

Quarterly Report

Waikato District

Summary

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

Crime Rate

370

▼ -1.3%

As of Dec 2025, the crime rate in Waikato District is 369.8, decreasing by 1.3% since Nov 2025.

Deprivation Score

998

▼ -0.01%

As of Sept 2025, the deprivation score in Waikato District is 997.6, which has decreased by 0.01% since Aug 2025.

Job Seeker Support

7.1%

▼ -0.2%

As of Sept 2025, the percentage of claimants receiving job seeker support in Waikato District is 7.1%, which has decreased by 0.2% since Aug 2025.

Median Rent Price

\$575

▲ 0.11%

As of Oct 2025, the median rent price in Waikato District is \$575, which has increased by 0.11% since Sept 2025.

Median Sale Price

\$765K

— No Change

As of Dec 2025, the median sale price in Waikato District is \$765K, which has not changed since Nov 2025.

New Business Registrations

63

▲ 17%

As of Dec 2025, the number new business registrations in Waikato District is 63. This has increased by 17% since Nov 2025.

Total in-store spend

\$42M

▲ 13%

The total in-store spend in Waikato District for Dec 2025 is \$42M. This has increased by 13% since Nov 2025.

Total domestic tourist in-store spend

\$7.65M

▲ 20%

The total in-store spend in Waikato District by domestic tourists for Dec 2025 is \$7.65M. This has increased by 20% since Nov 2025.

Total international tourist in-store spend

\$3.29M

▲ 54%

The total in-store spend in Waikato District by international tourists for Dec 2025 is \$3.29M. This has increased by 54% since Nov 2025.



Economy

Key pillar changes

Total in-store spend

\$42M

▲ 13%

The total in-store spend in Waikato District for Dec 2025 is \$42M. This has increased by 13% since Nov 2025.

Total domestic tourist in-store spend

\$7.65M

▲ 20%

The total in-store spend in Waikato District by domestic tourists for Dec 2025 is \$7.65M. This has increased by 20% since Nov 2025.

Total international tourist in-store spend

\$3.29M

▲ 54%

The total in-store spend in Waikato District by international tourists for Dec 2025 is \$3.29M. This has increased by 54% since Nov 2025.

New Business Registrations

63

▲ 17%

As of Dec 2025, the number new business registrations in Waikato District is 63. This has increased by 17% since Nov 2025.

Business Deregistrations

90

▲ 84%

As of Dec 2025, the number new business deregistrations in Waikato District is 90. This has increased by 84% since Nov 2025.

Businesses Currently Registered

10.8K

▼ -0.25%

As of Dec 2025, the number of businesses currently registered in Waikato District is 10847. This has decreased by 0.25% since Nov 2025.

Total in-store spend over time



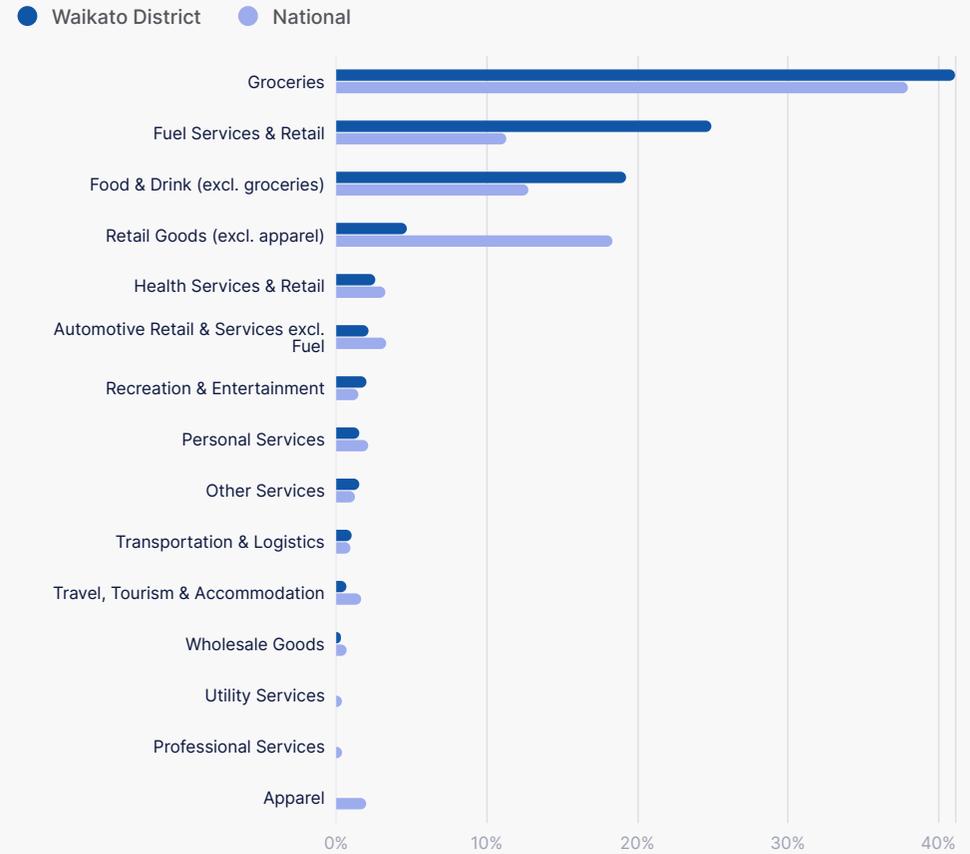
In Dec 2025, \$42M was spent in Waikato District from all spenders. This has increased by 13% since Nov 2025.

