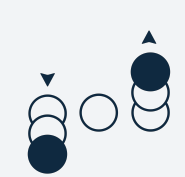


# Quarterly Report

Waikato District

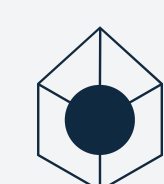
# Summary


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

 Total tourism spend this quarter


 **\$21.7M**

During the quarter to June 2023, \$21.7M was spent in Waikato District by New Zealanders living outside of the district and international tourists, with a decrease of 12.93% 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 Waikato District, with a decrease of 5.59% compared with March 2023.

 Gambling spend per capita

 **\$39**

As of March 2023, an average of \$39.0 was spent by individuals over 18 years in Waikato District through electronic gaming machines, with a decrease of 5.55% compared with December 2022.

 Crime rate

 **36.5**

In June 2023, Waikato District had a crime rate of 36.5 incidents per 10,000 people, with an increase of 4.25% compared with March 2023.

 Deprivation Index

 **4.0**

As of June 2023, the deprivation within Waikato District is 4.0 and this is unchanged since May 2023.

 Job seeker support rate

 **5.7%**

In June 2023, 5.7% of the working population (15-64 years) in Waikato District claimed Job Seeker Support, with an increase of 0.3% compared with June 2022.

 Trending Up  Trending Down  Improving  Worsening  No Change

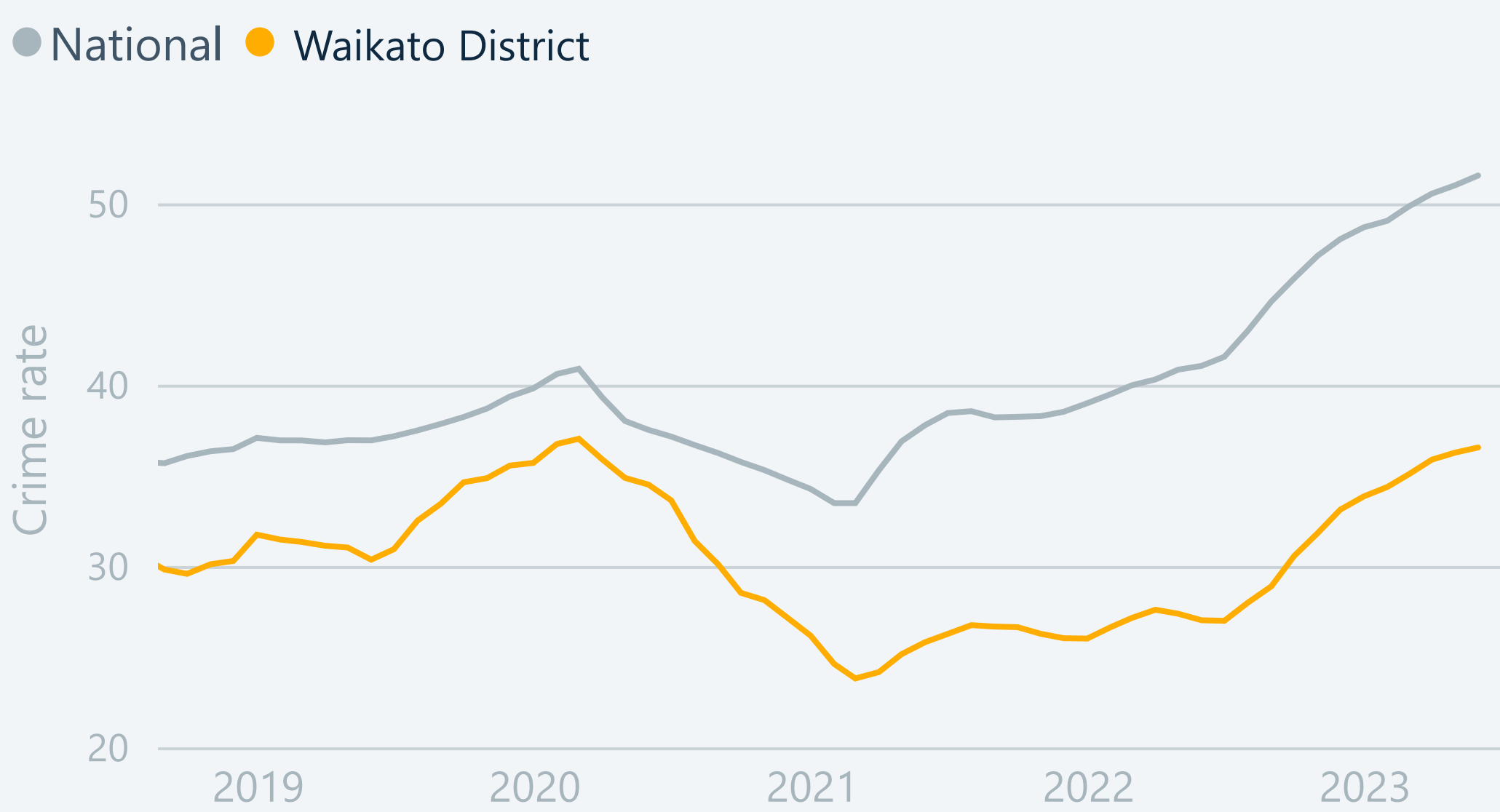
## Key Pillar Changes

Crime rate Jun 2023 **36.5** ▲ 4.25% % change is from March 2023

Crime type with the greatest change in crime rate Jun 2023 **Abduction** ▲ 48.21% % change is from March 2023

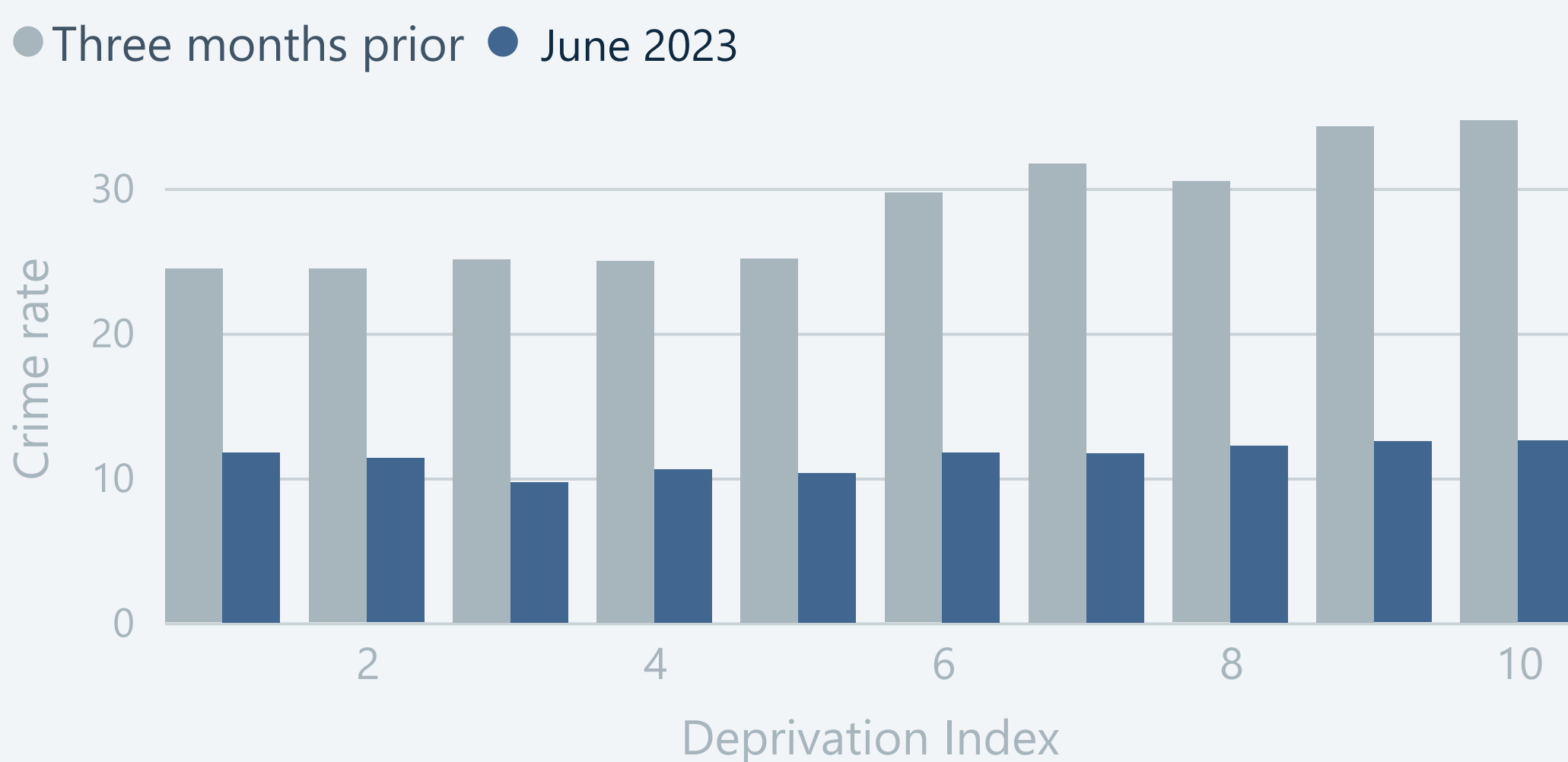
Community with greatest change in crime rate Jun 2023 **Pukekawa** ▲ 71.8% % change is from March 2023

## Comparison to National Crime Rate



Compared with the same time last year the crime rate in Waikato District has increased by 35.3%, and is now 36.5 as at June 2023. The crime rate is 29.1% below the national rate of 51.5.

