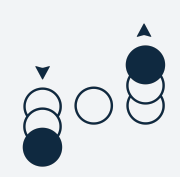


Quarterly Report

Otorohanga District

Summary

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



New Business Registrations this month

▼ **11.0**

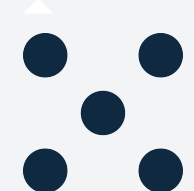
As of June 2025, Otorohanga District saw 11.0 new business registrations, a decrease of 42.11% compared with March 2025.



Years to save for a house deposit

▲ **7.0**

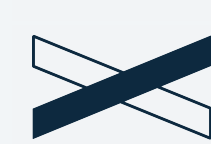
As of June 2025, it would take 7.0 years to save for a 20% home deposit in Otorohanga District, an increase of 2.42% compared with March 2025.



Gambling spend per capita

▼ **\$26**

As of September 2024, an average of \$26.0 was spent by individuals over 18 years in Otorohanga District through electronic gaming machines, a decrease of 1.34% compared with June 2024.



Crime rate

▼ **380.0**

In May 2025, Otorohanga District had a crime rate of 380.0 incidents per 10,000 people, a decrease of 0.59% compared with February 2025.



Deprivation Index

— **8.0**

As of March 2025, the deprivation within Otorohanga District is 8.0 and this is unchanged since February 2025.

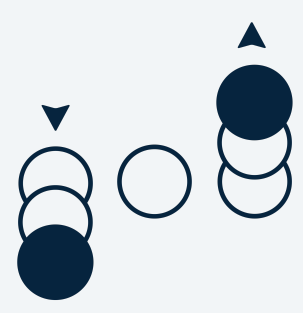


Job seeker support rate

▲ **6.2%**

In March 2025, 6.2% of the working population (15-64 years) in Otorohanga District claimed Job Seeker Support, an increase of 13.69% compared with March 2024.

△ Trending Up ▽ Trending Down ● Improving ● Worsening — No Change



Economy

△ Trending Up ▽ Trending Down ● Improving ● Worsening — No Change

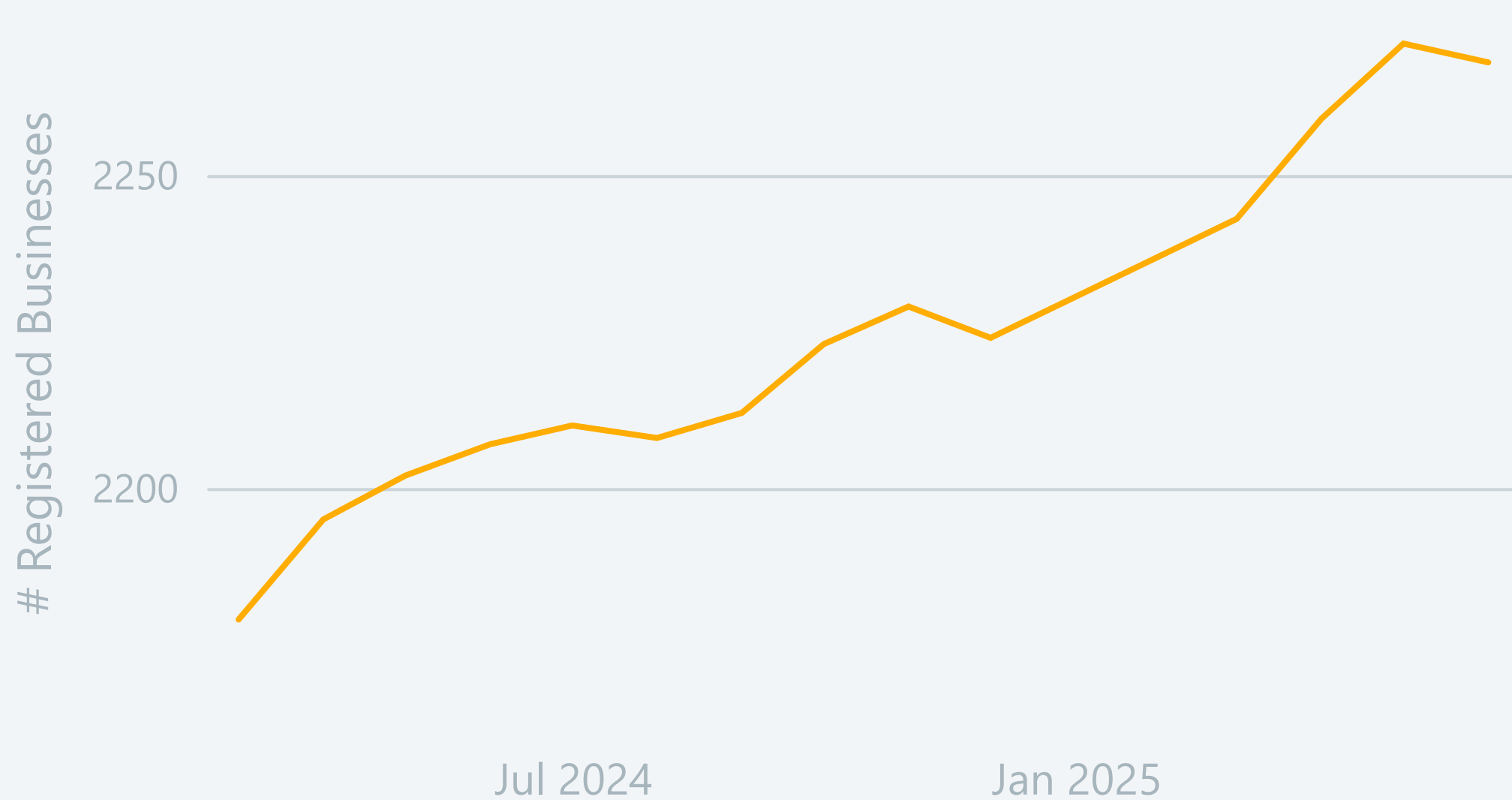
Key Pillar Changes

New Business Registrations this month Jun 2025 **11.0** ▼ 42.11% % change is from March 2025

Business Deregistrations this month Jun 2025 **14.0** ▲ 1300% % change is from March 2025

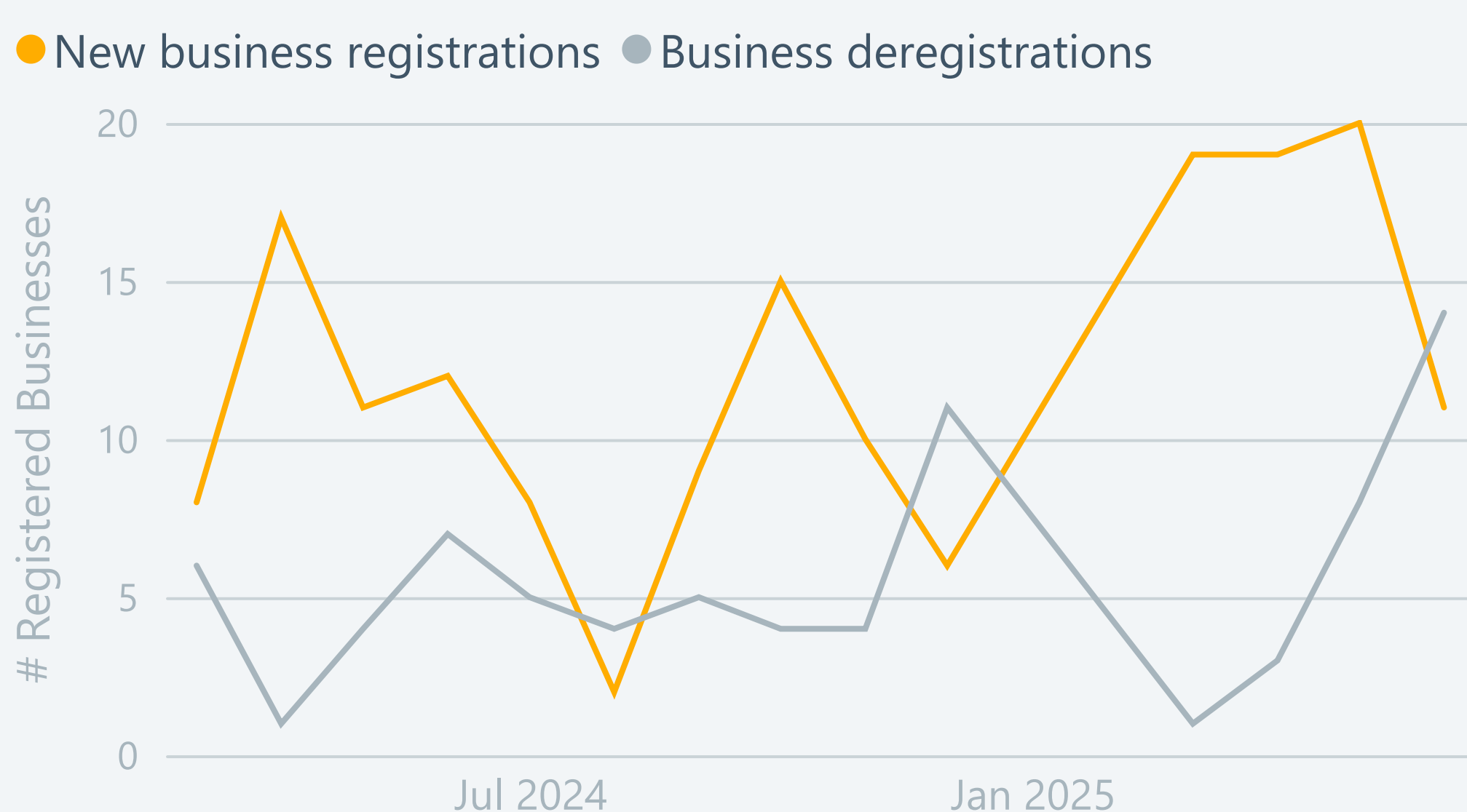
Total tourism spend this quarter May 2025 **\$5.9M** ▼ 13.74% % change is from February 2025

