

TE PUKE TOWNSHIP 2025 DATA SUMMARY

HE TANGATA
OUR PEOPLE

Census 2023

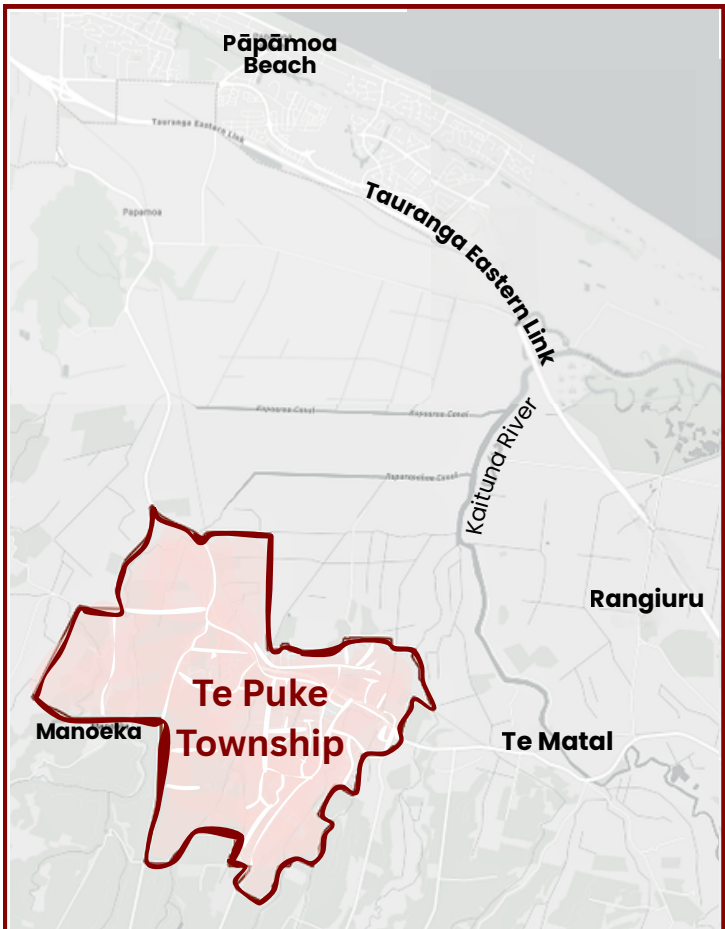
9,114

Te Puke
Population¹

↑ 5.6% since 2018

10,400

Estimated Resident
Population (ERP)
June 2025²



In conjunction
with



Western
Bay of Plenty
District Council

Data collated within this Summary are based on Statistics NZ SA3 (Statistical area unit 3) area boundaries for the Te Puke township.

The boundaries of the area run from Manoeka Rd through the township, including Seddon St (up to Ben Keys St), and ends on the edge of the Te Puke Old Cemetery (where it intersects with Te Puke Highway and includes the early part of No1 Rd).

The SA3 boundaries extend south to the point where No3 Rd intersects with No 4 Rd, including No 2 Rd, just past the intersection with Dudley Vercoe Drive.