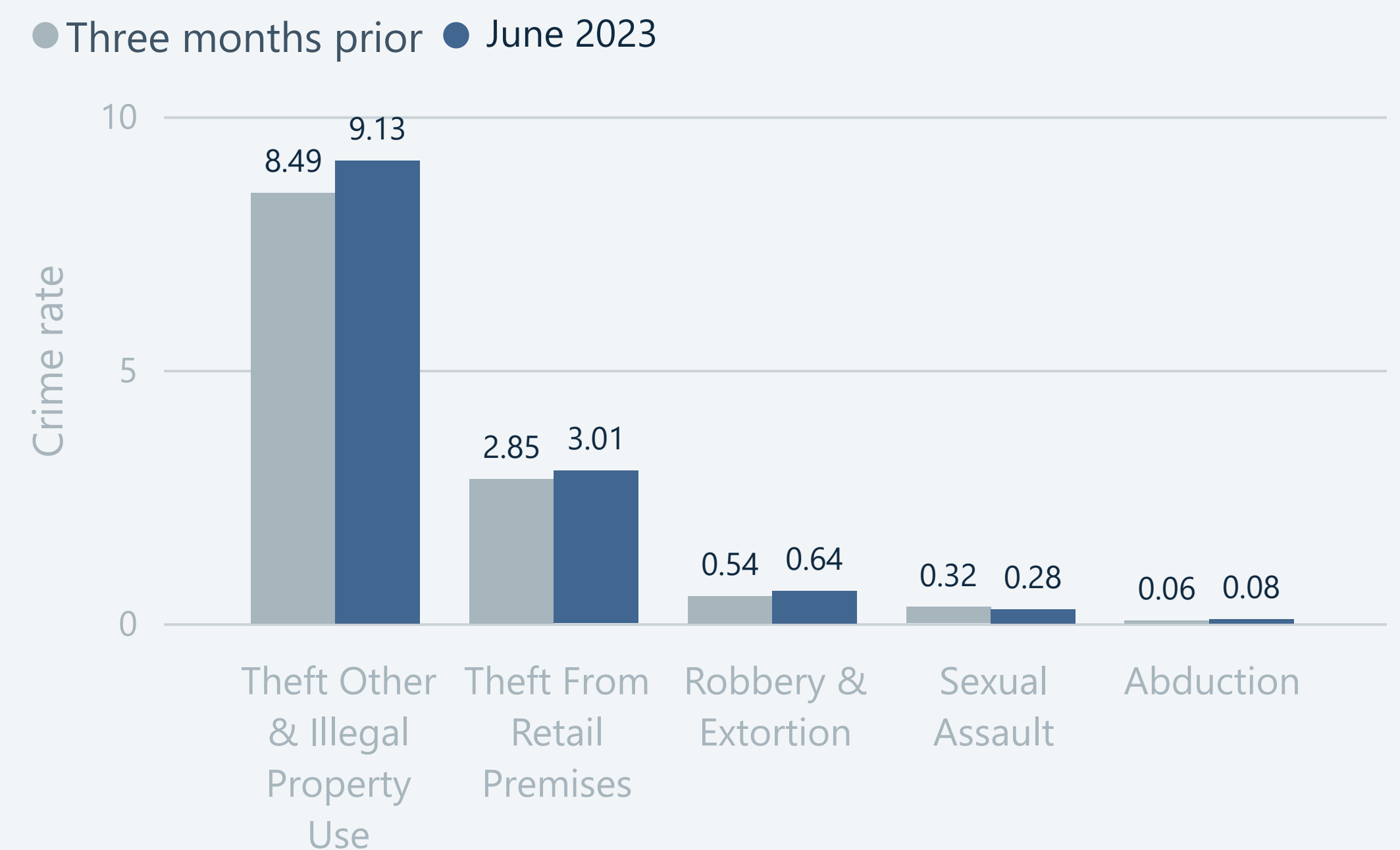
## Crime Rate by Deprivation Index



In Waikato District, communities with a deprivation index of 10 have the highest crime rate. The crime rate in these communities is 1.3 times higher than those with a deprivation index of 3, the group with the lowest crime rate. Communities with a deprivation index of 1 have seen the greatest change in their crime rate over the last 3 months, with an increase of -52%.

**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 2023 was 'Theft (Except Motor Vehicles Retail) & Illegal Use of Property'. The type of crime that had the greatest change in the last 3 months was 'Abduction', with an increase of 48.2%.

## Communities with Greatest Change

Community	% Change	Crime rate
Pukekawa	▲ 71.80	9.8
Whatawhata West	▲ 65.25	6.6
Pokeno Rural	▲ 18.88	25.2
Whitikahu	▲ 16.94	19.3
Ngaruawahia South	▲ 16.18	28.3

Pukekawa saw the greatest change in crime rate over the last 3 months in Waikato District, with an increase of 71.8%.

# Deprivation

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

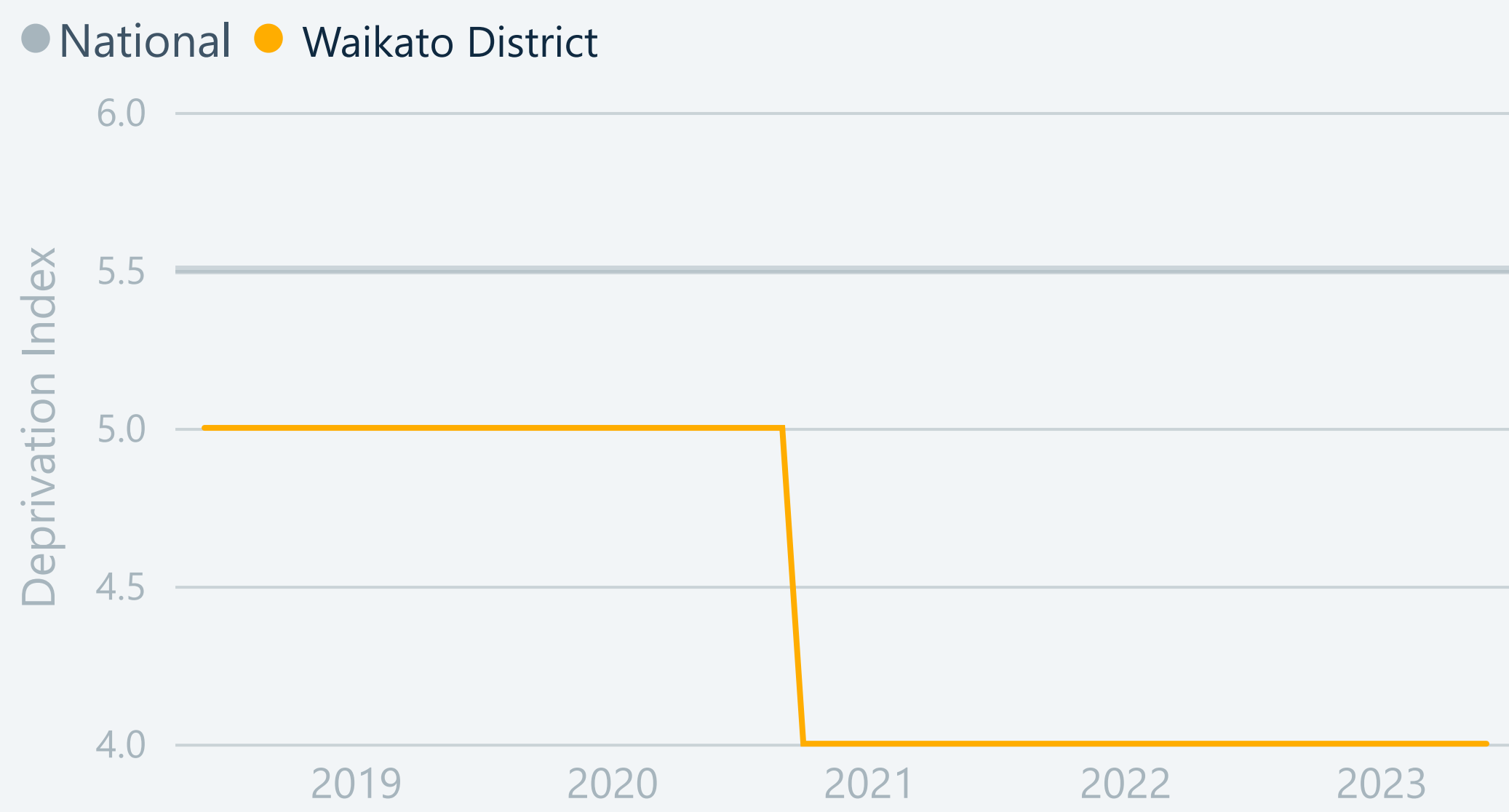
## Key Pillar Changes

Deprivation Index Jun 2023 **4.0** — 0% % change is from May 2023

Community with greatest decrease in deprivation score Jun 2023 **Maramarua** ▽ 2.13% % change is from June 2022

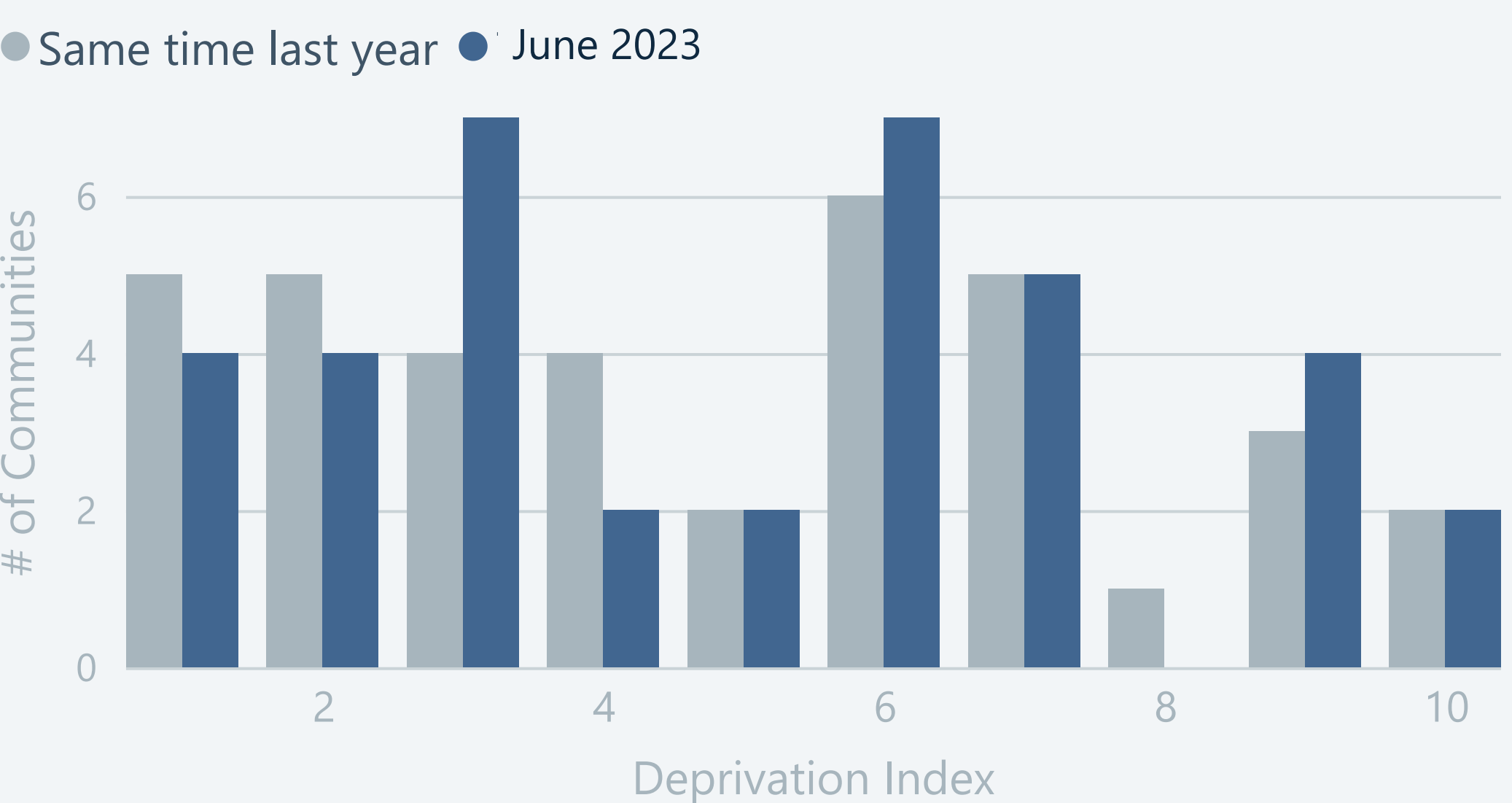
Community with greatest increase in deprivation score Jun 2023 **Huntly West** ▲ 2.6% % change is from June 2022

## Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Waikato District has seen no change by 0%, and is now 4 in June 2023. The deprivation index is 27.3% below the national median index of 5.5.

## Distribution of Deprivation Index



In Waikato District, 16.2% of the population live in highly deprived communities (deprivation index 8-10), whereas 40.5% live in high socio-economic performing communities (deprivation index 1-3).

