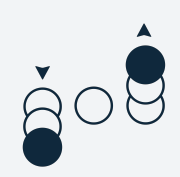


Quarterly Report

Waitomo District

Summary

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



New Business Registrations this month

▼ **2.0**

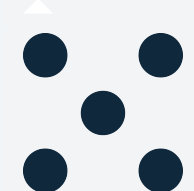
As of June 2025, Waitomo District saw 2.0 new business registrations, a decrease of 77.78% compared with March 2025.



Rental affordability (% of income spent on rent)

▼ **26.1%**

As of June 2025, residents of Waitomo District spent 26.1% of their household income on rent, a decrease of 0.13% compared with March 2025.



Gambling spend per capita

▼ **\$75**

As of September 2024, an average of \$75.0 was spent by individuals over 18 years in Waitomo District through electronic gaming machines, a decrease of 4.01% compared with June 2024.



Crime rate

▲ **478.4**

In May 2025, Waitomo District had a crime rate of 478.4 incidents per 10,000 people, an increase of 4.92% compared with February 2025.



Deprivation Index

— **10.0**

As of March 2025, the deprivation within Waitomo District is 10.0 and this is unchanged since February 2025.

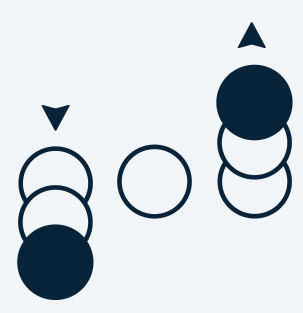


Job seeker support rate

▲ **8.1%**

In March 2025, 8.1% of the working population (15-64 years) in Waitomo District claimed Job Seeker Support, an increase of 15.07% compared with March 2024.

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



Economy

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

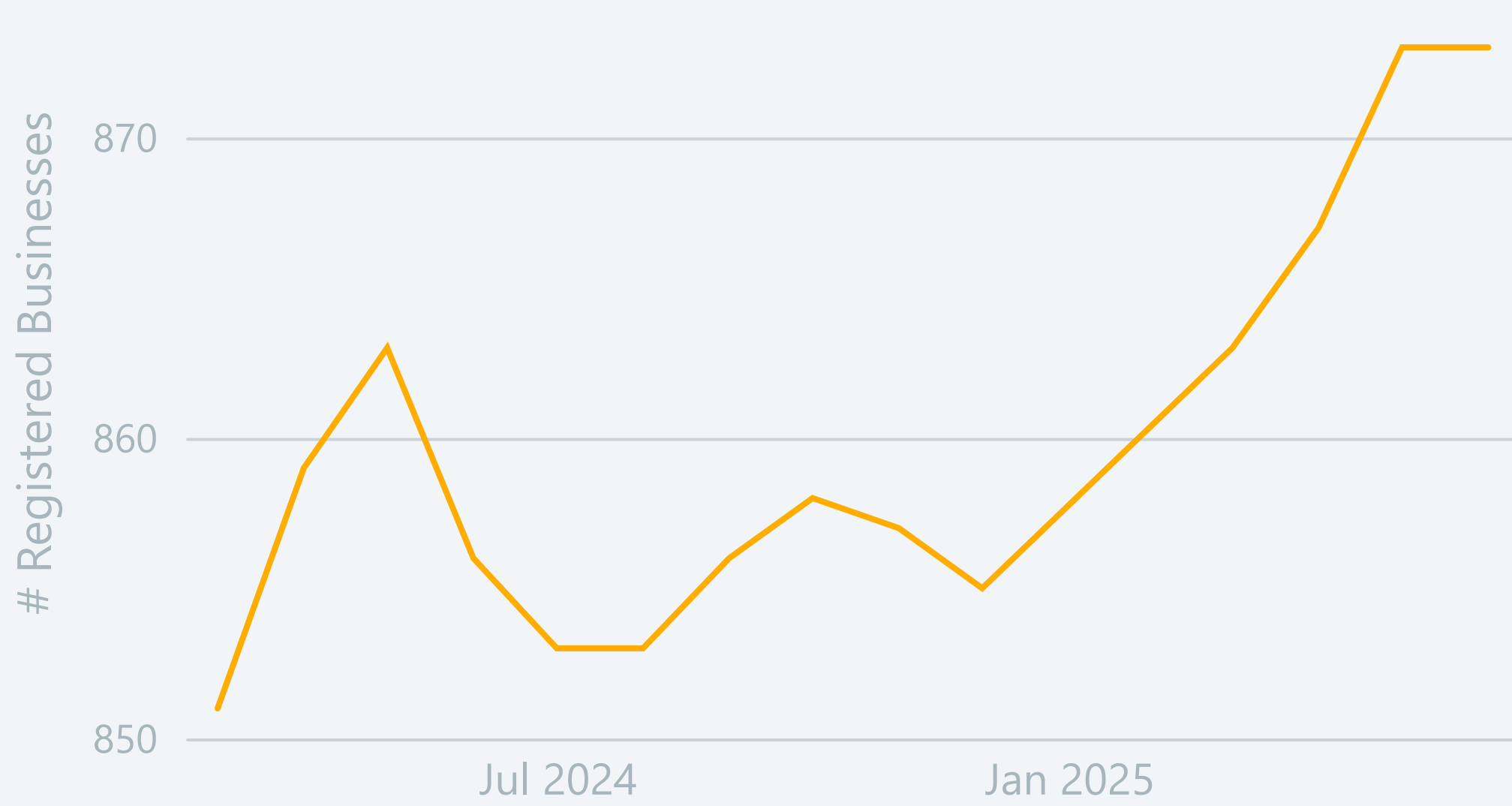
Key Pillar Changes

New Business Registrations this month Jun 2025 **2.0** ▼ 77.78% % change is from March 2025

Business Deregistrations this month Jun 2025 **2.0** ▲ 100% % change is from March 2025

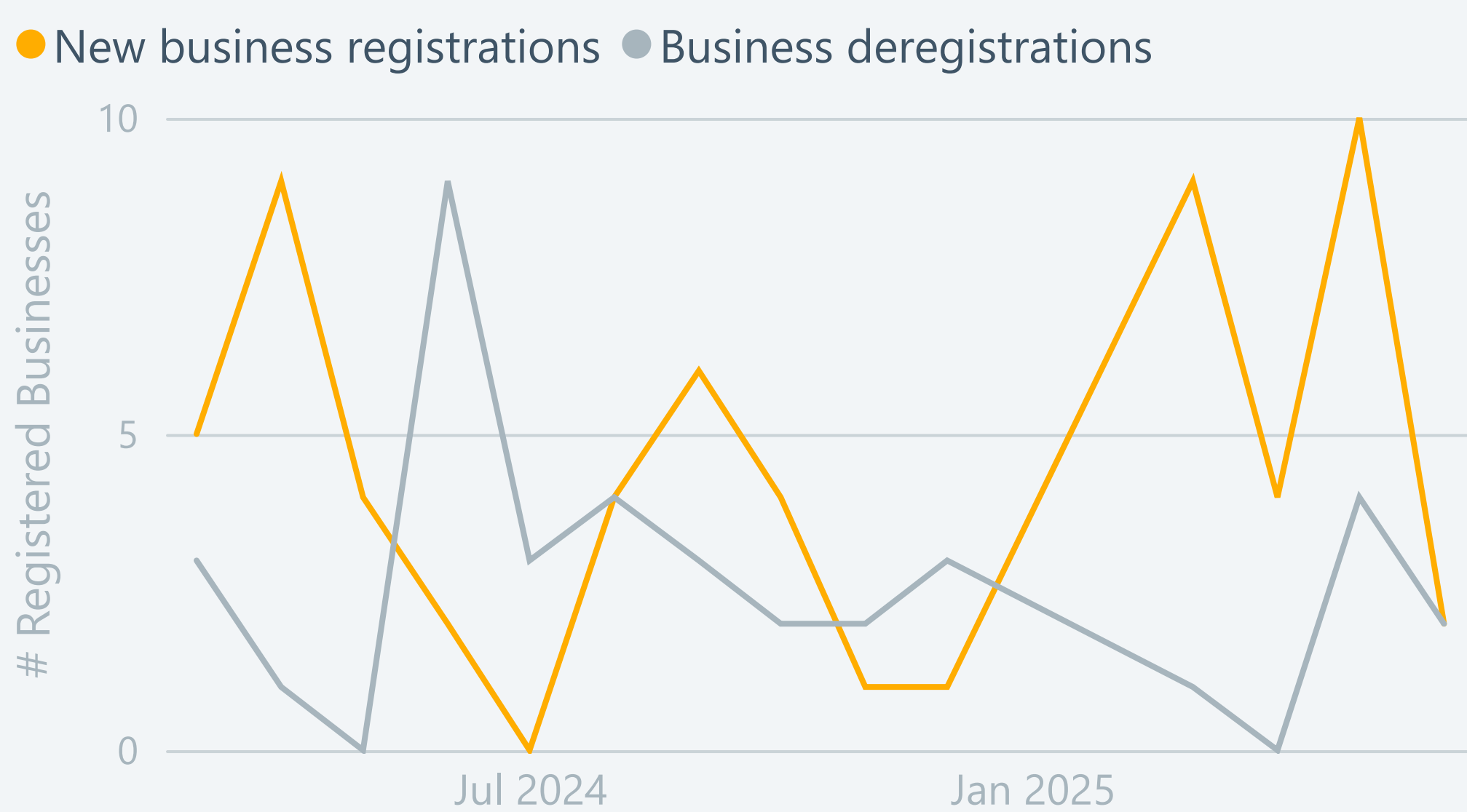
Total tourism spend this quarter May 2025 **\$12M** ▼ 24.92% % change is from February 2025

