

Quarterly Report

Taupō District

Summary

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

Crime Rate

572

▼ -3%

As of Dec 2025, the crime rate in Taupō District is 571.8, decreasing by 3% since Nov 2025.

Deprivation Score

1,020

— No Change

As of Sept 2025, the deprivation score in Taupō District is 1,020.4, which has not changed since Aug 2025.

Job Seeker Support

6.6%

▼ -0.14%

As of Sept 2025, the percentage of claimants receiving job seeker support in Taupō District is 6.6%, which has decreased by 0.14% since Aug 2025.

Median Rent Price

\$563

▼ -0.19%

As of Oct 2025, the median rent price in Taupō District is \$563, which has decreased by 0.19% since Sept 2025.

Median Sale Price

\$765K

▼ -0.65%

As of Dec 2025, the median sale price in Taupō District is \$765K, which has decreased by 0.65% since Nov 2025.

New Business Registrations

43

▲ 7.5%

As of Dec 2025, the number new business registrations in Taupō District is 43. This has increased by 7.5% since Nov 2025.

Total in-store spend

\$99.2M

▲ 26%

The total in-store spend in Taupō District for Dec 2025 is \$99.2M. This has increased by 26% since Nov 2025.

Total domestic tourist in-store spend

\$21.4M

▲ 57%

The total in-store spend in Taupō District by domestic tourists for Dec 2025 is \$21.4M. This has increased by 57% since Nov 2025.

Total international tourist in-store spend

\$8.67M

▲ 45%

The total in-store spend in Taupō District by international tourists for Dec 2025 is \$8.67M. This has increased by 45% since Nov 2025.



Economy

Key pillar changes

Total in-store spend

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Total domestic tourist in-store spend

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Total international tourist in-store spend

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▲ 45%

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New Business Registrations

43

▲ 7.5%

As of Dec 2025, the number new business registrations in Taupō District is 43. This has increased by 7.5% since Nov 2025.

Business Deregistrations

60

▲ 82%

As of Dec 2025, the number new business deregistrations in Taupō District is 60. This has increased by 82% since Nov 2025.

Businesses Currently Registered

7,392

▼ -0.23%

As of Dec 2025, the number of businesses currently registered in Taupō District is 7392. This has decreased by 0.23% since Nov 2025.

Total in-store spend over time



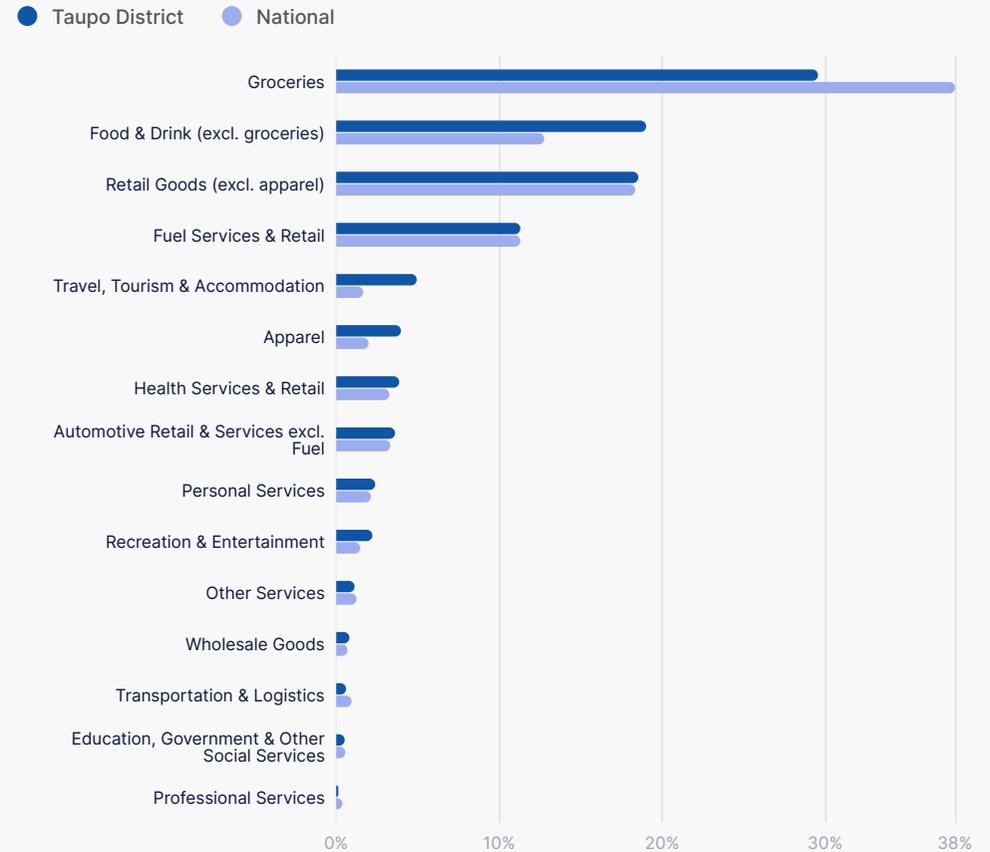
In Dec 2025, \$99.2M was spent in Taupo District from all spenders. This has increased by 26% since Nov 2025.

