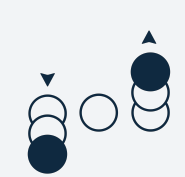


Quarterly Report

Hamilton City

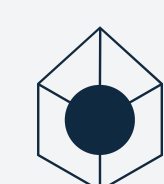
Summary


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

 Total tourism spend this quarter


 **\$107.9M**

During the quarter to June 2023, \$107.9M was spent in Hamilton City by New Zealanders living outside of the district and international tourists, with a decrease of 1.06% compared with March 2023.

 Years to save for a house deposit

 **11.0**

As of June 2023, it would take 11.0 years to save for a 20% home deposit in Hamilton City, with a decrease of 2.23% compared with March 2023.

 Gambling spend per capita

 **\$50**

As of March 2023, an average of \$50.0 was spent by individuals over 18 years in Hamilton City through electronic gaming machines, with a decrease of 9.75% compared with December 2022.

 Crime rate

 **93.9**

In June 2023, Hamilton City had a crime rate of 93.9 incidents per 10,000 people, with an increase of 1.27% compared with March 2023.

 Deprivation Index

 **7.0**

As of June 2023, the deprivation within Hamilton City is 7.0 and this is unchanged since May 2023.

 Job seeker support rate

 **7.6%**

In June 2023, 7.6% of the working population (15-64 years) in Hamilton City claimed Job Seeker Support, with an increase of 3.51% compared with June 2022.

 Trending Up  Trending Down  Improving  Worsening  No Change

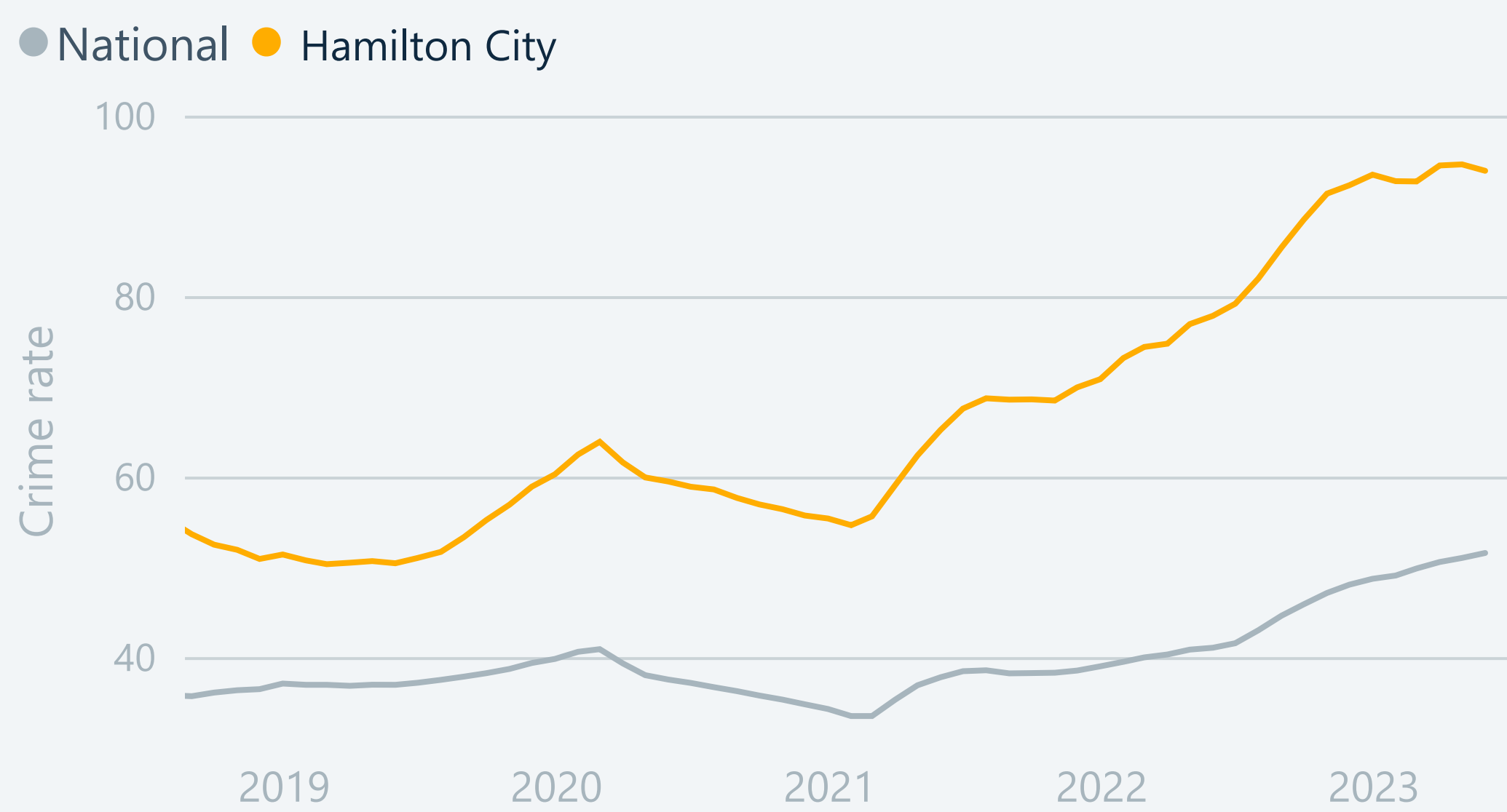
Key Pillar Changes

Crime rate Jun 2023 **93.9** ▲ 1.27% % change is from March 2023

Crime type with the greatest change in crime rate Jun 2023 **Abduction** ▲ 13.85% % change is from March 2023

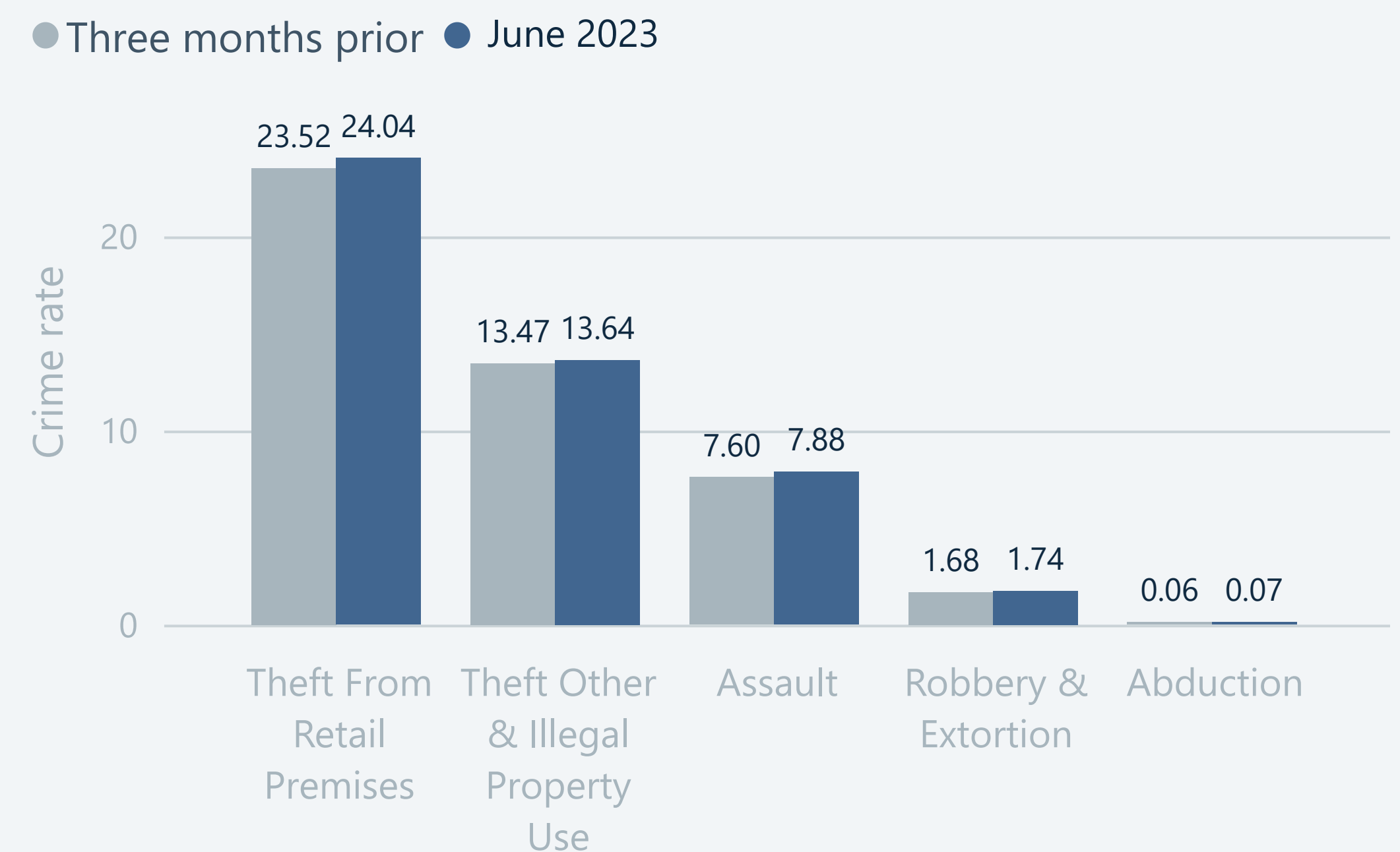
Community with greatest change in crime rate Jun 2023 **Flagstaff South** ▲ 32.81% % change is from March 2023

Comparison to National Crime Rate



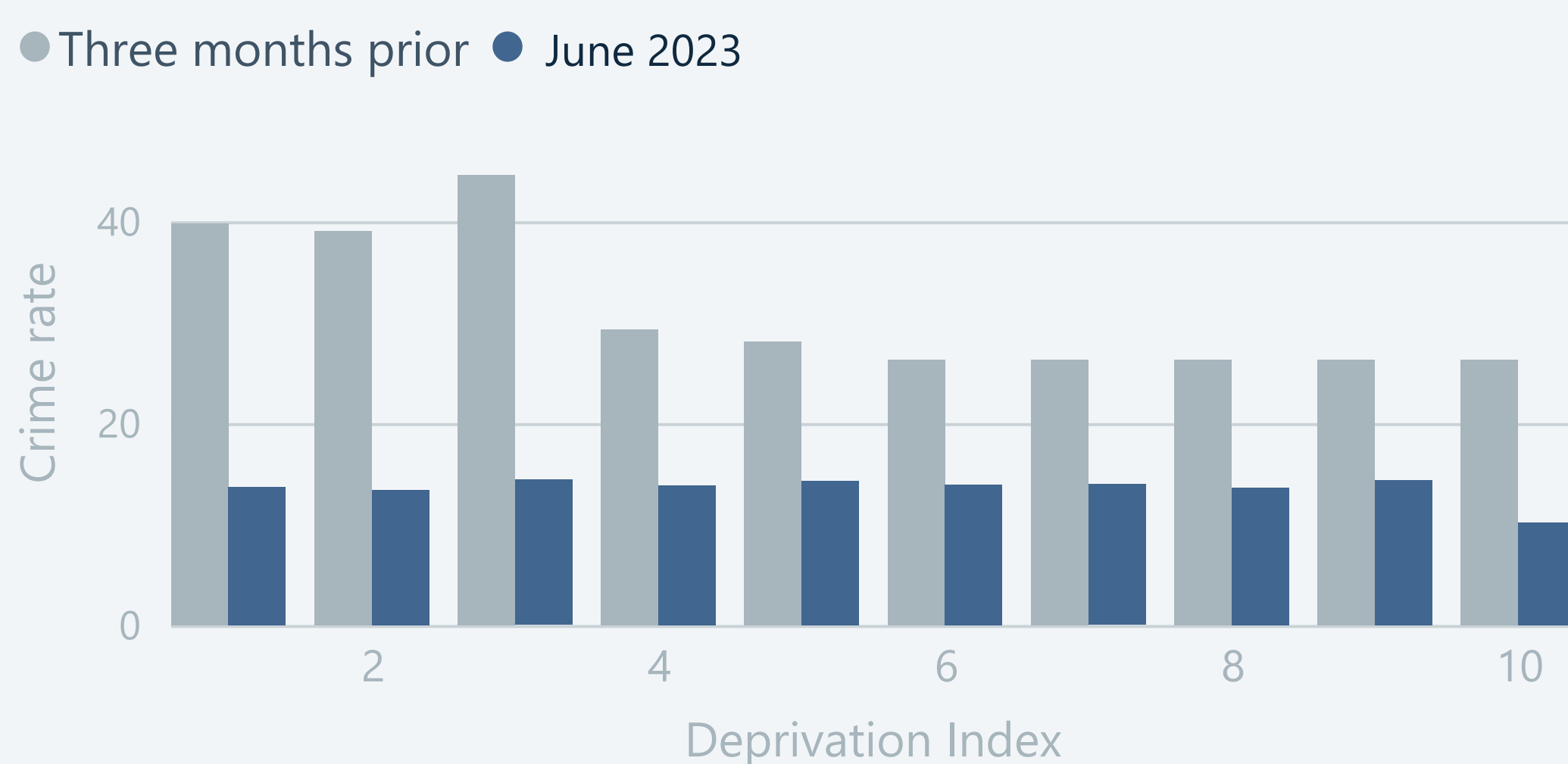
Compared with the same time last year the crime rate in Hamilton City has increased by 20.7%, and is now 93.9 as at June 2023. The crime rate is 82.2% above the national rate of 51.5.

