

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:



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.

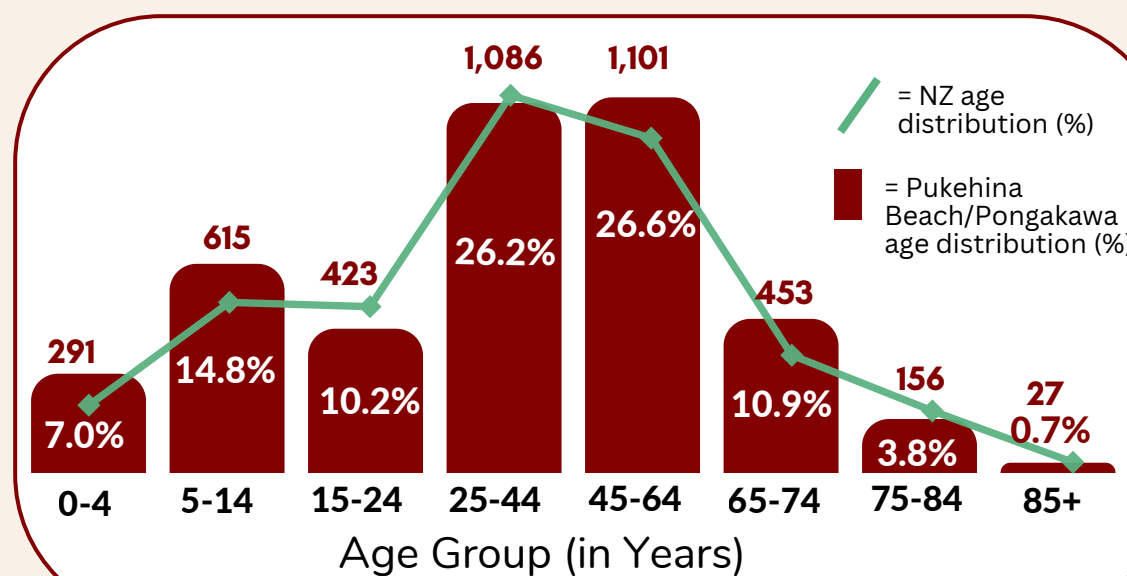
Census 2023



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

NZ 31% WBOP 28% TGA 30%

Age Distribution¹



1 in 6 = 65+ residents

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

NZ 17%

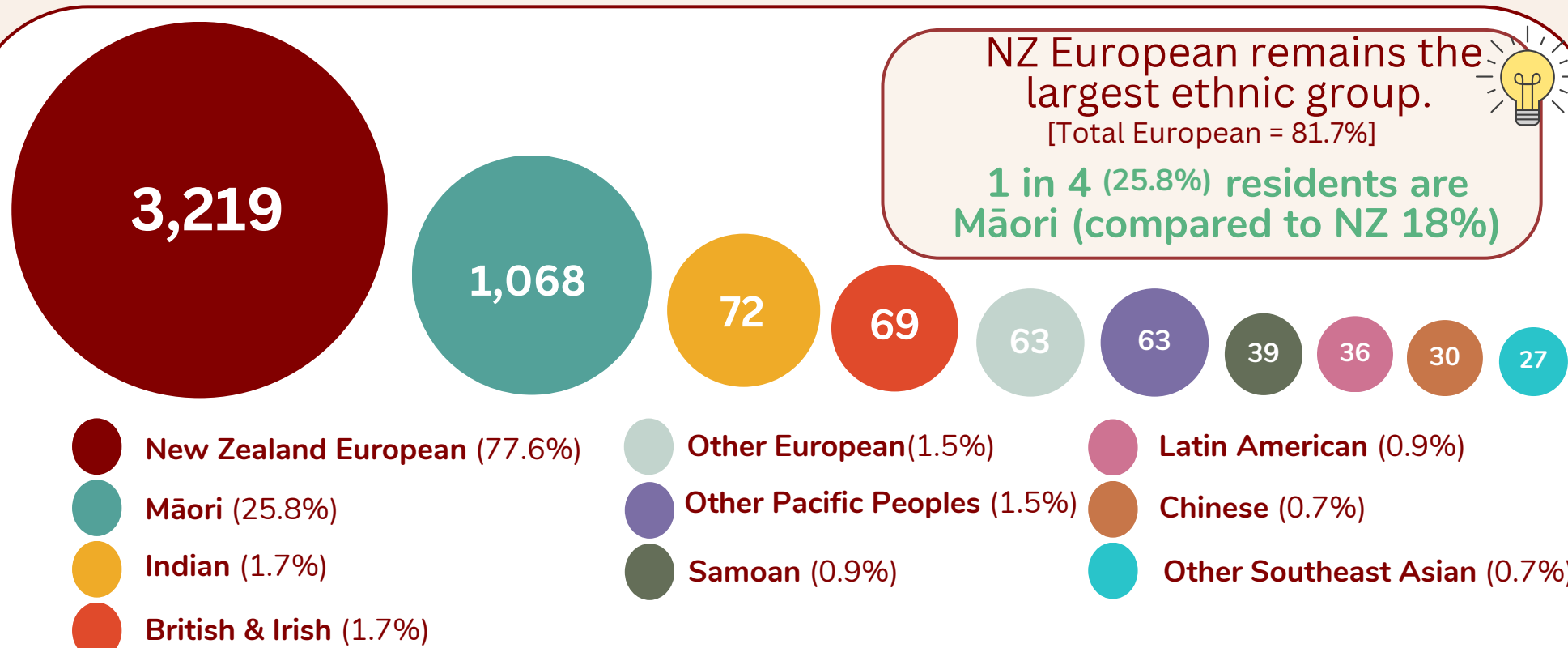
Median Age

Pukehina Beach 50 years
Pongakawa 36 years

NZ 38 years



Ethnic Makeup of Community¹ 10 largest Ethnic Groups



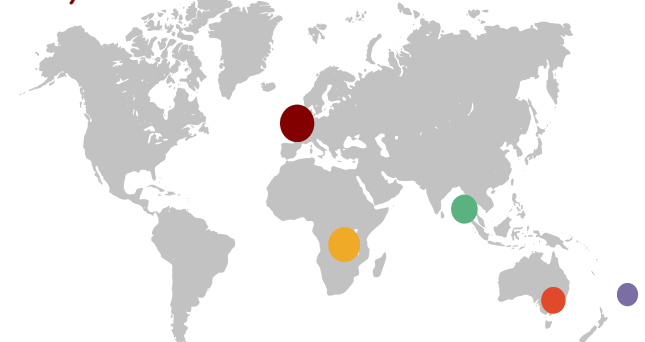
NZ European remains the largest ethnic group. [Total European = 81.7%]

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)

Language	Count	Percentage
Māori	258	6.2%
Panjabi	39	0.9%
Spanish	36	0.9%
German	24	0.6%
Afrikaans		
French		

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".
- 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.