Total number of businesses registered to date



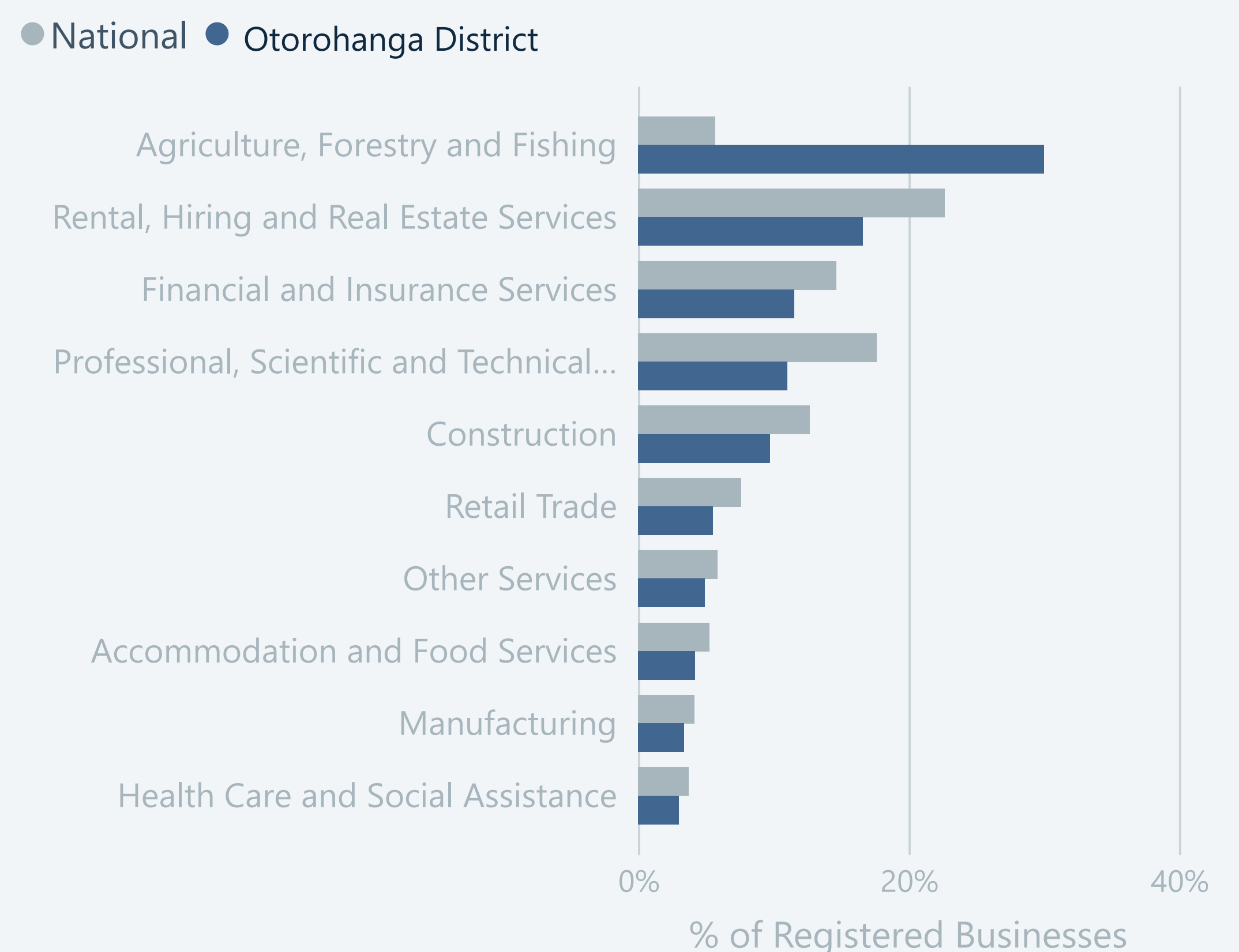
As of June 2025 there were 2268 registered businesses in Otorohanga District. Over the last 12 months the number of registered businesses has increased by 61. Nationally, the number of registered businesses has increased by 0.14%.

Business openings and closings in the last year

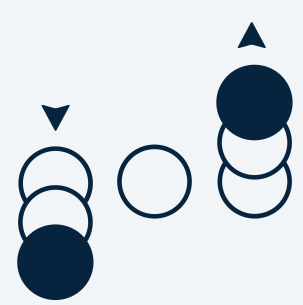


Comparing June 2025 with June 2024 Otorohanga District has seen a decrease in the number of new business registrations of 8.3% and an increase in the number of business deregistrations of 100%.

Distribution of registered businesses by industry

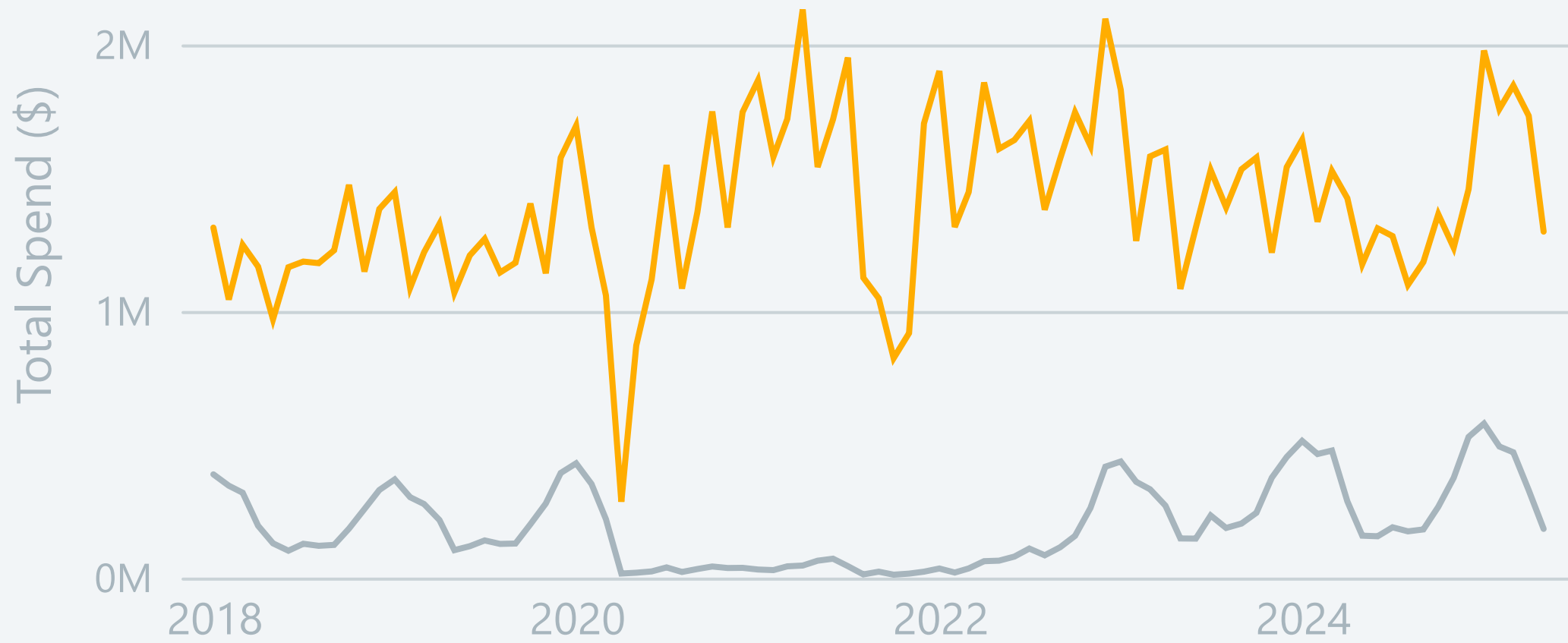


Agriculture, Forestry and Fishing is the largest industry operating in Otorohanga District and makes up 26.9% of all currently registered businesses.



Tourism spend this quarter

● Domestic tourism ● International tourism



In May 2025, \$1.5M was spent in Otorohanga District from domestic and international visitors to the district. Domestic tourism made up 87.7% of total tourism spend, and has increased by 10.4% since the same time last year, whereas international tourism has increased by 16.15% in the same time period.

Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Waikato	▲ \$91K	\$1.6M
Manawatu-Wanganui	▲ \$8K	\$409K
Bay of Plenty	▲ \$202K	\$526K
Taranaki	▲ \$161K	\$825K
Auckland	▲ \$156K	\$962K

This quarter, the largest spend from domestic tourists visiting Otorohanga District came from the Waikato region, with tourists spending \$1.6M. This represents an increase of \$91K since the same quarter last year.

Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Bay of Plenty	▲ \$202K	\$526K
Nelson	▲ \$11K	\$16K
West Coast	▲ \$2K	\$5K

This quarter, Otorohanga District saw the greatest % change in domestic tourism spend from those visiting from the Nelson region since the same quarter last year, with a \$11K 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.

Visiting countries with the greatest spend

Visiting country	\$ Change	Spend
Australia	▼ \$1K	\$199K
Rest of Asia	▲ \$11K	\$61K
Rest of Europe	▲ \$9K	\$98K
United Kingdom	▼ \$1K	\$92K
United States of America	▲ \$56K	\$393K

This quarter, the largest spend from international tourists visiting Otorohanga District came from United States of America, with tourists spending \$393K. This represents an increase of \$56K since the same quarter last year.

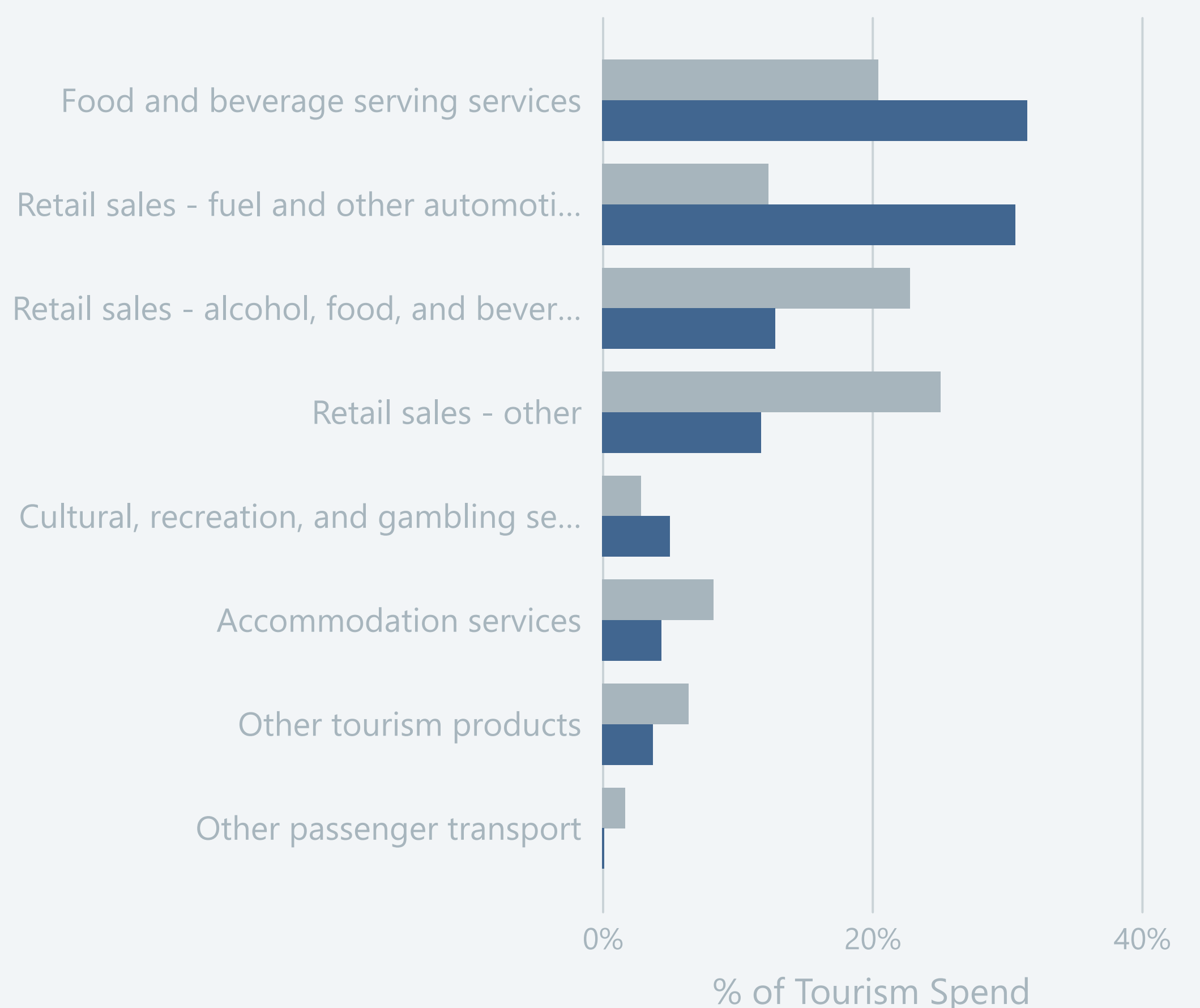
Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
Rest of Oceania	▲ \$323	\$787
Korea	▼ \$3K	\$3K
Rest of Americas	▲ \$7K	\$24K

This quarter, Otorohanga District saw the greatest % change in international tourism spend from those visiting from Rest of Oceania since the same quarter last year, with a \$323 increase in spend.

