

Quarterly Report

Waipa District

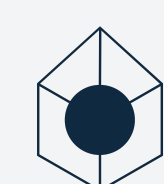
Summary

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

 New Business Registrations this month


 **33.0**

As of December 2023, Waipa District saw 33.0 new business registrations, a decrease of 40% compared with September 2023.

 Rental affordability (% of income spent on rent)

 **27.7%**

As of December 2023, residents of Waipa District spent 27.7% of their household income on rent, an increase of 0.7% compared with September 2023.

 Gambling spend per capita

 **\$56**

As of September 2023, an average of \$56.0 was spent by individuals over 18 years in Waipa District through electronic gaming machines, a decrease of 1.95% compared with June 2023.

 Crime rate

 **10.1**

In December 2023, Waipa District had a crime rate of 10.1 incidents per 10,000 people, a decrease of 2.9% compared with September 2023.

 Deprivation Index

 **1.0**

As of December 2023, the deprivation within Waipa District is 1.0 and this is unchanged since November 2023.

 Job seeker support rate

 **3.9%**

In December 2023, 3.9% of the working population (15-64 years) in Waipa District claimed Job Seeker Support, an increase of 12.9% compared with December 2022.

 Trending Up  Trending Down  Improving  Worsening  No Change

Key Pillar Changes

New Business Registrations this month Dec 2023 **33.0** ▼ **40%** % change is from September 2023

Business Deregistrations this month Dec 2023 **22.0** ▼ **56.86%** % change is from September 2023

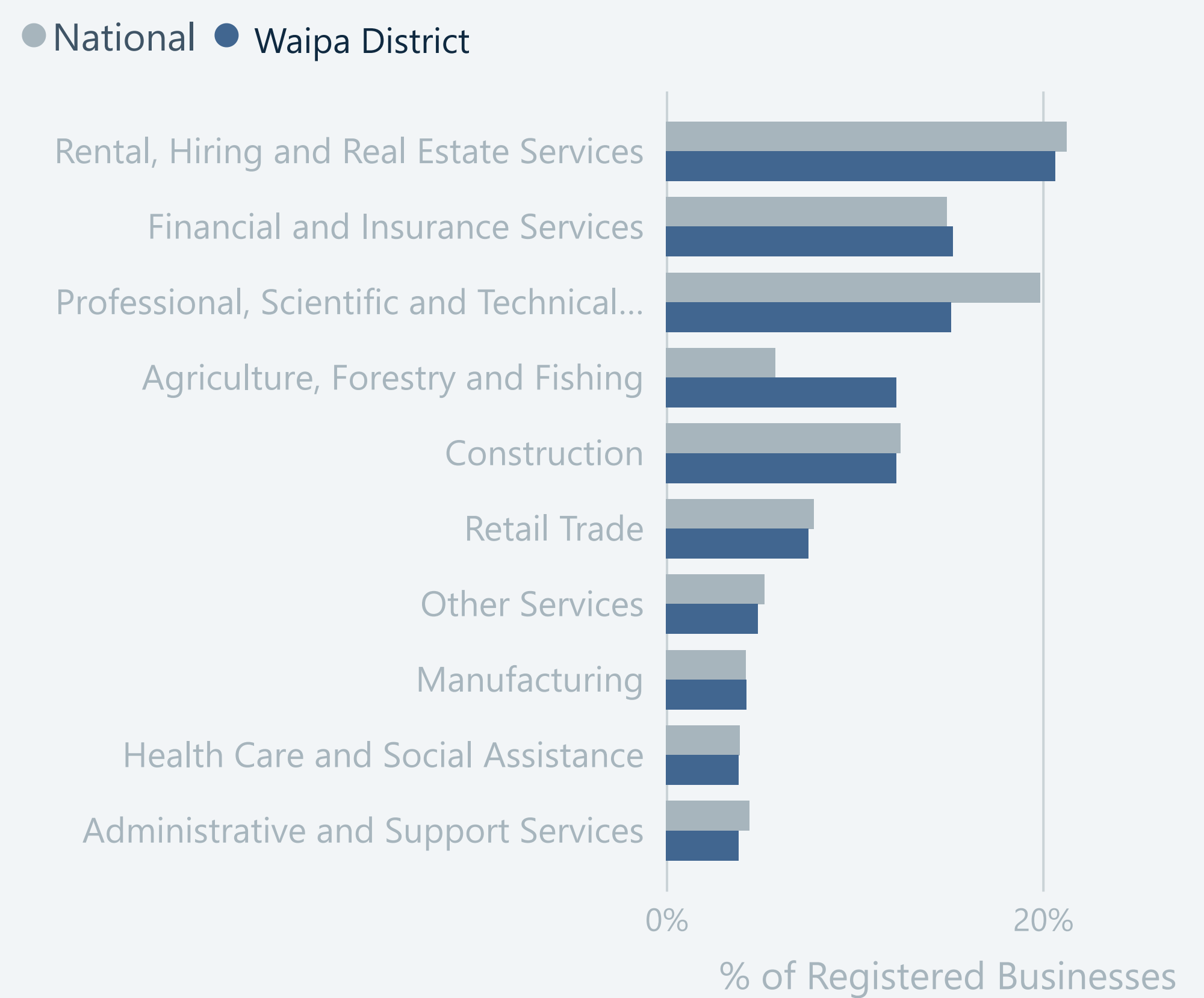
Total tourism spend this quarter Jul 2023 **\$45M** ▼ **1.45%** % change is from April 2023

Total number of businesses registered to date



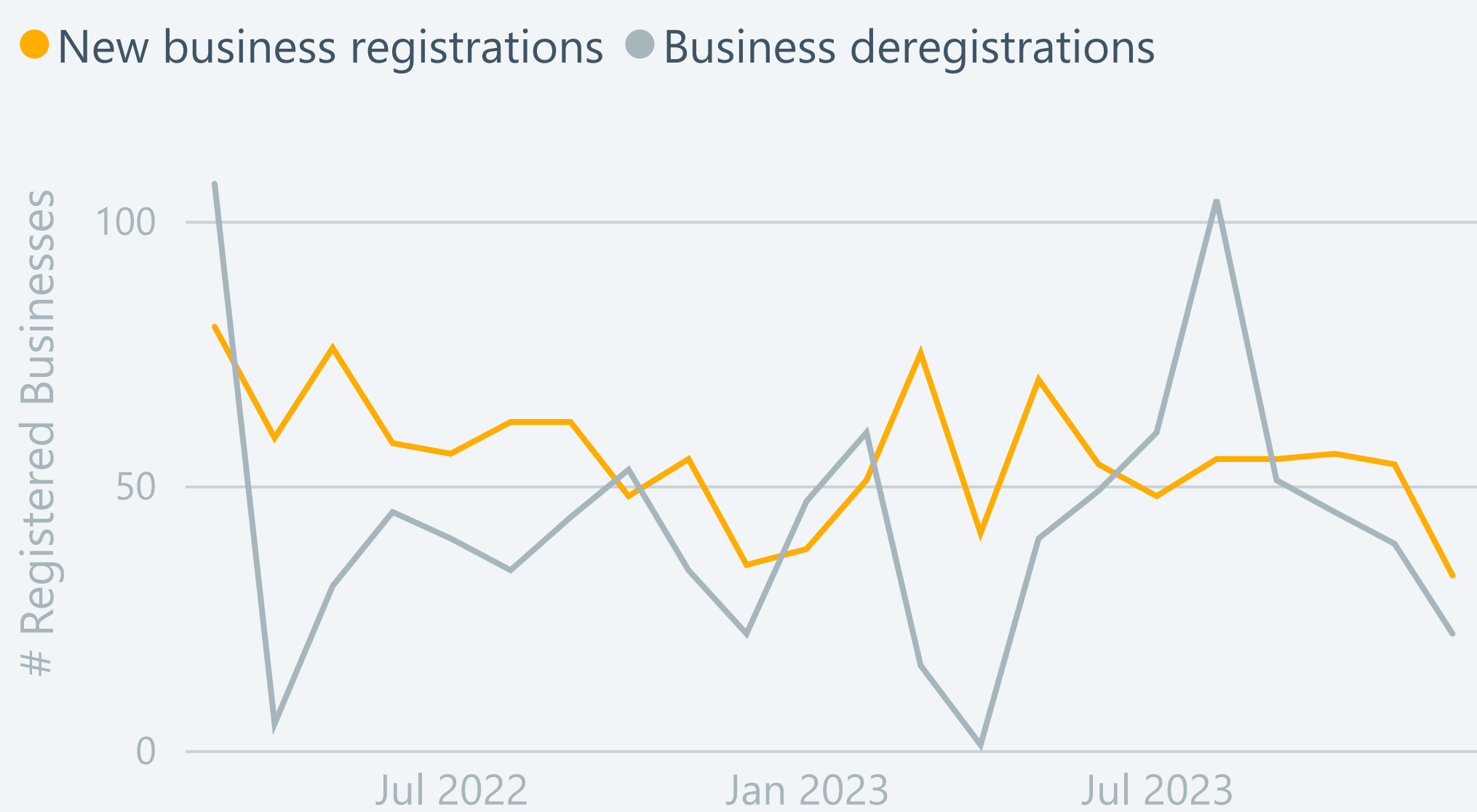
As of December 2023 there were 10003 registered businesses in Waipa District. Over the last 12 months the number of registered businesses has increased by 96. Nationally, the number of registered businesses has increased by 1.65%.

