

Our Community:

A snapshot of our community
and key challenges

October 2025



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WHAKAORIORI
DISTRICT COUNCIL

Demographics



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Masterton Population

- Masterton Population at 30 June 2024 – 28,700
- The population of Masterton has grown between 1 and 3% in all but one year since 2014

Population growth

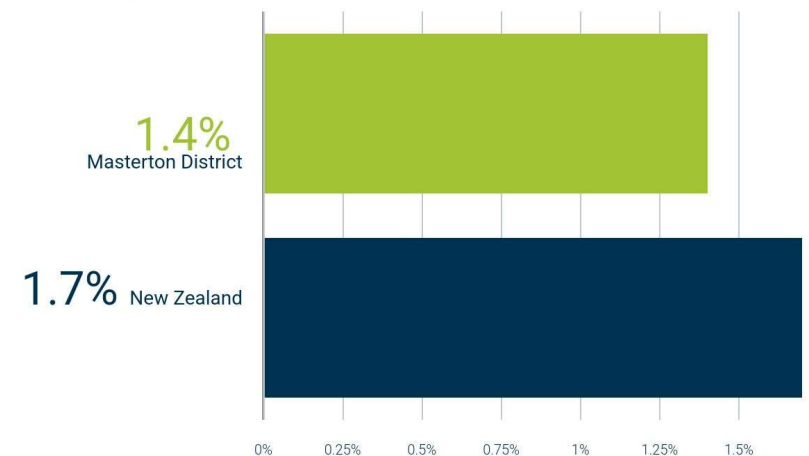
Annual % change, June years



*2024 Stats NZ Data

Population growth, 2024

Annual % change, year to 30 June 2024



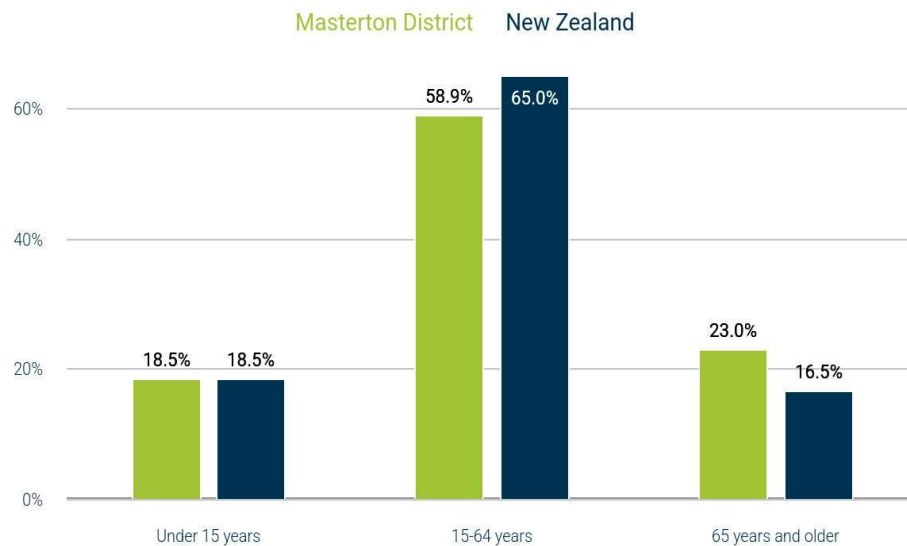
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Age Composition

- Masterton has a larger 65+ population compared to the rest of New Zealand
- Masterton also has a smaller working age population

Population by broad age group, 2024

% of total, as at 30 June



*2024 Stats NZ Data

Population by 5-year age group, 2024

% of total, as at 30 June



Ethnicity

- Masterton has larger European and Māori populations compared to the rest of New Zealand
- Masterton's Pacific Peoples and Asian populations are smaller but growing