Categories with the greatest spend

Category	\$ Amount ↓	% Change
Groceries	\$17.3M	▲ 18%
Fuel Services & Retail	\$10.5M	▲ 8%
Food & Drink (excl. groceries)	\$8.09M	▲ 14%
Retail Goods (excl. apparel)	\$1.97M	▲ 12%
Health Services & Retail	\$1.09M	▲ 12%

The largest spend category in Waikato District in Dec 2025 was Groceries, with a total of \$17.3M. This is 18% higher than Nov 2025.

All spend by industry (local, domestic, international)



In Waikato District, people across all spender types (local, domestic, and international) had spent the most on Groceries as of Dec 2025, making up 41% of all spend. Nationally, Groceries made up 38% of total spend across all spender types.

Tourism spend over time



In Dec 2025, \$10.9M was spent by tourists in Waikato District from domestic and international visitors. Domestic tourism contributed to \$7.65M of this spend and has increased by 20% since Nov 2025, while international tourism contributed \$3.29M and has increased by 54% over the same period.

Spend by origin

Origin	\$ Amount ↓	% Change
All origins	\$42M	▲ 13%
All local spenders	\$29.2M	▲ 7.6%
All domestic tourists	\$7.65M	▲ 20%
All international tourists	\$3.29M	▲ 54%

In Dec 2025, Local spenders contributed \$29.2M to the total in-store spending in Waikato District. This has increased by 7.6% since Nov 2025.

Visiting regions with the greatest spend

Visiting Region	\$ Amount ↓	% Change
Auckland	\$3.33M	▲ 27%
Hamilton City	\$760K	▲ 19%
Waipa District	\$529K	▲ 3.5%
Tauranga City	\$472K	▲ 5.4%
Wellington City	\$206K	▲ 121%

The largest spend from domestic tourists visiting Waikato District came from Auckland, with tourists spending \$3.33M. This is 27% higher than Nov 2025.

Visiting countries with the greatest spend

Visiting Country	\$ Amount ↓	% Change
Australia	\$1.2M	▲ 58%
USA	\$686K	▲ 50%
Rest of Europe	\$506K	▲ 34%
UK	\$459K	▲ 74%
Germany	\$224K	▲ 41%

The largest spend from international tourists visiting Waikato District came from Australia, with tourists spending \$1.2M. This is 58% higher than Nov 2025.

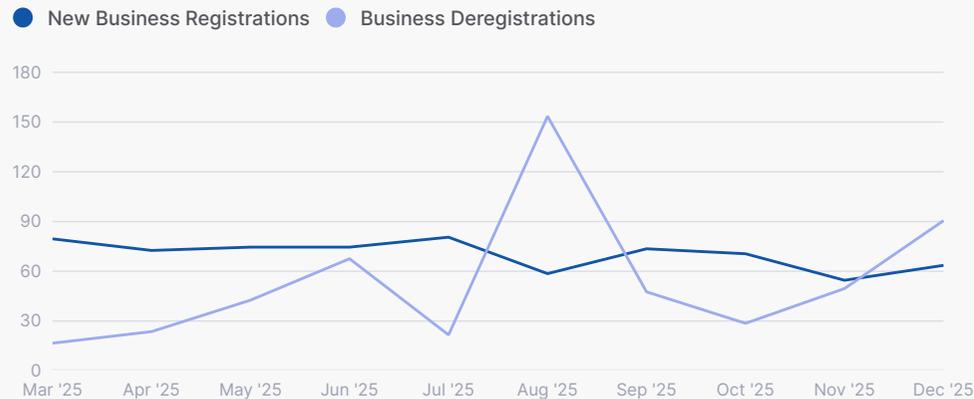
i Note that some portion of total spend comes from cardholders without known addresses and therefore is not assigned to any of the three main spending groups.

