

ŌMOKOROA 2025 DATA SUMMARY

HE TANGATA
OUR PEOPLE

Census 2023

Ōmokoroa
Population¹
5,661
Usual Residents

↑ **63.1%** since 2018

5,800
Estimated Resident
Population (ERP)
June 2025²



In conjunction with



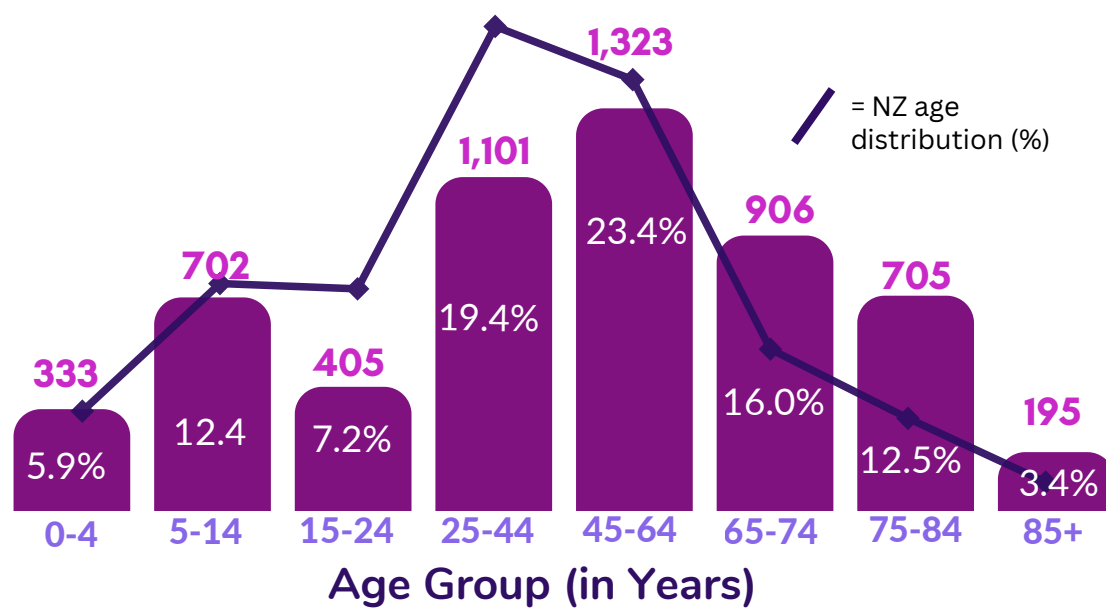
Data collated within this summary is for Ōmokoroa (also referred to as Ōmokoroa Beach). The area encompasses the Statistics New Zealand Areas (SA2s) of Ōmokoroa North & Ōmokoroa South. For this data summary an additional area (SA1 7033144) which runs from Prole Rd back to State Highway 2 has been added (as pictured).

The Ōmokoroa area includes the Ōmokoroa Beach peninsula following the coastline. The Waipapa River forms the western boundary, running back to State Highway Two

Age Distribution ¹



1 in 4 (25.4%)
of residents are
under 25 years



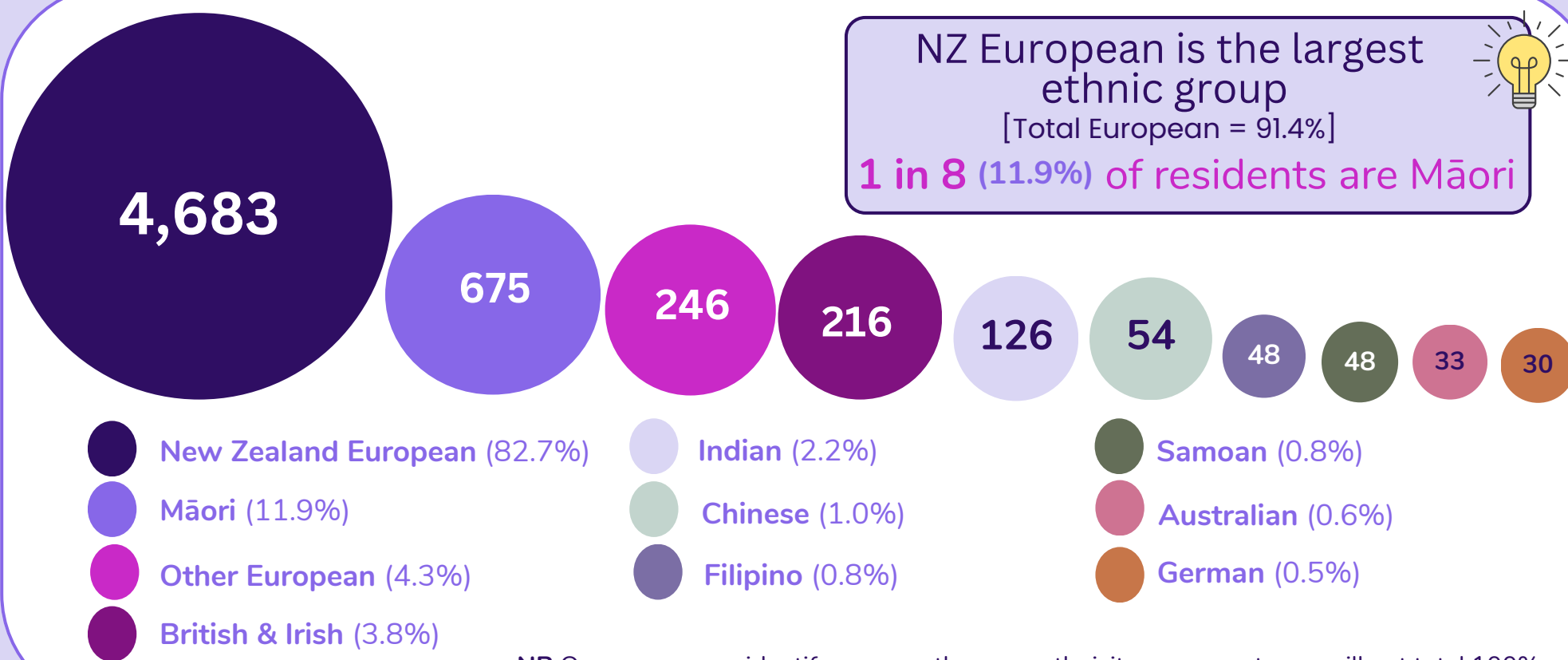
Census 2023

1 in 3 = 65+
residents years old
31.9% (1,806) of residents
are over 65 years of age



