

Quarterly Report

Thames-Coromandel District

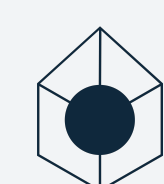
Summary

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

 New Business Registrations this month


 **15.0**

As of March 2024, Thames-Coromandel District saw 15.0 new business registrations, an increase of 15.38% compared with December 2023.

 Years to save for a house deposit

 **21.0**

As of March 2024, it would take 21.0 years to save for a 20% home deposit in Thames-Coromandel District, a decrease of 4.72% compared with December 2023.

 Gambling spend per capita

 **\$104**

As of September 2023, an average of \$104.0 was spent by individuals over 18 years in Thames-Coromandel District through electronic gaming machines, a decrease of 2.44% compared with June 2023.

 Crime rate

 **39.2**

In March 2024, Thames-Coromandel District had a crime rate of 39.2 incidents per 10,000 people, an increase of 3.24% compared with December 2023.

 Deprivation Index

 **6.0**

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

 Job seeker support rate

 **7.5%**

In March 2024, 7.5% of the working population (15-64 years) in Thames-Coromandel District claimed Job Seeker Support, an increase of 2.35% compared with March 2023.

 Trending Up  Trending Down  Improving  Worsening  No Change

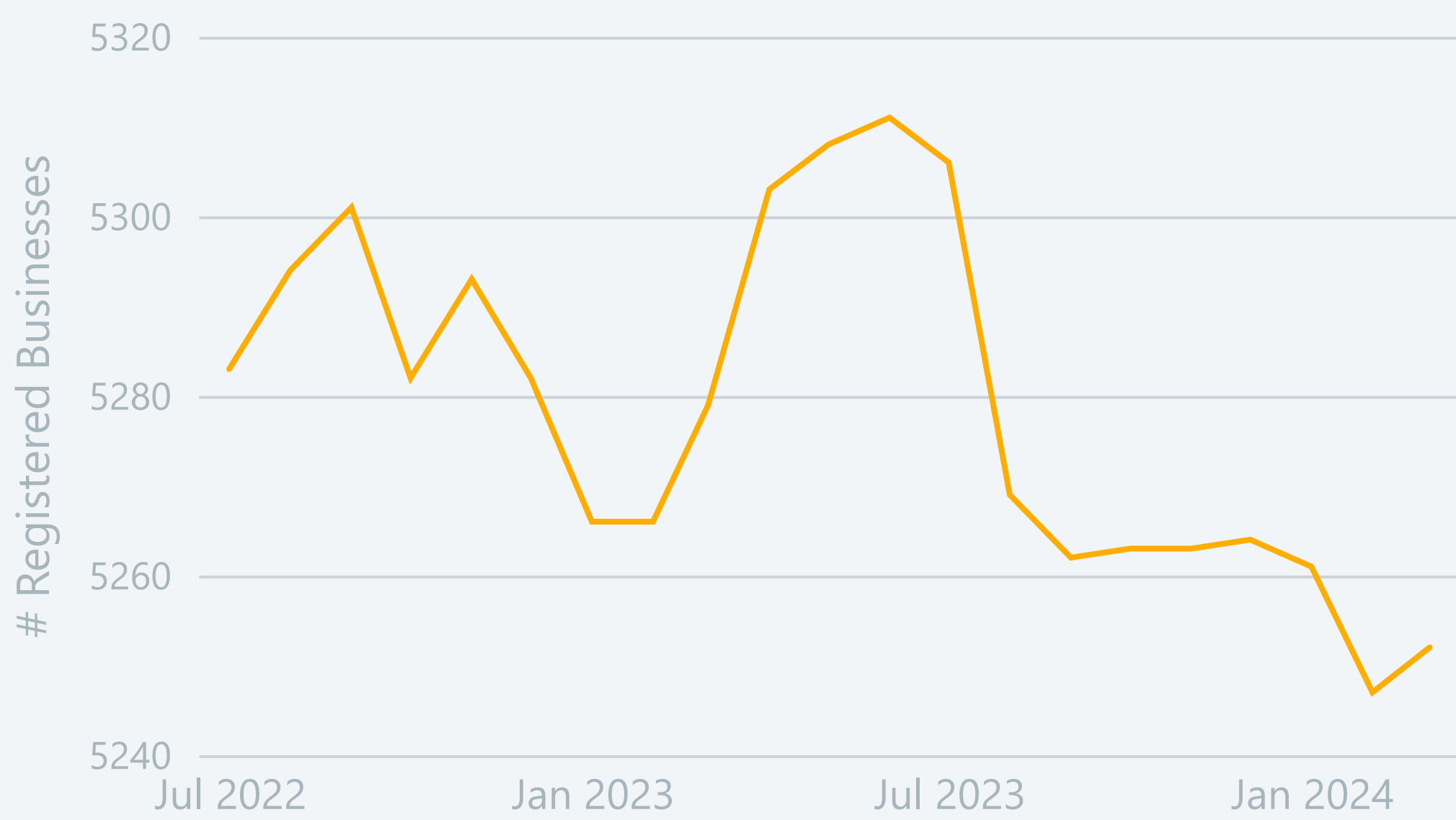
Key Pillar Changes

New Business Registrations this month Mar 2024 **15.0** ▲ 15.38% % change is from December 2023

Business Deregistrations this month Mar 2024 **10.0** ▼ 16.67% % change is from December 2023

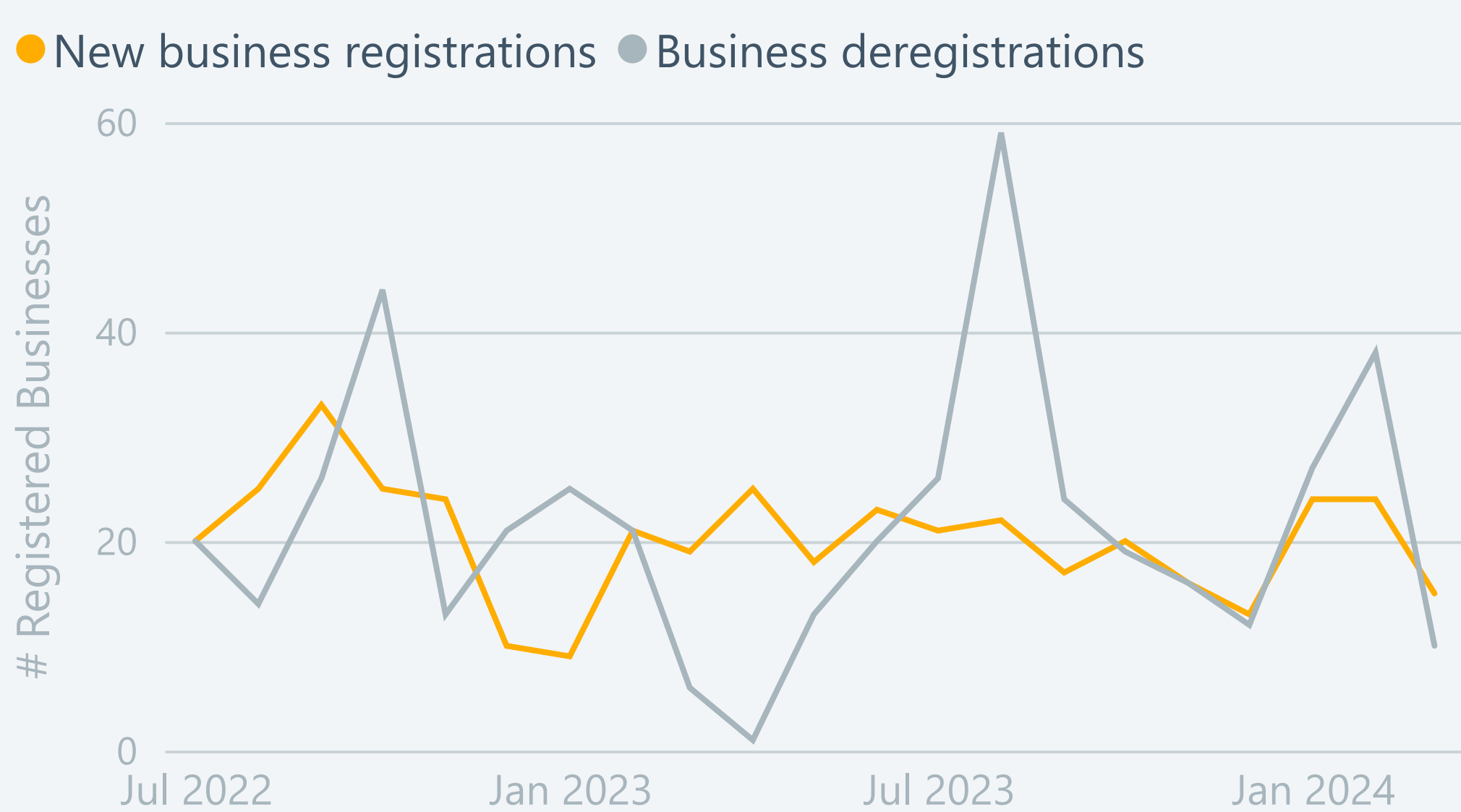
Total tourism spend this quarter Jul 2023 **\$39.9M** ▼ 35.79% % change is from April 2023

Total number of businesses registered to date



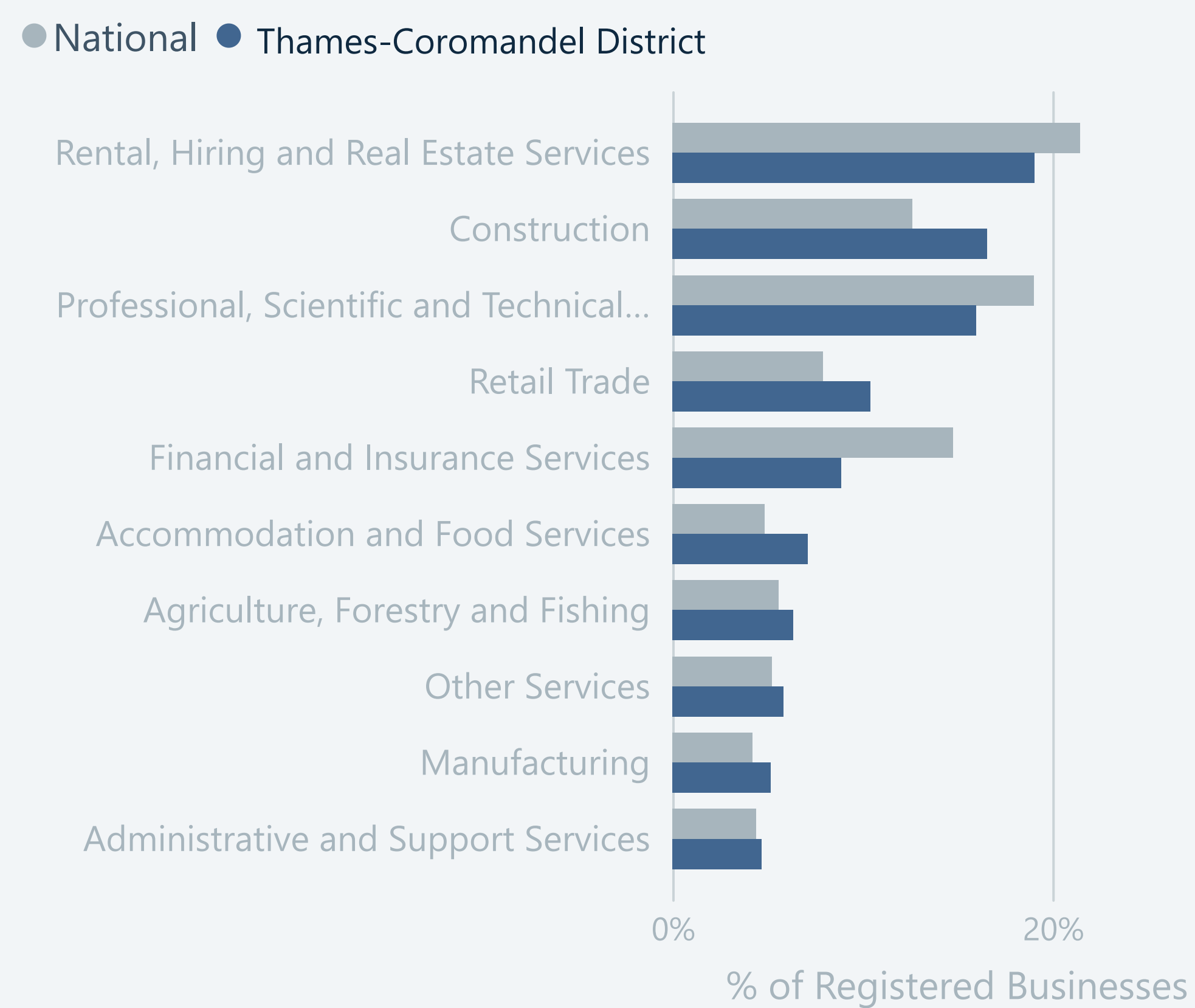
As of March 2024 there were 5252 registered businesses in Thames-Coromandel District. Over the last 12 months the number of registered businesses has decreased by 27. Nationally, the number of registered businesses has increased by 1.29%.

