

# Quarterly Report

Wairoa District

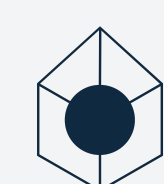
# Summary

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

 New Business Registrations this month


 **2.0**

As of December 2023, Wairoa District saw 2.0 new business registrations, a decrease of 75% compared with September 2023.

 Years to save for a house deposit

 **7.0**

As of December 2023, it would take 7.0 years to save for a 20% home deposit in Wairoa District, an increase of 2.28% compared with September 2023.

 Gambling spend per capita

 **\$98**

As of September 2023, an average of \$98.0 was spent by individuals over 18 years in Wairoa District through electronic gaming machines, a decrease of 6.45% compared with June 2023.

 Crime rate

 **16.1**

In December 2023, Wairoa District had a crime rate of 16.1 incidents per 10,000 people, an increase of 6.26% compared with September 2023.

 Deprivation Index

 **10.0**

As of December 2023, the deprivation within Wairoa District is 10.0 and this is unchanged since November 2023.

 Job seeker support rate

 **12.8%**

In December 2023, 12.8% of the working population (15-64 years) in Wairoa District claimed Job Seeker Support, an increase of 5.18% compared with December 2022.

 Trending Up  Trending Down  Improving  Worsening  No Change



### Key Pillar Changes

**New Business Registrations this month** Dec 2023 **2.0** ▼ 75% % change is from September 2023

**Business Deregistrations this month** Dec 2023 **4.0** ▲ 33.33% % change is from September 2023

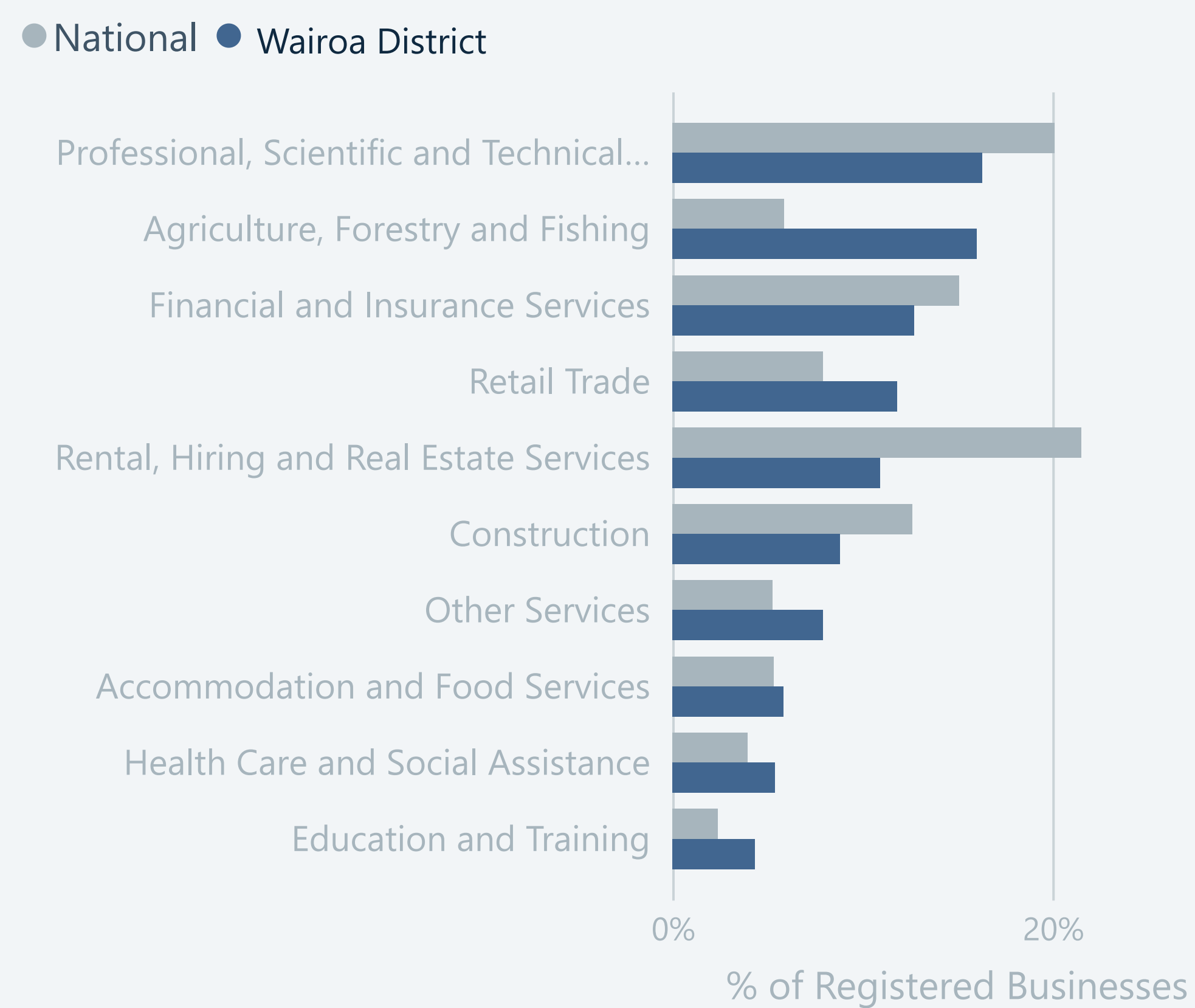
**Total tourism spend this quarter** Jul 2023 **\$3.3M** ▲ 13.37% % change is from April 2023

### Total number of businesses registered to date



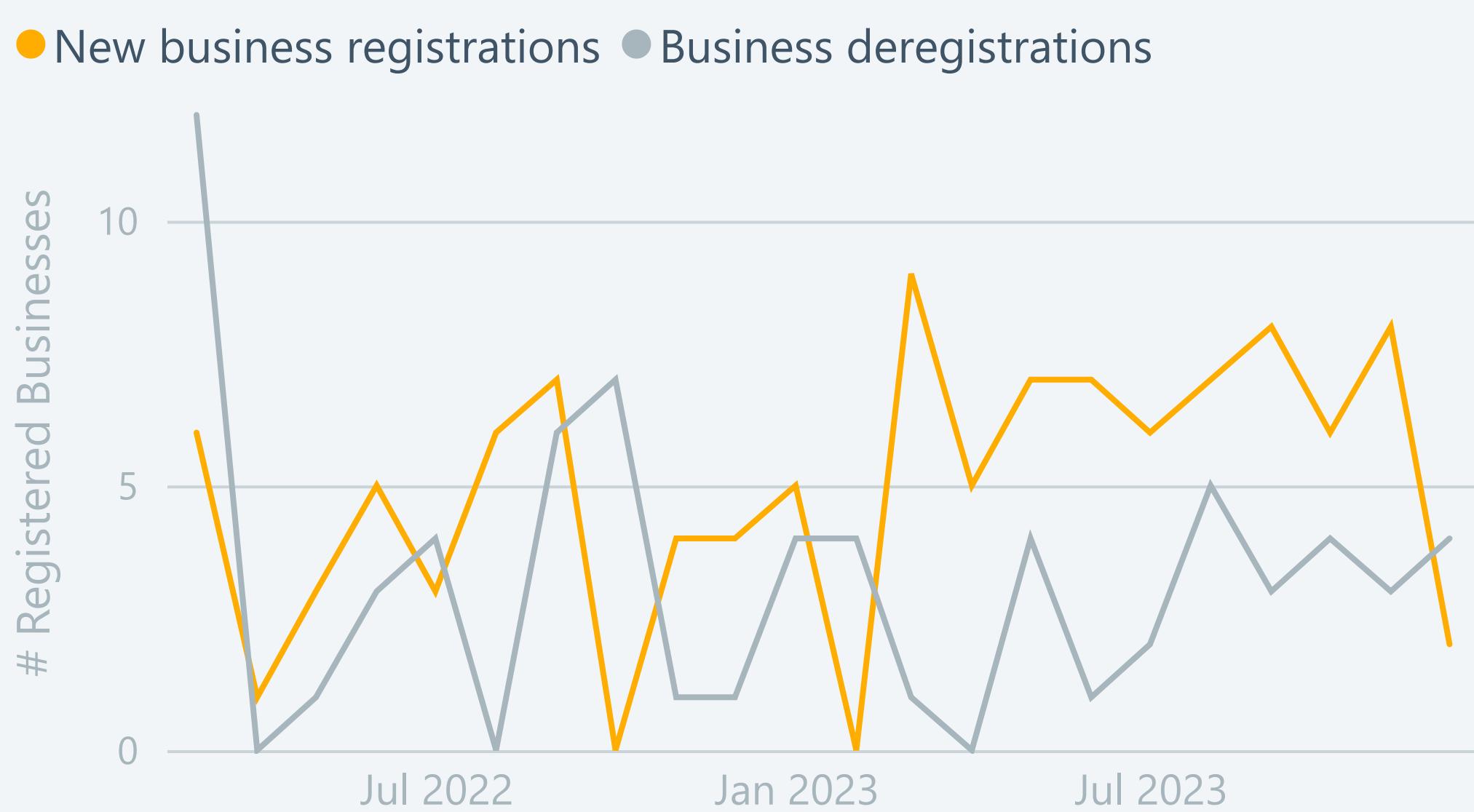
As of December 2023 there were 774 registered businesses in Wairoa District. Over the last 12 months the number of registered businesses has increased by 35. Nationally, the number of registered businesses has increased by 1.65%.

### Distribution of registered businesses by industry



Professional, Scientific and Technical Services is the largest industry operating in Wairoa District and makes up 14.1% of all currently registered businesses.

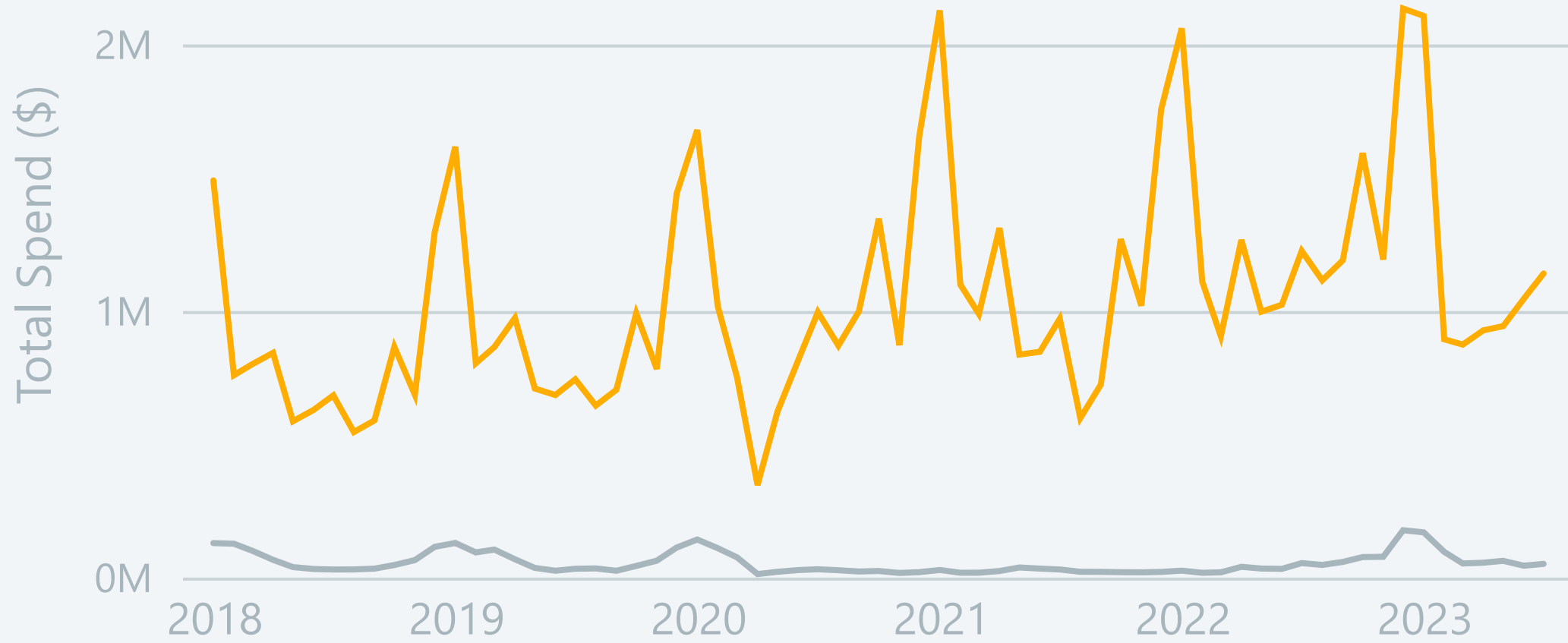
### Business openings and closings in the last year



Comparing December 2023 with December 2022 Wairoa District has seen a decrease in the number of new business registrations of 50% and an increase in the number of business deregistrations of 300%.

