



Q4 2025

Quarterly Report

Hamilton City

DOT

Summary

Take a look at what's been going on in your district this quarter

Crime Rate

965

▼ -2.7%

As of Dec 2025, the crime rate in Hamilton City is 964.9, decreasing by 2.7% since Nov 2025.

Deprivation Score

1,025

▼ -0.02%

As of Sept 2025, the deprivation score in Hamilton City is 1,025.1, which has decreased by 0.02% since Aug 2025.

Job Seeker Support

8.3%

▼ -0.31%

As of Sept 2025, the percentage of claimants receiving job seeker support in Hamilton City is 8.3%, which has decreased by 0.31% since Aug 2025.

Median Rent Price

\$506

▼ -0.29%

As of Oct 2025, the median rent price in Hamilton City is \$506, which has decreased by 0.29% since Sept 2025.

Median Sale Price

\$750K

▲ 0.4%

As of Dec 2025, the median sale price in Hamilton City is \$750K, which has increased by 0.4% since Nov 2025.

New Business Registrations

141

▼ -18%

As of Dec 2025, the number new business registrations in Hamilton City is 141. This has decreased by 18% since Nov 2025.

Total in-store spend

\$343M

▲ 13%

The total in-store spend in Hamilton City for Dec 2025 is \$343M. This has increased by 13% since Nov 2025.

Total domestic tourist in-store spend

\$25.4M

▲ 20%

The total in-store spend in Hamilton City by domestic tourists for Dec 2025 is \$25.4M. This has increased by 20% since Nov 2025.

Total international tourist in-store spend

\$8.32M

▲ 48%

The total in-store spend in Hamilton City by international tourists for Dec 2025 is \$8.32M. This has increased by 48% since Nov 2025.



Economy

Key pillar changes

Total in-store spend

\$343M

▲ 13%

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Total domestic tourist in-store spend

\$25.4M

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The total in-store spend in Hamilton City by domestic tourists for Dec 2025 is \$25.4M. This has increased by 20% since Nov 2025.

Total international tourist in-store spend

\$8.32M

▲ 48%

The total in-store spend in Hamilton City by international tourists for Dec 2025 is \$8.32M. This has increased by 48% since Nov 2025.

New Business Registrations

141

▼ -18%

As of Dec 2025, the number new business registrations in Hamilton City is 141. This has decreased by 18% since Nov 2025.

Business Deregistrations

244

▲ 35%

As of Dec 2025, the number new business deregistrations in Hamilton City is 244. This has increased by 35% since Nov 2025.

Businesses Currently Registered

26.6K

▼ -0.39%

As of Dec 2025, the number of businesses currently registered in Hamilton City is 26584. This has decreased by 0.39% since Nov 2025.

Total in-store spend over time



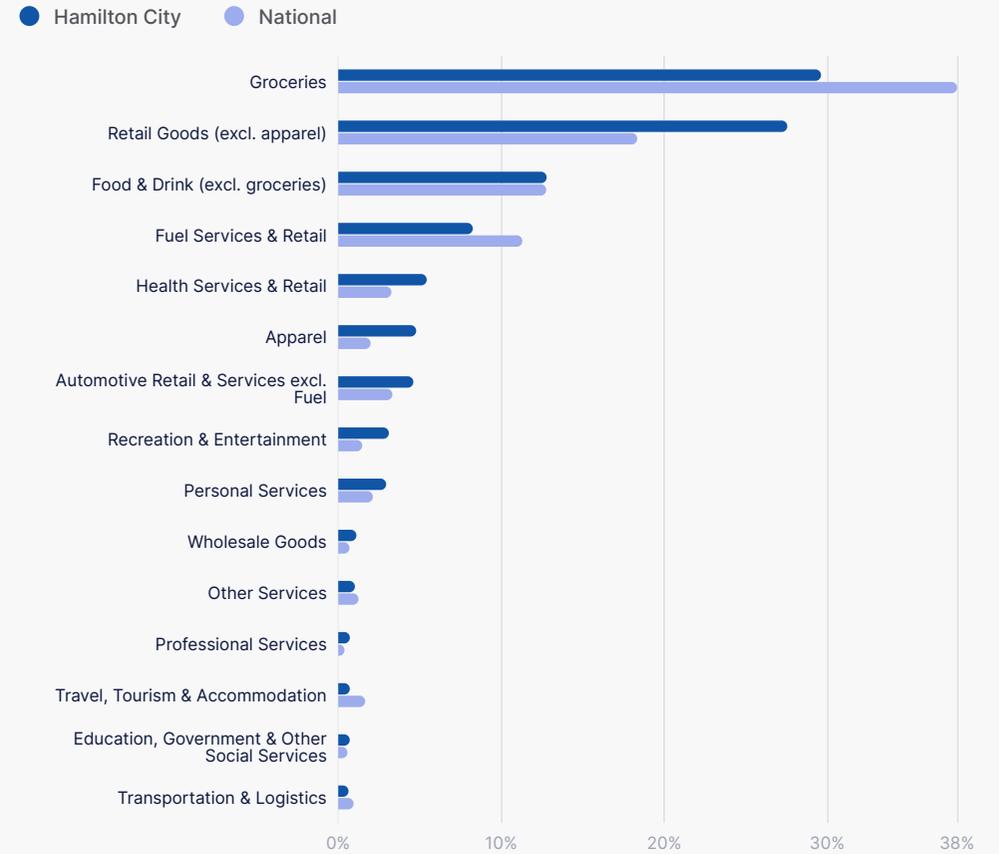
In Dec 2025, \$343M was spent in Hamilton City from all spenders. This has increased by 13% since Nov 2025.

Categories with the greatest spend

Category	\$ Amount ↓	% Change
Groceries	\$101M	▲ 13%
Retail Goods (excl. apparel)	\$94.4M	▲ 21%
Food & Drink (excl. groceries)	\$43.8M	▲ 7.4%
Fuel Services & Retail	\$28.3M	▲ 4.6%
Health Services & Retail	\$18.6M	▼ -1.5%

The largest spend category in Hamilton City in Dec 2025 was Groceries, with a total of \$101M. This is 13% higher than Nov 2025.

