



## Population and dwellings

### Number of people counted

- 1,227 people usually live in Tairua. This is a decrease of 42 people, or 3.3 percent, since the 2006 Census.
- Tairua has 4.7 percent of Thames-Coromandel District's population.

Population of Tairua and Thames-Coromandel District		
2013 Census		
Sex	Tairua	Thames-Coromandel District
Male	621	12,684
Female	606	13,497
Total people	1,227	26,178

**Source:** Statistics New Zealand

Note: All figures are for the census usually resident population count.

### Number of dwellings counted

- There are 615 occupied dwellings and 840 unoccupied dwellings in Tairua.
- For Thames-Coromandel District as a whole, there are 12,201 occupied dwellings and 11,949 unoccupied dwellings.
- There are 9 dwellings under construction in Tairua, and 138 under construction in Thames-Coromandel District.

Note: This time series is irregular. Because the 2011 Census was cancelled after the Canterbury earthquake on 22 February 2011, the gap between this census and the last one is seven years. The change in the data between 2006 and 2013 may be greater than in the usual five-year gap between censuses. Be careful when comparing trends.

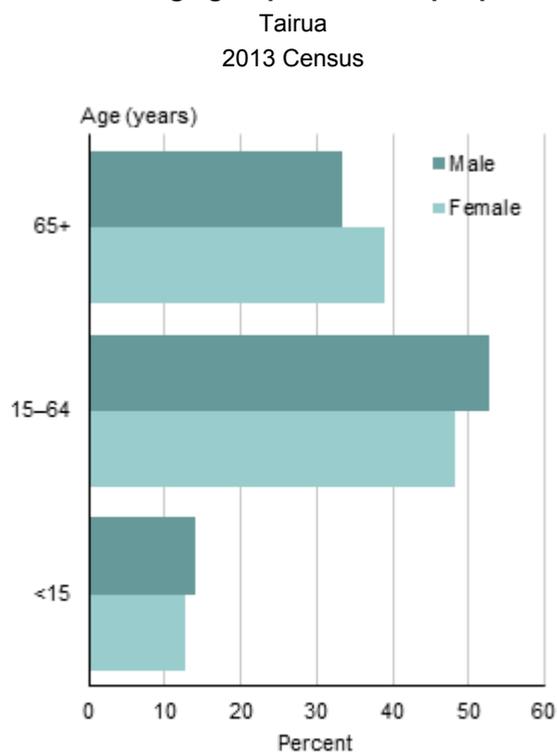
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# Age and sex

## *Total population*

- The median age (half are younger, and half older, than this age) is 56.1 years for people in Tairua. The median age in Thames-Coromandel District is 51.1 years.
- 36.2 percent of people in Tairua are aged 65 years and over, compared with 27.0 percent of the total Thames-Coromandel District population.
- 13.4 percent of people are aged under 15 years in Tairua, compared with 16.3 percent for all of Thames-Coromandel District.

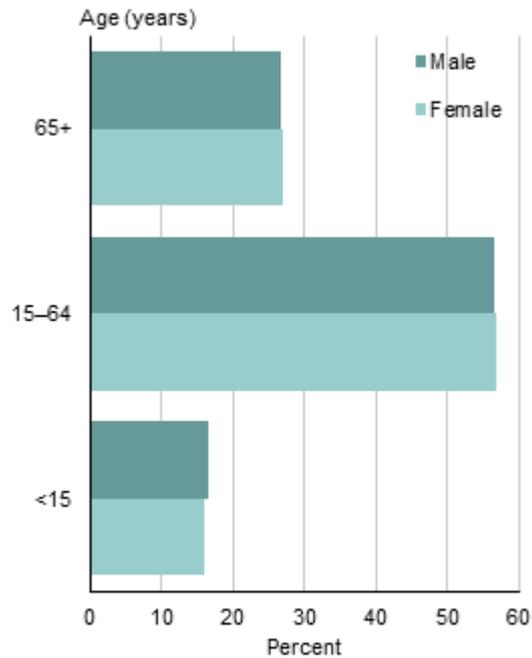
### Broad age group and sex of people



Source: Statistics New Zealand

## Broad age group and sex of people

Thames-Coromandel District  
2013 Census



Source: Statistics New Zealand

Note: Total population figures are for the census usually resident population count.

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# Cultural diversity

## Ethnic groups

- The most common ethnic group in Tairua is European, compared with European for Thames-Coromandel District as a whole.

