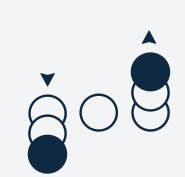


Quarterly Report

Taupo District

Summary

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



New Business Registrations this month

▼ **40.0**

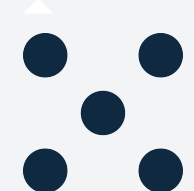
As of June 2025, Taupo District saw 40.0 new business registrations, a decrease of 43.66% compared with March 2025.



Years to save for a house deposit

▼ **11.0**

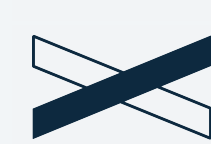
As of June 2025, it would take 11.0 years to save for a 20% home deposit in Taupo District, a decrease of 0.51% compared with March 2025.



Gambling spend per capita

▲ **\$88**

As of September 2024, an average of \$88.0 was spent by individuals over 18 years in Taupo District through electronic gaming machines, an increase of 0.01% compared with June 2024.



Crime rate

▼ **623.7**

In May 2025, Taupo District had a crime rate of 623.7 incidents per 10,000 people, a decrease of 3.66% compared with February 2025.



Deprivation Index

— **7.0**

As of March 2025, the deprivation within Taupo District is 7.0 and this is unchanged since February 2025.

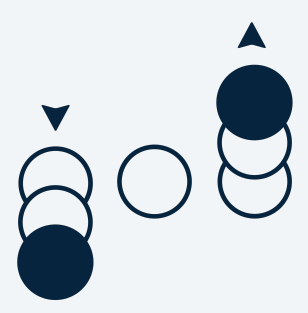


Job seeker support rate

▲ **6.9%**

In March 2025, 6.9% of the working population (15-64 years) in Taupo District claimed Job Seeker Support, an increase of 15.68% compared with March 2024.

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



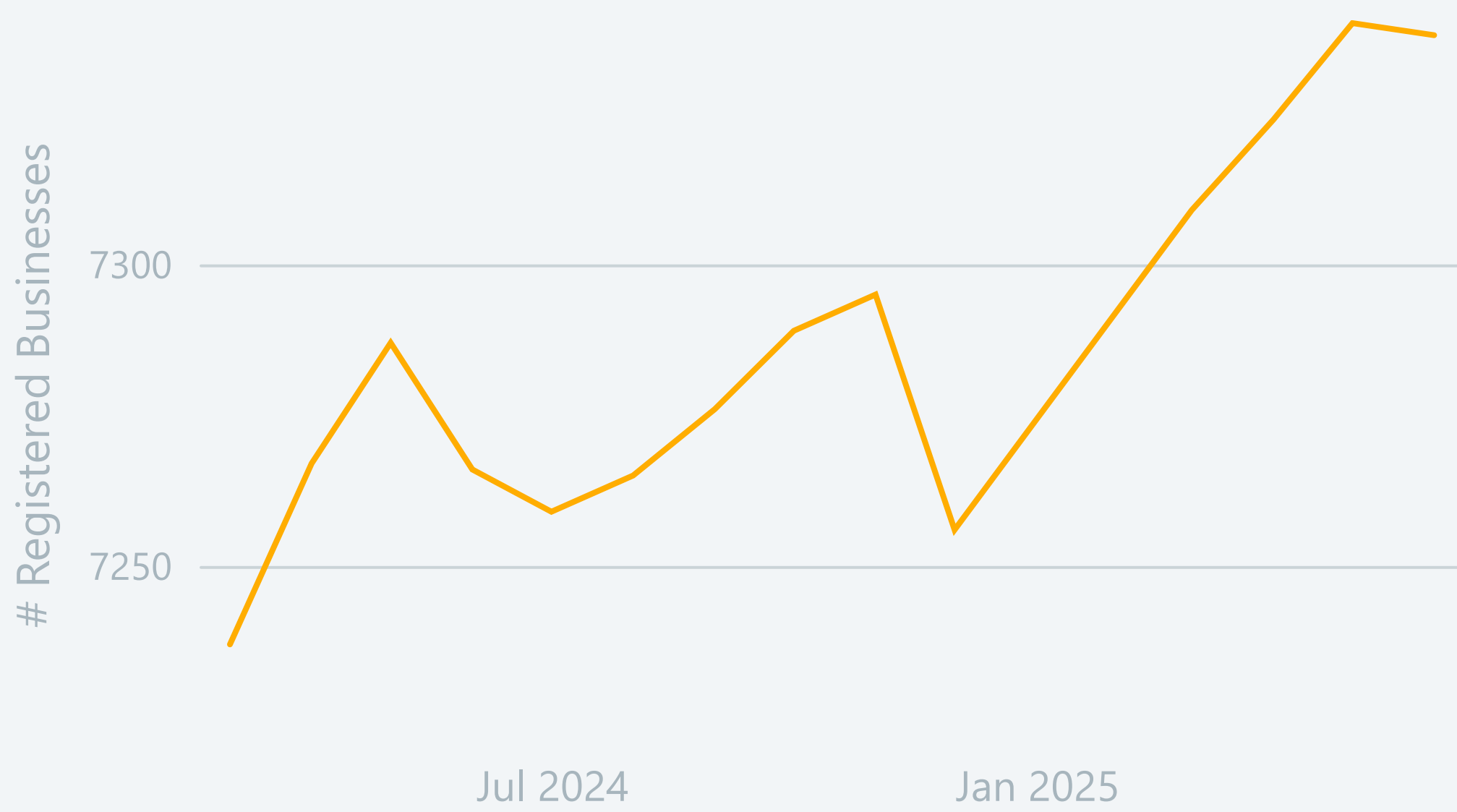
Key Pillar Changes

New Business Registrations this month Jun 2025 **40.0** ▽ 43.66% % change is from March 2025

Business Deregistrations this month Jun 2025 **42.0** ▲ 223.08% % change is from March 2025

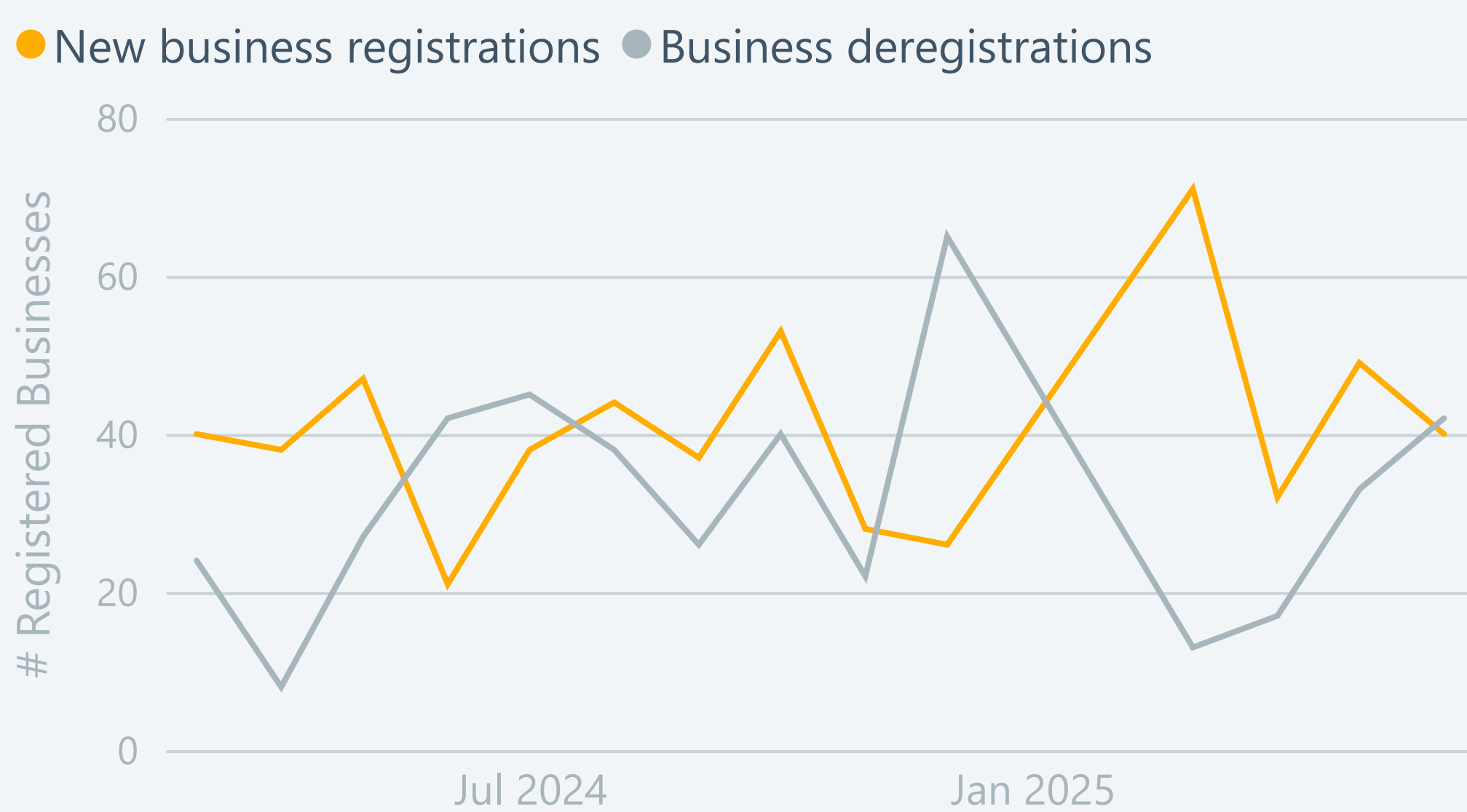
Total tourism spend this quarter May 2025 **\$97.1M** ▽ 31.41% % change is from February 2025

Total number of businesses registered to date



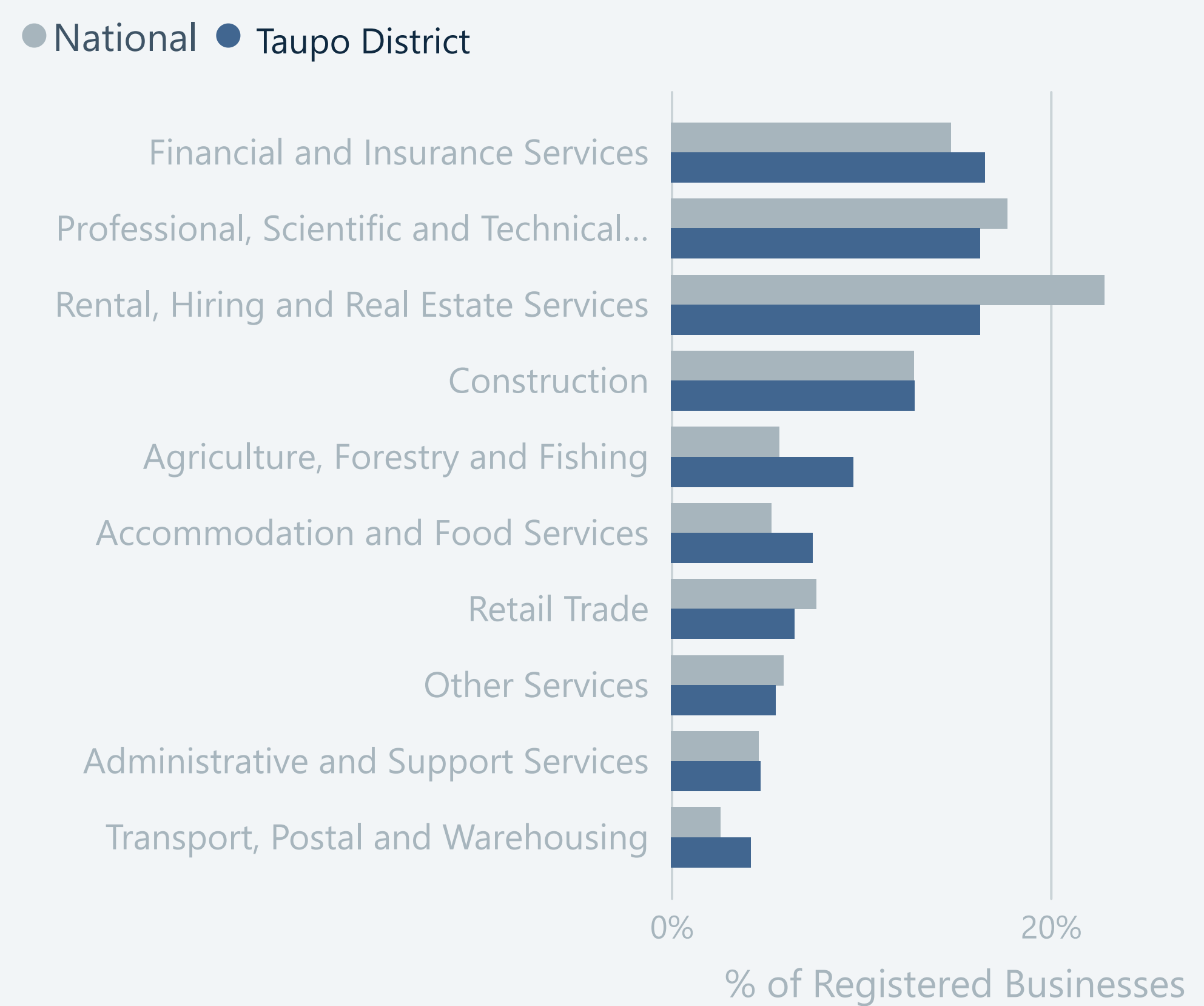
As of June 2025 there were 7338 registered businesses in Taupo District. Over the last 12 months the number of registered businesses has increased by 72. Nationally, the number of registered businesses has increased by 0.14%.

