

# TE PUNA - MINDEN 2025 DATA SUMMARY

HE TANGATA  
OUR PEOPLE

Census 2023

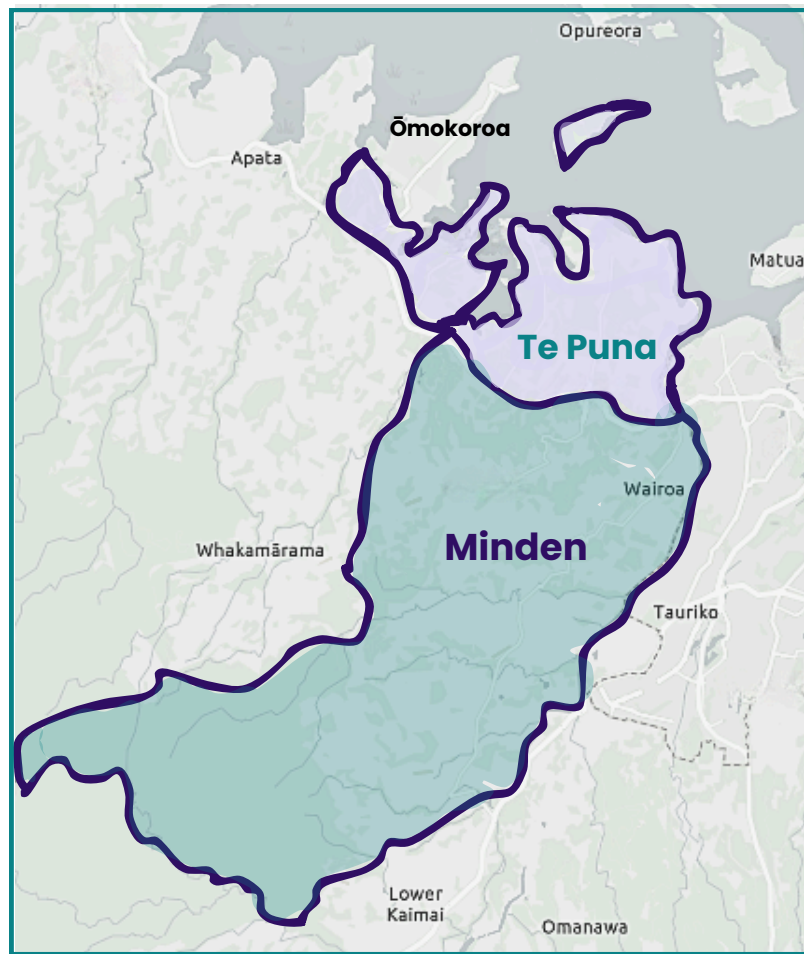
5,391

Te Puna / Minden  
Population<sup>1</sup>

↑ 6.5% since 2018

5,620

Estimated Resident  
Population (ERP)  
June 2025<sup>2</sup>



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.

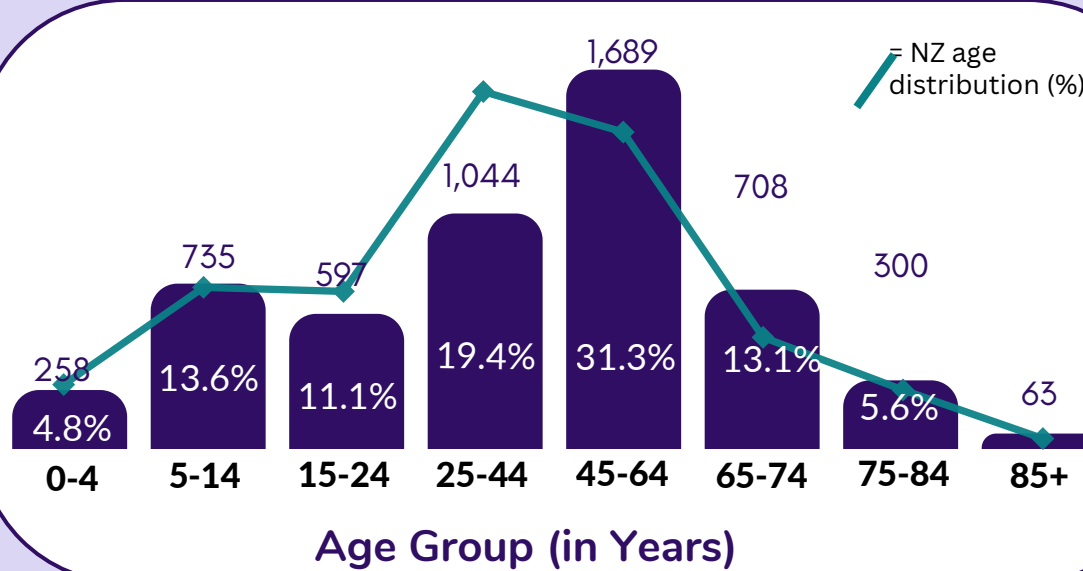
Data from the two areas is combined unless otherwise shown.