Business openings and closings in the last year



Comparing March 2024 with March 2023 Thames-Coromandel District has seen a decrease in the number of new business registrations of 21.1% and an increase in the number of business deregistrations of 66.7%.

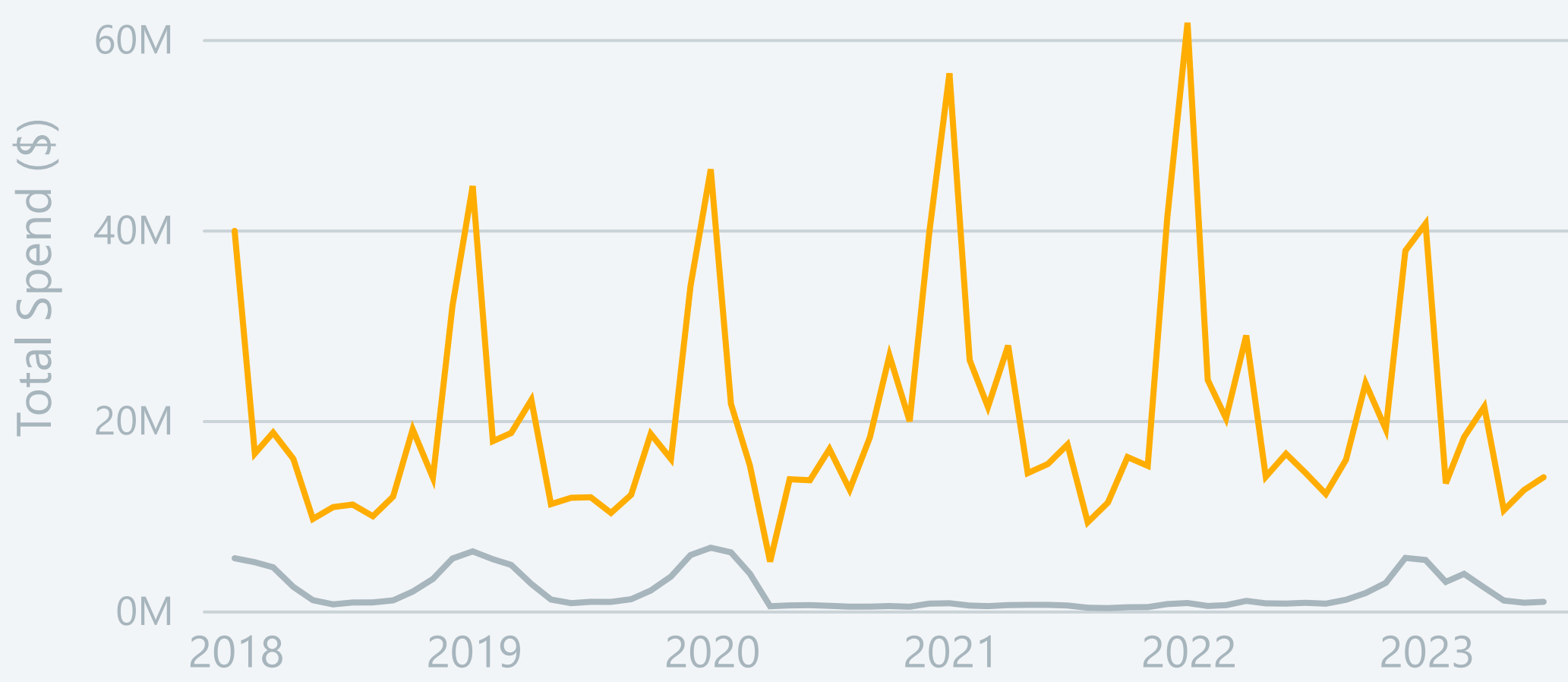
Distribution of registered businesses by industry



Rental, Hiring and Real Estate Services is the largest industry operating in Thames-Coromandel District and makes up 16.3% of all currently registered businesses.

Tourism spend this quarter

● Domestic tourism ● International tourism



In July 2023, \$14.9M was spent in Thames-Coromandel District from domestic and international visitors to the district. Domestic tourism made up 93.9% of total tourism spend, and has decreased by 3.1% since the same time last year, whereas international tourism has increased by 12.55% in the same time period.

Visiting countries with the greatest spend

Visiting country \$ Change Spend

Australia	▼ \$133K	\$796K
Rest of Asia	▲ \$11K	\$113K
Rest of Europe	▲ \$145K	\$256K
United Kingdom	▼ \$120K	\$316K
United States of America	▲ \$244K	\$725K

This quarter, the largest spend from international tourists visiting Thames-Coromandel District came from Australia, with tourists spending \$796K. This represents a decrease of \$133K since the same quarter last year.

Visiting regions with the greatest spend

Visiting region \$ Change Spend

Canterbury	▲ \$295K	\$1.1M
Waikato	▼ \$1.6M	\$13.7M
Auckland	▼ \$4.5M	\$15.5M
Bay of Plenty	▼ \$598K	\$3.8M
Northland	▼ \$285K	\$657K

This quarter, the largest spend from domestic tourists visiting Thames-Coromandel District came from the Auckland region, with tourists spending \$15.5M. This represents a decrease of \$4.5M since the same quarter last year.

Visiting countries with the greatest % change

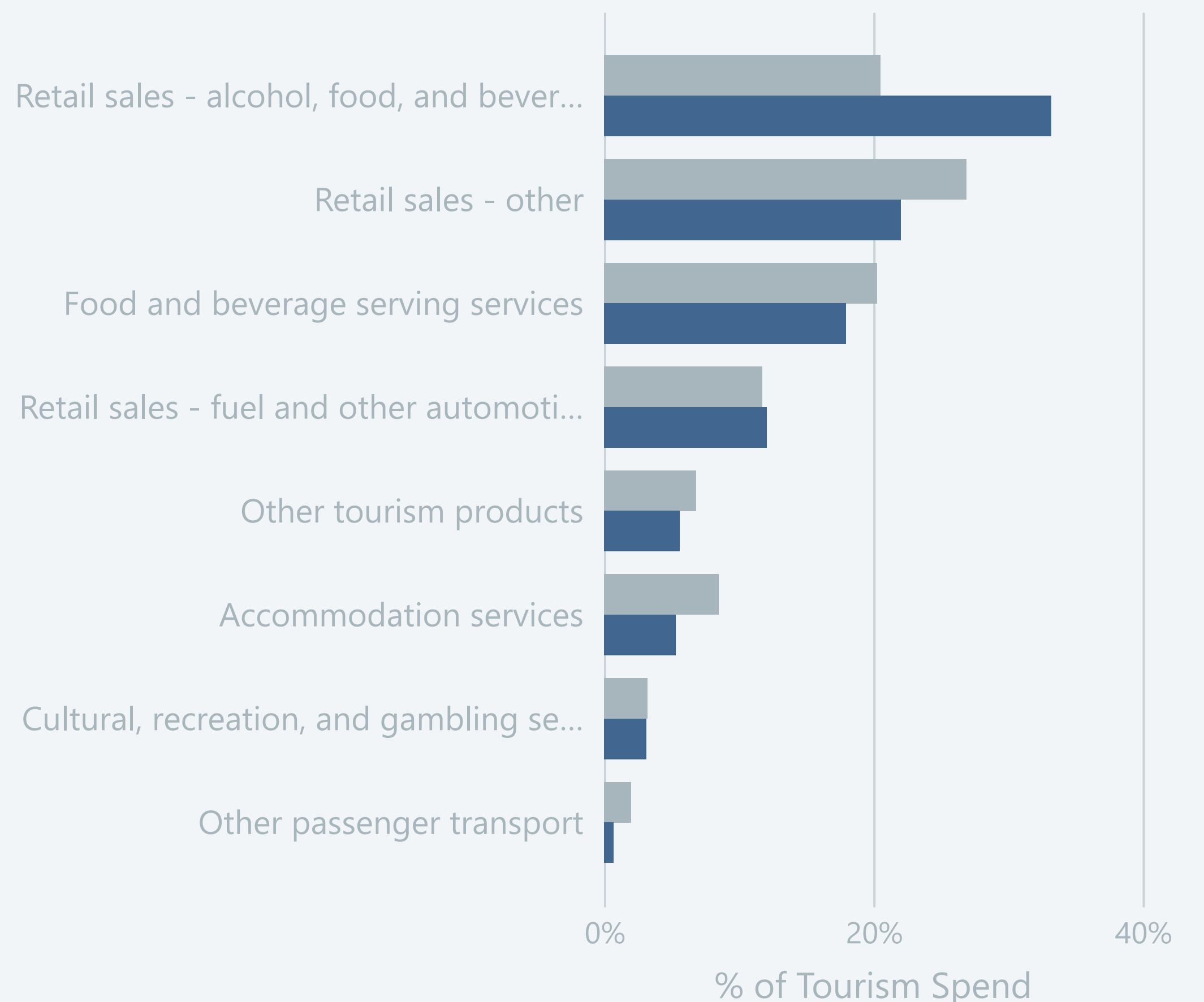
Visiting country \$ Change Spend

Germany	▲ \$67K	\$97K
Rest of Americas	▲ \$32K	\$41K
Korea	▲ \$8K	\$10K

This quarter, Thames-Coromandel District saw the greatest % change in international tourism spend from those visiting from Korea since the same quarter last year, with a \$8K increase in spend.

Tourism spend by industry

● National ● Thames-Coromandel District



In Thames-Coromandel District tourists spent the most on Retail sales - alcohol, food, and beverages this quarter, which was 33.2% of all tourism spend. This is 62% larger than the national proportion.

Visiting regions with the greatest % change

Visiting region \$ Change Spend

Marlborough	▼ \$29K	\$36K
Nelson	▼ \$29K	\$47K
Wellington	▼ \$355K	\$574K

This quarter, Thames-Coromandel District saw the greatest % change in domestic tourism spend from those visiting from the Marlborough 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.

