

MAKETŪ 2025 DATA SUMMARY

HE TANGATA
OUR PEOPLE

Census 2023

1,311

Maketū
Population¹

↑9.5% since 2018

1,410

Estimated Resident
Population (ERP)
June 2025²



In conjunction with



Data collated within this summary are based on Statistics NZ SA2 (Statistical area unit 2) boundaries for Maketū (the highlighted area within the map).

The boundaries of the area follow the coastline around the Maketū peninsula and estuary areas, including the settlement of Little Waihi. The area includes Wilson Rd to the point it intersects with Arawa Ave.

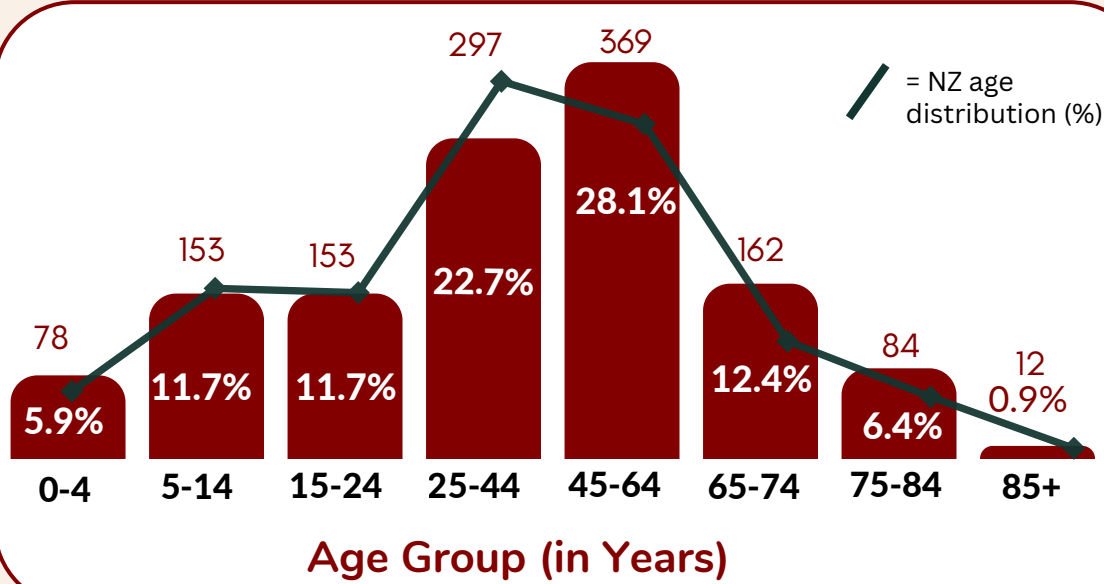
Census 2023



Nearly 1 in 3 (29.3%) residents are under 25 years

NZ 31% WBOP 28% TGA 30%

Age Distribution¹



1 in 5 = 65+ residents years old

258 (19.7%) of residents are over 65 years of age

NZ 17%

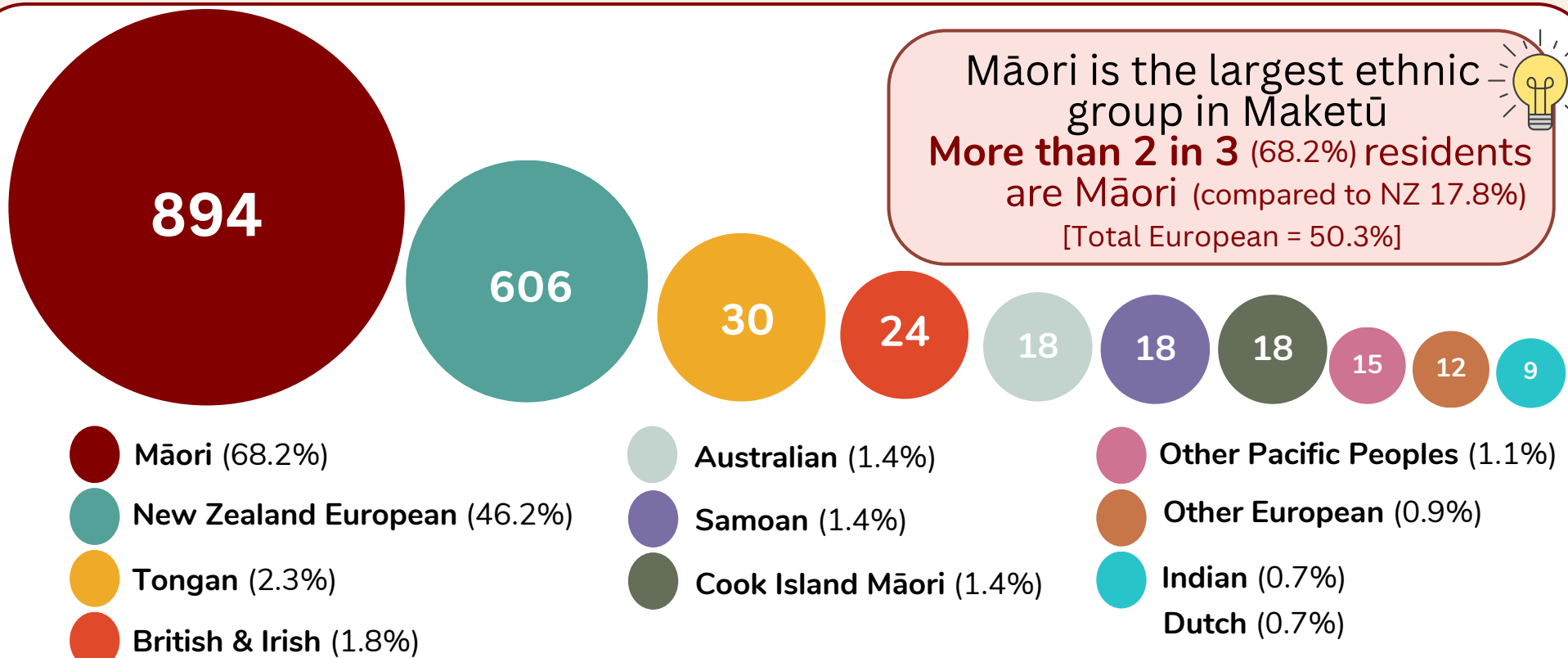
Median Age

43 years

NZ 38 years



Ethnic Makeup of Community¹ 10 largest Ethnic Groups



Māori is the largest ethnic group in Maketū
More than 2 in 3 (68.2%) residents are Māori (compared to NZ 17.8%)
[Total European = 50.3%]

