

Quarterly Report

Hauraki District

Summary

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

Crime Rate

483

▼ -0.05%

As of Dec 2025, the crime rate in Hauraki District is 482.7, decreasing by 0.05% since Nov 2025.

Deprivation Score

1,045

▲ 0.01%

As of Sept 2025, the deprivation score in Hauraki District is 1,044.9, which has increased by 0.01% since Aug 2025.

Job Seeker Support

8%

▼ -0.07%

As of Sept 2025, the percentage of claimants receiving job seeker support in Hauraki District is 8%, which has decreased by 0.07% since Aug 2025.

Median Rent Price

\$535

▲ 2.4%

As of Oct 2025, the median rent price in Hauraki District is \$535, which has increased by 2.4% since Sept 2025.

Median Sale Price

\$600K

▲ 2.6%

As of Dec 2025, the median sale price in Hauraki District is \$600K, which has increased by 2.6% since Nov 2025.

New Business Registrations

9

▼ -44%

As of Dec 2025, the number new business registrations in Hauraki District is 9. This has decreased by 44% since Nov 2025.

Total in-store spend

\$29.4M

▲ 20%

The total in-store spend in Hauraki District for Dec 2025 is \$29.4M. This has increased by 20% since Nov 2025.

Total domestic tourist in-store spend

\$4.82M

▲ 54%

The total in-store spend in Hauraki District by domestic tourists for Dec 2025 is \$4.82M. This has increased by 54% since Nov 2025.

Total international tourist in-store spend

\$1.29M

▲ 52%

The total in-store spend in Hauraki District by international tourists for Dec 2025 is \$1.29M. This has increased by 52% since Nov 2025.



Economy

Key pillar changes

Total in-store spend

\$29.4M

▲ 20%

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Total domestic tourist in-store spend

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Total international tourist in-store spend

\$1.29M

▲ 52%

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New Business Registrations

9

▼ -44%

As of Dec 2025, the number new business registrations in Hauraki District is 9. This has decreased by 44% since Nov 2025.

Business Deregistrations

27

▲ 59%

As of Dec 2025, the number new business deregistrations in Hauraki District is 27. This has increased by 59% since Nov 2025.

Businesses Currently Registered

3,103

▼ -0.58%

As of Dec 2025, the number of businesses currently registered in Hauraki District is 3103. This has decreased by 0.58% since Nov 2025.

Total in-store spend over time



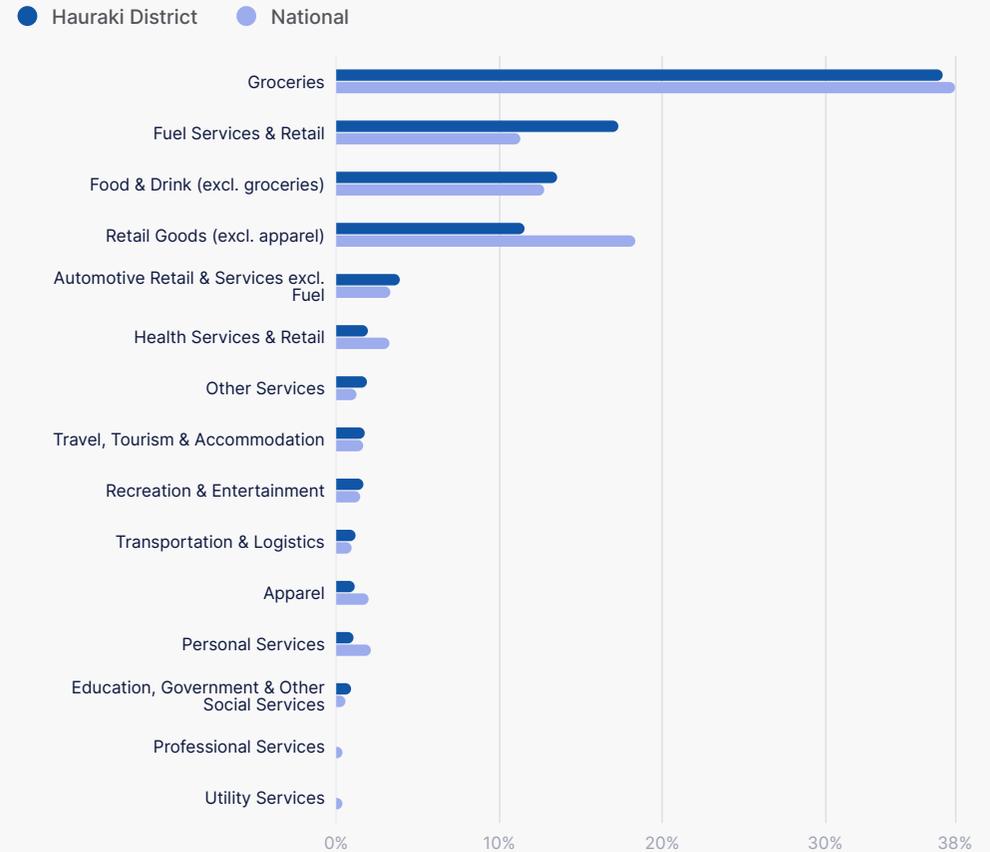
In Dec 2025, \$29.4M was spent in Hauraki District from all spenders. This has increased by 20% since Nov 2025.

Categories with the greatest spend

Category	\$ Amount ↓	% Change
Groceries	\$10.9M	▲ 23%
Fuel Services & Retail	\$5.09M	▲ 16%
Food & Drink (excl. groceries)	\$3.99M	▲ 21%
Retail Goods (excl. apparel)	\$3.4M	▲ 28%
Automotive Retail & Services excl. Fuel	\$1.15M	▲ 14%

The largest spend category in Hauraki District in Dec 2025 was Groceries, with a total of \$10.9M. This is 23% higher than Nov 2025.

