

# WAIHĪ BEACH-BOWENTOWN & ATHENREE 2025 DATA SUMMARY

HE TANGATA  
OUR PEOPLE



In conjunction with

Census 2023

3,456

Waihi Beach-Bowentown & Athenree Population<sup>1</sup>

↑ 5.1% since 2018

3,520

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



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.

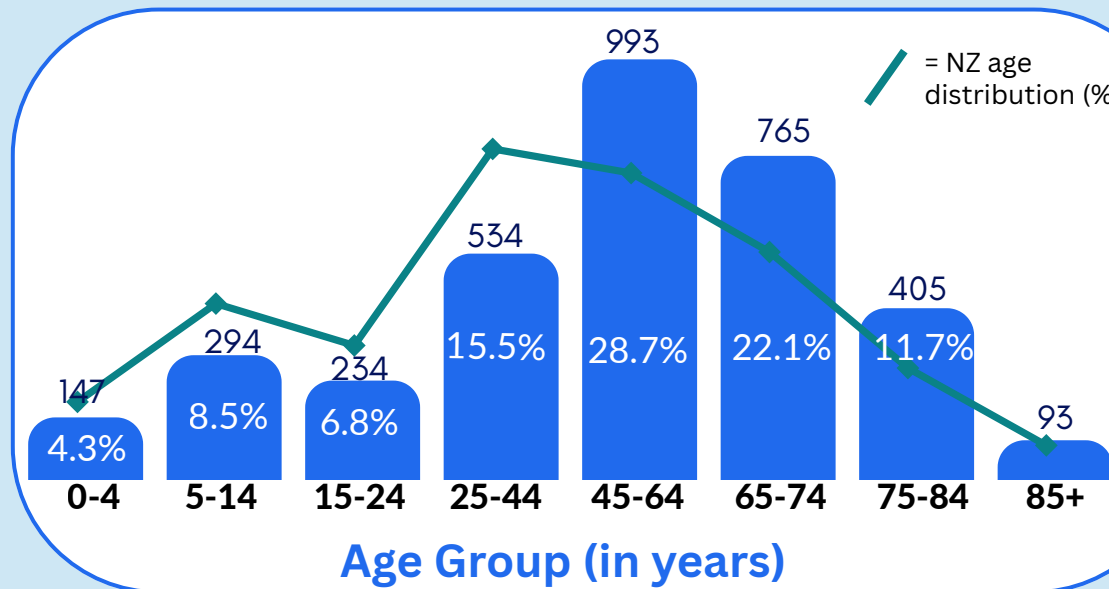
Census 2023



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

NZ 31% WBOP 28% TGA 30%

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



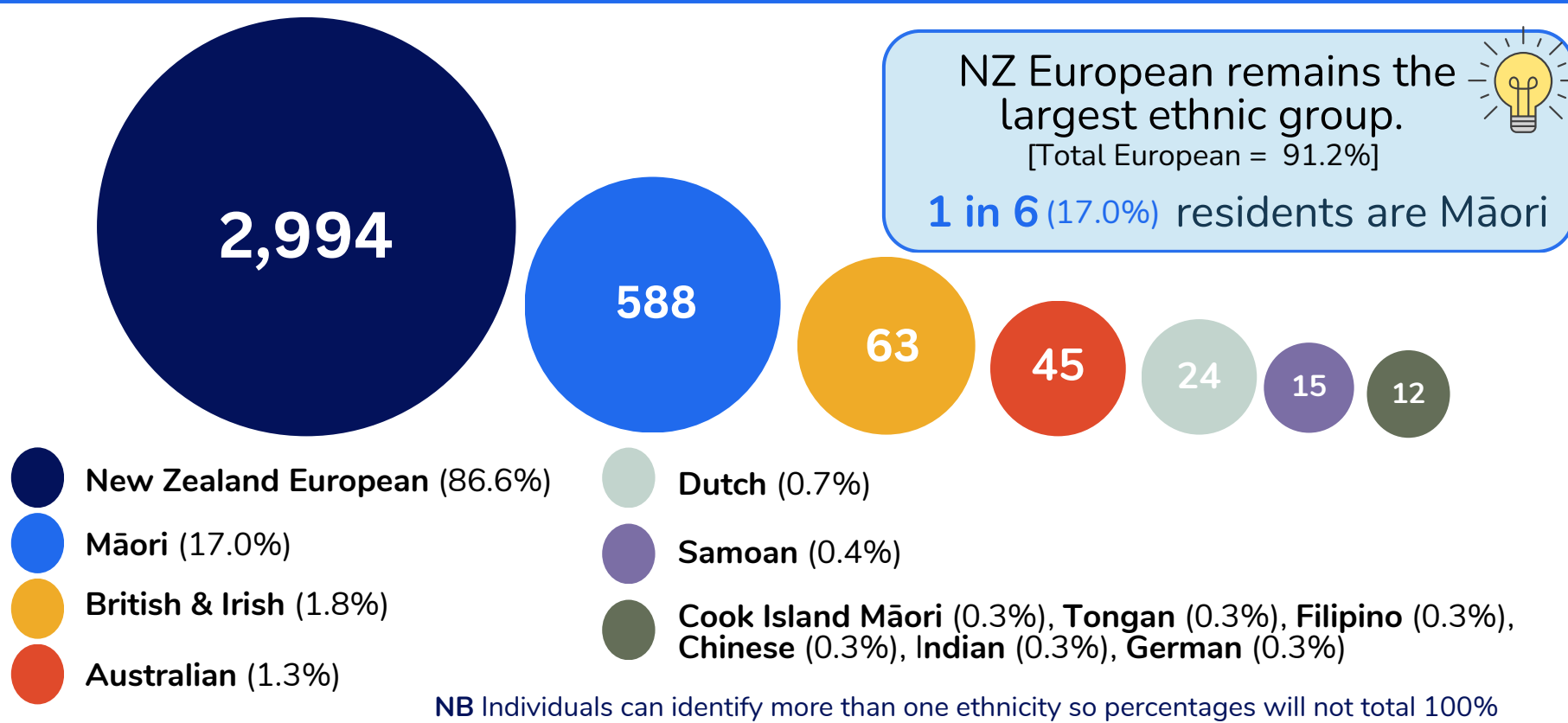
1 in 3 = 65+ residents  
36.5% (1,263)

