

# Quarterly Report

Matamata-Piako District

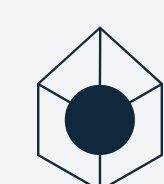
# Summary

Below we've presented a summary of Matamata-Piako District's key metrics this quarter:

 New Business Registrations this month


 **33.0**

As of March 2024, Matamata-Piako District saw 33.0 new business registrations, an increase of 83.33% compared with December 2023.

 Rental affordability (% of income spent on rent)

 **28.0%**

As of March 2024, residents of Matamata-Piako District spent 28.0% of their household income on rent, an increase of 0.53% compared with December 2023.

 Gambling spend per capita

 **\$66**

As of September 2023, an average of \$66.0 was spent by individuals over 18 years in Matamata-Piako District through electronic gaming machines, an increase of 5.98% compared with June 2023.

 Crime rate

 **44.1**

In March 2024, Matamata-Piako District had a crime rate of 44.1 incidents per 10,000 people, a decrease of 2.03% compared with December 2023.

 Deprivation Index

 **6.0**

As of March 2024, the deprivation within Matamata-Piako District is 6.0 and this is unchanged since February 2024.

 Job seeker support rate

 **5.5%**

In March 2024, 5.5% of the working population (15-64 years) in Matamata-Piako District claimed Job Seeker Support, an increase of 6.28% compared with March 2023.

 Trending Up  Trending Down  Improving  Worsening  No Change



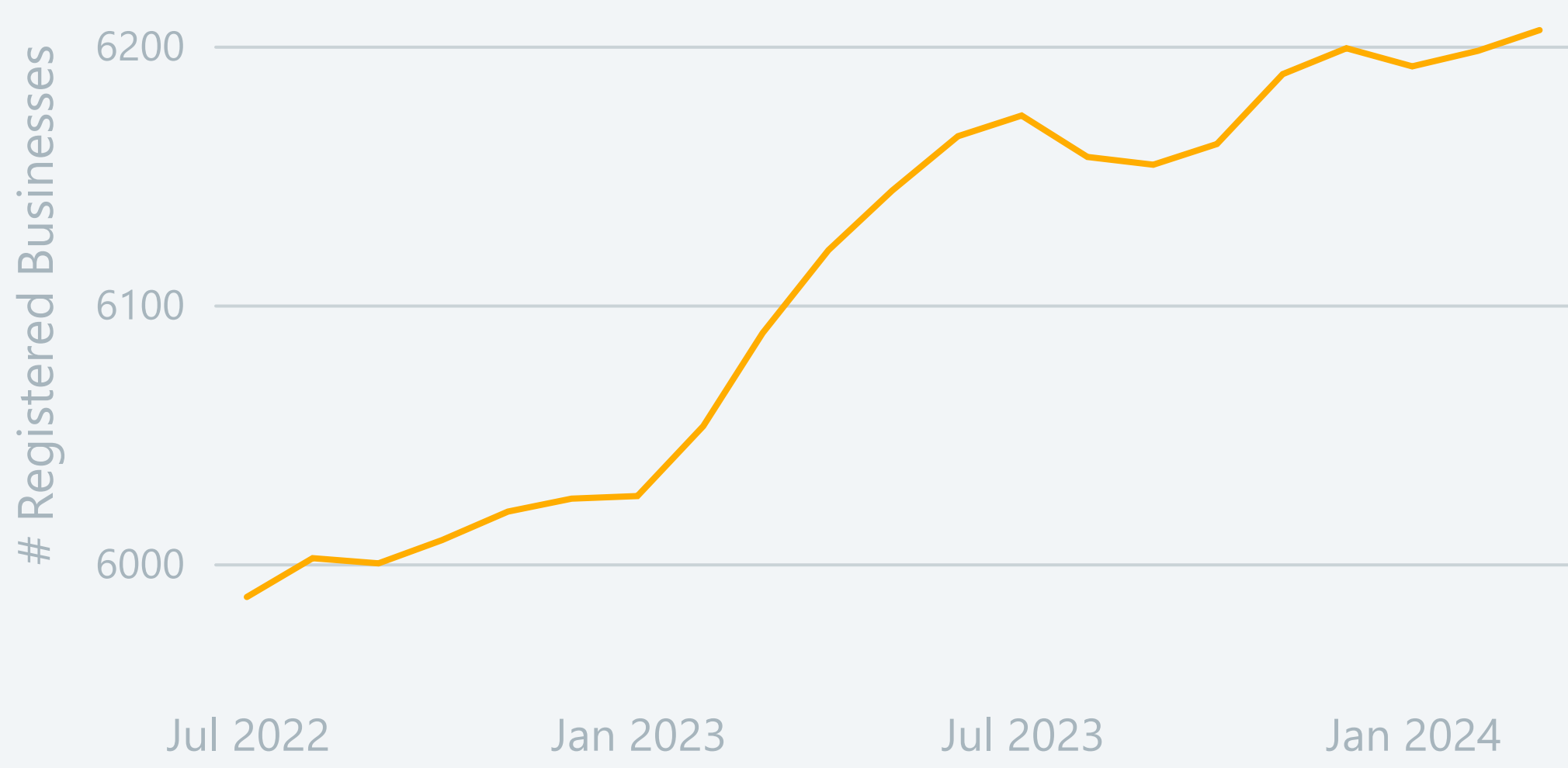
### Key Pillar Changes

**New Business Registrations this month** (Mar 2024) **33.0** ▲ **83.33%** % change is from December 2023

**Business Deregistrations this month** (Mar 2024) **25.0** ▲ **212.5%** % change is from December 2023

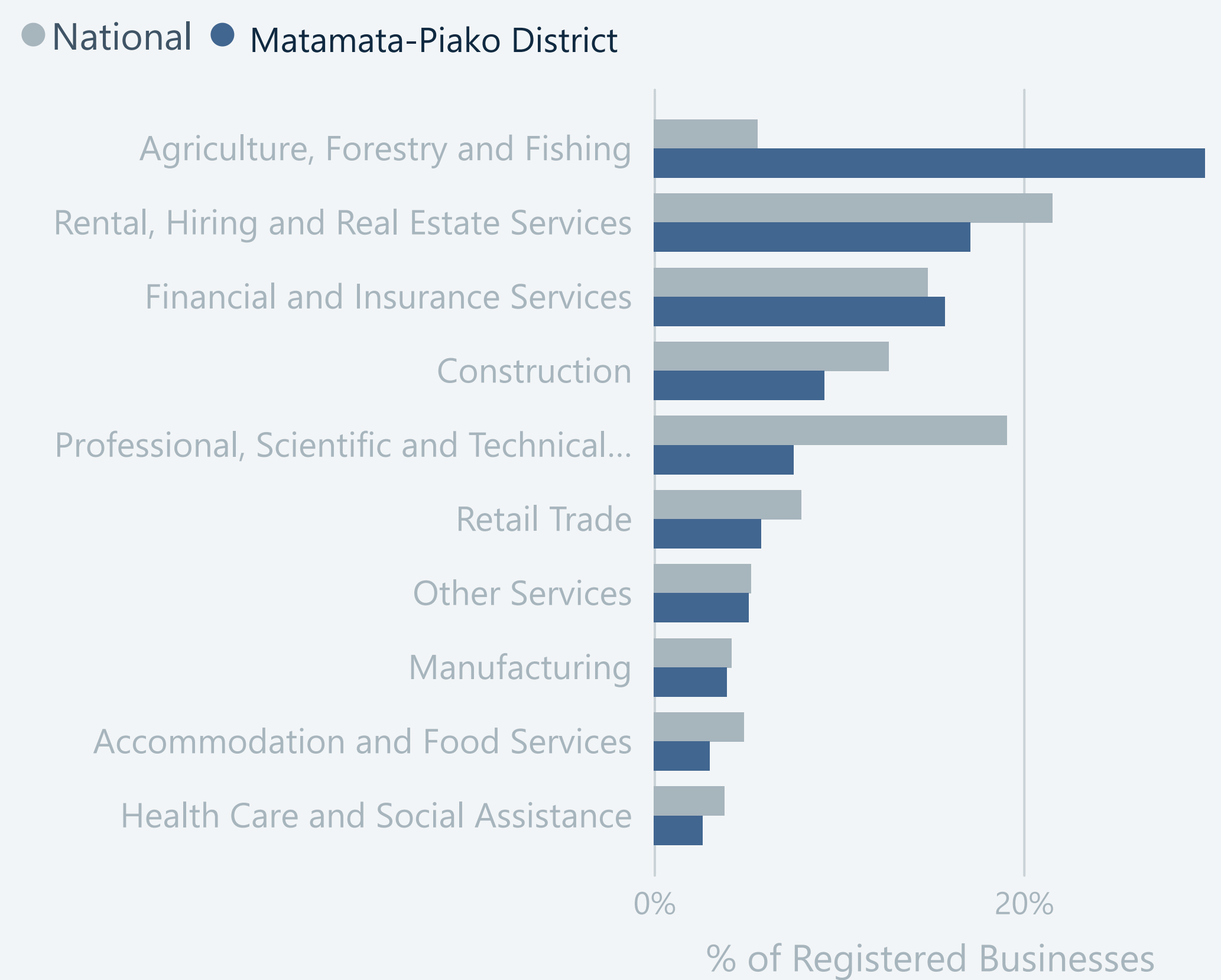
**Total tourism spend this quarter** (Jul 2023) **\$20.3M** ▼ **9.17%** % change is from April 2023

