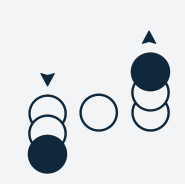


Quarterly Report

Waipa District

Summary

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



New Business Registrations this month

▼ **58.0**

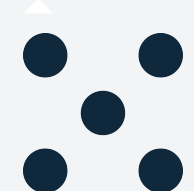
As of June 2025, Waipa District saw 58.0 new business registrations, a decrease of 1.69% compared with March 2025.



Rental affordability (% of income spent on rent)

▼ **28.2%**

As of June 2025, residents of Waipa District spent 28.2% of their household income on rent, a decrease of 0.74% compared with March 2025.



Gambling spend per capita

▲ **\$54**

As of September 2024, an average of \$54.0 was spent by individuals over 18 years in Waipa District through electronic gaming machines, an increase of 4.26% compared with June 2024.



Crime rate

▼ **428.8**

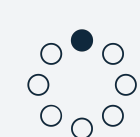
In May 2025, Waipa District had a crime rate of 428.8 incidents per 10,000 people, a decrease of 1.24% compared with February 2025.



Deprivation Index

— **2.0**

As of March 2025, the deprivation within Waipa District is 2.0 and this is unchanged since February 2025.

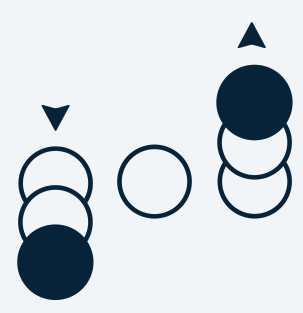


Job seeker support rate

▲ **4.5%**

In March 2025, 4.5% of the working population (15-64 years) in Waipa District claimed Job Seeker Support, an increase of 12.48% compared with March 2024.

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



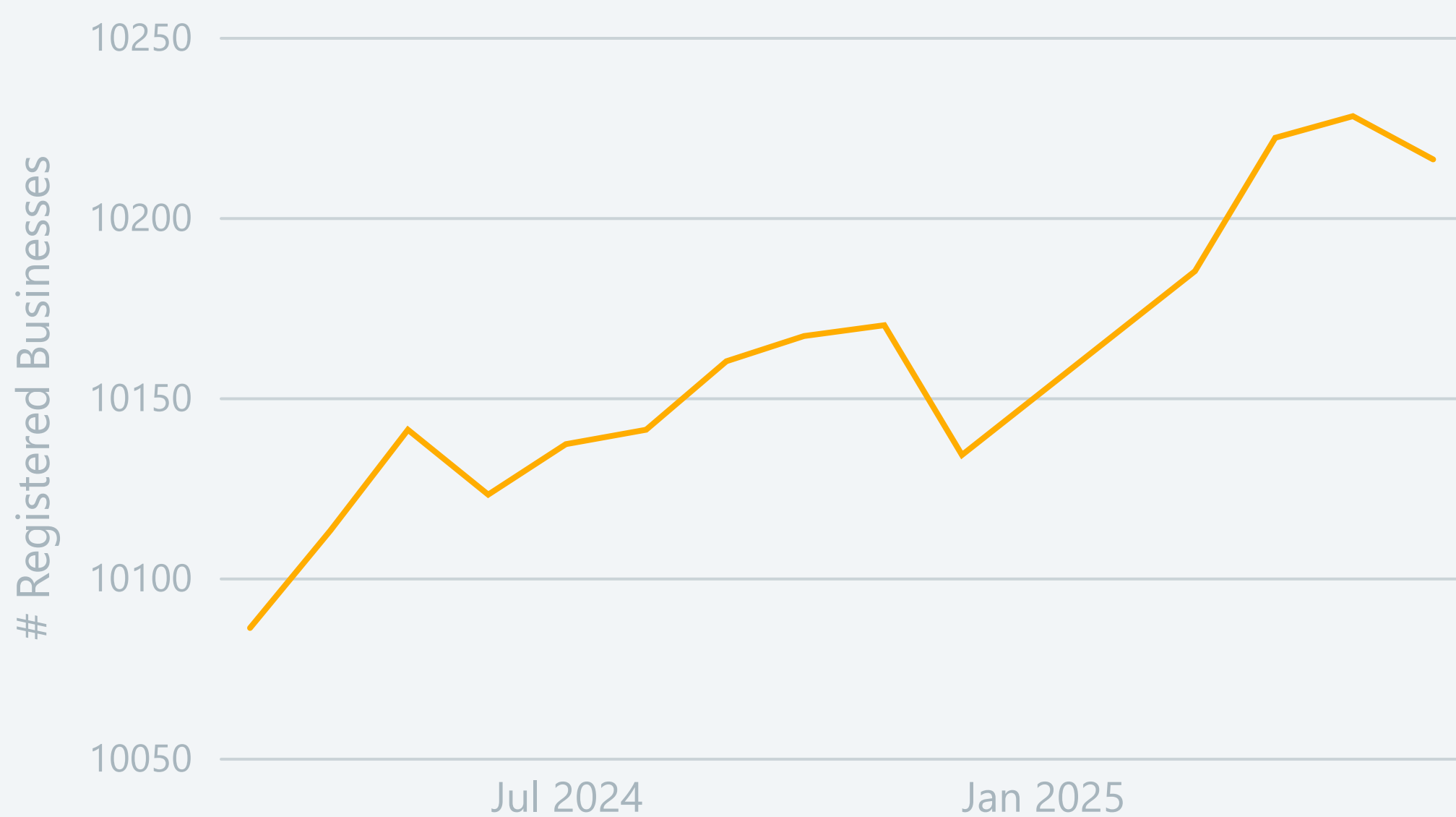
Key Pillar Changes

New Business Registrations this month Jun 2025 **58.0** ▼ 1.69% % change is from March 2025

Business Deregistrations this month Jun 2025 **70.0** ▲ 268.42% % change is from March 2025

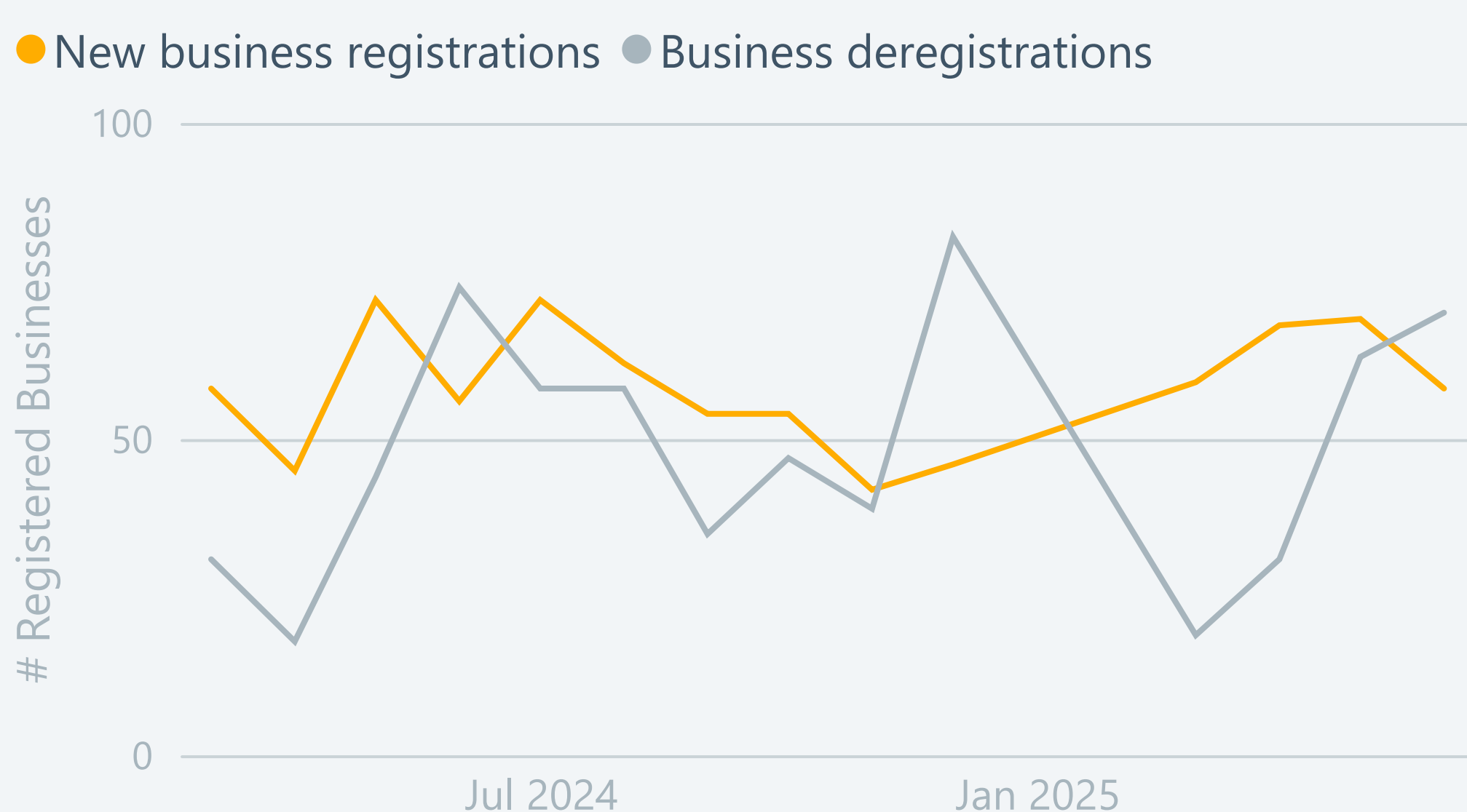
Total tourism spend this quarter May 2025 **\$46M** ▼ 7.77% % change is from February 2025

Total number of businesses registered to date



As of June 2025 there were 10216 registered businesses in Waipa District. Over the last 12 months the number of registered businesses has increased by 93. Nationally, the number of registered businesses has increased by 0.14%.

