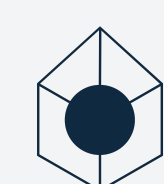# Quarterly Report

Thames-Coromandel District

Summary

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

New Business Registrations this month

▼ **13.0**

As of December 2023, Thames-Coromandel District saw 13.0 new business registrations, a decrease of 23.53% compared with September 2023.

Years to save for a house deposit

▼ **22.0**

As of December 2023, it would take 22.0 years to save for a 20% home deposit in Thames-Coromandel District, a decrease of 0.03% compared with September 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

▼ **11.5**

In December 2023, Thames-Coromandel District had a crime rate of 11.5 incidents per 10,000 people, a decrease of 12.13% compared with September 2023.

Deprivation Index

— **6.0**

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

Job seeker support rate

▲ **7.7%**

In December 2023, 7.7% of the working population (15-64 years) in Thames-Coromandel District claimed Job Seeker Support, an increase of 8.06% compared with December 2022.

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

Economy

Key Pillar Changes

|				
New Business Registrations this month	Dec 2023	**13.0**	▼ 23.53%	% change is from September 2023
Business Deregistrations this month	Dec 2023	**13.0**	▼ 45.83%	% change is from September 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 December 2023 there were 5251 registered businesses in Thames-Coromandel District. Over the last 12 months the number of registered businesses has decreased by 23. Nationally, the number of registered businesses has increased by 1.65%

Business openings and closings in the last year

● New business registrations ● Business deregistrations
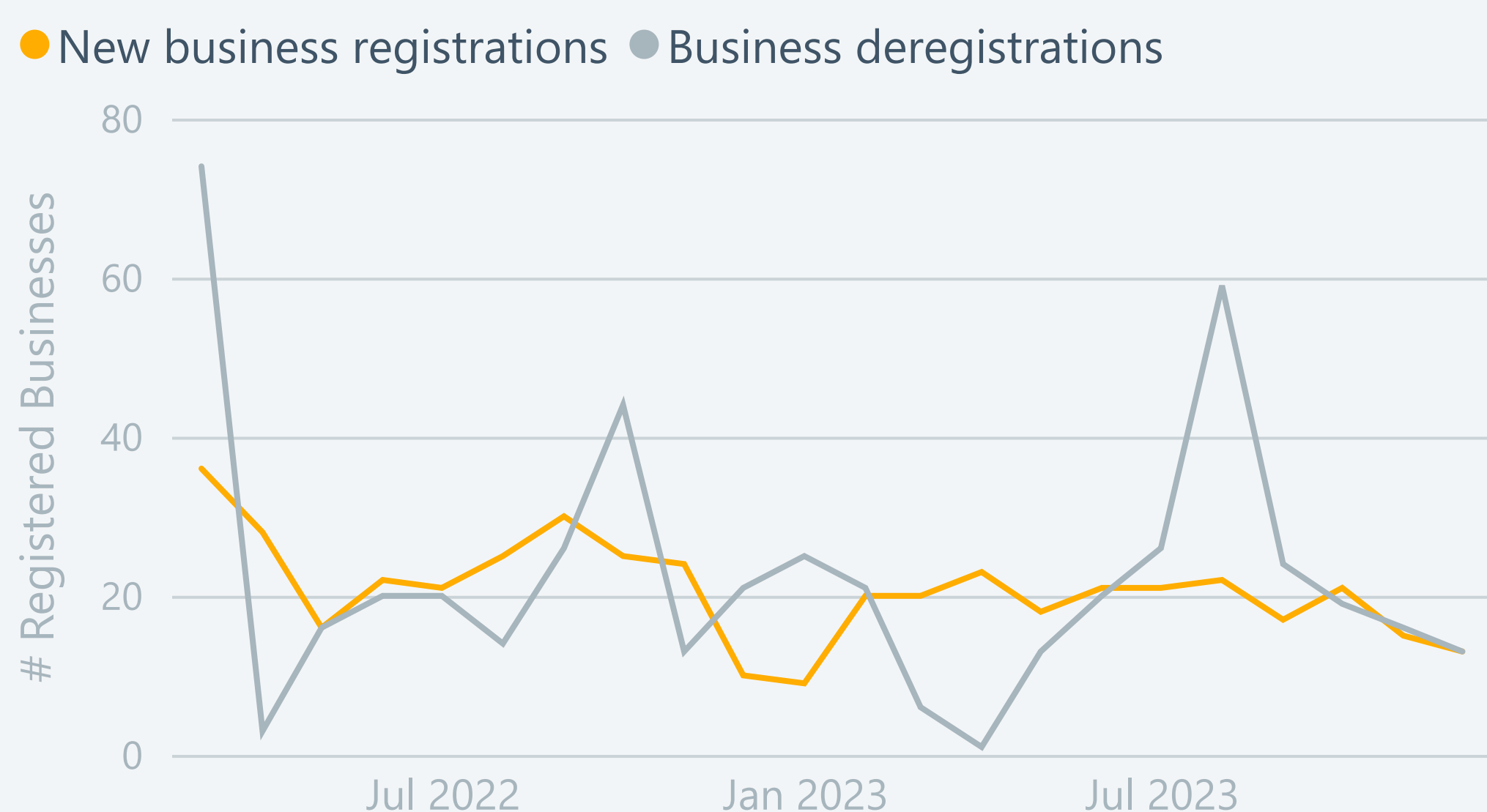
Comparing December 2023 with December 2022 Thames-Coromandel District has seen an increase in the number of new business registrations of 30% and a decrease in the number of business deregistrations of 38.1%.

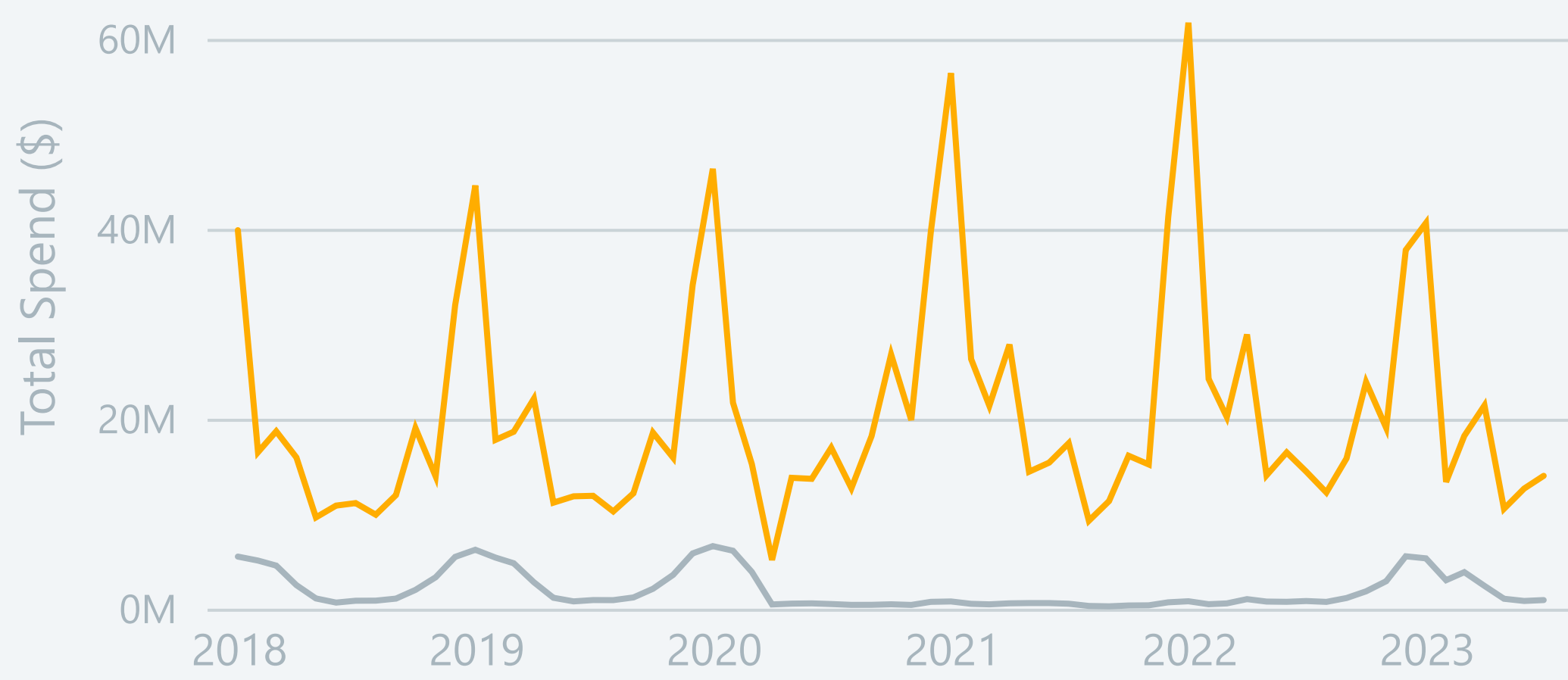## Distribution of registered businesses by industry

