

Quarterly Report

Hamilton City

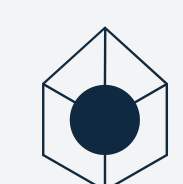
Summary

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

 New Business Registrations this month


 **116.0**

As of December 2023, Hamilton City saw 116.0 new business registrations, a decrease of 40.51% compared with September 2023.

 Rental affordability (% of income spent on rent)

 **25.4%**

As of December 2023, residents of Hamilton City spent 25.4% of their household income on rent, an increase of 0.42% compared with September 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

 **16.7**

In December 2023, Hamilton City had a crime rate of 16.7 incidents per 10,000 people, a decrease of 9.28% compared with September 2023.

 Deprivation Index


 **7.0**

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

 Job seeker support rate

 **8.1%**

In December 2023, 8.1% of the working population (15-64 years) in Hamilton City claimed Job Seeker Support, an increase of 7.98% compared with December 2022.

 Trending Up  Trending Down  Improving  Worsening  No Change

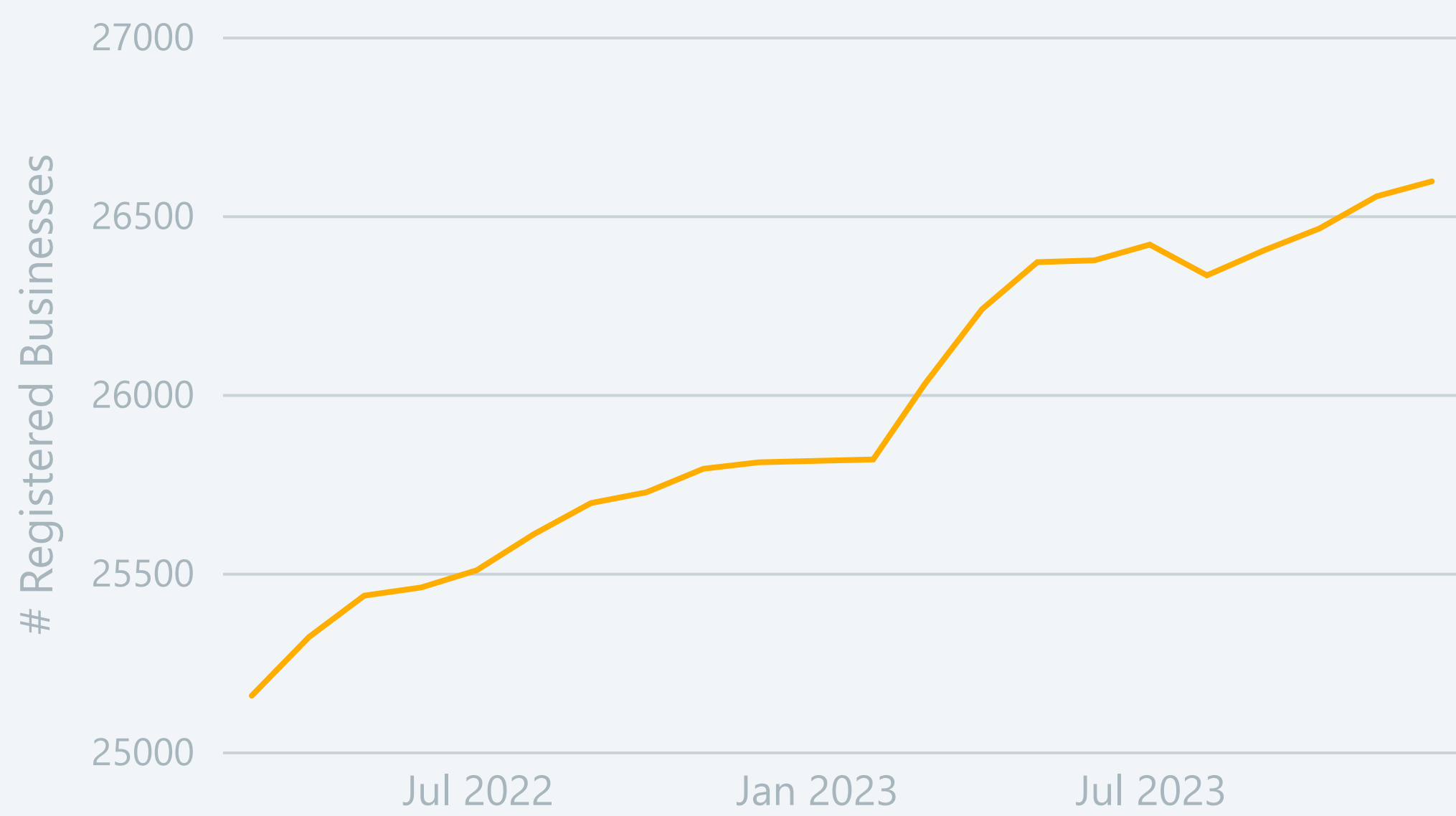
Key Pillar Changes

New Business Registrations this month Dec 2023 **116.0** ▼ 40.51% % change is from September 2023

Business Deregistrations this month Dec 2023 **74.0** ▼ 40.8% % change is from September 2023

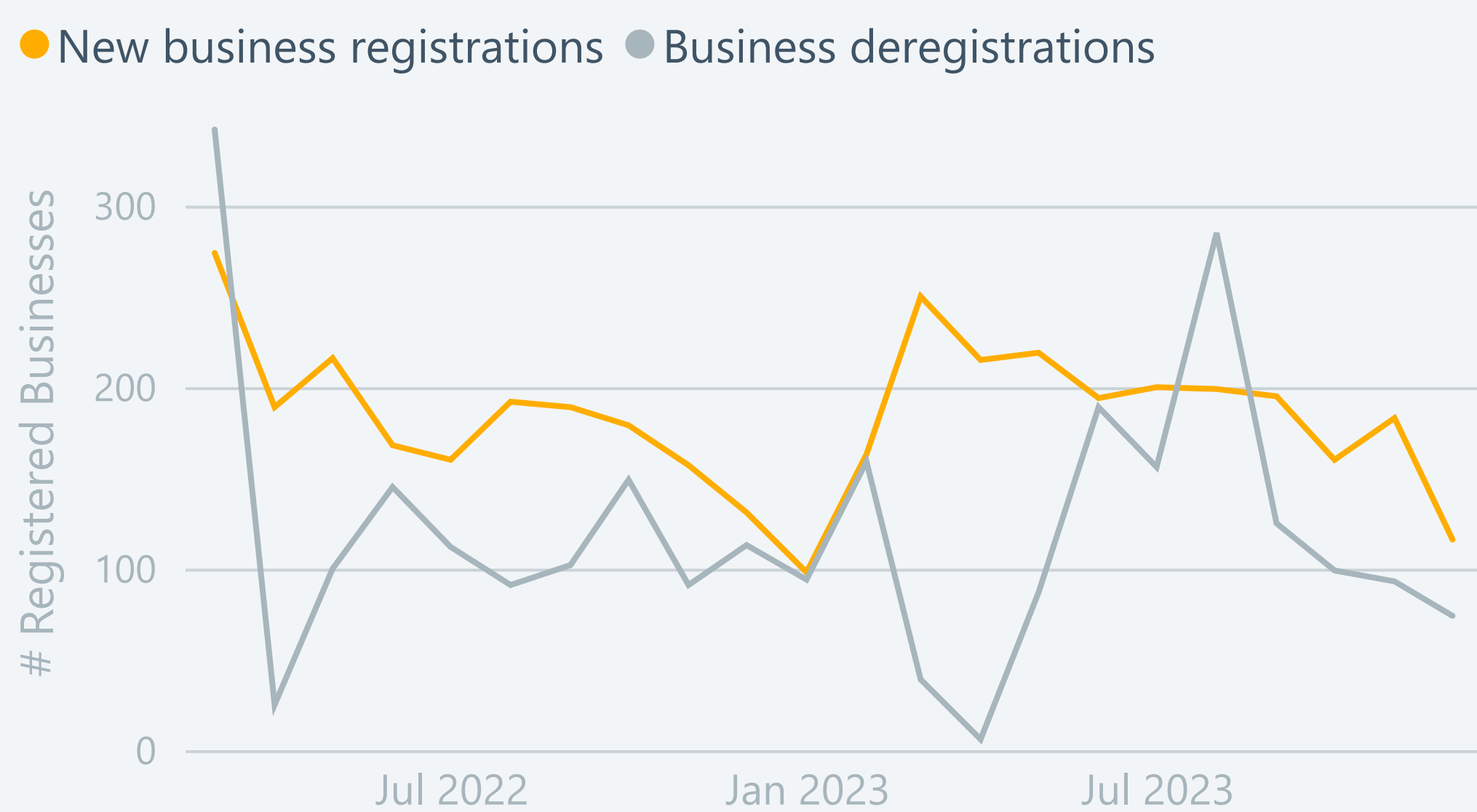
Total tourism spend this quarter Jul 2023 **\$107.5M** ▼ 0.44% % change is from April 2023