Median Age

59 years Waihi Beach - Bowentown  
55 years Athenree

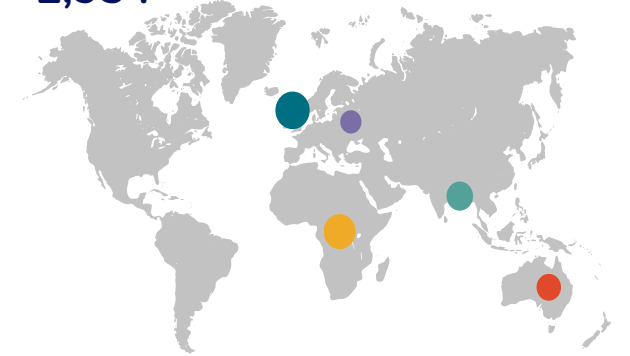
The area has an older population

## Ethnic Makeup of Community<sup>1</sup> 12 largest Ethnic Groups



## Birthplace<sup>1</sup>

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 Disabilities<sup>3</sup>

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+)<sup>1</sup>

66

Local residents identify as LGBTIQ+ (2.5%)

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

(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:

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

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Updated Feb 2026

# WAIHĪ BEACH-BOWENTOWN & ATHENREE 2025 DATA SUMMARY

## HOUSEHOLDS & HOUSING

Census 2023



Population <sup>1</sup>

3,456

2,550  
Waihi Beach-Bowentown

906  
Athenree



Total No. of Households <sup>2</sup>

1,443

↑ 6.0%  
since 2018



Total No. of Dwellings <sup>3</sup>

3,114

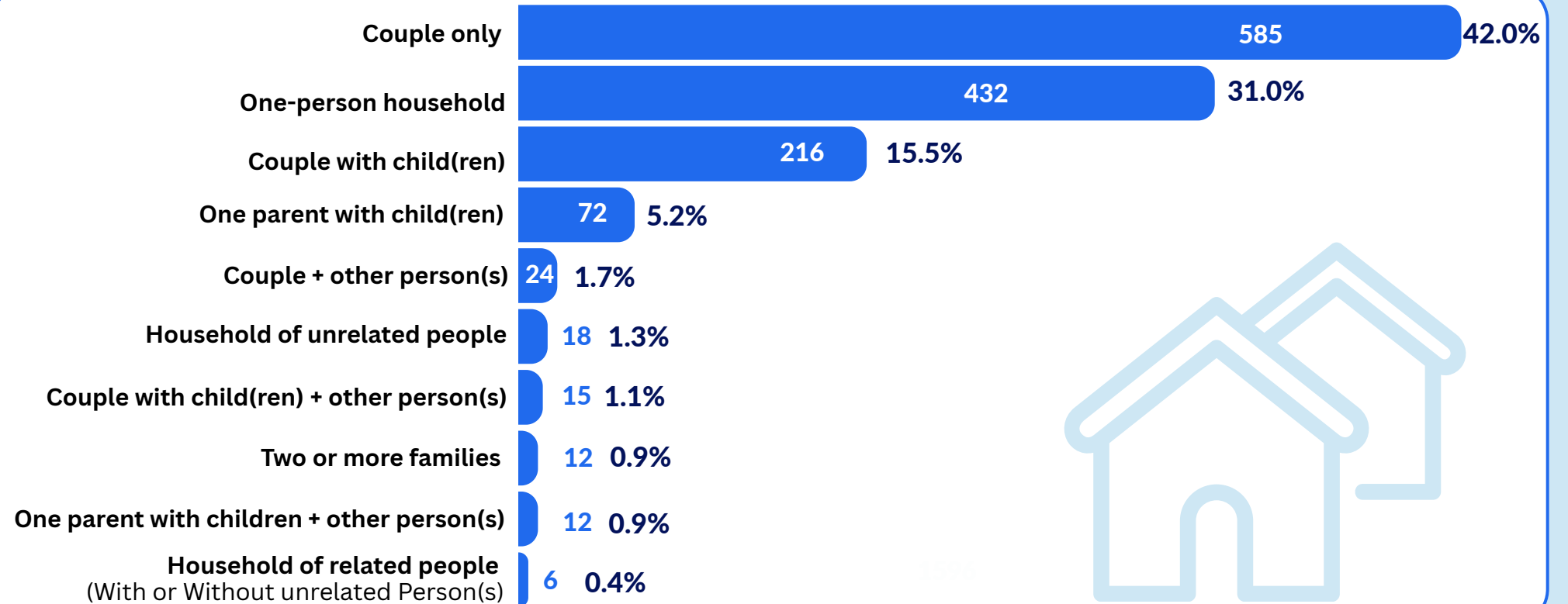
↑ 5.2%  
since 2018

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

73.1% of households in Waihi Beach - Bowentown & Athenree are **people living alone** or **couple-only** households



