

Quarterly Report

Ōtorohanga District

Summary

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

Crime Rate

384

▲ 0.95%

As of Dec 2025, the crime rate in Ōtorohanga District is 383.7, increasing by 0.95% since Nov 2025.

Deprivation Score

1,056

— No Change

As of Sept 2025, the deprivation score in Ōtorohanga District is 1,056.5, which has not changed since Aug 2025.

Job Seeker Support

6.2%

▼ -0.11%

As of Sept 2025, the percentage of claimants receiving job seeker support in Ōtorohanga District is 6.2%, which has decreased by 0.11% since Aug 2025.

Median Rent Price

\$466

▼ -0.41%

As of Oct 2025, the median rent price in Ōtorohanga District is \$466, which has decreased by 0.41% since Sept 2025.

Median Sale Price

\$533K

▲ 0.19%

As of Dec 2025, the median sale price in Ōtorohanga District is \$533K, which has increased by 0.19% since Nov 2025.

New Business Registrations

6

▼ -65%

As of Dec 2025, the number new business registrations in Ōtorohanga District is 6. This has decreased by 65% since Nov 2025.

Total in-store spend

\$7.81M

▲ 18%

The total in-store spend in Ōtorohanga District for Dec 2025 is \$7.81M. This has increased by 18% since Nov 2025.

Total domestic tourist in-store spend

\$1.22M

▲ 33%

The total in-store spend in Ōtorohanga District by domestic tourists for Dec 2025 is \$1.22M. This has increased by 33% since Nov 2025.

Total international tourist in-store spend

\$287K

▲ 1.6%

The total in-store spend in Ōtorohanga District by international tourists for Dec 2025 is \$287K. This has increased by 1.6% since Nov 2025.



Economy

Key pillar changes

Total in-store spend

\$7.81M

▲ 18%

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Total domestic tourist in-store spend

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New Business Registrations

6

▼ -65%

As of Dec 2025, the number new business registrations in Ōtorohanga District is 6. This has decreased by 65% since Nov 2025.

Business Deregistrations

23

▲ 130%

As of Dec 2025, the number new business deregistrations in Ōtorohanga District is 23. This has increased by 130% since Nov 2025.

Businesses Currently Registered

2,215

▼ -0.76%

As of Dec 2025, the number of businesses currently registered in Ōtorohanga District is 2215. This has decreased by 0.76% since Nov 2025.

Total in-store spend over time



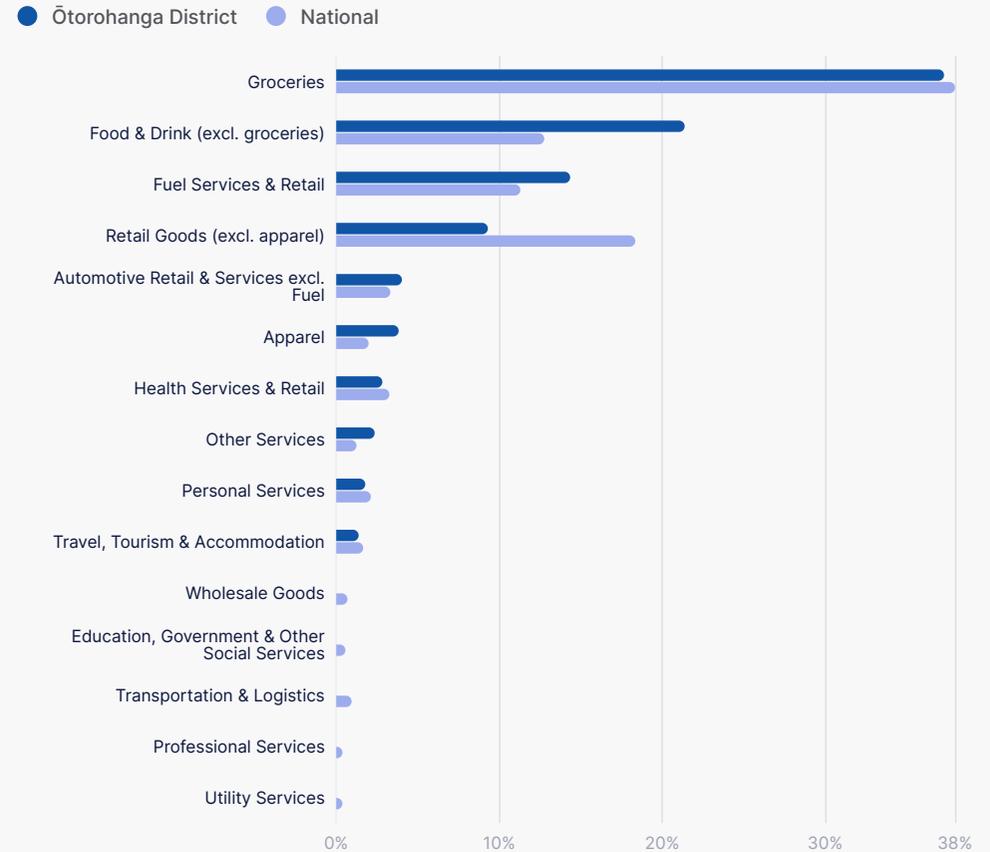
In Dec 2025, \$7.81M was spent in Ōtorohanga District from all spenders. This has increased by 18% since Nov 2025.