### Total number of businesses registered to date



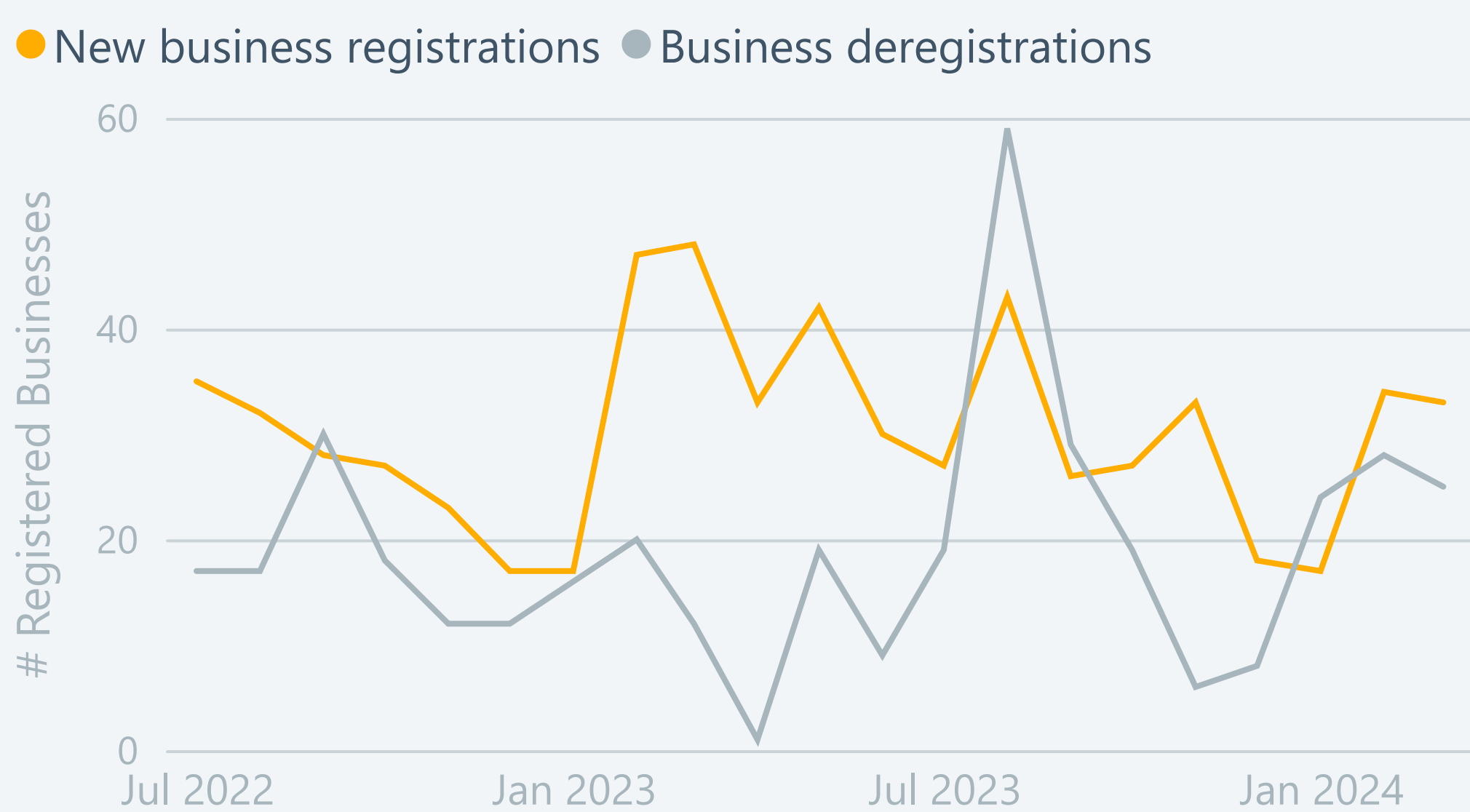
As of March 2024 there were 6206 registered businesses in Matamata-Piako District. Over the last 12 months the number of registered businesses has increased by 117. Nationally, the number of registered businesses has increased by 1.29%.

### Distribution of registered businesses by industry



Agriculture, Forestry and Fishing is the largest industry operating in Matamata-Piako District and makes up 26.6% of all currently registered businesses.

### Business openings and closings in the last year



Comparing March 2024 with March 2023 Matamata-Piako District has seen a decrease in the number of new business registrations of 31.3% and an increase in the number of business deregistrations of 108.3%.

### Tourism spend this quarter



In July 2023, \$7.2M was spent in Matamata-Piako District from domestic and international visitors to the district. Domestic tourism made up 86.9% of total tourism spend, and has decreased by 12.69% since the same time last year, whereas international tourism has increased by 100.63% in the same time period.

### Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Bay of Plenty	▼ \$1.1M	\$3.7M
Auckland	▼ \$1.7M	\$4.9M
Manawatu-Wanganui	▼ \$52K	\$464K
Waikato	▼ \$313K	\$6.4M
Northland	▼ \$179K	\$631K

This quarter, the largest spend from domestic tourists visiting Matamata-Piako District came from the Waikato region, with tourists spending \$6.4M. This represents a decrease of \$313K since the same quarter last year.

### Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Marlborough	▼ \$37K	\$25K
Nelson	▼ \$17K	\$16K
West Coast	▼ \$15K	\$23K

This quarter, Matamata-Piako District saw the greatest % change in domestic tourism spend from those visiting from the Marlborough region since the same quarter last year, with a \$37K 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.

Note that our source of tourism spend data has been deprecated and no longer updating. DOT are seeking an alternative replacement.

### Visiting countries with the greatest spend

Visiting country	\$ Change	Spend
Australia	▲ \$76K	\$611K
Rest of Asia	▲ \$123K	\$171K
Rest of Europe	▲ \$109K	\$185K
United Kingdom	▲ \$65K	\$175K
United States of America	▲ \$570K	\$803K

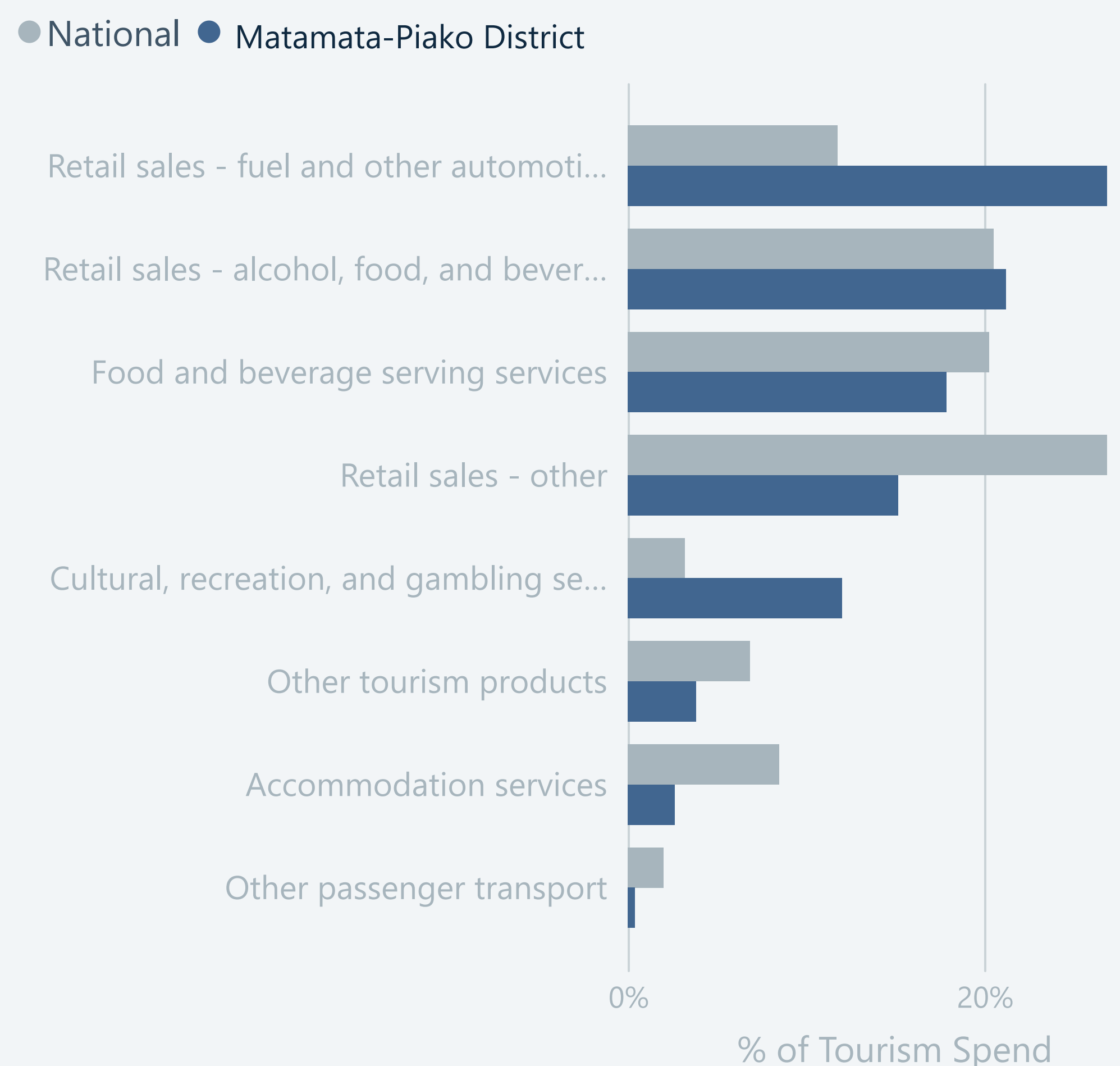
This quarter, the largest spend from international tourists visiting Matamata-Piako District came from United States of America, with tourists spending \$803K. This represents an increase of \$570K since the same quarter last year.

### Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
China	▲ \$63K	\$72K
Rest of Americas	▲ \$51K	\$63K
Japan	▲ \$15K	\$17K

This quarter, Matamata-Piako District saw the greatest % change in international tourism spend from those visiting from Japan since the same quarter last year, with a \$15K increase in spend.

### Tourism spend by industry



In Matamata-Piako District tourists spent the most on Retail sales - fuel and other automotive products this quarter, which was 26.9% of all tourism spend. This is 128% larger than the national proportion.



