

ŌMANAWA - LOWER KAIMAI 2025 DATA SUMMARY

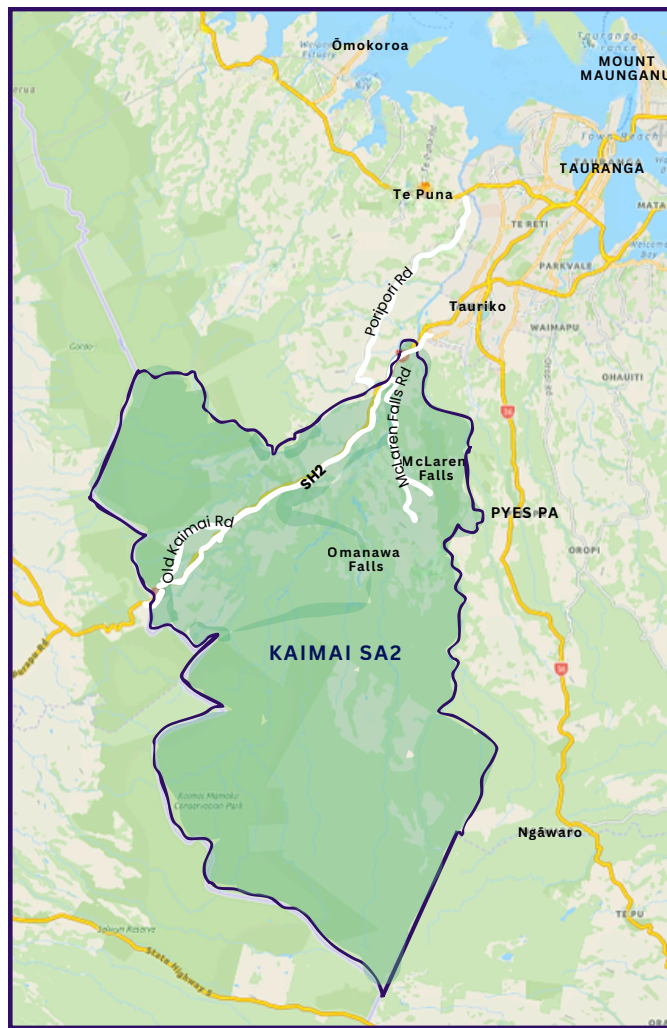
HE TANGATA
OUR PEOPLE

Census 2023

2,148
Ōmanawa -
Lower Kaimai
Population¹

↑ **5.9%** since
2018

2,280
Estimated Resident
Population (ERP)
June 2025²



In conjunction with



Data collated within this summary for Ōmanawa-Lower Kaimai are based on the **Kaimai SA2** (Statistics NZ Statistical Area Level 2)

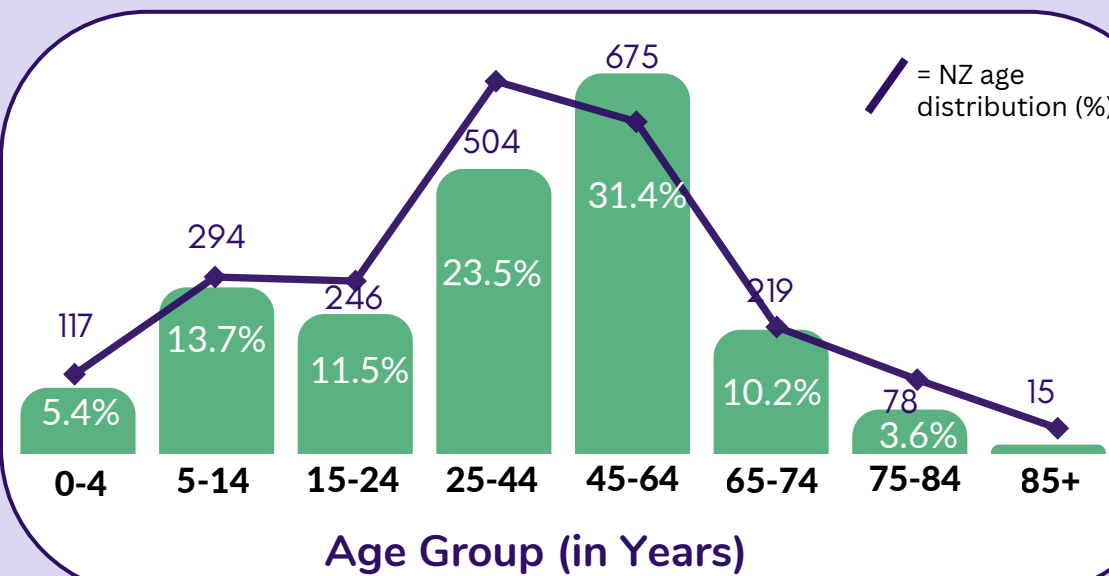
The Kaimai SA2 is bounded to the west by the Kaimai Mamaku Conservation Park ridgeline and to the north by the Wairoa River and Poripori Road. The eastern perimeter follows the rural transition bordering Pyes Pa, while the southern point tapers toward the junction of State Highway 5 (at the Galaxy Rd Reserve). The main roads within these boundaries include State Highway 29, Ōmanawa Road, McLaren Falls Road, Ruahihi Road, and Old Kaimai Road.

Age Distribution¹



Nearly 1 in 3 (30.6%) residents are under 25 years

NZ 31% WBOP 28% TGA 30%



1 in 5 = 65+
residents years old

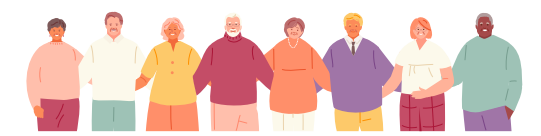
14.5% (312) of residents are over 65 years of age

