

PUKEHINA BEACH-PONGAKAWA

2025 DATA SUMMARY

HE TANGATA
OUR PEOPLE

Census 2023

4,146

Pukehina Beach -
Pongakawa
Population¹

↑ 6.7% since 2018

3,261
Pongakawa

885
Pukehina Beach



In conjunction with:

Western Bay of Plenty District Council

Data collated within this summary are based on the Statistics NZ SA2 (Statistical Area unit 2) areas of **Pukehina & Pongakawa**.

The boundary of the **Pukehina Beach SA2** follows the coastline from the end of the Pukehina Beach spit to **Pukehina Beach Road**. **Pongakawa SA2** is largely rural, extending along the southern edge of Pukehina Beach, following the Kaikokopu Canal/Road to SH2, skirting around the Paengaroa village, along Partridge Rd to the Kaituna River and following the river till it runs parallel to the Pokopoko Stream Reserve. It continues eastward to the Carrie Gibbons Reserve running north of Lakes Rotoehu and Rotoma across to the point in line with Otamarakau.

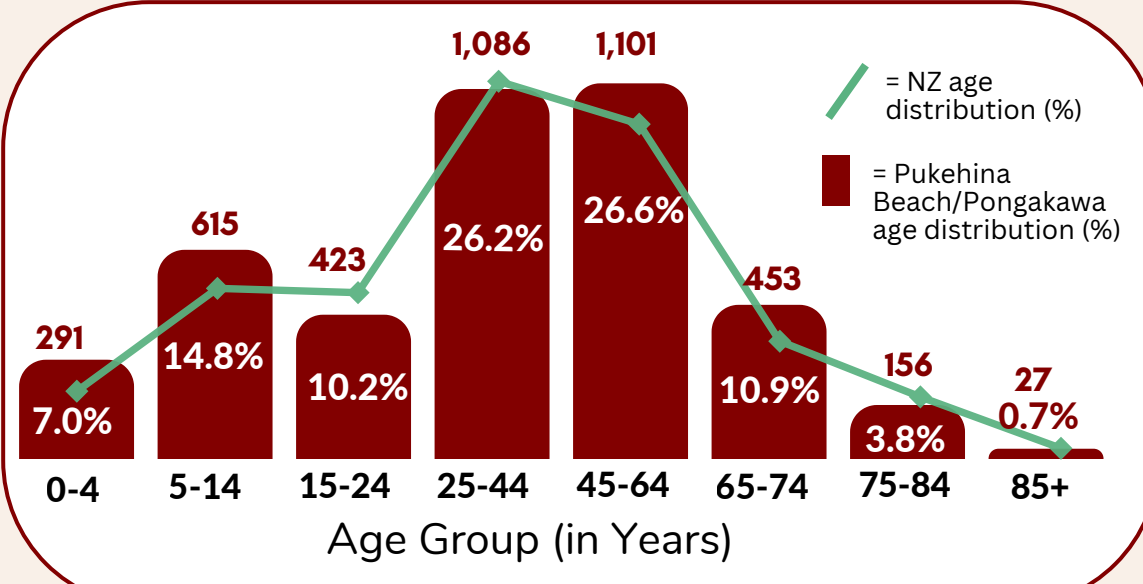
Census 2023



Nearly **1 in 3 (32.1%)** residents are under 25 years



Age Distribution¹



1 in 6 = 65+
residents years old

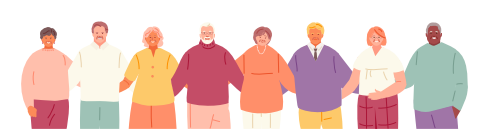
636 (15.3%) of residents are over 65 years of age