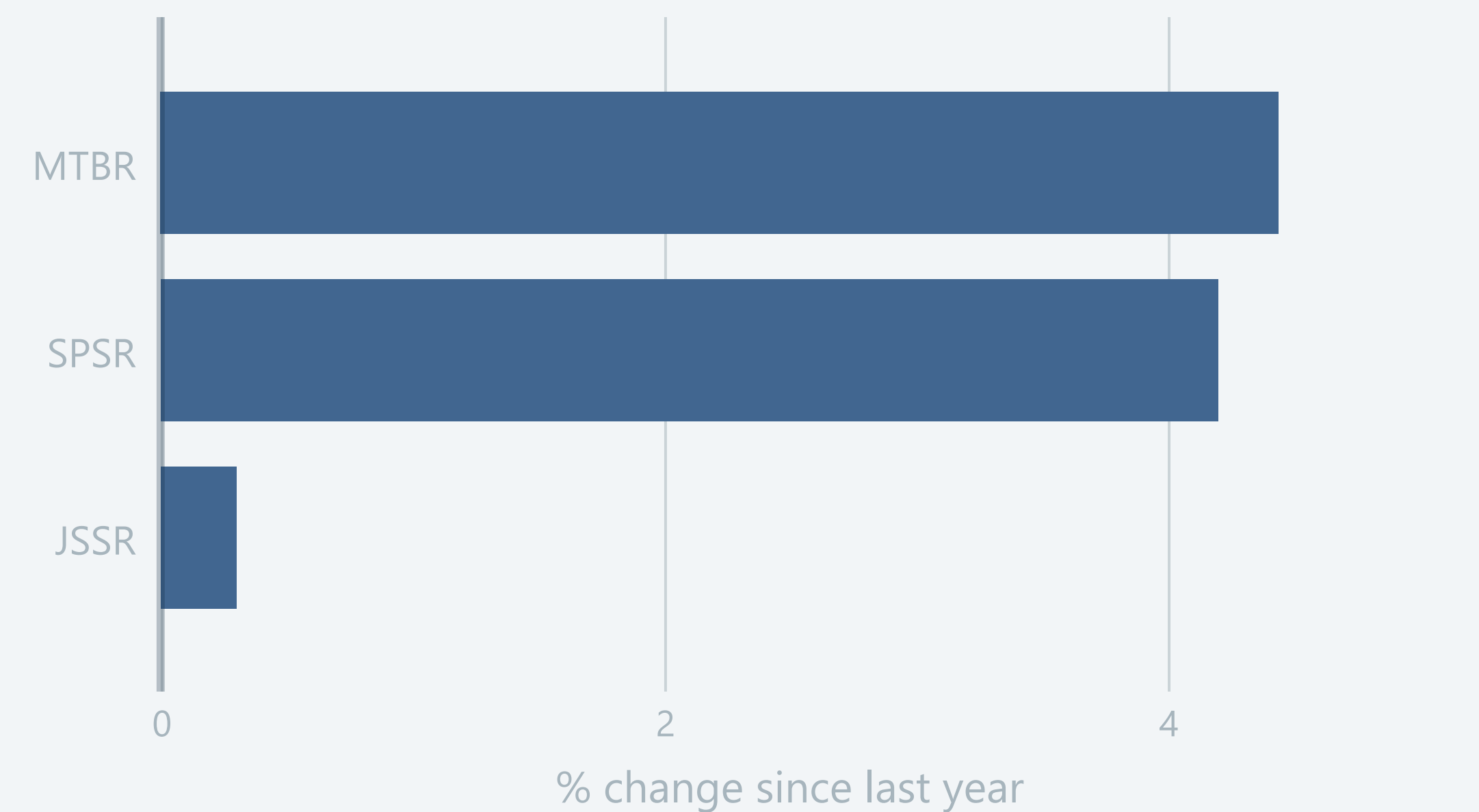
**i** Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

## Communities with the Greatest Change

Community	% Change	Depr. score
Huntly West	▲ 2.60	1,283.24
Maramarua	▽ 2.13	1,005.65
Aka Aka	▲ 1.69	927.21
Pukekawa	▲ 1.43	963.30
Onewhero	▲ 1.42	984.56

The community with the greatest change in deprivation score since the same time last year was Huntly West, with a 2.6% increase.

## Benefit Deprivation Indicators



The benefit deprivation indicator that has changed the most in the last year is Means Tested Benefit Rate (MTBR) which saw a 4.44% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

### Key Pillar Changes

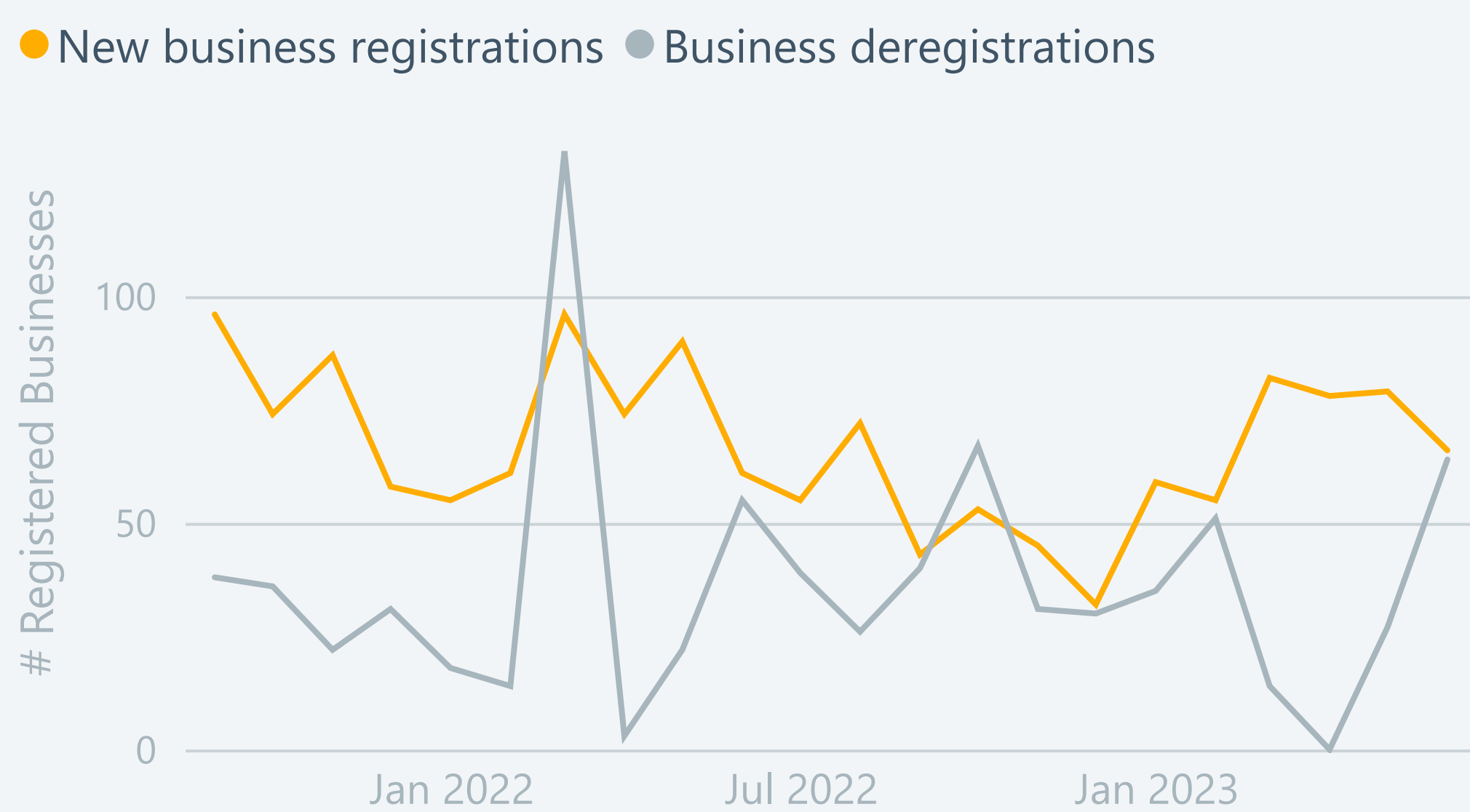
New Business Registrations this month	Jun 2023	<b>66.0</b>	<span>▽</span> 19.51%	% change is from March 2023
Business Deregistrations this month	Jun 2023	<b>64.0</b>	<span>▲</span> 357.14%	% change is from March 2023
Total tourism spend this quarter	Jun 2023	<b>\$21.7M</b>	<span>▽</span> 12.93%	% change is from March 2023

### Total number of businesses registered to date



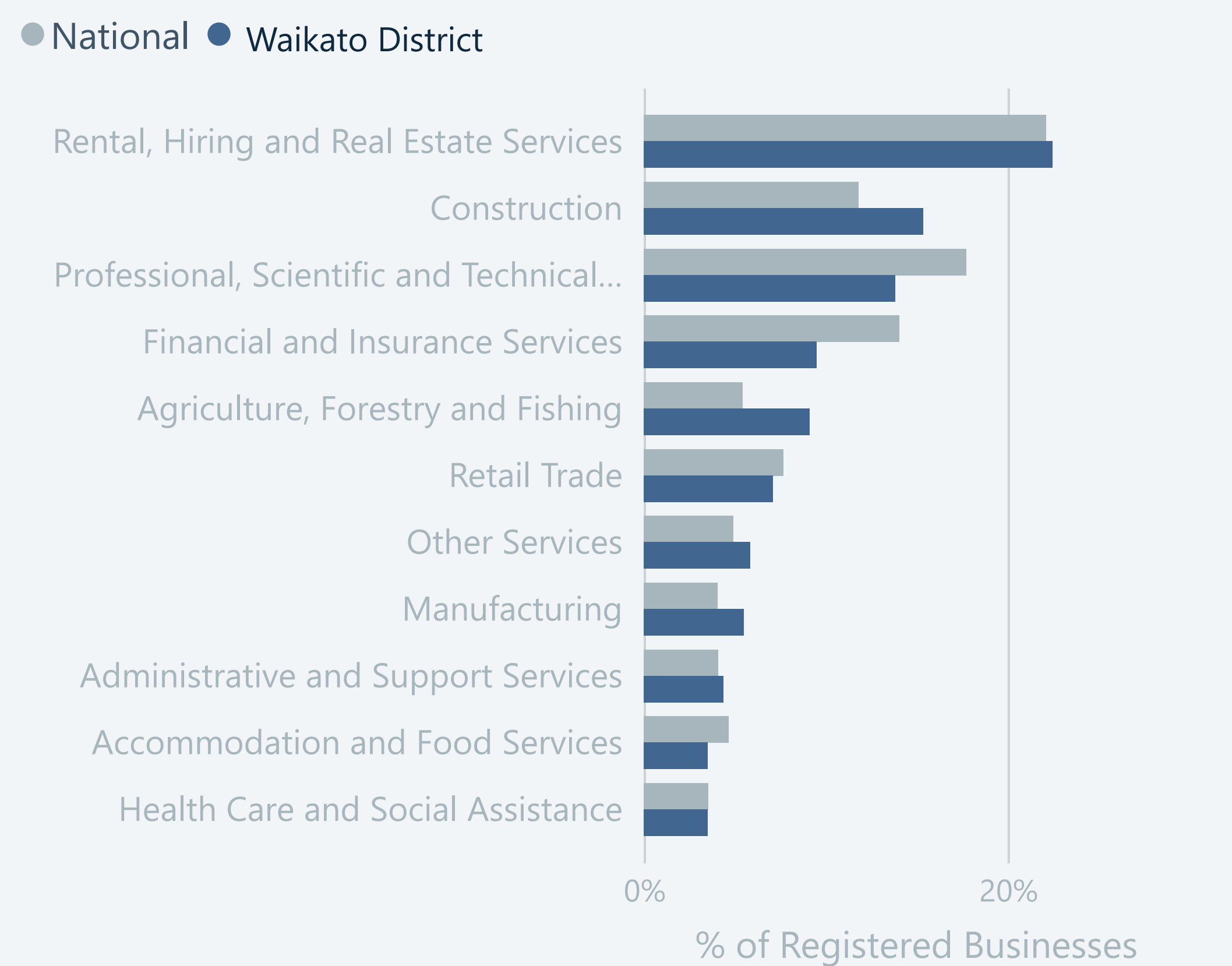
As of June 2023 there were 9837 registered businesses in Waikato District. Over the last 12 months the number of registered businesses has increased by 295. Nationally, the number of registered businesses has increased by 1.7%.

