

PĀPĀMOA EAST
DATA SUMMARY

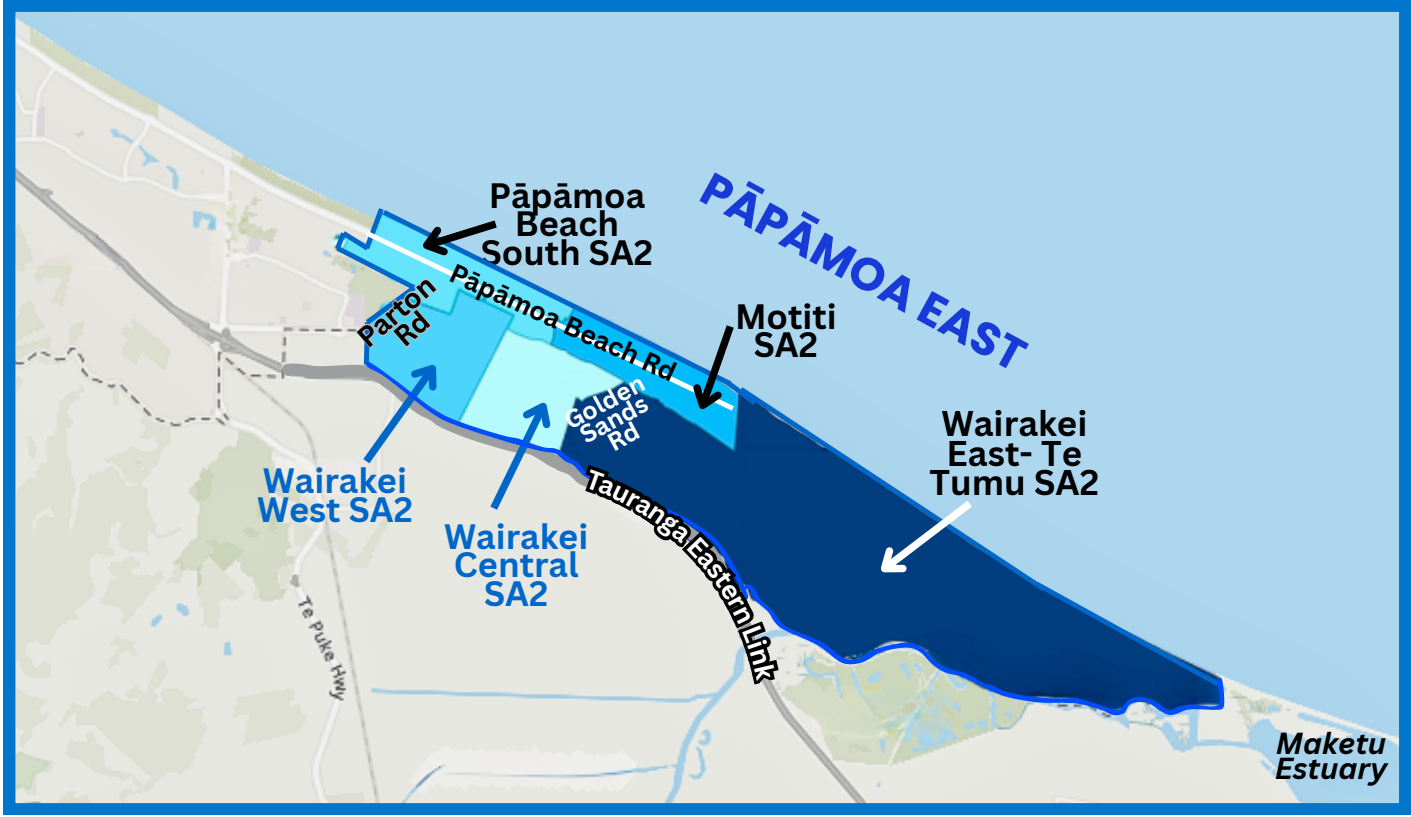
HE TANGATA
OUR PEOPLE

Census 2023

15,186
Pāpāmoa East¹
Usual Resident
Population

↑62.3% since 2018

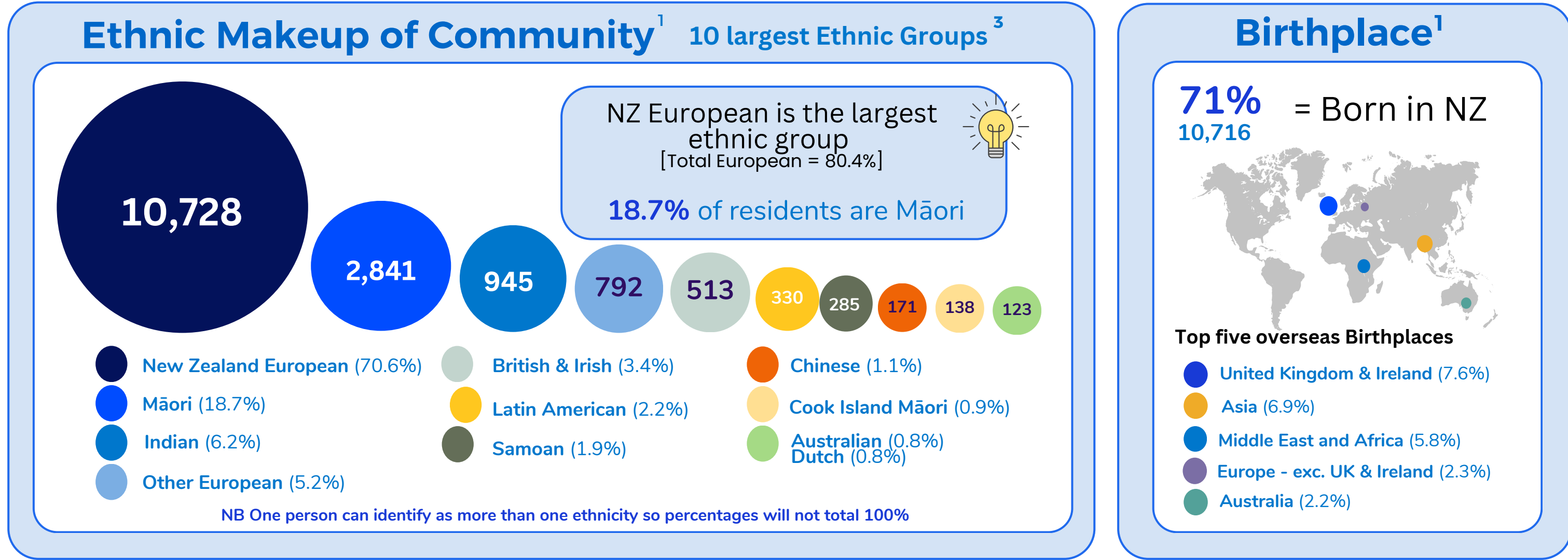
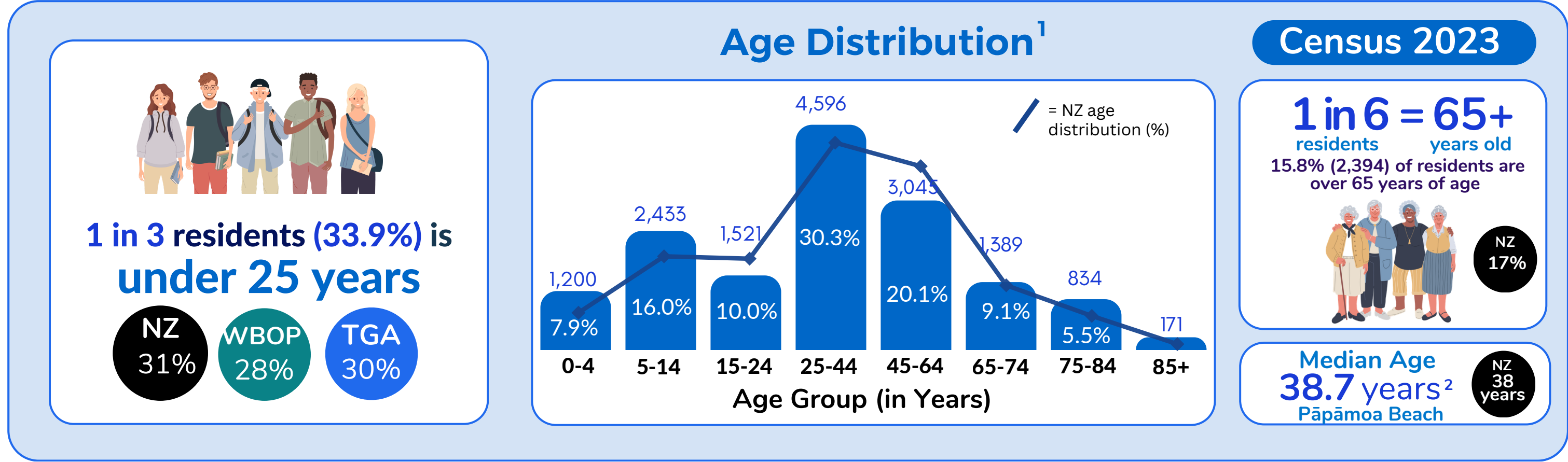
5,829 Additional residents since 2028



Data collated within this summary is for Pāpāmoa East combining data from the Statistical Area Units (SA2s) of Pāpāmoa Beach South; Wairakei East, Motiti; Wairakei Central and Wairakei East-Te Tumu (as pictured).