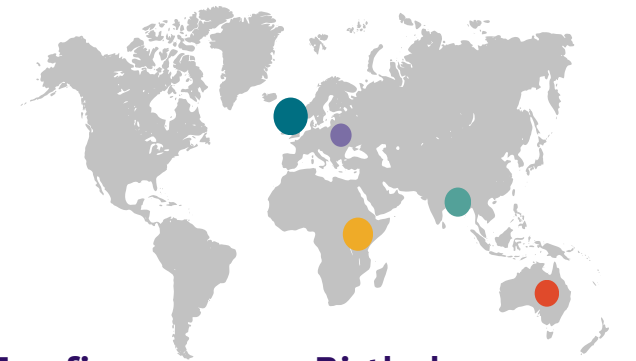
Median Age
50 years

Ethnic Makeup of Community¹ 10 largest Ethnic Groups³



Birthplace¹

72.0% = Born in NZ
4,077



- Top five overseas Birthplaces
- United Kingdom & Ireland (12.4%)
 - Middle East and Africa (5.7%)
 - Asia (3.2%)
 - Australia (2.2%)
 - Europe - exc. UK & Ireland (2.2%)

Census 2023

People with Disabilities⁴

297 residents live with
a disability (6.2%)

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

Rainbow (LGBTIQ+)¹

123

Local residents
identify as
LGBTIQ+ (2.9%)

Languages Spoken¹

(in addition to English)

TOP 5				
Afrikaans	Māori	German	French	Panjabi
165 2.9%	120 2.1%	78 1.4%	63 1.1%	48 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 with additional data for Ōmokoroa SA1. 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 as at 30 June 2025. See Stats NZ Place Summary - Selected Ōmokoroa: Western Bay of Plenty West; & Western Bay of Plenty South (SA3s).
- The category "Other European" representing 4.3% of reported ethnicities (n = 246) is a grouping of multiple European ethnicities. There is no breakdown of ethnicity to Level 4 for SA1 areas, therefore Level 1 (European, Māori, Pacific peoples, MELA, and Other) category data for Ōmokoroa 7033144 SA1 has been combined with the L4 data (as pictured) for the Ōmokoroa SA3.
- 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 prevalence is available in the Household Disability Survey, but this is not available for small areas.

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A division of:
Socialink
Tūhono Pāpori Western Bay of Plenty

Updated Feb 2026

ŌMOKOROA 2025 DATA SUMMARY

HOUSEHOLDS & HOUSING

Census 2023



Ōmokoroa Population¹
5,661
↑ 63.1% since 2018



Total No. of Households²
2,247
↑ 58.7% since 2018



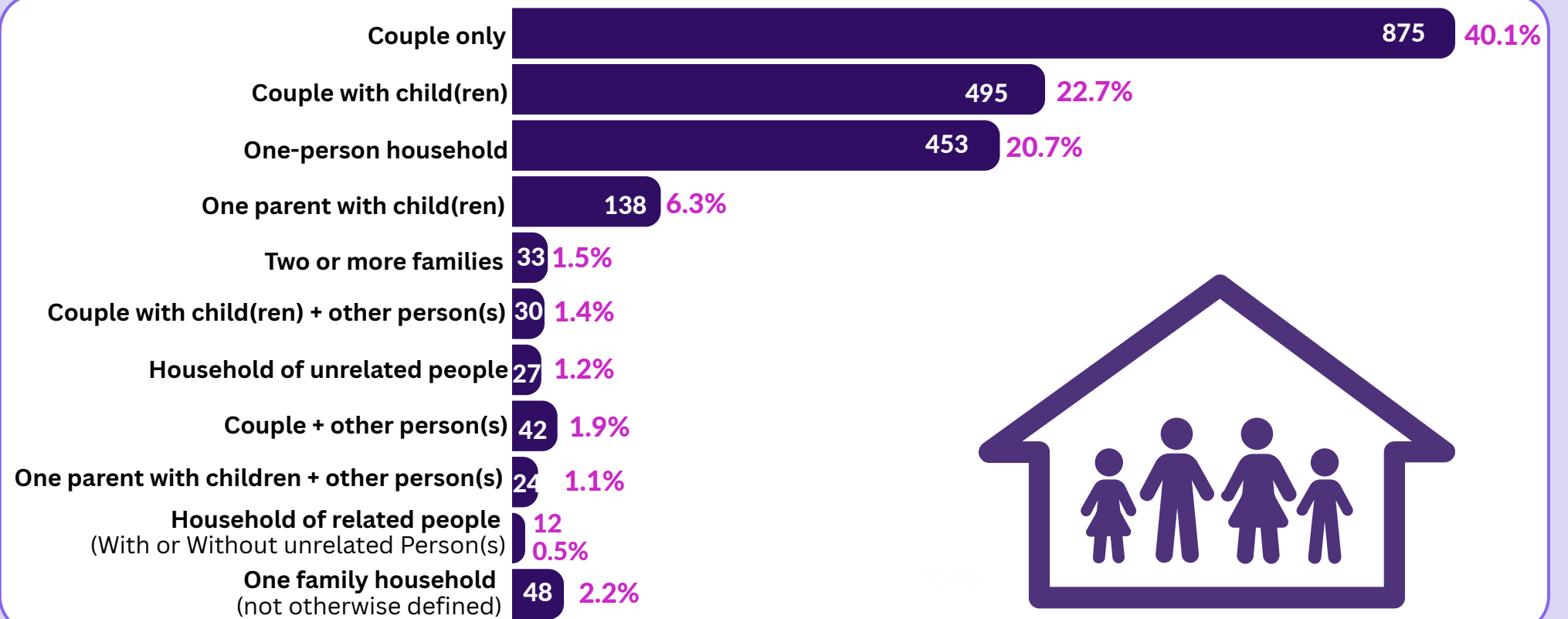
Total No. of Dwellings³
2,559
↑ 55.4% since 2018