### Business openings and closings in the last year



Comparing June 2023 with June 2022 Waikato District has seen an increase in the number of new business registrations of 8.2% and an increase in the number of business deregistrations of 16.4%.

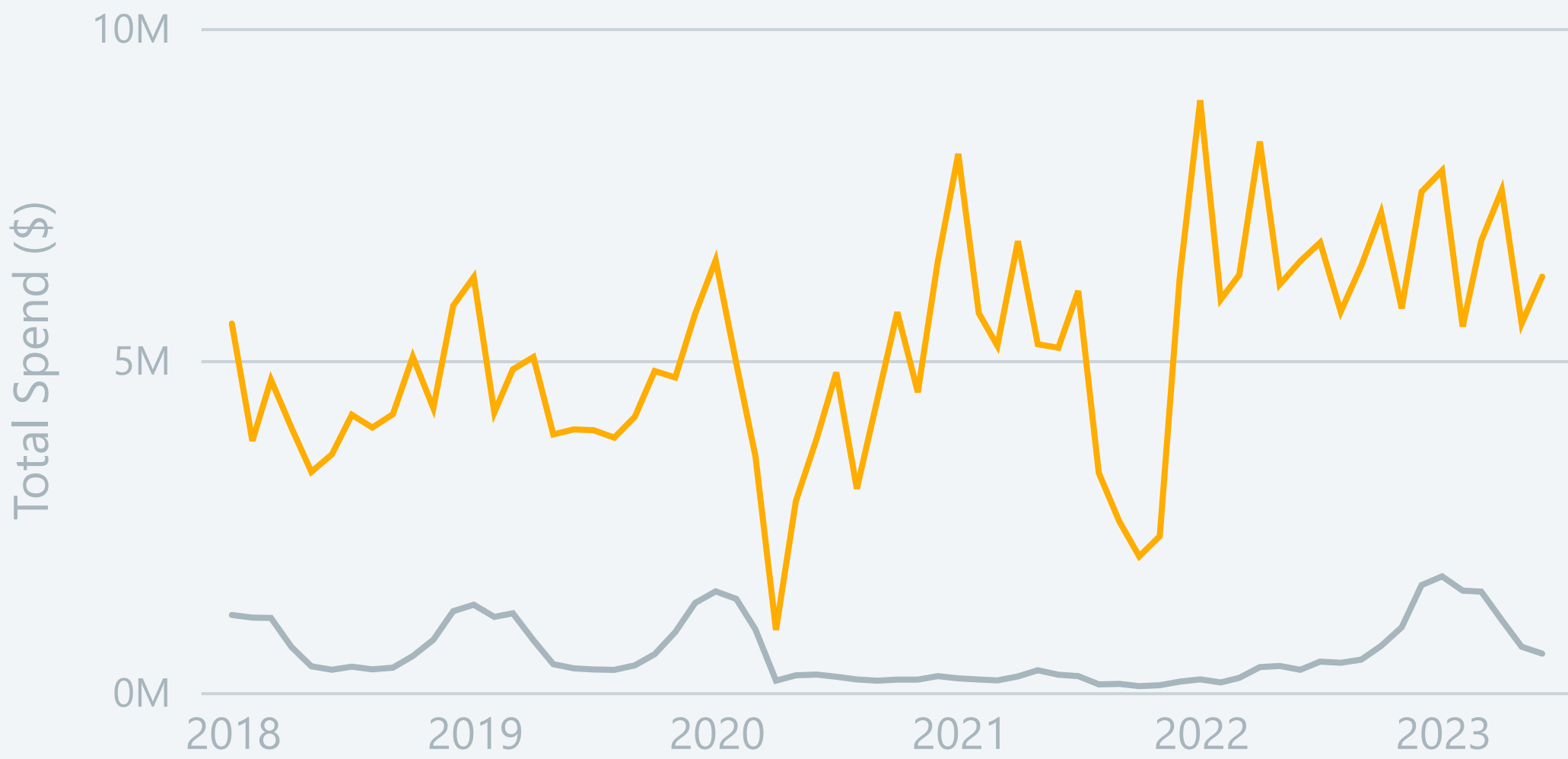
### Distribution of registered businesses by industry



Rental, Hiring and Real Estate Services is the largest industry operating in Waikato District and makes up 19.8% of all currently registered businesses.

### Tourism spend this quarter

● Domestic tourism ● International tourism



In June 2023, \$6.8M was spent in Waikato District from domestic and international visitors to the district. Domestic tourism made up 91.5% of total tourism spend, and has decreased by 3.59% since the same time last year, whereas international tourism has increased by 72.17% in the same time period.

### Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Bay of Plenty	▲ \$401K	\$2.2M
Waikato	▼ \$313K	\$4.3M
Wellington	▼ \$11K	\$571K
Northland	▼ \$28K	\$700K
Auckland	▼ \$1.4M	\$9.8M

This quarter, the largest spend from domestic tourists visiting Waikato District came from the Auckland region, with tourists spending \$9.8M. This represents a decrease of \$1.4M since the same quarter last year.

### Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Bay of Plenty	▲ \$401K	\$2.2M
Southland	▲ \$16K	\$62K
Tasman	▼ \$15K	\$30K

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 \$16K 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.

### Visiting countries with the greatest spend

Visiting country	\$ Change	Spend
Australia	▲ \$167K	\$695K
Rest of Asia	▲ \$32K	\$94K
Rest of Europe	▲ \$175K	\$226K
United Kingdom	▲ \$98K	\$216K
United States of America	▲ \$377K	\$610K

This quarter, the largest spend from international tourists visiting Waikato District came from Australia, with tourists spending \$695K. This represents an increase of \$167K since the same quarter last year.

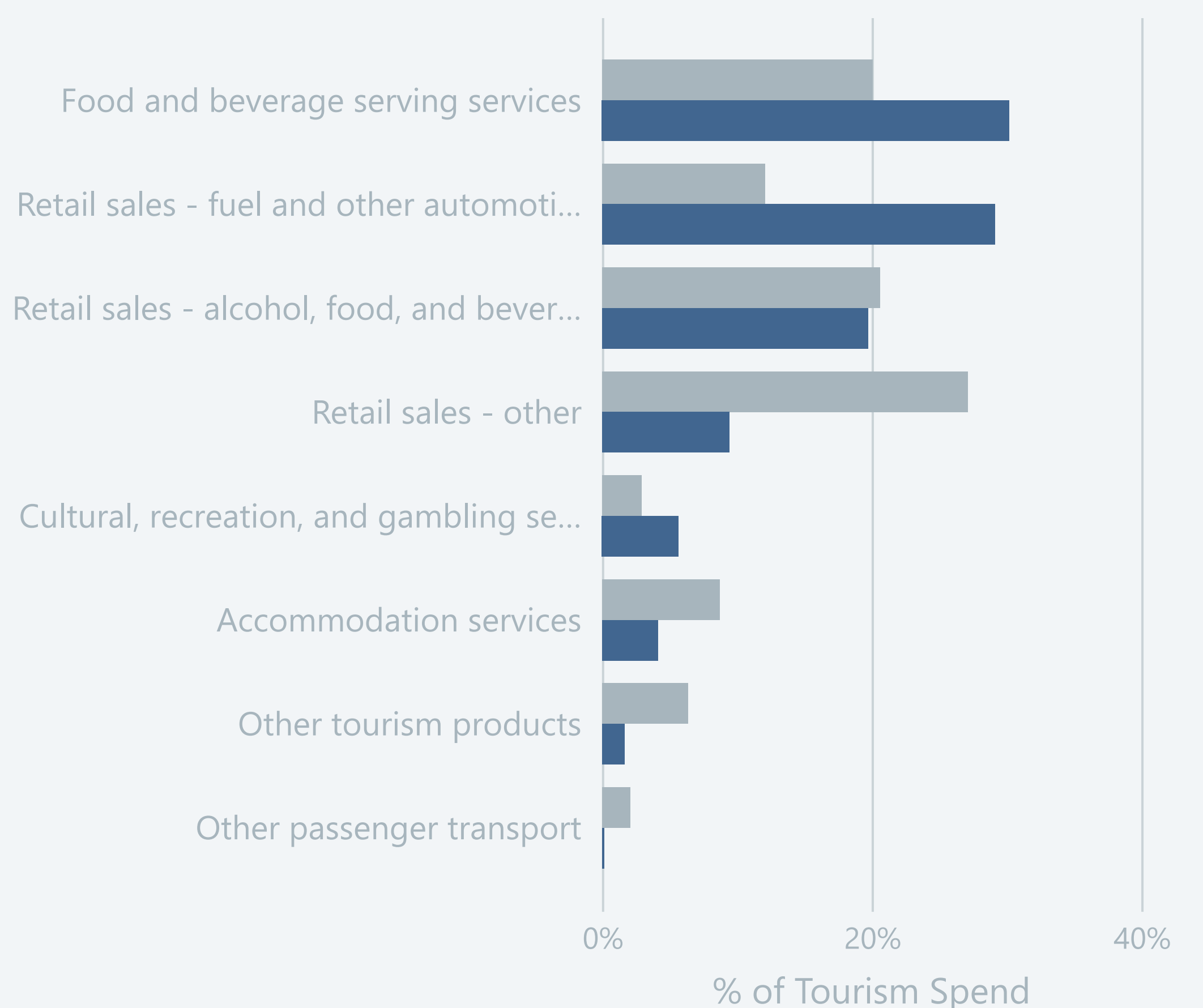
### Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
Canada	▲ \$38K	\$53K
Rest of Oceania	▲ \$3K	\$4K
Rest of Europe	▲ \$175K	\$226K

This quarter, Waikato District saw the greatest % change in international tourism spend from those visiting from Rest of Europe since the same quarter last year, with a \$175K increase in spend.

### Tourism spend by industry

● National ● Waikato District



In Waikato District tourists spent the most on Food and beverage serving services this quarter, which was 30.2% of all tourism spend. This is 50.2% larger than the national proportion.