Categories with the greatest spend

Category	\$ Amount ↓	% Change
Groceries	\$2.91M	▲ 18%
Food & Drink (excl. groceries)	\$1.67M	▲ 11%
Fuel Services & Retail	\$1.12M	▲ 26%
Retail Goods (excl. apparel)	\$727K	▲ 36%
Automotive Retail & Services excl. Fuel	\$315K	▲ 16%

The largest spend category in Ōtorohanga District in Dec 2025 was Groceries, with a total of \$2.91M. This is 18% higher than Nov 2025.

All spend by industry (local, domestic, international)



In Ōtorohanga 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, \$1.51M was spent by tourists in Ōtorohanga District from domestic and international visitors. Domestic tourism contributed to \$1.22M of this spend and has increased by 33% since Nov 2025, while international tourism contributed \$287K and has increased by 1.6% over the same period.

Spend by origin

Origin	\$ Amount ↓	% Change
All origins	\$7.81M	▲ 18%
All local spenders	\$5.93M	▲ 16%
All domestic tourists	\$1.22M	▲ 33%
All international tourists	\$287K	▲ 1.6%

In Dec 2025, Local spenders contributed \$5.93M to the total in-store spending in Ōtorohanga District. This has increased by 16% 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	\$280K	▲ 48%
New Plymouth District	\$161K	▲ 50%
Hamilton City	\$106K	▲ 16%
Waikato District	\$73.3K	▲ 70%
Waitomo District	\$66.9K	▲ 35%

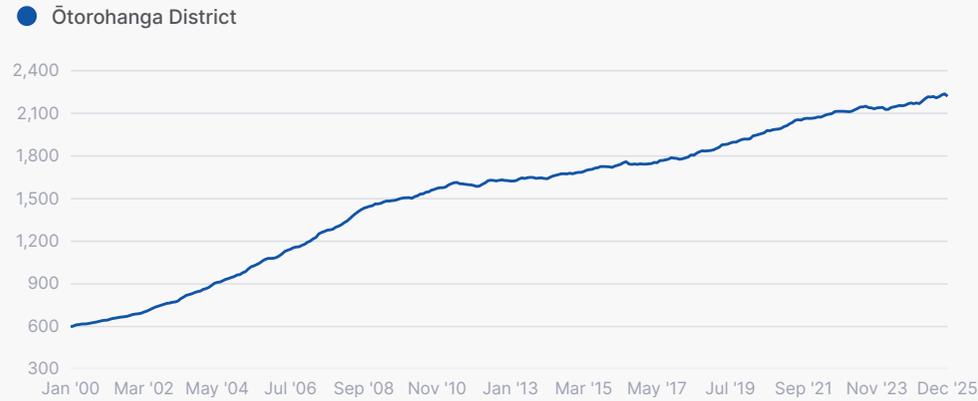
The largest spend from domestic tourists visiting Ōtorohanga District came from Auckland, with tourists spending \$280K. This is 48% higher than Nov 2025.

Visiting countries with the greatest spend

Visiting Country	\$ Amount ↓	% Change
Australia	\$88.1K	▼ -16%
USA	\$74.4K	▲ 26%
Rest of Europe	\$35.1K	▼ -18%
Germany	\$26.1K	▼ -1.4%
Rest of Asia	\$25.5K	▲ 120%

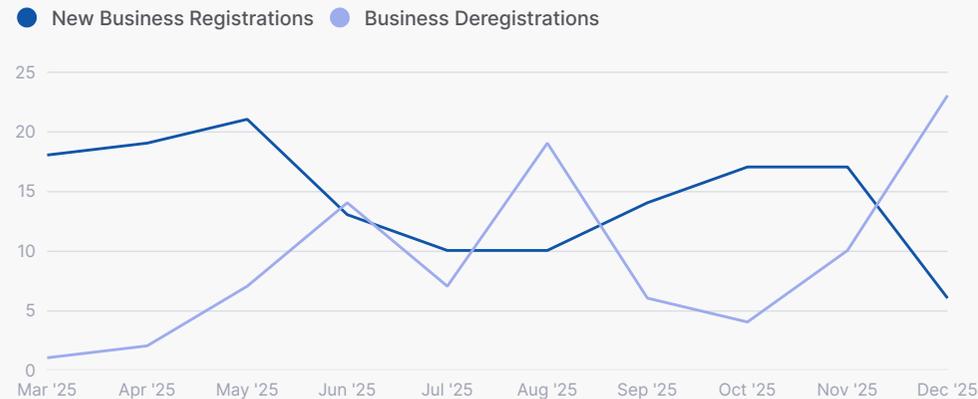
The largest spend from international tourists visiting Ōtorohanga District came from Australia, with tourists spending \$88.1K. This is 16% lower than Nov 2025.

