

Quarterly Report

South Waikato District

Summary

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

Crime Rate

636

▼ -2.9%

As of Dec 2025, the crime rate in South Waikato District is 635.7, decreasing by 2.9% since Nov 2025.

Deprivation Score

1,134

▲ 0.01%

As of Sept 2025, the deprivation score in South Waikato District is 1,134.4, which has increased by 0.01% since Aug 2025.

Job Seeker Support

12%

▼ -0.09%

As of Sept 2025, the percentage of claimants receiving job seeker support in South Waikato District is 12%, which has decreased by 0.09% since Aug 2025.

Median Rent Price

\$465

▼ -0.6%

As of Oct 2025, the median rent price in South Waikato District is \$465, which has decreased by 0.6% since Sept 2025.

Median Sale Price

\$438K

▲ 0.69%

As of Dec 2025, the median sale price in South Waikato District is \$438K, which has increased by 0.69% since Nov 2025.

New Business Registrations

13

▼ -35%

As of Dec 2025, the number new business registrations in South Waikato District is 13. This has decreased by 35% since Nov 2025.

Total in-store spend

\$31.9M

▲ 9.8%

The total in-store spend in South Waikato District for Dec 2025 is \$31.9M. This has increased by 9.8% since Nov 2025.

Total domestic tourist in-store spend

\$5.3M

▲ 23%

The total in-store spend in South Waikato District by domestic tourists for Dec 2025 is \$5.3M. This has increased by 23% since Nov 2025.

Total international tourist in-store spend

\$1.99M

▼ -9.2%

The total in-store spend in South Waikato District by international tourists for Dec 2025 is \$1.99M. This has decreased by 9.2% since Nov 2025.



Economy

Key pillar changes

Total in-store spend

\$31.9M

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\$1.99M

▼ -9.2%

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New Business Registrations

13

▼ -35%

As of Dec 2025, the number new business registrations in South Waikato District is 13. This has decreased by 35% since Nov 2025.

Business Deregistrations

20

▲ 186%

As of Dec 2025, the number new business deregistrations in South Waikato District is 20. This has increased by 186% since Nov 2025.

Businesses Currently Registered

2,475

▼ -0.28%

As of Dec 2025, the number of businesses currently registered in South Waikato District is 2475. This has decreased by 0.28% since Nov 2025.

Total in-store spend over time



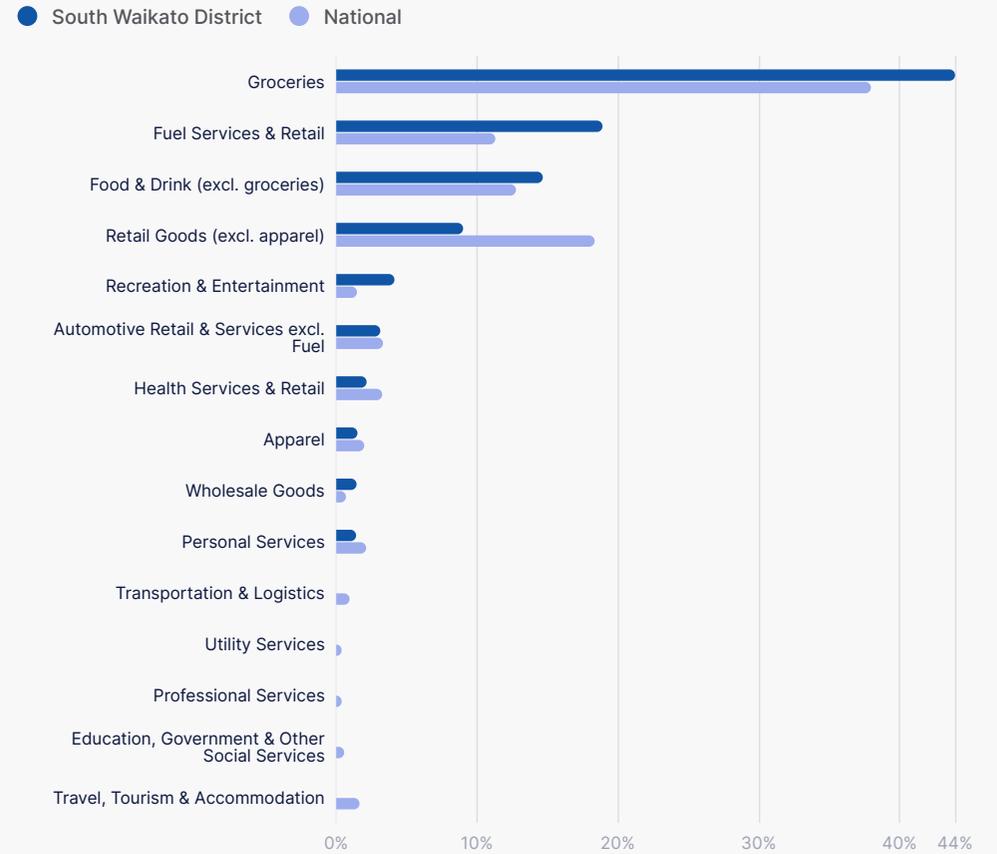
In Dec 2025, \$31.9M was spent in South Waikato District from all spenders. This has increased by 9.8% since Nov 2025.

Categories with the greatest spend

Category	\$ Amount ↓	% Change
Groceries	\$14M	▲ 14%
Fuel Services & Retail	\$6.03M	▲ 17%
Food & Drink (excl. groceries)	\$4.68M	▲ 7.3%
Retail Goods (excl. apparel)	\$2.87M	▲ 11%
Recreation & Entertainment	\$1.32M	▼ -30%

The largest spend category in South Waikato District in Dec 2025 was Groceries, with a total of \$14M. This is 14% higher than Nov 2025.

