Statistics New Zealand
TATAURANGA AOTEAROA

QuickStats About

Bay of Plenty Region

Population/ Dwellings

Number of people counted

Total population

- 257,379 people usually live in Bay of Plenty Region. This is an increase of 17,964 people, or 7.5 percent, since the 2001 Census.
- Its population ranks 5th in size out of the 16 regions in New Zealand.
- Bay of Plenty Region has 6.4 percent of New Zealand's population.

Population of Bay of Plenty Region and New Zealand, 2006 Census

	Region/City/District	New Zealand
Male	124,812	1,965,618
Female	132,567	2,062,329
Total	257,379	4,027,947

Māori ethnic population

- 67,662 Māori usually live in Bay of Plenty Region, an increase of 4,008 people, or 6.3 percent, since the 2001 Census.
- Its Māori population ranks 3rd in size out of the 16 regions in New Zealand.
- 12.0 percent of New Zealand's Māori population usually live in Bay of Plenty Region.

Māori Population of Bay of Plenty Region and New Zealand, 2006 Census

	Region/City/District	New Zealand
Male	32,700	274,860
Female	34,962	290,466
Total	67,662	565,326

Note: The Māori ethnic population is the count for people of the Māori ethnic group. It includes those people who stated Māori as being either their sole ethnic group or one of several ethnic groups.

Number of dwellings counted

- There are 96,615 occupied dwellings and 12,042 unoccupied dwellings in Bay of Plenty Region.
- For New Zealand as a whole, there are 1,478,709 occupied dwellings and 159,276 unoccupied dwellings.
- There are 900 dwellings under construction in Bay of Plenty Region, compared with 13,560 under construction throughout New Zealand.

Dwellings in Bay of Plenty Region and New Zealand, 2006 Census

Dwelling status	Region/City/District	New Zealand
Occupied		
Private dwelling	96,165	1,471,746
Non-private dwelling	450	6,963
Total	96,615	1,478,709
Unoccupied	12,042	159,276
Under construction	900	13,560
Total	109,563	1,651,542

Note: This data has been randomly rounded to protect confidentiality. Individual figures may not add up to totals, and values for the same data may vary in different text, tables and graphs.

Bay of Plenty Region

Age & sex

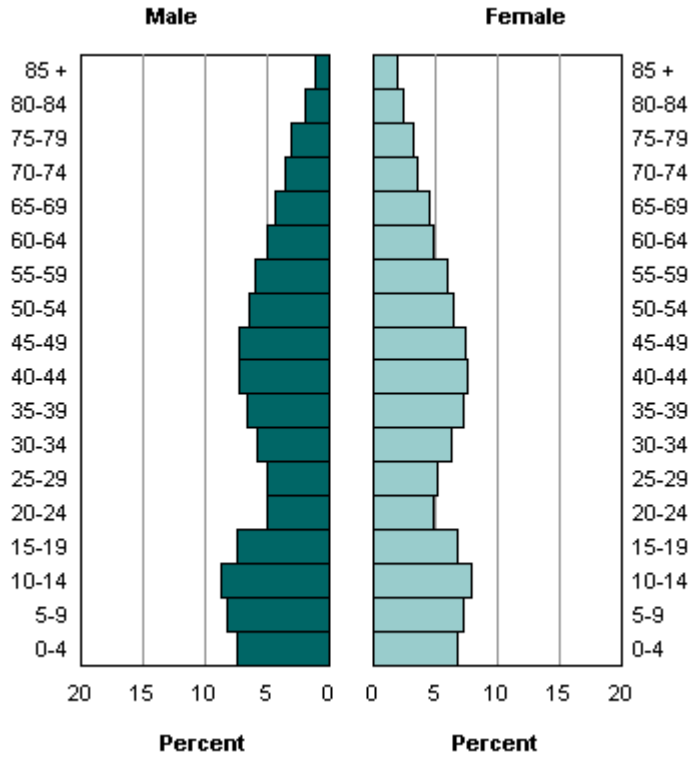
Total population

- The median age (half are younger, and half older, than this age) is 37.8 years for people in Bay of Plenty Region. For New Zealand as a whole, the median age is 35.9 years.
- 14.8 percent of people in Bay of Plenty Region are aged 65 years and over, compared with 12.3 percent of the total New Zealand population.
- 23.0 percent of people are aged under 15 years in Bay of Plenty Region, compared with 21.5 percent for all of New Zealand.