Pāpāmoa East is informally acknowledged to be the area along the coastline from Parton Rd east to the Kaituna River, and bounded by State Highway 2 (Tauranga Eastern Link Toll Road).

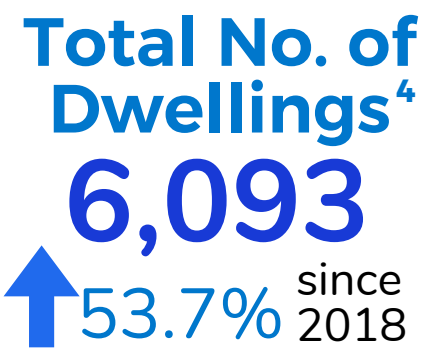
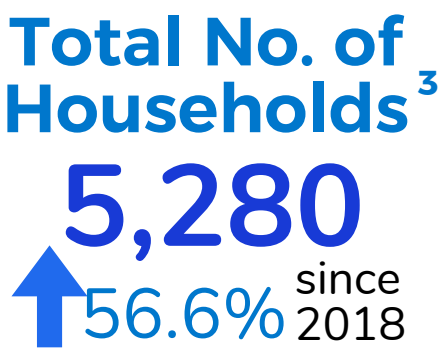
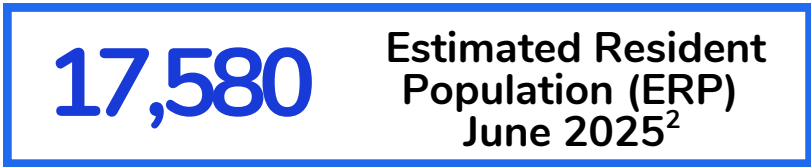
The SA2 unit of Pāpāmoa Beach South also takes in several streets west of Parton Rd - running along Pāpāmoa Beach Rd to Grant Place, and south to the Wairakei Reserve (encompassing a section of Dickson Rd, including Dalton Drive, Blake Boulevard, Butterworth Drive, Coutts St and McCullum Place)