Categories with the greatest spend

Category	\$ Amount ↓	% Change
Groceries	\$29.3M	▲ 33%
Food & Drink (excl. groceries)	\$18.9M	▲ 32%
Retail Goods (excl. apparel)	\$18.4M	▲ 31%
Fuel Services & Retail	\$11.2M	▲ 22%
Travel, Tourism & Accommodation	\$4.9M	▲ 31%

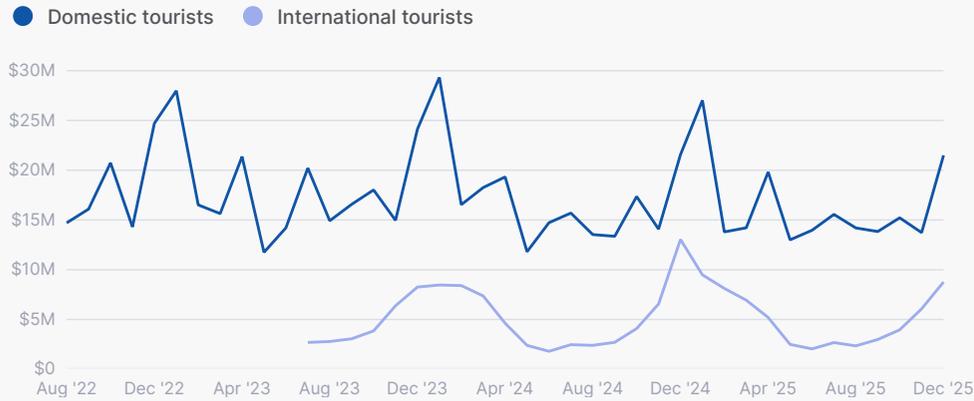
The largest spend category in Taupo District in Dec 2025 was Groceries, with a total of \$29.3M. This is 33% higher than Nov 2025.

All spend by industry (local, domestic, international)



In Taupo District, people across all spender types (local, domestic, and international) had spent the most on Groceries as of Dec 2025, making up 30% of all spend. Nationally, Groceries made up 38% of total spend across all spender types.

Tourism spend over time



In Dec 2025, \$30.1M was spent by tourists in Taupo District from domestic and international visitors. Domestic tourism contributed to \$21.4M of this spend and has increased by 57% since Nov 2025, while international tourism contributed \$8.67M and has increased by 45% over the same period.

Spend by origin

Origin	\$ Amount ↓	% Change
All origins	\$99.2M	▲ 26%
All local spenders	\$64.1M	▲ 16%
All domestic tourists	\$21.4M	▲ 57%
All international tourists	\$8.67M	▲ 45%

In Dec 2025, Local spenders contributed \$64.1M to the total in-store spending in Taupo 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	\$5.37M	▲ 75%
Wellington City	\$2.12M	▲ 158%
Tauranga City	\$1.09M	▲ 33%
Palmerston North City	\$940K	▲ 79%
Hastings District	\$862K	▲ 40%

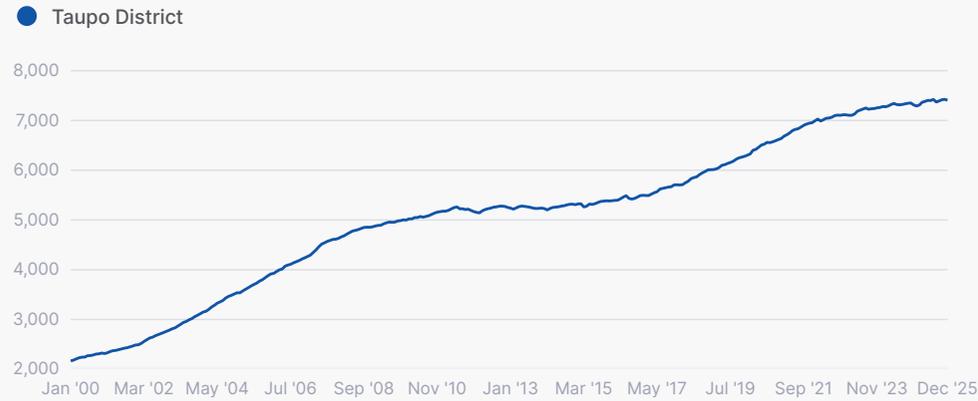
The largest spend from domestic tourists visiting Taupo District came from Auckland, with tourists spending \$5.37M. This is 75% higher than Nov 2025.

Visiting countries with the greatest spend

Visiting Country	\$ Amount ↓	% Change
Australia	\$2.95M	▲ 57%
Rest of Europe	\$1.54M	▲ 27%
USA	\$1.4M	▲ 36%
UK	\$1.08M	▲ 45%
Germany	\$730K	▲ 41%

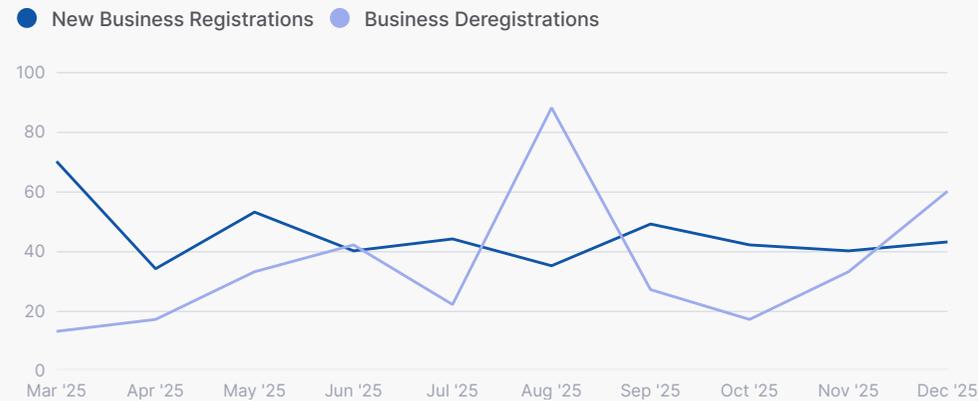
The largest spend from international tourists visiting Taupo District came from Australia, with tourists spending \$2.95M. This is 57% higher than Nov 2025.