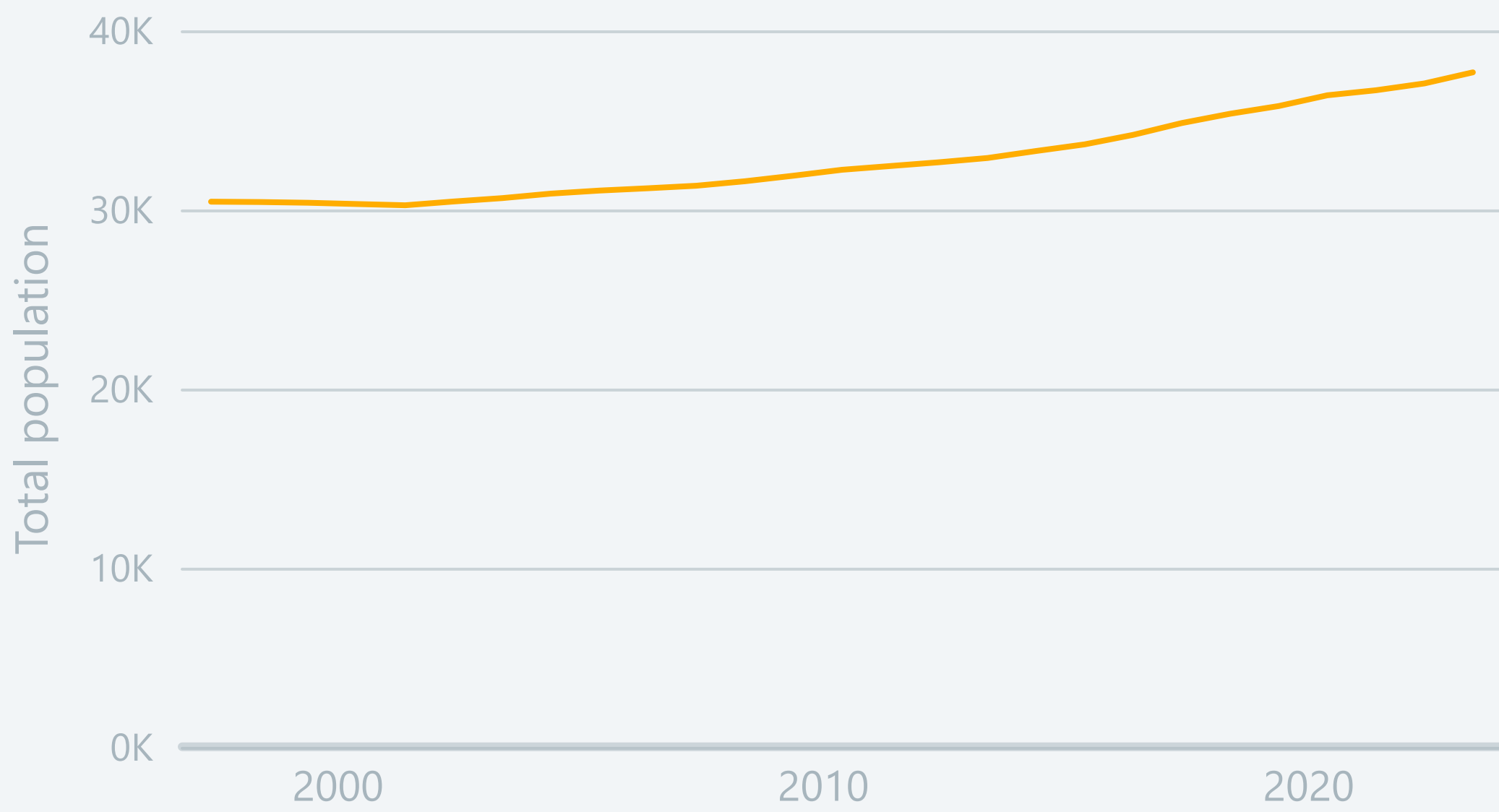


# Demographics

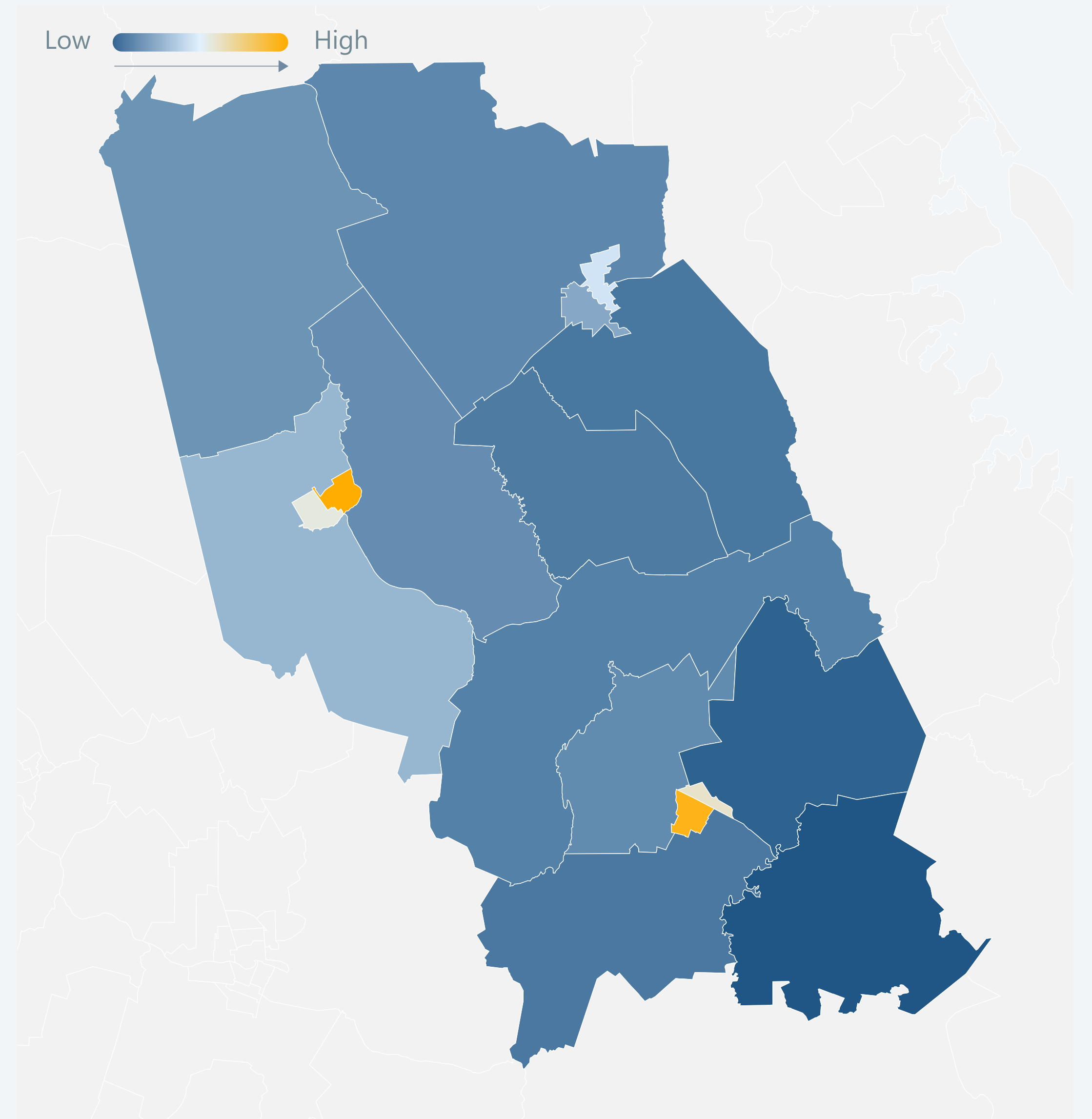
## Estimated population

# 37.66K

Is the estimated total population in Matamata-Piako District in 2023. The population in the area has increased by 1.67% or 619 people since 2022.

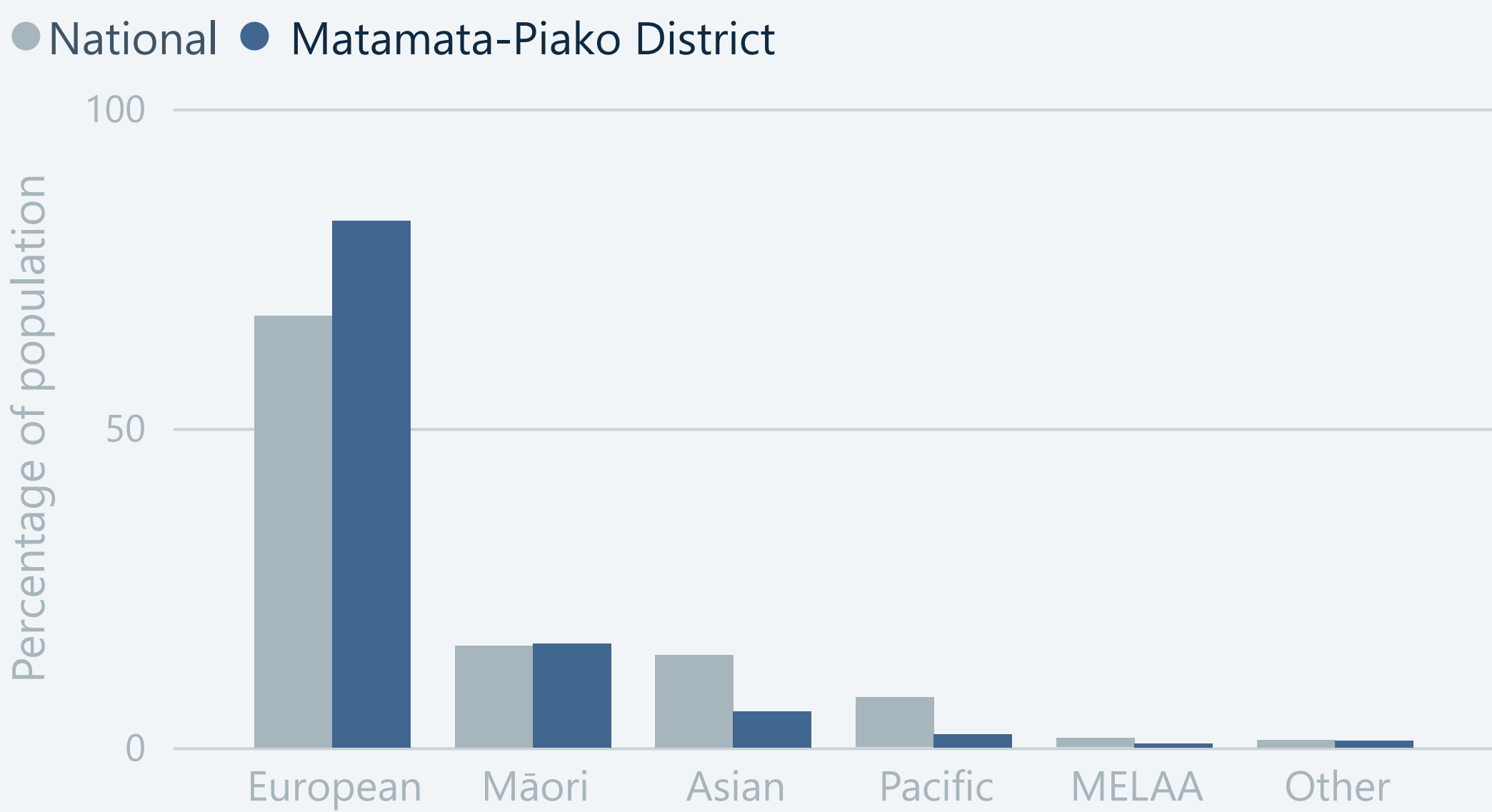


## Population distribution



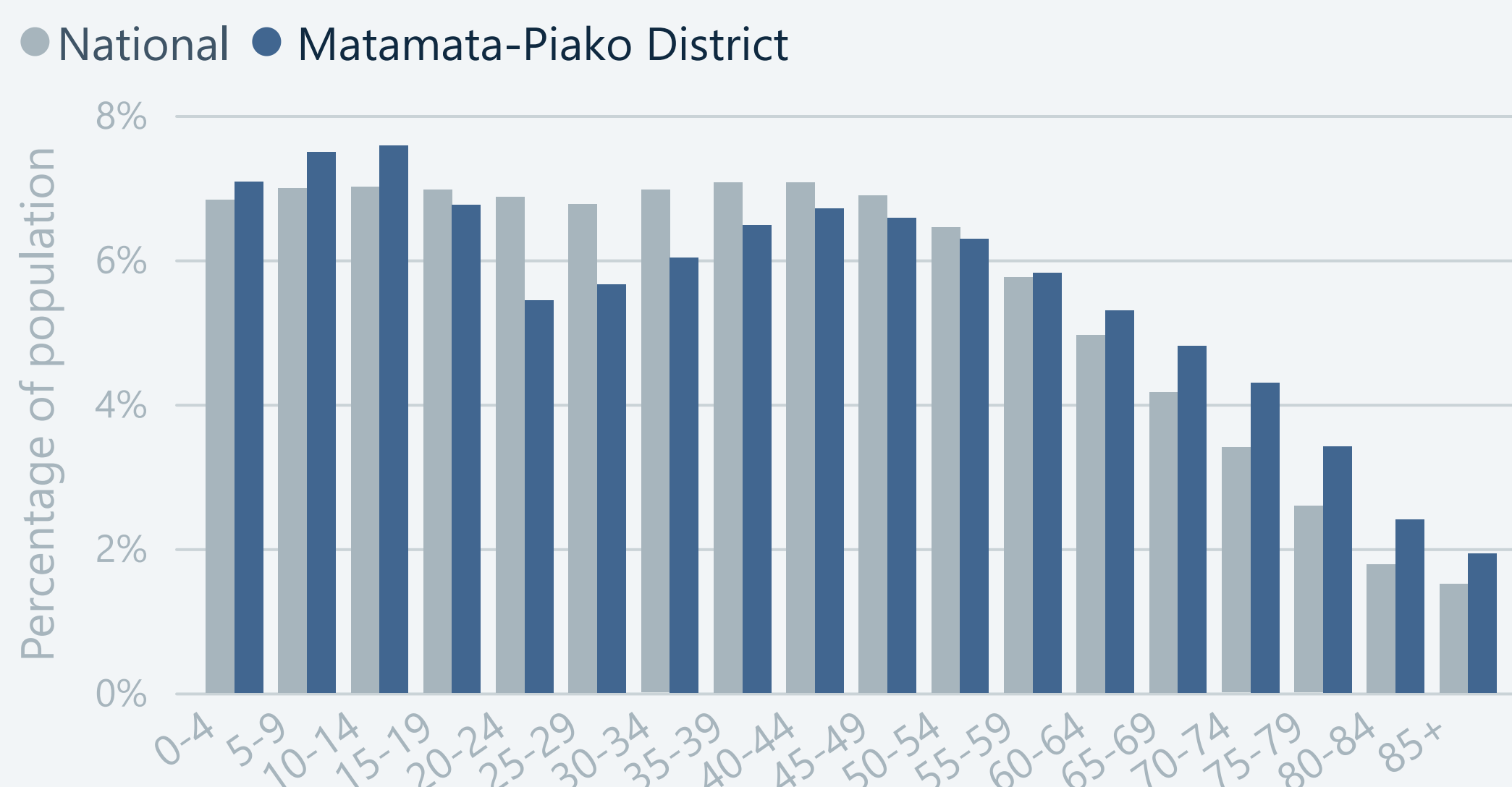
In June 2023, Morrinsville East saw the greatest change in population, with an increase of 4.4% since June 2022.

