

Quarterly Report

Waitomo District

Summary

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

Crime Rate

503

▲ 1.2%

As of Dec 2025, the crime rate in Waitomo District is 503.4, increasing by 1.2% since Nov 2025.

Deprivation Score

1,116

▲ 0.01%

As of Sept 2025, the deprivation score in Waitomo District is 1,116.1, which has increased by 0.01% since Aug 2025.

Job Seeker Support

8.3%

▼ -0.13%

As of Sept 2025, the percentage of claimants receiving job seeker support in Waitomo District is 8.3%, which has decreased by 0.13% since Aug 2025.

Median Rent Price

\$402

▼ -0.26%

As of Oct 2025, the median rent price in Waitomo District is \$402, which has decreased by 0.26% since Sept 2025.

Median Sale Price

\$382K

▲ 0.55%

As of Dec 2025, the median sale price in Waitomo District is \$382K, which has increased by 0.55% since Nov 2025.

New Business Registrations

8

▲ 167%

As of Dec 2025, the number new business registrations in Waitomo District is 8. This has increased by 167% since Nov 2025.

Total in-store spend

\$12.1M

▲ 20%

The total in-store spend in Waitomo District for Dec 2025 is \$12.1M. This has increased by 20% since Nov 2025.

Total domestic tourist in-store spend

\$2.54M

▲ 26%

The total in-store spend in Waitomo District by domestic tourists for Dec 2025 is \$2.54M. This has increased by 26% since Nov 2025.

Total international tourist in-store spend

\$779K

▲ 49%

The total in-store spend in Waitomo District by international tourists for Dec 2025 is \$779K. This has increased by 49% since Nov 2025.



Economy

Key pillar changes

Total in-store spend

\$12.1M

▲ 20%

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Total domestic tourist in-store spend

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Total international tourist in-store spend

\$779K

▲ 49%

The total in-store spend in Waitomo District by international tourists for Dec 2025 is \$779K. This has increased by 49% since Nov 2025.

New Business Registrations

8

▲ 167%

As of Dec 2025, the number new business registrations in Waitomo District is 8. This has increased by 167% since Nov 2025.

Business Deregistrations

5

▲ 25%

As of Dec 2025, the number new business deregistrations in Waitomo District is 5. This has increased by 25% since Nov 2025.

Businesses Currently Registered

880

▲ 0.34%

As of Dec 2025, the number of businesses currently registered in Waitomo District is 880. This has increased by 0.34% since Nov 2025.

Total in-store spend over time



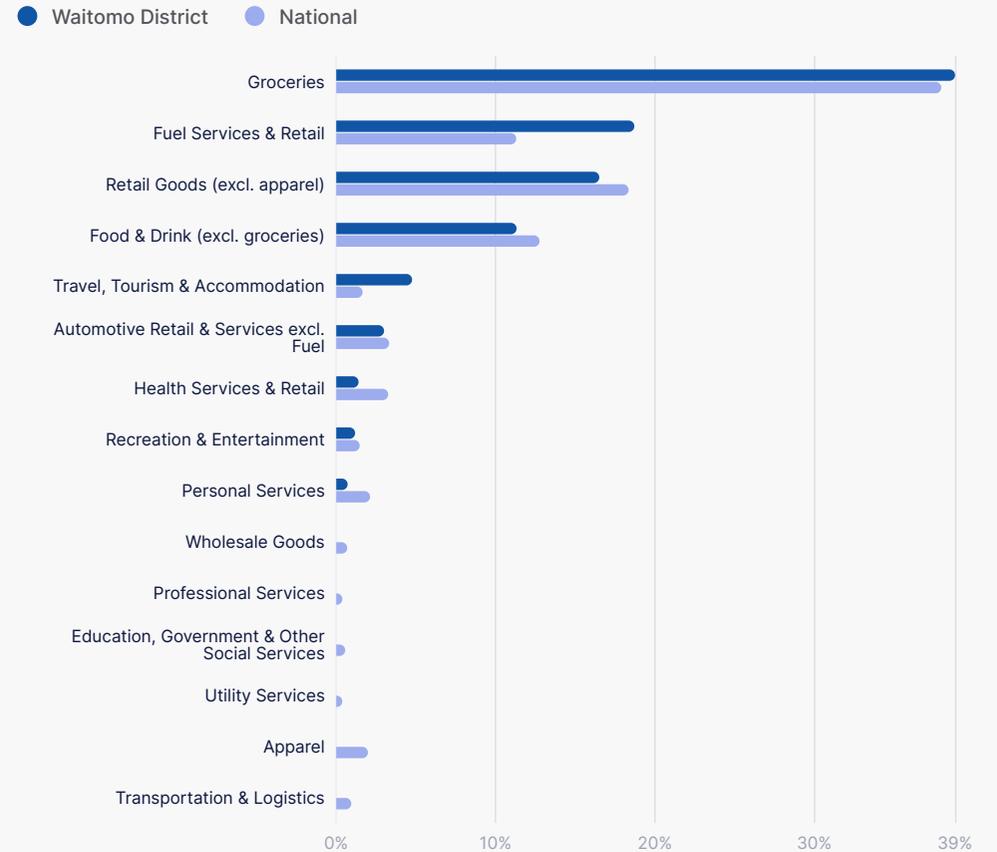
In Dec 2025, \$12.1M was spent in Waitomo District from all spenders. This has increased by 20% since Nov 2025.