## Age Distribution<sup>1</sup>



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

NZ 31% WBOP 28% TGA 30%



1 in 5 = 65+  
residents years old

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

NZ 17%

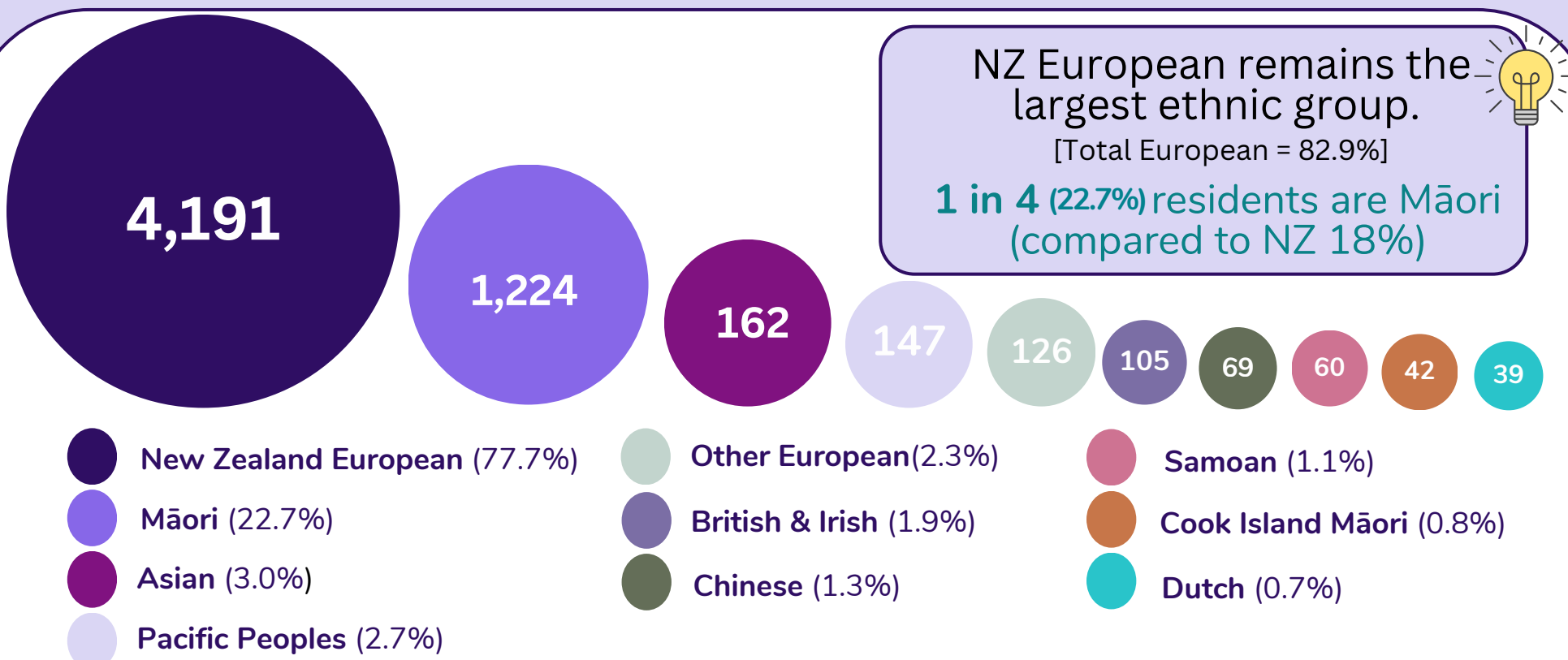
Median Age

Te Puna 48 years  
Minden 44 years

NZ 38 years



## Ethnic Makeup of Community<sup>1</sup> 10 largest Ethnic Groups



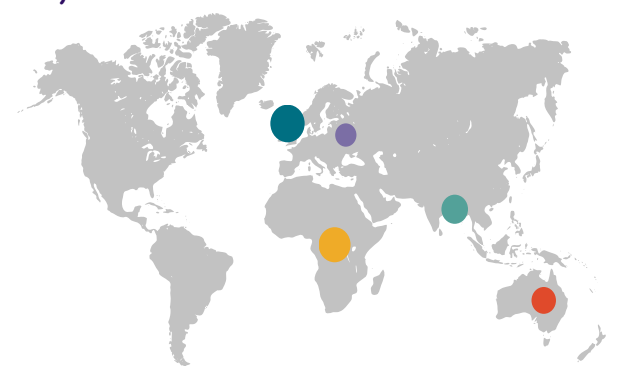
NZ European remains the largest ethnic group.  
[Total European = 82.9%]

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

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

## Birthplace<sup>1</sup>

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 Disabilities<sup>3</sup>

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+)<sup>1</sup>

99 57 Te Puna  
42 Minden

Local residents identify as  
LGBTIQ+ (4.6%)

## Languages Spoken<sup>1</sup>

(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:

- 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 Puna-Minden
- 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:



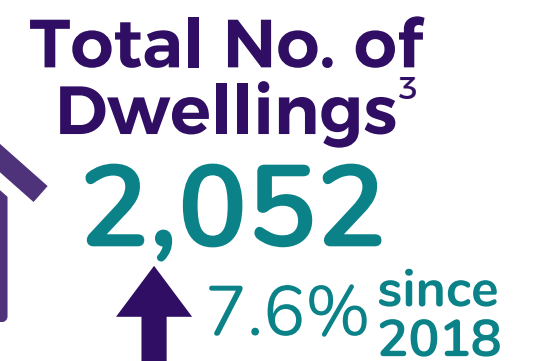
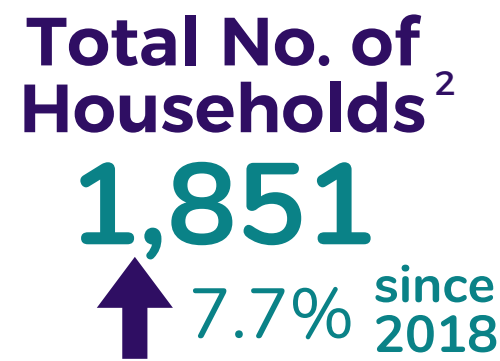
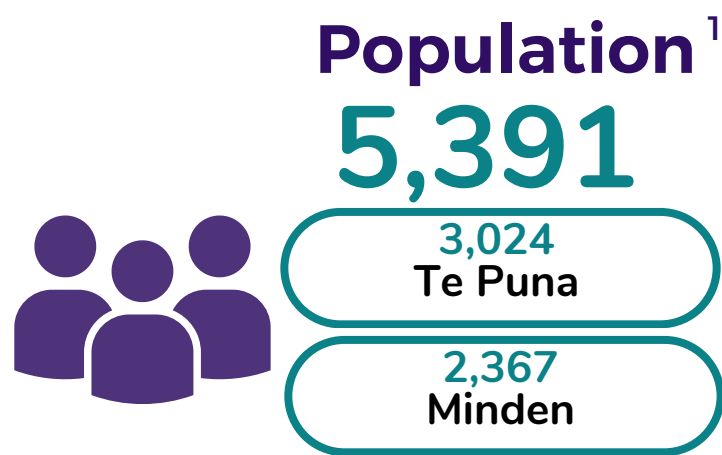
A division of:  
Socialink  
Tūhono Pāpori Western Bay of Plenty