Ethnic groups in Tairua and Thames-Coromandel District		
2013 Census		
Ethnic group <sup>(1)</sup>	Tairua (percent)	Thames-Coromandel District (percent)
European	92.2	88.5
Māori	12.4	16.6
Pacific peoples	1.5	1.6
Asian	2.8	2.6
Middle Eastern, Latin American, African	0.0	0.3
Other ethnicity	1.5	2.1

1. Includes all people who stated each ethnic group, whether as their only ethnic group or as one of several. Where a person reported more than one ethnic group, they have been counted in each applicable group. As a result percentages do not add up to 100.

**Source:** Statistics New Zealand

## Birthplace

- 20.7 percent of people in Tairua were born overseas, compared with 16.0 percent for Thames-Coromandel District as a whole.
- For people born overseas who are now living in Tairua, the most common birthplace was UK and Ireland, compared with UK and Ireland for people born overseas in all of Thames-Coromandel District.

## Languages spoken

- After English, the next most common language spoken in Tairua is French, which was spoken by 1.5 percent of people. For Thames-Coromandel District as a whole, the most common language apart from English is te reo Māori, spoken by 3.7 percent of people.
- 1.3 percent of people in Tairua speak te reo Māori, compared with 3.7 percent of people for all of Thames-Coromandel District.
- New Zealand Sign Language is used by less than one percent of people in Tairua, compared with less than one percent of people for all of Thames-Coromandel District.
- 91.1 percent of people in Tairua speak only one language, compared with 89.5 percent of people for all of Thames-Coromandel District.

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# Relationship status

## *Total population aged 15 years and over*

- 21.7 percent of people aged 15 years and over living in Tairua have never married, 56.0 percent are married, and 22.3 percent are separated, divorced or widowed.
- 30.0 percent of people in Tairua aged 15 years and over who have never been married live with a partner.

### Legally registered relationship status for people aged 15 years and over

Tairua and Thames-Coromandel District  
2013 Census



Source: Statistics New Zealand

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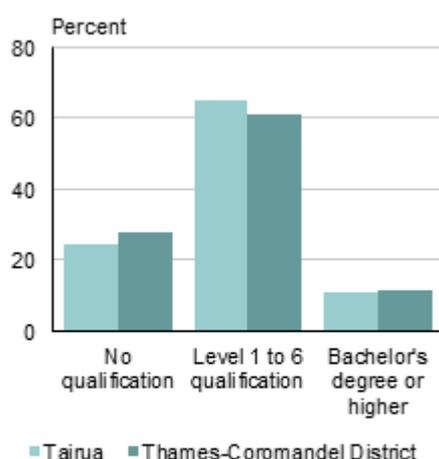
# Qualifications

## *Total population aged 15 years and over*

- 76.0 percent of people aged 15 years and over in Tairua have a formal qualification, compared with 72.3 percent in Thames-Coromandel District.
- In Tairua, 11.1 percent of people aged 15 years and over held a bachelor's degree or higher as their highest qualification, compared with 11.2 percent for Thames-Coromandel District as a whole.

### Highest qualification for people aged 15 years and over

Tairua and Thames-Coromandel District  
2013 Census



Note: Level 1 to 6 qualification category includes level 1 to 4 certificates, level 5 and 6 diploma and overseas secondary school qualification.  
Source: Statistics New Zealand

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# Work

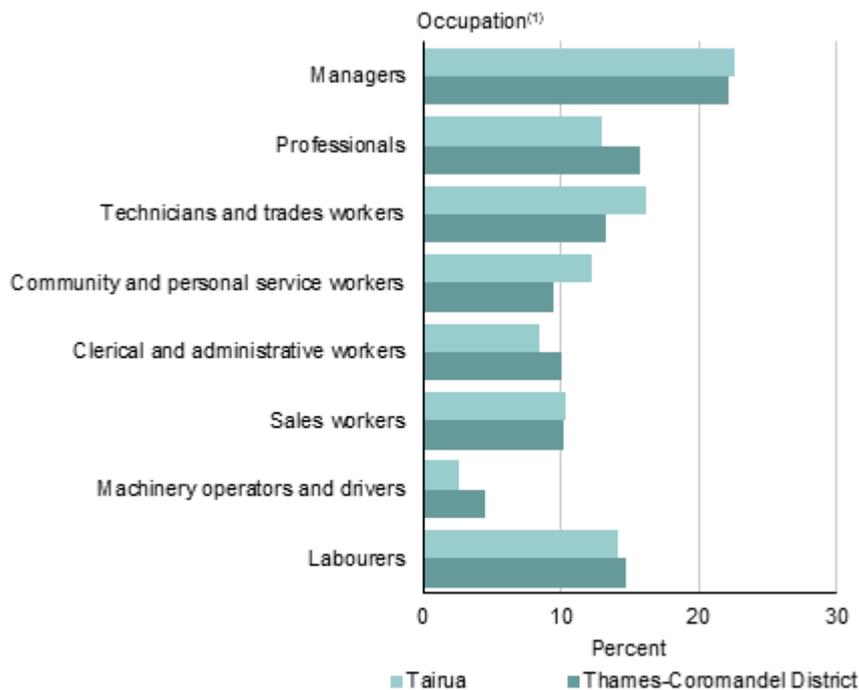
## Total population aged 15 years and over

