



Population and dwellings

Number of people counted

- 1,530 people usually live in Hillcrest. This is a decrease of 72 people, or 4.5 percent, since the 2006 Census.
- Hillcrest has 2.3 percent of Rotorua District's population.

Population of Hillcrest and Rotorua District		
2013 Census		
Sex	Hillcrest	Rotorua District
Male	747	31,551
Female	780	33,726
Total people	1,530	65,280

Source: Statistics New Zealand

Note: All figures are for the census usually resident population count.

Number of dwellings counted

- There are 531 occupied dwellings and 30 unoccupied dwellings in Hillcrest.
- For Rotorua District as a whole, there are 24,570 occupied dwellings and 3,063 unoccupied dwellings.
- There are 0 dwellings under construction in Hillcrest, and 78 under construction in Rotorua District.

Note: This time series is irregular. Because the 2011 Census was cancelled after the Canterbury earthquake on 22 February 2011, the gap between this census and the last one is seven years. The change in the data between 2006 and 2013 may be greater than in the usual five-year gap between censuses. Be careful when comparing trends.

This data has been randomly rounded to protect confidentiality. Individual figures may not add up to totals, and values for the same data may vary in different text, tables and graphs. For areas with small populations, the data may not look as expected because of this rounding.

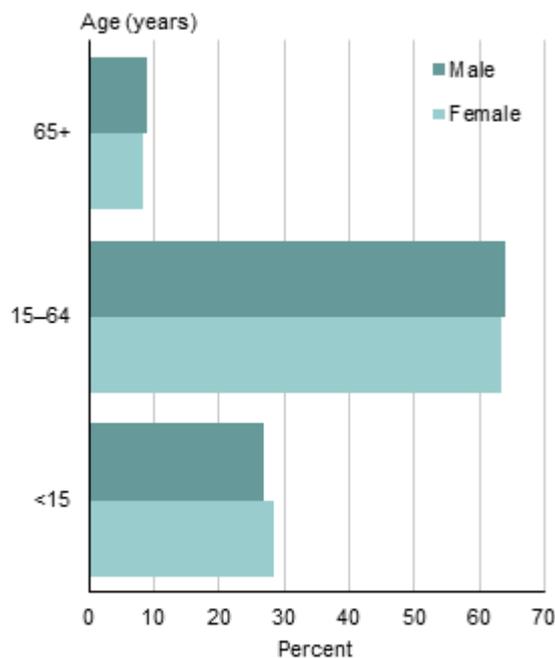
Age and sex

Total population

- The median age (half are younger, and half older, than this age) is 30.5 years for people in Hillcrest. The median age in Rotorua District is 37.3 years.
- 8.6 percent of people in Hillcrest are aged 65 years and over, compared with 13.8 percent of the total Rotorua District population.
- 27.6 percent of people are aged under 15 years in Hillcrest, compared with 23.2 percent for all of Rotorua District.

Broad age group and sex of people

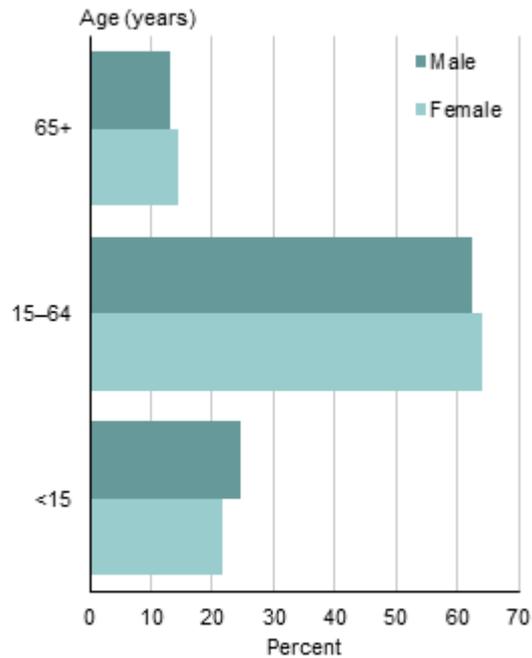
Hillcrest
2013 Census



Source: Statistics New Zealand

Broad age group and sex of people

Rotorua District
2013 Census



Source: Statistics New Zealand

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Cultural diversity

Ethnic groups

- The most common ethnic group in Hillcrest is European, compared with European for Rotorua District as a whole.

