

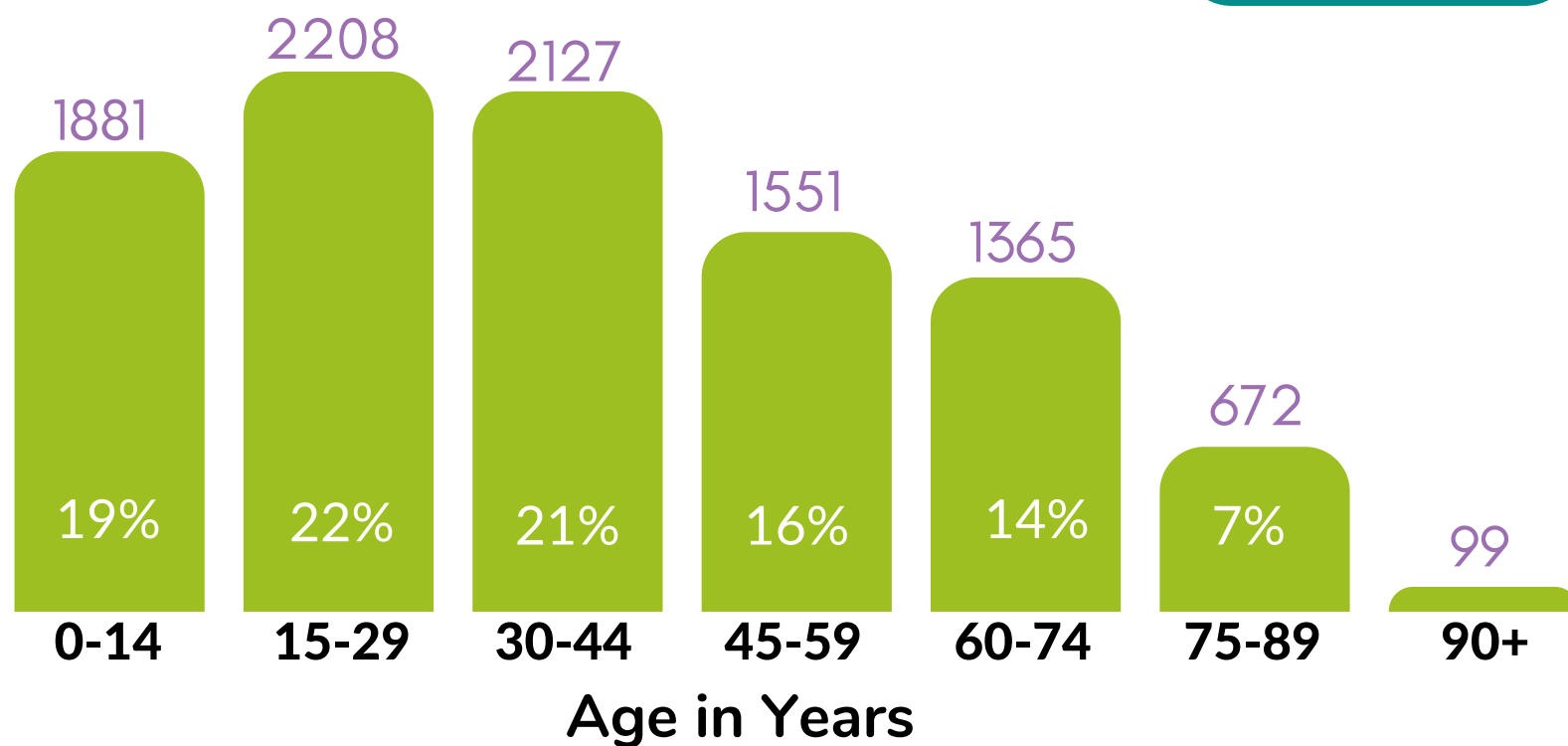
Total Te Puke Population<sup>1</sup>  
**9903**