Total number of businesses registered to date



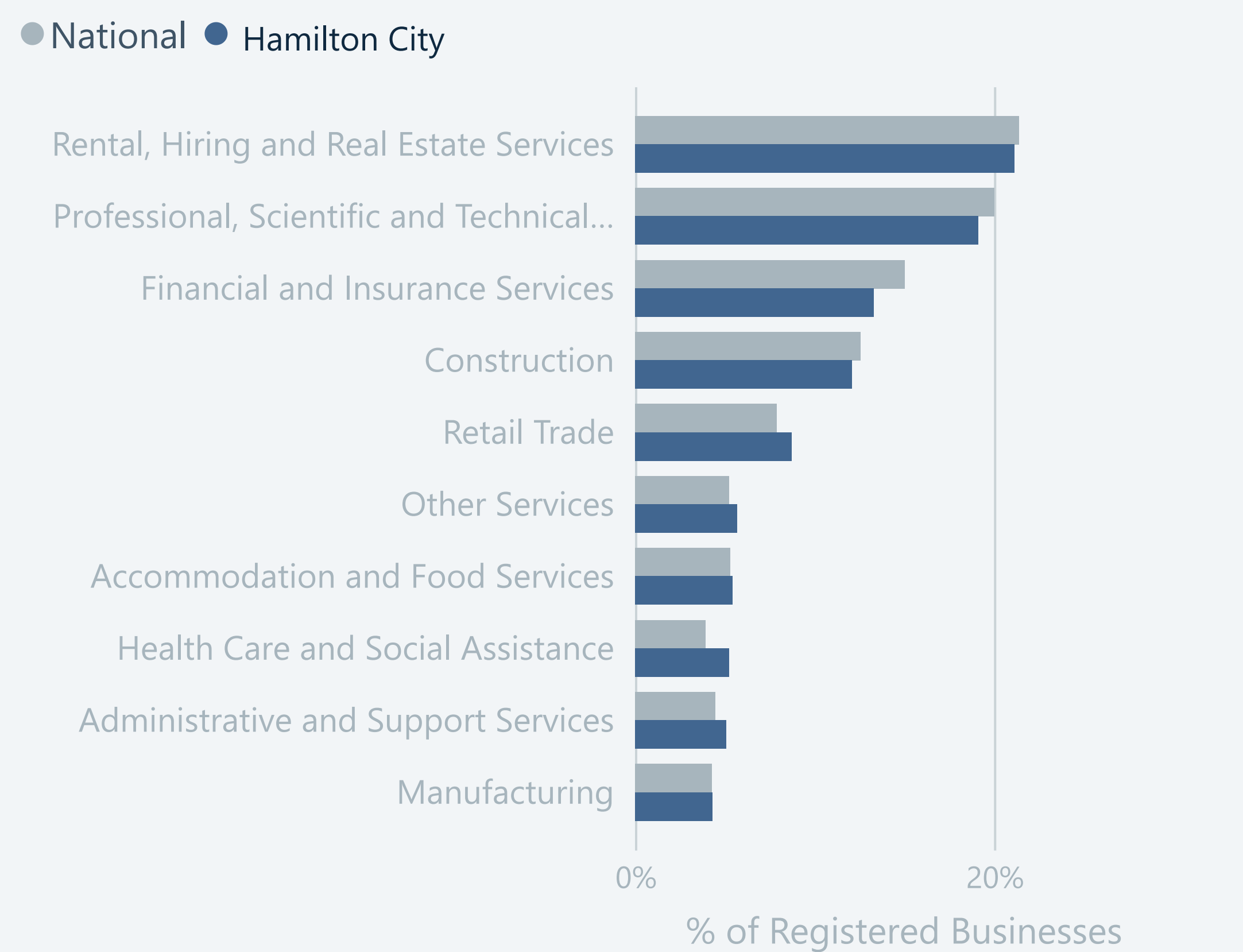
As of December 2023 there were 26595 registered businesses in Hamilton City. Over the last 12 months the number of registered businesses has increased by 786. Nationally, the number of registered businesses has increased by 1.65%.

Business openings and closings in the last year



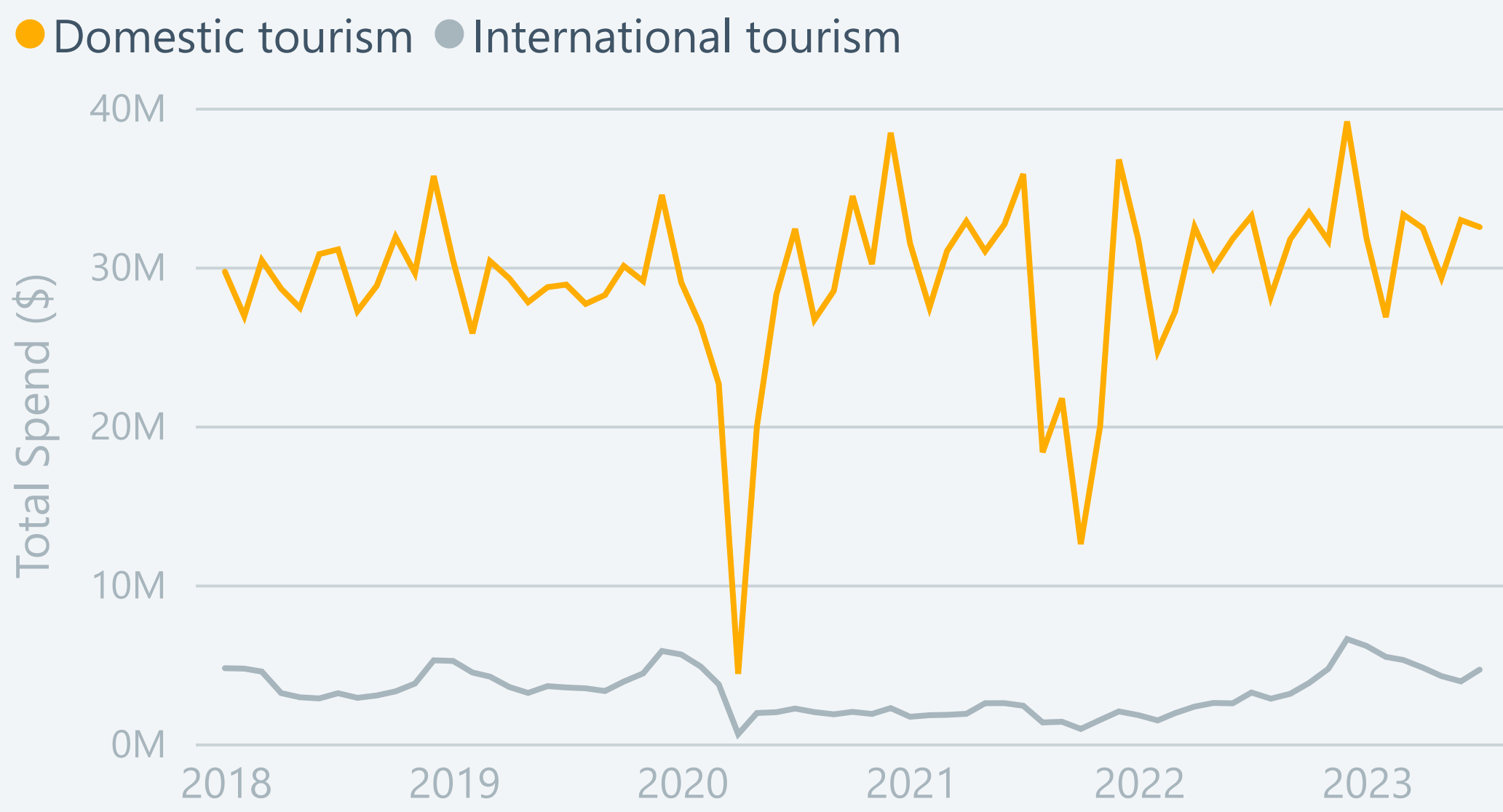
Comparing December 2023 with December 2022 Hamilton City has seen a decrease in the number of new business registrations of 11.5% and a decrease in the number of business deregistrations of 34.5%.

Distribution of registered businesses by industry



Rental, Hiring and Real Estate Services is the largest industry operating in Hamilton City and makes up 18.3% of all currently registered businesses.

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

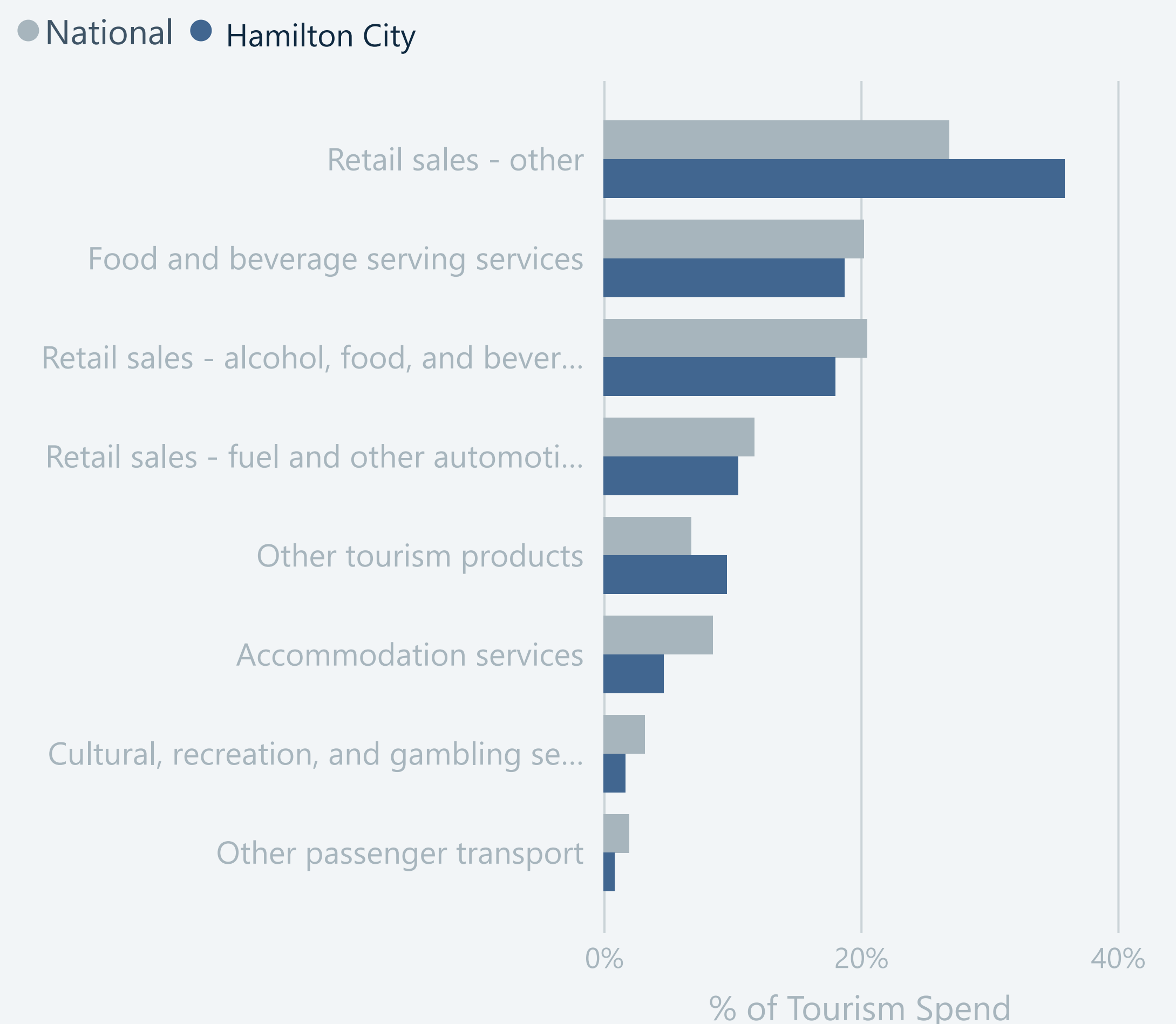
This quarter, the largest spend from domestic tourists visiting Hamilton City came from the Auckland region, with tourists spending \$28.8M. This represents an increase of \$369K since the same quarter last year.

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.