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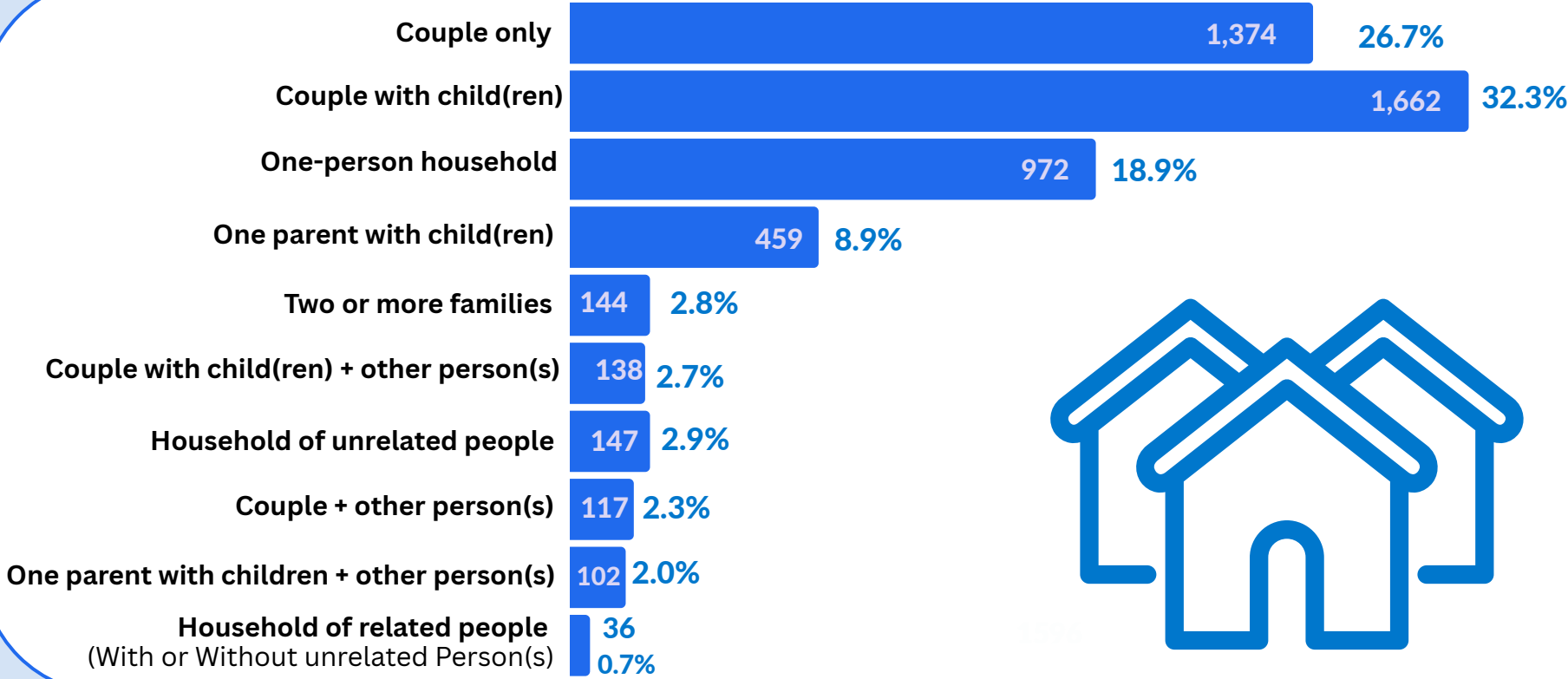
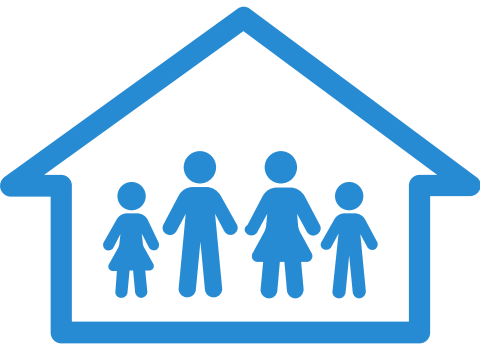
HOUSEHOLDS & HOUSING

Census 2023



Household Composition³

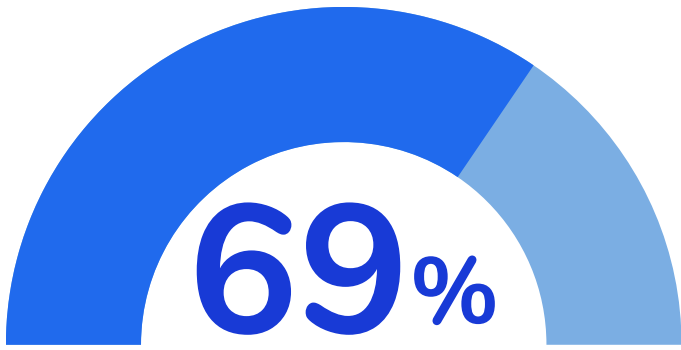
46% of households in Pāpāmoa East are families with children



HOUSING

Census 2023

Home Ownership³



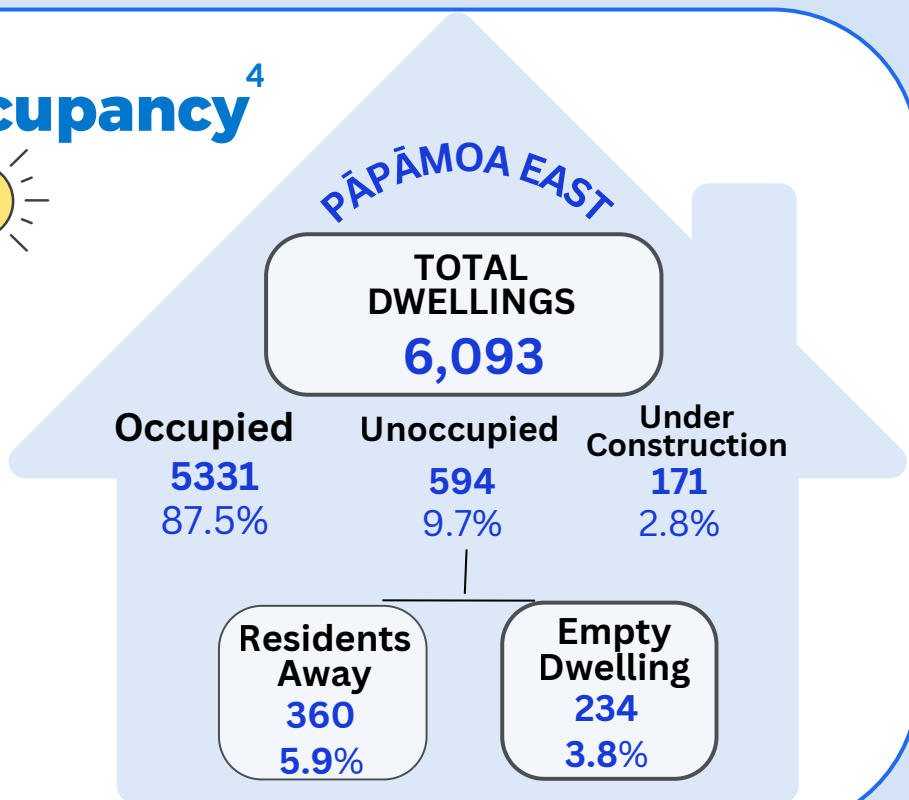
Proportion of households, who own (or partly own) the dwelling they usually live in or hold the dwelling in a family trust



Pāpāmoa East home ownership rates are similar to home ownership rates across Tauranga and NZ

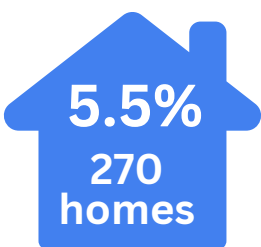
Dwelling Occupancy⁴

Pāpāmoa East dwelling occupancy rate (87.5%) is similar to the national dwelling occupancy levels



