

# Quarterly Report

Matamata Piako District

# Summary

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

## Crime Rate

**475**

▼ -3.4%

As of Dec 2025, the crime rate in Matamata Piako District is 474.7, decreasing by 3.4% since Nov 2025.

## Deprivation Score

**1,006**

▼ -0.01%

As of Sept 2025, the deprivation score in Matamata Piako District is 1,005.9, which has decreased by 0.01% since Aug 2025.

## Job Seeker Support

**5.5%**

▼ -0.19%

As of Sept 2025, the percentage of claimants receiving job seeker support in Matamata Piako District is 5.5%, which has decreased by 0.19% since Aug 2025.

## Median Rent Price

**\$542**

▲ 0.22%

As of Oct 2025, the median rent price in Matamata Piako District is \$542, which has increased by 0.22% since Sept 2025.

## Median Sale Price

**\$705K**

▲ 0.64%

As of Dec 2025, the median sale price in Matamata Piako District is \$705K, which has increased by 0.64% since Nov 2025.

## New Business Registrations

**37**

▲ 42%

As of Dec 2025, the number new business registrations in Matamata Piako District is 37. This has increased by 42% since Nov 2025.

## Total in-store spend

**\$48.5M**

▲ 13%

The total in-store spend in Matamata Piako District for Dec 2025 is \$48.5M. This has increased by 13% since Nov 2025.

## Total domestic tourist in-store spend

**\$4.36M**

▲ 25%

The total in-store spend in Matamata Piako District by domestic tourists for Dec 2025 is \$4.36M. This has increased by 25% since Nov 2025.

## Total international tourist in-store spend

**\$1.54M**

▲ 18%

The total in-store spend in Matamata Piako District by international tourists for Dec 2025 is \$1.54M. This has increased by 18% since Nov 2025.



# Economy

## Key pillar changes

---

### Total in-store spend

**\$48.5M**

▲ 13%

The total in-store spend in Matamata Piako District for Dec 2025 is \$48.5M. This has increased by 13% since Nov 2025.

### Total domestic tourist in-store spend

**\$4.36M**

▲ 25%

The total in-store spend in Matamata Piako District by domestic tourists for Dec 2025 is \$4.36M. This has increased by 25% since Nov 2025.

### Total international tourist in-store spend

**\$1.54M**

▲ 18%

The total in-store spend in Matamata Piako District by international tourists for Dec 2025 is \$1.54M. This has increased by 18% since Nov 2025.

### New Business Registrations

**37**

▲ 42%

As of Dec 2025, the number new business registrations in Matamata Piako District is 37. This has increased by 42% since Nov 2025.

### Business Deregistrations

**47**

▲ 135%

As of Dec 2025, the number new business deregistrations in Matamata Piako District is 47. This has increased by 135% since Nov 2025.

### Businesses Currently Registered

**6,380**

▼ -0.16%

As of Dec 2025, the number of businesses currently registered in Matamata Piako District is 6380. This has decreased by 0.16% since Nov 2025.

## Total in-store spend over time



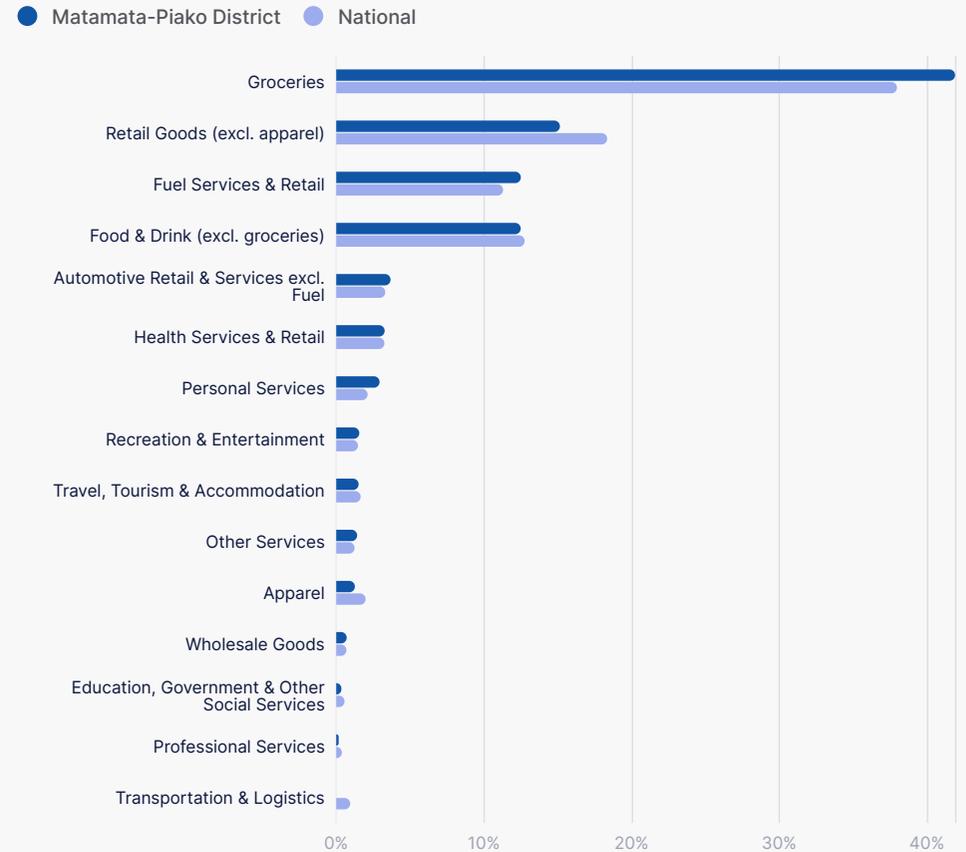
In Dec 2025, \$48.5M was spent in Matamata-Piako District from all spenders. This has increased by 13% since Nov 2025.

