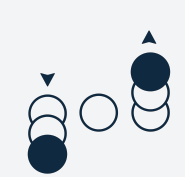


# Quarterly Report

Thames-Coromandel District

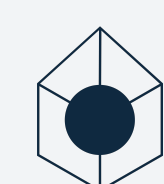
# Summary

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

 Total tourism spend this quarter

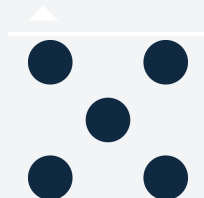
 **\$48.7M**

During the quarter to June 2023, \$48.7M was spent in Thames-Coromandel District by New Zealanders living outside of the district and international tourists, with a decrease of 42.11% compared with March 2023.

 Years to save for a house deposit

 **27.0**

As of June 2023, it would take 27.0 years to save for a 20% home deposit in Thames-Coromandel District, with a decrease of 6.7% compared with March 2023.

 Gambling spend per capita

 **\$110**

As of March 2023, an average of \$110.0 was spent by individuals over 18 years in Thames-Coromandel District through electronic gaming machines, with a decrease of 4.25% compared with December 2022.

 Crime rate

 **38.4**

In June 2023, Thames-Coromandel District had a crime rate of 38.4 incidents per 10,000 people, with a decrease of 1.95% compared with March 2023.

 Deprivation Index

 **6.0**

As of June 2023, the deprivation within Thames-Coromandel District is 6.0 and this is unchanged since May 2023.

 Job seeker support rate

 **7.3%**

In June 2023, 7.3% of the working population (15-64 years) in Thames-Coromandel District claimed Job Seeker Support, with an increase of 4.77% compared with June 2022.

 Trending Up  Trending Down  Improving  Worsening  No Change

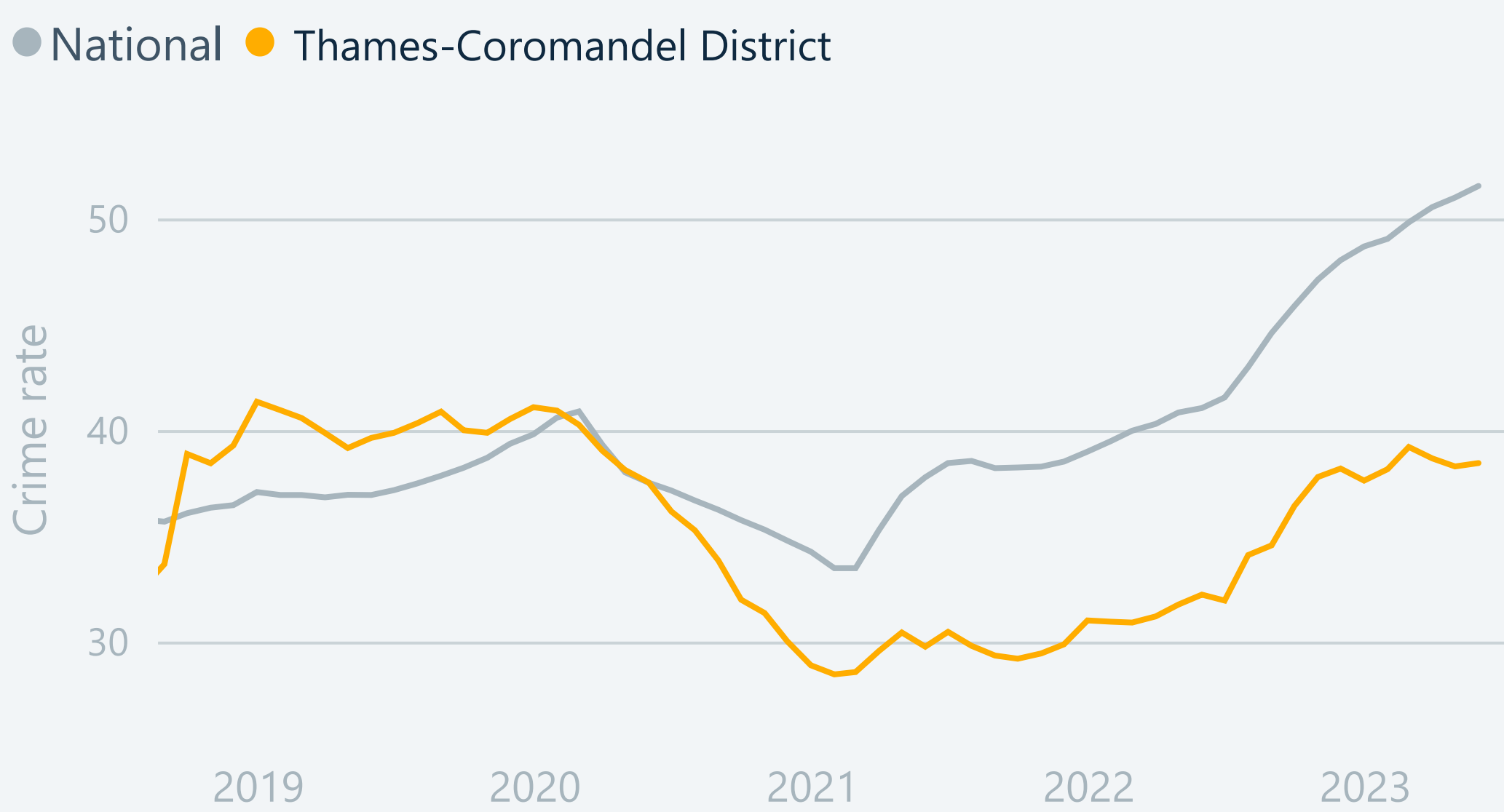
## Key Pillar Changes

**Crime rate** Jun 2023 **38.4** ▽ 1.95% % change is from March 2023

**Crime type with the greatest change in crime rate** Jun 2023 **Sexual Assault** ▲ 59.35% % change is from March 2023

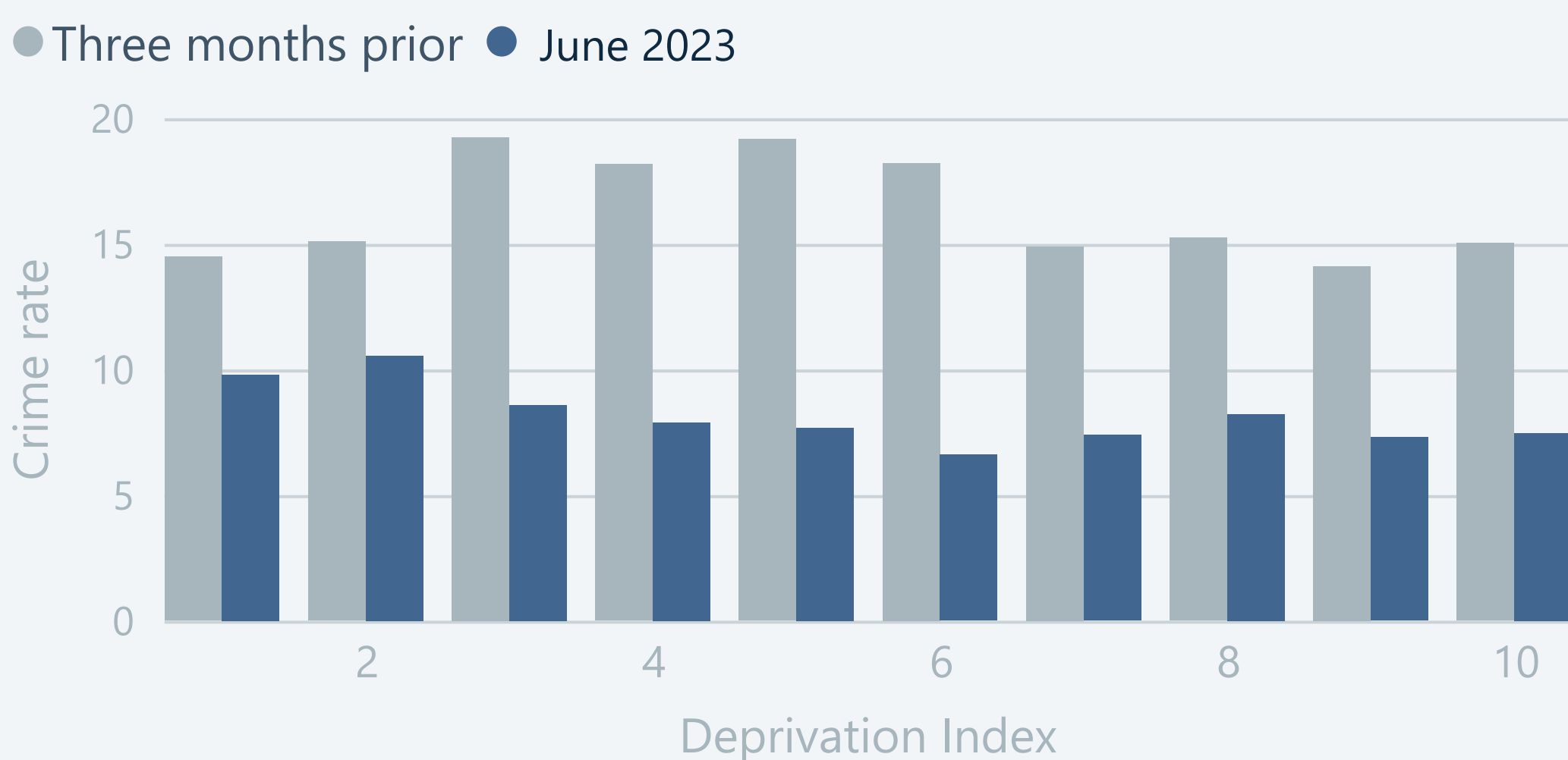
**Community with greatest change in crime rate** Jun 2023 **Cooks Beach-Ferry Landing** ▽ 36.37% % change is from March 2023

## Comparison to National Crime Rate



Compared with the same time last year the crime rate in Thames-Coromandel District has increased by 19.3%, and is now 38.4 as at June 2023. The crime rate is 25.4% below the national rate of 51.5.