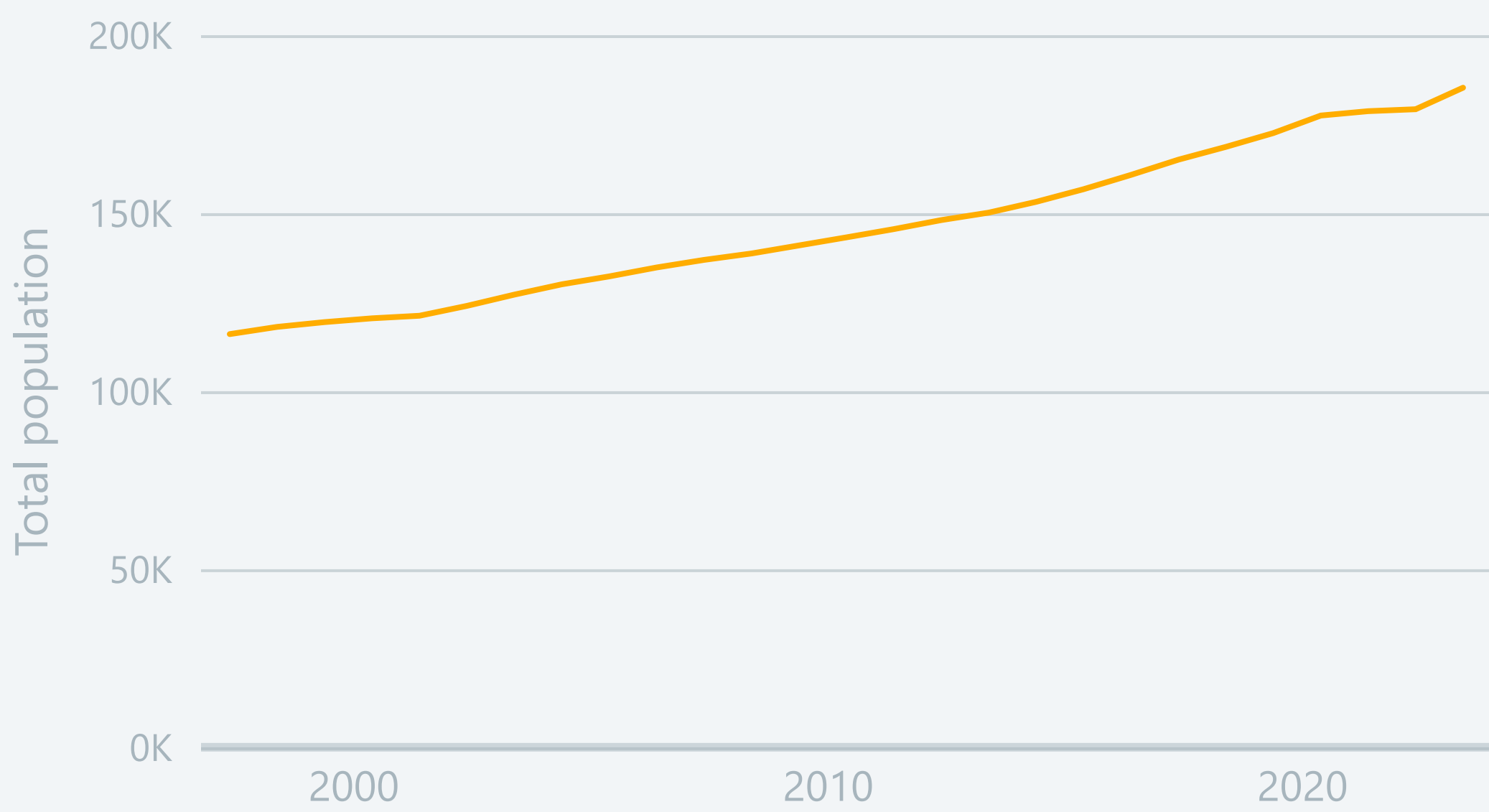


Demographics

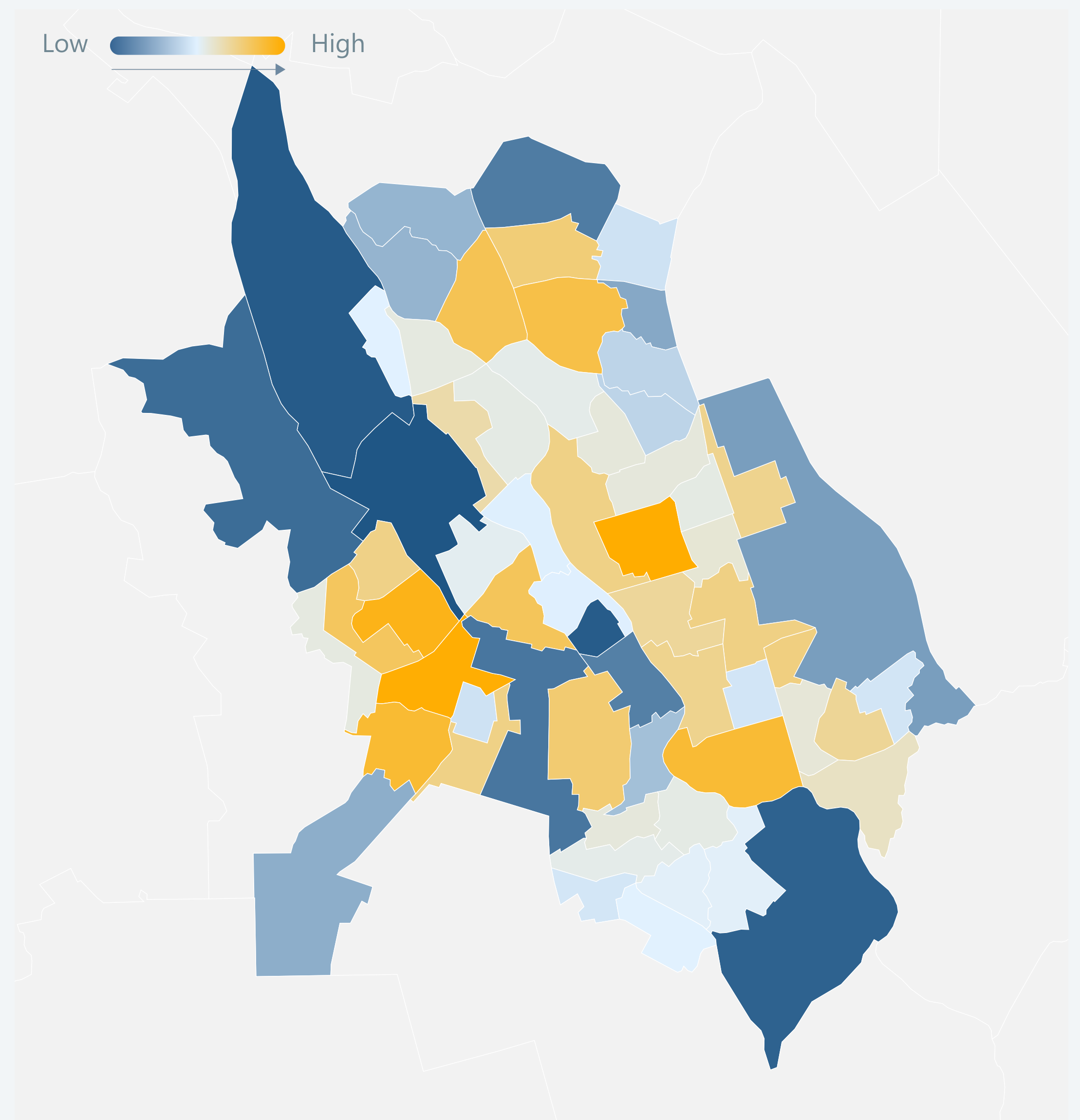
Estimated population

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.



