

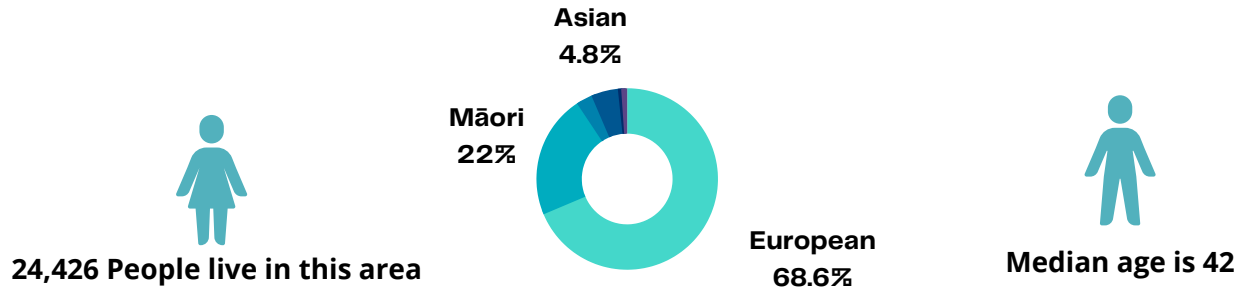
# TAUPŌ TOWNSHIP

Taupō Township is made up of 13 Statistical Area 2 units. It is home to 24,500 or 66% of the District's usual resident population in 2018. Around 66% are of European ethnicity, 20% are Māori and 14% have other ethnicity. Census data on income, employment and housing indicates that around 45% of the Township population earn less than \$30,000 per year in personal income. Around 64% of people are employed and 30% are out of the labour force (majority are retirees).

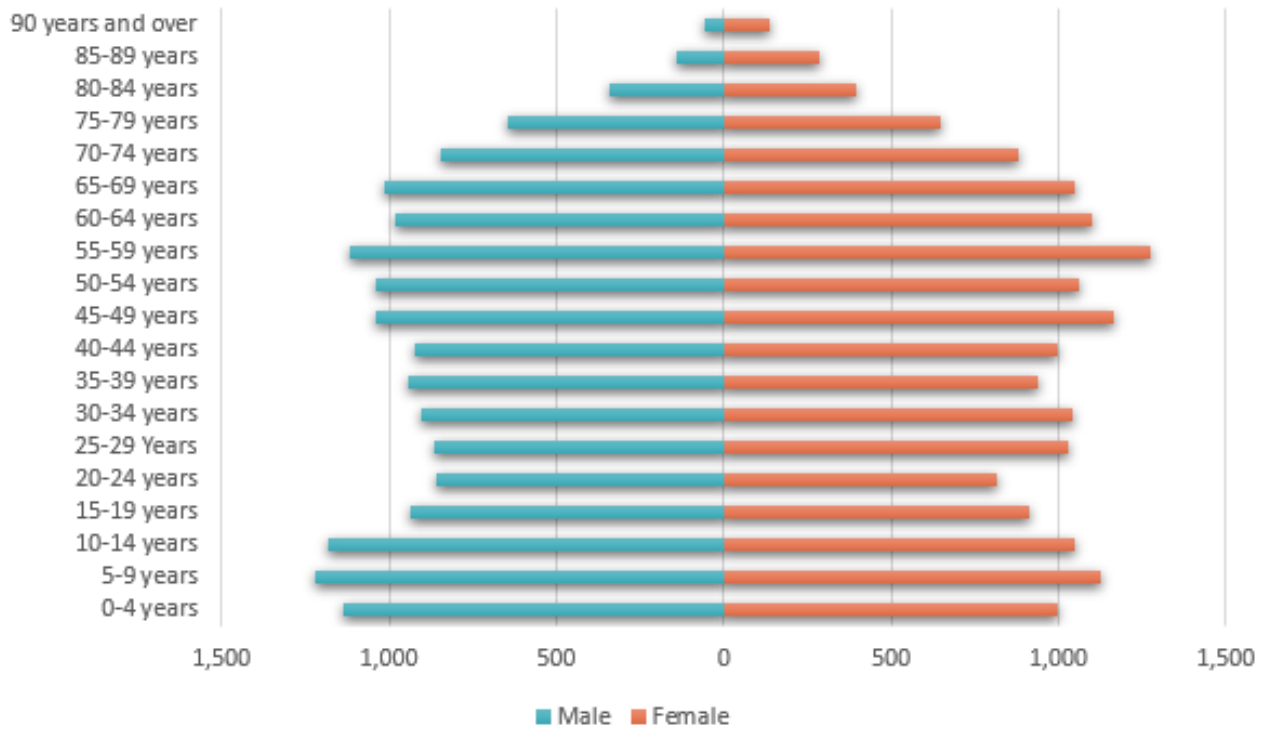
Median house price stood at \$745,000 in mid-2022 and around 43% of resident population do not own the home they live in. Deprivation scores vary across areas with Tauhara, Taupō Central-East and Waitahanui scoring relatively high while Acacia Bay and Nukuhau score relatively low. The higher the deprivation score, the higher the level of hardship for people living in that area.



