

# Quarterly Report

Waikato District

# Summary

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

 New Business Registrations this month

 **38.0**

As of December 2023, Waikato District saw 38.0 new business registrations, a decrease of 28.3% compared with September 2023.

 Rental affordability (% of income spent on rent)

 **23.6%**

As of December 2023, residents of Waikato District spent 23.6% of their household income on rent, an increase of 0.73% compared with September 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

 **11.3**

In December 2023, Waikato District had a crime rate of 11.3 incidents per 10,000 people, a decrease of 7.49% compared with September 2023.

 Deprivation Index

 **4.0**

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

 Job seeker support rate

 **6.2%**

In December 2023, 6.2% of the working population (15-64 years) in Waikato District claimed Job Seeker Support, an increase of 12.87% compared with December 2022.

 Trending Up  Trending Down  Improving  Worsening  No Change

### Key Pillar Changes

**New Business Registrations this month** (Dec 2023) **38.0** ▼ **28.3%** % change is from September 2023

**Business Deregistrations this month** (Dec 2023) **28.0** ▼ **36.36%** % change is from September 2023

**Total tourism spend this quarter** (Jul 2023) **\$21.2M** ▼ **11.51%** % change is from April 2023

### Total number of businesses registered to date



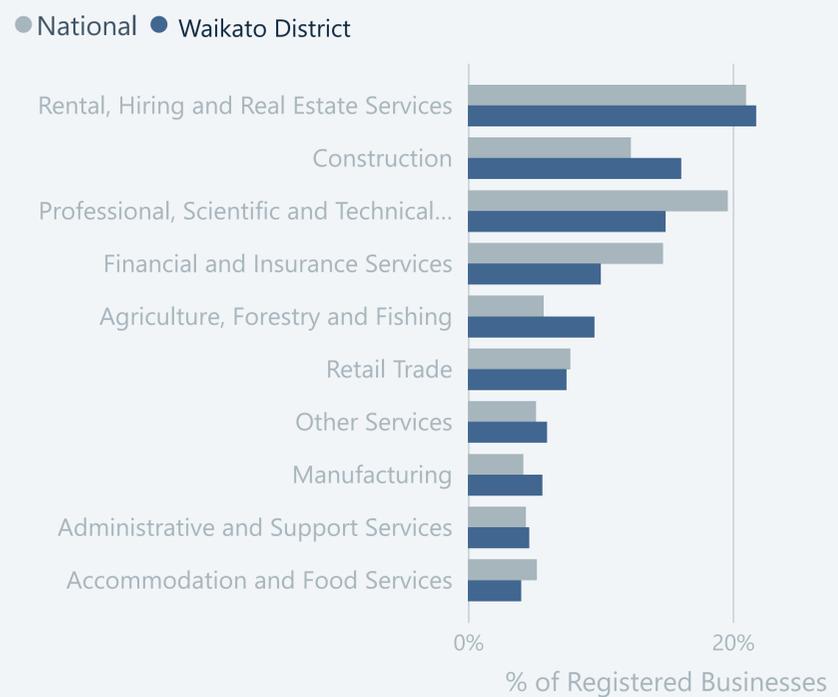
As of December 2023 there were 10057 registered businesses in Waikato District. Over the last 12 months the number of registered businesses has increased by 296. Nationally, the number of registered businesses has increased by 1.65%.

### Business openings and closings in the last year



Comparing December 2023 with December 2022 Waikato District has seen no change in the number of new business registrations of 0% and a decrease in the number of business deregistrations of 6.7%.

### Distribution of registered businesses by industry



Rental, Hiring and Real Estate Services is the largest industry operating in Waikato District and makes up 18.4% of all currently registered businesses.