## Ethnic distribution



As of March 2018 the largest ethnic group in Matamata-Piako District is European (82.5%), 22% larger than the national percentage. The ethnicity that has had the greatest change since March 2013 is Asian, increasing by 53.42%.

## Age distribution



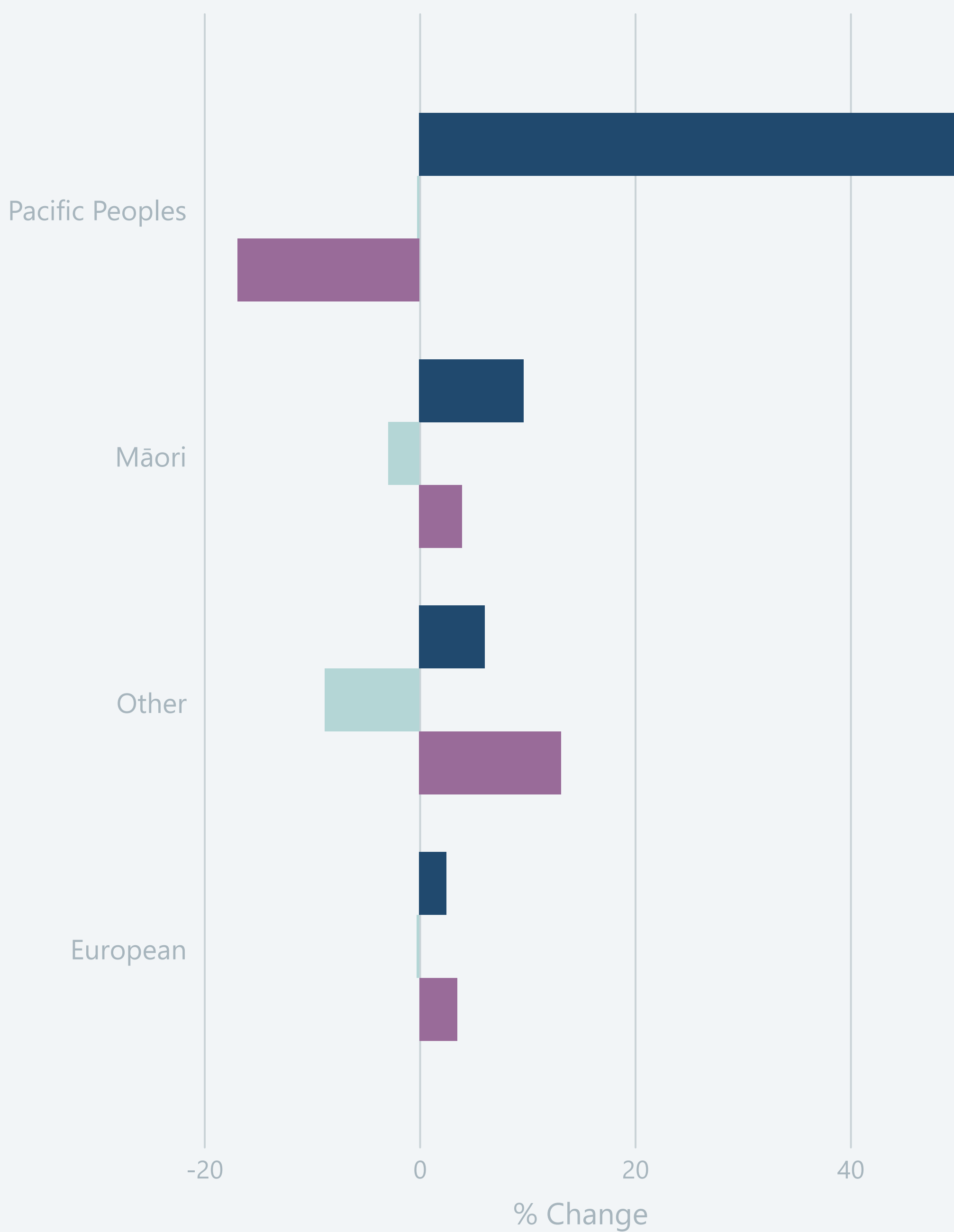
As of June 2023 the largest age band in Matamata-Piako District is 30-34 (6.9%), 11.1% less than the national distribution. The age band that has had the greatest change since June 2022 is 75-79, increasing by 7.79%.

## Key Pillar Changes

Job seeker support rate	Mar 2024	<b>5.5%</b>	<span style="color: red;">▲</span> 6.28%	% change is from March 2023
Means tested benefit rate	Mar 2024	<b>2.9%</b>	<span style="color: green;">▼</span> 0.96%	% change is from March 2023
Sole parent support rate	Mar 2024	<b>2.7%</b>	<span style="color: red;">▲</span> 5.64%	% change is from March 2023

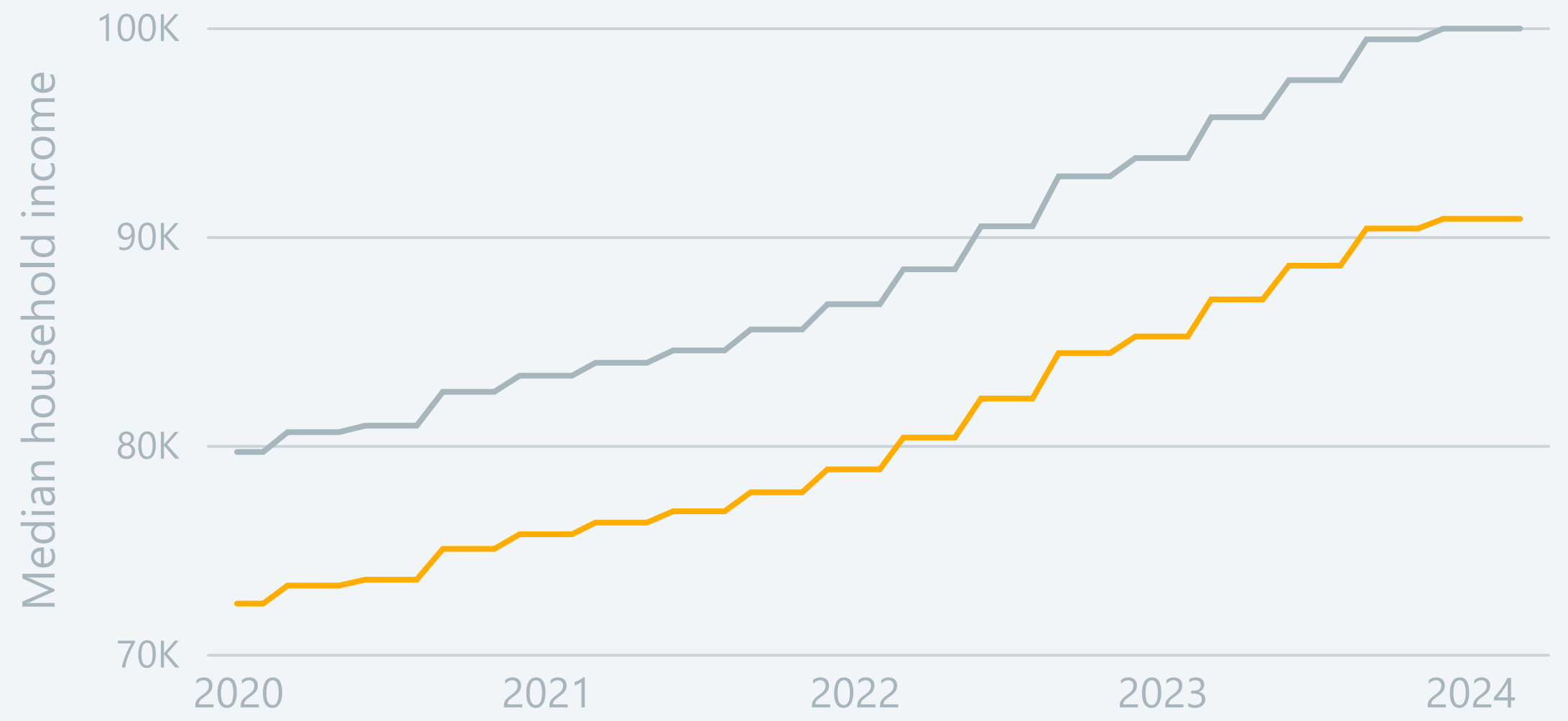
## Change in benefit rates by Ethnicity

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



## Median Household Income over time

● National ● Matamata-Piako District



As of March 2024, the median household income (adjusted for inflation) in Matamata-Piako District was \$90,829. This is 9.1% less than the national median.

Within Matamata-Piako District, the benefit rate by ethnicity with the greatest increase in the last 12 months was Job Seeker Support for Pacific Peoples, up 49.66% to a value of 8.22 claimants per 100 working adults (15-64yrs). Comparatively, Single Parent Support for Pacific Peoples saw the greatest decrease over the last 12 months, down 16.86% to 3.42 claimants per 100 working adults.

