

WHAKAMĀRAMA 2025 DATA SUMMARY

HE TANGATA
OUR PEOPLE

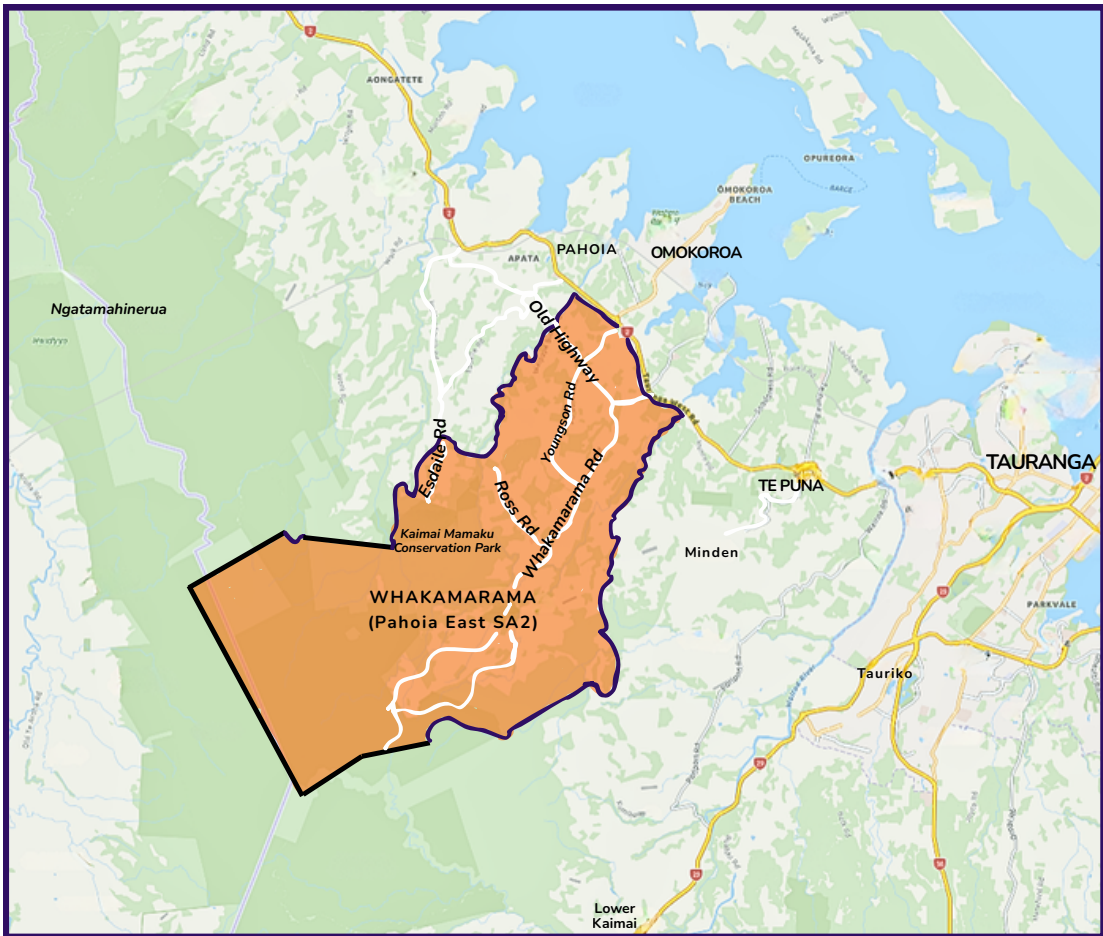
Census 2023

1,947

Whakamārama
Population¹

↑ 2.1% since 2018

2,000
Estimated Resident
Population (ERP)
June 2025²



In conjunction with



Data collated within this Summary for Whakamārama uses the Statistics NZ SA2 (Statistical Area Level 2) unit of Pahoa East.

The Whakamārama area (**Pahoa East SA2**) runs from State Highway 2 (between the Waipapa River mouth and the Te Puna Estuary), running up to the ridge of the Kaimai Range. It encompasses all of Whakamārama Rd; Youngson Rd, Old Highway (from Waipapa River), Barrett Rd and includes the top end of Esdaile Rd.