Adequacy of Housing Stock Occupied Private Dwellings

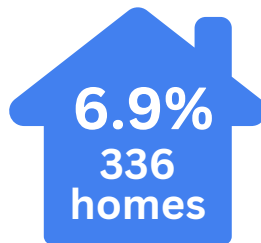
Mouldy Homes⁴



of homes have mould over an A4 size sometimes or always



Damp Homes³



of homes are damp sometimes or always

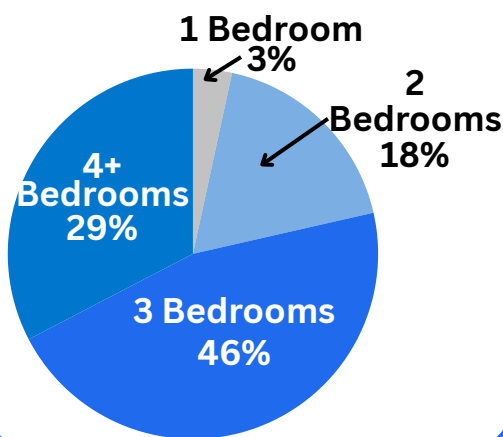


Household Crowding⁵

138 Crowded households (Households need one bedroom)

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

No. of Bedrooms



2,076 Households have 1 bedroom spare

1,953 Households have 2 or more bedrooms spare

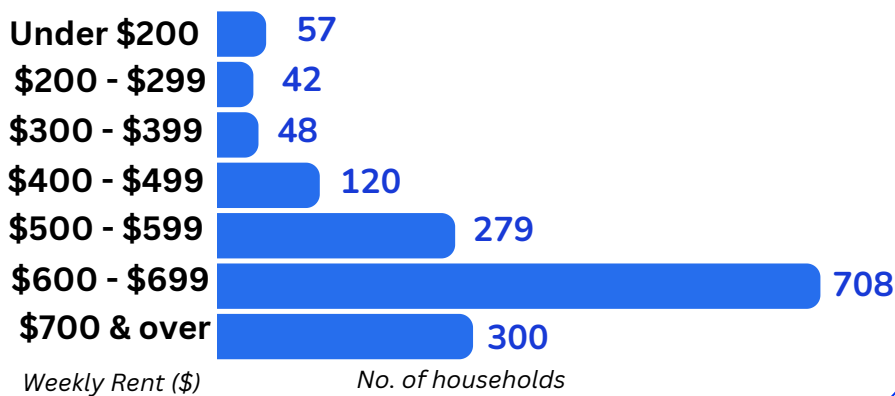
Rental Cost³

\$605
Feb 2023

↑34%
Since 2018

Median Weekly rent paid by Households Pāpāmoa Beach SA3

Weekly Rent Distribution - Pāpāmoa East



Tenancy Services

Pāpāmoa (Beach) Median Rent Range **\$720 - \$730⁶**
1 Jun - 30 Nov 2025

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 as at 30 June 2025. See Stats NZ Place Summary, Selected Pāpāmoa Beach South - Motiti; Wairakei West - Wairakei Central; Wairakei East-Te Tumu. Estimated resident population is based on the census usually resident population counts with additions for: usual residents who were temporarily overseas on census night, & population change between census night and the date of the estimate, from births, deaths, and migration (within New Zealand and to / from other countries).
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. NB Rent Distribution is for all Pāpāmoa East SA2s. The median weekly rent is only available for the Pāpāmoa Beach SA3.
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 Pāpāmoa is given as a range (as different median rents are given for two distinct areas - "Pāpāmoa" and "Pāpāmoa Beach"). The rent range provided is for the 6 month period from 1 June - 30 Nov 2025

Infographics created by:



February 2026

PĀPĀMOA EAST DATA SUMMARY

INCOME & COMMUNITY

Median Household Income¹

Census 2023

\$99,500
Pāpāmoa SA3

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

Pāpāmoa Beach South	\$88,400
Motiti	\$116,500
Wairakei West	\$100,600
Wairakei Central	\$120,500
Wairakei East - Te Tumu	\$97,100

The median household income across the Pāpāmoa SA2 areas is **HIGHER** than the national median income, and that of Tauranga city (with the exception of Pāpāmoa Beach South SA2)

NZ	\$97,000
WBOP	\$88,600
TGA	\$95,400



Household Income¹



26%

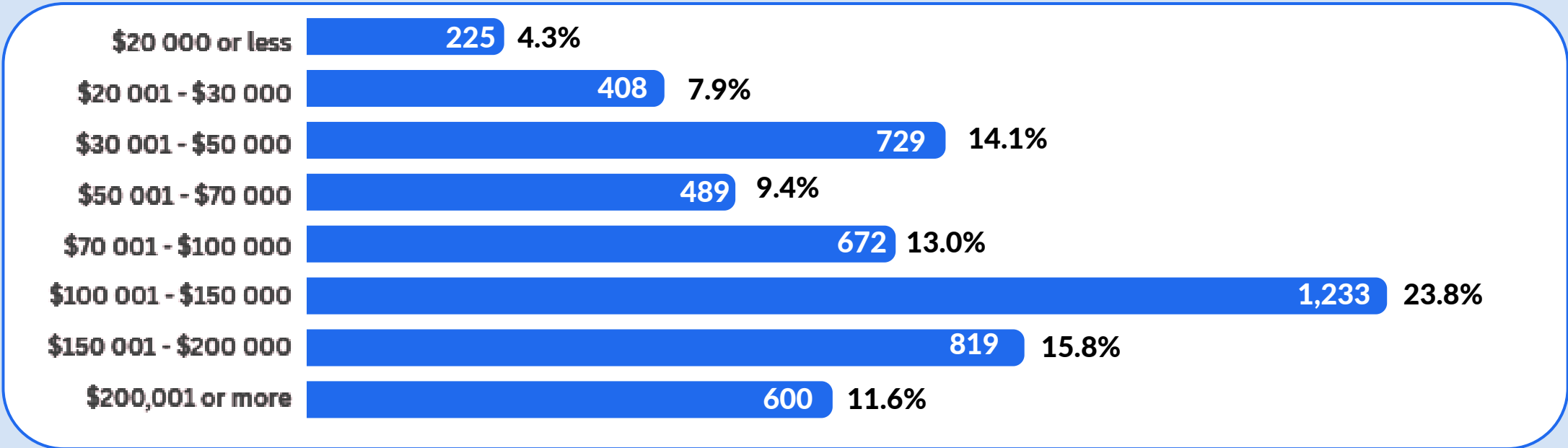
of Pāpāmoa East households (1,362) had incomes of less than \$50,000 in 2023

