

Quarterly Report

Waikato District

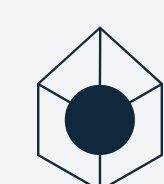
Summary

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

 New Business Registrations this month

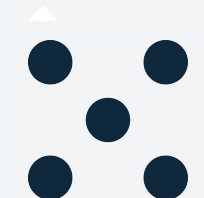
— 52.0

As of June 2024, Waikato District saw 52.0 new business registrations, since March 2024.

 Rental affordability (% of income spent on rent)

▼ 24.1%

As of June 2024, residents of Waikato District spent 24.1% of their household income on rent, a decrease of 0.62% compared with March 2024.

 Gambling spend per capita

▼ \$34

As of March 2024, an average of \$34.0 was spent by individuals over 18 years in Waikato District through electronic gaming machines, a decrease of 11.52% compared with December 2023.

 Crime rate

▼ 33.1

In June 2024, Waikato District had a crime rate of 33.1 incidents per 10,000 people, a decrease of 3.45% compared with March 2024.

 Deprivation Index

— 4.0

As of June 2024, the deprivation within Waikato District is 4.0 and this is unchanged since May 2024.

 Job seeker support rate

▲ 6.4%

In June 2024, 6.4% of the working population (15-64 years) in Waikato District claimed Job Seeker Support, an increase of 12.41% compared with June 2023.

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

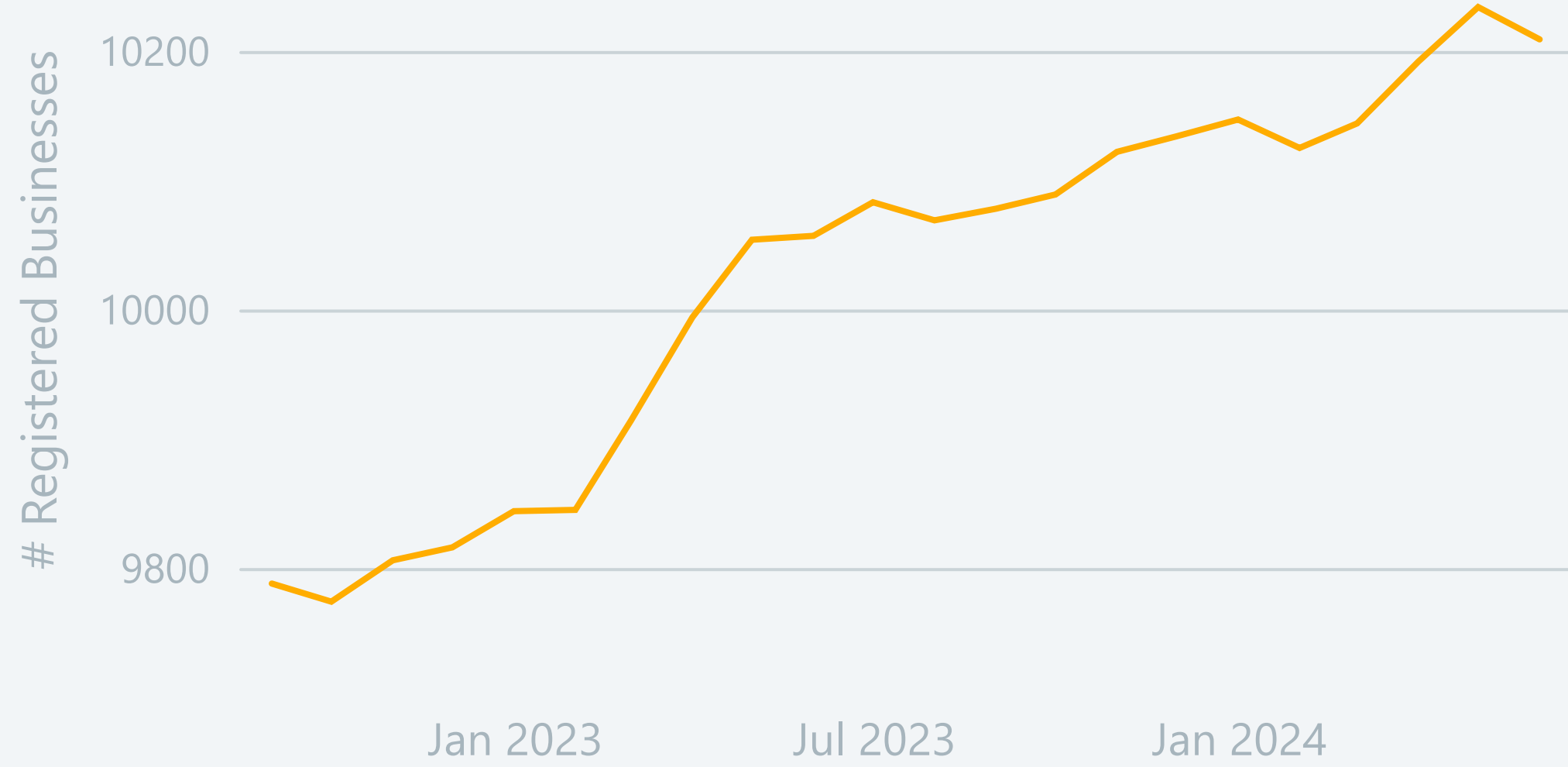
Key Pillar Changes

New Business Registrations this month Jun 2024 **52.0** 0% % change is from March 2024

Business Deregistrations this month Jun 2024 **77.0** 133.33% % change is from March 2024

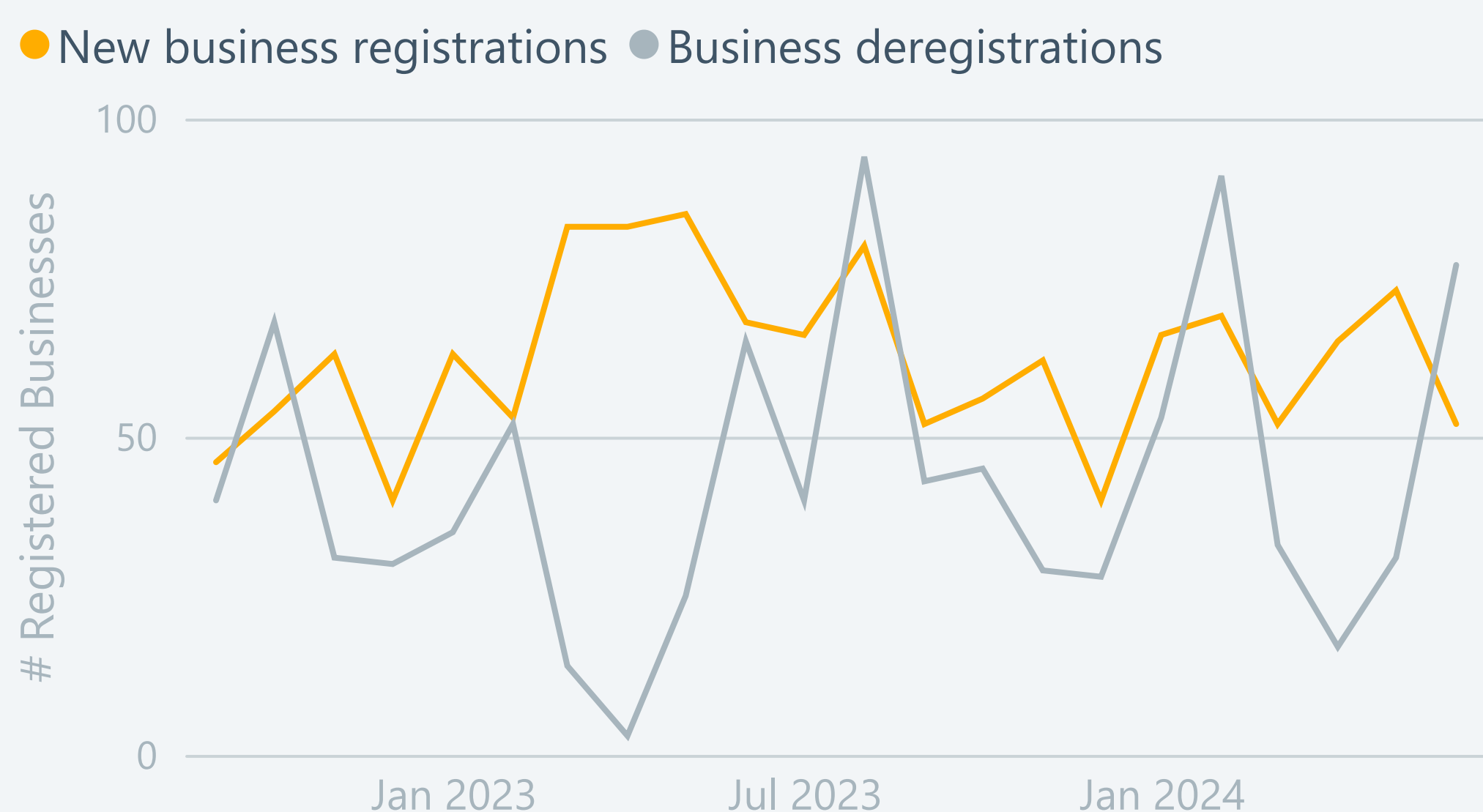
Total tourism spend this quarter May 2024 **\$31.4M** 13.21% % change is from February 2024

Total number of businesses registered to date



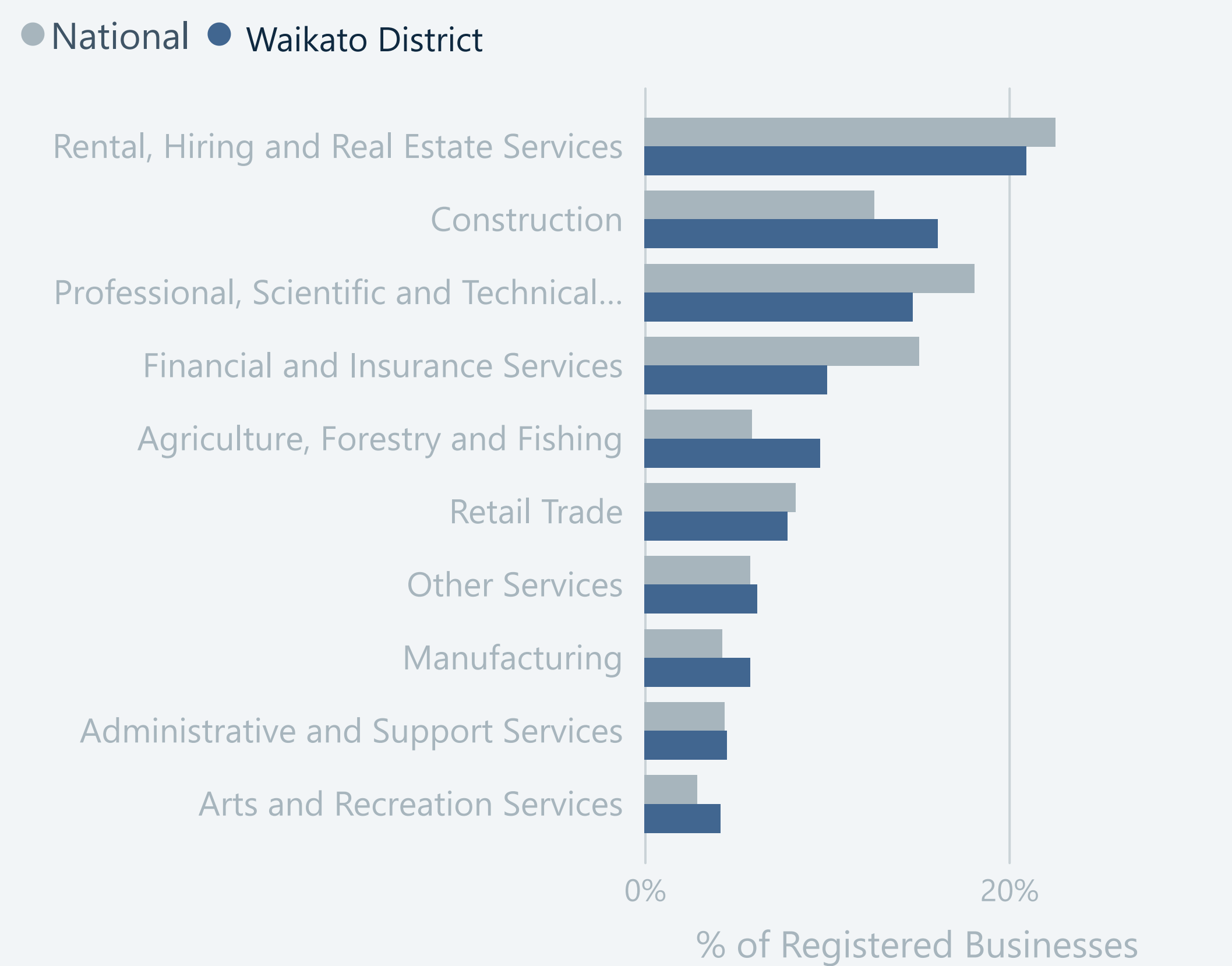
As of June 2024 there were 10209 registered businesses in Waikato District. Over the last 12 months the number of registered businesses has increased by 152. Nationally, the number of registered businesses has increased by 0.94%.