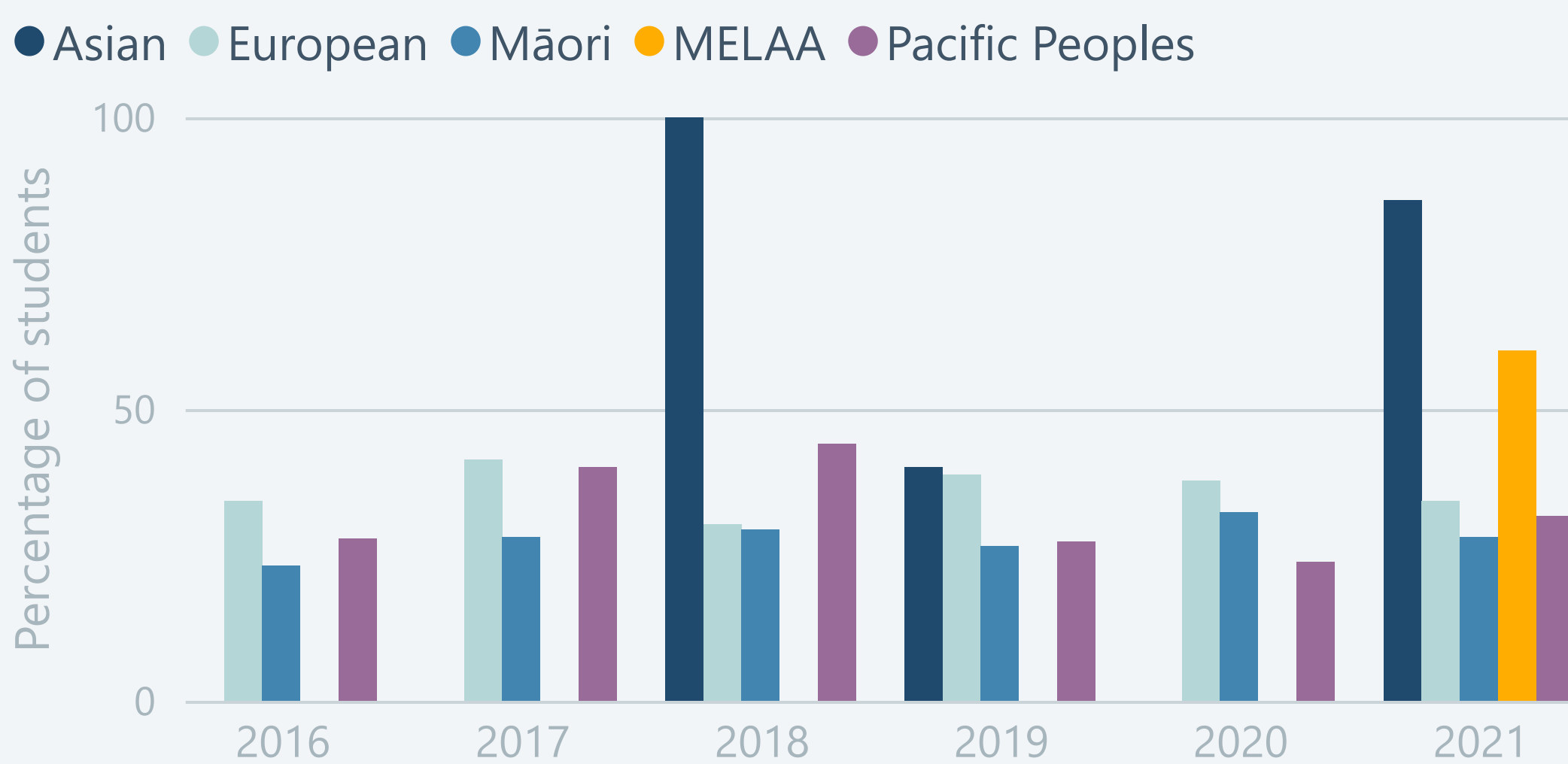
## Key Pillar Changes

**Secondary school retention** Jan 2021 **64.0%** ▽ 0.61% % change is from January 2020

**Secondary school with highest proportion of students leaving with NCEA level 3** Jan 2021 **Tuakau College**

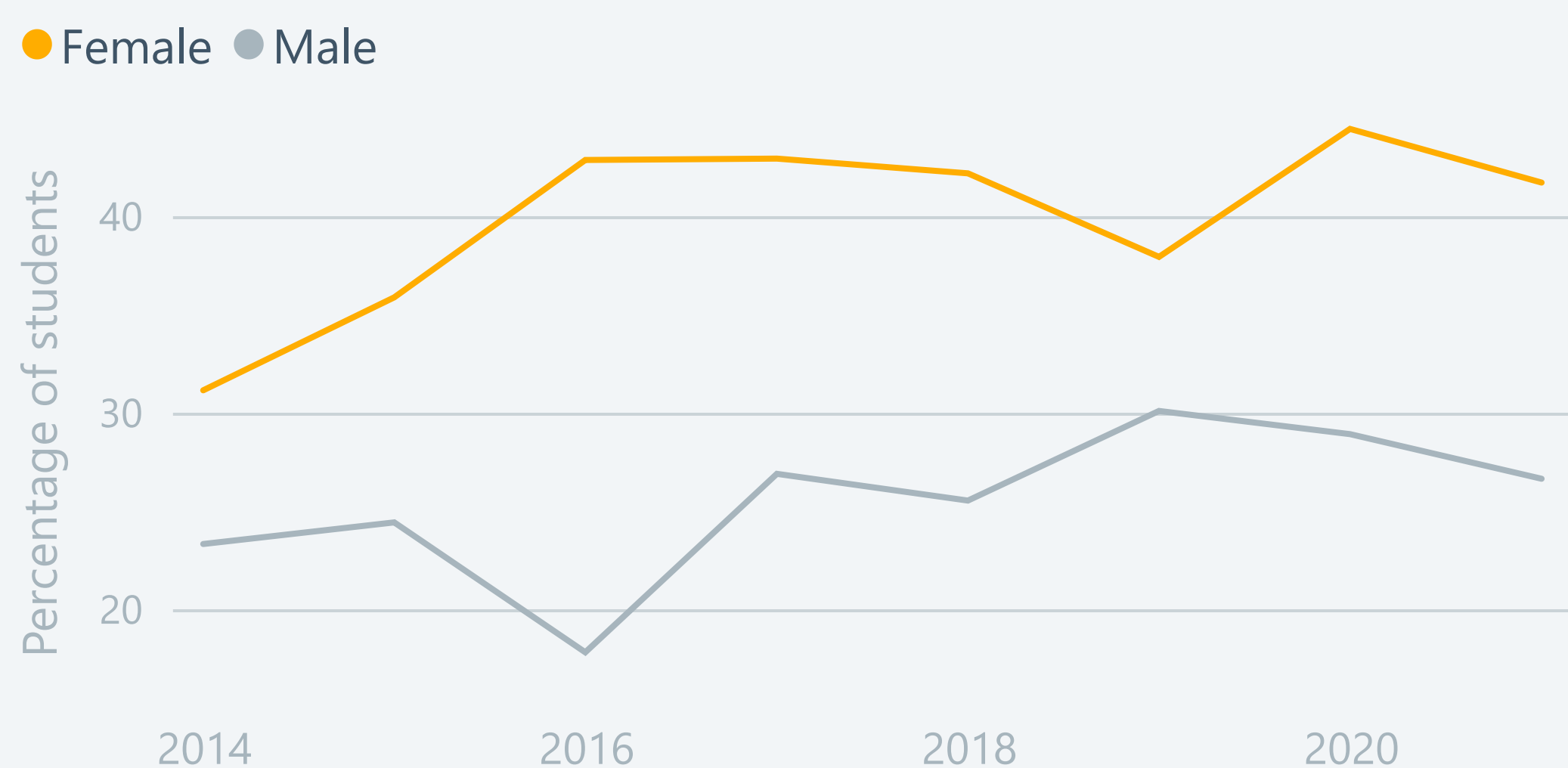
**Ethnicity with greatest change in secondary school retention** Jan 2021 **Pacific Peoples** ▲ 71.93% % change is from January 2020

### School leavers with NCEA3 level by ethnicity



In 2021, Asian students in Waikato District had the greatest proportion of students leaving with NCEA3. This is 3.05 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 21.9%. Māori NCEA Level 3 pass rates in Waikato District are 71% of National Māori rates.

### School leavers with NCEA3 level by gender



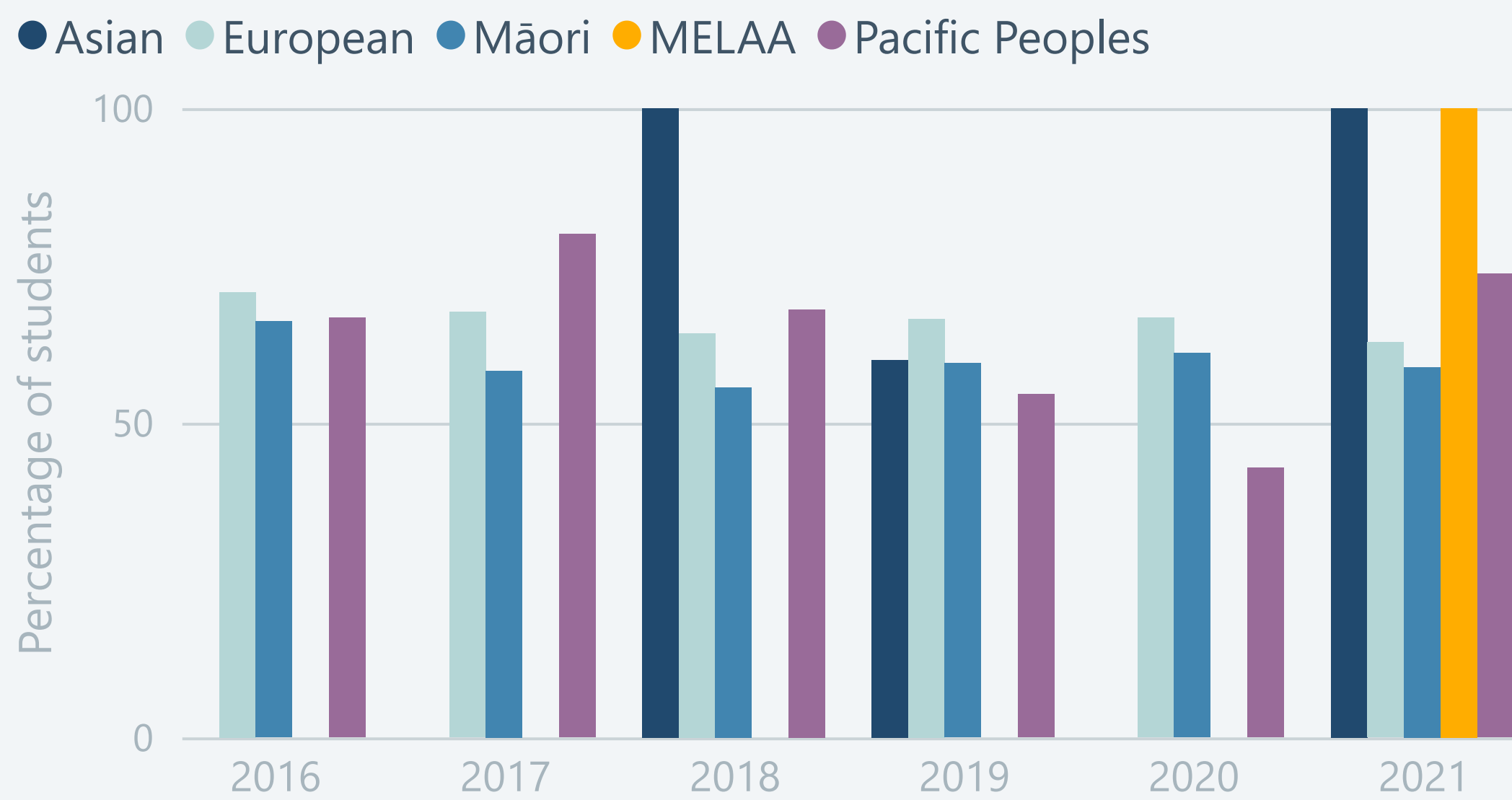
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Waikato District for female students has been 1.57 times larger than male students. In 2021, the percentage of students leaving with NCEA Level 3 for female students compared with male students has remained the same as the average. Compared to national figures, in 2021 the pass rate in Waikato District 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 Te Kauwhata College, with a 9.47% increase. Note that the table includes only those schools with more than 50 students.