Dec 2021

The Te Puke population has increased by 14% since the 2018 census

**14%** ↑

### Age Distribution<sup>1</sup>

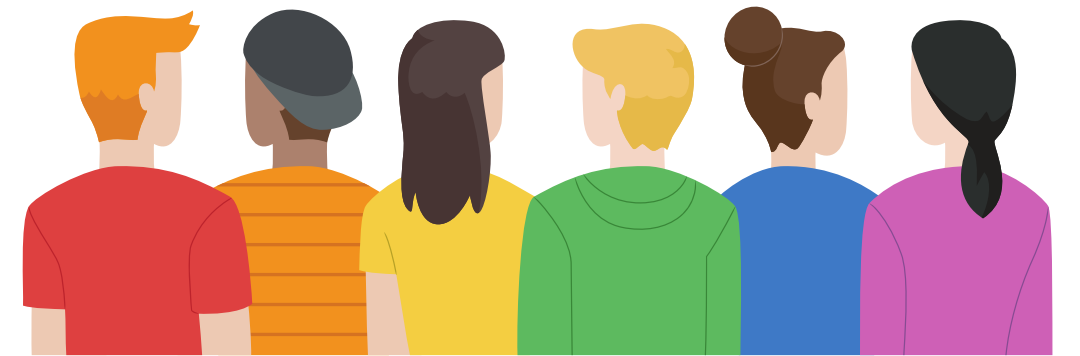


Dec 2021

**41%**

Of Te Puke people are under 30 years of age

Te Puke has a more youthful population than Tauranga (37%) & NZ (39%)



### Ethnic Makeup of Community<sup>2</sup>

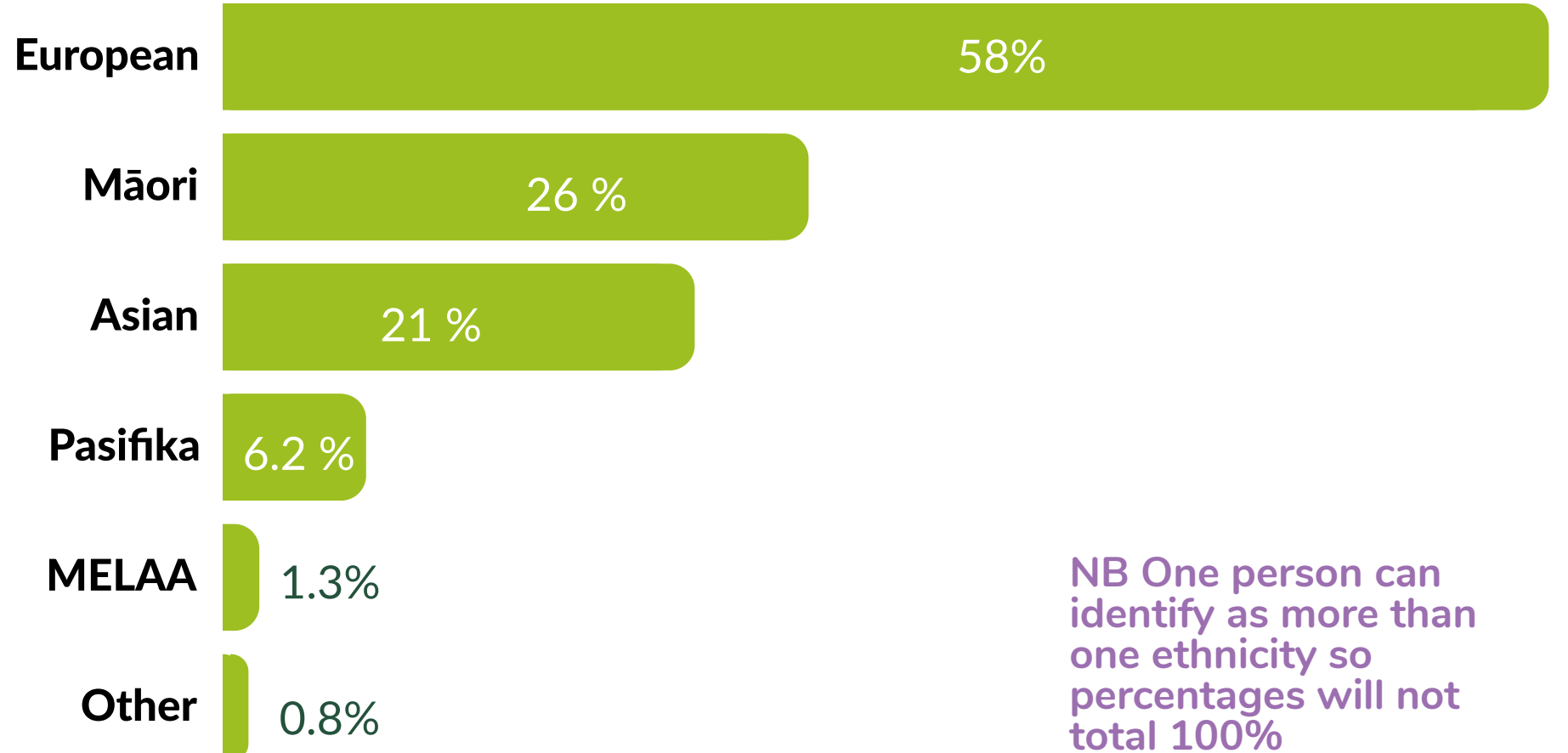
Census 2018



More people in the Te Puke community are of **Māori ethnicity** (26%) compared to Tauranga (18%) & NZ (17%)