## Categories with the greatest spend

Category	\$ Amount ↓	% Change
Groceries	\$20.3M	▲ 15%
Retail Goods (excl. apparel)	\$7.34M	▲ 31%
Fuel Services & Retail	\$6.06M	▲ 9.4%
Food & Drink (excl. groceries)	\$6.05M	▲ 6.5%
Automotive Retail & Services excl. Fuel	\$1.78M	▲ 1.8%

The largest spend category in Matamata-Piako District in Dec 2025 was Groceries, with a total of \$20.3M. This is 15% higher than Nov 2025.

## All spend by industry (local, domestic, international)



In Matamata-Piako District, people across all spender types (local, domestic, and international) had spent the most on Groceries as of Dec 2025, making up 42% of all spend. Nationally, Groceries made up 38% of total spend across all spender types.

## Tourism spend over time



In Dec 2025, \$5.9M was spent by tourists in Matamata-Piako District from domestic and international visitors. Domestic tourism contributed to \$4.36M of this spend and has increased by 25% since Nov 2025, while international tourism contributed \$1.54M and has increased by 18% over the same period.

## Spend by origin

Origin	\$ Amount ↓	% Change
All origins	\$48.5M	▲ 13%
All local spenders	\$39.9M	▲ 11%
All domestic tourists	\$4.36M	▲ 25%
All international tourists	\$1.54M	▲ 18%

In Dec 2025, Local spenders contributed \$39.9M to the total in-store spending in Matamata-Piako District. This has increased by 11% since Nov 2025.

## Visiting regions with the greatest spend

Visiting Region	\$ Amount ↓	% Change
Auckland	\$960K	▲ 52%
Tauranga City	\$439K	▲ 2.3%
Hamilton City	\$351K	▲ 26%
Waikato District	\$258K	▲ 21%
Hauraki District	\$233K	▲ 17%

The largest spend from domestic tourists visiting Matamata-Piako District came from Auckland, with tourists spending \$960K. This is 52% higher than Nov 2025.

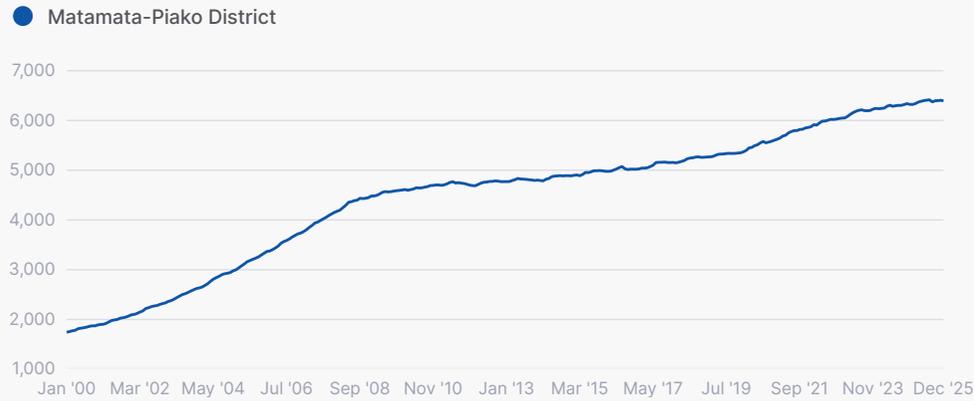
## Visiting countries with the greatest spend

Visiting Country	\$ Amount ↓	% Change
Australia	\$574K	▲ 27%
USA	\$288K	▲ 23%
Rest of Europe	\$213K	▲ 7.1%
UK	\$202K	▲ 31%
Germany	\$73.1K	▼ -2.7%

The largest spend from international tourists visiting Matamata-Piako District came from Australia, with tourists spending \$574K. This is 27% higher than Nov 2025.

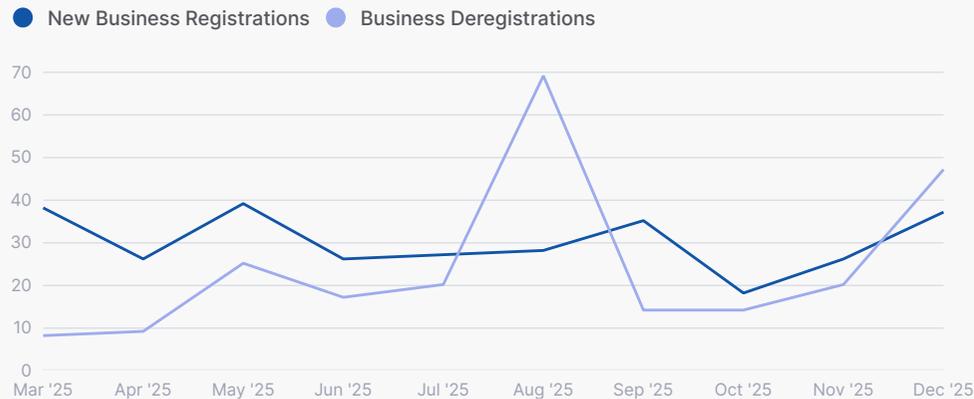
**i** Note that some portion of total spend comes from cardholders without known addresses and therefore is not assigned to any of the three main spending groups.

