

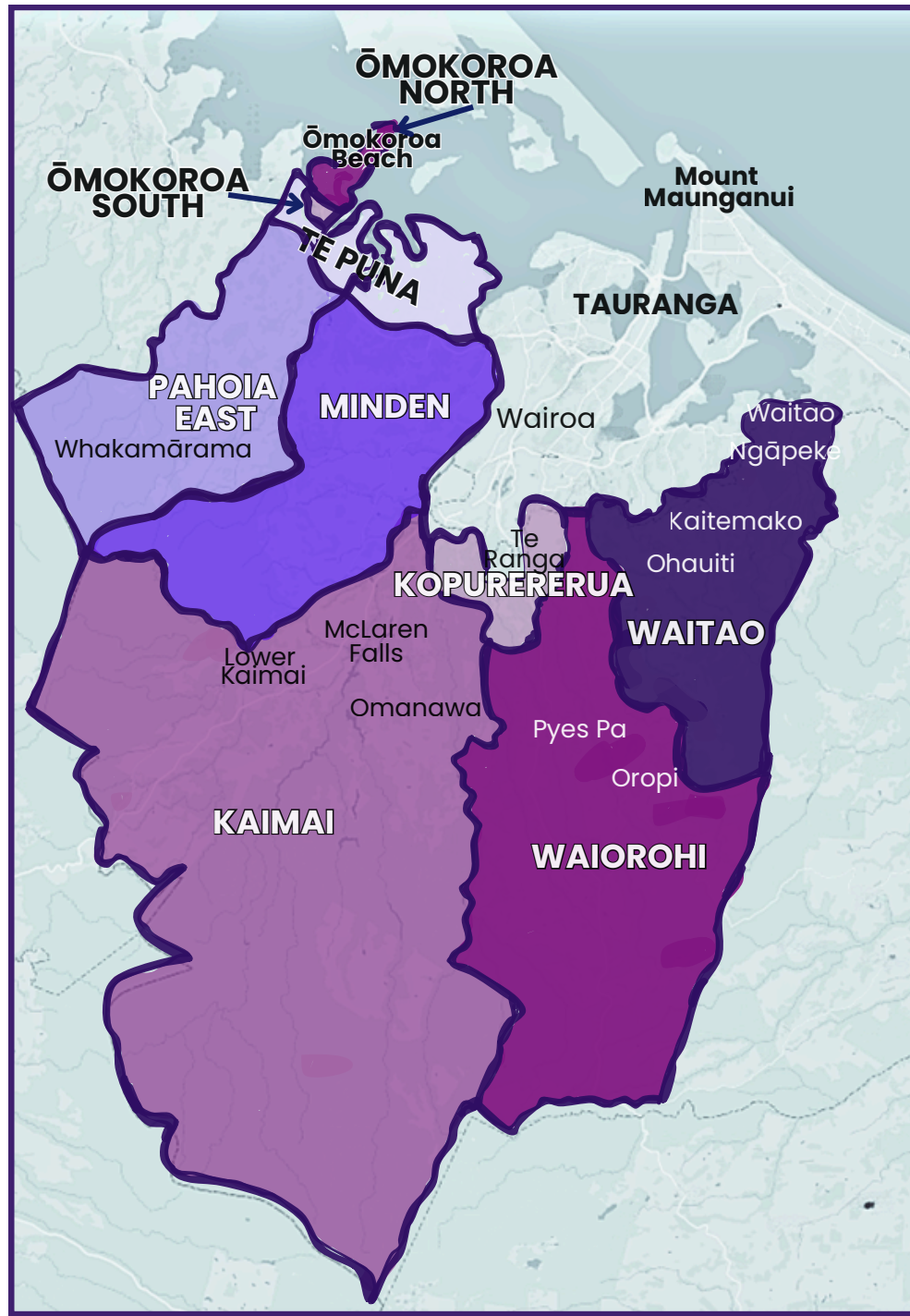
KAIMAI WARD 2025 DATA SUMMARY

HE TANGATA
OUR PEOPLE

In conjunction with



Census 2023



20,226

Kaimai Ward
Population¹

↑ 17.1% since 2018

21,260

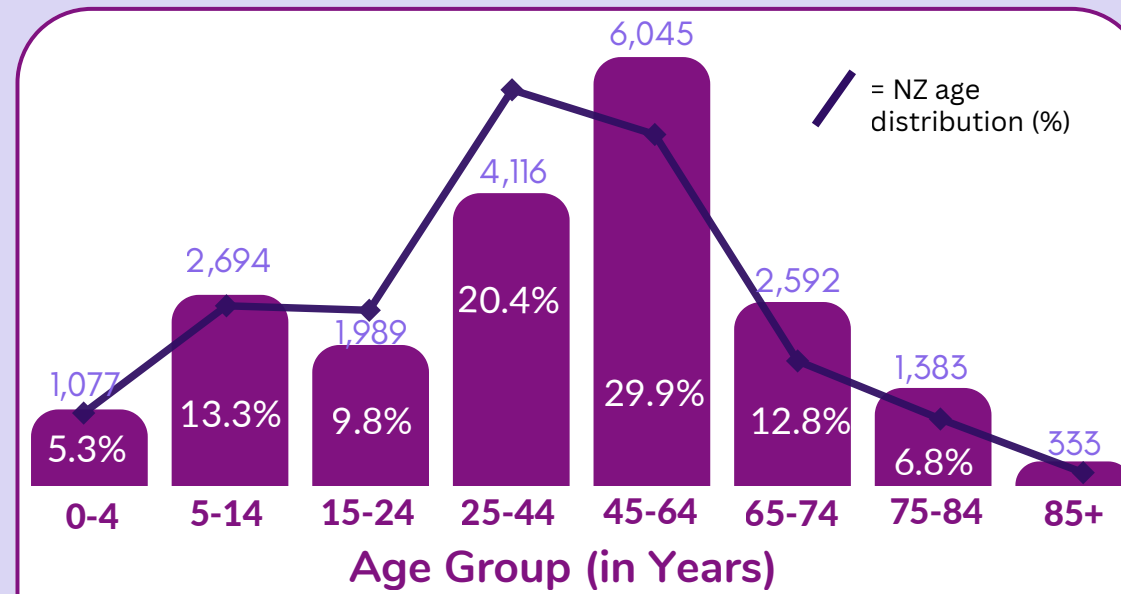
Estimated Resident
Population (ERP)
June 2025²

Data collated within this summary are for the Kaimai Ward. The Ward includes the Statistical Area 2 Units (SA2s) for Ōmokoroa North & Ōmokoroa South; Pahoia 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).