All spend by industry (local, domestic, international)



In South Waikato District, people across all spender types (local, domestic, and international) had spent the most on Groceries as of Dec 2025, making up 44% of all spend. Nationally, Groceries made up 38% of total spend across all spender types.

Tourism spend over time



In Dec 2025, \$7.29M was spent by tourists in South Waikato District from domestic and international visitors. Domestic tourism contributed to \$5.3M of this spend and has increased by 23% since Nov 2025, while international tourism contributed \$1.99M and has decreased by 9.2% over the same period.

Spend by origin

Origin	\$ Amount ↓	% Change
All origins	\$31.9M	▲ 9.8%
All local spenders	\$23.5M	▲ 9%
All domestic tourists	\$5.3M	▲ 23%
All international tourists	\$1.99M	▼ -9.2%

In Dec 2025, Local spenders contributed \$23.5M to the total in-store spending in South Waikato District. This has increased by 9% 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	\$1.44M	▲ 41%
Taupo District	\$495K	▲ 19%
Hamilton City	\$389K	▲ 29%
Rotorua District	\$360K	▲ 5.7%
Tauranga City	\$240K	▲ 11%

The largest spend from domestic tourists visiting South Waikato District came from Auckland, with tourists spending \$1.44M. This is 41% higher than Nov 2025.

Visiting countries with the greatest spend

Visiting Country	\$ Amount ↓	% Change
Australia	\$725K	▼ -15%
USA	\$379K	▼ -5.6%
Rest of Asia	\$195K	▲ 39%
Rest of Europe	\$173K	NA
UK	\$151K	▼ -7.9%

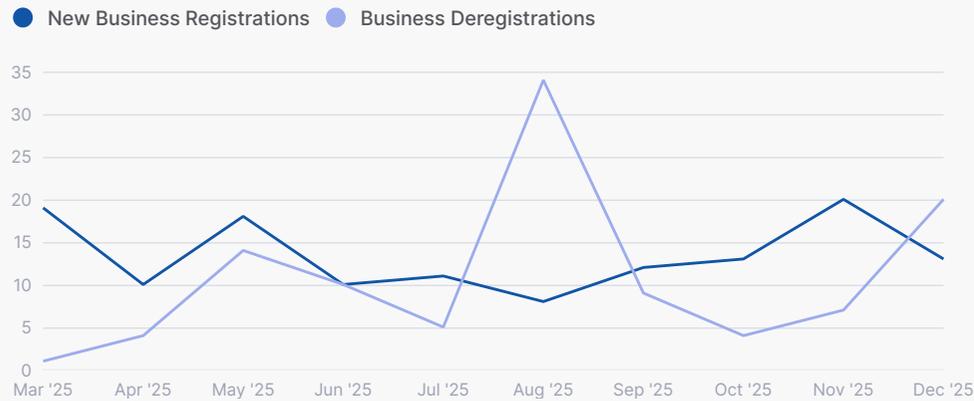
The largest spend from international tourists visiting South Waikato District came from Australia, with tourists spending \$725K. This is 15% lower than Nov 2025.

Total number of businesses registered to date



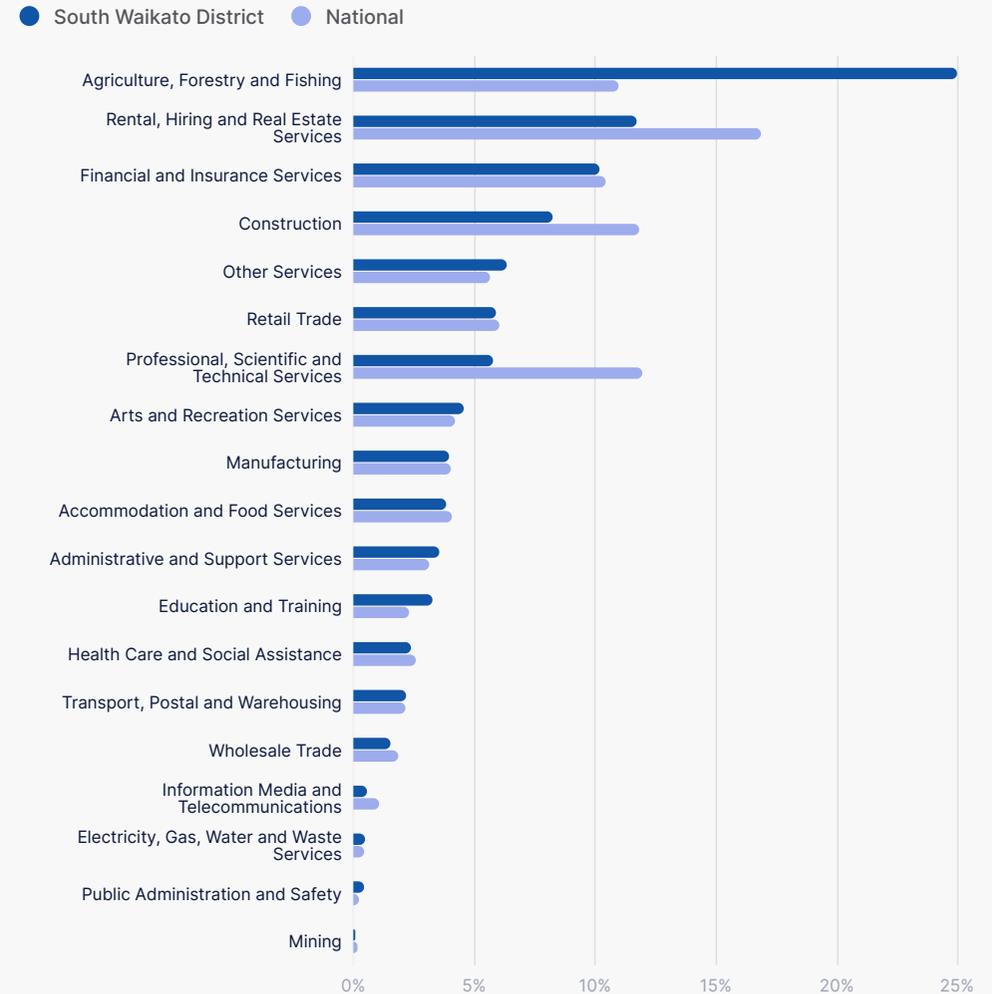
As of Dec 2025, there were 2,475 registered businesses in South Waikato District, This is 51% lower than the national median. Over the last 12 months, the number of registered businesses in South Waikato District has increased by 0.9%.

