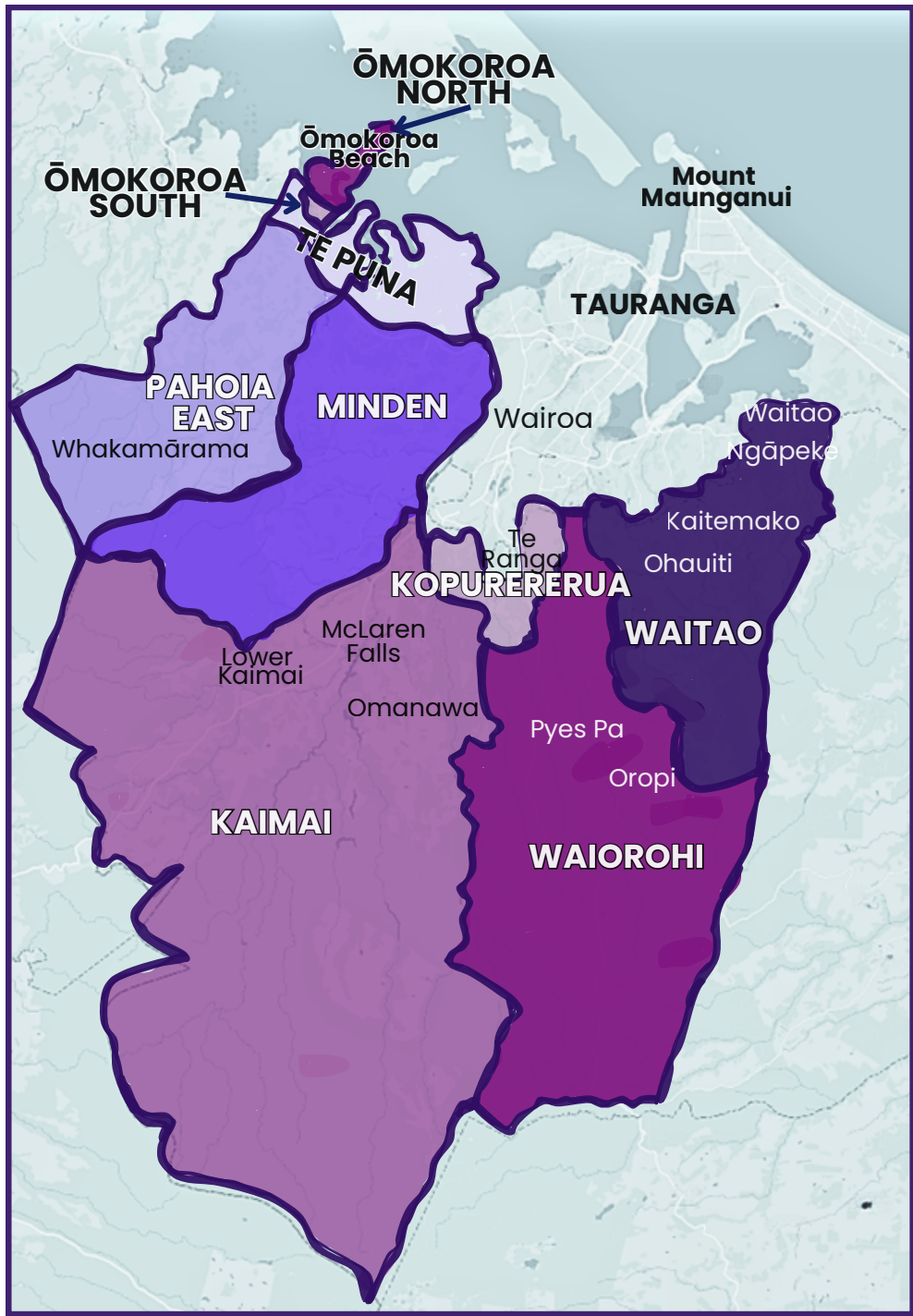


KAIMAI WARD 2025 DATA SUMMARY

HE TANGATA
OUR PEOPLE

Census 2023



In conjunction with



20,226

Kaimai Ward
Population¹

↑ 17.1% since 2018

21,260

Estimated Resident
Population (ERP)
June 2025²

Data collated within this summary are for the Kaimai Ward. The Ward includes the Statistical Area 2 Units (SA2s) for Ōmokoroa (Ōmokoroa North & Ōmokoroa South); Pahoa East; Minden; Kaimai; Kōpururerua; Waiorohi and Waitao (as pictured).

The ward extends from the Waipapa River in the north, encompassing Tim Road and the upper section of Esdaile Road. It includes the areas of Whakamārama, Plummers Point, and Te Puna, to the Wairoa River. The Wairoa River forms part of the boundary to the point it meets the Omanawa River (taking in Tebbutt Road, Poripori Road, Omanawa, and the upper section of Belk Road).

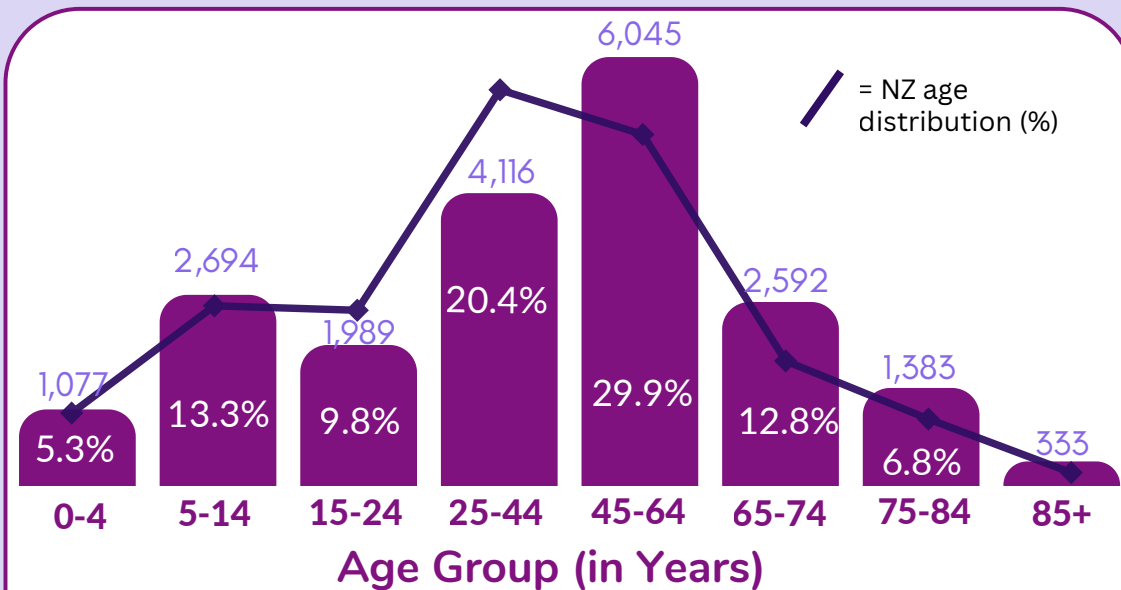
To the east, the ward includes Joyce Road through to Wood Road, then follows the Waiorohi Stream to its intersection with Pukemapu Road. It includes Upper Ohauiti Road, Kaitemako Road, Waikite Road, and the upper part of Estates Terrace, the southern side of Welcome Bay Road through to Rocky Cutting Road (to the point it intersects Kaiate Falls Road).

28.5% of residents are under 25

NZ 31%
WBOP 28%
TGA 30%



Age Distribution¹



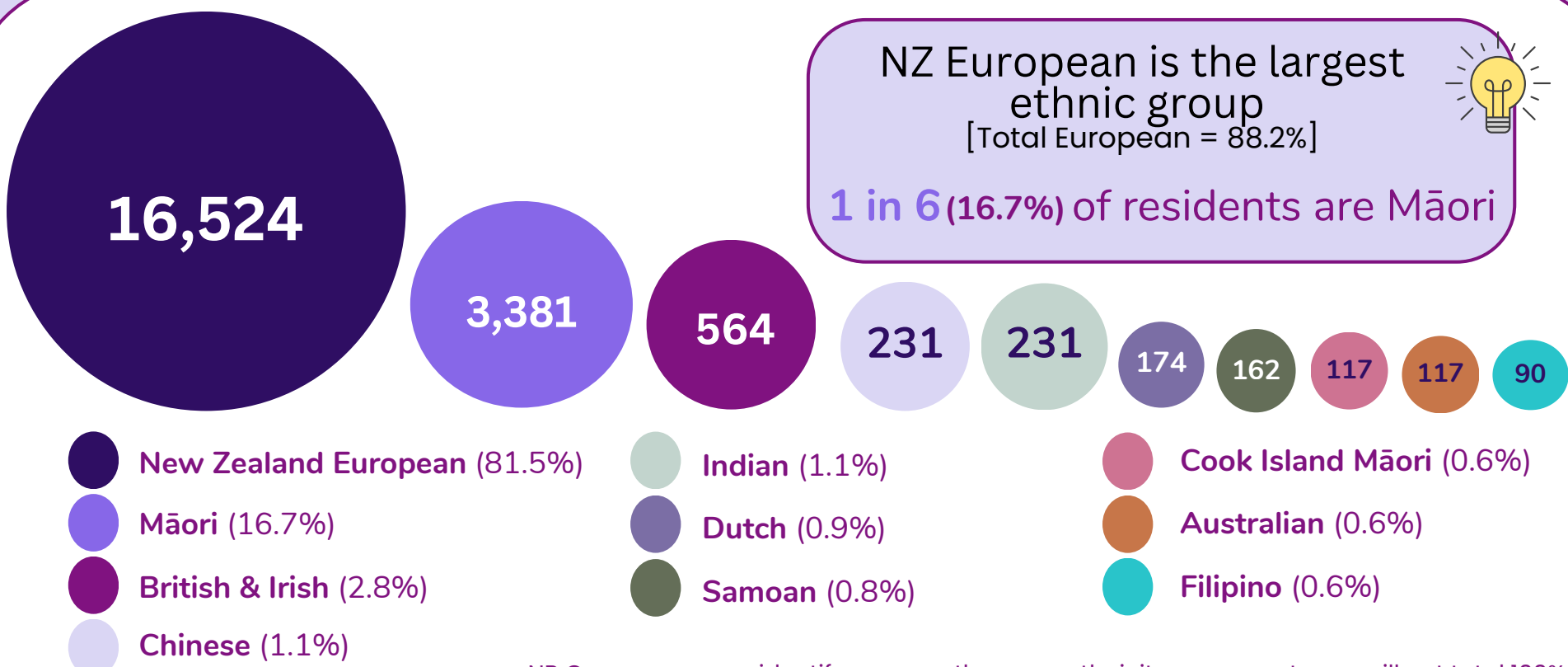
Census 2023

1 in 5 = 65+
residents years old
21.3% (5,760) of residents are over 65 years of age