NZ 17%

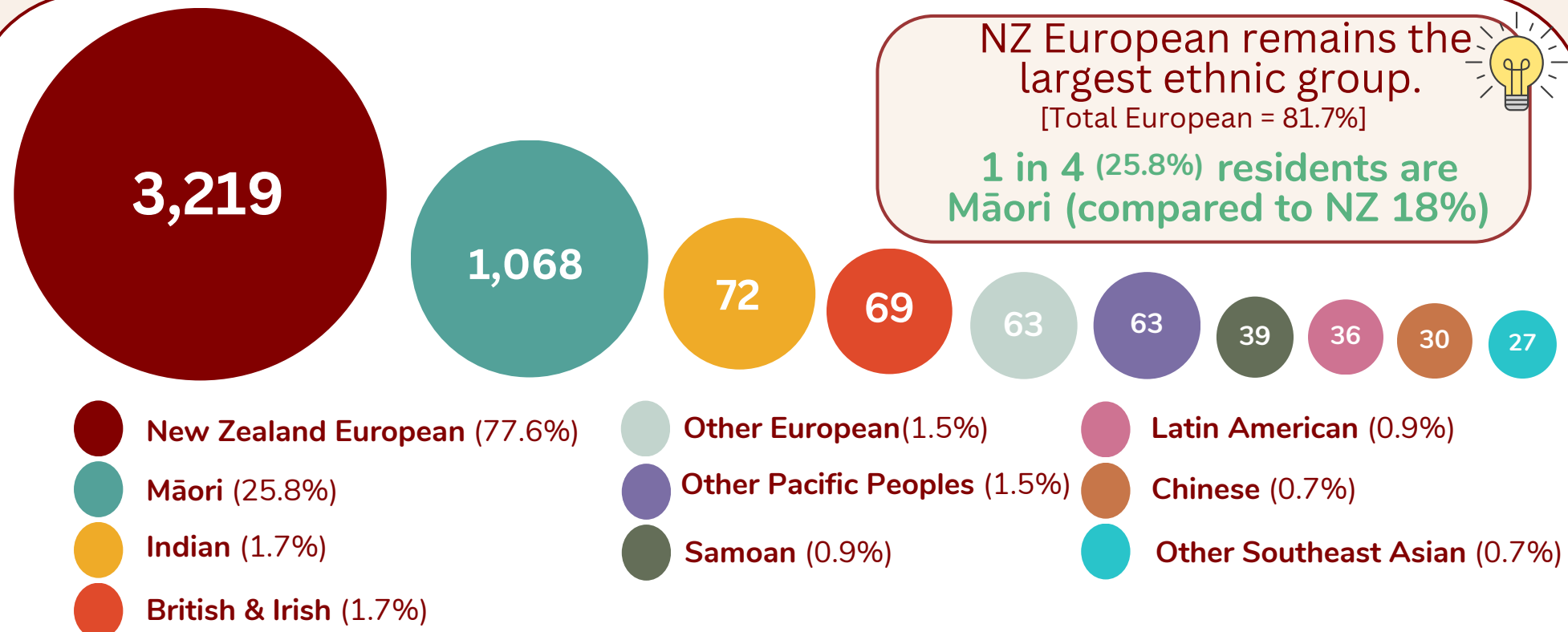
Median Age

Pukehina Beach **50 years**
Pongakawa **36 years**

NZ 38 years



Ethnic Makeup of Community¹ 10 largest Ethnic Groups



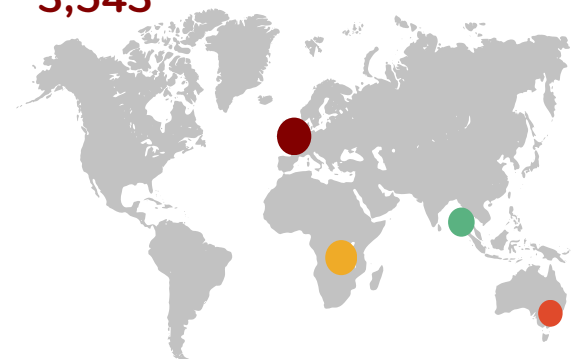
NZ European remains the largest ethnic group.
[Total European = 81.7%]

1 in 4 (25.8%) residents are Māori (compared to NZ 18%)

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

Birthplace¹

86.0% = Born in NZ
3,543



Top five overseas Birthplaces

- United Kingdom & Ireland (3.8%)
- Asia (2.5%)
- Pacific Islands (2.0%)
- Australia (1.9%)
- Middle East & Africa (1.3%)

Census 2023

People with Disabilities²

204 residents live with a disability (6.7%)

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

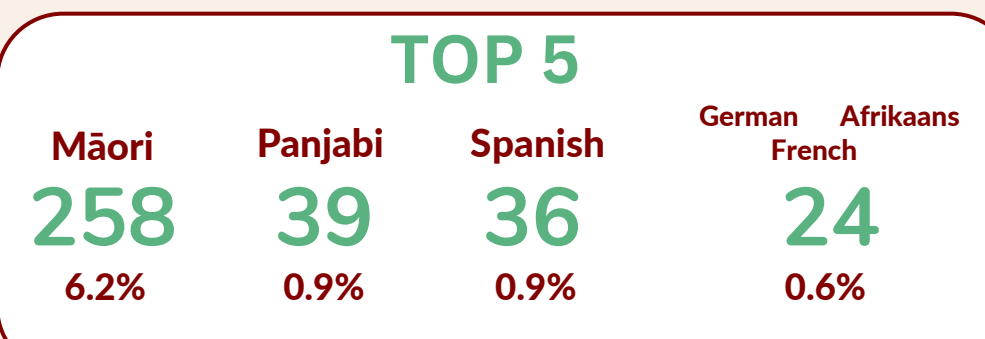
Rainbow (LGBTIQ+)¹

63 15 Pukehina Beach
48 Pongakawa

Local residents identify as LGBTIQ+ (2.4%)

Languages Spoken¹

(in addition to English)



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. 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.

PUKEHINA BEACH-PONGAKAWA

2025 DATA SUMMARY

HOUSEHOLDS & HOUSING

Census 2023

Population¹

4,146

4,450

Estimated Resident Population (ERP) June 2025²

Total No. of Households³

1,341

↓ 4.7%

since 2018

Total No. of Dwellings⁴

1,854

↓ 3.0%

since 2018

Household Composition³

48.6% of households in the Pukehina Beach - Pongakawa area are people living alone or couple-only households

NZ 48%

WBOP 55%

TGA 50%

Couple with child(ren)	402	31.9%
One-person household	249	19.8%
Couple only	366	29.0%
One parent with child(ren)	63	5.0%
Two or more families	51	4.0%
Couple with child(ren) + other person(s)	30	2.4%
Couple + other person(s)	30	2.4%
Household of unrelated people	27	2.1%
One parent with children + other person(s)	21	1.7%
Household of related people (With or Without unrelated Person(s))	21	1.7%

HOUSING

Census 2023

Home Ownership²

71.1

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

NZ 66%

WBOP 76%

TGA 69%

Nearly 3 out of 4 households in Pukehina Beach - Pongakawa own their own homes, a similar proportion to Tauranga & NZ

Dwelling Occupancy⁴

There are significant differences in dwelling occupancy rates across the two areas.