# DEMOGRAPHICS



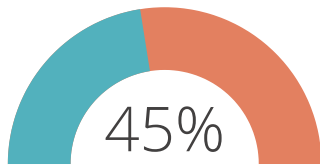
## Population Age by Sex Taupo Township



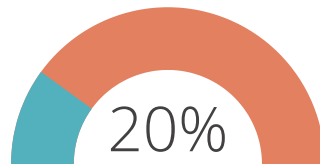
# INCOME



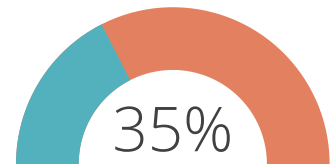
Median Personal Income is \$31,176



Of residents earn less than \$30,000 per year

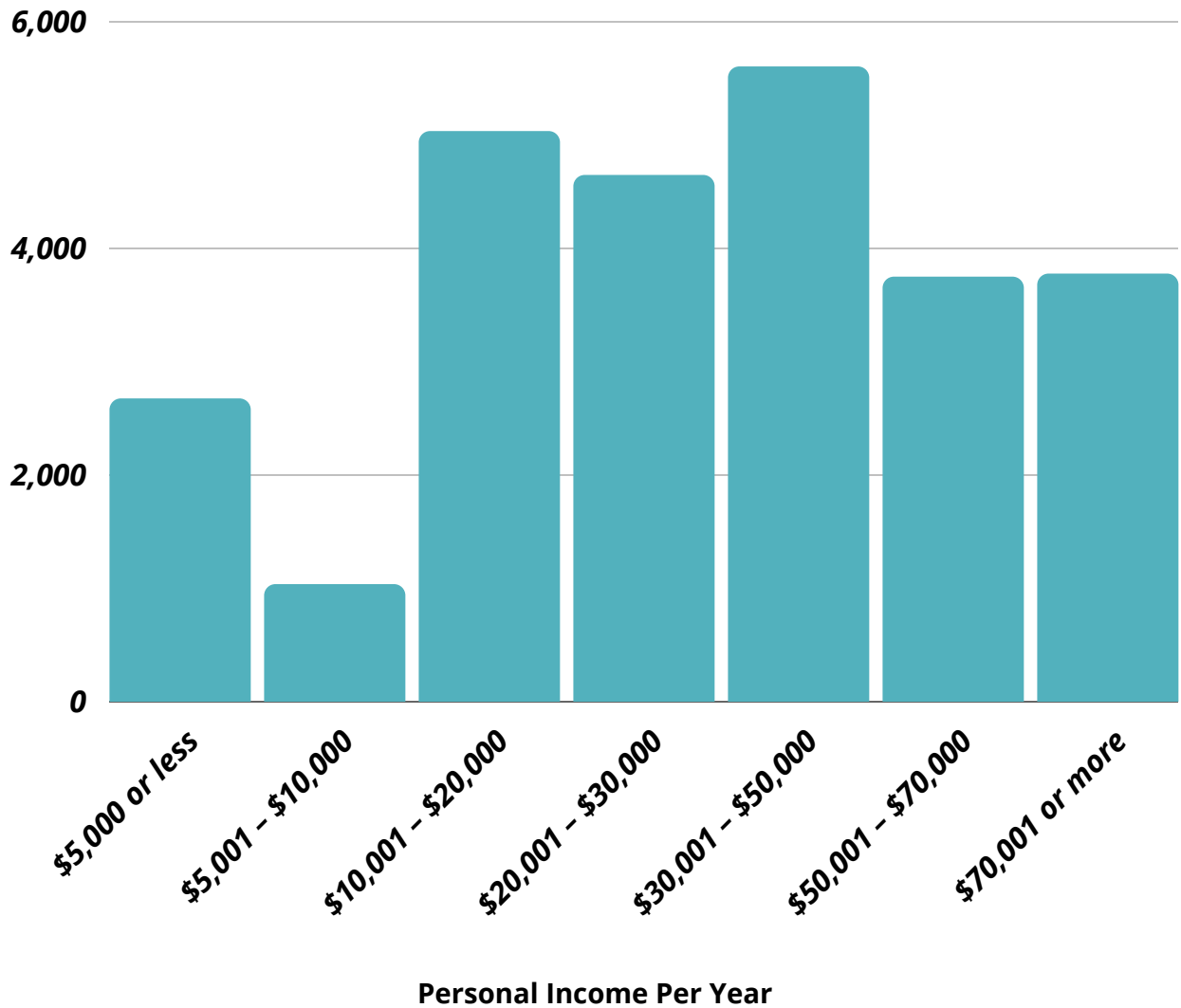


Of residents earn between \$30,000-50,000 per year

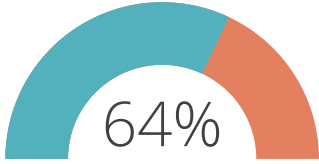


