

2 COMMUNITY PROFILE

The following data sets have been compiled to provide a profile of the Hamilton East community and how this has changed over the last 20-30 years based on 2001 Census Area Unit data and is presented in Appendix B:

- Resident Population;
- Age;
- Ethnicity;
- Household Size;
- Local Area employment; and
- Unemployment.

The Hamilton East population generally reflects the demographics of Hamilton City. There are however some minor differences.

While the population has grown steadily over the last 40 years, the population of Hamilton East as a share of the overall population of Hamilton City Council has steadily fallen since at least the 1970's from over 10% to just over 8% in 2006. This is a reflection of the increasing share of suburban growth focused on Greenfield growth in north Hamilton, namely Rototuna for example.

Hamilton East has a significantly higher share of working aged (15-64 years) people than is the average for Hamilton City. Hamilton East has the greatest share of working aged people and the smallest share of children of the three local communities that comprise Hamilton East study area.

The ethnic makeup of the area generally reflects the ethnicity of Hamilton as a whole. In terms of household makeup, the area has a larger number of households without children with a consequent smaller average household size.

Business numbers appear to have grown between 2000-2007 by 160 enterprises or approximately 25%. Business size has also increased from between 4.5 to 5.5 employees per enterprise.

The level of unemployment is higher in Hamilton East than in the other two CAU's. Unemployment levels are noticeably higher in the study area than the New Zealand and City averages.