Business openings and closings in the last year

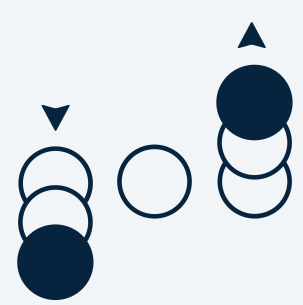


Comparing June 2025 with June 2024 Taupo District has seen an increase in the number of new business registrations of 90.5% and no change in the number of business deregistrations.

Distribution of registered businesses by industry

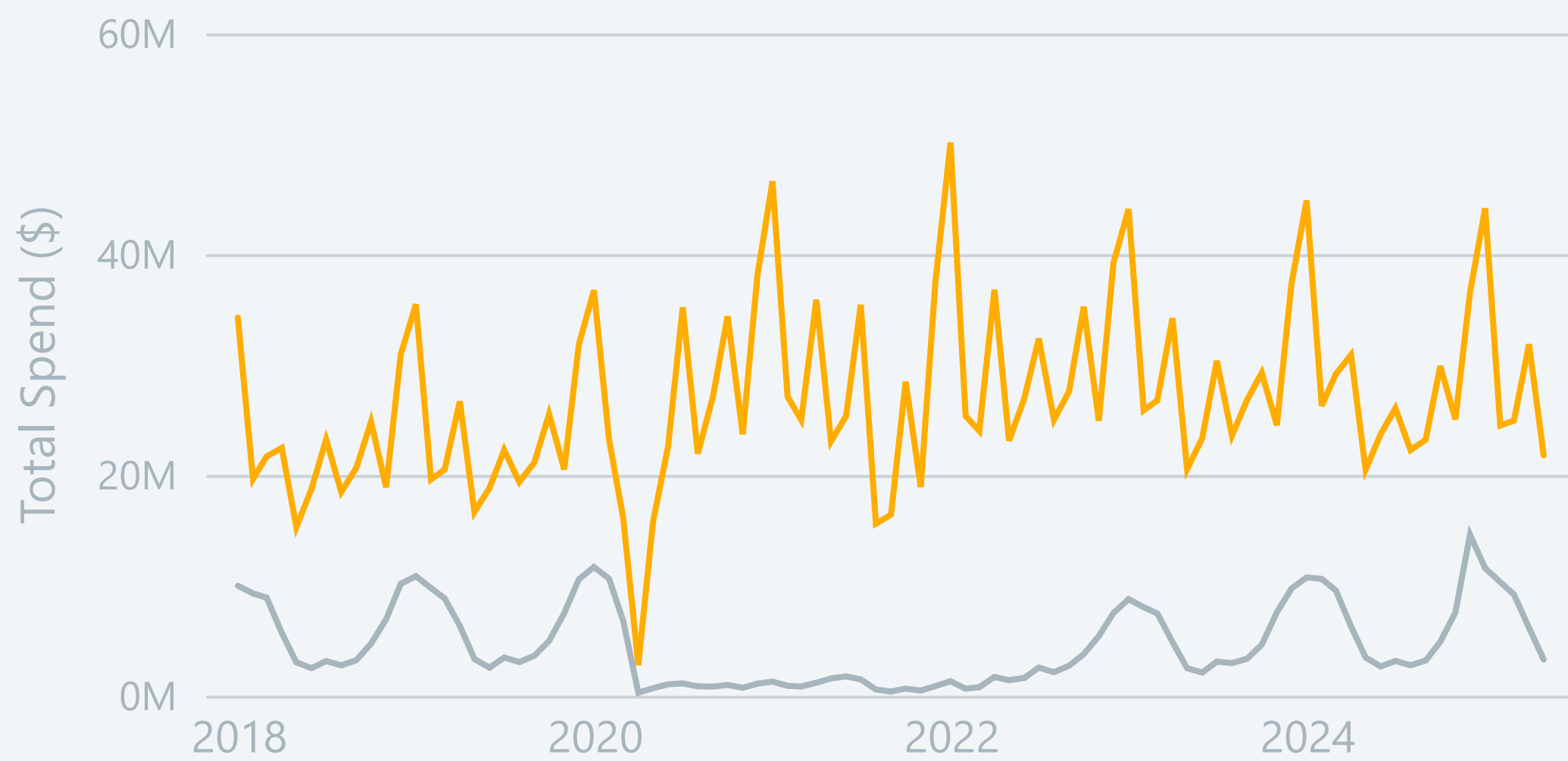


Financial and Insurance Services is the largest industry operating in Taupo District and makes up 14% of all currently registered businesses.



Tourism spend this quarter

● Domestic tourism ● International tourism



In May 2025, \$25M was spent in Taupo District from domestic and international visitors to the district. Domestic tourism made up 86.9% of total tourism spend, and has increased by 6.35% since the same time last year, whereas international tourism has decreased by 5.45% in the same time period.

Visiting countries with the greatest spend

Visiting country	\$ Change	Spend
Australia	▼ \$314K	\$3.9M
Rest of Asia	▲ \$93K	\$1.2M
Rest of Europe	▲ \$54K	\$1.9M
United Kingdom	▼ \$1.3M	\$2.1M
United States of America	▲ \$753K	\$6.9M

This quarter, the largest spend from international tourists visiting Taupo District came from United States of America, with tourists spending \$6.9M. This represents an increase of \$753K since the same quarter last year.

Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Bay of Plenty	▼ \$691K	\$10.3M
Wellington	▲ \$54K	\$10.3M
Waikato	▼ \$1.2M	\$12.4M
Auckland	▲ \$615K	\$18.5M
Manawatu-Wanganui	▼ \$717K	\$9.9M

This quarter, the largest spend from domestic tourists visiting Taupo District came from the Auckland region, with tourists spending \$18.5M. This represents an increase of \$615K since the same quarter last year.

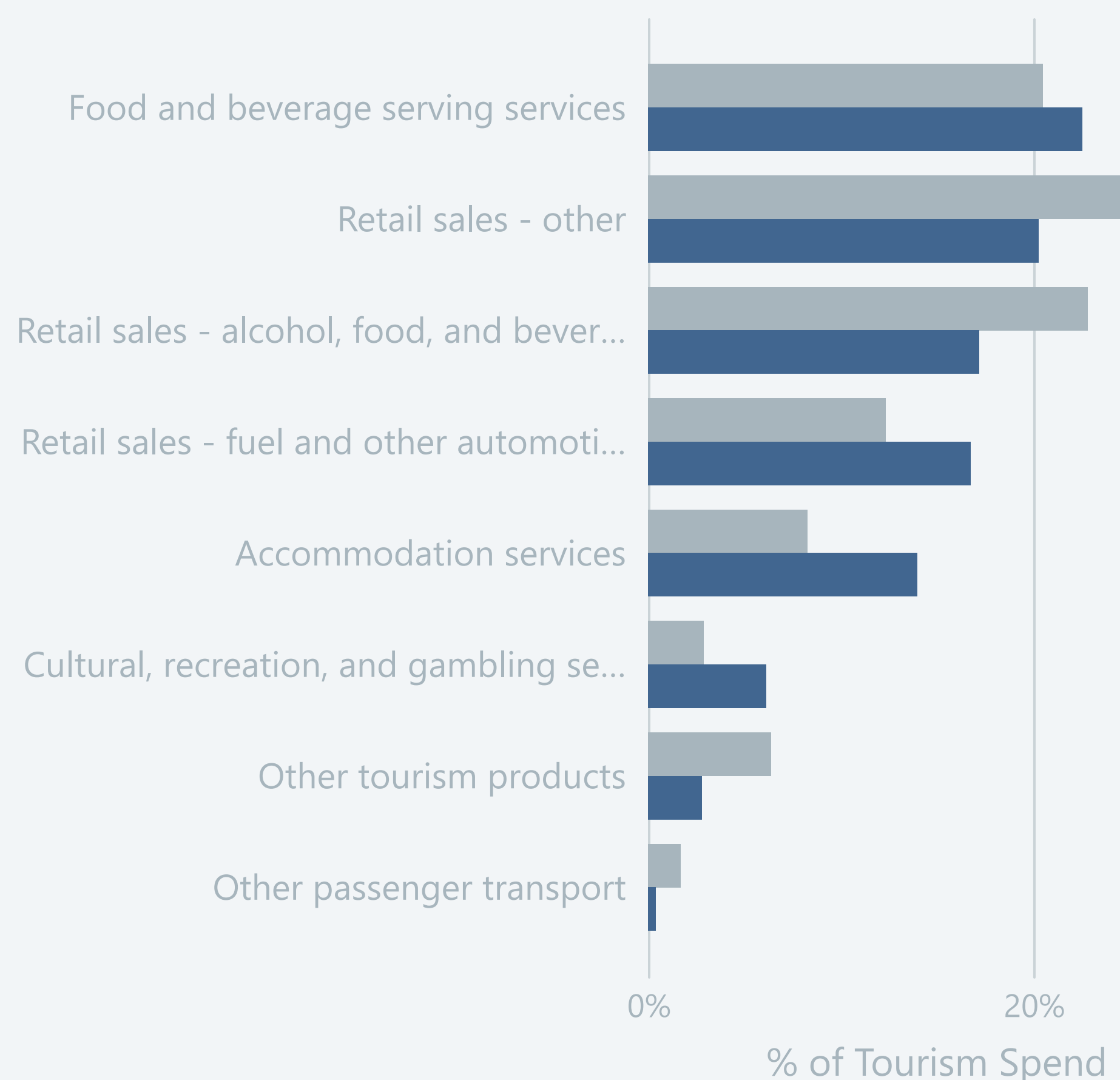
Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
Africa and Middle East	▲ \$112K	\$456K
United Kingdom	▼ \$1.3M	\$2.1M
Japan	▼ \$104K	\$141K

This quarter, Taupo District saw the greatest % change in international tourism spend from those visiting from Japan since the same quarter last year, with a \$104K decrease in spend.

Tourism spend by industry

● National ● Taupo District



In Taupo District tourists spent the most on Food and beverage serving services this quarter, which was 22.5% of all tourism spend. This is 9.8% larger than the national proportion.

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.