All spend by industry (local, domestic, international)



In Hauraki District, people across all spender types (local, domestic, and international) had spent the most on Groceries as of Dec 2025, making up 37% of all spend. Nationally, Groceries made up 38% of total spend across all spender types.

Tourism spend over time



In Dec 2025, \$6.11M was spent by tourists in Hauraki District from domestic and international visitors. Domestic tourism contributed to \$4.82M of this spend and has increased by 54% since Nov 2025, while international tourism contributed \$1.29M and has increased by 52% over the same period.

Spend by origin

Origin	\$ Amount ↓	% Change
All origins	\$29.4M	▲ 20%
All local spenders	\$21.6M	▲ 13%
All domestic tourists	\$4.82M	▲ 54%
All international tourists	\$1.29M	▲ 52%

In Dec 2025, Local spenders contributed \$21.6M to the total in-store spending in Hauraki District. This has increased by 13% 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	\$1.69M	▲ 80%
Tauranga City	\$470K	▲ 29%
Waikato District	\$338K	▲ 48%
Western Bay of Plenty District	\$318K	▲ 24%
Hamilton City	\$304K	▲ 73%

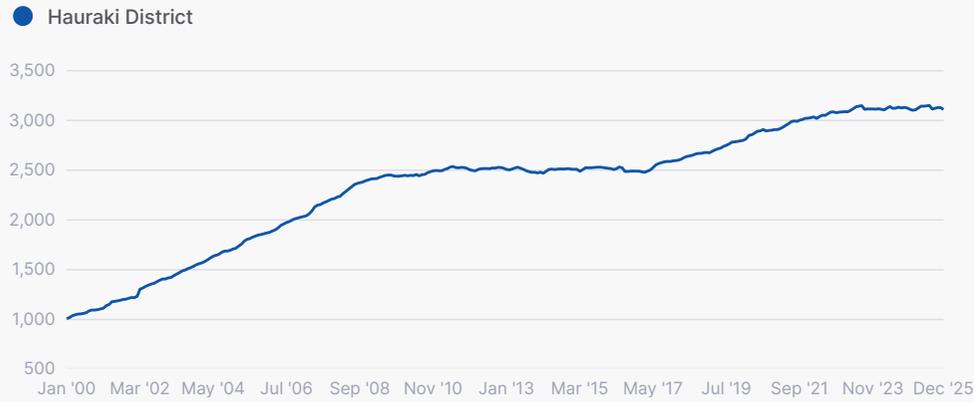
The largest spend from domestic tourists visiting Hauraki District came from Auckland, with tourists spending \$1.69M. This is 80% higher than Nov 2025.

Visiting countries with the greatest spend

Visiting Country	\$ Amount ↓	% Change
Australia	\$474K	▲ 51%
UK	\$201K	▲ 92%
Rest of Europe	\$183K	▲ 46%
USA	\$129K	▲ 37%
Germany	\$82.7K	▲ 24%

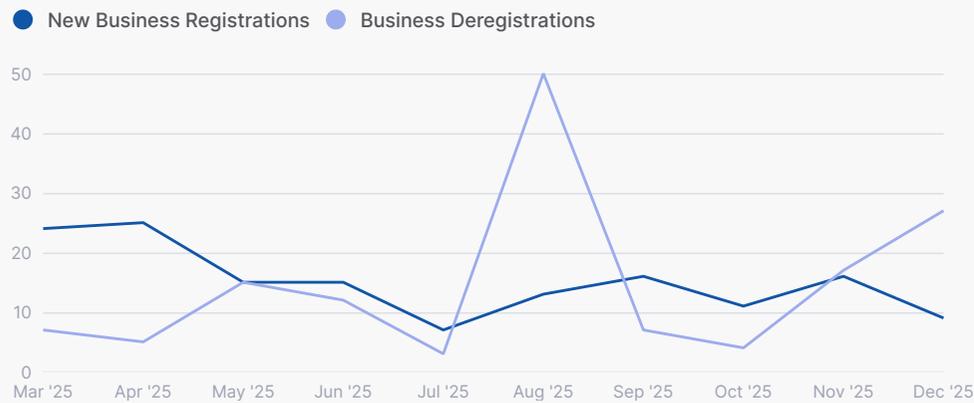
The largest spend from international tourists visiting Hauraki District came from Australia, with tourists spending \$474K. This is 51% higher than Nov 2025.