Just over **1 in 5** Te Puke residents are of **Asian ethnicity** with **14%** of the population identifying as **Indian**



NB One person can identify as more than one ethnicity so percentages will not total 100%

### No. of People with Disabilities<sup>3</sup>

**690**

March 2022

People with high functional limitations across any of 6 categories including communication, hearing, remembering, seeing, walking and selfcare

### Languages Spoken<sup>2</sup> (In addition to English)

**Punjabi**  
**783**  
9.0%

**Māori**  
**576**  
6.6%

**Hindi**  
**192**  
2.2%

#### Source Info:

1. Stats NZ Experimental Administrative Population Census Dec 2021
2. Census 2018
3. Social Wellbeing Agency analysis from Stats NZ IDI

All sources accessed at: <https://swa.govt.nz/what-we-do/community-insights-explorer/>



Infographics supplied by:  
**Community Insights**

Community Insights is a division of  
**Socialink** Western Bay of Plenty  
Building a Thriving Social Sector

Total Te Puke Population<sup>1</sup>

99003

Dec 2021

Total No. of Households<sup>2</sup>

2795

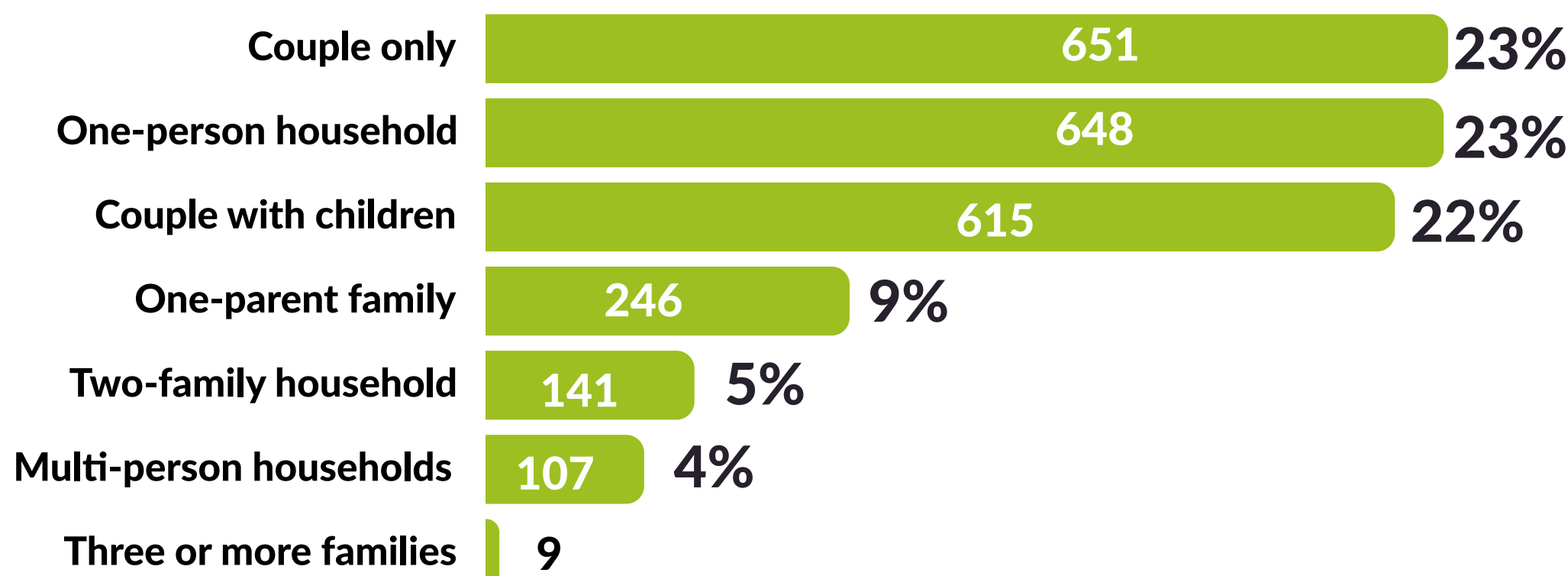
Census 2018

