

Quarterly Report

Taupo District

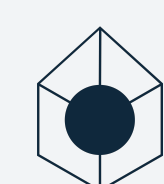
Summary

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

 New Business Registrations this month


 **39.0**

As of March 2024, Taupo District saw 39.0 new business registrations, an increase of 77.27% compared with December 2023.

 Years to save for a house deposit

 **12.0**

As of March 2024, it would take 12.0 years to save for a 20% home deposit in Taupo District, an increase of 1.6% compared with December 2023.

 Gambling spend per capita

 **\$92**

As of September 2023, an average of \$92.0 was spent by individuals over 18 years in Taupo District through electronic gaming machines, an increase of 2.4% compared with June 2023.

 Crime rate

 **60.5**

In March 2024, Taupo District had a crime rate of 60.5 incidents per 10,000 people, an increase of 0.64% compared with December 2023.

 Deprivation Index

 **7.0**

As of March 2024, the deprivation within Taupo District is 7.0 and this is unchanged since February 2024.

 Job seeker support rate

 **6.0%**

In March 2024, 6.0% of the working population (15-64 years) in Taupo District claimed Job Seeker Support, an increase of 8.8% compared with March 2023.

 Trending Up  Trending Down  Improving  Worsening  No Change

Key Pillar Changes

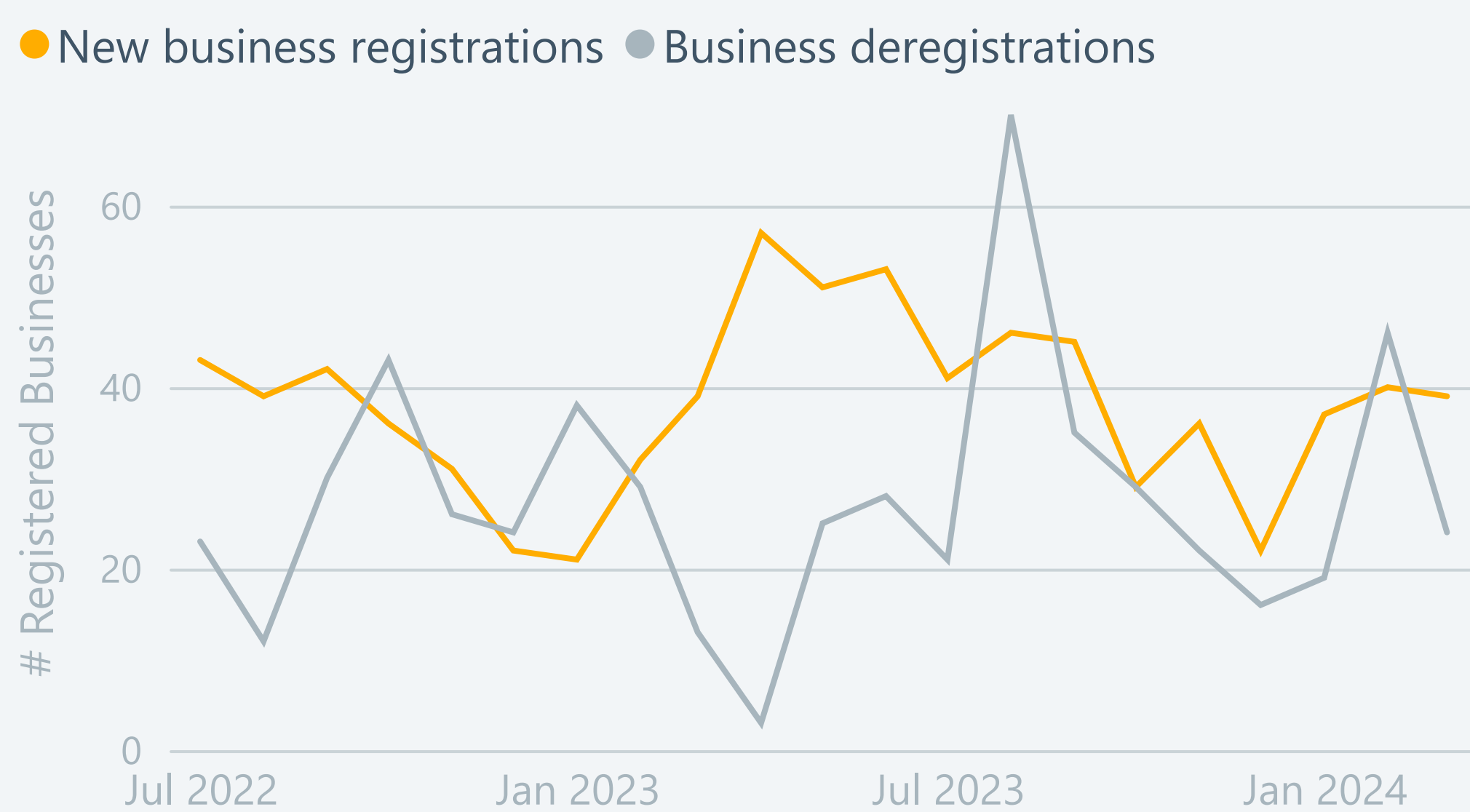
New Business Registrations this month	Mar 2024	39.0	▲ 77.27%	% change is from December 2023
Business Deregistrations this month	Mar 2024	24.0	▲ 50%	% change is from December 2023
Total tourism spend this quarter	Jul 2023	\$82.7M	▼ 24.28%	% change is from April 2023

Total number of businesses registered to date



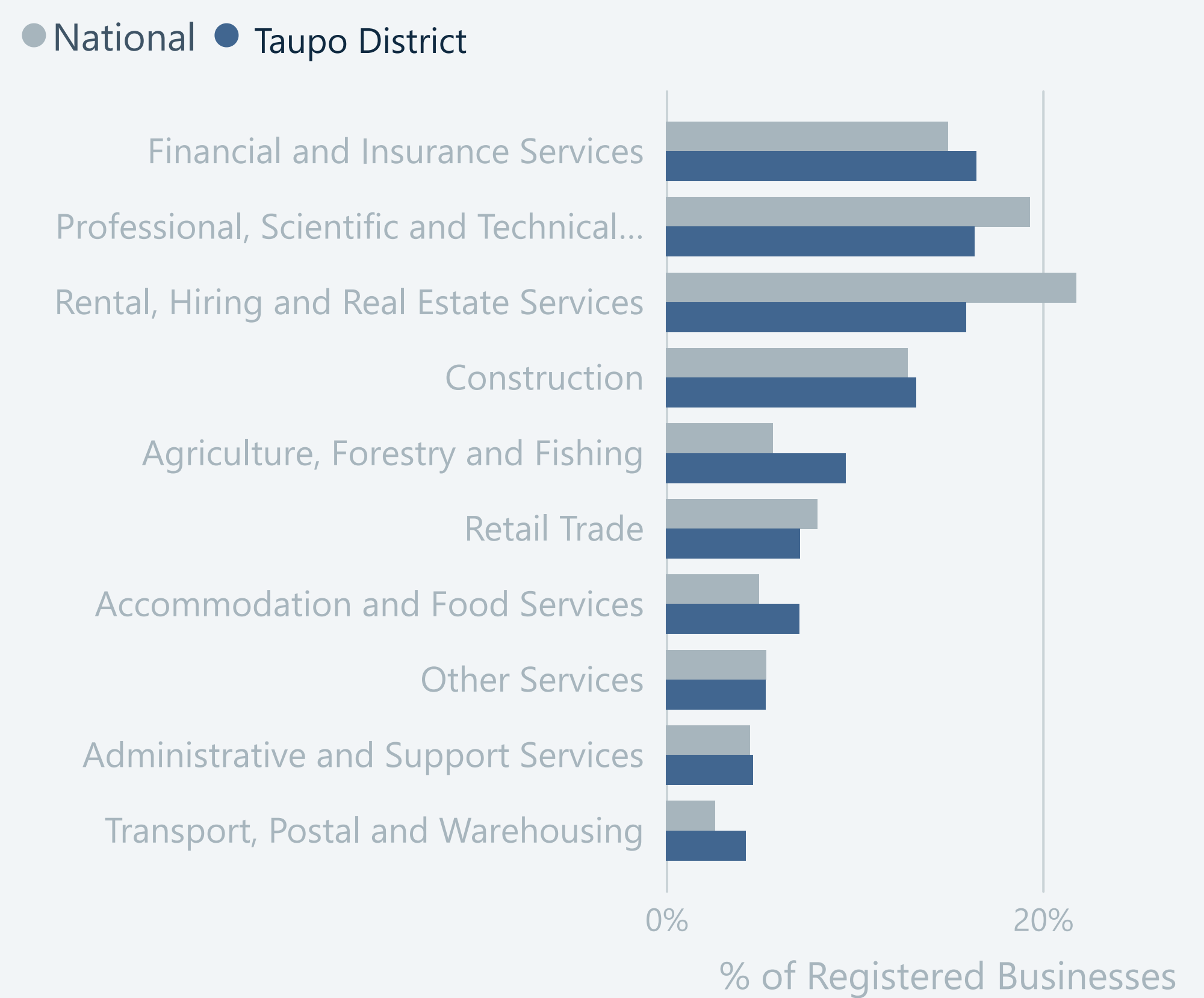
As of March 2024 there were 7166 registered businesses in Taupo District. Over the last 12 months the number of registered businesses has increased by 158. Nationally, the number of registered businesses has increased by 1.29%.

Business openings and closings in the last year



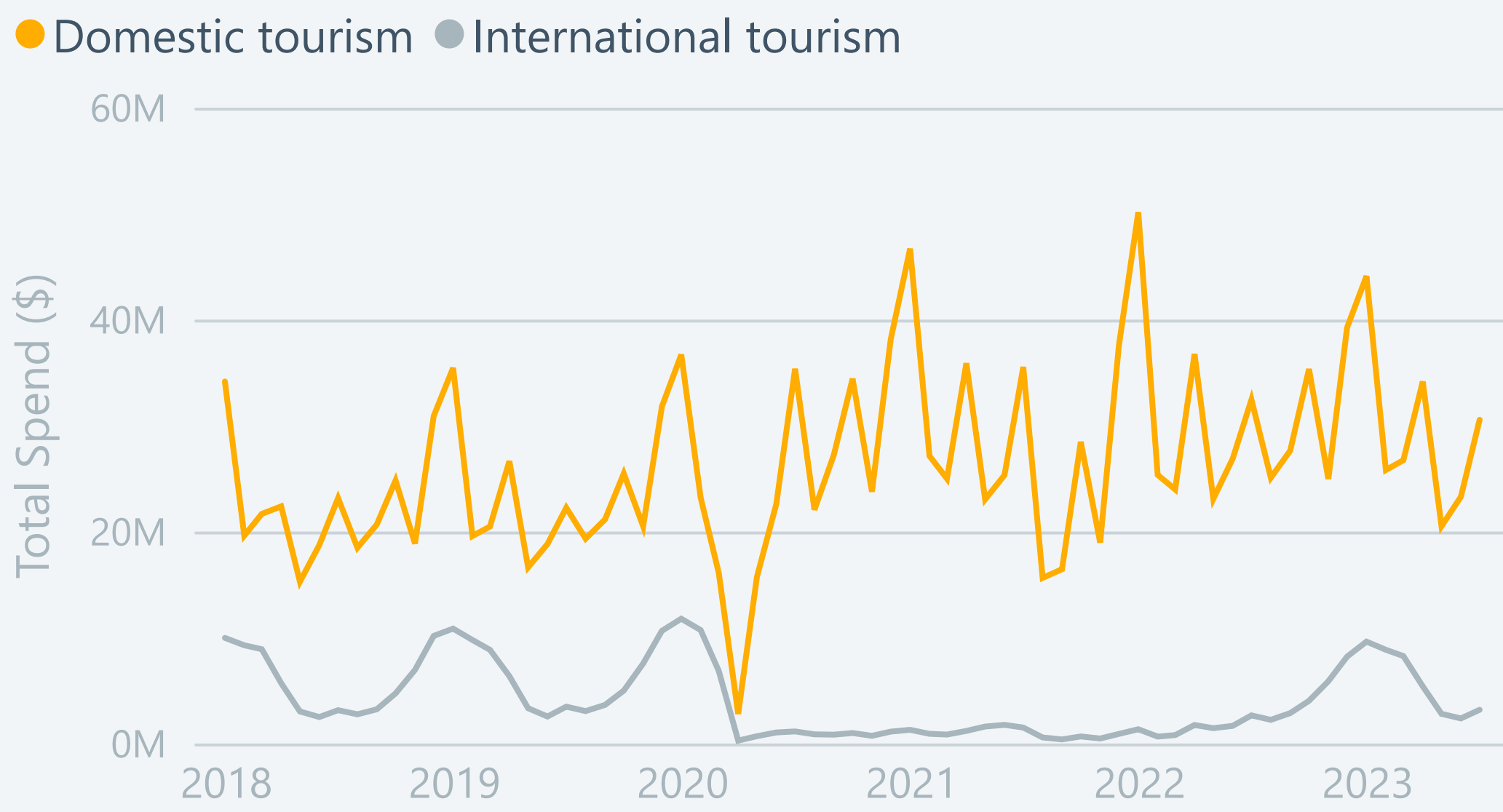
Comparing March 2024 with March 2023 Taupo District has seen no change in the number of new business registrations of 0% and an increase in the number of business deregistrations of 84.6%.