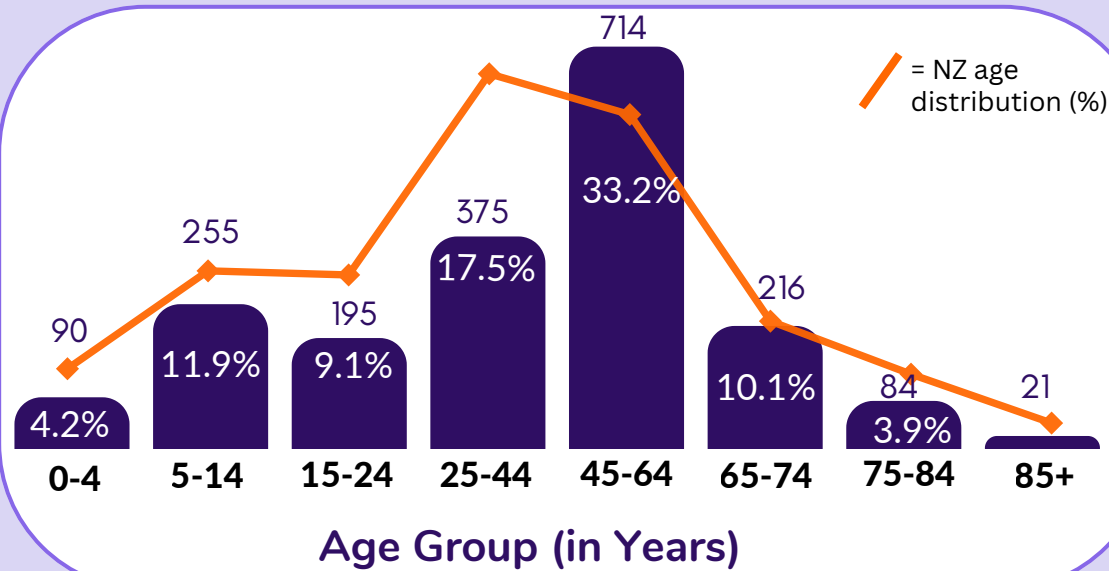
Census 2023



Nearly 1 in 4 (27.7%) residents are under 25 years

NZ 31% WBOP 28% TGA 30%

Age Distribution¹



1 in 6 = 65+ residents years old

16.5% (321) of residents are over 65 years of age

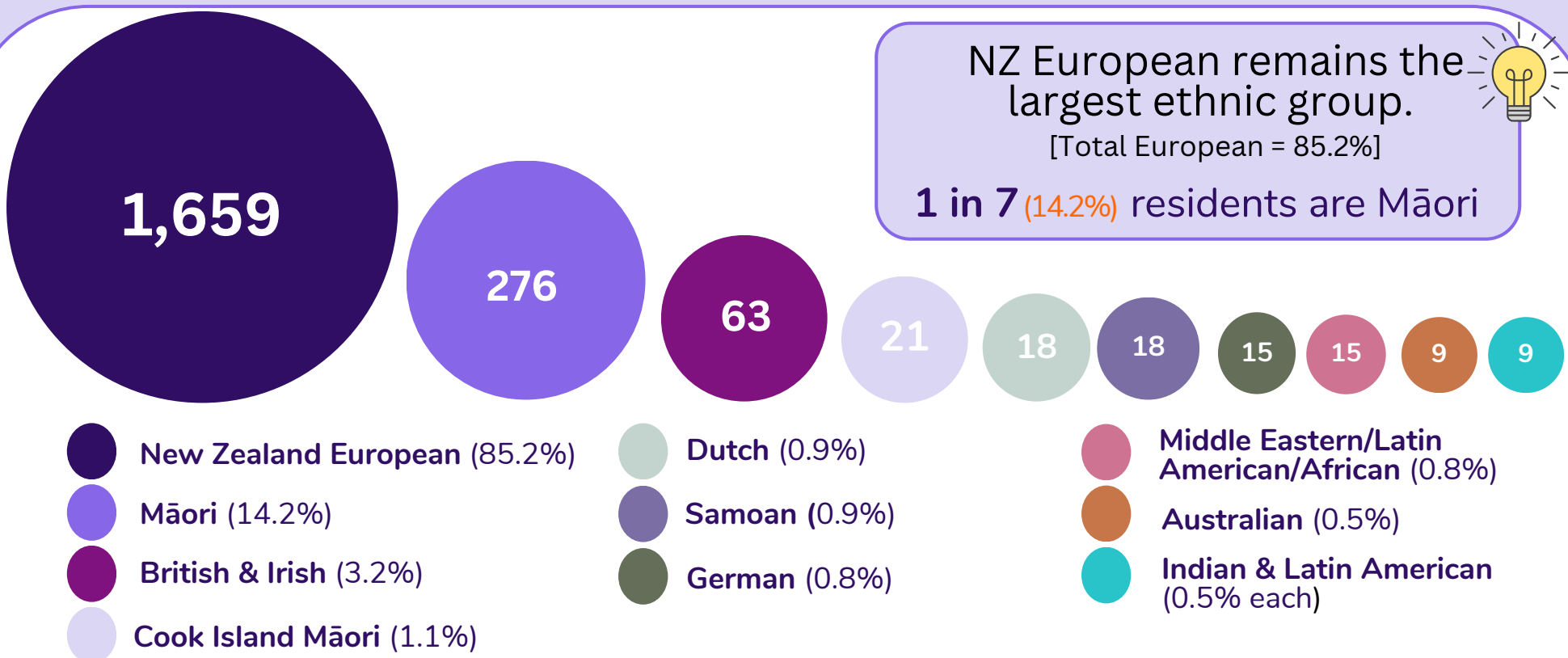
NZ 17%

Median Age
48 years

NZ 38 years

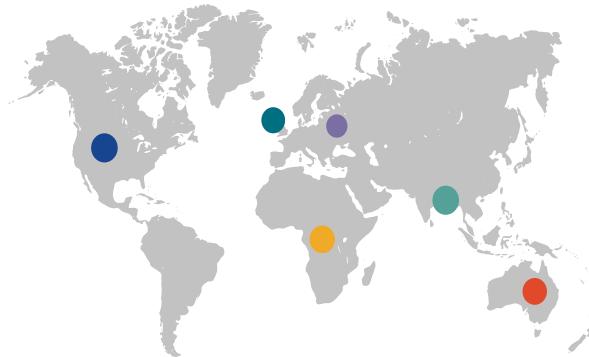


Ethnic Makeup of Community¹ 10 largest Ethnic Groups



Birthplace¹

82.8% = Born in NZ
1,605



Top five overseas Birthplaces

- United Kingdom & Ireland (7.4%)
- Middle East & Africa (2.8%)
- Australia (2.2%)
- Europe (Exc UK & Ireland) (2.2%)
- Asia (1.1%)
- North America (1.1%)

Census 2023

People with Disabilities³

72 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

30



Local residents identify as LGBTIQ+ (2.2%)

Languages Spoken¹

(in addition to English)

TOP 5

Māori	German	French	Afrikaans	Spanish
45	30	27	21	15
3.2%	1.5%	1.4%	1.1%	0.8%

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 see Stats NZ Place Summary - Whakamārama (Pahoa East SA2).
- 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:

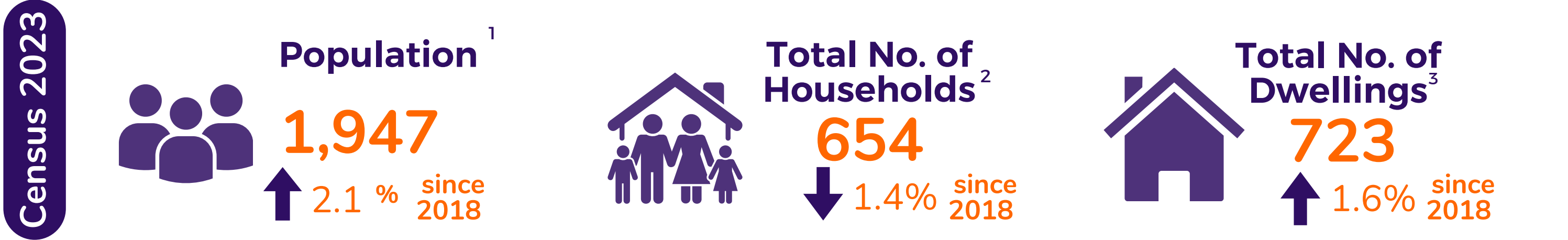


A division of:
Socialink
Tūhono Pāpori
Building a Thriving Social Sector
Bay of Plenty

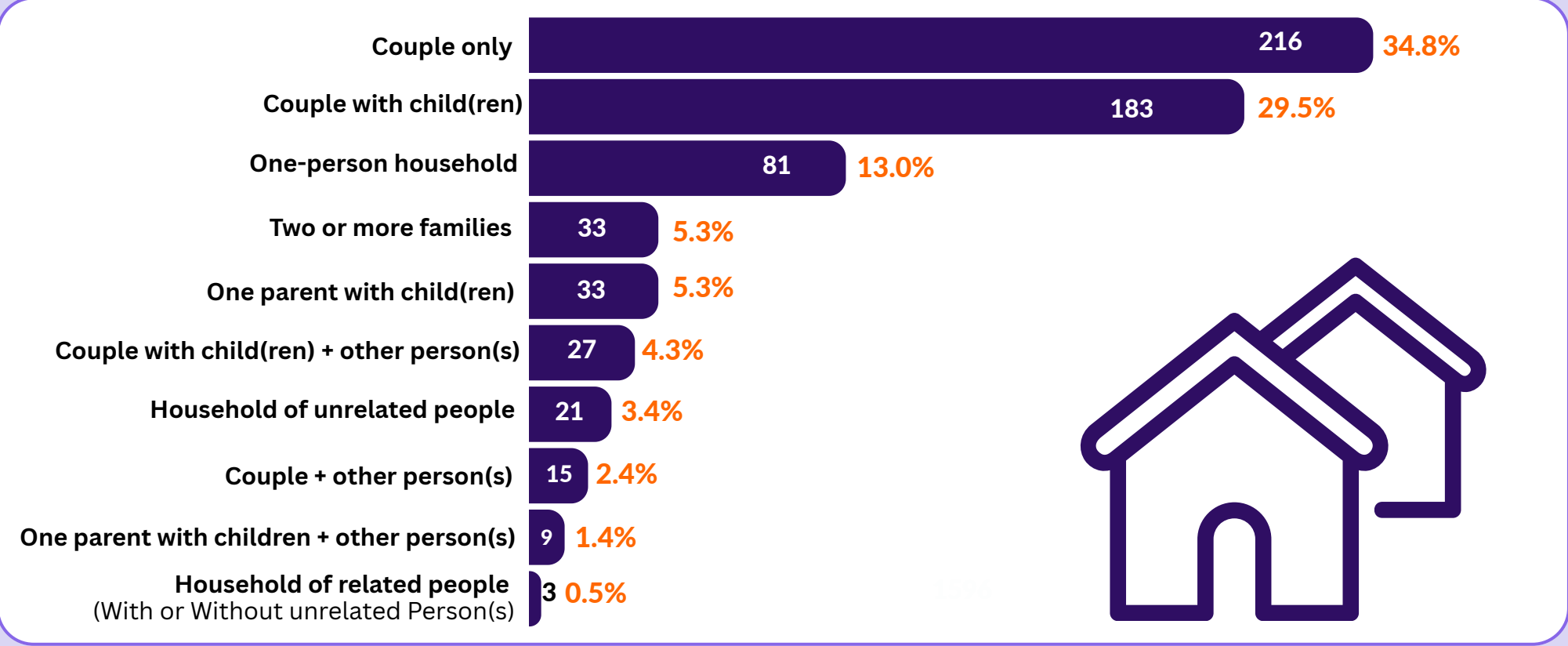
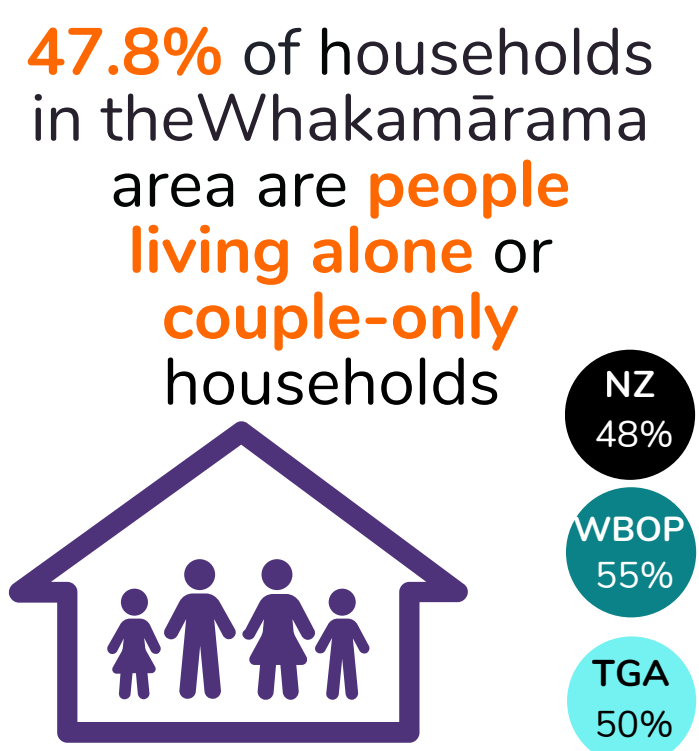
Feb 2026

