

WAIHĪ BEACH-BOWENTOWN & ATHENREE 2025 DATA SUMMARY

HE TANGATA
OUR PEOPLE

Census 2023

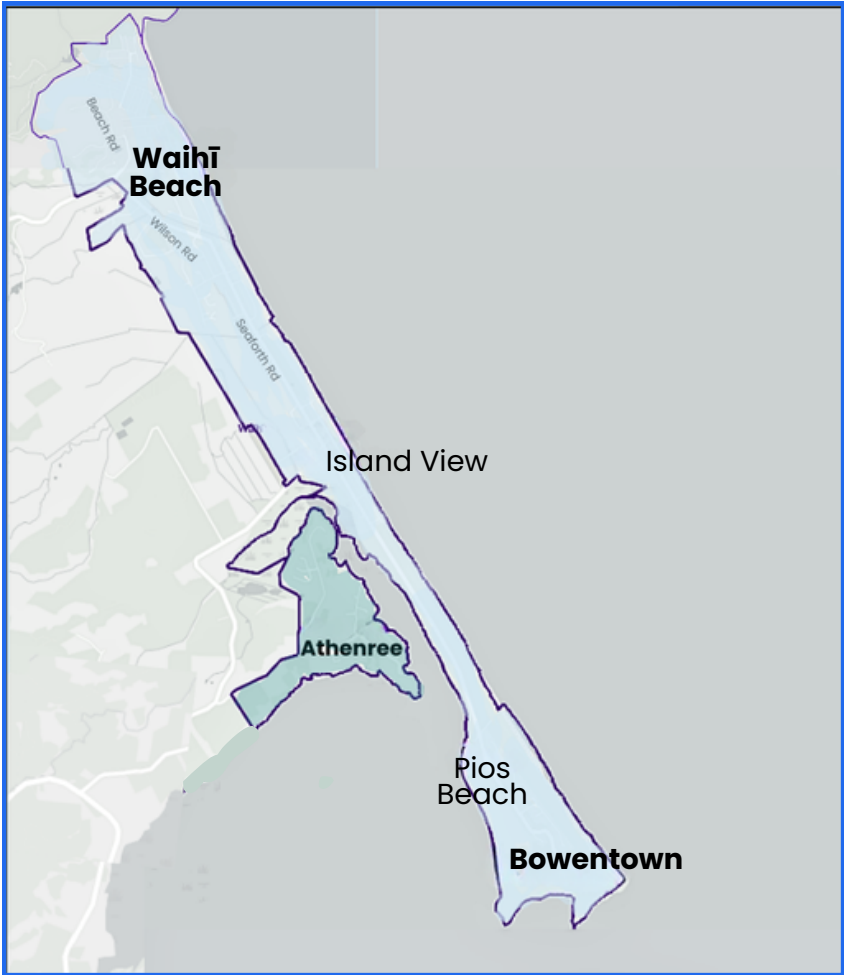
3,456

Waihi Beach-Bowentown
& Athenree Population¹

↑ 5.1% since 2018

3,520

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 Waihi Beach – Bowentown and Athenree.

Waihi Beach – Bowentown extends from the northern end of Waihi Beach along the coastline, through Island Bay, Pios Beach to Bowentown (including Anzac Bay). Athenree is the area from the intersection of Steele Rd and Athenree Rd through to the end of the Athenree estuary at Waione Ave.

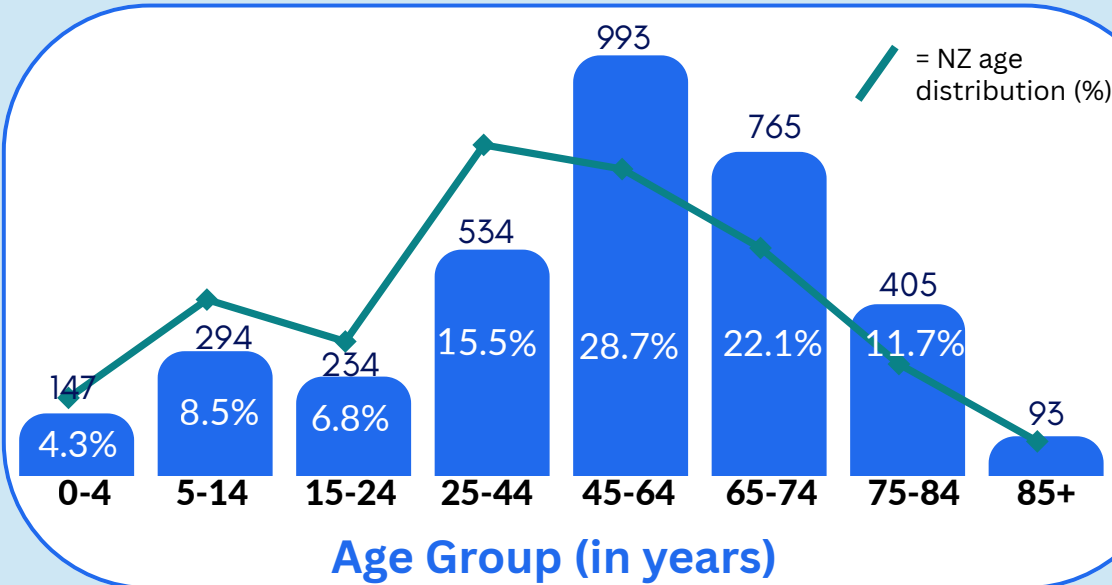
Data from the two areas is combined unless otherwise shown.