Tourism spend by industry

● National ● Otorohanga District



In Otorohanga District tourists spent the most on Food and beverage serving services this quarter, which was 31.5% of all tourism spend. This is 53.7% larger than the national proportion.

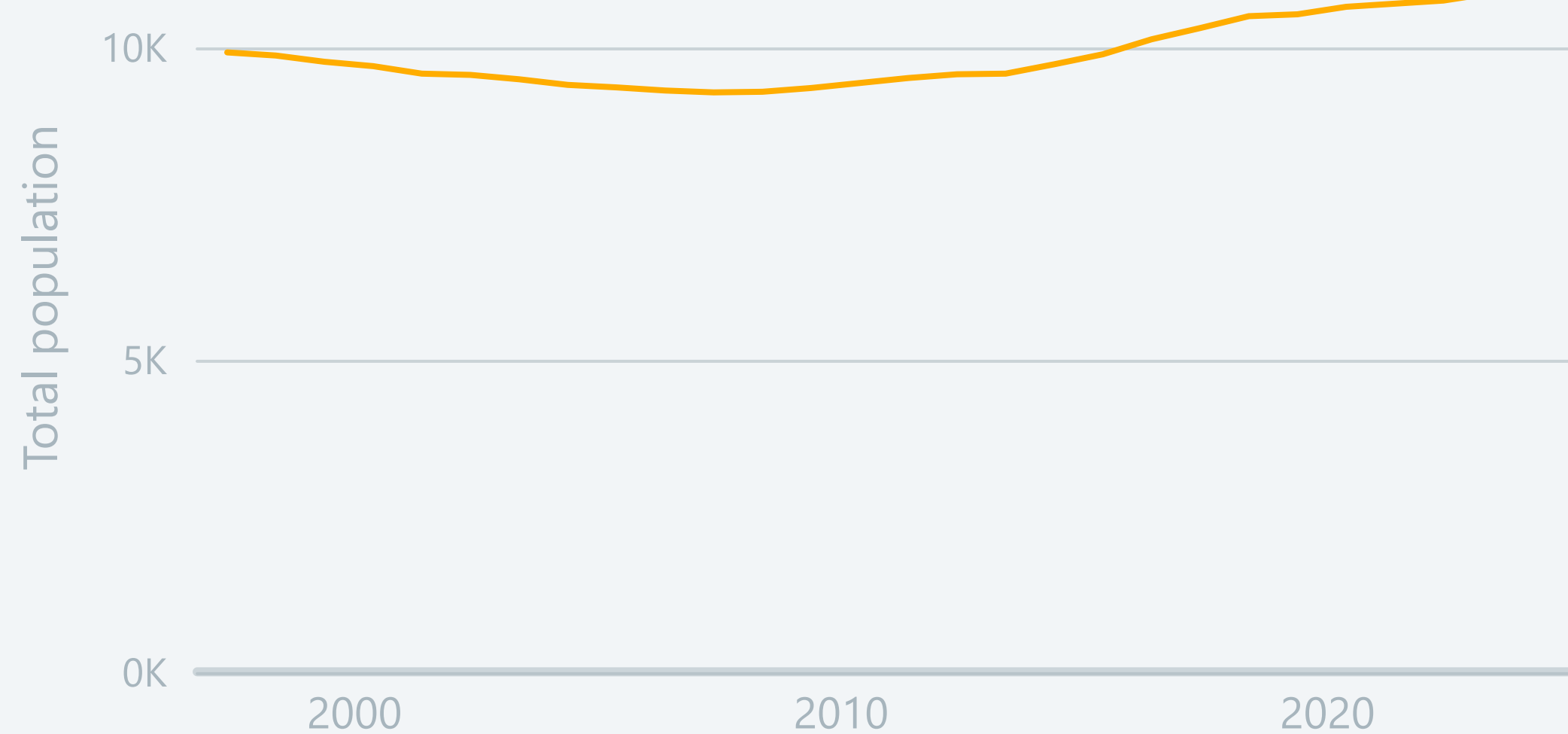


Demographics

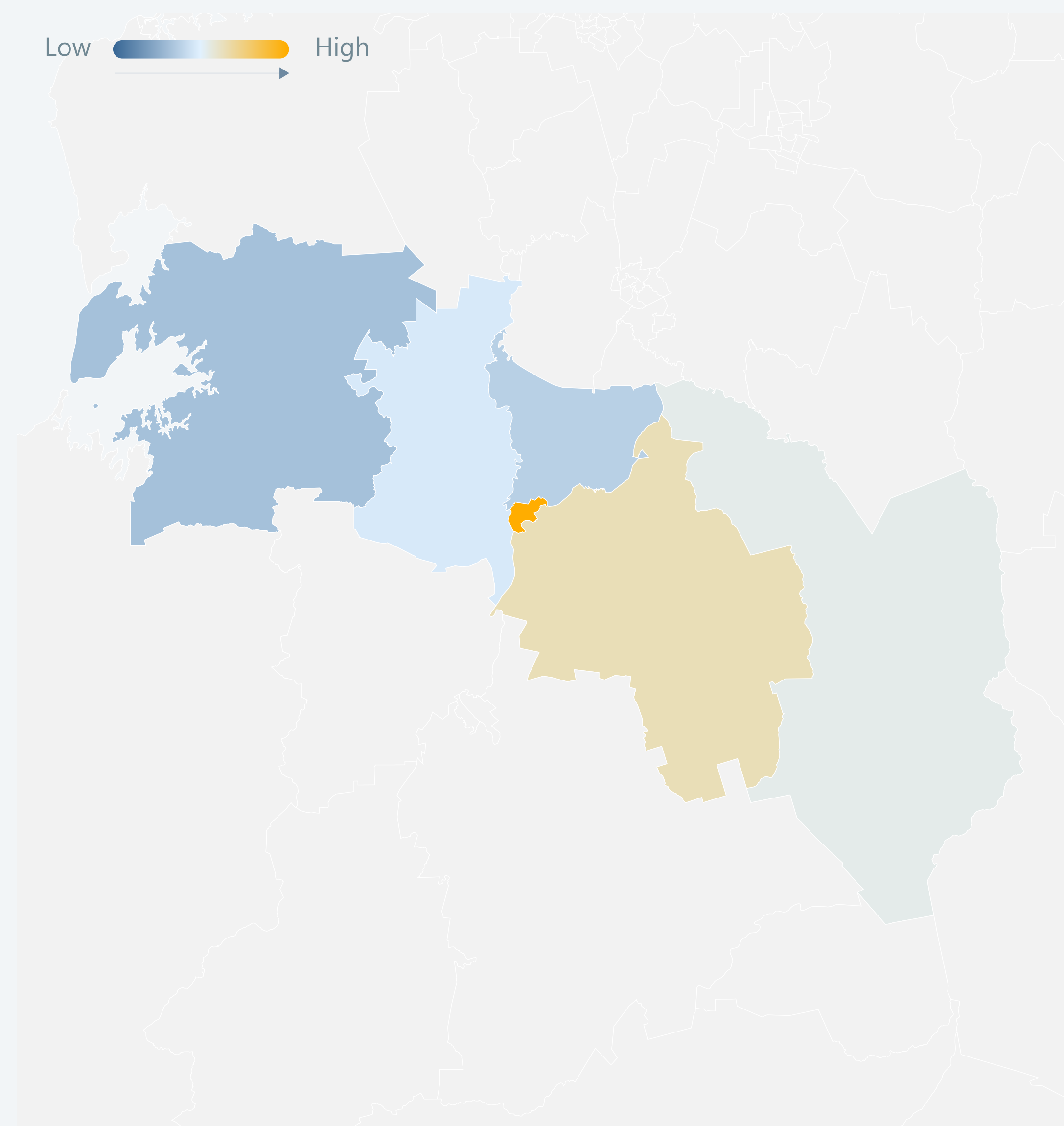
Estimated population

11.06K

Is the estimated total population in Otorohanga District in 2024. The population in the area has increased by 1.75% or 190 people since 2023.