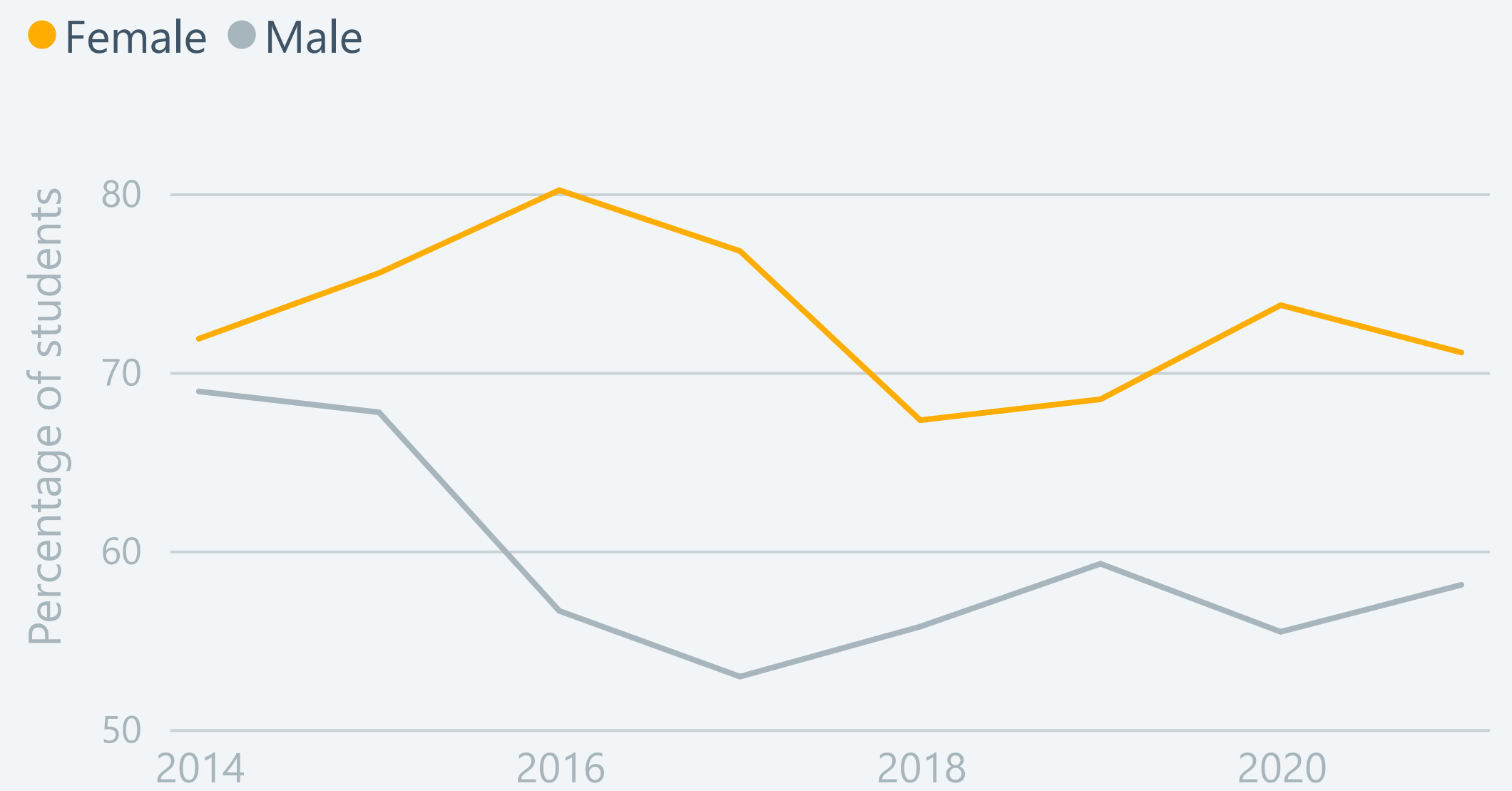
School	% Change	Pass Rate
Te Kauwhata College	▲ 9.47	24.66
Huntly College	▼ 9.43	25.00
Ngaruawahia High School	▼ 4.68	25.32
Tuakau College	▼ 1.61	38.83

## Secondary school retention by ethnicity



In 2021, multiple ethnicities students in Waikato District had the greatest retention rate. This is 1.7 times larger than Māori students, who have the lowest retention rate. Māori students have seen the greatest change in retention, with an increase of 2.7%. Māori retention rates in Waikato District are 85% 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 2021, the retention rates of female students compared with male students was less than average. Compared to national figures, in 2021 the retention rates in Waikato District 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 Huntly College, with a 9.86% decrease. Note that the table includes only those schools with more than 50 students.

Community	% Change	Retention rate
Huntly College	▼ 9.86	57
Tuakau College	▲ 9.44	76
Te Kauwhata College	▲ 8.17	58
Ngaruawahia High School	▼ 6.84	53

! 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.



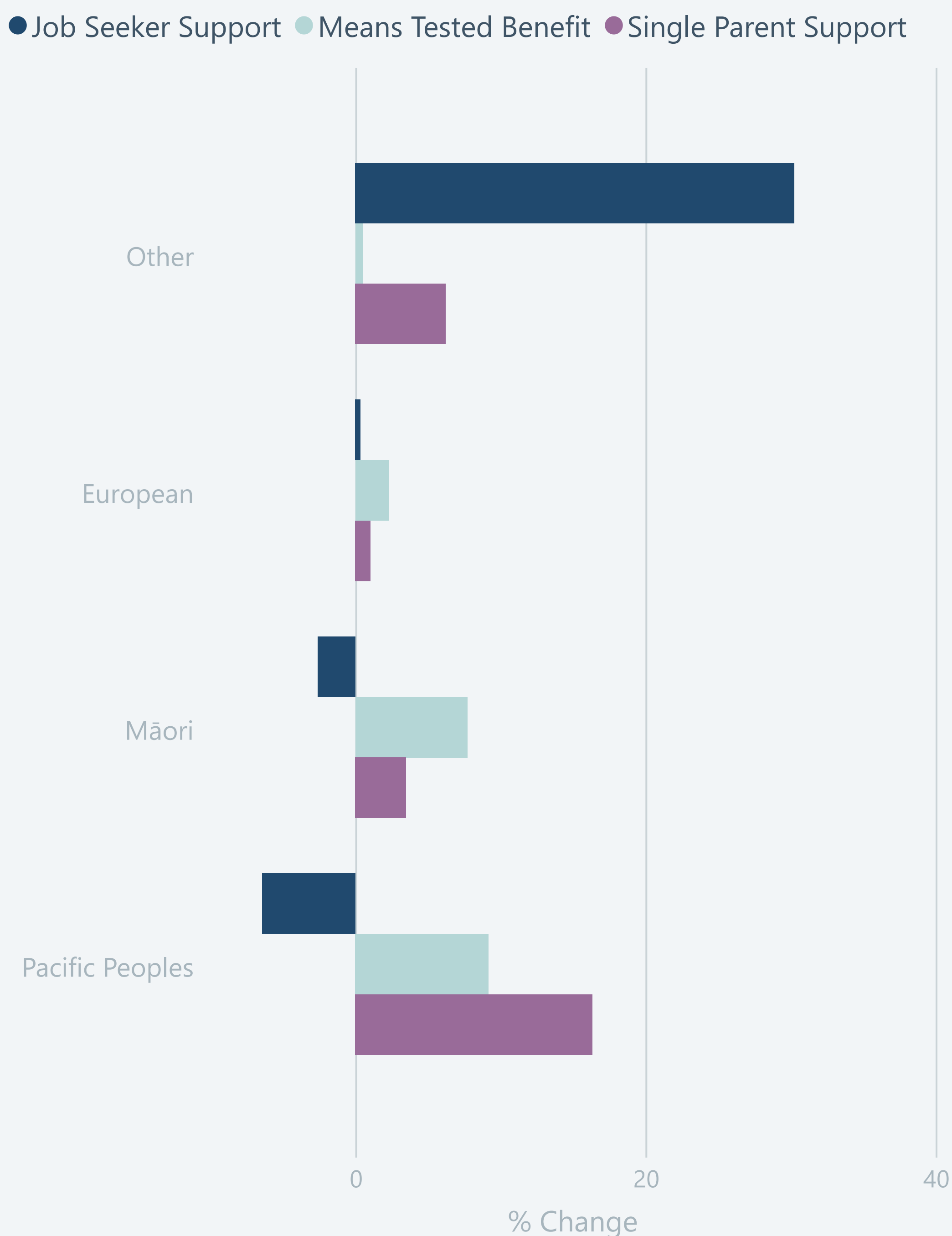
## Key Pillar Changes

**Job seeker support rate** Jun 2023 **5.7%** ▲ 0.3% % change is from June 2022

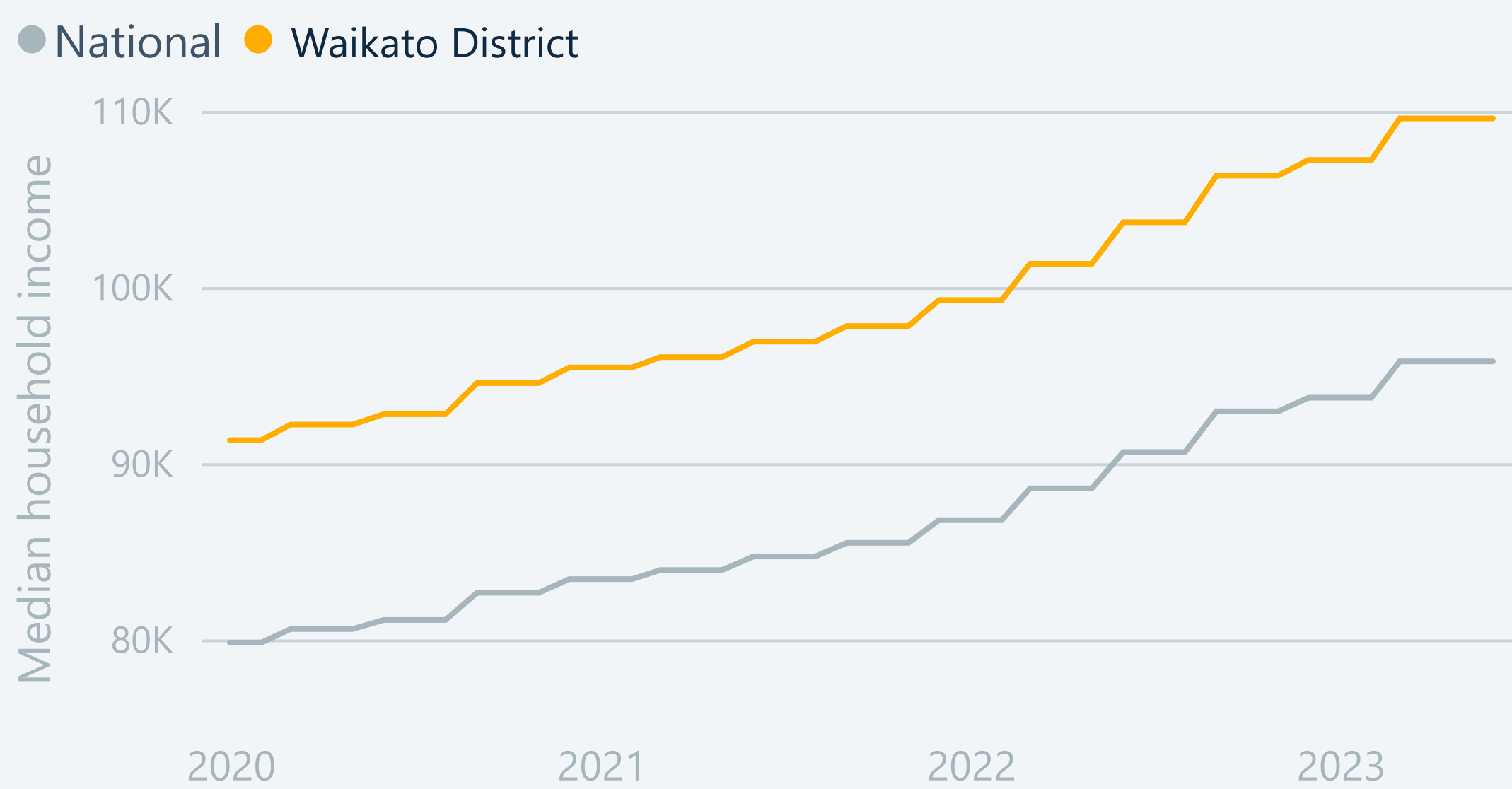
**Means tested benefit rate** Jun 2023 **2.7%** ▲ 4.44% % change is from June 2022