Of residents earn more than \$50,000 per year

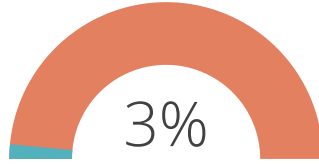
■ Residents



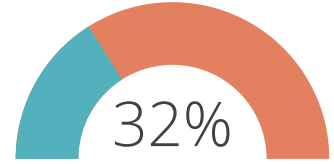
# EMPLOYMENT



**Of residents are employed full or part time**

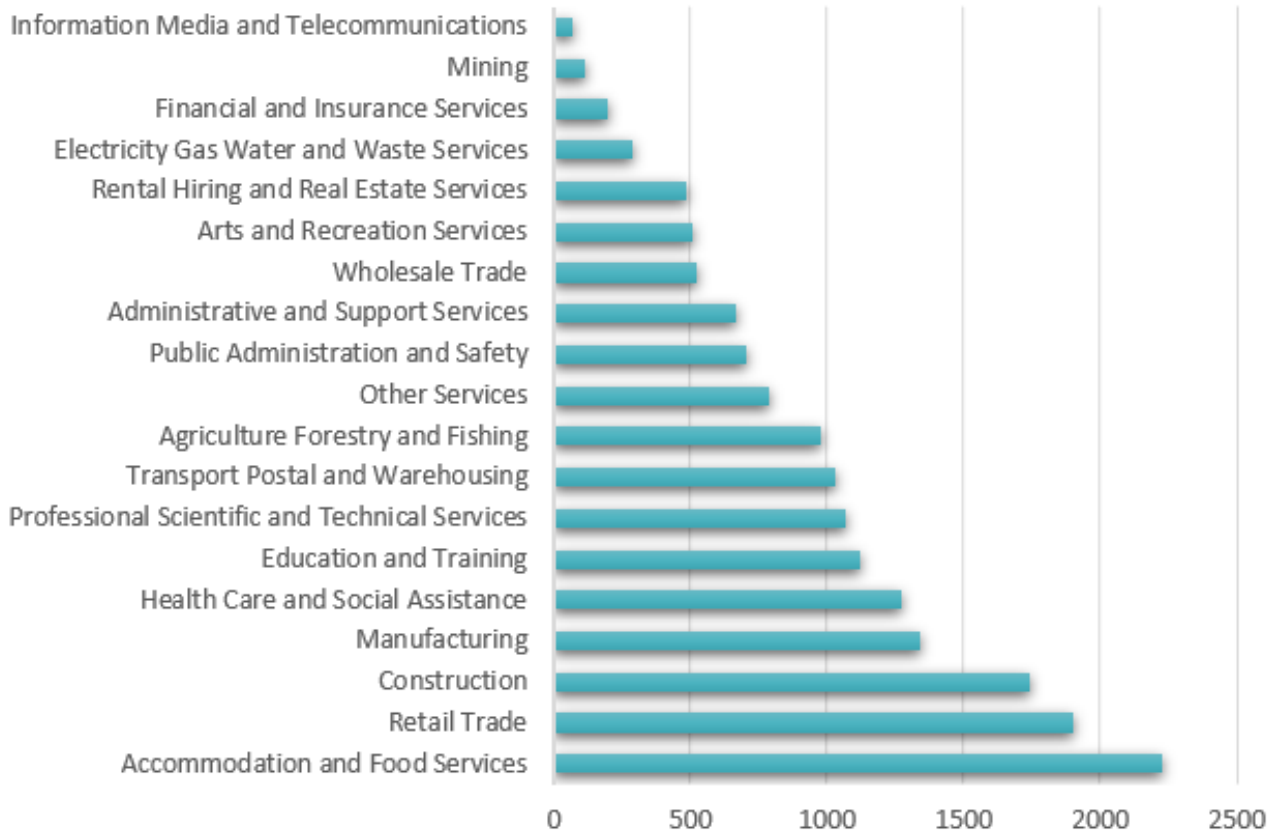


**Of residents are unemployed**



**Of residents are not in the labour force (majority retired)**

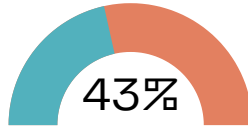
## Number of People Employed by Industry