Distribution of registered businesses by industry



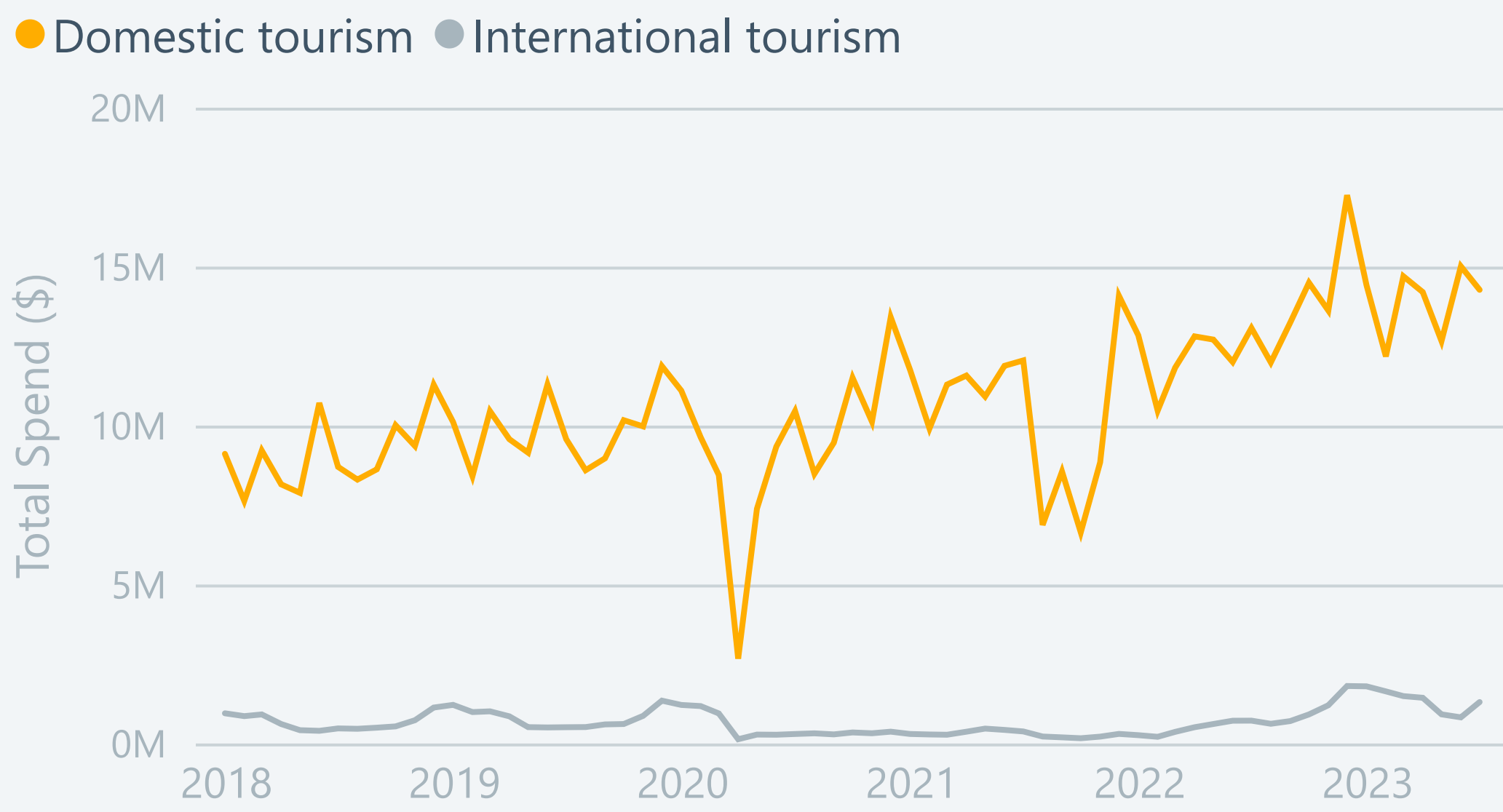
Rental, Hiring and Real Estate Services is the largest industry operating in Waipa District and makes up 18.2% of all currently registered businesses.

Business openings and closings in the last year



Comparing December 2023 with December 2022 Waipa District has seen a decrease in the number of new business registrations of 5.7% and no change in the number of business deregistrations of 0%.

Tourism spend this quarter



In July 2023, \$15.6M was spent in Waipa District from domestic and international visitors to the district. Domestic tourism made up 91.6% of total tourism spend, and has increased by 9.2% since the same time last year, whereas international tourism has increased by 81.41% in the same time period.

Visiting countries with the greatest spend

Visiting country	\$ Change	Spend
Australia	▲ \$101	\$800K
Rest of Asia	▲ \$58K	\$169K
Rest of Europe	▲ \$79K	\$170K
United Kingdom	▲ \$436K	\$755K
United States of America	▲ \$198K	\$667K

This quarter, the largest spend from international tourists visiting Waipa District came from Australia, with tourists spending \$800K. This represents an increase of \$101 since the same quarter last year.

Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Taranaki	▲ \$400K	\$1.4M
Manawatu-Wanganui	▲ \$328K	\$1.8M
Waikato	▲ \$359K	\$19.2M
Bay of Plenty	▲ \$1.3M	\$5.8M
Auckland	▲ \$1.2M	\$8.4M

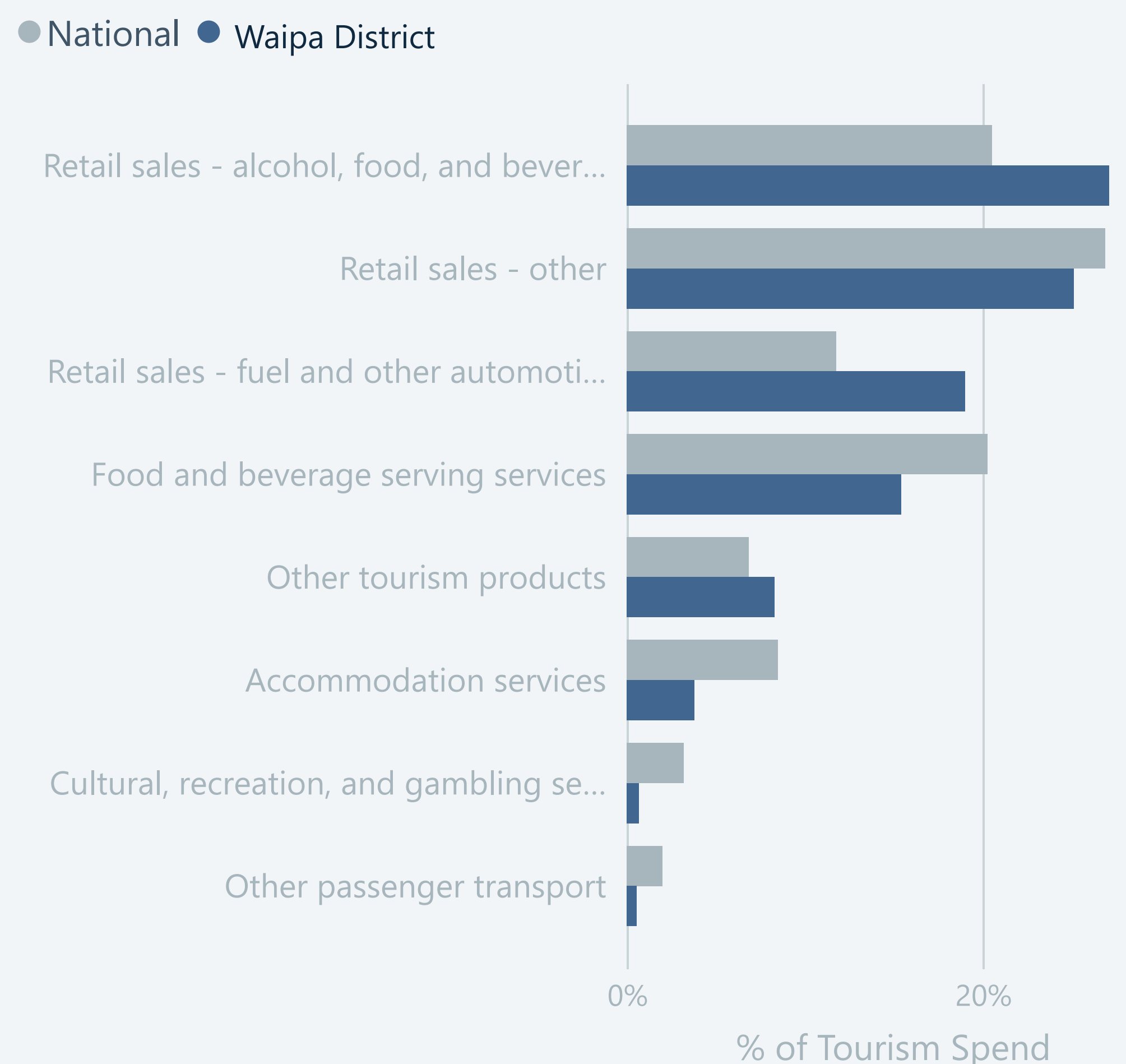
This quarter, the largest spend from domestic tourists visiting Waipa District came from the Waikato region, with tourists spending \$19.2M. This represents an increase of \$359K since the same quarter last year.

Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
Rest of Americas	▲ \$37K	\$51K
Rest of Oceania	▲ \$26K	\$30K
Korea	▲ \$6K	\$11K

This quarter, Waipa District saw the greatest % change in international tourism spend from those visiting from Rest of Oceania since the same quarter last year, with a \$26K increase in spend.

Tourism spend by industry



In Waipa District tourists spent the most on Retail sales - alcohol, food, and beverages this quarter, which was 27.1% of all tourism spend. This is 32.2% larger than the national proportion.

Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Marlborough	▲ \$31K	\$86K
Otago	▲ \$159K	\$499K
Taranaki	▲ \$400K	\$1.4M

This quarter, Waipa District saw the greatest % change in domestic tourism spend from those visiting from the Marlborough region since the same quarter last year, with a \$31K 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.

