

TE PUNA - MINDEN 2025 DATA SUMMARY

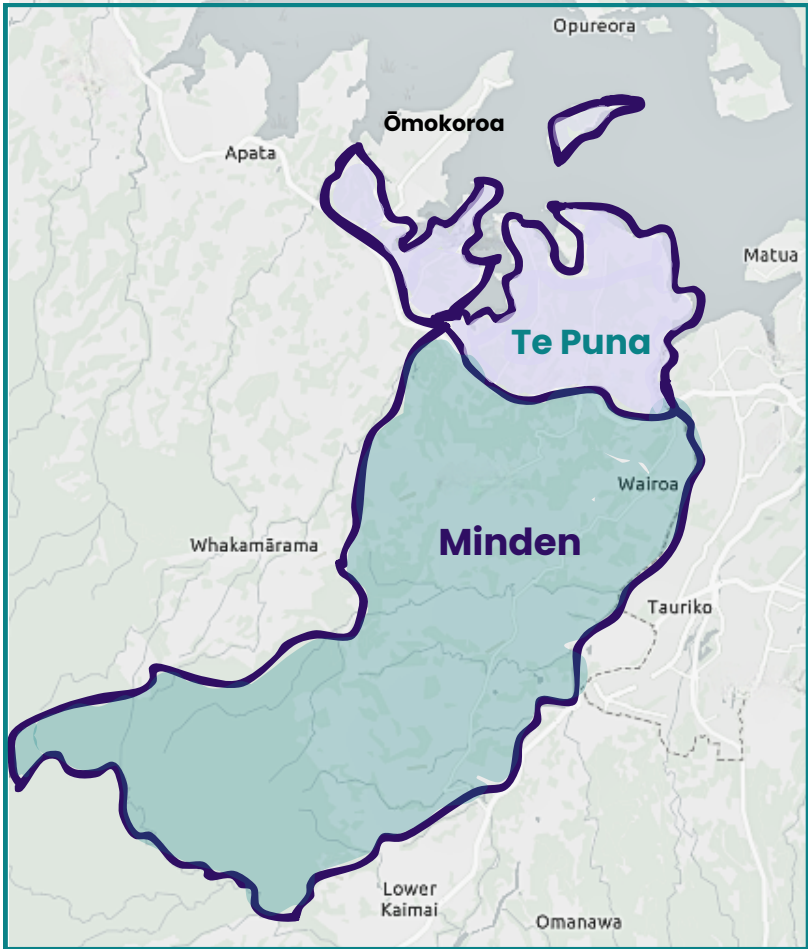
HE TANGATA OUR PEOPLE

Census 2023

5,391
Te Puna / Minden
Population¹

↑6.5% since 2018

5,620
Estimated Resident
Population (ERP)
June 2025²



In conjunction with



Data collated within this Summary are based on Statistics NZ SA2 (Statistical Area Level 2) area boundaries - for Te Puna and Minden.

Te Puna SA2 runs from the point the Waipapa River intersects SH2 (north of Francis Rd). It includes the area from SH2 to Prole Rd on the Ōmokoroa Peninsula, Plummers Point and follows the coast around Te Puna to the Wairoa River.

Minden SA2 follows the Te Puna Stream from where it intersects SH2 all the way up to the Kaimai ridge, including Poripori Rd, and runs from the end of Ngamuwahine Rd back down to where the Wairoa River crosses SH2.

Data from the two areas is combined unless otherwise shown.

