

# Quarterly Report

Hamilton City

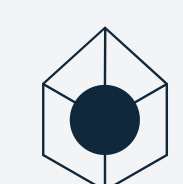
# Summary

Below we've presented a summary of Hamilton City's key metrics this quarter:

 New Business Registrations this month


 **178.0**

As of March 2024, Hamilton City saw 178.0 new business registrations, an increase of 50.85% compared with December 2023.

 Rental affordability (% of income spent on rent)

 **25.7%**

As of March 2024, residents of Hamilton City spent 25.7% of their household income on rent, an increase of 0.81% compared with December 2023.

 Gambling spend per capita

 **\$54**

As of September 2023, an average of \$54.0 was spent by individuals over 18 years in Hamilton City through electronic gaming machines, a decrease of 0.6% compared with June 2023.

 Crime rate

 **89.8**

In March 2024, Hamilton City had a crime rate of 89.8 incidents per 10,000 people, an increase of 3.66% compared with December 2023.

 Deprivation Index

 **7.0**

As of March 2024, the deprivation within Hamilton City is 7.0 and this is unchanged since February 2024.

 Job seeker support rate

 **8.1%**

In March 2024, 8.1% of the working population (15-64 years) in Hamilton City claimed Job Seeker Support, an increase of 9.38% compared with March 2023.

 Trending Up  Trending Down  Improving  Worsening  No Change



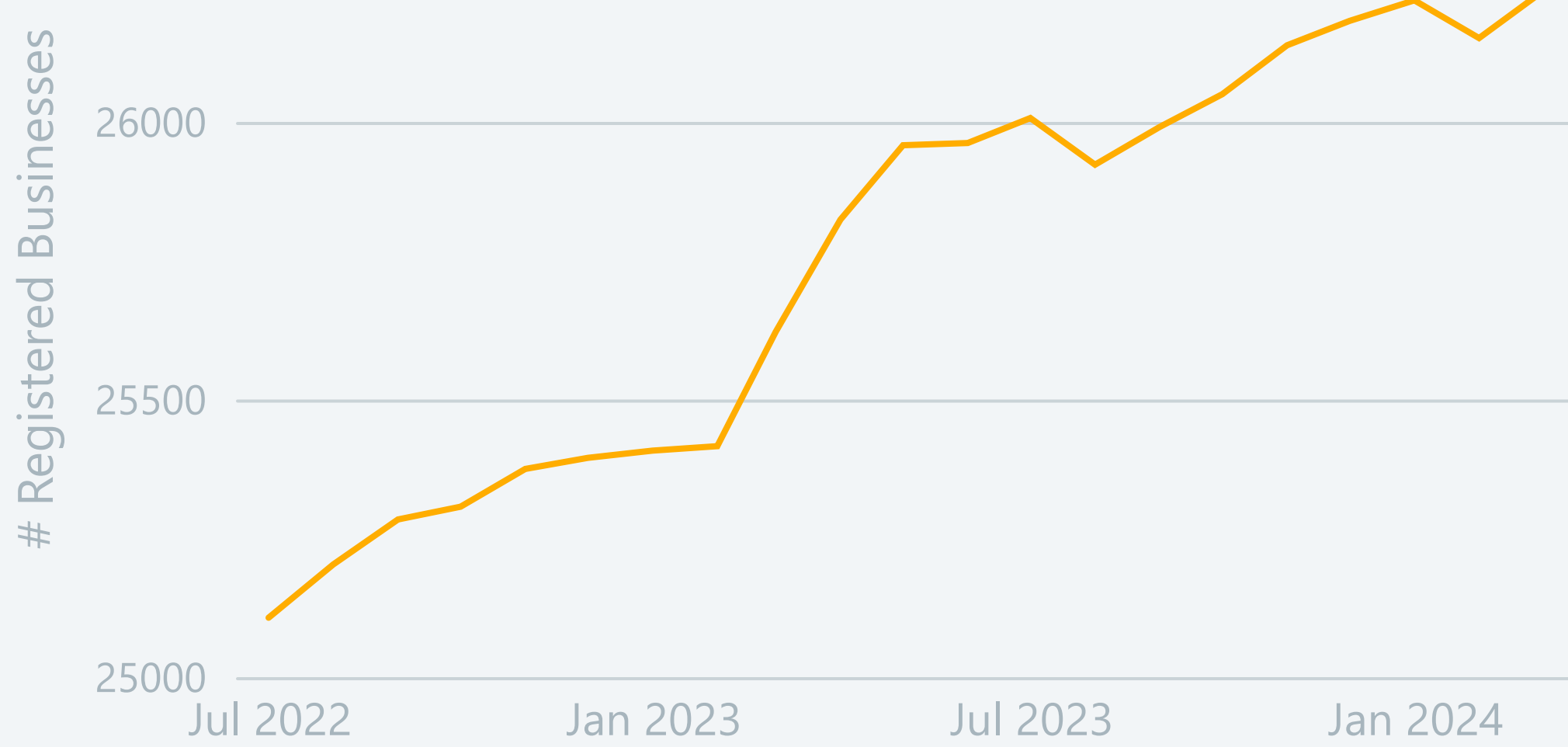
### Key Pillar Changes

**New Business Registrations this month** Mar 2024 **178.0** ▲ 50.85% % change is from December 2023

**Business Deregistrations this month** Mar 2024 **98.0** ▲ 32.43% % change is from December 2023

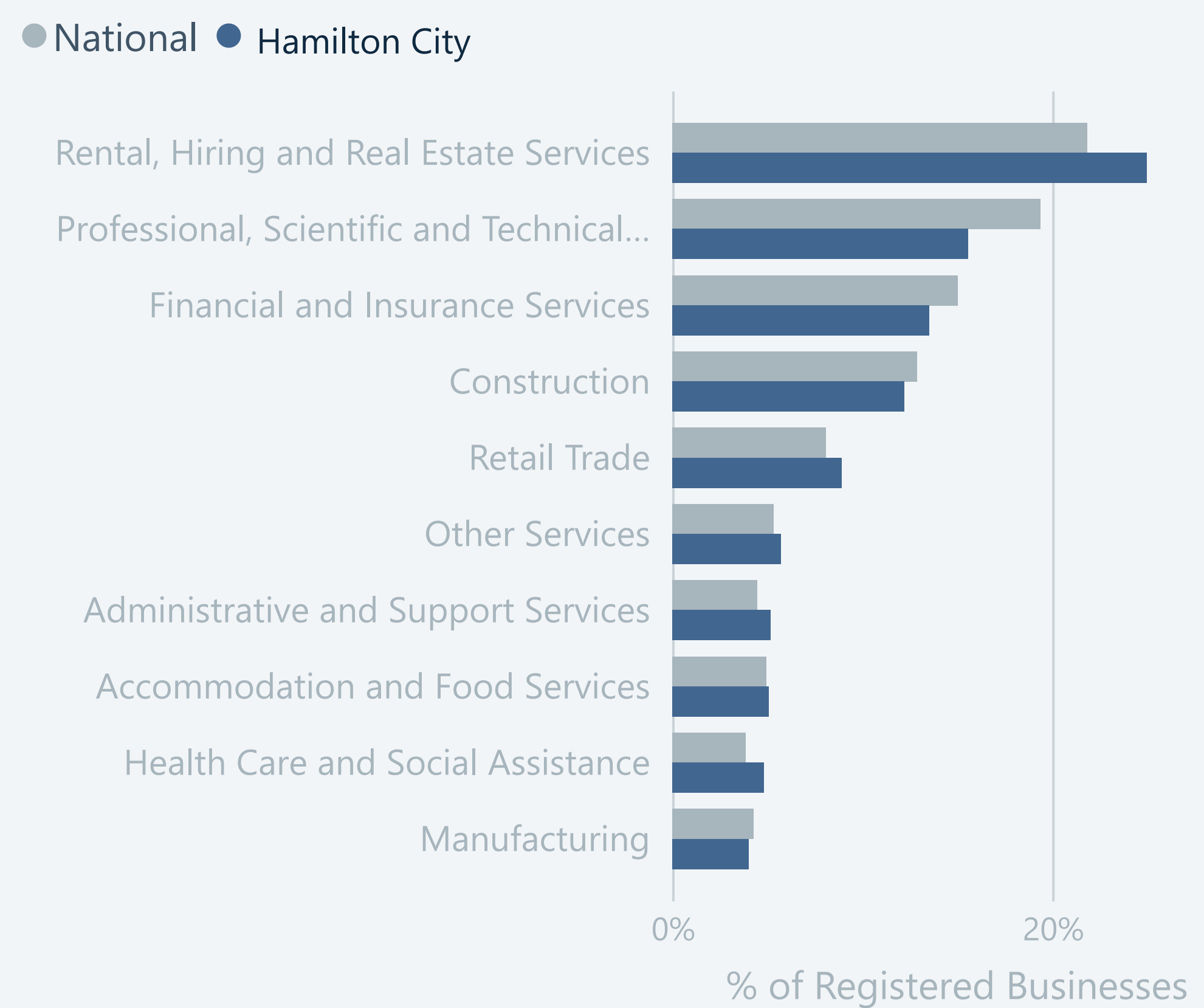
**Total tourism spend this quarter** Jul 2023 **\$107.5M** ▼ 0.44% % change is from April 2023

### Total number of businesses registered to date



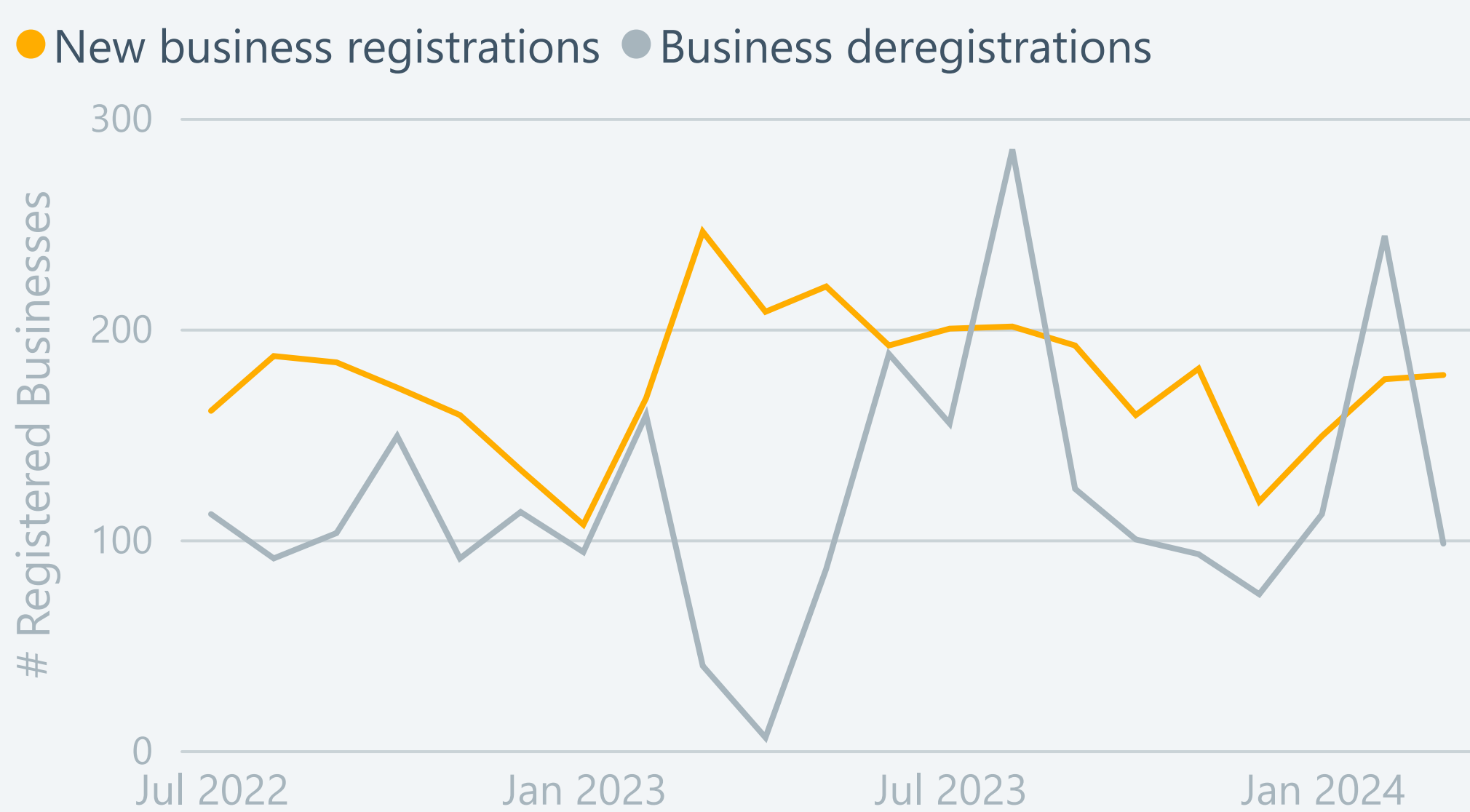
As of March 2024 there were 26231 registered businesses in Hamilton City. Over the last 12 months the number of registered businesses has increased by 609. Nationally, the number of registered businesses has increased by 1.29%.