Age Distribution¹



1 in 5 (19.5%) residents are under 25 years

NZ 31%
WBOP 28%
TGA 30%



1 in 3 = 65+ residents
36.5% (1,263)

NZ 17%

Median Age

59 years
Waihi Beach - Bowentown
55 years
Athenree

NZ 38 years

The area has an older population

Ethnic Makeup of Community¹ 12 largest Ethnic Groups



- New Zealand European (86.6%)
- Māori (17.0%)
- British & Irish (1.8%)
- Australian (1.3%)
- Dutch (0.7%)
- Samoan (0.4%)
- Cook Island Māori (0.3%), Tongan (0.3%), Filipino (0.3%), Chinese (0.3%), Indian (0.3%), German (0.3%)

NB Individuals can identify more than one ethnicity so percentages will not total 100%

NZ European remains the largest ethnic group.
[Total European = 91.2%]

1 in 6 (17.0%) residents are Māori

Birthplace¹

85.6% = Born in NZ
2,934



Top five overseas Birthplaces

- United Kingdom & Ireland (6.0%)
- Australia (2.8%)
- Middle East & Africa (1.8%)
- Asia (1.1%)
- Europe (exc UK & Ireland) (1.1%)

Census 2023

People with Disabilities³

228 residents live with a disability (8.2%)

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

Rainbow (LGBTIQ+)¹

66



Local residents identify as LGBTIQ+ (2.5%)

Languages Spoken¹ (in addition to English)

TOP 5

Language	Count	Percentage
Māori	90	2.6%
French	33	1.0%
German	33	1.0%
Spanish	21	0.6%
Afrikaans	18	0.5%

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 the "total population".
2. The latest population estimates as at 30 June 2025. See the Stats NZ Place Summary - Waihi Beach-Bowentown/Athenree.
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:

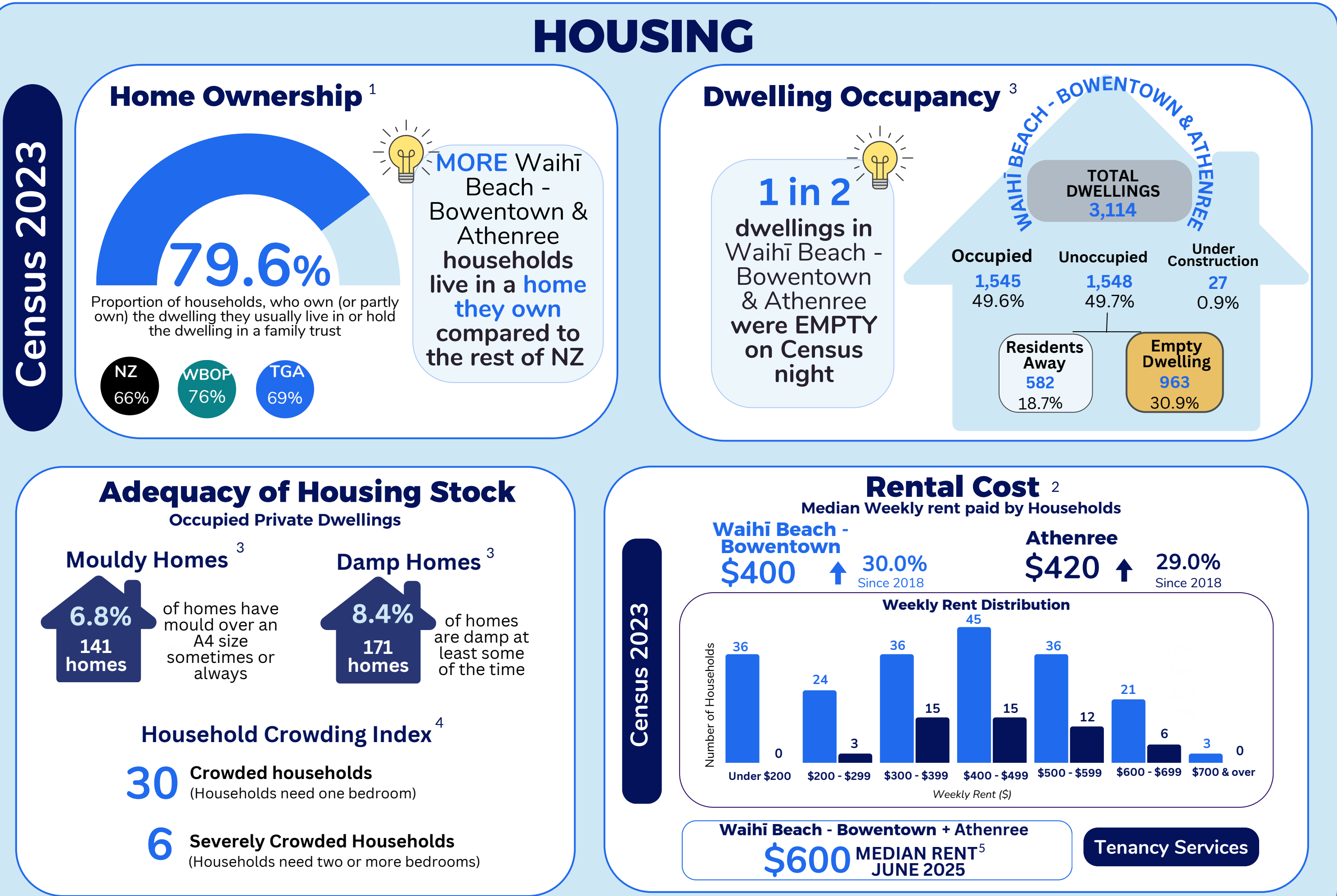
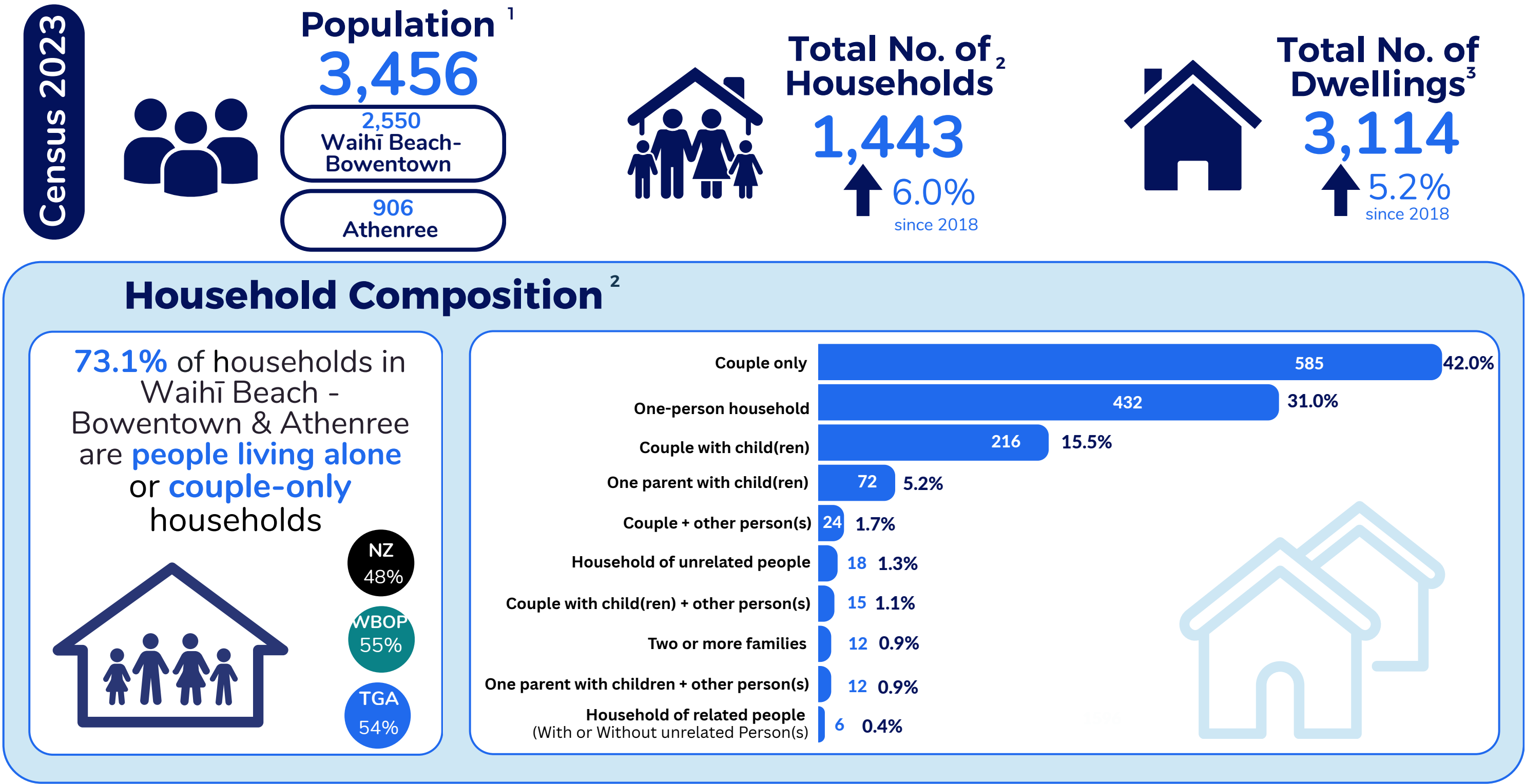