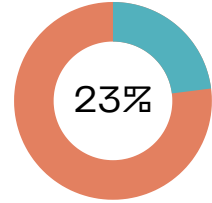
# HOUSING



Average household size



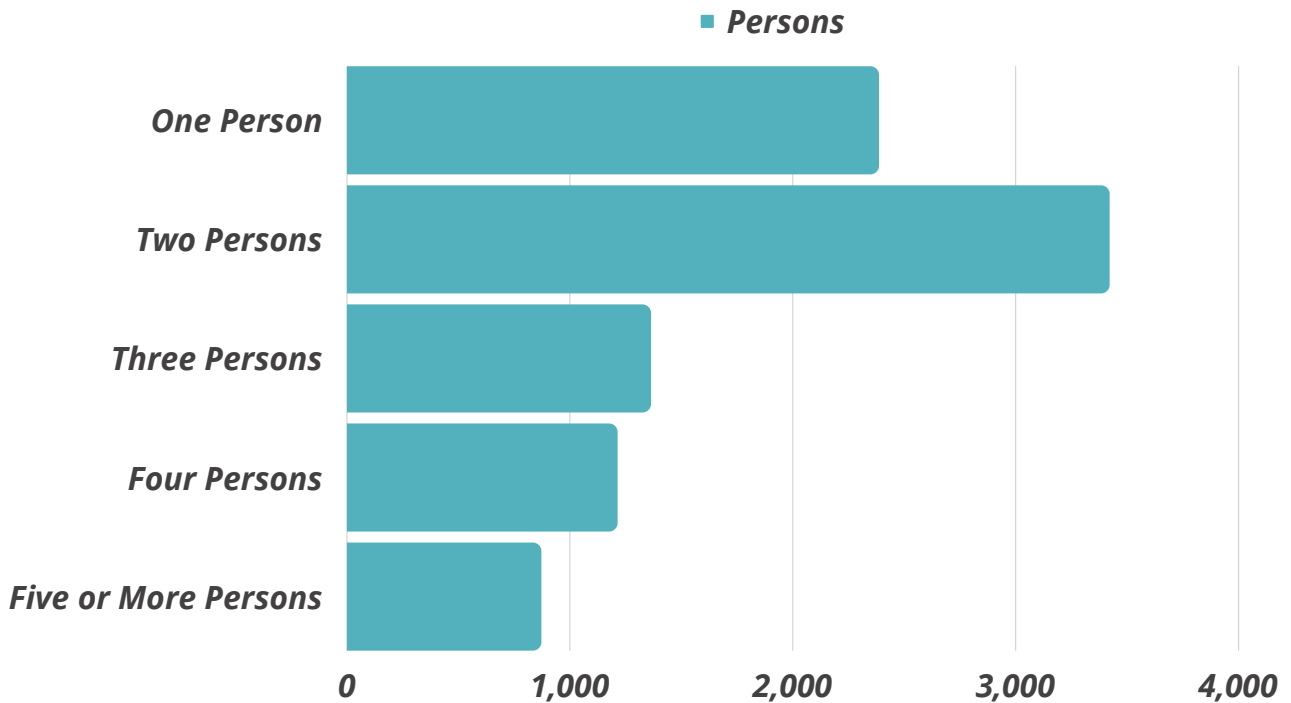
People do not own the home they live in



Of houses are holiday homes



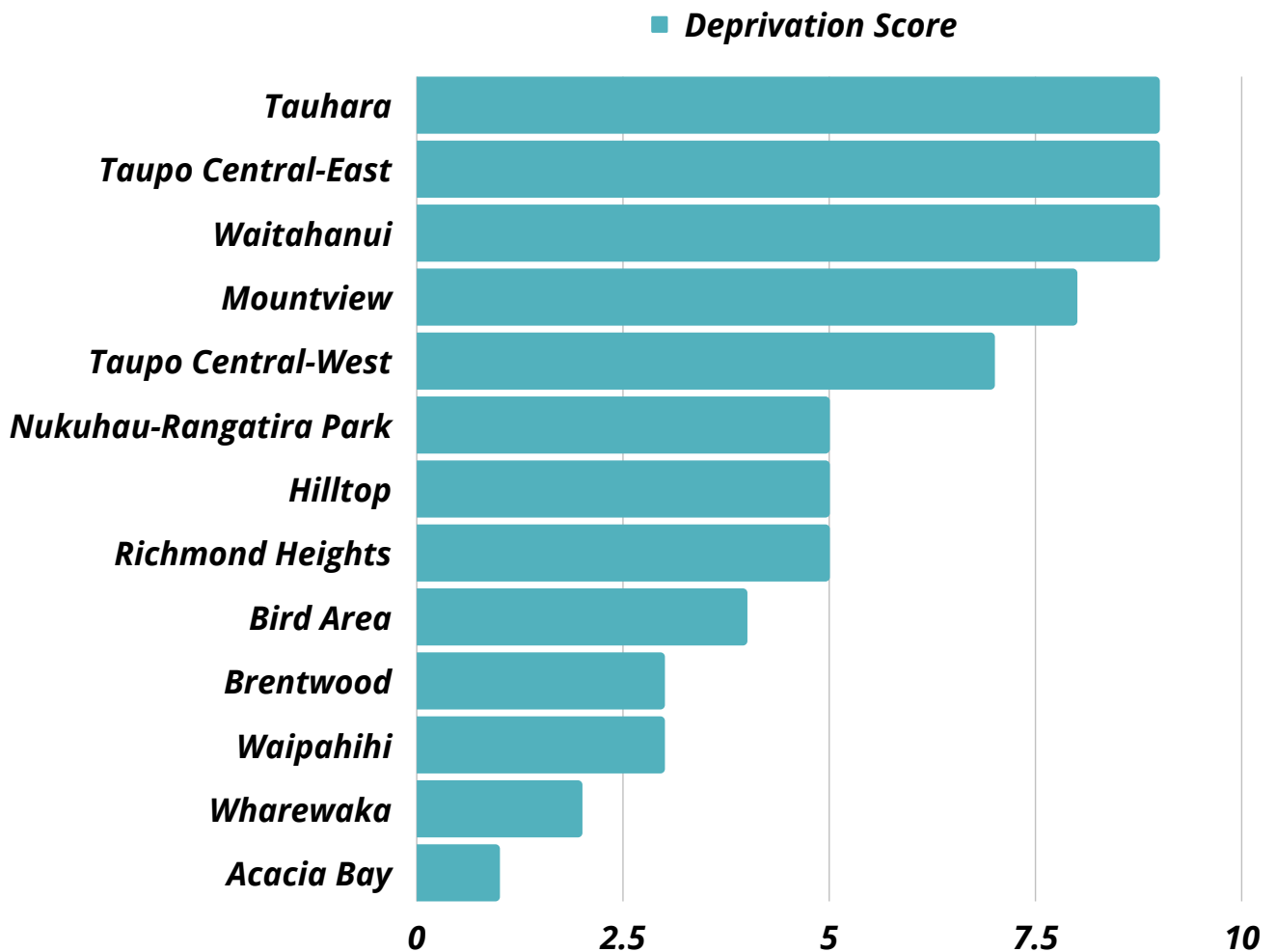
Median house prices range from \$627,000-\$1,200,000 depending on the area (in mid-2022)



# DEPRIVATION

The NZDep score is the measure of relative socioeconomic deprivation in a given area. The socioeconomic deprivation score is a measure of hardship that people face in that area and serves as a proxy to challenges faced by some of our communities. This index is made up of several indicators including income, level of education, and housing quality.

A score of one on the deprivation index shows that there are relatively few challenges facing the people that live in that area while a score of 10 indicates that there are significant hardships for people living in that area.