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

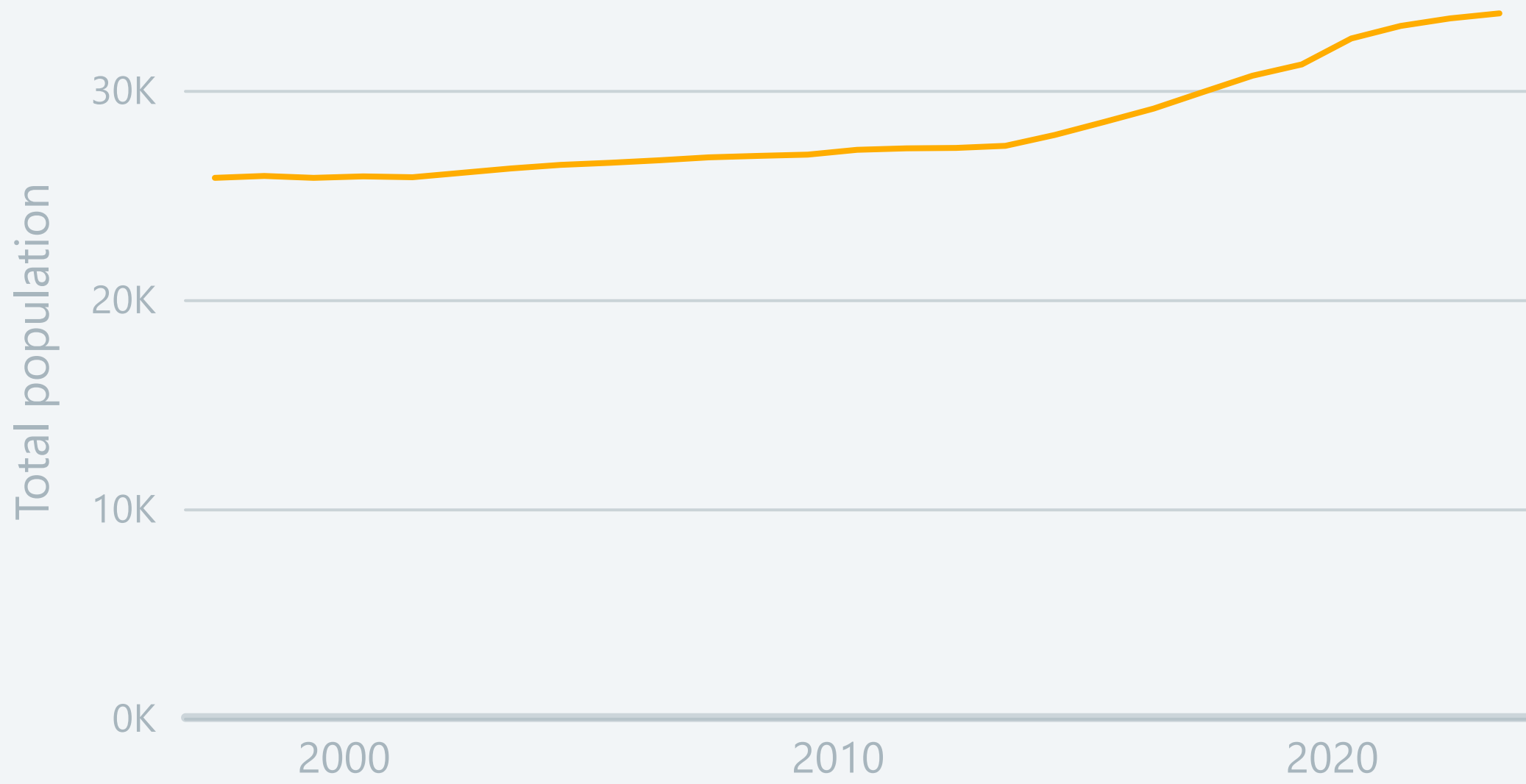


Demographics

Estimated population

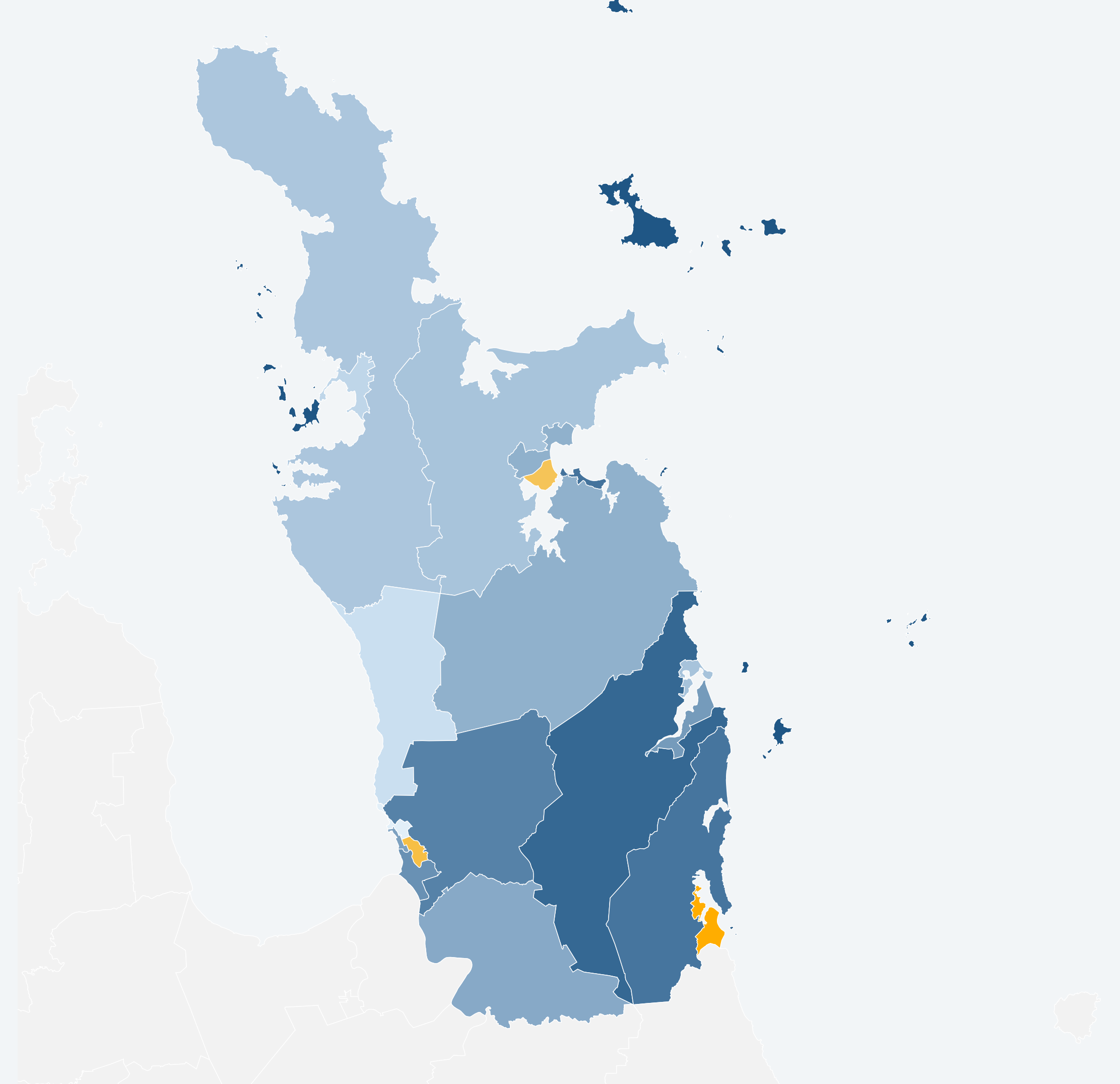
33.66K

Is the estimated total population in Thames-Coromandel District in 2023. The population in the area has increased by 0.72% or 240 people since 2022.



Population distribution

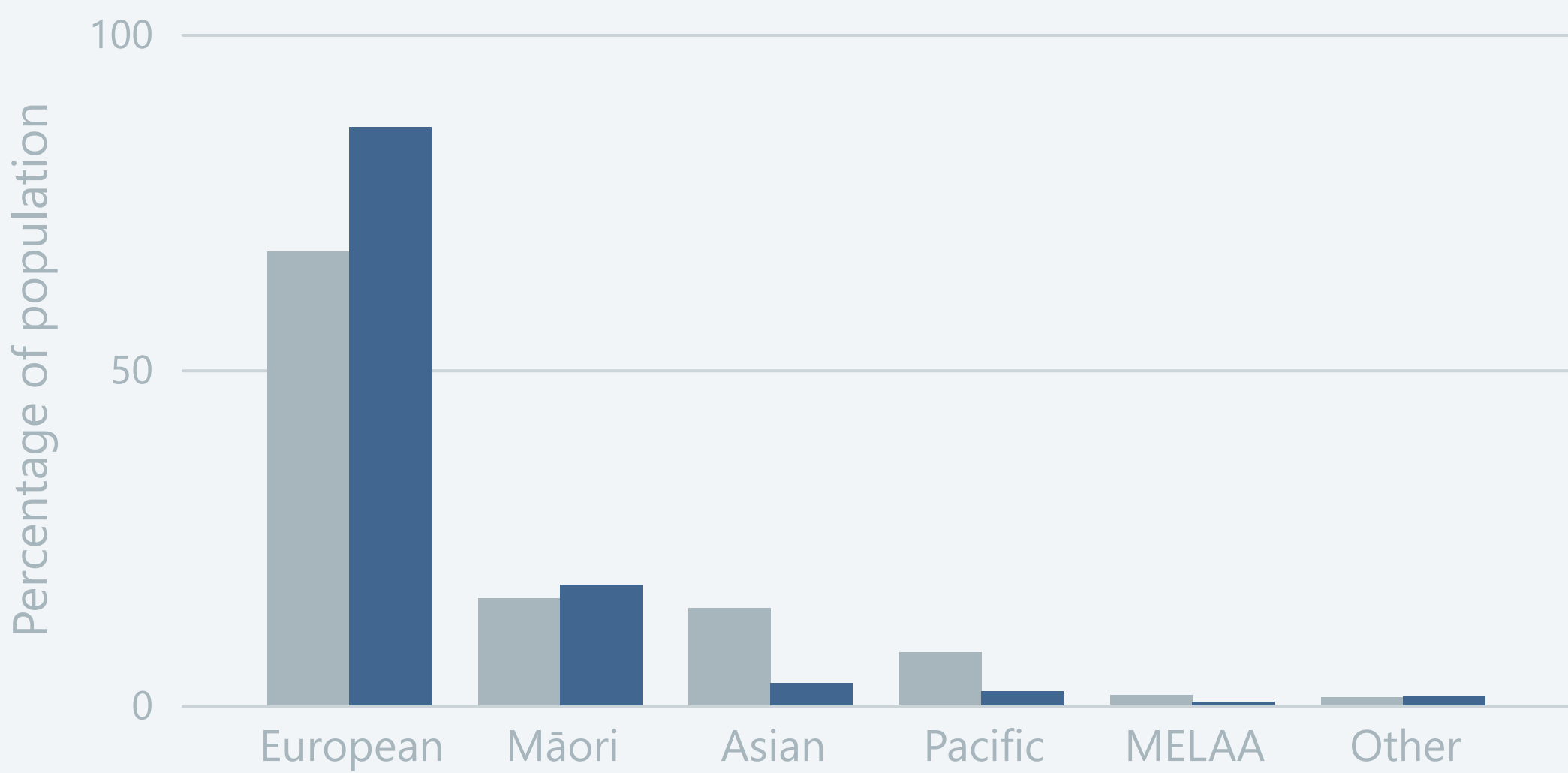
Low High



In June 2023, Kauaeranga saw the greatest change in population, with an increase of 4.5% since June 2022.

