

Quarterly Report

Hamilton City

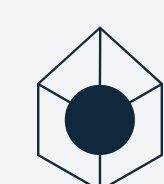
Summary

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

 New Business Registrations this month

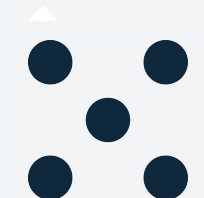
— 181.0

As of June 2024, Hamilton City saw 181.0 new business registrations, since March 2024.

 Rental affordability (% of income spent on rent)

▼ 25.8%

As of June 2024, residents of Hamilton City spent 25.8% of their household income on rent, a decrease of 0.85% compared with March 2024.

 Gambling spend per capita

▼ \$46

As of March 2024, an average of \$46.0 was spent by individuals over 18 years in Hamilton City through electronic gaming machines, a decrease of 8.21% compared with December 2023.

 Crime rate

▲ 90.2

In June 2024, Hamilton City had a crime rate of 90.2 incidents per 10,000 people, an increase of 0.39% compared with March 2024.

 Deprivation Index

— 7.0

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

 Job seeker support rate

▲ 8.3%

In June 2024, 8.3% of the working population (15-64 years) in Hamilton City claimed Job Seeker Support, an increase of 12.41% compared with June 2023.

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

Key Pillar Changes

New Business Registrations this month Jun 2024 **181.0** 0% % change is from March 2024

Business Deregistrations this month Jun 2024 **236.0** 143.3% % change is from March 2024

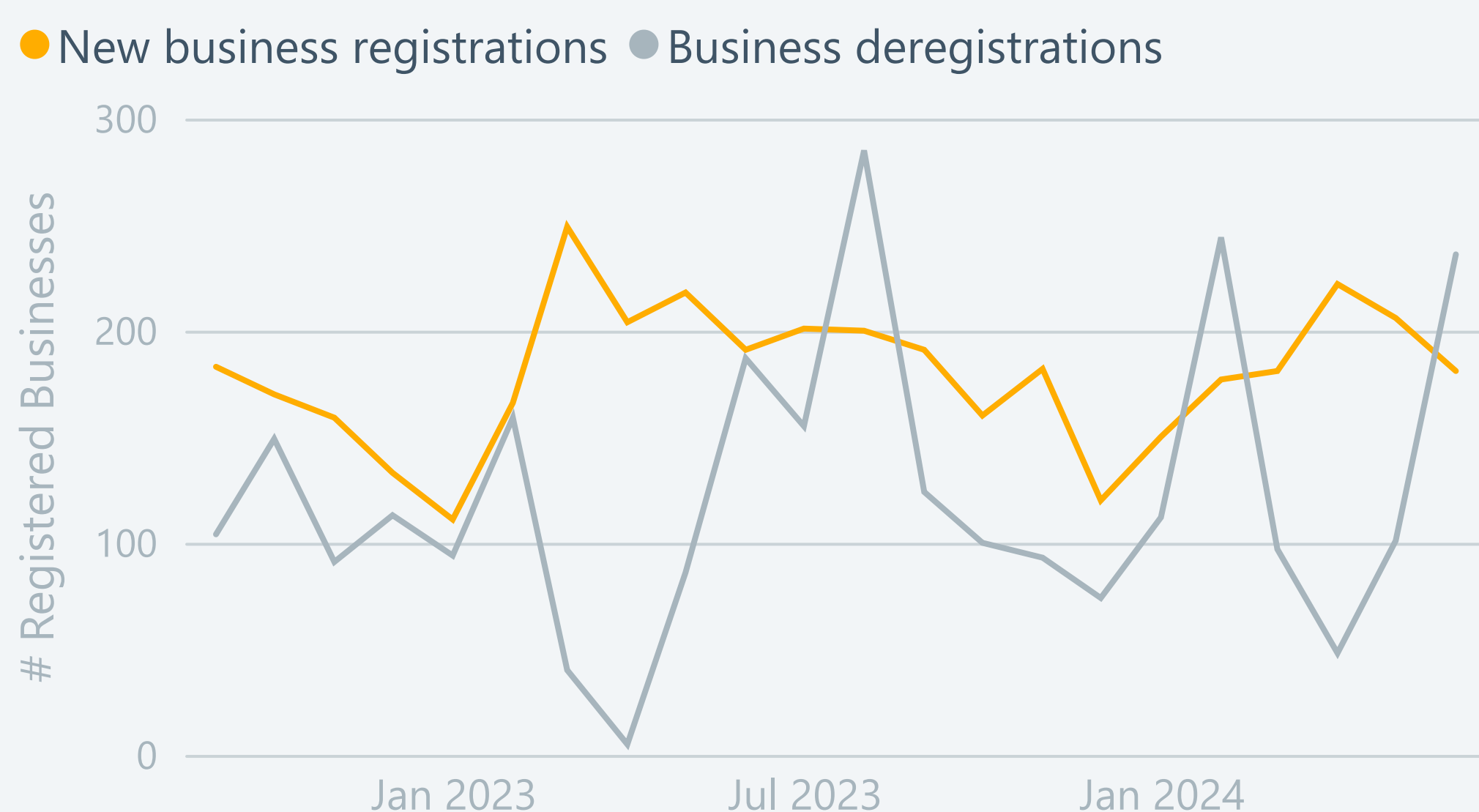
Total tourism spend this quarter May 2024 **\$107.1M** 5.02% % change is from February 2024

Total number of businesses registered to date



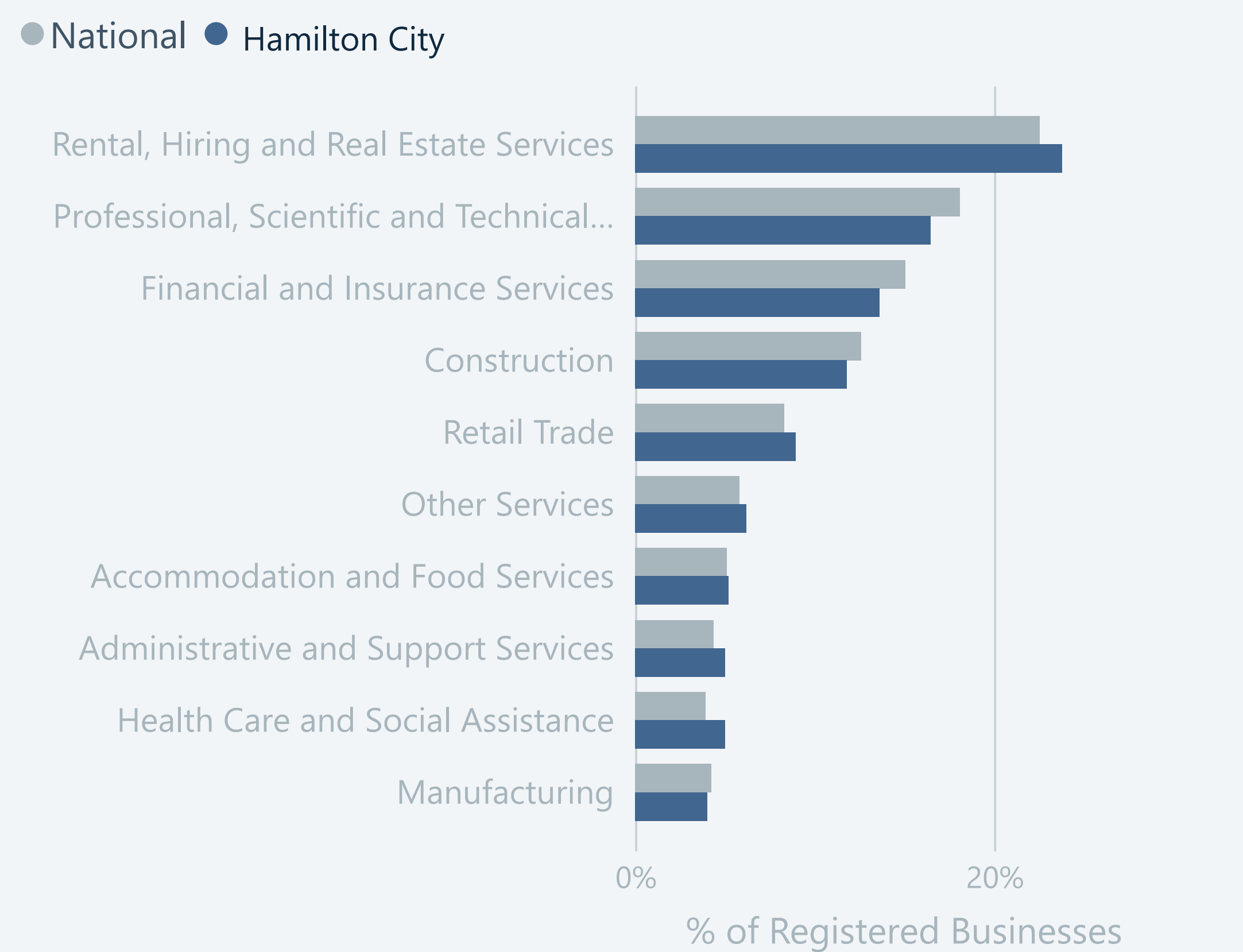
As of June 2024 there were 26430 registered businesses in Hamilton City. Over the last 12 months the number of registered businesses has increased by 502. Nationally, the number of registered businesses has increased by 0.94%.

Business openings and closings in the last year



Comparing June 2024 with June 2023 Hamilton City has seen a decrease in the number of new business registrations of 5.2% and an increase in the number of business deregistrations of 26.2%.

Distribution of registered businesses by industry



Rental, Hiring and Real Estate Services is the largest industry operating in Hamilton City and makes up 20.5% of all currently registered businesses.

Tourism spend this quarter



In May 2024, \$34.1M was spent in Hamilton City from domestic and international visitors to the district. Domestic tourism made up 85.2% of total tourism spend, and has decreased by 1.14% since the same time last year, whereas international tourism has increased by 18.54% in the same time period.