● National ● Thames-Coromandel District
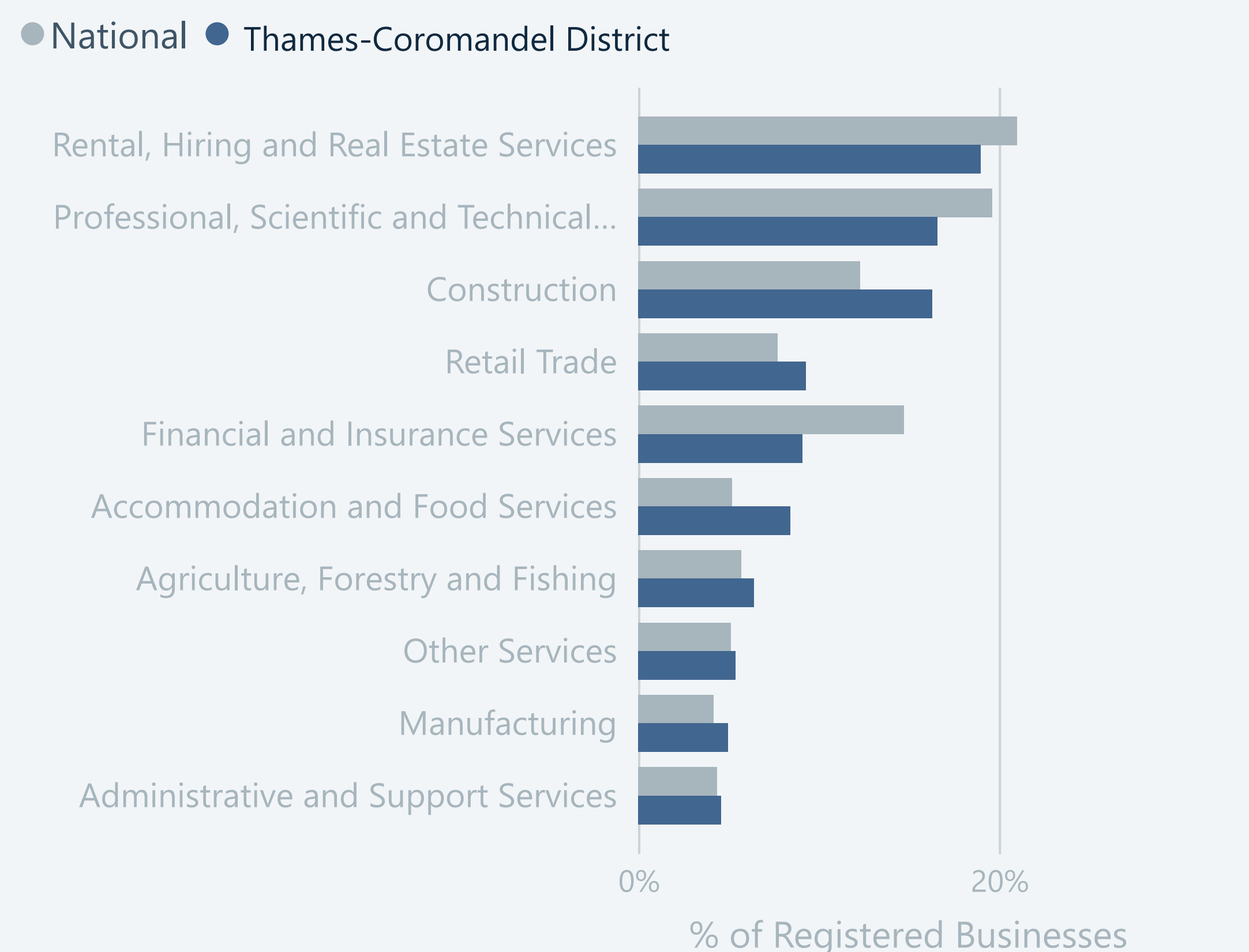
Rental, Hiring and Real Estate Services is the largest industry operating in Thames-Coromandel District and makes up 16.4% of all currently registered businesses.

Economy

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 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 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.

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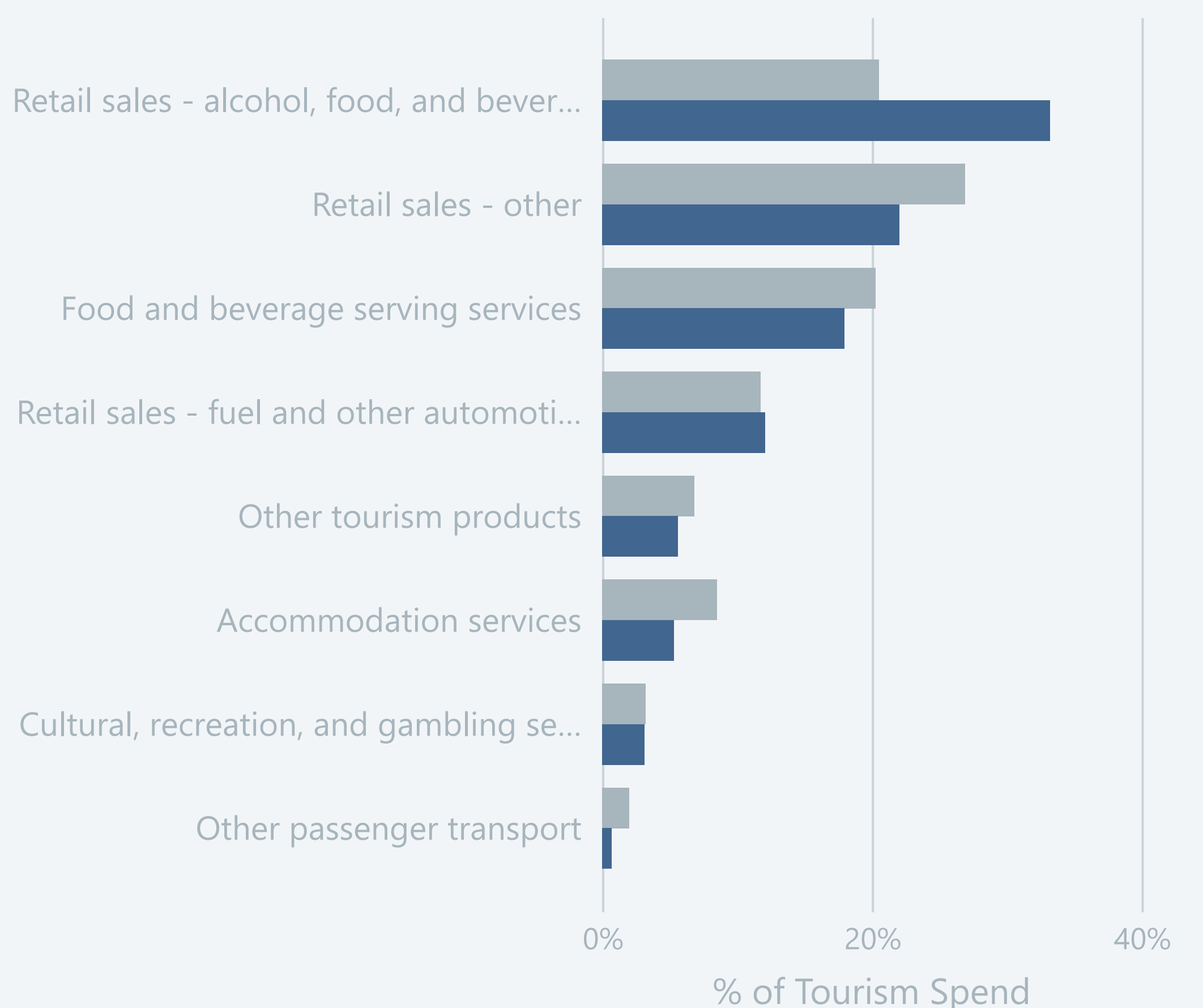
In Thames-Coromandel District tourists spent the most on Retail sales - alcohol, food, and beverages this quarter, which was 33.2% of all tourism spend. This is 62% larger than the national proportion.
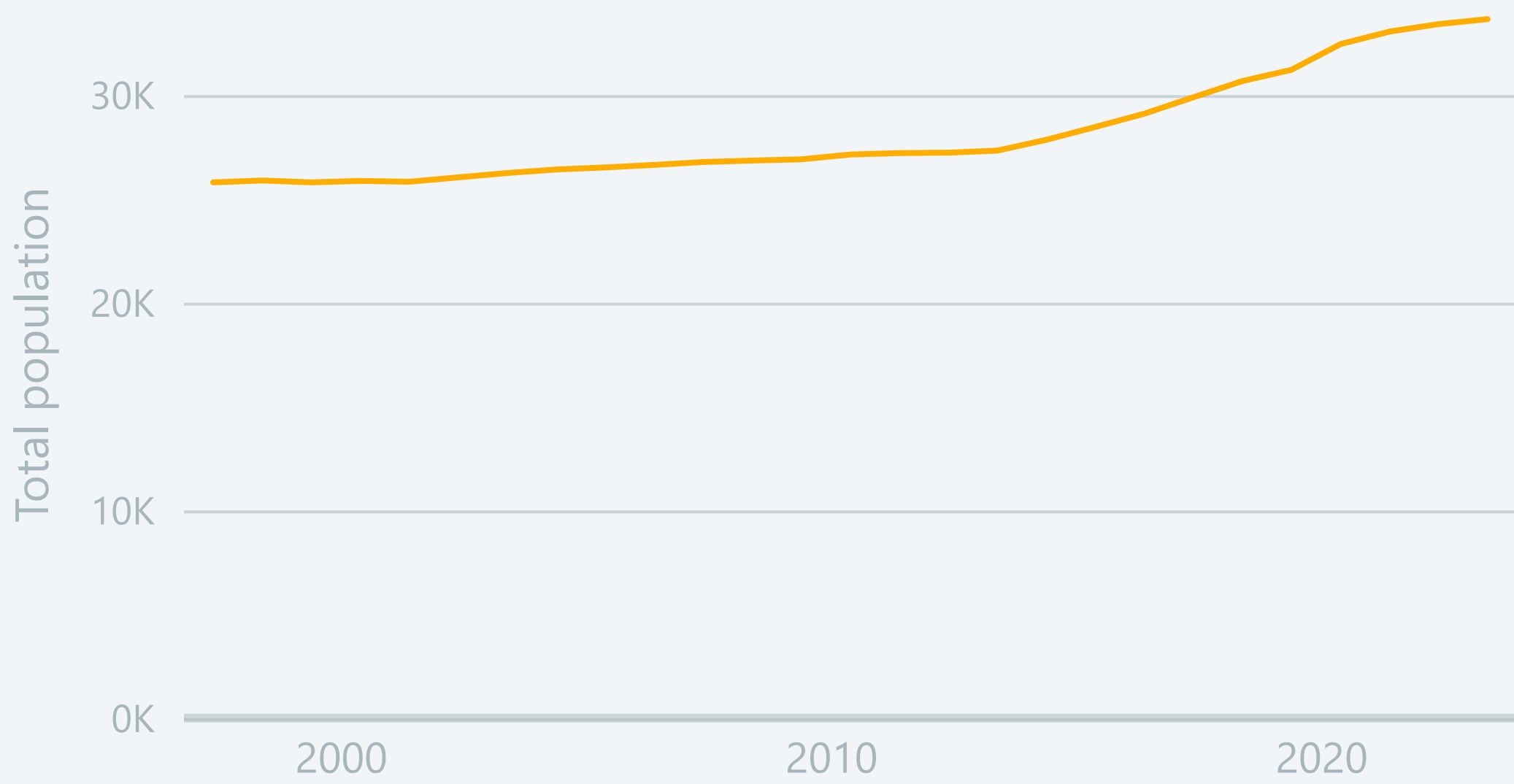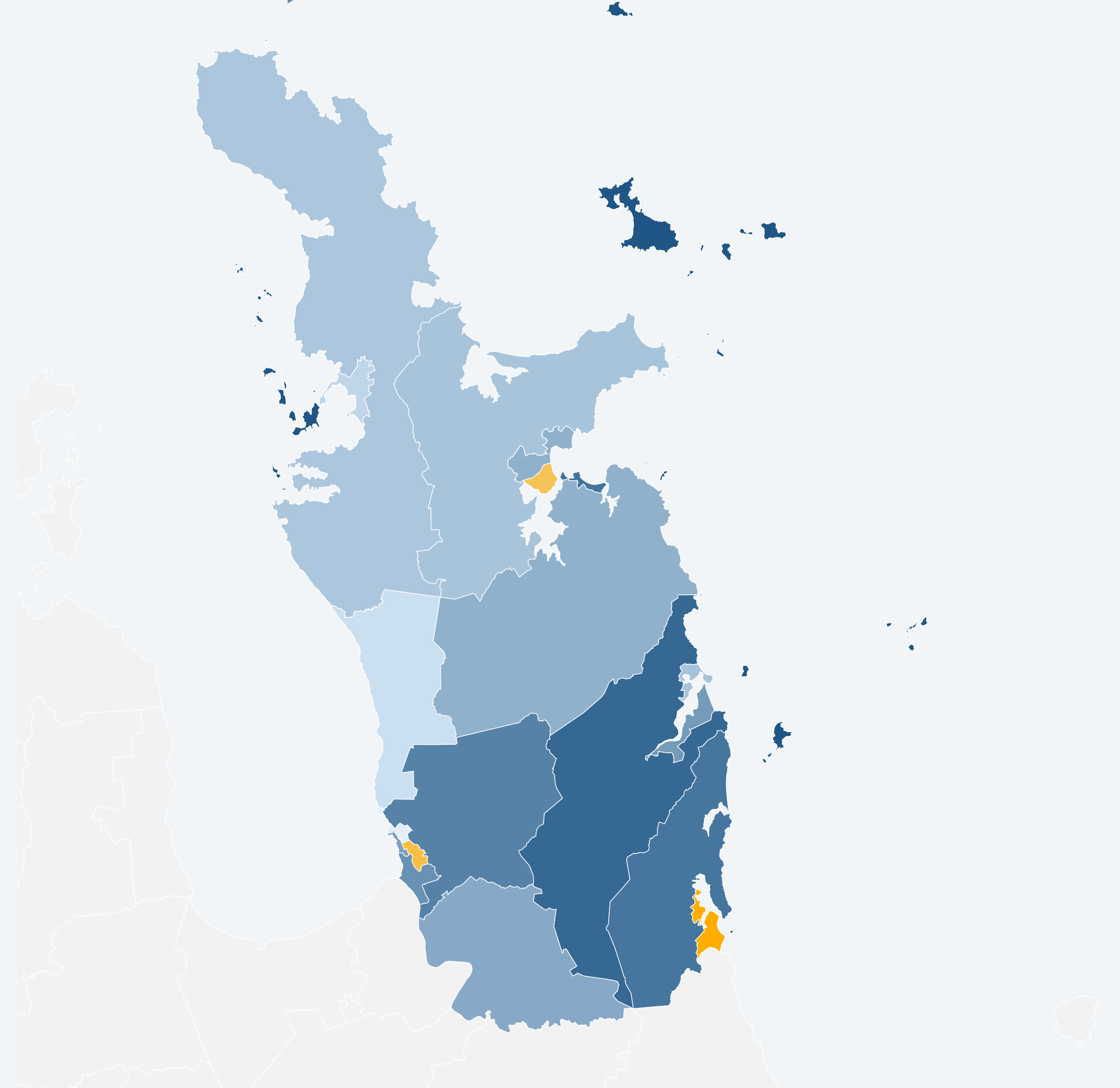
Demographics