Age Distribution¹



Census 2023

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



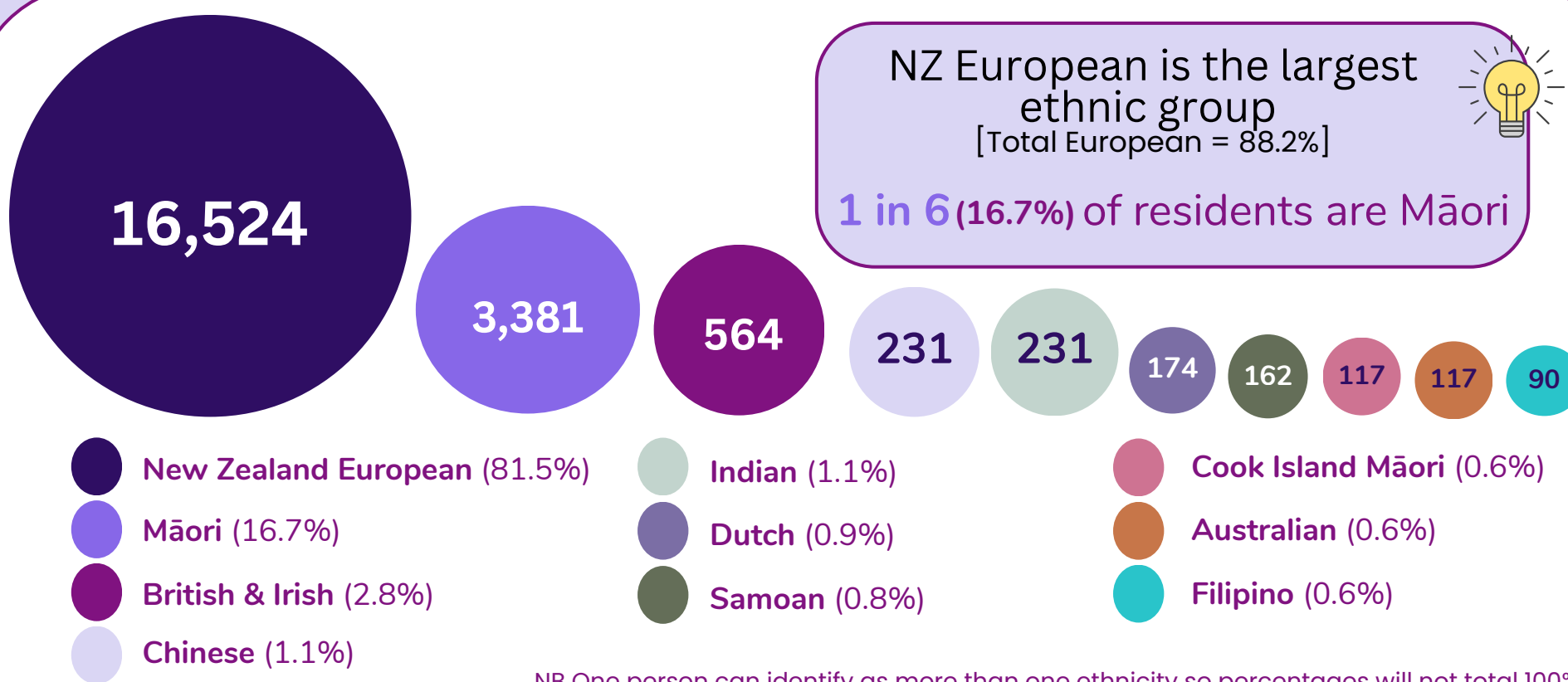
Median Age
46 years

28.5% of residents are under 25

NZ 31%
WBOP 28%
TGA 30%



Ethnic Makeup of Community¹ 10 largest Ethnic Groups³



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

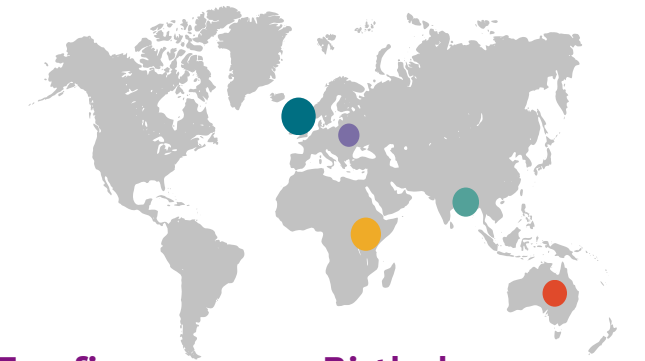
1 in 6 (16.7%) of residents are Māori

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%)

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)

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:

- 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".
- 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).
- 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.
- 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:



A division of:
Socialink
Tūhono Pāpori
Building a Thriving Social Sector | Bay of Plenty

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KAIMAI WARD 2025 DATA SUMMARY

WARD COMMUNITIES - QUICK STATS

Ward Communities¹

Whakamārama

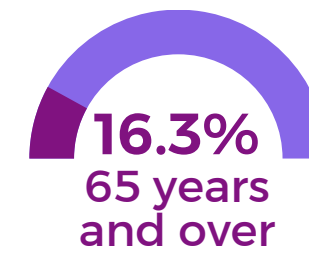
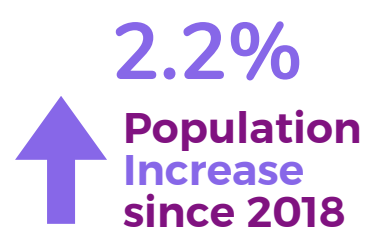
(Pahoia East SA2)



1,947
residents



654
Households



72
people live
with a
disability

Ōmokoroa

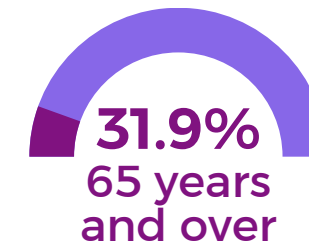
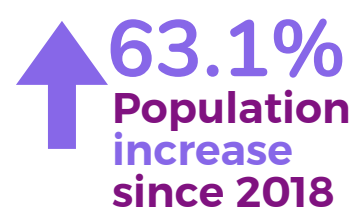
(Ōmokoroa North &
Ōmokoroa South SA2s)



5,661
residents



2,247
Households



297
people live
with a
disability

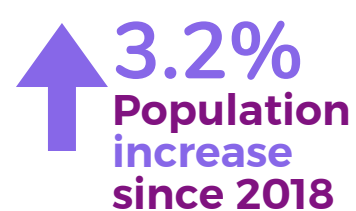
Te Puna



3,024
residents



1,047
Households



147
people live
with a
disability

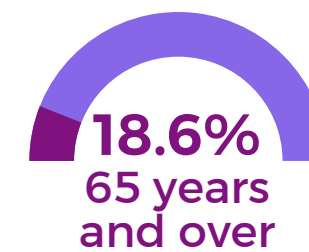
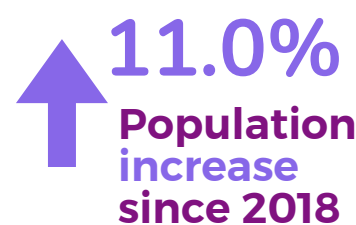
Minden



2,367
residents



804
Households



90
people live
with a
disability

Omanawa- Lower Kaimai

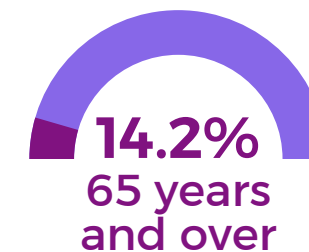
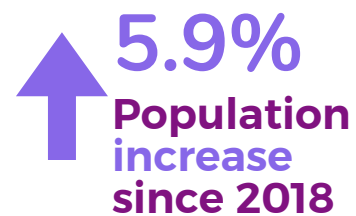
(Kaimai SA2)



2,148
residents



699
Households



75
people live
with a
disability

Oropi-Pyes Pa

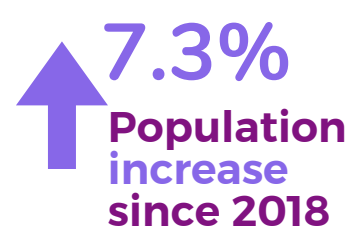
(Kopurererua + Waiorahi
SA2s)



3,516
residents



1176
Households



156
people live
with a
disability

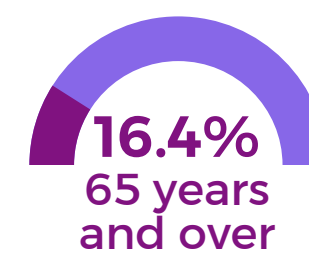
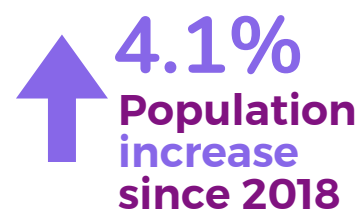
Waitao



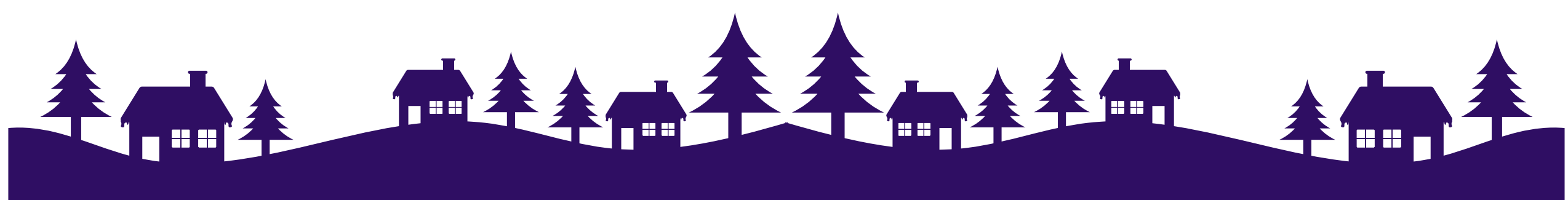
1,824
residents



633
Households



99
people live
with a
disability



Source Info & Notes:

1. The communities identified in this summary match those identified as one of the WBOPDC's "12 communities" from within the Kaimai ward. We have also added in one SA2 (Waitao) whose residents are not counted in any of the 12 communities. The 12 communities sometimes comprise more than one Statistical Area Unit (SA2). 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).