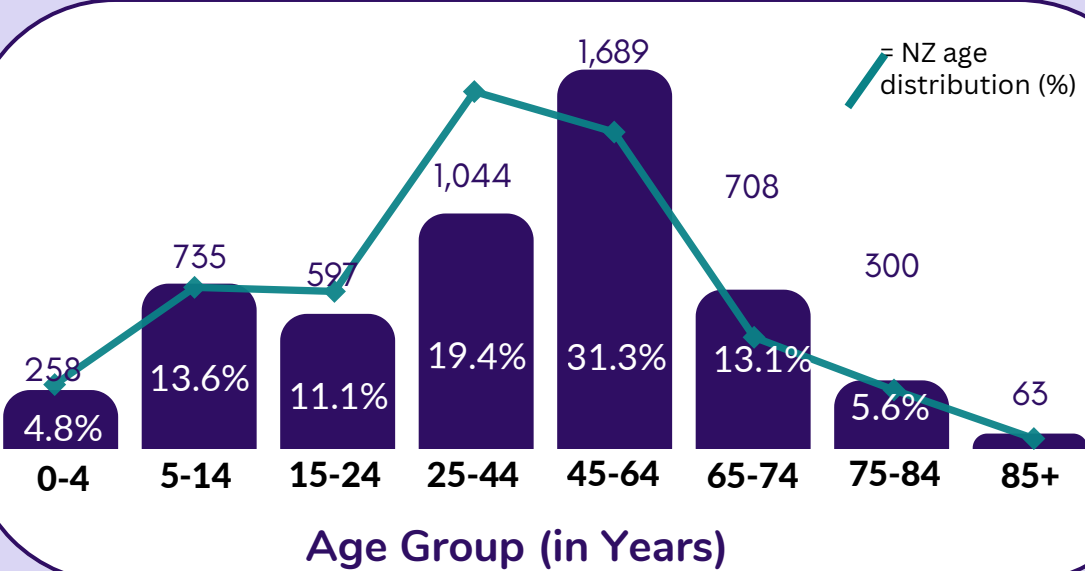
Census 2023



Nearly 1 in 3 residents
(29.5%) are
under 25 years

NZ 31%
WBOP 28%
TGA 30%

Age Distribution¹



1 in 5 = 65+
residents years old

19.9% (1,071) of residents
are over 65 years of age

NZ
17%

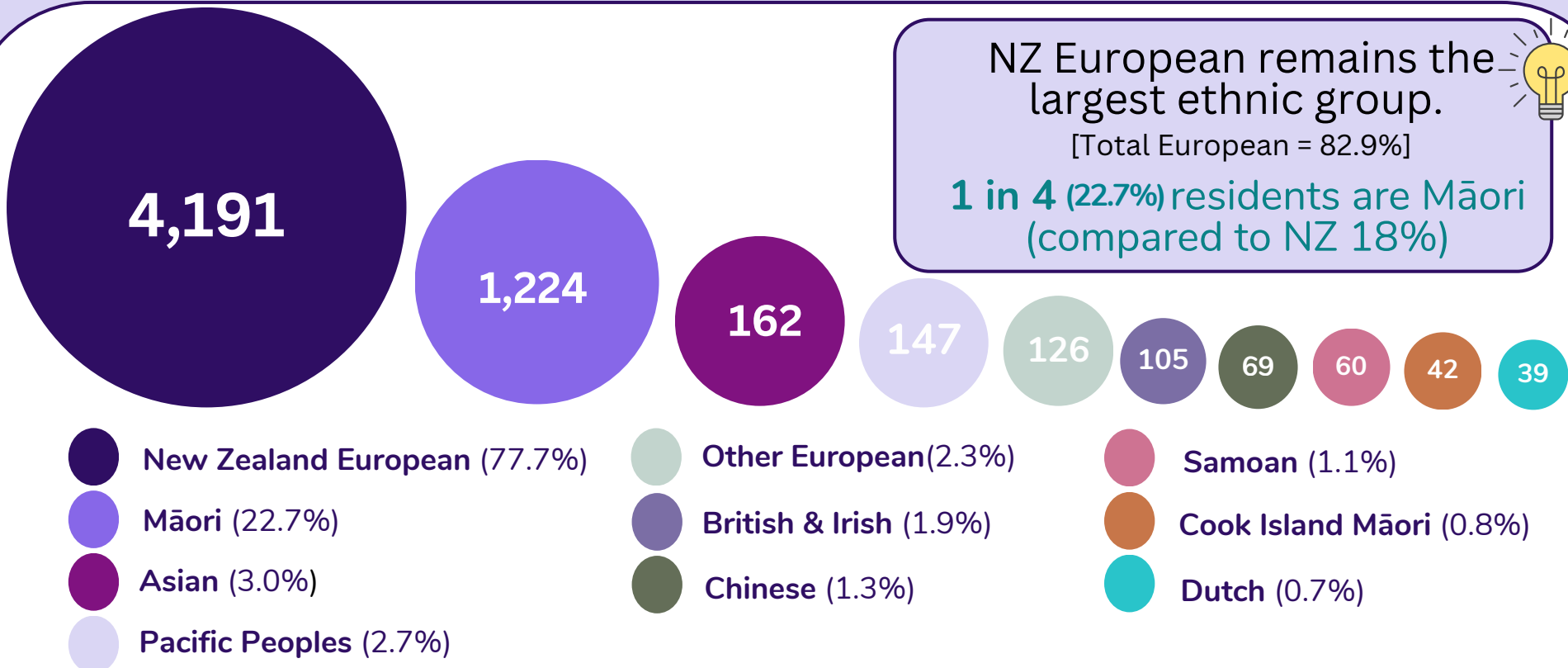
Median Age

Te Puna 48 years
Minden 44 years

NZ
38 years



Ethnic Makeup of Community¹ 10 largest Ethnic Groups



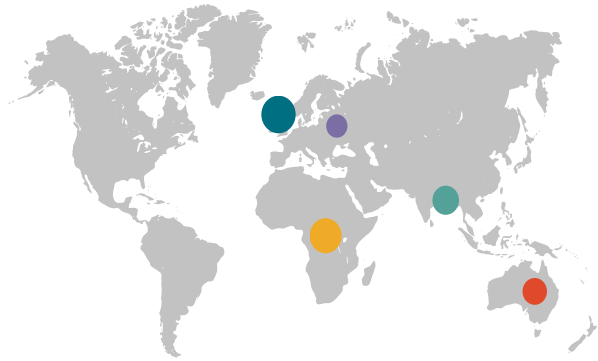
NZ European remains the
largest ethnic group.

[Total European = 82.9%]

1 in 4 (22.7%) residents are Māori
(compared to NZ 18%)

Birthplace¹

82.0% = Born in NZ
4,389



Top five overseas Birthplaces

United Kingdom & Ireland (6.7%)
Middle East & Africa (2.9%)
Australia (2.6%)
Asia (2.0%)
Europe (Exc UK & Ireland) (1.8%)

Census 2023

People with Disabilities³

237 residents live with
a disability (4.6%)

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

Rainbow(LGBTIQ+)¹

99 57 Te Puna
42 Minden

Local residents
identify as
LGBTIQ+ (4.6%)

Languages Spoken¹ (in addition to English)

TOP 5

Language	Count	Percentage
Māori	441	8.2%
Afrikaans	69	1.3%
French	57	1.1%
German	48	0.9%
Spanish	30	0.6%

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. The latest population estimates as at 30 June 2025. See Stats NZ Place Summary - Te Puna-Minden
3. 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:



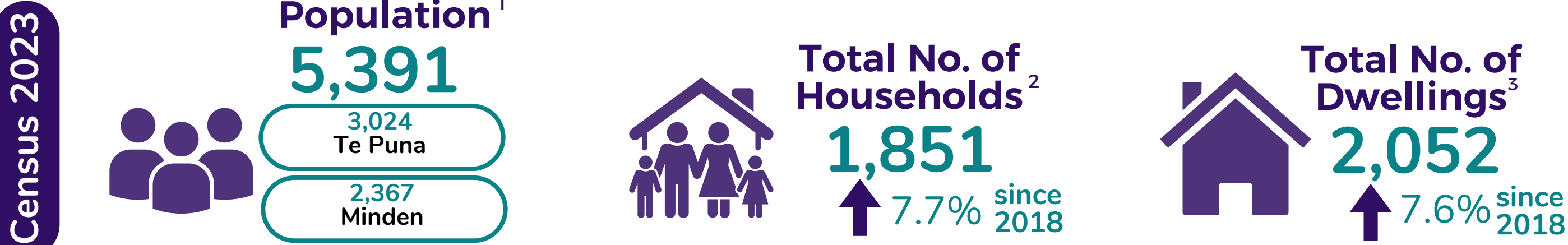
A division of:
Socialink
Tūhono Pāpori | Western Bay of Plenty

