Q2 2025

Quarterly Report

Thames-Coromandel District

Report 1.4.4; Pipeline V_2.3.2

Summary

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

New Business Registrations this month

▲ **26.0**

As of June 2025, Thames-Coromandel District saw 26.0 new business registrations, an increase of 8.33% compared with March 2025.

Years to save for a house deposit

▲ **21.0**

As of June 2025, it would take 21.0 years to save for a 20% home deposit in Thames-Coromandel District, an increase of 0.01% compared with March 2025.

Gambling spend per capita

▲ **$104**

As of September 2024, an average of $104.0 was spent by individuals over 18 years in Thames-Coromandel District through electronic gaming machines, an increase of 0.73% compared with June 2024.

Crime rate

▼ **513.9**

In May 2025, Thames-Coromandel District had a crime rate of 513.9 incidents per 10,000 people, a decrease of 3.34% compared with February 2025.

Deprivation Index

— **6.0**

As of March 2025, the deprivation within Thames-Coromandel District is 6.0 and this is unchanged since February 2025.

Job seeker support rate

▲ **8.1%**

In March 2025, 8.1% of the working population (15-64 years) in Thames-Coromandel District claimed Job Seeker Support, an increase of 6.71% compared with March 2024.

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

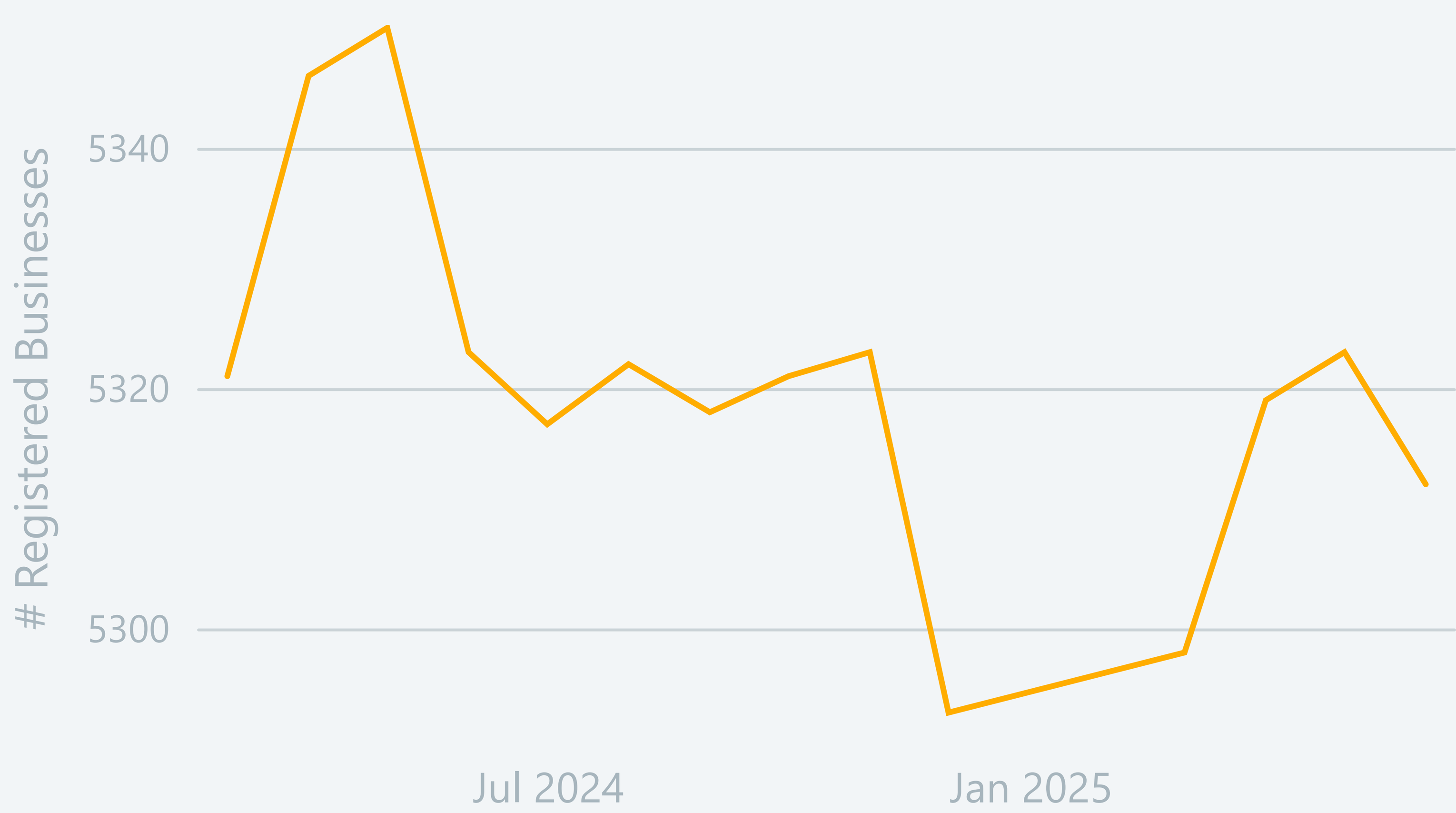
Economy

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

Key Pillar Changes

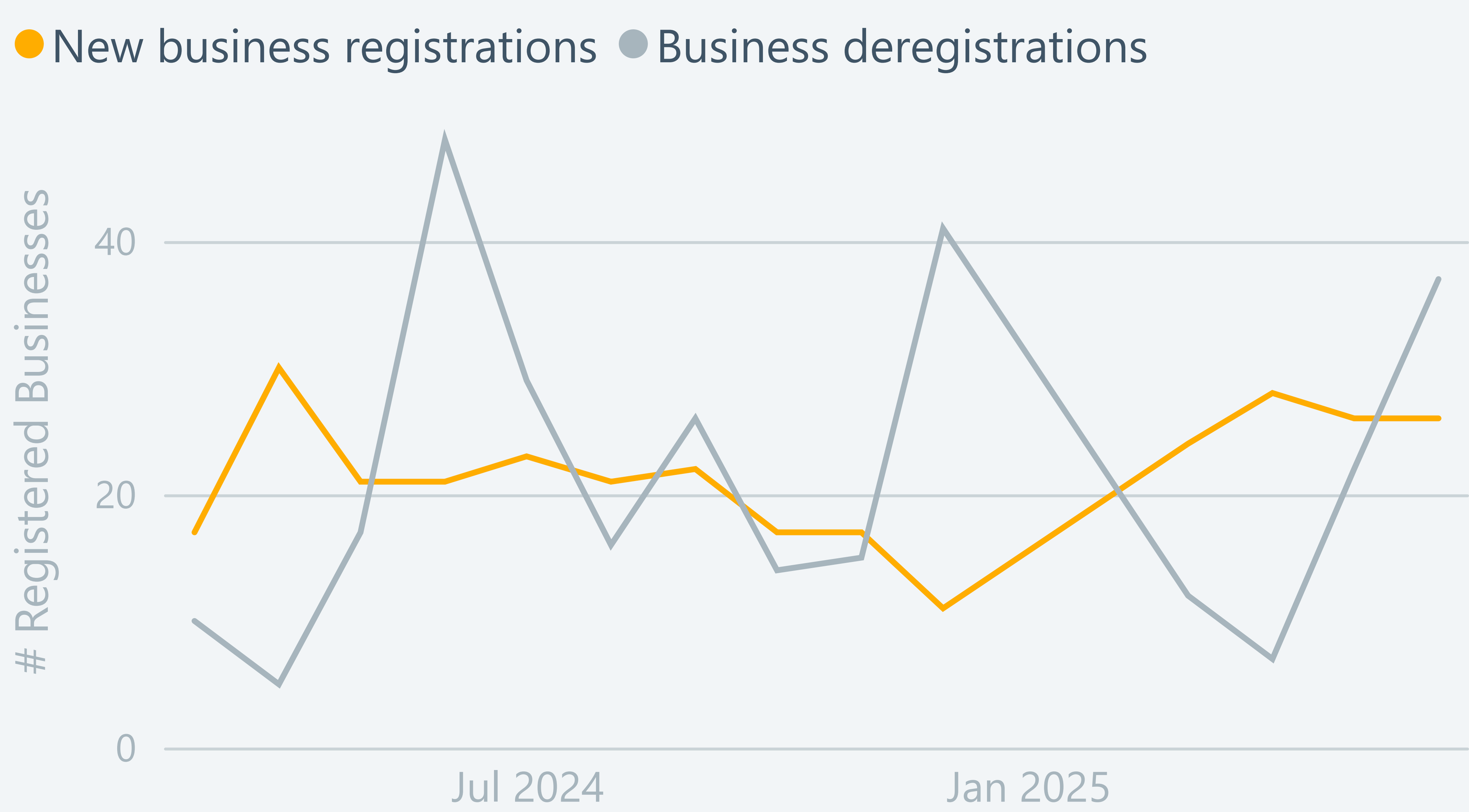
New Business Registrations this month	Jun 2025	**26.0**	▲ 8.33%	% change is from March 2025
Business Deregistrations this month	Jun 2025	**37.0**	▲ 208.33%	% change is from March 2025
Total tourism spend this quarter	May 2025	**$59.8M**	▼ 51.41%	% change is from February 2025

Total number of businesses registered to date



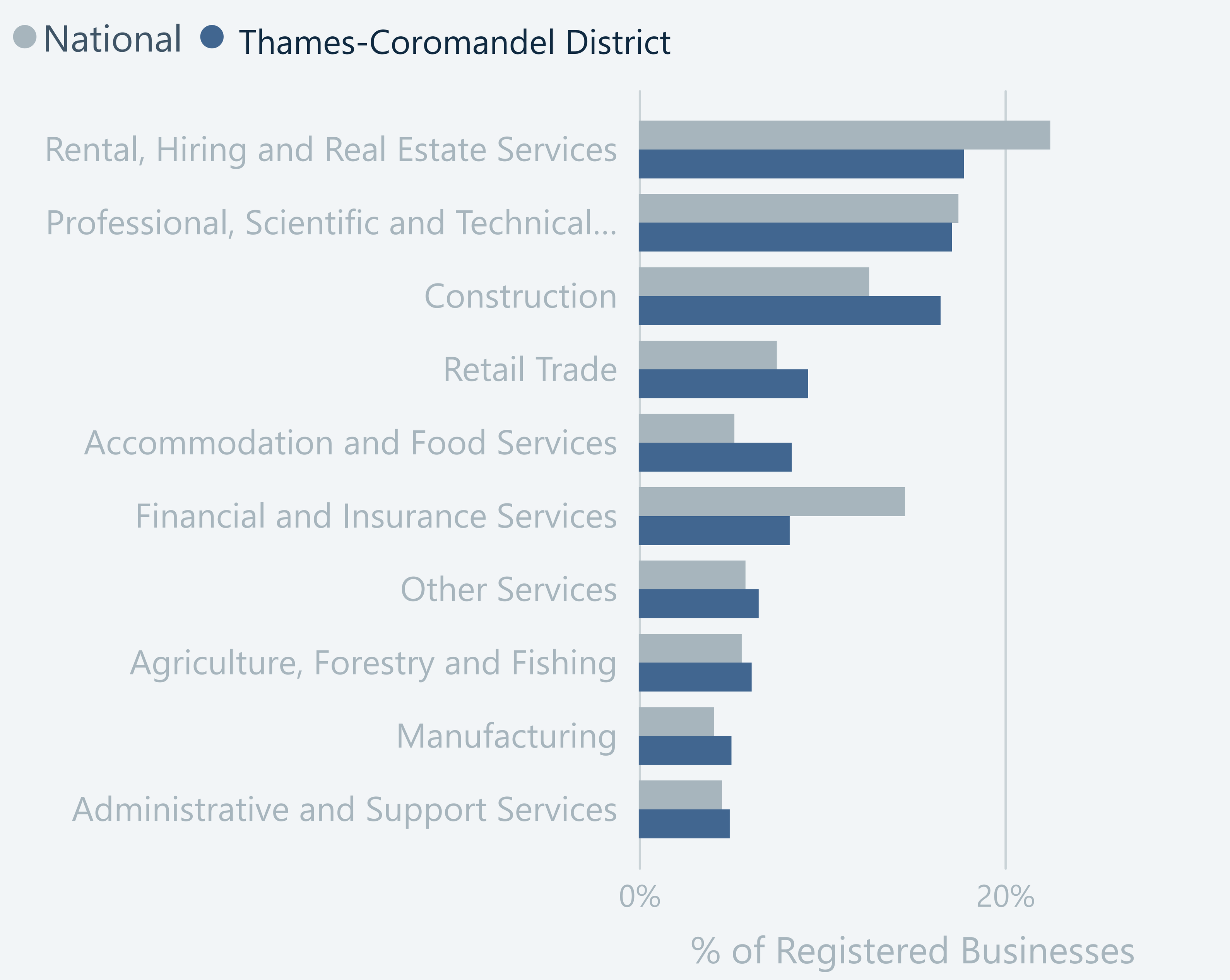
As of June 2025 there were 5312 registered businesses in Thames-Coromandel District. Over the last 12 months the number of registered businesses has decreased by 11. Nationally, the number of registered businesses has increased by 0.14%

Business openings and closings in the last year



Comparing June 2025 with June 2024 Thames-Coromandel District has seen an increase in the number of new business registrations of 23.8% and a decrease in the number of business deregistrations of 22.9%.