Total number of businesses registered to date



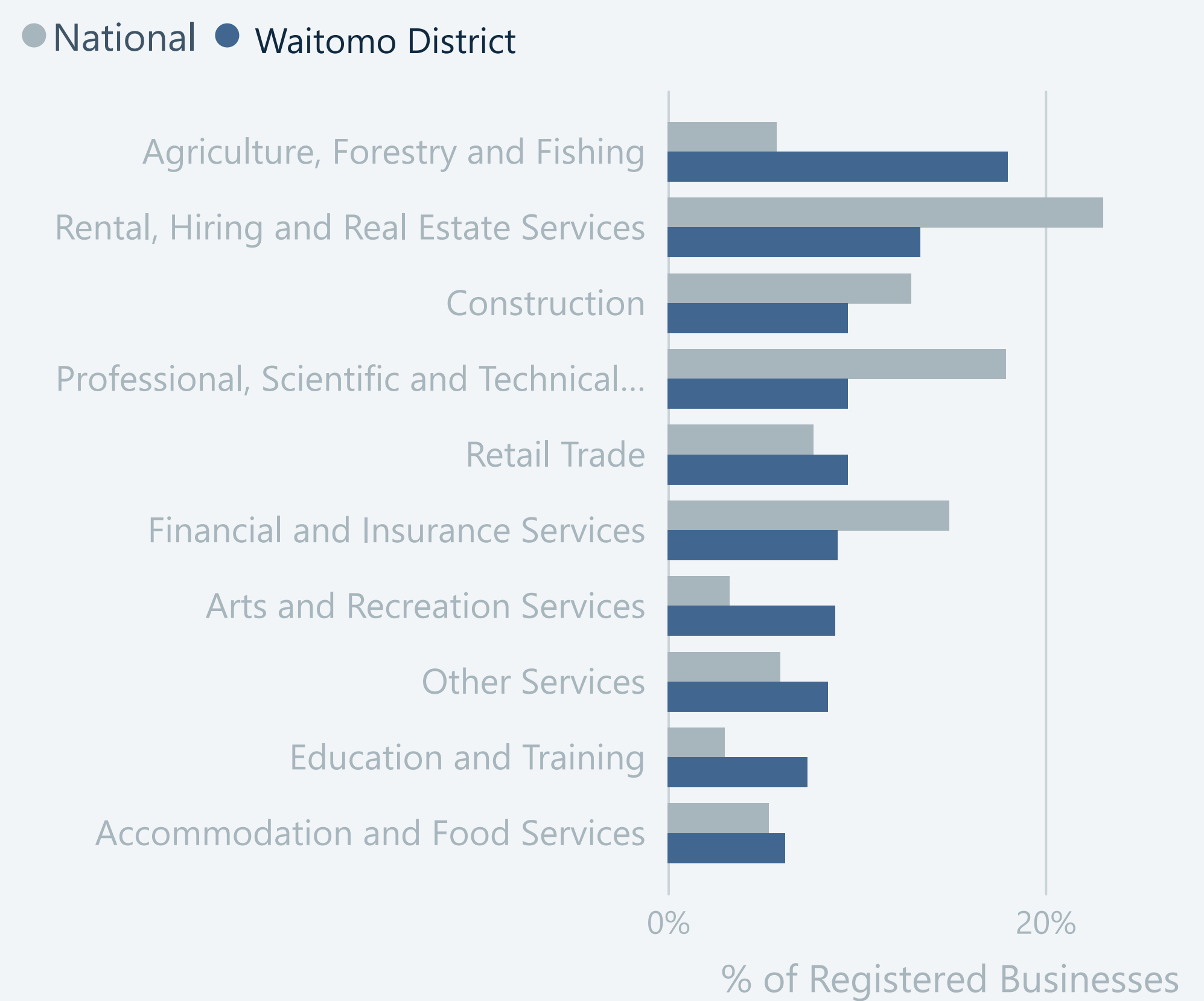
As of June 2025 there were 873 registered businesses in Waitomo District. Over the last 12 months the number of registered businesses has increased by 17. Nationally, the number of registered businesses has increased by 0.14%.

Business openings and closings in the last year

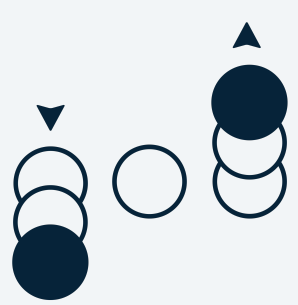


Comparing June 2025 with June 2024 Waitomo District has seen no change in the number of new business registrations and a decrease in the number of business deregistrations of 77.8%.

Distribution of registered businesses by industry

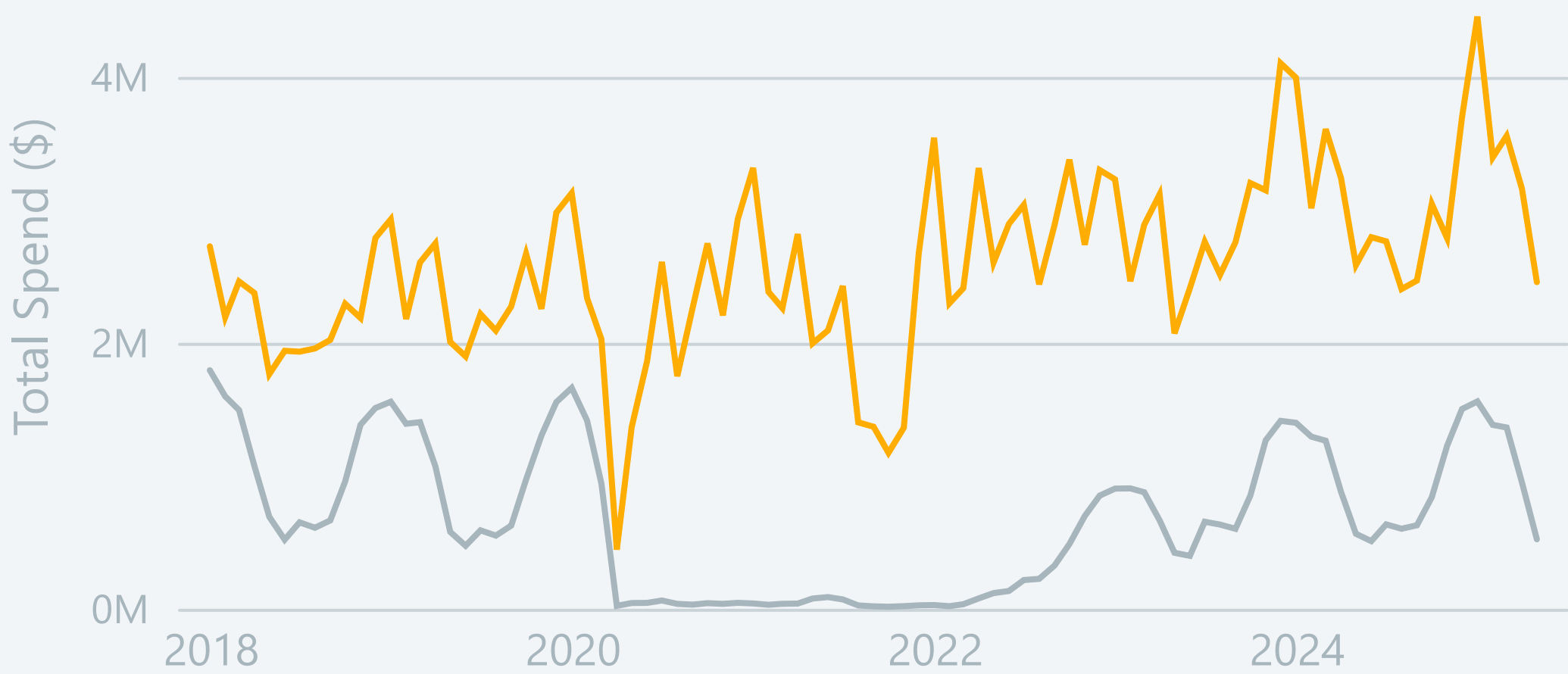


Agriculture, Forestry and Fishing is the largest industry operating in Waitomo District and makes up 15.6% of all currently registered businesses.



Tourism spend this quarter

● Domestic tourism ● International tourism



In May 2025, \$3M was spent in Waitomo District from domestic and international visitors to the district. Domestic tourism made up 82.5% of total tourism spend, and has decreased by 4.97% since the same time last year, whereas international tourism has decreased by 7.36% in the same time period.

Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Manawatu-Wanganui	▼ \$162K	\$1.1M
Auckland	▲ \$141K	\$1.9M
Waikato	▼ \$172K	\$2.6M
Taranaki	▲ \$82K	\$2M
Bay of Plenty	▼ \$133K	\$552K

This quarter, the largest spend from domestic tourists visiting Waitomo District came from the Waikato region, with tourists spending \$2.6M. This represents a decrease of \$172K since the same quarter last year.

Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Gisborne	▼ \$23K	\$48K
Nelson	▲ \$5K	\$17K
Otago	▼ \$63K	\$63K

This quarter, Waitomo District saw the greatest % change in domestic tourism spend from those visiting from the Otago region since the same quarter last year, with a \$63K decrease 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	▲ \$21K	\$462K
Rest of Asia	▼ \$15K	\$237K
Rest of Europe	▲ \$30K	\$340K
United Kingdom	▼ \$32K	\$220K
United States of America	▲ \$142K	\$1.1M

This quarter, the largest spend from international tourists visiting Waitomo District came from United States of America, with tourists spending \$1.1M. This represents an increase of \$142K since the same quarter last year.

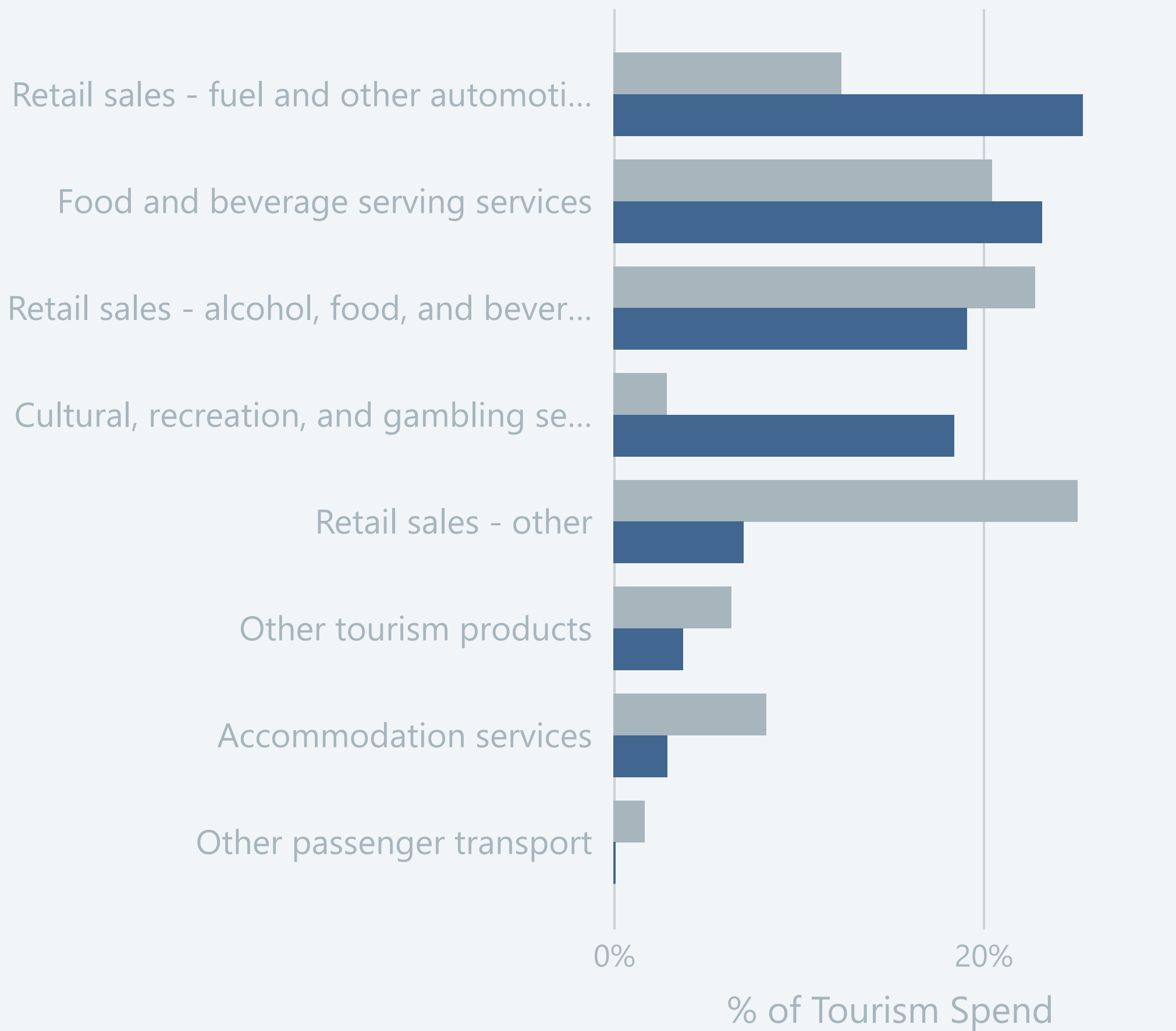
Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
Rest of Americas	▲ \$17K	\$88K
Rest of Oceania	▲ \$2K	\$7K
Korea	▼ \$15K	\$13K

This quarter, Waitomo District saw the greatest % change in international tourism spend from those visiting from Korea since the same quarter last year, with a \$15K decrease in spend.