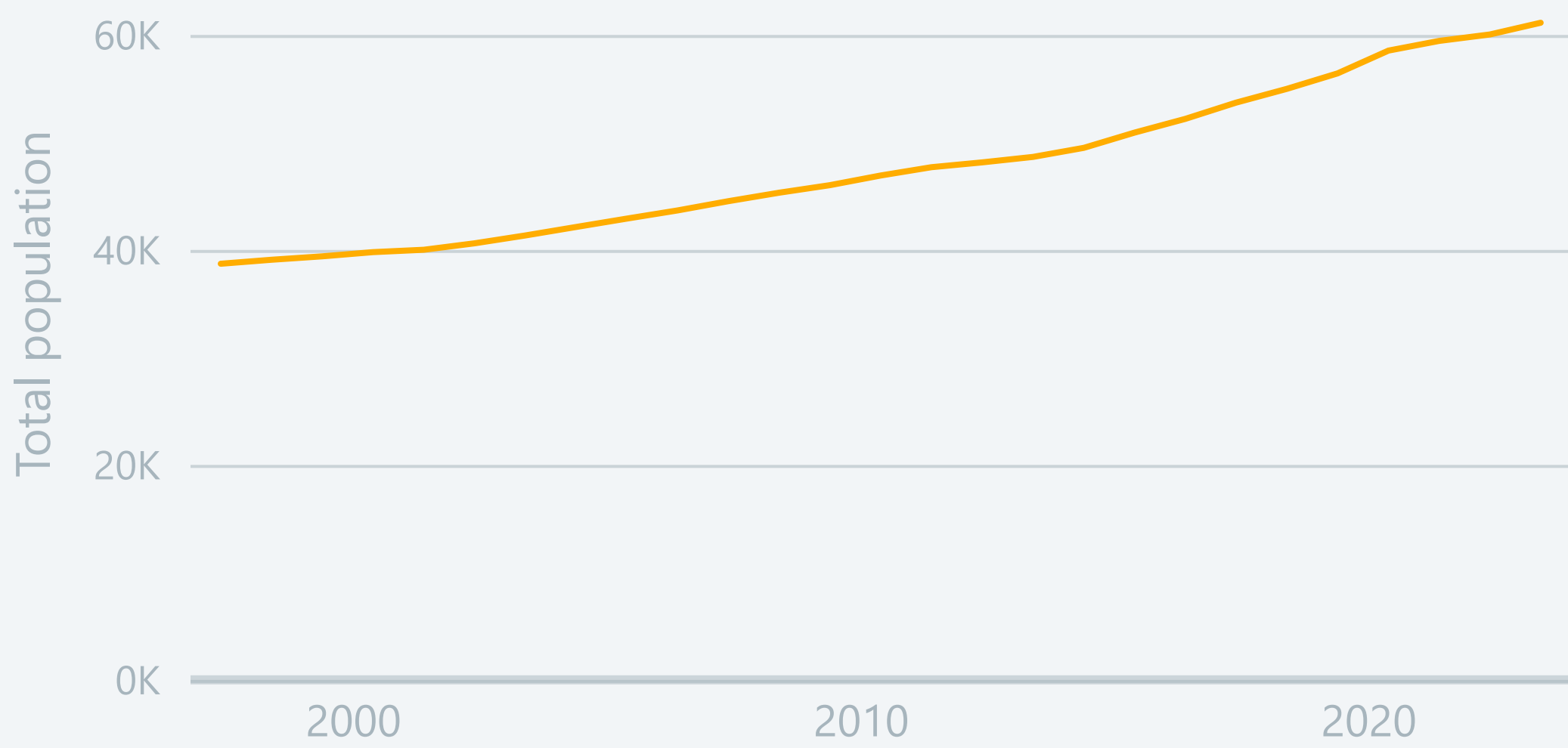


Demographics

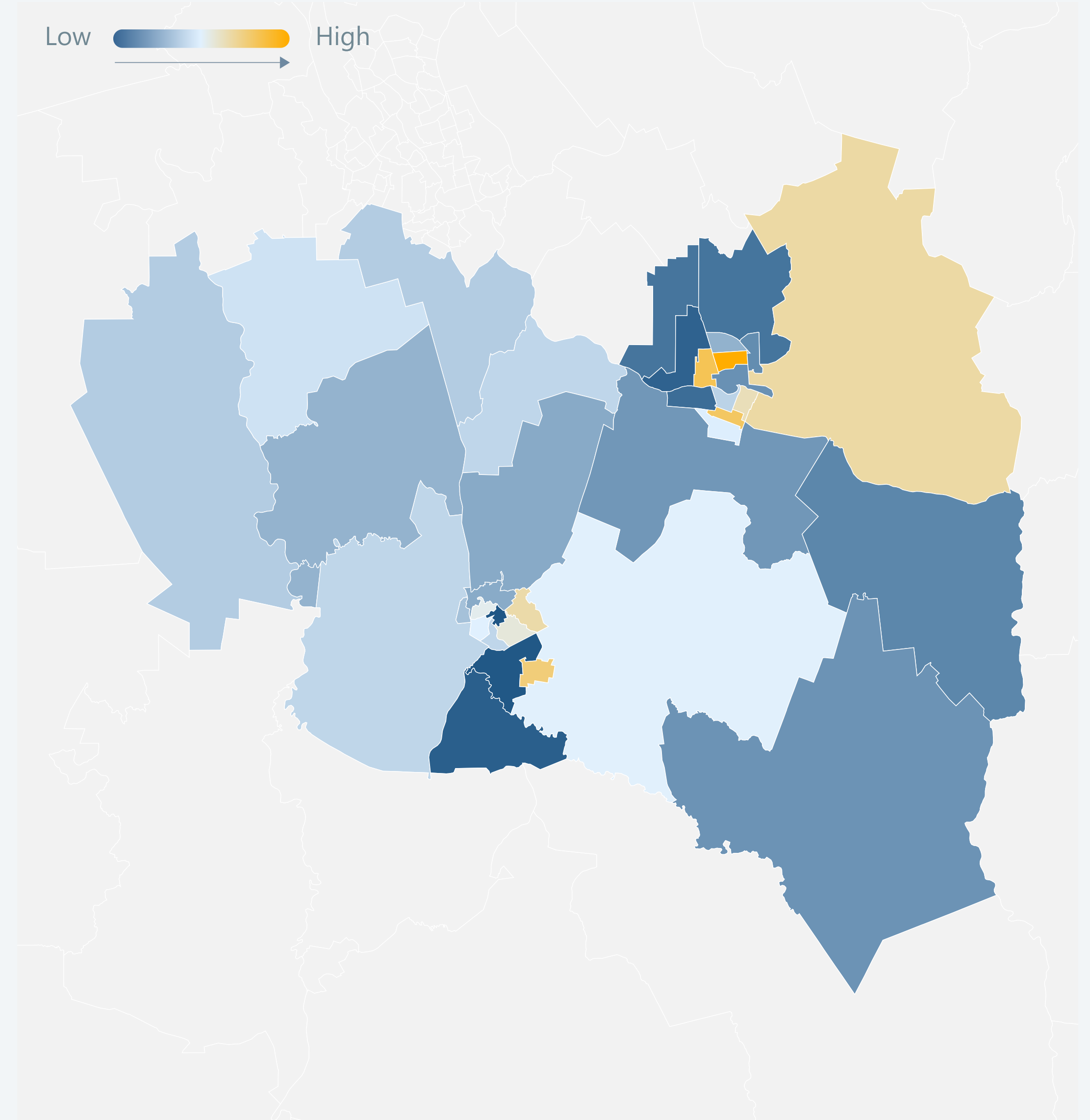
Estimated population

61.14K

Is the estimated total population in Waipa District in 2023. The population in the area has increased by 1.82% or 1090 people since 2022.