Infographics created by:

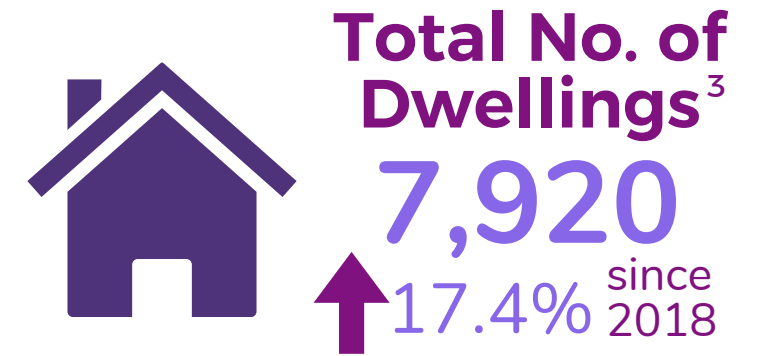
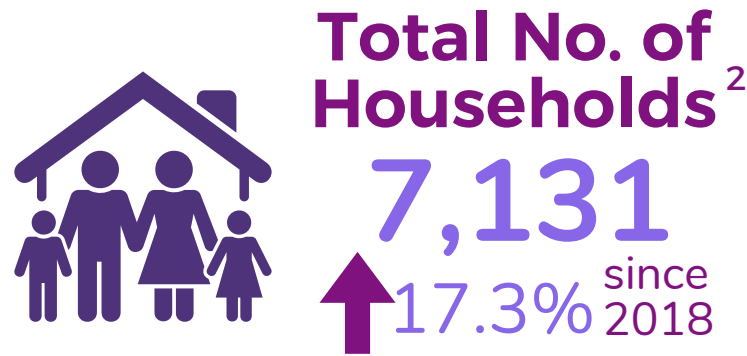


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KAIMAI WARD 2025 DATA SUMMARY

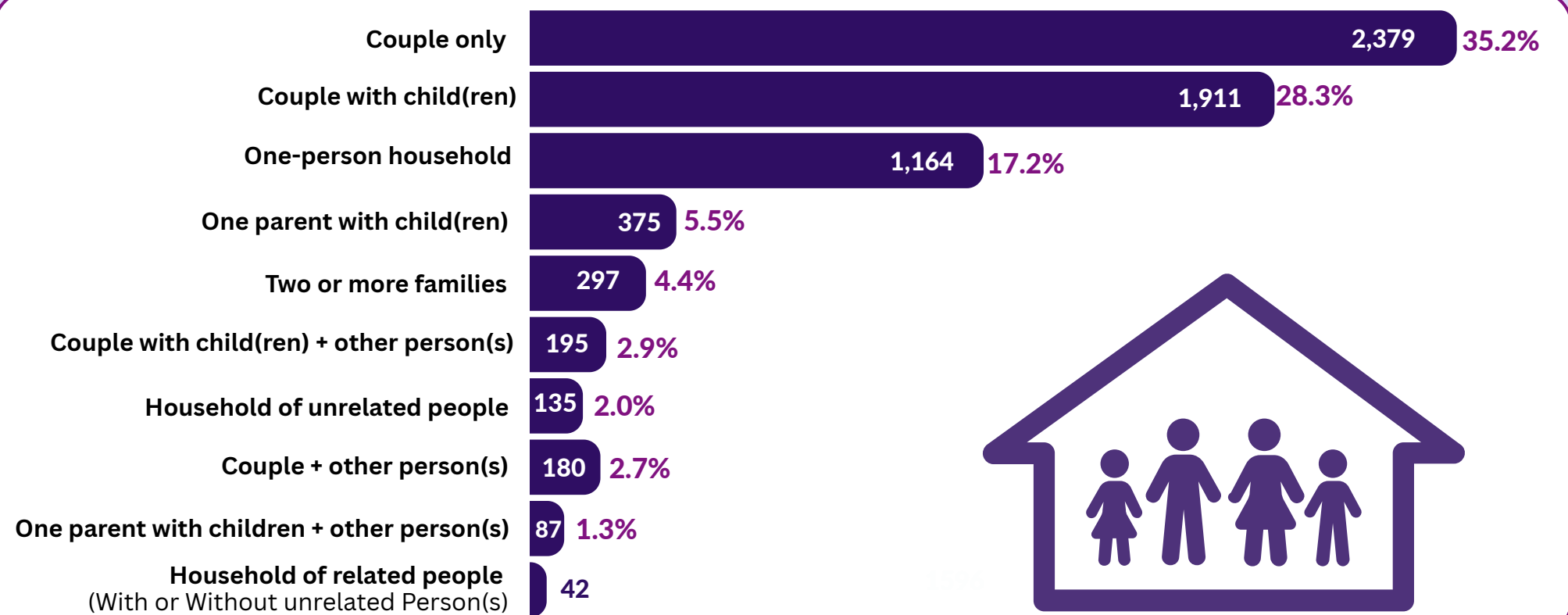
HOUSEHOLDS & HOUSING

Census 2023



Household Composition

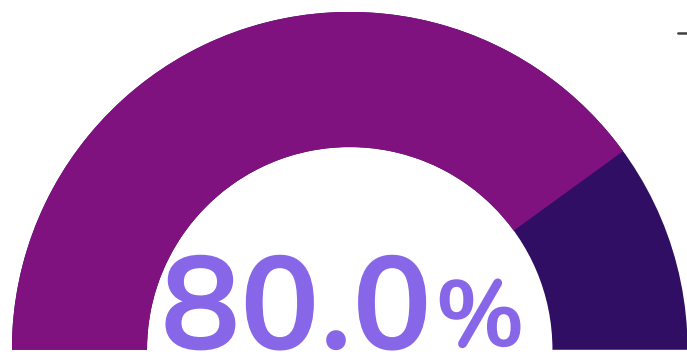
52.4% of households in the Kaimai Ward are **people living alone** or **couple-only** households



HOUSING

Census 2023

Home Ownership



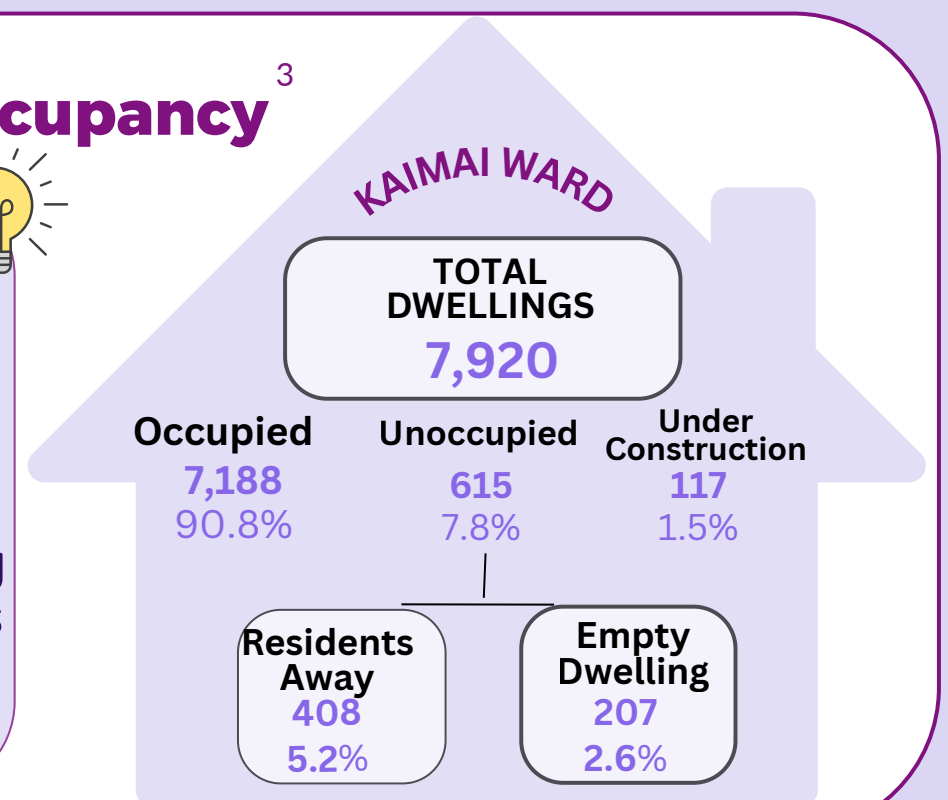
Proportion of households, who own (or partly own) the dwelling they usually live in or hold the dwelling in a family trust



MORE Kaimai Ward households live in a home they own compared to the rest of NZ

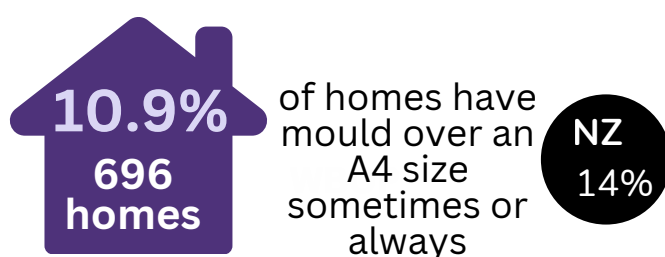
Dwelling Occupancy

Kaimai Ward dwelling occupancy rate (90.8%) is similar to the national dwelling occupancy levels