Household Composition²

60.8% of households in Ōmokoroa are people living alone or couple-only households



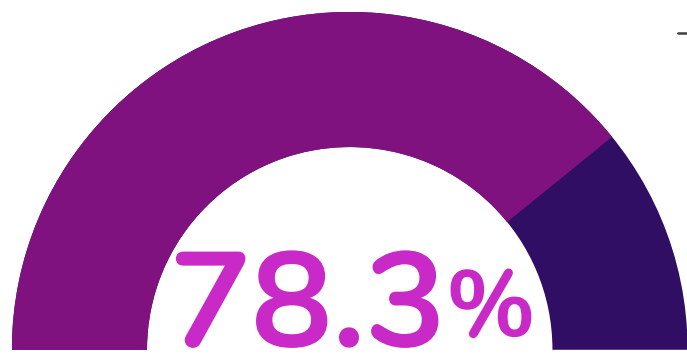
NZ 48%
WBOP 55%
TGA 50%



HOUSING

Census 2023

Home Ownership²



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%

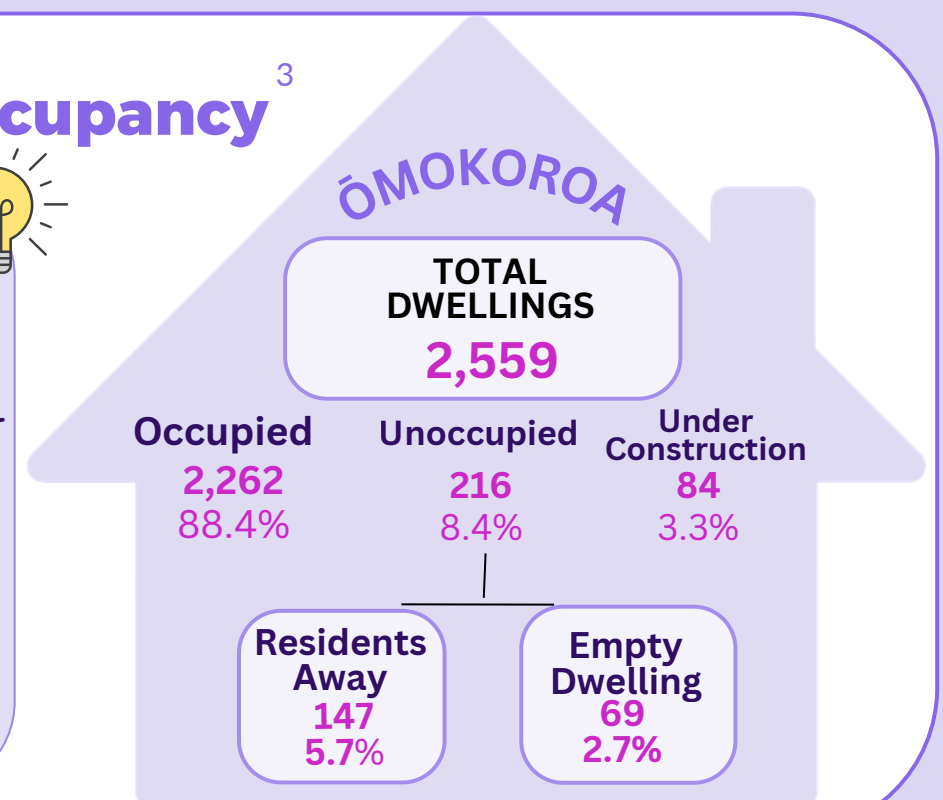


MORE Ōmokoroa households live in a home they own compared to the rest of NZ

Dwelling Occupancy³

Ōmokoroa dwelling occupancy rate (88.4%) is similar to the national dwelling occupancy levels