All spend by industry (local, domestic, international)



In Hamilton City, people across all spender types (local, domestic, and international) had spent the most on Groceries as of Dec 2025, making up 30% of all spend. Nationally, Groceries made up 38% of total spend across all spender types.

Tourism spend over time



In Dec 2025, \$33.7M was spent by tourists in Hamilton City from domestic and international visitors. Domestic tourism contributed to \$25.4M of this spend and has increased by 20% since Nov 2025, while international tourism contributed \$8.32M and has increased by 48% over the same period.

Spend by origin

Origin	\$ Amount ↓	% Change
All origins	\$343M	▲ 13%
All local spenders	\$299M	▲ 12%
All domestic tourists	\$25.4M	▲ 20%
All international tourists	\$8.32M	▲ 48%

In Dec 2025, Local spenders contributed \$299M to the total in-store spending in Hamilton City. This has increased by 12% since Nov 2025.

i Note that some portion of total spend comes from cardholders without known addresses and therefore is not assigned to any of the three main spending groups.

Visiting regions with the greatest spend

Visiting Region	\$ Amount ↓	% Change
Auckland	\$5.86M	▲ 31%
Matamata-Piako District	\$1.66M	▲ 9.7%
Tauranga City	\$1.55M	▼ -11%
Waikato District	\$1.5M	▲ 27%
South Waikato District	\$1.44M	▲ 15%

The largest spend from domestic tourists visiting Hamilton City came from Auckland, with tourists spending \$5.86M. This is 31% higher than Nov 2025.

Visiting countries with the greatest spend

Visiting Country	\$ Amount ↓	% Change
Australia	\$4M	▲ 55%
USA	\$1.02M	▲ 28%
UK	\$868K	▲ 94%
Rest of Europe	\$757K	▲ 38%
Rest of Asia	\$627K	▲ 26%

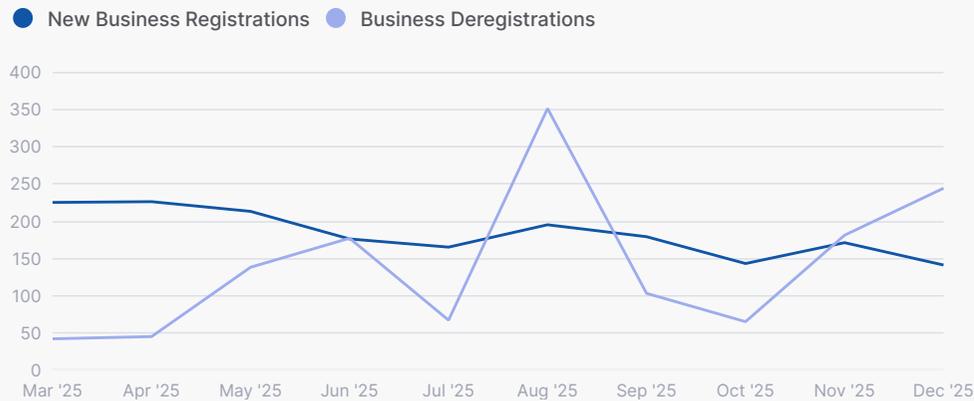
The largest spend from international tourists visiting Hamilton City came from Australia, with tourists spending \$4M. This is 55% higher than Nov 2025.

Total number of businesses registered to date



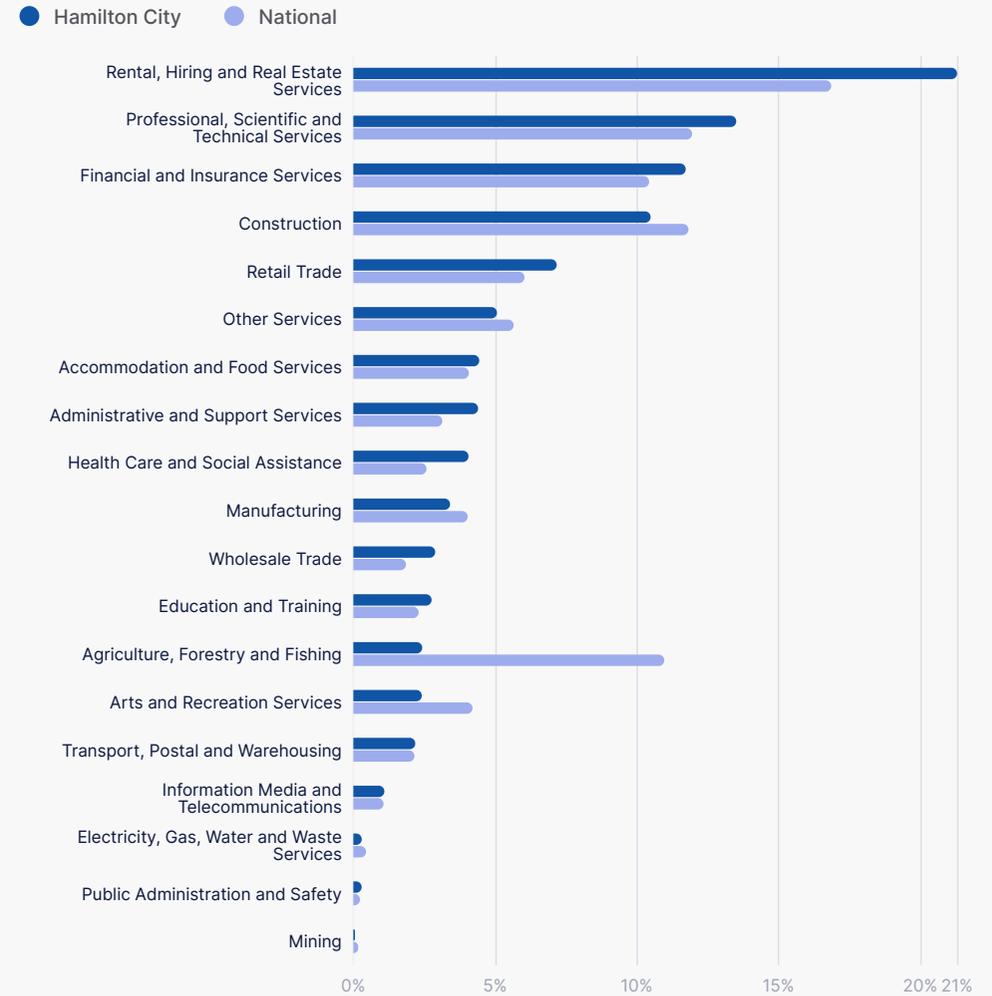
As of Dec 2025, there were 26.6K registered businesses in Hamilton City, This is 421% higher than the national median. Over the last 12 months, the number of registered businesses in Hamilton City has increased by 1.7%.

