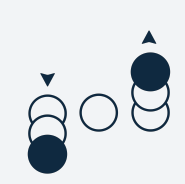


# Quarterly Report

Hamilton City

# Summary

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



New Business Registrations this month

▼ **170.0**

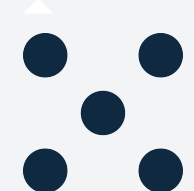
As of June 2025, Hamilton City saw 170.0 new business registrations, a decrease of 25.44% compared with March 2025.



Rental affordability (% of income spent on rent)

▲ **26.3%**

As of June 2025, residents of Hamilton City spent 26.3% of their household income on rent, an increase of 0.54% compared with March 2025.



Gambling spend per capita

▼ **\$49**

As of September 2024, an average of \$49.0 was spent by individuals over 18 years in Hamilton City through electronic gaming machines, a decrease of 1.96% compared with June 2024.



Crime rate

▼ **1023.6**

In May 2025, Hamilton City had a crime rate of 1023.6 incidents per 10,000 people, a decrease of 3.97% compared with February 2025.



Deprivation Index

— **7.0**

As of March 2025, the deprivation within Hamilton City is 7.0 and this is unchanged since February 2025.

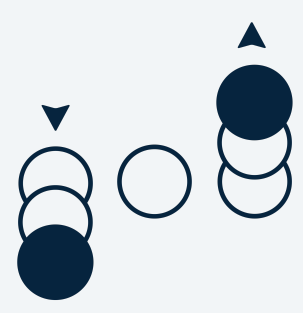


Job seeker support rate

▲ **8.3%**

In March 2025, 8.3% of the working population (15-64 years) in Hamilton City claimed Job Seeker Support, an increase of 3.73% compared with March 2024.

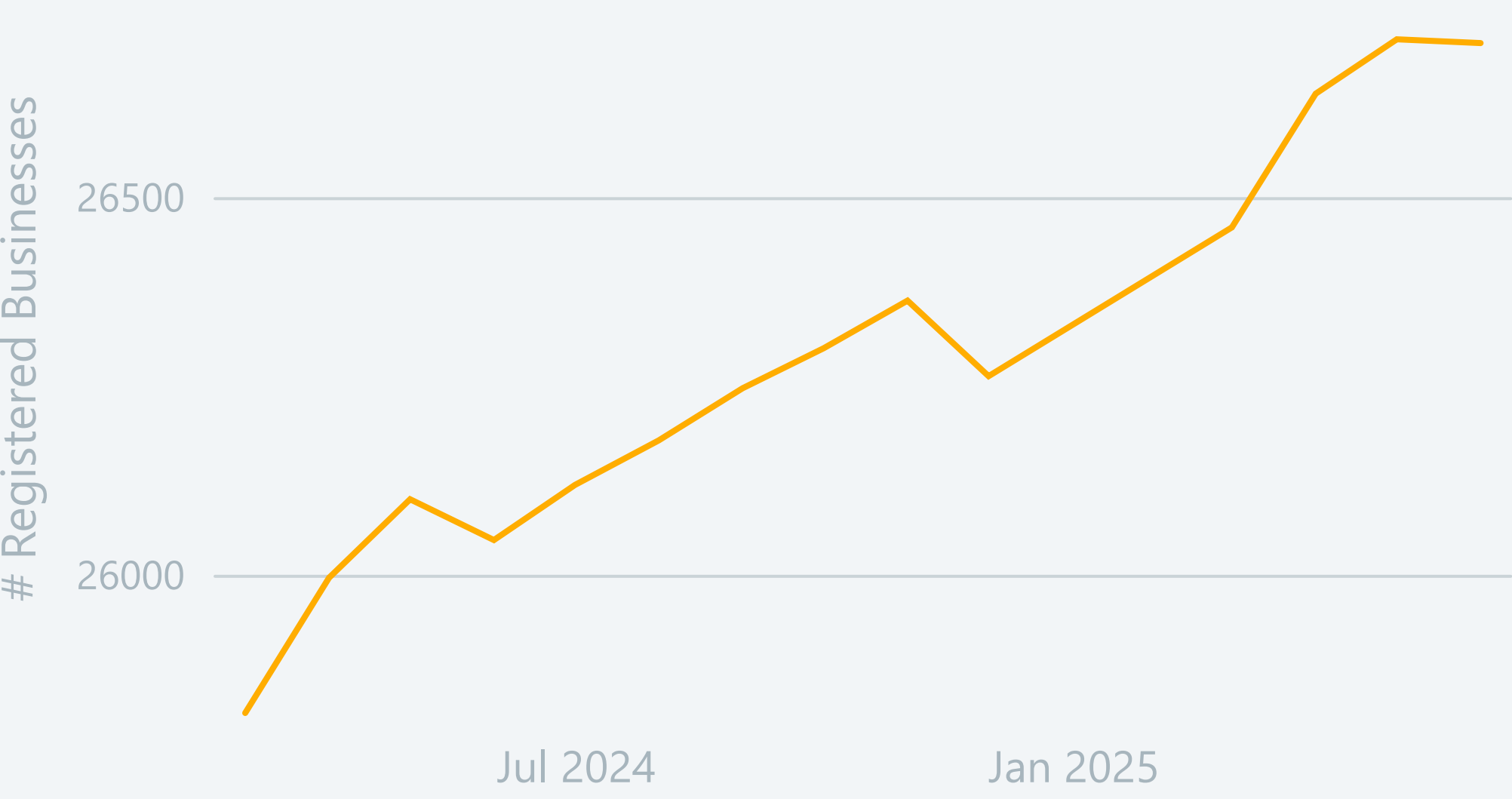
△ Trending Up   ▽ Trending Down   ● Improving   ● Worsening   — No Change



## Key Pillar Changes

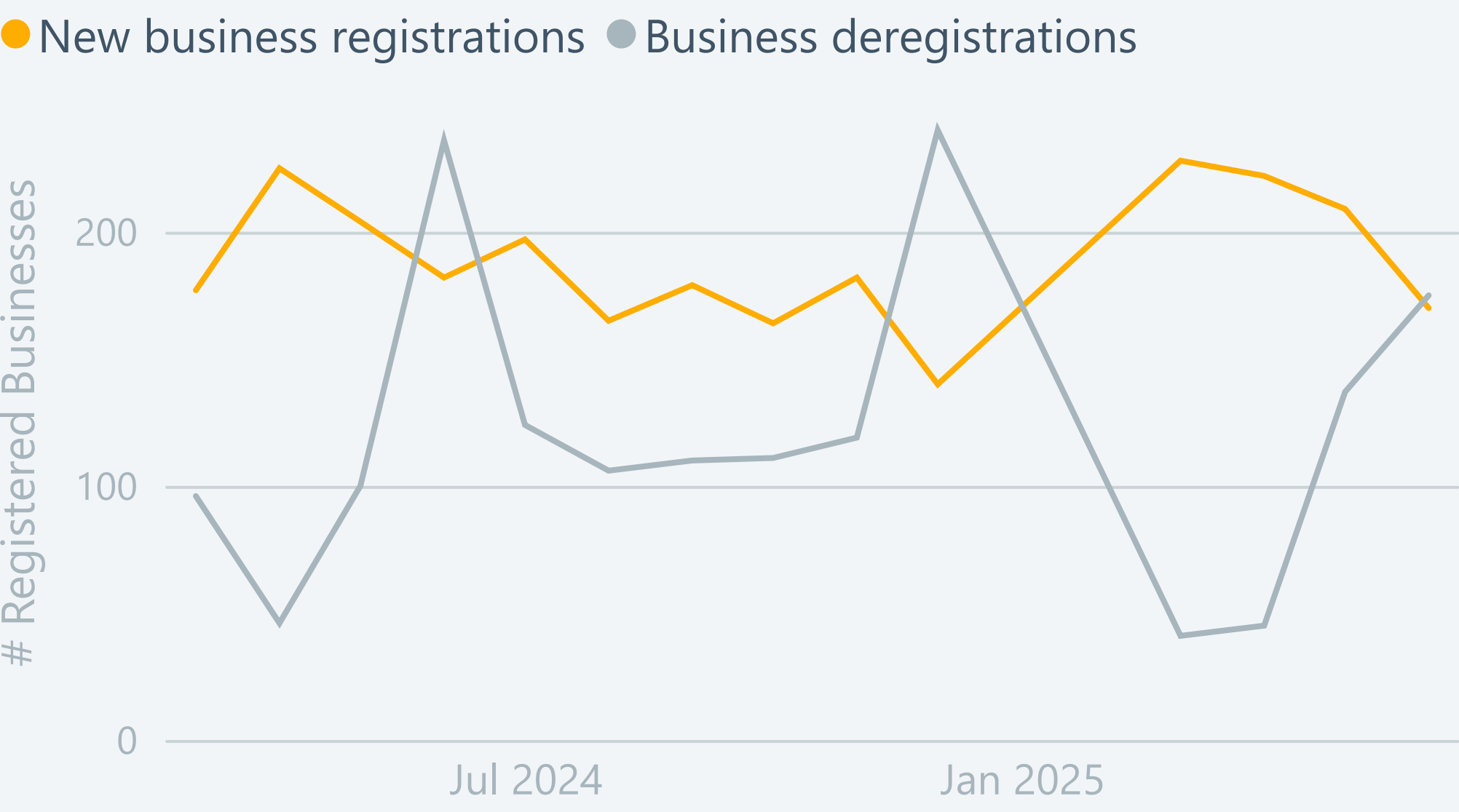
|                                       |          |          |           |                                |
|---------------------------------------|----------|----------|-----------|--------------------------------|
| New Business Registrations this month | Jun 2025 | 170.0    | ▼ 25.44%  | % change is from March 2025    |
| Business Deregistrations this month   | Jun 2025 | 175.0    | ▲ 326.83% | % change is from March 2025    |
| Total tourism spend this quarter      | May 2025 | \$113.1M | ▼ 6.07%   | % change is from February 2025 |