Ethnic distribution

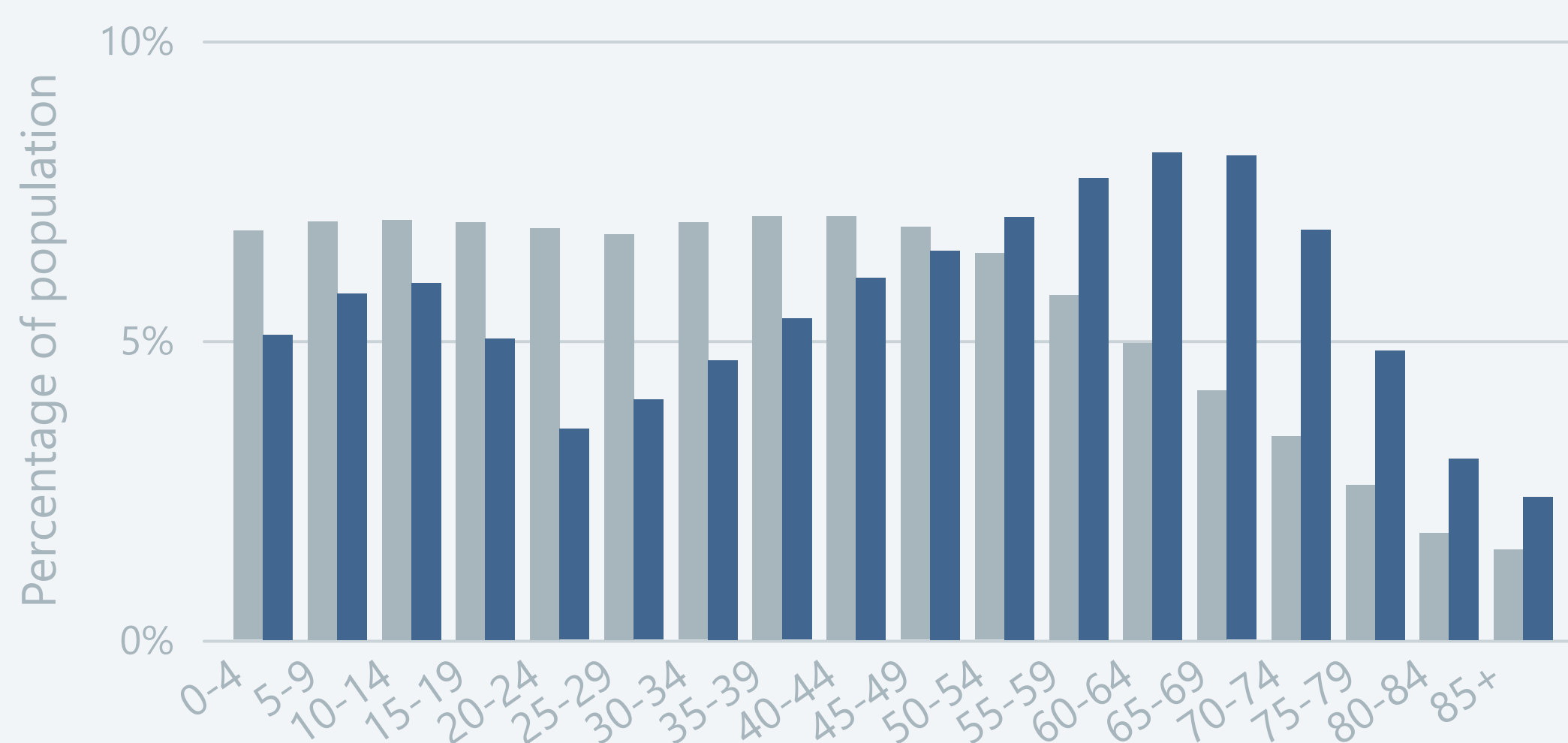
● National ● Thames-Coromandel District



As of March 2018 the largest ethnic group in Thames-Coromandel District is European (86.2%), 27.5% larger than the national percentage. The ethnicity that has had the greatest change since March 2013 is MELAA, increasing by 60.71%.

Age distribution

● National ● Thames-Coromandel District

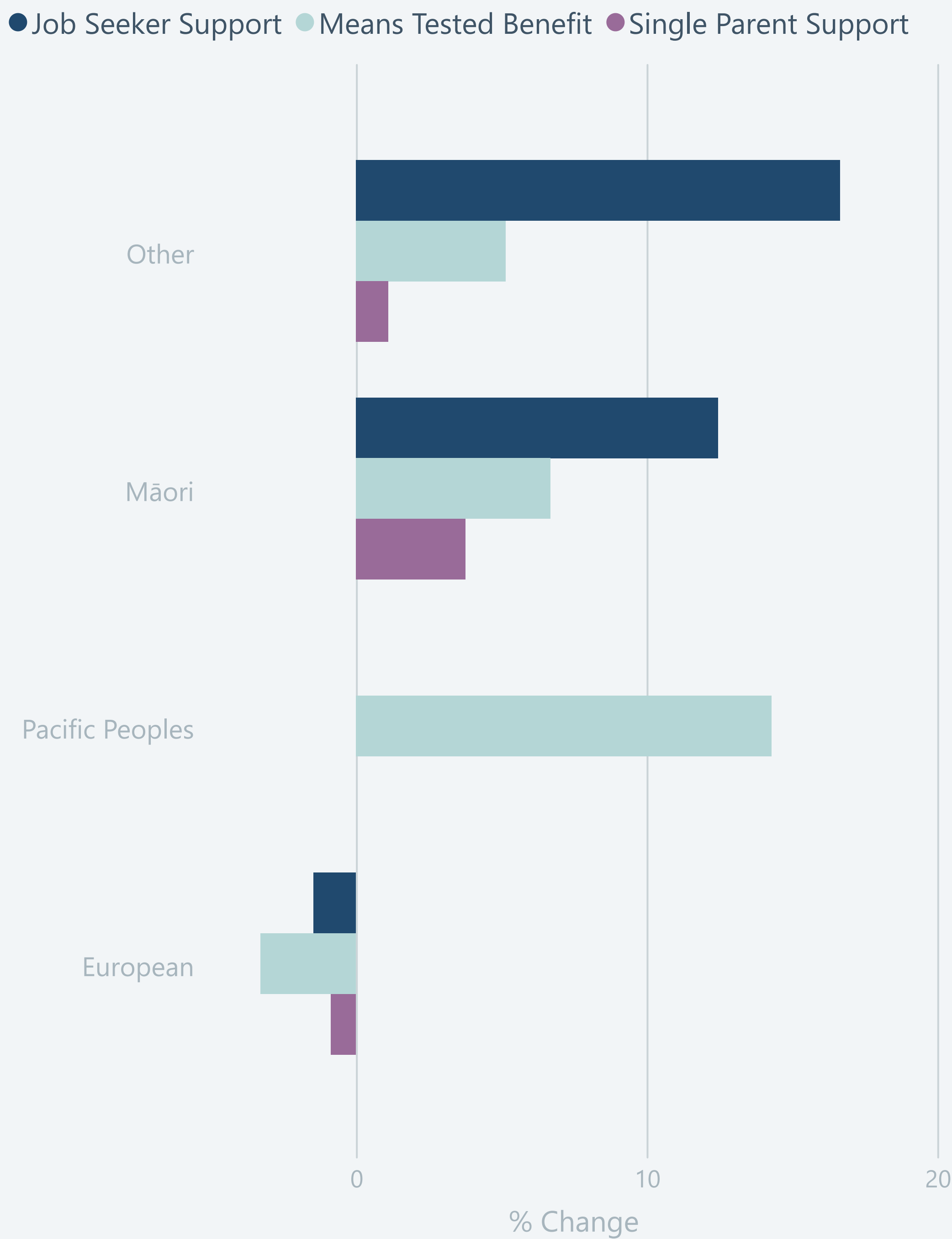


As of June 2023 the largest age band in Thames-Coromandel District is 70-74 (10%), 136.3% larger than the national distribution. The age band that has had the greatest change since June 2022 is 75-79, increasing by 7.53%.

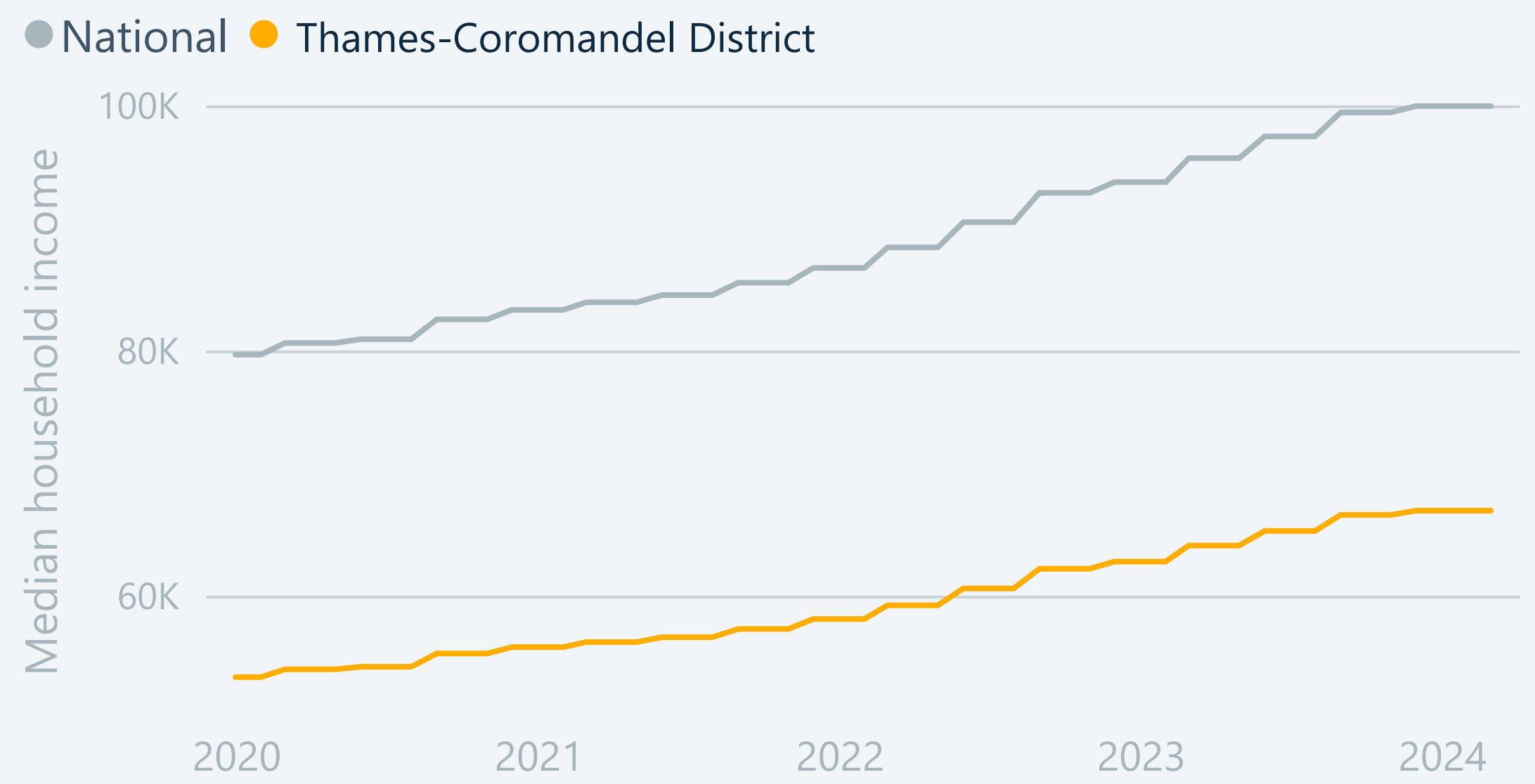
Key Pillar Changes

Job seeker support rate	Mar 2024	7.5%	▲ 2.35%	% change is from March 2023
Means tested benefit rate	Mar 2024	4.3%	▲ 0.37%	% change is from March 2023
Sole parent support rate	Mar 2024	2.5%	▲ 4.11%	% 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 Thames-Coromandel District was \$66,934. This is 33% less than the national median.

Within Thames-Coromandel District, the benefit rate by ethnicity with the greatest increase in the last 12 months was Job Seeker Support for Other ethnicities (Asian, MELAA and other), up 16.65% to a value of 5.49 claimants per 100 working adults (15-64yrs). Comparatively, Means Tested Benefit for European saw the greatest decrease over the last 12 months, down 3.28% to 3.49 claimants per 100 working adults.