### Tourism spend this quarter

● Domestic tourism ● International tourism



In July 2023, \$1.2M was spent in Wairoa District from domestic and international visitors to the district. Domestic tourism made up 95.7% of total tourism spend, and has decreased by 6.89% since the same time last year, whereas international tourism has decreased by 5.49% in the same time period.

### Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Gisborne	▼ \$4K	\$1.1M
Auckland	▼ \$10K	\$178K
Wellington	▼ \$10K	\$195K
Waikato	▲ \$79K	\$366K
Hawke's Bay	▼ \$105K	\$751K

This quarter, the largest spend from domestic tourists visiting Wairoa District came from the Gisborne region, with tourists spending \$1.1M. This represents a decrease of \$4K since the same quarter last year.

### Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Marlborough	▼ \$5K	\$4K
Southland	▲ \$26K	\$35K
West Coast	▼ \$5K	\$2K

This quarter, Wairoa District saw the greatest % change in domestic tourism spend from those visiting from the Southland region since the same quarter last year, with a \$26K increase 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	▲ \$23K	\$97K
Rest of Asia	▲ \$3K	\$5K
Rest of Europe	▲ \$6K	\$10K
United Kingdom	▲ \$13K	\$17K
United States of America	▼ \$14K	\$17K

This quarter, the largest spend from international tourists visiting Wairoa District came from Australia, with tourists spending \$97K. This represents an increase of \$23K since the same quarter last year.

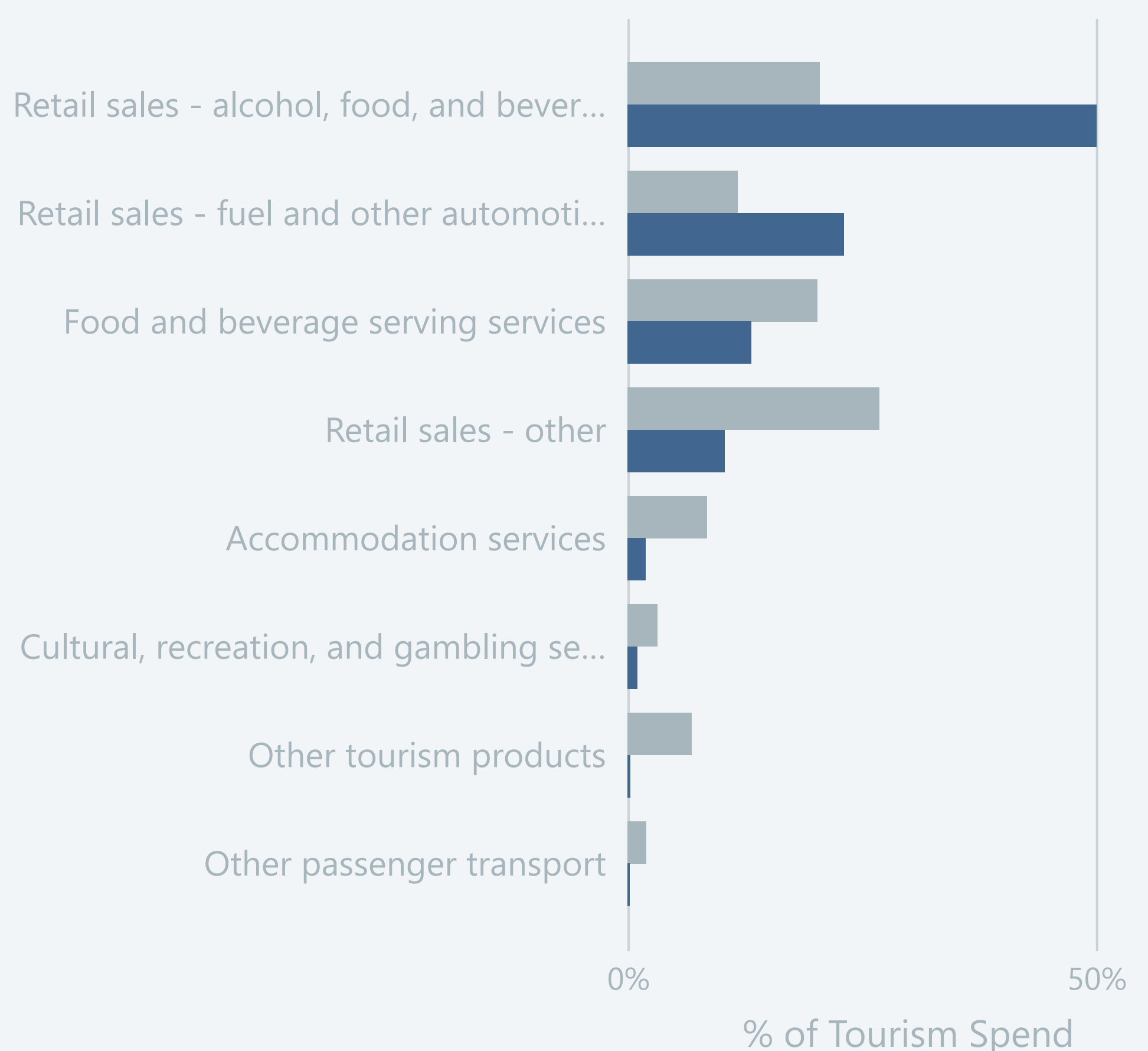
### Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
Korea	▲ \$46	\$46
China	▲ \$235	\$235
Japan	▲ \$195	\$195

This quarter, Wairoa District saw the greatest % change in international tourism spend from those visiting from China since the same quarter last year, with a \$235 increase in spend.

### Tourism spend by industry

● National ● Wairoa District



In Wairoa District tourists spent the most on Retail sales - alcohol, food, and beverages this quarter, which was 50.1% of all tourism spend. This is 144.4% larger than the national proportion.