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

Birthplace¹

90.4% = Born in NZ
1,158



Top five overseas Birthplaces

- Australia (2.8%)
- United Kingdom & Ireland (2.1%)
- Asia (1.4%)
- Pacific Islands (1.4%)
- North America (0.7%)

Census 2023

People with Disabilities³

99 residents live with a disability (12.0%)

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

Rainbow (LGBTIQ+)¹

18



Local residents identify as LGBTIQ+ (2.3%)

Languages Spoken¹

(in addition to English)

People who can speak te reo Māori

249

19.0%

TOP 5

NZ Sign Language

9

0.7%

Also in Top 5 Numbers less than 10

Spanish Afrikaans Samoan French

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 - Maketū
3. 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 levels is available in the Household Disability Survey, but this is not available for small areas.

Infographics created by:

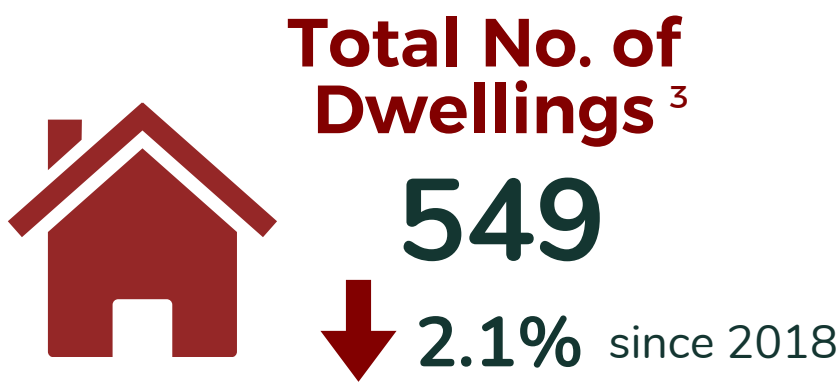
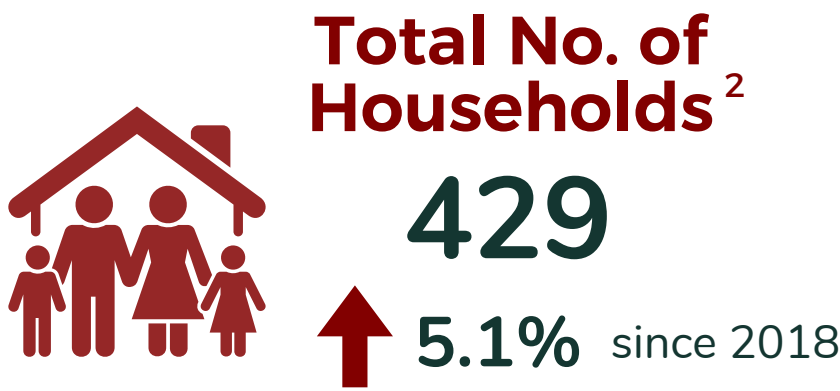


Updated Feb 2026

MAKETŪ 2025 DATA SUMMARY

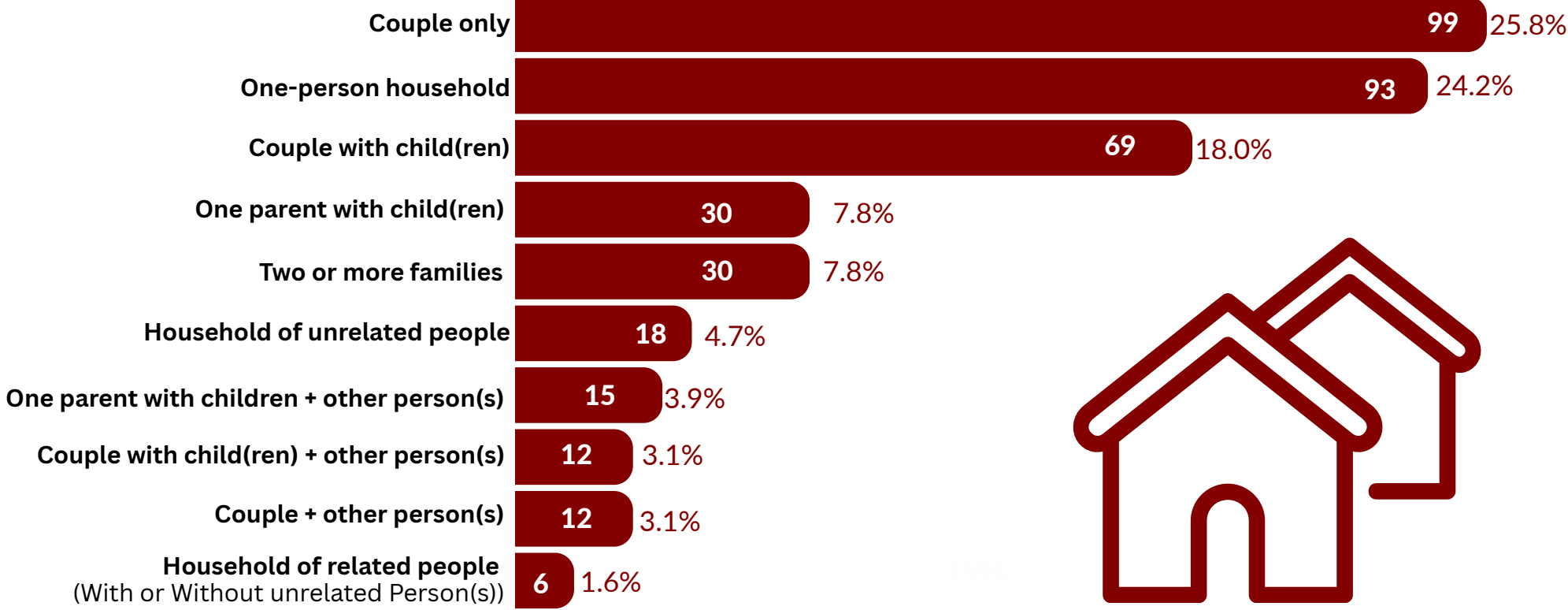
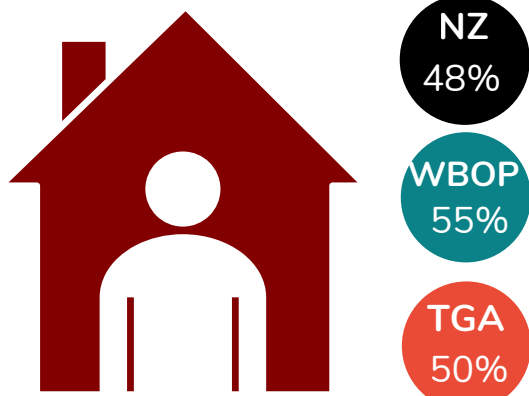
HOUSEHOLDS & HOUSING