Total number of businesses registered to date



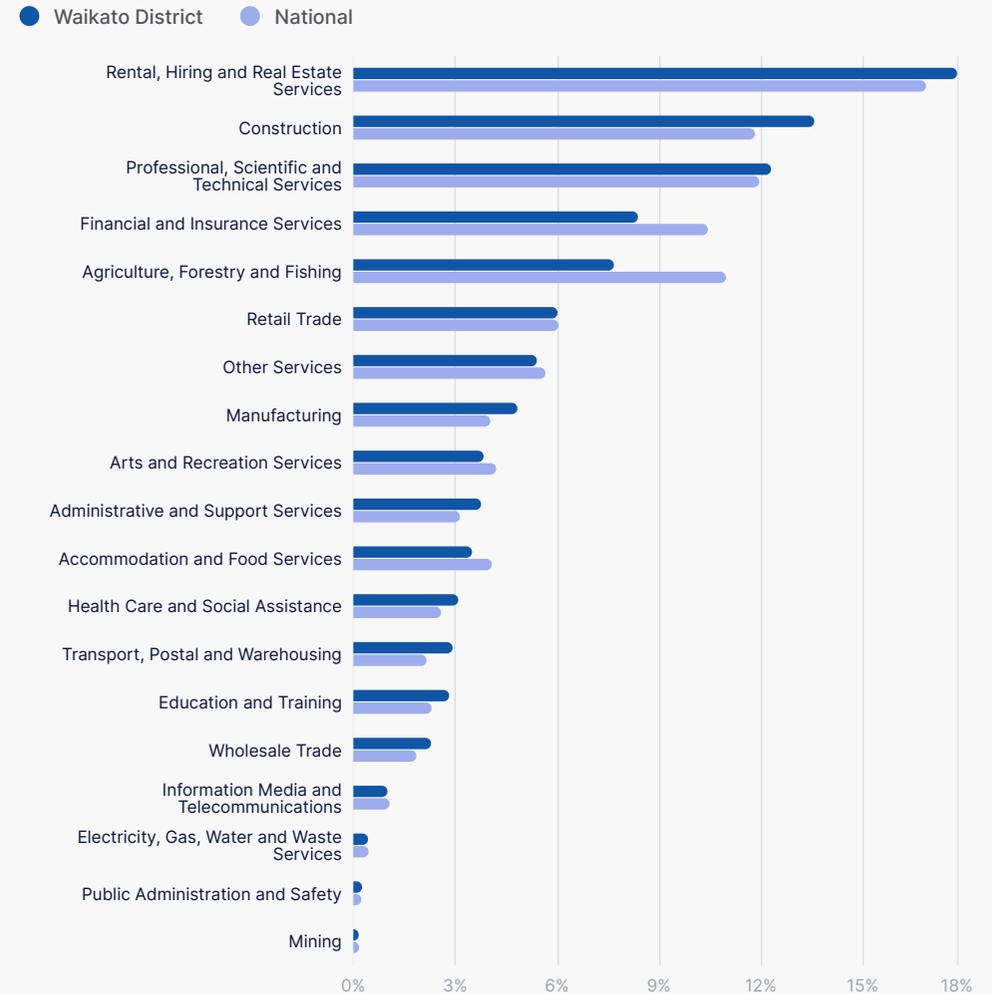
As of Dec 2025, there were 10.8K registered businesses in Waikato District, This is 113% higher than the national median. Over the last 12 months, the number of registered businesses in Waikato District has increased by 1.8%.

Business openings and closings in the last year



In Waikato District, there were 63 new business registrations, increasing by 17% since Nov 2025. There were also 90 business deregistrations, increasing by 84% over the same period.

Distribution of registered businesses by industry



Rental, Hiring and Real Estate Services is the largest industry operating in Waikato District, with 18% currently registered businesses as of Dec 2025. This is higher than the national proportion of 17% for the same industry.

Demographics

Key pillar changes

Estimated total population

91.1K

▲ 0.95%

As of Jun 2025, the total population in Waikato District is 91,130, which has increased by 0.95% since Jun 2024.

Age group with the highest population

10-14

▼ -1.5%

As of Jun 2025, the age group with the highest population in Waikato District is 10-14, making up 7.5% of the population. This has decreased by 1.5% since Jun 2024.

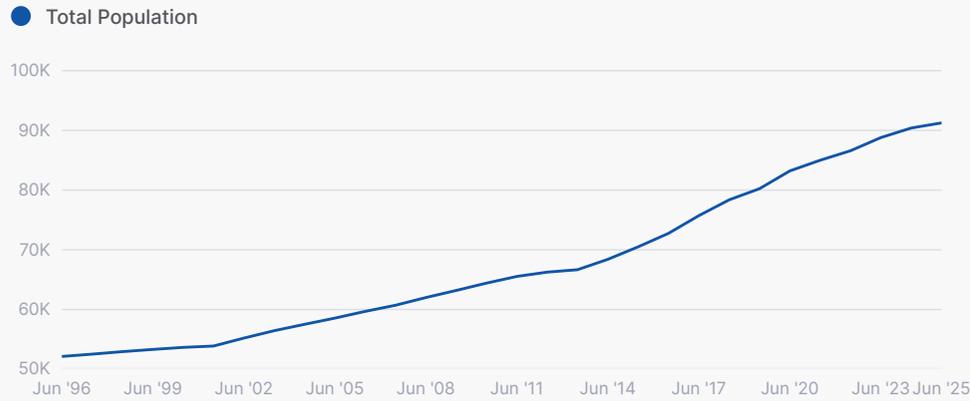
Ethnic group with the greatest change in population

MELAA

▲ 91%

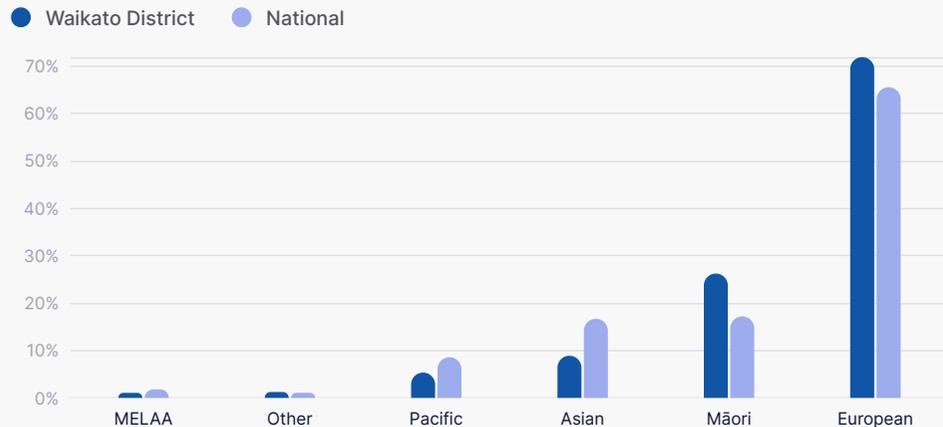
As of Mar 2023, the ethnic group with the greatest change in population in Waikato District is MELAA, making up 1.1% of the population. This has increased by 91% since Mar 2018.

