

Quarterly Report

Taupō District

Summary

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

Crime Rate

549

▼ -2.5%

As of Jun 2026, the crime rate in Taupō District is 549, decreasing by 2.5% since Mar 2026.

Deprivation Score

1,021

▲ 0.08%

As of Jun 2026, the deprivation score in Taupō District is 1,020.6, which has increased by 0.08% since Mar 2026.

Job Seeker Support

6.7%

▲ 0.97%

As of Jun 2026, the percentage of claimants receiving job seeker support in Taupō District is 6.7%, which has increased by 0.97% since Mar 2026.

Median Rent Price

\$594

▲ 2%

As of Jun 2026, the median rent price in Taupō District is \$594, which has increased by 2% since Mar 2026.

Median Sale Price

\$780K

▲ 0.65%

As of Jun 2026, the median sale price in Taupō District is \$780K, which has increased by 0.65% since Mar 2026.

New Business Registrations

38

▼ -14%

As of Jun 2026, the number of new business registrations in Taupō District is 38. This has decreased by 14% since Mar 2026.

Total in-store spend

\$65.5M

▼ -19%

The total in-store spend in Taupō District for Jun 2026 is \$65.5M. This has decreased by 19% since Mar 2026.

Total domestic tourist in-store spend

\$10.7M

▼ -28%

The total in-store spend in Taupō District by domestic tourists for Jun 2026 is \$10.7M. This has decreased by 28% since Mar 2026.

Total international tourist in-store spend

\$2.25M

▼ -77%

The total in-store spend in Taupō District by international tourists for Jun 2026 is \$2.25M. This has decreased by 77% since Mar 2026.

Economy

Key pillar changes

Total in-store spend

\$65.5M

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New Business Registrations

38

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As of Jun 2026, the number of new business registrations in Taupō District is 38. This has decreased by 14% since Mar 2026.

Business Deregistrations

46

▲ 318%

As of Jun 2026, the number of new business deregistrations in Taupō District is 46. This has increased by 318% since Mar 2026.

Businesses Currently Registered

7,508

▲ 0.59%

As of Jun 2026, the number of businesses currently registered in Taupō District is 7508. This has increased by 0.59% since Mar 2026.

Total in-store spend over time

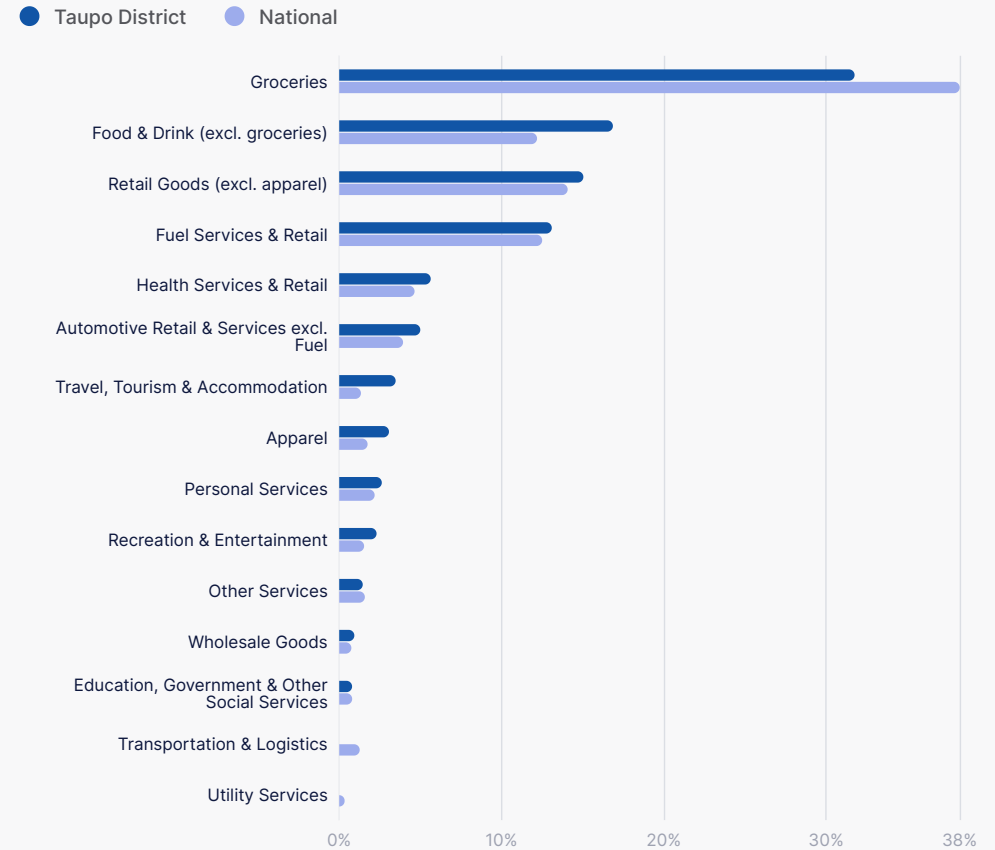


Categories with the greatest spend

Category	\$ Amount ↓	% Change
Groceries	\$20.8M	▼ -11%
Food & Drink (excl. groceries)	\$11M	▼ -27%
Retail Goods (excl. apparel)	\$9.85M	▼ -13%
Fuel Services & Retail	\$8.58M	▼ -22%
Health Services & Retail	\$3.69M	▼ -6.2%

The largest spend category in Taupo District in Jun 2026 was Groceries, with a total of \$20.8M. This is 11% lower than Mar 2026.