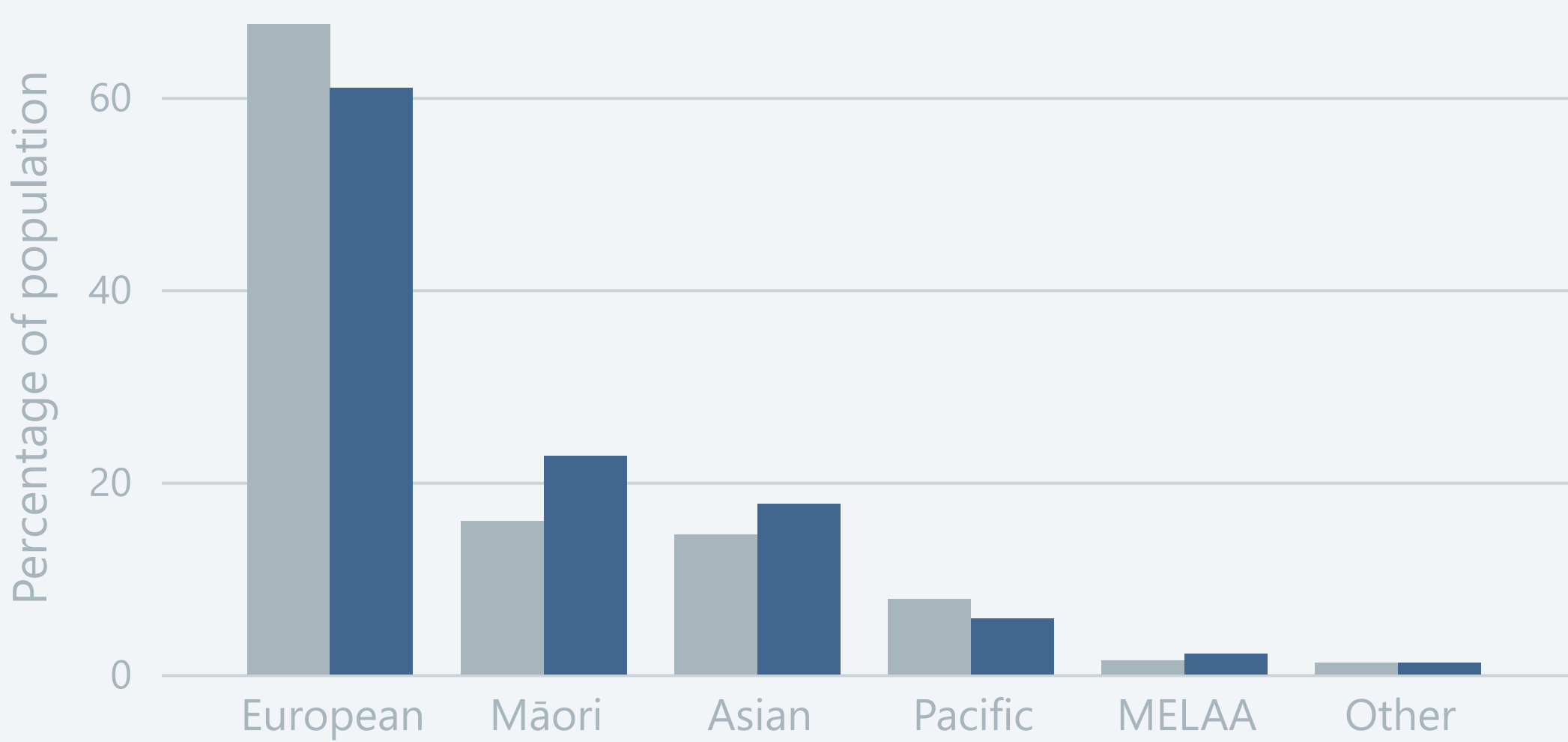
Population distribution



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

Ethnic distribution

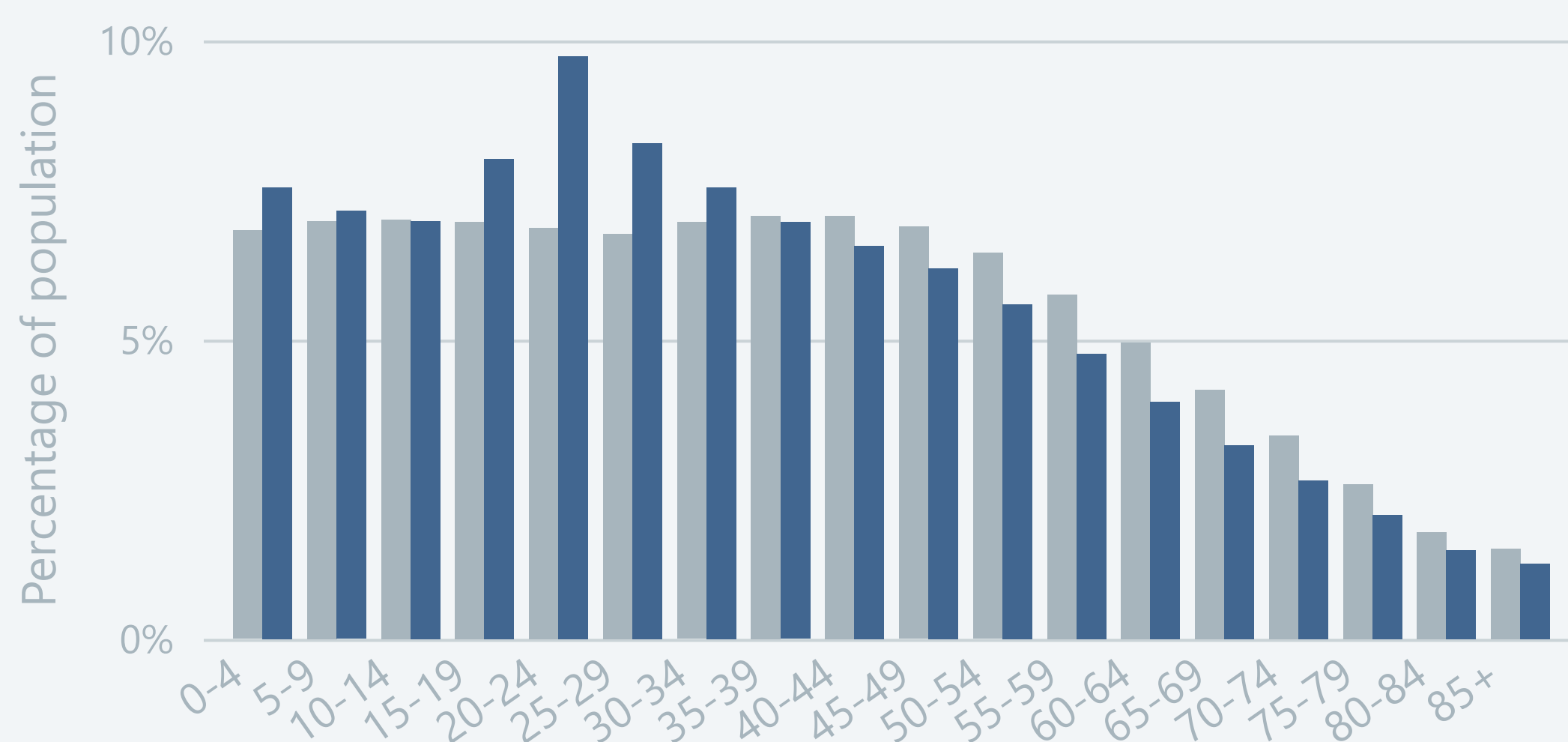
● National ● Hamilton City



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%.

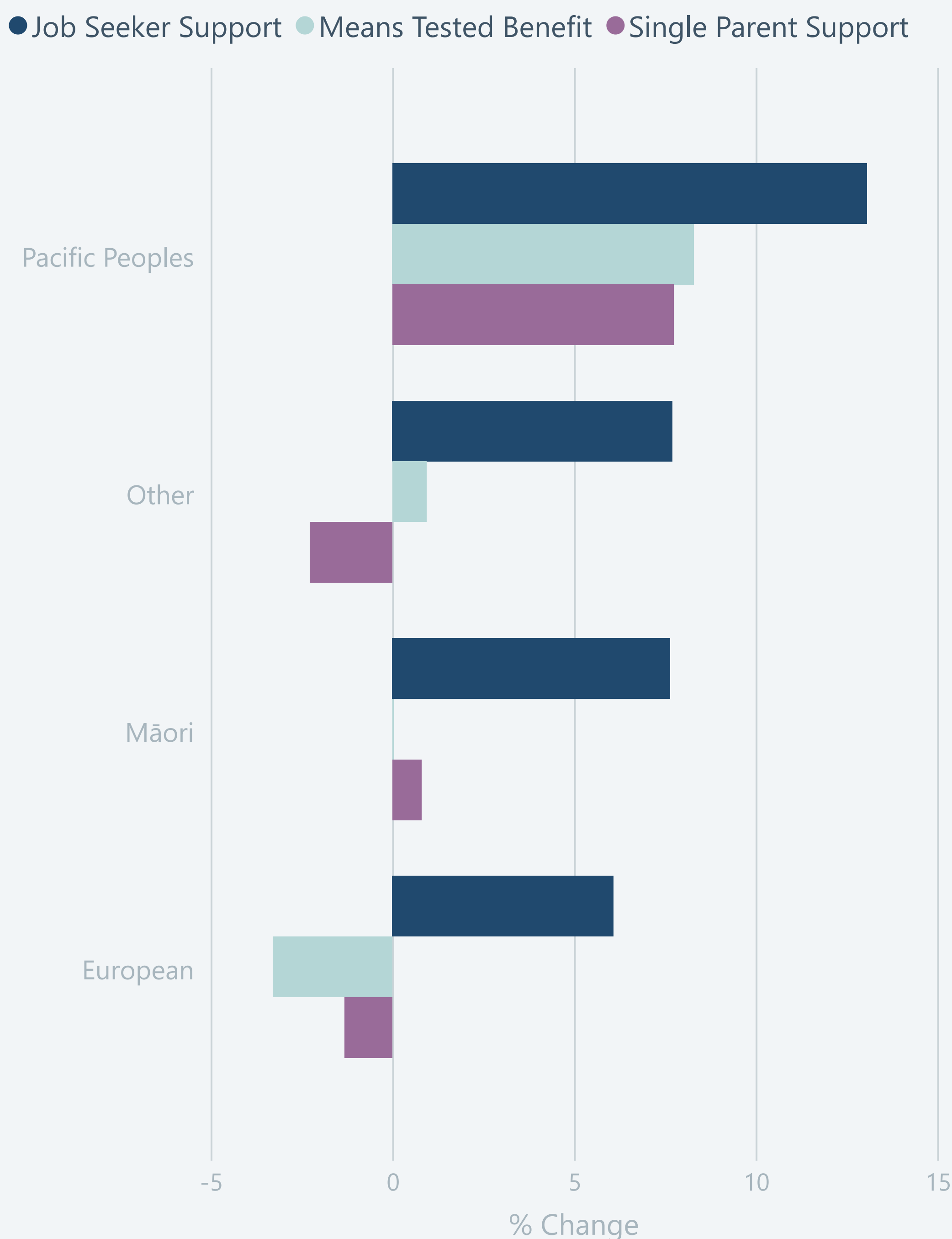
Key Pillar Changes

Job seeker support rate Dec 2023 **8.1%** ▲ **7.98%** % change is from December 2022

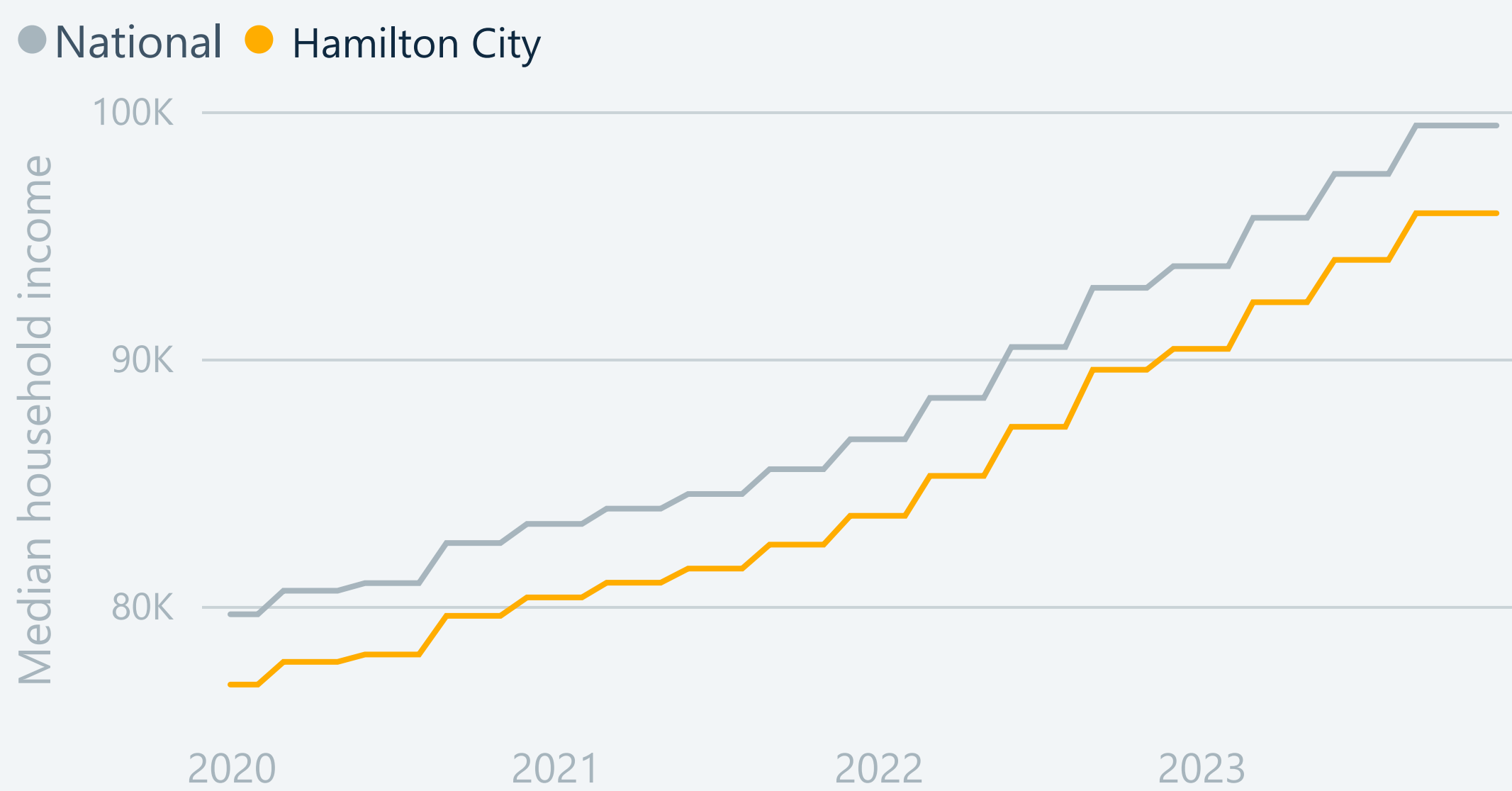
Means tested benefit rate Dec 2023 **4.2%** ▼ **1.58%** % change is from December 2022