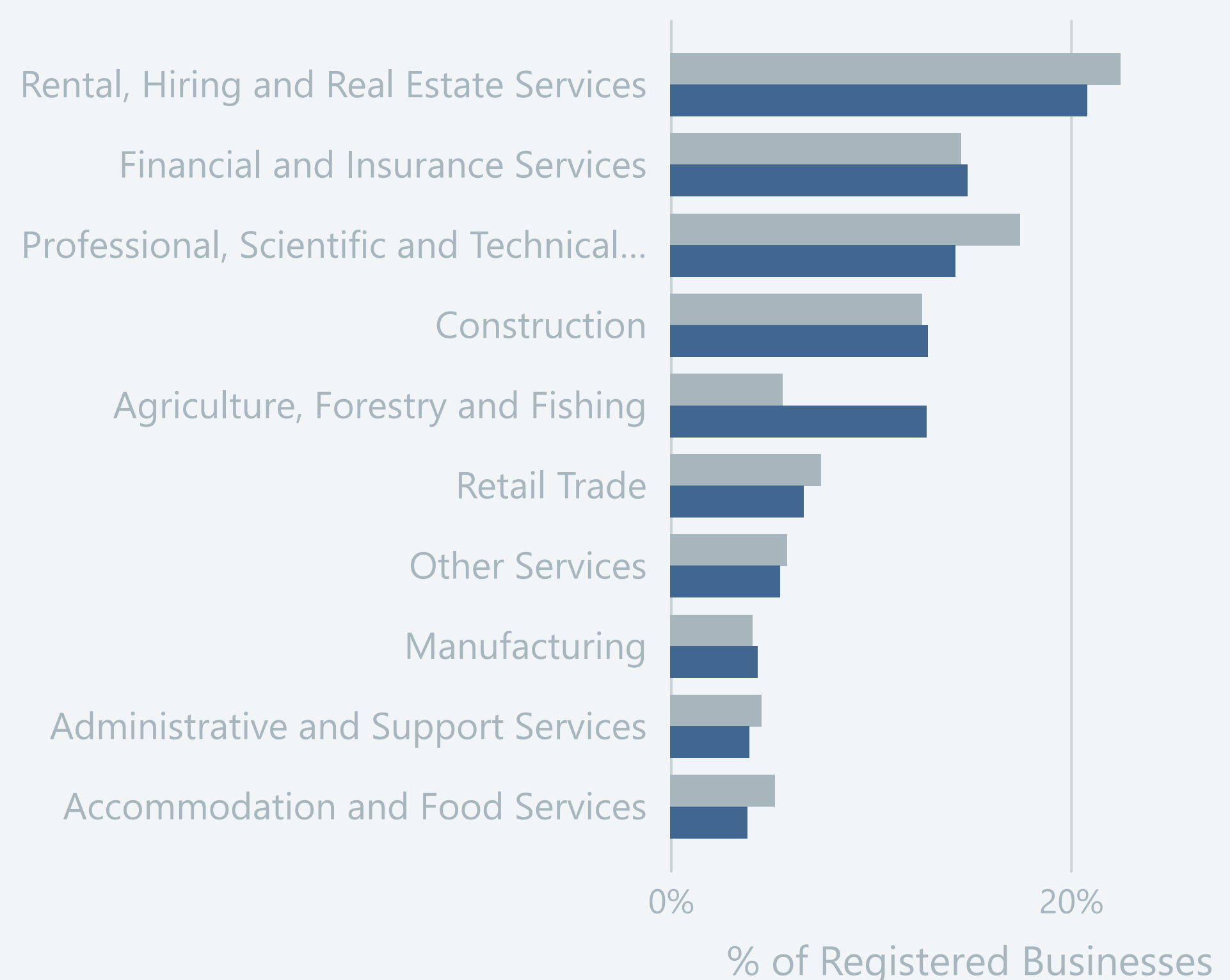
Business openings and closings in the last year



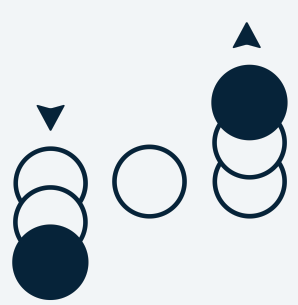
Comparing June 2025 with June 2024 Waipa District has seen an increase in the number of new business registrations of 3.6% and a decrease in the number of business deregistrations of 5.4%.

Distribution of registered businesses by industry

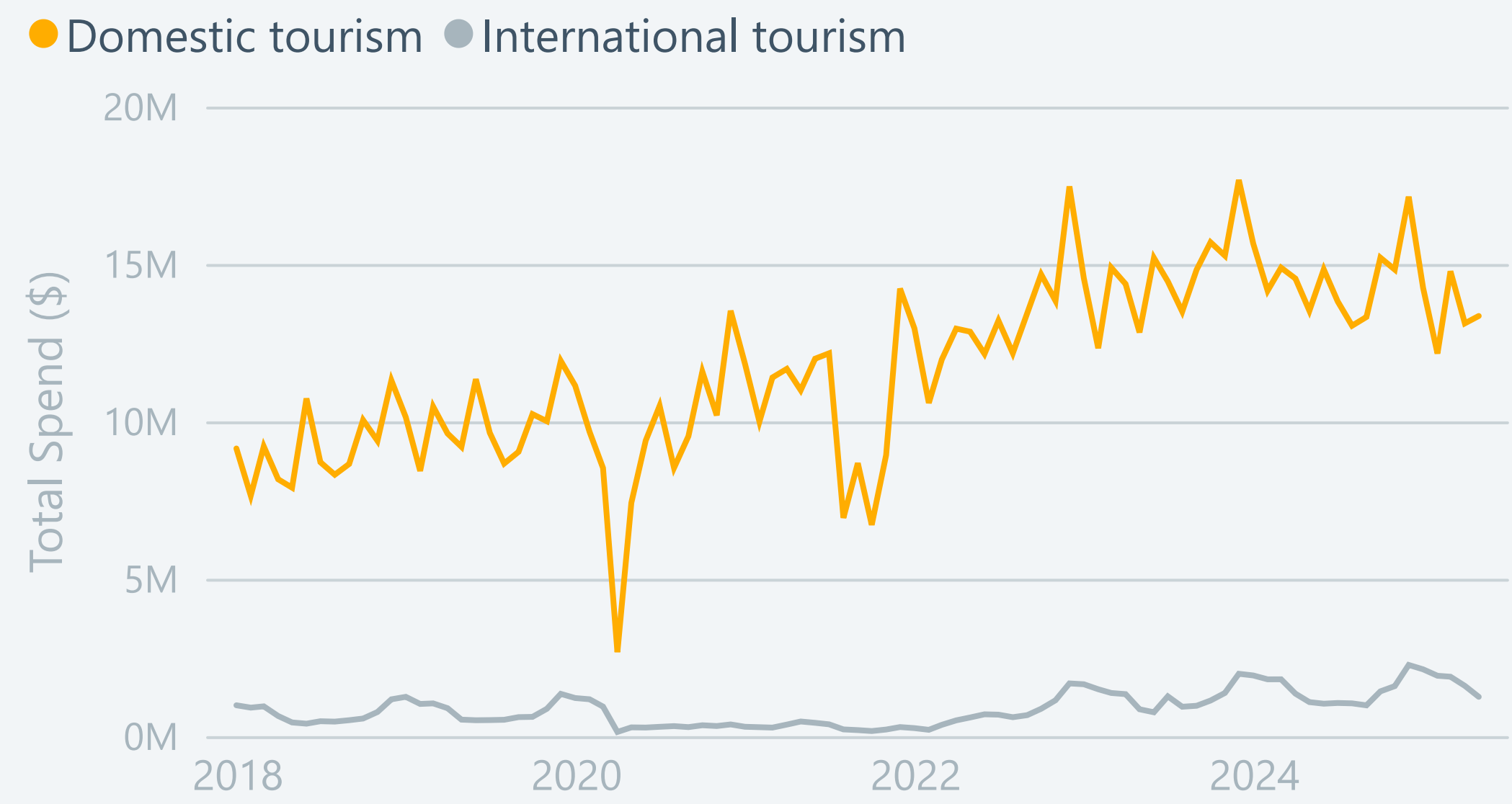
● National ● Waipa District



Rental, Hiring and Real Estate Services is the largest industry operating in Waipa District and makes up 18.1% of all currently registered businesses.



Tourism spend this quarter



In May 2025, \$14.6M was spent in Waipa District from domestic and international visitors to the district. Domestic tourism made up 91.4% of total tourism spend, and has decreased by 1.23% since the same time last year, whereas international tourism has increased by 15.45% in the same time period.

Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Canterbury	▲ \$693K	\$1.7M
Manawatu-Wanganui	▼ \$96K	\$1.7M
Waikato	▼ \$1.7M	\$18.6M
Bay of Plenty	▲ \$48K	\$5.5M
Auckland	▼ \$299K	\$8.2M

This quarter, the largest spend from domestic tourists visiting Waipa District came from the Waikato region, with tourists spending \$18.6M. This represents a decrease of \$1.7M since the same quarter last year.

Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Canterbury	▲ \$693K	\$1.7M
Northland	▼ \$334K	\$872K
Tasman	▲ \$23K	\$89K

This quarter, Waipa District saw the greatest % change in domestic tourism spend from those visiting from the Canterbury region since the same quarter last year, with a \$693K increase in spend.

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.

Note that our source of tourism spend data has been deprecated and no longer updating. DOT are seeking an alternative replacement.

Visiting countries with the greatest spend

Visiting country	\$ Change	Spend
Australia	▼ \$51K	\$1M
Rest of Asia	▲ \$40K	\$327K
Rest of Europe	▲ \$56K	\$383K
United Kingdom	▼ \$3K	\$796K
United States of America	▲ \$425K	\$1.6M

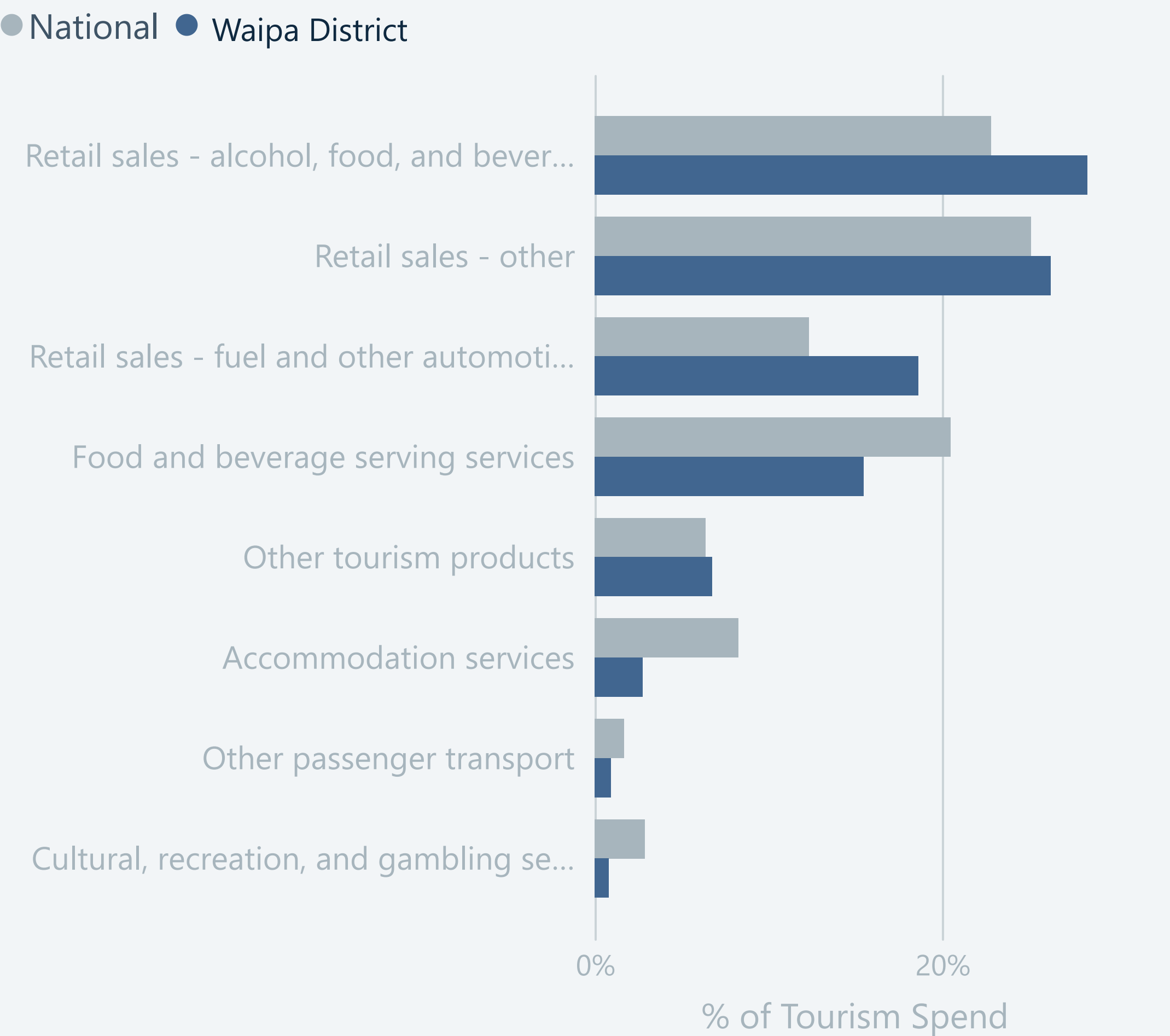
This quarter, the largest spend from international tourists visiting Waipa District came from United States of America, with tourists spending \$1.6M. This represents an increase of \$425K since the same quarter last year.

Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
Germany	▼ \$57K	\$74K
Africa and Middle East	▲ \$91K	\$267K
United States of America	▲ \$425K	\$1.6M

This quarter, Waipa District saw the greatest % change in international tourism spend from those visiting from Africa and Middle East since the same quarter last year, with a \$91K increase in spend.

Tourism spend by industry



In Waipa District tourists spent the most on Retail sales - alcohol, food, and beverages this quarter, which was 28.4% of all tourism spend. This is 24.6% larger than the national proportion.

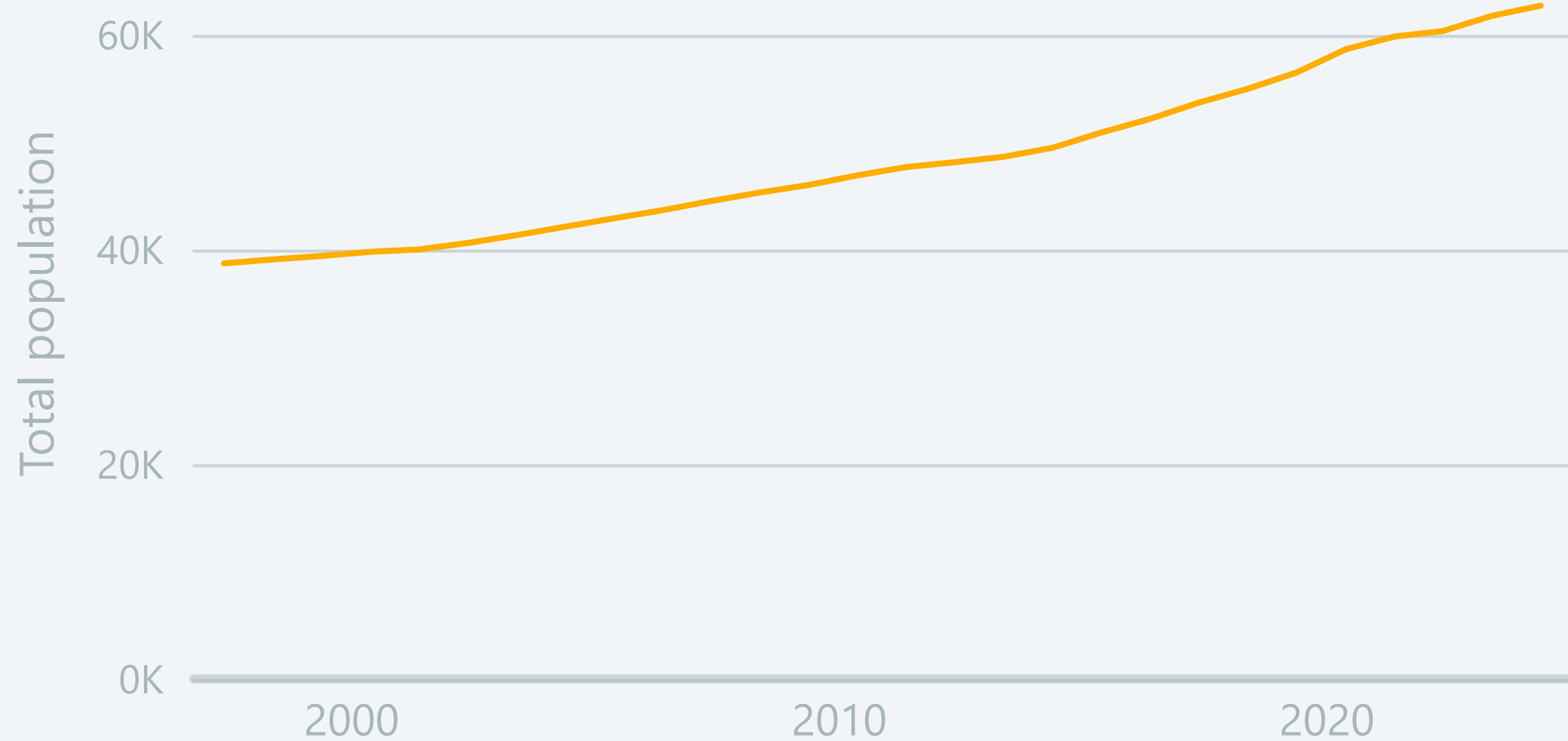


Demographics

Estimated population

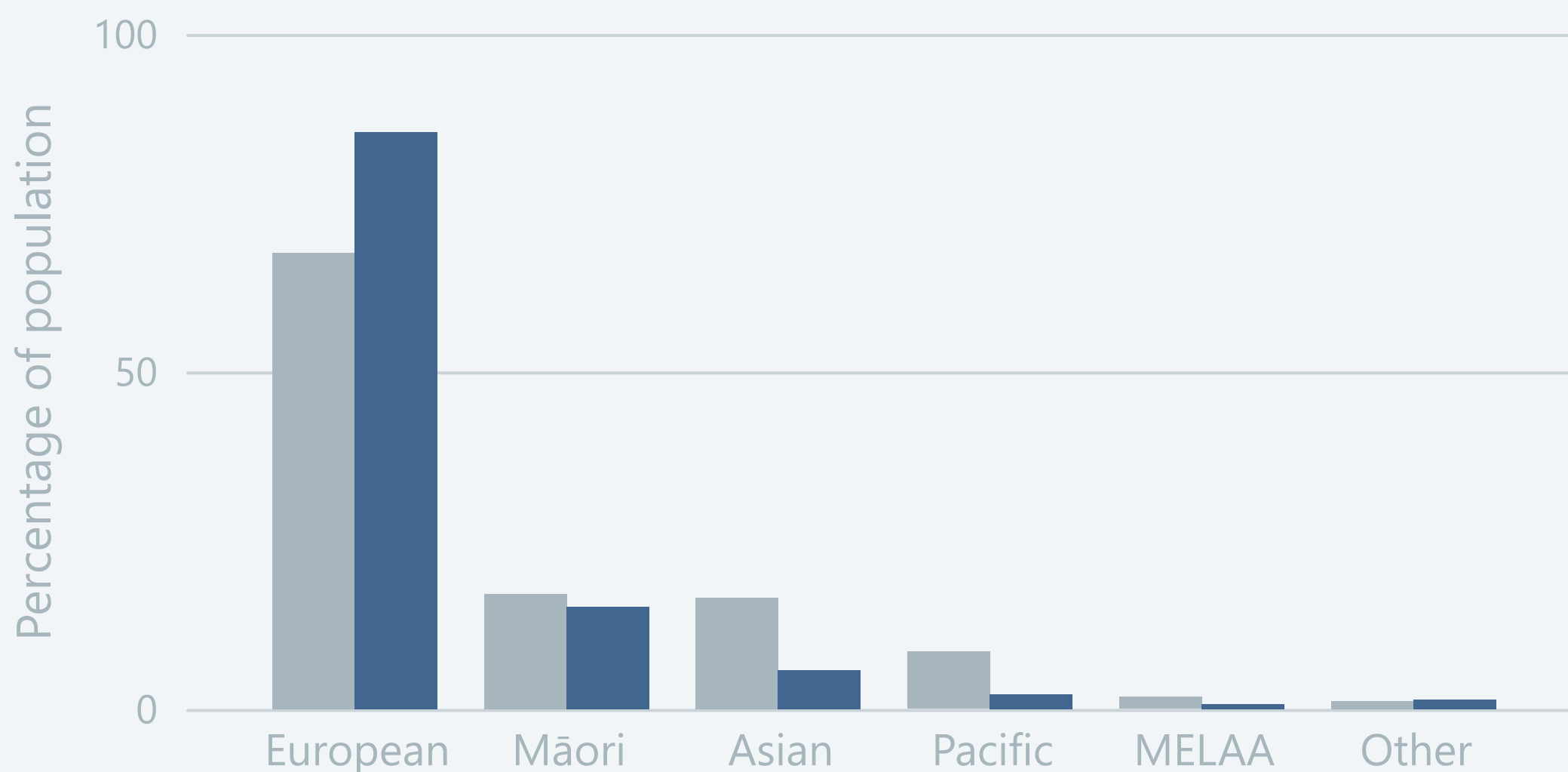
62.73K

Is the estimated total population in Waipa District in 2024. The population in the area has increased by 1.54% or 951 people since 2023.



Ethnic distribution

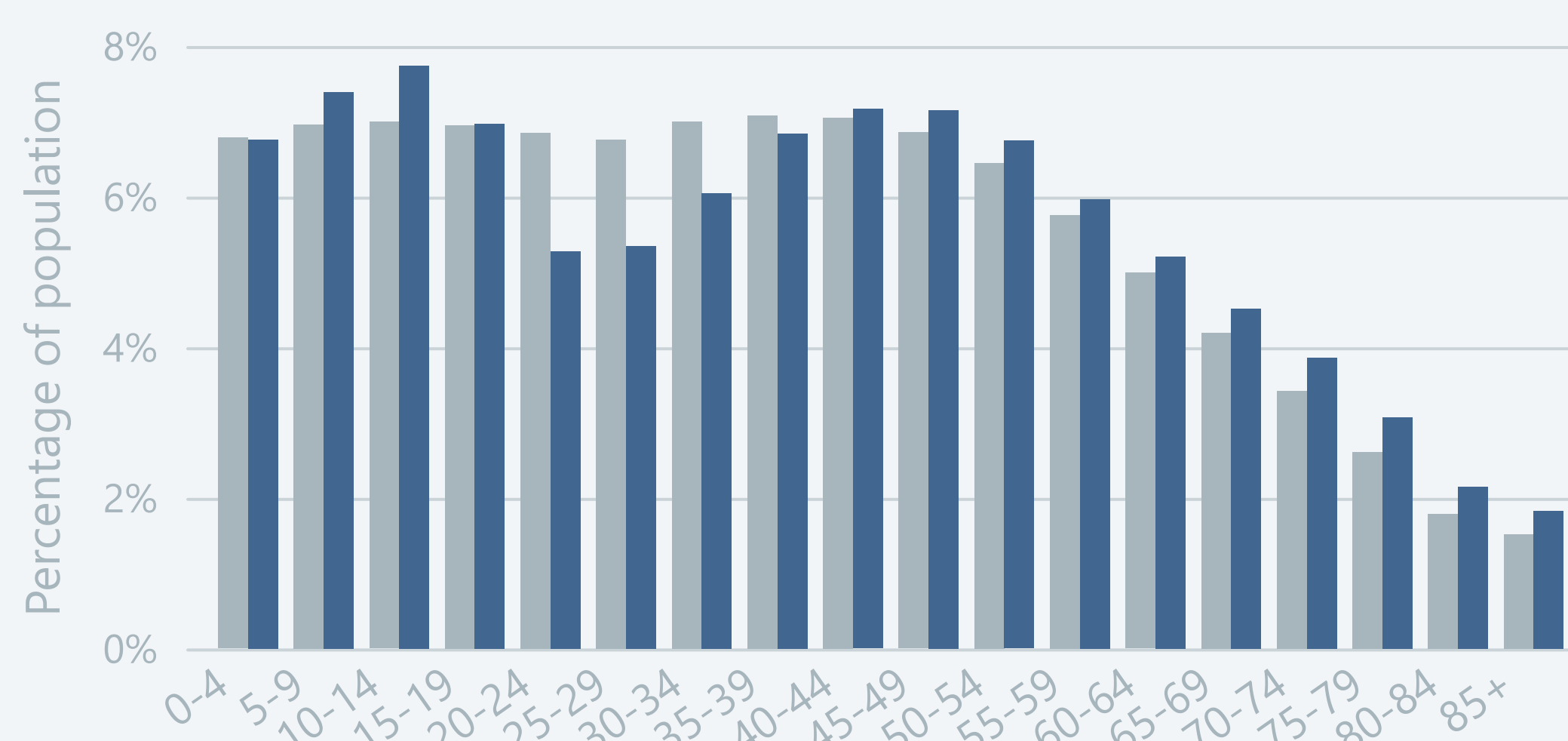
● National ● Waipa District



As of March 2023 the largest ethnic group in Waipa District is European (82.6%), 27.3% larger than the national percentage. The ethnicity that has had the greatest change since March 2018 is MELAA, increasing by 45.83%.