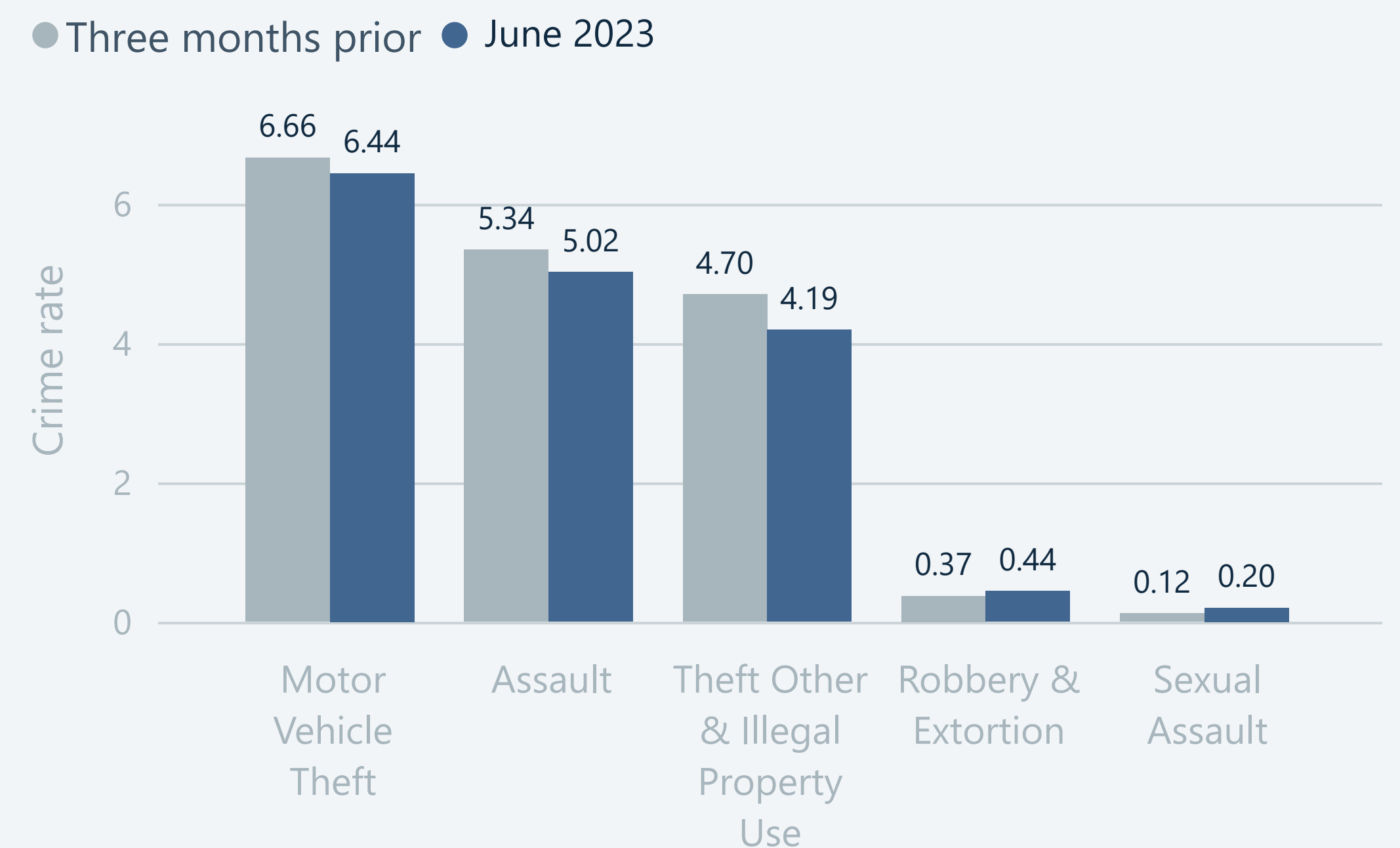
## Crime Rate by Deprivation Index



In Thames-Coromandel District, communities with a deprivation index of 2 have the highest crime rate. The crime rate in these communities is 1.6 times higher than those with a deprivation index of 6, the group with the lowest crime rate. Communities with a deprivation index of 2 have seen the greatest change in their crime rate over the last 3 months, with an increase of -30.1%.

**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 June 2023 was 'Motor Vehicle Theft and Related Offences'. The type of crime that had the greatest change in the last 3 months was 'Sexual Assault', with an increase of 59.3%.

## Communities with Greatest Change

Community	% Change	Crime rate
Cooks Beach-Ferry Landing	▽ 36.37	12.6
Tairua	▽ 32.36	8.5
Thames Coast	▲ 22.51	23.4
Pauanui	▽ 11.12	17.4
Thames North	▽ 11.08	36.2

Cooks Beach-Ferry Landing saw the greatest change in crime rate over the last 3 months in Thames-Coromandel District, with a decrease of -36.4%.

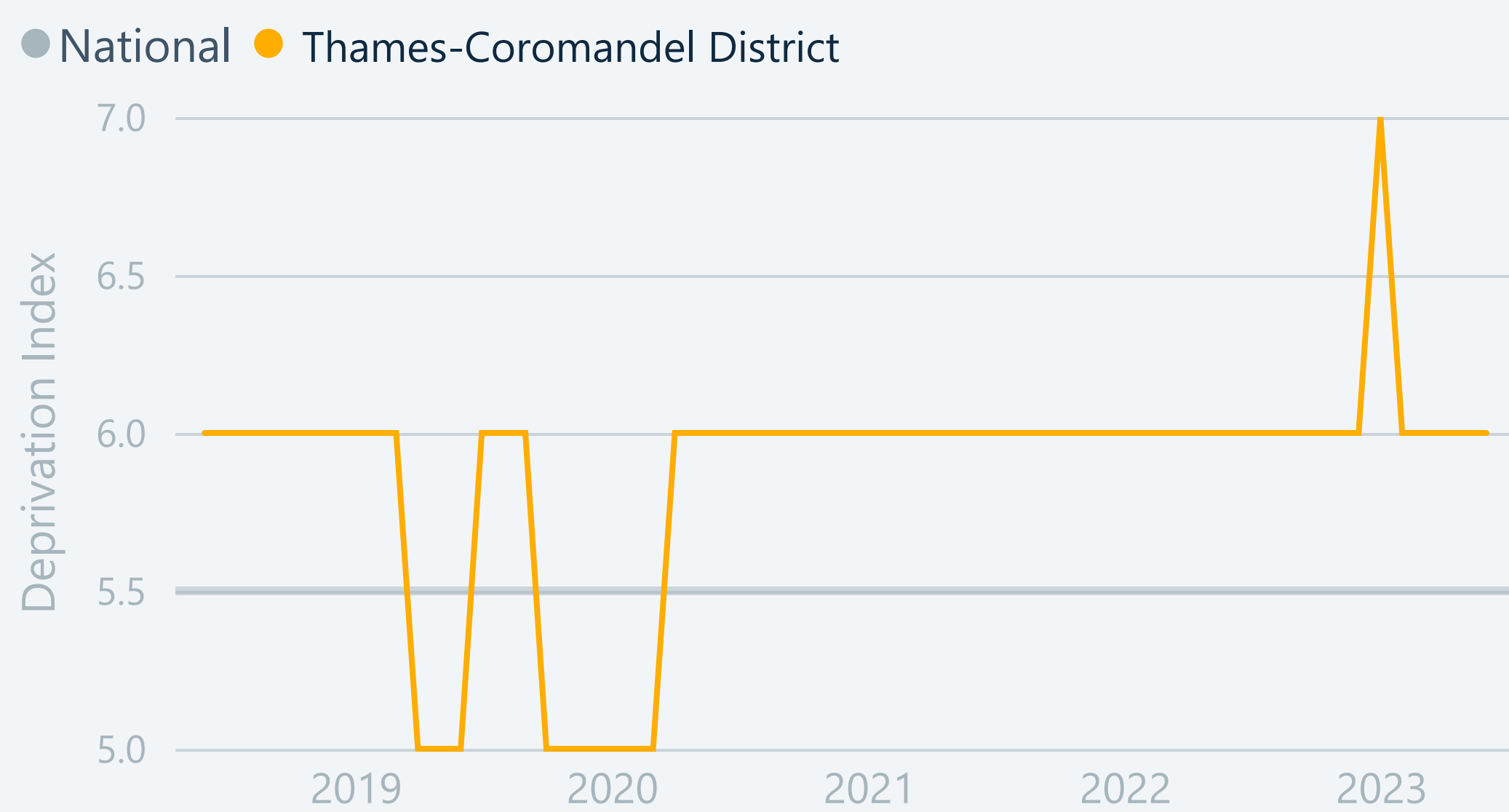
## Key Pillar Changes

Deprivation Index Jun 2023 **6.0** — 0% % change is from May 2023

Community with greatest decrease in deprivation score Jun 2023 **Thames South** ▽ 1.32% % change is from June 2022

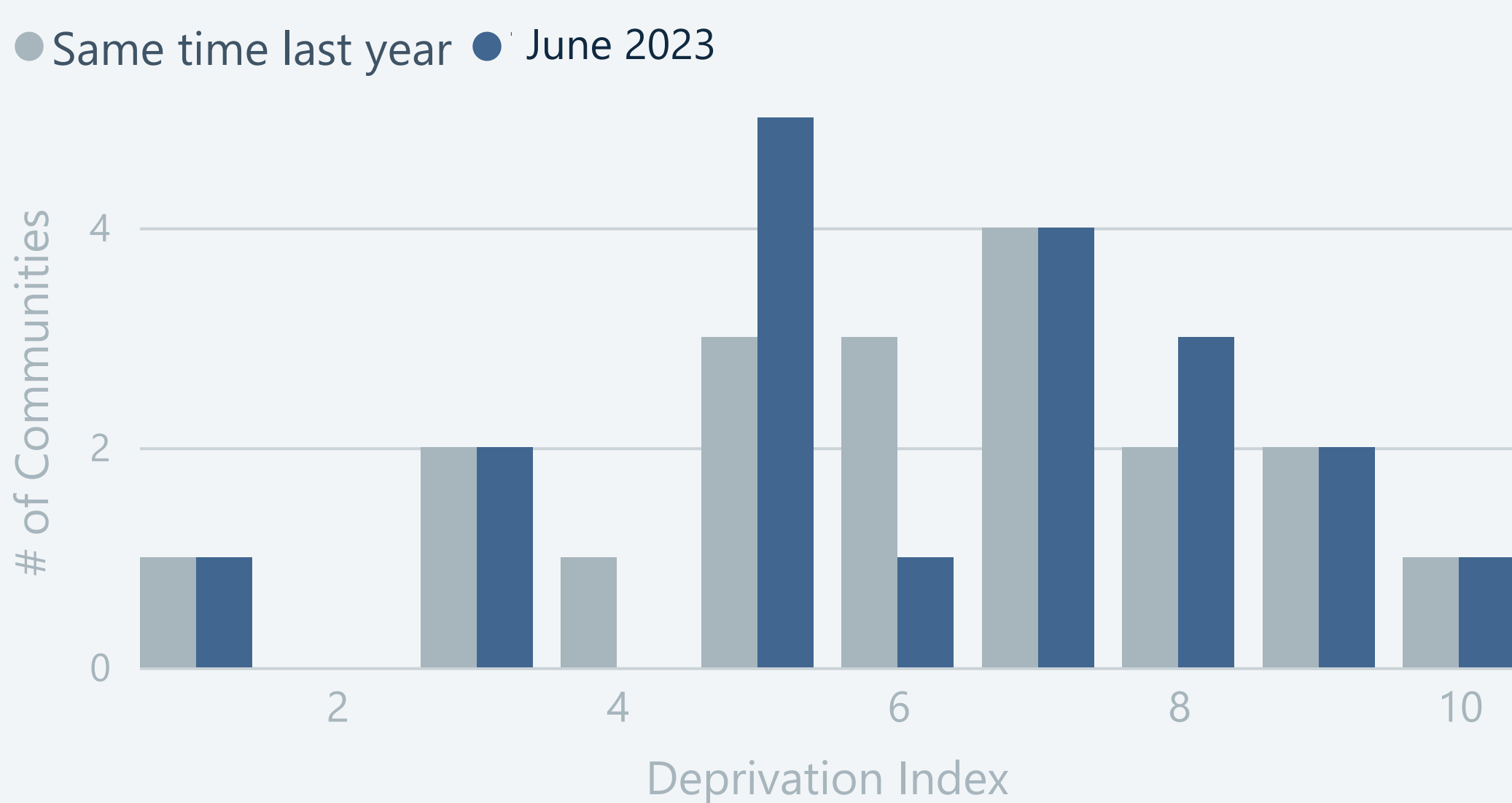
Community with greatest increase in deprivation score Jun 2023 **Thames Coast** ▲ 1.52% % change is from June 2022

## Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Thames-Coromandel District has seen no change by 0%, and is now 6 in June 2023. 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).