NZ 88%



Adequacy of Housing Stock² Occupied Private Dwellings

Mouldy Homes³

4.6%
99 homes

of homes have mould over an A4 size sometimes or always

NZ 14%

Damp Homes³

5.7%
120 homes

of homes are damp at least some of the time

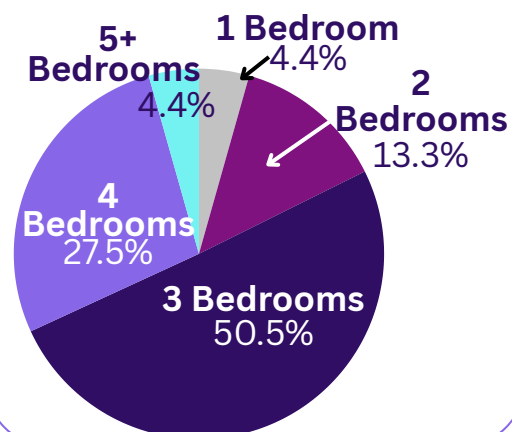
NZ 18%

Household Crowding⁴

27 Crowded households (Households need one bedroom)

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

No. of Bedrooms



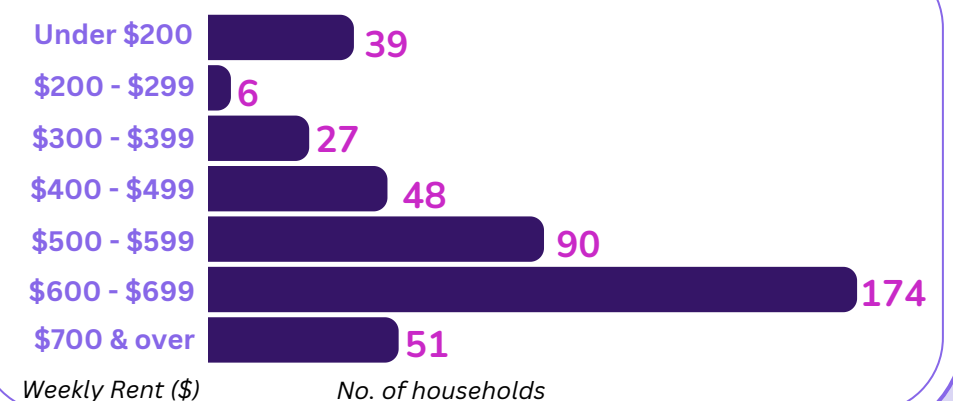
630 Households have 1 bedroom spare

1,242 Households have 2 or more bedrooms spare

Rental Cost²

\$600 ↑ 50.0% Median Weekly rent paid by Households
Census 2023 Since 2018

Weekly Rent Distribution



Tenancy Services

Ōmokoroa Median Rent⁵ \$680
Active Bonds 309

1 Aug 2025 - 31 Jan 2026

Source Info & Notes:

- Totals by topic for individuals, (RC, TALB, UR, SA3, SA2, Ward, Health), 2013, 2018, and 2023 Censuses), and additional data for Ōmokoroa SA1 (7033144).
- Stats NZ Census 2023 (Totals by topic for households, (RC, TALB, UR, SA3, SA2, Ward, Health), 2013, 2018, and 2023 Censuses) plus additional data for Ōmokoroa SA1 (7033144). 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 and additional data for Ōmokoroa SA1 (7033144). 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) and additional data for Ōmokoroa SA1 (7033144).
- Tenancy Services data on median market rent for Ōmokoroa for the 6 month period from 1 Aug 2025 - 31 Jan 2026

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ŌMOKOROA 2025 DATA SUMMARY

INCOME & COMMUNITY

Census 2023

Median Household Income¹

Ōmokoroa
\$82,900

The median household income of Ōmokoroa is **LOWER** than the median income nationally, across the WBOP and for 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