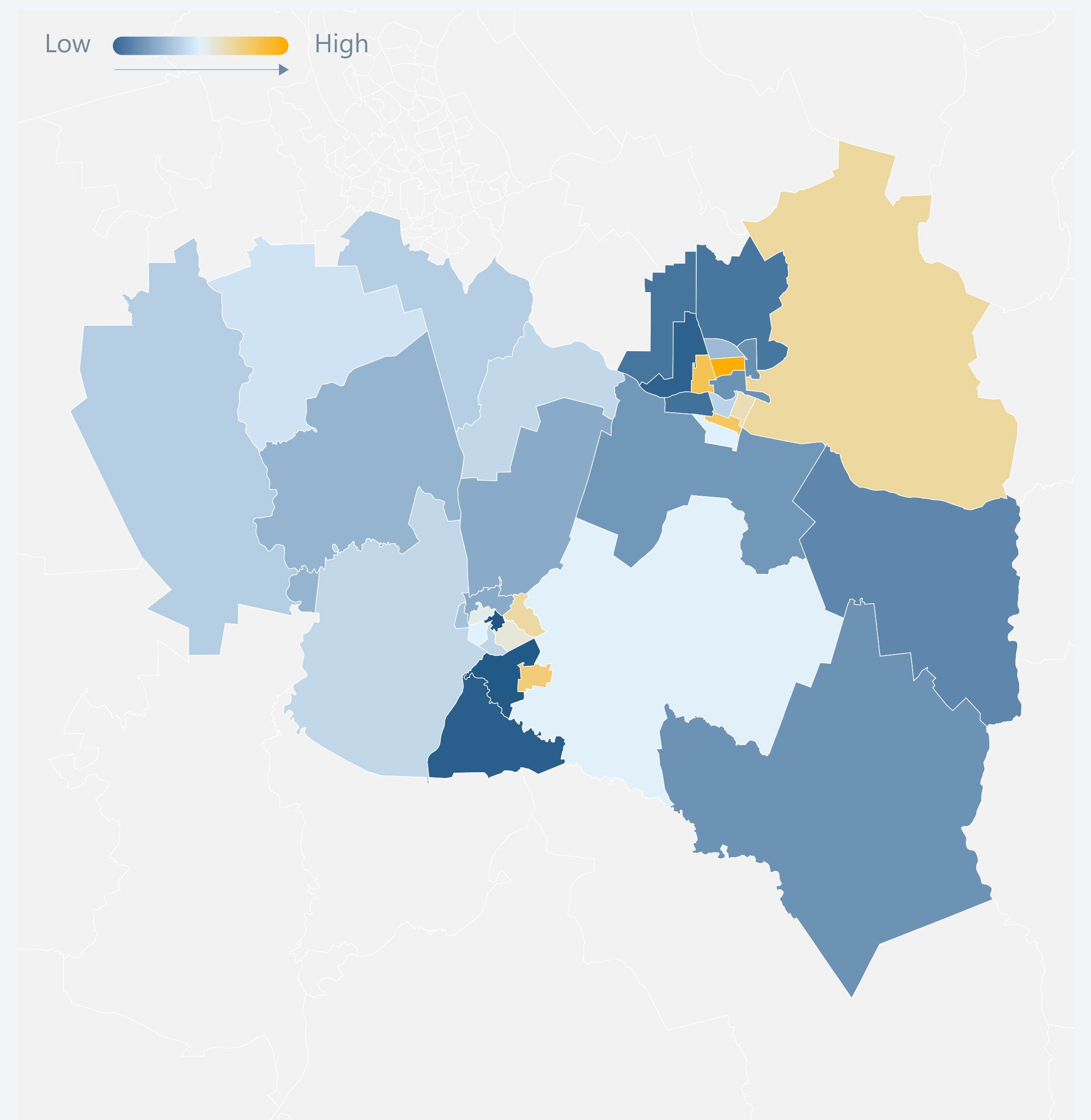
Age distribution

● National ● Waipa District



As of June 2024 the largest age band in Waipa District is 10-14 (7.2%), 9.5% larger than the national distribution. The age band that has had the greatest change since June 2023 is 15-19, increasing by 4.35%.

Population distribution



In June 2024, St Leger saw the greatest change in population, with an increase of 18.1% since June 2023.