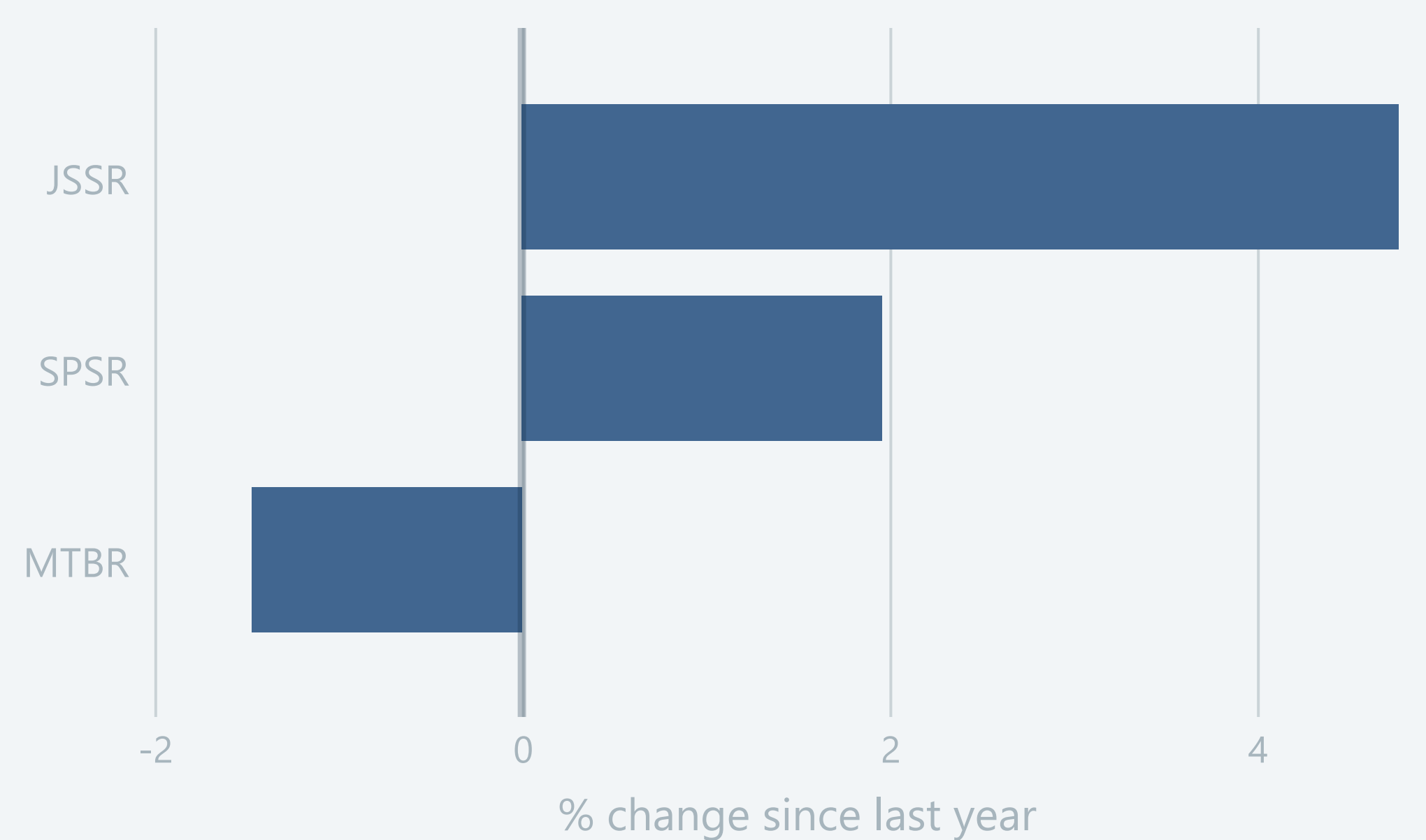
**i** Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

## Communities with the Greatest Change

Community	% Change	Depr. score
Thames Coast	▲ 1.52	1,040.41
Thames South	▽ 1.32	1,061.27
Thames North	▲ 1.11	1,070.81
Kauaeranga	▲ 1.10	972.47
Matatoki-Puriri	▲ 1.08	1,008.84

The community with the greatest change in deprivation score since the same time last year was Thames Coast, with a 1.5% increase.

## Benefit Deprivation Indicators

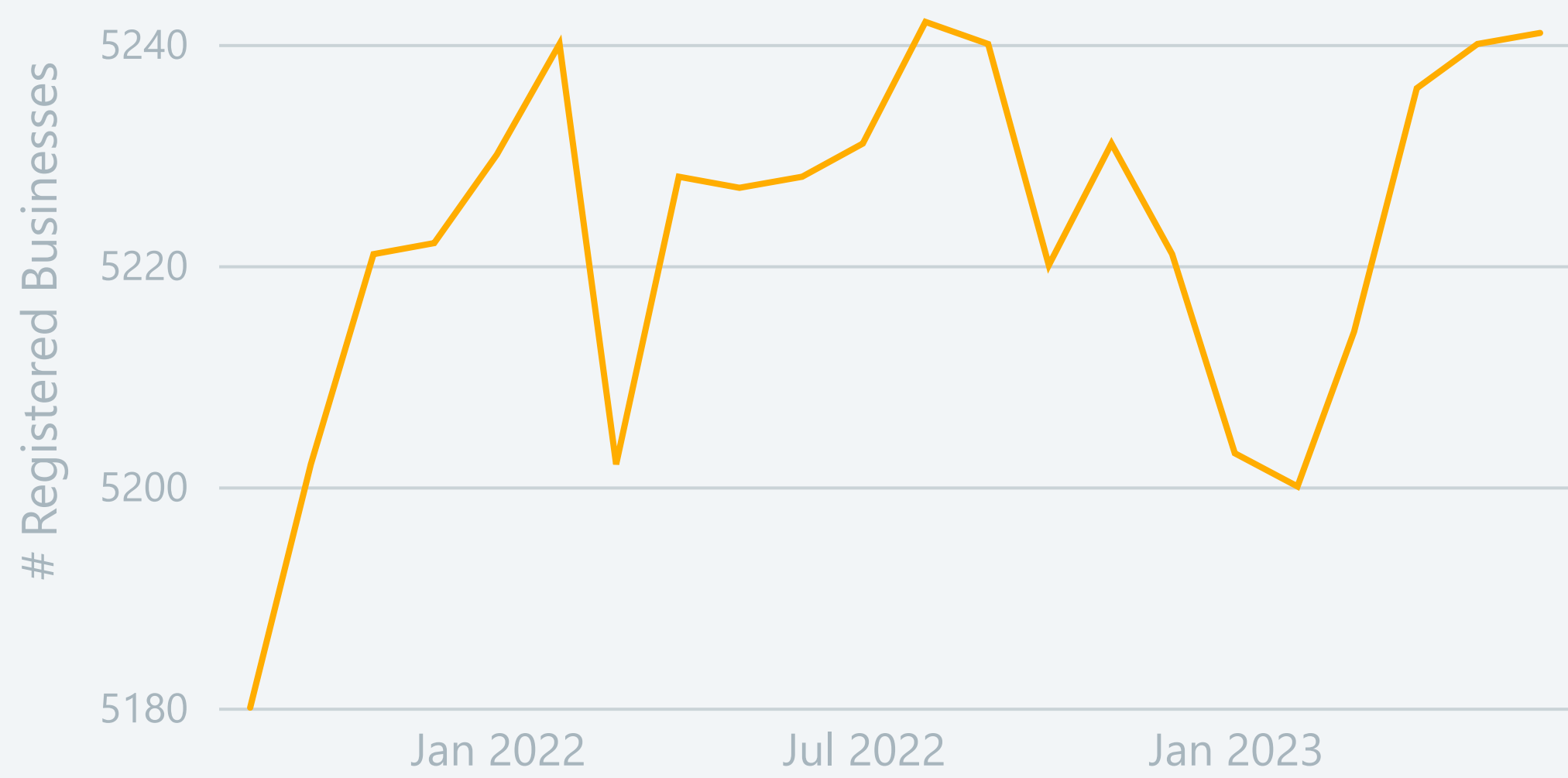


The benefit deprivation indicator that has changed the most in the last year is Job Seeker Support Rate (JSSR) which saw a 4.77% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

### Key Pillar Changes

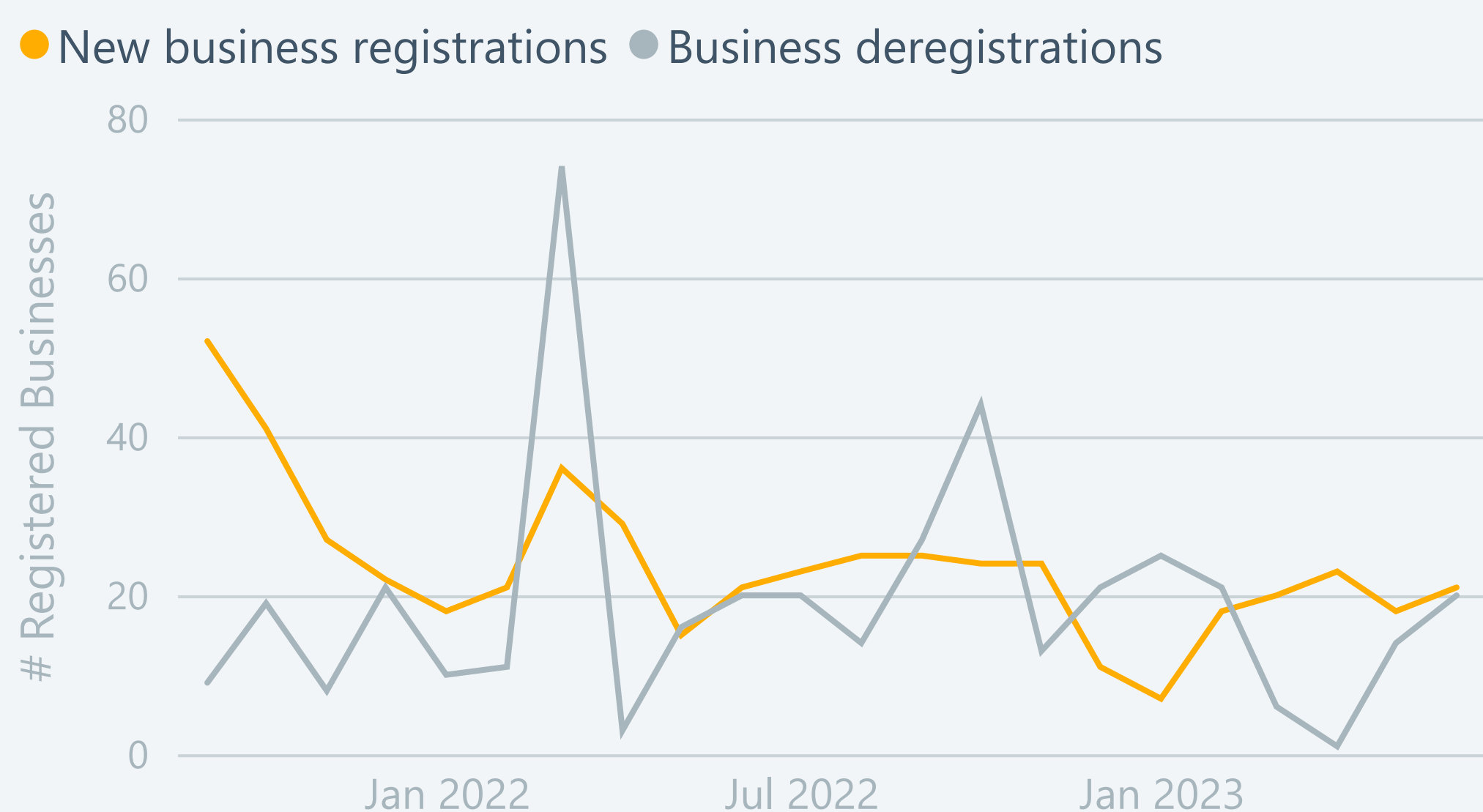
New Business Registrations this month	Jun 2023	<b>21.0</b>	<span style="color: green;">▲</span> 5%	% change is from March 2023
Business Deregistrations this month	Jun 2023	<b>20.0</b>	<span style="color: red;">▲</span> 233.33%	% change is from March 2023
Total tourism spend this quarter	Jun 2023	<b>\$48.7M</b>	<span style="color: red;">▼</span> 42.11%	% change is from March 2023

