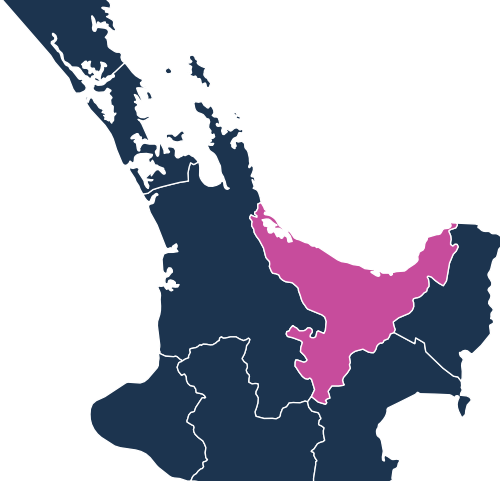


2023 Census regional data

Te rohe o Te Moana-a-Toi | Bay of Plenty



Census usually resident population

334,140



8.3%

since 2018

Median age

2023 **39.7** 2018 **40.2**



Total dwellings

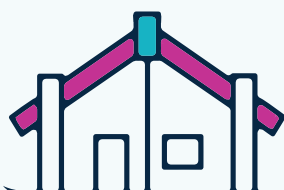
137,349



7.5%

since 2018

Māori descent



109,953 = **32.9%**
population count of total population

12.1%
since 2018



Ethnic group

	population count	of total population**	since 2018
European	240,087	71.9%	5.7% ↑
Māori	102,387	30.6%	14.0% ↑
Pacific peoples	14,202	4.3%	30.0% ↑
Asian	29,262	8.8%	32.3% ↑
MELAA*	3,954	1.2%	81.3% ↑
Other	3,558	1.1%	8.4% ↑

*Middle Eastern/Latin American/African

**People may belong to more than one ethnic group