

Quarterly Report

Waikato District

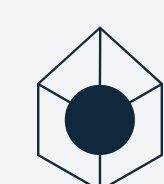
Summary

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

 New Business Registrations this month


 **53.0**

As of March 2024, Waikato District saw 53.0 new business registrations, an increase of 29.27% compared with December 2023.

 Rental affordability (% of income spent on rent)

 **24.1%**

As of March 2024, residents of Waikato District spent 24.1% of their household income on rent, an increase of 0.51% compared with December 2023.

 Gambling spend per capita

 **\$41**

As of September 2023, an average of \$41.0 was spent by individuals over 18 years in Waikato District through electronic gaming machines, a decrease of 0.43% compared with June 2023.

 Crime rate

 **34.2**

In March 2024, Waikato District had a crime rate of 34.2 incidents per 10,000 people, a decrease of 1.52% compared with December 2023.

 Deprivation Index





 **4.0**

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

 Job seeker support rate

 **6.2%**

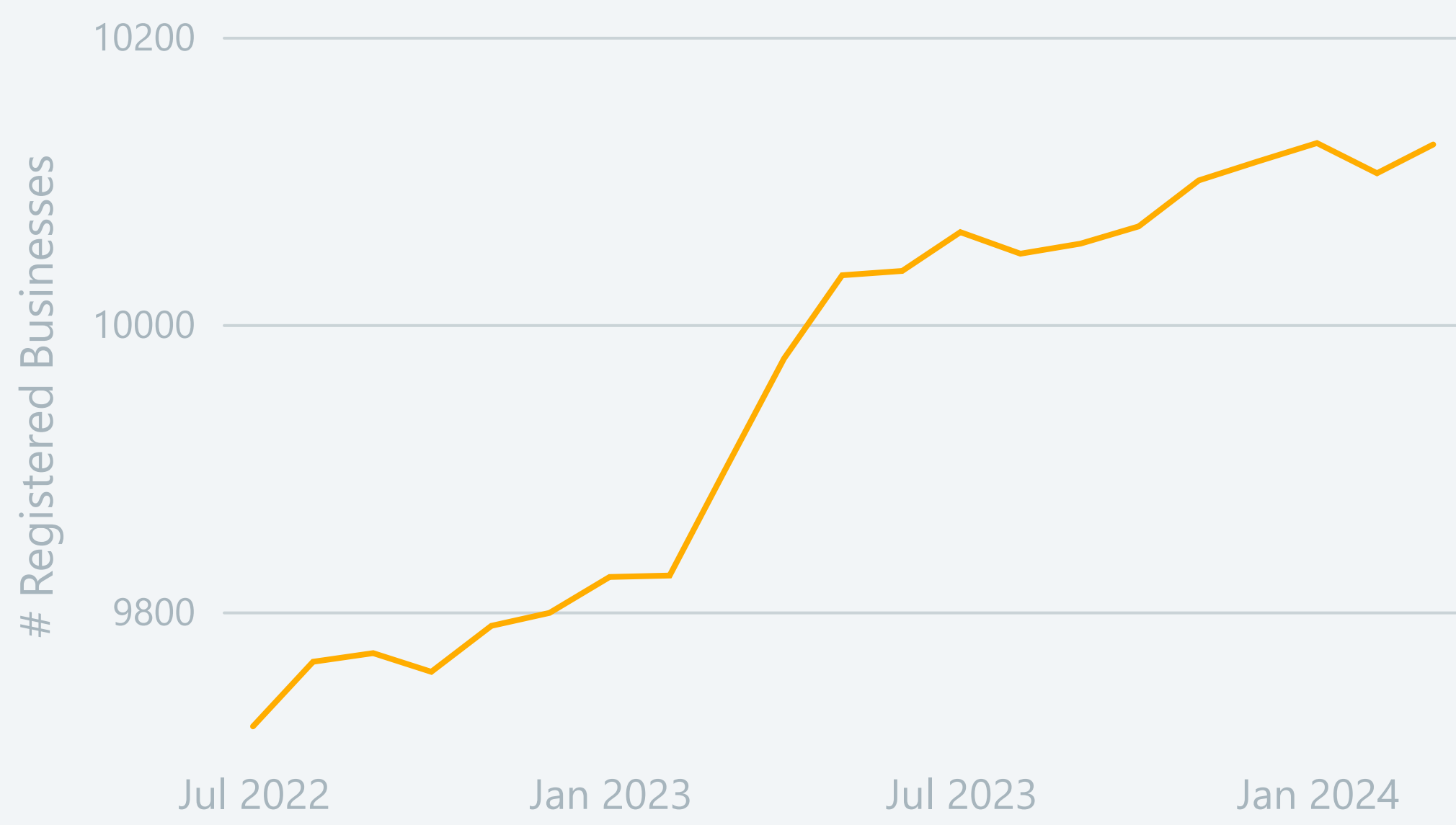
In March 2024, 6.2% of the working population (15-64 years) in Waikato District claimed Job Seeker Support, an increase of 12.47% compared with March 2023.

 Trending Up  Trending Down  Improving  Worsening  No Change

Key Pillar Changes

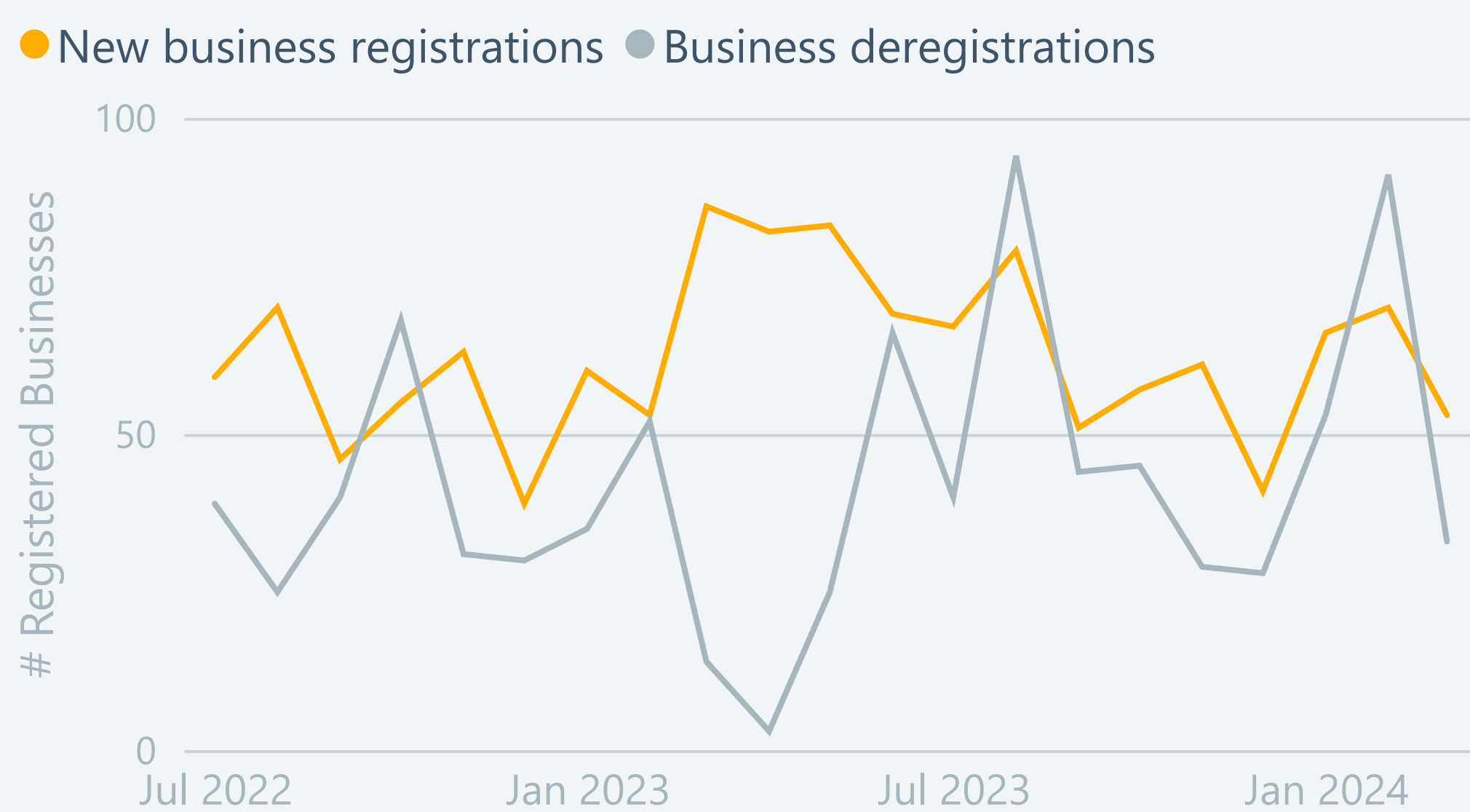
New Business Registrations this month	Mar 2024	53.0	▲ 29.27%	% change is from December 2023
Business Deregistrations this month	Mar 2024	33.0	▲ 17.86%	% change is from December 2023
Total tourism spend this quarter	Jul 2023	\$21.2M	▼ 11.51%	% change is from April 2023

