

Quarterly Report

Waipa District

Summary

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

Crime Rate

430

▼ -0.41%

As of Dec 2025, the crime rate in Waipa District is 430.5, decreasing by 0.41% since Nov 2025.

Deprivation Score

954

— No Change

As of Sept 2025, the deprivation score in Waipa District is 954.3, which has not changed since Aug 2025.

Job Seeker Support

4.4%

▼ -0.14%

As of Sept 2025, the percentage of claimants receiving job seeker support in Waipa District is 4.4%, which has decreased by 0.14% since Aug 2025.

Median Rent Price

\$595

▼ -0.56%

As of Oct 2025, the median rent price in Waipa District is \$595, which has decreased by 0.56% since Sept 2025.

Median Sale Price

\$800K

▲ 1%

As of Dec 2025, the median sale price in Waipa District is \$800K, which has increased by 1% since Nov 2025.

New Business Registrations

38

▼ -40%

As of Dec 2025, the number new business registrations in Waipa District is 38. This has decreased by 40% since Nov 2025.

Total in-store spend

\$99.5M

▲ 12%

The total in-store spend in Waipa District for Dec 2025 is \$99.5M. This has increased by 12% since Nov 2025.

Total domestic tourist in-store spend

\$7.27M

▲ 15%

The total in-store spend in Waipa District by domestic tourists for Dec 2025 is \$7.27M. This has increased by 15% since Nov 2025.

Total international tourist in-store spend

\$2.2M

▲ 54%

The total in-store spend in Waipa District by international tourists for Dec 2025 is \$2.2M. This has increased by 54% since Nov 2025.



Economy

Key pillar changes

Total in-store spend

\$99.5M

▲ 12%

The total in-store spend in Waipa District for Dec 2025 is \$99.5M. This has increased by 12% since Nov 2025.

Total domestic tourist in-store spend

\$7.27M

▲ 15%

The total in-store spend in Waipa District by domestic tourists for Dec 2025 is \$7.27M. This has increased by 15% since Nov 2025.

Total international tourist in-store spend

\$2.2M

▲ 54%

The total in-store spend in Waipa District by international tourists for Dec 2025 is \$2.2M. This has increased by 54% since Nov 2025.

New Business Registrations

38

▼ -40%

As of Dec 2025, the number new business registrations in Waipa District is 38. This has decreased by 40% since Nov 2025.

Business Deregistrations

101

▲ 71%

As of Dec 2025, the number new business deregistrations in Waipa District is 101. This has increased by 71% since Nov 2025.

Businesses Currently Registered

10.3K

▼ -0.61%

As of Dec 2025, the number of businesses currently registered in Waipa District is 10272. This has decreased by 0.61% since Nov 2025.

Total in-store spend over time



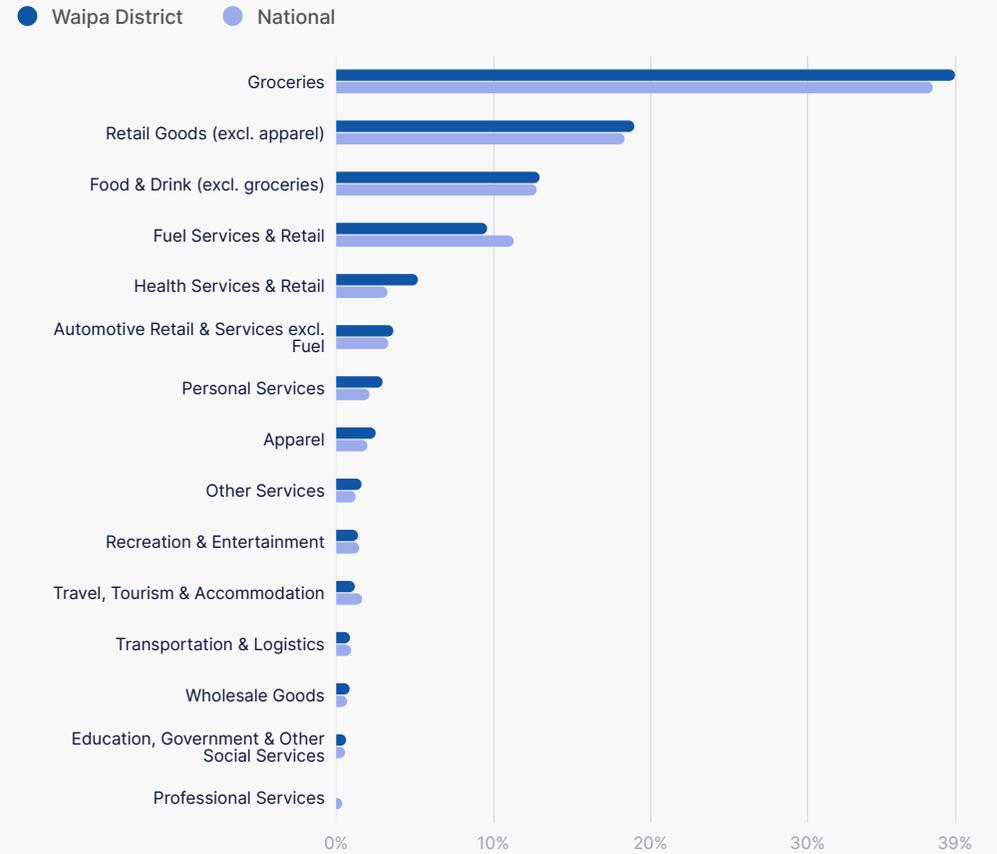
In Dec 2025, \$99.5M was spent in Waipa District from all spenders. This has increased by 12% since Nov 2025.