### Total number of businesses registered to date



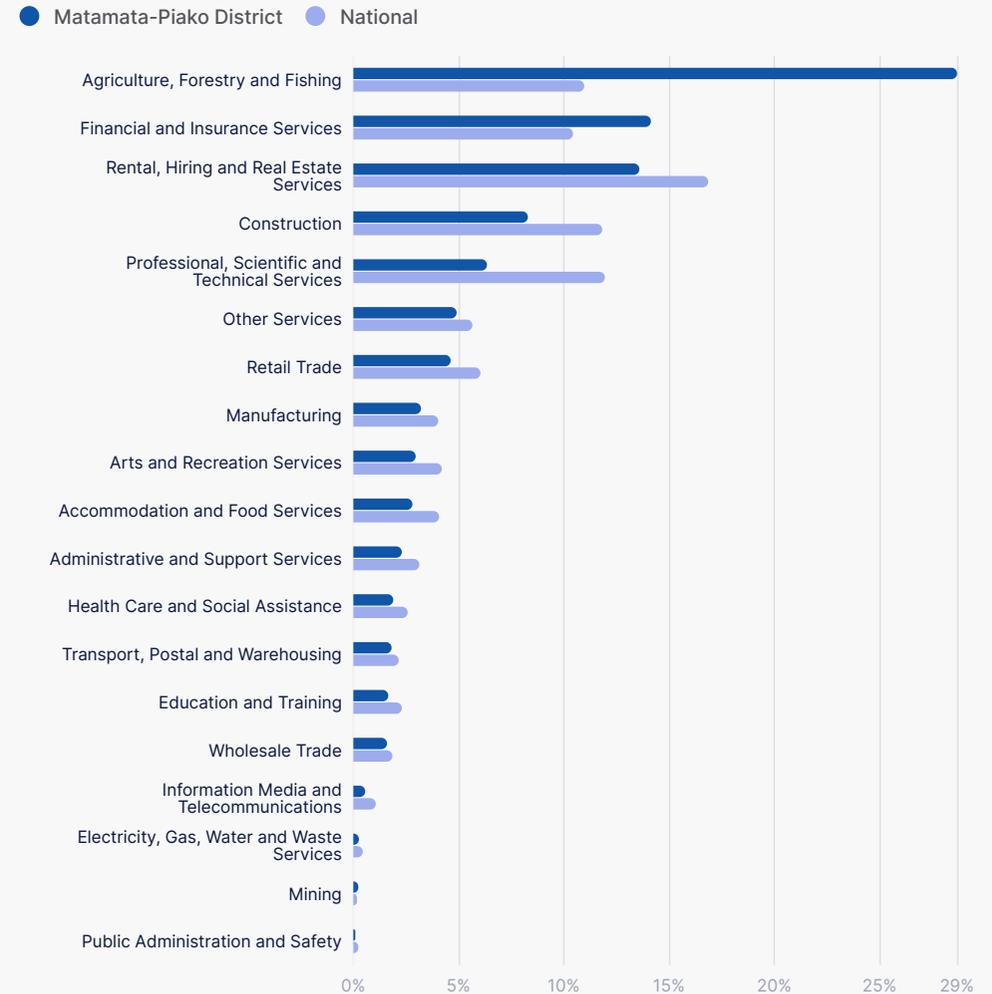
As of Dec 2025, there were 6,380 registered businesses in Matamata-Piako District, This is 25% higher than the national median. Over the last 12 months, the number of registered businesses in Matamata-Piako District has increased by 1.1%.

### Business openings and closings in the last year



In Matamata-Piako District, there were 37 new business registrations, increasing by 42% since Nov 2025. There were also 47 business deregistrations, increasing by 135% over the same period.

### Distribution of registered businesses by industry



Agriculture, Forestry and Fishing is the largest industry operating in Matamata-Piako District, with 29% 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

**39.3K**

▲ 1.1%

As of Jun 2025, the total population in Matamata Piako District is 39,250, which has increased by 1.1% since Jun 2024.

### Age group with the highest population

**30-34**

▼ -2.7%

As of Jun 2025, the age group with the highest population in Matamata Piako District is 30-34, making up 6.9% of the population. This has decreased by 2.7% since Jun 2024.

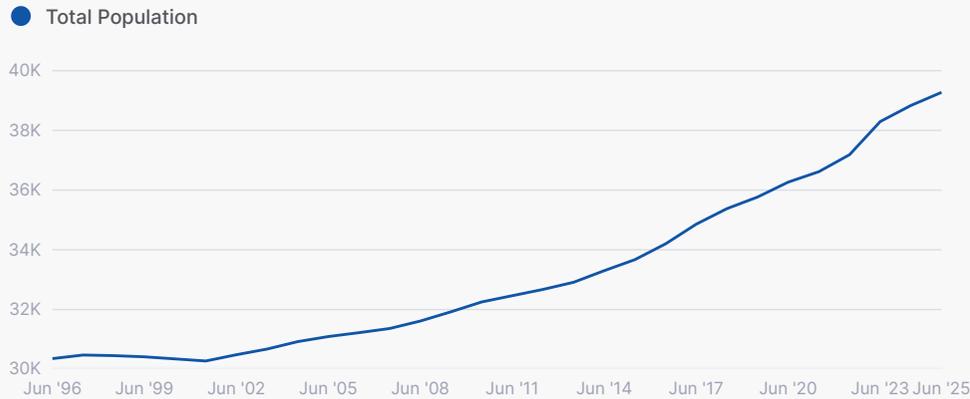
### Ethnic group with the greatest change in population

**MELAA**

▲ 28%

As of Mar 2023, the ethnic group with the greatest change in population in Matamata Piako District is MELAA, making up 0.84% of the population. This has increased by 28% since Mar 2018.

## Estimated population



The estimated population of Matamata-Piako District as of Jun 2025 is 39,250. This has increased by 440 people since Jun 2024.