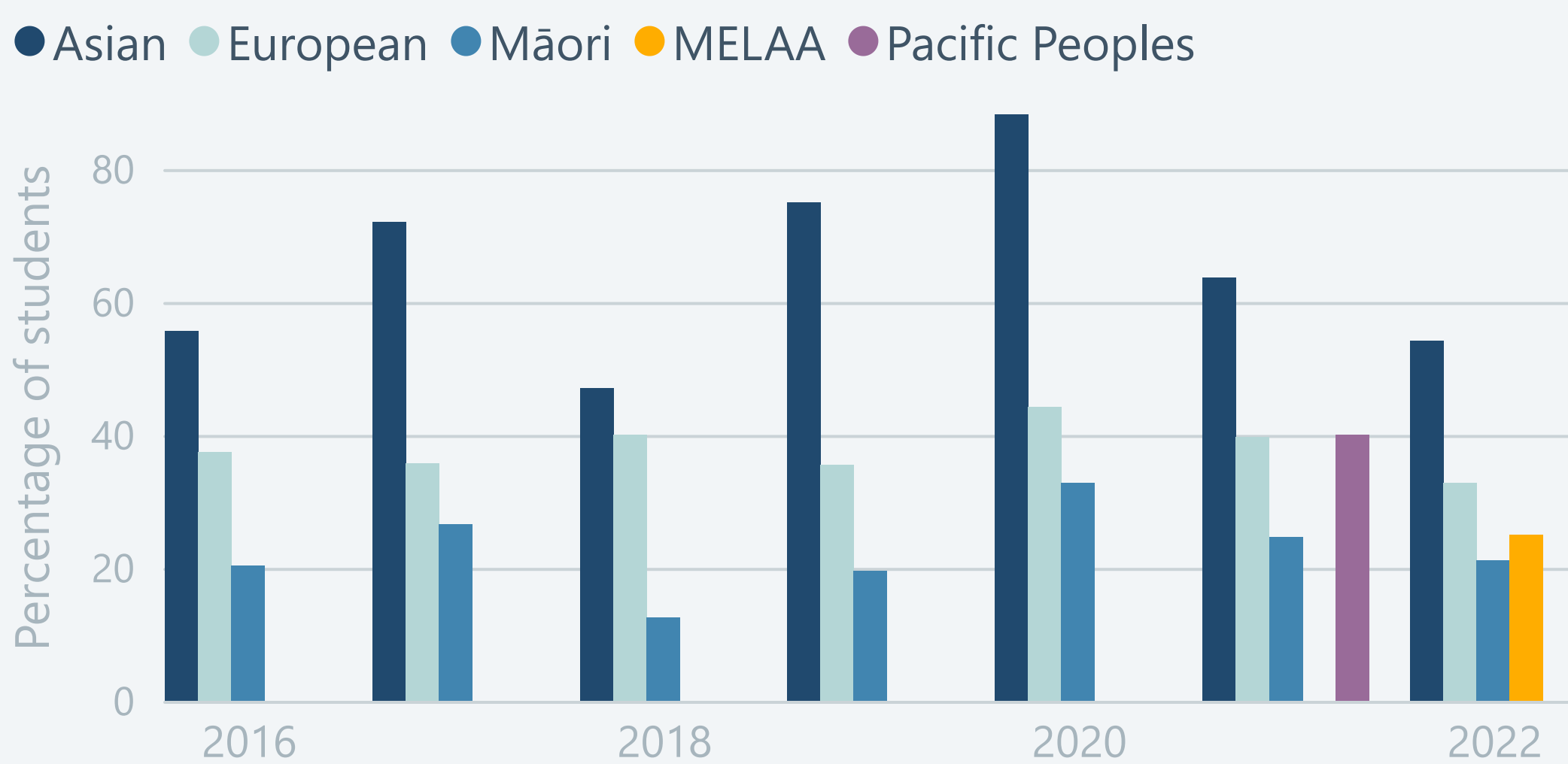
## Key Pillar Changes

Secondary school retention Jan 2022 **66.0%** ▽ 8.49% % change is from January 2021

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

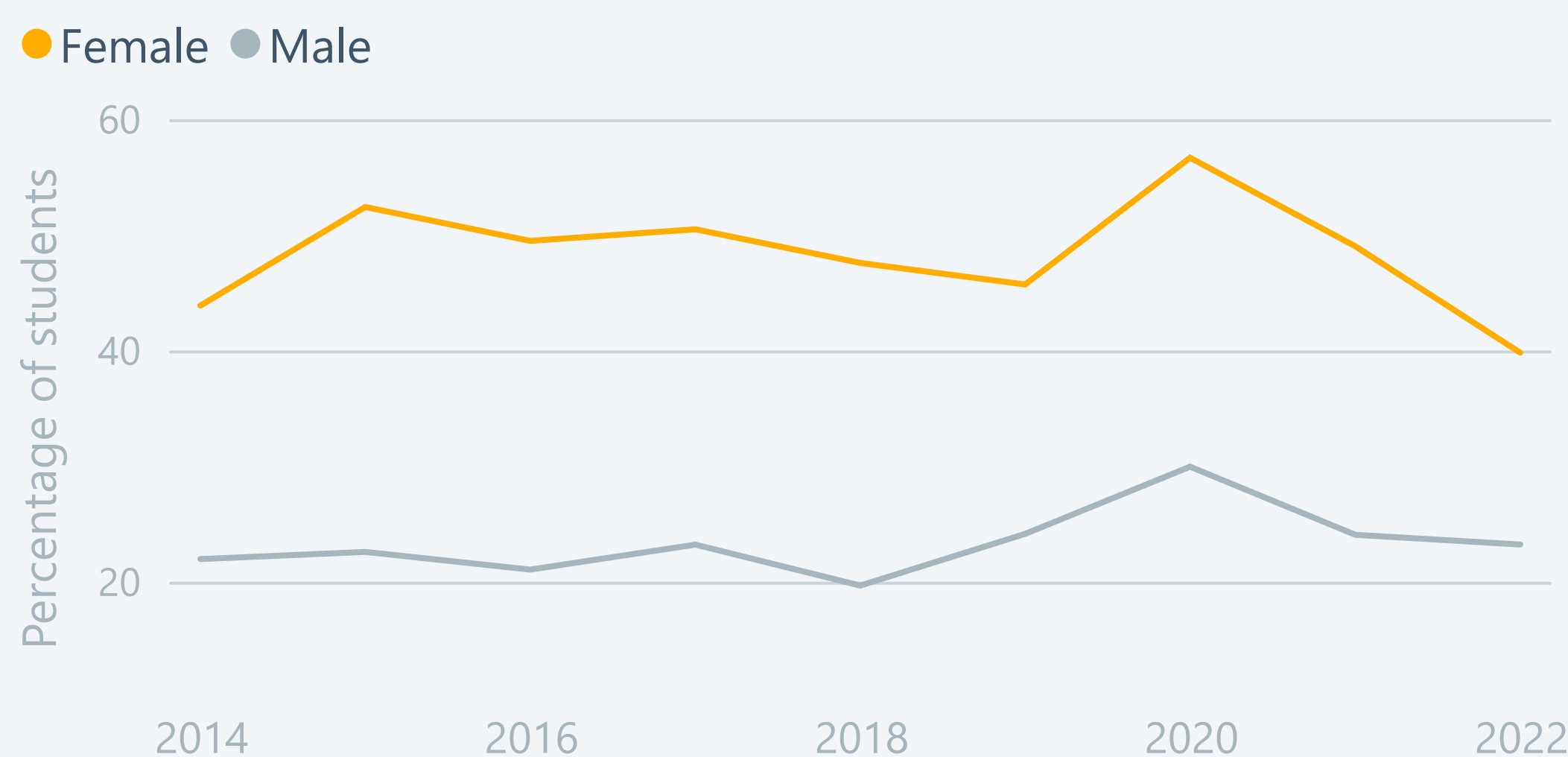
Ethnicity with greatest change in secondary school retention Jan 2022 **Pacific Peoples** ▽ 37.5% % change is from January 2021

### School leavers with NCEA3 level by ethnicity



In 2022, Asian students in Matamata-Piako District had the greatest proportion of students leaving with NCEA3. This is 2.56 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 10.2%. Māori NCEA Level 3 pass rates in Matamata-Piako District are 59% 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 Matamata-Piako District for female students has been 2.07 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for female students compared with male students was less than average. Compared to national figures, in 2022 the pass rate in Matamata-Piako District were lower for both females and males.

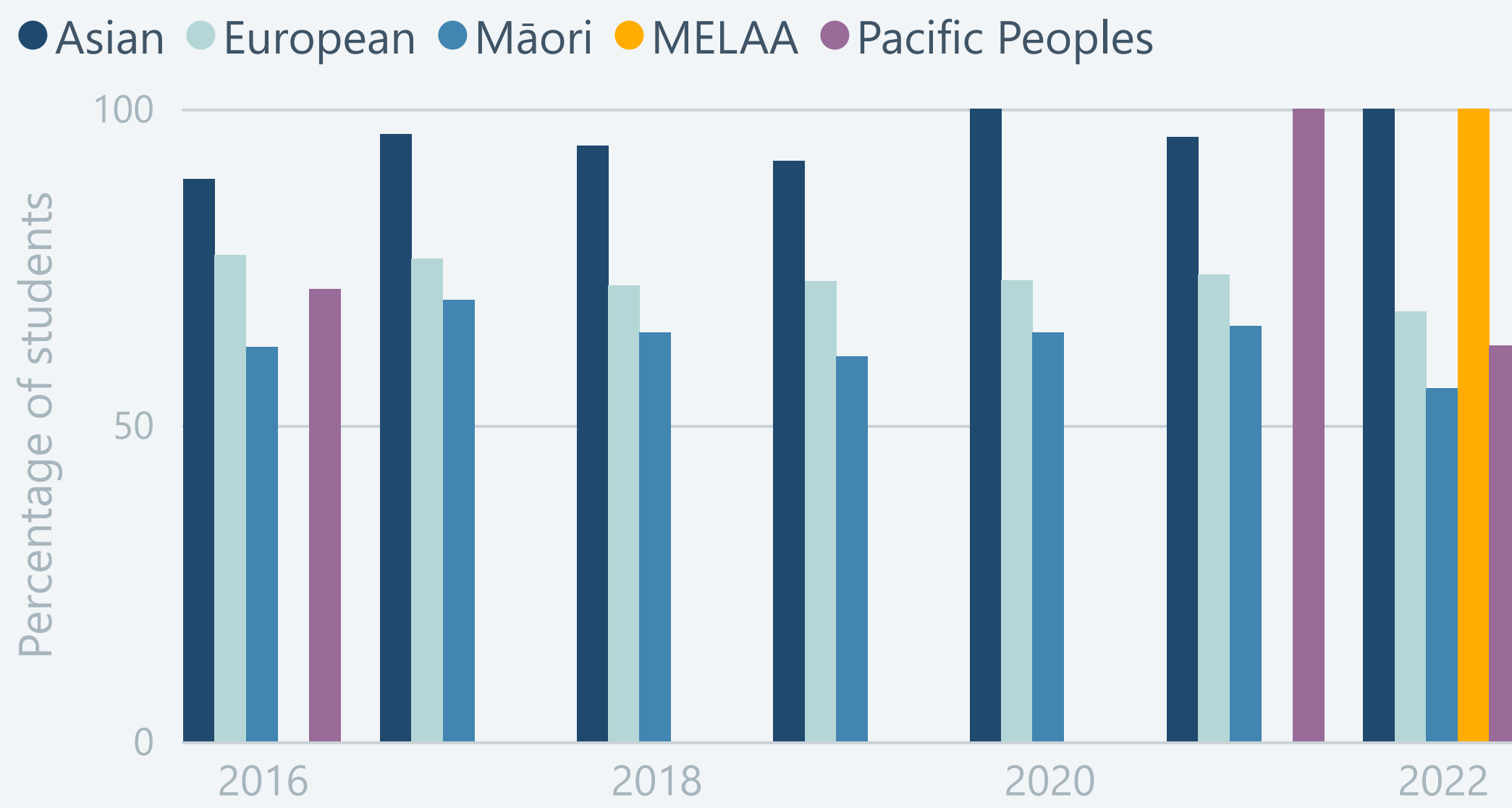
### Schools with greatest change in NCEA3 pass rate

In 2022, the school with the greatest change in the percentage of students leaving with NCEA Level 3 (pass rate) since 2021 was Te Aroha College, with a 13.22% decrease. Note that the table includes only those schools with more than 50 students.