Categories with the greatest spend

Category	\$ Amount ↓	% Change
Groceries	\$39.2M	▲ 18%
Retail Goods (excl. apparel)	\$18.9M	▲ 19%
Food & Drink (excl. groceries)	\$12.9M	▲ 5.3%
Fuel Services & Retail	\$9.55M	▲ 6%
Health Services & Retail	\$5.17M	▲ 4.3%

The largest spend category in Waipa District in Dec 2025 was Groceries, with a total of \$39.2M. This is 18% higher than Nov 2025.

All spend by industry (local, domestic, international)



In Waipa District, people across all spender types (local, domestic, and international) had spent the most on Groceries as of Dec 2025, making up 39% of all spend. Nationally, Groceries made up 38% of total spend across all spender types.

Tourism spend over time



In Dec 2025, \$9.47M was spent by tourists in Waipa District from domestic and international visitors. Domestic tourism contributed to \$7.27M of this spend and has increased by 15% since Nov 2025, while international tourism contributed \$2.2M and has increased by 54% over the same period.

Spend by origin

Origin	\$ Amount ↓	% Change
All origins	\$99.5M	▲ 12%
All local spenders	\$85.8M	▲ 10%
All domestic tourists	\$7.27M	▲ 15%
All international tourists	\$2.2M	▲ 54%

In Dec 2025, Local spenders contributed \$85.8M to the total in-store spending in Waipa District. This has increased by 10% since Nov 2025.

Visiting regions with the greatest spend

Visiting Region	\$ Amount ↓	% Change
Auckland	\$1.7M	▲ 25%
Waikato District	\$581K	▲ 43%
Tauranga City	\$579K	▼ -5.5%
South Waikato District	\$376K	▼ -9%
Waitomo District	\$285K	▲ 24%

The largest spend from domestic tourists visiting Waipa District came from Auckland, with tourists spending \$1.7M. This is 25% higher than Nov 2025.

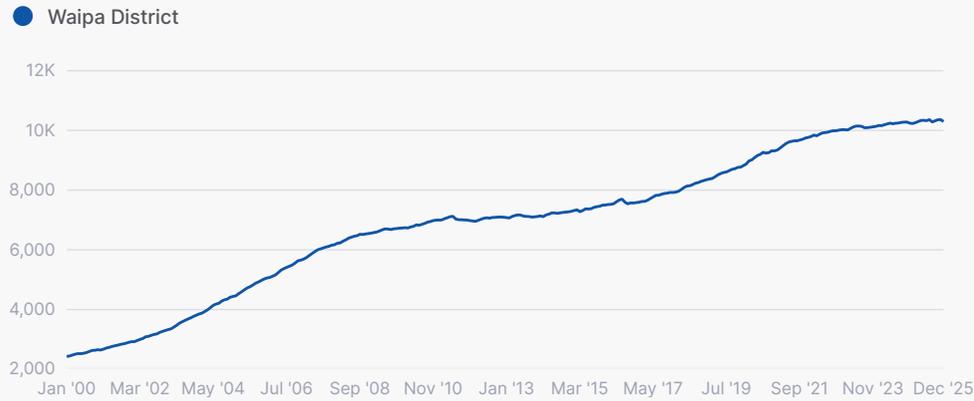
Visiting countries with the greatest spend

Visiting Country	\$ Amount ↓	% Change
Australia	\$964K	▲ 69%
UK	\$398K	▲ 105%
USA	\$356K	▲ 38%
Rest of Europe	\$180K	▲ 2.1%
Rest of Asia	\$113K	▲ 114%

The largest spend from international tourists visiting Waipa District came from Australia, with tourists spending \$964K. This is 69% higher than Nov 2025.

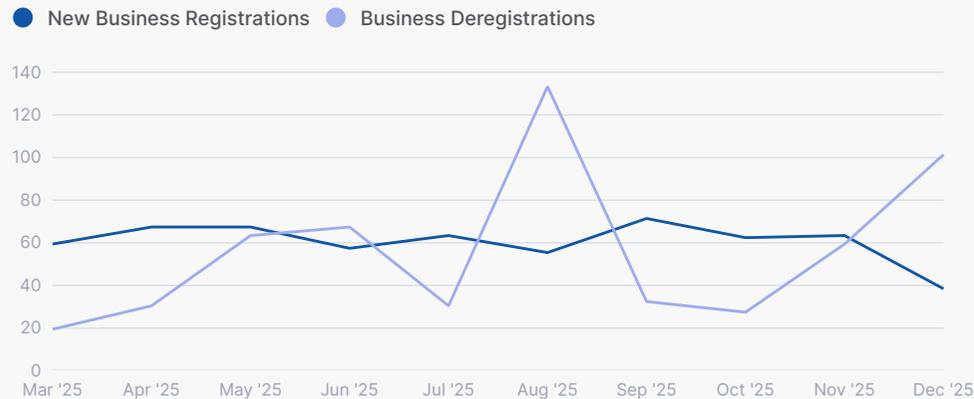
i Note that some portion of total spend comes from cardholders without known addresses and therefore is not assigned to any of the three main spending groups.