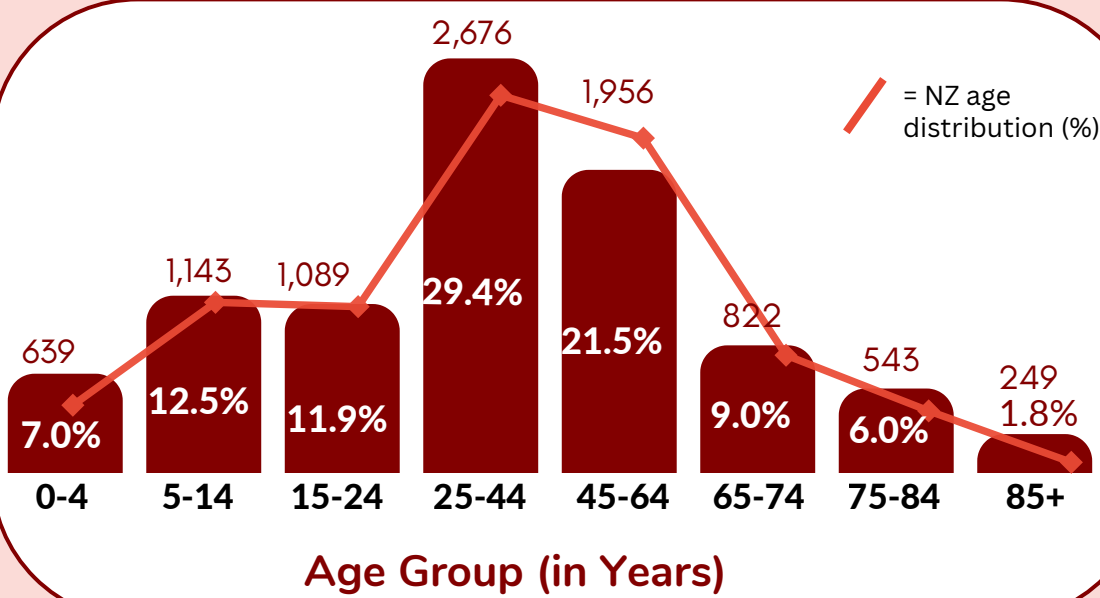
Census 2023



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

NZ 31%
WBOP 28%
TGA 30%

Age Distribution¹



1 in 5 = 65+

residents years old
17.7% (1,614) of residents
are over 65 years of age

NZ 17%

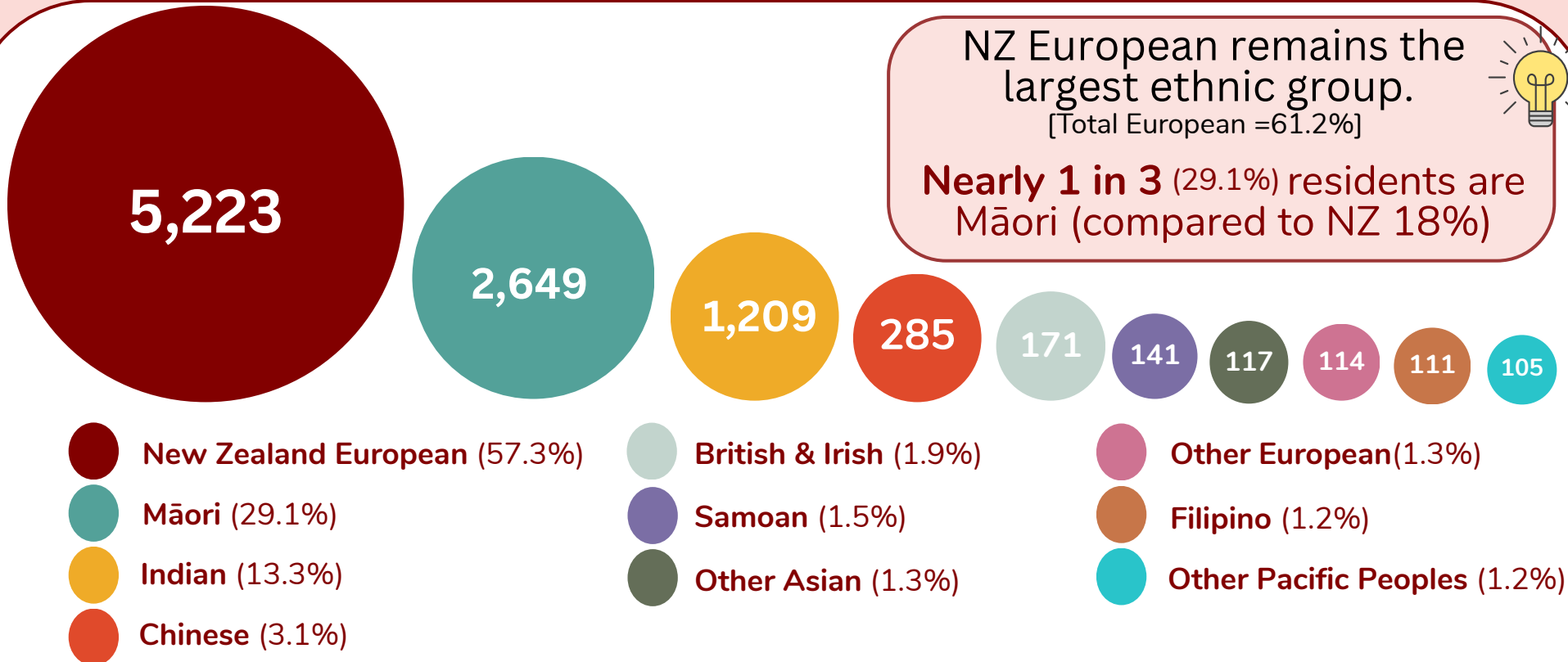
Median Age

36 years

NZ 38 years



Ethnic Makeup of Community¹ 10 largest Ethnic Groups



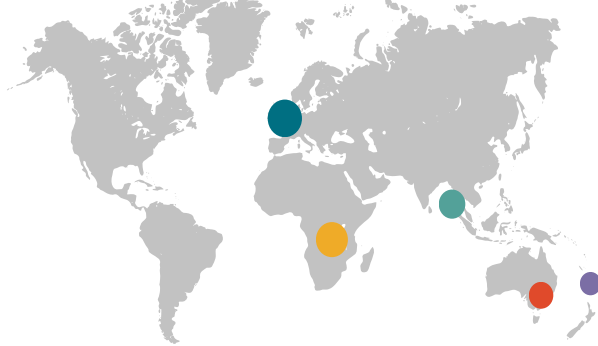
NZ European remains the
largest ethnic group.
[Total European = 61.2%]

Nearly 1 in 3 (29.1%) residents are
Māori (compared to NZ 18%)

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

Birthplace¹

74.2% = Born in NZ
6,669



Top five overseas Birthplaces

- Asia (15.1%)
- United Kingdom & Ireland (3.6%)
- Australia (2.1%)
- Pacific Islands (1.7%)
- Middle East & Africa (1.3%)

Census 2023

People with Disabilities³

636 residents live with
a disability (9.7%)

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

Rainbow (LGBTIQ+)¹

195



Local residents
identify as
LGBTIQ+ (3.3%)

Languages Spoken¹

(in addition to English)

TOP 5

Punjabi	Māori	Hindi	Northern Chinese	Spanish
708	642	147	123	84
7.8%	7.0%	1.6%	1.4%	0.9%

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 - Te Puke
- 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:

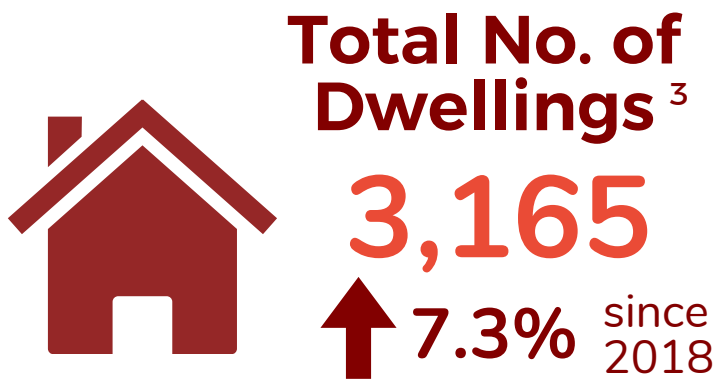
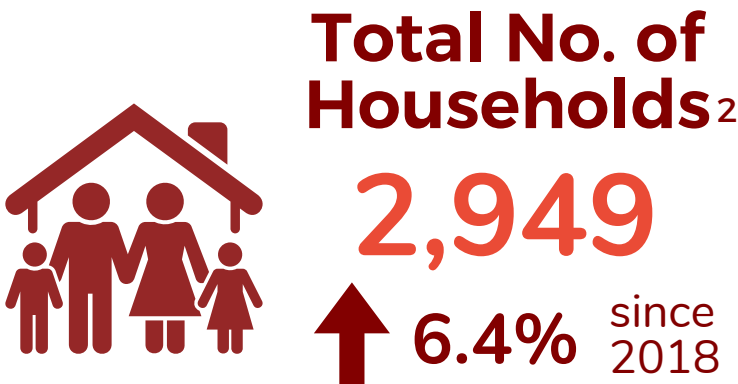