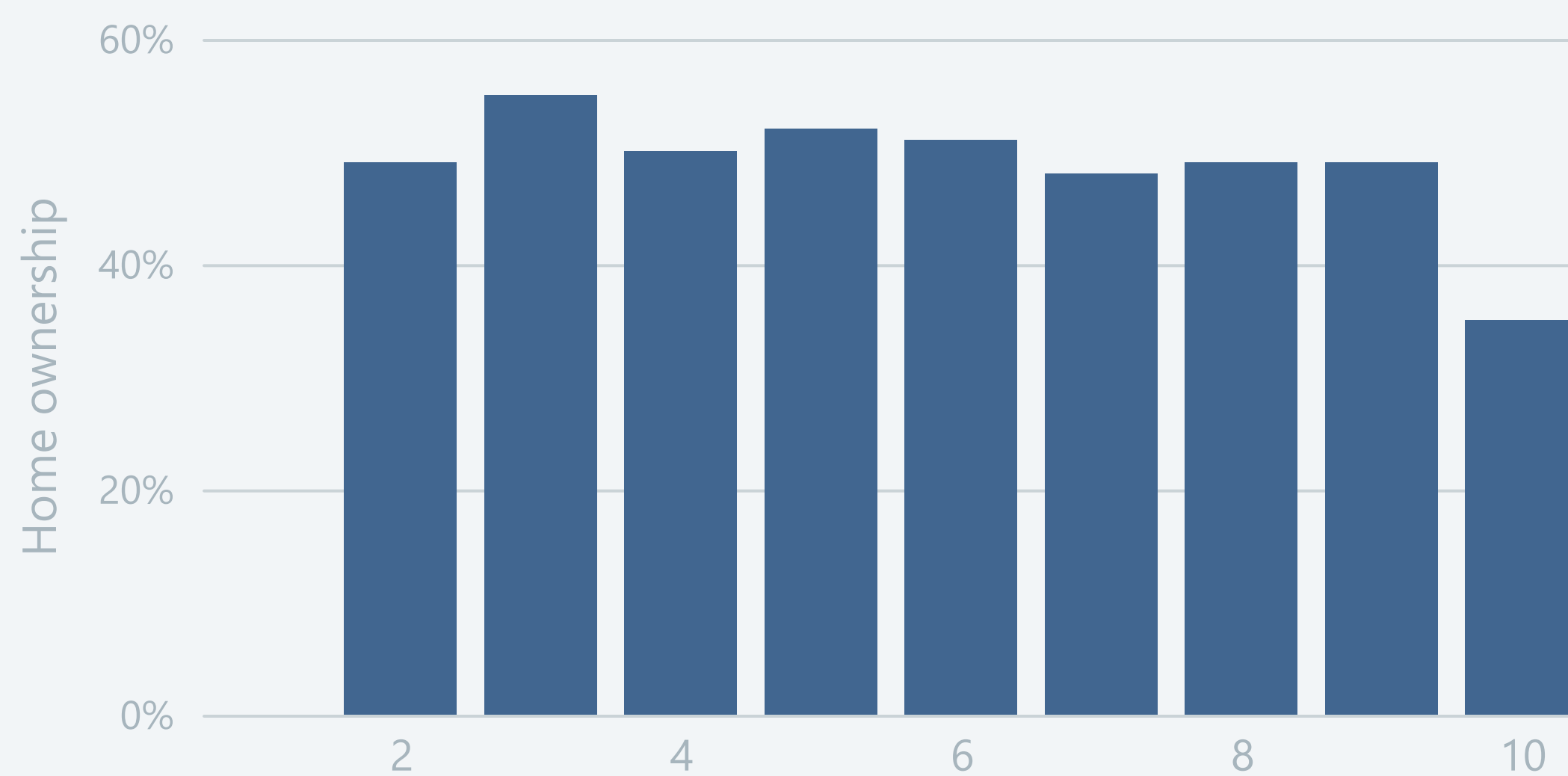
Key Pillar Changes

Years to save for a house deposit Mar 2024 **21.0** ▽ 4.72% % change is from December 2023

Rental affordability (% of income spent on rent) Mar 2024 **38.8%** ▲ 0.03% % change is from December 2023

Purchasing affordability (% of income spent on mortgage repayments) Mar 2024 **14.5%** ▽ 4.74% % change is from December 2023

Home Ownership by Deprivation Index



In Thames-Coromandel District, communities with a deprivation index of 3 have the highest rates of home ownership. The home ownership rate in these communities is 1.6 times greater than those communities with a deprivation index of 10 (the deprivation decile with the lowest home ownership rate). Deprivation and home ownership are as at

Greatest Change in Rental Affordability

Thames Central saw the greatest change in the percentage of income spent on rent over the last 3 months, with a 1.95% increase. Of these communities, Thames Central was the most unaffordable in March 2024, with 47.1% of annual household income spent on rent.

Community	% Change	Rental Affordability
Mercury Bay North	▽ 1.33	37.00
Pauanui	▲ 0.99	40.70
Thames Central	▲ 1.95	47.10
Thames South	▲ 0.69	43.90
Whitianga North	▽ 0.60	33.40

Greatest Change in Purchasing Affordability

Colville saw the greatest change in the percentage of income spent on mortgage repayments, with a 25.6% increase over the last 3 months. Of these communities, Pauanui was the most unaffordable in March 2024, with 20.2% of annual household income spent on mortgage repayments.

Community	% Change	Purchasing Affordability
Colville	▲ 25.63	20.10
Mercury Bay North	▽ 16.02	15.20
Pauanui	▽ 10.62	20.20
Thames Coast	▽ 14.94	13.10
Whitianga North	▽ 10.53	10.20

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.

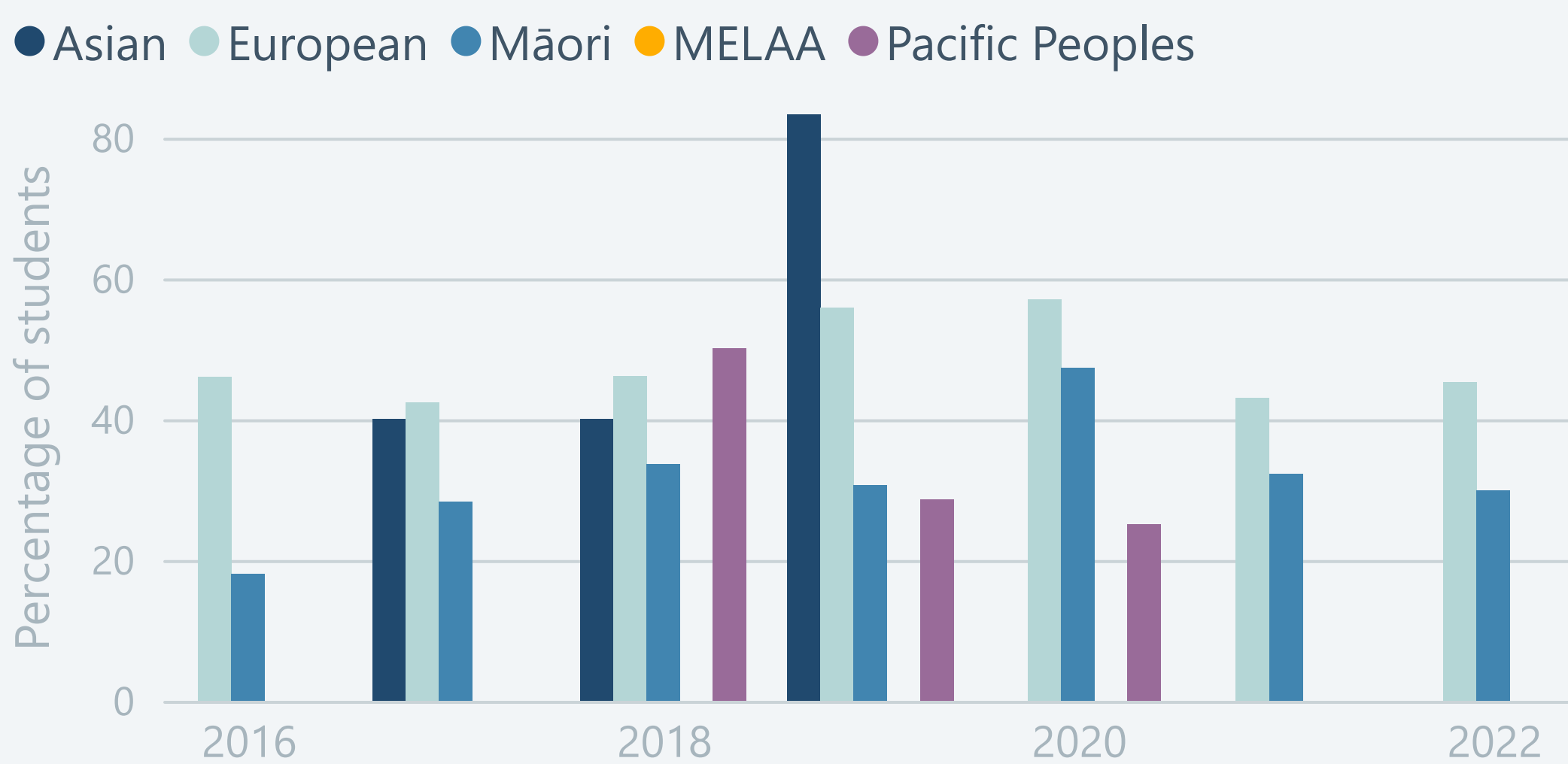
Key Pillar Changes

Secondary school retention Jan 2022 **73.0%** ▽ 3.6% % change is from January 2021

Secondary school with highest proportion of students leaving with NCEA level 3 Jan 2022 **Mercury Bay Area School**

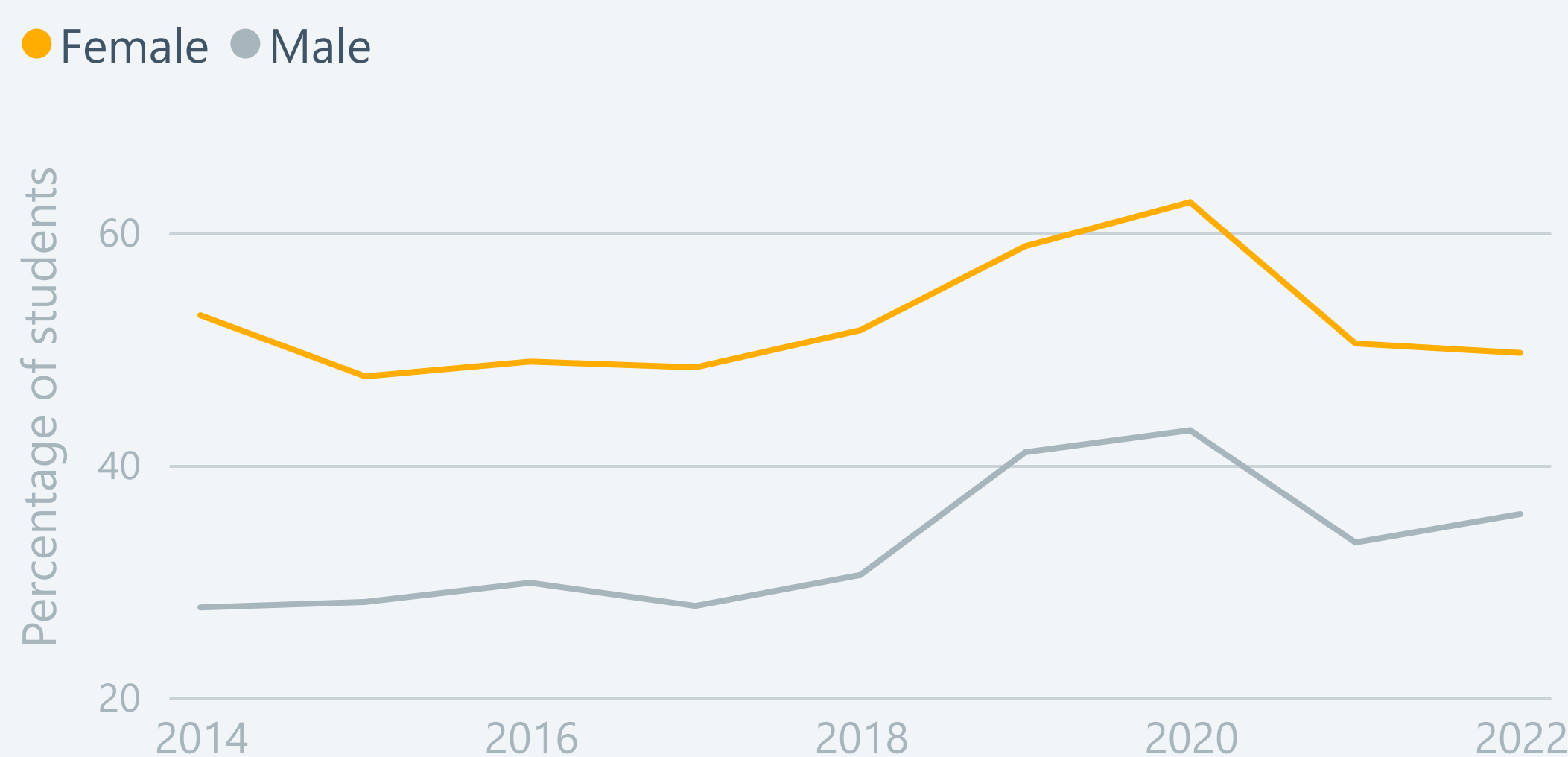
Ethnicity with greatest change in secondary school retention Jan 2022 **Māori** ▽ 6.98% % change is from January 2021

School leavers with NCEA3 level by ethnicity



In 2022, European students in Thames-Coromandel District had the greatest proportion of students leaving with NCEA3. This is 1.51 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 24.5%. Māori NCEA Level 3 pass rates in Thames-Coromandel District are 84% of National Māori rates.