All spend by industry (local, domestic, international)



Tourism spend over time



In Jun 2026, \$13M was spent by tourists in Taupo District from domestic and international visitors. Domestic tourism contributed to \$10.7M of this spend and has decreased by 28% since Mar 2026, while international tourism contributed \$2.25M and has decreased by 77% over the same period.

Spend by origin

Origin	\$ Amount ↓	% Change
All origins	\$65.5M	▼ -19%
All local spenders	\$49.2M	▼ -6.9%
All domestic tourists	\$10.7M	▼ -28%
All international tourists	\$2.25M	▼ -77%

In Jun 2026, Local spenders contributed \$49.2M to the total in-store spending in Taupo District. This has decreased by 6.9% 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	\$2.42M	▼ -30%
Tauranga City	\$593K	▼ -34%
Hastings District	\$490K	▼ -26%
Wellington City	\$484K	▼ -39%
Hamilton City	\$469K	▼ -5.6%

The largest spend from domestic tourists visiting Taupo District came from Auckland, with tourists spending \$2.42M. This is 30% lower than Mar 2026.

Visiting countries with the greatest spend

Visiting Country	\$ Amount ↓	% Change
Australia	\$1.02M	▼ -71%
Rest of Asia	\$432K	▼ -5%
USA	\$328K	▼ -83%
UK	\$192K	▼ -83%
Rest of Europe	\$160K	▼ -88%

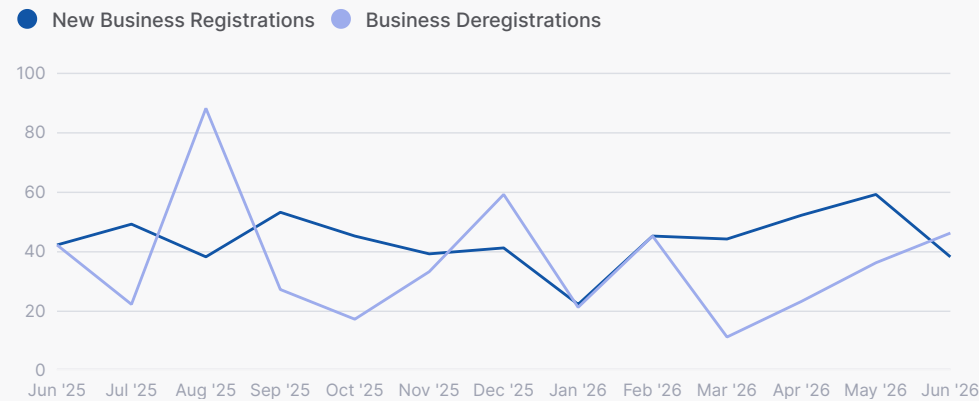
The largest spend from international tourists visiting Taupo District came from Australia, with tourists spending \$1.02M. This is 71% lower than Mar 2026.

Total number of businesses registered to date



As of Jun 2026, there were 7,508 registered businesses in Taupo District. This is 46% higher than the national median. Over the last 12 months, the number of registered businesses in Taupo District has increased by 1.3%.

Business openings and closings in the last year



In Taupo District, there were 38 new business registrations, decreasing by 36% since May 2026. There were also 46 business deregistrations, increasing by 28% over the same period.

Distribution of registered businesses by industry



Rental, Hiring and Real Estate Services is the largest industry operating in Taupo District, with 16% currently registered businesses as of Jun 2026. This is lower than the national proportion of 16% for the same industry.

Demographics

Key pillar changes

Estimated total population

42.7K

▲ 1%

As of Jun 2025, the total population in Taupō District is 42,680, which has increased by 1% since Jun 2024.

Age group with the highest population

60-64

▼ -2.2%

As of Jun 2025, the age group with the highest population in Taupō District is 60-64, making up 6.8% of the population. This has decreased by 2.2% since Jun 2024.

Ethnic group with the greatest change in population

MELAA

▲ 40%

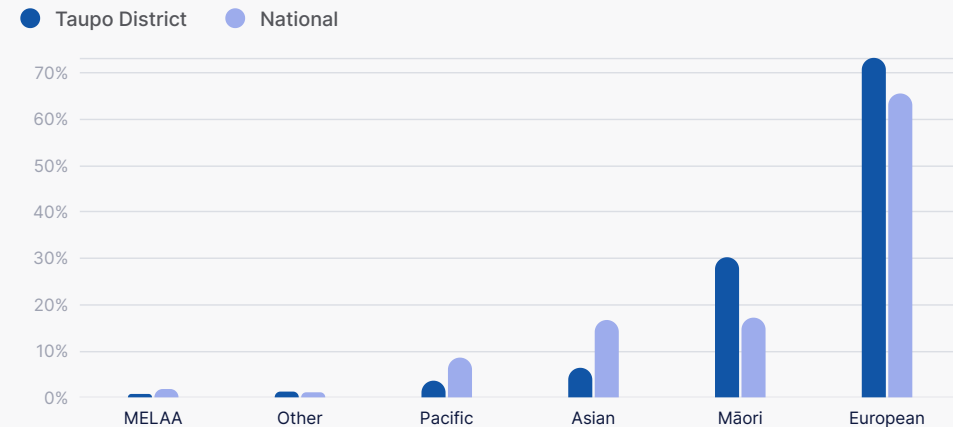
As of Mar 2023, the ethnic group with the greatest change in population in Taupō District is MELAA, making up 0.73% of the population. This has increased by 40% since Mar 2018.

