



*Tauranga City*

# Tauranga City Statistical Information Report

2023



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### NOTE

The Tauranga City Council compiled the information in this report from the statistics produced by Statistics New Zealand, the 2006, 2013 and 2018 Census, Council data and a few other sources. While TCC endeavoured to ensure the accuracy of this information, Council accepts no liability for use of this information. TCC updates this report regularly to include the most recent information when available.

# 1. Tauranga City overview

## The location

Tauranga is in the Bay of Plenty region on the eastern coast of the North Island of New Zealand. The city is very accessible being well served by a variety of transport links, including sea, rail, air and road. By road, Tauranga is 206 kilometres from Auckland, 86 kilometres from Rotorua, 107 kilometres from Hamilton and 548 kilometres from Wellington.

The boundaries of the city extend from the Wairoa River in the west to the Pacific coast in the east, and from the harbour inlet at Mount Maunganui in the north to the foothills of the Kaimai-Mamaku ranges in the south.

## The land

Tauranga is one of the smallest of New Zealand's local authorities in terms of land area. The city has a total land area of 14,191 hectares and 18,168 hectares when harbour is included<sup>1</sup>.

Two key features dominate the landscape of Tauranga, the harbour (which is thought to have been part of a plain that was flooded following the end of the last ice age) and the 232 metre high Mount Maunganui (Mauao). Mount Maunganui and nearby Mount Drury (Hopukioire) are remnants of an ancient volcanic area.

## The people

- resident population of 136,713 people as at March 2018
- estimated resident population of 142,500 people as at 30 June 2018 and 158,300 people as at 30 June 2022.
- 2.7% of New Zealand's usually resident population
- above average proportion of European ethnic group at 81.7% compared with 70.2% nationally
- above average proportion of people aged 65 years and over (19.7% compared with 15.2% for NZ)

Tauranga City is New Zealand's fifth largest local authority in terms of population. At the 2018 Census the population of Tauranga was 136,713 people. At the 2013 Census, Tauranga had a population of 114,789 people.

Tauranga City's population increased by 21,924 people from 2013 to 2018, compared with an increase of 10,908 people from 2001 to 2006. This is equivalent to a 2.9% growth rate (or 0.6 % per annum), the fifth highest in New Zealand.

On average per month, Tauranga's population increased by 365 people (or 4,385 people per year) between 2013 and 2018. By 2033, Tauranga City Council estimates that the population will reach 182,430 people, and 225,410 people by 2063.

More than 18% of Tauranga's population identify with the Māori ethnic group, higher than the national average of 16.5%. Many Māori are affiliated to one of the three iwi (tribes) of Tauranga Moana (Ngāi Te Rangī, Ngāti Ranginui and Ngāti Pūkenga).

According to the 2018 Census, 19.7% of the population is 65 years or older, higher than the national average of 15.2%.

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<sup>1</sup> Based on Territorial Authority boundaries released by Statistics New Zealand on 1 January 2023 ([Territorial Authority 2023 \(generalised\) | Stats NZ Geographic Data Service](#)).

Statistics New Zealand estimated Tauranga City's population at 142,500 at 30 June 2018, increasing to 158,300 at 30 June 2022<sup>2</sup>.

## The climate

- average mean temperature 16.1°C (average high of 22.2°C)
- annual rainfall of 955mm
- warm temperate climate with 2,200 to 2,500 sunshine hours per year
- highest recorded temperature 33.7°C; lowest recorded temperature -8.5°C

Tauranga City has an average mean temperature of 16.1 degrees Celsius, with the highest recorded temperature of 33.7°C; lowest recorded temperature of -8.5°C, and average annual rainfall of 1,227mm in the last ten years. The highest recorded extreme rainfall over a 24 hour period was on 18 May 2005 that brought nearly 400mm of rain in some parts of the city.

Tauranga City receives between 2,200 and 2,500 hours of sunshine per year, making it one of the sunniest places in New Zealand. In 2022, Tauranga City recorded 2,444 sunshine hours, a mean temperature of 16.3°C, and 1,812mm of rainfall. According to NIWA, Tauranga's highest maximum temperature of 33.6°C in 2020 was its second highest since records began in 1913. Tauranga's rainfall record for 2022 was well above normal rainfall. Among the six main centres, Tauranga City was the wettest and sunniest, having the highest amount of rainfall and highest number of sunshine hours during the year<sup>3</sup>.

## Housing

- above average proportion of dwellings held in a family trust (16.7% compared with 13.3% nationally)
- below average proportion of dwellings owned or partly owned by usual resident(s) (51.2% compared with 50% nationally)
- below average household size of 2.7 people per dwelling compared with 2.8 for New Zealand
- above average mean weekly rent - (\$400 compared with \$340 nationally at 2018 Census)

At 2018 Census, Tauranga City had 50,919 occupied dwellings and 56,472 total dwellings. Council records show that from 1 April 2018 (Census) to 30 June 2022, 5,595 additional dwellings were consented in Tauranga City.

## Business and employment

- largest industry in terms of employees was the 'Health, Care and Social Assistance Industry' which employed 13.9% of all employees in the city<sup>3</sup>
- the 'Retail Trade' industry employed a further 12% of total employees
- approximately 10.4% of employees were employed in the 'Construction' industry, and 9.3% in the 'Manufacturing' industry
- the 'Education and Training' sector employed 7.4% of all employees

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<sup>2</sup> Statistics New Zealand produced the Estimated Resident Population (ERP) at 30 June each year, by making adjustments for net Census undercount and residents temporarily overseas during the Census. It is only available at City level.

<sup>3</sup> The National Institute of Water and Atmospheric Research of New Zealand, [www.niwa.co.nz](http://www.niwa.co.nz) publishes annual climate summary report. NIWA has a web system, CliFlo that provides access to New Zealand's national climate database

As at February 2022, around 3% percent of all businesses in New Zealand were located in Tauranga City. This is equivalent to a total of 19,053 businesses and represented an increase of 6.7% or 1,194 businesses compared to the previous year<sup>4</sup>.

A total of 72,800 employees worked in Tauranga City as at February 2022. The number of “registered unemployed” people fluctuates due to seasonal work variations (e.g. lower during kiwifruit season) but is typically in the 4,000 to 5,500 range. In the last two years to March 2023, the Ministry of Social Development listed an average of 4,935 jobseekers (on benefit) per quarter. At 2018 Census, 3,753 people or 3.4% of people identified themselves as unemployed.

## 2. Total population

The 2018 Census data shows the population of Tauranga City grew by 21,900 or 19.1% between 2013 and 2018. This was significantly higher than the nation-wide growth rate of 10.8% over the same period. Figure 1 below shows the total population of Tauranga City from 1981 to 2018. It also includes projected population growth to 2063<sup>5</sup>.

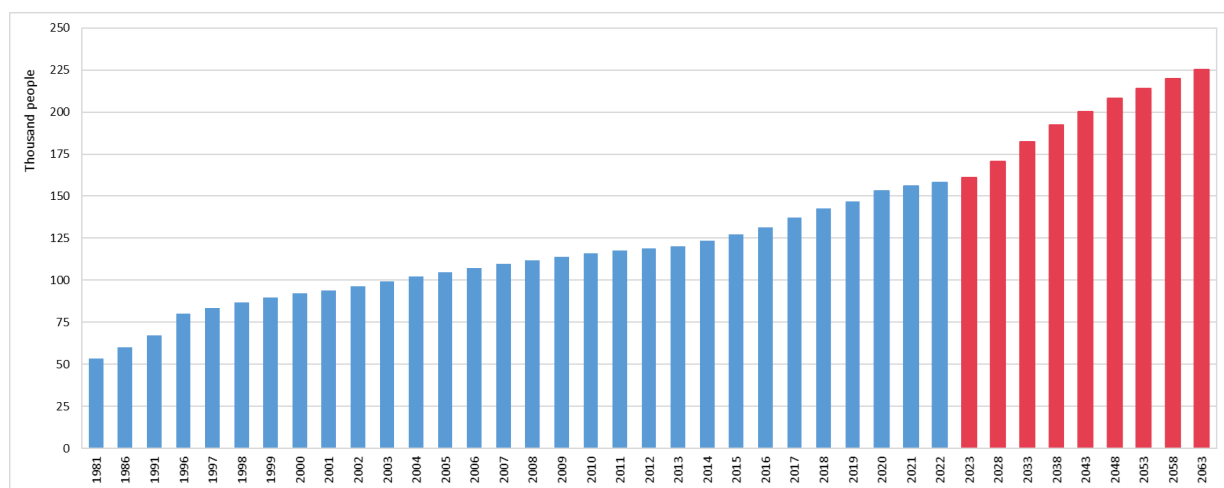
Table 1 shows population by statistical area 2 (SA2)<sup>6</sup> and the changes that have occurred within them at 2006, 2013 and 2018 Census. A map showing Tauranga SA2s is attached (see Attachment 2).

As illustrated in Table 1, most parts of Tauranga City grew in the last five years, from 2013 to 2018 Census, with some areas experiencing significant growth. Majority of the established suburbs of Tauranga experienced a moderate population increase that ranged from 3% to 15%.

In comparison, the new developing areas experienced high growth rates. Significant population growth has occurred between 2013 and 2018 with the largest increases in Bethlehem North (+1,041 people or 43.6%), Pyes Pa West (+2,763 people or 383.8%), Welcome Bay South (+1,185 people or 52.3%), Doncaster (+870 people or 38%) and Wairakei (+3,219 people or 2,554.8%). All these areas reflect the availability of greenfield urban land during the five year period.

The population of Tauranga reached more than 142,000 people on 30 June 2018.

**Figure 1: Population change of Tauranga City, 1981 to 2063**



Source: Statistics New Zealand/ SmartGrowth Projections

<sup>4</sup> Statistics New Zealand provides annual business demography statistics online through the [NZ.Stat](#) data portal

<sup>5</sup> In Oct 2022, TCC adjusted the City’s population projections per updates on population estimates made by Statistics New Zealand in October 2022

<sup>6</sup> In 2018, the statistical area 2 (SA2) geography replaced the (Census) area unit (CAU) geography. Although the SA2s are generally the same as CAU’s, the boundaries and names have changed to reflect changes in land use and population patterns.

**Table 1: Tauranga resident population by statistical area 2, Tauranga City 2006-2018**

Statistical Area 2	Population			Population Change (%)	
	2006	2013	2018	2006-2013	2013-2018
Matua North	2,805	2,775	2,859	-1.1	3.0
Inlet Tauranga Harbour South	9	6	0	-33.3	-
Mount Maunganui North	2,568	2,853	3,267	11.1	14.5
Matua South	2,271	2,373	2,535	4.5	6.8
Bethlehem North	1,218	2,388	3,429	96.1	43.6
Bellevue	3,399	3,537	3,807	4.1	7.6
Otumoetai North	3,729	3,750	4,248	0.6	13.3
Otumoetai South	3,357	3,405	3,786	1.4	11.2
Brookfield West	2,373	2,583	2,931	8.8	13.5
Bethlehem Central	3,339	3,654	4,119	9.4	12.7
Brookfield East	2,577	2,565	2,823	-0.5	10.1
Mount Maunganui South	2,619	2,709	2,916	3.4	7.6
Tauranga Central	2,289	2,322	2,625	1.4	13.0
Mount Maunganui Central	147	252	327	71.4	29.8
Judea	2,247	2,343	2,604	4.3	11.1
Te Reti	1,605	1,665	1,863	3.7	11.9
Bethlehem South	999	1,008	1,086	0.9	7.7
Omanu Beach	2,574	2,619	2,919	1.7	11.5
Tauranga Hospital	1,953	1,911	2,058	-2.2	7.7
Tauriko	195	216	177	10.8	-18.1
Gate Pa	3,543	3,627	4,023	2.4	10.9
Greerton South	657	591	690	-10.0	16.8
Tauranga South	4,302	4,347	4,830	1.0	11.1
Arataki North	2,823	2,877	3,075	1.9	6.9
Matapihi	681	675	729	-0.9	8.0
Pyes Pa West	144	720	3,483	400.0	383.8
Greerton North	3,039	3,144	3,438	3.5	9.4
Yatton Park	2,265	2,238	2,634	-1.2	17.7
Pyes Pa North	2,046	3,669	4,632	79.3	26.2
Arataki South	2,745	2,739	2,874	-0.2	4.9
Pyes Pa South	609	1,293	1,443	112.3	11.6
Poike	804	738	789	-8.2	6.9
Te Maunga North	2,988	3,018	3,246	1.0	7.6
Maungatapu	2,625	2,676	2,892	1.9	8.1
Hairini	2,952	2,949	3,330	-0.1	12.9
Pyes Pa East	450	534	657	18.7	23.0
Te Maunga South	2,628	2,859	4,146	8.8	45.0
Kaitemako	1,371	1,419	1,497	3.5	5.5
Ohauti	2,100	2,682	3,282	27.7	22.4
Baypark-Kairua	501	468	591	-6.6	26.3
Welcome Bay West	2,700	2,679	2,781	-0.8	3.8
Welcome Bay East	2,256	2,304	2,556	2.1	10.9
Pacific View	2,427	2,754	3,015	13.5	9.5
Welcome Bay South	1,200	2,265	3,450	88.8	52.3
Palm Beach North	2,811	3,054	3,201	8.6	4.8
Palm Beach South-Gravatt	3,141	3,384	3,750	7.7	10.8
Papamoa Beach North	2,490	2,604	2,790	4.6	7.1
Doncaster	1,386	2,289	3,159	65.2	38.0
Papamoa Beach South	1,878	2,334	2,700	24.3	15.7
Motiti	2,001	2,799	3,312	39.9	18.3
Wairakei	42	126	3,345	200.0	2554.8
<b>Tauranga City</b>	<b>103,881</b>	<b>114,789</b>	<b>136,713</b>	<b>10.5</b>	<b>19.1%</b>

Source: 2006, 2013 & 2018 Census, Statistics New Zealand.

### 3. Tauranga's standing nationally

Tauranga City is New Zealand's fifth largest local authority according to the 2018 Census of Population and Dwellings (see Table 2). At 2006 and 2013 Census, Tauranga was New Zealand's sixth largest local authority.

In terms of percentage growth, Tauranga City is the fastest growing city and the sixth fastest growing local authority area in New Zealand with 19.1% increase between 2013 and 2018.

**Table 2: Tauranga City in comparison to other local authorities**

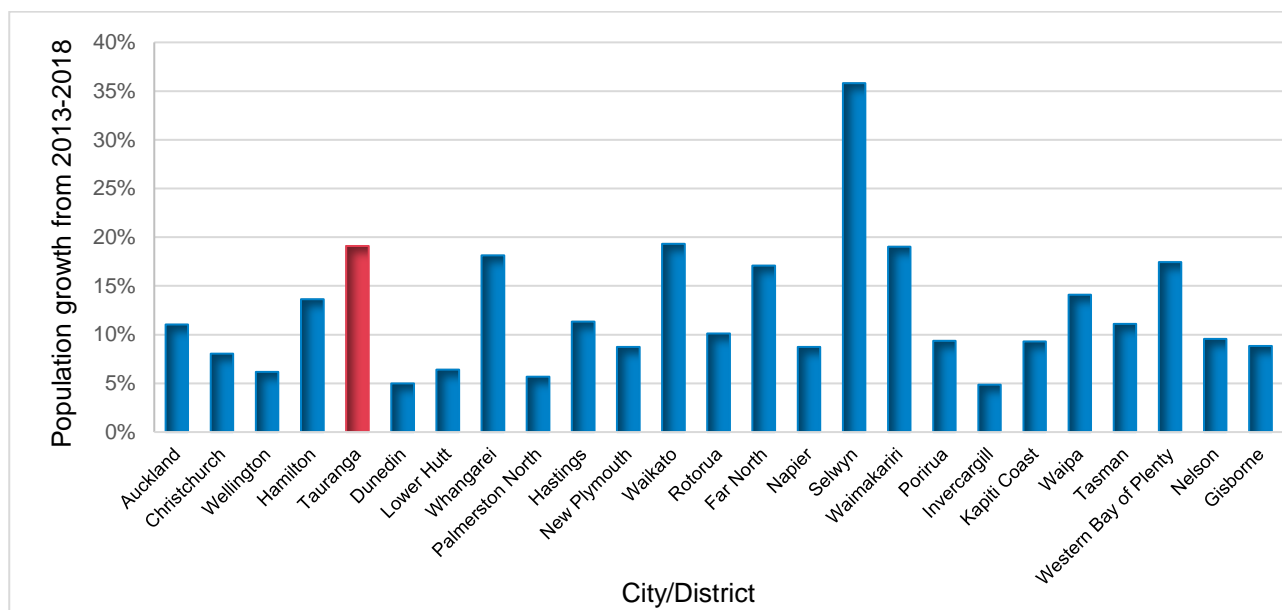
Rank	Territorial Authority	2006	2013	2018	Growth: 2013-2018
1	Auckland	1,304,958	1,415,550	1,571,718	11.0%
2	Christchurch	348,456	341,469	369,006	8.1%
3	Wellington	179,466	190,956	202,737	6.2%
4	Hamilton	129,588	141,612	160,911	13.6%
5	Tauranga	103,881	114,789	136,713	19.1%
6	Dunedin	118,683	120,249	126,255	5.0%
7	Lower Hutt	97,701	98,238	104,532	6.4%
8	Whangarei	74,463	76,995	90,960	18.1%
9	Palmerston North	77,727	80,079	84,639	5.7%
10	Hastings	70,842	73,245	81,537	11.3%
11	New Plymouth	68,901	74,184	80,679	8.8%
12	Waikato	57,588	63,378	75,618	19.3%
13	Rotorua	65,901	65,280	71,877	10.1%
14	Far North	55,845	55,734	65,250	17.1%
15	Napier	55,359	57,240	62,241	8.7%
16	Selwyn	33,645	44,595	60,561	35.8%
17	Waimakariri	42,834	49,989	59,502	19.0%
18	Porirua	48,546	51,717	56,559	9.4%
19	Invercargill	50,325	51,696	54,204	4.9%
20	Kapiti Coast	46,197	49,104	53,673	9.3%
21	Waipa	42,501	46,668	53,241	14.1%
22	Tasman	44,625	47,157	52,389	11.1%
23	Western Bay of Plenty	41,826	43,692	51,321	17.5%
24	Nelson	42,888	46,437	50,880	9.6%
25	Gisborne	44,460	43,653	47,517	8.9%

Source: 2006, 2013 and 2018 Census, Statistics New Zealand.



Figure 2 below shows the 2013 to 2018 population growth rates of the top 25 local authorities with high population in 2018.

