

# MAKETŪ - TE PUKE WARD 2025 DATA SUMMARY

HE TANGATA  
OUR PEOPLE

Census 2023

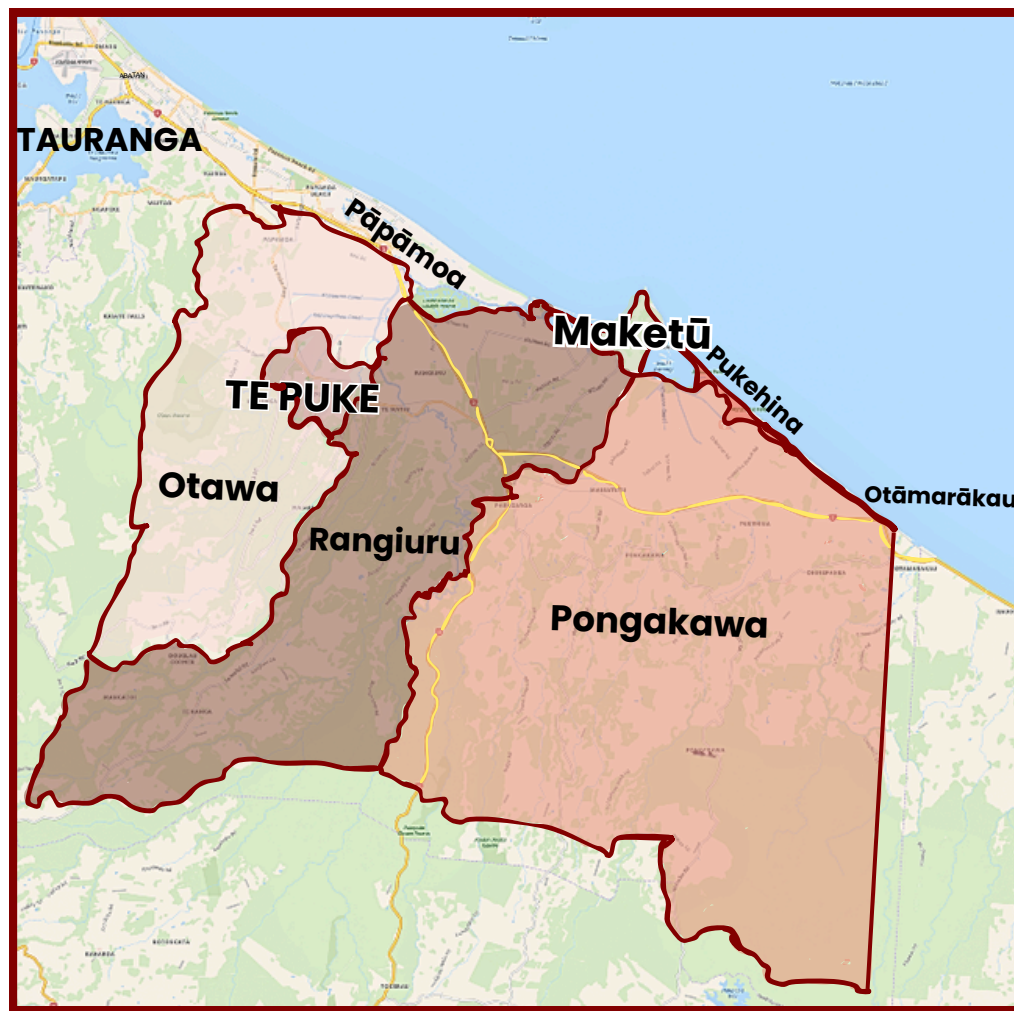
19,578

Maketū - Te Puke  
Ward Population<sup>1</sup>

↑6.3% since 2018

21,750

Estimated Resident  
Population (ERP)  
June 2025<sup>2</sup>



In conjunction with



Data collated within this summary are based on Statistics NZ boundaries for the Maketū - Te Puke Ward. The Ward includes the Statistical Area 2 Units (SA2s) for the Te Puke township - Te Puke East, Te Puke South and Te Puke West - and the rural SA2's of Otawa, Rangiuuru, Pongakawa, Maketū and Pukehina (as pictured).

The Ward boundaries follow Welcome Bay Rd and the Waitao and Ohaupara streams to the west and south, running along Rotoehu Rd and Pongakawa Valley Rd to meet the boundaries of Rotorua and Whakatane District Councils. To the north the ward follows State Highway 2 near Pāpāmoa and the Kaituna River to the coast.

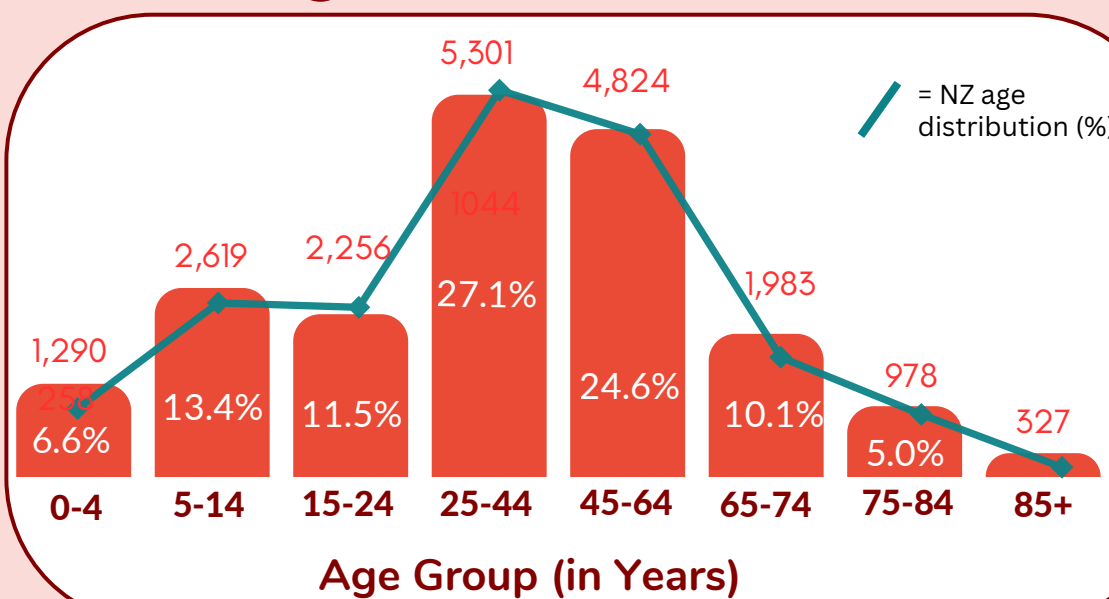
Census 2023



Nearly 1 in 3 (31.5%) residents are under 25 years

NZ 31% WBOP 28% TGA 30%

## Age Distribution<sup>1</sup>



1 in 6 = 65+ residents years old

16.8% (3,288) of residents are over 65 years of age

NZ 17%

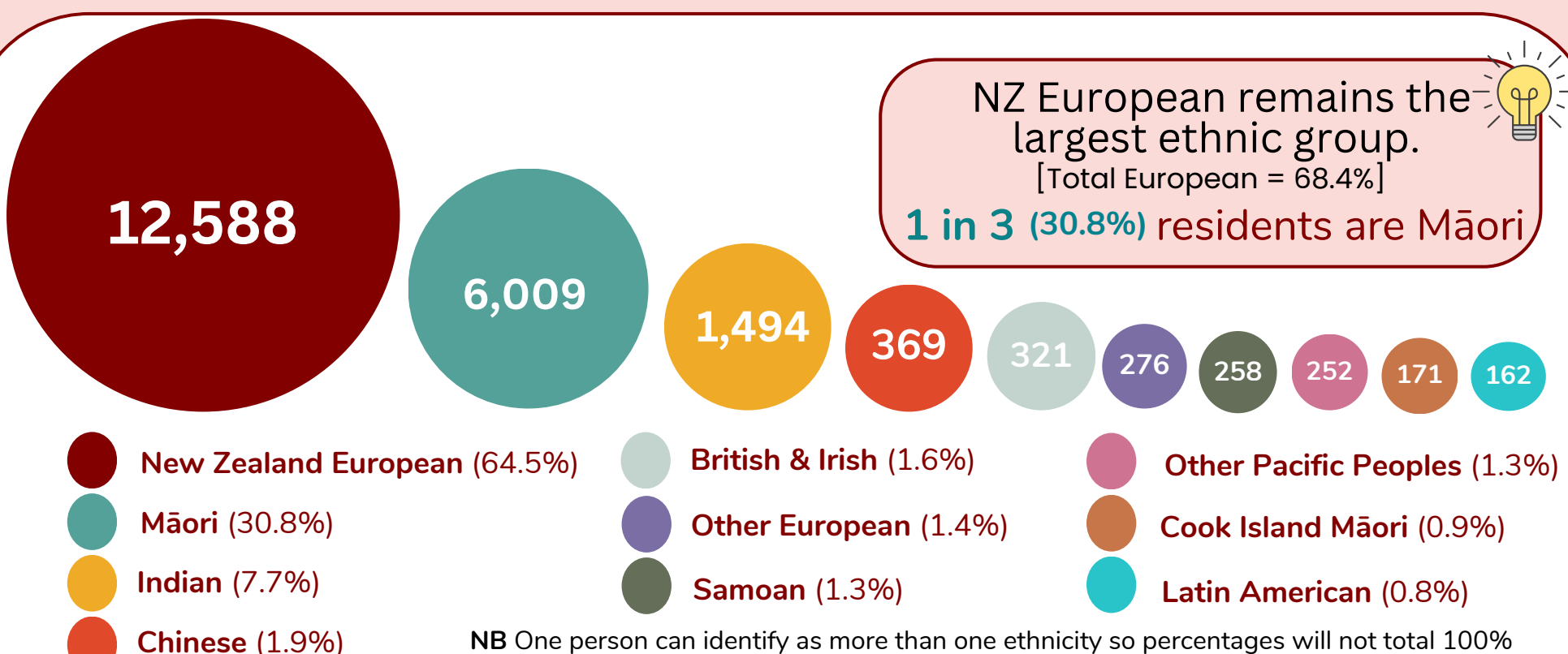
Median Age

38 years

NZ 38 years



## Ethnic Makeup of Community<sup>1</sup> 10 largest Ethnic Groups



NZ European remains the largest ethnic group. [Total European = 68.4%]