Total No. of Dwellings<sup>2</sup>

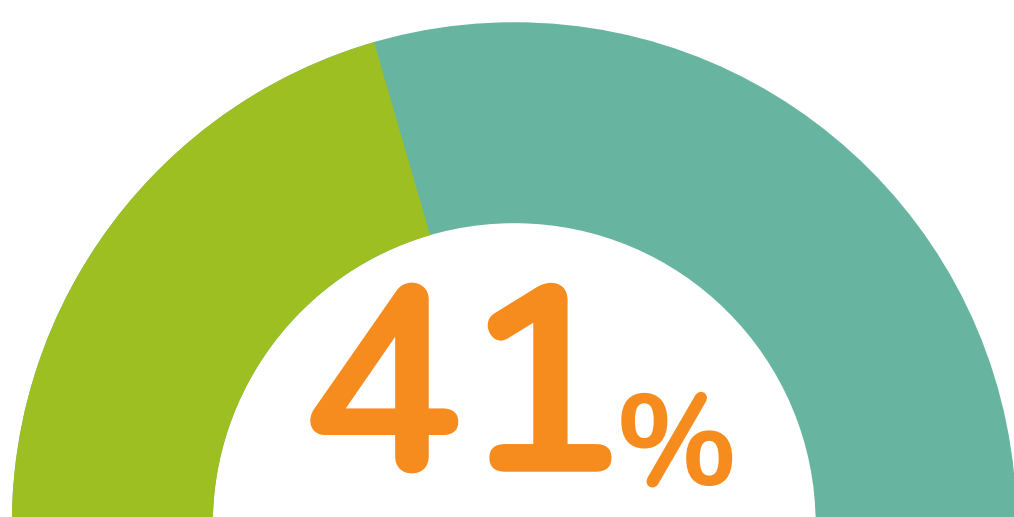
2976

Census 2018

## Household Composition<sup>2</sup>



## Home Ownership<sup>2</sup>



LESS Te Puke people own their own home compared to Tauranga (48%) & NZ (44%)

Proportion of people, (15 years+), who own (or partly own) the dwelling they usually live in or hold the dwelling in a family trust

## People living in Community Housing<sup>3</sup>

246

June 2022

## Market Rents<sup>4</sup>

01 Nov 2022 - 30 Apr 2023

HOUSE

SIZE	ACTIVE BONDS	LOWER QUARTILE	MEDIAN RENT	UPPER QUARTILE
2 bedrooms	99	\$450	\$500	\$550
3 bedrooms	294	\$591	\$620	\$650
4 bedrooms	66	\$670	\$700	\$745

Bonds Lodged: 600

Median Rent: \$580

### Source Info:

1. Stats NZ Experimental Administrative Population Census, Dec 2021
2. Census 2018
3. Social Wellbeing Agency analysis from Stats NZ IDI
4. Tenancy Services (accessed 12 June 2023)

Sources 1-3 accessed at: <https://swa.govt.nz/what-we-do/community-insights-explorer/>



Infographics supplied by:

Community Insights

Community Insights is a division of  
SocialLink Western Bay of Plenty  
Building a Thriving Social Sector