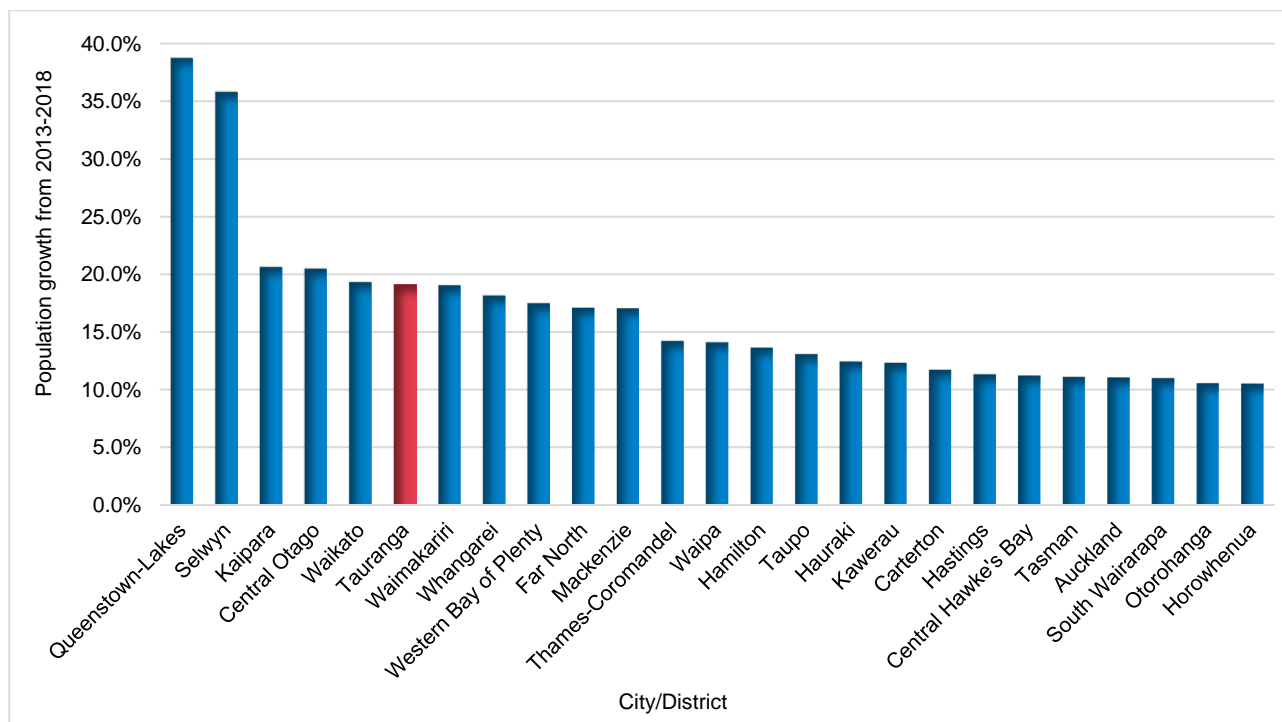
**Figure 2: Population growth of selected NZ local authorities, 2018 Census**



Source: 2018 Census, Statistics New Zealand.

Figure 3 shows the population growth rates of the top growing local authorities between 2013 and 2018.

**Figure 3: Population growth of top growing NZ cities/local authorities, 2018 Census**

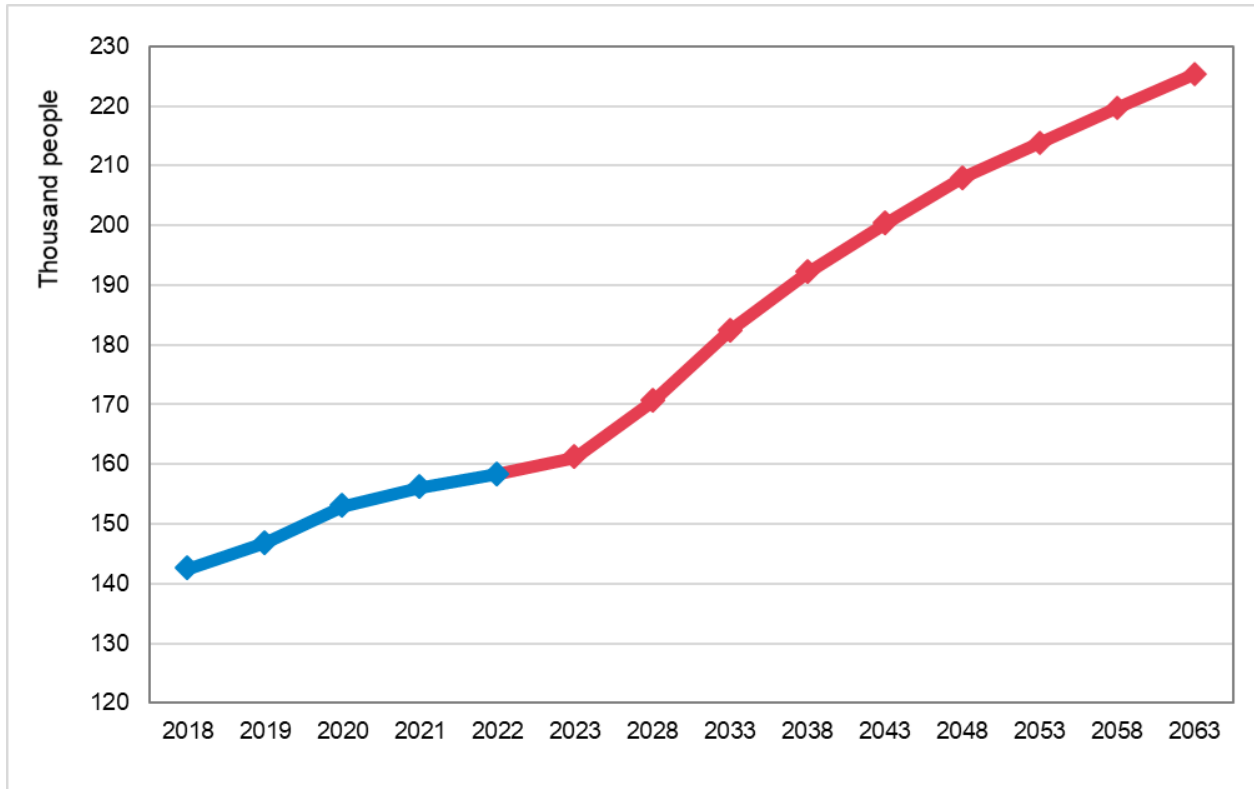


Source: 2018 Census, Statistics New Zealand.

## 4. Population projections

Knowing the future population of Tauranga City enables Council to plan for infrastructure, facilities and services, as well as indicating the overall level of growth. Figure 4 and Table 3 below show population projections for the usually resident population.

**Figure 4: Population projections, Tauranga City, 2018-2063**



Source: Tauranga City Council

Table 3 shows the population projections for Tauranga City at statistical area 2 level in five-yearly increments from 2018 to 2063. It is estimated that population will reach 220,717 by June 2063.

**Table 3: Population projections by statistical area 2, Tauranga City, 2018-2063**

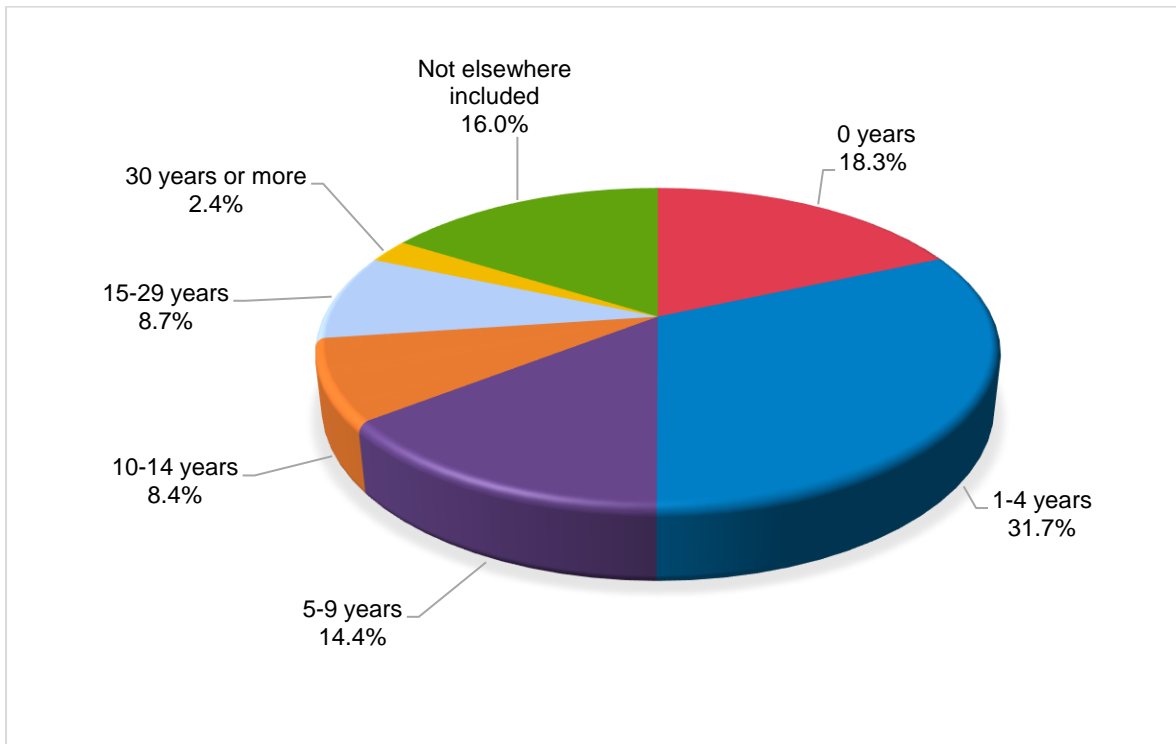
Statistical Area 2	2018	2023	2028	2033	2038	2043	2048	2053	2058	2063
Arataki North	3,196	3,295	3,315	3,378	3,462	3,543	3,617	3,681	3,756	3,810
Arataki South	2,987	3,312	3,332	3,402	3,492	3,636	3,730	3,803	3,871	3,923
Baypark-Kairua	614	867	875	883	889	896	905	911	918	925
Bellevue	3,957	4,032	4,074	4,169	4,251	4,342	4,427	4,489	4,551	4,619
Bethlehem Central	4,281	4,817	5,214	5,733	5,708	5,633	5,654	5,536	5,417	5,429
Bethlehem North	3,564	4,391	4,952	5,352	5,421	5,419	5,492	5,453	5,401	5,439
Bethlehem South	1,129	1,168	1,269	1,496	1,684	1,777	1,887	1,996	1,974	1,979
Brookfield East	2,934	2,997	3,078	3,229	3,351	3,491	3,639	3,763	3,886	4,019
Brookfield West	3,046	3,218	3,317	3,468	3,589	3,676	3,814	3,896	3,978	4,094
Doncaster	3,283	3,572	3,691	3,727	3,622	3,571	3,577	3,484	3,422	3,360
Gate Pa	4,181	4,347	4,569	4,947	5,208	5,379	5,548	5,646	5,769	5,880
Greerton North	3,573	3,736	3,938	4,240	4,473	4,681	4,886	5,064	5,231	5,384
Greerton South	717	747	848	905	954	1,004	1,062	1,110	1,158	1,210
Hairini	3,461	3,509	3,539	3,577	3,610	3,628	3,639	3,647	3,655	3,663
Inlet Tauranga Harbour South	0	0	0	0	0	0	0	0	0	0
Judea	2,706	3,034	3,135	3,268	3,376	3,467	3,572	3,652	3,732	3,819
Kaitemako (Tauranga City)	1,556	1,595	1,640	1,693	1,734	1,777	1,834	1,871	1,917	1,969
Kopurererua (part Western BOP District)	0	0	0	0	0	0	0	0	472	1,862
Matapihi	758	788	808	827	843	861	882	899	915	932
Matua North	2,972	3,029	3,069	3,145	3,210	3,283	3,367	3,432	3,468	3,503
Matua South	2,635	2,698	2,740	2,816	2,882	2,954	3,038	3,103	3,143	3,186
Maungatapu	3,006	3,036	3,066	3,113	3,146	3,164	3,175	3,183	3,196	3,208
Motiti	3,442	3,623	3,754	3,796	3,737	3,717	3,741	3,701	3,680	3,665
Mount Maunganui Central	340	358	394	434	472	512	544	563	579	605
Mount Maunganui North	3,396	3,636	3,727	3,950	4,110	4,218	4,305	4,359	4,445	4,536
Mount Maunganui South	3,031	3,109	3,153	3,229	3,303	3,394	3,446	3,470	3,502	3,537
Ohauti	3,411	4,491	4,751	5,160	5,669	5,897	6,266	6,165	6,063	6,066
Omanu Beach	3,034	3,133	3,176	3,336	3,491	3,573	3,720	3,827	3,934	4,055
Otumoetai North	4,415	4,520	4,654	4,900	5,091	5,336	5,536	5,777	5,991	6,165
Otumoetai South	3,935	4,040	4,119	4,252	4,361	4,451	4,547	4,630	4,705	4,783
Pacific View	3,134	3,332	3,572	3,608	3,552	3,497	3,492	3,431	3,392	3,359
Palm Beach North	3,327	3,402	3,412	3,431	3,409	3,397	3,398	3,379	3,370	3,360
Palm Beach South-Gravatt	3,898	4,054	4,312	4,363	4,289	4,207	4,196	4,086	4,020	3,968
Papamoa Beach North	2,900	2,963	2,985	3,006	2,991	2,990	2,999	2,989	2,987	2,989
Papamoa Beach South	2,806	2,981	3,003	3,022	3,002	2,994	3,009	2,994	2,982	2,975
Poike	820	1,232	1,273	1,291	1,300	1,309	1,319	1,327	1,335	1,344
Pyes Pa East	683	704	815	1,012	1,132	1,144	1,149	1,150	1,149	1,151
Pyes Pa North	4,814	5,205	5,328	5,370	5,377	5,378	5,381	5,381	5,381	5,384
Pyes Pa South	1,500	1,780	1,856	1,966	2,043	2,054	2,062	2,071	2,077	2,082
Pyes Pa West	3,620	6,180	6,680	7,246	8,080	8,913	9,645	10,343	11,038	11,503
Tauranga Central	2,728	3,513	4,038	4,767	5,516	6,180	6,896	7,393	7,901	8,382
Tauranga Hospital	2,139	2,208	2,430	2,771	3,021	3,173	3,341	3,450	3,567	3,684
Tauranga South	5,020	5,222	5,524	5,903	6,305	6,629	6,944	7,166	7,365	7,600
Tauriko	184	184	869	2,749	4,809	5,985	6,455	6,896	7,356	7,471
Te Maunga North	3,374	3,521	3,533	3,562	3,586	3,633	3,646	3,657	3,673	3,691
Te Maunga South	4,309	5,503	6,032	6,150	6,112	6,081	6,079	6,025	5,970	5,959
Te Reti	1,936	1,966	1,991	2,021	2,062	2,107	2,160	2,187	2,219	2,249
Wairakei	3,477	9,662	11,901	14,495	17,014	19,782	22,288	25,159	27,488	28,853
Welcome Bay East	2,657	2,735	2,755	2,783	2,798	2,807	2,814	2,810	2,808	2,811
Welcome Bay South	3,586	3,947	4,055	4,149	4,100	4,031	4,006	3,924	3,863	3,821
Welcome Bay West	2,890	2,966	3,012	3,044	3,025	3,010	3,007	2,970	2,932	2,939
Yatton Park	2,738	2,849	3,041	3,296	3,524	3,705	3,854	3,972	4,078	4,215
<b>Tauranga City</b>	<b>142,099</b>	<b>161,206</b>	<b>170,617</b>	<b>182,432</b>	<b>192,189</b>	<b>200,288</b>	<b>207,989</b>	<b>213,869</b>	<b>219,679</b>	<b>225,414</b>

Source: Tauranga City Council & SmartGrowth

## 5. Population migration

Figure 5 below illustrates that at 2018 Census, 50% of Tauranga City's population (or 68,418 people) had lived at their current residence for less than five years. The national average at 2018 Census was 45%.

**Figure 5: Years at usual residence, Tauranga City, 2018**

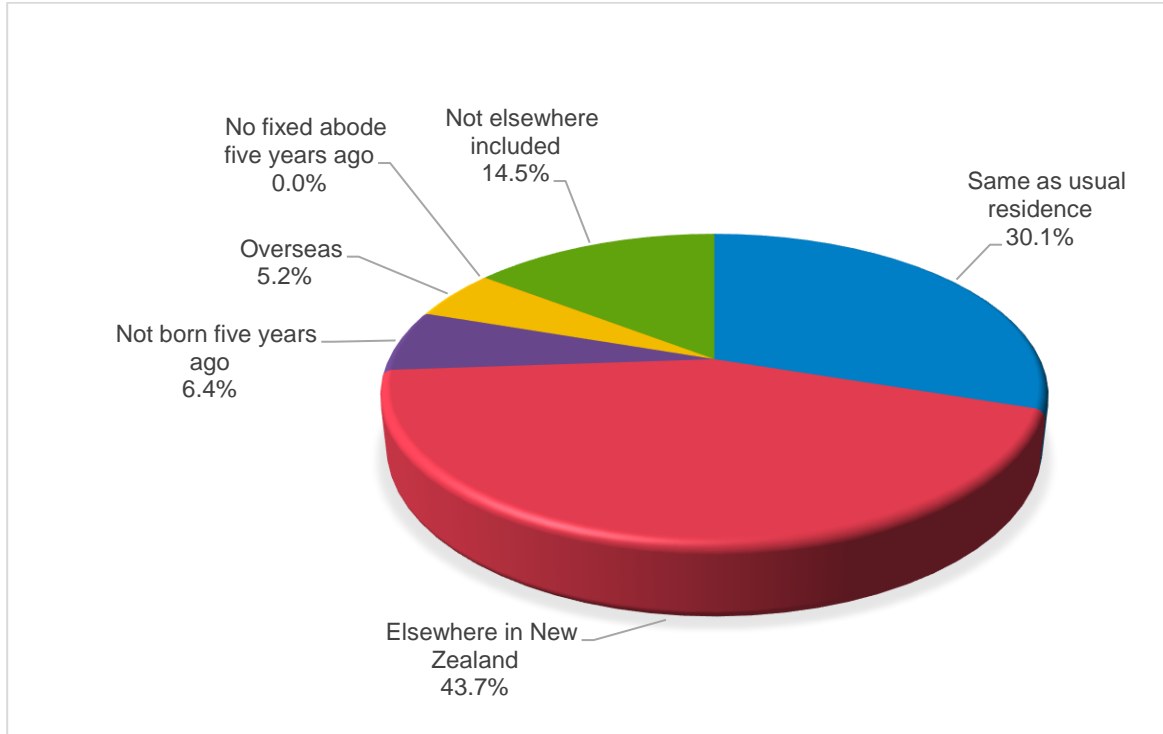


Source: 2013 Census, Statistics New Zealand.

Figure 6 illustrates that five years ago, 44% (or 59,772 people) of Tauranga City's population resided elsewhere in New Zealand, while the national average was 38%.