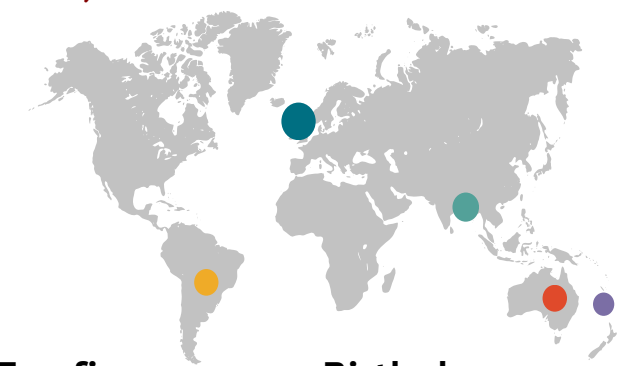
1 in 3 (30.8%) residents are Māori

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

## Birthplace<sup>1</sup>

80.2% = Born in NZ  
15,513



Top five overseas Birthplaces

- Asia (8.9%)
- United Kingdom & Ireland (3.4%)
- Australia (2.0%)
- Pacific Islands (1.9%)
- Middle East and Africa (1.2%)

Census 2023

## People with Disabilities<sup>3</sup>

1,167 residents live with a disability (8.4%)

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

## Rainbow (LGBTIQ+)<sup>1</sup>

387

Local residents identify as LGBTIQ+ (3.1%)

## Languages Spoken<sup>1</sup>

(in addition to English)

| TOP 5 |         |       |         |                  |
|-------|---------|-------|---------|------------------|
| Māori | Panjabi | Hindi | Spanish | Northern Chinese |
| 1,518 | 882     | 189   | 177     | 147              |
| 7.8%  | 4.5%    | 1.0%  | 0.9%    | 0.8%             |

### 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 Te Puke (SA3), Otawa, Rangiuuru, Pukehina Beach, Maketū and Pongakawa (SA2's)
- 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:

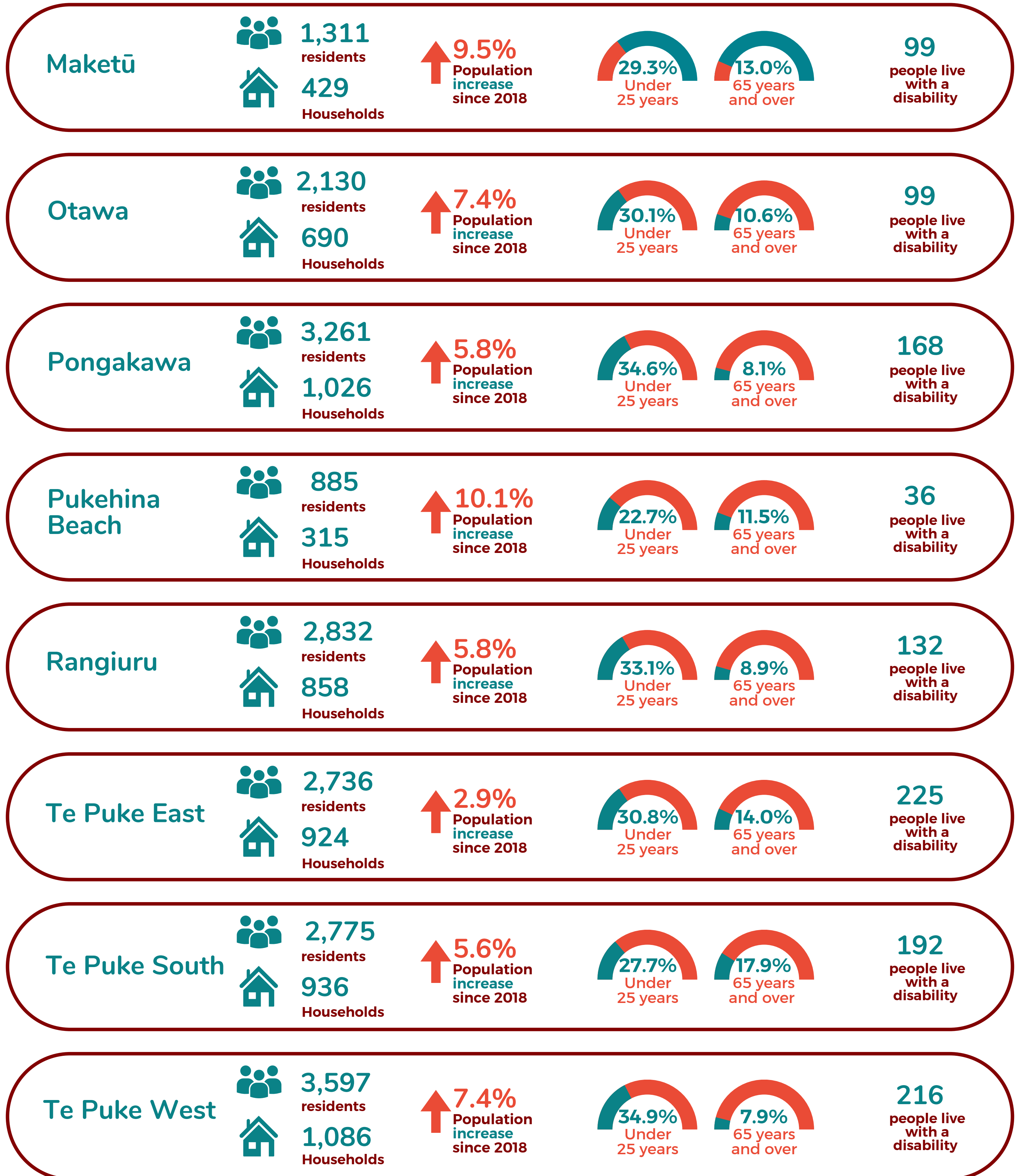


Updated Feb 2026

# MAKETŪ - TE PUKE WARD 2025 DATA SUMMARY

## WARD COMMUNITIES - QUICK STATS

### Ward Communities<sup>1</sup>



#### 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)

Infographics created by:

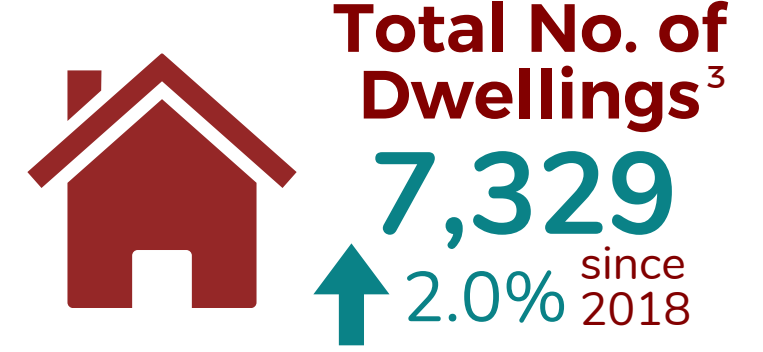
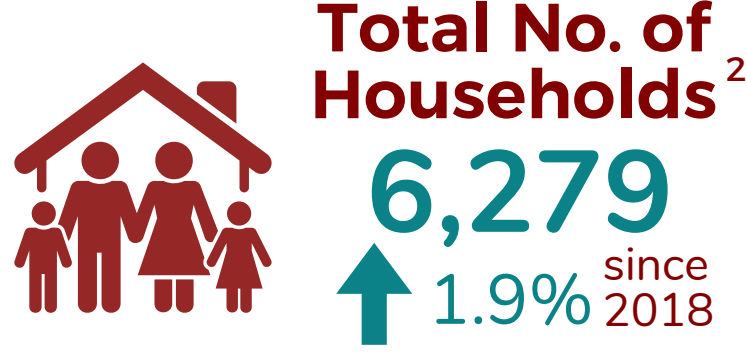
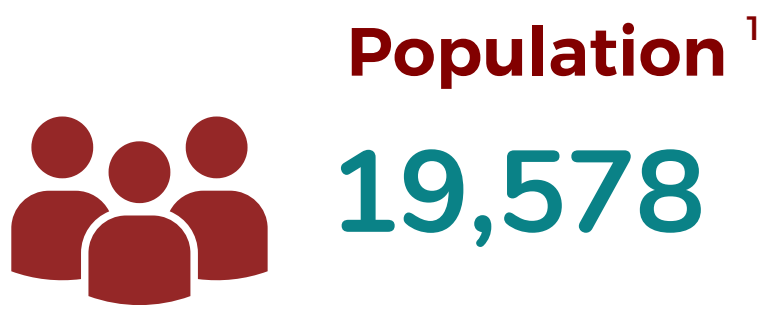


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# MAKETŪ - TE PUKE WARD 2025 DATA SUMMARY