Key Pillar Changes

Job seeker support rate
Mar 2025

4.5%

▲ 12.48%

% change is from March 2024

Means tested benefit rate
Mar 2025

2.6%

▲ 2.61%

% change is from March 2024

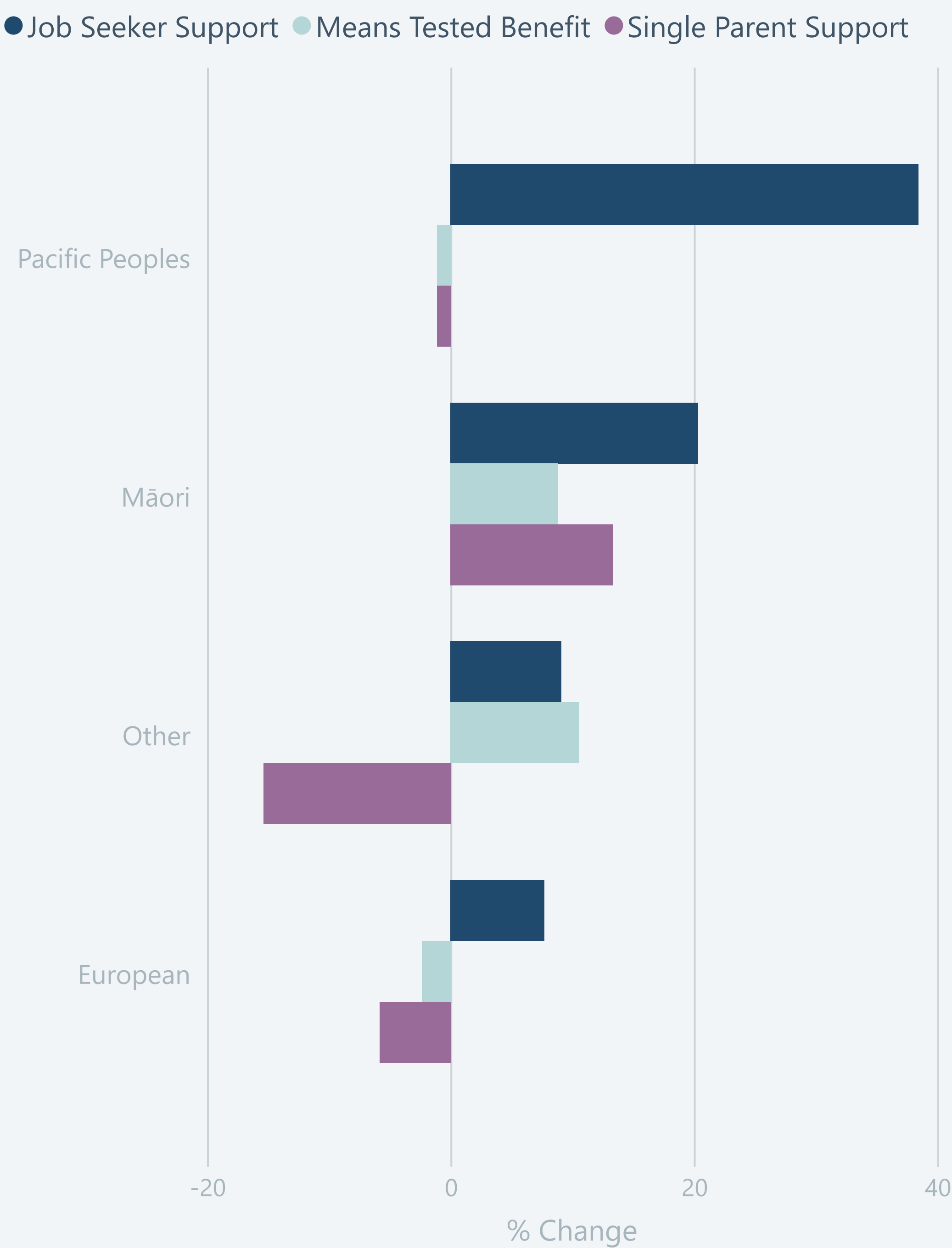
Sole parent support rate
Mar 2025

1.9%

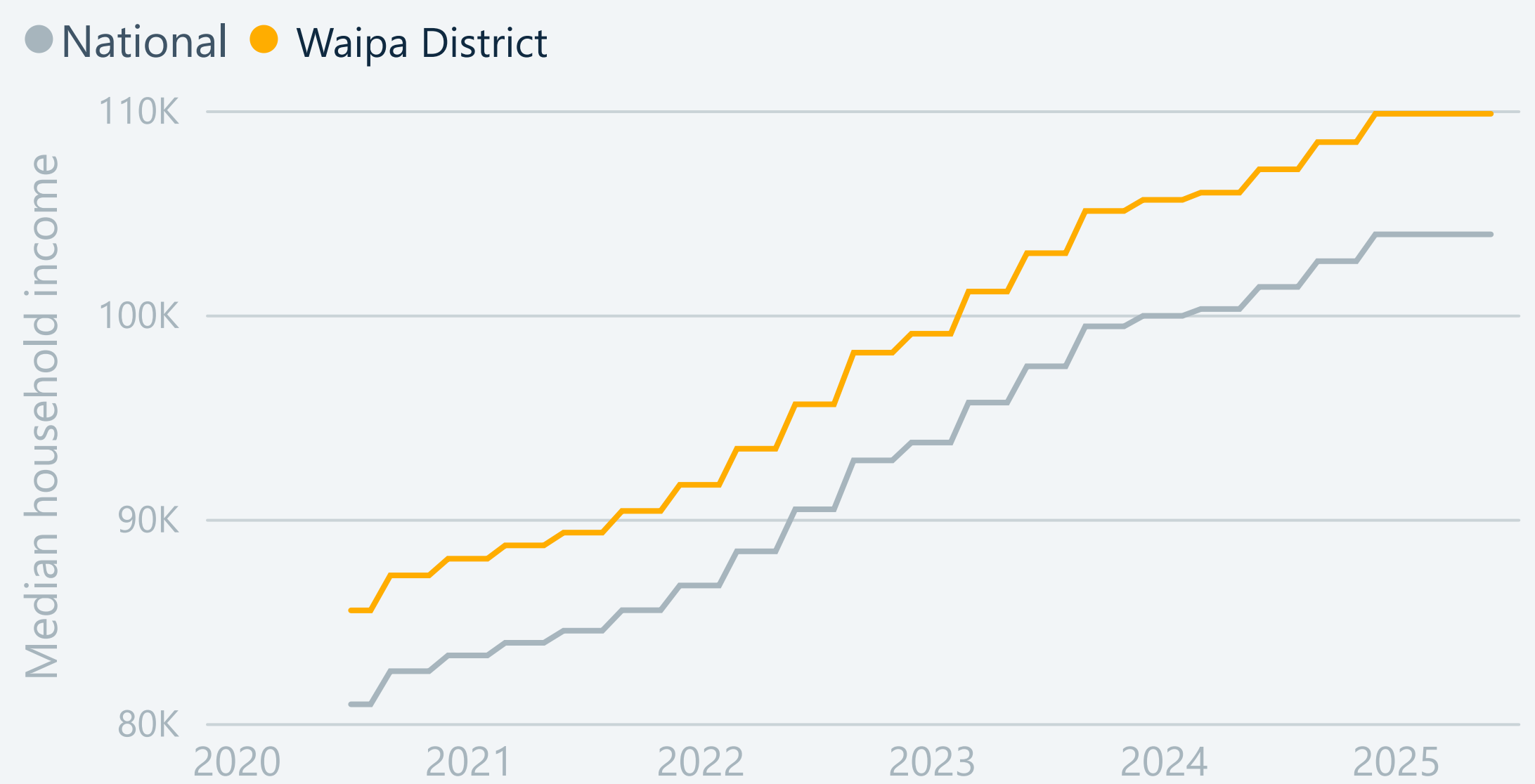
▲ 2.13%

% 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 Waipa District was \$109,830. This is 5.7% greater than the national median.

Within Waipa District, the benefit rate by ethnicity with the greatest increase in the last 12 months was Job Seeker Support for Pacific Peoples, up 38.46% to a value of 5.14 claimants per 100 working adults (15-64yrs). Comparatively, Single Parent Support for Other ethnicities (Asian, MELAA and other) saw the greatest decrease over the last 12 months, down 15.37% to 0.62 claimants per 100 working adults.

Key Pillar Changes

Secondary school retention

Jan 2023

74.0%


1.21%

% change is from January 2022

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

Jan 2023

St Peter's School (Cambridge)

Ethnicity with greatest change in secondary school retention

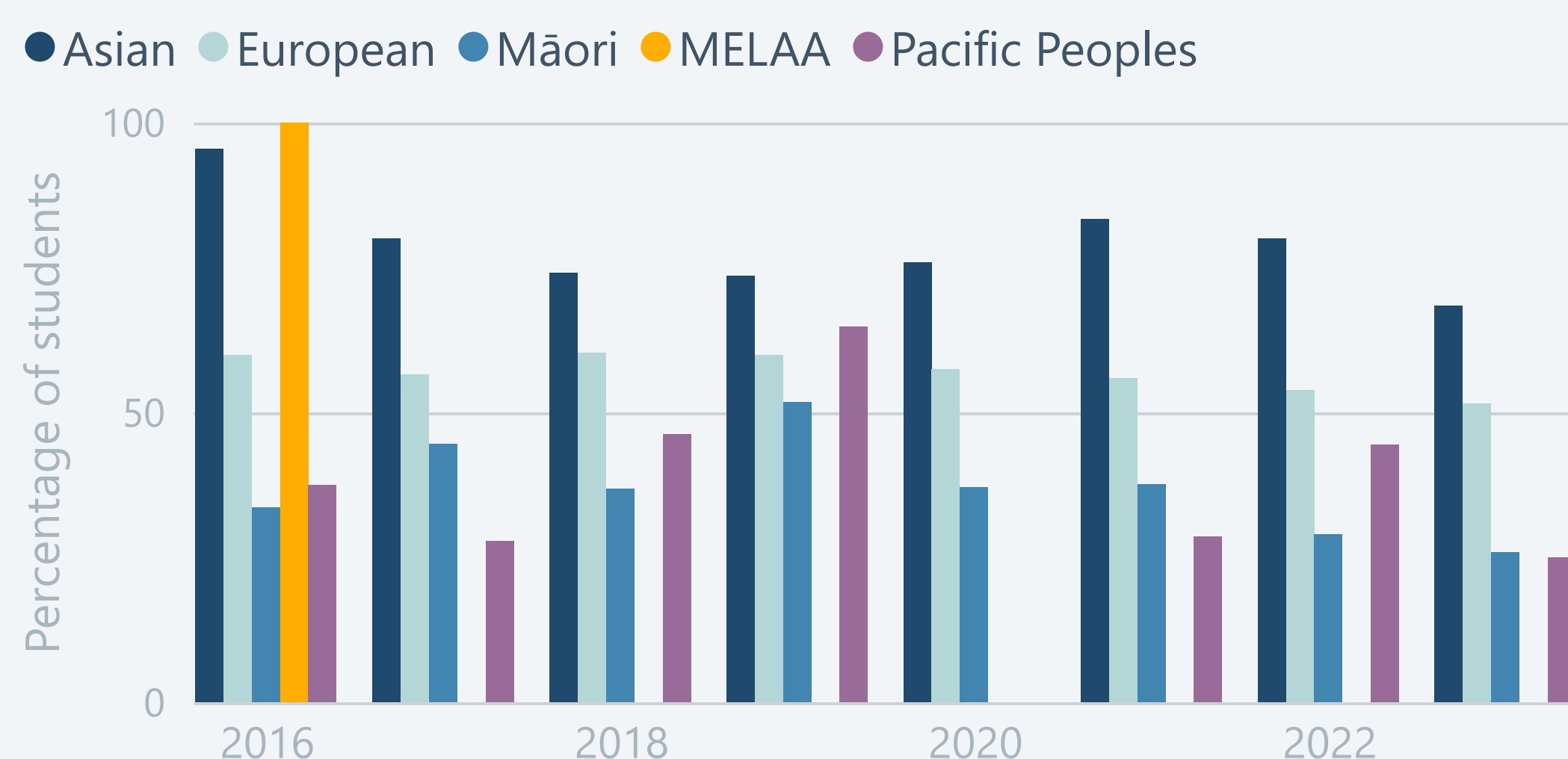
Jan 2023

Pacific Peoples


31.25%

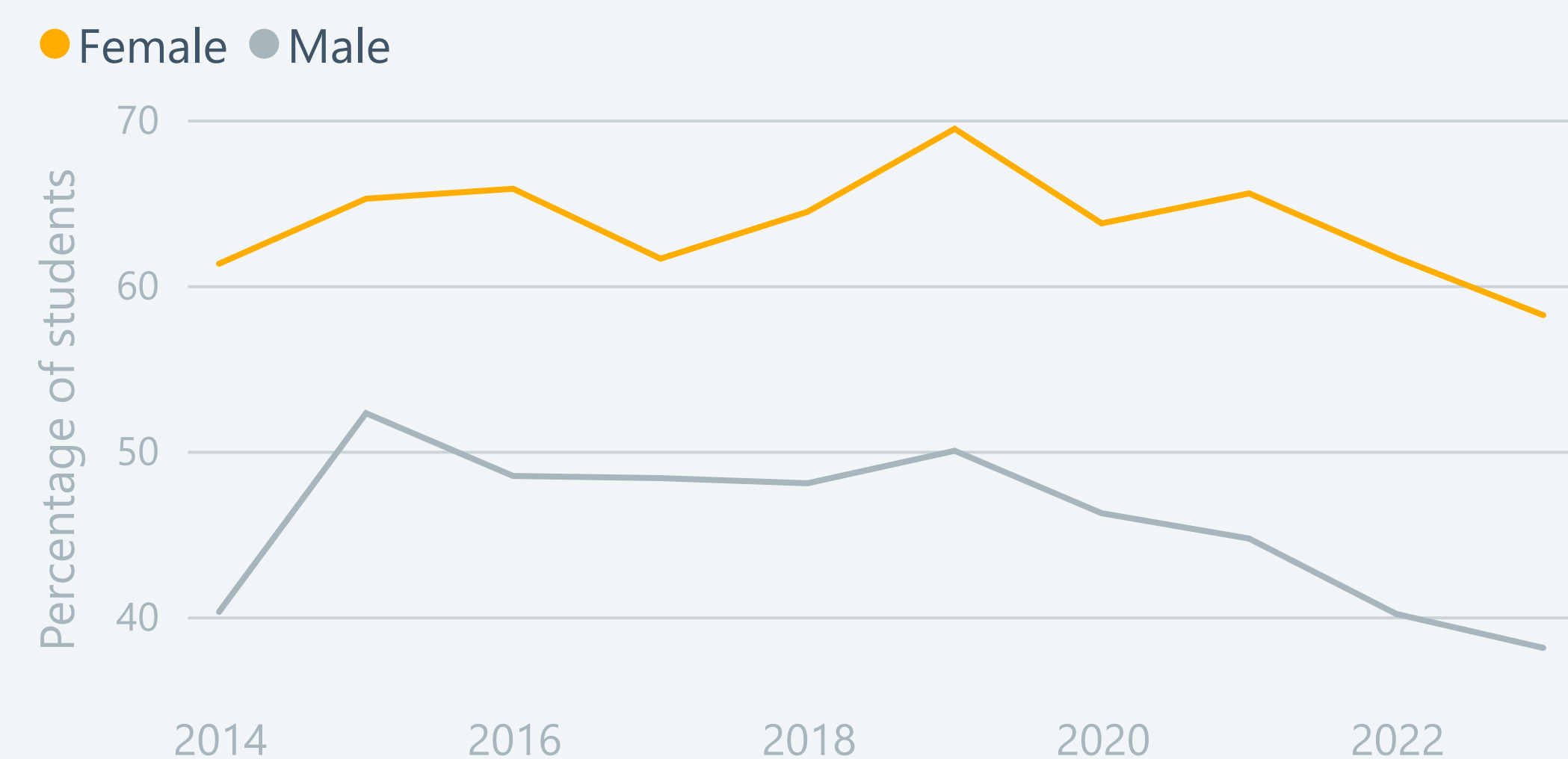
% change is from January 2022

School leavers with NCEA3 level by ethnicity



In 2023, Asian students in Waipa District had the greatest proportion of students leaving with NCEA3. This is 2.74 times larger than Pacific Peoples students, who have the lowest proportion of students leaving with NCEA Level 3. Pacific Peoples students have seen the greatest change in NCEA Level 3 pass rates, with an increase of 55.5%. Māori NCEA Level 3 pass rates in Waipa District are 71% of National Māori rates.