Categories with the greatest spend

Category	\$ Amount ↓	% Change
Groceries	\$4.68M	▲ 19%
Fuel Services & Retail	\$2.26M	▲ 9.8%
Retail Goods (excl. apparel)	\$1.99M	▲ 50%
Food & Drink (excl. groceries)	\$1.36M	▲ 14%
Travel, Tourism & Accommodation	\$574K	▲ 48%

The largest spend category in Waitomo District in Dec 2025 was Groceries, with a total of \$4.68M. This is 19% higher than Nov 2025.

All spend by industry (local, domestic, international)



In Waitomo 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, \$3.31M was spent by tourists in Waitomo District from domestic and international visitors. Domestic tourism contributed to \$2.54M of this spend and has increased by 26% since Nov 2025, while international tourism contributed \$779K and has increased by 49% over the same period.

Spend by origin

Origin	\$ Amount ↓	% Change
All origins	\$12.1M	▲ 20%
All local spenders	\$8.22M	▲ 16%
All domestic tourists	\$2.54M	▲ 26%
All international tourists	\$779K	▲ 49%

In Dec 2025, Local spenders contributed \$8.22M to the total in-store spending in Waitomo 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	\$533K	▲ 51%
New Plymouth District	\$435K	▲ 7.9%
Hamilton City	\$163K	▲ 46%
Waipa District	\$138K	▲ 22%
Ruapehu District	\$136K	▲ 1.8%

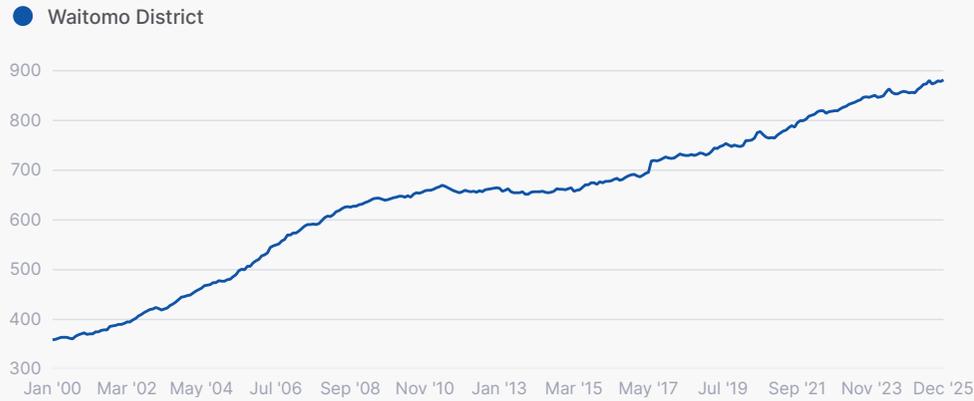
The largest spend from domestic tourists visiting Waitomo District came from Auckland, with tourists spending \$533K. This is 51% higher than Nov 2025.

Visiting countries with the greatest spend

Visiting Country	\$ Amount ↓	% Change
Australia	\$303K	▲ 85%
USA	\$134K	▲ 50%
Rest of Europe	\$124K	▲ 11%
UK	\$68.5K	▲ 36%
Germany	\$61.5K	▲ 16%

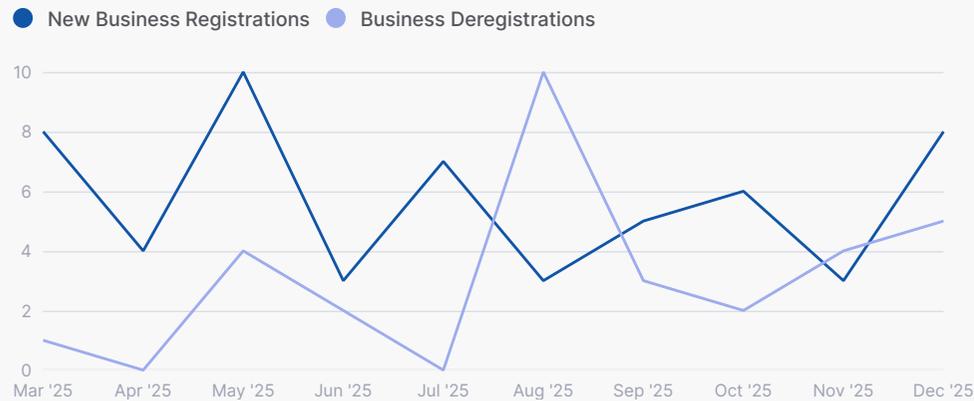
The largest spend from international tourists visiting Waitomo District came from Australia, with tourists spending \$303K. This is 85% higher than Nov 2025.