The rate for Pukehina Beach is 51.1 % (1 in 2 houses was unoccupied on census night). In contrast Pongakawa had an 87.2% occupancy rate.

PUKEHINA BEACH - PONGAKAWA

TOTAL DWELLINGS 1,854

Occupied 1,377 74.3%

Unoccupied 465 25.1%

Under Construction 6 0.3%

Residents Away 168 9.1%

Empty Dwelling 294 15.9%

Adequacy of Housing Stock

Occupied Private Dwellings

Mouldy Homes⁴

18.2%

216 homes

of homes have mould over an A4 size sometimes or always

NZ 14%

Damp Homes⁴

23.9%

282 homes

of homes are damp at least some of the time

NZ 18%

Household Crowding⁵

42 Crowded households (Households need one bedroom)

18 Severely Crowded Households (Households need two or more bedrooms)

No. of Bedrooms

5+Bed 8.0%

4 Bedrooms 25.9%

3 Bedrooms 47.6%

2 Bedrooms 12.6%

1Bed 6.0%

387 Households have 1 bedroom spare

585 Households have 2 or more bedrooms spare

Rental Cost³

Median Weekly rent paid by Households

Census 2023

Pukehina \$460 ↑ 58.6% Since 2018

Pongakawa \$350 ↑ 26.8% Since 2018

Weekly Rent Distribution (Feb 2023)

Weekly Rent (\$)	Under \$200	\$200 - \$299	\$300 - \$399	\$400 - \$499	\$500 - \$599	\$600 - \$699	\$700 & over
Number of Households	3	6	12	15	12	9	3

Pukehina Median Rent⁶ \$600

Tenancy Services 2025 Active Bonds 174

Pongakawa Median Rent \$400

Active Bonds 81

Source Info & Notes:

1. Totals by topic for individuals, (RC, TALB, UR, SA3, SA2, Ward, Health), 2013, 2018, and 2023 Censuses).

2. The latest population estimates are up to 30 June 2025 See Stats NZ Place Summary - Pukehina Beach - Pongakawa

3. 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.

4. 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.

5. 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)

6. Tenancy Services data on median market rent for Pukehina and Pongakawa during the 6 month period from 1 Jul 2025 - 31 Dec 2025.

Infographics created by:

Community Insights

Feb 2026

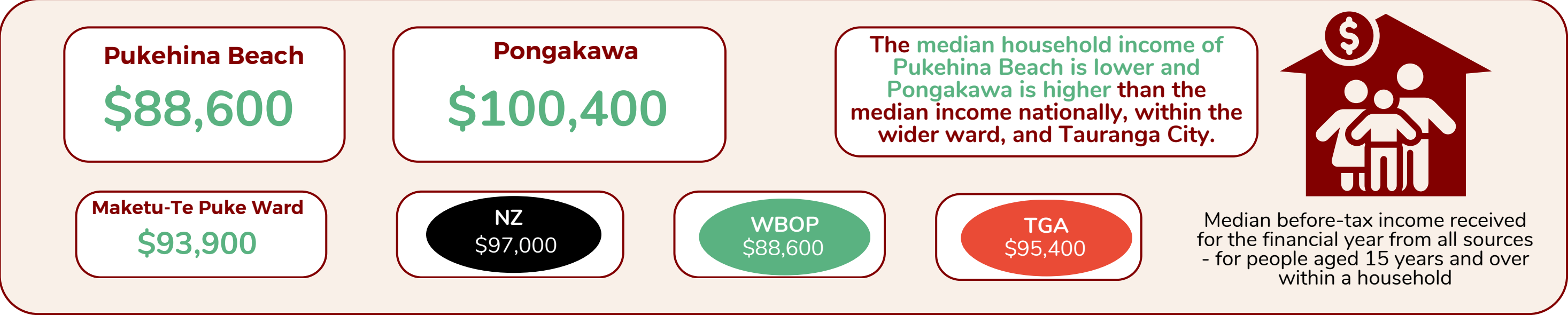
PUKEHINA BEACH-PONGAKAWA

2025 DATA SUMMARY

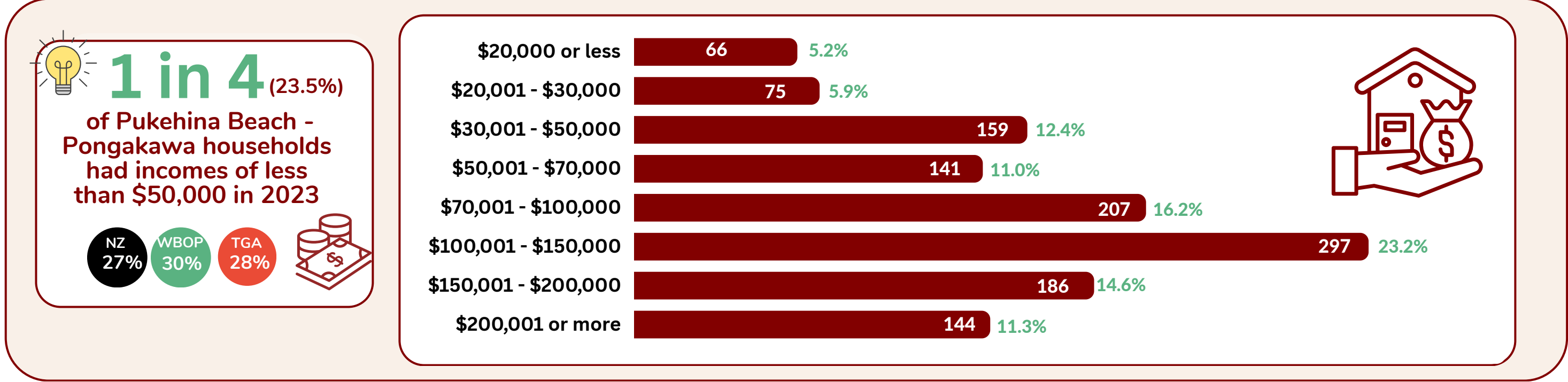
INCOME & COMMUNITY

Median Household Income¹

Census 2023



Household Income¹

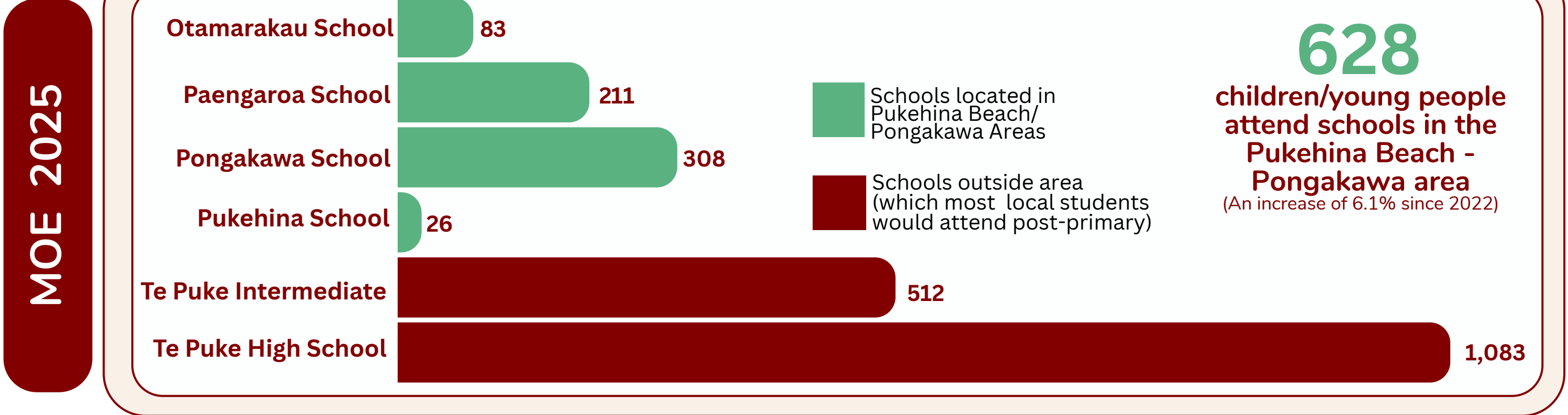


PUKEHINA BEACH-PONGAKAWA