NZ 17%

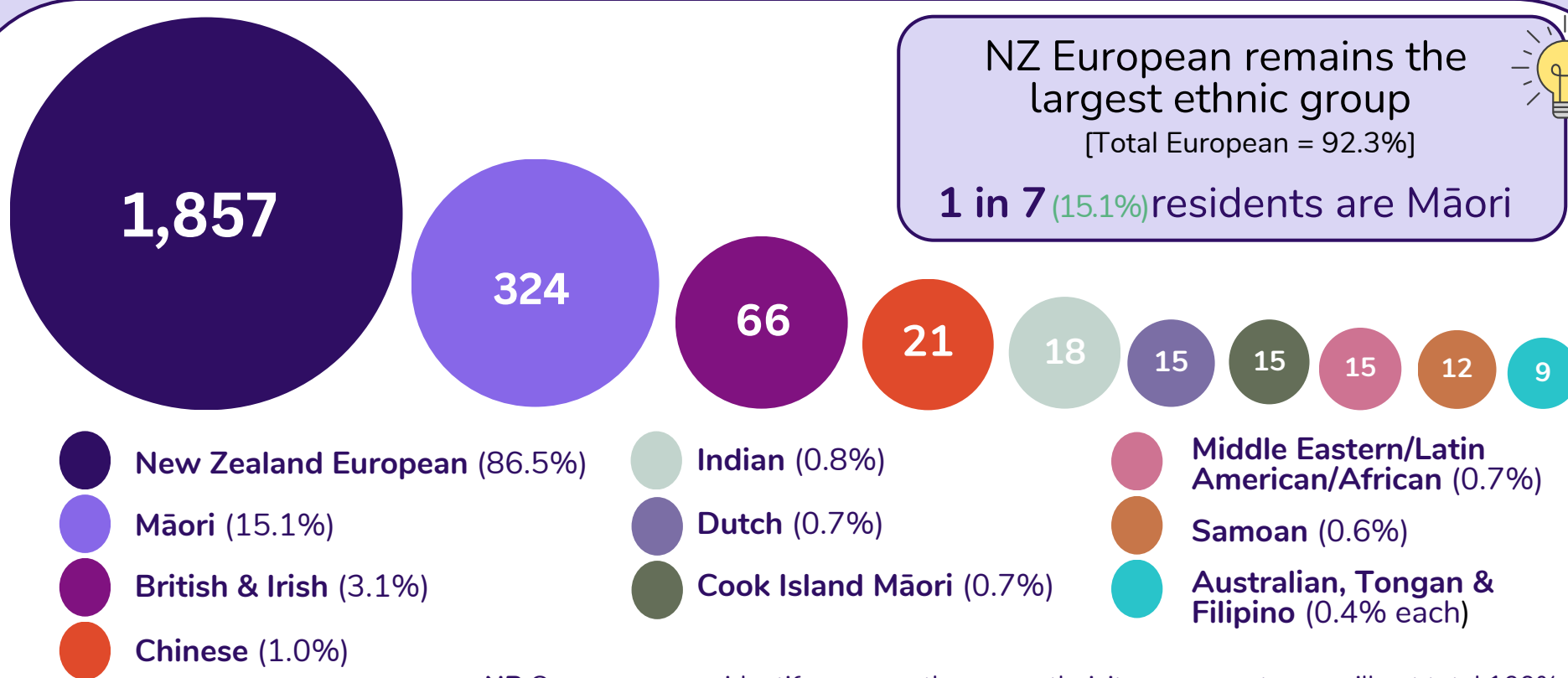
Median Age

42 years

NZ 38 years



Ethnic Makeup of Community¹ 10 largest Ethnic Groups



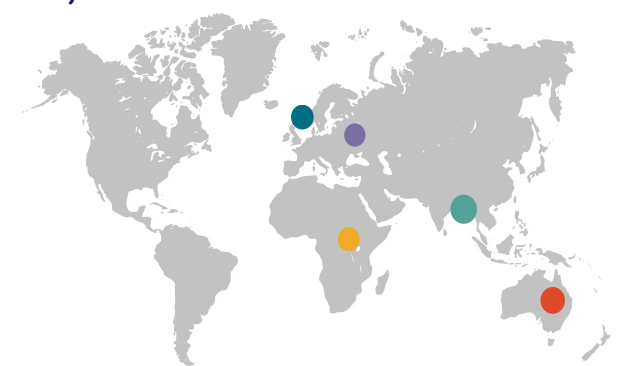
NZ European remains the largest ethnic group
[Total European = 92.3%]

1 in 7 (15.1%) residents are Māori

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

Birthplace¹

84.5% = Born in NZ
1,797



Top five overseas Birthplaces

- United Kingdom & Ireland (7.2%)
- Middle East & Africa (2.7%)
- Australia (1.7%)
- Asia (1.7%)
- Europe (Exc UK & Ireland) (1.0%)

People with Disabilities³

75 residents live with a disability (4.7%)

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

Rainbow (LGBTIQ+)¹

36

Local residents identify as LGBTIQ+ (2.6%)



Languages Spoken¹

(in addition to English)

TOP 5

Language	Count	Percentage
Māori	69	3.2%
Afrikaans	33	1.5%
French	12	0.6%
German	12	0.6%
Spanish	12	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 see Stats NZ Place Summary - Kaimai
- 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:



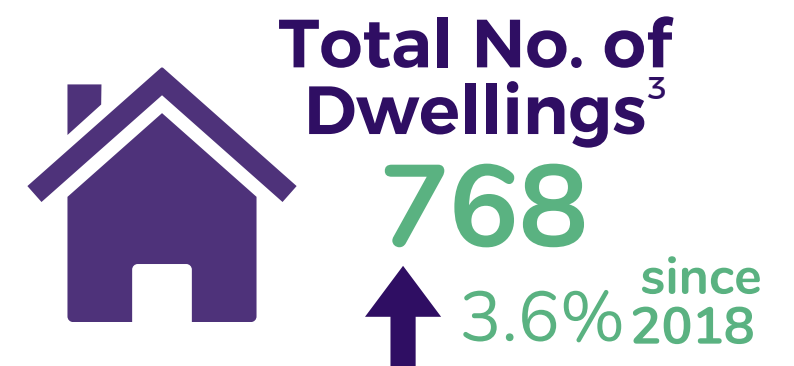
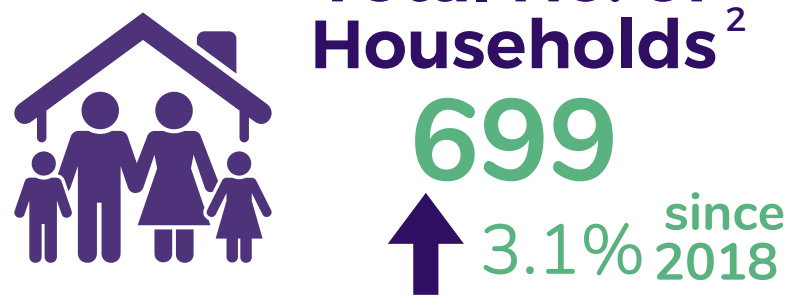
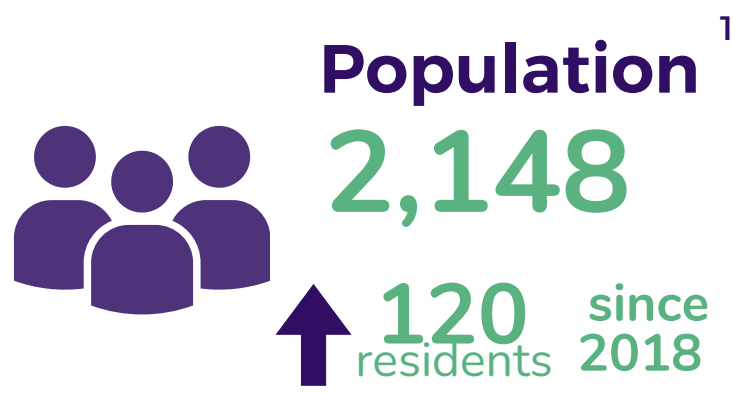
A division of:
Socialink
Tūhono Pāpori
Building a Thriving Social Sector
Western Bay of Plenty

