

Quarterly Report

Matamata Piako District

Summary

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

Crime Rate

417

▼ -5%

As of Jun 2026, the crime rate in Matamata Piako District is 417, decreasing by 5% since Mar 2026.

Deprivation Score

1,006

▲ 0.08%

As of Jun 2026, the deprivation score in Matamata Piako District is 1,006, which has increased by 0.08% since Mar 2026.

Job Seeker Support

5.7%

▲ 4%

As of Jun 2026, the percentage of claimants receiving job seeker support in Matamata Piako District is 5.7%, which has increased by 4% since Mar 2026.

Median Rent Price

\$553

▲ 1.3%

As of Jun 2026, the median rent price in Matamata Piako District is \$553, which has increased by 1.3% since Mar 2026.

Median Sale Price

\$706K

▲ 0.86%

As of Jun 2026, the median sale price in Matamata Piako District is \$706K, which has increased by 0.86% since Mar 2026.

New Business Registrations

34

▼ -19%

As of Jun 2026, the number of new business registrations in Matamata Piako District is 34. This has decreased by 19% since Mar 2026.

Total in-store spend

\$39.4M

▼ -8%

The total in-store spend in Matamata Piako District for Jun 2026 is \$39.4M. This has decreased by 8% since Mar 2026.

Total domestic tourist in-store spend

\$2.93M

▼ -11%

The total in-store spend in Matamata Piako District by domestic tourists for Jun 2026 is \$2.93M. This has decreased by 11% since Mar 2026.

Total international tourist in-store spend

\$442K

▼ -66%

The total in-store spend in Matamata Piako District by international tourists for Jun 2026 is \$442K. This has decreased by 66% since Mar 2026.

Economy

Key pillar changes

Total in-store spend

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New Business Registrations

34

▼ -19%

As of Jun 2026, the number of new business registrations in Matamata Piako District is 34. This has decreased by 19% since Mar 2026.

Business Deregistrations

27

▲ 286%

As of Jun 2026, the number of new business deregistrations in Matamata Piako District is 27. This has increased by 286% since Mar 2026.

Businesses Currently Registered

6,500

▲ 0.63%

As of Jun 2026, the number of businesses currently registered in Matamata Piako District is 6500. This has increased by 0.63% since Mar 2026.

Total in-store spend over time

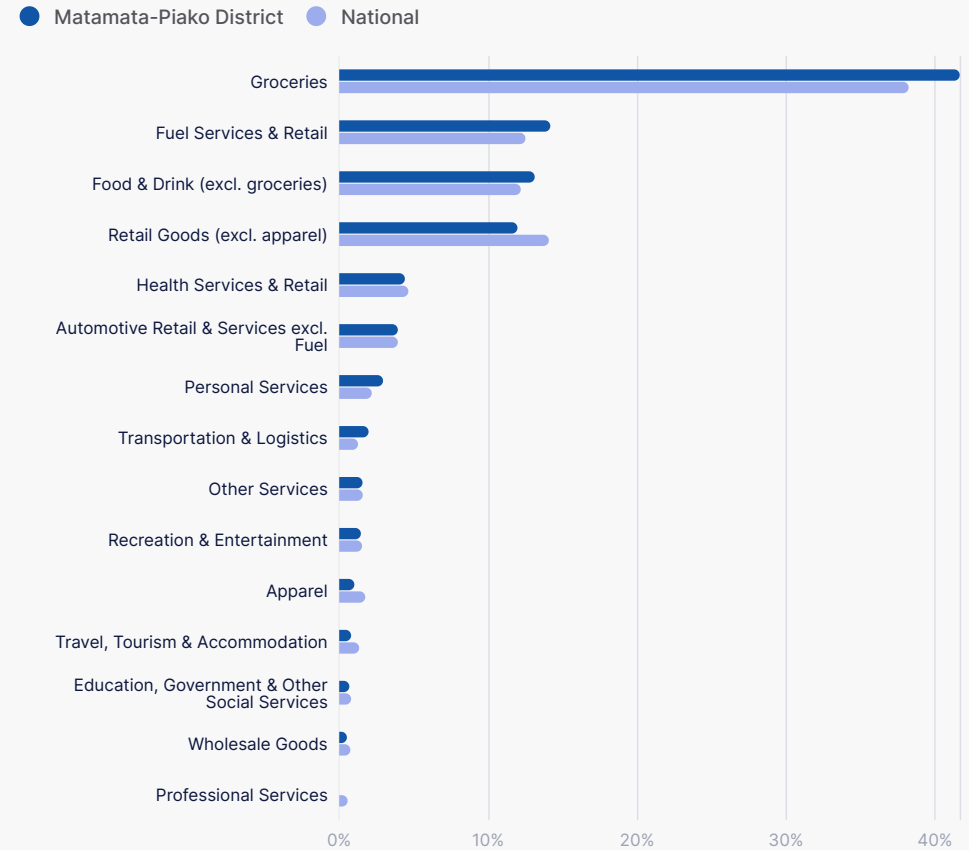


Categories with the greatest spend

Category	\$ Amount ↓	% Change
Groceries	\$16.4M	▼ -6.6%
Fuel Services & Retail	\$5.58M	▼ -18%
Food & Drink (excl. groceries)	\$5.17M	▼ -10%
Retail Goods (excl. apparel)	\$4.71M	▼ -0.49%
Health Services & Retail	\$1.74M	▲ 3.7%

The largest spend category in Matamata-Piako District in Jun 2026 was Groceries, with a total of \$16.4M. This is 6.6% lower than Mar 2026.

All spend by industry (local, domestic, international)



In Matamata-Piako District, people across all spender types (local, domestic, and international) had spent the most on Groceries as of Jun 2026, making up 42% of all spend. Nationally, Groceries made up 38% of total spend across all spender types.