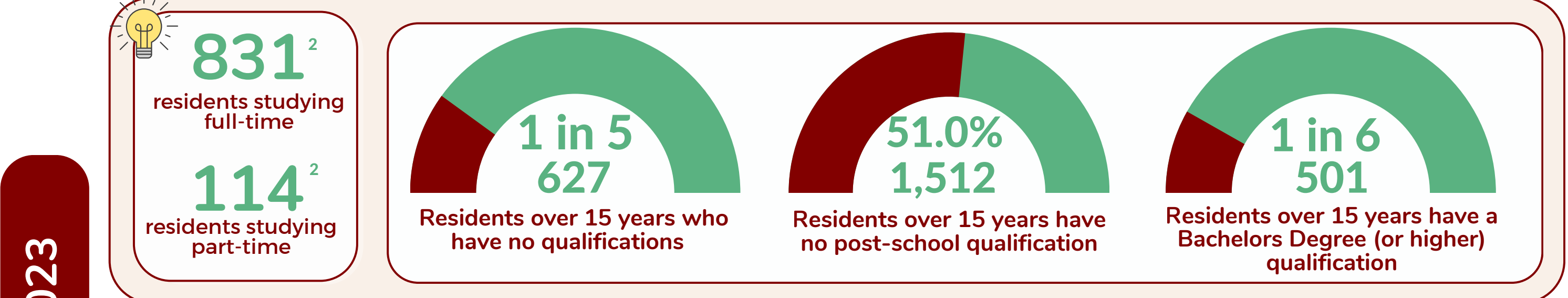
2025 DATA SUMMARY

EDUCATION & EMPLOYMENT

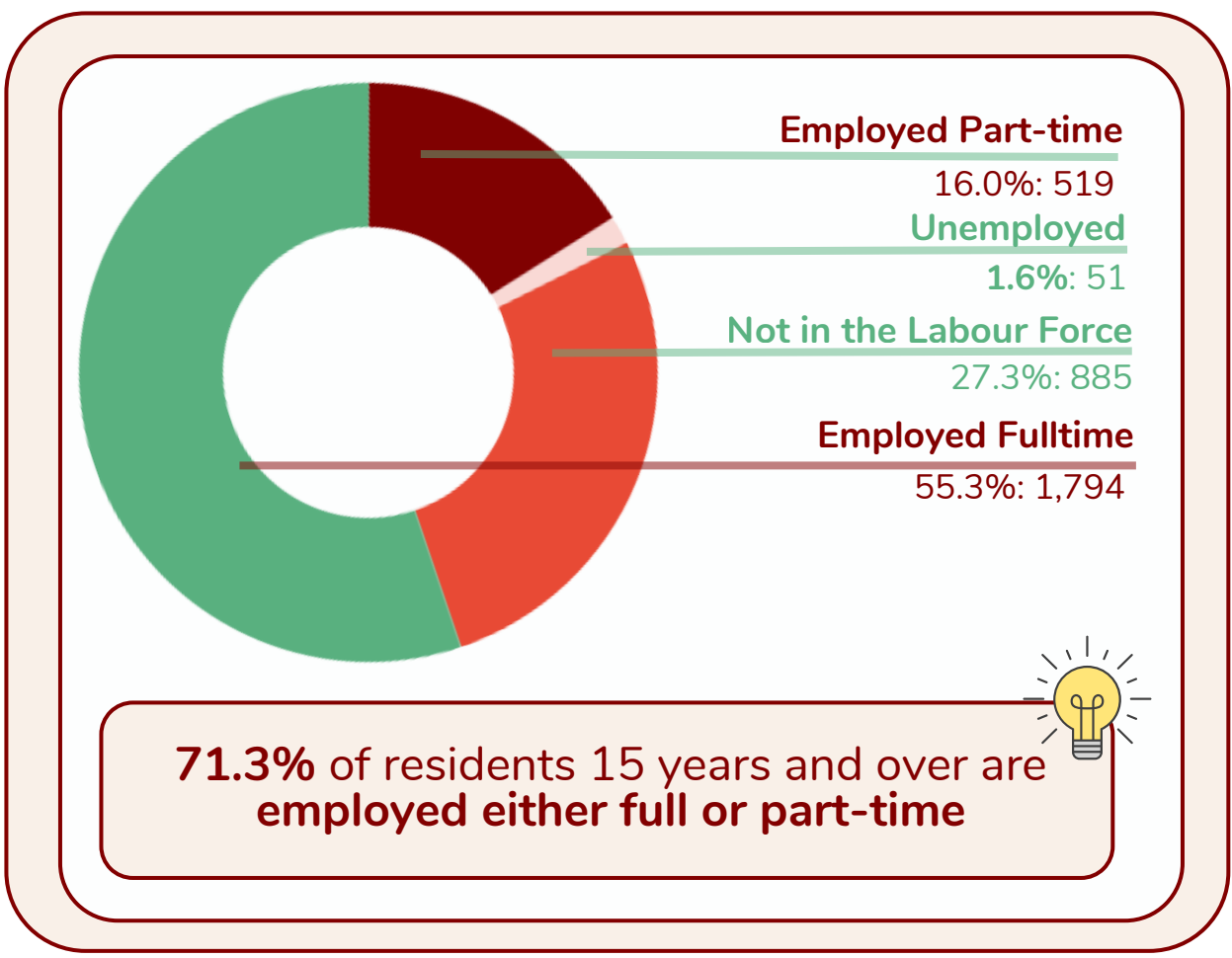
Schools in the Area¹



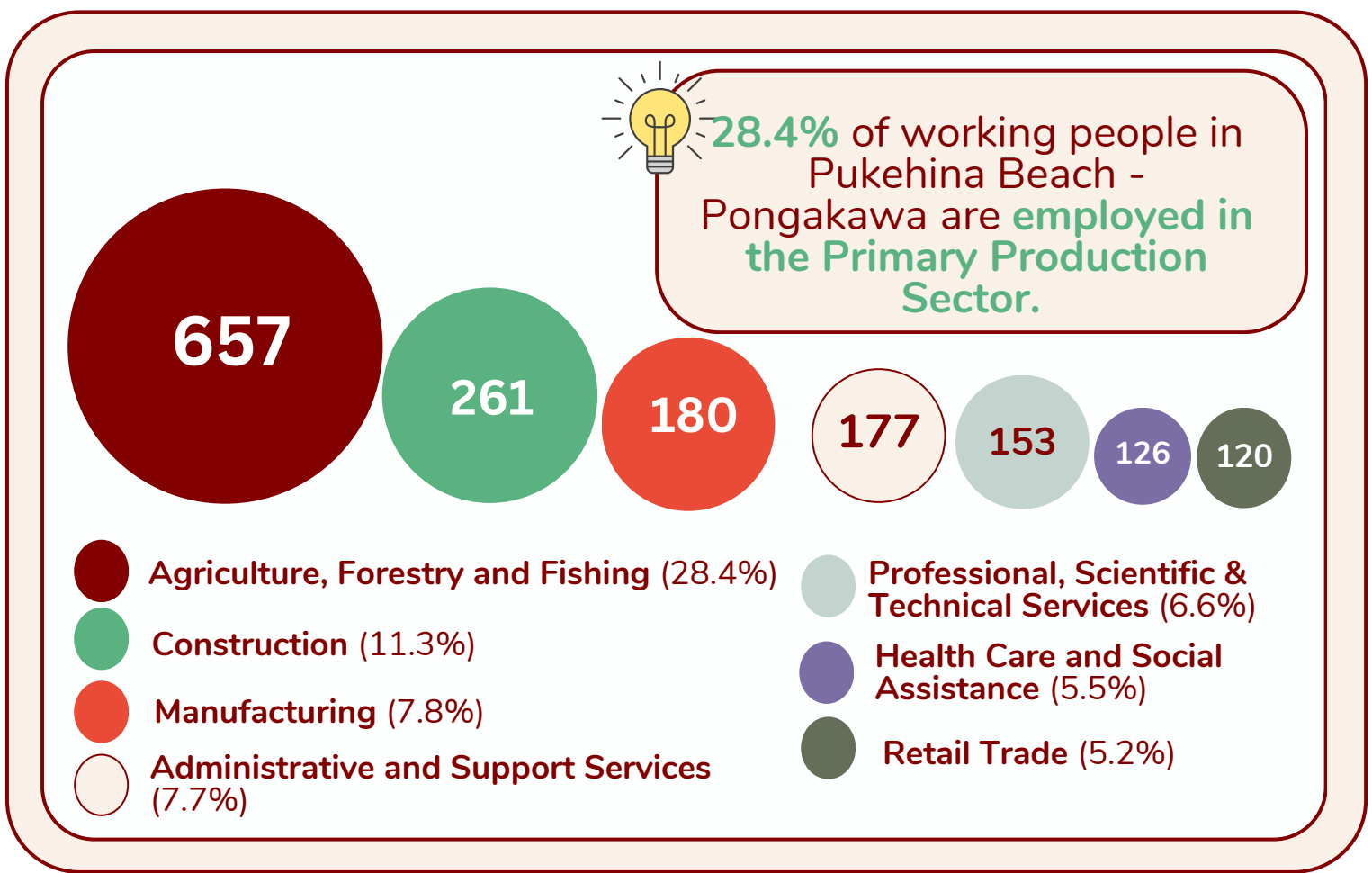
Education Indicators²



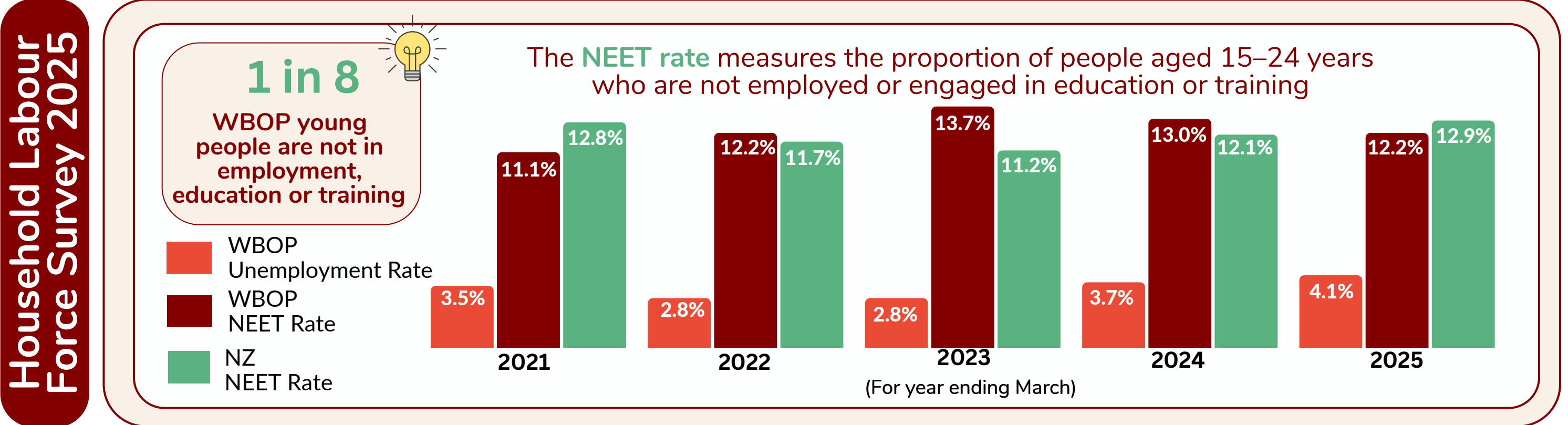
Work & Labour Force Status²



Local Employment²



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



Source Info:

1. Ministry of Education (1 July 2025). [Education Counts | School Rolls](#) (accessed 16 Nov 2025). NB there may be other young people who commute to schools outside the ward

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 Jan 2026).