Updated Feb 2026

TE PUNA - MINDEN

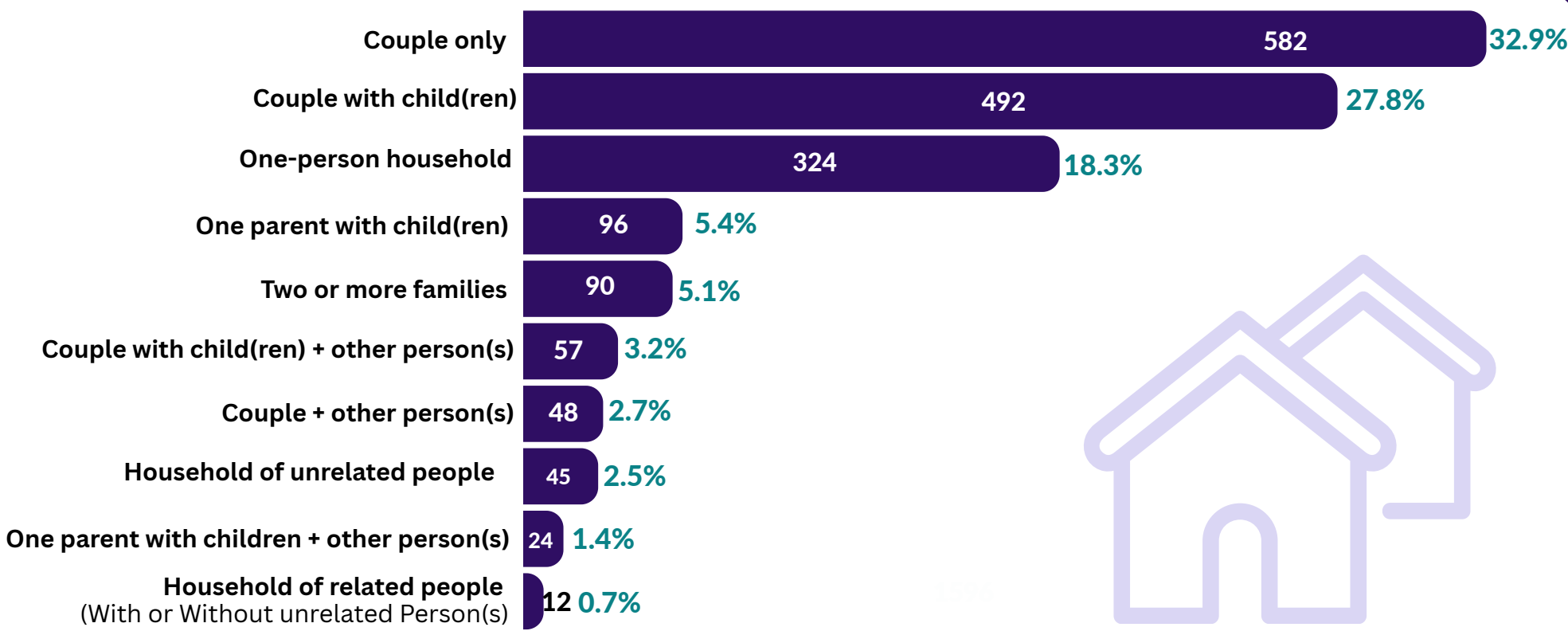
2025 DATA SUMMARY

HOUSEHOLDS & HOUSING



Household Composition²

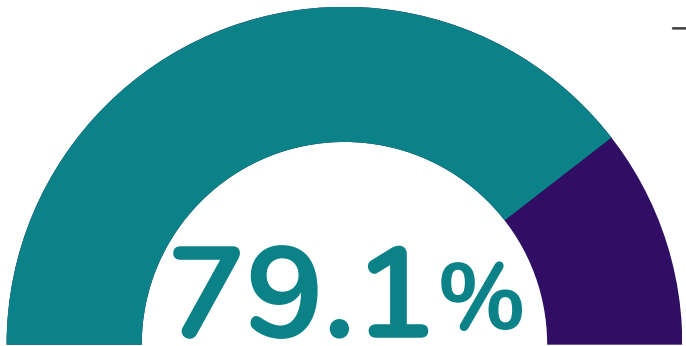
51.2% of households in the Te Puna - Minden are **people living alone** or **couple-only** households



HOUSING

Census 2023

Home Ownership²



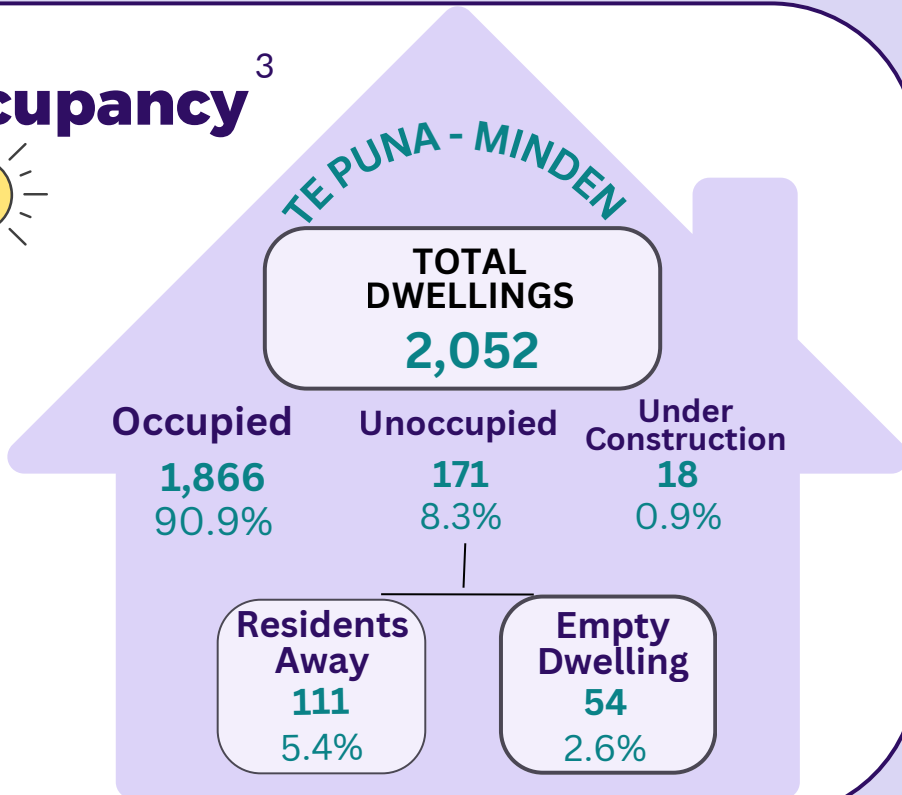
Proportion of households, who own (or partly own) the dwelling they usually live in or hold the dwelling in a family trust



MORE Te Puna-Minden households live in a **home they own** compared to the rest of NZ

Dwelling Occupancy³

Te Puna-Minden has a high occupancy rate (90.9%) for its dwellings



Adequacy of Housing Stock

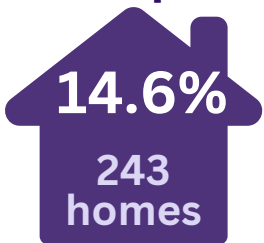
Occupied Private Dwellings

Mouldy Homes³



of homes have mould over an A4 size sometimes or always

Damp Homes³



of homes are damp at least some of the time

Household Crowding Index⁴

51 Crowded households (Households need one bedroom)

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

Rental Cost

Median Weekly rent paid by Households²

Te Puna

\$380

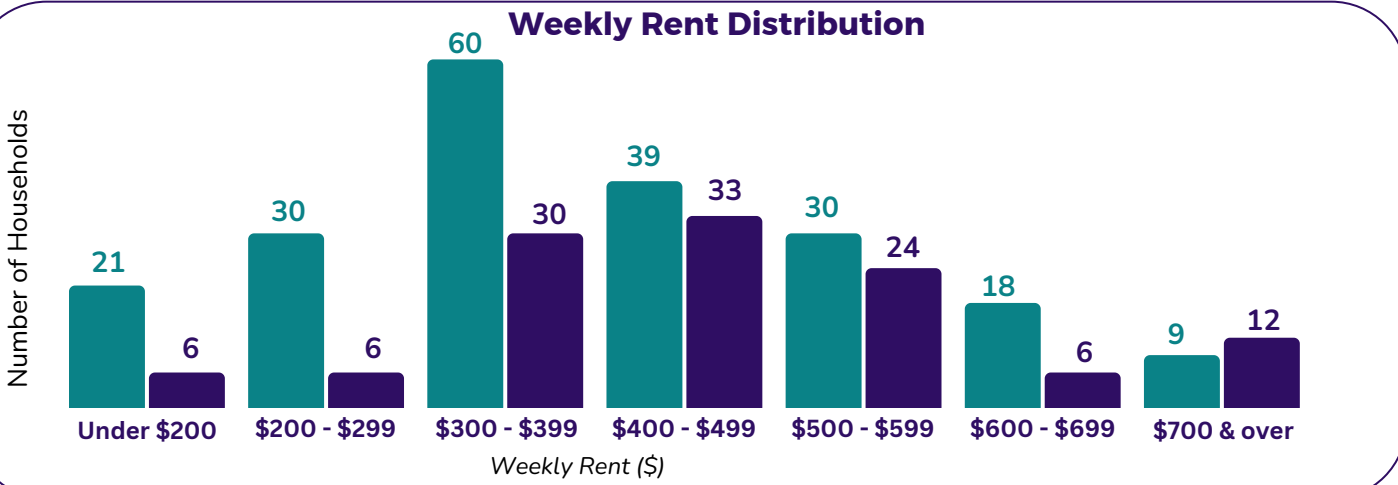
↑ 15.2% Since 2018

Minden

\$450

↑ 21.6% Since 2018

Census 2023



Te Puna Median Rent⁵

\$608

Tenancy Services
Dec 2025

Minden Median Rent⁵

\$605

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 Te Puna and Minden during the 6 month period from 1 Jul 2025 - 31 Dec 2025. <https://www.tenancy.govt.nz/rent-bond-and-bills/market-rent/>