Total number of businesses registered to date



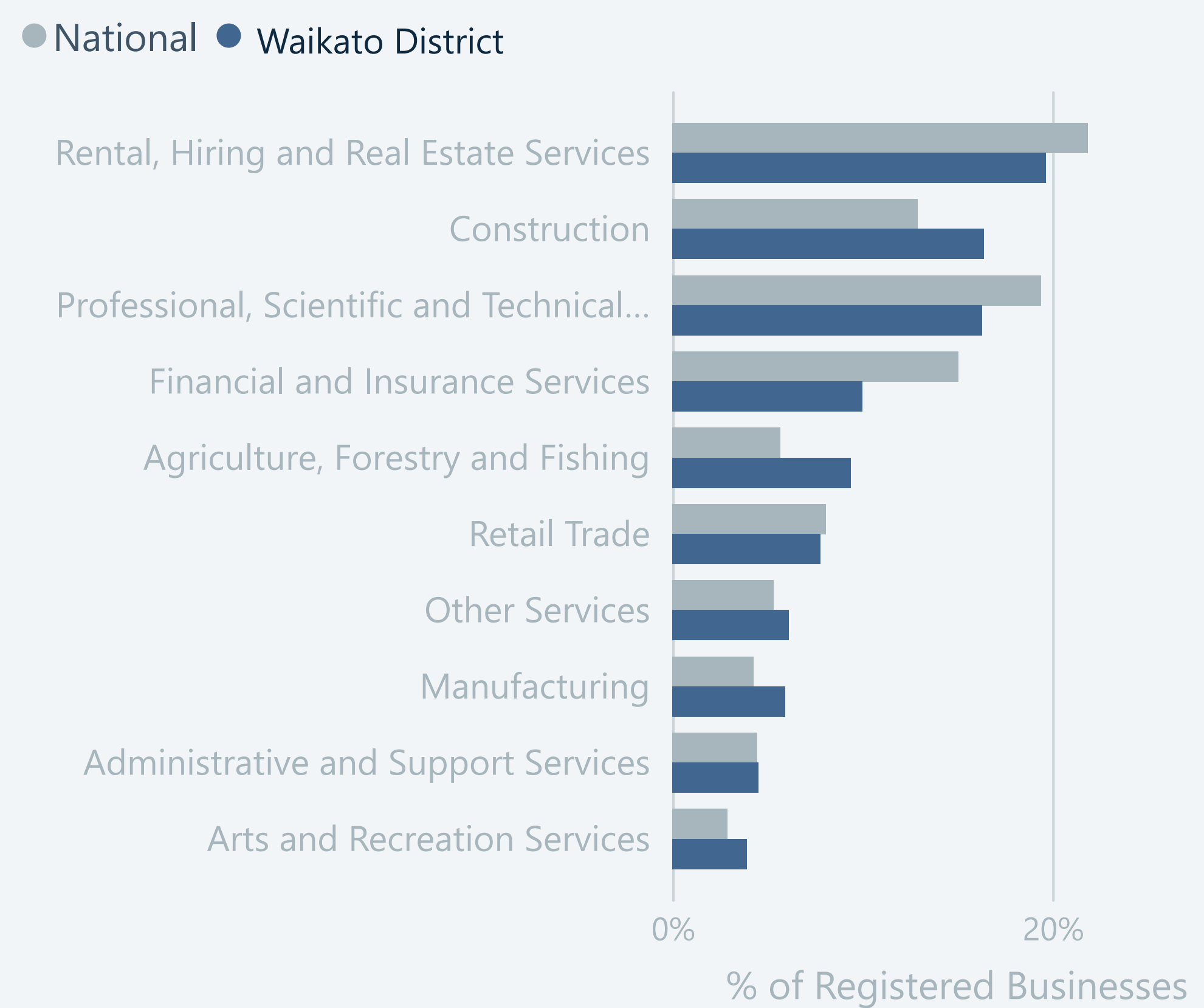
As of March 2024 there were 10125 registered businesses in Waikato District. Over the last 12 months the number of registered businesses has increased by 228. Nationally, the number of registered businesses has increased by 1.29%.

Business openings and closings in the last year



Comparing March 2024 with March 2023 Waikato District has seen a decrease in the number of new business registrations of 38.4% and an increase in the number of business deregistrations of 135.7%.

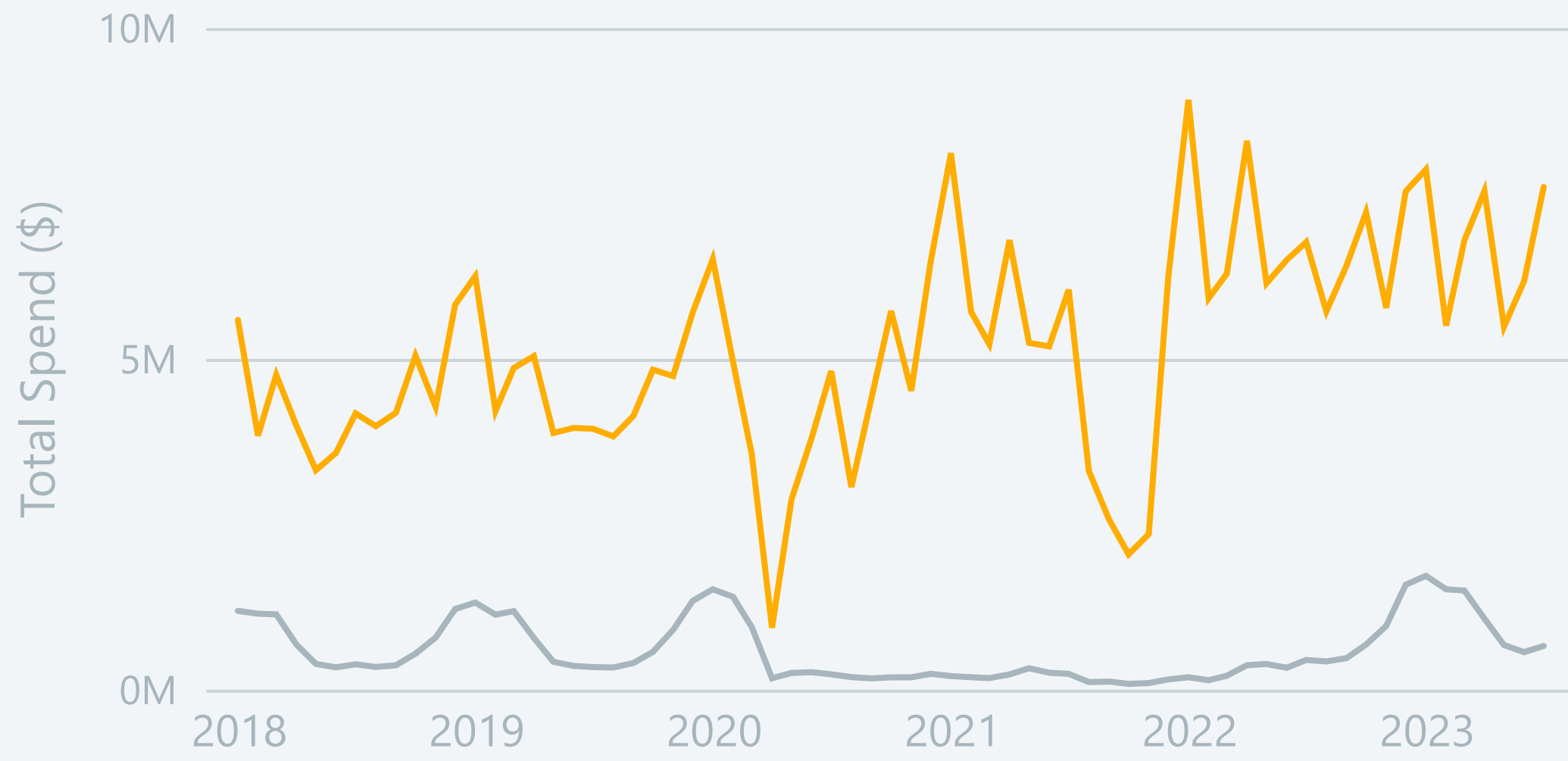
Distribution of registered businesses by industry



Rental, Hiring and Real Estate Services is the largest industry operating in Waikato District and makes up 16.5% of all currently registered businesses.

Tourism spend this quarter

● Domestic tourism ● International tourism



In July 2023, \$8.3M was spent in Waikato District from domestic and international visitors to the district. Domestic tourism made up 92% of total tourism spend, and has increased by 12.3% since the same time last year, whereas international tourism has increased by 46.87% in the same time period.

Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Bay of Plenty	▲ \$447K	\$2.2M
Waikato	▼ \$233K	\$4.3M
Wellington	▼ \$2K	\$499K
Northland	▲ \$60K	\$716K
Auckland	▼ \$507K	\$9.6M

This quarter, the largest spend from domestic tourists visiting Waikato District came from the Auckland region, with tourists spending \$9.6M. This represents a decrease of \$507K since the same quarter last year.

Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Bay of Plenty	▲ \$447K	\$2.2M
Southland	▲ \$19K	\$65K
Tasman	▼ \$10K	\$29K

This quarter, Waikato District saw the greatest % change in domestic tourism spend from those visiting from the Southland region since the same quarter last year, with a \$19K 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	▲ \$23K	\$591K
Rest of Asia	▲ \$31K	\$88K
Rest of Europe	▲ \$99K	\$157K
United Kingdom	▲ \$62K	\$164K
United States of America	▲ \$282K	\$531K

This quarter, the largest spend from international tourists visiting Waikato District came from Australia, with tourists spending \$591K. This represents an increase of \$23K since the same quarter last year.

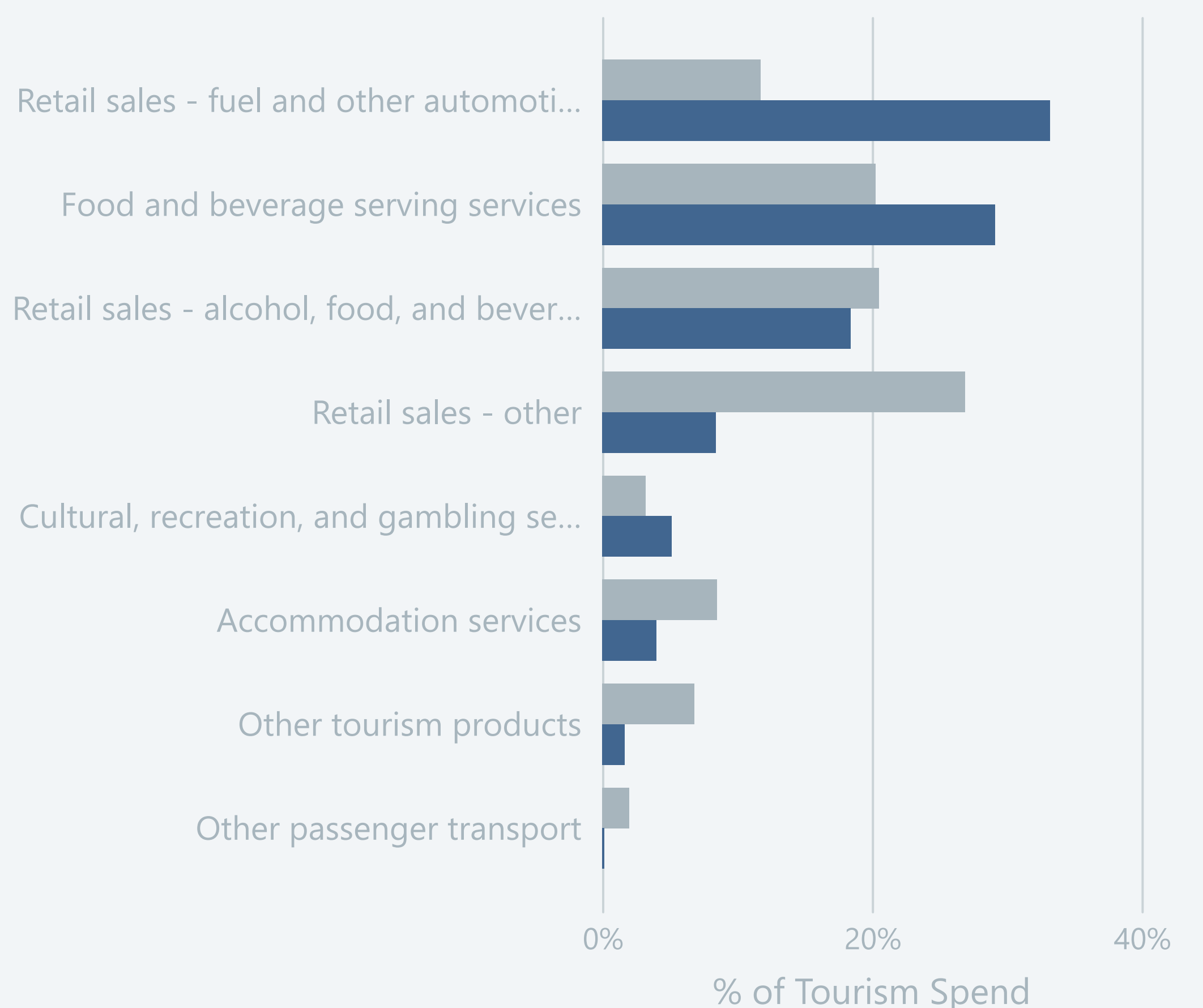
Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
Korea	▲ \$5K	\$7K
Africa and Middle East	▲ \$29K	\$41K
Rest of Americas	▲ \$23K	\$35K

This quarter, Waikato District saw the greatest % change in international tourism spend from those visiting from Korea since the same quarter last year, with a \$5K 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 33.2% of all tourism spend. This is 181.4% larger than the national proportion.