Infographics supplied by:



PUKEHINA BEACH-PONGAKAWA

2025 DATA SUMMARY

NGĀ IWI MĀORI

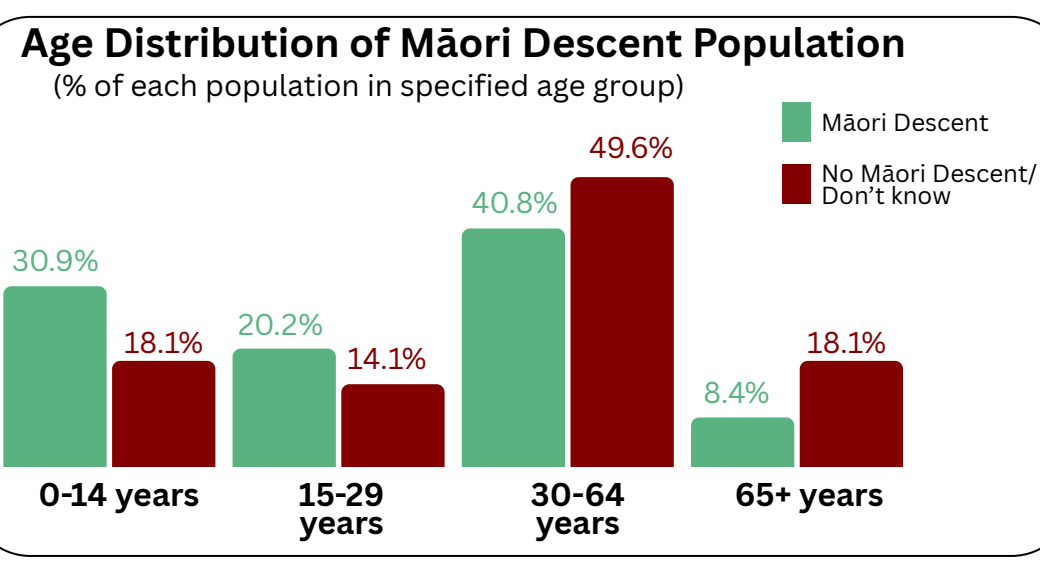
Marae/Hapū in the WBOP Te Puke - Maketū Ward ¹



Māori Descent²

28.4% of Pukehina Beach - Pongakawa residents have Māori whakapapa (descent).
Those of Māori descent are likely to be younger than the wider population.

1,176
Residents of Pukehina Beach - Pongakawa 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 Pīkiao. 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 Pīkiao (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.