Infographics created by:



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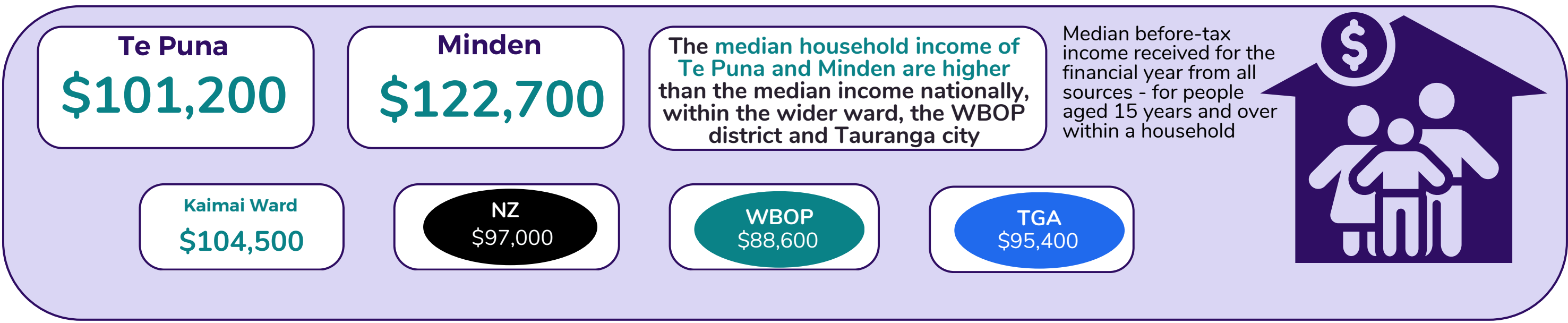
TE PUNA - MINDEN

2025 DATA SUMMARY

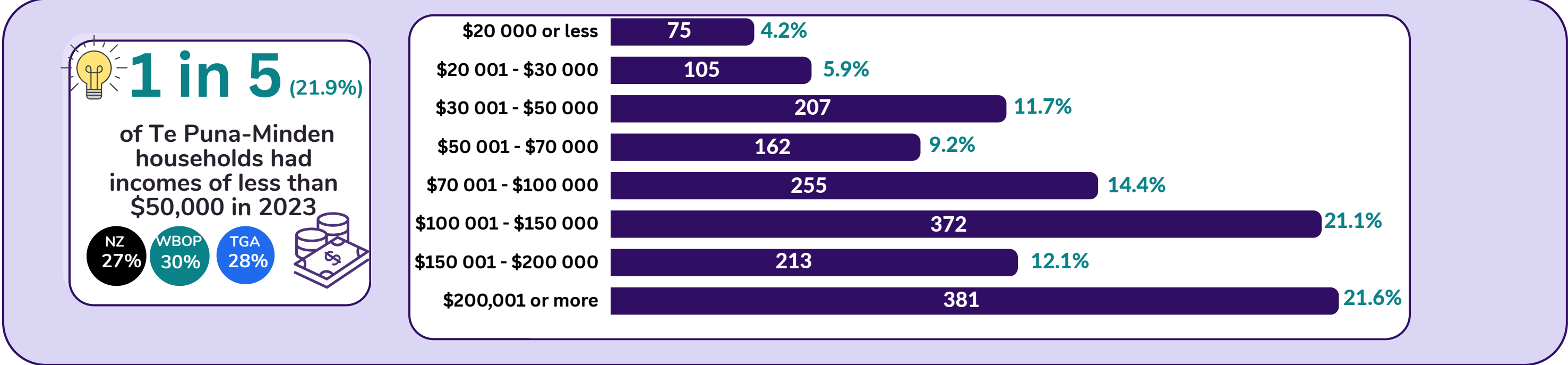
INCOME & COMMUNITY

Median Household Income¹

Census 2023

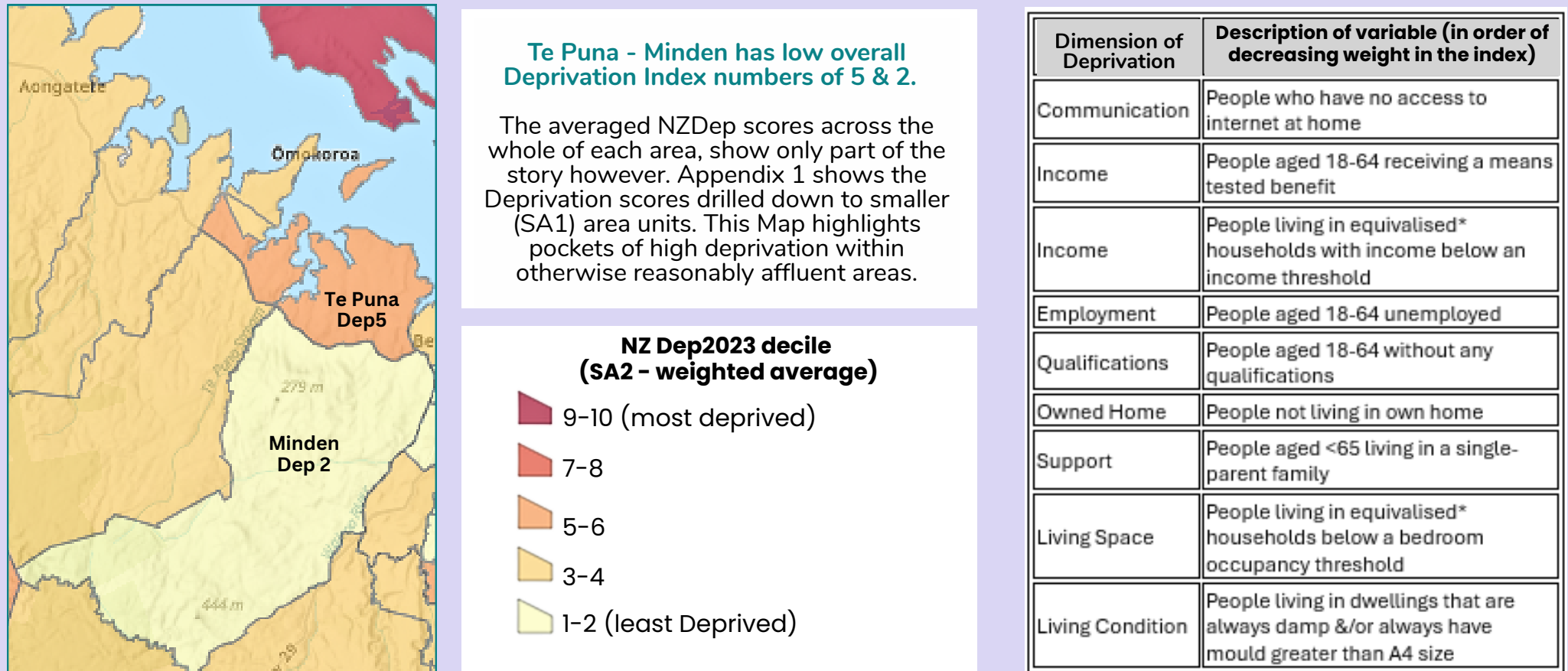


Household Income¹



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**.