Ethnic groups in Hillcrest and Rotorua District		
2013 Census		
Ethnic group ⁽¹⁾	Hillcrest (percent)	Rotorua District (percent)
European	60.3	67.5
Māori	38.5	37.5
Pacific peoples	8.3	5.0
Asian	10.8	6.3
Middle Eastern, Latin American, African	0.6	0.6
Other ethnicity	2.5	1.7

1. Includes all people who stated each ethnic group, whether as their only ethnic group or as one of several. Where a person reported more than one ethnic group, they have been counted in each applicable group. As a result percentages do not add up to 100.

Source: Statistics New Zealand

Birthplace

- 17.5 percent of people in Hillcrest were born overseas, compared with 16.3 percent for Rotorua District as a whole.
- For people born overseas who are now living in Hillcrest, the most common birthplace was Asia, compared with UK and Ireland for people born overseas in all of Rotorua District.

Languages spoken

- After English, the next most common language spoken in Hillcrest is te reo Māori, which was spoken by 11.5 percent of people. For Rotorua District as a whole, the most common language apart from English is te reo Māori, spoken by 11.6 percent of people.
- New Zealand Sign Language is used by 1.0 percent of people in Hillcrest, compared with less than one percent of people for all of Rotorua District.
- 76.8 percent of people in Hillcrest speak only one language, compared with 79.4 percent of people for all of Rotorua District.

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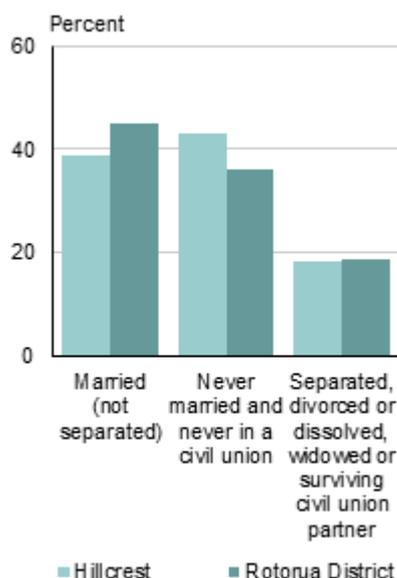
Relationship status

Total population aged 15 years and over

- 42.9 percent of people aged 15 years and over living in Hillcrest have never married, 38.9 percent are married, and 18.5 percent are separated, divorced or widowed.
- 28.3 percent of people in Hillcrest aged 15 years and over who have never been married live with a partner.

Legally registered relationship status for people aged 15 years and over

Hillcrest and Rotorua District
2013 Census



Source: Statistics New Zealand

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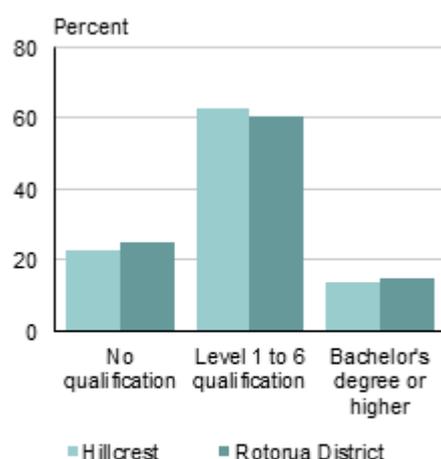
Qualifications

Total population aged 15 years and over

- 77.1 percent of people aged 15 years and over in Hillcrest have a formal qualification, compared with 75.2 percent in Rotorua District.
- In Hillcrest, 14.0 percent of people aged 15 years and over held a bachelor's degree or higher as their highest qualification, compared with 14.8 percent for Rotorua District as a whole.

Highest qualification for people aged 15 years and over

Hillcrest and Rotorua District
2013 Census



Note: Level 1 to 6 qualification category includes level 1 to 4 certificates, level 5 and 6 diploma and overseas secondary school qualification.
Source: Statistics New Zealand

Note: Total population figures are for the census usually resident population count.