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.

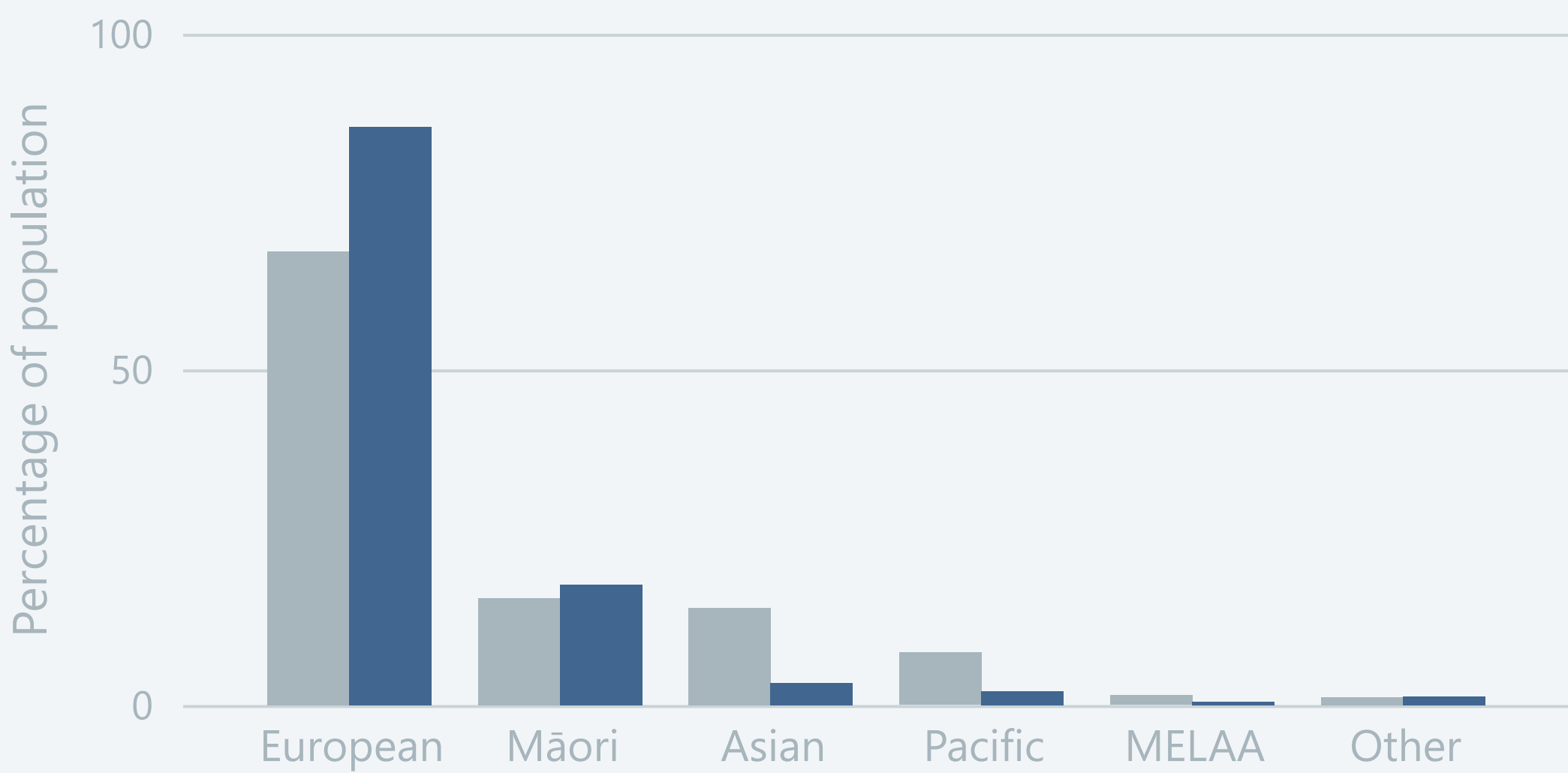

Population distribution

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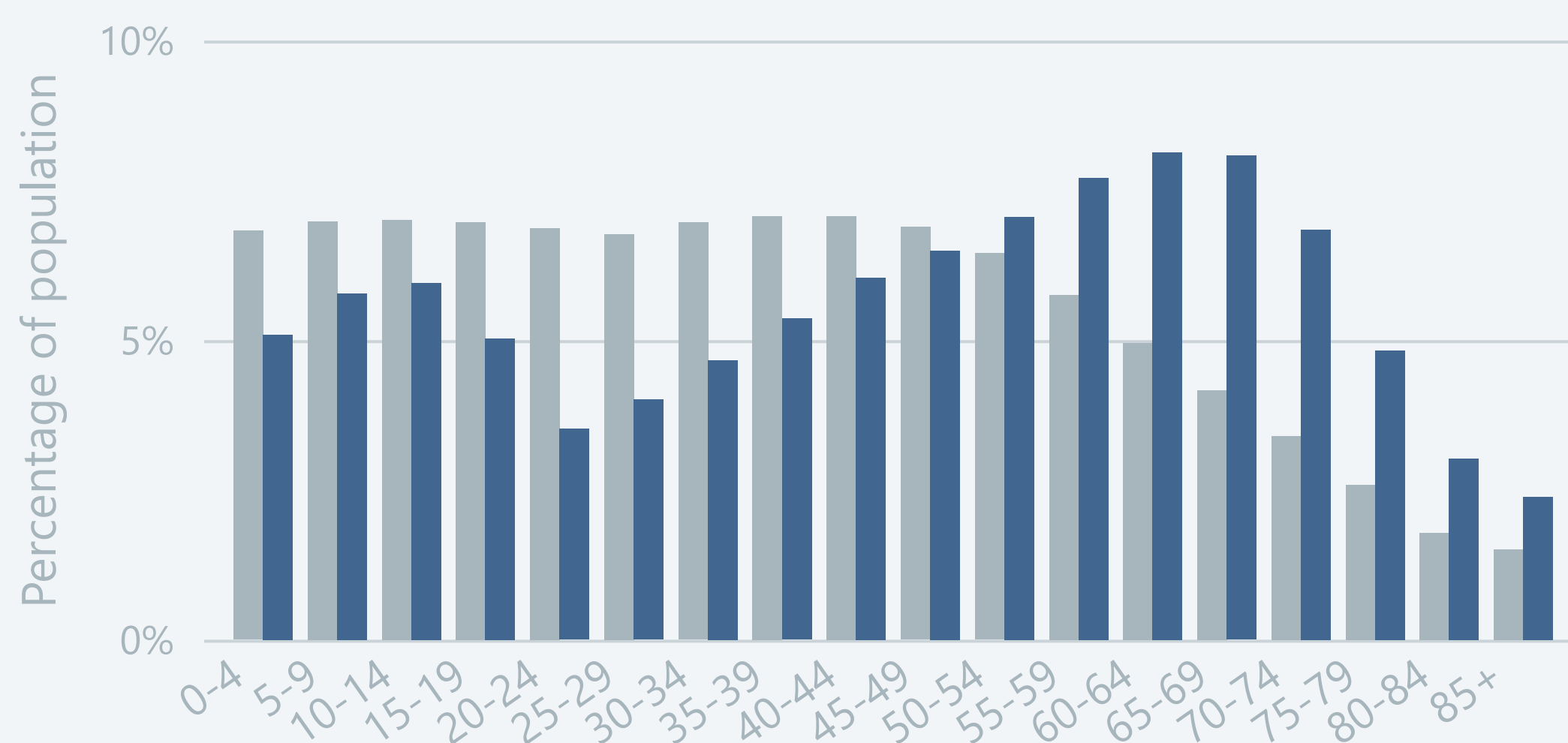
As of June 2023 the largest age band in Thames-Coromandel District is 70-74 (10%), 136.3% larger than the national distribution. The age band that has had the greatest change since June 2022 is 75-79, increasing by 7.53%.
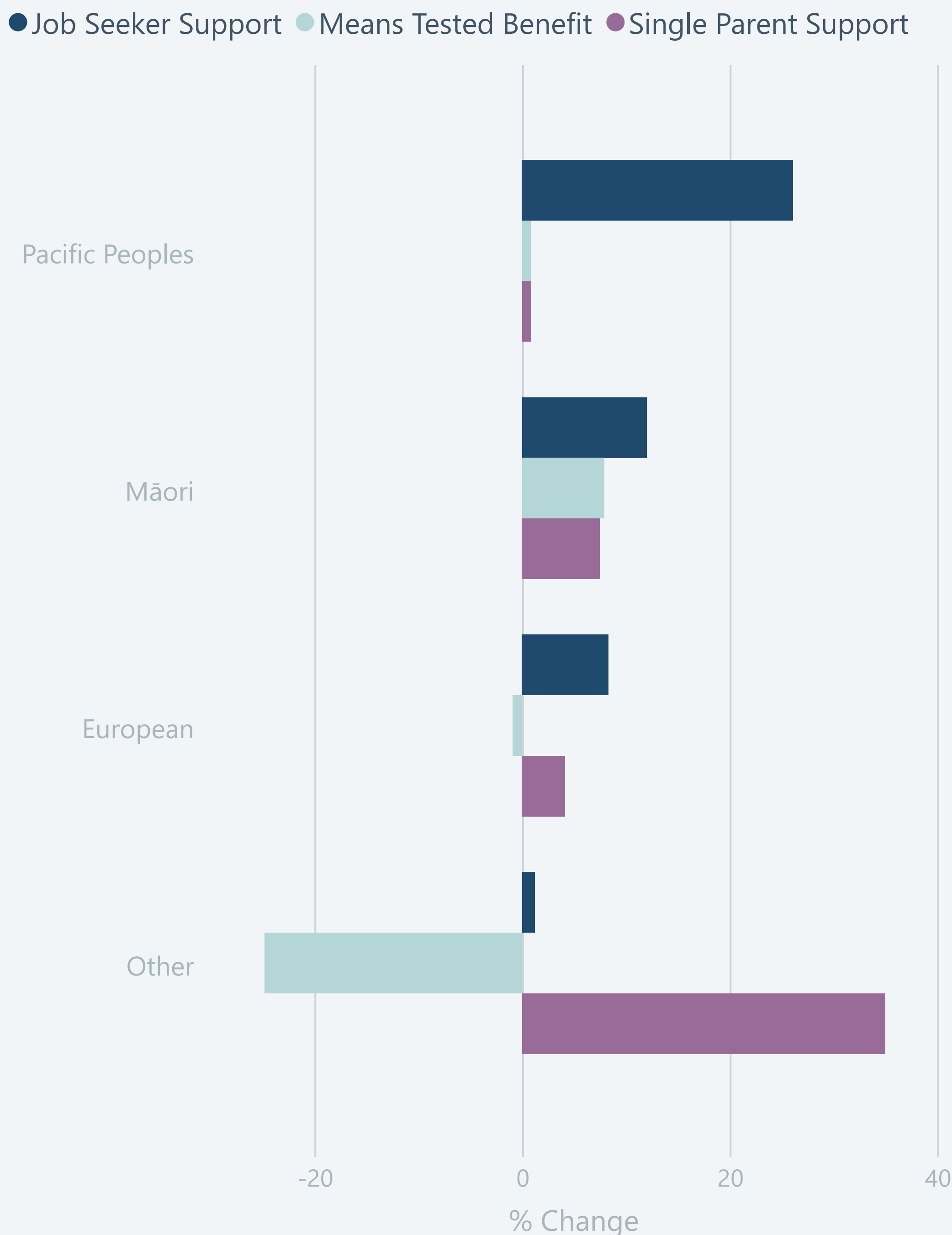
Employment

Key Pillar Changes

|					
Job seeker support rate	Dec 2023	**7.7%**	▲ 8.06%	% change is from December 2022
Means tested benefit rate	Dec 2023	**4.4%**	▲ 2.13%	% change is from December 2022