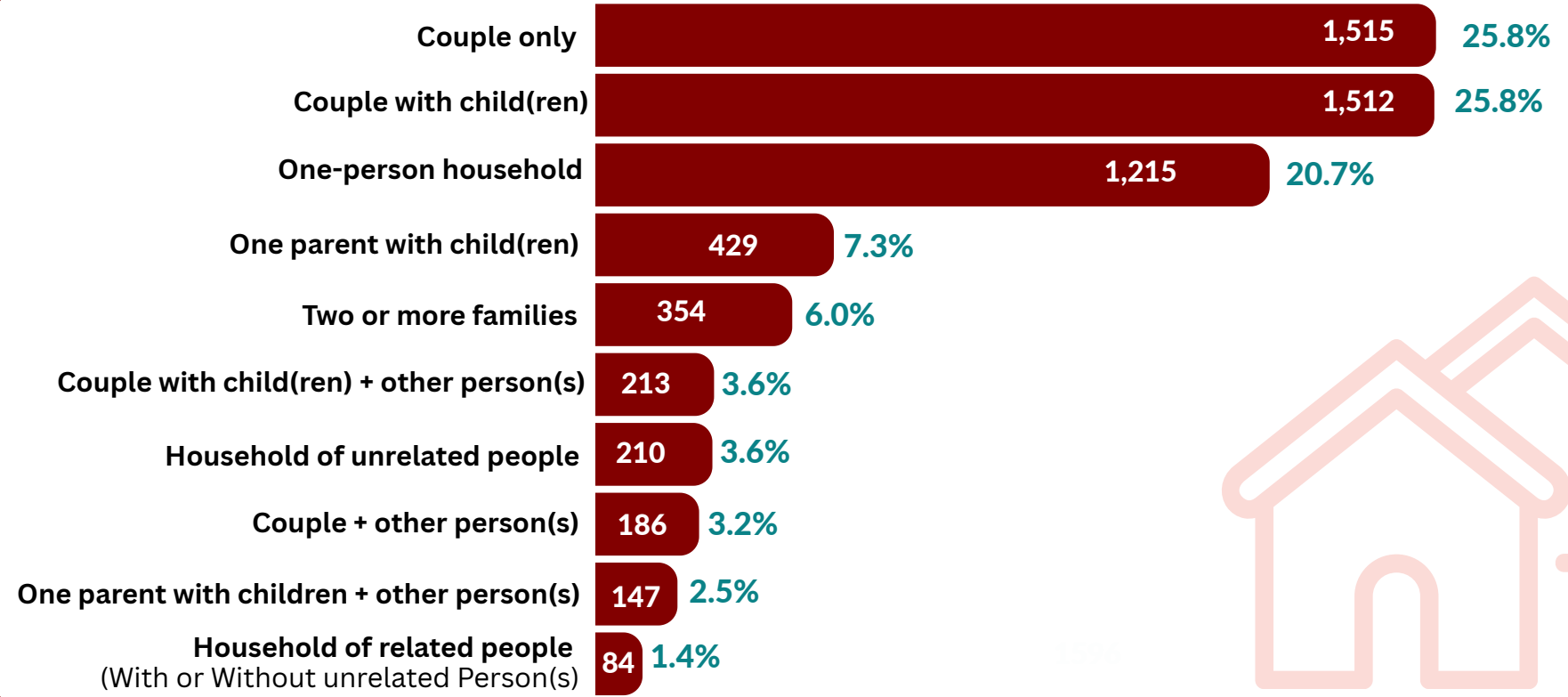
## HOUSEHOLDS & HOUSING

Census 2023



### Household Composition

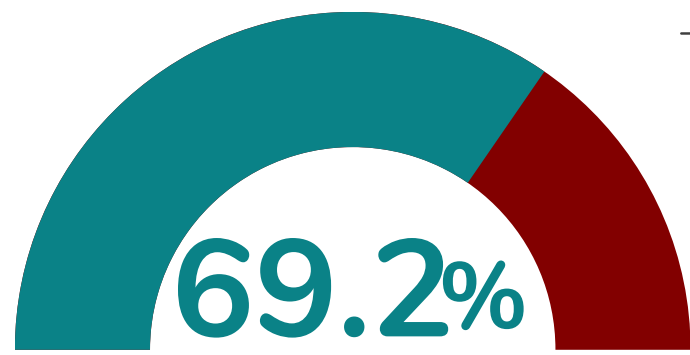
46.5% of households in the Maketū - Te Puke Ward are people living alone or couple-only households



### HOUSING

Census 2023

#### Home Ownership



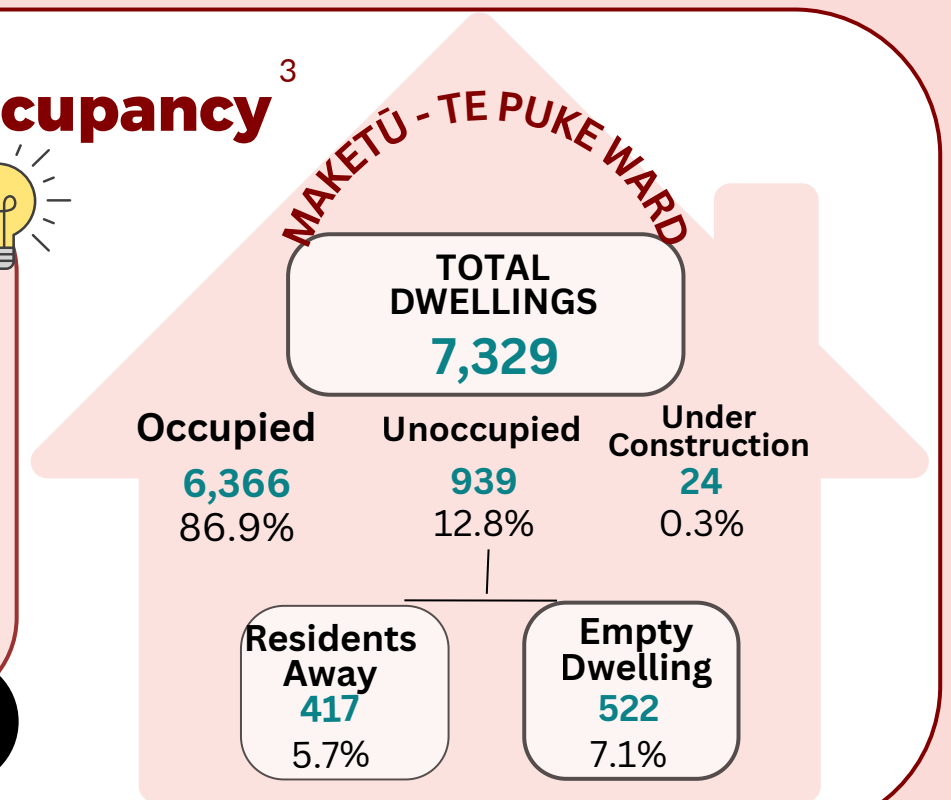
Proportion of households, who own (or partly own) the dwelling they usually live in or hold the dwelling in a family trust



**MORE** Maketū - Te Puke Ward households live in a home they own compared to the rest of NZ

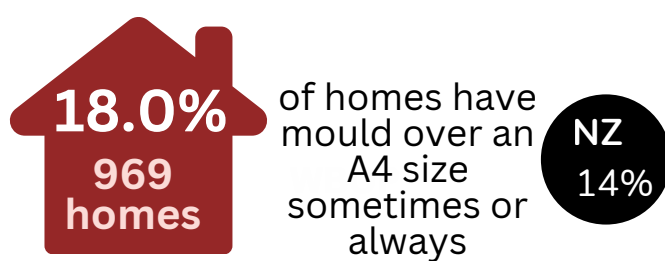
#### Dwelling Occupancy

Maketū - Te Puke Ward dwelling occupancy rate (86.9%) is similar to national dwelling occupancy levels

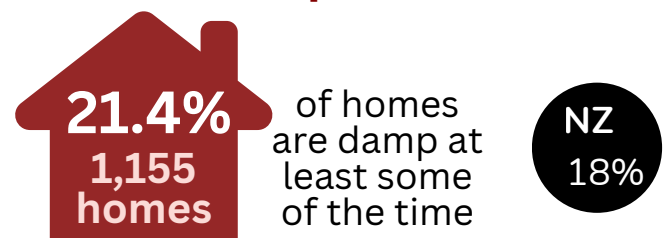


### Adequacy of Housing Stock Occupied Private Dwellings

#### Mouldy Homes



#### Damp Homes

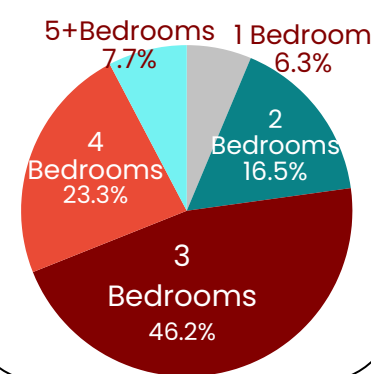


#### Household Crowding

**306** Crowded households (Households need one bedroom)

**189** Severely Crowded Households (Households need two or more bedrooms)

#### No. of Bedrooms



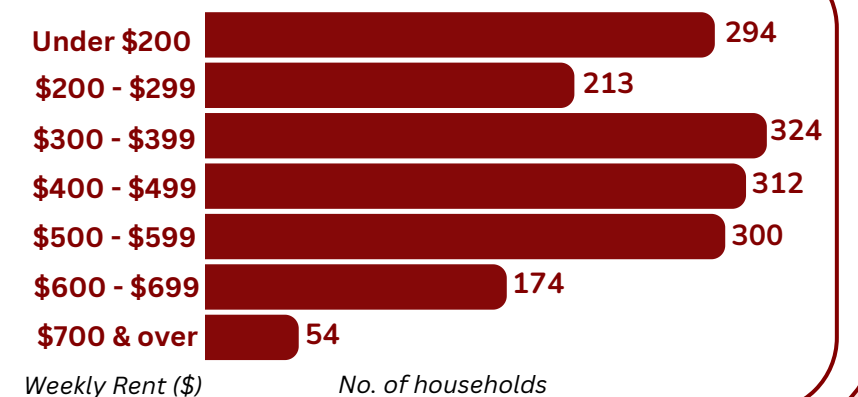
**1,749** Households have 1 bedroom spare

**2,442** Households have 2 or more bedrooms spare

### Rental Cost

**\$400** ↑ 37.9% Median Weekly rent paid by Households Since 2018

#### Weekly Rent Distribution



Tenancy Services

Maketū - Te Puke Ward Median Rent Range

**\$400 - \$650** 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 median market rent for the Maketū - Te Puke Ward varies due to categorisation of areas, range provided during the 6 month period from 1 Aug 2025 - 31 Jan 2026