# TE PUKE DATA SUMMARIES

# INCOME & DEPRIVATION

Dec 2021

Median Individual Income<sup>1</sup>  
**\$42,760**  
 TE PUKE

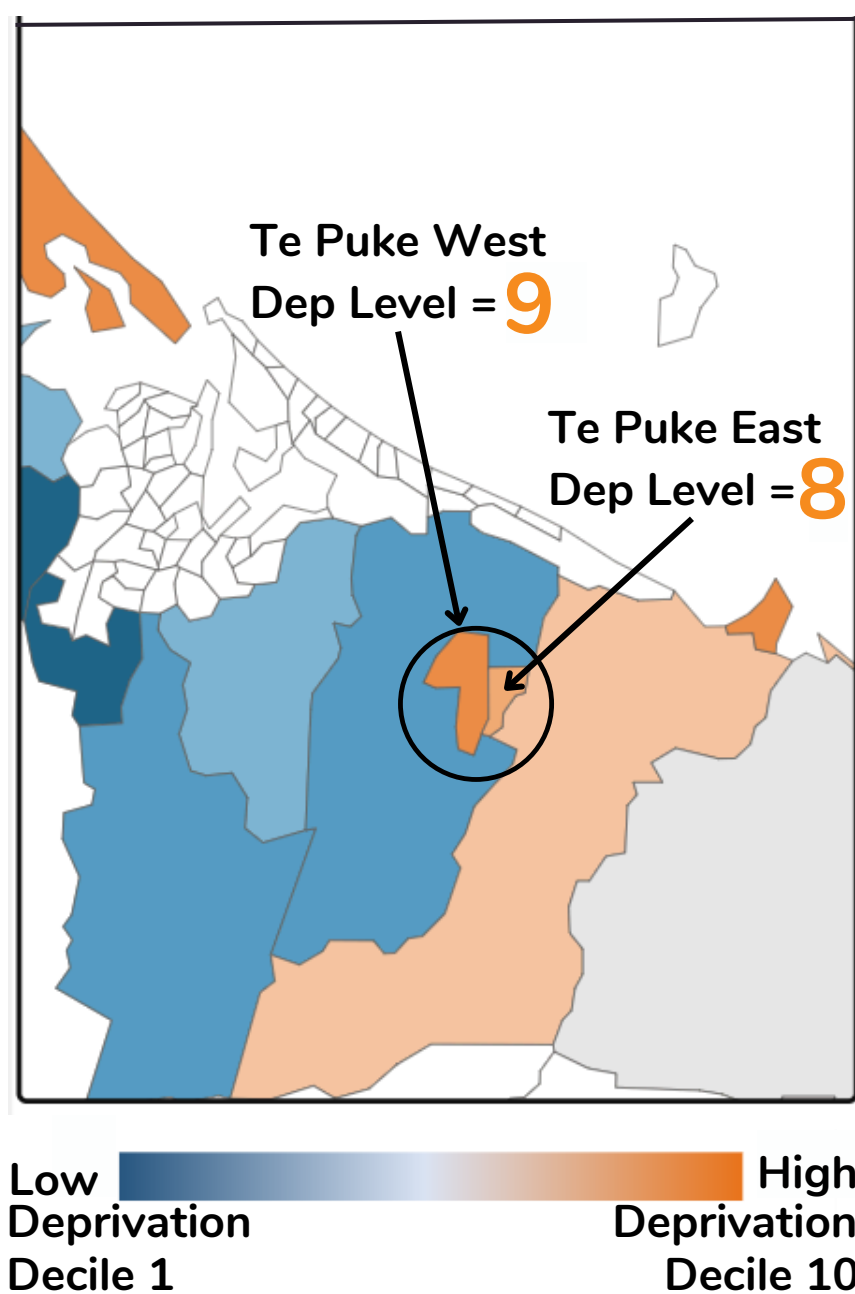
Median Individual Income<sup>1</sup>  
**\$43,830**  
 TAURANGA

Median Individual Income<sup>1</sup>  
**\$44,200**  
 NEW ZEALAND

Median before-tax income received for the financial year from all sources for people aged 15 years and over

## Deprivation Index<sup>2</sup>

NZDep is an area-based measure of relative socio-economic deprivation. Small areas deprivation scores are grouped into deciles.