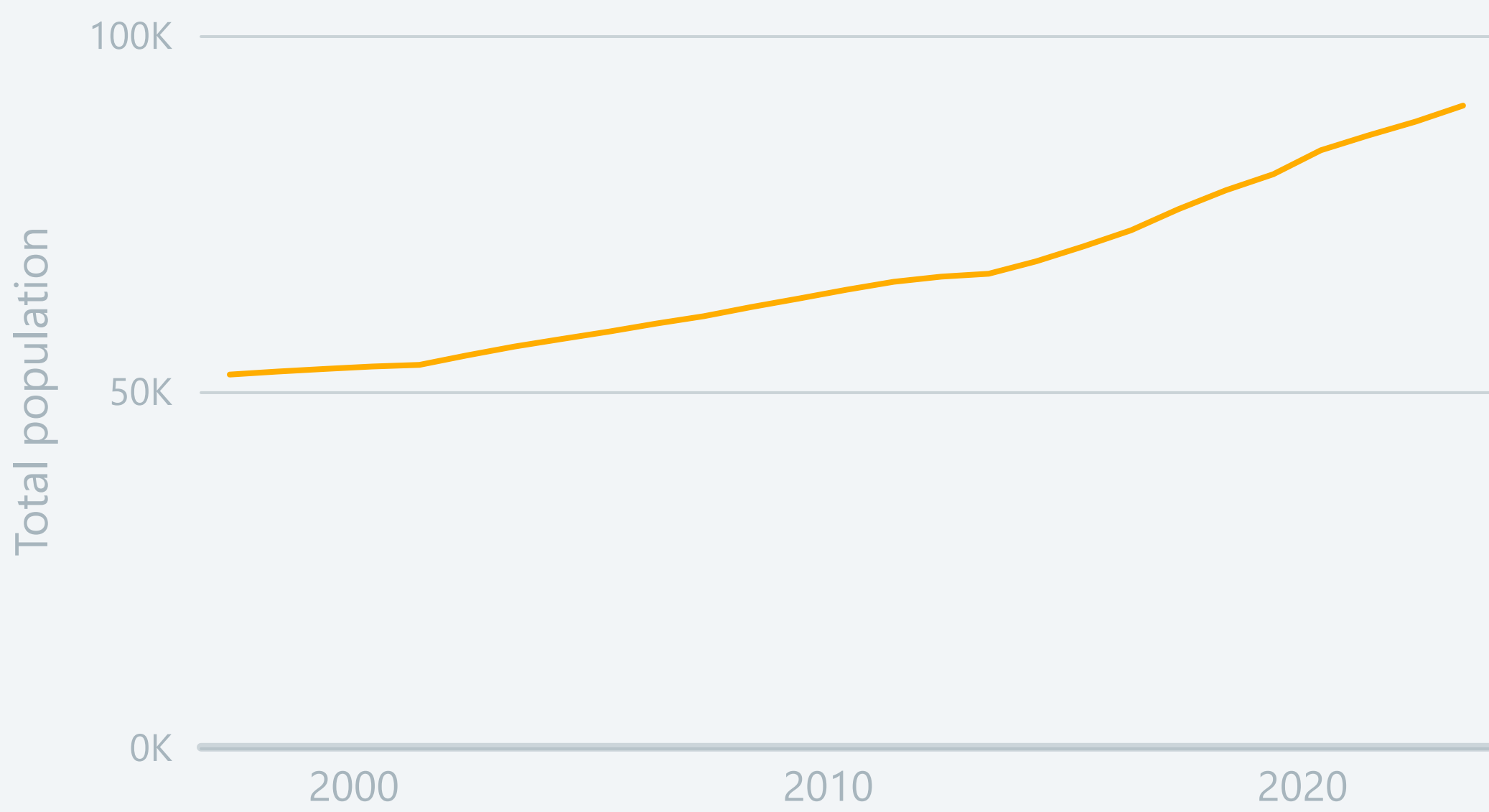


Demographics

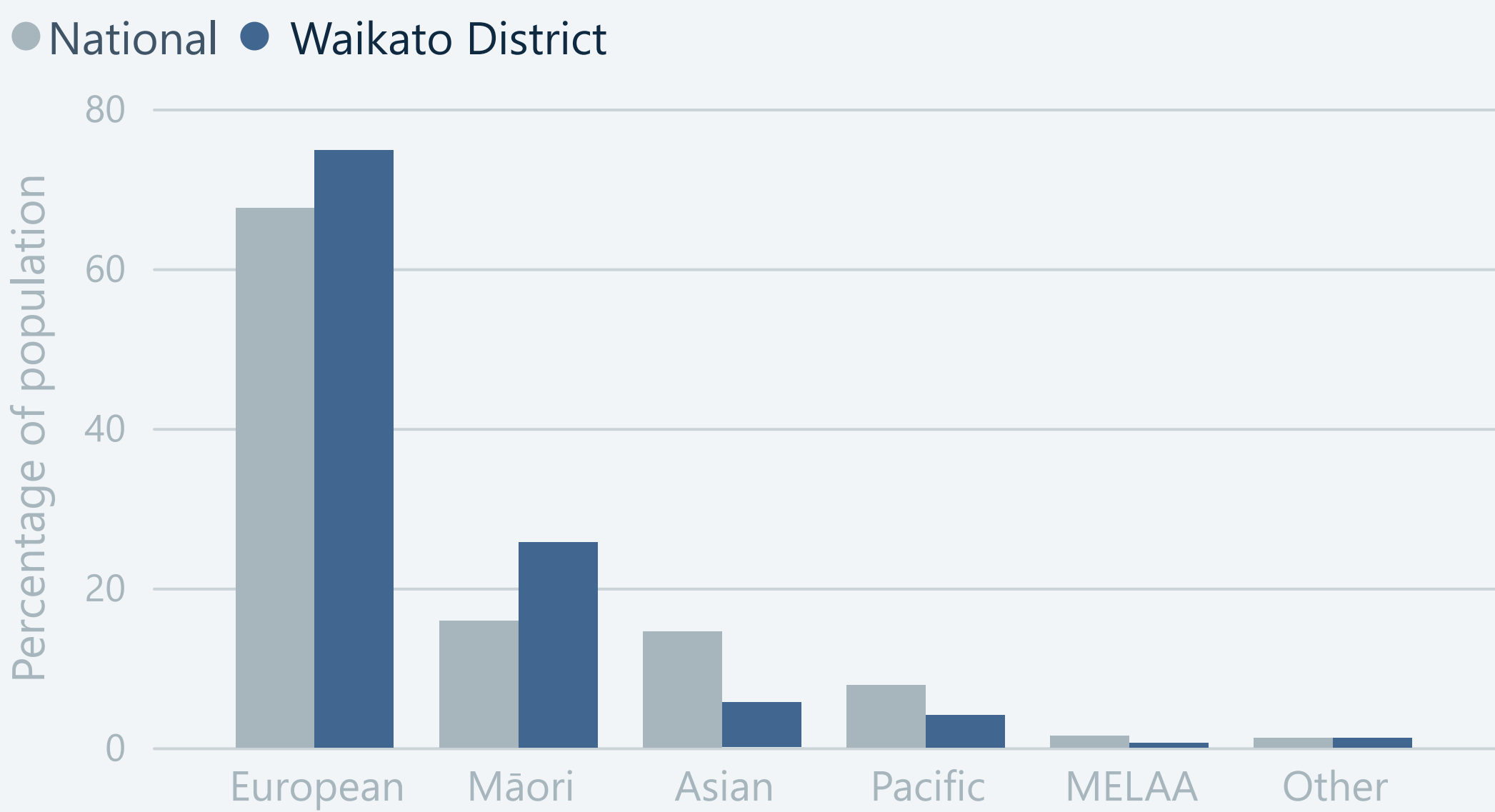
Estimated population

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.