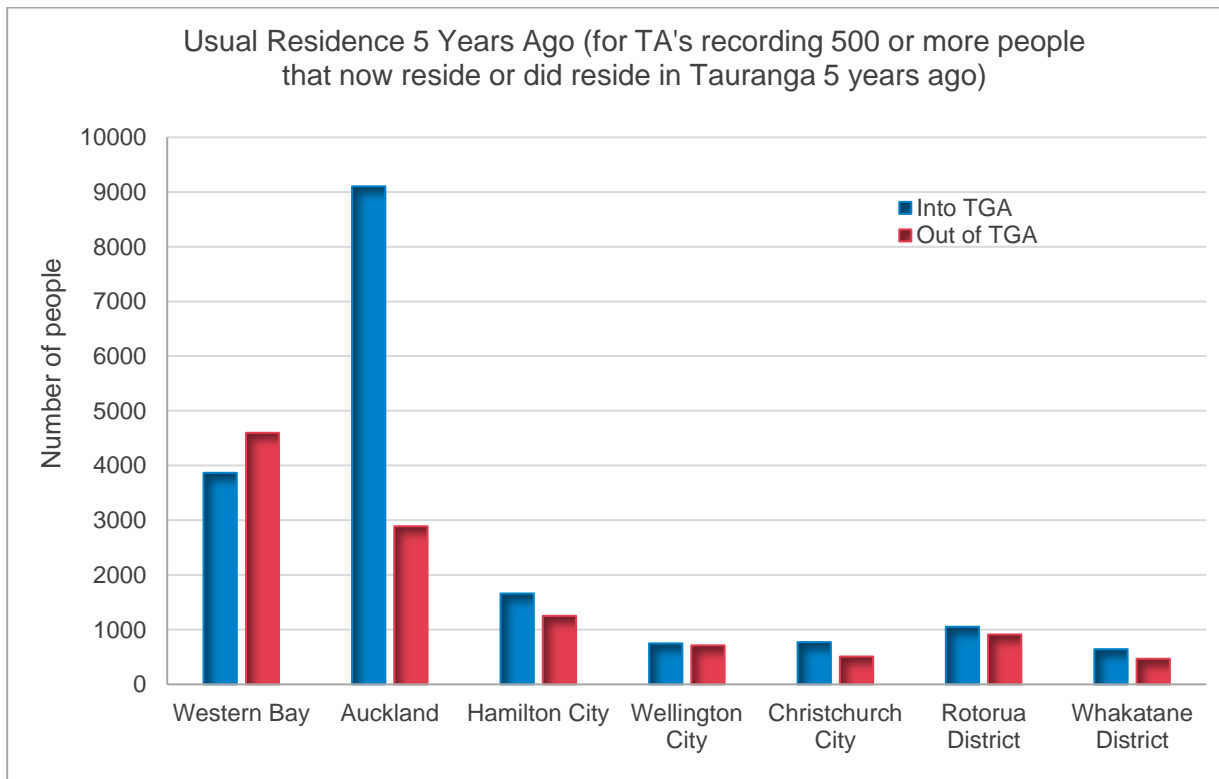
Figure 7 outlines the New Zealand territorial authorities (TAs) where 500 or more people now reside or did reside in Tauranga in 2013. In comparison to Auckland City, 9,102 people who were resident in Auckland in 2013 were resident in Tauranga in 2018 while 2,892 people who were resident in Tauranga in 2013 were resident in Auckland in 2018; a net gain of 6,210 people for Tauranga. In contrast, the Western Bay of Plenty District had a net gain of 732 people from Tauranga as recorded at 2018 Census.

**Figure 6: Usual residence five years ago, Tauranga City, 2018**



Source: 2018 Census, Statistics New Zealand.

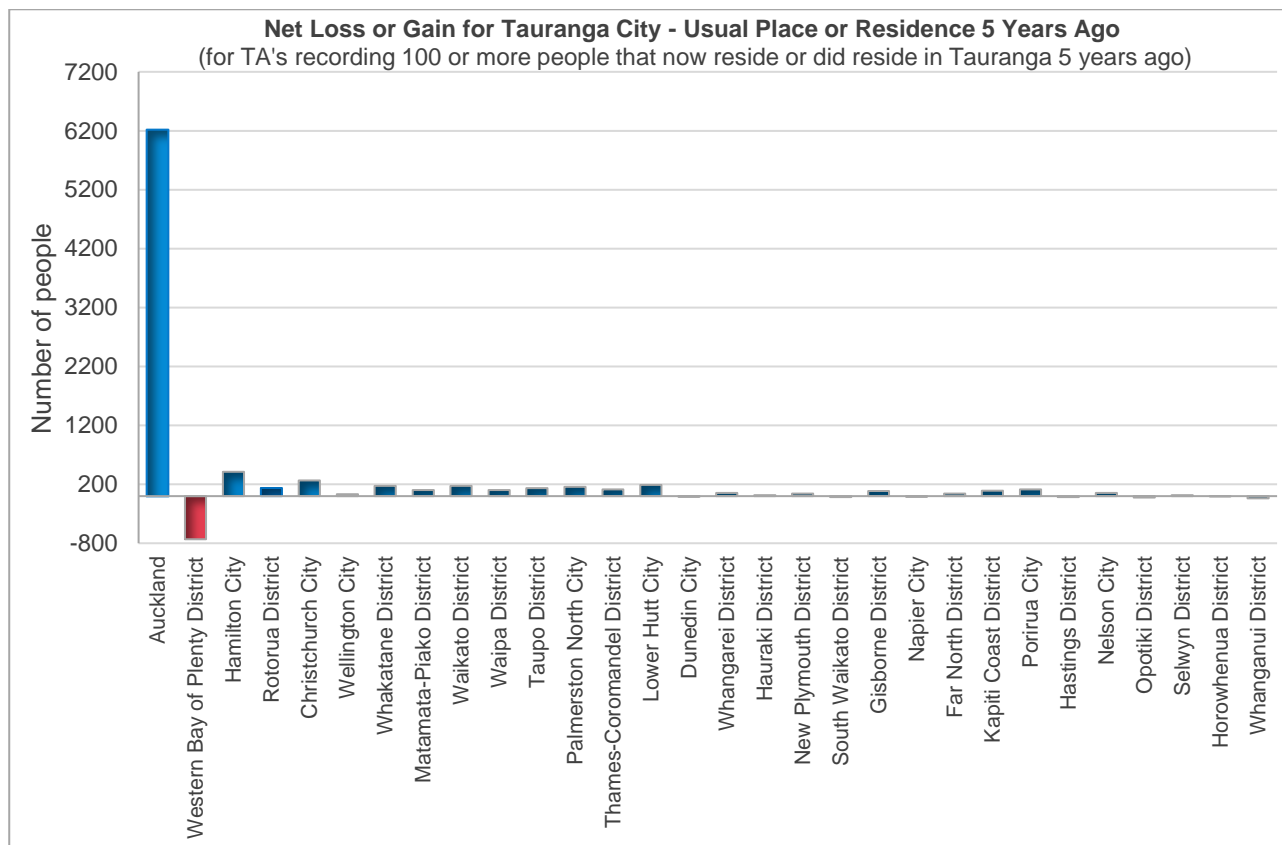
**Figure 7: Territorial authority of usual residence five years ago, 2018**



Source: 2018 Census, Statistics New Zealand.

Figure 8 shows the net loss or gain for TAs recording 100 or more people that now reside or did reside in Tauranga five years ago. Tauranga had its largest net population gain of 6,210 people from Auckland, which was more than its combined net population gains from other territorial authorities. The other TAs from where Tauranga had net population gains were Hamilton (+411), Christchurch (+267), Lower Hutt (+192), Waikato (+174), Whakatane (+174), and Palmerston North (+156). The largest losses from Tauranga to other TAs are to Western Bay of Plenty (-732), Kawerau (-51), Central Otago (-45), and Whanganui (-36).

**Figure 8: Net loss or gain for Tauranga City, 2018**

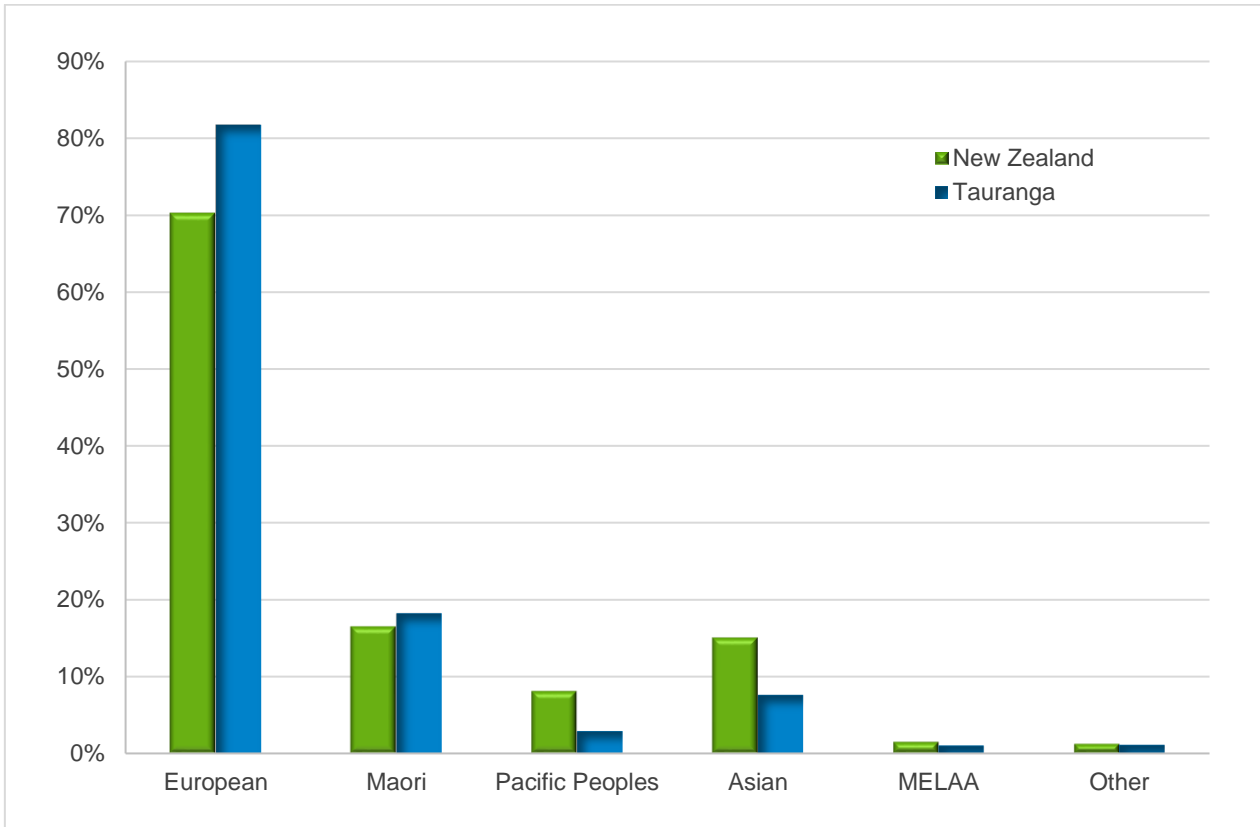


Source: 2018 Census, Statistics New Zealand.

Figure 9 illustrates the ethnic profile for Tauranga City. Proportionally, Tauranga had higher percentages of people of European (82%) and Māori (18%) ethnicity than the national averages (i.e. 70% and 17% respectively), and lower percentages of people of Pacific peoples, Asian and MELAA ethnicity. Over time it is expected that the percentage of Asian, Māori and Pacific peoples will increase, while European will decrease. This reflects a national trend due to differing birth rates and overseas immigrants to New Zealand.

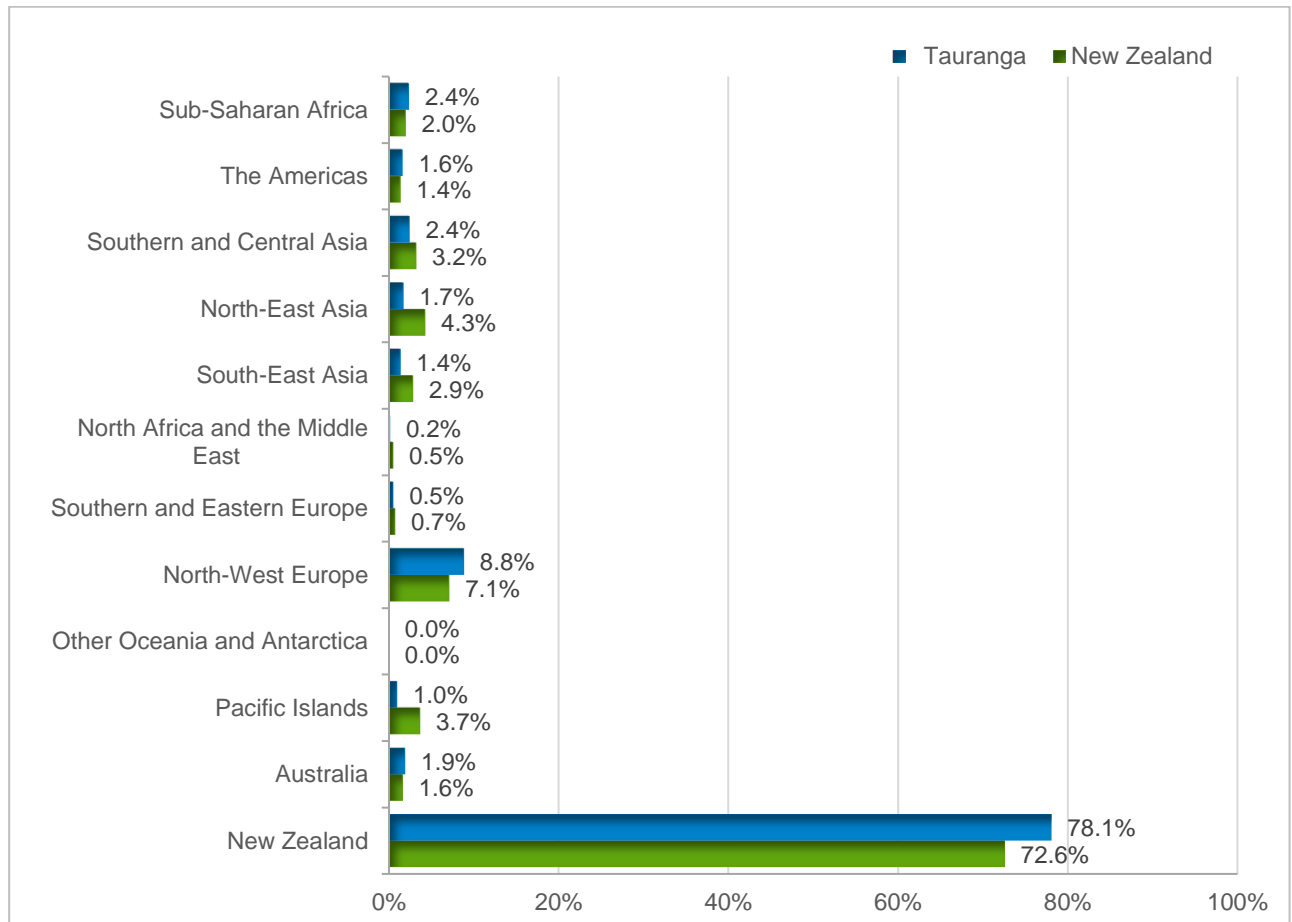
Figure 10 shows that 78% of Tauranga City's population (or 105,483 people) were born in New Zealand, which was higher than the national average of 73%. People born overseas accounted for 22% of Tauranga's population (or 29,619 people), which was less than the national average of 27%. For Tauranga, the proportion of people born in the Pacific Islands, Africa and the Middle East, and Asia were lower than the national average while the percentage of residents born in Australia, New Zealand and Europe were higher than the national average at 2013 Census.

**Figure 9: Ethnic profile for Tauranga City, 2018**



Source: 2018 Census, Statistics New Zealand.

**Figure 10: Birthplace, Tauranga City, 2018**



Source: 2018 Census, Statistics New Zealand.



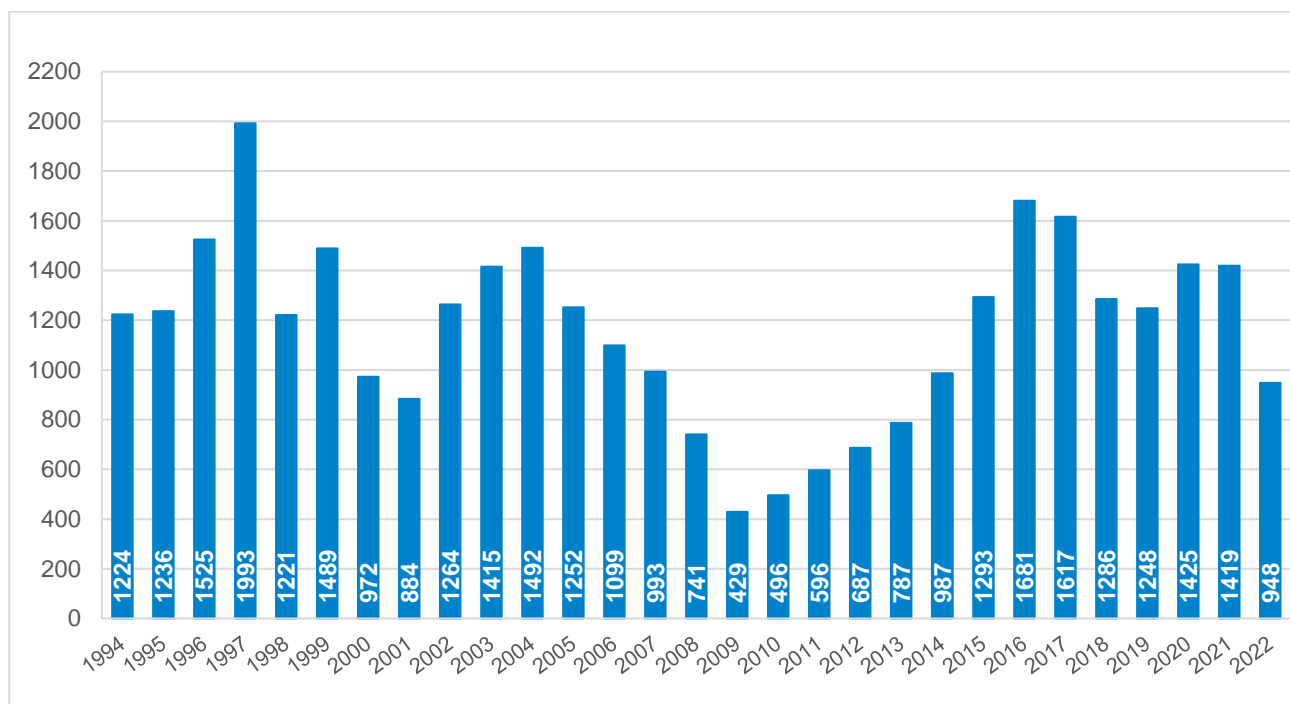
## 6. New dwellings (houses) created

At 2018 Census Tauranga City had 56,472 dwellings. The total number of dwellings increased by 6,633<sup>7</sup> dwellings in the period between the 2013 and 2018 Census. Council records show that from 1 April 2018 to 30 June 2022, 5,595 additional dwellings were consented during the period. Figure 11 below shows the annual additional dwellings consented from 1 January 1994 to 31 December 2022.

The relatively rapid population growth in Tauranga brings with it strong demand for new housing. There were 50,919 occupied dwellings (houses) in Tauranga as at March 2018, an increase of 12% (or 5,553 dwellings) from the 2013 Census.

As outlined in Table 4, the Statistical Area 2 with the highest growth rates from 2013 to 2018 were Wairakei (+1,173 dwellings or 1862%), Pyes Pa West (+930 dwellings or 337%), Bethlehem North (+462 dwellings or 53%), Welcome Bay South (+357 dwellings or 47%), Te Maunga South (+471 dwellings or 38%) and Doncaster (+255 dwellings or 31%). Growth in these areas can be attributed to large-scale greenfield subdivisions.

**Figure 11: Additional dwellings consented, Tauranga City, 1994-2022**



Source: Tauranga City Council.

Figure 12 shows the additional dwellings consented in Tauranga since 2018 Census (between March 2018 and June 2021). It is noted that there is a lag period between the granting of approval to build and the construction and occupancy of a house, typically around six months.