### Total number of businesses registered to date



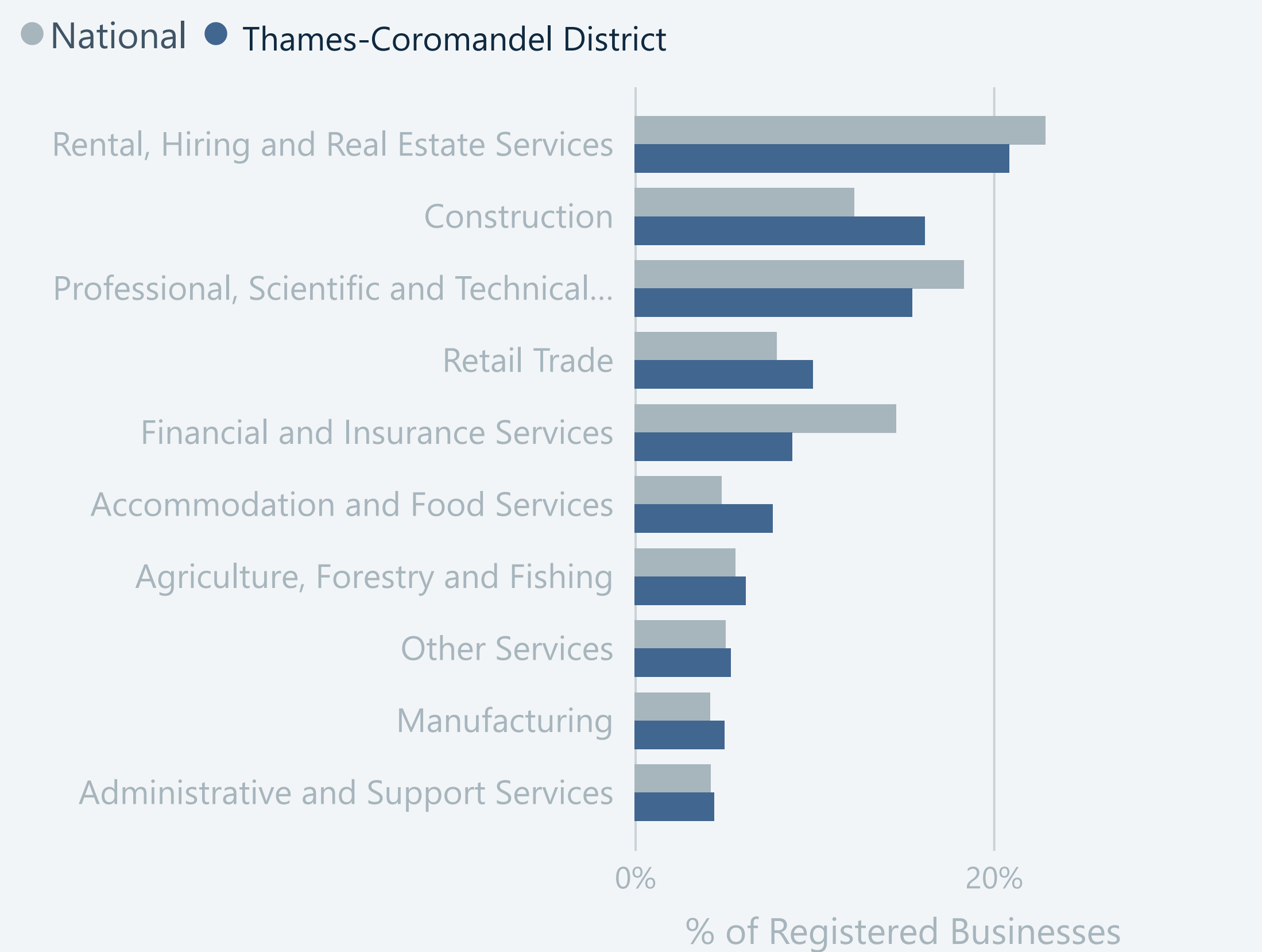
As of June 2023 there were 5241 registered businesses in Thames-Coromandel District. Over the last 12 months the number of registered businesses has increased by 13. Nationally, the number of registered businesses has increased by 1.7%.

### Business openings and closings in the last year



Comparing June 2023 with June 2022 Thames-Coromandel District has seen no change in the number of new business registrations of 0% and no change in the number of business deregistrations of 0%.

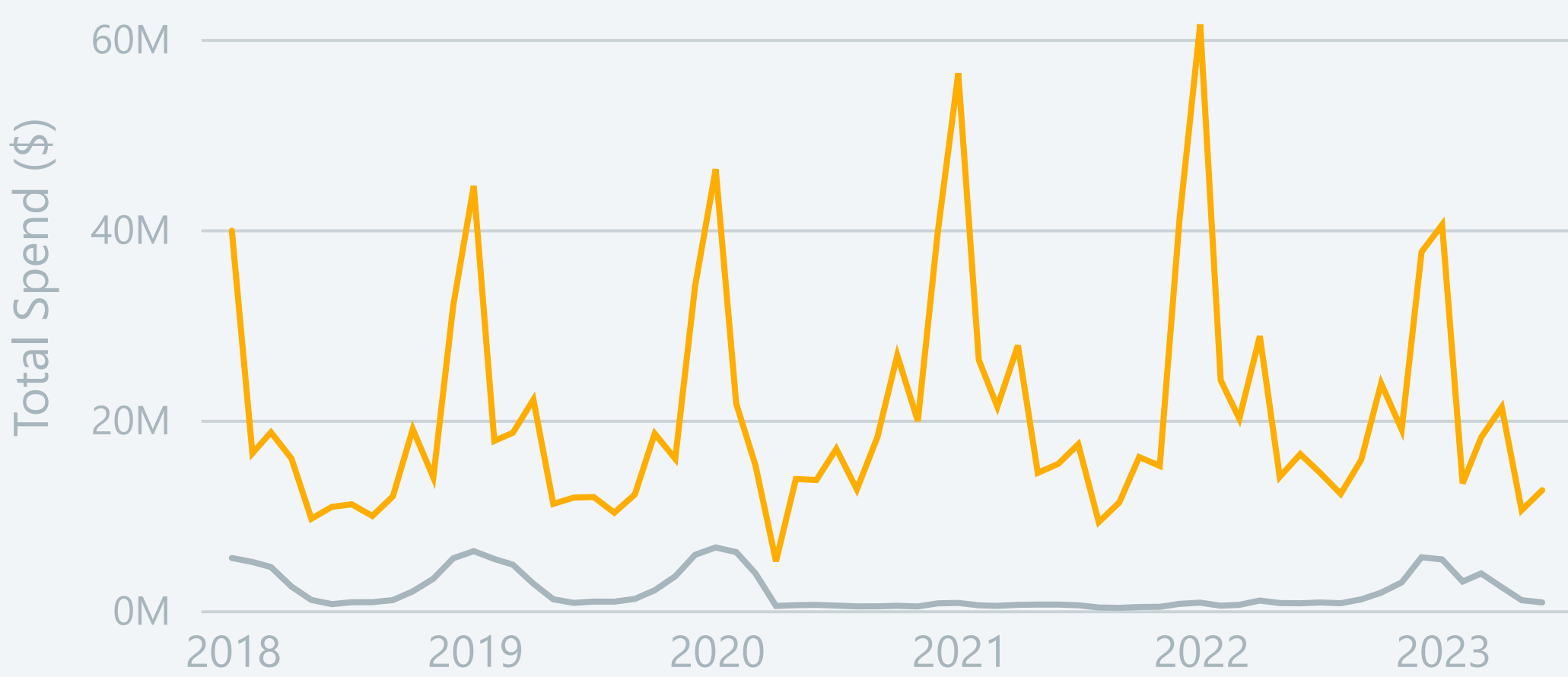
### Distribution of registered businesses by industry



Rental, Hiring and Real Estate Services is the largest industry operating in Thames-Coromandel District and makes up 18.1% of all currently registered businesses.

### Tourism spend this quarter

● Domestic tourism ● International tourism



In June 2023, \$13.4M 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 23.12% since the same time last year, whereas international tourism has increased by 12.36% in the same time period.

### Visiting countries with the greatest spend

**Visiting country** **\$ Change** **Spend**

Australia	▲ \$181K	\$1.2M
Germany	▲ \$185K	\$208K
Rest of Europe	▲ \$331K	\$424K
United Kingdom	▲ \$17K	\$558K
United States of America	▲ \$439K	\$945K

This quarter, the largest spend from international tourists visiting Thames-Coromandel District came from Australia, with tourists spending \$1.2M. This represents an increase of \$181K since the same quarter last year.

### Visiting regions with the greatest spend

**Visiting region** **\$ Change** **Spend**

Canterbury	▲ \$95K	\$1.1M
Waikato	▼ \$3.1M	\$15.5M
Auckland	▼ \$8.6M	\$19.4M
Bay of Plenty	▼ \$1.1M	\$4.4M
Wellington	▼ \$671K	\$868K

This quarter, the largest spend from domestic tourists visiting Thames-Coromandel District came from the Auckland region, with tourists spending \$19.4M. This represents a decrease of \$8.6M since the same quarter last year.

### Visiting countries with the greatest % change

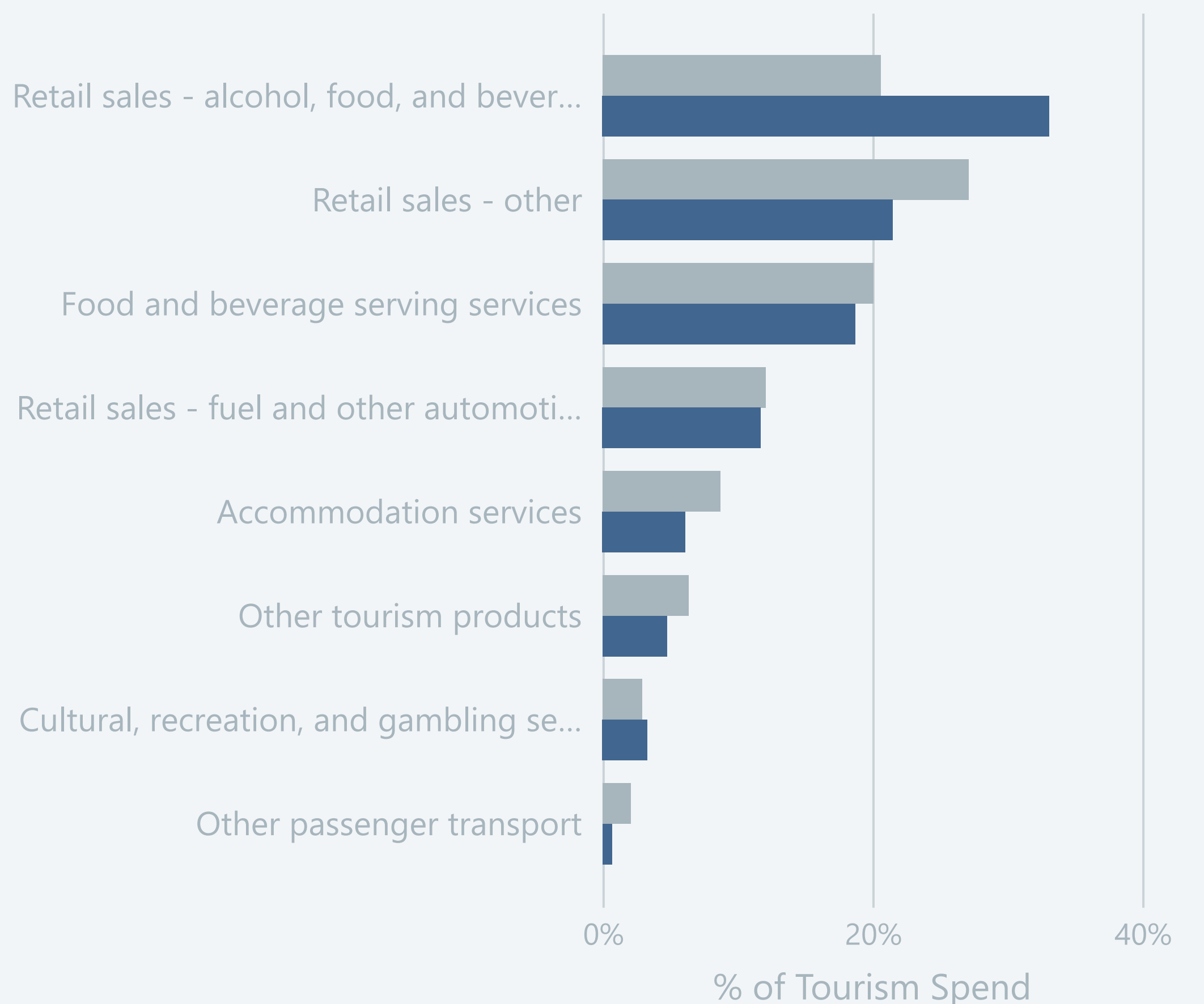
**Visiting country** **\$ Change** **Spend**

Rest of Europe	▲ \$331K	\$424K
Germany	▲ \$185K	\$208K
Korea	▲ \$9K	\$11K

This quarter, Thames-Coromandel District saw the greatest % change in international tourism spend from those visiting from Germany since the same quarter last year, with a \$185K 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 33.1% of all tourism spend. This is 60.7% larger than the national proportion.