Updated Feb 2026

TE PUKE TOWNSHIP 2025 DATA SUMMARY

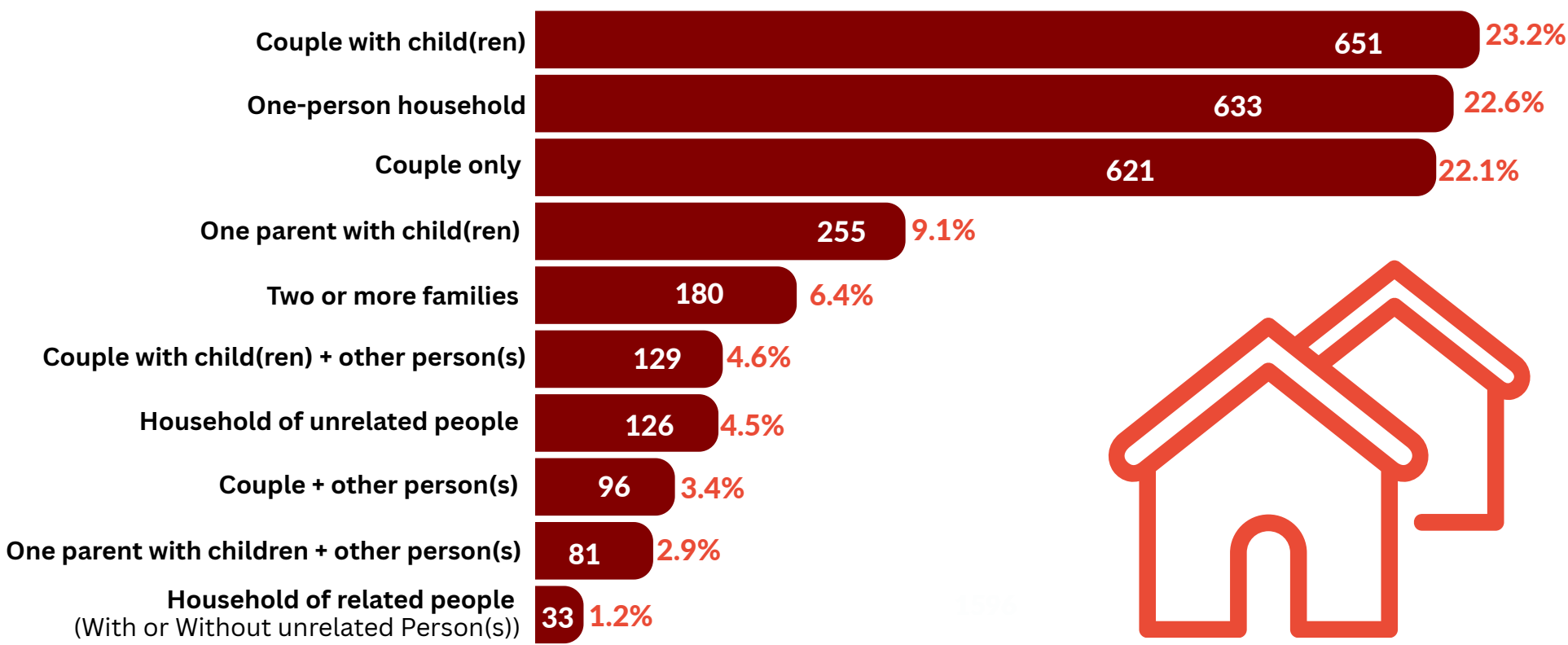
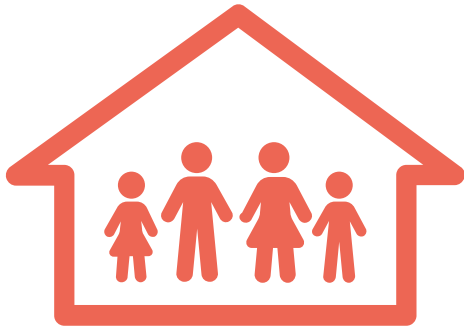
HOUSEHOLDS & HOUSING

Census 2023



Household Composition²

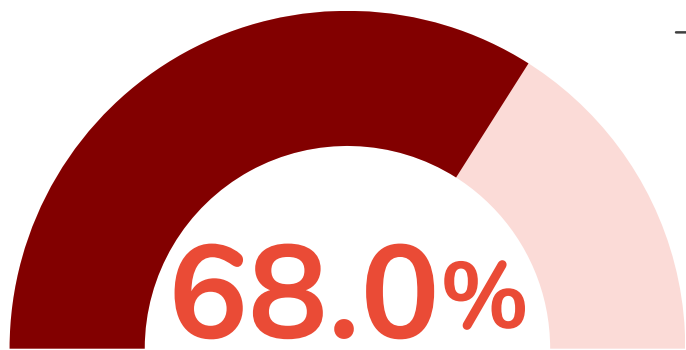
44.7% of households in the Te Puke area are **people living alone** or **couple-only** households



HOUSING

Census 2023

Home Ownership²



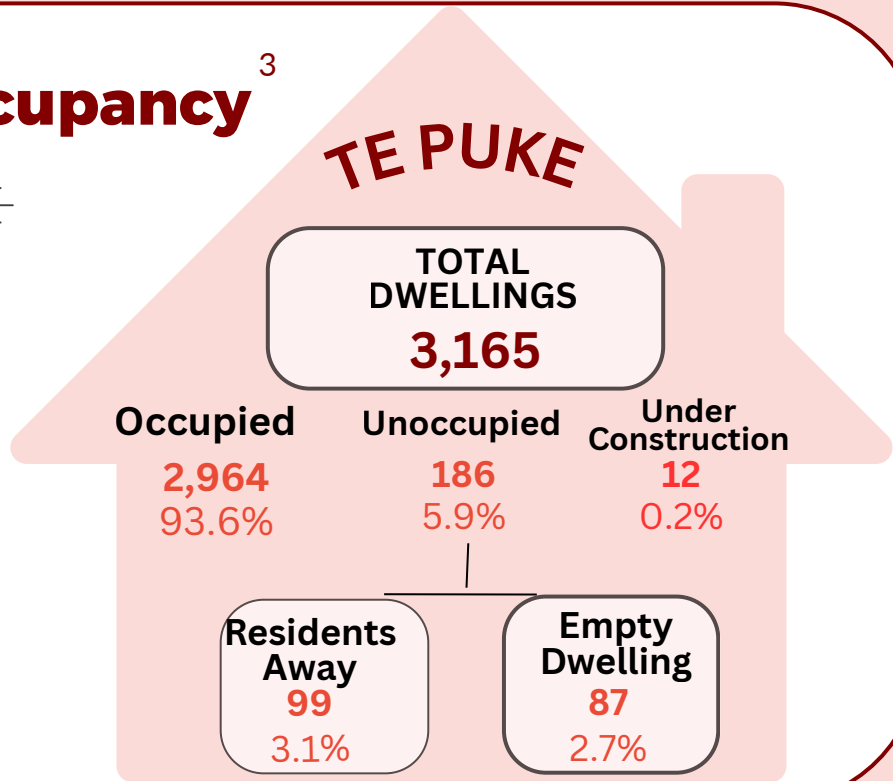
Proportion of households, who own (or partly own) the dwelling they usually live in or hold the dwelling in a family trust



2 out of 3 households in Te Puke own their own homes, a similar proportion to Tauranga & NZ