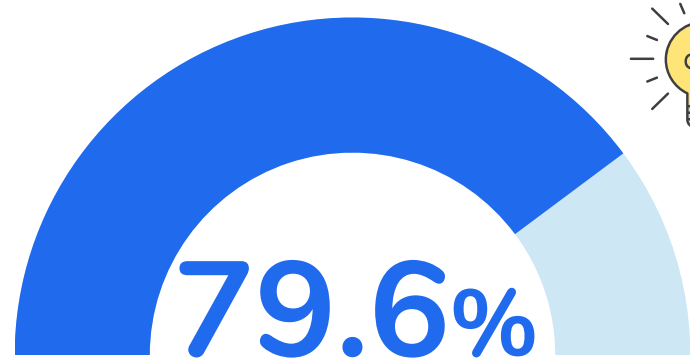
NZ 48%  
WBOP 55%  
TGA 54%



## HOUSING

Census 2023

### Home Ownership <sup>1</sup>



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

NZ 66%  
WBOP 76%  
TGA 69%

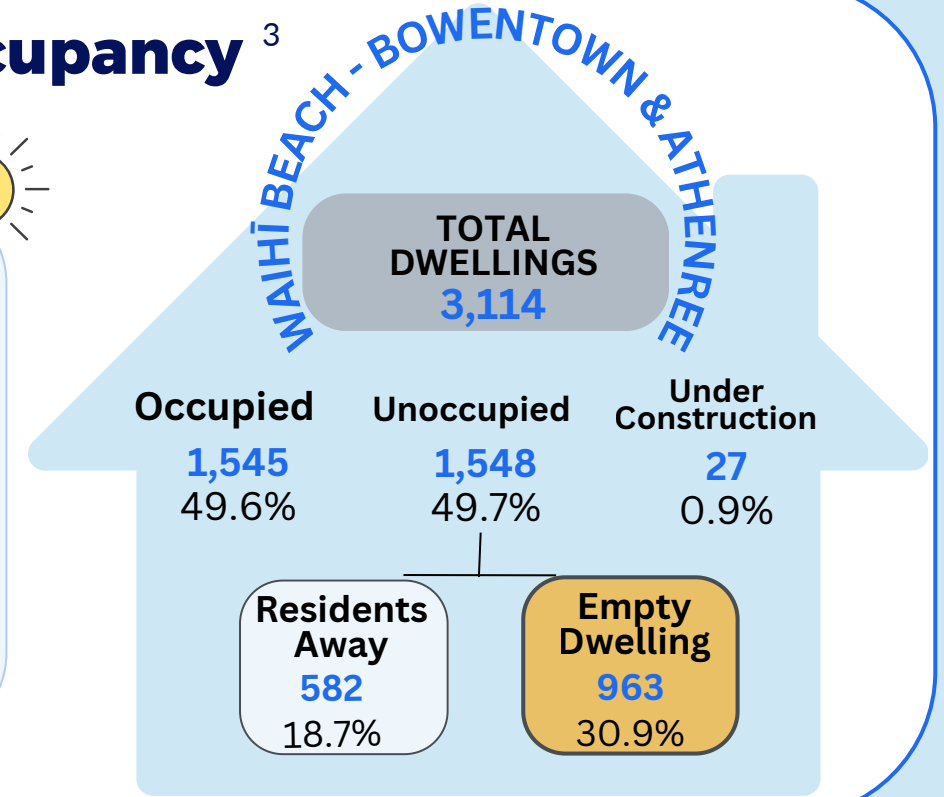


**MORE** Waihi Beach - Bowentown & Athenree households live in a **home they own** compared to the rest of NZ

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

1 in 2

dwellings in Waihi Beach - Bowentown & Athenree were **EMPTY** on Census night



### Adequacy of Housing Stock

Occupied Private Dwellings

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

6.8%  
141 homes

of homes have mould over an A4 size sometimes or always

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

8.4%  
171 homes

of homes are damp at least some of the time

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

30 Crowded households  
(Households need one bedroom)

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

### Rental Cost <sup>2</sup>

Median Weekly rent paid by Households

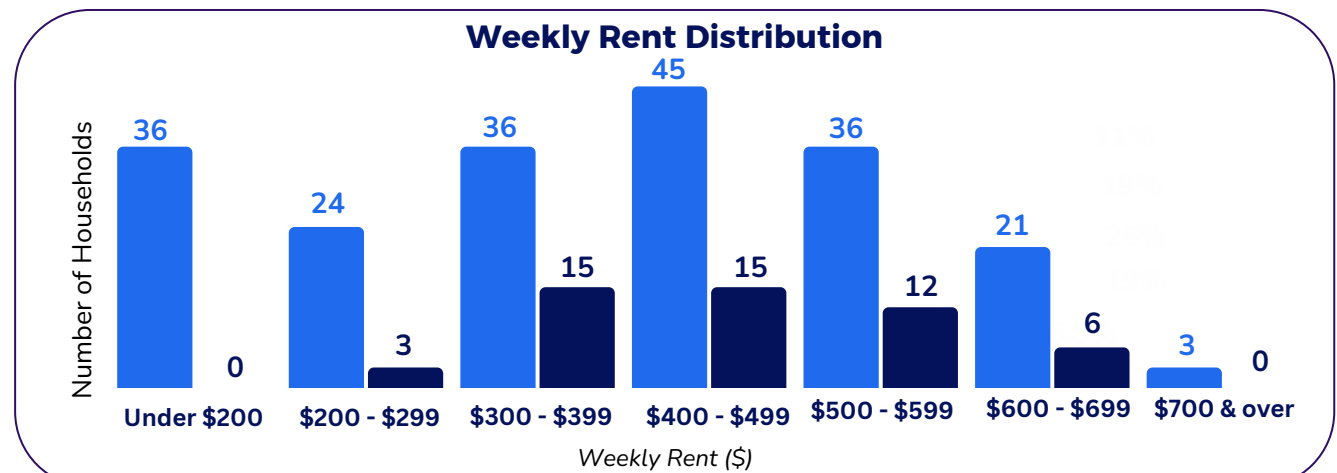
#### Waihi Beach - Bowentown

\$400 ↑ 30.0%  
Since 2018

#### Athenree

\$420 ↑ 29.0%  
Since 2018

Census 2023



Waihi Beach - Bowentown + Athenree

**\$600** MEDIAN RENT <sup>5</sup>  
JUNE 2025

Tenancy Services

#### 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
- 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 Waihi Beach - Bowentown and Athenree for the 6 month period from 1 Jan - 30 Jun 2025