Total number of businesses registered to date



As of Dec 2025, there were 10.3K registered businesses in Waipa District, This is 101% higher than the national median. Over the last 12 months, the number of registered businesses in Waipa District has increased by 0.53%.

Business openings and closings in the last year



In Waipa District, there were 38 new business registrations, decreasing by 40% since Nov 2025. There were also 101 business deregistrations, increasing by 71% over the same period.

Distribution of registered businesses by industry



Rental, Hiring and Real Estate Services is the largest industry operating in Waipa District, with 19% 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

62.2K

▲ 1%

As of Jun 2025, the total population in Waipa District is 62,180, which has increased by 1% since Jun 2024.

Age group with the highest population

10-14

▼ -0.44%

As of Jun 2025, the age group with the highest population in Waipa District is 10-14, making up 7.1% of the population. This has decreased by 0.44% since Jun 2024.

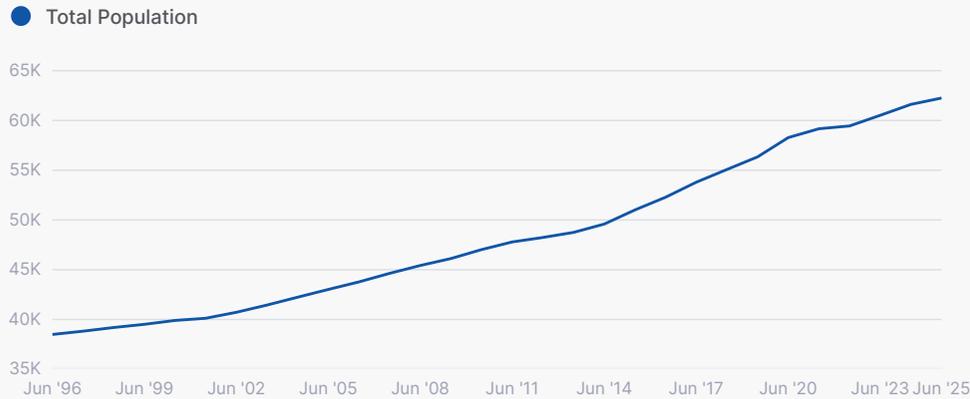
Ethnic group with the greatest change in population

MELAA

▲ 50%

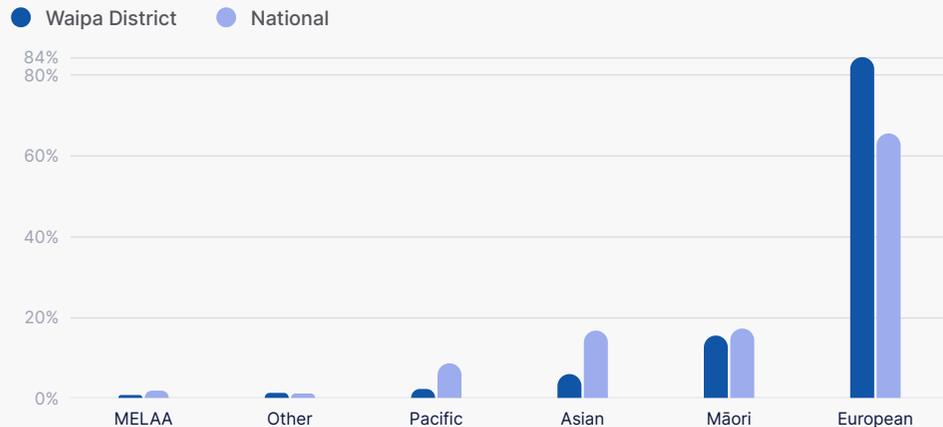
As of Mar 2023, the ethnic group with the greatest change in population in Waipa District is MELAA, making up 0.72% of the population. This has increased by 50% since Mar 2018.

Estimated population



The estimated population of Waipa District as of Jun 2025 is 62,180. This has increased by 640 people since Jun 2024.