Distribution of registered businesses by industry

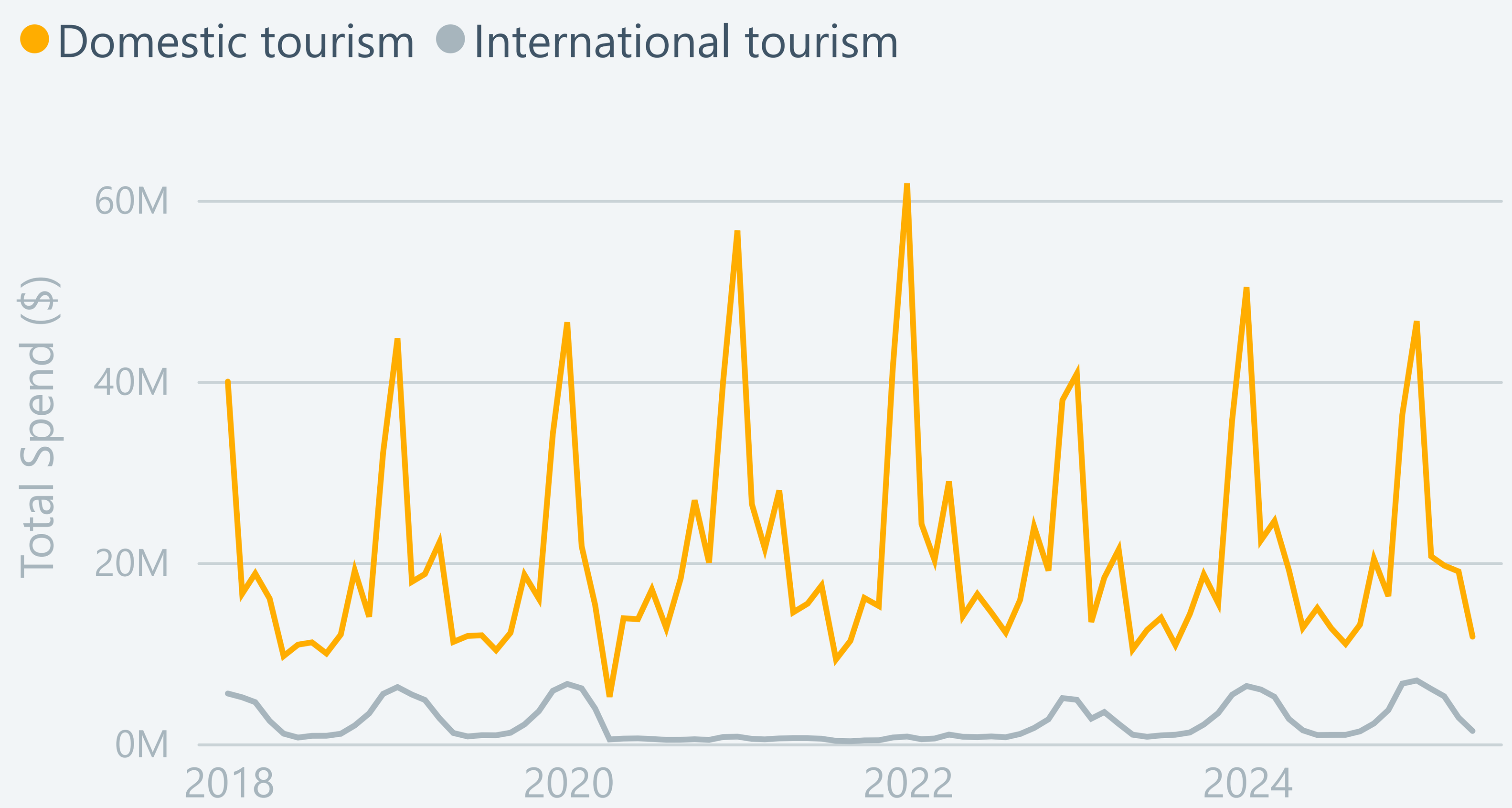


Rental, Hiring and Real Estate Services is the largest industry operating in Thames-Coromandel District and makes up 15.2% of all currently registered businesses.

Economy

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

Tourism spend this quarter



In May 2025, $13.2M was spent in Thames-Coromandel District from domestic and international visitors to the district. Domestic tourism made up 89.5% of total tourism spend, and has decreased by 7.66% since the same time last year, whereas international tourism has decreased by 4.91% in the same time period.

Visiting regions with the greatest spend

Visiting region	$ Change	Spend
Canterbury	▲ $271K	$1.2M
Wellington	▲ $213K	$1.4M
Waikato	▼ $2.7M	$15.5M
Auckland	▼ $3.2M	$22.4M
Bay of Plenty	▼ $490K	$5.2M

This quarter, the largest spend from domestic tourists visiting Thames-Coromandel District came from the Auckland region, with tourists spending $22.4M. This represents a decrease of $3.2M since the same quarter last year.

Visiting regions with the greatest % change

Visiting region	$ Change	Spend
Canterbury	▲ $271K	$1.2M
Gisborne	▼ $61K	$158K
West Coast	▼ $18K	$32K

This quarter, Thames-Coromandel 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 $18K decrease in spend.

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.

Visiting countries with the greatest spend

Visiting country	$ Change	Spend
Rest of Europe	▲ $58K	$1.2M
United Kingdom	▼ $273K	$1.3M
Australia	▼ $124K	$1.9M
United States of America	▲ $395K	$3.2M
Germany	▼ $77K	$565K

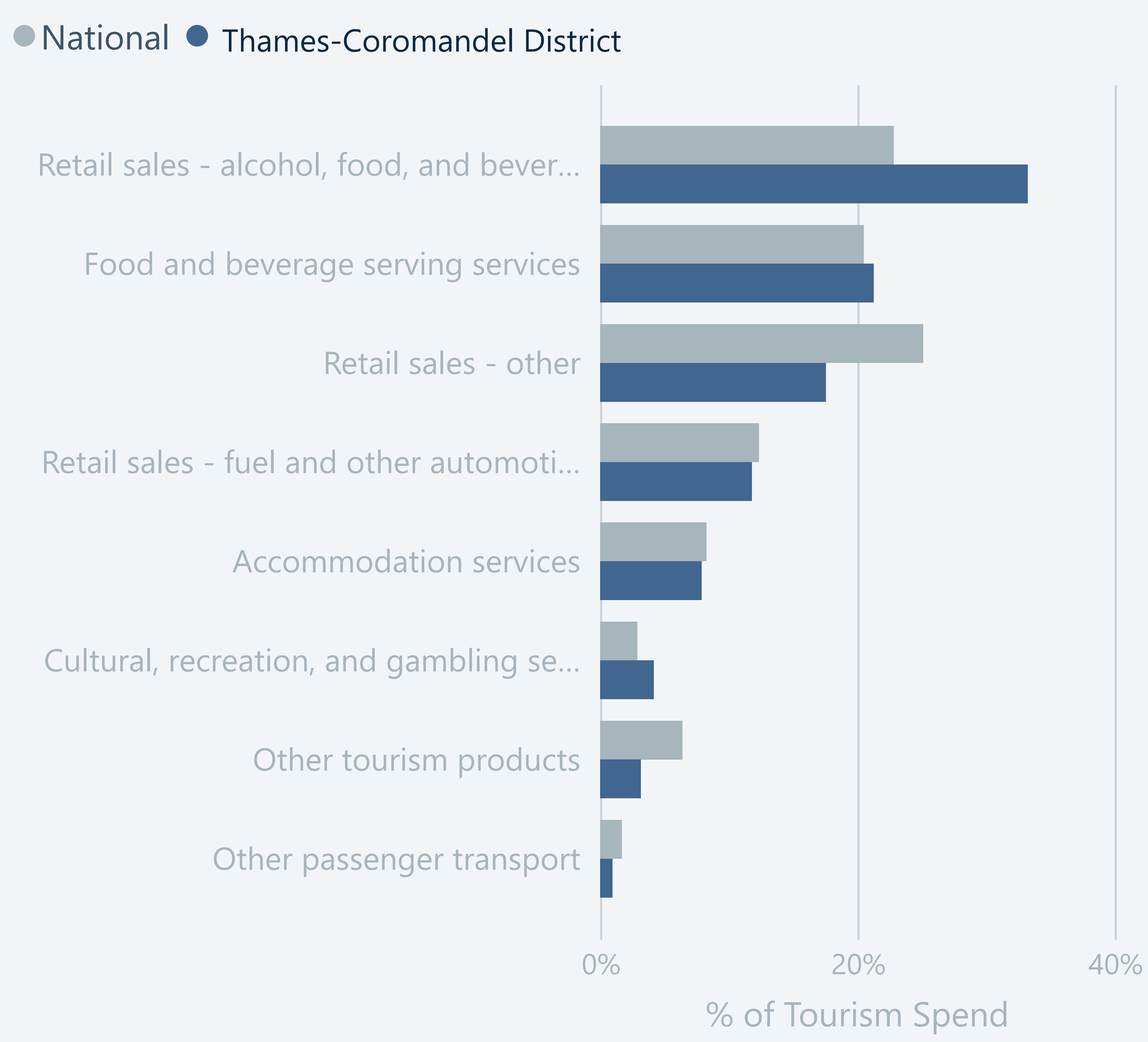
This quarter, the largest spend from international tourists visiting Thames-Coromandel District came from United States of America, with tourists spending $3.2M. This represents an increase of $395K since the same quarter last year.

Visiting countries with the greatest % change

Visiting country	$ Change	Spend
Rest of Asia	▲ $87K	$427K
Rest of Oceania	▲ $5K	$20K
Rest of Americas	▲ $34K	$197K

This quarter, Thames-Coromandel District saw the greatest % change in international tourism spend from those visiting from Rest of Oceania since the same quarter last year, with a $5K increase in spend.