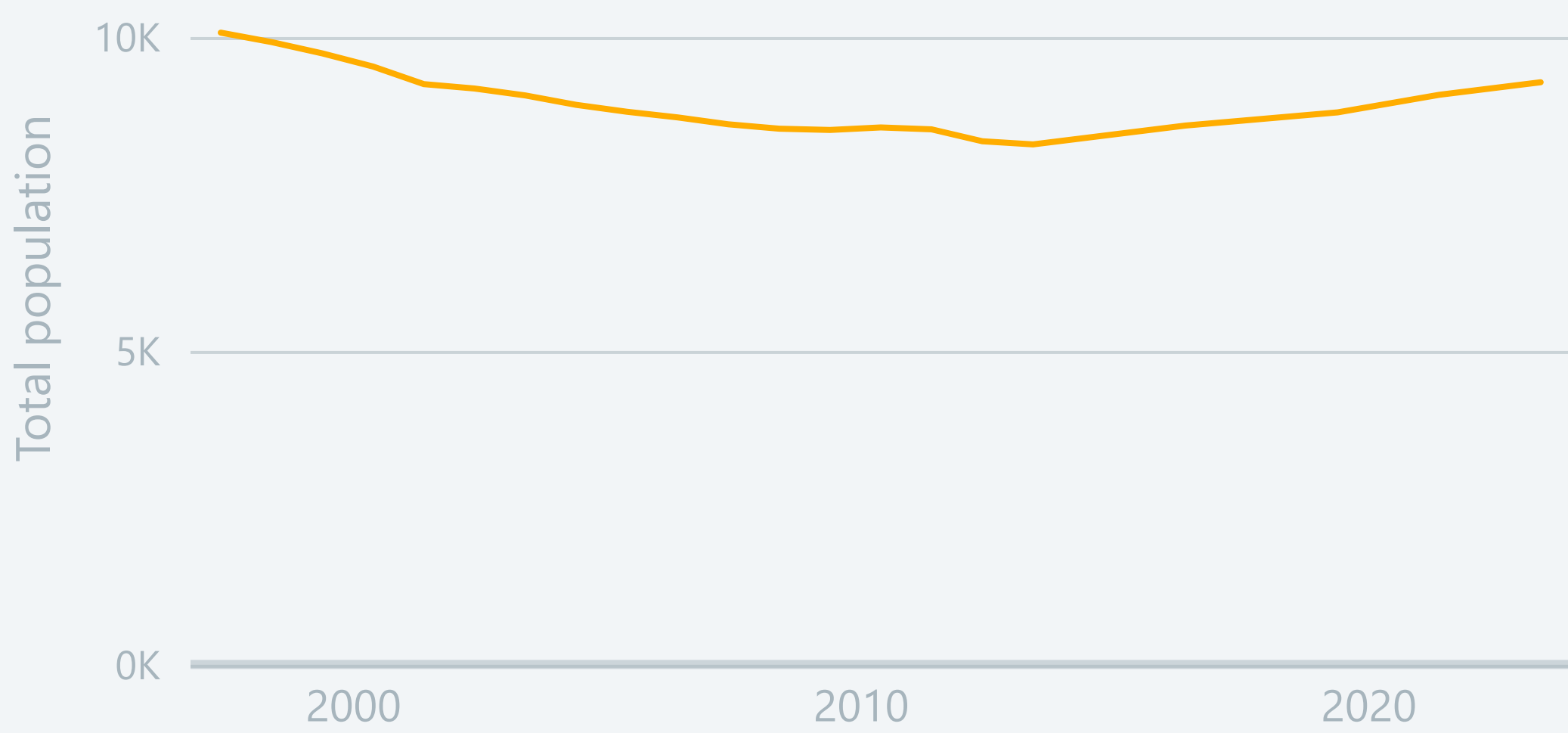


# Demographics

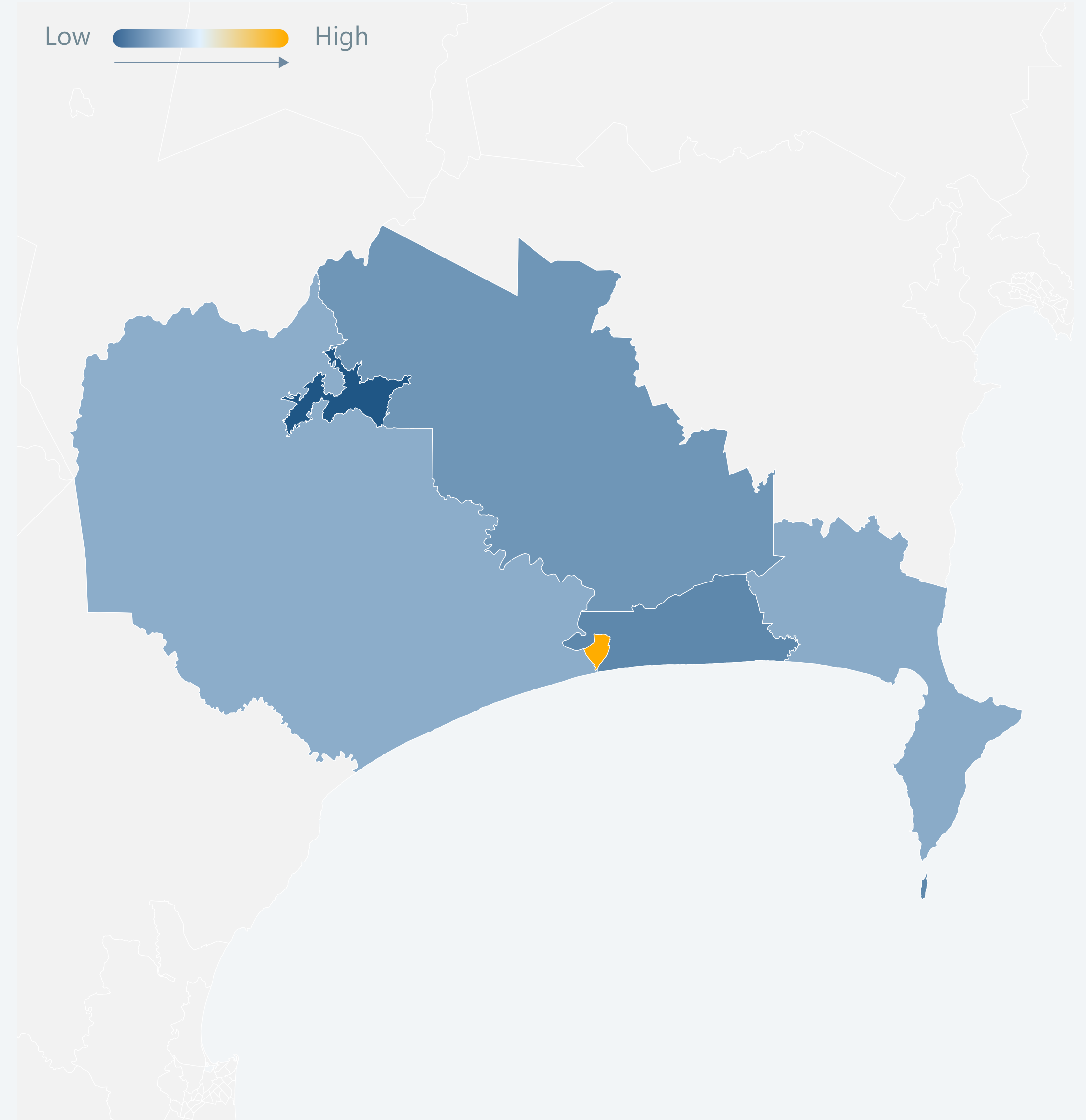
## Estimated population

# 9280

Is the estimated total population in Wairoa District in 2023. The population in the area has increased by 1.09% or 100 people since 2022.



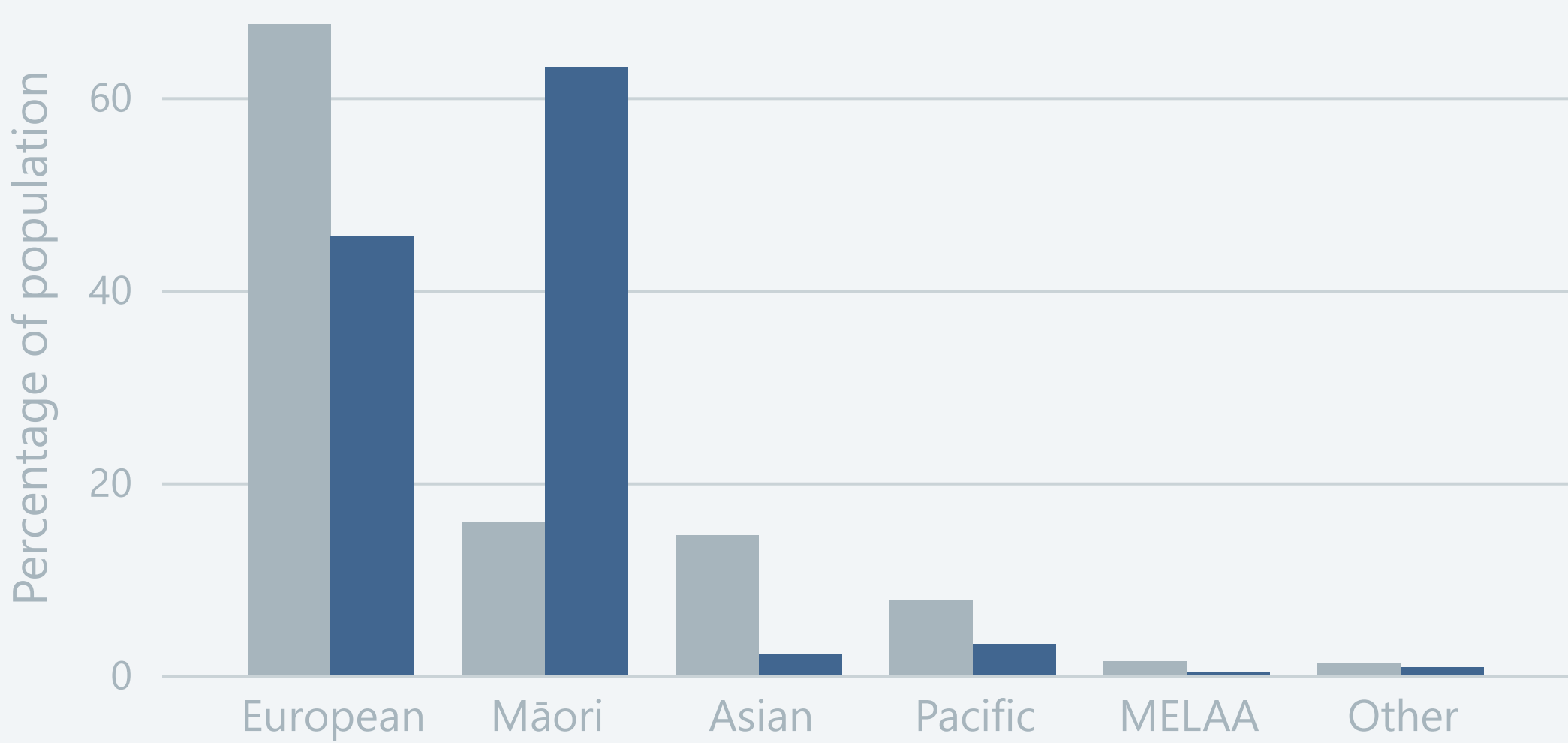
## Population distribution



In June 2023, Mahia saw the greatest change in population, with an increase of 2.4% since June 2022.

## Ethnic distribution

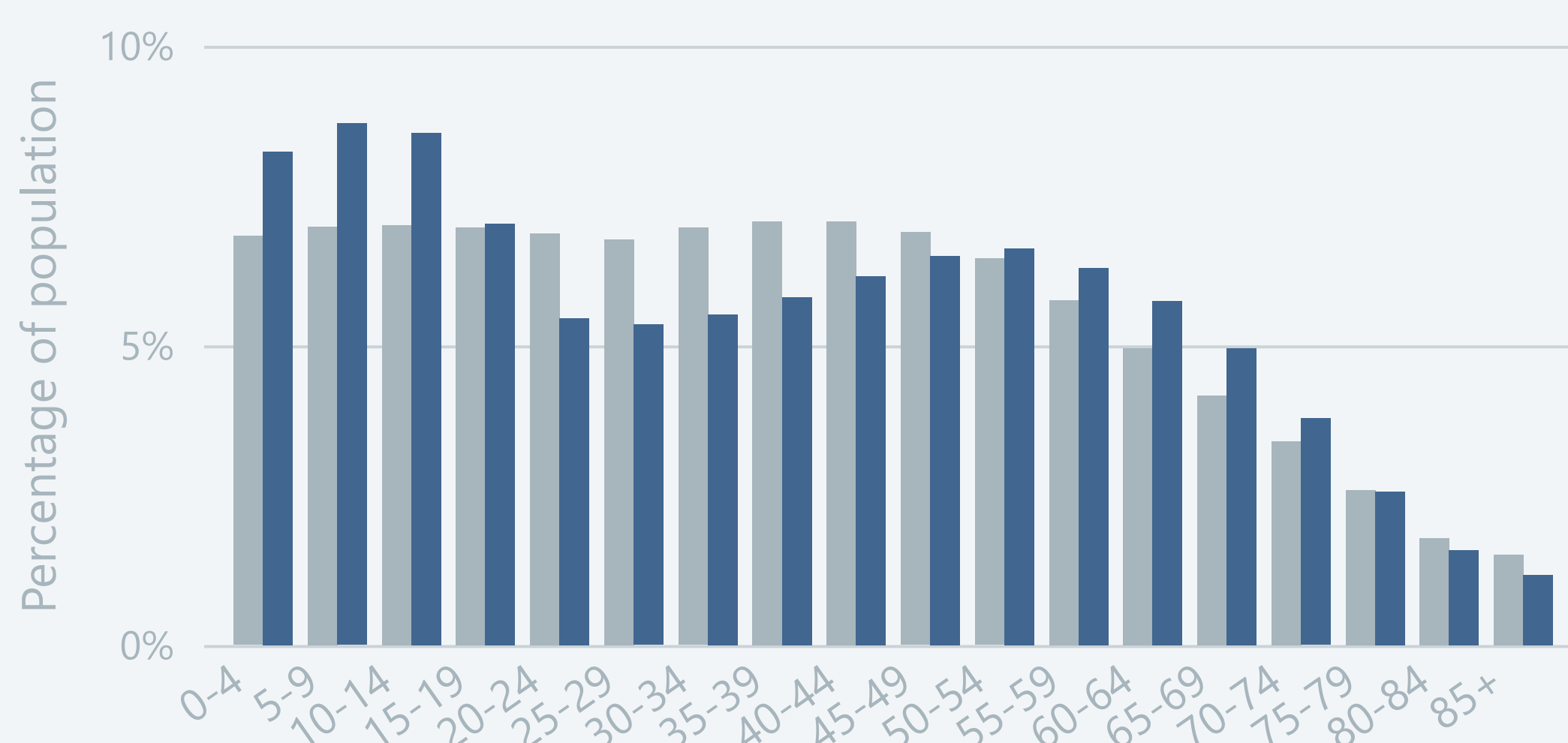
● National ● Wairoa District



As of March 2018 the largest ethnic group in Wairoa District is Māori (63.1%), 297% larger than the national percentage. The ethnicity that has had the greatest change since March 2013 is Pacific, increasing by 69.31%.