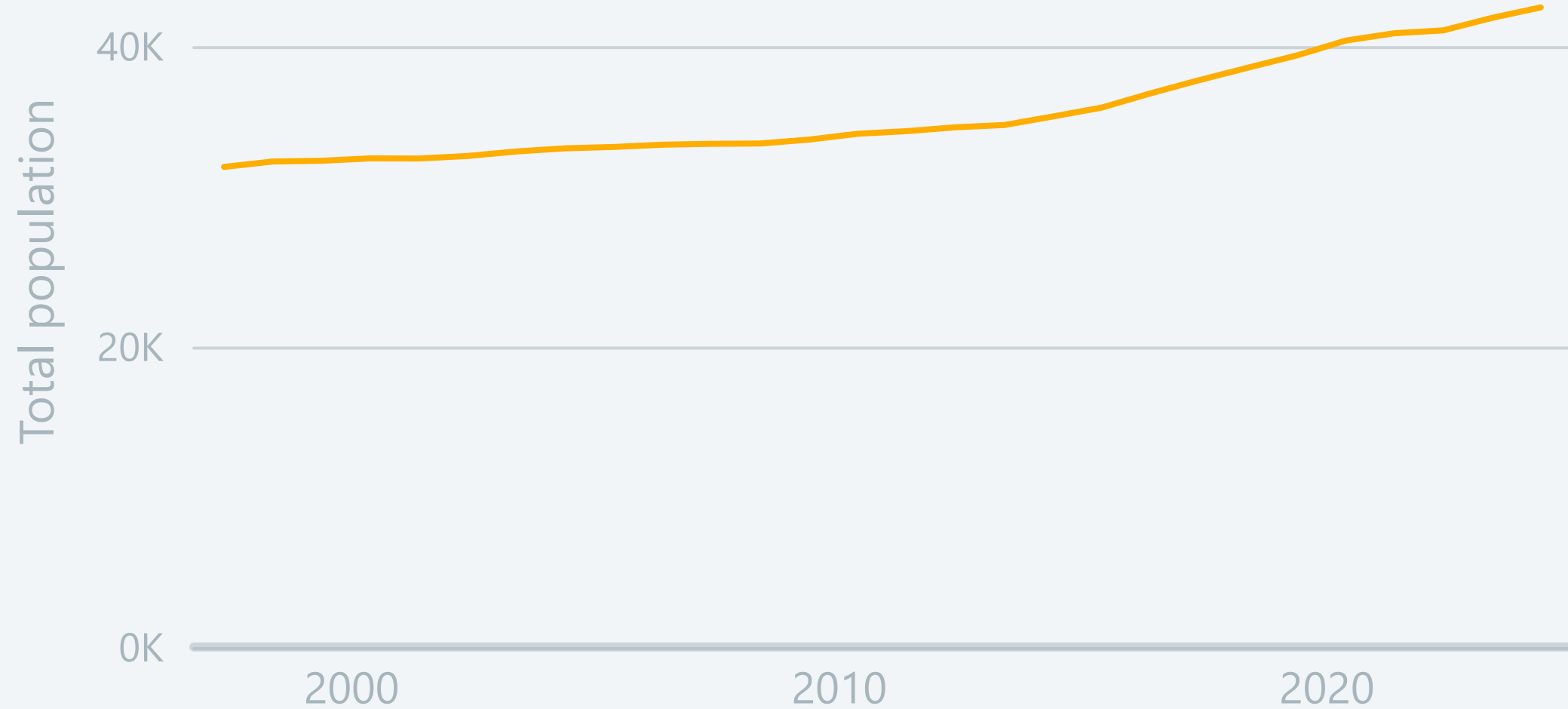


Demographics

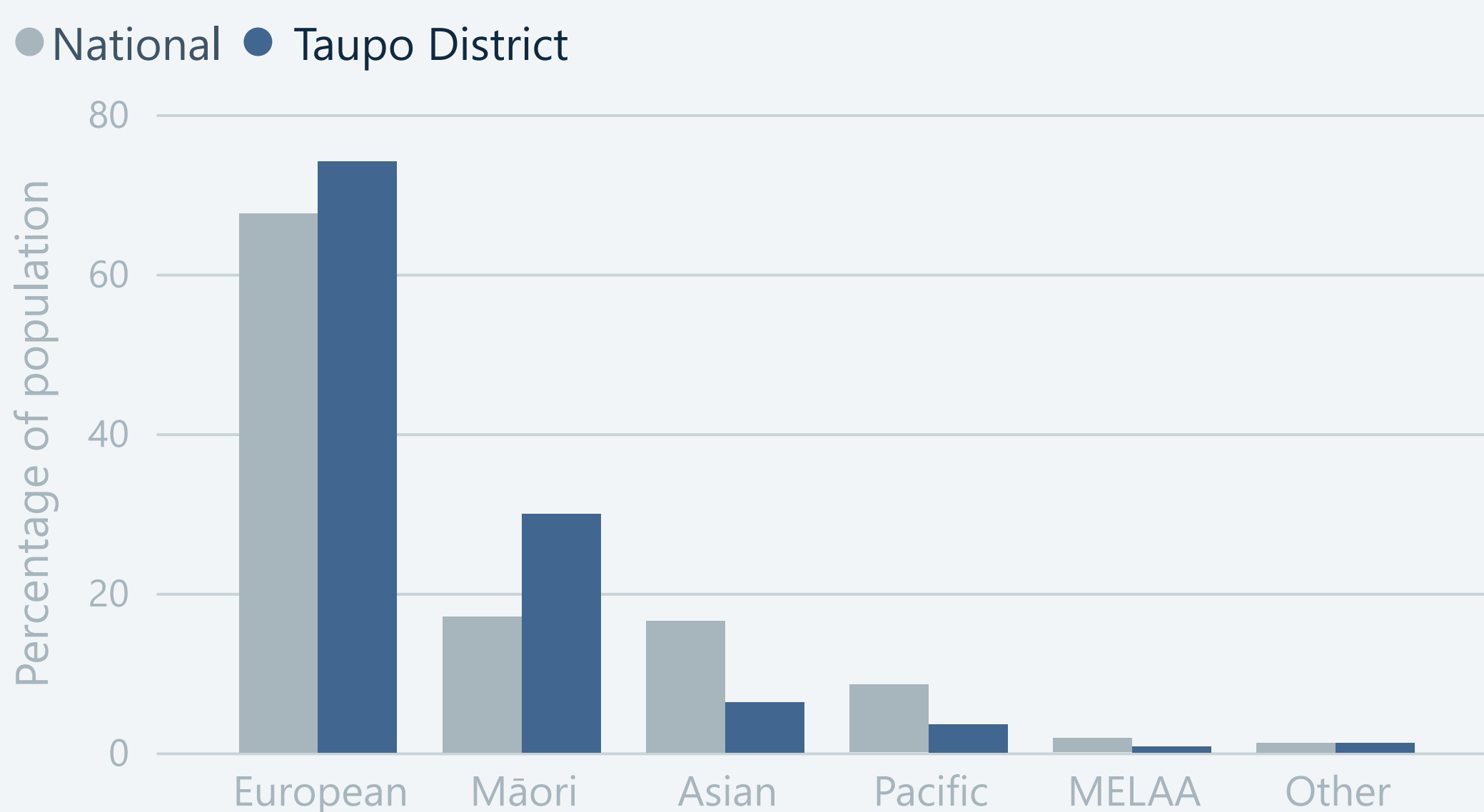
Estimated population

42.58K

Is the estimated total population in Taupo District in 2024. The population in the area has increased by 1.67% or 700 people since 2023.