Tourism spend by industry



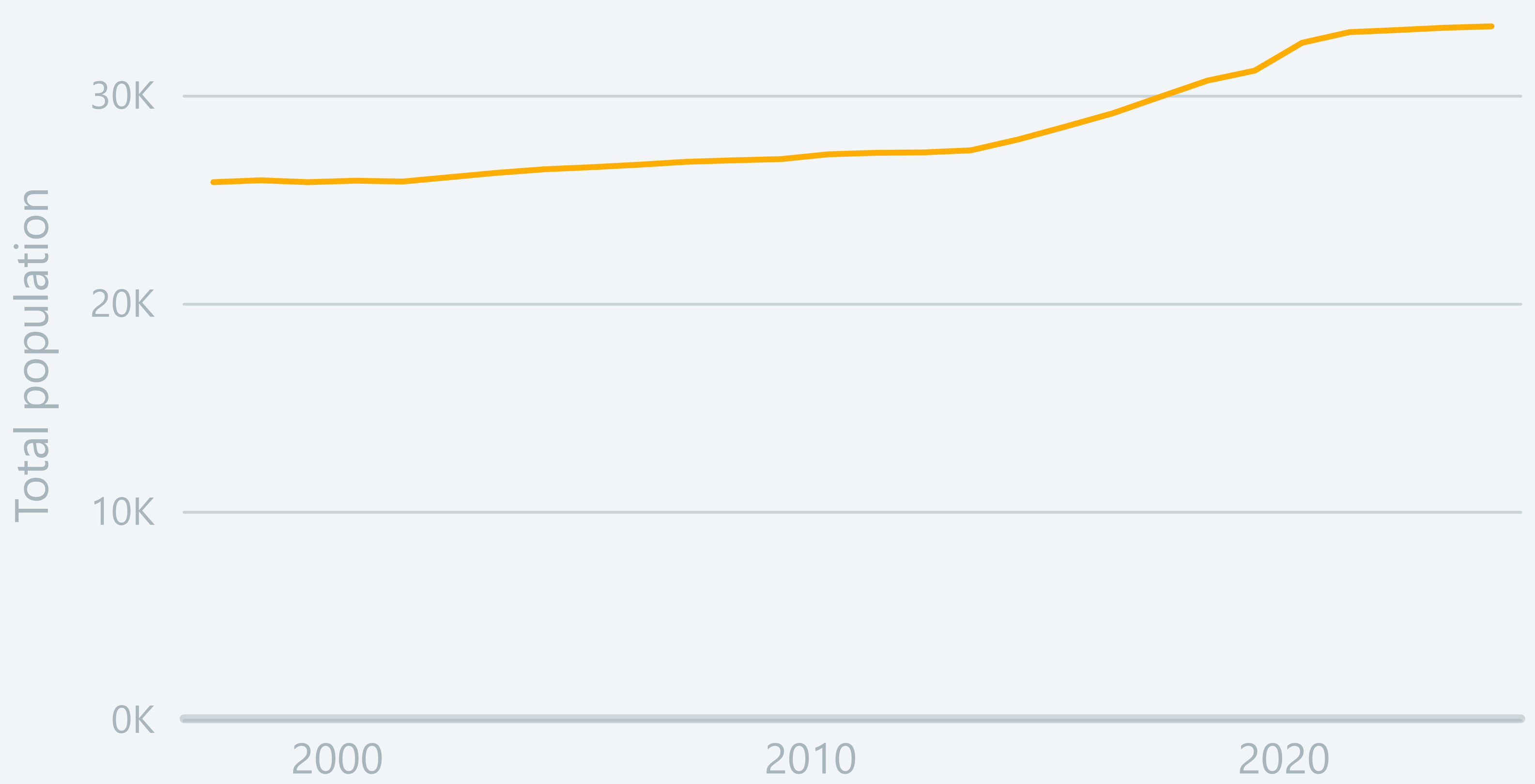
In Thames-Coromandel District tourists spent the most on Retail sales - alcohol, food, and beverages this quarter, which was 33.2% of all tourism spend. This is 45.6% larger than the national proportion.

Demographics

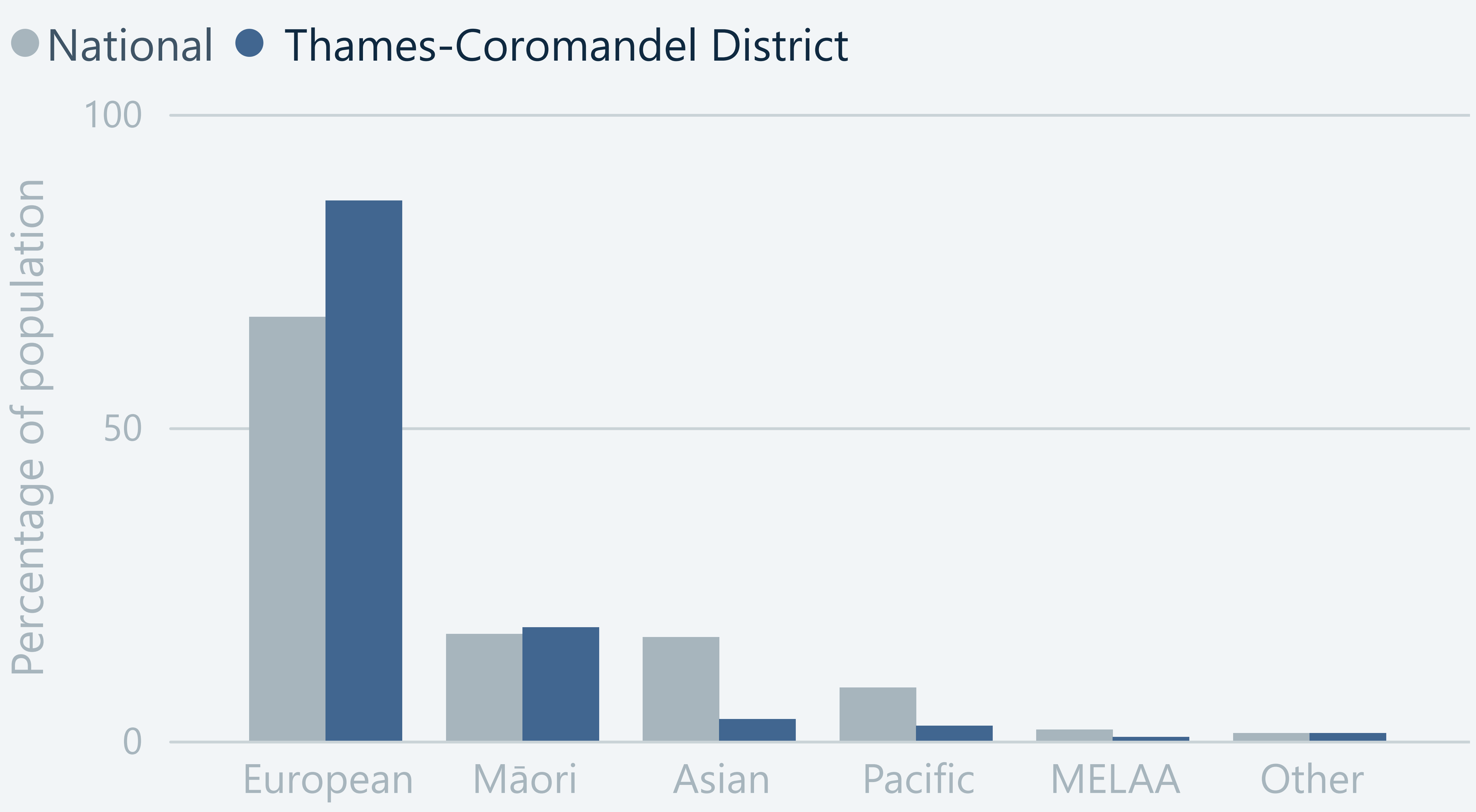
Estimated population

33.29K

Is the estimated total population in Thames-Coromandel District in 2024. The population in the area has increased by 0.21% or 70 people since 2023.