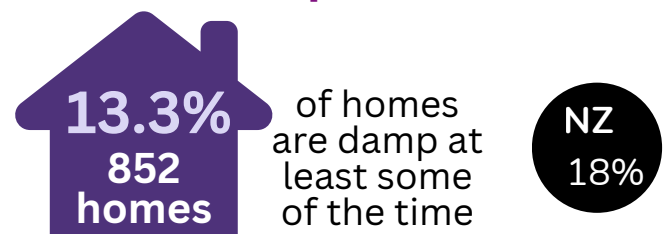


Adequacy of Housing Stock Occupied Private Dwellings

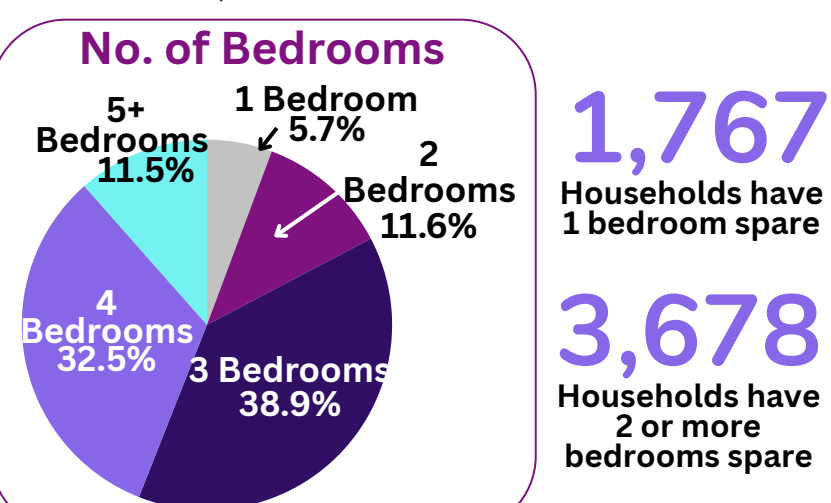
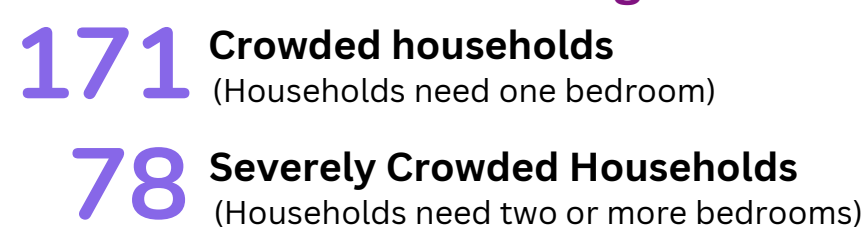
Mouldy Homes



Damp Homes

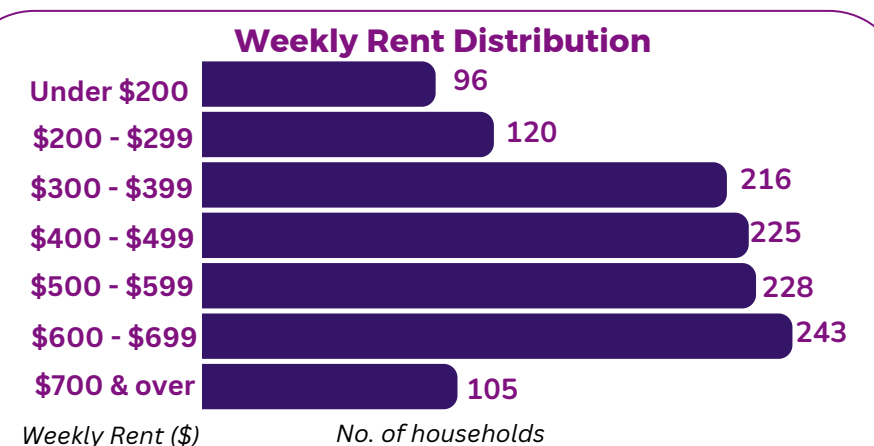


Household Crowding



Rental Cost

\$465 ↑17.6% Median Weekly rent paid by Households Since 2018



Tenancy Services Kaimai Ward Median Rent Range **\$450 - \$750**⁵ January 2026

Source Info & Notes:

- Totals by topic for individuals. (RC, TALB, UR, SA3, SA2, Ward, Health), 2013, 2018, and 2023 Censuses).
- Stats NZ Census 2023 (Totals by topic for households. (RC, TALB, UR, SA3, SA2, Ward, Health), 2013, 2018, and 2023 Censuses) See also Household Composition (Level 2), dataset. A household refers to people usually residing in a private dwelling and sharing facilities.
- Totals by topic for dwellings. (RC, Ward, SA2), 2023 Census. NB **Unoccupied empty dwellings** include: existing dwellings that are being altered, repaired, or extended, & are unoccupied on census night; baches & holiday homes with no occupants on census night; and non-private dwellings, such as camping grounds & marae, that are unoccupied on census night.
- Household crowding** is based on the Canadian National Occupancy Standard (CNOS). It calculates the number of bedrooms needed based on the demographic composition of the household. In Stats NZ Census 2023 (Totals by topic for households. (RC, TALB, UR, SA3, SA2, Ward, Health), 2013, 2018, and 2023 Censuses)
- Tenancy Services data on the median market rent** range across the Kaimai Ward for the 6 month period from 1 Aug 2025 - 31 Jan 2026. Selected Ōmokoroa, Minden, Whakamarama, Te Puna, Lower Kaimai, Omanawa, Pyes Pa and Oropi.

Infographics created by:



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KAIMAI WARD 2025 DATA SUMMARY

INCOME & COMMUNITY

Median Household Income¹

Census 2023

Kaimai Ward
\$104,500

The median household income of Kaimai Ward is higher than the median income nationally, and for Tauranga city

Median before-tax income received for the financial year from all sources - for people aged 15 years and over within a household



Ōmokoroa
\$82,900

NZ
\$97,000

WBOP
\$88,600

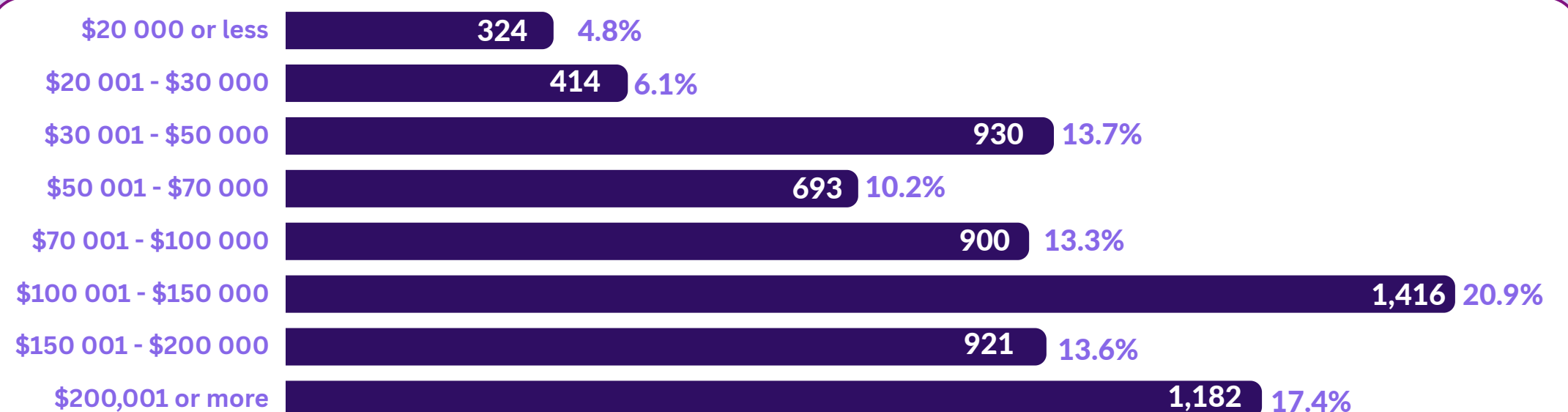
TGA
\$95,400

Household Income¹

1 in 4 (24.6%)