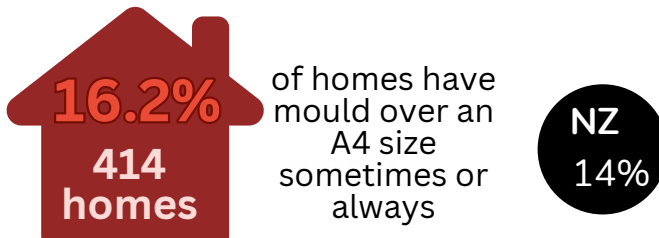
Dwelling Occupancy³

Te Puke has a **high occupancy rate (93.6%)** for its dwellings

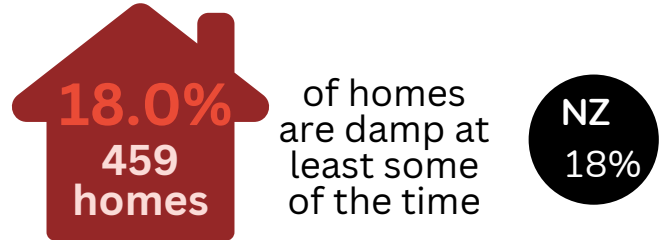


Adequacy of Housing Stock Occupied Private Dwellings

Mouldy Homes³



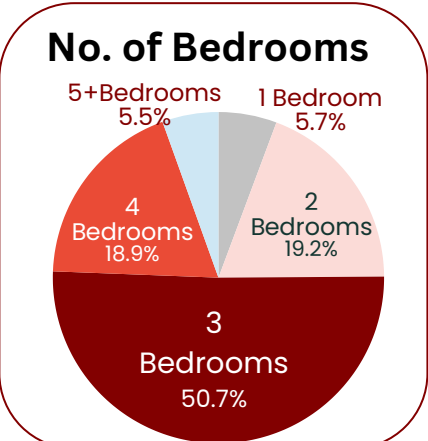
Damp Homes³



Household Crowding⁴

177 Crowded households (Households need one bedroom)

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

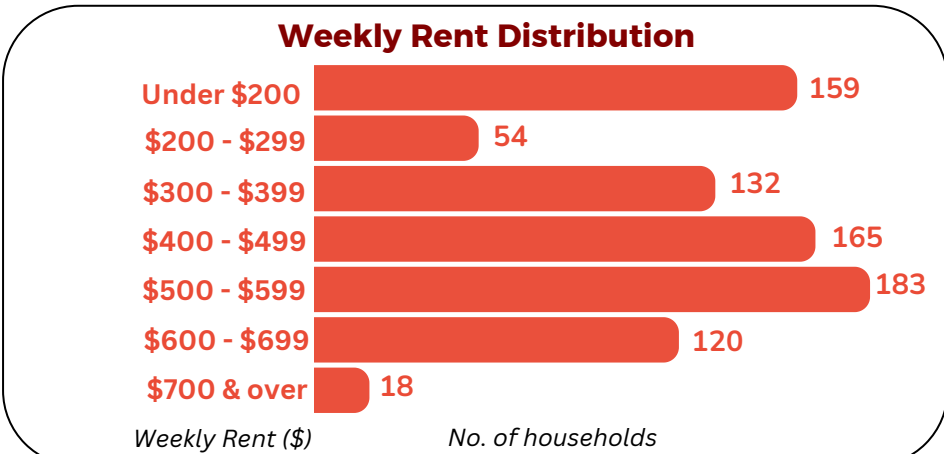


912 Households have 1 bedroom spare

999 Households have 2 or more bedrooms spare

Rental Cost²

\$444 ↑ **48.0%** Median Weekly rent paid by Households Since 2018



Tenancy Services

Te Puke Median Rent **\$643⁵** December 2025

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 the 6 month period 1 Jul - 31 Dec 2025

TE PUKE TOWNSHIP 2025 DATA SUMMARY

INCOME & COMMUNITY

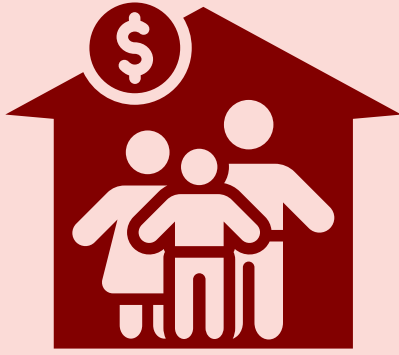
Median Household Income¹

Census 2023

Te Puke Township
\$87,000

Te Puke East **\$77,900**
Te Puke South **\$88,000**
Te Puke West **\$94,600**

The median household incomes of Te Puke East and South are lower 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

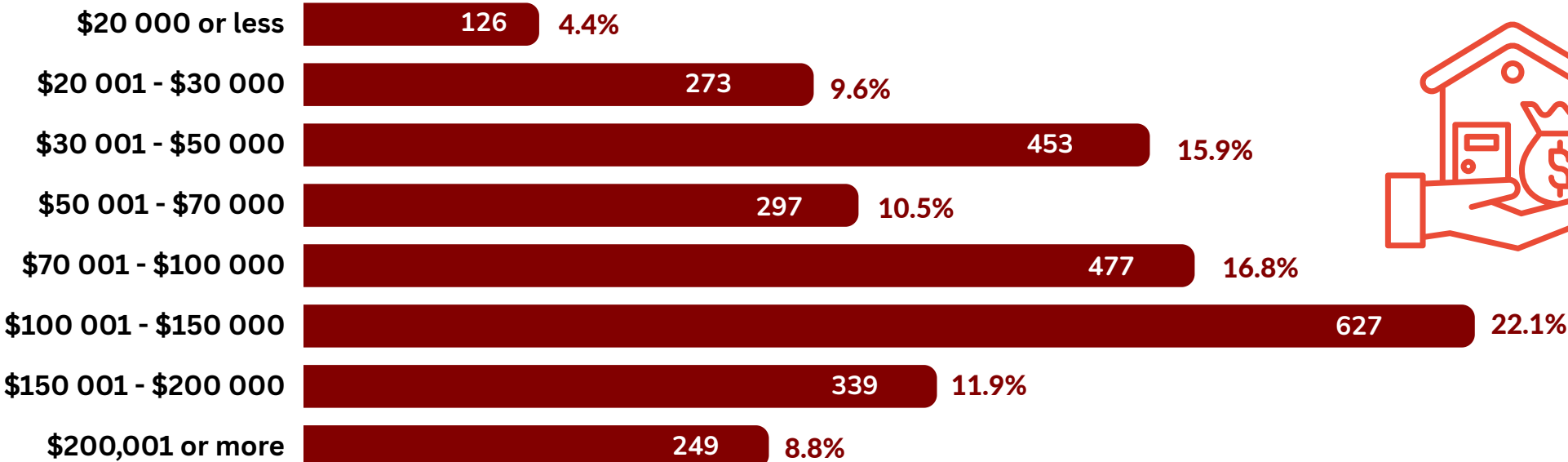
1 in 3 (30.0%)