## Total number of businesses registered to date



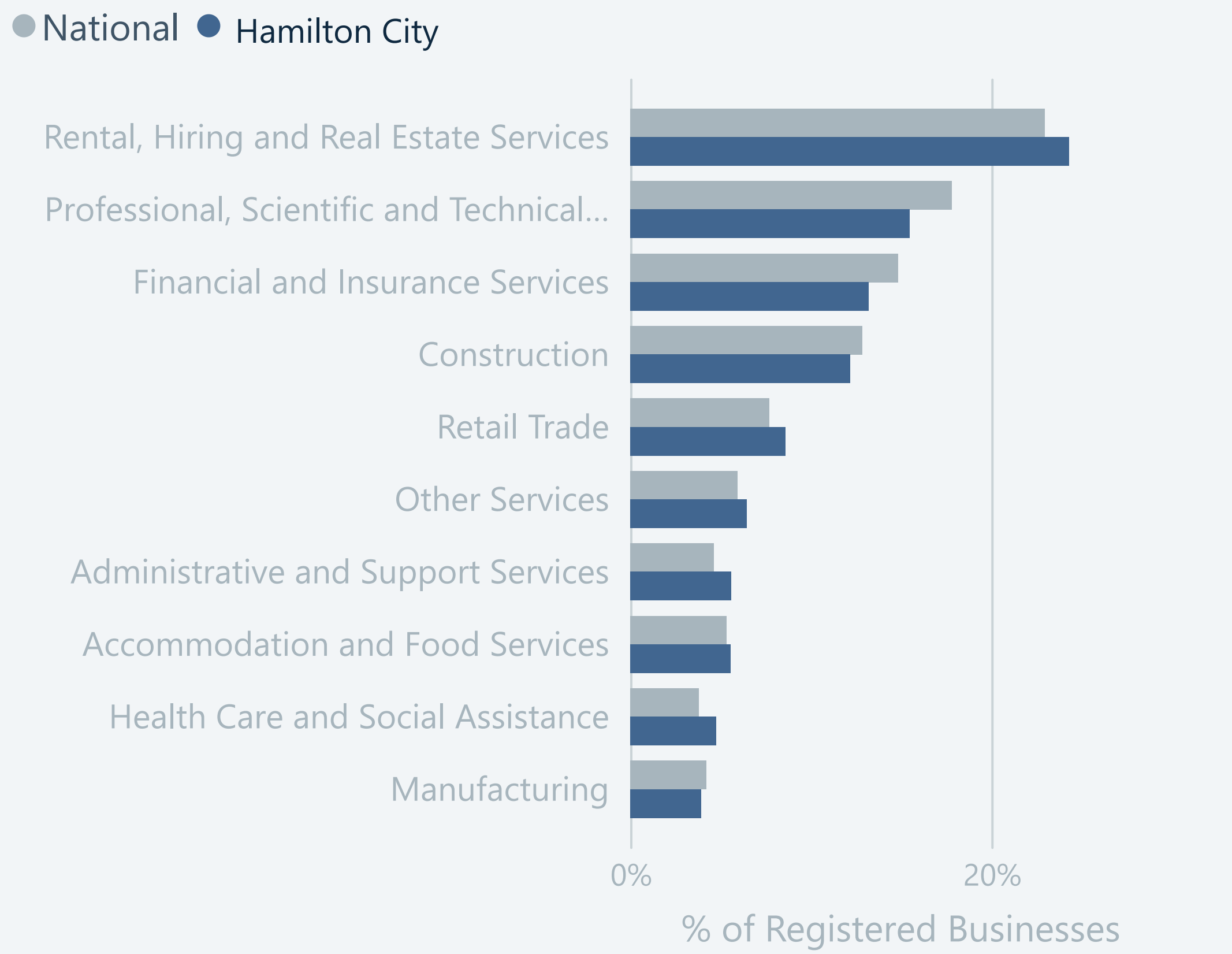
As of June 2025 there were 26704 registered businesses in Hamilton City. Over the last 12 months the number of registered businesses has increased by 658. Nationally, the number of registered businesses has increased by 0.14%.

## Business openings and closings in the last year

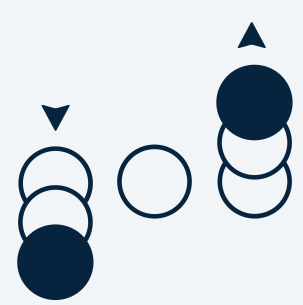


Comparing June 2025 with June 2024 Hamilton City has seen a decrease in the number of new business registrations of 6.6% and a decrease in the number of business deregistrations of 25.8%.

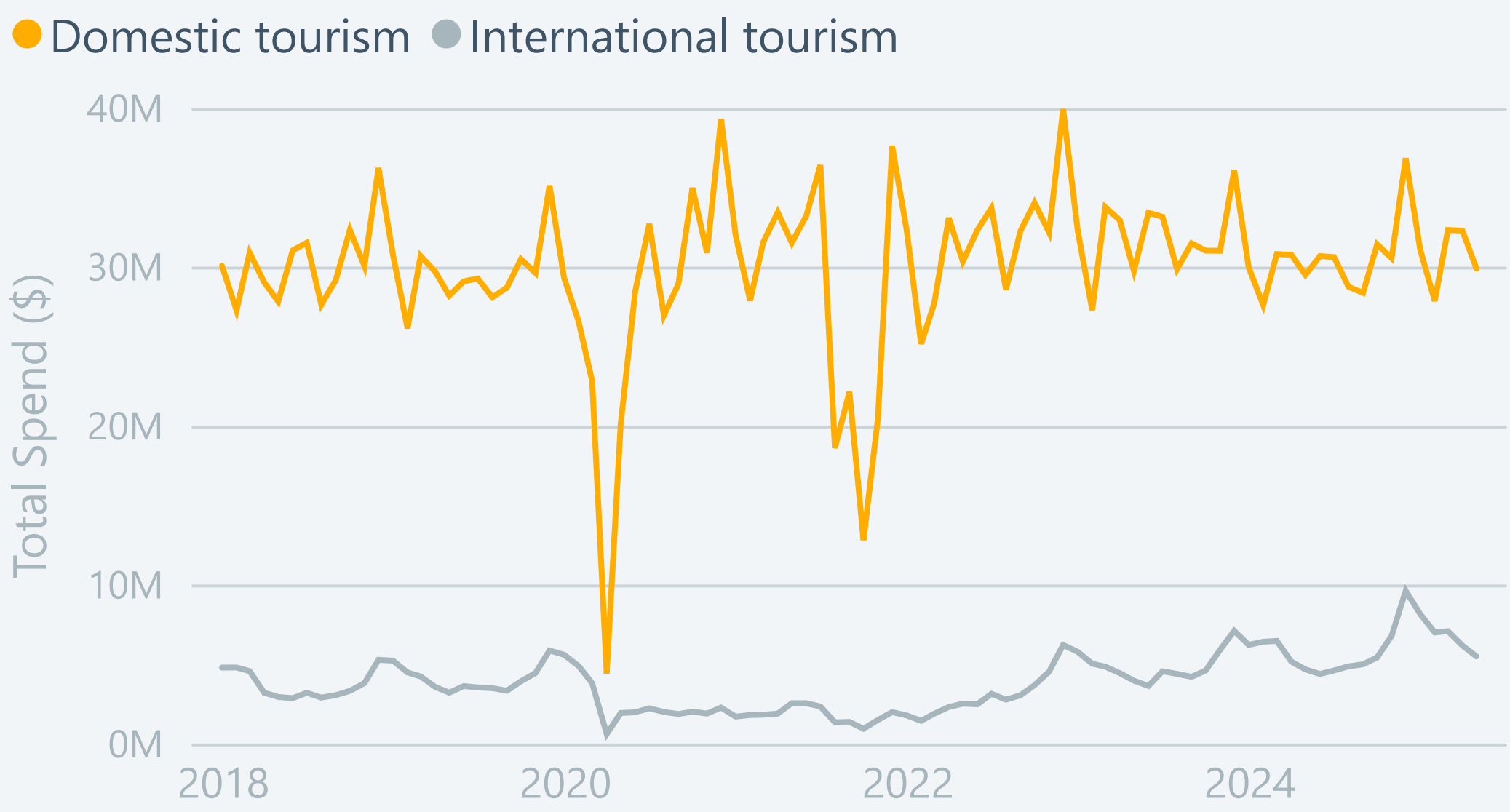
## Distribution of registered businesses by industry



Rental, Hiring and Real Estate Services is the largest industry operating in Hamilton City and makes up 20.8% of all currently registered businesses.



## Tourism spend this quarter



In May 2025, \$35.3M was spent in Hamilton City from domestic and international visitors to the district. Domestic tourism made up 84.5% of total tourism spend, and has increased by 1.34% since the same time last year, whereas international tourism has increased by 17.48% in the same time period.

## Visiting regions with the greatest spend

| Visiting region   | \$ Change | Spend   |
|-------------------|-----------|---------|
| Bay of Plenty     | ▼ \$152K  | \$13.4M |
| Waikato           | ▼ \$394K  | \$26M   |
| Auckland          | ▲ \$2.6M  | \$29.8M |
| Canterbury        | ▲ \$877K  | \$3.9M  |
| Manawatu-Wanganui | ▲ \$70K   | \$4.2M  |

This quarter, the largest spend from domestic tourists visiting Hamilton City came from the Auckland region, with tourists spending \$29.8M. This represents an increase of \$2.6M since the same quarter last year.

## Visiting regions with the greatest % change

| Visiting region | \$ Change | Spend  |
|-----------------|-----------|--------|
| Canterbury      | ▲ \$877K  | \$3.9M |
| Nelson          | ▼ \$151K  | \$158K |
| Otago           | ▲ \$268K  | \$1.5M |

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 \$151K decrease in spend.

## Visiting countries with the greatest spend

| Visiting country         | \$ Change | Spend  |
|--------------------------|-----------|--------|
| Australia                | ▲ \$103K  | \$3.2M |
| China                    | ▼ \$79K   | \$1.4M |
| Rest of Asia             | ▲ \$364K  | \$1.8M |
| United Kingdom           | ▼ \$21K   | \$2.4M |
| United States of America | ▲ \$1.4M  | \$6M   |

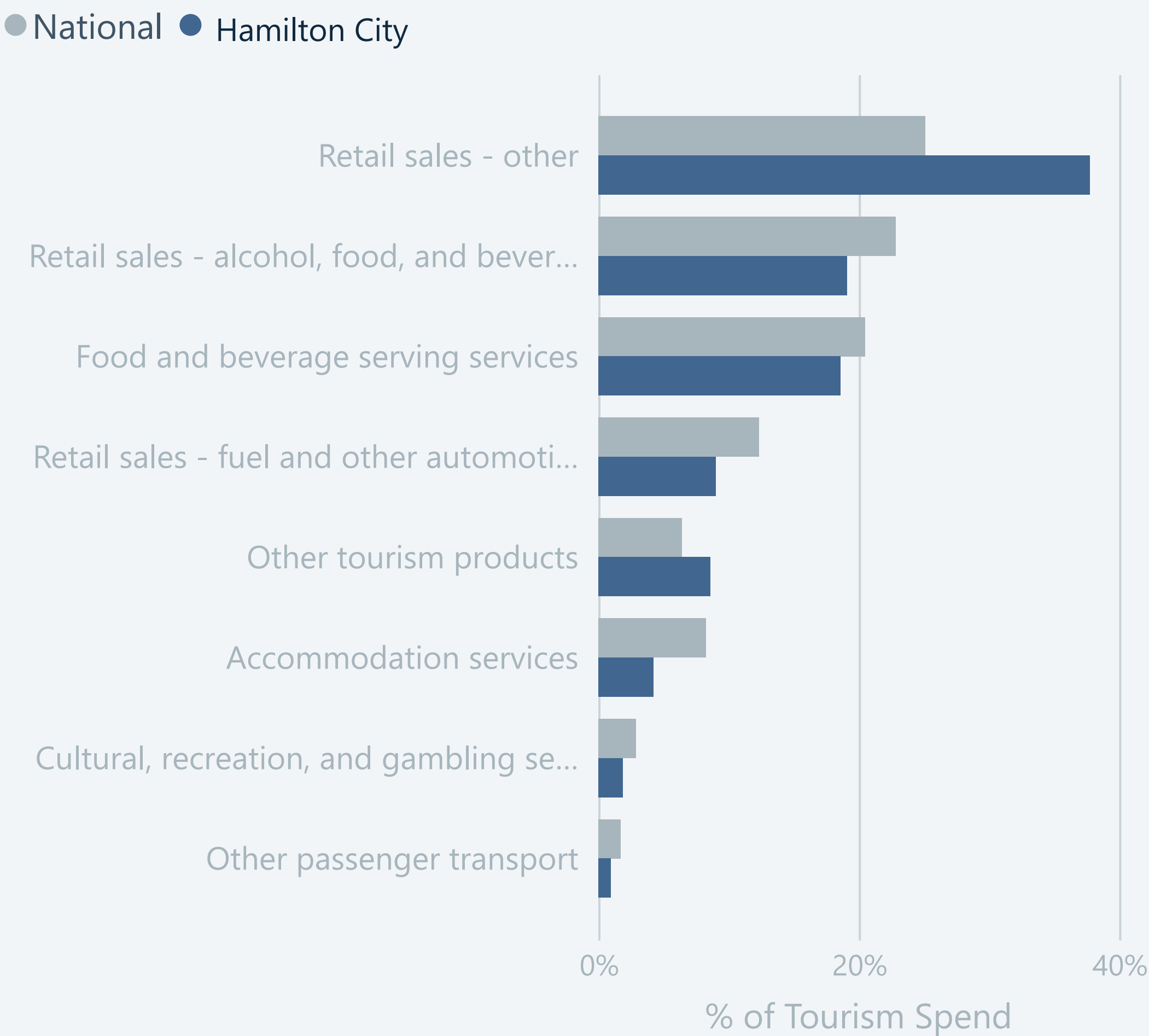
This quarter, the largest spend from international tourists visiting Hamilton City came from United States of America, with tourists spending \$6M. This represents an increase of \$1.4M since the same quarter last year.