### Tourism spend this quarter



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

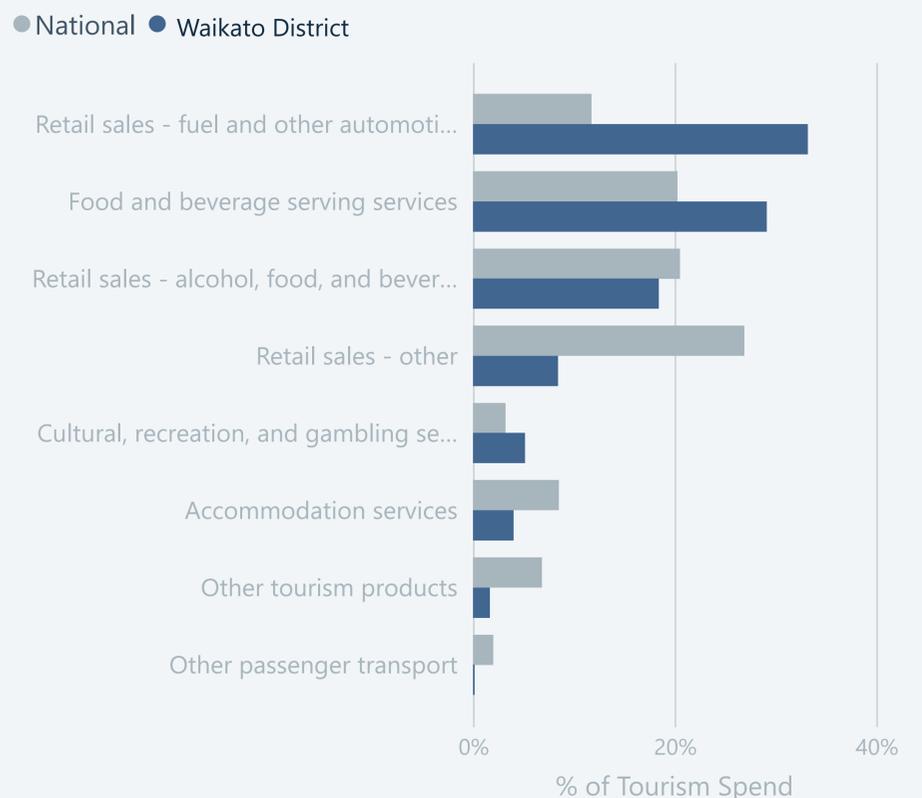
This quarter, the largest spend from international tourists visiting Waikato District came from Australia, with tourists spending \$591K. This represents an increase of \$23K since the same quarter last year.

### 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



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.