Total number of businesses registered to date



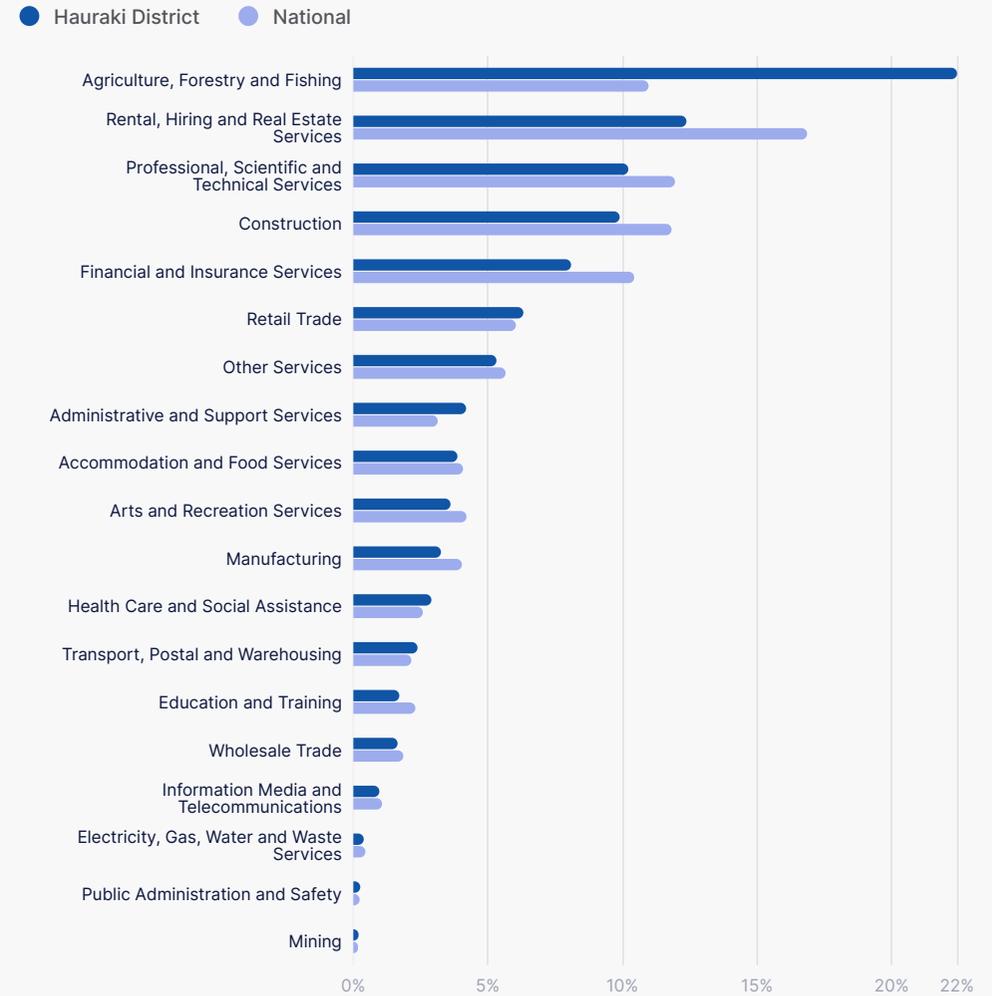
As of Dec 2025, there were 3,103 registered businesses in Hauraki District, This is 39% lower than the national median. Over the last 12 months, the number of registered businesses in Hauraki District has decreased by 0.1%.

Business openings and closings in the last year



In Hauraki District, there were 9 new business registrations, decreasing by 44% since Nov 2025. There were also 27 business deregistrations, increasing by 59% over the same period.

Distribution of registered businesses by industry



Agriculture, Forestry and Fishing is the largest industry operating in Hauraki District, with 22% currently registered businesses as of Dec 2025. This is higher than the national proportion of 11% for the same industry.

Demographics

Key pillar changes

Estimated total population

22.1K

▲ 0.27%

As of Jun 2025, the total population in Hauraki District is 22,100, which has increased by 0.27% since Jun 2024.

Age group with the highest population

65-69

▼ -0.38%

As of Jun 2025, the age group with the highest population in Hauraki District is 65-69, making up 7.8% of the population. This has decreased by 0.38% since Jun 2024.

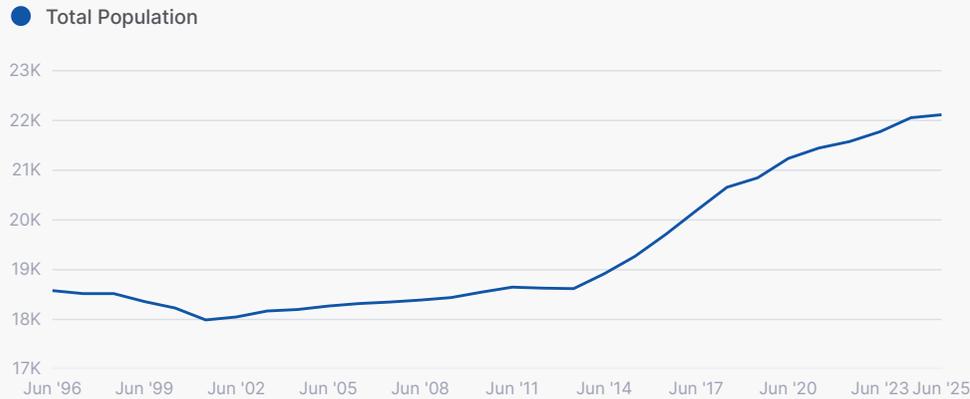
Ethnic group with the greatest change in population

MELAA

▲ 42%

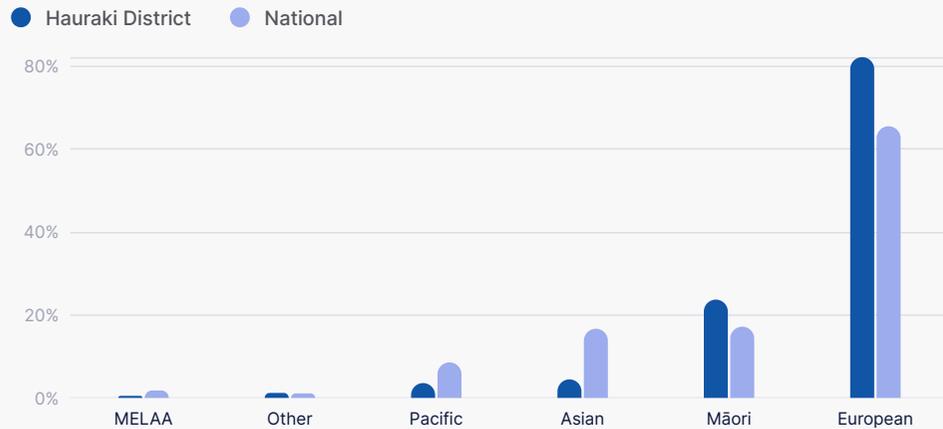
As of Mar 2023, the ethnic group with the greatest change in population in Hauraki District is MELAA, making up 0.5% of the population. This has increased by 42% since Mar 2018.

Estimated population



The estimated population of Hauraki District as of Jun 2025 is 22,100. This has increased by 60 people since Jun 2024.