**Sole parent support rate** Jun 2023 **2.8%** ▲ 4.2% % change is from June 2022

## Change in benefit rates by Ethnicity



## Median Household Income over time



As of June 2023, the median household income (adjusted for inflation) in Waikato District was \$109,576. 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 Other ethnicities (Asian, MELAA and other), up 30.27% to a value of 3.97 claimants per 100 working adults (15-64yrs). Comparatively, Job Seeker Support for Pacific Peoples saw the greatest decrease over the last 12 months, down 6.42% to 6.25 claimants per 100 working adults.

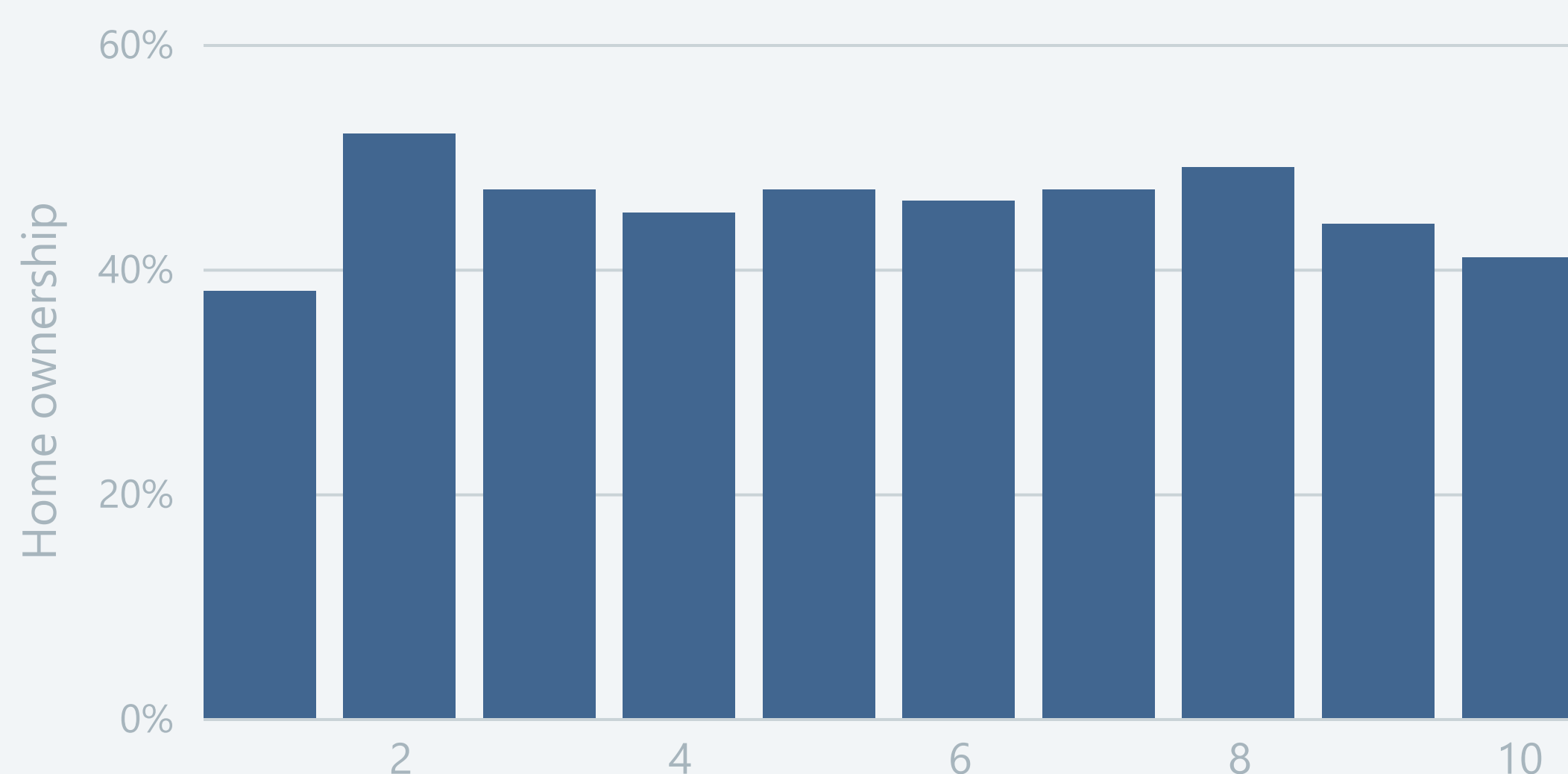
## Key Pillar Changes

Years to save for a house deposit Jun 2023 **11.0** ▽ 5.59% % change is from March 2023

Rental affordability (% of income spent on rent) Jun 2023 **23.7%** ▲ 0.82% % change is from March 2023

Purchasing affordability (% of income spent on mortgage repayments) Jun 2023 **10.0%** ▽ 5.82% % change is from March 2023

## Home Ownership by Deprivation Index



In Waikato District, communities with a deprivation index of 2 have the highest rates of home ownership. The home ownership rate in these communities is 1.4 times greater than those communities with a deprivation index of 1 (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, Tuakau North was the most unaffordable in June 2023, with 27.5% of annual household income spent on rent.

Community	% Change	Rental Affordability
Aka Aka	— 0.00	23.50
Mangatangi	— 0.00	10.60
Onewhero	— 0.00	19.90
Tuakau North	— 0.00	27.50
Tuakau Rural	— 0.00	20.90

## Greatest Change in Purchasing Affordability

Pukekawa saw the greatest change in the percentage of income spent on mortgage repayments, with a 4.9% decrease over the last 3 months. Of these communities, Tuakau Rural was the most unaffordable in June 2023, with 13.5% of annual household income spent on mortgage repayments.

Community	% Change	Purchasing Affordability
Huntly Rural	▽ 4.76	8.00
Maramarua	▽ 4.35	8.80
Pukekawa	▽ 4.85	9.80
Tuakau Rural	▽ 4.26	13.50
Tuakau South	▽ 4.04	9.50