Crime Types with the Greatest Change



Within Hamilton City, the most prevalent type of crime in June 2023 was 'Theft From Retail Premises'. The type of crime that had the greatest change in the last 3 months was 'Abduction', with an increase of 13.8%.

Crime Rate by Deprivation Index



In Hamilton City, communities with a deprivation index of 3 have the highest crime rate. The crime rate in these communities is 1.4 times higher than those with a deprivation index of 10, the group with the lowest crime rate. Communities with a deprivation index of 9 have seen the greatest change in their crime rate over the last 3 months, with an increase of -45.4%.

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
Flagstaff South	▲ 32.81	10.6
Peacockes	▲ 31.20	84.9
Flagstaff East	▲ 29.35	23.7
Temple View	▲ 26.62	18.9
Flagstaff North	▲ 21.07	17.8

Flagstaff South saw the greatest change in crime rate over the last 3 months in Hamilton City, with an increase of 32.8%.

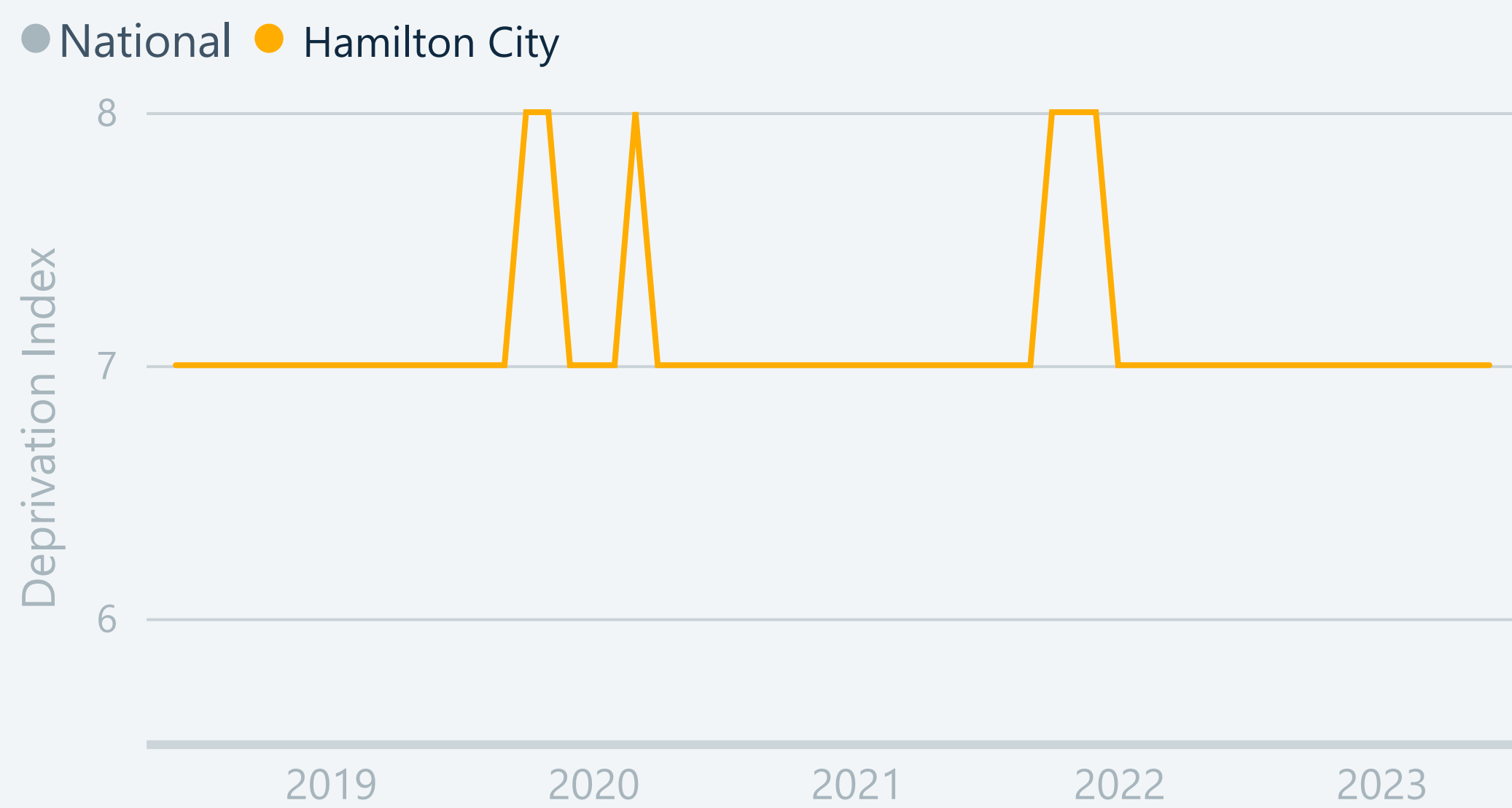
Key Pillar Changes

Deprivation Index Jun 2023 **7.0** — 0% % change is from May 2023

Community with greatest decrease in deprivation score Jun 2023 **Te Rapa North** ▽ 3.26% % change is from June 2022

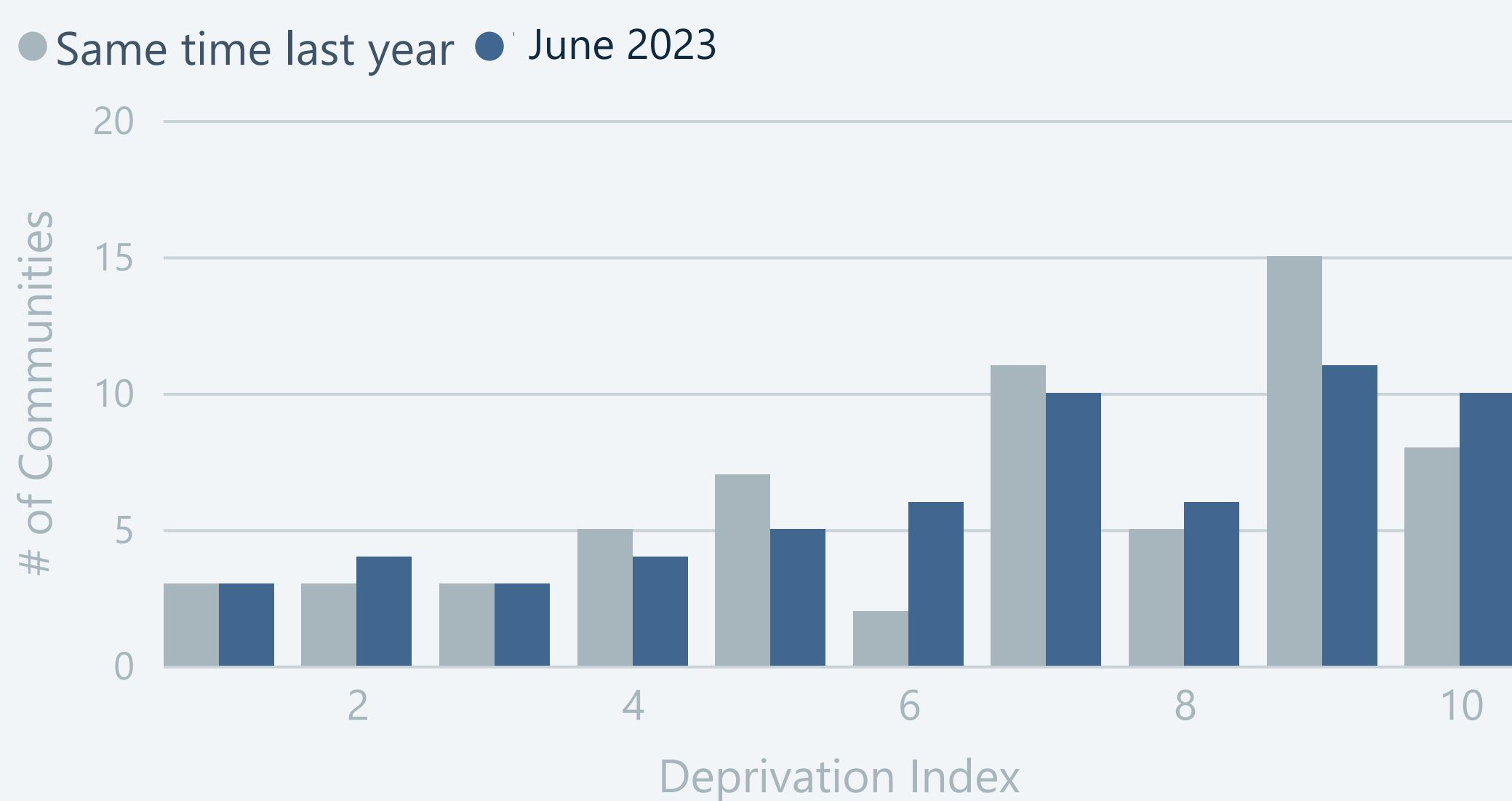
Community with greatest increase in deprivation score Jun 2023 **Swarbrick** ▲ 1.34% % change is from June 2022

Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Hamilton City has seen no change by 0%, and is now 7 in June 2023. The deprivation index is 27.3% above the national median index of 5.5.

Distribution of Deprivation Index



In Hamilton City, 43.5% of the population live in highly deprived communities (deprivation index 8-10), whereas 16.1% live in high socio-economic performing communities (deprivation index 1-3).