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# WAIHĪ BEACH-BOWENTOWN & ATHENREE 2025 DATA SUMMARY

## INCOME & COMMUNITY

Census 2023

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

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**

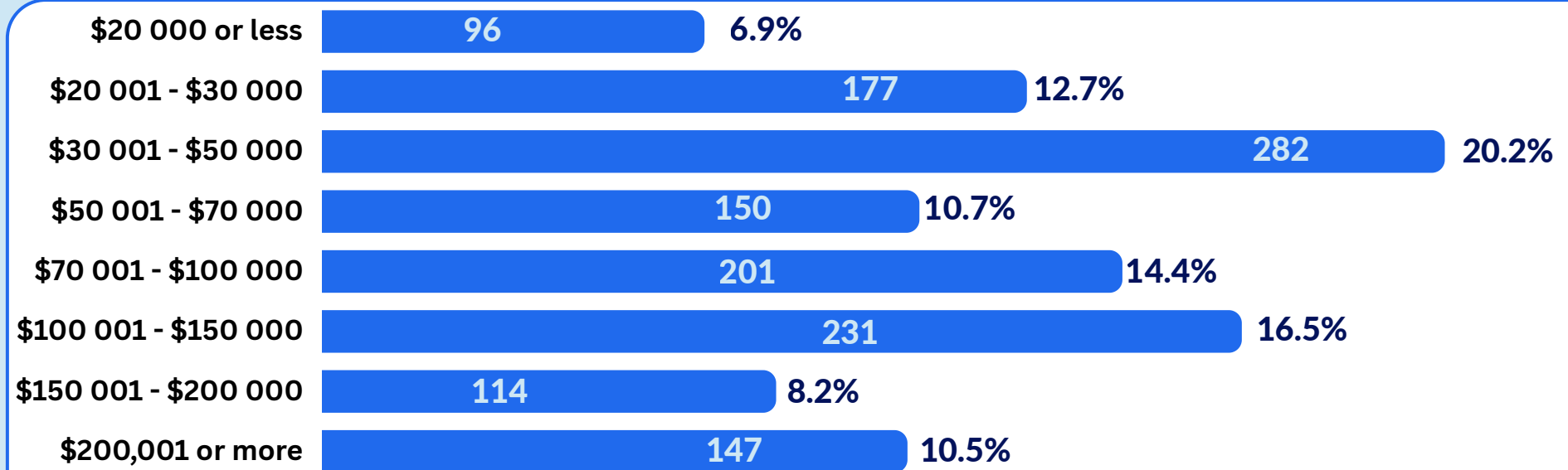
TGA  
**\$95,400**

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

**2 in 5** (39.7%)

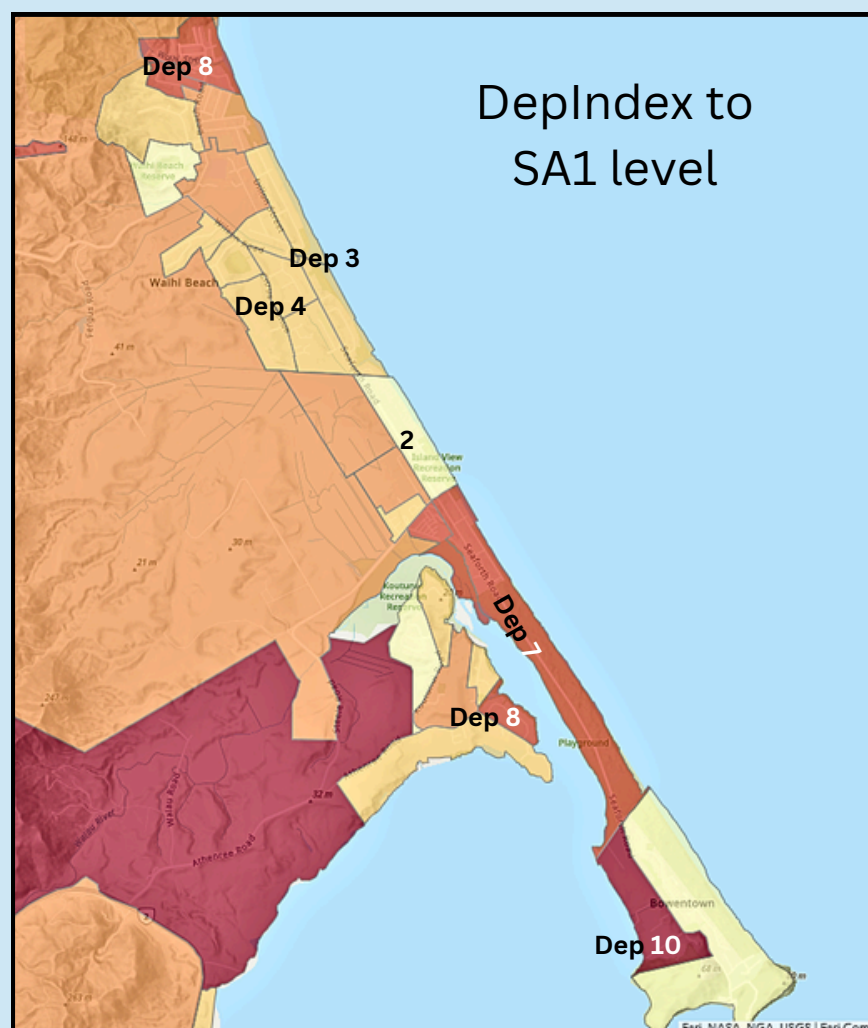
of Waihi Beach - Bowentown and Athenree households had incomes of less than \$50,000 in 2023

NZ 27% WBOP 30% TGA 28%



### Deprivation 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, 10 is most deprived.



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 Access<sup>1</sup>

**30**

Households had no vehicle available for private use



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

**162**

Households had no access to internet at home