Median Age
46 years
NZ 38 years

Ethnic Makeup of Community¹ 10 largest Ethnic Groups³



NZ European is the largest ethnic group
[Total European = 88.2%]

1 in 6 (16.7%) of residents are Māori



NB One person can identify as more than one ethnicity so percentages will not total 100%

For further breakdown of Ethnic groups reported by residents see "Spotlight on Cultural Diversity" in Appendix 1

Birthplace¹

79.5% = Born in NZ
15,987



Top five overseas Birthplaces

- United Kingdom & Ireland (8.5%)
- Middle East and Africa (3.6%)
- Australia (2.3%)
- Asia (2.2%)
- Europe - exc. UK & Ireland (1.9%)

Census 2023

People with Disabilities⁴

918 residents live with a disability (5.7%)

People with high functional limitations across any of six categories including communication, hearing, remembering, seeing, walking & selfcare

Rainbow (LGBTIQ+)¹

396



Local residents identify as LGBTIQ+ (2.8%)

Languages Spoken¹

(in addition to English)

TOP 5

Language	Population	Percentage
Māori	903	4.5%
Afrikaans	345	1.7%
German	219	1.1%
French	219	1.1%
Spanish	129	0.6%

Source Info & Notes:

1. Data has been sourced from Census 2023 (see Totals by topic for individuals, (RC, TALB, UR, SA3, SA2, Ward, Health), 2013, 2018, and 2023 Censuses), Ethnicity (detailed total responses level 3), and Languages Spoken. Percentages provided for each topic are based on "Total Stated" (those who answered the related census question). They are not a percentage of "total population".
2. The latest population estimates as at 30 June 2025. See Stats NZ Place Summary. Selected Ōmokoroa; Western Bay of Plenty West; & Western Bay of Plenty South (SA3s).
3. The category "Other European" representing 3.0% of reported ethnicities (n = 603) is a grouping of multiple European ethnicities so hasn't been included in the summary of top 10 ethnic groups. See Appendix 1 - "Spotlight on Cultural Diversity" in Appendix 1 for further breakdown of the "Other European" group.
4. This variable combines all Census activity limitation questions to identify whether individuals (aged 5 years and over) have difficulty performing any of six basic universal activities because of a health problem. The activity limitations included are: seeing and hearing (even if wearing glasses/using a hearing aid), walking or climbing steps, remembering or concentrating, washing all over or dressing, and communicating (using your usual language). Read more at Stats NZ. This indicator is likely to underestimate people living with a disability. A more robust estimate of disability prevalence is available in the Household Disability Survey, but this is not available for small areas.

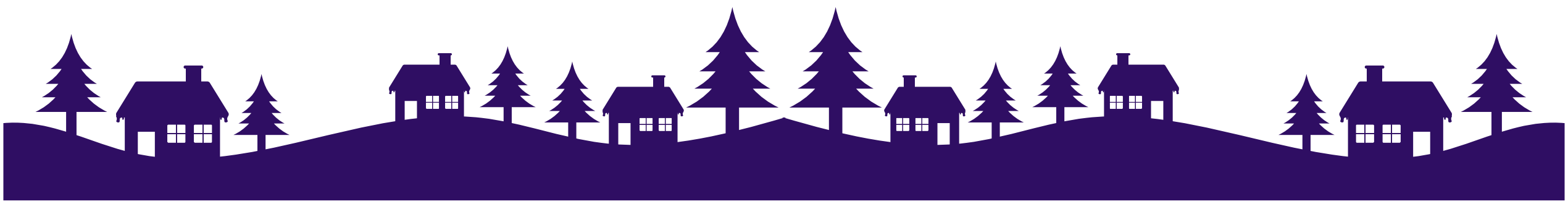
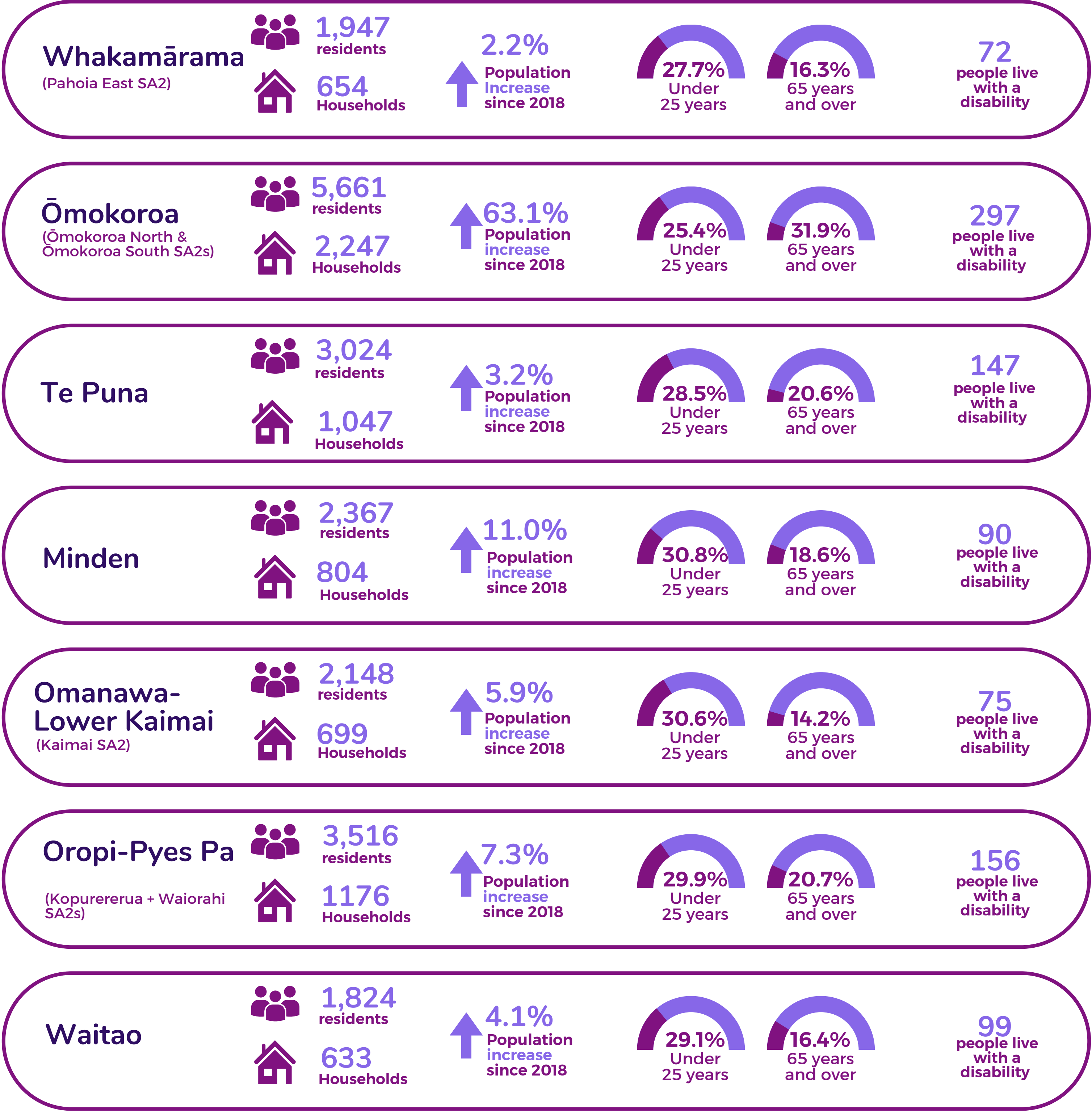
Infographics created by:



KAIMAI WARD 2025 DATA SUMMARY

WARD COMMUNITIES - QUICK STATS

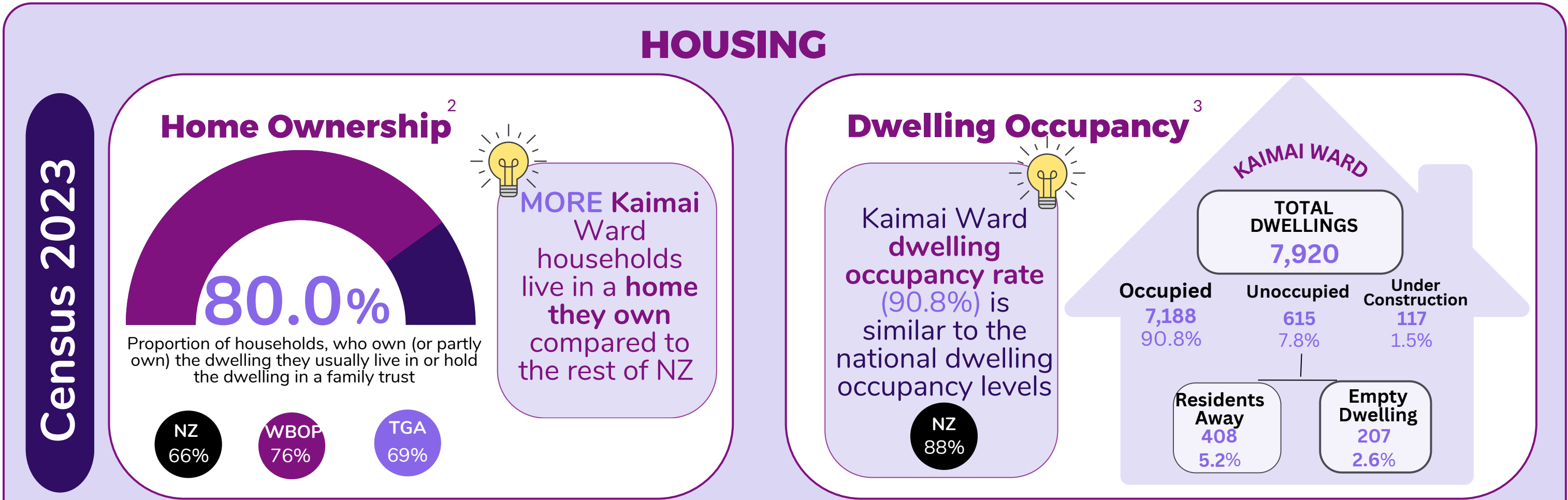
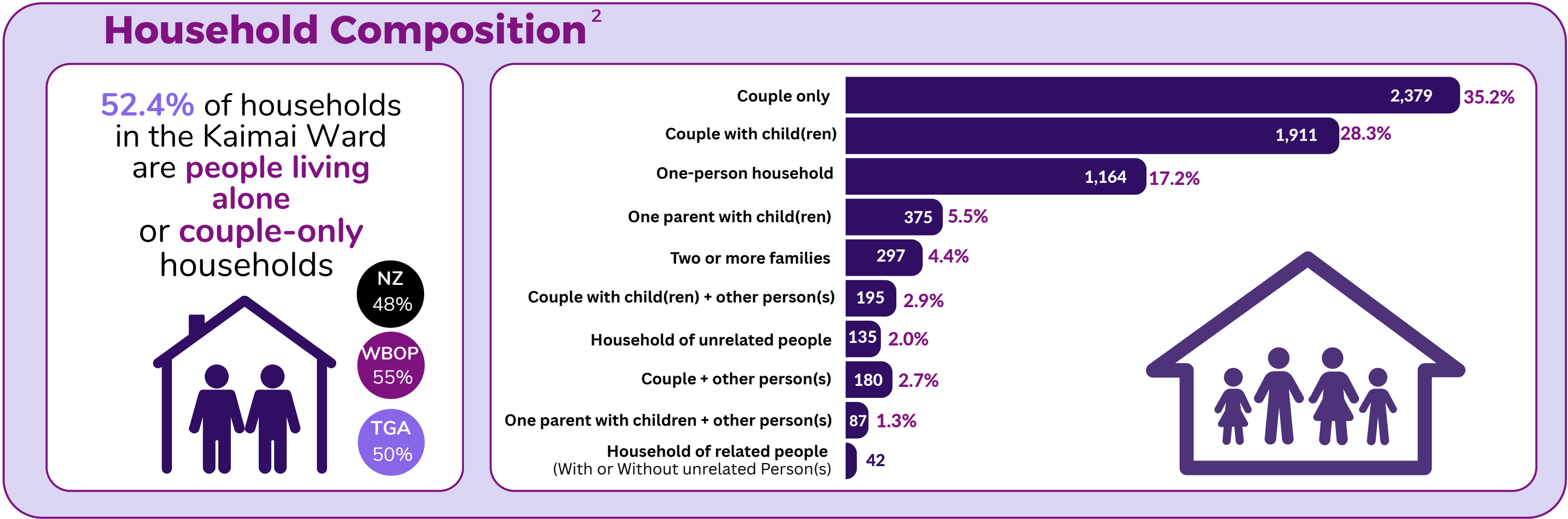
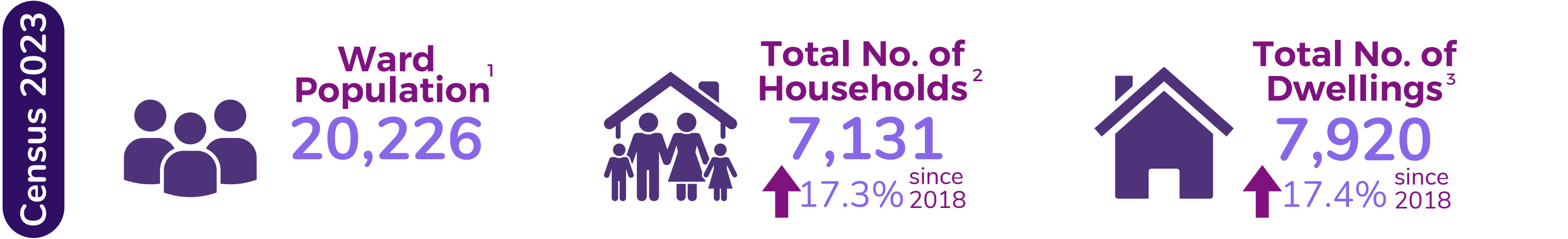
Ward Communities¹