## Visiting countries with the greatest % change

| Visiting country         | \$ Change | Spend  |
|--------------------------|-----------|--------|
| United States of America | ▲ \$1.4M  | \$6M   |
| Rest of Americas         | ▲ \$100K  | \$327K |
| Rest of Oceania          | ▲ \$63K   | \$233K |

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 \$100K increase in spend.

## Tourism spend by industry



In Hamilton City tourists spent the most on Retail sales - other this quarter, which was 37.7% of all tourism spend. This is 50.2% larger than the national proportion.

**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.

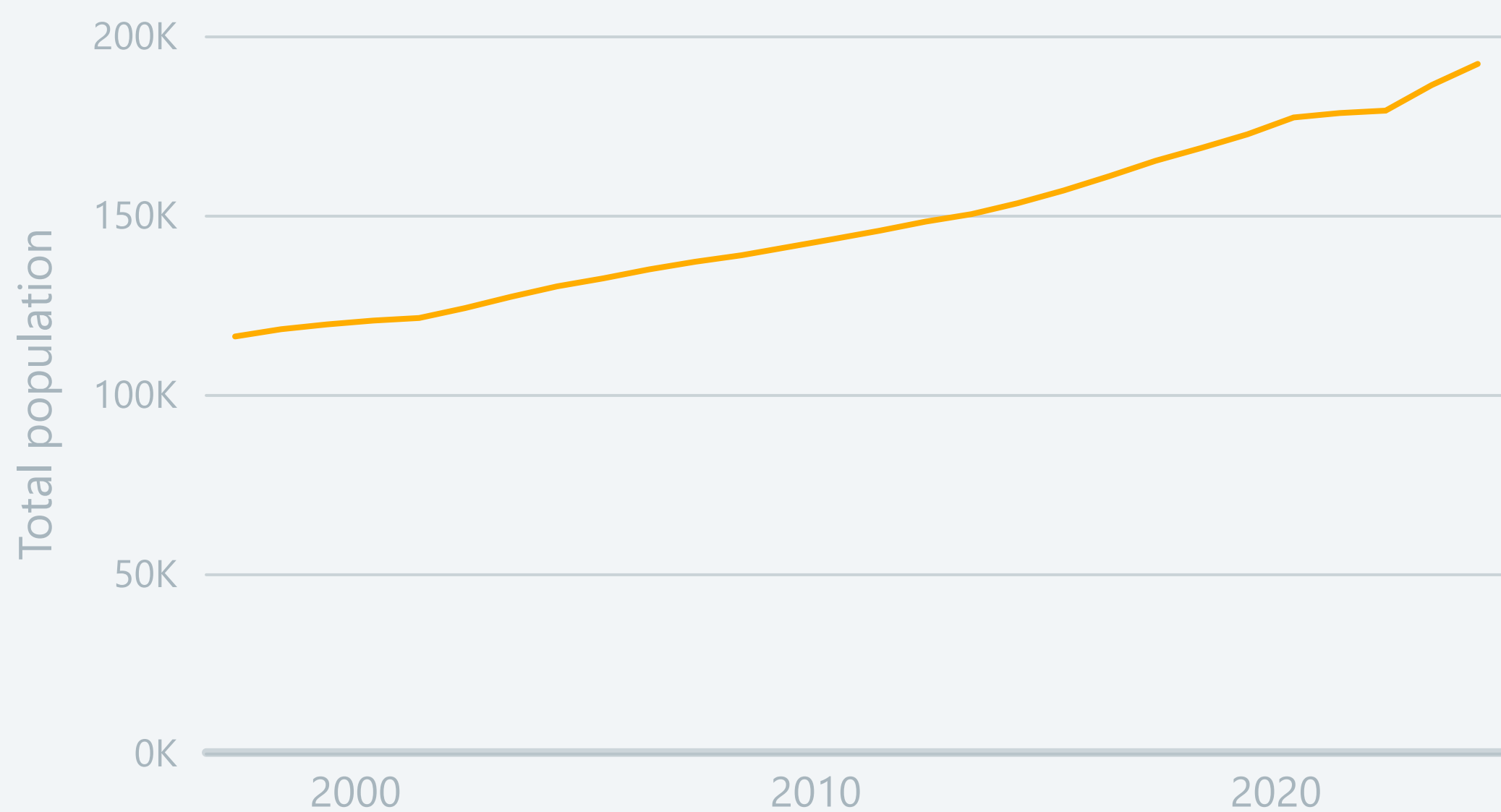


# Demographics

## Estimated population

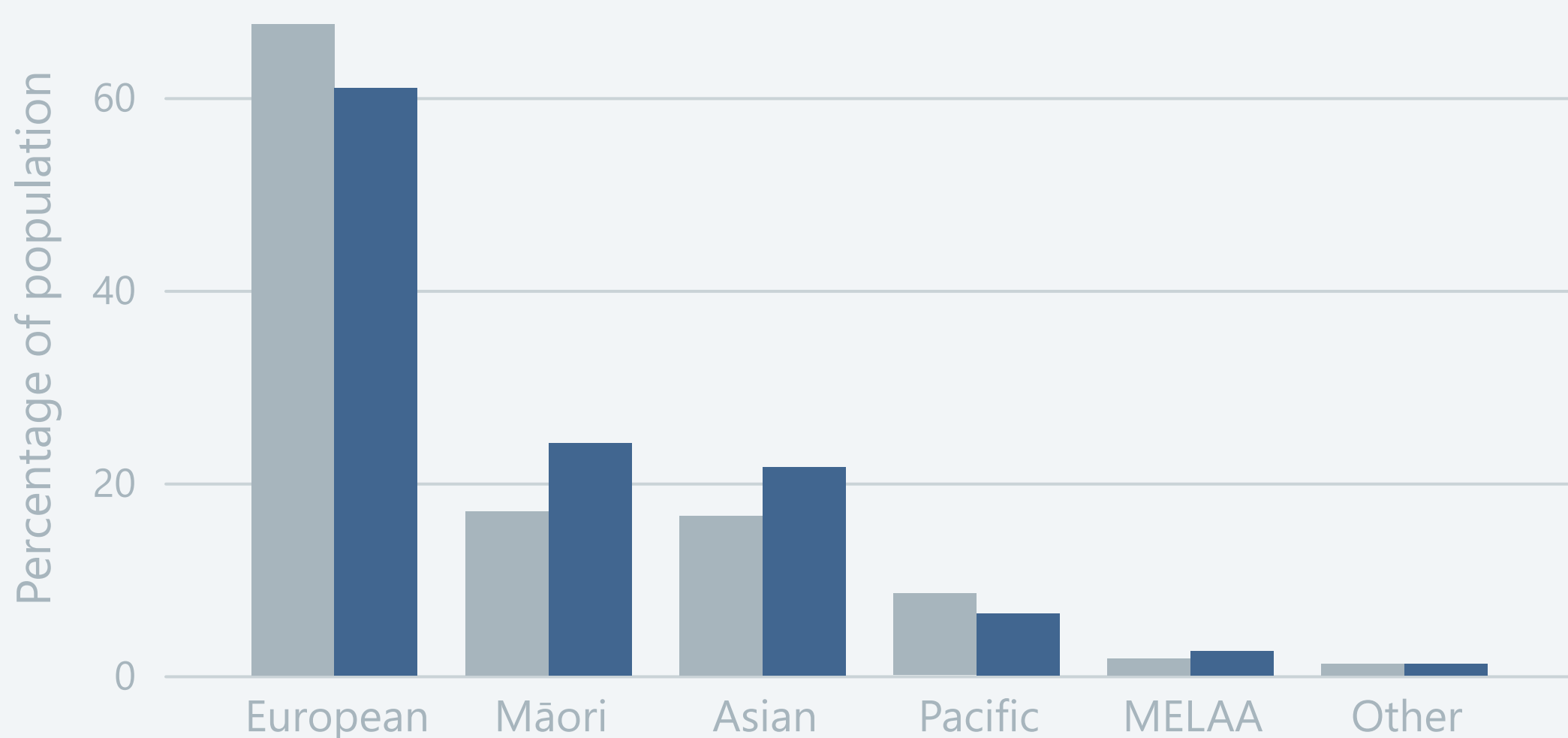
# 192.06K

Is the estimated total population in Hamilton City in 2024. The population in the area has increased by 3.18% or 5919 people since 2023.



## Ethnic distribution

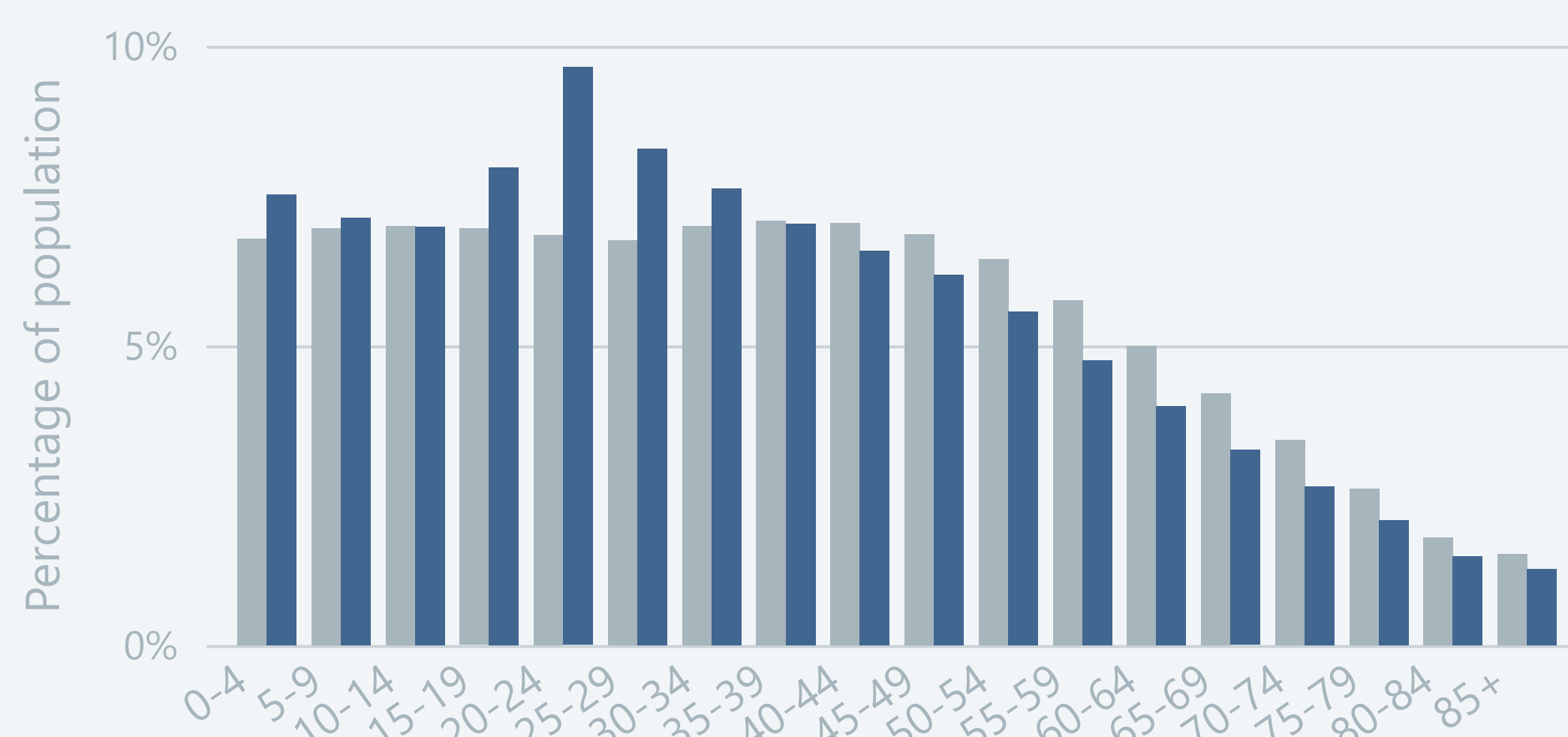
● National ● Hamilton City



As of March 2023 the largest ethnic group in Hamilton City is European (55.4%), 14.6% less than the national percentage. The ethnicity that has had the greatest change since March 2018 is Asian, increasing by 21.84%.