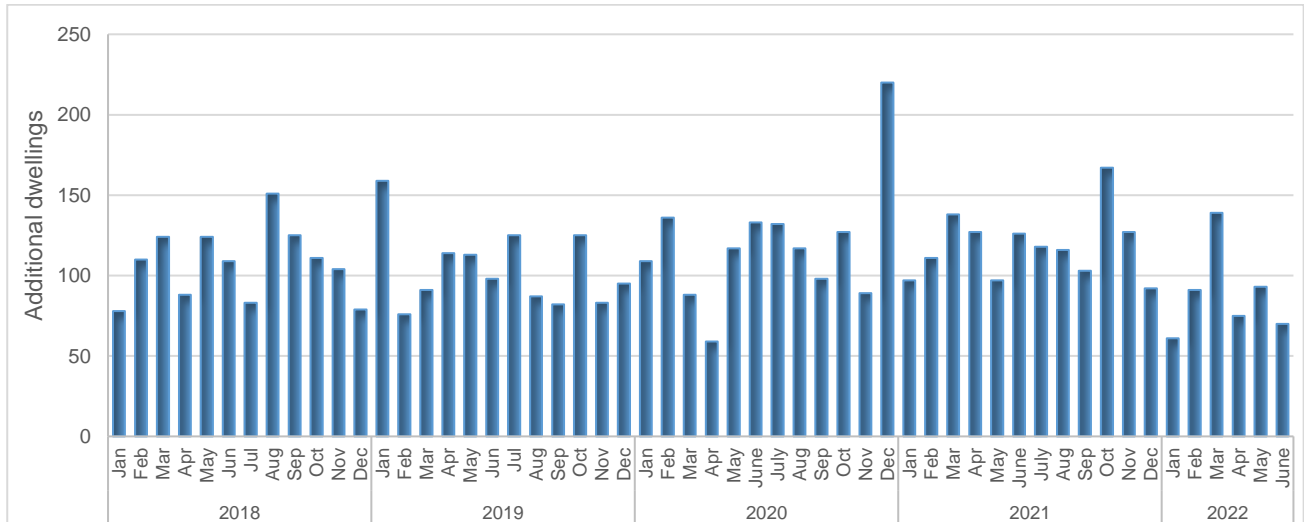
<sup>7</sup> Occupied dwelling increase plus unoccupied dwelling increase, 2018 Census, Statistics NZ

**Table 4: Occupied dwellings by statistical area 2, Tauranga City, 2013-2018**

Statistical Area 2	2006	2013	2018	Change (%)	
				2006-2013	2013-2018
Matua North	1,095	1,143	1,134	4%	-1%
Inlet Tauranga Harbour South		9			
Mount Maunganui North	1,287	1,443	1,575	12%	9%
Matua South	885	927	939	5%	1%
Bethlehem North	399	867	1,329	117%	53%
Bellevue	1,197	1,248	1,290	4%	3%
Otumoetai North	1,731	1,767	1,839	2%	4%
Otumoetai South	1,377	1,410	1,443	2%	2%
Brookfield West	861	972	1,086	13%	12%
Bethlehem Central	1,215	1,416	1,557	17%	10%
Brookfield East	960	981	1,017	2%	4%
Mount Maunganui South	1,086	1,098	1,107	1%	1%
Tauranga Central	1,101	1,107	1,134	1%	2%
Mount Maunganui Central	72	135	132	88%	-2%
Judea	873	930	1,017	7%	9%
Te Reti	591	594	624	1%	5%
Bethlehem South	318	330	351	4%	6%
Omanu Beach	1,077	1,095	1,119	2%	2%
Tauranga Hospital	786	786	789	0%	0%
Tauriko	69	72	60	4%	-17%
Gate Pa	1,284	1,362	1,344	6%	-1%
Greerton South	291	258	261	-11%	1%
Tauranga South	1,878	1,926	2,001	3%	4%
Arataki North	1,200	1,236	1,242	3%	0%
Matapihi	201	222	192	10%	-14%
Pyes Pa West	48	276	1,206	475%	337%
Greerton North	1,347	1,404	1,416	4%	1%
Yatton Park	759	774	798	2%	3%
Pyes Pa North	789	1,356	1,662	72%	23%
Arataki South	1,026	1,026	1,005	0%	-2%
Pyes Pa South	195	396	456	103%	15%
Poike	294	270	261	-8%	-3%
Te Maunga North	1,392	1,413	1,434	2%	1%
Maungatapu	1,047	1,071	1,074	2%	0%
Hairini	1,152	1,197	1,233	4%	3%
Pyes Pa East	144	177	201	23%	14%
Te Maunga South	1,125	1,242	1,713	10%	38%
Kaitemako (Tauranga City)	468	495	507	6%	2%
Ohauti	768	1,041	1,224	36%	18%
Baypark-Kairua	141	165	168	17%	2%
Welcome Bay West	912	921	915	1%	-1%
Welcome Bay East	798	819	852	3%	4%
Pacific View	894	1,041	1,074	16%	3%
Welcome Bay South	444	756	1,113	70%	47%
Palm Beach North	993	1,074	1,089	8%	1%
Palm Beach South-Gravatt	1,233	1,344	1,470	9%	9%
Papamoa Beach North	909	951	975	5%	3%
Doncaster	528	822	1,077	56%	31%
Papamoa Beach South	717	933	1,014	30%	9%
Motiti	735	990	1,152	35%	16%
Wairakei	18	63	1,236	250%	1862%
<b>Tauranga City</b>	<b>40,719</b>	<b>45,366</b>	<b>50,919</b>	<b>11%</b>	<b>12%</b>

Source: 2018 Census, Statistics New Zealand.

**Figure 12: Additional dwellings consented, Tauranga City, January 2018–June 2022**

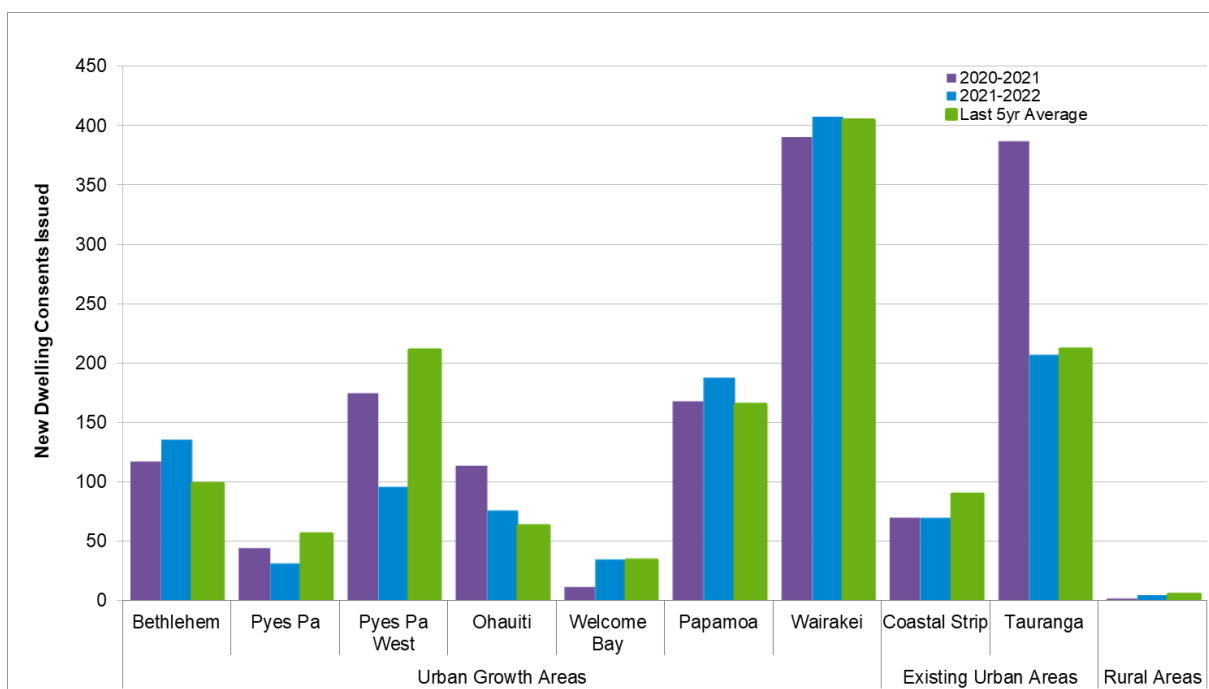


Source: Tauranga City Council

Figure 13 shows the additional dwellings consented in the last two years and the last five year average by growth area. In 2021/22, a total of 1,252 new dwellings were consented in the City, a decline of 15% from the previous year. More than three quarters (77.5%) of these dwellings were located in the Greenfield UGAs, 22% in the existing urban areas and less than 1% (5 dwellings) in the rural areas. Both the urban and existing growth areas recorded declines of 5% (51 dwellings) and 39% (179 dwellings) from the previous year.

Among the urban growth areas, Bethlehem, Welcome Bay, Papamoa and Wairakei had increases of 17 to 23 dwellings consented from 2020/21 to 2021/22, with Welcome Bay recording the highest increase. Conversely, Pyes Pa, Pyes Pa West (The Lakes) and Ohauiti had declines of 13 to 79 dwellings, with Pyes Pa West recording the biggest decline as the area is nearing capacity.

**Figure 13: Additional dwellings consented, Tauranga City, 2020/21-2021/22**

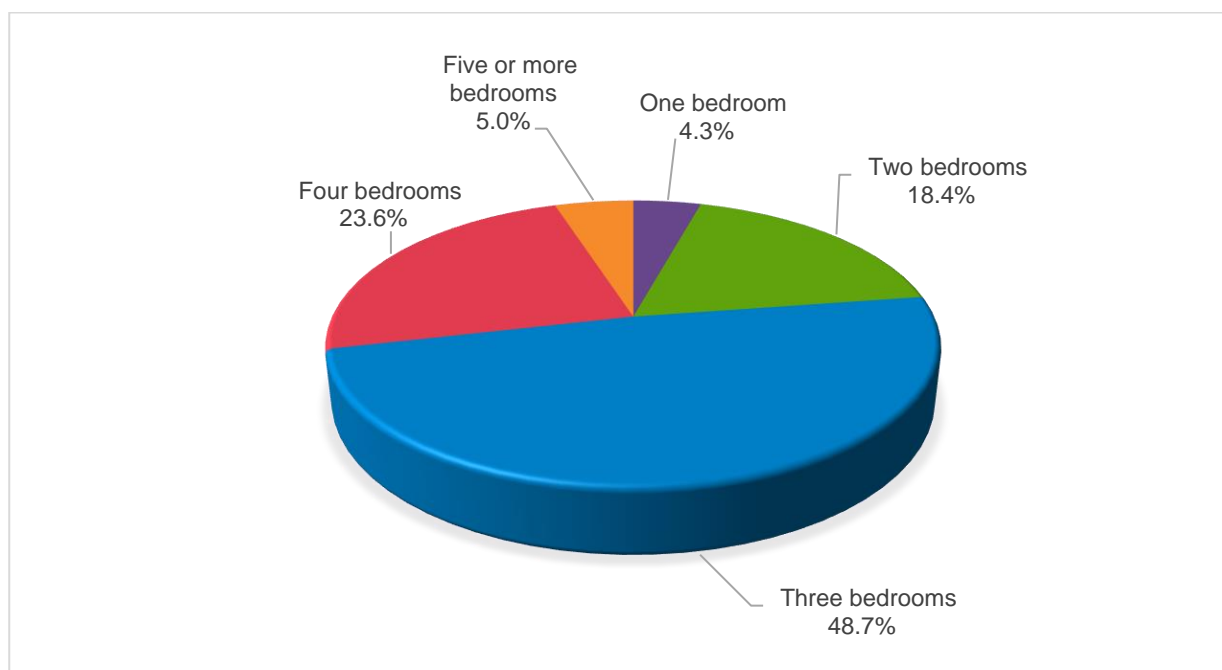


Source: Tauranga City Council.

Other 2018 Census counts relevant to dwellings for Tauranga were as follows:

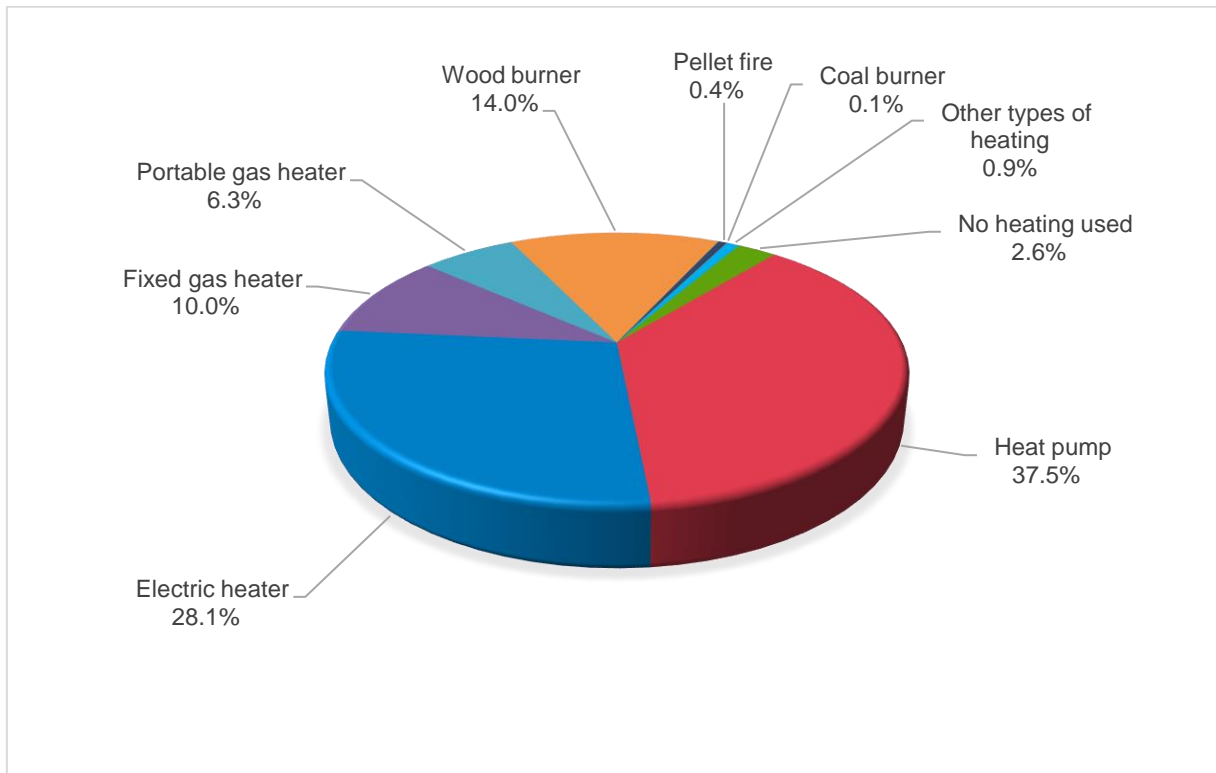
- Almost half of the private occupied dwellings were 3-bedroom dwellings (Figure 14)
- Heat pumps and electric heaters (66% of dwelling) were the most popular types of heating (Figure 15)
- 31% and 26% of renting households paid a respective rent of \$400-\$499 and \$300-\$399 per week (Figure 16)
- Significantly high proportions of households had access to mobile phones (93%) and internet (88%) (Figure 17)
- Half of the households owned or partly owned their dwelling
- 36% of occupied dwellings had two usual residents and 23% had one usual resident (Figure 18)

**Figure 14: Number of bedrooms for private occupied dwellings, Tauranga City, 2018**



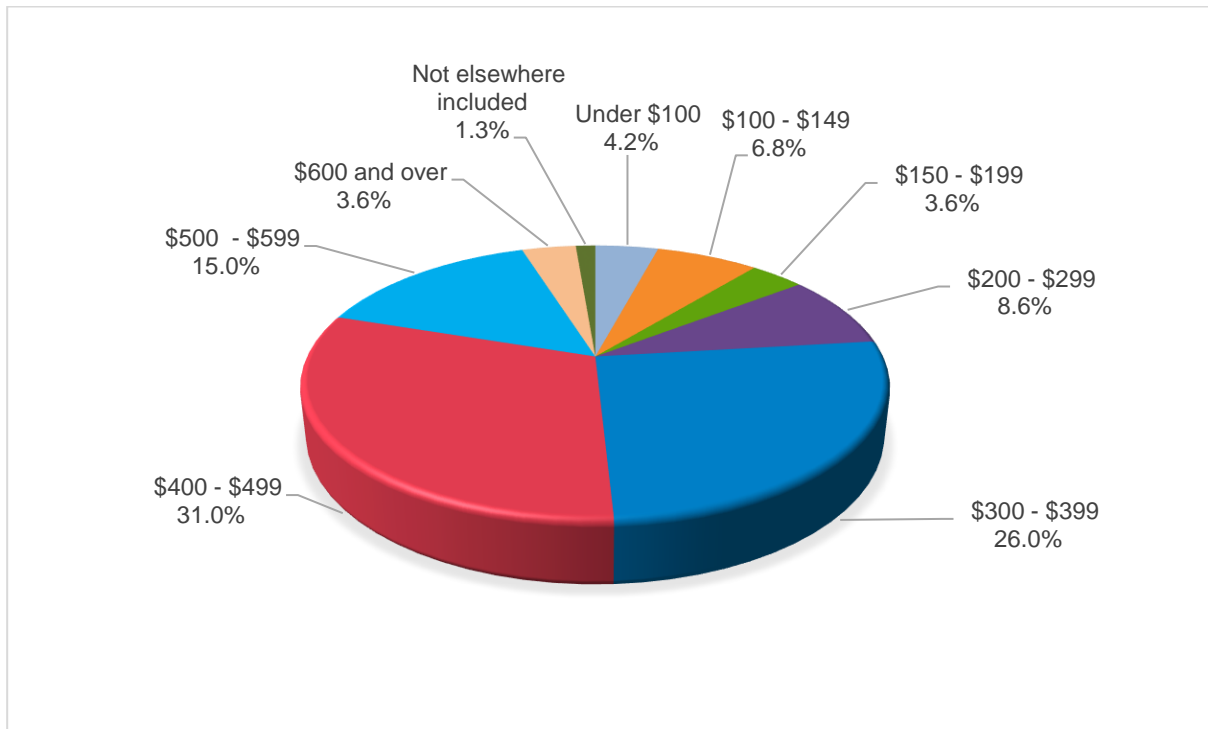
Source: 2018 Census, Statistics New Zealand.