Infographics created by:



Updated Feb 2026

# MAKETŪ - TE PUKE WARD 2025 DATA SUMMARY

## INCOME & COMMUNITY

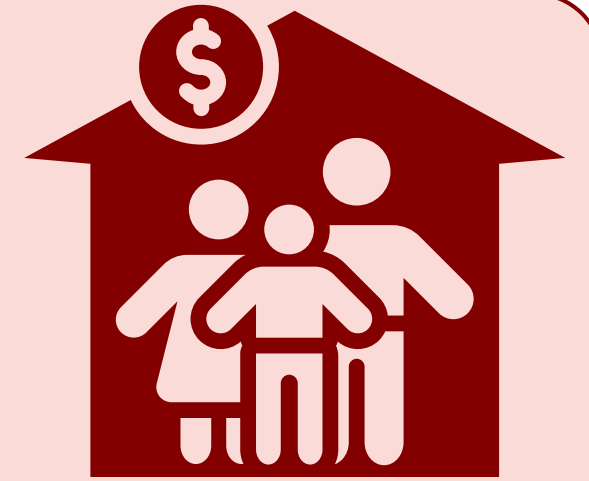
Census 2023

### Median Household Income<sup>1</sup>

Maketū - Te Puke Ward  
**\$93,900**

The median household income of Maketū - Te Puke Ward is lower 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



TE PUKE  
\$87,000

NZ  
\$97,000

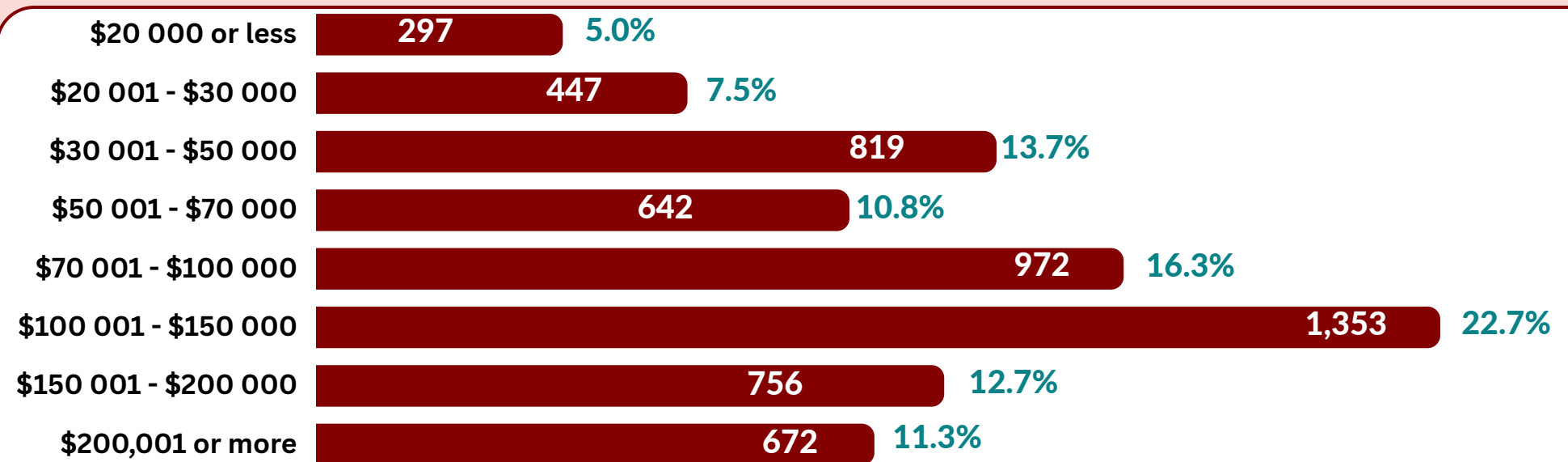
WBOP  
\$88,600

TGA  
\$95,400

### Household Income<sup>1</sup>

**1 in 5** (26.2%)  
of Maketū - Te Puke Ward households had incomes of less than \$50,000 in 2023

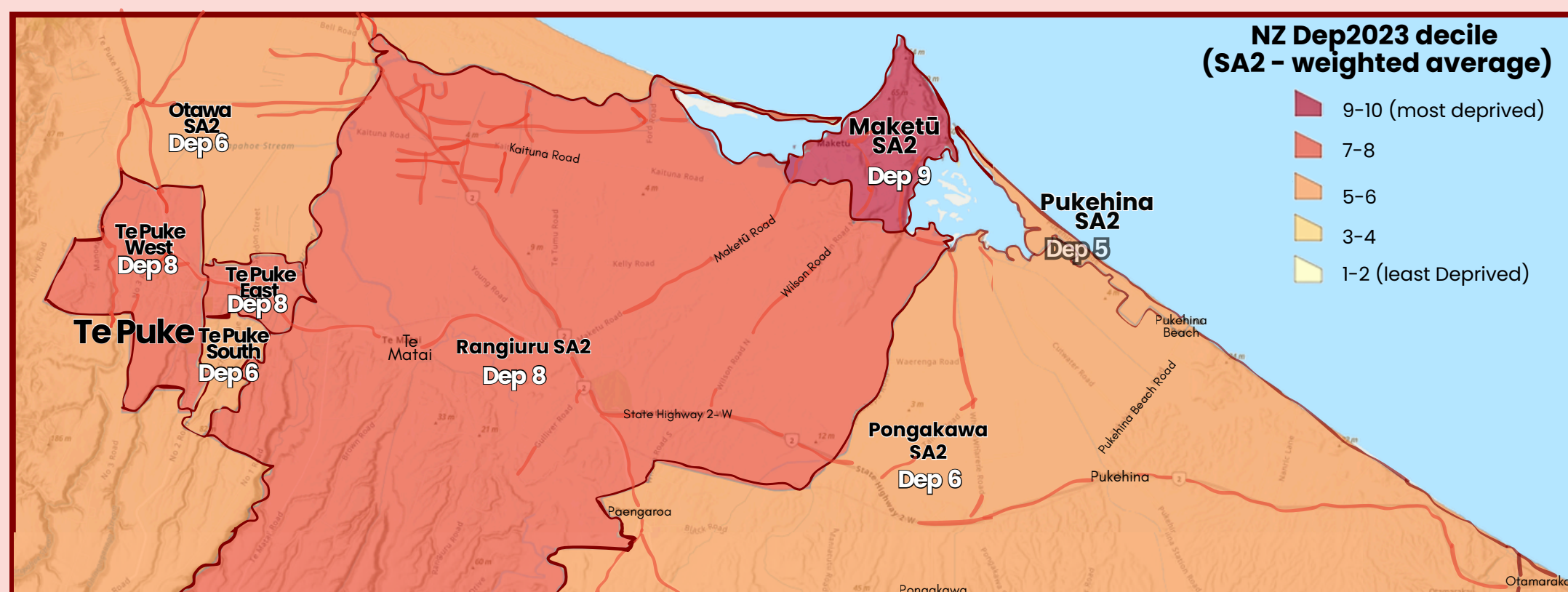
NZ 27% WBOP 30% TGA 28%



### Deprivation Levels<sup>2</sup>

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

Maketū - Te Puke Ward has averaged Deprivation Index numbers ranging from 5 to 9.



| 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 2 for Deprivation Index numbers drilled down to smaller (SA1) areas.

Vehicle Access<sup>1</sup>

**177**

Households had no vehicle available for private use



Internet Access<sup>1</sup>

**738**

Households had no access to internet at home



### Businesses & Volunteering

**3,261<sup>3</sup>**  
Businesses are based in Maketū - Te Puke Ward  
Feb 2024

41% of businesses are in primary production<sup>3</sup>

1,341 (41%)  
Agriculture, horticulture, forestry & fishing



525 (16%)  
Rental, Hiring & Real Estate Services



324 (10%)  
Construction



208 (6%)  
Financial and Insurance Services



**1,407<sup>4</sup>** (12.1%)

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 only 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/TA/western-bay-of-plenty-district>. Selected Te Puke (SA3), Otawa, Rangiuuru, Pukehina Beach, Maketū and Pongakawa (SA2's)

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:



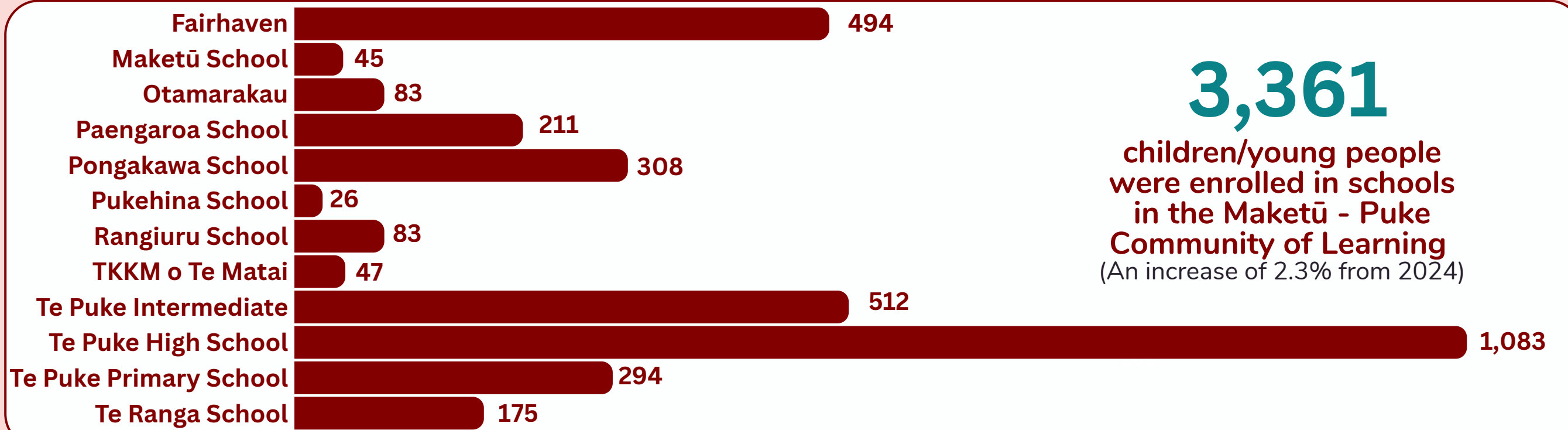
Updated Feb 2026

# MAKETŪ - TE PUKE WARD 2025 DATA SUMMARY

## EDUCATION & EMPLOYMENT

### Schools in the Area<sup>1</sup>

MOE 2025

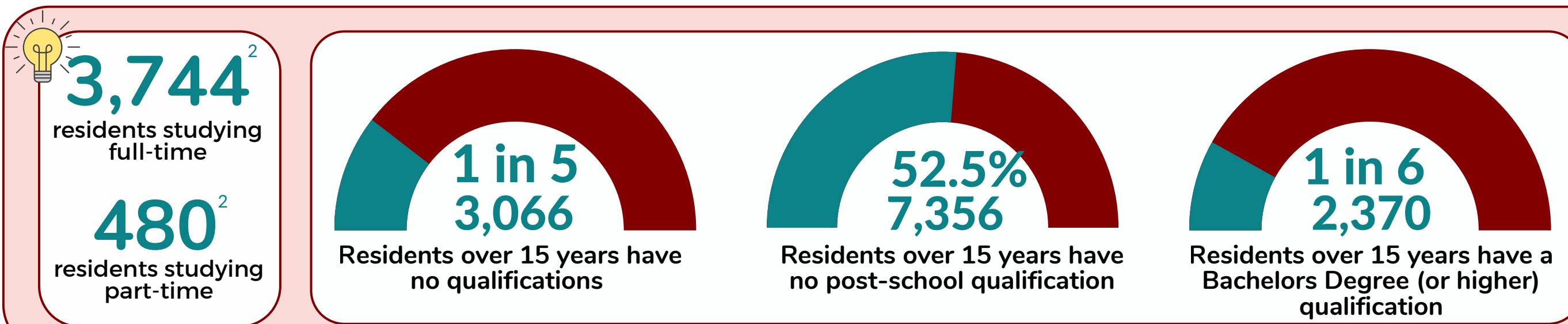


**3,361**

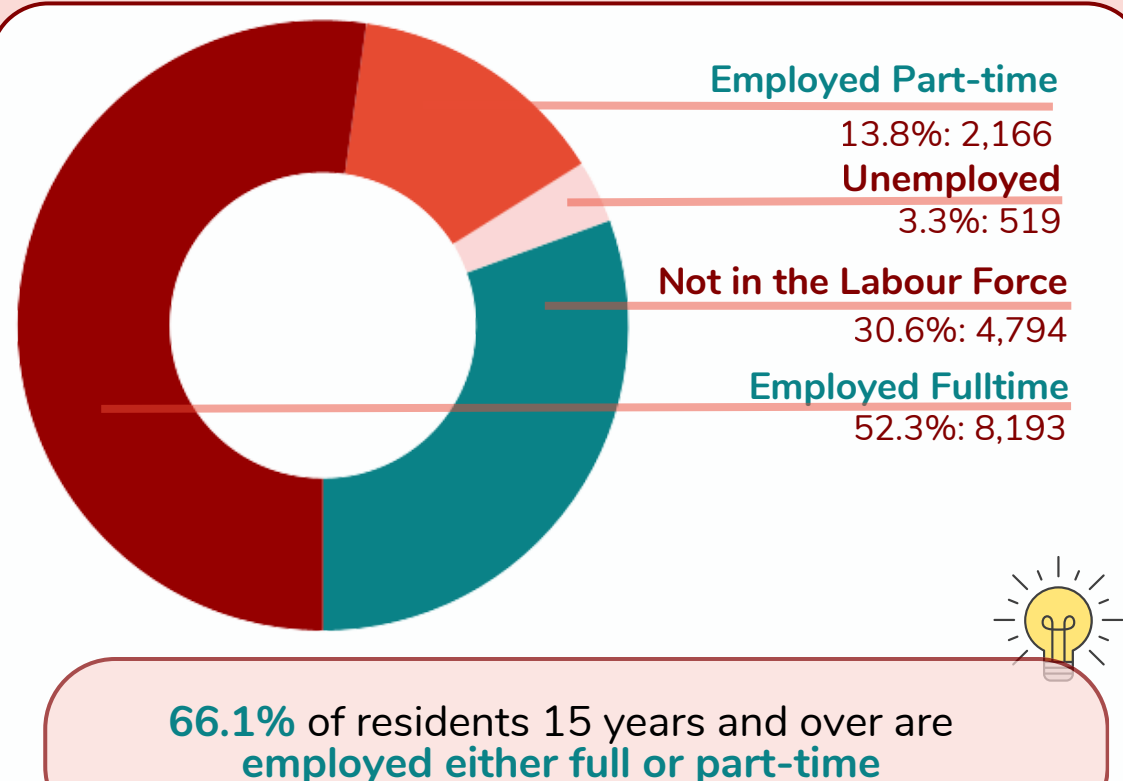
children/young people were enrolled in schools in the Maketū - Puke Community of Learning  
(An increase of 2.3% from 2024)