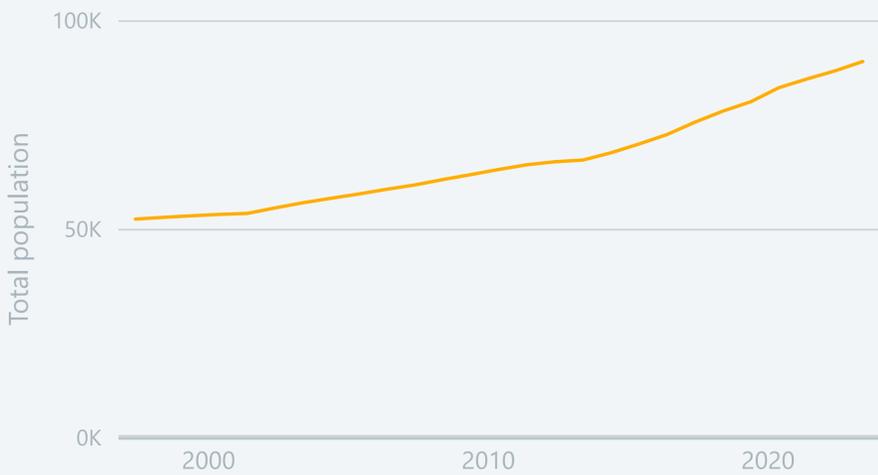


# Demographics

## Estimated population

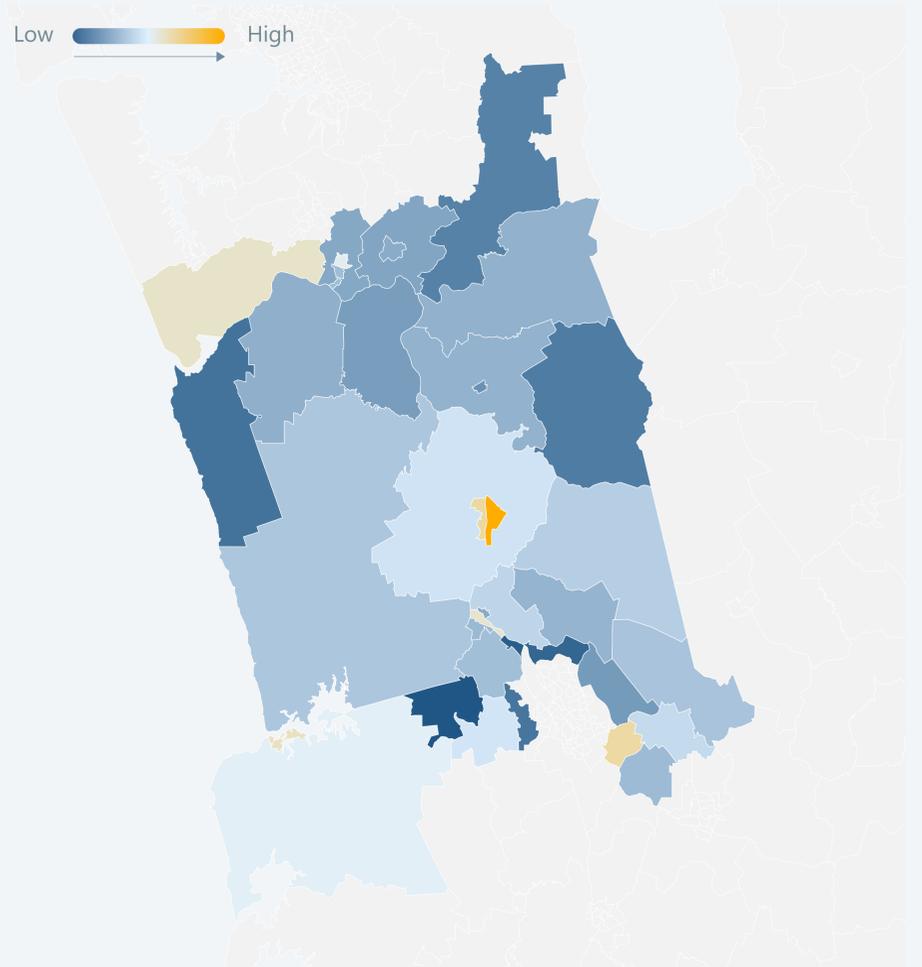
# 90.11K

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.