Business openings and closings in the last year



Comparing June 2024 with June 2023 Waikato District has seen a decrease in the number of new business registrations of 23.5% and an increase in the number of business deregistrations of 18.5%.

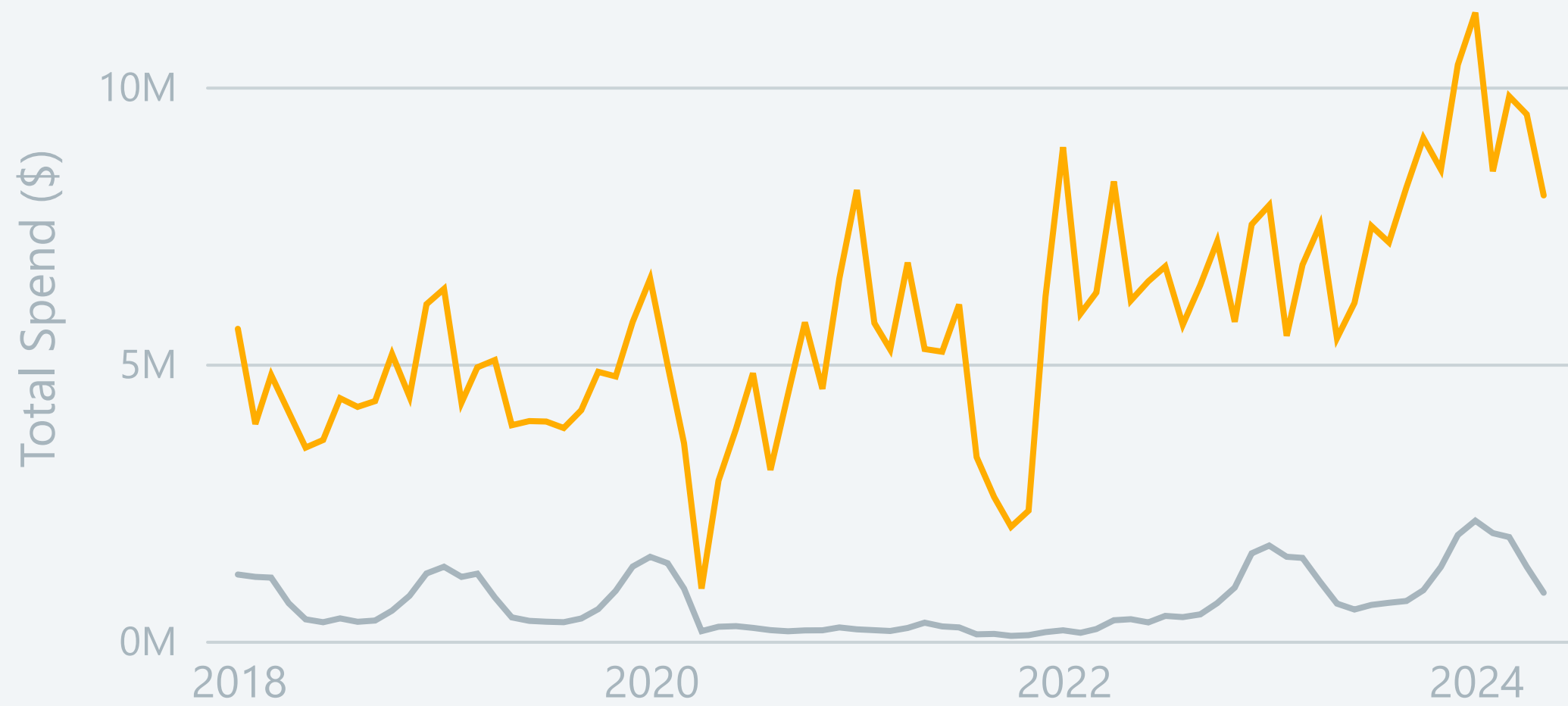
Distribution of registered businesses by industry



Rental, Hiring and Real Estate Services is the largest industry operating in Waikato District and makes up 17.6% of all currently registered businesses.

Tourism spend this quarter

● Domestic tourism ● International tourism



In May 2024, \$8.9M was spent in Waikato District from domestic and international visitors to the district. Domestic tourism made up 90.3% of total tourism spend, and has increased by 47.18% since the same time last year, whereas international tourism has increased by 29.18% in the same time period.

Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Auckland	▲ \$4.1M	\$13.8M
Bay of Plenty	▲ \$414K	\$2.7M
Waikato	▲ \$1.6M	\$5.9M
Wellington	▲ \$215K	\$853K
Northland	▲ \$217K	\$953K

This quarter, the largest spend from domestic tourists visiting Waikato District came from the Auckland region, with tourists spending \$13.8M. This represents an increase of \$4.1M since the same quarter last year.

Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Hawke's Bay	▲ \$299K	\$573K
Otago	▲ \$184K	\$383K
Southland	▲ \$34K	\$79K

This quarter, Waikato District saw the greatest % change in domestic tourism spend from those visiting from the Hawke's Bay region since the same quarter last year, with a \$299K 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	▲ \$99K	\$935K
Rest of Asia	▲ \$133K	\$233K
Rest of Europe	▲ \$46K	\$402K
United Kingdom	▲ \$172K	\$510K
United States of America	▲ \$478K	\$1.3M

This quarter, the largest spend from international tourists visiting Waikato District came from United States of America, with tourists spending \$1.3M. This represents an increase of \$478K since the same quarter last year.

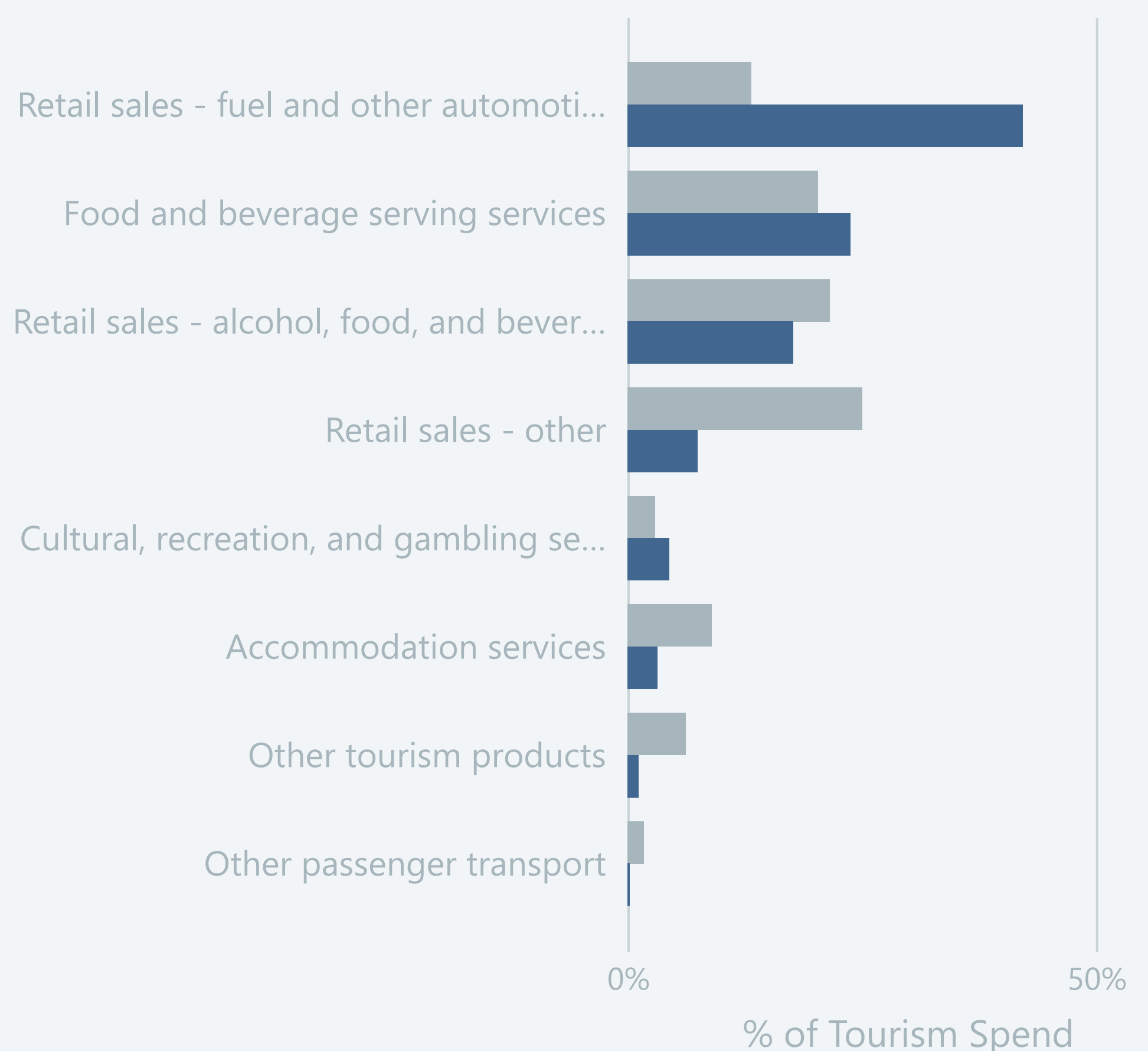
Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
Japan	▲ \$27K	\$41K
Korea	▲ \$12K	\$19K
Rest of Americas	▲ \$132K	\$159K

This quarter, Waikato District saw the greatest % change in international tourism spend from those visiting from Rest of Americas since the same quarter last year, with a \$132K increase in spend.