Estimated population



The estimated population of Taupo District as of Jun 2025 is 42,680. This has increased by 430 people since Jun 2024.

Ethnic distribution



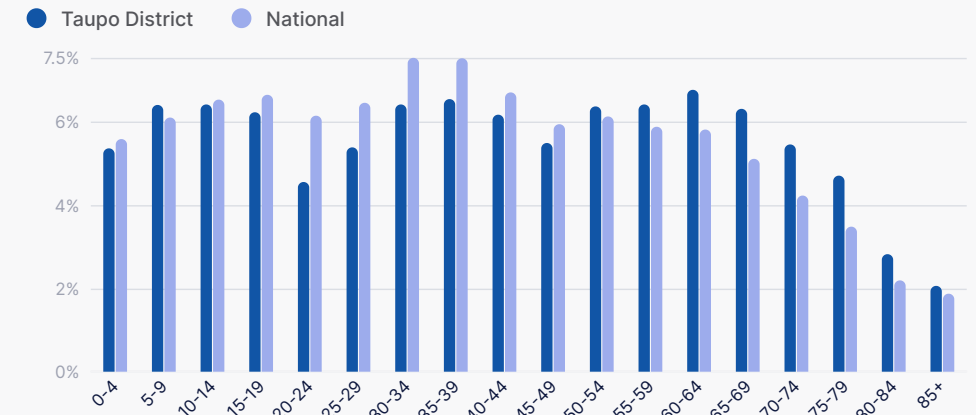
As of Mar 2023, the largest ethnic group in Taupo District is European, making up 73% of the population. This is 7.7% higher than the national distribution. The ethnic group that has had the greatest change since Mar 2018 is MELAA, which has increased by 40%.

Estimated population by community

Community	Amount	% Change ↓
Wharewaka	2,250	▲ 14%
Taupō Central West	410	▲ 2.5%
Mapara	2,500	▲ 2.5%
Ohakuri	2,120	▲ 2.4%
Wairakei-Broadlands	1,230	▲ 1.7%

As of Jun 2025, the community with the highest estimated population in Taupo District is Tūrangi, making up 3,960 of the population. This is 0.51% higher than Jun 2024.

Age distribution



As of Jun 2025, the largest age band in Taupo District is 60-64, making up 6.8% of the population. This is 0.96% higher than the national distribution. The age band that has had the greatest change since Jun 2024 is 85+, which has increased by 13%.

Employment

Key pillar changes

Median Household Income

\$97.4K

— No Change

As of Jun 2026, the median household income (adjusted for inflation) in Taupō District is \$97.4K, which is ranked 20 out of 66 available districts.

Job Seeker Support

6.7%

▲ 0.97%

As of Jun 2026, the percentage of claimants receiving job seeker support in Taupō District is 6.7%, which has increased by 0.97% since Mar 2026.

Means Tested Benefit

3.1%

▲ 0.08%

As of Jun 2026, the percentage of claimants receiving supported living payment or other main benefits in Taupō District is 3.1%, which has increased by 0.08% since Mar 2026.

Sole Parent Support

3.1%

▲ 3%

As of Jun 2026, the percentage of claimants receiving sole parent support in Taupō District is 3.1%, which has increased by 3% since Mar 2026.

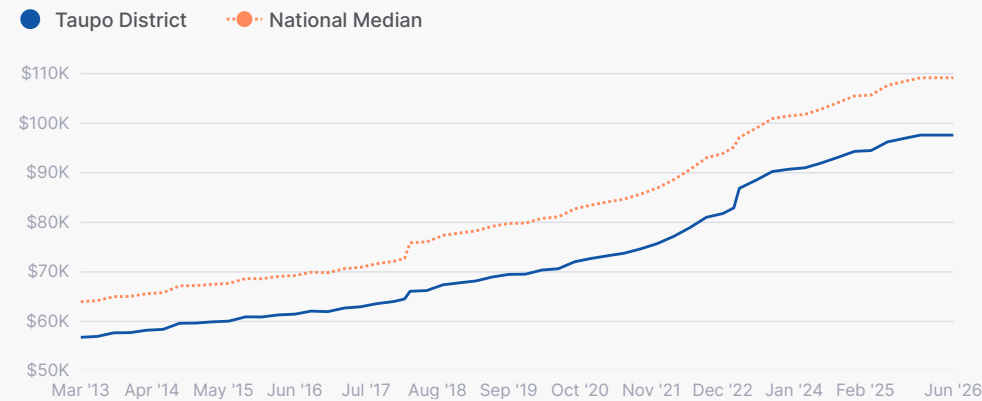
Employment Rate

96%

▲ 1.3%

As of Mar 2023, Taupō District has an employment rate of 96% and is ranked 25 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 Taupo District is \$97.4K. This is 11% lower than the national median of \$109K.

Job seeker support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	13%	▼ -1.7%
Pacific Peoples	7.2%	— No Change
European	3.6%	▲ 1%
Other	2.5%	▲ 5.9%

In Jun 2026, the Māori ethnic group had the highest proportion of job seeker support claimants in Taupo District, at 13%.