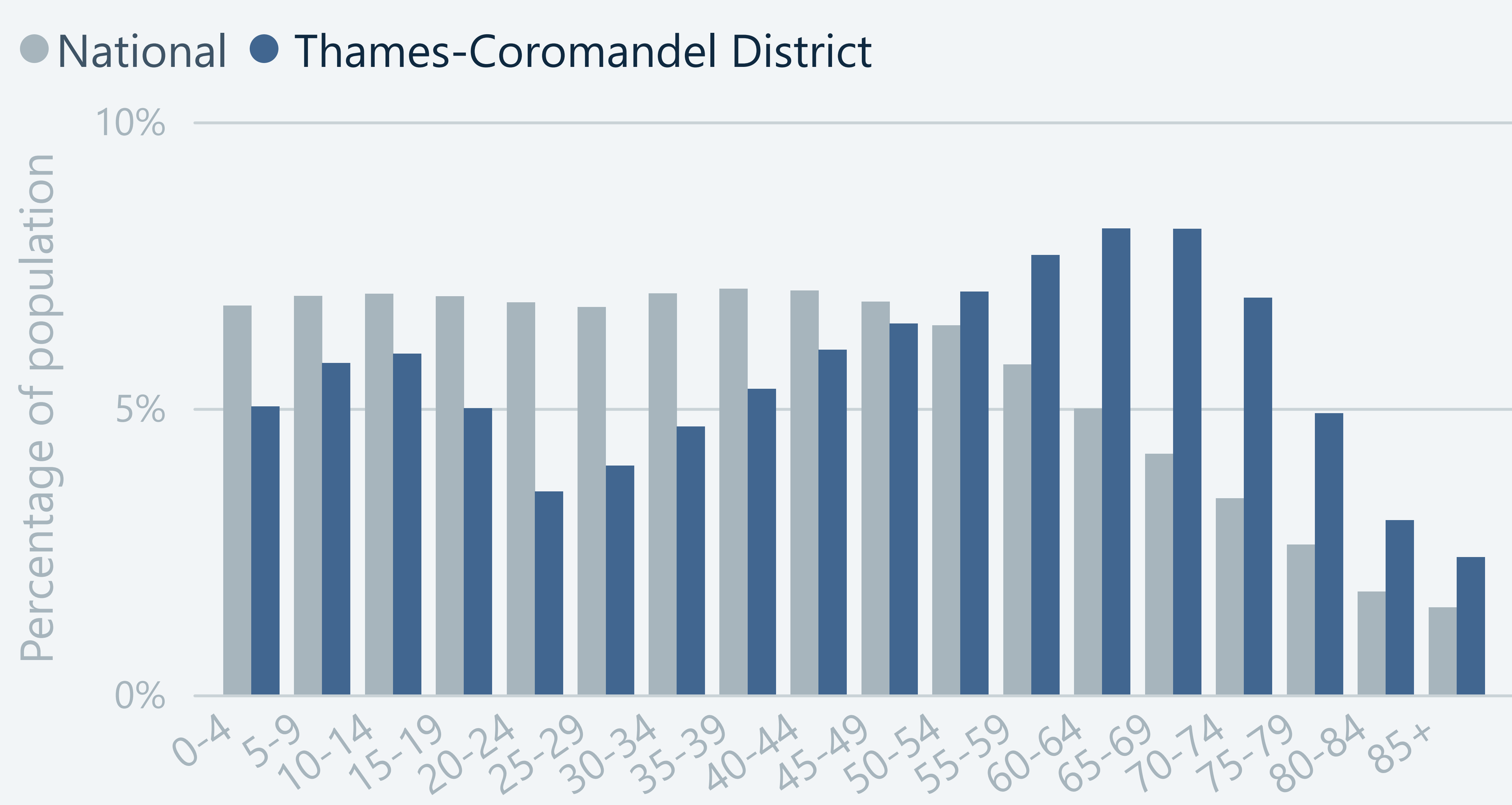


Ethnic distribution



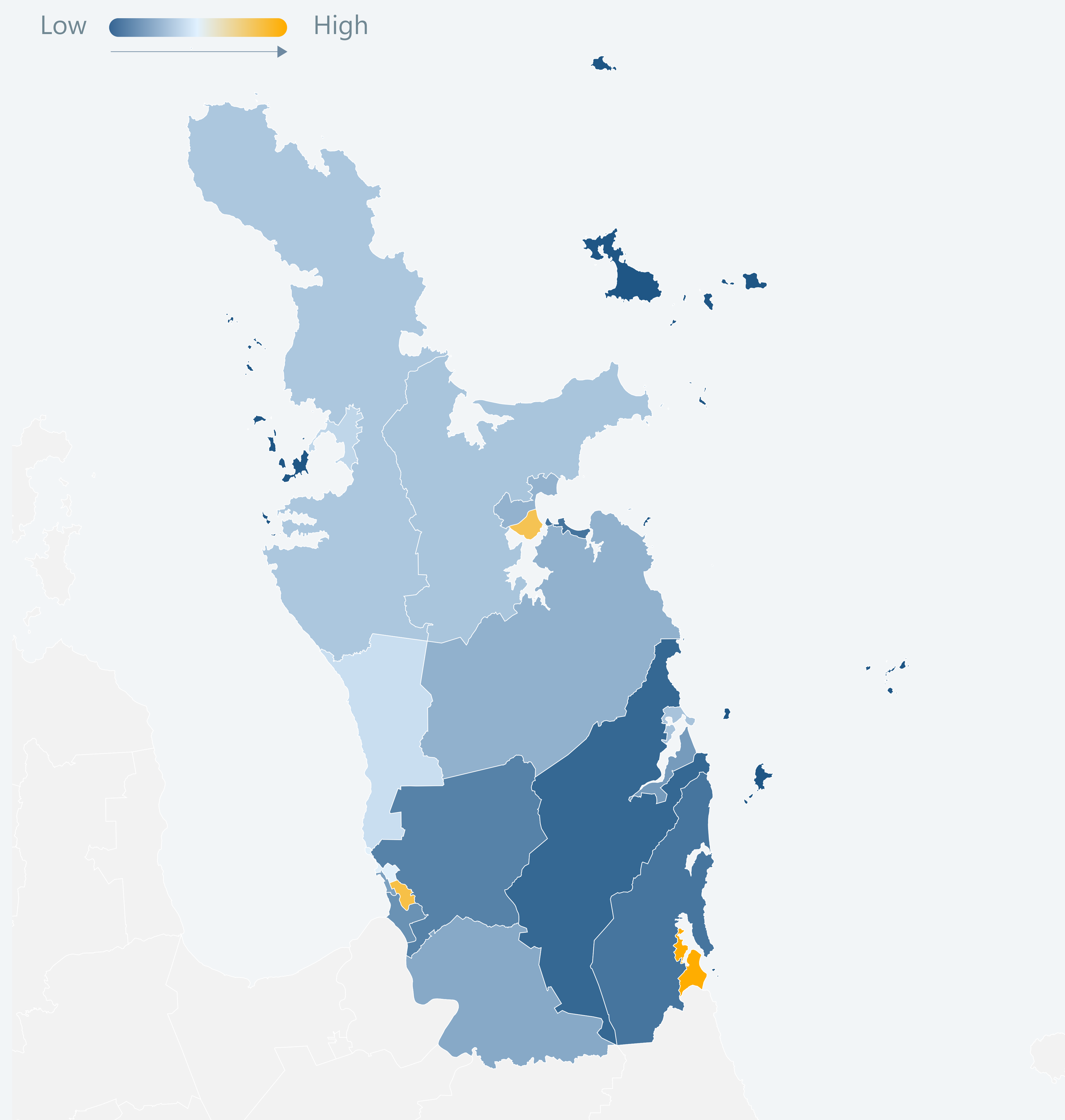
As of March 2023 the largest ethnic group in Thames-Coromandel District is European (85.2%), 31.3% larger than the national percentage. The ethnicity that has had the greatest change since March 2018 is MELAA, increasing by 28.89%.

Age distribution



As of June 2024 the largest age band in Thames-Coromandel District is 65-69 (9.8%), 92.7% larger than the national distribution. The age band that has had the greatest change since June 2023 is 0-4, decreasing by 8.92%.

Population distribution



In June 2024, Hikuai saw the greatest change in population, with an increase of 3.6% since June 2023.

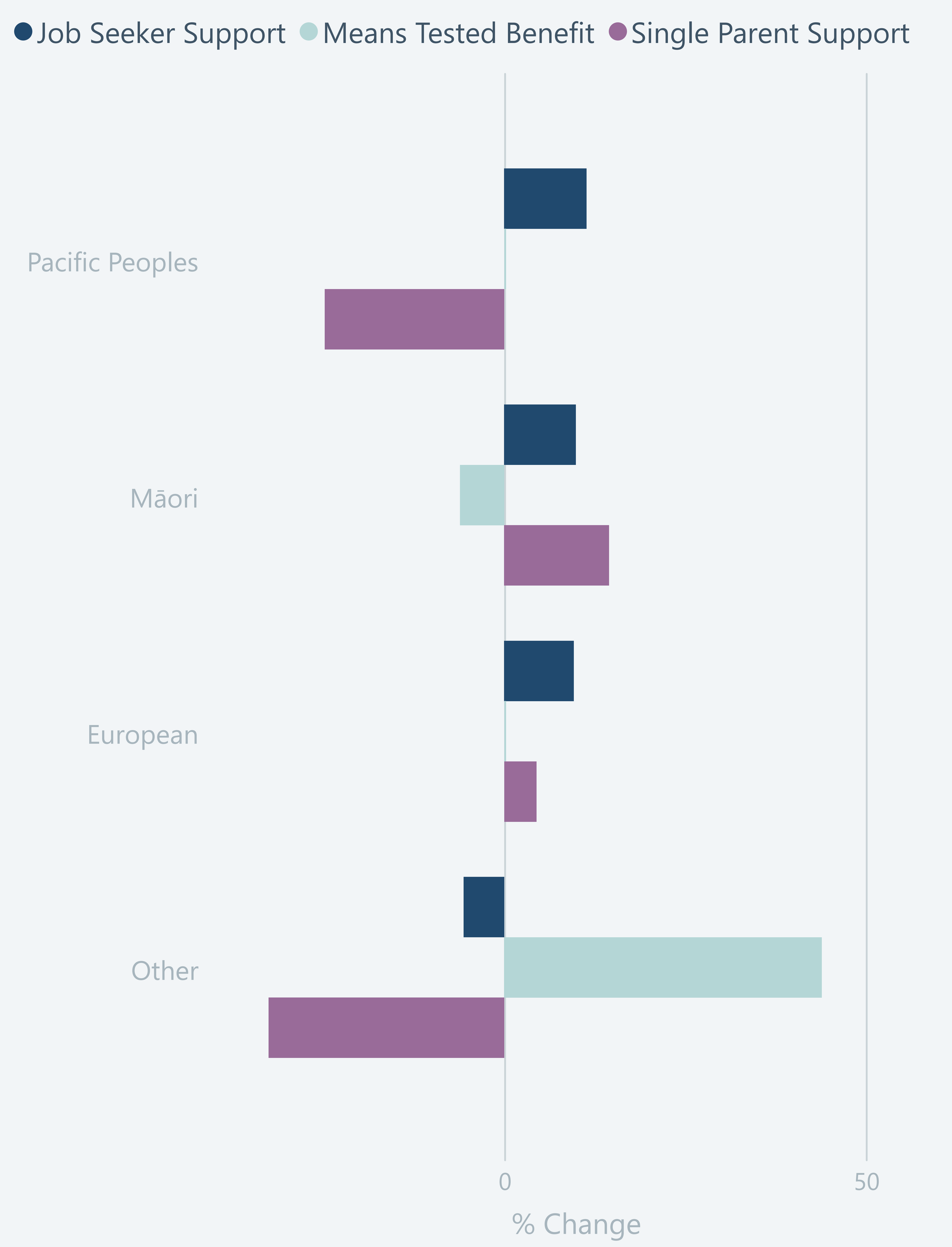
Employment

△ Trending Up ▽ Trending Down Improving Worsening No Change

Key Pillar Changes

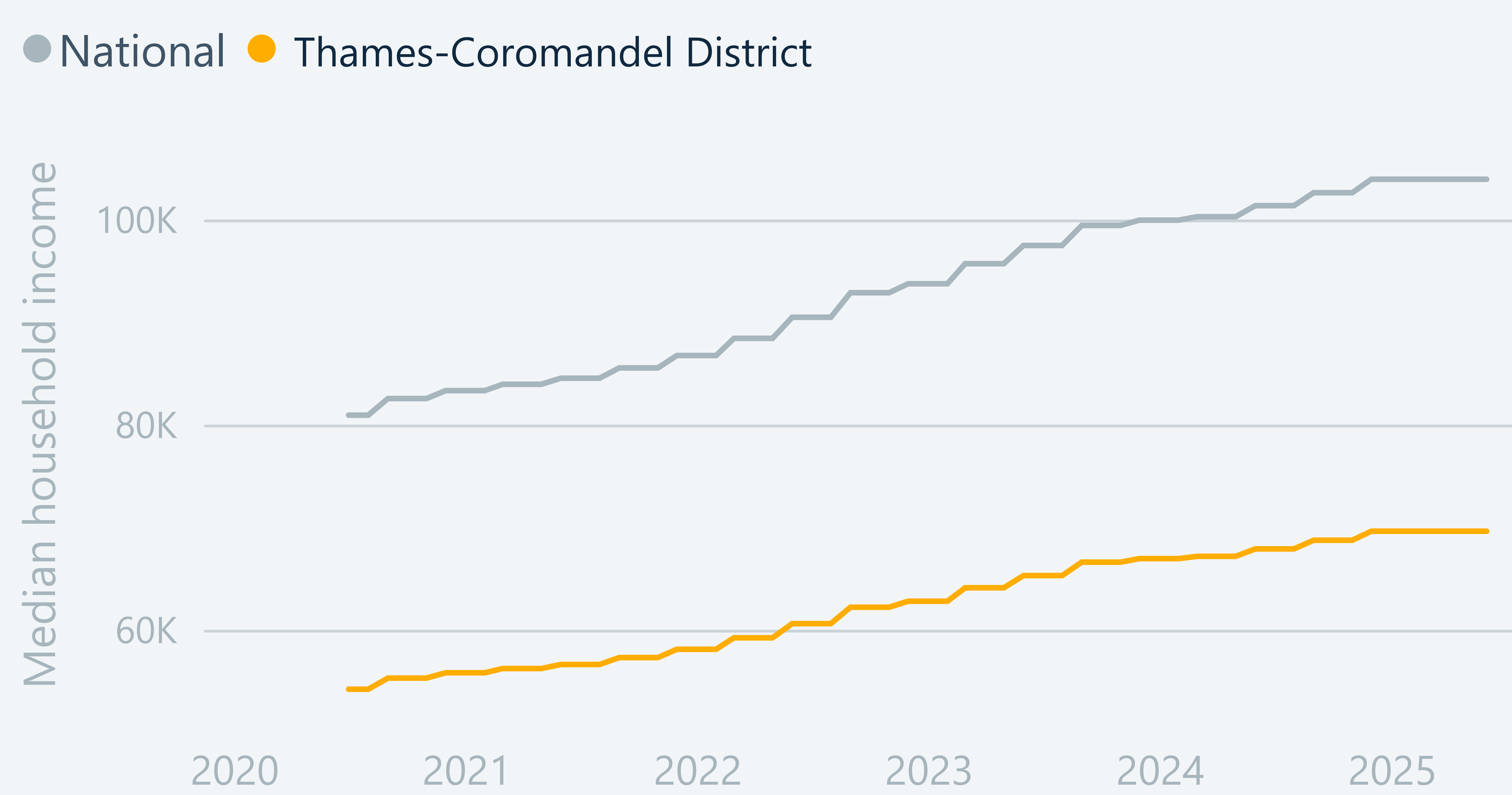
Job seeker support rate	Mar 2025	**8.1%**	▲ 6.71%	% change is from March 2024
Means tested benefit rate	Mar 2025	**4.3%**	▼ 0.84%	% change is from March 2024
Sole parent support rate	Mar 2025	**2.7%**	▲ 4.5%	% change is from March 2024

Change in benefit rates by Ethnicity



Within Thames-Coromandel District, the benefit rate by ethnicity with the greatest increase in the last 12 months was Means Tested Benefit for Other ethnicities (Asian, MELAA and other), up 43.93% to a value of 4.21 claimants per 100 working adults (15-64yrs). Comparatively, Single Parent Support for Other ethnicities (Asian, MELAA and other) saw the greatest decrease over the last 12 months, down 32.58% to 0.68 claimants per 100 working adults.

Median Household Income over time



As of June 2025, the median household income (adjusted for inflation) in Thames-Coromandel District was $69,605. This is 33% less than the national median.