Ethnic distribution



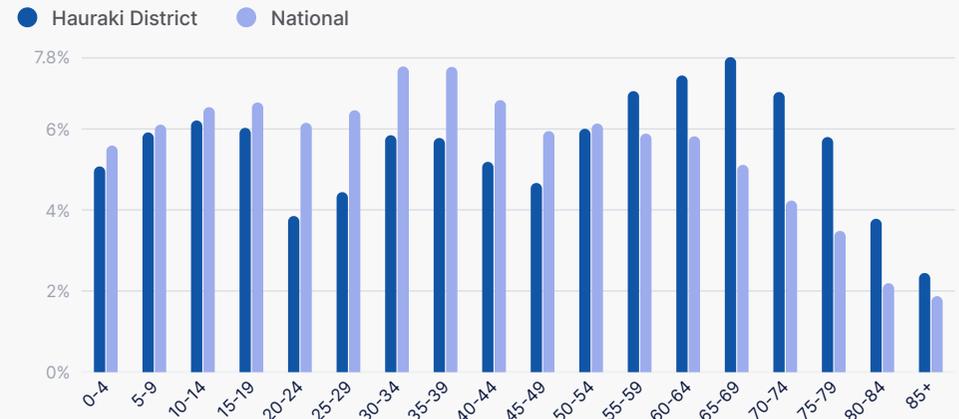
As of Mar 2023, the largest ethnic group in Hauraki District is European, making up 82% of the population. This is 17% higher than the national distribution. The ethnic group that has had the greatest change since Mar 2018 is MELAA, which has increased by 42%.

Estimated population by community

Community	Amount	% Change ↓
Hauraki Plains East	1,510	▲ 1.3%
Miranda-Pūkoro	990	▲ 1%
Waihi South	2,400	▼ -0.83%
Hauraki Plains North	1,270	▲ 0.76%
Ngatea	1,650	▲ 0.63%

As of Jun 2025, the community with the highest estimated population in Hauraki District is Paeroa, making up 4,600 of the population. This is 0.44% higher than Jun 2024.

Age distribution



As of Jun 2025, the largest age band in Hauraki District is 65-69, making up 7.8% of the population. This is 2.7% higher than the national distribution. The age band that has had the greatest change since Jun 2024 is 80-84, which has increased by 6.3%.

Employment

Key pillar changes

Median Household Income

\$73.7K

— No Change

As of Dec 2025, the median household income (adjusted for inflation) in Hauraki District is \$73.7K, which is ranked 58 out of 66 available districts.

Job Seeker Support

8%

▼ -0.07%

As of Sept 2025, the percentage of claimants receiving job seeker support in Hauraki District is 8%, which has decreased by 0.07% since Aug 2025.

Means Tested Benefit

5.6%

▼ -0.07%

As of Sept 2025, the percentage of claimants receiving supported living payment or other main benefits in Hauraki District is 5.6%, which has decreased by 0.07% since Aug 2025.

Sole Parent Support

3.3%

▼ -0.07%

As of Sept 2025, the percentage of claimants receiving sole parent support in Hauraki District is 3.3%, which has decreased by 0.07% since Aug 2025.

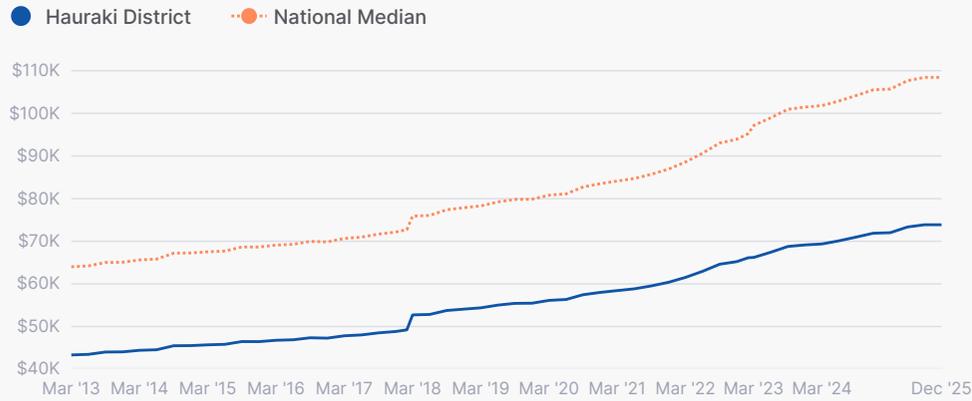
Employment Rate

95%

▲ 2%

As of Mar 2023, Hauraki District has an employment rate of 95% and is ranked 48 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 Hauraki District is \$73.7K. This is 32% lower than the national median of \$108K.

Job seeker support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	13%	▼ -0.07%
European	6.4%	▼ -0.1%
Pacific Peoples	6.2%	▼ -0.23%
Other	2.8%	▼ -0.13%

In Sept 2025, the Māori ethnic group had the highest proportion of job seeker support claimants in Hauraki District, at 13%.

Sole parent support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	6.2%	▼ -0.07%
European	2.4%	▼ -0.1%
Pacific Peoples	2.1%	▼ -0.23%
Other	1.6%	▼ -0.13%

In Sept 2025, the Māori ethnic group had the highest proportion of sole parent support claimants in Hauraki District, at 6.2%.

Means tested benefit claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	6.7%	▼ -0.07%
European	4.5%	▼ -0.1%
Other	4.2%	▼ -0.13%
Pacific Peoples	3.2%	▼ -0.23%

In Sept 2025, the Māori ethnic group had the highest proportion of means tested benefit claimants in Hauraki District, at 6.7%.

Housing

Key pillar changes

Median Sale Price

\$600K

▲ 2.6%

As of Dec 2025, the median sale price in Hauraki District is \$600K, which has increased by 2.6% since Nov 2025.

Median Rent Price

\$535

▲ 2.4%

As of Oct 2025, the median rent price in Hauraki District is \$535, which has increased by 2.4% since Sept 2025.