Sole parent support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	7.2%	▲ 3.8%
Pacific Peoples	2.3%	— No Change
European	1.3%	▲ 3.6%
Other	0.57%	▲ 0.05%

In Jun 2026, the Māori ethnic group had the highest proportion of sole parent support claimants in Taupo District, at 7.2%.

Means tested benefit claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	5%	▲ 3.4%
Pacific Peoples	2.1%	▼ -14%
European	2%	▼ -2.9%
Other	1.1%	▲ 4.6%

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

Housing

Key pillar changes

Median Sale Price

\$780K

▲ 0.65%

As of Jun 2026, the median sale price in Taupō District is \$780K, which has increased by 0.65% since Mar 2026.

Median Rent Price

\$594

▲ 2%

As of Jun 2026, the median rent price in Taupō District is \$594, which has increased by 2% since Mar 2026.

Years to Save for Deposit

11.7 yrs

▲ 1.6%

As of Jun 2026, the number of years to save for a deposit in Taupō District is 11.7, which has increased by 1.6% since Mar 2026.

Purchasing affordability (% of income spent on mortgage)

37%

▲ 0.65%

As of Jun 2026, the purchasing affordability in Taupō District is 37%, which has increased by 0.65% since Mar 2026.

Rental affordability (% of income spent on rent)

32%

▲ 2%

As of Jun 2026, the rental affordability in Taupō District is 32%, which has increased by 2% since Mar 2026.

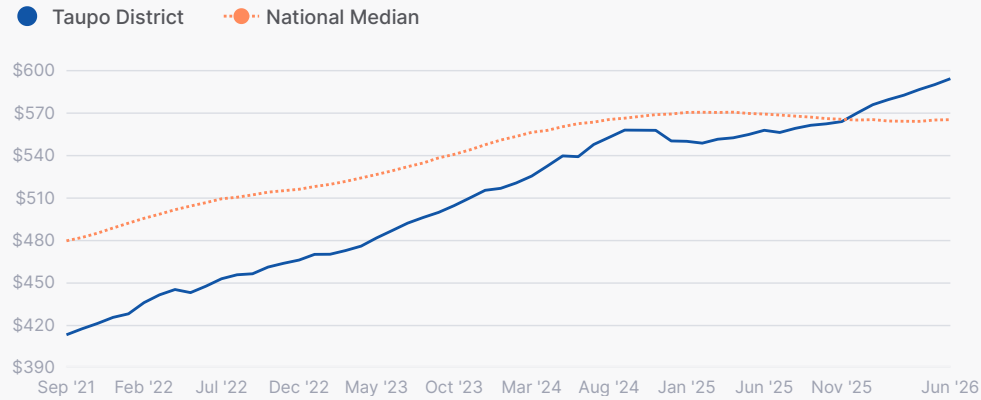
Home ownership rate (% of individuals who own their home)

46%

▲ 6.5%

As of Mar 2023, the home ownership rate in Taupō District is 46%, which has increased by 6.5% since Mar 2018.

Median rent prices over time



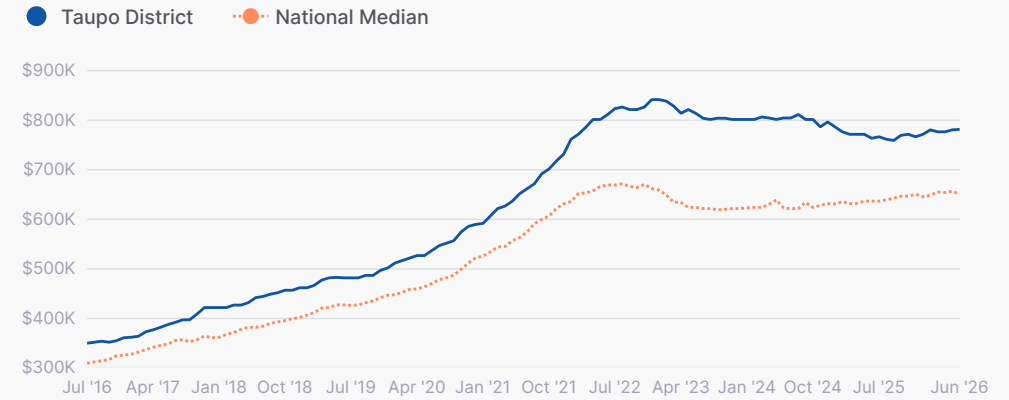
As of Jun 2026, the median rent price in Taupo District was \$594. This is 6.5% higher than the same time last year when it was \$557. Compared to the national median, the median rent price in Taupo District is 5.1% higher than the national median of \$565.

Rental affordability by community

Community	% Amount ↓	% Change
Brentwood (Taupo District)	40%	▲ 0.56%
Wharewaka	38%	▼ -0.16%
Tūrangi	36%	▲ 0.23%
Waitahanui	35%	▲ 8.6%
Taupō Central East	35%	▲ 0.69%

Brentwood (Taupo District) was the least affordable place to rent, with rents taking up 40% of income as of Jun 2026. Taharua 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 Taupo District was \$780K. This is 2.4% higher than the same time last year when it was \$762K. Compared to the national median, the median sale price in Taupo District is 20% higher than the national median of \$649K.

Education

Key pillar changes

School with the greatest change in NCEA level 3 pass rates

Tongariro School

▼ -52%

Tongariro School students in Taupō District had the greatest change in NCEA Level 3 pass rate, decreasing by 52% since Jan 2023.