Distribution of registered businesses by industry



Financial and Insurance Services is the largest industry operating in Taupo District and makes up 14.1% of all currently registered businesses.

Tourism spend this quarter



In July 2023, \$33.7M was spent in Taupo District from domestic and international visitors to the district. Domestic tourism made up 90.6% of total tourism spend, and has decreased by 5.84% since the same time last year, whereas international tourism has increased by 19.9% in the same time period.

Visiting countries with the greatest spend

Visiting country	\$ Change	Spend
Australia	▲ \$112K	\$2.3M
Rest of Asia	▲ \$255K	\$593K
Rest of Europe	▲ \$341K	\$647K
United Kingdom	▼ \$428K	\$1.3M
United States of America	▲ \$1.2M	\$1.9M

This quarter, the largest spend from international tourists visiting Taupo District came from Australia, with tourists spending \$2.3M. This represents an increase of \$112K since the same quarter last year.

Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Bay of Plenty	▼ \$616K	\$10.4M
Waikato	▼ \$1.9M	\$13M
Auckland	▼ \$1.8M	\$17.7M
Wellington	▼ \$322K	\$8.5M
Manawatu-Wanganui	▼ \$892K	\$9.7M

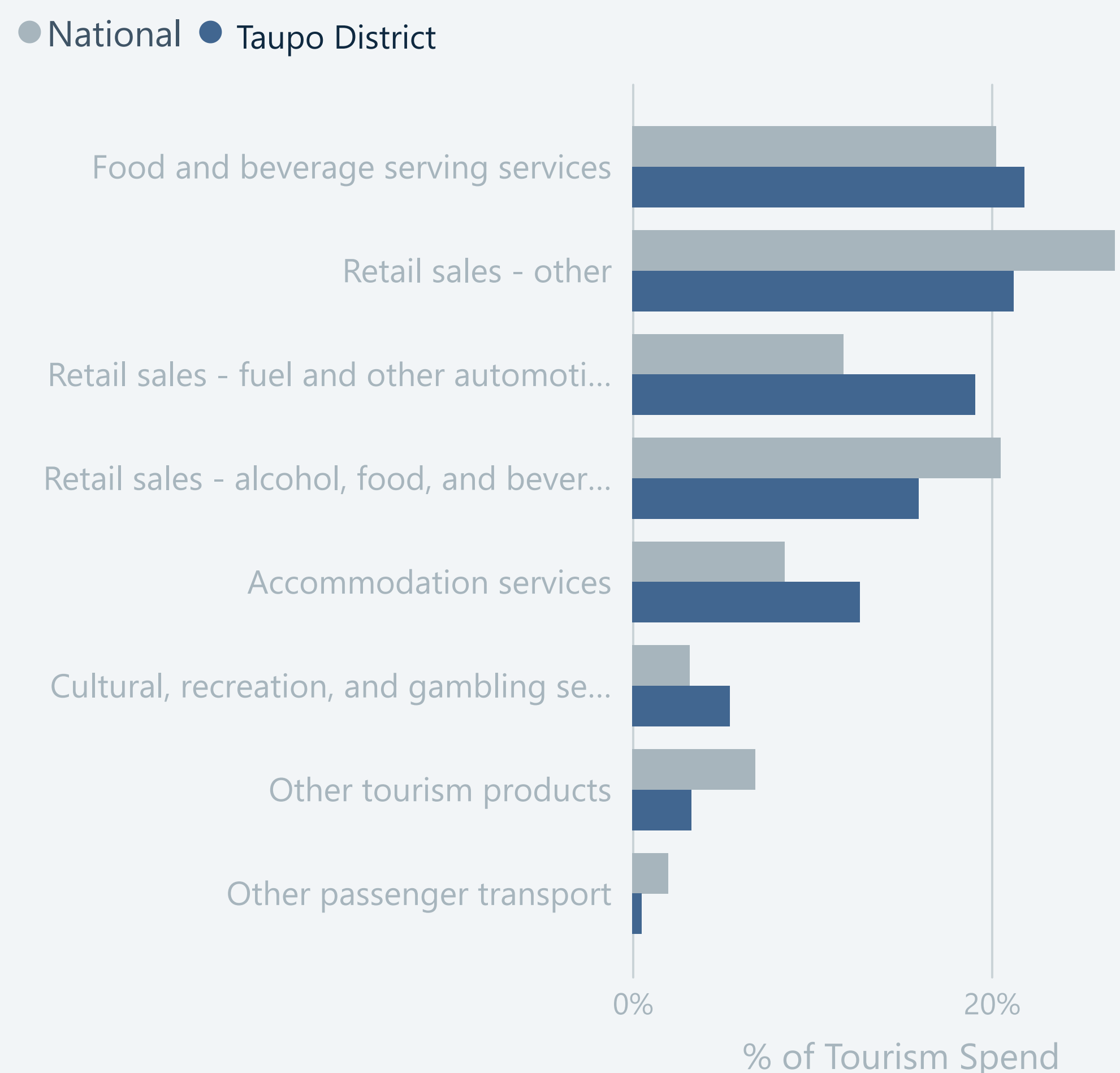
This quarter, the largest spend from domestic tourists visiting Taupo District came from the Auckland region, with tourists spending \$17.7M. This represents a decrease of \$1.8M since the same quarter last year.

Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
Rest of Oceania	▲ \$23K	\$29K
Japan	▲ \$115K	\$151K
Rest of Americas	▲ \$130K	\$148K

This quarter, Taupo District saw the greatest % change in international tourism spend from those visiting from Rest of Americas since the same quarter last year, with a \$130K increase in spend.

Tourism spend by industry



In Taupo District tourists spent the most on Food and beverage serving services this quarter, which was 21.8% of all tourism spend. This is 7.4% larger than the national proportion.

Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Marlborough	▼ \$108K	\$142K
Otago	▼ \$272K	\$596K
West Coast	▼ \$62K	\$50K

This quarter, Taupo District saw the greatest % change in domestic tourism spend from those visiting from the West Coast region since the same quarter last year, with a \$62K 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.