## Age distribution

● National ● Wairoa District

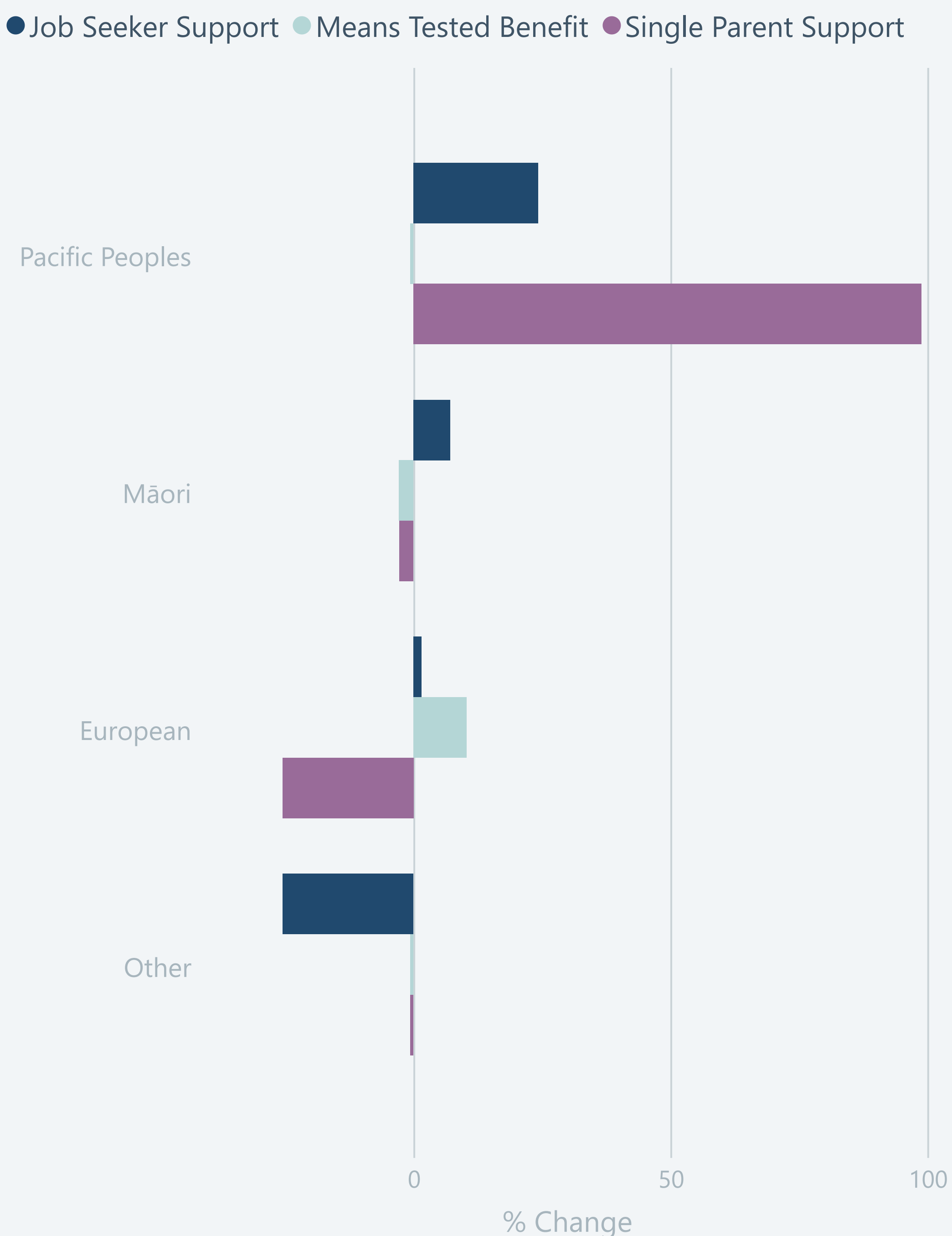


As of June 2023 the largest age band in Wairoa District is 10-14 (8%), 22.4% larger than the national distribution. The age band that has had the greatest change since June 2022 is 35-39, increasing by 15.04%.

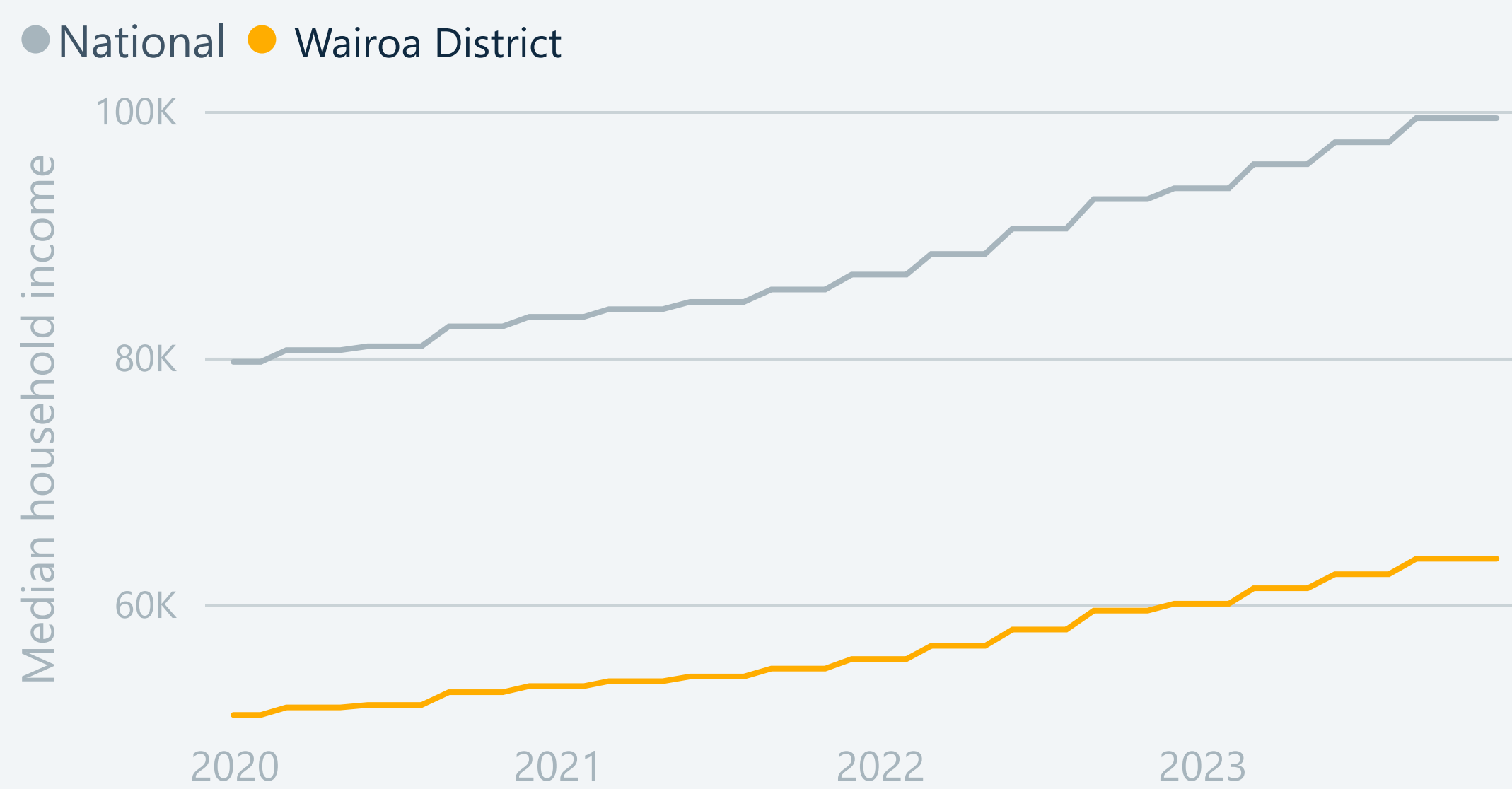
## Key Pillar Changes

Job seeker support rate	Dec 2023	<b>12.8%</b>	<span style="color: red;">▲</span> 5.18%	% change is from December 2022
Means tested benefit rate	Dec 2023	<b>6.7%</b>	<span style="color: red;">▲</span> 0.29%	% change is from December 2022
Sole parent support rate	Dec 2023	<b>5.8%</b>	<span style="color: green;">▼</span> 3.51%	% change is from December 2022

## Change in benefit rates by Ethnicity



## Median Household Income over time



As of December 2023, the median household income (adjusted for inflation) in Wairoa District was \$63,700. This is 35.9% less than the national median.

Within Wairoa District, the benefit rate by ethnicity with the greatest increase in the last 12 months was Single Parent Support for Pacific Peoples, up 98.83% to a value of 3.53 claimants per 100 working adults (15-64yrs). Comparatively, Single Parent Support for European saw the greatest decrease over the last 12 months, down 25.46% to 1.48 claimants per 100 working adults.

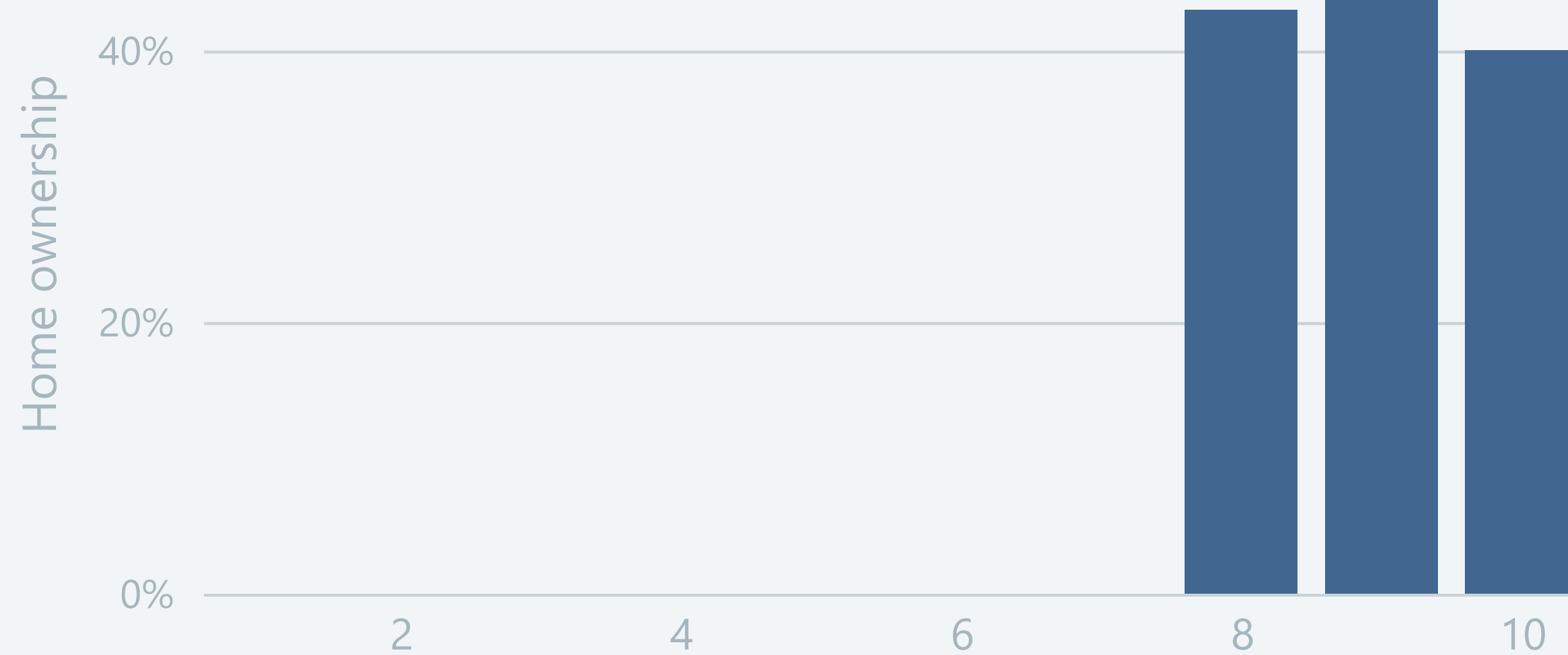
## Key Pillar Changes

Years to save for a house deposit Dec 2023 **7.0** ▲ 2.28% % change is from September 2023

Rental affordability (% of income spent on rent) Dec 2023 **26.9%** ▲ 3.01% % change is from September 2023

Purchasing affordability (% of income spent on mortgage repayments) Dec 2023 **6.1%** ▲ 1.19% % change is from September 2023

## Home Ownership by Deprivation Index



In Wairoa District, communities with a deprivation index of 9 have the highest rates of home ownership. The home ownership rate in these communities is 1.1 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 March 2018.

