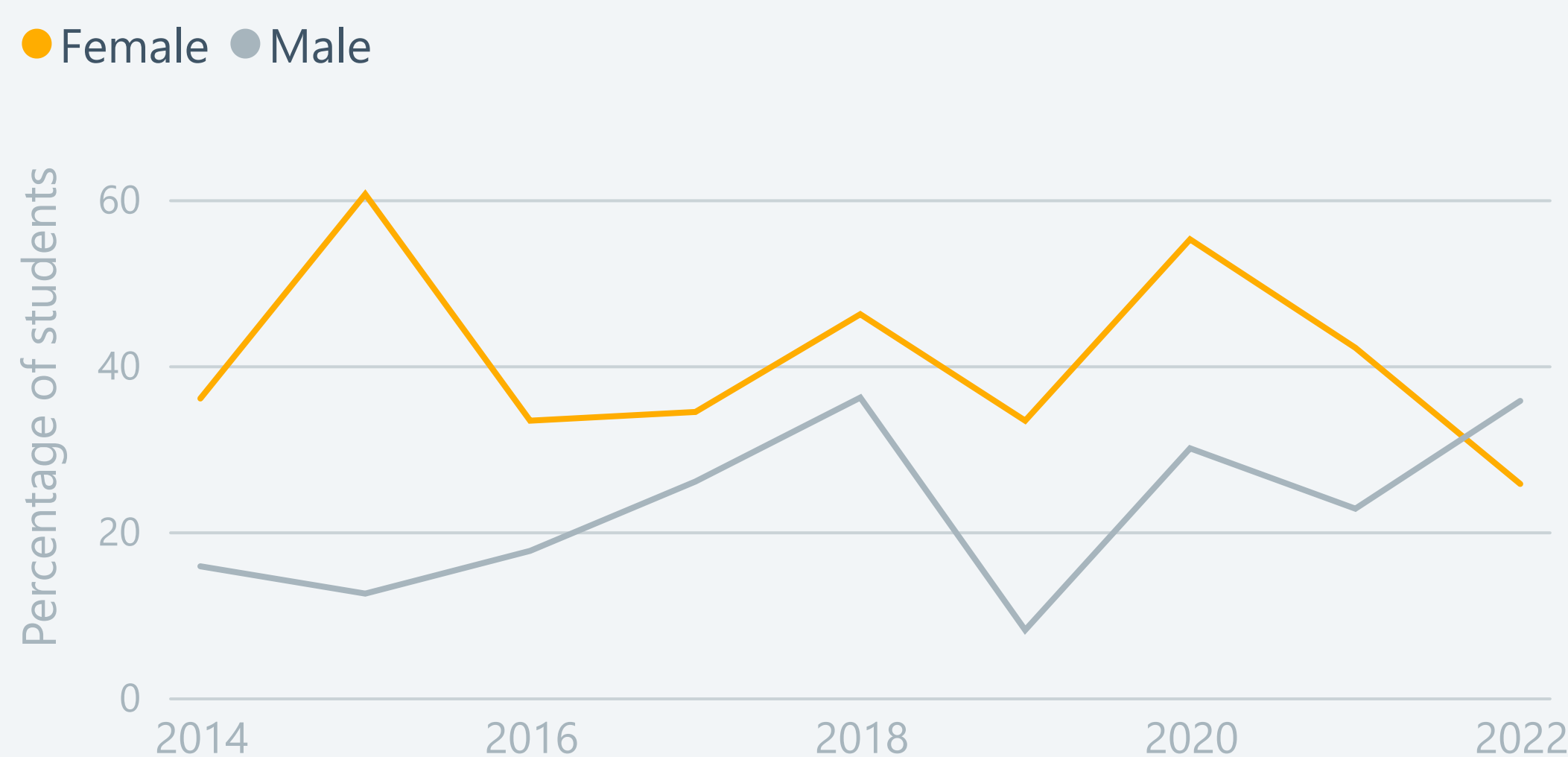
Ethnicity with greatest change in secondary school retention Jan 2022 **Māori** ▼ 1.36% % change is from January 2021

### School leavers with NCEA3 level by ethnicity



In 2022, Māori students in Otorohanga District had the greatest proportion of students leaving with NCEA3. This is 1 times larger than Māori students, who have the lowest proportion of students leaving with NCEA Level 3. European students have seen the greatest change in NCEA Level 3 pass rates, with a decrease of 9.4%. Māori NCEA Level 3 pass rates in Otorohanga District are 67% of National Māori rates.

### School leavers with NCEA3 level by gender



Since 2014, on average the percentage of students leaving with NCEA Level 3 in Otorohanga District for female students has been 1.79 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for male students compared with female students was less than average. Compared to national figures, in 2022 the pass rate in Otorohanga District were lower for both females and males.

