

Our region: Hawke's Bay

2023 Census

Our population

175,074

regional population count

3.5%

of total NZ population

5.2%

more people since 2018

Our genders

50.9%

89,055 identify as female

0.3%

516 identify as having another gender

48.8%

85,497 identify as male

Our LGBTIQ+ community

3.6%

4,011* identify as belonging to the LGBTIQ+ community

*People aged 15 years and over

Our places of birth

82.3%: 142,632 born in New Zealand

17.7%: 30,576 born overseas

Top five overseas birthplaces

- North-West Europe: 5.8%
- The Pacific Islands: 2.3%
- Southern and Central Asia: 1.9%
- Sub-Saharan Africa: 1.9%
- South-East Asia: 1.8%

Our ages

40.4 years is the median age.

30-64

Under 15

19.8%

34,641

15-29

17.3%

30,249

43.6%

76,266

65 & over

19.4%

33,918

Our ethnicities

Top seven ethnic groups*

68.6%

28.6%

5.7%

3.0%

2.7%

2.0%

1.8%

New Zealand European: 120,015

Māori: 50,076

Other European: 10,029

Samoan: 5,220

Indian: 4,809

Cook Islands Maori: 3,576

Southeast Asian: 3,201

*People may belong to more than one ethnic group

Languages we use

169,011

96.5% of the population speak English.

Next most common languages*

7.2%

1.9%

0.9%

0.9%

Māori: 12,669

Samoan: 3,291

Panjabi: 1,626

Afrikaans: 1,584



None (eg too young to talk):

1.9%: 3,345



NZ Sign Language:

0.6%: 1,032

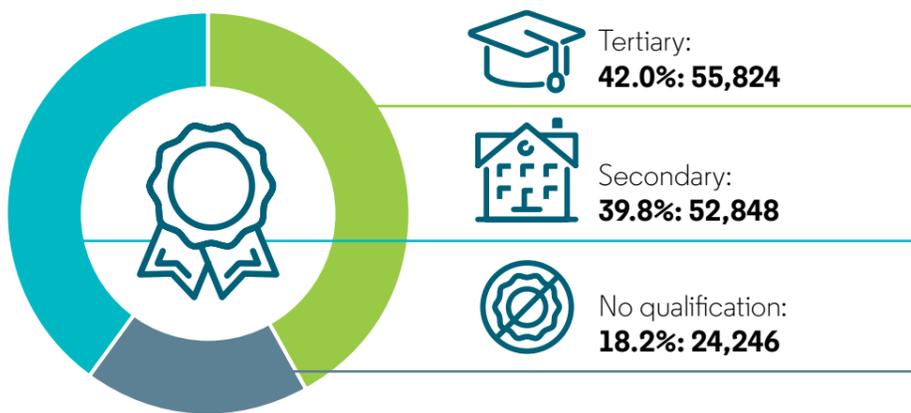
* Multiple answers possible

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

140,433

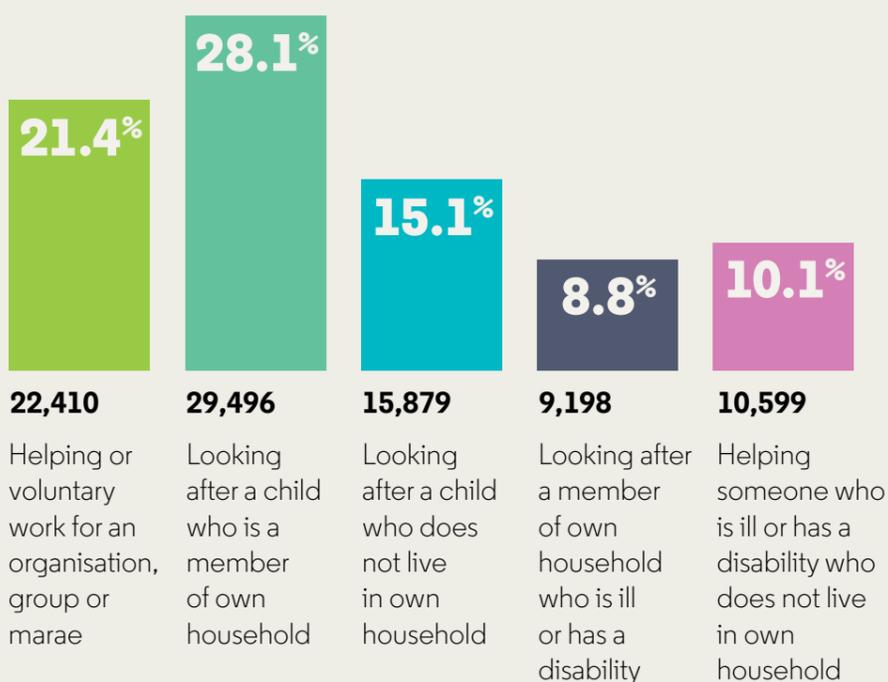
people from the Hawke's Bay region are **15 years and over**.
That is **80.2%** of the total regional population.

Our highest qualifications



Unpaid activities

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



How we work

88,431

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

Top seven industries:



Our housing

70,632

Total **private dwellings**



\$380

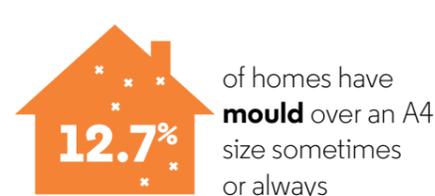
Median rent paid by households



Ownership

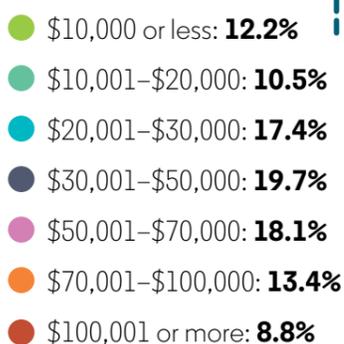


Housing quality



Our income

Median income: **\$39,300** ↑ **38.9%** increase since 2018



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.