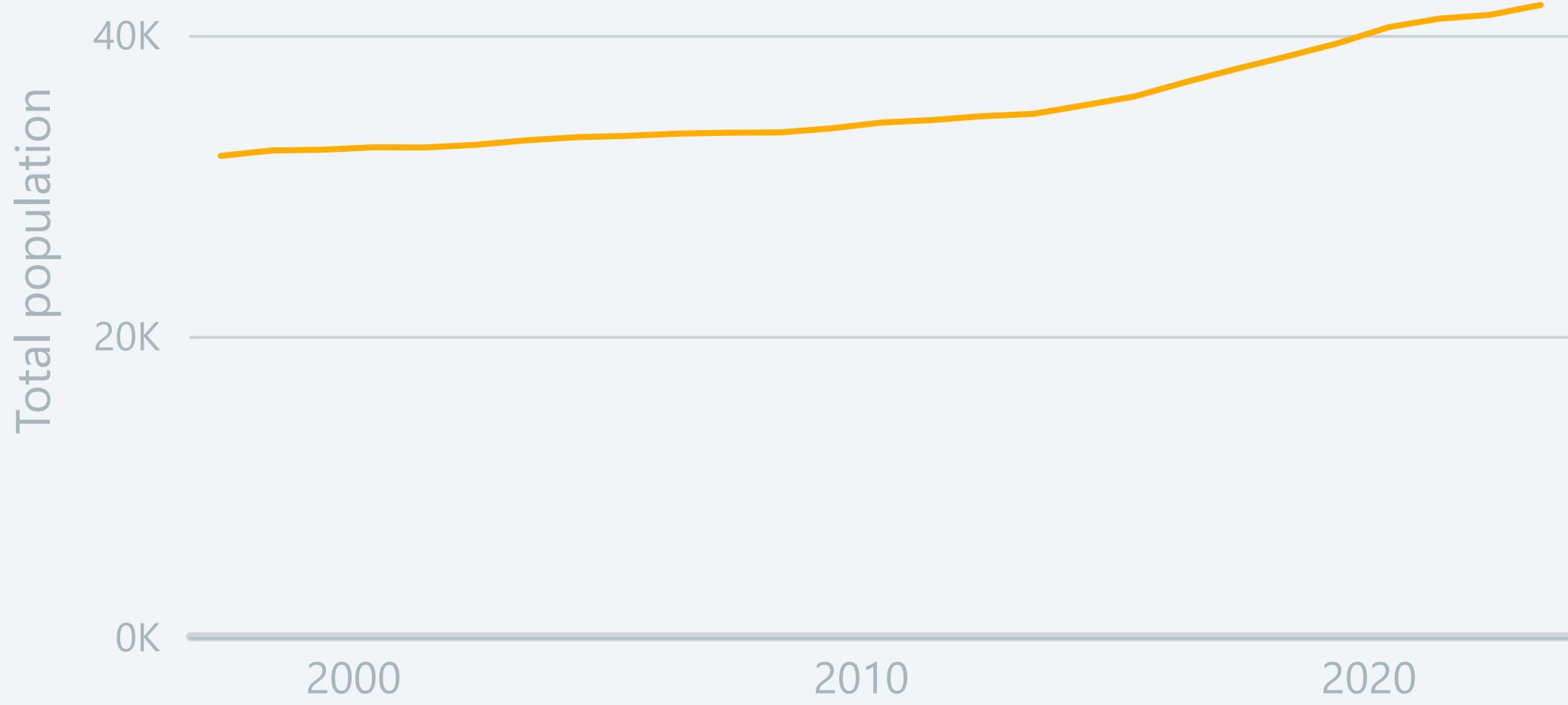


Demographics

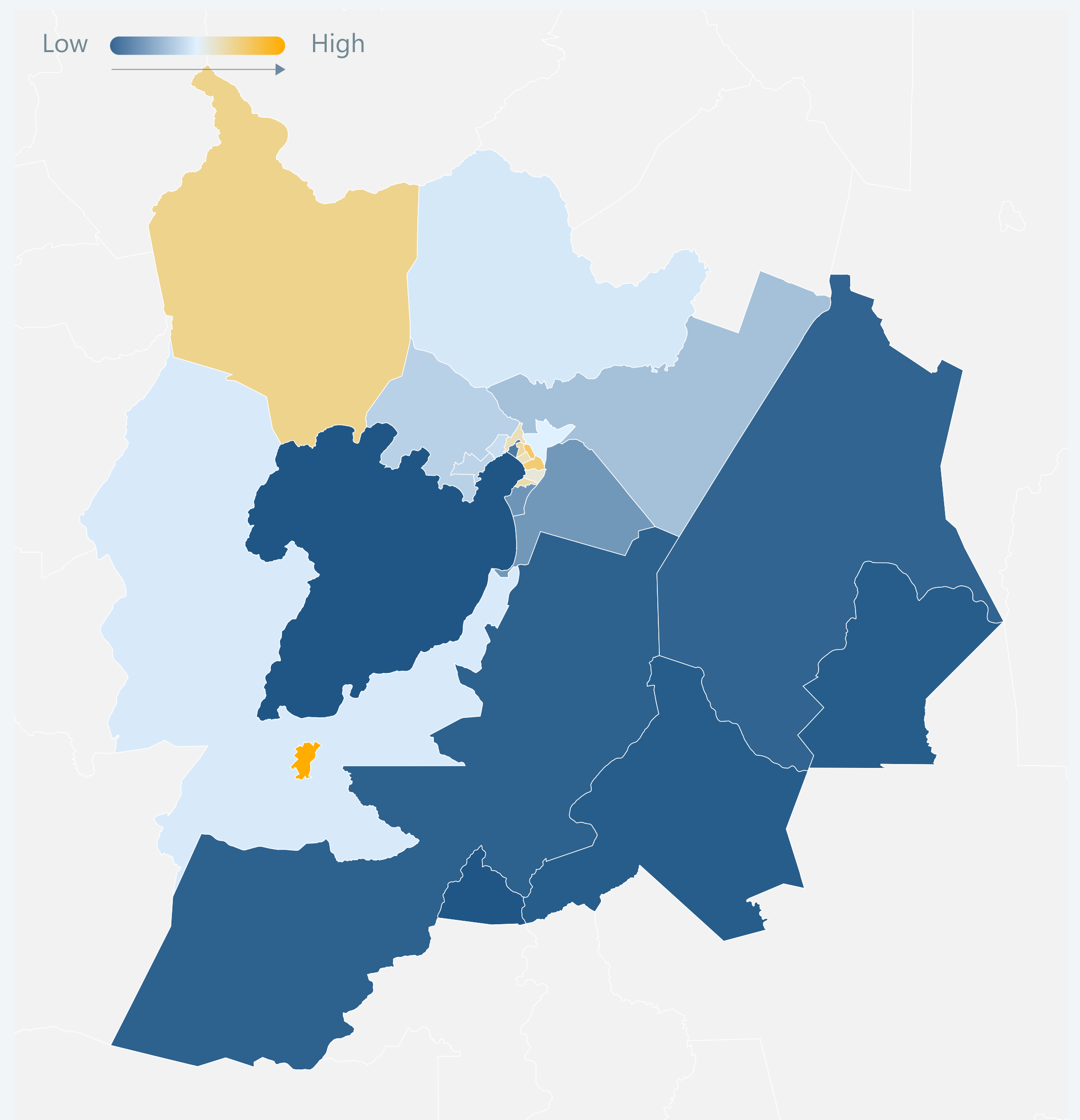
Estimated population

41.99K

Is the estimated total population in Taupo District in 2023. The population in the area has increased by 1.6% or 660 people since 2022.

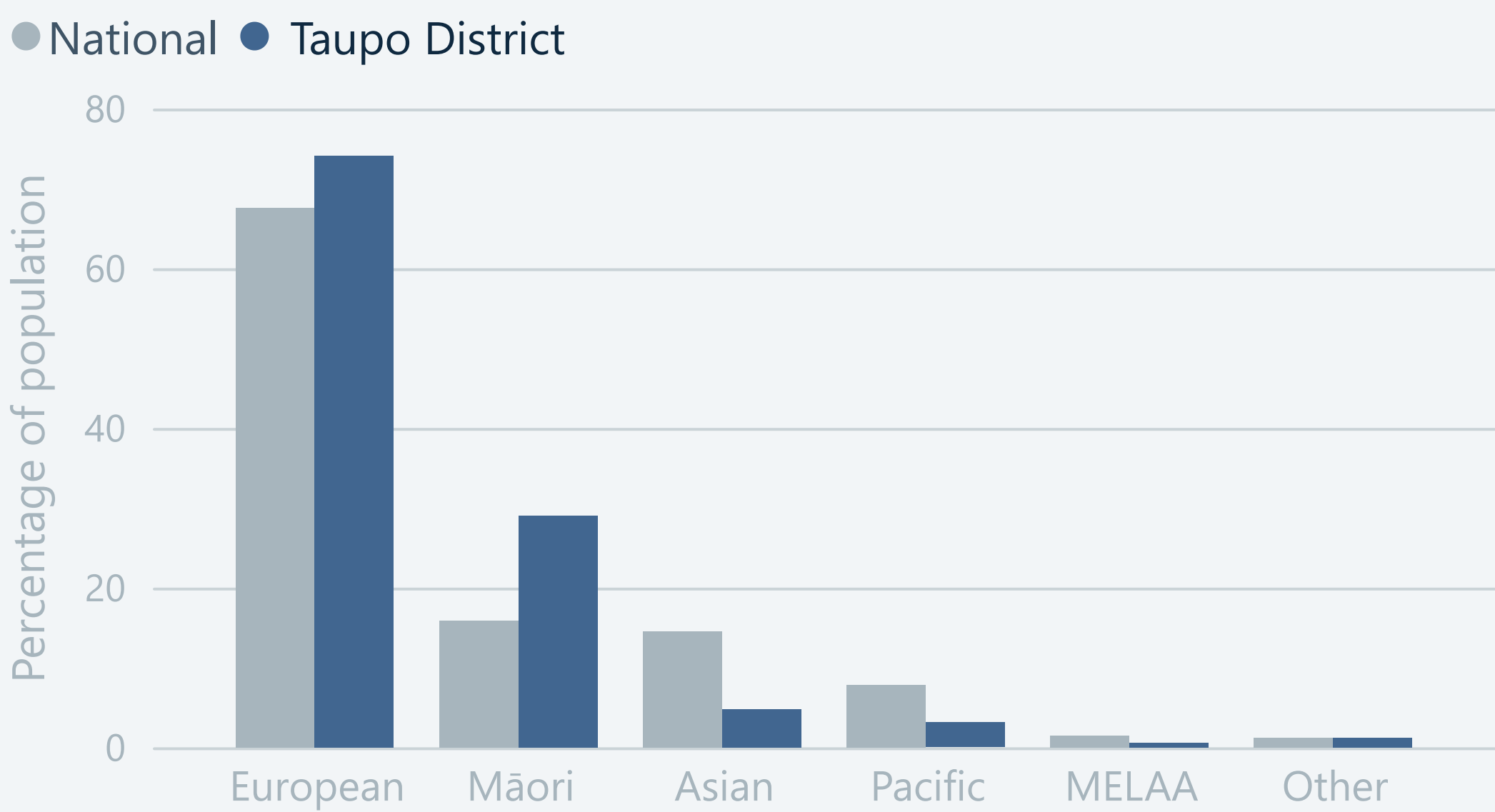


Population distribution



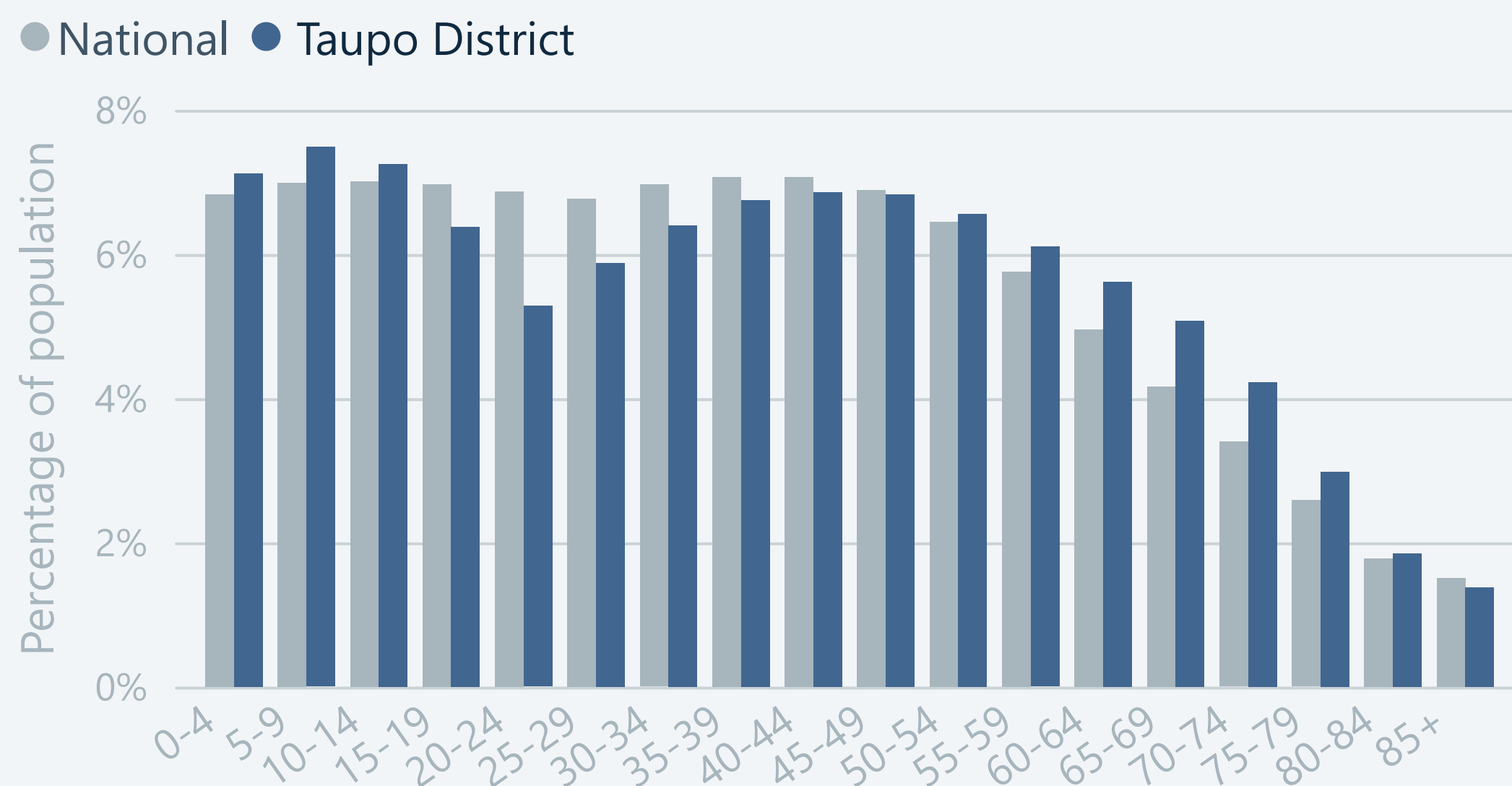
In June 2023, Wharewaka saw the greatest change in population, with an increase of 12.8% since June 2022.