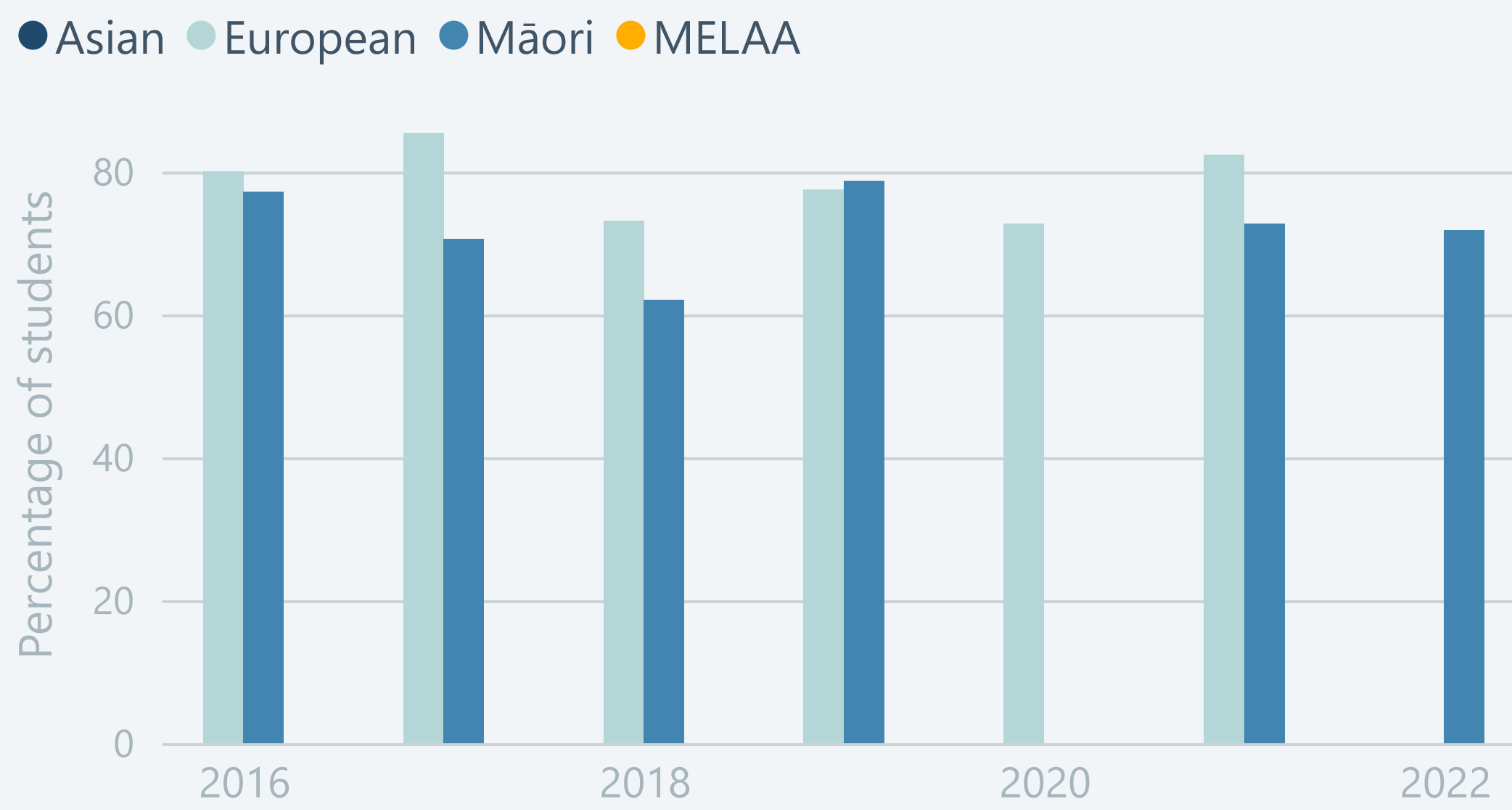
### Schools with greatest change in NCEA3 pass rate

In 2022, the school with the greatest change in the percentage of students leaving with NCEA Level 3 (pass rate) since 2021 was Ōtorohanga College, with a 4.84% decrease. Note that the table includes only those schools with more than 50 students.