Ethnic distribution



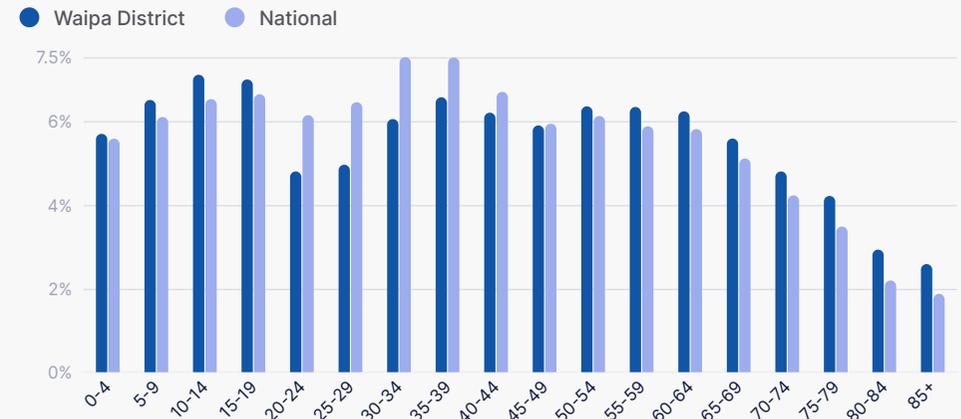
As of Mar 2023, the largest ethnic group in Waipa District is European, making up 84% of the population. This is 19% higher than the national distribution. The ethnic group that has had the greatest change since Mar 2018 is MELAA, which has increased by 50%.

Estimated population by community

Community	Amount	% Change ↓
Hautapu	750	▲ 15%
Cambridge Park-River Garden	1,650	▲ 3.1%
Pokuru	1,751	▲ 2.9%
St Leger	792	▲ 2.7%
Kihikihi Central	3,090	▲ 2.7%

As of Jun 2025, the community with the highest estimated population in Waipa District is Cambridge North, making up 3,180 of the population. This is 1.6% higher than Jun 2024.

Age distribution



As of Jun 2025, the largest age band in Waipa District is 10-14, making up 7.1% of the population. This is 0.58% higher than the national distribution. The age band that has had the greatest change since Jun 2024 is 85+, which has increased by 5.6%.

Employment

Key pillar changes

Median Household Income

\$115K

— No Change

As of Dec 2025, the median household income (adjusted for inflation) in Waipa District is \$115K, which is ranked 9 out of 66 available districts.

Job Seeker Support

4.4%

▼ -0.14%

As of Sept 2025, the percentage of claimants receiving job seeker support in Waipa District is 4.4%, which has decreased by 0.14% since Aug 2025.

Means Tested Benefit

2.6%

▼ -0.14%

As of Sept 2025, the percentage of claimants receiving supported living payment or other main benefits in Waipa District is 2.6%, which has decreased by 0.14% since Aug 2025.

Sole Parent Support

1.9%

▼ -0.15%

As of Sept 2025, the percentage of claimants receiving sole parent support in Waipa District is 1.9%, which has decreased by 0.15% since Aug 2025.

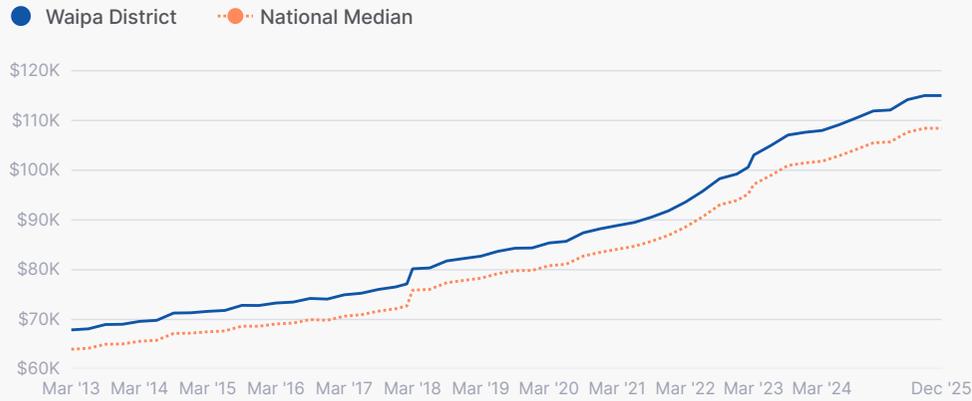
Employment Rate

97%

▲ 1.6%

As of Mar 2023, Waipa District has an employment rate of 97% and is ranked 15 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 Waipa District is \$115K. This is 6.1% higher than the national median of \$108K.

Job seeker support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	10%	▼ -0.12%
Pacific Peoples	4.7%	▼ -0.49%
European	3.1%	▼ -0.16%
Other	1.8%	▼ -0.17%

In Sept 2025, the Māori ethnic group had the highest proportion of job seeker support claimants in Waipa District, at 10%.

Sole parent support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	5.6%	▼ -0.12%
Pacific Peoples	3.6%	▼ -0.48%
European	1.2%	▼ -0.16%
Other	0.72%	▼ -0.18%

In Sept 2025, the Māori ethnic group had the highest proportion of sole parent support claimants in Waipa District, at 5.6%.

Means tested benefit claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	3.4%	▼ -0.12%
Other	2.9%	▼ -0.17%
European	2%	▼ -0.16%
Pacific Peoples	1.2%	▼ -0.49%

In Sept 2025, the Māori ethnic group had the highest proportion of means tested benefit claimants in Waipa District, at 3.4%.

Housing

Key pillar changes

Median Sale Price

\$800K

▲ 1%

As of Dec 2025, the median sale price in Waipa District is \$800K, which has increased by 1% since Nov 2025.