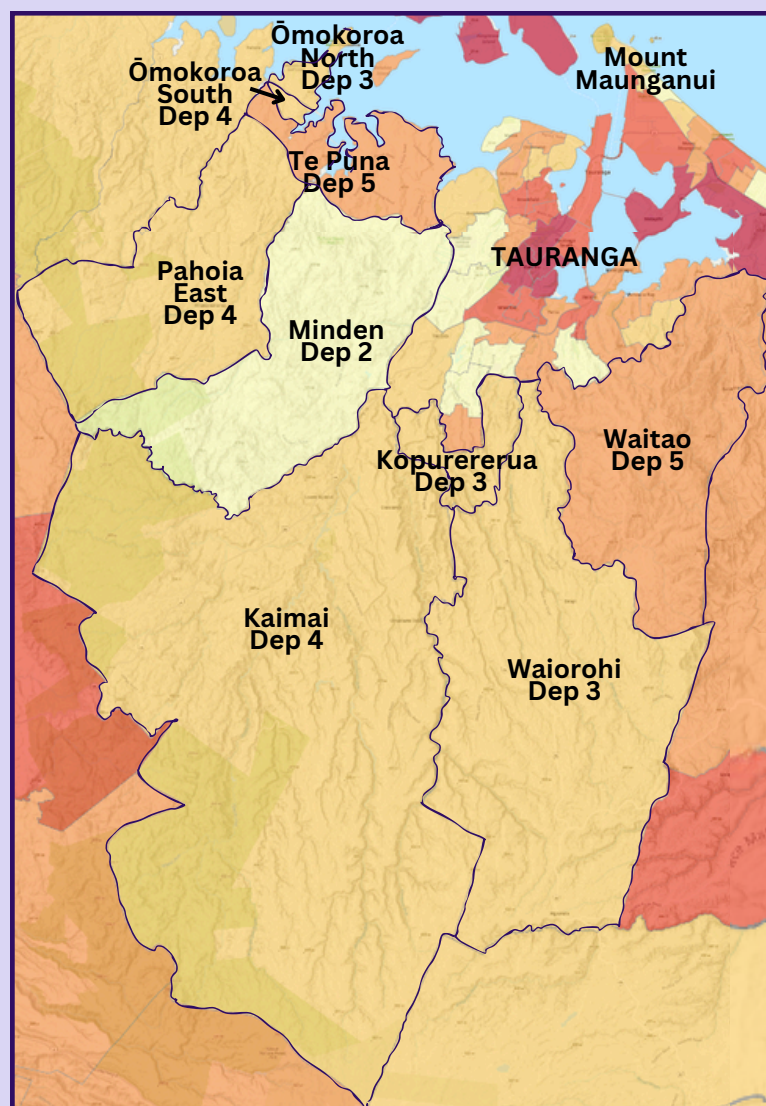
of Kaimai Ward households (1,668) had incomes of less than \$50,000 in 2023

NZ 27% WBOP 30% TGA 28%



Deprivation Levels²

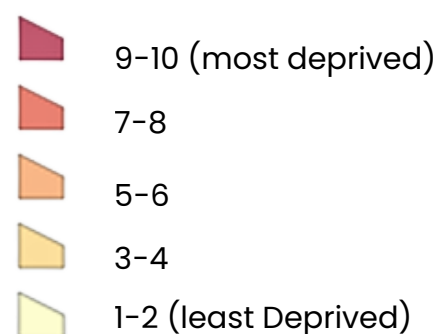
The New Zealand Index of Deprivation (NZDep) is an area-based measure of relative socio-economic deprivation (based on variables (outlined in Table to right). A community with a rating of decile 1 is the least deprived, decile 10 is most deprived.



The Kaimai Ward has low overall Deprivation Index numbers ranging from Dep 2 - Dep 5.

The averaged NZDep scores across the whole of each area, show only part of the story however. Appendix 1 shows the deprivation scores drilled down to smaller (SA1) area units. This map highlights pockets of high deprivation within otherwise reasonably affluent areas.

NZ Dep2023 decile (SA2 - weighted average)



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

See Appendix 1 for Deprivation Index numbers drilled down to smaller (SA1) areas.

Vehicle Access¹



87

Households had no vehicle available for private use

Internet Access¹



474

Households had no access to internet at home

Businesses & Volunteering

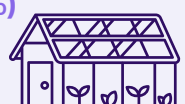
3,591³

Businesses are based in Kaimai Ward

Feb 2024

1 in 4 Kaimai Ward businesses are in the primary production sector³

966 (27.0%)
Agriculture, horticulture, forestry & fishing



717 (20.0%)
Rental, Hiring & Real Estate Services



438 (12.2%)
Construction



338 (9.4%)
Professional, Scientific and Technical Services



1,938⁴ (14.2%)

of residents (over 15 years) had engaged in voluntary work for or through an organisation, group or marae in the previous 4 weeks

compared to 13% of people nationally

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.

Infographics supplied by:



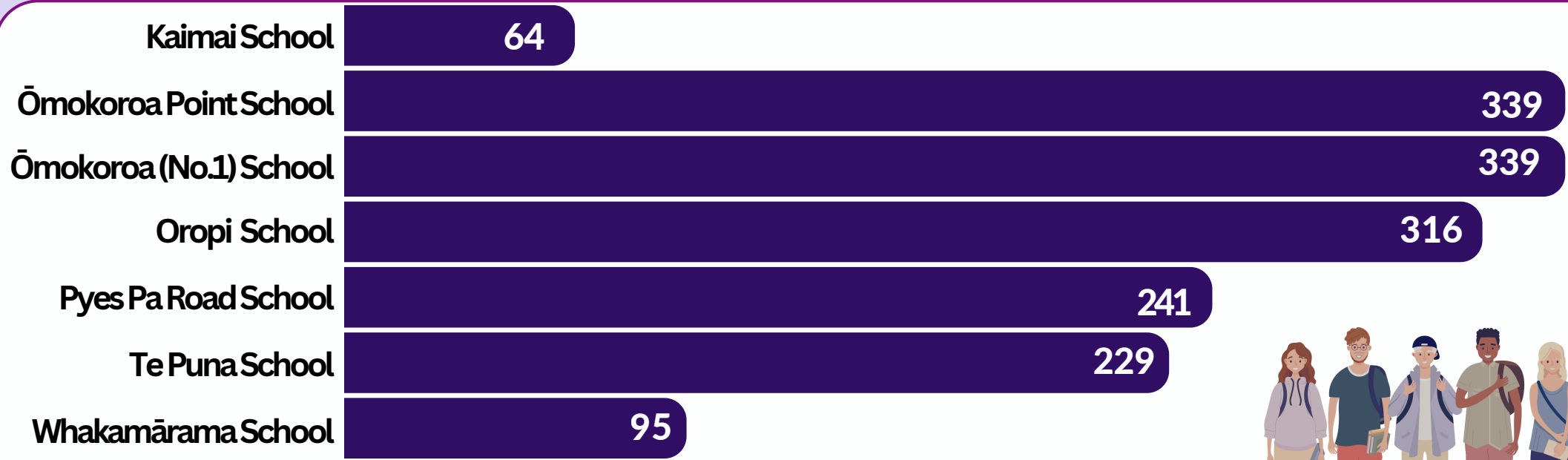
Updated Feb 2026

KAIMAI WARD 2025 DATA SUMMARY

EDUCATION & EMPLOYMENT

MOE 2025

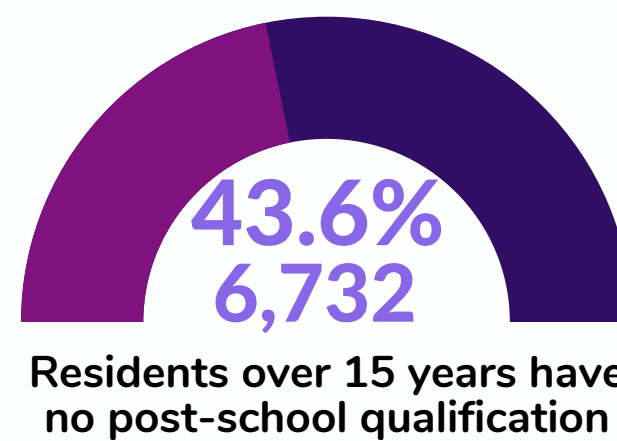
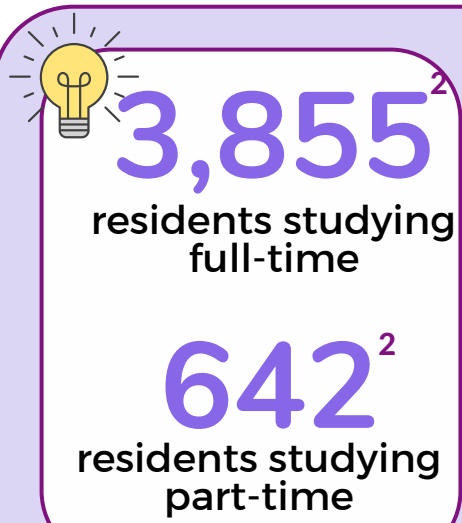
Kaimai Ward School Rolls ¹