Visiting countries with the greatest spend

Visiting country	\$ Change	Spend
Australia	▼ \$131K	\$3.1M
China	▼ \$199K	\$1.4M
Rest of Asia	▲ \$188K	\$1.4M
United Kingdom	▲ \$1M	\$2.6M
United States of America	▲ \$1.8M	\$4.6M

This quarter, the largest spend from international tourists visiting Hamilton City came from United States of America, with tourists spending \$4.6M. This represents an increase of \$1.8M since the same quarter last year.

Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Bay of Plenty	▼ \$1.5M	\$13.5M
Waikato	▼ \$690K	\$25.9M
Auckland	▼ \$2.2M	\$26.8M
Wellington	▼ \$207K	\$3.5M
Manawatu-Wanganui	▼ \$407K	\$4.1M

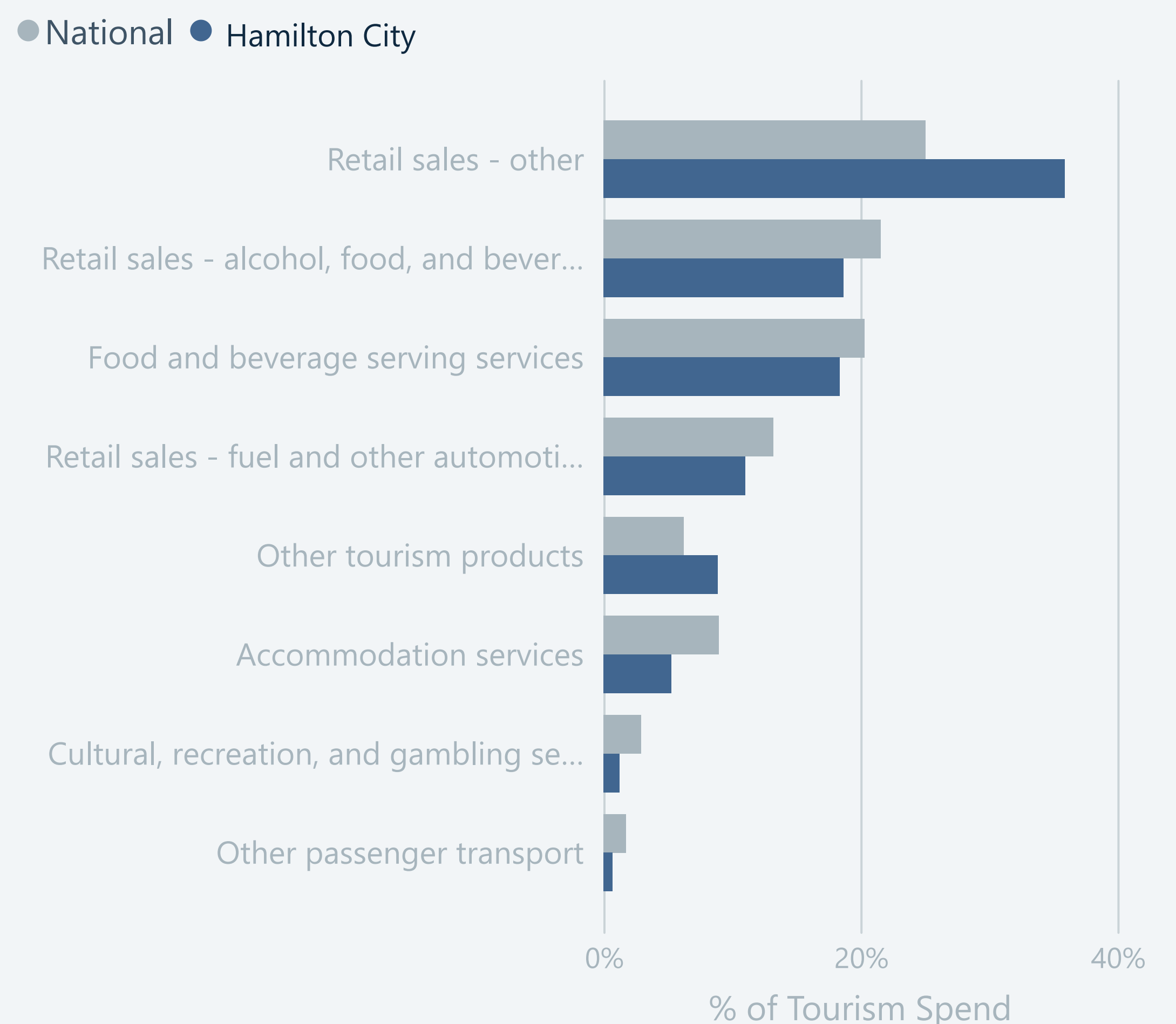
This quarter, the largest spend from domestic tourists visiting Hamilton City came from the Auckland region, with tourists spending \$26.8M. This represents a decrease of \$2.2M since the same quarter last year.

Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
United States of America	▲ \$1.8M	\$4.6M
United Kingdom	▲ \$1M	\$2.6M
Rest of Americas	▲ \$780K	\$1M

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 \$780K 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 43% larger than the national proportion.

Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Marlborough	▲ \$55K	\$244K
Nelson	▲ \$94K	\$311K
Otago	▼ \$287K	\$1.2M

This quarter, Hamilton City saw the greatest % change in domestic tourism spend from those visiting from the Nelson region since the same quarter last year, with a \$94K 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.