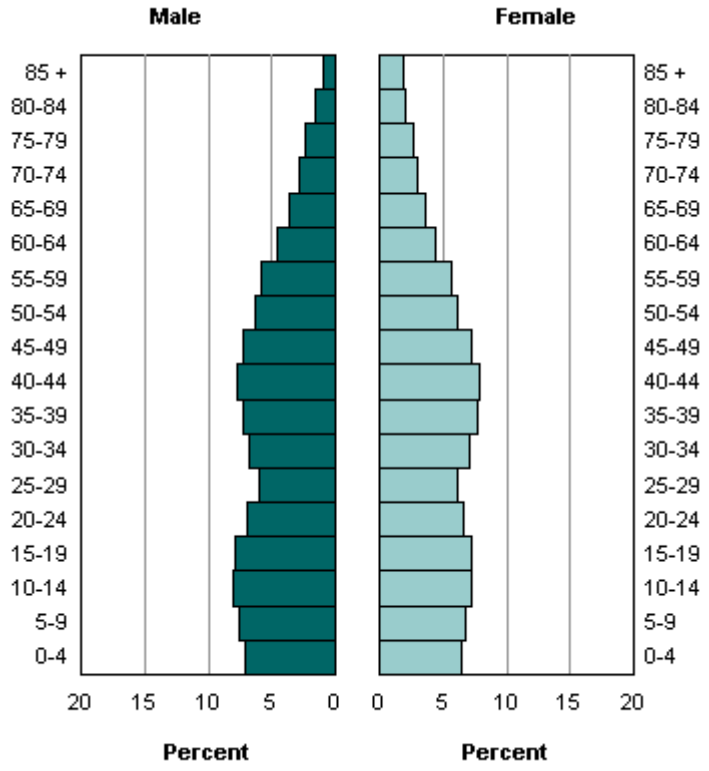
An error was found in the calculation for median age for both the total population and the Māori ethnic group population in this publication. The median age figures for these two groups replace those previously published on 28 September 2007.

Total Population (Age group and sex)

Bay of Plenty Region, 2006 Census



Total Population (Age group and sex)
New Zealand, 2006 Census

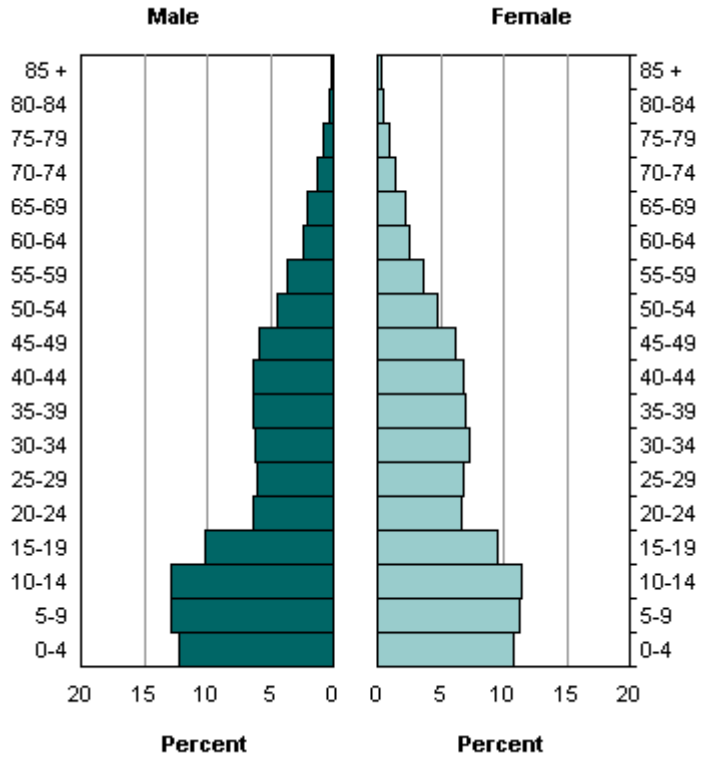


Māori ethnic population

- The median age of Māori (half are younger, and half older, than this age) is 23.4 years in Bay of Plenty Region, compared with a median of 22.7 years for all Māori in New Zealand.
- 4.9 percent of Māori are aged 65 years and over in Bay of Plenty Region, compared with 4.1 percent of New Zealand's Māori population.
- 35.7 percent of Māori in Bay of Plenty Region are aged under 15 years, compared with 35.4 percent for all Māori in New Zealand.