School	% Change	Pass Rate
Ōtorohanga College	▼ 4.84	30.16

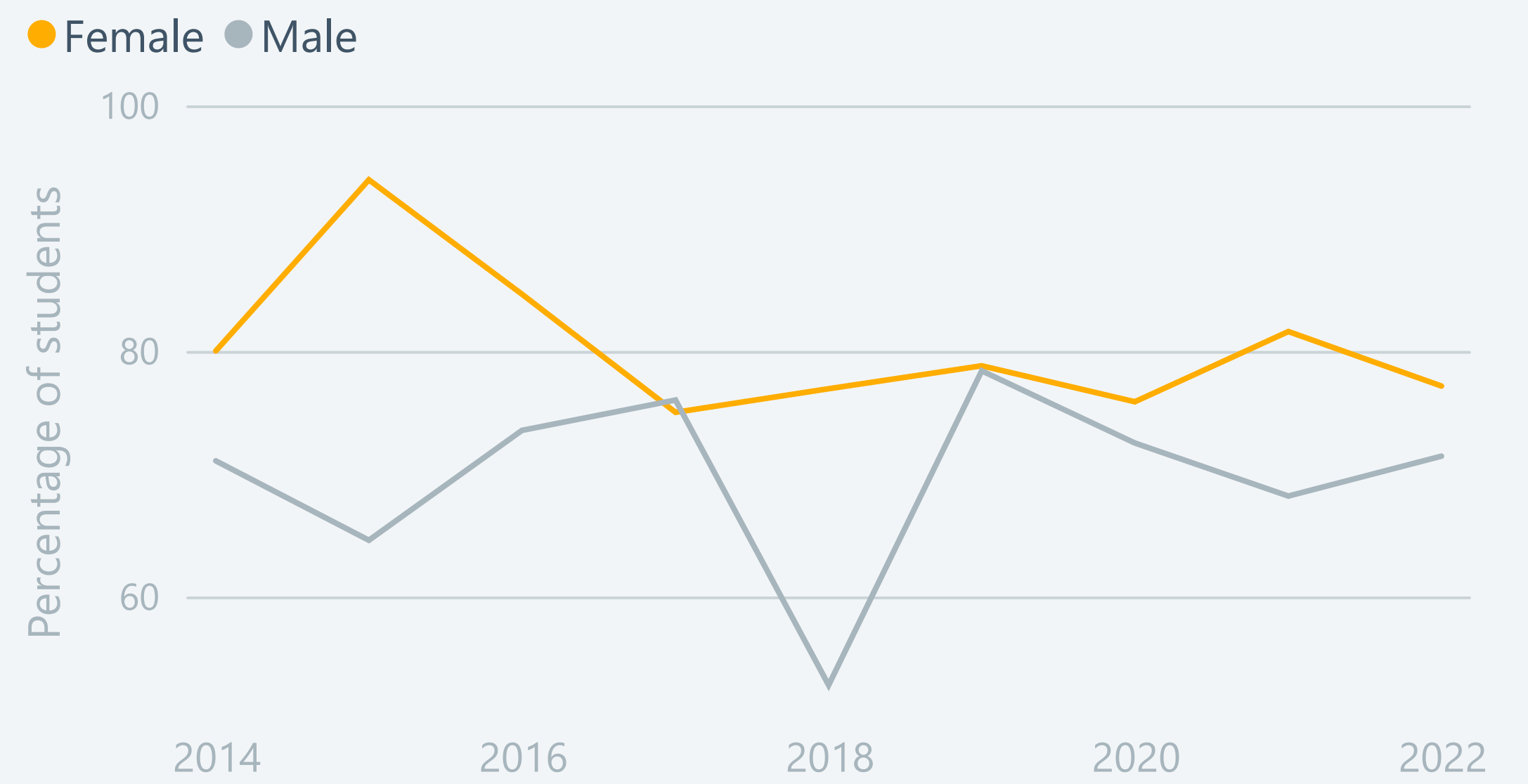


## Secondary school retention by ethnicity



In 2022, Māori students in Otorohanga District had the greatest retention rate. This is 1 times larger than Māori students, who have the lowest retention rate. European students have seen the greatest change in retention, with an increase of 13.2%. Māori retention rates in Otorohanga District are 111% of National Māori rates.

## Secondary school retention by gender



On average, since 2014, the retention rate in Otorohanga District of female students has been 1.15 times larger than male students. In 2022, the retention rates of female students compared with male students was less than average. Compared to national figures, in 2022 the retention rates in Otorohanga District were lower for both females and males.

## Schools with greatest change in retention

In 2022, the school with the greatest change in retention rate since 2021 was Ōtorohanga College, with a 2.06% decrease. Note that the table includes only those schools with more than 50 students.

Community	% Change	Retention rate
Ōtorohanga College	▼ 2.06	75

! Education data is released by Education Counts at the end of each year, and pertain to the year prior to release.

i Secondary school retention is defined as the percentage of secondary school leavers who are at least 17 years of age.