Tourism spend over time



In Jun 2026, \$3.37M was spent by tourists in Matamata-Piako District from domestic and international visitors. Domestic tourism contributed to \$2.93M of this spend and has decreased by 11% since Mar 2026, while international tourism contributed \$442K and has decreased by 66% over the same period.

Spend by origin

Origin	\$ Amount ↓	% Change
All origins	\$39.4M	▼ -8%
All local spenders	\$33.8M	▼ -5.5%
All domestic tourists	\$2.93M	▼ -11%
All international tourists	\$442K	▼ -66%

In Jun 2026, Local spenders contributed \$33.8M to the total in-store spending in Matamata-Piako District. This has decreased by 5.5% since Mar 2026.

 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	\$474K	▼ -26%
Tauranga City	\$369K	▼ -8.4%
Waikato District	\$256K	▲ 20%
Hamilton City	\$248K	▲ 0.07%
Hauraki District	\$166K	▲ 5%

The largest spend from domestic tourists visiting Matamata-Piako District came from Auckland, with tourists spending \$474K. This is 26% lower than Mar 2026.

Visiting countries with the greatest spend

Visiting Country	\$ Amount ↓	% Change
Australia	\$248K	▼ -47%
USA	\$67K	▼ -76%
UK	\$33.8K	▼ -80%
Rest of Asia	\$32.7K	▼ -8%
Rest of Europe	\$29.4K	▼ -82%

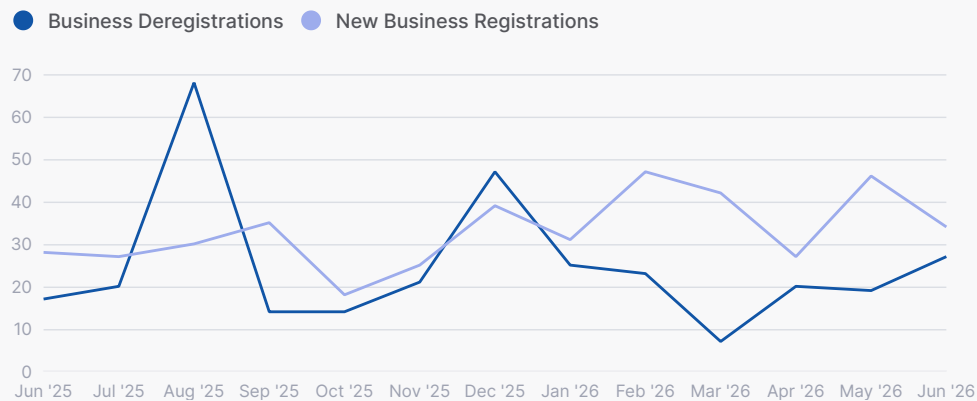
The largest spend from international tourists visiting Matamata-Piako District came from Australia, with tourists spending \$248K. This is 47% lower than Mar 2026.

Total number of businesses registered to date



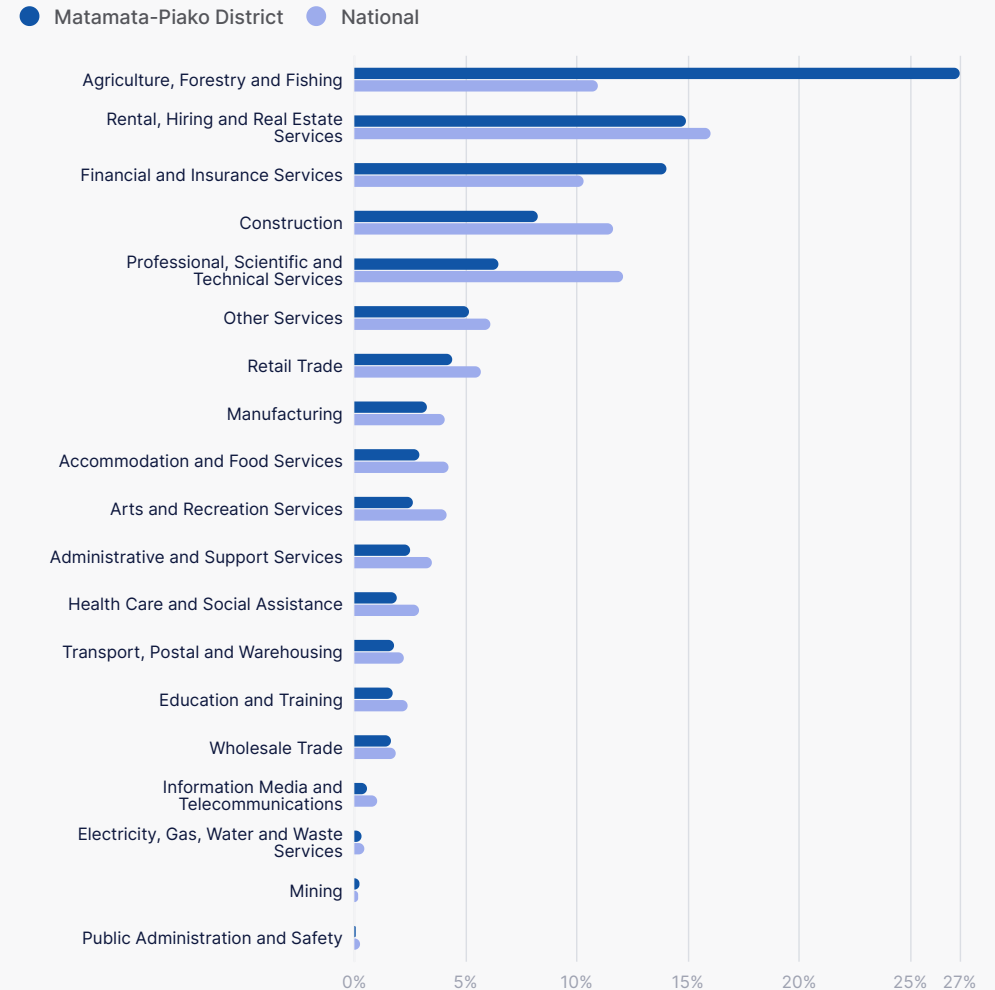
As of Jun 2026, there were 6,500 registered businesses in Matamata-Piako District. This is 26% higher than the national median. Over the last 12 months, the number of registered businesses in Matamata-Piako District has increased by 1.5%.