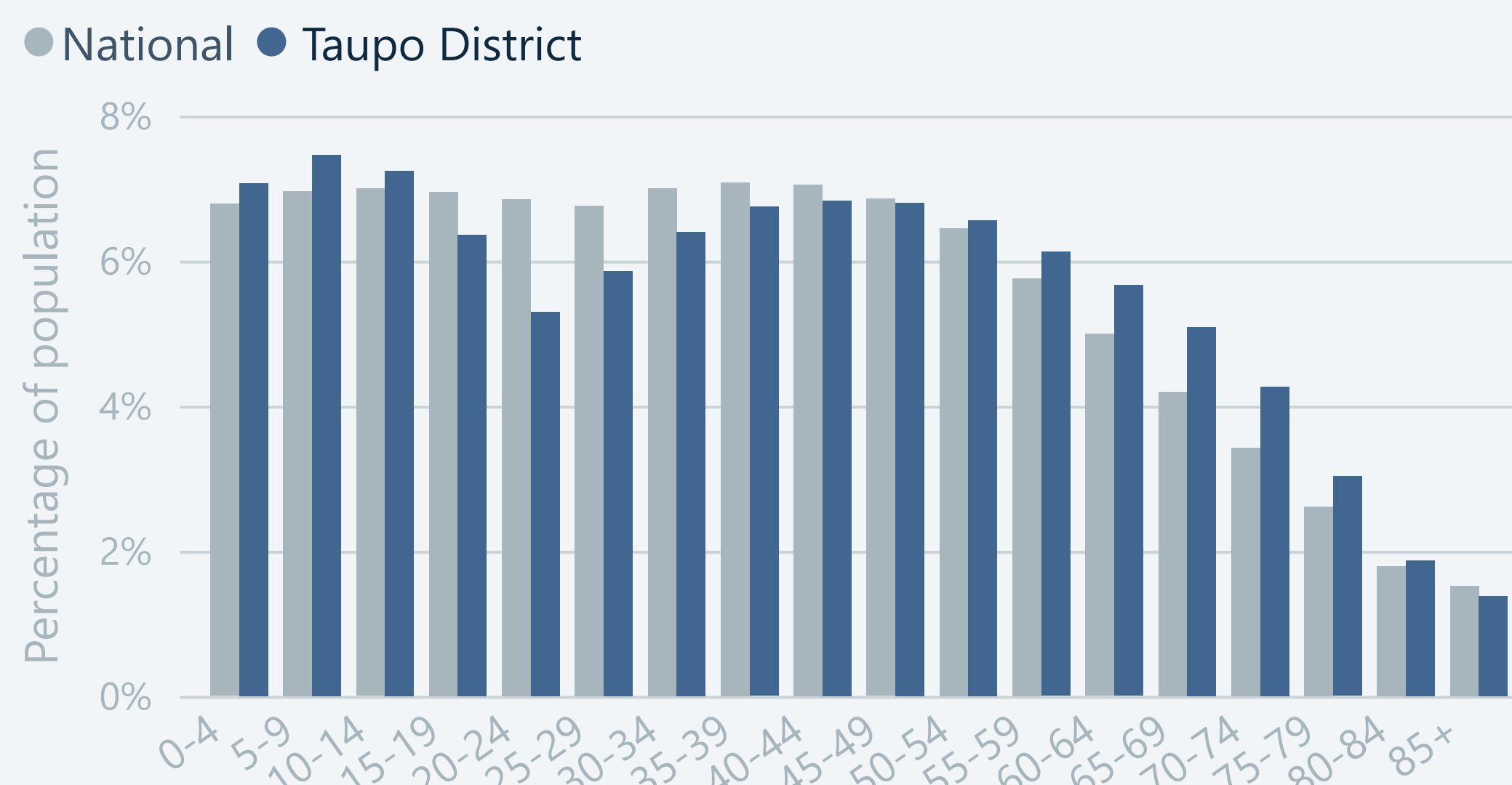


Ethnic distribution



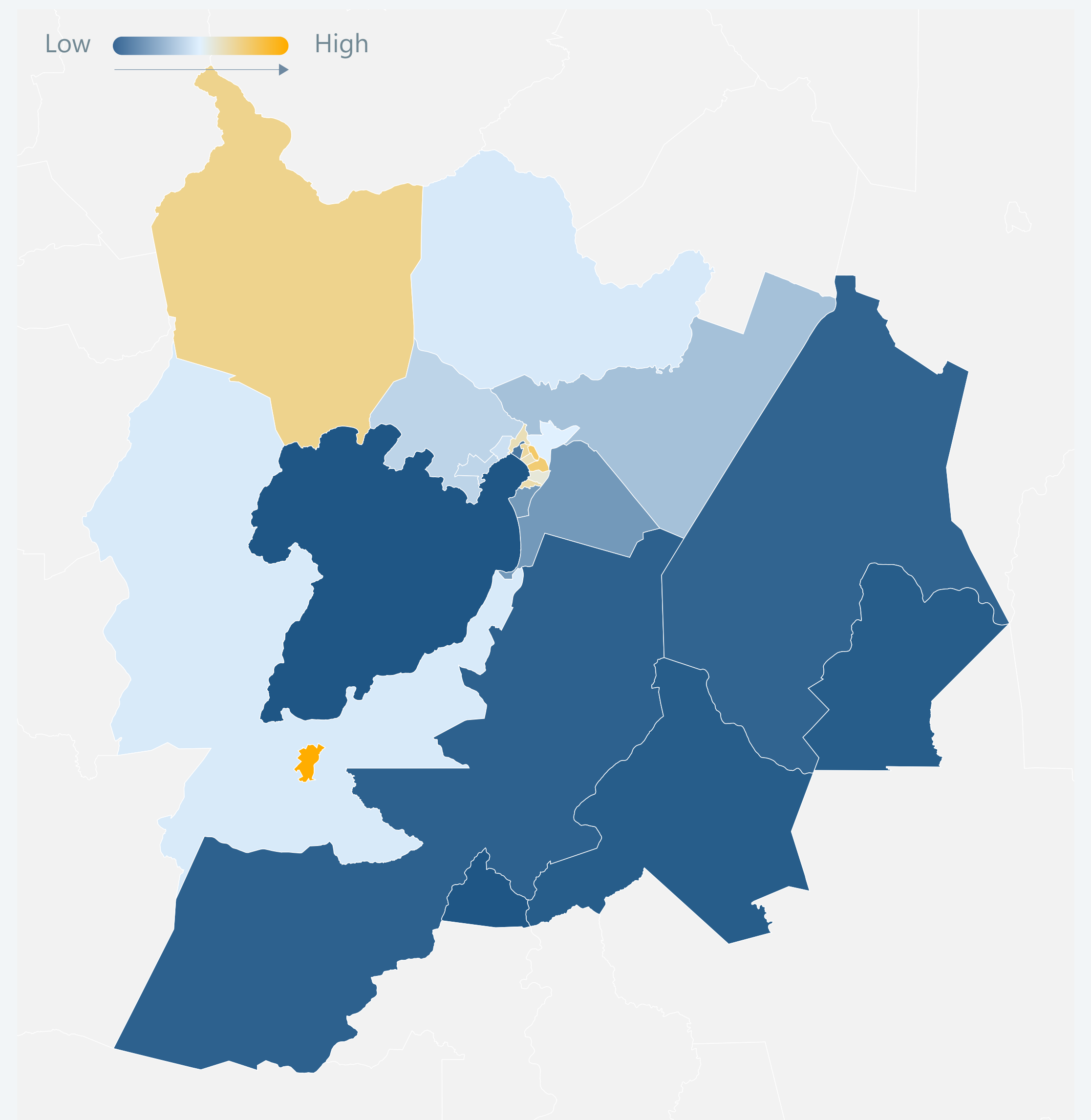
As of March 2023 the largest ethnic group in Taupo District is European (72.4%), 11.6% larger than the national percentage. The ethnicity that has had the greatest change since March 2018 is MELAA, increasing by 40.38%.

Age distribution



As of June 2024 the largest age band in Taupo District is 60-64 (6.8%), 14.9% larger than the national distribution. The age band that has had the greatest change since June 2023 is 75-79, increasing by 6.68%.

Population distribution



In June 2024, Wharewaka saw the greatest change in population, with an increase of 19.5% since June 2023.

Key Pillar Changes

Job seeker support rate
Mar 2025

6.9%

▲ 15.68%

% change is from March 2024

Means tested benefit rate
Mar 2025

2.9%

▼ 0.39%

% change is from March 2024

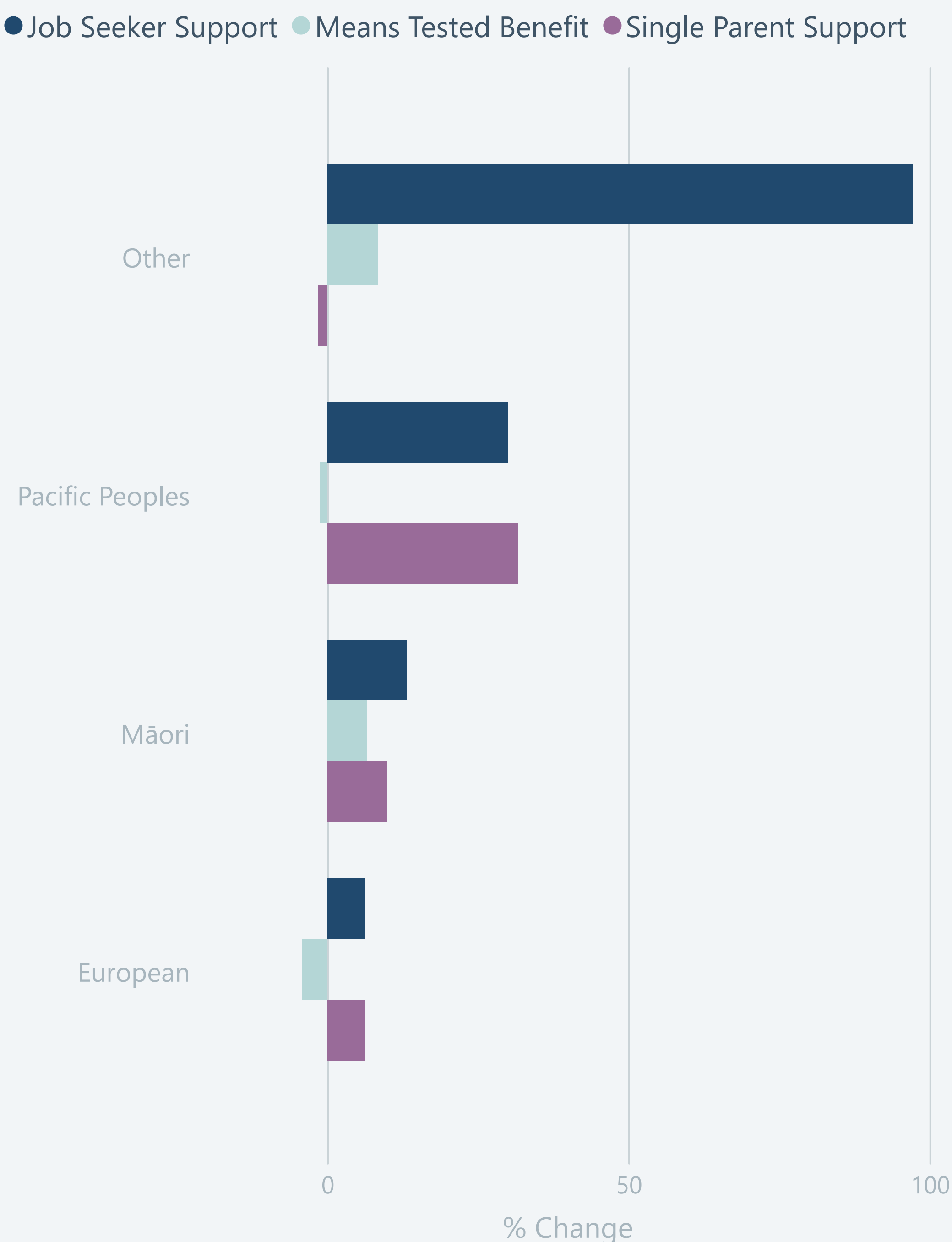
Sole parent support rate
Mar 2025

2.9%

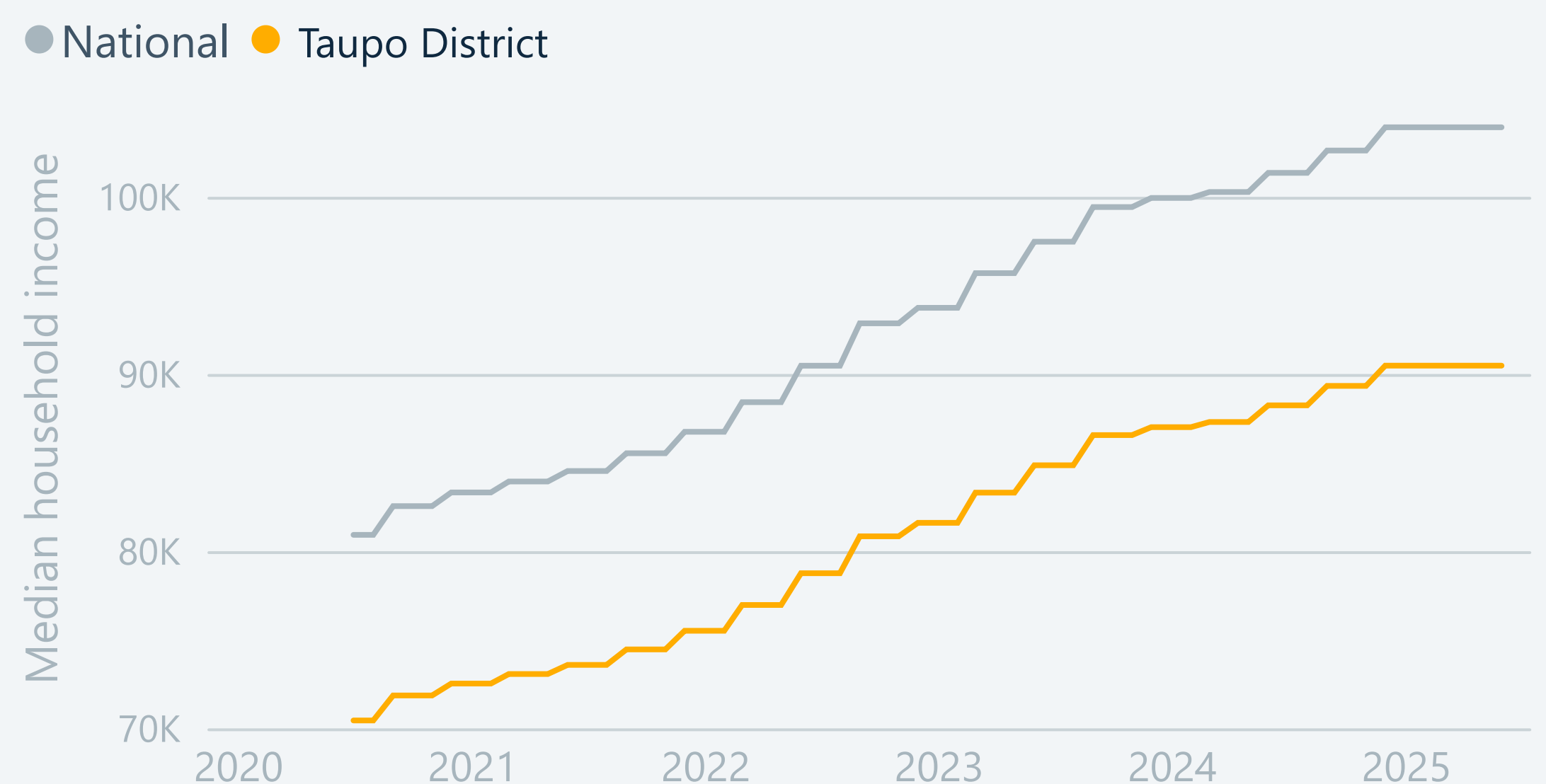
▲ 8.78%

% change is from March 2024

Change in benefit rates by Ethnicity

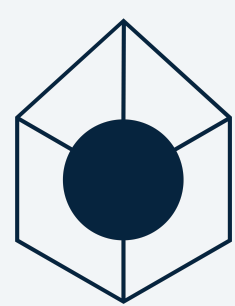


Median Household Income over time



As of June 2025, the median household income (adjusted for inflation) in Taupo District was \$90,473. This is 12.9% less than the national median.

Within Taupo District, the benefit rate by ethnicity with the greatest increase in the last 12 months was Job Seeker Support for Other ethnicities (Asian, MELAA and other), up 97.17% to a value of 2.83 claimants per 100 working adults (15-64yrs). Comparatively, Means Tested Benefit for European saw the greatest decrease over the last 12 months, down 4.1% to 1.97 claimants per 100 working adults.