Sole parent support rate	Dec 2023	**2.5%**	▲ 4.98%	% change is from December 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
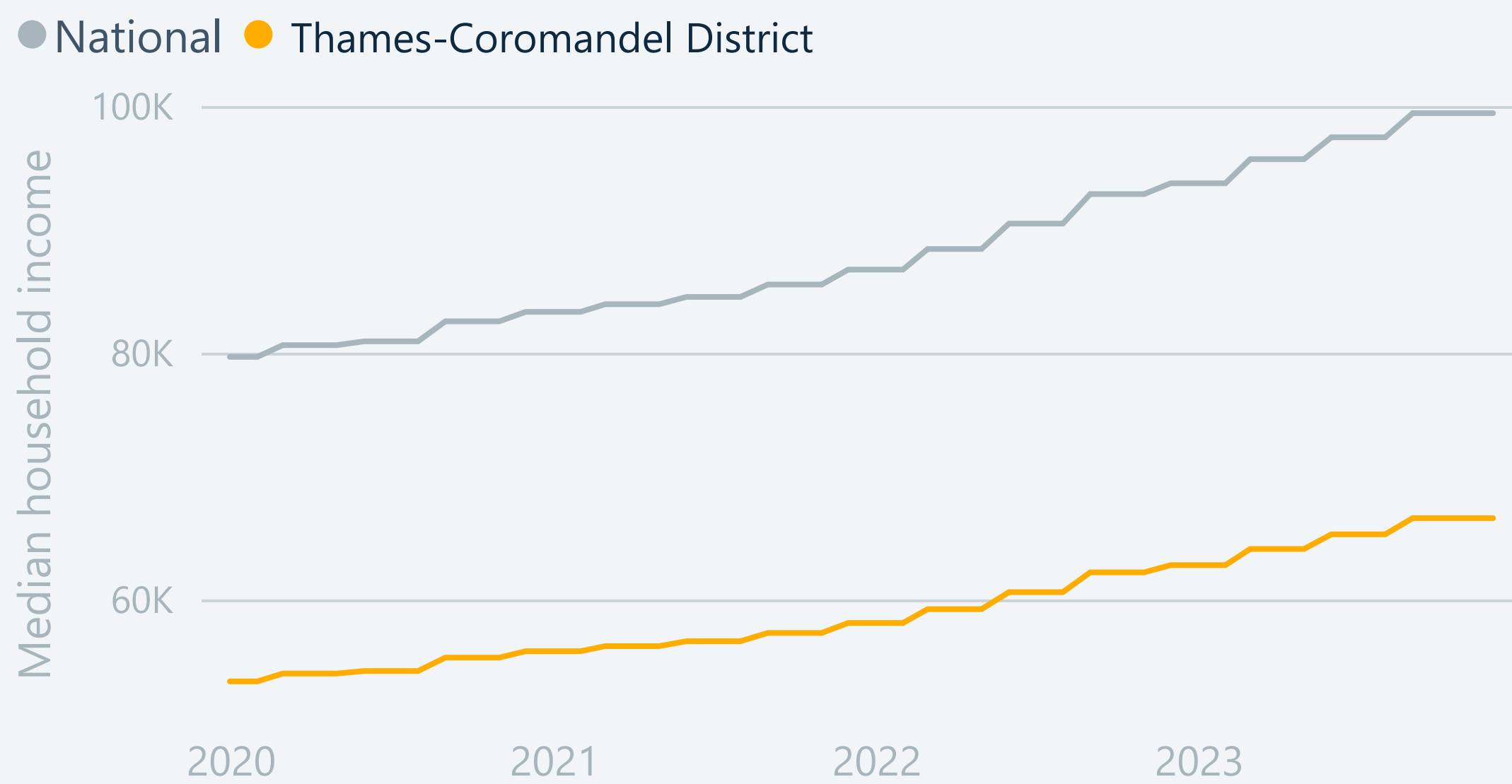
As of December 2023, the median household income (adjusted for inflation) in Thames-Coromandel District was $66,589. This is 33% less than the national median.

Within Thames-Coromandel District, the benefit rate by ethnicity with the greatest increase in the last 12 months was Single Parent Support for Other ethnicities (Asian, MELAA and other), up 34.96% to a value of 1.47 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 24.81% to 3.18 claimants per 100 working adults.
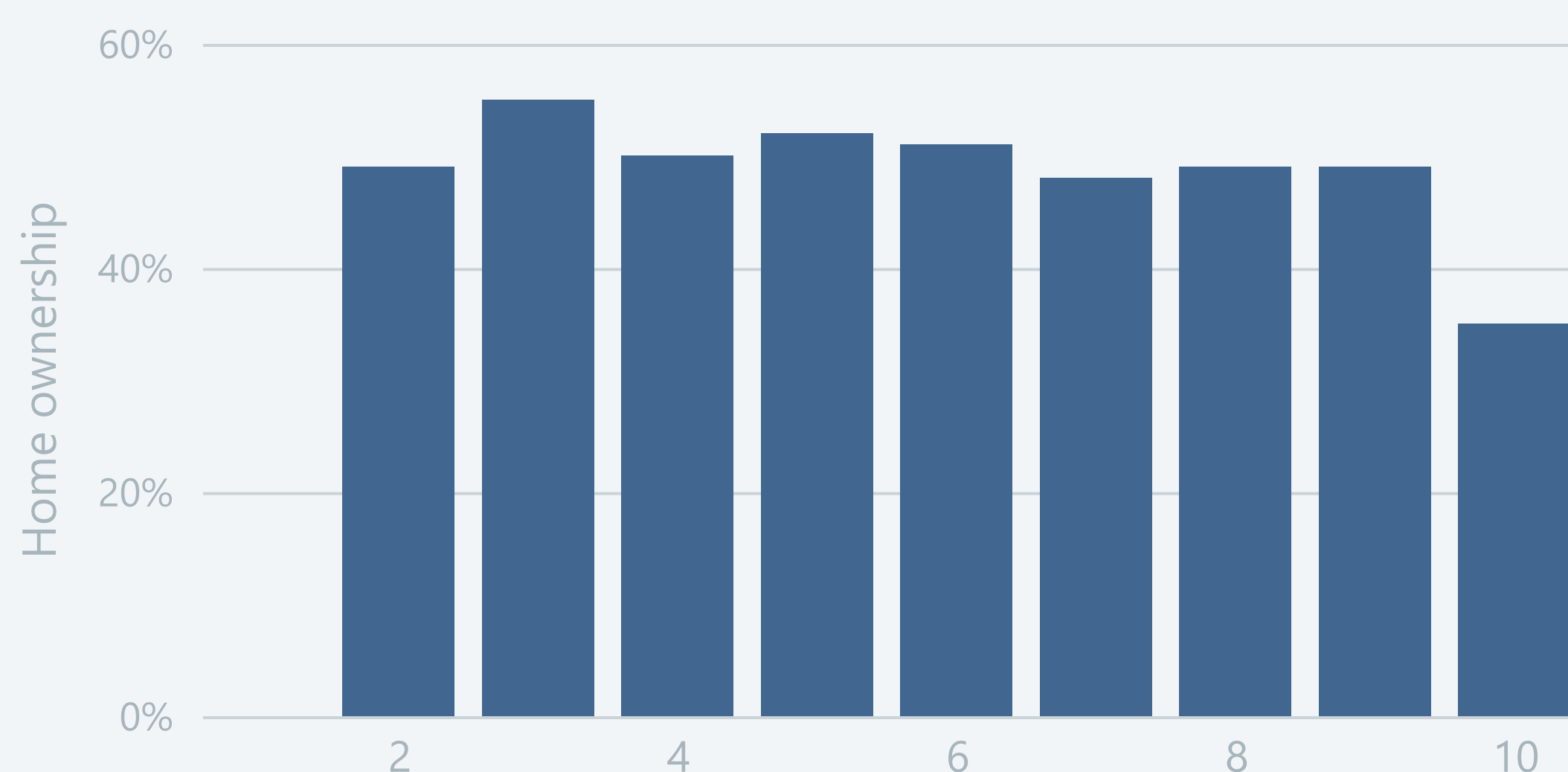
DOT

