

# WHAKAMĀRAMA 2025 DATA SUMMARY

HE TANGATA  
OUR PEOPLE

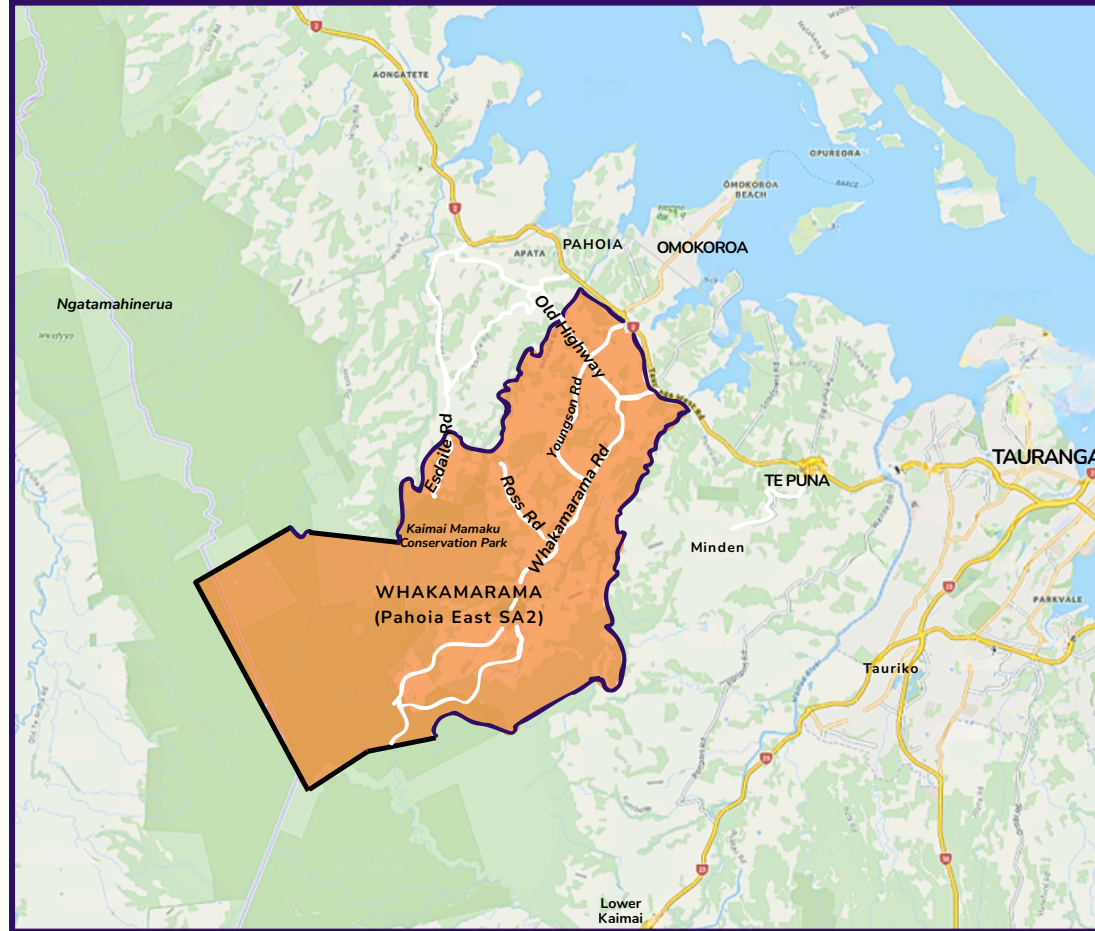
Census 2023

1,947

Whakamārama  
Population<sup>1</sup>

↑ 2.1% since 2018

2,000  
Estimated Resident  
Population (ERP)  
June 2025<sup>2</sup>



In conjunction with



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

The Whakamārama area (**Pahoia 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.

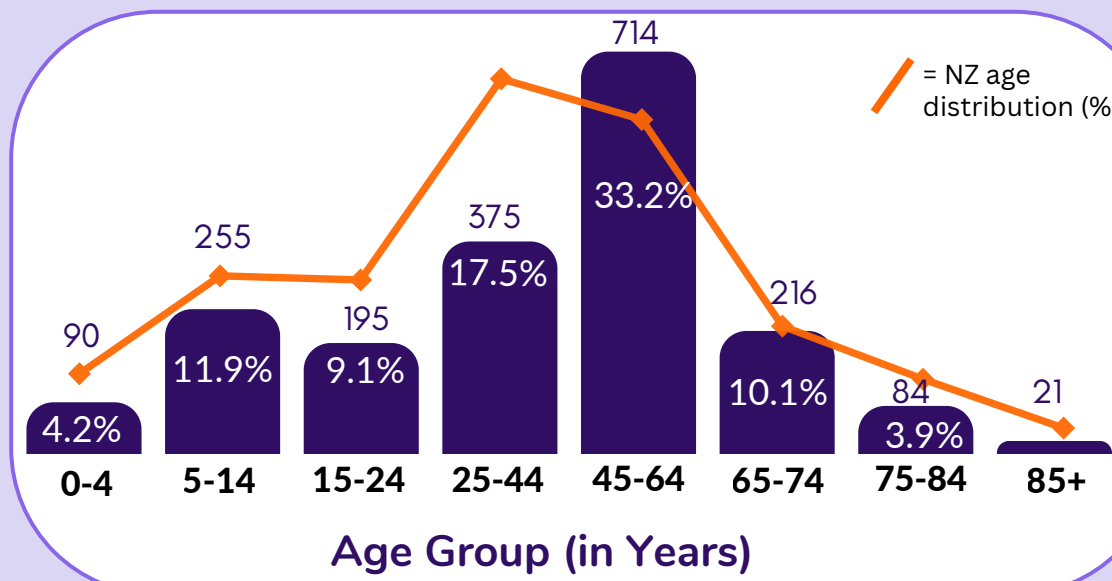
Census 2023



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

NZ 31% WBOP 28% TGA 30%

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



1 in 6 = 65+ residents years old

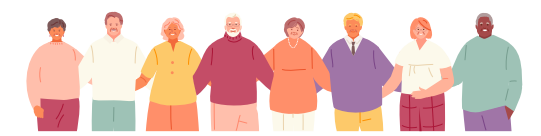
16.5% (321) of residents are over 65 years of age