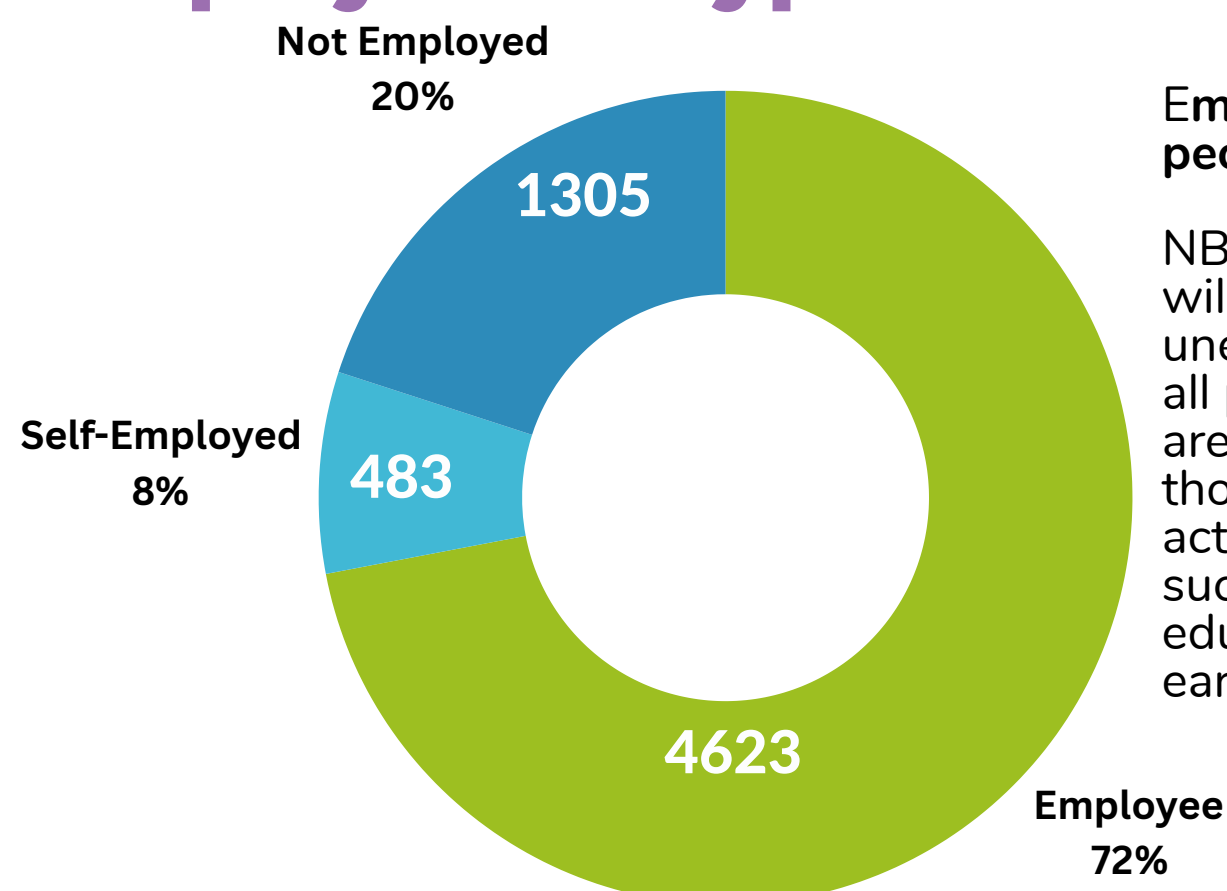


Dimension of Deprivation	Description of variable (in order of decreasing weight in the index)
Communication	People who have no access to internet at home
Income	People aged 18-64 receiving a means tested benefit
Income	People living in equivalised* households with income below an income threshold
Employment	People aged 18-64 unemployed
Qualifications	People aged 18-64 without any qualifications
Owned Home	People not living in own home
Support	People aged <65 living in a single-parent family
Living Space	People living in equivalised* households below a bedroom occupancy threshold
Living Condition	People living in dwellings that are always damp &/or always have mould greater than A4 size

\*Equivalisation: methods used to control for household composition

Te Puke has Deprivation Indexes of 8 & 9 for its two areas (SA2's), suggesting high levels of deprivation are present within its community

## Employment Type<sup>1</sup>



Employment status of people (15 years+)

NB "Not employed" rate will be higher than unemployment rates, as all people 15-64 years are included, including those who are not actively looking for work such as those in education, caregivers and early retired

**1305**  
 Not in Employment<sup>1</sup>

### Source Info:

1. Stats NZ Experimental Administrative Population Census Dec 2021
2. University of Otago DepIndex based on Census 2018 data

Both datasets accessed at:

<https://swa.govt.nz/what-we-do/community-insights-explorer/>



Infographics supplied by:  
**Community Insights**

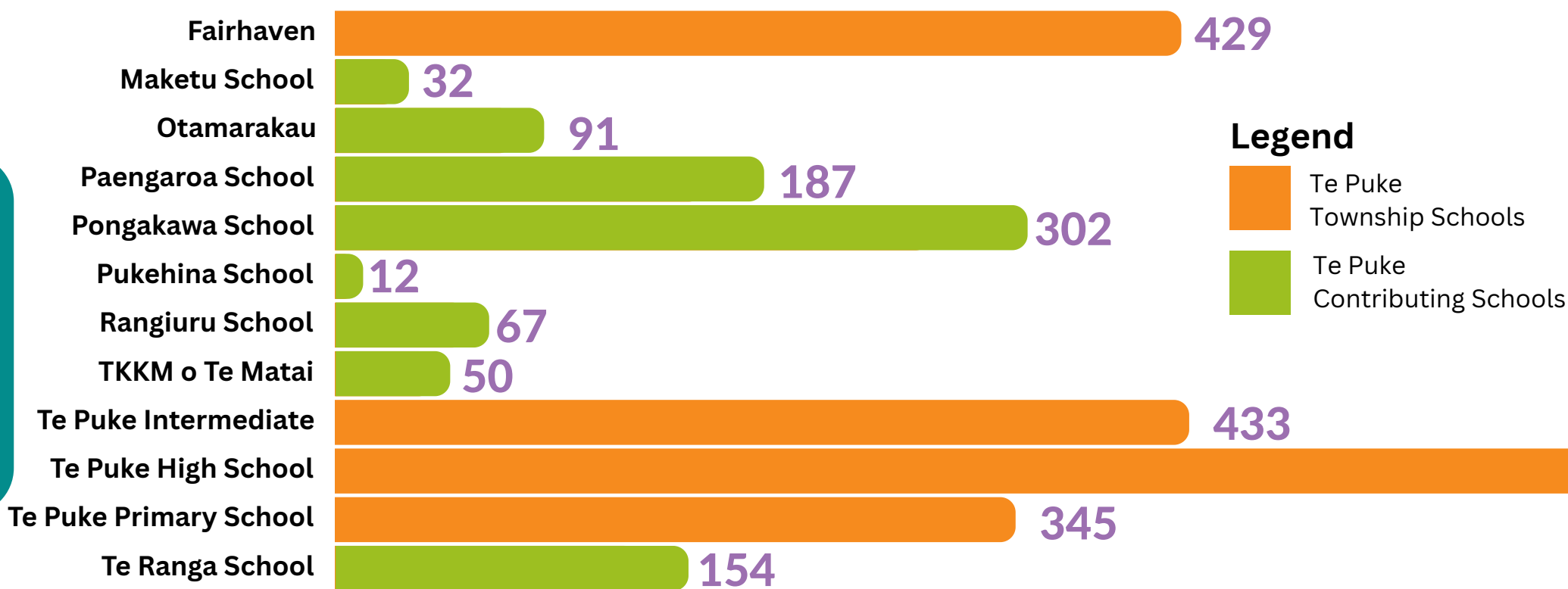
Community Insights is a division of  
**Socialink** Western Bay of Plenty  
 Building a Thriving Social Sector