**Figure 15: Fuel types used to heat dwellings, Tauranga City, 2018**



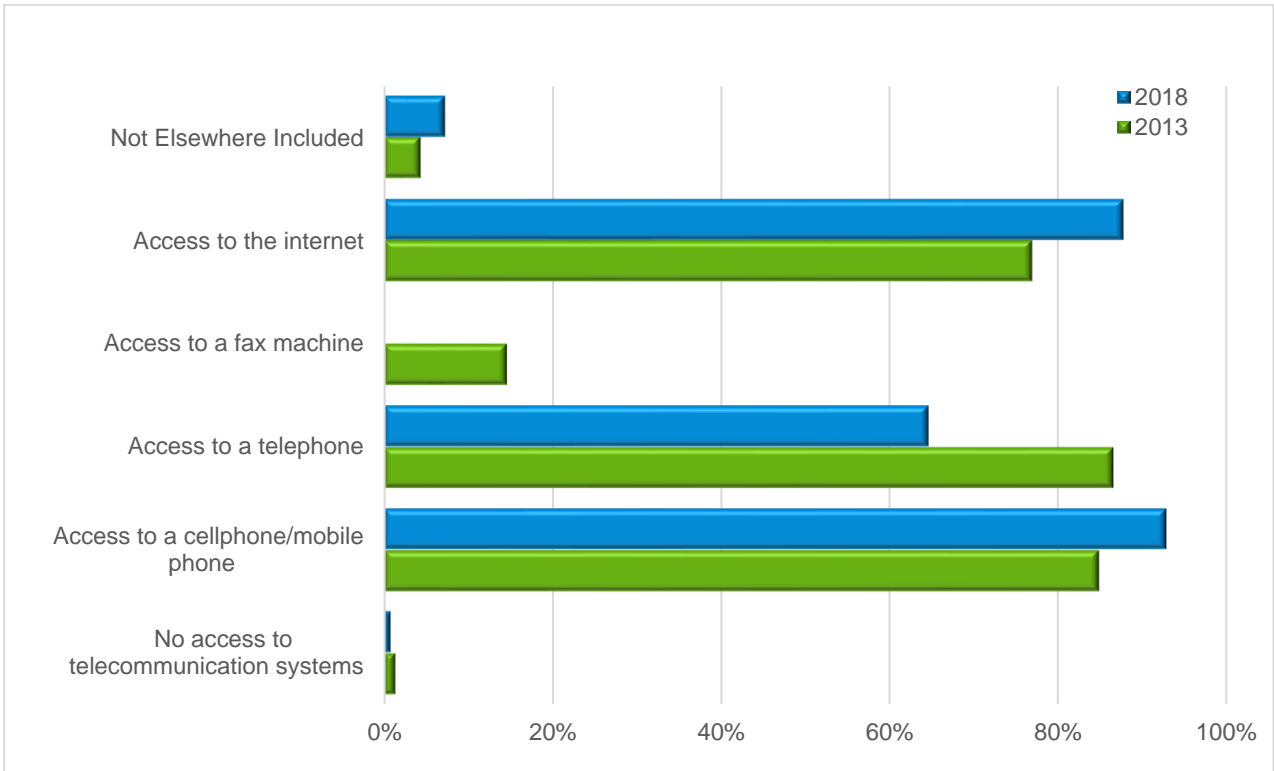
Source: 2018 Census, Statistics New Zealand.

**Figure 16: Weekly rent, Tauranga, 2018**



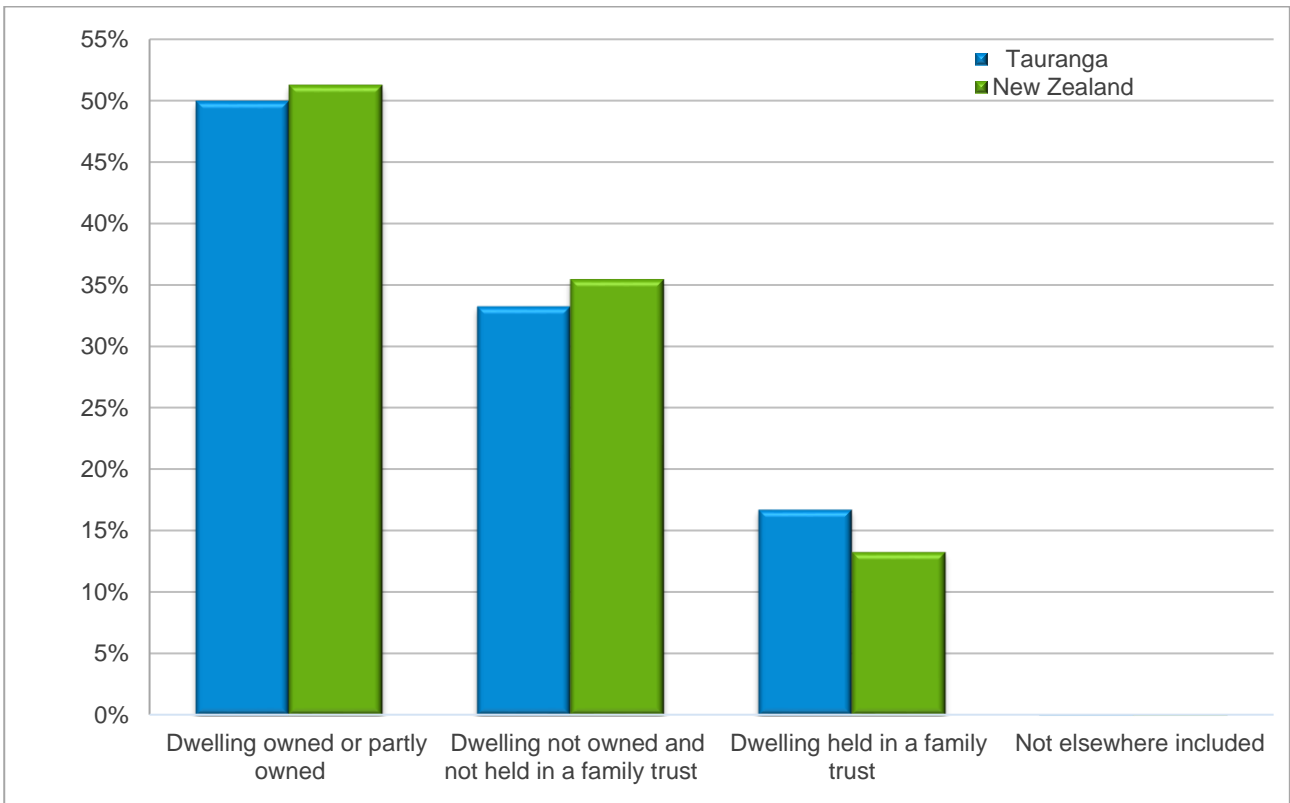
Source: 2018 Census, Statistics New Zealand.

**Figure 17: Access to telecommunications, Tauranga City, 2013-2018**



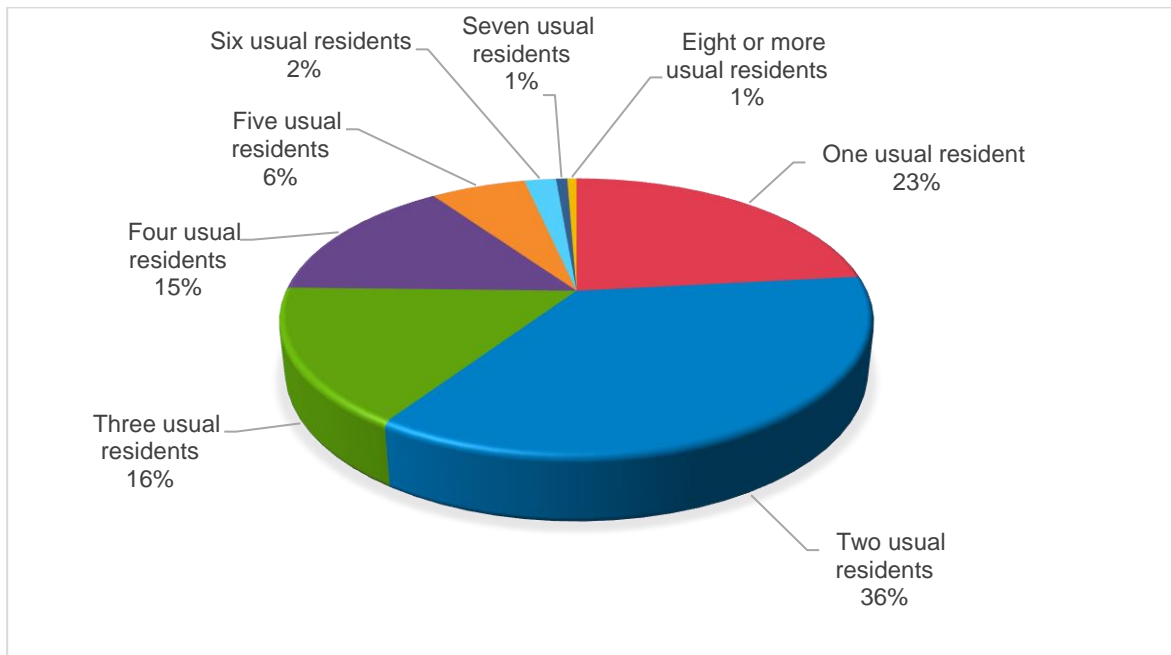
Source: 2018 Census, Statistics New Zealand.

**Figure 18: Tenure of household, Tauranga City, 2018**



Source: 2018 Census, Statistics New Zealand.

**Figure 19: Number of usual residents in household, Tauranga City, 2018**



Source: 2018 Census, Statistics New Zealand

## 7. New dwelling projections

Table 5 shows new dwelling (house) projections from 2018 for each statistical area 2.

This data provides a picture of when and where growth is expected to occur.

**Table 5: Occupied dwelling projections by statistical area 2, Tauranga City, 2018-2063**

Statistical Area 2	2018	2023	2028	2033	2038	2043	2048	2053	2058	2063
Arataki North	1,242	1,272	1,281	1,312	1,359	1,400	1,432	1,469	1,514	1,543
Arataki South	1,008	1,107	1,116	1,150	1,200	1,273	1,314	1,355	1,395	1,422
Baypark-Kairua	168	245	249	252	256	260	263	267	271	274
Bellevue	1,292	1,315	1,334	1,380	1,426	1,472	1,513	1,554	1,595	1,637
Bethlehem Central	1,580	1,743	1,924	2,175	2,235	2,247	2,256	2,263	2,270	2,277
Bethlehem North	1,340	1,592	1,847	2,041	2,129	2,161	2,193	2,220	2,242	2,262
Bethlehem South	352	364	410	520	612	659	707	757	761	765
Brookfield East	1,021	1,040	1,077	1,150	1,223	1,297	1,370	1,444	1,517	1,590
Brookfield West	1,097	1,149	1,194	1,268	1,341	1,405	1,469	1,534	1,598	1,662
Doncaster	1,078	1,166	1,220	1,238	1,248	1,253	1,258	1,258	1,258	1,258
Gate Pa	1,346	1,396	1,497	1,681	1,846	1,938	2,011	2,084	2,158	2,222
Greerton North	1,418	1,467	1,559	1,706	1,853	1,963	2,055	2,165	2,275	2,366
Greerton South	261	270	316	344	371	399	426	454	481	509
Hairini	1,235	1,249	1,263	1,282	1,300	1,309	1,314	1,318	1,323	1,327
Inlet Tauranga Harbour South	0	0	0	0	0	0	0	0	0	0
Judea	1,018	1,118	1,164	1,228	1,289	1,334	1,380	1,426	1,472	1,518
Kaitemako (Tauranga City)	508	520	543	568	593	616	641	664	691	720
Kopurererua (part Western BOP District)	0	0	0	0	0	0	0	0	272	1,007
Matapihi	192	201	210	220	229	238	247	256	265	275
Matua North	1,135	1,152	1,171	1,207	1,244	1,281	1,317	1,354	1,375	1,394
Matua South	942	961	980	1,017	1,054	1,090	1,127	1,164	1,187	1,210
Maungatapu	1,078	1,087	1,101	1,124	1,142	1,151	1,156	1,160	1,168	1,174
Motiti	1,172	1,227	1,287	1,307	1,313	1,322	1,333	1,343	1,354	1,363
Mount Maunganui Central	132	138	154	173	194	217	231	245	254	271
Mount Maunganui North	1,576	1,649	1,691	1,799	1,919	1,979	2,016	2,053	2,108	2,157
Mount Maunganui South	1,111	1,134	1,155	1,191	1,233	1,279	1,301	1,315	1,334	1,352
Ohauti	1,228	1,557	1,675	1,846	2,095	2,221	2,380	2,388	2,396	2,398
Omanu Beach	1,119	1,149	1,169	1,247	1,338	1,402	1,467	1,531	1,595	1,659
Otumoetai North	1,840	1,872	1,933	2,052	2,176	2,300	2,428	2,566	2,703	2,795
Otumoetai South	1,443	1,475	1,511	1,575	1,639	1,690	1,740	1,791	1,837	1,878
Pacific View	1,075	1,135	1,245	1,262	1,264	1,267	1,273	1,276	1,279	1,282
Palm Beach North	1,090	1,113	1,117	1,127	1,134	1,140	1,143	1,150	1,156	1,161
Palm Beach South-Gravatt	1,472	1,520	1,637	1,662	1,677	1,687	1,698	1,706	1,716	1,724
Papamoa Beach North	976	995	1,005	1,015	1,025	1,032	1,038	1,047	1,055	1,064
Papamoa Beach South	1,039	1,092	1,102	1,111	1,122	1,128	1,136	1,144	1,149	1,156
Poike	261	387	405	414	419	423	428	433	437	442
Pyes Pa East	203	209	260	355	451	458	461	463	465	466
Pyes Pa North	1,672	1,791	1,847	1,867	1,871	1,872	1,873	1,873	1,873	1,875
Pyes Pa South	462	548	583	636	679	684	688	693	696	699
Pyes Pa West	1,237	2,018	2,249	2,513	2,862	3,207	3,500	3,780	4,058	4,244
Tauranga Central	1,134	1,373	1,612	1,965	2,415	2,791	3,103	3,415	3,716	3,989
Tauranga Hospital	790	811	912	1,077	1,242	1,334	1,407	1,481	1,554	1,618
Tauranga South	2,002	2,063	2,201	2,384	2,660	2,836	2,973	3,111	3,249	3,386
Tauriko	117	117	393	1,126	1,943	2,411	2,594	2,778	2,961	3,007
Te Maunga North	1,435	1,480	1,485	1,499	1,513	1,537	1,542	1,549	1,558	1,567
Te Maunga South	1,765	2,129	2,369	2,426	2,440	2,448	2,455	2,460	2,466	2,471
Te Reti	624	633	644	659	682	705	728	746	764	783
Wairakei	1,334	3,220	4,238	5,689	6,843	7,963	8,966	10,124	11,061	11,610
Welcome Bay East	852	876	885	899	913	922	925	929	933	936
Welcome Bay South	1,131	1,241	1,320	1,386	1,411	1,414	1,415	1,417	1,418	1,419
Welcome Bay West	915	938	959	975	988	998	1,001	1,005	1,009	1,012
Yatton Park	799	833	920	1,044	1,191	1,282	1,356	1,429	1,507	1,585
<b>Tauranga City</b>	<b>51,312</b>	<b>57,140</b>	<b>61,417</b>	<b>67,143</b>	<b>72,598</b>	<b>76,693</b>	<b>80,050</b>	<b>83,404</b>	<b>86,746</b>	<b>89,783</b>

Source: Tauranga City Council.



## 8. Subdivision and new sections created

There are two types of subdivision:

- “Greenfield” subdivision of rural land, which occurs in six distinct greenfield UGAs: Bethlehem, Pyes Pa, Pyes Pa West (the Lakes), Ohauti, Welcome Bay and Papamoa (including Wairakei).
- “Intensification/infill” subdivision, where existing urban or developed parts of Tauranga are subdivided. Commonly this involves subdividing a residential property in two and building on the new section. Other subdivision may involve the construction of apartments or retirement villages.

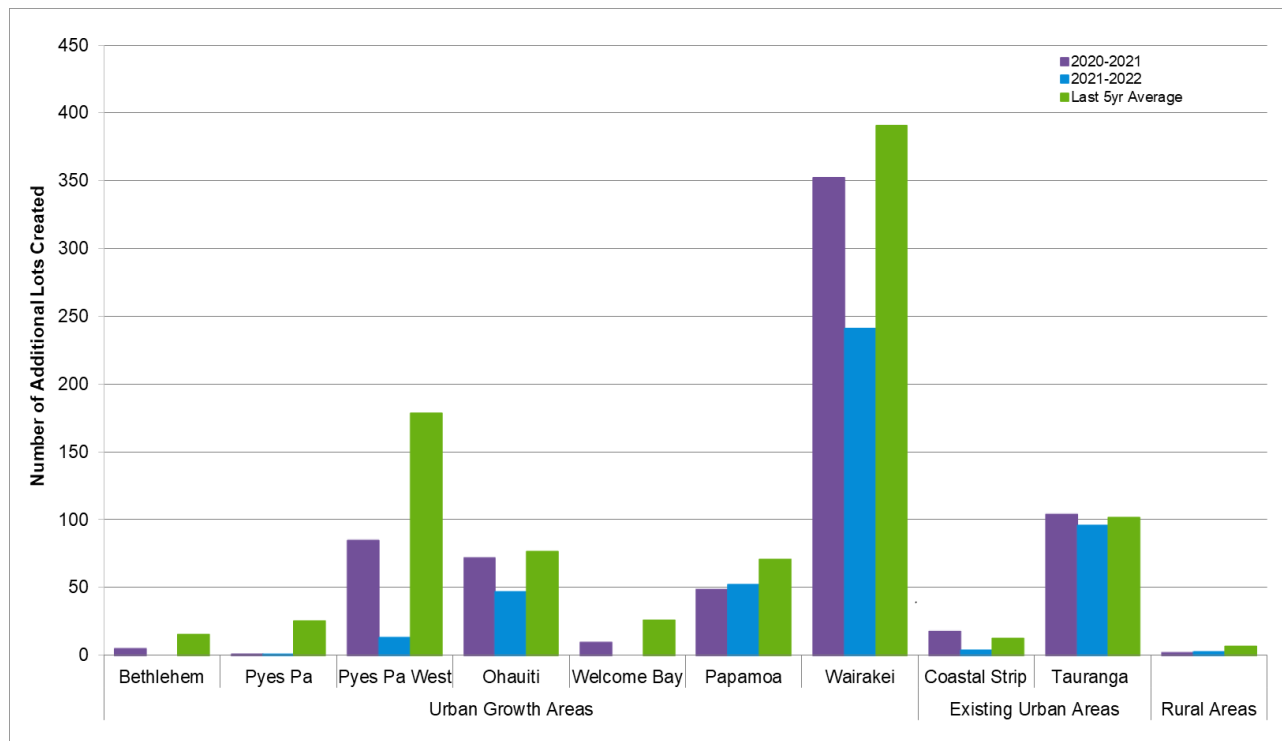
The greenfield UGA locations are shown in the map contained in Attachment 1 to this report.

Figure 20 shows the additional lots created in the last two years and the last five-year average, to 2021/22. In 2021/22, of the 457 new lots created in Tauranga City more than three quarters (77.5%) were located in the Greenfield UGAs and 22% in existing urban areas. There were no new lots created in Bethlehem and Welcome Bay during the year.

Subdivision development also declined in the other Greenfield UGAs, with the exception of Papamoa where there was a small increase of 3 lots or 6%.

In the last five years, subdivision activity was highest at Wairakei among the Greenfield UGAs, with 44% of the total new lots created in the whole city. The existing urban areas had 13% of the new lots created in the same period, with the majority of the lots located in the Tauranga urban area.

**Figure 20: Additional lots created in Tauranga City, 2020/21-2021/22**



Source: Tauranga City Council.