## 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, Mahia was the most unaffordable in December 2023, with 37.2% of annual household income spent on rent.

Community	% Change	Rental Affordability
Mahia	— 0.00	37.20
Maungataniwha-Raupunga	— 0.00	14.20
Wairoa	— 0.00	32.60
Whakaki	— 0.00	9.20

## Greatest Change in Purchasing Affordability

Wairoa saw the greatest change in the percentage of income spent on mortgage repayments, with a 1.6% decrease over the last 3 months. Of these communities, Mahia was the most unaffordable in December 2023, with 10.8% of annual household income spent on mortgage repayments.

Community	% Change	Purchasing Affordability
Frasertown-Ruakituri	— 0.00	5.80
Mahia	— 0.00	10.80
Wairoa	▽ 1.64	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.



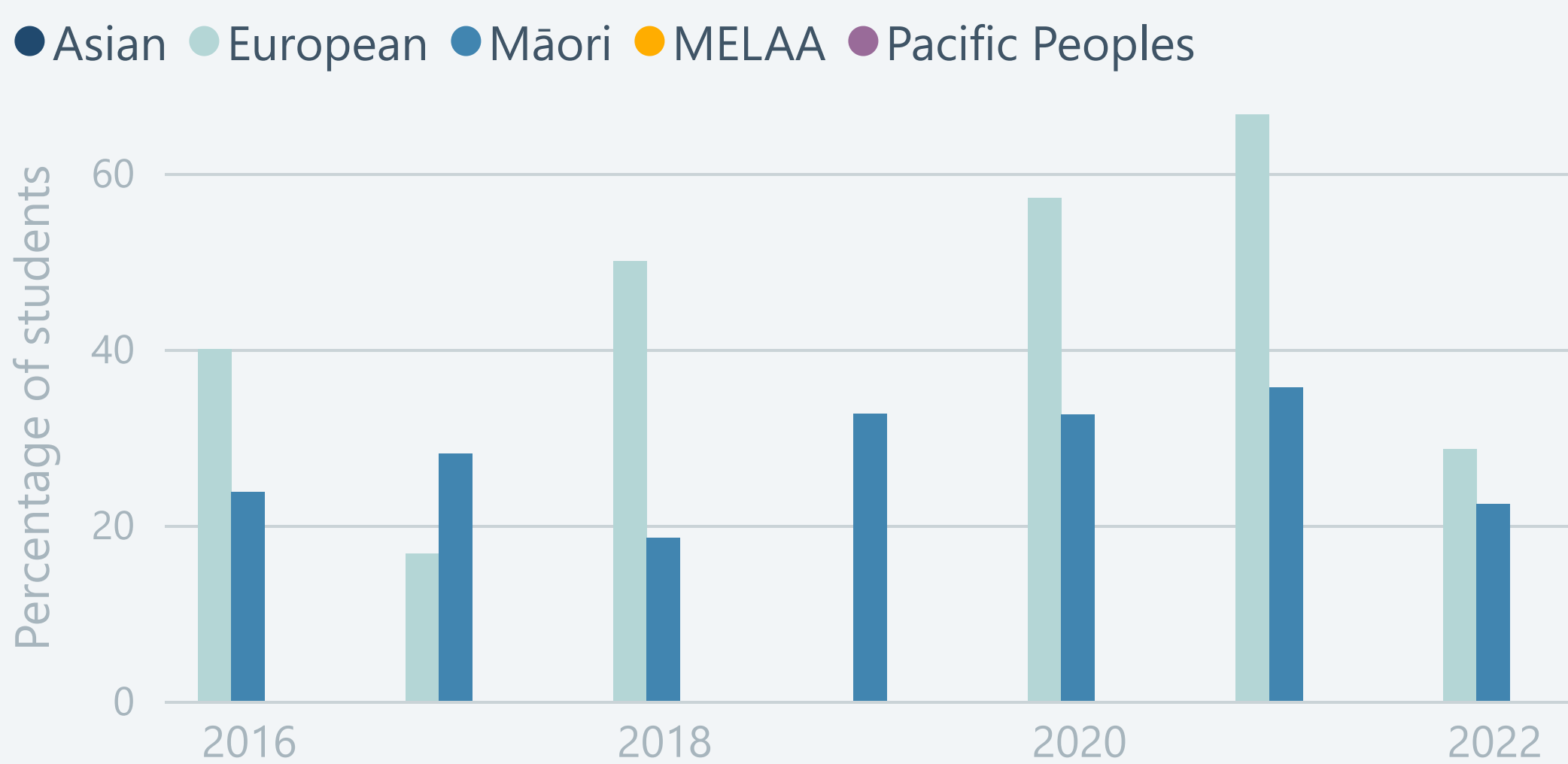
## Key Pillar Changes

Secondary school retention Jan 2022 **56.0%** ▼ 8.22% % change is from January 2021

Secondary school with highest proportion of students leaving with NCEA level 3 Jan 2022 **Wairoa College**

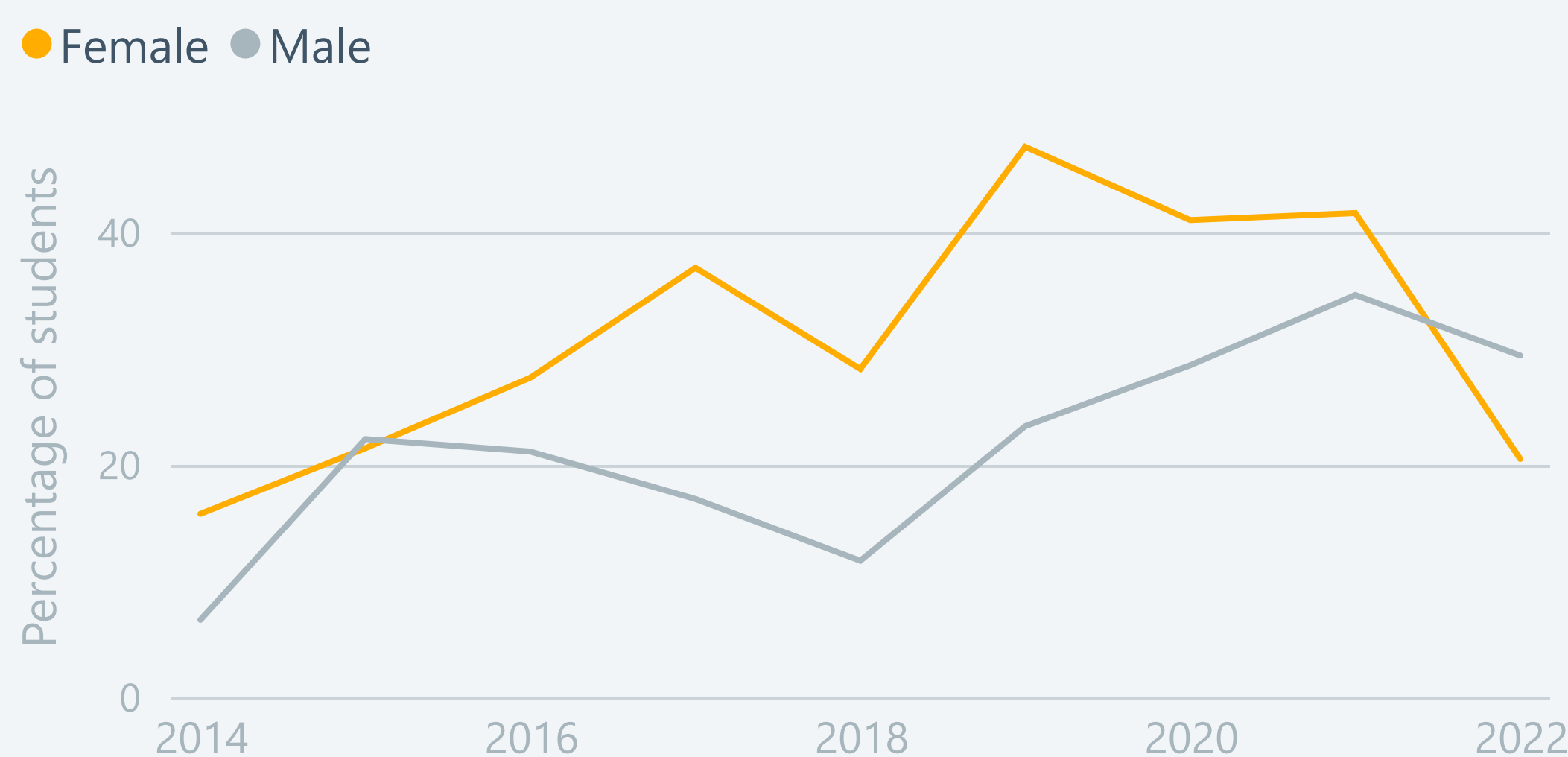
Ethnicity with greatest change in secondary school retention Jan 2022 **European** ▼ 17.35% % change is from January 2021

### School leavers with NCEA3 level by ethnicity



In 2022, European students in Wairoa District had the greatest proportion of students leaving with NCEA3. This is 1.28 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 16.7%. Māori NCEA Level 3 pass rates in Wairoa District are 63% 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 Wairoa District for female students has been 1.44 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for male students compared with female students was less than average. Compared to national figures, in 2022 the pass rate in Wairoa District were lower for both females and males.