Total number of businesses registered to date



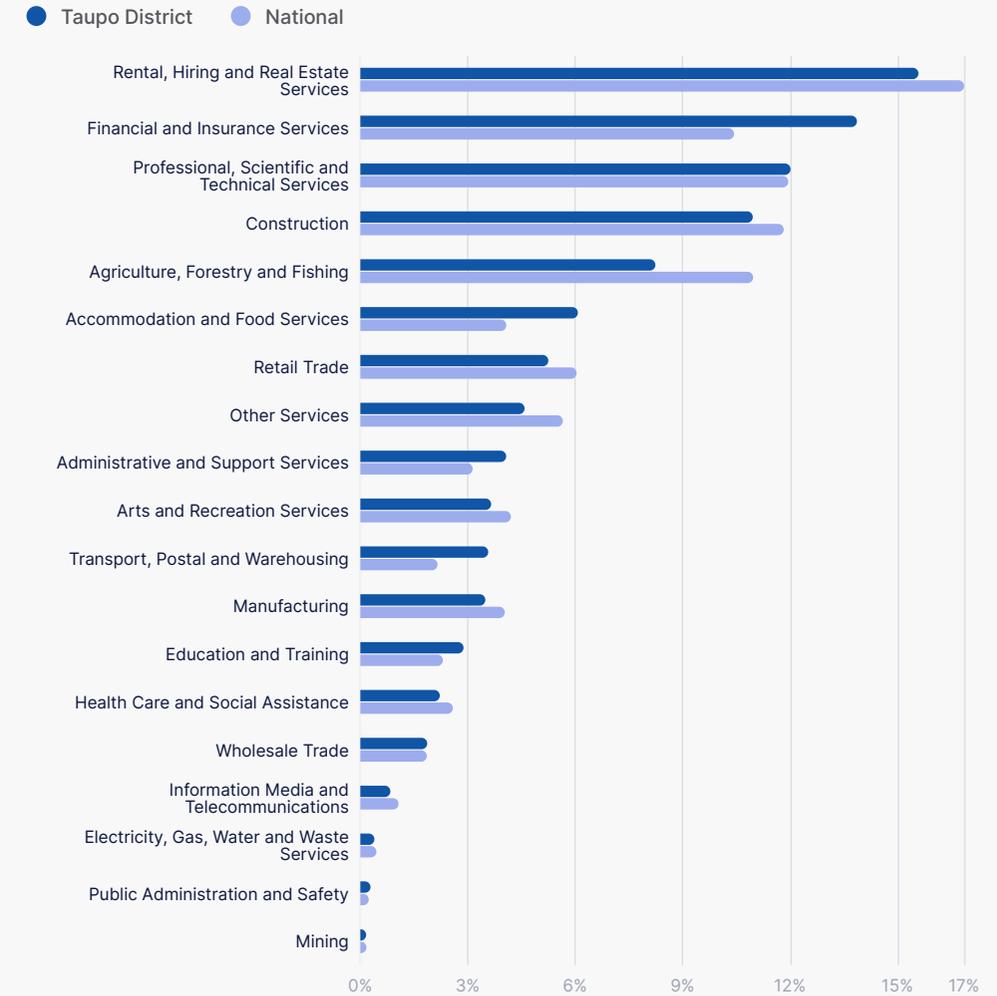
As of Dec 2025, there were 7,392 registered businesses in Taupo District, This is 45% higher than the national median. Over the last 12 months, the number of registered businesses in Taupo District has increased by 1.3%.

Business openings and closings in the last year



In Taupo District, there were 43 new business registrations, increasing by 7.5% since Nov 2025. There were also 60 business deregistrations, increasing by 82% over the same period.

Distribution of registered businesses by industry



Rental, Hiring and Real Estate Services is the largest industry operating in Taupo District, with 16% currently registered businesses as of Dec 2025. This is lower than the national proportion of 17% for the same industry.

Demographics

Key pillar changes

Estimated total population

42.7K

▲ 1%

As of Jun 2025, the total population in Taupō District is 42,680, which has increased by 1% since Jun 2024.

Age group with the highest population

60-64

▼ -2.2%

As of Jun 2025, the age group with the highest population in Taupō District is 60-64, making up 6.8% of the population. This has decreased by 2.2% since Jun 2024.

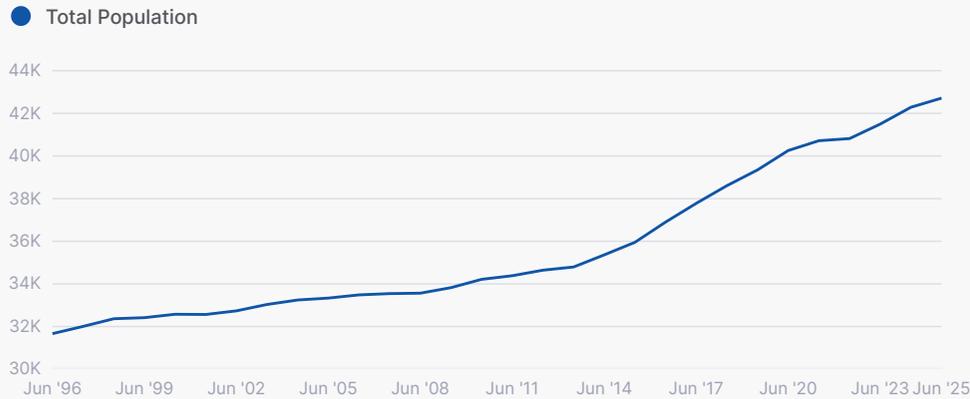
Ethnic group with the greatest change in population

