



Our District, Our People Tō tātou Takiwā, tō tātou Iwi

Western Bay of Plenty District is one of the faster growing areas in New Zealand.

As at 30 June 2018 its current estimated population is 53,400. The population is expected to reach around 67,800 by 2033. Between the 2013 and 2018 censuses, the population of the District grew by 17.5% (7630 people); it is estimated that the population will grow by 11% in the next five years. Most of this growth has come from immigrants and migration from other parts of New Zealand.

Our District at a glance

19% of the District's population identify themselves as Māori which is higher than the national average of 17%.

Agriculture and horticulture are the main economic drivers of the Western Bay of Plenty District and the greater Tauranga and Western Bay District sub-region.

Over 90% of the people in the Kaimai Ward indicated they were of European ethnicity in 2018.

15% indicated they were Māori in the Kaimai Ward for the same period.

19% of the population in the District are less than 15-years-old very close to the national average of 20%.

Population statistics on this page are from the 2018 Census.



21% of residents in the District are over 65-years-old higher than the national average of 15%.

The Asian ethnicity in the **Katikati/Waihi Beach Ward** increased from 606 people in 2013 to 816 people in 2018 (+35%), while the Pacific People ethnicity increased from 342 people to 432 people (+26%) for the same period.

The District has a warm, sunny climate with an average of 1900 – 2300 sunshine hours per year.

The District has a moderate rainfall of 1200 – 2400 mm per year.

28% of the people in the **Maketu/Te Puke Ward** indicated they were of Māori ethnicity in 2018. 12% indicated they were Asian.

50% increase The Asian and Pacific ethnicities increased in the **Maketu/Te Puke Ward** by 50% or over from the 2013 to 2018 Census.

The District has a lower level of socio-economic deprivation than the country as a whole.