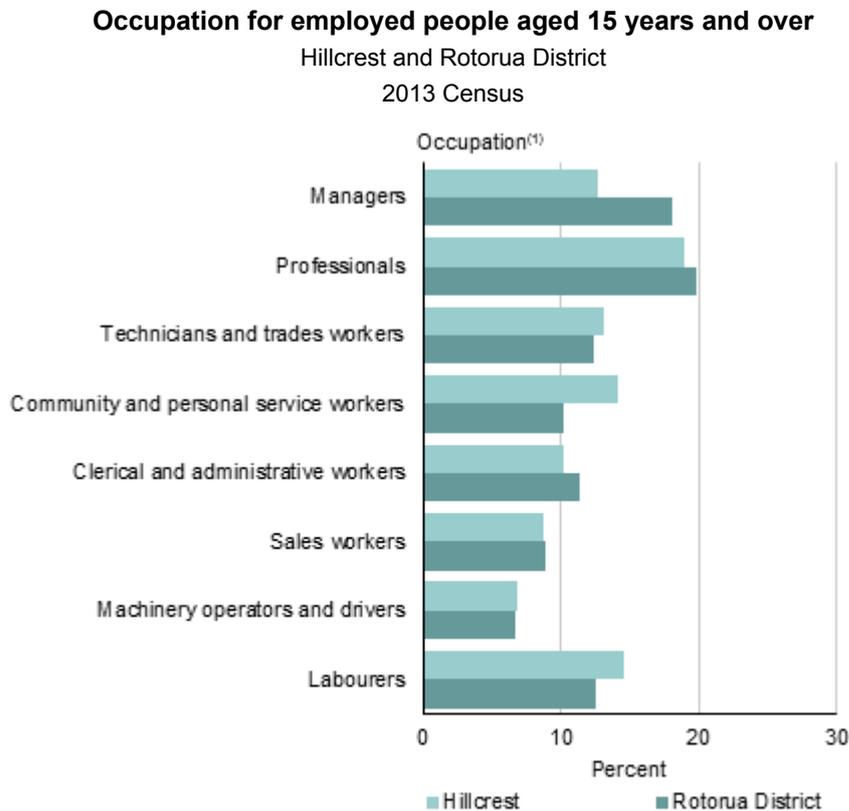
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Work

Total population aged 15 years and over

- The unemployment rate in Hillcrest is 13.6 percent for people aged 15 years and over, compared with 10.0 percent for all of Rotorua District.
- The most common occupational group in Hillcrest is 'professionals', and 'professionals' is the most common occupational group in Rotorua District.



1. Australian and New Zealand Standard Classification of Occupations (ANZSCO V1.1).
Source: Statistics New Zealand

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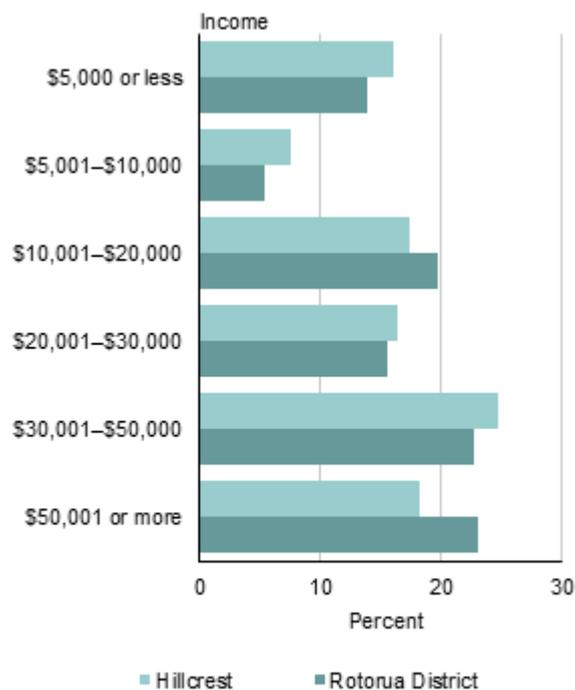
Income

Total population aged 15 years and over

- For people aged 15 years and over, the median income (half earn more, and half less, than this amount) in Hillcrest is \$25,700. This compares with a median of \$26,900 for all of Rotorua District.
- 40.8 percent of people aged 15 years and over in Hillcrest have an annual income of \$20,000 or less, compared with 38.8 percent of people for Rotorua District as a whole.
- In Hillcrest, 18.2 percent of people aged 15 years and over have an annual income of more than \$50,000, compared with 22.9 percent of people in Rotorua District.

Total personal income for people aged 15 years and over

Hillcrest and Rotorua District
2013 Census



Source: Statistics New Zealand

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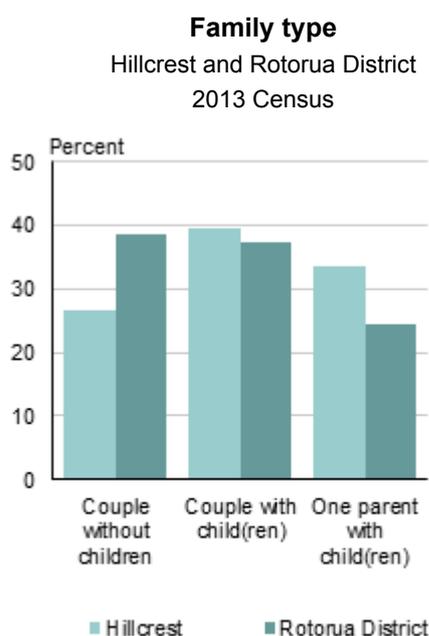
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Families

Family type

- Couples with children make up 39.4 percent of all families in Hillcrest, while couples without children make up 26.5 percent of all families.
- In Rotorua District, couples with children make up 37.2 percent of all families, while couples without children make up 38.5 percent of all families.
- 33.3 percent of families in Hillcrest are one parent with children families, while one parent with children families make up 24.3 percent of families for Rotorua District as a whole.