Tourism spend by industry

● National ● Waikato District



In Waikato District tourists spent the most on Retail sales - fuel and other automotive products this quarter, which was 42.2% of all tourism spend. This is 219.7% larger than the national proportion.

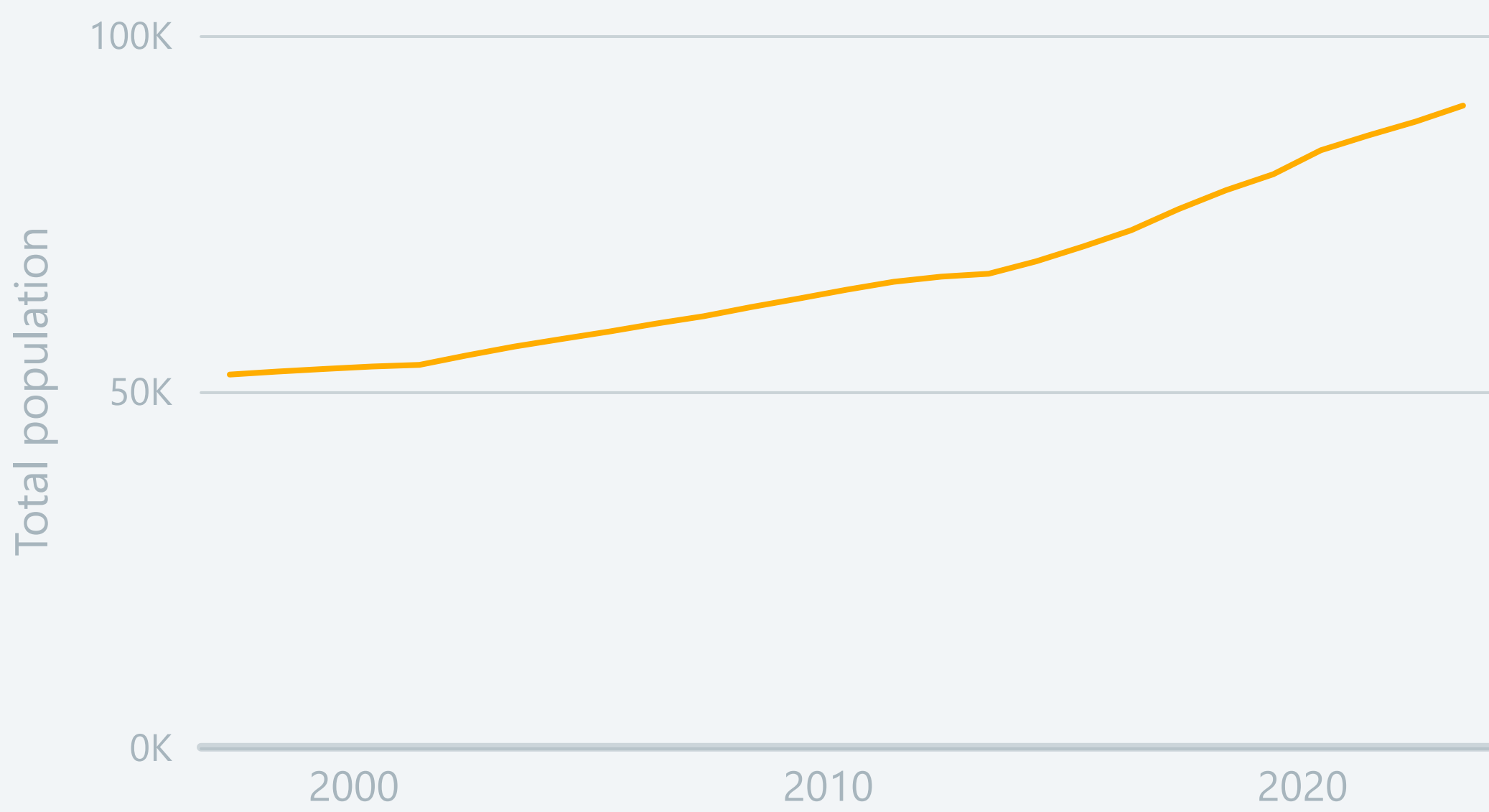


Demographics

Estimated population

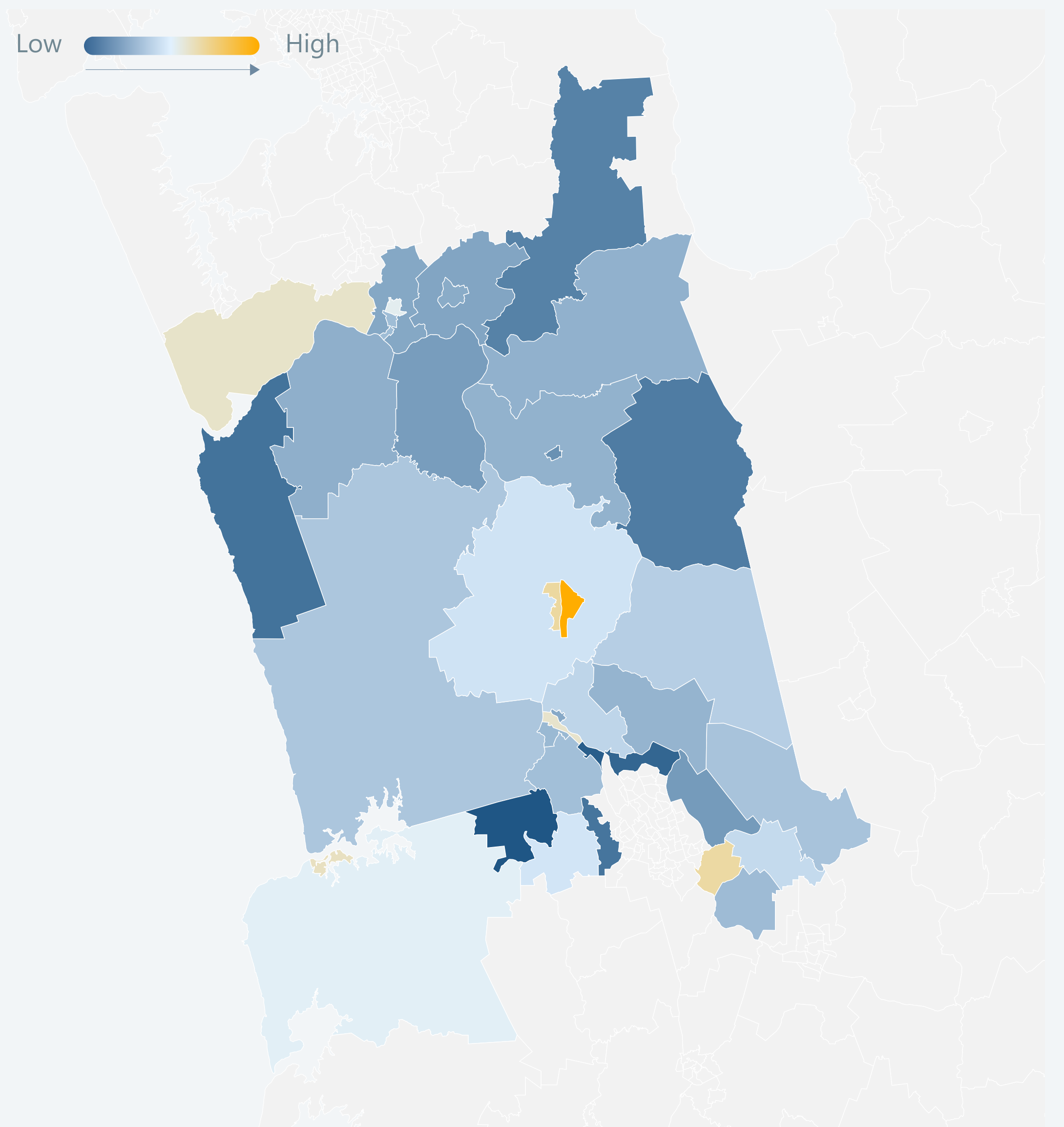
90.11K

Is the estimated total population in Waikato District in 2023. The population in the area has increased by 2.56% or 2250 people since 2022.



Population distribution

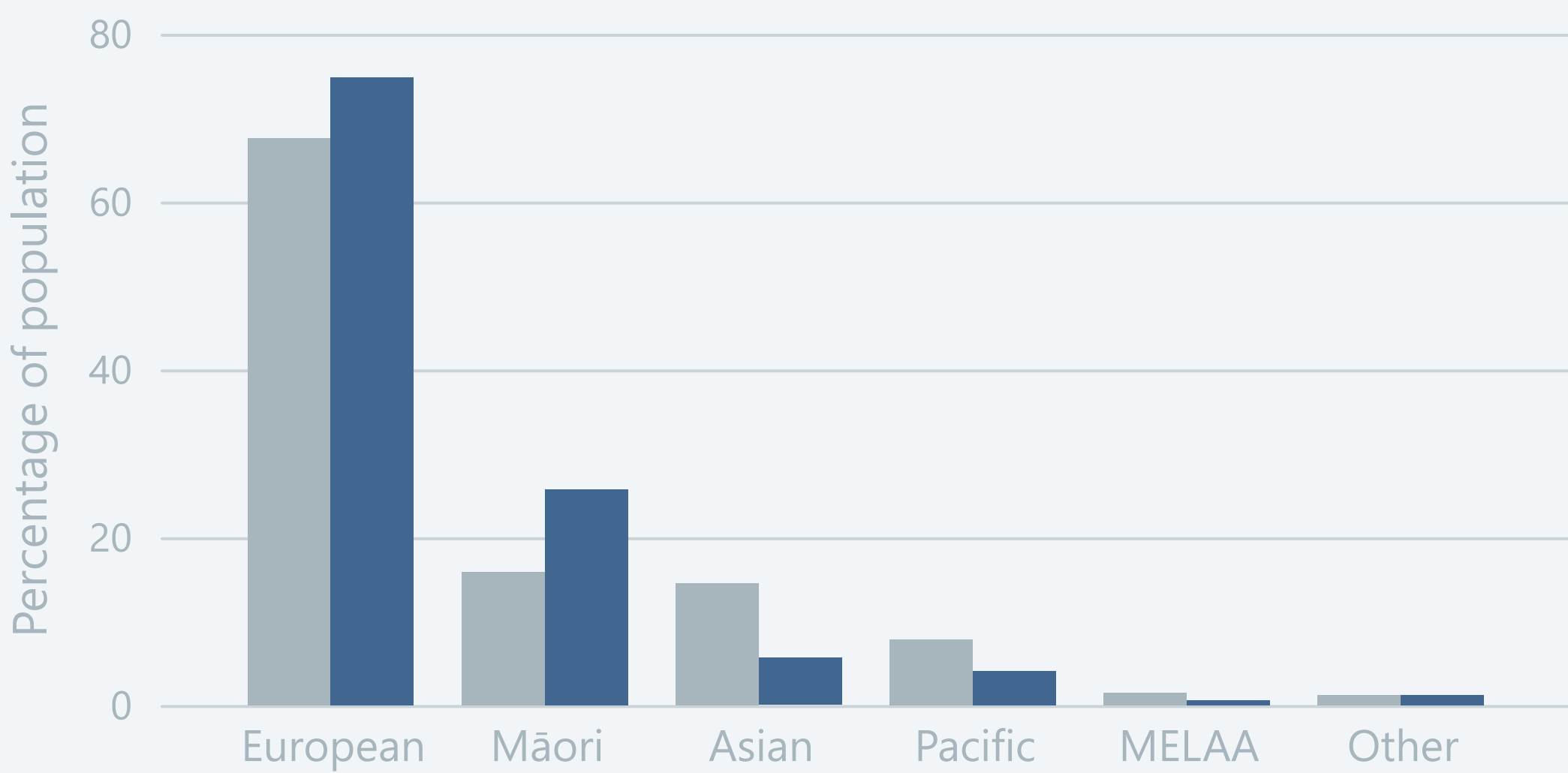
Low High



In June 2023, Pōkeno saw the greatest change in population, with an increase of 11.4% since June 2022.