## Ethnic distribution



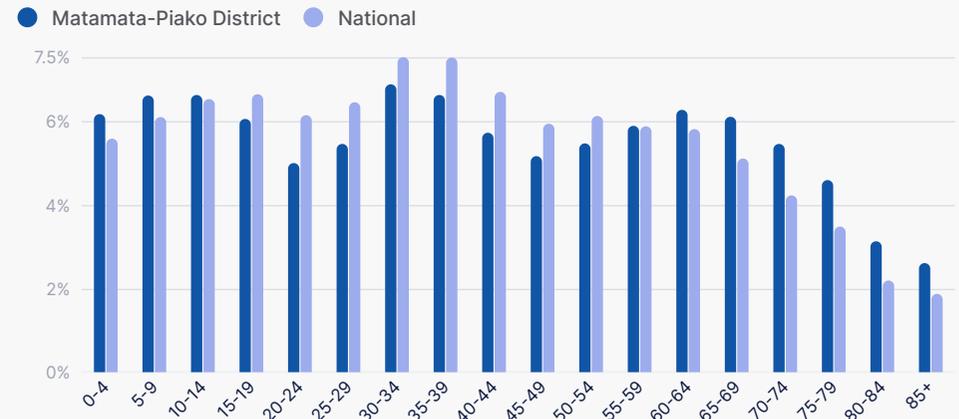
As of Mar 2023, the largest ethnic group in Matamata-Piako District is European, making up 81% of the population. This is 16% higher than the national distribution. The ethnic group that has had the greatest change since Mar 2018 is MELAA, which has increased by 28%.

## Estimated population by community

Community	Amount	% Change ↓
Te Poi	940	▲ 3.3%
Waitoa-Ngarua	1,228	▲ 2.5%
Mangaiti	1,492	▲ 2.1%
Morrinsville East	6,112	▲ 1.8%
Tahuna-Mangateparu	1,760	▲ 1.7%

As of Jun 2025, the community with the highest estimated population in Matamata-Piako District is Morrinsville East, making up 6,112.2 of the population. This is 1.8% higher than Jun 2024.

## Age distribution



As of Jun 2025, the largest age band in Matamata-Piako District is 30-34, making up 6.9% of the population. This is 0.65% lower than the national distribution. The age band that has had the greatest change since Jun 2024 is 80-84, which has increased by 6.7%.

# Employment

## Key pillar changes

---

### Median Household Income

**\$96.2K**

— No Change

As of Dec 2025, the median household income (adjusted for inflation) in Matamata Piako District is \$96.2K, which is ranked 23 out of 66 available districts.

### Job Seeker Support

**5.5%**

▼ -0.19%

As of Sept 2025, the percentage of claimants receiving job seeker support in Matamata Piako District is 5.5%, which has decreased by 0.19% since Aug 2025.

### Means Tested Benefit

**3.1%**

▼ -0.19%

As of Sept 2025, the percentage of claimants receiving supported living payment or other main benefits in Matamata Piako District is 3.1%, which has decreased by 0.19% since Aug 2025.

### Sole Parent Support

**2.7%**

▼ -0.19%

As of Sept 2025, the percentage of claimants receiving sole parent support in Matamata Piako District is 2.7%, which has decreased by 0.19% since Aug 2025.

### Employment Rate

**97%**

▲ 1.7%

As of Mar 2023, Matamata Piako District has an employment rate of 97% and is ranked 22 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 Matamata-Piako District is \$96.2K. This is 11% lower than the national median of \$108K.

## Job seeker support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	11%	▼ -0.19%
Pacific Peoples	4.7%	— No Change
European	4.1%	▼ -0.19%
Other	2.2%	▼ -0.26%

In Sept 2025, the Māori ethnic group had the highest proportion of job seeker support claimants in Matamata-Piako District, at 11%.

## Sole parent support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	6.3%	▼ -0.19%
Pacific Peoples	3.6%	— No Change
European	1.8%	▼ -0.19%
Other	1.1%	▼ -0.26%

In Sept 2025, the Māori ethnic group had the highest proportion of sole parent support claimants in Matamata-Piako District, at 6.3%.

## Means tested benefit claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	5%	▼ -0.19%
European	2.5%	▼ -0.19%
Pacific Peoples	1.9%	— No Change
Other	1.6%	▼ -0.26%

In Sept 2025, the Māori ethnic group had the highest proportion of means tested benefit claimants in Matamata-Piako District, at 5%.

# Housing

## Key pillar changes

---

### Median Sale Price

**\$705K**

▲ 0.64%

As of Dec 2025, the median sale price in Matamata Piako District is \$705K, which has increased by 0.64% since Nov 2025.

### Median Rent Price

**\$542**

▲ 0.22%

As of Oct 2025, the median rent price in Matamata Piako District is \$542, which has increased by 0.22% since Sept 2025.

### Years to Save for Deposit

**10.4 yrs**

▲ 0.64%

As of Dec 2025, the number of years to save for a deposit in Matamata Piako District is 10.4, which has increased by 0.64% since Nov 2025.

### Purchasing affordability (% of income spent on mortgage)

**34%**

▲ 0.64%

As of Dec 2025, the purchasing affordability in Matamata Piako District is 34%, which has increased by 0.64% since Nov 2025.

### Rental affordability (% of income spent on rent)

**29%**

— No Change

As of Dec 2025, the rental affordability in Matamata Piako District is 29%, which has not changed since Nov 2025.

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

**49%**

▲ 6.4%

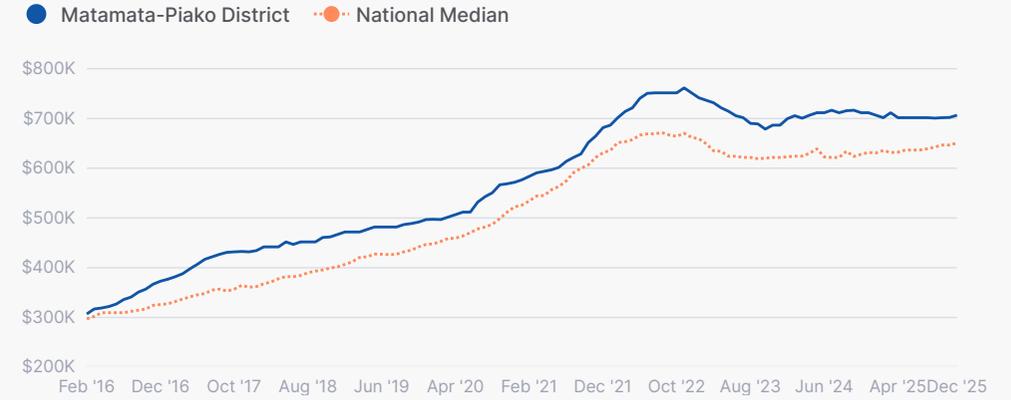
As of Mar 2023, the home ownership rate in Matamata Piako District is 49%, which has increased by 6.4% since Mar 2018.