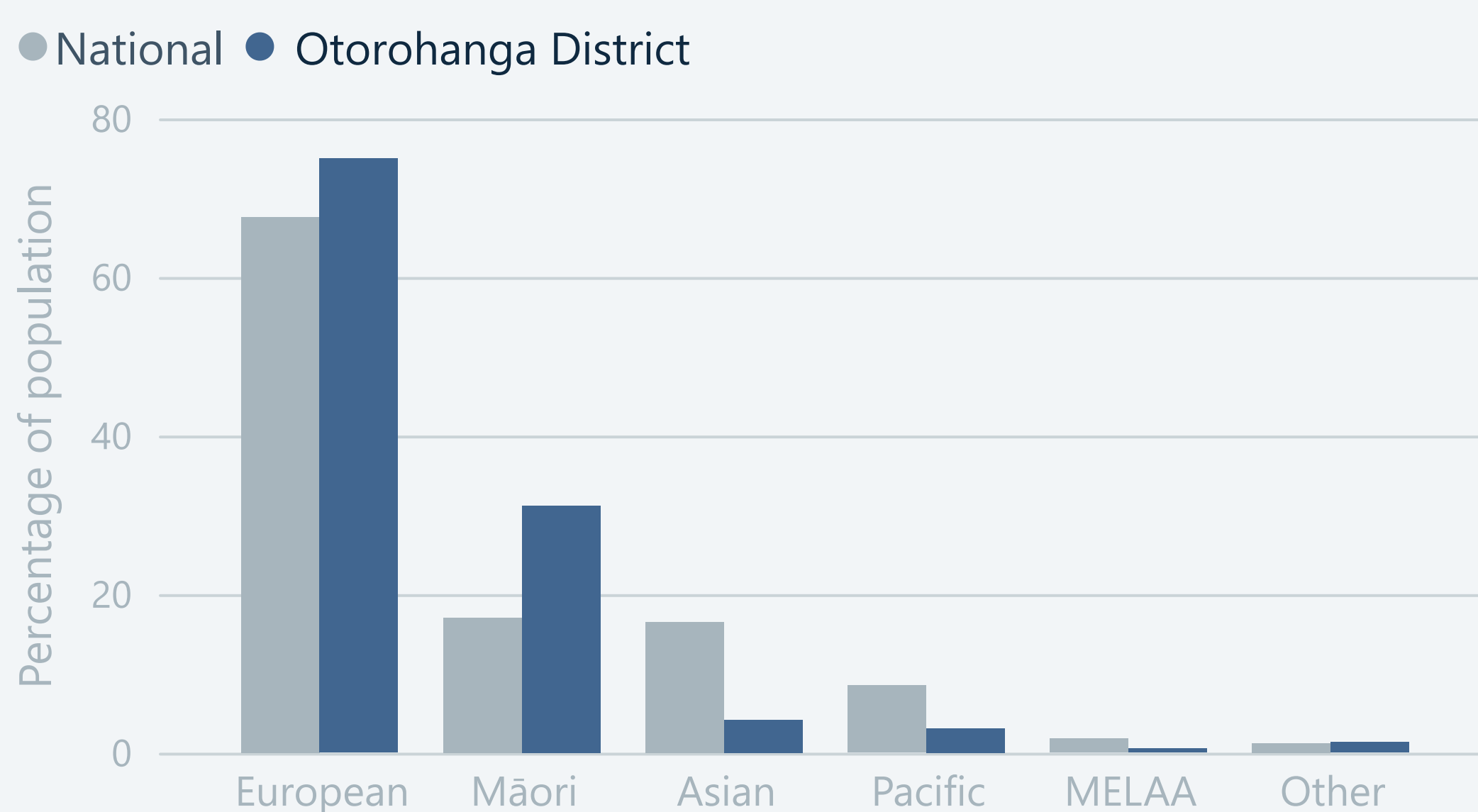


Population distribution



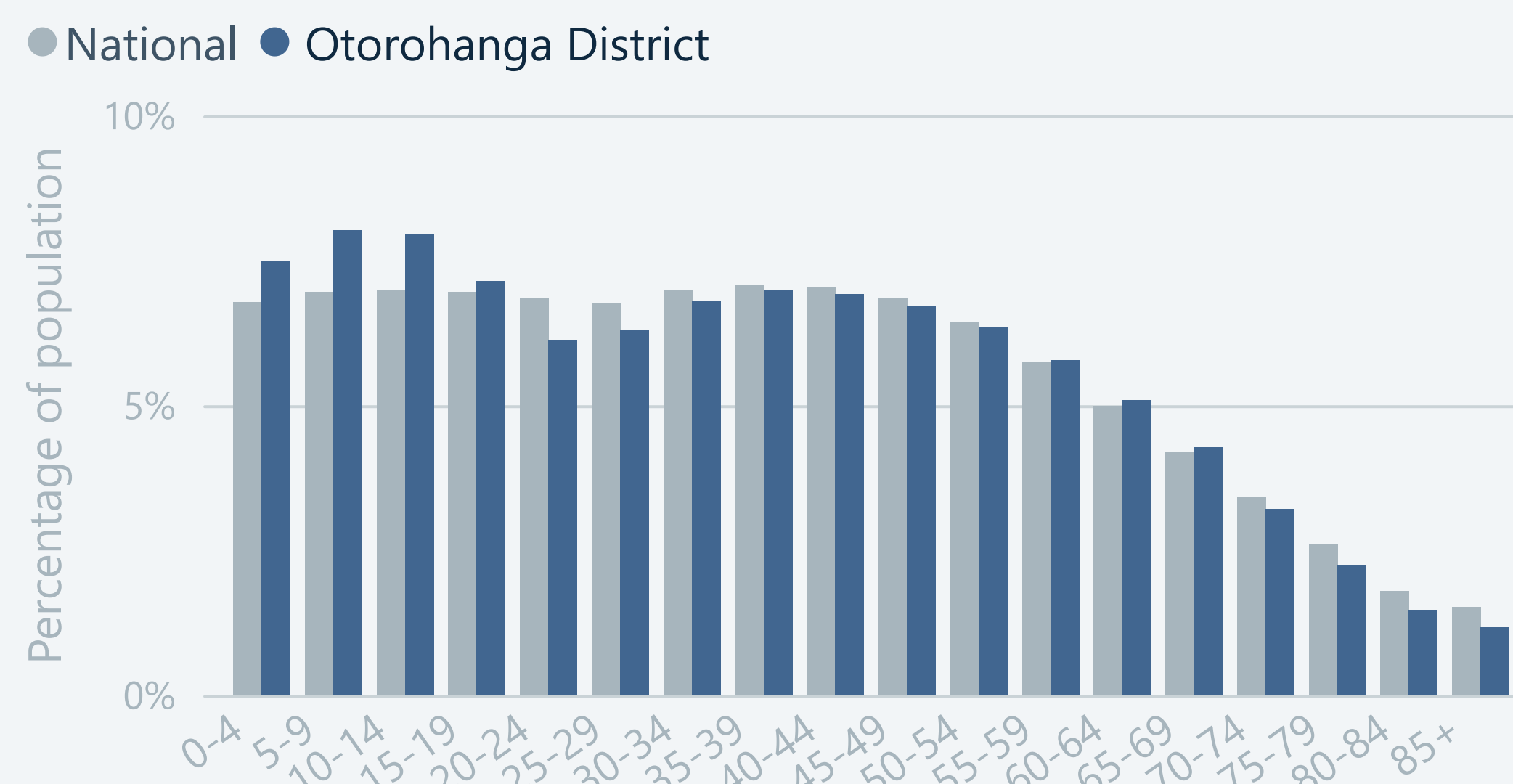
In June 2024, Te Kawa saw the greatest change in population, with an increase of 3.8% since June 2023.

Ethnic distribution



As of March 2023 the largest ethnic group in Otorohanga District is European (73.3%), 13% larger than the national percentage. The ethnicity that has had the greatest change since March 2018 is MELAA, increasing by 103.85%.

Age distribution



As of June 2024 the largest age band in Otorohanga District is 10-14 (7.5%), 14.4% larger than the national distribution. The age band that has had the greatest change since June 2023 is 40-44, increasing by 8.6%.