## Population distribution

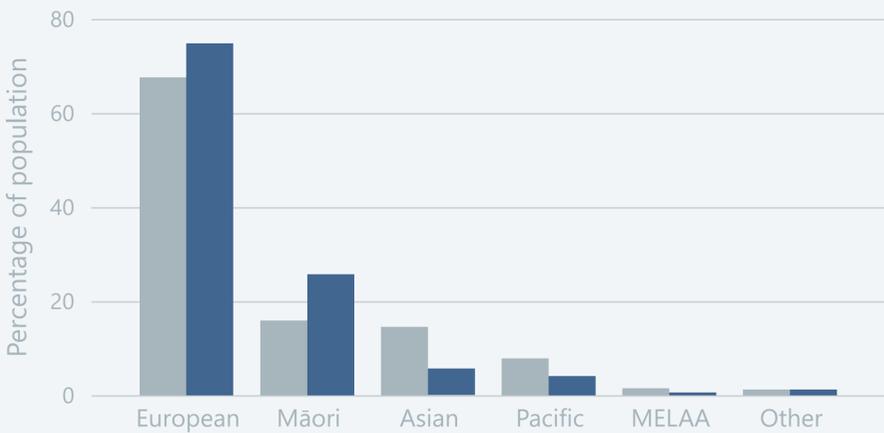
Low High



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

## Ethnic distribution

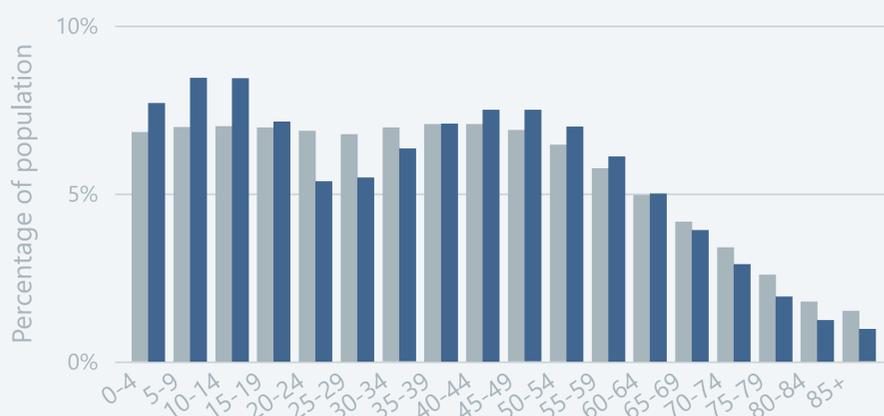
● National ● Waikato District



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 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%.