Median Rent Price

\$595

▼ -0.56%

As of Oct 2025, the median rent price in Waipa District is \$595, which has decreased by 0.56% since Sept 2025.

Years to Save for Deposit

9.5 yrs

▲ 1%

As of Dec 2025, the number of years to save for a deposit in Waipa District is 9.5, which has increased by 1% since Nov 2025.

Purchasing affordability (% of income spent on mortgage)

32%

▲ 1%

As of Dec 2025, the purchasing affordability in Waipa District is 32%, which has increased by 1% since Nov 2025.

Rental affordability (% of income spent on rent)

27%

— No Change

As of Dec 2025, the rental affordability in Waipa District is 27%, which has not changed since Nov 2025.

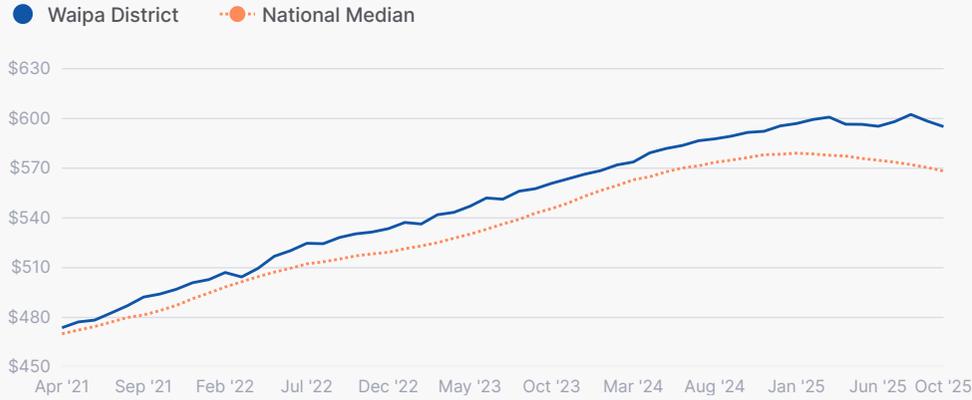
Home ownership rate (% of individuals who own their home)

48%

▲ 7.4%

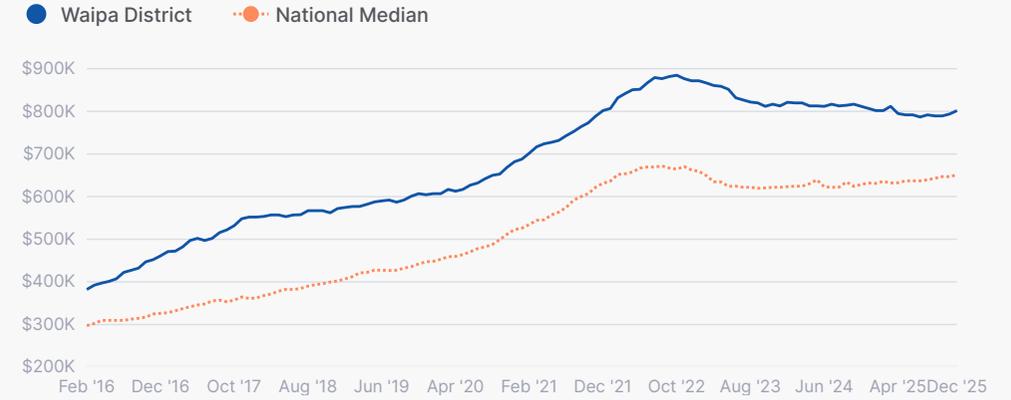
As of Mar 2023, the home ownership rate in Waipa District is 48%, which has increased by 7.4% since Mar 2018.

Median rent prices over time



As of Oct 2025, the median rent price in Waipa District was \$595. This is 0.6% higher than the same time last year when it was \$591. Compared to the national median, the median rent price in Waipa District is 4.7% higher than the national median of \$568.

Median sale prices over time



As of Dec 2025, the median sale price in Waipa District was \$800K. This is 0.62% lower than the same time last year when it was \$805K. Compared to the national median, the median sale price in Waipa District is 23% higher than the national median of \$649K.

Rental affordability by community

Community	% Amount ↓	% Change
Cambridge Central	47%	— No Change
Leamington West	39%	— No Change
Goodfellow Park	37%	— No Change
Te Awamutu Central	37%	— No Change
Sherwin Park	35%	— No Change

Cambridge Central was the least affordable place to rent, with rents taking up 47% of income as of Dec 2025. Rotongata was the most affordable, with rents taking up 14% of income.

Education

Key pillar changes

School with the greatest change in NCEA level 3 pass rates

Cambridge High School

▲ 22%

Cambridge High School students in Waipa District had the greatest change in NCEA Level 3 pass rate, increasing by 22% since Jan 2023.

Ethnicity with the greatest change in NCEA level 3 pass rates

Male

▲ 19%

Male students in Waipa District had the greatest change in NCEA Level 3 pass rate, increasing by 19% since Jan 2023.