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

NZ
27%

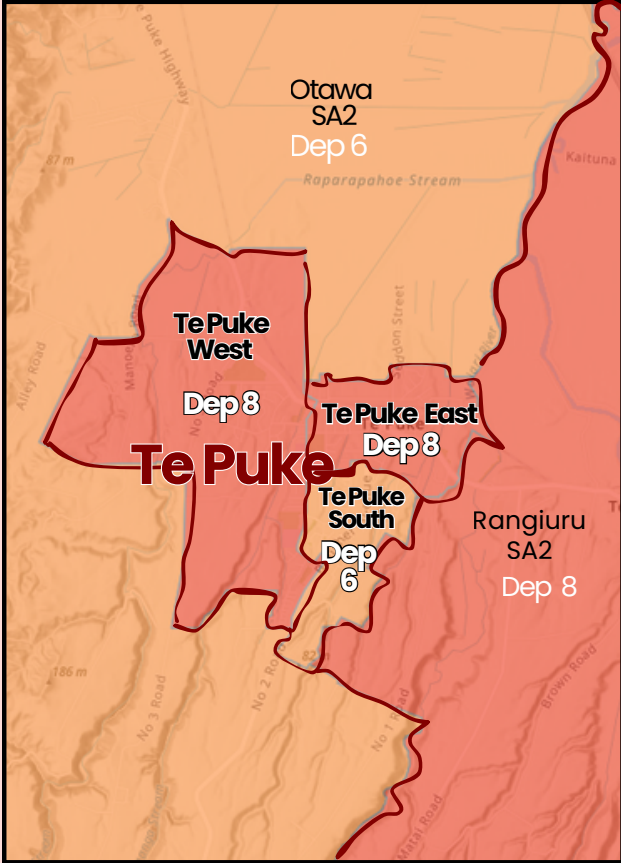
WBOP
30%

TGA
28%



Deprivation Levels²

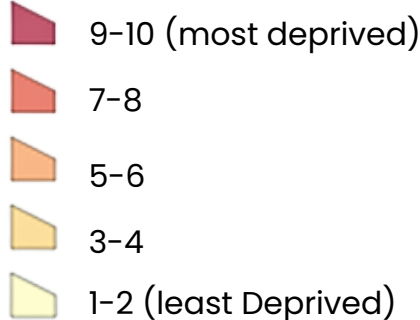
The New Zealand Index of Deprivation (NZDep) is an area-based measure of relative socio-economic deprivation (based on variables (outlined in Table to right). A community with a rating of decile 1 is the least deprived, decile 10 is most deprived.



Te Puke has averaged Deprivation Index numbers of 8 (for Te Puke West & Te Puke East SA2 areas) & Dep 6 for Te Puke South SA2.

The averaged NZDep scores across 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.

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

Vehicle Access¹

135

Households had no vehicle available for private use



Internet Access¹

360

Households had no access to internet at home



Businesses & Volunteering

1,083³

Businesses are based in Te Puke

Feb 2024

Te Puke businesses³
one in four are in the Primary Sector

285 (26.3%)
Agriculture, horticulture, forestry & fishing

132 (12.2%)
Rental, Hiring & Real Estate Services

138 (12.7%)
Construction

71 (6.6%)
Retail

585⁴ (10.8%)

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/SA3/te-puke#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:



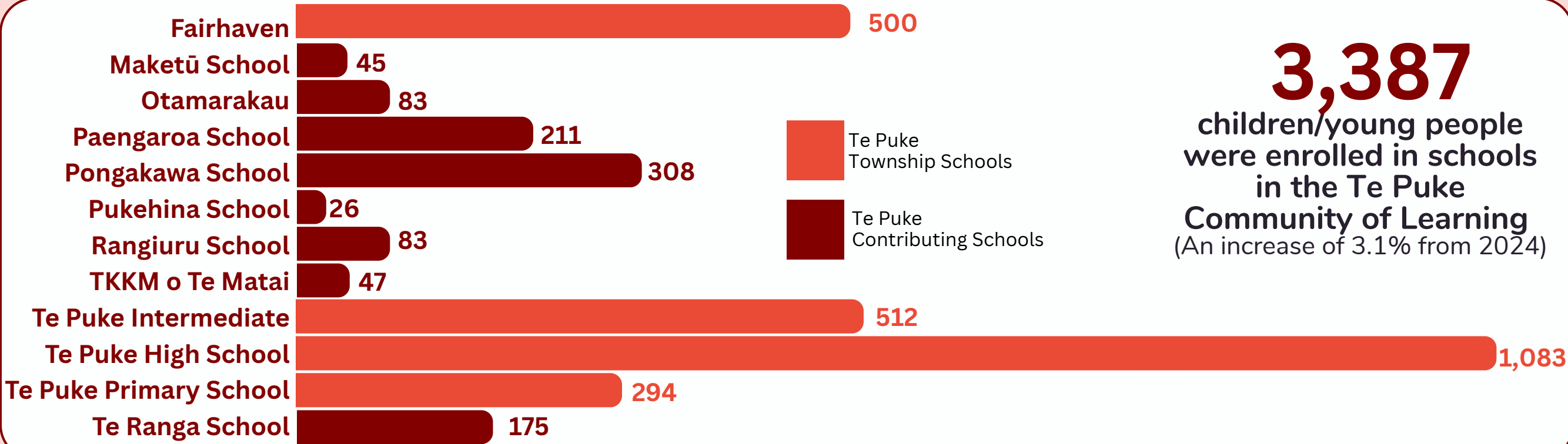
Updated Aug 2026

TE PUKE TOWNSHIP 2025 DATA SUMMARY

EDUCATION & EMPLOYMENT

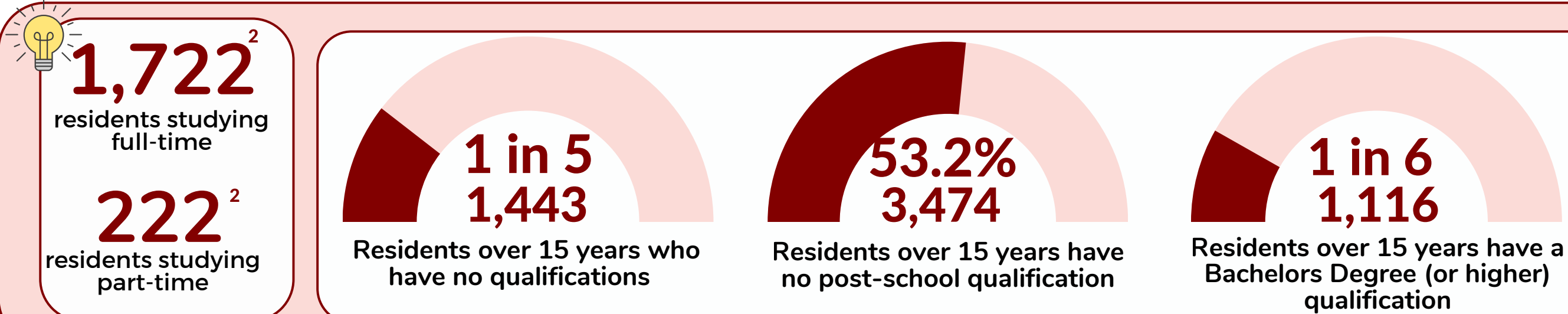
Schools in the Area ¹

MOE 2025

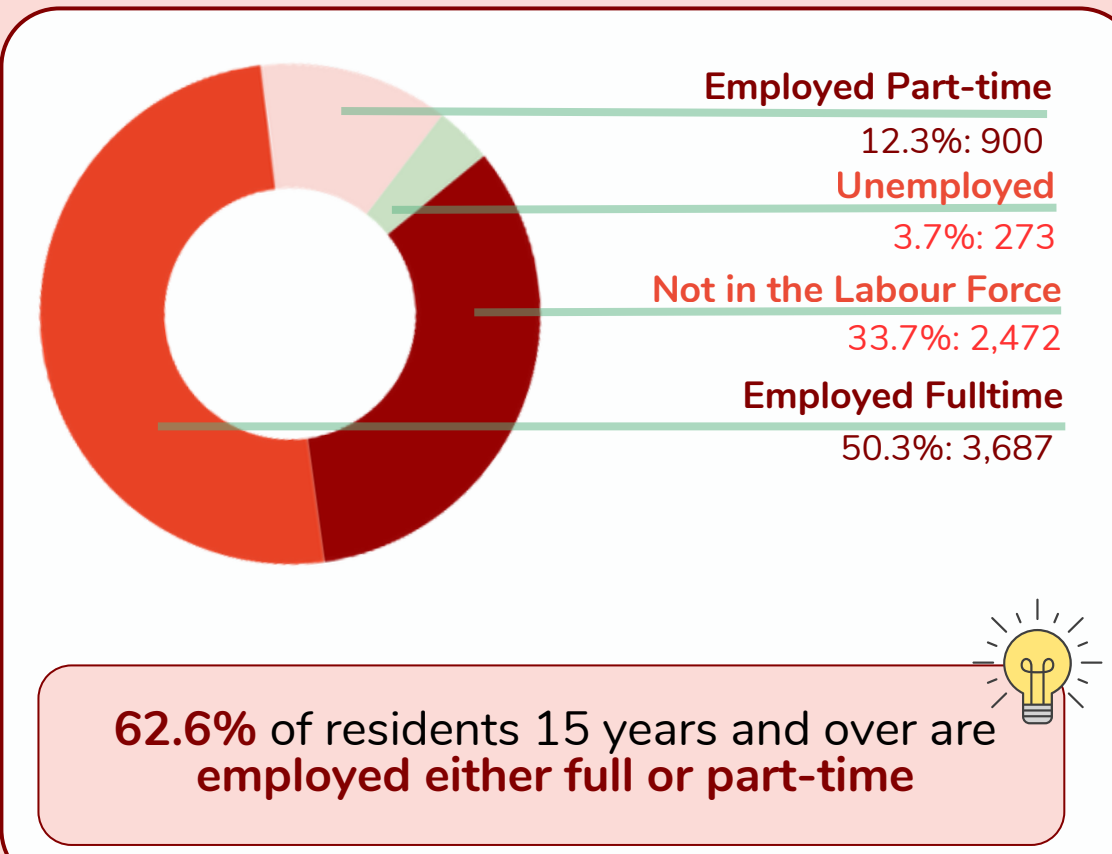


Education Indicators ²

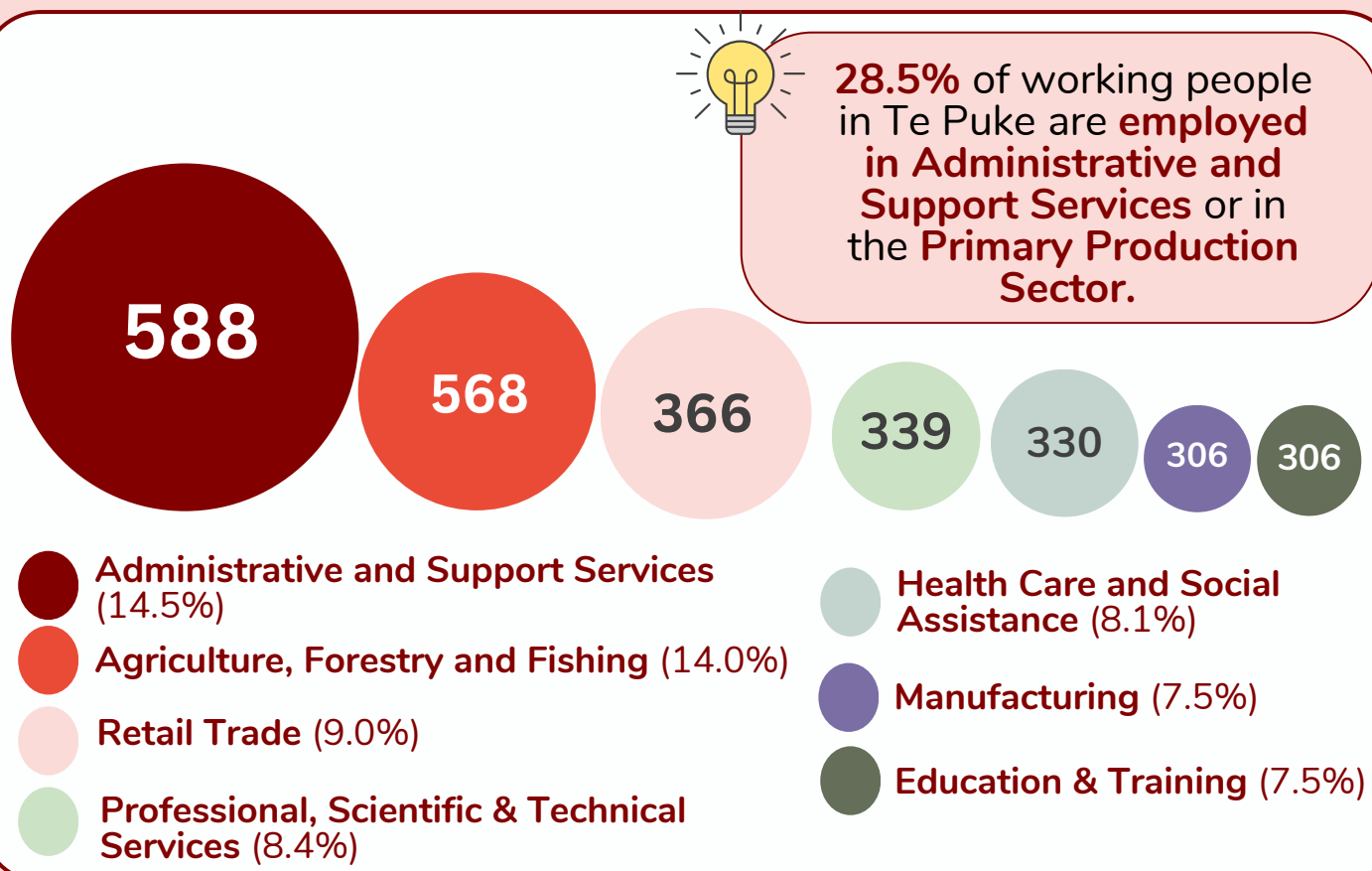
Census 2023



Work & Labour Force Status ²

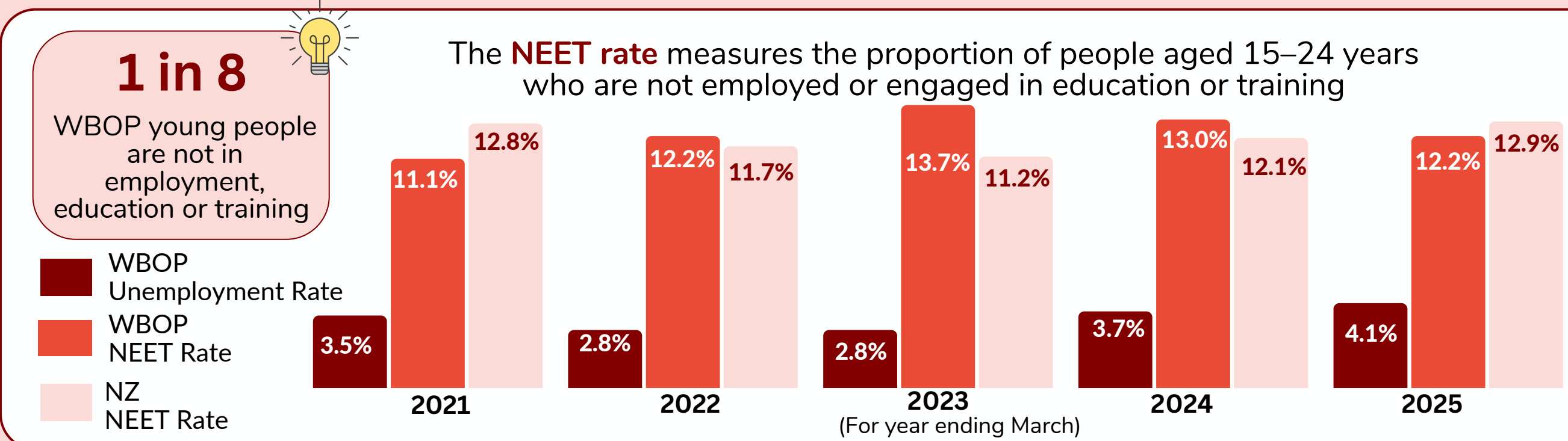


Local Employment ²



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