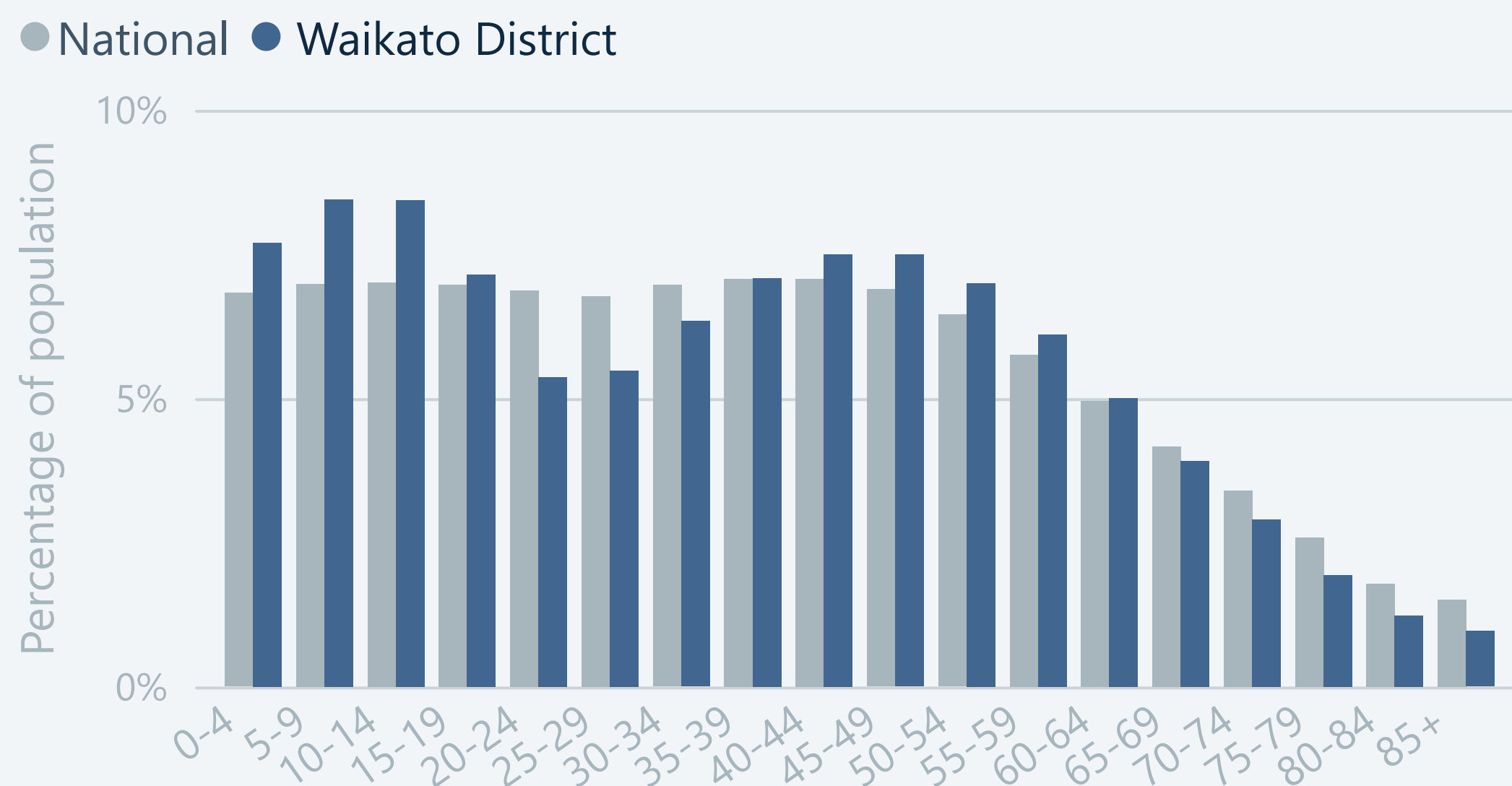


Ethnic distribution



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%.

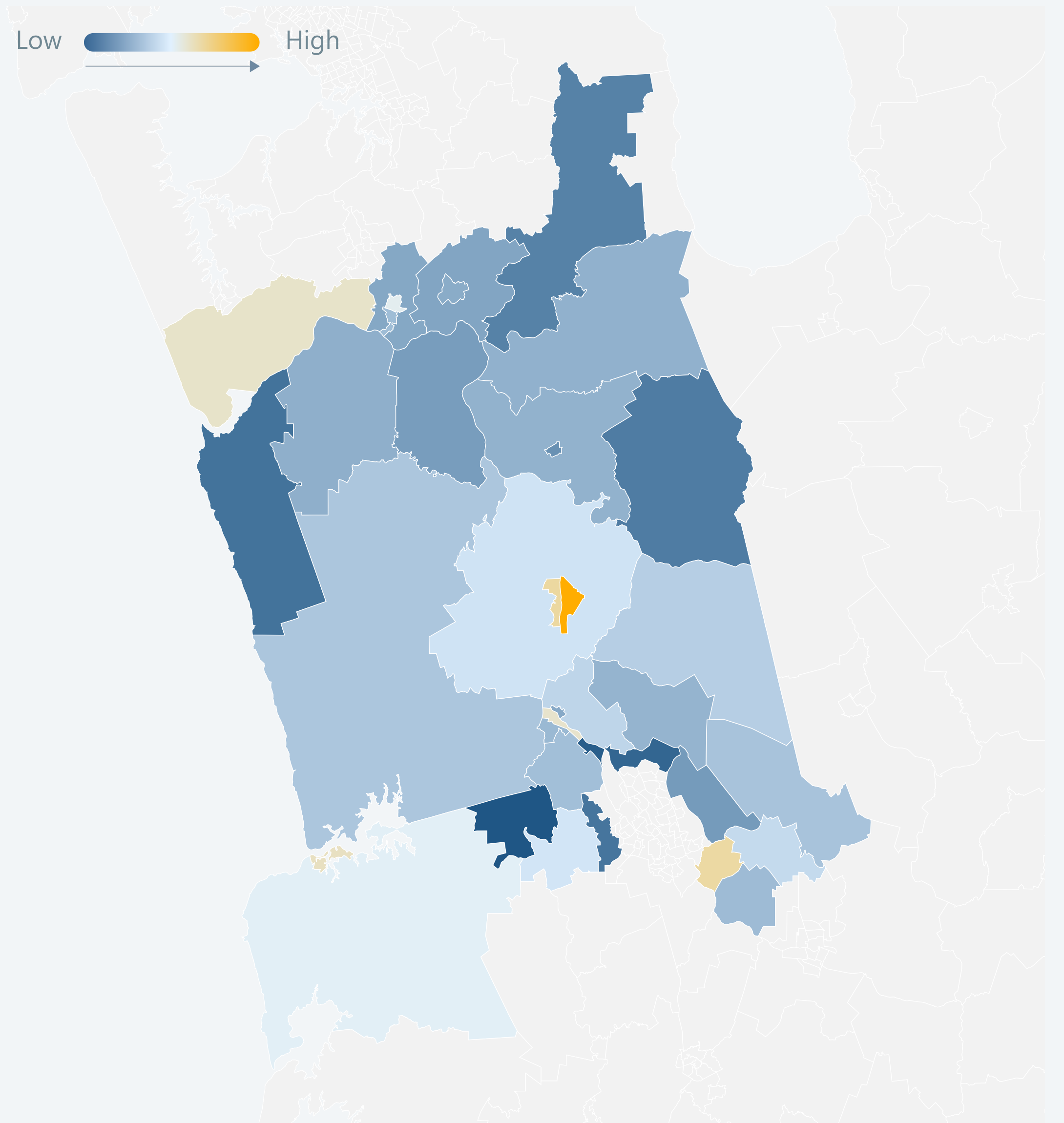
Age distribution



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%.