### Businesses & Volunteering

**363**  
Businesses are based in Waihi Beach - Bowentown  
Feb 2024

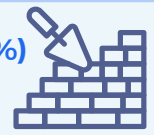
**81**  
Businesses are based in Athenree  
Feb 2024

#### SECTOR OF LOCAL BUSINESSES<sup>3</sup>

**105** (28.9%)  
Rental, Hiring & Real Estate



**96** (26.5%)  
Construction



**48** (13.3%)  
Professional, Scientific and Technical



**33** (9.1%)  
Financial & Insurance Services



**465** (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.

Infographics supplied by:



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# WAIHĪ BEACH-BOWENTOWN & ATHENREE 2025 DATA SUMMARY

## EDUCATION & EMPLOYMENT

### Waihi Beach - Bowentown & Athrenree School Rolls <sup>1</sup>

MOE 2025

266 Students



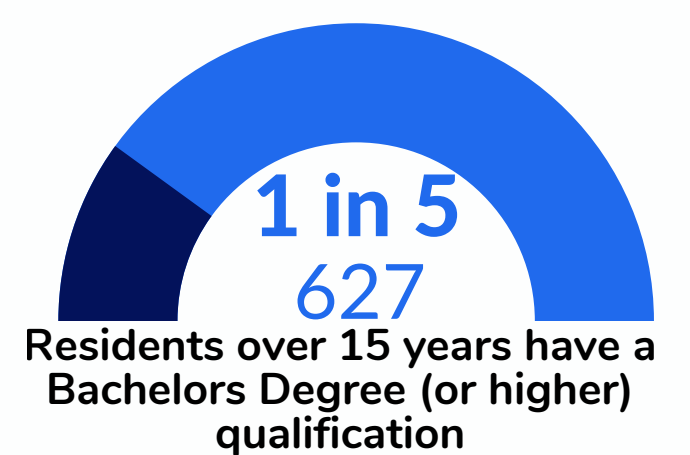
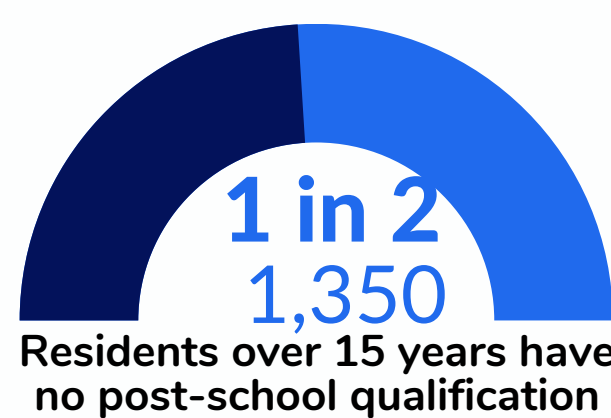
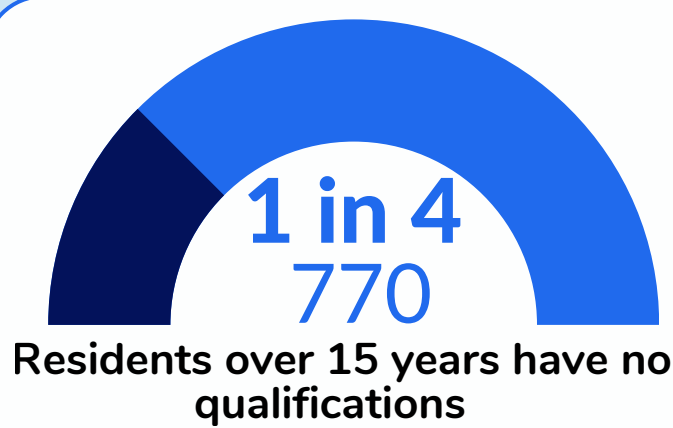
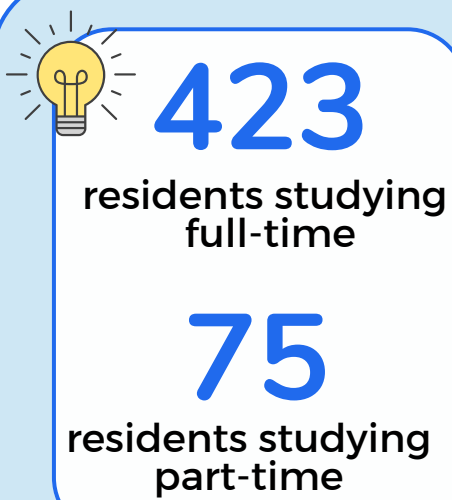
#### Local Secondary (Year 7-13) School Rolls