## Median rent prices over time



As of Oct 2025, the median rent price in Matamata-Piako District was \$542. This is 4.1% higher than the same time last year when it was \$521. Compared to the national median, the median rent price in Matamata-Piako District is 4.6% lower than the national median of \$568.

## Median sale prices over time



As of Dec 2025, the median sale price in Matamata-Piako District was \$705K. This is 0.7% lower than the same time last year when it was \$710K. Compared to the national median, the median sale price in Matamata-Piako District is 8.6% higher than the national median of \$649K.

## Rental affordability by community

Community	% Amount ↓	% Change
Te Aroha East	42%	— No Change
Matamata North	38%	— No Change
Te Aroha West	33%	— No Change
Morrinsville West	32%	— No Change
Okauia	28%	— No Change

Te Aroha East was the least affordable place to rent, with rents taking up 42% of income as of Dec 2025. Te Poi was the most affordable, with rents taking up 12% of income.

# Education

## Key pillar changes

---

School with the greatest change in NCEA level 3 pass rates

### Morrinsville College

▲ 53%

Morrinsville College students in Matamata Piako District had the greatest change in NCEA Level 3 pass rate, increasing by 53% since Jan 2023.

Ethnicity with the greatest change in NCEA level 3 pass rates

### Pacific Peoples

▼ -64%

Pacific Peoples students in Matamata Piako District had the greatest change in NCEA Level 3 pass rate, decreasing by 64% since Jan 2023.

Secondary school students leaving with no NCEA qualification

### 20%

▼ -0.99%

20% of all students in Matamata Piako District left school with no NCEA qualification, decreasing by 0.99% since Jan 2023.

Secondary school retention rate

### 70%

▼ -0.34%

As of Jan 2024, the secondary school retention rate in Matamata Piako District is 70.3, which has decreased by 0.34% since Jan 2023.

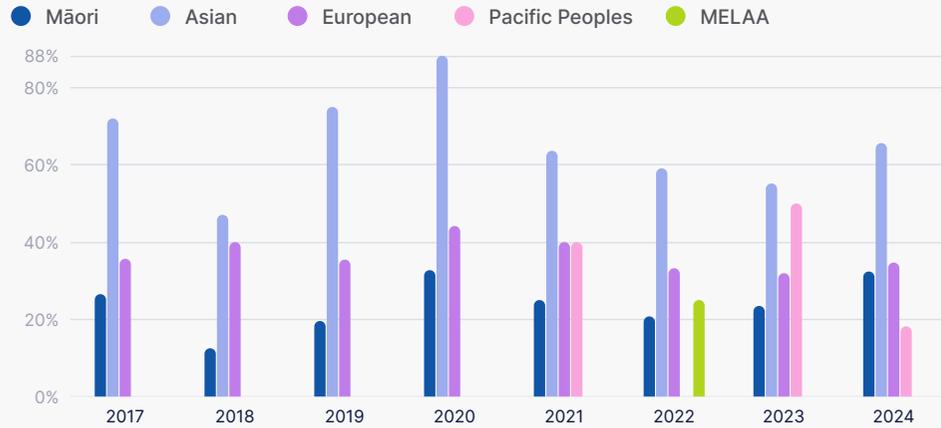
Ethnicity with the greatest change in secondary school retention

### Pacific Peoples

▼ -35%

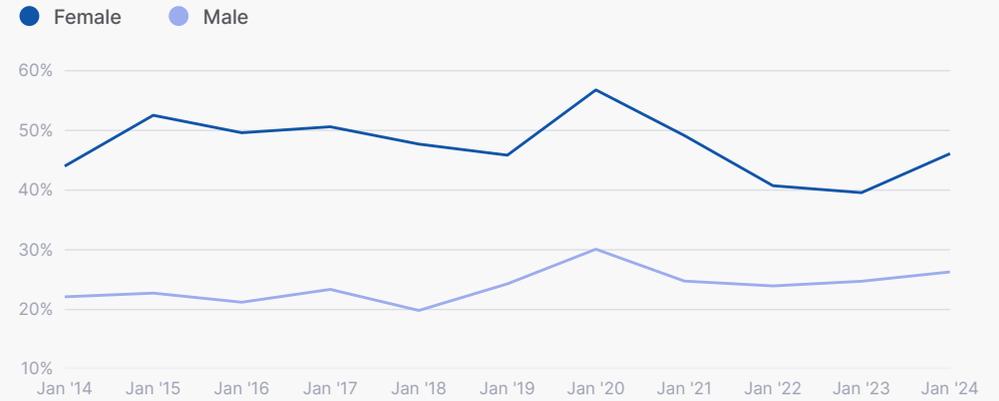
The ethnicity with the greatest change in secondary school retention is Pacific Peoples, which has decreased by 35% since Jan 2023.

### School leavers with NCEA level 3 by ethnicity



In Jan 2024, Asian students in Matamata-Piako 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, decreasing by 64% to 18%.