Updated Feb 2026

WAIHĪ BEACH-BOWENTOWN & ATHENREE

2025 DATA SUMMARY

HOUSEHOLDS & HOUSING



WAIHĪ BEACH-BOWENTOWN & ATHENREE

2025 DATA SUMMARY

INCOME & COMMUNITY

Median Household Income¹

Census 2023

Waihi Beach - Bowentown

\$65,700

Athenree

\$76,700

The median household income of both Waihi Beach - Bowentown and Athenree is lower 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

Katikati - Waihi Beach Ward
\$67,700

NZ
\$97,000

WBOP
\$88,600

TGA
\$95,400

Household Income¹



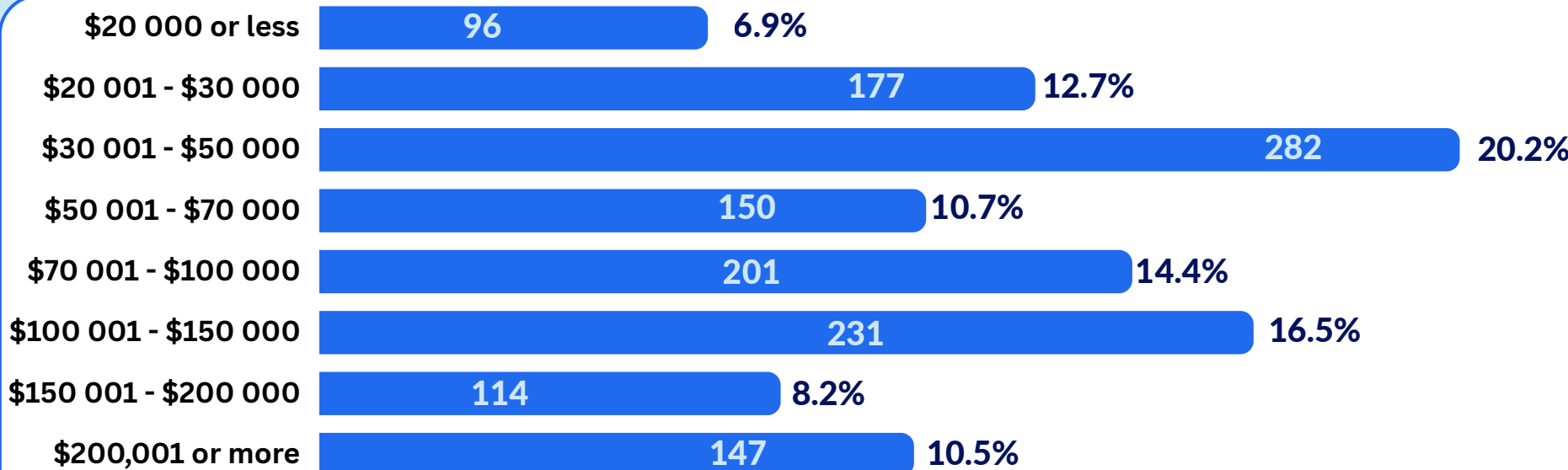
2 in 5 (39.7%)

of Waihi Beach - Bowentown and Athenree households had incomes of less than \$50,000 in 2023