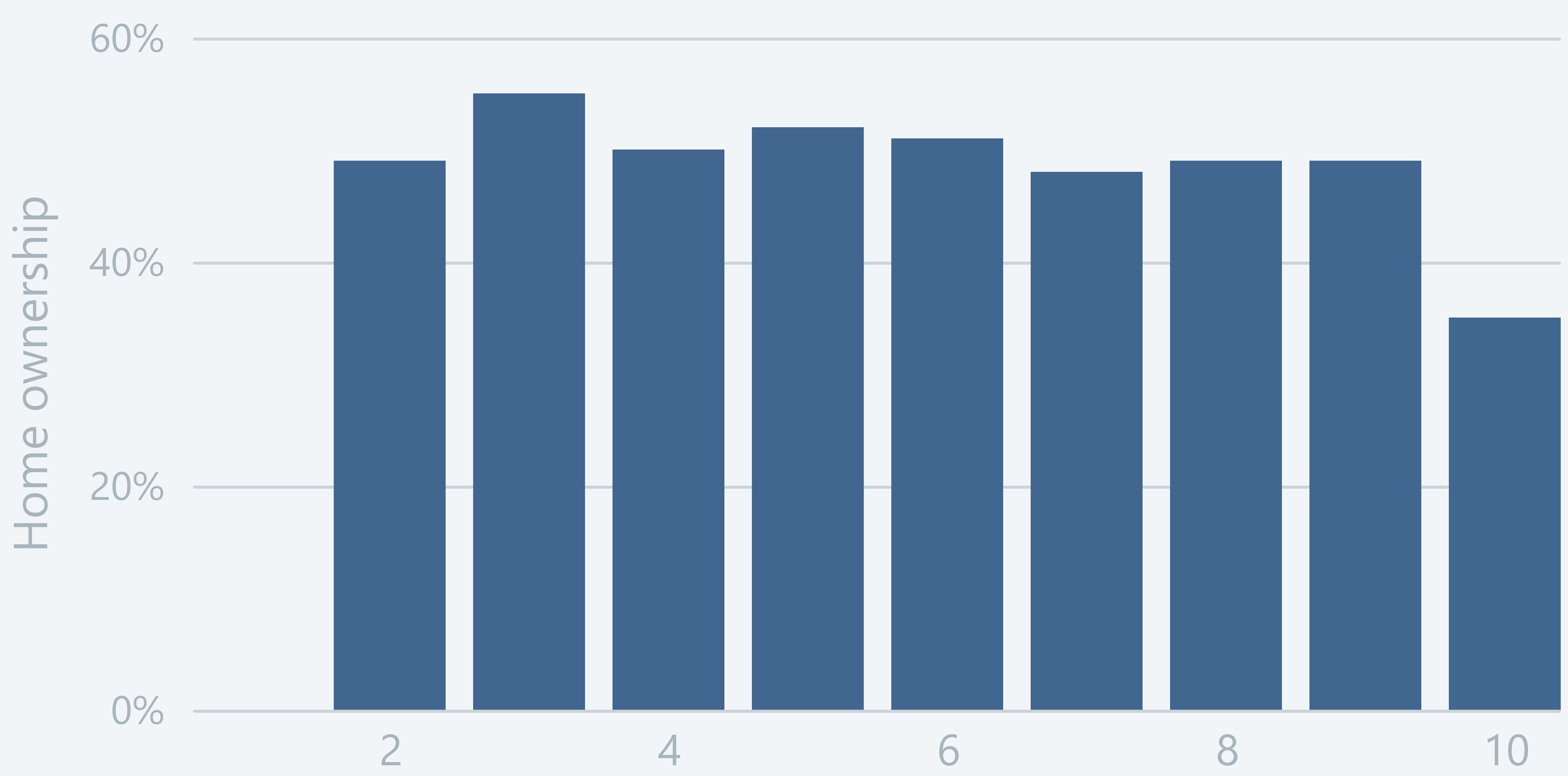
Housing

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

Key Pillar Changes

Years to save for a house deposit	Jun 2025	**21.0**	▲ 0.01%	% change is from March 2025
Rental affordability (% of income spent on rent)	Jun 2025	**40.7%**	▲ 0.01%	% change is from March 2025
Purchasing affordability (% of income spent on mortgage repayments)	Jun 2025	**56.6%**	▬ 0%	% change is from March 2025

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, Coromandel was the most unaffordable in June 2025, with 42.2% of annual household income spent on rent.

Community		% Change	Rental Affordability
Colville	▬	0.00	18.40
Coromandel	▬	0.00	42.20
Mercury Bay North	▬	0.00	35.10
Whitianga North	▬	0.00	32.40
Whitianga South	▬	0.00	41.80

Greatest Change in Purchasing Affordability

Colville saw the greatest change in the percentage of income spent on mortgage repayments, with a 14.9% decrease over the last 3 months. Of these communities, Tairua was the most unaffordable in June 2025, with 56.4% of annual household income spent on mortgage repayments.

Community		% Change	Purchasing Affordability
Colville	▼	14.89	52.00
Coromandel	▲	1.79	45.60
Mercury Bay North	▼	2.68	54.40
Tairua	▲	8.88	56.40
Whangamata Rural	▼	5.06	52.50

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.

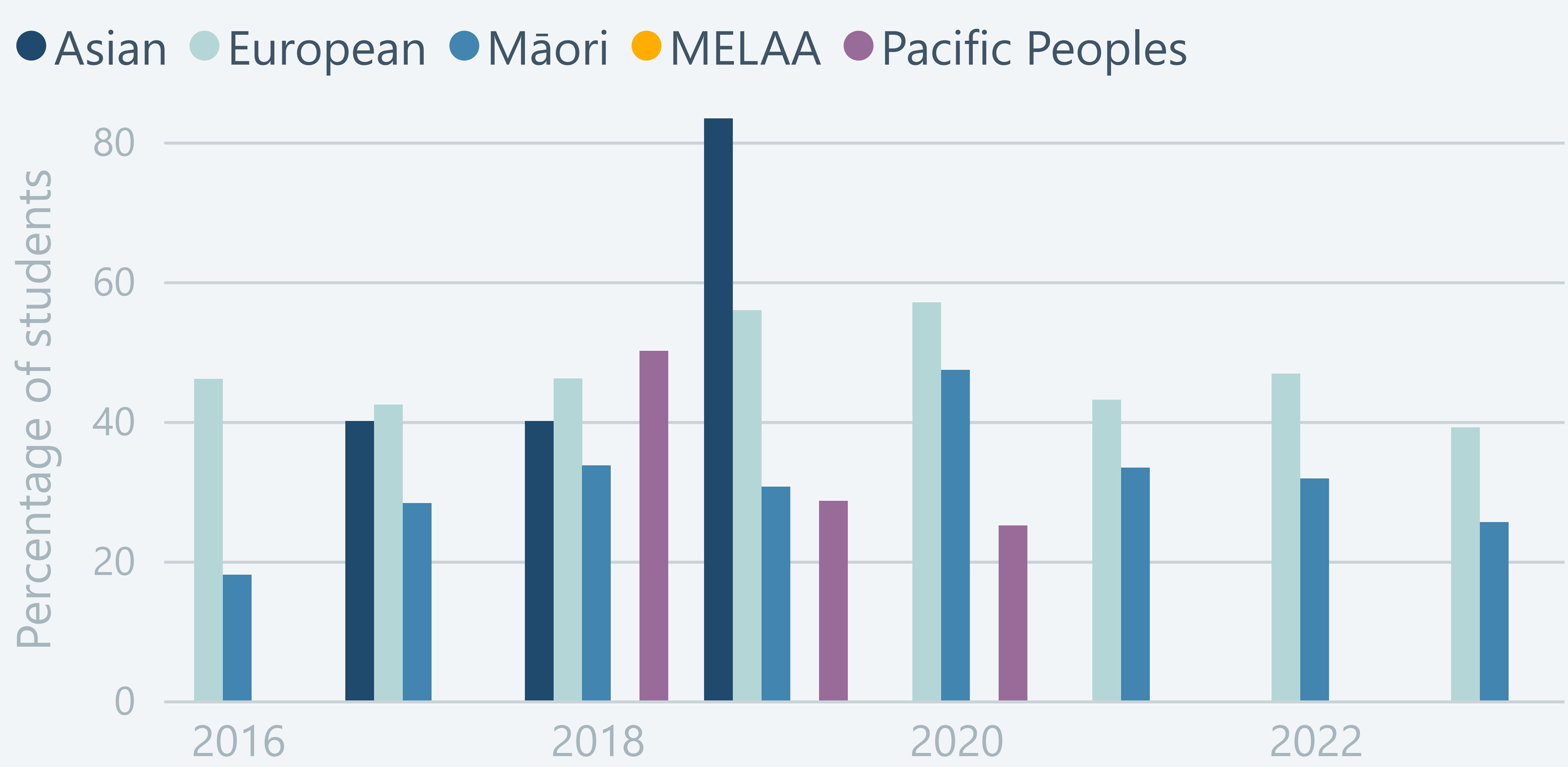
Education

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

Key Pillar Changes

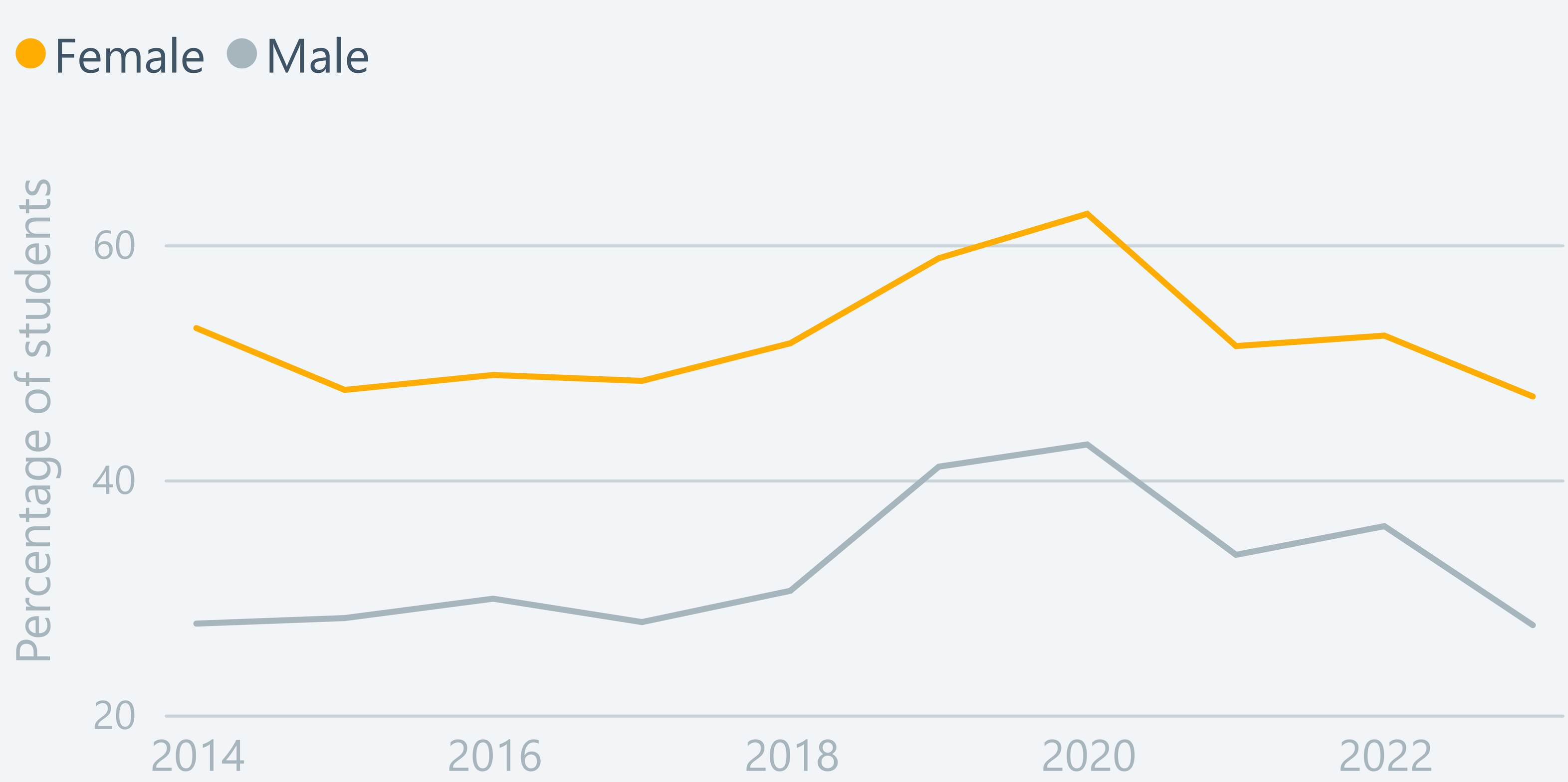
Secondary school retention	Jan 2023	**72.0%**	▼ 2.26%	% change is from January 2022
Secondary school with highest proportion of students leaving with NCEA level 3	Jan 2023	**Thames High School**		
Ethnicity with greatest change in secondary school retention	Jan 2023	**Māori**	▼ 7.18%	% change is from January 2022

School leavers with NCEA3 level by ethnicity



In 2023, European students in Thames-Coromandel District had the greatest proportion of students leaving with NCEA3. This is 1.53 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 an increase of 8.8%. Māori NCEA Level 3 pass rates in Thames-Coromandel District are 70% 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 1.6 times larger than male students. In 2023, the percentage of students leaving with NCEA Level 3 for female students compared with male students was higher than average. Compared to national figures, in 2023 the pass rate in Thames-Coromandel District were lower for both females and males.