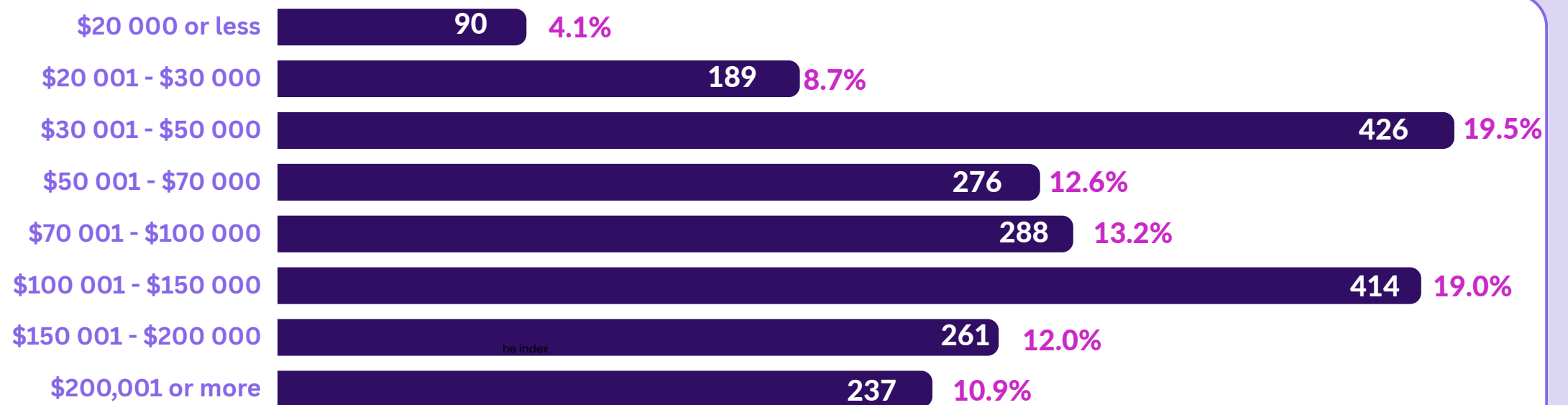
WBOP
\$88,600

TGA
\$95,400

Household Income¹

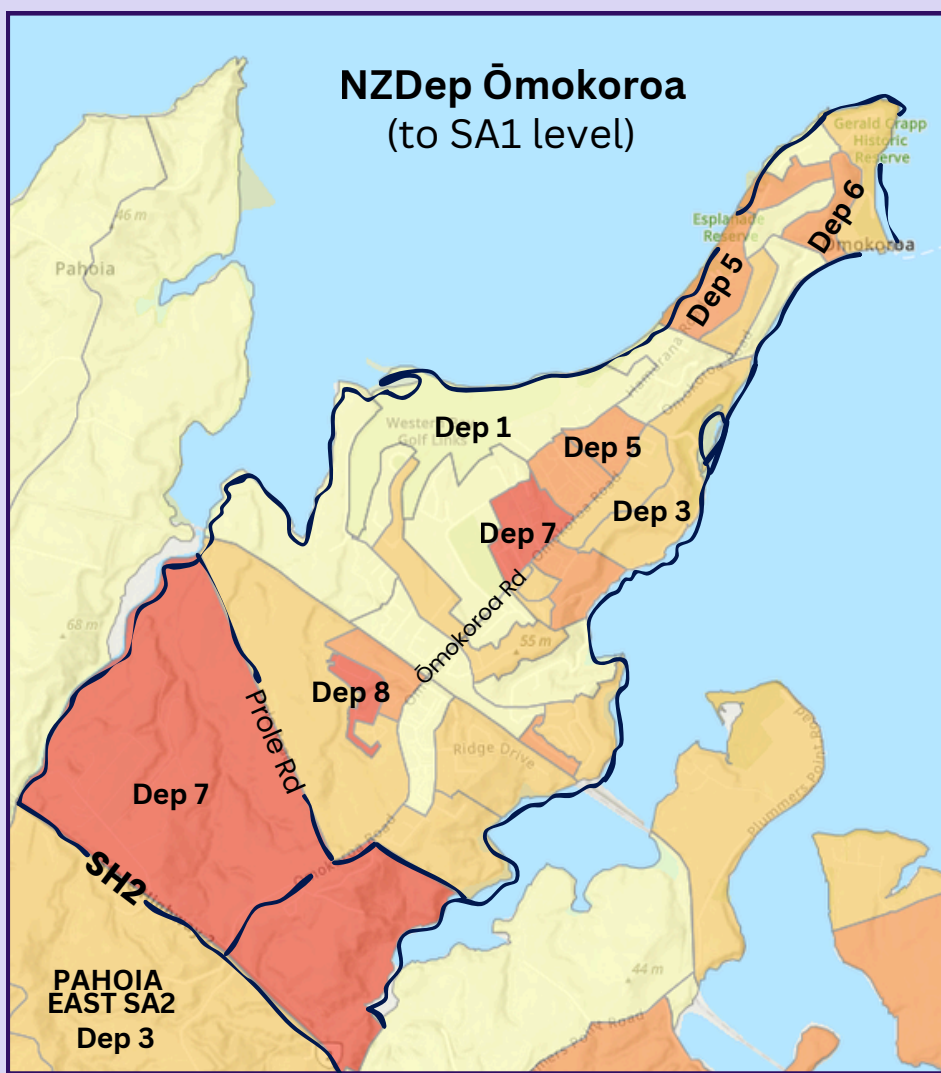
1 in 3 (32.3%)
Ōmokoroa households (705) had incomes of less than \$50,000 in 2023

NZ 27% WBOP 30% TGA 28%



Deprivation Levels²

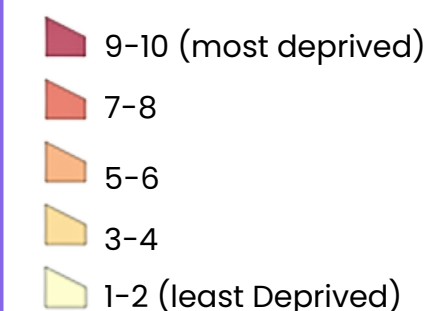
The New Zealand Index of Deprivation (NZDep) is an area-based measure of relative socio-economic deprivation (based on variables (outlined in Table to right). A community with a rating of decile 1 is the least deprived, decile 10 is most deprived.



The SA2s of Ōmokoroa North and Ōmokoroa South have averaged deprivation index numbers of 3 & 4. However when looked at at smaller SA1 level (lower level geographies), greater diversity can be seen - Deprivation Index numbers ranging from **Dep 1 - Dep 8**.

This map highlights pockets of high deprivation within otherwise affluent areas.

NZ Dep2023 decile (SA2 - 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



33

Households had no vehicle available for private use

Internet Access¹



114

Households had no access to internet at home

Businesses & Volunteering

504³
Businesses are based in Ōmokoroa
Feb 2025

1 in 5 Ōmokoroa businesses are in Hire and Real Estate Services³

108 (21.4%)
Rental, Hiring & Real Estate Services

72 (14.3%)
Construction

72 (14.3%)
Financial & Insurance Services

69 (13.7%)
Professional, Scientific and Technical Services

576⁴ (14.1%)

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 and the additional data for Ōmokoroa SA1 (7033144)
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/SA3/omokoroa#business-demography>. (NB These figures do not include the businesses in the Ōmokoroa SA1 area (Business demographic data to SA1 level is unavailable).
4. See Work & Labour Force Status and Unpaid work - Stats NZ Census 2023 - Totals by Topic for Individuals (RC, TALB, SA2), 2023 and for Ōmokoroa SA1 (7033144).

Infographics supplied by:



Updated Feb 2026

ŌMOKOROA 2025 DATA SUMMARY

EDUCATION & EMPLOYMENT

Ōmokoroa School Rolls ¹

MOE 2025

339
Students



Ōmokoroa has a full Primary School (Year 1 - 8). Local students could attend any of the Secondary Schools listed

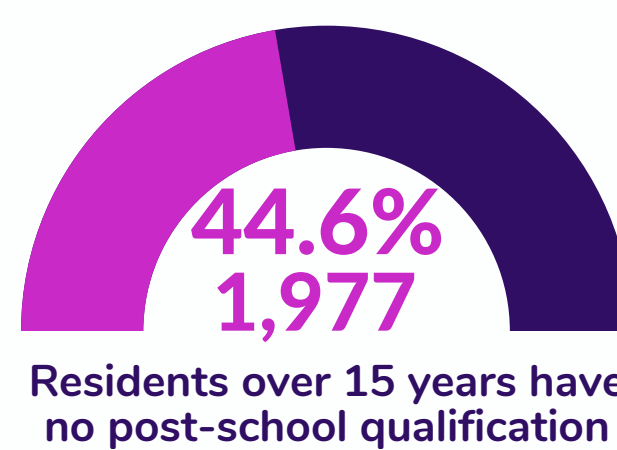
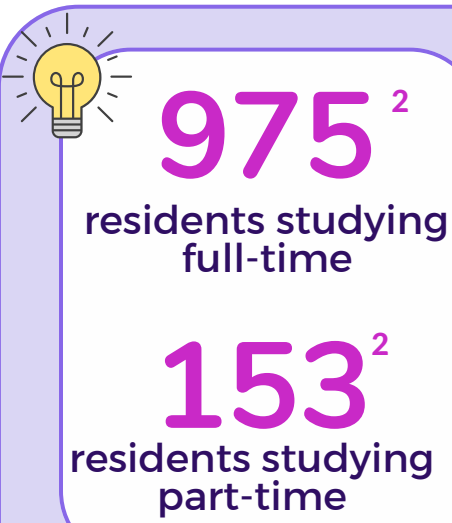