Ethnic distribution

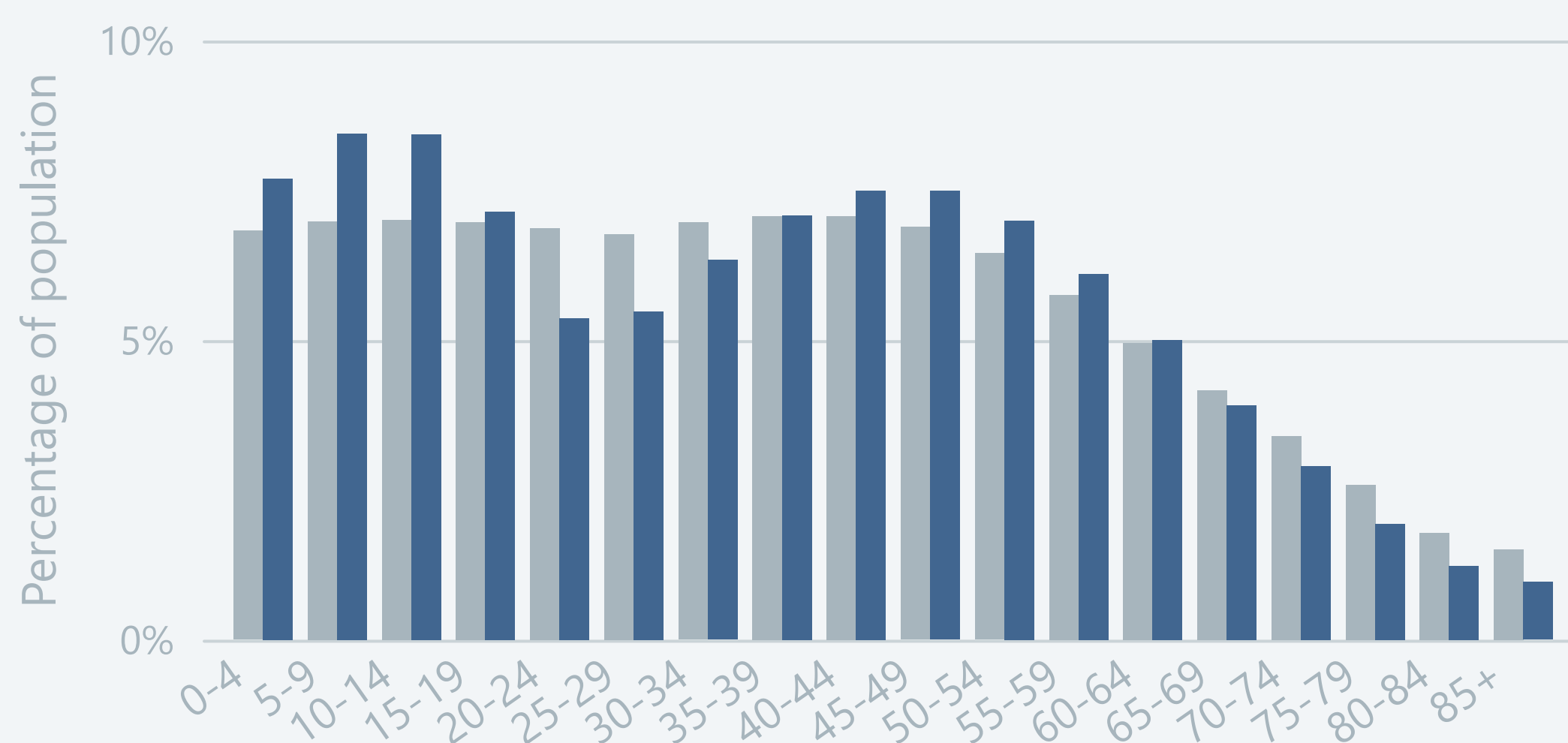
● National ● Waikato District



As of March 2018 the largest ethnic group in Waikato District is European (74.8%), 10.7% larger than the national percentage. The ethnicity that has had the greatest change since March 2013 is Asian, increasing by 67.06%.

Age distribution

● National ● Waikato District

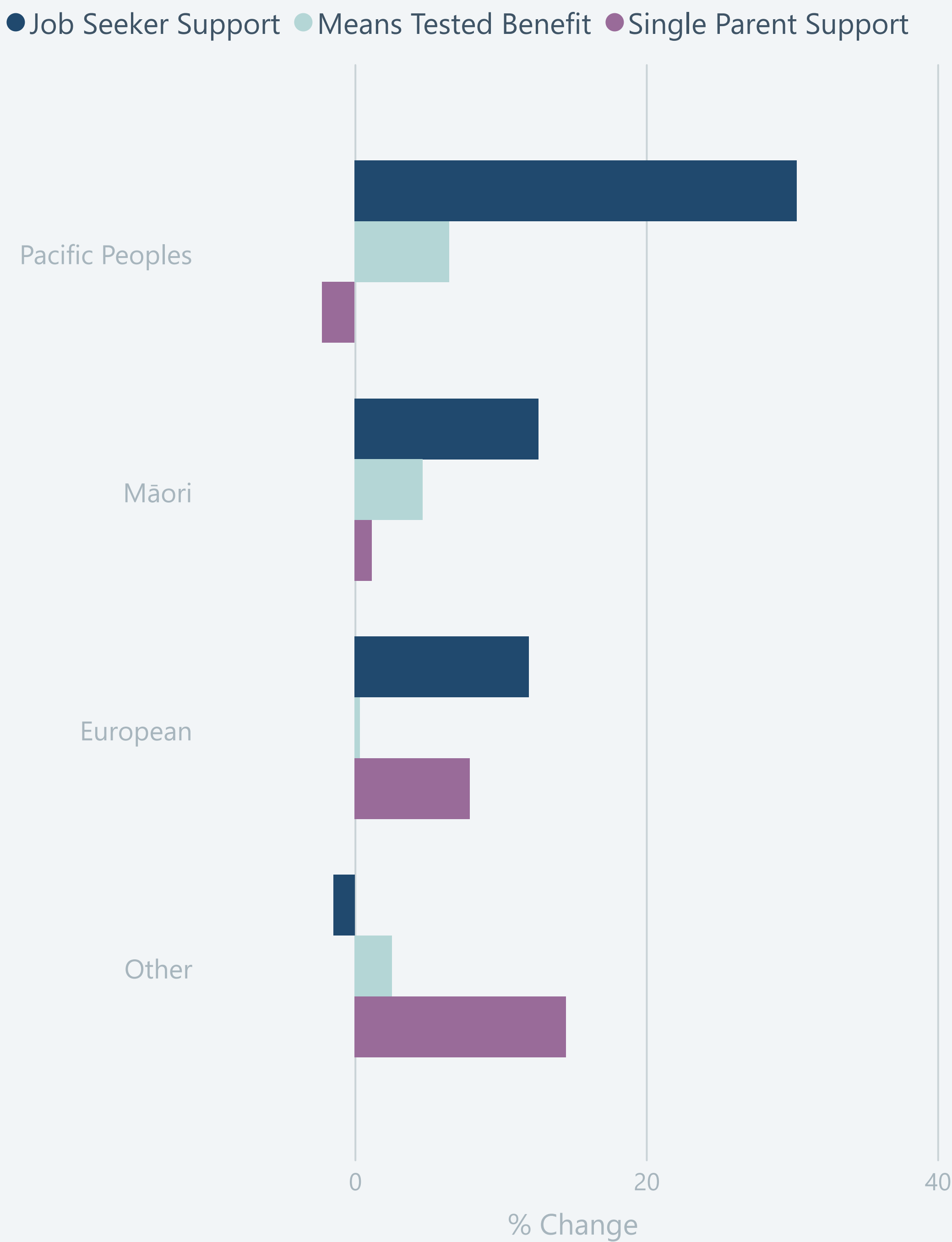


As of June 2023 the largest age band in Waikato District is 10-14 (7.9%), 20.2% larger than the national distribution. The age band that has had the greatest change since June 2022 is 75-79, increasing by 8.1%.

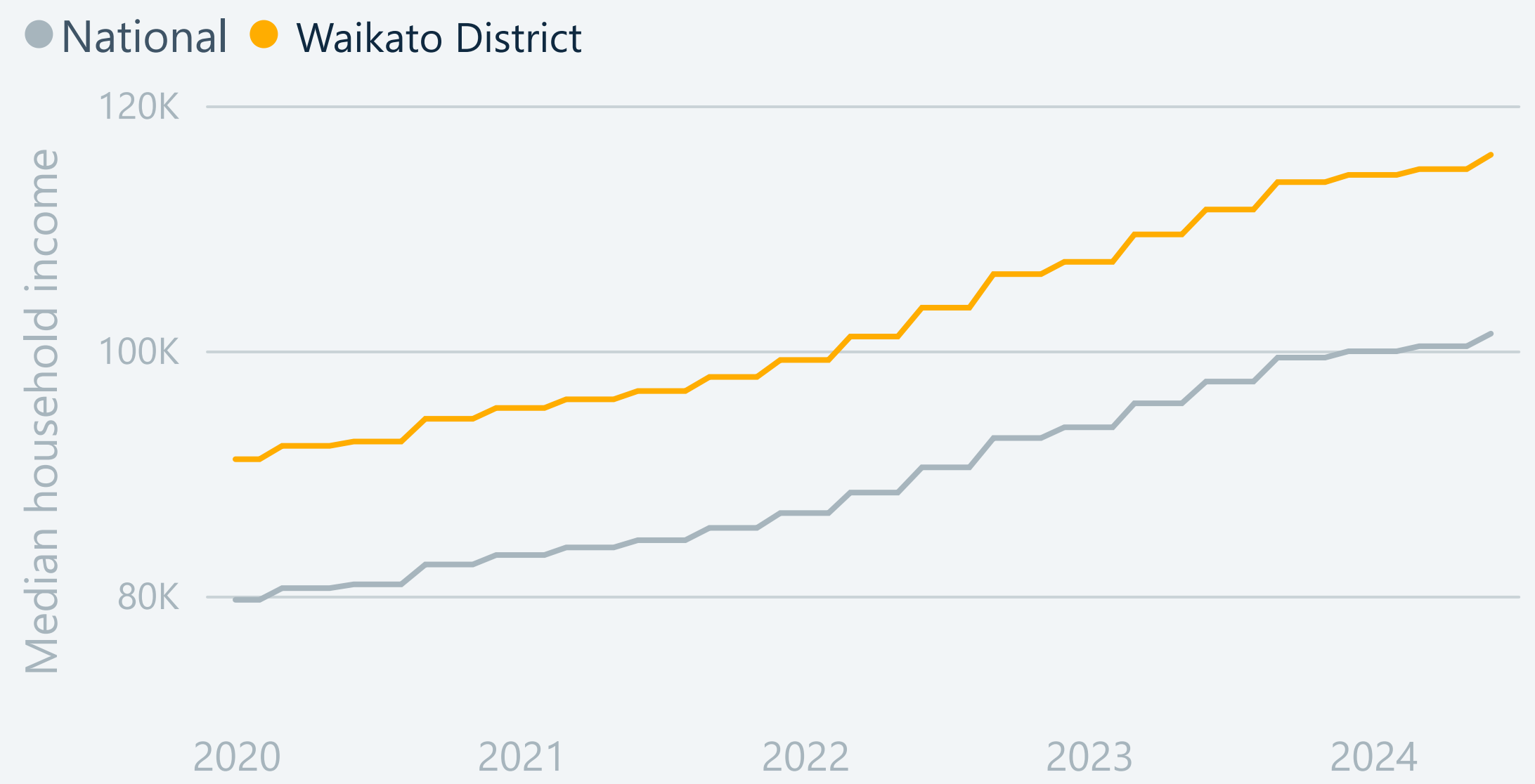
Key Pillar Changes

Job seeker support rate	Jun 2024	6.4%	▲ 12.41%	% change is from June 2023
Means tested benefit rate	Jun 2024	2.8%	▲ 2.78%	% change is from June 2023
Sole parent support rate	Jun 2024	3.0%	▲ 2.48%	% 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 Waikato District was \$115,977. This is 14.4% greater than the national median.