Business openings and closings in the last year



In Matamata-Piako District, there were 34 new business registrations, decreasing by 26% since May 2026. There were also 27 business deregistrations, increasing by 42% over the same period.

Distribution of registered businesses by industry



Agriculture, Forestry and Fishing is the largest industry operating in Matamata-Piako District, with 27% currently registered businesses as of Jun 2026. This is higher than the national proportion of 11% for the same industry.

Demographics

Key pillar changes

Estimated total population

39.3K

▲ 1.1%

As of Jun 2025, the total population in Matamata Piako District is 39,250, which has increased by 1.1% since Jun 2024.

Age group with the highest population

30-34

▼ -2.7%

As of Jun 2025, the age group with the highest population in Matamata Piako District is 30-34, making up 6.9% of the population. This has decreased by 2.7% since Jun 2024.

Ethnic group with the greatest change in population

MELAA

▲ 28%

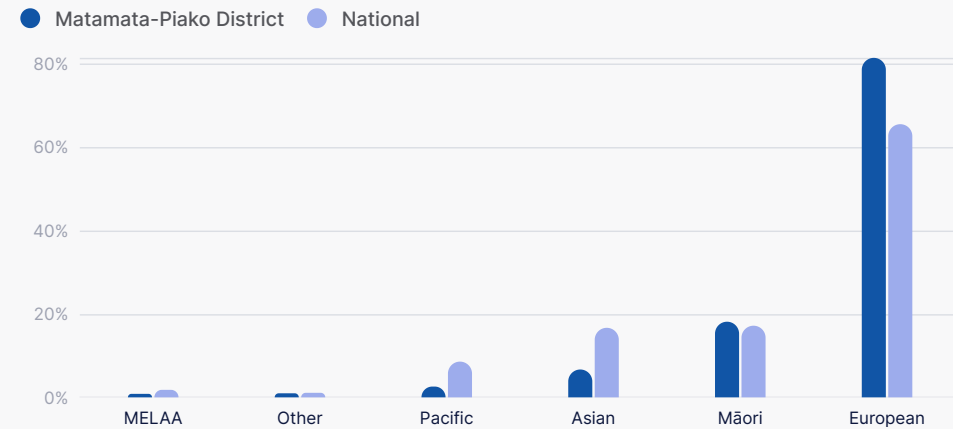
As of Mar 2023, the ethnic group with the greatest change in population in Matamata Piako District is MELAA, making up 0.84% of the population. This has increased by 28% since Mar 2018.

Estimated population



The estimated population of Matamata-Piako District as of Jun 2025 is 39,250. This has increased by 440 people since Jun 2024.

Ethnic distribution



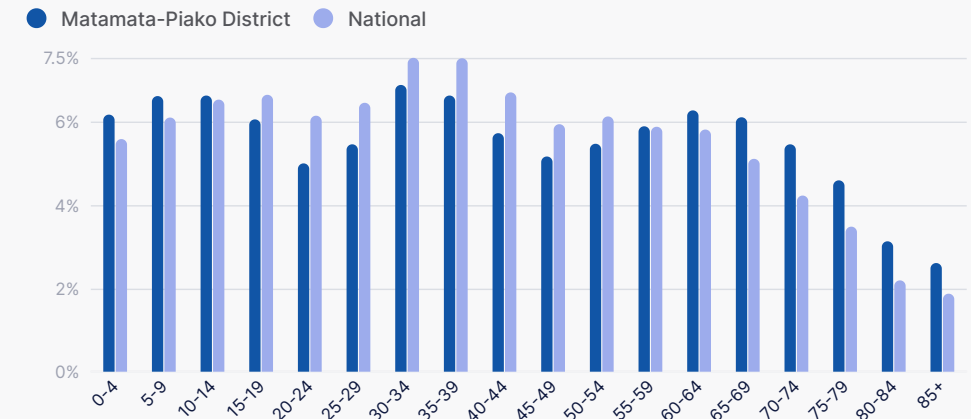
As of Mar 2023, the largest ethnic group in Matamata-Piako District is European, making up 81% of the population. This is 16% higher than the national distribution. The ethnic group that has had the greatest change since Mar 2018 is MELAA, which has increased by 28%.

Estimated population by community

Community	Amount	% Change ↓
Te Poi	940	▲ 3.3%
Waitoa-Ngarua	1,228	▲ 2.5%
Mangaiti	1,492	▲ 2.1%
Morrinsville East	6,112	▲ 1.8%
Tahuna-Mangateparu	1,760	▲ 1.7%

As of Jun 2025, the community with the highest estimated population in Matamata-Piako District is Morrinsville East, making up 6,112.2 of the population. This is 1.8% higher than Jun 2024.

Age distribution



As of Jun 2025, the largest age band in Matamata-Piako District is 30-34, making up 6.9% of the population. This is 0.65% lower than the national distribution. The age band that has had the greatest change since Jun 2024 is 80-84, which has increased by 6.7%.

Employment

Key pillar changes

Median Household Income

\$96.9K

— No Change

As of Jun 2026, the median household income (adjusted for inflation) in Matamata Piako District is \$96.9K, which is ranked 23 out of 66 available districts.

Job Seeker Support

5.7%

▲ 4%

As of Jun 2026, the percentage of claimants receiving job seeker support in Matamata Piako District is 5.7%, which has increased by 4% since Mar 2026.

Means Tested Benefit

3.2%

▲ 1.5%

As of Jun 2026, the percentage of claimants receiving supported living payment or other main benefits in Matamata Piako District is 3.2%, which has increased by 1.5% since Mar 2026.