Tourism spend by industry

● National ● Waitomo District



In Waitomo District tourists spent the most on Retail sales - fuel and other automotive products this quarter, which was 25.4% of all tourism spend. This is 106.5% larger than the national proportion.

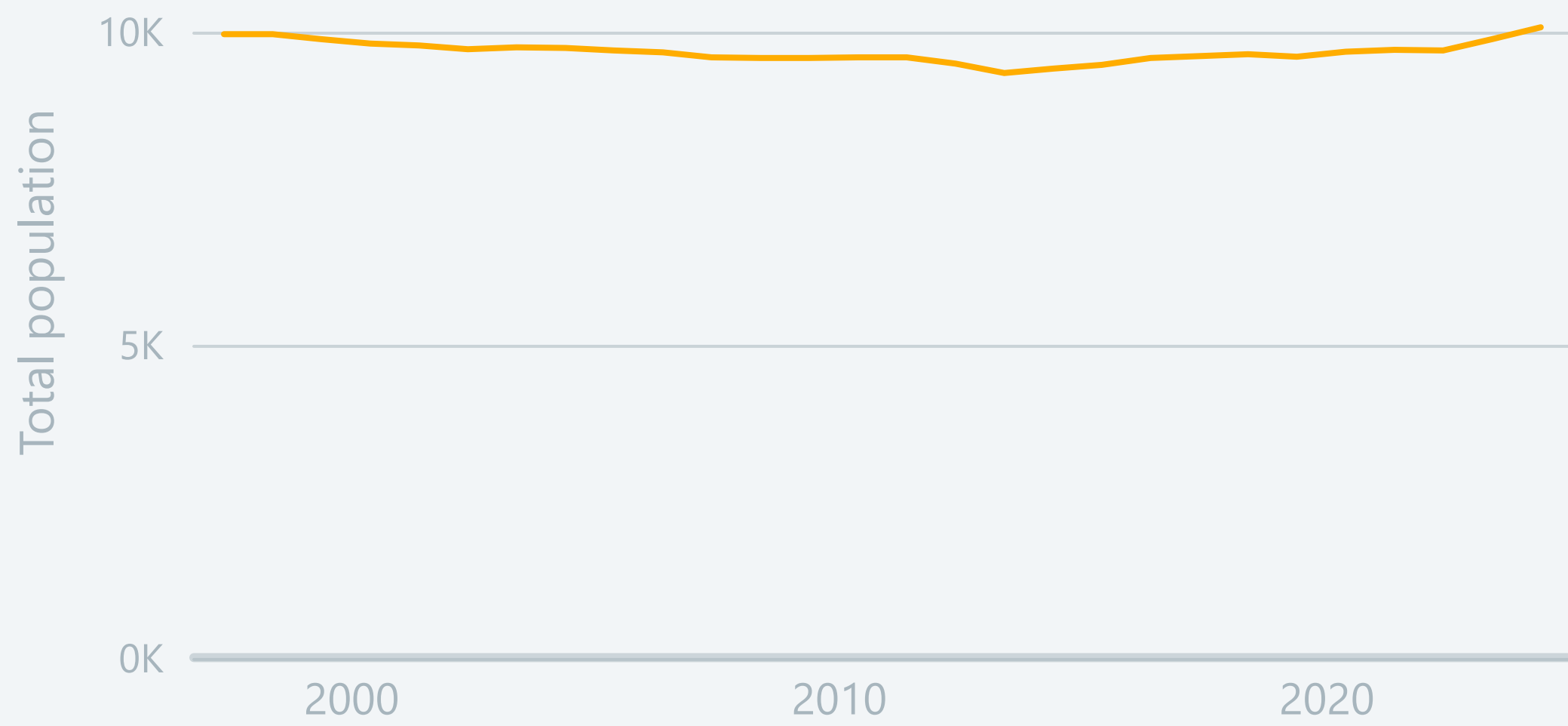


Demographics

Estimated population

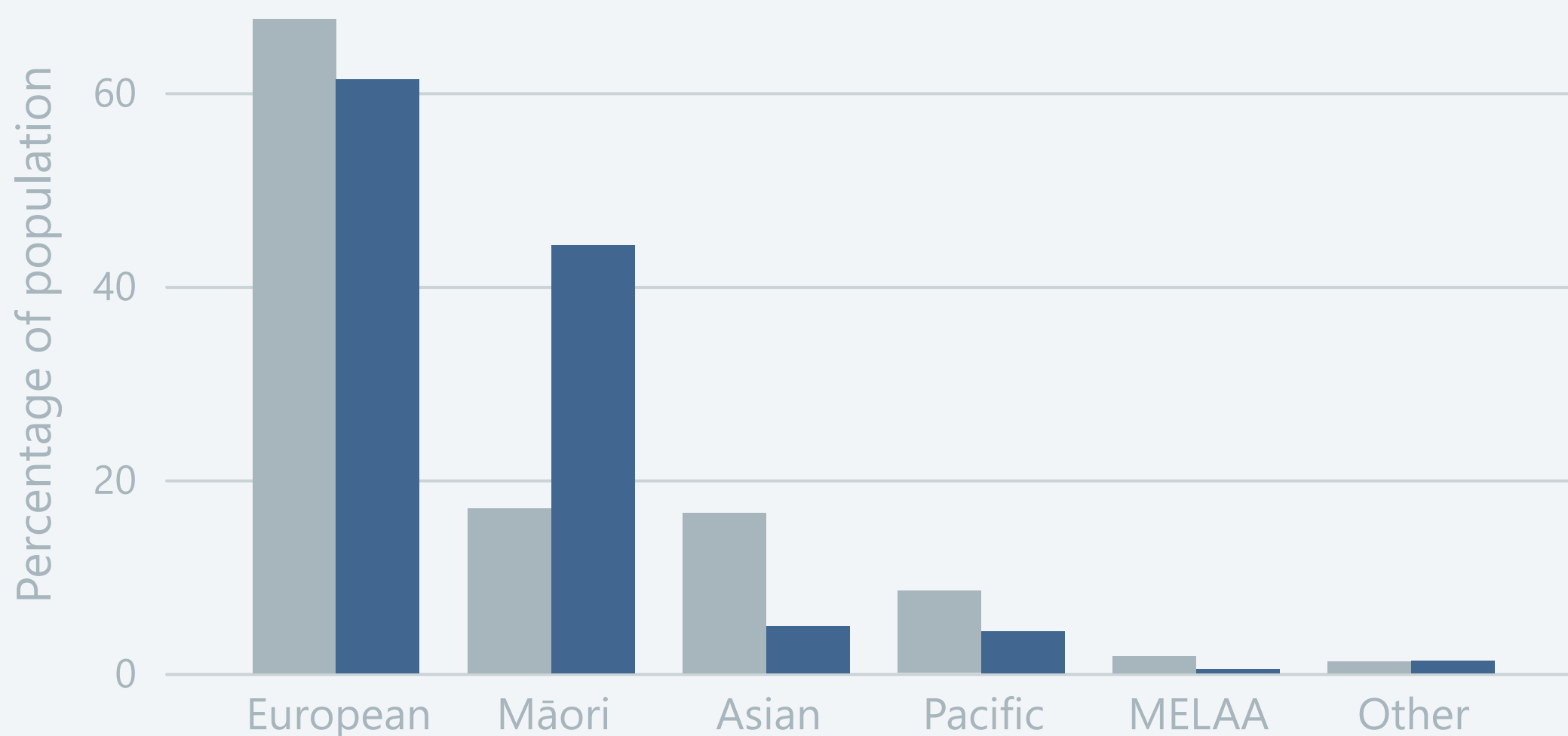
10.07K

Is the estimated total population in Waitomo District in 2024. The population in the area has increased by 1.92% or 190 people since 2023.