Housing

Key Pillar Changes

Years to save for a house deposit	Dec 2023	**22.0**	🔻 0.03%	% change is from September 2023
Rental affordability (% of income spent on rent)	Dec 2023	**38.8%**	🔺 0.58%	% change is from September 2023
Purchasing affordability (% of income spent on mortgage repayments)	Dec 2023	**15.2%**	🔻 0.4%	% change is from September 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 Affordabilty

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 December 2023, with 39.8% of annual household income spent on rent.

Community		% Change	Rental Affordability
Colville	▬	0.00	19.30
Coromandel	▬	0.00	35.90
Mercury Bay North	▬	0.00	38.70
Whitianga North	▬	0.00	34.10
Whitianga South	▬	0.00	39.80

Greatest Change in Purchasing Affordability

Tairua saw the greatest change in the percentage of income spent on mortgage repayments, with a 22.6% decrease over the last 3 months. Of these communities, Whangamata was the most unaffordable in December 2023, with 17.5% of annual household income spent on mortgage repayments.

Community		% Change	Purchasing Affordability
Colville	▬	0.00	13.30
Coromandel	▬	0.00	12.40
Tairua	🔻	22.60	13.70
Thames South	🔻	2.59	11.30
Whangamata	🔻	5.41	17.50

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.

Education

Key Pillar Changes

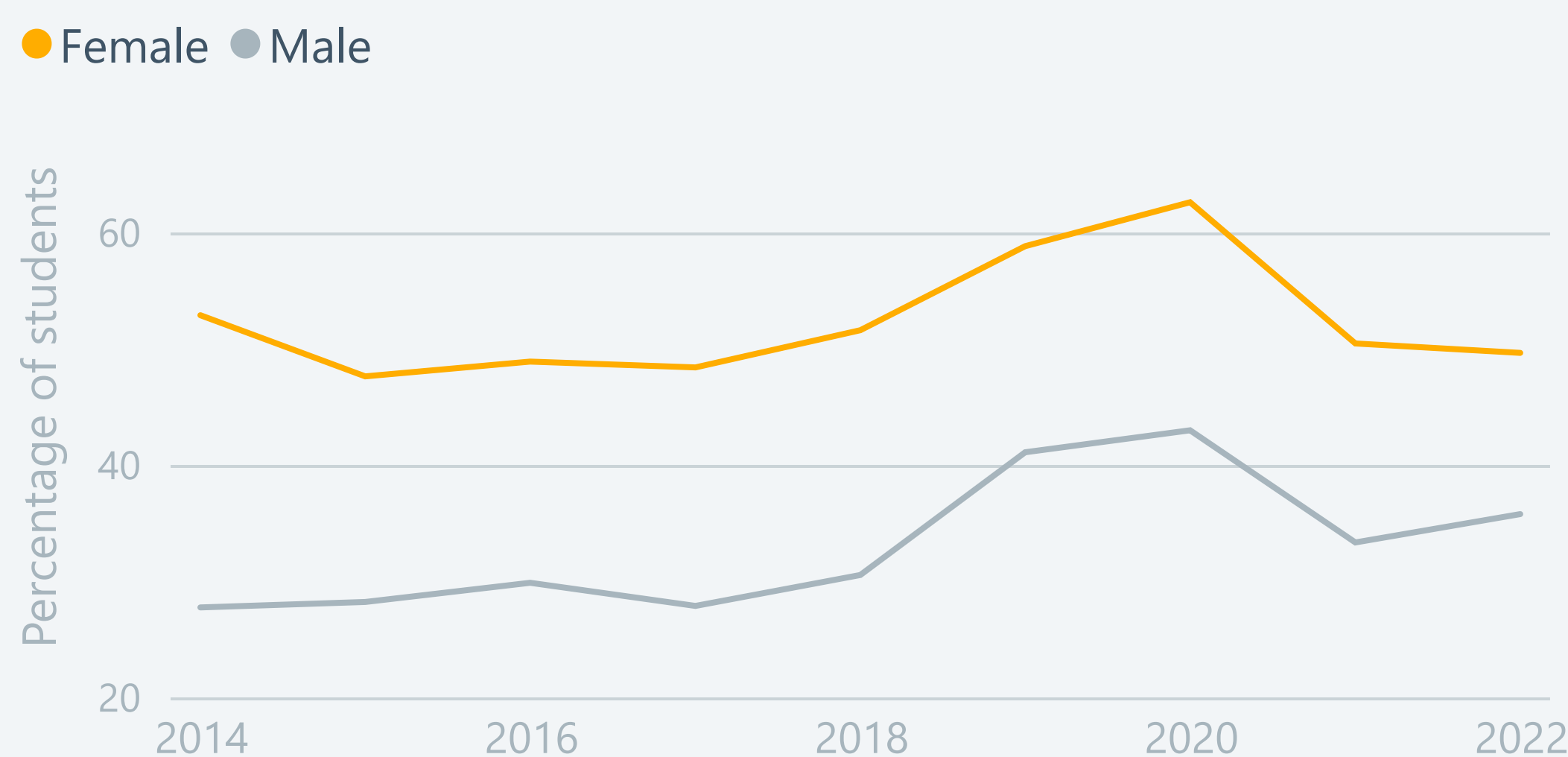|					
Secondary school retention	Jan 2022	**73.0%**	🔻 3.6%	% change is from January 2021
Secondary school with highest proportion of students leaving with NCEA level 3	Jan 2022	**Mercury Bay Area School**	▬	
Ethnicity with greatest change in secondary school retention	Jan 2022	**Māori**	🔻 6.98%	% change is from January 2021

School leavers with NCEA3 level by ethnicity

● Asian ● European ● Māori ● MELAA ● Pacific Peoples
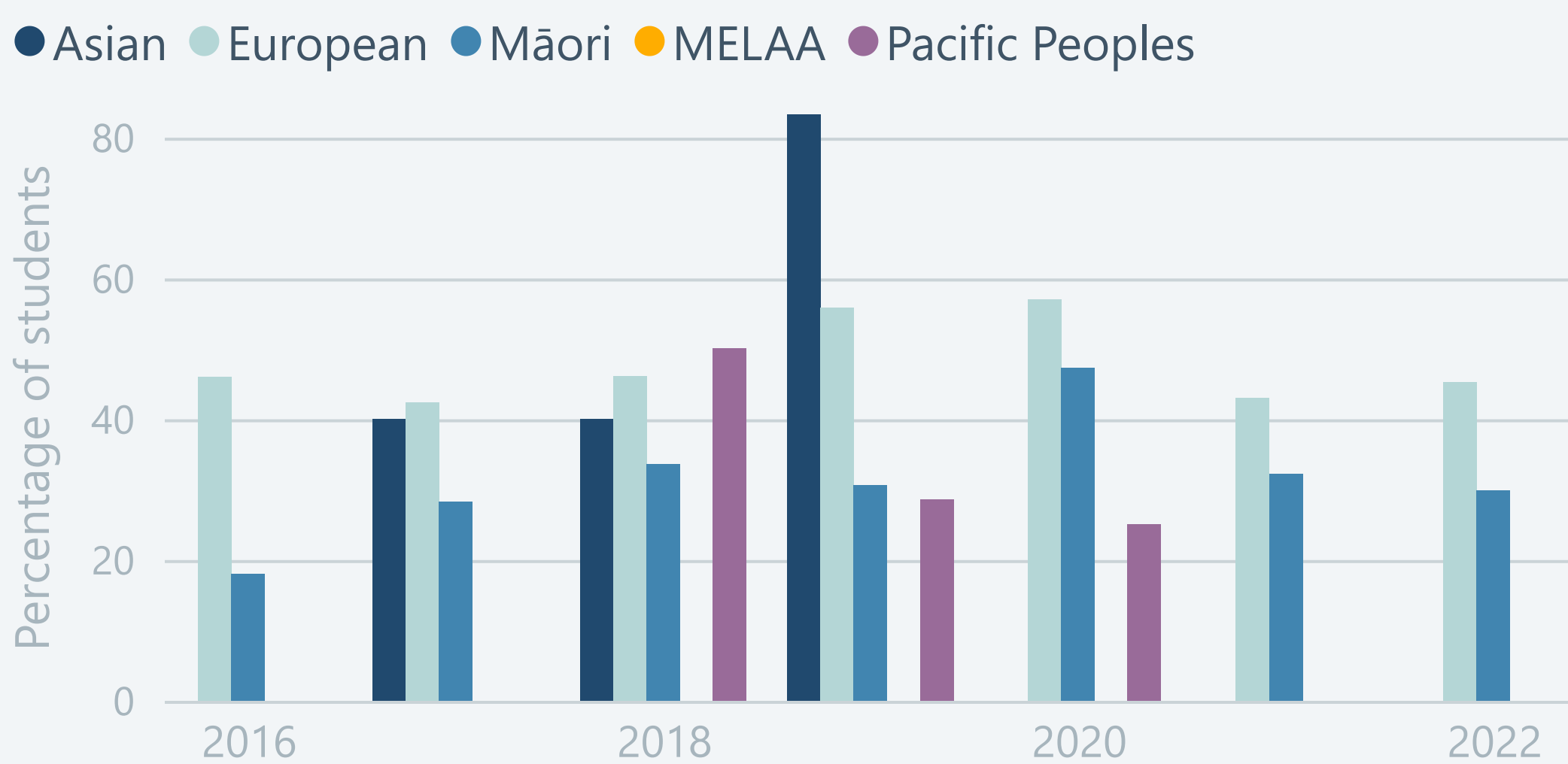
In 2022, European students in Thames-Coromandel District had the greatest proportion of students leaving with NCEA3. This is 1.51 times larger than Māori students, who have the lowest proportion of students leaving with NCEA Level 3. European students have seen the greatest change in NCEA Level 3 pass rates, with a decrease of 24.5%. Māori NCEA Level 3 pass rates in Thames-Coromandel District are 84% of National Māori rates.