School leavers with NCEA3 level by gender



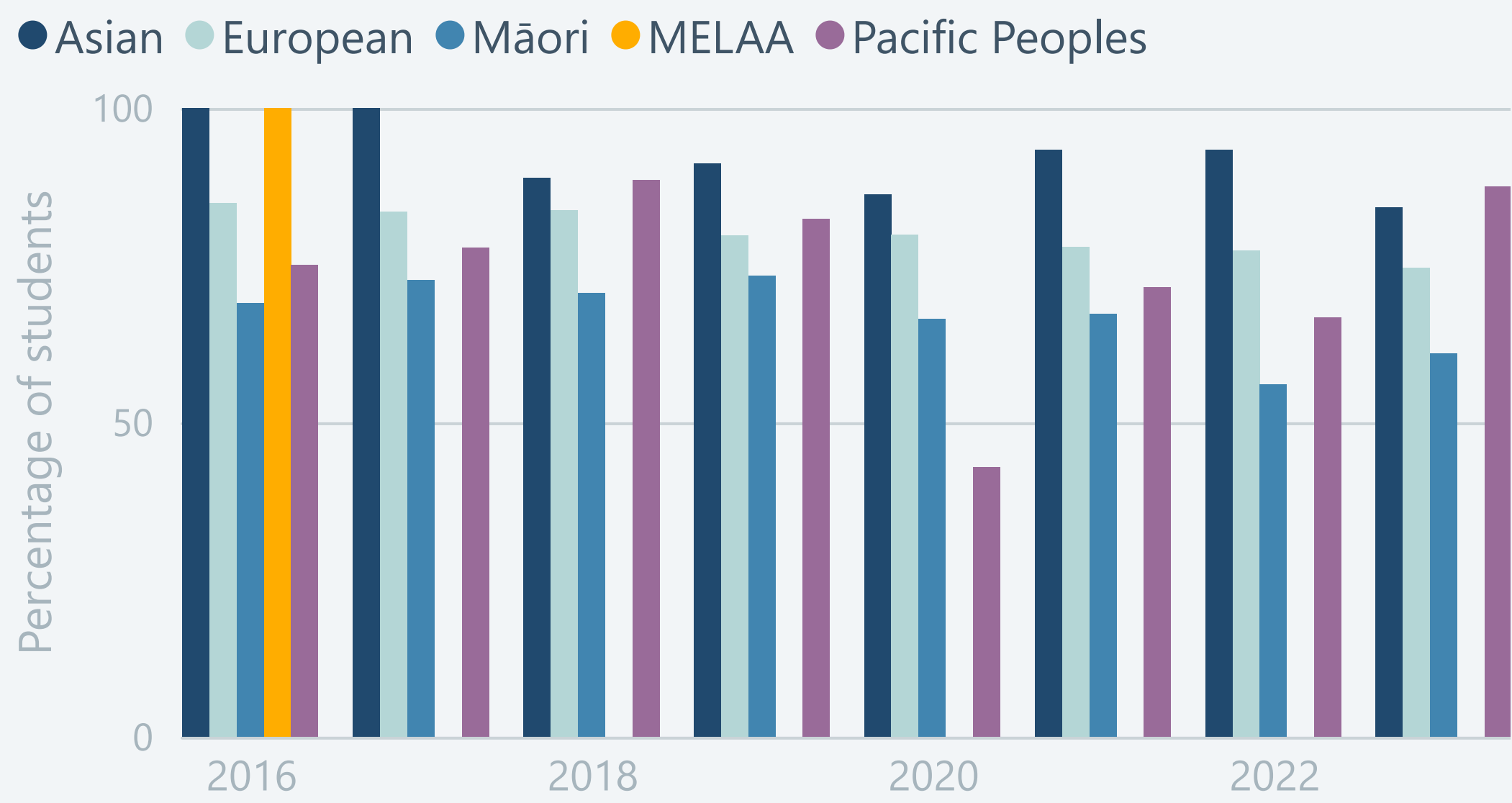
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Waipa District for female students has been 1.39 times larger than male students. In 2023, the percentage of students leaving with NCEA Level 3 for female students compared with male students was higher than average. Compared to national figures, in 2023 the pass rate in Waipa 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 Te Awamutu College, with a 6.56% decrease. Note that the table includes only those schools with more than 50 students.

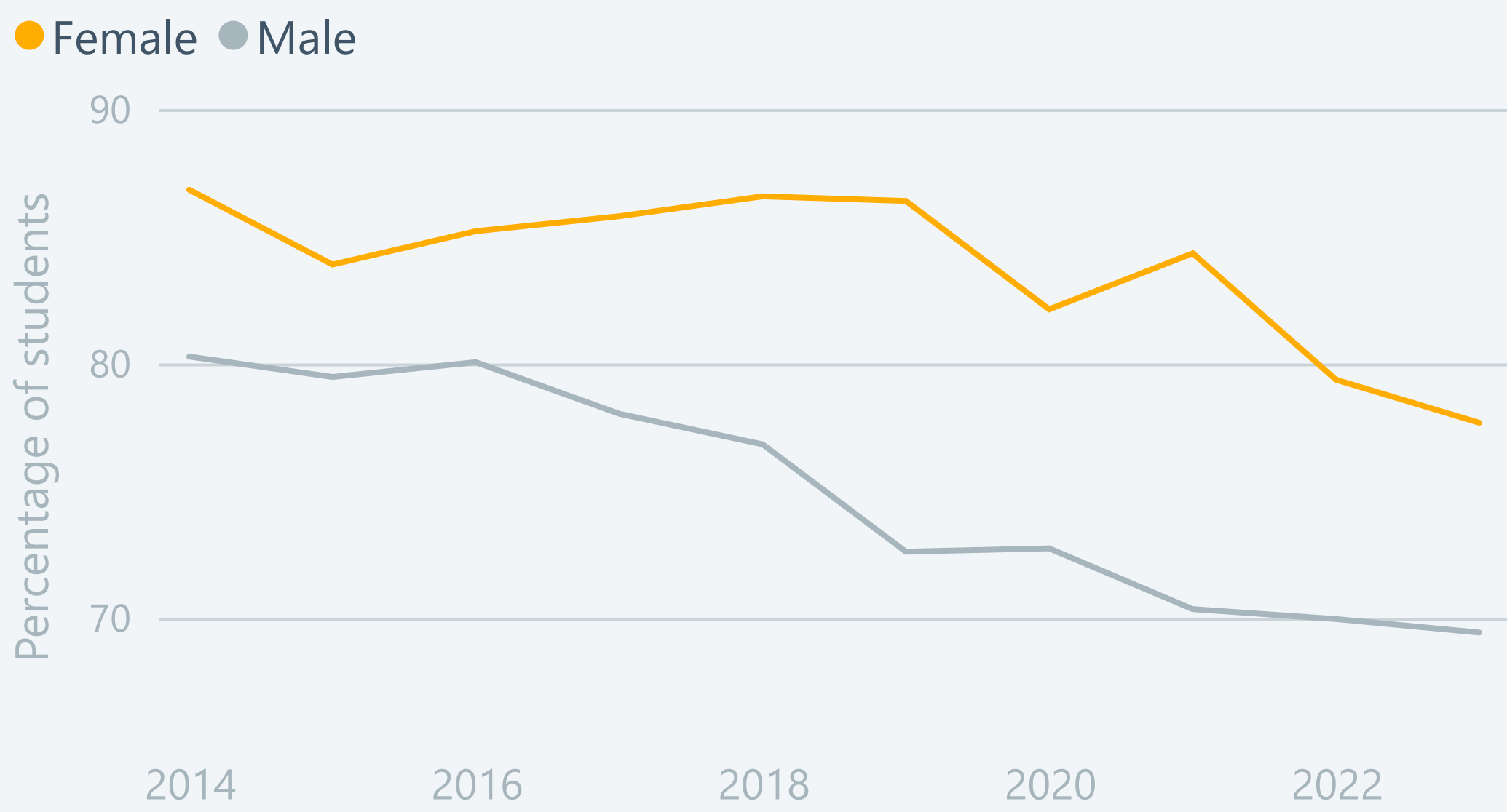
School		% Change	Pass Rate
Te Awamutu College		6.56	30.38
Cambridge High School		1.12	50.30
St Peter's School (Cambridge)		0.03	73.02

Secondary school retention by ethnicity



In 2023, Pacific Peoples students in Waipa District had the greatest retention rate. This is 1.44 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 Waipa District are 95% of National Māori rates.

Secondary school retention by gender



On average, since 2014, the retention rate in Waipa District of female students has been 1.12 times larger than male students. In 2023, the retention rates of female students compared with male students has remained the same as the average.. Compared to national figures, in 2023 the retention rates in Waipa District were lower for both females and males.

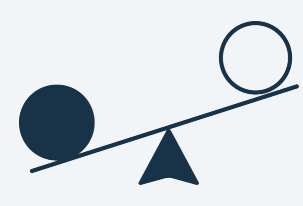
Schools with greatest change in retention

In 2023, the school with the greatest change in retention rate since 2022 was St Peter's School (Cambridge), with a 2.84% decrease. Note that the table includes only those schools with more than 50 students.

Community		% Change	Retention rate
St Peter's School (Cambridge)		2.84	86
Cambridge High School		1.50	77
Te Awamutu College		0.44	62

! 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

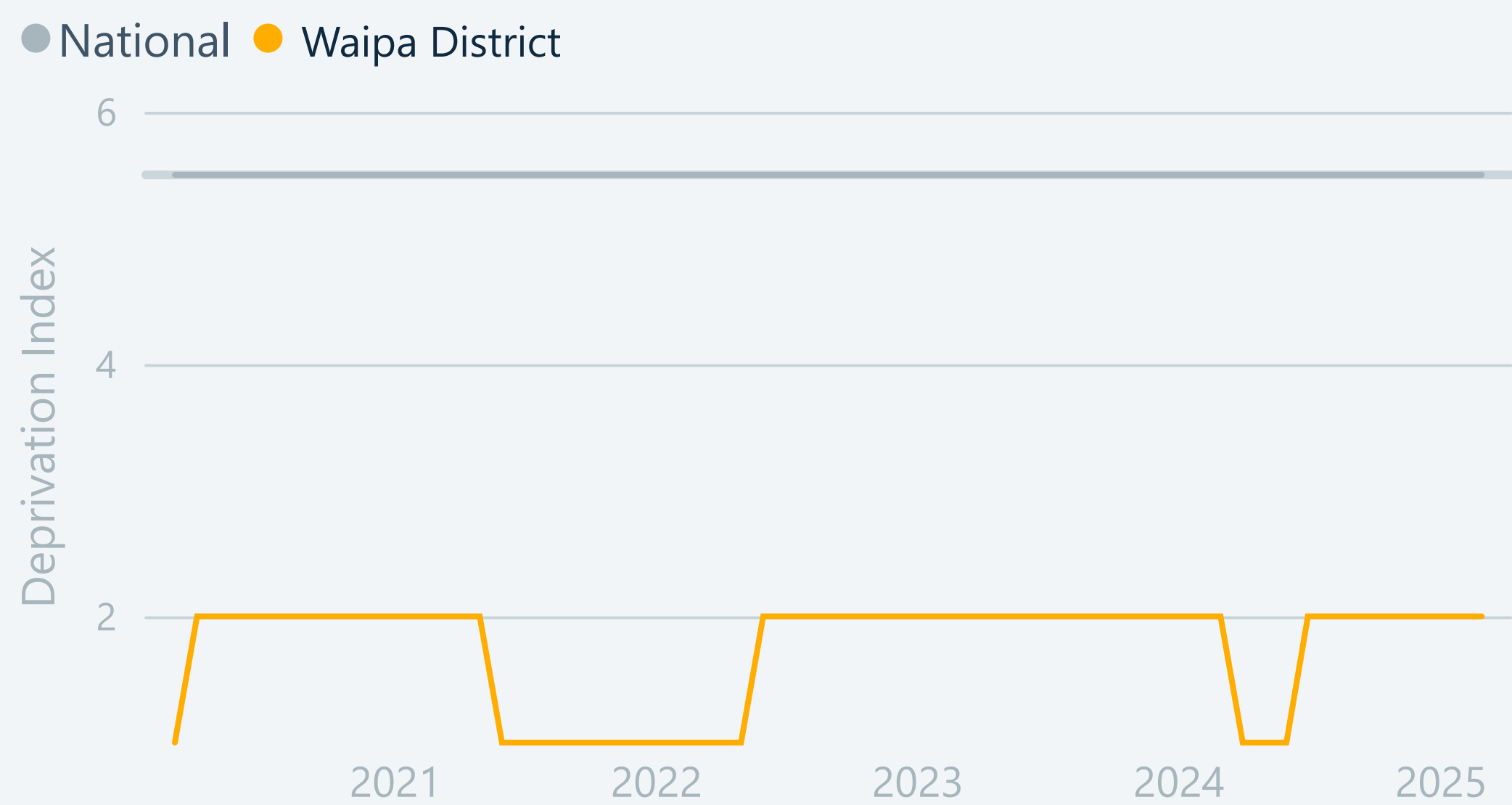
Key Pillar Changes

Deprivation Index Mar 2025 **2.0** — 0% % change is from February 2025

Community with greatest decrease in deprivation score Mar 2025 **Te Pahu** ▽ 1.84% % change is from March 2024