Ethnicity with the greatest change in NCEA level 3 pass rates

Male

▲ 25%

Male students in Taupō District had the greatest change in NCEA Level 3 pass rate, increasing by 25% since Jan 2023.

Secondary school students leaving with no NCEA qualification

19%

▲ 6.5%

19% of all students in Taupō District left school with no NCEA qualification, increasing by 6.5% since Jan 2023.

Secondary school retention rate

70%

▲ 4.5%

As of Jan 2024, the secondary school retention rate in Taupō District is 70.1, which has increased by 4.5% since Jan 2023.

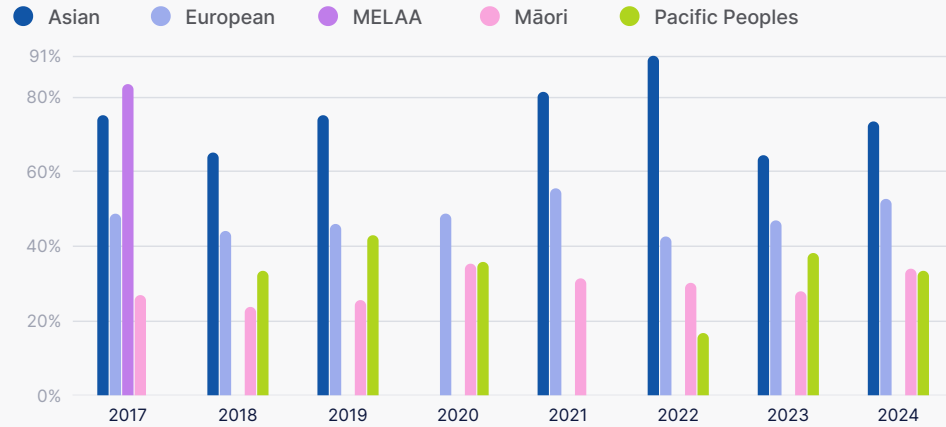
Ethnicity with the greatest change in secondary school retention

Pacific Peoples

▼ -31%

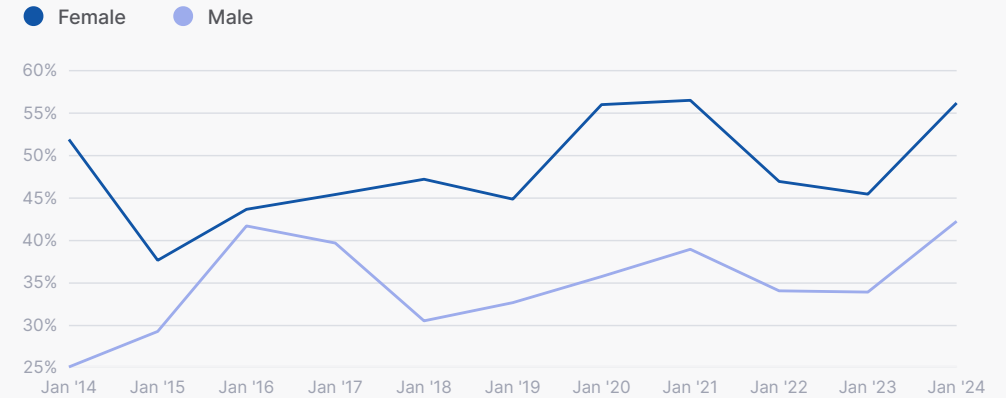
The ethnicity with the greatest change in secondary school retention is Pacific Peoples, which has decreased by 31% since Jan 2023.

School leavers with NCEA level 3 by ethnicity



In Jan 2024, Asian students in Taupo District had the greatest proportion of students leaving with NCEA Level 3. Māori have seen the greatest change in NCEA Level 3 pass rates since Jan 2023, increasing by 22% to 34%.

School leavers with NCEA level 3 by gender



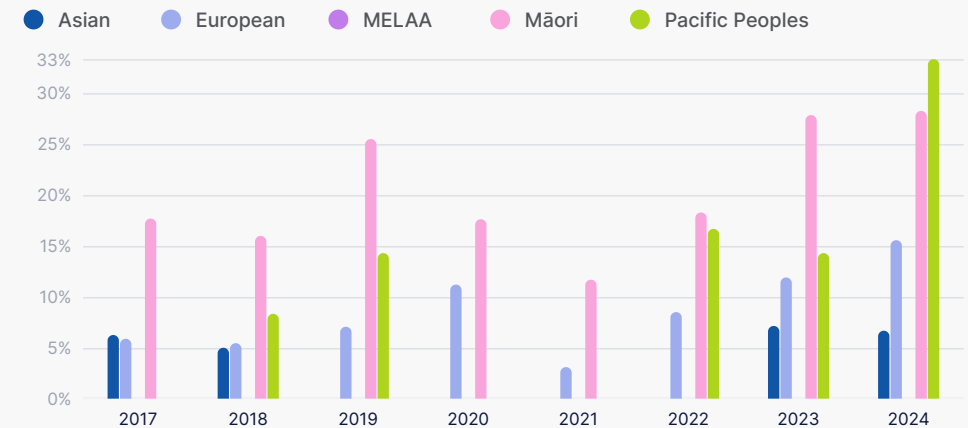
As of Jan 2024, the percentage of female students leaving with NCEA Level 3 in Taupo District was 56%. This is higher than the 42% pass rate for male students. Compared to Jan 2023, the pass rates have increased for female students and increased for male students.