Updated Feb 2026

# TE PUNA - MINDEN 2025 DATA SUMMARY

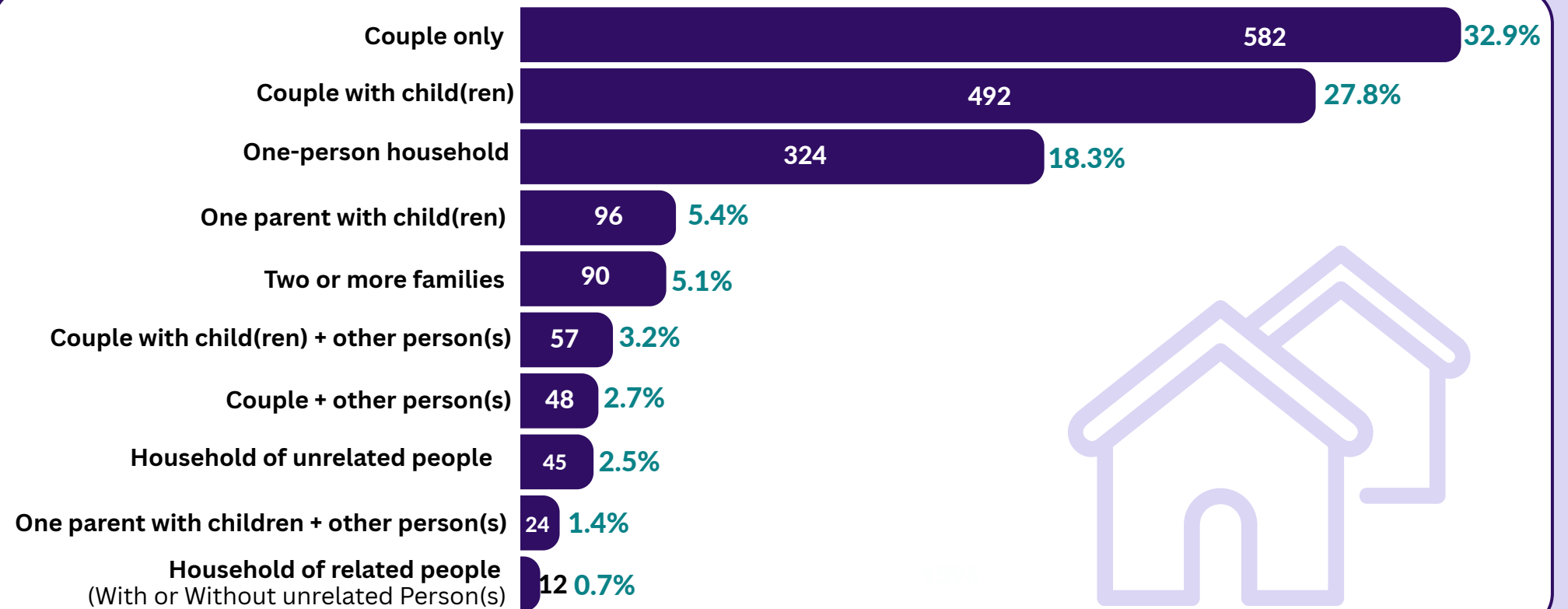
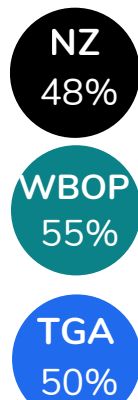
## HOUSEHOLDS & HOUSING

Census 2023



### Household Composition<sup>2</sup>

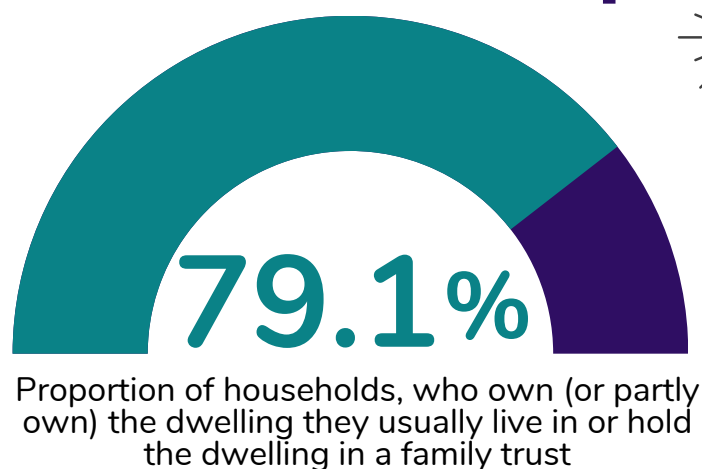
51.2% of households in the Te Puna - Minden are **people living alone** or **couple-only** households