Business openings and closings in the last year



In Hamilton City, there were 141 new business registrations, decreasing by 18% since Nov 2025. There were also 244 business deregistrations, increasing by 35% over the same period.

Distribution of registered businesses by industry



Rental, Hiring and Real Estate Services is the largest industry operating in Hamilton City, with 21% currently registered businesses as of Dec 2025. This is higher than the national proportion of 17% for the same industry.



Demographics

Key pillar changes

Estimated total population

192K

▲ 1.4%

As of Jun 2025, the total population in Hamilton City is 192,140, which has increased by 1.4% since Jun 2024.

Age group with the highest population

30-34

▼ -2%

As of Jun 2025, the age group with the highest population in Hamilton City is 30-34, making up 9% of the population. This has decreased by 2.1% since Jun 2024.

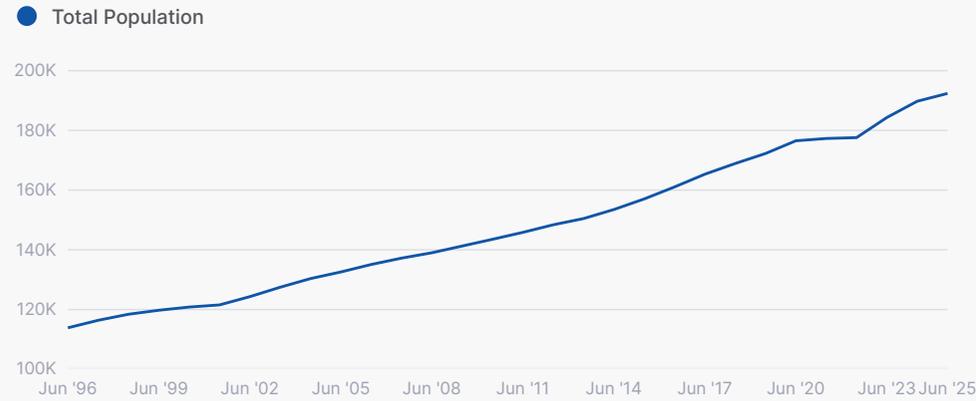
Ethnic group with the greatest change in population

Asian

▲ 39%

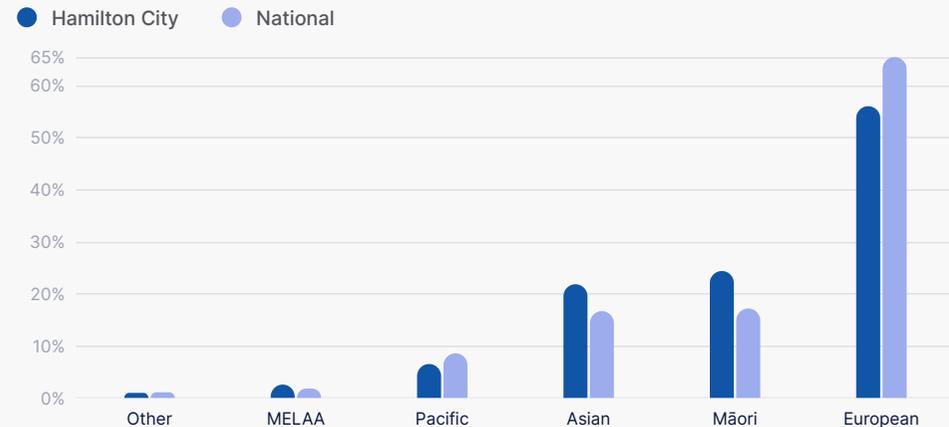
As of Mar 2023, the ethnic group with the greatest change in population in Hamilton City is Asian, making up 4% of the population. This has increased by 39% since Mar 2018.

Estimated population



The estimated population of Hamilton City as of Jun 2025 is 192,140. This has increased by 2,620 people since Jun 2024.

Ethnic distribution



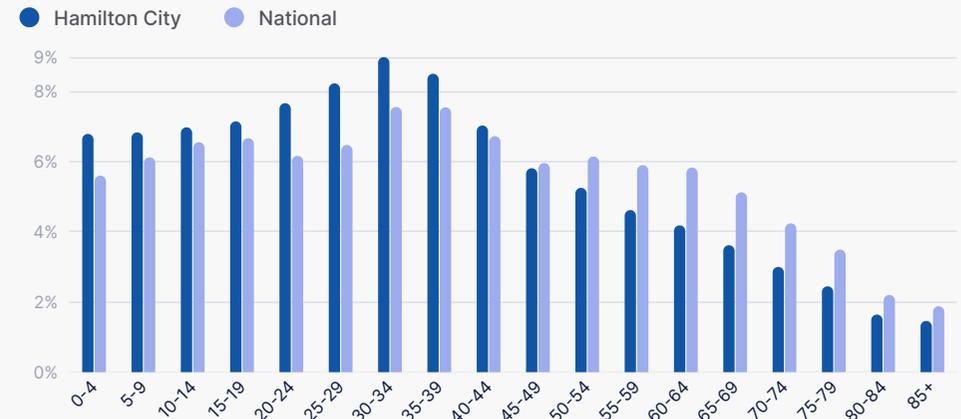
As of Mar 2023, the largest ethnic group in Hamilton City is European, making up 56% of the population. This is 9.4% lower than the national distribution. The ethnic group that has had the greatest change since Mar 2018 is Asian, which has increased by 23%.