Schools with greatest change in NCEA level 3 pass rate

Pass Rate	% Amount	% Change ↓
Tongariro School	8.3%	▼ -52%
Taupo-nui-a-Tia College	58%	▲ 32%
Tauhara College	43%	▲ 15%
Te Kura o Hirangi	9.1%	▼ -9.1%
TKKM o Whakarewa I Te Reo Ki Tuwharetoa	77%	▲ 1%

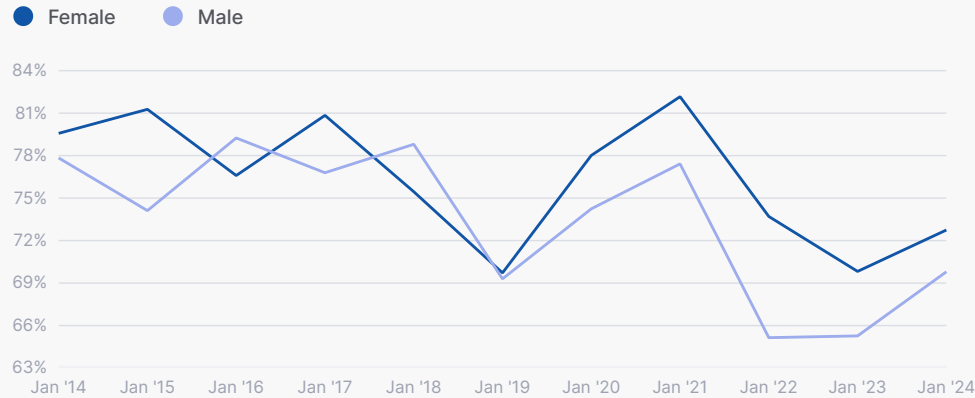
The NCEA Level 3 pass rate of Tongariro School has decreased by 52%, representing the greatest change in Jan 2024 compared to Jan 2023.

School leavers with no NCEA qualification by ethnicity



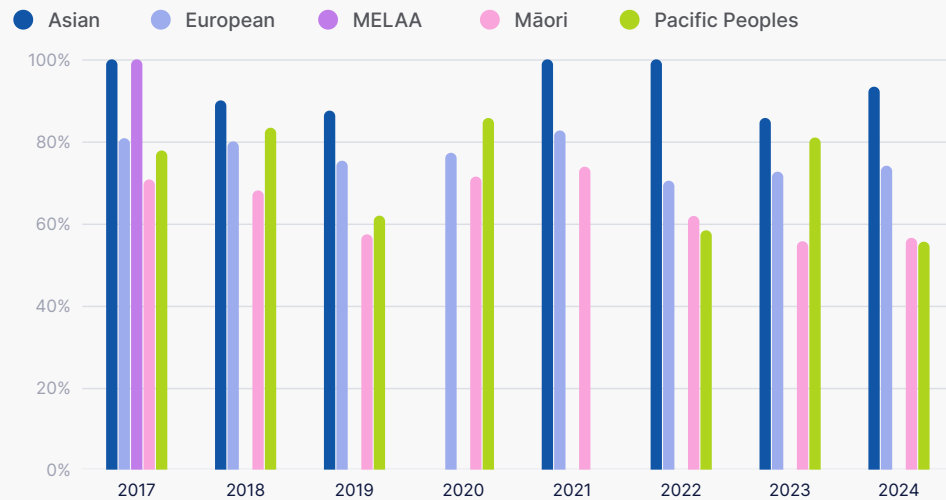
In Jan 2024, Pacific Peoples students in Taupo District had the greatest proportion of students leaving with no NCEA qualification. Pacific Peoples have seen the greatest change in no NCEA qualification rates since Jan 2023, increasing by 133% to 33%.

School retention by gender over time



As of Jan 2024, the percentage of female students retention in Taupo District was 73%. This is higher than the 70% 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



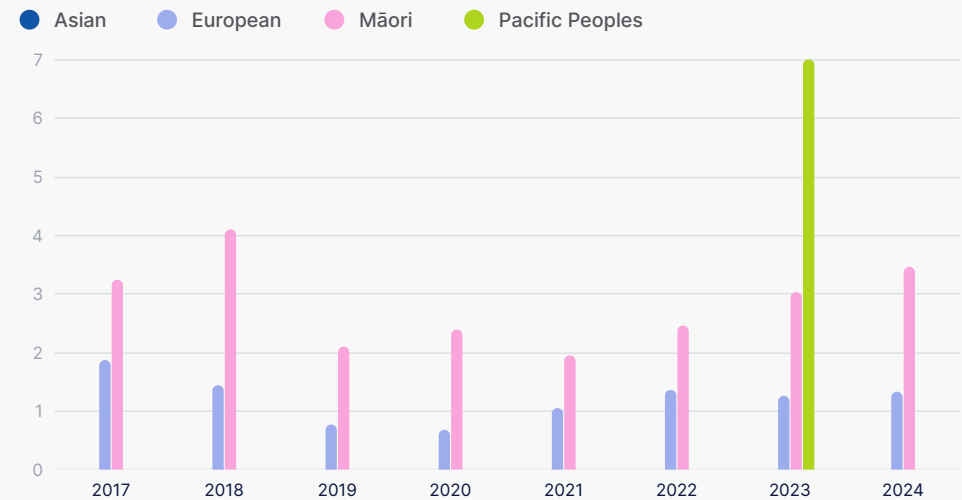
In Jan 2024, Asian students in Taupo District had the greatest retention rate of 93%. Pacific Peoples have seen the greatest change in retention, decreasing by 31% since Jan 2023.