Key Pillar Changes

Years to save for a house deposit

Jun 25

11.0

▼ 0.51%

% change is from March 2025

Rental affordability (% of income spent on rent)

Jun 25

32.4%

▲ 0.12%

% change is from March 2025

Purchasing affordability (% of income spent on mortgage repayments)

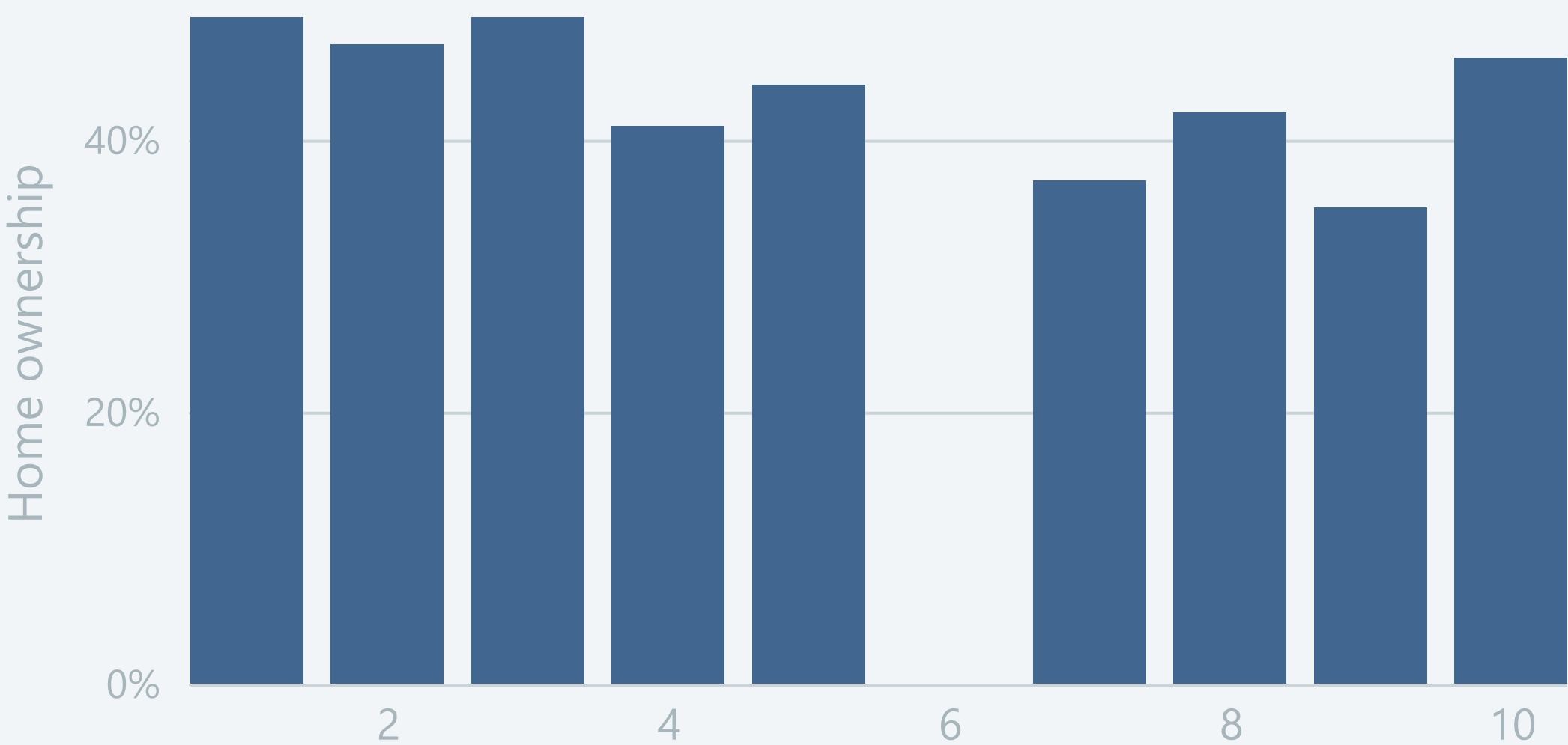
Jun 25

35.5%

▼ 0.57%

% change is from March 2025

Home Ownership by Deprivation Index



In Taupo District, multiple communities have the highest rates of home ownership. The home ownership rate in these communities is 1.4 times greater than those communities with a deprivation index of 9 (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, Lake Taupo Bays was the most unaffordable in June 2025, with 28.5% of annual household income spent on rent.

Community		% Change	Rental Affordability
Lake Taupo Bays	—	0.00	28.50
Mapara	—	0.00	24.80
Marotiri	—	0.00	23.20
Ohakuri	—	0.00	17.50
Wairakei-Broadlands	—	0.00	17.60

Greatest Change in Purchasing Affordability

Mapara saw the greatest change in the percentage of income spent on mortgage repayments, with a 20.2% increase over the last 3 months. Of these communities, Mapara was the most unaffordable in June 2025, with 42.3% of annual household income spent on mortgage repayments.

Community		% Change	Purchasing Affordability
Brentwood (Taupo District)	▲	1.72	41.50
Lake Taupo Bays	▲	1.71	41.70
Mapara	▲	20.17	42.30
Taupo Central East	▼	2.88	37.10
Waipahihi	▼	1.69	40.70

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.

Key Pillar Changes

Secondary school retention

Jan 2023

66.0%


5.16%

% change is from January 2022

Secondary school with highest proportion of students leaving with NCEA level 3

Jan 2023

Taupo-nui-a-Tia College

Ethnicity with greatest change in secondary school retention

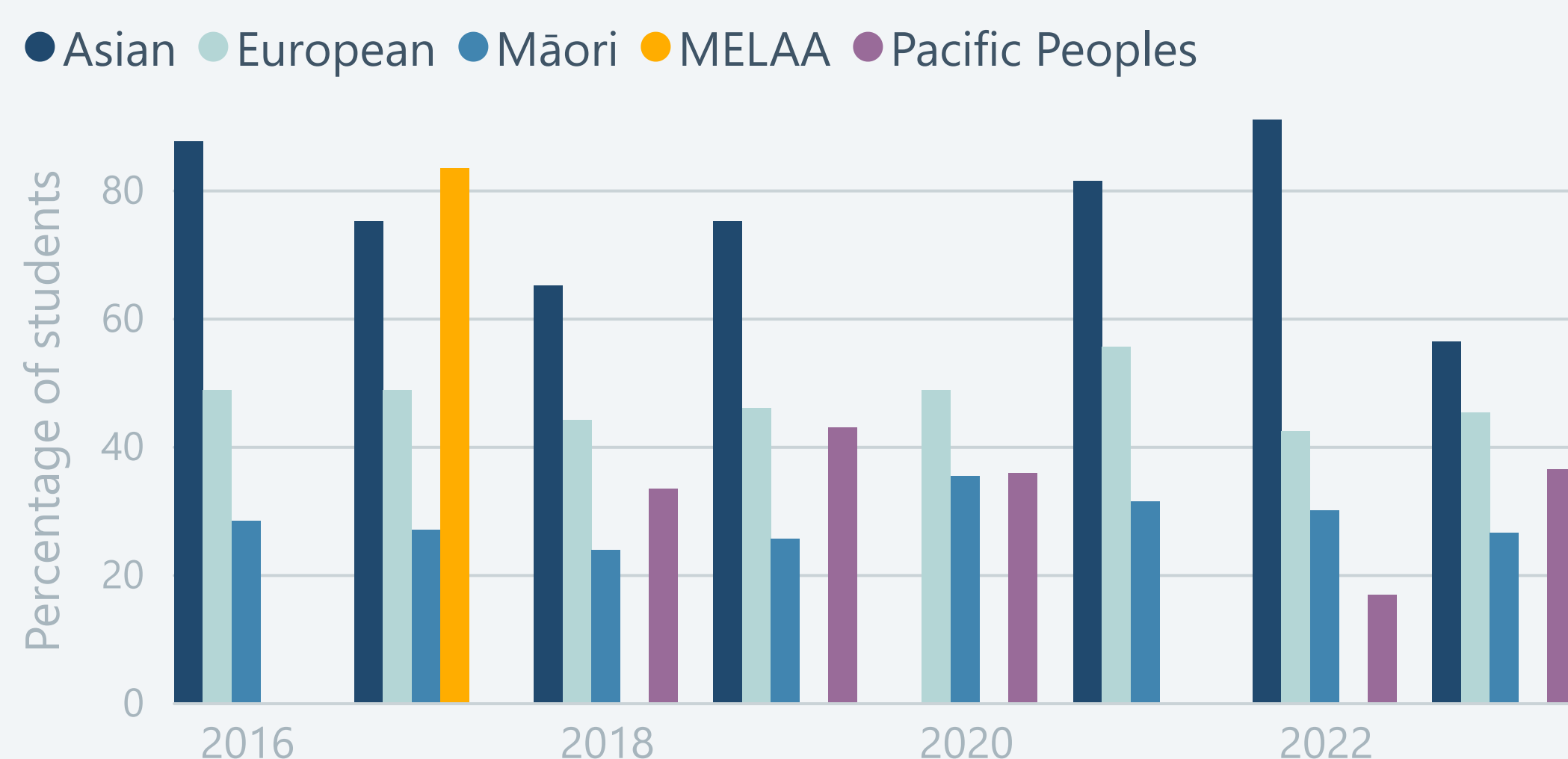
Jan 2023

Pacific Peoples


40.26%

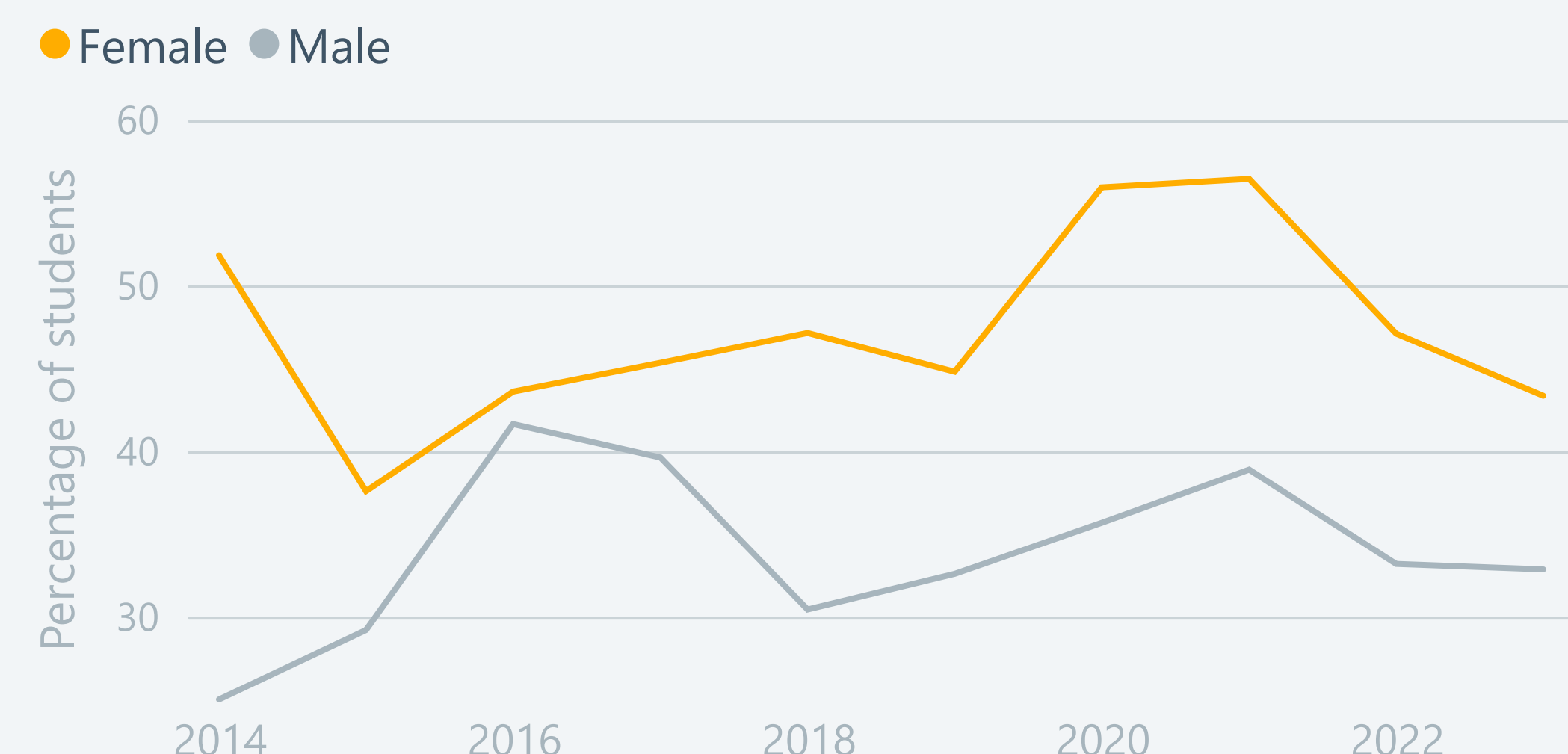
% change is from January 2022

School leavers with NCEA3 level by ethnicity



In 2023, Asian students in Taupo District had the greatest proportion of students leaving with NCEA3. This is 2.13 times larger than Māori students, who have the lowest proportion of students leaving with NCEA Level 3. Asian students have seen the greatest change in NCEA Level 3 pass rates, with an increase of 11.9%. Māori NCEA Level 3 pass rates in Taupo District are 73% of National Māori rates.