Feb 2026

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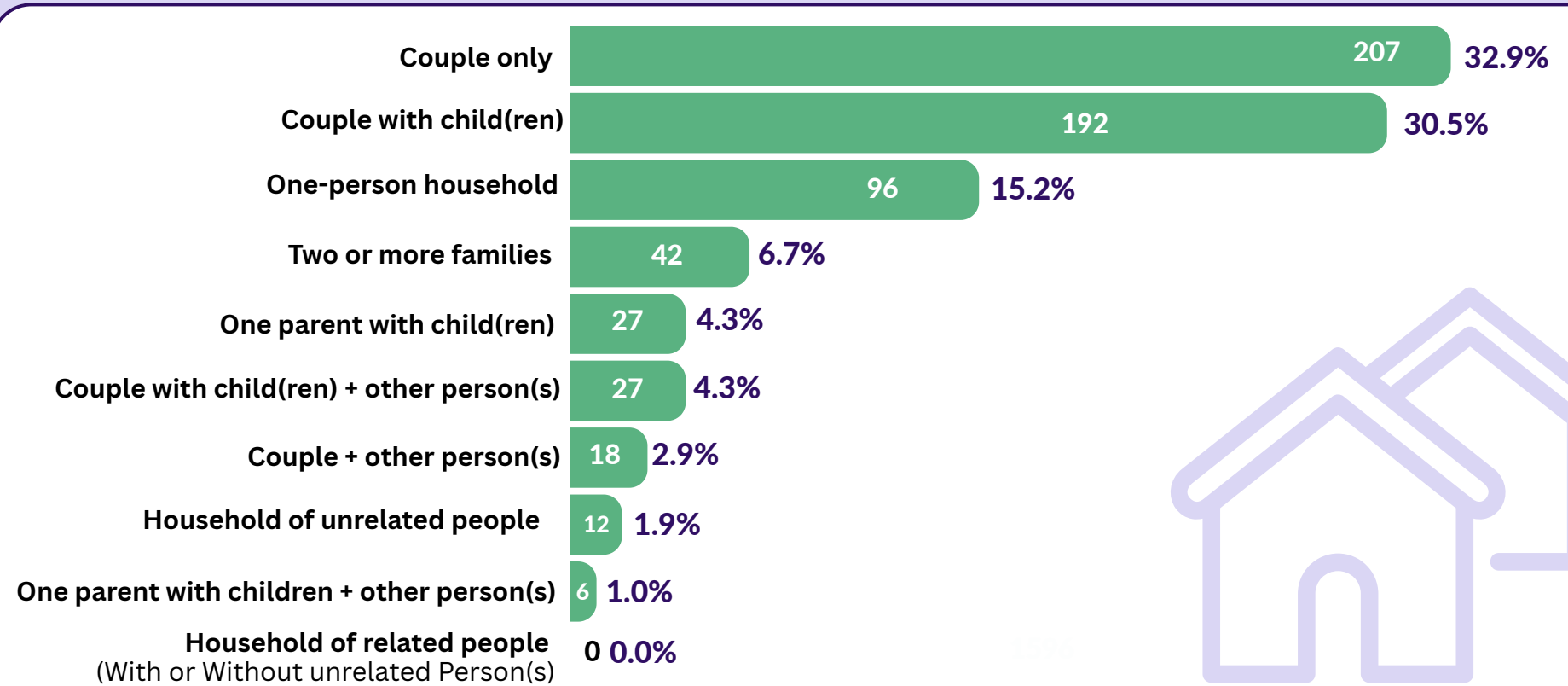
HOUSEHOLDS & HOUSING

Census 2023



Household Composition

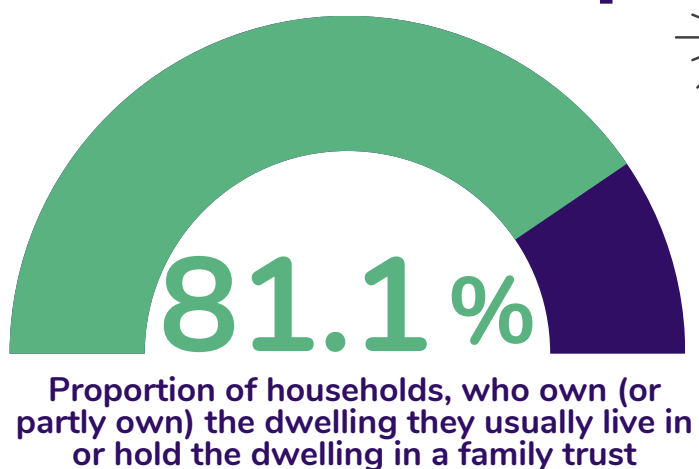
48.1% of households in the Ōmanawa-Lower Kaimai area are **people living alone or couple-only households**