### Visiting regions with the greatest % change

**Visiting region** **\$ Change** **Spend**

Manawatu-Wanganui	▼ \$385K	\$579K
Marlborough	▼ \$39K	\$47K
Wellington	▼ \$671K	\$868K

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 \$39K 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.

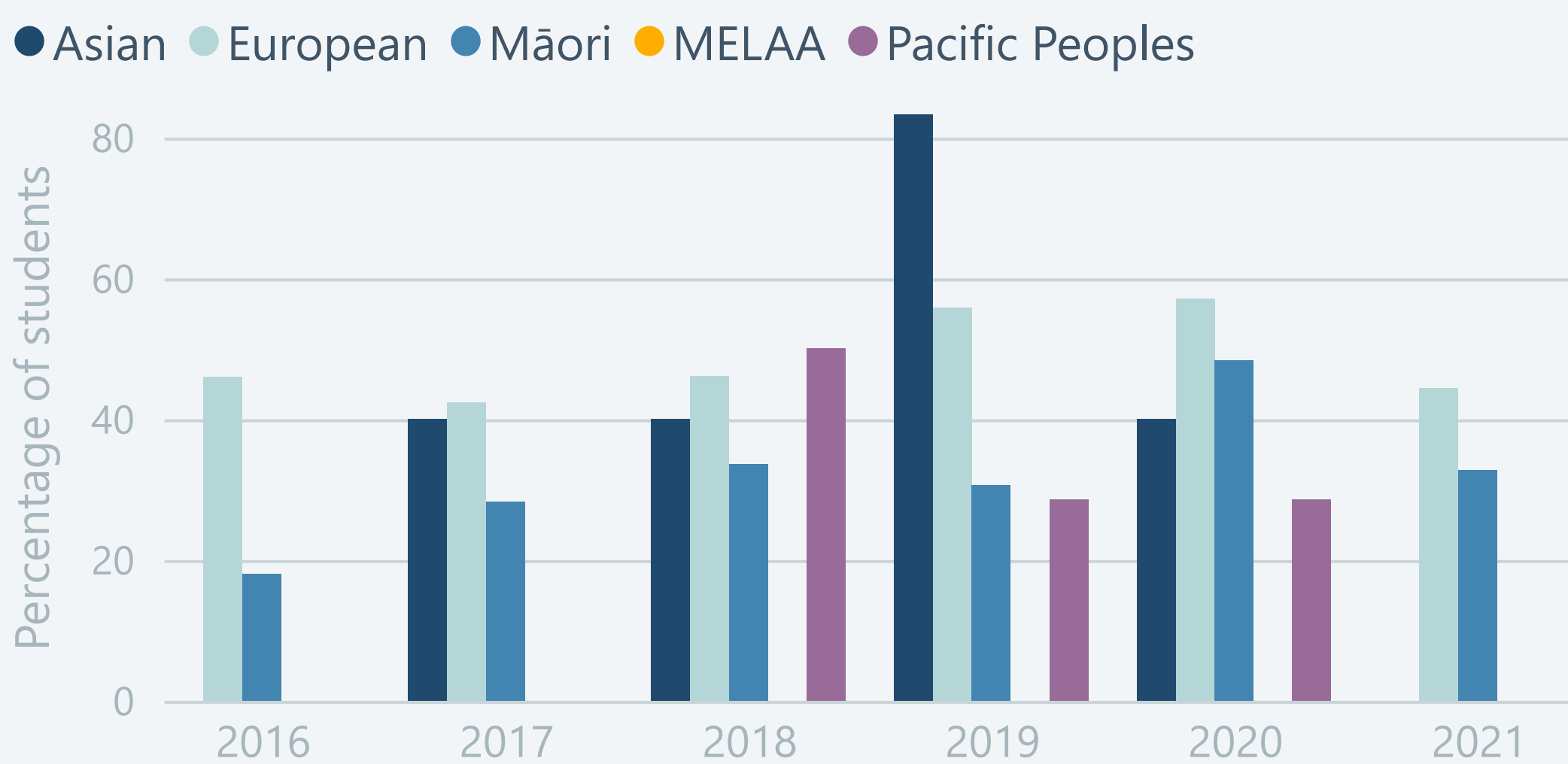
## Key Pillar Changes

Secondary school retention Jan 2021 **75.0%** ▽ 10.43% % change is from January 2020

Secondary school with highest proportion of students leaving with NCEA level 3 Jan 2021 **Thames High School**

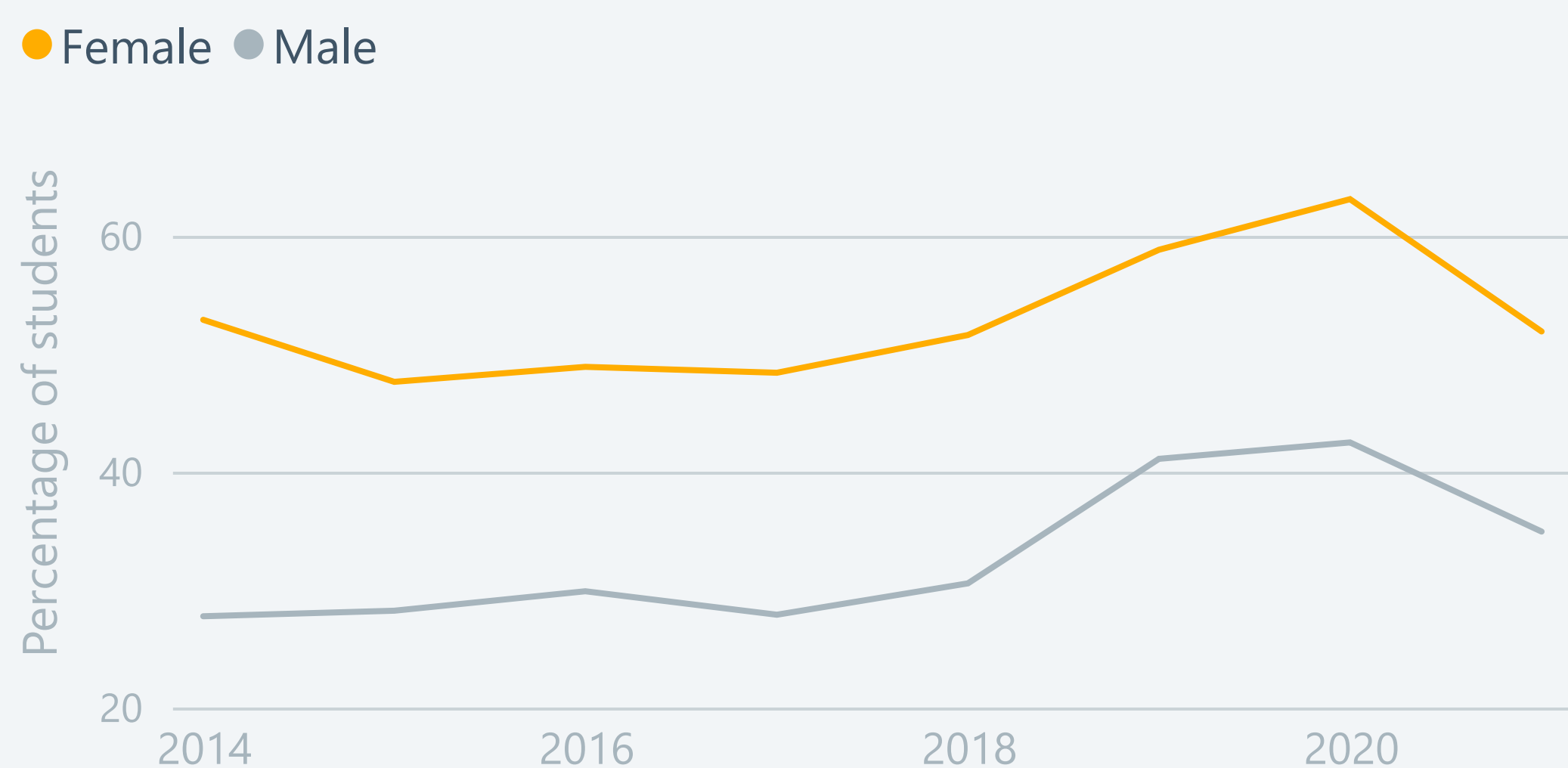
Ethnicity with greatest change in secondary school retention Jan 2021 **Asian** ▽ 100% % change is from January 2020

### School leavers with NCEA3 level by ethnicity



In 2021, European students in Thames-Coromandel District had the greatest proportion of students leaving with NCEA3. This is 1.36 times larger than Māori students, who have the lowest proportion of students leaving with NCEA Level 3. Māori students have seen the greatest change in NCEA Level 3 pass rates, with an increase of 58.1%. Māori NCEA Level 3 pass rates in Thames-Coromandel District are 82% of National Māori rates.

### School leavers with NCEA3 level by gender



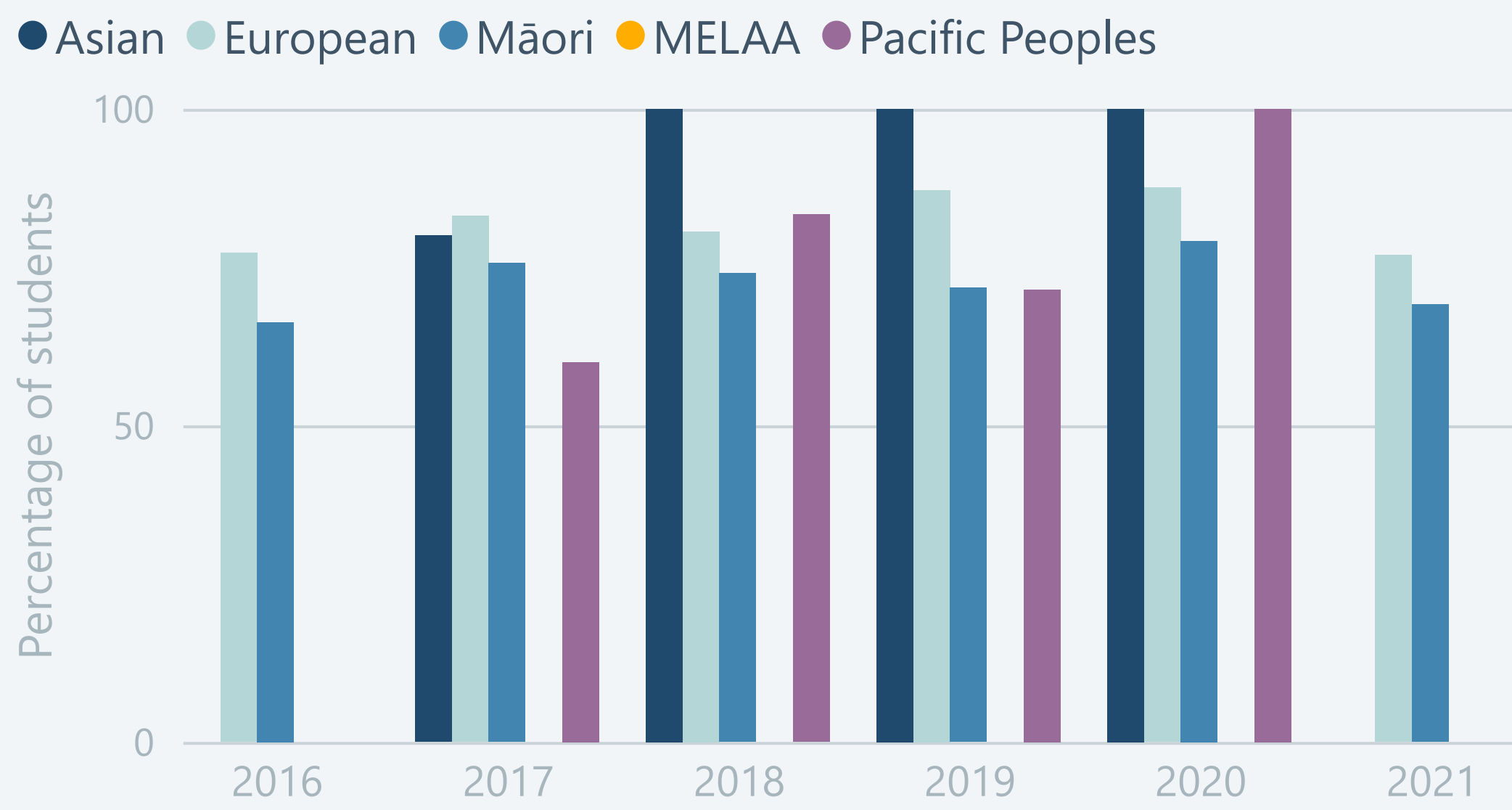
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Thames-Coromandel District for female students has been 1.61 times larger than male students. In 2021, the percentage of students leaving with NCEA Level 3 for female students compared with male students was less than average. Compared to national figures, in 2021 the pass rate in Thames-Coromandel District were lower for both females and males.