WHAKAMĀRAMA 2025 DATA SUMMARY

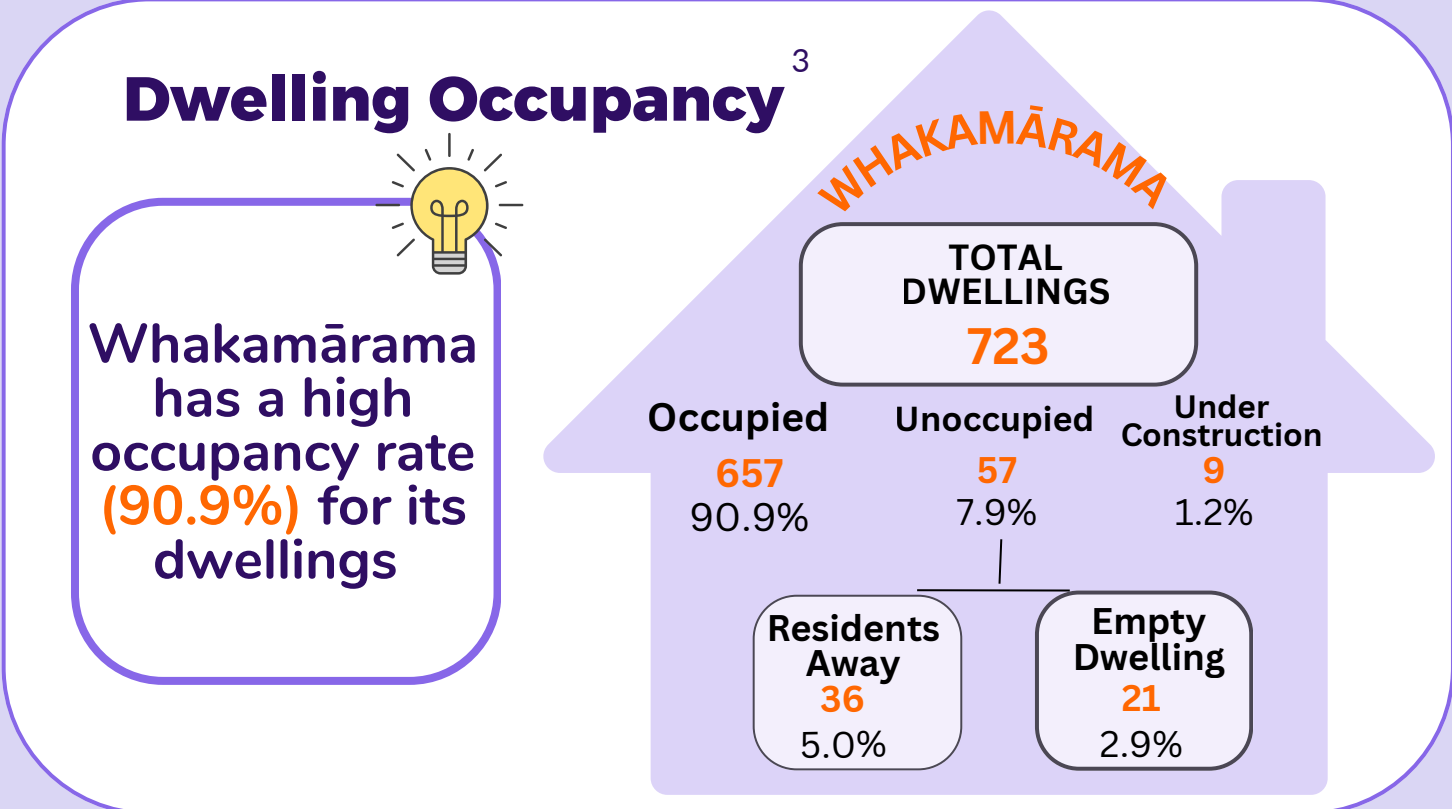
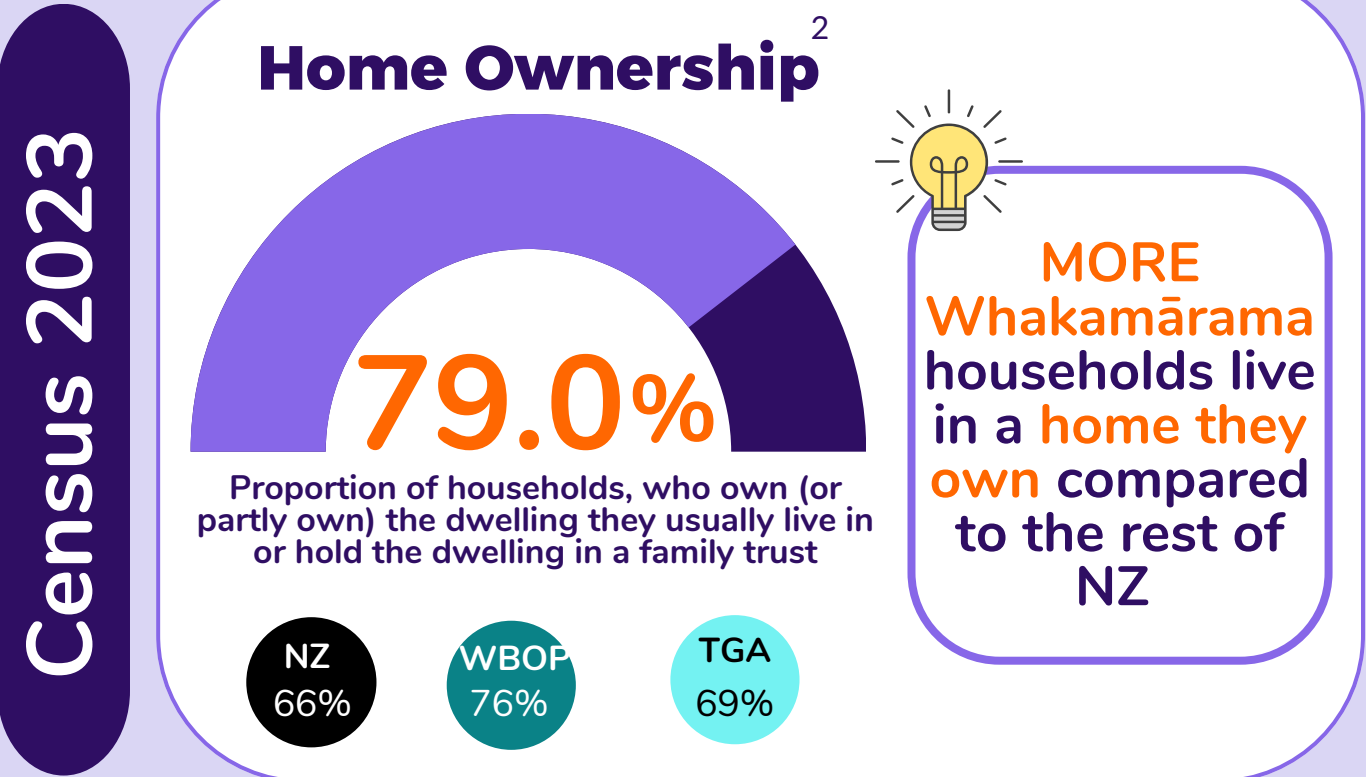
HOUSEHOLDS & HOUSING