Schools with greatest change in NCEA3 pass rate

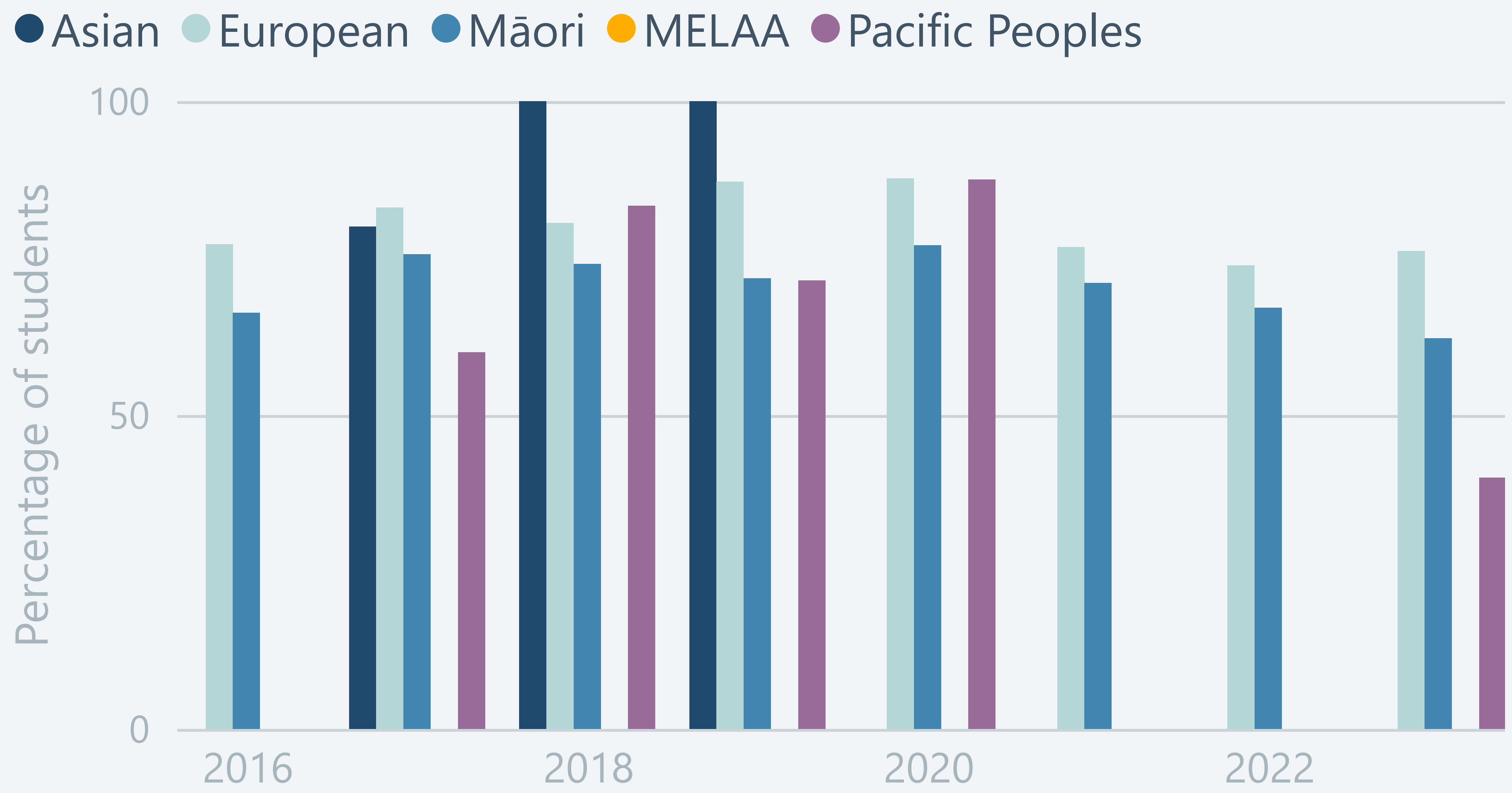
In 2023, the school with the greatest change in the percentage of students leaving with NCEA Level 3 (pass rate) since 2022 was Mercury Bay Area School, with a 20.8% decrease. Note that the table includes only those schools with more than 50 students.

School		% Change	Pass Rate
Mercury Bay Area School	▼	20.80	29.67
Thames High School	▼	1.11	39.36

Education

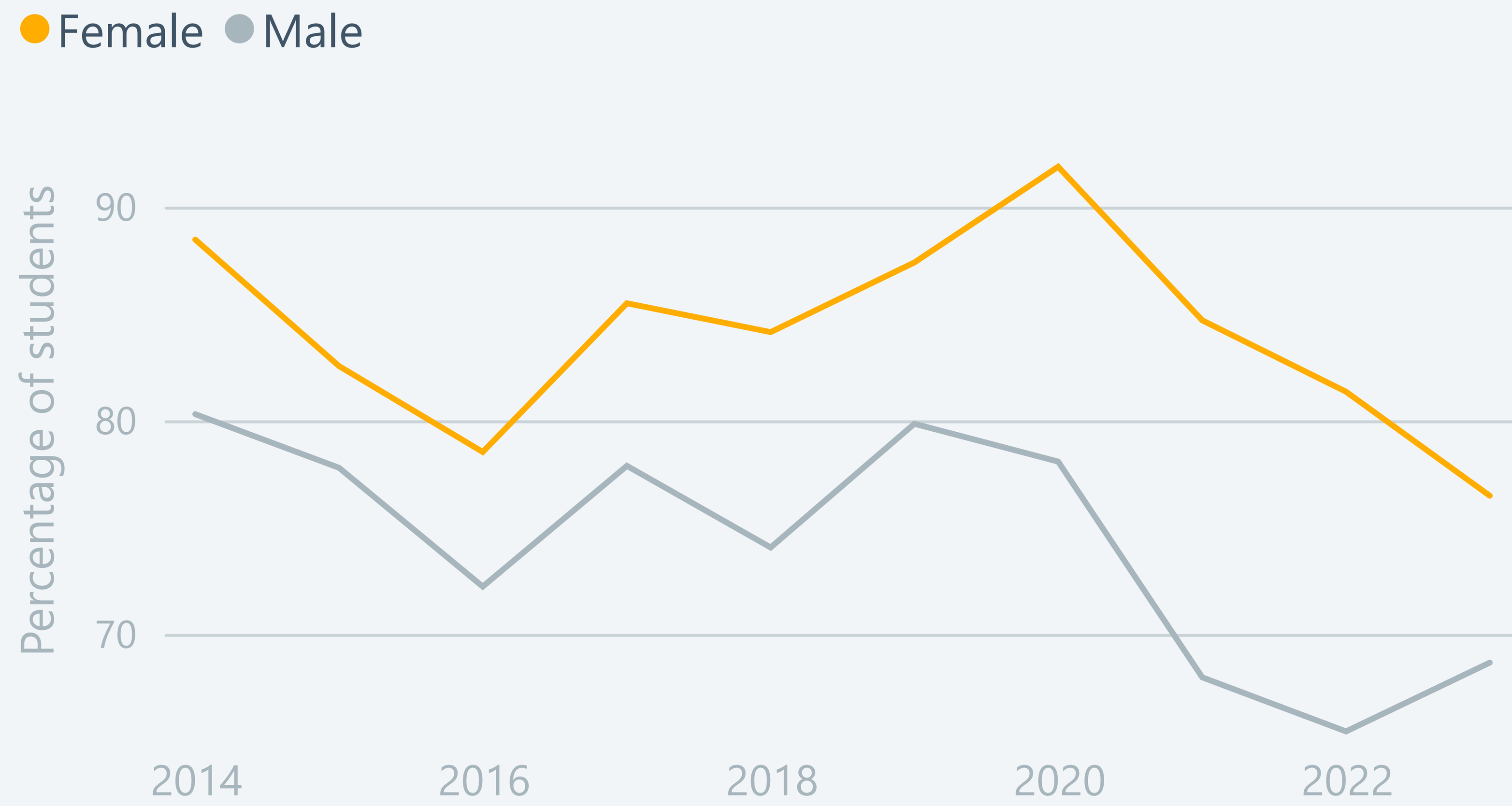
△ Trending Up ▽ Trending Down ● Improving ● Worsening ▬ No Change

Secondary school retention by ethnicity



In 2023, European students in Thames-Coromandel District had the greatest retention rate. This is 1.9 times larger than Pacific Peoples students, who have the lowest retention rate. European students have seen the greatest change in retention, with a decrease of 3.8%. Māori retention rates in Thames-Coromandel District are 97% 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 1.13 times larger than male students. In 2023, the retention rates of female students compared with male students was less than average. Compared to national figures, in 2023 the retention rates in Thames-Coromandel District were lower for both females and males.

Schools with greatest change in retention

In 2023, the school with the greatest change in retention rate since 2022 was Thames High School, with a 6.41% decrease. Note that the table includes only those schools with more than 50 students.