NZ
27%

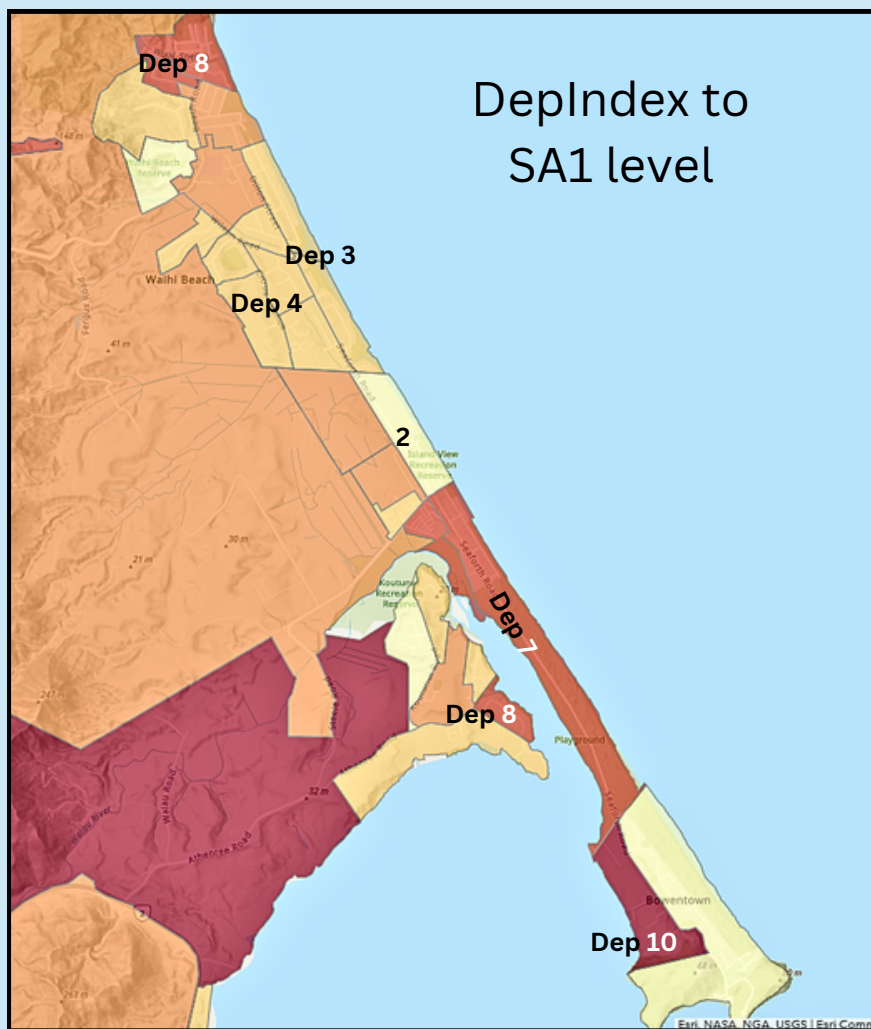
WBOP
30%

TGA
28%



Deprivation Levels²

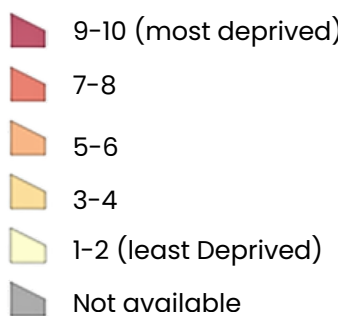
The New Zealand Index of Deprivation (NZDep) is an area-based measure of relative socio-economic deprivation (based on variables (outlined in Table to right). A community with a rating of decile 1 is the least deprived, 10 is most deprived.



DepIndex to SA1 level

The DepIndex 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 both Bowentown and Athenree have deprivation levels of 8-10 (high deprivation).

NZ Dep2023 Levels (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

Vehicle Access¹

30

Households had no vehicle available for private use



Internet Access¹

162

Households had no access to internet at home



Businesses & Volunteering

363³

Businesses are based in Waihi Beach - Bowentown

Feb 2024

81³

Businesses are based in Athenree

Feb 2024

SECTOR OF LOCAL BUSINESSES³

105 (28.9%)

Rental, Hiring & Real Estate



96 (26.5%)

Construction



48 (13.3%)

Professional, Scientific and Technical



33 (9.1%)

Financial & Insurance Services



465⁴ (18.7%)

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:

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/waihi-beach-bowentown/vs/SA2/athenree>
4. See Work & Labour Force Status and Unpaid work - Stats NZ Census 2023 - Totals by Topic for Individuals (RC, TALB, SA2), 2023.