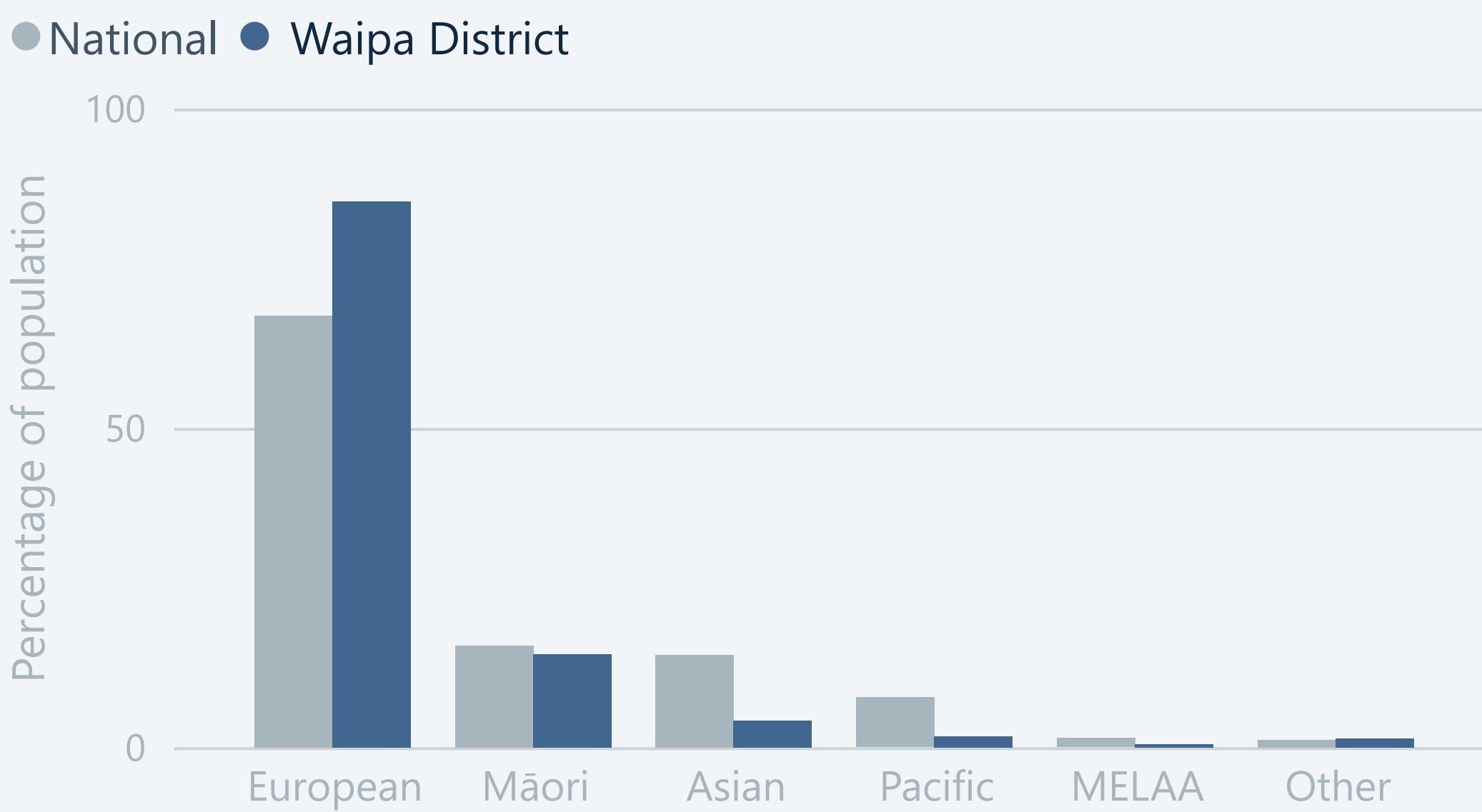


Population distribution



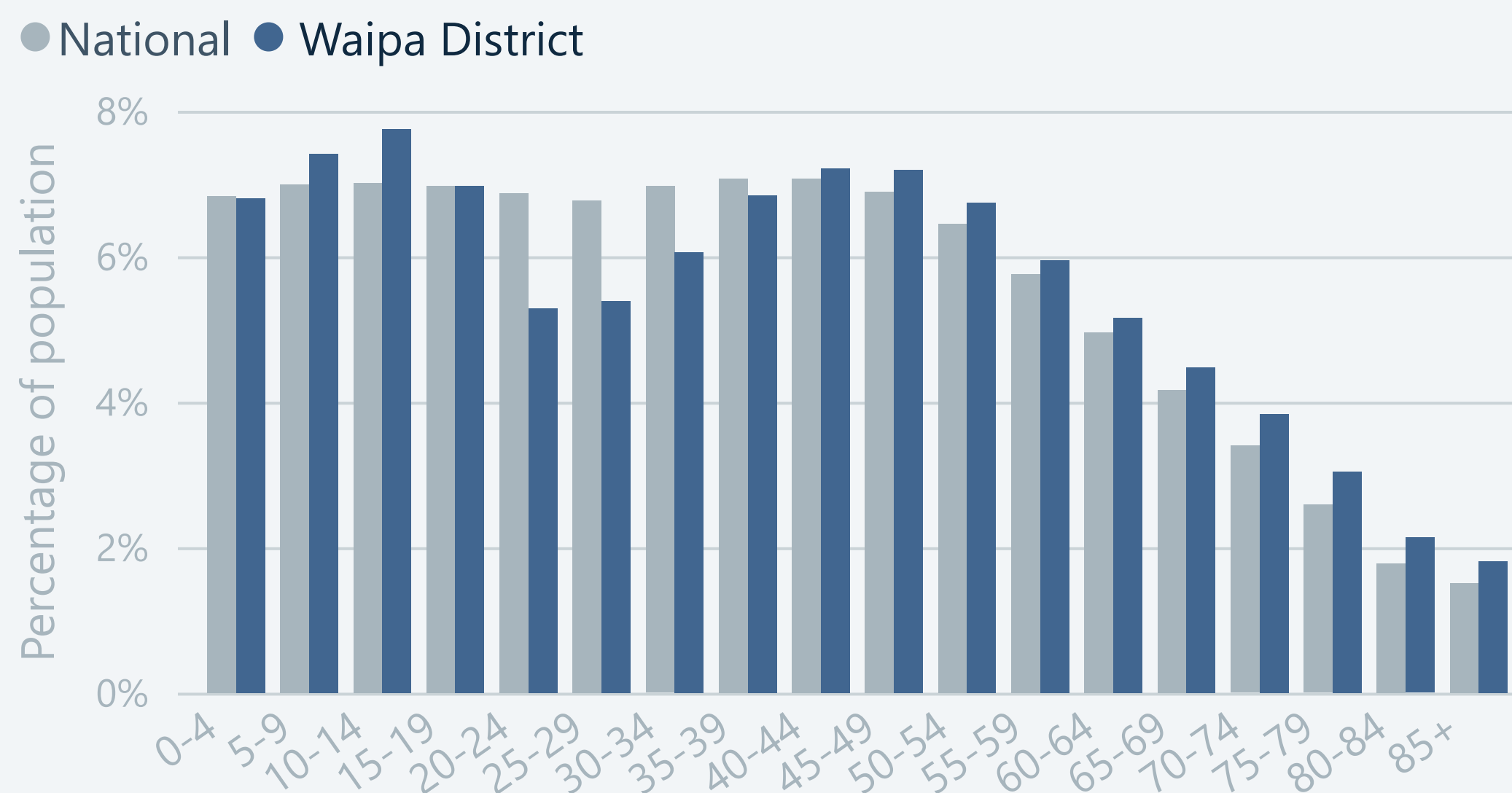
In June 2023, St Leger saw the greatest change in population, with an increase of 17.7% since June 2022.

Ethnic distribution



As of March 2018 the largest ethnic group in Waipa District is European (85.5%), 26.4% larger than the national percentage. The ethnicity that has had the greatest change since March 2013 is Asian, increasing by 66.67%.

Age distribution



As of June 2023 the largest age band in Waipa District is 10-14 (7.1%), 8.7% larger than the national distribution. The age band that has had the greatest change since June 2022 is 75-79, increasing by 5.97%.

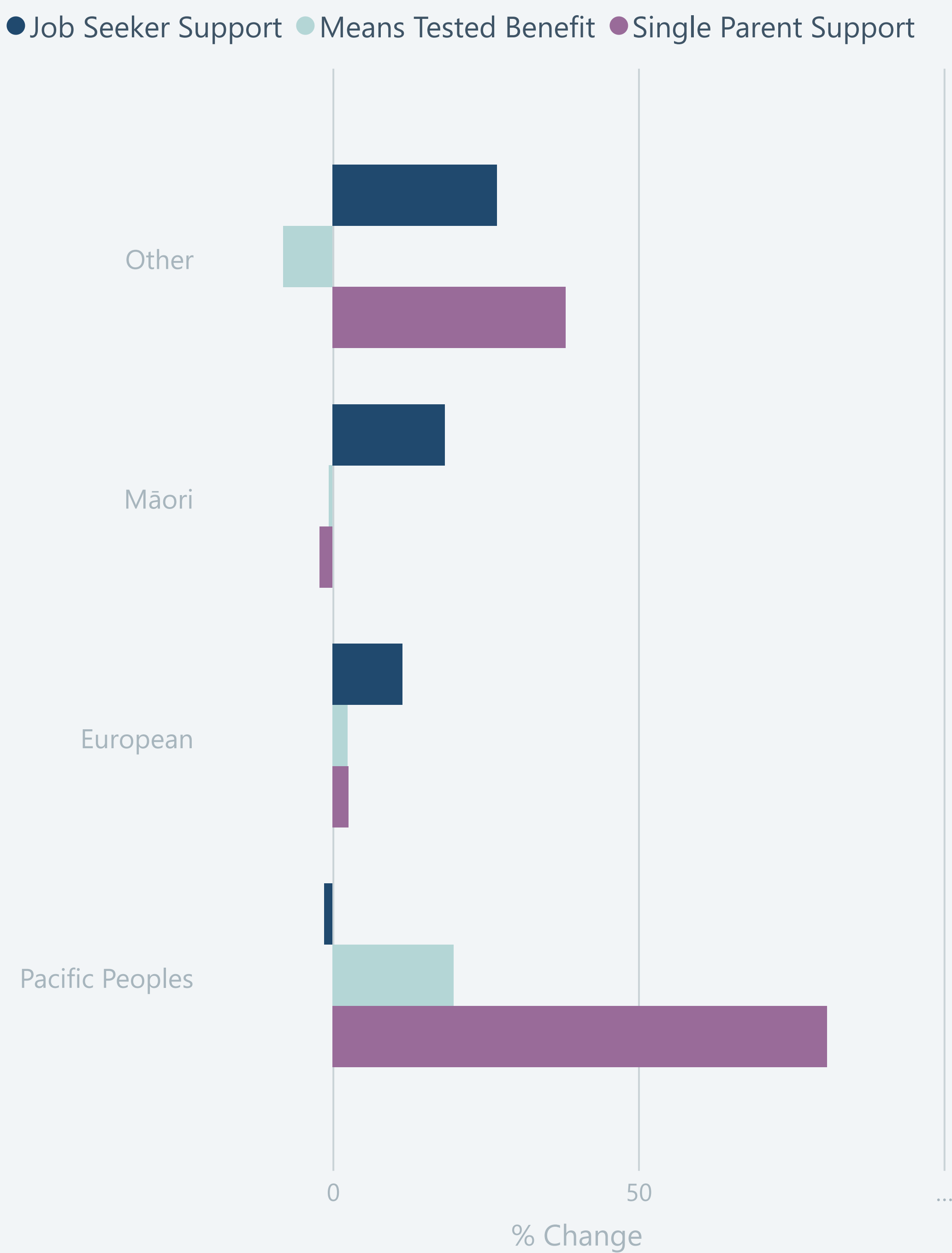
Key Pillar Changes

Job seeker support rate Dec 2023 **3.9%** ▲ **12.9%** % change is from December 2022

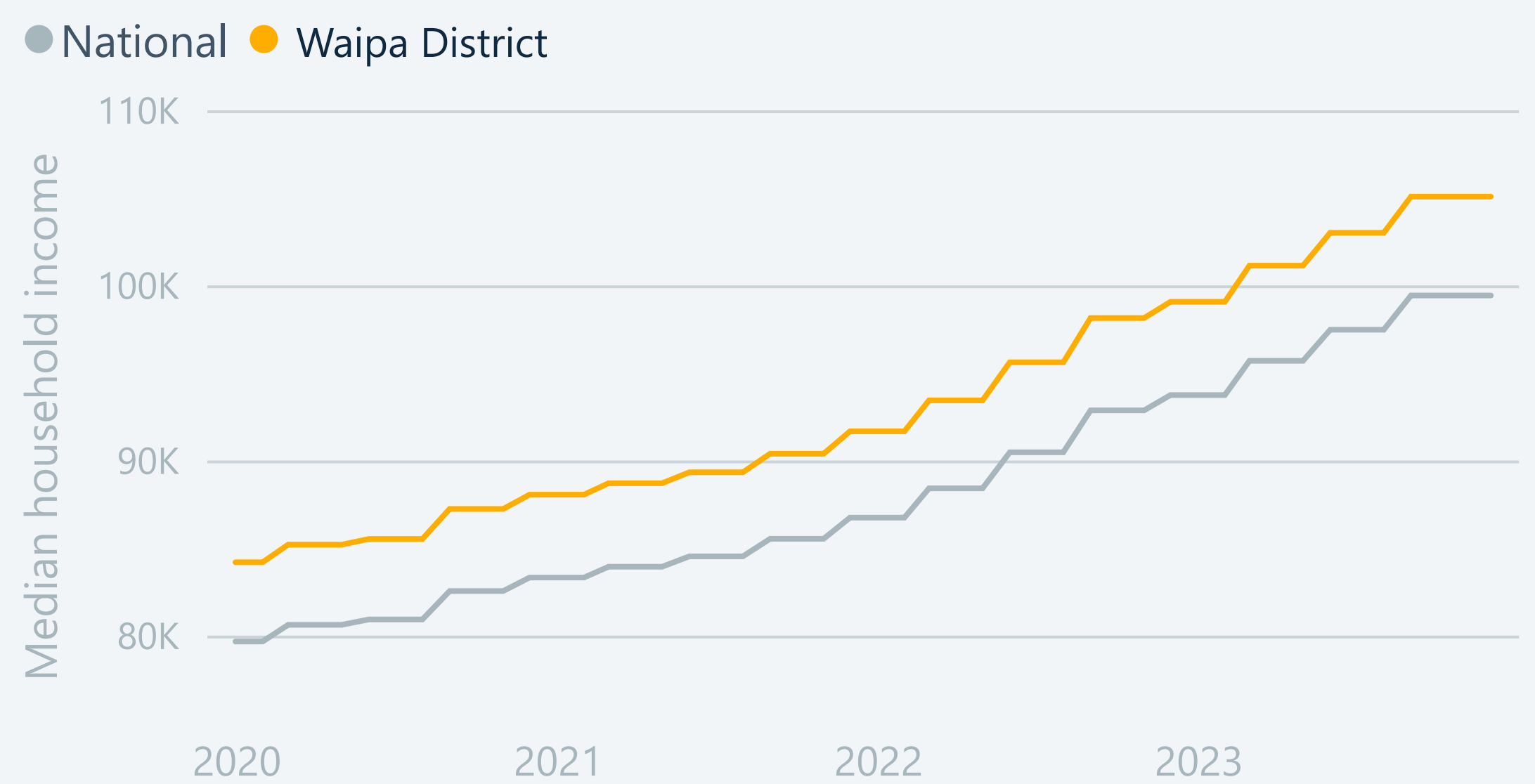
Means tested benefit rate Dec 2023 **2.7%** ▲ **0.85%** % change is from December 2022

Sole parent support rate Dec 2023 **1.9%** ▲ **2.53%** % 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 Waipa District was \$105,071. This is 5.7% greater than the national median.

