Our region: Bay of Plenty

2023 Census

Stats NZ
Tatauranga Aotearoa



Our population

334,140
regional population count

6.7%
of total NZ population

8.3%
more people since 2018

Our genders

50.9%
170,004 identify as **female**

48.8%
163,203 identify as **male**

0.3%
939 identify as having **another gender**

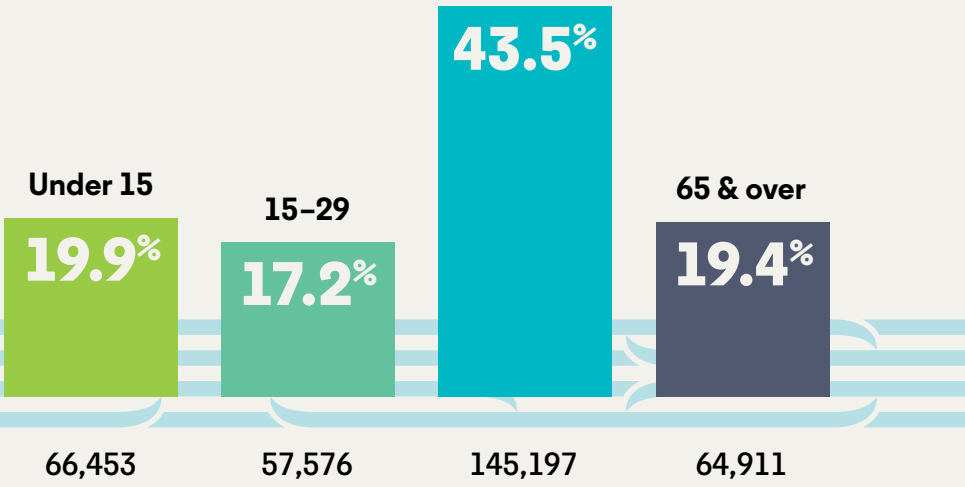
Our LGBTIQ+ community

3.5%
7,764* identify as belonging to the **LGBTIQ+** community

*People aged 15 years and over

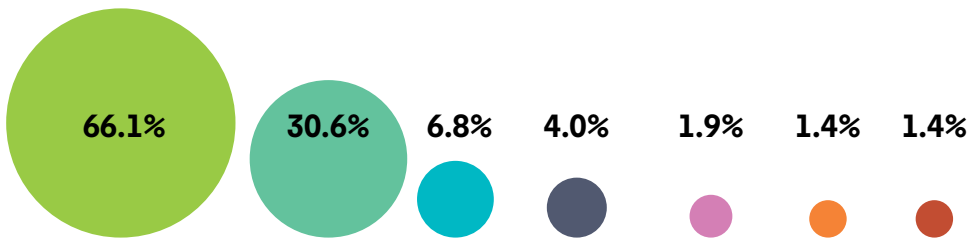
Our ages

39.7 years is the **median age**.



Our ethnicities

Top seven ethnic groups*



- New Zealand European: **220,881**
- Māori: **102,387**
- Other European: **22,725**
- Indian: **13,284**
- Southeast Asian: **6,495**
- Chinese: **4,788**
- Cook Islands Māori: **4,515**

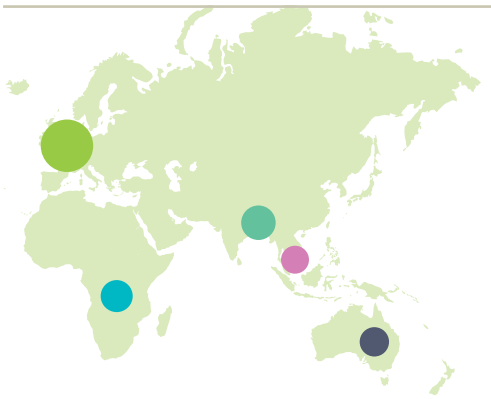
*People may belong to more than one ethnic group

Our places of birth

- **79.2%: 262,011** born in New Zealand
- **20.8%: 68,937** born overseas



Top five overseas birthplaces

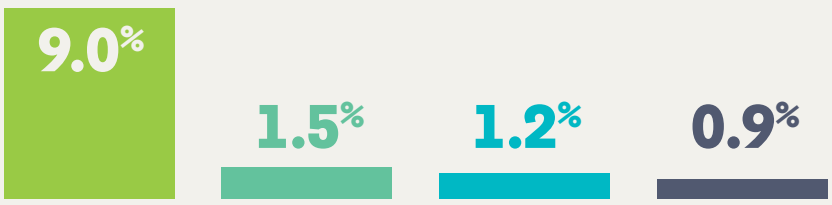


- North-West Europe: **6.7%**
- Southern and Central Asia: **2.9%**
- Sub-Saharan Africa: **2.5%**
- Australia: **2.1%**
- South-East Asia: **1.9%**

Languages we use

321,417
96.2% of the population speak **English**.