Ethnic distribution

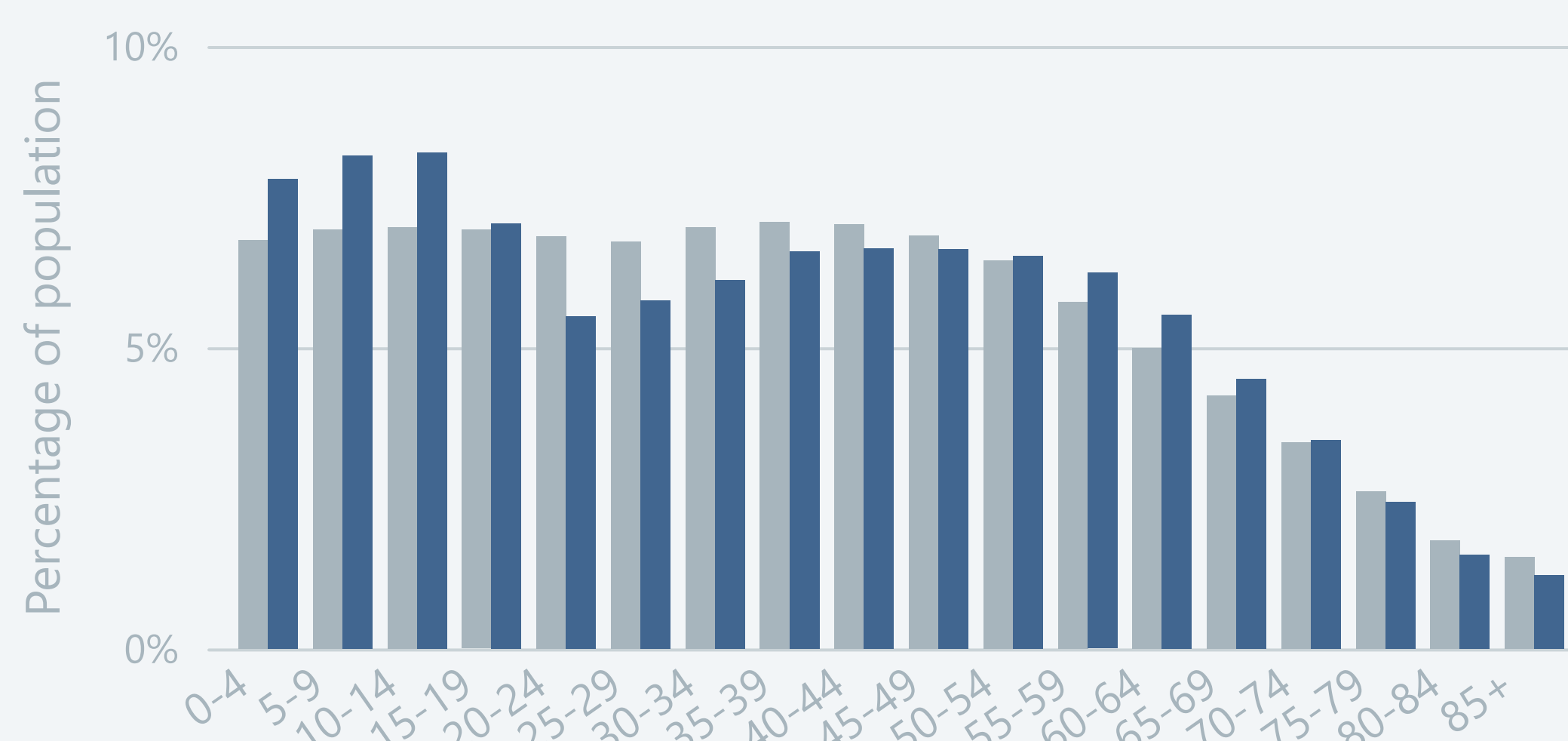
● National ● Waitomo District



As of March 2023 the largest ethnic group in Waitomo District is European (61%), 6% less than the national percentage. The ethnicity that has had the greatest change since March 2018 is MELAA, increasing by 53.57%.

Age distribution

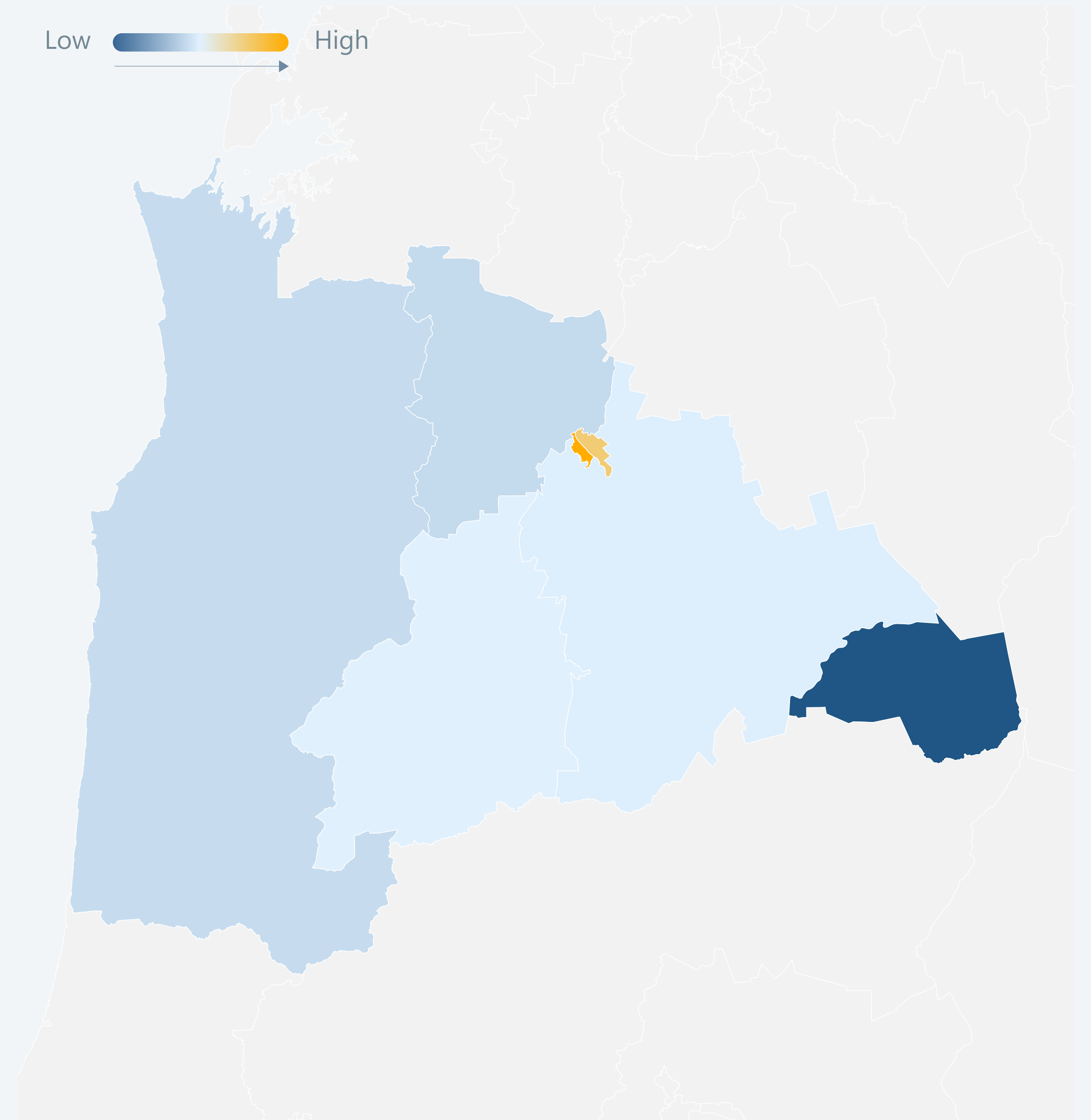
● National ● Waitomo District



As of June 2024 the largest age band in Waitomo District is 60-64 (7.3%), 23.1% larger than the national distribution. The age band that has had the greatest change since June 2023 is 25-29, decreasing by 7.64%.

Population distribution

Low High



In June 2024, Tiroa saw the greatest change in population, with an increase of 16.7% since June 2023.