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PUKEHINA BEACH-PONGAKAWA 2025 DATA SUMMARY

HOUSEHOLDS & HOUSING

Census 2023

Population ¹
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

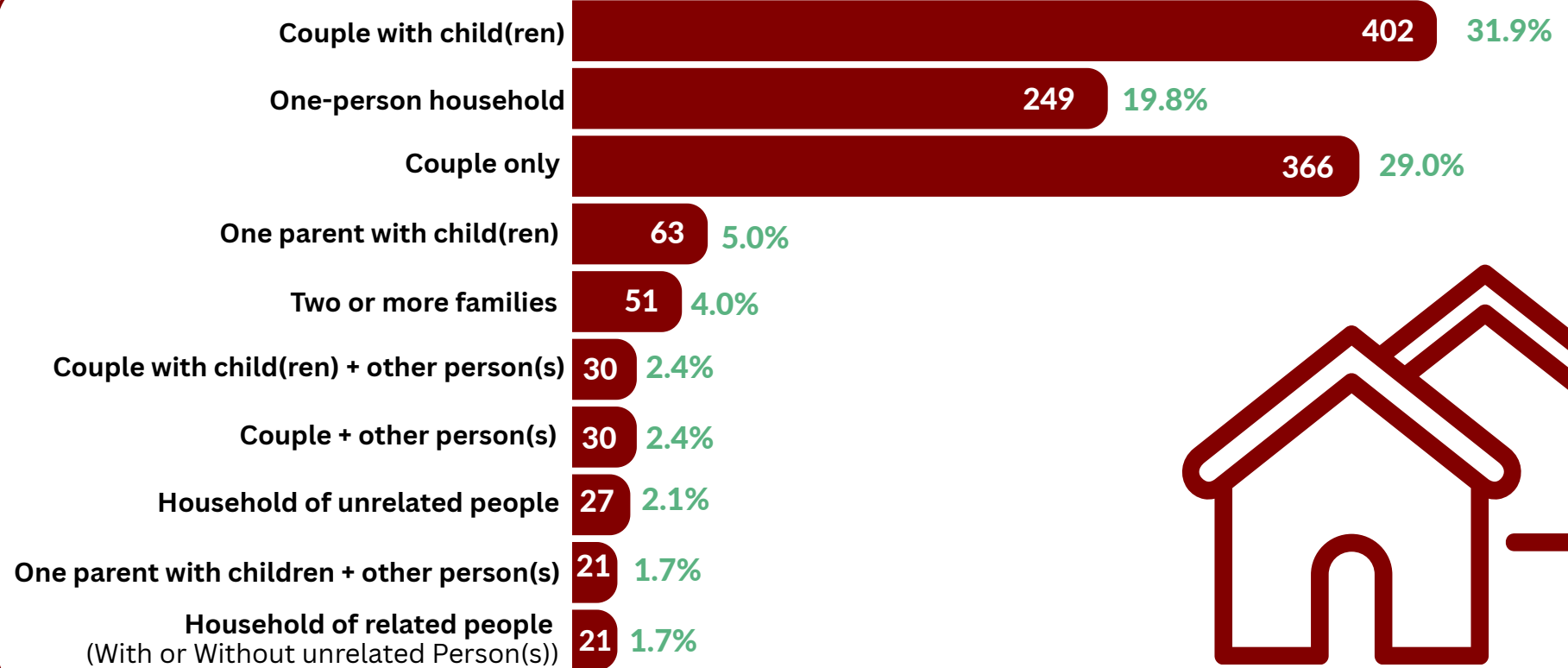
48.6% of households in the Pukehina Beach - Pongakawa area are people living alone or couple-only households