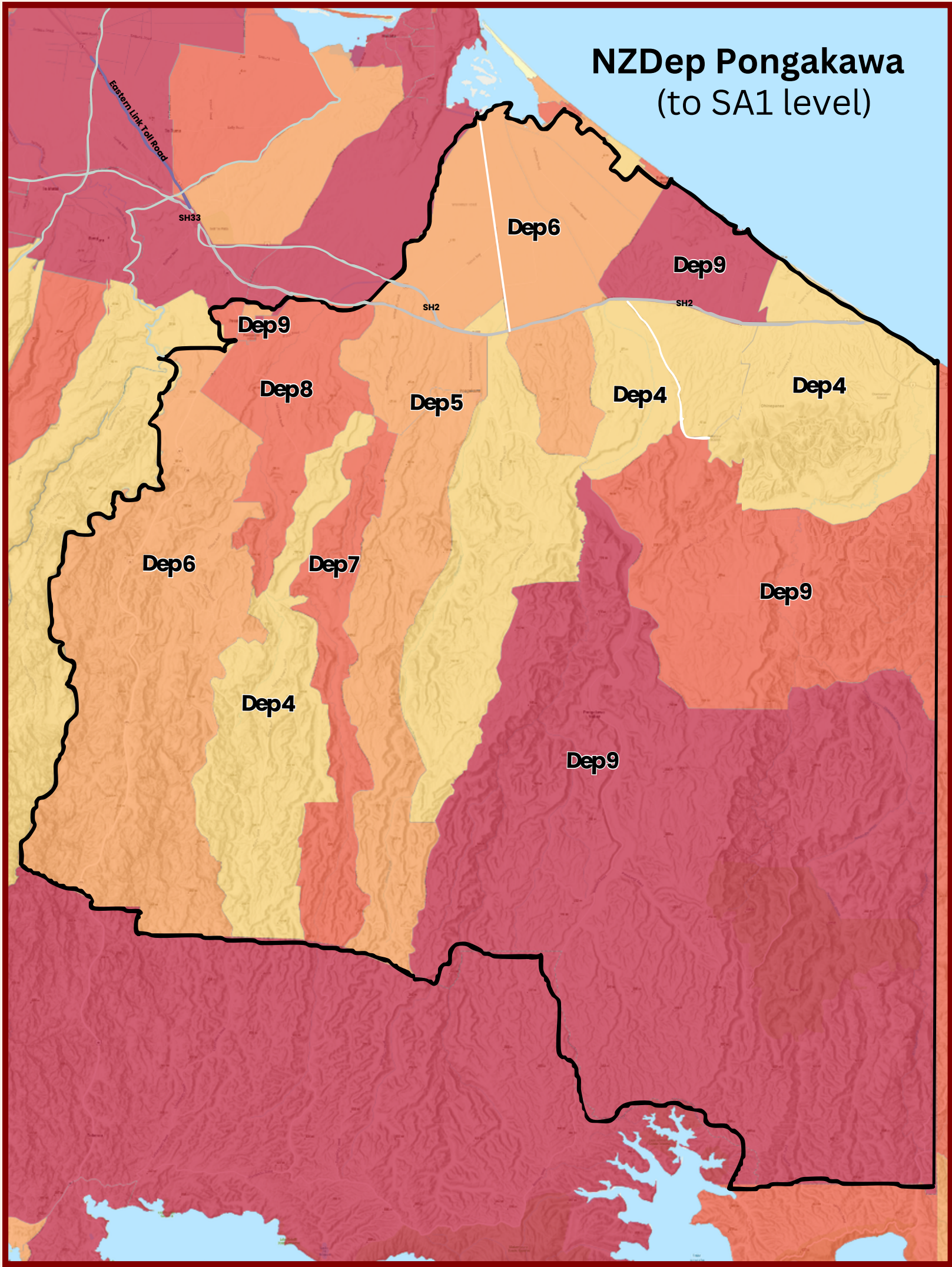
PUKEHINA BEACH-PONGAKAWA

2025 DATA SUMMARY

OUR COMMUNITIES-
DEPRIVATION LEVELS

APPENDIX 1: SPOTLIGHT ON DEPRIVATION ¹

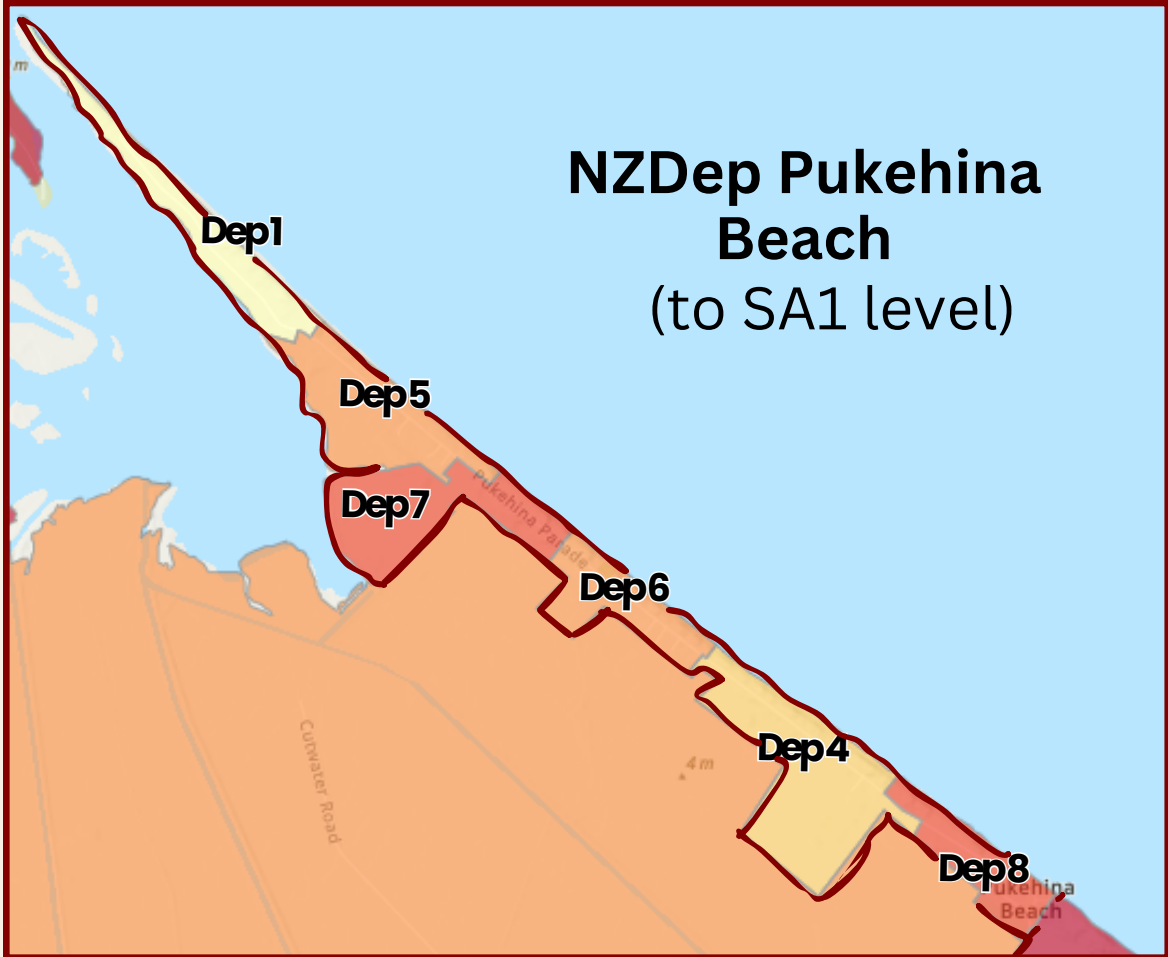
Pukehina Beach - Pongakawa
Deprivation Levels
New Zealand Index of Deprivation 2023 Statistical Area 1 (SA1)



The New Zealand Deprivation Index (NZDep) is an area-based measure, of the level of deprivation for people in each small area and is based on nine Census 2023 variables (see page 3 of this data summary). NZDep provides estimates of averaged deprivation across areas.

When viewed at lower level SA1 (urban block) geographies, specific areas with high levels of deprivation become more visible. In the visualisations on this page a number of areas within both Pukehina Beach and Pongakawa have deprivation levels of 8-10 (high deprivation).

When looked at in line with population spread across the SA1 areas, **21.0% of Pukehina residents (186) lived in areas with high deprivation, while 39.3% (1281) residents in Pongakawa lived in areas with high deprivation scores (Dep 8-10).**



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.