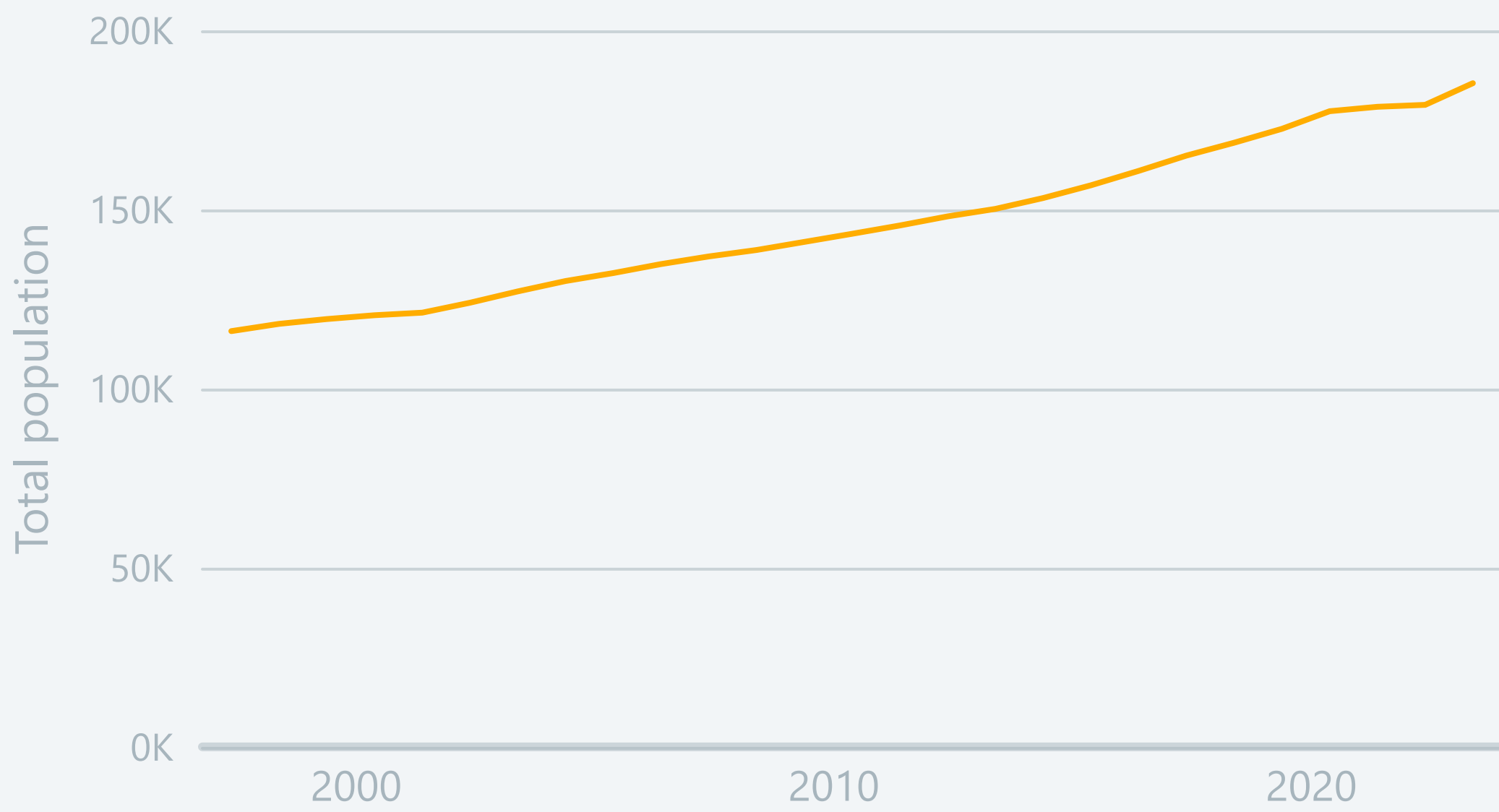


Demographics

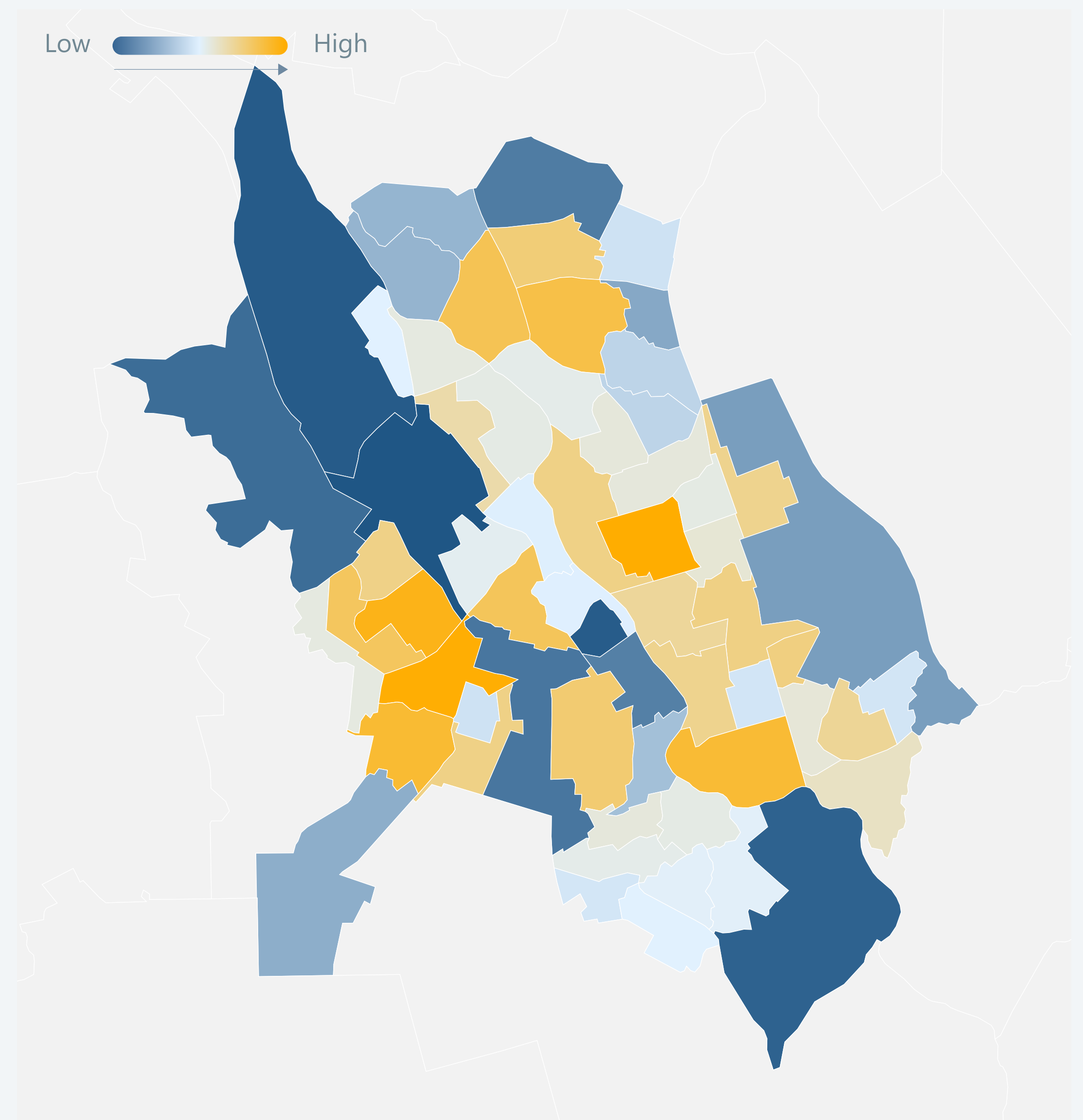
Estimated population

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.