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

## School leavers with NCEA3 level by gender

● Female ● Male

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.

Education

Secondary school retention by ethnicity

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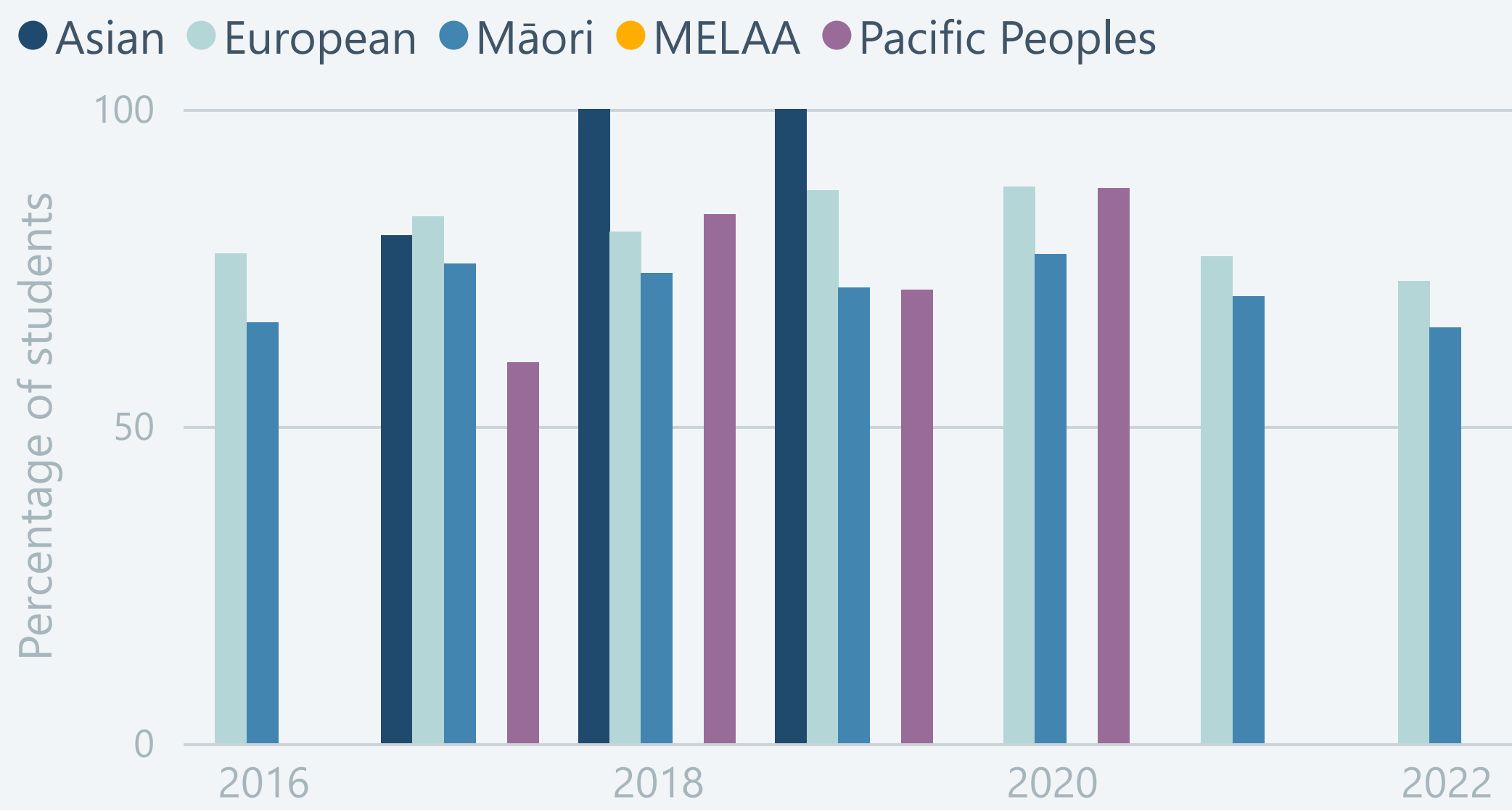
In 2022, European students in Thames-Coromandel District had the greatest retention rate. This is 1.11 times larger than Māori students, who have the lowest retention rate. Māori students have seen the greatest change in retention, with a decrease of 8.6%. Māori retention rates in Thames-Coromandel District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

Secondary school retention by gender
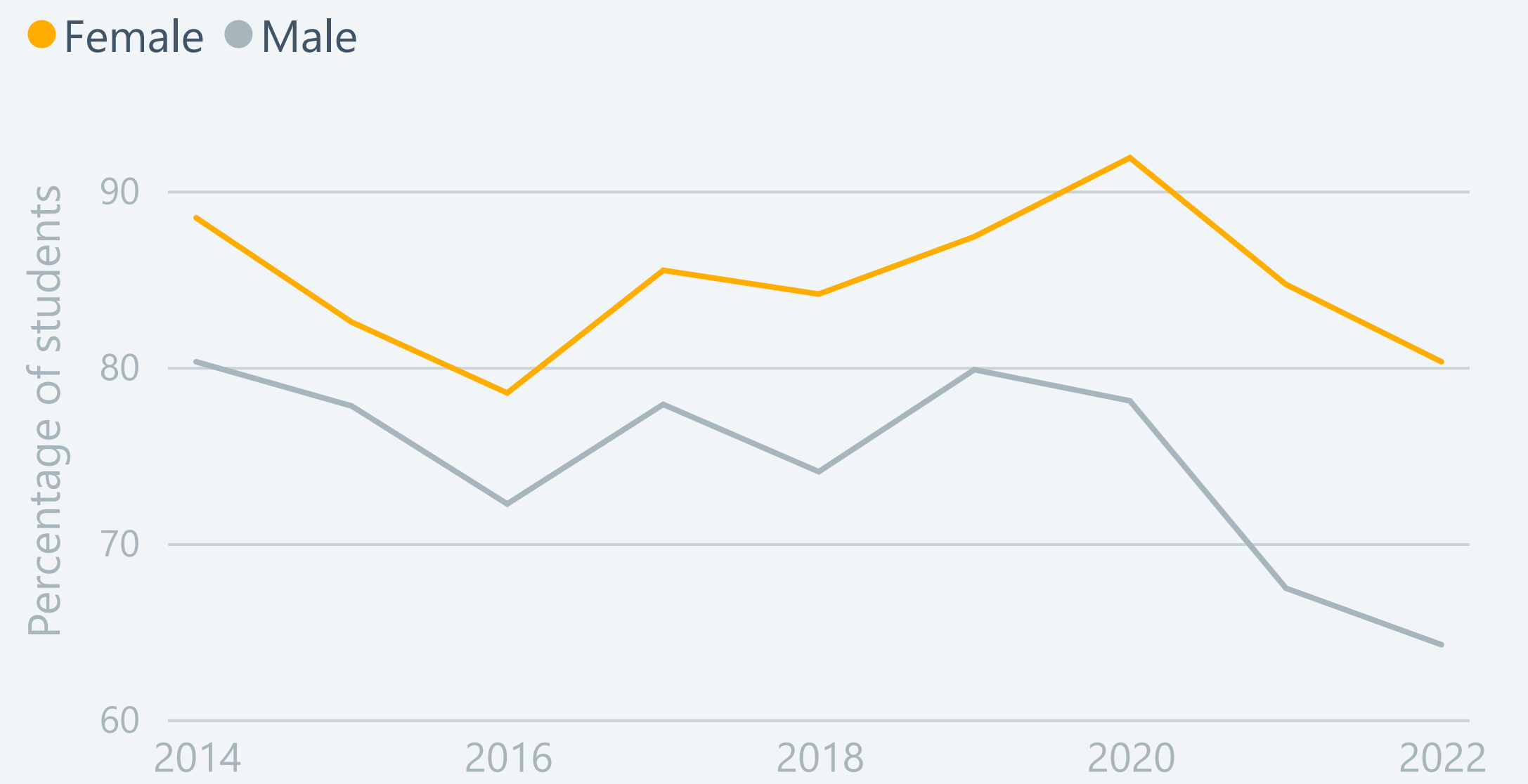
● Female ● Male

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.