Census 2023



Household Composition²

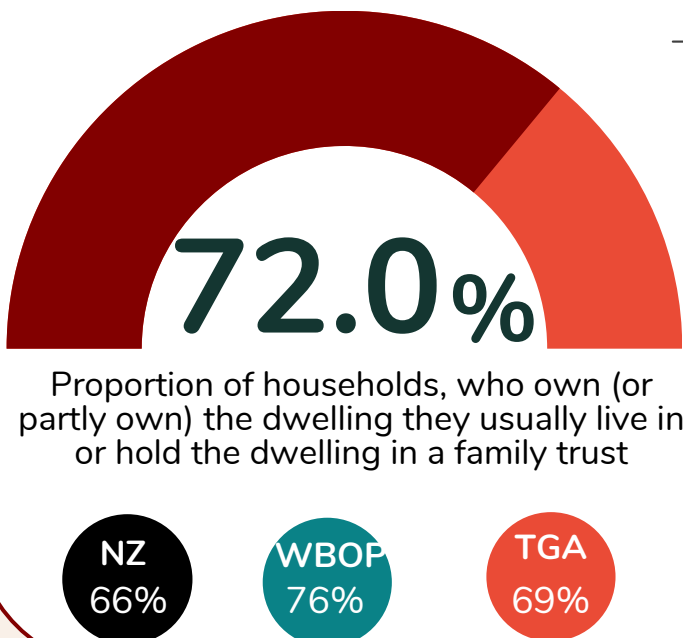
50.0% of households in the Maketū area are **people living alone** or **couple-only** households



HOUSING

Census 2023

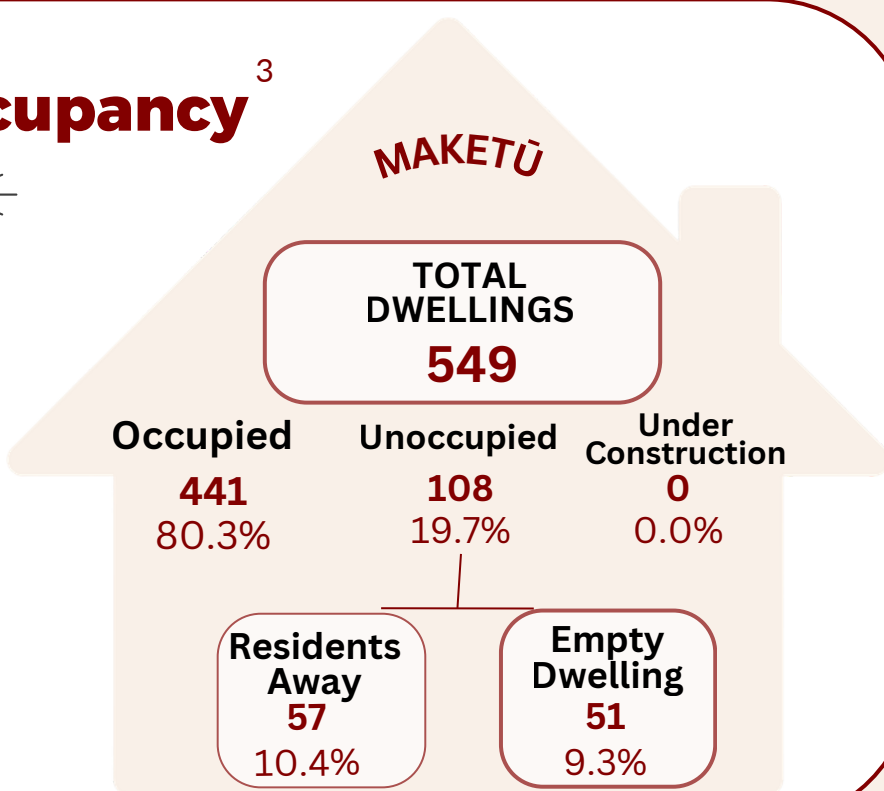
Home Ownership²



Nearly 3 out of 4 households in Maketū own their own home, a similar proportion to Tauranga, a lower rate than WBOP

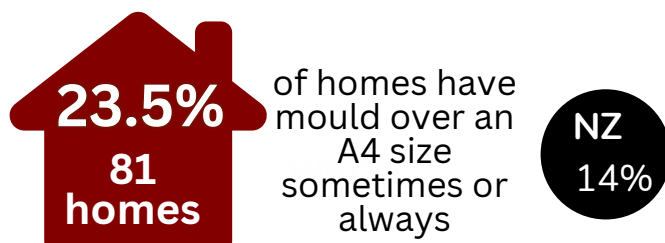
Dwelling Occupancy³

Maketū has a **lower dwelling occupancy rate** (80.3%) compared to NZ (87.7%)

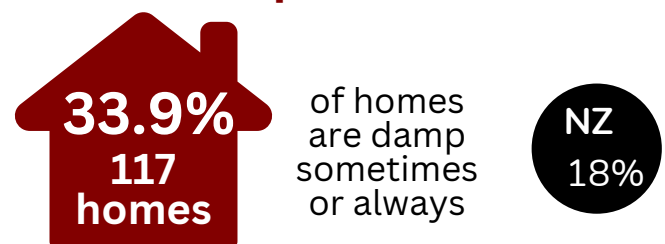


Adequacy of Housing Stock Occupied Private Dwellings

Mouldy Homes³



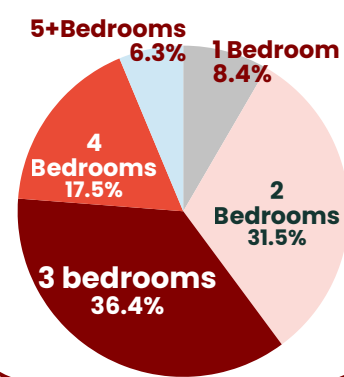
Damp Homes³



Household Crowding⁴

27 Crowded households (Households need one bedroom)
24 Severely Crowded Households (Households need two or more bedrooms)