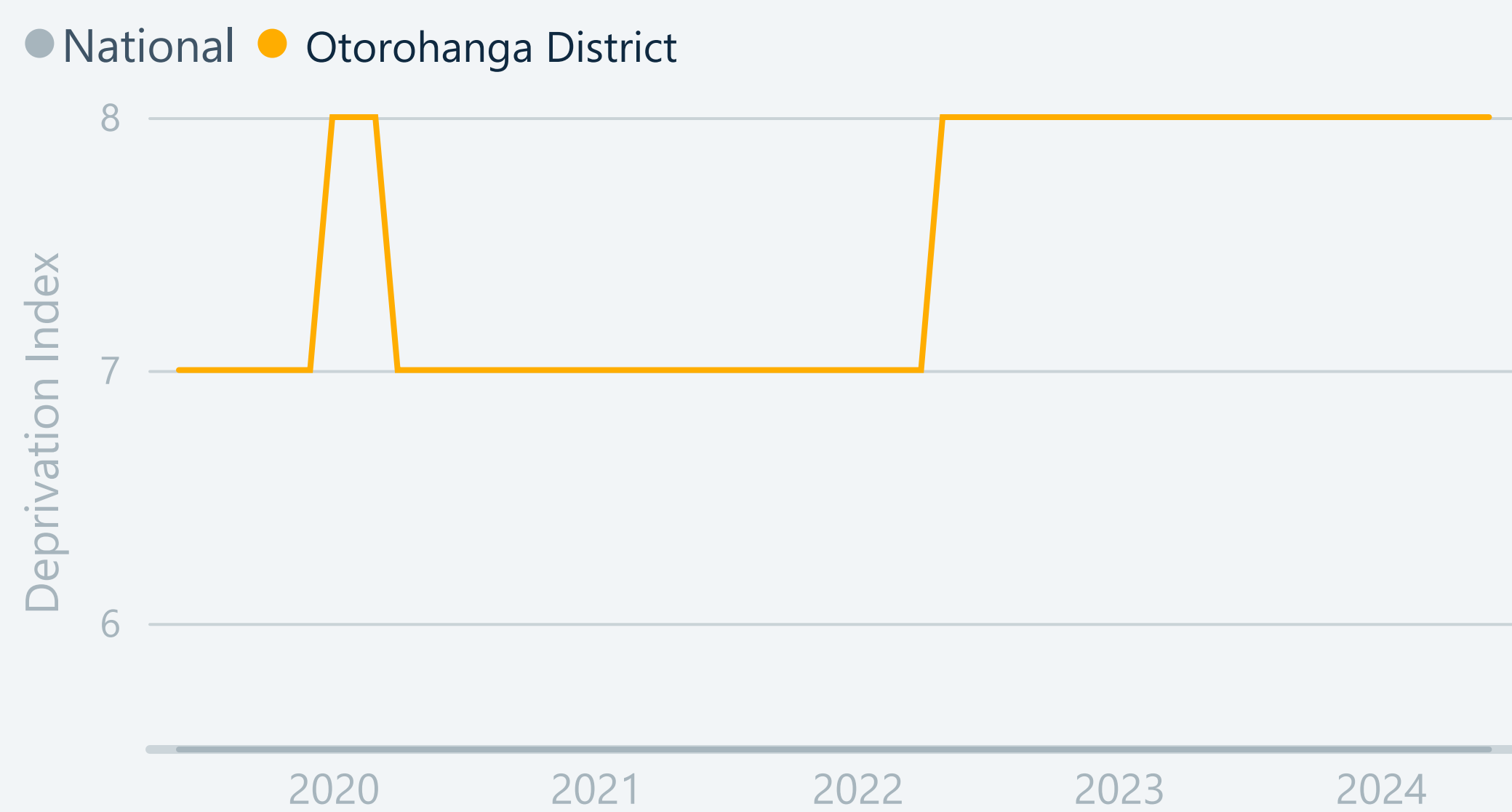
## Key Pillar Changes

Deprivation Index Jun 2024 **8.0** — 0% % change is from May 2024

Community with greatest decrease in deprivation score Jun 2024 **Maihihi** ▲ 0.25% % change is from June 2023

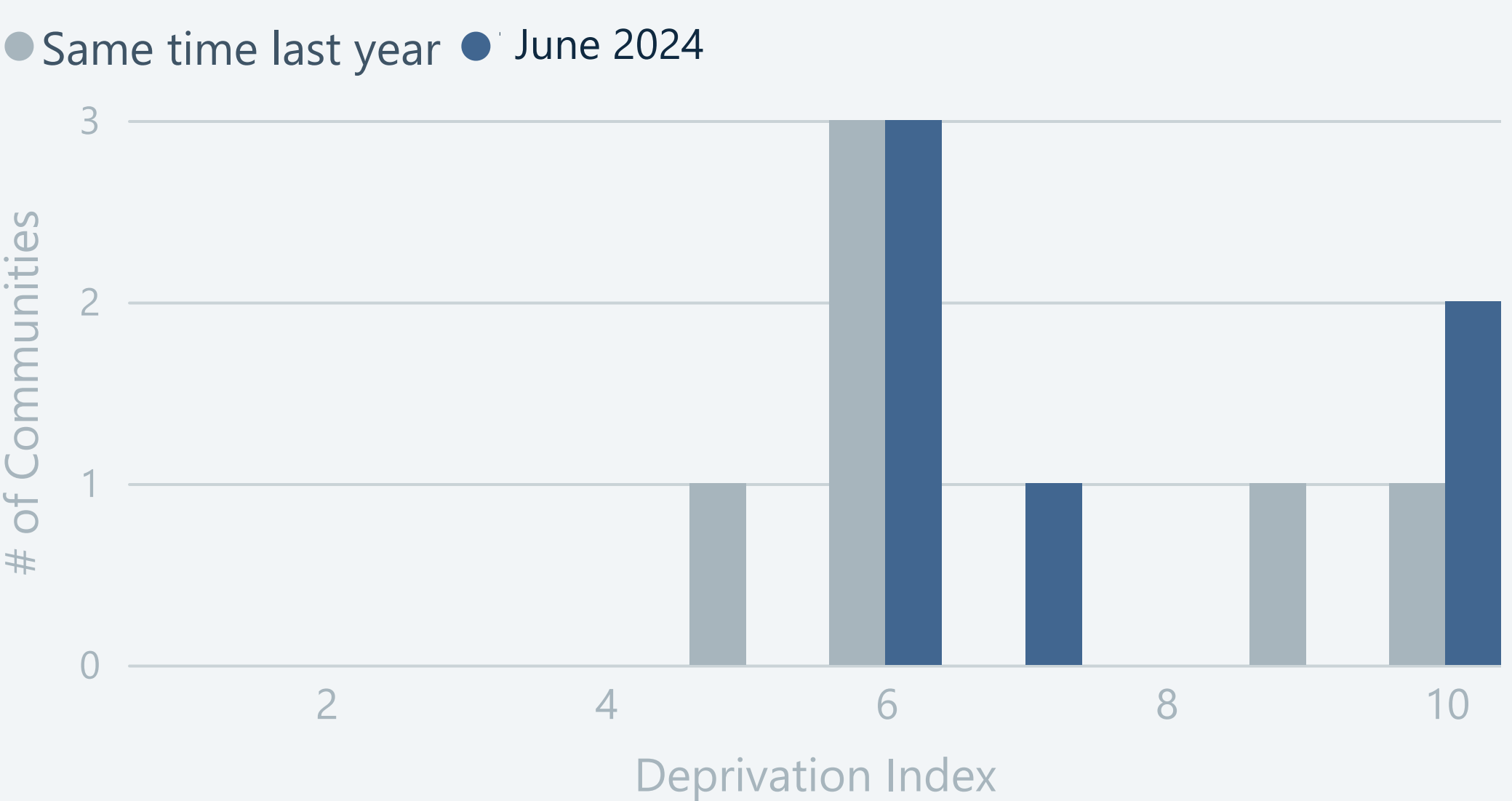
Community with greatest increase in deprivation score Jun 2024 **Otorohanga** ▲ 1.41% % change is from June 2023

## Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Otorohanga District has seen no change, and is 8 as of June 2024. The deprivation index is 45.5% above the national median index of 5.5.

## Distribution of Deprivation Index



In Otorohanga District, 33.3% of the population live in highly deprived communities (deprivation index 8-10), whereas 0% live in high socio-economic performing communities (deprivation index 1-3).

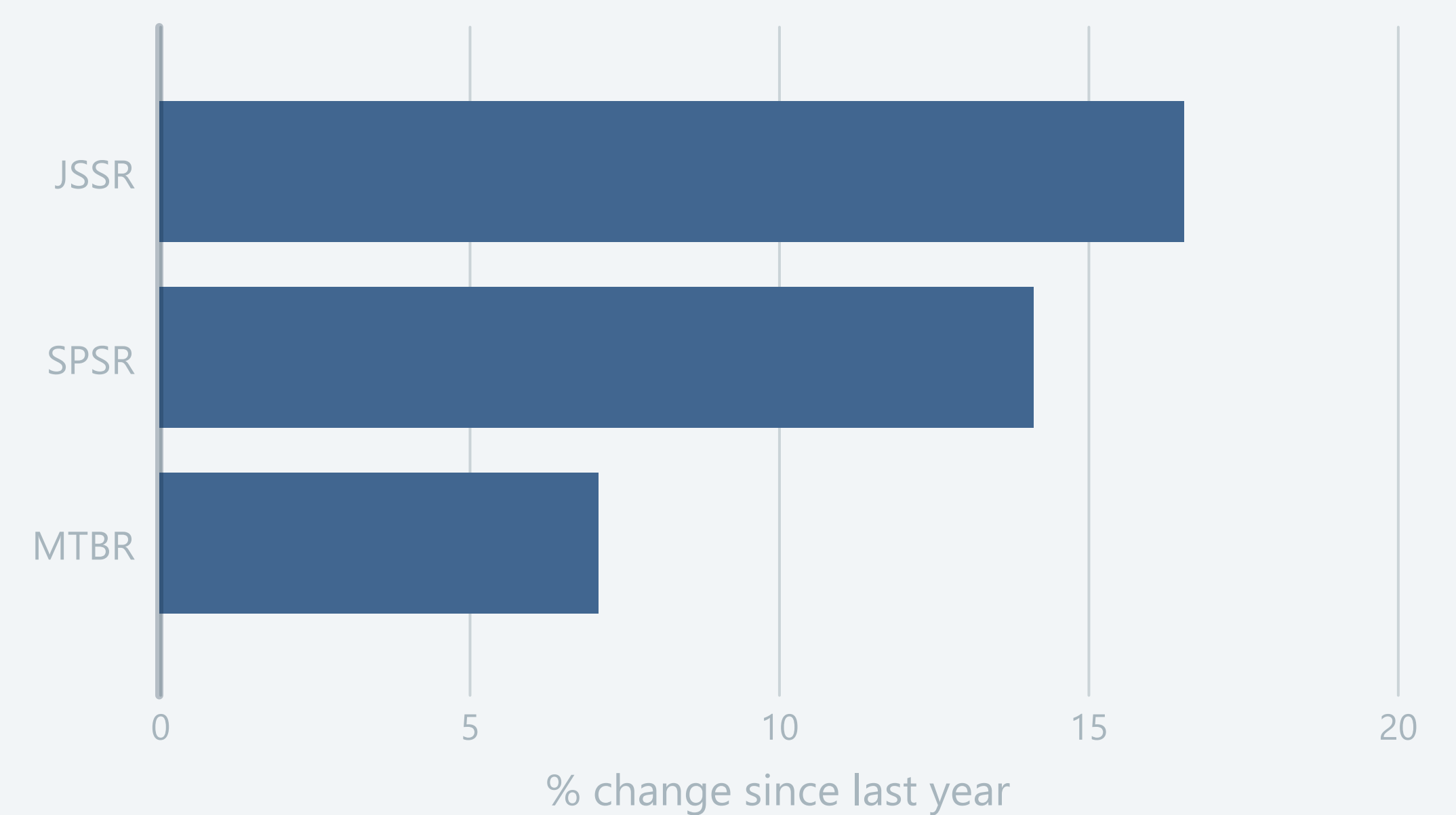
**i** Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