NZ 17%

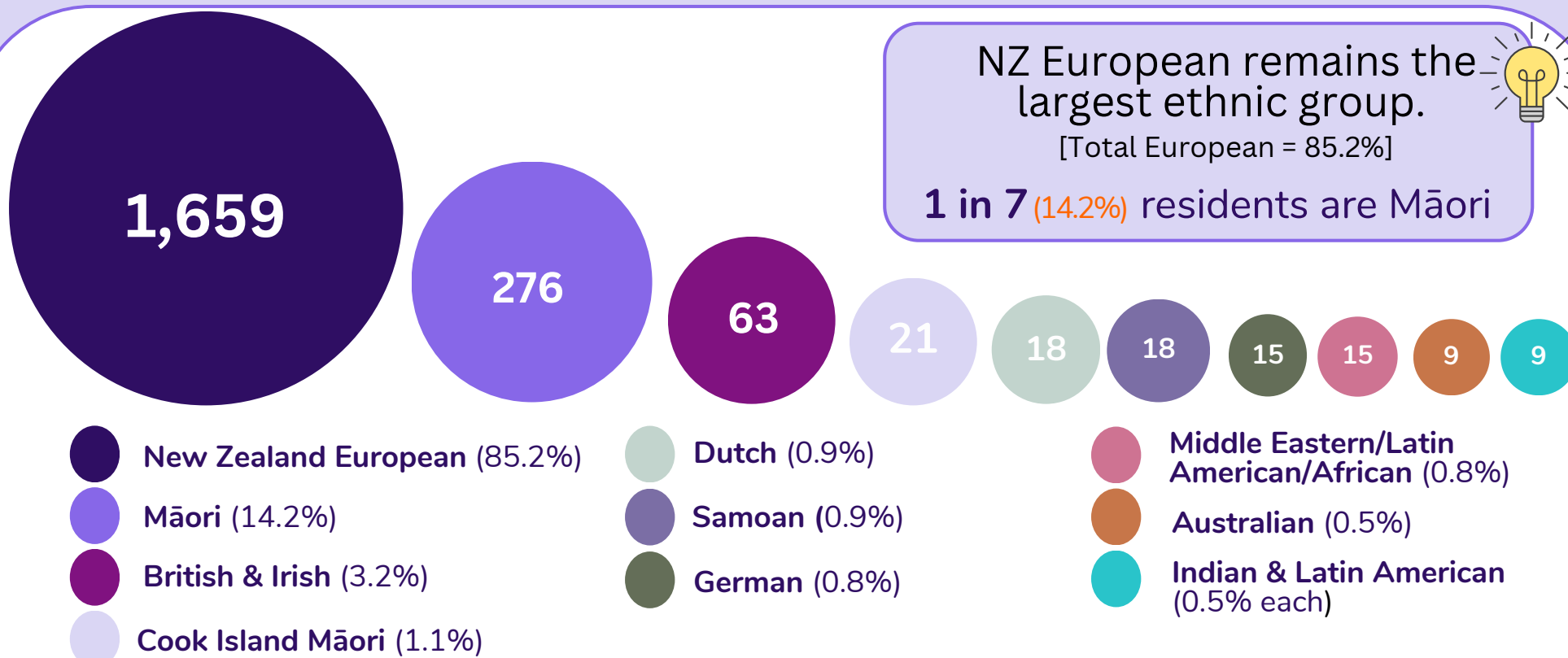
Median Age

48 years

NZ 38 years



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



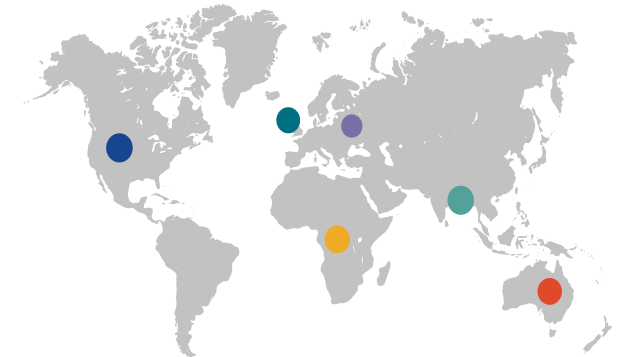
NZ European remains the largest ethnic group. [Total European = 85.2%]

1 in 7 (14.2%) residents are Māori

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

## Birthplace<sup>1</sup>

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 Disabilities<sup>3</sup>

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+)<sup>1</sup>

30

Local residents identify as LGBTIQ+ (2.2%)

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

(in addition to English)

TOP 5

Language	Count	Percentage
Māori	45	3.2%
German	30	1.5%
French	27	1.4%
Afrikaans	21	1.1%
Spanish	15	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 (Pahoia 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.