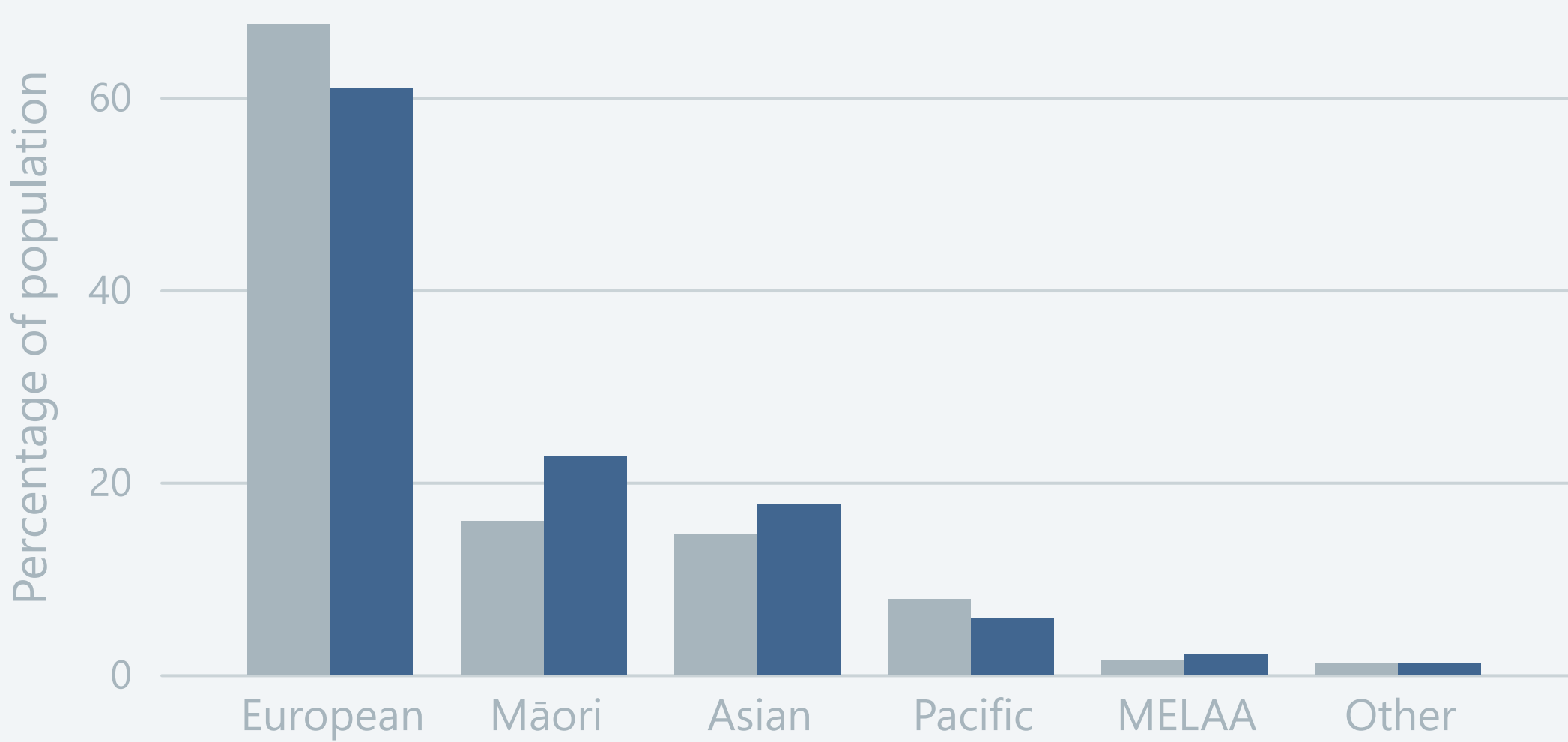
Population distribution



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

Ethnic distribution

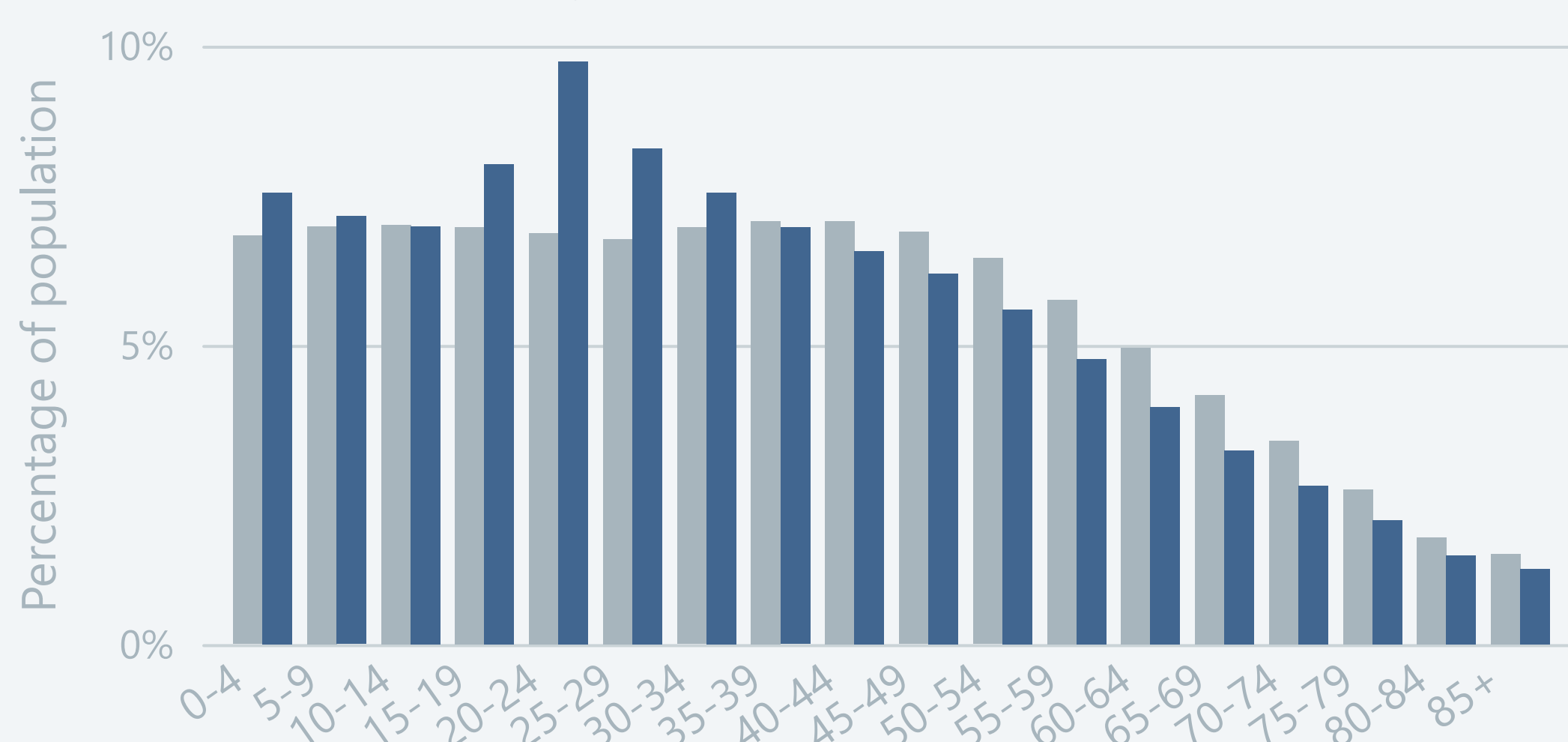
● National ● Hamilton City



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

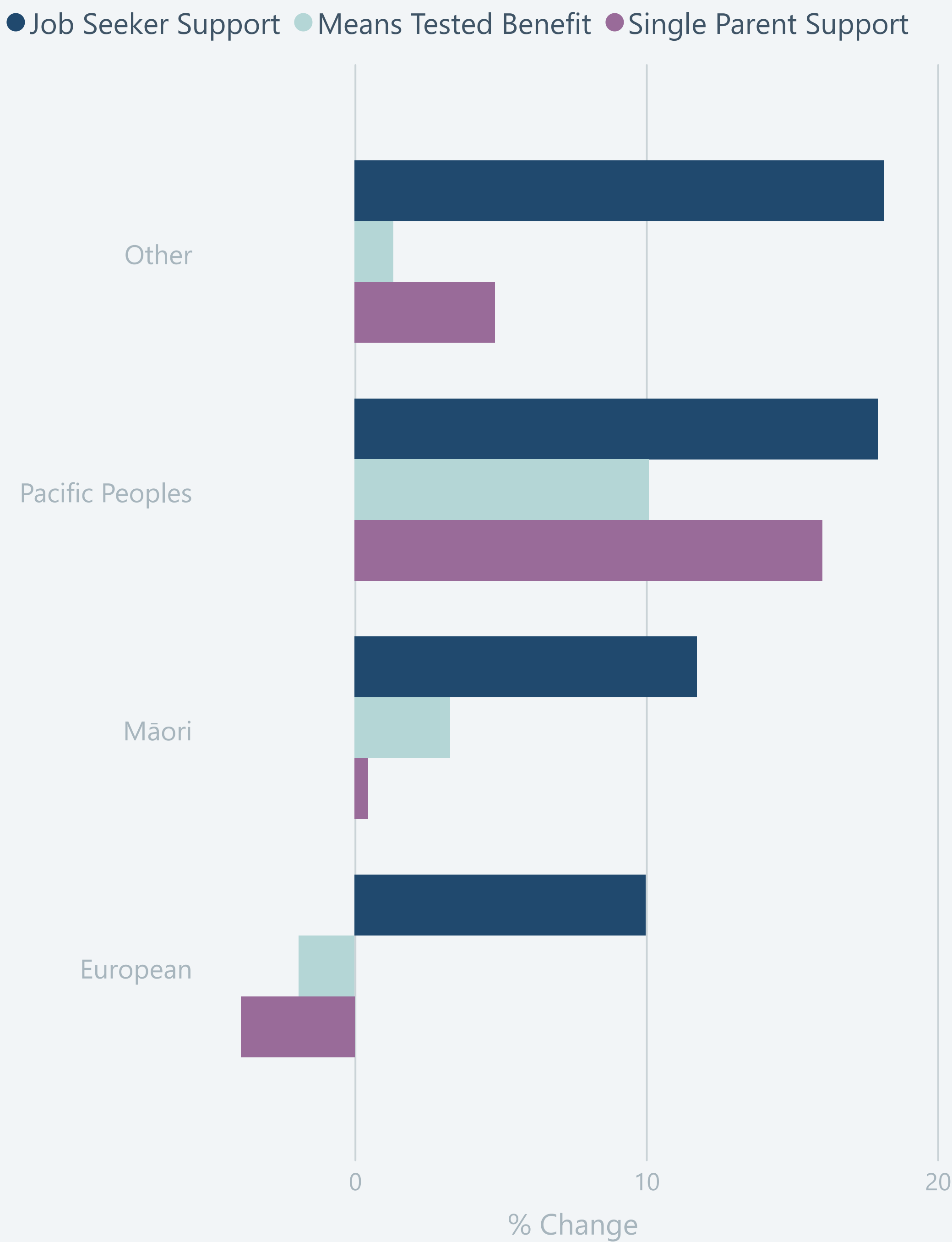


As of June 2023 the largest age band in Hamilton City is 30-34 (8.9%), 15.1% larger than the national distribution. The age band that has had the greatest change since June 2022 is 35-39, increasing by 5.46%.

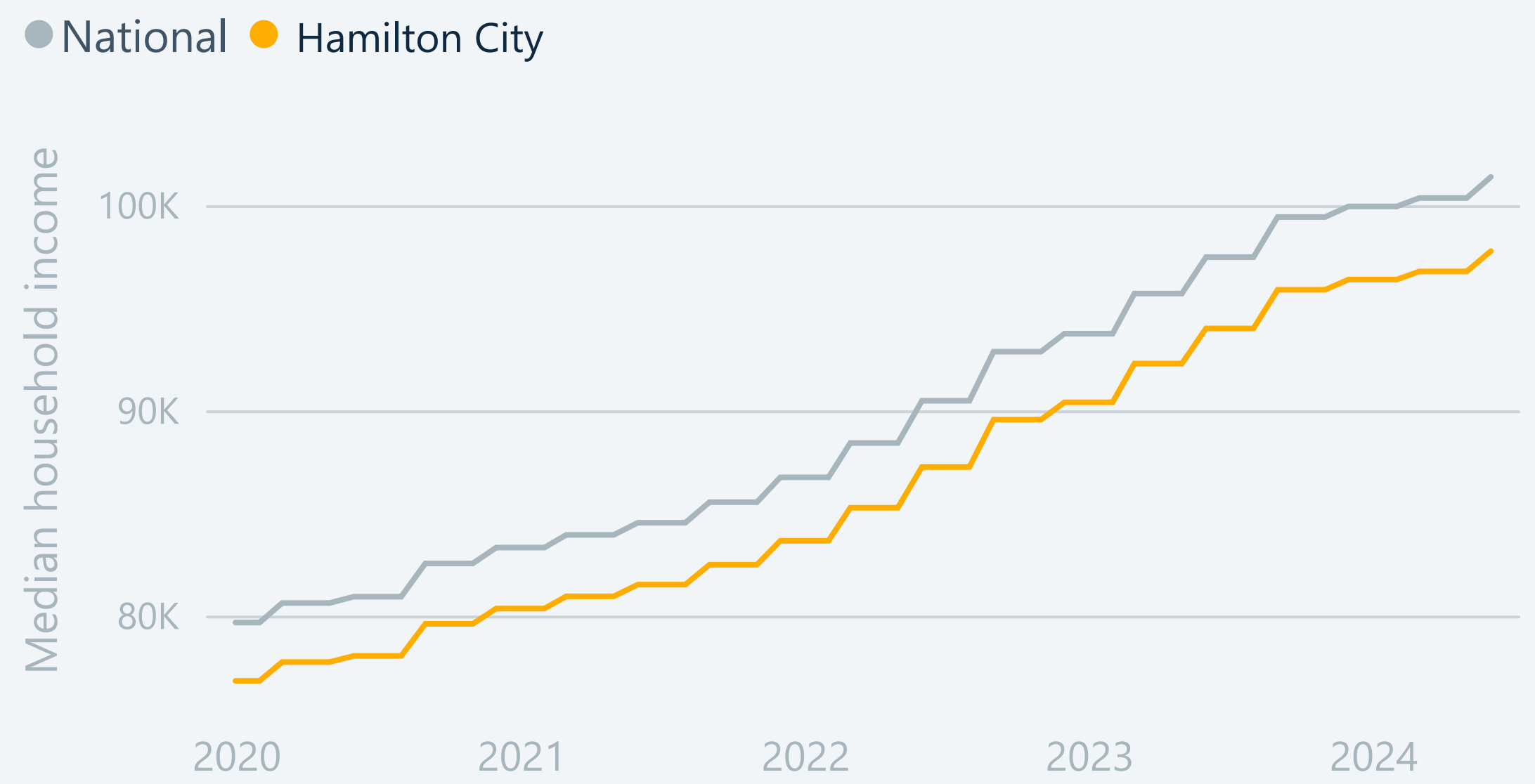
Key Pillar Changes

Job seeker support rate	Jun 2024	8.3%	▲ 12.41%	% change is from June 2023
Means tested benefit rate	Jun 2024	3.8%	▼ 0.1%	% change is from June 2023
Sole parent support rate	Jun 2024	3.5%	▲ 0.22%	% change is from June 2023

Change in benefit rates by Ethnicity



Median Household Income over time



As of June 2024, the median household income (adjusted for inflation) in Hamilton City was \$97,763. 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 Other ethnicities (Asian, MELAA and other), up 18.16% to a value of 5.04 claimants per 100 working adults (15-64yrs). Comparatively, Single Parent Support for European saw the greatest decrease over the last 12 months, down 3.9% to 1.88 claimants per 100 working adults.