Key Pillar Changes

Job seeker support rate
Mar 2025

8.1%

▲ 15.07%

% change is from March 2024

Means tested benefit rate
Mar 2025

5.8%

▼ 0.6%

% change is from March 2024

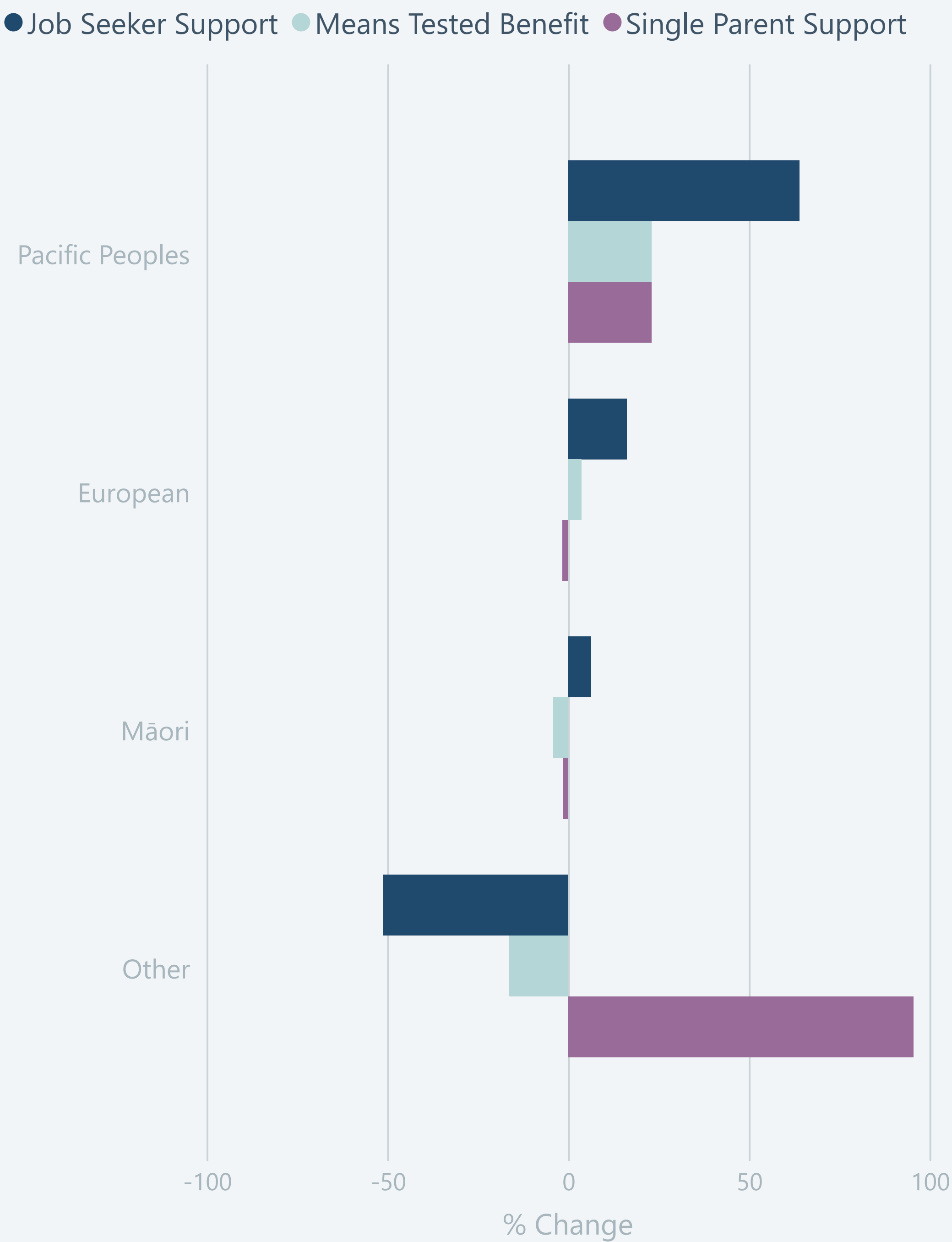
Sole parent support rate
Mar 2025

4.1%

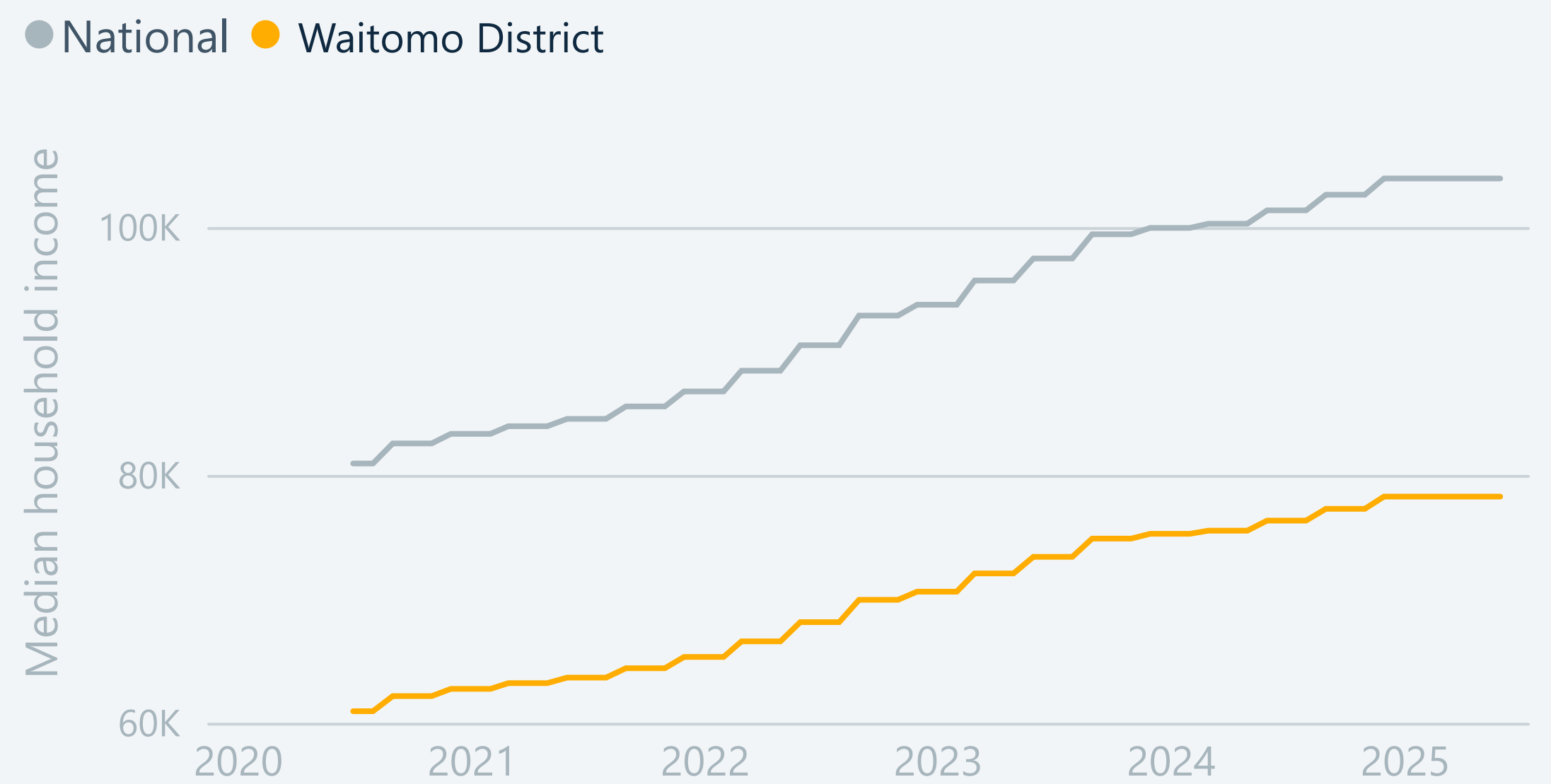
▼ 0.24%

% 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 Waitomo District was \$78,254. This is 24.7% less than the national median.

Within Waitomo District, the benefit rate by ethnicity with the greatest increase in the last 12 months was Single Parent Support for Other ethnicities (Asian, MELAA and other), up 95.52% to a value of 1.5 claimants per 100 working adults (15-64yrs). Comparatively, Job Seeker Support for Other ethnicities (Asian, MELAA and other) saw the greatest decrease over the last 12 months, down 51.12% to 0.75 claimants per 100 working adults.