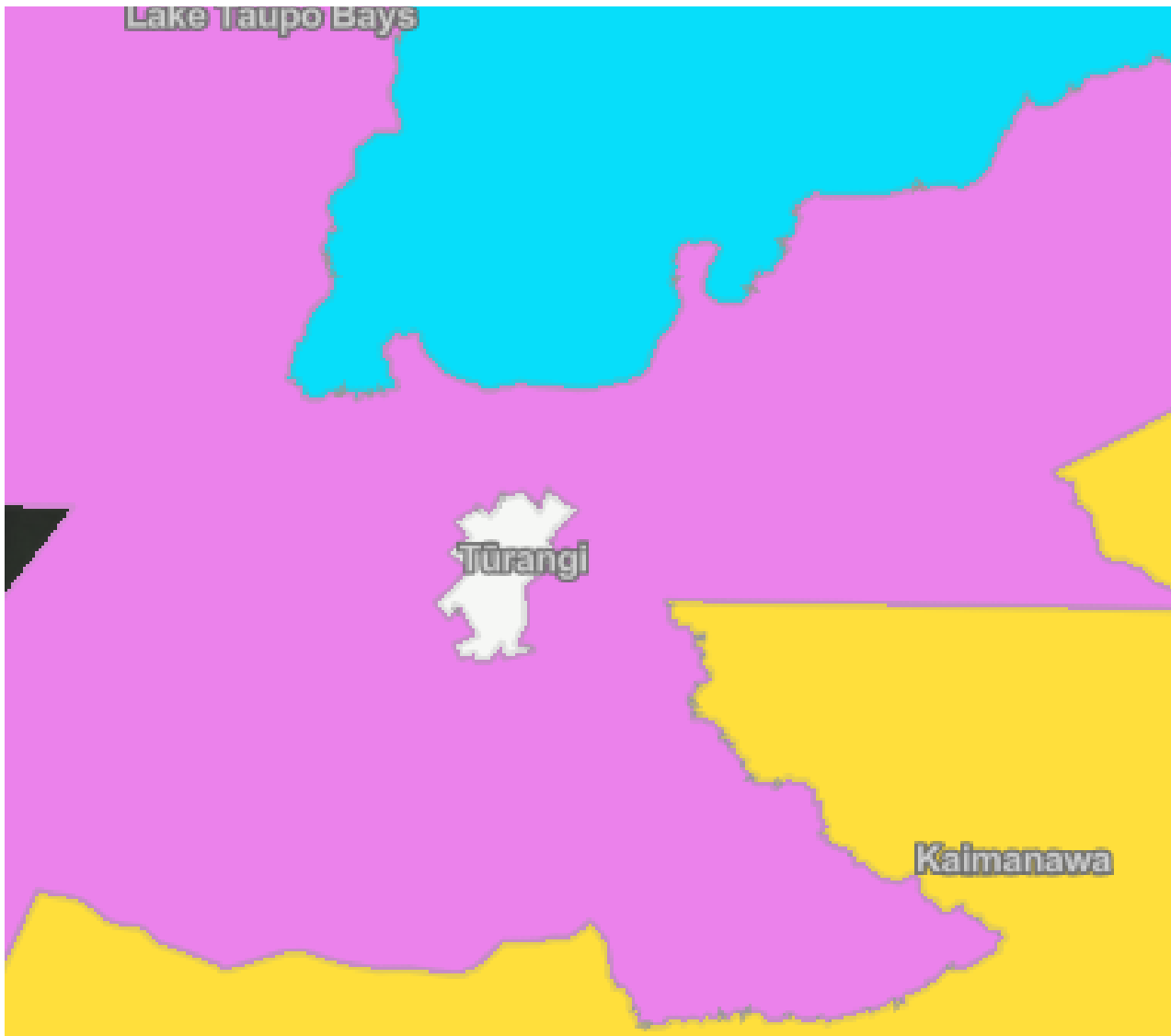


# TŪRANGI

The Tūrangi area is home to 3444 people and is one of the largest population centres outside of the Taupō town area. Around 51% of residents are Māori and 42% are of European ethnicity.

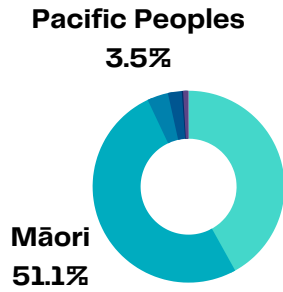
Census data on income, employment and housing indicates that around 63% of Tūrangi's population earn less than \$30,000 per year in personal income. Around 56% of residents are employed and 37% are not in the labour force (majority are retirees).


Median house price stood at \$500,000 in mid-2022 and around 48% of resident population do not own the home they live in. Deprivation score is 10 indicating that residents face a high level of hardship.