KAIMAI WARD

2025 DATA SUMMARY

HOUSEHOLDS & HOUSING



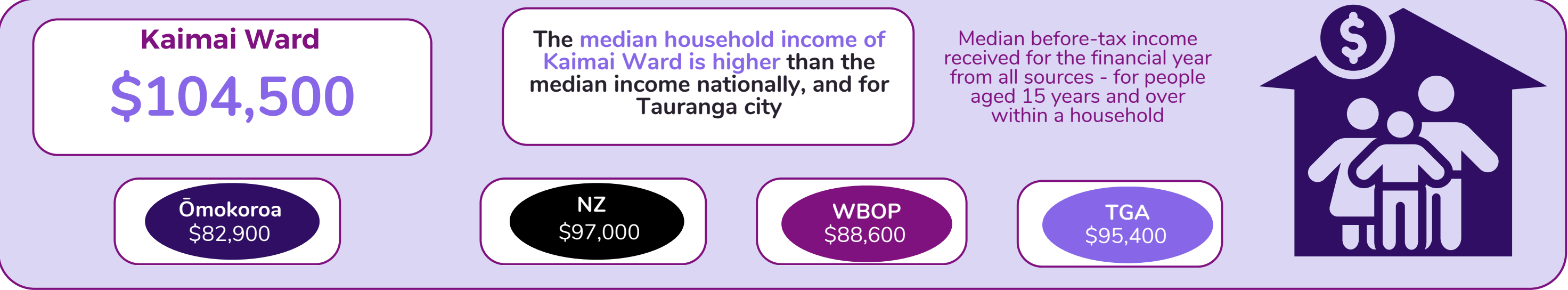
KAIMAI WARD

2025 DATA SUMMARY

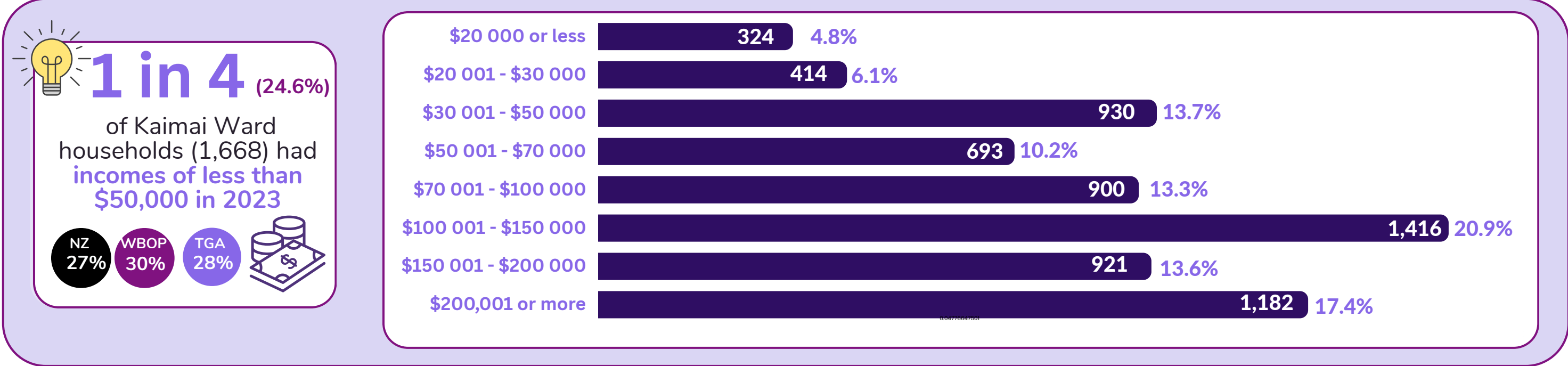
INCOME & COMMUNITY

Median Household Income¹

Census 2023

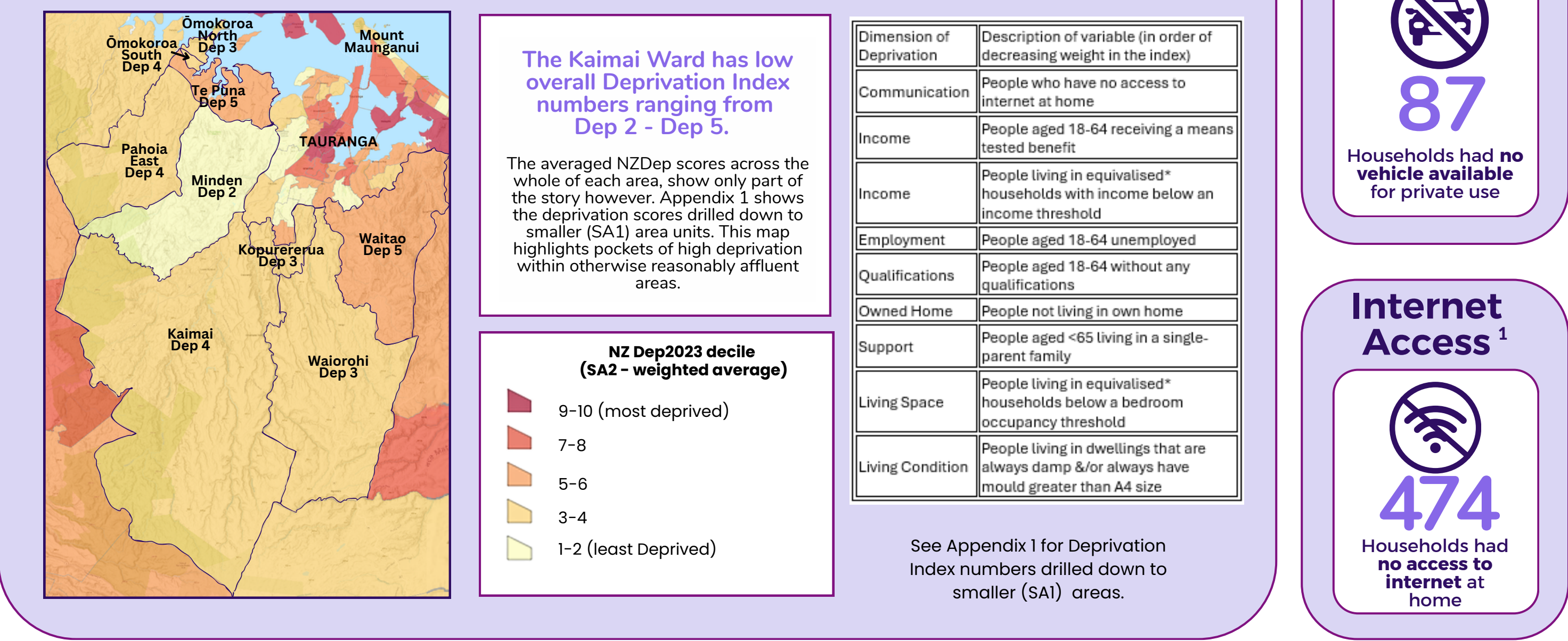


Household Income¹

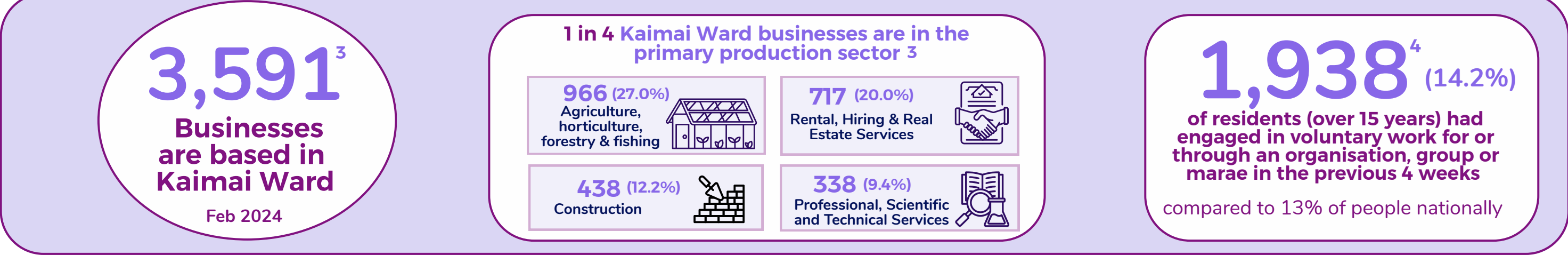


Deprivation Levels²

The New Zealand Index of Deprivation (NZDep) is an area-based measure of relative socio-economic deprivation (based on variables (outlined in Table to right). A community with a rating of decile 1 is the least deprived, decile 10 is most deprived.



Businesses & Volunteering



Source Info & Notes:

1. Stats NZ Census 2023 - Totals by topic for households (RC, TALB, UR, SA3, SA2, Ward, Health), 2013, 2018, and 2023 Censuses

2. University of Otago (2024). Socioeconomic Deprivation Indexes: NZDep and NZiDep. Department of Public Health

3. Business Demographics (Stats NZ, Feb 2024) Western Bay of Plenty Districts West & South and Ōmokoroa <https://tools.summaries.stats.govt.nz/>

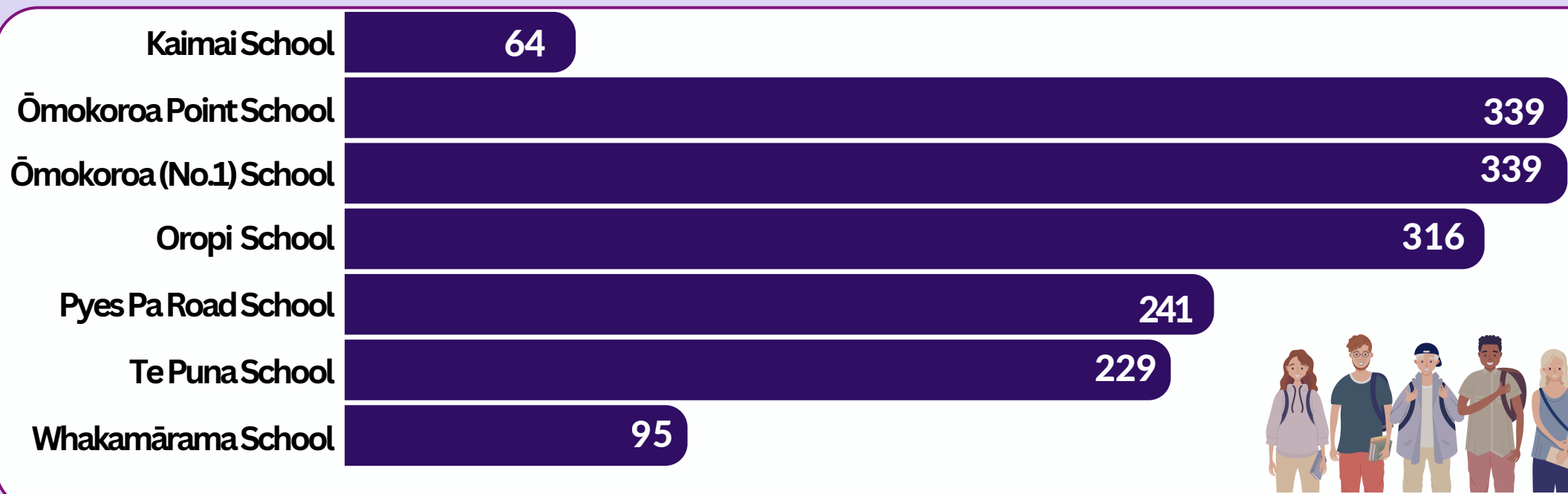
4. See Work & Labour Force Status and Unpaid work - Stats NZ Census 2023 - Totals by Topic for Individuals (RC, TALB, SA2), 2023.