MELAA

▲ 40%

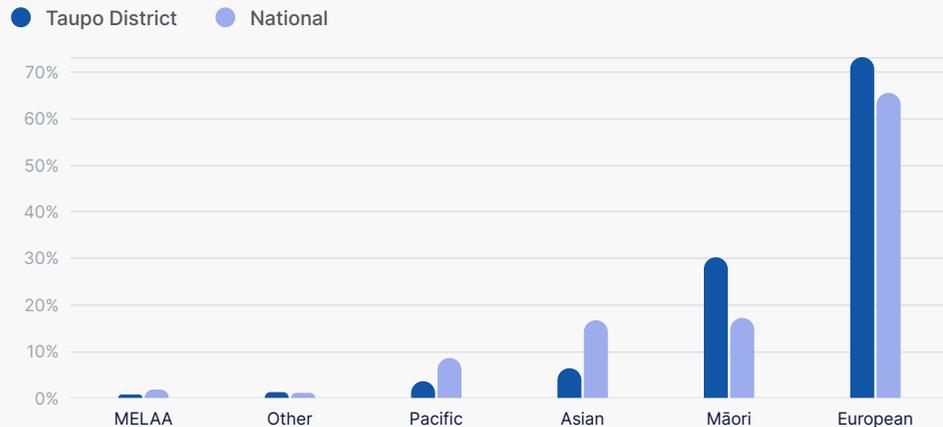
As of Mar 2023, the ethnic group with the greatest change in population in Taupō District is MELAA, making up 0.73% of the population. This has increased by 40% since Mar 2018.

Estimated population



The estimated population of Taupo District as of Jun 2025 is 42,680. This has increased by 430 people since Jun 2024.

Ethnic distribution



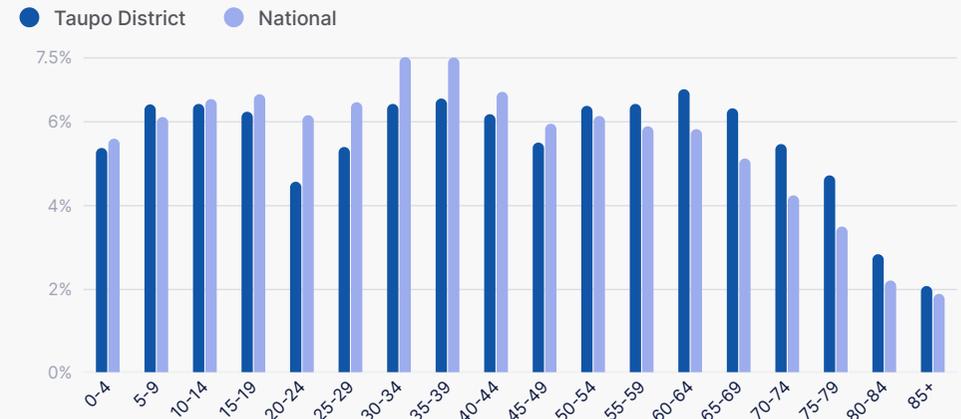
As of Mar 2023, the largest ethnic group in Taupo District is European, making up 73% of the population. This is 7.7% higher than the national distribution. The ethnic group that has had the greatest change since Mar 2018 is MELAA, which has increased by 40%.

Estimated population by community

Community	Amount	% Change ↓
Wharewaka	2,250	▲ 14%
Taupō Central West	410	▲ 2.5%
Mapara	2,500	▲ 2.5%
Ohakuri	2,120	▲ 2.4%
Wairakei-Broadlands	1,230	▲ 1.7%

As of Jun 2025, the community with the highest estimated population in Taupo District is Tūrangi, making up 3,960 of the population. This is 0.51% higher than Jun 2024.

Age distribution



As of Jun 2025, the largest age band in Taupo District is 60-64, making up 6.8% of the population. This is 0.96% higher than the national distribution. The age band that has had the greatest change since Jun 2024 is 85+, which has increased by 13%.

Employment

Key pillar changes

Median Household Income

\$96.8K

— No Change

As of Dec 2025, the median household income (adjusted for inflation) in Taupō District is \$96.8K, which is ranked 20 out of 66 available districts.

Job Seeker Support

6.6%

▼ -0.14%

As of Sept 2025, the percentage of claimants receiving job seeker support in Taupō District is 6.6%, which has decreased by 0.14% since Aug 2025.

Means Tested Benefit

3%

▼ -0.14%

As of Sept 2025, the percentage of claimants receiving supported living payment or other main benefits in Taupō District is 3%, which has decreased by 0.14% since Aug 2025.

Sole Parent Support

2.9%

▼ -0.14%

As of Sept 2025, the percentage of claimants receiving sole parent support in Taupō District is 2.9%, which has decreased by 0.14% since Aug 2025.

Employment Rate

96%

▲ 1.3%

As of Mar 2023, Taupō District has an employment rate of 96% and is ranked 25 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 Taupo District is \$96.8K. This is 11% lower than the national median of \$108K.

Job seeker support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	13%	▼ -0.17%
Pacific Peoples	7.8%	▼ -0.43%
European	3.7%	▼ -0.14%
Other	2.4%	▼ -0.14%

In Sept 2025, the Māori ethnic group had the highest proportion of job seeker support claimants in Taupo District, at 13%.

Sole parent support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	6.6%	▼ -0.17%
Pacific Peoples	2.6%	▼ -0.43%
European	1.3%	▼ -0.14%
Other	0.42%	▼ -0.12%

In Sept 2025, the Māori ethnic group had the highest proportion of sole parent support claimants in Taupo District, at 6.6%.