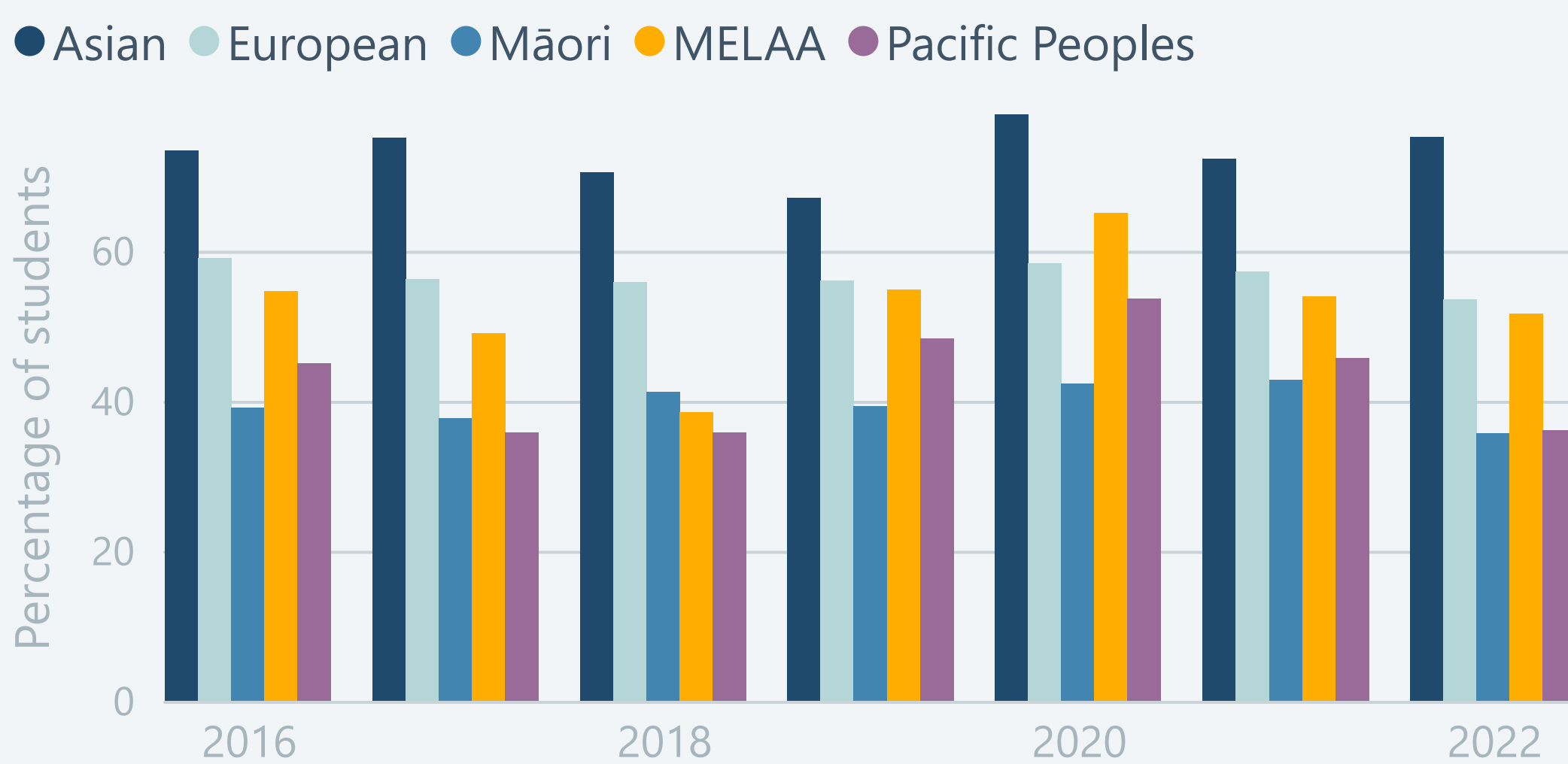
Key Pillar Changes

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**

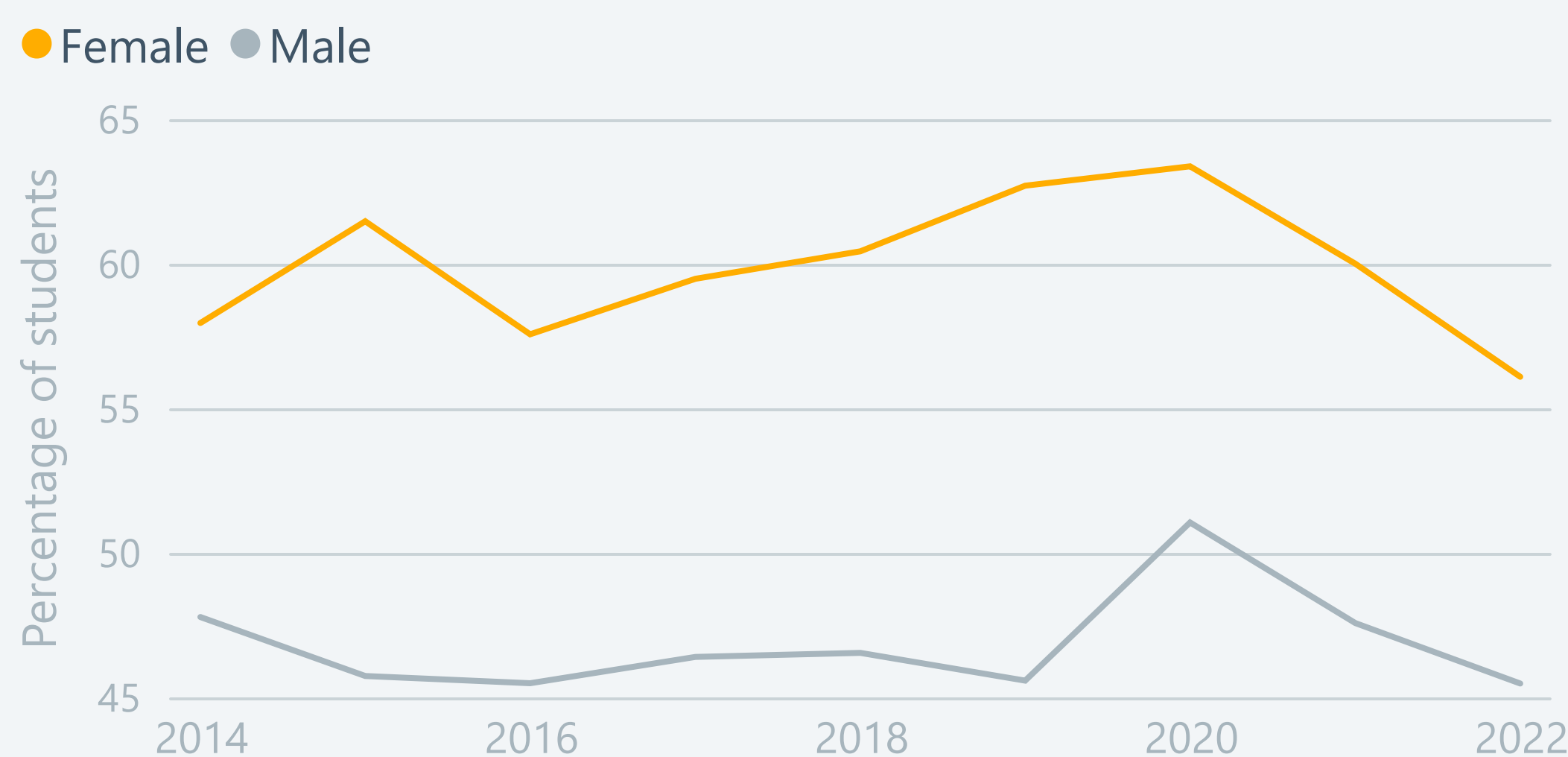
Ethnicity with greatest change in secondary school retention Jan 2022 **Māori** ▽ 7.71% % change is from January 2021

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



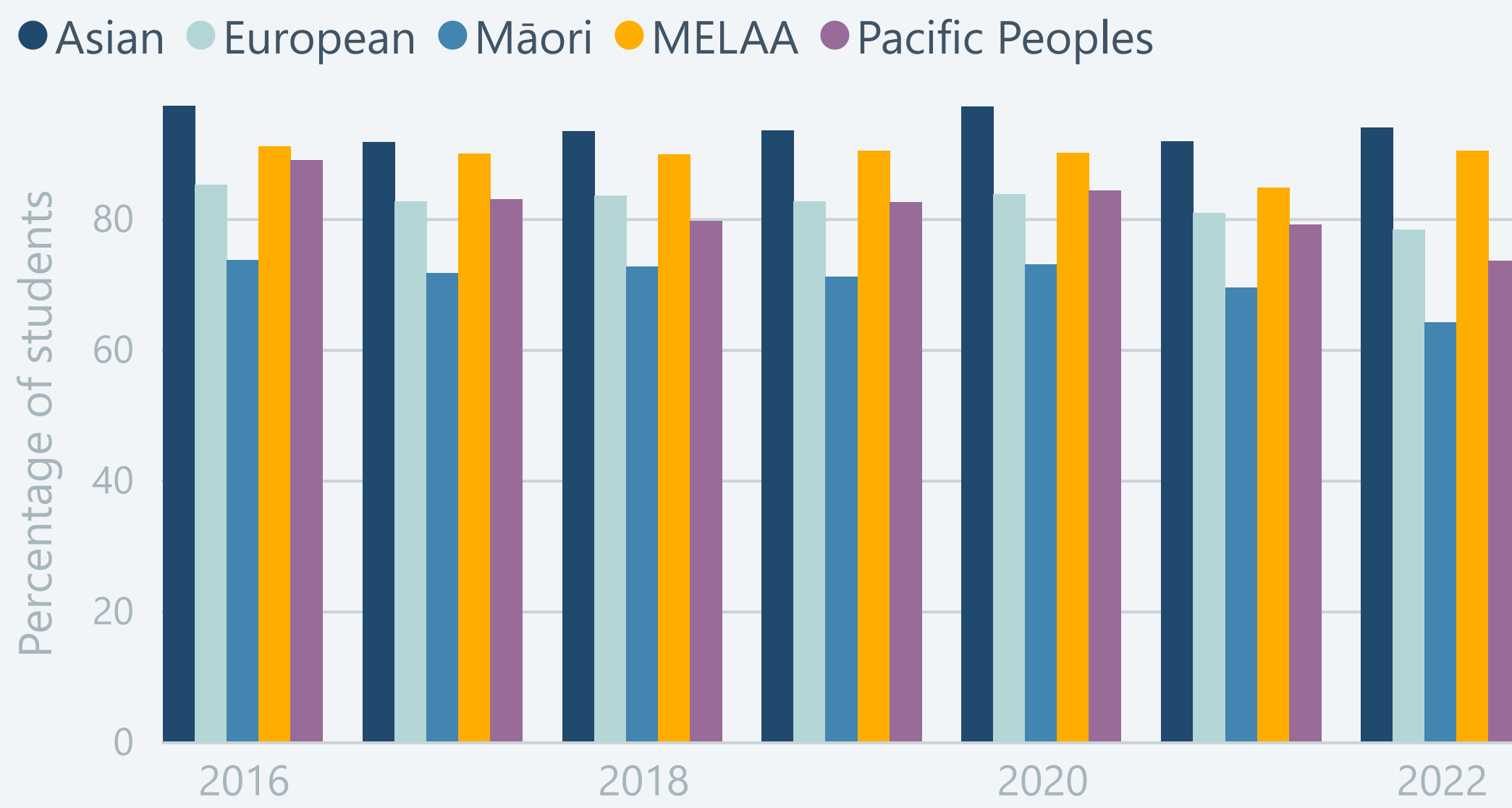
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Hamilton City for female students has been 1.28 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for female students compared with male students was less than average. Compared 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.