School leavers with NCEA3 level by gender



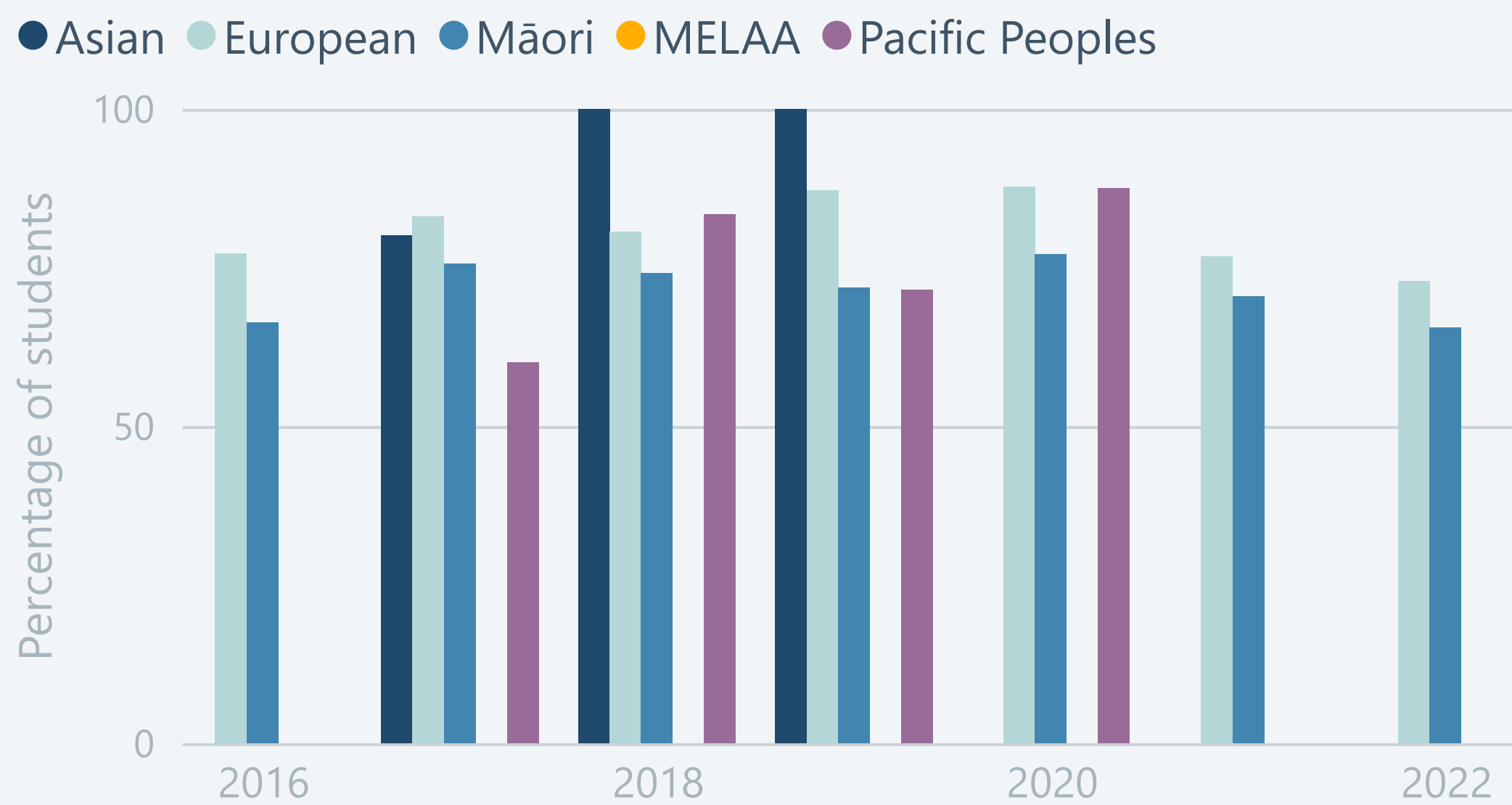
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Thames-Coromandel District for female students has been 1.58 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for female students compared with male students was less than average. Compared to national figures, in 2022 the pass rate in Thames-Coromandel 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 Whangamata Area School, with a 15.9% decrease. Note that the table includes only those schools with more than 50 students.

School	% Change	Pass Rate
Whangamata Area School	▽ 15.90	37.04
Mercury Bay Area School	▲ 10.83	48.18
Thames High School	▲ 0.61	39.29

Secondary school retention by ethnicity



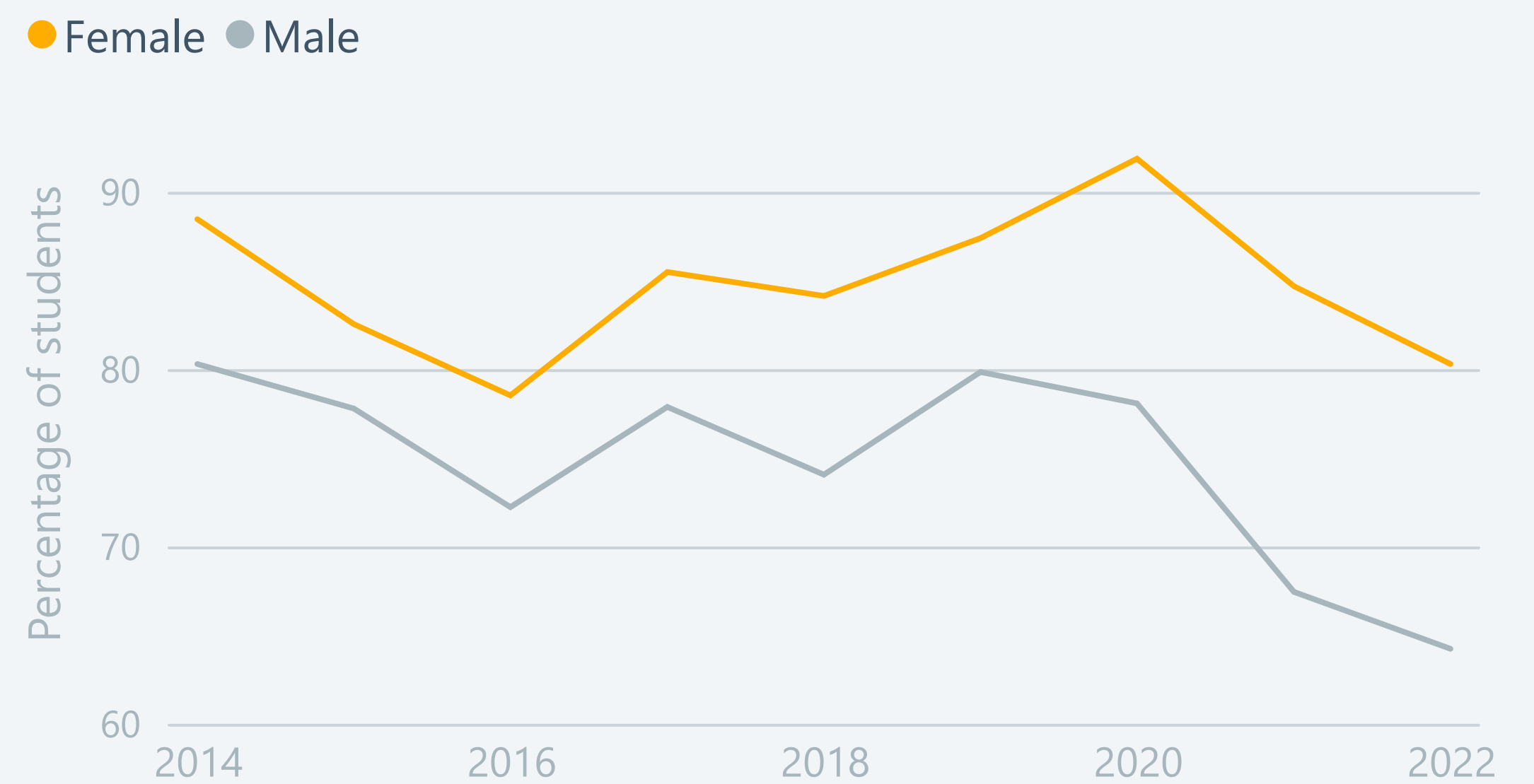
In 2022, European students in Thames-Coromandel District had the greatest retention rate. This is 1.11 times larger than Māori students, who have the lowest retention rate. Māori students have seen the greatest change in retention, with a decrease of 8.6%. Māori retention rates in Thames-Coromandel District are 101% of National Māori rates.

Schools with greatest change in retention

In 2022, the school with the greatest change in retention rate since 2021 was Whangamata Area School, with a 17.43% decrease. Note that the table includes only those schools with more than 50 students.

Community	% Change	Retention rate
Whangamata Area School	▼ 17.43	63
Thames High School	▼ 2.65	69
Mercury Bay Area School	▲ 1.07	78

Secondary school retention by gender



On average, since 2014, the retention rate in Thames-Coromandel District of female students has been 1.14 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 Thames-Coromandel District were lower for both females and males.

! 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.