Ethnic distribution



As of March 2018 the largest ethnic group in Taupo District is European (74.1%), 9.6% larger than the national percentage. The ethnicity that has had the greatest change since March 2013 is Asian, increasing by 48.44%.

Age distribution

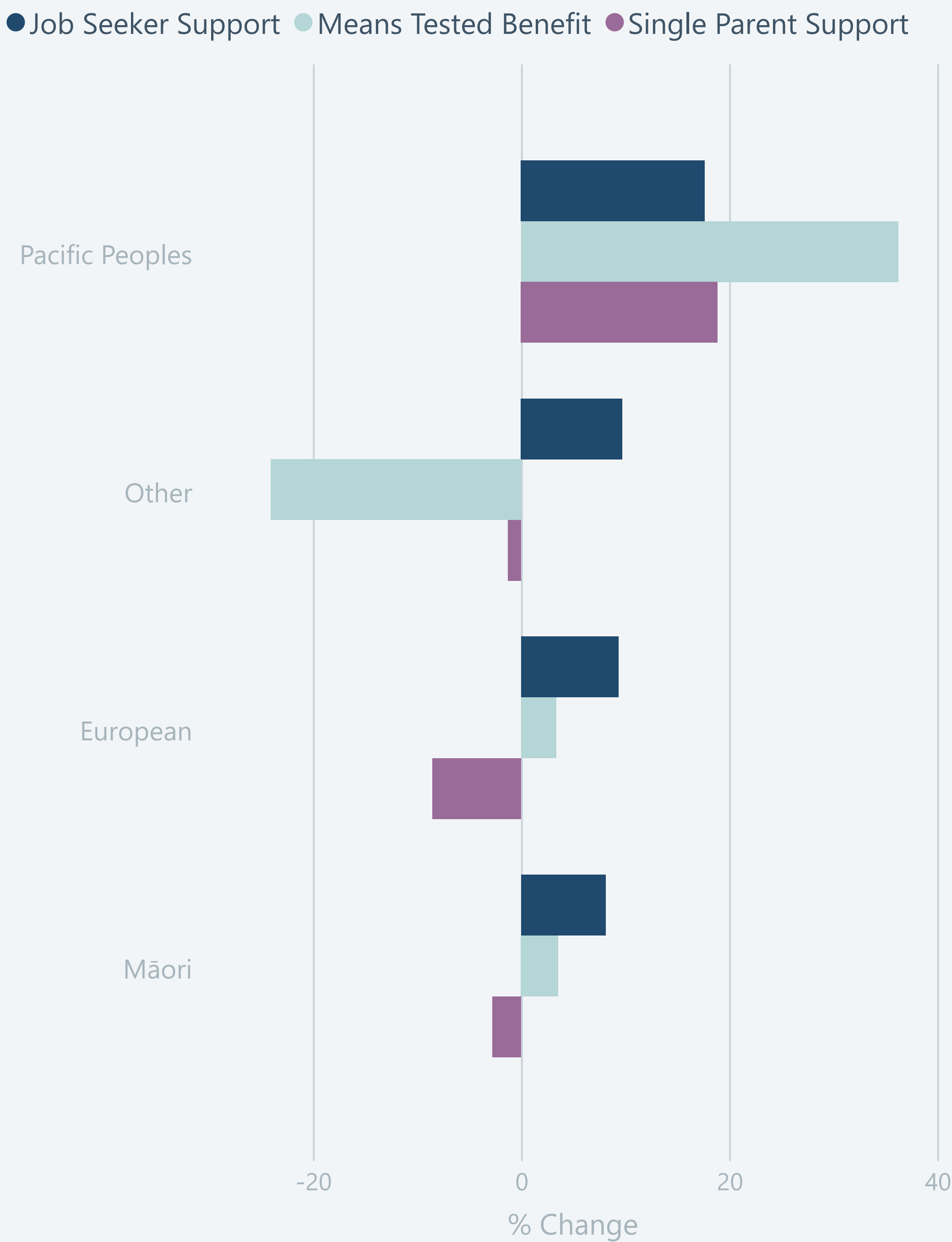


As of June 2023 the largest age band in Taupo District is 60-64 (6.9%), 15.4% larger than the national distribution. The age band that has had the greatest change since June 2022 is 75-79, increasing by 7.67%.

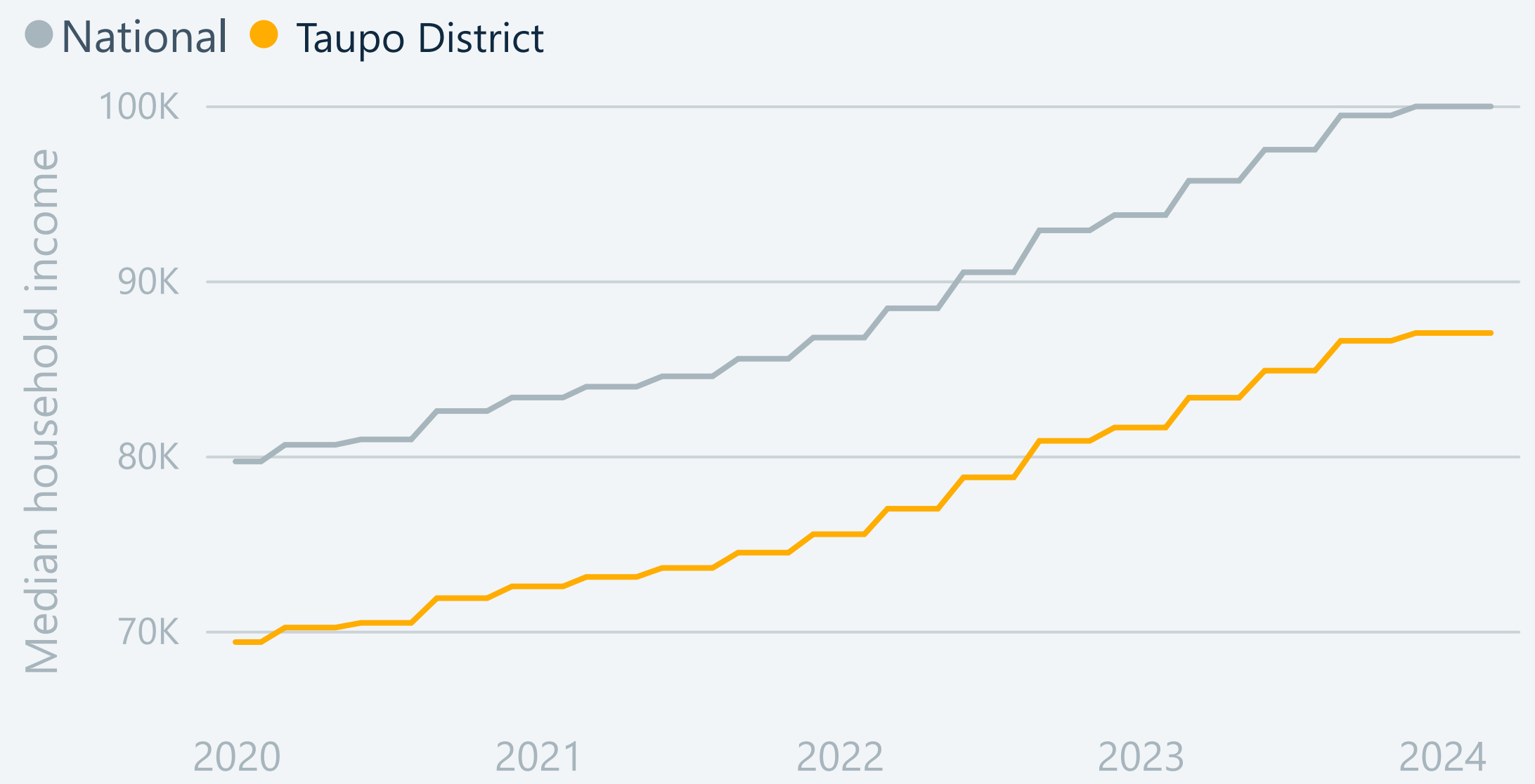
Key Pillar Changes

Job seeker support rate	Mar 2024	6.0%	▲ 8.8%	% change is from March 2023
Means tested benefit rate	Mar 2024	3.0%	▲ 4.31%	% change is from March 2023
Sole parent support rate	Mar 2024	2.7%	▼ 3.68%	% change is from March 2023

Change in benefit rates by Ethnicity



Median Household Income over time



As of March 2024, the median household income (adjusted for inflation) in Taupo District was \$87,001. This is 12.9% less than the national median.

Within Taupo District, the benefit rate by ethnicity with the greatest increase in the last 12 months was Means Tested Benefit for Pacific Peoples, up 36.24% to a value of 2.89 claimants per 100 working adults (15-64yrs). Comparatively, Means Tested Benefit for Other ethnicities (Asian, MELAA and other) saw the greatest decrease over the last 12 months, down 24.03% to 1.24 claimants per 100 working adults.

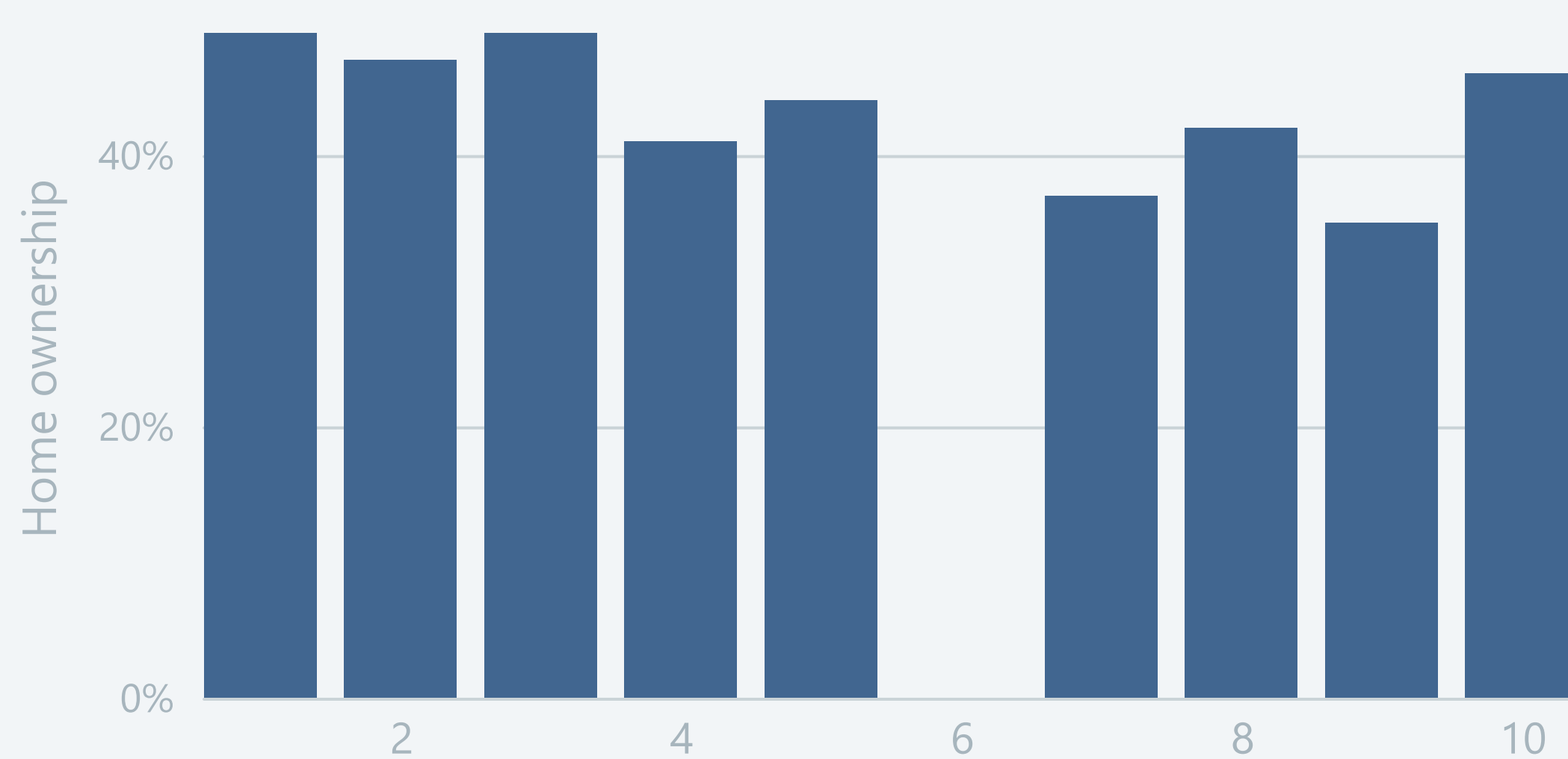
Key Pillar Changes

Years to save for a house deposit Mar 2024 **12.0** ▲ 1.6% % change is from December 2023