### HOUSING

Census 2023

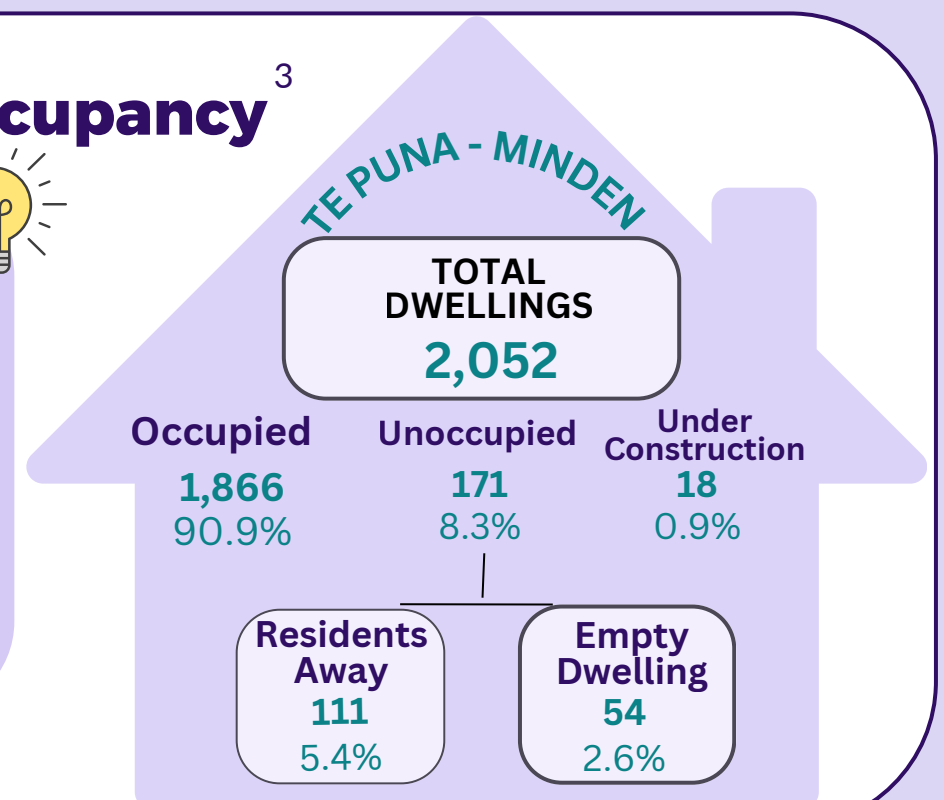
#### Home Ownership<sup>2</sup>



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

#### Dwelling Occupancy<sup>3</sup>

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



#### Adequacy of Housing Stock

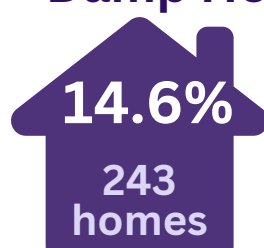
Occupied Private Dwellings

##### Mouldy Homes<sup>3</sup>



of homes have mould over an A4 size sometimes or always

##### Damp Homes<sup>3</sup>



of homes are damp at least some of the time

#### Household Crowding Index<sup>4</sup>

**51** Crowded households (Households need one bedroom)

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

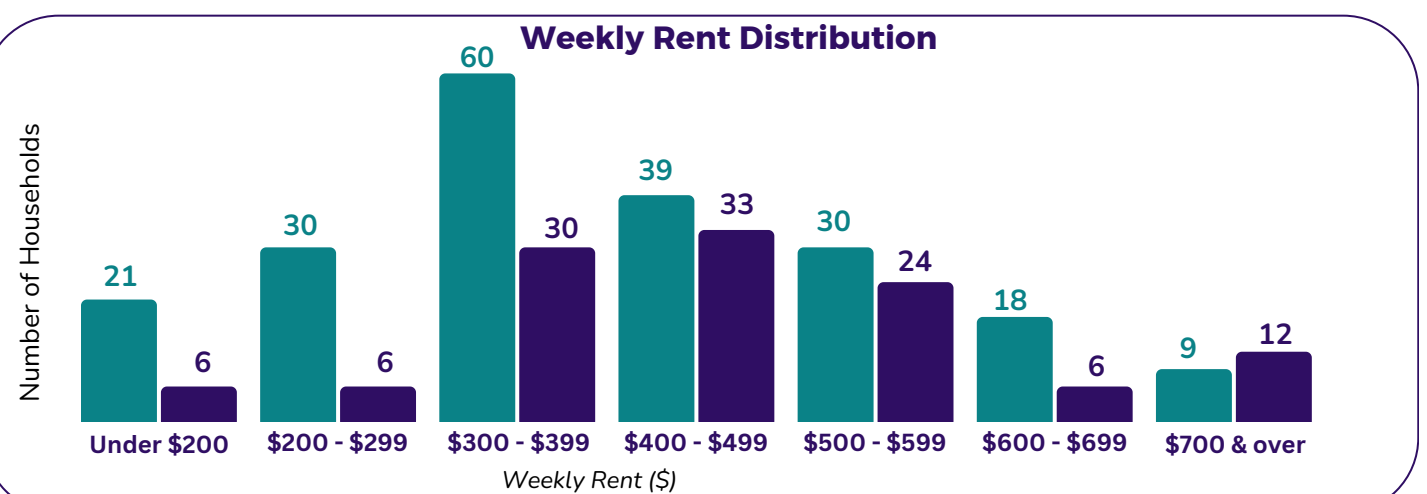
#### Rental Cost

Median Weekly rent paid by Households<sup>2</sup>

Te Puna **\$380** ↑ 15.2% Since 2018

Minden **\$450** ↑ 21.6% Since 2018

Census 2023



Te Puna Median Rent<sup>5</sup> **\$608**

Tenancy Services Dec 2025

Minden Median Rent<sup>5</sup> **\$605**

#### Source Info & Notes:

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

Census 2023

### Median Household Income<sup>1</sup>

Te Puna  
**\$101,200**

Minden  
**\$122,700**

The median household income of Te Puna and Minden are higher than the median income nationally, within the wider ward, the WBOP district and Tauranga city