Key Pillar Changes

Job seeker support rate
Mar 2025

6.2%

▲ 13.69%

% change is from March 2024

Means tested benefit rate
Mar 2025

3.6%

▼ 0.95%

% change is from March 2024

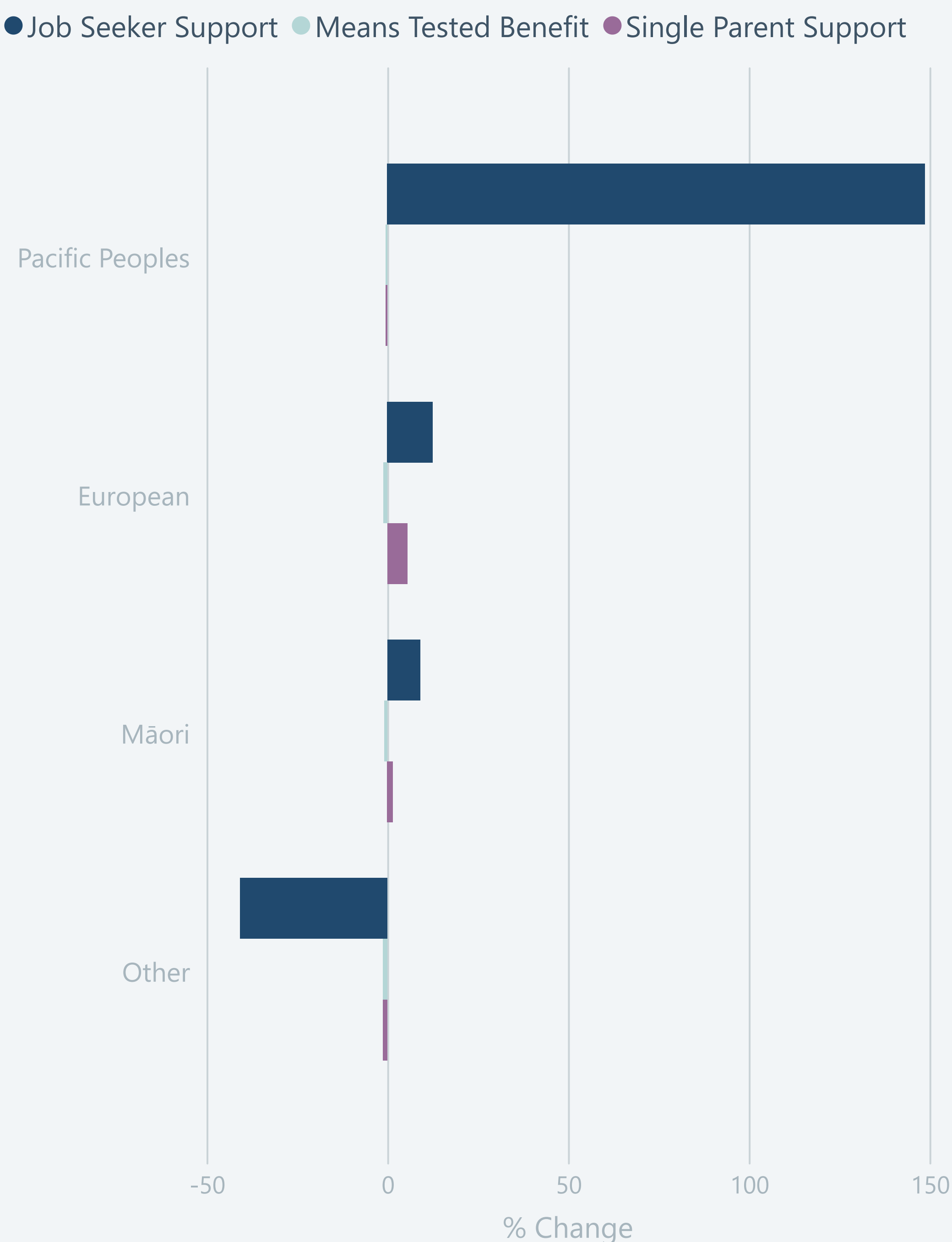
Sole parent support rate
Mar 2025

3.3%

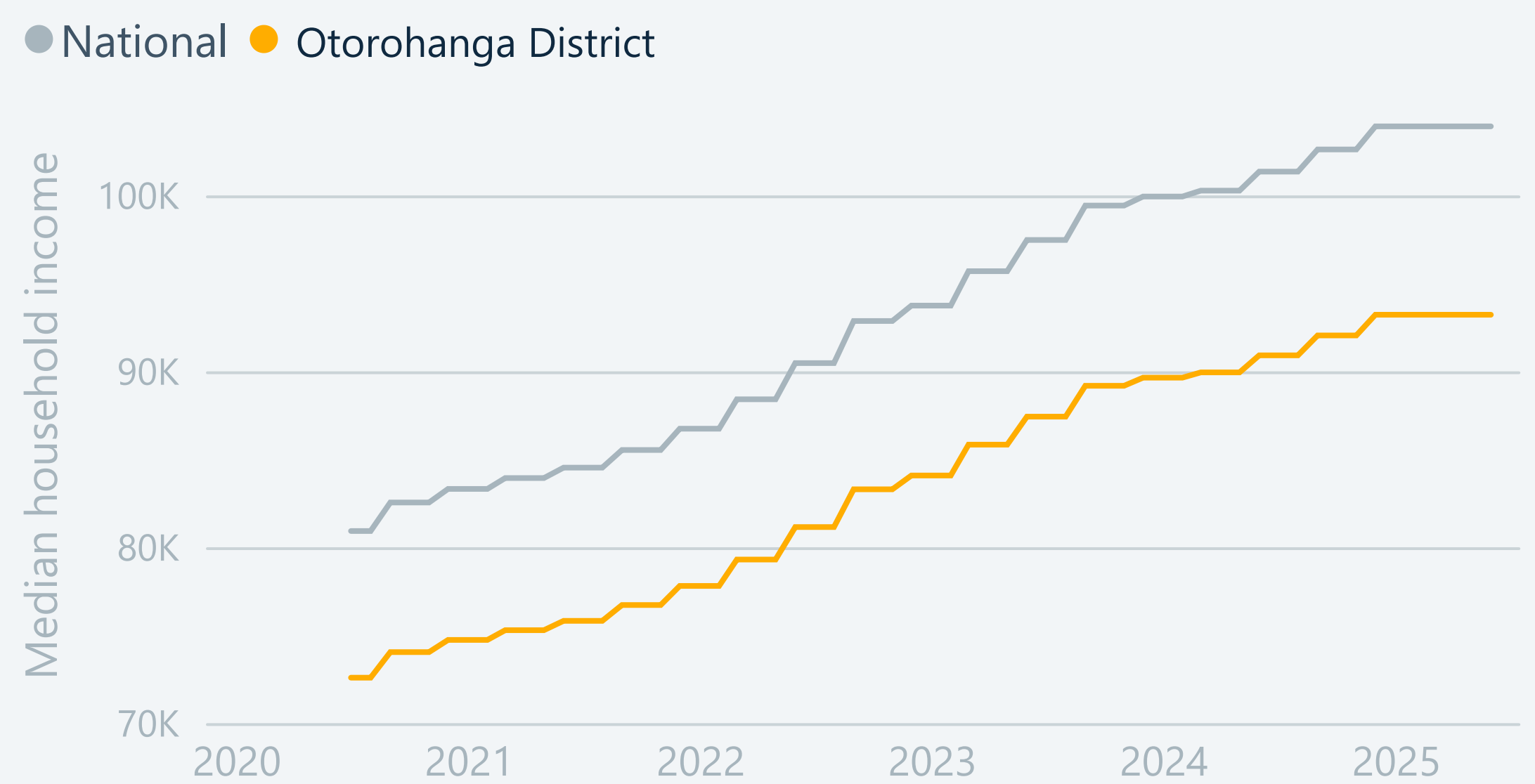
▲ 1.92%

% change is from March 2024

Change in benefit rates by Ethnicity

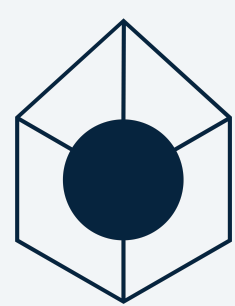


Median Household Income over time



As of June 2025, the median household income (adjusted for inflation) in Otorohanga District was \$93,218. This is 10.3% less than the national median.

Within Otorohanga District, the benefit rate by ethnicity with the greatest increase in the last 12 months was Job Seeker Support for Pacific Peoples, up 148.77% to a value of 7.39 claimants per 100 working adults (15-64yrs). Comparatively, Job Seeker Support for Other ethnicities (Asian, MELAA and other) saw the greatest decrease over the last 12 months, down 40.74% to 2.23 claimants per 100 working adults.



Key Pillar Changes

Years to save for a house deposit

Jun 2025

7.0

▲ 2.42%

% change is from March 2025

Rental affordability (% of income spent on rent)

Jun 2025

26.7%

▲ 0.45%

% change is from March 2025

Purchasing affordability (% of income spent on mortgage repayments)

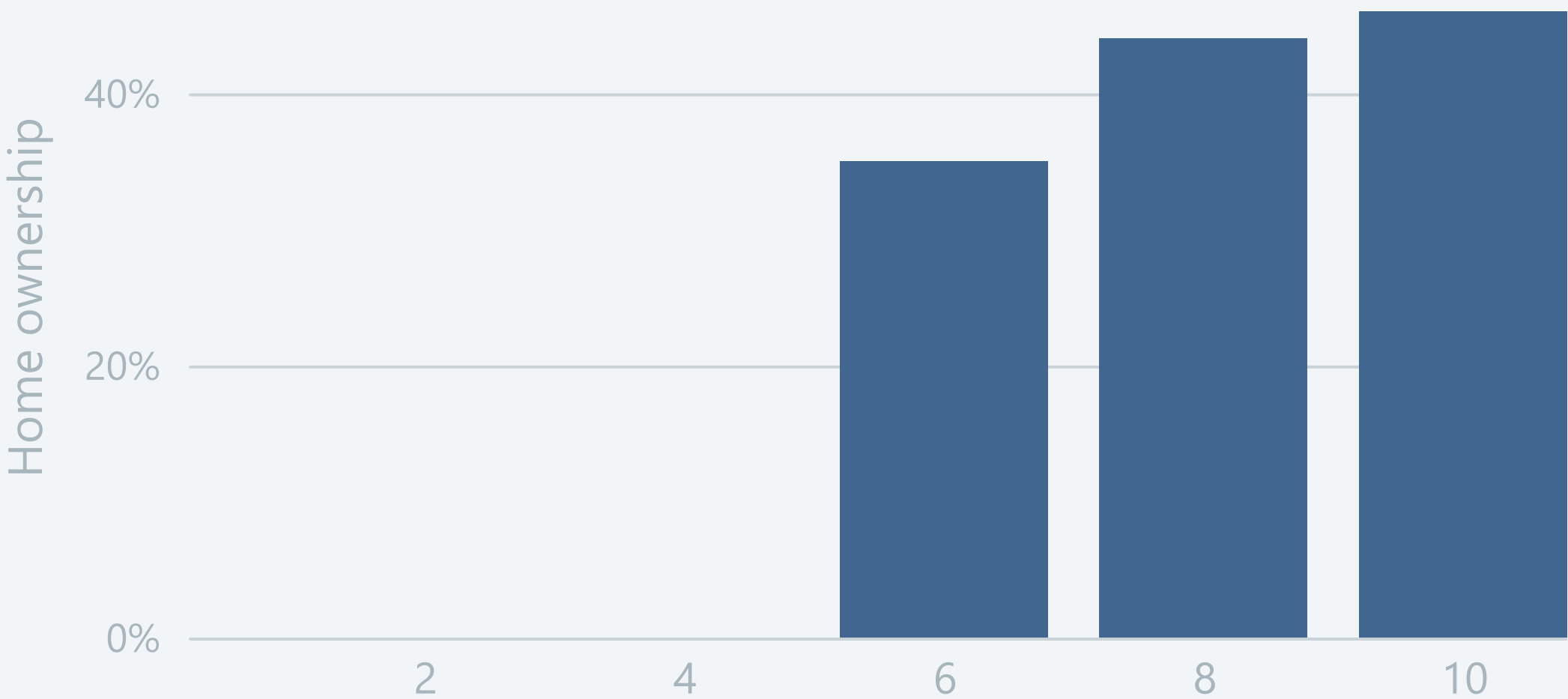
Jun 2025

24.6%

▲ 2.25%

% change is from March 2025

Home Ownership by Deprivation Index



In Otorohanga District, communities with a deprivation index of 10 have the highest rates of home ownership. The home ownership rate in these communities is 1.3 times greater than those communities with a deprivation index of 6 (the deprivation decile with the lowest home ownership rate). Deprivation and home ownership are as at March 2018.

Greatest Change in Rental Affordability

Multiple communities saw the greatest change in the percentage of income spent on rent over the last 3 months, with a 0% unchanged. Of these communities, Otorohanga was the most unaffordable in June 2025, with 32.5% of annual household income spent on rent.

Community		% Change	Rental Affordability
Honikiwi	—	0.00	18.20
Maihihi	—	0.00	23.20
Otorohanga	—	0.00	32.50
Pirongia Forest	—	0.00	18.80
Te Kawa	—	0.00	19.20

Greatest Change in Purchasing Affordability

Pirongia Forest saw the greatest change in the percentage of income spent on mortgage repayments, with a 8.5% decrease over the last 3 months. Of these communities, Pirongia Forest was the most unaffordable in June 2025, with 33.6% of annual household income spent on mortgage repayments.

Community		% Change	Purchasing Affordability
Honikiwi	—	0.00	18.20
Otorohanga	▼	0.68	29.10
Pirongia Forest	▼	8.45	33.60
Te Kawa	—	0.00	26.10

i 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 is also based on the median annual household income.

Secondary school retention	Jan 2023	64.0%	15.88%	% change is from January 2022
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Ōtorohanga College

Māori

▼ 13.53% % change is from January 2022

Year	Asian	European	Māori	MELAA	Pacific Peoples
2016	23	29	23	0	0
2017	24	42	24	0	0
2018	45	43	45	0	0
2019	15	26	15	0	0
2020	46	46	0	0	0
2021	25	41	25	0	0
2022	25	0	25	0	0
2023	22	27	22	0	0

In 2023, European students in Otorohanga District had the greatest proportion of students leaving with NCEA3. This is 1.22 times larger than Māori students, who have the lowest proportion of students leaving with NCEA Level 3. Māori students have seen the greatest change in NCEA Level 3 pass rates, with an increase of 0.8%. Māori NCEA Level 3 pass rates in Otorohanga District are 61% of National Māori rates.