# TE PUKE DATA SUMMARIES

## EDUCATION

### Te Puke School Rolls <sup>1</sup>

July 2022

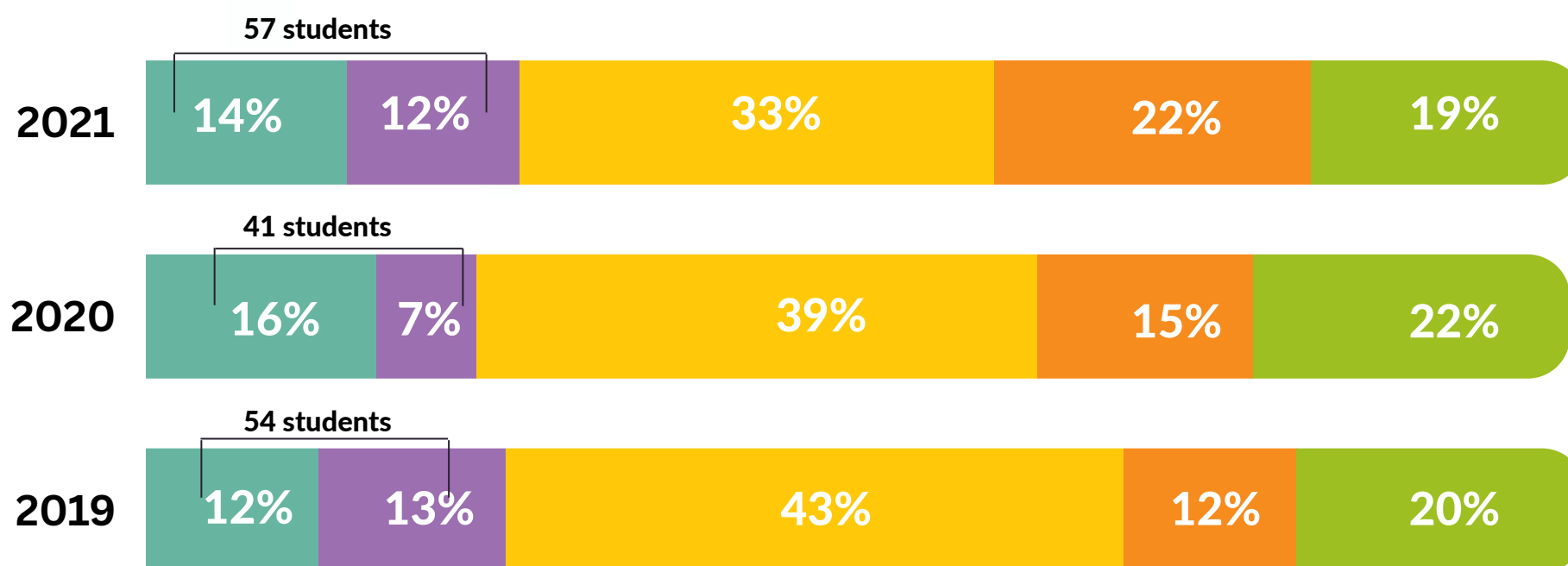


**2931**  
children/young people were enrolled in schools in the Te Puke Community of Learning

### Te Puke High School Leavers' Attainment <sup>2</sup>

#### Legend

- Left without Level 1 qual
- Level 1
- Level 2
- Level 3 (+)
- University Entrance



No of School Leavers
2021: 217
2020: 178
2019: 215

### WBOP NEET (Not in Employment or Education & Training) Rate <sup>3</sup>

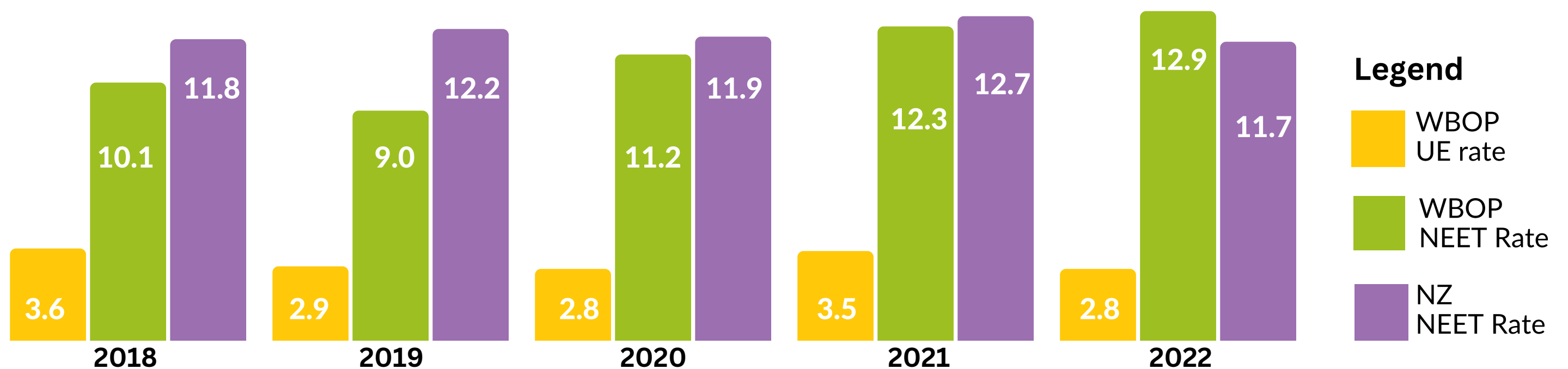
The **NEET rate** measures the proportion of people aged 15–24 years who are not employed or engaged in education or training.

**12.9%**  
WBOP NEET Rate 2022

WBOP NEET Rate is at its highest level since 2014 & is significantly higher than the national rate for young people not in training, employment or education.

**2.8%**  
WBOP UE Rate 2022

The **Unemployment (UE) rate** measures the number of Jobseekers for the WBOPDC area. To reduce volatility the UE rate is presented as an average for the last four quarters.



#### Source Info:

1. Education Counts - School Rolls Dataset [Accessed 12 June 2023]
2. Education Counts - Student Attainment Dataset [Accessed 12 June 2023]
3. Statistics New Zealand's Household Labour Force Survey [Accessed 12 June 2023] at <https://swa.govt.nz/what-we-do/community-insights-explorer/>



Infographics supplied by:

**Community Insights**

Community Insights is a division of  
**Socialink** Western Bay of Plenty  
Building a Thriving Social Sector