KAIMAI WARD 2025 DATA SUMMARY

EDUCATION & EMPLOYMENT

MOE 2025

Kaimai Ward School Rolls ¹

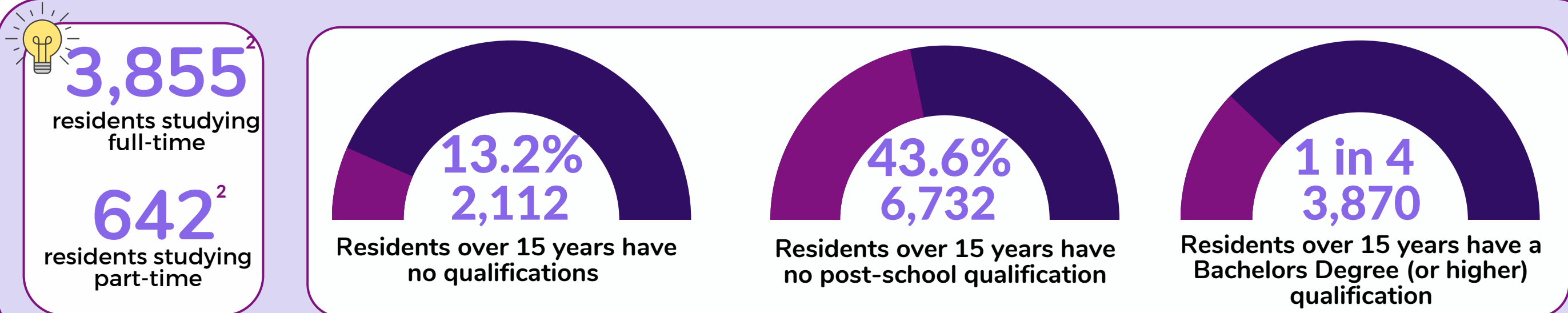


1,623 
children/
young people
were enrolled
in schools
within
the area in
2025¹

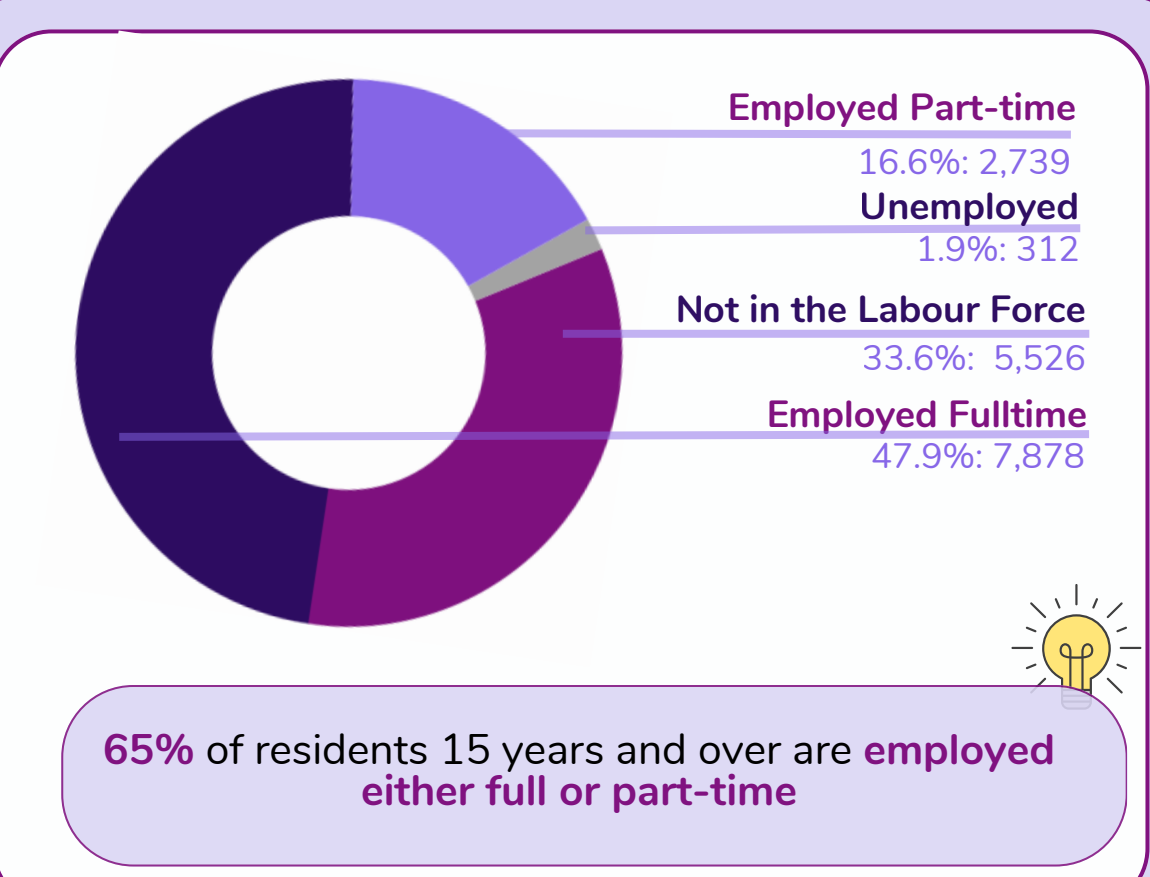


Census 2023

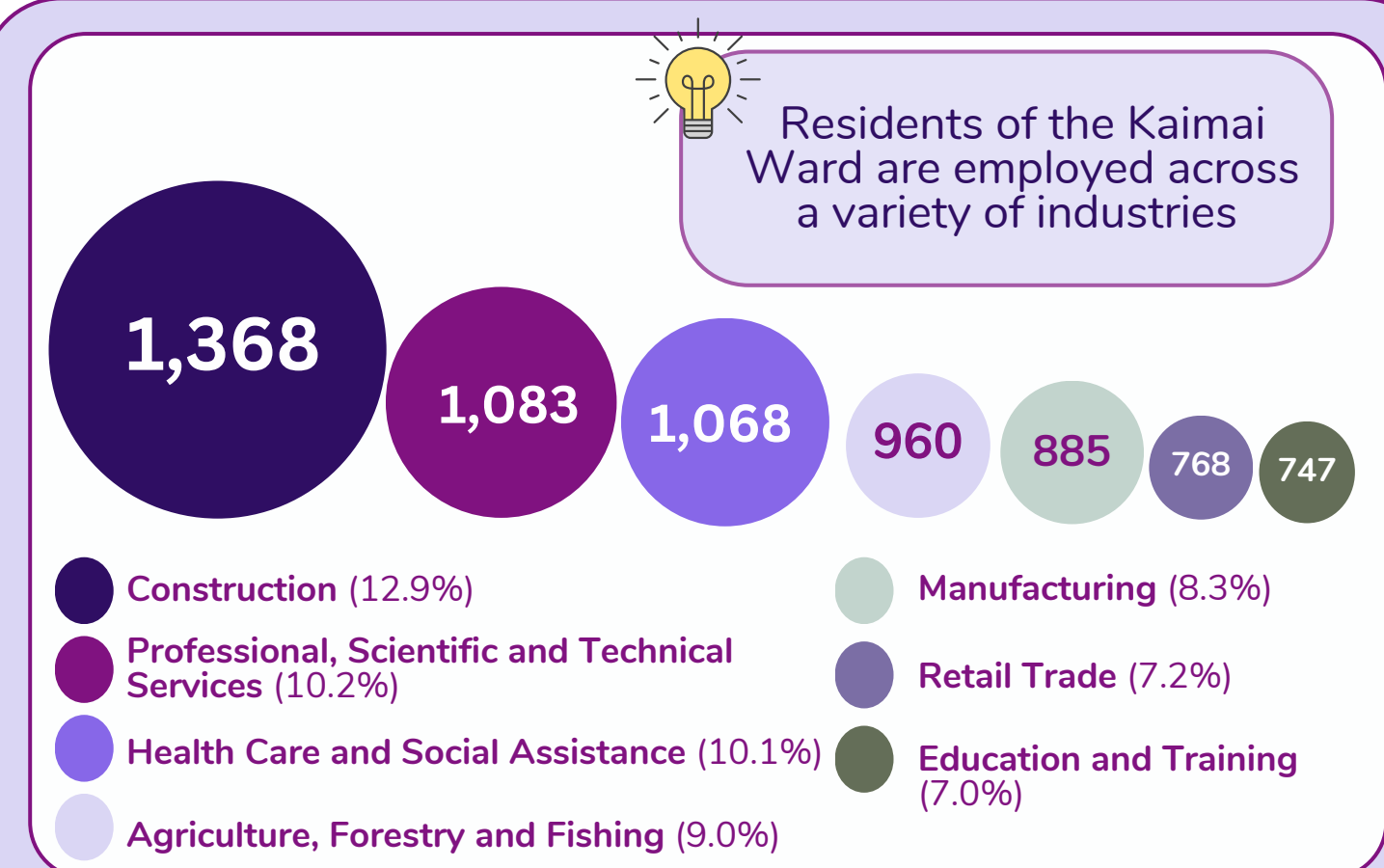
Education Indicators ²



Work & Labour Force Status ²

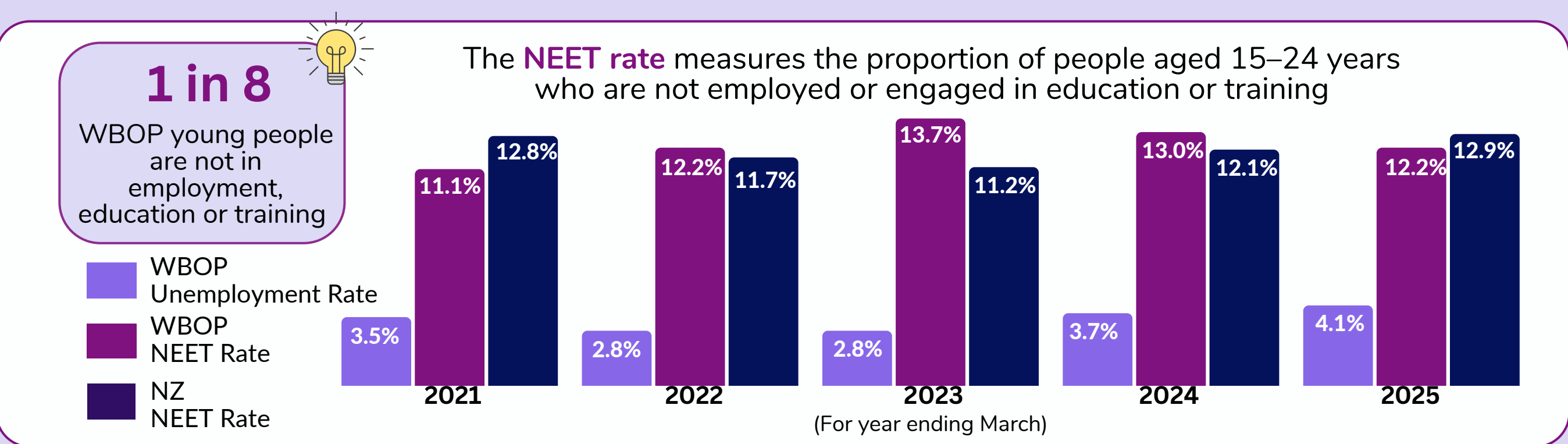


Local Employment ²



WBOP NEET (Not in Employment or Education & Training) Rate ³

Household Labour Force Survey 2025

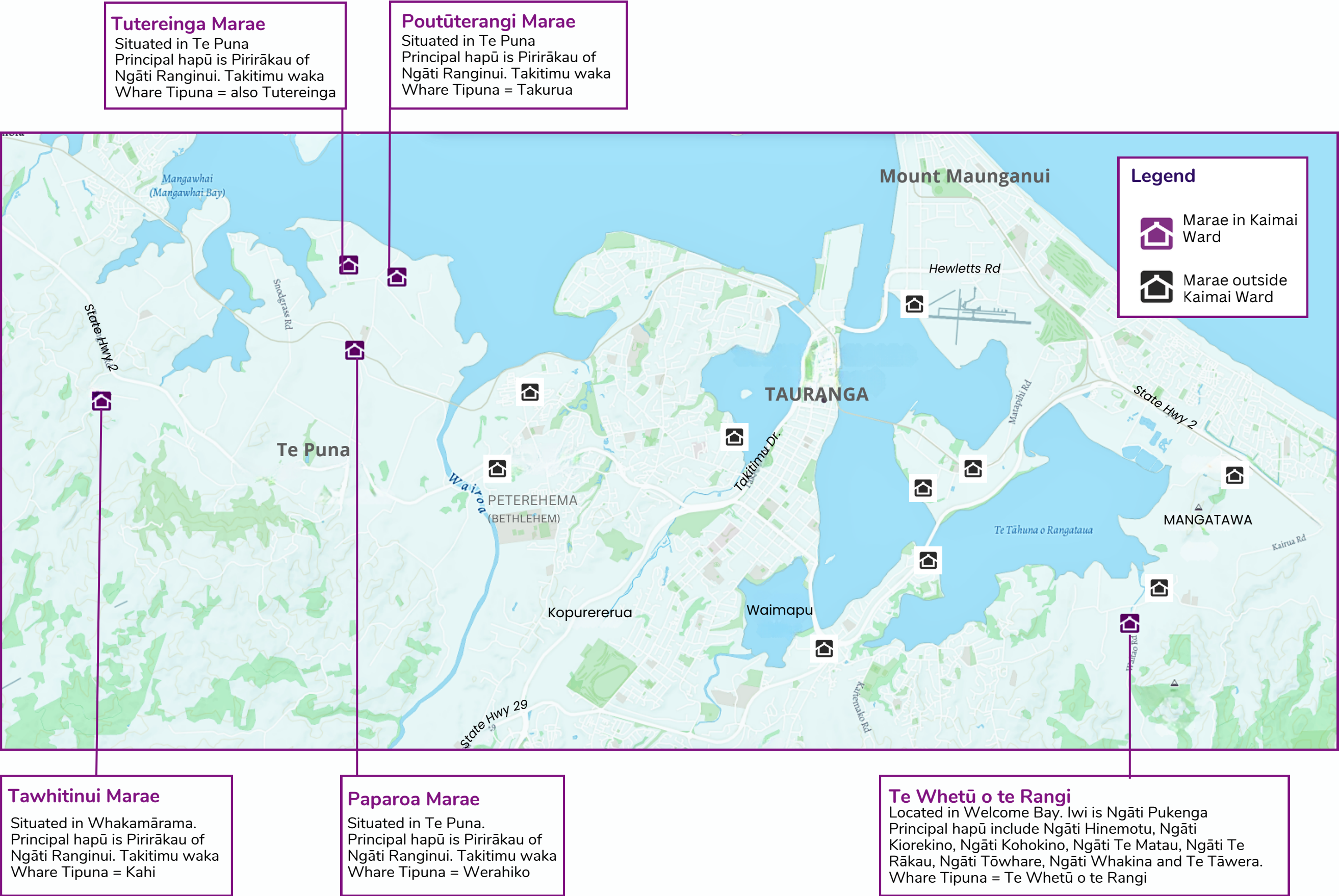


Source Info:
1. Ministry of Education (1 July 2025). [Education Counts | School Rolls](#). NB There are no secondary schools in the Kaimai ward, so older students would need to travel outside the ward for secondary schooling.
2. Census 2023 - Study participation includes those "attending, studying, or enrolled in tertiary institutions, school, early childhood education, or any other place of education or training. Full-time study = 20 hours+ per week. For all education, work & employment stats see: [Totals by topic for individuals](#). (RC, TALB, UR, SA3, SA2, Ward, Health), 2013, 2018 & 2023 Censuses
3. Stats NZ Household Labour Force Survey in [Infometrics Report - NEETS | WBOP & Infometrics Report- Unemployment | WBOP](#) (accessed 21 January 2026).

KAIMAI WARD
2025 DATA SUMMARY

NGĀ IWI MĀORI

Marae/Hapū in the WBOP Kaimai Ward¹

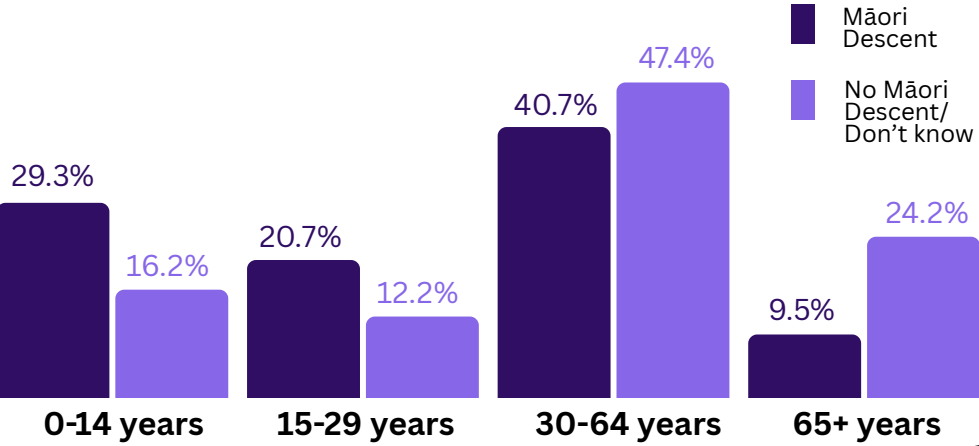


Māori Descent²

1 in 5 (19.3%) of Kaimai residents have Māori whakapapa (descent).

3,894
Ward Residents have Māori Whakapapa

Age Distribution of Māori Descent Population
(% of each population in specified age group)