Population distribution

Low High



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

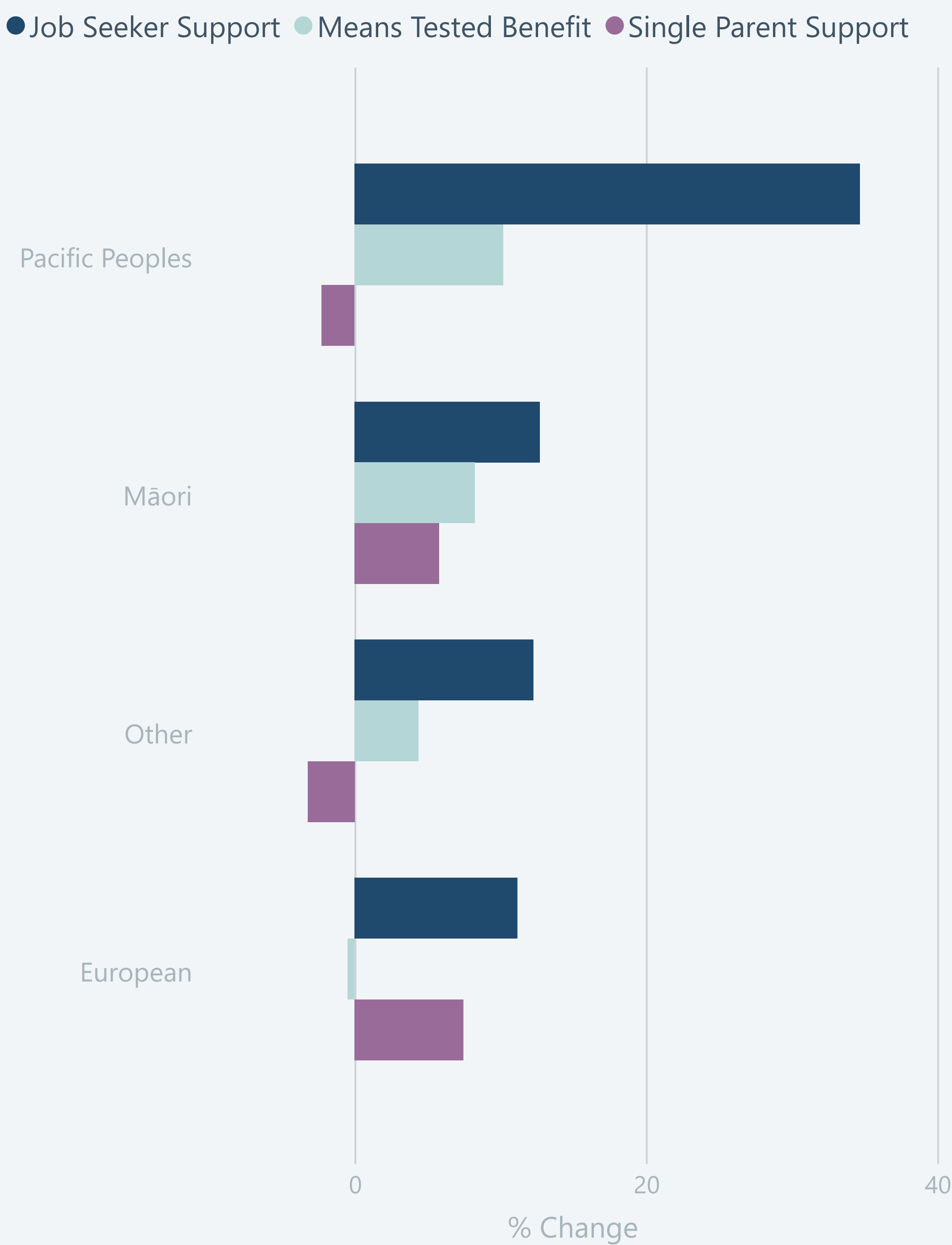
Key Pillar Changes

Job seeker support rate Mar 2024 **6.2%** ▲ 12.47% % change is from March 2023

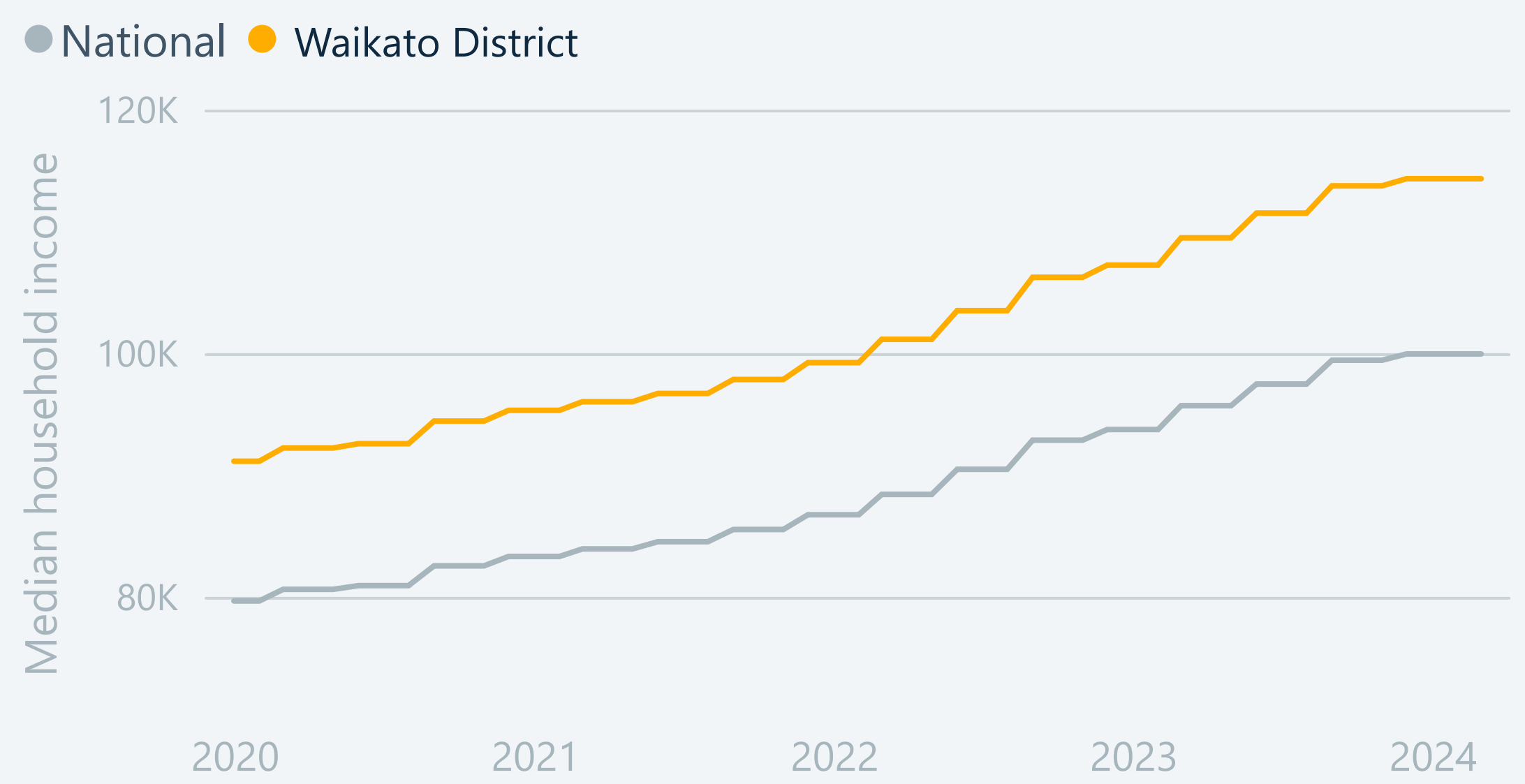
Means tested benefit rate Mar 2024 **2.8%** ▲ 2.32% % change is from March 2023

Sole parent support rate Mar 2024 **3.0%** ▲ 6.47% % 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 Waikato District was \$114,328. 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 34.68% to a value of 8.05 claimants per 100 working adults (15-64yrs). Comparatively, Single Parent Support for Other ethnicities (Asian, MELAA and other) saw the greatest decrease over the last 12 months, down 3.21% to 0.86 claimants per 100 working adults.

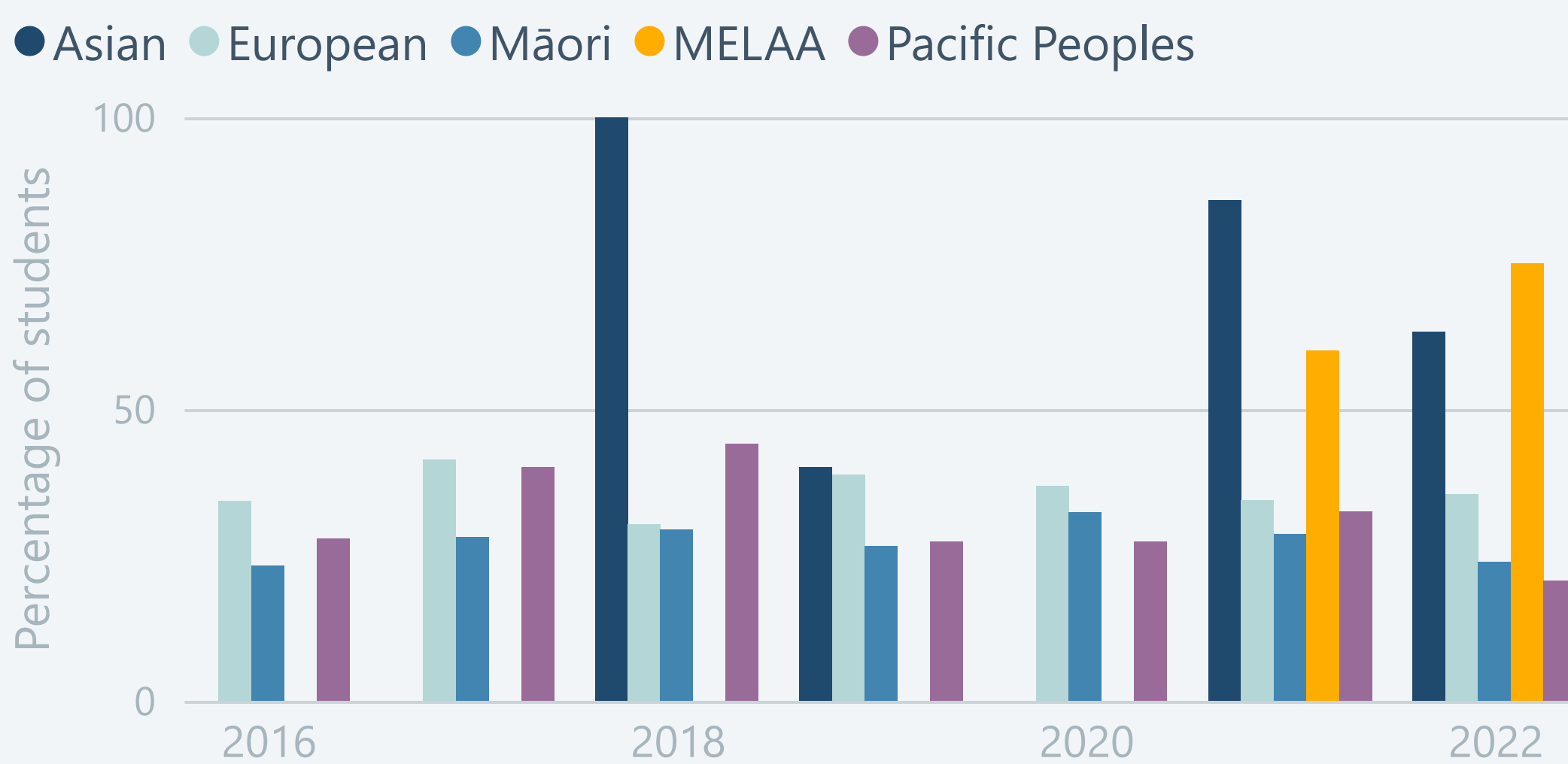
Key Pillar Changes

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**

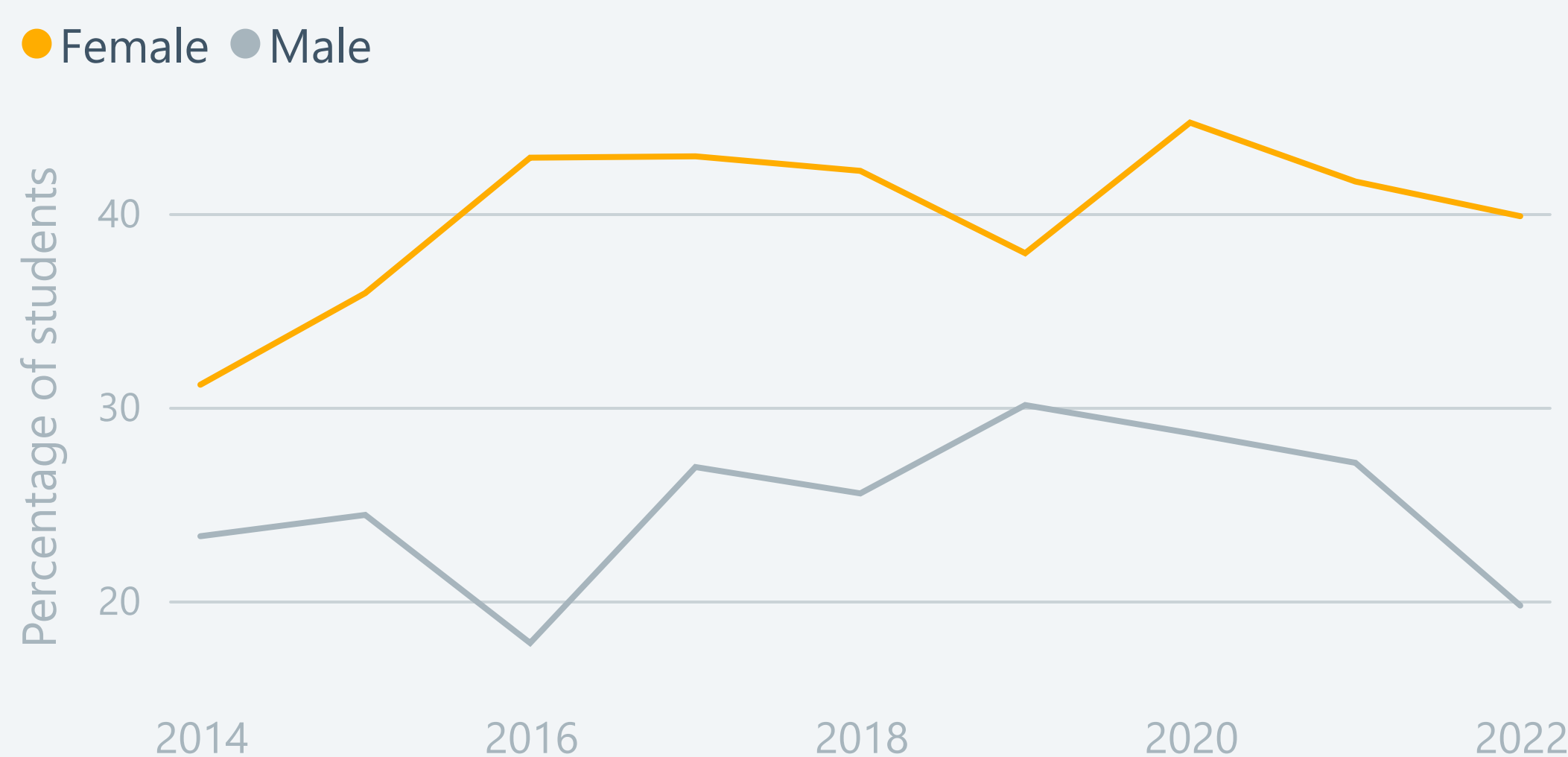
Ethnicity with greatest change in secondary school retention Jan 2022 **Māori** ▽ 26.67% % change is from January 2021