## Communities with the Greatest Change

Community	% Change	Depr. score
Otorohanga	▲ 1.41	1,147.59
Honikiwi	▲ 1.21	1,015.07
Pirongia Forest	▲ 1.11	1,221.64
Te Kawa	▲ 1.06	985.06
Puniu	▲ 0.25	987.64

The community with the greatest change in deprivation score since the same time last year was Otorohanga, with a 1.4% increase.

## Benefit Deprivation Indicators



The benefit deprivation indicator that has changed the most in the last year is Job Seeker Support Rate (JSSR) which saw a 16.56% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

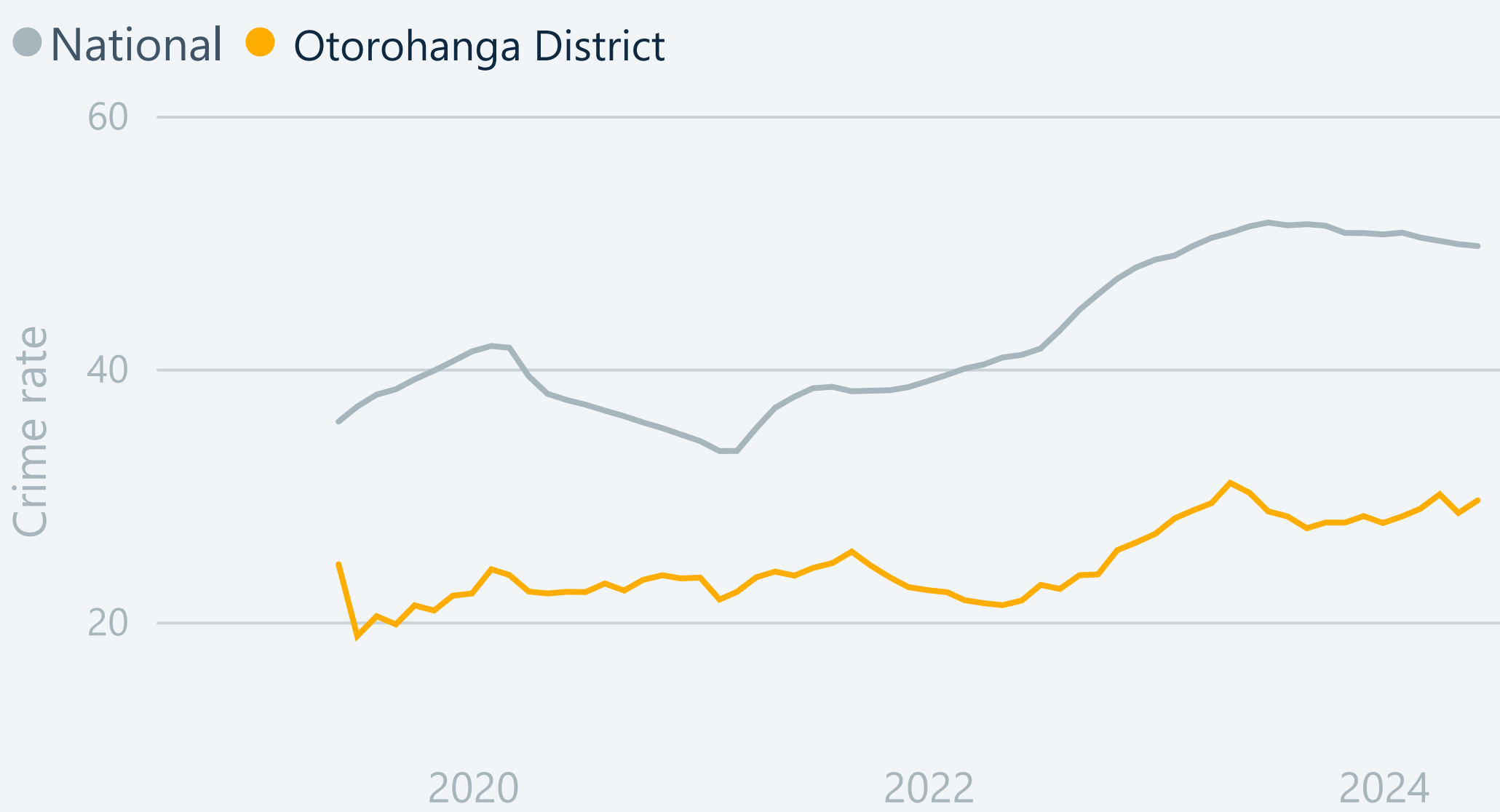
## Key Pillar Changes

**Crime rate** Jun 2024 **29.6** ▲ 2.27% % change is from March 2024

**Crime type with the greatest change in crime rate** Jun 2024 **Robbery, Extortion and Related Offences** ▲ 200% % change is from March 2024

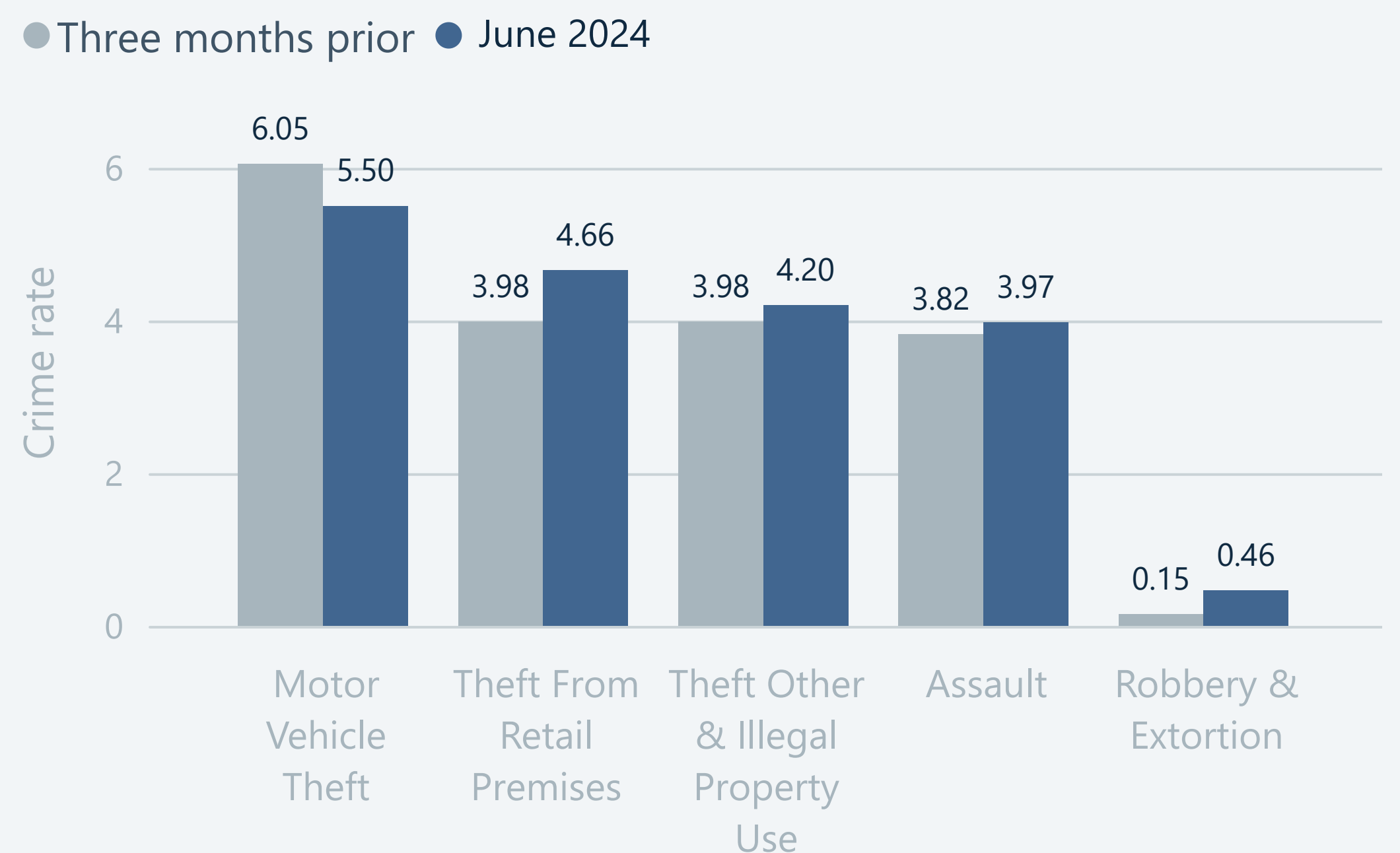
**Community with greatest change in crime rate** Jun 2024 **Honikiwi** ▲ 45.22% % change is from March 2024