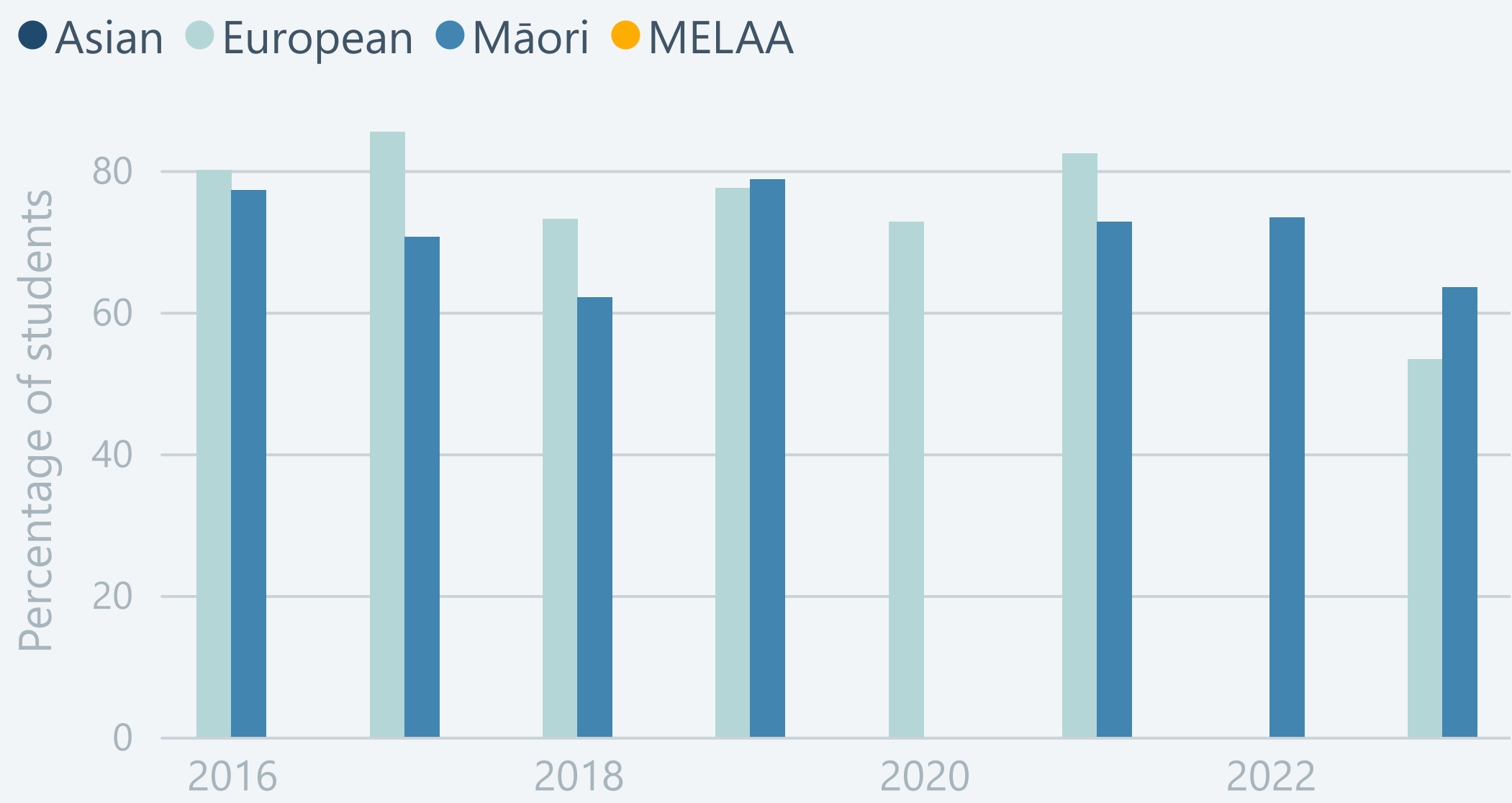
Year	Female (%)	Male (%)
2014	36	16
2015	60	12
2016	33	18
2017	34	26
2018	46	36
2019	33	8
2020	55	30
2021	42	22
2022	26	37
2023	39	23

Since 2014, on average the percentage of students leaving with NCEA Level 3 in Otorohanga District for female students has been 1.77 times larger than male students. In 2023, the percentage of students leaving with NCEA Level 3 for female students compared with male students was less than average. Compared to national figures, in 2023 the pass rate in Otorohanga District were lower for both females and males.

In 2023, the school with the greatest change in the percentage of students leaving with NCEA Level 3 (pass rate) since 2022 was Ōtorohanga College, with a 0.21% decrease. Note that the table includes only those schools with more than 50 students.

School	% Change	Pass Rate
Ōtorohanga College	0.21	30.43

Secondary school retention by ethnicity



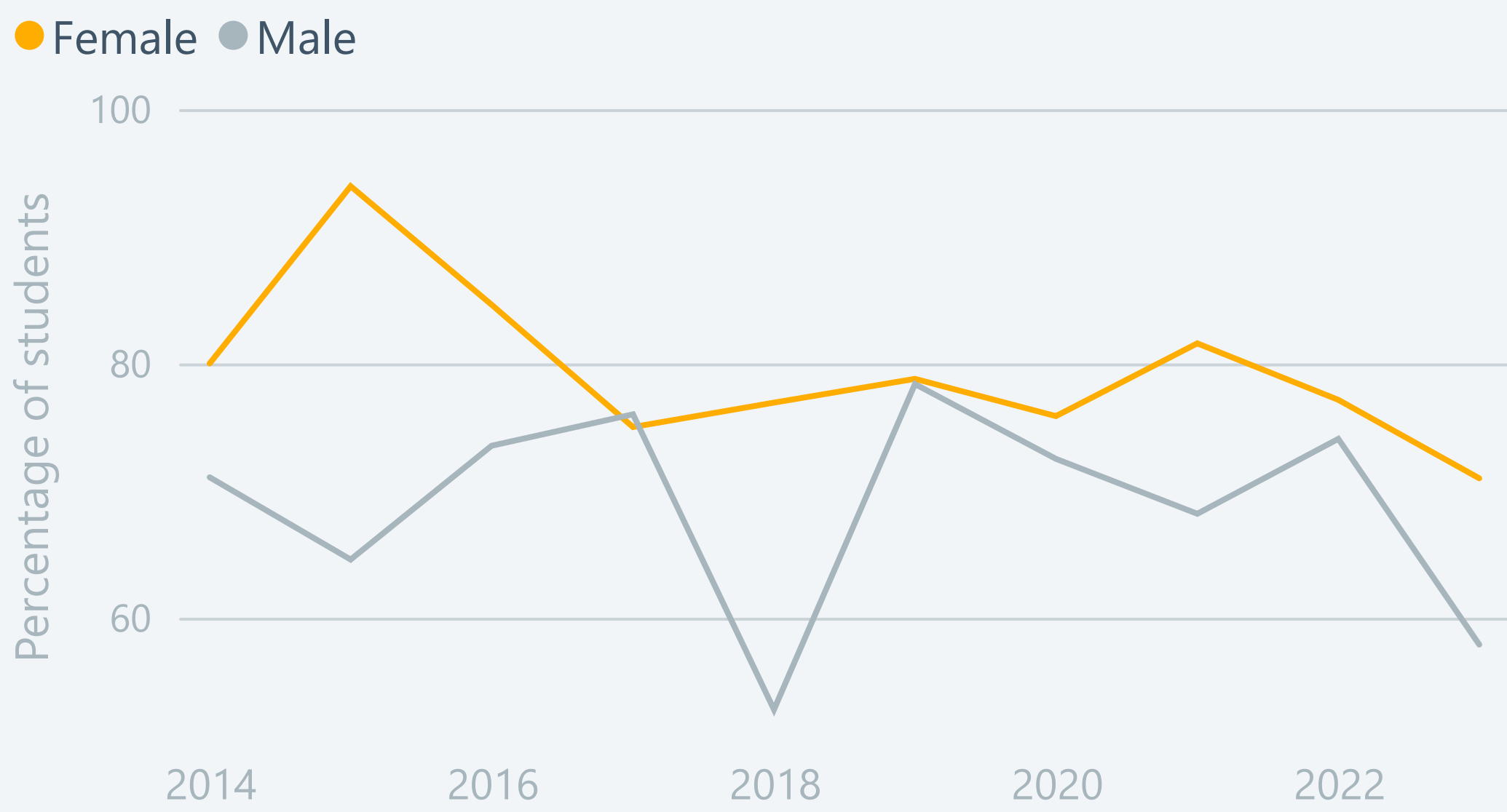
In 2023, Māori students in Otorohanga District had the greatest retention rate. This is 1.19 times larger than European students, who have the lowest retention rate. Māori students have seen the greatest change in retention, with an increase of 0.8%. Māori retention rates in Otorohanga District are 99% of National Māori rates.

Schools with greatest change in retention

In 2023, the school with the greatest change in retention rate since 2022 was Ōtorohanga College, with a 12.04% decrease. Note that the table includes only those schools with more than 50 students.

Community		% Change	Retention rate
Ōtorohanga College		12.04	64

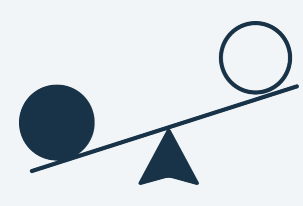
Secondary school retention by gender



On average, since 2014, the retention rate in Otorohanga District of female students has been 1.15 times larger than male students. In 2023, the retention rates of female students compared with male students was higher than average.. Compared to national figures, in 2023 the retention rates in Otorohanga District were lower for both females and males.

! 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.



Deprivation

△ Trending Up ▽ Trending Down ● Improving ● Worsening — No Change

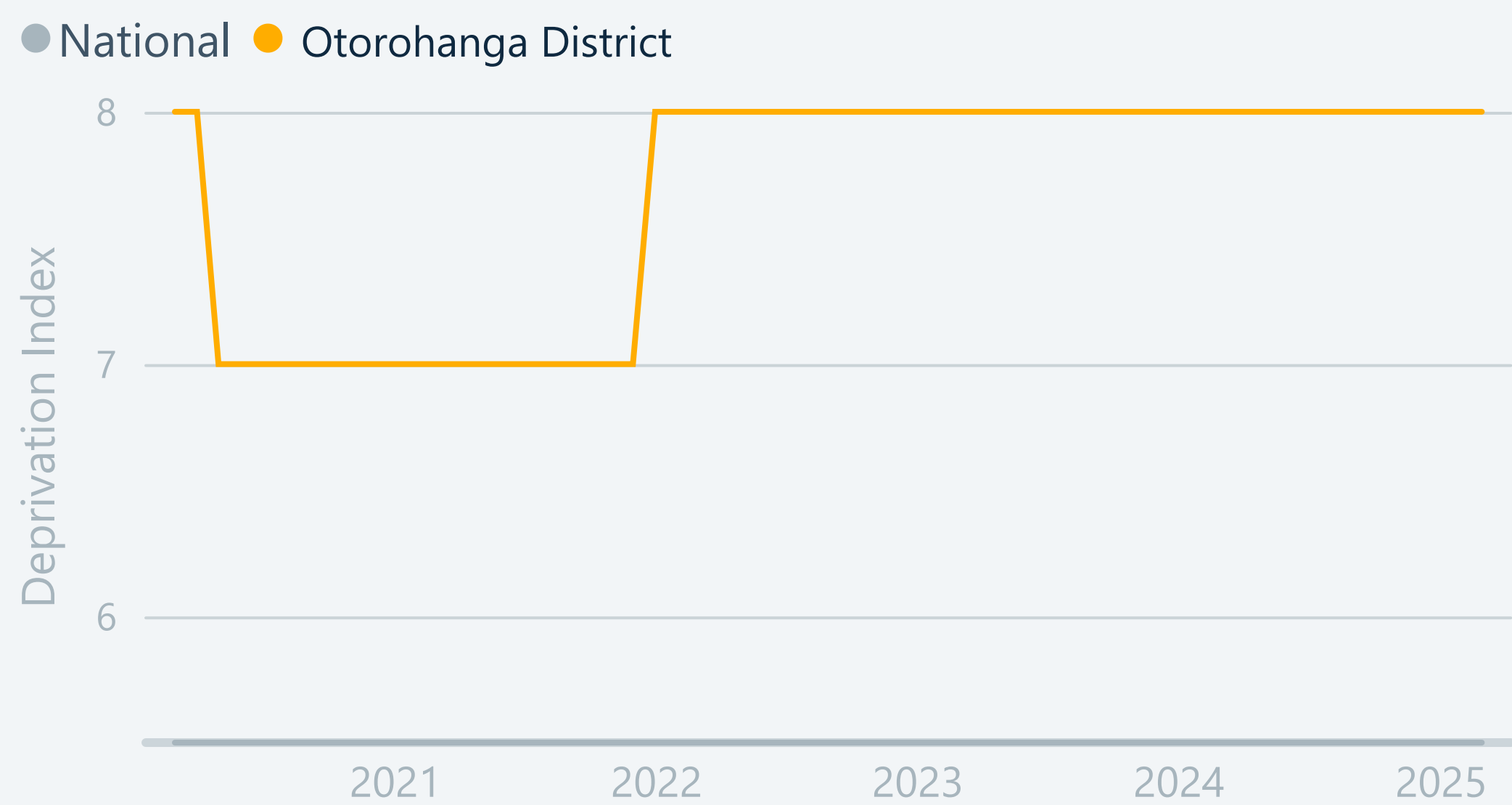
Key Pillar Changes

Deprivation Index Mar 2025 **8.0** — 0% % change is from February 2025

Community with greatest decrease in deprivation score Mar 2025 **Otorohanga** ▽ 1.16% % change is from March 2024