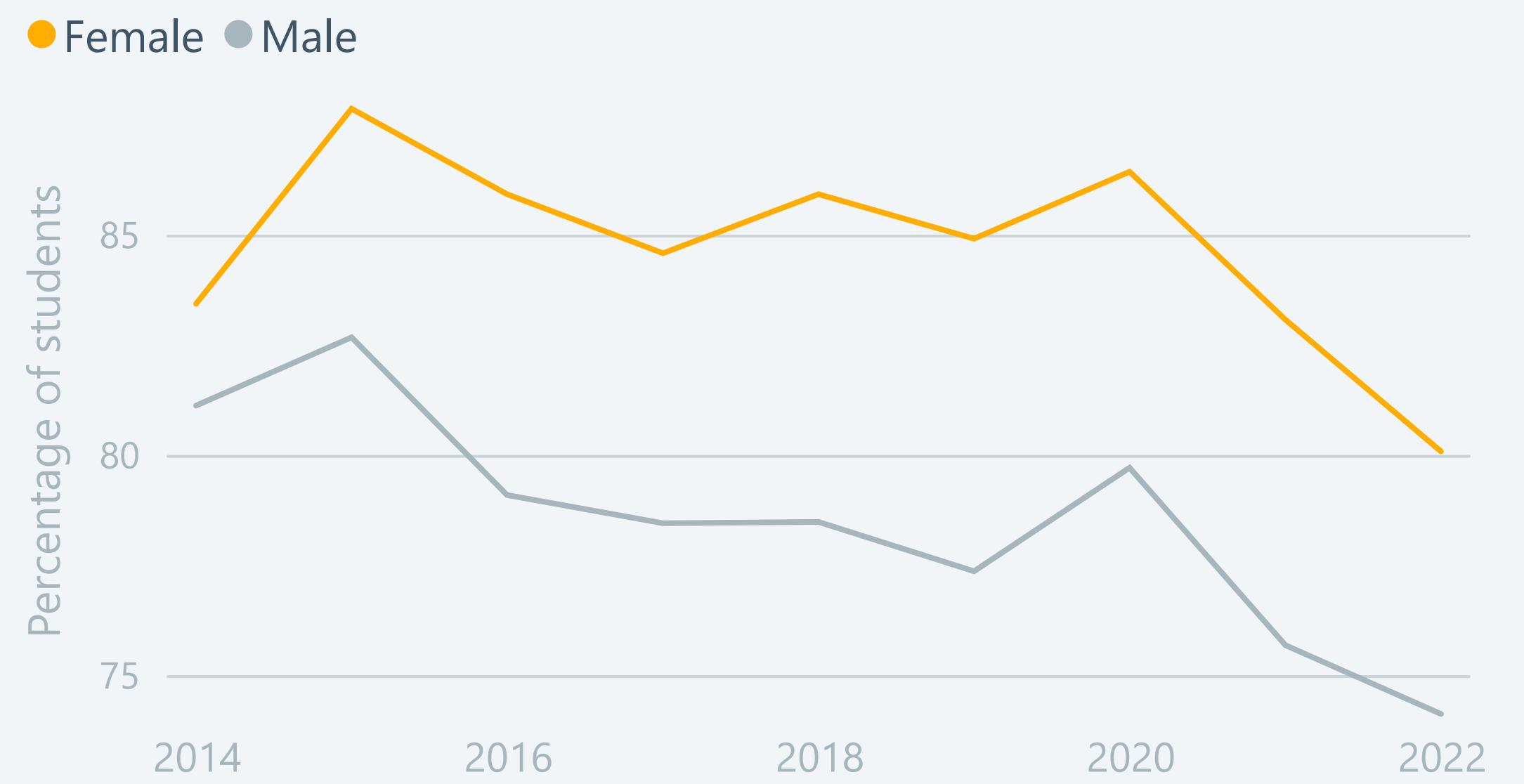
School	% Change	Pass Rate
Hamilton Girls' High School	▽ 10.72	56.52
St John's College (Hillcrest)	▽ 8.42	47.90
Waikato Diocesan School For Girls	▲ 6.92	91.96
Sacred Heart Girls' College (Ham)	▽ 6.89	63.69
Rototuna Senior High School	▽ 6.48	49.16

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.

Deprivation

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

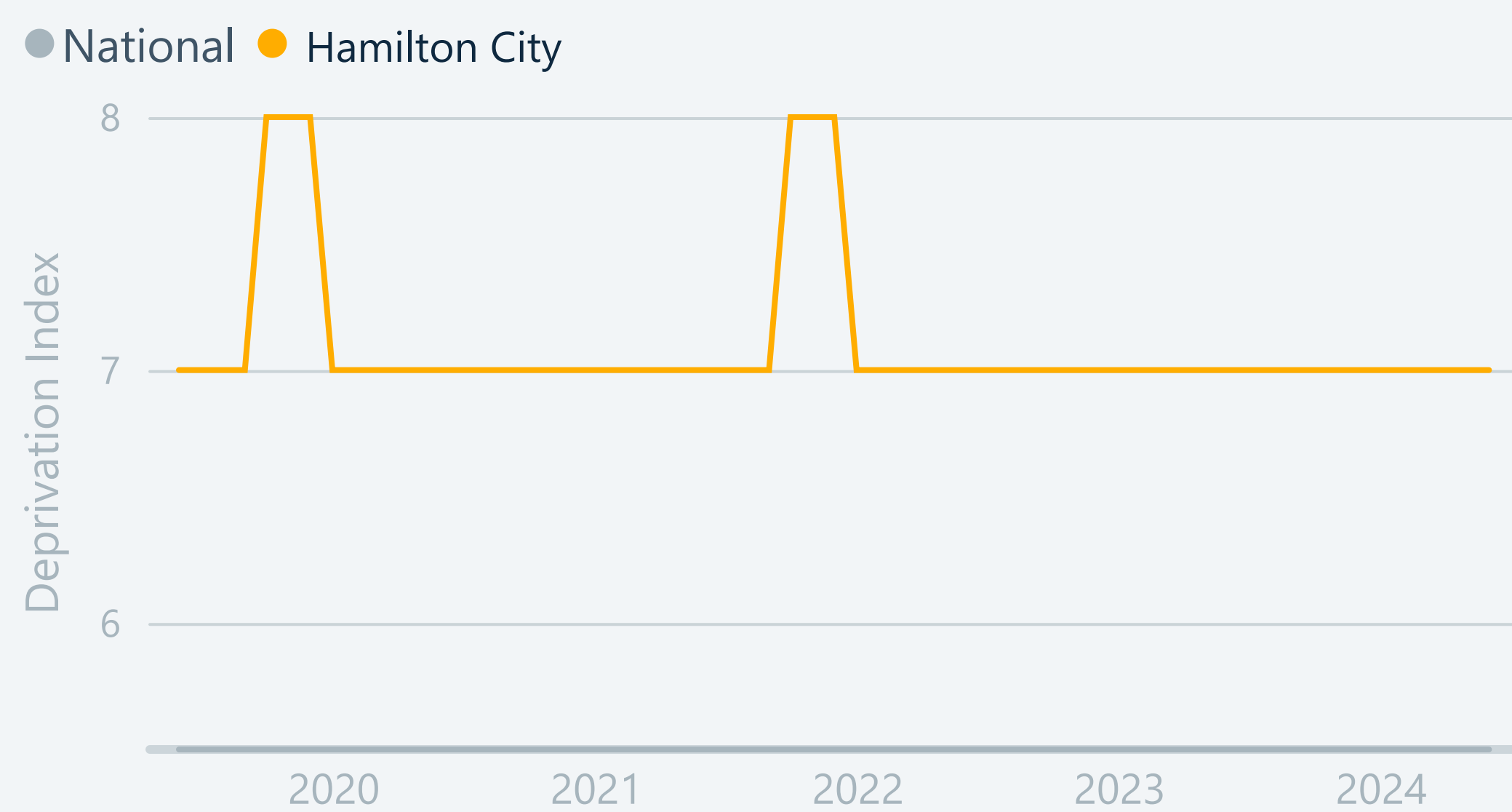
Key Pillar Changes

Deprivation Index Jun 2024 **7.0** — 0% % change is from May 2024

Community with greatest decrease in deprivation score Jun 2024 **Chedworth** ▽ 1.78% % change is from June 2023