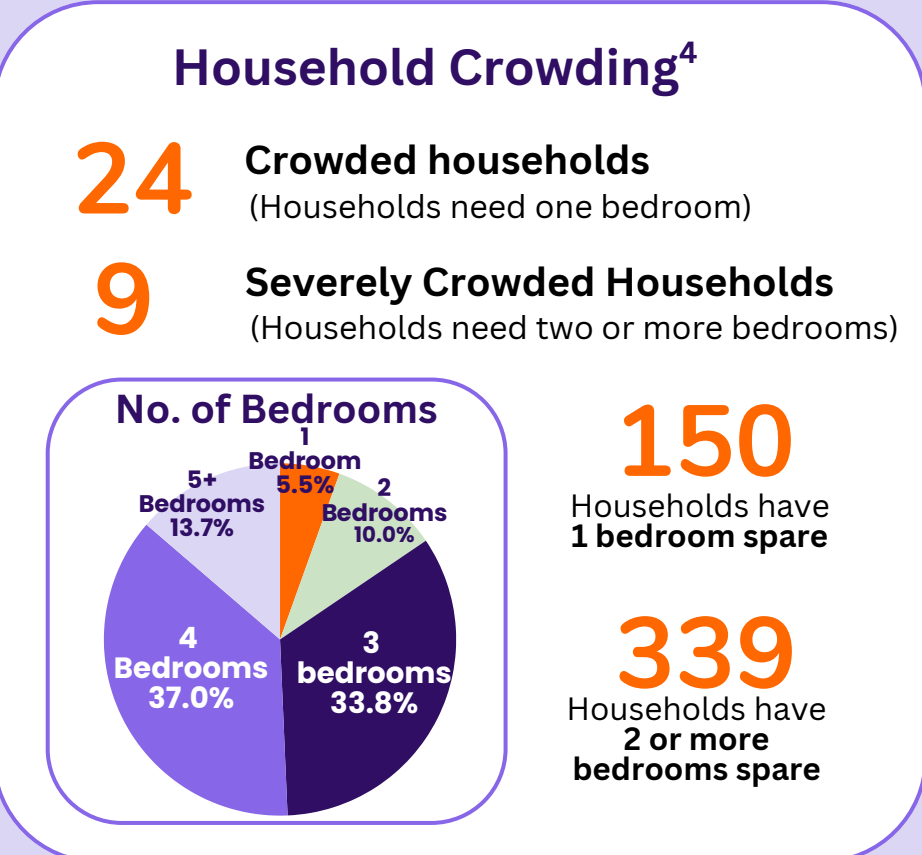
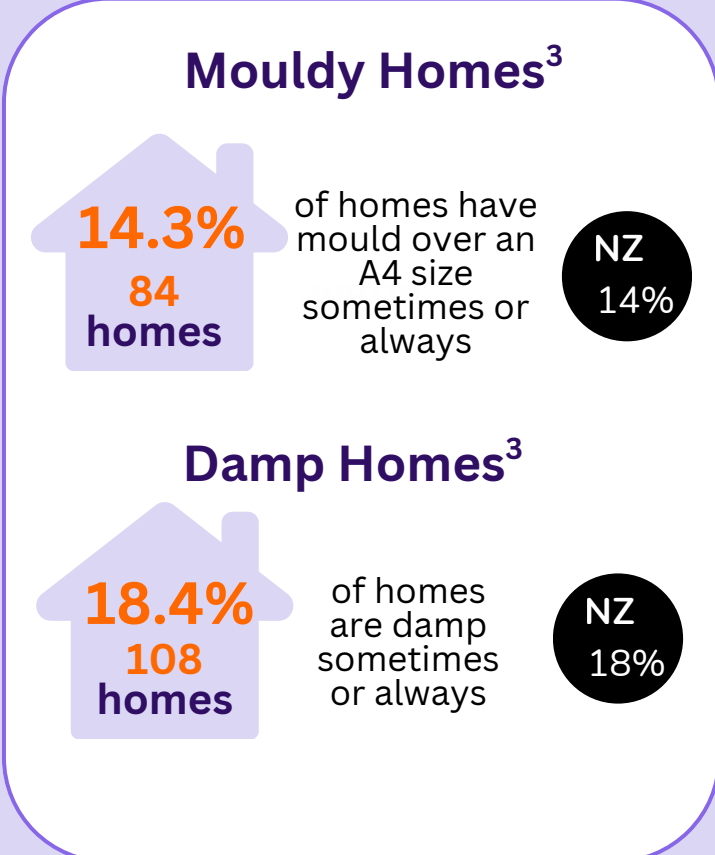
Household Composition²



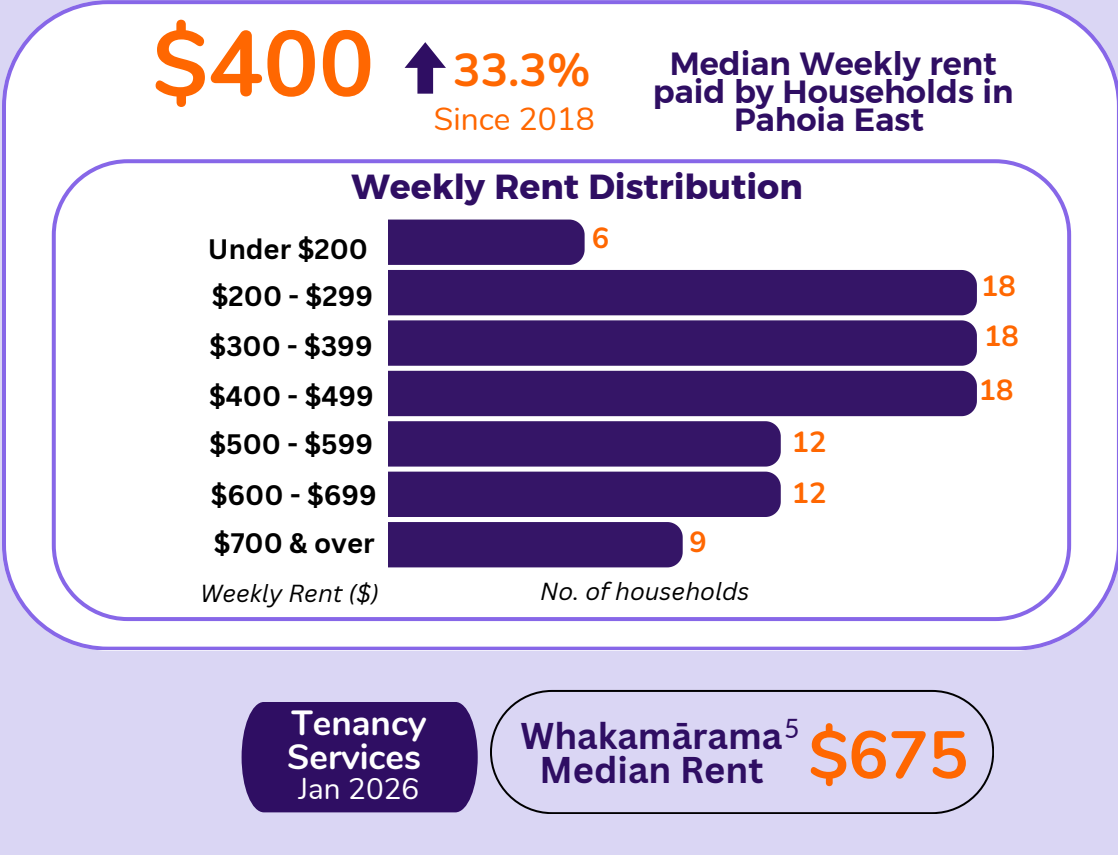
HOUSING



Adequacy of Housing Stock Occupied Private Dwellings



Rental Cost²



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 during the 6 month period from 1 Aug 2025 - 31 Jan 2026

WHAKAMĀRAMA 2025 DATA SUMMARY

INCOME & COMMUNITY

Median Household Income¹

Census 2023

WHAKAMĀRAMA
\$110,500

The median household income of Whakamārama 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