Means tested benefit claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	4.9%	▼ -0.17%
Pacific Peoples	2.1%	▼ -0.44%
European	2%	▼ -0.14%
Other	0.75%	▼ -0.13%

In Sept 2025, the Māori ethnic group had the highest proportion of means tested benefit claimants in Taupo District, at 4.9%.

Housing

Key pillar changes

Median Sale Price

\$765K

▼ -0.65%

As of Dec 2025, the median sale price in Taupō District is \$765K, which has decreased by 0.65% since Nov 2025.

Median Rent Price

\$563

▼ -0.19%

As of Oct 2025, the median rent price in Taupō District is \$563, which has decreased by 0.19% since Sept 2025.

Years to Save for Deposit

11.3 yrs

▼ -0.65%

As of Dec 2025, the number of years to save for a deposit in Taupō District is 11.3, which has decreased by 0.65% since Nov 2025.

Purchasing affordability (% of income spent on mortgage)

36%

▼ -0.65%

As of Dec 2025, the purchasing affordability in Taupō District is 36%, which has decreased by 0.65% since Nov 2025.

Rental affordability (% of income spent on rent)

30%

— No Change

As of Dec 2025, the rental affordability in Taupō District is 30%, which has not changed since Nov 2025.

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

46%

▲ 6.5%

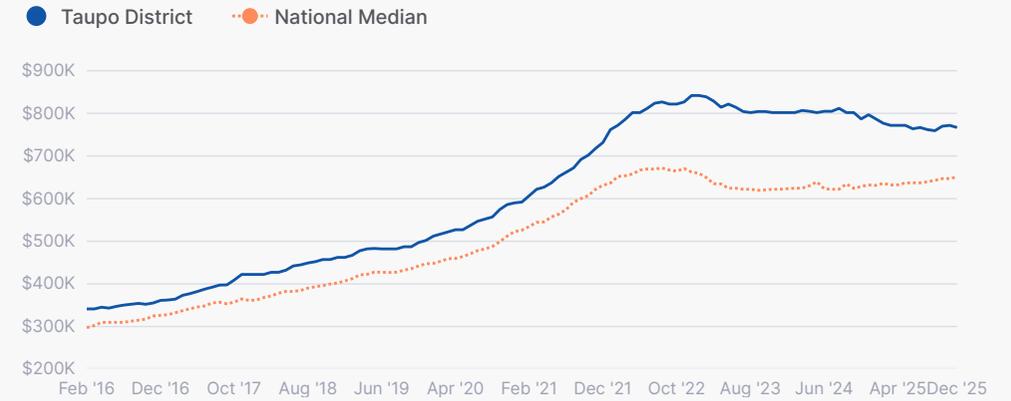
As of Mar 2023, the home ownership rate in Taupō District is 46%, which has increased by 6.5% since Mar 2018.

Median rent prices over time



As of Oct 2025, the median rent price in Taupo District was \$563. This is 0.11% higher than the same time last year when it was \$563. Compared to the national median, the median rent price in Taupo District is 0.81% lower than the national median of \$568.

Median sale prices over time



As of Dec 2025, the median sale price in Taupo District was \$765K. This is 3.8% lower than the same time last year when it was \$795K. Compared to the national median, the median sale price in Taupo District is 18% higher than the national median of \$649K.

Rental affordability by community

Community	% Amount ↓	% Change
Brentwood (Taupo District)	40%	— No Change
Wharewaka	38%	— No Change
Tūrangi	35%	— No Change
Taupō Central East	34%	— No Change
Bird Area	31%	— No Change

Brentwood (Taupo District) was the least affordable place to rent, with rents taking up 40% of income as of Dec 2025. Taharua was the most affordable, with rents taking up 11% of income.

Education

Key pillar changes

School with the greatest change in NCEA level 3 pass rates

Te Kura o Hirangi

▼ -48%

Te Kura o Hirangi students in Taupō District had the greatest change in NCEA Level 3 pass rate, decreasing by 48% since Jan 2023.

Ethnicity with the greatest change in NCEA level 3 pass rates

Male

▲ 25%

Male students in Taupō District had the greatest change in NCEA Level 3 pass rate, increasing by 25% since Jan 2023.

Secondary school students leaving with no NCEA qualification

19%

▲ 6.5%

19% of all students in Taupō District left school with no NCEA qualification, increasing by 6.5% since Jan 2023.

Secondary school retention rate

70%

▲ 4.5%

As of Jan 2024, the secondary school retention rate in Taupō District is 70.1, which has increased by 4.5% since Jan 2023.

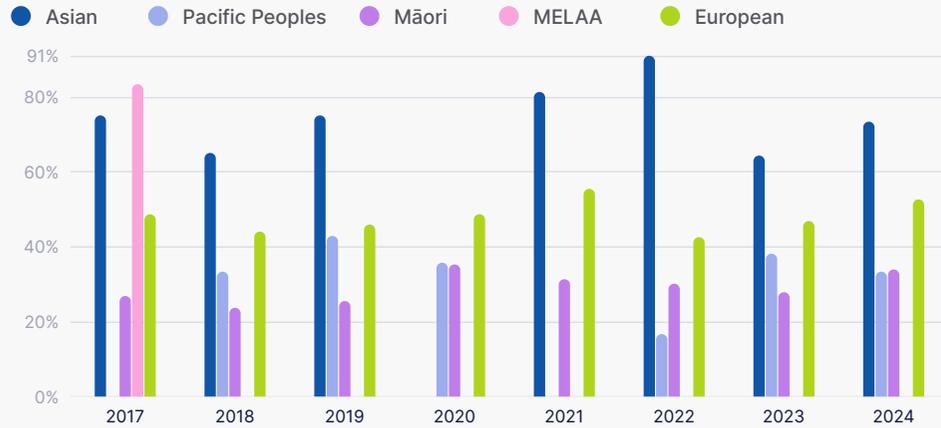
Ethnicity with the greatest change in secondary school retention