HOUSING

Census 2023

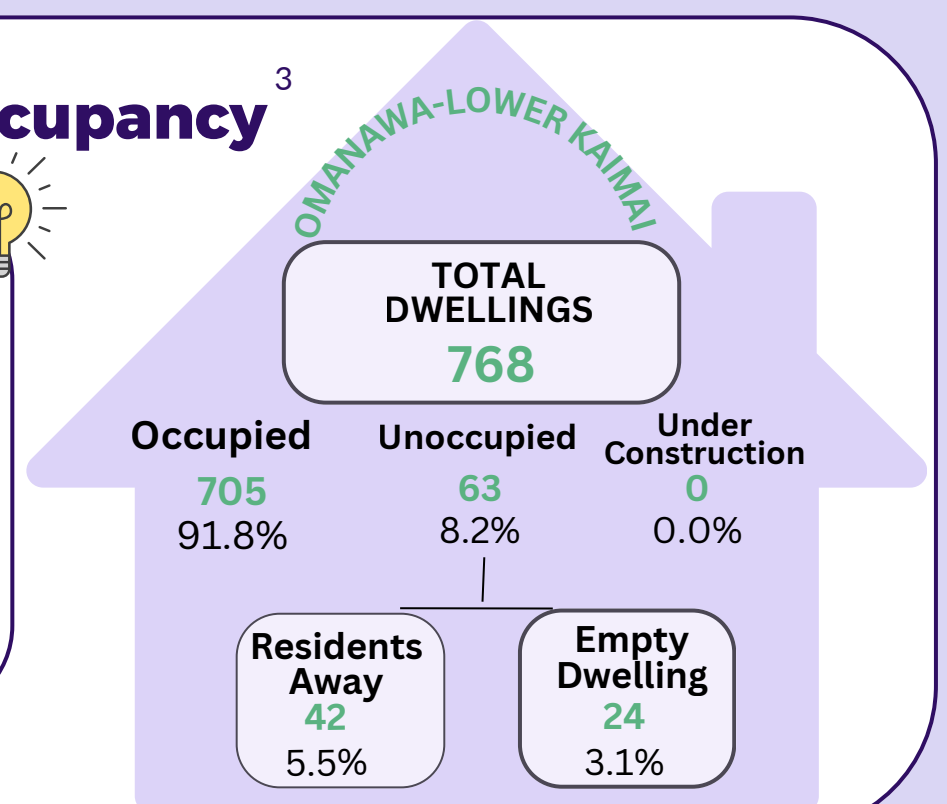
Home Ownership



MORE Ōmanawa-Lower Kaimai households live in a **home they own** compared to the rest of NZ

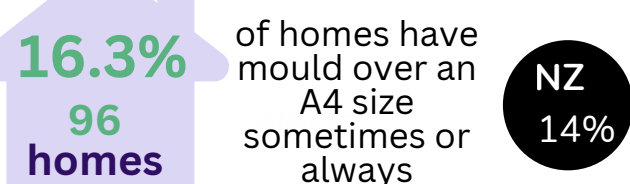
Dwelling Occupancy

Ōmanawa-Lower Kaimai has a high occupancy rate (**91.8%**) for its dwellings

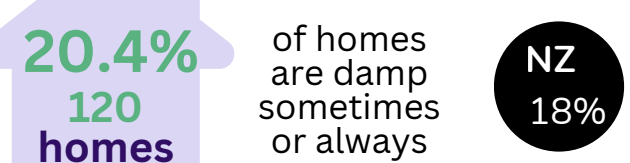


Adequacy of Housing Stock Occupied Private Dwellings

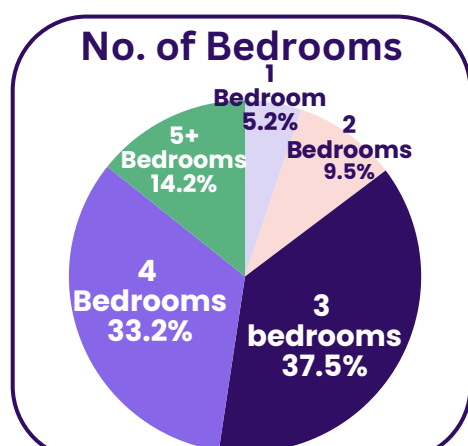
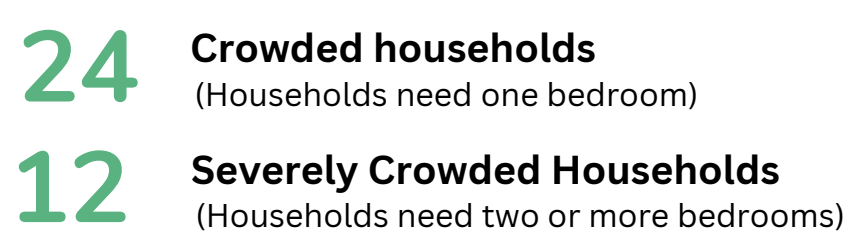
Mouldy Homes



Damp Homes



Household Crowding



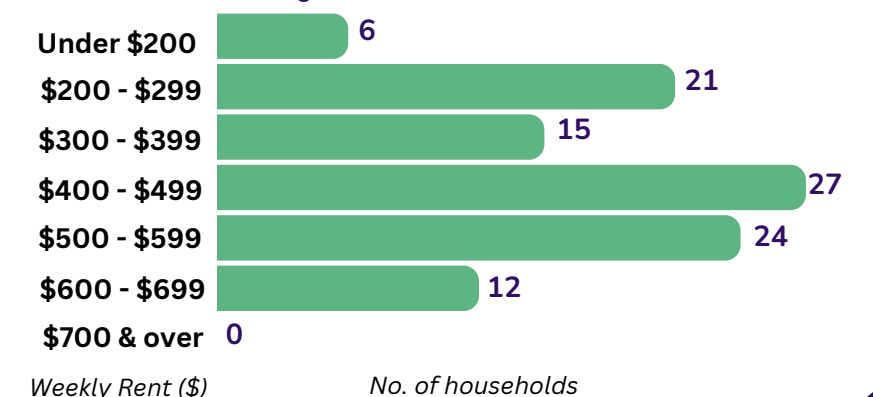
165 Households have 1 bedroom spare

336 Households have 2 or more bedrooms spare

Rental Cost

\$450 ↑ **40.6%** Median Weekly rent paid by Households in Ōmanawa - Lower Kaimai Since 2018

Weekly Rent Distribution



Ōmanawa Median Rent **\$550**

Tenancy Services Jan 2026

Lower Kaimai Median Rent **\$620**

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 Lower Kaimai and Ōmanawa during the 6 month period from 1 Aug 2025 - 31 Jan 2026 <https://www.tenancy.govt.nz/rent-bond-and-bills/market-rent/>

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ŌMANAWA - LOWER KAIMAI 2025 DATA SUMMARY