Estimated population



The estimated population of Waikato District as of Jun 2025 is 91,130. This has increased by 860 people since Jun 2024.

Ethnic distribution



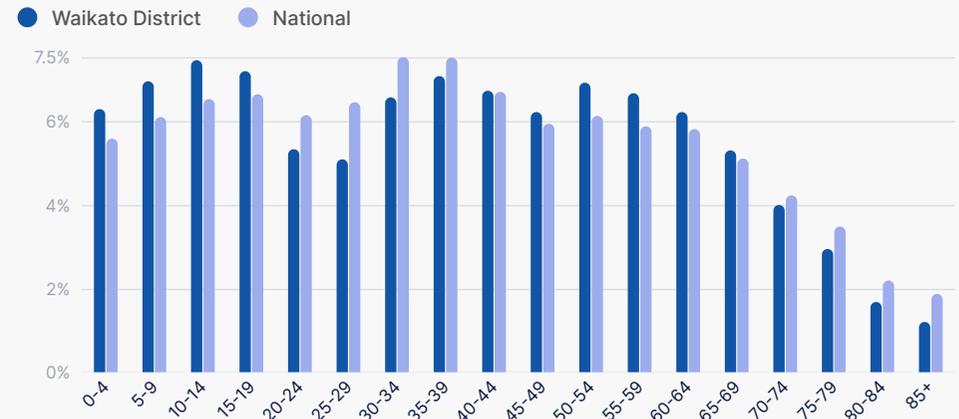
As of Mar 2023, the largest ethnic group in Waikato District is European, making up 72% of the population. This is 6.3% higher than the national distribution. The ethnic group that has had the greatest change since Mar 2018 is MELAA, which has increased by 91%.

Estimated population by community

Community	Amount	% Change ↓
Rangiriri	3,146	▲ 6.1%
Horotiu	739	▲ 3.9%
Pōkeno	6,795	▲ 3.4%
Ngāruawāhia North	2,324	▲ 2.1%
Waerenga	970	▲ 2.1%

As of Jun 2025, the community with the highest estimated population in Waikato District is Pōkeno, making up 6,795.5 of the population. This is 3.4% higher than Jun 2024.

Age distribution



As of Jun 2025, the largest age band in Waikato District is 10-14, making up 7.5% of the population. This is 0.93% higher than the national distribution. The age band that has had the greatest change since Jun 2024 is 85+, which has increased by 10%.

Employment

Key pillar changes

Median Household Income

\$126K

— No Change

As of Dec 2025, the median household income (adjusted for inflation) in Waikato District is \$126K, which is ranked 6 out of 66 available districts.

Job Seeker Support

7.1%

▼ -0.2%

As of Sept 2025, the percentage of claimants receiving job seeker support in Waikato District is 7.1%, which has decreased by 0.2% since Aug 2025.

Means Tested Benefit

2.9%

▼ -0.2%

As of Sept 2025, the percentage of claimants receiving supported living payment or other main benefits in Waikato District is 2.9%, which has decreased by 0.2% since Aug 2025.

Sole Parent Support

3%

▼ -0.2%

As of Sept 2025, the percentage of claimants receiving sole parent support in Waikato District is 3%, which has decreased by 0.2% since Aug 2025.

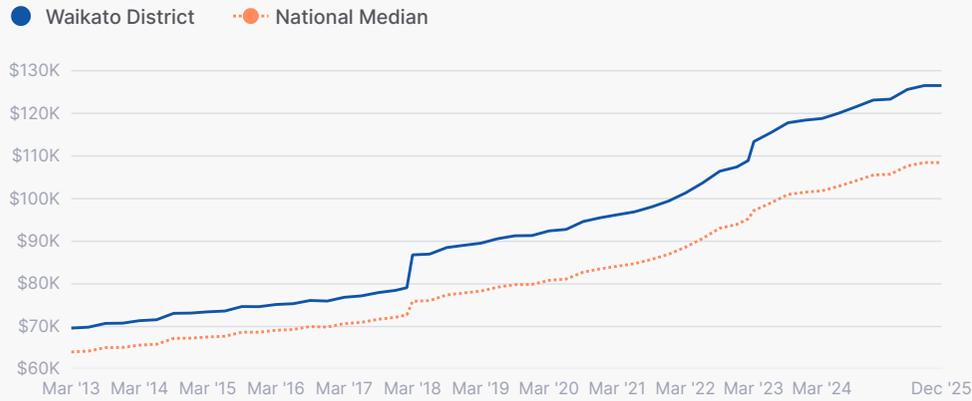
Employment Rate

96%

▲ 1.9%

As of Mar 2023, Waikato District has an employment rate of 96% and is ranked 32 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 Waikato District is \$126K. This is 17% higher than the national median of \$108K.

Job seeker support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	14%	▼ -0.18%
Pacific Peoples	7.7%	▼ -0.22%
European	4.2%	▼ -0.2%
Other	3.2%	▼ -0.32%

In Sept 2025, the Māori ethnic group had the highest proportion of job seeker support claimants in Waikato District, at 14%.

Sole parent support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	7%	▼ -0.18%
Pacific Peoples	3.6%	▼ -0.22%
European	1.6%	▼ -0.19%
Other	0.71%	▼ -0.32%

In Sept 2025, the Māori ethnic group had the highest proportion of sole parent support claimants in Waikato District, at 7%.