Years to Save for Deposit

13.1 yrs

▲ 2.6%

As of Dec 2025, the number of years to save for a deposit in Hauraki District is 13.1, which has increased by 2.6% since Nov 2025.

Purchasing affordability (% of income spent on mortgage)

37%

▲ 2.6%

As of Dec 2025, the purchasing affordability in Hauraki District is 37%, which has increased by 2.6% since Nov 2025.

Rental affordability (% of income spent on rent)

38%

— No Change

As of Dec 2025, the rental affordability in Hauraki District is 38%, which has not changed since Nov 2025.

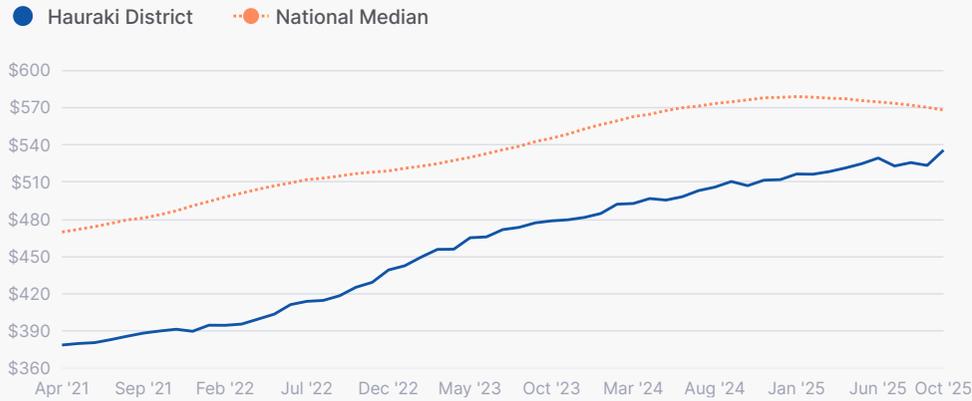
Home ownership rate (% of individuals who own their home)

53%

▲ 3%

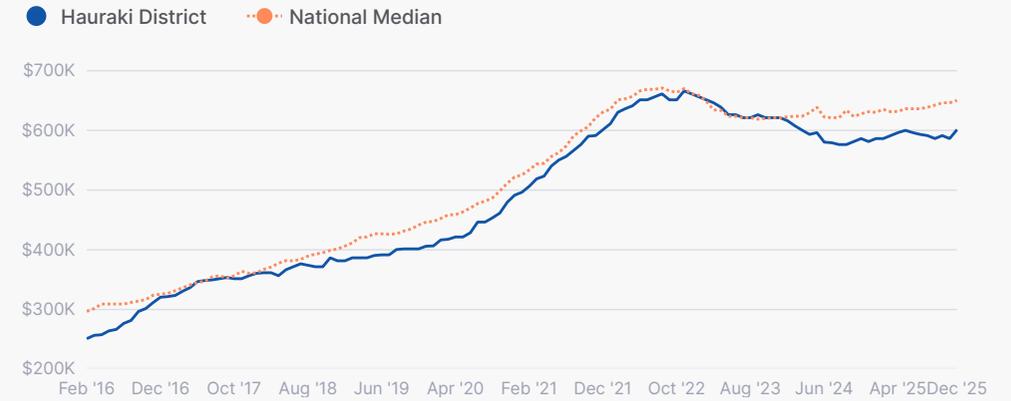
As of Mar 2023, the home ownership rate in Hauraki District is 53%, which has increased by 3% since Mar 2018.

Median rent prices over time



As of Oct 2025, the median rent price in Hauraki District was \$535. This is 5.6% higher than the same time last year when it was \$507. Compared to the national median, the median rent price in Hauraki District is 5.7% lower than the national median of \$568.

Median sale prices over time



As of Dec 2025, the median sale price in Hauraki District was \$600K. This is 3.4% higher than the same time last year when it was \$580K. Compared to the national median, the median sale price in Hauraki District is 7.6% lower than the national median of \$649K.

Rental affordability by community

Community	% Amount ↓	% Change
Waihi North	54%	— No Change
Paeroa	46%	— No Change
Waihi East	45%	— No Change
Waihi South	45%	— No Change
Miranda-Pūkoro	35%	— No Change

Waihi North was the least affordable place to rent, with rents taking up 54% of income as of Dec 2025. Paeroa Rural was the most affordable, with rents taking up 26% of income.

Education

Key pillar changes

School with the greatest change in NCEA level 3 pass rates

Paeroa College

▲ 32%

Paeroa College students in Hauraki District had the greatest change in NCEA Level 3 pass rate, increasing by 32% since Jan 2023.

Ethnicity with the greatest change in NCEA level 3 pass rates

Pacific Peoples

▲ 75%

Pacific Peoples students in Hauraki District had the greatest change in NCEA Level 3 pass rate, increasing by 75% since Jan 2023.

Secondary school students leaving with no NCEA qualification

11%

▲ 20%

11% of all students in Hauraki District left school with no NCEA qualification, increasing by 20% since Jan 2023.

Secondary school retention rate

71%

▲ 11%

As of Jan 2024, the secondary school retention rate in Hauraki District is 71.2, which has increased by 11% since Jan 2023.