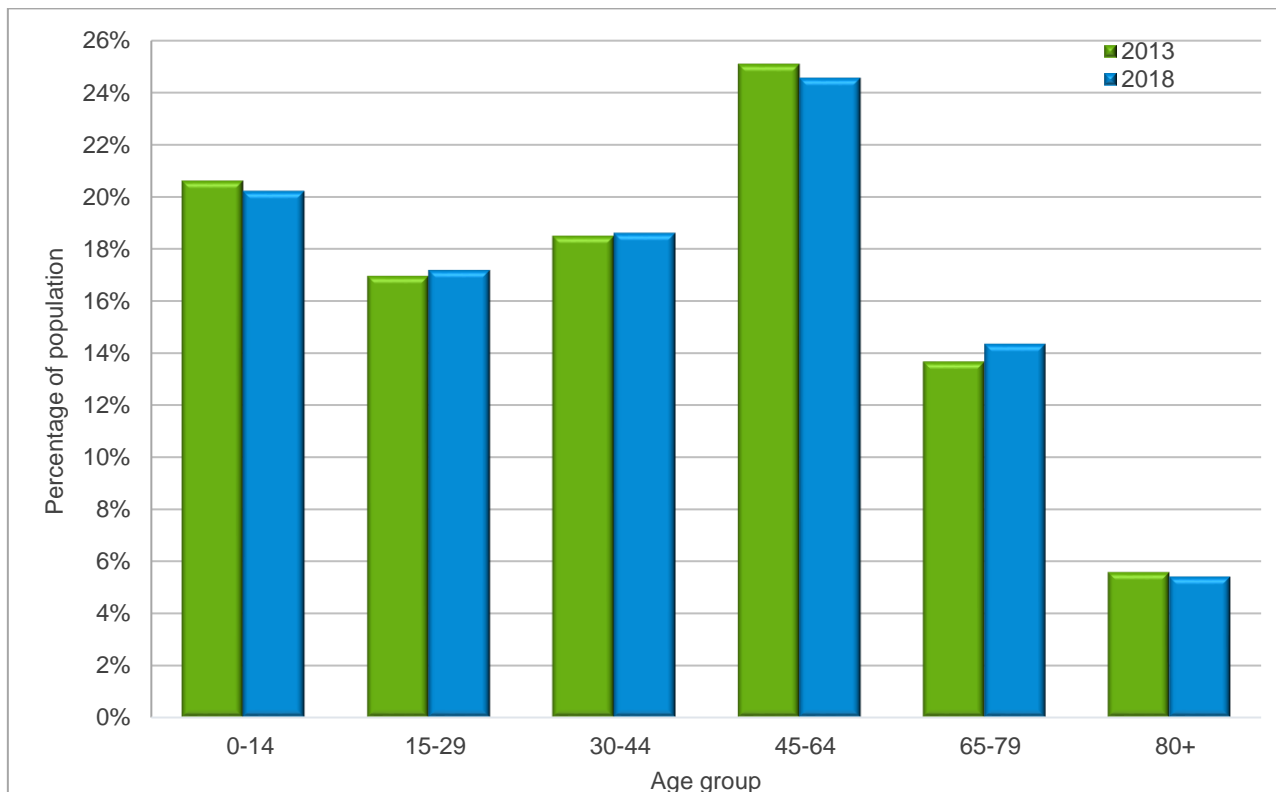
## 9. Community age structure

Figure 21 below shows a comparison of the age group distribution of Tauranga's population between 2013 and 2018. Table 6 outlines Tauranga's population in age cohorts by statistical area 2 as at 2018 Census.

The population growth by population cohort from 2013 to 2018 ranged from -0.6% to 0.5% with the largest gain by the 65+ year old age group, with increased share of the population from 19.3% to 19.7%. The 45-64 year old age groups had the largest decrease (as a percentage of total population), from 25.1% in 2013 down to 24.5% in 2018.

Table 7 below shows the age-sex distribution for Tauranga statistical area 2.

**Figure 21: Distribution of Tauranga population by age group, Tauranga City, 2013-2018**



Source: 2018 Census, Statistics New Zealand.

**Table 6: Age and sex distribution for Tauranga City resident population by statistical area 2, 2018**

Area	Male	Female	Total	Median	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65 +
Matua North	1,368	1,491	2,859	47.6	120	219	192	171	87	78	111	159	189	210	186	237	213	696
Mount Maunganui North	1,596	1,671	3,267	44.3	114	102	111	132	264	318	282	177	159	174	234	249	249	699
Matua South	1,182	1,350	2,535	48	153	141	126	132	105	117	120	144	114	177	168	183	150	702
Bethlehem North	1,539	1,890	3,429	58.1	129	171	231	159	99	90	93	123	135	201	162	174	153	1,503
Bellevue	1,854	1,953	3,807	33.5	273	309	333	279	219	285	273	243	291	267	264	210	189	369
Otumoetai North	2,001	2,247	4,248	46.4	237	273	225	192	180	213	240	258	240	255	246	309	246	1,146
Otumoetai South	1,788	1,998	3,786	41.4	222	300	291	231	144	189	201	237	249	339	252	228	216	678
Brookfield West	1,428	1,503	2,931	34.2	234	228	213	198	171	231	231	186	189	216	135	141	135	429
Bethlehem Central	1,944	2,178	4,119	48.4	159	261	300	285	141	132	144	165	261	315	288	306	288	1,068
Brookfield East	1,386	1,437	2,823	35.1	228	222	207	186	150	207	210	192	180	177	168	153	141	402
Mount Maunganui South	1,479	1,440	2,916	38	183	183	195	123	156	264	219	213	228	219	186	213	174	354
Tauranga Central	1,266	1,362	2,625	52.1	72	78	90	78	192	198	165	108	126	144	141	198	201	828
Mount Maunganui Central	189	138	327	42.1	9	15	6	15	21	39	33	18	21	18	27	36	27	48
Judea	1,206	1,398	2,604	37.9	165	159	156	159	153	219	192	171	147	162	159	162	135	465
Te Reti	879	984	1,863	36.3	135	156	138	111	90	138	126	132	117	138	105	102	87	288
Bethlehem South	561	525	1,086	44.9	42	90	87	90	33	30	48	48	72	102	105	99	78	153
Omanu Beach	1,371	1,545	2,919	40.2	186	216	183	156	123	189	204	198	231	201	180	177	156	519
Tauranga Hospital	999	1,059	2,058	39.3	132	123	123	114	135	162	150	102	114	120	120	114	105	441
Tauriko	96	81	177	37.6	3	9	18	18	12	9	12	6	9	24	12	18	12	9
Gate Pa	2,034	1,989	4,023	31.4	315	345	243	258	345	417	318	252	219	246	219	207	162	474
Greerton South	327	366	690	41.2	39	48	36	45	45	45	36	45	42	45	48	33	39	147
Tauranga South	2,328	2,499	4,830	44.4	252	255	285	249	246	321	303	258	288	315	312	384	345	1,011
Arataki North	1,437	1,641	3,075	44.3	162	189	186	147	129	210	195	168	174	177	189	189	228	738
Matapihi	372	357	729	37.2	57	60	54	54	42	39	45	48	51	45	54	48	51	81
Pyes Pa West	1,647	1,836	3,483	36.5	309	282	228	186	147	228	282	276	228	240	192	180	189	522
Greerton North	1,599	1,839	3,438	39.4	234	234	174	171	252	270	225	186	177	201	171	180	165	798
Yatton Park	1,344	1,290	2,634	29.4	264	234	222	210	192	216	198	147	141	147	141	135	120	261
Pyes Pa North	2,184	2,445	4,632	44.8	279	315	321	234	189	192	237	282	276	273	276	222	201	1,332
Arataki South	1,383	1,491	2,874	34	231	204	192	129	183	309	237	216	201	171	147	144	123	393
Pyes Pa South	717	723	1,443	42.2	72	105	147	129	69	45	48	66	93	165	141	99	69	198
Poike	375	417	789	28.6	72	69	54	66	75	81	63	51	45	42	39	39	27	57
Te Maunga North	1,413	1,836	3,246	44.8	171	177	147	135	168	231	213	195	192	141	108	150	147	1,071
Maungatapu	1,386	1,509	2,892	43.2	174	180	198	156	162	171	165	135	168	195	183	222	177	606
Hairini	1,617	1,713	3,330	38.9	240	225	219	174	207	216	243	180	174	216	186	177	177	699

Area	Male	Female	Total	Median	0-4	5 <sup>0</sup> -9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65 +
Pyes Pa East	327	327	657	40.9	33	51	60	45	45	24	21	39	48	51	51	45	48	90
Te Maunga South	1,962	2,181	4,146	50.9	198	216	225	168	168	165	177	228	246	243	252	285	264	1,314
Kaitemako	747	747	1,497	39	93	114	132	87	63	99	90	81	78	120	99	105	99	231
Ohauti	1,605	1,677	3,282	46.5	168	198	195	201	150	144	150	165	195	243	261	276	192	741
Baypark-Kairua	297	294	591	34.3	33	57	48	45	42	36	33	27	42	45	39	33	36	72
Welcome Bay West	1,389	1,395	2,781	32.6	234	234	231	183	174	219	222	171	186	183	174	156	144	261
Welcome Bay East	1,263	1,293	2,556	37.6	198	207	201	147	123	153	168	159	171	162	159	159	138	411
Pacific View	1,452	1,563	3,015	40.6	210	243	210	192	120	126	204	180	228	222	219	183	150	531
Welcome Bay South	1,689	1,764	3,450	35.4	273	312	261	216	162	204	282	252	246	237	240	201	165	405
Palm Beach North	1,596	1,602	3,201	32.9	258	279	243	228	189	255	267	258	219	195	192	162	120	339
Palm Beach South-Gravatt	1,824	1,926	3,750	51.7	150	219	225	216	141	120	102	147	213	261	297	258	288	1,116
Papamoa Beach North	1,377	1,410	2,790	34.1	222	234	213	198	153	204	201	195	195	204	186	156	132	297
Doncaster	1,521	1,638	3,159	36.1	255	258	270	177	135	198	231	237	219	237	183	135	138	489
Papamoa Beach South	1,338	1,365	2,700	39.1	159	213	219	153	141	180	162	153	225	201	171	150	180	393
Motiti	1,614	1,701	3,312	39.9	267	300	300	168	108	111	174	237	276	303	228	198	177	465
Wairakei	1,578	1,767	3,345	36.2	333	303	234	108	117	222	291	270	249	186	129	129	135	645
<b>Tauranga City</b>	<b>65,868</b>	<b>70,845</b>	<b>136,713</b>	<b>40.4</b>	<b>8,757</b>	<b>9,606</b>	<b>9,201</b>	<b>7,704</b>	<b>6,954</b>	<b>8,580</b>	<b>8,646</b>	<b>8,190</b>	<b>8,574</b>	<b>9,159</b>	<b>8,427</b>	<b>8,364</b>	<b>7,581</b>	<b>26,979</b>
<b>New Zealand</b>	<b>2,319,558</b>	<b>2,380,197</b>	<b>4,699,755</b>	<b>37.4</b>	<b>294,921</b>	<b>322,635</b>	<b>305,847</b>	<b>301,824</b>	<b>317,403</b>	<b>344,463</b>	<b>317,037</b>	<b>295,395</b>	<b>291,348</b>	<b>321,483</b>	<b>308,592</b>	<b>302,745</b>	<b>260,901</b>	<b>715,167</b>
<b>Tauranga City</b>	<b>48.2%</b>	<b>51.8%</b>	<b>100.0%</b>		<b>6.4%</b>	<b>7.0%</b>	<b>6.7%</b>	<b>5.6%</b>	<b>5.1%</b>	<b>6.3%</b>	<b>6.3%</b>	<b>6.0%</b>	<b>6.3%</b>	<b>6.7%</b>	<b>6.2%</b>	<b>6.1%</b>	<b>5.5%</b>	<b>19.7%</b>
<b>New Zealand</b>	<b>49.4%</b>	<b>50.6%</b>	<b>100.0%</b>		<b>6.3%</b>	<b>6.9%</b>	<b>6.5%</b>	<b>6.4%</b>	<b>6.8%</b>	<b>7.3%</b>	<b>6.7%</b>	<b>6.3%</b>	<b>6.2%</b>	<b>6.8%</b>	<b>6.6%</b>	<b>6.4%</b>	<b>5.6%</b>	<b>15.2%</b>

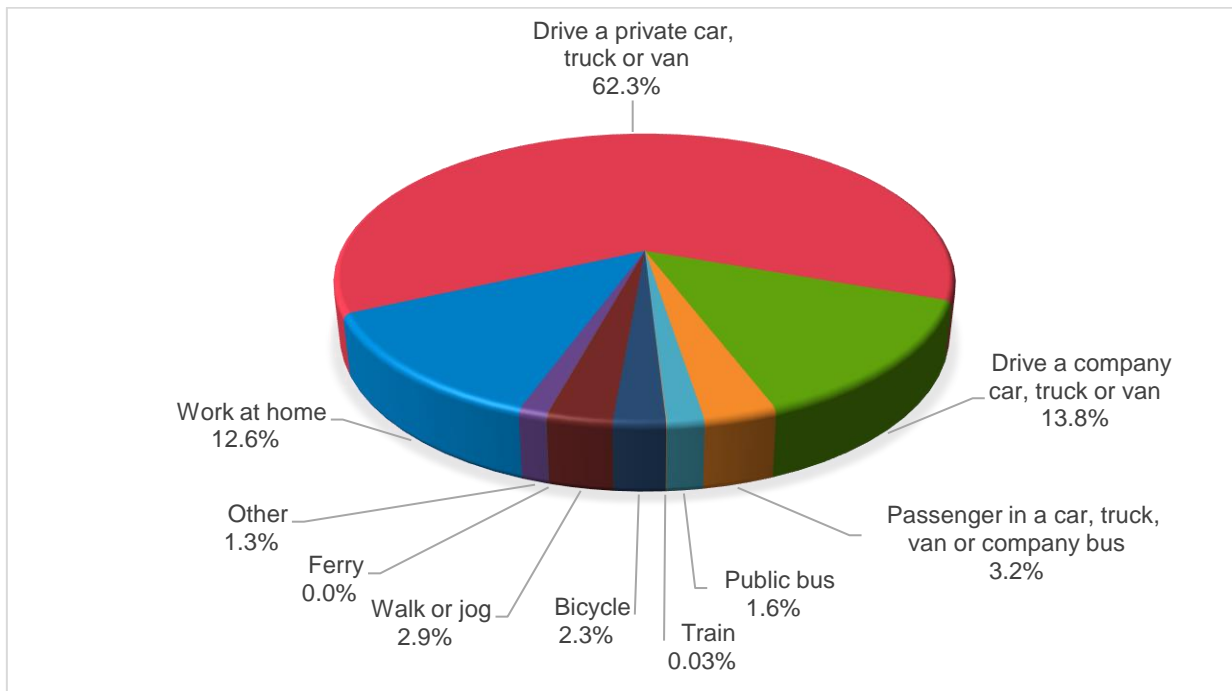
Source: 2018 Census, Statistics New Zealand

## 10. Travel to work

Tauranga has high quality roads. The convenience of private transport reflected the fact that more than half (62%) of those employed in Tauranga drove a private car, truck or van to their place of work. Around 14% of the working population of Tauranga had taken a company car, van or truck as a mode to travel to work, making this the second most popular mode of transport in Tauranga in 2018.

While only a small percentage of people used public transport for travelling to work in Tauranga, actual number of people had steadily increased, from 150 (0.4%) at 2001 Census to 1,098 (1.6%) at 2018 Census.

**Figure 22: Main means of travel to work, Tauranga City 2018**



Source: 2018 Census, Statistics New Zealand.

**Table 7: Mode of travel to work in Tauranga City, 2018**

Mode of Travel to Work	Number of people			
	2001	2006	2013	2018
Worked at home	2,925	3,435	3,810	8,544
Did not go to work that day <sup>1</sup>	4,965	5,565	6,030	
Public bus	150	372	684	1,098
Train <sup>2</sup>	21	15	18	21
Drove a private car, truck, van	20,415	25,554	26,493	42,237
Drove a company car, truck or van	4,575	6,654	6,939	9,348
Passenger in a car, truck, or van	1,434	1,986	1,542	2,190
Motor bike or power cycle <sup>3</sup>	372	408	558	
Bicycle	1,032	999	1,263	1,554
Walked or jogged	1,356	1,635	1,656	1,956
Ferry				9
Other	177	219	330	864
Not elsewhere included	1,209	2,250	1,587	
<b>Total</b>	<b>38,637</b>	<b>49,098</b>	<b>50,904</b>	<b>67,821</b>

<sup>1</sup> The 2018 Census asked about the usual main way to travel to work while previous Censuses asked for the main way to work on Census day.

<sup>2</sup> Per Statistics New Zealand, few people who live in Tauranga may possibly have taken a train on Census day somewhere else where there is a service

<sup>3</sup> In 2018 Census, motorbike as a means of travel to work was included in 'Other'

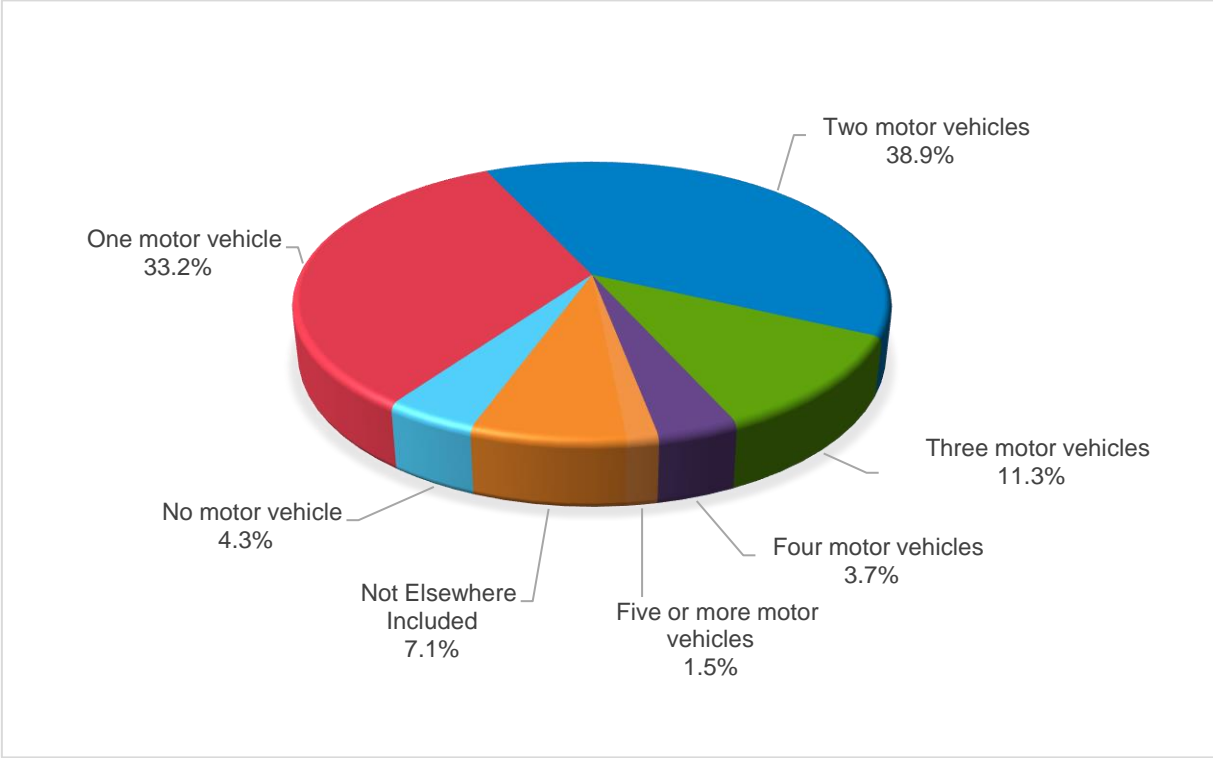
Source: 2001, 2006, 2013 and 2018 Census, Statistics New Zealand

## 11. Household motor vehicle ownership

Figure 23 shows the distribution of motor vehicle ownership for private occupied dwellings in Tauranga in 2018 Census. The proportion of households that owned motor vehicles declined from 89.9% in 2013 to 88.6% in 2018.