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

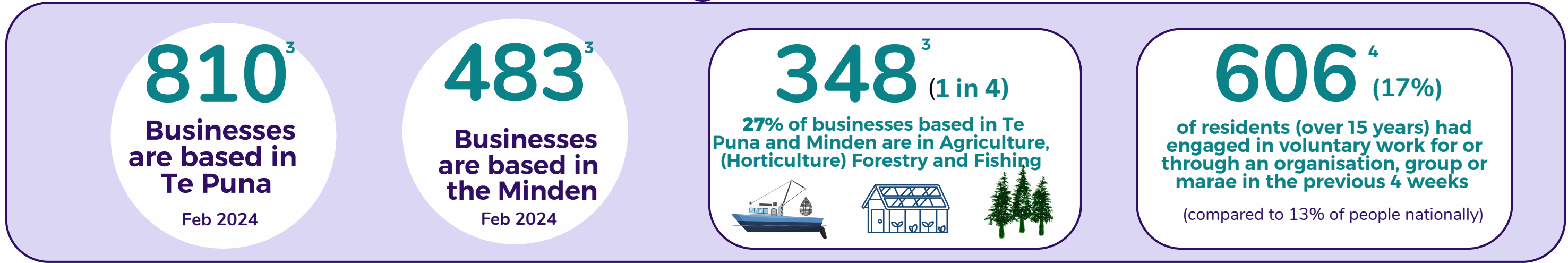
Vehicle Access¹



Internet Access¹



Businesses & Volunteering



TE PUNA - MINDEN 2025 DATA SUMMARY

EDUCATION & EMPLOYMENT

Schools in the Area¹

MOE 2025

229
Students



339
Students



Te Puna has two Full Primary School (Year 1 - 8) - Te Puna School and Omokoroa No 1. School.
Local students could attend any of the Secondary Schools listed

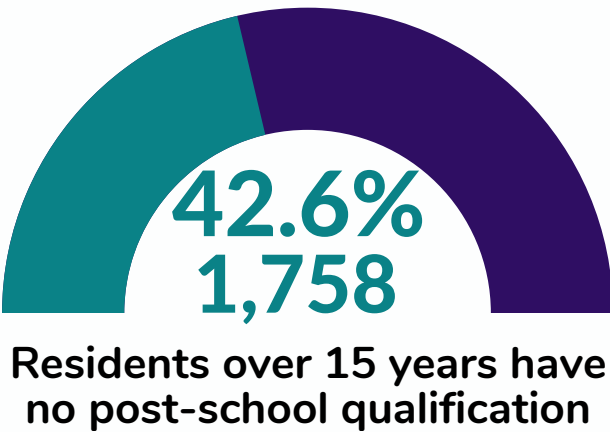
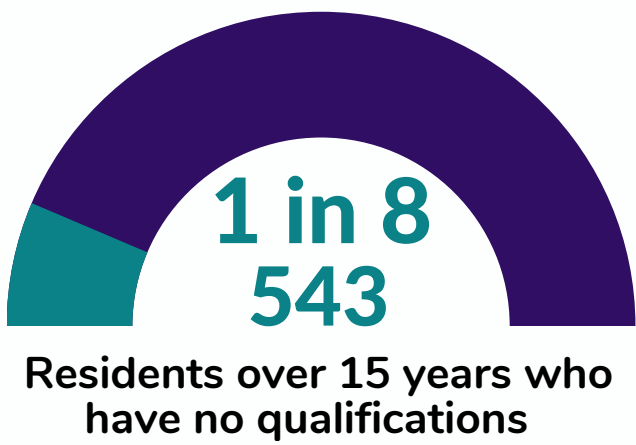
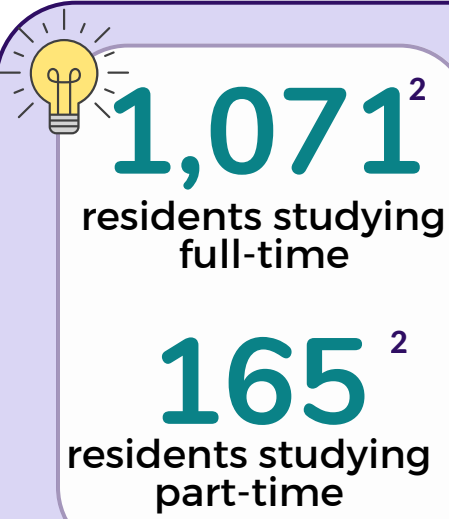


Secondary School Rolls

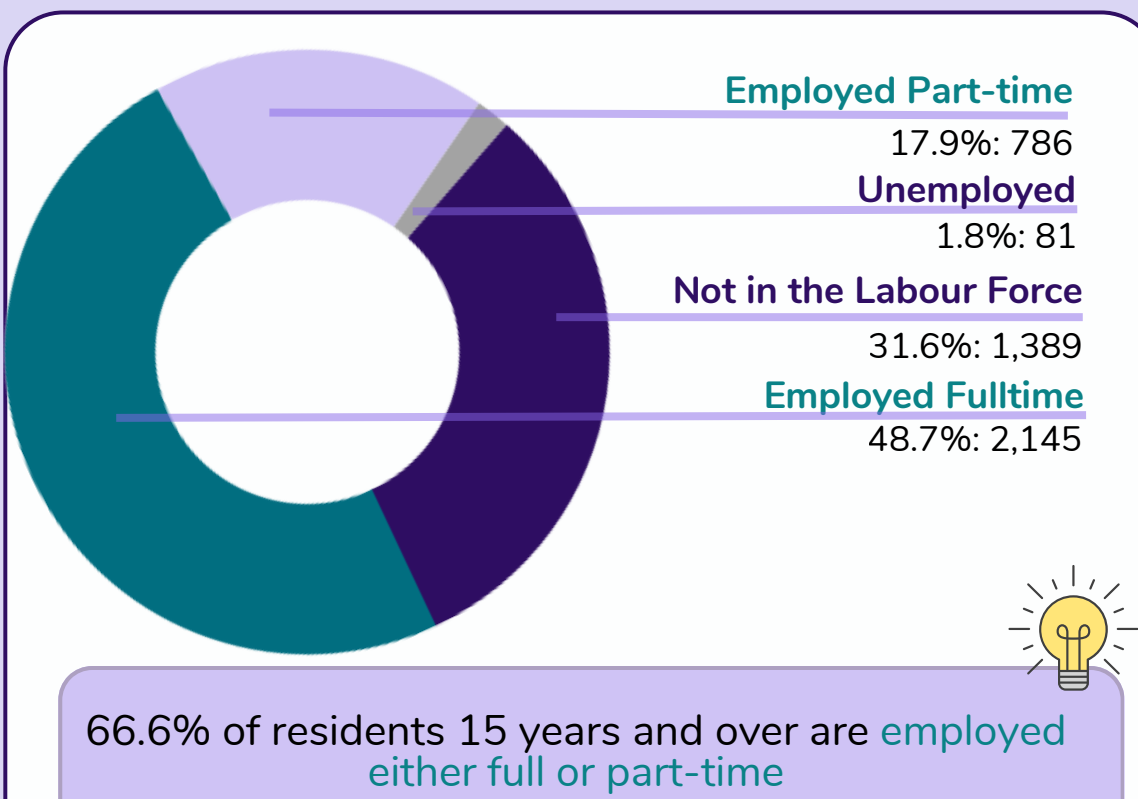
Aquinas College	827
Bethlehem College	2,031
Ōtūmoetai College	1,996
Tauranga Boys' College	2,212
Tauranga Girls' College	1,430
Te Wharekura o Mauao	294
TKKM o Te Kura Kokiri	266