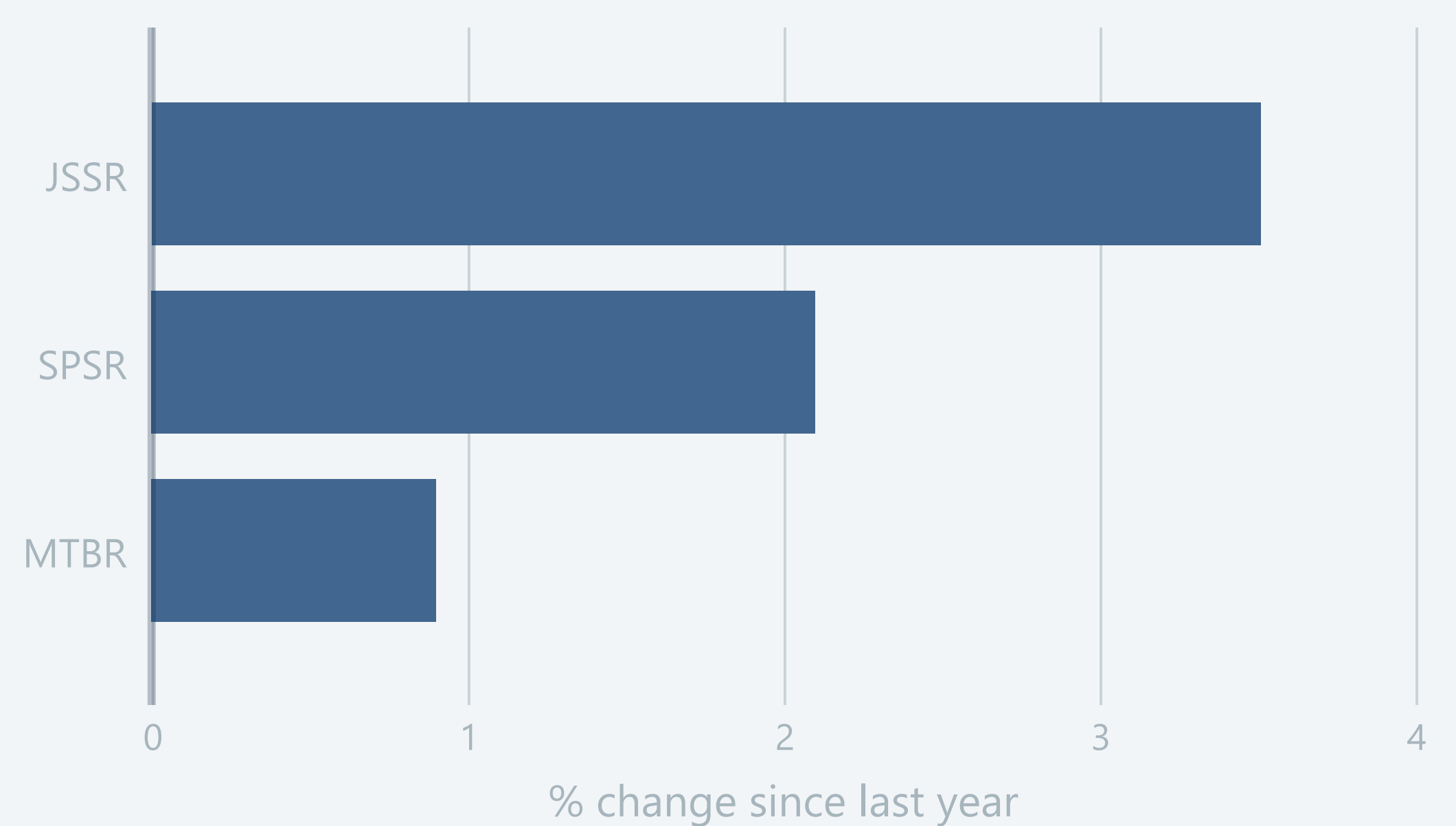
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Te Rapa North	▽ 3.26	988.57
Temple View	▽ 3.07	988.05
Queenwood (Hamilton City)	▽ 2.98	898.87
Silverdale (Hamilton City)	▽ 1.99	1,070.00
Te Rapa South	▽ 1.36	1,105.14

The community with the greatest change in deprivation score since the same time last year was Te Rapa North, with a 3.3% decrease.

Benefit Deprivation Indicators

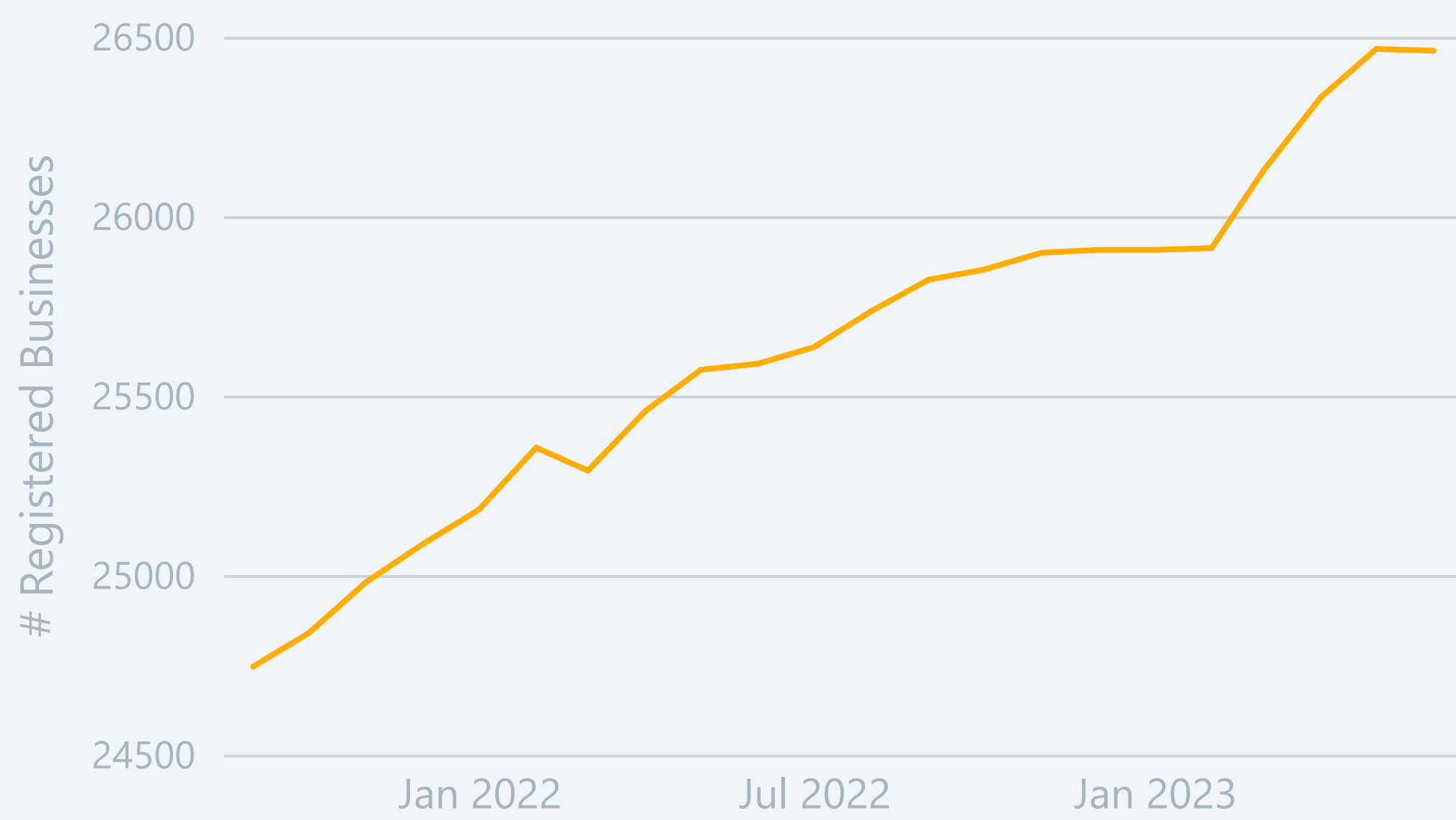


The benefit deprivation indicator that has changed the most in the last year is Job Seeker Support Rate (JSSR) which saw a 3.51% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

Key Pillar Changes

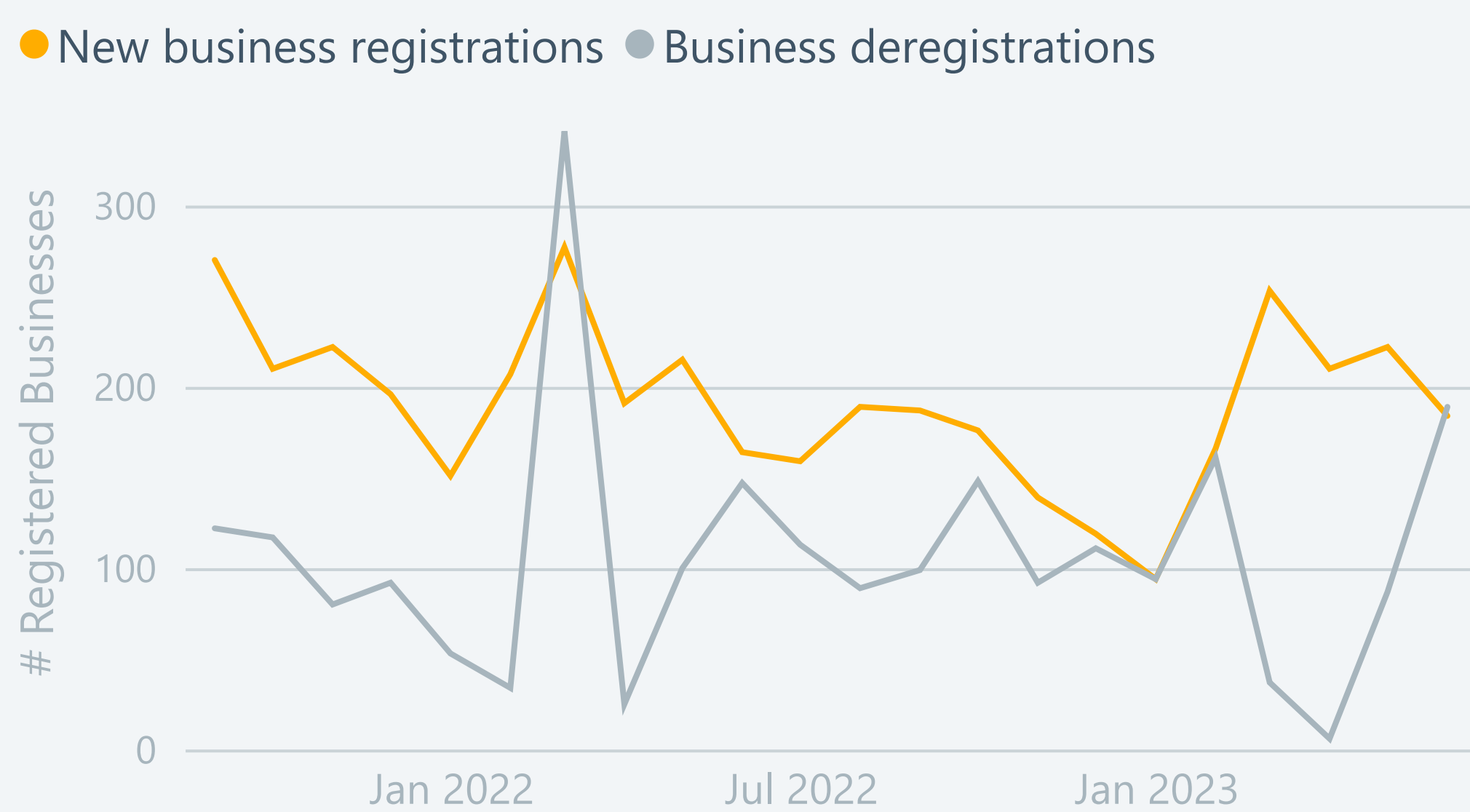
New Business Registrations this month	Jun 2023	184.0	▽ 27.27%	% change is from March 2023
Business Deregistrations this month	Jun 2023	189.0	▲ 410.81%	% change is from March 2023
Total tourism spend this quarter	Jun 2023	\$107.9M	▽ 1.06%	% change is from March 2023