Within Waikato District, the benefit rate by ethnicity with the greatest increase in the last 12 months was Job Seeker Support for Pacific Peoples, up 30.35% to a value of 8.25 claimants per 100 working adults (15-64yrs). Comparatively, Single Parent Support for Pacific Peoples saw the greatest decrease over the last 12 months, down 2.23% to 4.77 claimants per 100 working adults.

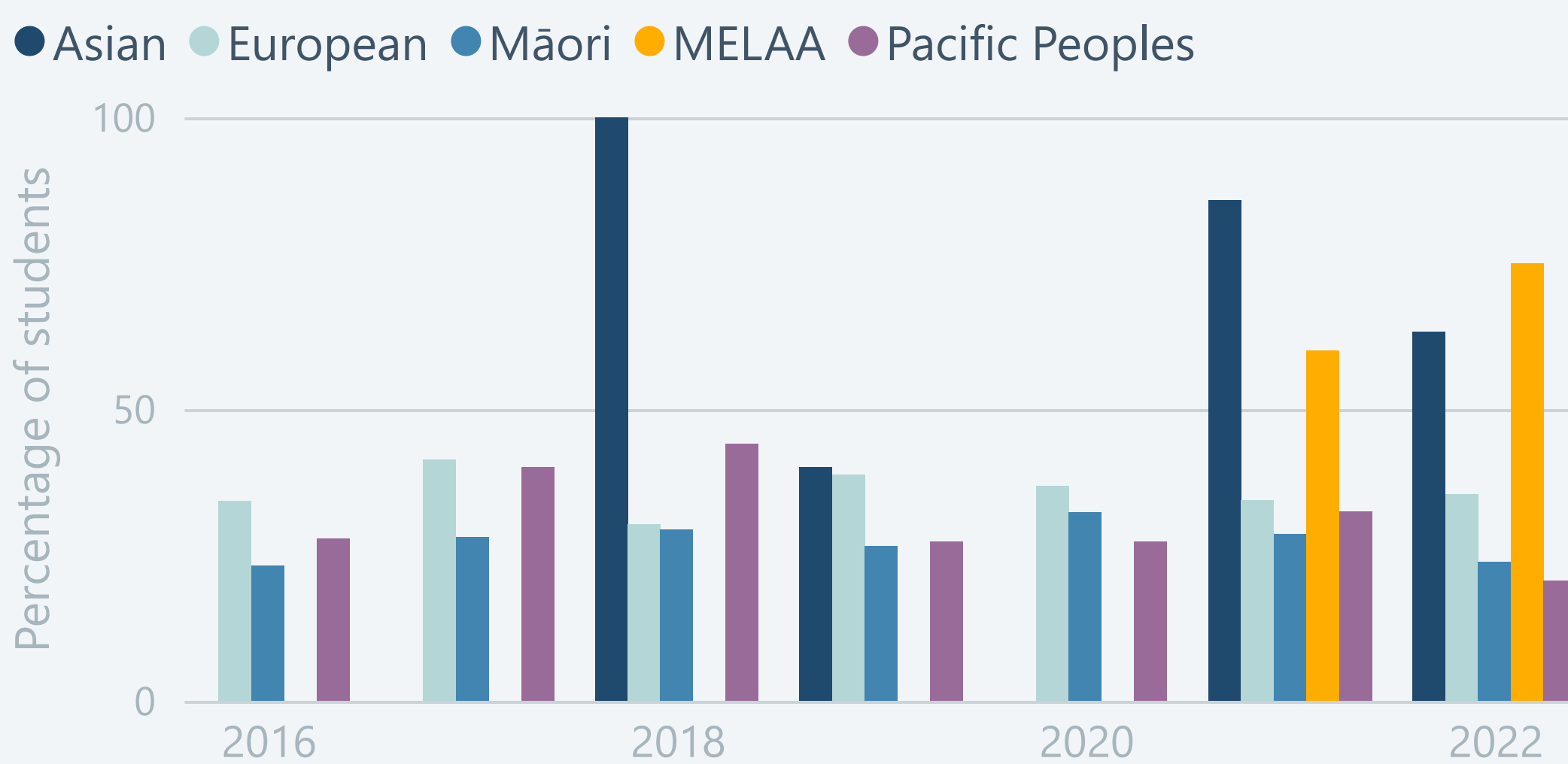
Key Pillar Changes

Secondary school retention Jan 2022 **55.0%** ▽ 14.1% % change is from January 2021

Secondary school with highest proportion of students leaving with NCEA level 3 Jan 2022 **Raglan Area School**

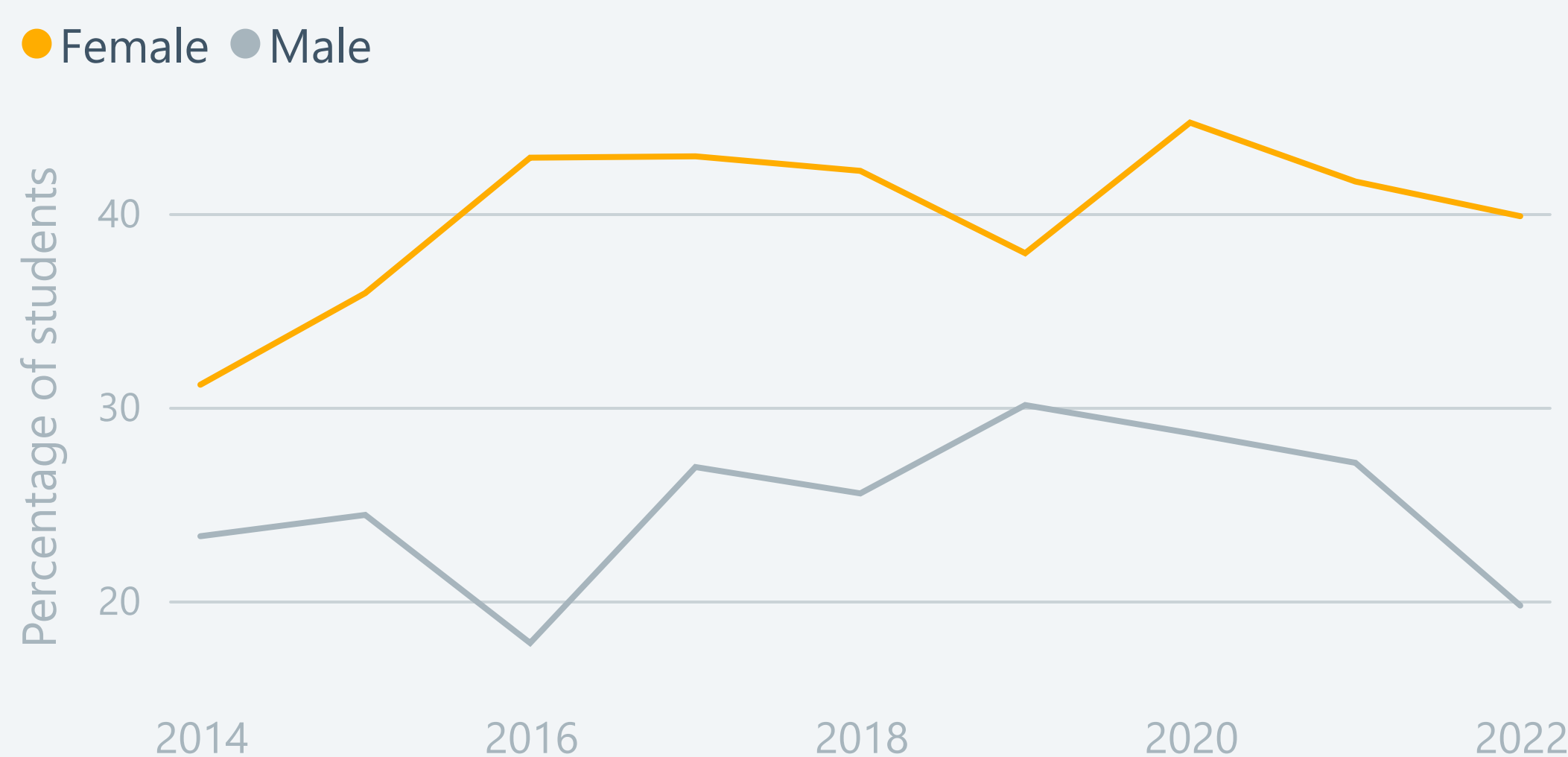
Ethnicity with greatest change in secondary school retention Jan 2022 **Māori** ▽ 26.67% % change is from January 2021

School leavers with NCEA3 level by ethnicity



In 2022, MELAA students in Waikato District had the greatest proportion of students leaving with NCEA3. This is 3.66 times larger than Pacific Peoples students, who have the lowest proportion of students leaving with NCEA Level 3. Pacific Peoples students have seen the greatest change in NCEA Level 3 pass rates, with an increase of 18.9%. Māori NCEA Level 3 pass rates in Waikato District are 67% of National Māori rates.