Means tested benefit claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	4.9%	▼ -0.18%
Pacific Peoples	2.4%	▼ -0.22%
European	2%	▼ -0.2%
Other	0.82%	▼ -0.33%

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

Housing

Key pillar changes

Median Sale Price

\$765K

— No Change

As of Dec 2025, the median sale price in Waikato District is \$765K, which has not changed since Nov 2025.

Median Rent Price

\$575

▲ 0.11%

As of Oct 2025, the median rent price in Waikato District is \$575, which has increased by 0.11% since Sept 2025.

Years to Save for Deposit

7.9 yrs

— No Change

As of Dec 2025, the number of years to save for a deposit in Waikato District is 7.9, which has not changed since Nov 2025.

Purchasing affordability (% of income spent on mortgage)

28%

— No Change

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

Rental affordability (% of income spent on rent)

24%

— No Change

As of Dec 2025, the rental affordability in Waikato District is 24%, which has not changed since Nov 2025.

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

47%

▲ 3.8%

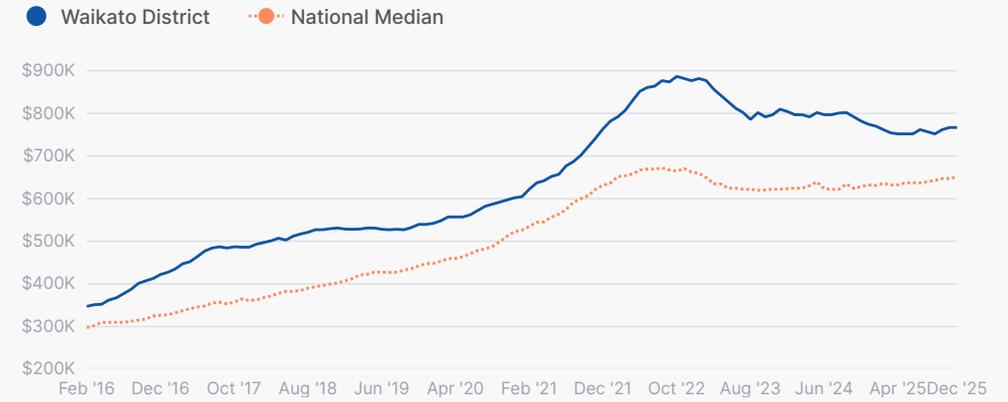
As of Mar 2023, the home ownership rate in Waikato District is 47%, which has increased by 3.8% since Mar 2018.

Median rent prices over time



As of Oct 2025, the median rent price in Waikato District was \$575. This is 3.5% higher than the same time last year when it was \$556. Compared to the national median, the median rent price in Waikato District is 1.3% higher than the national median of \$568.

Median sale prices over time



As of Dec 2025, the median sale price in Waikato District was \$765K. This is 0.97% lower than the same time last year when it was \$773K. Compared to the national median, the median sale price in Waikato District is 18% higher than the national median of \$649K.

Rental affordability by community

Community	% Amount ↓	% Change
Huntly West	33%	— No Change
Port Waikato-Waikaretu	33%	— No Change
Onewhero	31%	— No Change
Te Kauwhata	31%	— No Change
Raglan	30%	— No Change

Huntly West was the least affordable place to rent, with rents taking up 33% of income as of Dec 2025. Tamahere North was the most affordable, with rents taking up 8.7% of income.

Education

Key pillar changes

School with the greatest change in NCEA level 3 pass rates

Huntly College

▲ 1286%

Huntly College students in Waikato District had the greatest change in NCEA Level 3 pass rate, increasing by 1286% since Jan 2023.

Ethnicity with the greatest change in NCEA level 3 pass rates

Pacific Peoples

▲ 225%

Pacific Peoples students in Waikato District had the greatest change in NCEA Level 3 pass rate, increasing by 225% since Jan 2023.

Secondary school students leaving with no NCEA qualification

20%

▼ -7.2%

20% of all students in Waikato District left school with no NCEA qualification, decreasing by 7.2% since Jan 2023.

Secondary school retention rate

65%

▲ 14%

As of Jan 2024, the secondary school retention rate in Waikato District is 64.8, which has increased by 14% since Jan 2023.

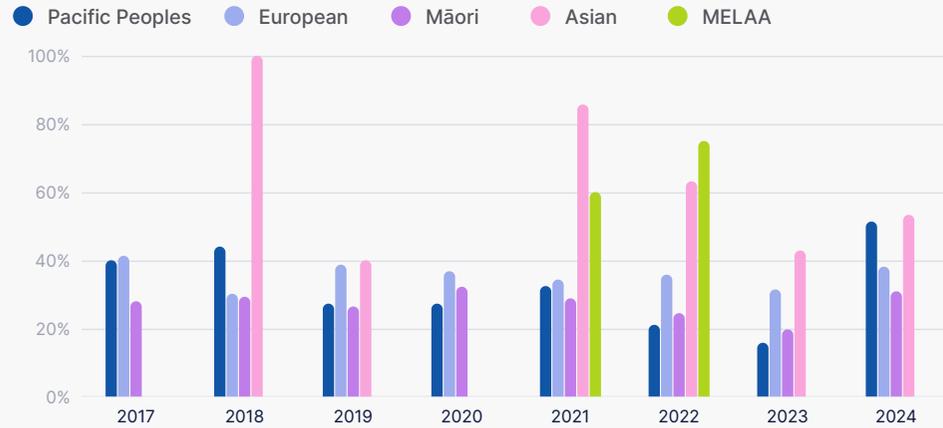
Ethnicity with the greatest change in secondary school retention

Pacific Peoples

▲ 28%

The ethnicity with the greatest change in secondary school retention is Pacific Peoples, which has increased by 28% since Jan 2023.