Māori Population (Age group and sex)

Bay of Plenty Region, 2006 Census



Māori Population (Age group and sex)

New Zealand, 2006 Census

Note: The Māori ethnic population is the count for people of the Māori ethnic group. It includes those people who stated Māori as being either their sole ethnic group or one of several ethnic groups.

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Bay of Plenty Region

Cultural diversity

Ethnic groups, birthplace and languages spoken

Ethnic groups

- 67.1 percent of people in Bay of Plenty Region belong to the European ethnic group, compared with 67.6 percent for New Zealand as a whole.
- 27.5 percent of people in Bay of Plenty Region belong to the Māori ethnic group, compared with 14.6 percent for all of New Zealand.

Ethnic Groups in Bay of Plenty Region, 2006 Census

	Male (%)	Female (%)
European	66.1	68.3
Māori	27.2	27.3
Pacific peoples	2.8	2.4
Asian	3.2	3.3
Middle Eastern/Latin American/African	0.3	0.3
Other ethnicity		
New Zealander	12.9	11.6
Other ethnicity–other	0.0	0.0
Total	12.9	11.7

Ethnic Groups in New Zealand, 2006 Census

	Male (%)	Female (%)
European	66.7	68.4
Māori	14.6	14.7
Pacific peoples	7.0	6.8
Asian	9.0	9.4
Middle Eastern/Latin American/African	1.0	0.8
Other ethnicity		
New Zealander	11.8	10.4

Other ethnicity–other	0.0	0.0
Total	11.9	10.5

Birthplace

- 14.9 percent of people in Bay of Plenty Region were born overseas, compared with 22.9 percent for New Zealand as a whole.
- For people born overseas who are now living in Bay of Plenty Region, the most common birthplace was England, and England is the most common birthplace for all of New Zealand.
- 1.5 percent of Māori in Bay of Plenty Region were born overseas, compared with 1.6 percent for New Zealand as a whole.

Languages spoken

Total population

- Apart from English, the next most common language spoken in Bay of Plenty Region is Māori, which is spoken by 9.6 percent of people. For New Zealand as a whole, the most common language apart from English is Māori, spoken by 4.1 percent of people.
- 83.4 percent of people in Bay of Plenty Region speak only one language, compared with 80.5 percent of people for all of New Zealand.

Māori ethnic population

- Apart from English, the next most common language spoken by Māori in Bay of Plenty Region is Māori, which is spoken by 30.9 percent of Māori. Excluding English, the most common language spoken by Māori throughout New Zealand is Māori, which is spoken by 23.7 percent.
- 67.4 percent of Māori in Bay of Plenty Region speak only one language, compared with 73.4 percent of Māori throughout New Zealand.

Note: The Māori ethnic population is the count for people of the Māori ethnic group. It includes those people who stated Māori as being either their sole ethnic group or one of several ethnic groups.

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Bay of Plenty Region

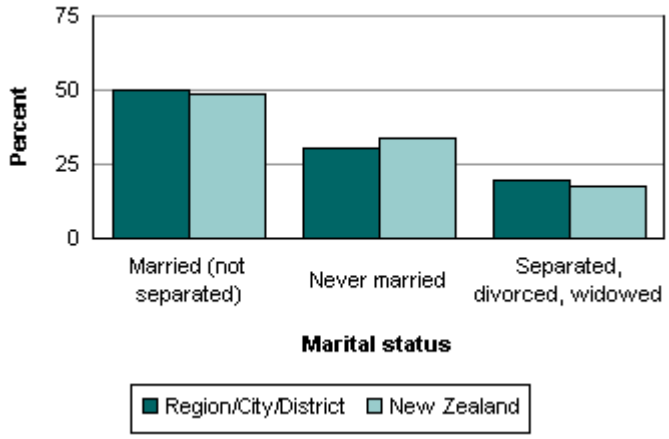
Marital status

Total population aged 15 years and over

- 30.3 percent of people aged 15 years and over living in Bay of Plenty Region have never married, 50.1 percent are married, and 19.6 percent are separated, divorced or widowed.
- 31.9 percent of people aged 15 years and over in Bay of Plenty Region who have never been married live with a partner.