School	% Change	Pass Rate
Te Aroha College	▽ 13.22	22.08
Morrinsville College	▽ 8.01	37.11
Matamata College	▽ 1.53	30.39

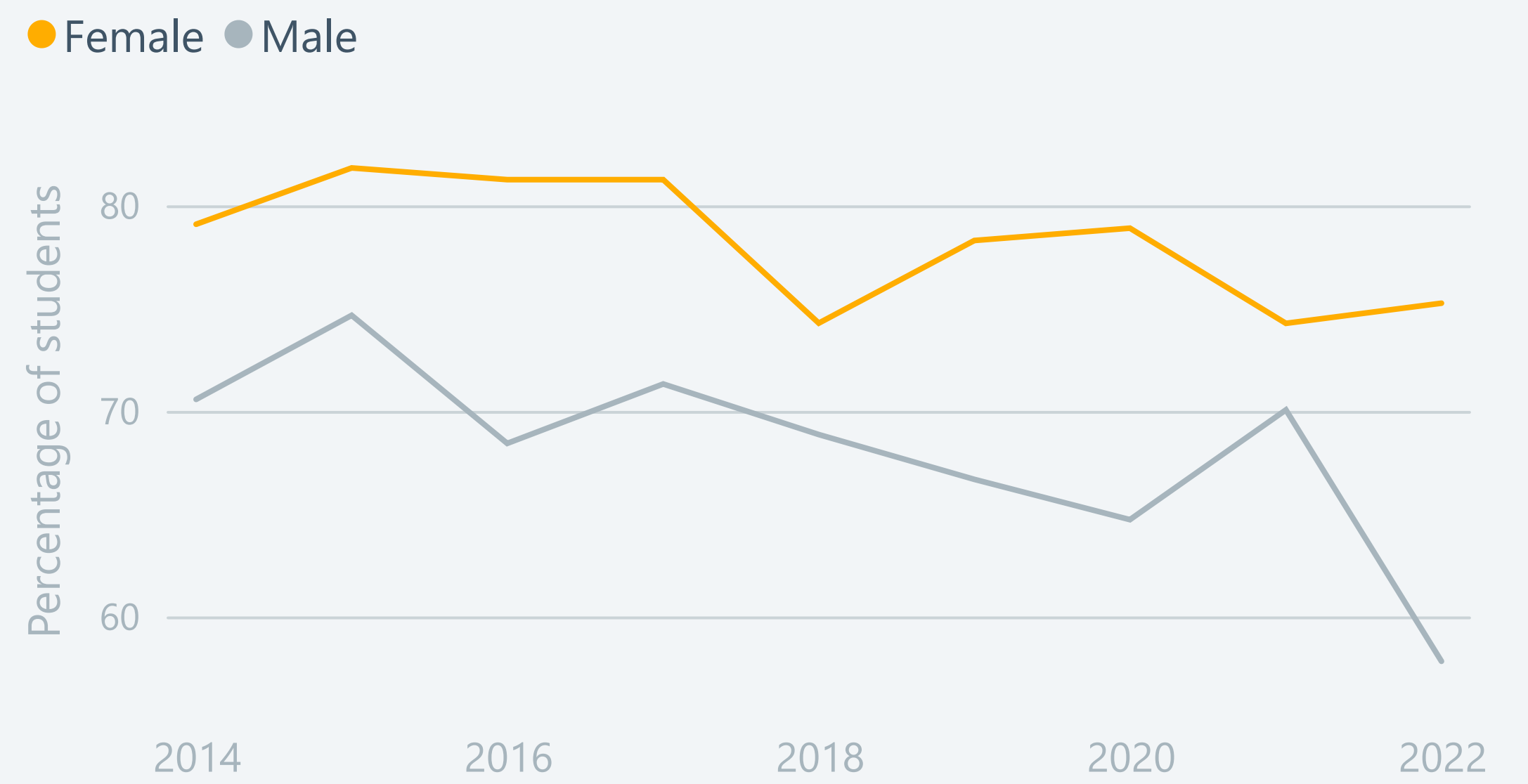


## Secondary school retention by ethnicity



In 2022, multiple ethnicities students in Matamata-Piako District had the greatest retention rate. This is 1.79 times larger than Māori students, who have the lowest retention rate. Māori students have seen the greatest change in retention, with an increase of 1.7%. Māori retention rates in Matamata-Piako District are 86% of National Māori rates.

## Secondary school retention by gender



On average, since 2014, the retention rate in Matamata-Piako 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 higher than average.. Compared to national figures, in 2022 the retention rates in Matamata-Piako 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 Matamata College, with a 8.31% decrease. Note that the table includes only those schools with more than 50 students.

Community	% Change	Retention rate
Matamata College	▼ 8.31	62
Te Aroha College	▼ 4.35	66
Morrinsville College	▼ 4.12	71

! 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.



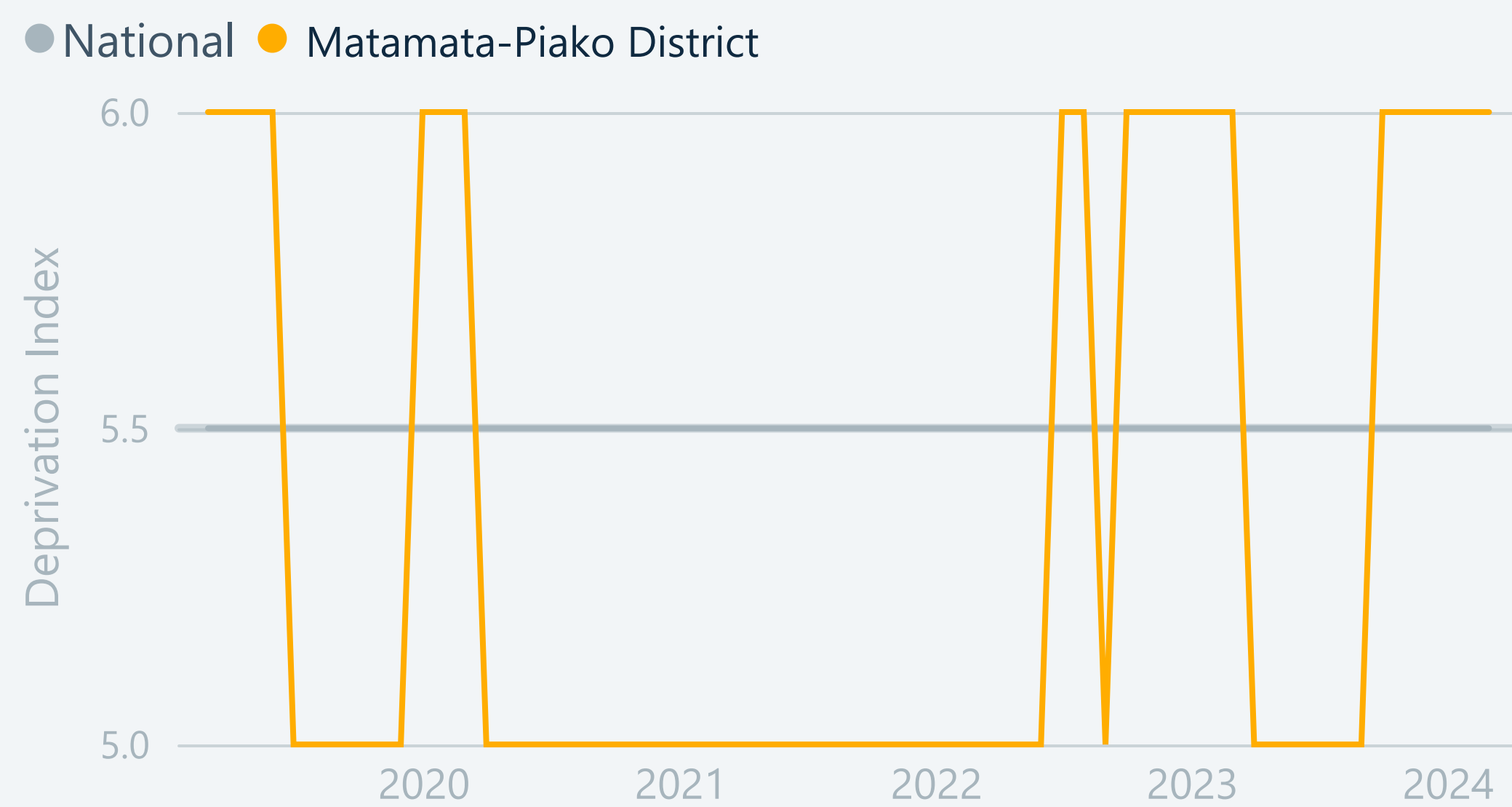
## Key Pillar Changes

Deprivation Index Mar 2024 **6.0** — 0% % change is from February 2024

Community with greatest decrease in deprivation score Mar 2024 **Te Poi** ▽ 1.78% % change is from March 2023