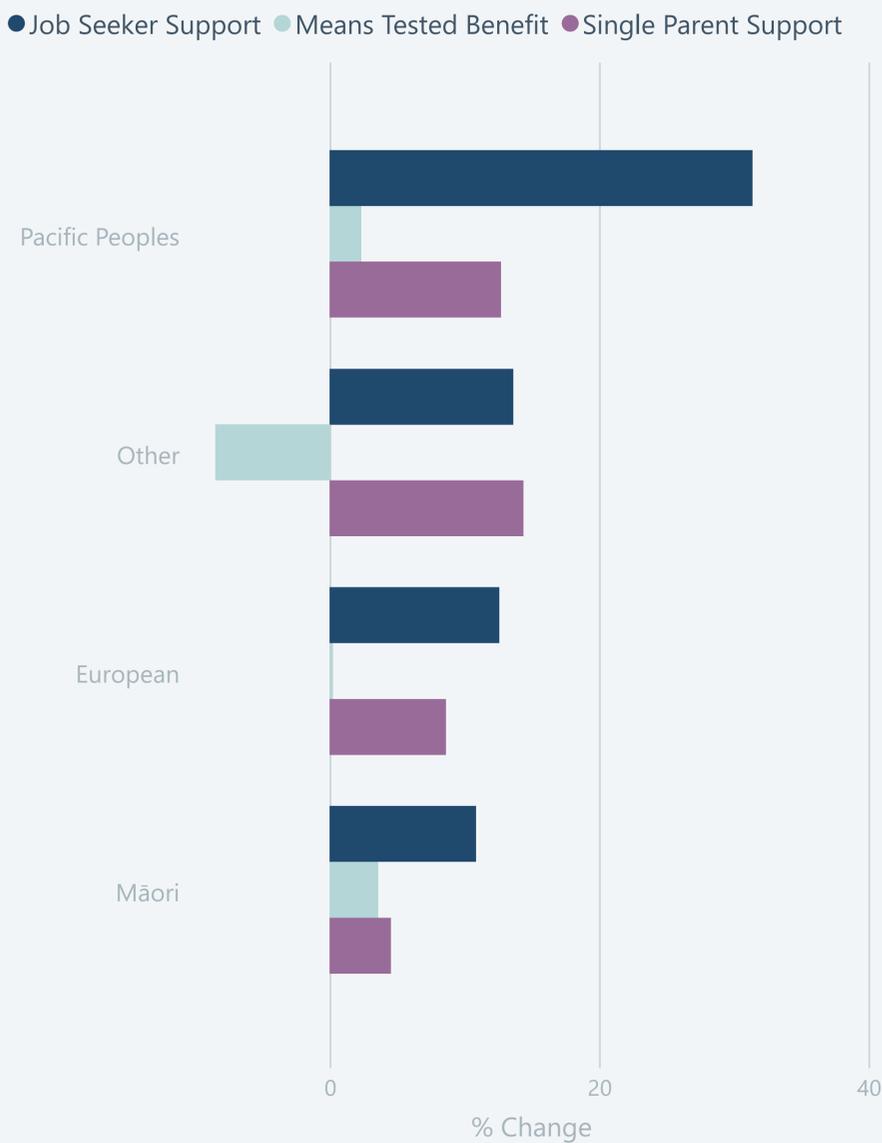
## Key Pillar Changes

**Job seeker support rate** Dec 2023 **6.2%** ▲ **12.87%** % change is from December 2022

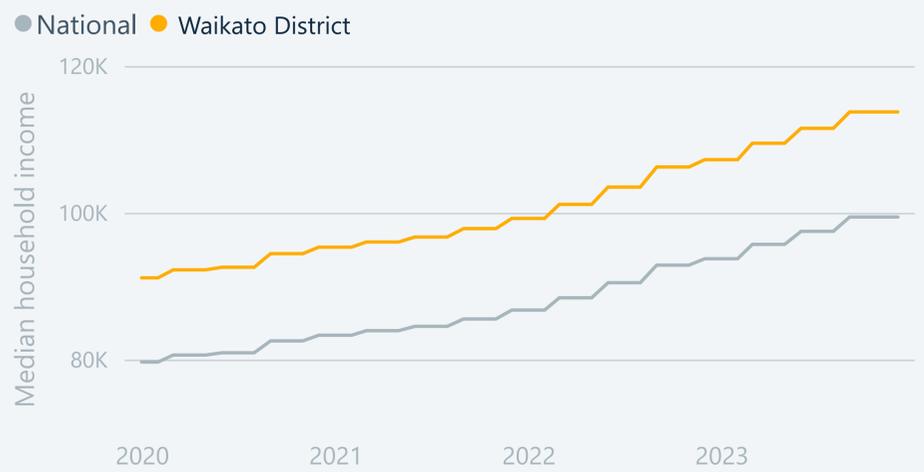
**Means tested benefit rate** Dec 2023 **2.9%** ▲ **1.99%** % change is from December 2022

**Sole parent support rate** Dec 2023 **3.0%** ▲ **6.79%** % 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 Waikato District was \$113,740. 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 31.38% to a value of 8.09 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 8.49% to 1.16 claimants per 100 working adults.