Total number of businesses registered to date



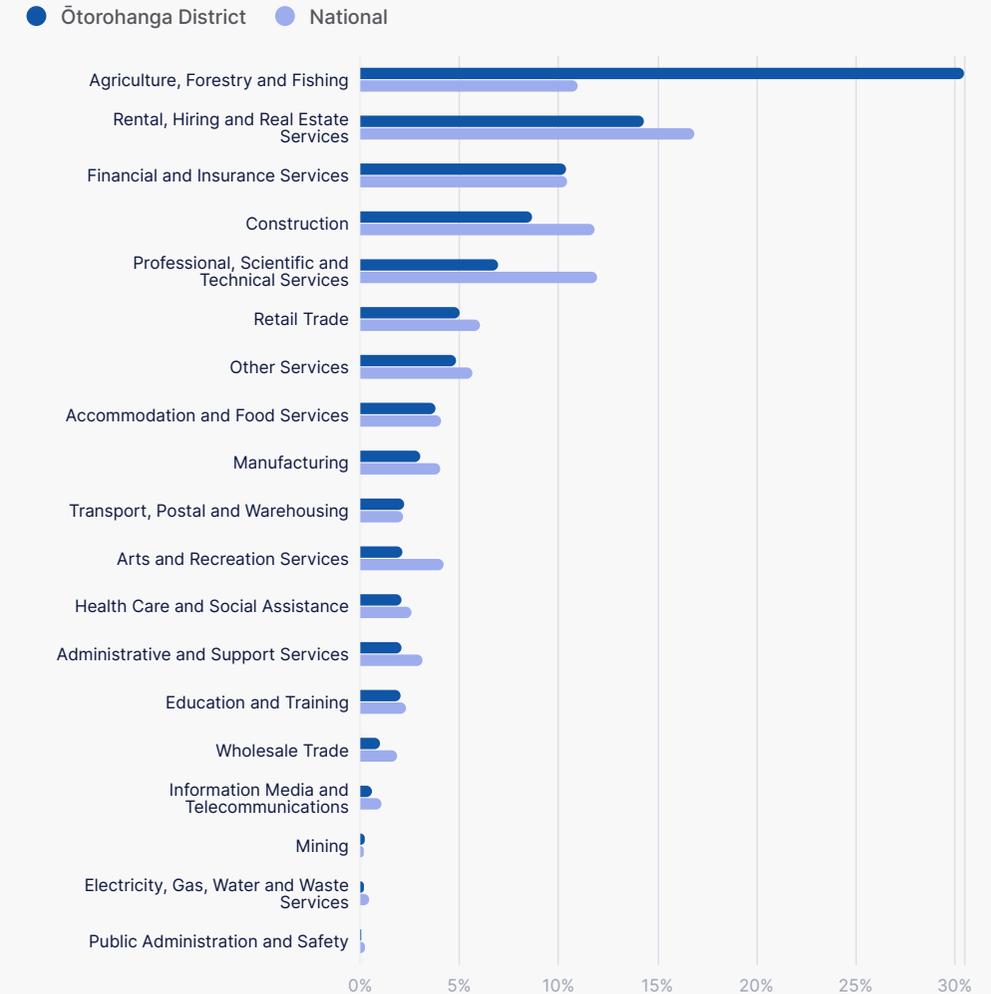
As of Dec 2025, there were 2,215 registered businesses in Ōtorohanga District, This is 57% lower than the national median. Over the last 12 months, the number of registered businesses in Ōtorohanga District has increased by 2.4%.

Business openings and closings in the last year



In Ōtorohanga District, there were 6 new business registrations, decreasing by 65% since Nov 2025. There were also 23 business deregistrations, increasing by 130% over the same period.

Distribution of registered businesses by industry



Agriculture, Forestry and Fishing is the largest industry operating in Ōtorohanga District, with 30% 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

10.7K

▼ -0.19%

As of Jun 2025, the total population in Ōtorohanga District is 10,710, which has decreased by 0.19% since Jun 2024.

Age group with the highest population

35-39

▲ 0.67%

As of Jun 2025, the age group with the highest population in Ōtorohanga District is 35-39, making up 7.5% of the population. This has increased by 0.67% since Jun 2024.

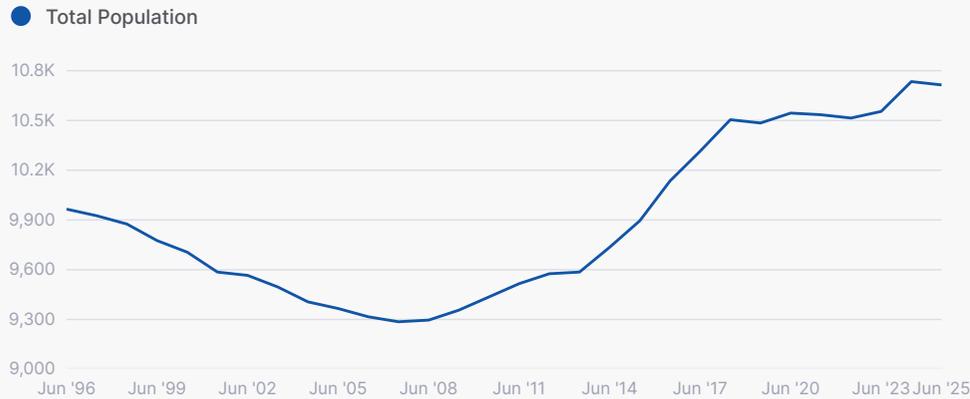
Ethnic group with the greatest change in population