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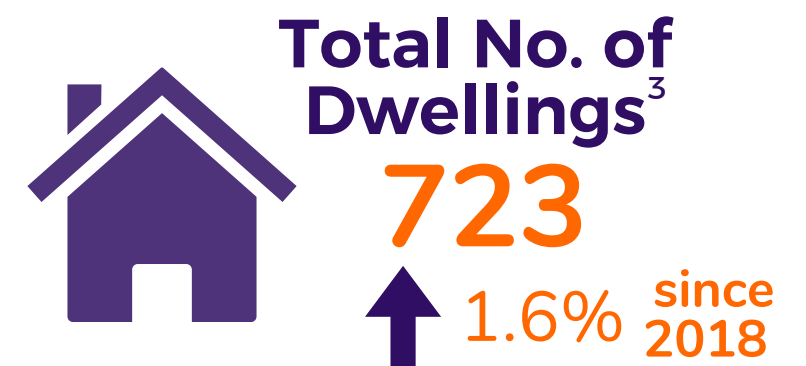
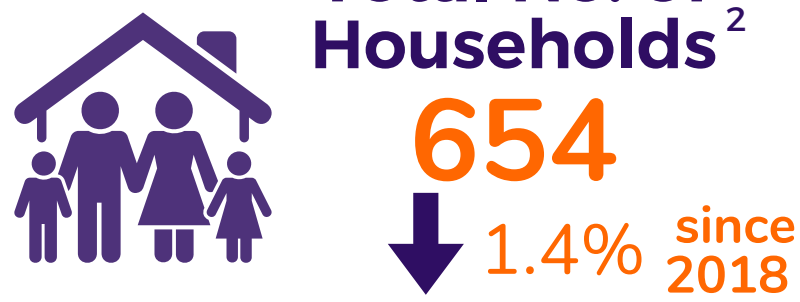
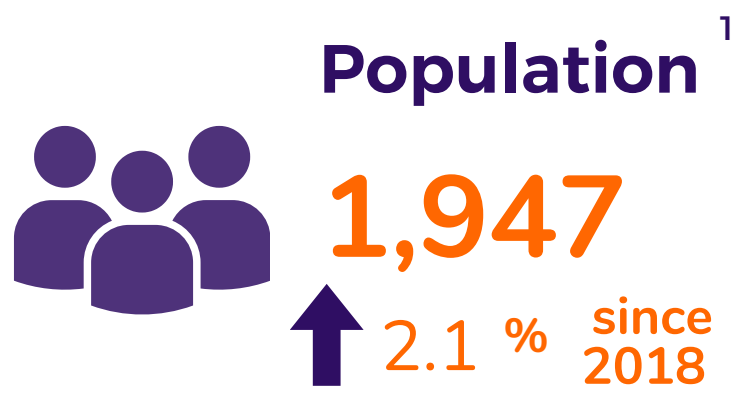


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# WHAKAMĀRAMA 2025 DATA SUMMARY

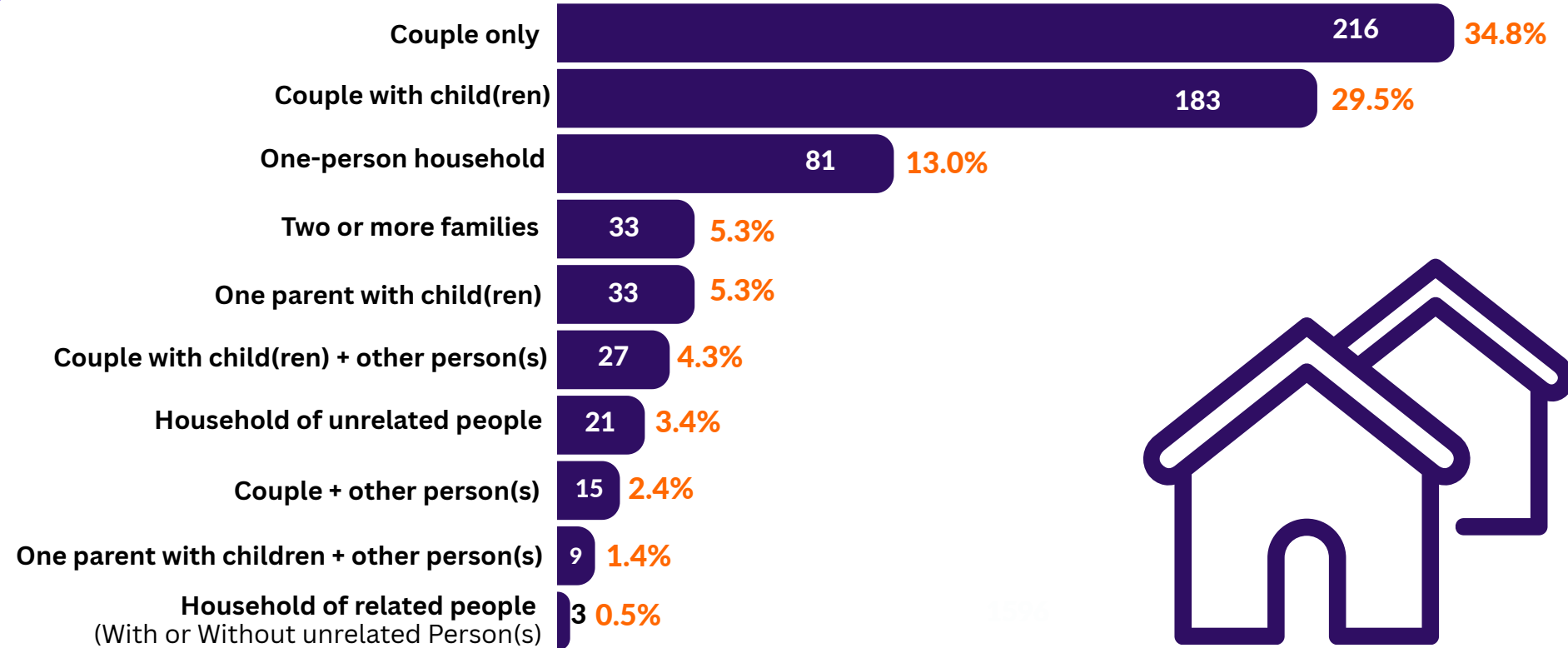
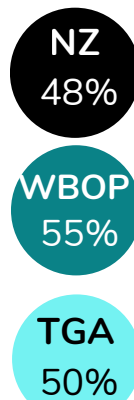
## HOUSEHOLDS & HOUSING