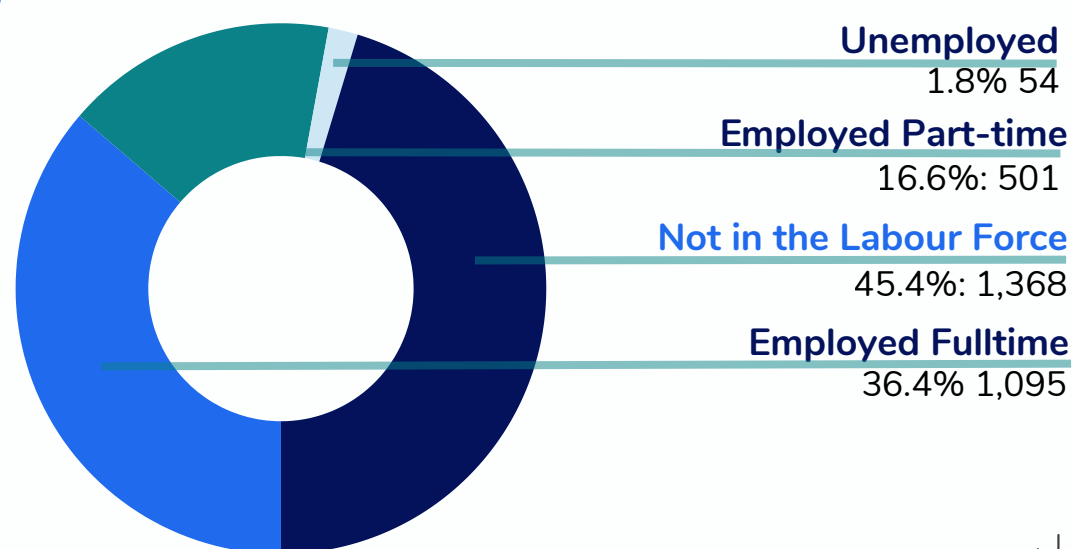
Waihi Beach Primary School (year 1 - 6) is the only school located within the Waihi-Beach Athenree area. Local students need to travel outside of the area for intermediate and secondary schooling.