Education Indicators²

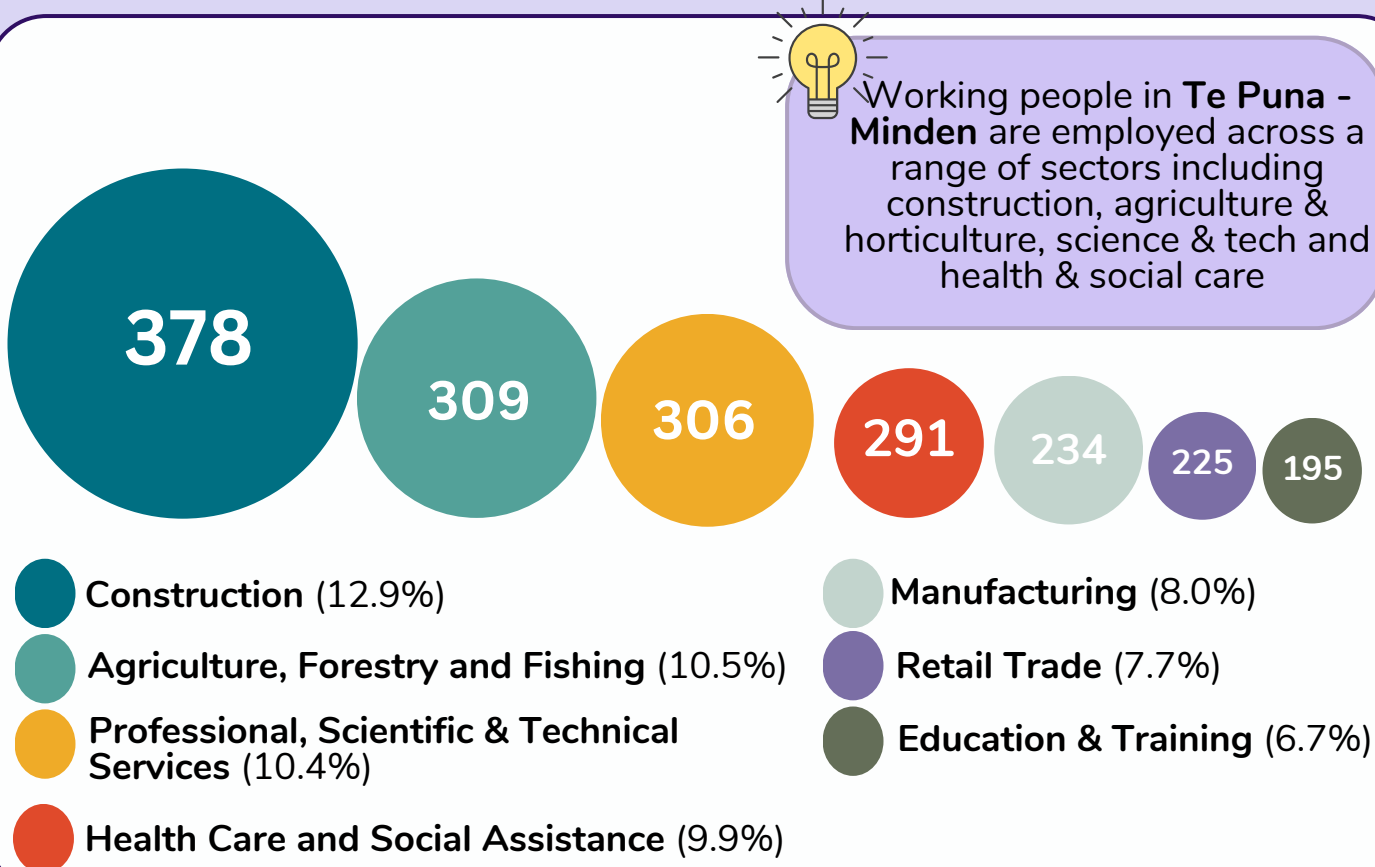
Census 2023



Work & Labour Force Status²

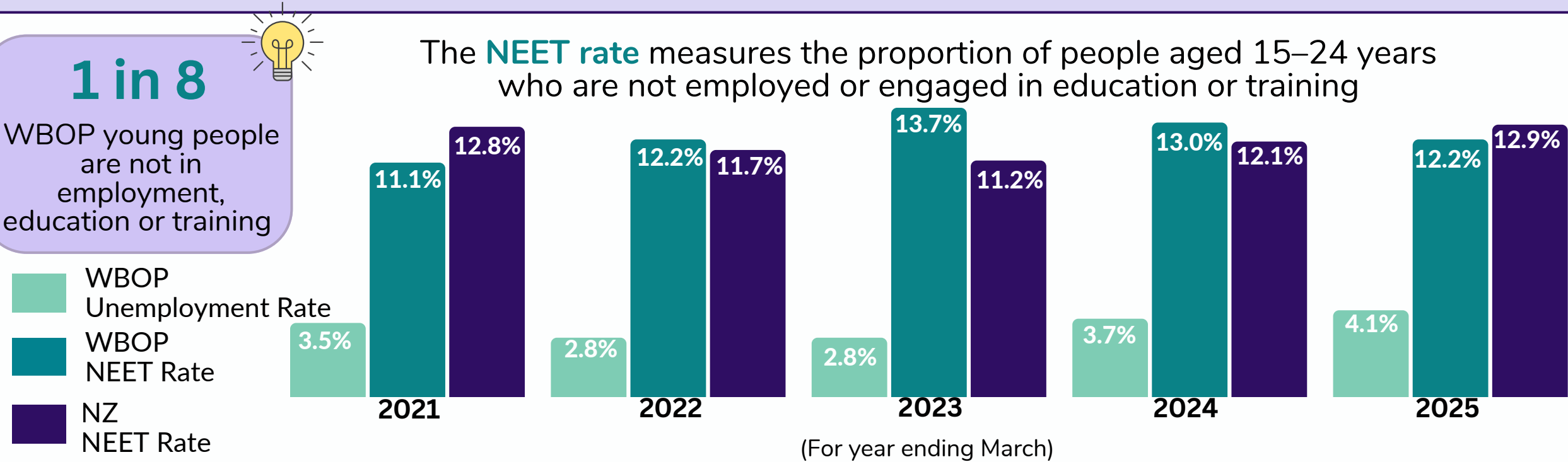


Local Employment²



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

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:



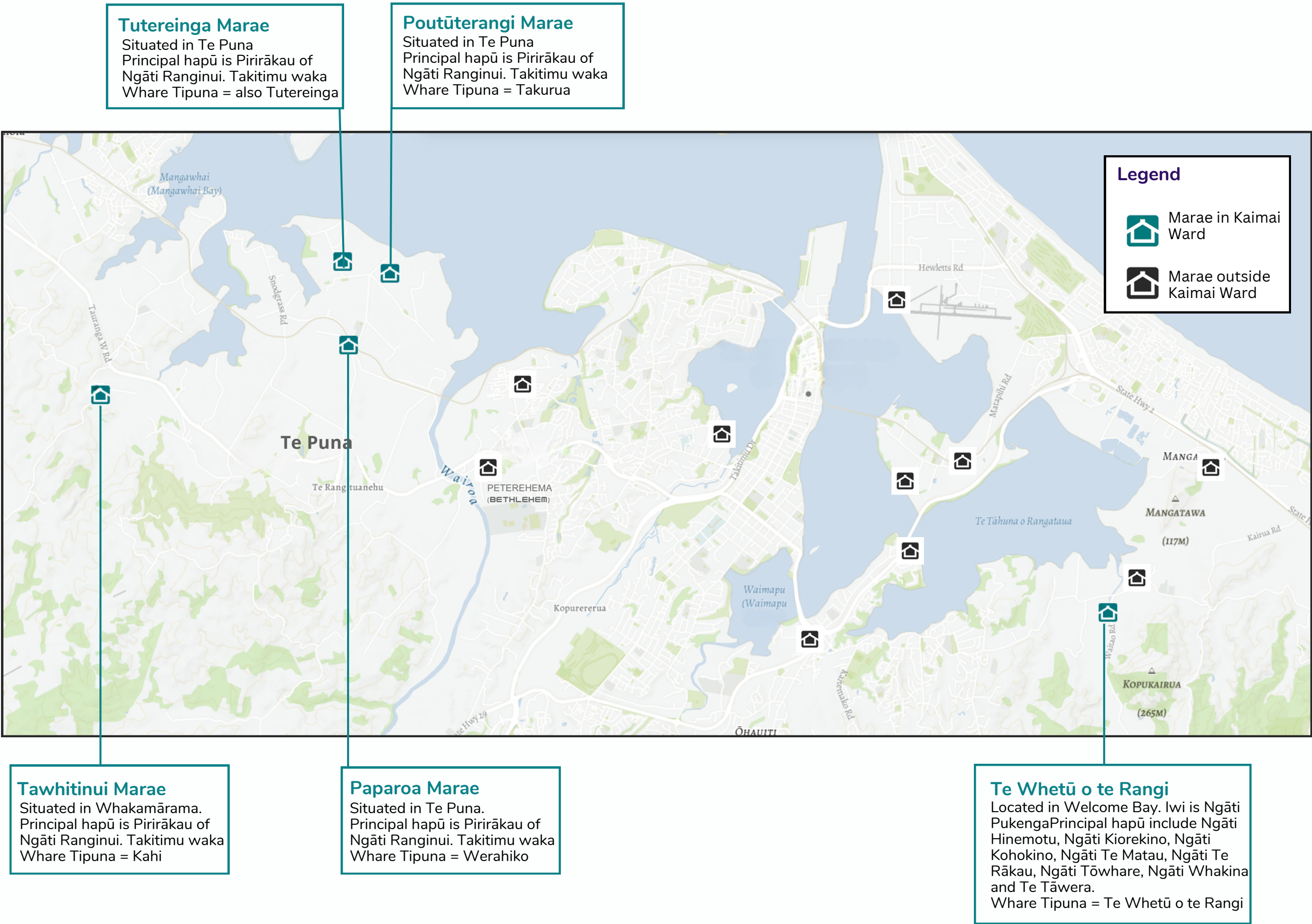
Updated Feb 2026

TE PUNA - MINDEN

2025 DATA SUMMARY

NGĀ IWI MĀORI

Marae/Hapū in the WBOP Kaimai Ward¹

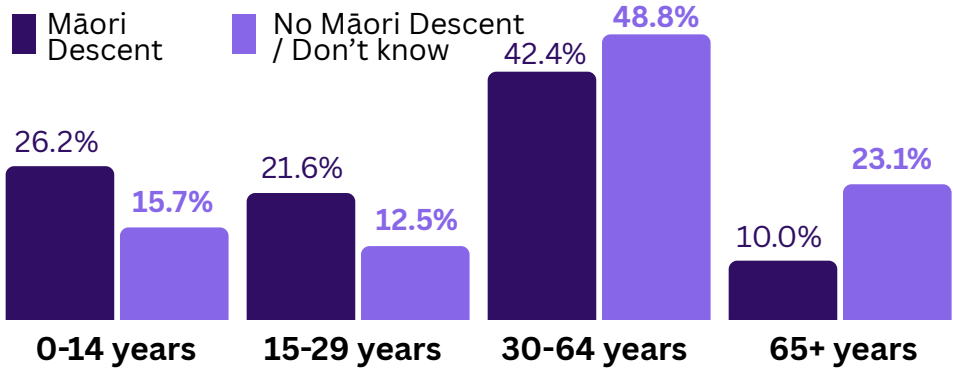


Māori Descent²

Te Puna has higher proportions of Māori residents – 1 in 3 Te Puna residents have Māori whakapapa (descent) compared to 15.5% in Minden. Of Te Puna residents under 30 years, half are Māori.

1,350
Residents of Te Puna-Minden have Māori Whakapapa

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



Iwi in the WBOP³



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 Te Puna - Minden area is Ngāti Ranginui, with Pirirākau the local hapū.