NZ
48%

WBOP
55%

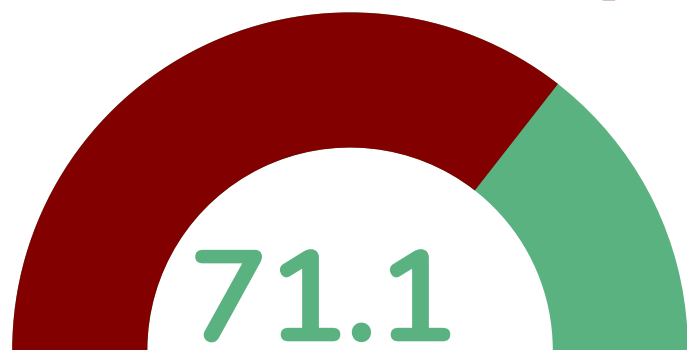
TGA
50%



HOUSING

Census 2023

Home Ownership²



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%

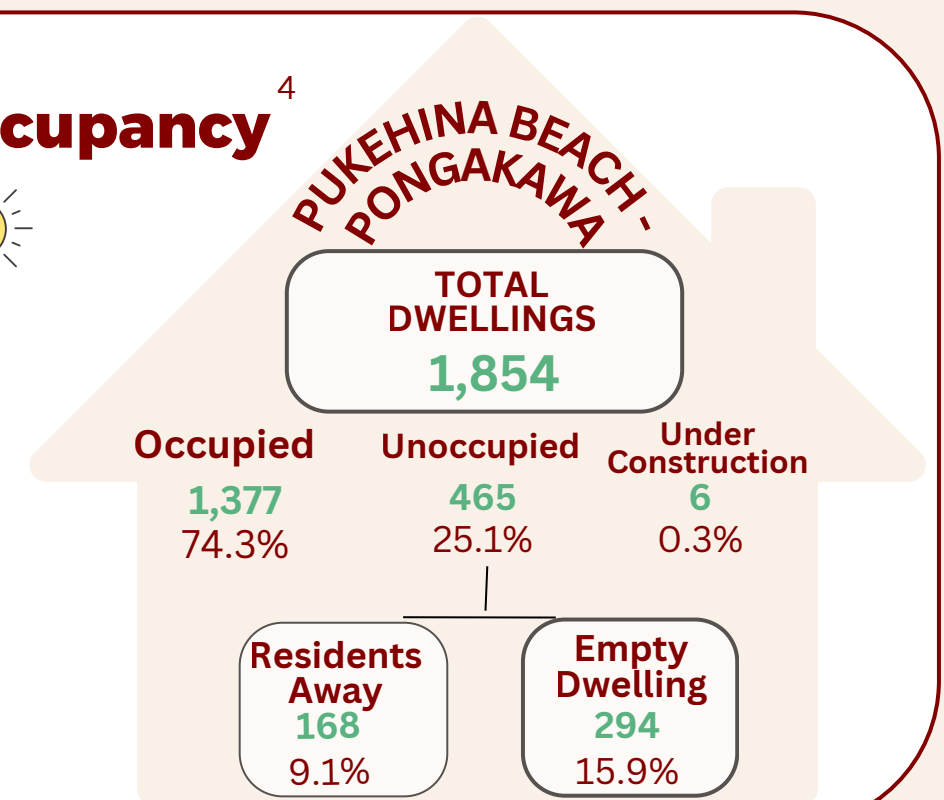
TGA
69%

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

Dwelling Occupancy⁴

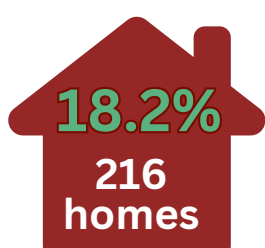
There are significant differences in dwelling occupancy rates across the two areas.

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.



Adequacy of Housing Stock Occupied Private Dwellings

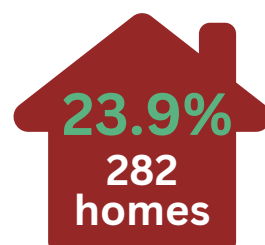
Mouldy Homes⁴



of homes have mould over an A4 size sometimes or always

NZ
14%

Damp Homes⁴



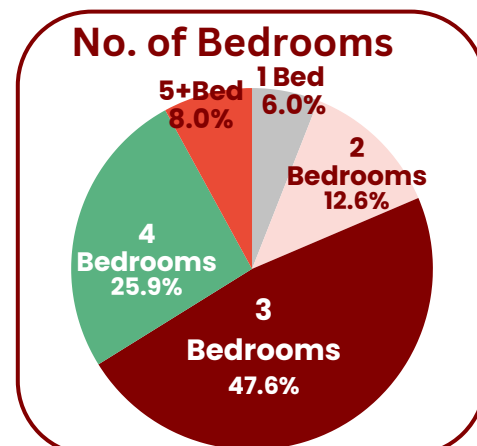
of homes are damp at least some of the time

NZ
18%

Household Crowding⁵

42 Crowded households (Households need one bedroom)

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



387 Households have 1 bedroom spare

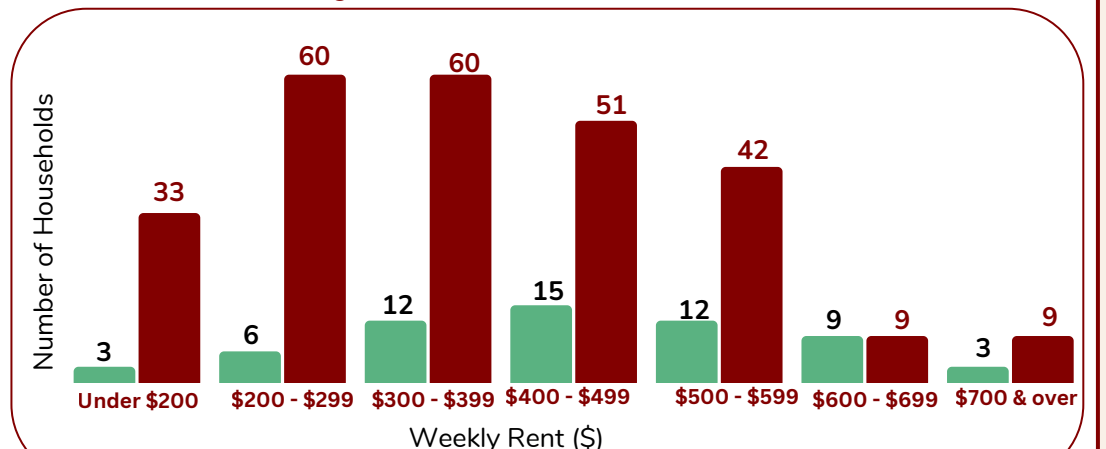
585 Households have 2 or more bedrooms spare

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)



Pukehina Median Rent **\$600**
Active Bonds **174**

Tenancy Services 2025

Pongakawa Median Rent **\$400**
Active Bonds **81**

Source Info & Notes:

- Totals by topic for individuals, (RC, TALB, UR, SA3, SA2, Ward, Health), 2013, 2018, and 2023 Censuses).
- The latest population estimates are up to 30 June 2025 See Stats NZ Place Summary - Pukehina Beach - Pongakawa
- 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 Pukehina and Pongakawa during the 6 month period from 1 Jul 2025 - 31 Dec 2025.