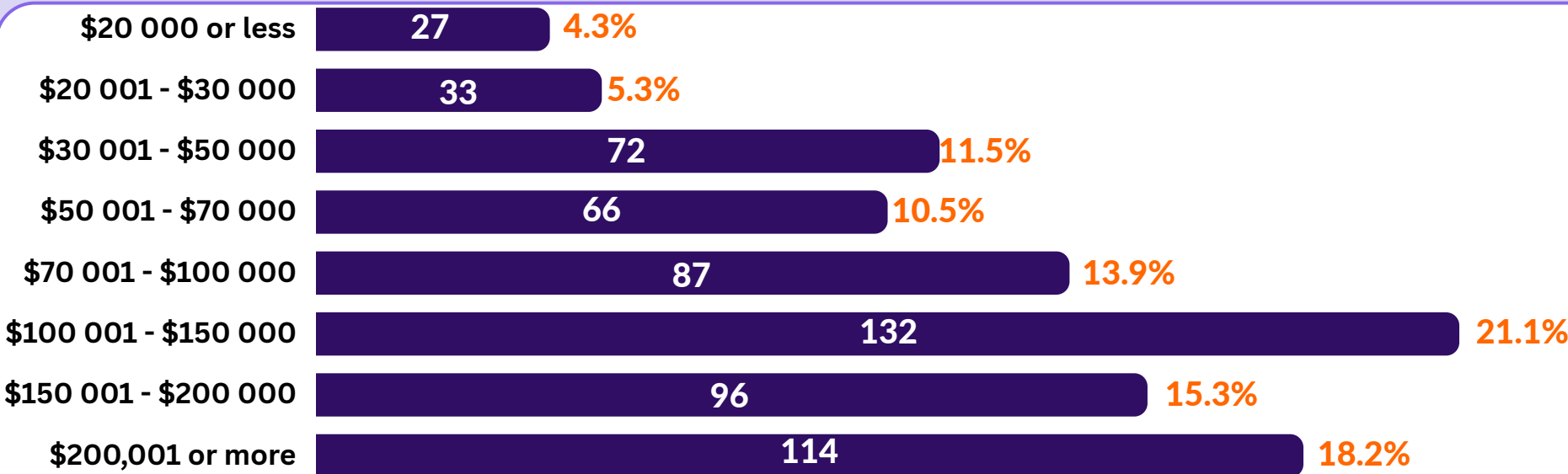
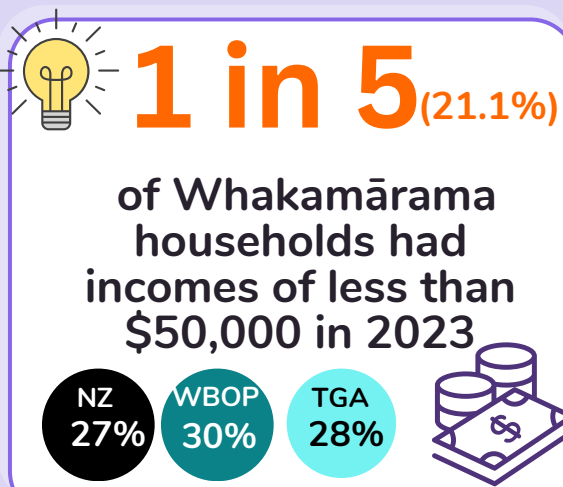
KAIMAI WARD
\$104,500

NZ
\$97,000

WBOP
\$88,600

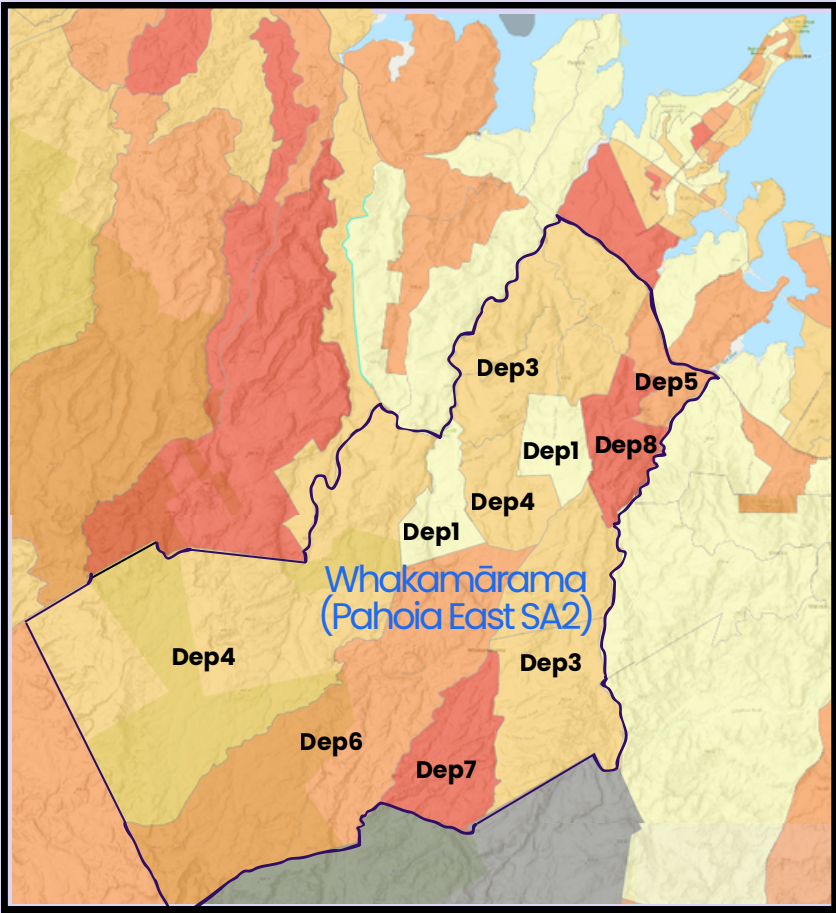
TGA
\$95,400

Household Income¹



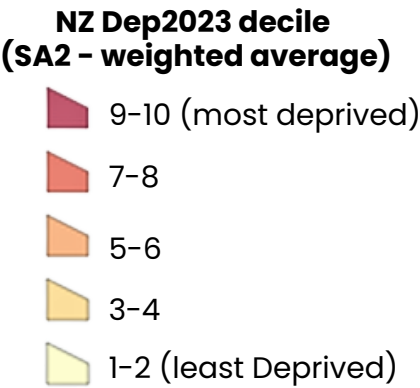
Deprivation Levels²

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.



Whakamārama has an averaged Deprivation Index score of 4, suggesting overall low levels of deprivation.

The averaged NZDep scores across the whole of each area, show only part of the story. When drilled down to smaller (SA1) area units, pockets of high deprivation within otherwise reasonably affluent areas can be seen. For Whakamārama dep levels of 7 & 8 are evident.



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



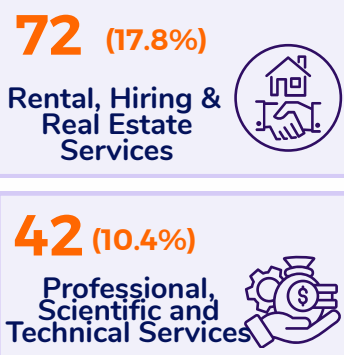
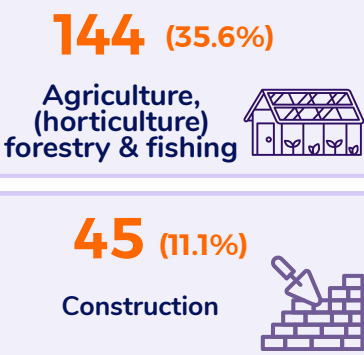
Internet Access¹



Businesses & Volunteering

405³
Businesses are based in Whakamārama
Feb 2025

74.9%³
of businesses in the area are in primary production



150⁴ (11.4%)
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 2025). <https://tools.summaries.stats.govt.nz/places/SA2/pahoa-east#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:

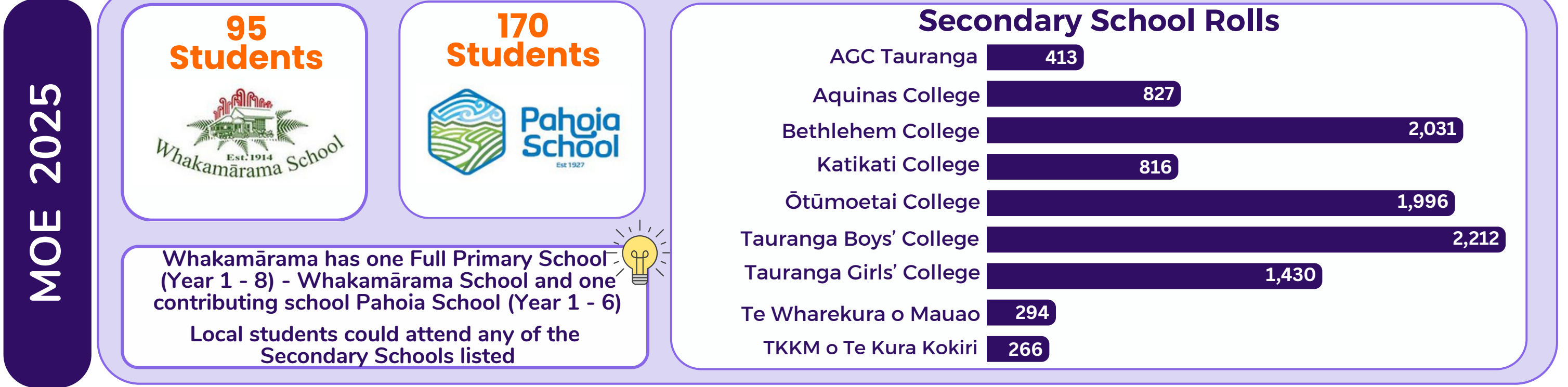


Updated Aug 2026

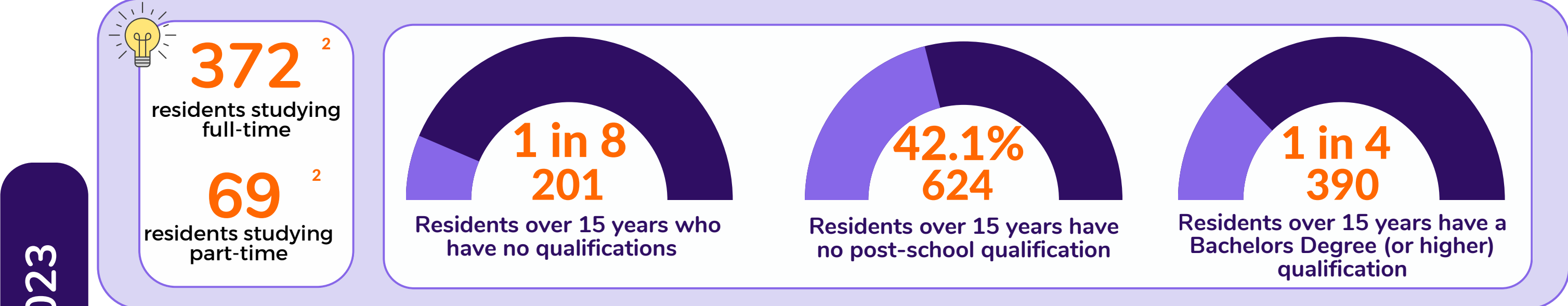
WHAKAMĀRAMA 2025 DATA SUMMARY

EDUCATION & EMPLOYMENT

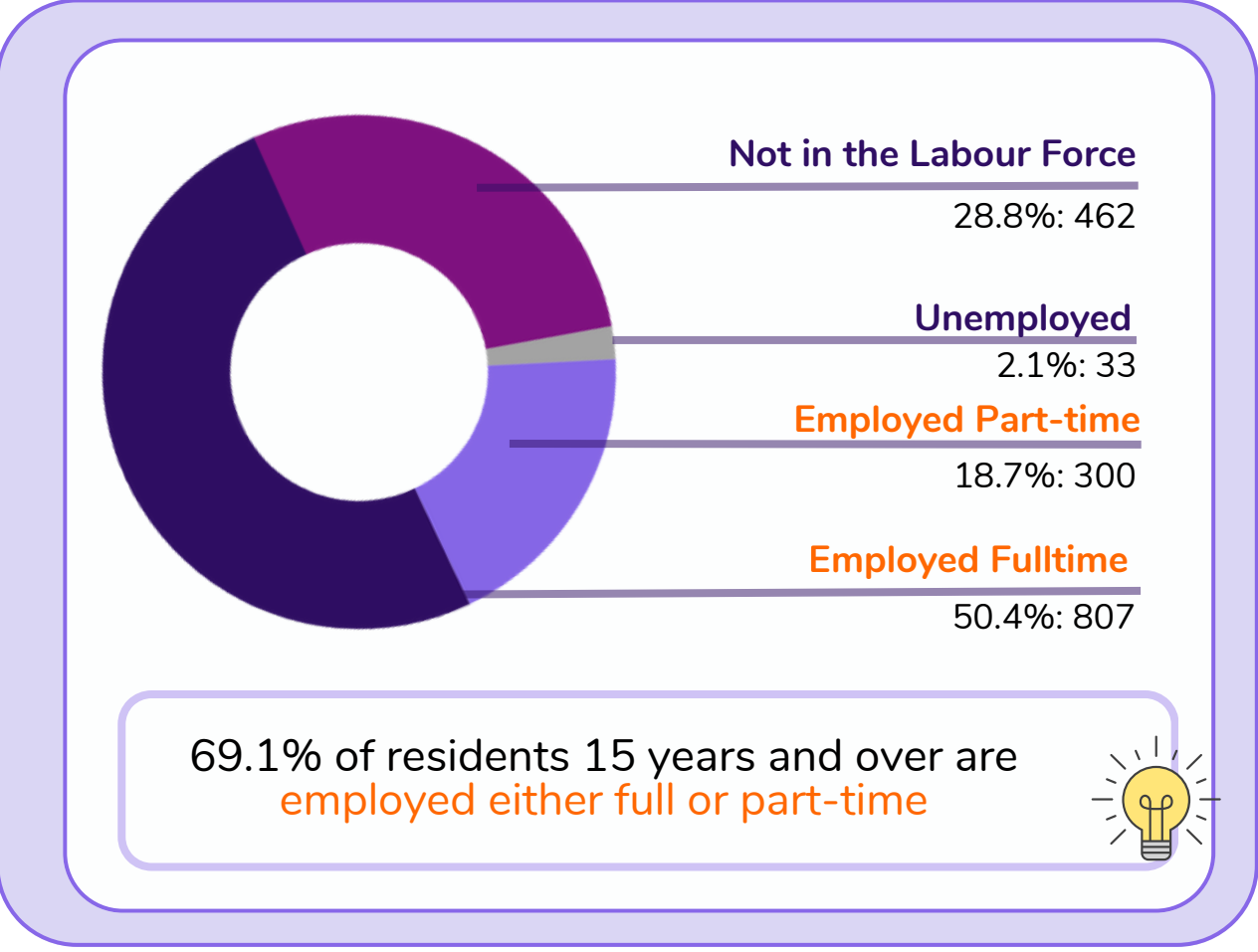
Schools in the Area¹



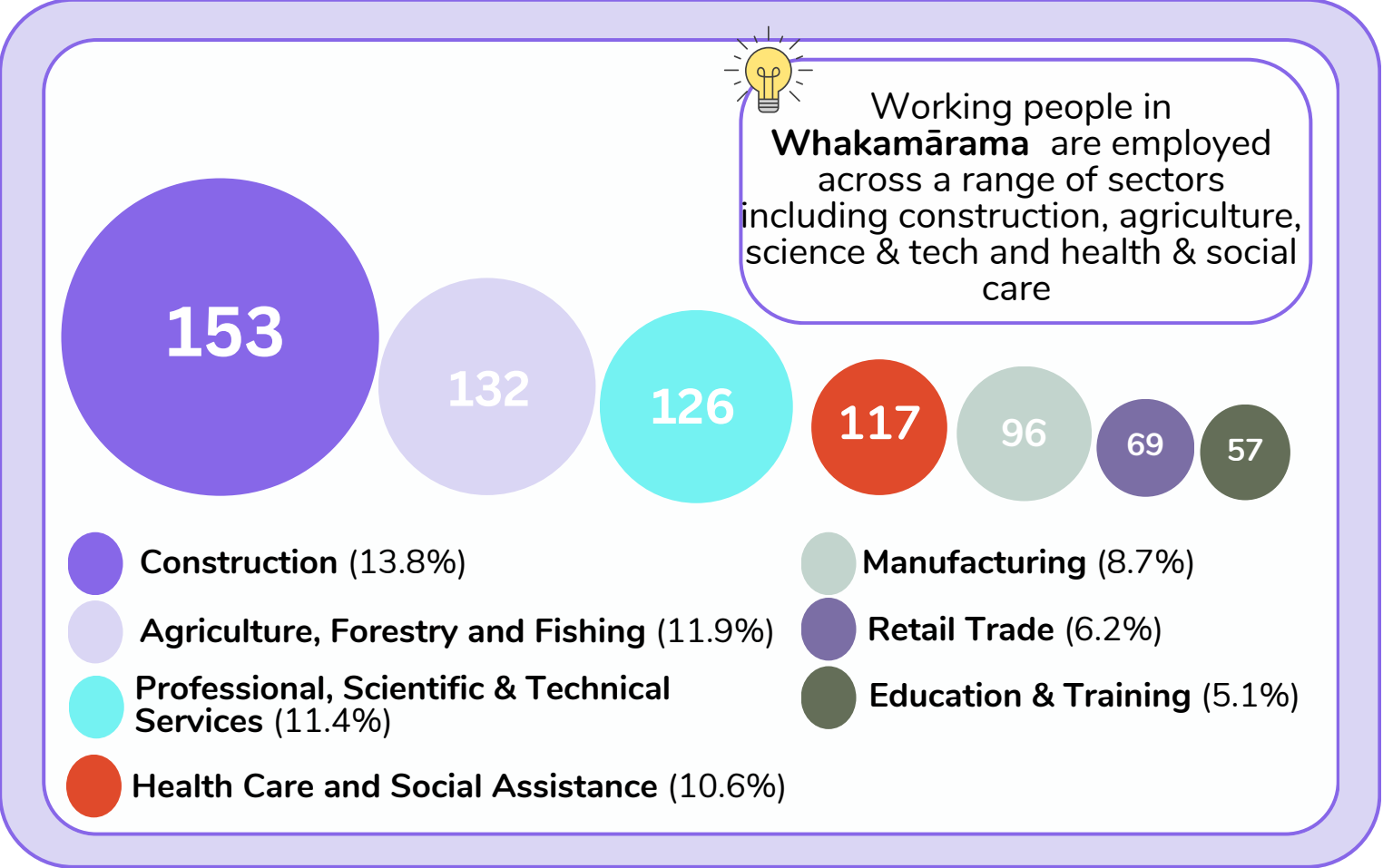
Education Indicators²