Sole Parent Support

2.8%

▼ -1.2%

As of Jun 2026, the percentage of claimants receiving sole parent support in Matamata Piako District is 2.8%, which has decreased by 1.2% since Mar 2026.

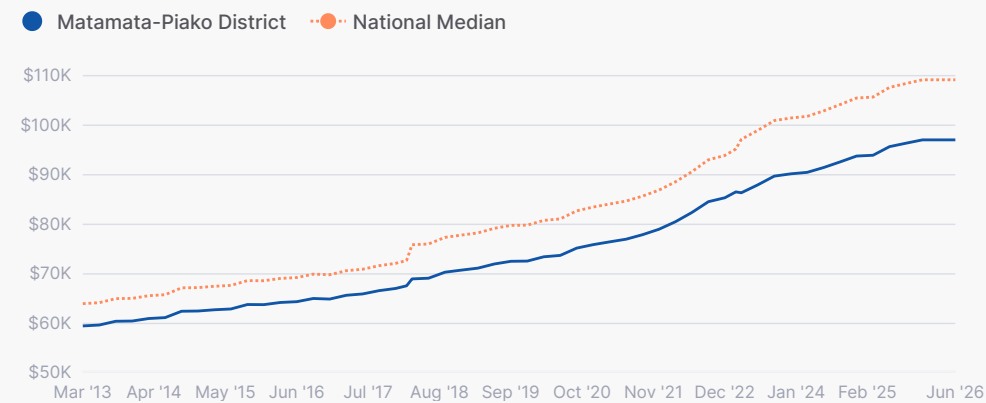
Employment Rate

97%

▲ 1.7%

As of Mar 2023, Matamata Piako District has an employment rate of 97% and is ranked 22 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 Jun 2026, the median household income (adjusted for inflation) in Matamata-Piako District is \$96.9K. This is 11% lower than the national median of \$109K.

Job seeker support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	11%	▲ 4.4%
Pacific Peoples	4.7%	▼ -0.35%
European	4.2%	▲ 3.8%
Other	2.2%	▲ 16%

In Jun 2026, the Māori ethnic group had the highest proportion of job seeker support claimants in Matamata-Piako District, at 11%.

Sole parent support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	6.6%	▼ -3.6%
Pacific Peoples	4.2%	▲ 14%
European	1.8%	▼ -2.9%
Other	1.1%	▼ -0.15%

In Jun 2026, the Māori ethnic group had the highest proportion of sole parent support claimants in Matamata-Piako District, at 6.6%.

Means tested benefit claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	5%	▲ 1.1%
European	2.5%	▲ 0.81%
Other	1.6%	▼ -6.4%
Pacific Peoples	1.2%	▼ -30%

In Jun 2026, the Māori ethnic group had the highest proportion of means tested benefit claimants in Matamata-Piako District, at 5%.

Housing

Key pillar changes

Median Sale Price

\$706K

▲ 0.86%

As of Jun 2026, the median sale price in Matamata Piako District is \$706K, which has increased by 0.86% since Mar 2026.

Median Rent Price

\$553

▲ 1.3%

As of Jun 2026, the median rent price in Matamata Piako District is \$553, which has increased by 1.3% since Mar 2026.

Years to Save for Deposit

10.4 yrs

▲ 1.4%

As of Jun 2026, the number of years to save for a deposit in Matamata Piako District is 10.4, which has increased by 1.4% since Mar 2026.

Purchasing affordability (% of income spent on mortgage)

33%

▲ 0.86%

As of Jun 2026, the purchasing affordability in Matamata Piako District is 33%, which has increased by 0.86% since Mar 2026.

Rental affordability (% of income spent on rent)

30%

▲ 1.3%

As of Jun 2026, the rental affordability in Matamata Piako District is 30%, which has increased by 1.3% since Mar 2026.

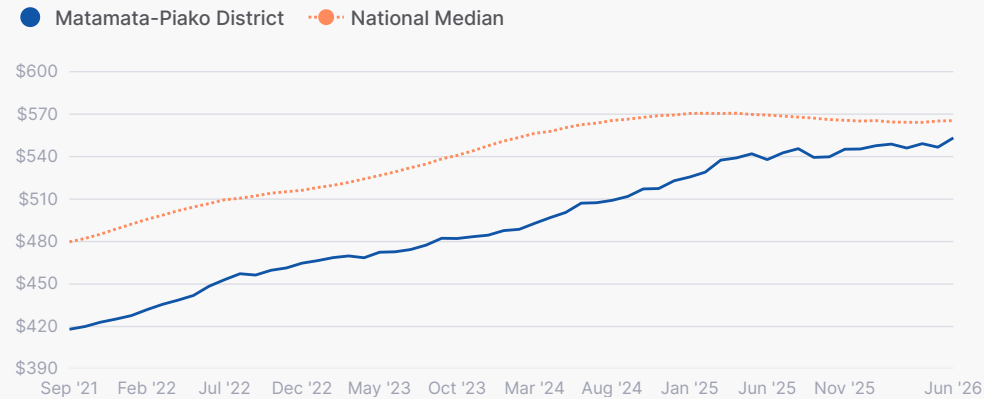
Home ownership rate (% of individuals who own their home)

49%

▲ 6.3%

As of Mar 2023, the home ownership rate in Matamata Piako District is 49%, which has increased by 6.3% since Mar 2018.