Sole parent support rate Dec 2023 **3.5%** ▲ **0.36%** % change is from December 2022

Change in benefit rates by Ethnicity



Median Household Income over time



As of December 2023, the median household income (adjusted for inflation) in Hamilton City was \$95,878. 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 13.06% to a value of 8.03 claimants per 100 working adults (15-64yrs). Comparatively, Means Tested Benefit for European saw the greatest decrease over the last 12 months, down 3.29% to 3.32 claimants per 100 working adults.

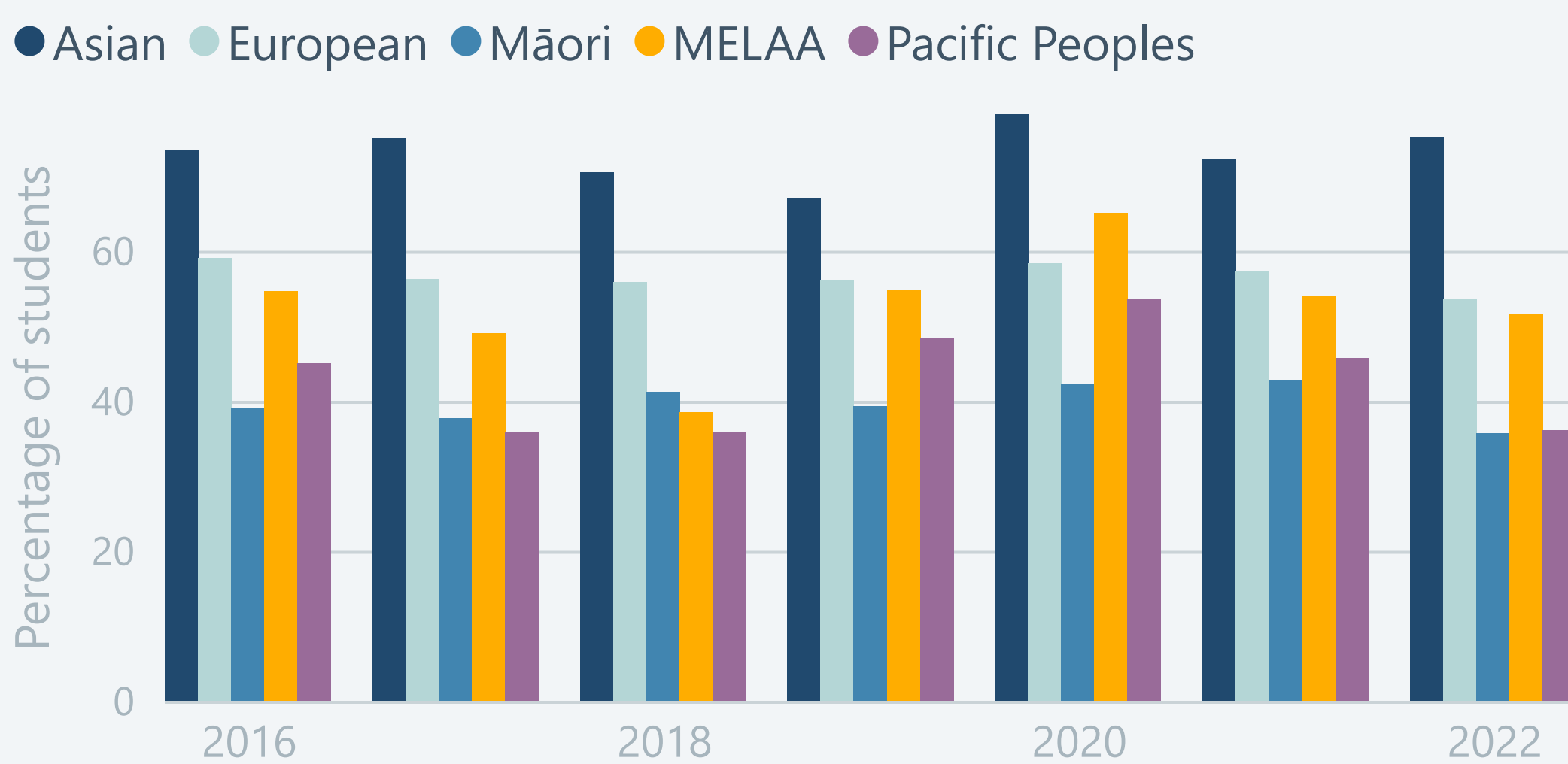
Key Pillar Changes

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**

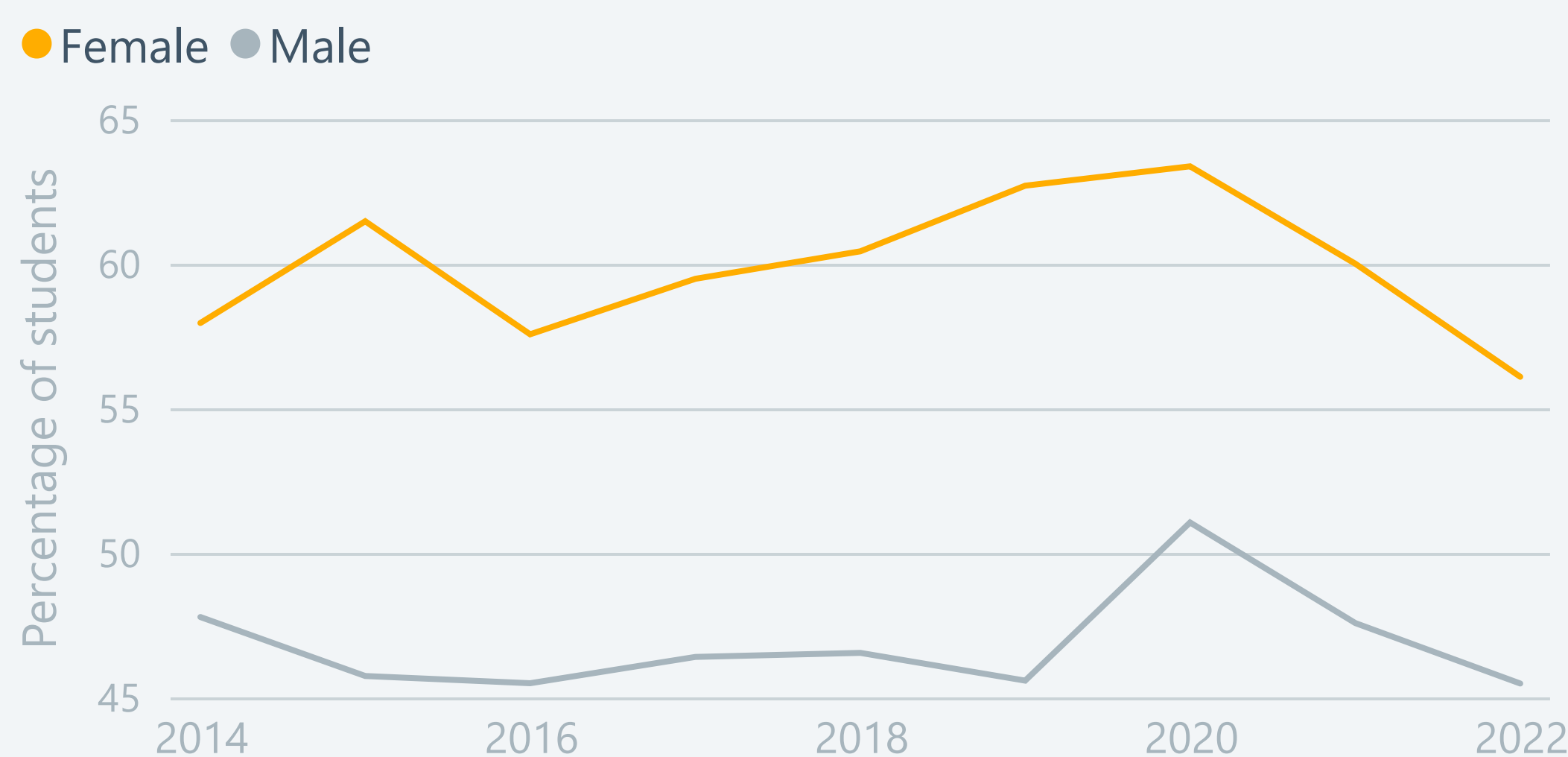
Ethnicity with greatest change in secondary school retention Jan 2022 **Māori** ▽ 7.71% % change is from January 2021