Rental affordability (% of income spent on rent) Mar 2024 **30.9%** ▲ 0.45% % change is from December 2023

Purchasing affordability (% of income spent on mortgage repayments) Mar 2024 **9.6%** ▲ 1.39% % change is from December 2023

Home Ownership by Deprivation Index



In Taupo District, multiple communities have the highest rates of home ownership. The home ownership rate in these communities is 1.4 times greater than those communities with a deprivation index of 9 (the deprivation decile with the lowest home ownership rate). Deprivation and home ownership are as at March 2018.

Greatest Change in Rental Affordability

Marotiri saw the greatest change in the percentage of income spent on rent over the last 3 months, with a 2.54% increase. Of these communities, Nukuhau-Rangatira Park was the most unaffordable in March 2024, with 36.7% of annual household income spent on rent.

Community	% Change	Rental Affordability
Hilltop (Taupo District)	▲ 1.14	35.60
Mapara	▲ 1.57	25.90
Marotiri	▲ 2.54	20.20
Nukuhau-Rangatira Park	▲ 1.10	36.70
Taupo Central West	▲ 0.97	31.30

Greatest Change in Purchasing Affordability

Marotiri saw the greatest change in the percentage of income spent on mortgage repayments, with a 39.7% decrease over the last 3 months. Of these communities, Lake Taupo Bays was the most unaffordable in March 2024, with 11.4% of annual household income spent on mortgage repayments.

Community	% Change	Purchasing Affordability
Acacia Bay	▼ 3.45	8.40
Bird Area	▲ 9.64	9.10
Lake Taupo Bays	▼ 4.20	11.40
Marotiri	▼ 39.71	4.10
Wairakei-Broadlands	▼ 4.76	6.00

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.

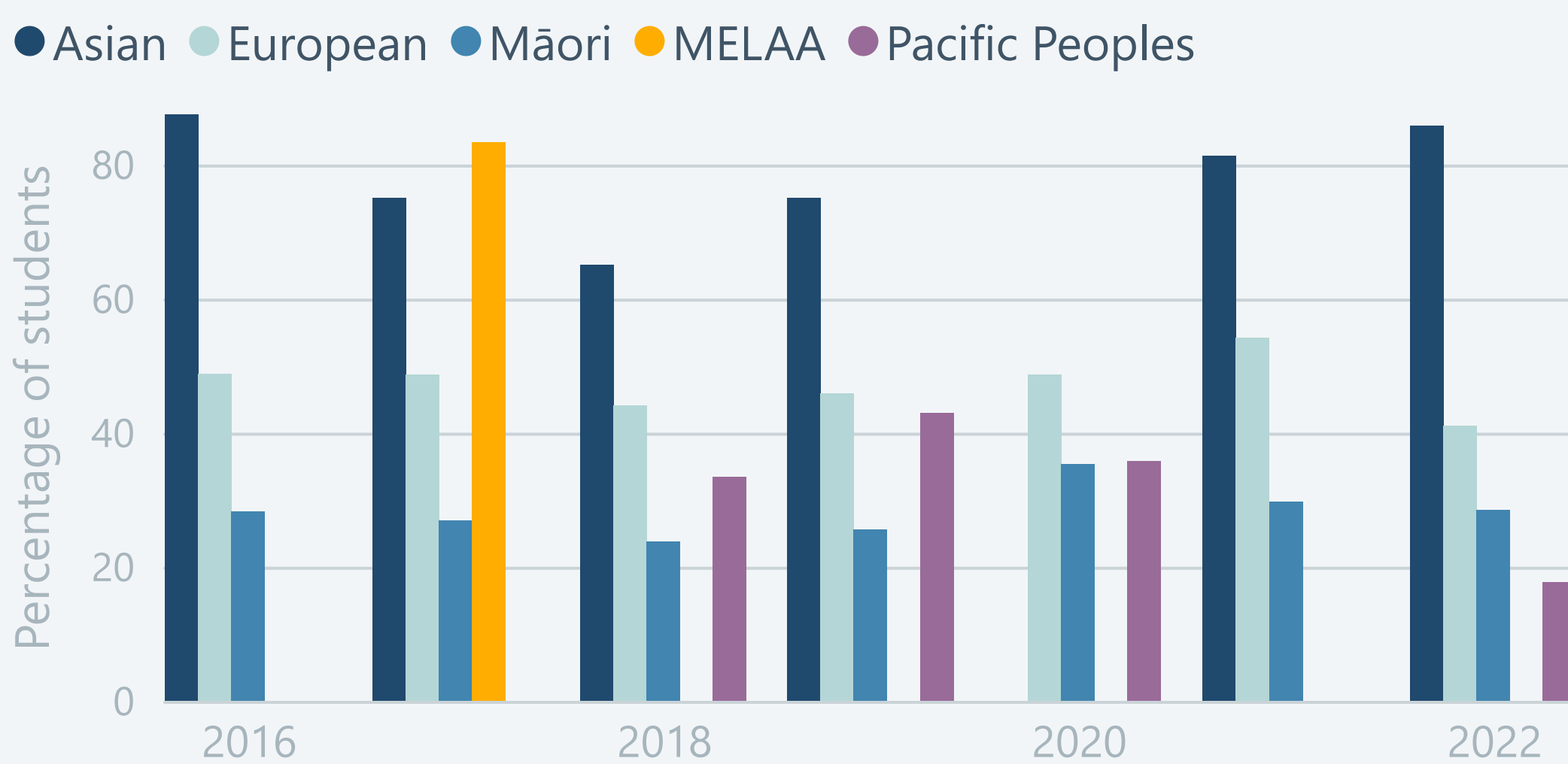
Key Pillar Changes

Secondary school retention Jan 2022 **68.0%** ▽ 13.69% % change is from January 2021

Secondary school with highest proportion of students leaving with NCEA level 3 Jan 2022 **Taupo-nui-a-Tia College**

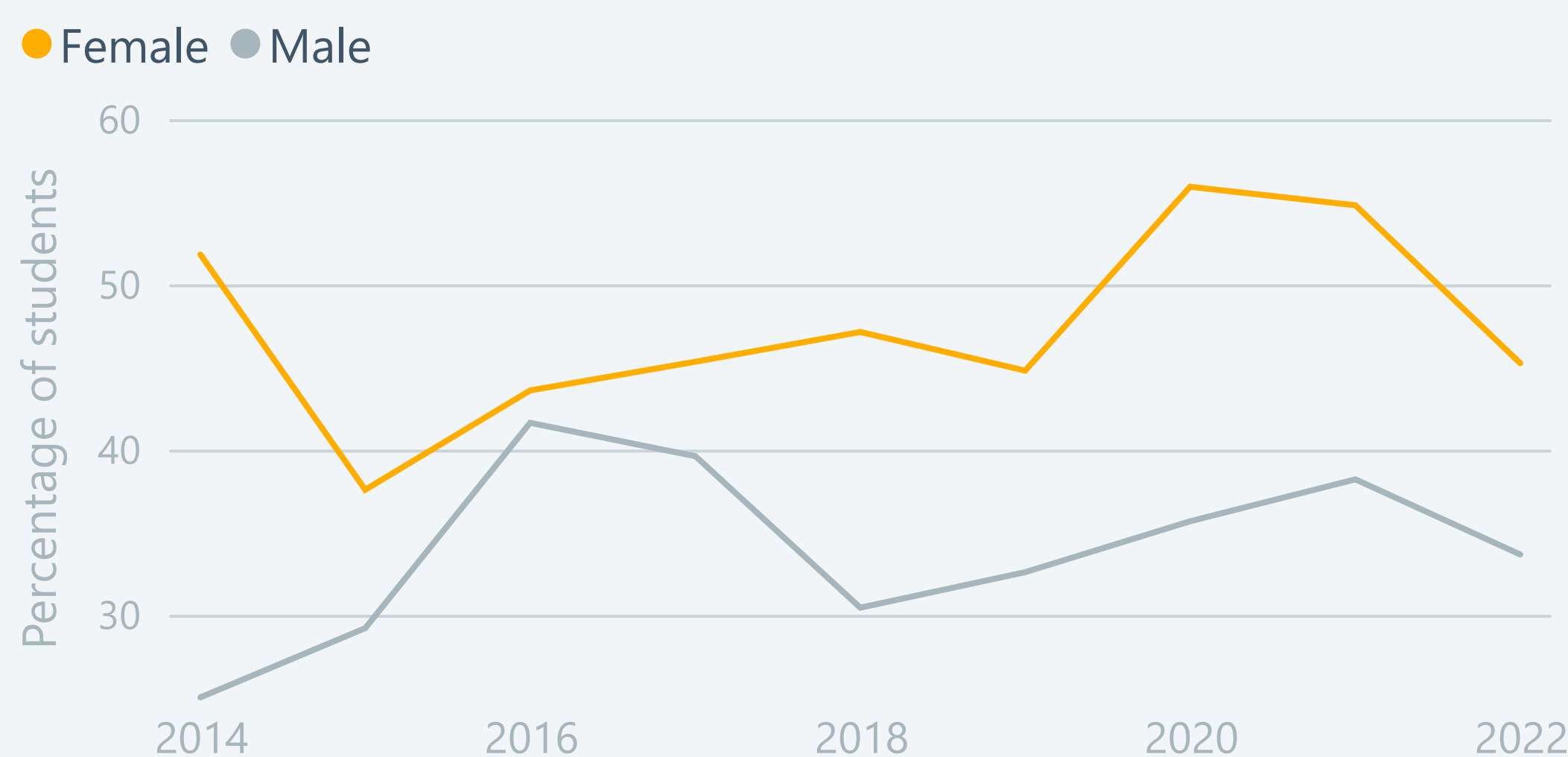
Ethnicity with greatest change in secondary school retention Jan 2022 **European** ▽ 16.74% % change is from January 2021

School leavers with NCEA3 level by ethnicity



In 2022, Asian students in Taupo District had the greatest proportion of students leaving with NCEA3. This is 4.86 times larger than Pacific Peoples 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 an increase of 11.3%. Māori NCEA Level 3 pass rates in Taupo District are 80% of National Māori rates.