Business openings and closings in the last year



In South Waikato District, there were 13 new business registrations, decreasing by 35% since Nov 2025. There were also 20 business deregistrations, increasing by 186% over the same period.

Distribution of registered businesses by industry



Agriculture, Forestry and Fishing is the largest industry operating in South Waikato District, with 25% 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

26K

▲ 0.27%

As of Jun 2025, the total population in South Waikato District is 25,980, which has increased by 0.27% since Jun 2024.

Age group with the highest population

5-9

▲ 0.1%

As of Jun 2025, the age group with the highest population in South Waikato District is 5-9, making up 7.7% of the population. This has increased by 0.1% since Jun 2024.

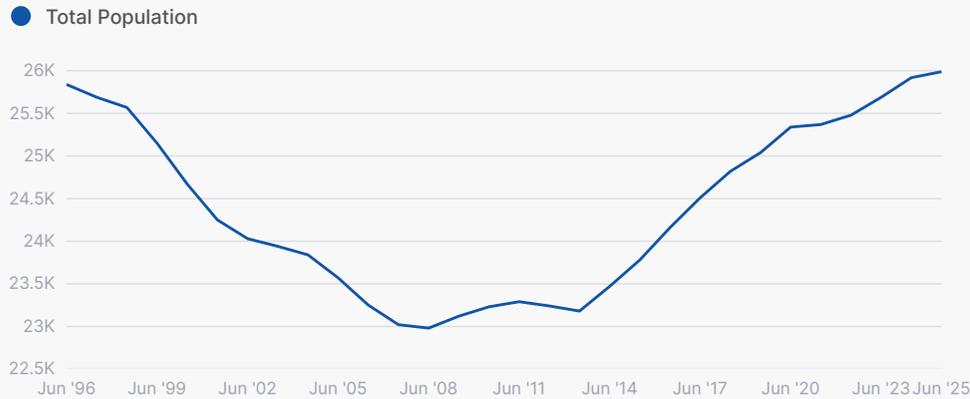
Ethnic group with the greatest change in population

MELAA

▼ -23%

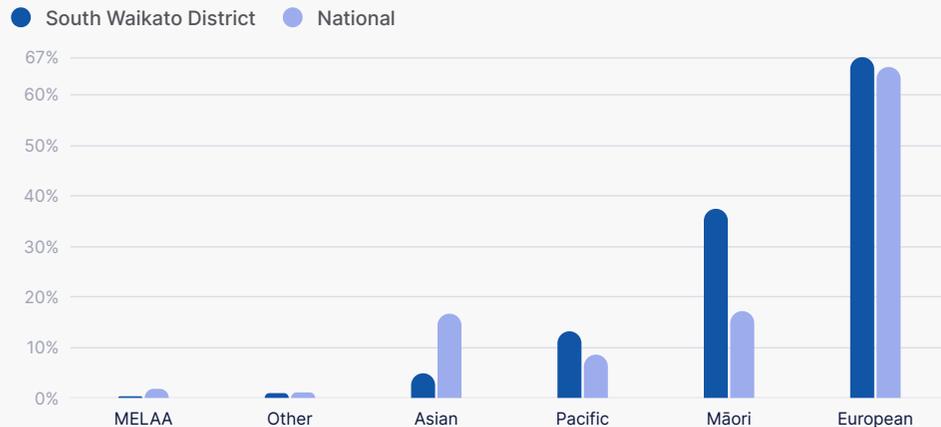
As of Mar 2023, the ethnic group with the greatest change in population in South Waikato District is MELAA, making up 0.33% of the population. This has decreased by 23% since Mar 2018.

Estimated population



The estimated population of South Waikato District as of Jun 2025 is 25,980. This has increased by 70 people since Jun 2024.