Marital Status for People Aged 15 Years and Over

Bay of Plenty Region and New Zealand, 2006 Census

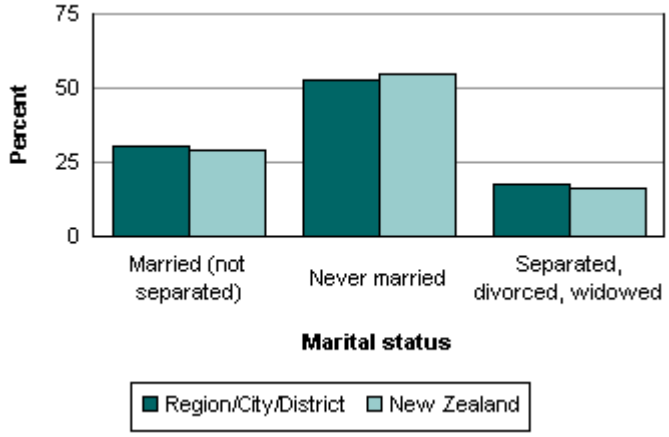


Māori ethnic population aged 15 years and over

- For Māori aged 15 years and over living in Bay of Plenty Region, 52.5 percent have never married, 30.2 percent are married, and 17.4 percent are separated, divorced or widowed.
- 34.1 percent of Māori aged 15 years and over in Bay of Plenty Region who have never been married live with a partner.

Marital Status for Māori Aged 15 Years and Over

Bay of Plenty Region and New Zealand, 2006 Census



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Bay of Plenty Region

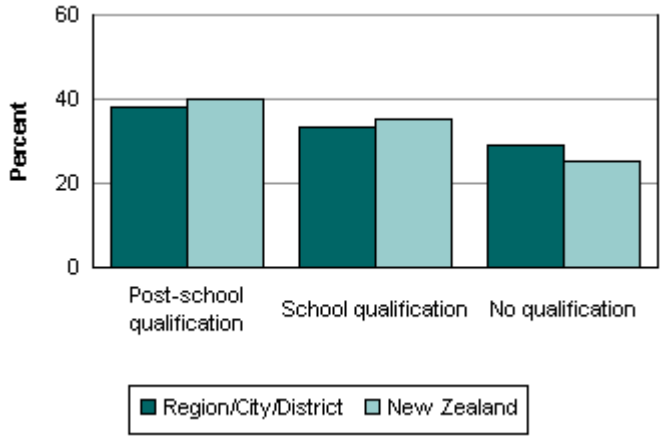
Education

Total population aged 15 years and over

- 38 percent of people aged 15 years and over in Bay of Plenty Region have a post-school qualification, compared with 39.9 percent of people throughout New Zealand.
- In Bay of Plenty Region, 29 percent of people aged 15 years and over have no formal qualifications, compared with 25.0 percent for New Zealand as a whole.

Highest Qualification for People Aged 15 Years and Over

Bay of Plenty Region and New Zealand, 2006 Census

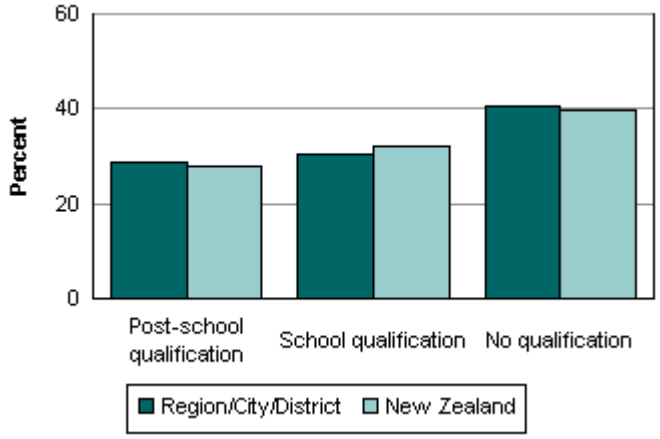


Māori ethnic population aged 15 years and over

- In Bay of Plenty Region, 28.8 percent of Māori aged 15 years and over have a post-school qualification, compared with 27.9 percent for Māori throughout New Zealand.
- 40.7 percent of Māori aged 15 years and over in Bay of Plenty Region have no formal qualifications, compared with 39.9 percent of New Zealand's Māori population.