Household Labour Force Survey 2025



Source Info:

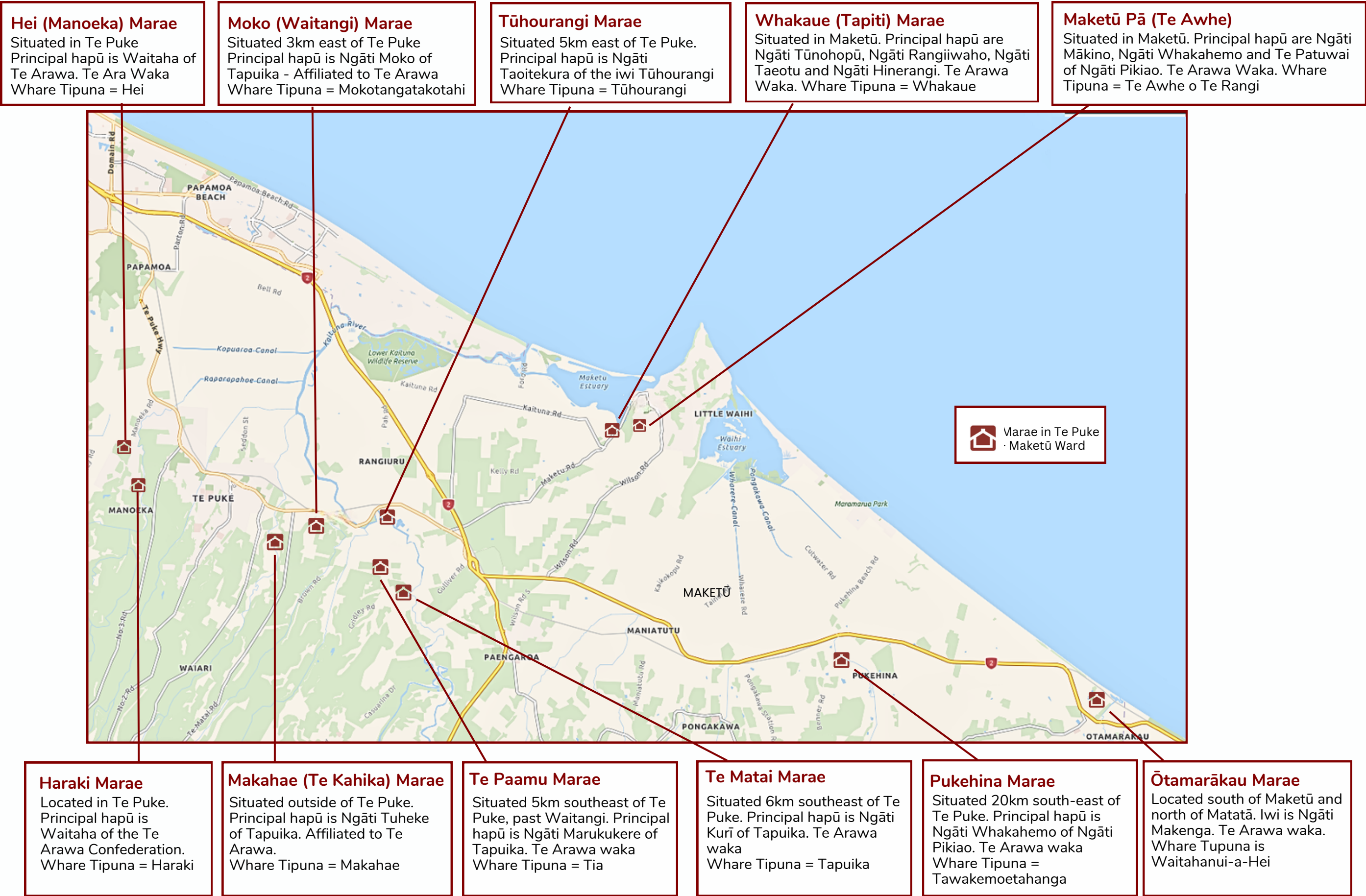
1. Ministry of Education (1 July 2025). [Education Counts | School Rolls](#). NB there may be other young people who commute to schools outside the ward
2. Census 2023 - Study participation includes those "attending, studying, or enrolled in tertiary institutions, school, early childhood education, or 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).