Local Secondary School Rolls

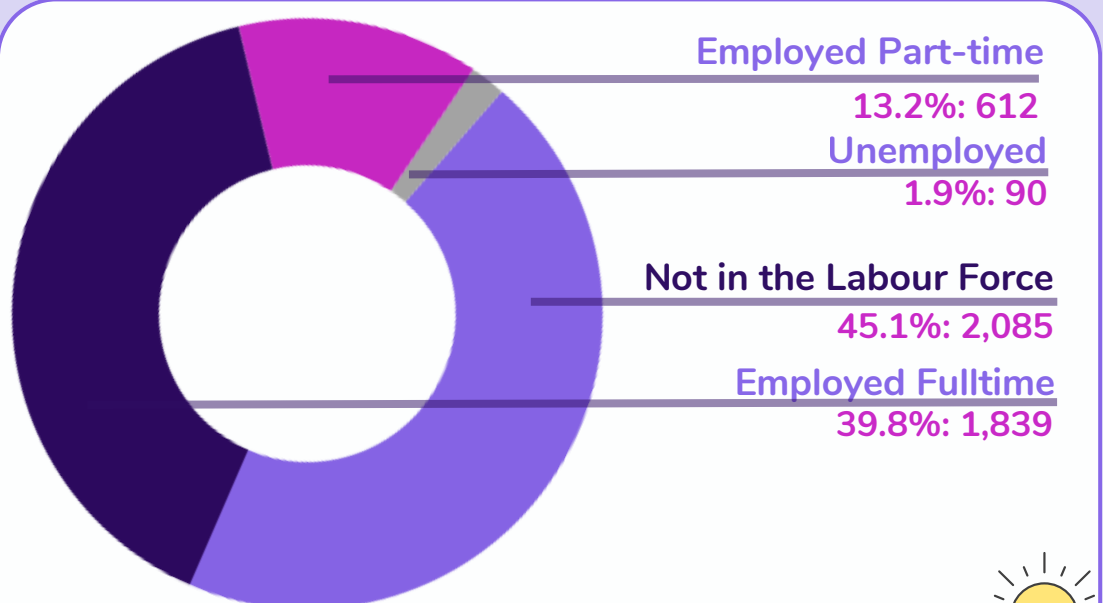
Aquinas College	827
Bethlehem College	2,031
Ōtūmoetai College	1,996
Tauranga Boys' College	2,212
Tauranga Girls' College	1,430
Te Wharekura o Mauao	294
Katikati College	816