School leavers with NCEA3 level by gender



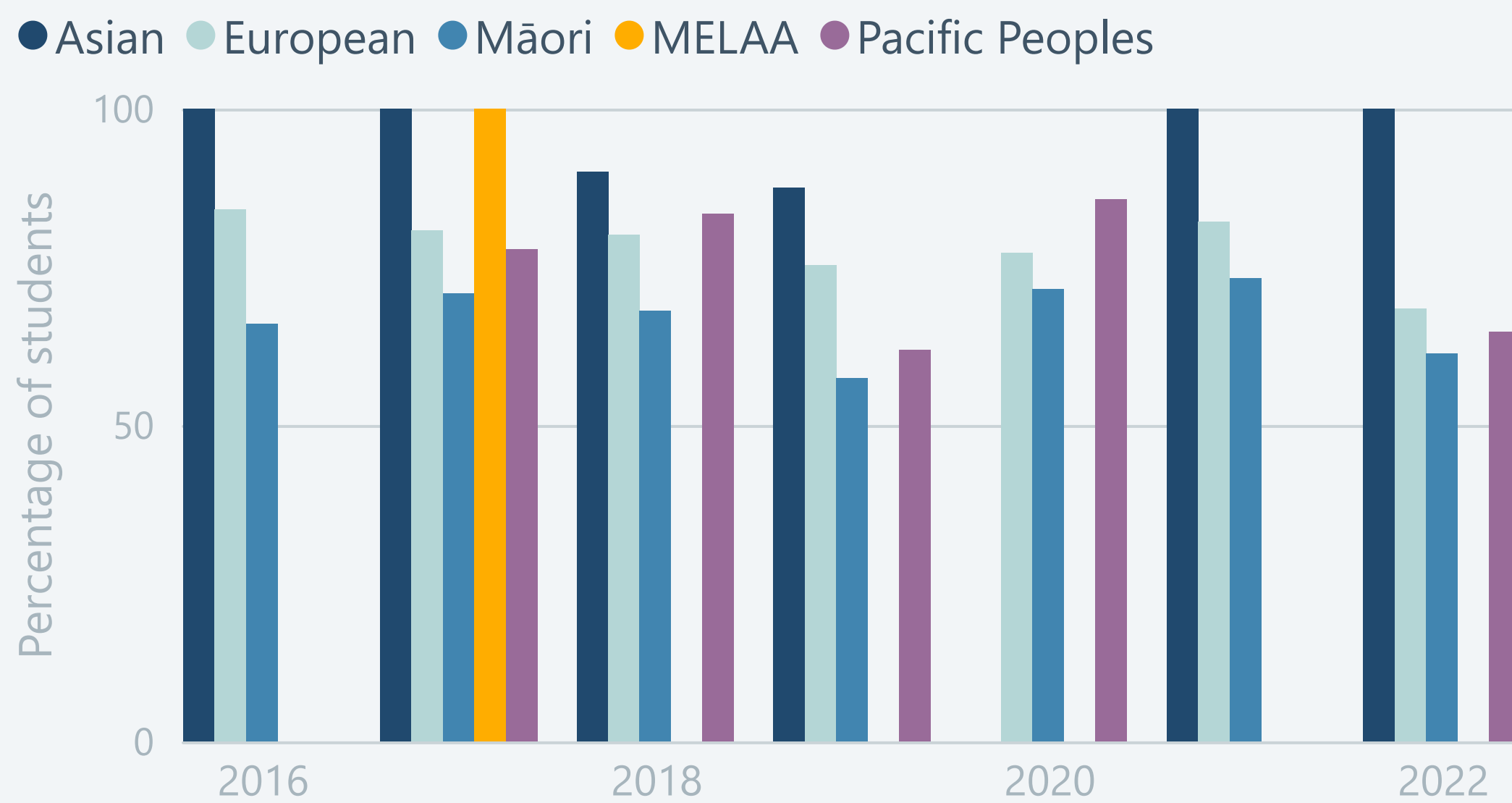
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Taupo District for female students has been 1.39 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for female students compared with male students was less than average. Compared to national figures, in 2022 the pass rate in Taupo 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 Tauhara College, with a 14.11% decrease. Note that the table includes only those schools with more than 50 students.

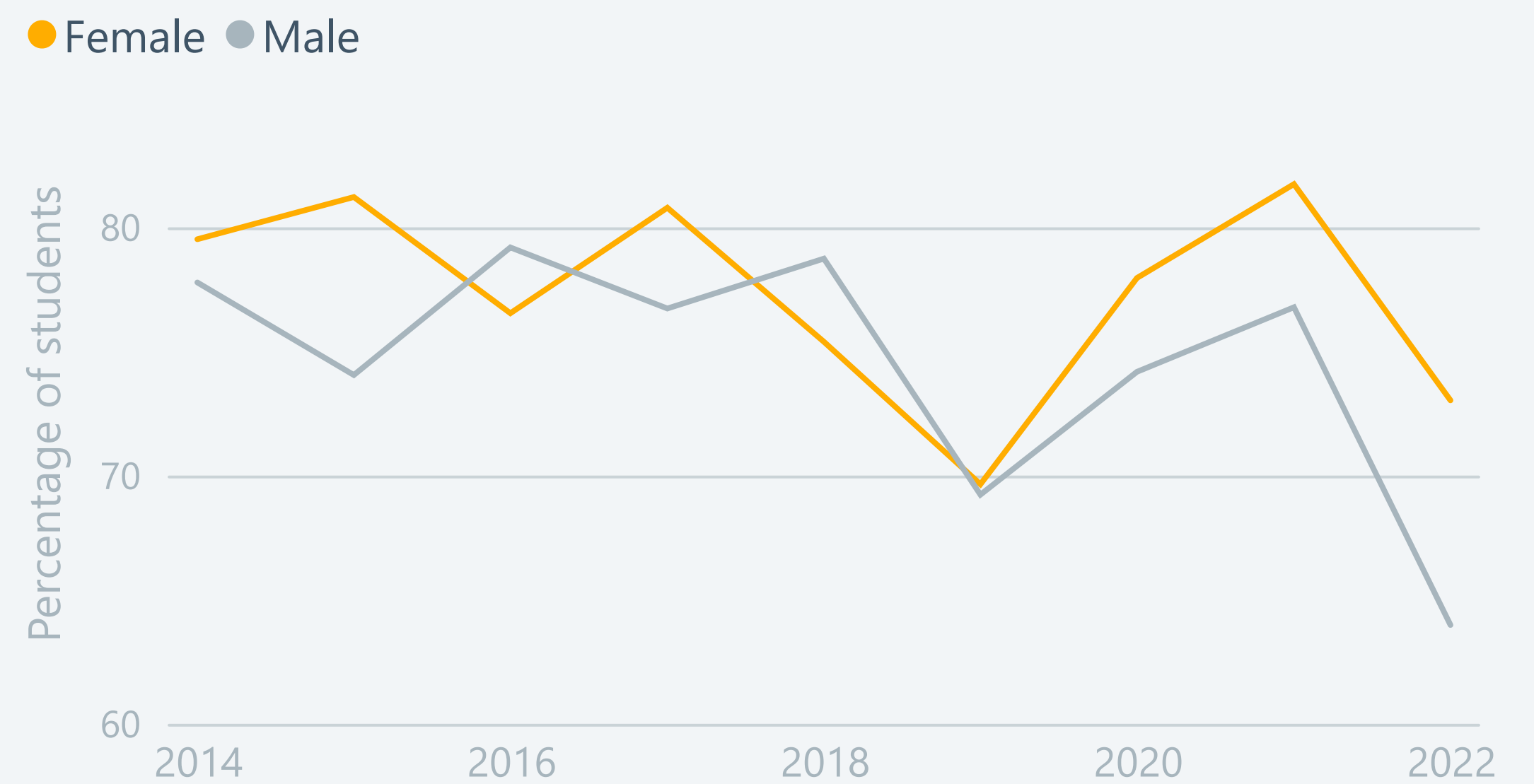
School	% Change	Pass Rate
Tauhara College	▽ 14.11	37.89
Taupo-nui-a-Tia College	▽ 8.83	40.00

Secondary school retention by ethnicity



In 2022, Asian students in Taupo District had the greatest retention rate. This is 1.63 times larger than Māori students, who have the lowest retention rate. European students have seen the greatest change in retention, with an increase of 6.4%. Māori retention rates in Taupo District are 95% of National Māori rates.

Secondary school retention by gender



On average, since 2014, the retention rate in Taupo District of female students has been 1.04 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 Taupo 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 Tauhara College, with a 12.57% decrease. Note that the table includes only those schools with more than 50 students.

Community	% Change	Retention rate
Tauhara College	▼ 12.57	71
Taupo-nui-a-Tia College	▼ 12.10	67

! 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.

Deprivation

△ Trending Up
▽ Trending Down
● Improving
● Worsening
— No Change

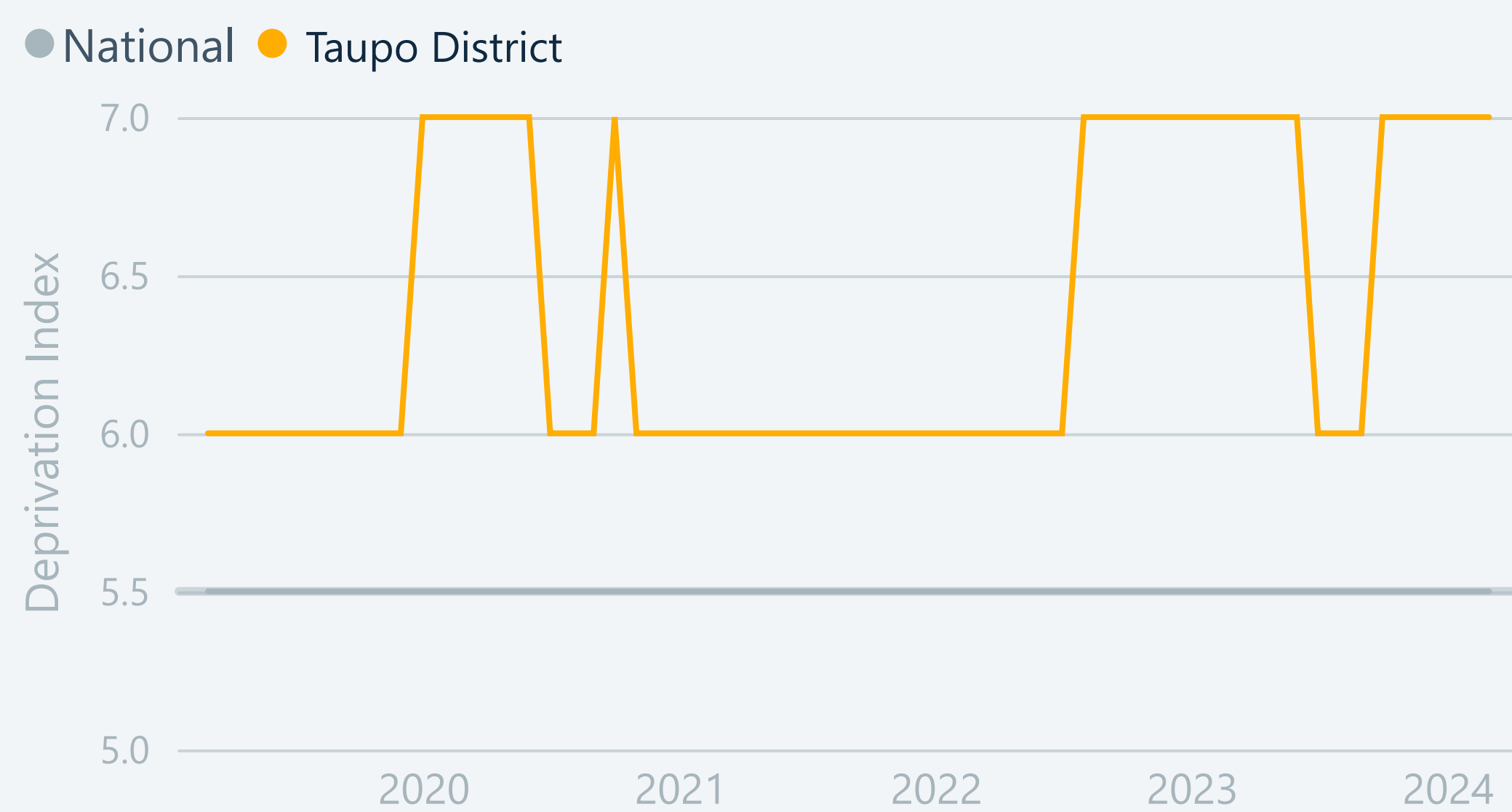
Key Pillar Changes

Deprivation Index Mar 2024 **7.0** — 0% % change is from February 2024

Community with greatest decrease in deprivation score Mar 2024 **Waitahanui** ▽ 2.29% % change is from March 2023