### Education Indicators<sup>2</sup>

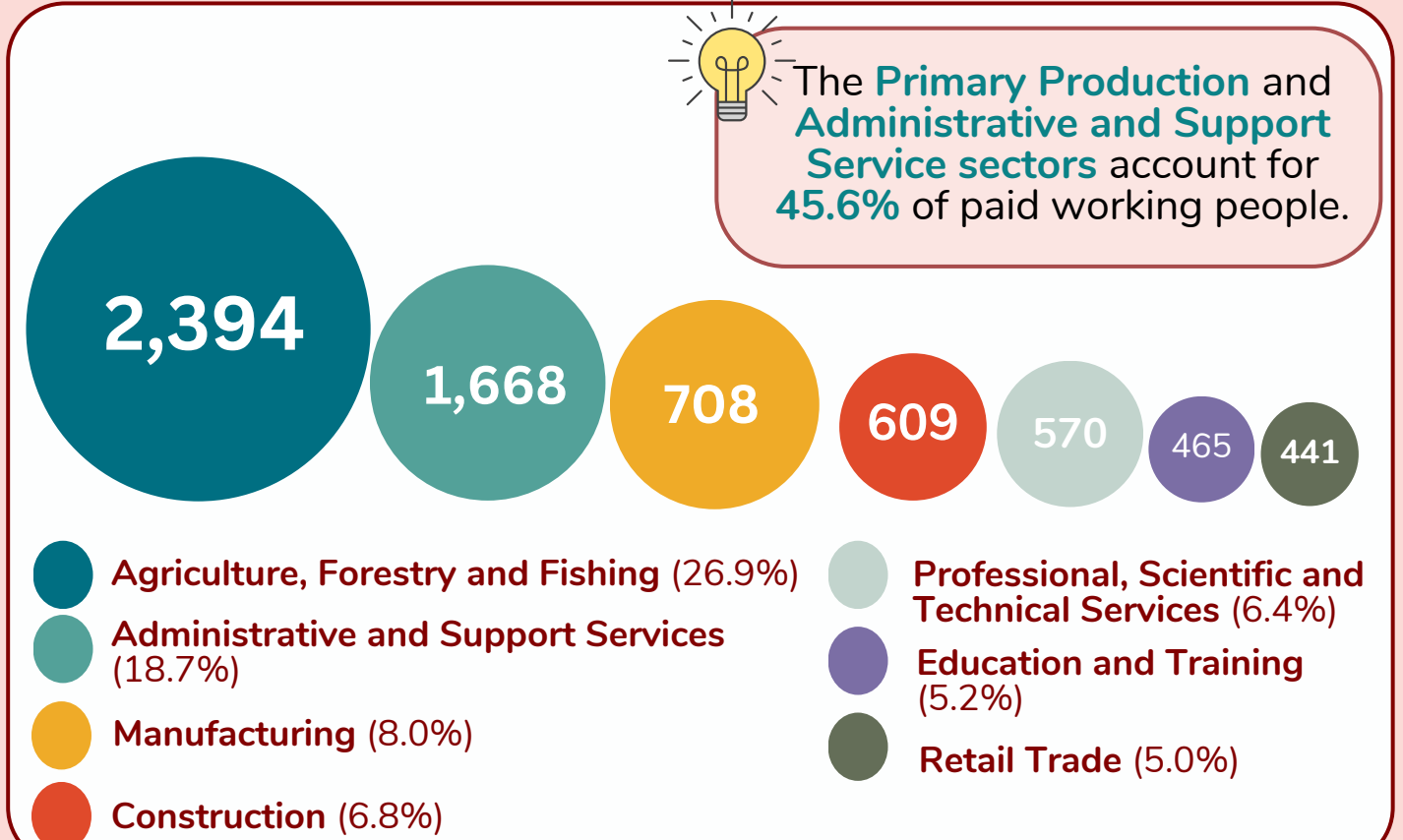
Census 2023



### Work & Labour Force Status<sup>2</sup>

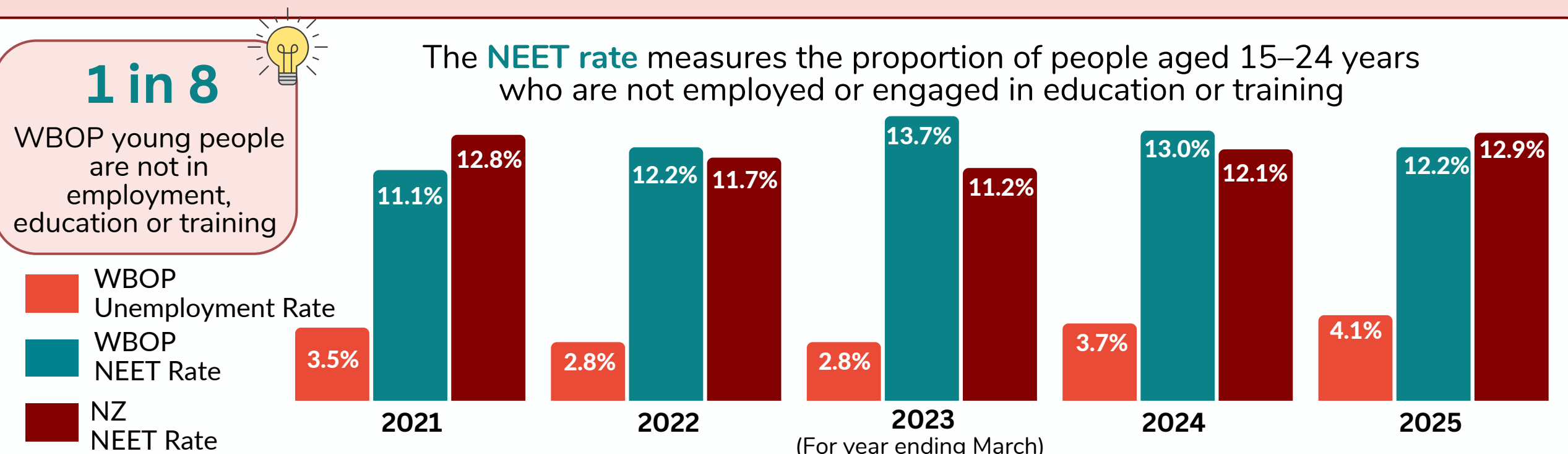


### Local Employment<sup>2</sup>



### WBOP NEET (Not in Employment or Education & Training) Rate<sup>3</sup>

Household Labour Force Survey 2025



#### Source Info:

- Ministry of Education (1 July 2025). [Education Counts | School Rolls](#). NB there may be other young people who commute to schools outside the ward.
- 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:



Updated Feb 2026

# MAKETŪ - TE PUKE WARD 2025 DATA SUMMARY

## NGĀ IWI MĀORI

### Marae/Hapū in the WBOP Maketū - Te Puke Ward <sup>1</sup>

**Hei (Manoeka) Marae**  
Situated in Te Puke  
Principal hapū is Waitaha of Te Arawa. Takitimu waka  
Whare Tipuna = Hei

**Moko (Waitangi) Marae**  
Situated 3km east of Te Puke  
Principal hapū is Ngāti Moko of Tapuika - Affiliated to Te Arawa  
Whare Tipuna = Mokotangatakotahi

**Tūhourangi Marae**  
Situated 5km east of Te Puke.  
Principal hapū is Ngāti Taoitekura of the iwi Tūhourangi  
Whare Tipuna = Tūhourangi

**Whakaue (Tapiti) Marae**  
Situated in Maketū. Principal hapū are Ngāti Tūnohopū, Ngāti Rangiiwaho, Ngāti Taeotu and Ngāti Hinerangi. Te Arawa Waka. Whare Tipuna = Whakaue

**Maketū Pā (Te Awhe)**  
Situated in Maketū. Principal hapū are Ngāti Mākino, Ngāti Whakahemo and Te Patuwai of Ngāti Pikiao. Te Arawa Waka. Whare Tipuna = Te Awhe o Te Rangī



**Haraki Marae**  
Located in Te Puke.  
Principal hapū is Waitaha of the Te Arawa Confederation.  
Whare Tipuna = Haraki

**Makahae (Te Kahika) Marae**  
Situated outside of Te Puke.  
Principal hapū is Ngāti Tuheke of Tapuika. Affiliated to Te Arawa.  
Whare Tipuna = Makahae

**Te Paamu Marae**  
Situated 5km southeast of Te Puke, past Waitangi. Principal hapū is Ngāti Marukukere of Tapuika. Te Arawa waka  
Whare Tipuna = Tia

**Te Matai Marae**  
Situated 6km southeast of Te Puke. Principal hapū is Ngāti Kuri of Tapuika. Te Arawa waka  
Whare Tipuna = Tapuika

**Pukehina Marae**  
Situated 20km south-east of Te Puke. Principal hapū is Ngāti Whakahemo of Ngāti Pikiao. Te Arawa waka  
Whare Tipuna = Tawakemoetahanga

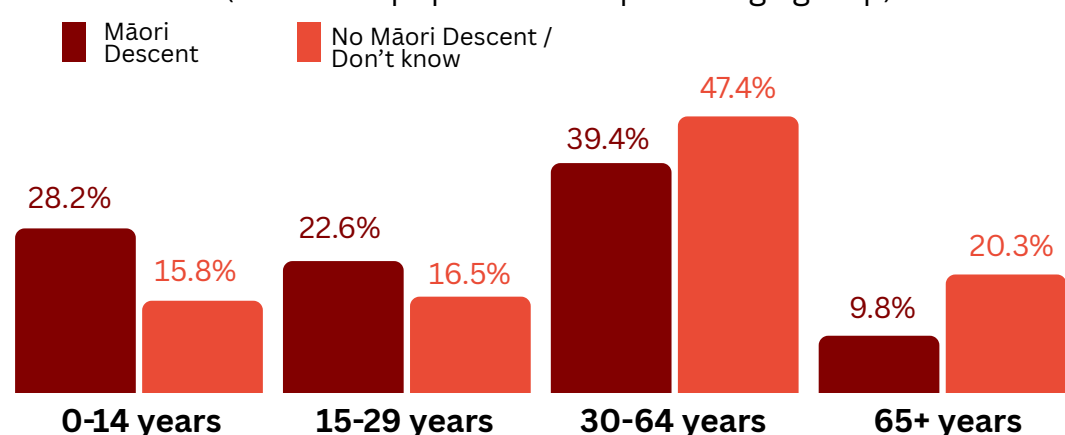
**Otamarākau Marae**  
Located south of Maketū and north of Matatā. Iwi is Ngāti Makenga. Te Arawa waka.  
Whare Tipuna is Waitahanui-a-Hei

### Māori Descent <sup>2</sup>

**1 in 3 (33.4%)** of Maketū - Te Puke Ward residents have Māori whakapapa (descent).

**6,531**  
Ward Residents have Māori Whakapapa

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



### Iwi in the WBOP <sup>3</sup>



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) is within the ward are **Tapuika, Waitaha, Ngāti Whakaue and Ngāti Pikiao.**

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

| Iwi Affiliation in WBOP                 | Count |
|---|-------|
| Ngāi te Rangī                           | 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:

- 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 [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
- 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