School leavers with NCEA3 level by gender



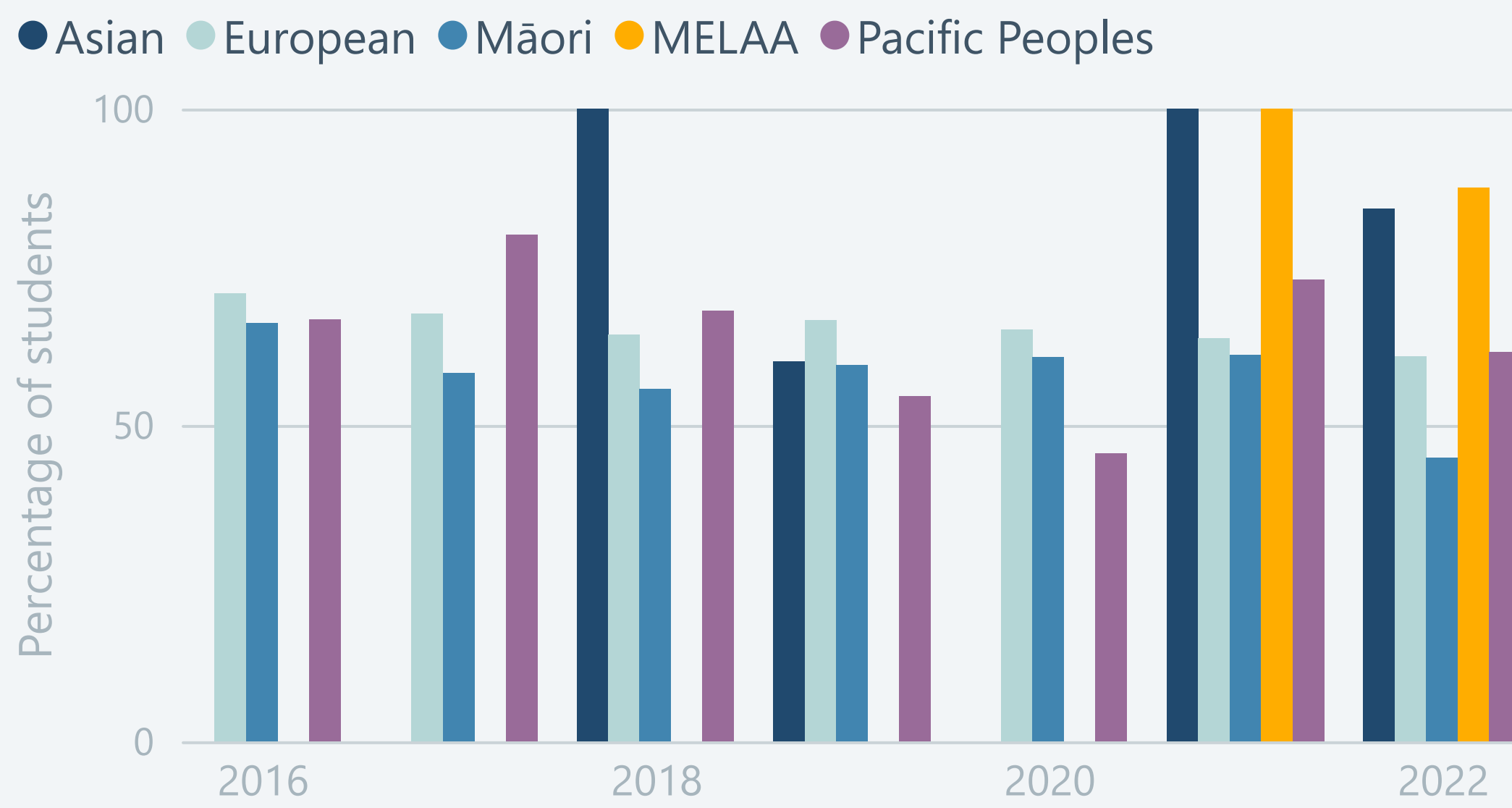
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Waikato District for female students has been 1.61 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for female students compared with male students was higher than average. Compared to national figures, in 2022 the pass rate in Waikato 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 Huntly College, with a 14.16% decrease. Note that the table includes only those schools with more than 50 students.

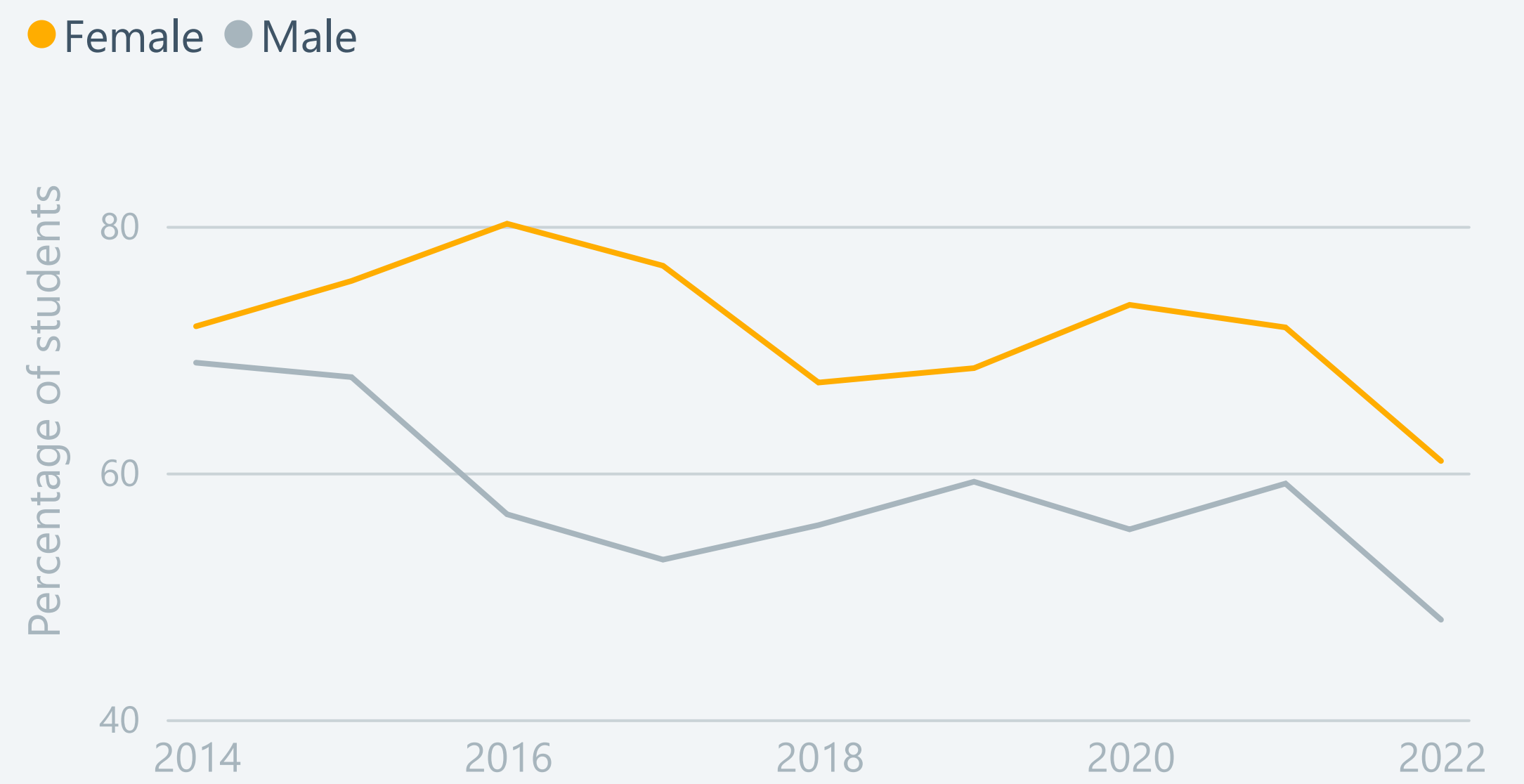
School	% Change	Pass Rate
Huntly College	▽ 14.16	11.59
Tuakau College	▽ 5.99	33.61
Ngaruawahia High School	▽ 3.94	20.73
Te Kauwhata College	▽ 3.31	21.69

Secondary school retention by ethnicity



In 2022, MELAA students in Waikato District had the greatest retention rate. This is 1.95 times larger than Māori students, who have the lowest retention rate. Pacific Peoples students have seen the greatest change in retention, with an increase of 60.6%. Māori retention rates in Waikato District are 69% of National Māori rates.

Secondary school retention by gender



On average, since 2014, the retention rate in Waikato District of female students has been 1.23 times larger than male students. In 2022, the retention rates of female students compared with male students was higher than average.. Compared to national figures, in 2022 the retention rates in Waikato 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 Tuakau College, with a 17.56% decrease. Note that the table includes only those schools with more than 50 students.

Community	% Change	Retention rate
Tuakau College	▼ 17.56	60
Huntly College	▼ 17.00	41
Te Kauwhata College	▼ 13.76	45
Ngaruawahia High School	▼ 9.42	45

! 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

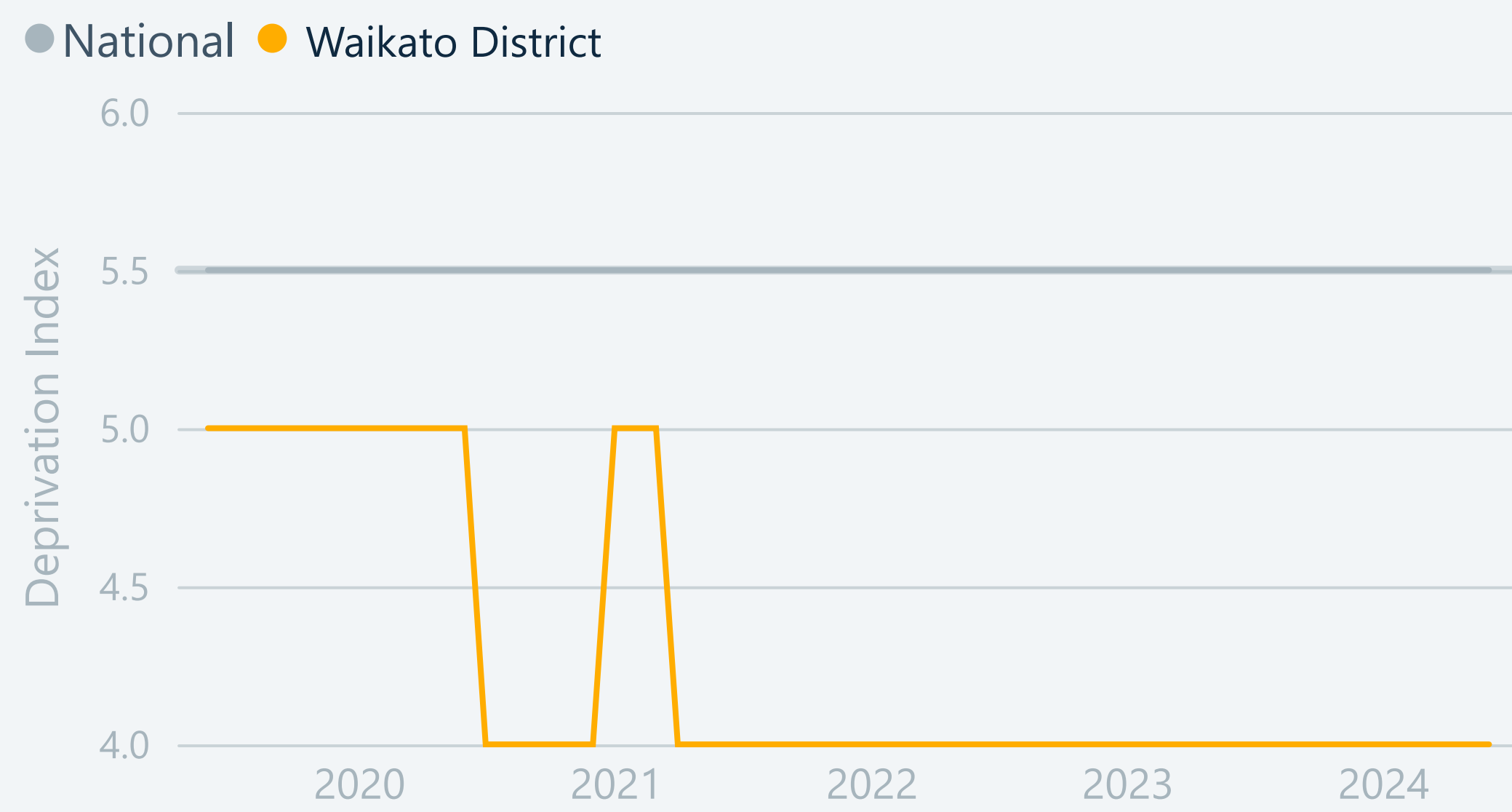
Key Pillar Changes

Deprivation Index Jun 2024 **4.0** — 0% % change is from May 2024

Community with greatest decrease in deprivation score Jun 2024 **Mangatangi** ▽ 0.92% % change is from June 2023