Within Waipa District, the benefit rate by ethnicity with the greatest increase in the last 12 months was Single Parent Support for Pacific Peoples, up 80.89% to a value of 5.5 claimants per 100 working adults (15-64yrs). Comparatively, Means Tested Benefit for Other ethnicities (Asian, MELAA and other) saw the greatest decrease over the last 12 months, down 8.04% to 3.71 claimants per 100 working adults.

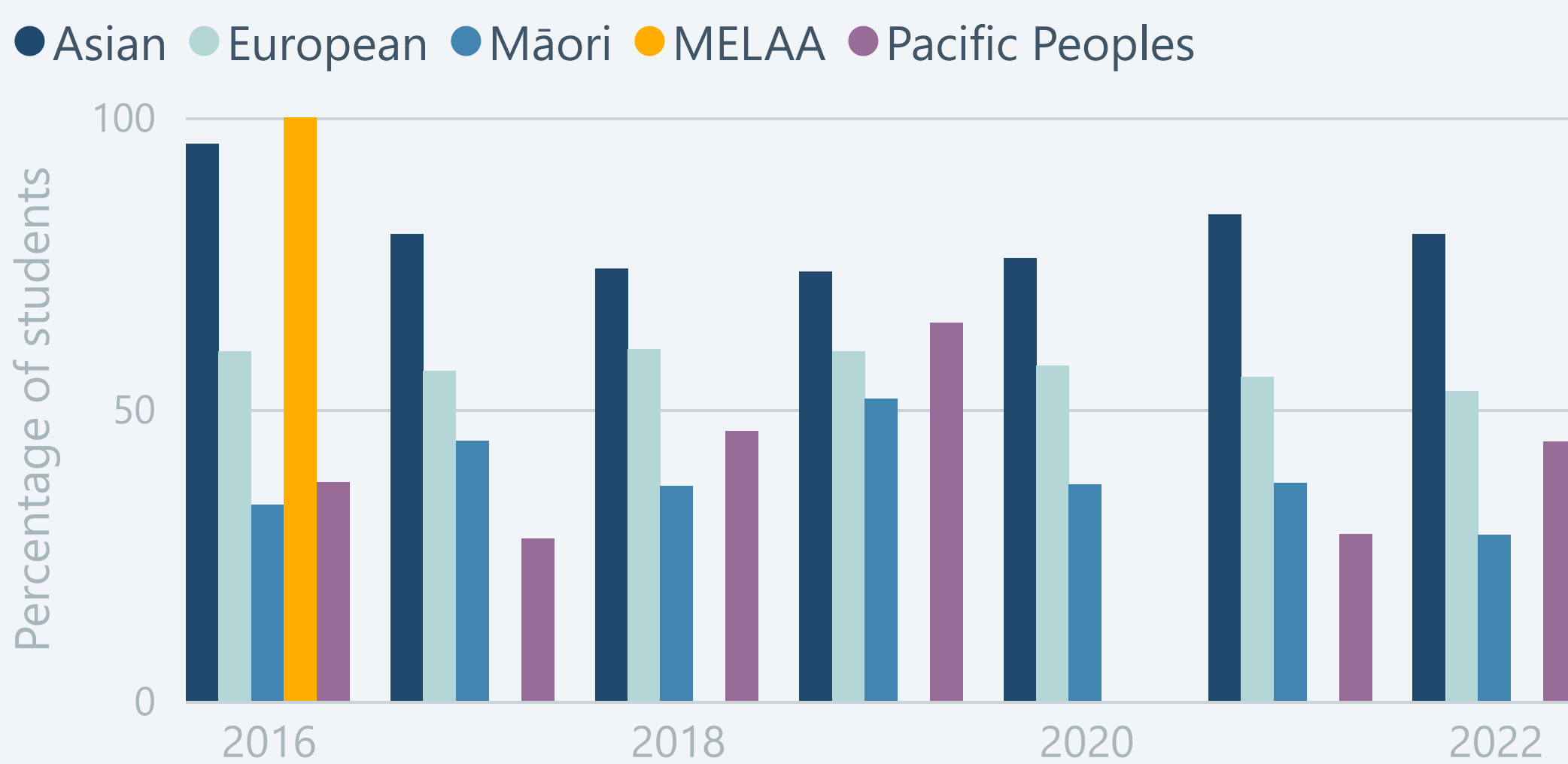
Key Pillar Changes

Secondary school retention Jan 2022 **74.0%** ▽ 3.17% % change is from January 2021

Secondary school with highest proportion of students leaving with NCEA level 3 Jan 2022 **St Peter's School (Cambridge)**

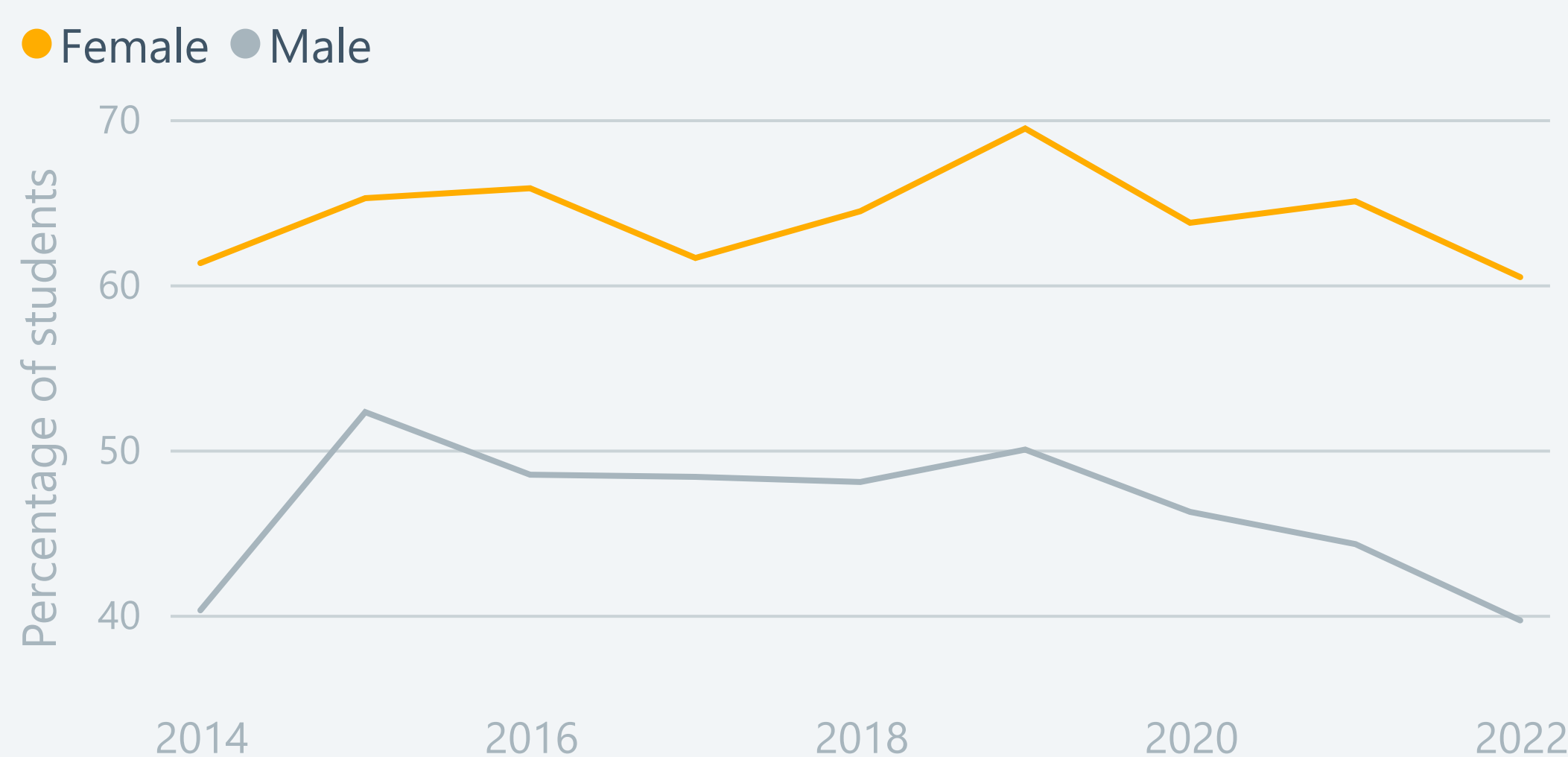
Ethnicity with greatest change in secondary school retention Jan 2022 **Māori** ▽ 17.58% % change is from January 2021

School leavers with NCEA3 level by ethnicity



In 2022, Asian students in Waipa District had the greatest proportion of students leaving with NCEA3. This is 2.82 times larger than Māori students, who have the lowest proportion of students leaving with NCEA Level 3. Asian students have seen the greatest change in NCEA Level 3 pass rates, with an increase of 9.8%. Māori NCEA Level 3 pass rates in Waipa District are 80% of National Māori rates.