INCOME & COMMUNITY

Median Household Income¹

Census 2023

ŌMANAWA - LOWER KAIMAI

\$117,800

The median household income of Ōmanawa-Lower Kaimai 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

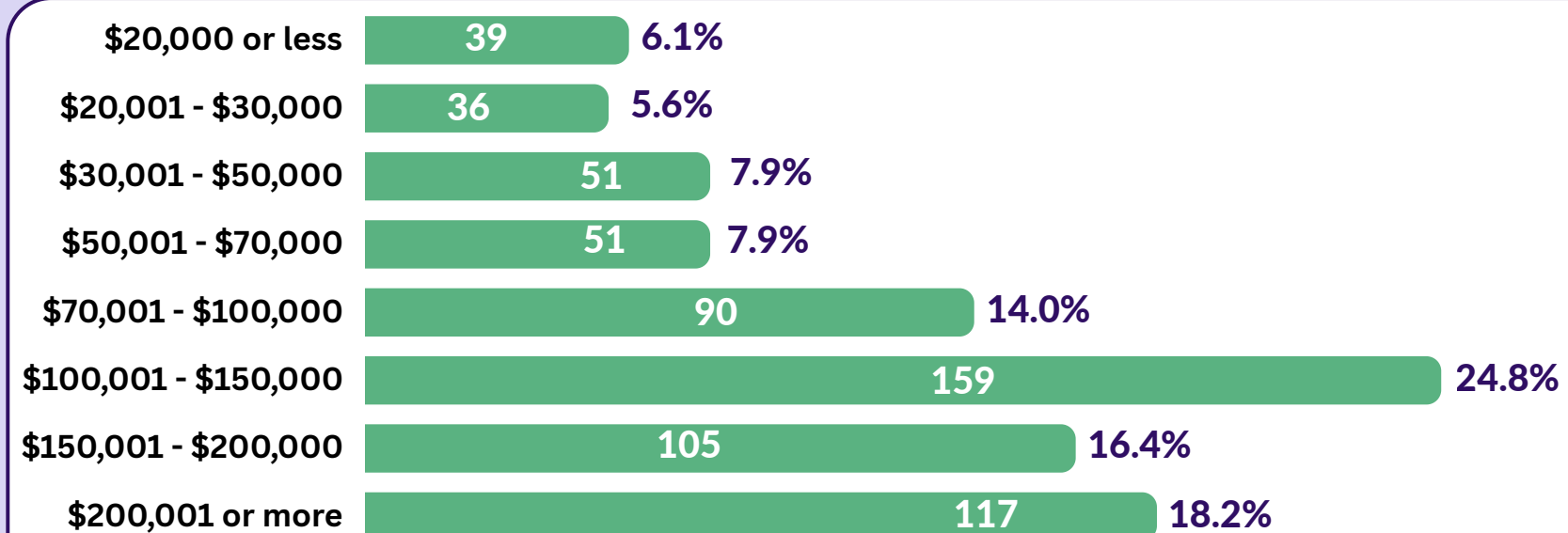
TGA
\$95,400

Household Income¹

1 in 5 (19.6%)

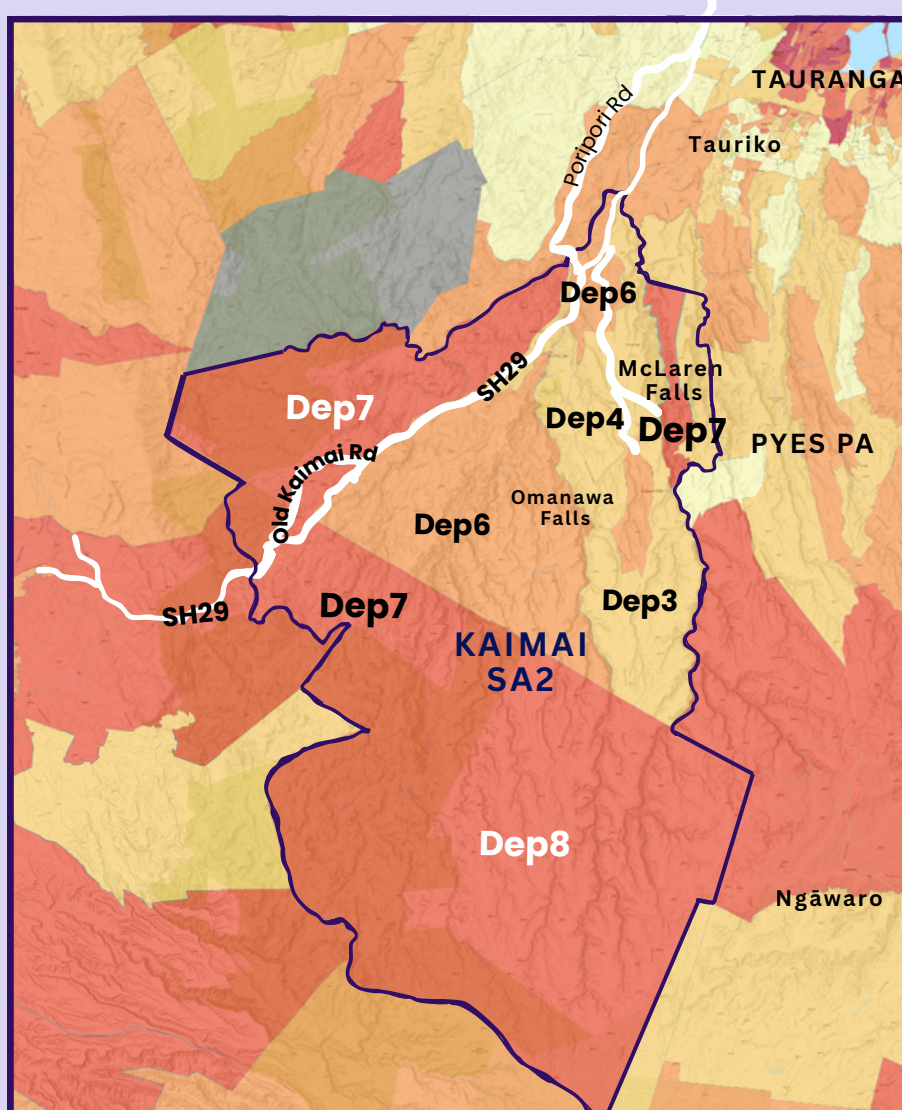
of Ōmanawa-Lower Kaimai households had incomes of less than \$50,000 in 2023

NZ 27% WBOP 30% TGA 28%



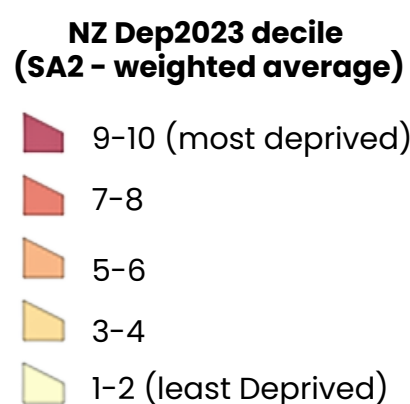
Deprivation Levels²

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



The Ōmanawa-Kaimai area has varied deprivation levels within its boundaries. When viewed at smaller SA1 level geographies Deprivation Index levels ranging from **Dep 3 - Dep 8** are evident.