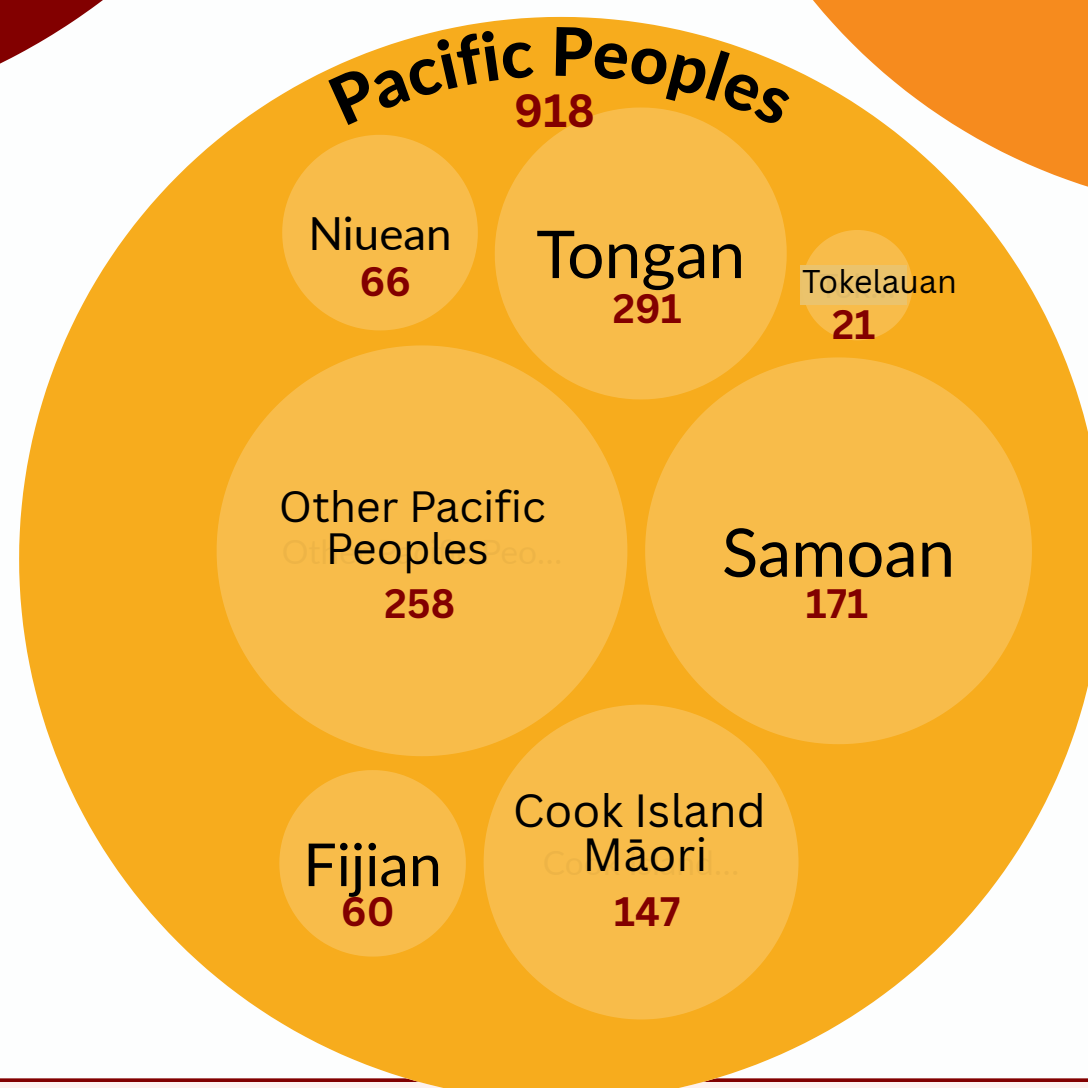
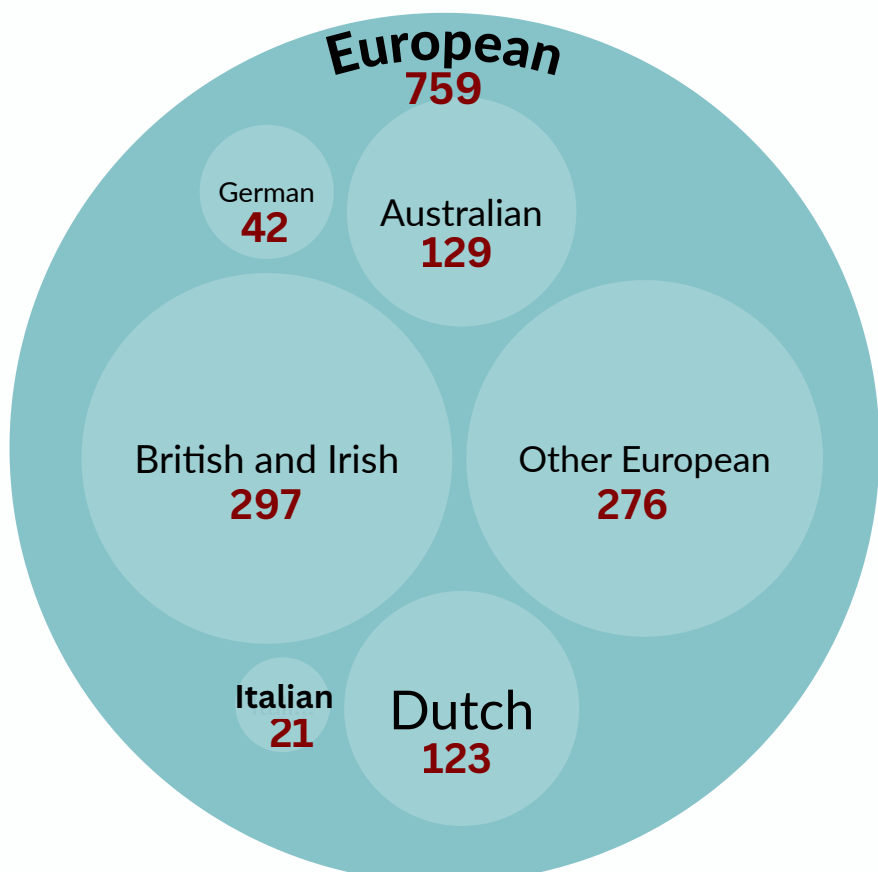
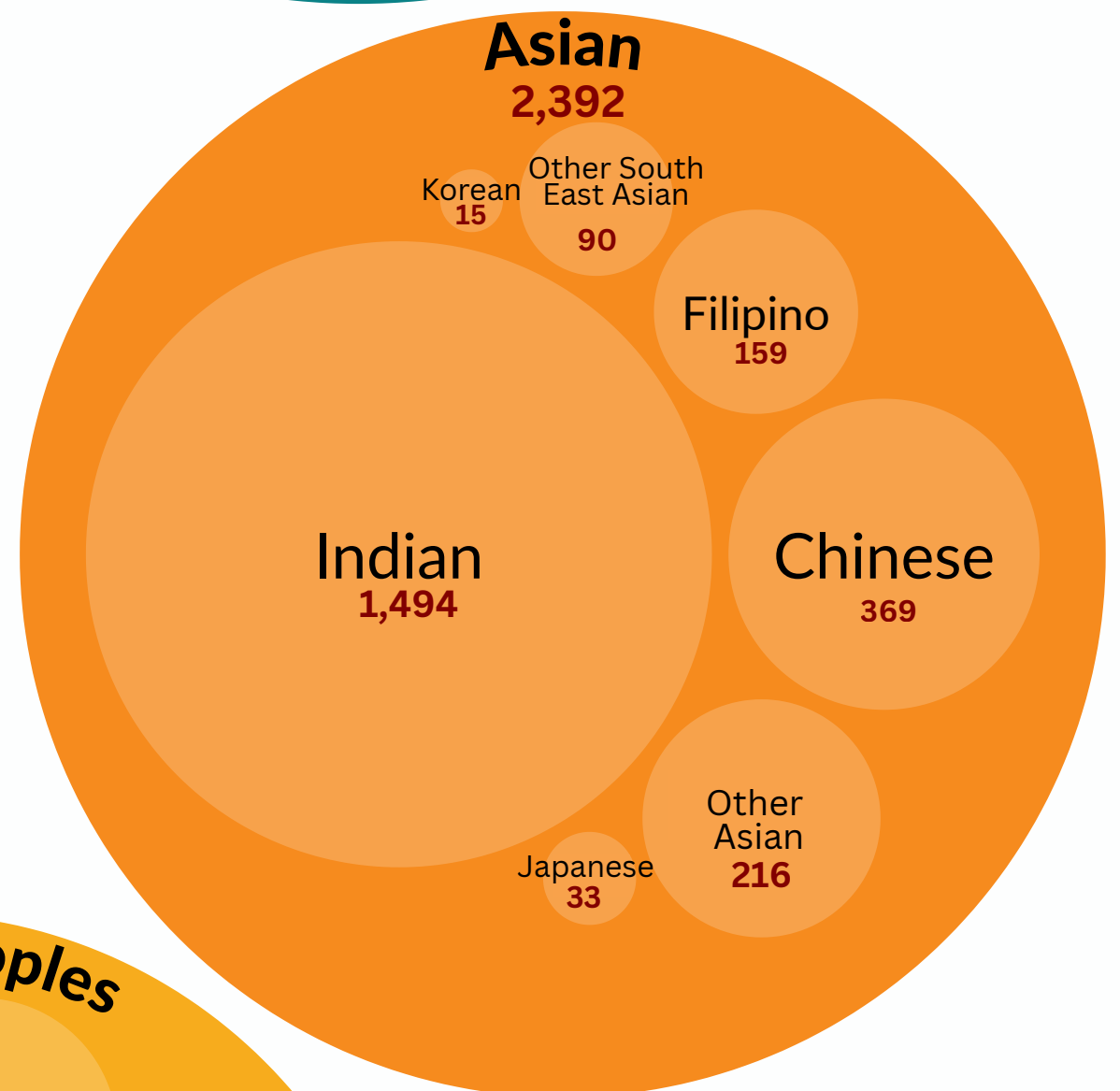
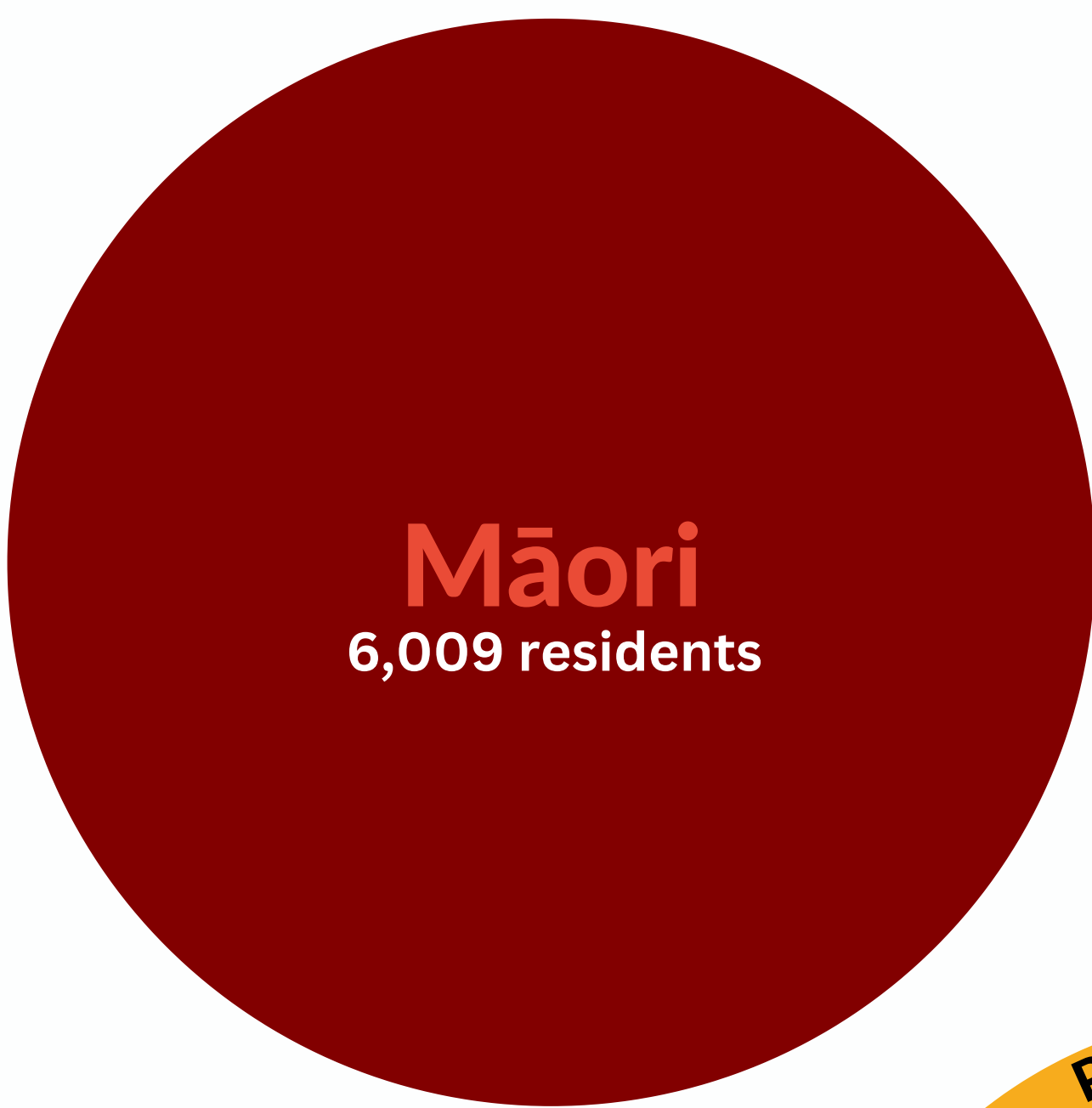
# MAKETŪ - TE PUKE WARD 2025 DATA SUMMARY

## Appendix 1: Spotlight on Cultural Diversity<sup>1</sup>



While the majority (64%) of Maketū-Te Puke residents identify their ethnicity as NZ European, almost a third (31%) identify as Māori. A diverse array of additional ethnic groups are also represented within the population.