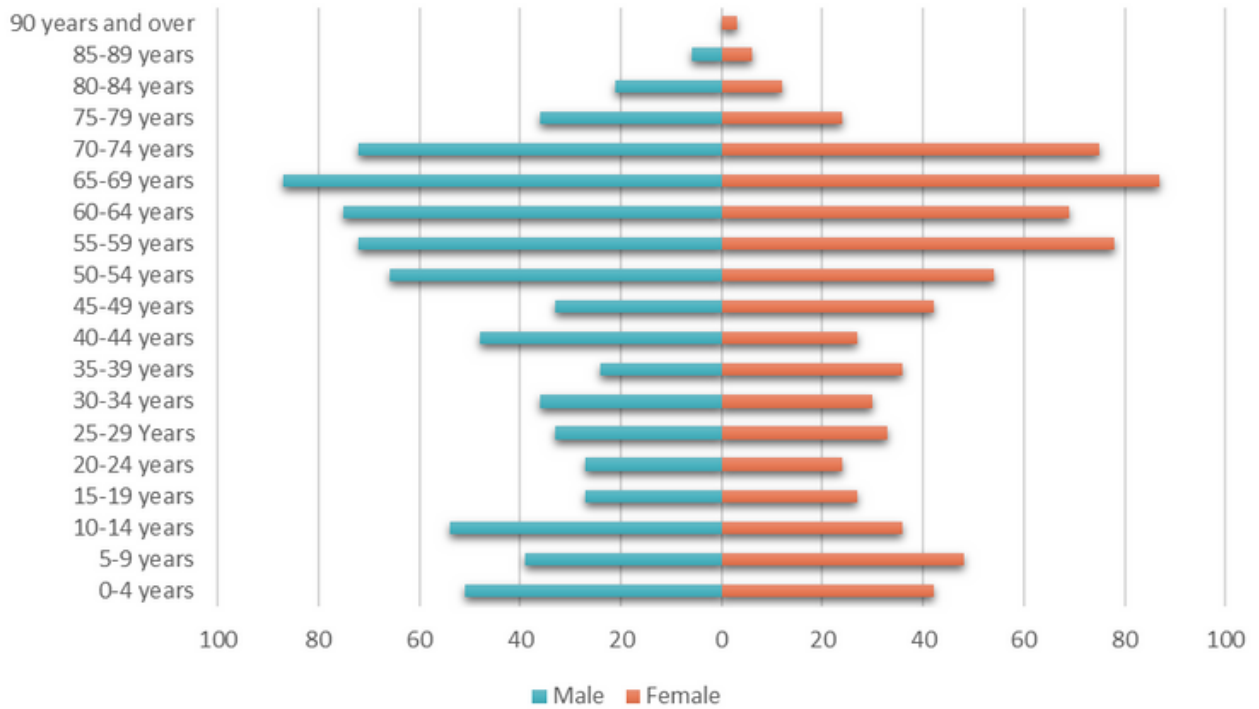
# DEMOGRAPHICS

  
**3444 People live in this area**



  
**Median age is 37**

## Population Age by Sex Tūrangi

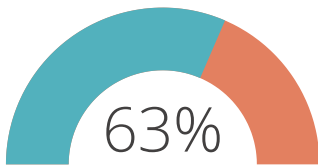




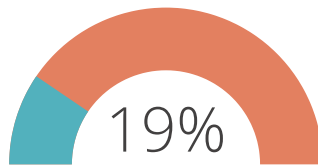
# INCOME



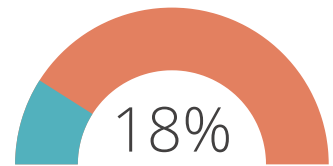
Median Personal Income is \$22,900



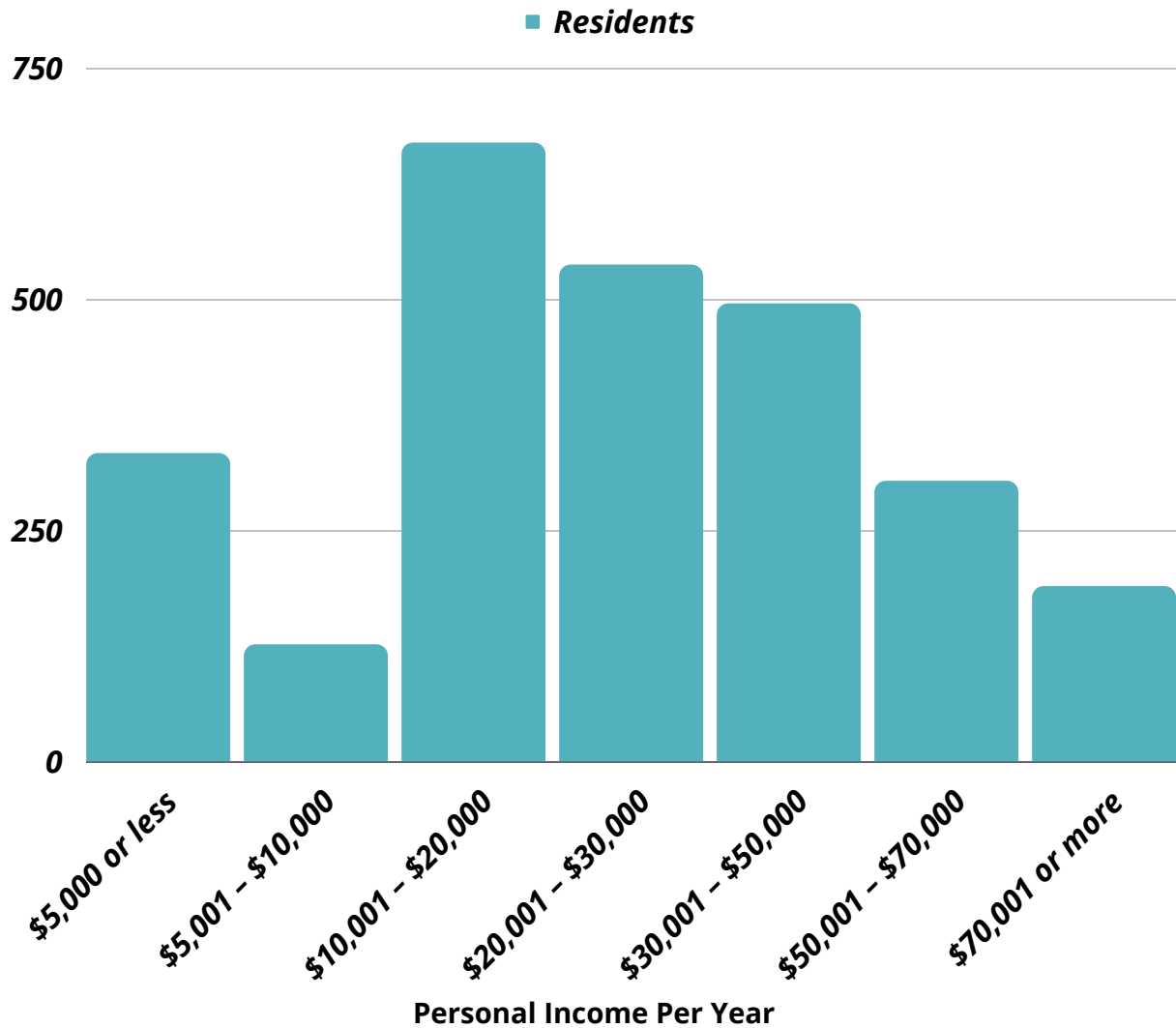
Of residents earn less than \$30,000 per year