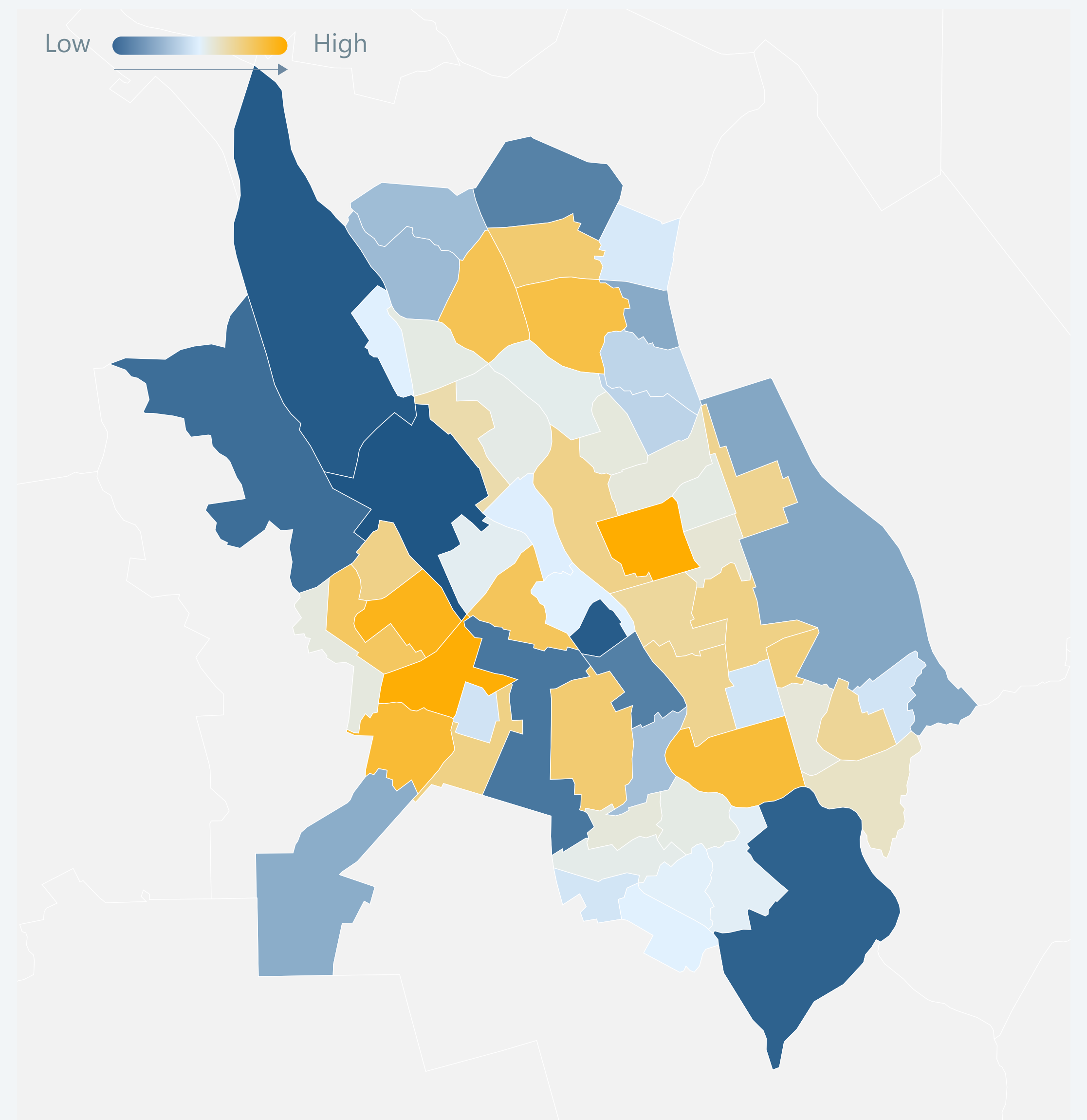
## Age distribution

● National ● Hamilton City

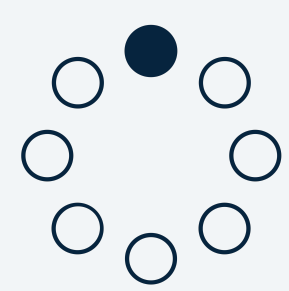


As of June 2024 the largest age band in Hamilton City is 30-34 (9.2%), 17.9% larger than the national distribution. The age band that has had the greatest change since June 2023 is 85+, decreasing by 4.32%.

## Population distribution



In June 2024, Rotokauri-Waiwhakareke saw the greatest change in population, with an increase of 30% since June 2023.



# Employment

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

## Key Pillar Changes

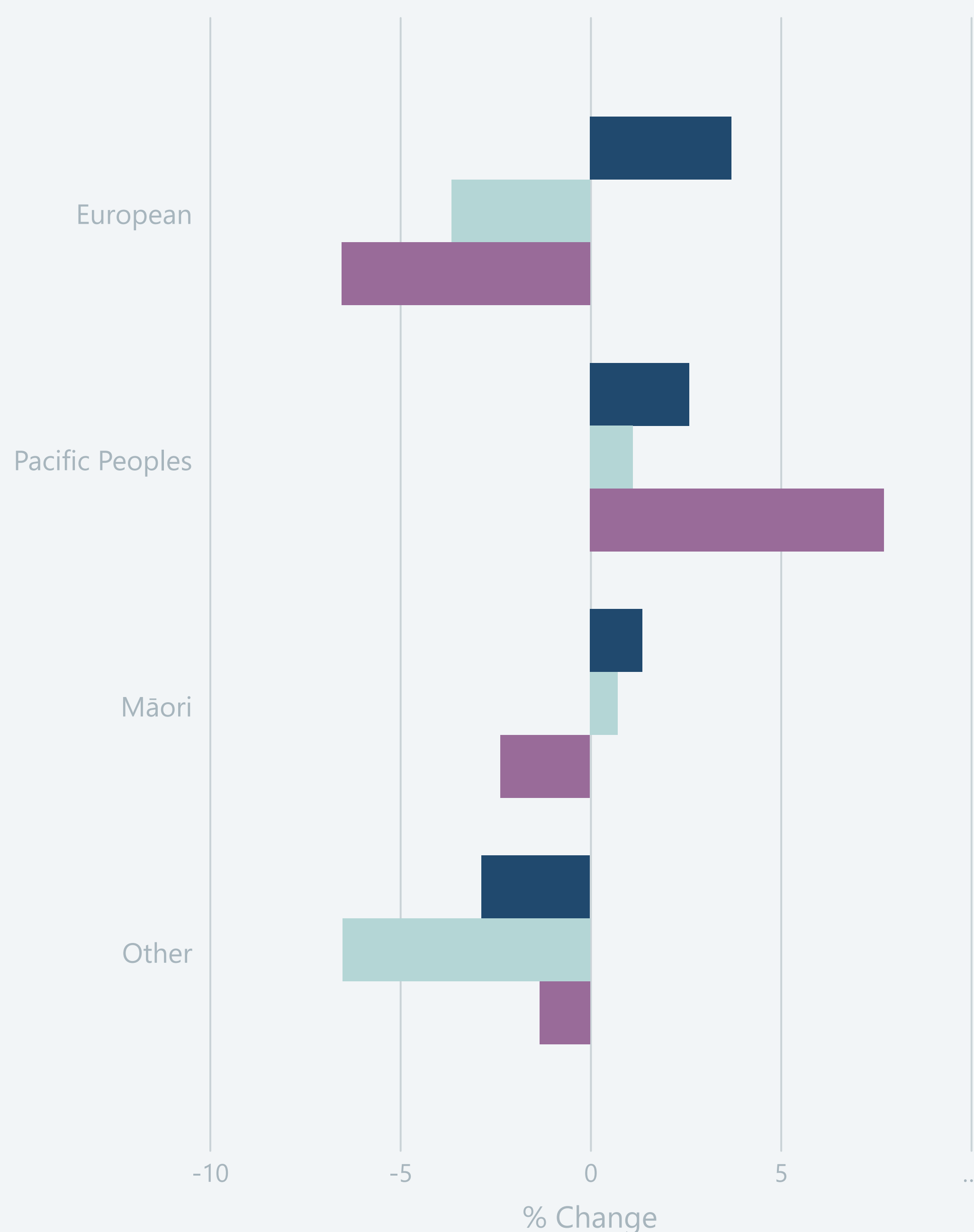
Job seeker support rate Mar 2025 **8.3%** ▲ 3.73% % change is from March 2024