MELAA

▲ 109%

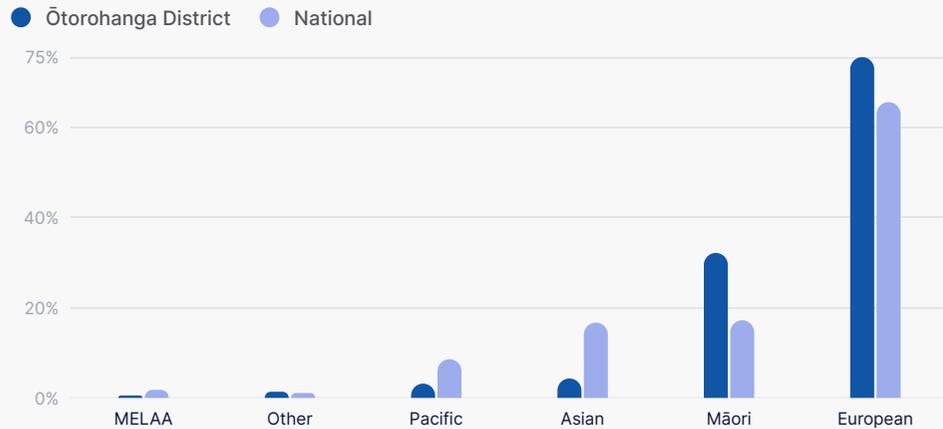
As of Mar 2023, the ethnic group with the greatest change in population in Ōtorohanga District is MELAA, making up 0.54% of the population. This has increased by 109% since Mar 2018.

Estimated population



The estimated population of Ōtorohanga District as of Jun 2025 is 10,710. This has decreased by 20 people since Jun 2024.

Ethnic distribution



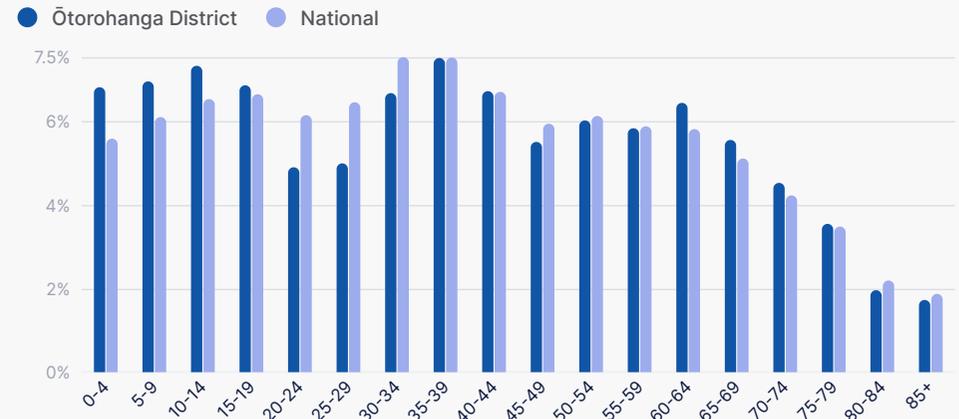
As of Mar 2023, the largest ethnic group in Ōtorohanga District is European, making up 75% of the population. This is 10% higher than the national distribution. The ethnic group that has had the greatest change since Mar 2018 is MELAA, which has increased by 109%.

Estimated population by community

Community	Amount	% Change ↓
Pirongia Forest	1,000	▽ -0.99%
Otorohanga	3,240	▽ -0.92%
Honikiwi	1,640	▲ 0.61%
Maihihi	1,970	▲ 0.51%
Inlets Otorohanga District	0	— No Change

As of Jun 2025, the community with the highest estimated population in Ōtorohanga District is Otorohanga, making up 3,240 of the population. This is 0.92% lower than Jun 2024.

Age distribution



As of Jun 2025, the largest age band in Ōtorohanga District is 35-39, making up 7.5% of the population. This is 0.01% lower than the national distribution. The age band that has had the greatest change since Jun 2024 is 85+, which has increased by 8.9%.

Employment

Key pillar changes

Median Household Income

\$95.3K

— No Change

As of Dec 2025, the median household income (adjusted for inflation) in Ōtorohanga District is \$95.3K, which is ranked 25 out of 66 available districts.

Job Seeker Support

6.2%

▼ -0.11%

As of Sept 2025, the percentage of claimants receiving job seeker support in Ōtorohanga District is 6.2%, which has decreased by 0.11% since Aug 2025.

Means Tested Benefit

3.6%

▼ -0.11%

As of Sept 2025, the percentage of claimants receiving supported living payment or other main benefits in Ōtorohanga District is 3.6%, which has decreased by 0.11% since Aug 2025.

Sole Parent Support

3.3%

▼ -0.11%

As of Sept 2025, the percentage of claimants receiving sole parent support in Ōtorohanga District is 3.3%, which has decreased by 0.11% since Aug 2025.

Employment Rate

96%

▲ 0.87%

As of Mar 2023, Ōtorohanga District has an employment rate of 96% and is ranked 40 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 Ōtorohanga District is \$95.3K. This is 12% lower than the national median of \$108K.

Job seeker support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	12%	▼ -0.19%
Other	4.4%	▼ -0.25%
Pacific Peoples	4.4%	— No Change
European	3.6%	▼ -0.08%

In Sept 2025, the Māori ethnic group had the highest proportion of job seeker support claimants in Ōtorohanga District, at 12%.