Median rent prices over time



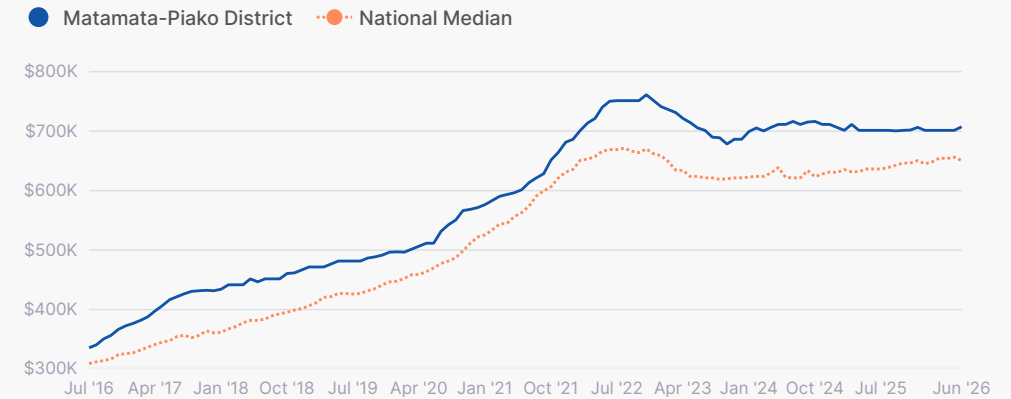
As of Jun 2026, the median rent price in Matamata-Piako District was \$553. This is 2.9% higher than the same time last year when it was \$537. Compared to the national median, the median rent price in Matamata-Piako District is 2.2% lower than the national median of \$565.

Rental affordability by community

Community	% Amount ↓	% Change
Te Aroha East	43%	▲ 0.85%
Matamata North	37%	▲ 0.15%
Te Aroha West	33%	▼ -0.73%
Morrinsville West	32%	▲ 0.28%
Mangaiti	25%	— No Change

Te Aroha East was the least affordable place to rent, with rents taking up 43% of income as of Jun 2026. Te Poi was the most affordable, with rents taking up 11% of income.

Median sale prices over time



As of Jun 2026, the median sale price in Matamata-Piako District was \$706K. This is 0.86% higher than the same time last year when it was \$700K. Compared to the national median, the median sale price in Matamata-Piako District is 8.8% higher than the national median of \$649K.

Education

Key pillar changes

School with the greatest change in NCEA level 3 pass rates

Morrinsville College

▲ 53%

Morrinsville College students in Matamata Piako District had the greatest change in NCEA Level 3 pass rate, increasing by 53% since Jan 2023.

Ethnicity with the greatest change in NCEA level 3 pass rates

Pacific Peoples

▼ -64%

Pacific Peoples students in Matamata Piako District had the greatest change in NCEA Level 3 pass rate, decreasing by 64% since Jan 2023.

Secondary school students leaving with no NCEA qualification

20%

▼ -0.99%

20% of all students in Matamata Piako District left school with no NCEA qualification, decreasing by 0.99% since Jan 2023.

Secondary school retention rate

70%

▼ -0.34%

As of Jan 2024, the secondary school retention rate in Matamata Piako District is 70.3, which has decreased by 0.34% since Jan 2023.

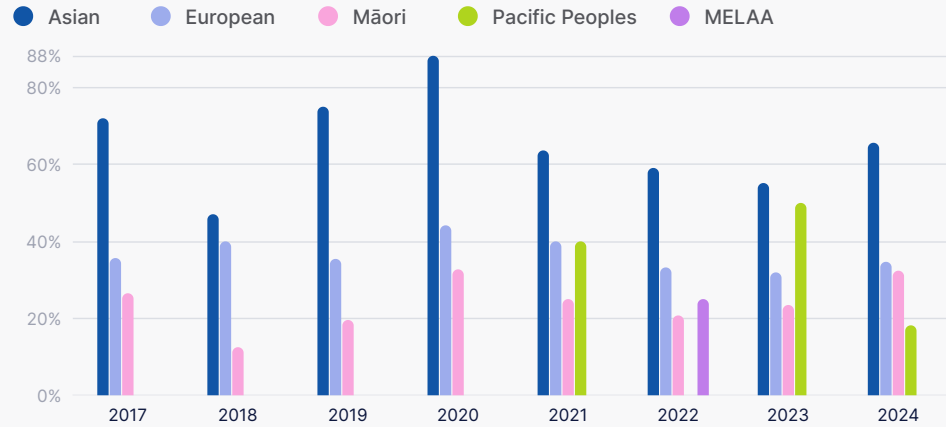
Ethnicity with the greatest change in secondary school retention

Pacific Peoples

▼ -35%

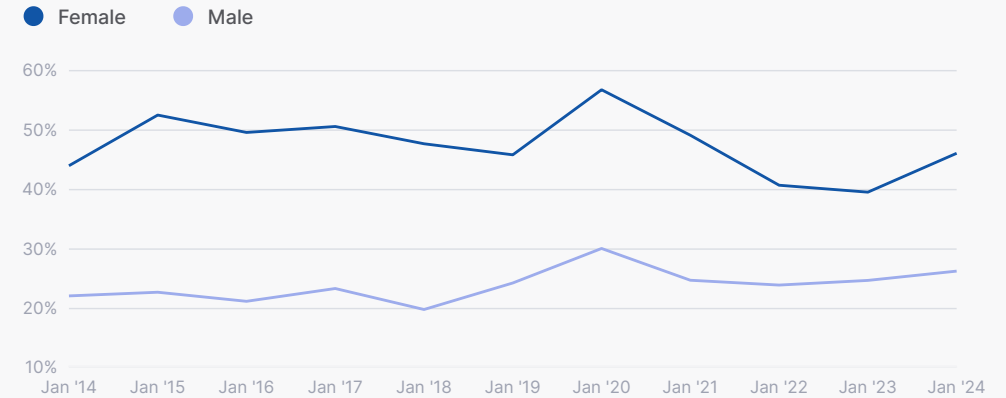
The ethnicity with the greatest change in secondary school retention is Pacific Peoples, which has decreased by 35% since Jan 2023.

School leavers with NCEA level 3 by ethnicity



In Jan 2024, Asian students in Matamata-Piako 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 2023, decreasing by 64% to 18%.