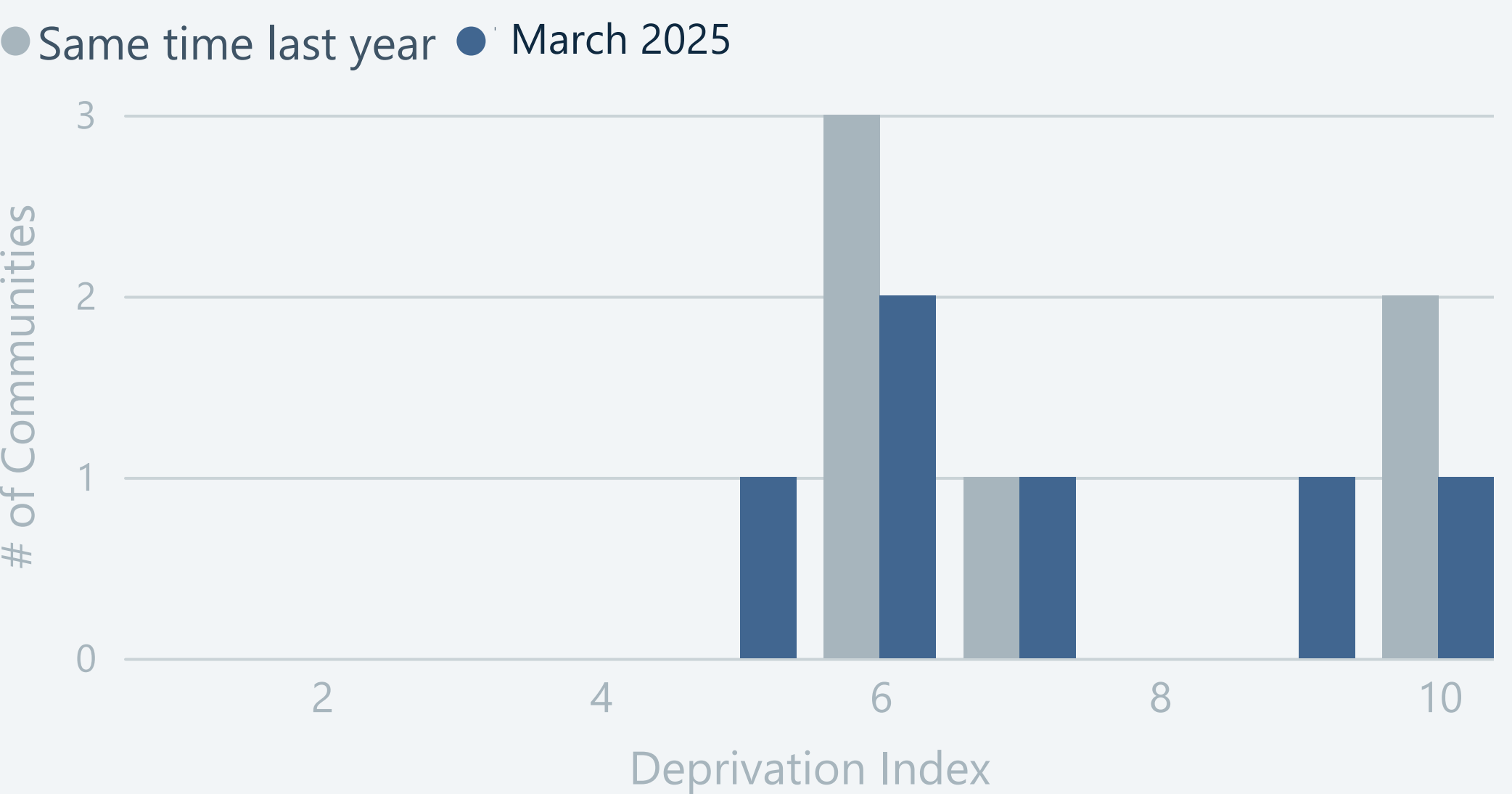
Community with greatest increase in deprivation score Mar 2025 **Honikiwi** ▲ 1.78% % change is from March 2024

Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Otorohanga District has seen no change, and is 8 as of March 2025. The deprivation index is 45.5% above the national median index of 5.5.

Distribution of Deprivation Index



In Otorohanga District, 33.3% of the population live in highly deprived communities (deprivation index 8-10), whereas 0% live in high socio-economic performing communities (deprivation index 1-3).

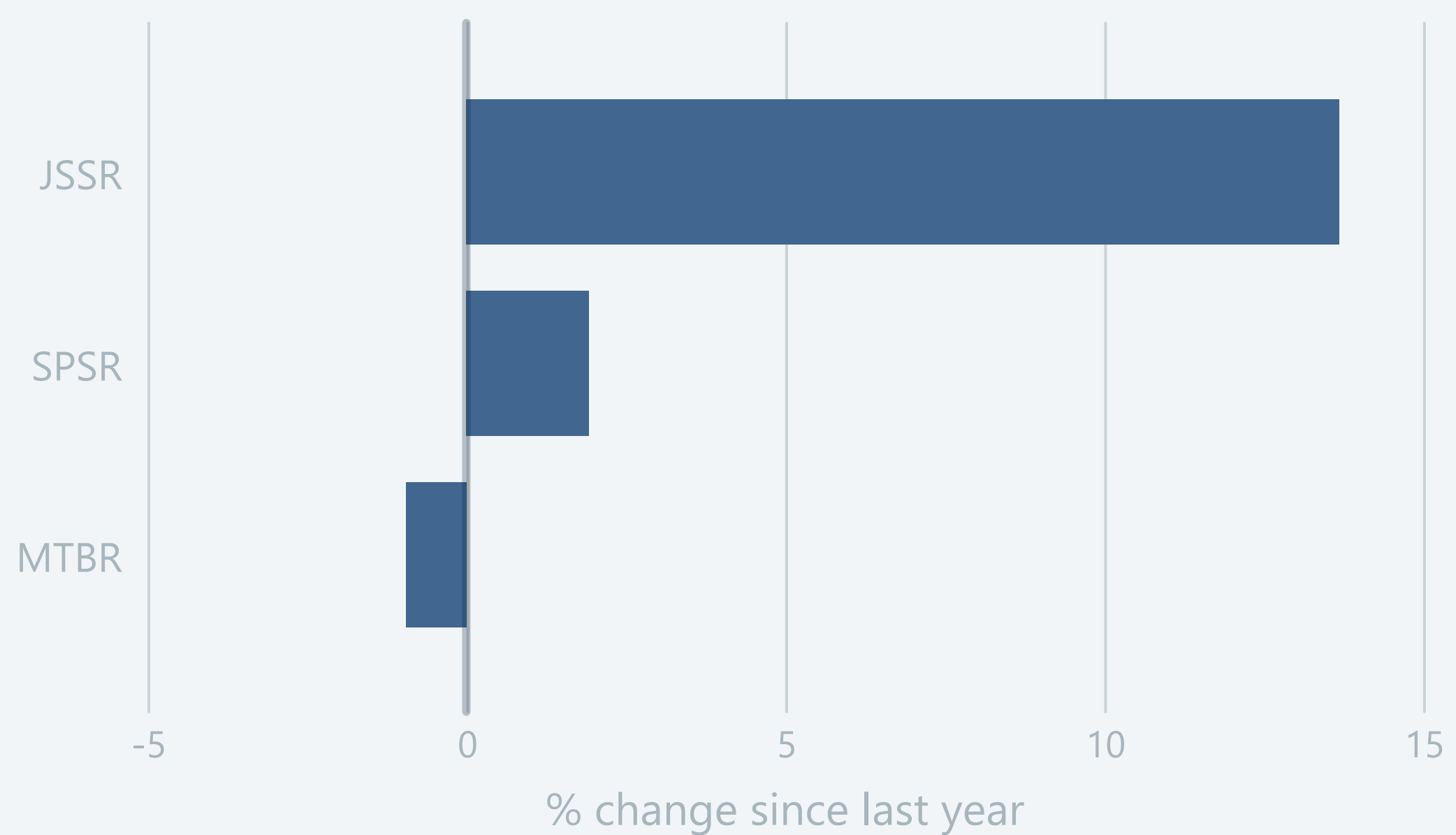
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Honikiwi	▲ 1.78	1,030.24
Otorohanga	▽ 1.16	1,129.84
Maihihi	▲ 0.86	1,007.80
Puniu	▲ 0.86	996.49
Te Kawa	▽ 0.38	979.60

The community with the greatest change in deprivation score since the same time last year was Honikiwi, with a 1.8% 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 13.69% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