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



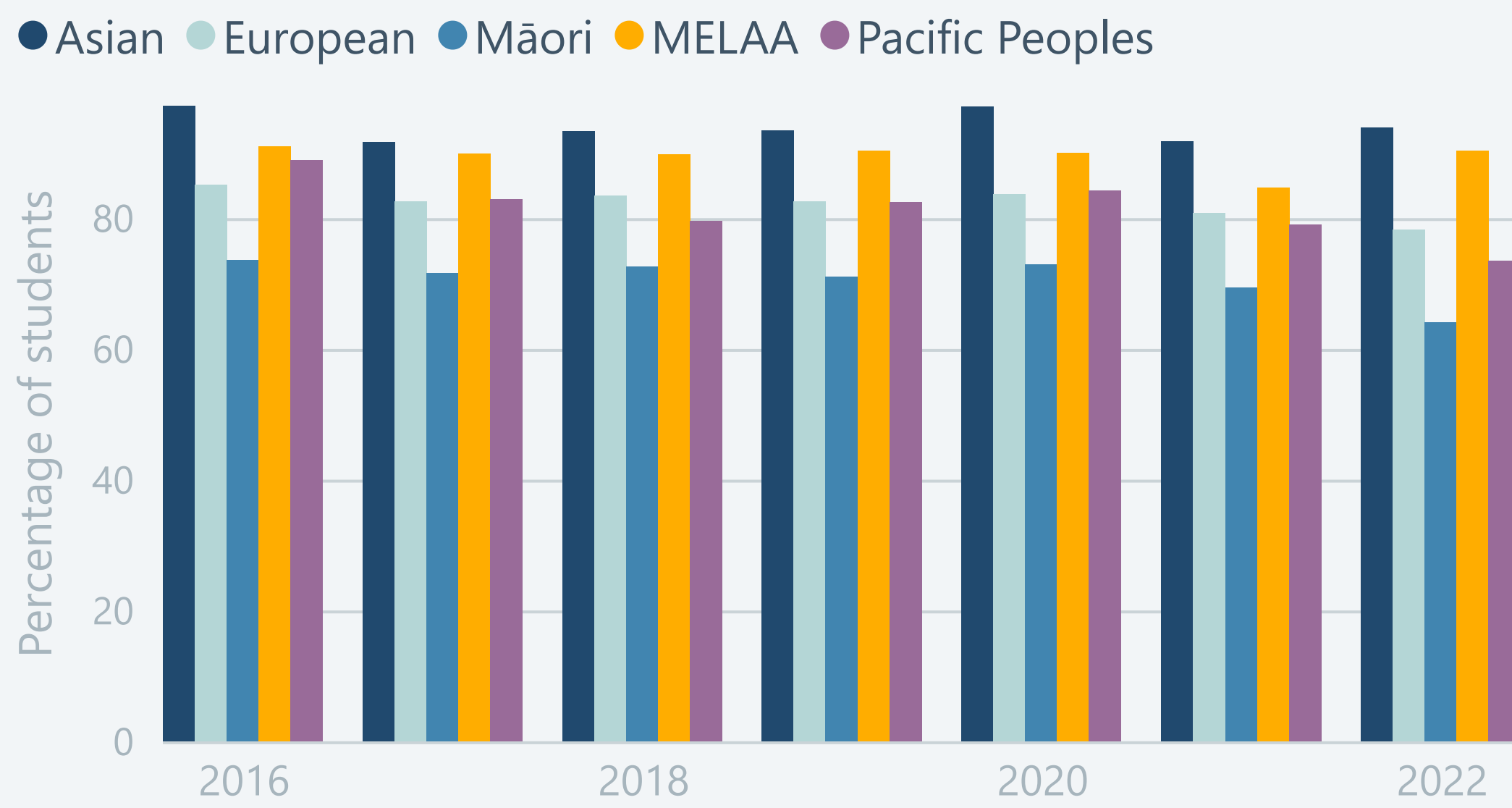
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Hamilton City for female students has been 1.28 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for female students compared with male students was less than average. Compared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

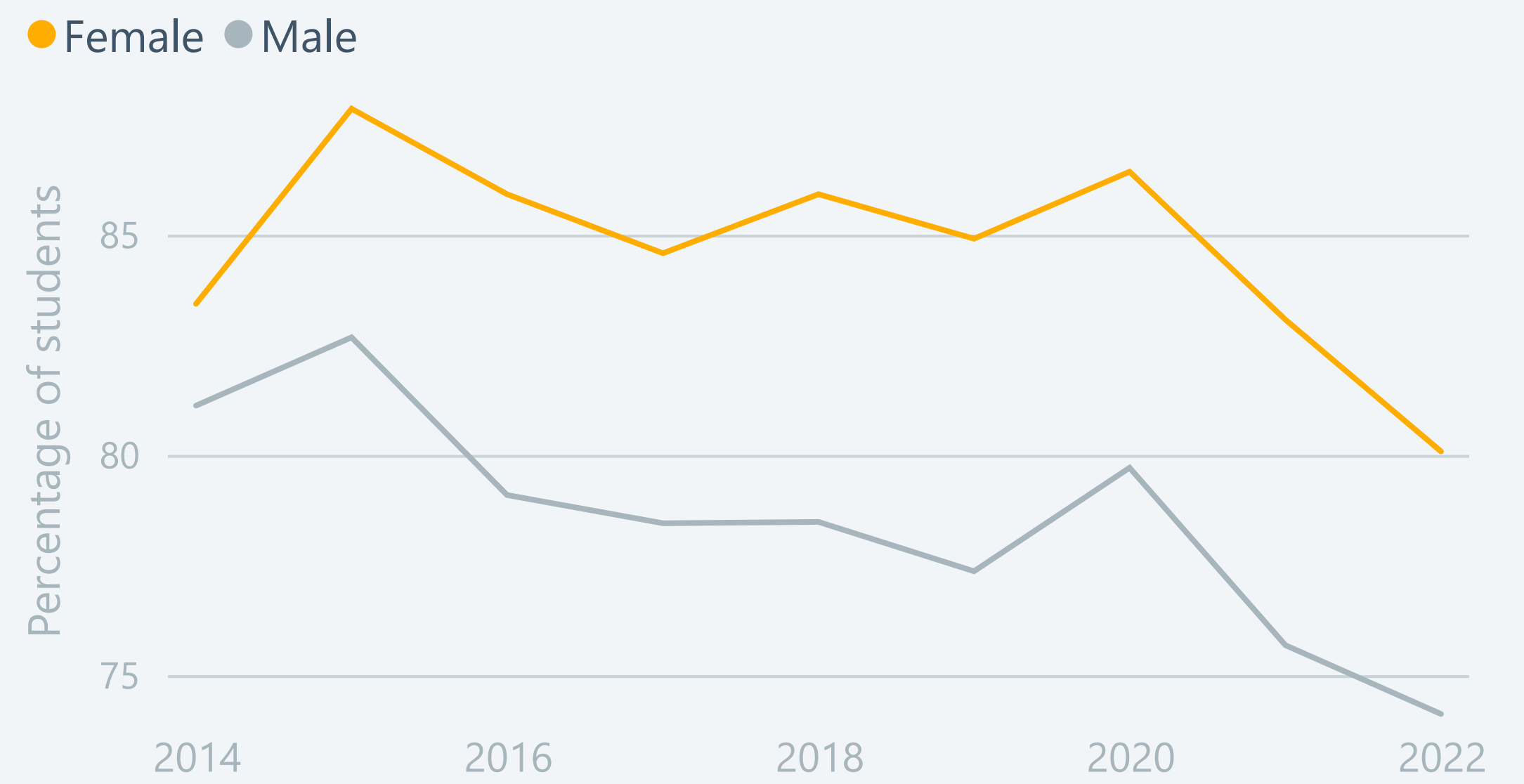
School	% Change	Pass Rate
Hamilton Girls' High School	▽ 10.72	56.52
St John's College (Hillcrest)	▽ 8.42	47.90
Waikato Diocesan School For Girls	▲ 6.92	91.96
Sacred Heart Girls' College (Ham)	▽ 6.89	63.69
Rototuna Senior High School	▽ 6.48	49.16

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.

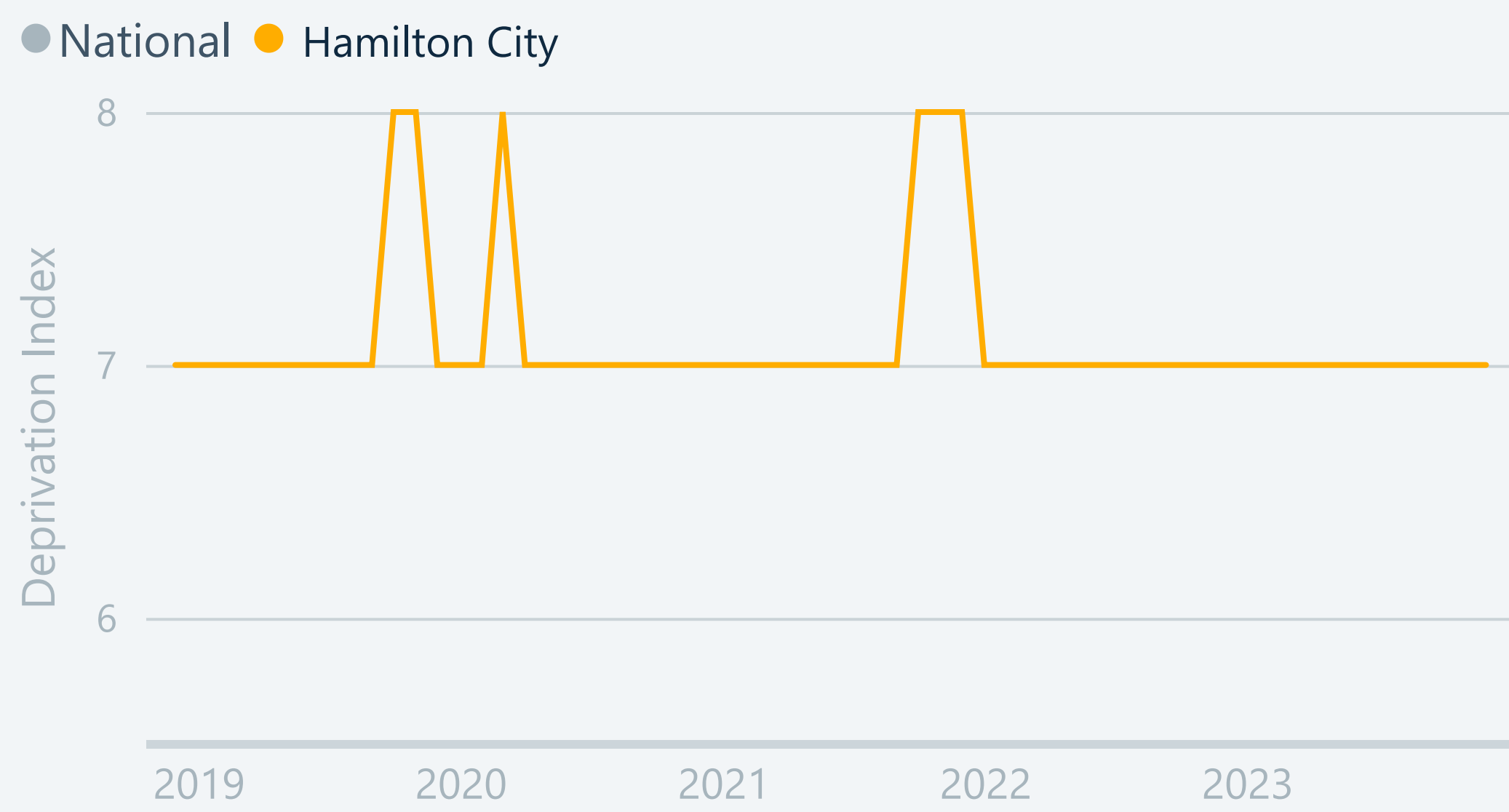
Key Pillar Changes

Deprivation Index Dec 2023 **7.0** — 0% % change is from November 2023

Community with greatest decrease in deprivation score Dec 2023 **Te Rapa North** ▽ 5.49% % change is from December 2022