Means tested benefit rate Mar 2025 **3.7%** ▼ 0.94% % change is from March 2024

Sole parent support rate Mar 2025 **3.4%** ▼ 2.37% % change is from March 2024

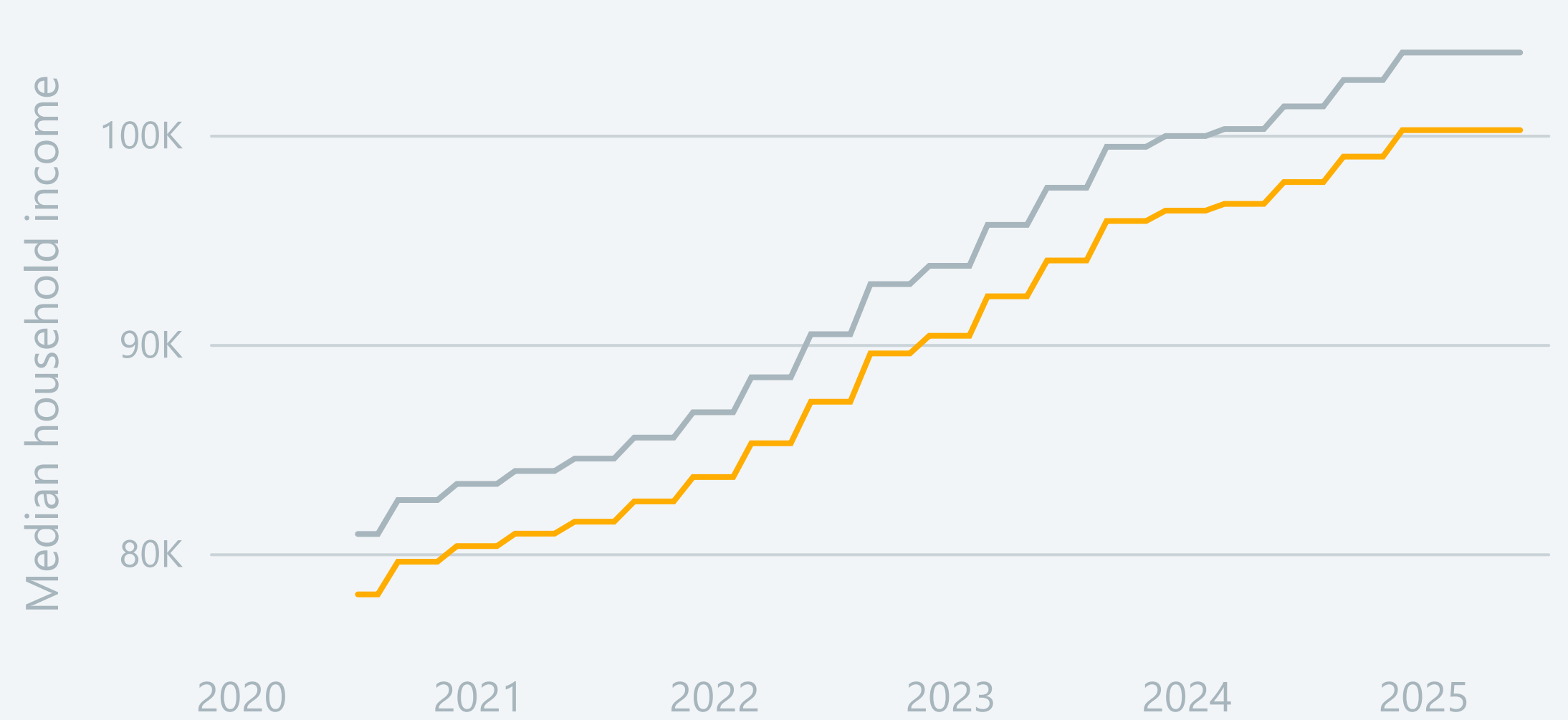
## Change in benefit rates by Ethnicity

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



## Median Household Income over time

● National ● Hamilton City



As of June 2025, the median household income (adjusted for inflation) in Hamilton City was \$100,220. 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 Single Parent Support for Pacific Peoples, up 7.72% to a value of 3.74 claimants per 100 working adults (15-64yrs). Comparatively, Single Parent Support for European saw the greatest decrease over the last 12 months, down 6.53% to 1.93 claimants per 100 working adults.

## Key Pillar Changes

Secondary school retention

Jan 2023

78.0%


0.23%

% change is from January 2022

Secondary school with highest proportion of students leaving with NCEA level 3

Jan 2023

Waikato Diocesan School For Girls

Ethnicity with greatest change in secondary school retention

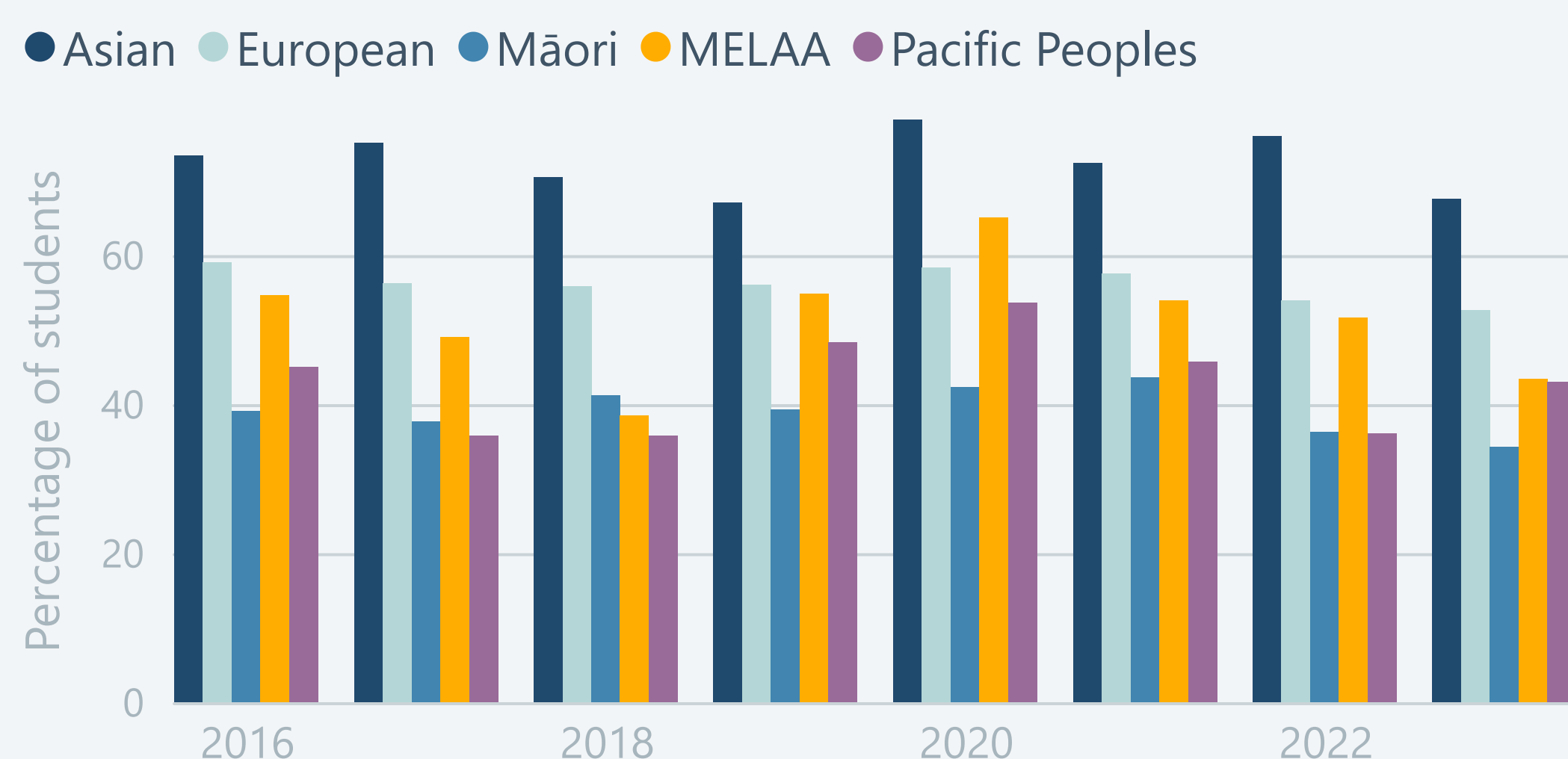
Jan 2023

Pacific Peoples


7.49%

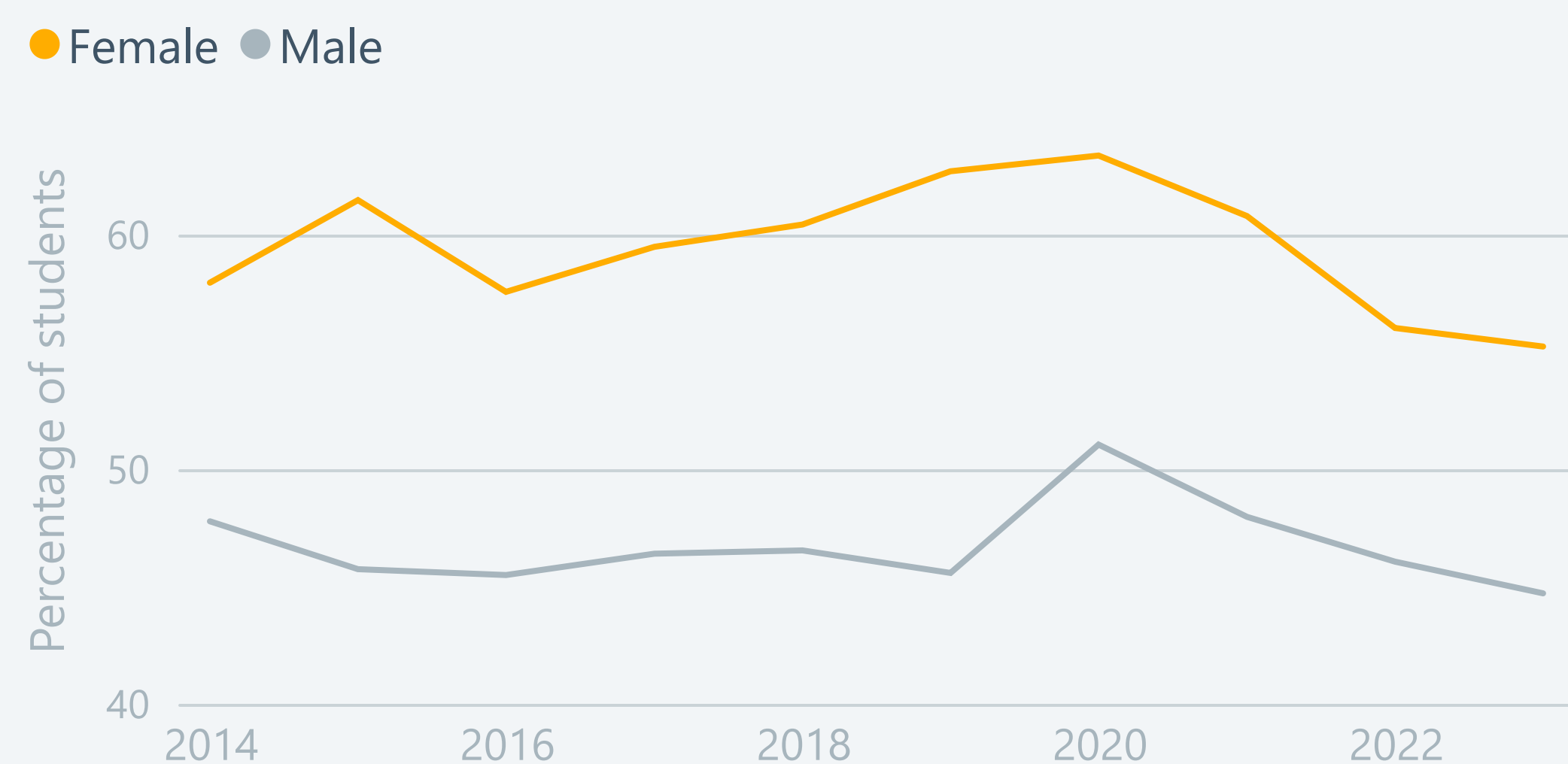
% change is from January 2022

### School leavers with NCEA3 level by ethnicity



In 2023, Asian students in Hamilton City had the greatest proportion of students leaving with NCEA3. This is 1.97 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 4.9%. Māori NCEA Level 3 pass rates in Hamilton City are 95% of National Māori rates.