School leavers with NCEA3 level by gender



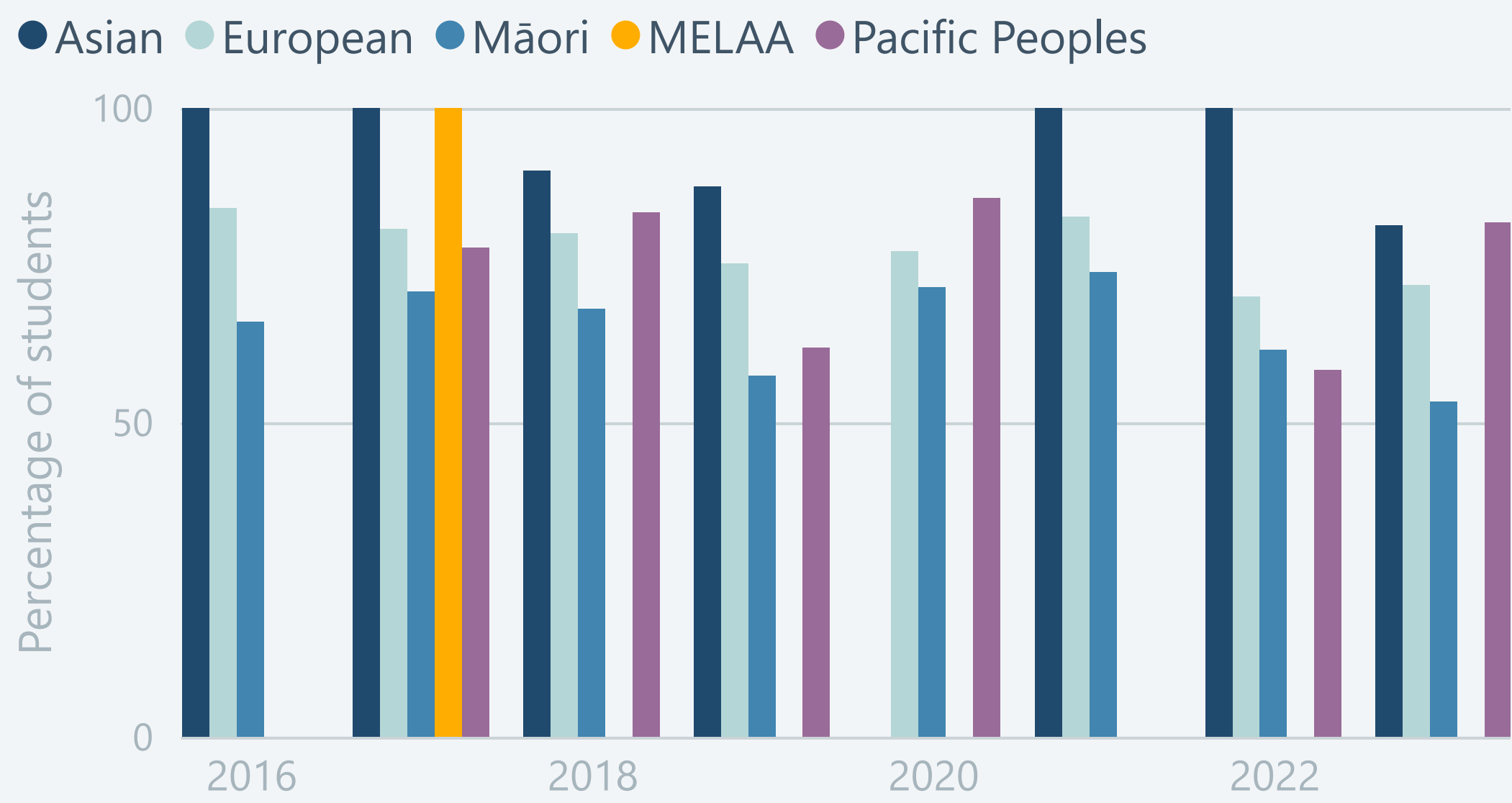
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Taupo District for female students has been 1.4 times larger than male students. In 2023, the percentage of students leaving with NCEA Level 3 for female students compared with male students was less than average Compared to national figures, in 2023 the pass rate in Taupo District were lower for both females and males.

Schools with greatest change in NCEA3 pass rate

In 2023, the school with the greatest change in the percentage of students leaving with NCEA Level 3 (pass rate) since 2022 was Tauhara College, with a 4.02% decrease. Note that the table includes only those schools with more than 50 students.

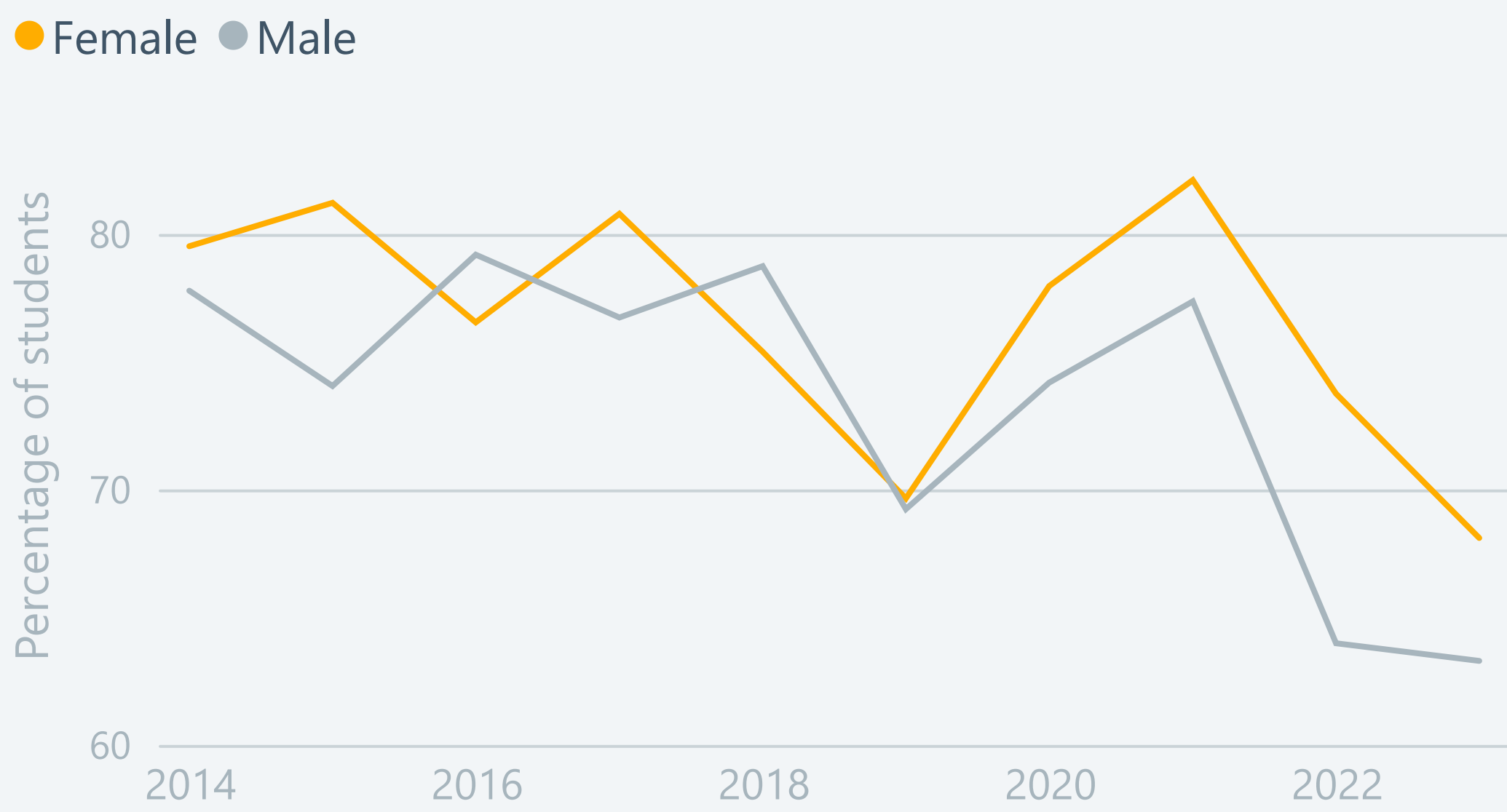
School	% Change	Pass Rate
Tauhara College	 4.02	35.33
Taupo-nui-a-Tia College	 2.15	42.86

Secondary school retention by ethnicity



In 2023, Pacific Peoples students in Taupo District had the greatest retention rate. This is 1.54 times larger than Māori students, who have the lowest retention rate. multiple ethnicities students have seen the greatest change in retention, with no change Māori retention rates in Taupo District are 83% of National Māori rates.

Secondary school retention by gender



On average, since 2014, the retention rate in Taupo District of female students has been 1.04 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 Taupo District were lower for both females and males.

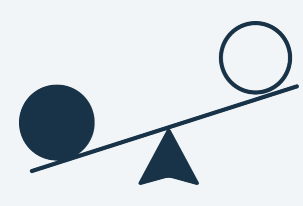
Schools with greatest change in retention

In 2023, the school with the greatest change in retention rate since 2022 was Tauhara College, with a 6.24% decrease. Note that the table includes only those schools with more than 50 students.