Total number of businesses registered to date



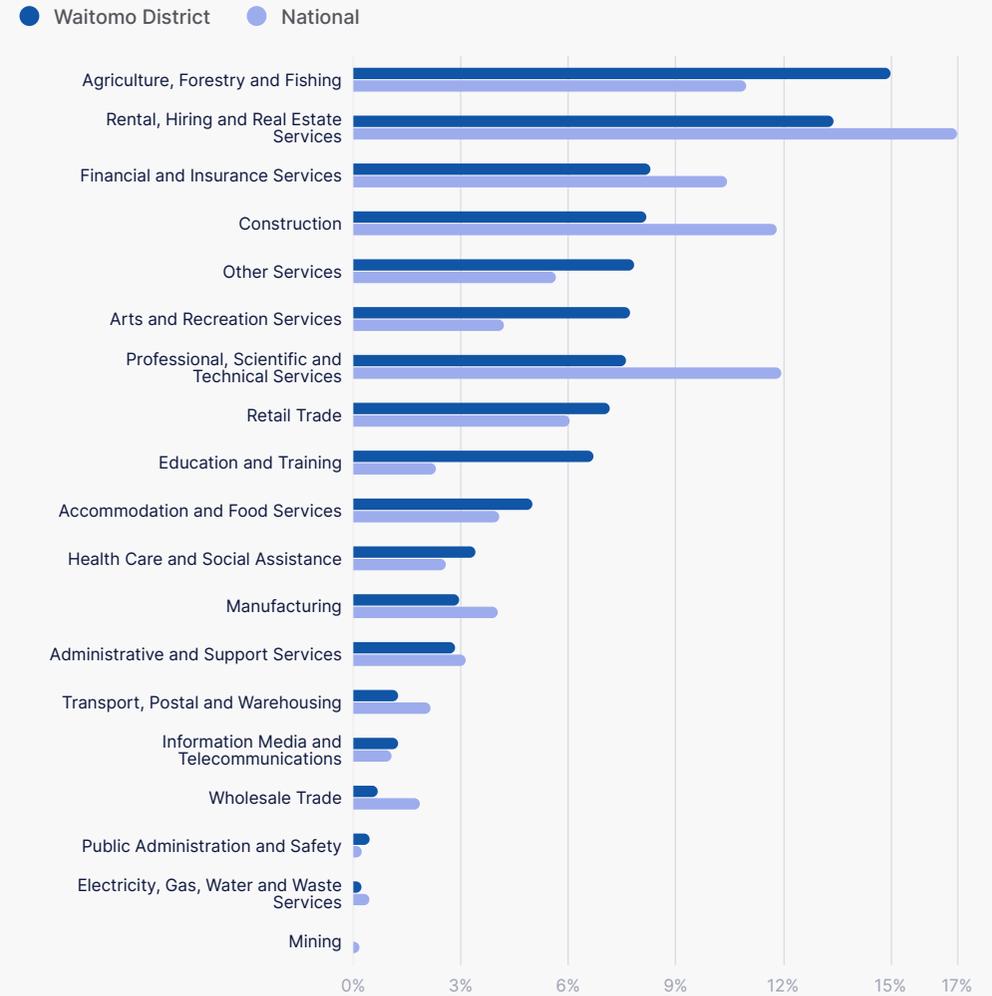
As of Dec 2025, there were 880 registered businesses in Waitomo District, This is 83% lower than the national median. Over the last 12 months, the number of registered businesses in Waitomo District has increased by 3%.

Business openings and closings in the last year



In Waitomo District, there were 8 new business registrations, increasing by 167% since Nov 2025. There were also 5 business deregistrations, increasing by 25% over the same period.

Distribution of registered businesses by industry



Agriculture, Forestry and Fishing is the largest industry operating in Waitomo District, with 15% currently registered businesses as of Dec 2025. This is higher than the national proportion of 11% for the same industry.

Demographics

Key pillar changes

Estimated total population

9,930

▲ 0.3%

As of Jun 2025, the total population in Waitomo District is 9,930, which has increased by 0.3% since Jun 2024.

Age group with the highest population

10-14

▲ 0.54%

As of Jun 2025, the age group with the highest population in Waitomo District is 10-14, making up 7.3% of the population. This has increased by 0.54% since Jun 2024.

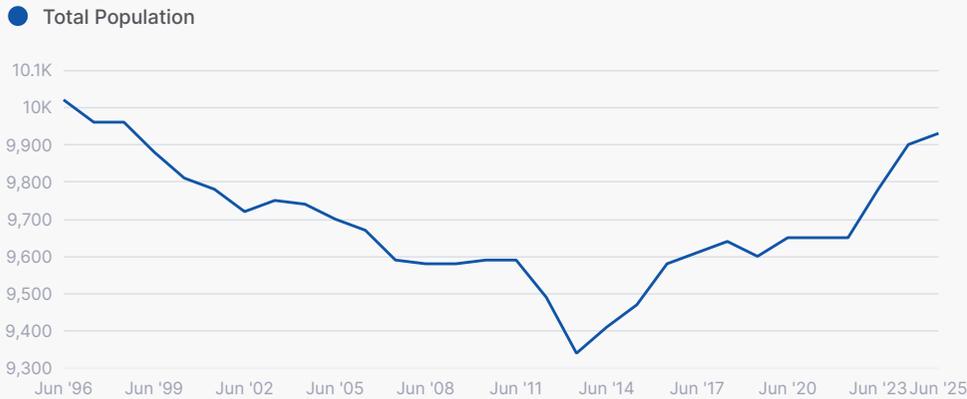
Ethnic group with the greatest change in population

MELAA

▲ 54%

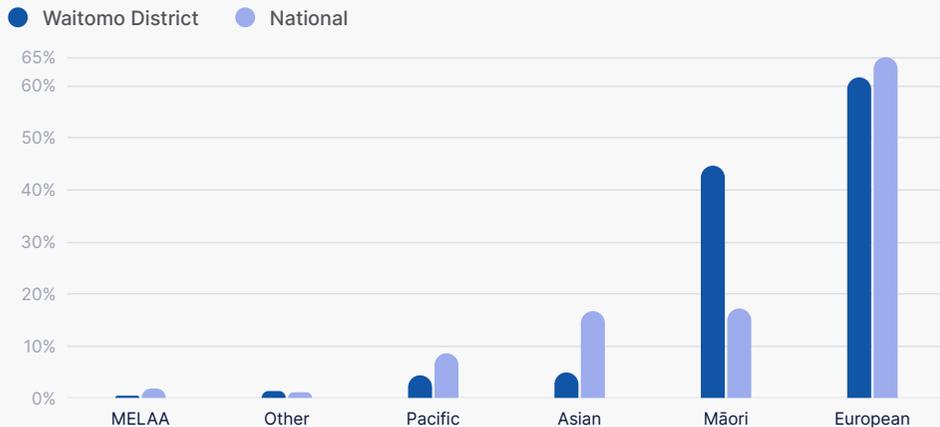
As of Mar 2023, the ethnic group with the greatest change in population in Waitomo District is MELAA, making up 0.43% of the population. This has increased by 54% since Mar 2018.