### School leavers with NCEA level 3 by gender



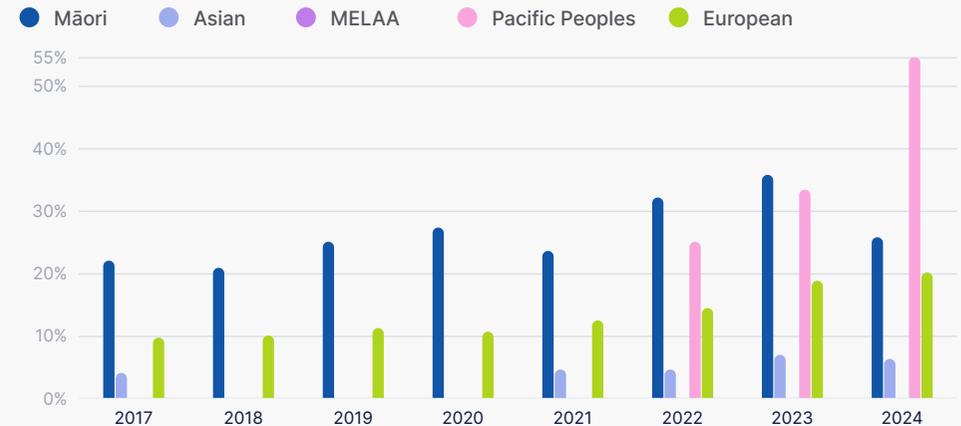
As of Jan 2024, the percentage of female students leaving with NCEA Level 3 in Matamata-Piako District was 46%. This is higher than the 26% pass rate for male students. Compared to Jan 2023, the pass rates have increased for female students and increased for male students.

### Schools with greatest change in NCEA level 3 pass rate

Pass Rate	% Amount	% Change ↓
Morrinsville College	46%	▲ 53%
Matamata College	29%	▼ -19%
Te Wharekura o Te Rau Aroha	75%	▲ 8.3%
Te Aroha College	29%	▲ 7.4%

The NCEA Level 3 pass rate of Morrinsville College has increased by 53%, representing the greatest change in Jan 2024 compared to Jan 2023.

### School leavers with no NCEA qualification by ethnicity



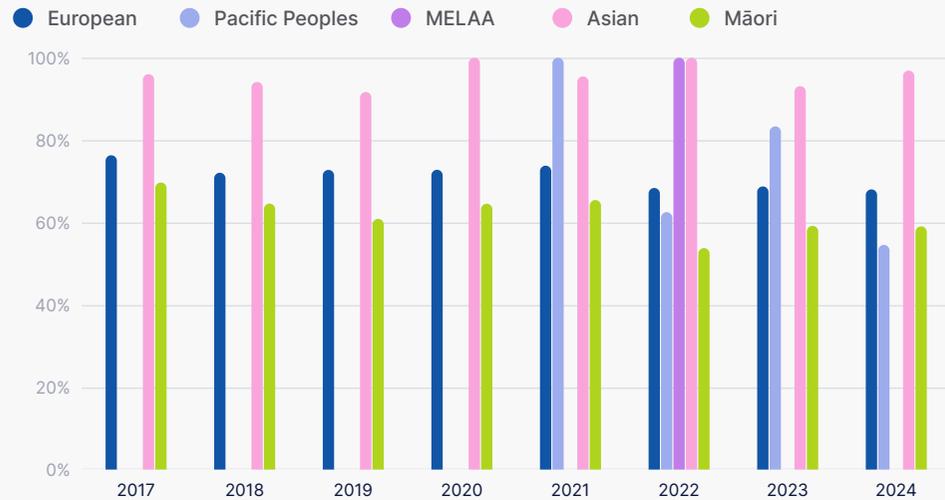
In Jan 2024, Pacific Peoples students in Matamata-Piako District had the greatest proportion of students leaving with no NCEA qualification. Pacific Peoples have seen the greatest change in no NCEA qualification rates since Jan 2024, increasing by 64% to 55%.

### School retention by gender over time



As of Jan 2024, the percentage of female students retention in Matamata-Piako District was 77%. This is higher than the 62% retention rate for male students. Compared to Jan 2023, the retention rates have increased for female students and decreased for male students.

### Secondary school retention by ethnicity



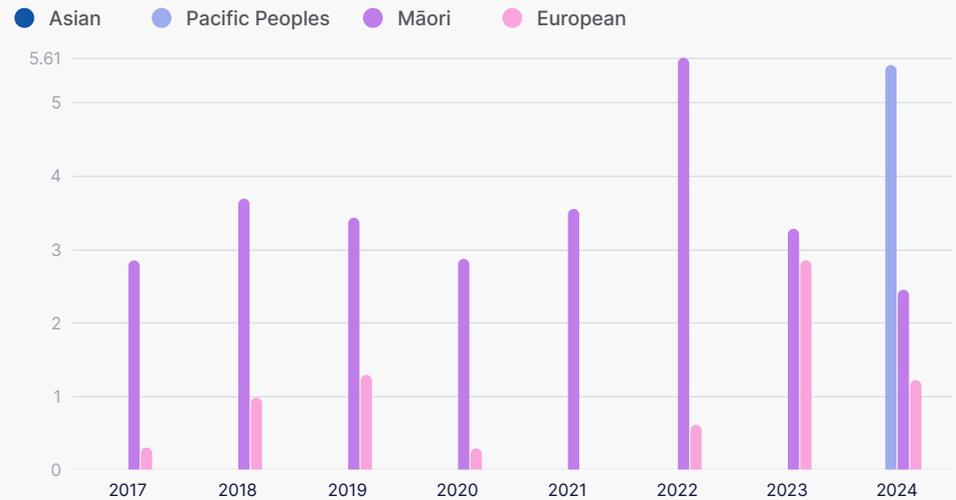
In Jan 2024, Asian students in Matamata-Piako District had the greatest retention rate of 97%. Pacific Peoples have seen the greatest change in retention, decreasing by 35% since Jan 2024.