NZ27%

WBOP30%

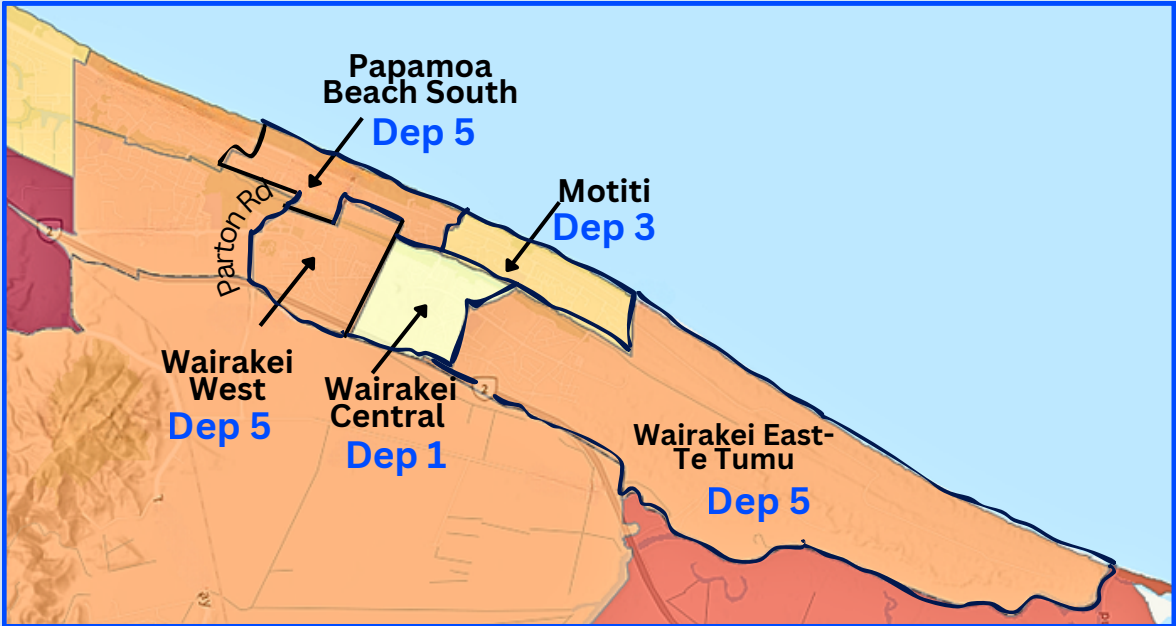
TGA28%





Deprivation Levels (at SA2 level)²

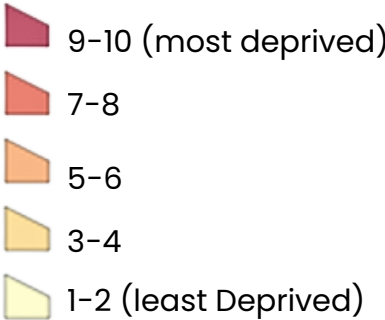
The New Zealand Index of Deprivation (NZDep) is an area-based measure of relative socio-economic deprivation (based on variables (outlined in Table to right). A community with a rating of decile 1 is the least deprived, decile 10 is most deprived.



Pāpāmoa East has low overall Deprivation Index numbers ranging from Dep 1 - Dep 5.

The averaged NZDep scores across the whole of each area, show only part of the story however. Appendix 2 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 2 for Deprivation Index numbers drilled down to smaller (SA1) areas.

Vehicle Access¹



129

Households had no vehicle available for private use

Internet Access¹



291

Households had no access to internet at home

Businesses & Volunteering

1,314³
Businesses
are based in
Pāpāmoa East
Feb 2025

1 in 5 Pāpāmoa East businesses are in the construction sector³

273 (21%) Construction	222 (17%) Rental, Hiring & Real Estate Services
156 (12%) Professional, Scientific and Technical Services	90 (4%) Administrative and Support Services

921⁴ (9.6%)

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:

- Stats NZ Census 2023 - Totals by topic for households (RC, TALB, UR, SA3, SA2, Ward, Health), 2013, 2018, and 2023 Censuses
- University of Otago (2024). Socioeconomic Deprivation Indexes: NZDep and NZiDep. Department of Public Health
- Business Demographics (Stats NZ, Feb 2025). [https://tools.summaries.stats.govt.nz/places/-Pāpāmoa Beach South/Motiti; Wairakei West/Wairakei Central; Wairakei East-Te Tumu](https://tools.summaries.stats.govt.nz/places/-Pāpāmoa%20Beach%20South/Motiti%20Wairakei%20West/Wairakei%20Central/Wairakei%20East-Te%20Tumu)
- See Work & Labour Force Status and Unpaid work - Stats NZ Census 2023 - Totals by Topic for Individuals (RC, TALB, SA2), 2023.

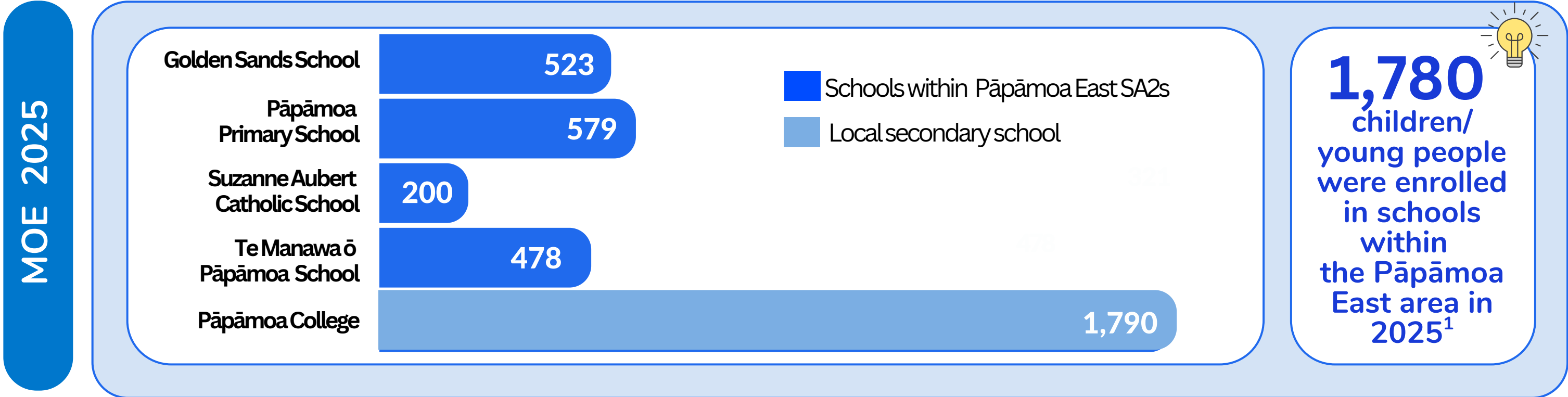
Infographics supplied by:



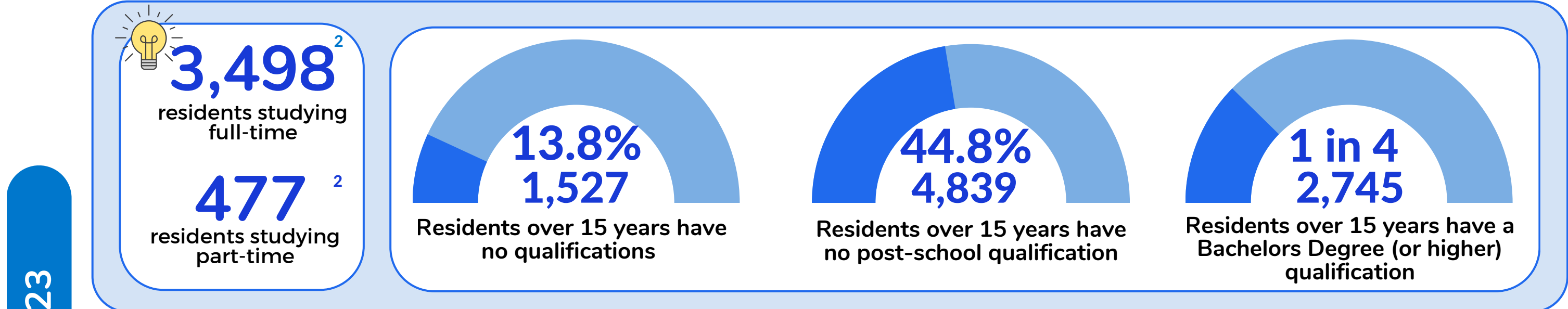
PĀPĀMOA EAST DATA SUMMARY

EDUCATION & EMPLOYMENT

Pāpāmoa East School Rolls ¹

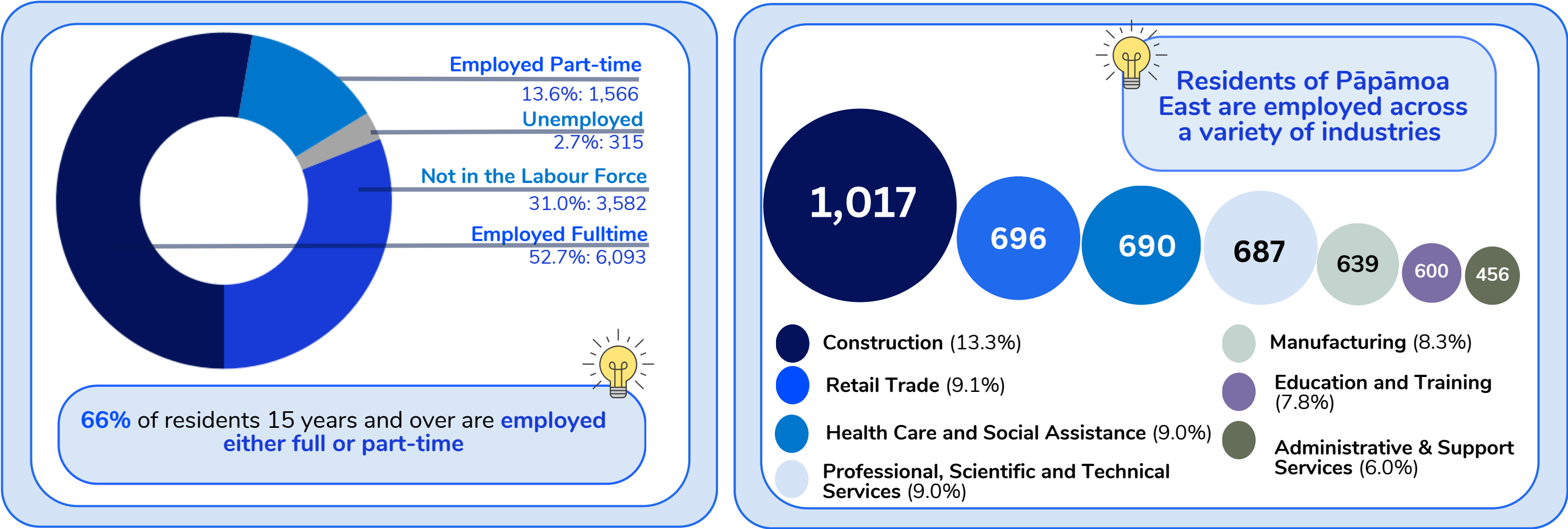


Education Indicators ²

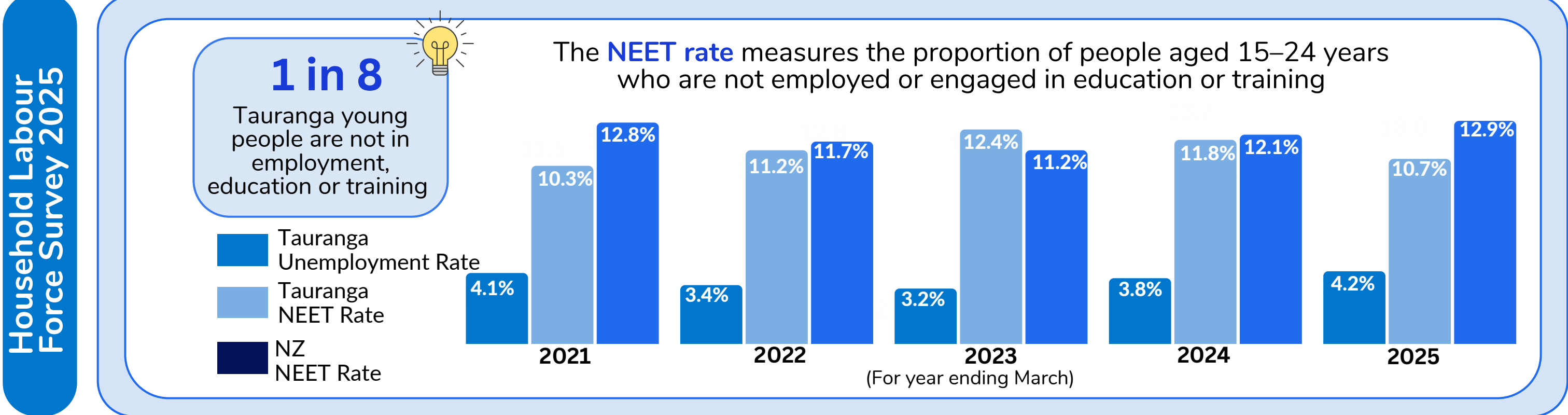


Work & Labour Force Status ²

Local Employment ²



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



Source Info:

1. Ministry of Education (1 July 2025). [Education Counts | School Rolls | July School Roll Return dashboard](#) (accessed 14 October 2025). Pāpāmoa College is the local secondary school. It is located just outside of the Pāpāmoa East SA2's and its catchment covers the wider Pāpāmoa Beach area.

2. 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+/week. For all education, work & employment stats see: [Totals by topic for individuals, \(TALB, SA3, SA2\), 2018 & 2023 Censuses](#)

3. Stats NZ Household Labour Force Survey in [Infometrics Report - NEETS | Tauranga City & Infometrics Report - Unemployment | Tauranga City](#) (accessed 31 Jan 2026).

PĀPĀMOA EAST DATA SUMMARY

Appendix 1: Spotlight on Cultural Diversity¹