School leavers with NCEA level 3 by gender



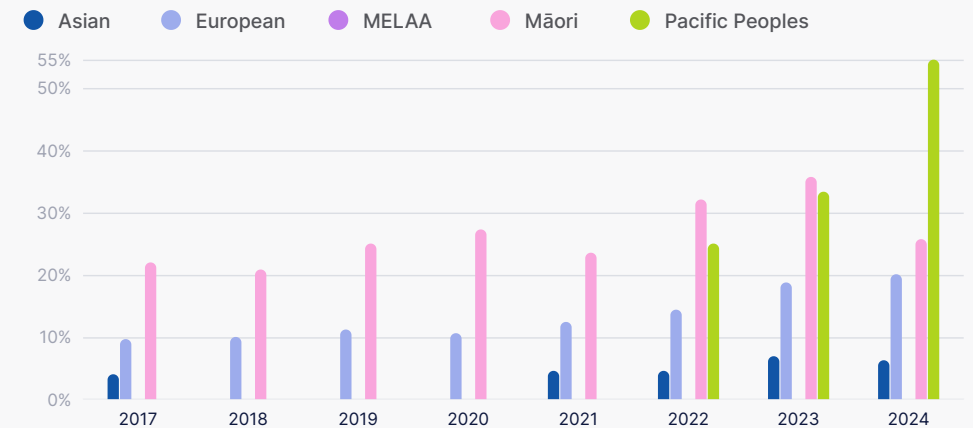
As of Jan 2024, the percentage of female students leaving with NCEA Level 3 in Matamata-Piako District was 46%. This is higher than the 26% pass rate for male students. Compared to Jan 2023, the pass rates have increased for female students and increased for male students.

Schools with greatest change in NCEA level 3 pass rate

Pass Rate	% Amount	% Change ↓
Morrinsville College	46%	▲ 53%
Matamata College	29%	▼ -19%
Te Wharekura o Te Rau Aroha	75%	▲ 8.3%
Te Aroha College	29%	▲ 7.4%

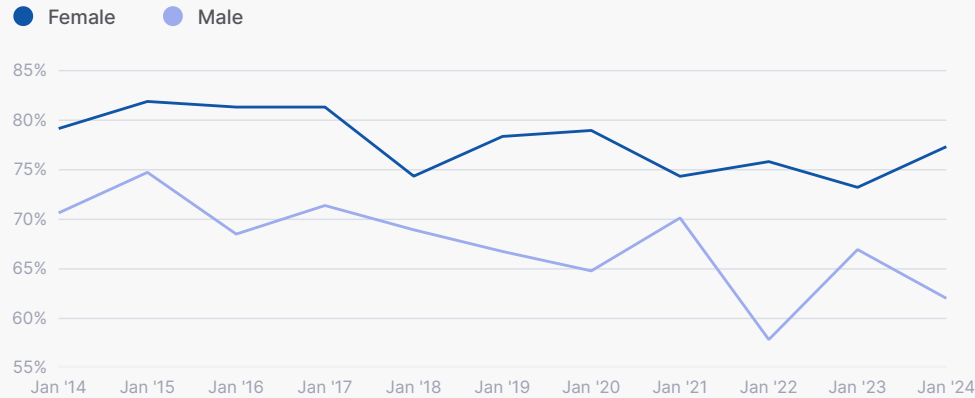
The NCEA Level 3 pass rate of Morrinsville College has increased by 53%, representing the greatest change in Jan 2024 compared to Jan 2023.

School leavers with no NCEA qualification by ethnicity



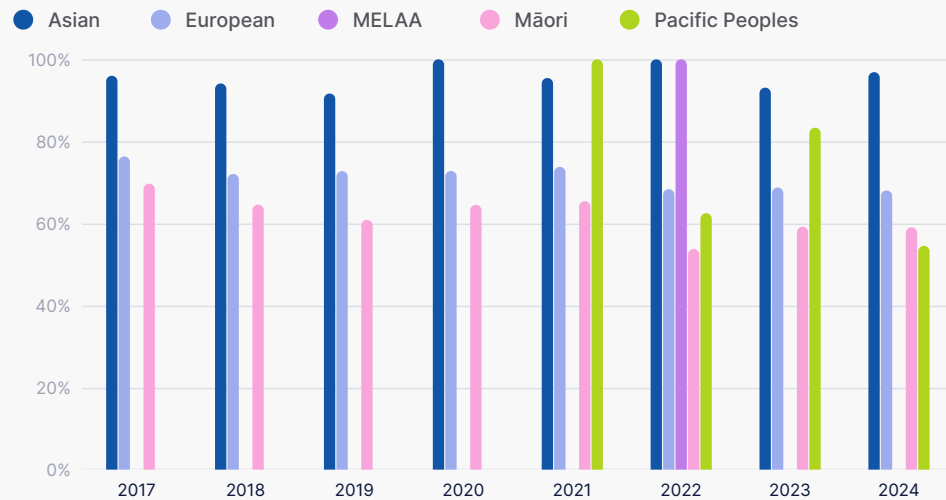
In Jan 2024, Pacific Peoples students in Matamata-Piako District had the greatest proportion of students leaving with no NCEA qualification. Pacific Peoples have seen the greatest change in no NCEA qualification rates since Jan 2023, increasing by 64% to 55%.