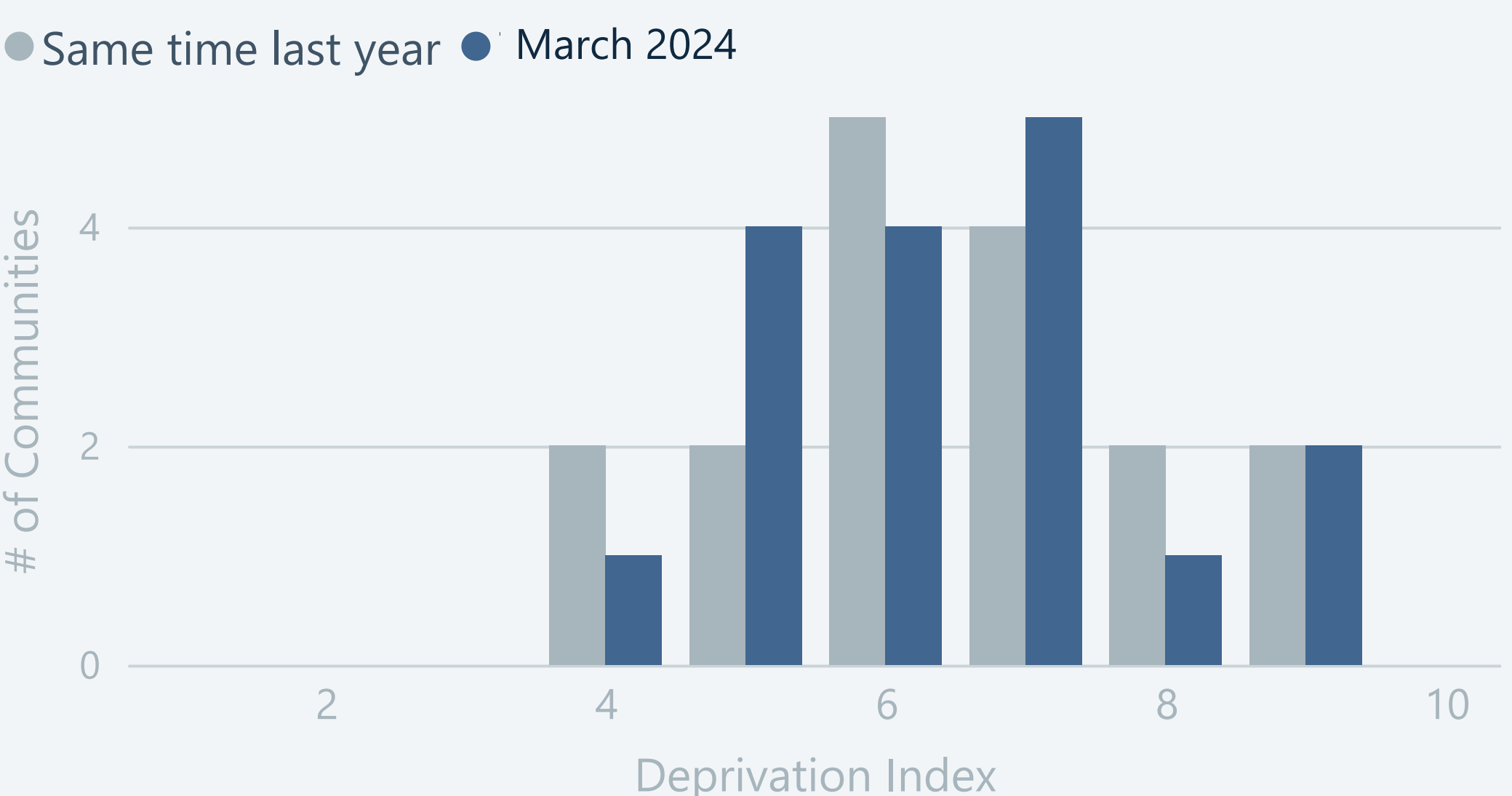
Community with greatest increase in deprivation score Mar 2024 **Matamata North** ▲ 1.57% % change is from March 2023

## Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Matamata-Piako District has seen no change, and is 6 as of March 2024. The deprivation index is 9.1% above the national median index of 5.5.

## Distribution of Deprivation Index



In Matamata-Piako District, 17.6% 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).

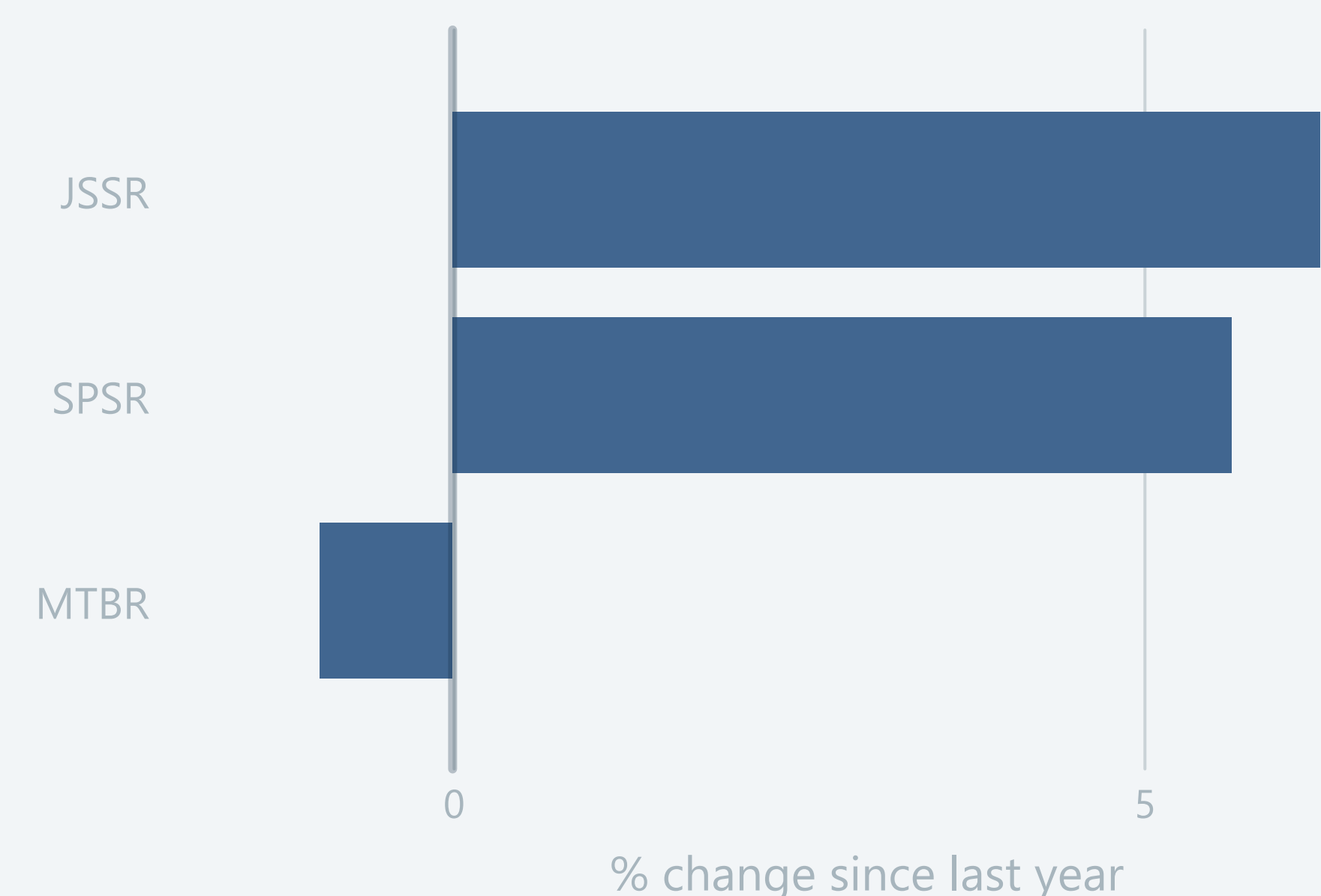
**i** Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

## Communities with the Greatest Change

Community	% Change	Depr. score
Te Poi	▽ 1.78	980.63
Matamata North	▲ 1.57	1,031.58
Morrinsville West	▽ 1.46	1,034.64
Tahuroa	▽ 1.06	989.69
Okauia	▲ 1.02	966.36

The community with the greatest change in deprivation score since the same time last year was Te Poi, with a 1.8% decrease.

## 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 6.28% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

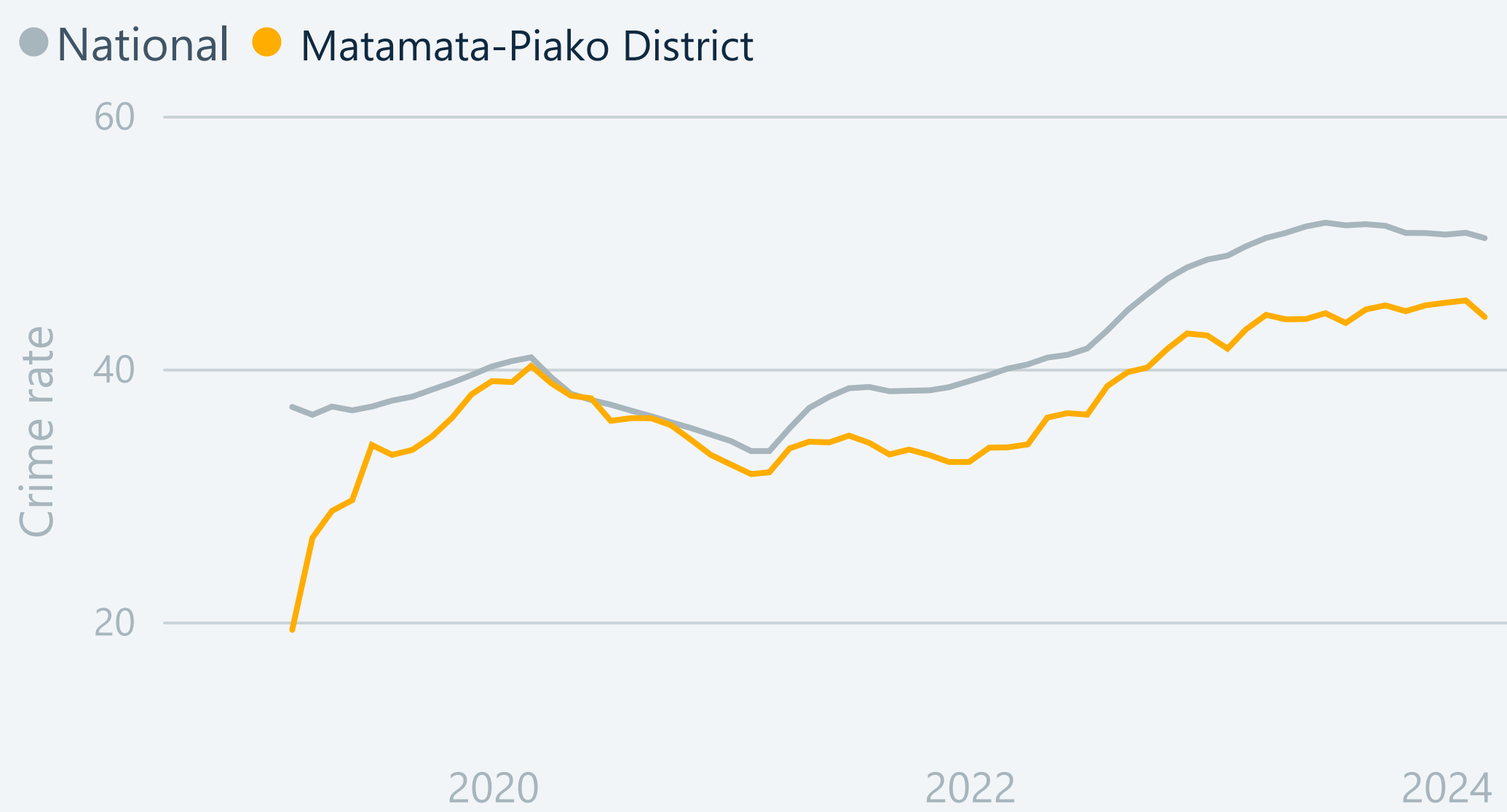
## Key Pillar Changes

Crime rate Mar 2024 **44.1** ▽ 2.03% % change is from December 2023

Crime type with the greatest change in crime rate Mar 2024 **Sexual Assault** ▽ 18.93% % change is from December 2023