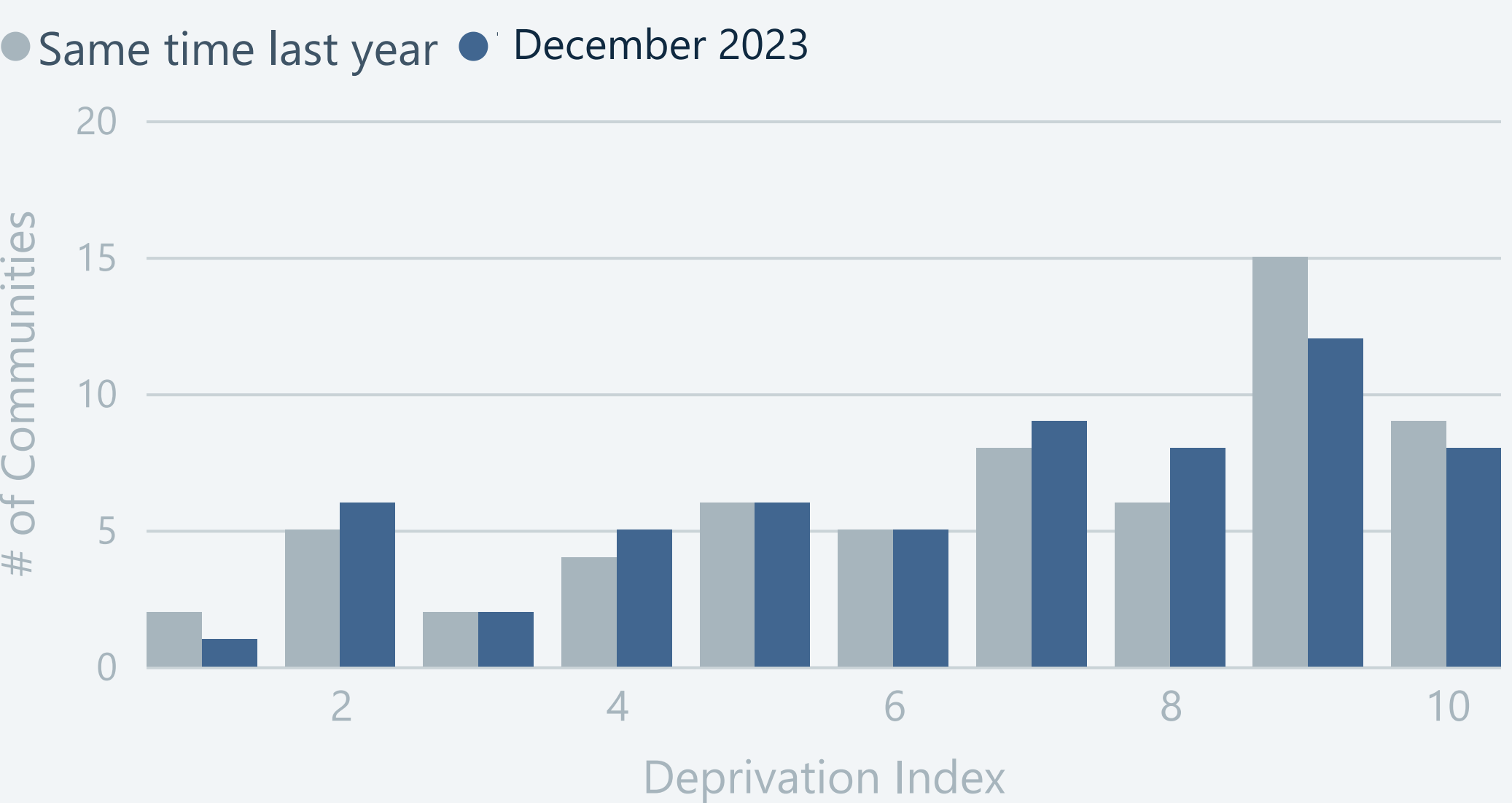
Community with greatest increase in deprivation score Dec 2023 **Peacockes** ▲ 3.67% % change is from December 2022

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 December 2023. 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 14.5% live in high socio-economic performing communities (deprivation index 1-3).

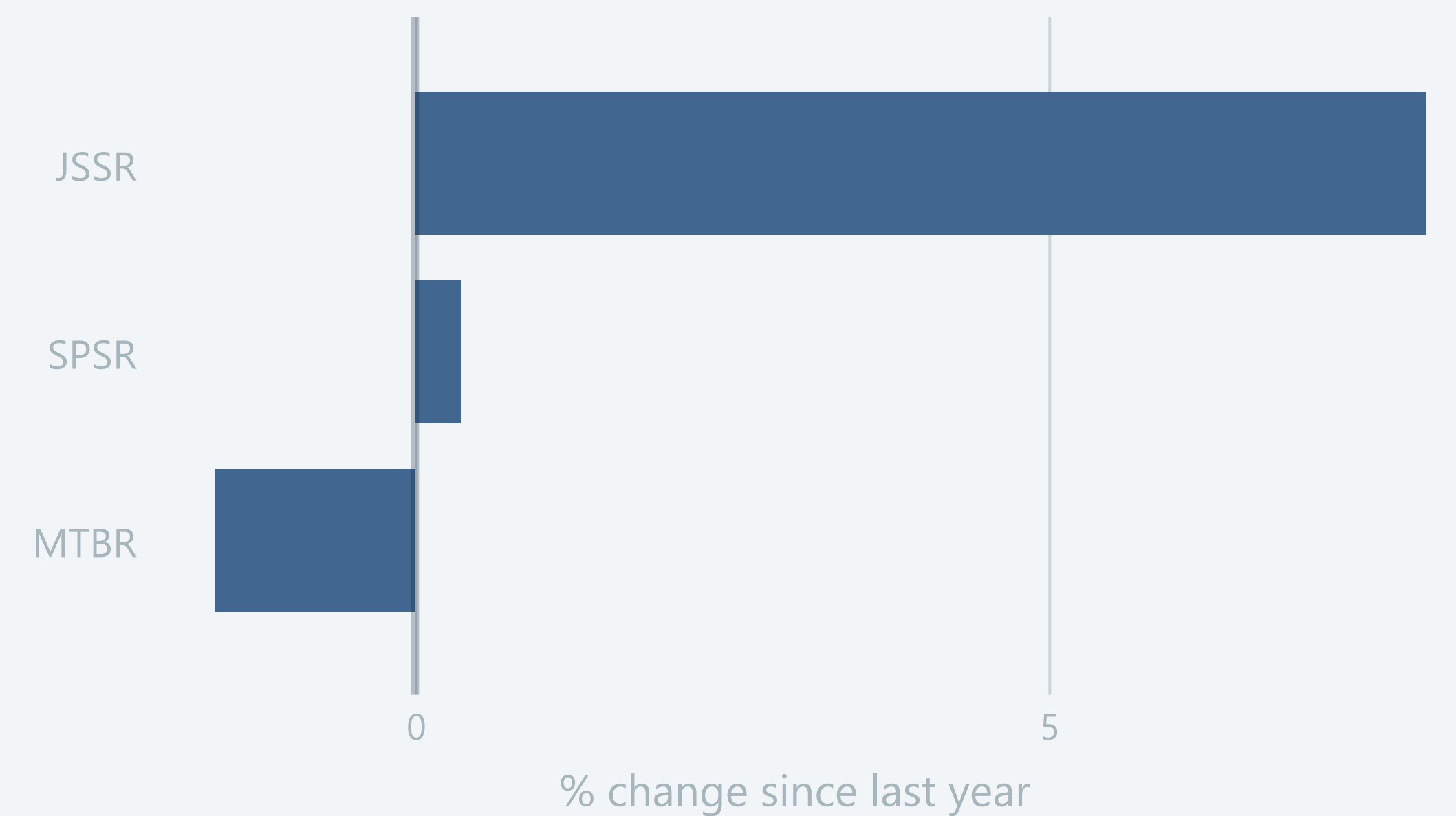
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Te Rapa North	▽ 5.49	955.80
Peacockes	▲ 3.67	1,022.00
Rotokauri-Waiwhakareke	▲ 3.44	907.69
Claudelands	▽ 2.37	1,054.39
Temple View	▲ 2.31	1,010.51

The community with the greatest change in deprivation score since the same time last year was Te Rapa North, with a 5.5% 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 7.98% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