Source: Statistics New Zealand

Note: All figures are for families in occupied private dwellings.

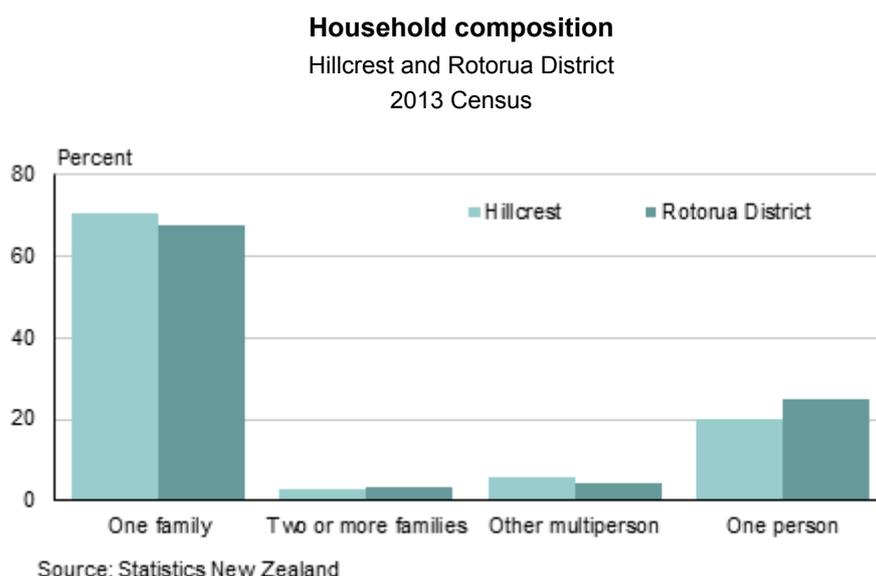
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Households

Household composition

- One-family households make up 70.6 percent of all households in Hillcrest. For Rotorua District as a whole, one-family households make up 67.6 percent of all households.
- In Hillcrest, there are 102 one-person households making up 20.0 percent of all households. In Rotorua District, one-person households make up 25.0 percent of all households.
- The average household size in Hillcrest is 2.9 people, compared with an average of 2.6 people per household for all of Rotorua District.



Note: All figures are for households in occupied private dwellings.

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Phone, fax, and Internet

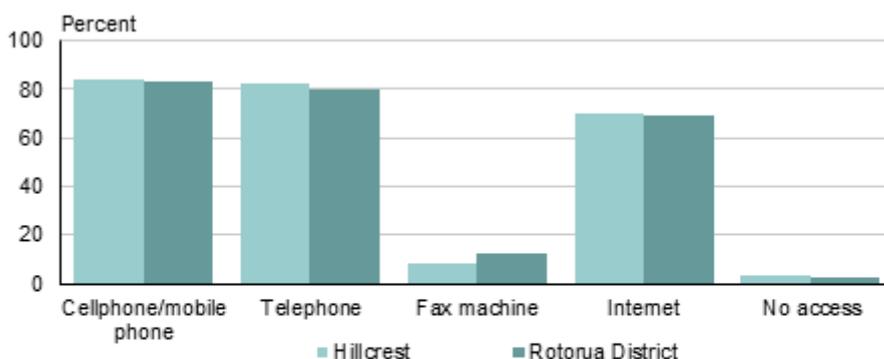
Access to phones, fax machines, and Internet

- 70.1 percent of households in Hillcrest have access to the Internet, compared with 69.1 percent of households in Rotorua District.
- In Hillcrest, 84.1 percent of households have access to a cellphone, compared with 82.9 percent of households for Rotorua District as a whole.

Access to phones, fax machines, and Internet

Hillcrest and Rotorua District

2013 Census



Note: Households can access more than one type of telecommunication device. Therefore percentages do not add up to 100.

Source: Statistics New Zealand

Note: All figures are for households in occupied private dwellings.