Key Pillar Changes

Secondary school retention

Jan 2023

64.0%


1.51%

% change is from January 2022

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

Jan 2023

Te Kuiti High School

Ethnicity with greatest change in secondary school retention

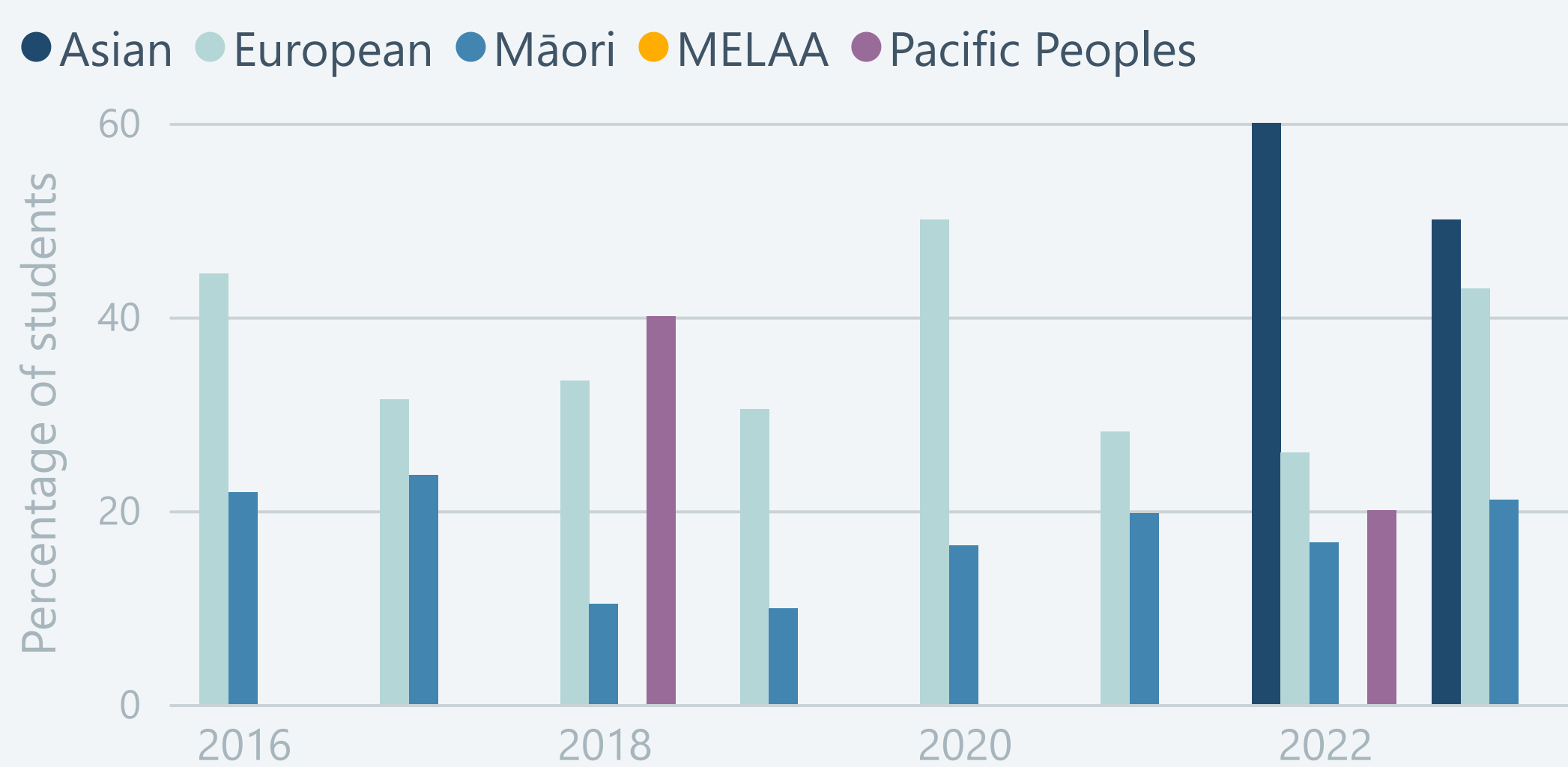
Jan 2023

Pacific Peoples


100%

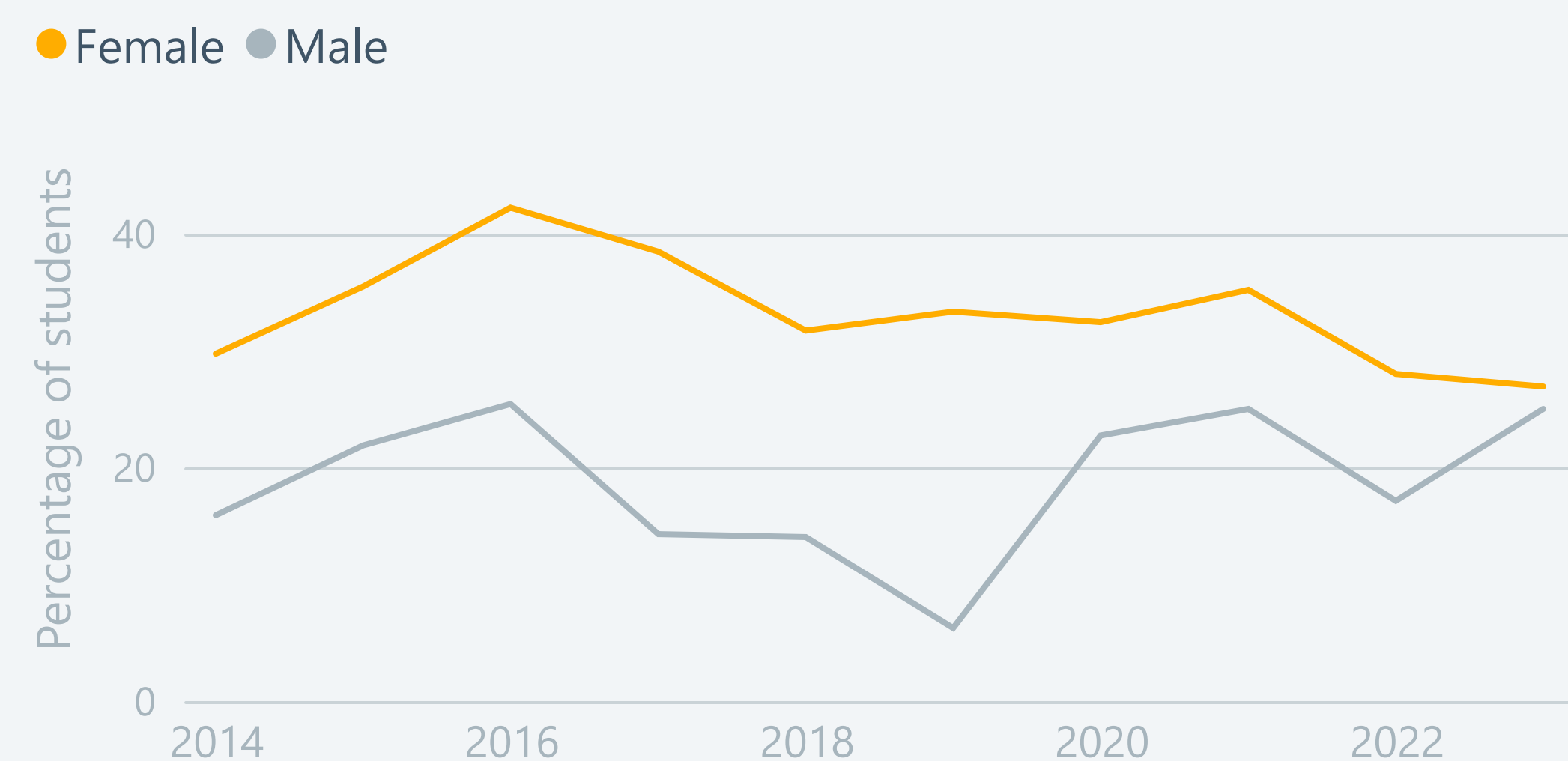
% change is from January 2022

School leavers with NCEA3 level by ethnicity



In 2023, Asian students in Waitomo District had the greatest proportion of students leaving with NCEA3. This is 2.38 times larger than Māori students, who have the lowest proportion of students leaving with NCEA Level 3. European students have seen the greatest change in NCEA Level 3 pass rates, with a decrease of 7.8%. Māori NCEA Level 3 pass rates in Waitomo District are 58% of National Māori rates.

School leavers with NCEA3 level by gender



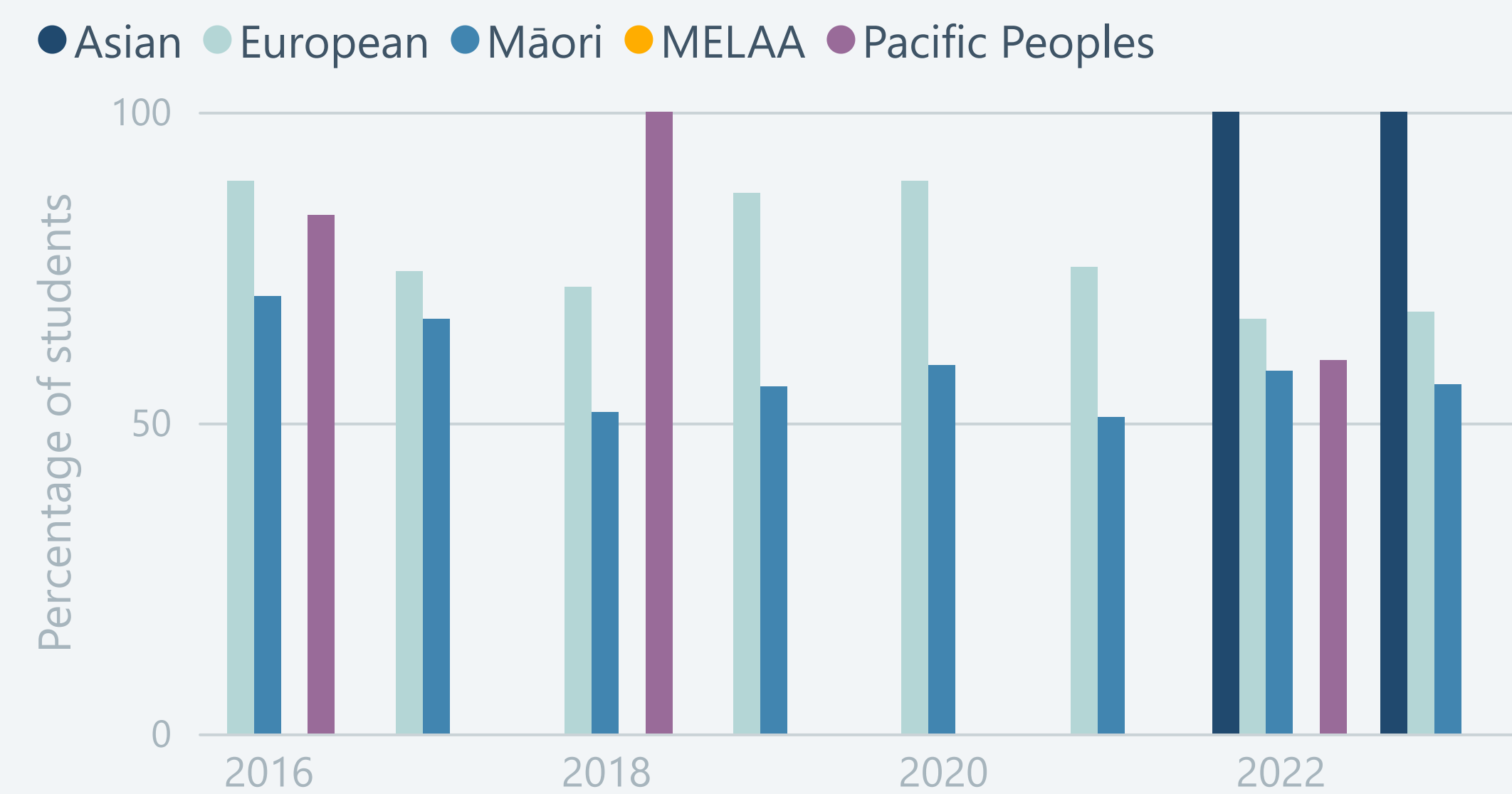
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Waitomo District for female students has been 1.78 times larger than male students. In 2023, the percentage of students leaving with NCEA Level 3 for female students compared with male students was less than average Compared to national figures, in 2023 the pass rate in Waitomo 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 Kuiti High School, with a 2% increase. Note that the table includes only those schools with more than 50 students.

School	% Change	Pass Rate
Te Kuiti High School	 2.00	25.81

Secondary school retention by ethnicity



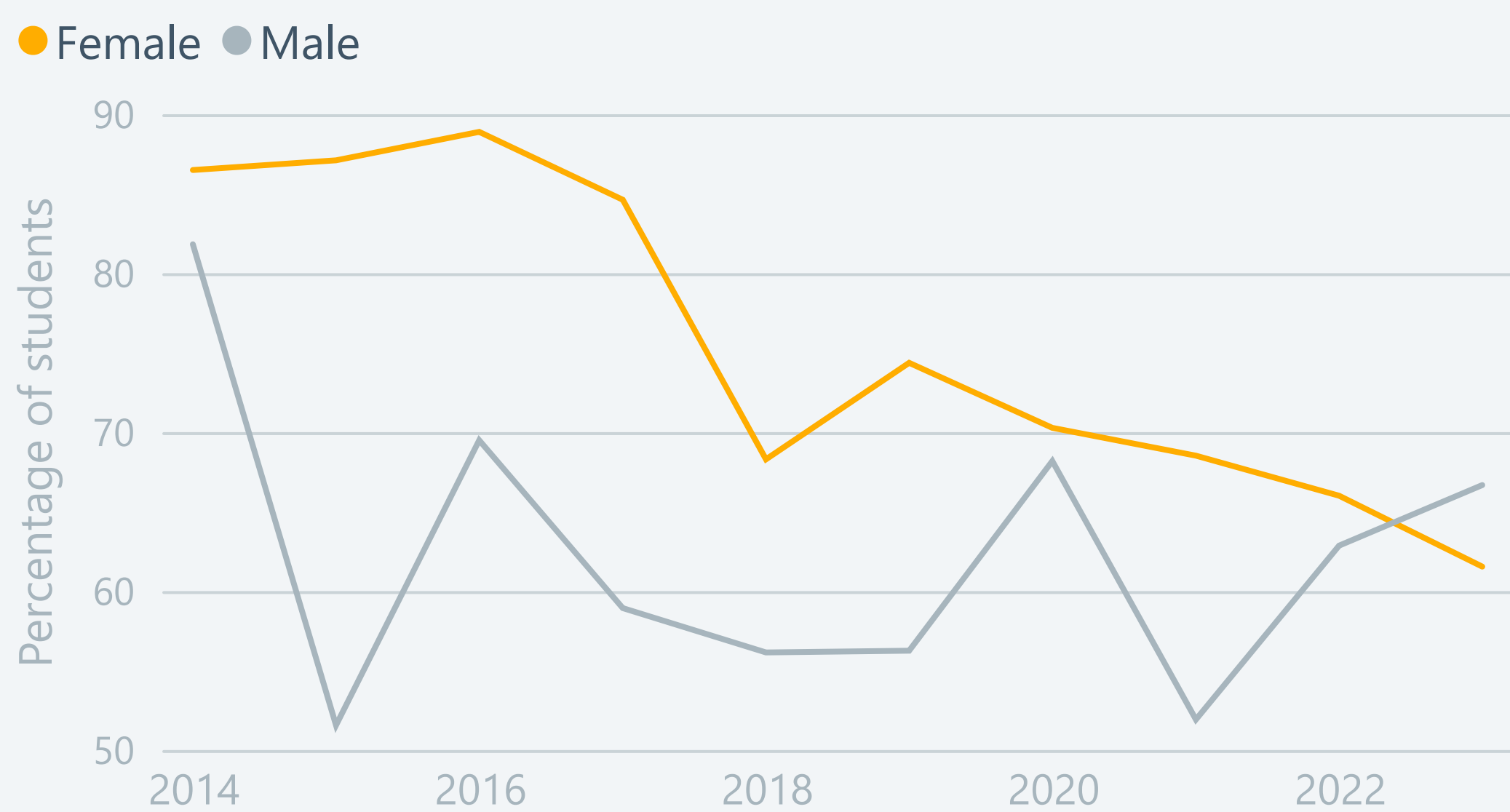
In 2023, Asian students in Waitomo District had the greatest retention rate. This is 1.78 times larger than Māori students, who have the lowest retention rate. Māori students have seen the greatest change in retention, with an increase of 14.8%. Māori retention rates in Waitomo District are 87% of National Māori rates.

Schools with greatest change in retention

In 2023, the school with the greatest change in retention rate since 2022 was Te Kuiti High School, with a 2.15% decrease. Note that the table includes only those schools with more than 50 students.

Community	▼ % Change	Retention rate
Te Kuiti High School	▼ 2.15	65

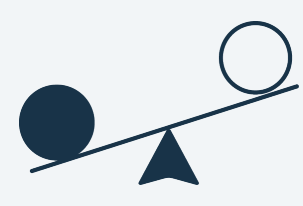
Secondary school retention by gender



On average, since 2014, the retention rate in Waitomo District of female students has been 1.21 times larger than male students. In 2023, the retention rates of male students compared with female students was less than average. Compared to national figures, in 2023 the retention rates in Waitomo District were lower for both females and males.