Ethnicity, 2023

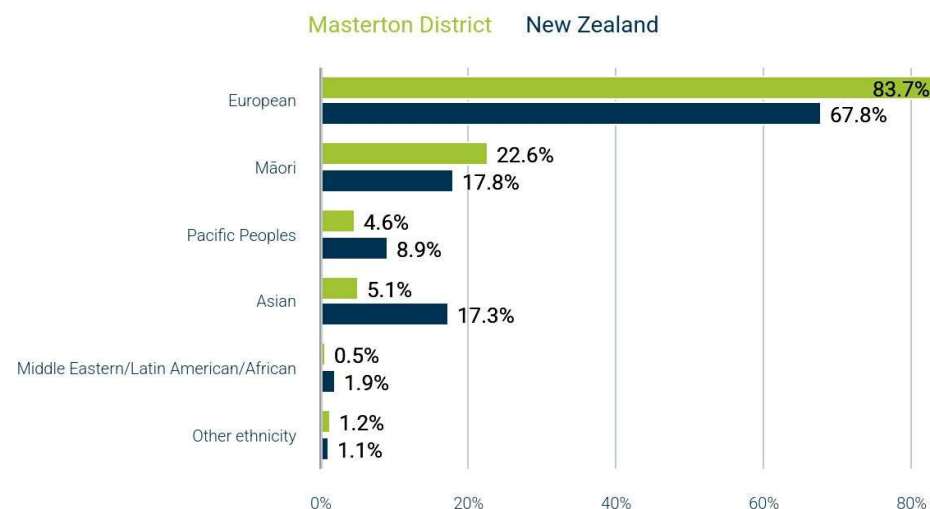
Census usually resident population



	Masterton District		New Zealand	
Ethnicity	Level	% of total	Level	% of total
Q European	23,163	83.7%	3,383,742	67.8%
Q Māori	6,267	22.6%	887,493	17.8%
Q Pacific Peoples	1,260	4.6%	442,632	8.9%
Q Asian	1,413	5.1%	861,576	17.3%
Q Middle Eastern/Latin American/African	126	0.5%	92,760	1.9%
Q Other ethnicity	342	1.2%	56,133	1.1%
Q Not elsewhere included	0		0	
Q Total stated	27,678	100.0%	4,993,923	100.0%
Q Total	27,678		4,993,923	

Ethnicity, 2023

Census usually resident population, % of total



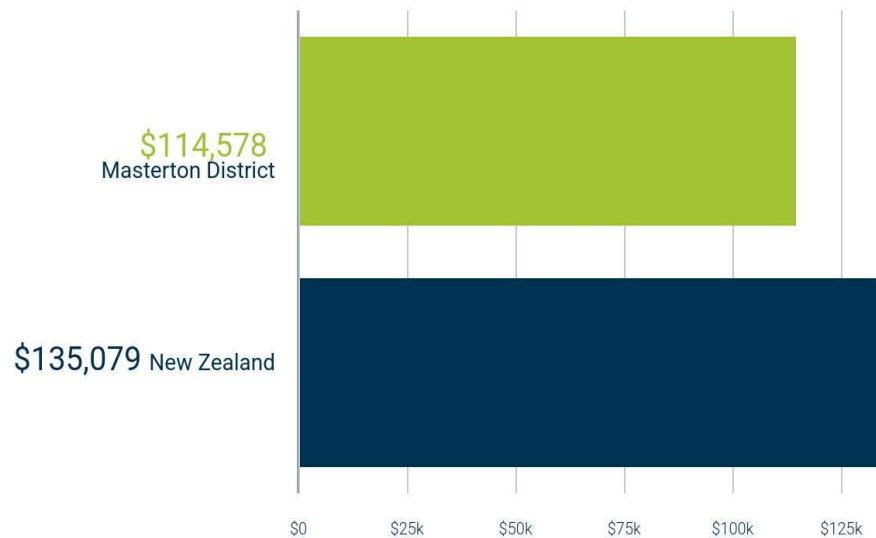
*2023 Census Data – Most accurate for ethnicity

Household Income

- Mean household income in Masterton is more than \$20k below the mean for New Zealand
- Household income in Masterton has experienced similar growth to the New Zealand mean since 2014

Mean household income, 2025

Year to March 2025



Mean household income growth

Annual % change, March years



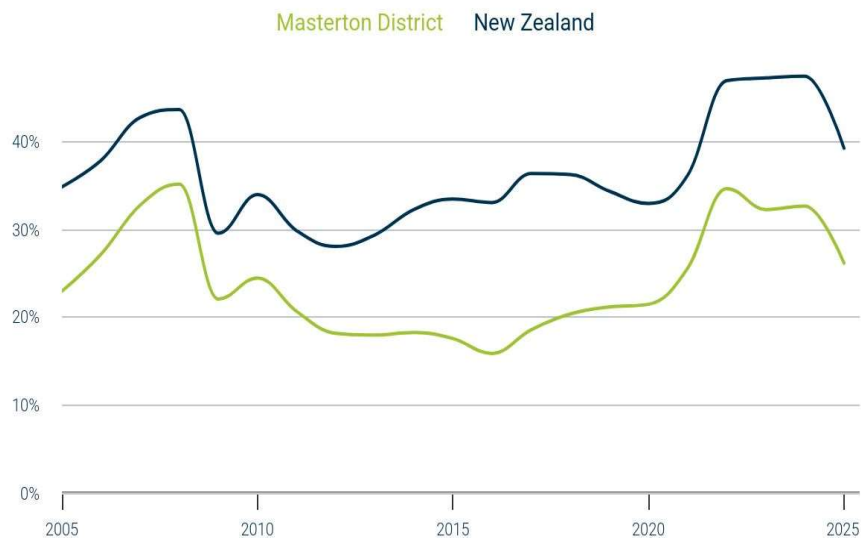
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Housing Affordability