School retention by gender over time



As of Jan 2024, the percentage of female students retention in Matamata-Piako District was 77%. This is higher than the 62% 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



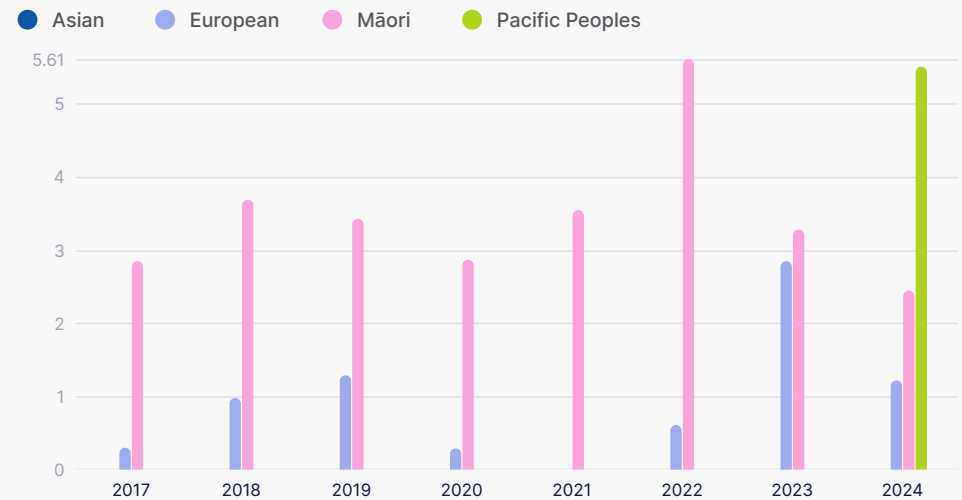
In Jan 2024, Asian students in Matamata-Piako District had the greatest retention rate of 97%. Pacific Peoples have seen the greatest change in retention, decreasing by 35% since Jan 2023.

Schools with greatest change in retention

Retention Rate	% Amount	% Change ↓
Te Wharekura o Te Rau Aroha	56%	▼ -34%
Morrinsville College	74%	▲ 7.5%
Te Aroha College	67%	▼ -5.6%
Matamata College	70%	▼ -1.1%

The secondary school retention rate of Te Wharekura o Te Rau Aroha has decreased by 34%, 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, Pacific Peoples students in Matamata-Piako District had the greatest exclusion rate of 5.5 for every 1000 students. European have seen the greatest change in exclusion rate, decreasing by 57% since Jan 2023.

Deprivation

Key pillar changes

Deprivation Score

1,006

▲ 0.08%

As of Jun 2026, the deprivation score in Matamata Piako District is 1,006, which has increased by 0.08% since Mar 2026.

Community with greatest decrease in deprivation score

Mangaiti

▼ -0.79%

The community with the greatest decrease in deprivation score is Mangaiti, which has decreased by 0.79% since Mar 2026.

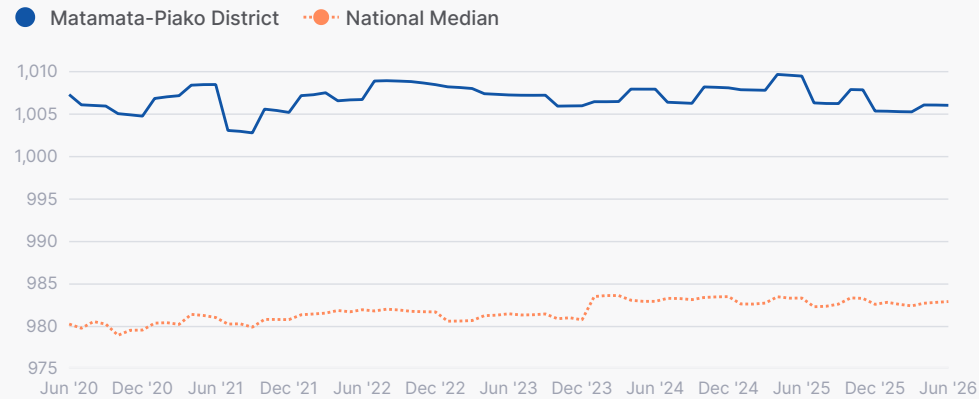
Community with greatest increase in deprivation score

Te Aroha East

▲ 1.1%

The community with the greatest increase in deprivation score is Te Aroha East, which has increased by 1.1% since Mar 2026.

Comparison to National Deprivation Score



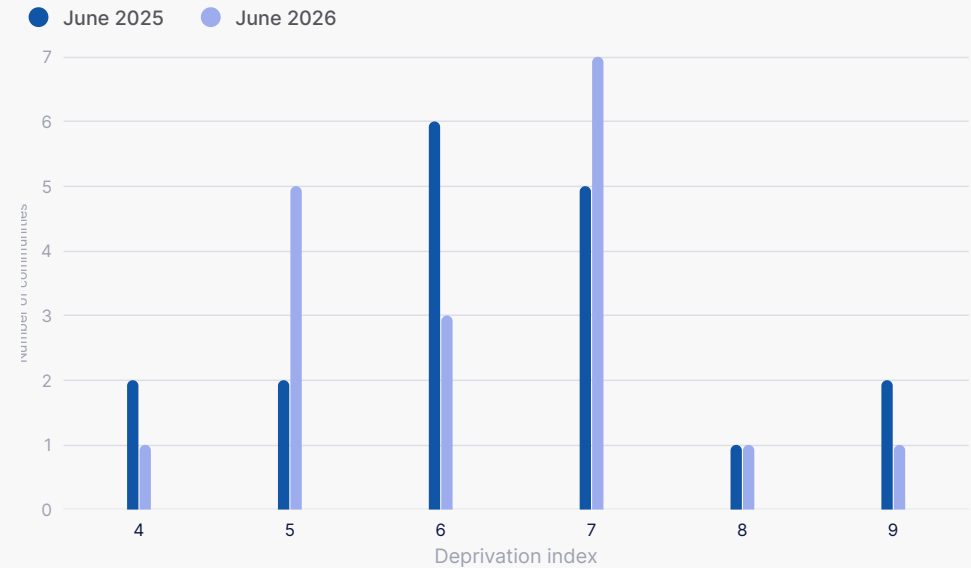
As of Jun 2026, the deprivation score of Matamata-Piako District is 1,006. This is 0.34% lower than the score of 1,009.4 at the same time last year Jun 2025. The deprivation score is 2.4% higher than the national median score of 982.8.