! 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

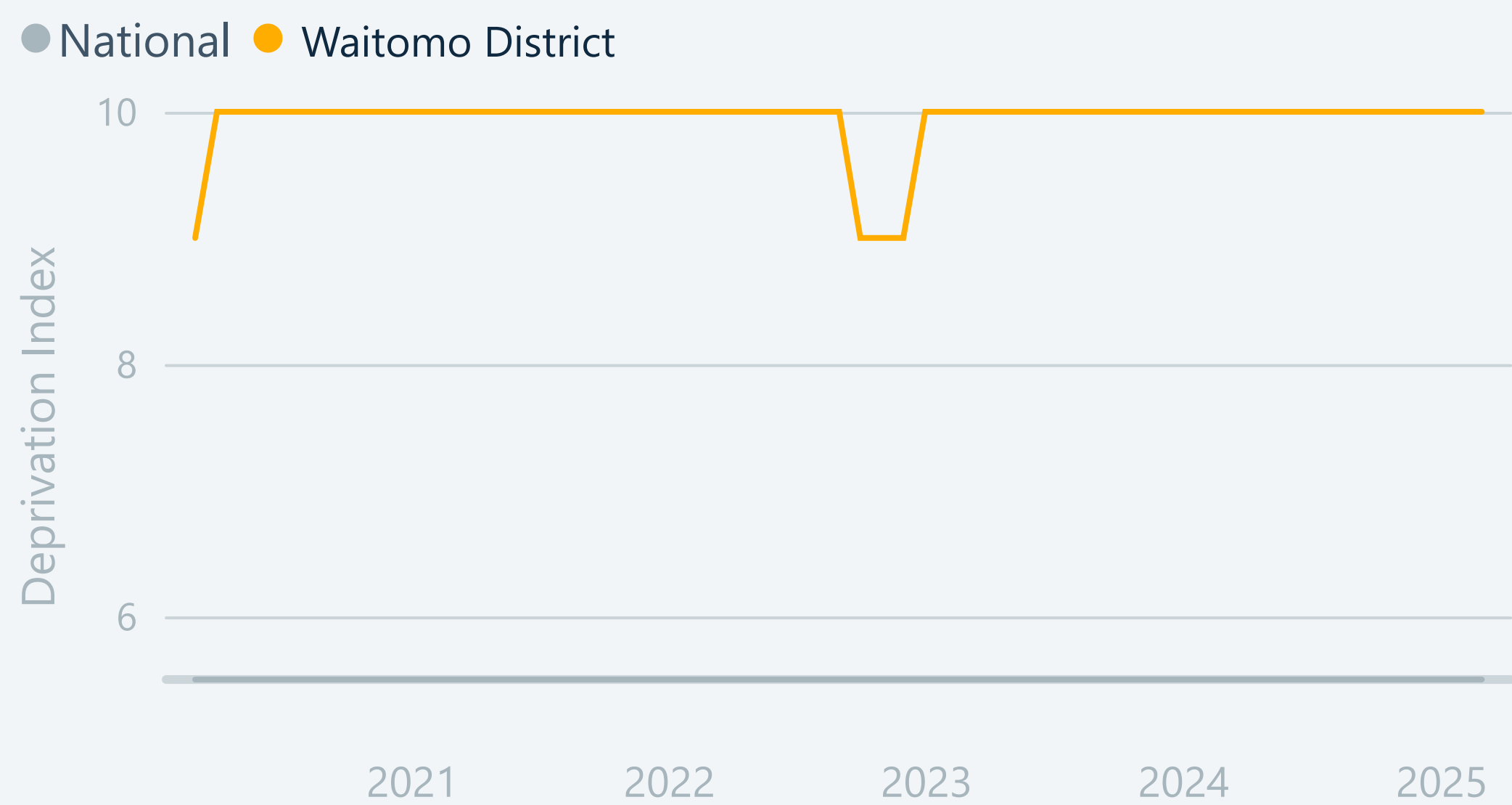
Key Pillar Changes

Deprivation Index Mar 2025 **10.0** — 0% % change is from February 2025

Community with greatest decrease in deprivation score Mar 2025 **Te Kuiti West** ▽ 0.85% % change is from March 2024

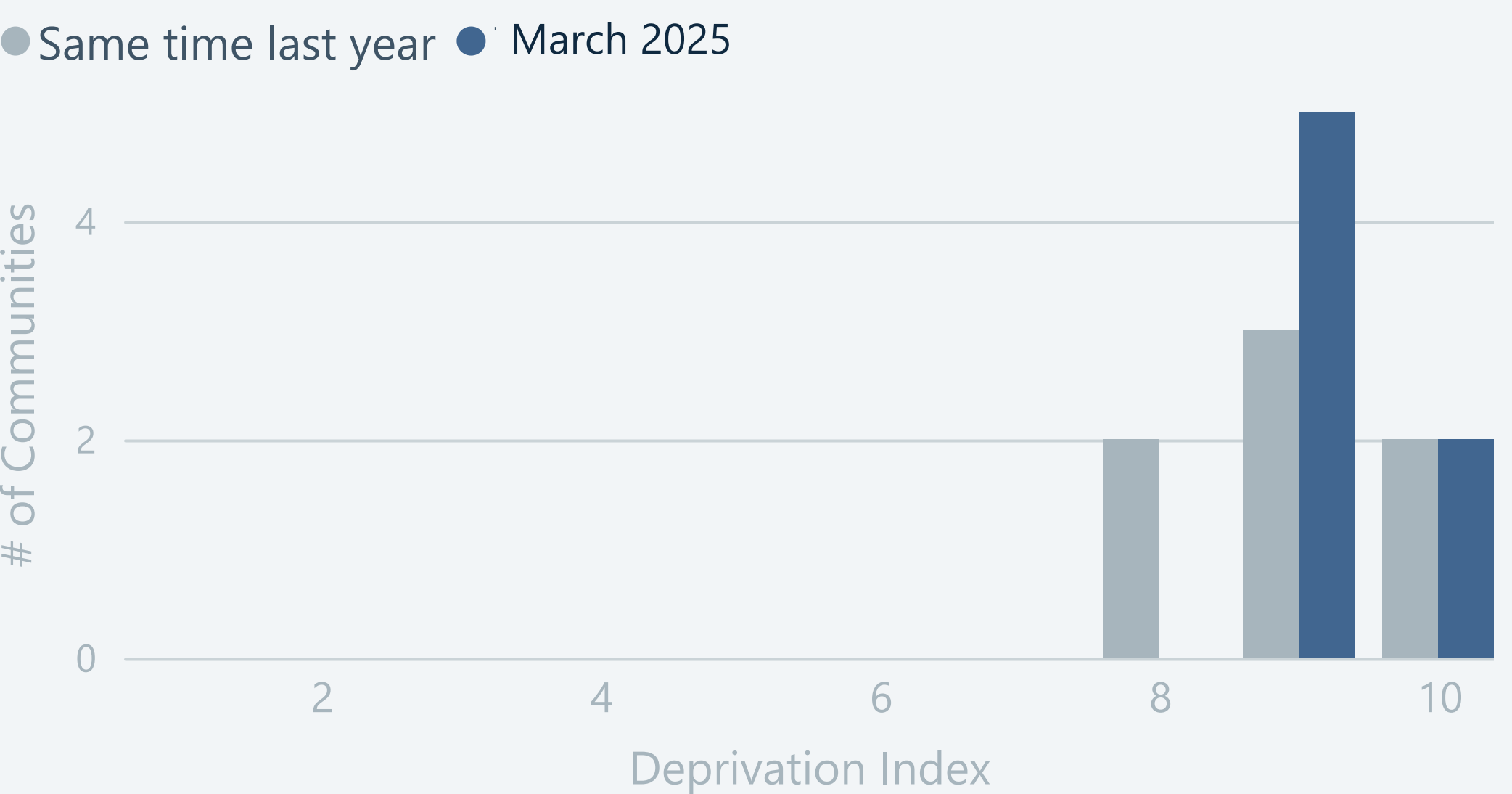
Community with greatest increase in deprivation score Mar 2025 **Herangi** ▲ 2.3% % change is from March 2024

Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Waitomo District has seen no change, and is 10 as of March 2025. The deprivation index is 81.8% above the national median index of 5.5.

Distribution of Deprivation Index



In Waitomo District, 100% of the population live in highly deprived communities (deprivation index 8-10), whereas 0% live in high socio-economic performing communities (deprivation index 1-3).

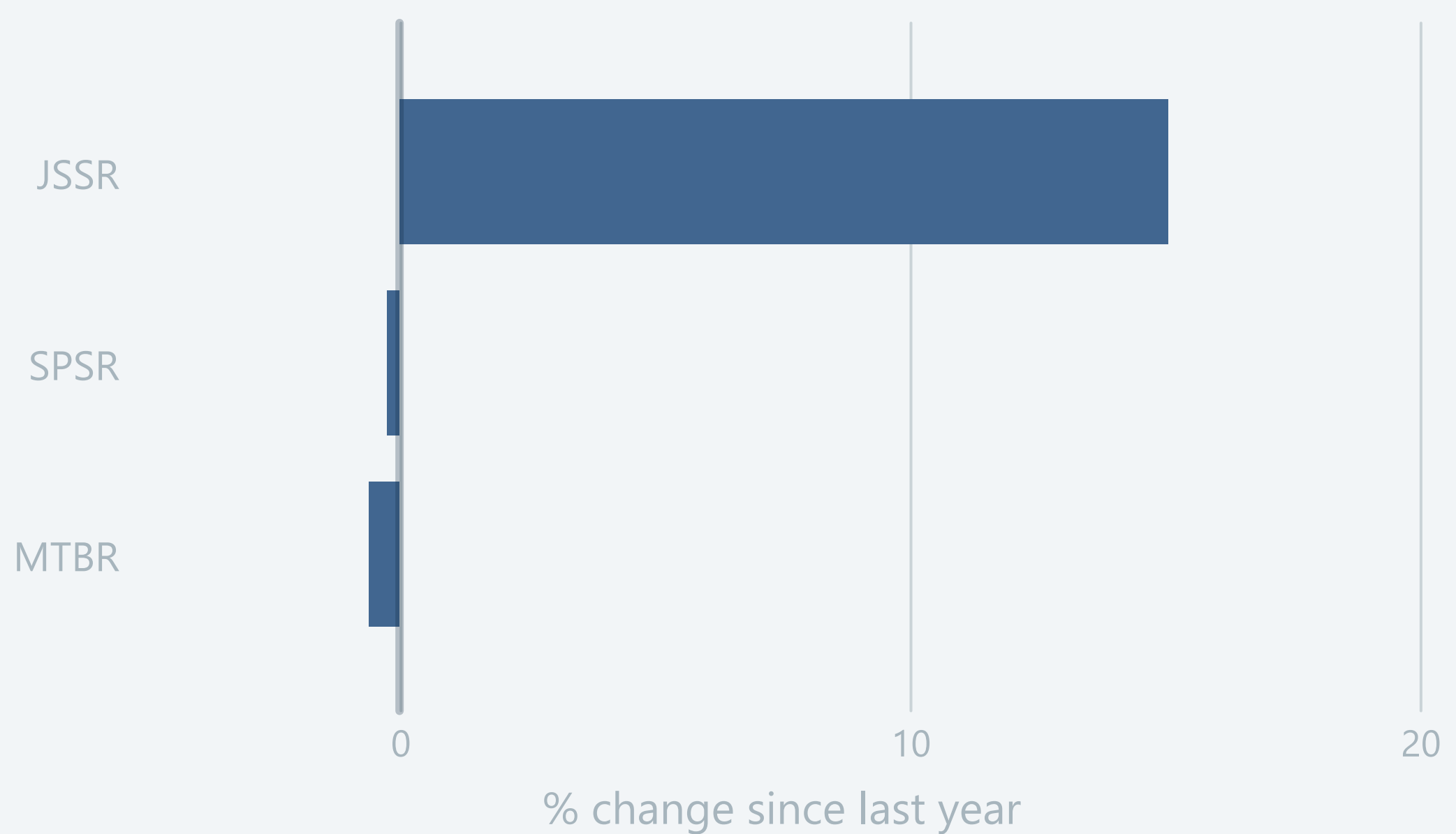
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Herangi	▲ 2.30	1,118.65
Waipa Valley	▲ 1.32	1,091.38
Hangatiki	▲ 1.10	1,080.59
Te Kuiti West	▽ 0.85	1,116.85
Te Kuiti East	▽ 0.81	1,193.73