- Housing in Masterton remains more affordable compared to the rest of New Zealand
- Affordability has improved over the past 12-18 months – reflecting the fall in house prices

Mortgage payment proportion of income

March years



House value to income multiple

March years

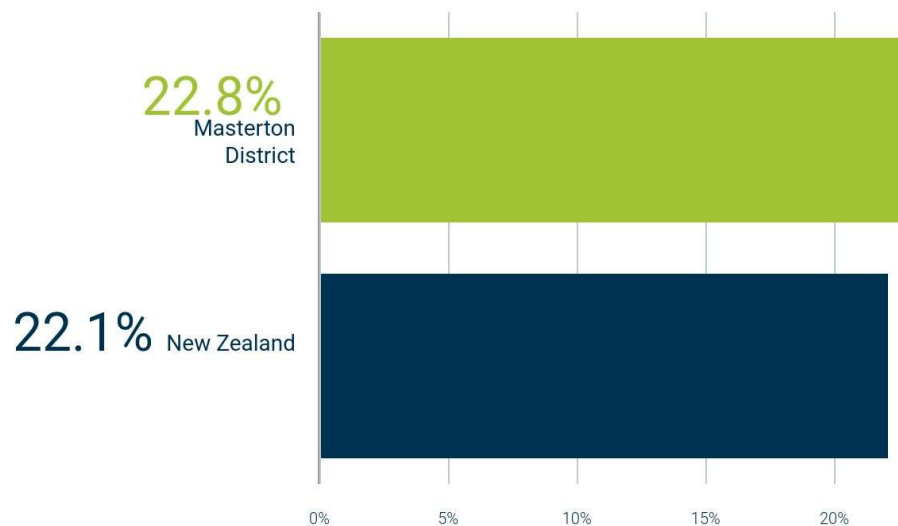


Rent Affordability

- Renting in Masterton is slightly less affordable than the rest of New Zealand
- It is highly likely that this is driven by the availability/supply of rental properties in Masterton

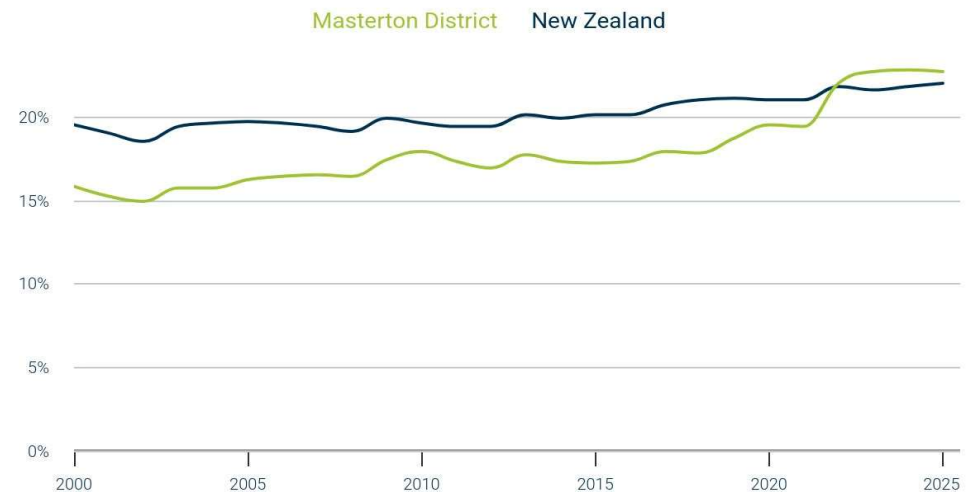
Rent to income proportion, 2025

Average weekly rent as % of average household income, year to March 2025



Rent to income proportion

Average weekly rent as % of average household income, March years



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Urban and Rural Populations

- The rural population of Masterton is 6,270 (21.8%)
- The urban population of Masterton is 22,500 (78.2%)