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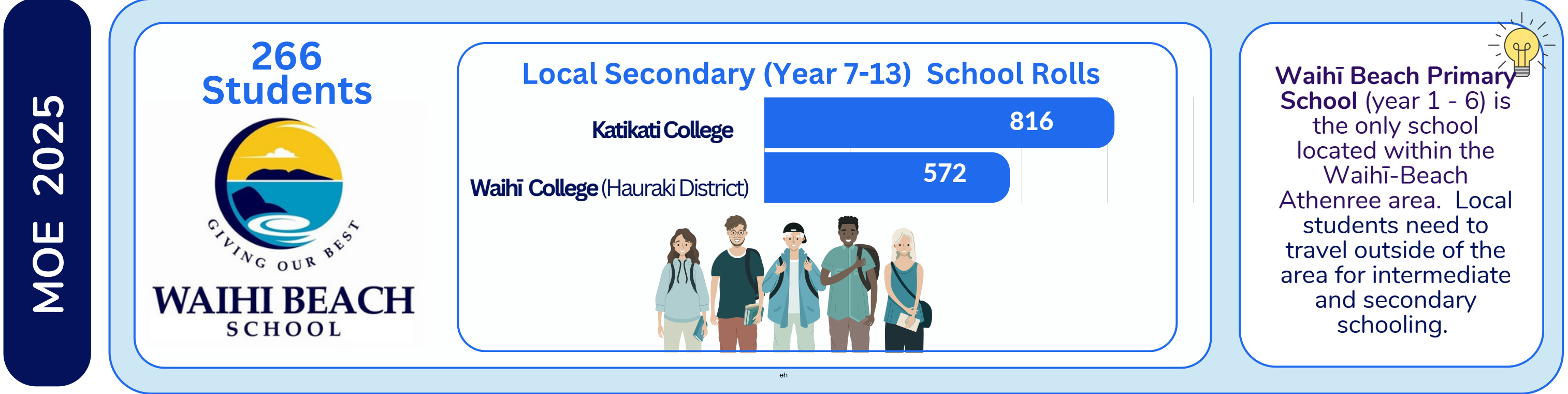
Updated Aug 2026