Ethnic distribution



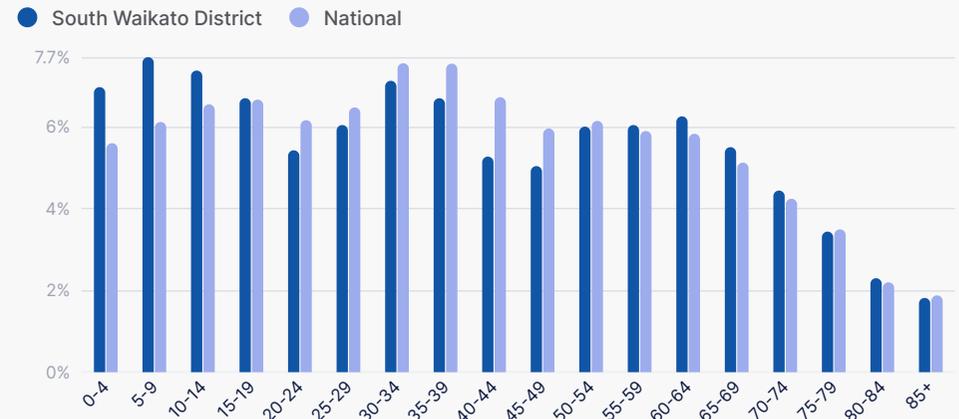
As of Mar 2023, the largest ethnic group in South Waikato District is European, making up 67% of the population. This is 2% higher than the national distribution. The ethnic group that has had the greatest change since Mar 2018 is MELAA, which has decreased by 23%.

Estimated population by community

Community	Amount	% Change ↓
Stanley Park	2,410	▲ 1.3%
Putāruru Rural	2,660	▲ 1.1%
Kinleith	1,580	▲ 0.64%
Paraonui	1,950	▲ 0.52%
Putāruru	4,560	▼ -0.44%

As of Jun 2025, the community with the highest estimated population in South Waikato District is Putāruru, making up 4,560 of the population. This is 0.44% lower than Jun 2024.

Age distribution



As of Jun 2025, the largest age band in South Waikato District is 5-9, making up 7.7% of the population. This is 1.6% higher than the national distribution. The age band that has had the greatest change since Jun 2024 is 35-39, which has increased by 8.3%.

Employment

Key pillar changes

Median Household Income

\$86.3K

— No Change

As of Dec 2025, the median household income (adjusted for inflation) in South Waikato District is \$86.3K, which is ranked 42 out of 66 available districts.

Job Seeker Support

12%

▼ -0.09%

As of Sept 2025, the percentage of claimants receiving job seeker support in South Waikato District is 12%, which has decreased by 0.09% since Aug 2025.

Means Tested Benefit

5.5%

▼ -0.09%

As of Sept 2025, the percentage of claimants receiving supported living payment or other main benefits in South Waikato District is 5.5%, which has decreased by 0.09% since Aug 2025.

Sole Parent Support

5.7%

▼ -0.09%

As of Sept 2025, the percentage of claimants receiving sole parent support in South Waikato District is 5.7%, which has decreased by 0.09% since Aug 2025.

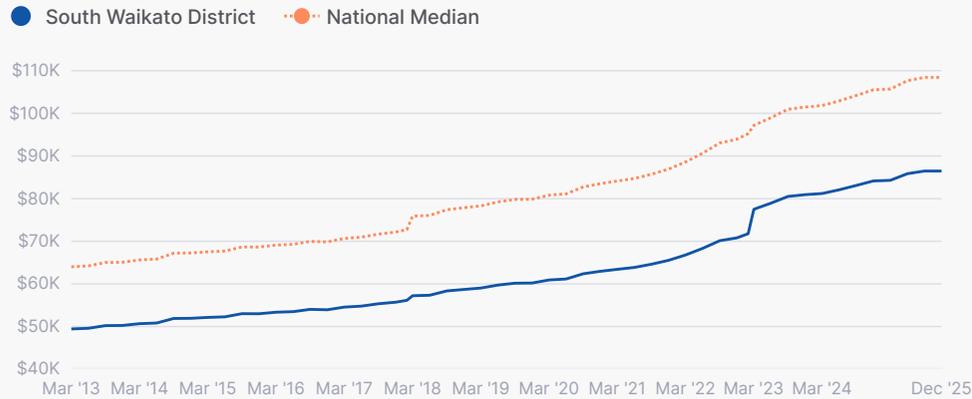
Employment Rate

92%

▲ 1.6%

As of Mar 2023, South Waikato District has an employment rate of 92% and is ranked 64 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 South Waikato District is \$86.3K. This is 20% lower than the national median of \$108K.

Job seeker support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	17%	▼ -0.11%
Pacific Peoples	12%	▼ -0.1%
European	7.8%	▼ -0.08%
Other	5.1%	▼ -0.11%

In Sept 2025, the Māori ethnic group had the highest proportion of job seeker support claimants in South Waikato District, at 17%.

Sole parent support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	8.8%	▼ -0.11%
Pacific Peoples	6.3%	▼ -0.1%
European	3.3%	▼ -0.08%
Other	0.96%	▼ -0.1%

In Sept 2025, the Māori ethnic group had the highest proportion of sole parent support claimants in South Waikato District, at 8.8%.

Means tested benefit claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	5.7%	▼ -0.1%
Other	4.5%	▼ -0.11%
European	4.2%	▼ -0.08%
Pacific Peoples	3.6%	▼ -0.1%

In Sept 2025, the Māori ethnic group had the highest proportion of means tested benefit claimants in South Waikato District, at 5.7%.

Housing

Key pillar changes

Median Sale Price

\$438K

▲ 0.69%

As of Dec 2025, the median sale price in South Waikato District is \$438K, which has increased by 0.69% since Nov 2025.

Median Rent Price

\$465

▼ -0.6%

As of Oct 2025, the median rent price in South Waikato District is \$465, which has decreased by 0.6% since Sept 2025.

Years to Save for Deposit

7.1 yrs

▲ 0.69%

As of Dec 2025, the number of years to save for a deposit in South Waikato District is 7.1, which has increased by 0.69% since Nov 2025.