### Schools with greatest change in retention

Retention Rate	% Amount	% Change ↓
Te Wharekura o Te Rau Aroha	56%	▼ -34%
Morrinsville College	74%	▲ 7.5%
Te Aroha College	67%	▼ -5.6%
Matamata College	70%	▼ -1.1%

The secondary school retention rate of Te Wharekura o Te Rau Aroha has decreased by 34%, 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 Matamata-Piako District had the greatest exclusion rate of 5.5 for every 1000 students. European have seen the greatest change in exclusion rate, decreasing by 57% since Jan 2024.

# Deprivation

## Key pillar changes

---

### Deprivation Score

**1,006**

▼ -0.01%

As of Sept 2025, the deprivation score in Matamata Piako District is 1,005.9, which has decreased by 0.01% since Aug 2025.

### Community with greatest decrease in deprivation score

**Morrinsville East**

▼ -0.03%

The community with the greatest decrease in deprivation score is Morrinsville East, which has decreased by 0.03% since Aug 2025.

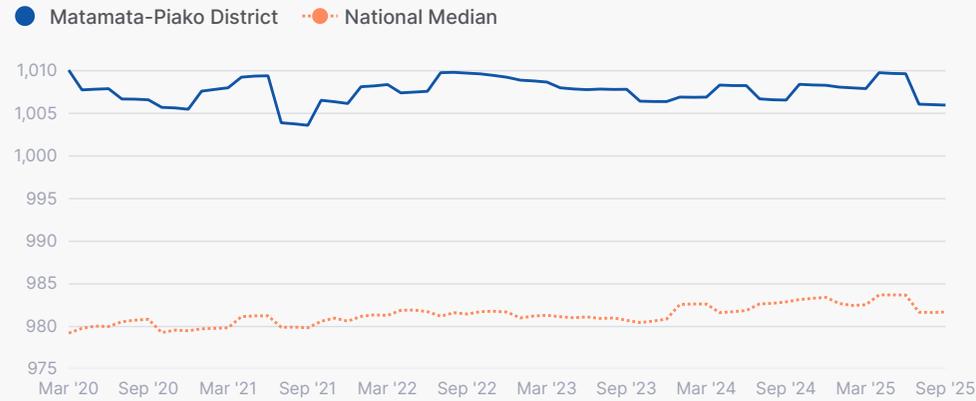
### Community with greatest increase in deprivation score

**Te Aroha East**

▲ 0.04%

The community with the greatest increase in deprivation score is Te Aroha East, which has increased by 0.04% since Aug 2025.

## Comparison to National Deprivation Score



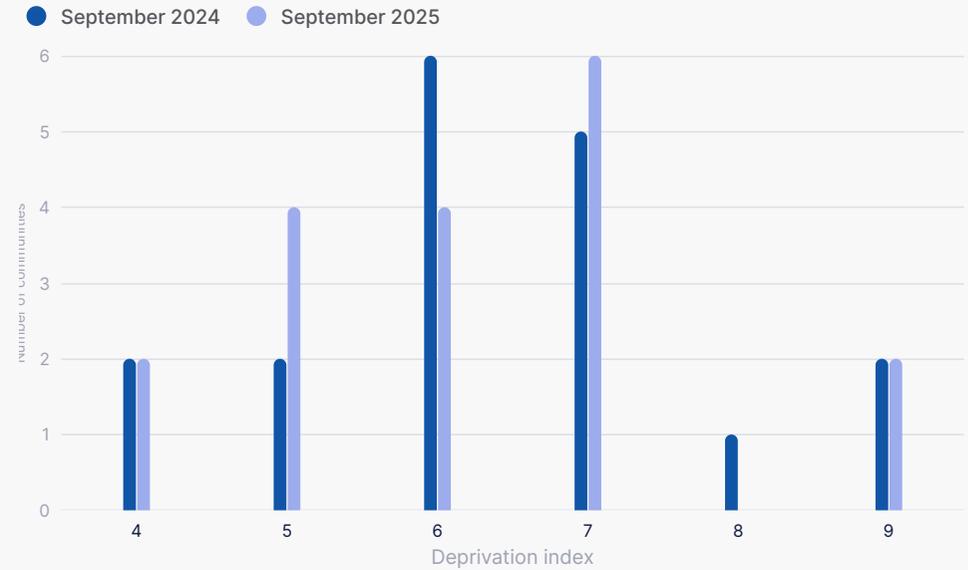
As of Sept 2025, the deprivation score of Matamata-Piako District is 1,005.9. This is 0.06% lower than the score of 1,006.5 at the same time last year Sept 2024. The deprivation score is 2.5% higher than the national median score of 981.6.

## Communities with the greatest change in deprivation score

Depr. Score	Amount	% Change ↓
Te Aroha East	1,102	▲ 0.04%
Morrinsville East	944	▼ -0.03%
Te Aroha West	989	▲ 0.03%
Waharoa-Peria	1,082	▼ -0.02%
Waitoa-Ngarua	1,025	▲ 0.02%

The deprivation score of Te Aroha East has increased by 0.04%, representing the greatest change in Sept 2025 compared to Aug 2025.

## Distribution of Deprivation Index



As of Sept 2025, 11% of Matamata-Piako 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

**475**

▼ -3.4%

As of Dec 2025, the crime rate in Matamata Piako District is 474.7, decreasing by 3.4% since Nov 2025.

### Community with the highest crime rate

**Morrinsville West**

▼ -3.9%

The community with the highest crime rate is Morrinsville West, decreasing by 3.9% since Nov 2025.

### Community with the lowest crime rate

**Tahuna-Mangateparu**

▼ -10%

The community with the lowest crime rate is Tahuna-Mangateparu, decreasing by 10% since Nov 2025.

### Crime type with the greatest change in crime rate

**Abduction**

▲ 100%

The type of crime with the greatest change is Abduction, increasing by 100% since Nov 2025.

### Community with the greatest change in crime rate

**Waihou-Manawaru**

▼ -15%

The community with the greatest change is Waihou-Manawaru, decreasing by 15% since Nov 2025.