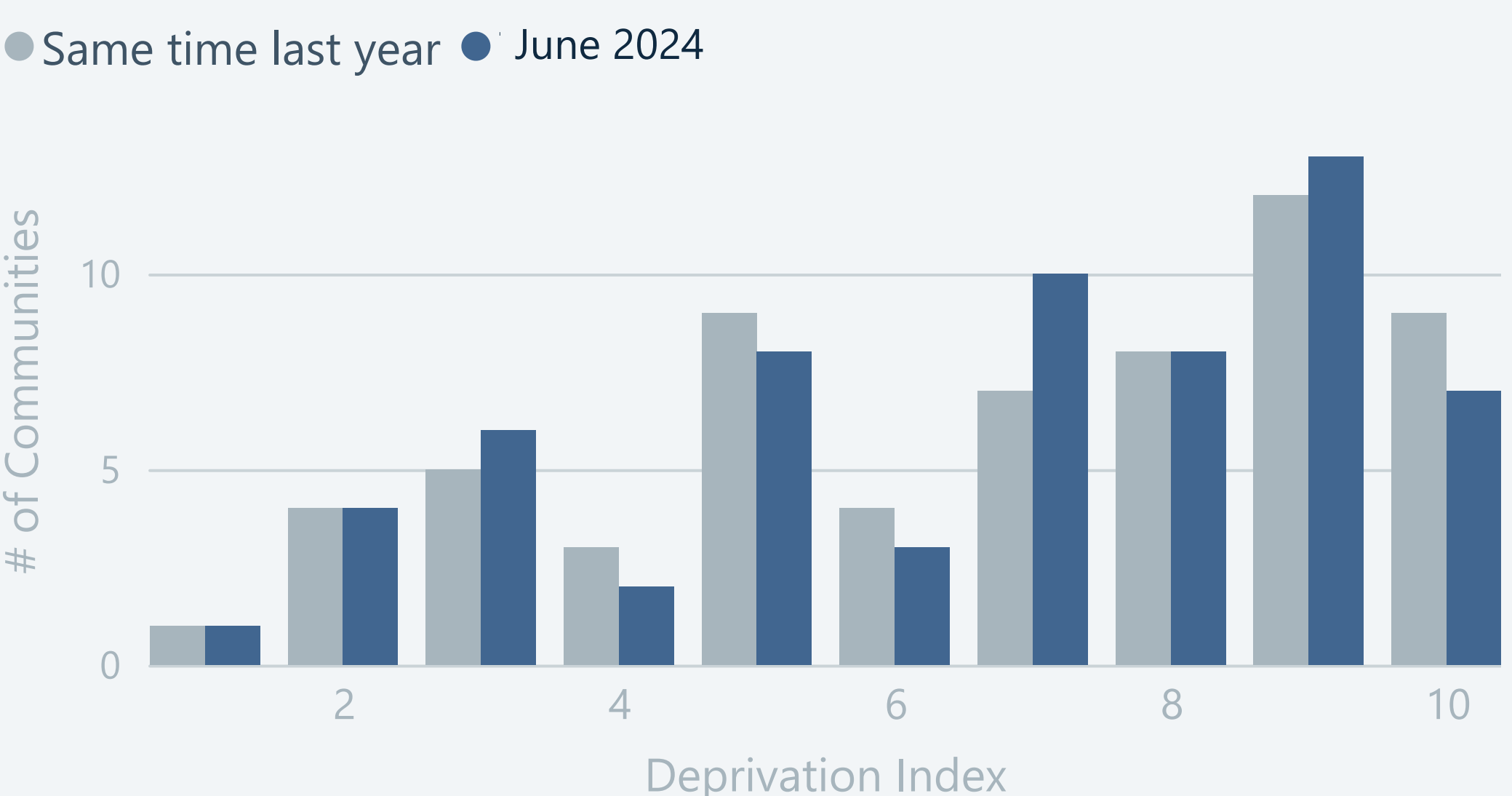
Community with greatest increase in deprivation score Jun 2024 **Temple View** ▲ 2.36% % change is from June 2023

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 June 2024. The deprivation index is 27.3% above the national median index of 5.5.

Distribution of Deprivation Index



In Hamilton City, 45.2% 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).

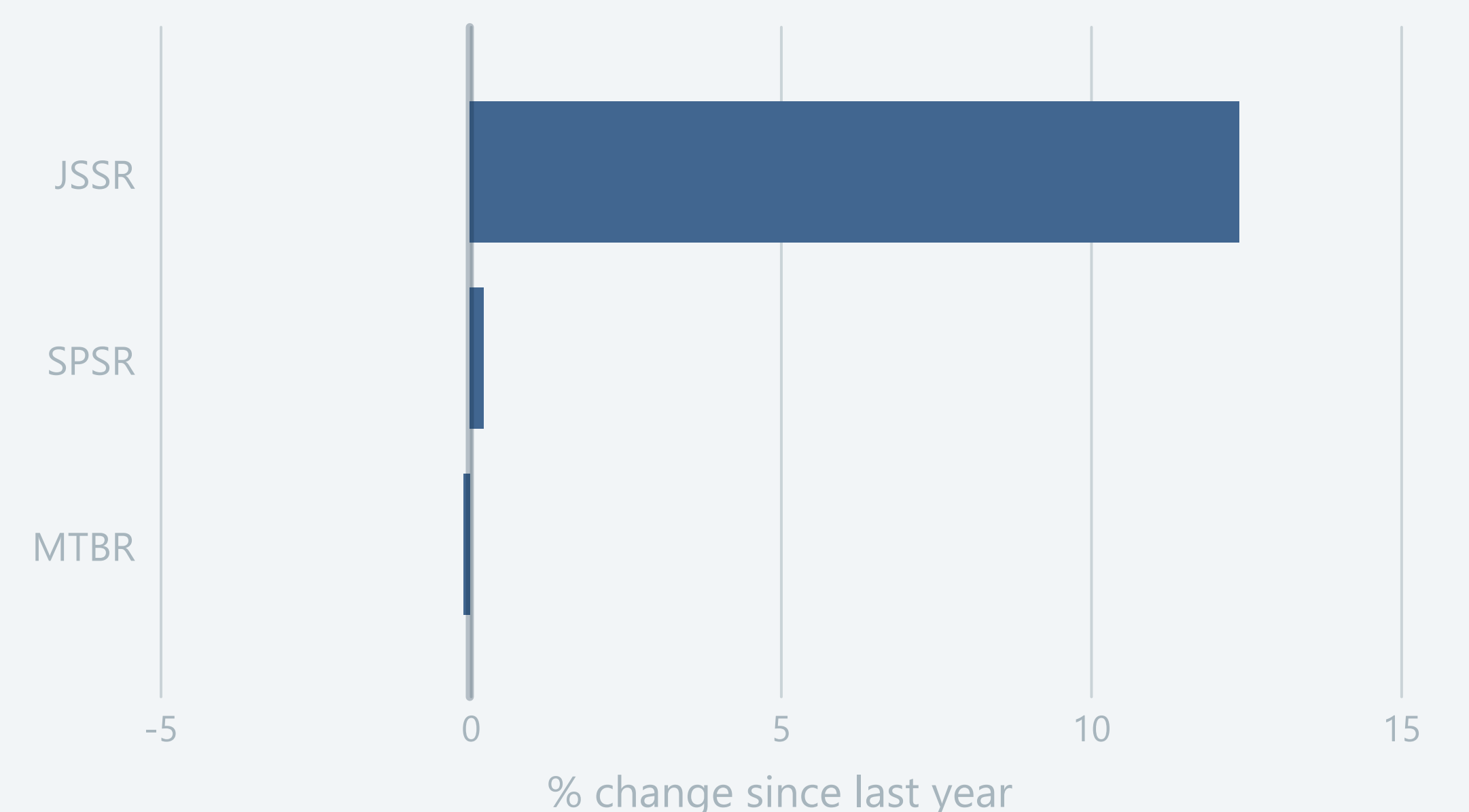
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Temple View	▲ 2.36	1,025.14
Te Rapa North	▲ 1.81	966.06
Chedworth	▽ 1.78	932.96
Enderley North	▲ 1.71	1,184.99
Rotokauri-Waiwhakareke	▲ 1.58	903.47

The community with the greatest change in deprivation score since the same time last year was Temple View, with a 2.4% increase.

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 12.41% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

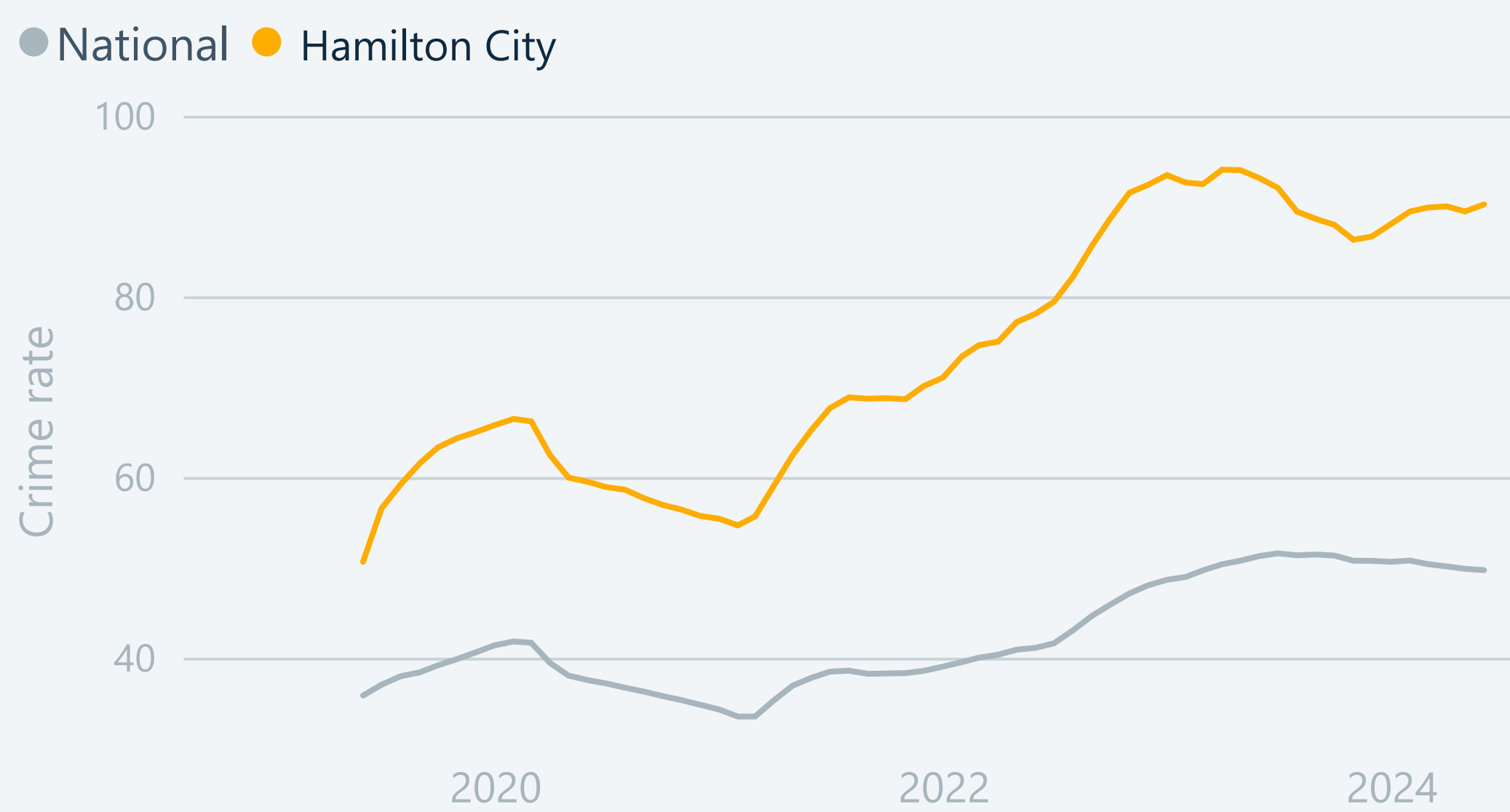
Key Pillar Changes

Crime rate Jun 2024 **90.2** ▲ 0.39% % change is from March 2024

Crime type with the greatest change in crime rate Jun 2024 **Sexual Assault** ▼ 18.82% % change is from March 2024