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

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

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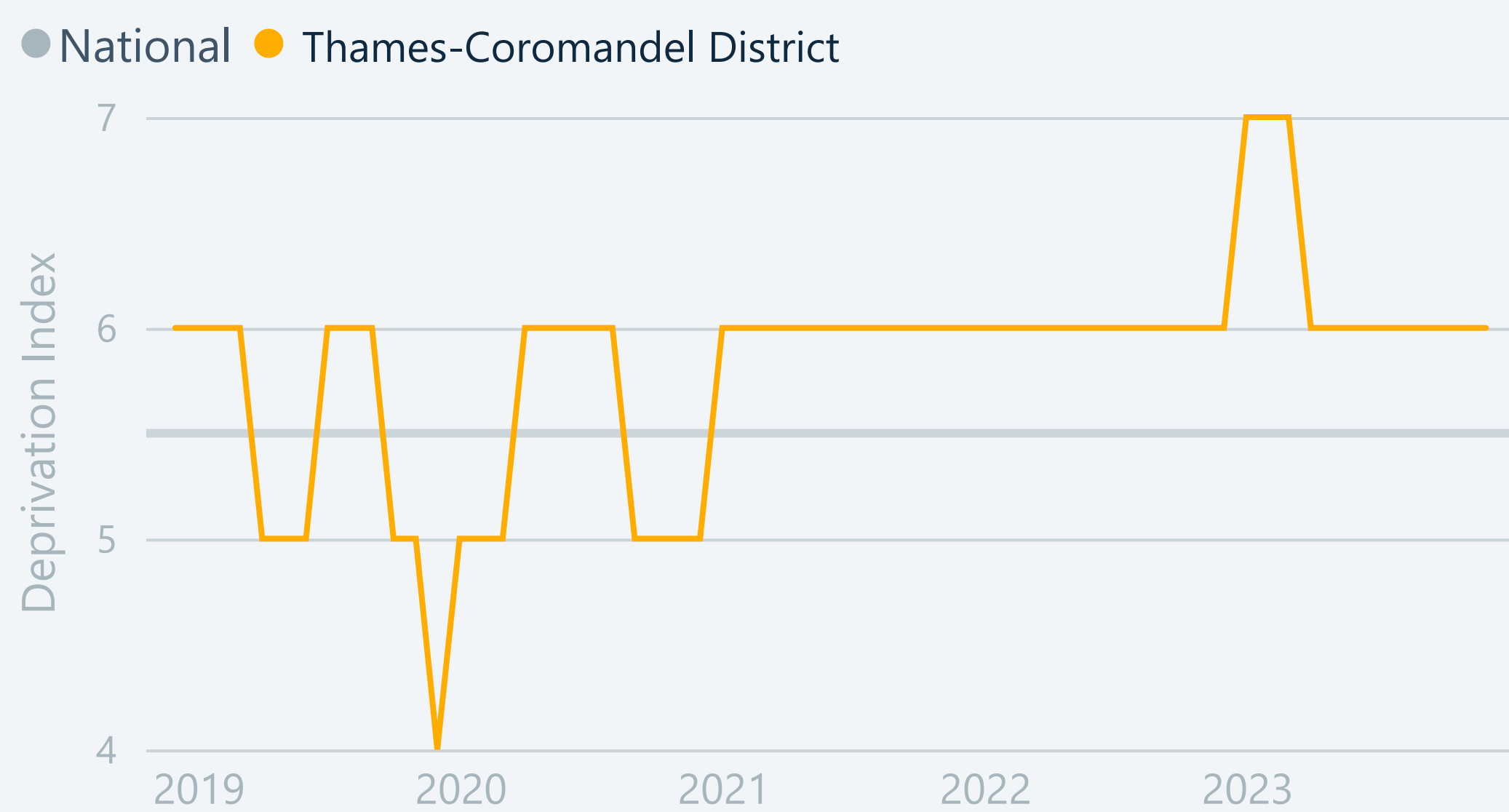
Deprivation

△ Trending Up ▽ Trending Down 🟢 Improving 🔴 Worsening ▬ No Change

Key Pillar Changes

Deprivation Index	Dec 2023	**6.0**	▬ 0%	% change is from November 2023
Community with greatest decrease in deprivation score	Dec 2023	**Thames North**	▽ 1.25%	% change is from December 2022
Community with greatest increase in deprivation score	Dec 2023	**Tairua**	▲ 5.35%	% change is from December 2022

Comparison to National Deprivation Index

🔘 National 🟠 Thames-Coromandel District

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 December 2023. The deprivation index is 9.1% above the national median index of 5.5.

Communities with the Greatest Change

Community	% Change ▼	Depr. score
Tairua	▲ 5.35	1,037.65
Coromandel	▲ 2.00	1,125.30
Thames North	▽ 1.25	1,058.91
Thames South	▲ 1.22	1,075.52
Whangamatā	▽ 1.08	950.31

The community with the greatest change in deprivation score since the same time last year was Tairua, with a 5.4% increase.

Distribution of Deprivation Index

🔘 Same time last year 🔵 December 2023

In Thames-Coromandel District, 36.8% of the population live in highly deprived communities (deprivation index 8-10), whereas 10.5% live in high socio-economic performing communities (deprivation index 1-3).
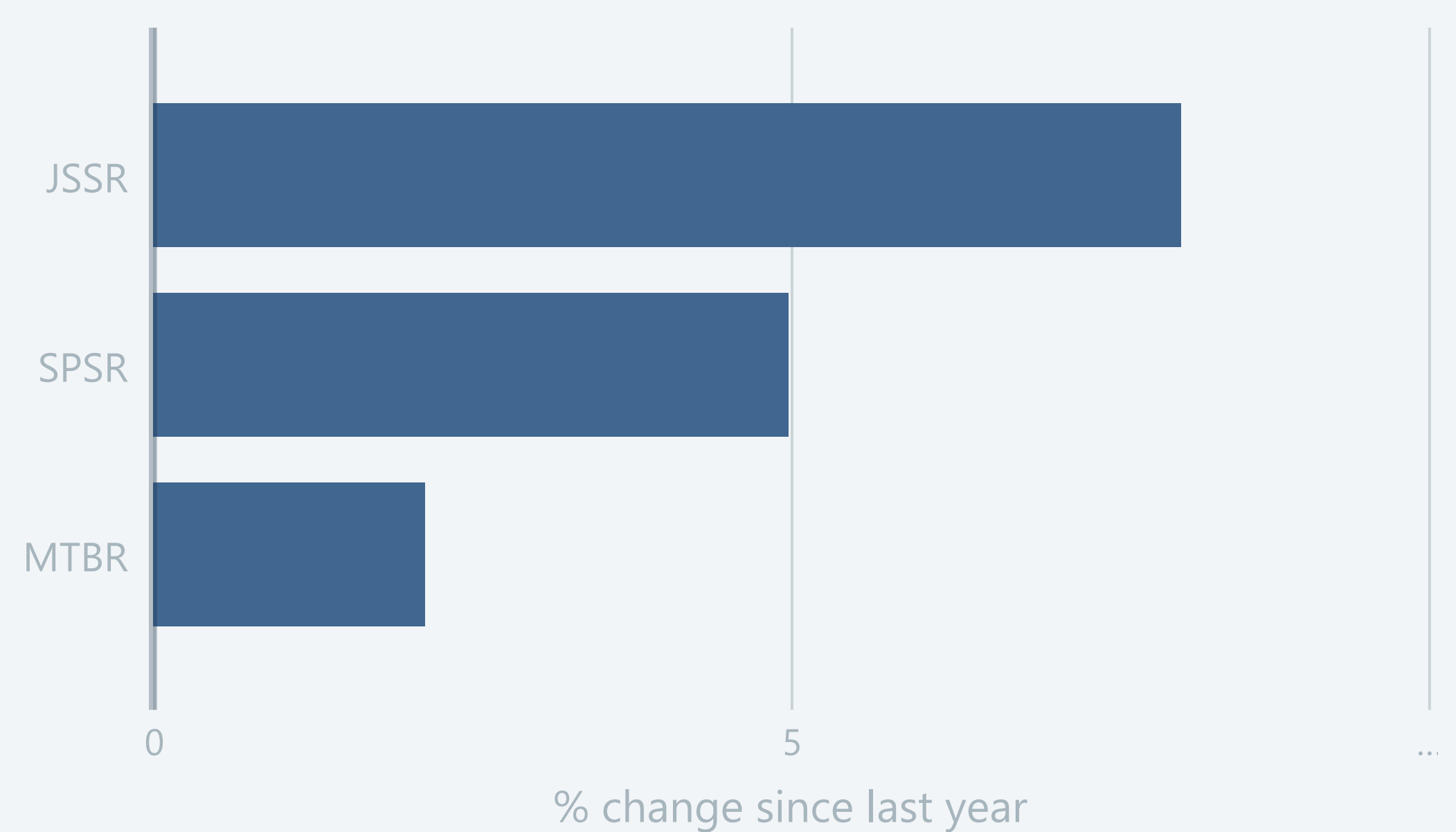
ⓘ Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

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 8.06% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).
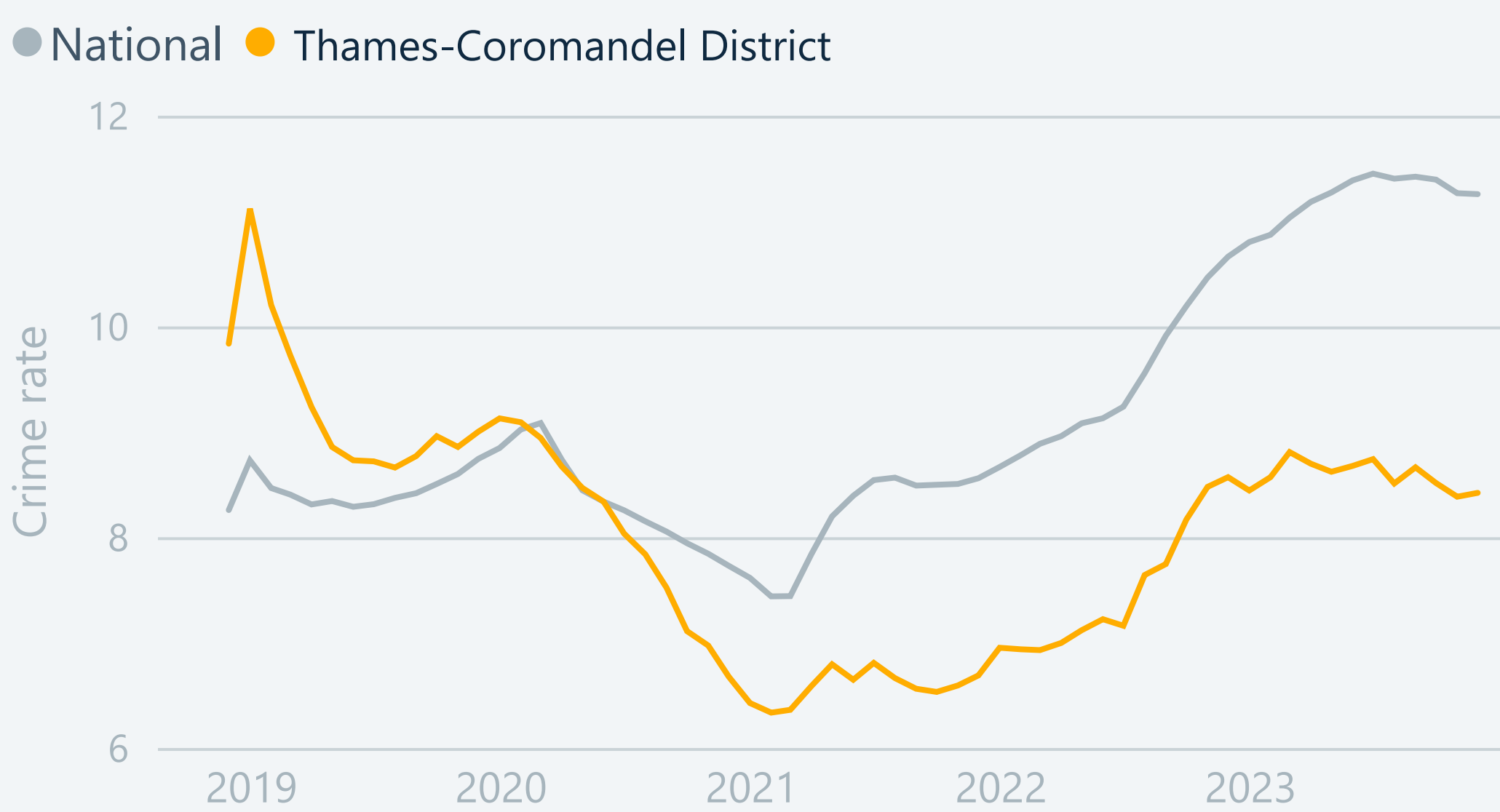
Crime