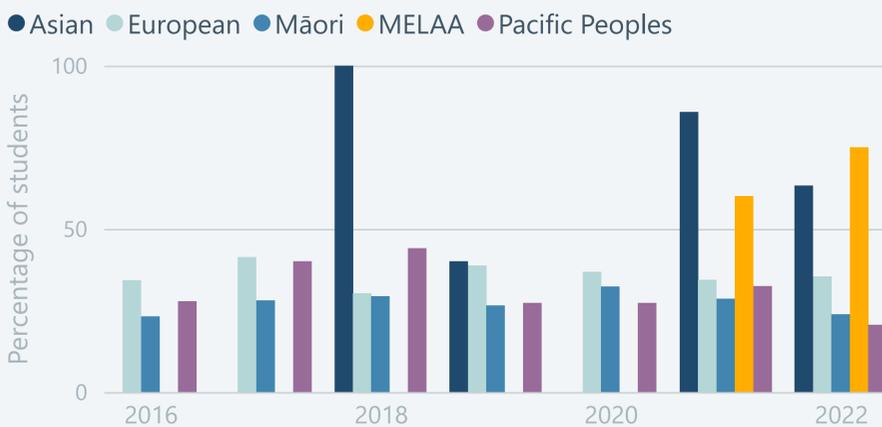
## Key Pillar Changes

**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**

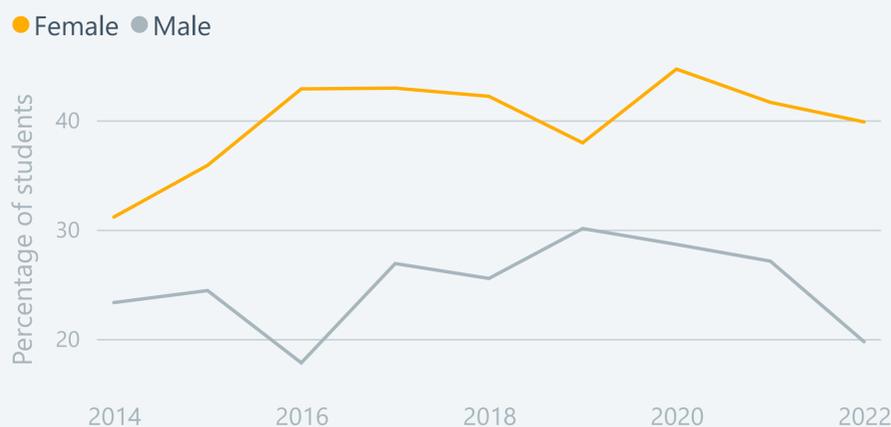
**Ethnicity with greatest change in secondary school retention** Jan 2022 **Māori** ▽ 26.67% % change is from January 2021

### 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



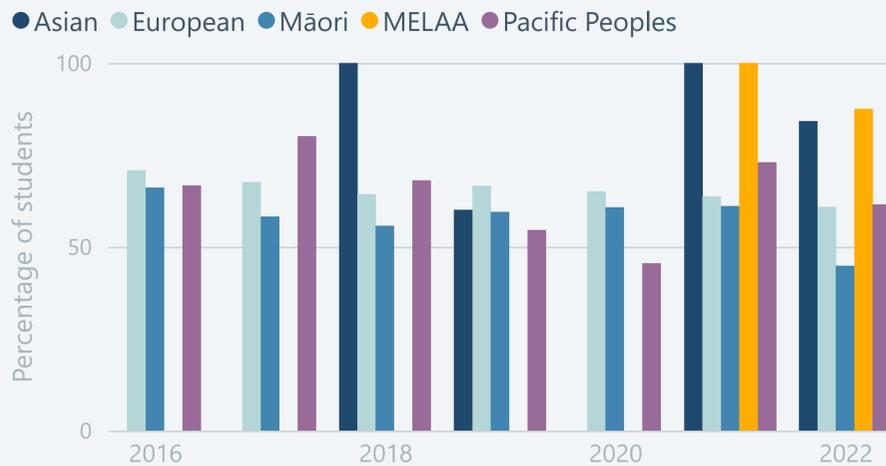
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Waikato District for female students has been 1.61 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for female students compared with male students was higher than average. Compared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

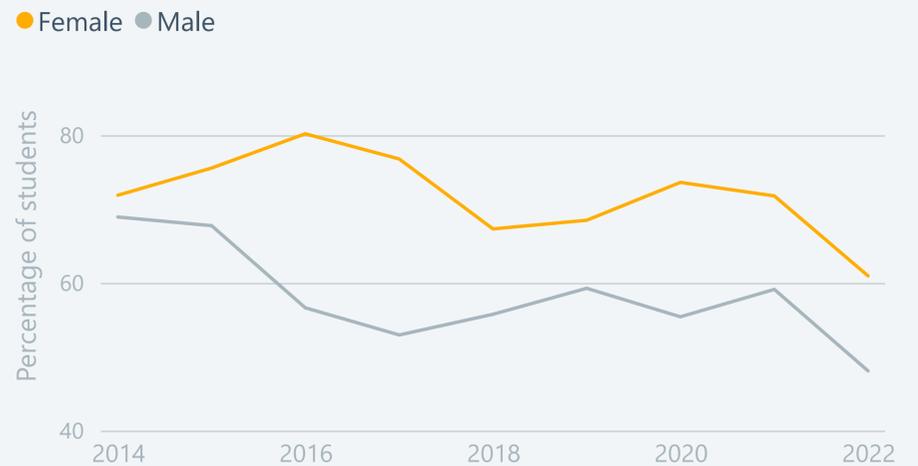
School	% Change	Pass Rate
Huntly College	<span>▽</span> 14.16	11.59
Tuakau College	<span>▽</span> 5.99	33.61
Ngaruawahia High School	<span>▽</span> 3.94	20.73
Te Kauwhata College	<span>▽</span> 3.31	21.69