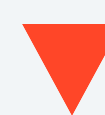
### School leavers with NCEA3 level by gender



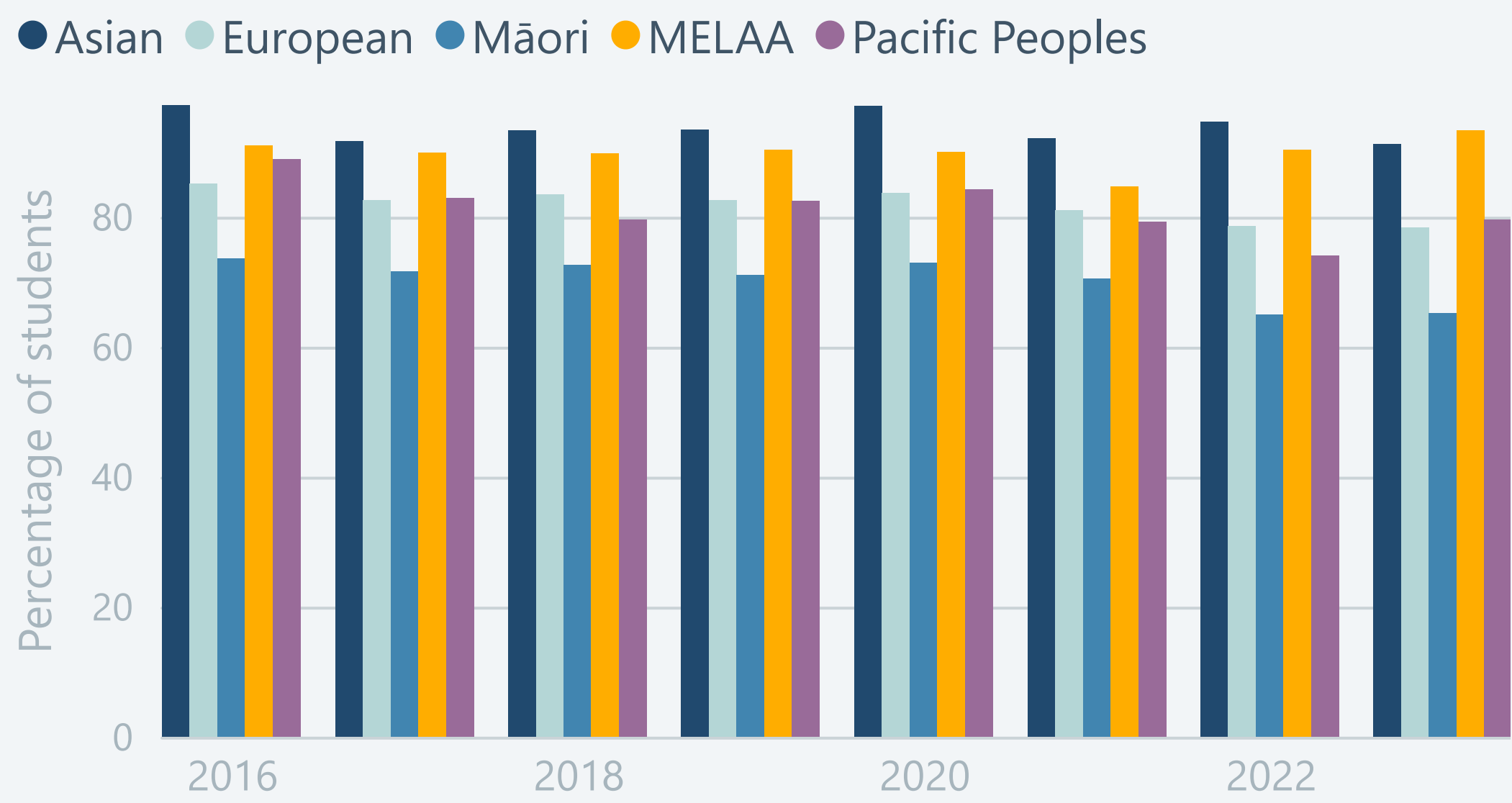
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Hamilton City for female students has been 1.27 times larger than male students. In 2023, the percentage of students leaving with NCEA Level 3 for female students compared with male students was less than average Compared to national figures, in 2023 the pass rate in Hamilton City were lower for both females and males.

### Schools with greatest change in NCEA3 pass rate

In 2023, the school with the greatest change in the percentage of students leaving with NCEA Level 3 (pass rate) since 2022 was St John's College (Hillcrest), with a 14.03% increase. Note that the table includes only those schools with more than 50 students.

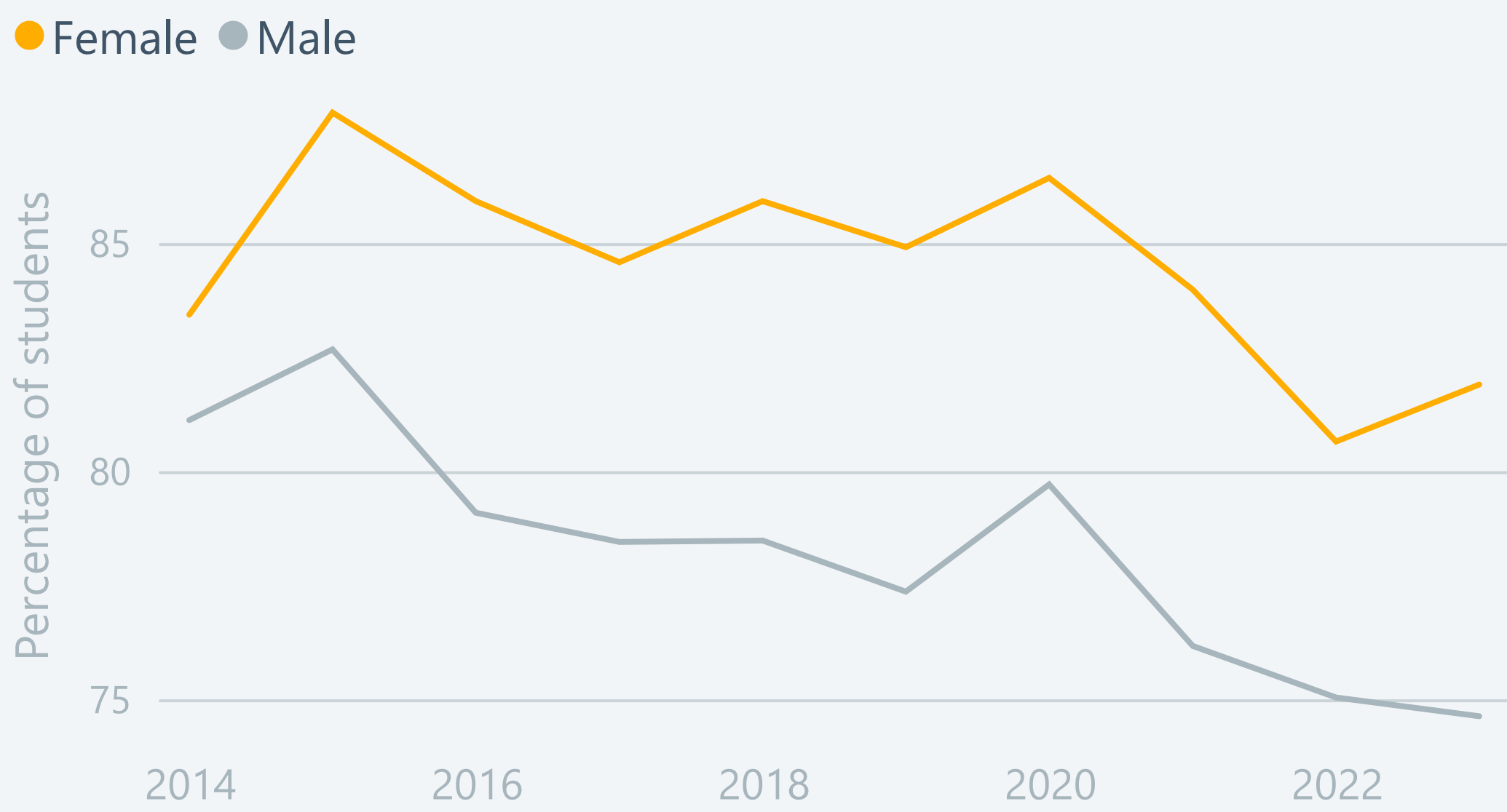
| School                            |                                                                                       | % Change | Pass Rate |
|-----------------------------------|---------------------------------------------------------------------------------------|----------|-----------|
| St John's College (Hillcrest)     |  | 14.03    | 61.93     |
| Nga Taiatea Wharekura             |  | 6.96     | 53.33     |
| Fairfield College                 |  | 6.12     | 17.58     |
| Waikato Diocesan School For Girls |  | 6.06     | 85.83     |
| Sacred Heart Girls' College (Ham) |  | 5.77     | 58.75     |

### Secondary school retention by ethnicity



In 2023, MELAA students in Hamilton City had the greatest retention rate. This is 1.43 times larger than Māori students, who have the lowest retention rate. MELAA students have seen the greatest change in retention, with an increase of 6.7%. Māori retention rates in Hamilton City are 101% 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 2023, the retention rates of female students compared with male students was higher than average.. Compared to national figures, in 2023 the retention rates in Hamilton City were higher for females and lower for males.

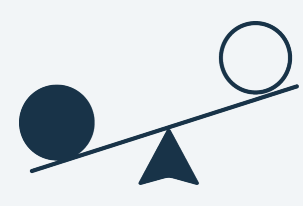
### Schools with greatest change in retention

In 2023, the school with the greatest change in retention rate since 2022 was St John's College (Hillcrest), with a 9.27% increase. Note that the table includes only those schools with more than 50 students.

| Community                         |                                                                                     | % Change | Retention rate |
|-----------------------------------|-------------------------------------------------------------------------------------|----------|----------------|
| St John's College (Hillcrest)     |  | 9.27     | 84             |
| Nga Taiatea Wharekura             |  | 6.86     | 67             |
| Rototuna Senior High School       |  | 4.44     | 85             |
| Waikato Diocesan School For Girls |  | 3.90     | 93             |
| St Paul's Collegiate (Hamilton)   |  | 3.15     | 89             |