### Distribution of registered businesses by industry



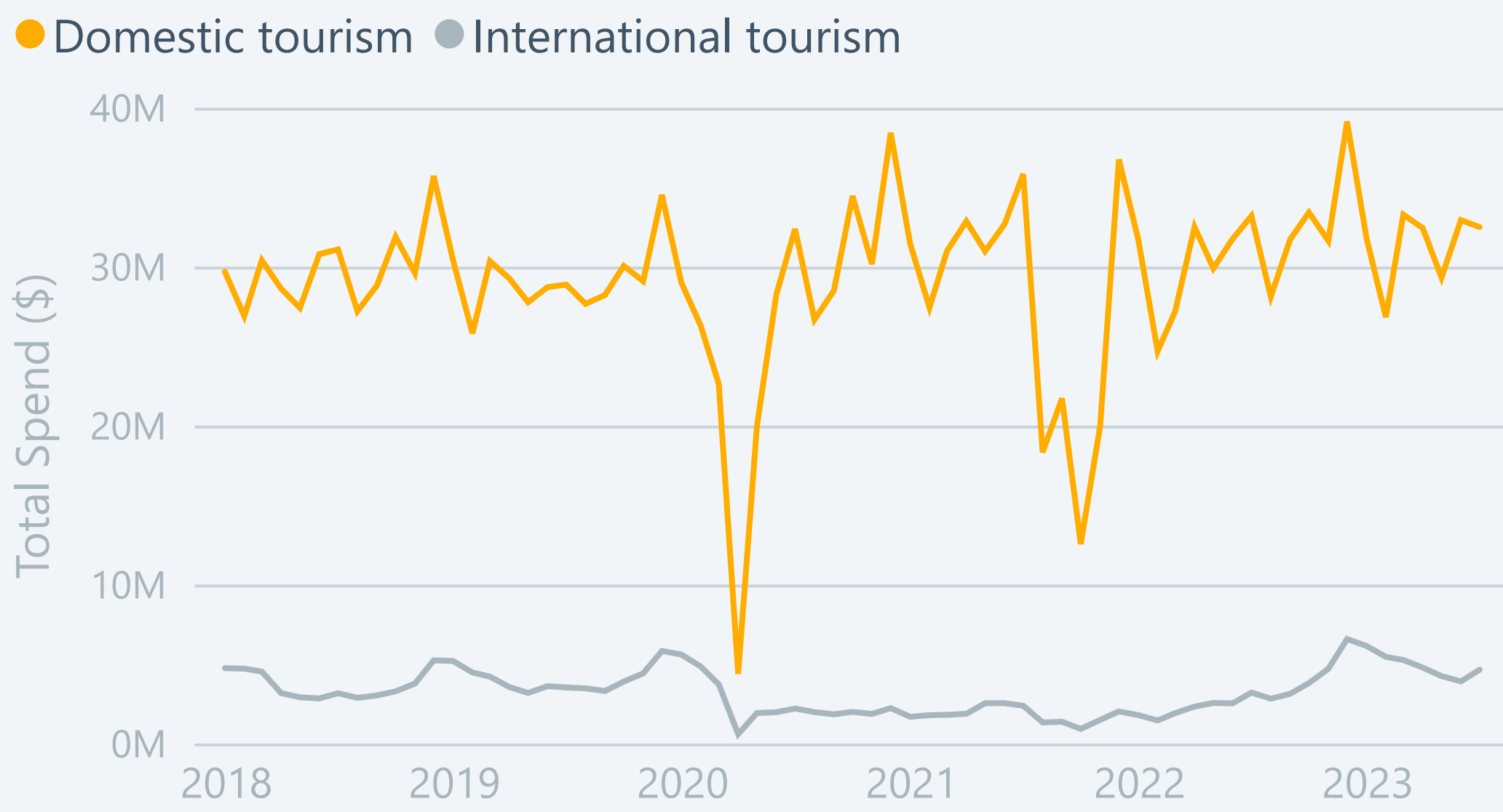
Rental, Hiring and Real Estate Services is the largest industry operating in Hamilton City and makes up 21.6% of all currently registered businesses.

### Business openings and closings in the last year



Comparing March 2024 with March 2023 Hamilton City has seen a decrease in the number of new business registrations of 27.6% and an increase in the number of business deregistrations of 145%.

### Tourism spend this quarter



In July 2023, \$37.1M was spent in Hamilton City from domestic and international visitors to the district. Domestic tourism made up 87.5% of total tourism spend, and has decreased by 2.11% since the same time last year, whereas international tourism has increased by 44.87% in the same time period.

### Visiting countries with the greatest spend

| Visiting country         | \$ Change | Spend  |
|--------------------------|-----------|--------|
| Australia                | ▼ \$180K  | \$2.7M |
| China                    | ▲ \$1.1M  | \$1.8M |
| Rest of Asia             | ▲ \$634K  | \$1.2M |
| United Kingdom           | ▲ \$20K   | \$1.3M |
| United States of America | ▲ \$896K  | \$2.5M |

This quarter, the largest spend from international tourists visiting Hamilton City came from Australia, with tourists spending \$2.7M. This represents a decrease of \$180K since the same quarter last year.

### Visiting regions with the greatest spend

| Visiting region   | \$ Change | Spend   |
|-------------------|-----------|---------|
| Bay of Plenty     | ▲ \$82K   | \$14.7M |
| Waikato           | ▼ \$340K  | \$26.3M |
| Auckland          | ▲ \$369K  | \$28.8M |
| Wellington        | ▼ \$164K  | \$3.6M  |
| Manawatu-Wanganui | ▼ \$416K  | \$4.4M  |

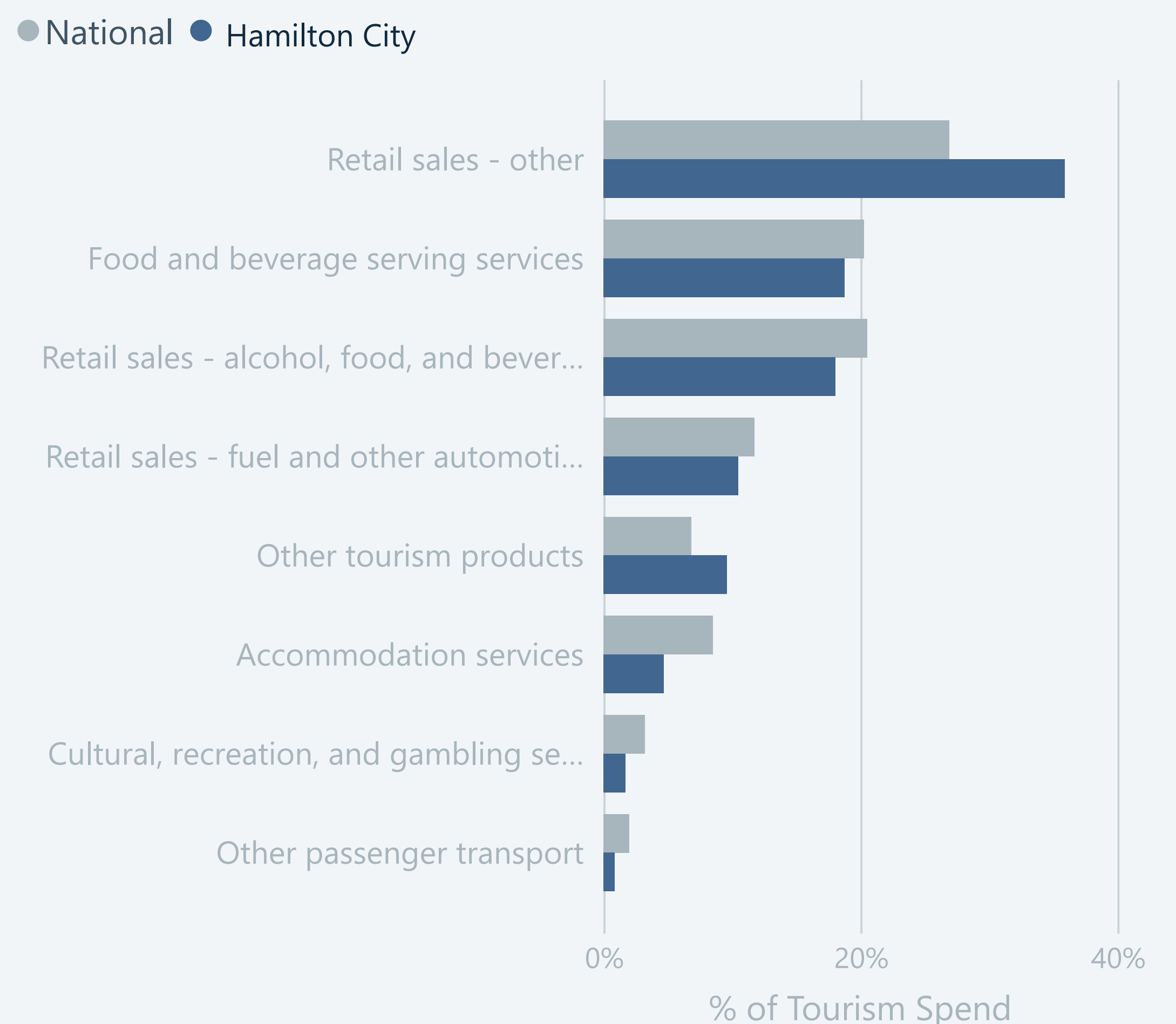
This quarter, the largest spend from domestic tourists visiting Hamilton City came from the Auckland region, with tourists spending \$28.8M. This represents an increase of \$369K since the same quarter last year.

### Visiting countries with the greatest % change

| Visiting country       | \$ Change | Spend  |
|------------------------|-----------|--------|
| Africa and Middle East | ▲ \$487K  | \$729K |
| Rest of Americas       | ▲ \$290K  | \$353K |
| Japan                  | ▲ \$103K  | \$154K |

This quarter, Hamilton City saw the greatest % change in international tourism spend from those visiting from Rest of Americas since the same quarter last year, with a \$290K increase in spend.