Estimated population by community

Community	Amount	% Change ↓
Peacocks	420	▲ 5%
Rototuna North	2,981	▲ 4.7%
Te Rapa South	224	▲ 4.4%
Nelson Creek	840	▲ 3.7%
Ruakura	3,370	▲ 3.7%

As of Jun 2025, the community with the highest estimated population in Hamilton City is Rototuna Central, making up 6,155.5 of the population. This is 1.7% higher than Jun 2024.

Age distribution



As of Jun 2025, the largest age band in Hamilton City is 30-34, making up 9% of the population. This is 1.4% higher than the national distribution. The age band that has had the greatest change since Jun 2024 is 35-39, which has increased by 3.5%.

Employment

Key pillar changes

Median Household Income

\$108K

— No Change

As of Dec 2025, the median household income (adjusted for inflation) in Hamilton City is \$108K, which is ranked 10 out of 66 available districts.

Job Seeker Support

8.3%

▼ -0.31%

As of Sept 2025, the percentage of claimants receiving job seeker support in Hamilton City is 8.3%, which has decreased by 0.31% since Aug 2025.

Means Tested Benefit

3.7%

▼ -0.31%

As of Sept 2025, the percentage of claimants receiving supported living payment or other main benefits in Hamilton City is 3.7%, which has decreased by 0.31% since Aug 2025.

Sole Parent Support

3.3%

▼ -0.31%

As of Sept 2025, the percentage of claimants receiving sole parent support in Hamilton City is 3.3%, which has decreased by 0.31% since Aug 2025.

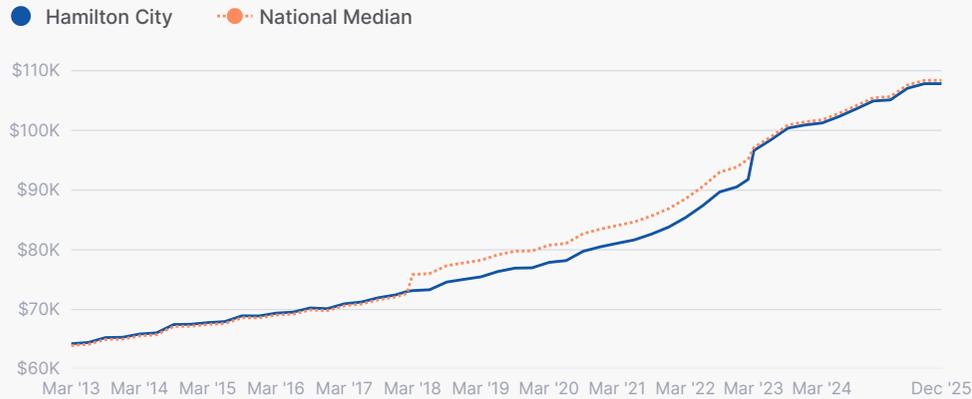
Employment Rate

94%

▲ 2.7%

As of Mar 2023, Hamilton City has an employment rate of 94% and is ranked 56 out of 66 available districts by Employment Rate. A rank of 1 means the district has the highest Employment Rate.

Median household income over time



As of Dec 2025, the median household income (adjusted for inflation) in Hamilton City is \$108K. This is 0.52% lower than the national median of \$108K.

Job seeker support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	16%	▼ -0.29%
Māori	11%	▲ 0.3%
Pacific Peoples	10%	▲ 0.85%
Pacific Peoples	8.2%	▼ -0.37%
European	6.3%	▼ -0.07%

In Sept 2025, the Māori ethnic group had the highest proportion of job seeker support claimants in Hamilton City, at 16%.

Sole parent support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	8.3%	▼ -0.29%
Pacific Peoples	3.7%	▼ -0.37%
Māori	3.6%	▲ 0.3%
Pacific Peoples	2.6%	▲ 0.85%
European	2%	▼ -0.06%

In Sept 2025, the Māori ethnic group had the highest proportion of sole parent support claimants in Hamilton City, at 8.3%.

Means tested benefit claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	5.9%	▼ -0.29%
Māori	5.6%	▲ 0.3%
European	5%	▼ -0.07%
European	3.1%	▼ -0.3%
Pacific Peoples	2.6%	▲ 0.85%

In Sept 2025, the Māori ethnic group had the highest proportion of means tested benefit claimants in Hamilton City, at 5.9%.

Housing

Key pillar changes

Median Sale Price

\$750K

▲ 0.4%

As of Dec 2025, the median sale price in Hamilton City is \$750K, which has increased by 0.4% since Nov 2025.

Median Rent Price

\$506

▼ -0.29%

As of Oct 2025, the median rent price in Hamilton City is \$506, which has decreased by 0.29% since Sept 2025.

Years to Save for Deposit

9.2 yrs

▲ 0.4%

As of Dec 2025, the number of years to save for a deposit in Hamilton City is 9.2, which has increased by 0.4% since Nov 2025.

Purchasing affordability (% of income spent on mortgage)

32%

▲ 0.4%

As of Dec 2025, the purchasing affordability in Hamilton City is 32%, which has increased by 0.4% since Nov 2025.

Rental affordability (% of income spent on rent)

24%

— No Change

As of Dec 2025, the rental affordability in Hamilton City is 24%, which has not changed since Nov 2025.