Community		% Change	Retention rate
Tauhara College		6.24	67
Taupo-nui-a-Tia College		3.19	70

! 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

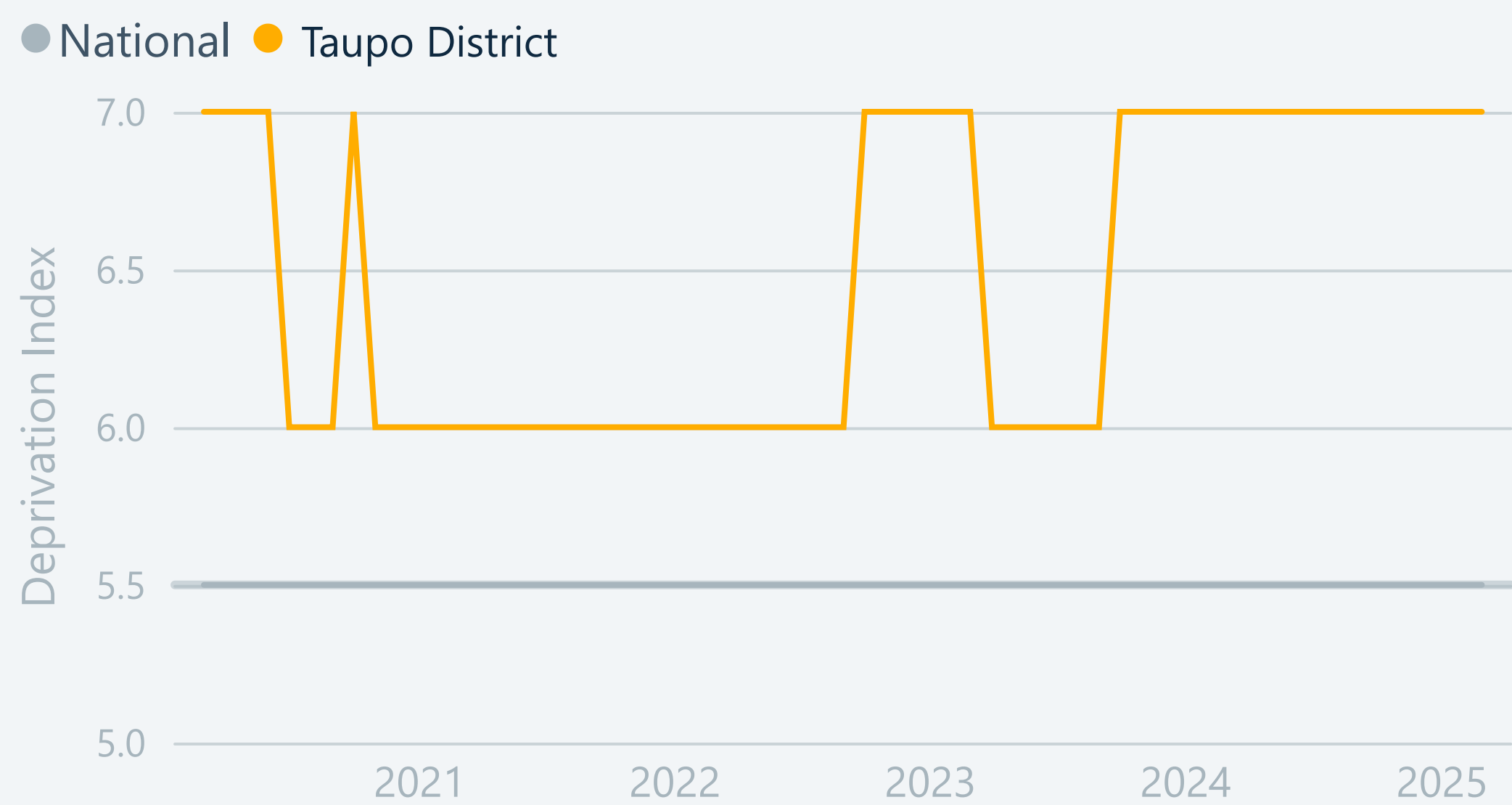
Key Pillar Changes

Deprivation Index Mar 2025 **7.0** 0% % change is from February 2025

Community with greatest decrease in deprivation score Mar 2025 **Waitahanui** ▽ 1.31% % change is from March 2024

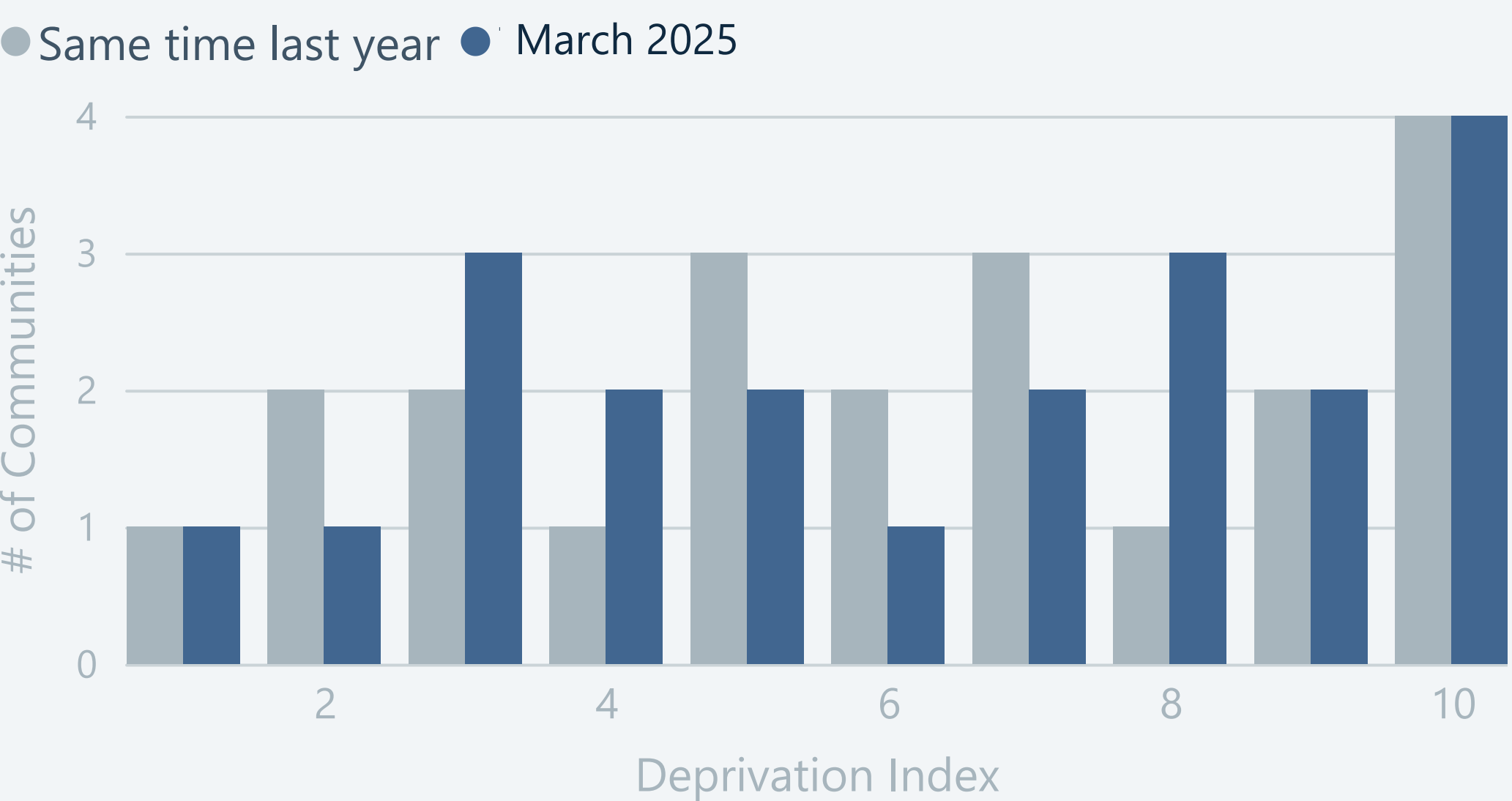
Community with greatest increase in deprivation score Mar 2025 **Lake Taupo Bays** ▲ 3.51% % change is from March 2024

Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Taupo District has seen no change, and is 7 as of March 2025. The deprivation index is 27.3% above the national median index of 5.5.

Distribution of Deprivation Index



In Taupo District, 42.9% of the population live in highly deprived communities (deprivation index 8-10), whereas 23.8% live in high socio-economic performing communities (deprivation index 1-3).

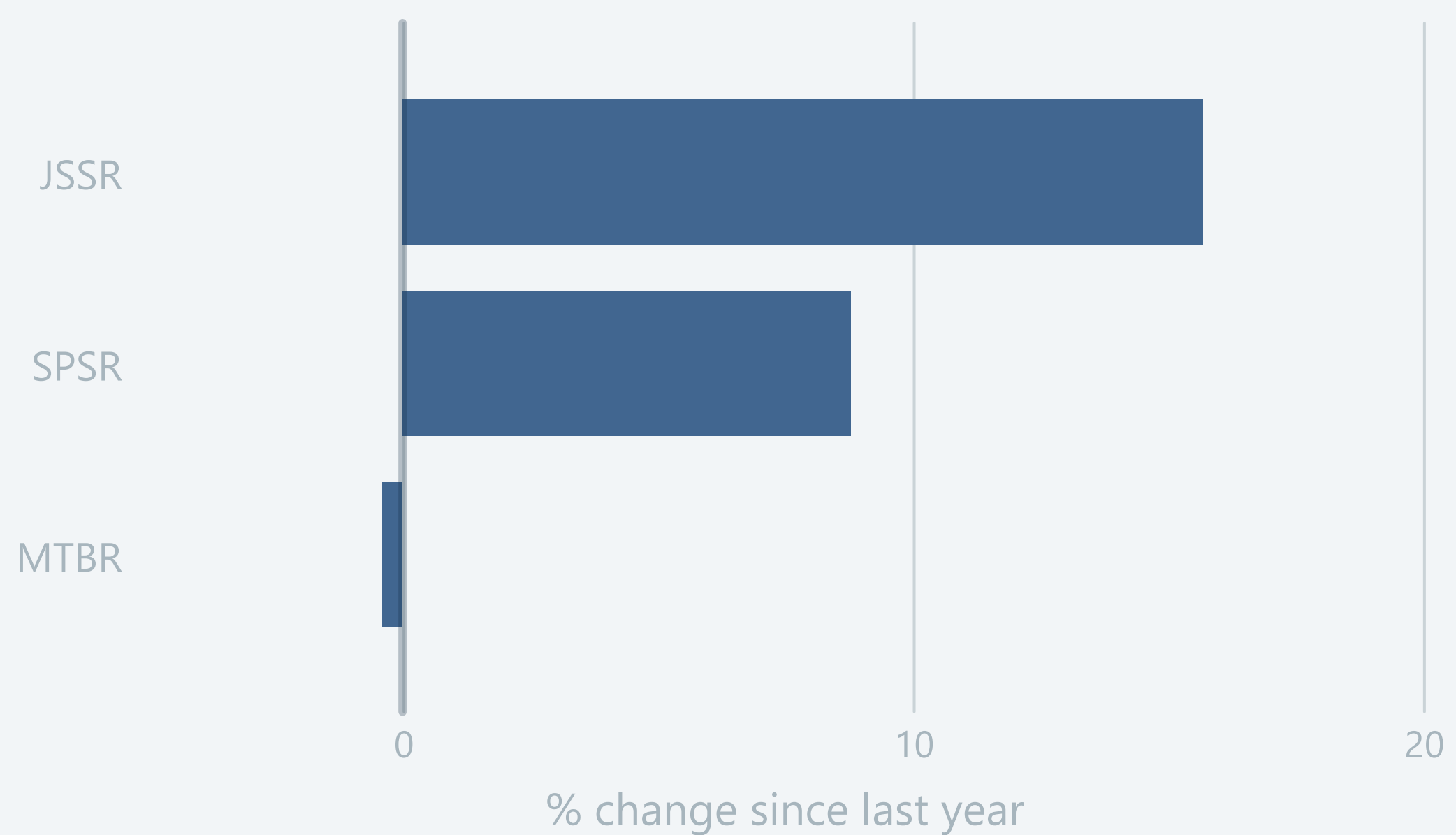
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Lake Taupo Bays	▲ 3.51	1,039.75
Wharewaka	▲ 3.35	920.85
Tūrangi	▲ 1.88	1,207.33
Taupō Central West	▲ 1.49	1,048.01
Bird Area	▲ 1.48	975.94

The community with the greatest change in deprivation score since the same time last year was Lake Taupo Bays, with a 3.5% 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 15.68% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