Population, statistical areas 3, in Masterton District, 2023-2024



People, June years

Statistical area 3		Population			
Stats NZ code	Name	2023	2024	Absolute change	Annual % change
56140	Solway	6,950	7,140	190	2.7%
56130	Masterton District Rural	6,190	6,270	80	1.3%
56160	Masterton West	6,130	6,130	0	0.0%
56150	Lansdowne	4,900	4,980	80	1.6%
56170	Masterton East	4,130	4,220	90	2.2%



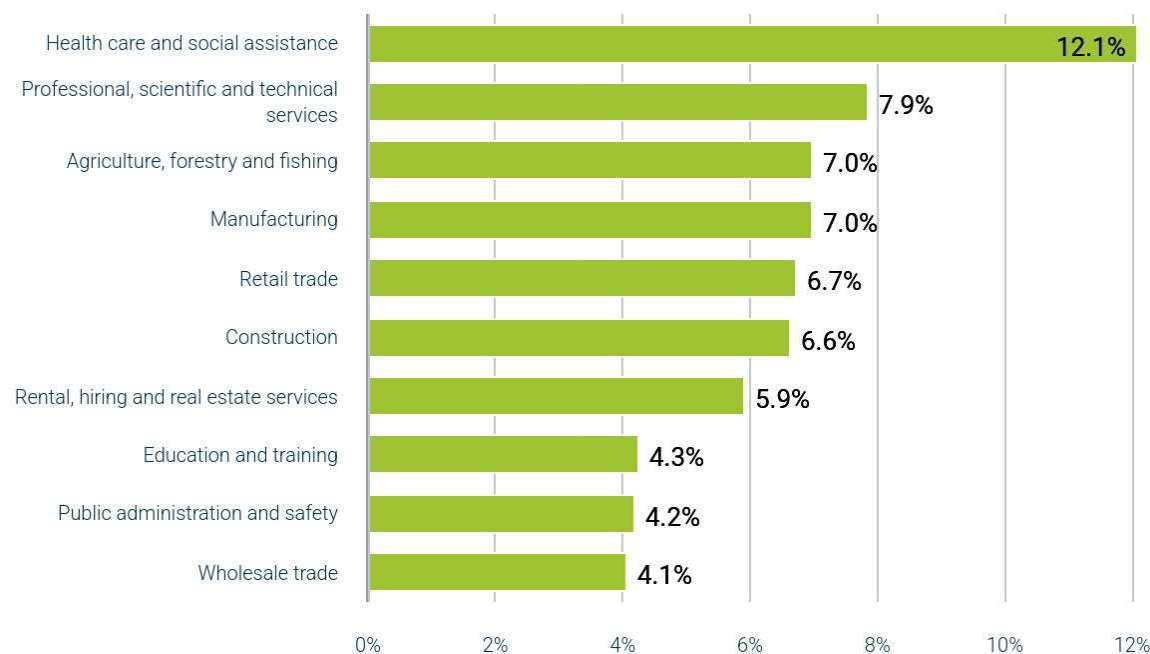
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Economy

