District Profile

2011/2012

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Western Bay of Plenty District Council is the local government authority serving the Western Bay of Plenty located in the North Island of New Zealand. The Council's catchment area covers 212,000 hectares and consists of 5 Wards, Waihi Beach, Katikati, Kaimai, Te Puke and Maketu.

With 42,075 people, the Western Bay of Plenty District has 1% of the total population of New Zealand. (Statistics NZ, 2006 Census, usually resident population count, ethnicity statistics reflect that people identify with more than one ethnic group.)

The District is less ethnically diverse than the New Zealand population as a whole and is dominated by Europeans (72.8%) and Māori (17.4%), and contains smaller proportions of Pacific Island (1.8%) and Asian people (2.5%), other (5.5%). (Statistics NZ, 2006 Census, usually resident population count, ethnicity statistics reflect that people identify with more than one ethnic group.)

The District is characterised by a larger proportion of older (65 years and over) people than the national average, 15.5% compared with 12.3% for New Zealand. This is reflected in a higher median age of 41.0 years for residents within the District compared with 35.0 years for the total New Zealand population. (Statistics NZ, 2006 Census, usually resident population count, ethnicity statistics reflect that people identify with more than one ethnic group.)

The District has a similar proportion of younger people (under 15 years) as the national average, with 21.6% compared with 21.5%.

Approximately 40% of the District's population live in urban areas.

Population characteristics vary significantly within the District. For example, Omokoroa is characterised by an older population base while Maketu is dominated by a more youthful, Māori population. (Statistics NZ, 2006 Census, usually resident population count, ethnicity statistics reflect that people identify with more than one ethnic group.)

Western Bay of Plenty is a growth district. Over the period 2001-2006 the population of the District increased by 10.1%, the principal source of this growth was through migration. This trend is anticipated to continue over the next 20 years, with a projected District population of 60,268 in 2026 (Western Bay of Plenty District Council population projections by University of Waikato (December 2002), updated April 2007).

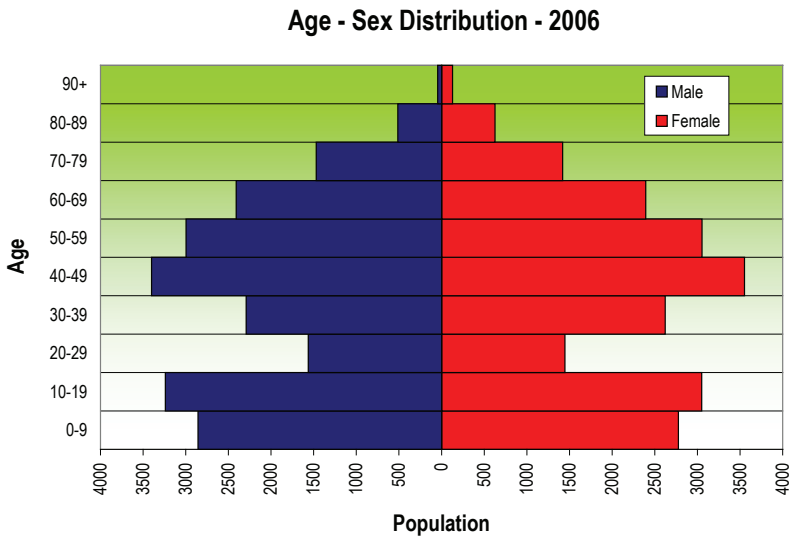
Between 2001 and 2006, Katikati was the fastest growing area in the District and during this time the population grew by 22.7%. Most areas in the District experienced population growth since the last Census in 2001. However, Waihi Beach, Island View-Pios Beach and Matakana Island all experienced a decline in population, by 7.2%, 7.9% and 22.7% respectively.

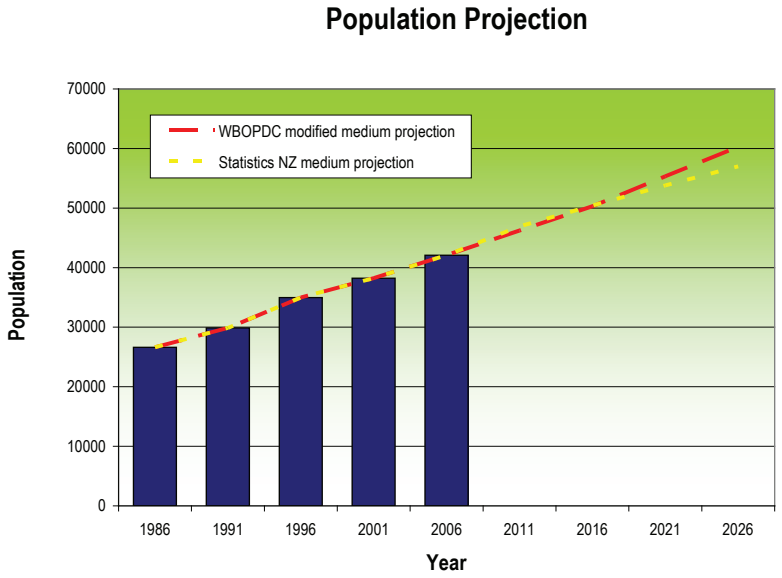
The number of people aged 15 years or over within the District with no formal qualifications (28.9%) is higher than the national average (25.0%).

52.6% of householders in the District own or partly own their homes[1] and an additional 20.8% are owned through a family trust.

Couples without children make up 46.5% of all families in the Western Bay of Plenty District. 13.9% are one parent families and couples with children make up the remaining 39.6%.

60.6% of households in the District have access to the internet, compared with 34.6% five years ago.


Age - Sex Distribution - 2006
Male
Female
Age
90+
80-89
70-79
60-69
50-59
40-49
30-39
20-29
10-19
0-9
4000
3500
3000
2500
2000
1500
1000
500
0
500
1000
1500
2000
2500
3000
3500
4000
Population


Population Projection
WBOPDC modified medium projection
Statistics NZ medium projection
Population
70000
60000
50000
40000
30000
20000
10000
0
1986
1991
1996
2001
2006
2011
2016
2021
2026
Year