- The unemployment rate in Tairua is 5.2 percent for people aged 15 years and over, compared with 5.8 percent for all of Thames-Coromandel District.
- The most common occupational group in Tairua is 'managers', and 'managers' is the most common occupational group in Thames-Coromandel District.

### Occupation for employed people aged 15 years and over

Tairua and Thames-Coromandel District

2013 Census



1. Australian and New Zealand Standard Classification of Occupations (ANZSCO V1.1).

Source: Statistics New Zealand

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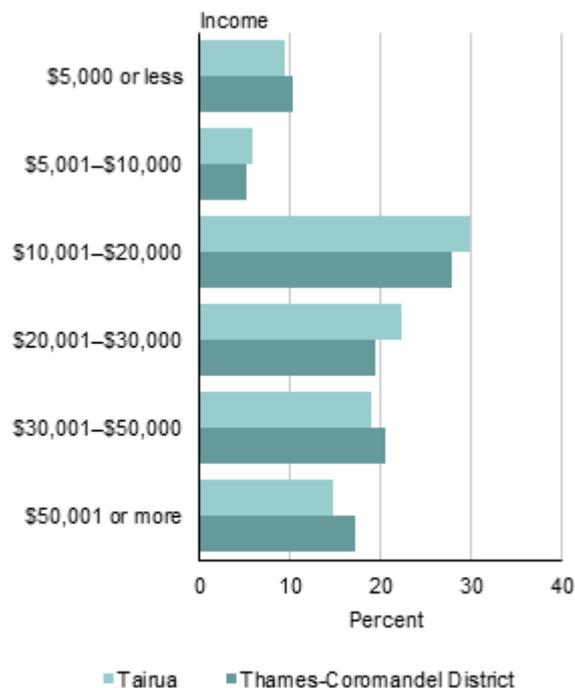
# Income

## *Total population aged 15 years and over*

- For people aged 15 years and over, the median income (half earn more, and half less, than this amount) in Tairua is \$22,000. This compares with a median of \$23,200 for all of Thames-Coromandel District.
- 44.7 percent of people aged 15 years and over in Tairua have an annual income of \$20,000 or less, compared with 43.0 percent of people for Thames-Coromandel District as a whole.
- In Tairua, 14.3 percent of people aged 15 years and over have an annual income of more than \$50,000, compared with 17.2 percent of people in Thames-Coromandel District.

### **Total personal income for people aged 15 years and over**

Tairua and Thames-Coromandel District  
2013 Census



Source: Statistics New Zealand

Note: Total population figures are for the census usually resident population count.

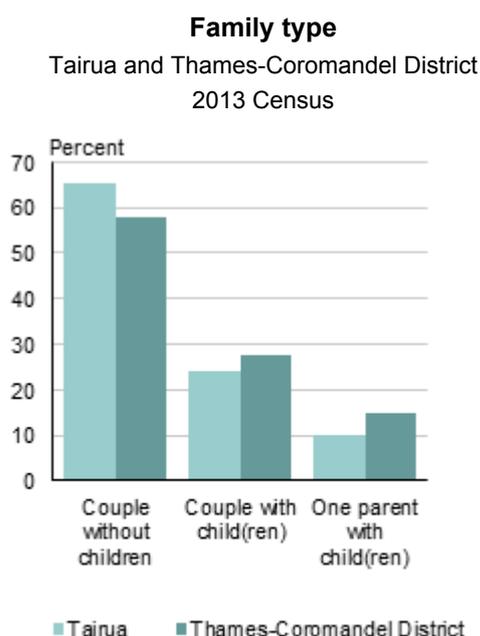
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# Families

## Family type

- Couples with children make up 24.0 percent of all families in Tairua, while couples without children make up 65.3 percent of all families.
- In Thames-Coromandel District, couples with children make up 27.5 percent of all families, while couples without children make up 57.8 percent of all families.
- 9.9 percent of families in Tairua are one parent with children families, while one parent with children families make up 14.6 percent of families for Thames-Coromandel District as a whole.