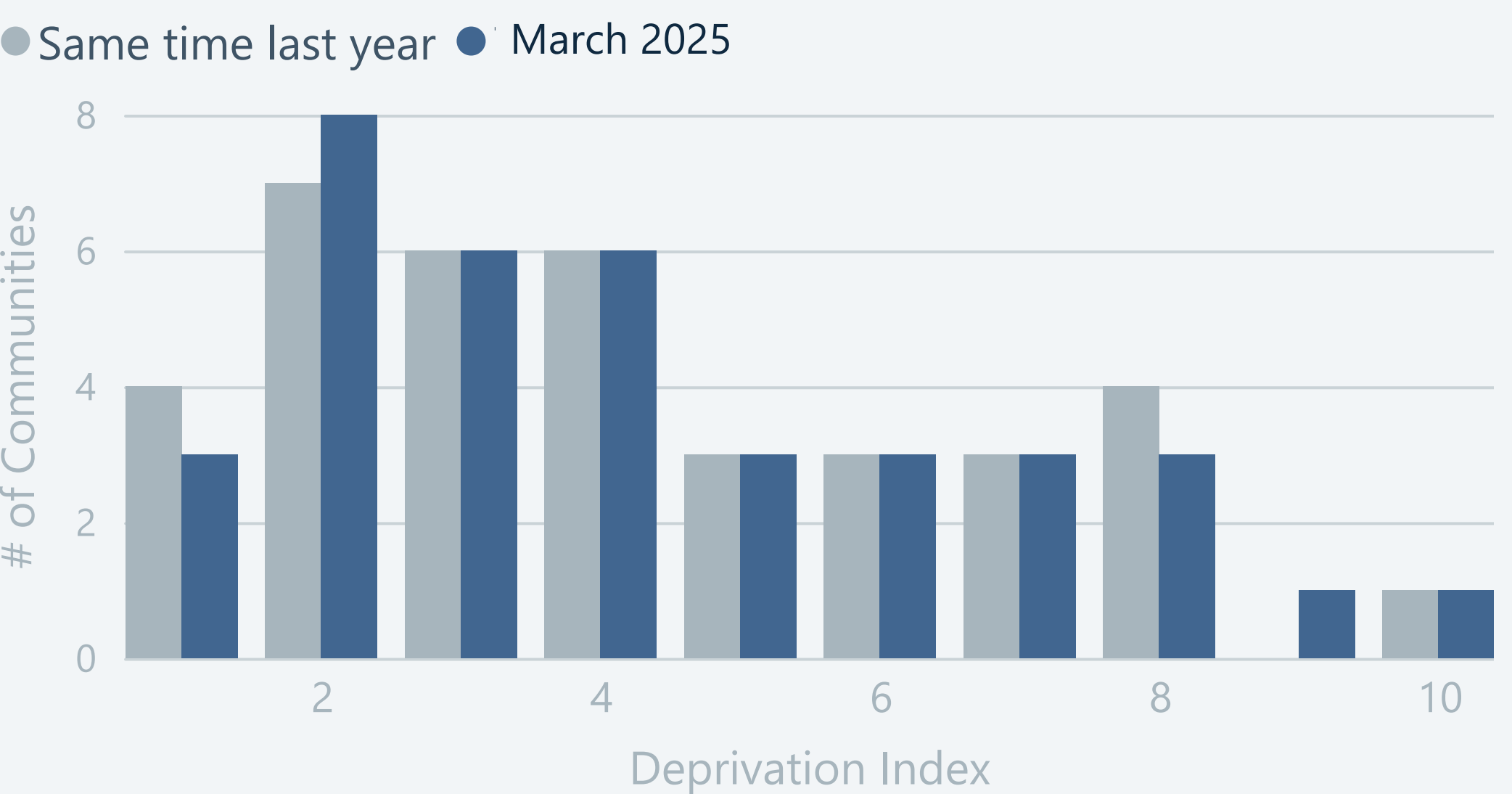
Community with greatest increase in deprivation score Mar 2025 **Pokuru** ▲ 1.85% % change is from March 2024

Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Waipa District has seen no change, and is 2 as of March 2025. The deprivation index is 63.6% below the national median index of 5.5.

Distribution of Deprivation Index



In Waipa District, 13.5% of the population live in highly deprived communities (deprivation index 8-10), whereas 45.9% live in high socio-economic performing communities (deprivation index 1-3).

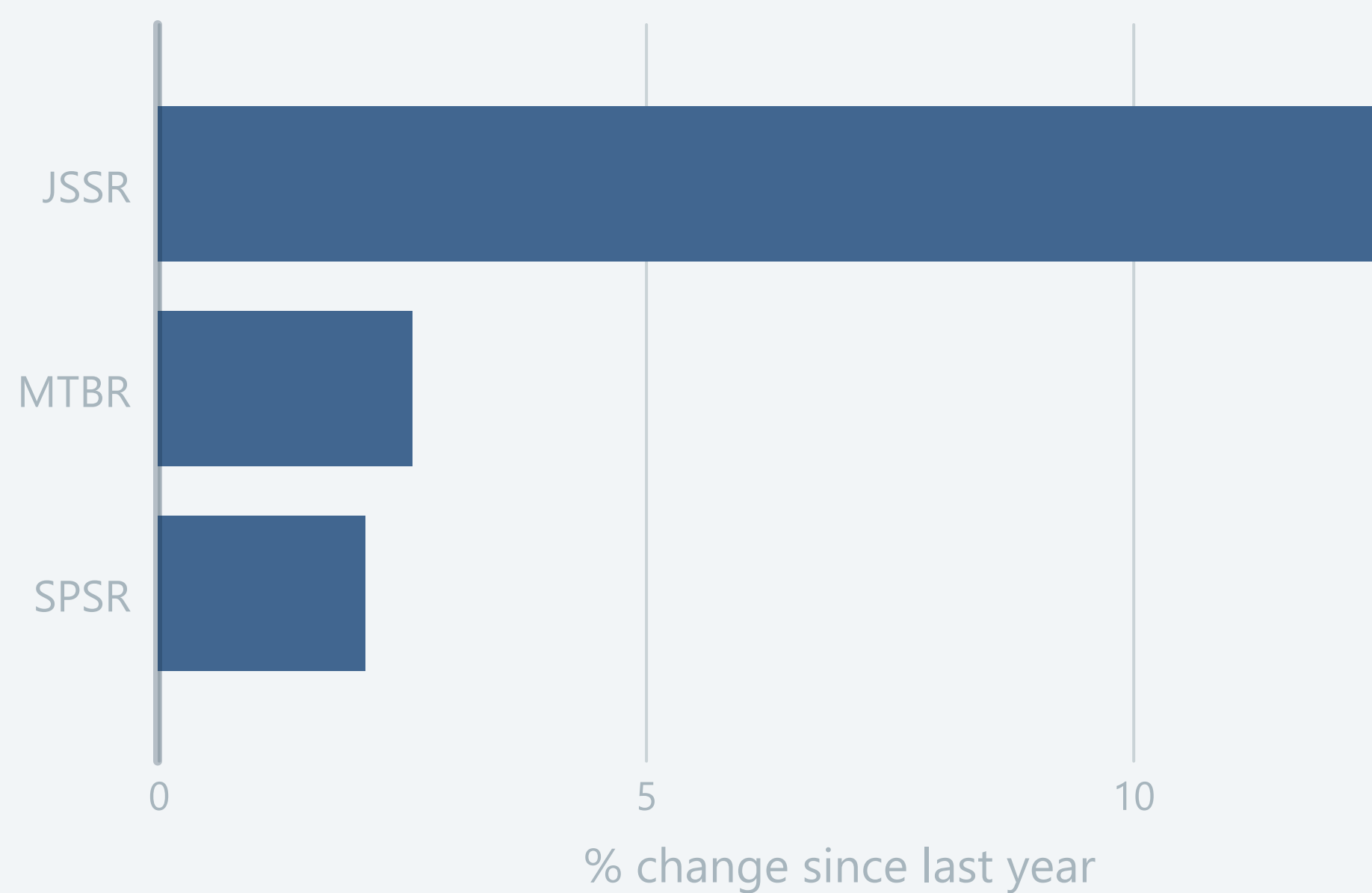
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Pokuru	▲ 1.85	952.93
Te Pahu	▽ 1.84	907.42
Pukerimu	▲ 1.83	932.26
Cambridge Central	▽ 1.82	1,022.19
Lake Cameron	▲ 1.79	914.61

The community with the greatest change in deprivation score since the same time last year was Pokuru, with a 1.9% 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 12.48% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