WAIHĪ BEACH-BOWENTOWN & ATHENREE

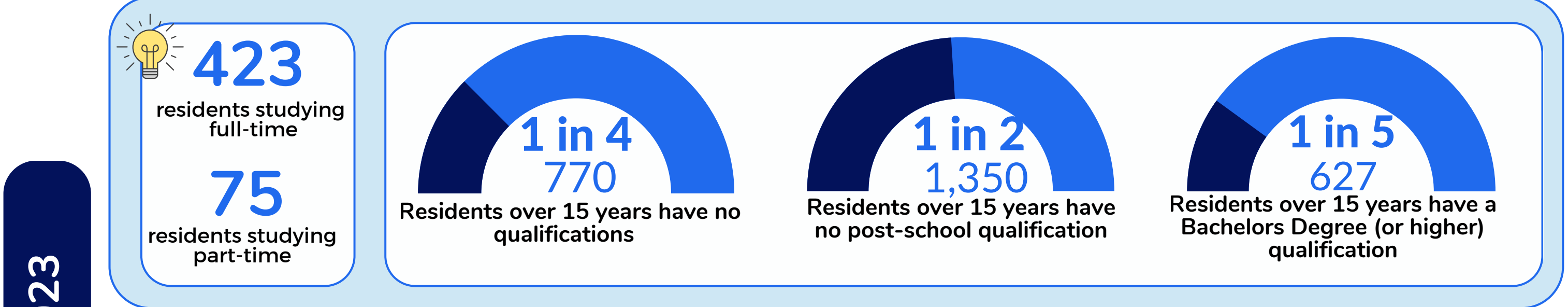
2025 DATA SUMMARY

EDUCATION & EMPLOYMENT

Waihi Beach - Bowentown & Athrenree School Rolls¹

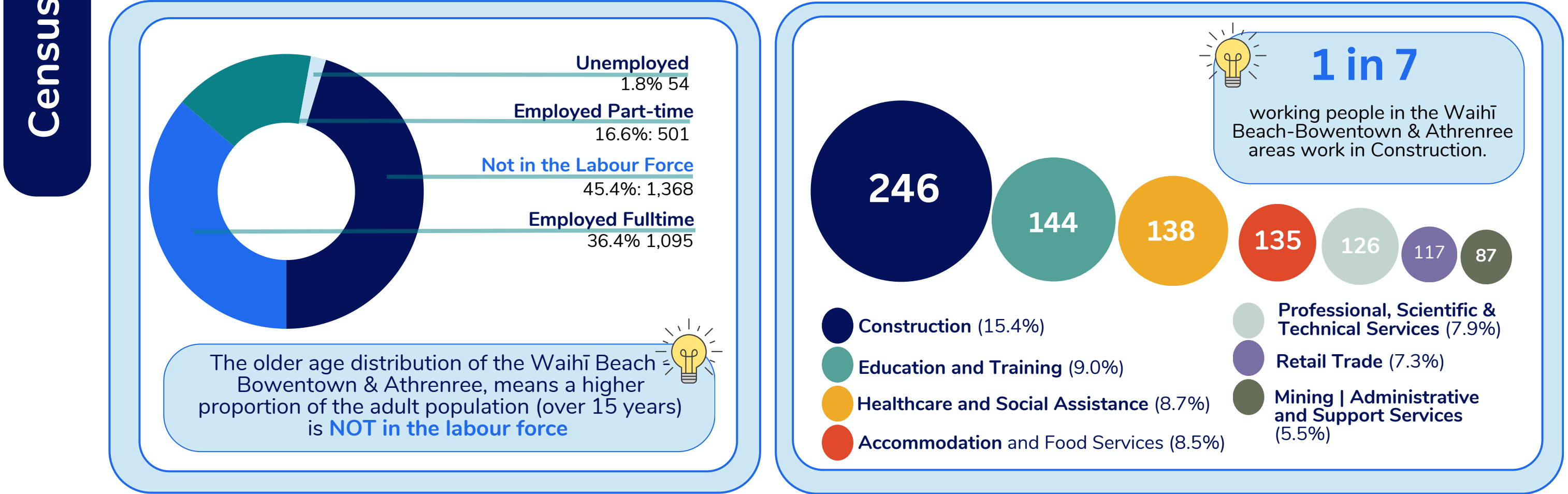


Education Indicators²



Work & Labour Force Status²

Local Employment²



WAIHĪ BEACH-BOWENTOWN & ATHENREE

2025 DATA SUMMARY

NGĀ IWI MĀORI

MARAE/HAPŪ IN WAIHĪ BEACH - BOWENTOWN & ATHENREE¹

Otawhiwhi Marae

Principal hapū is Te Whānau ā Tauwhao of the Ngāi Te Rangi tribal collective. Mātaatua waka Wharenuī = Tamaoho; Wharekai = Tauwhao

Tuapiro Marae

Principal hapū is Ngāti Te Wai of Ngati Ranginui (& Ngāi Te Rangi) Takitimu & Mātaatua waka Wharenuī = Ngā Kuri a Whare; Wharekai = Muriwai

Te Rereatukahia Marae

Principal hapū is Ngāi Tamawhariua of Ngāi Te Rangi iwi. Mātaatua waka Wharenuī = Tamawhariua; Wharekai = Whakahinga

Oruarahi Marae (Te Rangihouhiri)