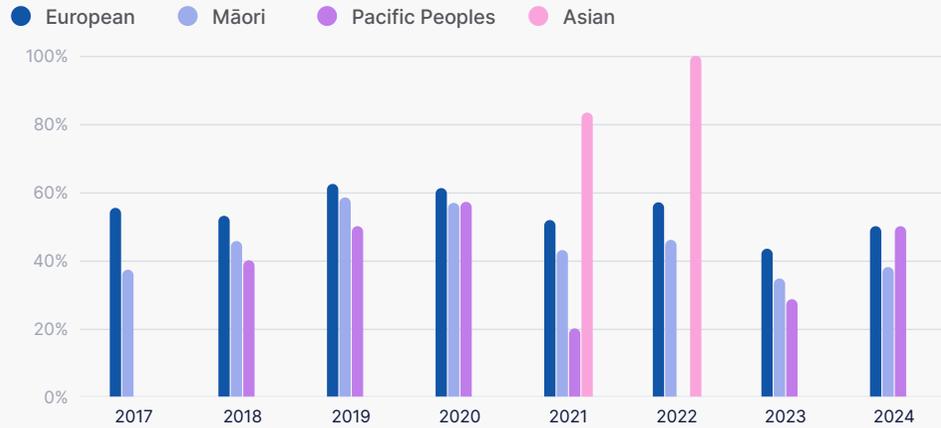
Ethnicity with the greatest change in secondary school retention

Pacific Peoples

▲ 53%

The ethnicity with the greatest change in secondary school retention is Pacific Peoples, which has increased by 53% since Jan 2023.

School leavers with NCEA level 3 by ethnicity



In Jan 2024, European students in Hauraki District had the greatest proportion of students leaving with NCEA Level 3. Pacific Peoples have seen the greatest change in NCEA Level 3 pass rates since Jan 2024, increasing by 75% to 50%.

School leavers with NCEA level 3 by gender



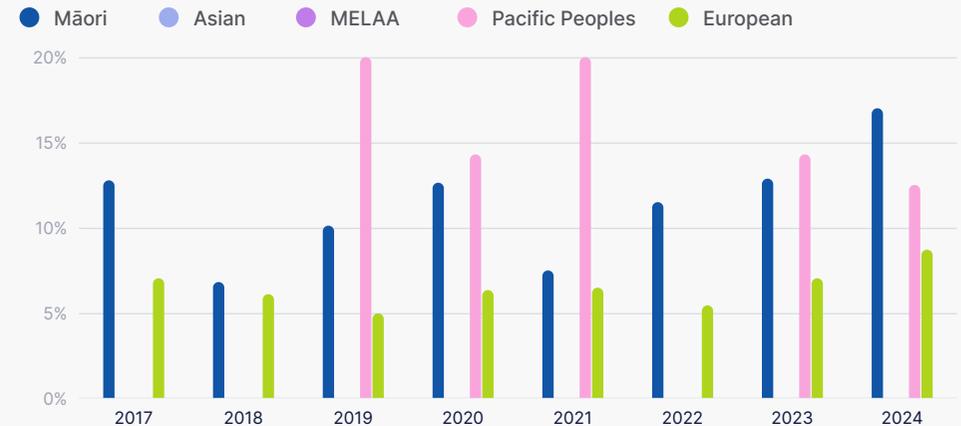
As of Jan 2024, the percentage of female students leaving with NCEA Level 3 in Hauraki District was 54%. This is higher than the 44% pass rate for male students. Compared to Jan 2023, the pass rates have increased for female students and increased for male students.

Schools with greatest change in NCEA level 3 pass rate

Pass Rate	% Amount	% Change ↓
Paeroa College	53%	▲ 32%
Hauraki Plains College	53%	▲ 19%
Waihi College	38%	▲ 5.6%
Goldfields School (Paeroa)		NA

The NCEA Level 3 pass rate of Paeroa College has increased by 32%, representing the greatest change in Jan 2024 compared to Jan 2023.

School leavers with no NCEA qualification by ethnicity



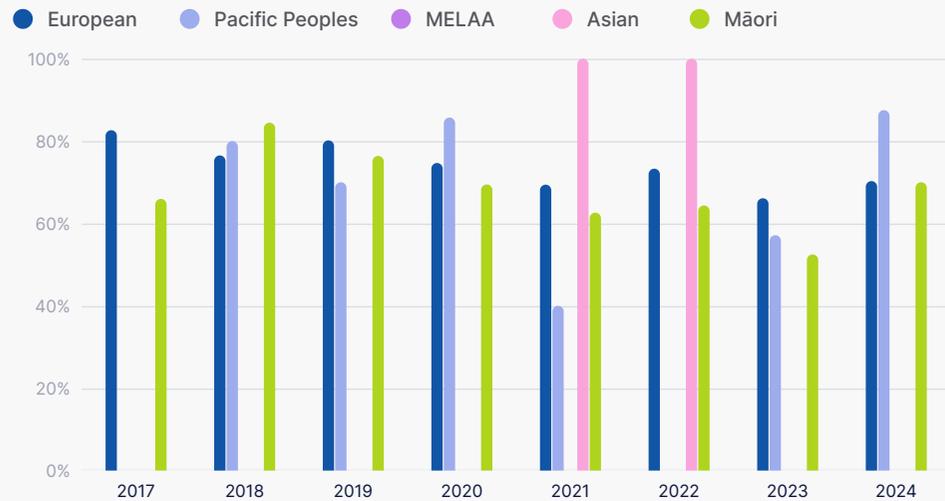
In Jan 2024, Māori students in Hauraki District had the greatest proportion of students leaving with no NCEA qualification. Māori have seen the greatest change in no NCEA qualification rates since Jan 2024, increasing by 32% to 17%.