School leavers with NCEA level 3 by ethnicity



In Jan 2024, Asian students in Waikato District had the greatest proportion of students leaving with NCEA Level 3. Pacific Peoples have seen the greatest change in NCEA Level 3 pass rates since Jan 2024, increasing by 225% to 51%.

School leavers with NCEA level 3 by gender



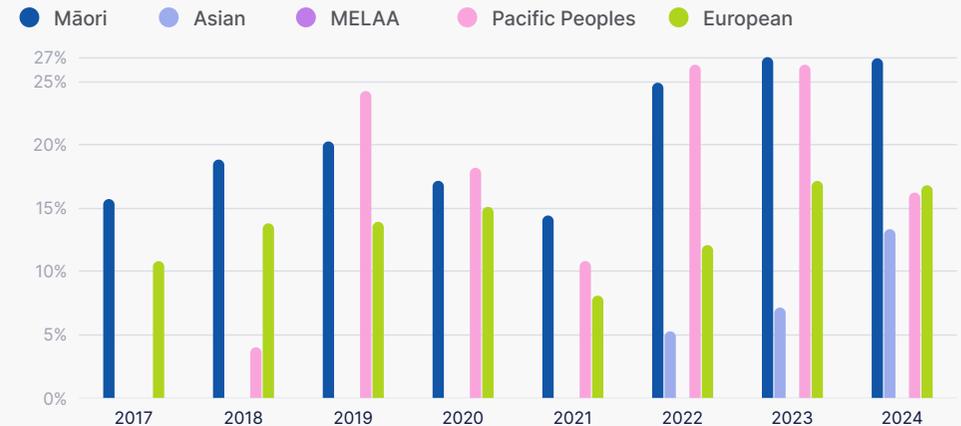
As of Jan 2024, the percentage of female students leaving with NCEA Level 3 in Waikato District was 50%. This is higher than the 28% pass rate for male students. Compared to Jan 2023, the pass rates have increased for female students and increased for male students.

Schools with greatest change in NCEA level 3 pass rate

Pass Rate	% Amount	% Change ↓
Huntly College	30%	▲ 1286%
Tuakau College	47%	▲ 40%
Te Kauwhata College	24%	▲ 36%
Raglan Area School	50%	▲ 33%
Te Wharekura o Rakaumangamanga	52%	▼ -19%

The NCEA Level 3 pass rate of Huntly College has increased by 1286%, representing the greatest change in Jan 2024 compared to Jan 2023.

School leavers with no NCEA qualification by ethnicity



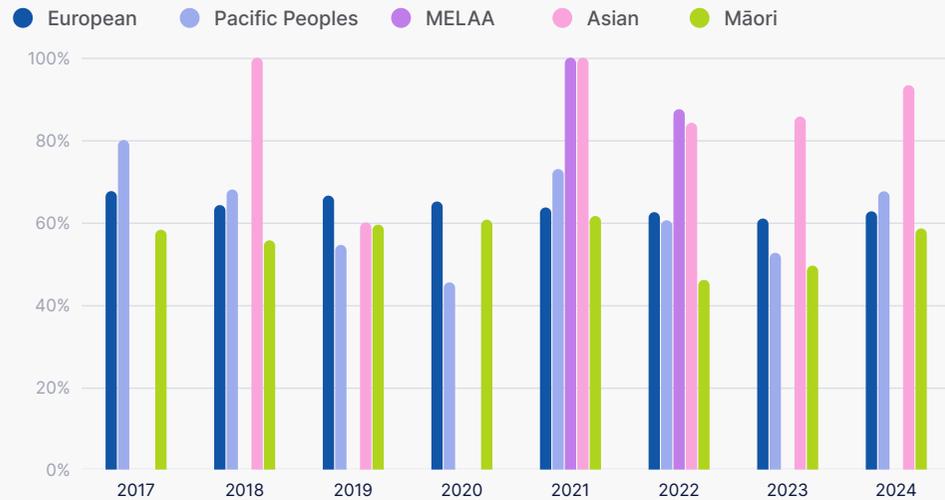
In Jan 2024, Māori students in Waikato District had the greatest proportion of students leaving with no NCEA qualification. Asian have seen the greatest change in no NCEA qualification rates since Jan 2024, increasing by 87% to 13%.

School retention by gender over time



As of Jan 2024, the percentage of female students retention in Waikato District was 75%. This is higher than the 56% 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



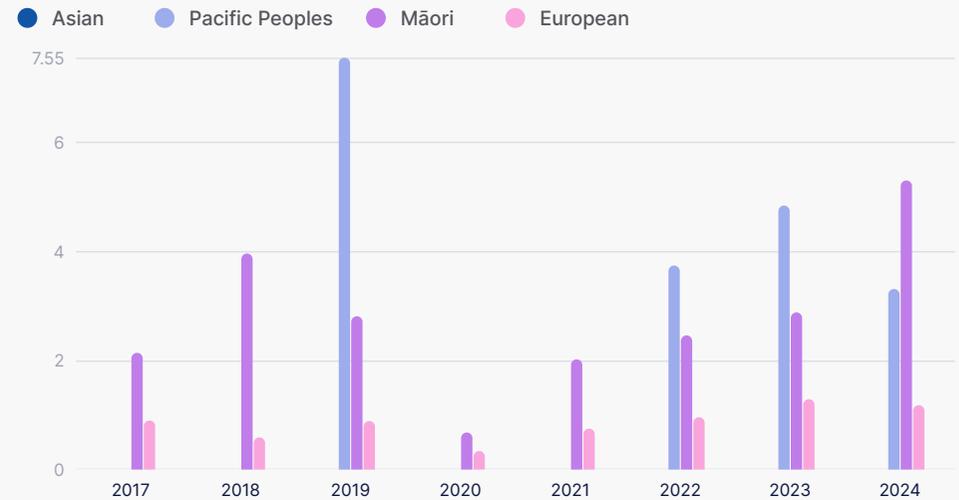
In Jan 2024, Asian students in Waikato District had the greatest retention rate of 93%. Pacific Peoples have seen the greatest change in retention, increasing by 28% since Jan 2024.