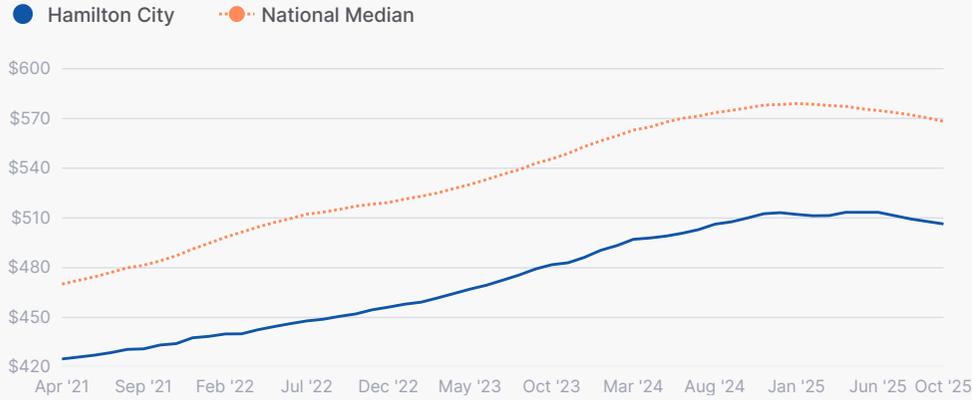
Home ownership rate (% of individuals who own their home)

35%

▲ 0.26%

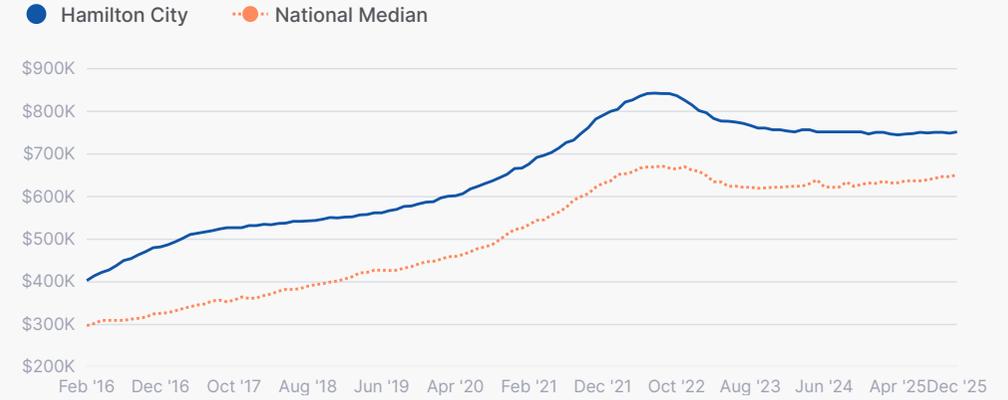
As of Mar 2023, the home ownership rate in Hamilton City is 35%, which has increased by 0.26% since Mar 2018.

Median rent prices over time



As of Oct 2025, the median rent price in Hamilton City was \$506. This is 0.71% lower than the same time last year when it was \$509. Compared to the national median, the median rent price in Hamilton City is 11% lower than the national median of \$568.

Median sale prices over time



As of Dec 2025, the median sale price in Hamilton City was \$750K. This is 0.64% higher than the same time last year when it was \$745K. Compared to the national median, the median sale price in Hamilton City is 16% higher than the national median of \$649K.

Rental affordability by community

Community	% Amount ↓	% Change
Te Rapa South	66%	— No Change
Kirikiriroa	57%	— No Change
Swarbrick	41%	— No Change
Greymouth Central	38%	— No Change
Cobden	37%	— No Change

Te Rapa South was the least affordable place to rent, with rents taking up 66% of income as of Dec 2025. Greymouth Rural was the most affordable, with rents taking up 11% of income.

Education

Key pillar changes

School with the greatest change in NCEA level 3 pass rates

Nga Taiatea Wharekura

▲ 175%

Nga Taiatea Wharekura students in Hamilton City had the greatest change in NCEA Level 3 pass rate, increasing by 175% since Jan 2024.

Ethnicity with the greatest change in NCEA level 3 pass rates

Māori

▼ -33%

Māori students in Hamilton City had the greatest change in NCEA Level 3 pass rate, decreasing by 33% since Jan 2023.

Secondary school students leaving with no NCEA qualification

14%

▼ -0.33%

14% of all students in Hamilton City left school with no NCEA qualification, decreasing by 0.33% since Jan 2023.

Secondary school retention rate

80%

▲ 1.7%

As of Jan 2024, the secondary school retention rate in Hamilton City is 79.8, which has increased by 1.7% since Jan 2023.

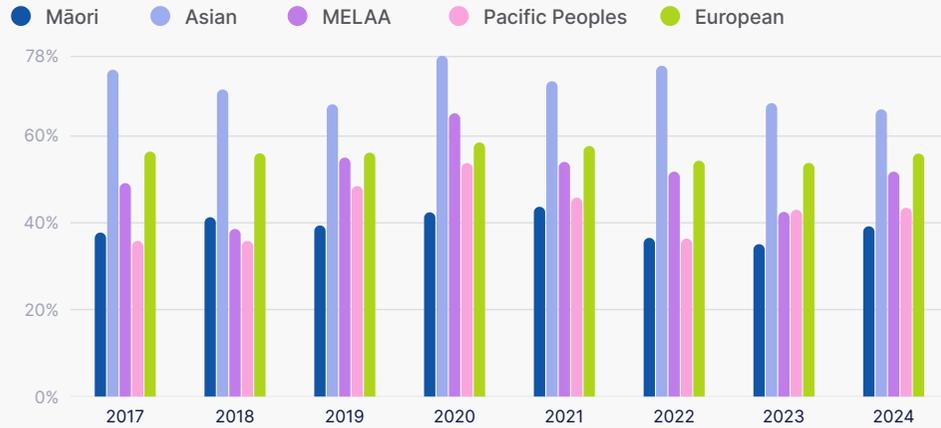
Ethnicity with the greatest change in secondary school retention

Other

▲ 31%

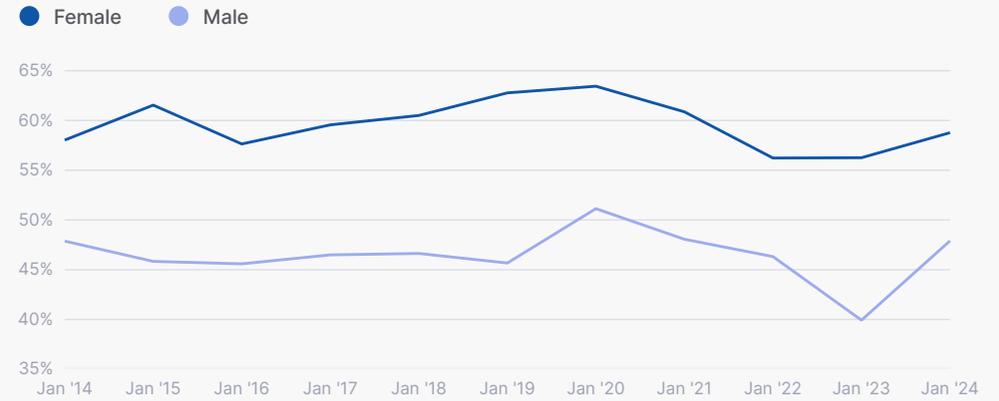
The ethnicity with the greatest change in secondary school retention is Other, which has increased by 31% since Jan 2023.