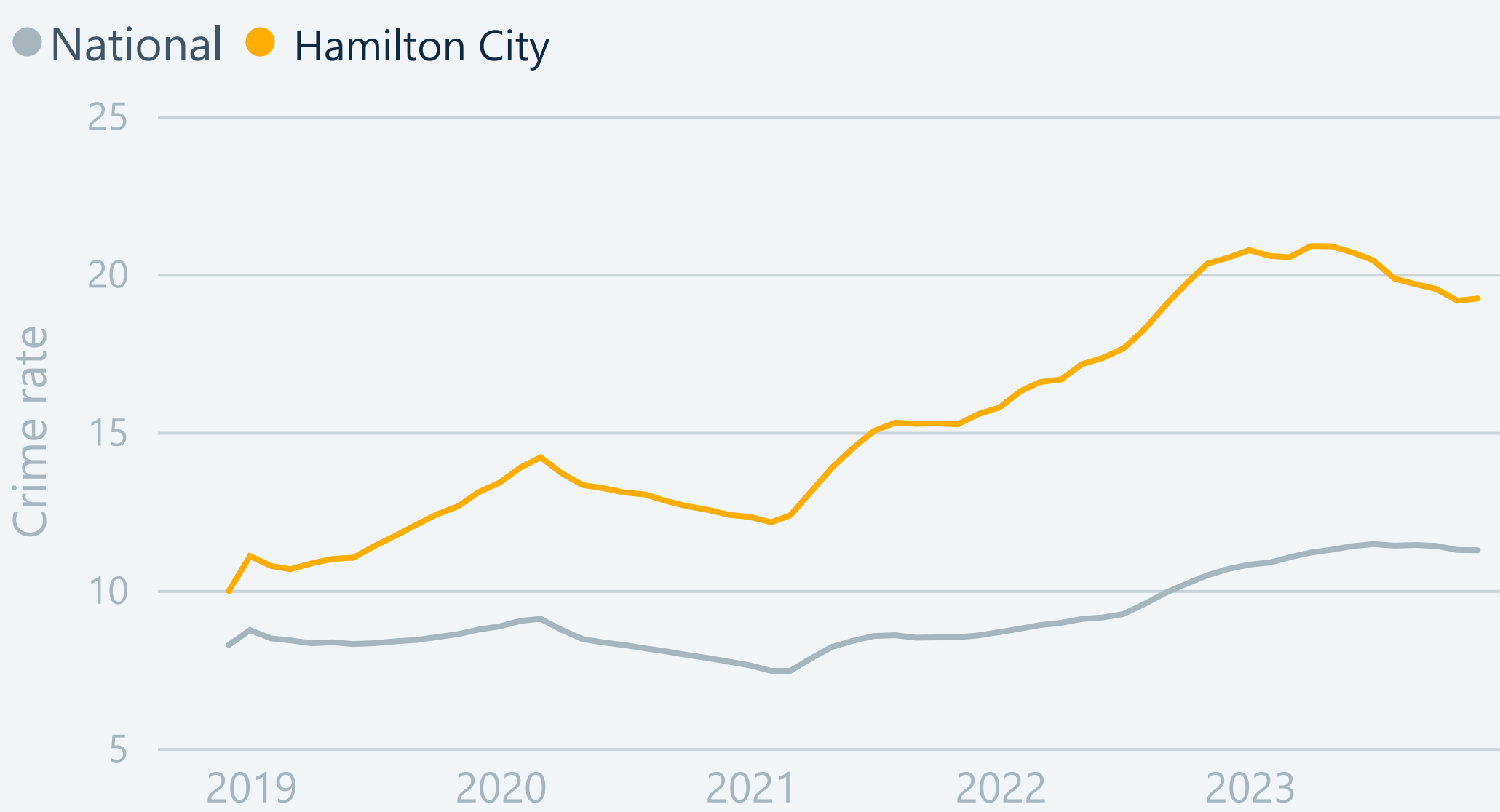
Key Pillar Changes

Crime rate Dec 2023 **16.7** ▽ 9.28% % change is from September 2023

Crime type with the greatest change in crime rate Dec 2023 **Unlawful Entry/Burglary/Break** ▽ 9.28% % change is from September 2023

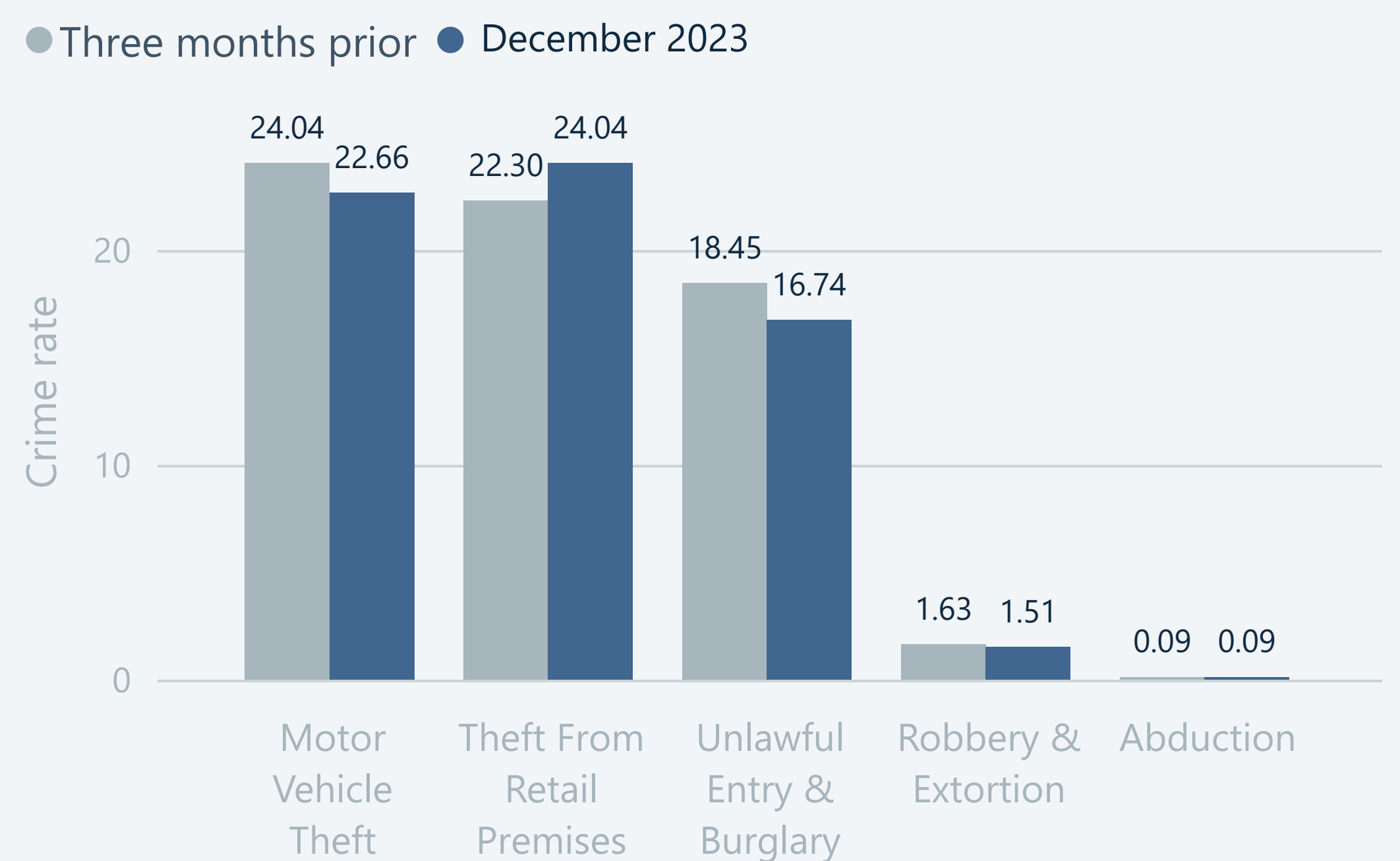
Community with greatest change in crime rate Dec 2023 **Flagstaff South** ▲ 30.93% % change is from September 2023

Comparison to National Crime Rate



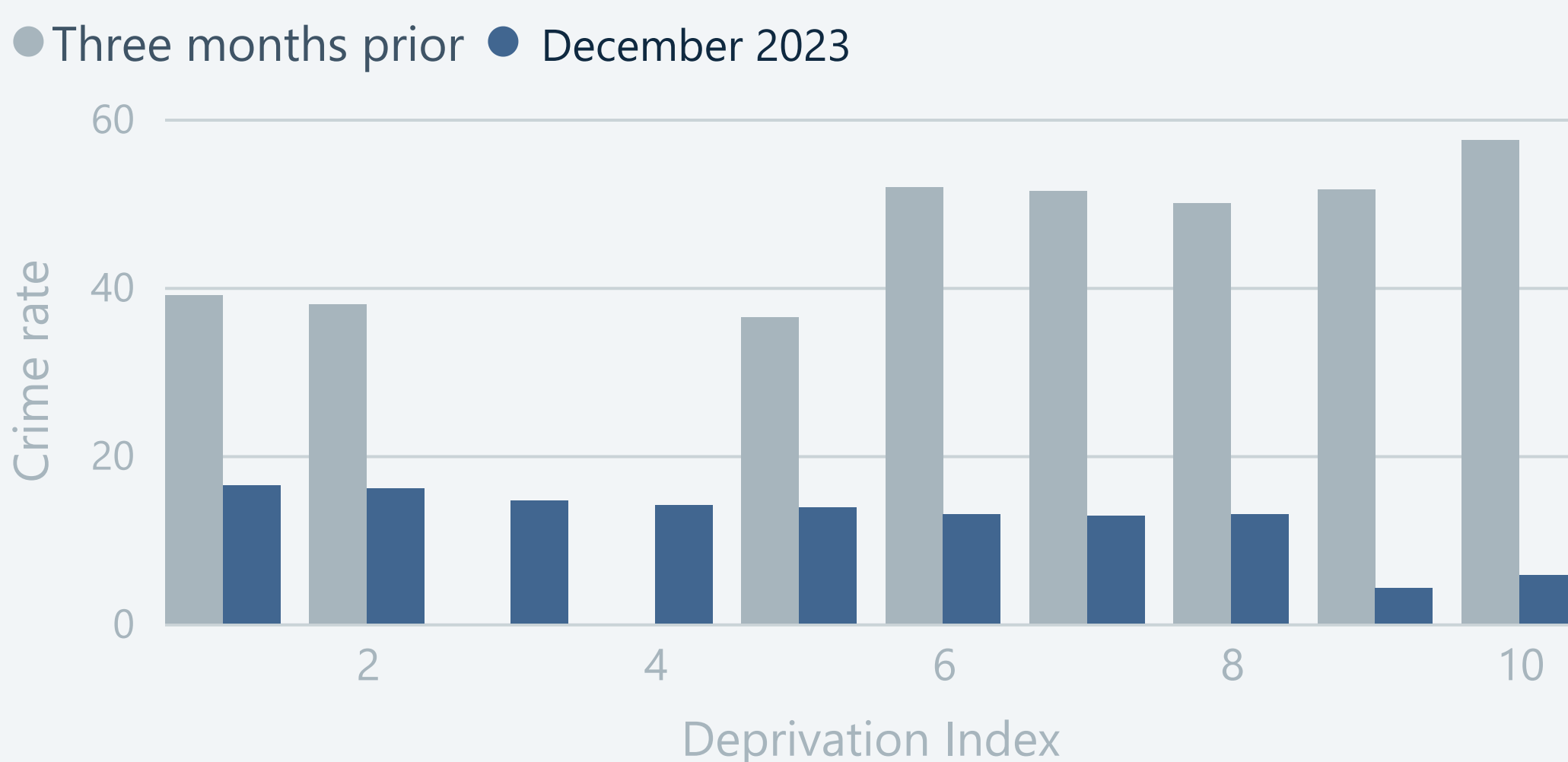
Compared with the same time last year the crime rate in Hamilton City has seen no change by %, and is now as at December 2023. The crime rate is % same as the national rate of .

Crime Types with the Greatest Change



Within Hamilton City, the most prevalent type of crime in December 2023 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 7.8%.

Crime Rate by Deprivation Index



In Hamilton City, communities with a deprivation index of 1 have the highest crime rate. The crime rate in these communities is 3.9 times higher than those with a deprivation index of 9, 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 -57.6%.

Communities with Greatest Change

Community	% Change	Crime rate
Flagstaff South	▲ 30.93	13.8
Fairview Downs	▽ 24.83	33.1
Temple View	▲ 22.47	27.8
St James	▲ 17.26	15.1
Rotokauri-Waiwhakareke	▲ 16.68	53.2

Flagstaff South saw the greatest change in crime rate over the last 3 months in Hamilton City, with an increase of 30.9%.

i Crime rate is defined as the the number of victimisations over the last 12 months per 10,000 people

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