Purchasing affordability (% of income spent on mortgage)

23%

▲ 0.69%

As of Dec 2025, the purchasing affordability in South Waikato District is 23%, which has increased by 0.69% since Nov 2025.

Rental affordability (% of income spent on rent)

28%

— No Change

As of Dec 2025, the rental affordability in South Waikato District is 28%, which has not changed since Nov 2025.

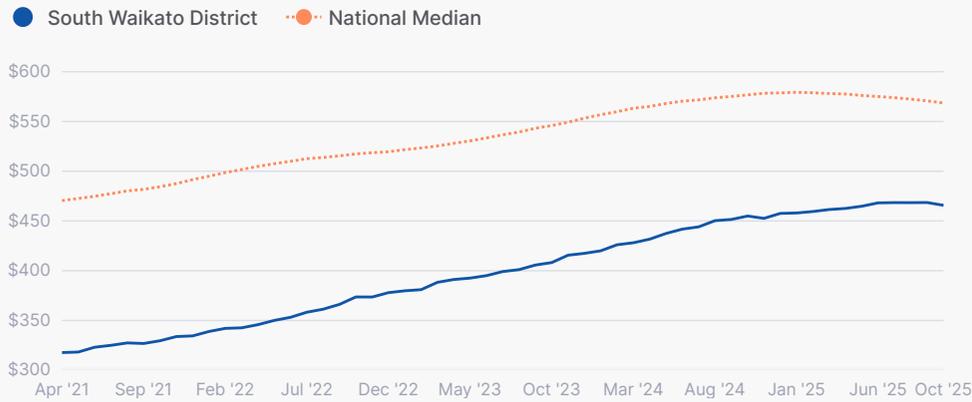
Home ownership rate (% of individuals who own their home)

46%

▼ -0.79%

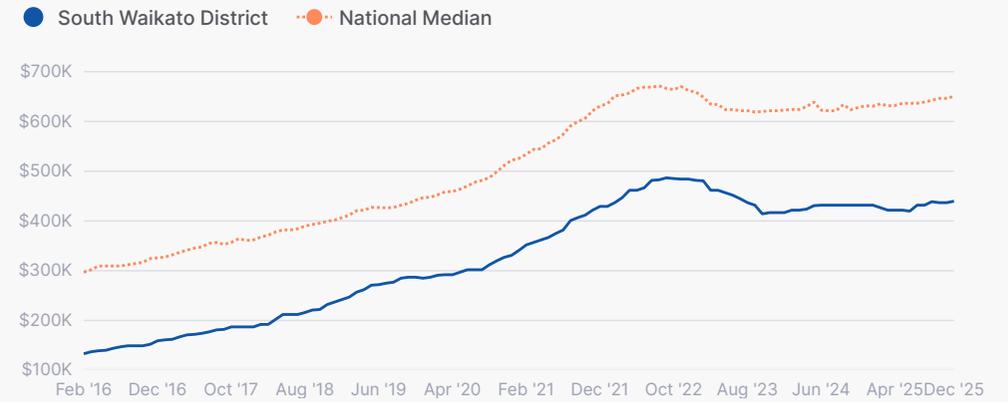
As of Mar 2023, the home ownership rate in South Waikato District is 46%, which has decreased by 0.79% since Mar 2018.

Median rent prices over time



As of Oct 2025, the median rent price in South Waikato District was \$465. This is 2.4% higher than the same time last year when it was \$454. Compared to the national median, the median rent price in South Waikato District is 18% lower than the national median of \$568.

Median sale prices over time



As of Dec 2025, the median sale price in South Waikato District was \$438K. This is 1.9% higher than the same time last year when it was \$430K. Compared to the national median, the median sale price in South Waikato District is 33% lower than the national median of \$649K.

Rental affordability by community

Community	% Amount ↓	% Change
Putāruru	37%	— No Change
Strathmore (South Waikato District)	36%	— No Change
Matarawa	35%	— No Change
Stanley Park	34%	— No Change
Tokoroa Central	33%	— No Change

Putāruru was the least affordable place to rent, with rents taking up 37% of income as of Dec 2025. Parkdale was the most affordable, with rents taking up 19% of income.

Education

Key pillar changes

School with the greatest change in NCEA level 3 pass rates

Te Wharekura o Te Kaokaoroa o Patetere

▲ 211%

Te Wharekura o Te Kaokaoroa o Patetere students in South Waikato District had the greatest change in NCEA Level 3 pass rate, increasing by 211% since Jan 2023.

Ethnicity with the greatest change in NCEA level 3 pass rates

Asian

▲ 117%

Asian students in South Waikato District had the greatest change in NCEA Level 3 pass rate, increasing by 117% since Jan 2023.

Secondary school students leaving with no NCEA qualification

25%

▼ -8.6%

25% of all students in South Waikato District left school with no NCEA qualification, decreasing by 8.6% since Jan 2023.

Secondary school retention rate

64%

▼ -3%

As of Jan 2024, the secondary school retention rate in South Waikato District is 63.6, which has decreased by 3% since Jan 2023.