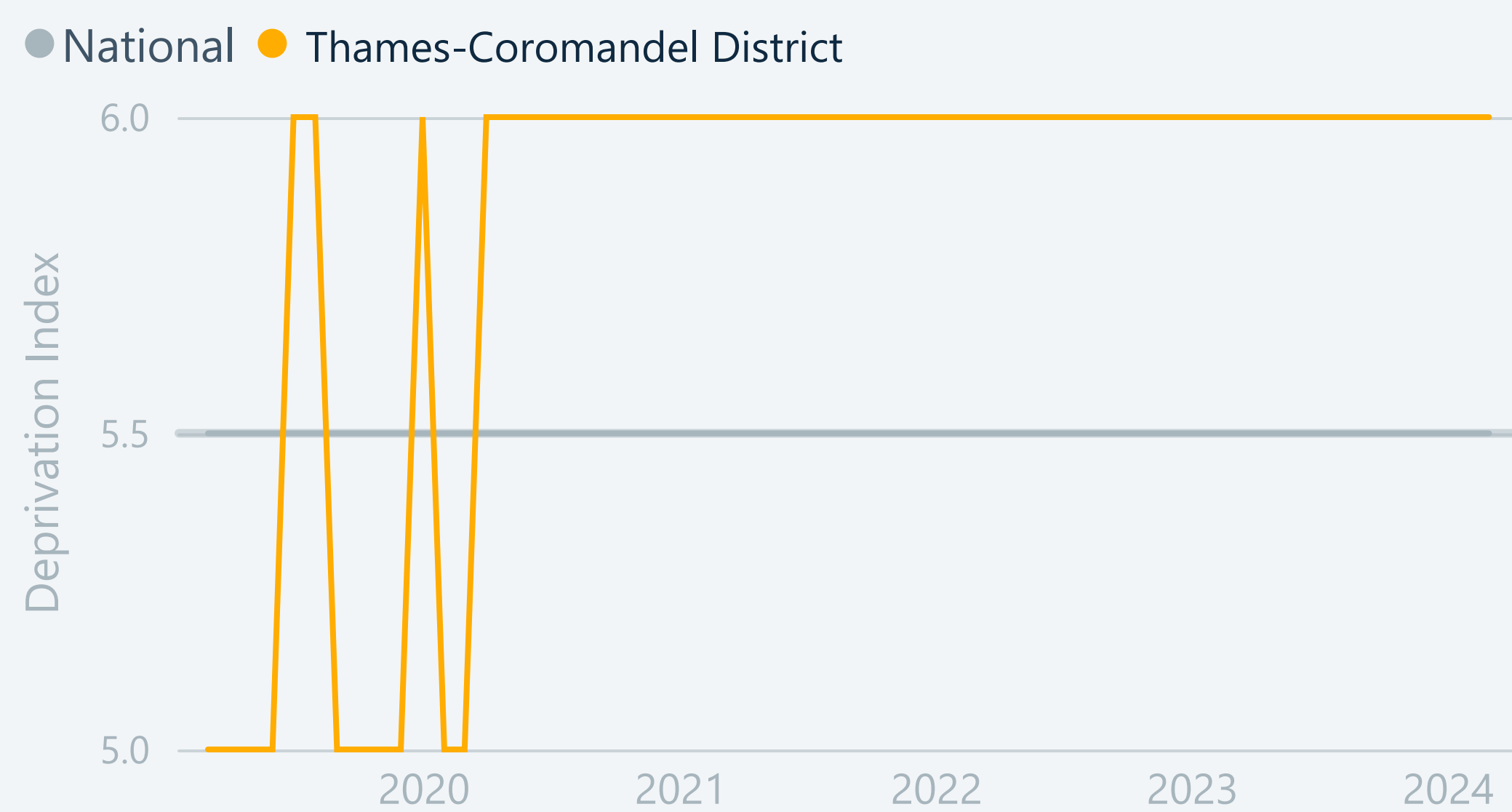
Key Pillar Changes

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

Community with greatest decrease in deprivation score Mar 2024 **Thames North** ▽ 1.45% % change is from March 2023

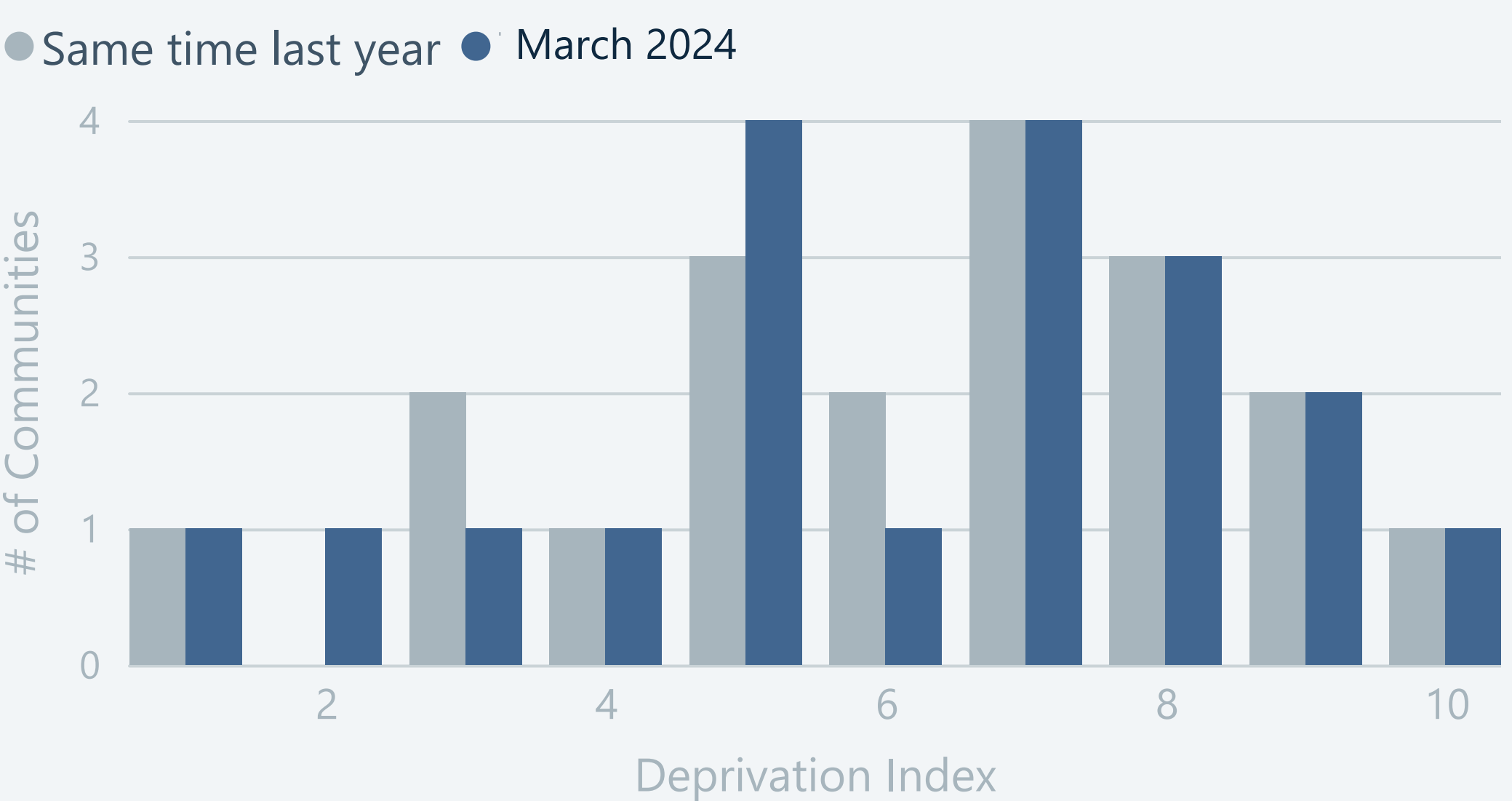
Community with greatest increase in deprivation score Mar 2024 **Tairua** ▲ 2.2% % change is from March 2023

Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Thames-Coromandel 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 Thames-Coromandel District, 31.6% of the population live in highly deprived communities (deprivation index 8-10), whereas 15.8% live in high socio-economic performing communities (deprivation index 1-3).

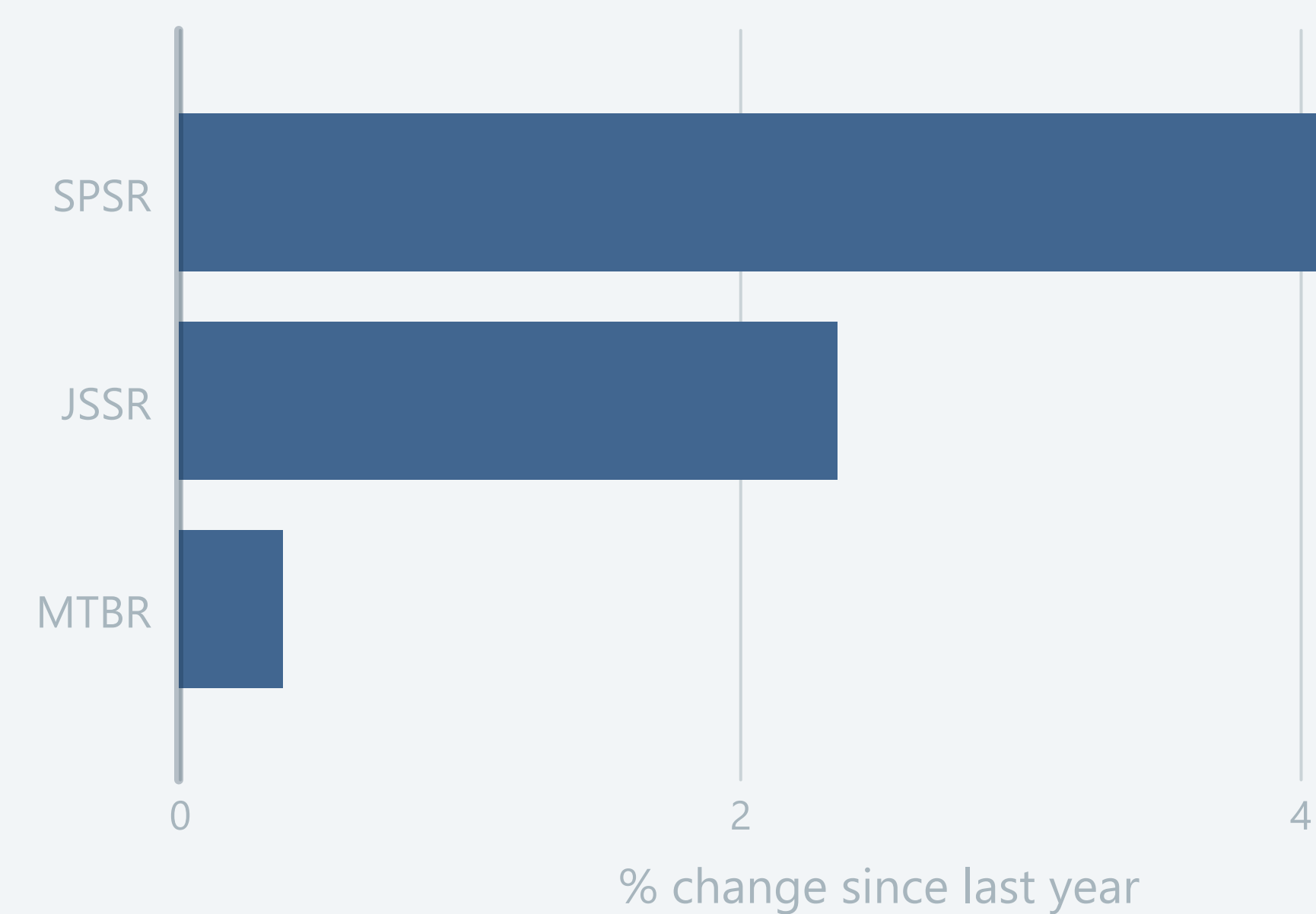
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Tairua	▲ 2.20	1,016.64
Thames North	▽ 1.45	1,050.55
Kauaeranga	▽ 1.04	967.56
Matatoki-Puriri	▽ 1.02	1,004.32
Whangamatā Rural	▽ 1.01	1,015.75

The community with the greatest change in deprivation score since the same time last year was Tairua, with a 2.2% increase.