Education Indicators ²

Census 2023

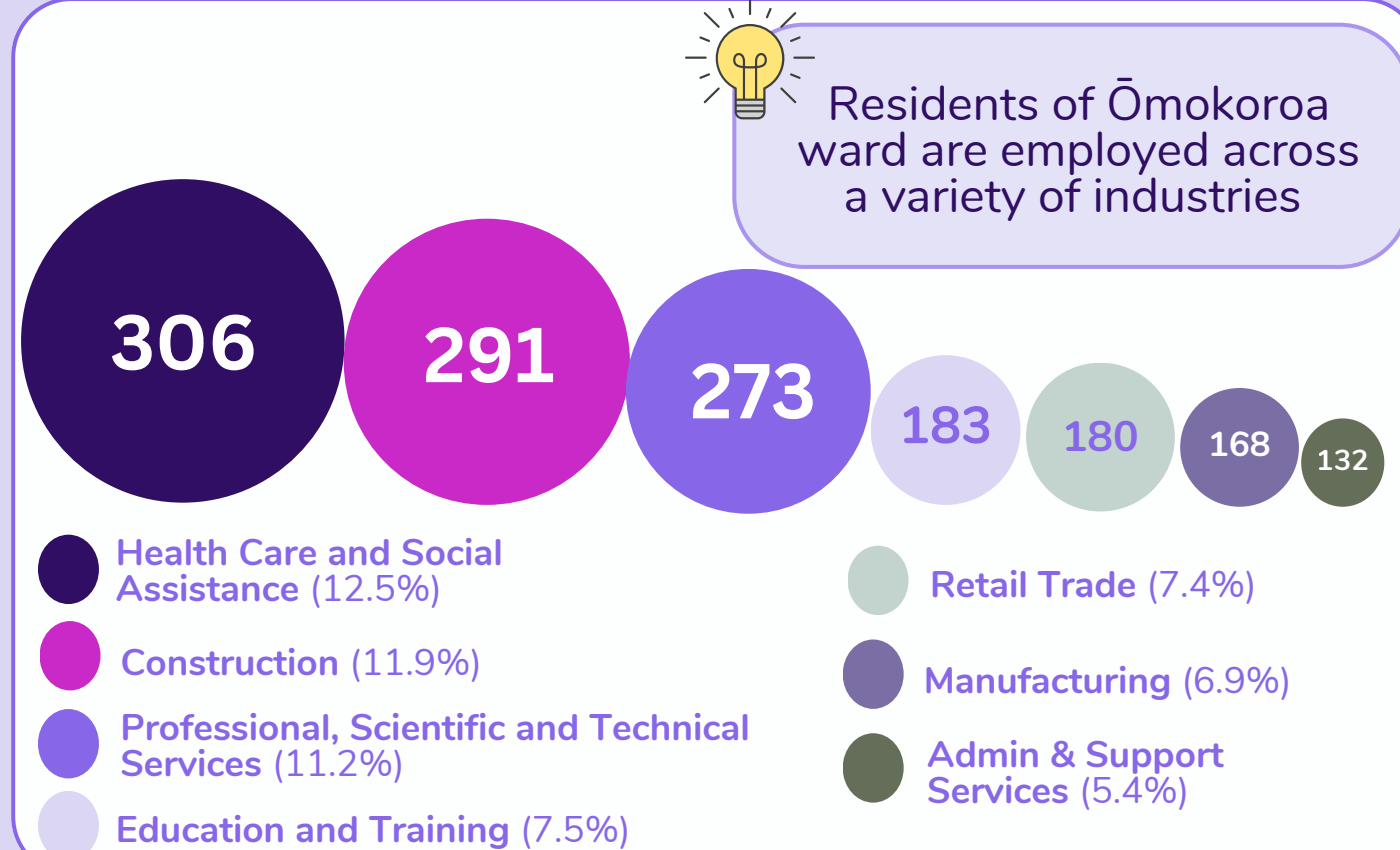


Work & Labour Force Status ²



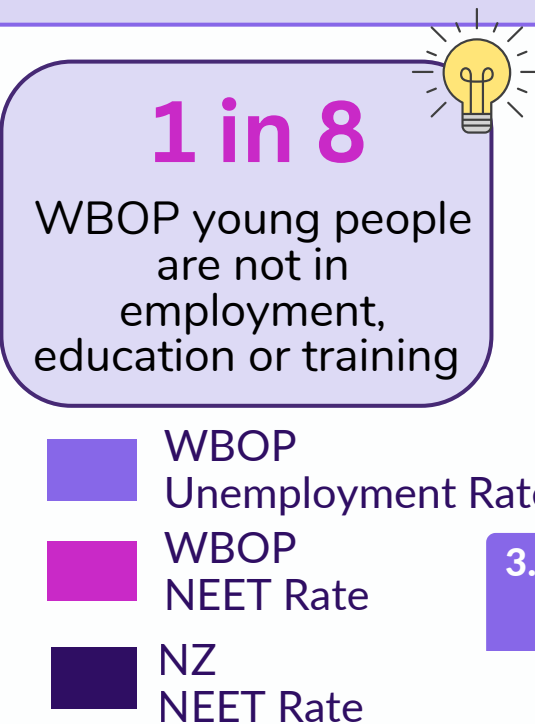
45.1% of residents 15 years and over are not in the Labour Force

Local Employment ²

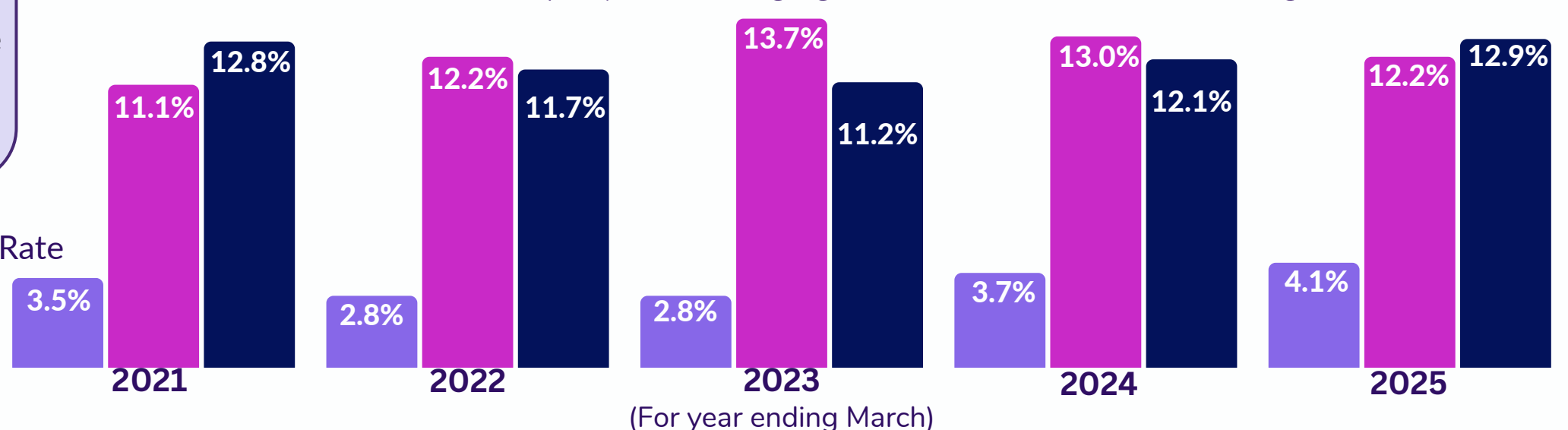


WBOP NEET (Not in Employment or Education & Training) Rate ³

Household Labour Force Survey 2025



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 Children living in Ōmokoroa South & the Ōmokoroa SA1 area (from the railway line to State Highway 2) are zoned for Ōmokoroa School (located in Snodgrass Rd, Te Puna) - outside the geographical area this data summary covers. No additional data about the number of Ōmokoroa-based children attending Ōmokoroa School was unavailable. There is currently no secondary school based in Ōmokoroa. Older students therefore need to travel outside Ōmokoroa for secondary schooling.
- 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](#) and the additional data for [Ōmokoroa SA1 \(7033144\)](#).
- Stats NZ Household Labour Force Survey in [Infometrics Report - NEETS | WBOP & Infometrics Report - Unemployment | WBOP](#) (accessed 21 Jan 2026).