### Tourism spend by industry



In Hamilton City tourists spent the most on Retail sales - other this quarter, which was 35.9% of all tourism spend. This is 33.5% larger than the national proportion.

### Visiting regions with the greatest % change

| Visiting region | \$ Change | Spend  |
|-----------------|-----------|--------|
| Gisborne        | ▲ \$194K  | \$1.4M |
| Taranaki        | ▲ \$487K  | \$3.6M |
| West Coast      | ▼ \$22K   | \$93K  |

This quarter, Hamilton City saw the greatest % change in domestic tourism spend from those visiting from the West Coast region since the same quarter last year, with a \$22K 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.



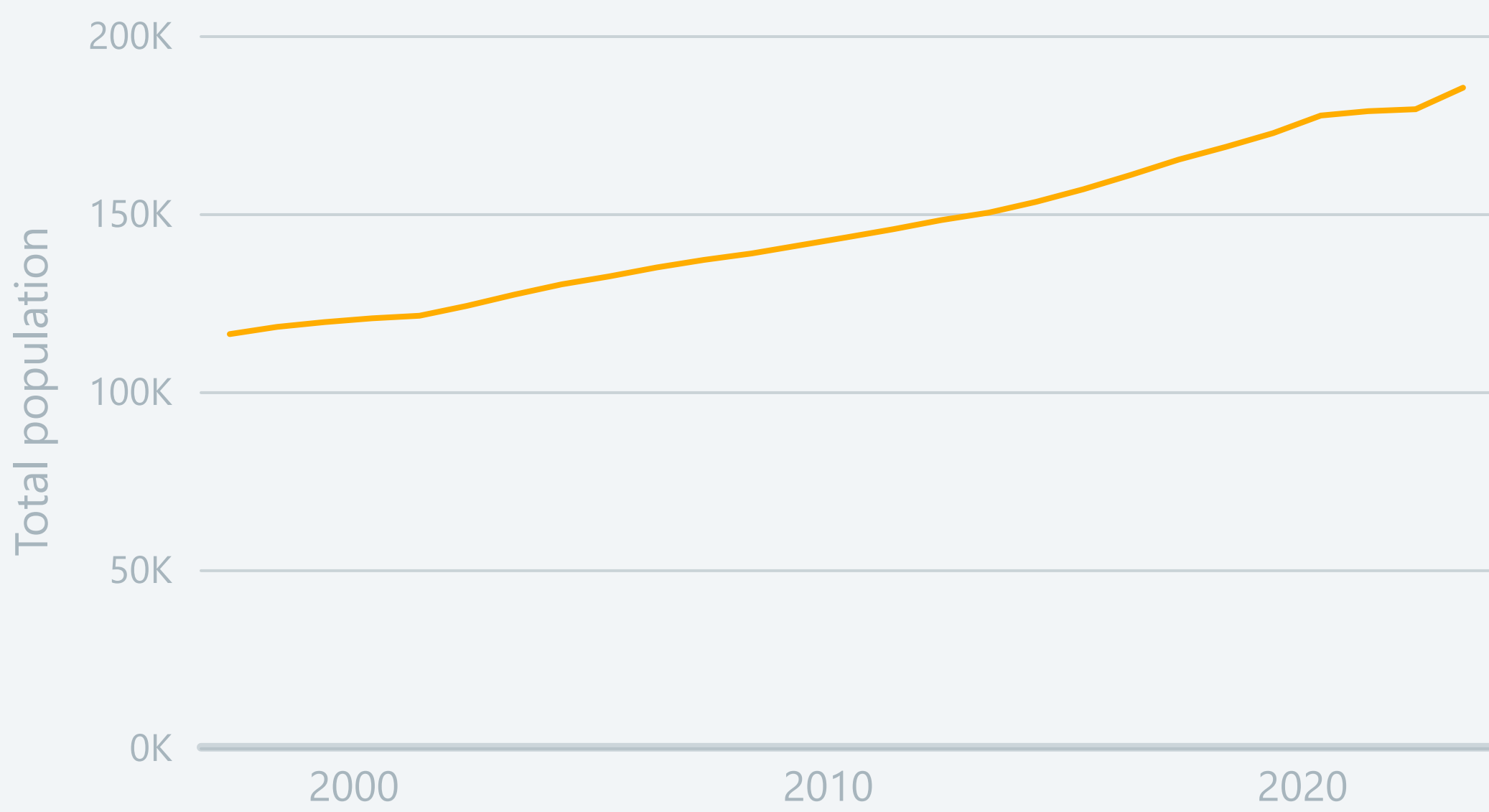


# Demographics

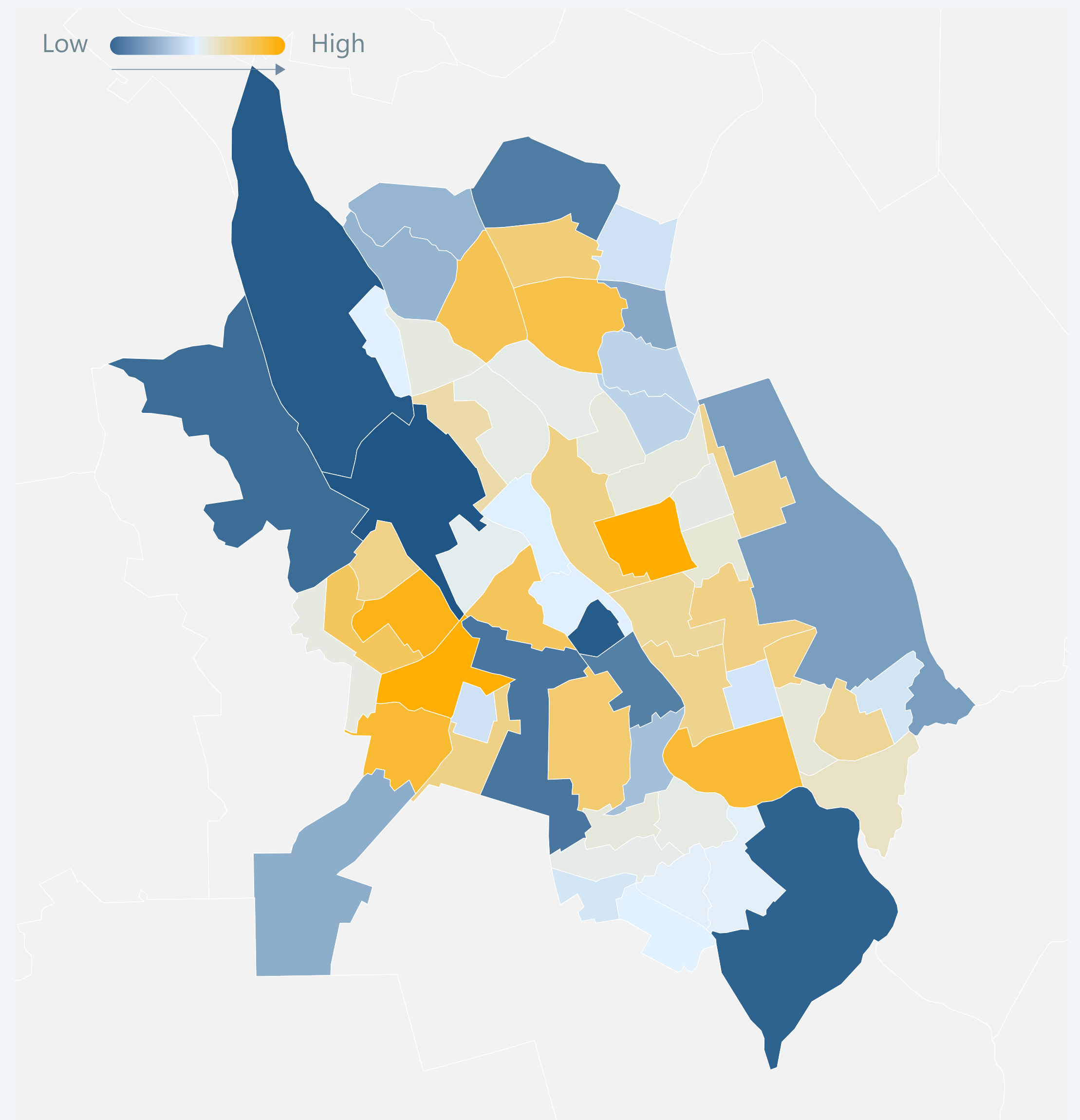
## Estimated population

# 185.25K

Is the estimated total population in Hamilton City in 2023. The population in the area has increased by 3.37% or 6048 people since 2022.



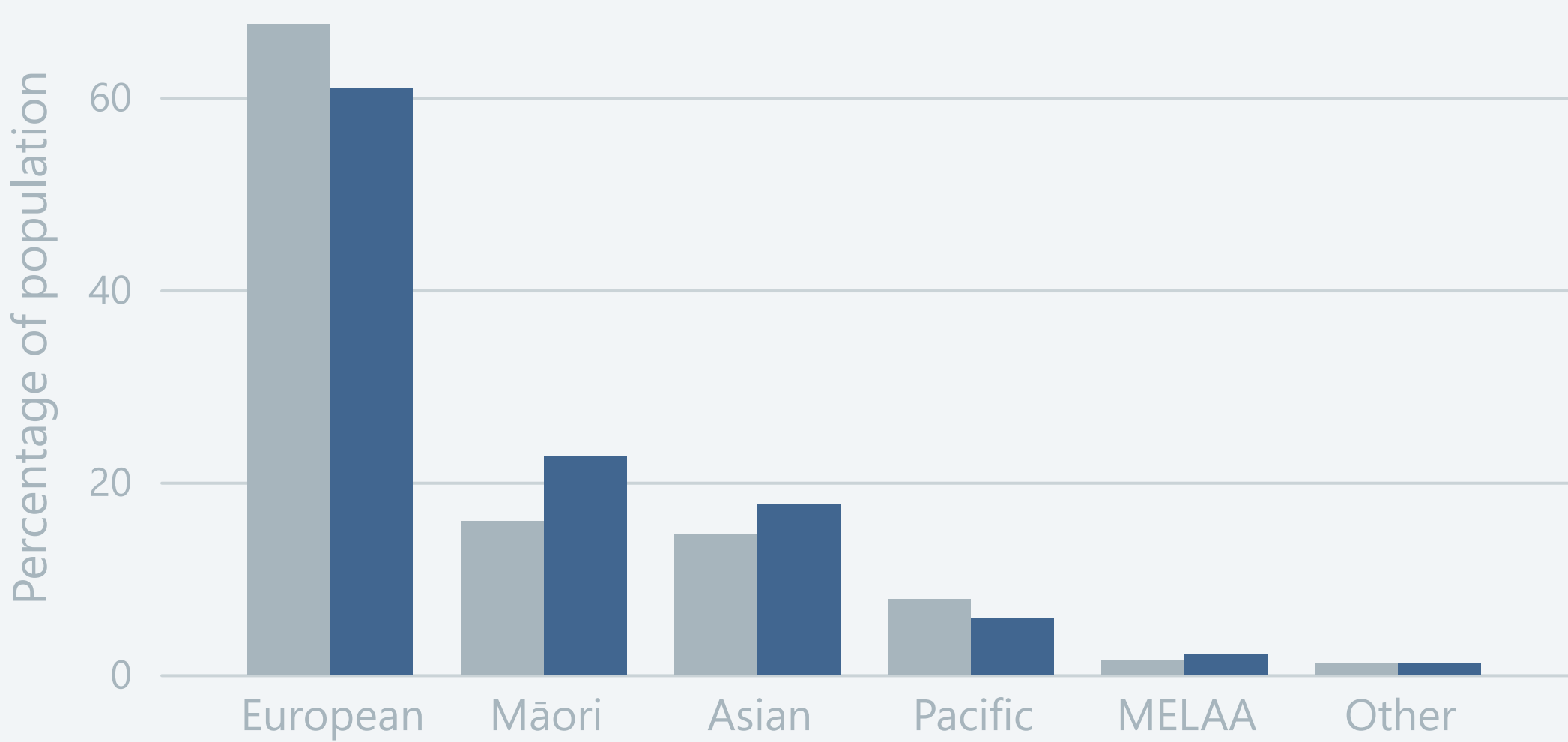
## Population distribution



In June 2023, Rototuna North saw the greatest change in population, with an increase of 20% since June 2022.