Estimated population



The estimated population of Waitomo District as of Jun 2025 is 9,930. This has increased by 30 people since Jun 2024.

Ethnic distribution



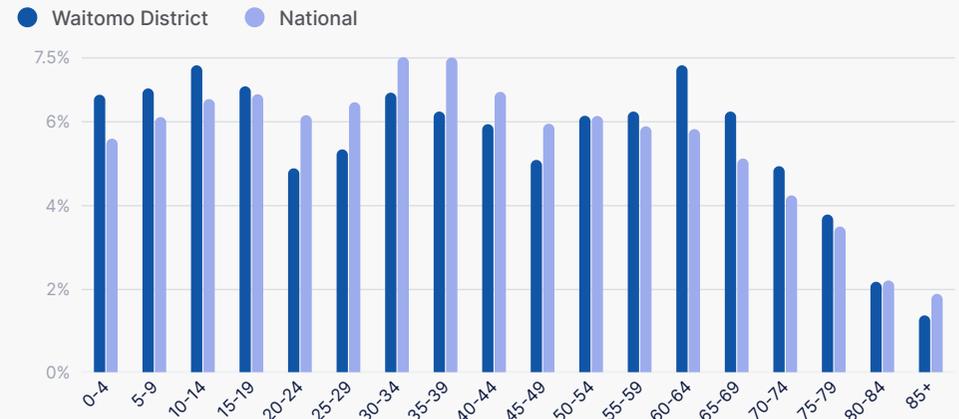
As of Mar 2023, the largest ethnic group in Waitomo District is European, making up 62% of the population. This is 3.9% lower than the national distribution. The ethnic group that has had the greatest change since Mar 2018 is MELAA, which has increased by 54%.

Estimated population by community

Community	Amount	% Change ↓
Te Kuiti West	2,760	▲ 0.73%
Te Kuiti East	2,090	▲ 0.48%
Aria	1,290	— No Change
Hangatiki	1,300	— No Change
Herangi	1,120	— No Change

As of Jun 2025, the community with the highest estimated population in Waitomo District is Te Kuiti West, making up 2,760 of the population. This is 0.73% higher than Jun 2024.

Age distribution



As of Jun 2025, the largest age band in Waitomo District is 10-14, making up 7.3% of the population. This is 0.81% higher than the national distribution. The age band that has had the greatest change since Jun 2024 is 80-84, which has increased by 7.3%.

Employment

Key pillar changes

Median Household Income

\$81.8K

— No Change

As of Dec 2025, the median household income (adjusted for inflation) in Waitomo District is \$81.8K, which is ranked 49 out of 66 available districts.

Job Seeker Support

8.3%

▼ -0.13%

As of Sept 2025, the percentage of claimants receiving job seeker support in Waitomo District is 8.3%, which has decreased by 0.13% since Aug 2025.

Means Tested Benefit

6.1%

▼ -0.13%

As of Sept 2025, the percentage of claimants receiving supported living payment or other main benefits in Waitomo District is 6.1%, which has decreased by 0.13% since Aug 2025.

Sole Parent Support

4.1%

▼ -0.14%

As of Sept 2025, the percentage of claimants receiving sole parent support in Waitomo District is 4.1%, which has decreased by 0.14% since Aug 2025.

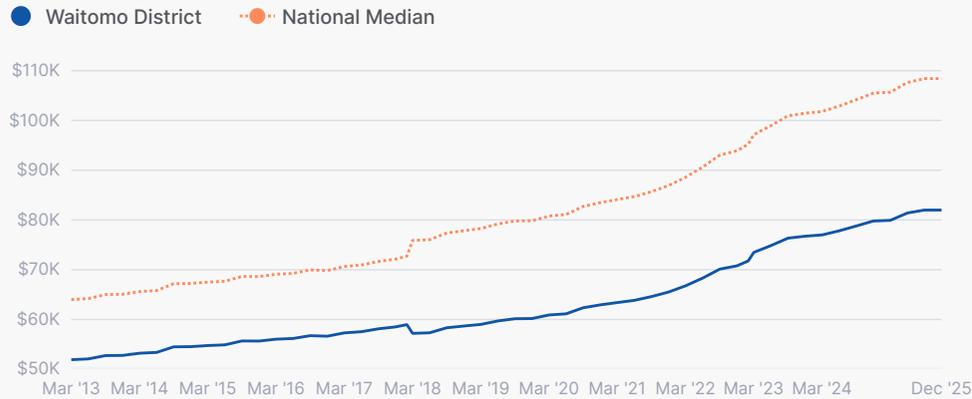
Employment Rate

95%

▲ 0.12%

As of Mar 2023, Waitomo District has an employment rate of 95% and is ranked 54 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 Waitomo District is \$81.8K. This is 24% lower than the national median of \$108K.

Job seeker support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	12%	▼ -0.15%
Pacific Peoples	4.6%	▲ 0.39%
European	4.3%	▼ -0.13%
Other	3%	▼ -0.25%

In Sept 2025, the Māori ethnic group had the highest proportion of job seeker support claimants in Waitomo District, at 12%.

Sole parent support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	6.9%	▼ -0.15%
Pacific Peoples	5.8%	▲ 0.39%
European	2%	▼ -0.13%
Other	1.5%	▼ -0.25%

In Sept 2025, the Māori ethnic group had the highest proportion of sole parent support claimants in Waitomo District, at 6.9%.