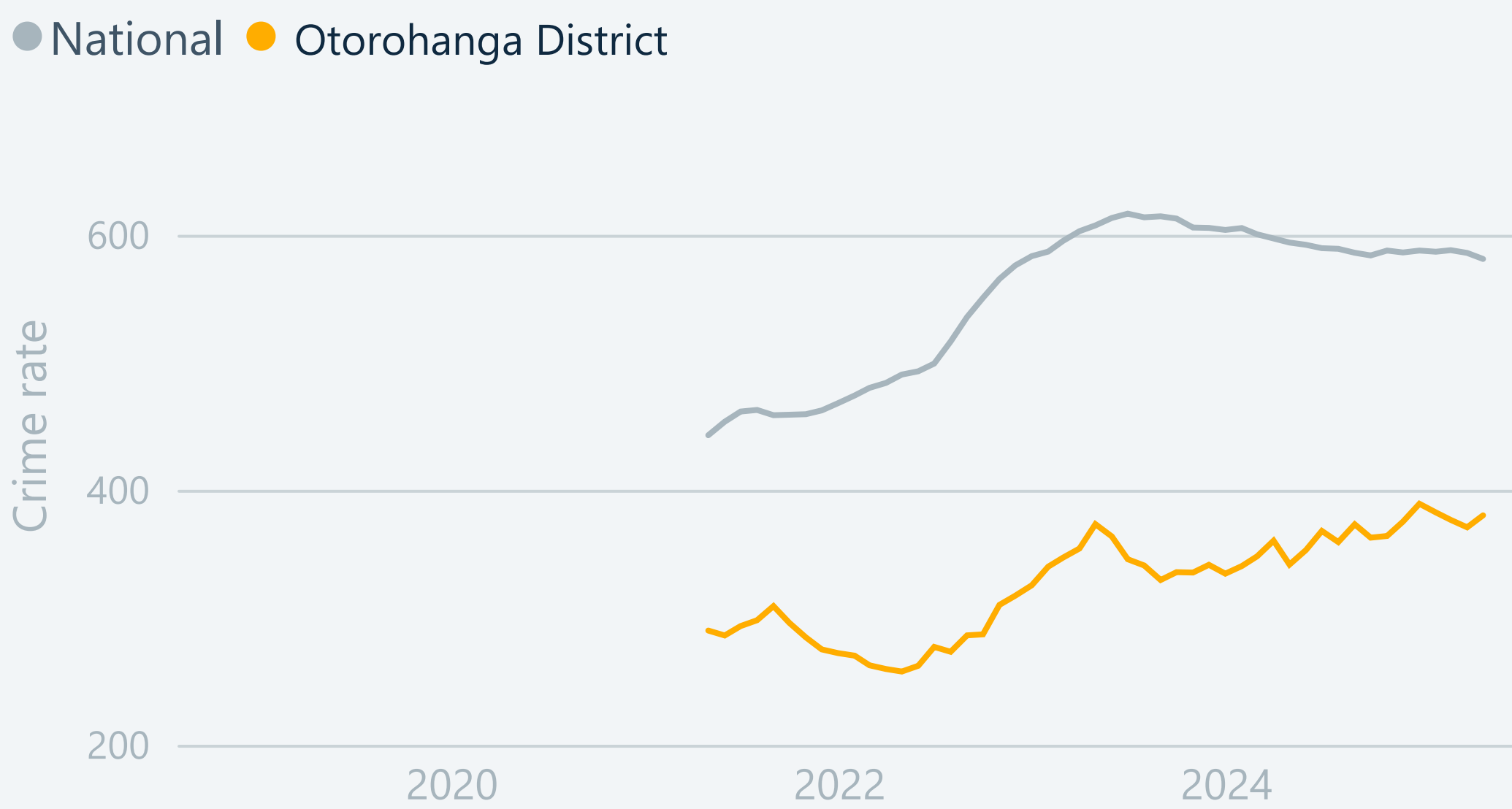
Key Pillar Changes

Crime rate May 2025 **380.0** ▽ 0.59% % change is from February 2025

Crime type with the greatest change in crime rate May 2025 **Theft From Retail Premises** ▽ 34.57% % change is from February 2025

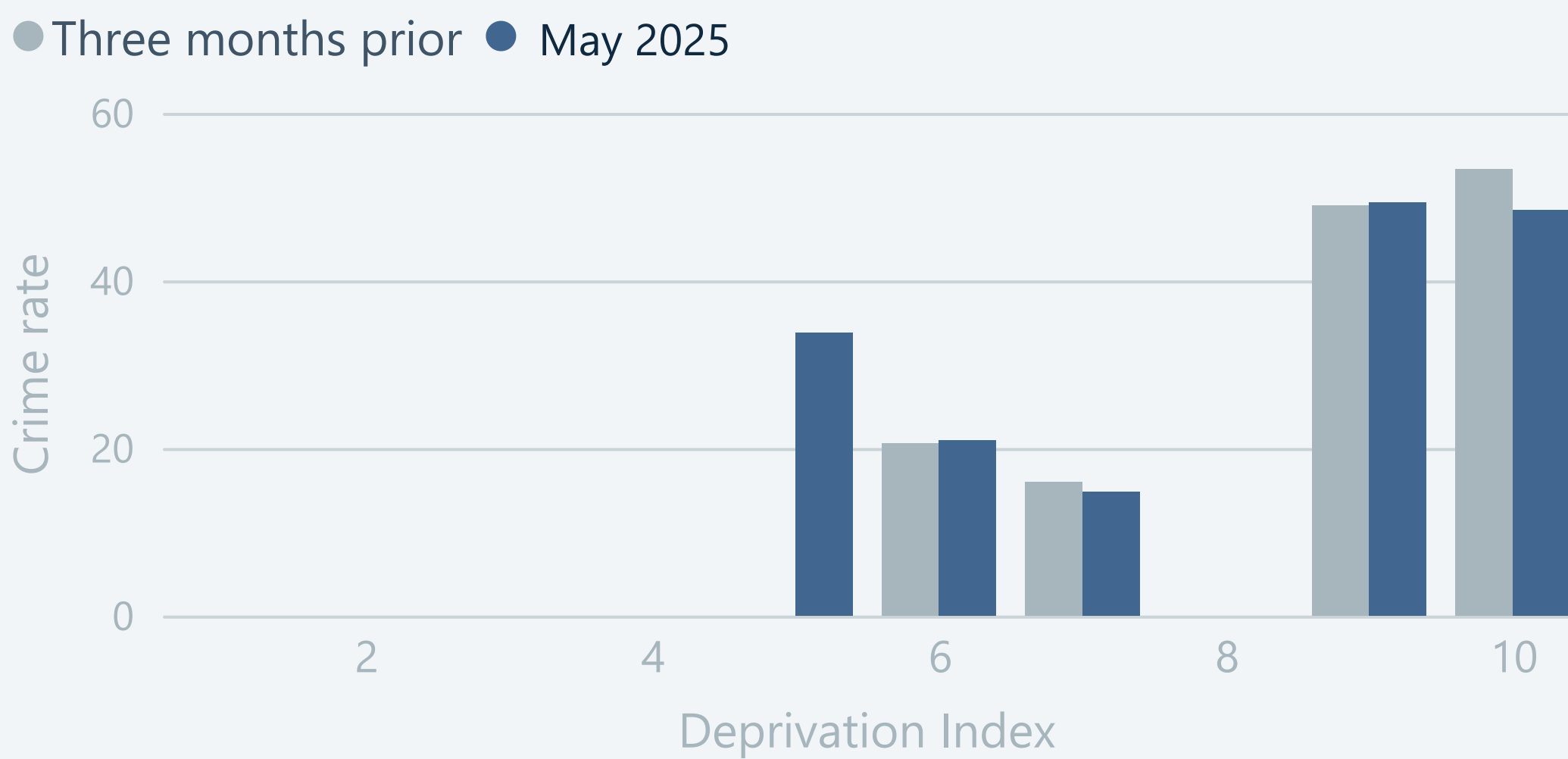
Community with greatest change in crime rate May 2025 **Honikiwi** ▽ 20.3% % change is from February 2025

Comparison to National Crime Rate



Compared with the same time last year the crime rate in Otorohanga District has increased by 11.3%, and is 380 as at May 2025. The crime rate is 34.6% below the national rate of 581.1.

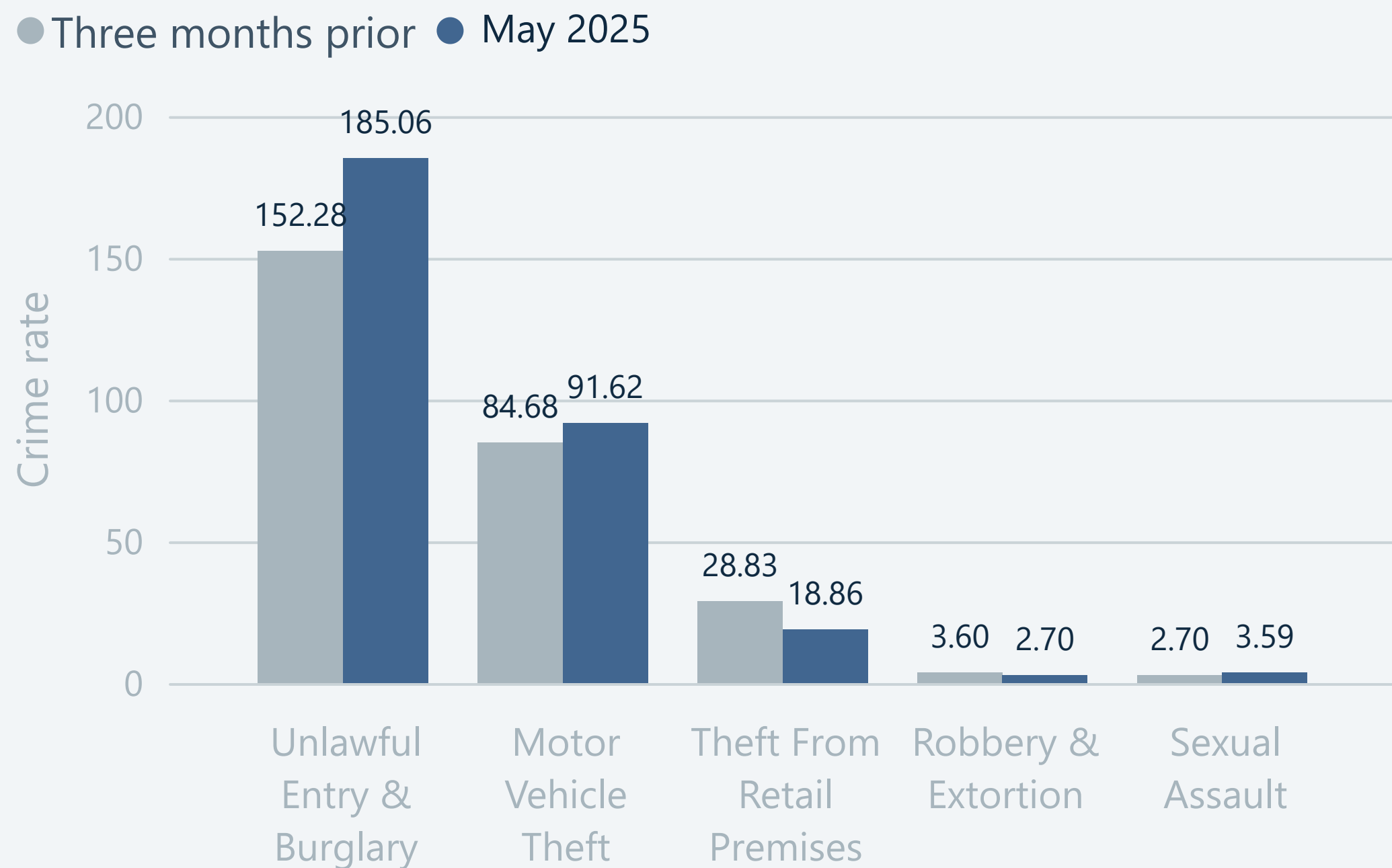
Crime Rate by Deprivation Index



In Otorohanga District, communities with a deprivation index of 9 have the highest crime rate. The crime rate in these communities is 3.3 times higher than those with a deprivation index of 7, 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 2.1%.

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 Otorohanga District, the most prevalent type of crime in May 2025 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 32.9%.

Communities with Greatest Change

Community	% Change	Crime rate
Honikiwi	▽ 20.30	131.8
Maihihi	▲ 18.06	293.9
Te Kawa	▲ 8.18	356.0
Puniu	▽ 4.76	259.7
Otorohanga	▽ 4.24	577.1

Honikiwi saw the greatest change in crime rate over the last 3 months in Otorohanga District, with a decrease of -20.3%.

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