## Ethnic distribution

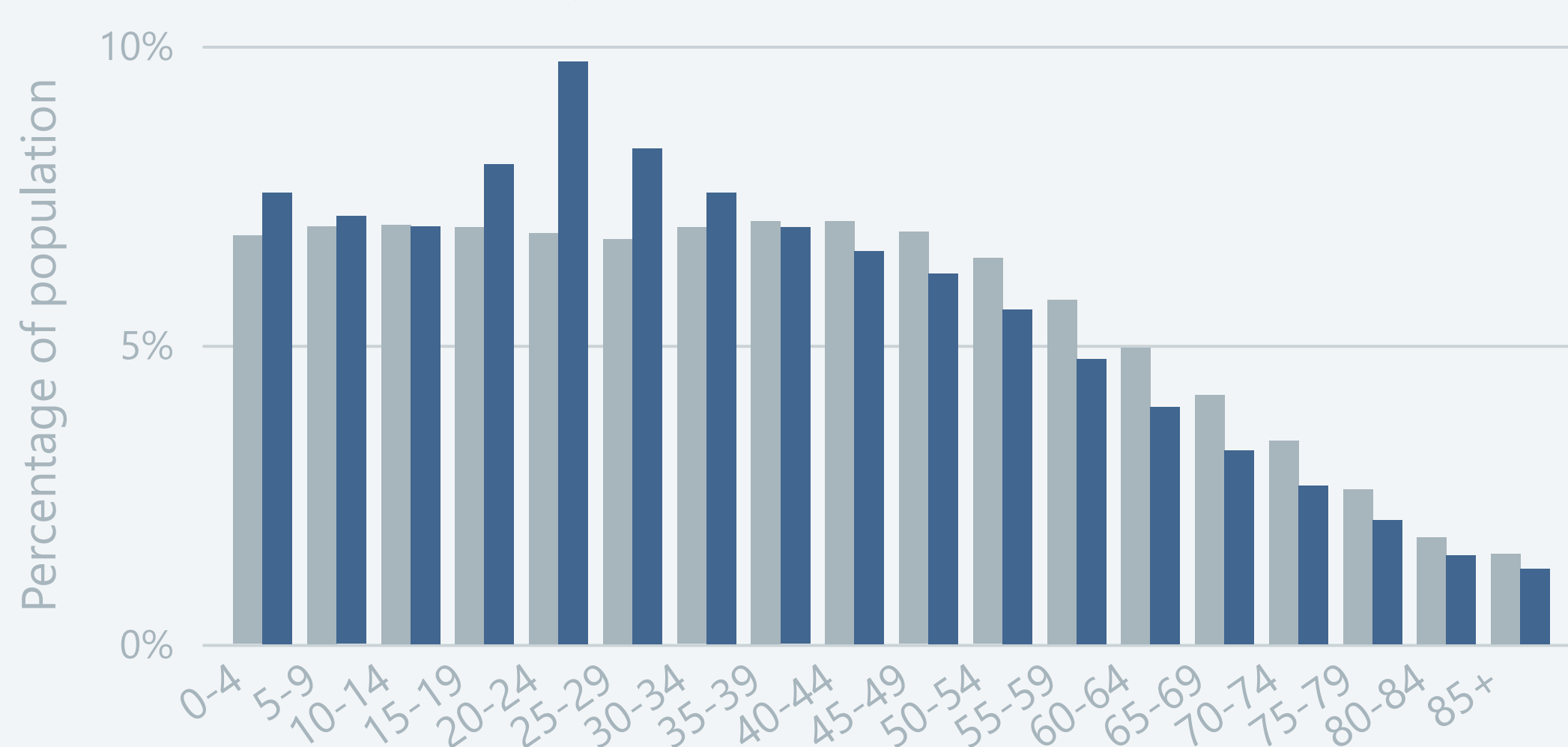
● National ● Hamilton City



As of March 2018 the largest ethnic group in Hamilton City is European (61%), 9.8% less than the national percentage. The ethnicity that has had the greatest change since March 2013 is Asian, increasing by 43.25%.

## Age distribution

● National ● Hamilton City

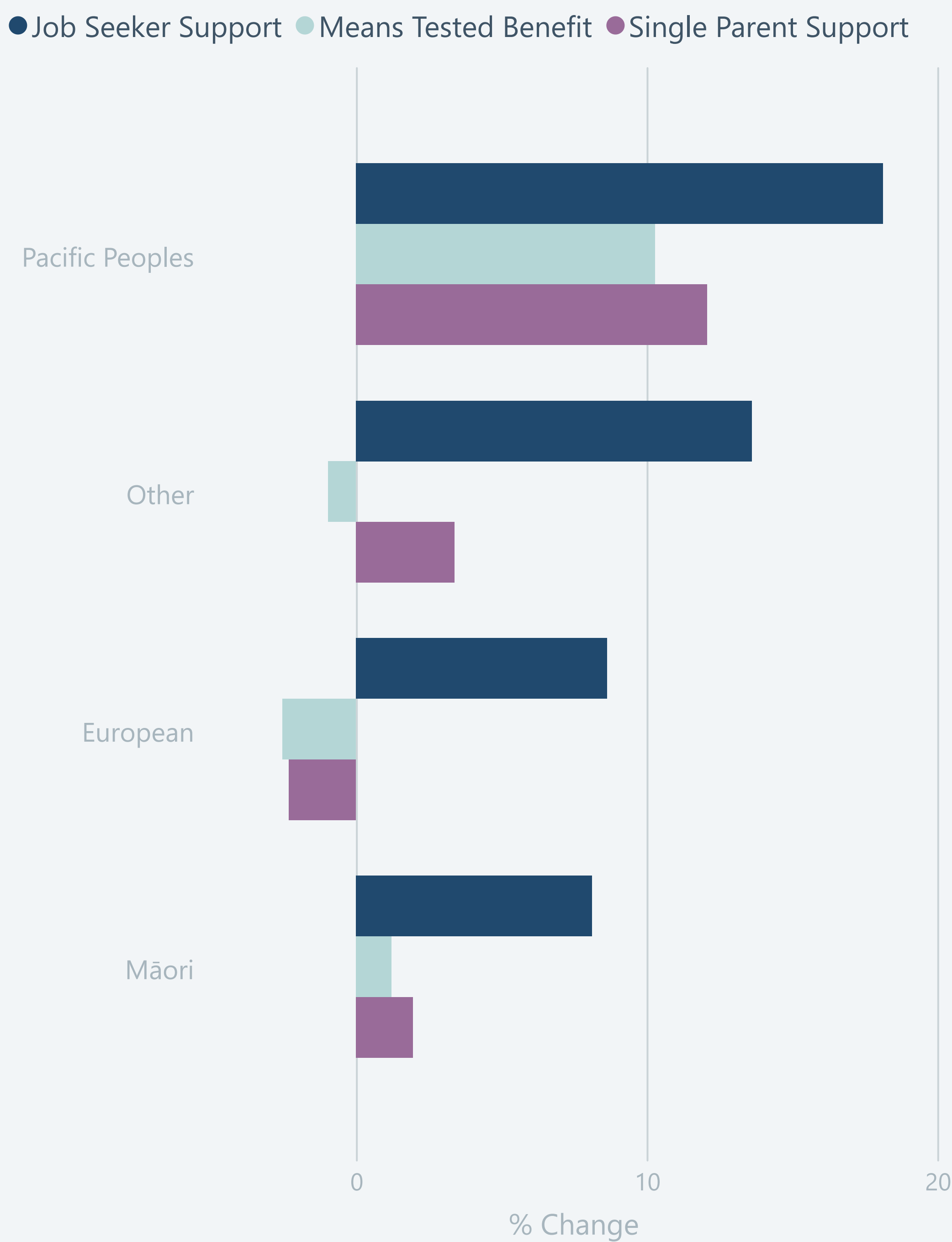


As of June 2023 the largest age band in Hamilton City is 30-34 (8.9%), 15.1% larger than the national distribution. The age band that has had the greatest change since June 2022 is 35-39, increasing by 5.46%.

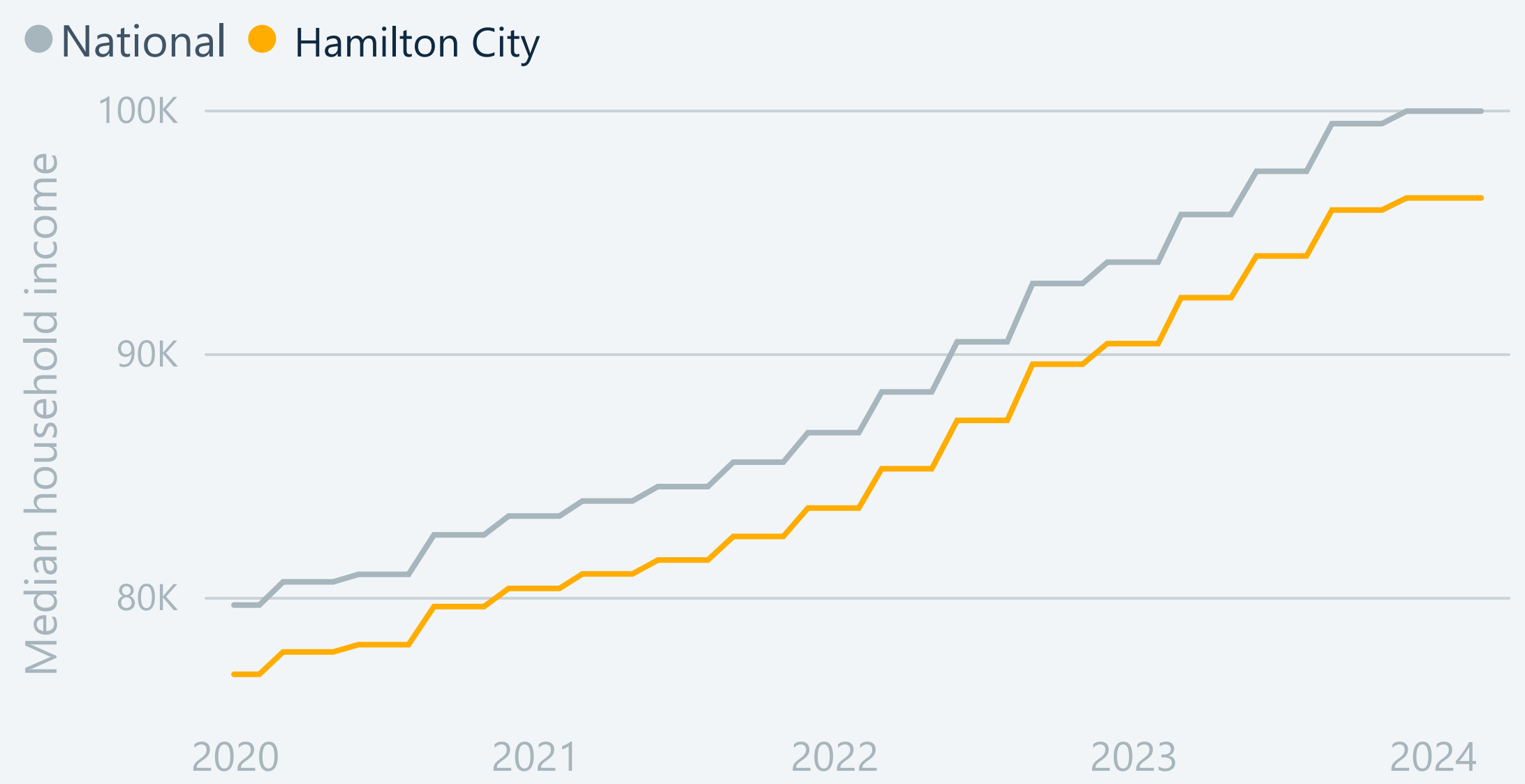
## Key Pillar Changes

|                           |          |             |   |                             |
|---------------------------|----------|-------------|---|-----------------------------|
| Job seeker support rate   | Mar 2024 | <b>8.1%</b> | <span style="color: red;">▲</span> 9.38%  | % change is from March 2023 |
| Means tested benefit rate | Mar 2024 | <b>3.8%</b> | <span style="color: green;">▼</span> 1.7% | % change is from March 2023 |
| Sole parent support rate  | Mar 2024 | <b>3.5%</b> | <span style="color: red;">▲</span> 0.78%  | % change is from March 2023 |