Highest Qualification for Māori Aged 15 Years and Over

Bay of Plenty Region and New Zealand, 2006 Census



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Bay of Plenty Region

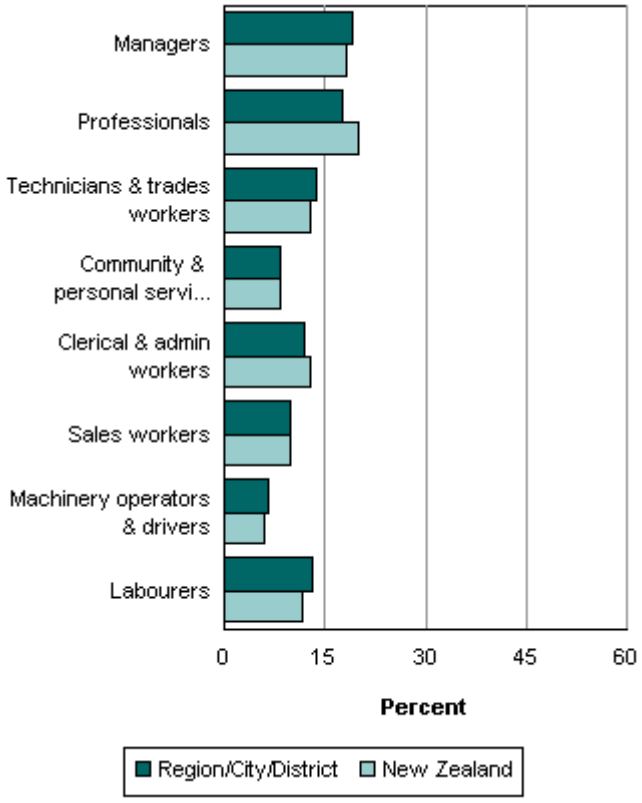
Work

Total population aged 15 years and over

- The unemployment rate in Bay of Plenty Region is 6.1 percent for people aged 15 years and over, compared with 5.1 percent for all of New Zealand.
- The most common occupational group in Bay of Plenty Region is 'Managers', and 'Professionals' is the most common occupational group in New Zealand.

Occupation(1) for Employed People Aged 15 Years and Over

Bay of Plenty Region and New Zealand, 2006 Census



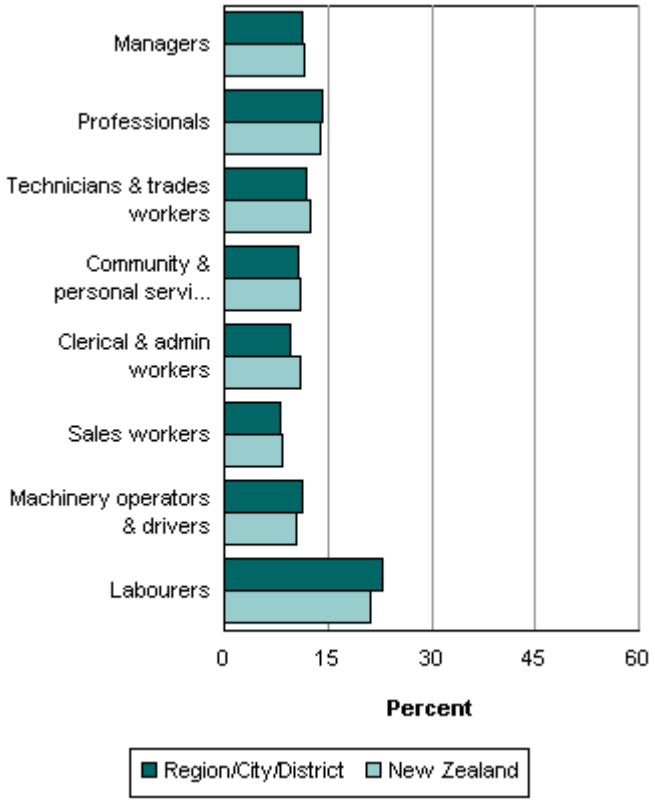
(1) Australian and New Zealand Standard Classification of Occupations (ANZSCO V1.0).