Census 2023



### Household Composition

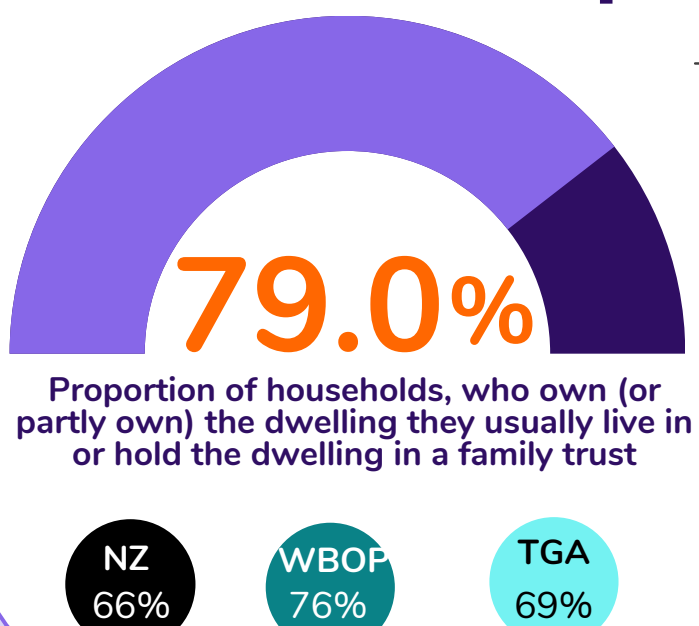
47.8% of households in the Whakamārama area are **people living alone or couple-only households**



### HOUSING

Census 2023

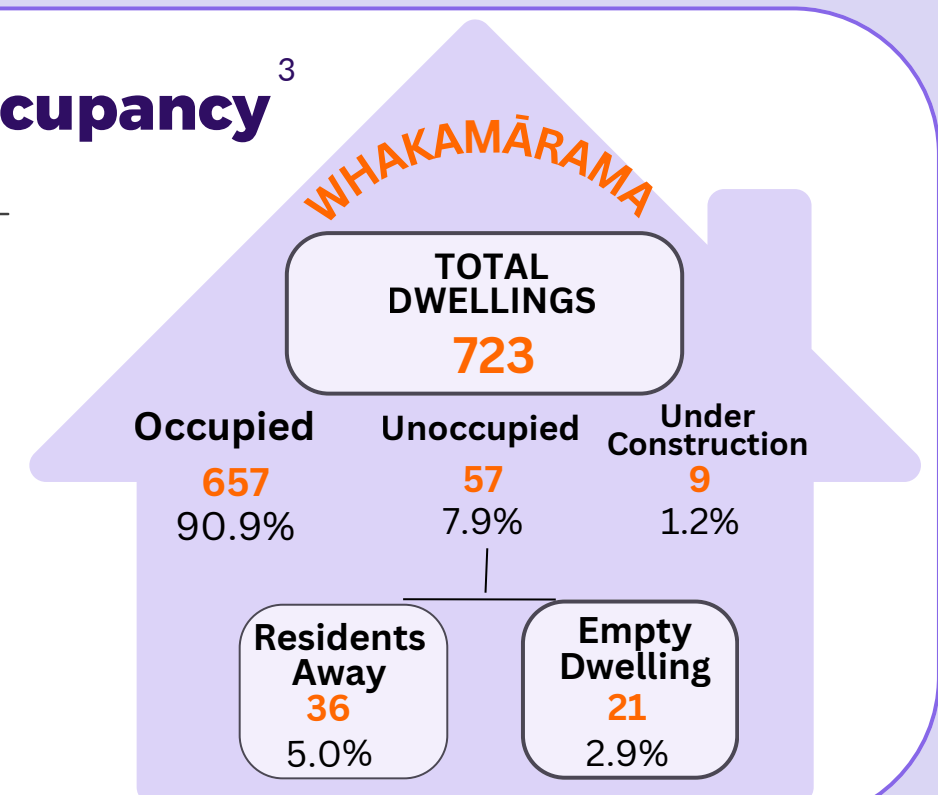
#### Home Ownership



**MORE** Whakamārama households live in a **home they own** compared to the rest of NZ

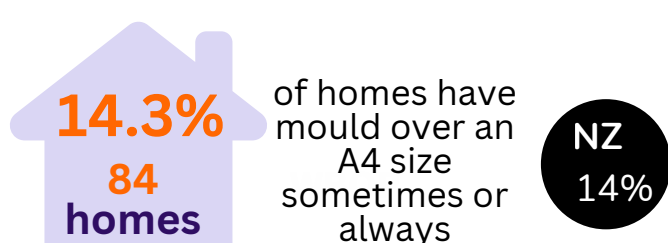
#### Dwelling Occupancy

Whakamārama has a high occupancy rate (**90.9%**) for its dwellings



#### Adequacy of Housing Stock Occupied Private Dwellings

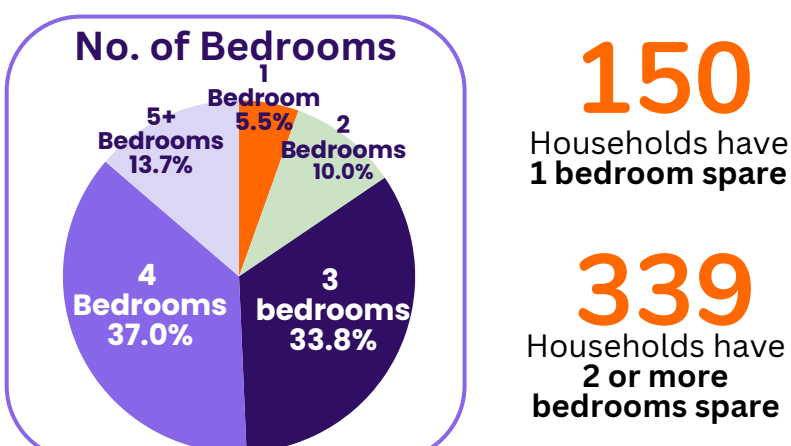
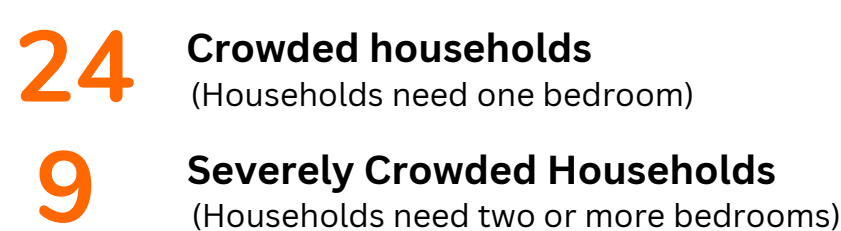
##### Mouldy Homes