Sole parent support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	6.3%	▼ -0.2%
Pacific Peoples	4.4%	— No Change
European	1.7%	▼ -0.08%
Other	0.74%	▼ -0.26%

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

Means tested benefit claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	5%	▼ -0.19%
Other	4.4%	▼ -0.25%
European	2.4%	▼ -0.08%
Pacific Peoples	1.5%	— No Change

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

Housing

Key pillar changes

Median Sale Price

\$533K

▲ 0.19%

As of Dec 2025, the median sale price in Ōtorohanga District is \$533K, which has increased by 0.19% since Nov 2025.

Median Rent Price

\$466

▼ -0.41%

As of Oct 2025, the median rent price in Ōtorohanga District is \$466, which has decreased by 0.41% since Sept 2025.

Years to Save for Deposit

7.5 yrs

▲ 0.19%

As of Dec 2025, the number of years to save for a deposit in Ōtorohanga District is 7.5, which has increased by 0.19% since Nov 2025.

Purchasing affordability (% of income spent on mortgage)

26%

▲ 0.19%

As of Dec 2025, the purchasing affordability in Ōtorohanga District is 26%, which has increased by 0.19% since Nov 2025.

Rental affordability (% of income spent on rent)

25%

— No Change

As of Dec 2025, the rental affordability in Ōtorohanga District is 25%, which has not changed since Nov 2025.

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

40%

▲ 4%

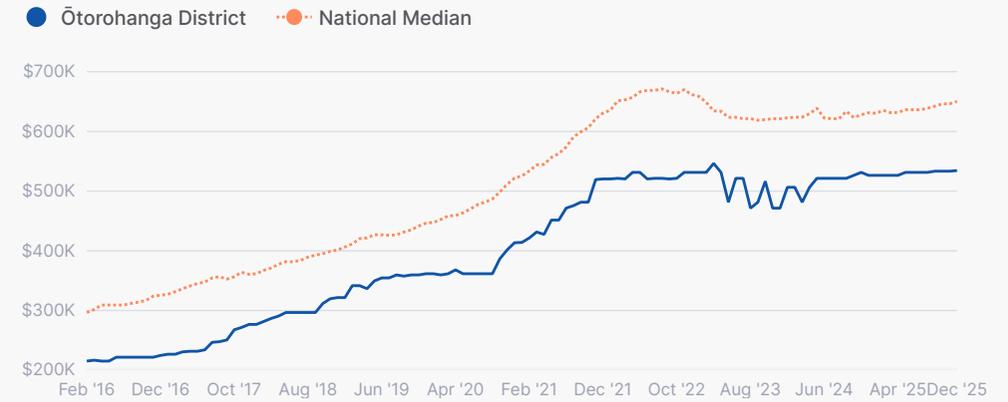
As of Mar 2023, the home ownership rate in Ōtorohanga District is 40%, which has increased by 4% since Mar 2018.

Median rent prices over time



As of Oct 2025, the median rent price in Ōtorohanga District was \$466. This is 1.3% higher than the same time last year when it was \$460. Compared to the national median, the median rent price in Ōtorohanga District is 18% lower than the national median of \$568.

Median sale prices over time



As of Dec 2025, the median sale price in Ōtorohanga District was \$533K. This is 1.5% higher than the same time last year when it was \$525K. Compared to the national median, the median sale price in Ōtorohanga District is 18% lower than the national median of \$649K.

Rental affordability by community

Community	% Amount ↓	% Change
Otorohanga	30%	— No Change
Maihihi	22%	— No Change
Honikiwi	21%	— No Change
Pirongia Forest	19%	— No Change
Te Kawa	14%	— No Change

Otorohanga was the least affordable place to rent, with rents taking up 30% of income as of Dec 2025. Puniu was the most affordable, with rents taking up 13% of income.

Education

Key pillar changes

School with the greatest change in NCEA level 3 pass rates

Ōtorohanga College

▼ -12%

Ōtorohanga College students in Ōtorohanga District had the greatest change in NCEA Level 3 pass rate, decreasing by 12% since Jan 2023.

Ethnicity with the greatest change in NCEA level 3 pass rates

Female

▼ -58%

Female students in Ōtorohanga District had the greatest change in NCEA Level 3 pass rate, decreasing by 58% since Jan 2023.

Secondary school students leaving with no NCEA qualification

22%

▲ 4%

22% of all students in Ōtorohanga District left school with no NCEA qualification, increasing by 4% since Jan 2023.

Secondary school retention rate

69%

▲ 3.7%

As of Jan 2024, the secondary school retention rate in Ōtorohanga District is 69.1, which has increased by 3.7% since Jan 2023.