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



Kaimai Ward  
**\$104,500**

NZ  
**\$97,000**

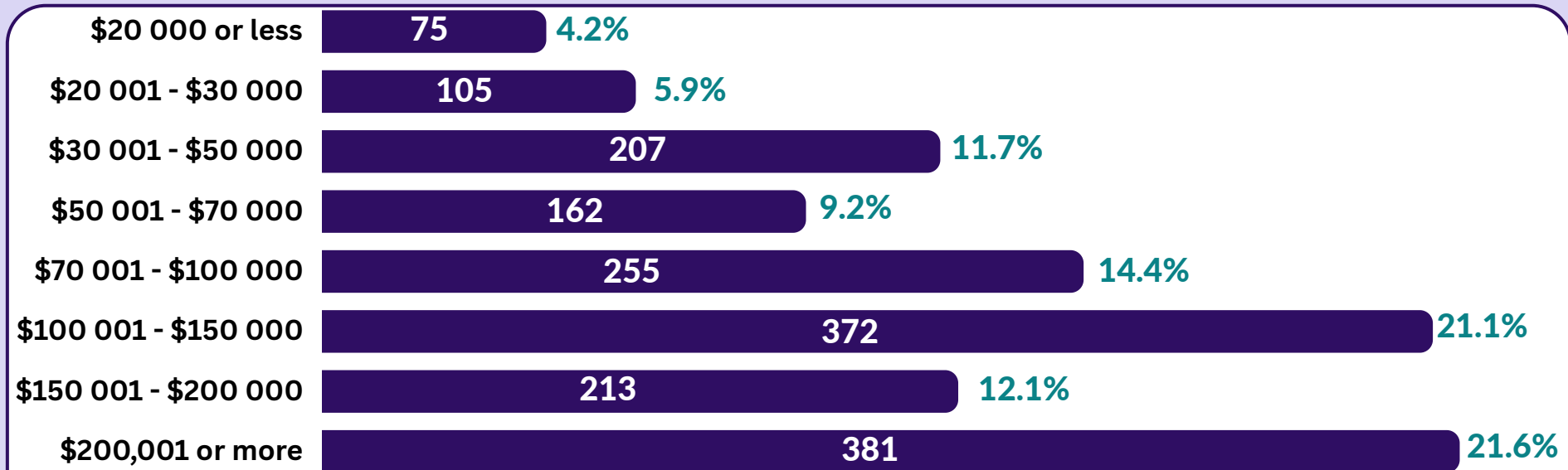
WBOP  
**\$88,600**

TGA  
**\$95,400**

### Household Income<sup>1</sup>

**1 in 5** (21.9%)  
of Te Puna-Minden households had incomes of less than \$50,000 in 2023

NZ 27% WBOP 30% TGA 28%



### Deprivation Levels<sup>2</sup>

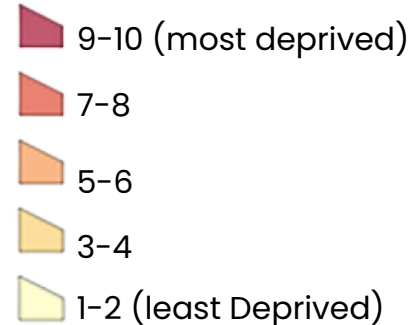
The New Zealand Index of Deprivation (NZDep) is an area-based measure of relative socio-economic deprivation (based on variables (outlined in Table to right). A community with a rating of decile 1 is the least deprived, decile 10 is most deprived.



Te Puna - Minden has low overall Deprivation Index numbers of 5 & 2.

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

### Vehicle Access<sup>1</sup>

**12**  
Households had no vehicle available for private use



### Internet Access<sup>1</sup>

**135**  
Households had no access to internet at home



### Businesses & Volunteering

**810**<sup>3</sup>

Businesses are based in Te Puna

Feb 2024

**483**<sup>3</sup>

Businesses are based in the Minden

Feb 2024

**348**<sup>3</sup> (1 in 4)

27% of businesses based in Te Puna and Minden are in Agriculture, (Horticulture) Forestry and Fishing



**606**<sup>4</sup> (17%)

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/te-puna/vs/SA2/minden#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:



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# TE PUNA - MINDEN 2025 DATA SUMMARY