### Schools with greatest change in NCEA3 pass rate

In 2021, the school with the greatest change in the percentage of students leaving with NCEA Level 3 (pass rate) since 2020 was Thames High School, with a 20.58% decrease. Note that the table includes only those schools with more than 50 students.

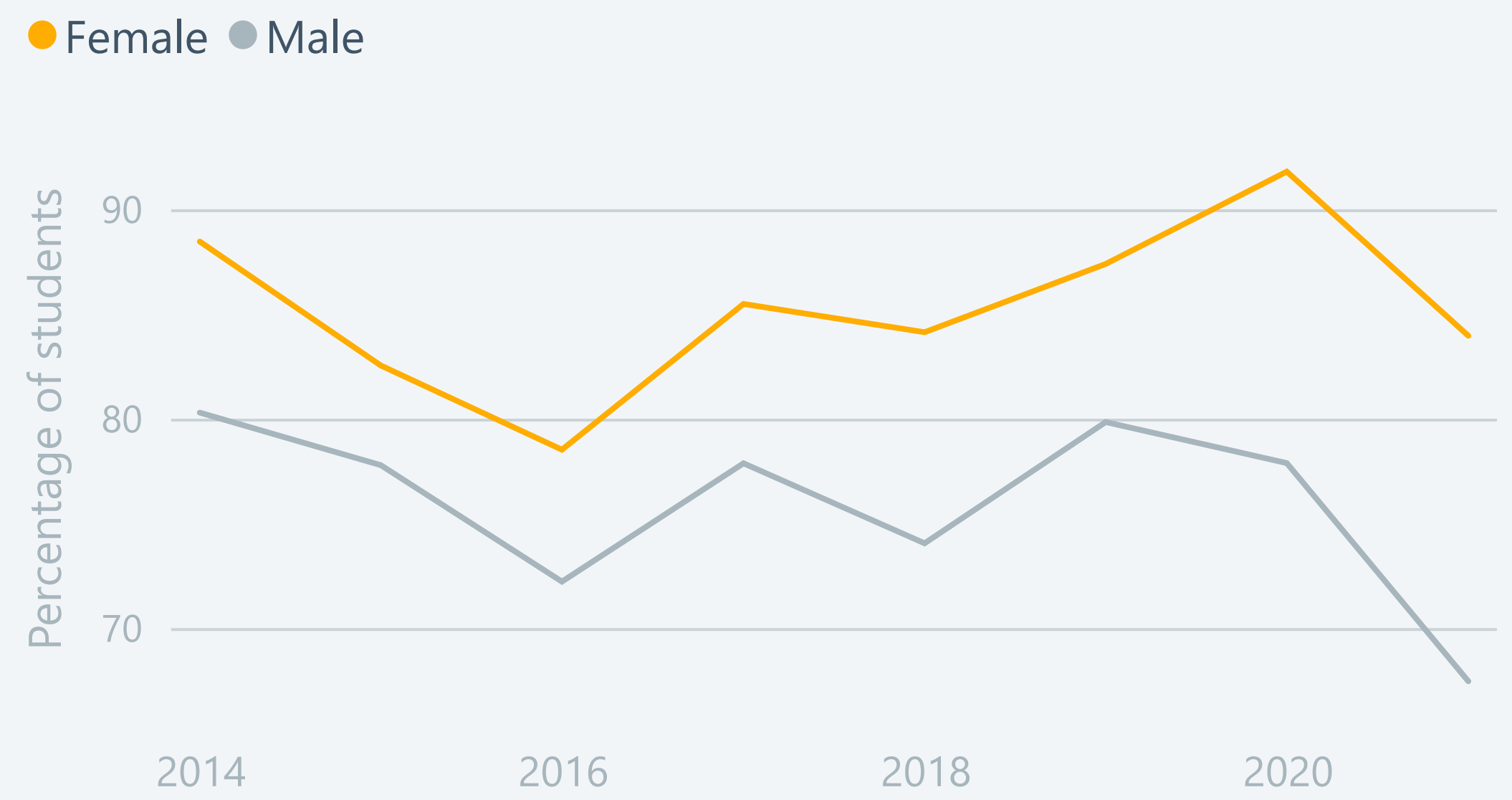
School	% Change	Pass Rate
Thames High School	▽ 20.58	39.42
Mercury Bay Area School	▽ 8.62	38.55

## Secondary school retention by ethnicity



In 2021, 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. Pacific Peoples students have seen the greatest change in retention, with an increase of 40%. Māori retention rates in Thames-Coromandel District are 100% of National Māori rates.

## Secondary school retention by gender



On average, since 2014, the retention rate in Thames-Coromandel District of female students has been 1.12 times larger than male students. In 2021, the retention rates of female students compared with male students was higher than average. Compared to national figures, in 2021 the retention rates in Thames-Coromandel District were lower for both females and males.

## Schools with greatest change in retention

In 2021, the school with the greatest change in retention rate since 2020 was Mercury Bay Area School, with a 10.63% decrease. Note that the table includes only those schools with more than 50 students.

Community		% Change	Retention rate
Mercury Bay Area School	▼	10.63	77
Thames High School	▼	9.96	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.

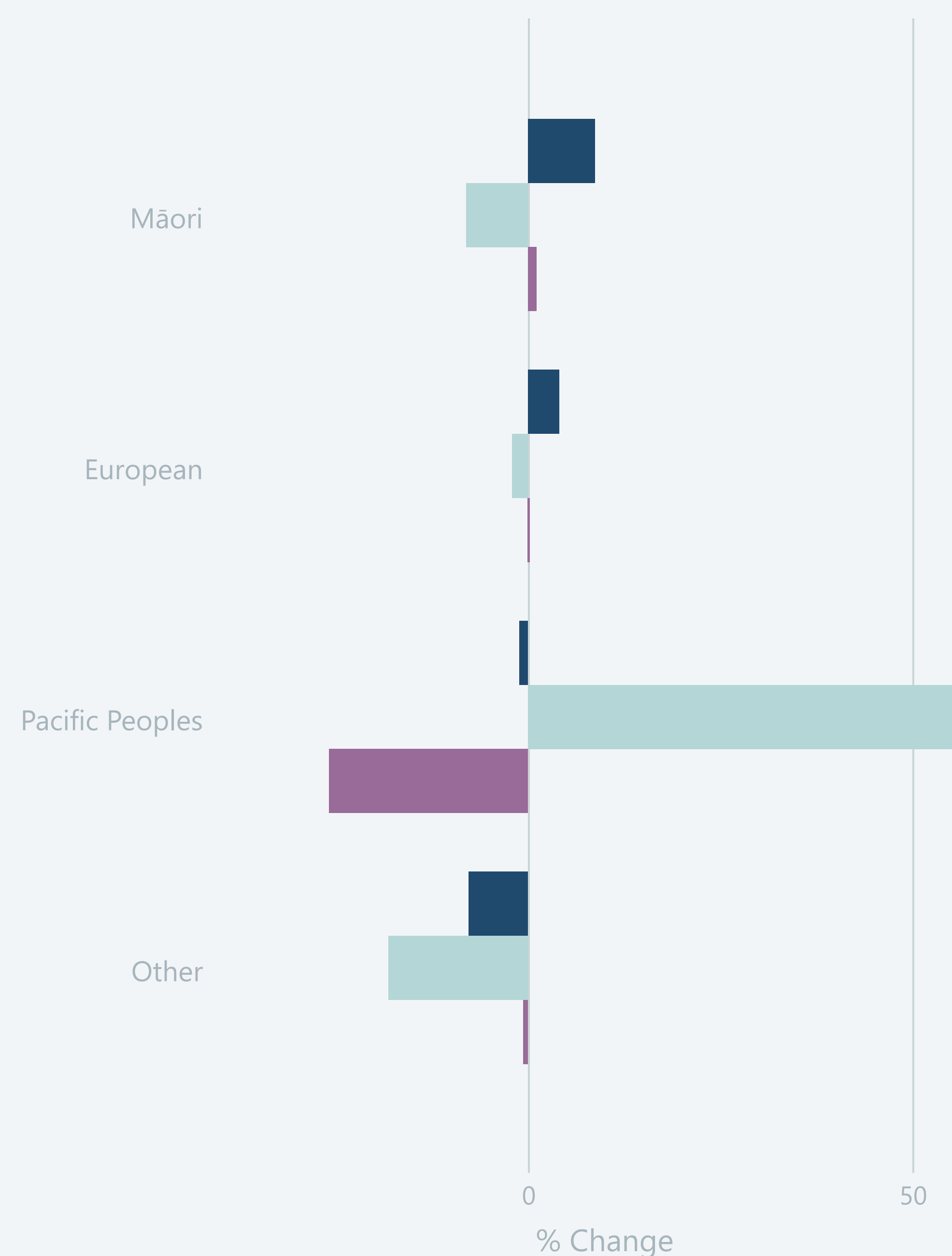


## Key Pillar Changes

Job seeker support rate	Jun 2023	<b>7.3%</b>	<span style="color: red;">▲</span> 4.77%	% change is from June 2022
Means tested benefit rate	Jun 2023	<b>4.2%</b>	<span style="color: green;">▼</span> 1.47%	% change is from June 2022
Sole parent support rate	Jun 2023	<b>2.4%</b>	<span style="color: red;">▲</span> 1.96%	% change is from June 2022