##### Damp Homes

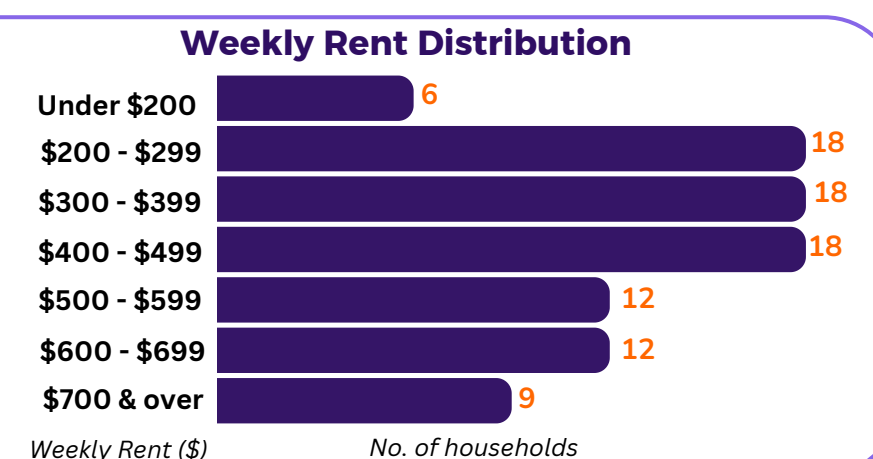


##### Household Crowding



#### Rental Cost

**\$400** ↑ 33.3% Since 2018  
Median Weekly rent paid by Households in Pahoia East



Tenancy Services  
Jan 2026

Whakamārama<sup>5</sup> Median Rent **\$675**

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

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# WHAKAMĀRAMA 2025 DATA SUMMARY