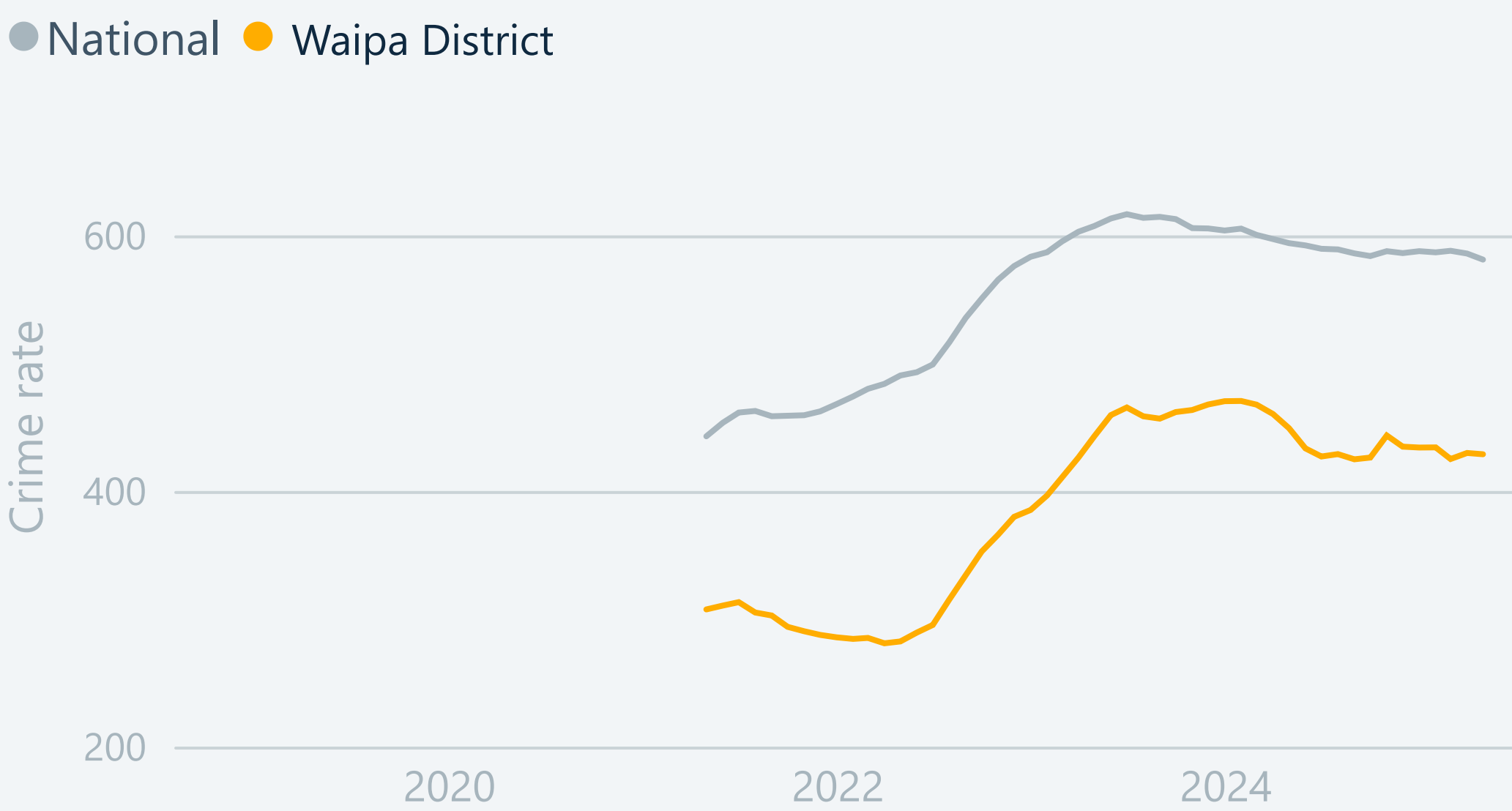
Key Pillar Changes

Crime rate May 2025 **428.8** ▽ 1.24% % change is from February 2025

Crime type with the greatest change in crime rate May 2025 **Robbery, Extortion and Related Offences** ▲ 22.23% % change is from February 2025

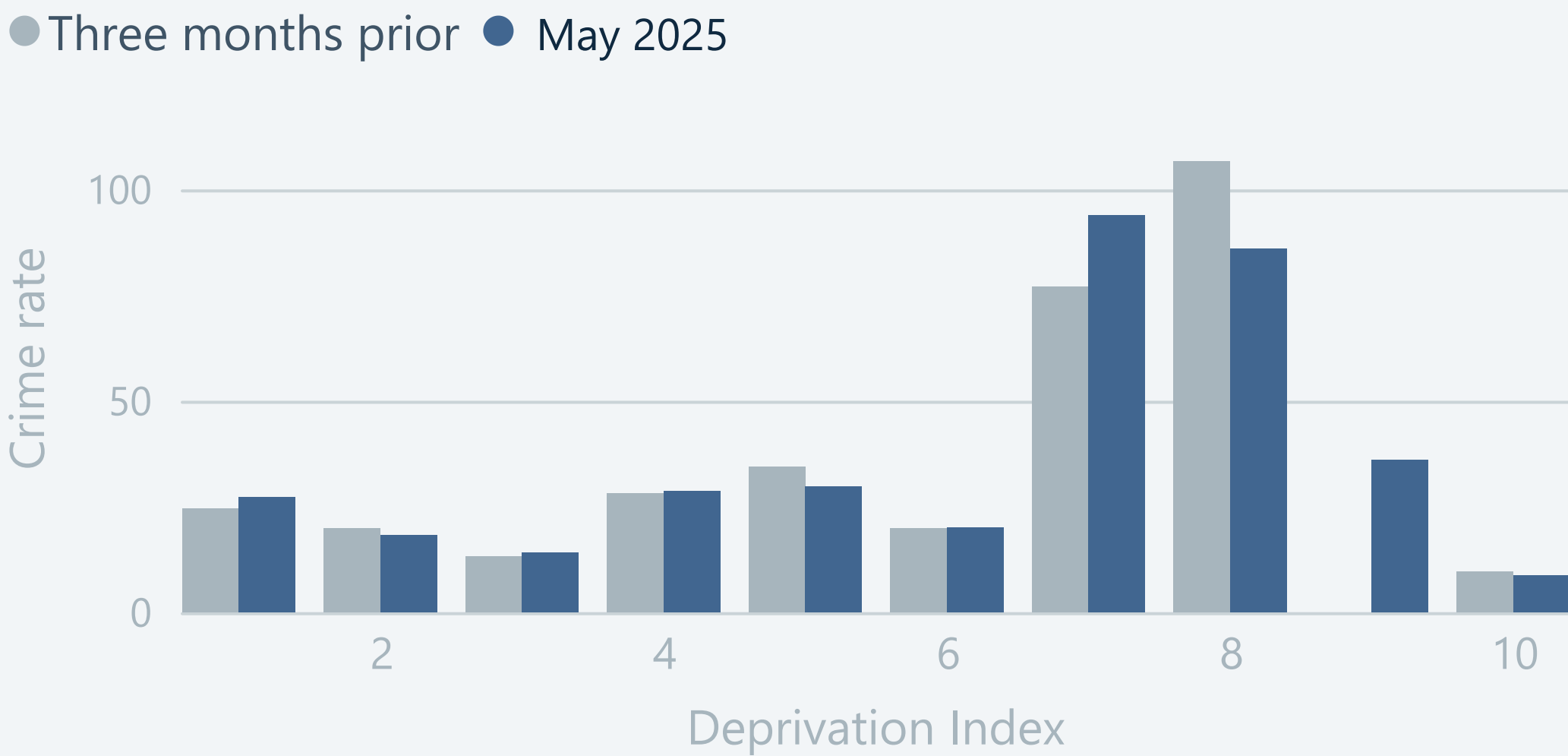
Community with greatest change in crime rate May 2025 **Tokanui** ▲ 78.39% % change is from February 2025

Comparison to National Crime Rate



Compared with the same time last year the crime rate in Waipa District has decreased by -4.5%, and is 428.8 as at May 2025. The crime rate is 26.2% below the national rate of 581.1.

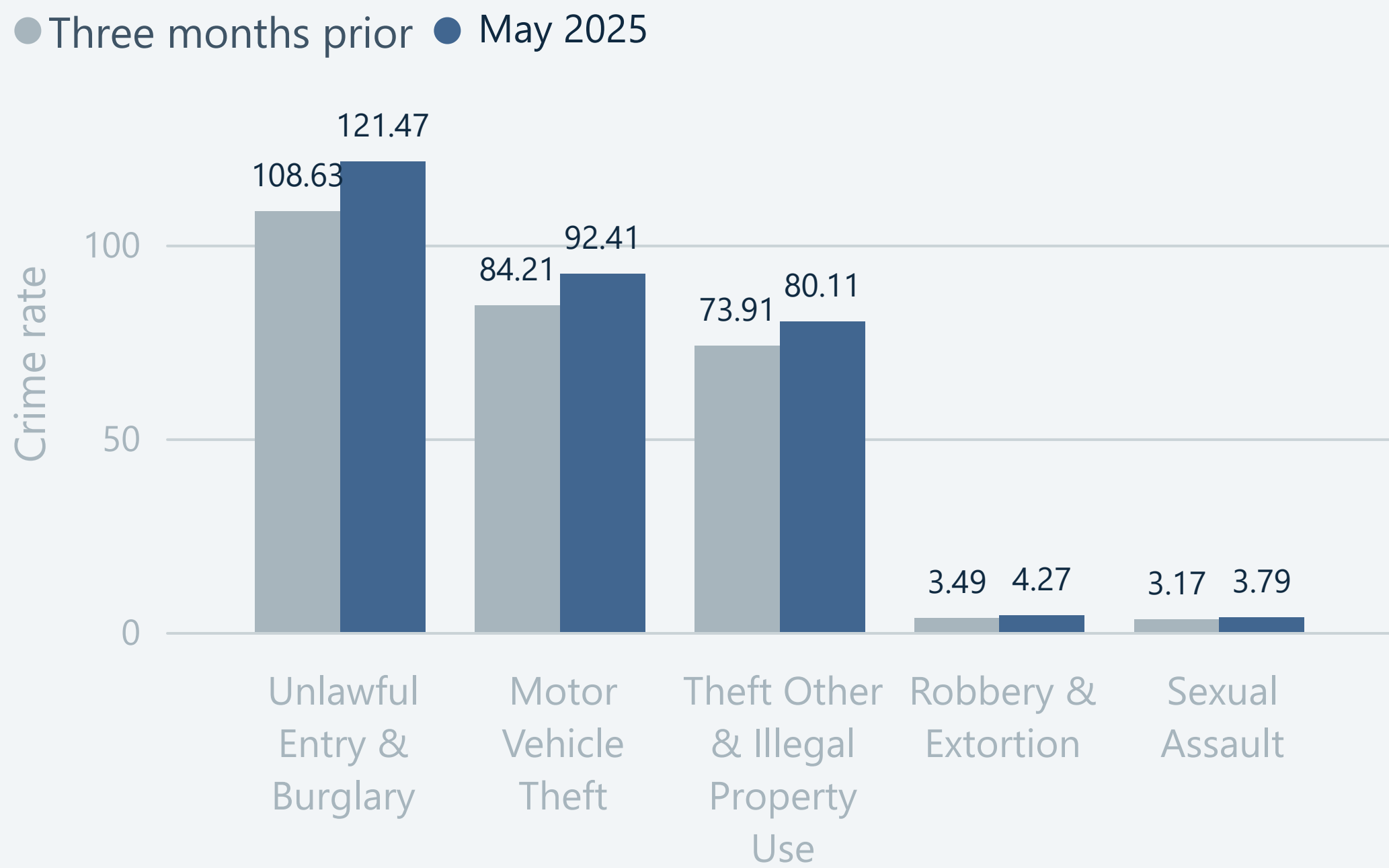
Crime Rate by Deprivation Index



In Waipa District, communities with a deprivation index of 7 have the highest crime rate. The crime rate in these communities is 10.7 times higher than those with a deprivation index of 10, the group with the lowest crime rate. Communities with a deprivation index of 7 have seen the greatest change in their crime rate over the last 3 months, with an increase of 21.8%.

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 Waipa District, the most prevalent type of crime in May 2025 was 'Unlawful Entry/Burglary/Breaking & Entering'. The type of crime that had the greatest change in the last 3 months was 'Robbery, Extortion and Related Offences', with an increase of 22.2%.

Communities with Greatest Change

Community	% Change	Crime rate
Tokanui	▲ 78.39	187.9
Pirongia	▲ 52.76	178.3
Hautapu Rural	▲ 22.28	185.6
Fraser Street	▽ 21.81	238.1
Te Rahu	▽ 20.75	91.5

Tokanui saw the greatest change in crime rate over the last 3 months in Waipa District, with an increase of 78.4%.

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