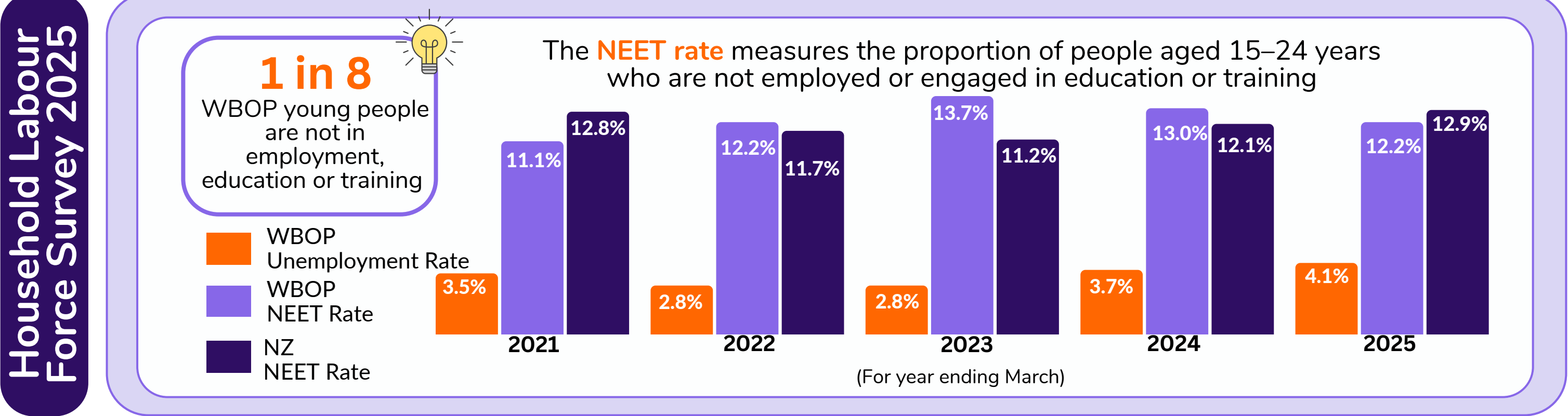
Work & Labour Force Status²



Local Employment²



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



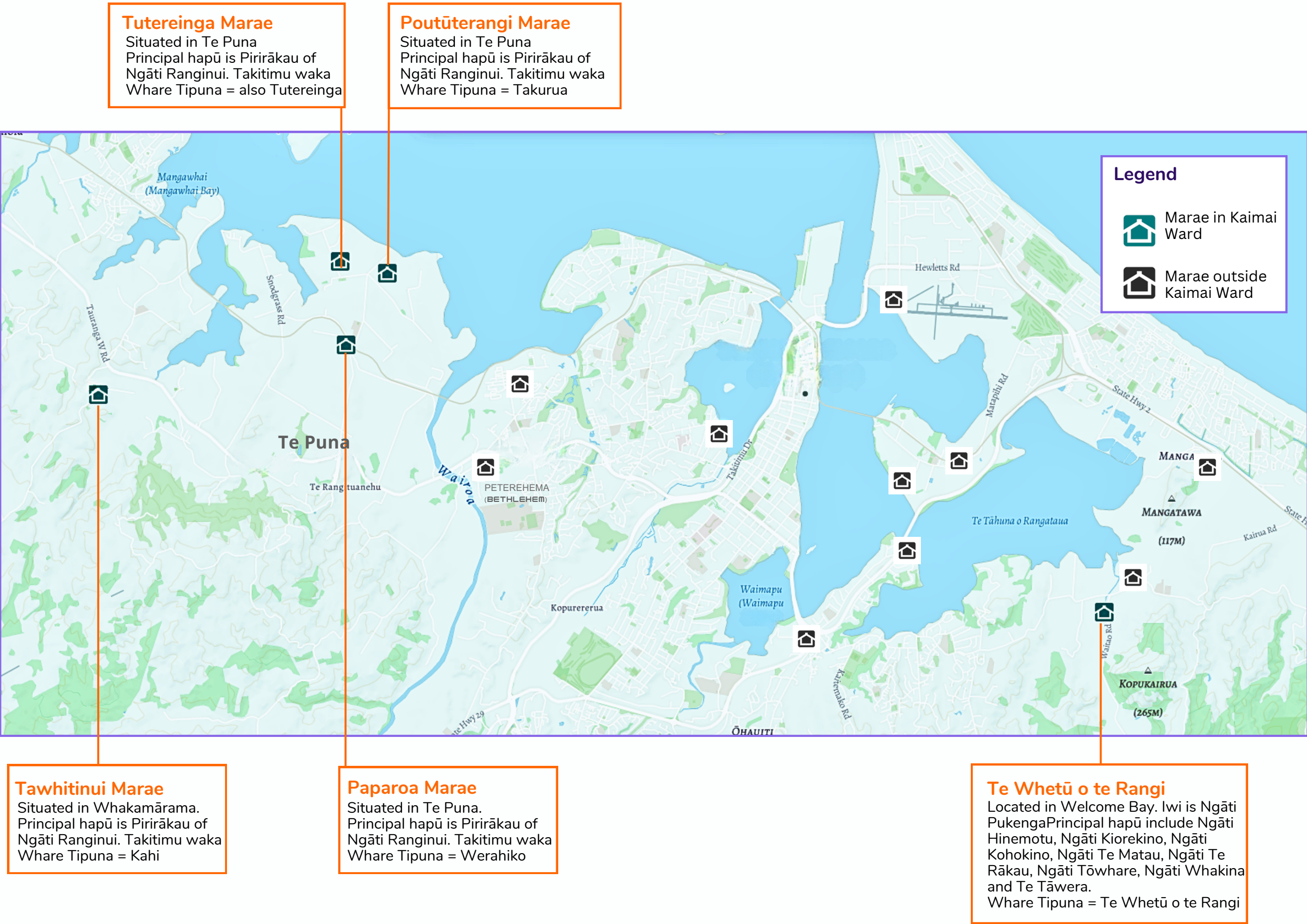
Source Info:

- 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 18 August 2025).