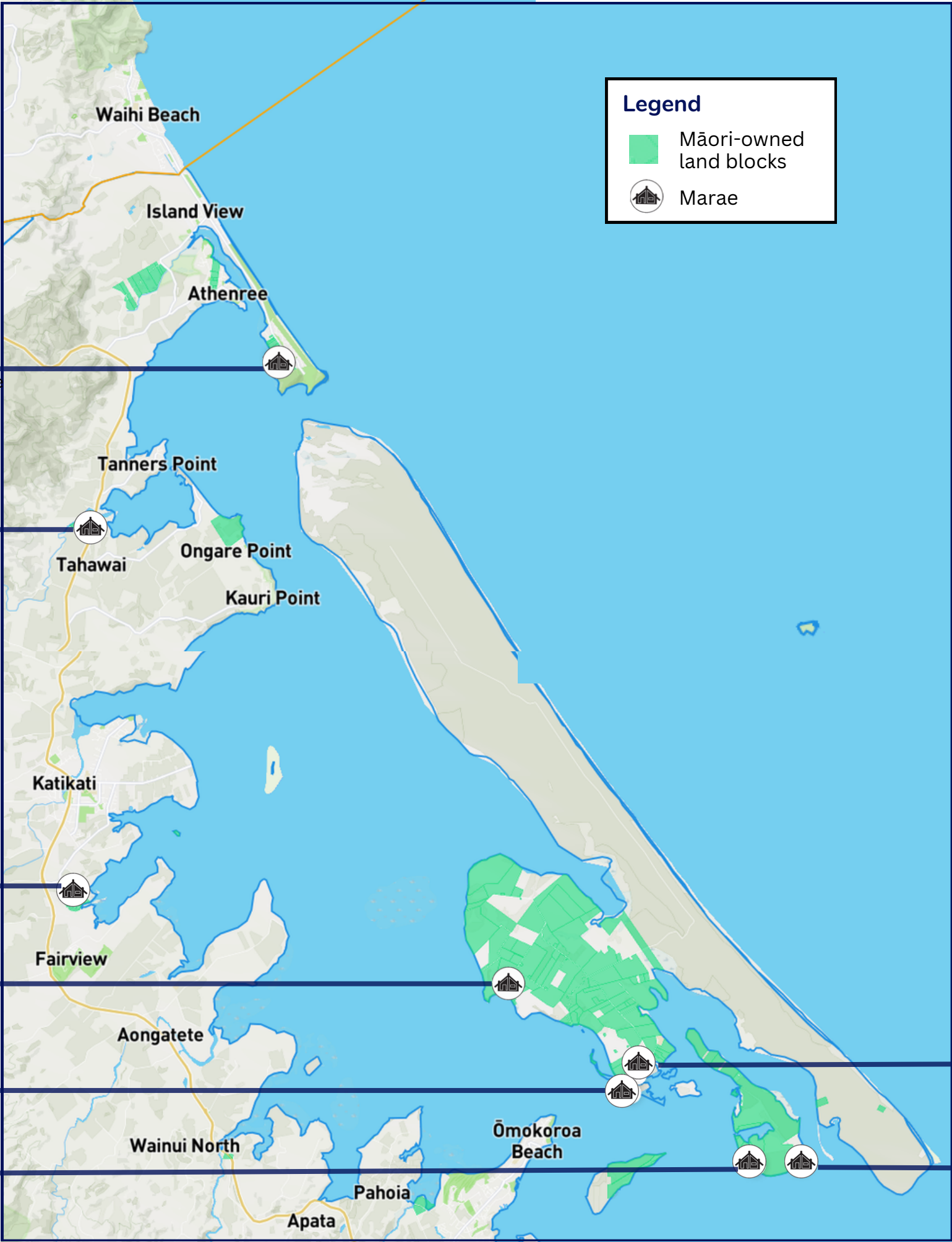
Principal hapū is Ngāi Tamawhariua of Ngāi Te Rangi iwi. Mātaatua waka Wharenuī = Te Rangihouhiri;

Opureora Marae

Primary hapū for the marae are Ngāi Tuwhiwhia and Ngāti Tauaiti of Ngāi Te Rangi

Opounui (Rangiwaia) Marae

Primary hapū is Te Ngare of Ngāi Te Rangi. Mātaatua waka Wharenuī = Rongomainohorangi



Kutaroa Marae

Primary hapū for the marae is Ngāti Tauaiti of Ngāi Te Rangi iwi. Wharenuī = Tauaiti

Rangiwaia Marae

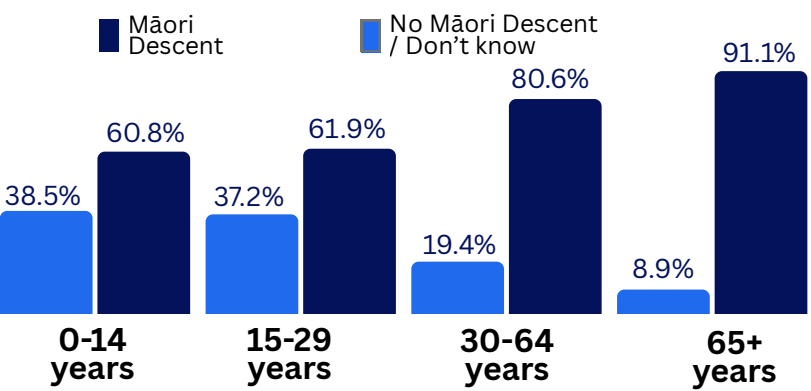
Primary hapū is Ngāi Tauwhao of Ngāi Te Rangi. Mātaatua waka Wharenuī = Te Haka ā Te Tupere

Māori Descent²

678 (1 in 5)
Residents have
Māori Whakapapa

Age Distribution of Māori Descent Population

(% of each population in specified age group)



37.9% of residents under 30 years in the area are of Māori descent

Iwi in the WBOP²



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 Waihi Beach-Athenree area is **Ngāi te Rangi**. Along with **Ngā Puhī** (NZ's largest iwi), and **Ngāti Ranginui** these 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:

- See [Māori Maps](#) | Marae and [Te Whata](#). (NB in Te Whata and the maps of Iwi area of interest, under each iwi listing)
- 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:



Updated Feb 2026