50.0% of those of Maori descent are under 30 years compared to 28.4% of residents with no Māori descent

Iwi in the WBOP³

Census data provides some insights into iwi affiliation of people across the WBOP district.

The local iwi whose rohe (area in which they are mana whenua) falls in the Kaimai ward are Ngāti Ranginui and Ngāti Pukenga.

Along with Ngā Puhī (NZ's largest iwi), Ngāti Ranginui & Ngāi te Rangi are the three iwi to whom the most WBOP people were affiliated.

Iwi Affiliation in WBOP	Count
Ngāi te Rangi	1965
Ngāpuhi	1701
Ngāti Ranginui	1596
Tapuika (Te Arawa)	990
Ngāti Porou	969
Ngāti Whakaue (Te Arawa)	759
Ngāti Tuwharetoa (ki Taupō)	642
Te Arawa (iwi not named)	633
Waitaha (Te Arawa)	609
Ngāi Tahu	603
Tūhoe	597
Ngāti Pikiao (Te Arawa)	540
Ngāti Pukenga	351
Don't know	1911
People affiliated with at least one iwi	11259

Source Info & Notes:

1. See [Māori Maps](#) | Marae and [Te Whata](#) | Iwi area of interest

2. See [Totals by topic for individuals, \(RC, TALB, UR, SA3, SA2, Ward, Health\), 2013, 2018, and 2023 Censuses](#) and [Māori Descent Indicator Census Data](#) - "A person is of Māori descent if they are the descendants of a person who has Māori descent or ancestry (these terms are used synonymously). The term Māori descent is based on a genealogical or biological concept, rather than on cultural affiliation to the Māori ethnic group." For more information about Māori descent see [Stats NZ variable by concept - Māori Descent](#).

3. Statistics NZ - (Census 2023) [Iwi affiliation, Māori ethnicity indicator, age, and gender for the Māori descent census usually resident population count, \(RC, TALB, Health\), 2013 and 2023 Censuses](#). NB People can identify up to four iwi with which they are affiliated.

Infographics created by:



KAIMAI WARD 2025 DATA SUMMARY

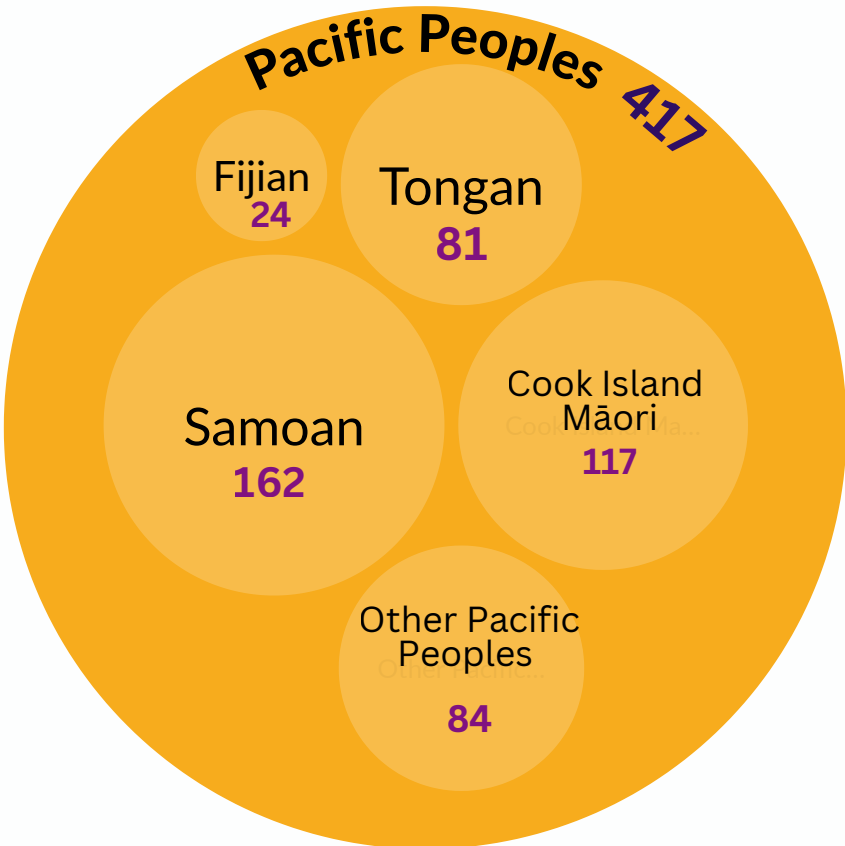
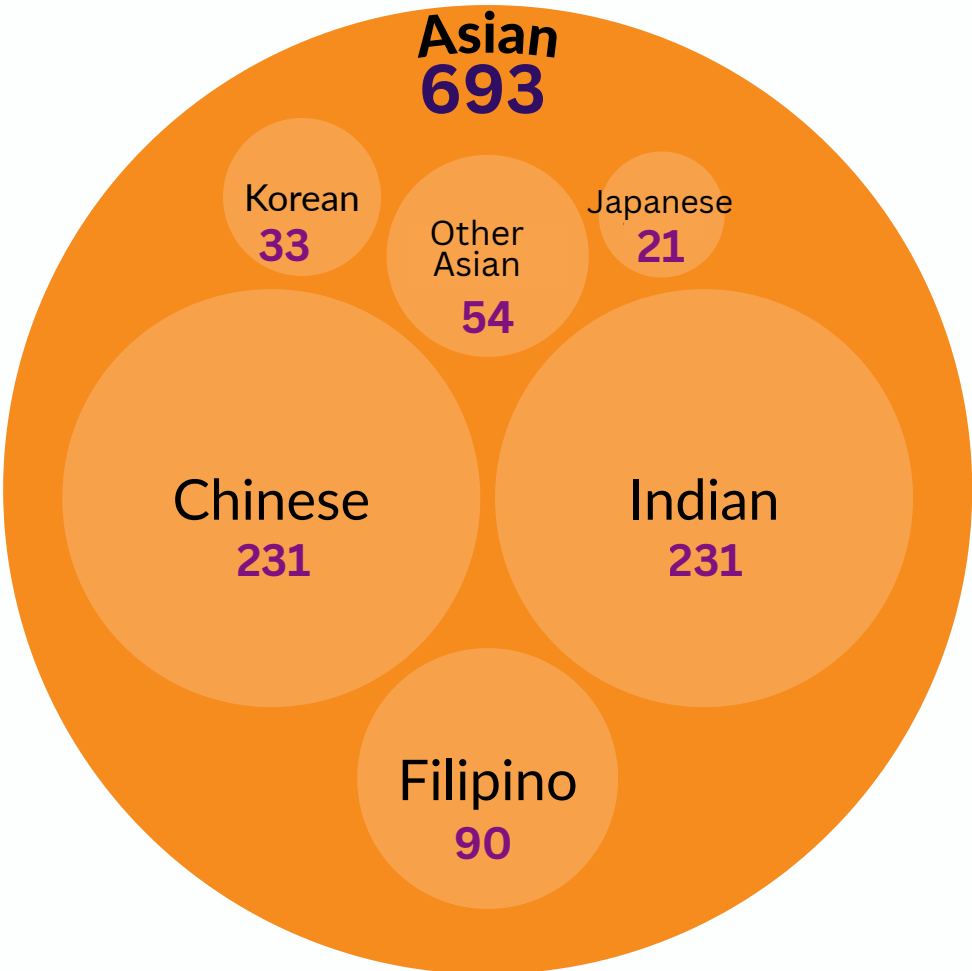
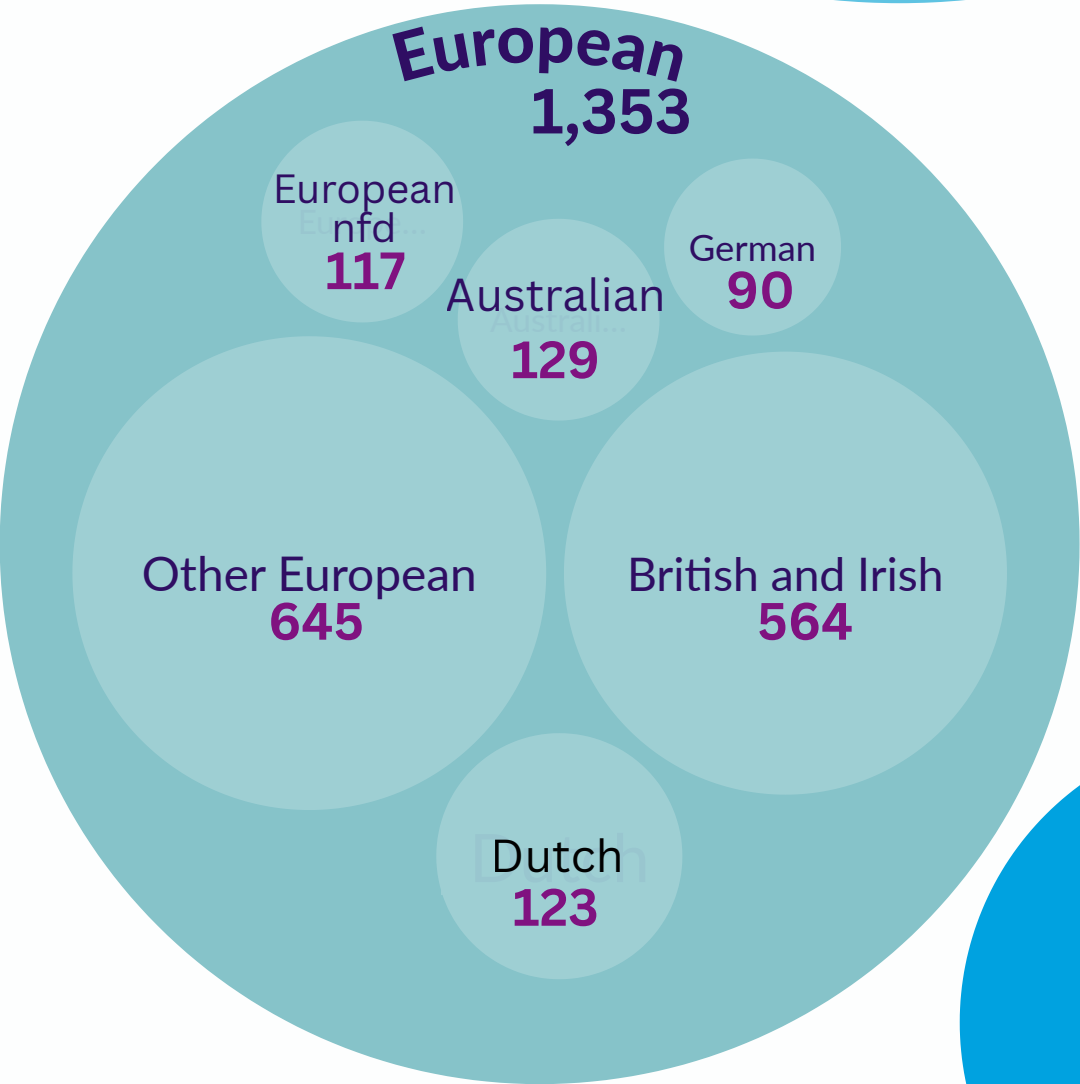
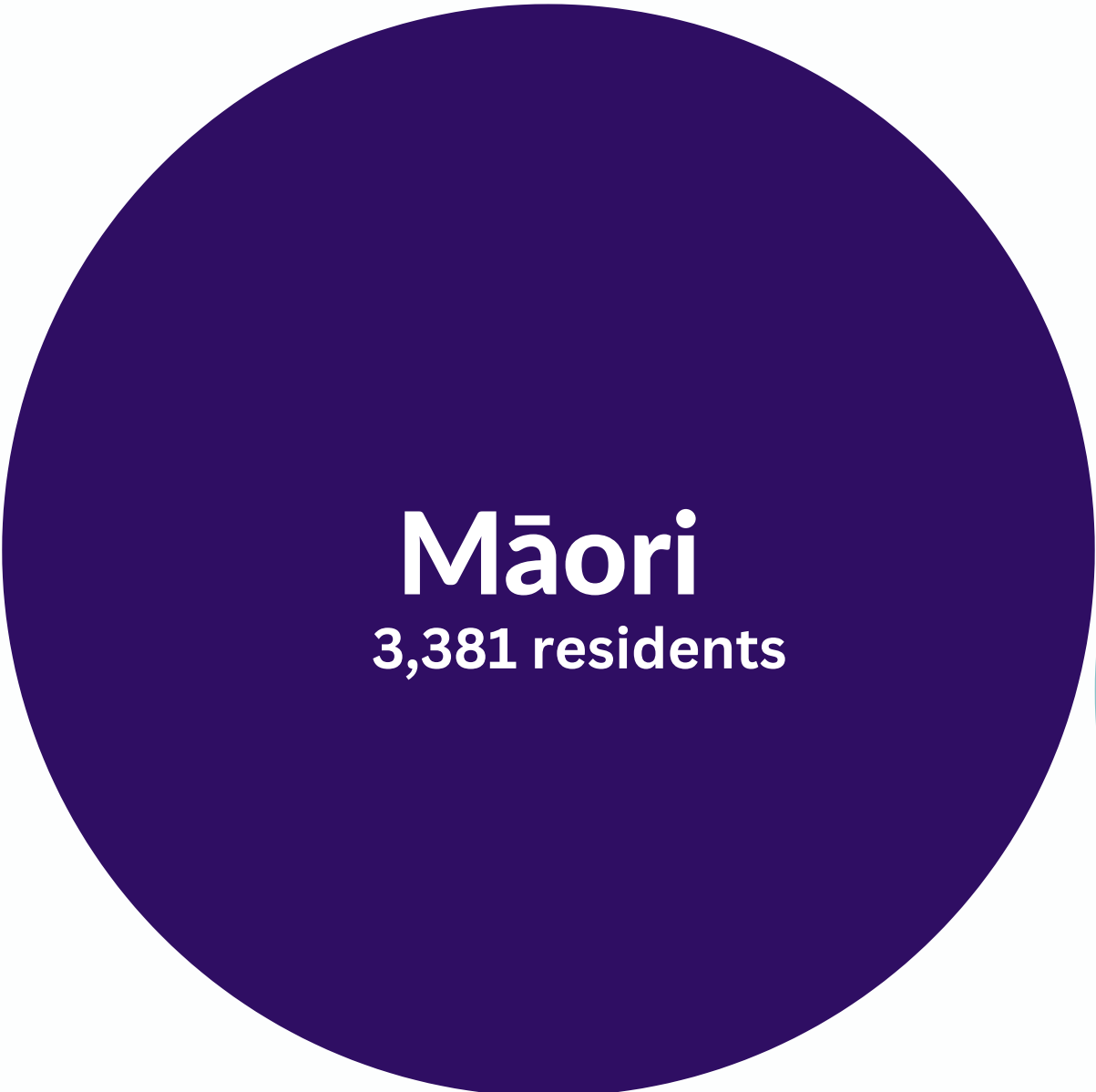
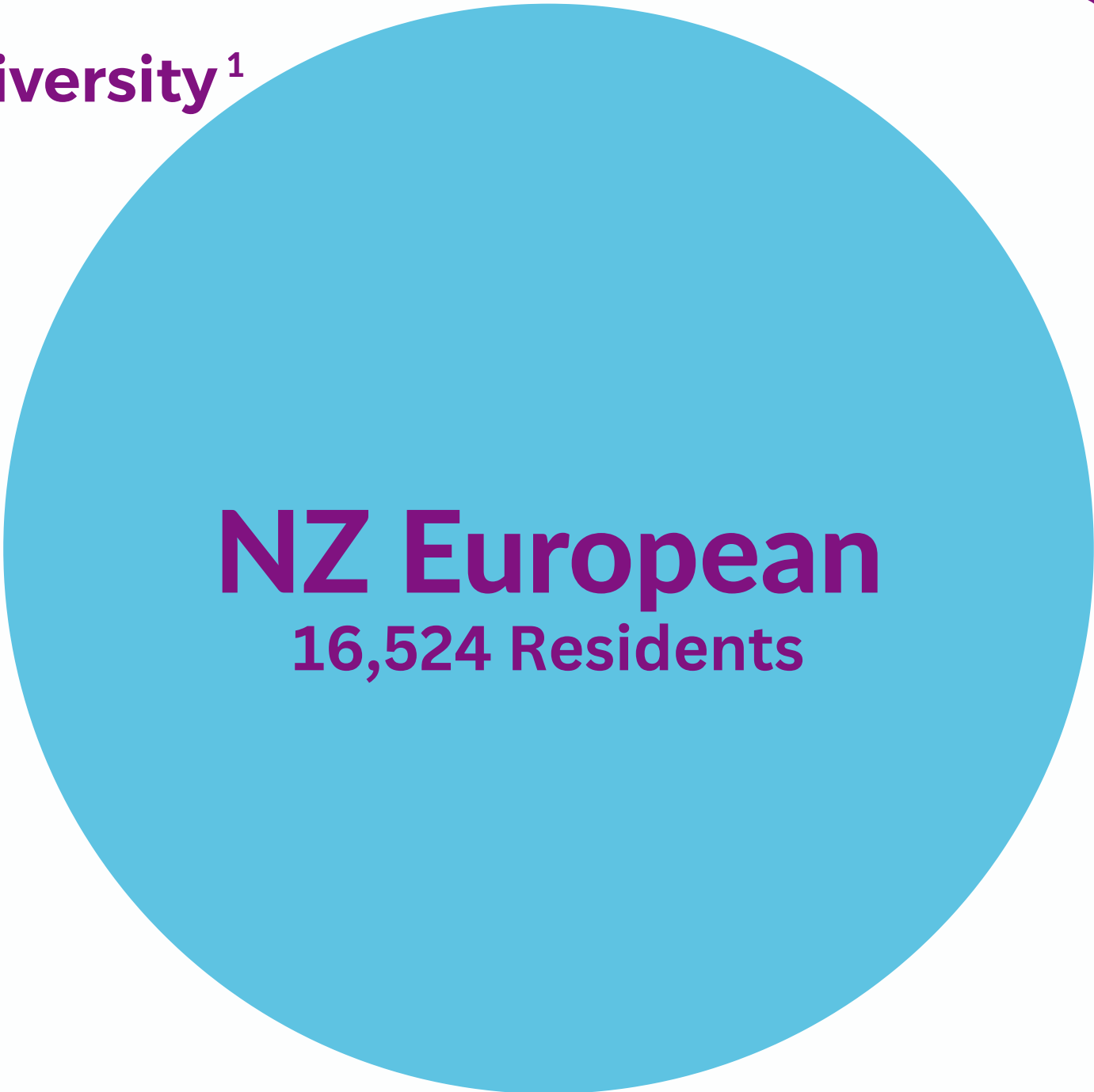
Appendix 1: Spotlight on Cultural Diversity¹