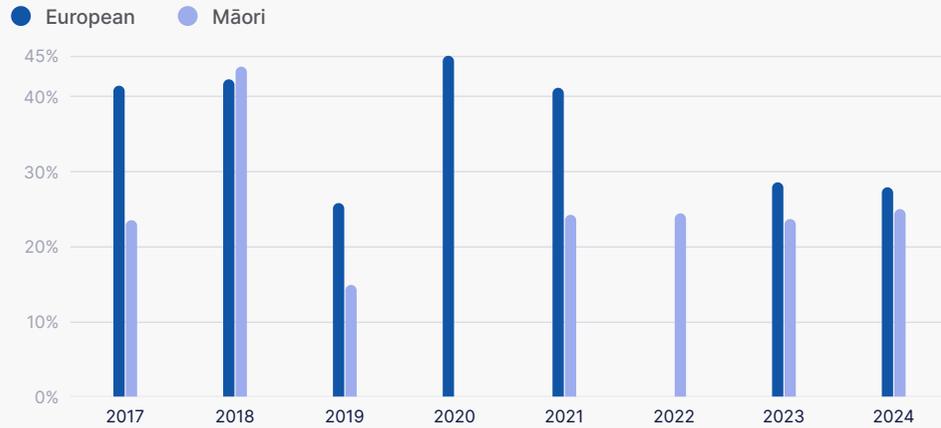
Ethnicity with the greatest change in secondary school retention

Male

▲ 25%

The ethnicity with the greatest change in secondary school retention is Male, which has increased by 25% since Jan 2023.

School leavers with NCEA level 3 by ethnicity



In Jan 2024, European students in Ōtorohanga District had the greatest proportion of students leaving with NCEA Level 3. Māori have seen the greatest change in NCEA Level 3 pass rates since Jan 2024, increasing by 5.6% to 25%.

School leavers with NCEA level 3 by gender



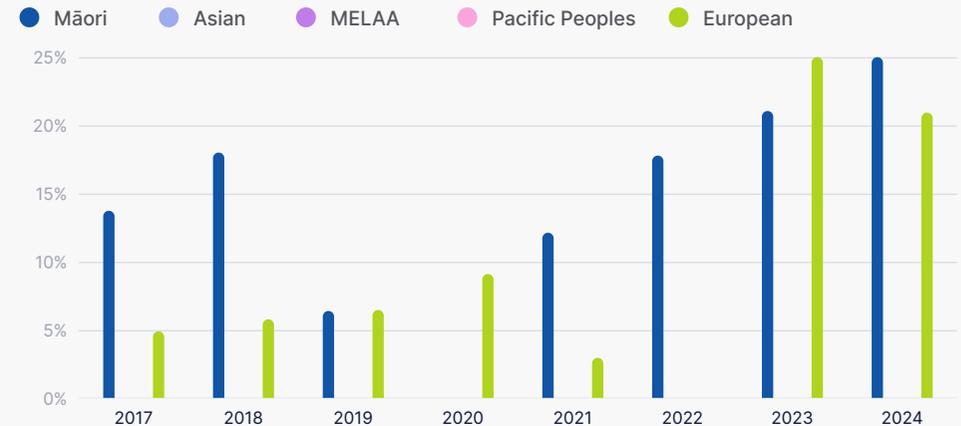
As of Jan 2024, the percentage of female students leaving with NCEA Level 3 in Ōtorohanga District was 18%. This is lower than the 35% pass rate for male students. Compared to Jan 2023, the pass rates have decreased for female students and increased for male students.

Schools with greatest change in NCEA level 3 pass rate

Pass Rate	% Amount	% Change ↓
Ōtorohanga College	28%	▼ -12%

The NCEA Level 3 pass rate of Ōtorohanga College has decreased by 12%, representing the greatest change in Jan 2024 compared to Jan 2023.

School leavers with no NCEA qualification by ethnicity



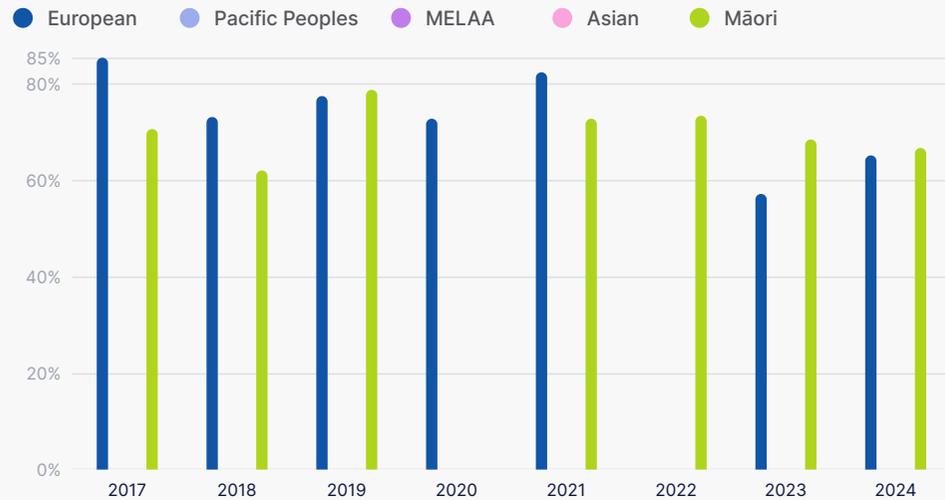
In Jan 2024, Māori students in Ōtorohanga District had the greatest proportion of students leaving with no NCEA qualification. Māori have seen the greatest change in no NCEA qualification rates since Jan 2024, increasing by 19% to 25%.

School retention by gender over time



As of Jan 2024, the percentage of female students retention in Ōtorohanga District was 64%. This is lower than the 73% retention rate for male students. Compared to Jan 2023, the retention rates have decreased for female students and increased for male students.