The community with the greatest change in deprivation score since the same time last year was Herangi, with a 2.3% 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 15.07% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

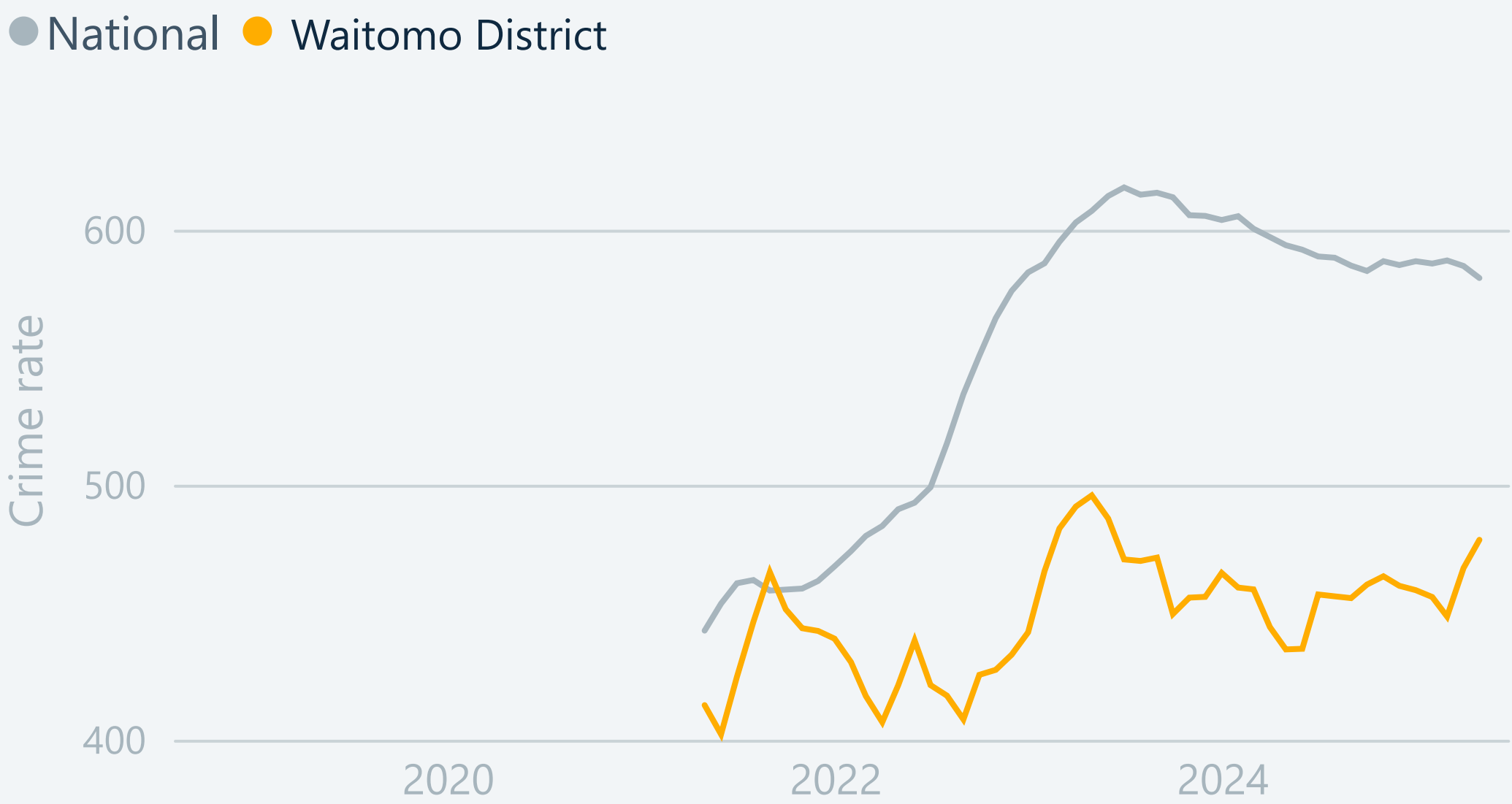
Key Pillar Changes

Crime rate May 2025 **478.4** ▲ 4.92% % change is from February 2025

Crime type with the greatest change in crime rate May 2025 **Sexual Assault** ▲ 49.37% % change is from February 2025

Community with greatest change in crime rate May 2025 **Tiroa** ▼ 51.34% % change is from February 2025

Comparison to National Crime Rate



Compared with the same time last year the crime rate in Waitomo District has increased by 9.9%, and is 478.4 as at May 2025. The crime rate is 17.7% below the national rate of 581.1.

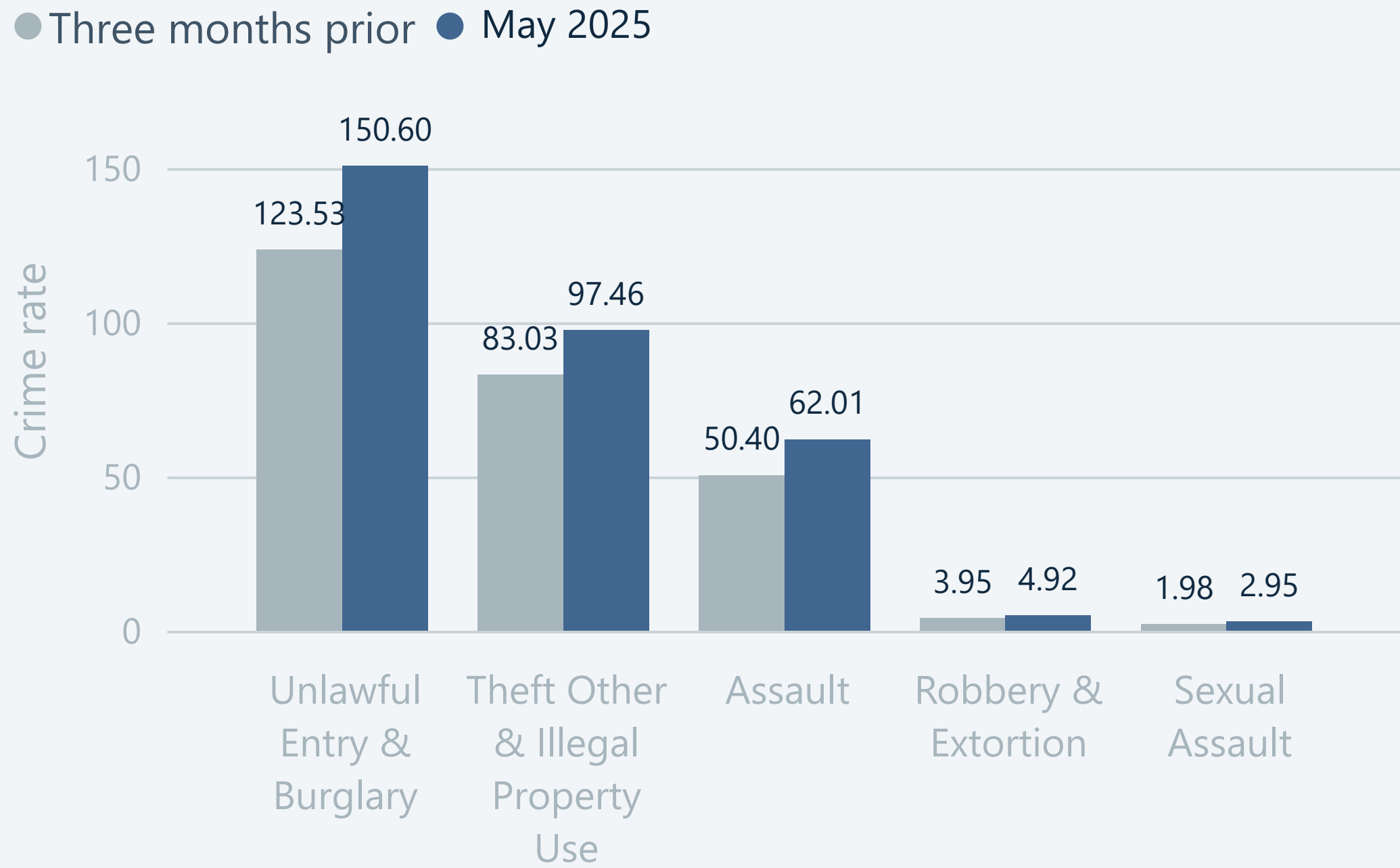
Crime Rate by Deprivation Index



In Waitomo District, communities with a deprivation index of 10 have the highest crime rate. The crime rate in these communities is 3.8 times higher than those with a deprivation index of 8, the group with the lowest crime rate. Communities with a deprivation index of 8 have seen the greatest change in their crime rate over the last 3 months, with an increase of 2.5%.

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 Waitomo 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 'Sexual Assault', with an increase of 49.4%.

Communities with Greatest Change

Community	% Change	Crime rate
Tiroa	▼ 51.34	134.2
Aria	▲ 20.34	214.9
Te Kuiti West	▲ 15.89	598.0
Hangatiki	▲ 5.15	277.6
Herangi	▼ 2.95	340.4

Tiroa saw the greatest change in crime rate over the last 3 months in Waitomo District, with a decrease of -51.3%.

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