Almost 39% of households in Tauranga owned two vehicles and one third owned one vehicle (33%). The households that did not own a motor vehicle went down by 1.9% and those that owned one and three vehicles also went down by 6.1% and 1%, respectively, from 2013 to 2018 Census. While there was no household in Tauranga City that owned more than three vehicles during the 2013 Census, 3.7% and 1.5% of the households in 2018 owned four and five or more motor vehicles, respectively.

**Figure 23: Household motor vehicle ownership, Tauranga City 2018**



Source: 2018 Census, Statistics New Zealand.

## 12. Income of Tauranga City residents

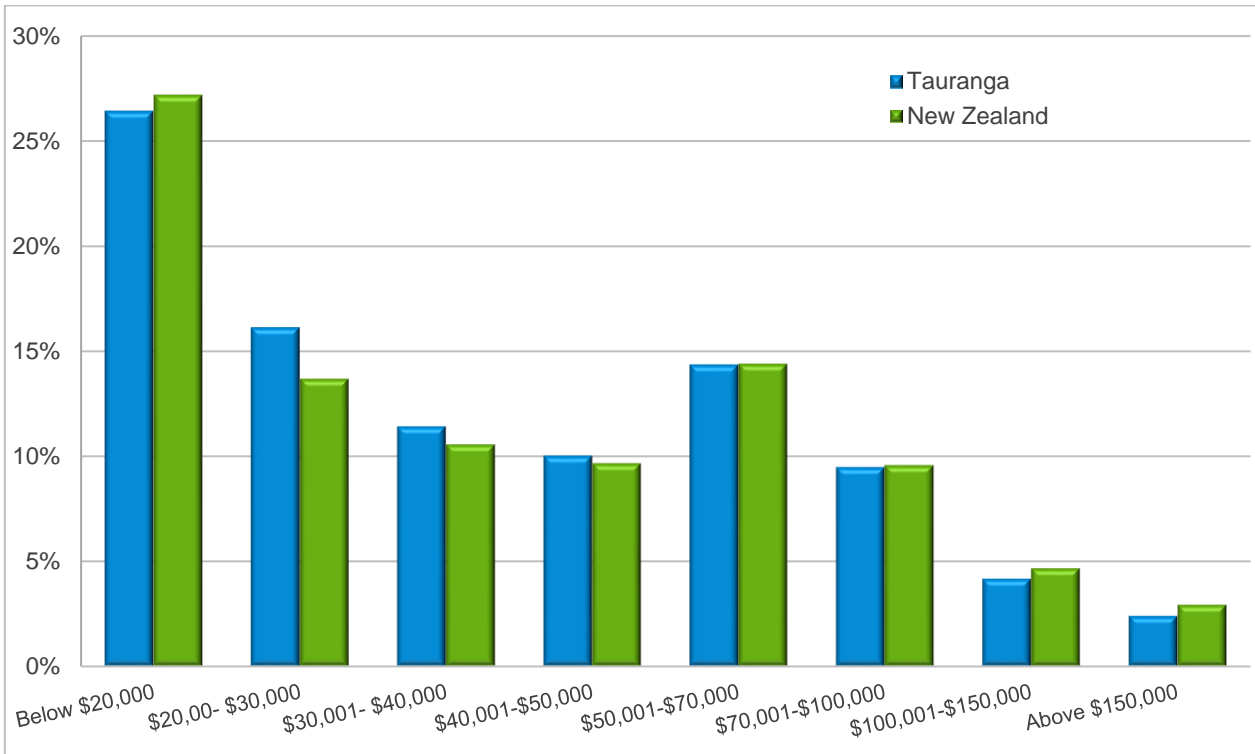
At the time of the 2018 Census, Tauranga City had a median household income of \$69,800, and median personal income of \$31,600. The median household income for Tauranga in 2013 was \$55,800 and the median personal income was \$27,100. As this income covered all sources, it included retirees and beneficiaries, which formed a relatively high proportion of Tauranga’s residents.

As illustrated in Figure 24, Tauranga had higher proportions of people earning \$20,000-\$50,000 than the national average, but smaller proportions earning less than \$20,000 and in the income brackets over \$70,000. Figure 25 outlines the sources of personal income.

The overall income pattern reflected Tauranga’s larger proportion of retirees than the national average.

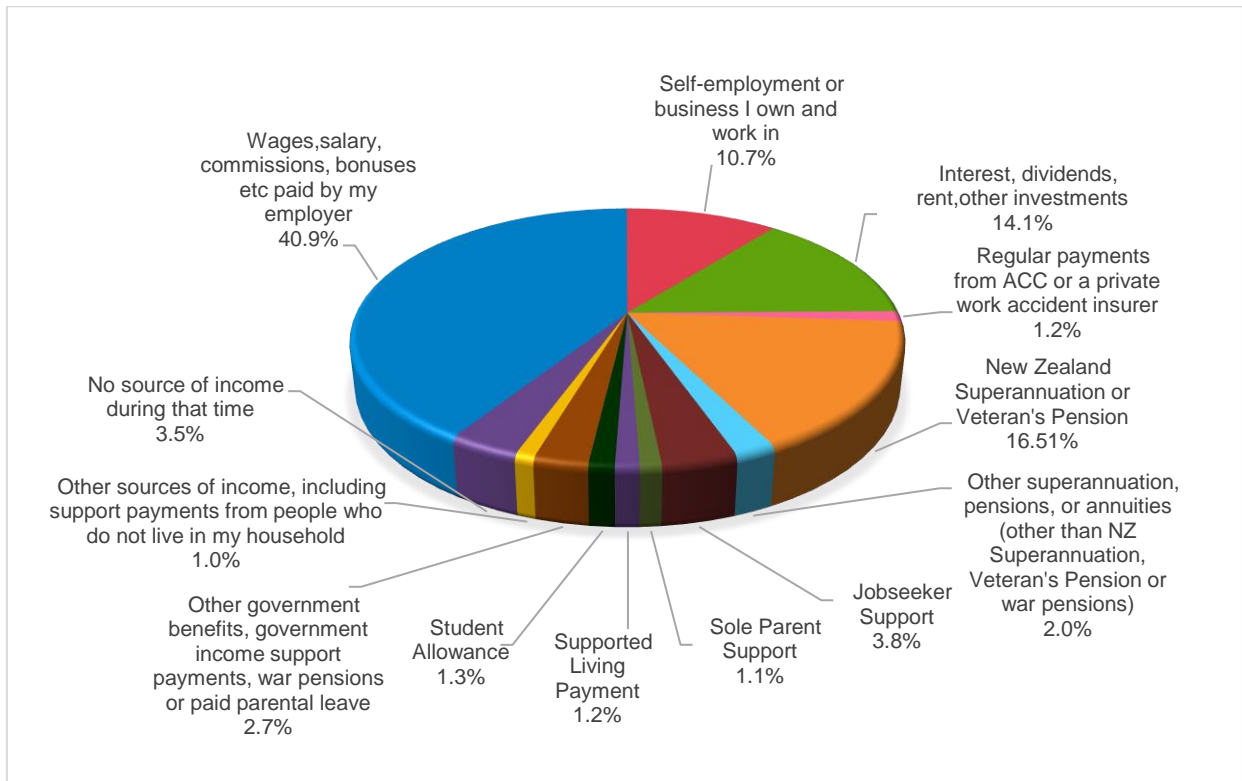
The Ministry of Business, Innovation and Employment (MBIE) estimated Tauranga City’s average and median household incomes in 2019 at \$99,000 and \$90,600, respectively.

**Figure 24: Personal income of Tauranga City residents compared with New Zealand, 2018**



Source: 2018 Census, Statistics New Zealand.

**Figure 25: Source of personal income, Tauranga City 2018**



Source: 2018 Census, Statistics New Zealand



## 13. Employment status

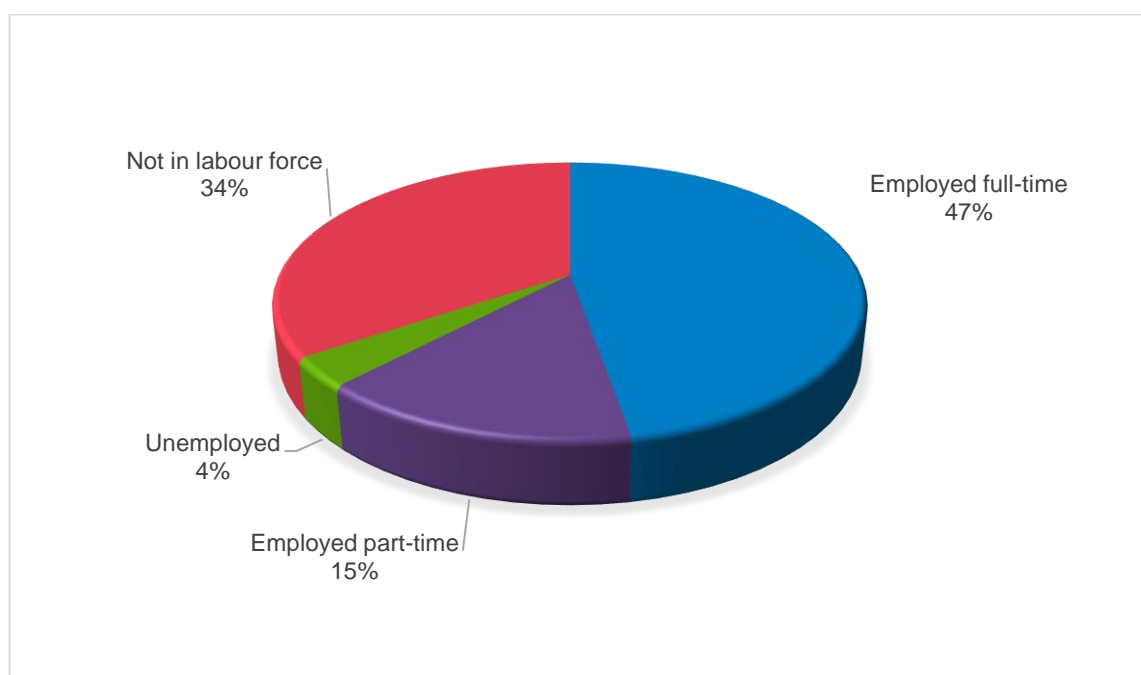
### Tauranga employment status

At the 2018 Census, more than 47% of Tauranga residents who were 15 years or older and in the labour force were full-time or salary workers. This is equivalent to an increase of 5.5% from the 2013 Census figure of 41.8%. Likewise, the proportion of part-time employees increased slightly by 0.8%, from 14.1% to 14.9%, from 2013 to 2018 Census.

Nearly 38% of Tauranga residents who were 15 years or older were either not in the labour force or unemployed. This is equivalent to a decline of 2.2% from the 2013 Census proportion of 40.1%.

Compared to the whole of New Zealand, Tauranga City had a higher (by 3.2%) percentage of residents who were not in the labour force. The difference appears to be due to Tauranga having a higher proportion of people aged 65+ (and therefore retired) and a slightly lower than average proportion of people aged 17-25.

**Figure 26: Employment status of Tauranga City residents (aged 15 years and above), 2018**



Source: 2018 Census, Statistics New Zealand

### Bay of Plenty – regional labour market

According to Statistics New Zealand, the Bay of Plenty region had a working age population of 276,200 as at December 2022 per results of the Household Labour Force Survey<sup>8</sup>. The labour participation rate in the region stood at 67.5%, slightly up by 0.1% from the previous year. In comparison, the national average participation rate was 71.3%, up by 0.5% from the previous year. At December 2022, the region had 186,300 people in the labour force.

<sup>8</sup> Statistics obtained from the Household Labour Force Survey (HLFS) conducted by Statistics New Zealand. The HLFS is a nationwide quarterly survey and is the official measure of employment. It provides the only comprehensive, ongoing measure of the country's labour force.

The annual employment rate (the proportion of the working-age population that is employed) in the Bay of Plenty region stood at 64.8% at December 2022, slightly higher than the previous year's rate of 64.8%. In comparison, the national average employment rate was 68.1%. The Bay of Plenty region had 179,100 people employed as at December 2022, an increase of 4,100 people from the previous year.

The region's unemployment rate was declining in the last two years, from 5.1% in 2020 to 3.9% in December 2022 (4.5% in 2021). On the average, the national unemployment rate was 3.3%, down by 0.5% from the previous year's level of 3.8%.

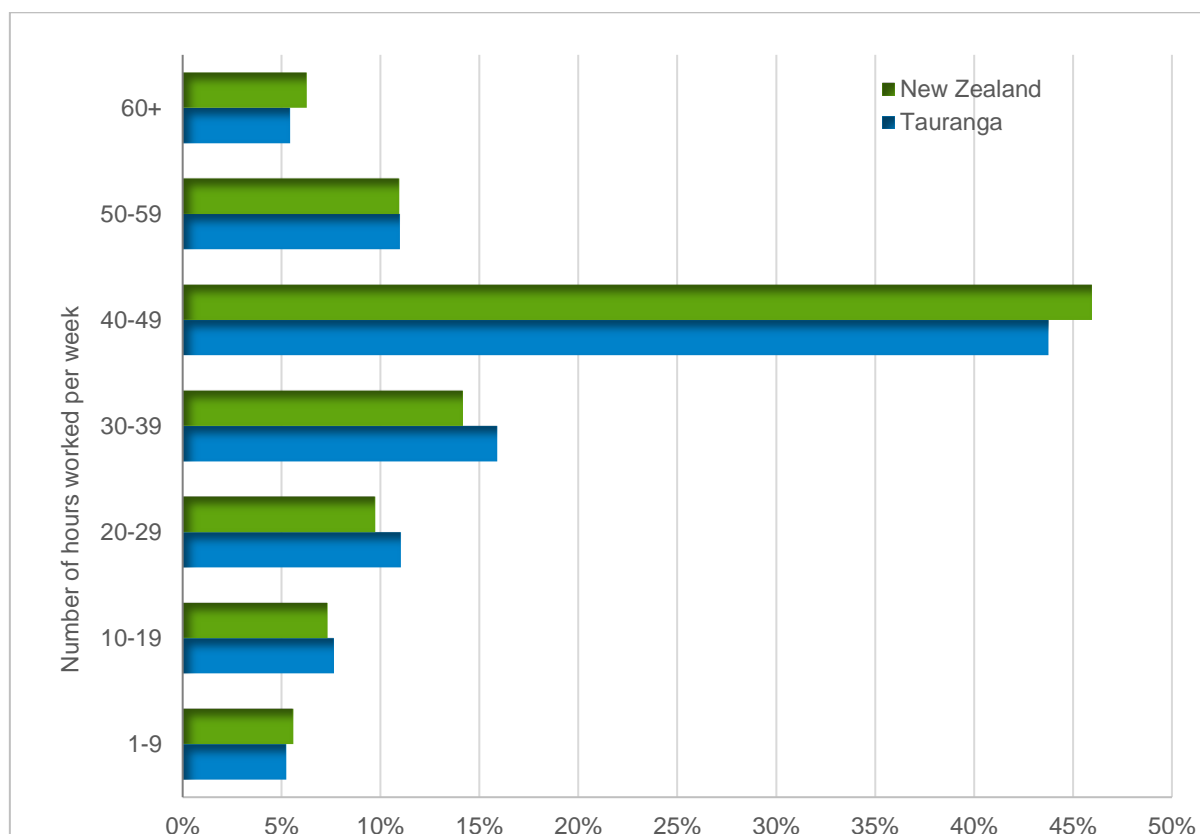
## Tauranga labour market

The MBIE recorded Tauranga's labour force participation rate at 69.6% at September 2022, higher by 0.9% than the previous year. In the same period, Tauranga achieved an employment rate of 67.7%, higher by 1% than the previous year. The city's unemployment rate was 2.8%, a 0.2% improvement from the previous year's 3% unemployment rate.

Statistics New Zealand recorded a total of 70,390 filled jobs<sup>9</sup> in Tauranga during the December 2021 quarter, an improvement of 3,560 jobs or 5.3% from the 66,830 jobs filled in December 2020.

Figure 27 shows the number of hours worked by Tauranga residents in employment per week as recorded in the 2018 Census. Table 9 outlines the employment status by statistical area 2.

**Figure 27: Hours worked in employment, Tauranga City 2018**



Source: 2018 Census, Statistics New Zealand

<sup>9</sup> Statistics New Zealand publishes the quarterly Linked Employer-Employee Data (LEED) constructed from monthly administrative data for individuals drawn from the Inland Revenue's taxation system and business data from Statistics NZ's Business Frame (BF).

**Table 8: Labour force and employment status, by statistical area 2, Tauranga City, 2018**

Statistical Area 2	Employed full-time	Employed part-time	Unemployed	Not in the labour force	Total people stated	Paid employee	Employer	Self-employed and without employees	Unpaid family worker	Total people
Matua North	1,035	390	60	843	2,334	1,059	123	228	15	1,425
Inlet Tauranga Harbour South	..	..	..	..	..	..	..	..	..	..
Mount Maunganui North	1,536	411	75	918	2,940	1,491	171	255	27	1,947
Matua South	903	300	57	858	2,115	939	84	171	9	1,203
Bethlehem North	825	372	54	1,644	2,895	894	117	174	12	1,197
Bellevue	1,554	498	111	726	2,889	1,767	81	192	9	2,052
Otumoetai North	1,542	537	90	1,347	3,516	1,623	153	291	15	2,079
Otumoetai South	1,488	504	87	891	2,970	1,584	138	258	9	1,989
Brookfield West	1,149	312	120	678	2,259	1,266	42	144	6	1,461
Bethlehem Central	1,458	516	102	1,323	3,399	1,500	195	258	24	1,974
Brookfield East	1,113	342	78	633	2,166	1,239	60	144	12	1,455
Mount Maunganui South	1,386	381	54	534	2,355	1,299	180	270	21	1,767
Tauranga Central	1,017	327	66	975	2,382	1,071	114	144	12	1,341
Mount Maunganui Central	168	45	12	72	300	168	6	39	0	213
Judea	984	318	87	729	2,121	1,104	66	120	12	1,305
Te Reti	708	222	66	441	1,434	795	42	90	3	933
Bethlehem South	411	165	21	273	867	369	87	114	6	576
Omanu Beach	1,161	405	78	693	2,334	1,218	129	210	12	1,566
Tauranga Hospital	708	222	78	672	1,677	831	39	57	3	930
Tauriko	84	27	3	27	144	78	18	12	6	117
Gate Pa	1,590	441	168	918	3,120	1,827	51	147	6	2,031
Greerton South	270	81	21	198	570	318	0	30	3	354
Tauranga South	1,833	561	156	1,488	4,038	1,980	144	252	18	2,397
Arataki North	1,173	366	66	933	2,538	1,203	123	195	18	1,539
Matapihi	273	84	42	156	558	309	18	30	6	357
Pyes Pa West	1,413	372	75	804	2,664	1,458	111	201	12	1,788
Greerton North	1,218	369	114	1,095	2,799	1,398	42	126	18	1,584
Yatton Park	807	303	117	684	1,911	1,008	27	60	9	1,107
Pyes Pa North	1,503	489	93	1,629	3,714	1,668	96	213	15	1,992
Arataki South	1,179	366	87	615	2,247	1,257	99	180	6	1,545
Pyes Pa South	588	189	33	309	1,122	588	78	105	6	780
Poike	312	102	33	147	594	369	21	24	3	414
Te Maunga North	1,062	327	87	1,275	2,751	1,200	51	126	9	1,386