Secondary school students leaving with no NCEA qualification

12%

▼ -3.9%

12% of all students in Waipa District left school with no NCEA qualification, decreasing by 3.9% since Jan 2023.

Secondary school retention rate

81%

▲ 8.6%

As of Jan 2024, the secondary school retention rate in Waipa District is 80.9, which has increased by 8.6% since Jan 2023.

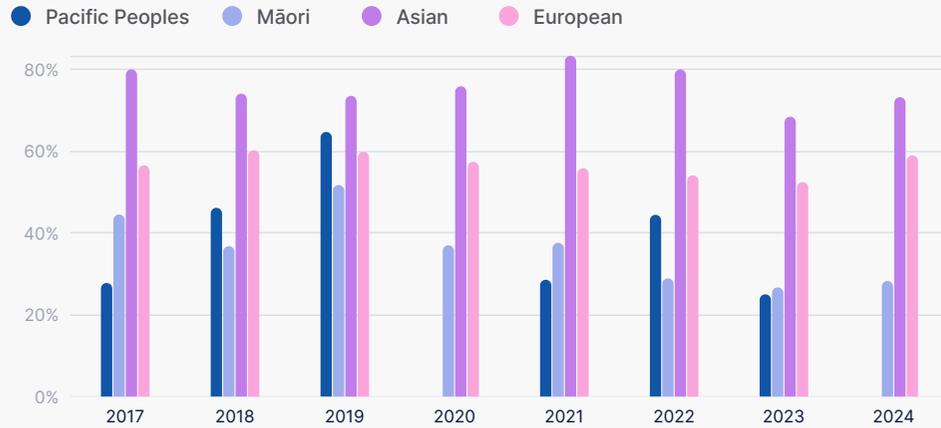
Ethnicity with the greatest change in secondary school retention

Asian

▲ 12%

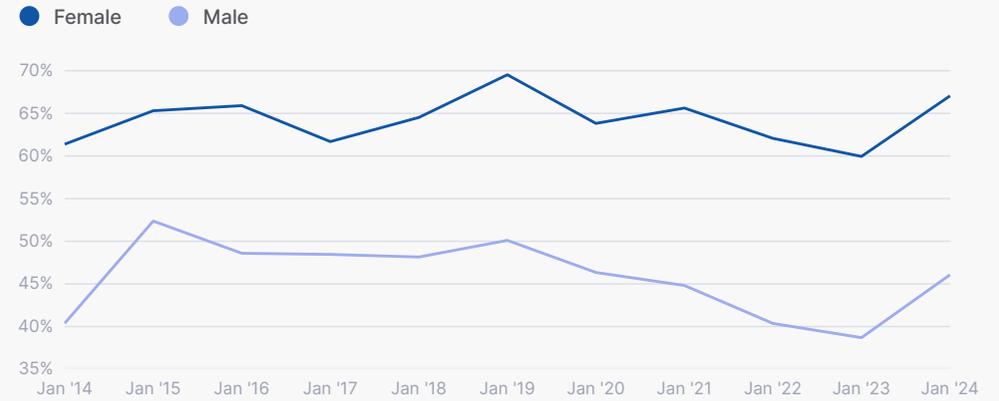
The ethnicity with the greatest change in secondary school retention is Asian, which has increased by 12% since Jan 2023.

School leavers with NCEA level 3 by ethnicity



In Jan 2024, Asian students in Waipa District had the greatest proportion of students leaving with NCEA Level 3. European have seen the greatest change in NCEA Level 3 pass rates since Jan 2024, increasing by 12% to 59%.

School leavers with NCEA level 3 by gender



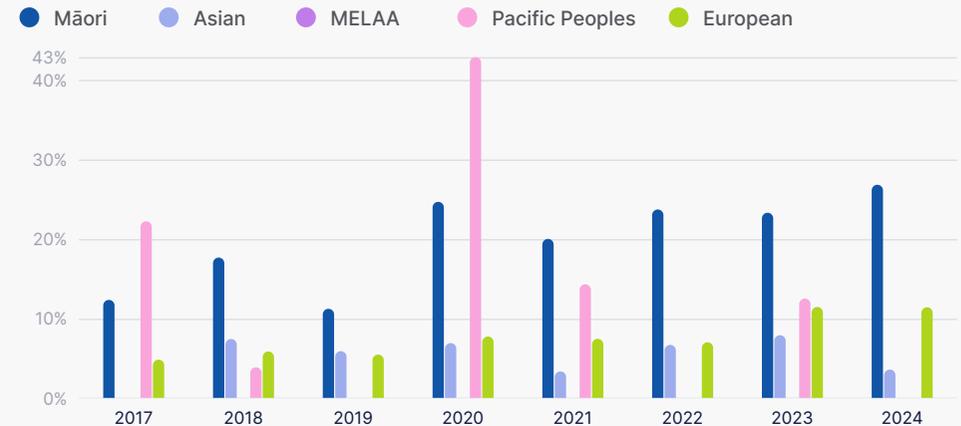
As of Jan 2024, the percentage of female students leaving with NCEA Level 3 in Waipa District was 67%. This is higher than the 46% pass rate for male students. Compared to Jan 2023, the pass rates have increased for female students and increased for male students.