Infographics supplied by:

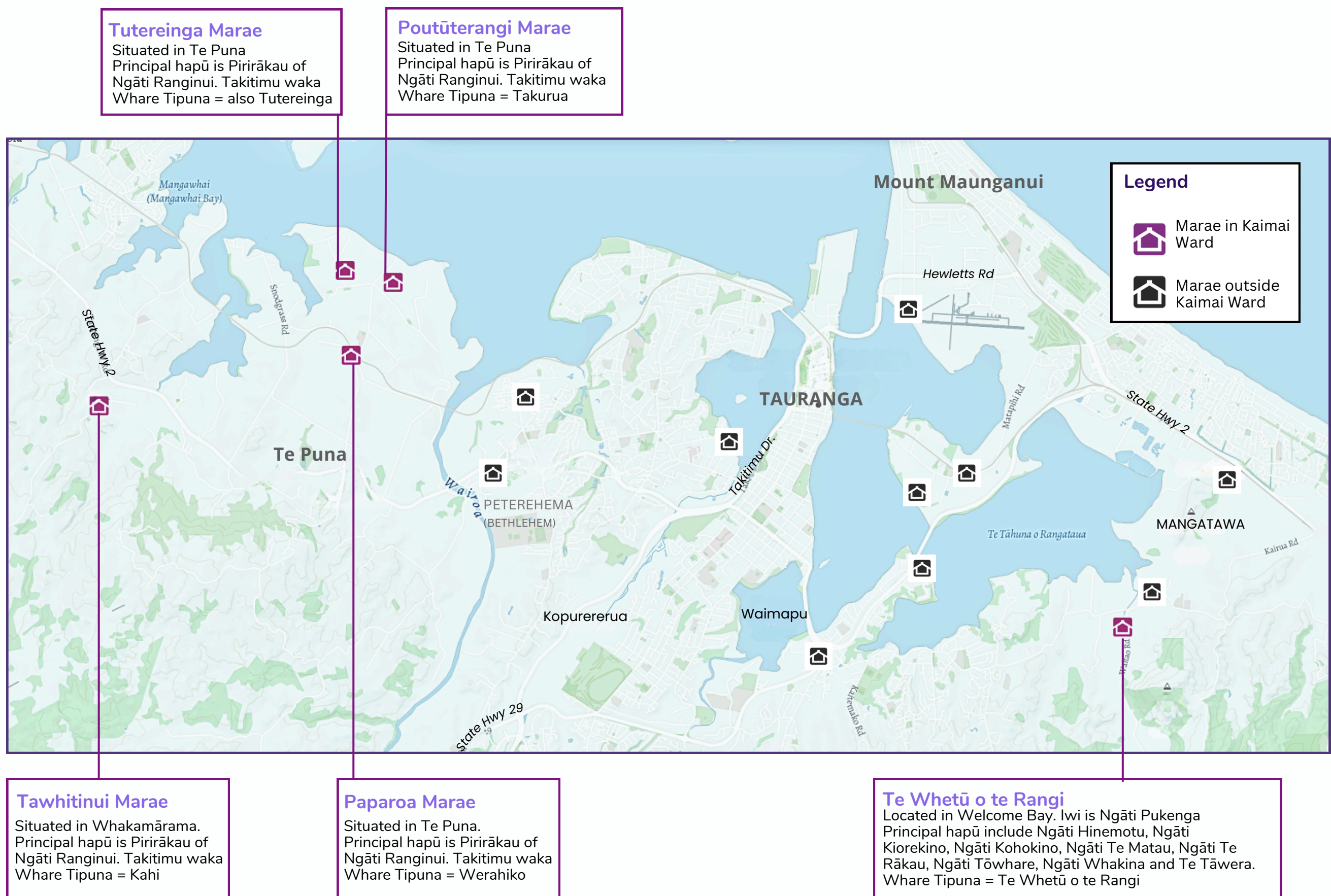


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ŌMOKOROA 2025 DATA SUMMARY

NGĀ IWI MĀORI

Marae/Hapū in the WBOP Kaimai Ward ¹



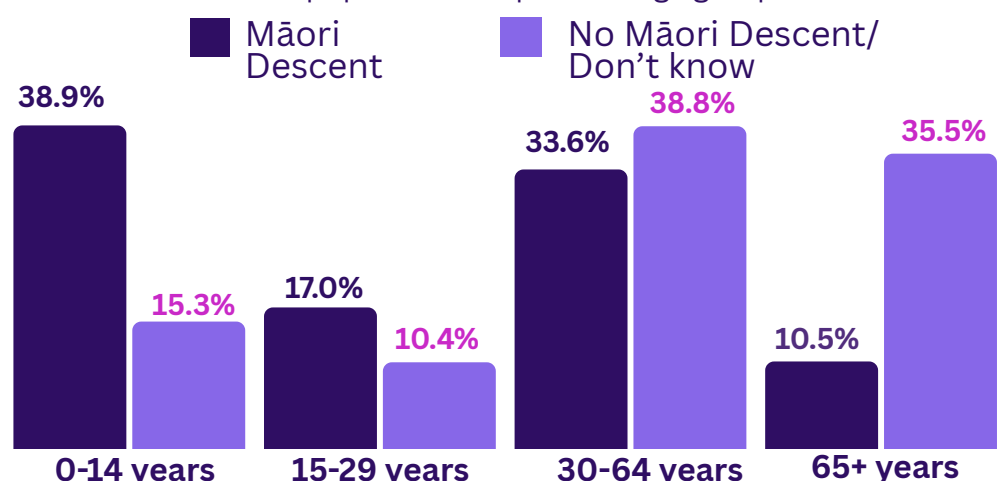
Māori Descent ²

1 in 7 (13.9%)
Ōmokoroa residents report Māori whakapapa (descent)

789
Ōmokoroa Residents have Māori Whakapapa

Age Distribution of Māori Descent Population

(% of each population in specified age group)



56% of those of Māori descent are under 30 years compared to 26% of residents with no Māori descent

Iwi in the WBOP ³



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) falls in the Kaimai ward are **Ngāti Ranginui** and **Ngāti Pukenga**.

Along with **Ngā Puhī** (NZ's largest iwi), **Ngāti Ranginui** & **Ngāi te Rangi** are the three iwi to whom the most WBOP people were 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
Ngāti Pukenga	351
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 See [Māori 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 - Māori Descent](#).
- 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