Community		**% Change**	**Retention rate**
Thames High School	▼	6.41	64
Mercury Bay Area School	▼	2.52	77

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

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

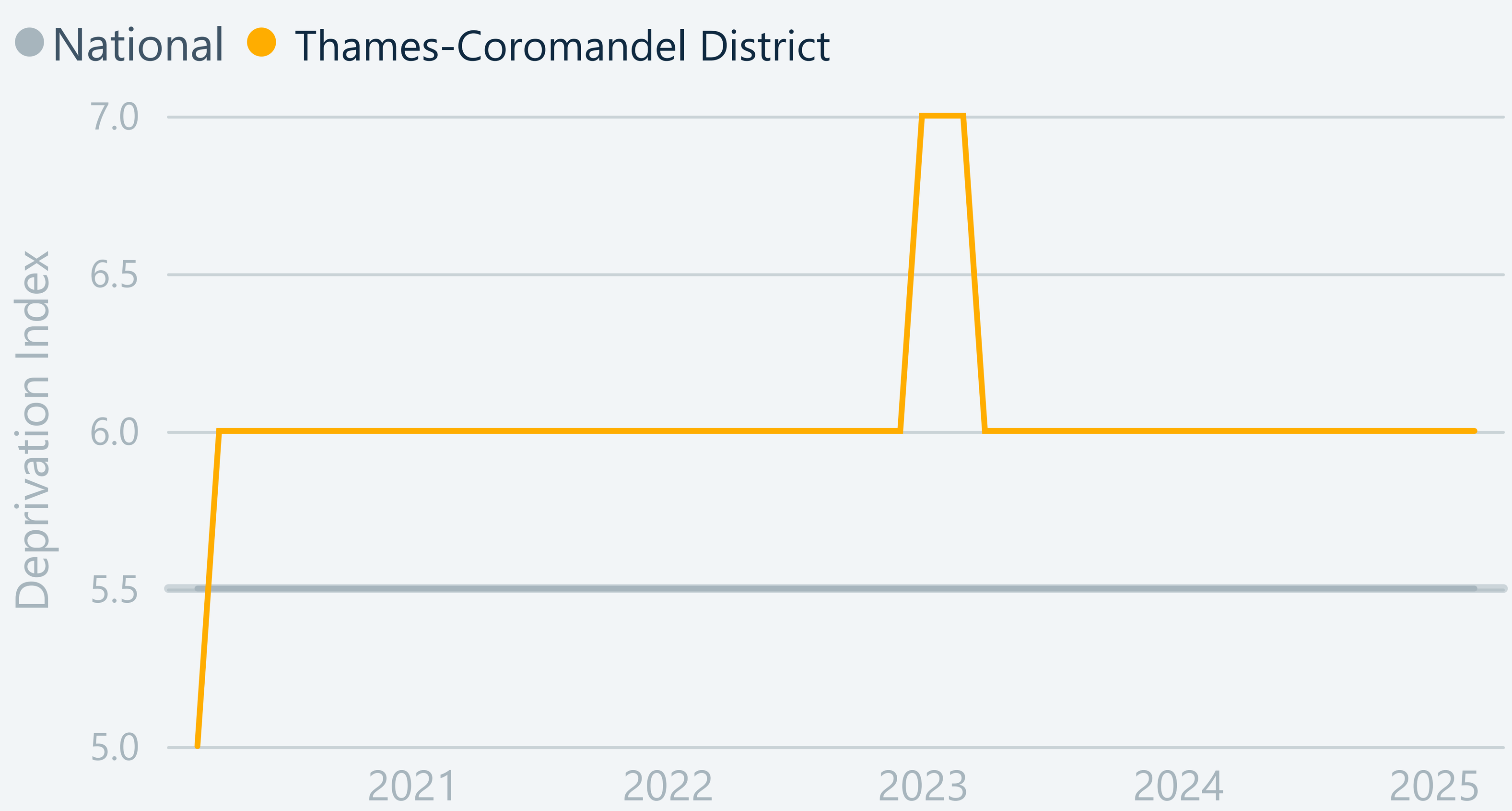
Deprivation

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

Key Pillar Changes

Deprivation Index	Mar 2025	**6.0**	▬ 0%	% change is from February 2025
Community with greatest decrease in deprivation score	Mar 2025	**Coromandel**	▼ 1.97%	% change is from March 2024
Community with greatest increase in deprivation score	Mar 2025	**Thames South**	▲ 0.75%	% change is from March 2024

Comparison to National Deprivation Index



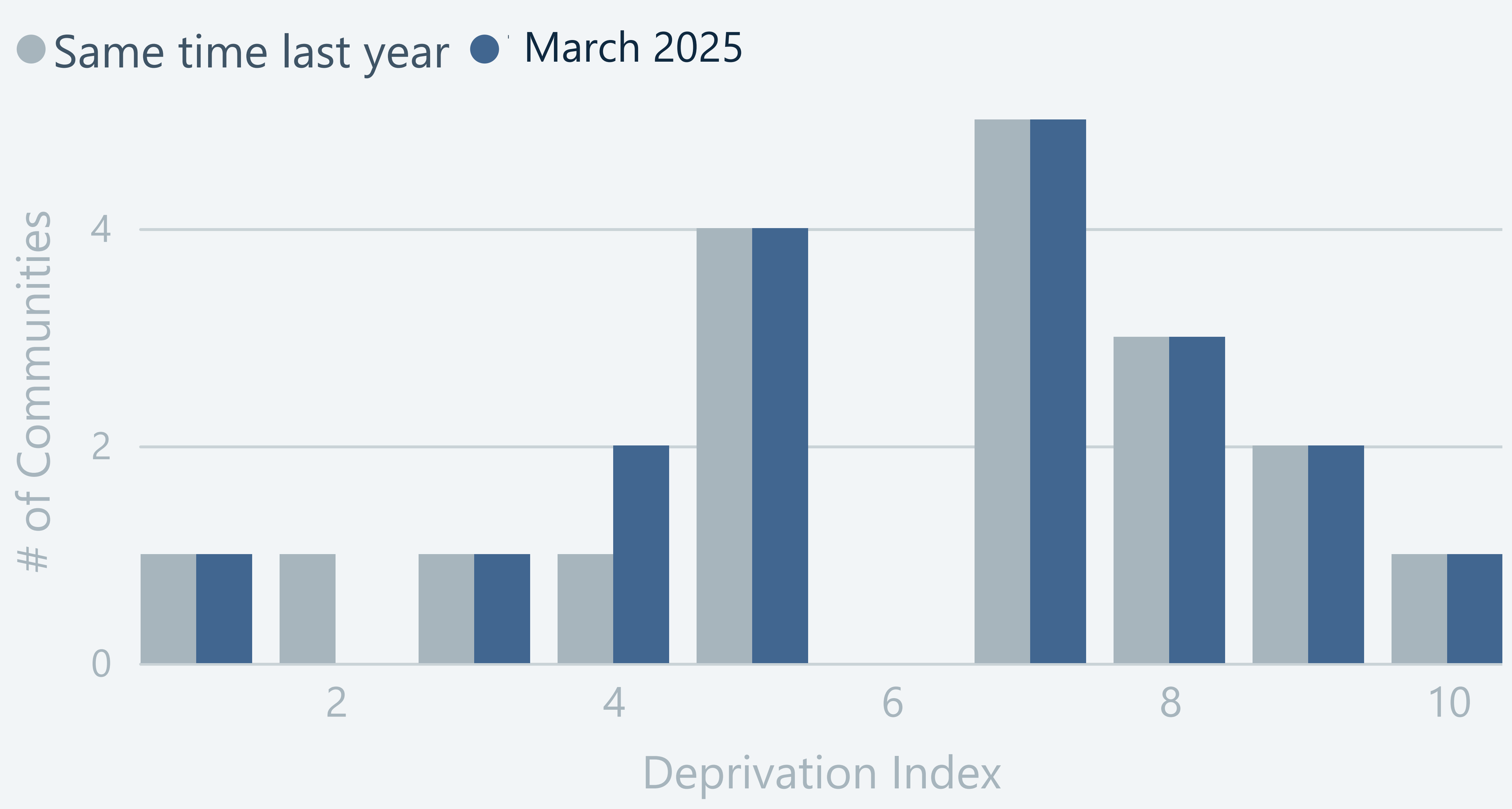
Compared to the same time last year, the deprivation index of Thames-Coromandel District has seen no change, and is 6 as of March 2025. The deprivation index is 9.1% above the national median index of 5.5.

Communities with the Greatest Change

Community		% Change	Depr. score
Coromandel	▼	1.97	1,096.48
Thames Coast	▼	0.99	1,059.71
Thames South	▲	0.75	1,073.45
Cooks Beach-Ferry Landing	▲	0.73	918.56
Mercury Bay North	▲	0.72	982.44

The community with the greatest change in deprivation score since the same time last year was Coromandel, with a 2% decrease.

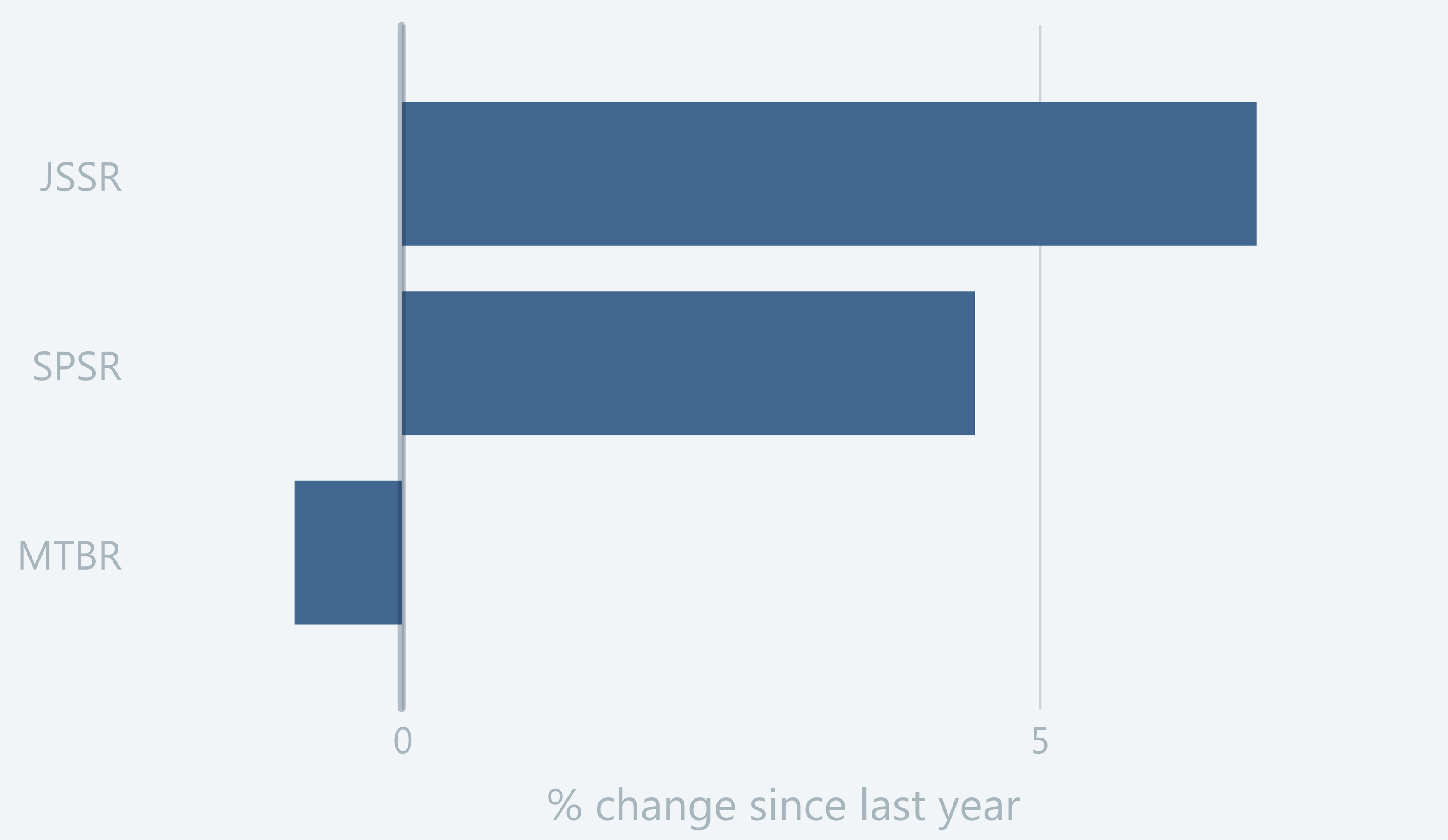
Distribution of Deprivation Index



In Thames-Coromandel District, 31.6% 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 6.71% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR)and Job Seeker Support rate (JSSR).