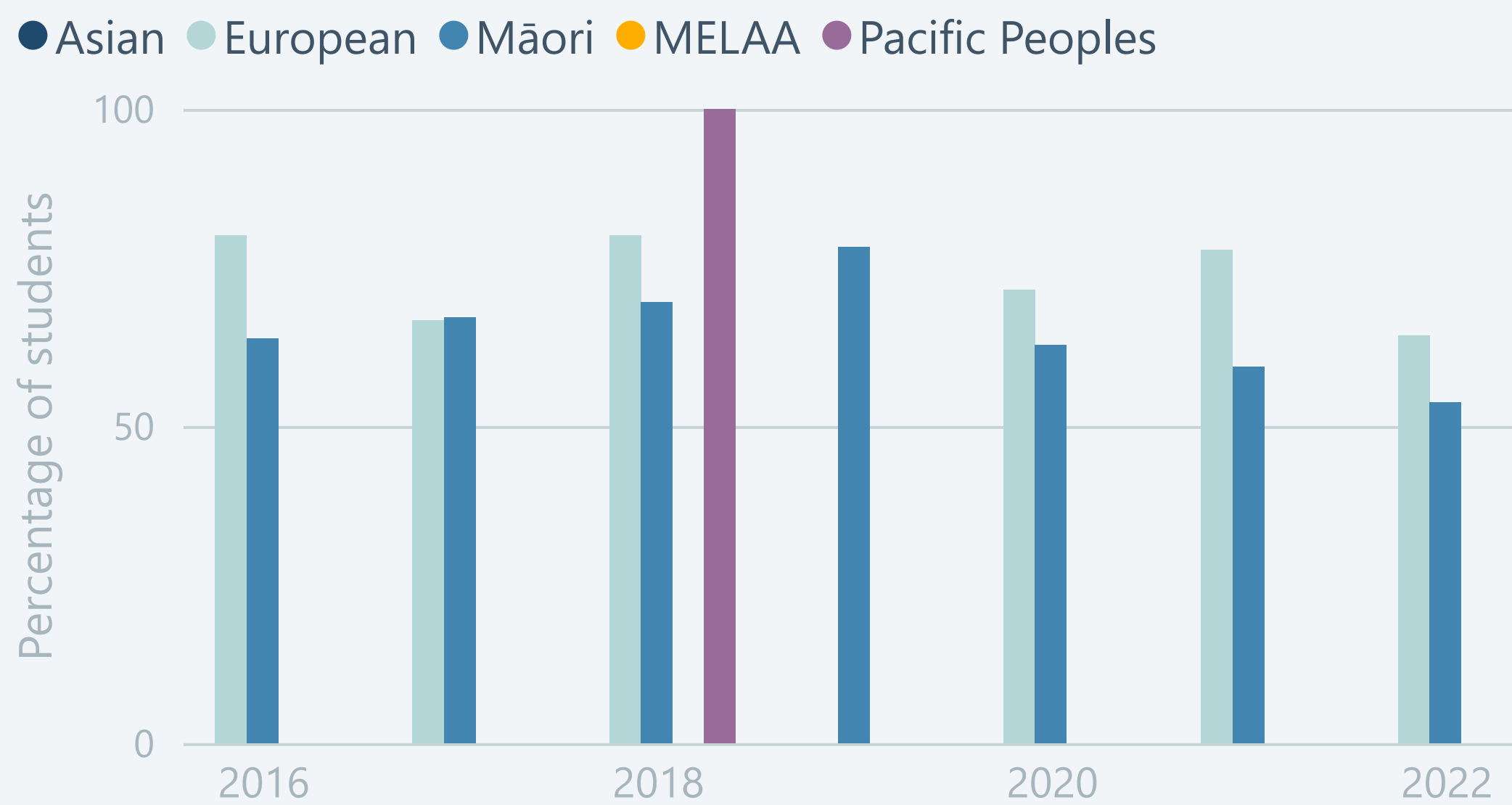
### Schools with greatest change in NCEA3 pass rate

In 2022, the school with the greatest change in the percentage of students leaving with NCEA Level 3 (pass rate) since 2021 was Wairoa College, with a 14.05% decrease. Note that the table includes only those schools with more than 50 students.

School	% Change	Pass Rate
Wairoa College	▼ 14.05	24.66

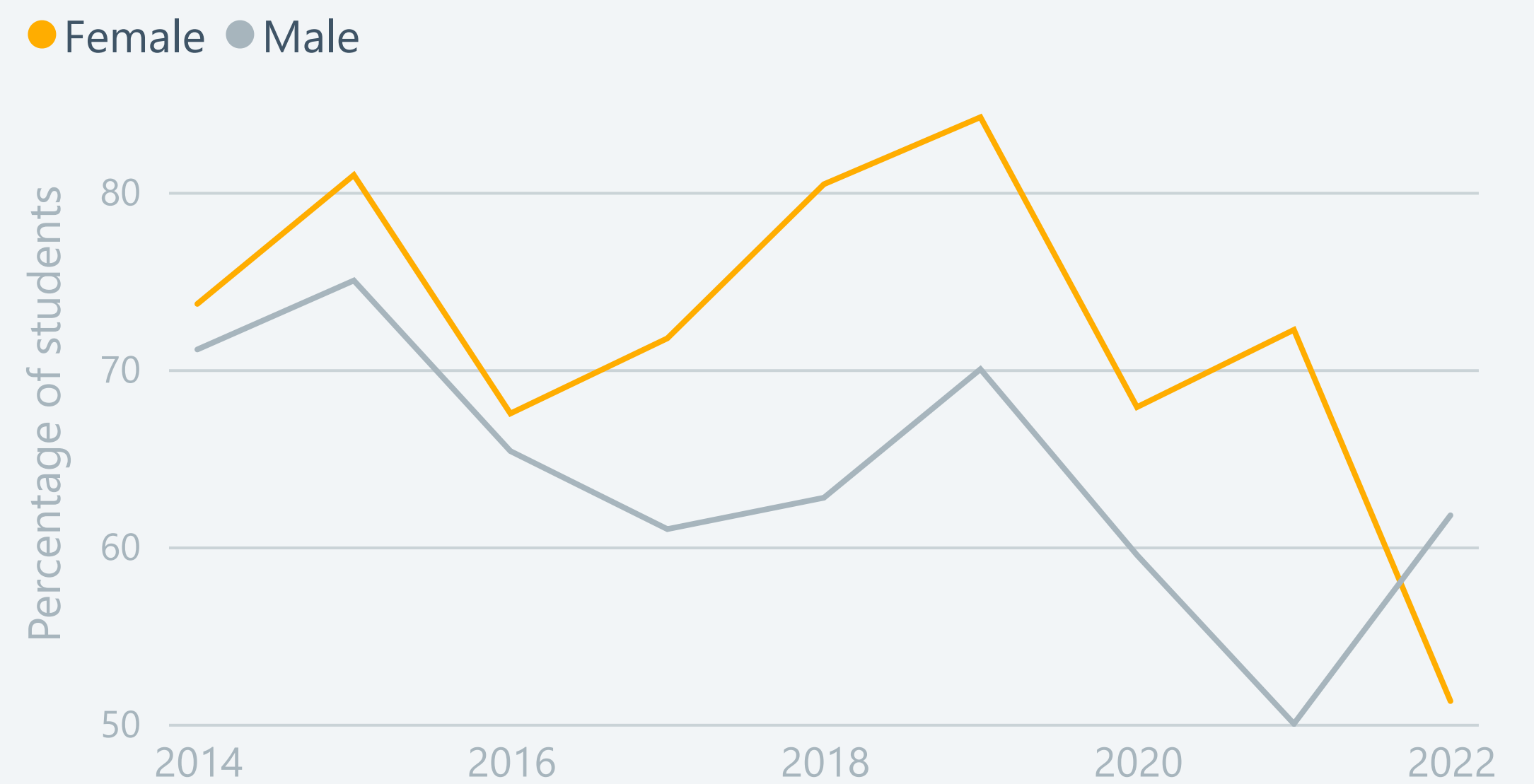


## Secondary school retention by ethnicity



In 2022, European students in Wairoa District had the greatest retention rate. This is 1.2 times larger than Māori students, who have the lowest retention rate. European students have seen the greatest change in retention, with an increase of 8.9%. Māori retention rates in Wairoa District are 83% of National Māori rates.

## Secondary school retention by gender



On average, since 2014, the retention rate in Wairoa District of female students has been 1.13 times larger than male students. In 2022, the retention rates of male students compared with female students was less than average. Compared to national figures, in 2022 the retention rates in Wairoa 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 Wairoa College, with a 6.74% decrease. Note that the table includes only those schools with more than 50 students.

Community	% Change	Retention rate
Wairoa College	▼ 6.74	56

! 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

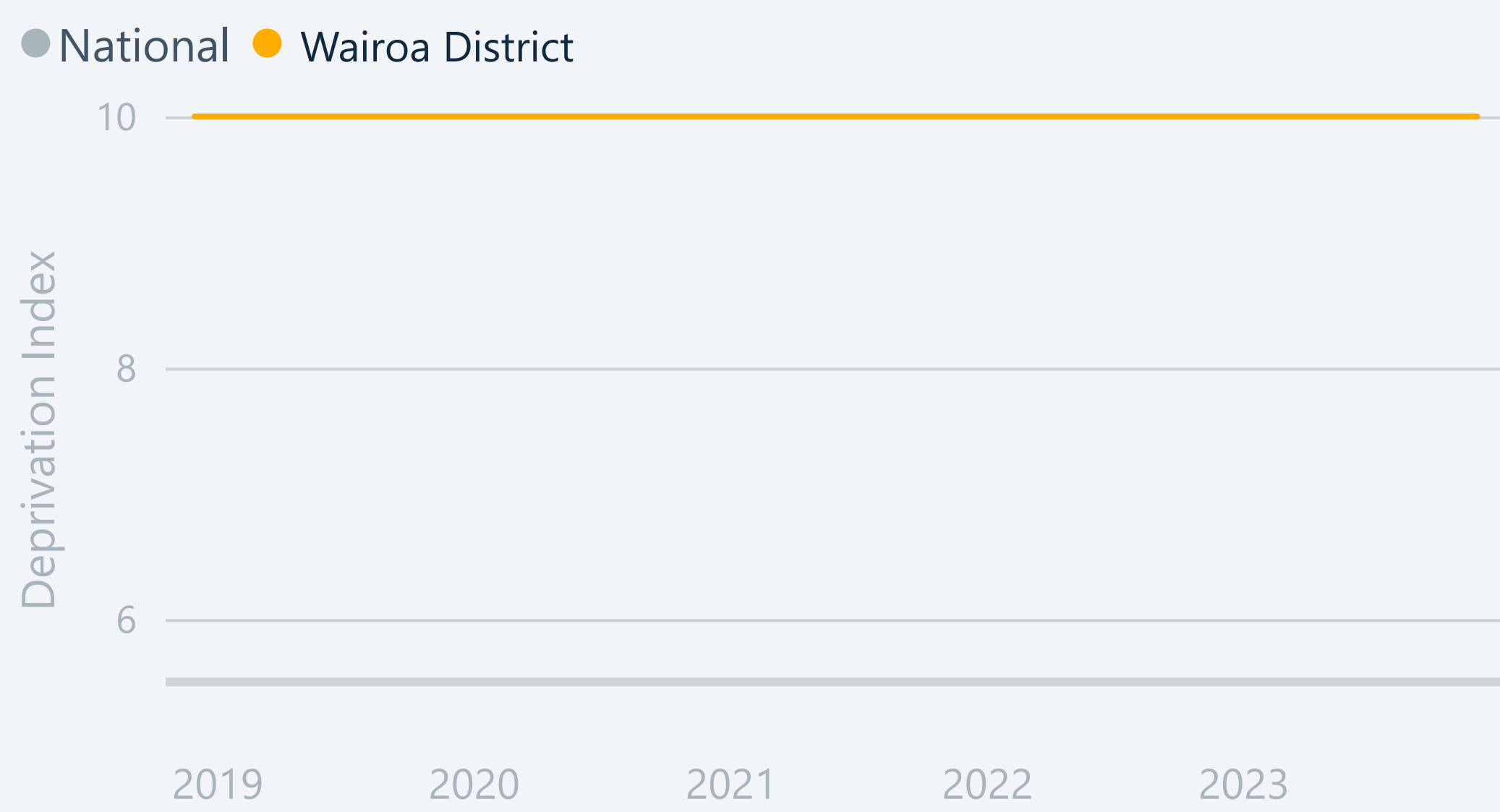
## Key Pillar Changes

Deprivation Index Dec 2023 **10.0** — 0% % change is from November 2023

Community with greatest decrease in deprivation score Dec 2023 **Maungataniwha-Raupunga** ▽ 2.39% % change is from December 2022