## INCOME & COMMUNITY

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

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**

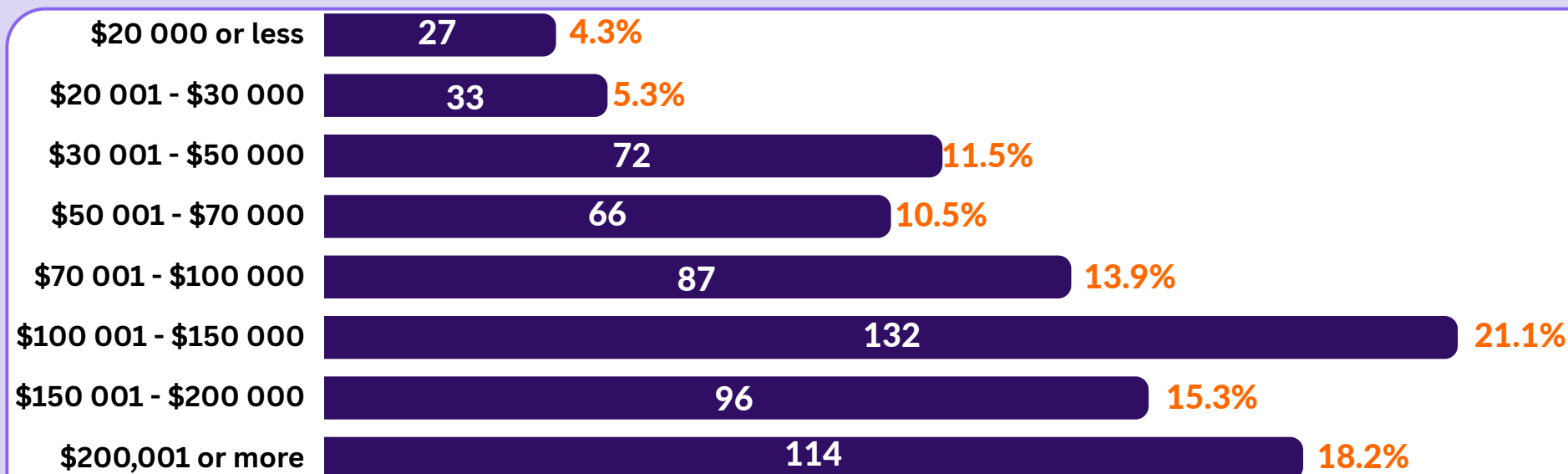
WBOP  
**\$88,600**

TGA  
**\$95,400**

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

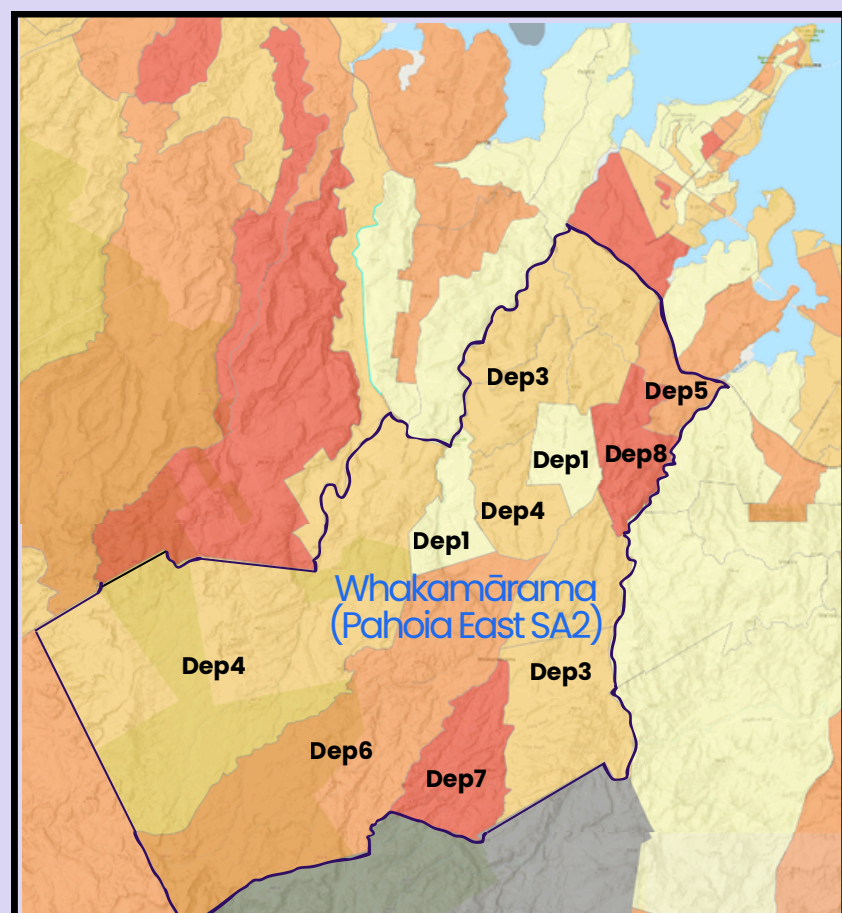
**1 in 5** (21.1%)  
of Whakamārama households had incomes of less than \$50,000 in 2023

NZ 27% WBOP 30% TGA 28%



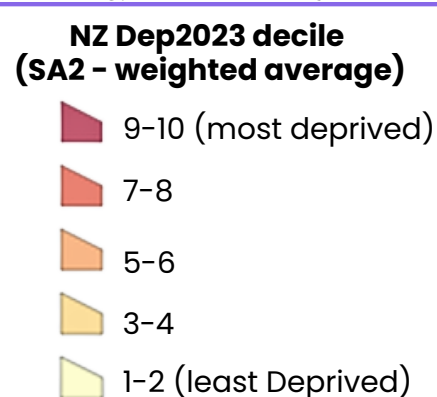
### Deprivation Levels<sup>2</sup>

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.



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 Access<sup>1</sup>

**3**

Households had no vehicle available for private use



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

**33**

Households had no access to internet at home



### Businesses & Volunteering

**405<sup>3</sup>**

Businesses are based in Whakamārama

Feb 2025

**74.9%<sup>3</sup>**

of businesses in the area are in primary production

**144 (35.6%)**

Agriculture, (horticulture) forestry & fishing



**72 (17.8%)**

Rental, Hiring & Real Estate Services



**45 (11.1%)**

Construction



**42 (10.4%)**

Professional, Scientific and Technical Services



**150<sup>4</sup>** (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/pahoia-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:



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# WHAKAMĀRAMA 2025 DATA SUMMARY

## EDUCATION & EMPLOYMENT

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

MOE 2025

95  
Students



170  
Students



Whakamārama has one Full Primary School (Year 1 - 8) - Whakamārama School and one contributing school Pahoia School (Year 1 - 6)

Local students could attend any of the Secondary Schools listed

### Secondary School Rolls

AGC Tauranga	413
Aquinas College	827
Bethlehem College	2,031
Katikati College	816
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