Secondary school retention by ethnicity



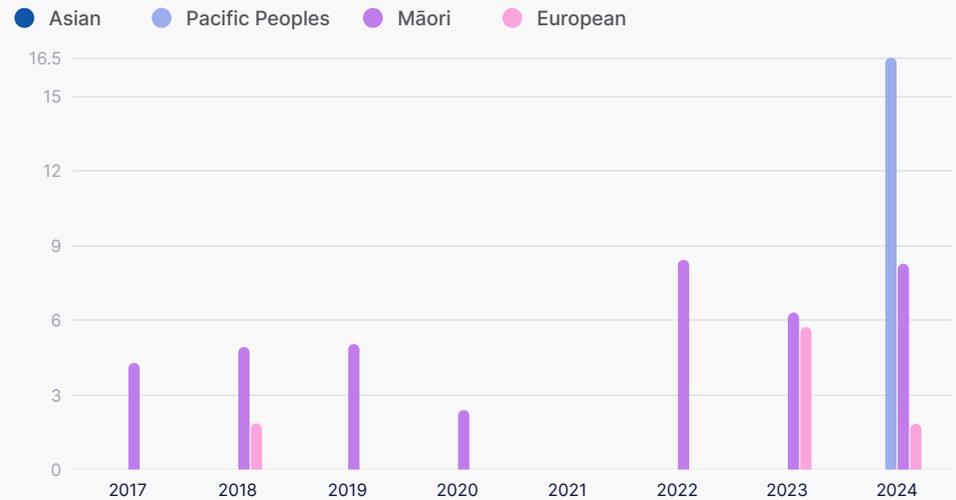
In Jan 2024, Māori students in Ōtorohanga District had the greatest retention rate of 67%. European have seen the greatest change in retention, increasing by 14% since Jan 2024.

Schools with greatest change in retention

Retention Rate	% Amount	% Change ↓
Ōtorohanga College	69%	▲ 3.7%

The secondary school retention rate of Ōtorohanga College has increased by 3.7%, 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 Ōtorohanga District had the greatest exclusion rate of 16.5 for every 1000 students. European have seen the greatest change in exclusion rate, decreasing by 68% since Jan 2024.

Deprivation

Key pillar changes

Deprivation Score

1,056

— No Change

As of Sept 2025, the deprivation score in Ōtorohanga District is 1,056.5, which has not changed since Aug 2025.

Community with greatest decrease in deprivation score

Pirongia Forest

▼ -0.02%

The community with the greatest decrease in deprivation score is Pirongia Forest, which has decreased by 0.02% since Aug 2025.

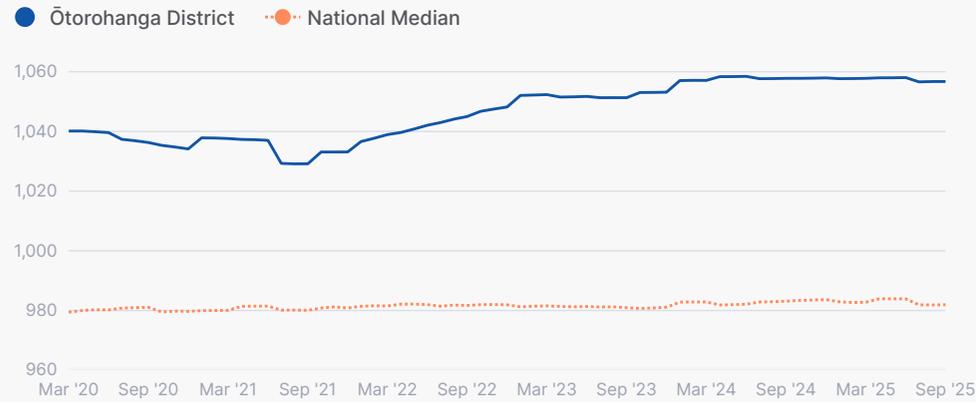
Community with greatest increase in deprivation score

Honikiwi

▲ 0.01%

The community with the greatest increase in deprivation score is Honikiwi, which has increased by 0.01% since Aug 2025.

Comparison to National Deprivation Score



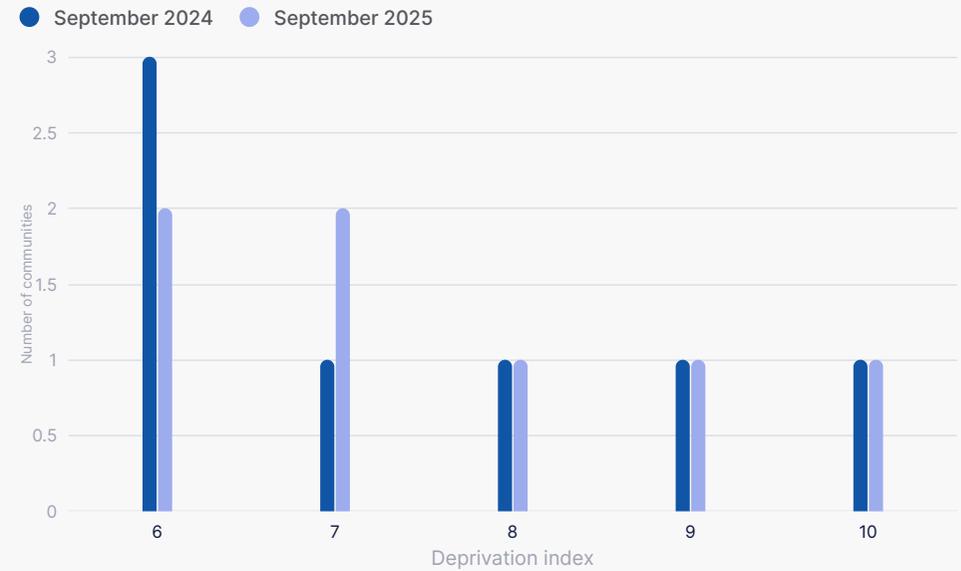
As of Sept 2025, the deprivation score of Ōtorohanga District is 1,056.5. This is 0.1% lower than the score of 1,057.5 at the same time last year Sept 2024. The deprivation score is 7.6% higher than the national median score of 981.6.