Pacific Peoples

▼ -31%

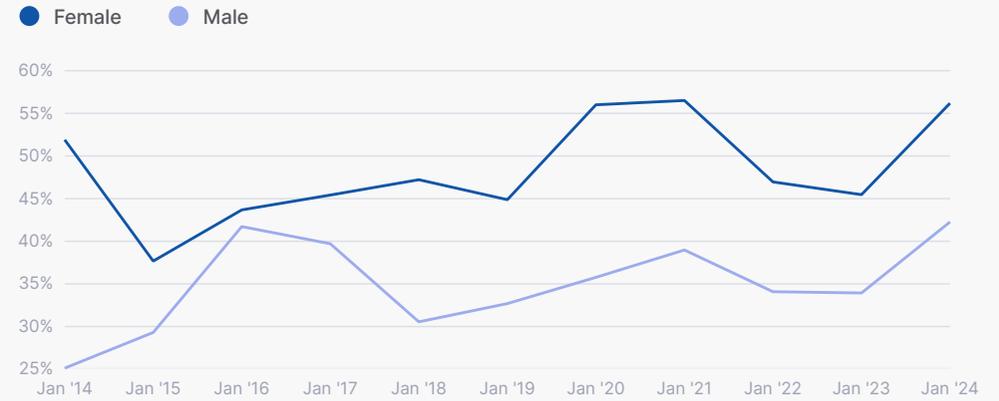
The ethnicity with the greatest change in secondary school retention is Pacific Peoples, which has decreased by 31% since Jan 2023.

School leavers with NCEA level 3 by ethnicity



In Jan 2024, Asian students in Taupo 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 22% to 34%.

School leavers with NCEA level 3 by gender



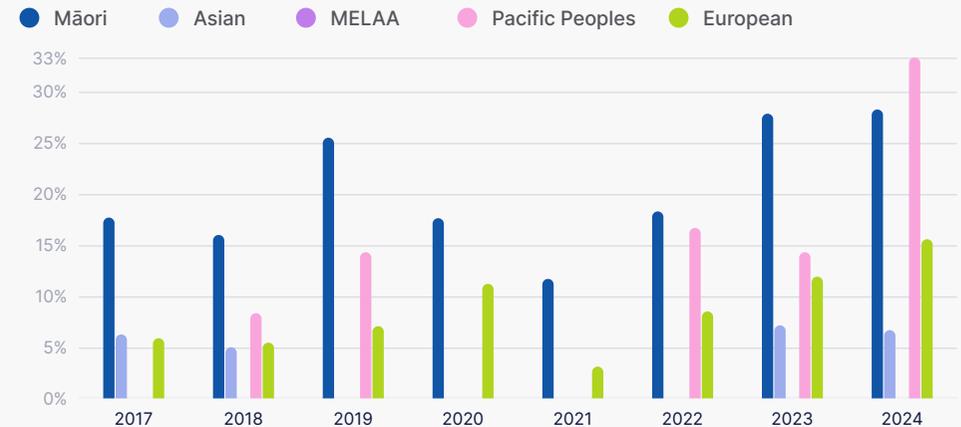
As of Jan 2024, the percentage of female students leaving with NCEA Level 3 in Taupo District was 56%. This is higher than the 42% pass rate for male students. Compared to Jan 2023, the pass rates have increased for female students and increased for male students.

Schools with greatest change in NCEA level 3 pass rate

Pass Rate	% Amount	% Change ↓
Te Kura o Hirangi	9.1%	▼ -48%
Taupo-nui-a-Tia College	58%	▲ 32%
Tauhara College	43%	▲ 15%
Tongariro School	8.3%	▼ -8.3%
TKKM o Whakarewa I Te Reo Ki Tuwharetoa	77%	▲ 1.1%

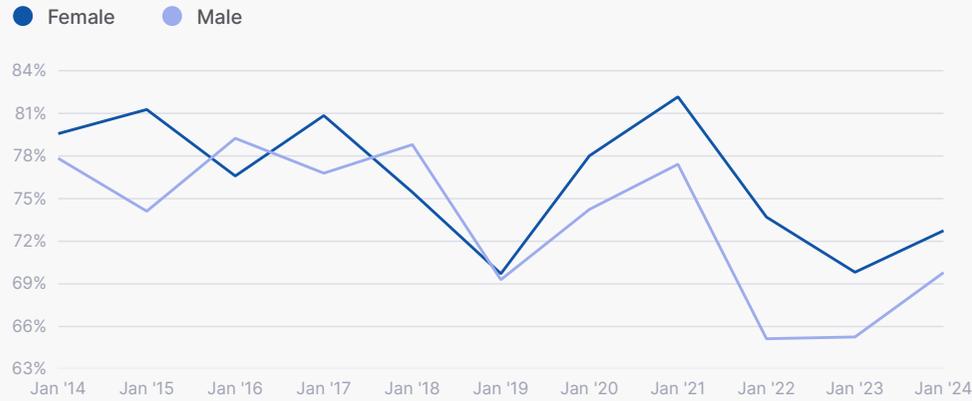
The NCEA Level 3 pass rate of Te Kura o Hirangi has decreased by 48%, representing the greatest change in Jan 2024 compared to Jan 2023.