Means tested benefit claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	8.8%	▼ -0.15%
Pacific Peoples	4.2%	▲ 0.39%
European	3.7%	▼ -0.13%
Other	1.7%	▼ -0.25%

In Sept 2025, the Māori ethnic group had the highest proportion of means tested benefit claimants in Waitomo District, at 8.8%.

Housing

Key pillar changes

Median Sale Price

\$382K

▲ 0.55%

As of Dec 2025, the median sale price in Waitomo District is \$382K, which has increased by 0.55% since Nov 2025.

Median Rent Price

\$402

▼ -0.26%

As of Oct 2025, the median rent price in Waitomo District is \$402, which has decreased by 0.26% since Sept 2025.

Years to Save for Deposit

6.3 yrs

▲ 0.55%

As of Dec 2025, the number of years to save for a deposit in Waitomo District is 6.3, which has increased by 0.55% since Nov 2025.

Purchasing affordability (% of income spent on mortgage)

21%

▲ 0.55%

As of Dec 2025, the purchasing affordability in Waitomo District is 21%, which has increased by 0.55% since Nov 2025.

Rental affordability (% of income spent on rent)

26%

— No Change

As of Dec 2025, the rental affordability in Waitomo District is 26%, which has not changed since Nov 2025.

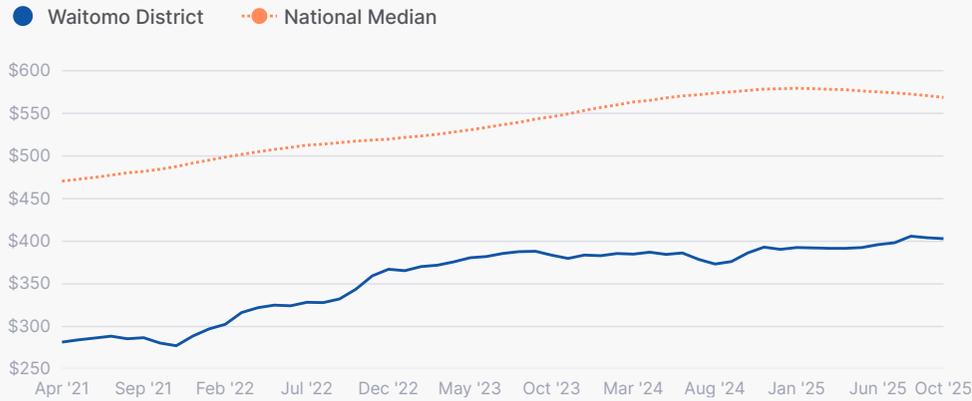
Home ownership rate (% of individuals who own their home)

38%

▲ 6.8%

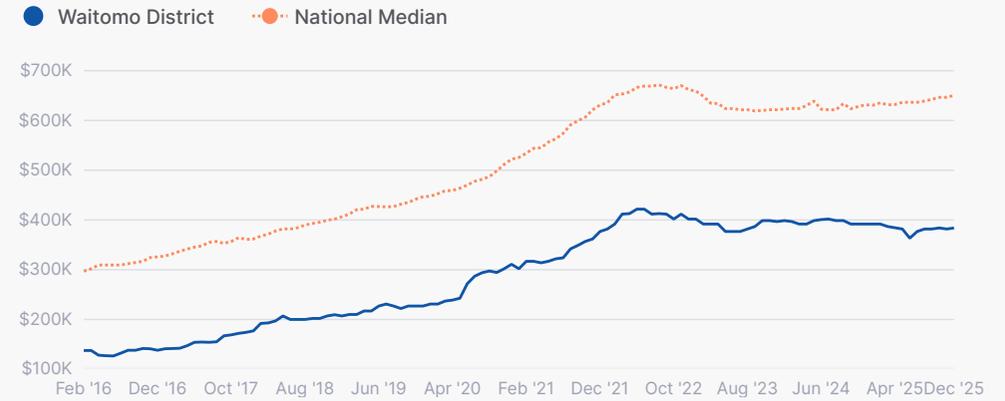
As of Mar 2023, the home ownership rate in Waitomo District is 38%, which has increased by 6.8% since Mar 2018.

Median rent prices over time



As of Oct 2025, the median rent price in Waitomo District was \$402. This is 4.4% higher than the same time last year when it was \$385. Compared to the national median, the median rent price in Waitomo District is 29% lower than the national median of \$568.

Median sale prices over time



As of Dec 2025, the median sale price in Waitomo District was \$382K. This is 2% lower than the same time last year when it was \$390K. Compared to the national median, the median sale price in Waitomo District is 41% lower than the national median of \$649K.

Rental affordability by community

Community	% Amount ↓	% Change
Te Kuiti West	29%	— No Change
Te Kuiti East	29%	— No Change
Waipa Valley	25%	— No Change
Aria	25%	— No Change
Hangatiki	22%	— No Change

Te Kuiti West was the least affordable place to rent, with rents taking up 29% of income as of Dec 2025. Herangi was the most affordable, with rents taking up 15% of income.

Education

Key pillar changes

School with the greatest change in NCEA level 3 pass rates

Piopio College

▲ 117%

Piopio College students in Waitomo District had the greatest change in NCEA Level 3 pass rate, increasing by 117% since Jan 2023.

Ethnicity with the greatest change in NCEA level 3 pass rates

Female

▼ -29%

Female students in Waitomo District had the greatest change in NCEA Level 3 pass rate, decreasing by 29% since Jan 2023.