School leavers with NCEA3 level by gender



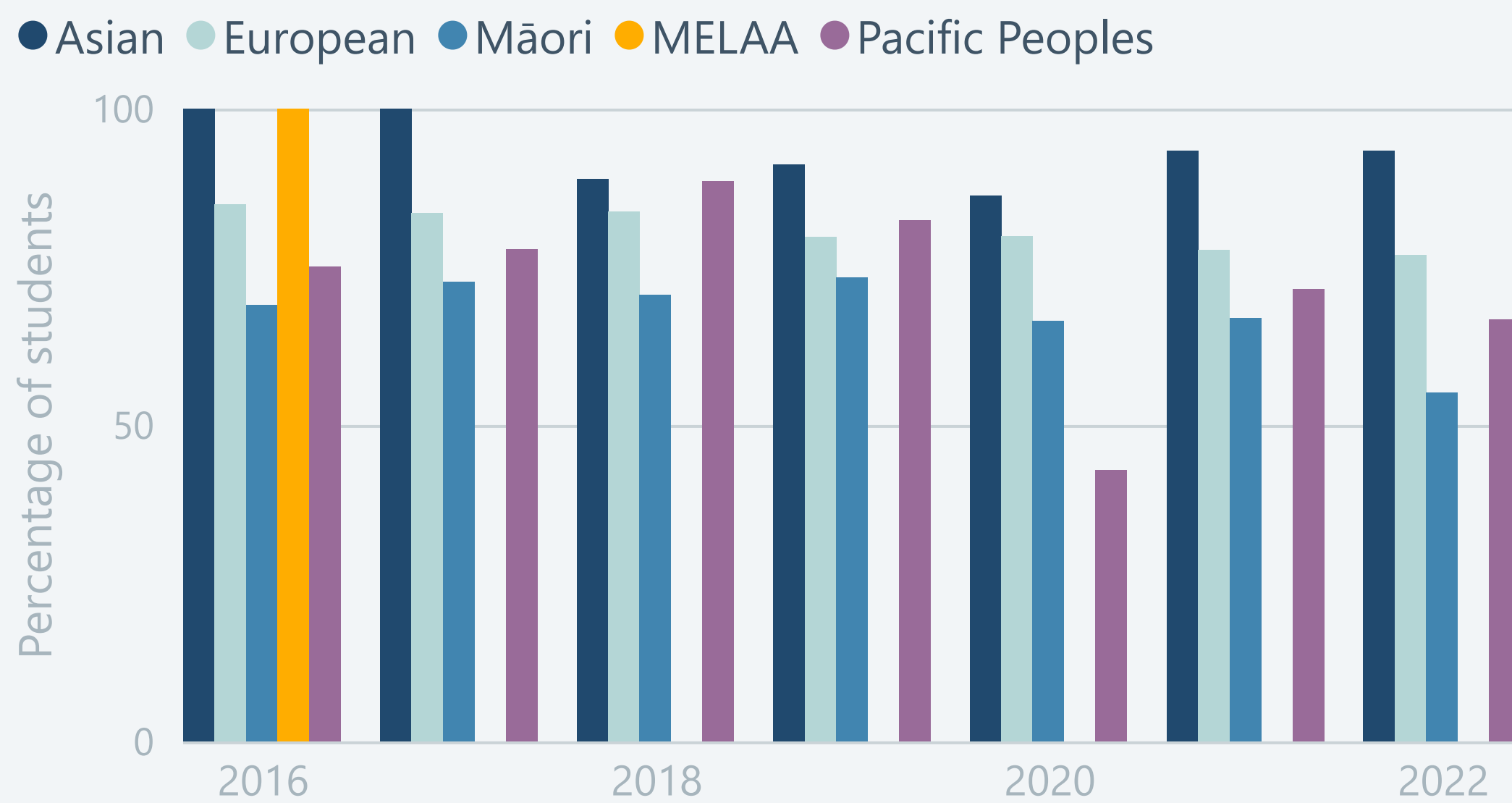
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Waipa District for female students has been 1.38 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for female students compared with male students was higher than average. Compared to national figures, in 2022 the pass rate in Waipa 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 Cambridge High School, with a 3.6% decrease. Note that the table includes only those schools with more than 50 students.

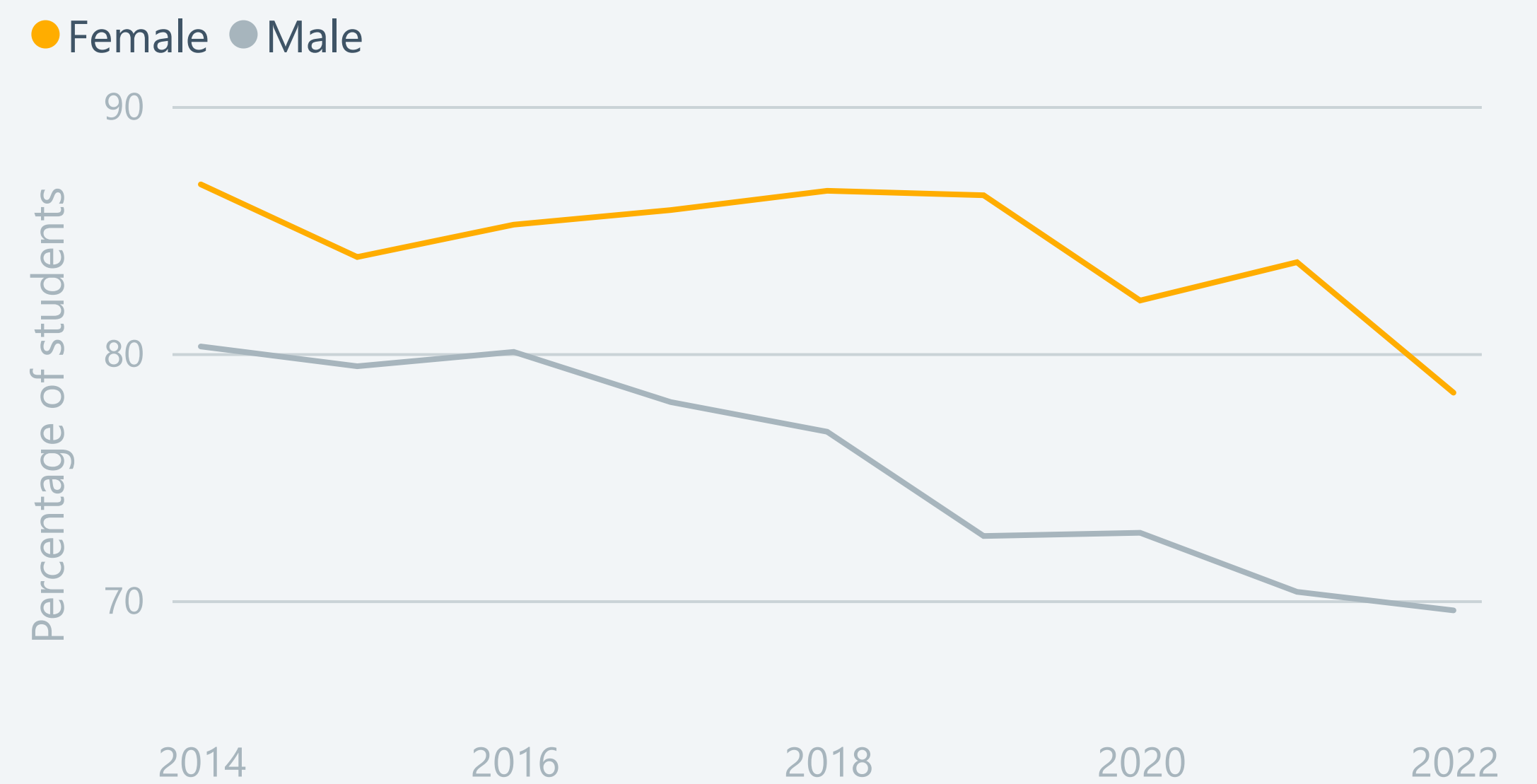
School	% Change	Pass Rate
Cambridge High School	▽ 3.60	49.86
St Peter's School (Cambridge)	▽ 3.31	72.57
Te Awamutu College	▲ 1.73	36.68

Secondary school retention by ethnicity



In 2022, Asian students in Waipa District had the greatest retention rate. This is 1.69 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 66.7%. Māori retention rates in Waipa District are 85% of National Māori rates.

Secondary school retention by gender



On average, since 2014, the retention rate in Waipa District of female students has been 1.12 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 Waipa 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 Te Awamutu College, with a 3.46% decrease. Note that the table includes only those schools with more than 50 students.

Community	% Change	Retention rate
Te Awamutu College	▼ 3.46	62
St Peter's School (Cambridge)	▼ 2.22	89
Cambridge High School	▲ 1.26	77

! 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

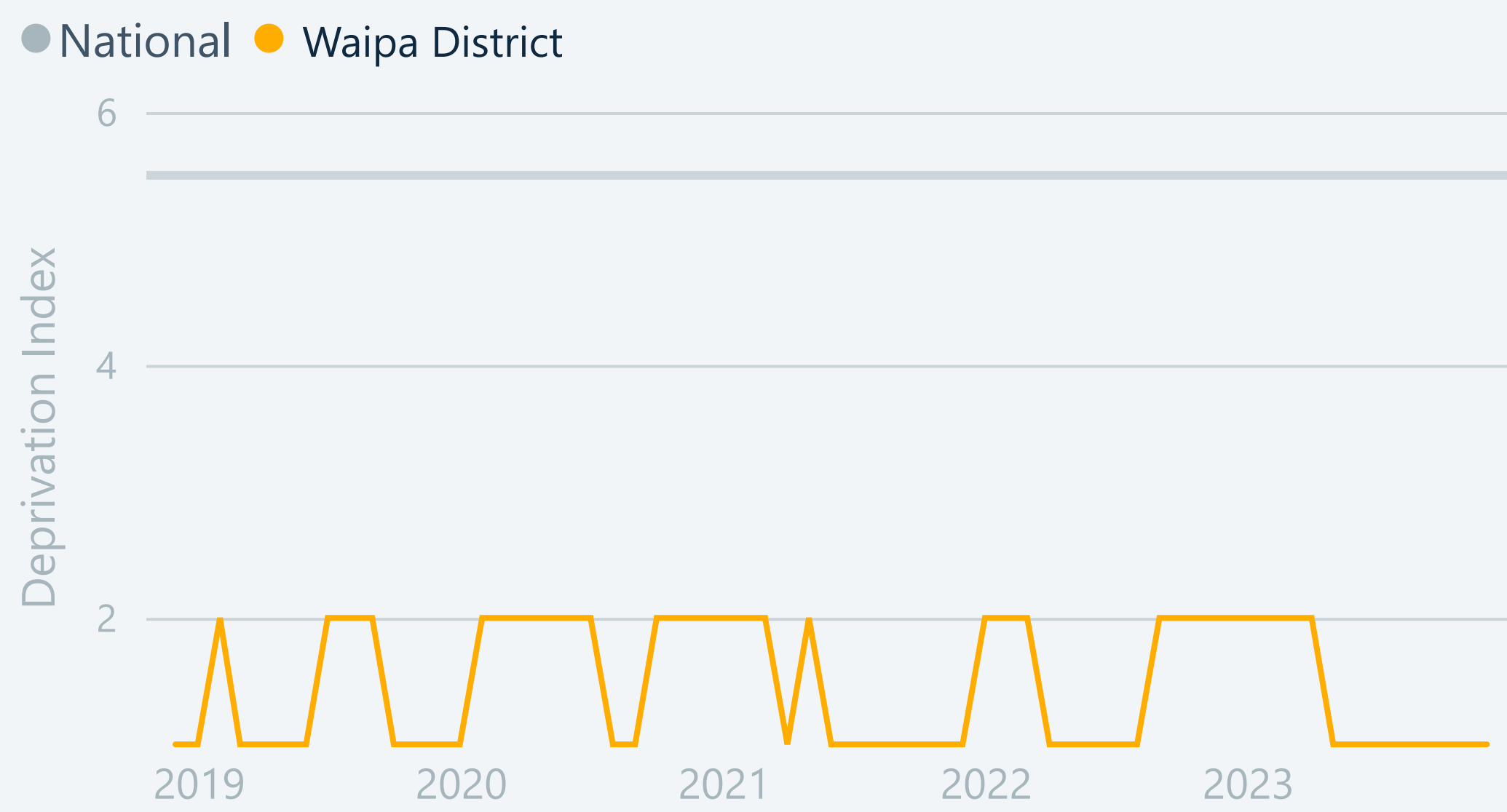
Key Pillar Changes

Deprivation Index Dec 2023 **1.0** — 0% % change is from November 2023

Community with greatest decrease in deprivation score Dec 2023 **Cambridge North** ▽ 2.59% % change is from December 2022