Schools with greatest change in NCEA level 3 pass rate

Pass Rate	% Amount	% Change ↓
Cambridge High School	63%	▲ 22%
St Peter's School (Cambridge)	89%	▲ 21%
Te Awamutu College	34%	▲ 7.7%
Te Wharekura o Nga Purapura o Te Aroha	20%	NA

The NCEA Level 3 pass rate of Cambridge High School has increased by 22%, 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 Waipa 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, decreasing by 100% to 0%.

School retention by gender over time



As of Jan 2024, the percentage of female students retention in Waipa District was 88%. This is higher than the 73% 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



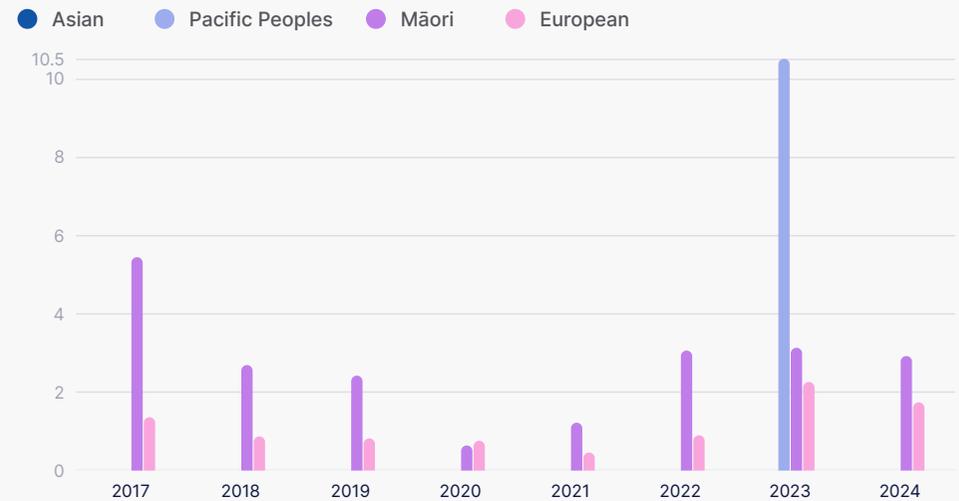
In Jan 2024, Asian students in Waipa District had the greatest retention rate of 95%. Asian have seen the greatest change in retention, increasing by 12% since Jan 2024.

Schools with greatest change in retention

Retention Rate	% Amount	% Change ↓
St Peter's School (Cambridge)	98%	▲ 13%
Cambridge High School	86%	▲ 11%
Te Wharekura o Nga Purapura o Te Aroha	80%	▲ 6.7%
Te Awamutu College	66%	▲ 5.1%

The secondary school retention rate of St Peter's School (Cambridge) has increased by 13%, 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 Waipa District had the greatest exclusion rate of 2.9 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

954

— No Change

As of Sept 2025, the deprivation score in Waipa District is 954.3, which has not changed since Aug 2025.

Community with greatest decrease in deprivation score

St Leger

▼ -0.03%

The community with the greatest decrease in deprivation score is St Leger, which has decreased by 0.03% since Aug 2025.

Community with greatest increase in deprivation score

Te Awamutu West

▲ 0.04%

The community with the greatest increase in deprivation score is Te Awamutu West, which has increased by 0.04% since Aug 2025.

Comparison to National Deprivation Score



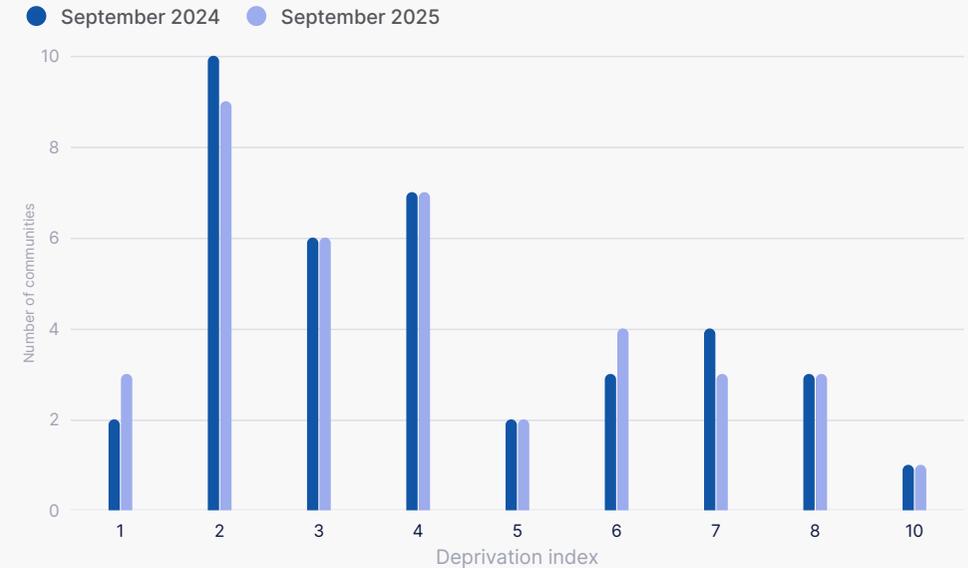
As of Sept 2025, the deprivation score of Waipa District is 954.3. This is 0.07% lower than the score of 955 at the same time last year Sept 2024. The deprivation score is 2.8% lower than the national median score of 981.6.