## Change in benefit rates by Ethnicity



## Median Household Income over time



As of March 2024, the median household income (adjusted for inflation) in Hamilton City was \$96,374. This is 3.6% less than the national median.

Within Hamilton City, the benefit rate by ethnicity with the greatest increase in the last 12 months was Job Seeker Support for Pacific Peoples, up 18.13% to a value of 8.63 claimants per 100 working adults (15-64yrs). Comparatively, Means Tested Benefit for European saw the greatest decrease over the last 12 months, down 2.52% to 3.07 claimants per 100 working adults.

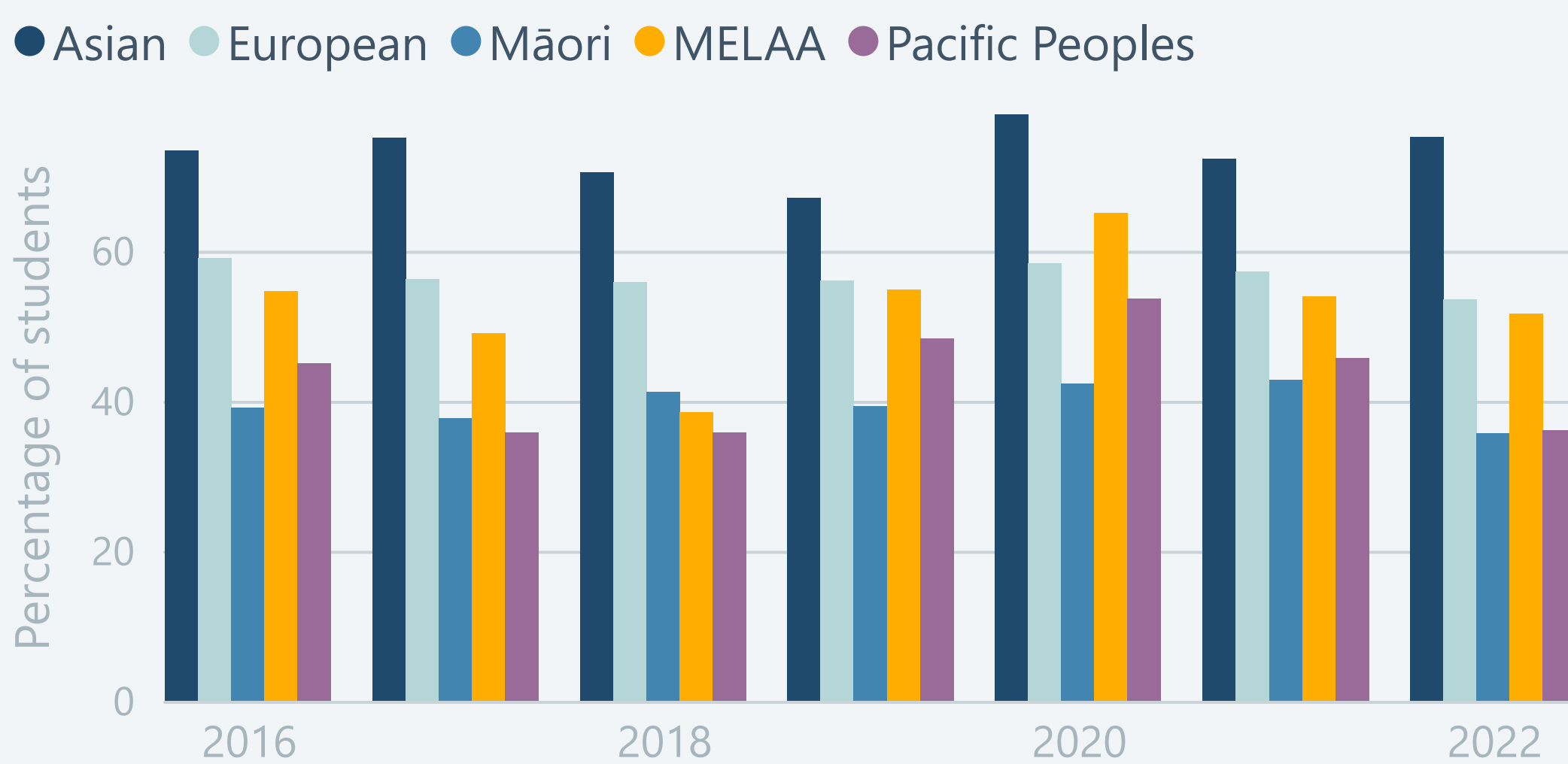
## Key Pillar Changes

Secondary school retention Jan 2022 **77.0%** ▽ 3.8% % change is from January 2021

Secondary school with highest proportion of students leaving with NCEA level 3 Jan 2022 **Waikato Diocesan School For Girls**

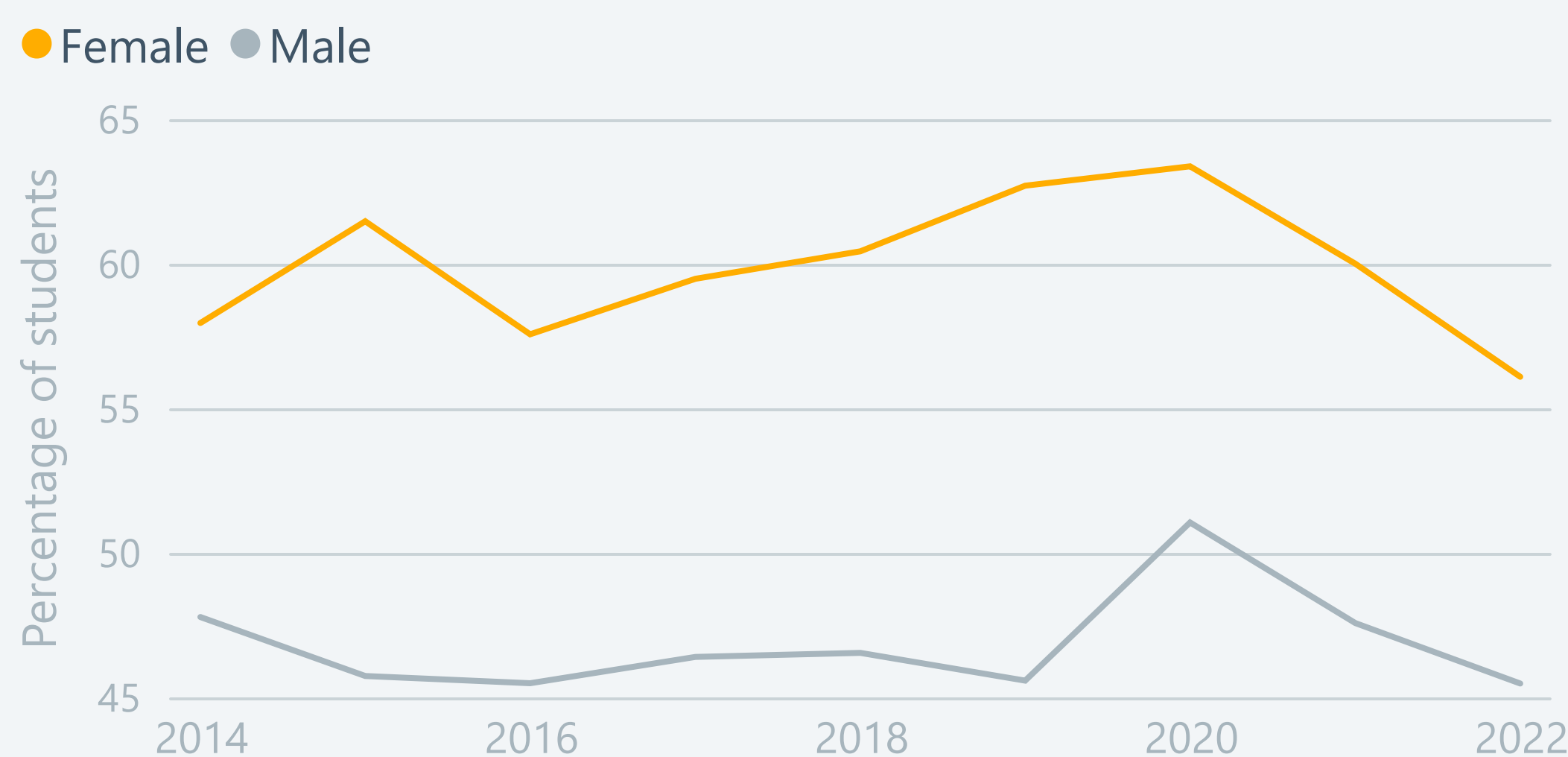
Ethnicity with greatest change in secondary school retention Jan 2022 **Māori** ▽ 7.71% % change is from January 2021

### School leavers with NCEA3 level by ethnicity



In 2022, Asian students in Hamilton City had the greatest proportion of students leaving with NCEA3. This is 2.11 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 1%. Māori NCEA Level 3 pass rates in Hamilton City are 100% 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 Hamilton City for female students has been 1.28 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 Hamilton City were lower for both females and males.