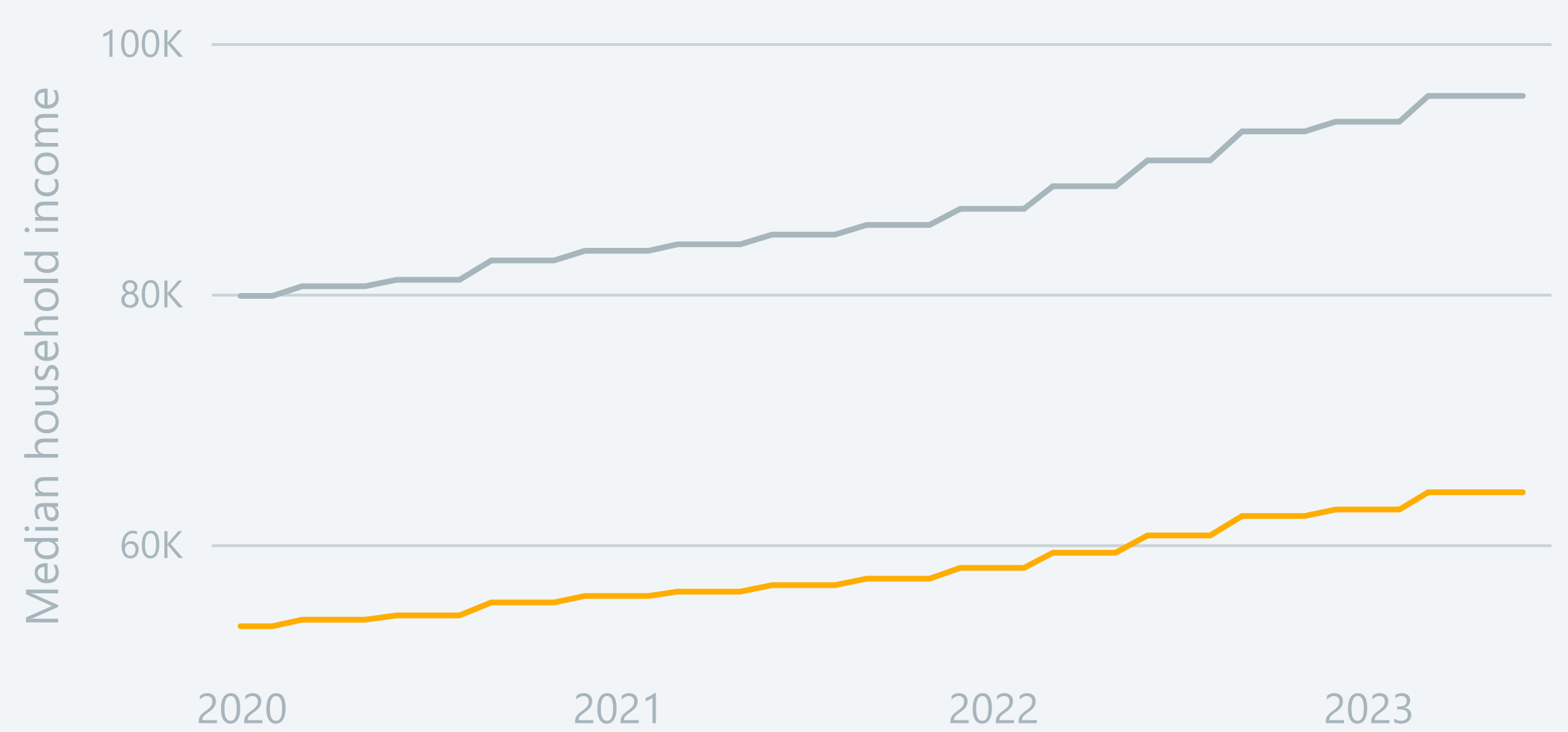
## Change in benefit rates by Ethnicity

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



## Median Household Income over time

● National ● Thames-Coromandel District



As of June 2023, the median household income (adjusted for inflation) in Thames-Coromandel District was \$64,151. 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 Means Tested Benefit for Pacific Peoples, up 55.38% to a value of 3.08 claimants per 100 working adults (15-64yrs). Comparatively, Single Parent Support for Pacific Peoples saw the greatest decrease over the last 12 months, down 25.84% to 2.52 claimants per 100 working adults.

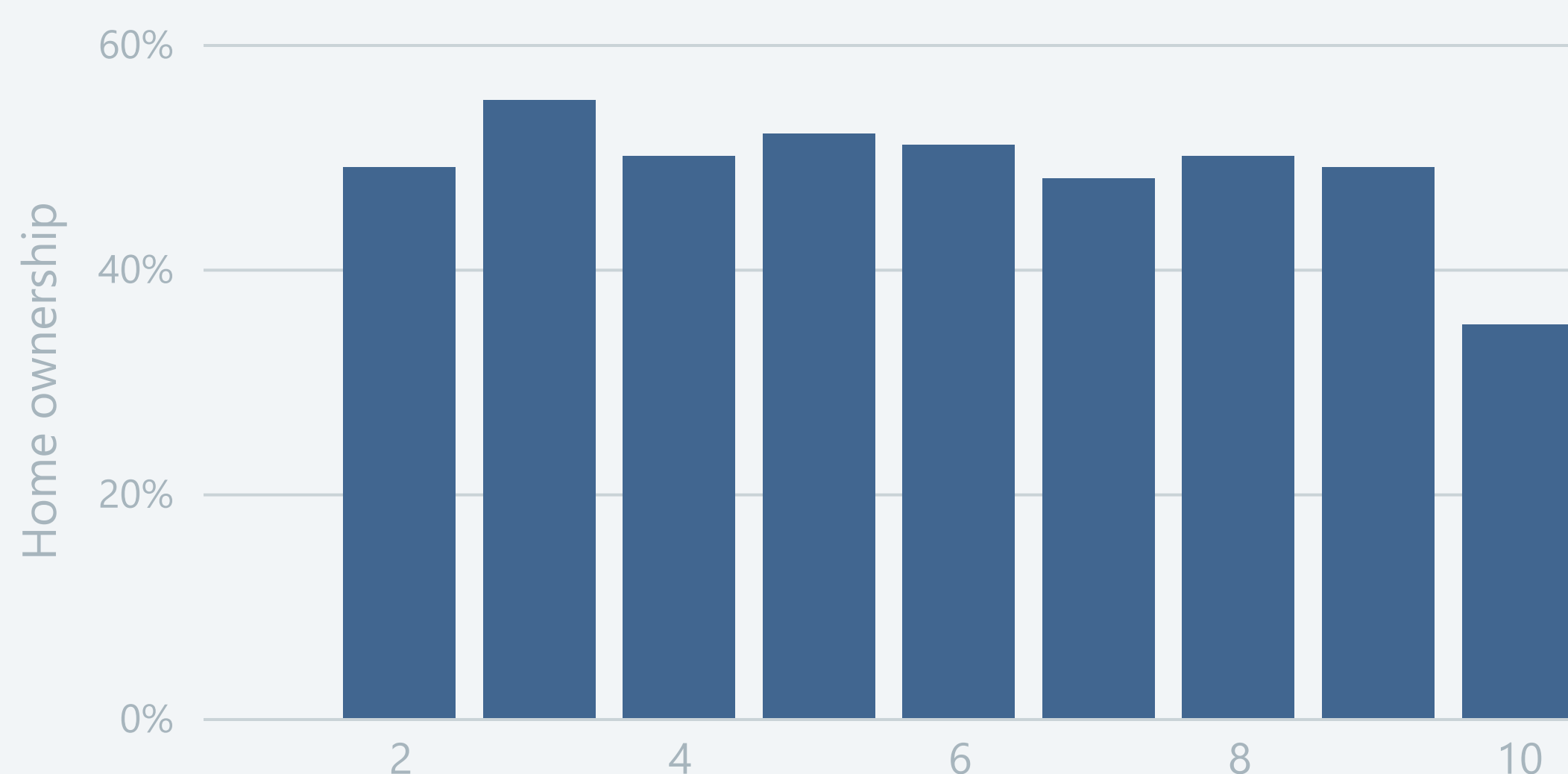
## Key Pillar Changes

Years to save for a house deposit Jun 2023 **27.0** ▽ 6.7% % change is from March 2023

Rental affordability (% of income spent on rent) Jun 2023 **38.5%** ▲ 0.69% % change is from March 2023

Purchasing affordability (% of income spent on mortgage repayments) Jun 2023 **18.7%** ▽ 7.09% % change is from March 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

Multiple communities saw the greatest change in the percentage of income spent on rent over the last 3 months, with a 0% unchanged. Of these communities, Whitianga South was the most unaffordable in June 2023, with 39.4% of annual household income spent on rent.

Community	% Change	Rental Affordability
Colville	— 0.00	20.00
Coromandel	— 0.00	38.50
Mercury Bay North	— 0.00	24.30
Whitianga North	— 0.00	36.30
Whitianga South	— 0.00	39.40

## Greatest Change in Purchasing Affordability

Kauaeranga saw the greatest change in the percentage of income spent on mortgage repayments, with a 10.3% decrease over the last 3 months. Of these communities, Pauanui was the most unaffordable in June 2023, with 20.7% of annual household income spent on mortgage repayments.

Community	% Change	Purchasing Affordability
Coromandel	▽ 9.52	17.10
Hikuaui	▽ 9.22	18.70
Kauaeranga	▽ 10.29	12.20
Matatoki-Puriri	▽ 9.68	11.20
Pauanui	▽ 9.61	20.70