While the majority (81.5%) of Kaimai Ward residents identify their ethnicity as “NZ European”, one in six (16.7%) identify as Māori. A diverse array of additional ethnic groups are also represented within the population.

Twenty-three ethnic groups (with population numbers) are visualised here.

NB One person can identify as more than one ethnicity so percentages will not total 100%



Source Info:

1. Statistics NZ - Birthplace, ethnicity (detailed total responses level 3), and age for the census usually resident population count, (RC, TALB, SA2, Health), 2013, 2018, and 2023 Censuses



Infographics supplied by:
Community Insights

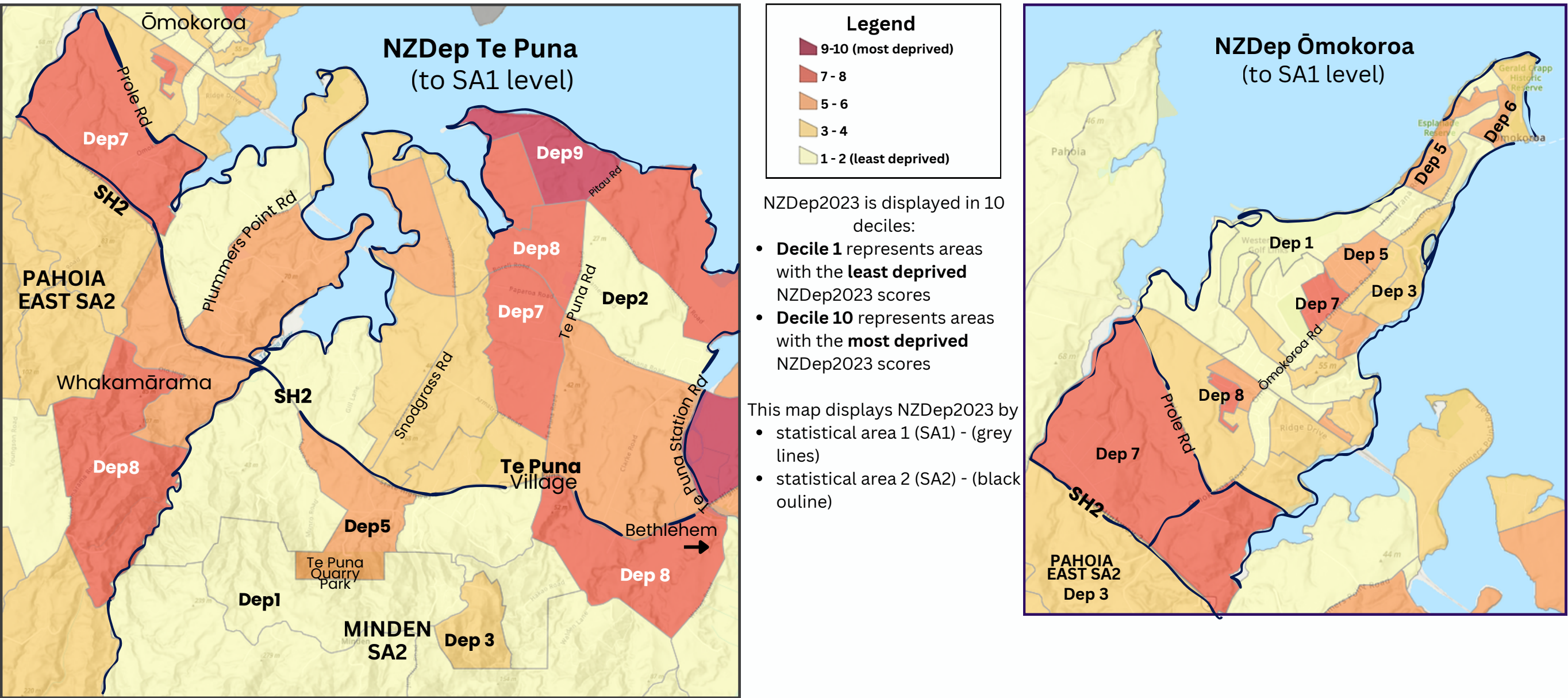
Updated Feb 2026

Appendix 2: Spotlight on Deprivation¹

Kaimai Ward Deprivation Levels

New Zealand Index of Deprivation 2023 Statistical Area 1 (SA1)

The maps provide information on socioeconomic deprivation, using the New Zealand Index of Deprivation 2023 (NZDep2023). The NZDep is an area-based measure, which measures the level of deprivation for people in each small area and is based on nine Census 2023 variables (see Table of dimensions below).



The New Zealand Deprivation Index provides estimates of **averaged deprivation scores across areas**. When viewed at lower level SA1 (rural/urban block) geographies, specific areas with high levels of deprivation become more visible.

These maps above show the deprivation scores of communities within the Kaimai Ward. A number of areas with higher deprivation scores (Decile 7 and above) can be seen. Residents living in these communities are more likely to have lower incomes, be unemployed or receiving means-tested benefits; live in crowded or damp/mouldy accommodation; be renting; have no internet access, and/or have fewer qualifications.

Population Numbers (number of residents) in communities with Deprivation Index Scores of 7 or more (within the Kaimai Ward)

Community	Dep Level 7	Dep Level 8	Dep Level 9	Total
Kaimai	435	0	0	435
Waiorohi	207	0	0	207
Waitao	171	153	0	324
Pahoia East	147	102	0	249
Te Puna	405	68	416	1089
Minden	144	0	0	144
Omokoroa	306	252	0	558

Of the Kaimai usually resident population

3,006 residents (14.9%)

live in communities with deprivation index numbers of 7 or higher

Dimension of Deprivation	Description of variable (in order of decreasing weight in the index)
Communication	People who have no access to internet at home
Income	People aged 18-64 receiving a means tested benefit
Income	People living in equivalised* households with income below an income threshold
Employment	People aged 18-64 unemployed
Qualifications	People aged 18-64 without any qualifications
Owned Home	People not living in own home
Support	People aged <65 living in a single-parent family
Living Space	People living in equivalised* households below a bedroom occupancy threshold
Living Condition	People living in dwellings that are always damp &/or always have mould greater than A4 size