TE PUKE TOWNSHIP

2025 DATA SUMMARY

NGĀ IWI MĀORI

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

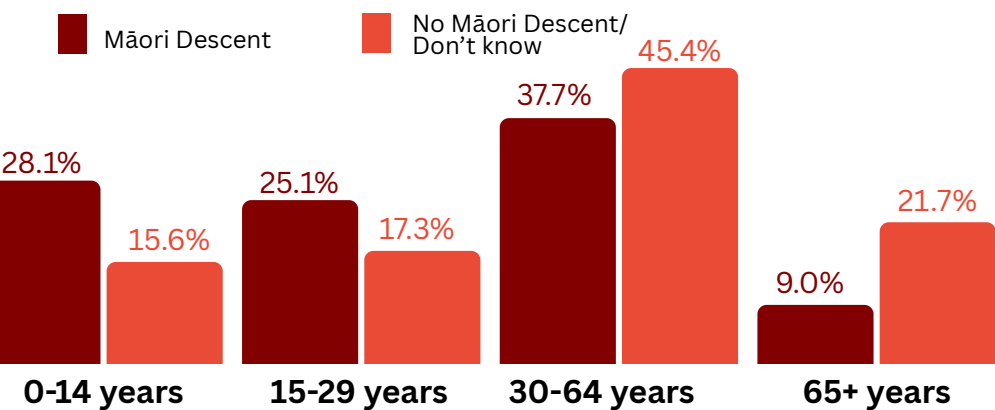


Māori Descent ²

Nearly **1 in 3 (31.5%)** of Te Puke residents have Māori whakapapa (descent).

2,874
Residents of Te Puke 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 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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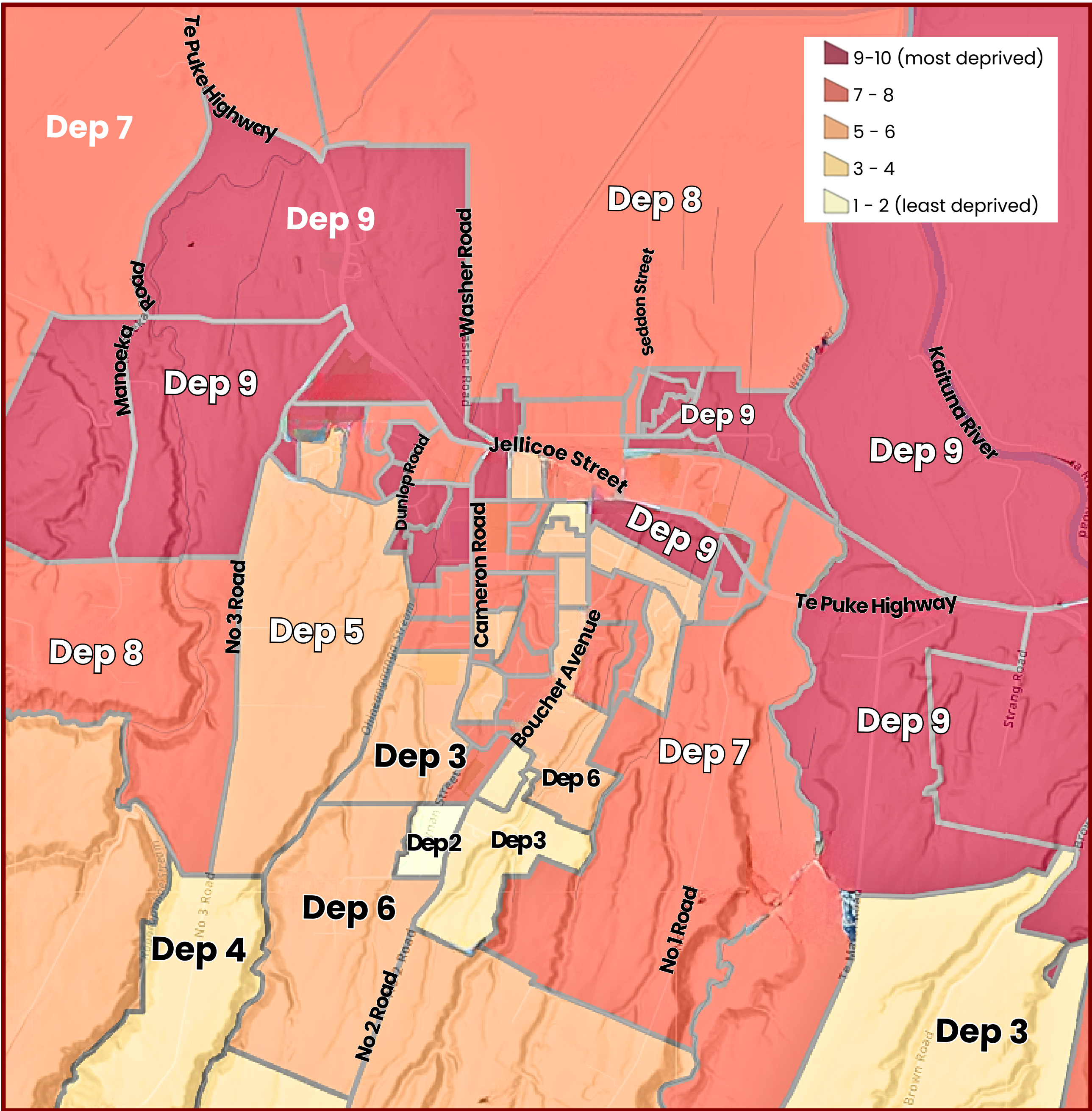


in conjunction with



APPENDIX 1: SPOTLIGHT ON DEPRIVATION ¹

Te Puke 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 smaller areas within within Te Puke township (and the surrounding rural areas) have deprivation levels of 8-10 (high deprivation).