Schools with greatest change in retention

Retention Rate	% Amount	% Change ↓
Huntly College	59%	▲ 51%
Ngaruawahia High School	61%	▲ 31%
Onewhero Area School	63%	▼ -15%
Te Kauwhata College	53%	▲ 15%
Tuakau College	73%	▲ 12%

The secondary school retention rate of Huntly College has increased by 51%, 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 Waikato District had the greatest exclusion rate of 5.3 for every 1000 students. Māori have seen the greatest change in exclusion rate, increasing by 84% since Jan 2024.

Deprivation

Key pillar changes

Deprivation Score

998

▼ -0.01%

As of Sept 2025, the deprivation score in Waikato District is 997.6, which has decreased by 0.01% since Aug 2025.

Community with greatest decrease in deprivation score

Pōkeno

▼ -0.05%

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

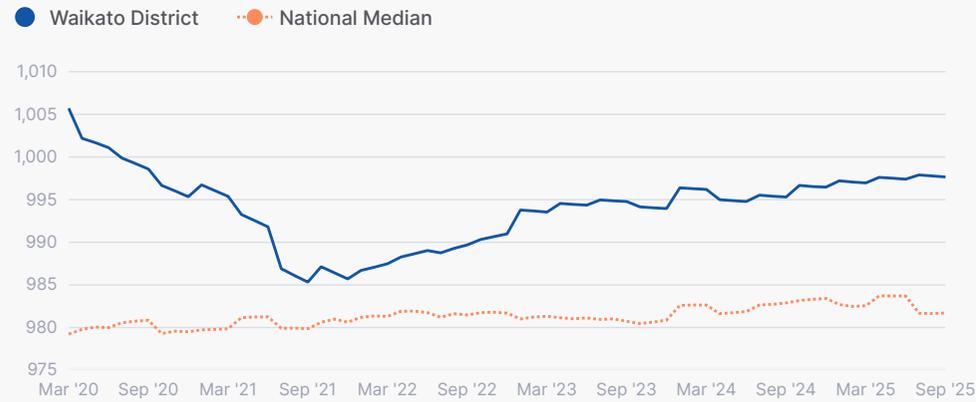
Community with greatest increase in deprivation score

Huntly West

▲ 0.02%

The community with the greatest increase in deprivation score is Huntly West, which has increased by 0.02% since Aug 2025.

Comparison to National Deprivation Score



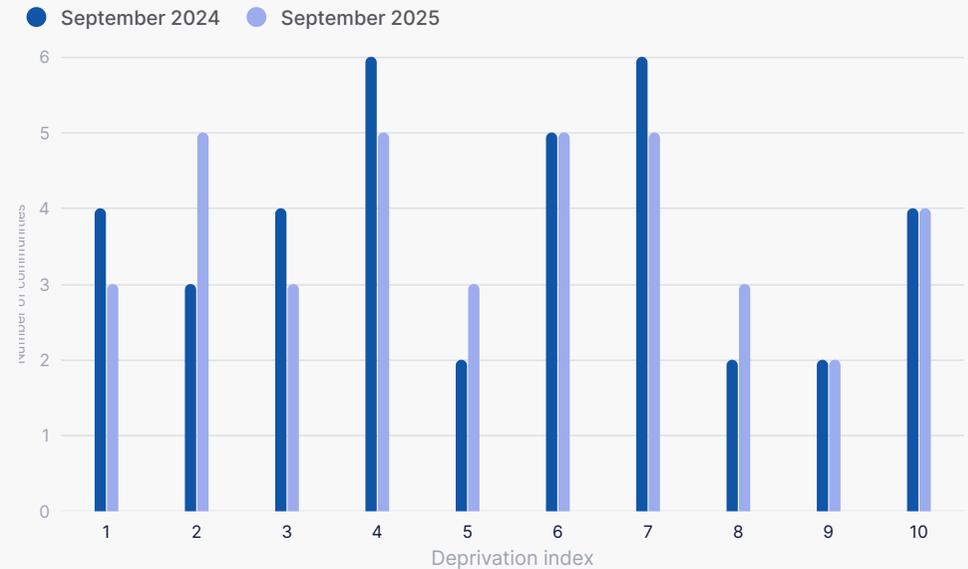
As of Sept 2025, the deprivation score of Waikato District is 997.6. This is 0.24% higher than the score of 995.2 at the same time last year Sept 2024. The deprivation score is 1.6% higher than the national median score of 981.6.