## Comparison to National Crime Rate



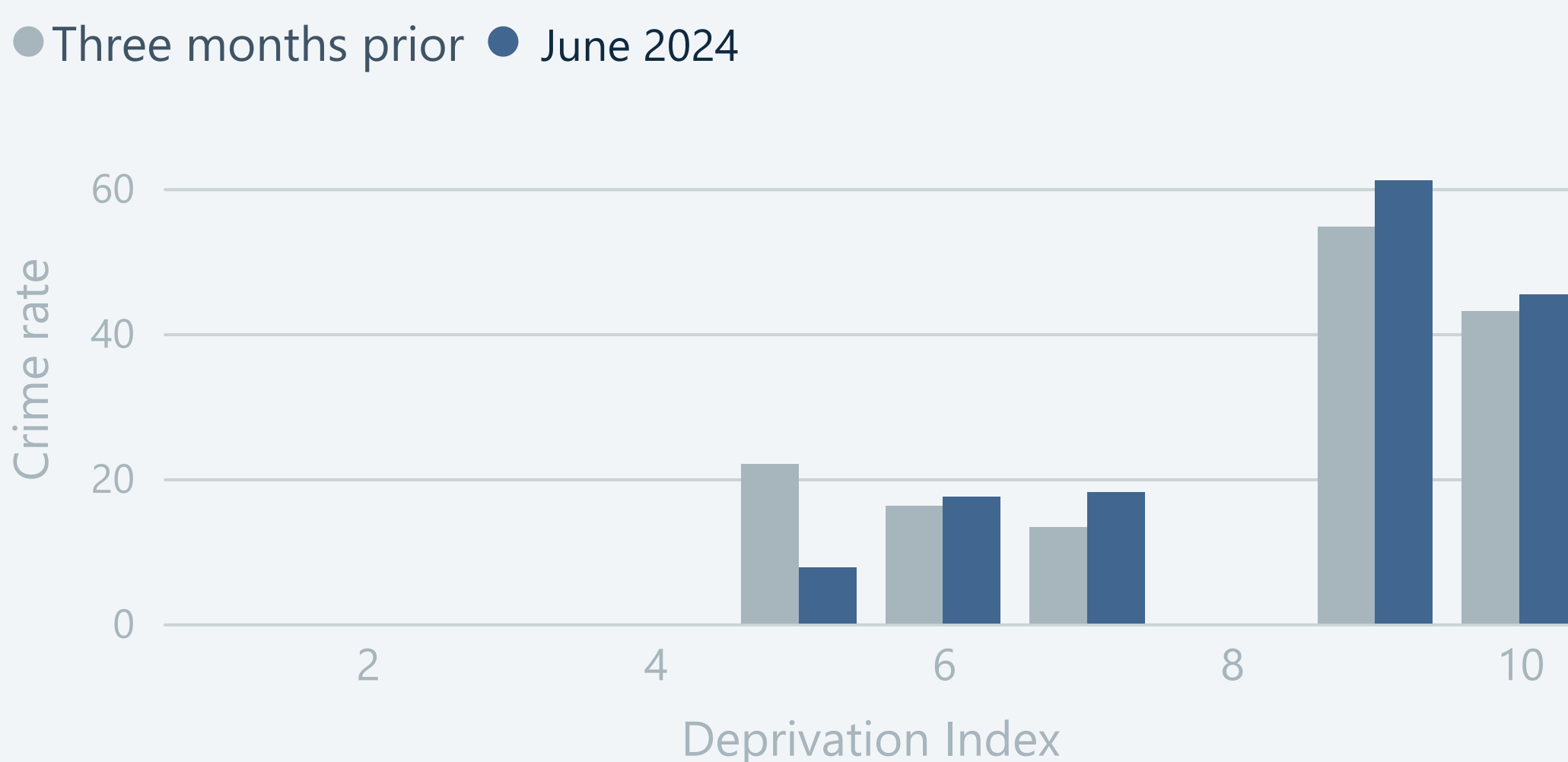
Compared with the same time last year the crime rate in Otorohanga District has decreased by -2%, and is 29.6 as at June 2024. The crime rate is 40.5% below the national rate of 49.7.

## Crime Types with the Greatest Change



Within Otorohanga District, the most prevalent type of crime in June 2024 was 'Motor Vehicle Theft and Related Offences'. The type of crime that had the greatest change in the last 3 months was 'Robbery, Extortion and Related Offences', with an increase of 200%.

## Crime Rate by Deprivation Index



In Otorohanga District, communities with a deprivation index of 9 have the highest crime rate. The crime rate in these communities is 7.9 times higher than those with a deprivation index of 5, the group with the lowest crime rate. Communities with a deprivation index of 7 have seen the greatest change in their crime rate over the last 3 months, with an increase of 35.7%.

## Communities with Greatest Change

Community	% Change	Crime rate
Honikiwi	▲ 45.22	15.2
Te Kawa	▽ 19.01	19.3
Maihihi	▲ 10.85	17.4
Puniu	▽ 8.57	16.9
Pirongia Forest	▽ 6.71	33.3

Honikiwi saw the greatest change in crime rate over the last 3 months in Otorohanga District, with an increase of 45.2%.

**i** Crime rate is defined as the the number of victimisations over the last 12 months per 10,000 people

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