Health Care and Social Assistance is our Largest Industry

Ten largest ANZSIC Level 1 industries, 2024

% of total, year to March 2024

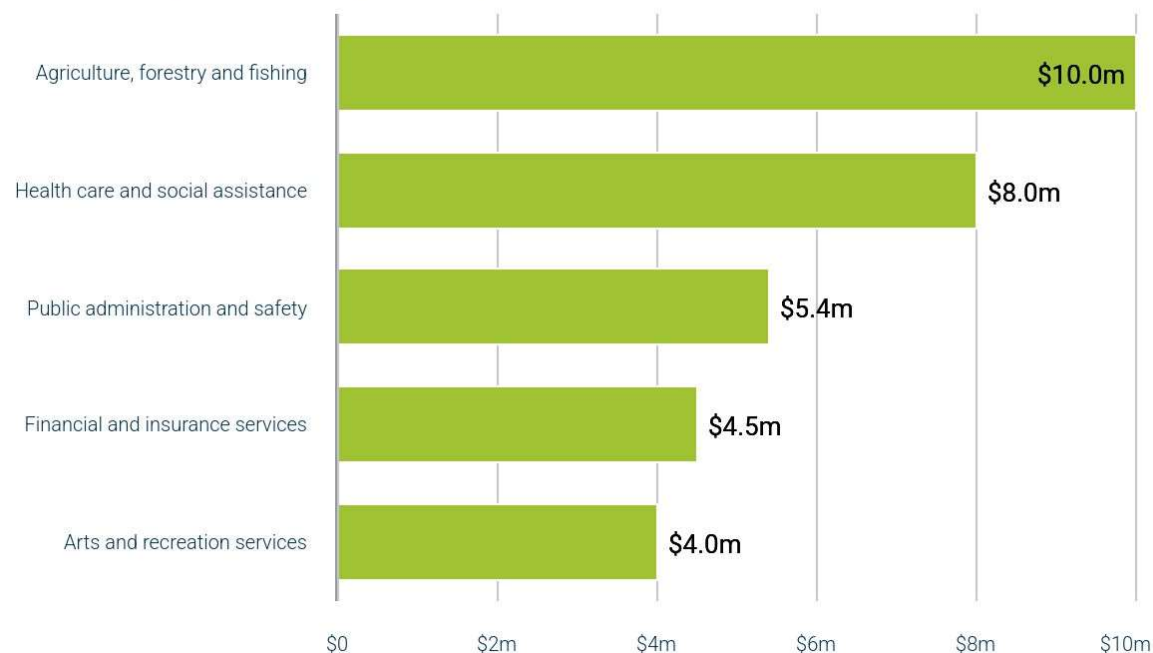


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Agriculture, Forestry and Fishing contributes the most to our Economy

Top five industries, ANZSIC Level 1, 2023 - 2024

Absolute change in GDP, March years, 2024 prices

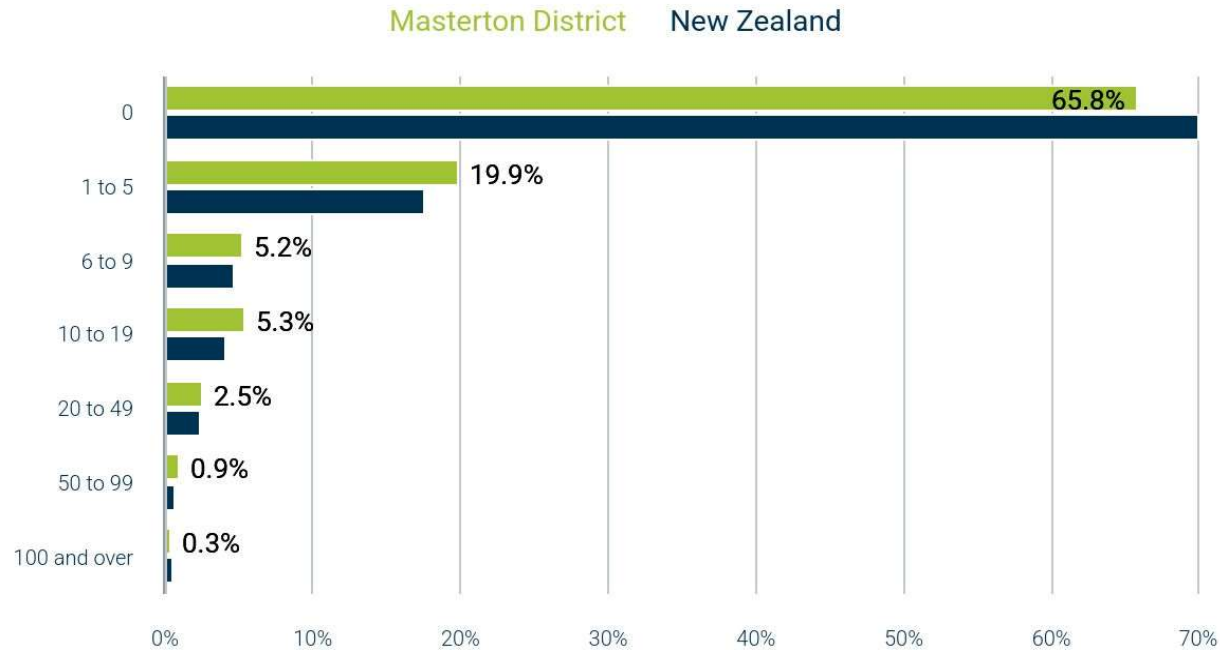


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We are a district of small businesses