School leavers with NCEA level 3 by ethnicity



In Jan 2024, Asian students in Hamilton City had the greatest proportion of students leaving with NCEA Level 3. MELAA have seen the greatest change in NCEA Level 3 pass rates since Jan 2024, increasing by 22% to 52%.

School leavers with NCEA level 3 by gender



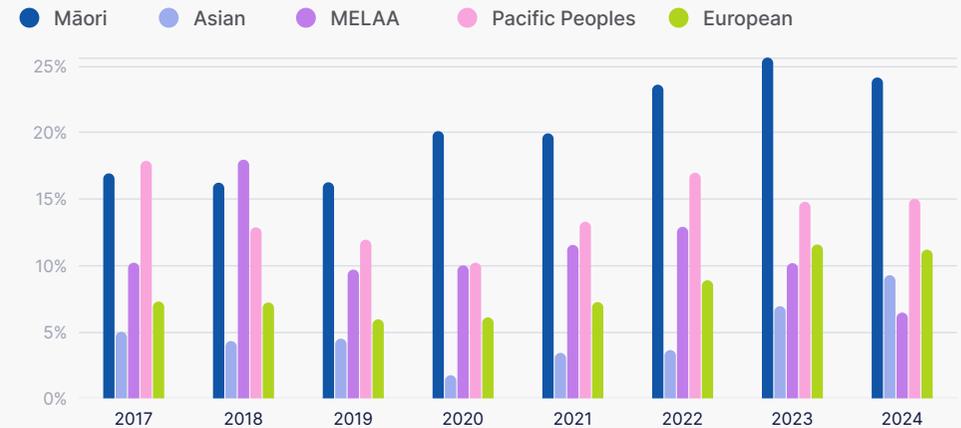
As of Jan 2024, the percentage of female students leaving with NCEA Level 3 in Hamilton City was 59%. This is higher than the 48% pass rate for male students. Compared to Jan 2023, the pass rates have increased for female students and increased for male students.

Schools with greatest change in NCEA level 3 pass rate

Pass Rate	% Amount	% Change ↓
Nga Taiatea Wharekura	73%	▲ 175%
He Puaawai Teen Parent Unit	38%	▲ 50%
Tai Wananga	67%	▲ 44%
Te Kōpuku High	27%	▼ -37%
John Paul II High School	38%	▼ -31%

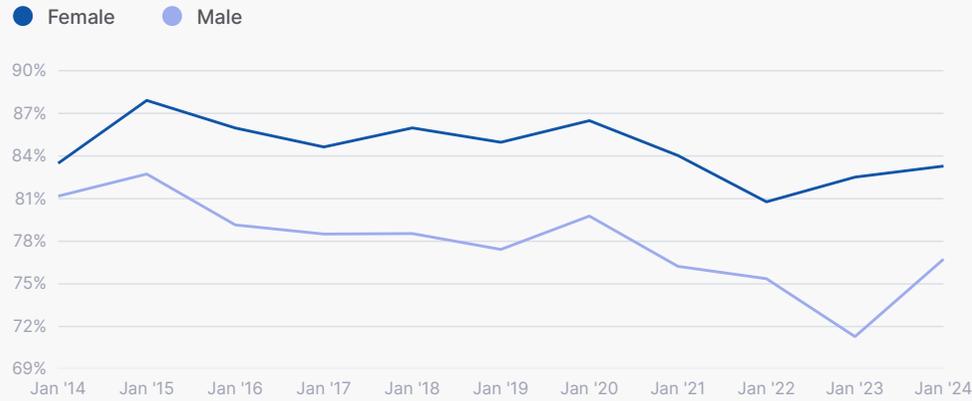
The NCEA Level 3 pass rate of Nga Taiatea Wharekura has increased by 175%, representing the greatest change in Jan 2024 compared to Jan 2024.

School leavers with no NCEA qualification by ethnicity



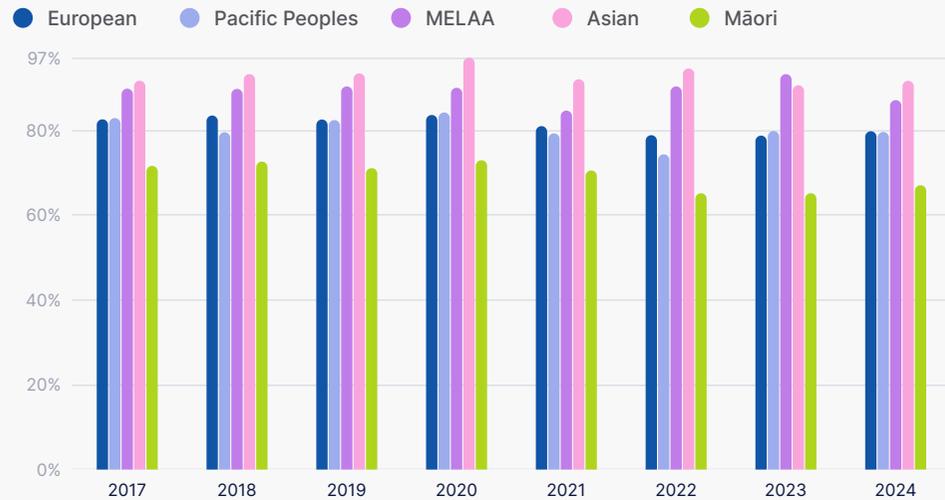
In Jan 2024, Māori students in Hamilton City had the greatest proportion of students leaving with no NCEA qualification. MELAA have seen the greatest change in no NCEA qualification rates since Jan 2024, decreasing by 37% to 6.5%.