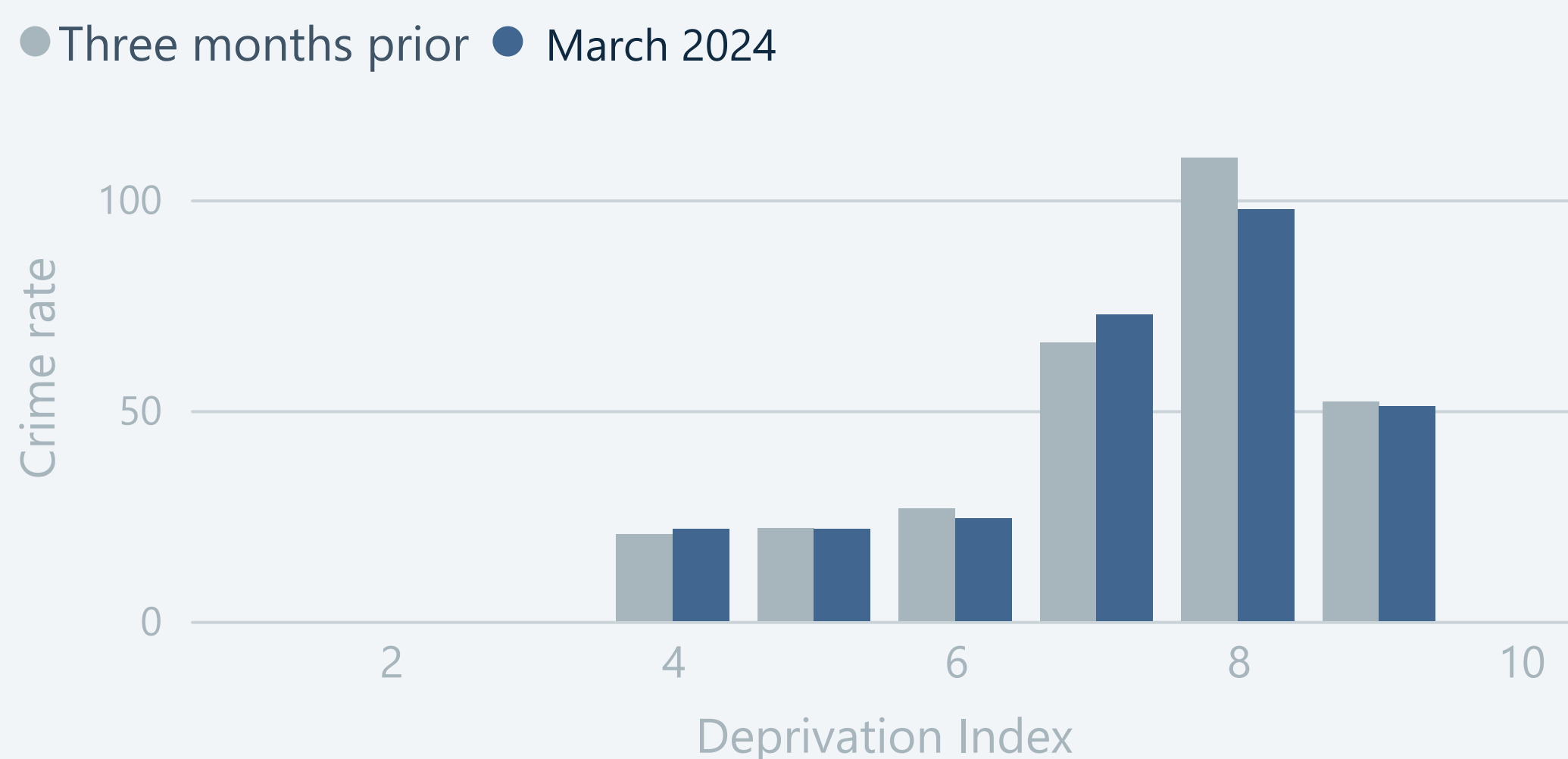
Community with greatest change in crime rate Mar 2024 **Richmond Downs-Wardville** ▲ 26.2% % change is from December 2023

## Comparison to National Crime Rate



Compared with the same time last year the crime rate in Matamata-Piako District has increased by 2.3%, and is 44.1 as at March 2024. The crime rate is 12.4% below the national rate of 50.3.

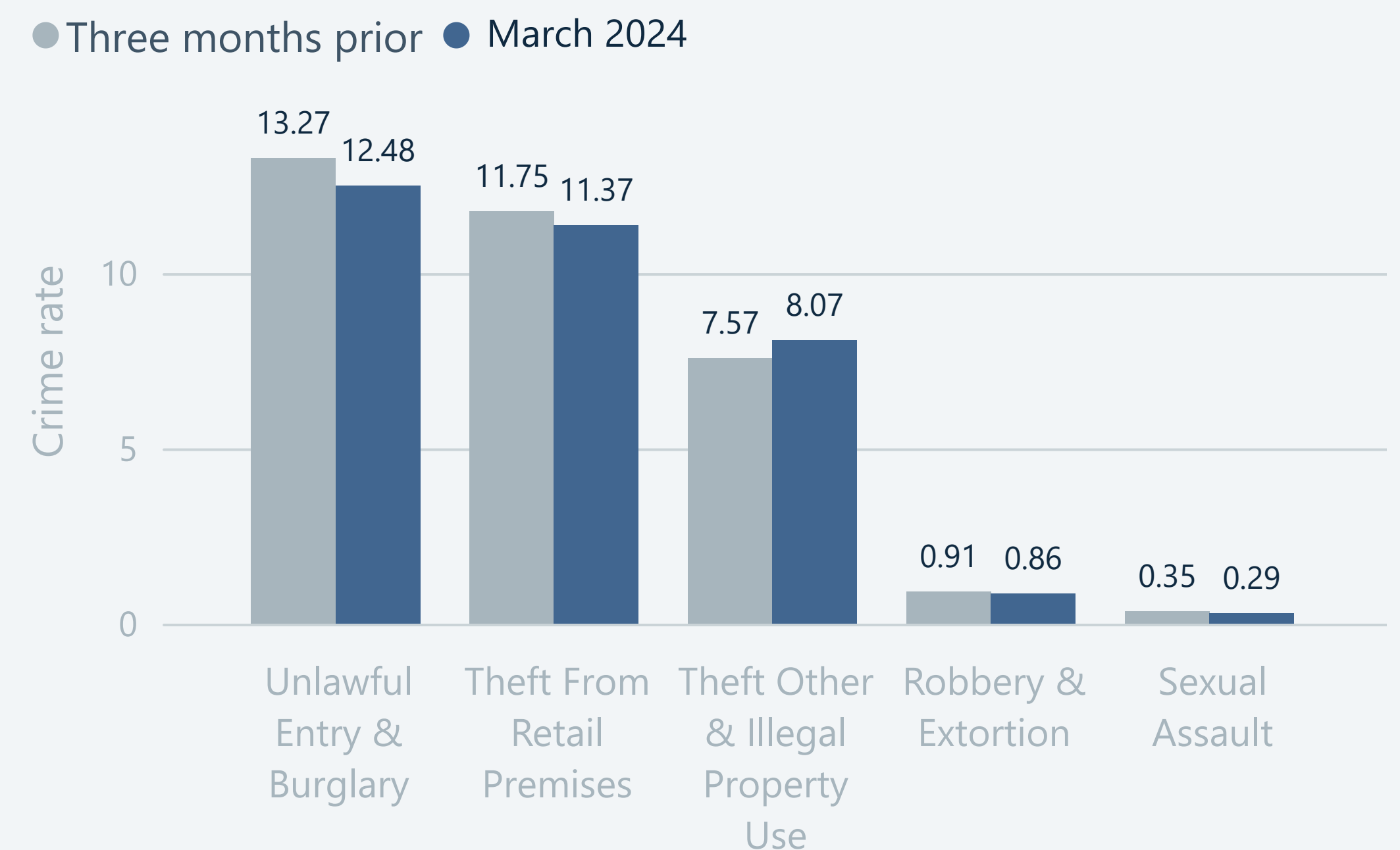
## Crime Rate by Deprivation Index



In Matamata-Piako District, communities with a deprivation index of 8 have the highest crime rate. The crime rate in these communities is 4.5 times higher than those with a deprivation index of 4, 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 10%.

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

## Crime Types with the Greatest Change



Within Matamata-Piako District, the most prevalent type of crime in March 2024 was 'Unlawful Entry/Burglary/Breaking & Entering'. The type of crime that had the greatest change in the last 3 months was 'Theft (Except Motor Vehicles) & Illegal Use of Property', with an increase of 6.6%.

## Communities with Greatest Change

Community	% Change	Crime rate
Richmond Downs-Wardville	▲ 26.20	34.5
Mangaiti	▽ 22.97	15.8
Te Poi	▲ 20.25	31.5
Tahuna-Mangateparu	▽ 19.72	16.3
Waitoa-Ngarua	▲ 15.08	20.1

Richmond Downs-Wardville saw the greatest change in crime rate over the last 3 months in Matamata-Piako District, with an increase of 26.2%.



# Important information

## Private & Confidential

---

This document, any insights it contains, and any supporting data, (together, the insights) are made available to you by DOT Data Limited (DOT), on a private and confidential basis, for internal use only. They may only be provided to your directors, officers, employees, contractors agents, advisers and representatives (Related Parties) who need to know the insights for the purpose of evaluating them, and who are informed of their private and confidential nature.

## Proprietary and Intellectual Property Rights

---

The Insights are the property of DOT Loves Data, and nothing may be construed as granting you any proprietary or other rights in the Insights.

## Information Only

---

The sole purpose of the Insights is to provide you with information on the topic and subject matter set out in these Insights. The Insights may not be used for any other purpose.

## Independent Assessment

---

DOT Loves Data does not provide any financial, investment, legal or taxation advice in connection with the Insights. You should seek independent financial, investment, legal, taxation and other relevant advice in relation to the Insights.

## Disclaimer

---

DOT Loves Data has created the Insights in good faith, and believes the Insights to be correct at the time they were compiled. You agree to access and use the Insights at your own risk. To the extent permitted by law DOT Loves Data, its related companies and affiliates, and the Related Parties of each of them (together, Affiliates):

- do not make any representation warranty, assurance or undertaking as to the accuracy, completeness or currency of the data forming part of the Insights, or the views expressed within the Insights, including whether it is suitable or sufficient for you, fit for any particular purpose, or for any other person or purposes, or agrees to inform you of any matter that subsequently comes to their notice, which may affect the accuracy, reliability or completeness of the Insights; and
- are not liable or responsible for any loss, damage, claim, liability, proceedings, costs or expenses, arising directly or indirectly, and whether in tort (including negligence), contract, equity or otherwise, out of or in connection with the Insights.

## Projections & Forecasts

---

The Insights may involve material elements of subjective judgement and analysis. Any of the views which comprise estimates, forecasts or other projections, are subject to significant uncertainties and contingencies that cannot reasonably be anticipated. On this basis, such views may not always be achieved or prove to be correct.

Indications of past performance in the Insights will not necessarily be repeated in the future.

Additionally, the Insights may contain 'forward looking statements'. Actual events or results or actual performance may differ materially from those reflected or contemplated in such forward looking statements.

## Your Responsibilities

---

You must not:

- Copy or reverse engineer the Insights or any data forming part of the Insights.
- Attempt to re-identify or de-aggregate any of the Insights or any data forming part of the Insights.
- Disclose the Insights, the data comprising the Insights, or the existence of any aspect of the Insights, to any other person without the prior written consent of DOT Loves Data Limited.