Next most common languages*

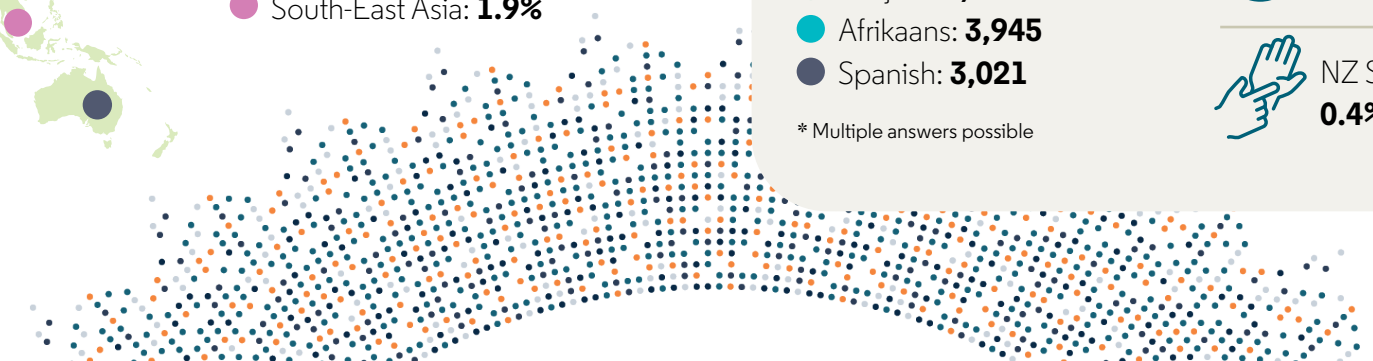


- Māori: **30,111**
- Panjabi: **5,154**
- Afrikaans: **3,945**
- Spanish: **3,021**

* Multiple answers possible

None (eg too young to talk):
2.1%: 6,948

NZ Sign Language:
0.4%: 1,494



The following data is for people who are **15 years and over**

Stats NZ
Tatauranga Aotearoa

267,687

people from the Bay of Plenty region are **15 years and over**.
That is **80.1%** of the total regional population.

Our highest qualifications



Tertiary:
44.4%: 113,235

Secondary:
38.6%: 98,601

No qualification:
17.0%: 43,281

How we work

166,365

people are employed in either part-time or full-time work.

Top seven industries:



- Health Care and Social Assistance: **11.0%**
- Construction: **10.6%**
- Retail Trade: **9.0%**
- Manufacturing: **9.0%**
- Professional, Scientific and Technical Services: **8.1%**
- Education and Training: **8.0%**
- Agriculture, Forestry and Fishing: **7.1%**

Our income



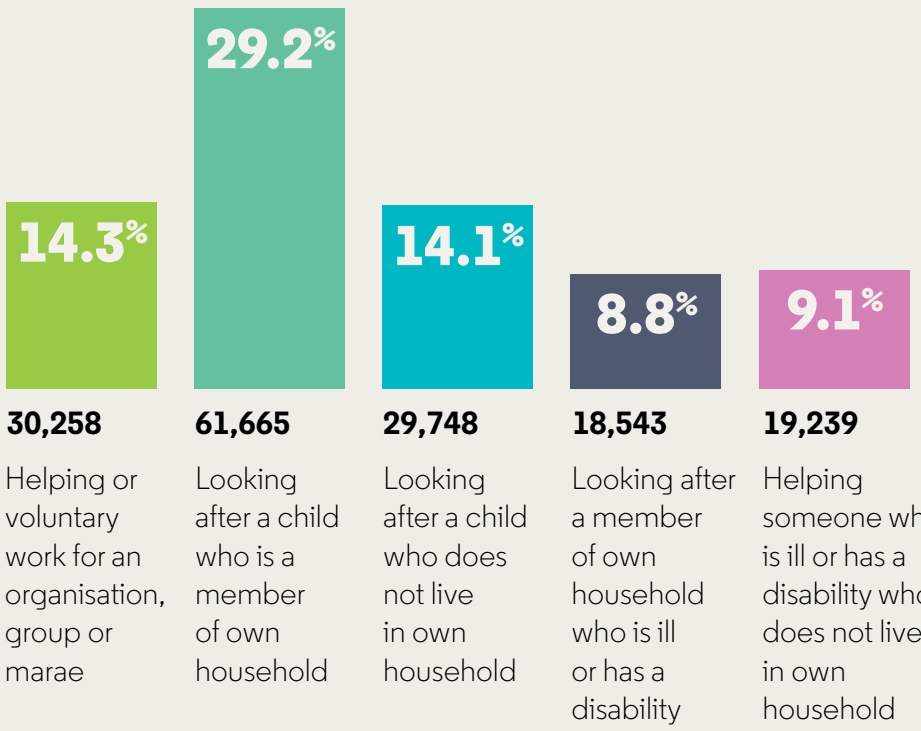
Median income: **$39,000**

34.0% increase since 2018

- $10,000 or less: **12.8%**
- $10,001–$20,000: **10.7%**
- $20,001–$30,000: **17.0%**
- $30,001–$50,000: **19.6%**
- $50,001–$70,000: **17.1%**
- $70,001–$100,000: **13.0%**
- $100,001 or more: **9.8%**

Unpaid activities

Unpaid activities cover activities performed in the four weeks before the census, without pay. Those activities include:



30,258
Helping or voluntary work for an organisation, group or marae

61,665
Looking after a child who is a member of own household

29,748
Looking after a child who does not live in own household

18,543
Looking after a member of own household who is ill or has a disability

19,239
Helping someone who is ill or has a disability who does not live in own household

Our housing

136,236

Total **private dwellings**

7.4% increase since 2018

$460

Median rent paid by households

43.8% increase since 2018

Ownership

69.7% of households **own or partly own** or hold in a family trust

30.3% of households do **not own and do not hold** in a family trust

Housing quality

17.5% of homes are **damp** at least some of the time

14.2% of homes have **mould** over an A4 size sometimes or always

This infographic was developed to illustrate key results of the 2023 Census. All results for individuals have been calculated from the census usually resident population count of New Zealand. All results for dwellings have been calculated from private dwellings. All results for households have been calculated from households in occupied private dwellings. This data uses fixed random rounding to protect confidentiality.

2023 Census | Stats NZ