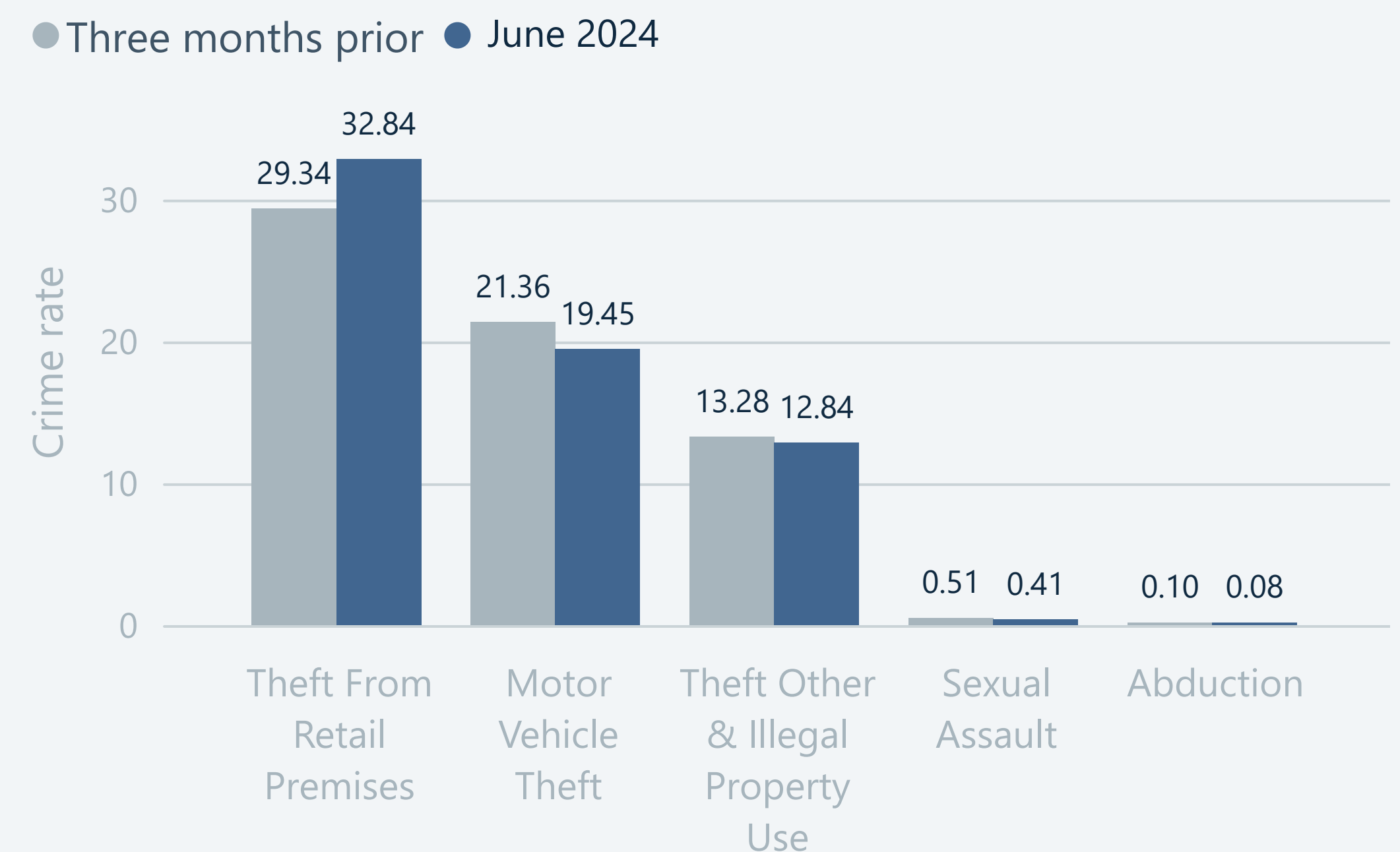
Community with greatest change in crime rate Jun 2024 **Melville North** ▼ 25.34% % change is from March 2024

Comparison to National Crime Rate



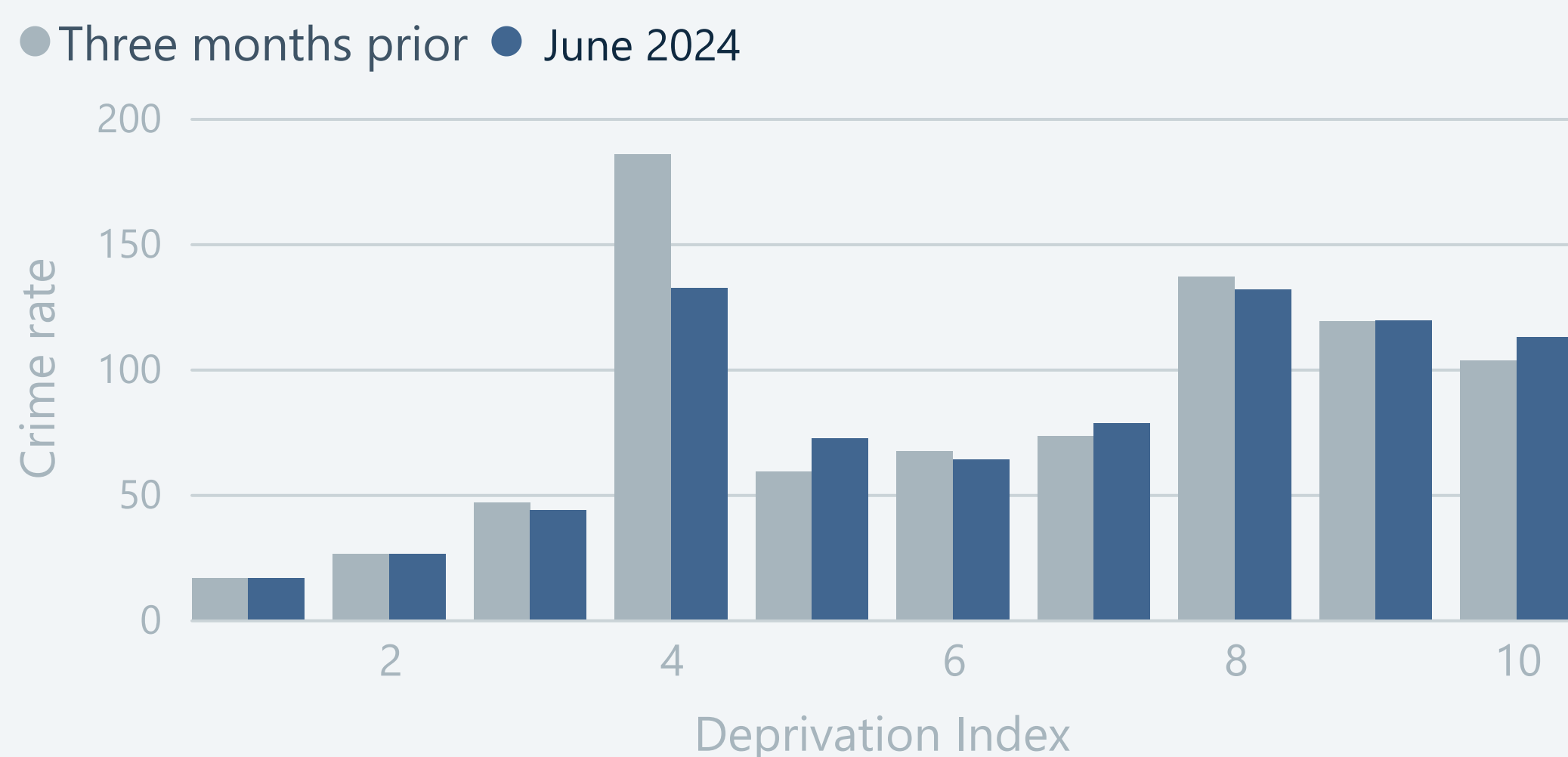
Compared with the same time last year the crime rate in Hamilton City has decreased by -3.1%, and is 90.2 as at June 2024. The crime rate is 81.5% above the national rate of 49.7.

Crime Types with the Greatest Change



Within Hamilton City, the most prevalent type of crime in June 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 12%.

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 8.1 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 22.1%.

i 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
Melville North	▼ 25.34	33.4
Queenwood (Hamilton City)	▼ 21.47	19.4
Flagstaff East	▼ 21.41	20.3
Saint Andrews East	▼ 21.00	19.6
Peacockes	▼ 18.80	61.8

Melville North saw the greatest change in crime rate over the last 3 months in Hamilton City, with a decrease of -25.3%.

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