Proportion of businesses by size of business, 2024

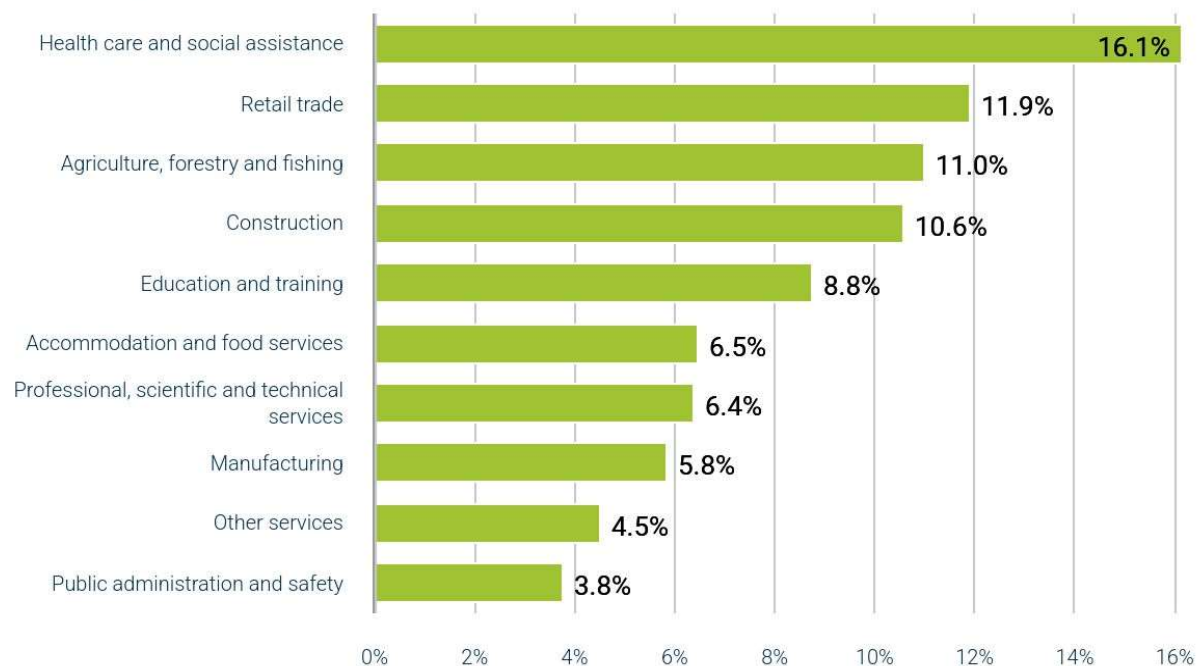
Geographic units, as at February 2024



Healthcare and social assistance is our largest employer

Ten largest ANZSIC Level 1 industries, 2024

% of total, year to March 2024



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Our unemployment rate is historically low, but creeping up

Unemployment rate

% of workforce unemployed, March years



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Challenges & Considerations



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Political Considerations

- Central government reforms
 - Local Government Systems Improvement Bill
 - Resource Management Act Reform
 - Building Act Reform
- Change in water service delivery
 - Local Water Done Well
- Changes in roading funding and subsidies
 - 2024-27 National Land Transport Programme

Social and Cultural Considerations

- Consistent population growth - we are expected to grow between 1-2% per annum.
- An aging population – more people aged 65+ compared to NZ average
- More people in Masterton identify as living with a disability than NZ average (8.4% vs 6.4%)
- Masterton District is primarily a bicultural society, but it is gradually becoming more ethnically diverse (84.7% of people identify as European, 21.3% as Māori, 4% as Pacific peoples, and 3.9% as Asian)
- Masterton is considered more deprived than the NZ average, with large variation in levels of deprivation

Economic Considerations

- Masterton has lower earnings than the NZ average – but it is increasing
- Smaller working age population as a proportion of the total population
- Spike in young people not in education or training – a symptom of the current national economic outlook
- Reliance on Wellington for both jobs and visitors - Wellington's current struggles are being reflected here
- Transport connectivity is an issue – train service has not been meeting expectations and the Remutaka Hill provides ongoing challenges

Environmental Considerations

- Masterton's climate is projected to change - higher temperatures, more extreme weather events, rising sea levels and exacerbated water issues:
 - Drought risk for Masterton – which will have an outsized impact on our rural community
 - Flooding is a key risk, with GWRC investigating further protection measures
 - Water resilience is an issue that continues to be worked on – with both district and region wide solutions being developed
- Air quality - in winter months, Masterton can exceed air quality standards
- Waterways and indigenous biodiversity are likely to be degraded by changing climate conditions
- Masterton is a high-risk area for seismic activity



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