Infographics created by:



Feb 2026

PUKEHINA BEACH-PONGAKAWA 2025 DATA SUMMARY

INCOME & COMMUNITY

Median Household Income¹

Census 2023

Pukehina Beach

\$88,600

Pongakawa

\$100,400

The median household income of Pukehina Beach is lower and Pongakawa is higher than the median income nationally, within the wider ward, and Tauranga city



Maketu-Te Puke Ward

\$93,900

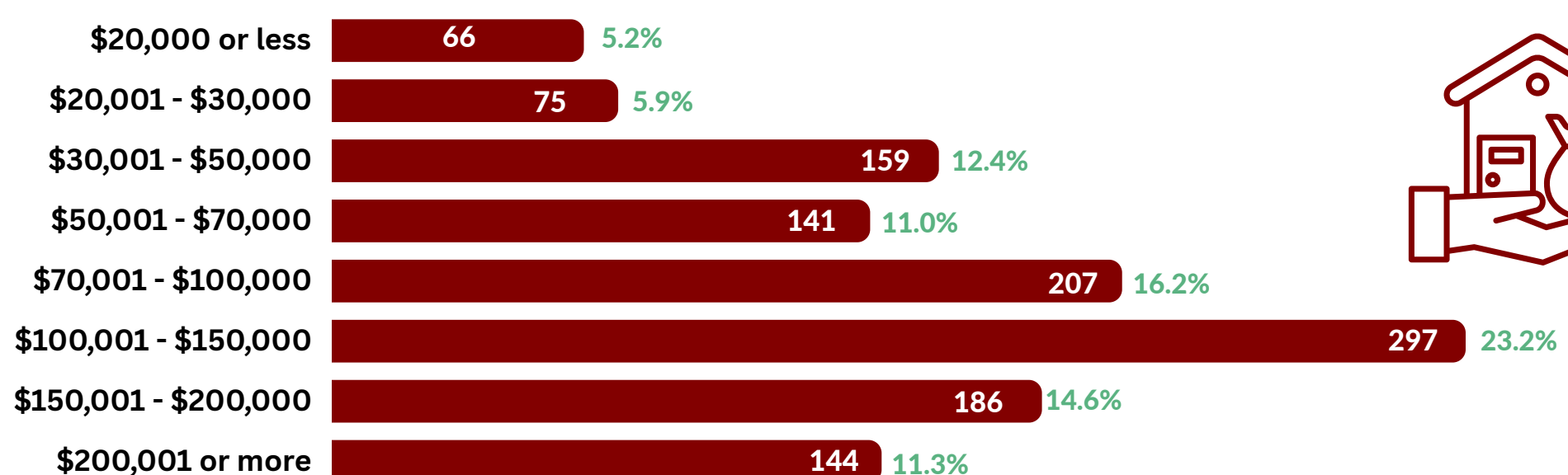
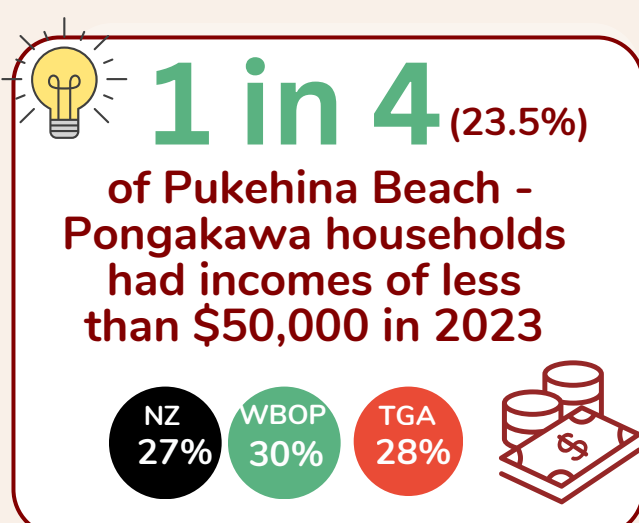
NZ
\$97,000

WBOP
\$88,600

TGA
\$95,400

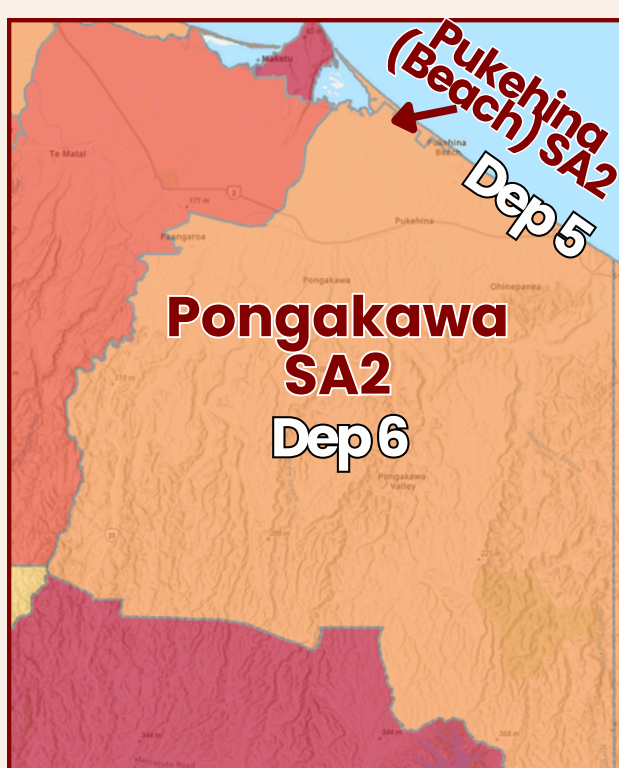
Median before-tax income received for the financial year from all sources - for people aged 15 years and over within a household

Household Income¹



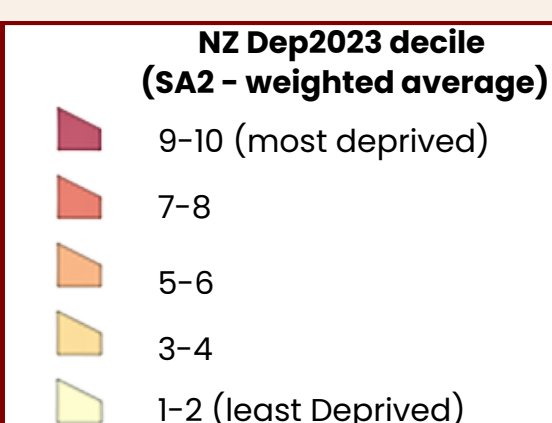
Deprivation Levels²

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.



Pongakawa has an averaged Deprivation Index number of 6 while Pukehina's averaged index is 5.