Communities with the greatest change in deprivation score

Depr. Score	Amount	% Change ↓
Pirongia Forest	1,207	▼ -0.02%
Honikiwi	1,029	▲ 0.01%
Maihihi	1,010	▲ 0.01%
Otorohanga	1,123	▲ 0.01%
Puniu	999	▲ 0.01%

The deprivation score of Pirongia Forest has decreased by 0.02%, representing the greatest change in Sept 2025 compared to Aug 2025.

Distribution of Deprivation Index



As of Sept 2025, 43% of Ōtorohanga 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

384

▲ 0.95%

As of Dec 2025, the crime rate in Ōtorohanga District is 383.7, increasing by 0.95% since Nov 2025.

Community with the highest crime rate

Otorohanga

▲ 0.58%

The community with the highest crime rate is Otorohanga, increasing by 0.58% since Nov 2025.

Community with the lowest crime rate

Inlets Otorohanga District

— No Change

The community with the lowest crime rate is Inlets Otorohanga District, staying the same since Nov 2025.

Crime type with the greatest change in crime rate

Sexual offences

▲ 33%

The type of crime with the greatest change is Sexual offences, increasing by 33% since Nov 2025.

Community with the greatest change in crime rate

Te Kawa

▲ 9%

The community with the greatest change is Te Kawa, increasing by 9% since Nov 2025.

Comparison to National Crime Rate



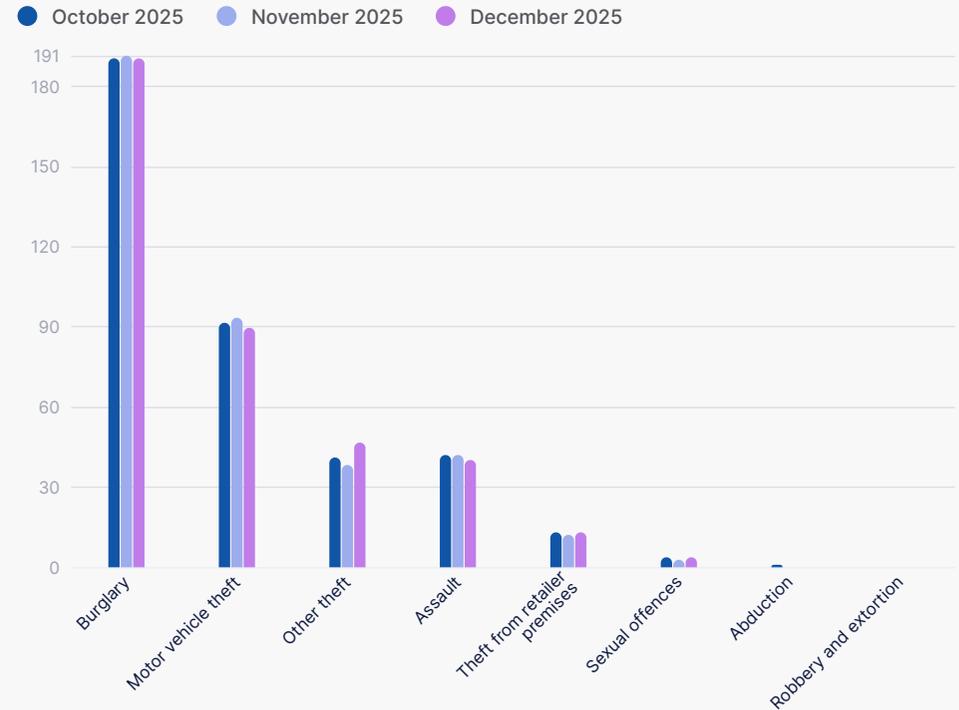
As of Dec 2025, the crime rate in Ōtorohanga District is 383.7. This is 1.6% lower than the crime rate at the same time last year. The crime rate is 31% lower than the national rate of 558.4.

Communities with greatest change

Crime Rate	Amount	% Change ↓
Te Kawa	288	▲ 9%
Pirongia Forest	490	▼ -5.7%
Maihihi	365	▲ 2.8%
Puniu	261	▲ 2.4%
Otorohanga	568	▲ 0.58%

The crime rate of Te Kawa has increased by 9%, representing the greatest change in Dec 2025 compared to Nov 2025.

Crime types with the greatest change



Within Ōtorohanga District, the most prevalent crime type in Dec 2025 was Burglary, with a crime rate of 190.4. The type of crime that has seen the greatest change since Dec 2025 is Sexual offences, which has increased by 33%.

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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