School retention by gender over time



As of Jan 2024, the percentage of female students retention in Hauraki District was 76%. This is higher than the 67% 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



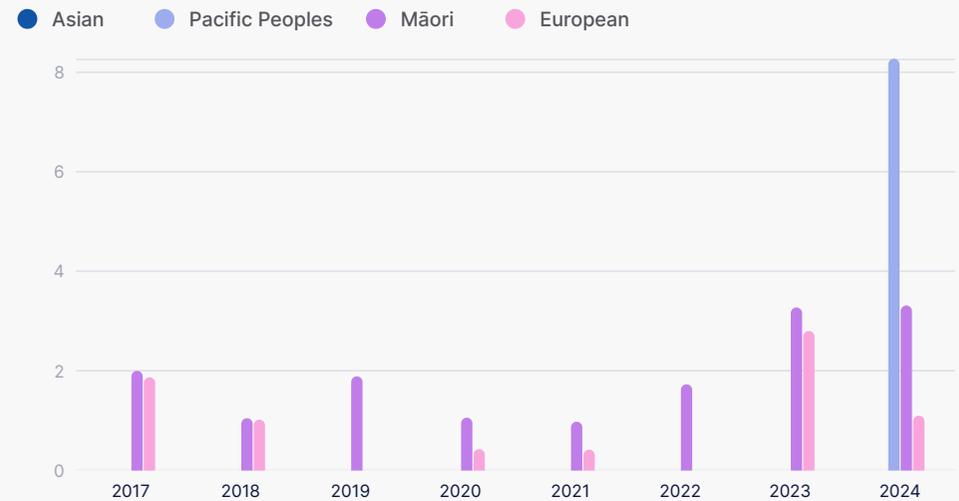
In Jan 2024, Pacific Peoples students in Hauraki District had the greatest retention rate of 88%. Pacific Peoples have seen the greatest change in retention, increasing by 53% since Jan 2024.

Schools with greatest change in retention

Retention Rate	% Amount	% Change ↓
Paeroa College	81%	▲ 20%
Waihi College	61%	▲ 9.5%
Hauraki Plains College	73%	▲ 8.1%
Goldfields School (Paeroa)		NA

The secondary school retention rate of Paeroa College has increased by 20%, 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, Pacific Peoples students in Hauraki District had the greatest exclusion rate of 8.3 for every 1000 students. European have seen the greatest change in exclusion rate, decreasing by 61% since Jan 2024.

Deprivation

Key pillar changes

Deprivation Score

1,045

▲ 0.01%

As of Sept 2025, the deprivation score in Hauraki District is 1,044.9, which has increased by 0.01% since Aug 2025.

Community with greatest decrease in deprivation score

Hauraki Plains East

▼ -0.01%

The community with the greatest decrease in deprivation score is Hauraki Plains East, which has decreased by 0.01% since Aug 2025.

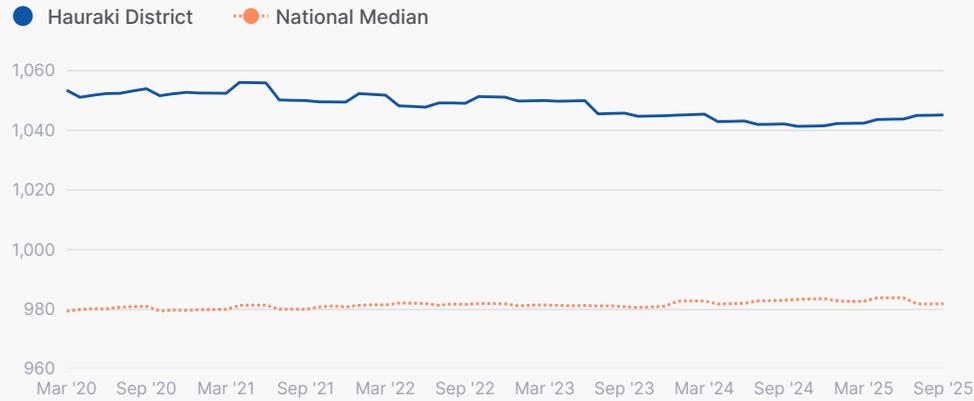
Community with greatest increase in deprivation score

Miranda-Pūkoro

▲ 0.09%

The community with the greatest increase in deprivation score is Miranda-Pūkoro, which has increased by 0.09% since Aug 2025.

Comparison to National Deprivation Score



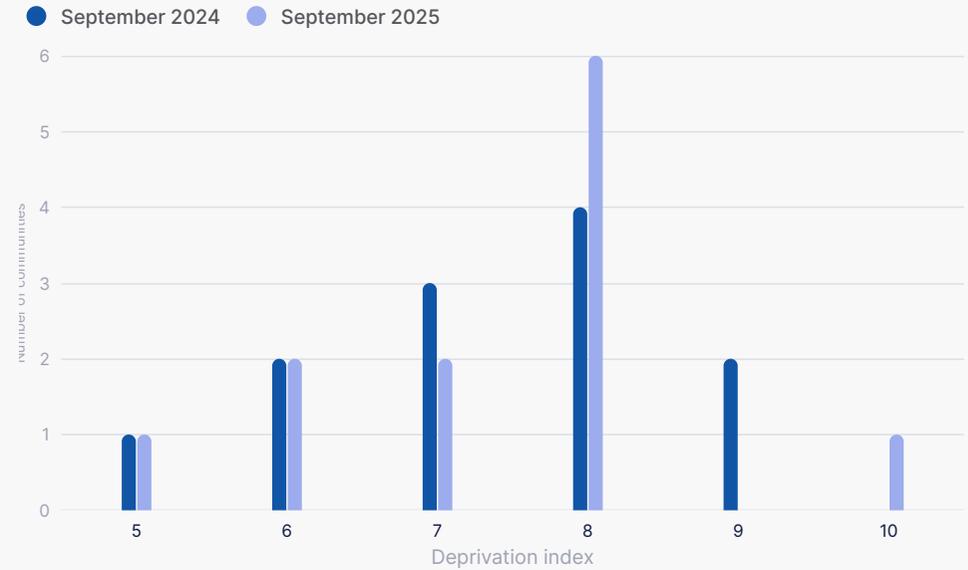
As of Sept 2025, the deprivation score of Hauraki District is 1,044.9. This is 0.29% higher than the score of 1,041.9 at the same time last year Sept 2024. The deprivation score is 6.5% higher than the national median score of 981.6.