Nineteen 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:

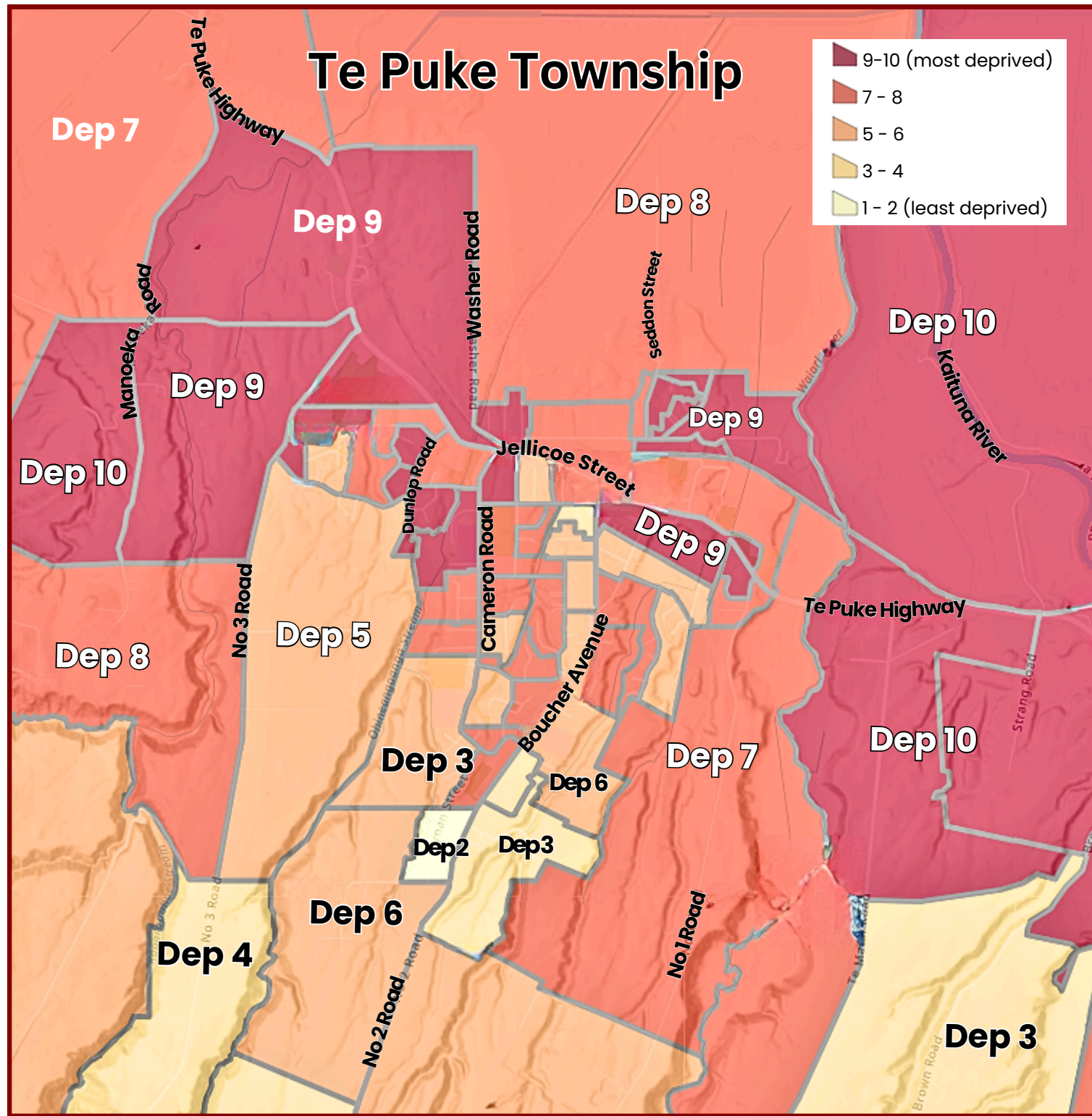
**Community Insights**

# MAKETŪ - TE PUKE WARD 2025 DATA SUMMARY

## OUR COMMUNITIES - DEPRIVATION LEVELS

### Appendix 2: Spotlight on Deprivation<sup>1</sup>

#### Maketū - Te Puke Ward Deprivation Levels New Zealand Index of Deprivation 2023 Statistical Area 1 (SA1)



This map provides 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.

NZDep2023 is displayed in 10 deciles:

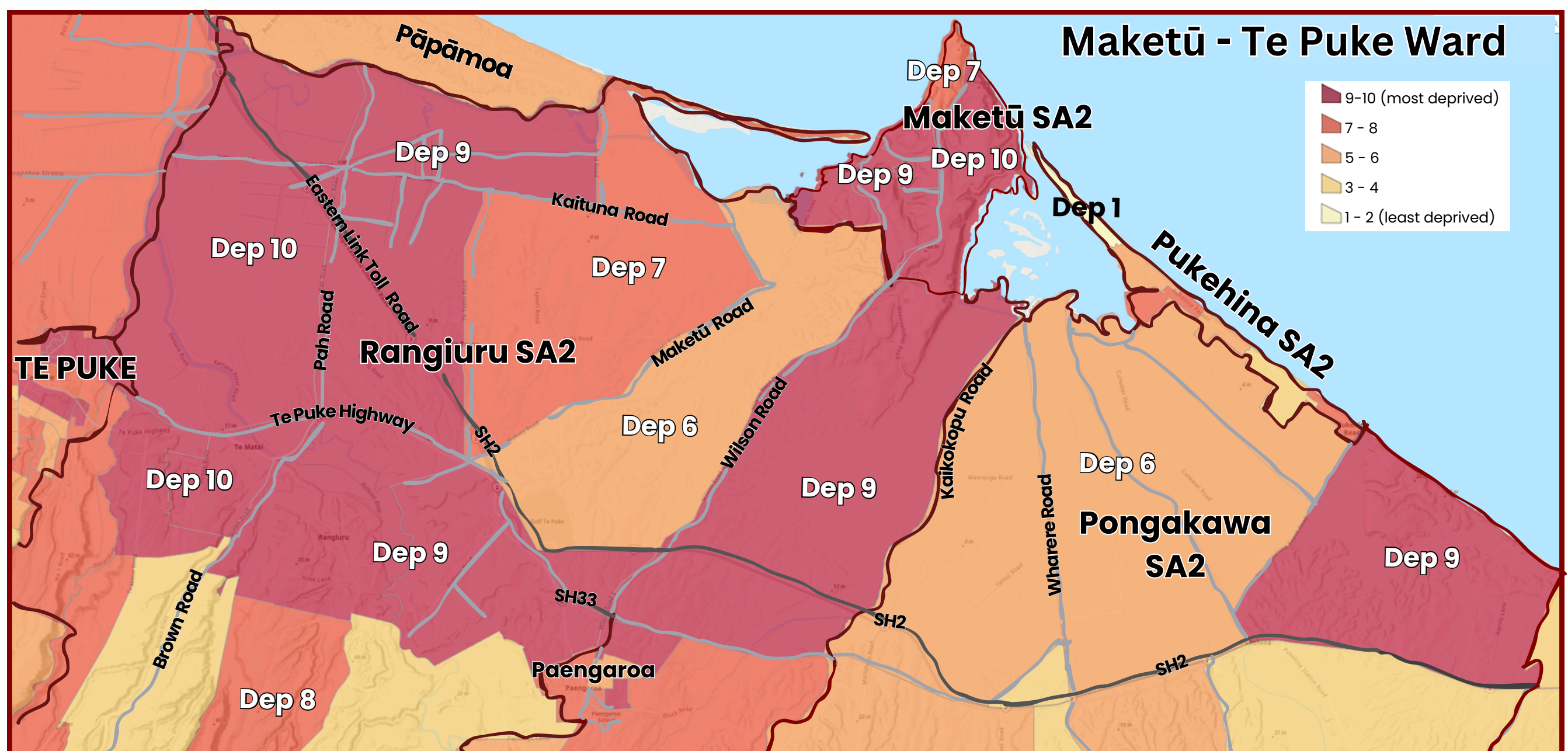
- Decile 1 represents areas with the least deprived NZDep2023 scores
- Decile 10 represents areas with the most deprived NZDep2023 scores

This map displays NZDep2023 by statistical area 1 and statistical area 2.

Source: Atkinson J, Salmond C, Crampton P, Viggers H, Lacey K. 2024. NZDep2023 Index of Deprivation. Interim Research Report, October 2024. Wellington: University of Otago.



The New Zealand Deprivation Index provides estimates of averaged deprivation across areas. When viewed at lower level SA1 (rural/urban block) geographies, specific areas with high levels of deprivation become more visible. In the Deprivation Maps on this page it can be seen that across both the Te Puke township and the wider ward - there are large areas of high deprivation (Decile 9 & 10), alongside areas of lower deprivation.



#### Source Info:

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