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



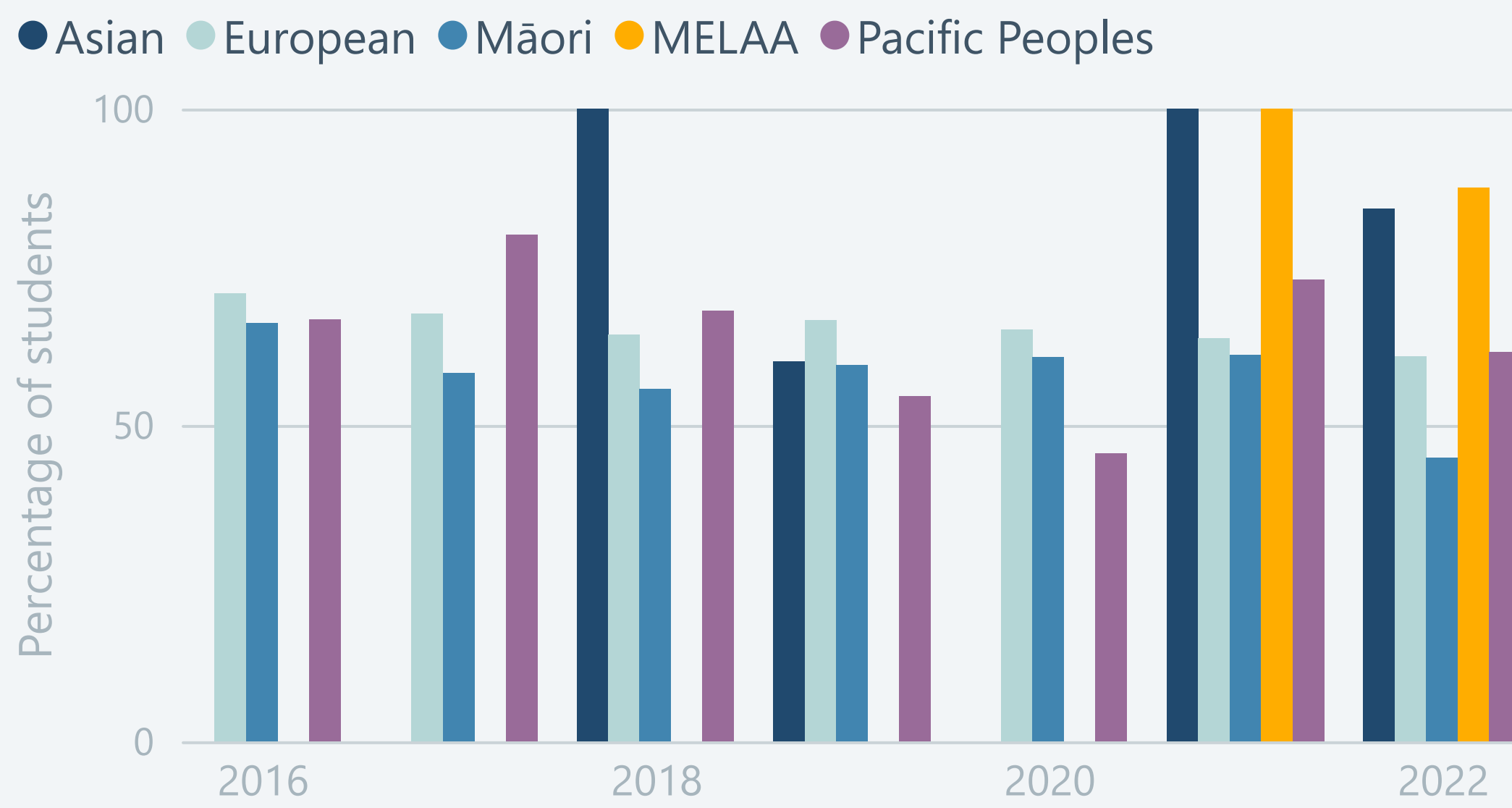
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Waikato District for female students has been 1.61 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for female students compared with male students was higher than average. Compared 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.

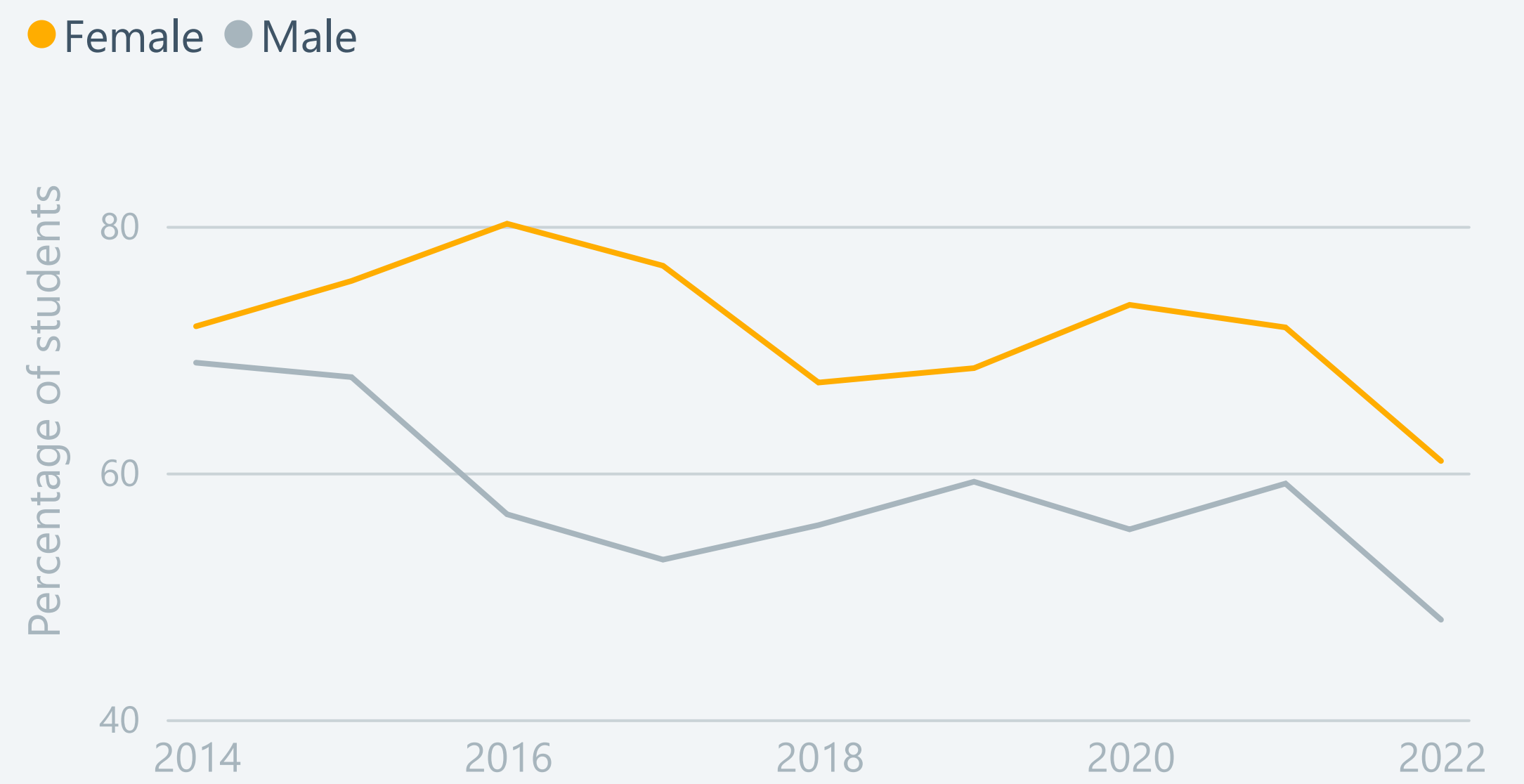
School	% Change	Pass Rate
Huntly College	▽ 14.16	11.59
Tuakau College	▽ 5.99	33.61
Ngaruawahia High School	▽ 3.94	20.73
Te Kauwhata College	▽ 3.31	21.69

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.

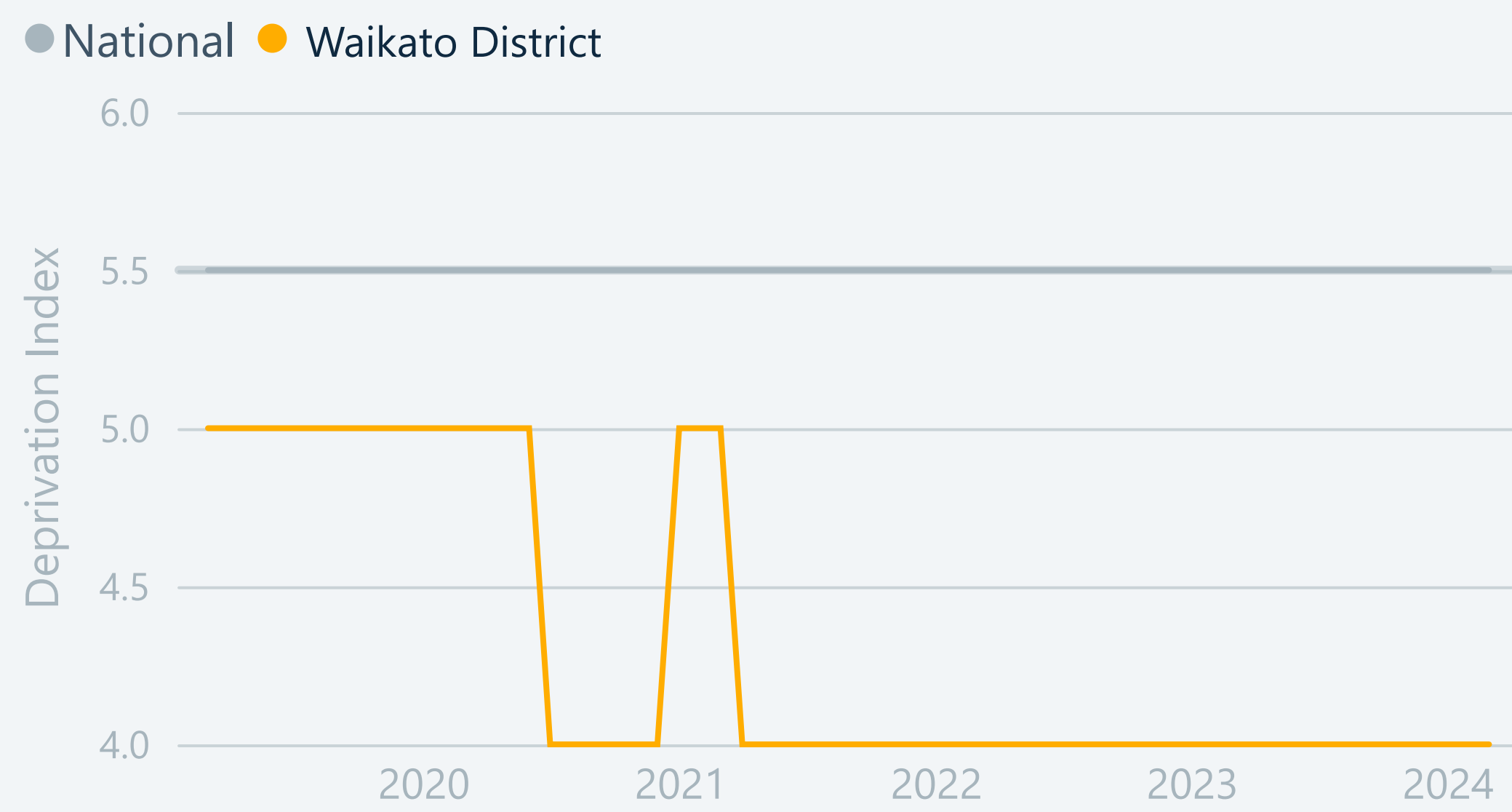
Key Pillar Changes

Deprivation Index Mar 2024 **4.0** — 0% % change is from February 2024

Community with greatest decrease in deprivation score Mar 2024 **Te Kauwhata** ▽ 0.91% % change is from March 2023