Benefit Deprivation Indicators



The benefit deprivation indicator that has changed the most in the last year is Single Parent Support Rate (SPSR) which saw a 4.11% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

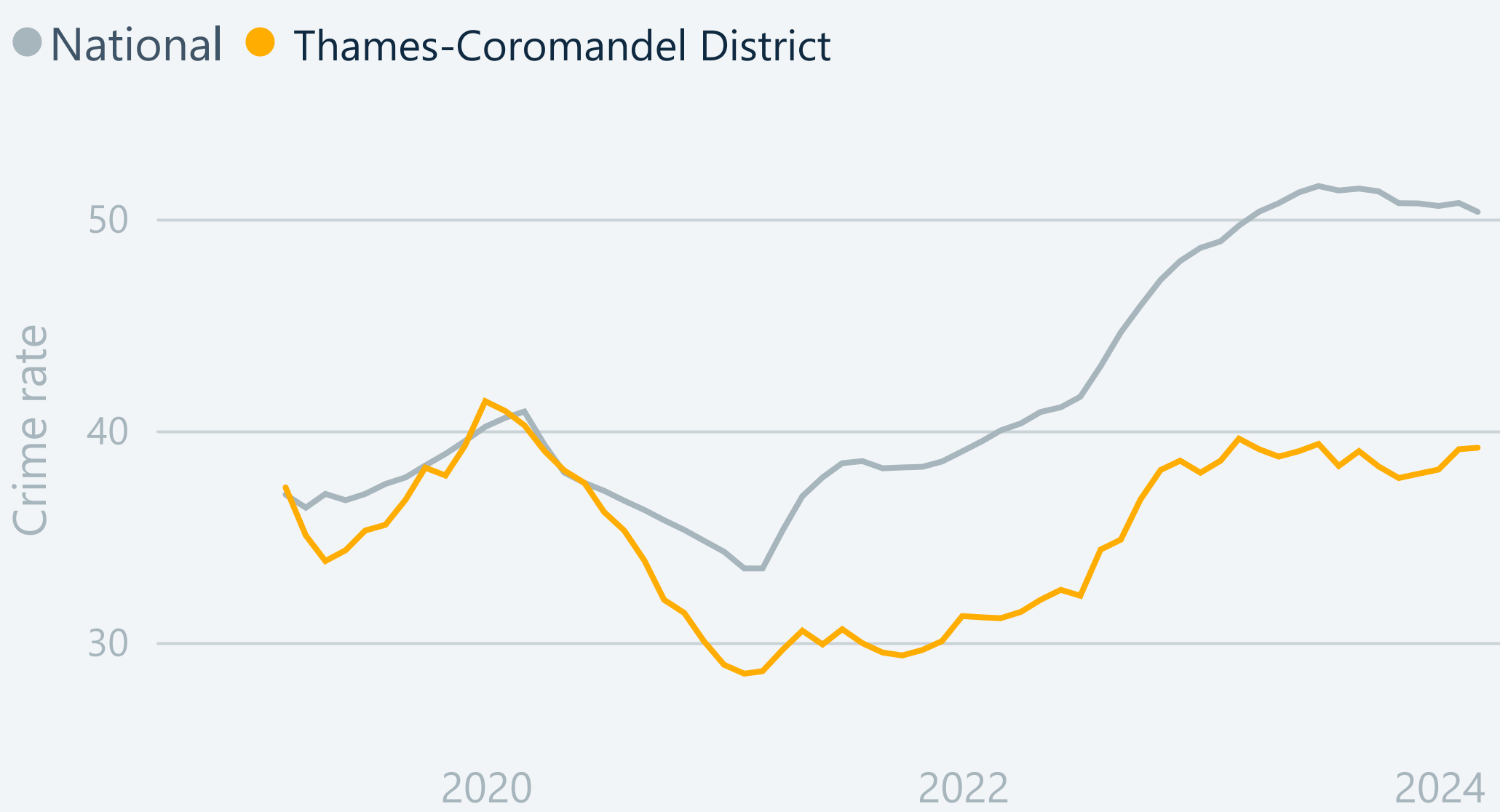
Key Pillar Changes

Crime rate Mar 2024 **39.2** ▲ 3.24% % change is from December 2023

Crime type with the greatest change in crime rate Mar 2024 **Theft From Retail Premises** ▲ 12.97% % change is from December 2023

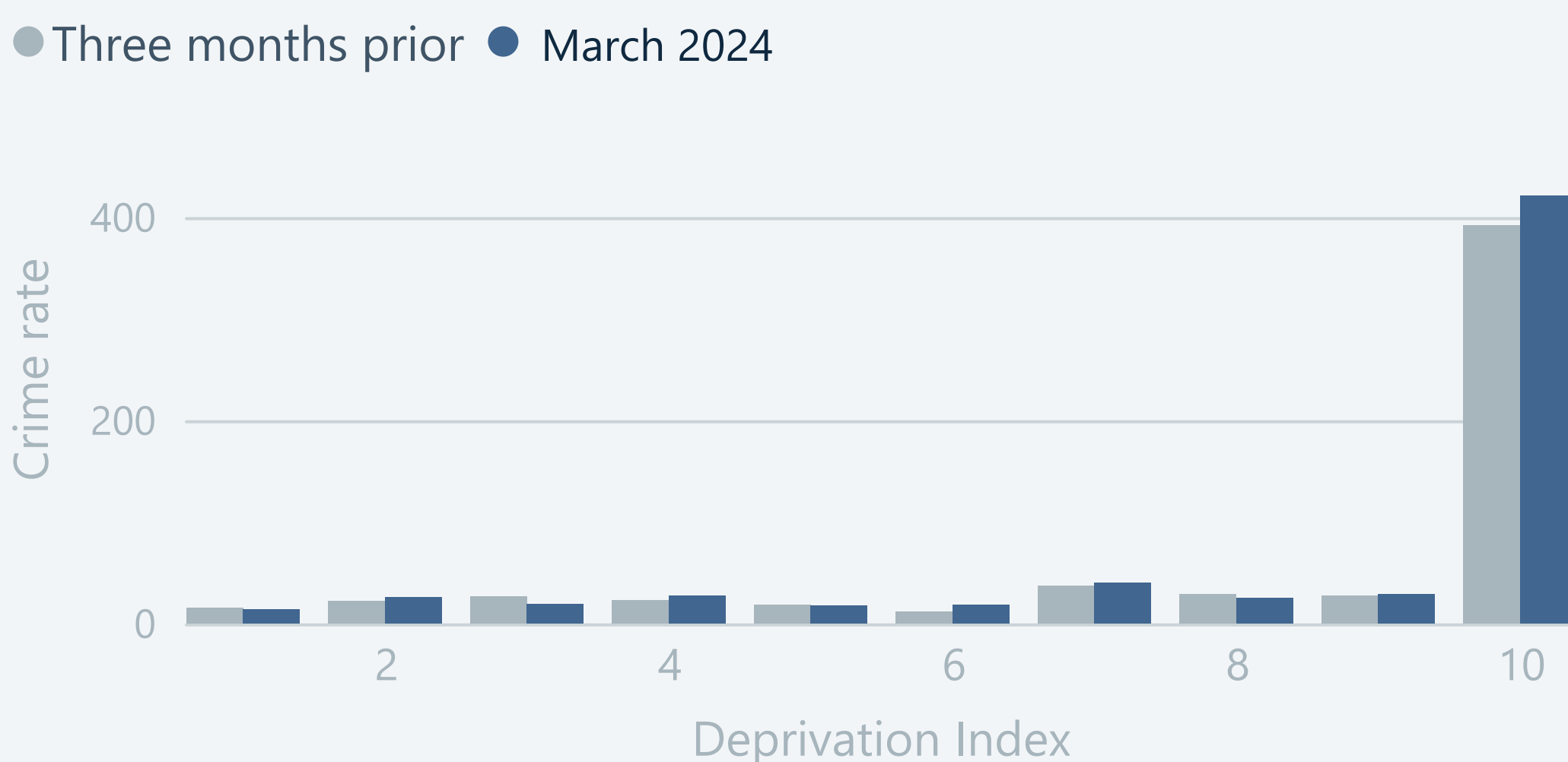
Community with greatest change in crime rate Mar 2024 **Matatoki-Puriri** ▲ 50.9% % change is from December 2023

Comparison to National Crime Rate



Compared with the same time last year the crime rate in Thames-Coromandel District has decreased by -1.1%, and is 39.2 as at March 2024. The crime rate is 22.1% below the national rate of 50.3.

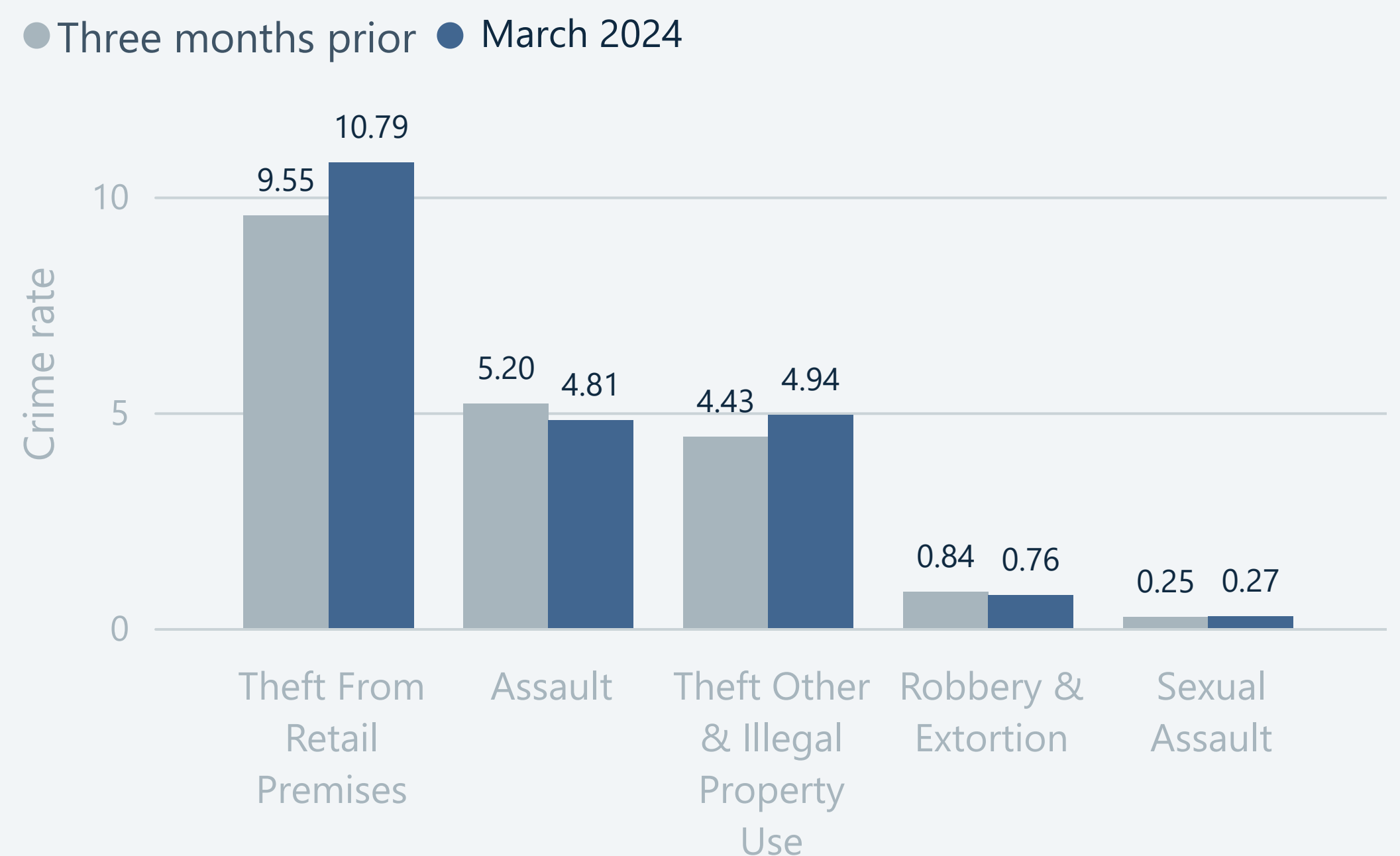
Crime Rate by Deprivation Index



In Thames-Coromandel District, communities with a deprivation index of 10 have the highest crime rate. The crime rate in these communities is 30.9 times higher than those with a deprivation index of 1, the group with the lowest crime rate. Communities with a deprivation index of 6 have seen the greatest change in their crime rate over the last 3 months, with an increase of 58.6%.

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 Thames-Coromandel District, the most prevalent type of crime in March 2024 was 'Theft From Retail Premises'. The type of crime that had the greatest change in the last 3 months was 'Theft From Retail Premises', with an increase of 13%.

Communities with Greatest Change

Community	% Change	Crime rate
Matatoki-Puriri	▲ 50.90	22.4
Hikuai	▲ 49.13	8.3
Whangamata Rural	▲ 37.75	40.5
Mercury Bay South	▼ 36.26	9.0
Totorā-Kopu	▼ 29.65	22.5

Matatoki-Puriri saw the greatest change in crime rate over the last 3 months in Thames-Coromandel District, with an increase of 50.9%.

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