No. of Bedrooms

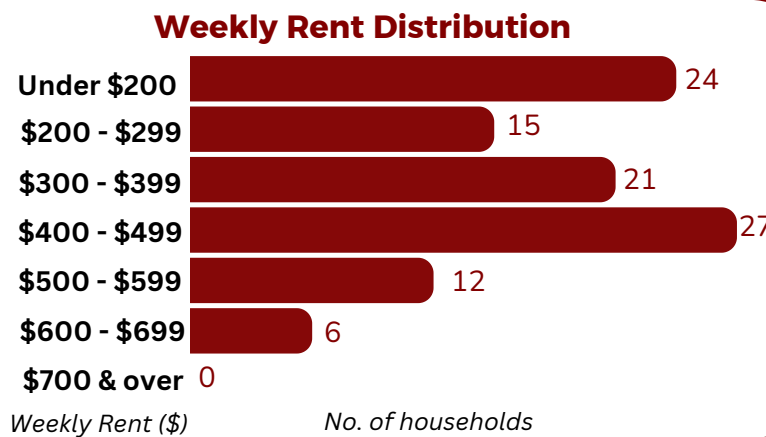


114 Households have 1 bedroom spare

129 Households have 2 or more bedrooms spare

Rental Cost²

\$350 ↑ **25.0%** Since 2018 **Median Weekly rent paid by Households**



Tenancy Services

MEDIAN RENT⁵ (01 Apr 2025 - 30 Sep 2025)
\$645 Maketū (Paengaroa) **60** Active Bonds

Source Info & Notes:

1. Totals by topic for individuals, (RC, TALB, UR, SA3, SA2, Ward, Health), 2013, 2018, and 2023 Censuses).
2. 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.
3. 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.
4. 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)
5. Tenancy Services data on median market rent for rental properties in Paengaroa - Maketū for the 6 month period from 1 April 2025 - 30 Sept 2025

MAKETŪ 2025 DATA SUMMARY

INCOME & COMMUNITY

Median Household Income¹

Census 2023

Maketū
\$87,800

The **median household income of Maketū is lower** than the median income nationally, within the wider ward, and Tauranga City

Maketū-Te Puke Ward
\$93,900

NZ
\$97,000

WBOP
\$88,600

TGA
\$95,400



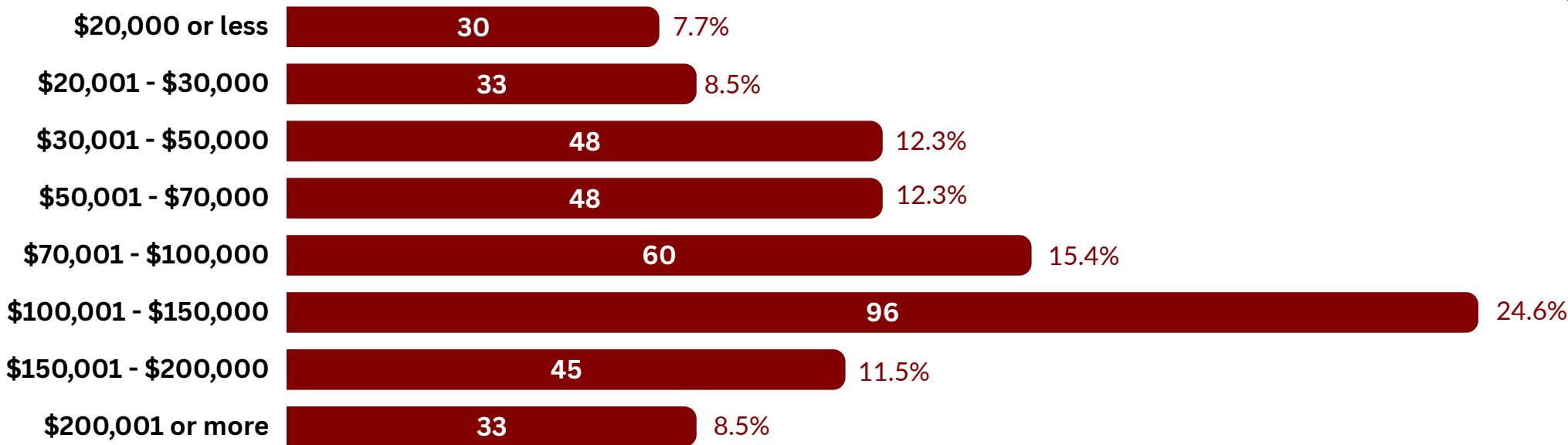
Median before-tax income received for the financial year from all sources - for people aged 15 years and over within a household

Household Income¹

Almost
1 in 3
(28.5%)