Māori ethnic population aged 15 years and over

- The unemployment rate of Māori aged 15 years and over in Bay of Plenty Region is 13.5 percent, compared with 11.0 percent for New Zealand's Māori population.
- The most common occupational group for Māori in Bay of Plenty Region is 'Labourers', and 'Labourers' is the most common occupational group for Māori in New Zealand.

Occupation[1] for Employed Māori Aged 15 Years and Over

Bay of Plenty Region and New Zealand, 2006 Census



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Bay of Plenty Region

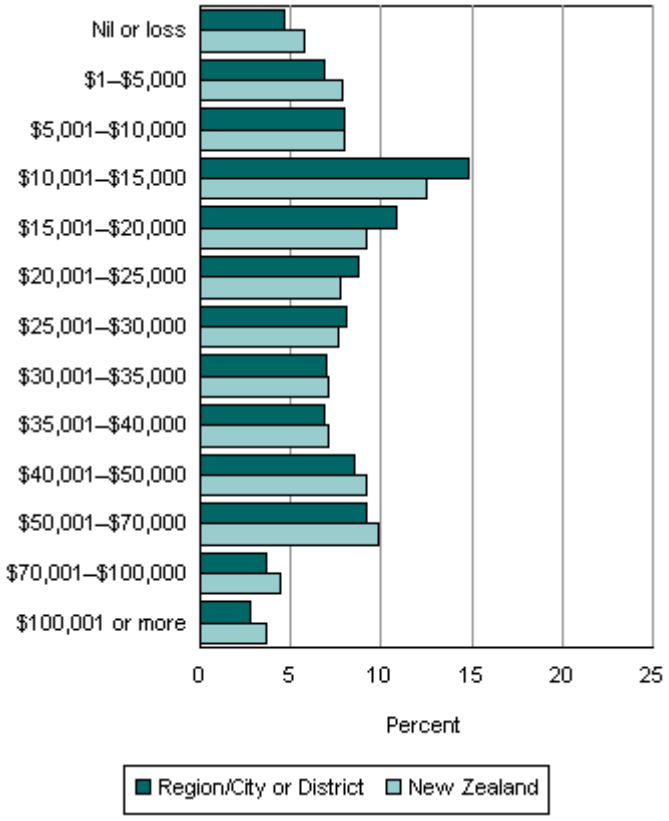
Income

Total population aged 15 years and over

- For people aged 15 years and over, the median income (half earn more, and half less, than this amount) in Bay of Plenty Region is $22,600. This compares with a median of $24,400 for all of New Zealand.
- 45.4 percent of people aged 15 years and over in Bay of Plenty Region have an annual income of $20,000 or less, compared with 43.2 percent of people for New Zealand as a whole.
- In Bay of Plenty Region, 15.3 percent of people aged 15 years and over have an annual income of more than $50,000, compared with 18.0 percent of people throughout New Zealand.