! 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

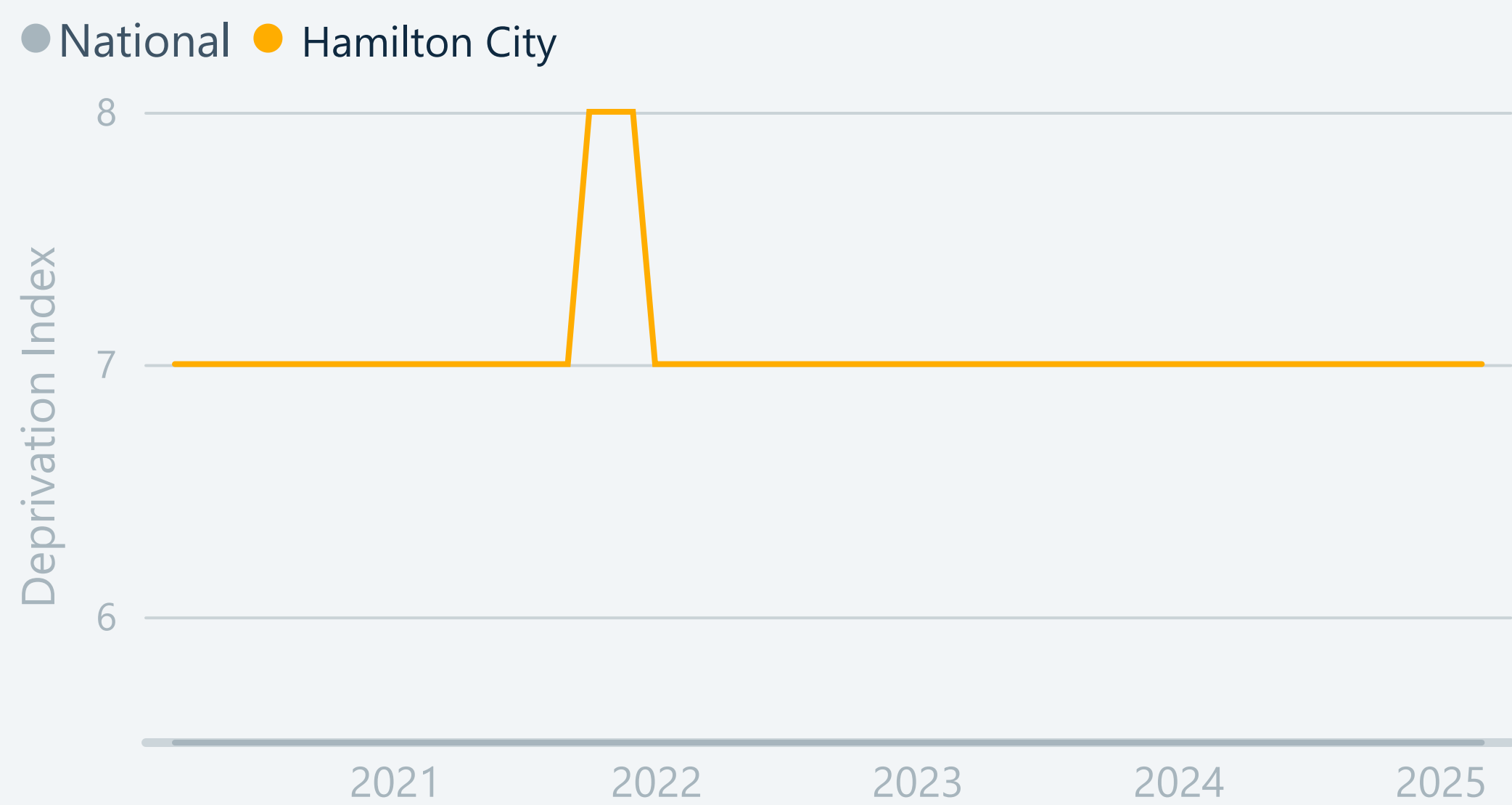
## Key Pillar Changes

Deprivation Index Mar 2025 **7.0** 0% % change is from February 2025

Community with greatest decrease in deprivation score Mar 2025 **Temple View** ▽ 2.31% % change is from March 2024

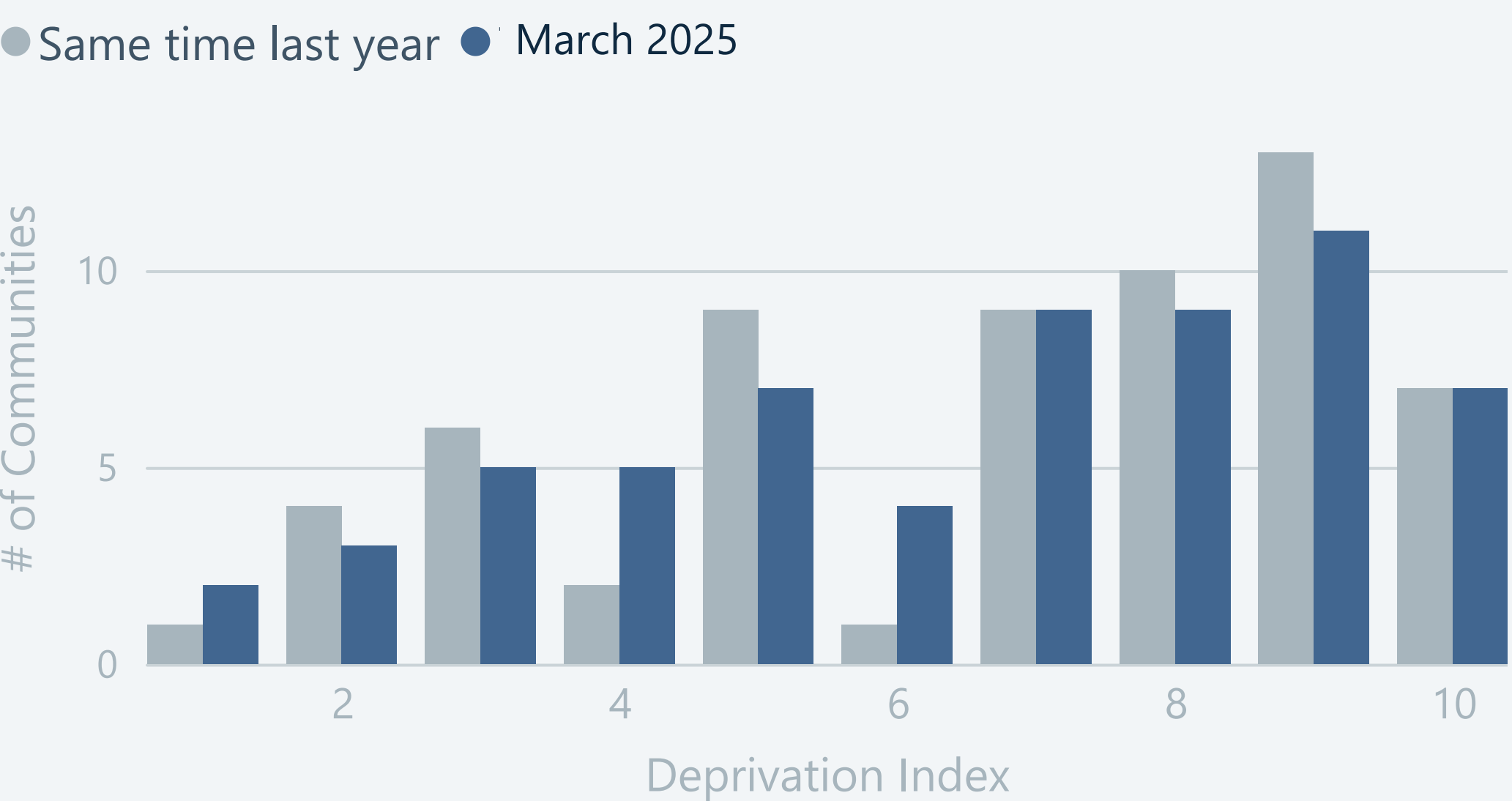
Community with greatest increase in deprivation score Mar 2025 **Te Rapa South** ▲ 1.65% % change is from March 2024

## Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Hamilton City has seen no change, and is 7 as of March 2025. 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).

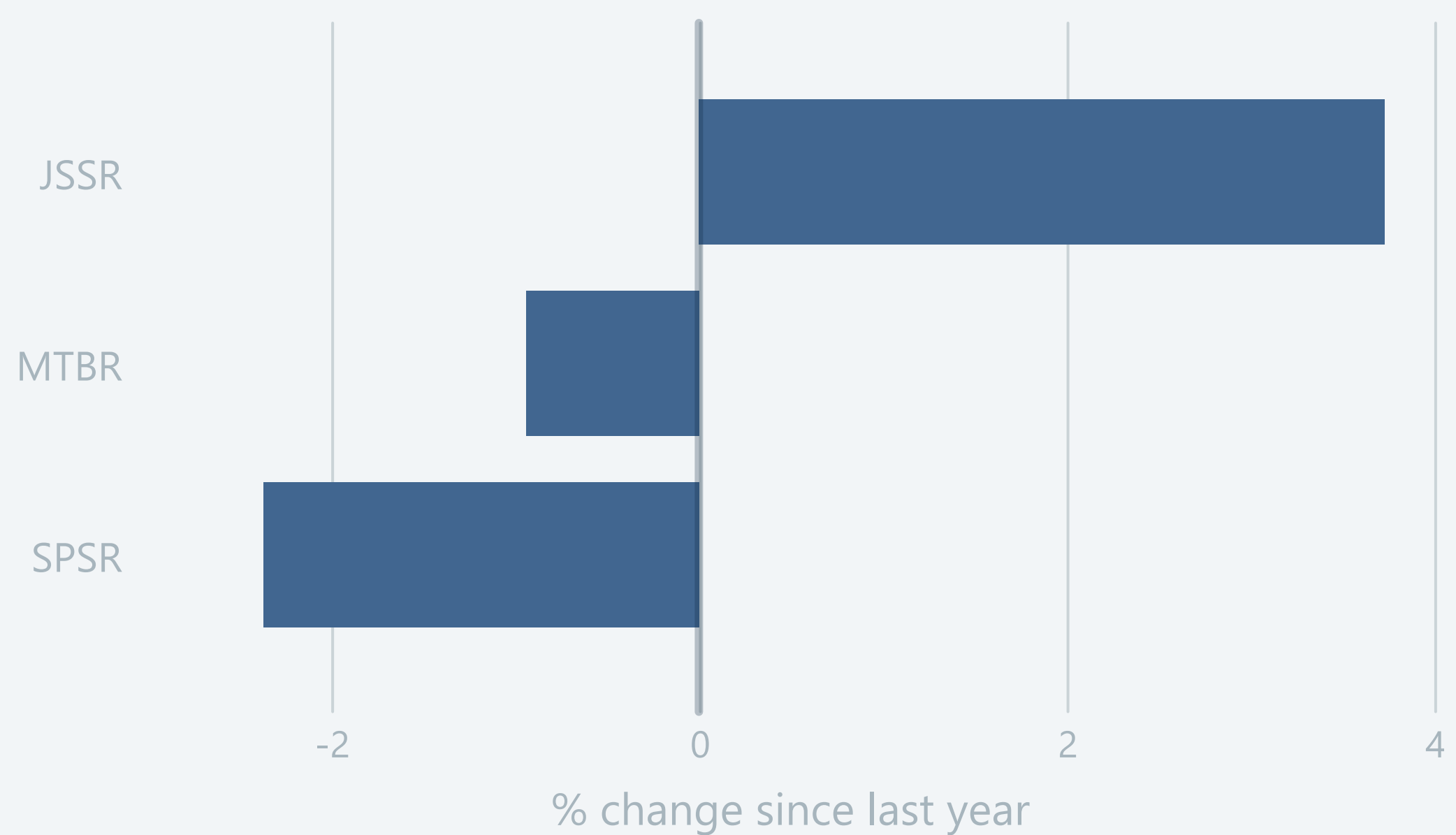
**i** Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

## Communities with the Greatest Change

| Community          | % Change | Depr. score |
|--------------------|----------|-------------|
| Temple View        | ▽ 2.31   | 1,007.70    |
| Te Rapa North      | ▽ 1.83   | 945.84      |
| Deanwell           | ▽ 1.82   | 1,054.82    |
| Melville South     | ▽ 1.81   | 1,101.01    |
| Hamilton East Cook | ▽ 1.67   | 1,102.71    |

The community with the greatest change in deprivation score since the same time last year was Temple View, with a 2.3% 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 3.73% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