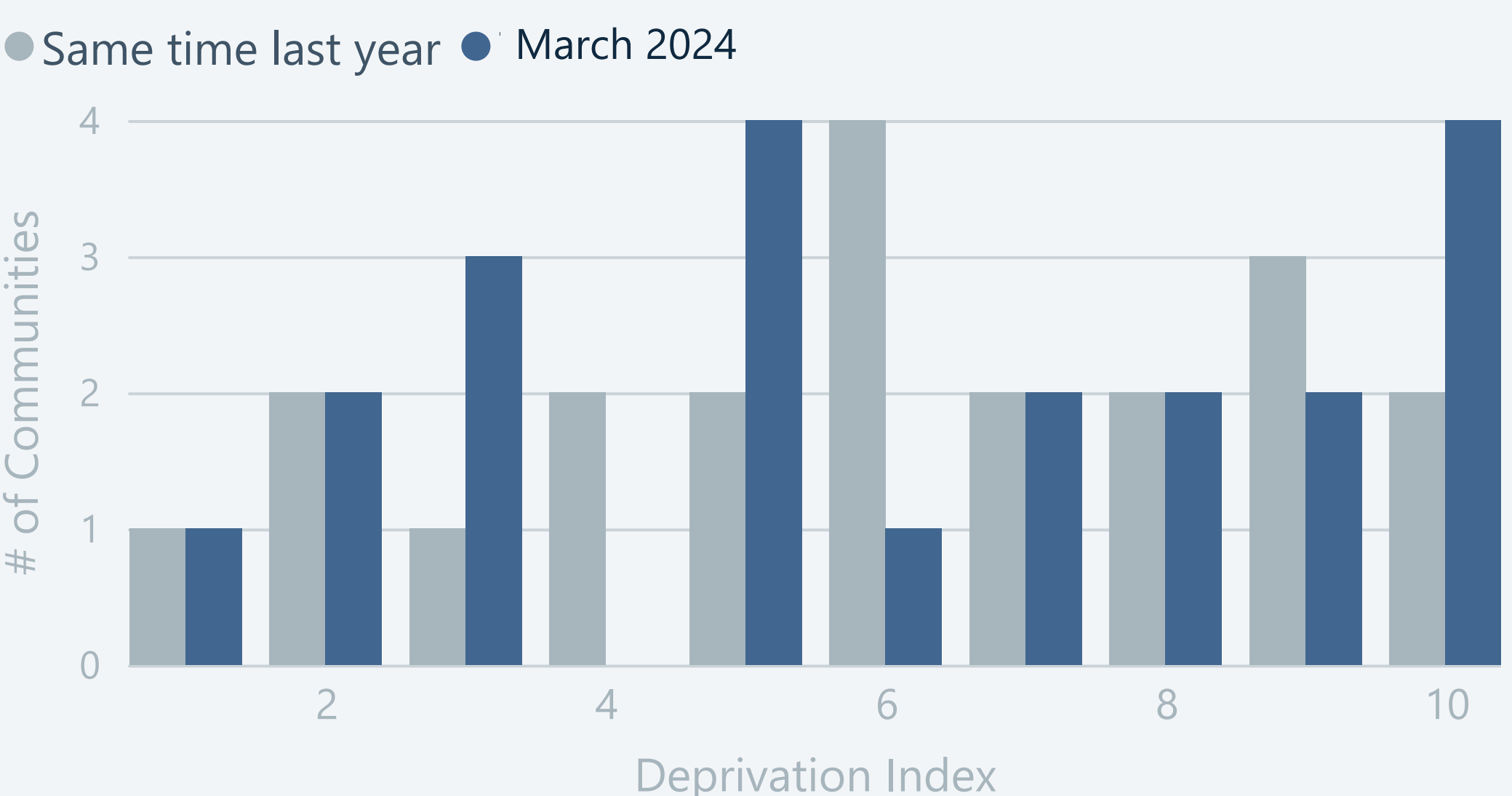
Community with greatest increase in deprivation score Mar 2024 **Taharua** ▲ 7.68% % change is from March 2023

Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Taupo District has seen no change, and is 7 as of March 2024. The deprivation index is 27.3% above the national median index of 5.5.

Distribution of Deprivation Index



In Taupo District, 38.1% of the population live in highly deprived communities (deprivation index 8-10), whereas 28.6% live in high socio-economic performing communities (deprivation index 1-3).

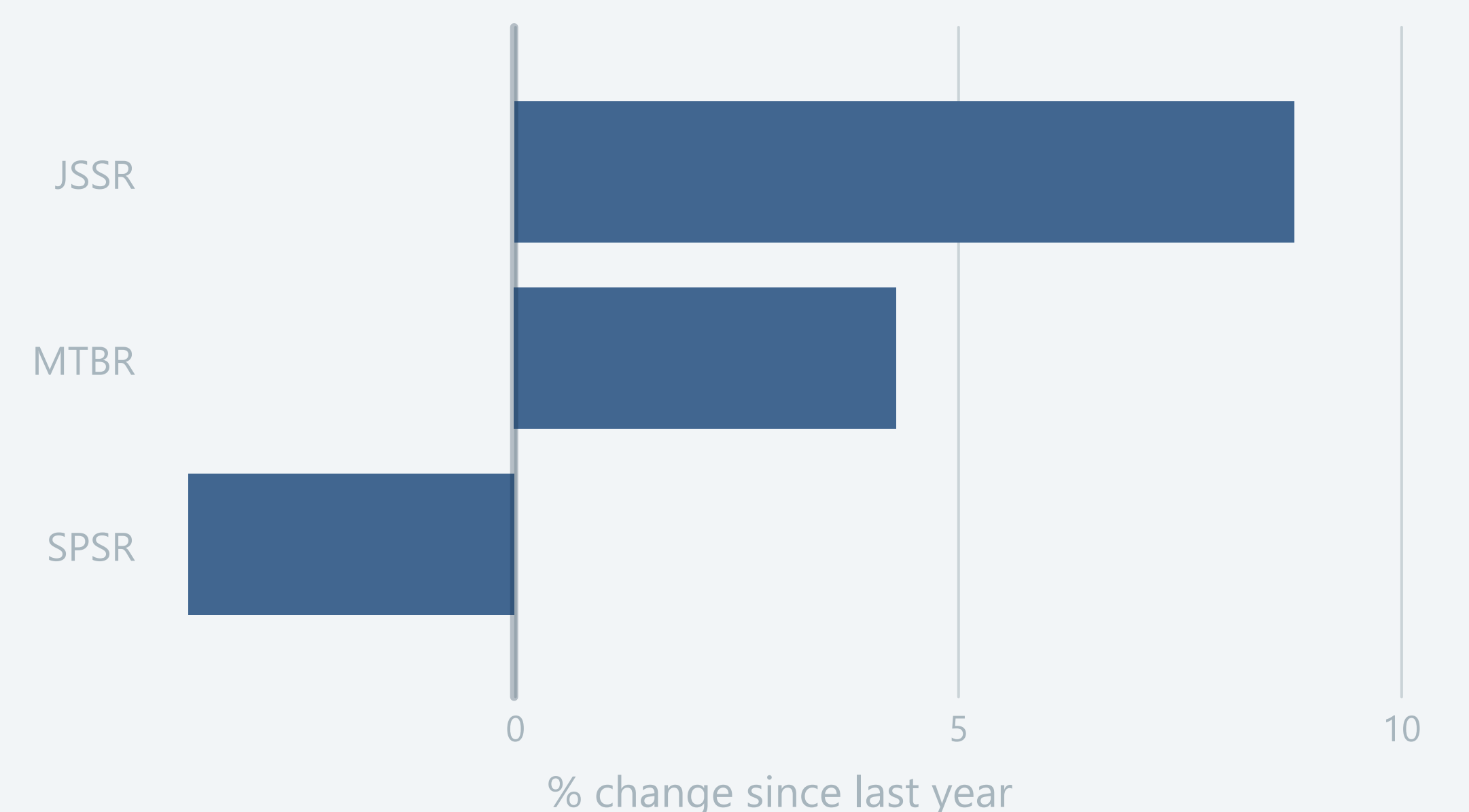
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Taharua	▲ 7.68	1,153.87
Waitahanui	▽ 2.29	1,162.38
Lake Taupo Bays	▽ 1.82	970.77
Tūrangi	▽ 1.30	1,196.48
Richmond Heights	▲ 1.16	1,014.00

The community with the greatest change in deprivation score since the same time last year was Taharua, with a 7.7% 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 8.8% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