While the majority (**71%**) of Pāpāmoa East residents identify their ethnicity as “**NZ European**”, around **one in five (19%)** identify as **Māori**.

A diverse array of ethnic groups are represented within the population. Twenty-seven 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
10,728 Residents

Māori
2,841 residents

Asian 1512

Ethnicity	Count
Japanese	36
Korean	78
Other SE Asian	84
Chinese	171
Filipino	120
Other Asian	66
Indian	945

Other Ethnicity
141

European 1479

Ethnicity	Count
European nfd	114
Australian	123
Italian	39
Other European ²	792
British and Irish	513
Dutch	123
German	54
South Slav	39

Pacific Peoples 612

Ethnicity	Count
Niuean	39
Other Pacific Peoples	72
Tokelauan	21
Samoan	285
Cook Island Māori	138
Tongan	90
Fijian	36

Middle Eastern/Latin American/African 393

Ethnicity	Count
Latin American	330
African	30
Middle Eastern	24

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
2. The category “Other European” (Level 3) is a grouping of 36 European ethnicities including: French, Spanish, American, South African European, Russian.



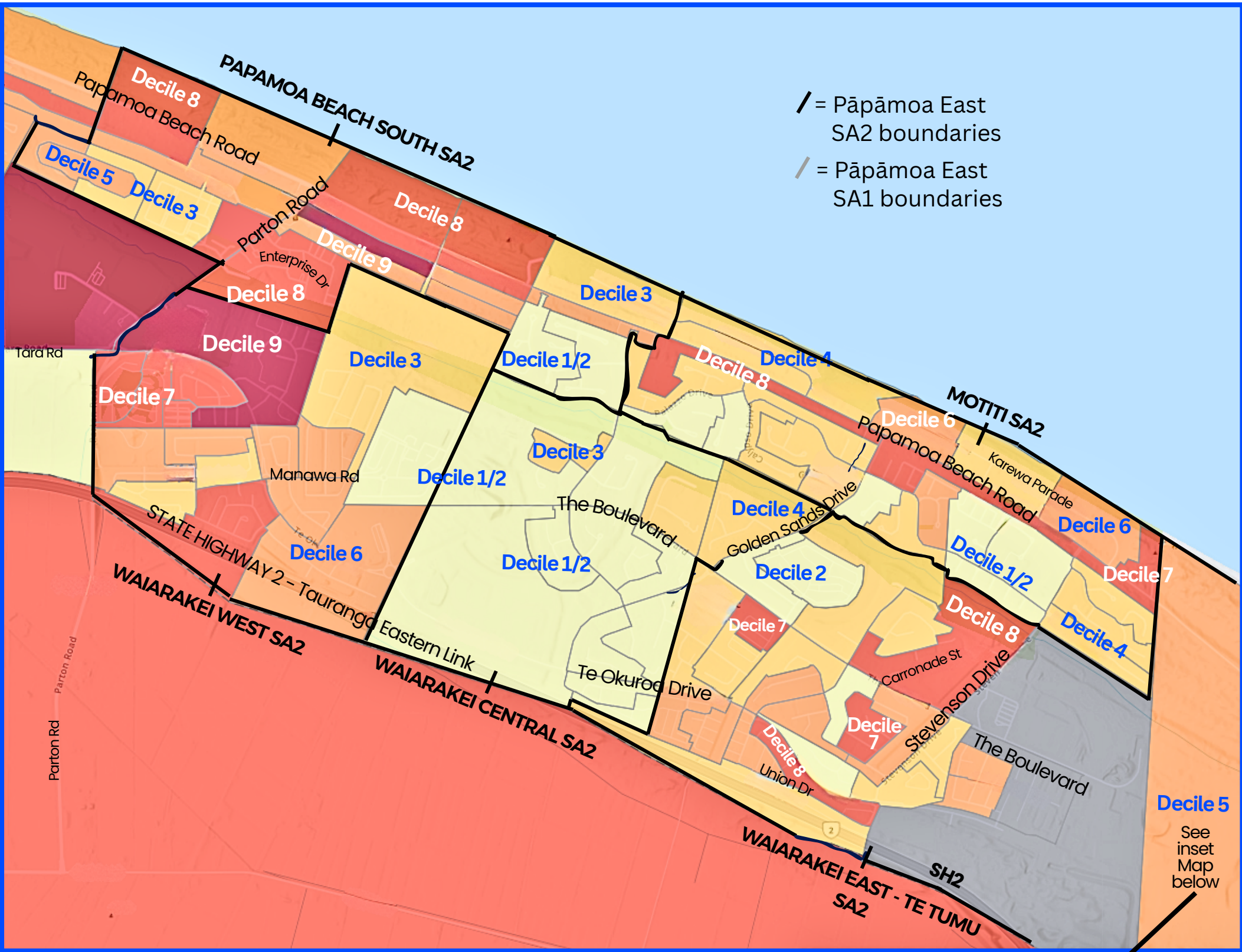
Infographics supplied by:
Community Insights
February 2026