**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.

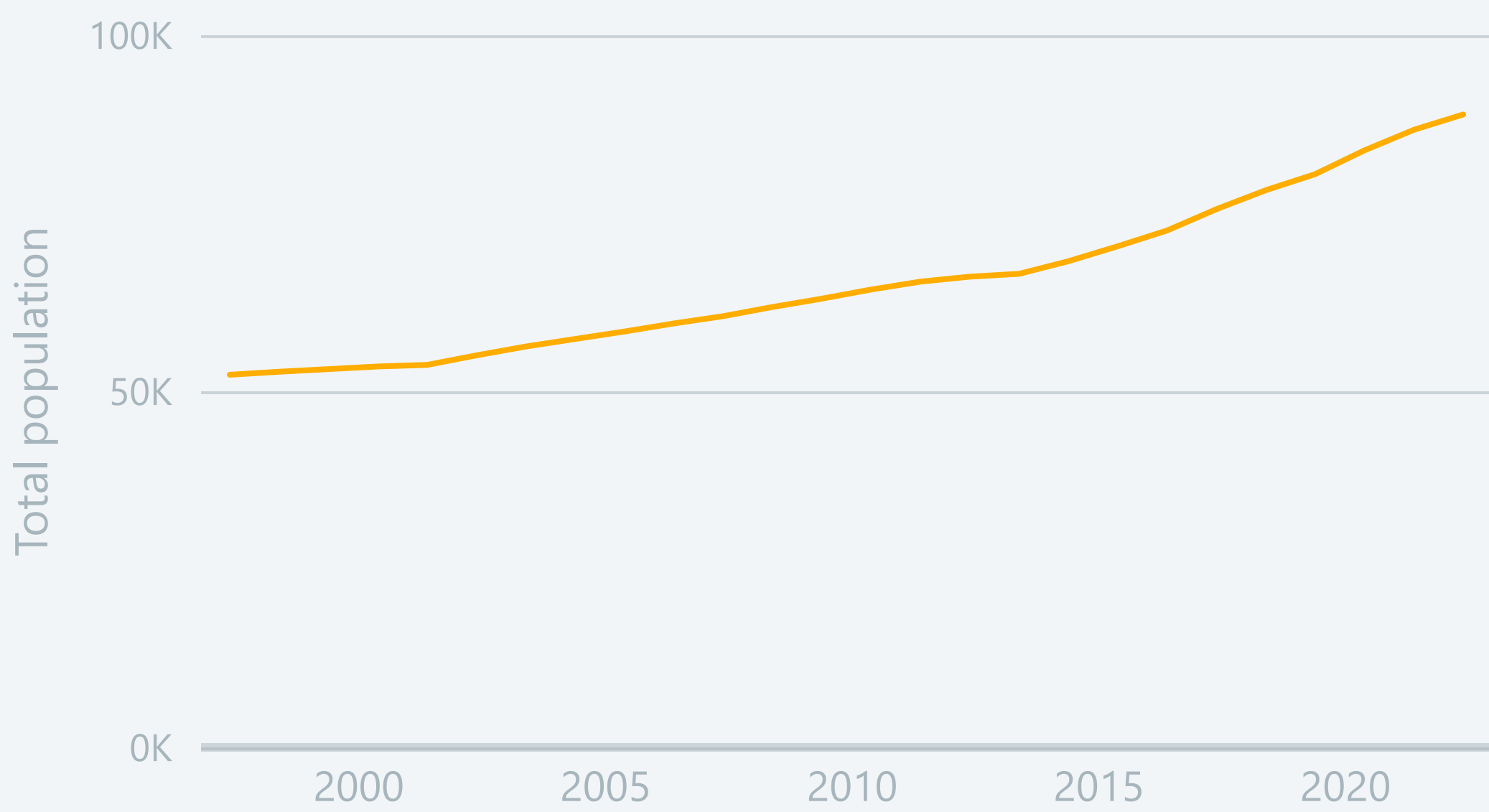


# Demographics

## Estimated population

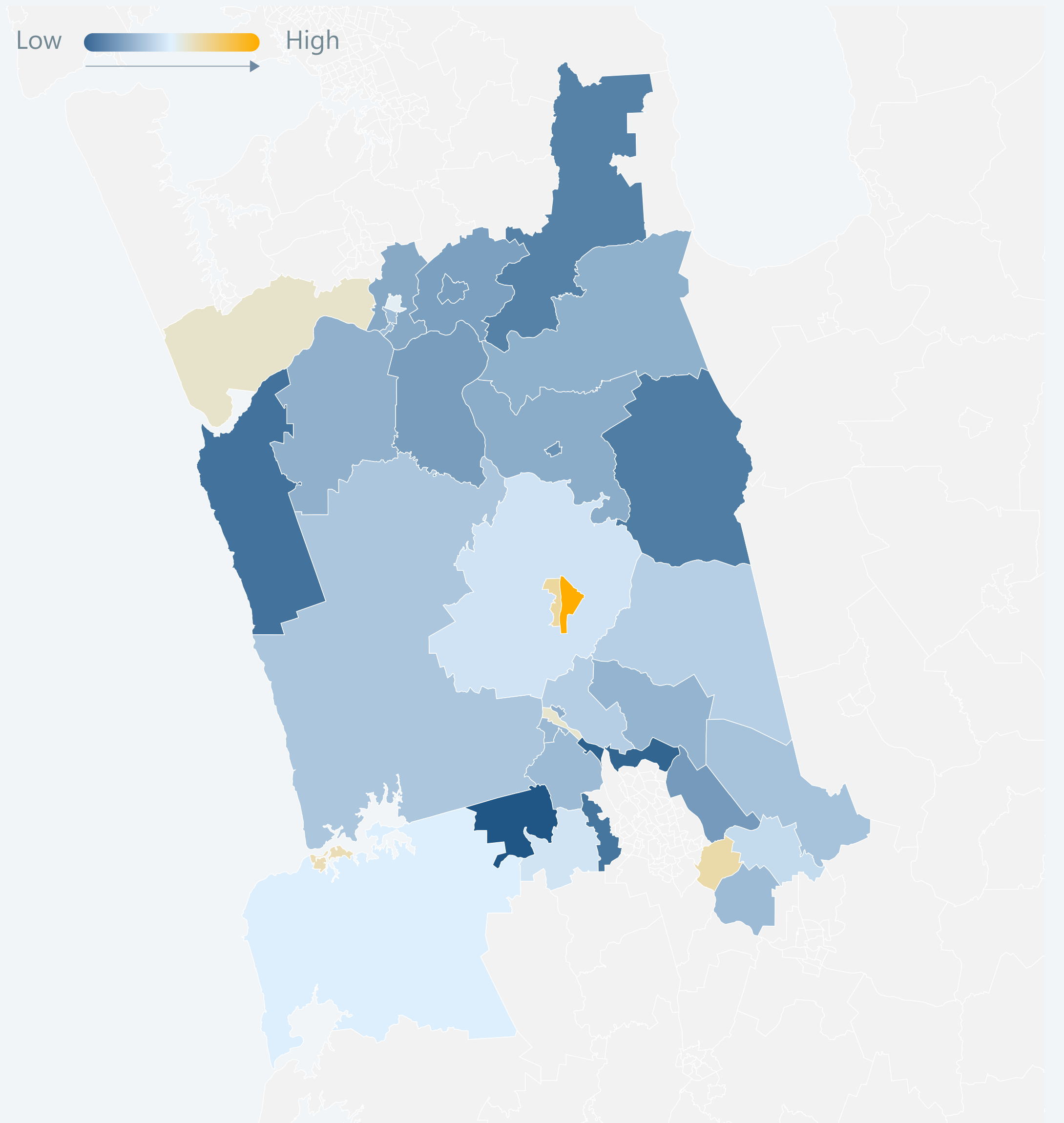
# 88.86K

Is the estimated total population in Waikato District in 2022. The population in the area has increased by 2.48% or 2150 people since 2021.



## Population distribution

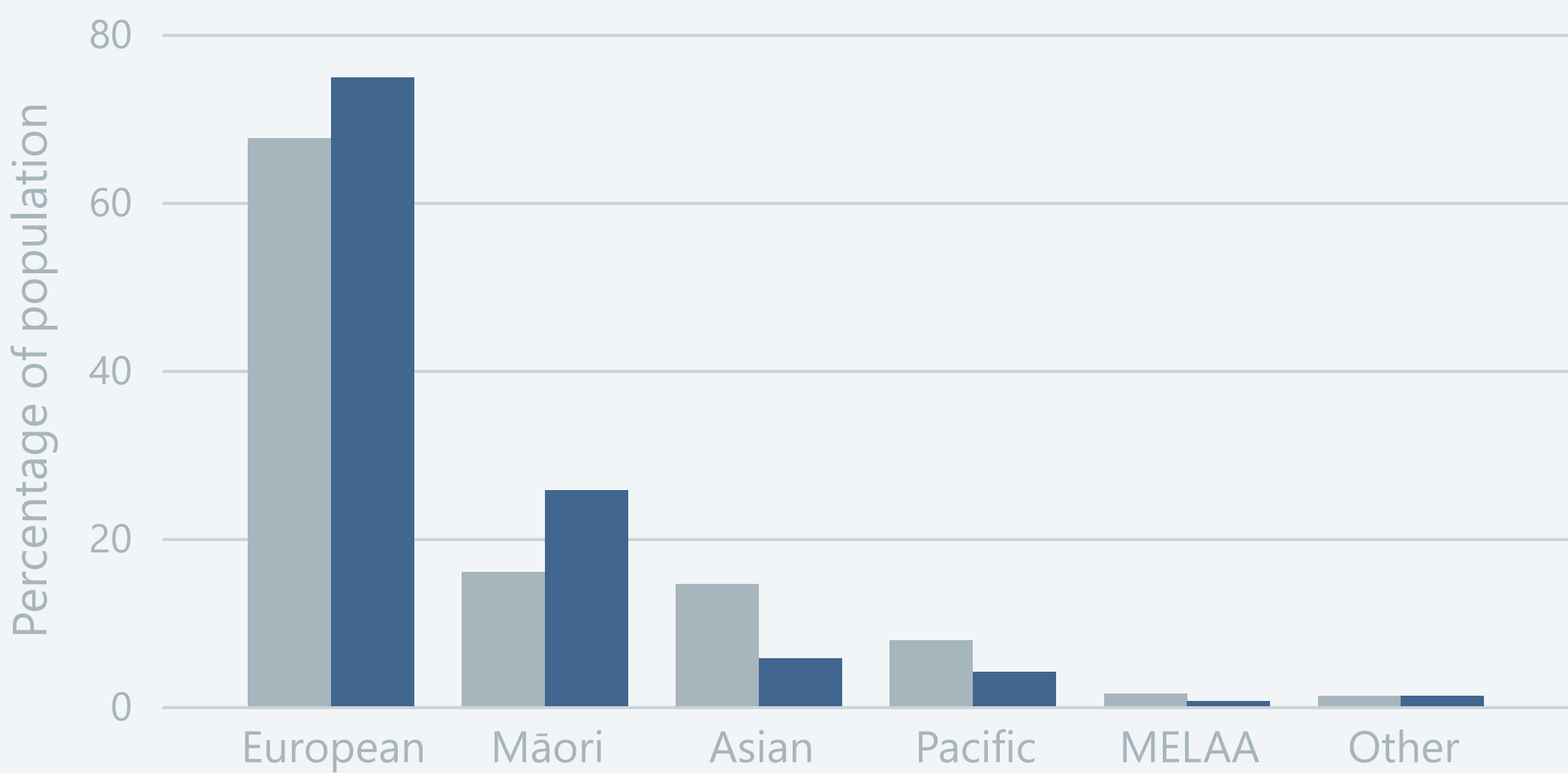
Low High



In June 2022, Pōkeno saw the greatest change in population, with an increase of 8.1% since June 2021.

## Ethnic distribution

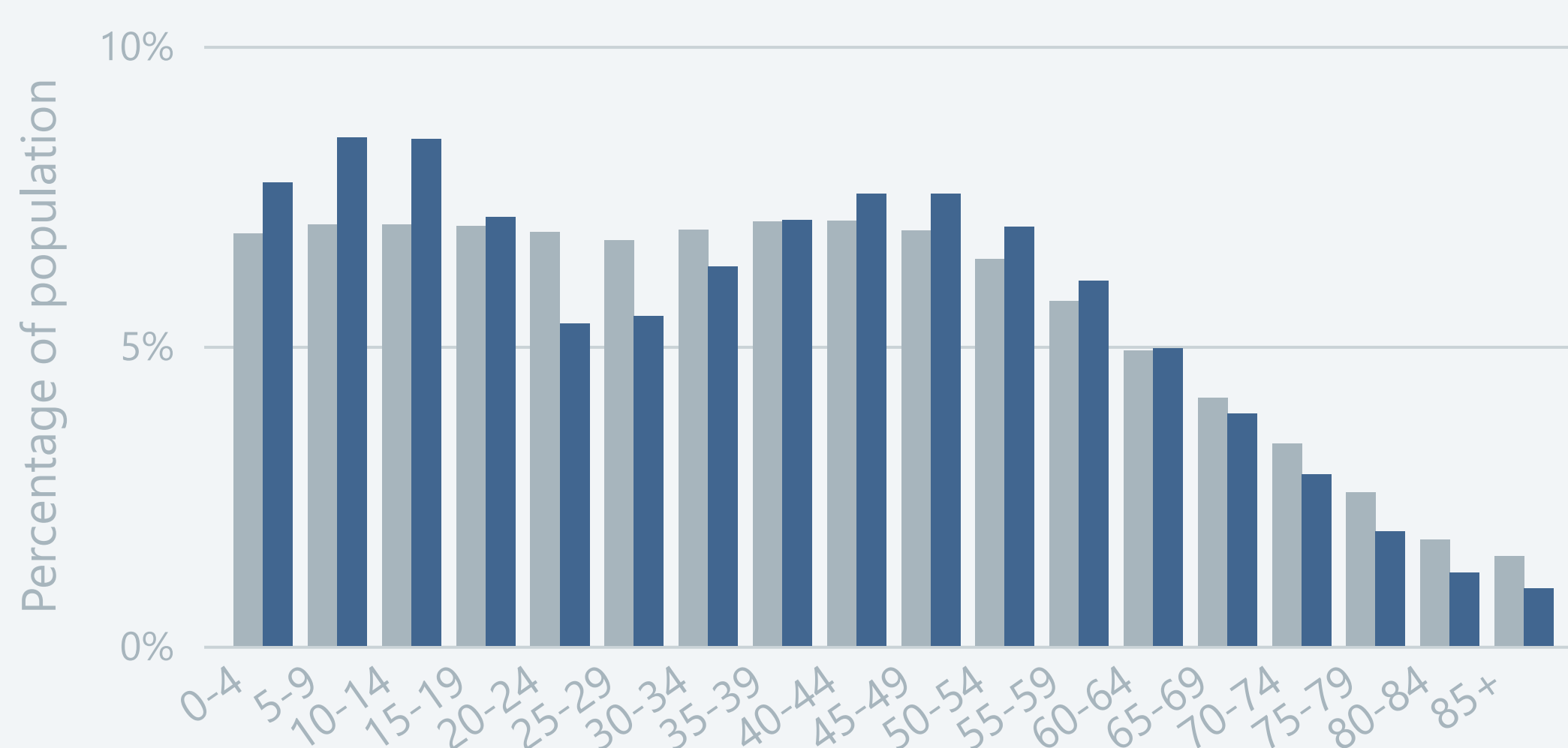
● National ● Waikato District



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 2022 the largest age band in Waikato District is 10-14 (7.9%), 20% larger than the national distribution. The age band that has had the greatest change since June 2021 is 80-84, increasing by 7.3%.