The averaged NZDep scores for 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. The SA1 map highlights pockets of high deprivation within otherwise reasonably affluent areas.



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

15

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



Internet Access¹

153

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



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

Businesses & Volunteering

111³

Businesses are based in Pukehina Beach

Feb 2024

687³

Businesses are based in Pongakawa

Feb 2024

Pukehina Beach - Pongakawa businesses³ nearly half are in the Primary Sector

372 (47.0%)
Agriculture, horticulture, forestry & fishing

96 (12.2%)
Construction

135 (17.1%)
Rental, Hiring and Real Estate Services

51 (6.5%)
Financial & Insurance Services

312⁴ (12.3%)

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/pongakawa/vs/SA2/pukehina-beach>
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:



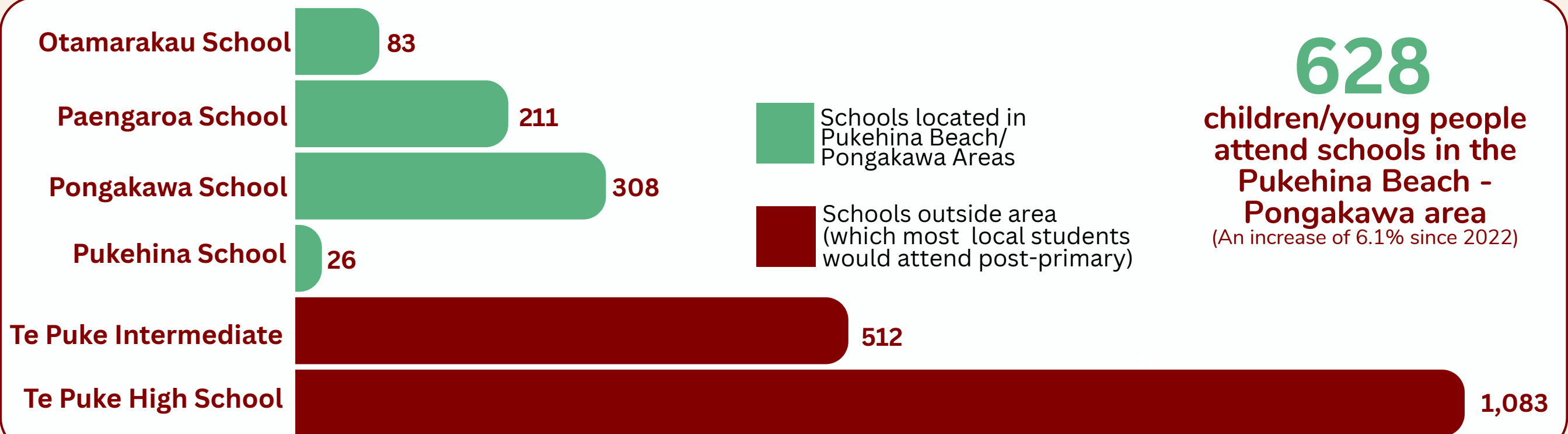
Feb 2026

PUKEHINA BEACH-PONGAKAWA 2025 DATA SUMMARY

EDUCATION & EMPLOYMENT

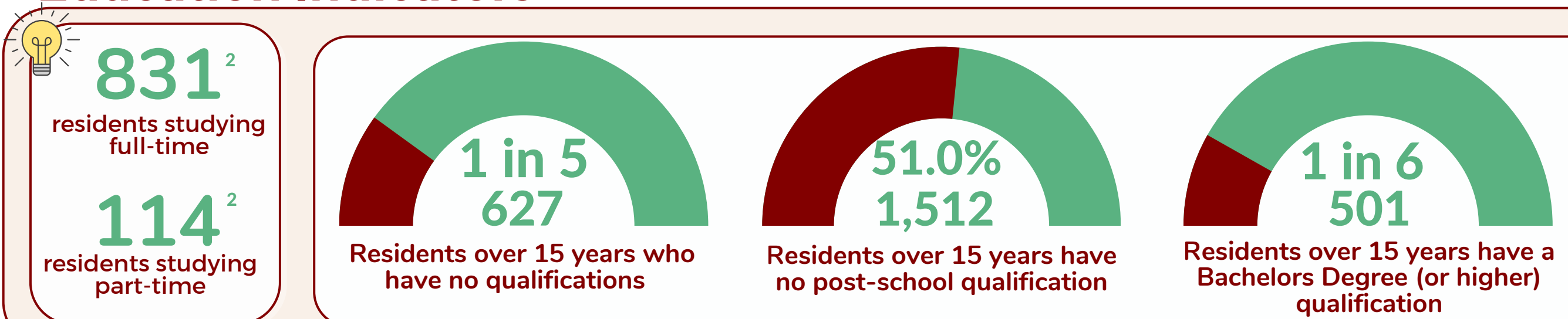
Schools in the Area ¹

MOE 2025

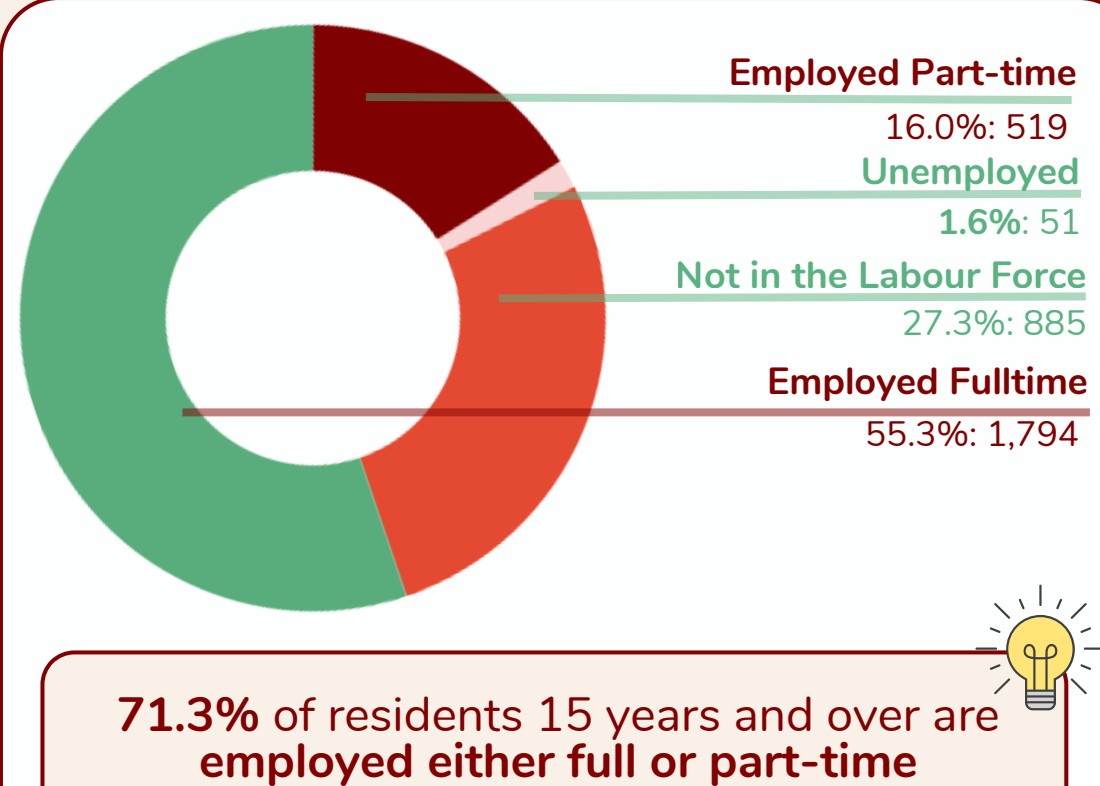


Education Indicators ²

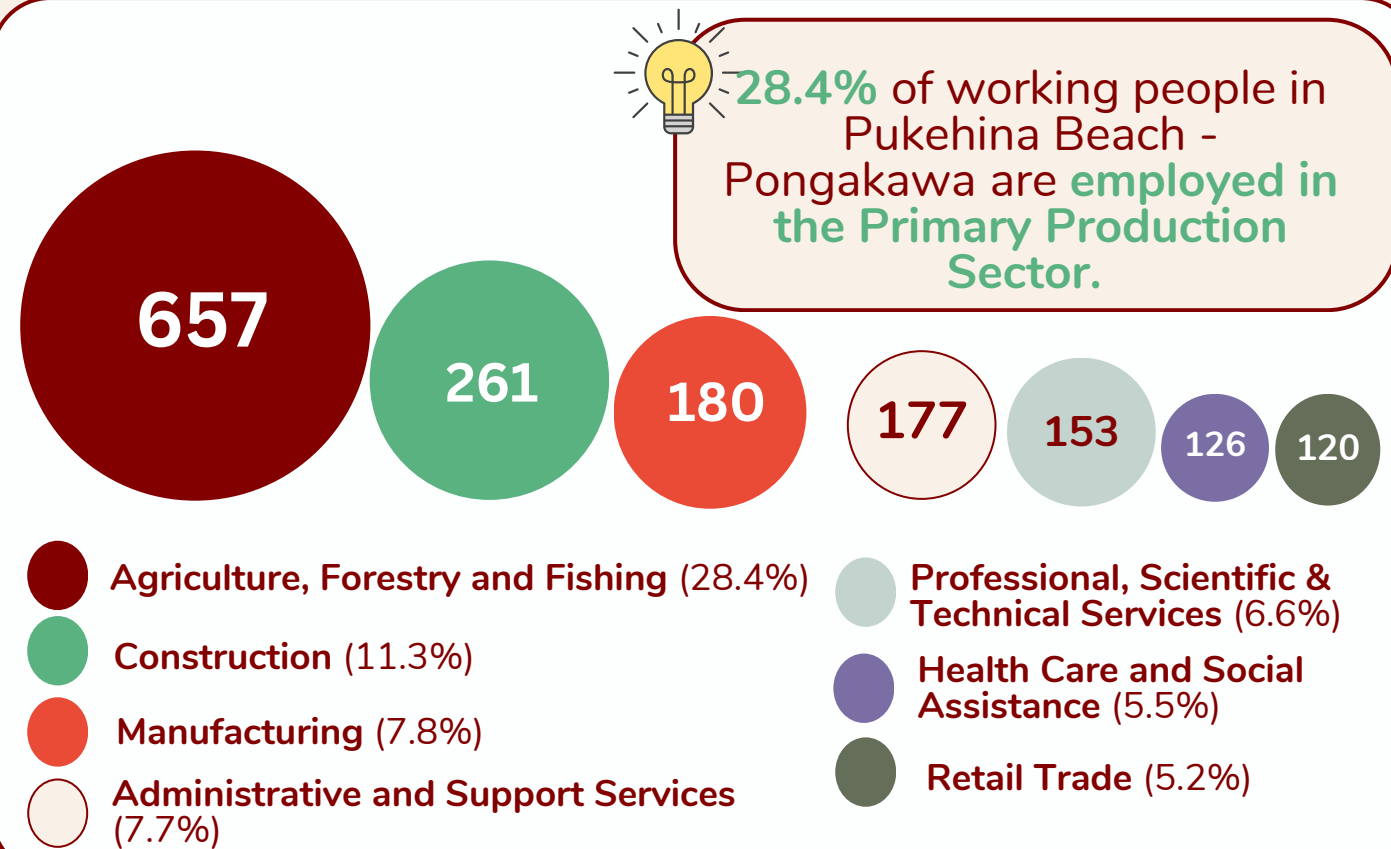
Census 2023



Work & Labour Force Status ²

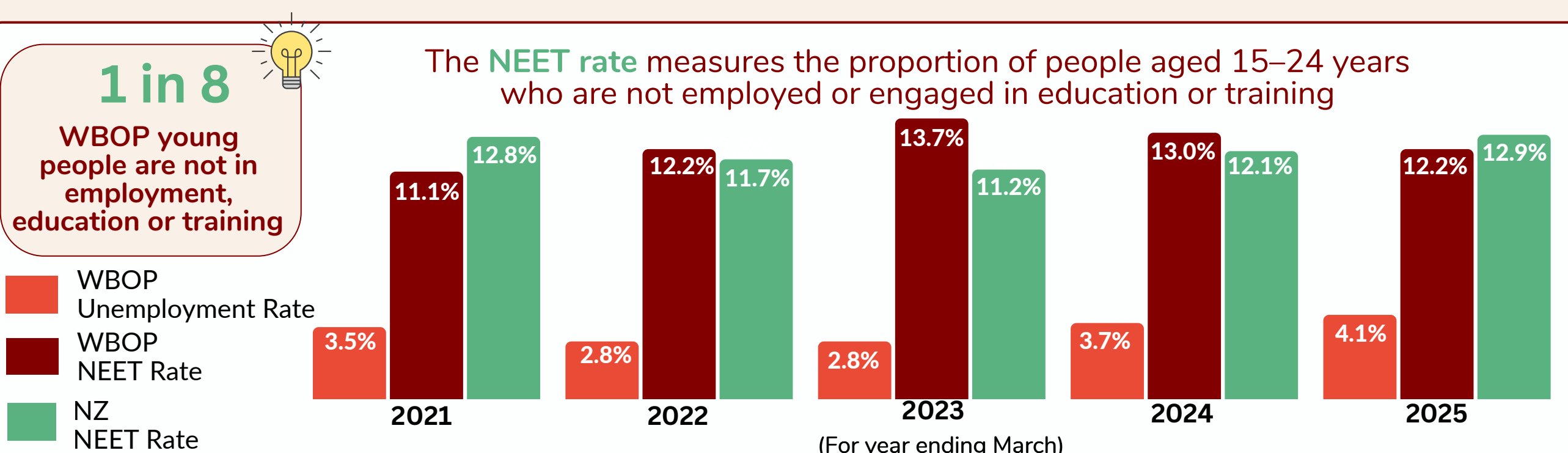


Local Employment ²



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](#) (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:



Feb 2026

PUKEHINA BEACH-PONGAKAWA 2025 DATA SUMMARY

NGĀ IWI MĀORI

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

Hei (Manoeka) Marae

Situated in Te Puke