### Comparison to National Crime Rate



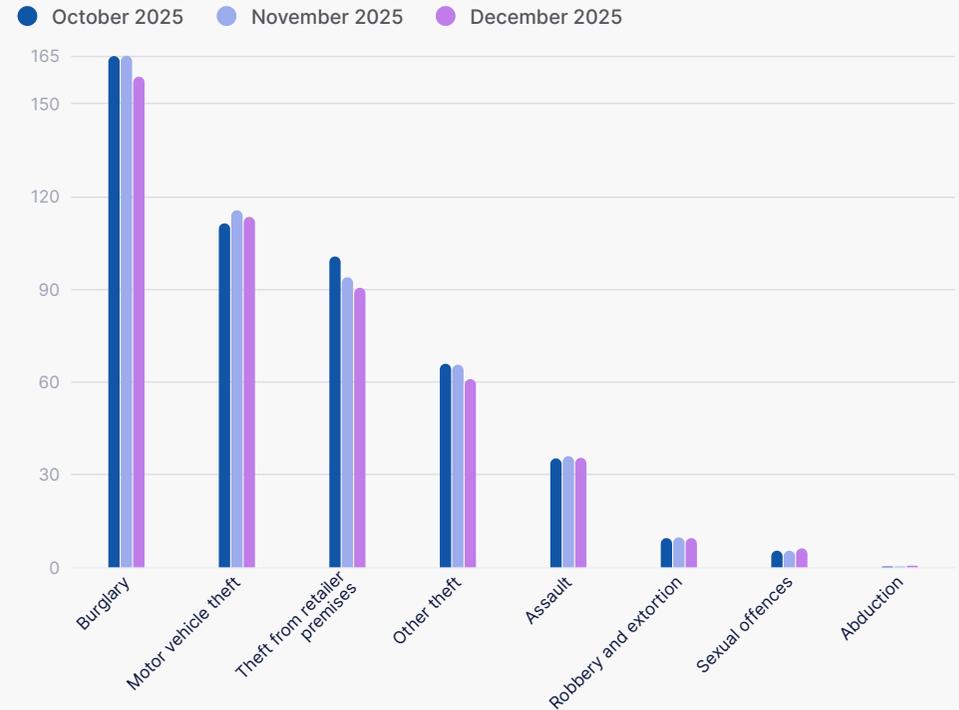
As of Dec 2025, the crime rate in Matamata-Piako District is 474.7. This is 4% lower than the crime rate at the same time last year. The crime rate is 15% lower than the national rate of 558.4.

### Communities with greatest change

Crime Rate	Amount	% Change ↓
Waihou-Manawaru	218	▼ -15%
Okauia	215	▼ -14%
Richmond Downs-Wardville	272	▼ -12%
Te Poi	319	▼ -12%
Waharoa-Peria	290	▼ -11%

The crime rate of Waihou-Manawaru has decreased by 15%, representing the greatest change in Dec 2025 compared to Nov 2025.

### Crime types with the greatest change



Within Matamata-Piako District, the most prevalent crime type in Dec 2025 was Burglary, with a crime rate of 158.6. The type of crime that has seen the greatest change since Dec 2025 is Abduction, which has increased by 100%.

# 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.

# Important Information

## Private & Confidential

This document, any insights it contains, and any supporting data, (together, the insights) are made available to you by DOT Data Limited (DOT), on a private and confidential basis, for internal use only. They may only be provided to your directors, officers, employees, contractors agents, advisers and representatives (Related Parties) who need to know the insights for the purpose of evaluating them, and who are informed of their private and confidential nature.

## Proprietary and Intellectual Property Rights

The Insights are the property of DOT Loves Data, and nothing may be construed as granting you any proprietary or other rights in the Insights.

## Information only

The sole purpose of the Insights is to provide you with information on the topic and subject matter set out in these Insights. The Insights may not be used for any other purpose.

## Independent Assessment

DOT Loves Data does not provide any financial, investment, legal or taxation advice in connection with the Insights. You should seek independent financial, investment, legal, taxation and other relevant advice in relation to the Insights.

## Projections & Forecasts

The Insights may involve material elements of subjective judgement and analysis. Any of the views which comprise estimates, forecasts or other projections, are subject to significant uncertainties and contingencies that cannot reasonably be anticipated. On this basis, such views may not always be achieved or prove to be correct.

Indications of past performance in the Insights will not necessarily be repeated in the future.

Additionally, the Insights may contain 'forward looking statements'. Actual events or results or actual performance may differ materially from those reflected or contemplated in such forward looking statements.

## Your Responsibilities

You must not:

- copy or reverse engineer the Insights or any data forming part of the Insights.
- attempt to re-identify or de-aggregate any of the Insights or any data forming part of the Insights.
- disclose the Insights, the data comprising the Insights, or the existence of any aspect of the Insights, to any other person without the prior written consent of DOT Loves Data Limited.

## Disclaimer

DOT Loves Data has created the Insights in good faith, and believes the Insights to be correct at the time they were compiled. You agree to access and use the Insights at your own risk. To the extent permitted by law DOT Loves Data, its related companies and affiliates, and the Related Parties of each of them (together, Affiliates):

- do not make any representation warranty, assurance or undertaking as to the accuracy, completeness or currency of the data forming part of the Insights, or the views expressed within the Insights, including whether it is suitable or sufficient for you, fit for any particular purpose, or for any other person or purposes, or agrees to inform you of any matter that subsequently comes to their notice, which may affect the accuracy, reliability or completeness of the Insights; and
- are not liable or responsible for any loss, damage, claim, liability, proceedings, costs or expenses, arising directly or indirectly, and whether in tort (including negligence), contract, equity or otherwise, out of or in connection with the Insights.

# Any questions or feedback on the latest report?

Get in touch at [support@communitycompass.co.nz](mailto:support@communitycompass.co.nz)