Communities with the greatest change in deprivation score

Depr. Score	Amount	% Change ↓
Te Aroha East	1,108	▲ 1.1%
Te Aroha West	994	▲ 0.96%
Mangaiti	1,021	▼ -0.79%
Morrinsville West	1,017	▼ -0.51%
Hinuera	969	▼ -0.44%

The deprivation score of Te Aroha East has increased by 1.1%, representing the greatest change in Jun 2026 compared to Mar 2026.

Distribution of Deprivation Index



As of Jun 2026, 11% of Matamata-Piako 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

417

▼ -5%

As of Jun 2026, the crime rate in Matamata Piako District is 417, decreasing by 5% since Mar 2026.

Crime type with the greatest change in crime rate

Robbery and extortion

▼ -29%

The type of crime with the greatest change is Robbery and extortion, decreasing by 29% since Mar 2026.

Community with the highest crime rate

Morrinsville West

▼ -9.6%

The community with the highest crime rate is Morrinsville West, decreasing by 9.6% since Mar 2026.

Community with the greatest change in crime rate

Okauia

▼ -21%

The community with the greatest change is Okauia, decreasing by 21% since Mar 2026.

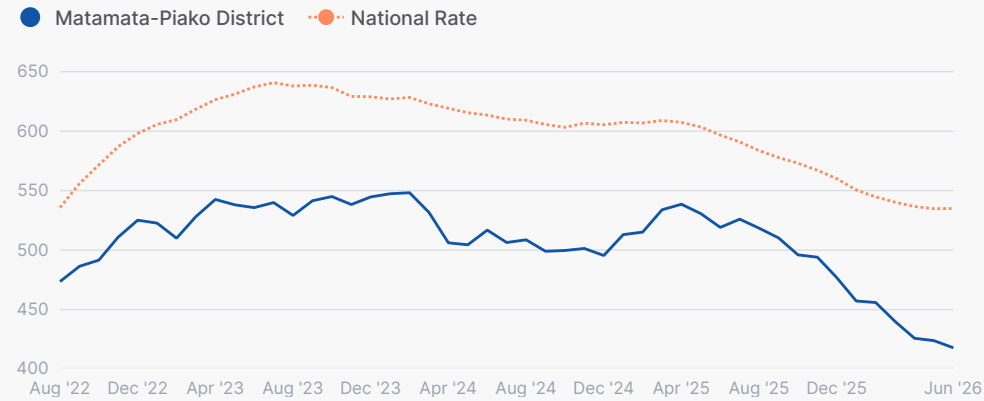
Community with the lowest crime rate

Okauia

▼ -21%

The community with the lowest crime rate is Okauia, decreasing by 21% since Mar 2026.

Comparison to National Crime Rate



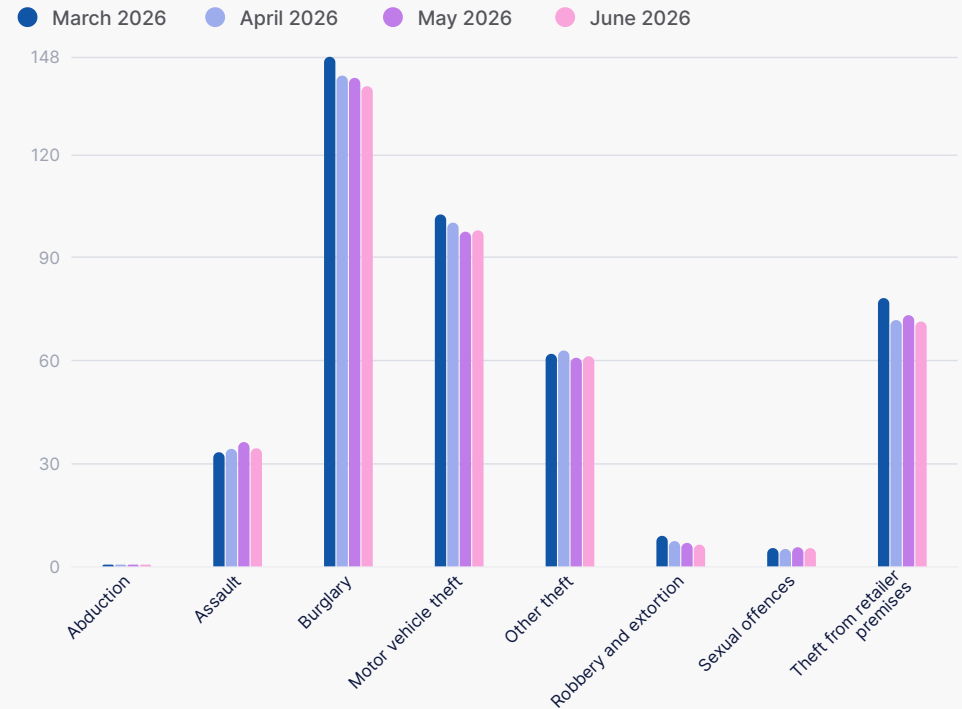
As of Jun 2026, the crime rate in Matamata-Piako District is 417. This is 20% lower than the crime rate at the same time last year. The crime rate is 22% lower than the national rate of 534.2.

Communities with greatest change

Crime Rate	Amount	% Change ↓
Okauia	134	▼ -21%
Te Aroha West	203	▼ -16%
Waitoa-Ngarua	170	▼ -13%
Waihou-Manawaru	203	▼ -13%
Tahuna-Mangateparu	163	▼ -12%

The crime rate of Okauia has decreased by 21%, representing the greatest change in Jun 2026 compared to Mar 2026.

Crime types with the greatest change



Within Matamata-Piako District, the most prevalent crime type in Jun 2026 was Burglary, with a crime rate of 139.9. The type of crime that has seen the greatest change since May 2026 is Robbery and extortion, which has decreased by 7.5%.

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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