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

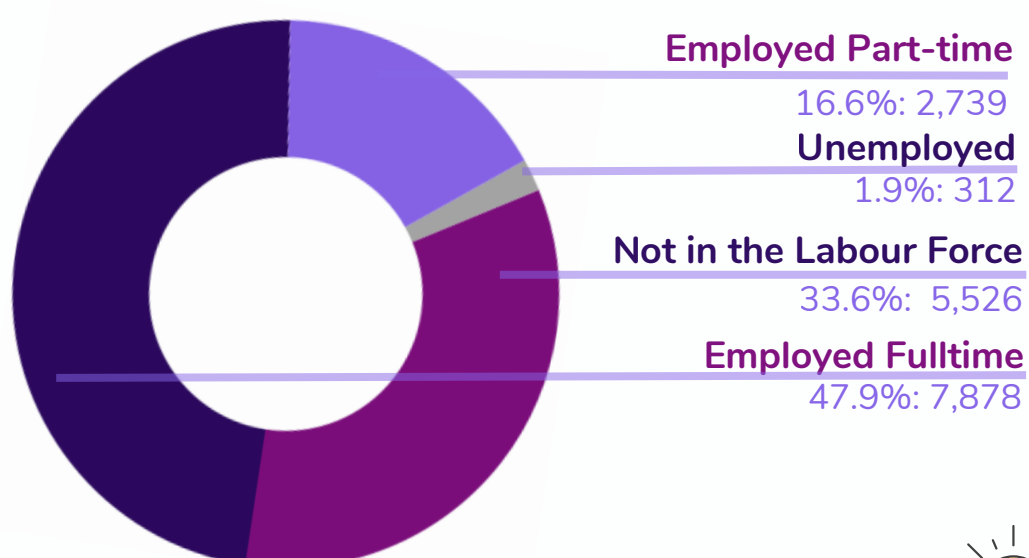


Education Indicators ²



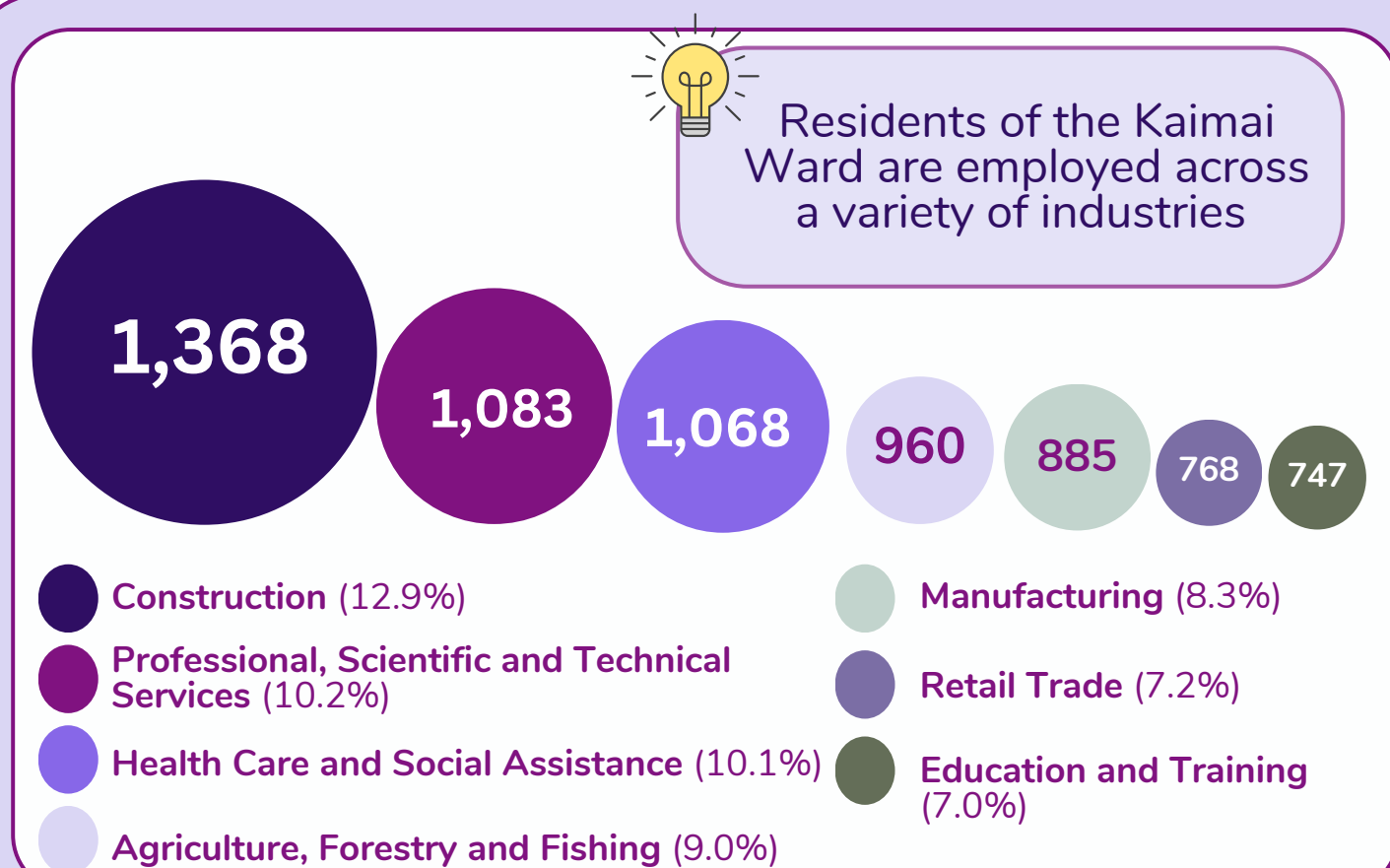
Census 2023

Work & Labour Force Status ²



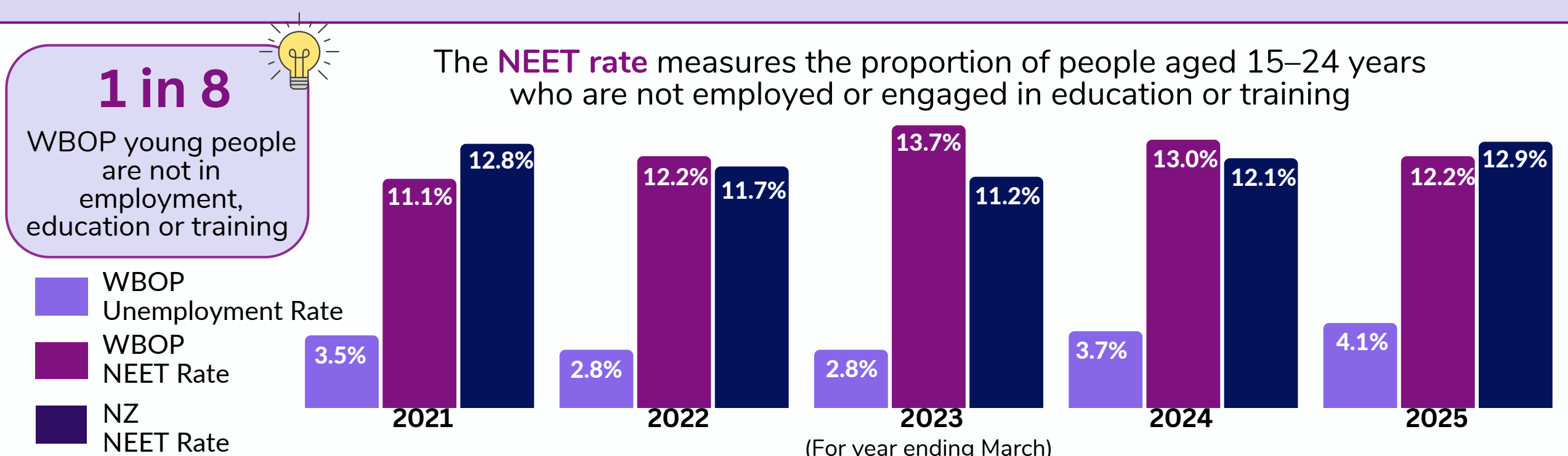
65% of residents 15 years and over are **employed** either full or part-time

Local Employment ²



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

Household Labour Force Survey 2025



Source Info:

- 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.
- 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](#)
- Stats NZ Household Labour Force Survey in [Infometrics Report - NEETS | WBOP & Infometrics Report- Unemployment | WBOP](#) (accessed 21 January 2026).