Principal hapū is Waitaha of Te Arawa. Te Ara 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 Pīkiao. 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 + Tawakepito

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 Pīkiao. Te Arawa waka Whare Tipuna = Tawakemoetahanga

Ōtamarākau Marae

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

Māori Descent ²

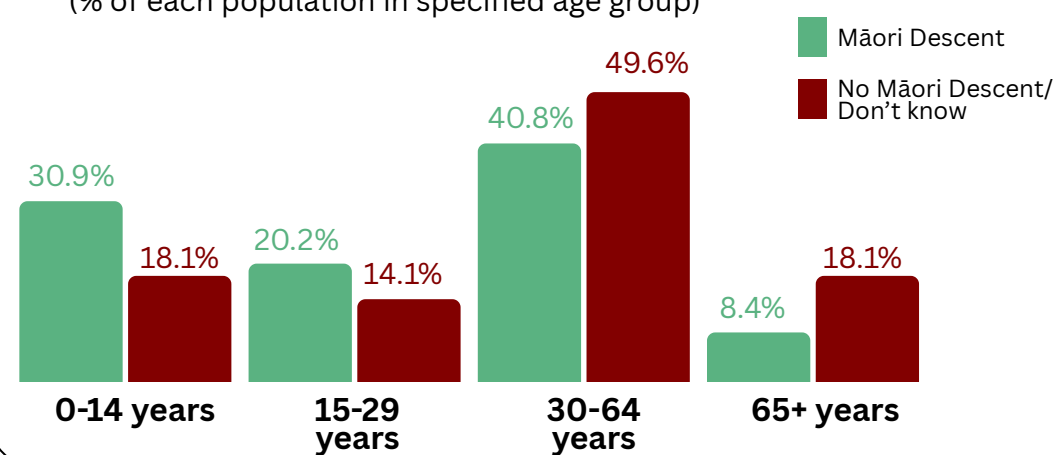
28.4% of Pukehina Beach - Pongakawa residents have Māori whakapapa (descent).

Those of Māori descent are likely to be younger than the wider population.

1,176
Residents of Pukehina Beach - Pongakawa have Māori Whakapapa

Age Distribution of Māori Descent Population

(% of each population in specified age group)



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 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 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.

Infographics created by:



in conjunction with

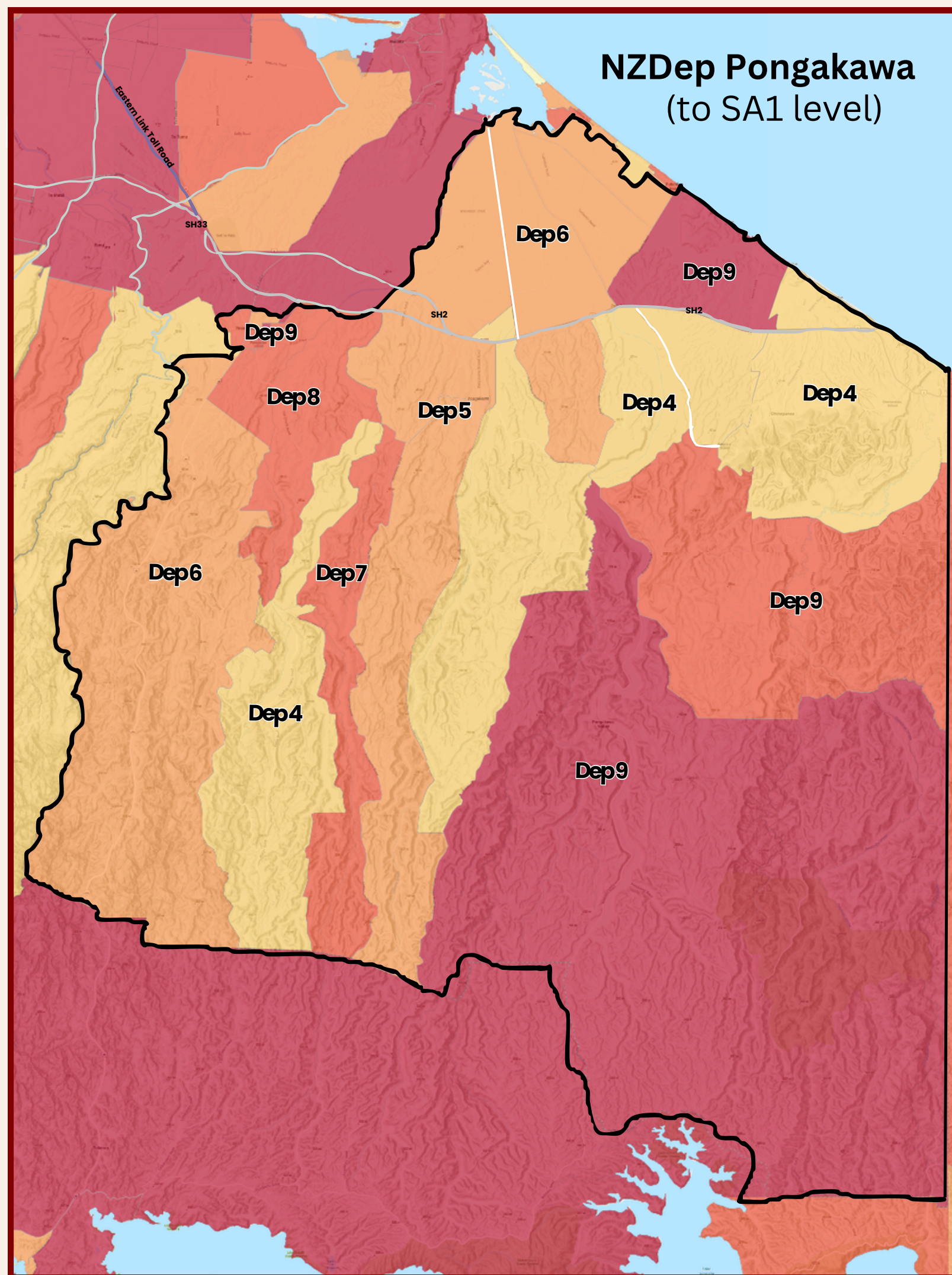


PUKEHINA BEACH-PONGAKAWA 2025 DATA SUMMARY

OUR COMMUNITIES- DEPRIVATION LEVELS

APPENDIX 1: SPOTLIGHT ON DEPRIVATION ¹

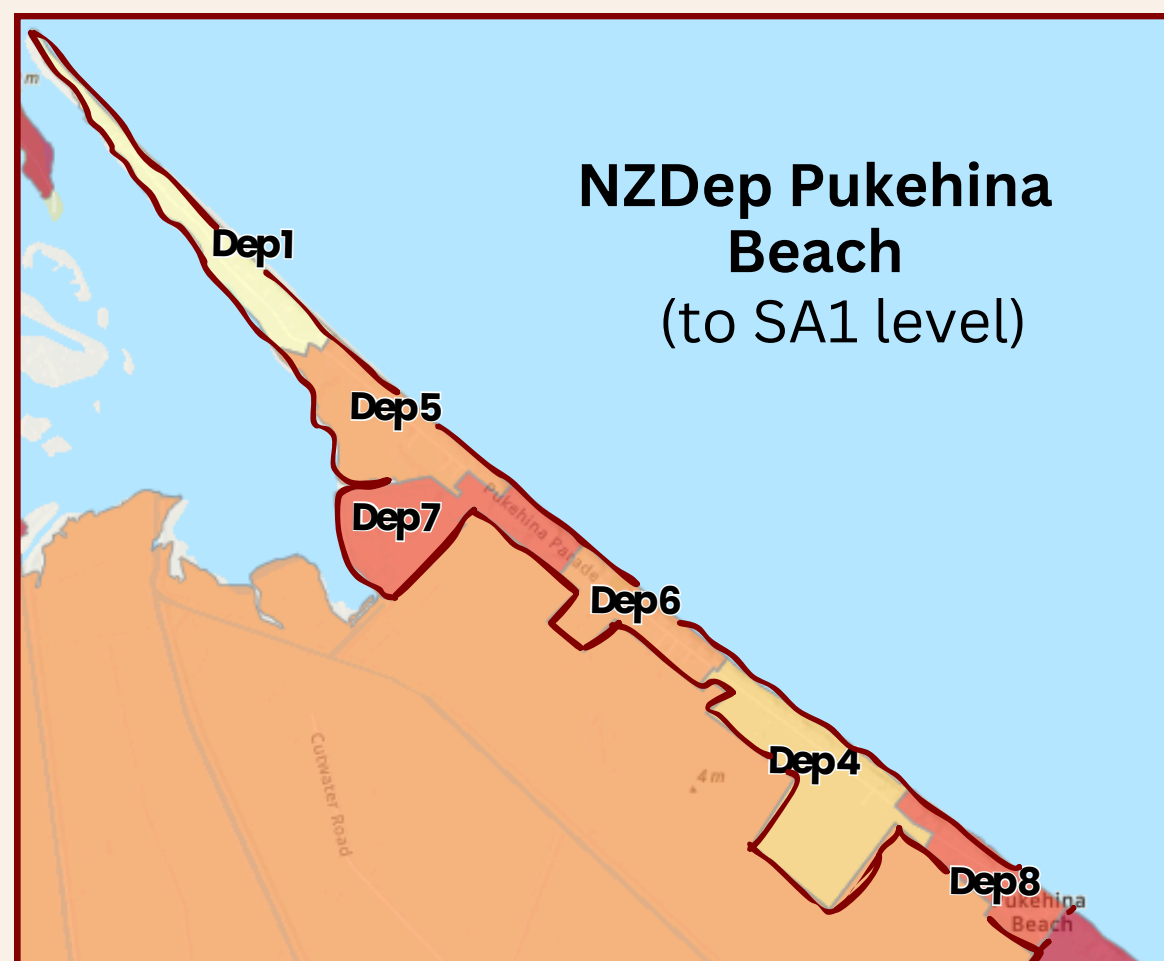
Pukehina Beach - Pongakawa Deprivation Levels New Zealand Index of Deprivation 2023 Statistical Area 1 (SA1)



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.