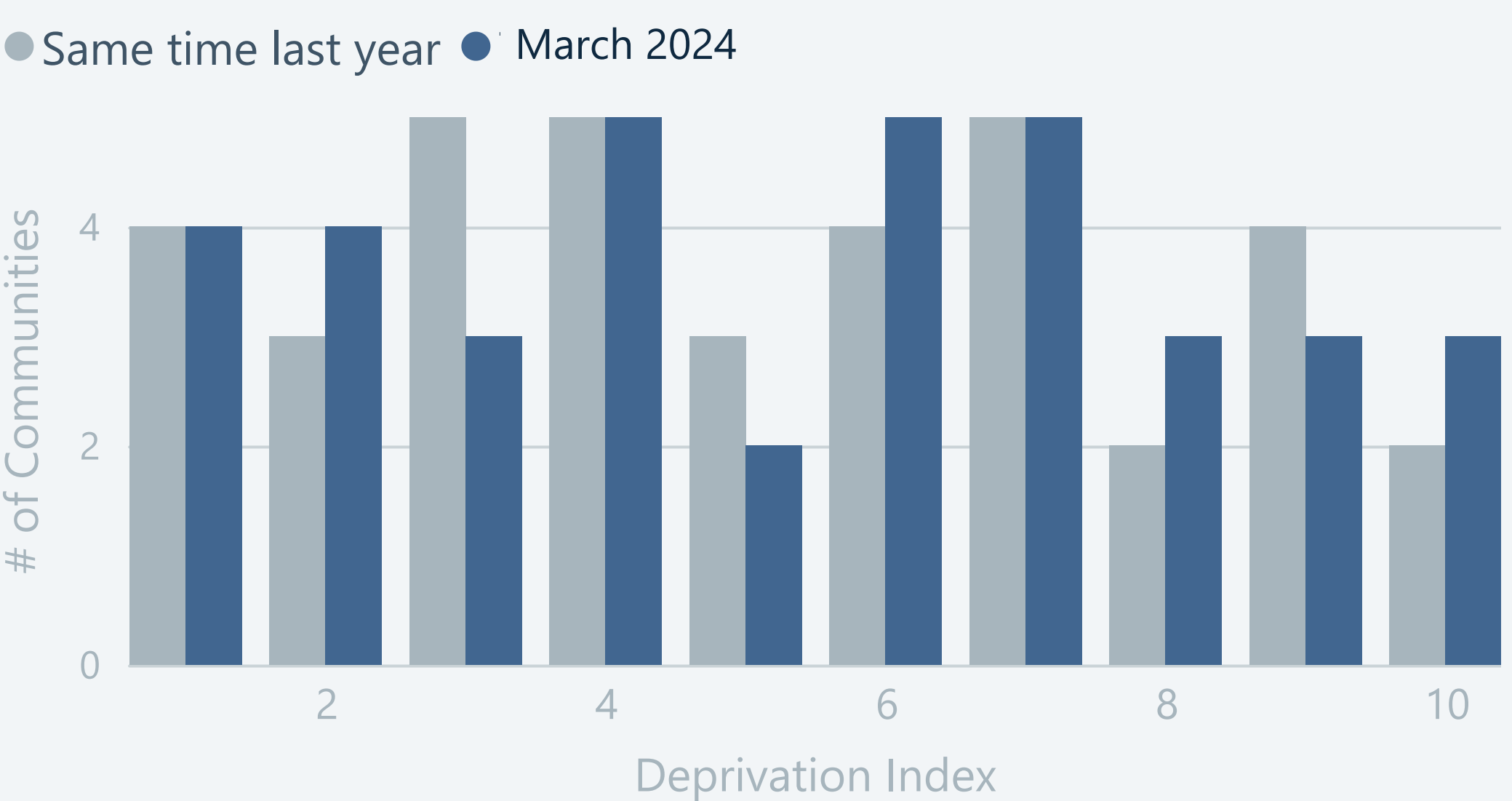
Community with greatest increase in deprivation score Mar 2024 **Horotiu** ▲ 3.96% % change is from March 2023

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 March 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 29.7% live in high socio-economic performing communities (deprivation index 1-3).

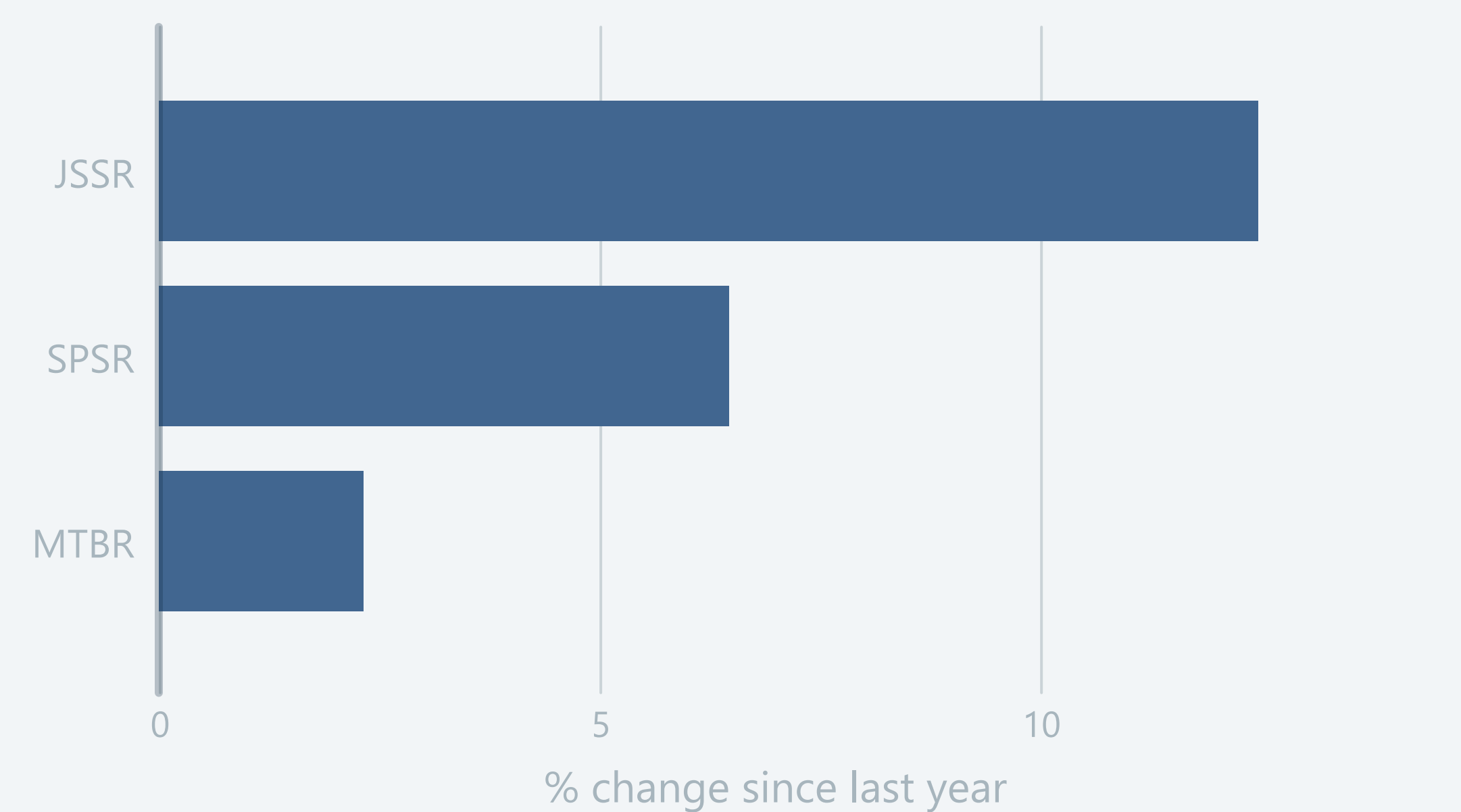
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Horotiu	▲ 3.96	1,029.28
Ngāruawāhia Central	▲ 2.54	1,109.89
Ngāruawāhia North	▲ 2.54	1,154.83
Ngāruawāhia South	▲ 2.37	1,044.55
Mangatangi	▲ 1.74	998.12

The community with the greatest change in deprivation score since the same time last year was Horotiu, with a 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 12.47% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