Source: Statistics New Zealand

Note: All figures are for families in occupied private dwellings.

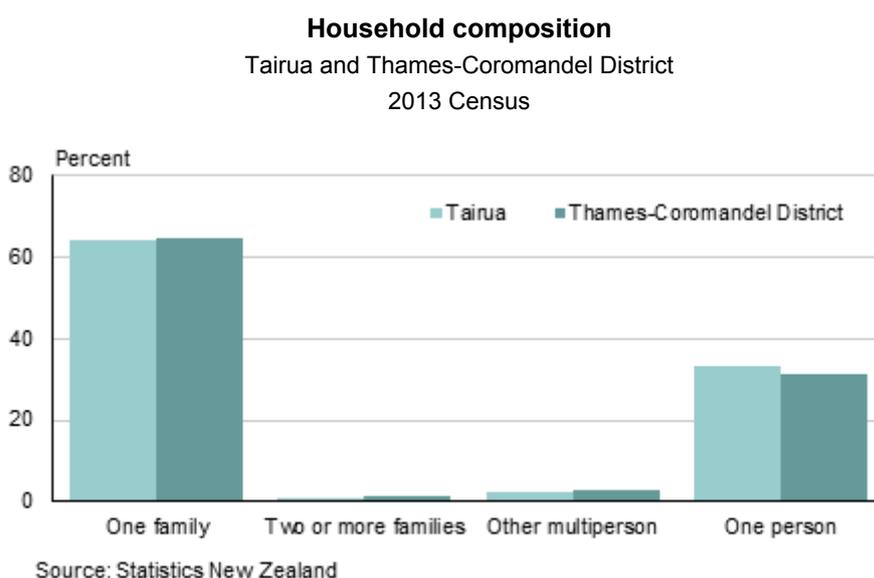
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# Households

## Household composition

- One-family households make up 63.8 percent of all households in Tairua. For Thames-Coromandel District as a whole, one-family households make up 64.5 percent of all households.
- In Tairua, there are 183 one-person households making up 33.0 percent of all households. In Thames-Coromandel District, one-person households make up 31.3 percent of all households.
- The average household size in Tairua is 2.1 people, compared with an average of 2.2 people per household for all of Thames-Coromandel District.



Note: All figures are for households in occupied private dwellings.

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# Phone, fax, and Internet

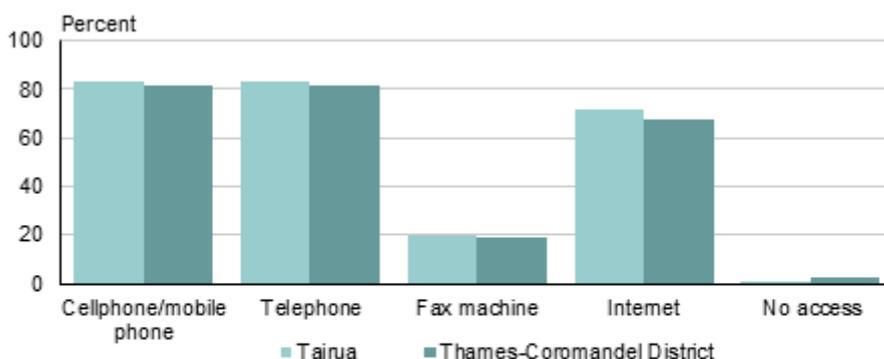
## Access to phones, fax machines, and Internet

- 71.8 percent of households in Tairua have access to the Internet, compared with 67.9 percent of households in Thames-Coromandel District.
- In Tairua, 82.9 percent of households have access to a cellphone, compared with 81.3 percent of households for Thames-Coromandel District as a whole.

### Access to phones, fax machines, and Internet

Tairua and Thames-Coromandel District

2013 Census



Note: Households can access more than one type of telecommunication device. Therefore percentages do not add up to 100.

Source: Statistics New Zealand

Note: All figures are for households in occupied private dwellings.

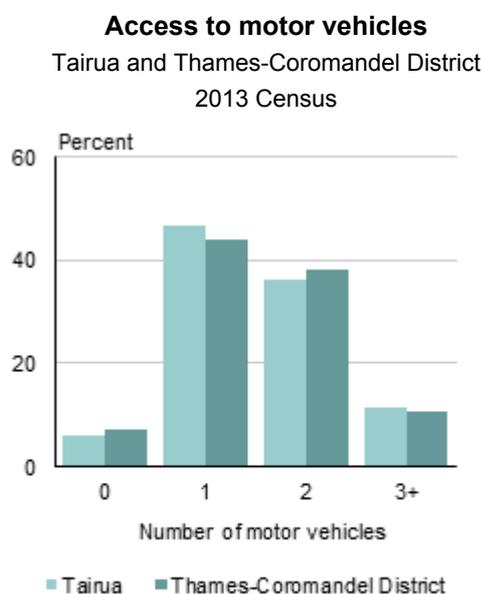
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# Transport

## Access to motor vehicles

- 11.5 percent of households in Tairua have access to three or more motor vehicles, compared with 10.6 percent of all households in Thames-Coromandel District.