### Education Indicators <sup>2</sup>

Census 2023

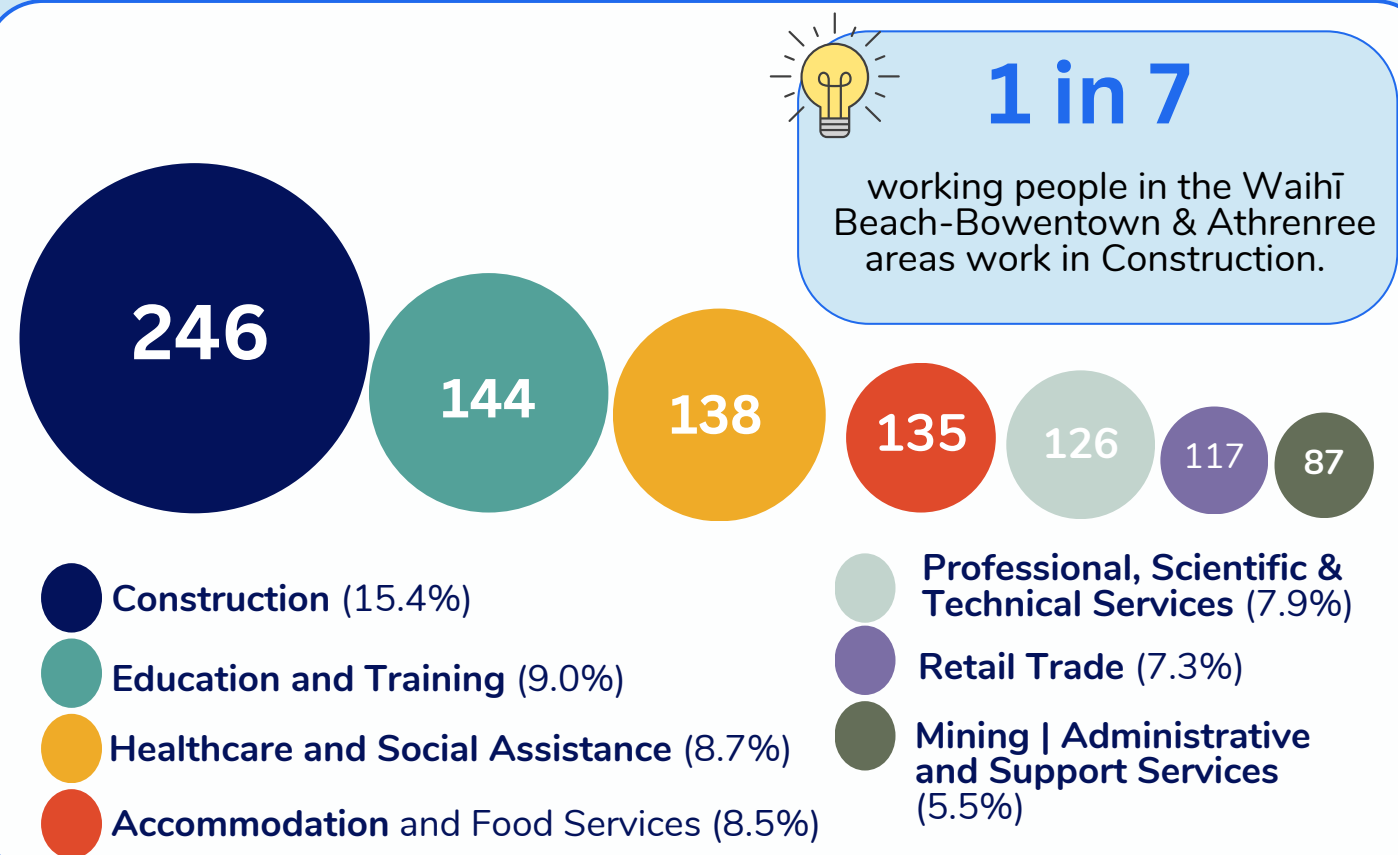


### Work & Labour Force Status <sup>2</sup>



The older age distribution of the Waihi Beach Bowentown & Athrenree, means a higher proportion of the adult population (over 15 years) is **NOT in the labour force**

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

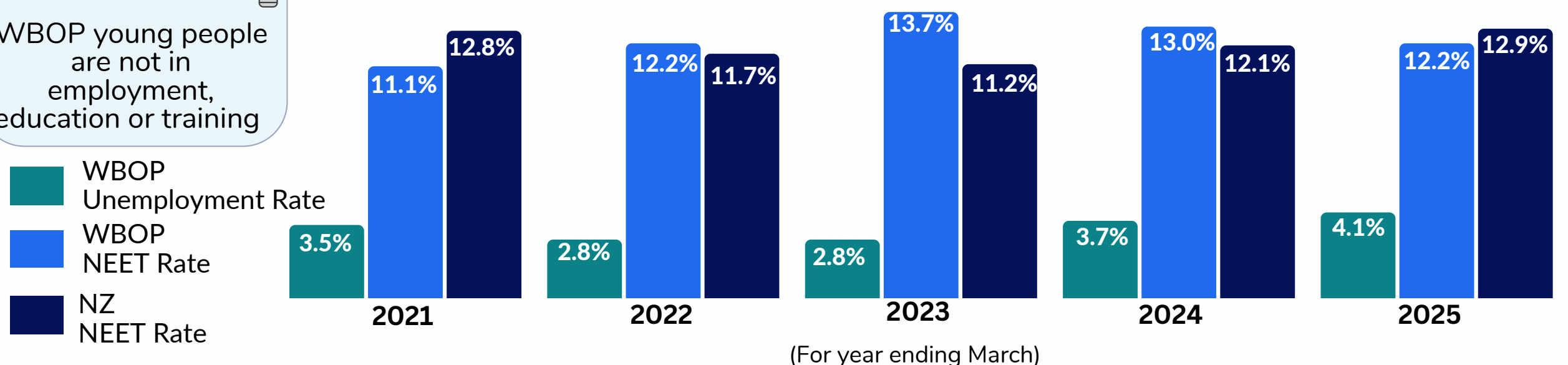


### WBOP NEET (Not in Employment or Education & Training) Rate <sup>3</sup>

Household Labour Force Survey 2025

1 in 8 WBOP young people are not in employment, education or training

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



#### Source Info & Notes:

- 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 Jan 2026)

Infographics supplied by:

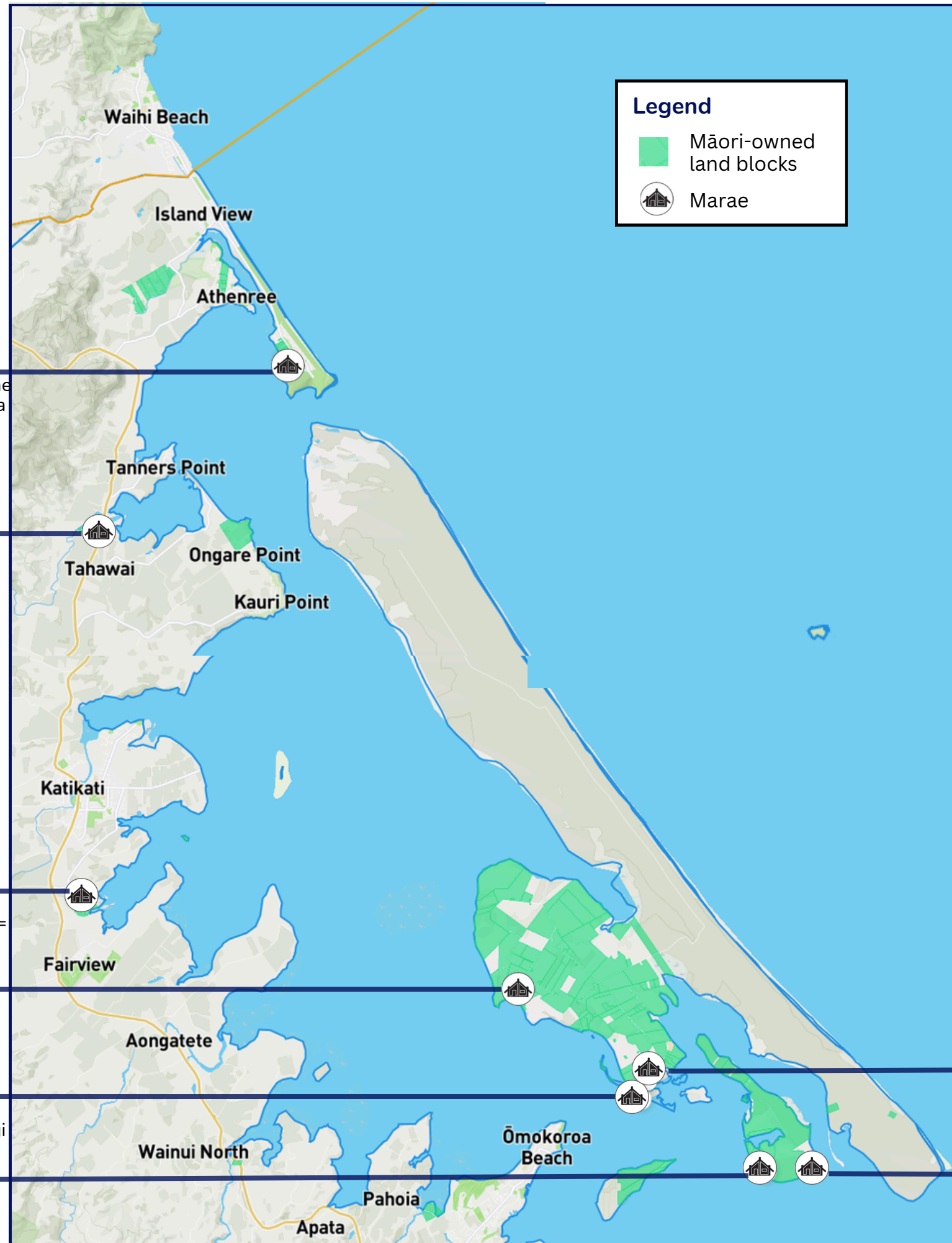


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# WAIHĪ BEACH-BOWENTOWN & ATHENREE 2025 DATA SUMMARY

NGĀ IWI MĀORI

## MARAE/HAPŪ IN WAIHĪ BEACH - BOWENTOWN & ATHENREE<sup>1</sup>



### Otawhiwhi Marae

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

### Tuapiro Marae

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

### Te Rereatukahia Marae

Principal hapū is Ngāi Tamawhariua of Ngāi Te Rangī iwi. Mātaatua waka Whareniui = Tamawhariua; Wharekai = Whakahinga

### Oruarahi Marae (Te Rangihouhiri)

Principal hapū is Ngāi Tamawhariua of Ngāi Te Rangī iwi. Mātaatua waka Whareniui = Te Rangihouhiri;

### Opureora Marae

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

### Opounui (Rangiwaia) Marae

Primary hapū is Te Ngare of Ngāi Te Rangī. Mātaatua waka Whareniui = Rongomainohorangi

### Kutaroa Marae

Primary hapū for the marae is Ngāti Tauaiti of Ngāi Te Rangī iwi. Whareniui = Tauaiti

### Rangiwaia Marae

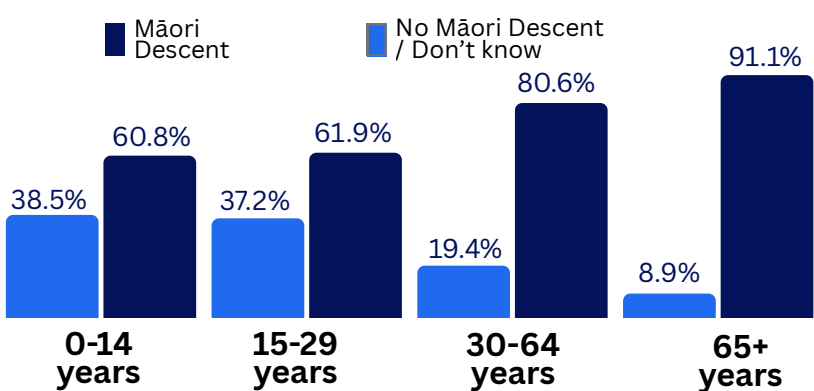
Primary hapū is Ngāi Tauwhao of Ngāi Te Rangī. Mātaatua waka Whareniui = Te Haka ā Te Tupere

## Māori Descent<sup>2</sup>

**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 WBOP<sup>2</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 Waihi Beach-Athenree area is **Ngāi te Rangī**. 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 Rangī                           | 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 Pīkiao (Te Arawa)                 | 540   |
| Don't know                              | 1911  |
| People affiliated with at least one iwi | 11259 |

### Source Info:

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