School retention by gender over time



As of Jan 2024, the percentage of female students retention in Hamilton City was 83%. This is higher than the 77% retention rate for male students. Compared to Jan 2023, the retention rates have increased for female students and increased for male students.

Secondary school retention by ethnicity



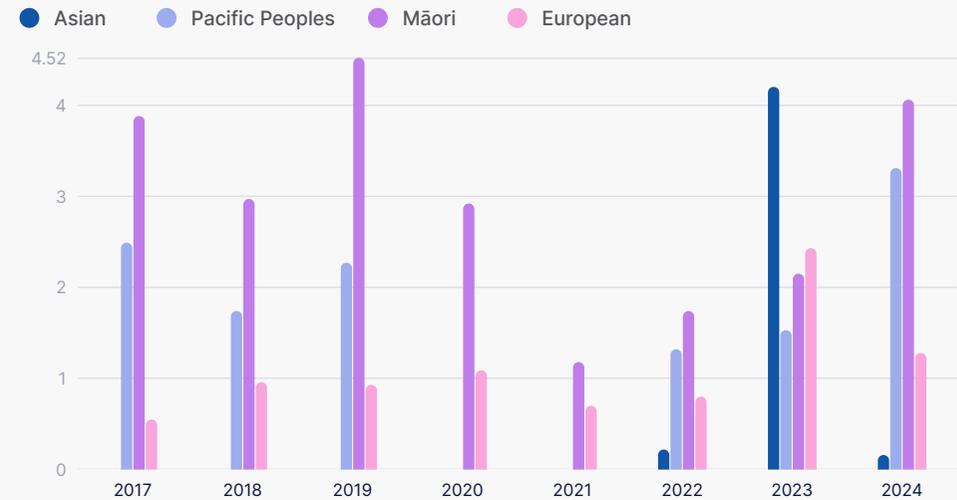
In Jan 2024, Asian students in Hamilton City had the greatest retention rate of 92%. MELAA have seen the greatest change in retention, decreasing by 6.6% since Jan 2024.

Schools with greatest change in retention

Retention Rate	% Amount	% Change ↓
Nga Taiatea Wharekura	80%	▲ 27%
John Paul II High School	74%	▼ -20%
He Puaawai Teen Parent Unit	69%	▲ 16%
Te Kōpuku High	69%	▼ -14%
Tai Wananga	82%	▲ 12%

The secondary school retention rate of Nga Taiatea Wharekura has increased by 27%, representing the greatest change in Jan 2024 compared to Jan 2023. Note that the table only includes schools with more than 50 students.

Exclusion rate by ethnicity



In Jan 2024, Māori students in Hamilton City had the greatest exclusion rate of 4.1 for every 1000 students. Pacific Peoples have seen the greatest change in exclusion rate, increasing by 117% since Jan 2024.

Deprivation

Key pillar changes

Deprivation Score

1,025

▼ -0.02%

As of Sept 2025, the deprivation score in Hamilton City is 1,025.1, which has decreased by 0.02% since Aug 2025.

Community with greatest decrease in deprivation score

Rotokauri-Waiwhakareke

▼ -0.05%

The community with the greatest decrease in deprivation score is Rotokauri-Waiwhakareke, which has decreased by 0.05% since Aug 2025.

Community with greatest increase in deprivation score

Runanga

▲ 0.1%

The community with the greatest increase in deprivation score is Runanga, which has increased by 0.1% since Aug 2025.

Comparison to National Deprivation Score



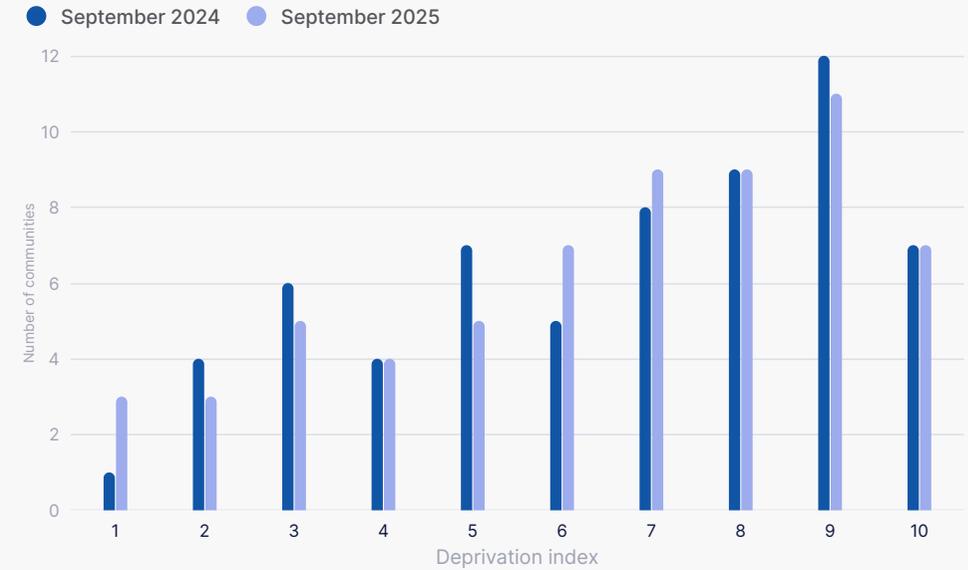
As of Sept 2025, the deprivation score of Hamilton City is 1,025.1. This is 0.26% lower than the score of 1,027.7 at the same time last year Sept 2024. The deprivation score is 4.4% higher than the national median score of 981.6.