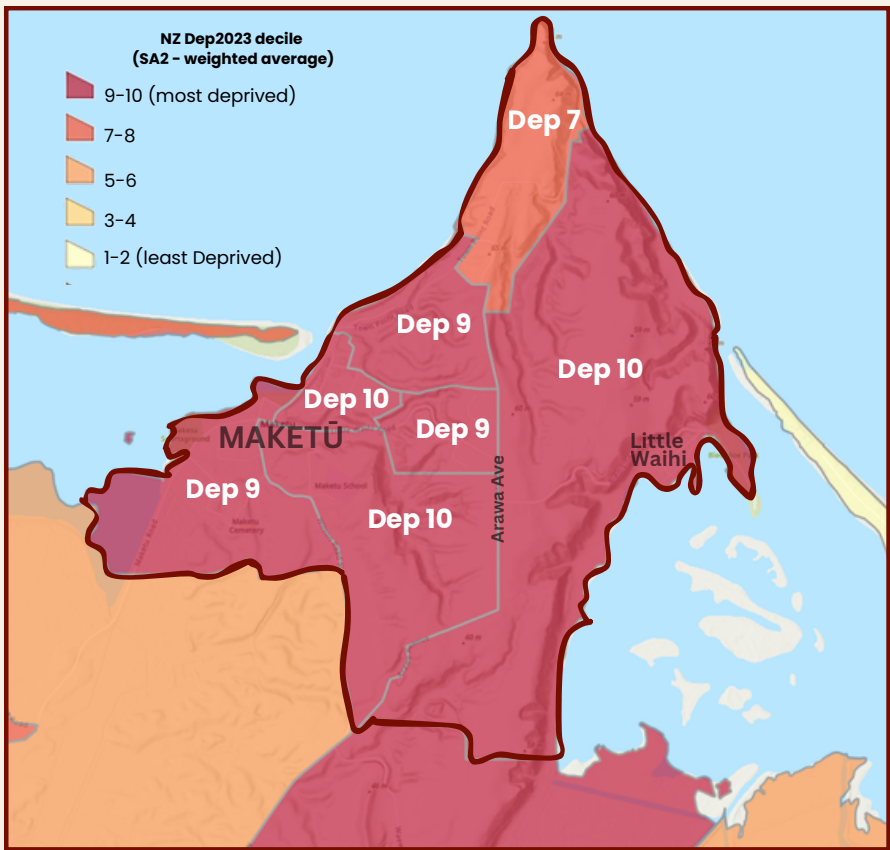
of Maketū households had incomes of less than \$50,000 in 2023

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 nine variables (outlined in Table below). A community with a rating of decile 1 is the least deprived, decile 10 is most deprived.



Maketū has an averaged Deprivation Index numbers of 9 - indicating Maketū is one of the more deprived communities across the district.

The averaged NZDep scores across the whole of each area, show only part of the story however. When deprivation scores are drilled down to smaller (SA1) area units, the proportion of decile 10 areas within the Maketū community become visible.

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

Vehicle Access¹

6

Households had **no vehicle** available for private use



Internet Access¹

51

Households had **no access to internet** at home



Businesses & Volunteering

96³

Businesses are based in Maketū

Feb 2024

Maketū businesses are diverse³

18 (18.8%)
Construction



12 (12.5%)
Agriculture, horticulture, forestry & fishing

12 (12.5%)
Professional, Scientific & Technical Services

135⁴ (18.8%)

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). <https://tools.summaries.stats.govt.nz/places/SA2/maketu#business-demography>
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:



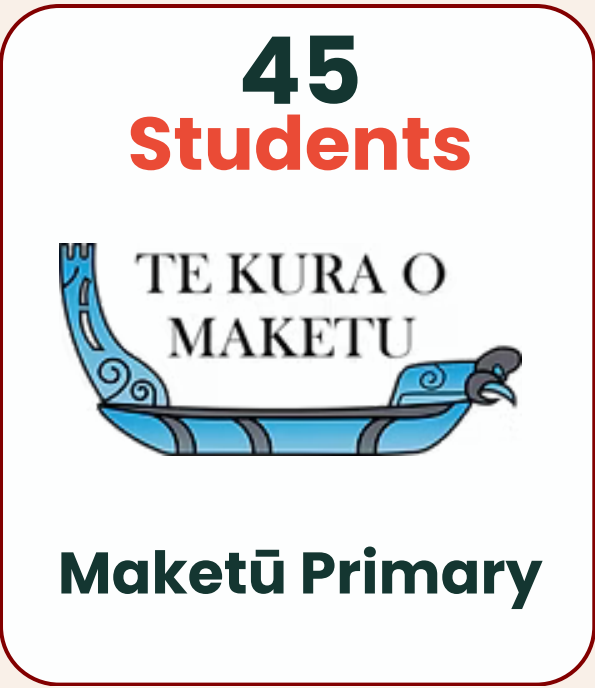
Updated Aug 2026

MAKETŪ 2025 DATA SUMMARY

EDUCATION & EMPLOYMENT

Schools in the Area¹

MOE 2025



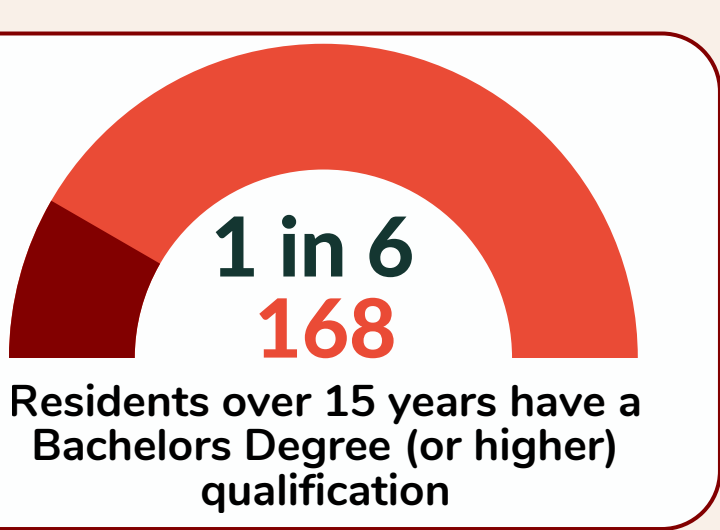
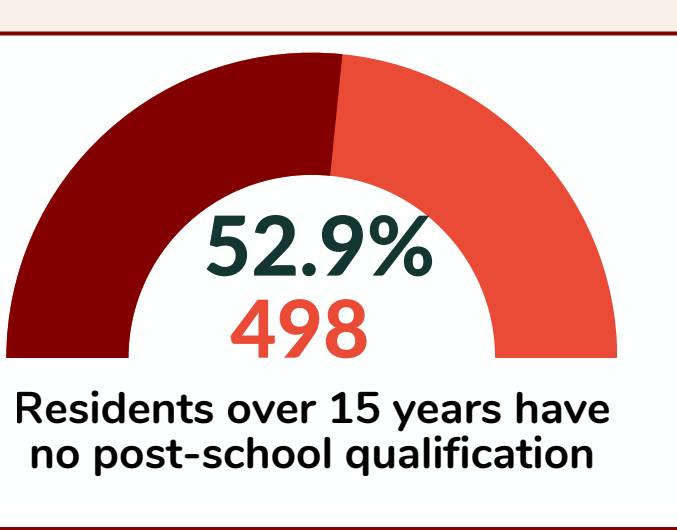
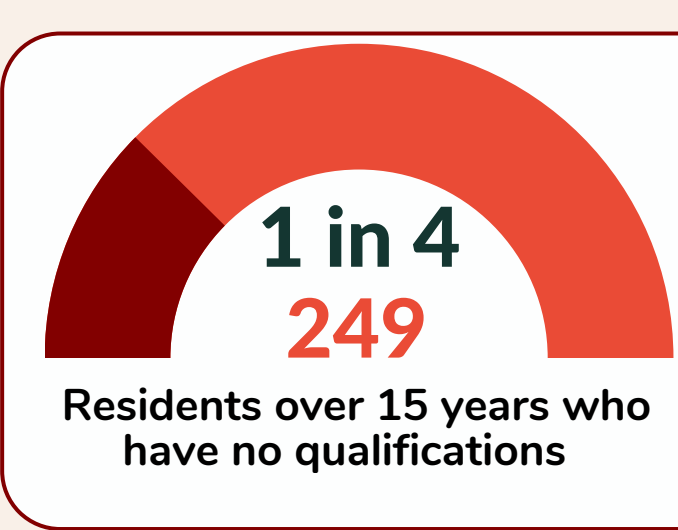
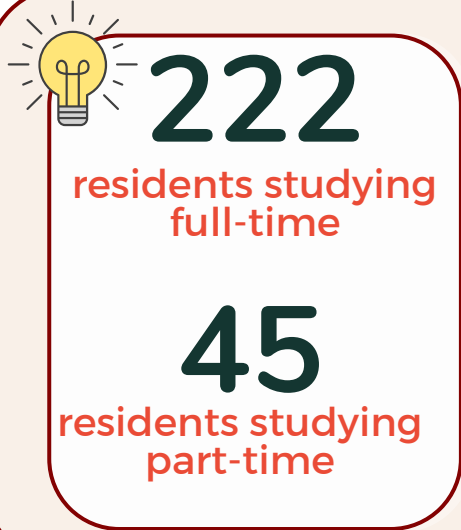
Maketū Primary (also called Te Kura o Maketu) is a co-educational state primary school (Year 1 to 6) with a roll of **45 students**.