**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.

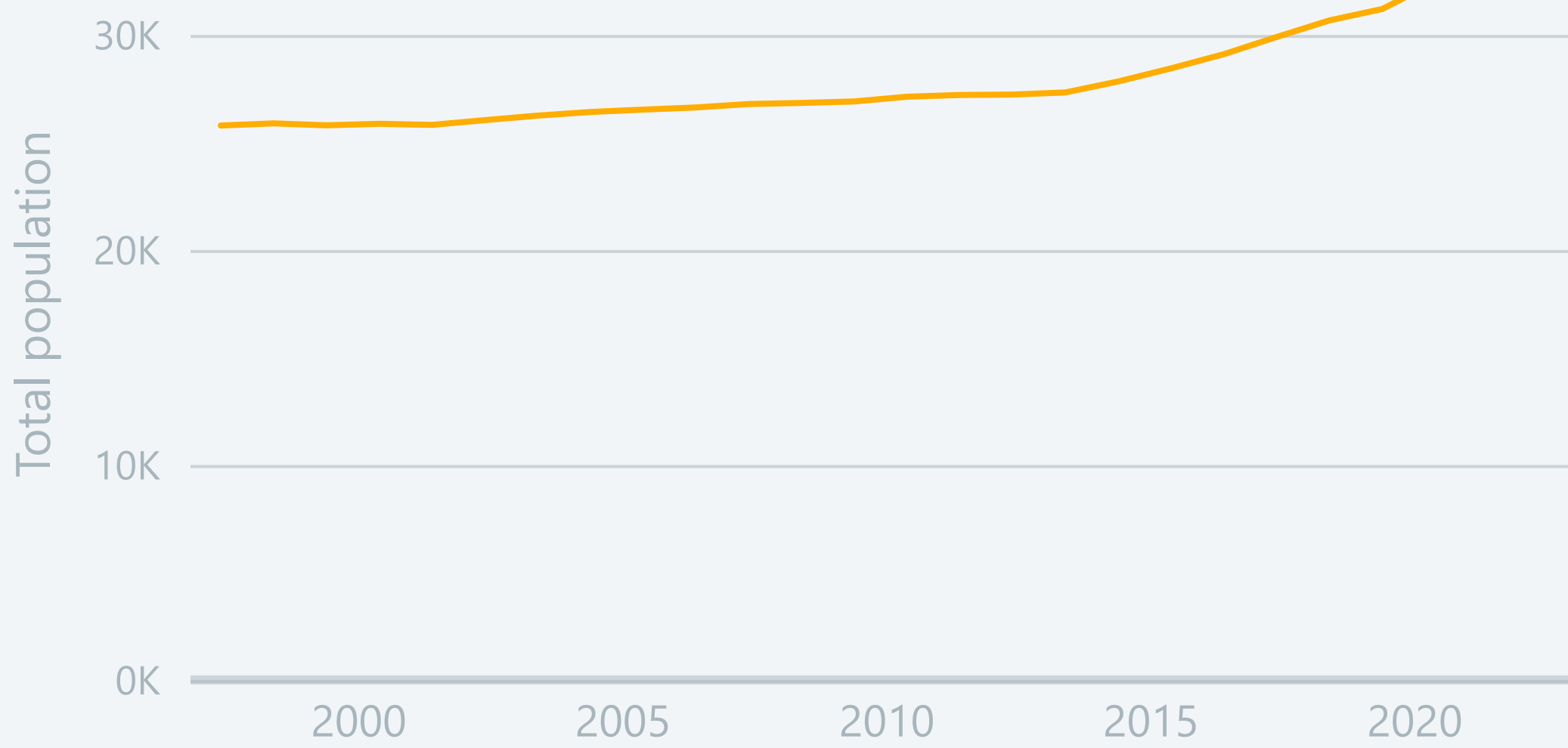


# Demographics

## Estimated population

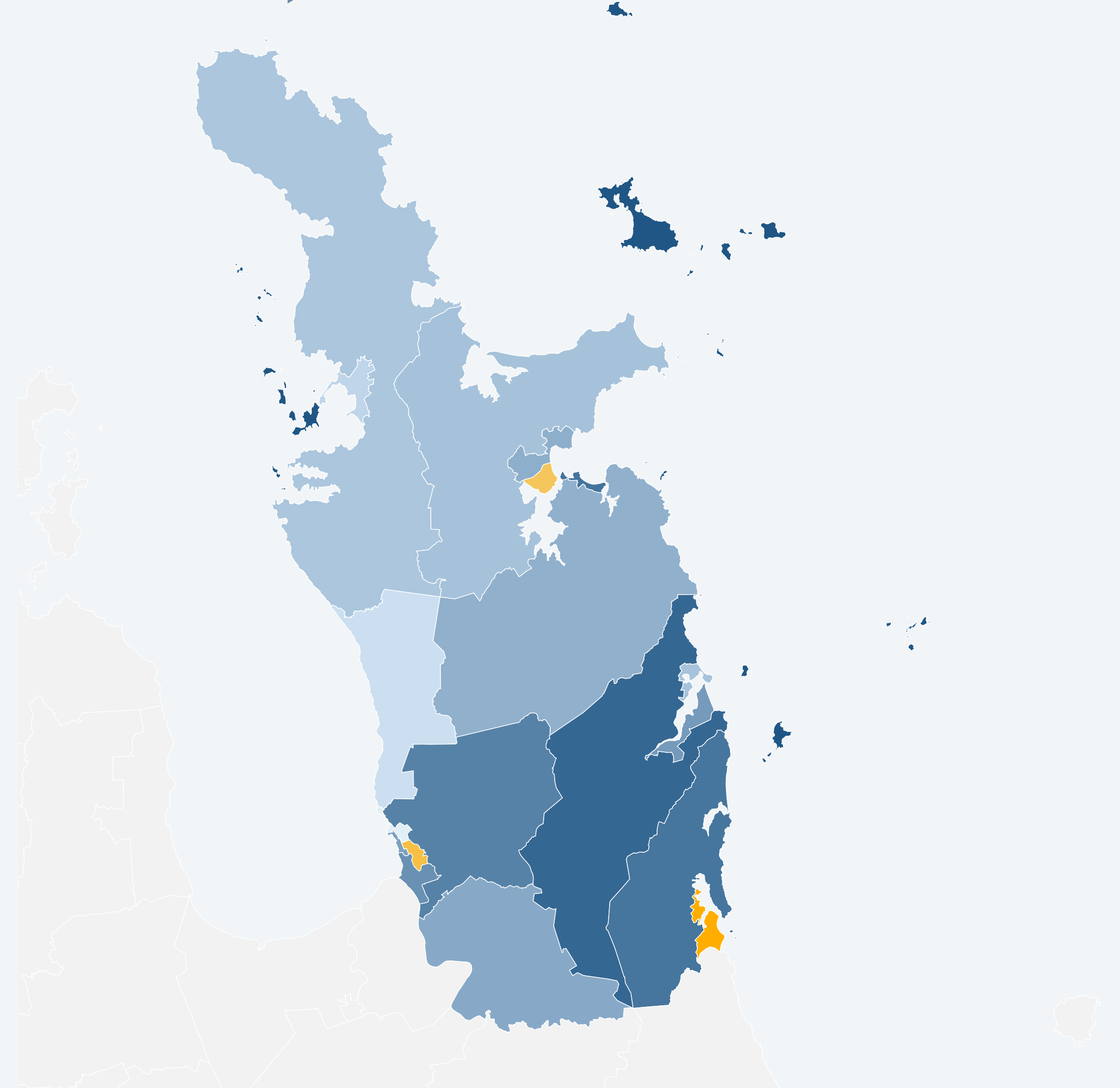
# 33.69K

Is the estimated total population in Thames-Coromandel District in 2022. The population in the area has increased by 1.14% or 380 people since 2021.



## Population distribution

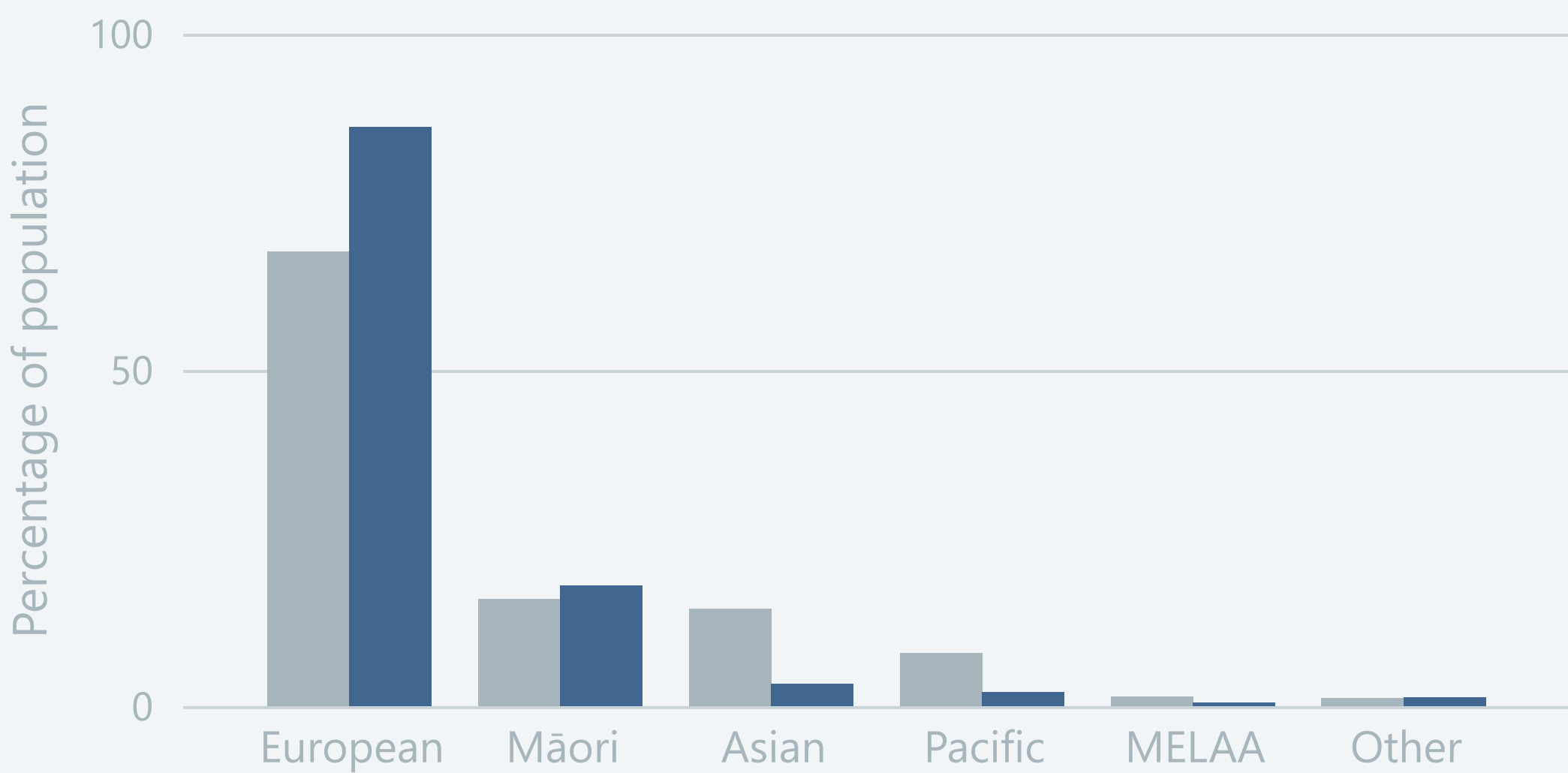
Low High



In June 2022, Hikuai saw the greatest change in population, with an increase of 7.1% since June 2021.

## Ethnic distribution

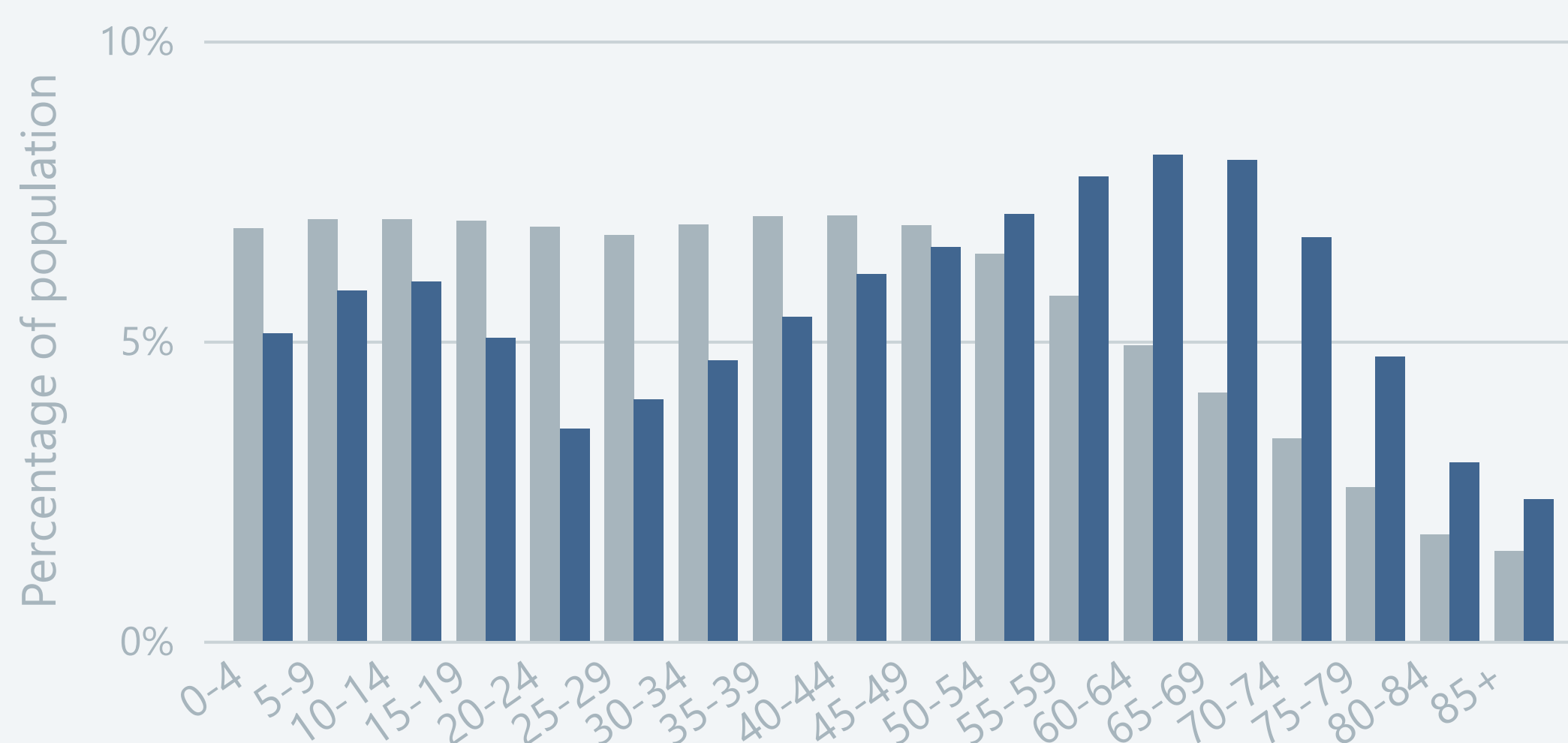
● National ● Thames-Coromandel District



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 2022 the largest age band in Thames-Coromandel District is 70-74 (9.9%), 129.5% larger than the national distribution. The age band that has had the greatest change since June 2021 is 25-29, decreasing by 10.08%.