Communities with the greatest change in deprivation score

Depr. Score	Amount	% Change ↓
Runanga	1,096	▲ 0.1%
Blaketown	1,046	▲ 0.06%
Rotokauri-Waiwhakareke	885	▼ -0.05%
Cobden	1,104	▲ 0.04%
Nelson Creek	1,053	▼ -0.04%

The deprivation score of Runanga has increased by 0.1%, representing the greatest change in Sept 2025 compared to Aug 2025.

Distribution of Deprivation Index



As of Sept 2025, 43% of Hamilton City's population live in highly deprived communities (deprivation index 8-10), whereas 18% live in high socio-economic performing communities (deprivation index 1-3).

Crime

Key pillar changes

Crime Rate

965

▼ -2.7%

As of Dec 2025, the crime rate in Hamilton City is 964.9, decreasing by 2.7% since Nov 2025.

Community with the highest crime rate

Te Rapa North

▼ -1.2%

The community with the highest crime rate is Te Rapa North, decreasing by 1.2% since Nov 2025.

Community with the lowest crime rate

Greymouth Rural

▼ -1.7%

The community with the lowest crime rate is Greymouth Rural, decreasing by 1.7% since Nov 2025.

Crime type with the greatest change in crime rate

Sexual offences

▼ -17%

The type of crime with the greatest change is Sexual offences, decreasing by 17% since Nov 2025.

Community with the greatest change in crime rate

Pukete West

▼ -17%

The community with the greatest change is Pukete West, decreasing by 17% since Nov 2025.

Comparison to National Crime Rate



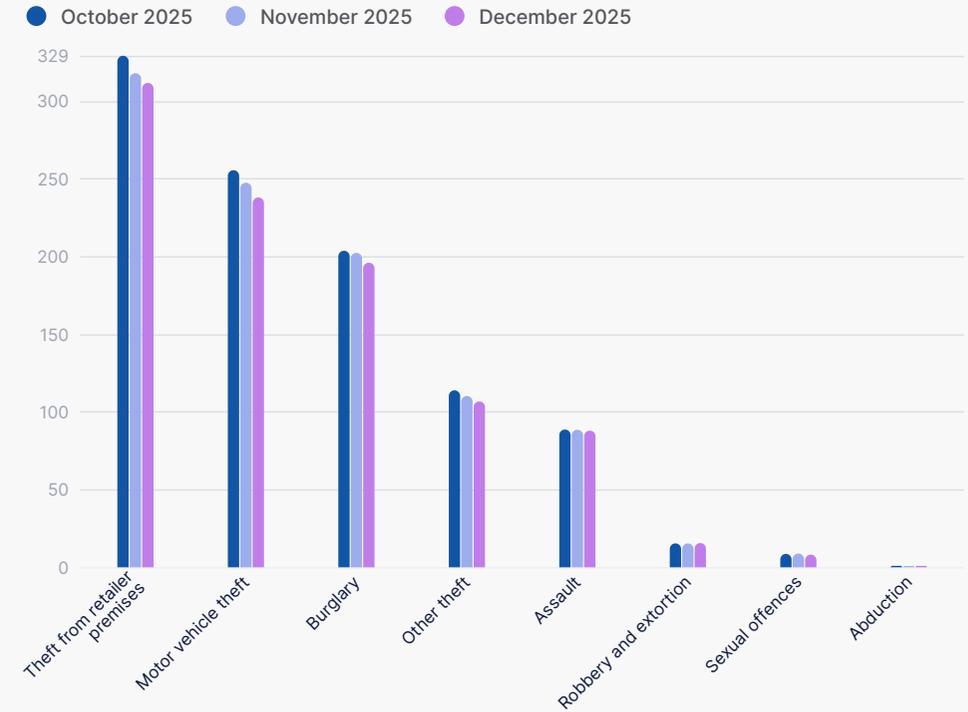
As of Dec 2025, the crime rate in Hamilton City is 964.9. This is 16% lower than the crime rate at the same time last year. The crime rate is 73% higher than the national rate of 558.4.

Communities with greatest change

Crime Rate	Amount	% Change ↓
Pukete West	397	▼ -17%
Deanwell	322	▼ -12%
Western Heights (Hamilton City)	332	▼ -12%
Peachgrove	1,489	▼ -11%
Barrytown	148	▼ -11%

The crime rate of Pukete West has decreased by 17%, representing the greatest change in Dec 2025 compared to Nov 2025.

Crime types with the greatest change



Within Hamilton City, the most prevalent crime type in Dec 2025 was Theft from retailer premises, with a crime rate of 311.7. The type of crime that has seen the greatest change since Dec 2025 is Abduction, which has increased by 13%.

Definitions

International Tourism Spend

International tourist spend is defined by holders of internationally issued cards who have NZ transactions in fewer than four months or fewer than fourteen days in a 12 month period.

Domestic Tourism Spend

Domestic tourism spend is defined by in-person card transactions made in the district by individuals who live outside the district and whose home district's largest urban centre is at least 40 km away.

Local Spenders

A transaction is defined as local spend when it occurs in an area where the cardholder regularly makes purchases or where their last known home location is recorded. This may also include spending by regular travellers and commuters to the region.

Median household income

This metric is inflation-adjusted and reflects the median combined income of households.

Employment rate

The percentage of the working age population that are employed (either full or part-time).

Years to save for a deposit

The number of years it would take to save for a 20% deposit on a property (based on the median property value), saving at an annual rate of 20% of median household income minus the annual median rent price. This assumes that house prices and income remain the same.

Purchasing affordability

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

The percentage of annual median household income that is spent on rent (the higher the %, the less affordable renting is).

Deprivation Index

The deprivation index of the area is calculated using Dot's Dynamic Deprivation Index (DDI), where an index of 1 represents the least deprived areas and an index of 10 represents the most deprived.

Deprivation Score

The deprivation score is a calculation of the socio-economic deprivation of an area, where a higher score represents higher levels of deprivation.

Crime rate

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

For more details on the data, definitions and update schedules

Open the glossary in the Community Compass app by clicking the button in the top right corner of a specific insight page.

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