Infographics supplied by:

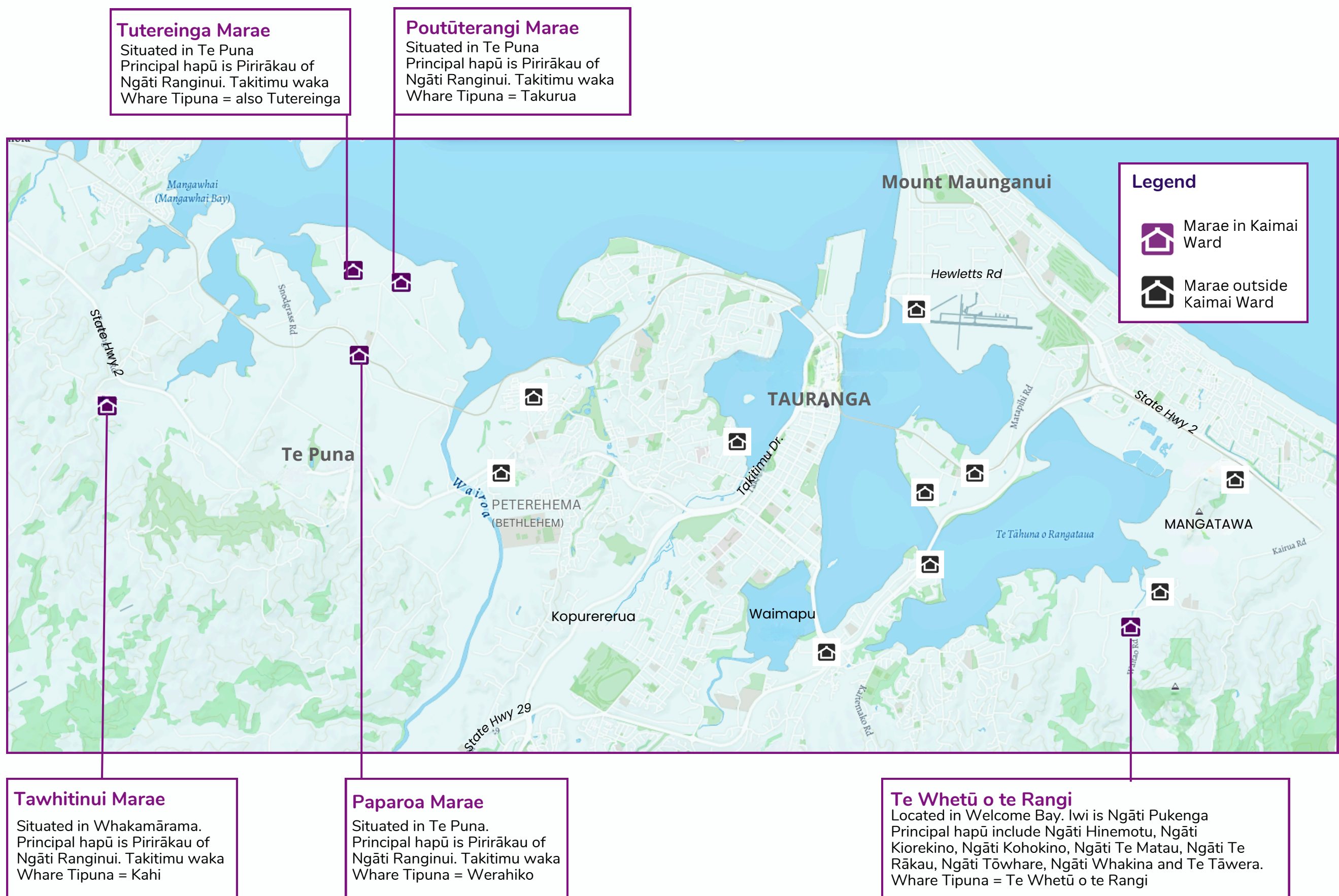


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KAIMAI WARD 2025 DATA SUMMARY

NGĀ IWI MĀORI

Marae/Hapū in the WBOP Kaimai Ward ¹

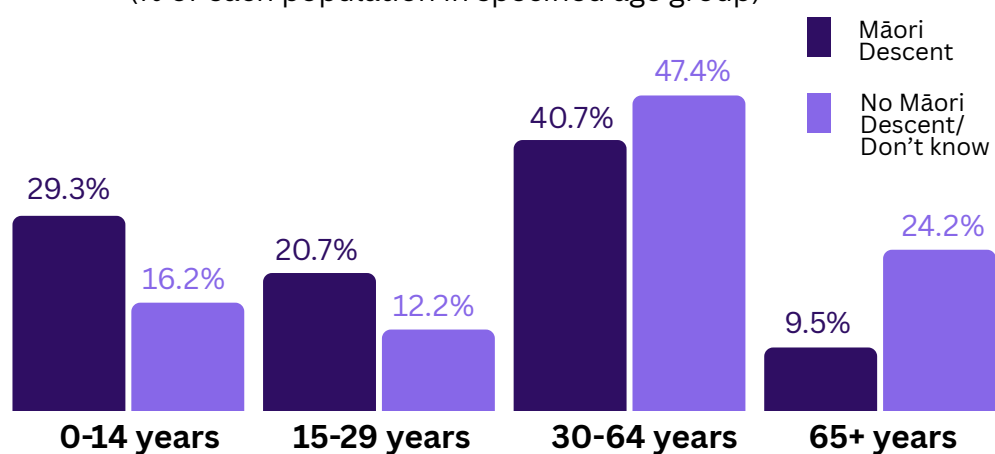


Māori Descent ²

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 WBOP ³



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 Pīkiao (Te Arawa)	540
Ngāti Pukenga	351
Don't know	1911
People affiliated with at least one iwi	11259

Source Info & Notes:

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



in conjunction with



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%

NZ European
16,524 Residents

Māori
3,381 residents

European
1,353

European
nfd
117

German
90

Australian
129

Other European
645

British and Irish
564

Dutch
123

Other Ethnicity
279

Asian
693

Korean
33

Japanese
21

Other
Asian
54

Chinese
231

Indian
231

Filipino
90

Pacific Peoples
417

Fijian
24

Tongan
81

Samoan
162

Cook Island
Māori
117

Other Pacific
Peoples
84

Middle Eastern/Latin American/African
129

Latin American
87

Middle
Eastern
21

African
21

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**

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KAIMAI WARD 2025 DATA SUMMARY