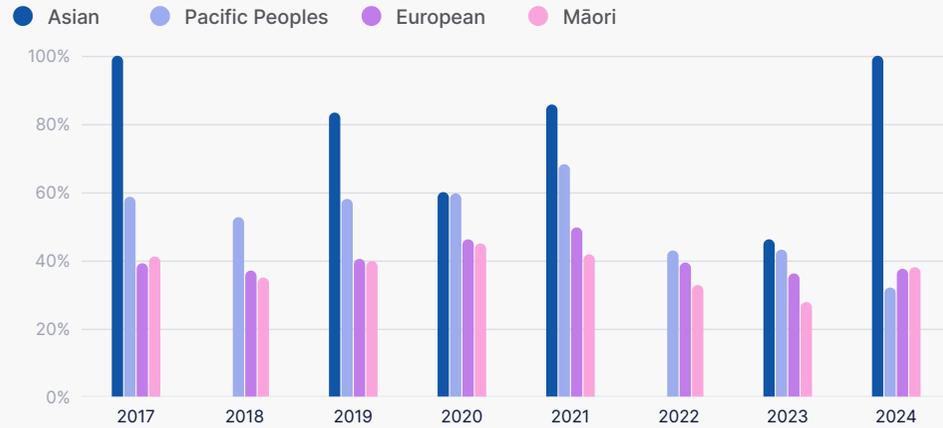
Ethnicity with the greatest change in secondary school retention

Male

▼ -12%

The ethnicity with the greatest change in secondary school retention is Male, which has decreased by 12% since Jan 2023.

School leavers with NCEA level 3 by ethnicity



In Jan 2024, Asian students in South Waikato District had the greatest proportion of students leaving with NCEA Level 3. Asian have seen the greatest change in NCEA Level 3 pass rates since Jan 2024, increasing by 117% to 100%.

School leavers with NCEA level 3 by gender



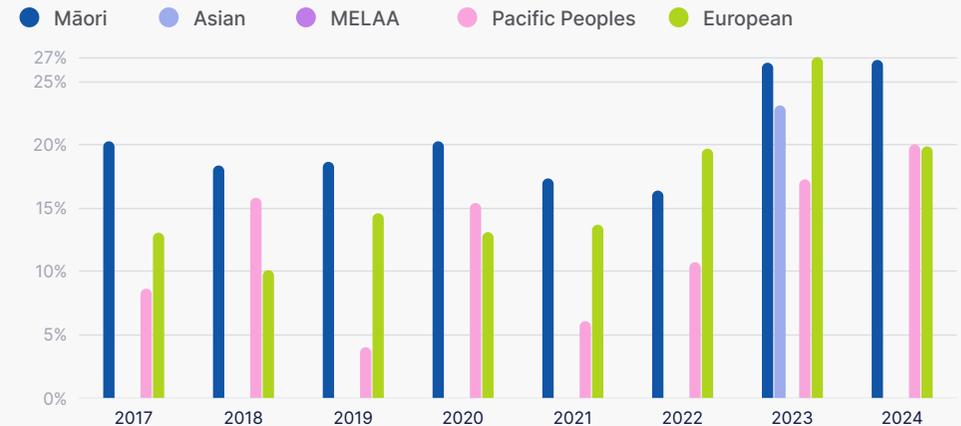
As of Jan 2024, the percentage of female students leaving with NCEA Level 3 in South Waikato District was 47%. This is higher than the 32% pass rate for male students. Compared to Jan 2023, the pass rates have increased for female students and increased for male students.

Schools with greatest change in NCEA level 3 pass rate

Pass Rate	% Amount	% Change ↓
Te Wharekura o Te Kaokaoroa o Patetere	67%	▲ 211%
Putaruru College	28%	▲ 73%
Pa Harakeke Teen Parent Unit	33%	▼ -28%
Forest View High School	34%	▼ -7.4%
Tokoroa High School	46%	▼ -0.32%

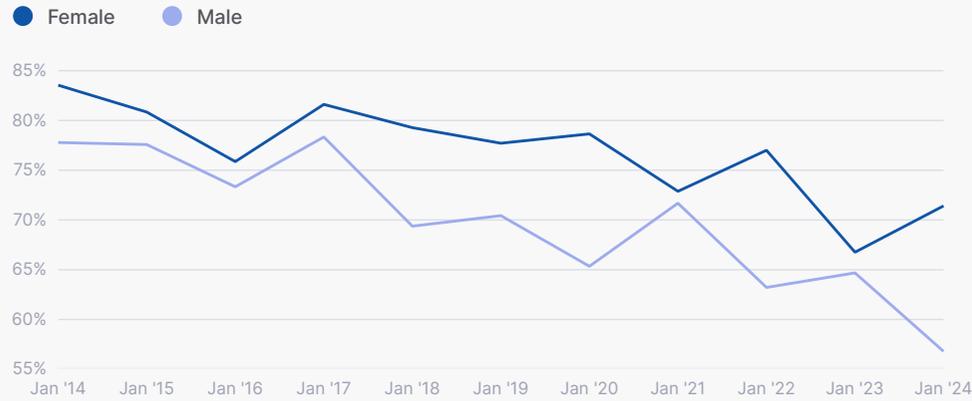
The NCEA Level 3 pass rate of Te Wharekura o Te Kaokaoroa o Patetere has increased by 211%, representing the greatest change in Jan 2024 compared to Jan 2023.