## EDUCATION & EMPLOYMENT

### Schools in the Area <sup>1</sup>

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 Indicators <sup>2</sup>

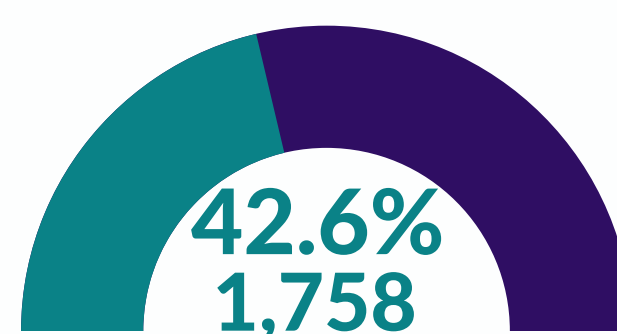
Census 2023

1,071<sup>2</sup>  
residents studying full-time

165<sup>2</sup>  
residents studying part-time



Residents over 15 years who have no qualifications

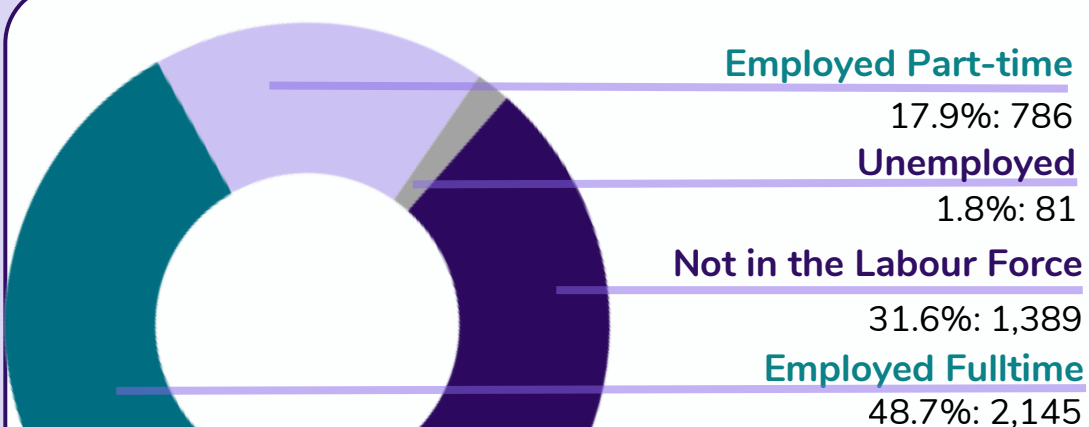


Residents over 15 years have no post-school qualification



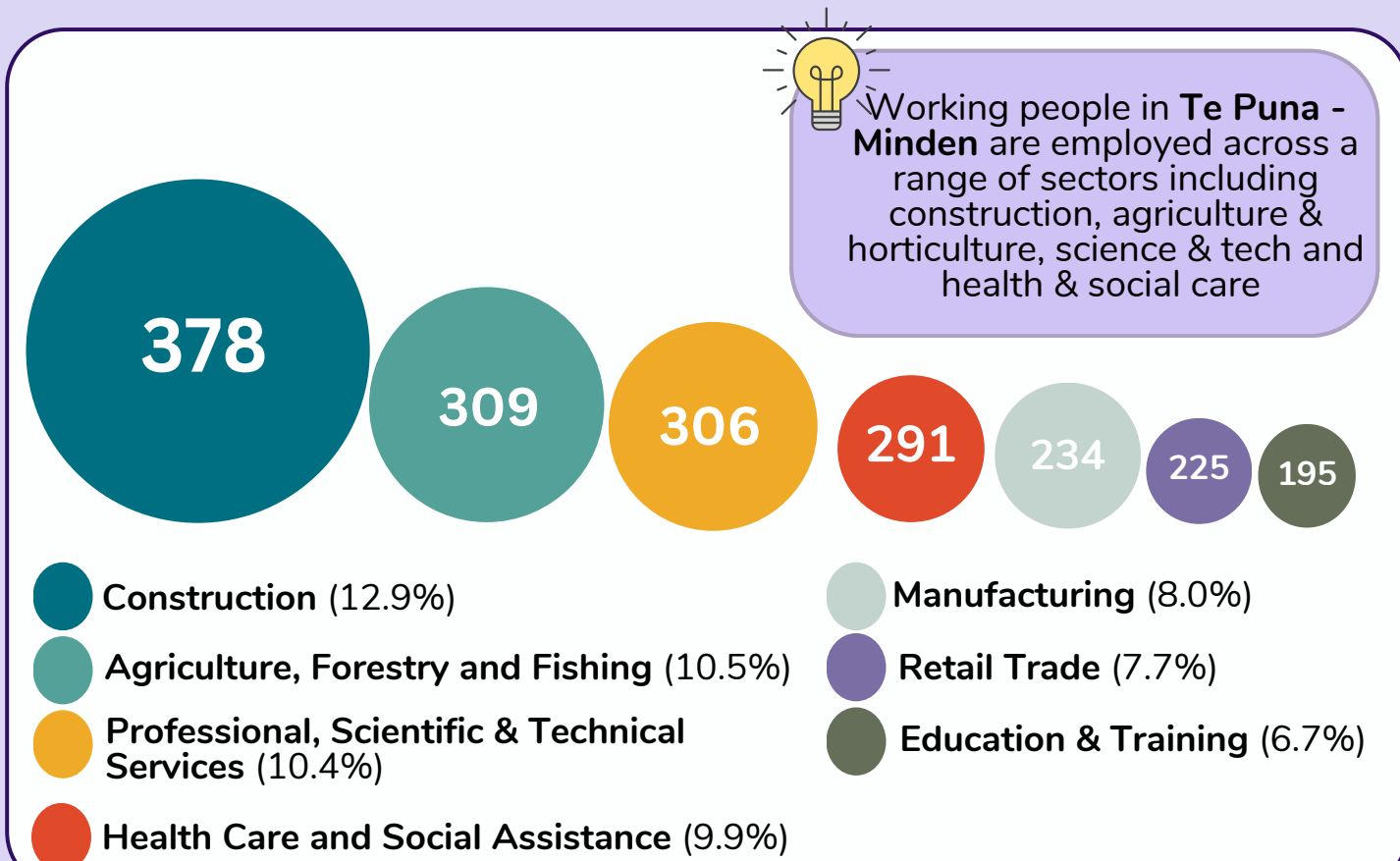
Residents over 15 years have a Bachelors Degree (or higher) qualification

### Work & Labour Force Status <sup>2</sup>



66.6% of residents 15 years and over are employed either full or part-time

### Local Employment <sup>2</sup>



### WBOP NEET (Not in Employment or Education & Training) Rate <sup>3</sup>

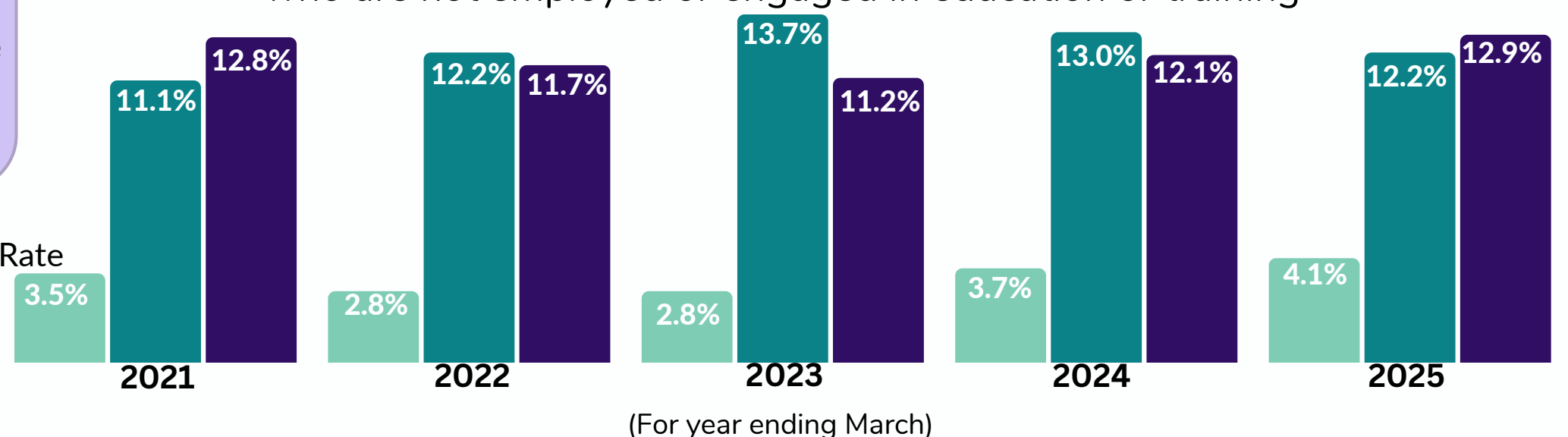
Household Labour Force Survey 2025

1 in 8

WBOP young people are not in employment, education or training

WBOP Unemployment Rate  
WBOP NEET Rate  
NZ NEET Rate

The NEET rate measures the proportion of people aged 15–24 years who are not employed or engaged in education or training