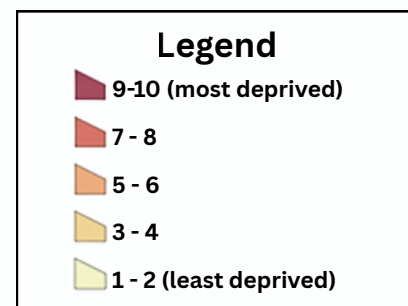
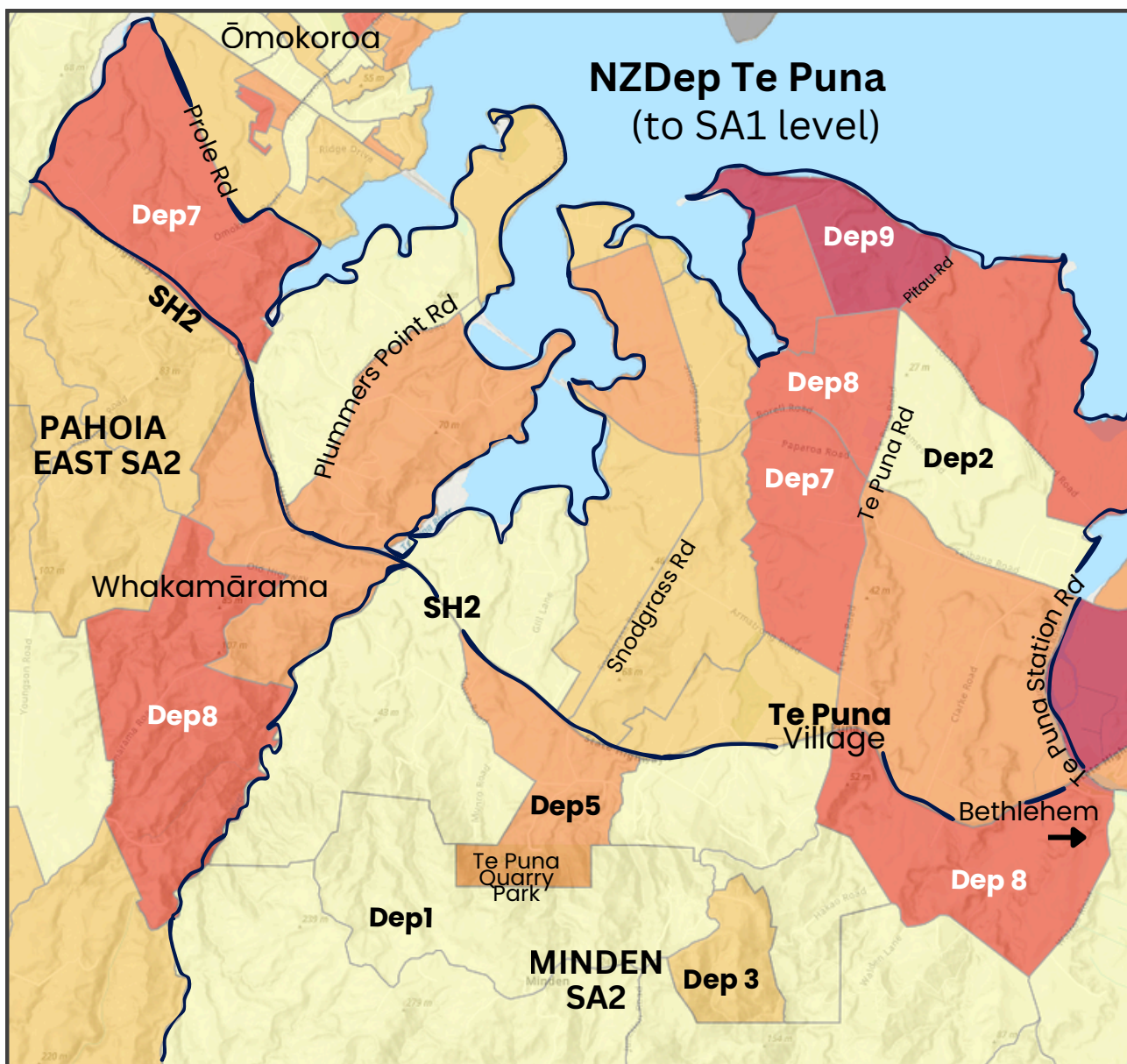
OUR COMMUNITIES- DEPRIVATION LEVELS

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).

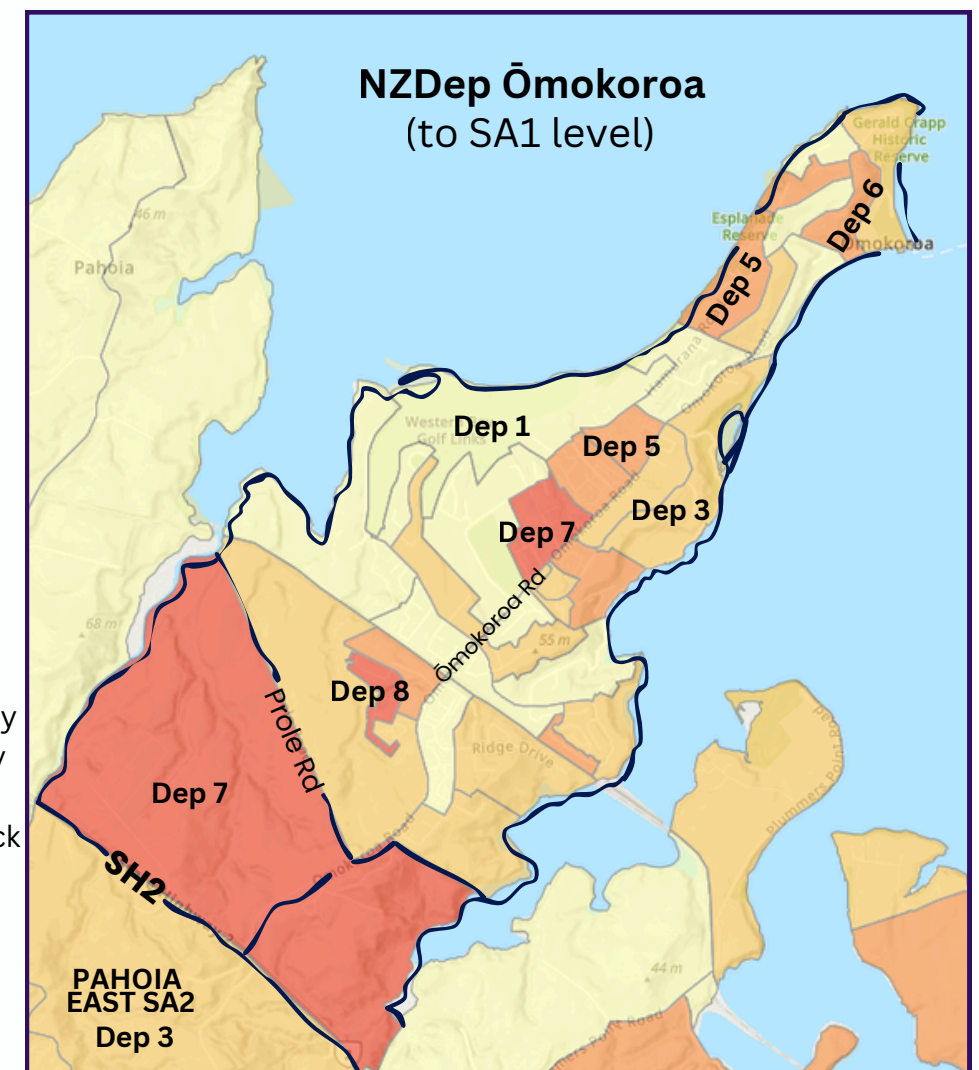


NZDep2023 is displayed in 10 deciles:

- Decile 1 represents areas with the **least deprived** NZDep2023 scores
- Decile 10 represents areas with the **most deprived** NZDep2023 scores

This map displays NZDep2023 by

- statistical area 1 (SA1) - (grey lines)
- statistical area 2 (SA2) - (black outline)



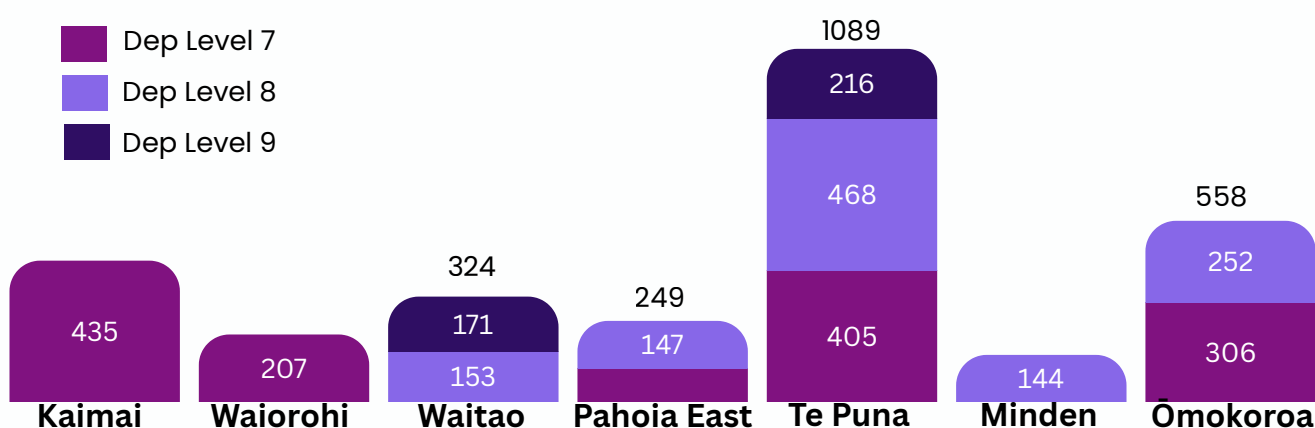
The New Zealand Deprivation Index provides estimates of **averaged deprivation scores across areas**. When viewed at lower level SA1 (rural/urban block) geographies, specific areas with high levels of deprivation become more visible.

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)

- Dep Level 7
- Dep Level 8
- Dep Level 9



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

Source Info:

University of Otago (2024). Socioeconomic Deprivation Indexes: NZDep and NZiDep. Department of Public Health Atkinson J, Salmond C, Crampton P, Viggers H, Lacey K. 2024. NZDep2023 Index of Deprivation. Interim Research Report, October 2024. Wellington: University of Otago.



Infographics supplied by:

Community Insights

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