△ Trending Up ▽ Trending Down 🟢 Improving 🔴 Worsening ▬ No Change

Key Pillar Changes

|				
Crime rate	Dec 2023	**11.5**	🔻 12.13%	% change is from September 2023
Crime type with the greatest change in crime rate	Dec 2023	**Robbery, Extortion and Related Offences**	🔺 21.18%	% change is from September 2023
Community with greatest change in crime rate	Dec 2023	**Hikuai**	🔻 71.42%	% change is from September 2023

Comparison to National Crime Rate

🔵 National 🟠 Thames-Coromandel District

Compared with the same time last year the crime rate in Thames-Coromandel District has seen no change by %, and is now as at December 2023. The crime rate is % same as the national rate of .

Crime Rate by Deprivation Index

🔵 Three months prior 🔵 December 2023
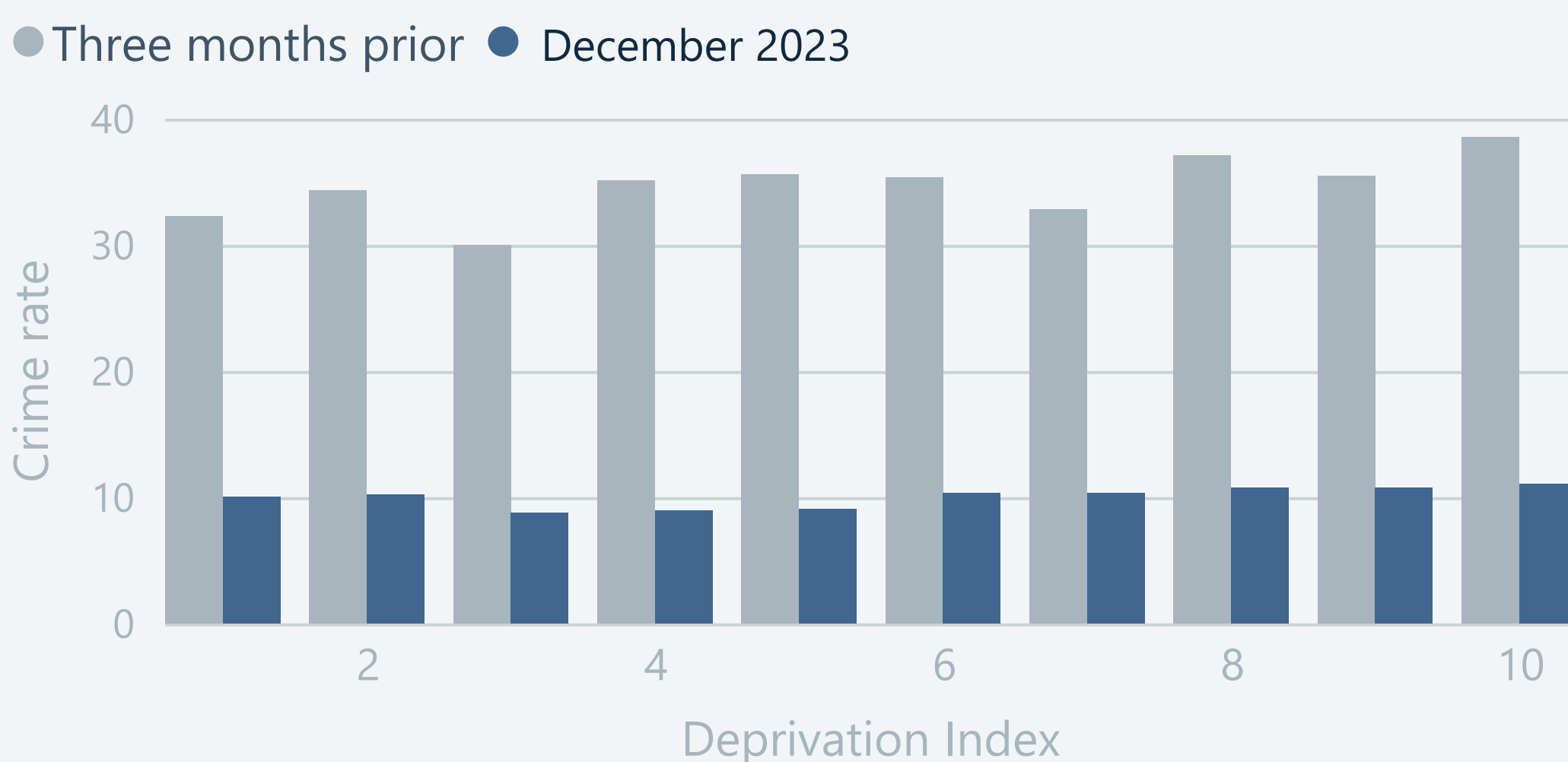
In Thames-Coromandel District, communities with a deprivation index of 10 have the highest crime rate. The crime rate in these communities is 1.3 times higher than those with a deprivation index of 3, the group with the lowest crime rate. Communities with a deprivation index of 7 have seen the greatest change in their crime rate over the last 3 months, with an increase of -68.5%.

ⓘ 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

🔵 Three months prior 🔵 December 2023
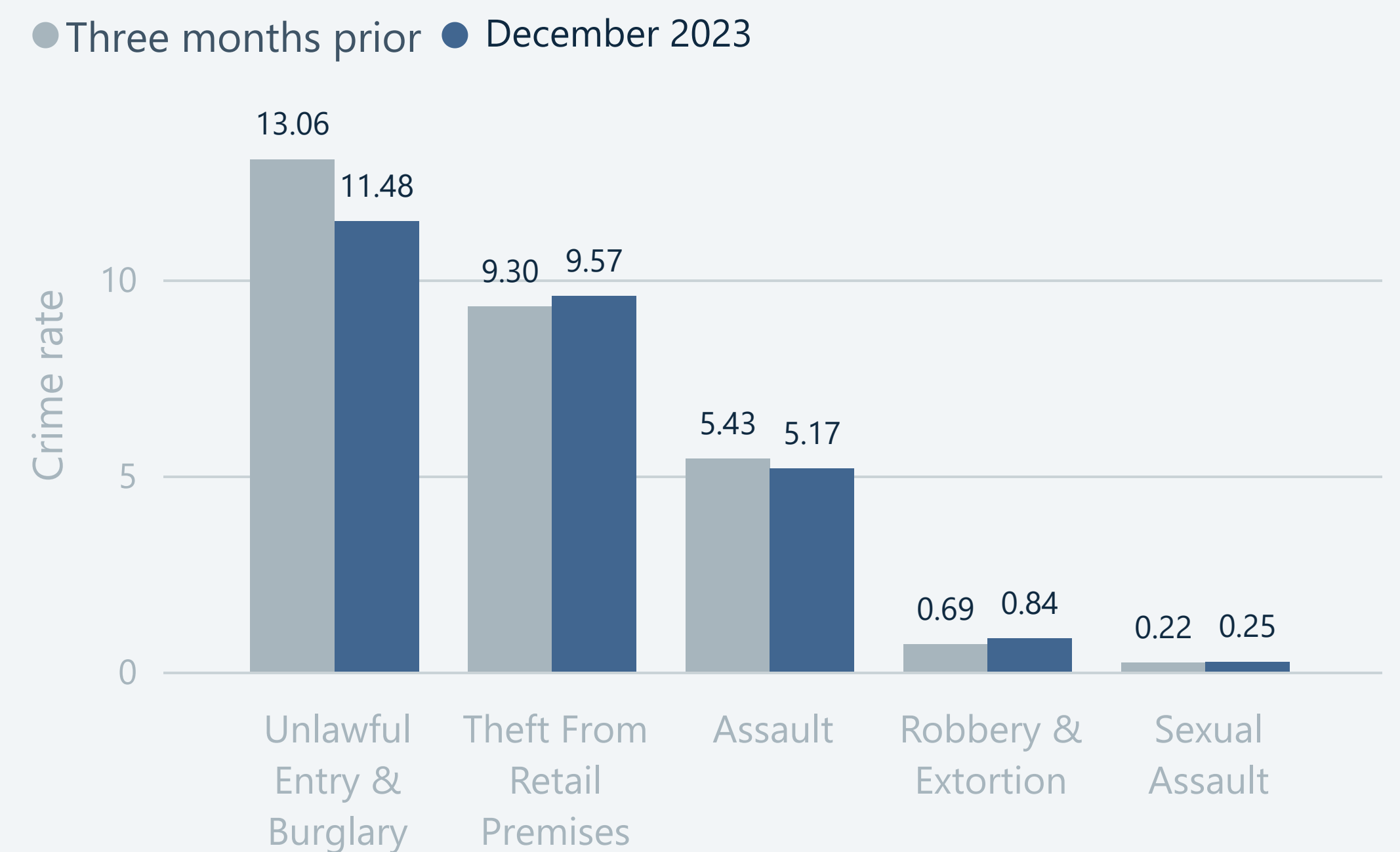
Within Thames-Coromandel District, the most prevalent type of crime in December 2023 was 'Unlawful Entry/Burglary/Breaking & Entering. The type of crime that had the greatest change in the last 3 months was 'Robbery, Extortion and Related Offences', with an increase of 21.2%.

Communities with Greatest Change

Community		% Change ▾	Crime rate
Hikuai	🔻	71.42	5.6
Whangamata Rural	🔺	62.14	29.4
Thames South	🔻	31.44	26.1
Whitianga South	🔺	27.74	47.9
Pauanui	🔻	24.92	15.1

Hikuai saw the greatest change in crime rate over the last 3 months in Thames-Coromandel District, with a decrease of -71.4%.

DOT

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