Secondary school students leaving with no NCEA qualification

22%

▲ 11%

22% of all students in Waitomo District left school with no NCEA qualification, increasing by 11% since Jan 2023.

Secondary school retention rate

65%

▲ 0.36%

As of Jan 2024, the secondary school retention rate in Waitomo District is 64.9, which has increased by 0.36% since Jan 2023.

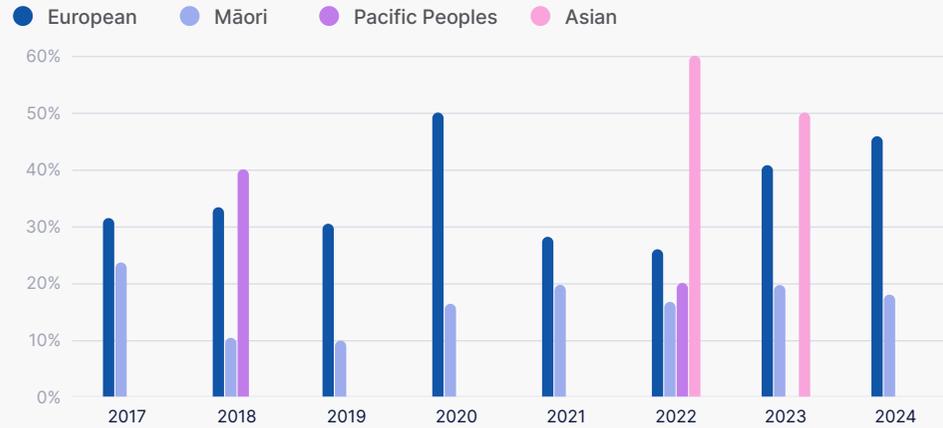
Ethnicity with the greatest change in secondary school retention

Male

▼ -16%

The ethnicity with the greatest change in secondary school retention is Male, which has decreased by 16% since Jan 2023.

School leavers with NCEA level 3 by ethnicity



In Jan 2024, European students in Waitomo 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 13% to 46%.

School leavers with NCEA level 3 by gender



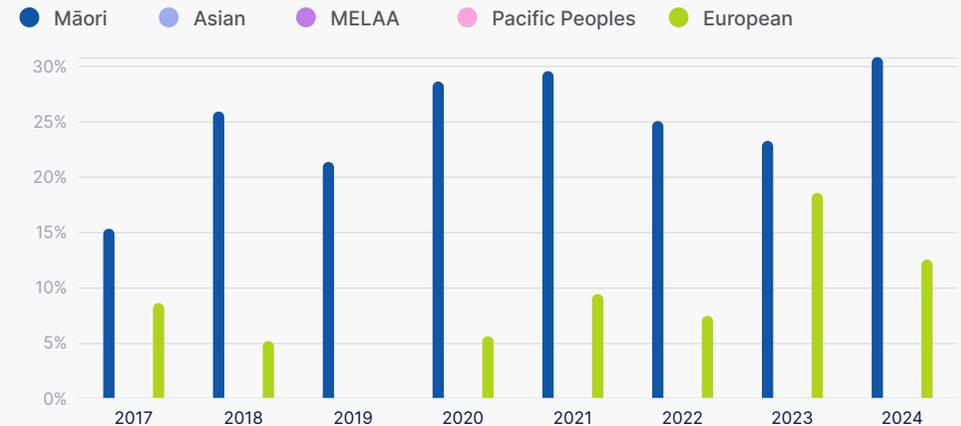
As of Jan 2024, the percentage of female students leaving with NCEA Level 3 in Waitomo District was 19%. This is lower than the 25% pass rate for male students. Compared to Jan 2023, the pass rates have decreased for female students and stayed the same for male students.

Schools with greatest change in NCEA level 3 pass rate

Pass Rate	% Amount	% Change ↓
Piopio College	67%	▲ 117%
Te Wharekura o Maniapoto	33%	▼ -42%
Te Kuiti High School	23%	▼ -12%

The NCEA Level 3 pass rate of Piopio College has increased by 117%, representing the greatest change in Jan 2024 compared to Jan 2023.

School leavers with no NCEA qualification by ethnicity



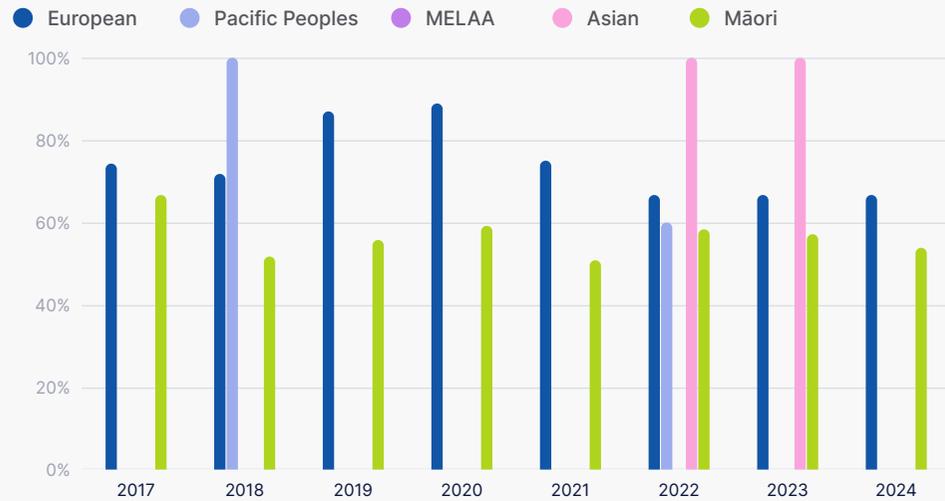
In Jan 2024, Māori students in Waitomo District had the greatest proportion of students leaving with no NCEA qualification. Māori have seen the greatest change in no NCEA qualification rates since Jan 2024, increasing by 33% to 31%.