The map highlights pockets of higher deprivation alongside otherwise affluent areas.



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



6

Households had no vehicle available for private use

Internet Access¹



60

Households had no access to internet at home

Businesses & Volunteering

426³

Businesses are based in Ōmanawa-Lower Kaimai
Feb 2025

More than 1 in 3³ businesses in the area are in primary production

150
35.2%
Agriculture, (horticulture), forestry & fishing

51 12.0%
Construction

66
15.5%
Rental, Hiring & Real Estate Services

36
18.5%
Professional, Scientific and Technical Services

147⁴ (11.1%)

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/kaimai#business-demography>
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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EDUCATION & EMPLOYMENT

Schools in the Area ¹

MOE 2025

64
Students

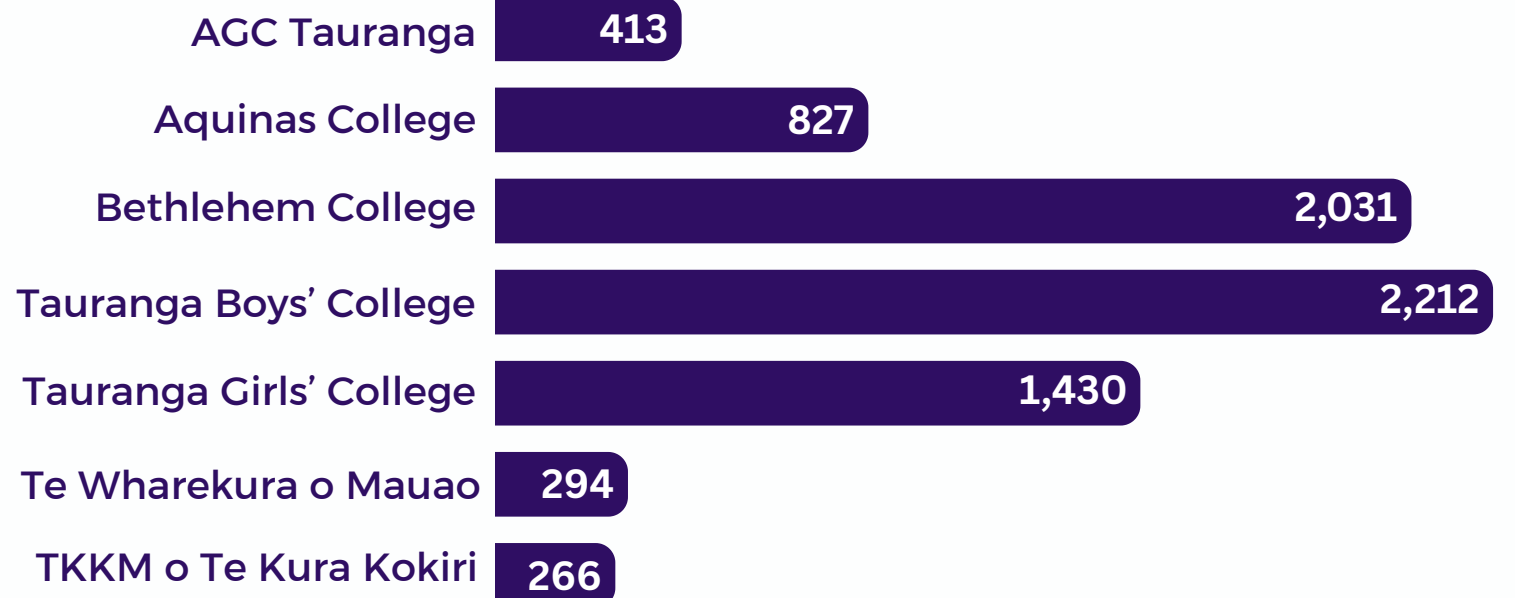


Kaimai School

Kaimai has one Full Primary School (Year 1 - 8)
Local students could attend any of the
Secondary Schools listed