Note: Some percentages may be too small to show on graph.

Source: Statistics New Zealand

Note: All figures are for households in occupied private dwellings.

Some percentages may be too small to show on graph.

## Main means of travel to work

- The most common means of travel to work on census day for people in Tairua was driving a private car, truck or van (63.6 percent of people who travelled to work used this form of transport).
- This was followed by driving a company car, truck or van (17.8 percent) and walking or jogging (10.3 percent).
- For Thames-Coromandel District as a whole, the most common means of travel to work was driving a private car, truck or van, followed by driving a company car, truck or van and walking or jogging.

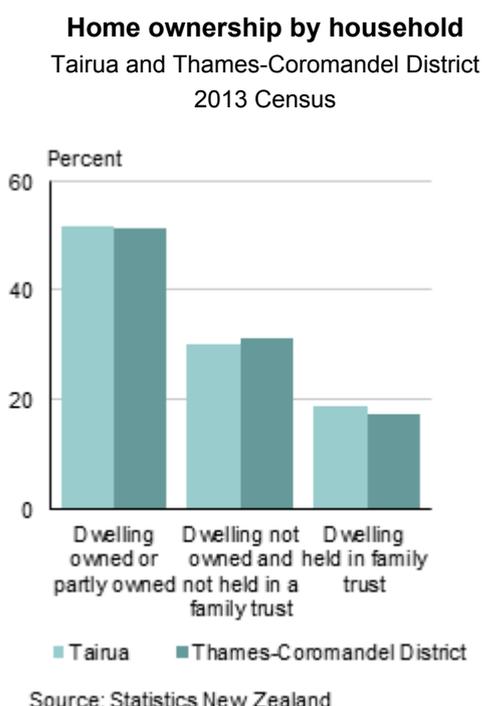
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# Housing

## Home ownership

- In Tairua, 69.9 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For Thames-Coromandel District as a whole, 68.7 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For households in Tairua who rented the dwelling that they lived in, the median weekly rent paid was \$220. This compared with \$230 for Thames-Coromandel District.



Note: All figures are for households in occupied private dwellings.

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## Building consents

Building consent data for the year ended December 2013 showed that:

- The total number of building consents issued for dwellings, including apartments, in Tairua was 7.
- The total number of building consents issued for apartments in Tairua was 0.
- The total value of residential building work in Tairua was \$3,292,000.
- The total value of non-residential building work in Tairua was \$3,818,000.

Note: Building consent data is obtained from all accredited building consent authorities (ie territorial authorities) and is compiled if the building consent issued is valued over \$5000. See data quality information on building consents.

# Business

## Business demographics

Business demographic data for the year ended February 2013 showed that:

- There were 207 business locations (geographic units) in Tairua compared with 4,038 for all of Thames-Coromandel District. This is an increase of 5.1 percent from the year ended February 2006 for Tairua.
- There were 270 paid employees in Tairua compared with 9,080 for all of Thames-Coromandel District. This is an increase of 3.8 percent from the year ended February 2006 for Tairua.

<b>Top five industries in Tairua</b>				
By employee count				
For year ended February 2013				
Industry (ANZSIC06) <sup>(1)</sup>	Tairua		Thames-Coromandel District	
	Employee count	Percent of total employee count	Employee Count	Percent of total employee count
Accommodation and food services	75	27.8	1,310	14.4
Retail trade	55	20.4	1,620	17.8
Health care and social assistance	40	14.8	1,160	12.8
Education and training	20	7.4	710	7.8
Construction	20	7.4	590	6.5

1. Australian and New Zealand Standard Industrial Classification 2006 (ANZSIC06 V1.0).

Note: Table may not show five industries as not all area units have five industries within their boundaries.

Some area units may have more than one industry with the same employee count but the table has been restricted to five industries.

**Source:** Statistics New Zealand

Note: Business demographic data is sourced from a register of economically significant businesses which is maintained by Statistics New Zealand. See data quality information on business demographics.

Employee count data has been randomly rounded. Individual figures may not add up to totals, and values for the same data may vary in different text, tables and graphs. For areas with small populations, the data may not look as expected because of this rounding.