Income for People Aged 15 Years and Over

Bay of Plenty Region and New Zealand, 2006 Census

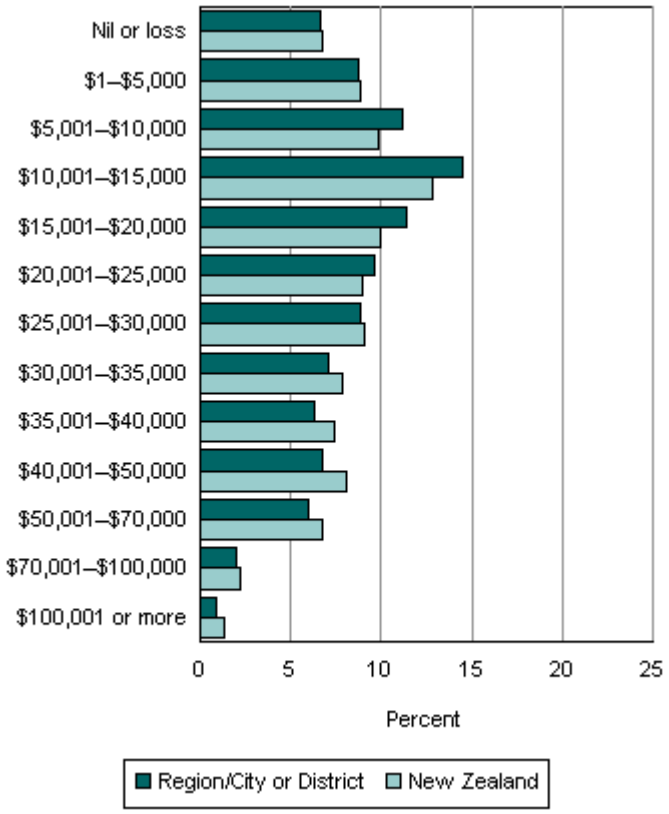


Māori ethnic population aged 15 years and over

- For Māori aged 15 years and over, the median income (half earn more, and half less, than this amount) in Bay of Plenty Region is $19,000, compared with a median of $20,900 for all Māori in New Zealand.
- In Bay of Plenty Region, 52.4 percent of Māori aged 15 years and over have an annual income of $20,000 or less, compared with 48.3 percent of Māori throughout New Zealand.
- 8.9 percent of Māori aged 15 years and over in Bay of Plenty Region have an annual income of more than $50,000, compared with 10.2 percent of all Māori in Zealand.

Income for Māori Aged 15 Years and Over

Bay of Plenty Region and New Zealand, 2006 Census



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Bay of Plenty Region

Families

- Couples with children make up 37.5 percent of all families in Bay of Plenty Region, while couples without children make up 42.2 percent of all families.
- In New Zealand, couples with children make up 42.0 percent of all families, while couples without children make up 39.9 percent of all families.
- 20.2 percent of families in Bay of Plenty Region are one-parent-with-children families, compared with 18.1 percent of families for New Zealand as a whole.

Family Types in Bay of Plenty Region and New Zealand, 2006 Census

Family type	Region/City/District (%)	New Zealand (%)
Couple without child(ren)	42.2	39.9
Couple with child(ren)	37.5	42.0
One parent with child(ren)	20.2	18.1
Total	100.0	100.0

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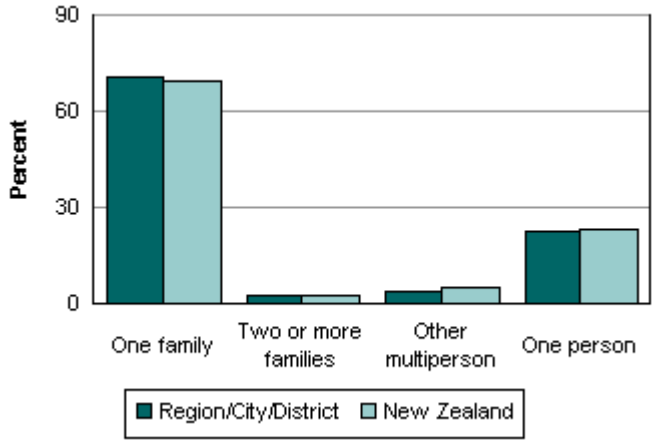
Bay of Plenty Region

Households

- One-family households make up 70.7 percent of all households in Bay of Plenty Region. For New Zealand as a whole, one-family households make up 69.1 percent of all households.
- 21,192 people (or 22.8 percent) live in one-person households in Bay of Plenty Region. Throughout New Zealand, one-person households make up 23.0 percent of all households.
- The average household size in Bay of Plenty Region is 2.6 people, compared with an average of 2.7 people for all of New Zealand.

Household Composition, Bay of Plenty Region and New Zealand

2006 Census



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Bay of Plenty Region

Phones, net & fax

Households

- 56.4 percent of households in Bay of Plenty Region have access to the Internet, compared with 60.5 percent of households throughout New Zealand.
- In Bay of Plenty Region 73.7 percent of households have access to a cellphone, compared with 74.2 percent of households for New Zealand as a whole.