School retention by gender over time



As of Jan 2024, the percentage of female students retention in Waitomo District was 71%. This is higher than the 56% retention rate for male students. Compared to Jan 2023, the retention rates have increased for female students and decreased for male students.

Secondary school retention by ethnicity



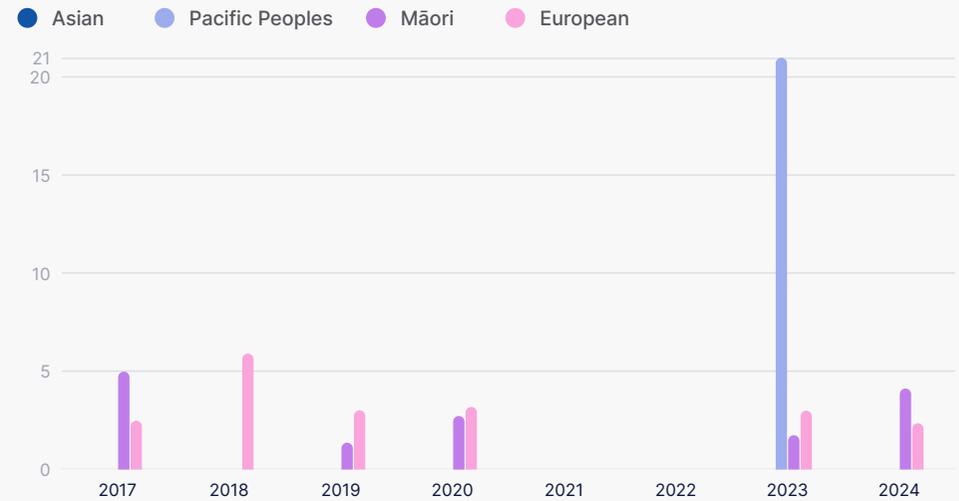
In Jan 2024, European students in Waitomo District had the greatest retention rate of 67%. Māori have seen the greatest change in retention, decreasing by 5.8% since Jan 2024.

Schools with greatest change in retention

Retention Rate	% Amount	% Change ↓
Te Wharekura o Maniapoto	78%	▲ 36%
Piopio College	67%	▲ 8.3%
Te Kuiti High School	62%	▼ -5.8%

The secondary school retention rate of Te Wharekura o Maniapoto has increased by 36%, 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 Waitomo District had the greatest exclusion rate of 4.1 for every 1000 students. Māori have seen the greatest change in exclusion rate, increasing by 136% since Jan 2024.

Deprivation

Key pillar changes

Deprivation Score

1,116

▲ 0.01%

As of Sept 2025, the deprivation score in Waitomo District is 1,116.1, which has increased by 0.01% since Aug 2025.

Community with greatest decrease in deprivation score

Hangatiki

▼ -0.01%

The community with the greatest decrease in deprivation score is Hangatiki, which has decreased by 0.01% since Aug 2025.

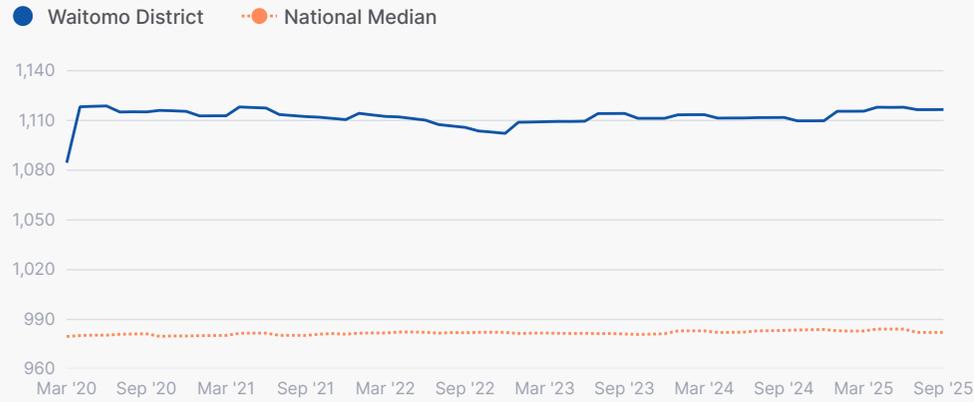
Community with greatest increase in deprivation score

Te Kuiti East

▲ 0.02%

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

Comparison to National Deprivation Score



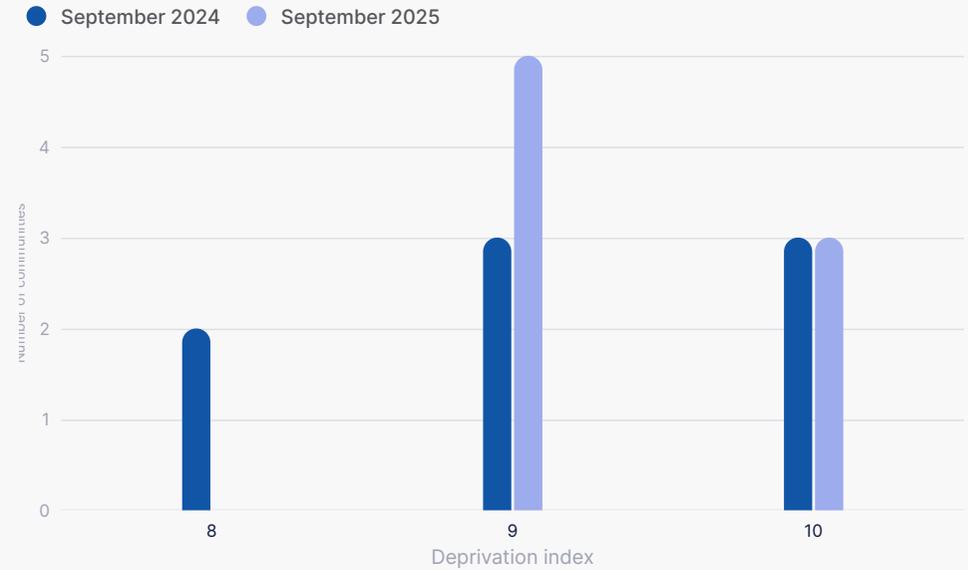
As of Sept 2025, the deprivation score of Waitomo District is 1,116.1. This is 0.43% higher than the score of 1,111.3 at the same time last year Sept 2024. The deprivation score is 14% higher than the national median score of 981.6.