#### 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:

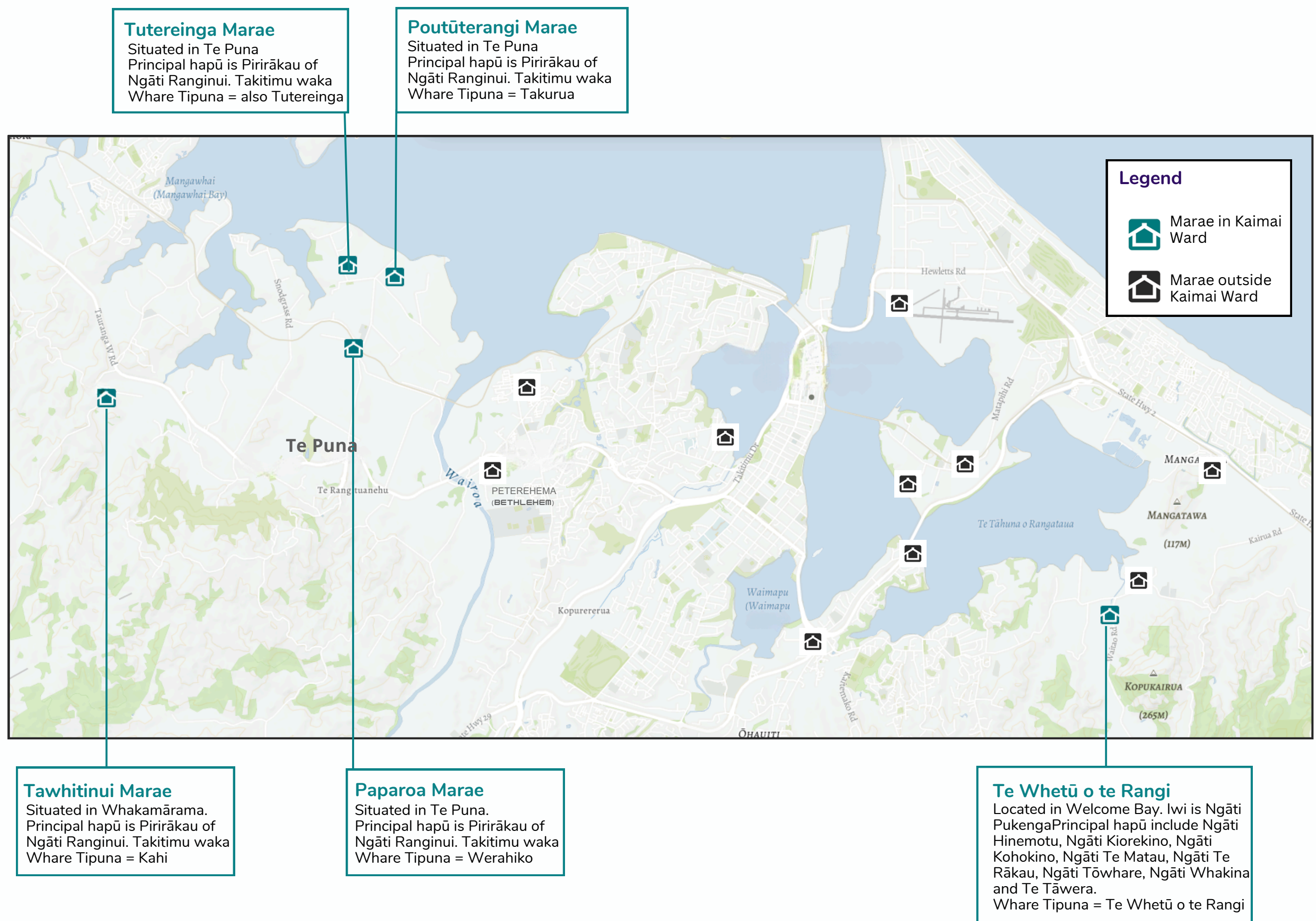


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# TE PUNA - MINDEN 2025 DATA SUMMARY

## NGĀ IWI MĀORI

### Marae/Hapū in the WBOP Kaimai Ward <sup>1</sup>

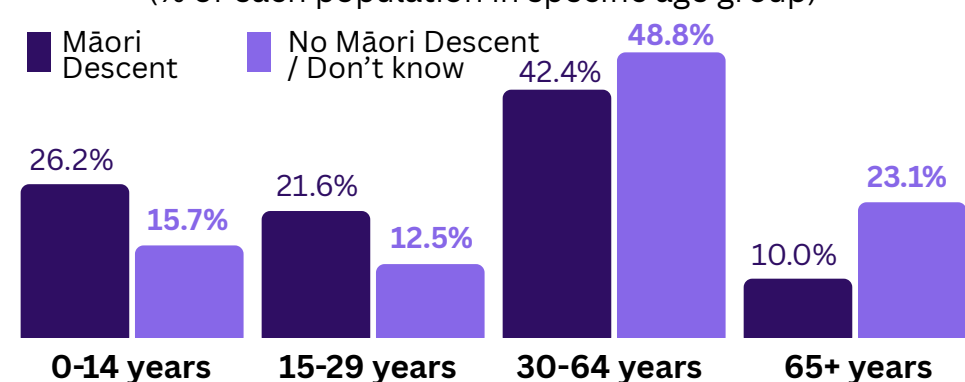


### Māori Descent <sup>2</sup>

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 WBOP <sup>3</sup>



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:

- See [Māori Maps](#) | Marae and [Te Whata](#) | Iwi area of interest
- 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](#)
- 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