## 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.

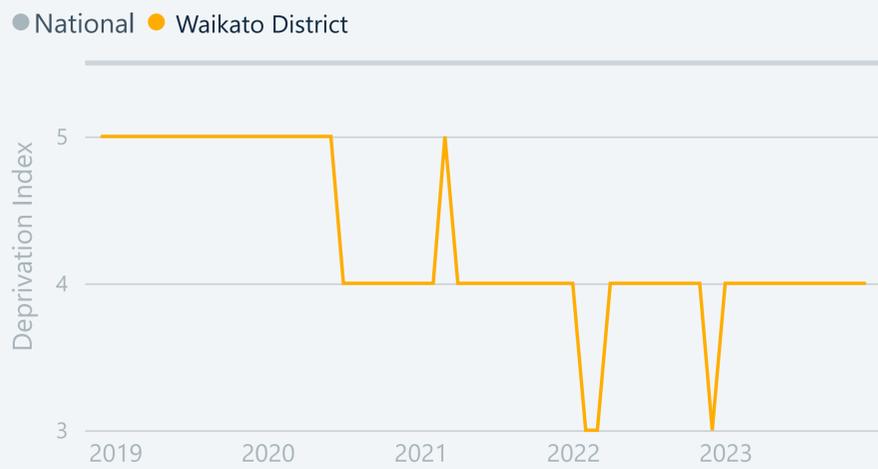
## Key Pillar Changes

Deprivation Index Dec 2023 **4.0** — 0% % change is from November 2023

Community with greatest decrease in deprivation score Dec 2023 **Raglan** ▽ 1.09% % change is from December 2022

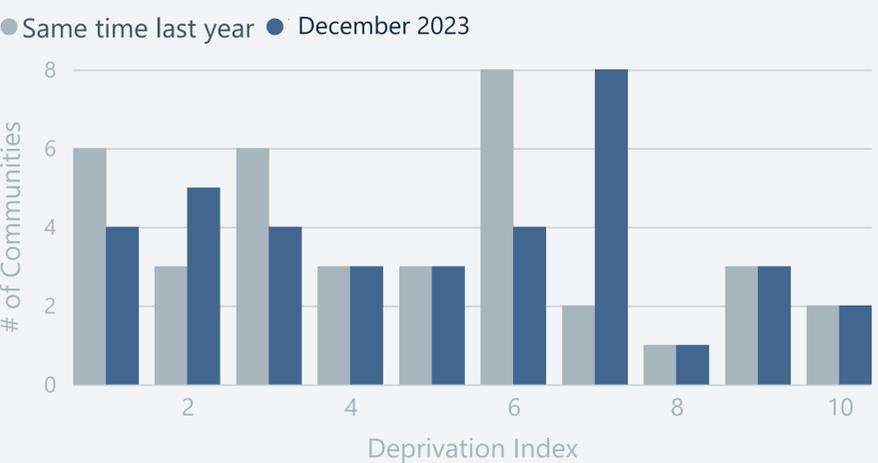
Community with greatest increase in deprivation score Dec 2023 **Mangatangi** ▲ 3.81% % change is from December 2022

## Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Waikato District has increased by 33.3%, and is now 4 in December 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 35.1% live in high socio-economic performing communities (deprivation index 1-3).