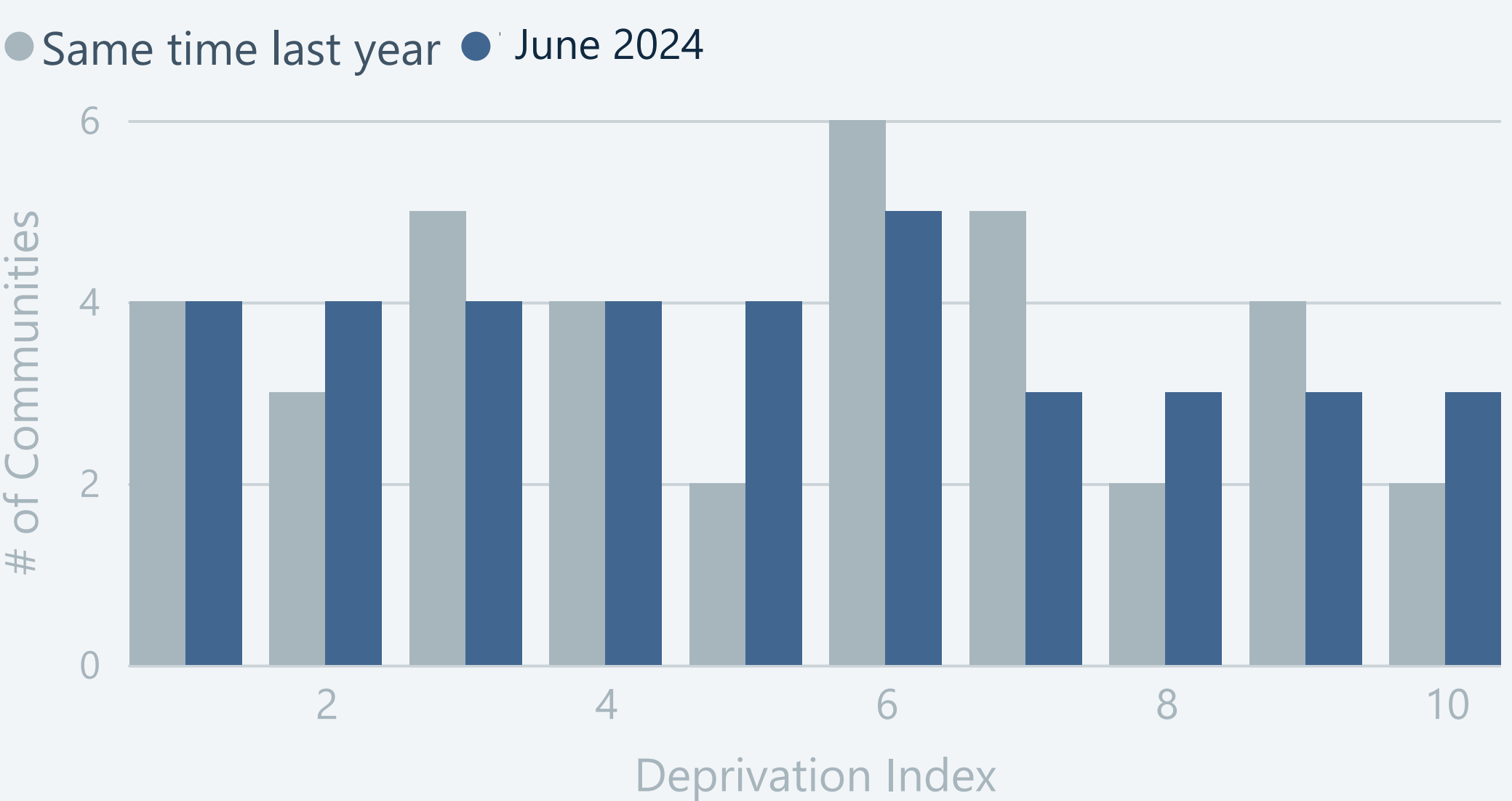
Community with greatest increase in deprivation score Jun 2024 **Ngāruawāhia Central** ▲ 1.4% % change is from June 2023

Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Waikato District has seen no change, and is 4 as of June 2024. The deprivation index is 27.3% below the national median index of 5.5.

Distribution of Deprivation Index



In Waikato District, 24.3% of the population live in highly deprived communities (deprivation index 8-10), whereas 32.4% live in high socio-economic performing communities (deprivation index 1-3).

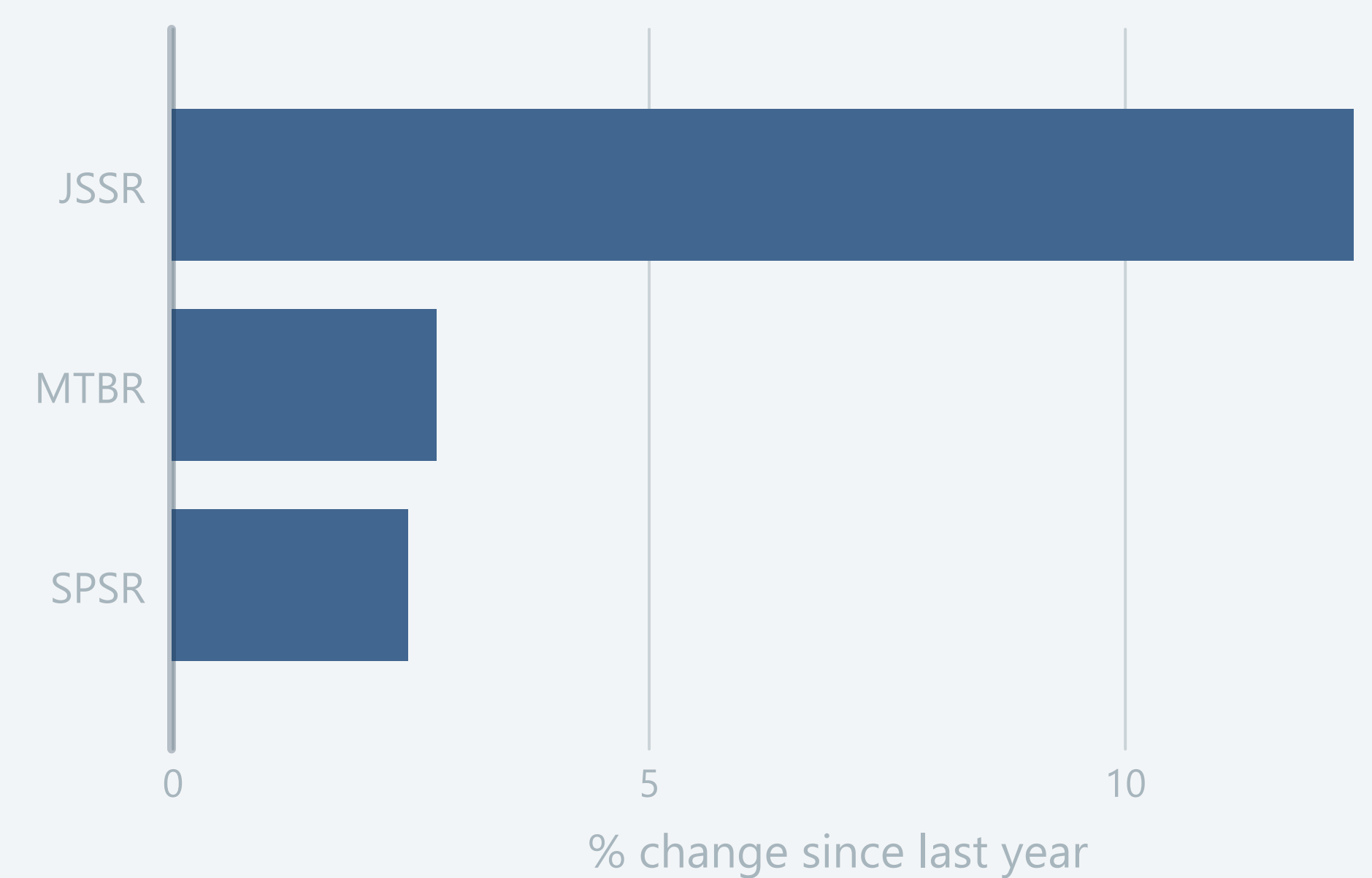
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Ngāruawāhia Central	▲ 1.40	1,103.13
Ngāruawāhia North	▲ 1.39	1,147.85
Ngāruawāhia South	▲ 1.38	1,039.08
Kainui-Gordonton	▲ 1.01	956.52
Horsham Downs	▲ 0.96	885.76

The community with the greatest change in deprivation score since the same time last year was Ngāruawāhia Central, with a 1.4% 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).