Total number of businesses registered to date



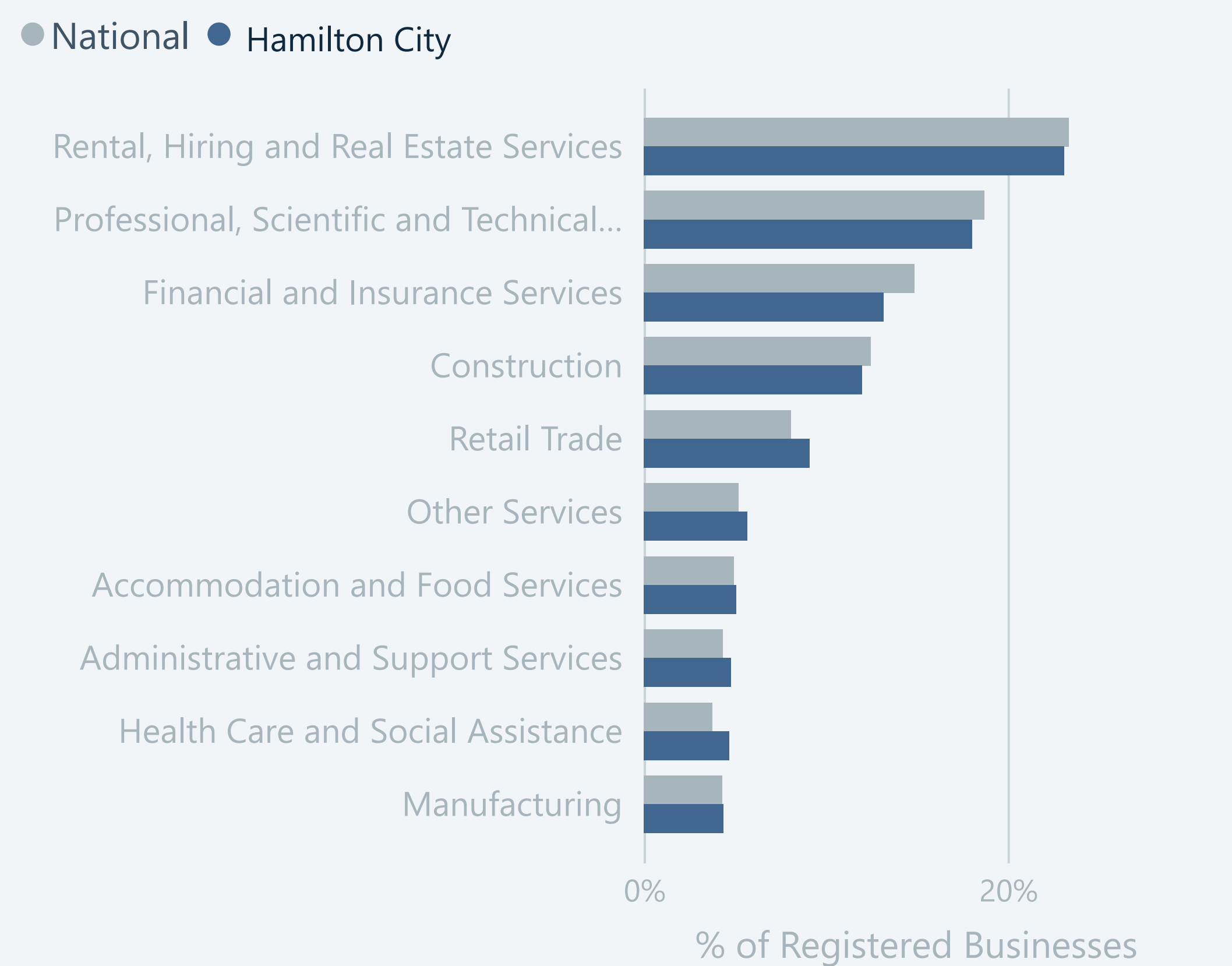
As of June 2023 there were 26461 registered businesses in Hamilton City. Over the last 12 months the number of registered businesses has increased by 872. Nationally, the number of registered businesses has increased by 1.7%.

Business openings and closings in the last year



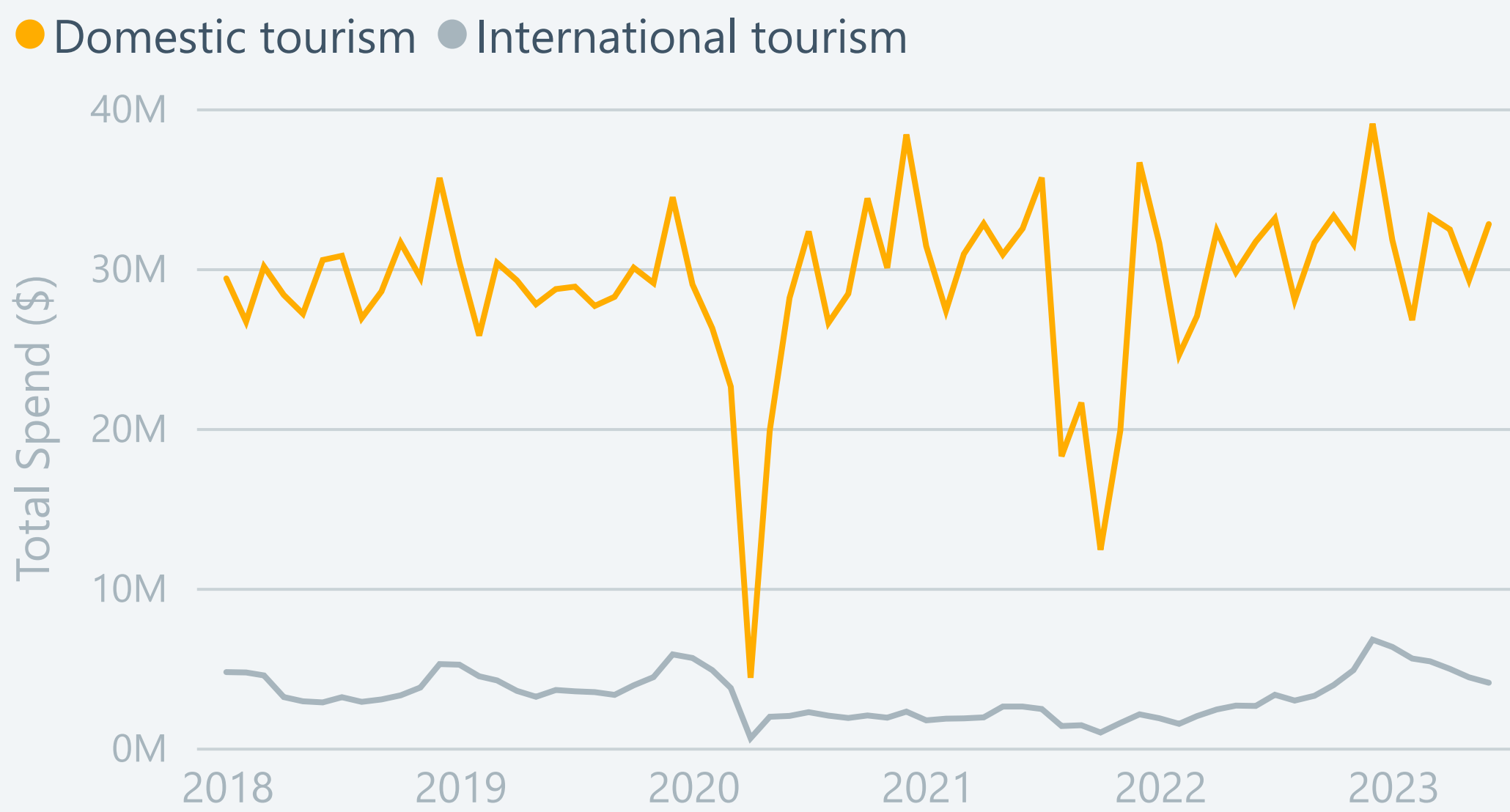
Comparing June 2023 with June 2022 Hamilton City has seen an increase in the number of new business registrations of 12.2% and an increase in the number of business deregistrations of 28.6%.

Distribution of registered businesses by industry



Rental, Hiring and Real Estate Services is the largest industry operating in Hamilton City and makes up 20% of all currently registered businesses.

Tourism spend this quarter



In June 2023, \$36.8M was spent in Hamilton City from domestic and international visitors to the district. Domestic tourism made up 89% of total tourism spend, and has increased by 3.48% since the same time last year, whereas international tourism has increased by 55.59% in the same time period.

Visiting countries with the greatest spend

Visiting country	\$ Change	Spend
Australia	▲ \$256K	\$2.9M
China	▲ \$1M	\$1.6M
Rest of Asia	▲ \$688K	\$1.3M
United Kingdom	▲ \$201K	\$1.3M
United States of America	▲ \$1.2M	\$2.9M

This quarter, the largest spend from international tourists visiting Hamilton City came from Australia, with tourists spending \$2.9M. This represents an increase of \$256K since the same quarter last year.

Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Bay of Plenty	▲ \$823K	\$14.7M
Waikato	▲ \$320K	\$26.3M
Auckland	▼ \$418K	\$28.8M
Wellington	▼ \$317K	\$3.6M
Manawatu-Wanganui	▼ \$431K	\$4.3M

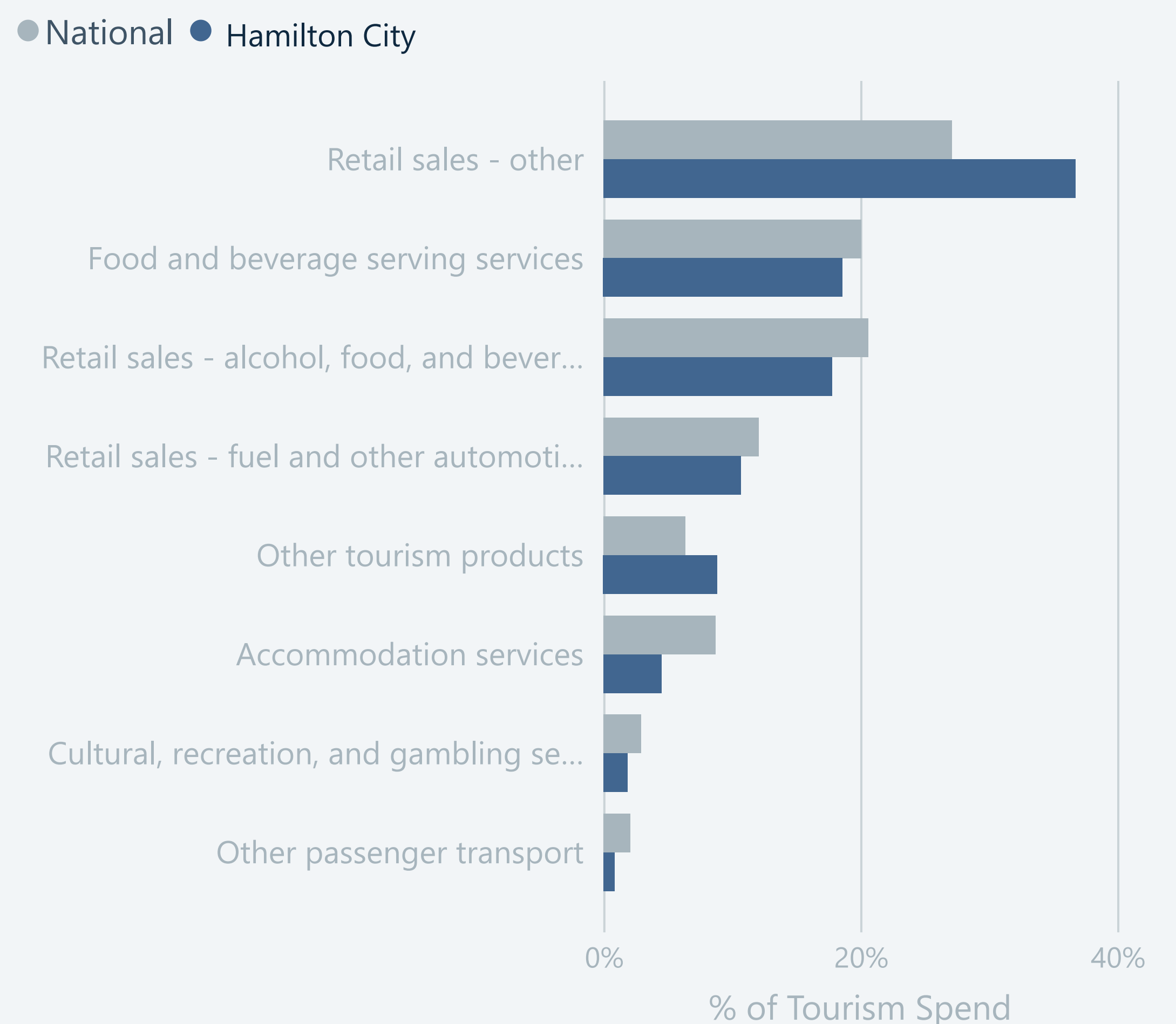
This quarter, the largest spend from domestic tourists visiting Hamilton City came from the Auckland region, with tourists spending \$28.8M. This represents a decrease of \$418K since the same quarter last year.

Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
Rest of Americas	▲ \$217K	\$266K
Japan	▲ \$115K	\$143K
Germany	▲ \$88K	\$115K

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 \$217K increase in spend.

Tourism spend by industry



In Hamilton City tourists spent the most on Retail sales - other this quarter, which was 36.7% of all tourism spend. This is 35.4% larger than the national proportion.

Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Canterbury	▲ \$531K	\$3.2M
Nelson	▲ \$44K	\$225K
Taranaki	▲ \$584K	\$3.6M

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 \$44K 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.

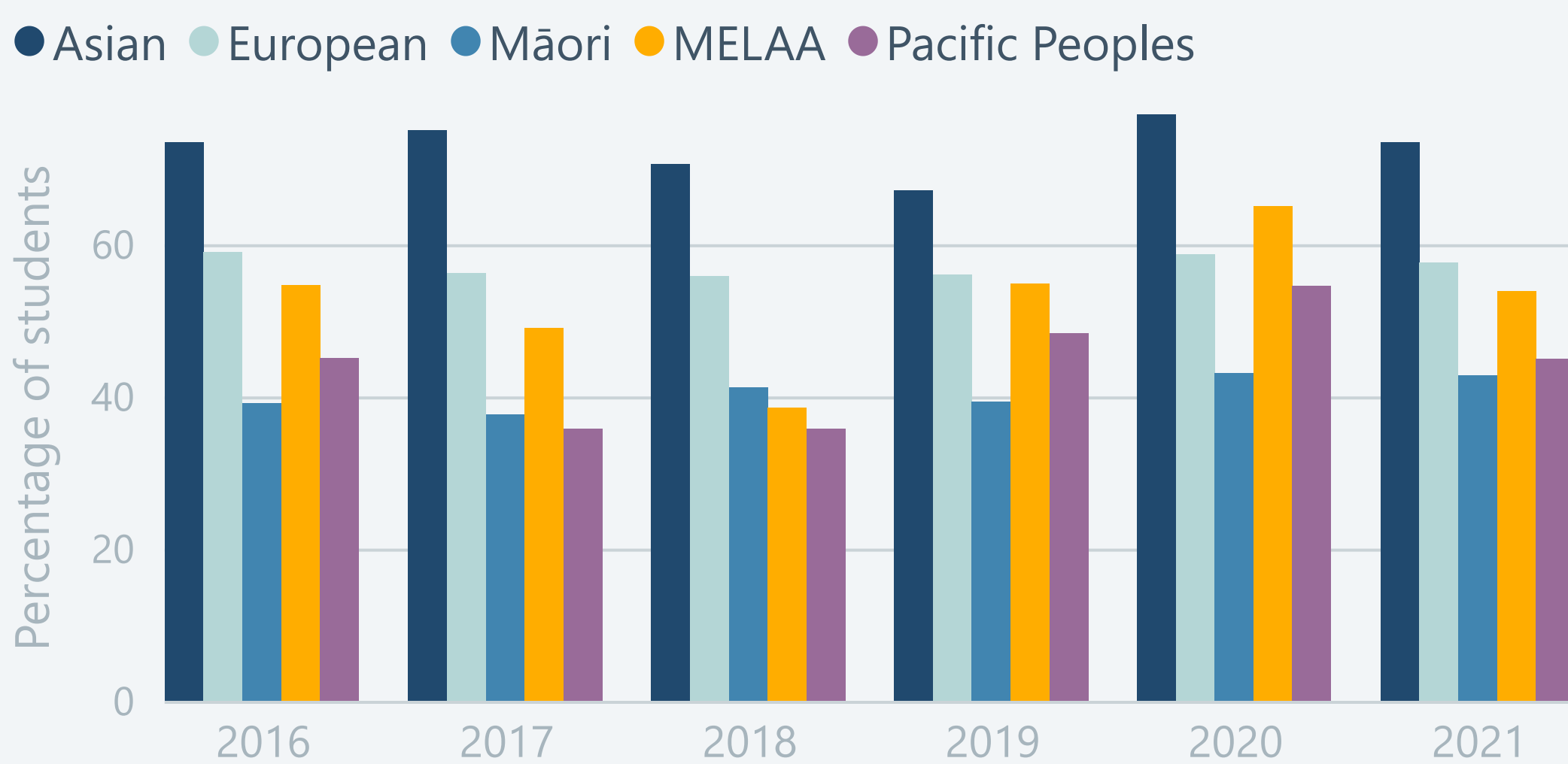
Key Pillar Changes

Secondary school retention Jan 2021 **80.0%** ▽ 3.71% % change is from January 2020

Secondary school with highest proportion of students leaving with NCEA level 3 Jan 2021 **Waikato Diocesan School For Girls**

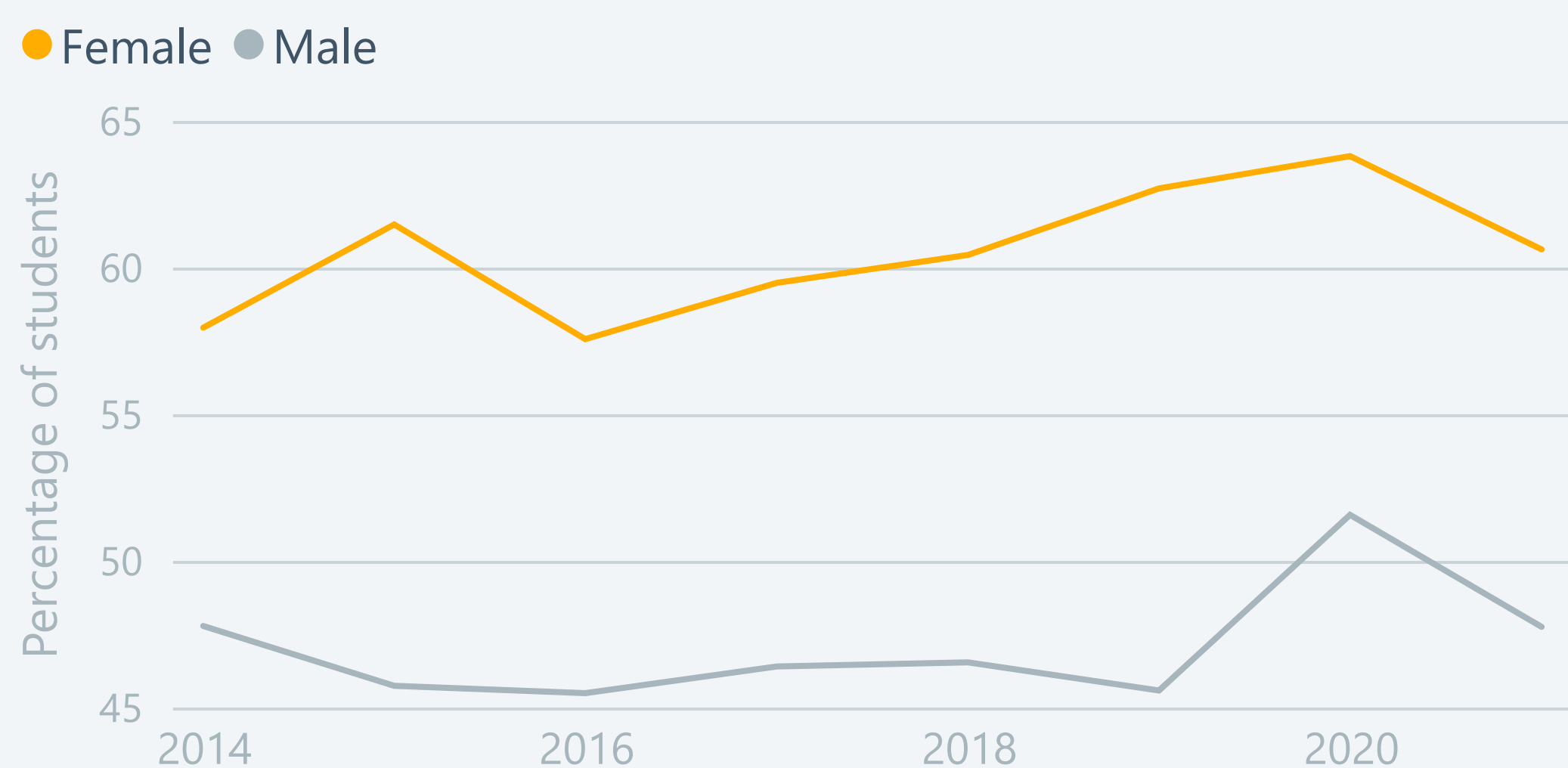
Ethnicity with greatest change in secondary school retention Jan 2021 **Pacific Peoples** ▽ 6.57% % change is from January 2020

School leavers with NCEA3 level by ethnicity



In 2021, Asian students in Hamilton City had the greatest proportion of students leaving with NCEA3. This is 1.72 times larger than Māori students, who have the lowest proportion of students leaving with NCEA Level 3. MELAA students have seen the greatest change in NCEA Level 3 pass rates, with an increase of 18.5%. Māori NCEA Level 3 pass rates in Hamilton City are 107% of National Māori rates.

School leavers with NCEA3 level by gender



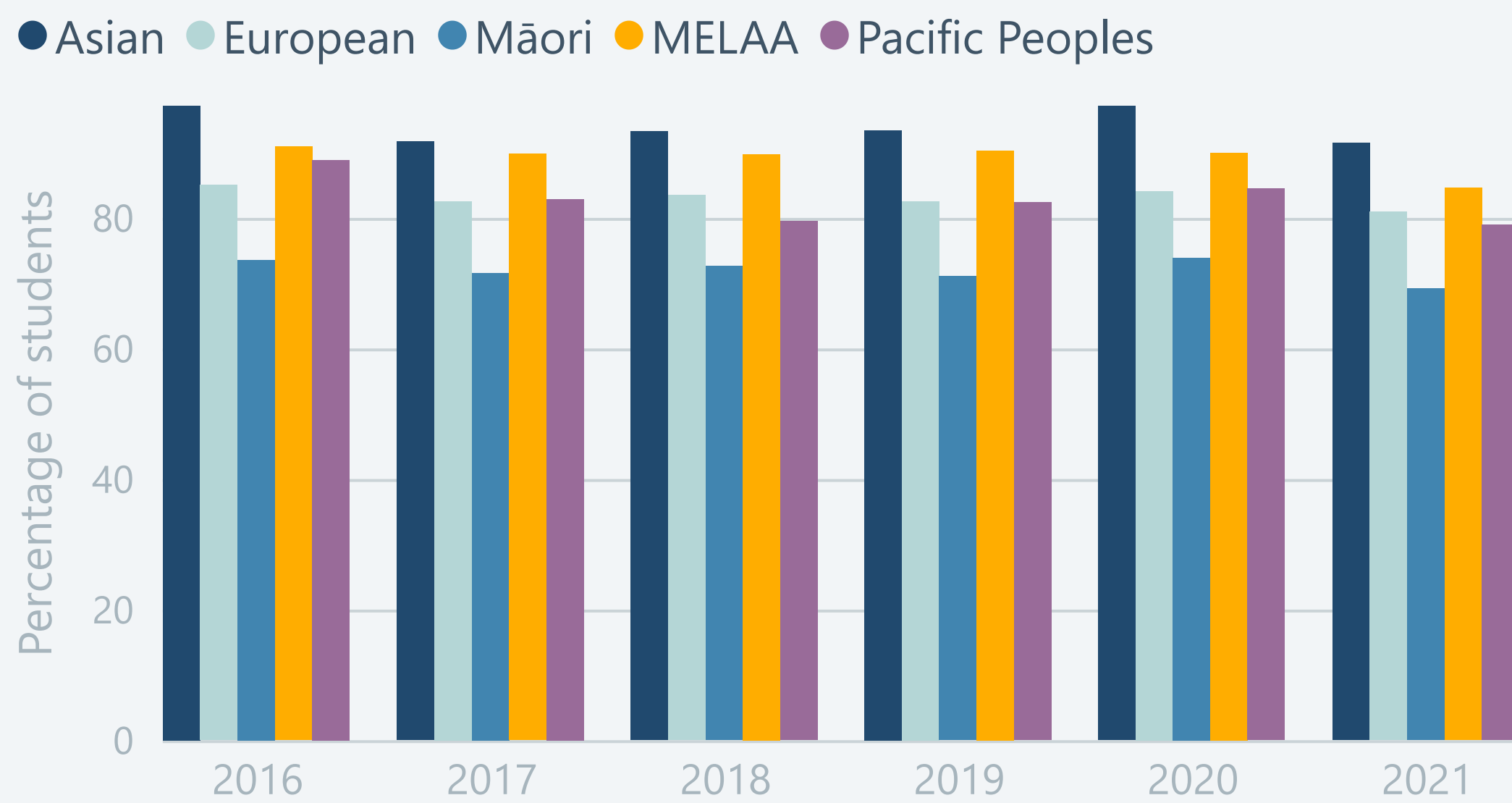
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Hamilton City for female students has been 1.28 times larger than male students. In 2021, the percentage of students leaving with NCEA Level 3 for female students compared with male students was less than average. Compared to national figures, in 2021 the pass rate in Hamilton City were lower for both females and males.