School leavers with no NCEA qualification by ethnicity



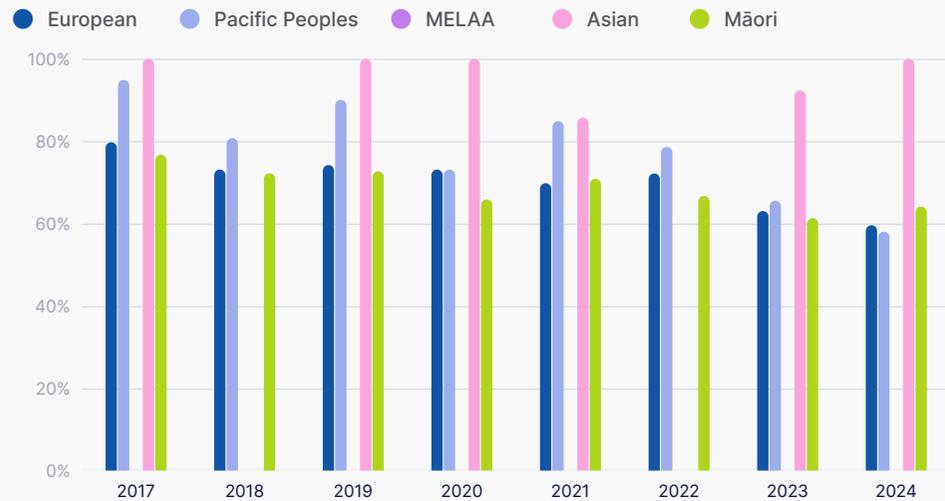
In Jan 2024, Māori students in South Waikato District had the greatest proportion of students leaving with no NCEA qualification. Asian have seen the greatest change in no NCEA qualification rates since Jan 2024, decreasing by 100% to 0%.

School retention by gender over time



As of Jan 2024, the percentage of female students retention in South Waikato District was 71%. This is higher than the 57% 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



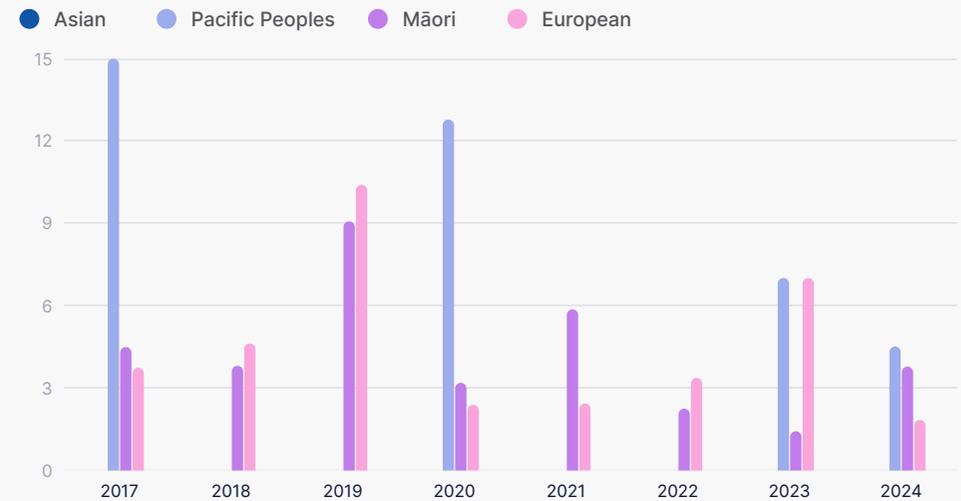
In Jan 2024, Asian students in South Waikato District had the greatest retention rate of 100%. Pacific Peoples have seen the greatest change in retention, decreasing by 11% since Jan 2024.

Schools with greatest change in retention

Retention Rate	% Amount	% Change ↓
Putaruru College	51%	▼ -18%
Forest View High School	58%	▼ -8%
Tokoroa High School	71%	▲ 7%
Te Wharekura o Te Kaokaoroa o Patetere	86%	— No Change
Pa Harakeke Teen Parent Unit	67%	NA

The secondary school retention rate of Putaruru College has decreased by 18%, 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 South Waikato District had the greatest exclusion rate of 4.5 for every 1000 students. Māori have seen the greatest change in exclusion rate, increasing by 164% since Jan 2024.

Deprivation

Key pillar changes

Deprivation Score

1,134

▲ 0.01%

As of Sept 2025, the deprivation score in South Waikato District is 1,134.4, which has increased by 0.01% since Aug 2025.

Community with greatest decrease in deprivation score

Strathmore (South Waikato District)

▼ -0.03%

The community with the greatest decrease in deprivation score is Strathmore (South Waikato District), which has decreased by 0.03% since Aug 2025.

Community with greatest increase in deprivation score

Stanley Park

▲ 0.05%

The community with the greatest increase in deprivation score is Stanley Park, which has increased by 0.05% since Aug 2025.

Comparison to National Deprivation Score



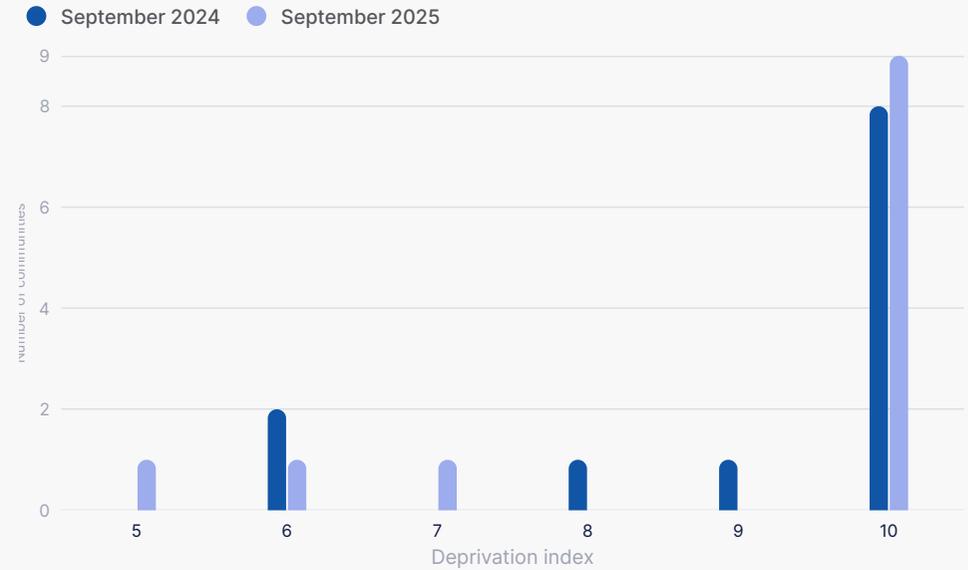
As of Sept 2025, the deprivation score of South Waikato District is 1,134.4. This is 0.06% higher than the score of 1,133.7 at the same time last year Sept 2024. The deprivation score is 16% higher than the national median score of 981.6.