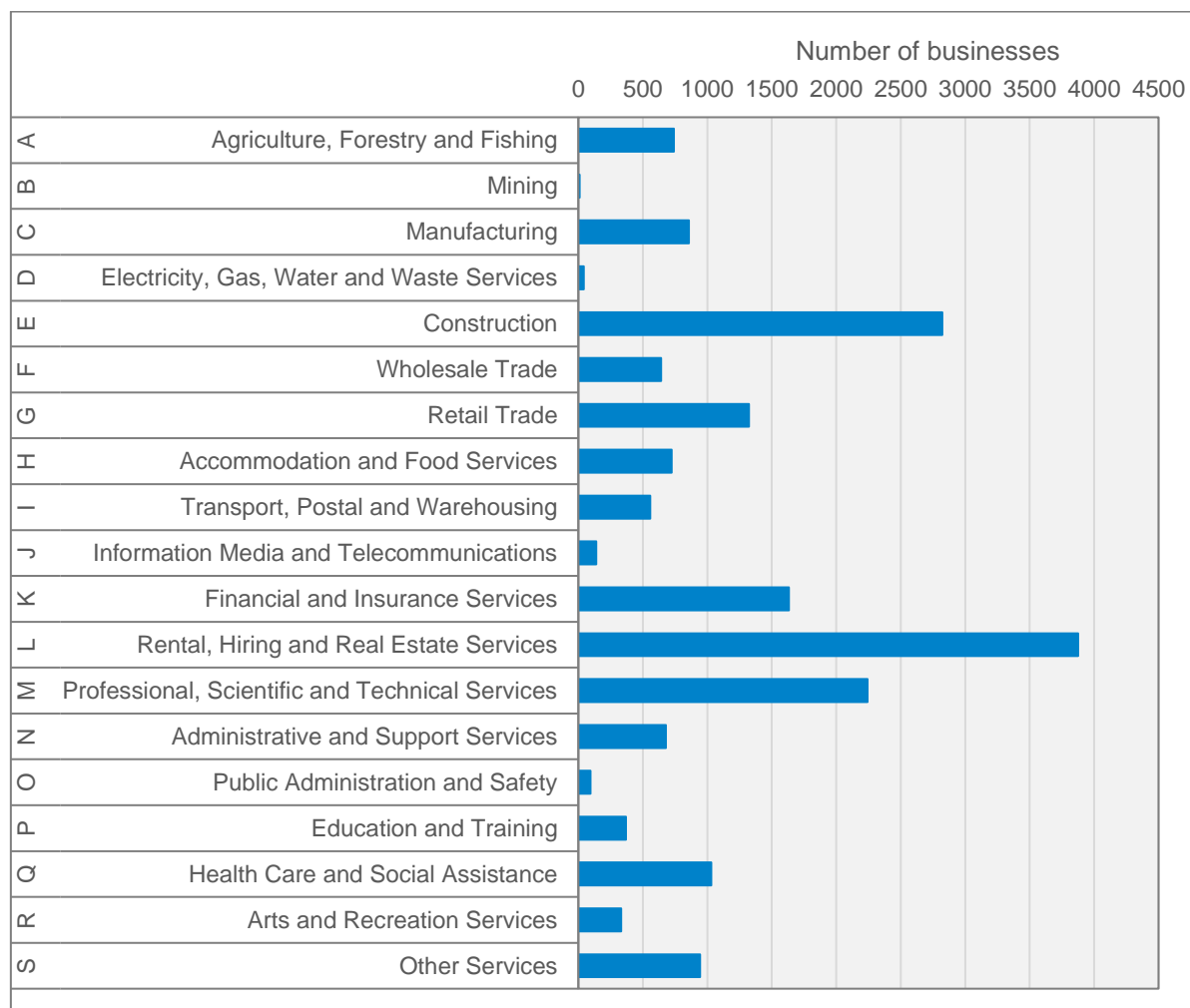
Statistical Area 2	Employed full-time	Employed part-time	Unemployed	Not in the labour force	Total people stated	Paid employee	Employer	Self-employed and without employees	Unpaid family worker	Total people
Maungatapu	1,128	348	69	798	2,340	1,212	93	156	15	1,473
Hairini	1,191	360	114	978	2,646	1,350	51	132	18	1,554
Pyes Pa East	249	93	24	141	507	240	48	45	9	339
Te Maunga South	1,458	426	93	1,530	3,507	1,491	129	240	21	1,884
Kaitemako	576	204	42	333	1,158	639	42	87	15	780
Ohauti	1,287	429	75	933	2,721	1,392	123	198	3	1,713
Baypark-Kairua	180	84	15	168	450	201	24	33	9	264
Welcome Bay West	1,131	321	99	531	2,082	1,272	33	135	9	1,449
Welcome Bay East	921	288	93	645	1,944	993	69	132	15	1,209
Pacific View	1,161	378	54	762	2,355	1,263	102	162	9	1,536
Welcome Bay South	1,407	447	96	660	2,607	1,575	81	177	18	1,854
Palm Beach North	1,308	357	96	657	2,421	1,440	66	150	12	1,665
Palm Beach South-Gravatt	1,326	432	69	1,332	3,159	1,311	159	255	27	1,758
Papamoa Beach North	1,089	360	96	576	2,121	1,233	66	147	6	1,449
Doncaster	1,182	336	84	777	2,376	1,278	81	150	9	1,515
Papamoa Beach South	1,044	342	87	642	2,112	1,119	84	165	15	1,386
Motiti	1,299	402	69	678	2,445	1,320	138	222	15	1,698
Wairakei	1,203	285	90	900	2,478	1,245	75	162	3	1,488
<b>Tauranga City</b>	<b>51,591</b>	<b>16,233</b>	<b>3,753</b>	<b>37,572</b>	<b>109,152</b>	<b>55,461</b>	<b>4,173</b>	<b>7,611</b>	<b>582</b>	<b>67,824</b>
<b>Tauranga City %</b>	<b>47.3%</b>	<b>14.9%</b>	<b>3.4%</b>	<b>34.4%</b>		<b>81.8%</b>	<b>6.2%</b>	<b>11.2%</b>	<b>0.9%</b>	

Source: 2018 Census, Statistics New Zealand

## 14. Business employment and type

According to Statistics New Zealand’s business demography statistics, Tauranga hosts 19,053 businesses or 3% of all the businesses in New Zealand as at February 2022<sup>10</sup>. This was an increase of 6.7% or 1,194 businesses from the previous year. The Rental, Hiring and Real Estate Services was the biggest industry accounting for 20.3% of all businesses in Tauranga. The construction industry was the second most significant comprising 14.8% of businesses in Tauranga.

**Figure 28: Business geographic units by industry, Tauranga City (as at February 2022)**

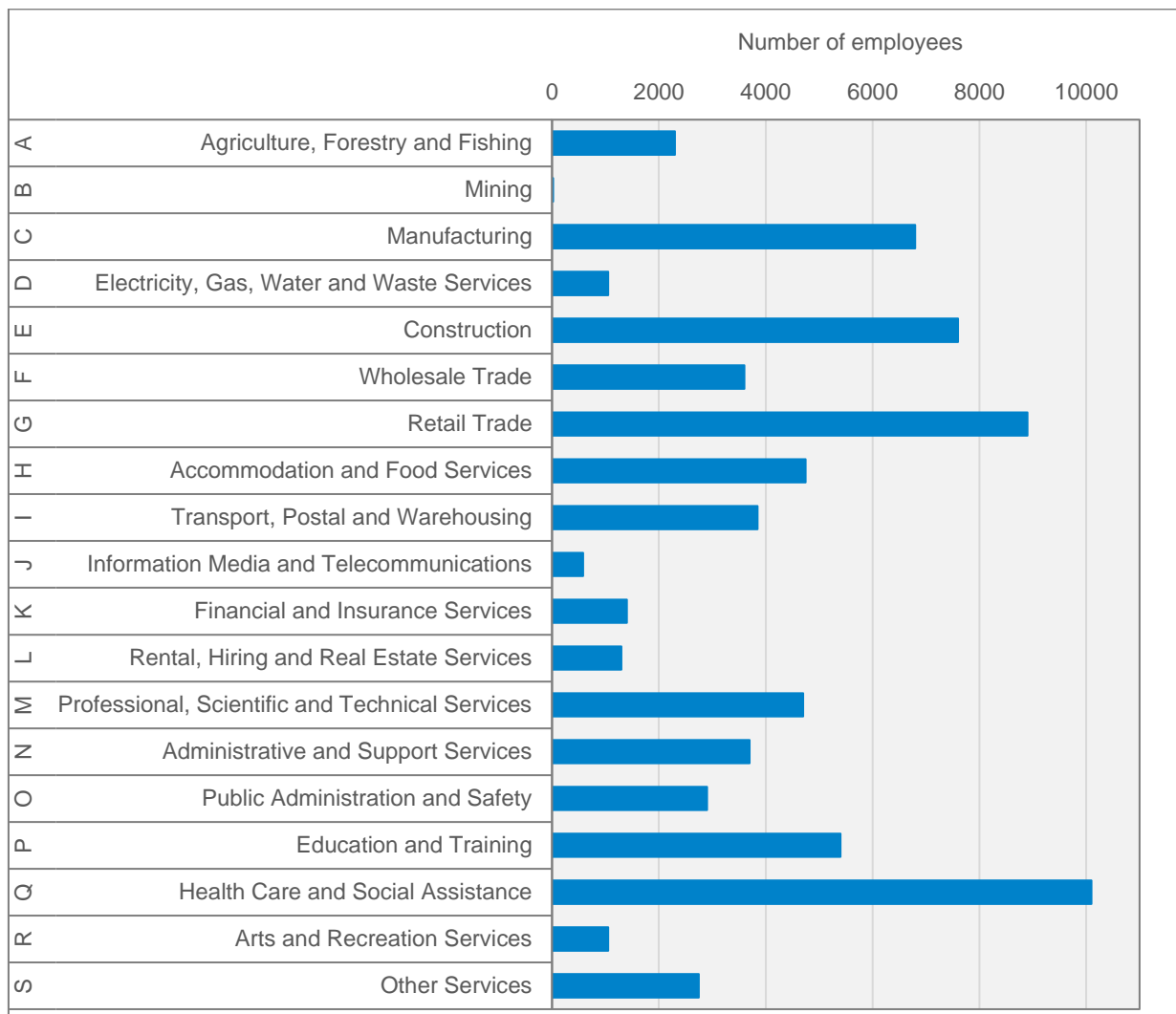


Source: Statistics New Zealand

A total of 72,800 employees worked in Tauranga as at February 2022, representing 3.0% of the total employees in New Zealand. This was an increase of 4.1% or 2,900 employees from February 2021. The largest industry in terms of employees was the ‘Health, Care and Social Assistance’ industry, which employed 13.9% of all employees in the city (see Table 10). The ‘Retail Trade’ industry was the second largest employer having 12% of total employees in Tauranga in 2022.

<sup>10</sup> A “Business Unit” is defined by Statistics NZ as a separate operating unit engaged in New Zealand in one, or predominately one, kind of economic activity from a single physical location or base.

**Figure 29: Employees by industry, Tauranga City (as at February 2022)**



Source: Statistics New Zealand

A breakdown of employees and business unit numbers by statistical area 2 is available online at Statistics New Zealand’s web portal [NZ.Stat](https://www.nz.govt.nz/infrastructure/infrastructure-2023/nz-stat).

**Table 9: Employees by industry, 2012-2022, Tauranga City (as at February 2022)**

Industry (ANZIC06)	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2022 - % to Total
A Agriculture, Forestry and Fishing	1,400	1,350	1,550	1,850	2,500	2,200	2,650	2,700	2,450	2,400	2,300	3.2%
B Mining	9	21	25	18	20	9	9	12	12	12	21	0.0%
C Manufacturing	4,850	4,800	5,000	5,400	5,600	5,900	6,000	6,100	6,500	6,400	6,800	9.3%
D Electricity, Gas, Water and Waste Services	220	220	320	280	260	900	950	1,050	1,100	1,100	1,050	1.4%
E Construction	3,500	3,900	4,350	4,400	5,200	5,900	6,400	6,800	7,000	7,300	7,600	10.4%
F Wholesale Trade	2,600	2,550	2,600	2,750	2,900	3,000	3,200	3,200	3,400	3,400	3,600	4.9%
G Retail Trade	6,600	6,300	6,500	6,700	7,100	7,600	7,700	8,100	8,400	8,300	8,900	12.2%
H Accommodation and Food Services	3,500	3,500	3,500	3,550	3,750	4,150	4,450	4,650	4,900	4,800	4,750	6.5%
I Transport, Postal and Warehousing	3,200	3,200	3,200	3,350	3,250	3,700	3,750	3,950	4,000	3,750	3,850	5.3%
J Information Media and Telecommunications	450	460	400	360	370	470	400	360	390	380	580	0.8%
K Financial and Insurance Services	920	920	900	890	970	1,050	1,200	1,200	1,450	1,400	1,400	1.9%
L Rental, Hiring and Real Estate Services	750	720	690	730	820	880	930	970	1,050	1,250	1,300	1.8%
M Professional, Scientific and Technical Services	3,200	3,250	3,550	3,500	3,900	3,700	3,950	4,050	4,150	4,400	4,700	6.5%
N Administrative and Support Services	2,550	2,700	2,800	3,250	3,550	3,400	3,700	3,800	3,950	3,700	3,700	5.1%
O Public Administration and Safety	2,200	2,000	1,950	1,900	2,100	2,400	2,450	2,650	2,800	2,800	2,900	4.0%
P Education and Training	4,050	4,000	4,200	4,450	4,600	4,900	5,100	5,200	5,200	5,300	5,400	7.4%
Q Health Care and Social Assistance	7,700	7,500	7,800	8,200	8,400	8,100	8,700	8,800	9,100	9,400	10,100	13.9%
R Arts and Recreation Services	790	810	800	900	910	980	1,050	1,100	1,200	1,100	1,050	1.4%
S Other Services	1,800	1,800	1,900	2,000	2,100	2,300	2,300	2,500	2,550	2,700	2,750	3.8%
<b>All Industries</b>	<b>50,300</b>	<b>50,000</b>	<b>51,900</b>	<b>54,600</b>	<b>58,200</b>	<b>61,600</b>	<b>65,000</b>	<b>67,300</b>	<b>69,600</b>	<b>69,900</b>	<b>72,800</b>	<b>100%</b>

Source: Business Demography, Statistics NZ

## 15. Further information

Further information can be obtained by contacting Tauranga City Council on 07 577 7000 or [info@tauranga.govt.nz](mailto:info@tauranga.govt.nz), visiting our website at [www.tauranga.govt.nz](http://www.tauranga.govt.nz) or coming in to our customer service centre at 21 Devonport Road, Tauranga.

Council's website contains this document, as well as the *SmartGrowth Development Trends reports* as downloadable PDF files.

Census data, Statistics NZ publications and internet access are available to the public at the Tauranga City libraries.

Statistics New Zealand holds much of the statistical data, derived from Census information, most of which is available free to the public on its website at [www.stats.govt.nz](http://www.stats.govt.nz). The Statistics NZ website is interactive and has web mapping package and data builder tool called *NZ.Stat* that allows Census and other statistical data to be accessed to statistical area 2 level.

Additional information about Tauranga City and the region can be obtained from these websites:

**Tourism Bay of Plenty**

<http://www.bayofplentynz.com>

**Tauranga Chamber of Commerce**

<http://www.tauranga.org.nz>

**Port of Tauranga**

<http://www.port-tauranga.co.nz>

**Western Bay of Plenty District Council**

<http://www.wbopdc.govt.nz>

**Priority One**

[www.priorityone.co.nz](http://www.priorityone.co.nz)

**Bay of Plenty District Health Board**

<http://www.bopdhb.govt.nz>

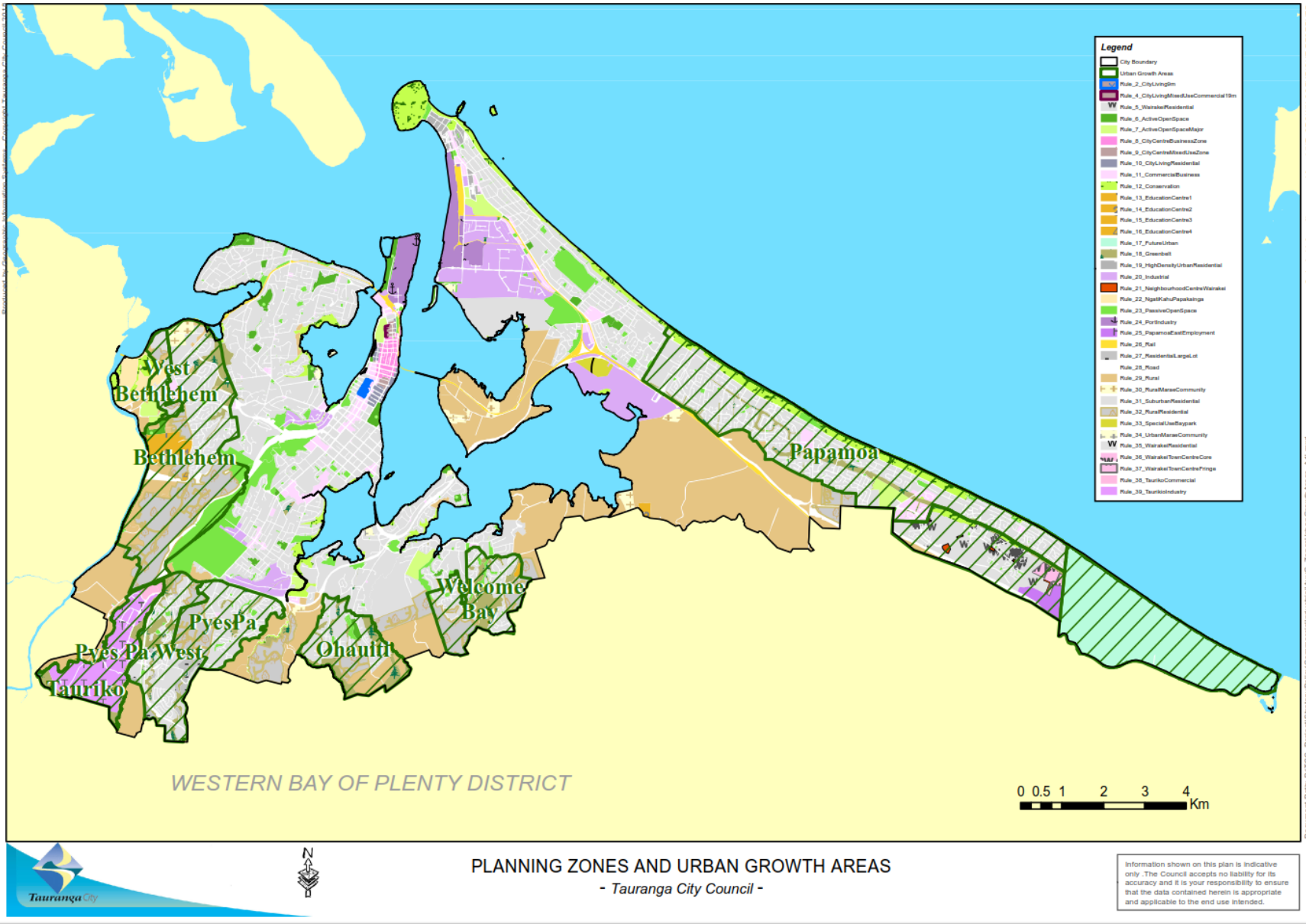
**SmartGrowth**

<http://www.smartgrowthbop.org.nz>

**Bay of Plenty Regional Council**

<http://www.boprc.govt.nz/>

# Attachment 1: Tauranga development map





# Attachment 2: Tauranga Statistical Area 2 map