Schools with greatest change in NCEA3 pass rate

In 2021, the school with the greatest change in the percentage of students leaving with NCEA Level 3 (pass rate) since 2020 was Melville High School, with a 19.4% decrease. Note that the table includes only those schools with more than 50 students.

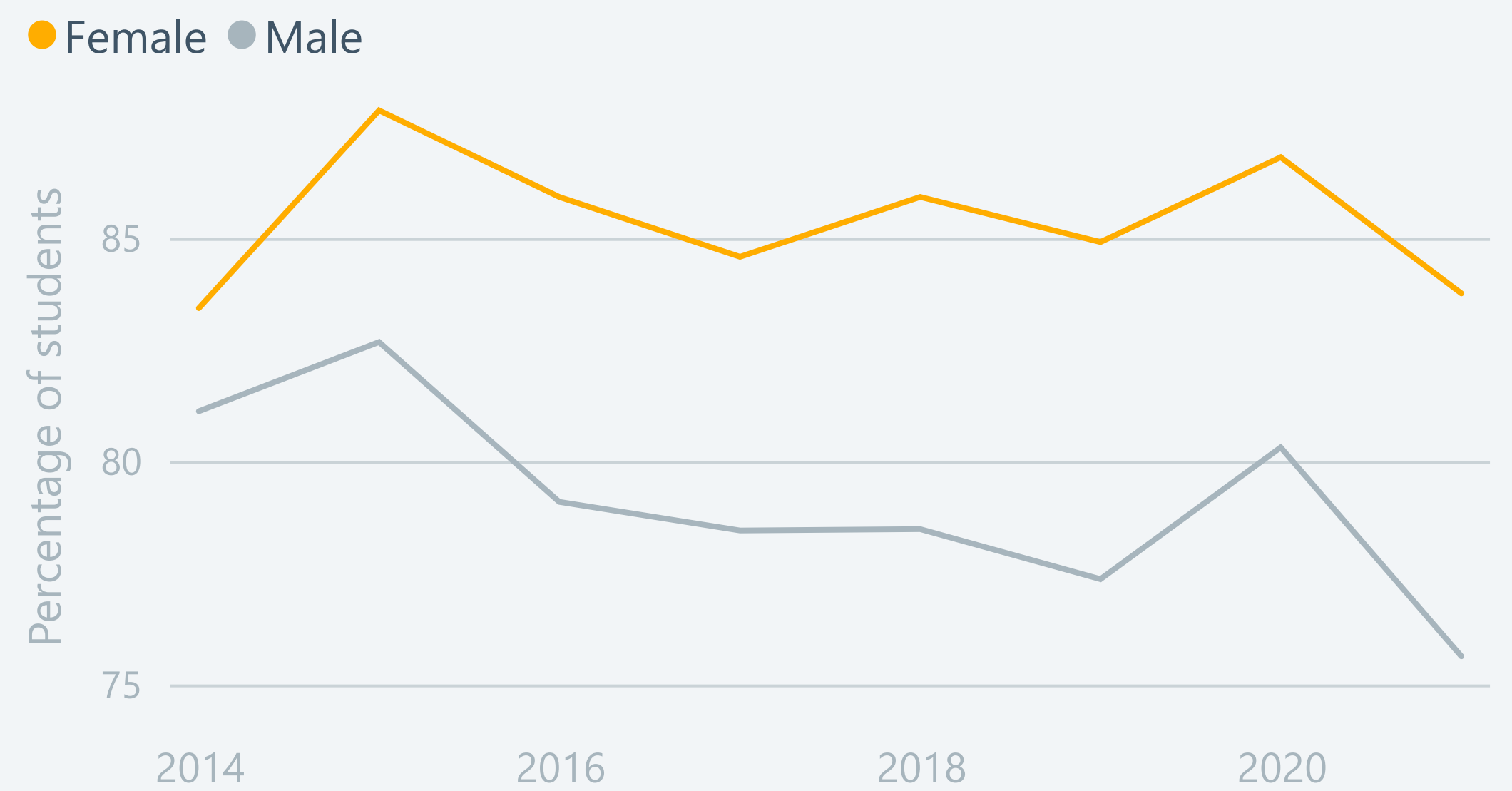
School	% Change	Pass Rate
Melville High School	▽ 19.40	35.38
St John's College (Hillcrest)	▲ 10.04	56.33
Sacred Heart Girls' College (Ham)	▽ 9.68	70.59
Waikato Diocesan School For Girls	▽ 8.19	85.27
Hillcrest High School	▽ 3.98	52.03

Secondary school retention by ethnicity



In 2021, Asian students in Hamilton City had the greatest retention rate. This is 1.32 times larger than Māori students, who have the lowest retention rate. Asian students have seen the greatest change in retention, with an increase of 4%. Māori retention rates in Hamilton City are 100% 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 2021, the retention rates of female students compared with male students was higher than average. Compared to national figures, in 2021 the retention rates in Hamilton City were lower for both females and males.

Schools with greatest change in retention

In 2021, the school with the greatest change in retention rate since 2020 was Melville High School, with a 18.16% decrease. Note that the table includes only those schools with more than 50 students.

Community	% Change	Retention rate
Melville High School	▼ 18.16	59
Waikato Diocesan School For Girls	▼ 6.98	93
Fairfield College	▲ 6.90	65
Sacred Heart Girls' College (Ham)	▼ 5.83	89
Fraser High School	▼ 5.34	69

! 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

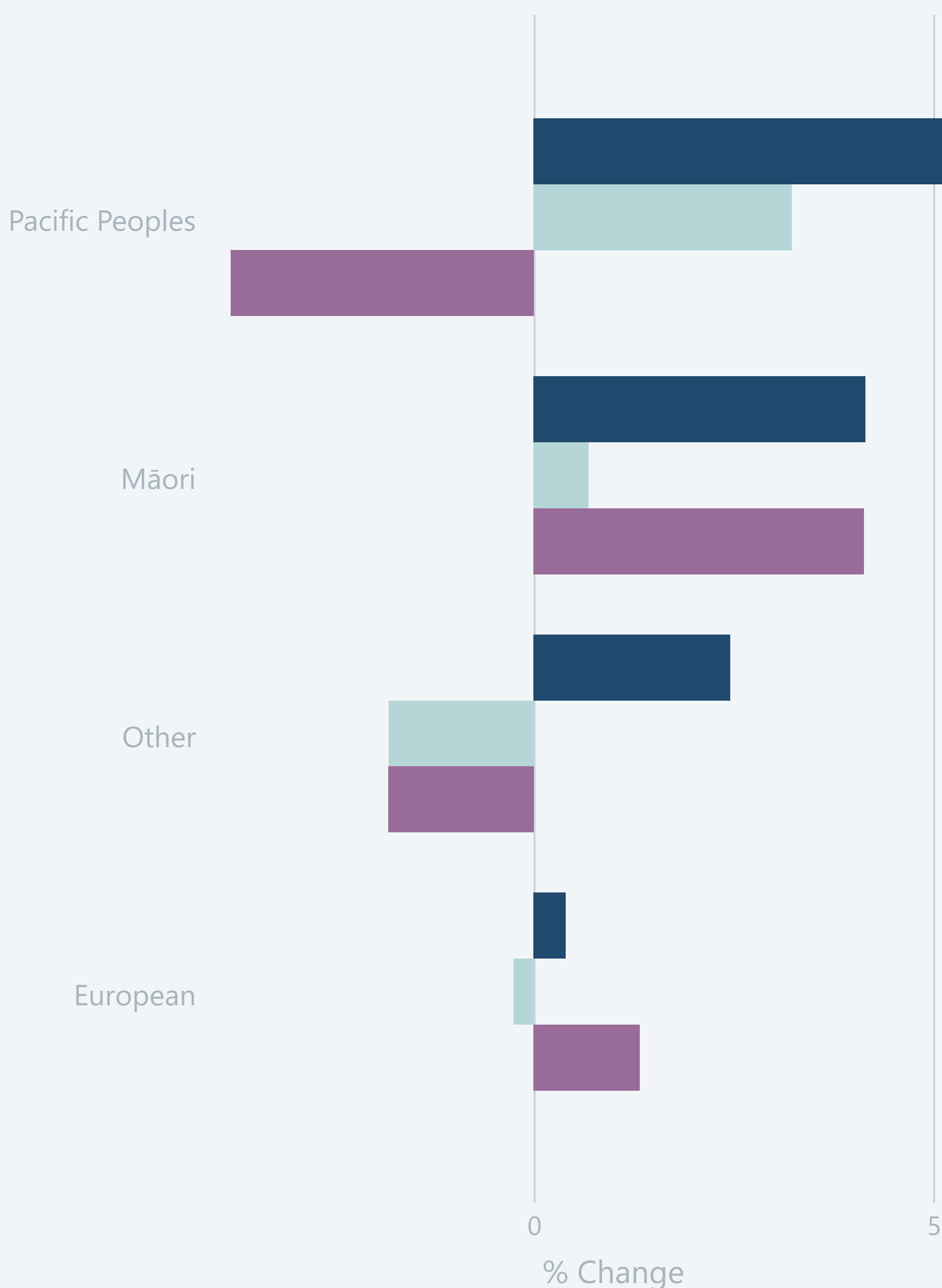
Job seeker support rate Jun 2023 **7.6%** ▲ 3.51% % change is from June 2022