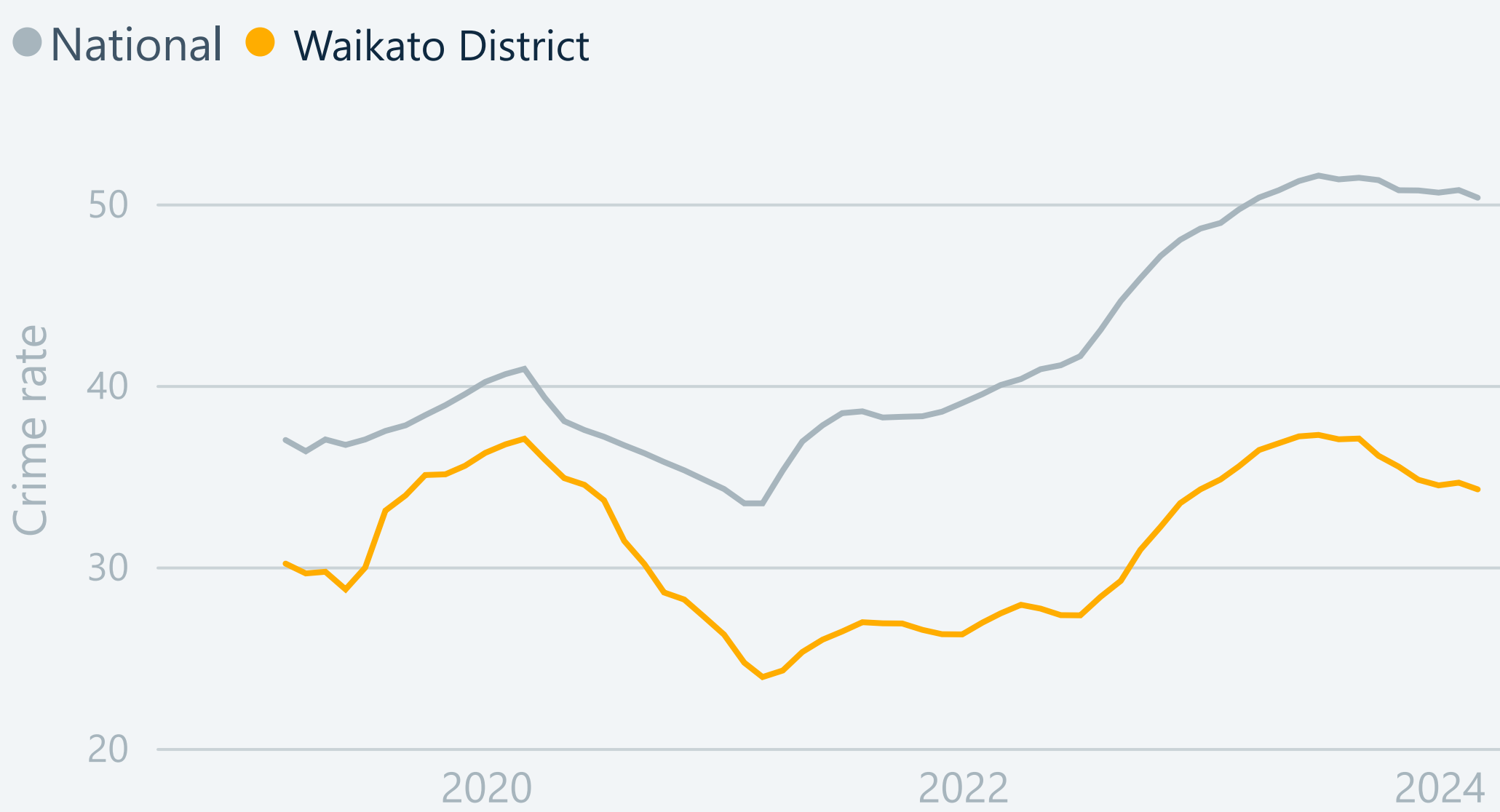
Key Pillar Changes

Crime rate Mar 2024 **34.2** ▽ 1.52% % change is from December 2023

Crime type with the greatest change in crime rate Mar 2024 **Abduction** ▽ 29.23% % change is from December 2023

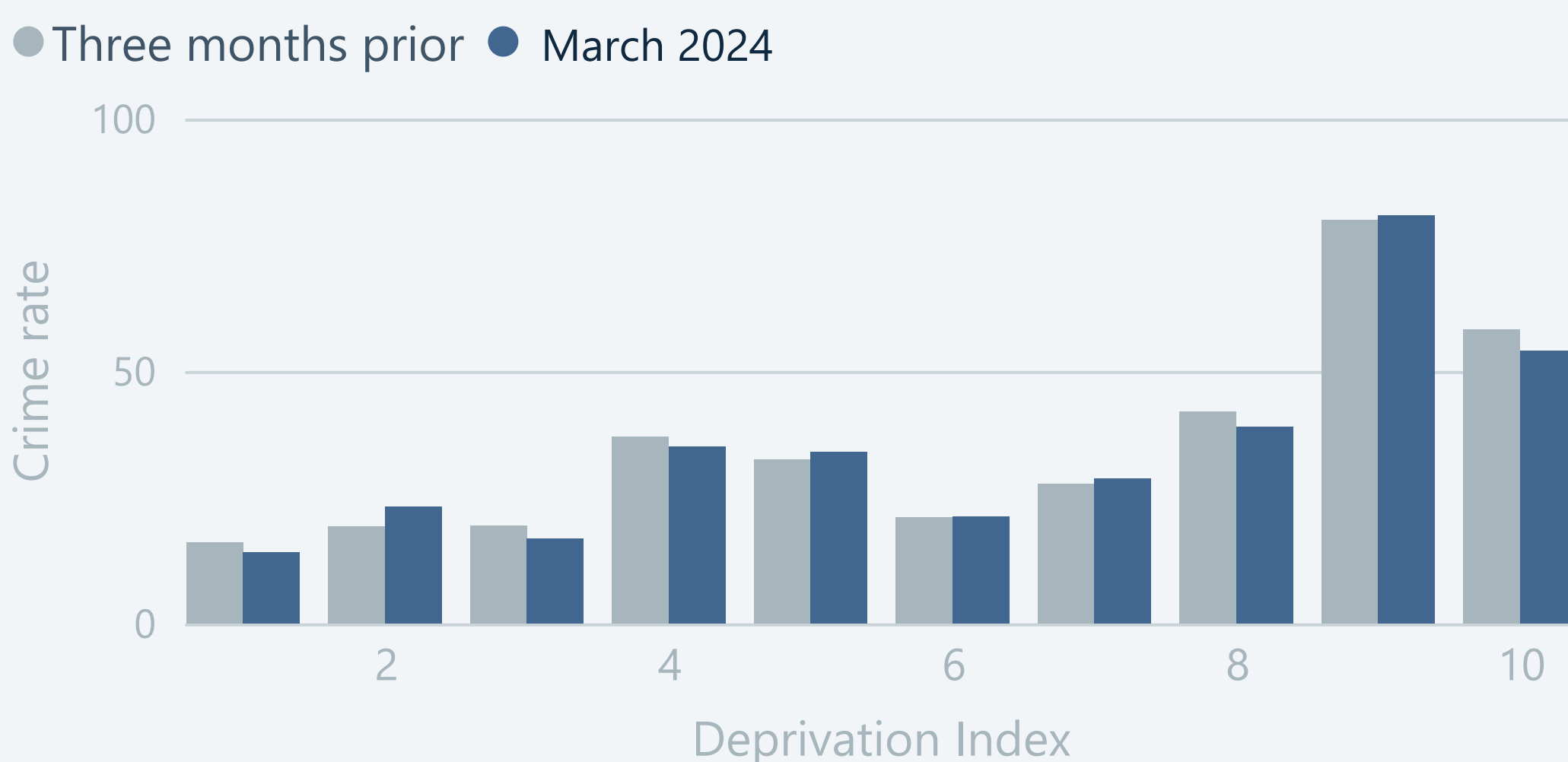
Community with greatest change in crime rate Mar 2024 **Horotiu** ▲ 34.6% % change is from December 2023

Comparison to National Crime Rate



Compared with the same time last year the crime rate in Waikato District has decreased by -3.6%, and is 34.3 as at March 2024. The crime rate is 31.9% below the national rate of 50.3.

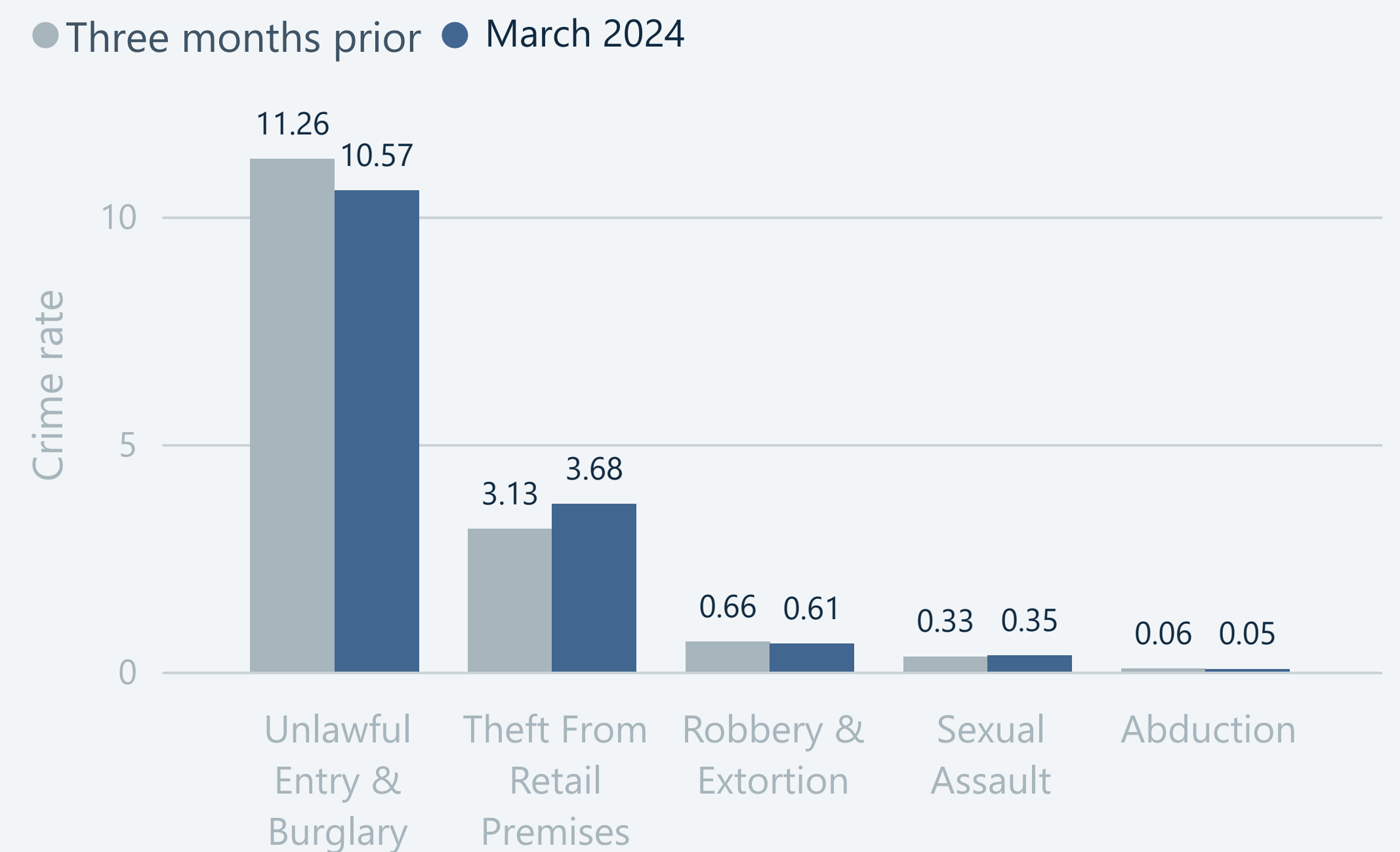
Crime Rate by Deprivation Index



In Waikato District, communities with a deprivation index of 9 have the highest crime rate. The crime rate in these communities is 5.8 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 20.6%.

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 March 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 17.7%.

Communities with Greatest Change

Community	% Change	Crime rate
Horotiu	▲ 34.60	50.9
Tuakau North	▲ 22.03	25.6
Mangatangi	▽ 21.20	12.5
Tamahere North	▽ 19.93	12.4
Waerenga	▲ 18.82	26.5

Horotiu saw the greatest change in crime rate over the last 3 months in Waikato District, with an increase of 34.6%.

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