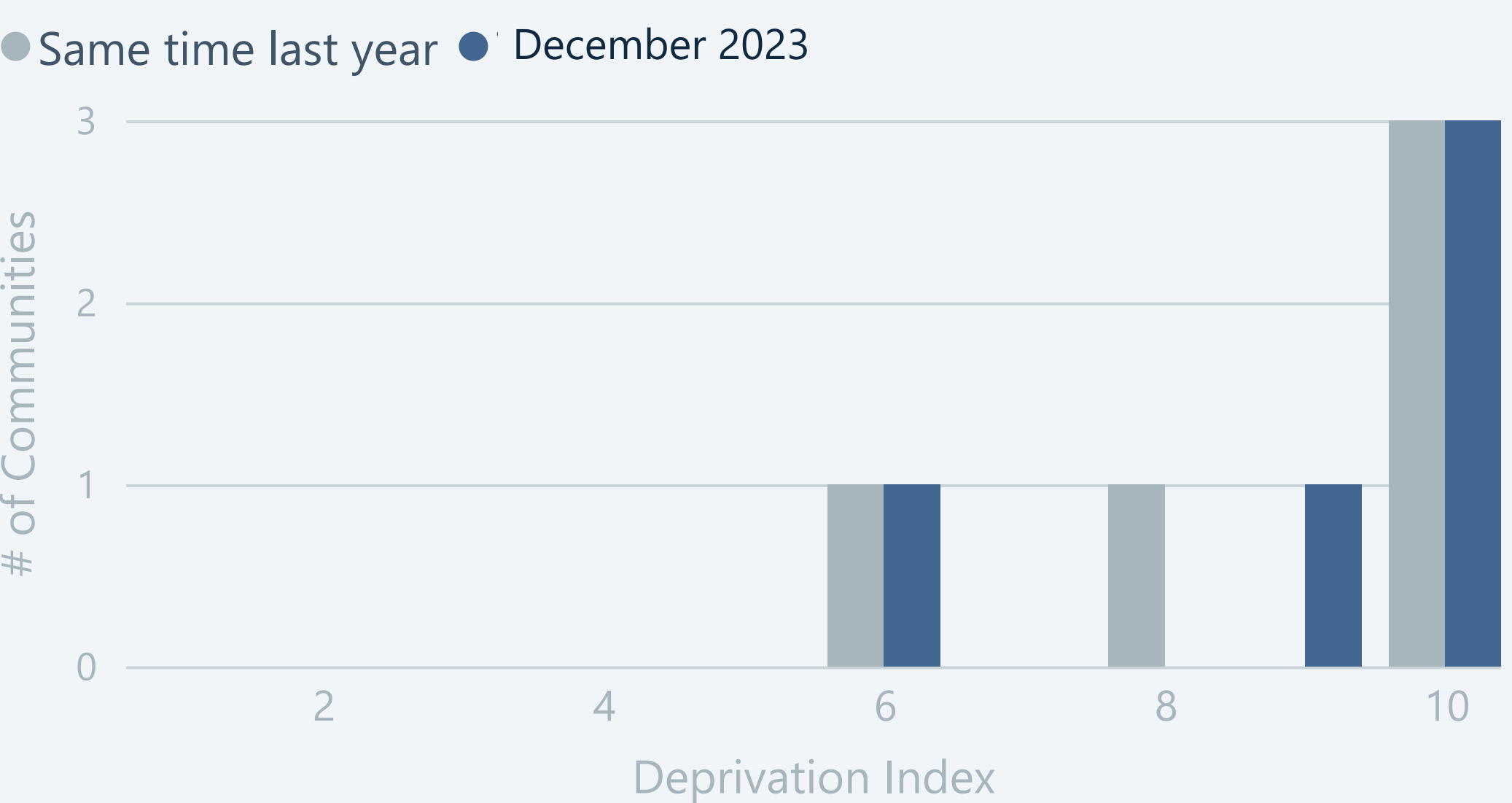
Community with greatest increase in deprivation score Dec 2023 **Whakaki** ▲ 2.05% % change is from December 2022

## Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Wairoa District has seen no change by 0%, and is now 10 in December 2023. The deprivation index is 81.8% above the national median index of 5.5.

## Distribution of Deprivation Index



In Wairoa District, 80% of the population live in highly deprived communities (deprivation index 8-10), whereas 0% live in high socio-economic performing communities (deprivation index 1-3).

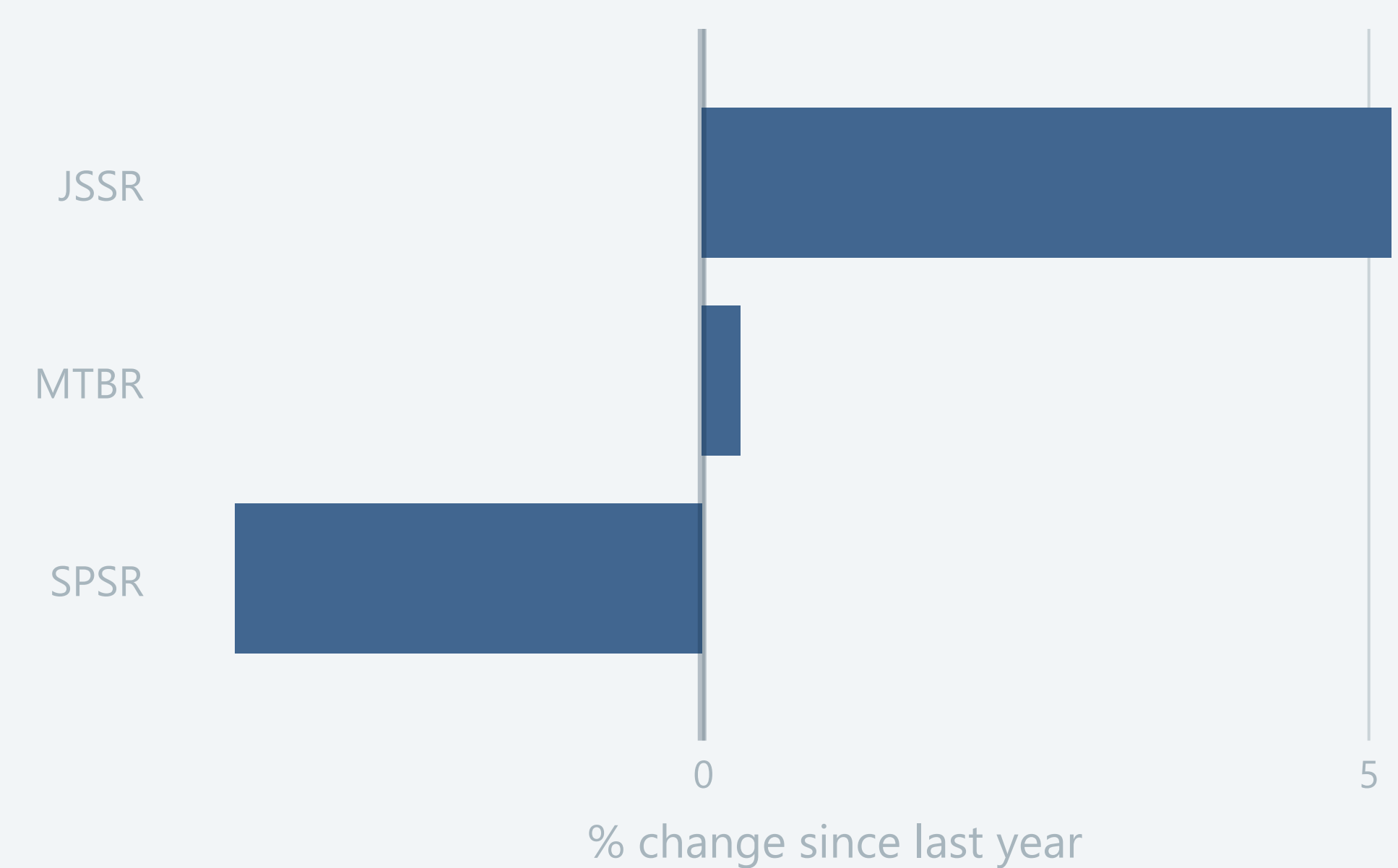
**i** Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

## Communities with the Greatest Change

Community	% Change	Depr. score
Maungataniwha-Raupunga	▽ 2.39	1,219.65
Whakaki	▲ 2.05	1,096.62
Mahia	▽ 0.69	1,152.34
Wairoa	▽ 0.18	1,175.98
Frasertown-Ruakituri	▽ 0.11	996.13

The community with the greatest change in deprivation score since the same time last year was Maungataniwha-Raupunga, with a 2.4% decrease.