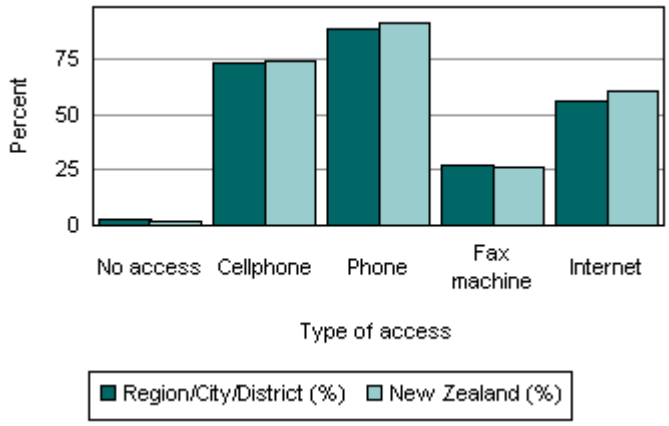
Household(1) Access to Phones, Internet and Fax Machines in Bay of Plenty Region, 2006 Census

	Region/City/District (%)	New Zealand (%)
No access	2.9	2.0
Cellphone	73.7	74.2
Telephone	88.9	91.6
Fax machine	27.2	26.0
Internet	56.4	60.5

(1) Households can access more than one type of telecommunication device, therefore percentages do not add up to 100.

Household[1] Access to Phones, Internet and Fax Machines

Bay of Plenty Region and New Zealand, 2006 Census



(1) Households can access more than one type of telecommunication device, therefore percentages do not add up to 100.

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Bay of Plenty Region

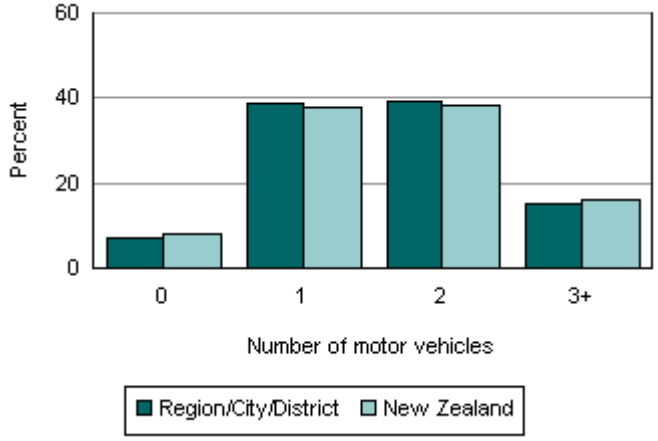
Transport

Household access to motor vehicles

- 15.0 percent of households in Bay of Plenty Region have access to three or more motor vehicles, compared with 15.9 percent of all households in New Zealand.

Household Access to Motor Vehicles

Bay of Plenty Region and New Zealand, 2006 Census



Main means of travel to work

- Excluding driving a private car, truck or van, the second most common means of travel to work on census day for people in Bay of Plenty Region was driving a company car, truck or van. For New Zealand as a whole, the second most common means of travel to work was driving a company car, truck or van.

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Bay of Plenty Region

Housing

- In Bay of Plenty Region, 53.1 percent of households in private occupied dwellings own the dwelling, with or without a mortgage.
- For New Zealand as a whole, 54.5 percent of households in private occupied dwellings own the dwelling, with or without a mortgage.

Ownership of Dwelling by Household

Bay of Plenty Region and New Zealand, 2006 Census

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Need more information from the 2006 Census?

Why use census information?

Statistics New Zealand has gathered a vast amount of information from the 2006 Census of Population and Dwellings. From this, we have developed a range of products and services that are available on the web. Some products are also available in hard copy.

2006 Census information is a valuable resource that will be useful if you are:

1 curious about New Zealand and want to browse for general information
2 from a school, community group, library or business and looking for particular information, or
3 looking for complex data.

For example, you can access population and dwelling information by:

age	means of heating dwelling
birthplace	means of travel to work
education/qualifications	number of occupants in dwelling
ethnic group	number of motor vehicles
home ownership	number of rooms
hours worked	occupation
income	sex
industry	... and more
languages spoken	

You can find this information at: www.stats.govt.nz/census

Are you looking for information about a region?

Information is available at a city, district, regional and area unit (suburb) level.
1 `Cities´ or `districts´, where used, refer to territorial authority areas.
2 `Regions´, unless otherwise stated, refer to regional council areas.

Who can help me find the information I want?

Statistics New Zealand´s Information Centre staff know what information is available, and how it can best be used. They are guides to Statistics New Zealand´s information.

You can contact the Information Centre by:

1 Telephone: 0508 525 525 (toll free within New Zealand)
2 Email: info@stats.govt.nz