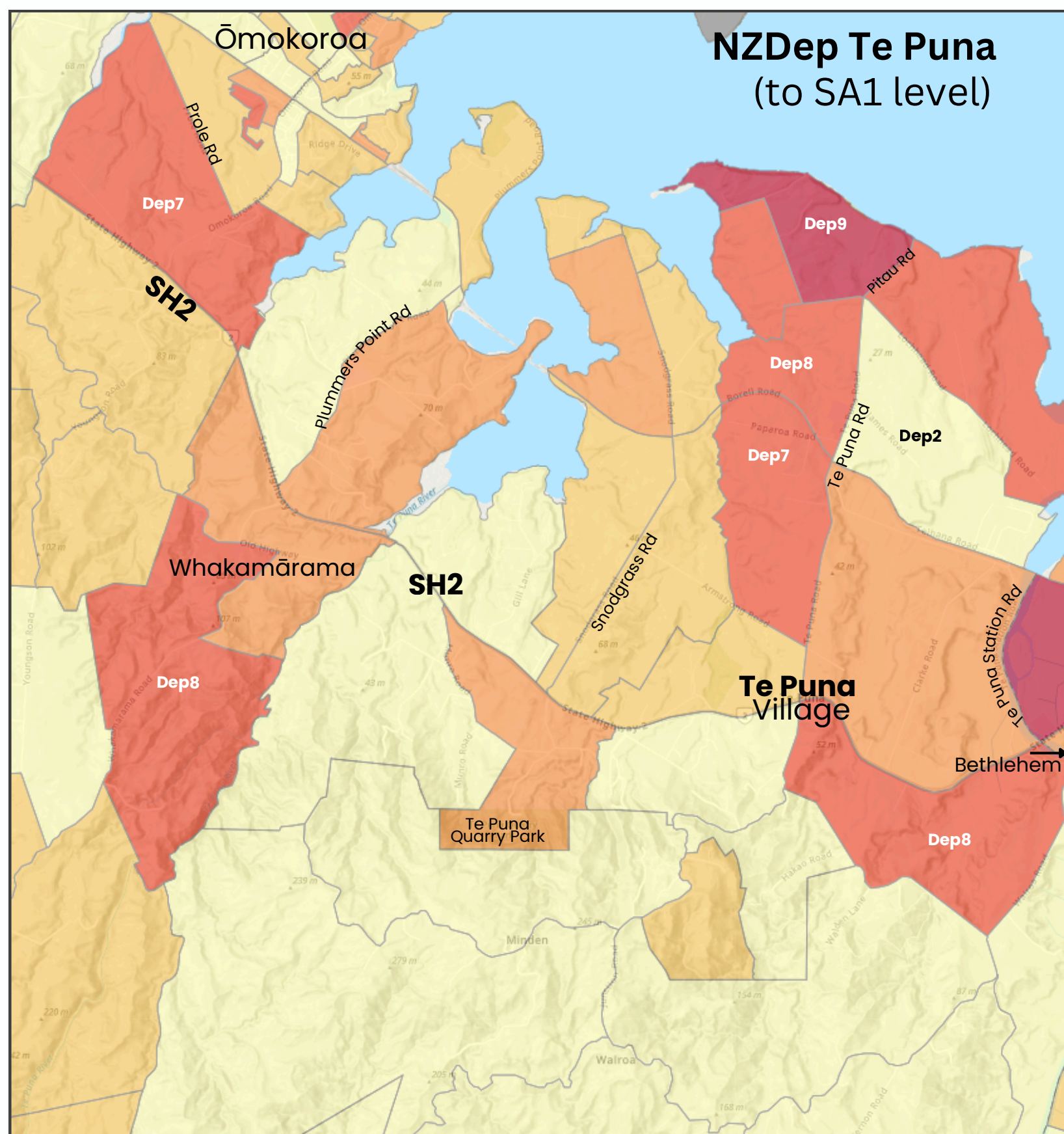


# TE PUNA - MINDEN 2025 DATA SUMMARY

## OUR COMMUNITIES- DEPRIVATION LEVELS

### Appendix 1: Spotlight on Deprivation<sup>1</sup>

#### 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.

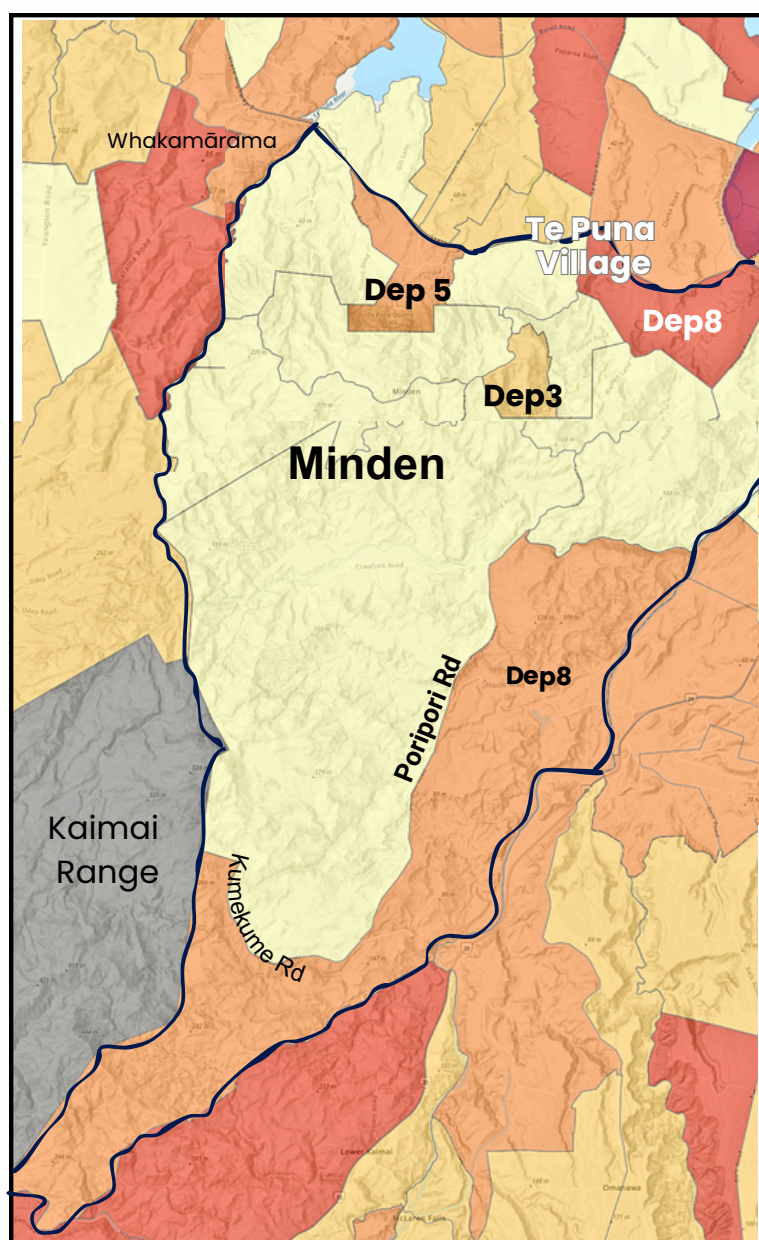
NZDep2023 is displayed in 10 deciles:

- 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