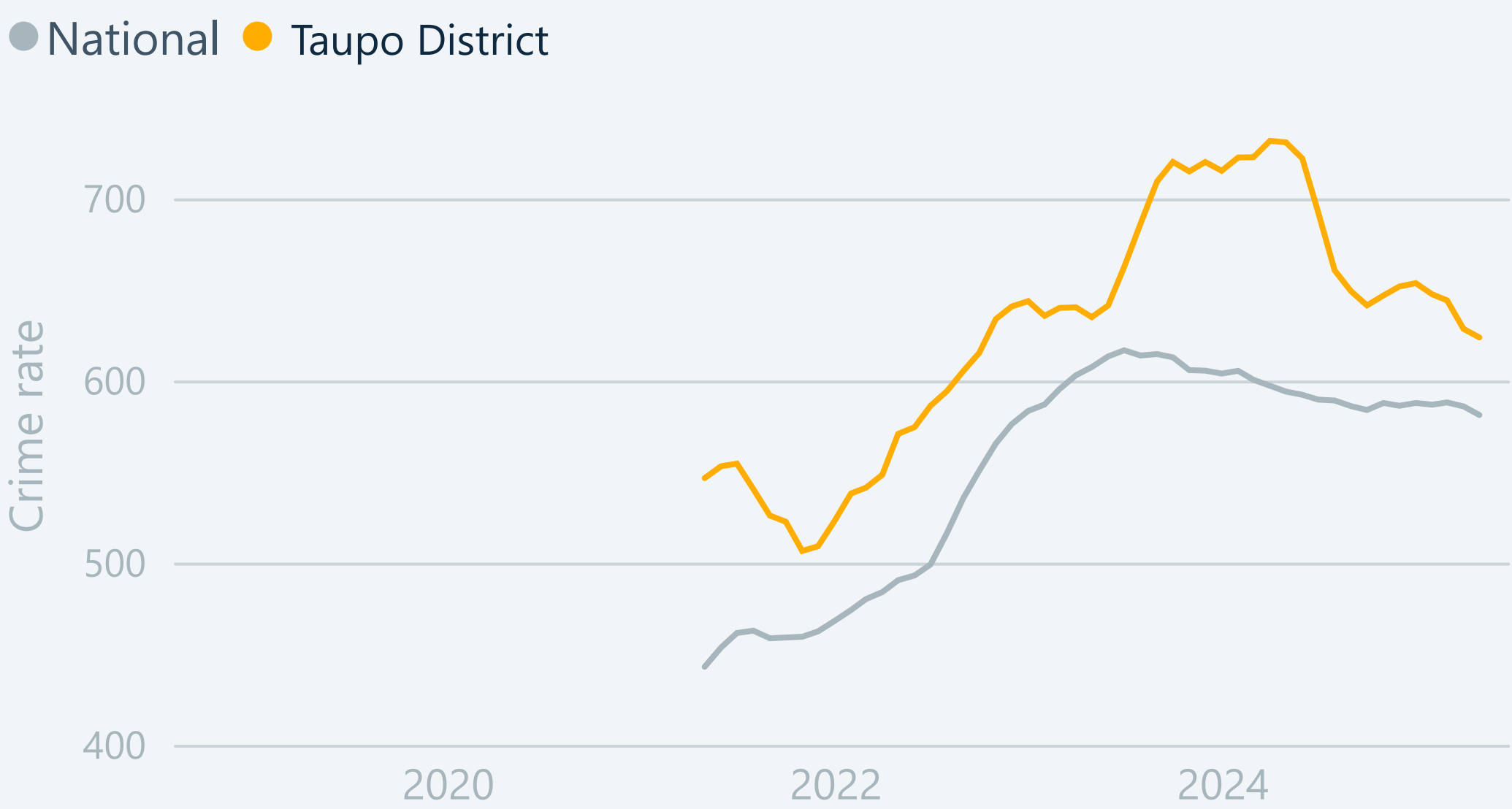
Key Pillar Changes

Crime rate May 2025 **623.7** ▽ 3.66% % change is from February 2025

Crime type with the greatest change in crime rate May 2025 **Abduction** ▽ 25.24% % change is from February 2025

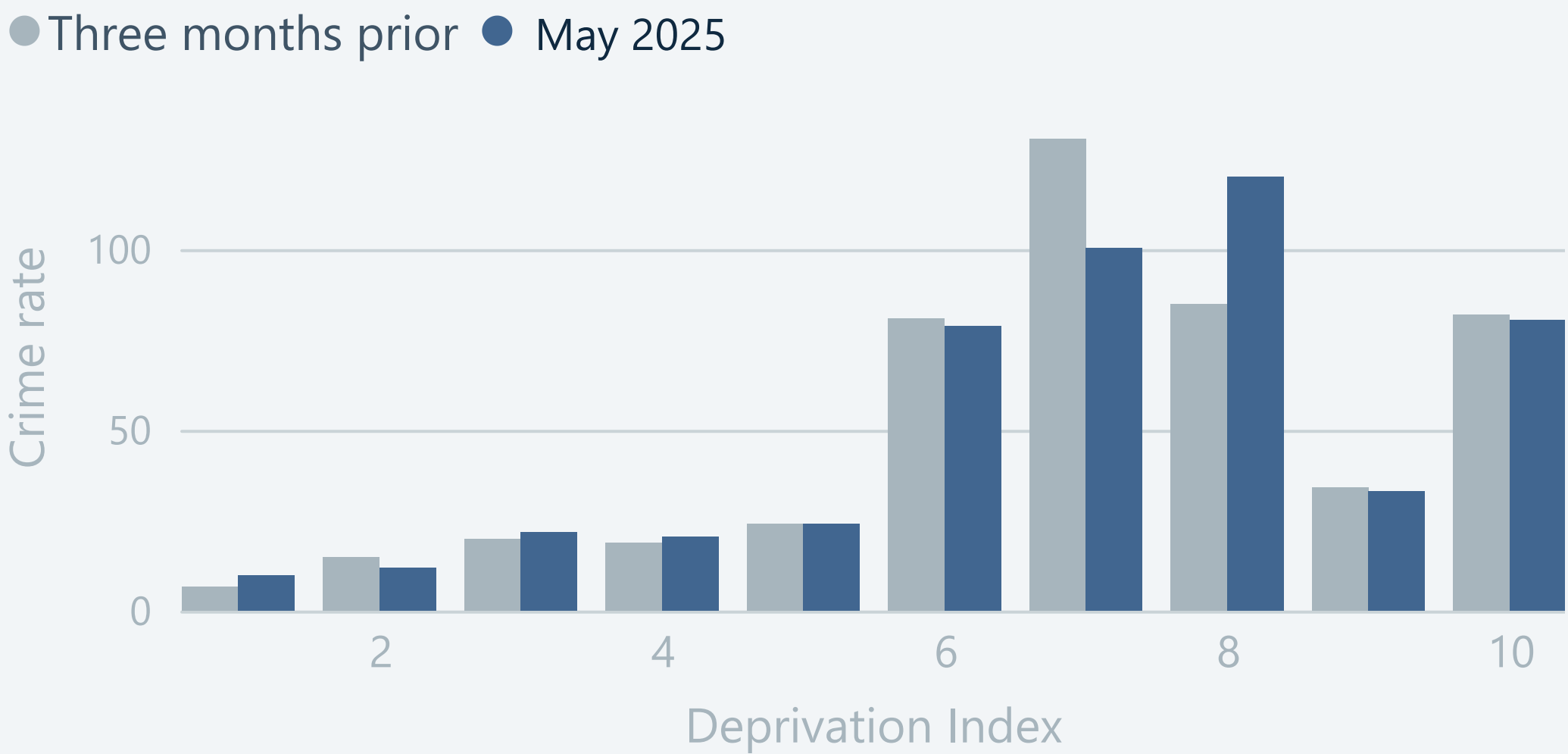
Community with greatest change in crime rate May 2025 **Bird Area** ▽ 28.77% % change is from February 2025

Comparison to National Crime Rate



Compared with the same time last year the crime rate in Taupo District has decreased by -14.7%, and is 623.7 as at May 2025. The crime rate is 7.3% above the national rate of 581.1.

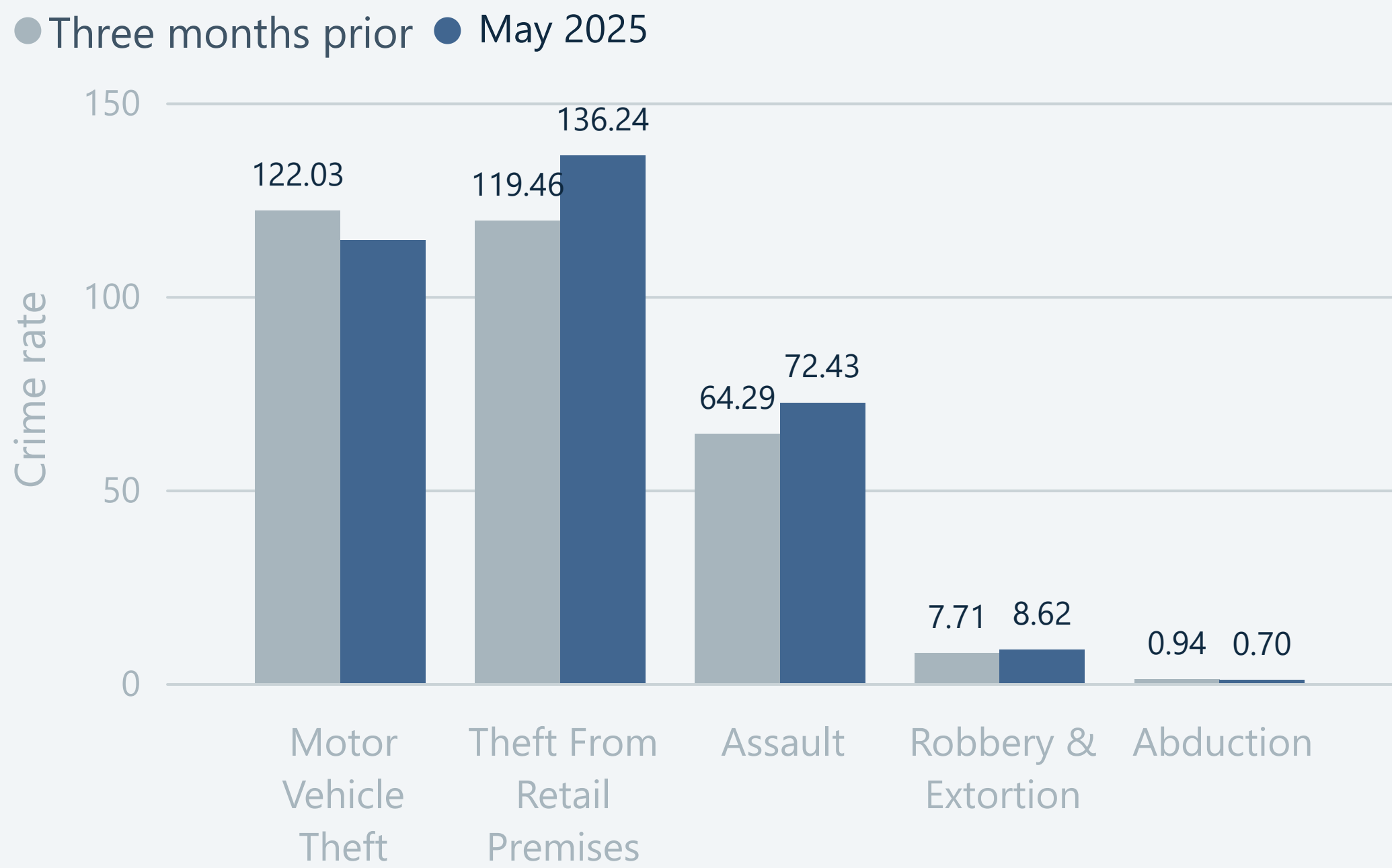
Crime Rate by Deprivation Index



In Taupo District, communities with a deprivation index of 8 have the highest crime rate. The crime rate in these communities is 12.3 times higher than those with a deprivation index of 1, the group with the lowest crime rate. Communities with a deprivation index of 1 have seen the greatest change in their crime rate over the last 3 months, with an increase of 47.4%.

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 Taupo District, the most prevalent type of crime in May 2025 was 'Theft From Retail Premises'. The type of crime that had the greatest change in the last 3 months was 'Theft From Retail Premises', with an increase of 14%.

Communities with Greatest Change

Community	% Change	Crime rate
Bird Area	▽ 28.77	264.7
Waipahihi	▽ 26.89	220.6
Wharewaka	▽ 25.48	255.8
Richmond Heights	▽ 13.86	309.9
Taupo Central East	▴ 13.75	351.0

Bird Area saw the greatest change in crime rate over the last 3 months in Taupo District, with a decrease of -28.8%.

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