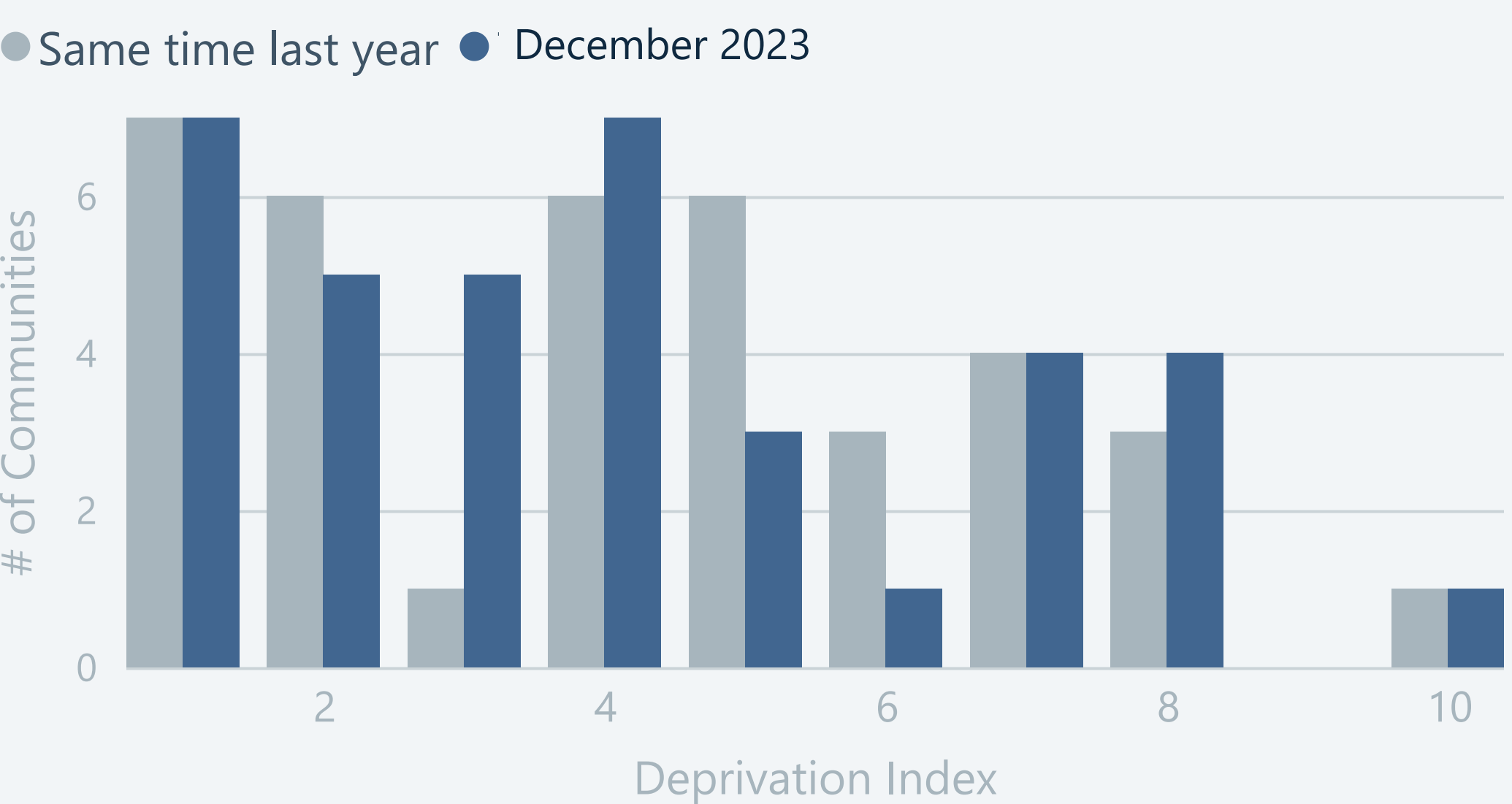
Community with greatest increase in deprivation score Dec 2023 **Kihikihi Central** ▲ 3.32% % change is from December 2022

Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Waipa District has decreased by 50%, and is now 1 in December 2023. The deprivation index is 81.8% below the national median index of 5.5.

Distribution of Deprivation Index



In Waipa District, 13.5% of the population live in highly deprived communities (deprivation index 8-10), whereas 45.9% live in high socio-economic performing communities (deprivation index 1-3).

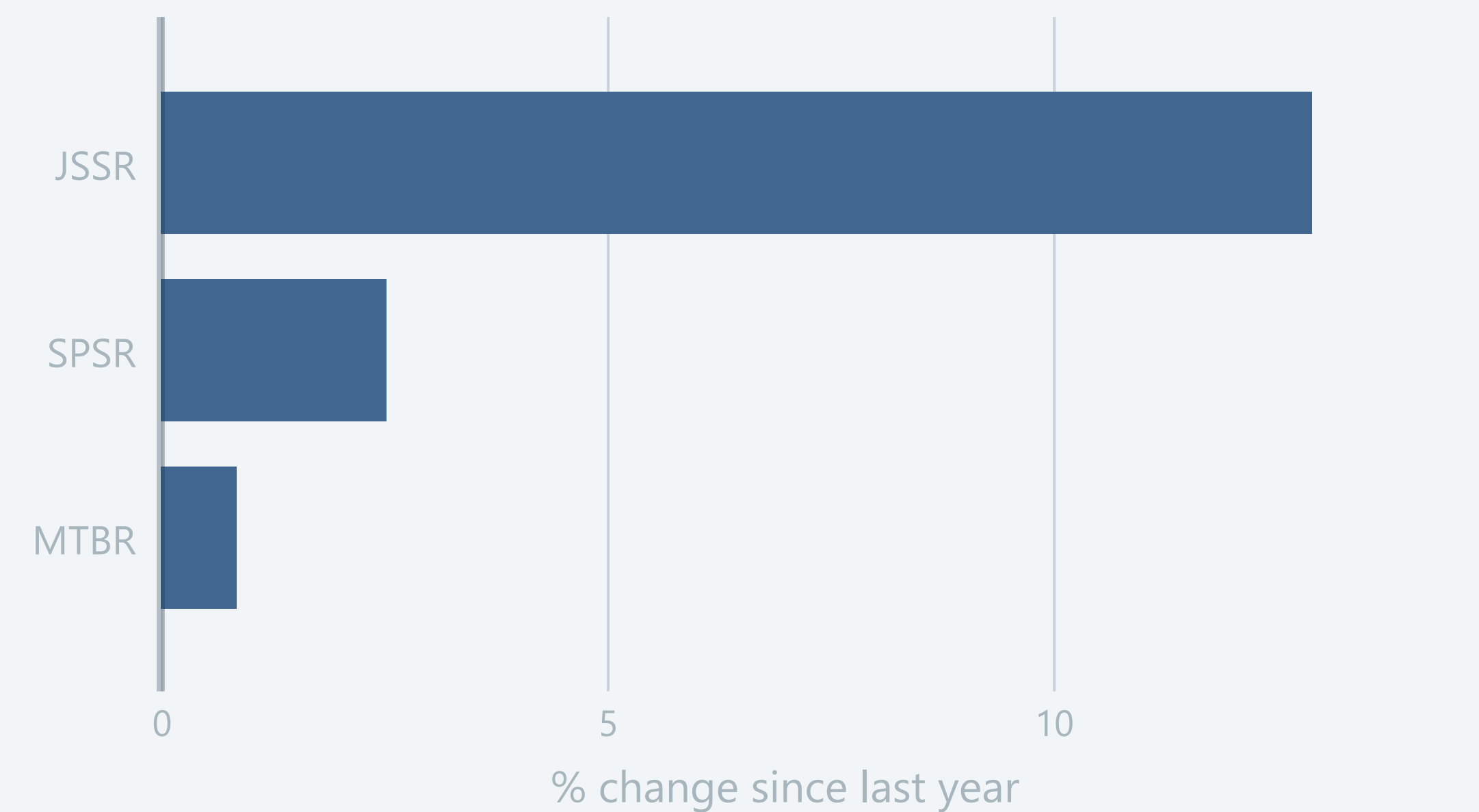
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Kihikihi Central	▲ 3.32	1,024.42
Rotongata	▲ 2.75	1,059.56
Cambridge North	▽ 2.59	838.13
Te Pahu	▲ 2.51	906.07
St Leger	▽ 2.34	890.55

The community with the greatest change in deprivation score since the same time last year was Kihikihi Central, with a 3.3% 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 12.9% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