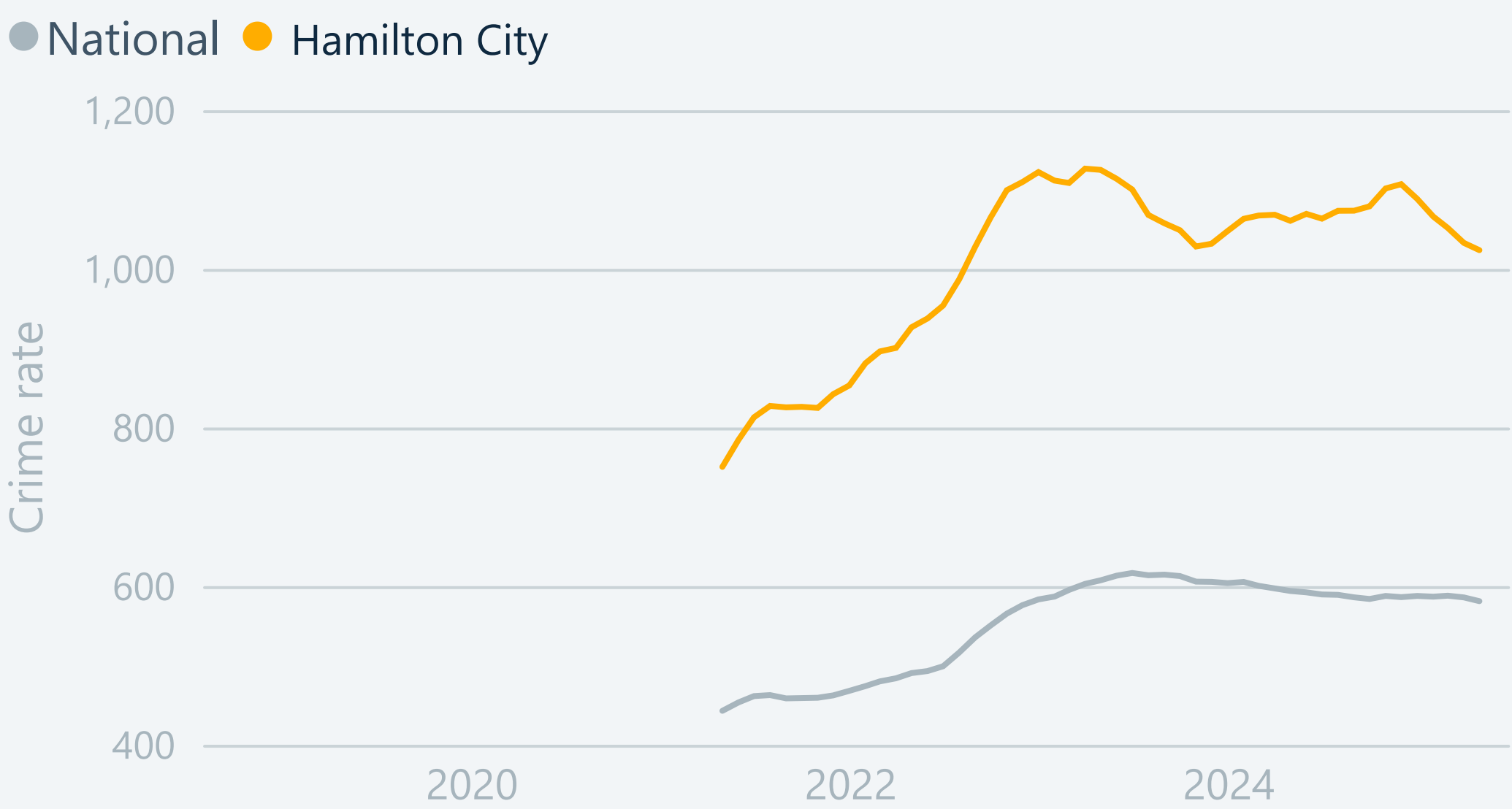
Key Pillar Changes

Crime rate May 2025 **1023.6** ▽ 3.97% % change is from February 2025

Crime type with the greatest change in crime rate May 2025 **Abduction** ▲ 26.23% % change is from February 2025

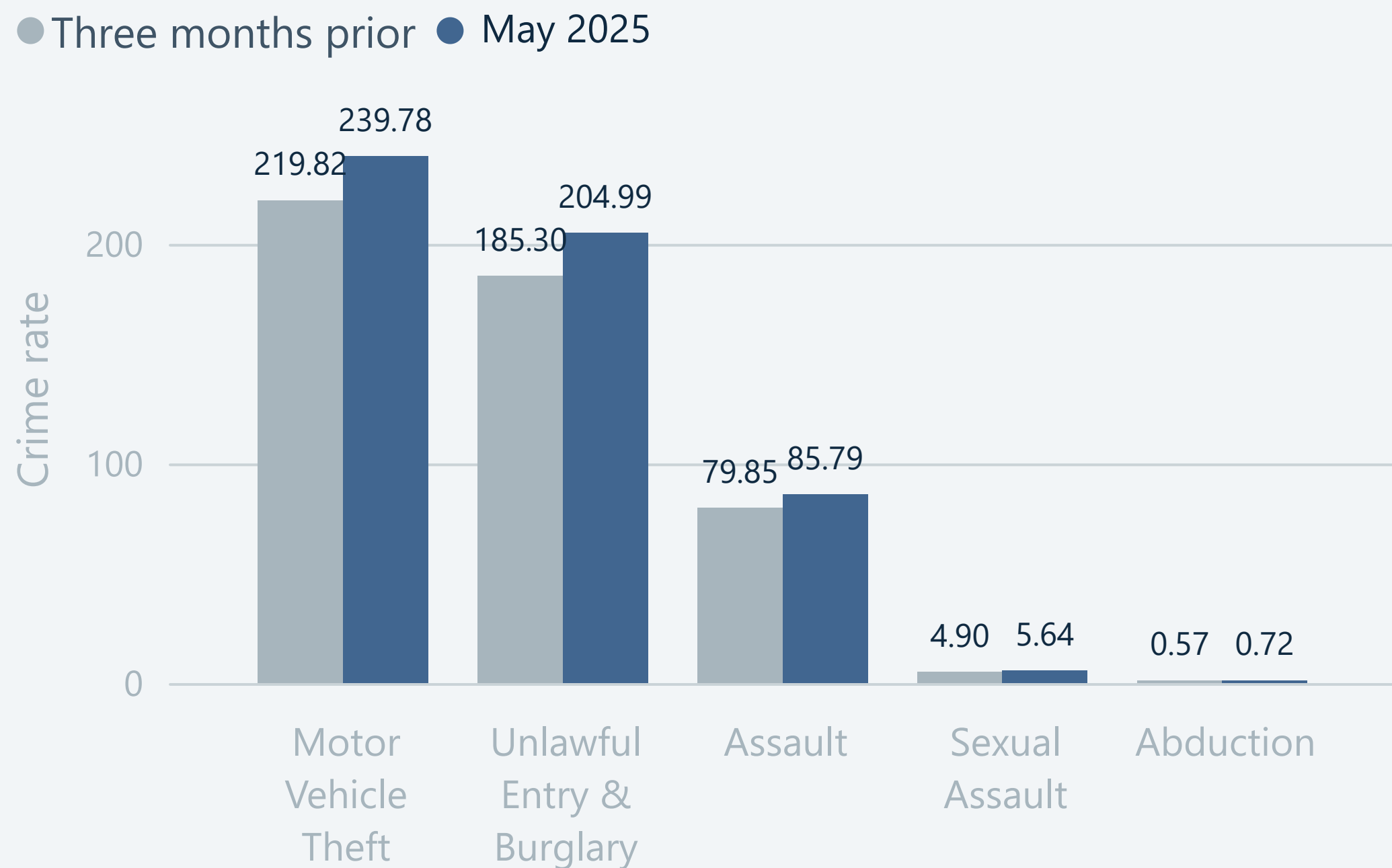
Community with greatest change in crime rate May 2025 **Queenwood (Hamilton City)** ▲ 25.81% % change is from February 2025

Comparison to National Crime Rate



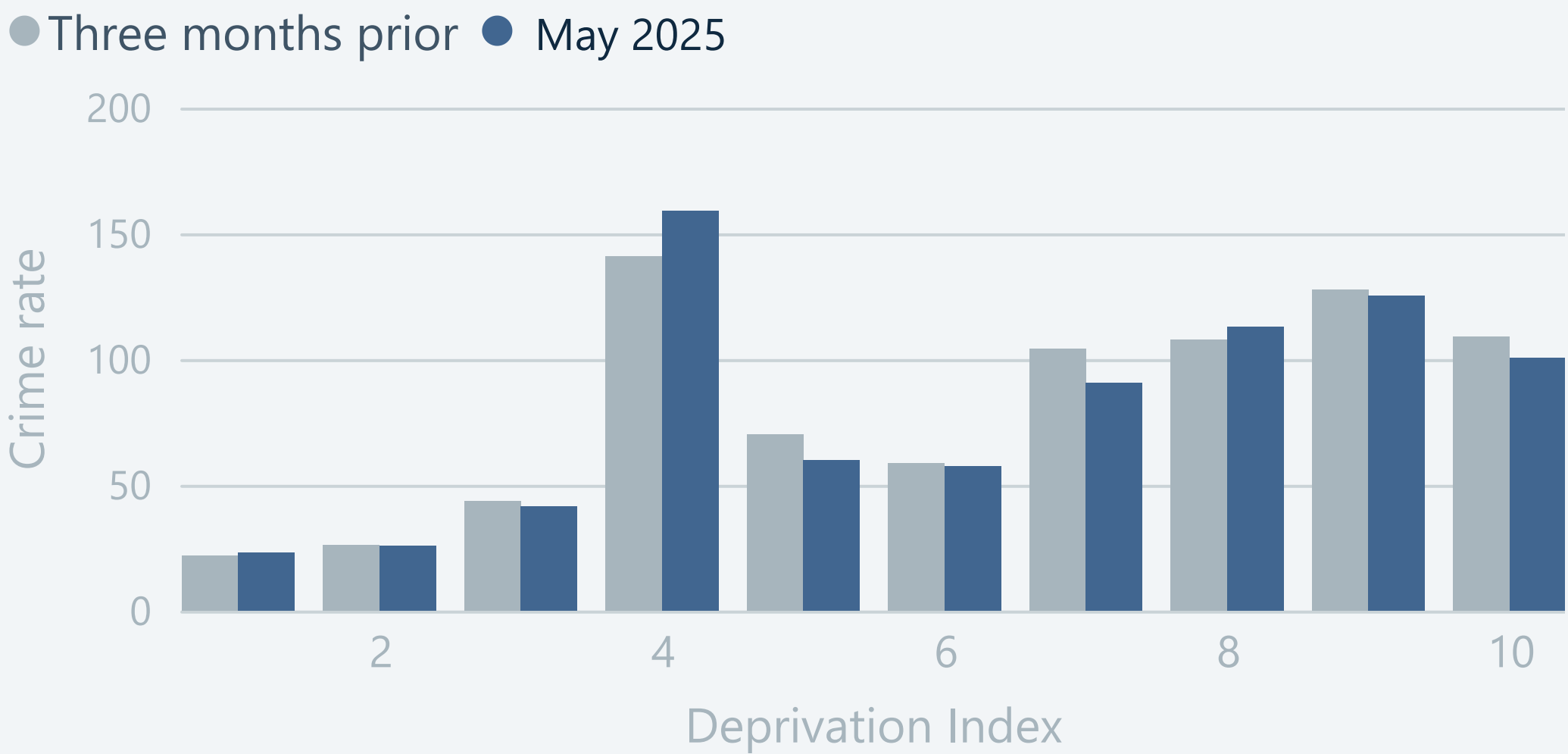
Compared with the same time last year the crime rate in Hamilton City has decreased by -3.5%, and is 1023.6 as at May 2025. The crime rate is 76.2% above the national rate of 581.1.

Crime Types with the Greatest Change



Within Hamilton City, the most prevalent type of crime in May 2025 was 'Motor Vehicle Theft and Related Offences'. The type of crime that had the greatest change in the last 3 months was 'Abduction', with an increase of 26.2%.

Crime Rate by Deprivation Index



In Hamilton City, communities with a deprivation index of 4 have the highest crime rate. The crime rate in these communities is 6.9 times higher than those with a deprivation index of 1, the group with the lowest crime rate. Communities with a deprivation index of 4 have seen the greatest change in their crime rate over the last 3 months, with an increase of 12.7%.

**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 |
|---------------------------|----------|------------|
| Queenwood (Hamilton City) | ▲ 25.81  | 379.0      |
| Rototuna South            | ▽ 21.99  | 618.9      |
| Hamilton East Cook        | ▲ 18.42  | 739.8      |
| Kirikiroa                 | ▽ 17.96  | 24986.0    |
| Riverlea                  | ▲ 16.80  | 691.3      |

Queenwood (Hamilton City) saw the greatest change in crime rate over the last 3 months in Hamilton City, with an increase of 25.8%.

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