Maketū Primary Students would generally go on to attend **Te Puke Intermediate** (Year 7 & 8) and **Te Puke High School** from Year 9.

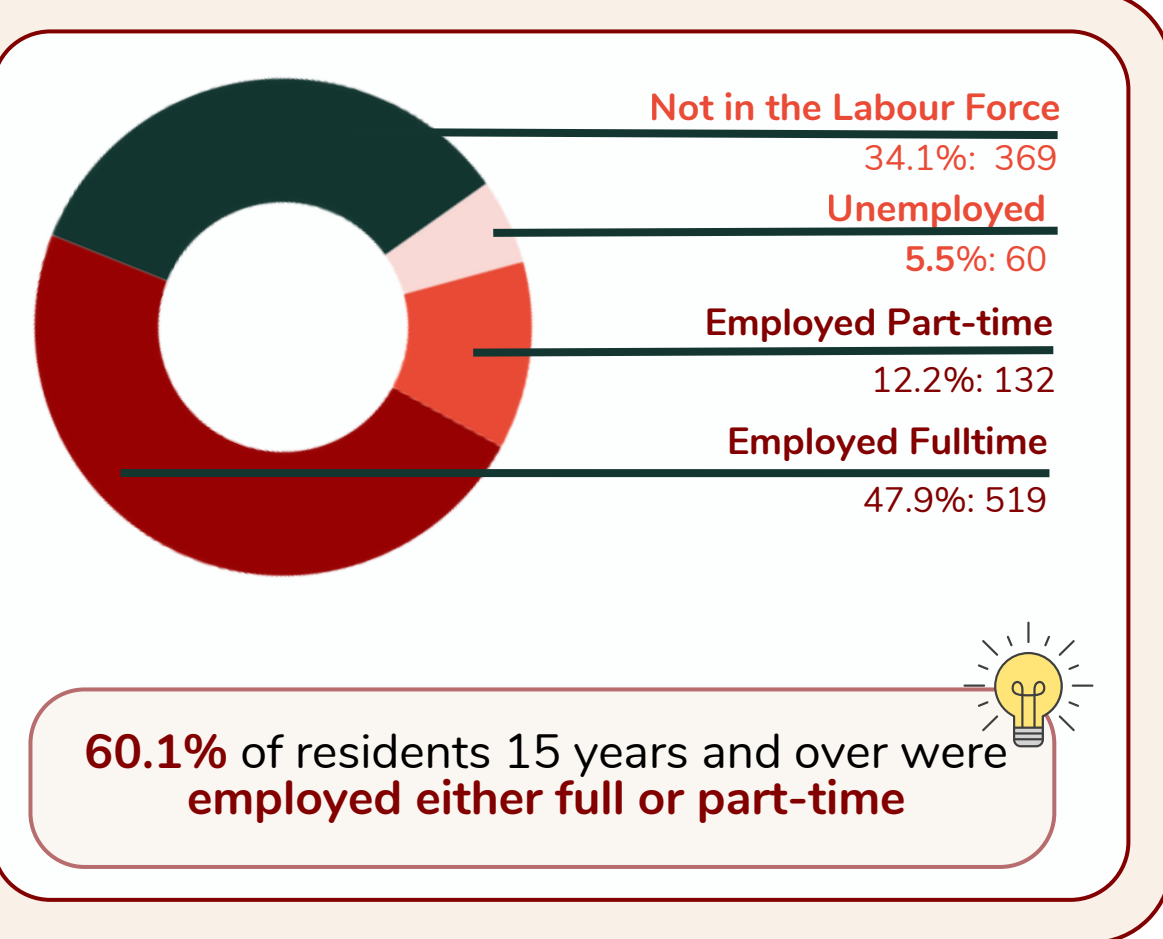


Education Indicators²

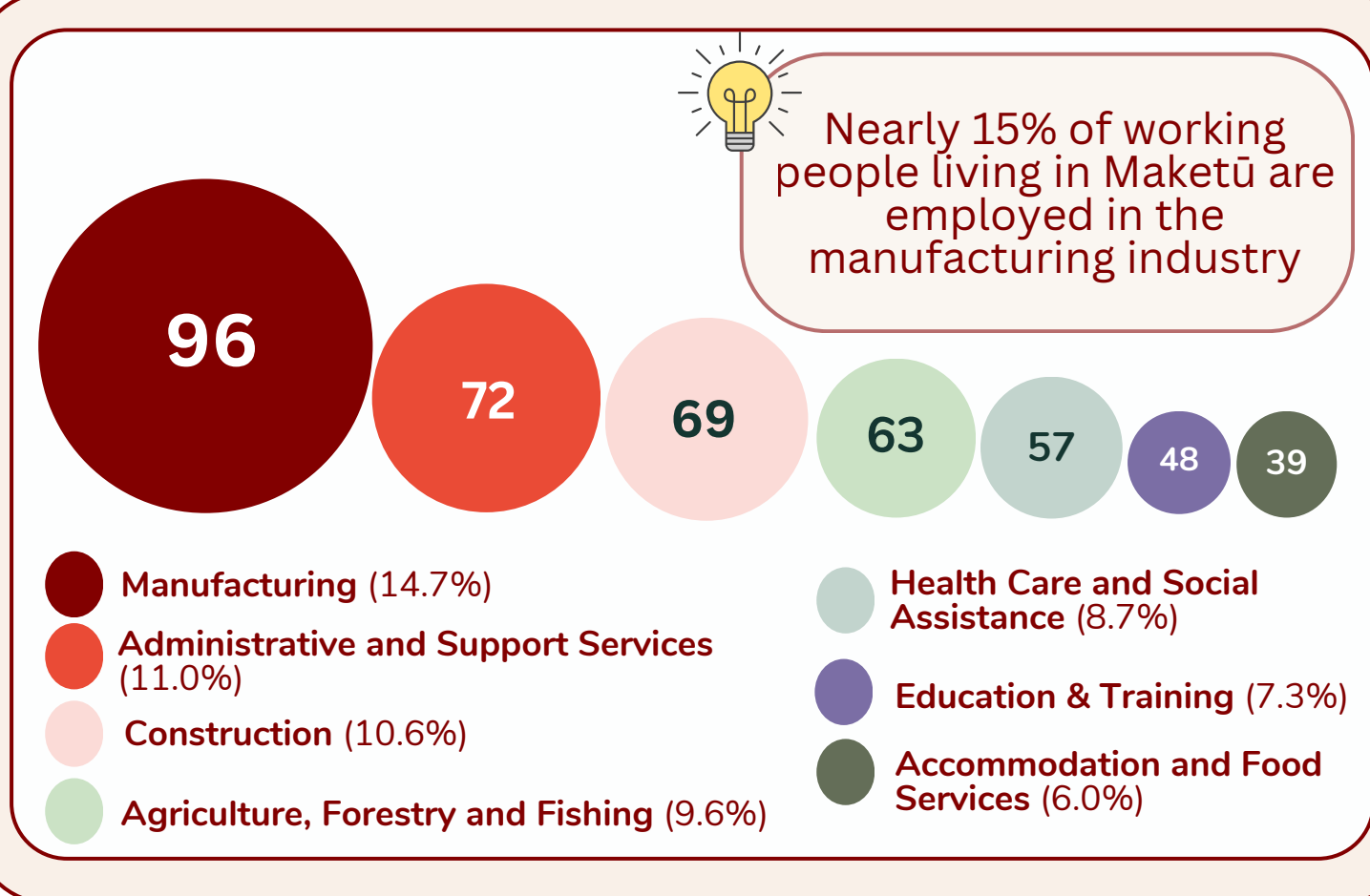
Census 2023



Work & Labour Force Status²

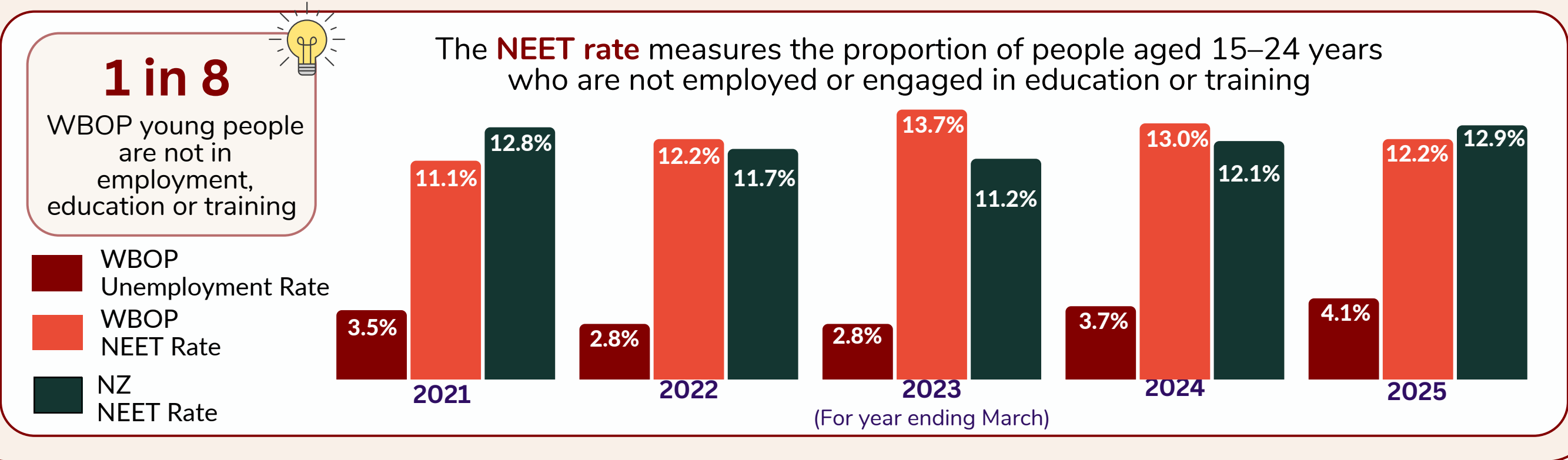


Local Employment²



WBOP NEET (Not in Employment or Education & Training) Rate³

Household Labour Force Survey 2025



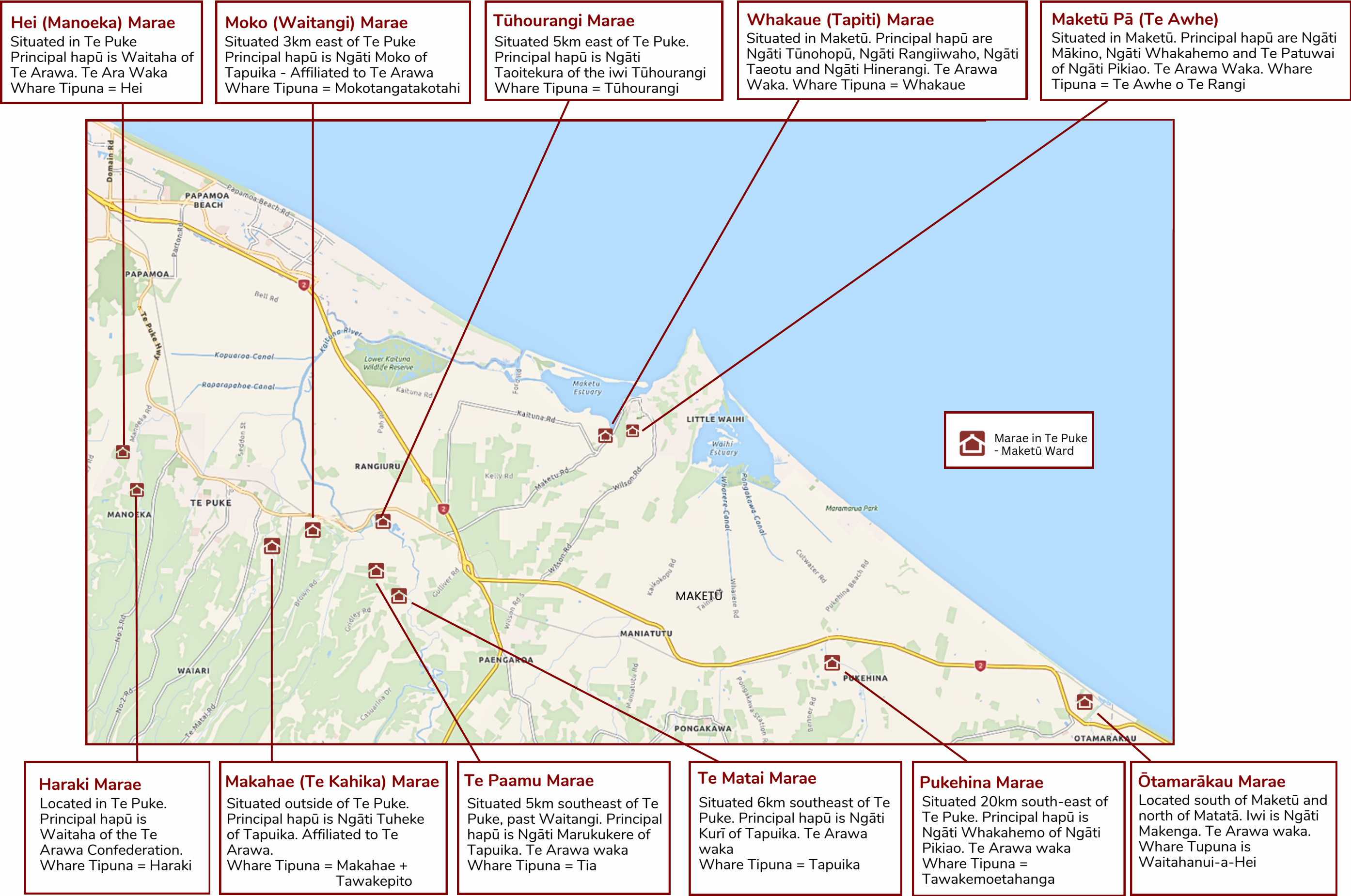
Source Info:

1. Ministry of Education (1 July 2025). [Education Counts | School Rolls](#) (accessed 10 November 2025). NB there may be young people who commute to schools outside the area

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 Jan2026).

Marae/Hapū in the WBOP Te Puke - Maketū Ward ¹

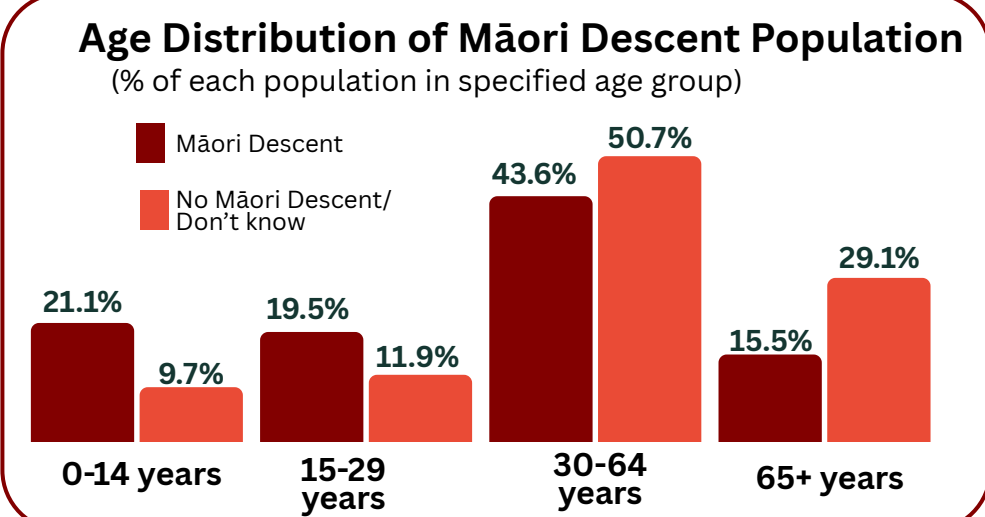


Census 2023

Māori Descent ²

2 out of 3 (69.3%)
Maketū residents have
Māori whakapapa
(Māori descent).

909
Residents of
Maketū have
Māori
Whakapapa



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) sits within
the Maketū-Te Puke
Ward are Tapuika,
Waitaha, Ngāti
Whakaue and Ngāti
Pikiao. These iwi
form part of the Te
Arawa Collective.

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
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](#) (Arawa Collective).
2. See [Totals by topic for individuals, \(RC, TALB, UR, SA3, SA2, Ward, Health\), 2013, 2018, and 2023 Censuses and Maori 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
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.

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in conjunction with