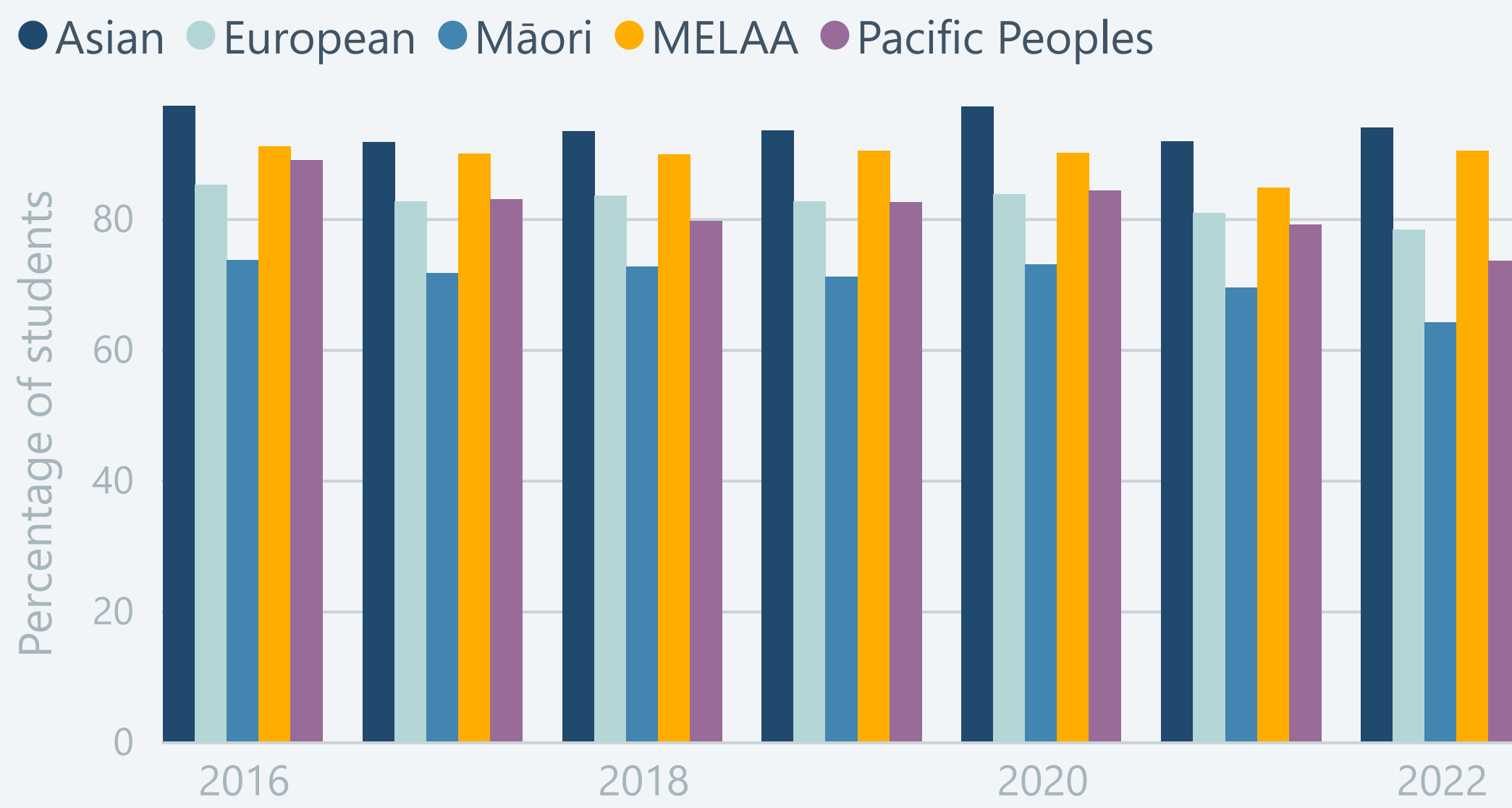
### Schools with greatest change in NCEA3 pass rate

In 2022, the school with the greatest change in the percentage of students leaving with NCEA Level 3 (pass rate) since 2021 was Hamilton Girls' High School, with a 10.72% decrease. Note that the table includes only those schools with more than 50 students.

| School                            | % Change | Pass Rate |
|-----------------------------------|----------|-----------|
| Hamilton Girls' High School       | ▽ 10.72  | 56.52     |
| St John's College (Hillcrest)     | ▽ 8.42   | 47.90     |
| Waikato Diocesan School For Girls | ▲ 6.92   | 91.96     |
| Sacred Heart Girls' College (Ham) | ▽ 6.89   | 63.69     |
| Rototuna Senior High School       | ▽ 6.48   | 49.16     |

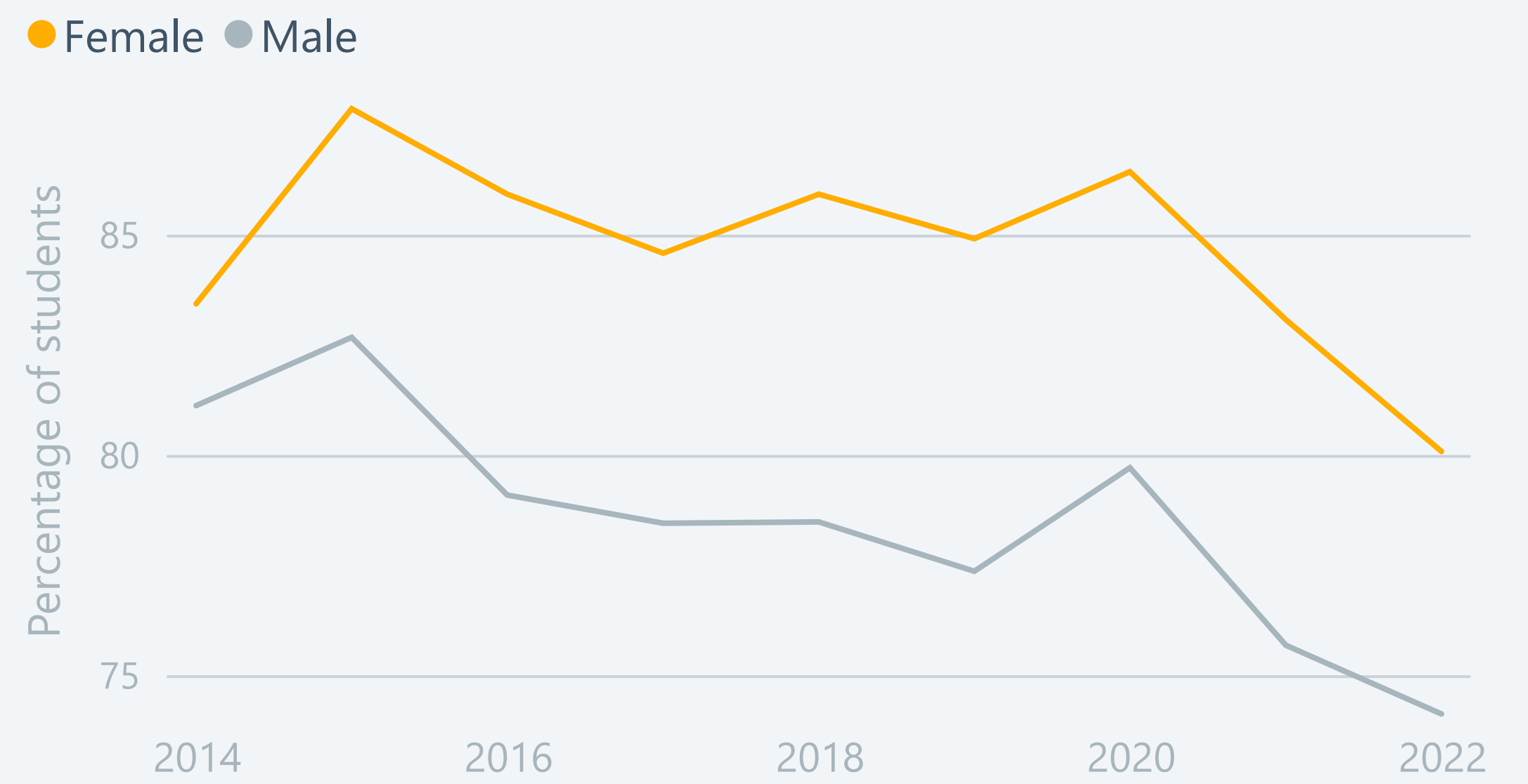


## Secondary school retention by ethnicity



In 2022, Asian students in Hamilton City had the greatest retention rate. This is 1.47 times larger than Māori students, who have the lowest retention rate. European students have seen the greatest change in retention, with a decrease of 3.3%. Māori retention rates in Hamilton City are 99% of National Māori rates.

## Secondary school retention by gender



On average, since 2014, the retention rate in Hamilton City of female students has been 1.08 times larger than male students. In 2022, the retention rates of female students compared with male students has remained the same as the average.. Compared to national figures, in 2022 the retention rates in Hamilton City 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 Fairfield College, with a 9.1% decrease. Note that the table includes only those schools with more than 50 students.

| Community                         | % Change | Retention rate |
|-----------------------------------|----------|----------------|
| Fairfield College                 | ▼ 9.10   | 54             |
| Fraser High School                | ▼ 7.78   | 62             |
| Sacred Heart Girls' College (Ham) | ▼ 6.56   | 83             |
| Hamilton Girls' High School       | ▼ 6.28   | 81             |
| St John's College (Hillcrest)     | ▼ 5.50   | 74             |

! 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.



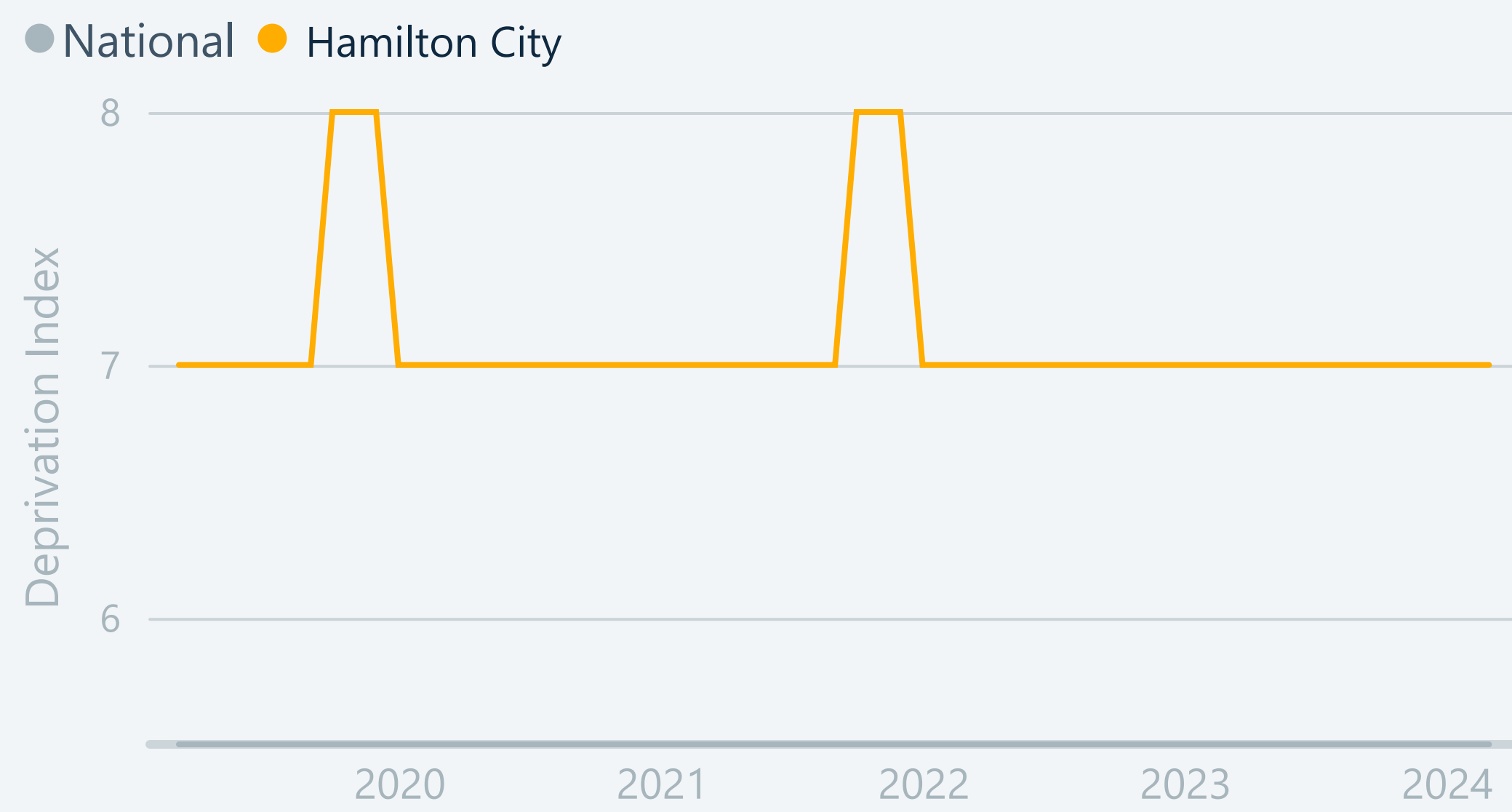
## Key Pillar Changes

Deprivation Index Mar 2024 **7.0** — 0% % change is from February 2024

Community with greatest decrease in deprivation score Mar 2024 **Te Rapa North** ▽ 3.66% % change is from March 2023