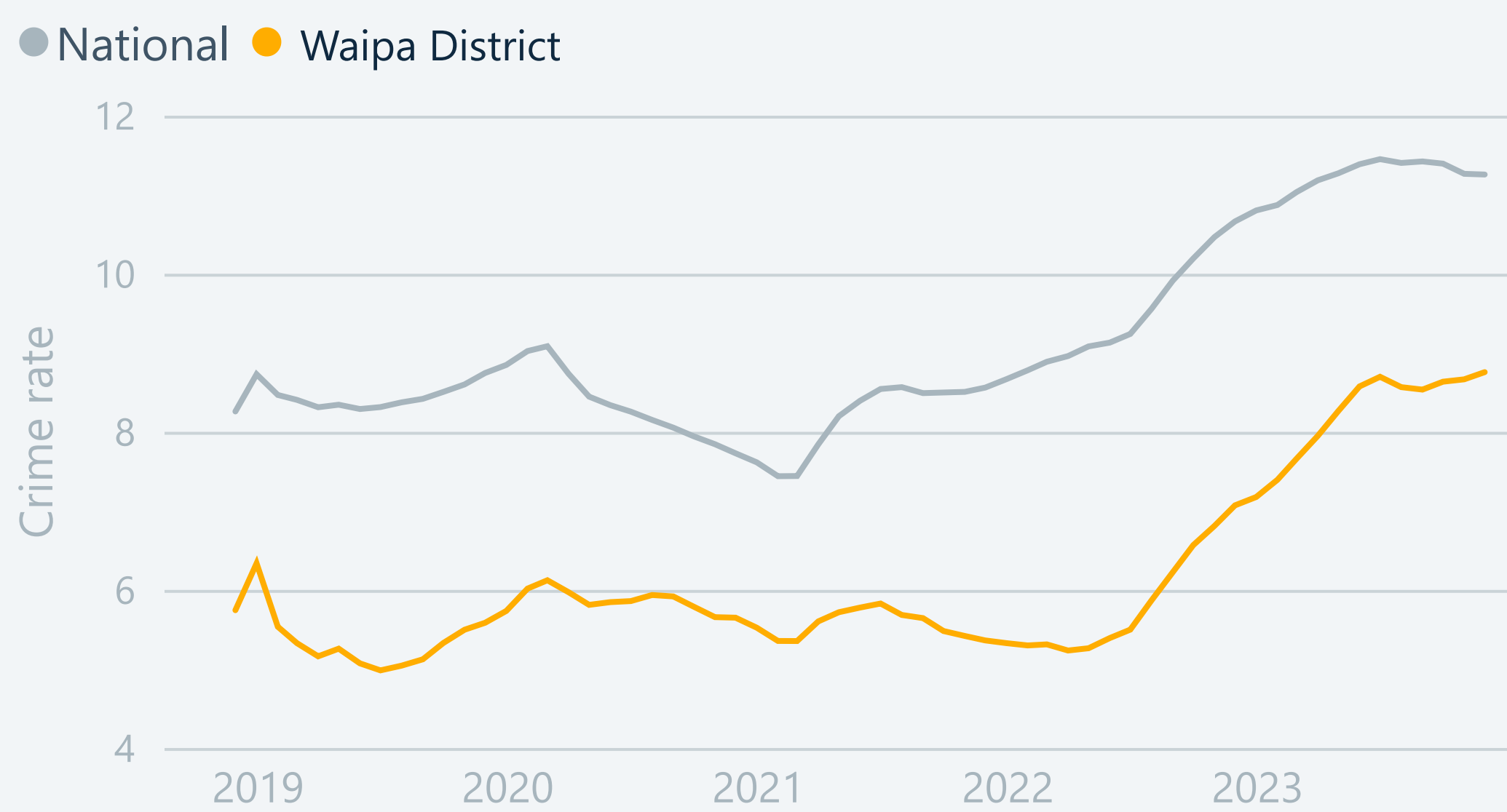
Key Pillar Changes

Crime rate Dec 2023 **10.1** ▽ 2.9% % change is from September 2023

Crime type with the greatest change in crime rate Dec 2023 **Sexual Assault** ▽ 9.51% % change is from September 2023

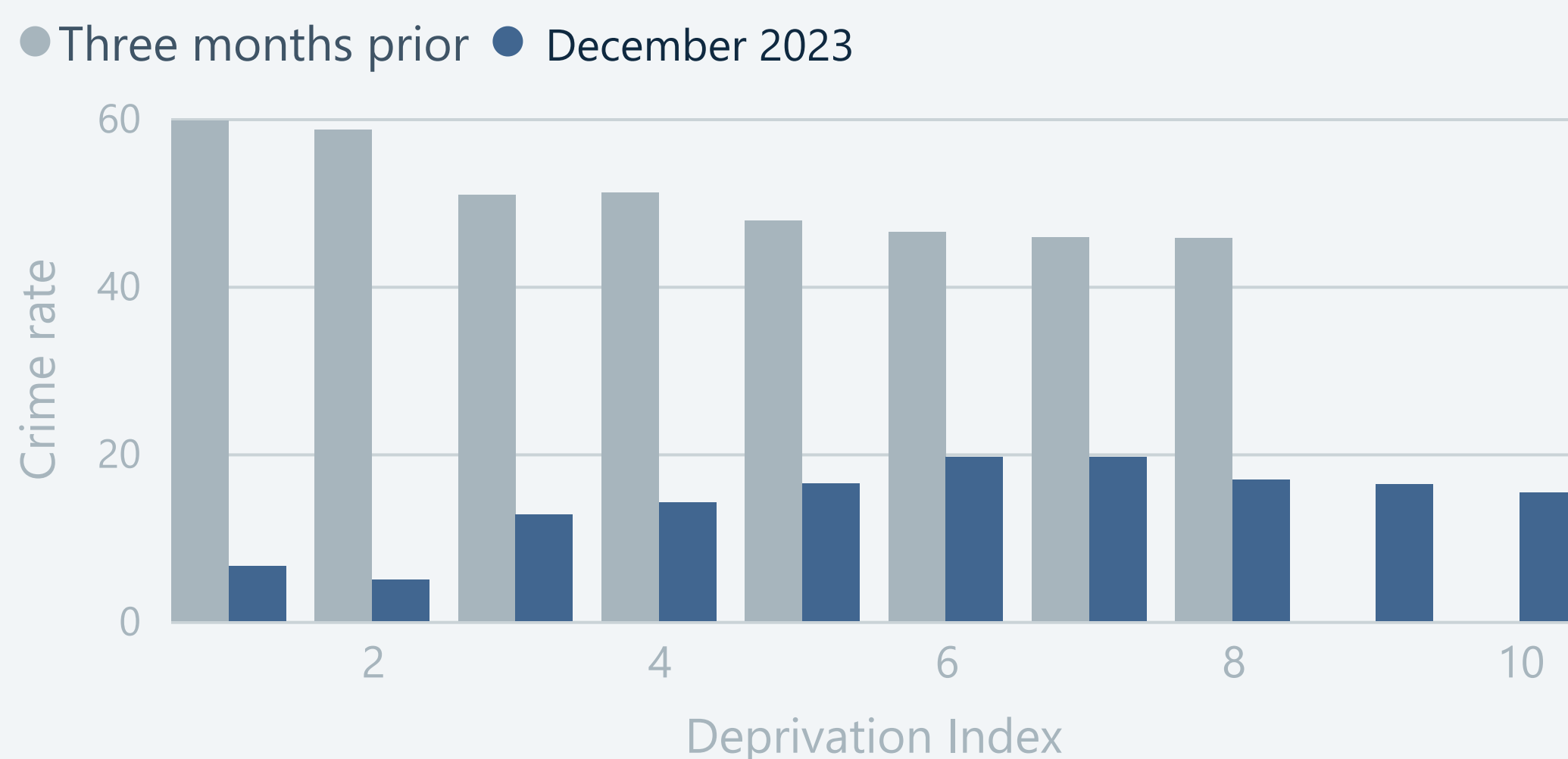
Community with greatest change in crime rate Dec 2023 **Cambridge East** ▲ 33.97% % change is from September 2023

Comparison to National Crime Rate



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

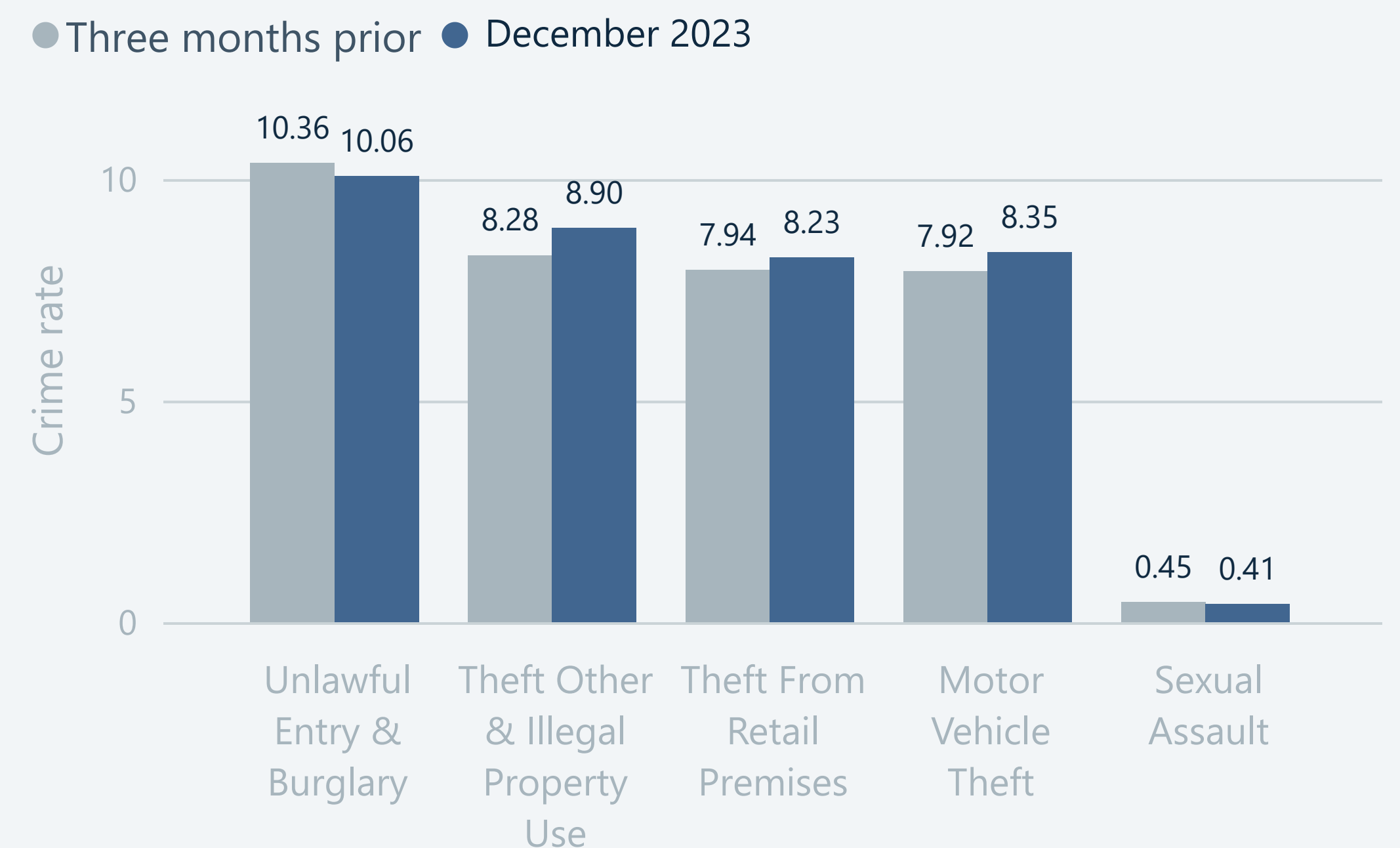
Crime Rate by Deprivation Index



In Waipa District, communities with a deprivation index of 10 have the highest crime rate. The crime rate in these communities is 4 times higher than those with a deprivation index of 2, the group with the lowest crime rate. Communities with a deprivation index of 7 have seen the greatest change in their crime rate over the last 3 months, with an increase of -57.2%.

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 Waipa District, the most prevalent type of crime in December 2023 was 'Unlawful Entry/Burglary/Breaking & Entering'. The type of crime that had the greatest change in the last 3 months was 'Theft (Except Motor VehiclesRetail) & Illegal Use of Property', with an increase of 7.5%.

Communities with Greatest Change

Community	% Change	Crime rate
Cambridge East	▲ 33.97	25.0
Fencourt	▽ 32.45	6.5
Pekerau	▲ 31.95	54.9
Te Awamutu Stadium	▲ 30.56	14.9
Fraser Street	▲ 26.87	18.1

Cambridge East saw the greatest change in crime rate over the last 3 months in Waipa District, with an increase of 34%.

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