372 <sup>2</sup>  
residents studying full-time

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

1 in 8  
201

Residents over 15 years who have no qualifications

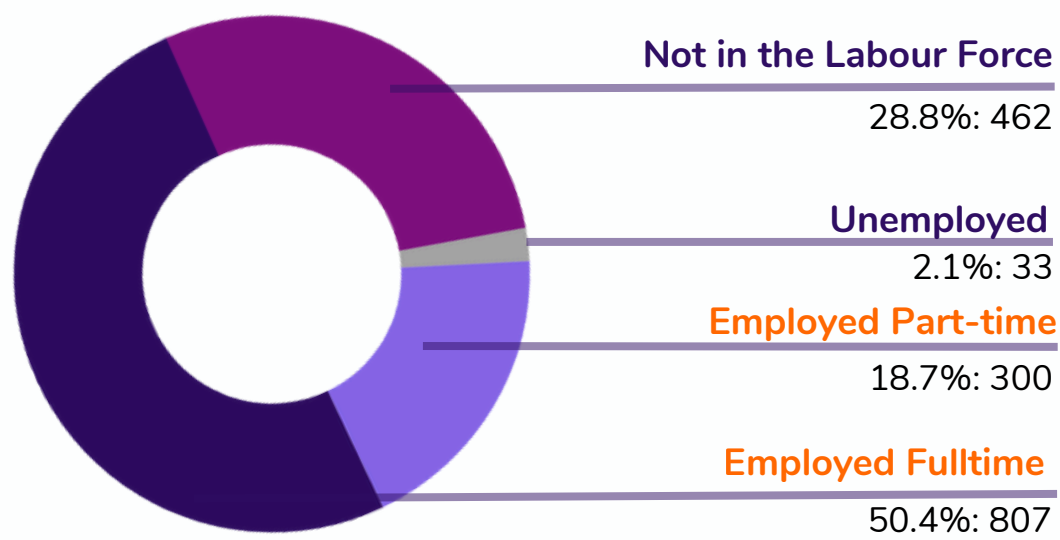
42.1%  
624

Residents over 15 years have no post-school qualification

1 in 4  
390

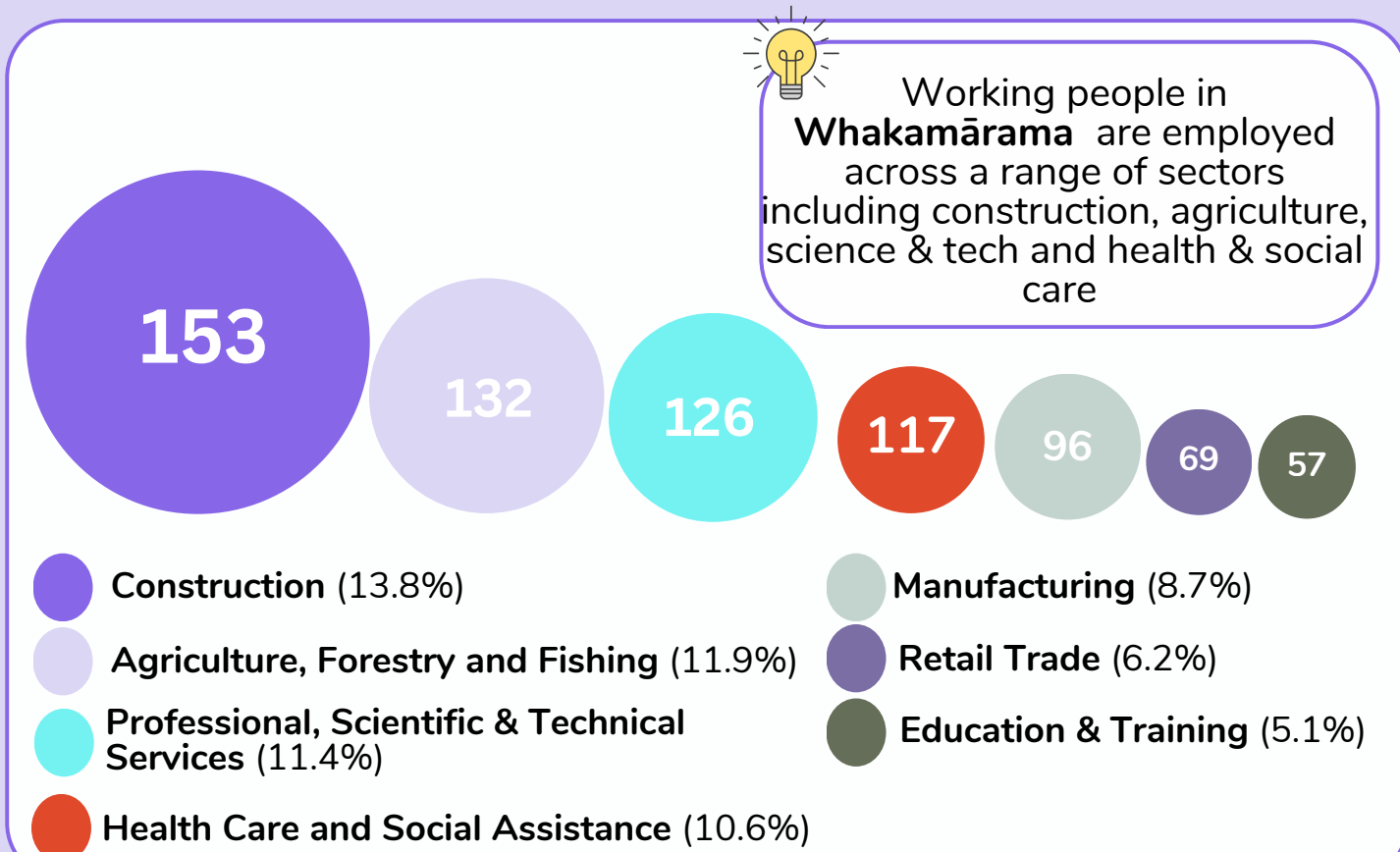
Residents over 15 years have a Bachelors Degree (or higher) qualification

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



69.1% of residents 15 years and over are employed either full or part-time

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

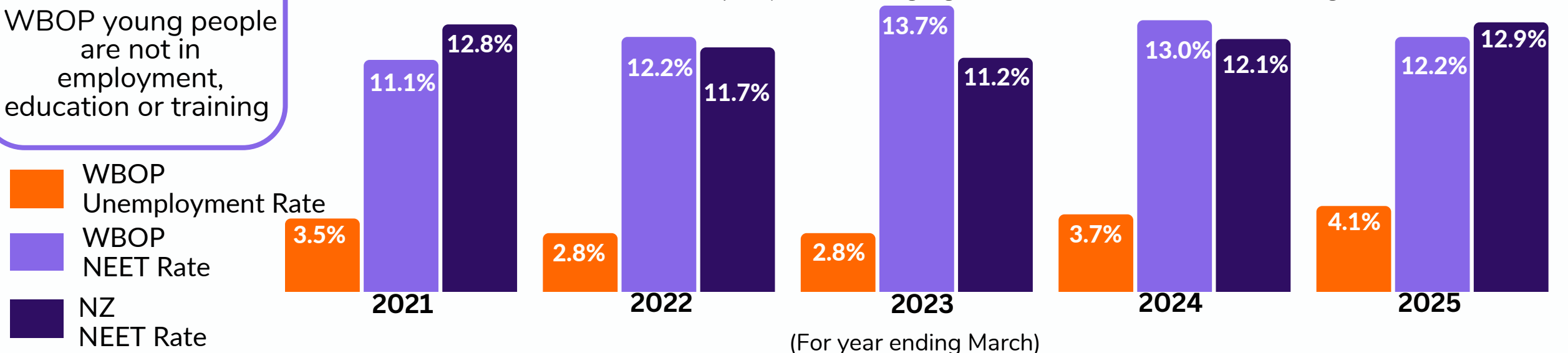


### WBOP NEET (Not in Employment or Education & Training) Rate <sup>3</sup>

Household Labour Force Survey 2025

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

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 18 August 2025).