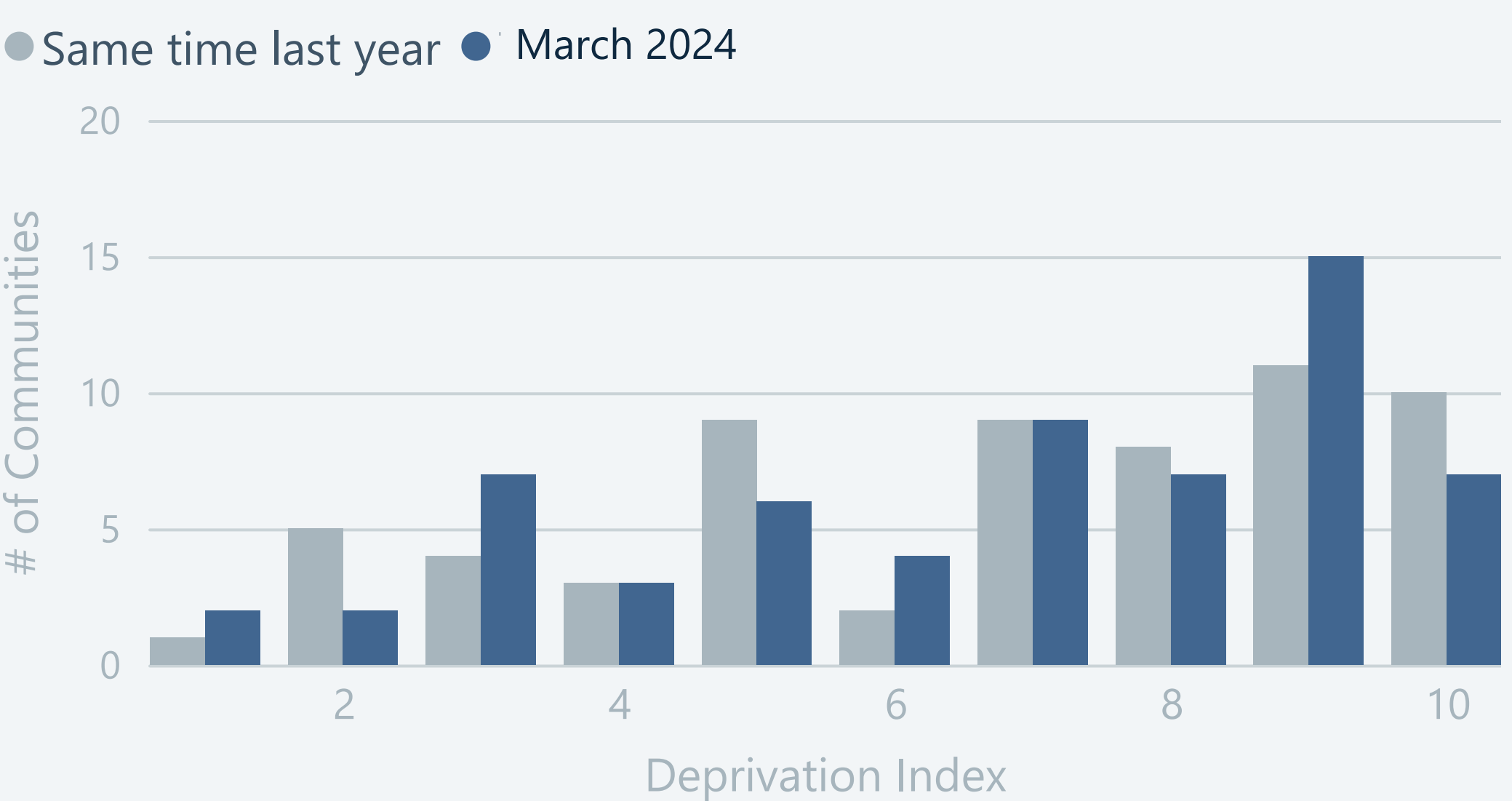
Community with greatest increase in deprivation score Mar 2024 **Temple View** ▲ 2.97% % change is from March 2023

## Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Hamilton City has seen no change, and is 7 as of March 2024. The deprivation index is 27.3% above the national median index of 5.5.

## Distribution of Deprivation Index



In Hamilton City, 46.8% of the population live in highly deprived communities (deprivation index 8-10), whereas 17.7% live in high socio-economic performing communities (deprivation index 1-3).

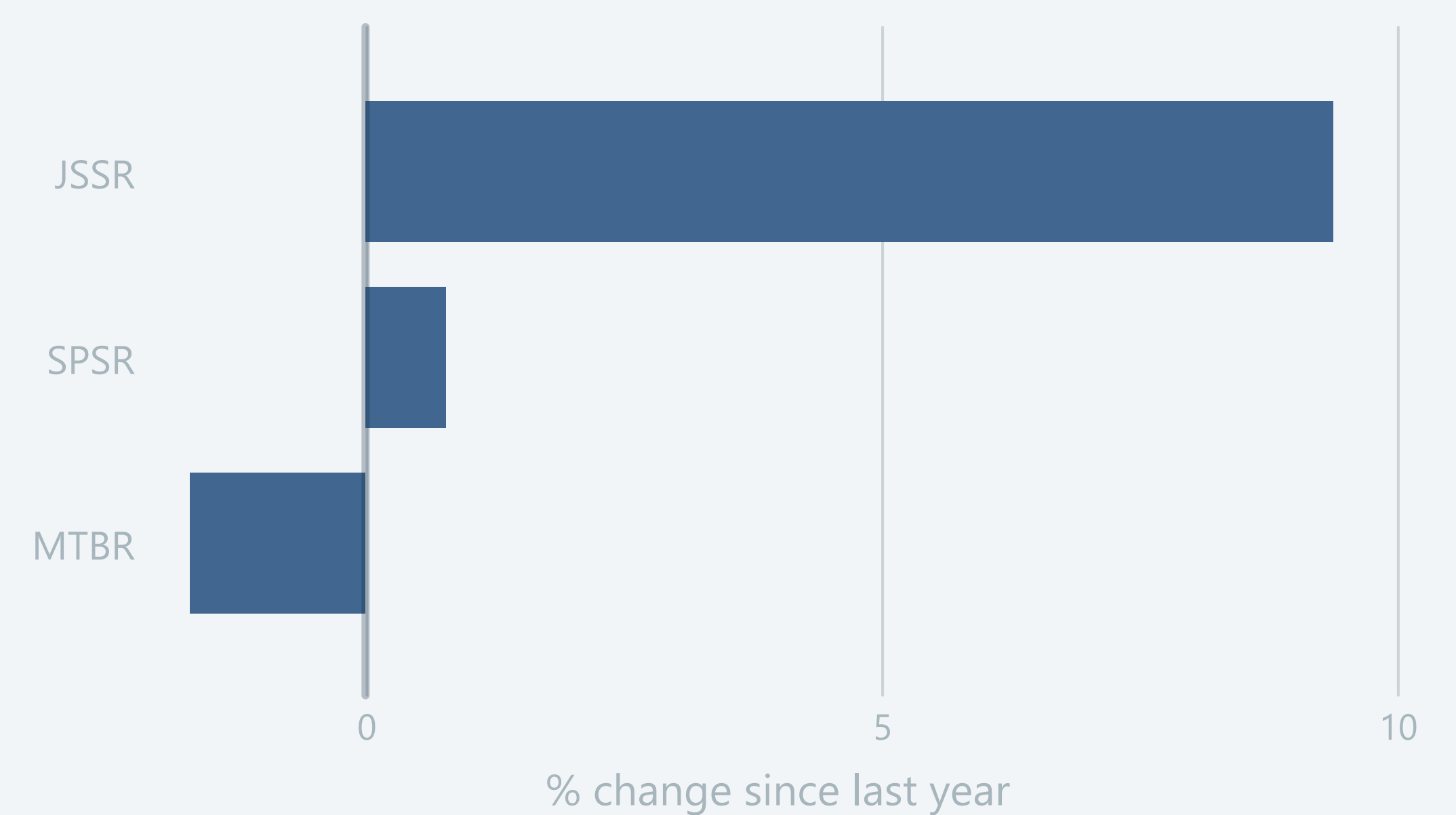
**i** Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

## Communities with the Greatest Change

| Community     | % Change | Depr. score |
|---------------|----------|-------------|
| Te Rapa North | ▽ 3.66   | 936.58      |
| Temple View   | ▲ 2.97   | 1,017.28    |
| Pukete West   | ▽ 1.70   | 1,012.56    |
| Whitiora      | ▽ 1.64   | 1,057.71    |
| Kirikiroa     | ▽ 1.62   | 1,104.40    |

The community with the greatest change in deprivation score since the same time last year was Te Rapa North, with a 3.7% 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 9.38% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