Communities with the greatest change in deprivation score

Depr. Score	Amount	% Change ↓
Miranda-Pūkoro	1,147	▲ 0.09%
Waihi East	1,039	▲ 0.03%
Waihi North	1,062	▲ 0.03%
Waihi South	1,073	▲ 0.03%
Hauraki Plains East	972	▼ -0.01%

The deprivation score of Miranda-Pūkoro has increased by 0.09%, representing the greatest change in Sept 2025 compared to Aug 2025.

Distribution of Deprivation Index



As of Sept 2025, 58% of Hauraki District's population live in highly deprived communities (deprivation index 8-10), whereas 0% live in high socio-economic performing communities (deprivation index 1-3).

Crime

Key pillar changes

Crime Rate

483

▼ -0.05%

As of Dec 2025, the crime rate in Hauraki District is 482.7, decreasing by 0.05% since Nov 2025.

Community with the highest crime rate

Waihi South

▲ 3.9%

The community with the highest crime rate is Waihi South, increasing by 3.9% since Nov 2025.

Community with the lowest crime rate

Paeroa Rural

▼ -2.4%

The community with the lowest crime rate is Paeroa Rural, decreasing by 2.4% since Nov 2025.

Crime type with the greatest change in crime rate

Sexual offences

▲ 22%

The type of crime with the greatest change is Sexual offences, increasing by 22% since Nov 2025.

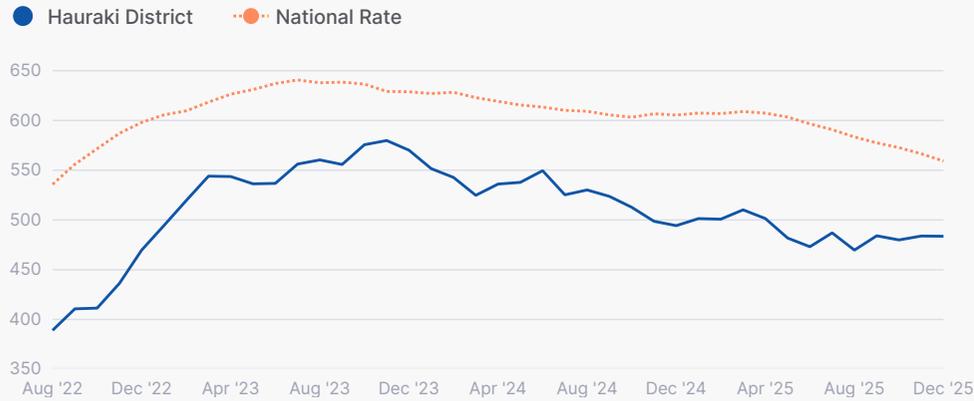
Community with the greatest change in crime rate

Miranda-Pūkorokoro

▲ 17%

The community with the greatest change is Miranda-Pūkorokoro, increasing by 17% since Nov 2025.

Comparison to National Crime Rate



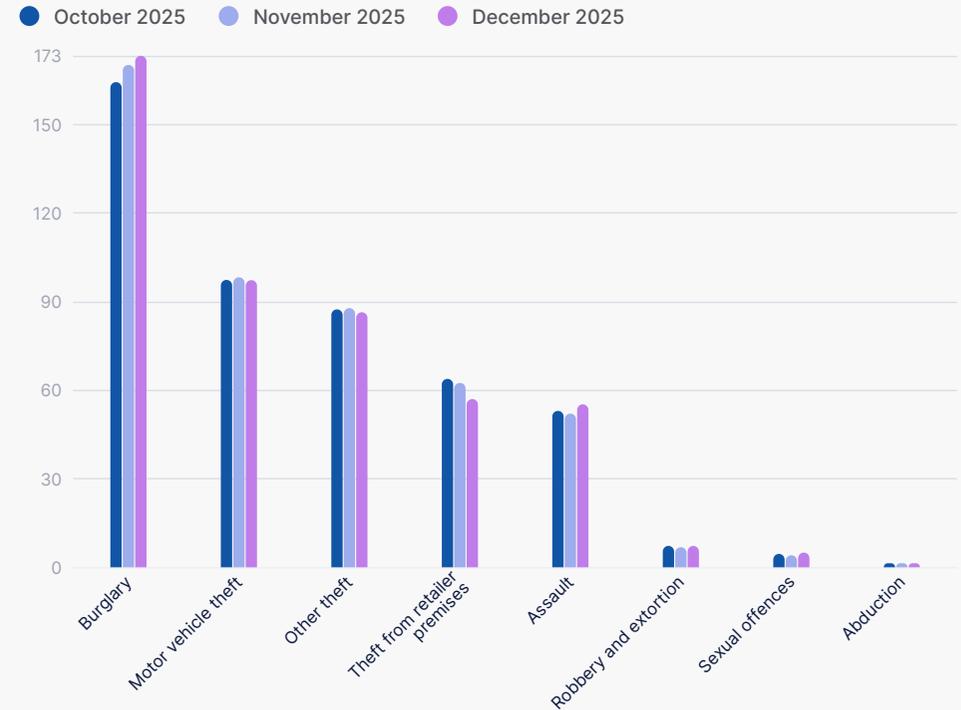
As of Dec 2025, the crime rate in Hauraki District is 482.7. This is 2.2% lower than the crime rate at the same time last year. The crime rate is 14% lower than the national rate of 558.4.

Communities with greatest change

Crime Rate	Amount	% Change ↓
Miranda-Pūkoro	273	▲ 17%
Waihi East	340	▲ 11%
Hauraki Plains East	273	▲ 7.7%
Hauraki Plains North	268	▼ -5.6%
Waihi Rural	281	▼ -5.4%

The crime rate of Miranda-Pūkoro has increased by 17%, representing the greatest change in Dec 2025 compared to Nov 2025.

Crime types with the greatest change



Within Hauraki District, the most prevalent crime type in Dec 2025 was Burglary, with a crime rate of 173.3. The type of crime that has seen the greatest change since Dec 2025 is Sexual offences, which has increased by 22%.

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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