Means tested benefit rate Jun 2023 **3.9%** ▲ 0.9% % change is from June 2022

Sole parent support rate Jun 2023 **3.6%** ▲ 2.1% % change is from June 2022

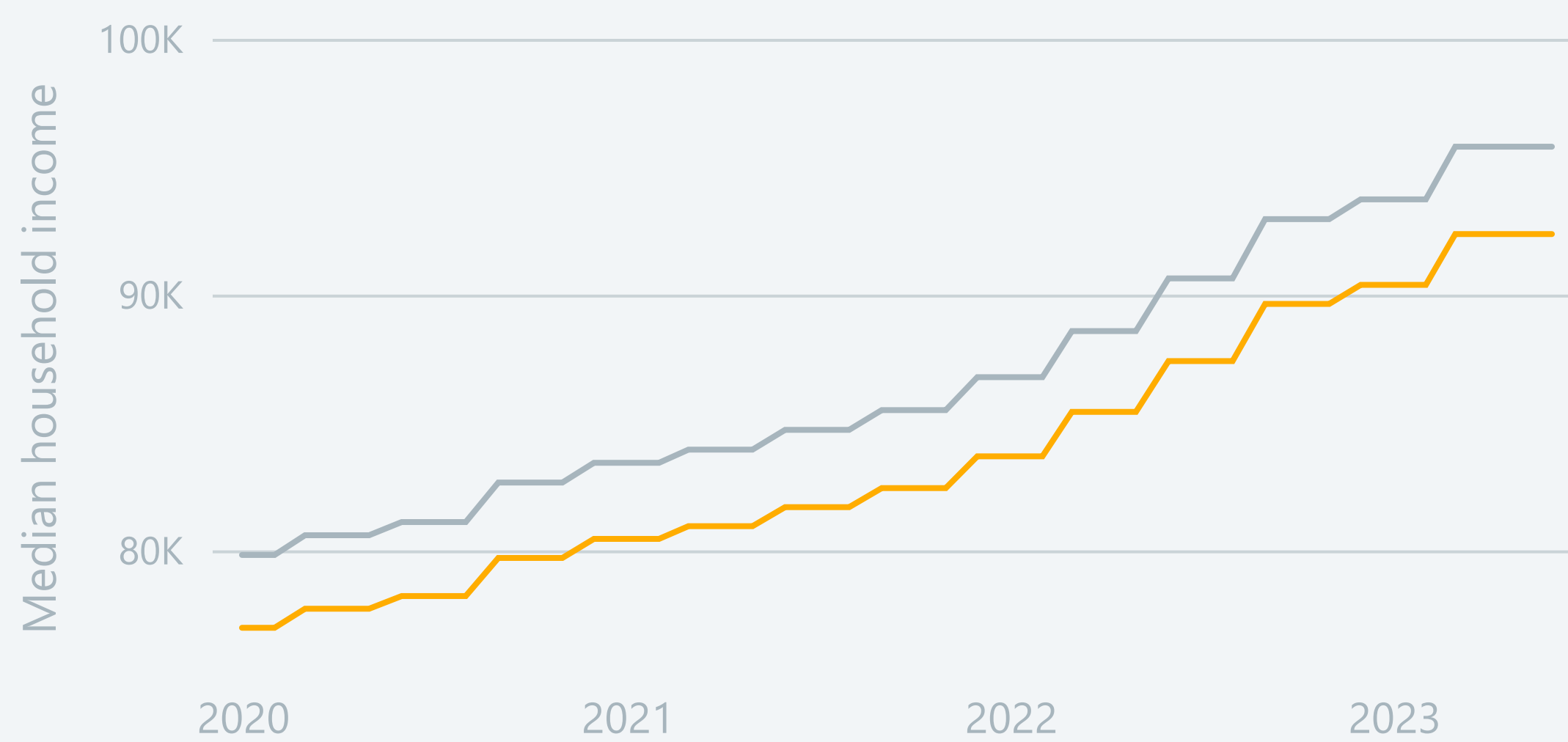
Change in benefit rates by Ethnicity

● Job Seeker Support
● Means Tested Benefit
● Single Parent Support



Median Household Income over time

● National
● Hamilton City



As of June 2023, the median household income (adjusted for inflation) in Hamilton City was \$92,367. 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 5.26% to a value of 7.52 claimants per 100 working adults (15-64yrs). Comparatively, Single Parent Support for Pacific Peoples saw the greatest decrease over the last 12 months, down 3.79% to 3.67 claimants per 100 working adults.

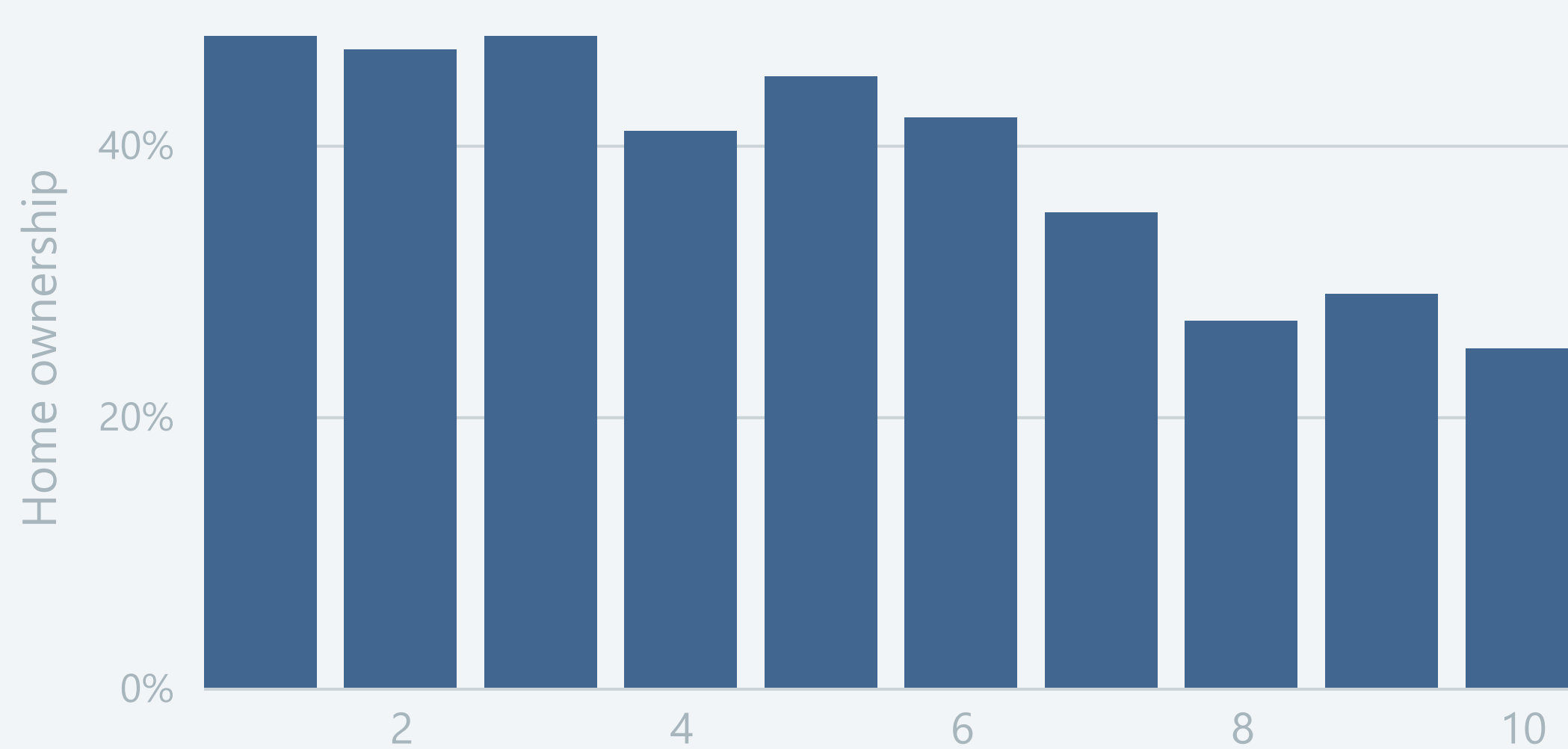
Key Pillar Changes

Years to save for a house deposit Jun 2023 **11.0** ▽ 2.23% % change is from March 2023

Rental affordability (% of income spent on rent) Jun 2023 **25.9%** ▲ 0.4% % change is from March 2023

Purchasing affordability (% of income spent on mortgage repayments) Jun 2023 **9.2%** ▽ 2.37% % change is from March 2023

Home Ownership by Deprivation Index



In Hamilton City, multiple communities have the highest rates of home ownership. The home ownership rate in these communities is 1.9 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, Rotokauri-Waiwhakareke was the most unaffordable in June 2023, with 25.4% of annual household income spent on rent.

Community	% Change	Rental Affordability
Flagstaff North	— 0.00	22.80
Flagstaff South	— 0.00	20.10
Pukete West	— 0.00	25.10
Rotokauri-Waiwhakareke	— 0.00	25.40
Rototuna North	— 0.00	23.70

Greatest Change in Purchasing Affordability

Kirikiroa saw the greatest change in the percentage of income spent on mortgage repayments, with a 5.2% increase over the last 3 months. Of these communities, Silverdale (Hamilton City) was the most unaffordable in June 2023, with 11.7% of annual household income spent on mortgage repayments.

Community	% Change	Purchasing Affordability
Forest Lake (Hamilton City)	▽ 1.72	11.40
Hamilton West	▽ 3.54	10.90
Kirikiroa	▲ 5.15	10.20
Silverdale (Hamilton City)	▲ 1.74	11.70
Te Rapa South	▽ 3.64	10.60

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.