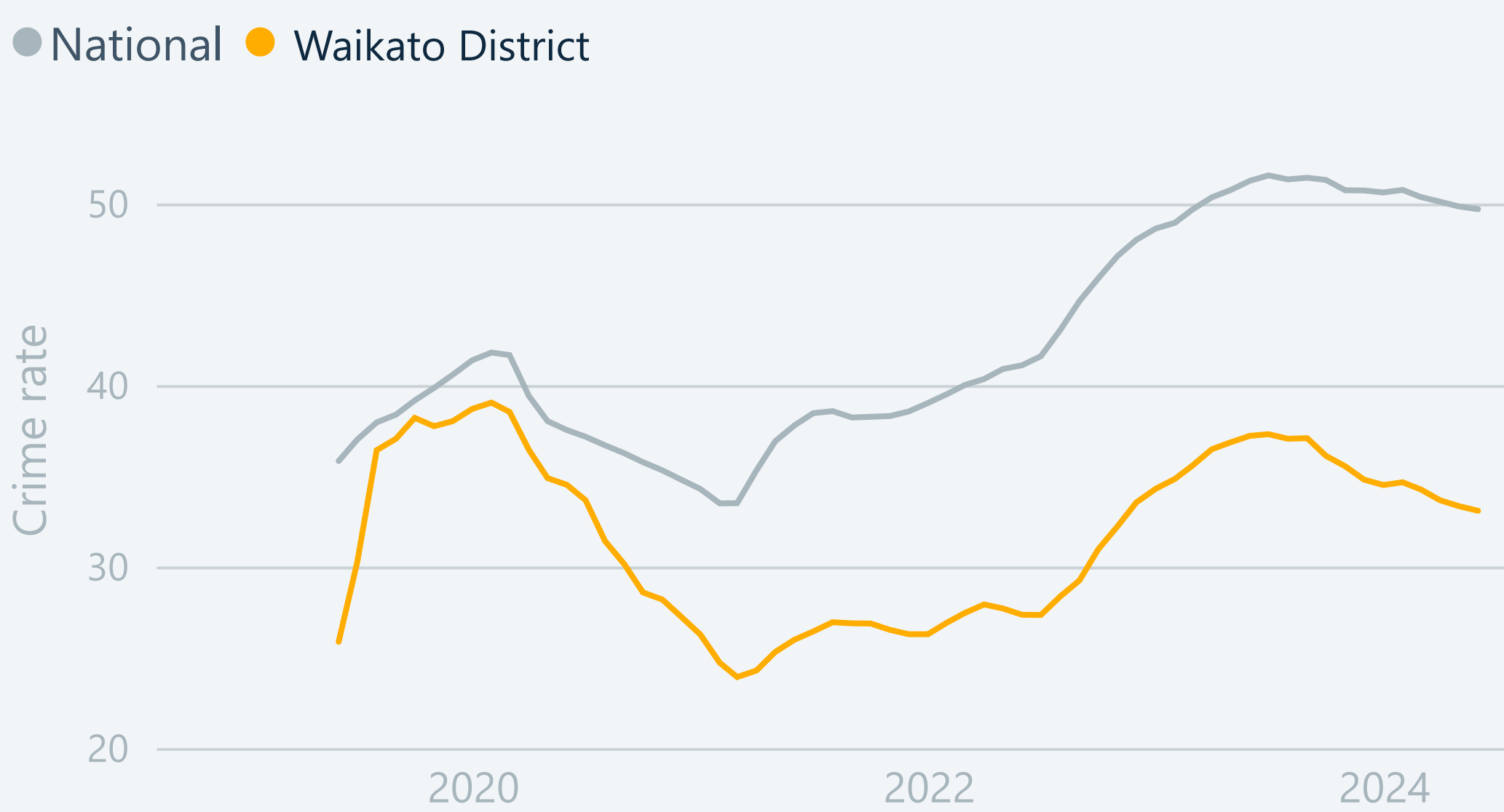
Key Pillar Changes

Crime rate Jun 2024 **33.1** ▽ 3.45% % change is from March 2024

Crime type with the greatest change in crime rate Jun 2024 **Abduction** ▽ 60.87% % change is from March 2024

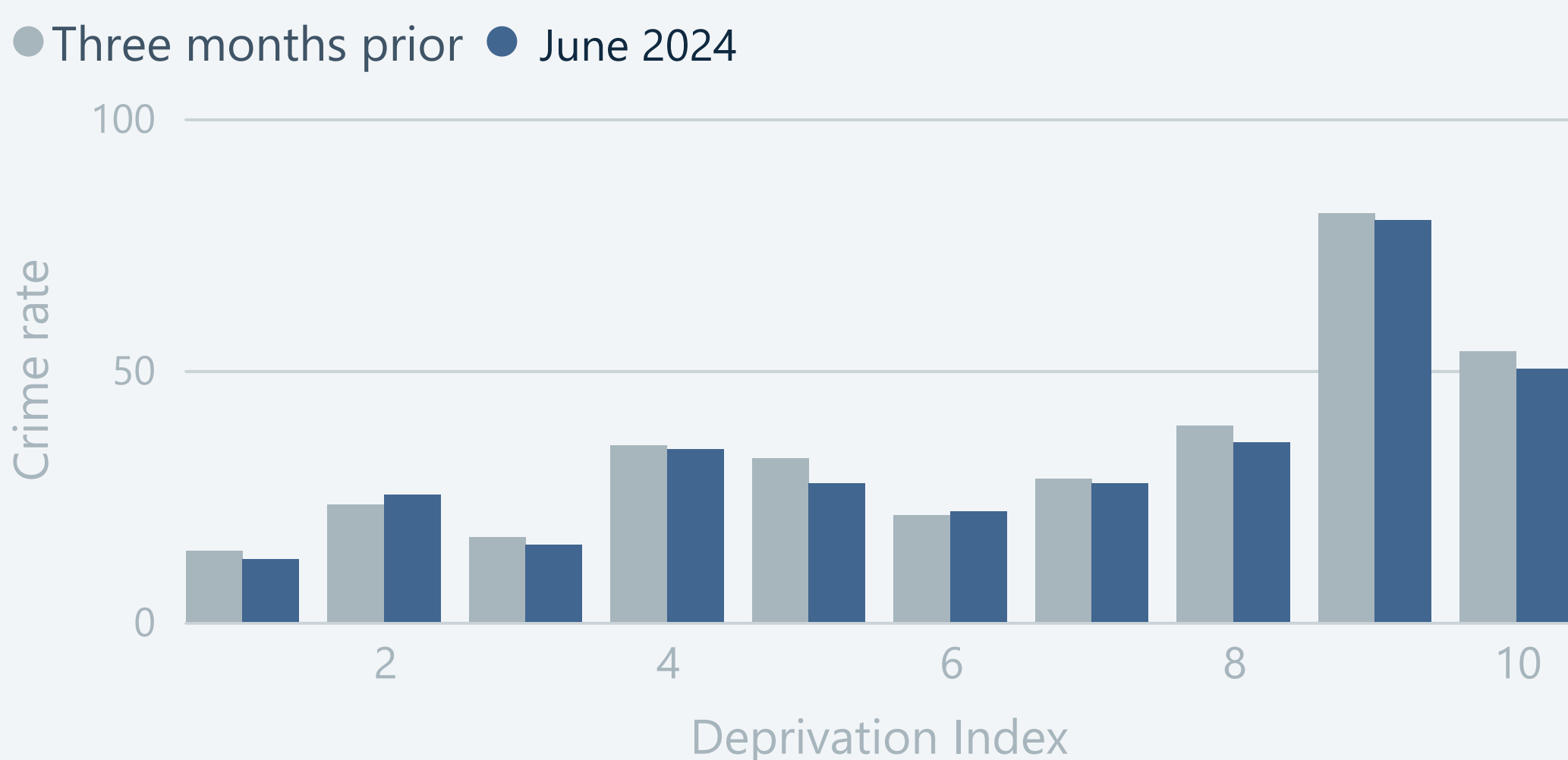
Community with greatest change in crime rate Jun 2024 **Whitikahu** ▽ 30.32% % change is from March 2024

Comparison to National Crime Rate



Compared with the same time last year the crime rate in Waikato District has decreased by -11.1%, and is 33.1 as at June 2024. The crime rate is 33.4% below the national rate of 49.7.

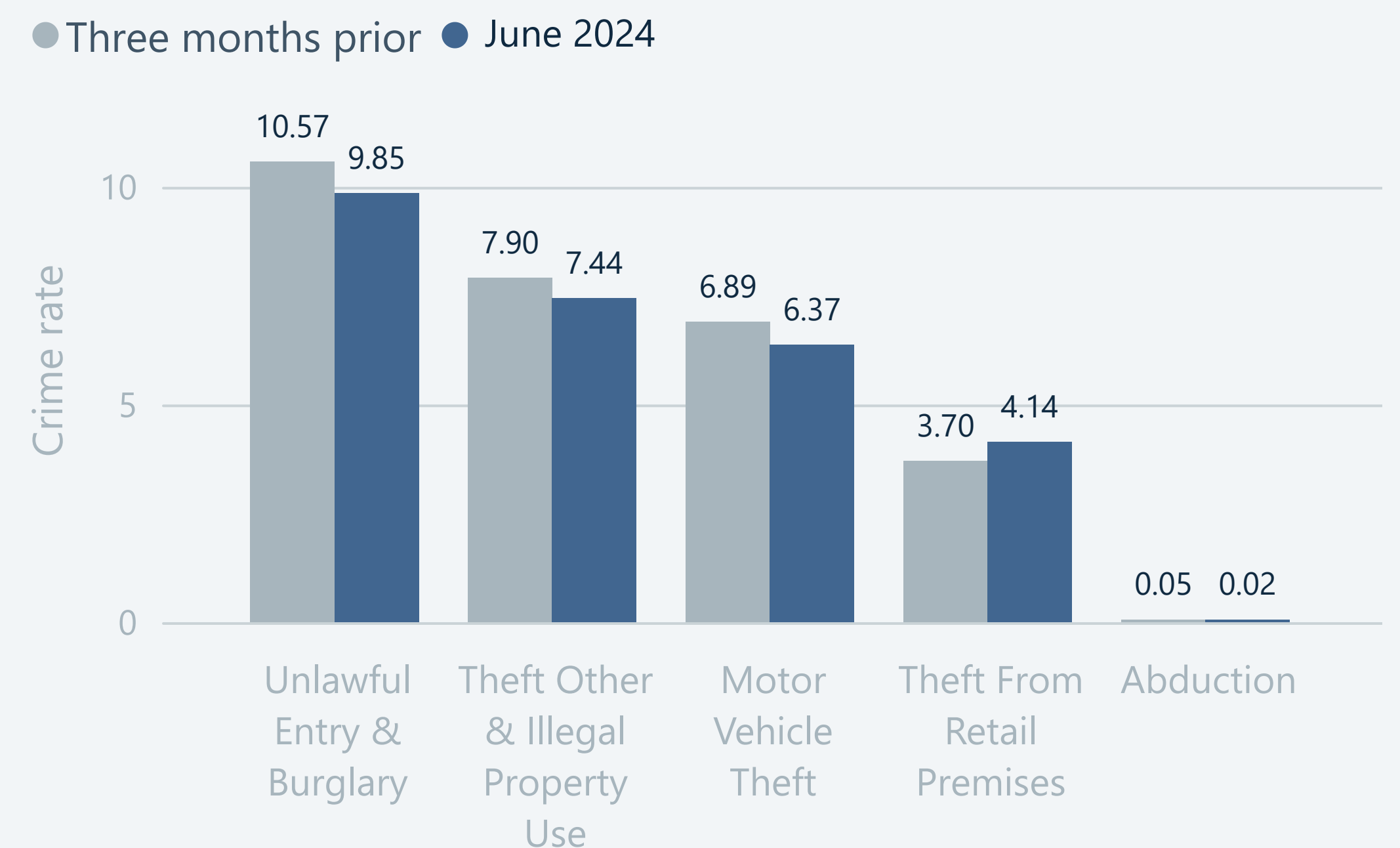
Crime Rate by Deprivation Index



In Waikato District, communities with a deprivation index of 9 have the highest crime rate. The crime rate in these communities is 6.4 times higher than those with a deprivation index of 1, the group with the lowest crime rate. Communities with a deprivation index of 2 have seen the greatest change in their crime rate over the last 3 months, with an increase of 8.5%.

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 Waikato District, the most prevalent type of crime in June 2024 was 'Unlawful Entry/Burglary/Breaking & Entering'. The type of crime that had the greatest change in the last 3 months was 'Theft From Retail Premises', with an increase of 12%.

Communities with Greatest Change

Community	% Change	Crime rate
Whitikahu	▽ 30.32	10.3
Pukekawa	▽ 29.68	9.0
Tamahere South	▽ 28.40	6.6
Whatawhata West	▽ 22.70	9.5
Ngaruawahia North	▽ 18.06	23.7

Whitikahu saw the greatest change in crime rate over the last 3 months in Waikato District, with a decrease of -30.3%.

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