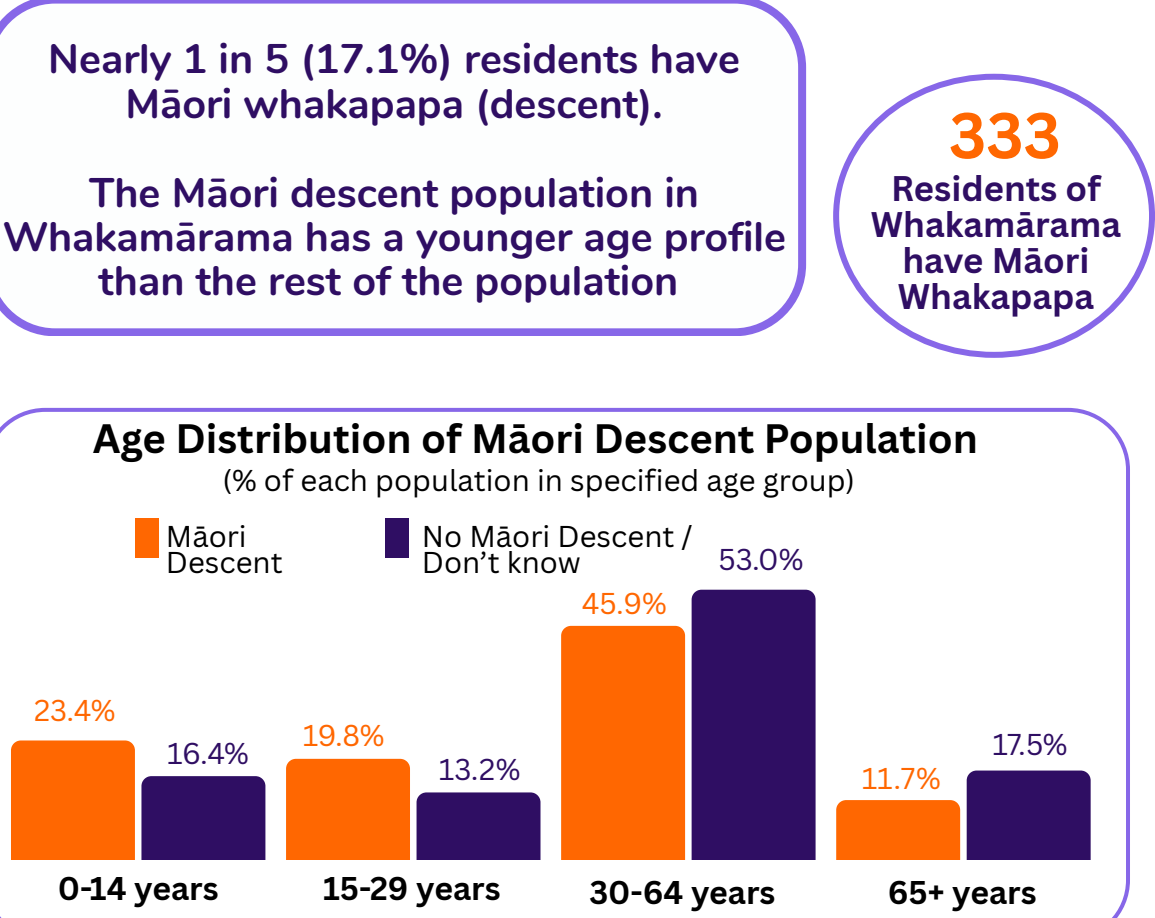
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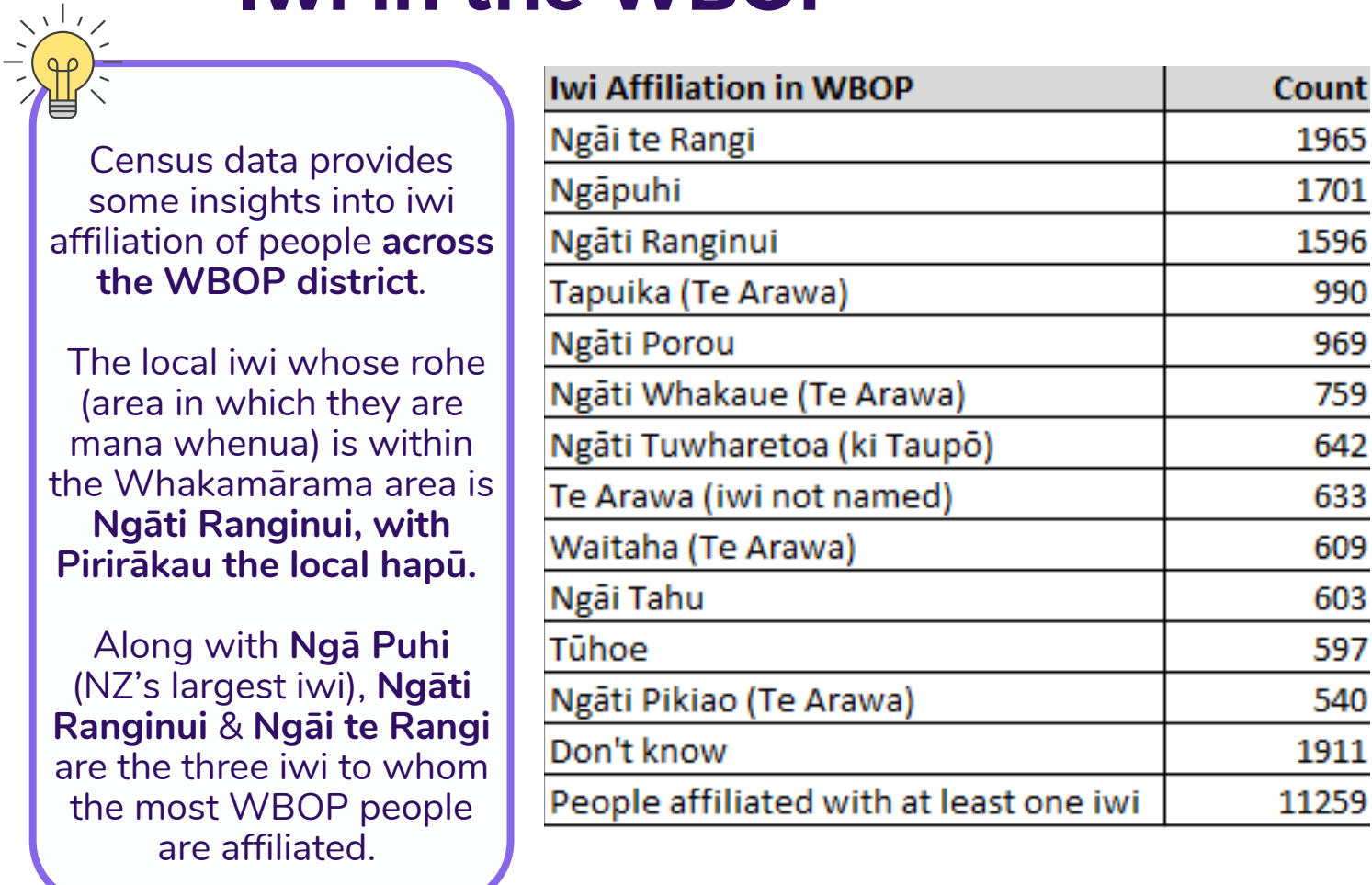
Marae/Hapū in the WBOP Kaimai Ward ¹



Māori Descent ²



Iwi in the WBOP ³



Source Info & Notes:

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

2. See [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.” See [Totals by topic for individuals](#), (RC, TALB, UR, SA3, SA2, Ward, Health), 2013, 2018, and 2023 Censuses and

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.