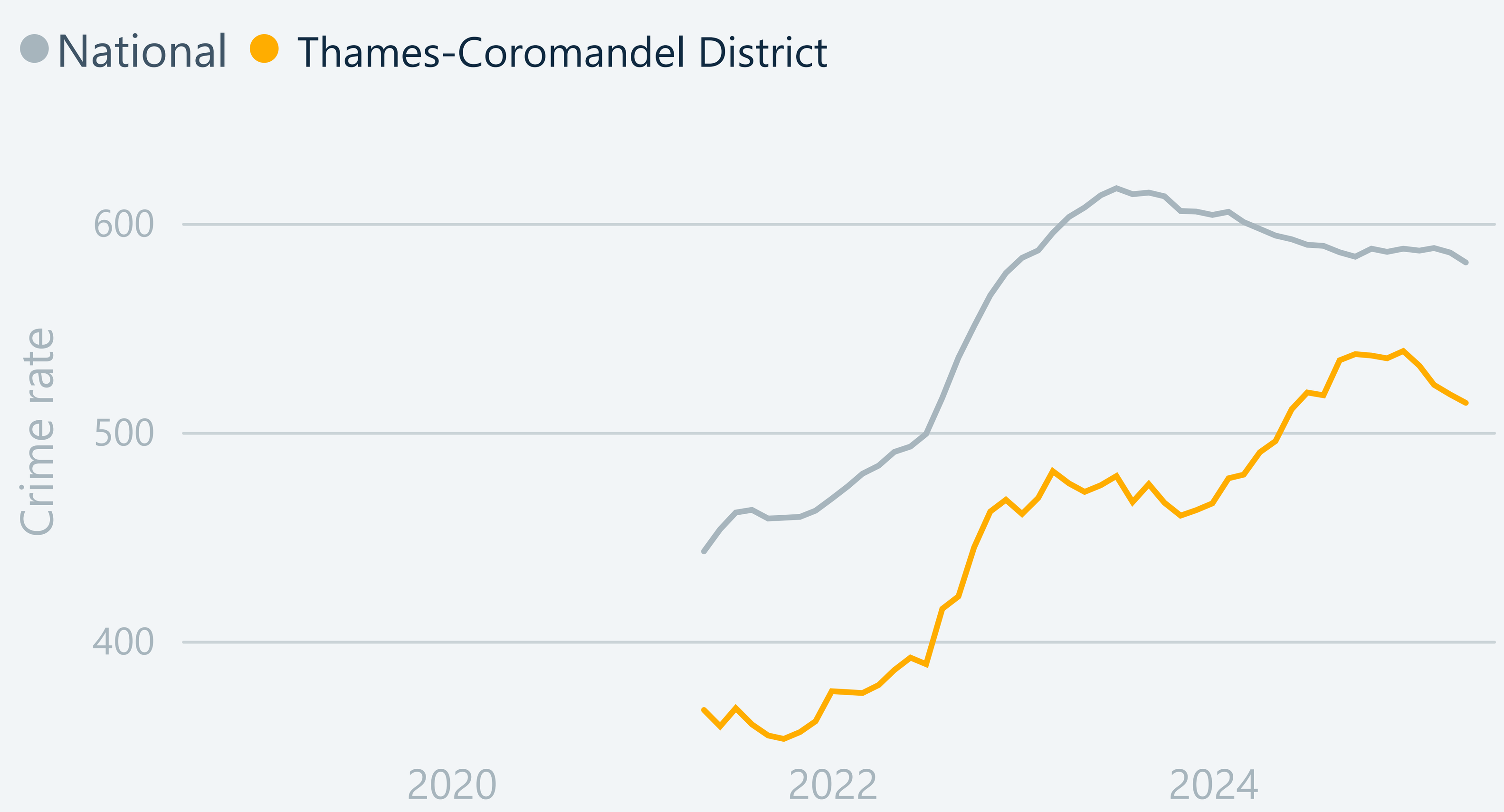
Crime

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

Key Pillar Changes

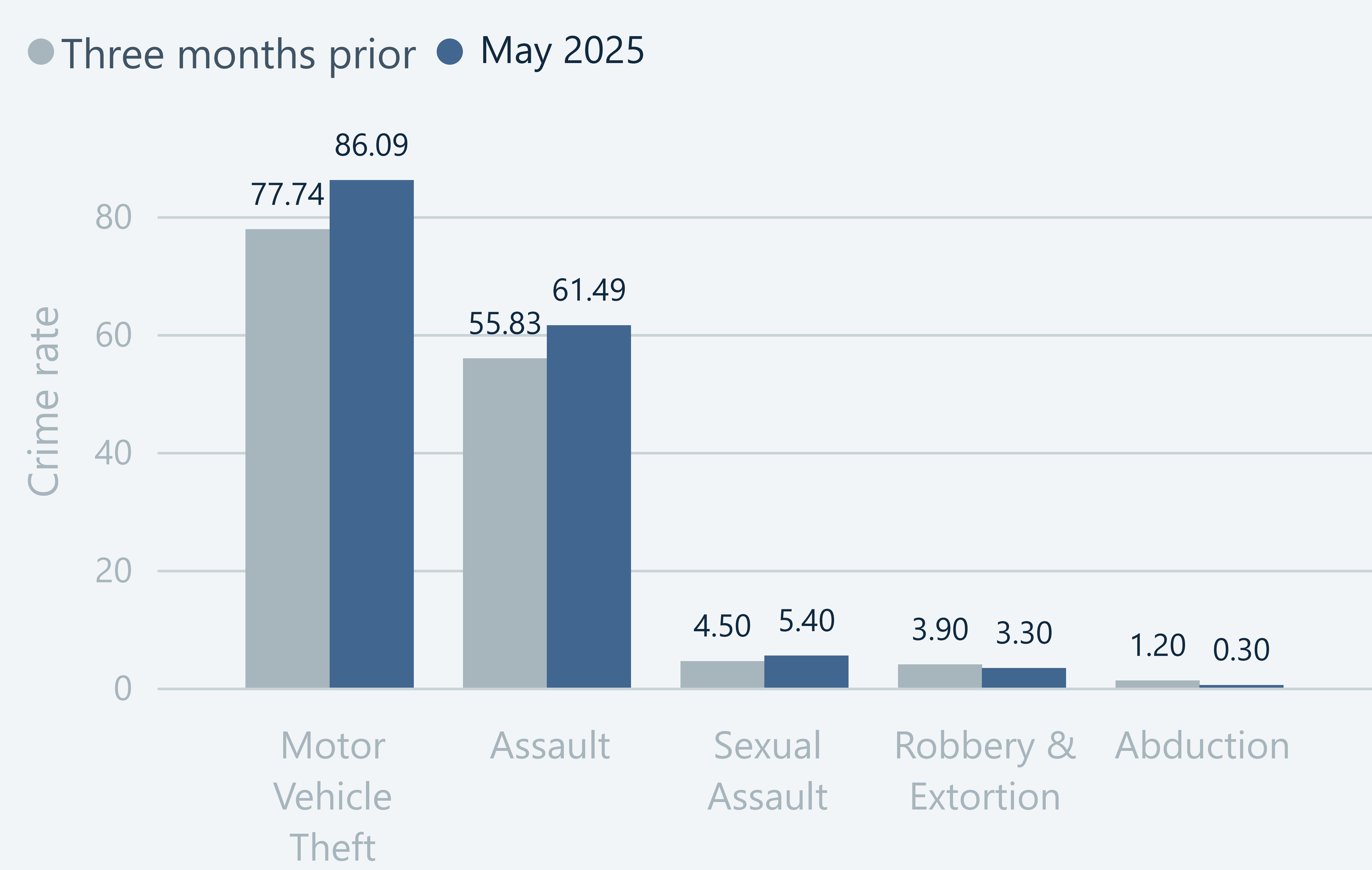
Crime rate	May 2025	**513.9**	▼ 3.34%	% change is from February 2025
Crime type with the greatest change in crime rate	May 2025	**Abduction**	▼ 75.02%	% change is from February 2025
Community with greatest change in crime rate	May 2025	**Hikuai**	▼ 33.6%	% change is from February 2025

Comparison to National Crime Rate



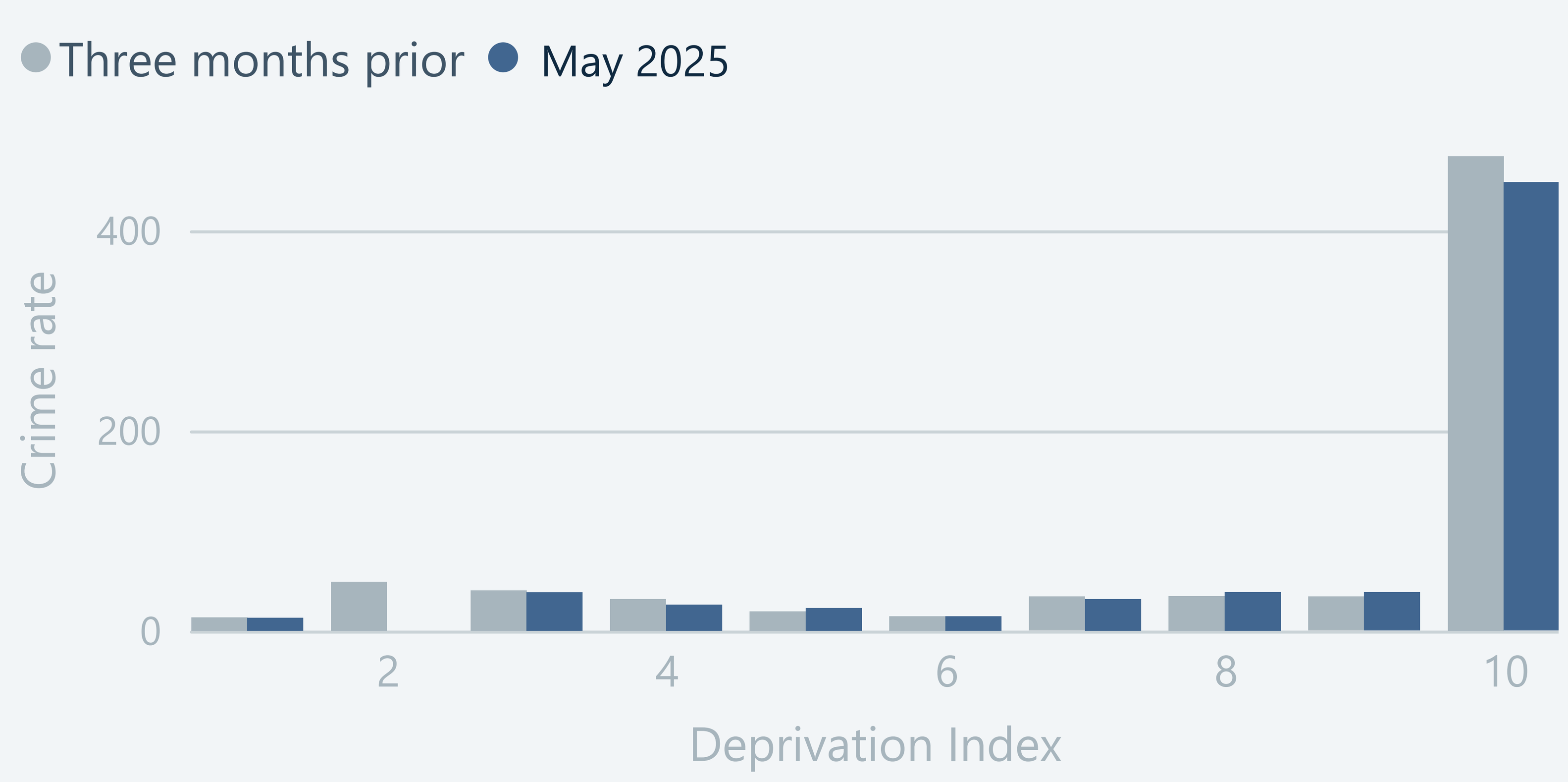
Compared with the same time last year the crime rate in Thames-Coromandel District has increased by 3.7%, and is 513.9 as at May 2025. The crime rate is 11.6% below the national rate of 581.1.

Crime Types with the Greatest Change



Within Thames-Coromandel District, the most prevalent type of crime in May 2025 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 19.9%.

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 35 times higher than those with a deprivation index of 1, the group with the lowest crime rate. Communities with a deprivation index of 5 have seen the greatest change in their crime rate over the last 3 months, with an increase of 16.4%.

ⓘ 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
Hikuai	▼	33.60	138.2
Whitianga North	▼	32.46	231.5
Cooks Beach-Ferry Landing	▼	28.64	285.4
Matatoki-Puriri	▼	14.46	252.2
Thames South	▲	13.64	462.4

Hikuai saw the greatest change in crime rate over the last 3 months in Thames-Coromandel District, with a decrease of -33.6%.

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