Schools with greatest change in retention

Retention Rate	% Amount	% Change ↓
Te Kura o Hirangi	27%	▼ -61%
TKKM o Whakarewa Te Reo Ki Tuwharetoa	95%	▲ 35%
Tongariro School	47%	▲ 11%
Tauhara College	73%	▲ 7.3%
Taupo-nui-a-Tia College	72%	▲ 0.1%

The secondary school retention rate of Te Kura o Hirangi has decreased by 61%, 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 Taupo District had the greatest exclusion rate of 3.5 for every 1000 students. Pacific Peoples have seen the greatest change in exclusion rate, decreasing by 100% since Jan 2023.

Deprivation

Key pillar changes

Deprivation Score

1,021

▲ 0.08%

As of Jun 2026, the deprivation score in Taupō District is 1,020.6, which has increased by 0.08% since Mar 2026.

Community with greatest decrease in deprivation score

Hilltop (Taupo District)

▼ -1.3%

The community with the greatest decrease in deprivation score is Hilltop (Taupo District), which has decreased by 1.3% since Mar 2026.

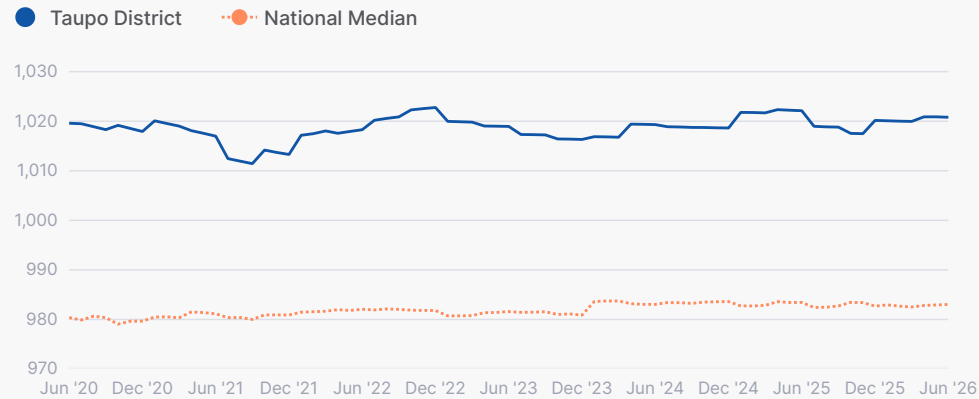
Community with greatest increase in deprivation score

Waitahanui

▲ 2.5%

The community with the greatest increase in deprivation score is Waitahanui, which has increased by 2.5% since Mar 2026.

Comparison to National Deprivation Score



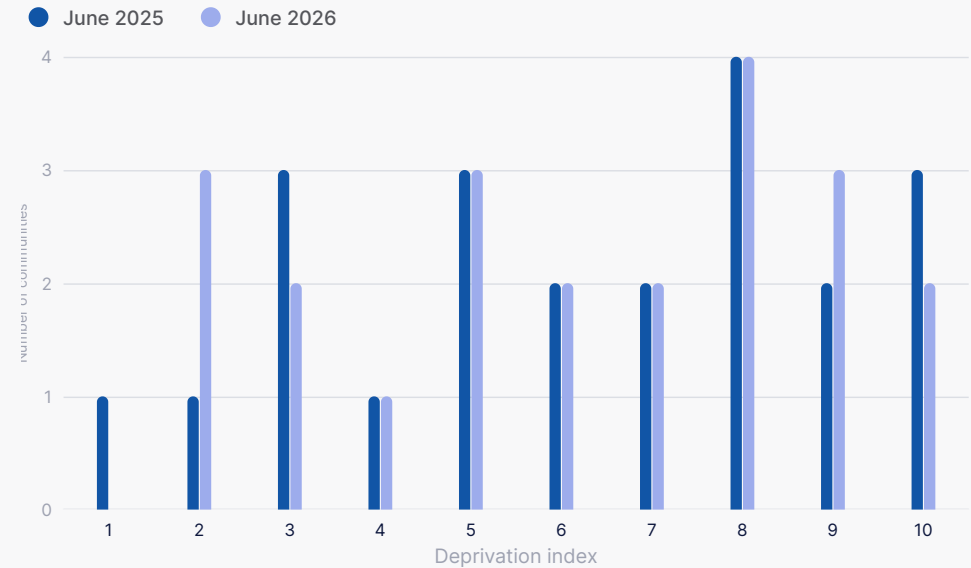
As of Jun 2026, the deprivation score of Taupo District is 1,020.6. This is 0.13% lower than the score of 1,022 at the same time last year Jun 2025. The deprivation score is 3.8% higher than the national median score of 982.8.

Communities with the greatest change in deprivation score

Depr. Score	Amount	% Change ↓
Waitahanui	1,148	▲ 2.5%
Lake Taupo Bays	1,069	▲ 1.6%
Wairakei-Broadlands	1,050	▲ 1.4%
Hilltop (Taupo District)	998	▼ -1.3%
Tūrangi	1,207	▲ 1.2%

The deprivation score of Waitahanui has increased by 2.5%, representing the greatest change in Jun 2026 compared to Mar 2026.