School leavers with no NCEA qualification by ethnicity



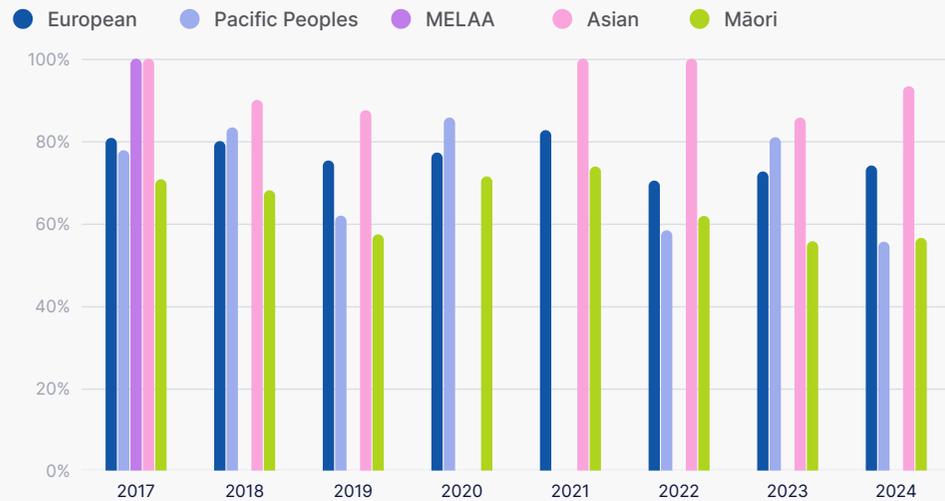
In Jan 2024, Pacific Peoples students in Taupo District had the greatest proportion of students leaving with no NCEA qualification. Pacific Peoples have seen the greatest change in no NCEA qualification rates since Jan 2024, increasing by 133% to 33%.

School retention by gender over time



As of Jan 2024, the percentage of female students retention in Taupo District was 73%. This is higher than the 70% retention rate for male students. Compared to Jan 2023, the retention rates have increased for female students and increased for male students.

Secondary school retention by ethnicity



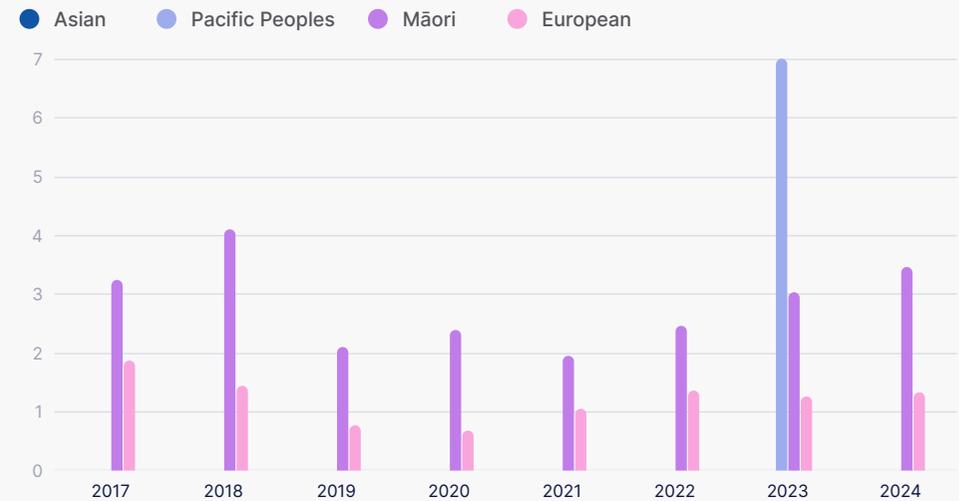
In Jan 2024, Asian students in Taupo District had the greatest retention rate of 93%. Pacific Peoples have seen the greatest change in retention, decreasing by 31% since Jan 2024.

Schools with greatest change in retention

Retention Rate	% Amount	% Change ↓
Te Kura o Hirangi	27%	▼ -42%
TKKM o Whakarewa Te Reo Ki Tuwharetoa	95%	▲ 35%
Tongariro School	47%	▼ -33%
Tauhara College	73%	▲ 7.3%
Taupo-nui-a-Tia College	72%	▲ 0.1%

The secondary school retention rate of Te Kura o Hirangi has decreased by 42%, 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, Māori students in Taupo District had the greatest exclusion rate of 3.5 for every 1000 students. Pacific Peoples have seen the greatest change in exclusion rate, decreasing by 100% since Jan 2024.

Deprivation

Key pillar changes

Deprivation Score

1,020

— No Change

As of Sept 2025, the deprivation score in Taupō District is 1,020.4, which has not changed since Aug 2025.

Community with greatest decrease in deprivation score

Wharewaka

▼ -0.05%

The community with the greatest decrease in deprivation score is Wharewaka, which has decreased by 0.05% since Aug 2025.

Community with greatest increase in deprivation score

Lake Taupo Bays

▲ 0.03%

The community with the greatest increase in deprivation score is Lake Taupo Bays, which has increased by 0.03% since Aug 2025.