Communities with the greatest change in deprivation score

Depr. Score	Amount	% Change ↓
Stanley Park	1,333	▲ 0.05%
Parkdale	1,177	▲ 0.04%
Tokoroa Central	1,250	▲ 0.04%
Strathmore (South Waikato District)	1,246	▼ -0.03%
Matarawa	1,201	▲ 0.02%

The deprivation score of Stanley Park has increased by 0.05%, representing the greatest change in Sept 2025 compared to Aug 2025.

Distribution of Deprivation Index



As of Sept 2025, 75% of South Waikato 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

636

▼ -2.9%

As of Dec 2025, the crime rate in South Waikato District is 635.7, decreasing by 2.9% since Nov 2025.

Community with the highest crime rate

Tokoroa Central

▼ -1.7%

The community with the highest crime rate is Tokoroa Central, decreasing by 1.7% since Nov 2025.

Community with the lowest crime rate

Paraonui

▼ -5.6%

The community with the lowest crime rate is Paraonui, decreasing by 5.6% since Nov 2025.

Crime type with the greatest change in crime rate

Burglary

▼ -5.1%

The type of crime with the greatest change is Burglary, decreasing by 5.1% since Nov 2025.

Community with the greatest change in crime rate

Strathmore (South Waikato District)

▼ -9.1%

The community with the greatest change is Strathmore (South Waikato District), decreasing by 9.1% since Nov 2025.

Comparison to National Crime Rate



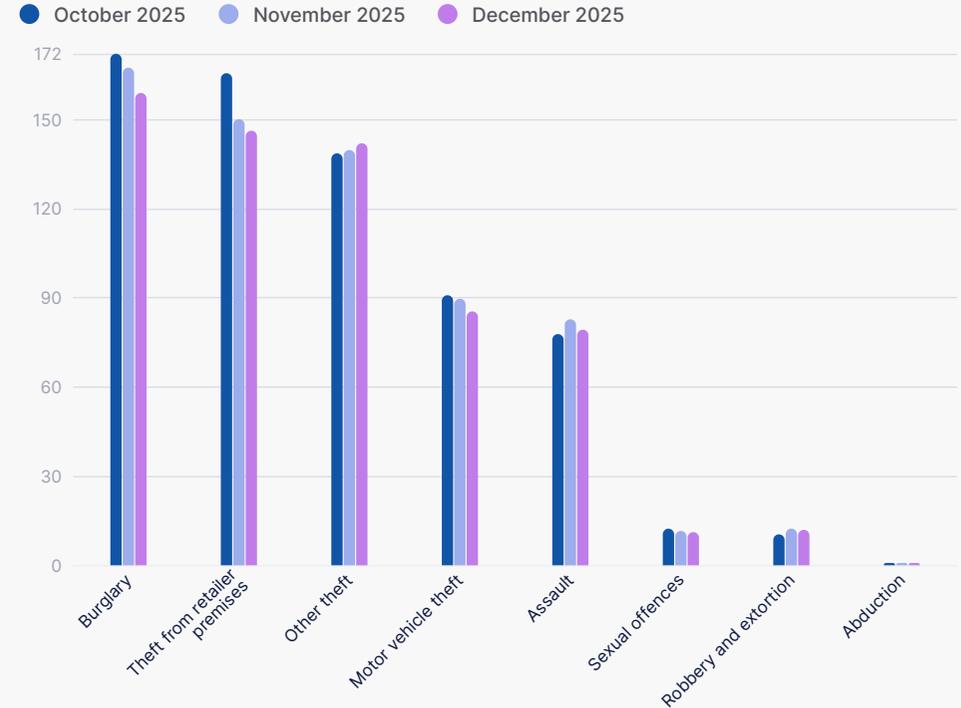
As of Dec 2025, the crime rate in South Waikato District is 635.7. This is 5.5% lower than the crime rate at the same time last year. The crime rate is 14% higher than the national rate of 558.4.

Communities with greatest change

Crime Rate	Amount	% Change ↓
Strathmore (South Waikato District)	307	▼ -9.1%
Kinleith	718	▼ -8%
Paraonui	174	▼ -5.6%
Parkdale	422	▼ -5%
Moananui	240	▲ 4.2%

The crime rate of Strathmore (South Waikato District) has decreased by 9.1%, representing the greatest change in Dec 2025 compared to Nov 2025.

Crime types with the greatest change



Within South Waikato District, the most prevalent crime type in Dec 2025 was Burglary, with a crime rate of 158.9. The type of crime that has seen the greatest change since Dec 2025 is Burglary, which has decreased by 5.1%.

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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