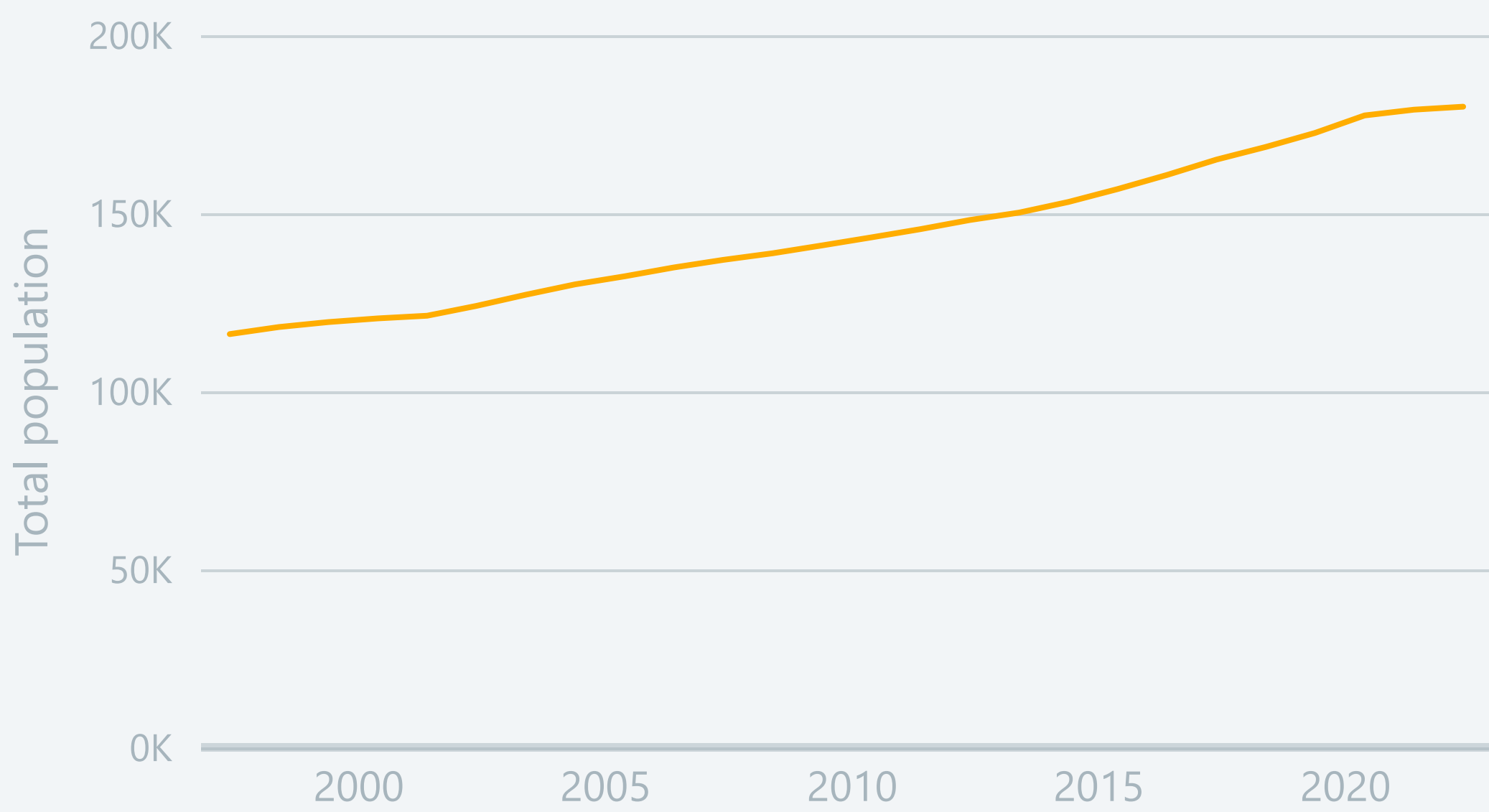


Demographics

Estimated population

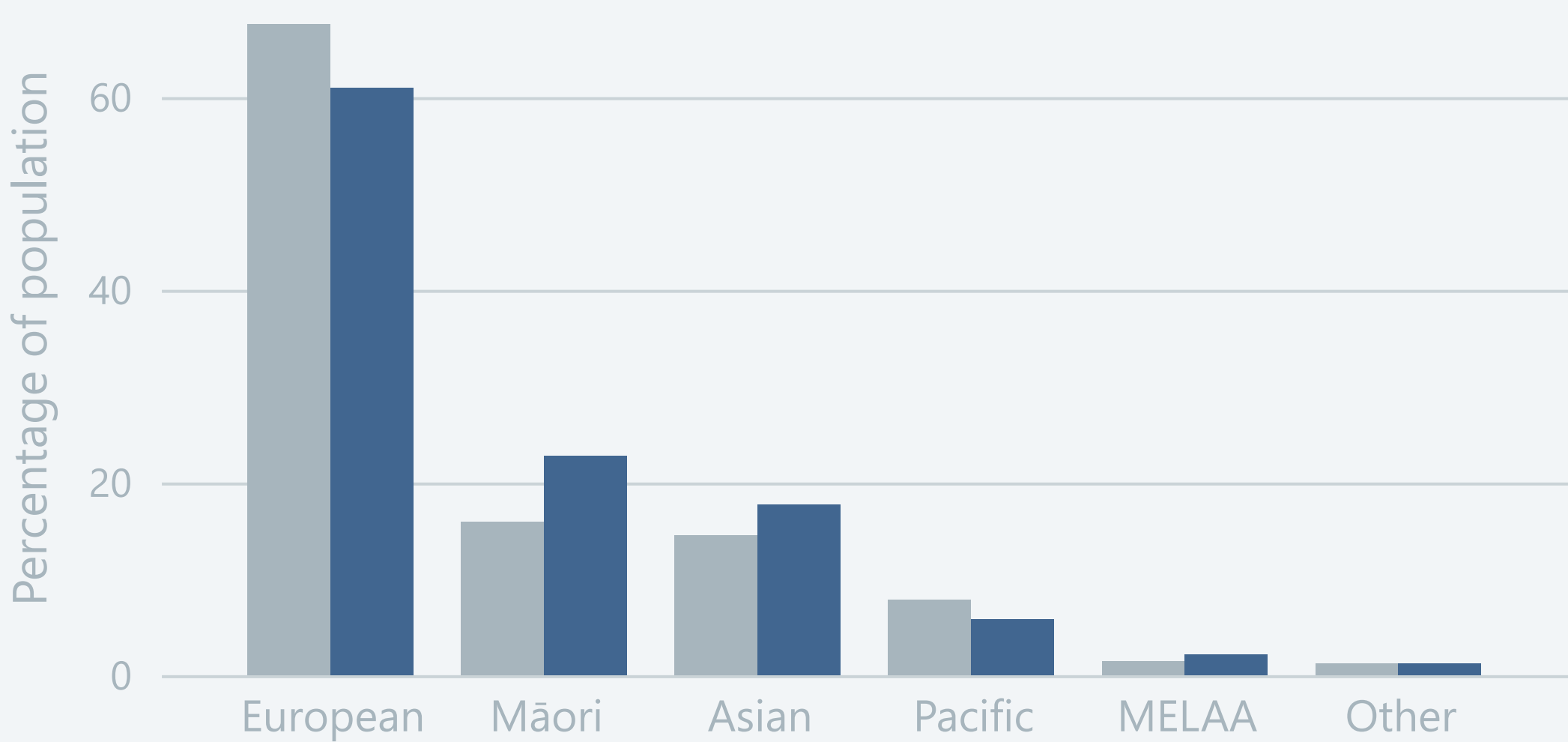
179.92K

Is the estimated total population in Hamilton City in 2022. The population in the area has increased by 0.47% or 840 people since 2021.



Ethnic distribution

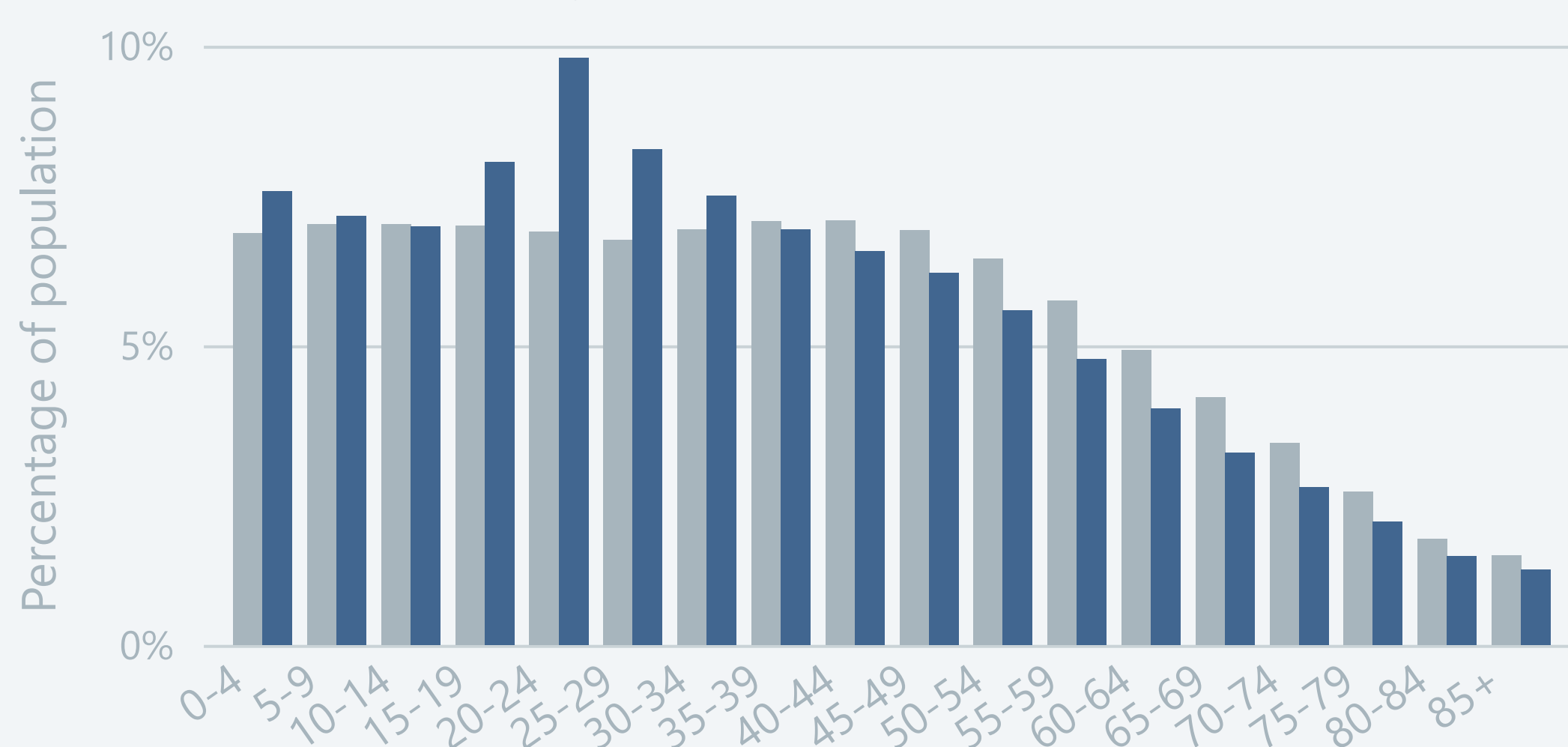
● National ● Hamilton City



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 43.37%.

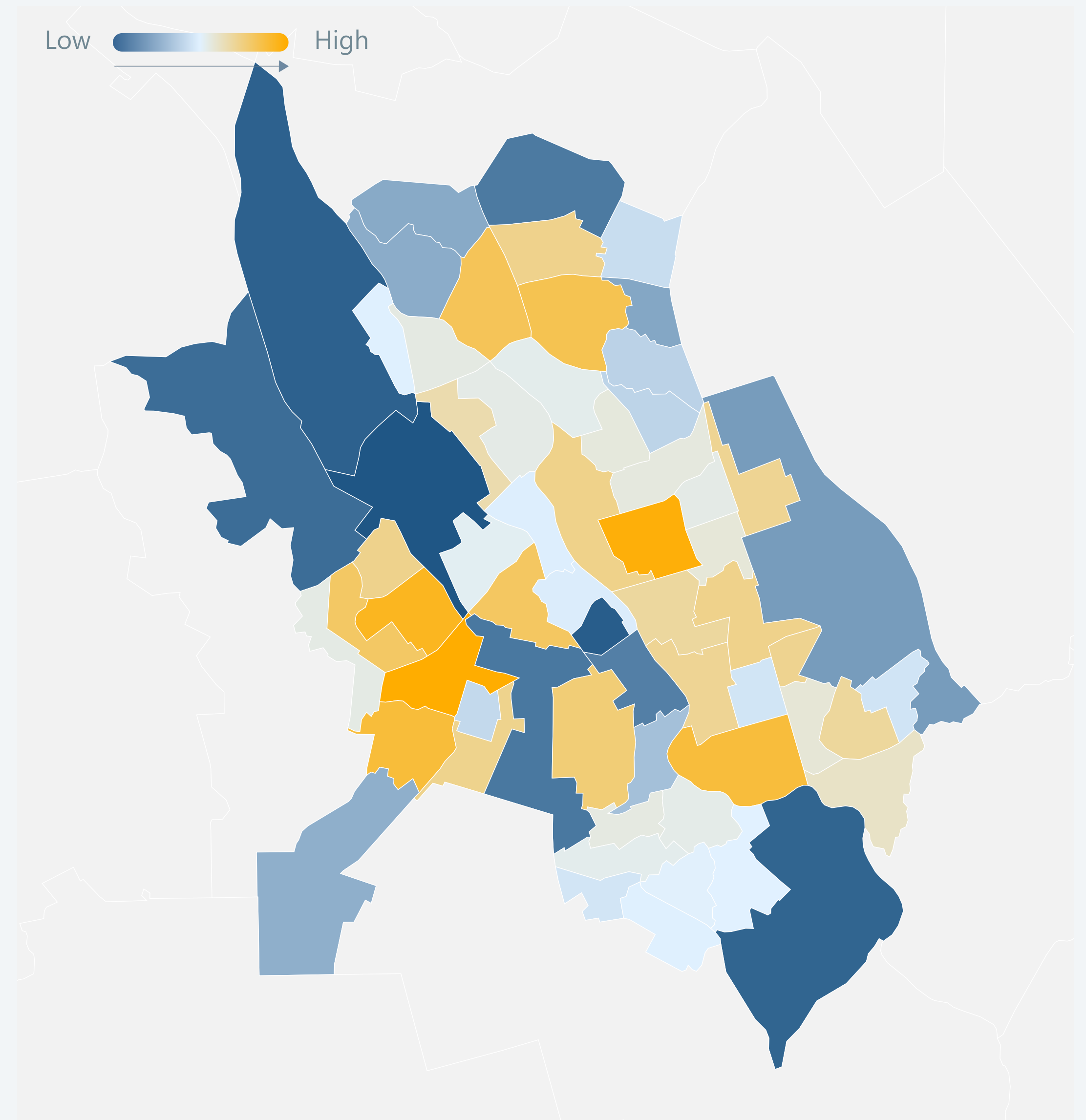
Age distribution

● National ● Hamilton City



As of June 2022 the largest age band in Hamilton City is 25-29 (8.8%), 26.3% larger than the national distribution. The age band that has had the greatest change since June 2021 is 75-79, increasing by 6.36%.

Population distribution



In June 2022, Te Rapa South saw the greatest change in population, with an increase of 16% since June 2021.