Infographics supplied by:

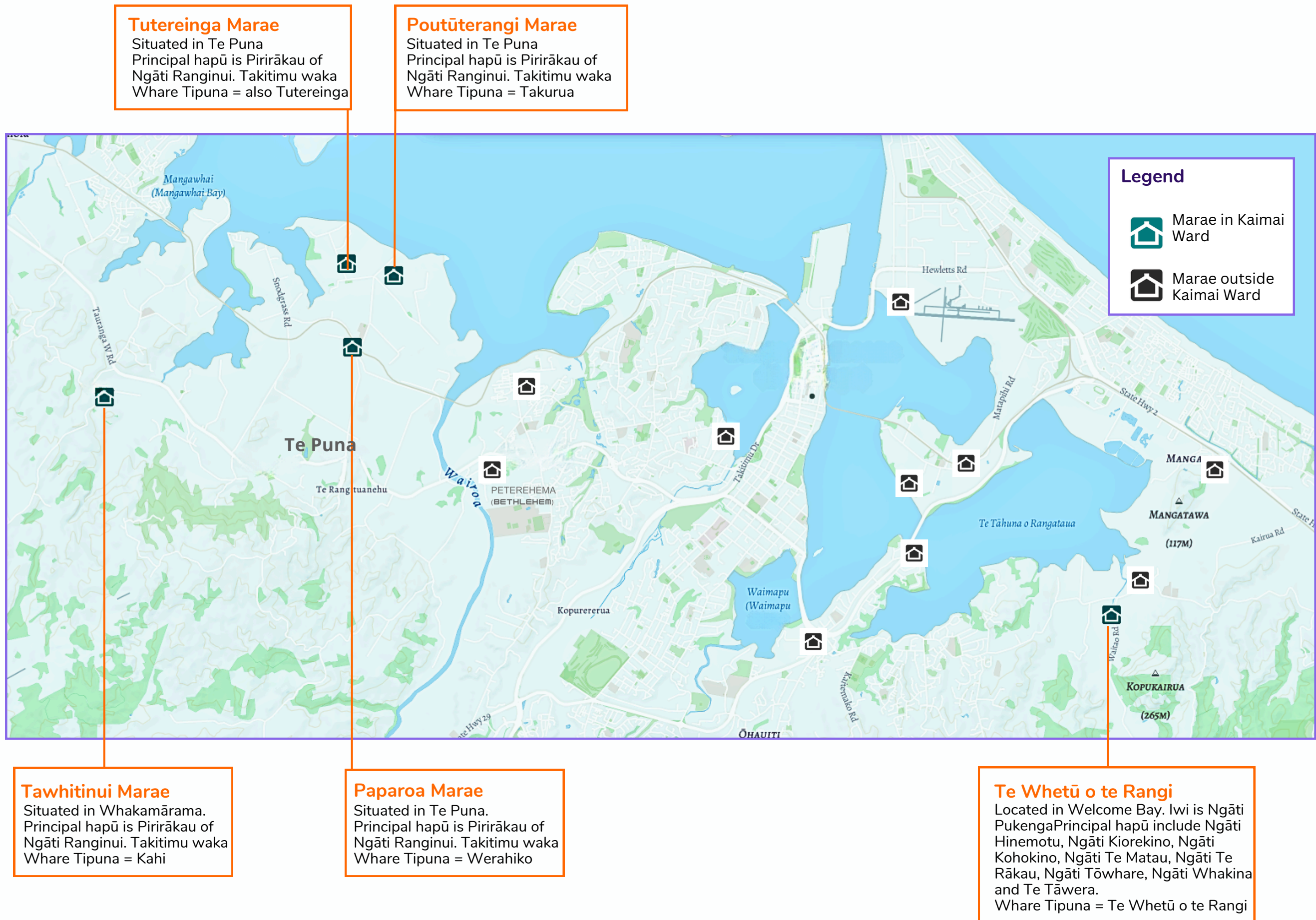


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# WHAKAMĀRAMA 2025 DATA SUMMARY

## NGĀ IWI MĀORI

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



### Māori Descent <sup>2</sup>

Nearly 1 in 5 (17.1%) residents have Māori whakapapa (descent).

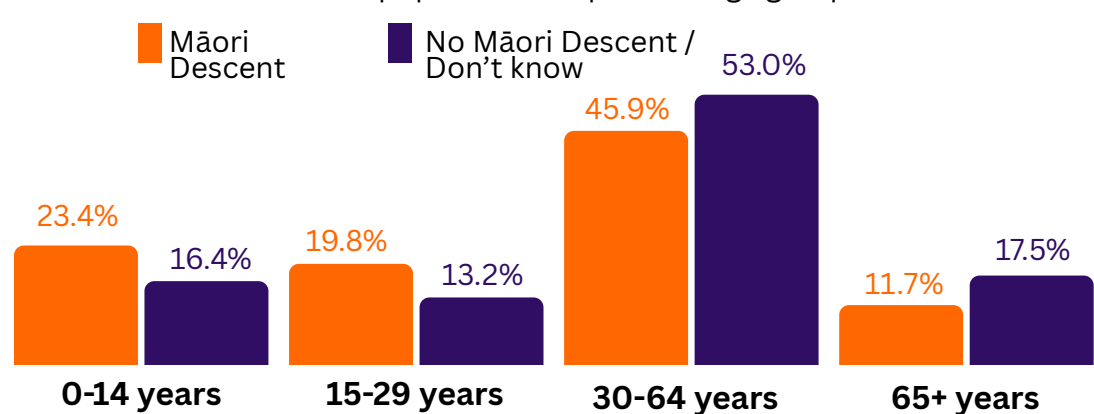
The Māori descent population in Whakamārama has a younger age profile than the rest of the population

**333**

Residents of Whakamārama have Māori Whakapapa

#### Age Distribution of Māori Descent Population

(% of each population in specified 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 Whakamārama area is within the Whakamārama 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 Pīkiao (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." 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.

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in conjunction with