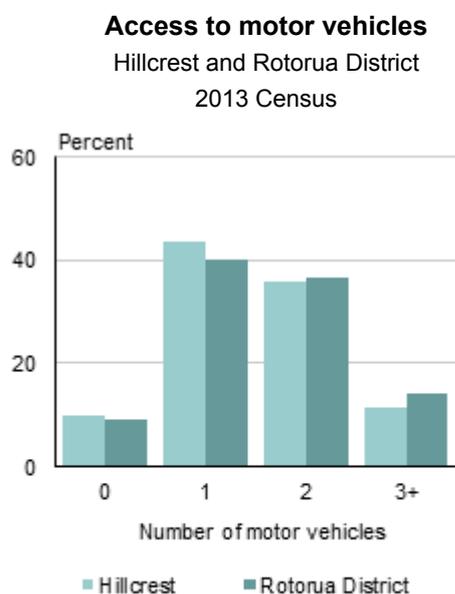
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Transport

Access to motor vehicles

- 11.5 percent of households in Hillcrest have access to three or more motor vehicles, compared with 14.2 percent of all households in Rotorua District.



Note: Some percentages may be too small to show on graph.
Source: Statistics New Zealand

Note: All figures are for households in occupied private dwellings.

Some percentages may be too small to show on graph.

Main means of travel to work

- The most common means of travel to work on census day for people in Hillcrest was driving a private car, truck or van (67.1 percent of people who travelled to work used this form of transport).
- This was followed by driving a company car, truck or van (12.1 percent) and passenger in a car, truck, van or company bus (8.1 percent).
- For Rotorua District as a whole, the most common means of travel to work was driving a private car, truck or van, followed by driving a company car, truck or van and passenger in a car, truck, van or company bus.

Note: All figures are for the census usually resident population count.

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Housing

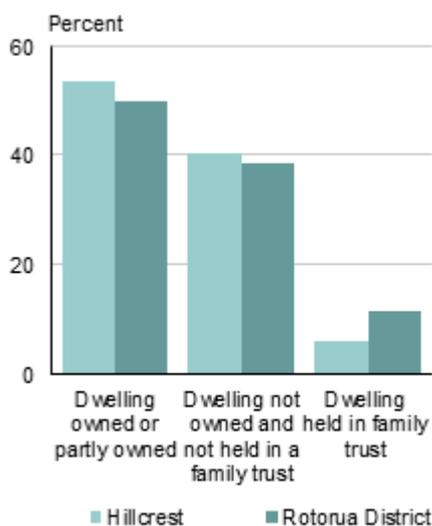
Home ownership

- In Hillcrest, 59.8 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For Rotorua District as a whole, 61.6 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For households in Hillcrest who rented the dwelling that they lived in, the median weekly rent paid was \$250. This compared with \$220 for Rotorua District.

Home ownership by household

Hillcrest and Rotorua District

2013 Census



Source: Statistics New Zealand

Note: All figures are for households in occupied private dwellings.

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Building consents

Building consent data for the year ended December 2013 showed that:

- The total number of building consents issued for dwellings, including apartments, in Hillcrest was 0.
- The total number of building consents issued for apartments in Hillcrest was 0.
- The total value of residential building work in Hillcrest was \$142,857.
- The total value of non-residential building work in Hillcrest was \$0.

Note: Building consent data is obtained from all accredited building consent authorities (ie territorial authorities) and is compiled if the building consent issued is valued over \$5000. See data quality information on building consents.

Business

Business demographics

Business demographic data for the year ended February 2013 showed that:

- There were 72 business locations (geographic units) in Hillcrest compared with 6,884 for all of Rotorua District. This is a decrease of 20.0 percent from the year ended February 2006 for Hillcrest.
- There were 430 paid employees in Hillcrest compared with 29,200 for all of Rotorua District. This is an increase of 2.4 percent from the year ended February 2006 for Hillcrest.

Top five industries in Hillcrest				
By employee count				
For year ended February 2013				
Industry (ANZSIC06) ⁽¹⁾	Hillcrest		Rotorua District	
	Employee count	Percent of total employee count	Employee Count	Percent of total employee count
Retail trade	190	44.2	2,900	9.9
Education and training	170	39.5	2,760	9.5
Transport, postal and warehousing	15	3.5	1,370	4.7
Construction	15	3.5	1,600	5.5
Accommodation and food services	15	3.5	3,260	11.2

1. Australian and New Zealand Standard Industrial Classification 2006 (ANZSIC06 V1.0).

Note: Table may not show five industries as not all area units have five industries within their boundaries.

Some area units may have more than one industry with the same employee count but the table has been restricted to five industries.

Source: Statistics New Zealand

Note: Business demographic data is sourced from a register of economically significant businesses which is maintained by Statistics New Zealand. See data quality information on business demographics.

Employee count data has been randomly rounded. Individual figures may not add up to totals, and values for the same data may vary in different text, tables and graphs. For areas with small populations, the data may not look as expected because of this rounding.