Secondary School Rolls



Education Indicators ²

Census 2023

414 ²

residents studying
full-time

75 ²

residents studying
part-time

1 in 7
255

Residents over 15 years who
have no qualifications

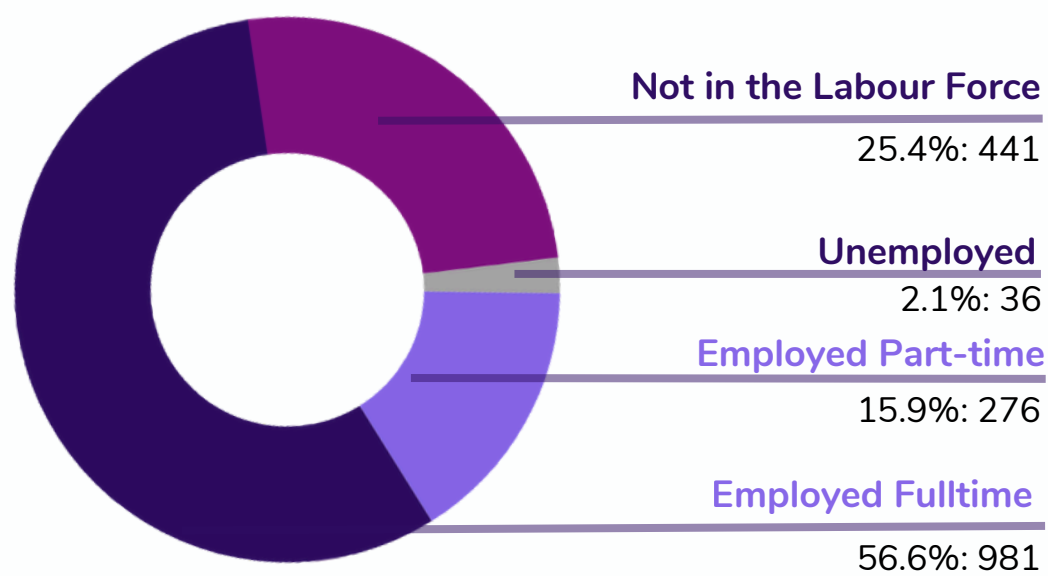
46.4%
741

Residents over 15 years have
no post-school qualification

1 in 6
303

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

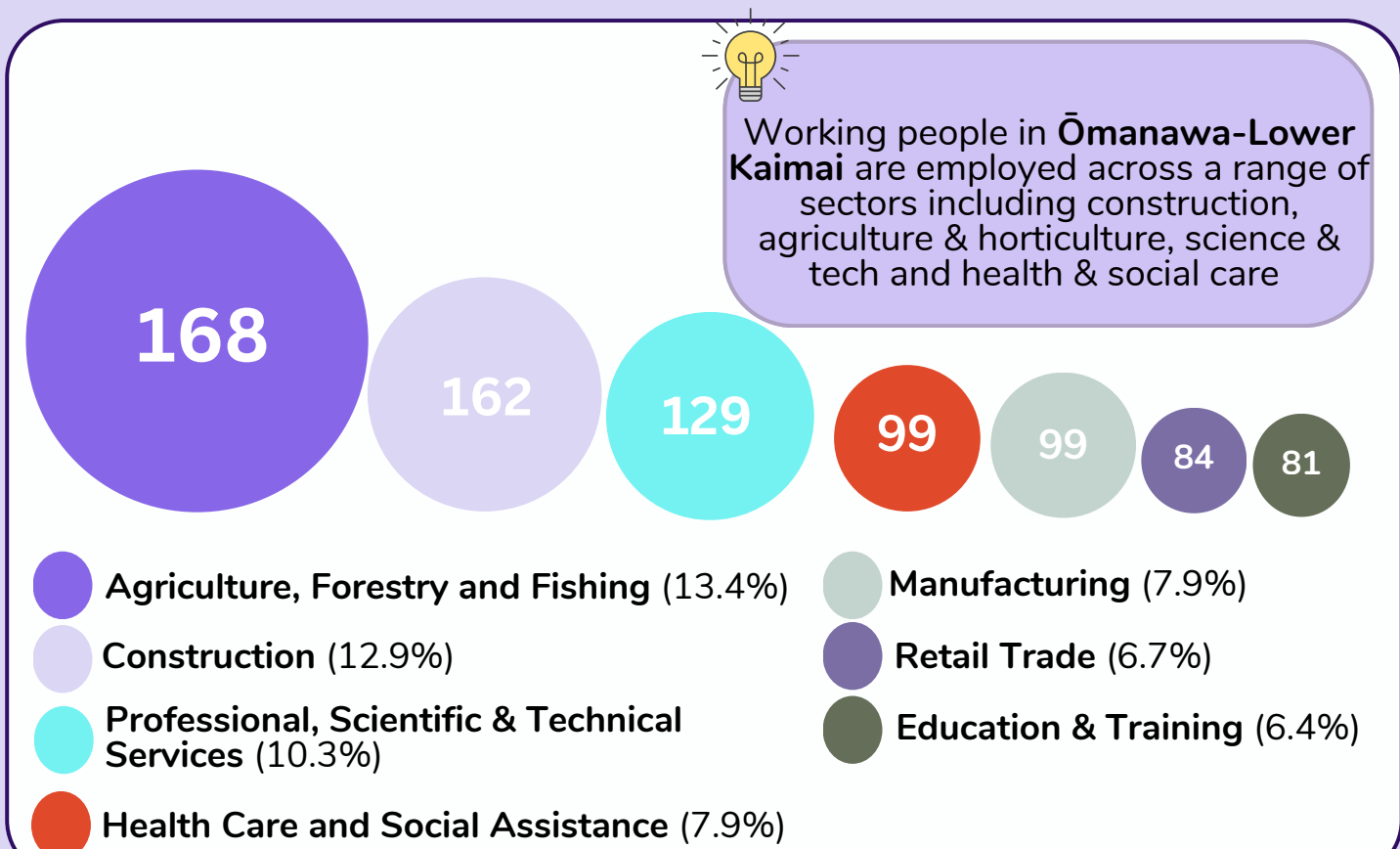
Work & Labour Force Status ²



72.5% of residents 15 years and over are
employed either full or part-time



Local Employment ²



WBOP NEET (Not in Employment or Education & Training) Rate ³

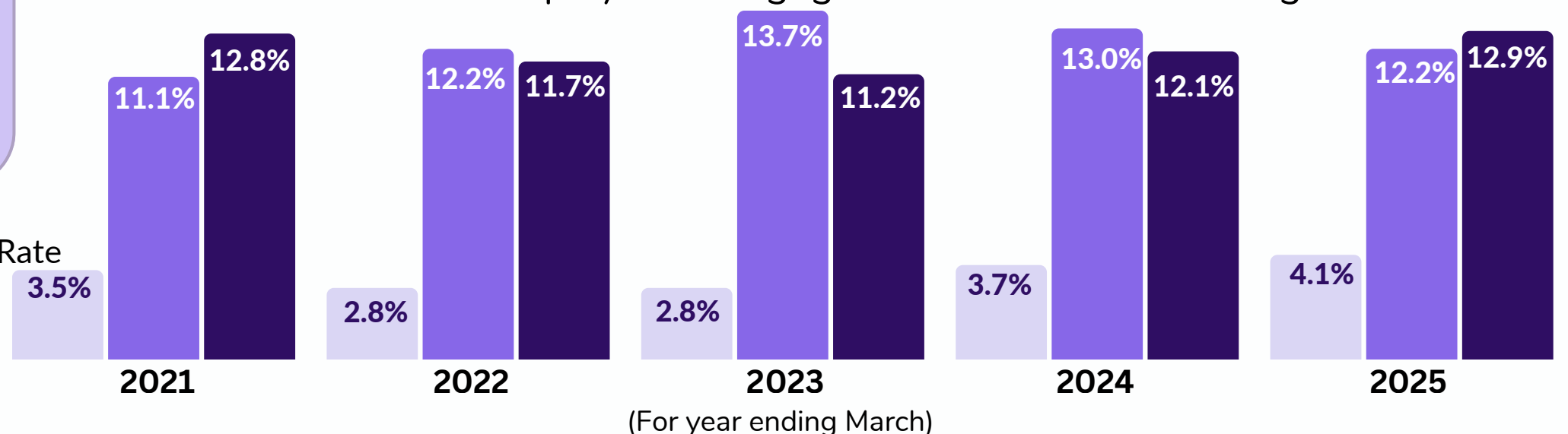
Household Labour Force Survey 2025

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 18 August 2025).