Communities with the greatest change in deprivation score

Depr. Score	Amount	% Change ↓
Te Awamutu West	998	▲ 0.04%
St Leger	910	▼ -0.03%
Tokenui	1,176	▲ 0.03%
Goodfellow Park	1,065	▲ 0.02%
Rotongata	996	▲ 0.02%

The deprivation score of Te Awamutu West has increased by 0.04%, representing the greatest change in Sept 2025 compared to Aug 2025.

Distribution of Deprivation Index



As of Sept 2025, 11% of Waipa District's population live in highly deprived communities (deprivation index 8-10), whereas 47% live in high socio-economic performing communities (deprivation index 1-3).

Crime

Key pillar changes

Crime Rate

430

▼ -0.41%

As of Dec 2025, the crime rate in Waipa District is 430.5, decreasing by 0.41% since Nov 2025.

Community with the highest crime rate

Te Awamutu Central

▼ -1.2%

The community with the highest crime rate is Te Awamutu Central, decreasing by 1.2% since Nov 2025.

Community with the lowest crime rate

Oaklands-St Kilda

▼ -15%

The community with the lowest crime rate is Oaklands-St Kilda, decreasing by 15% since Nov 2025.

Crime type with the greatest change in crime rate

Robbery and extortion

▲ 4.2%

The type of crime with the greatest change is Robbery and extortion, increasing by 4.2% since Nov 2025.

Community with the greatest change in crime rate

Tokanui

▲ 29%

The community with the greatest change is Tokanui, increasing by 29% since Nov 2025.

Comparison to National Crime Rate



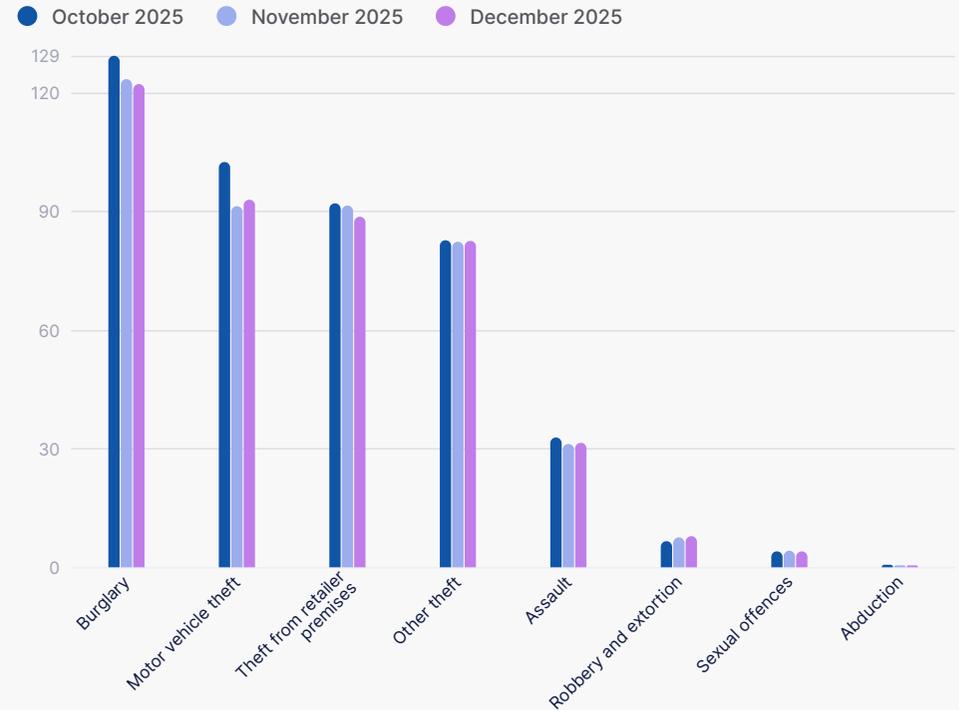
As of Dec 2025, the crime rate in Waipa District is 430.5. This is 4.6% lower than the crime rate at the same time last year. The crime rate is 23% lower than the national rate of 558.4.

Communities with greatest change

Crime Rate	Amount	% Change ↓
Tokenui	478	▲ 29%
Kaipaki	287	▲ 23%
Ngahinapouri	143	▼ -20%
Oaklands-St Kilda	83.6	▼ -15%
Pirongia	131	▼ -14%

The crime rate of Tokenui has increased by 29%, representing the greatest change in Dec 2025 compared to Nov 2025.

Crime types with the greatest change



Within Waipa District, the most prevalent crime type in Dec 2025 was Burglary, with a crime rate of 122.3. The type of crime that has seen the greatest change since Dec 2025 is Robbery and extortion, which has increased by 4.2%.

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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