Distribution of Deprivation Index



As of Jun 2026, 41% of Taupo District's population live in highly deprived communities (deprivation index 8-10), whereas 23% live in high socio-economic performing communities (deprivation index 1-3).

Crime

Key pillar changes

Crime Rate

549

▼ -2.5%

As of Jun 2026, the crime rate in Taupō District is 549, decreasing by 2.5% since Mar 2026.

Crime type with the greatest change in crime rate

Robbery and extortion

▼ -12%

The type of crime with the greatest change is Robbery and extortion, decreasing by 12% since Mar 2026.

Community with the highest crime rate

Taupō Central West

▼ -8.6%

The community with the highest crime rate is Taupō Central West, decreasing by 8.6% since Mar 2026.

Community with the greatest change in crime rate

Kaimanawa

▲ 50%

The community with the greatest change is Kaimanawa, increasing by 50% since Mar 2026.

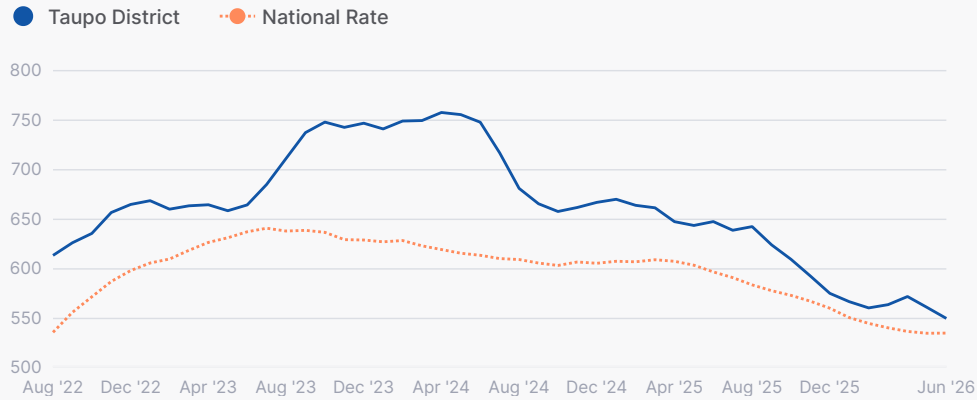
Community with the lowest crime rate

Te More

— No Change

The community with the lowest crime rate is Te More, staying the same since May 2026.

Comparison to National Crime Rate



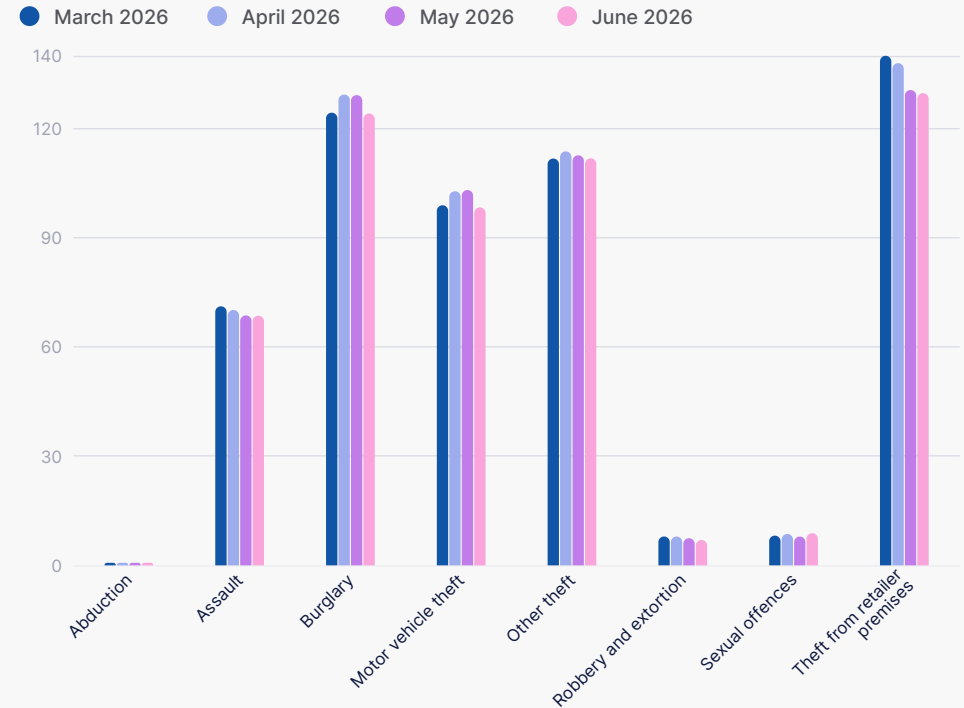
As of Jun 2026, the crime rate in Taupo District is 549. This is 15% lower than the crime rate at the same time last year. The crime rate is 2.8% higher than the national rate of 534.2.

Communities with greatest change

Crime Rate	Amount	% Change ↓
Kaimanawa	387	▲ 50%
Taharua	333	▼ -25%
Rangataiki	769	▲ 25%
Tauhara	637	▲ 22%
Brentwood (Taupo District)	105	▼ -20%

The crime rate of Kaimanawa has increased by 50%, representing the greatest change in Jun 2026 compared to Mar 2026.

Crime types with the greatest change



Within Taupo District, the most prevalent crime type in Jun 2026 was Theft from retailer premises, with a crime rate of 129.7. The type of crime that has seen the greatest change since May 2026 is Sexual offences, which has increased by 12%.

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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