Communities with the greatest change in deprivation score

Depr. Score	Amount	% Change ↓
Pōkeno	913	▼ -0.05%
Horotiu	1,014	▼ -0.04%
Te Kauwhata	1,001	▼ -0.04%
Ngāruawāhia Central	1,097	▼ -0.03%
Ngāruawāhia North	1,141	▼ -0.03%

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

Distribution of Deprivation Index



As of Sept 2025, 24% of Waikato District's population live in highly deprived communities (deprivation index 8-10), whereas 29% live in high socio-economic performing communities (deprivation index 1-3).

Crime

Key pillar changes

Crime Rate

370

▼ -1.3%

As of Dec 2025, the crime rate in Waikato District is 369.8, decreasing by 1.3% since Nov 2025.

Community with the highest crime rate

Kainui-Gordonton

▲ 4.8%

The community with the highest crime rate is Kainui-Gordonton, increasing by 4.8% since Nov 2025.

Community with the lowest crime rate

Whatawhata West

— No Change

The community with the lowest crime rate is Whatawhata West, staying the same since Nov 2025.

Crime type with the greatest change in crime rate

Abduction

▼ -38%

The type of crime with the greatest change is Abduction, decreasing by 38% since Nov 2025.

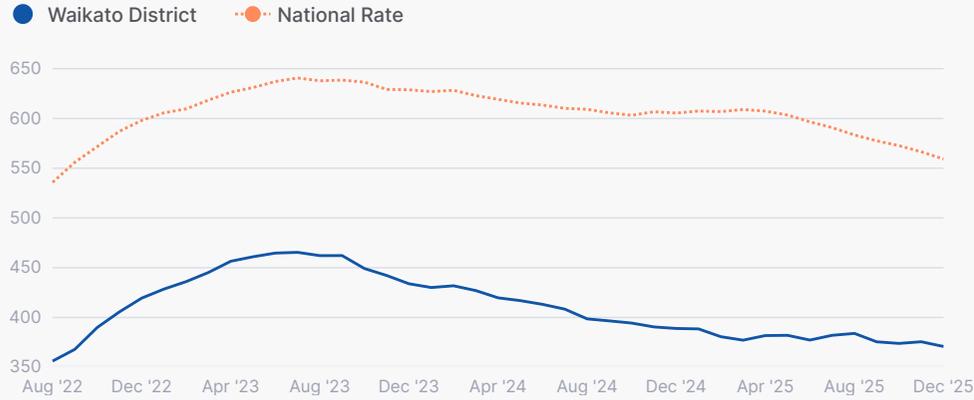
Community with the greatest change in crime rate

Te Kowhai

▼ -17%

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

Comparison to National Crime Rate



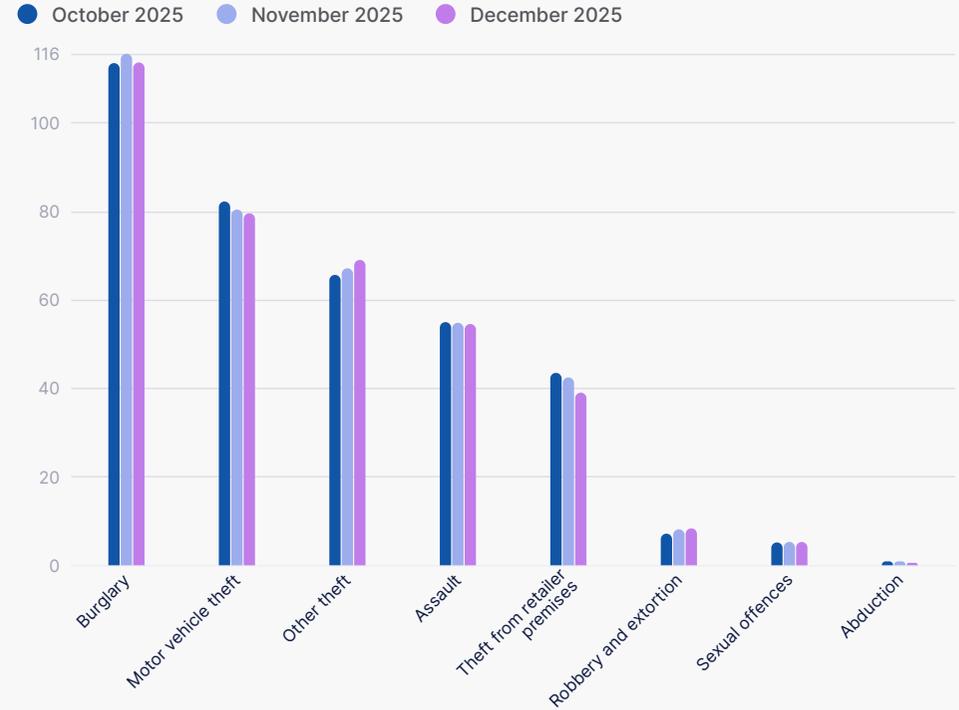
As of Dec 2025, the crime rate in Waikato District is 369.8. This is 4.7% lower than the crime rate at the same time last year. The crime rate is 34% lower than the national rate of 558.4.

Communities with greatest change

Crime Rate	Amount	% Change ↓
Te Kowhai	202	▼ -17%
Rotokauri	219	▼ -15%
Port Waikato-Waikaretu	169	▼ -12%
Pukemoremore	138	▲ 12%
Te Kauwhata	415	▼ -10%

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

Crime types with the greatest change



Within Waikato District, the most prevalent crime type in Dec 2025 was Burglary, with a crime rate of 113.6. The type of crime that has seen the greatest change since Dec 2025 is Abduction, which has decreased by 38%.

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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