## 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 5.18% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).



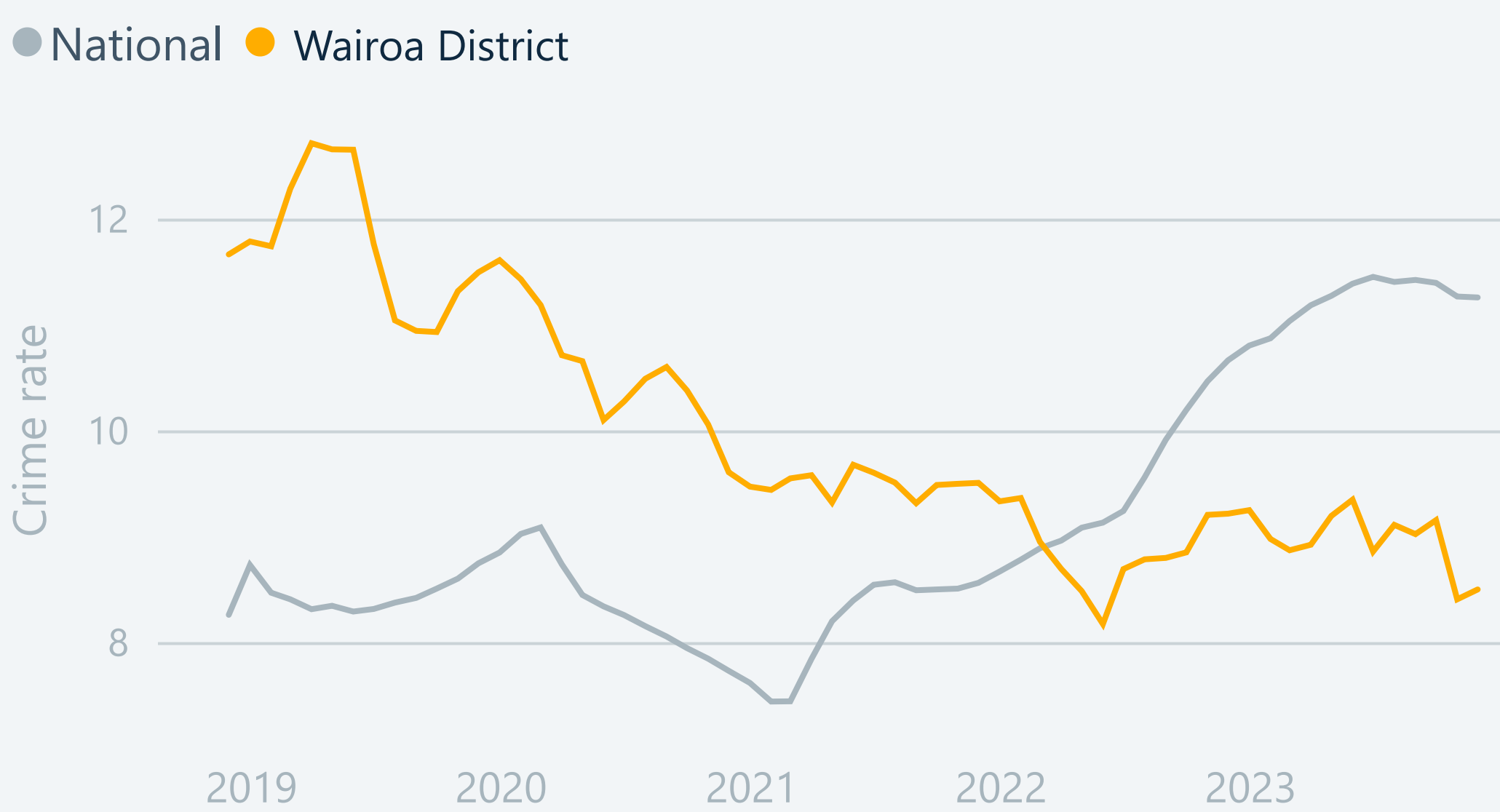
## Key Pillar Changes

**Crime rate** Dec 2023 **16.1** ▲ **6.26%** % change is from September 2023

**Crime type with the greatest change in crime rate** Dec 2023 **Robbery, Extortion and Related Offences** ▲ **59.56%** % change is from September 2023

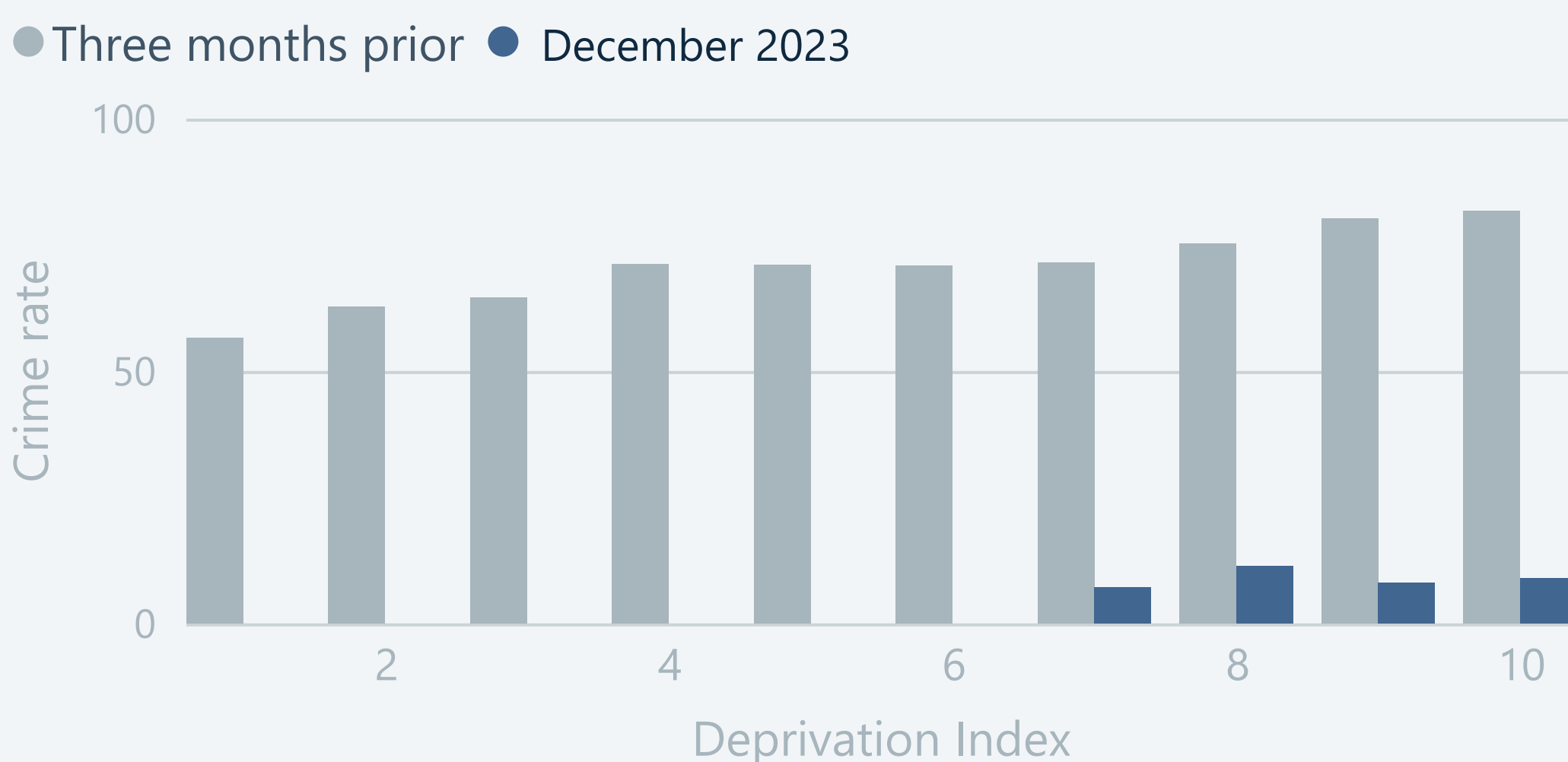
**Community with greatest change in crime rate** Dec 2023 **Mahia** ▼ **7.82%** % change is from September 2023

## Comparison to National Crime Rate



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

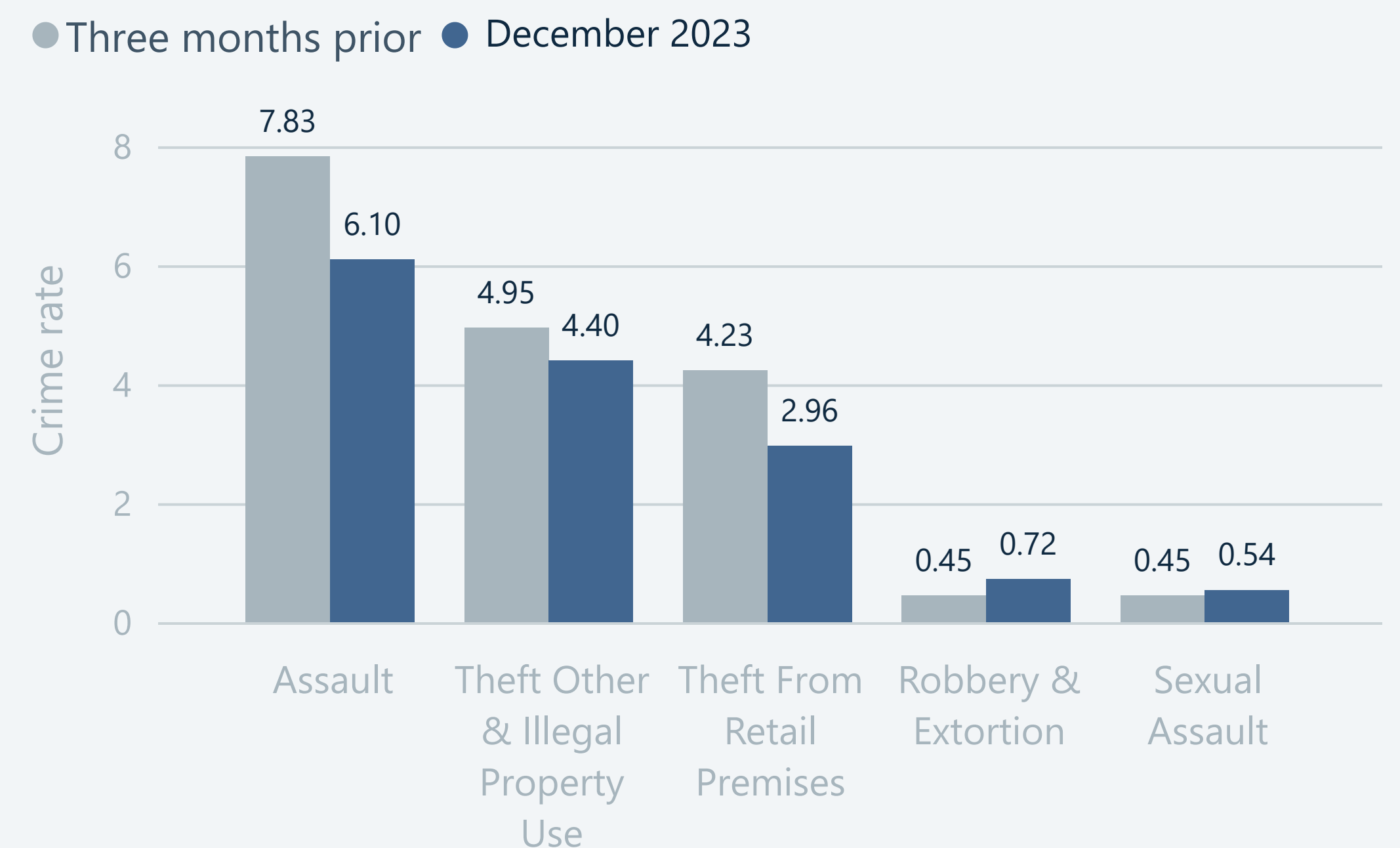
## Crime Rate by Deprivation Index



In Wairoa District, communities with a deprivation index of 8 have the highest crime rate. The crime rate in these communities is 1.6 times higher than those with a deprivation index of 7, 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 -84.8%.

**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 Wairoa District, the most prevalent type of crime in December 2023 was 'Assault'. The type of crime that had the greatest change in the last 3 months was 'Robbery, Extortion and Related Offences', with an increase of 59.6%.

## Communities with Greatest Change

Community	% Change	Crime rate
Mahia	<span style="color: green;">▼</span> 7.82	33.2
Wairoa	<span style="color: green;">▼</span> 7.58	44.3
Whakaki	<span style="color: red;">▲</span> 3.13	37.2
Maungataniwha-Raupunga	<span style="color: green;">▼</span> 2.20	27.5
Frasertown-Ruakituri	<span style="color: green;">▼</span> 0.33	28.3

Mahia saw the greatest change in crime rate over the last 3 months in Wairoa District, with a decrease of -7.8%.

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