Communities with the greatest change in deprivation score

Depr. Score	Amount	% Change ↓
Te Kuiti East	1,200	▲ 0.02%
Te Kuiti West	1,123	▲ 0.02%
Aria	1,078	▲ 0.01%
Hangatiki	1,081	▼ -0.01%
Herangi	1,102	▼ -0.01%

The deprivation score of Te Kuiti East has increased by 0.02%, representing the greatest change in Sept 2025 compared to Aug 2025.

Distribution of Deprivation Index



As of Sept 2025, 100% of Waitomo District's population live in highly deprived communities (deprivation index 8-10), whereas 0% live in high socio-economic performing communities (deprivation index 1-3).

Crime

Key pillar changes

Crime Rate

503

▲ 1.2%

As of Dec 2025, the crime rate in Waitomo District is 503.4, increasing by 1.2% since Nov 2025.

Community with the highest crime rate

Te Kuiti East

▲ 3.6%

The community with the highest crime rate is Te Kuiti East, increasing by 3.6% since Nov 2025.

Community with the lowest crime rate

Waipa Valley

▲ 9.9%

The community with the lowest crime rate is Waipa Valley, increasing by 9.9% since Nov 2025.

Crime type with the greatest change in crime rate

Sexual offences

▲ 67%

The type of crime with the greatest change is Sexual offences, increasing by 67% since Nov 2025.

Community with the greatest change in crime rate

Waipa Valley

▲ 9.9%

The community with the greatest change is Waipa Valley, increasing by 9.9% since Nov 2025.

Comparison to National Crime Rate



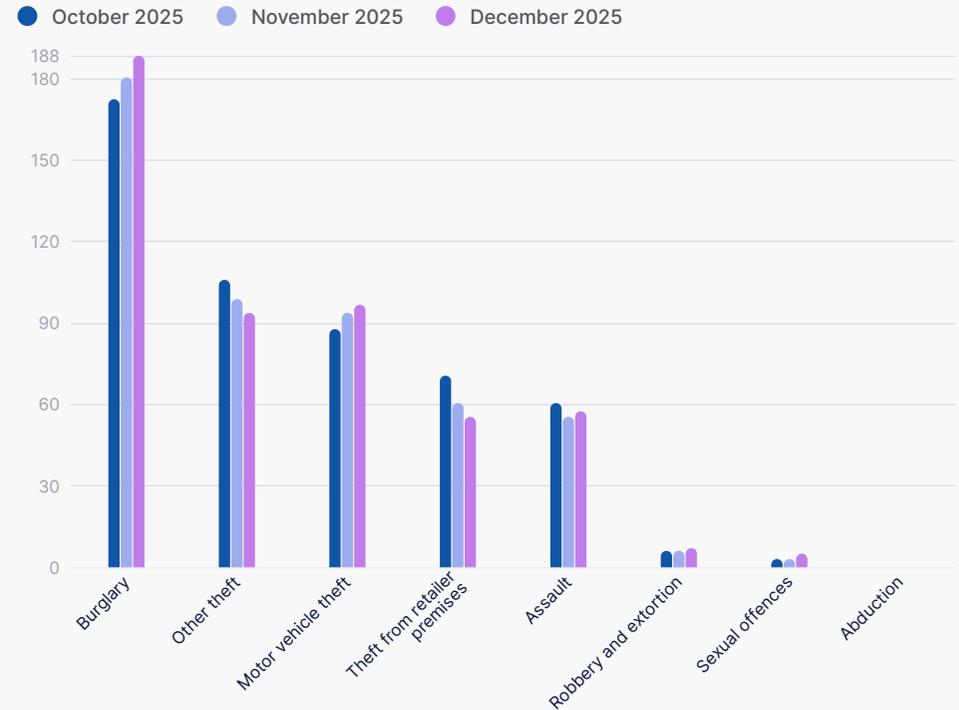
As of Dec 2025, the crime rate in Waitomo District is 503.4. This is 3.8% higher than the crime rate at the same time last year. The crime rate is 9.8% lower than the national rate of 558.4.

Communities with greatest change

Crime Rate	Amount	% Change ↓
Waipa Valley	250	▲ 9.9%
Hangatiki	414	▼ -6.9%
Te Kuiti East	832	▲ 3.6%
Herangi	277	▼ -3.1%
Aria	264	▲ 3%

The crime rate of Waipa Valley has increased by 9.9%, representing the greatest change in Dec 2025 compared to Nov 2025.

Crime types with the greatest change



Within Waitomo District, the most prevalent crime type in Dec 2025 was Burglary, with a crime rate of 188.3. The type of crime that has seen the greatest change since Dec 2025 is Sexual offences, which has increased by 67%.

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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