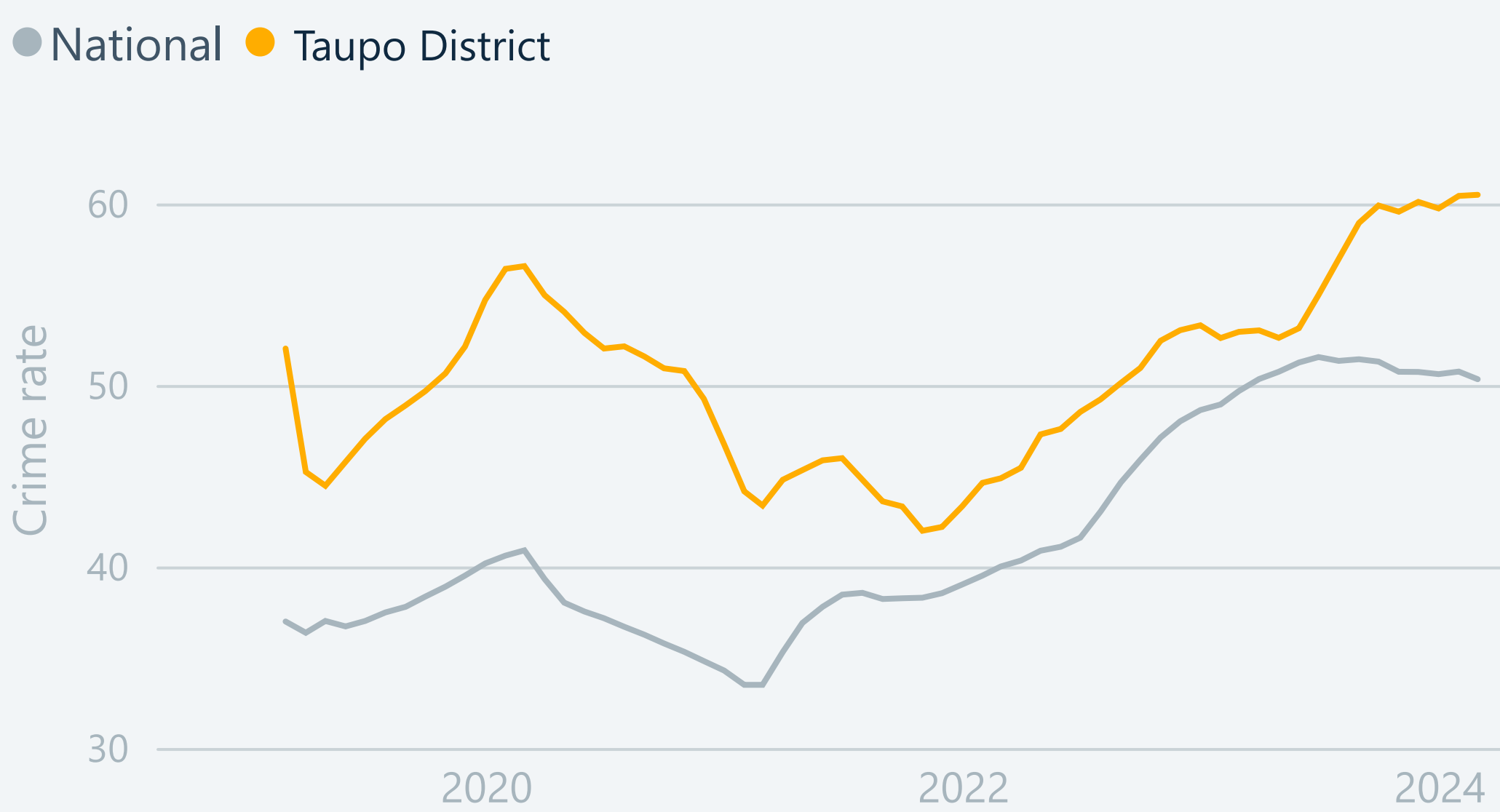
Key Pillar Changes

Crime rate Mar 2024 **60.5** ▲ 0.64% % change is from December 2023

Crime type with the greatest change in crime rate Mar 2024 **Sexual Assault** ▼ 30.48% % change is from December 2023

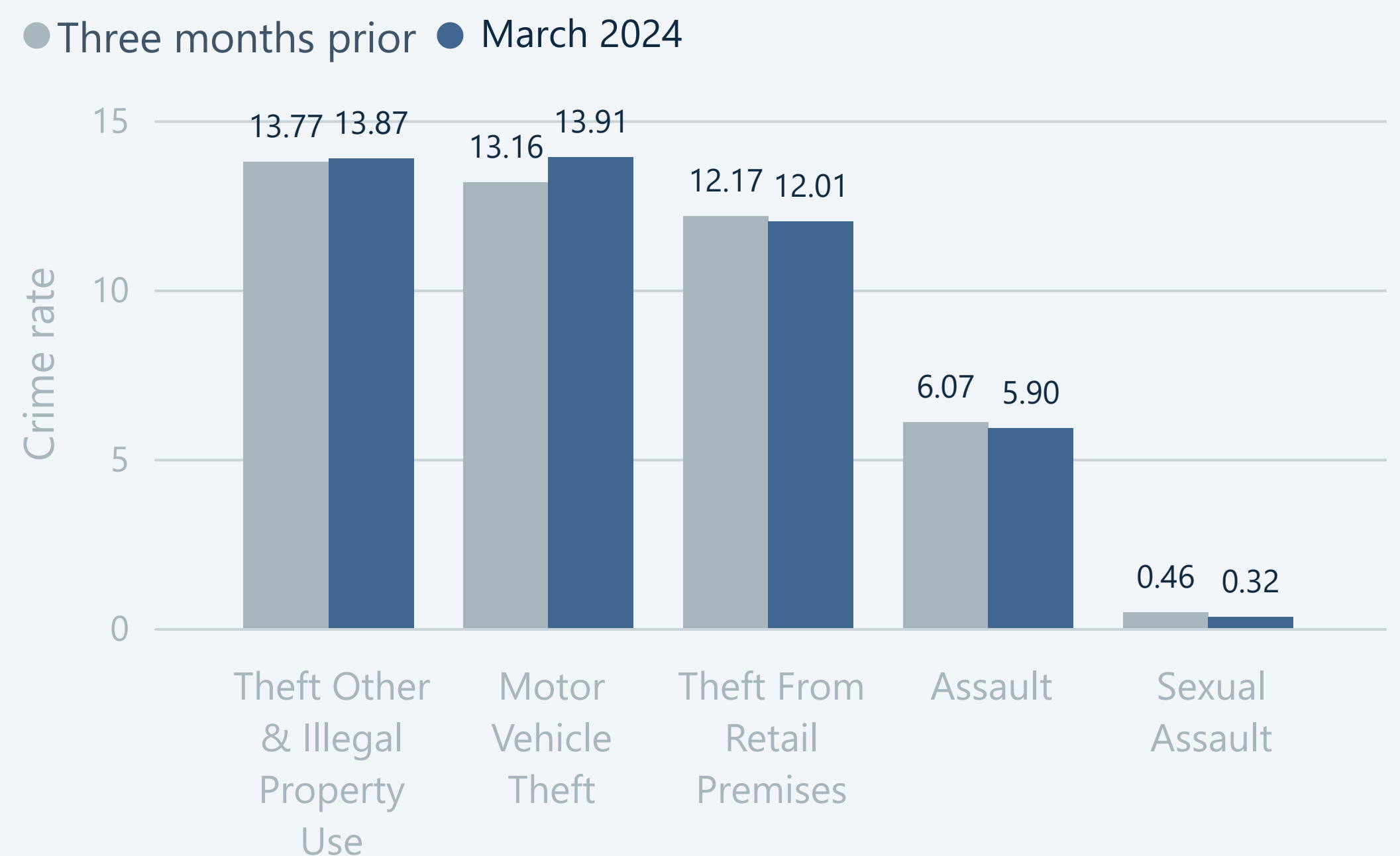
Community with greatest change in crime rate Mar 2024 **Taharua** ▲ 96.53% % change is from December 2023

Comparison to National Crime Rate



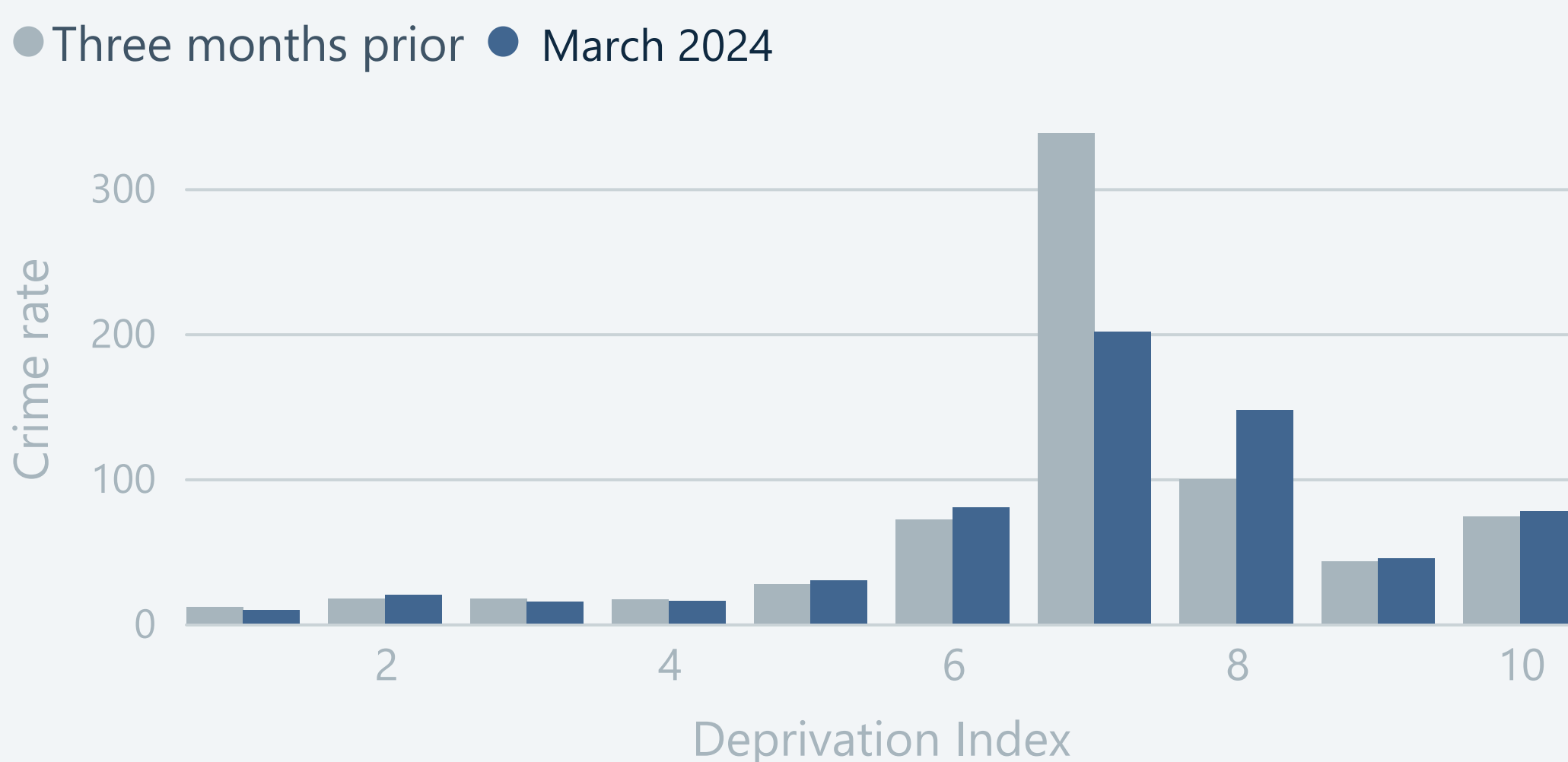
Compared with the same time last year the crime rate in Taupo District has increased by 14.3%, and is 60.5 as at March 2024. The crime rate is 20.2% above the national rate of 50.3.

Crime Types with the Greatest Change



Within Taupo District, the most prevalent type of crime in March 2024 was 'Motor Vehicle Theft and Related Offences'. The type of crime that had the greatest change in the last 3 months was 'Motor Vehicle Theft and Related Offences', with an increase of 5.7%.

Crime Rate by Deprivation Index



In Taupo District, communities with a deprivation index of 7 have the highest crime rate. The crime rate in these communities is 22.4 times higher than those with a deprivation index of 1, the group with the lowest crime rate. Communities with a deprivation index of 8 have seen the greatest change in their crime rate over the last 3 months, with an increase of 47.5%.

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

Communities with Greatest Change

Community	% Change	Crime rate
Taharua	▲ 96.53	18.2
Wharewaka	▲ 28.97	31.5
Lake Taupo Bays	▲ 26.80	66.0
Waitahanui	▲ 21.20	36.5
Mapara	▼ 20.17	9.0

Taharua saw the greatest change in crime rate over the last 3 months in Taupo District, with an increase of 96.5%.

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