Infographics supplied by:

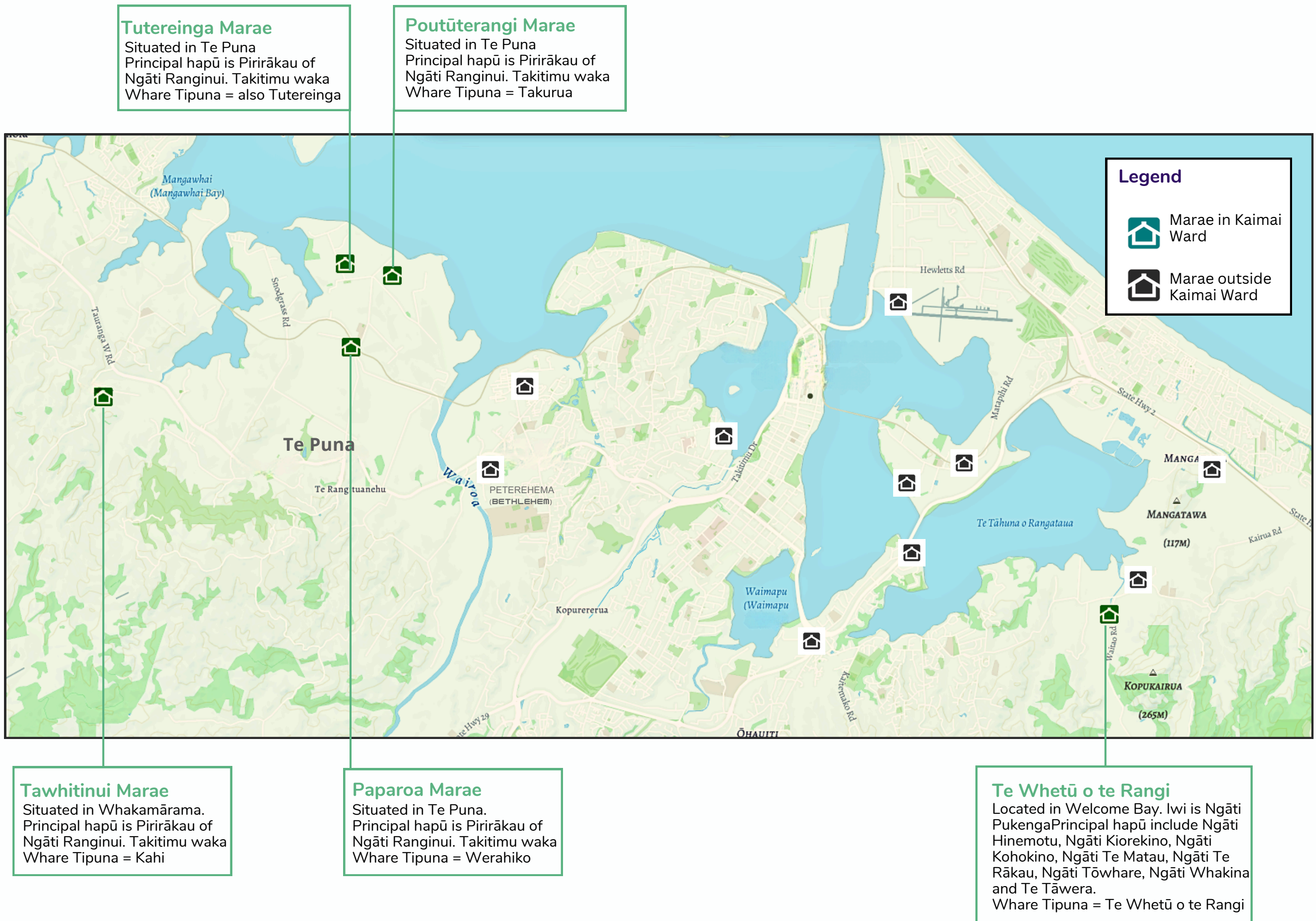


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NGĀ IWI MĀORI

Marae/Hapū in the WBOP Kaimai Ward¹



Māori Descent²

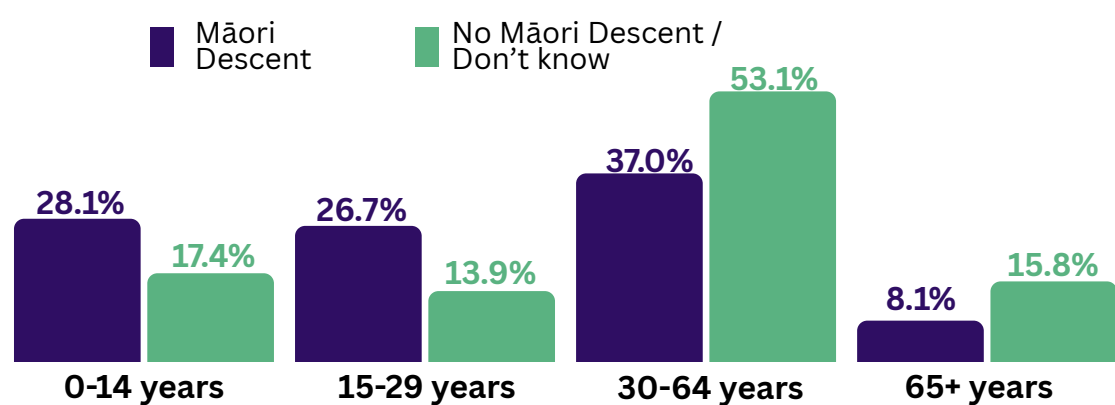
1 in 5 (18.9%)
Ōmanawa - Lower Kaimai residents report Māori whakapapa (descent)

405

Residents of Ōmanawa-Lower Kaimai have Māori Whakapapa

Age Distribution of Māori Descent Population

(% of each population in specified age group)



Iwi in the WBOP³



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 Ōmanawa-Lower Kaimai area are **Ngāti Ranginui, and Ngāi te Rangi** 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.

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in conjunction with