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

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
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



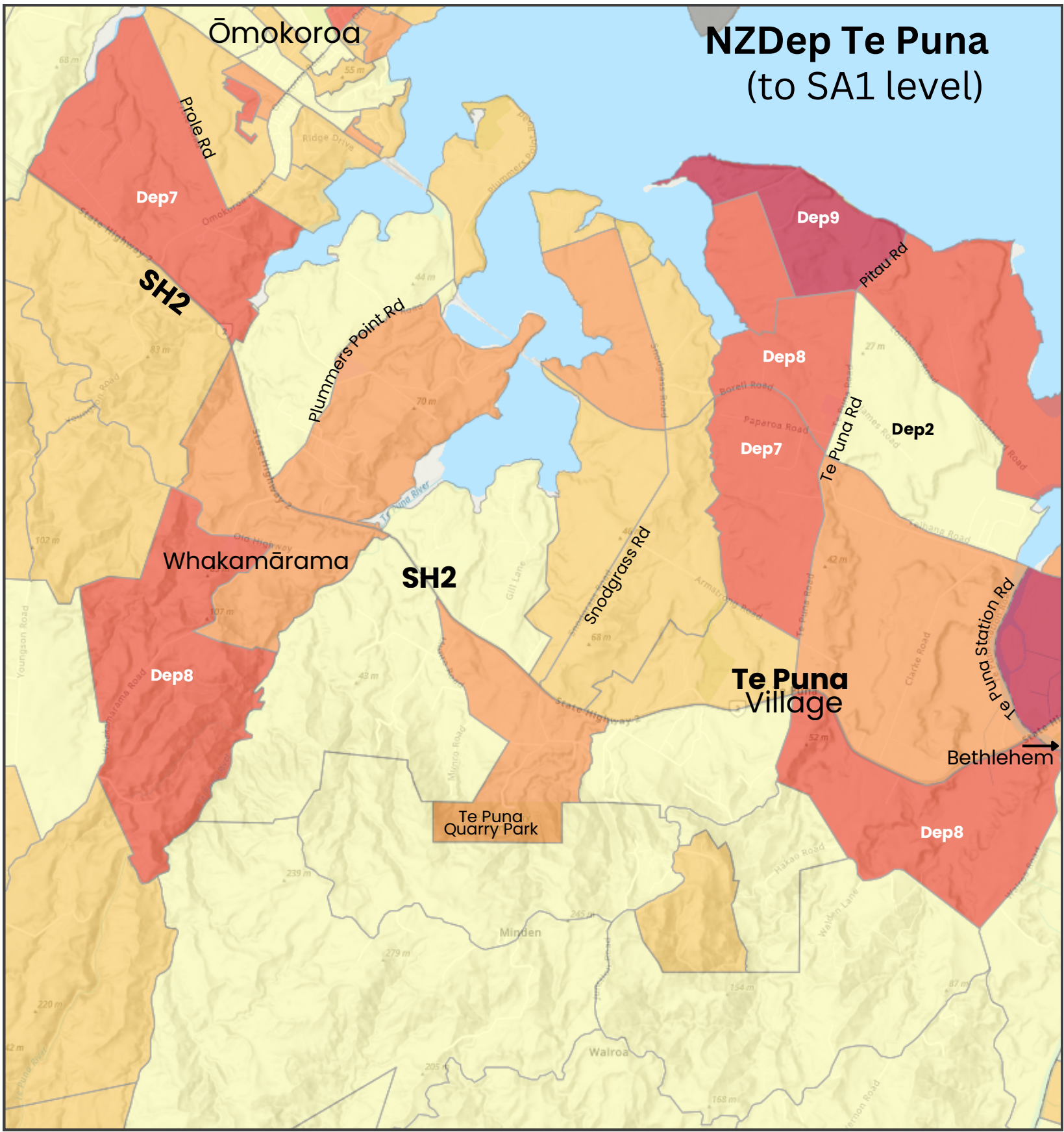
TE PUNA - MINDEN

2025 DATA SUMMARY

OUR COMMUNITIES-DEPRIVATION LEVELS

Appendix 1: Spotlight on Deprivation¹

Te Puna / Minden Deprivation Levels



New Zealand Index of Deprivation 2023 Statistical Area 1 (SA1)

NZ Dep2023 decile (weighted average)

9-10 (most deprived)

7 - 8

5 - 6

3 - 4

1 - 2

Unavailable

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.

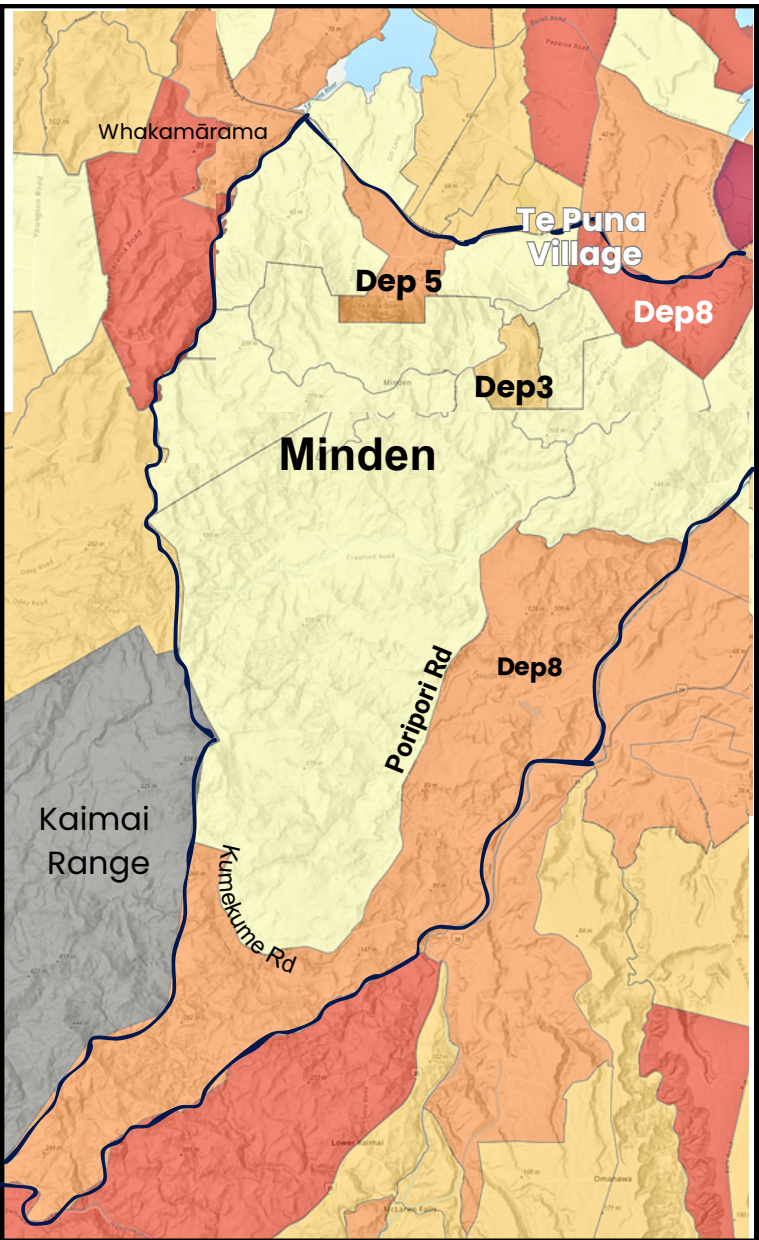
NZDep2023 is displayed in 10 deciles:

- 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.

NZ Dep Minden (to SA1 level)



The New Zealand Deprivation Index 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 the Te Puna & Minden SA2's are seen to have deprivation levels of 8-10 (high deprivation).

While much of Te Puna/Minden has very low deprivation scores (Dep Index 1-3), pockets of high deprivation are still evident.

Source Info:

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



Infographics supplied by:

Community
Insights

Updated Aug 2026