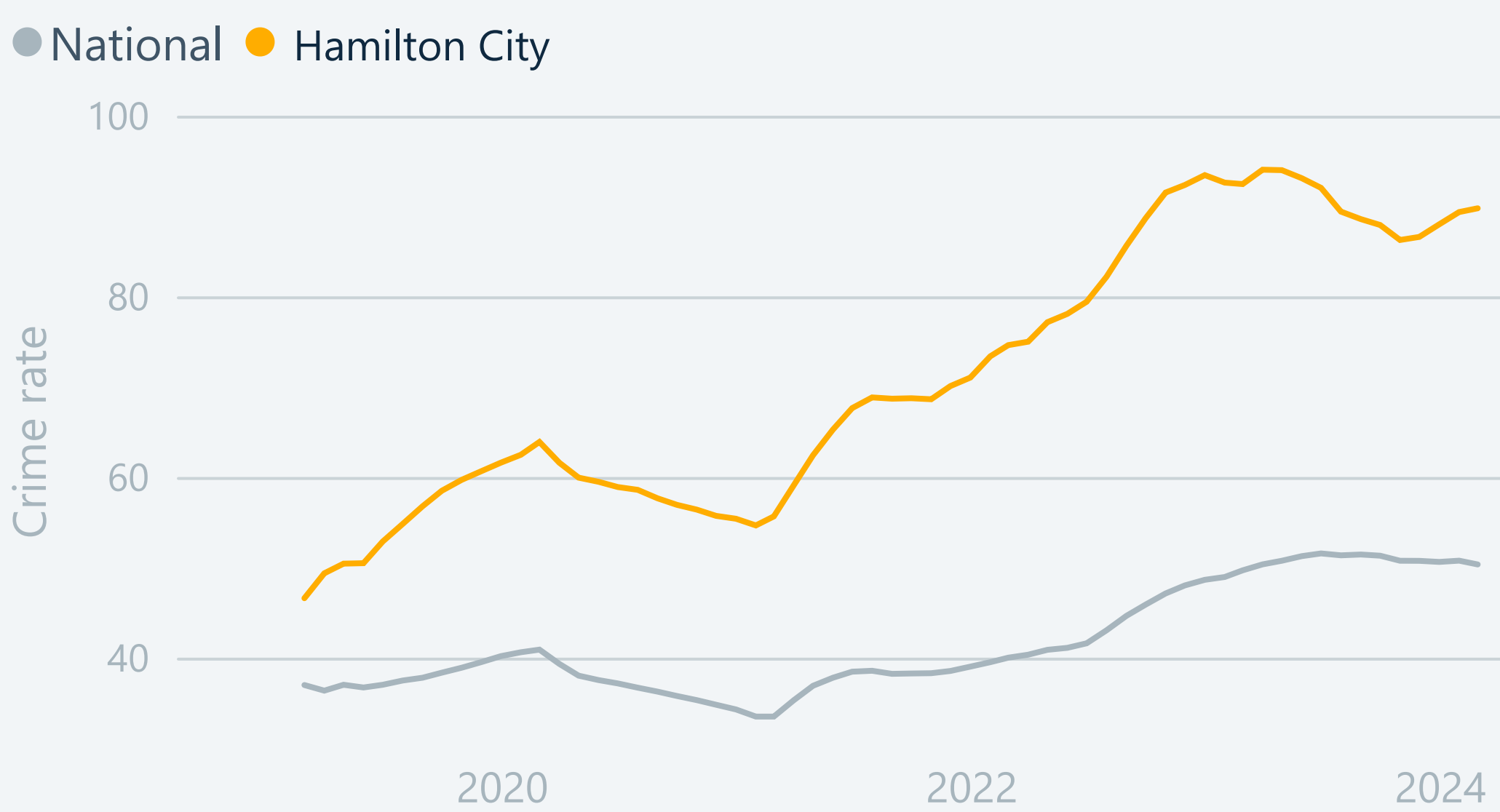
## Key Pillar Changes

**Crime rate** Mar 2024 **89.8** ▲ 3.66% % change is from December 2023

**Crime type with the greatest change in crime rate** Mar 2024 **Theft From Retail Premises** ▲ 22.09% % change is from December 2023

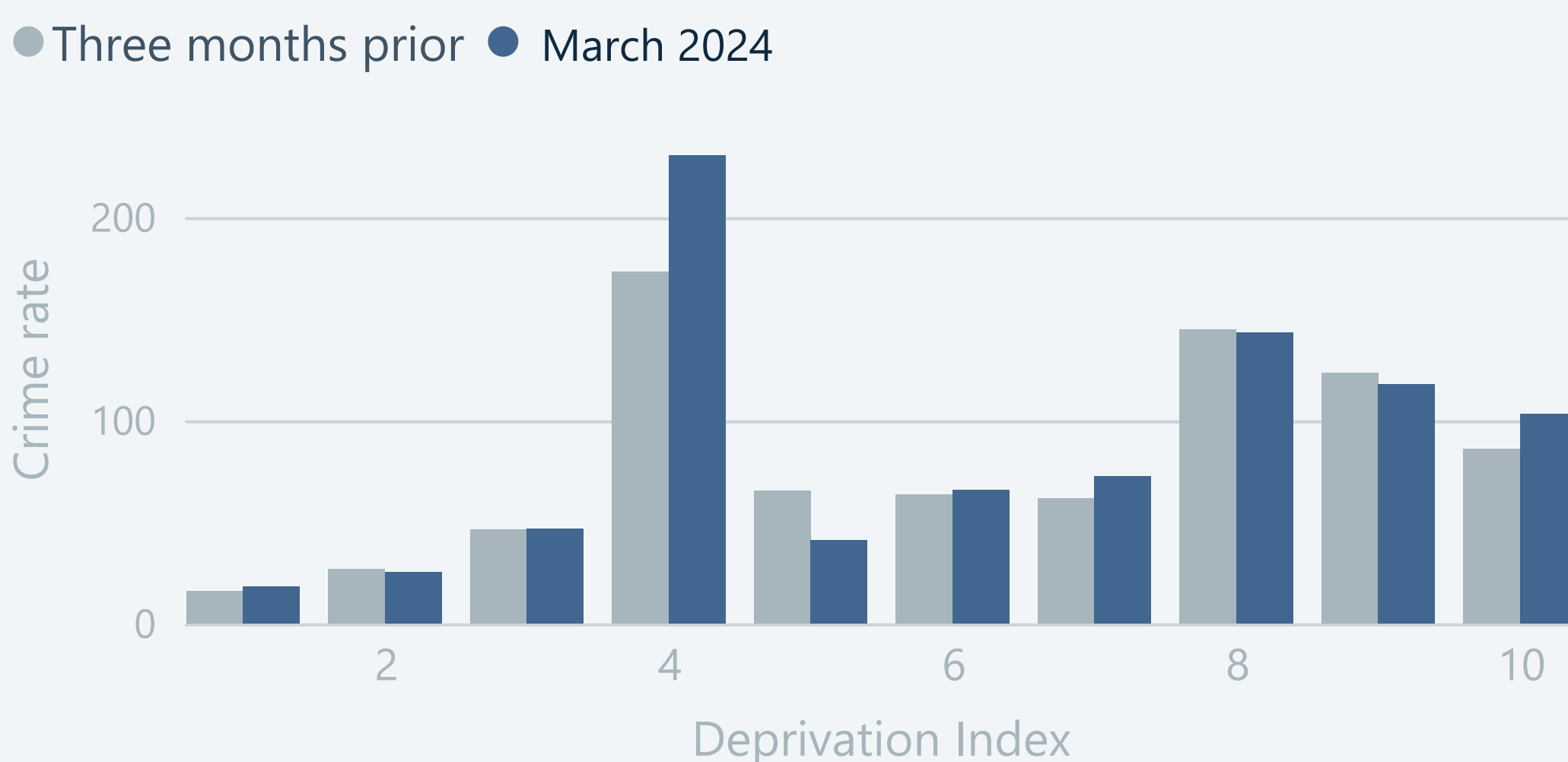
**Community with greatest change in crime rate** Mar 2024 **Dinsdale South** ▲ 74.74% % change is from December 2023

## Comparison to National Crime Rate



Compared with the same time last year the crime rate in Hamilton City has decreased by -2.9%, and is 89.8 as at March 2024. The crime rate is 78.4% above the national rate of 50.3.

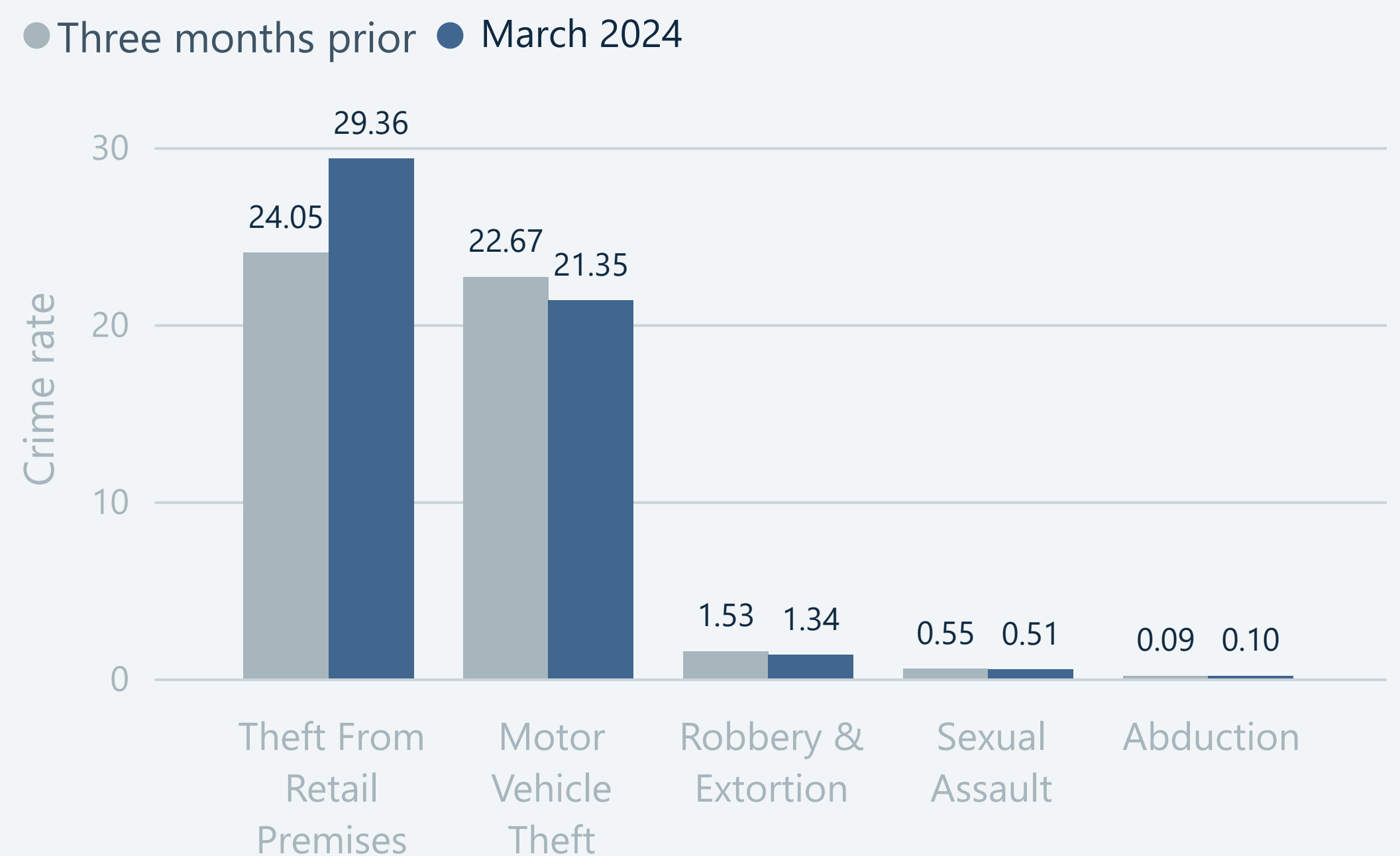
## Crime Rate by Deprivation Index



In Hamilton City, communities with a deprivation index of 4 have the highest crime rate. The crime rate in these communities is 12.7 times higher than those with a deprivation index of 1, the group with the lowest crime rate. Communities with a deprivation index of 4 have seen the greatest change in their crime rate over the last 3 months, with an increase of 33%.

**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 Hamilton City, the most prevalent type of crime in March 2024 was 'Theft From Retail Premises. The type of crime that had the greatest change in the last 3 months was 'Theft From Retail Premises', with an increase of 22.1%.

## Communities with Greatest Change

| Community                       | % Change | Crime rate |
|---------------------------------|----------|------------|
| Dinsdale South                  | ▲ 74.74  | 178.0      |
| Chartwell                       | ▲ 55.95  | 361.9      |
| Western Heights (Hamilton City) | ▽ 25.52  | 29.5       |
| Temple View                     | ▽ 20.20  | 22.2       |
| Pukete East                     | ▲ 18.44  | 29.1       |

Dinsdale South saw the greatest change in crime rate over the last 3 months in Hamilton City, with an increase of 74.7%.



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