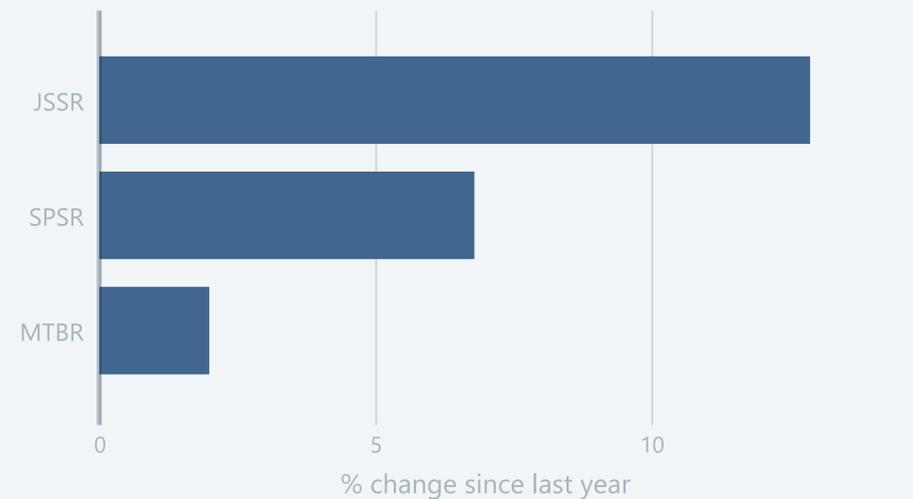
**i** Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

## Communities with the Greatest Change

Community	% Change	Depr. score
Mangatangi	▲ 3.81	992.10
Maramarua	▲ 3.35	1,009.72
Horotiu	▲ 2.77	1,024.49
Pokeno Rural	▲ 2.38	941.51
Te Kowhai	▲ 2.26	898.65

The community with the greatest change in deprivation score since the same time last year was Mangatangi, with a 3.8% 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 12.87% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

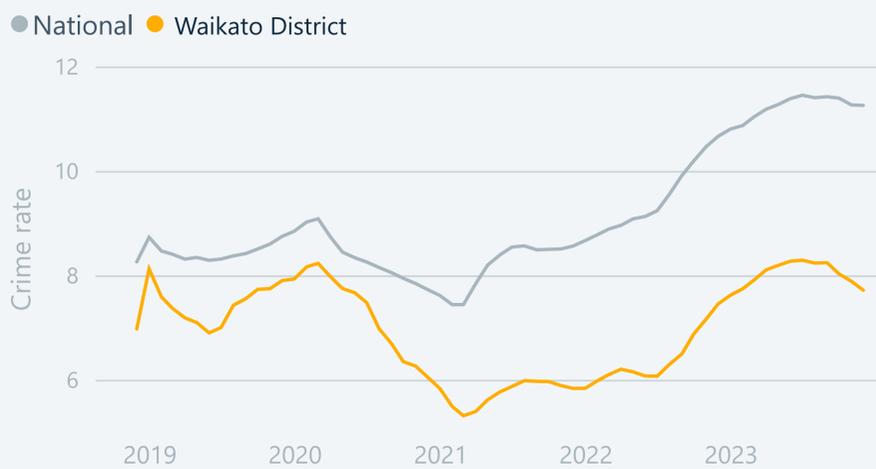
## Key Pillar Changes

**Crime rate** Dec 2023 **11.3** ▽ 7.49% % change is from September 2023

**Crime type with the greatest change in crime rate** Dec 2023 **Sexual Assault** ▲ 23.33% % change is from September 2023

**Community with greatest change in crime rate** Dec 2023 **Onewhero** ▲ 54.09% % change is from September 2023

## Comparison to National Crime Rate



Compared with the same time last year the crime rate in Waikato 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 Waikato District, communities with a deprivation index of 9 have the highest crime rate. The crime rate in these communities is 1.3 times higher than those with a deprivation index of 8, the group with the lowest crime rate. Communities with a deprivation index of 6 have seen the greatest change in their crime rate over the last 3 months, with an increase of -55.7%.

**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 December 2023 was 'Unlawful Entry/Burglary/Breaking & Entering'. The type of crime that had the greatest change in the last 3 months was 'Sexual Assault', with an increase of 23.3%.

## Communities with Greatest Change

Community	% Change	Crime rate
Onewhero	▲ 54.09	6.4
Port Waikato-Waikaretu	▽ 46.49	14.0
Whatawhata West	▲ 32.66	11.0
Pukemoremore	▽ 23.33	10.5
Eureka-Tauwhare	▽ 19.52	9.0

Onewhero saw the greatest change in crime rate over the last 3 months in Waikato District, with an increase of 54.1%.

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