PĀPĀMOA EAST DATA SUMMARY

Appendix 2: Spotlight on Deprivation¹

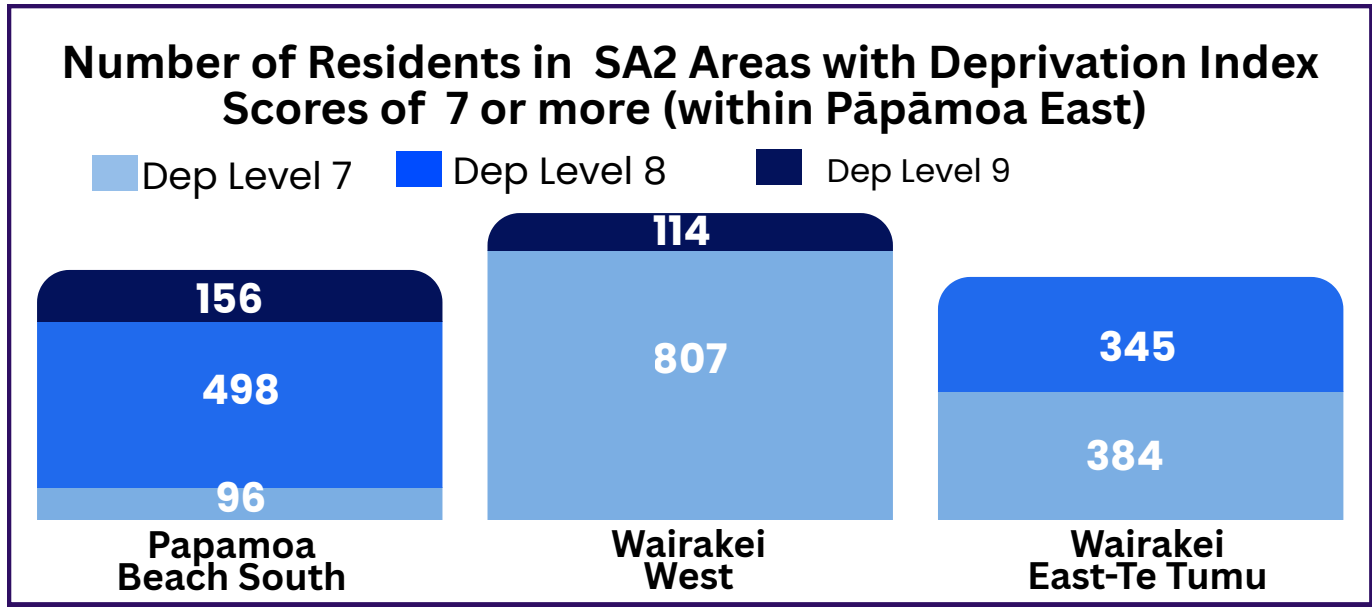
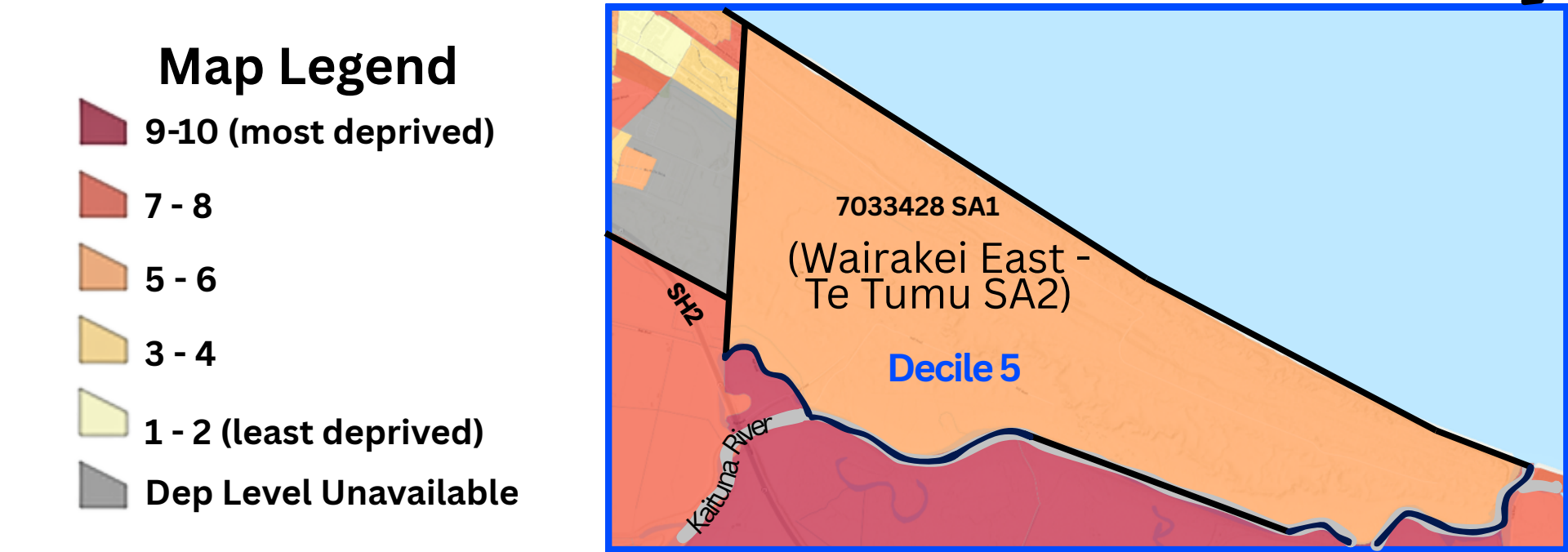
Pāpāmoa East Deprivation Levels NZ Index of Deprivation 2023 Statistical Area 1 (SA1)

The maps provide information on socioeconomic deprivation, based on 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).



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 show the deprivation scores of neighbourhoods within Pāpāmoa East. 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.



Of the Pāpāmoa East usually resident population, **2400 residents (15.8%)** live in communities with deprivation index numbers of 7 or higher

These maps display NZDep2023 by statistical area 1 (SA1) - grey lines. 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

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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.