Comparison to National Deprivation Score



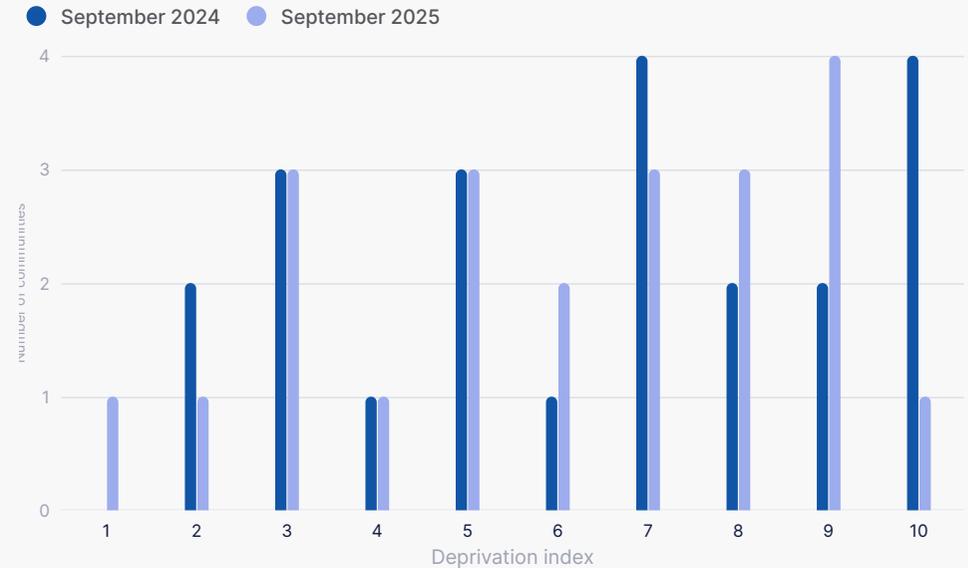
As of Sept 2025, the deprivation score of Taupo District is 1,020.4. This is 0.01% higher than the score of 1,020.3 at the same time last year Sept 2024. The deprivation score is 4% higher than the national median score of 981.6.

Communities with the greatest change in deprivation score

Depr. Score	Amount	% Change ↓
Wharewaka	921	▼ -0.05%
Lake Taupo Bays	1,075	▲ 0.03%
Wairakei-Broadlands	1,018	▲ 0.03%
Waitahanui	1,125	▼ -0.03%
Acacia Bay	912	▲ 0.02%

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

Distribution of Deprivation Index



As of Sept 2025, 36% of Taupo District's population live in highly deprived communities (deprivation index 8-10), whereas 23% live in high socio-economic performing communities (deprivation index 1-3).

Crime

Key pillar changes

Crime Rate

572

▼ -3%

As of Dec 2025, the crime rate in Taupō District is 571.8, decreasing by 3% since Nov 2025.

Community with the highest crime rate

Taupō Central West

▼ -1.6%

The community with the highest crime rate is Taupō Central West, decreasing by 1.6% since Nov 2025.

Community with the lowest crime rate

Te More

— No Change

The community with the lowest crime rate is Te More, staying the same since Nov 2025.

Crime type with the greatest change in crime rate

Sexual offences

▲ 14%

The type of crime with the greatest change is Sexual offences, increasing by 14% since Nov 2025.

Community with the greatest change in crime rate

Marotiri

▼ -17%

The community with the greatest change is Marotiri, decreasing by 17% since Nov 2025.

Comparison to National Crime Rate



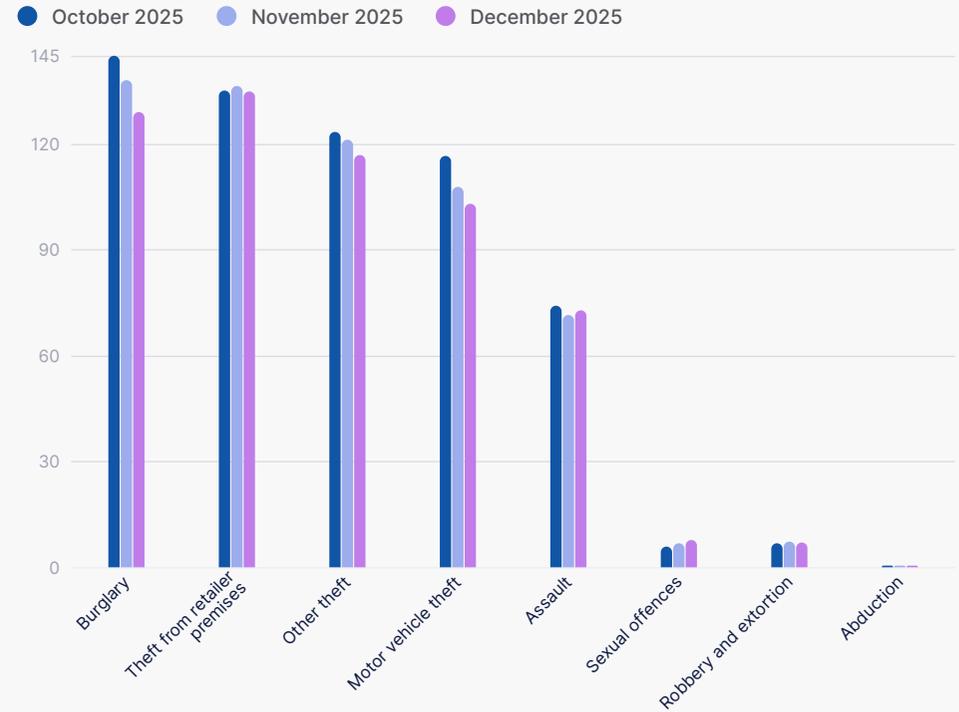
As of Dec 2025, the crime rate in Taupo District is 571.8. This is 14% lower than the crime rate at the same time last year. The crime rate is 2.4% higher than the national rate of 558.4.

Communities with greatest change

Crime Rate	Amount	% Change ↓
Marotiri	205	▼ -17%
Kaimanawa	194	▼ -14%
Bird Area	243	▼ -14%
Lake Taupo Bays	713	▲ 12%
Wairakei-Broadlands	480	▼ -10%

The crime rate of Marotiri has decreased by 17%, representing the greatest change in Dec 2025 compared to Nov 2025.

Crime types with the greatest change



Within Taupo District, the most prevalent crime type in Dec 2025 was Theft from retailer premises, with a crime rate of 134.9. The type of crime that has seen the greatest change since Dec 2025 is Sexual offences, which has increased by 14%.

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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