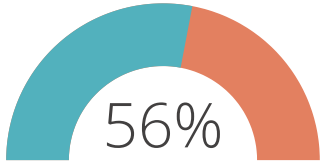
Of residents earn between \$30,000-50,000 per year



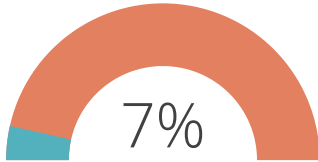
Of residents earn more than \$50,000 per year



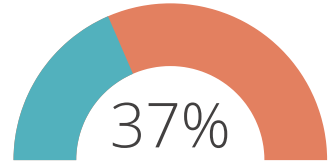
# EMPLOYMENT



**Of residents are employed full or part time**

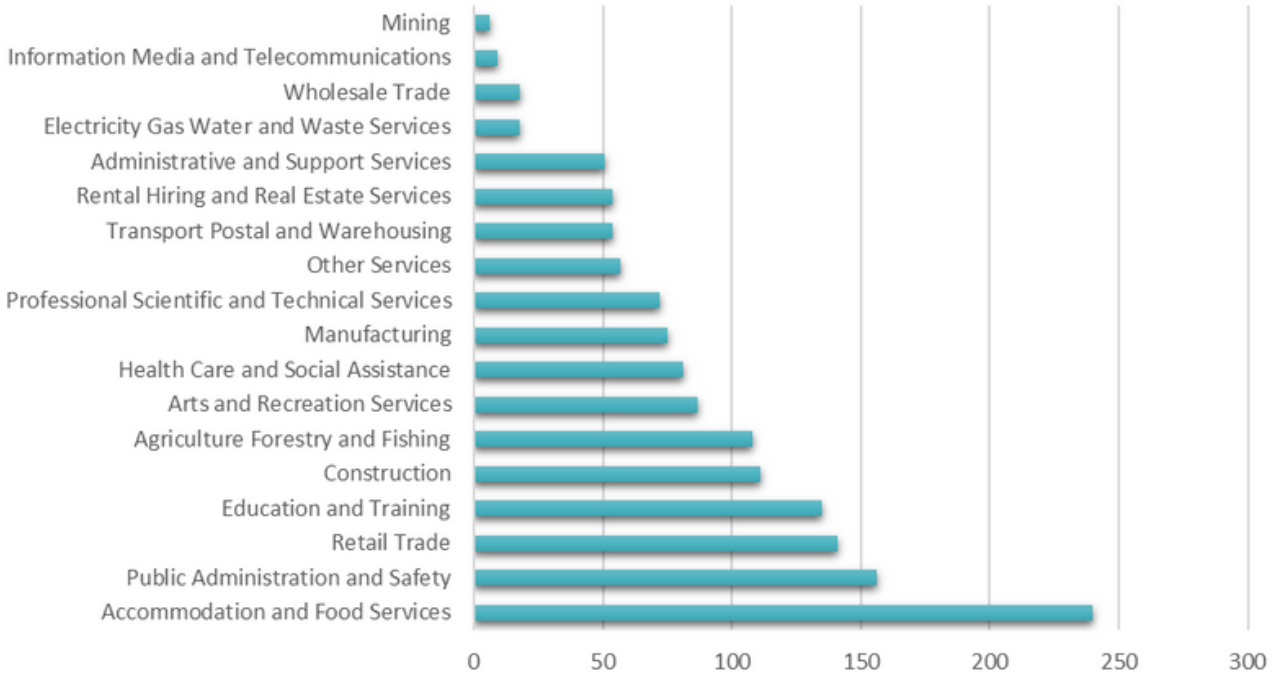


**Of residents are unemployed**

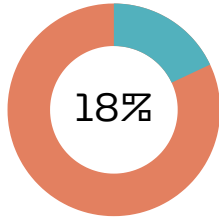


**Of residents are not in the labour force (majority retired)**

## Number of People Employed by Industry



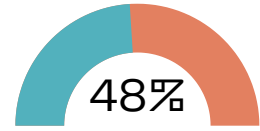
# HOUSING



Of houses are holiday homes



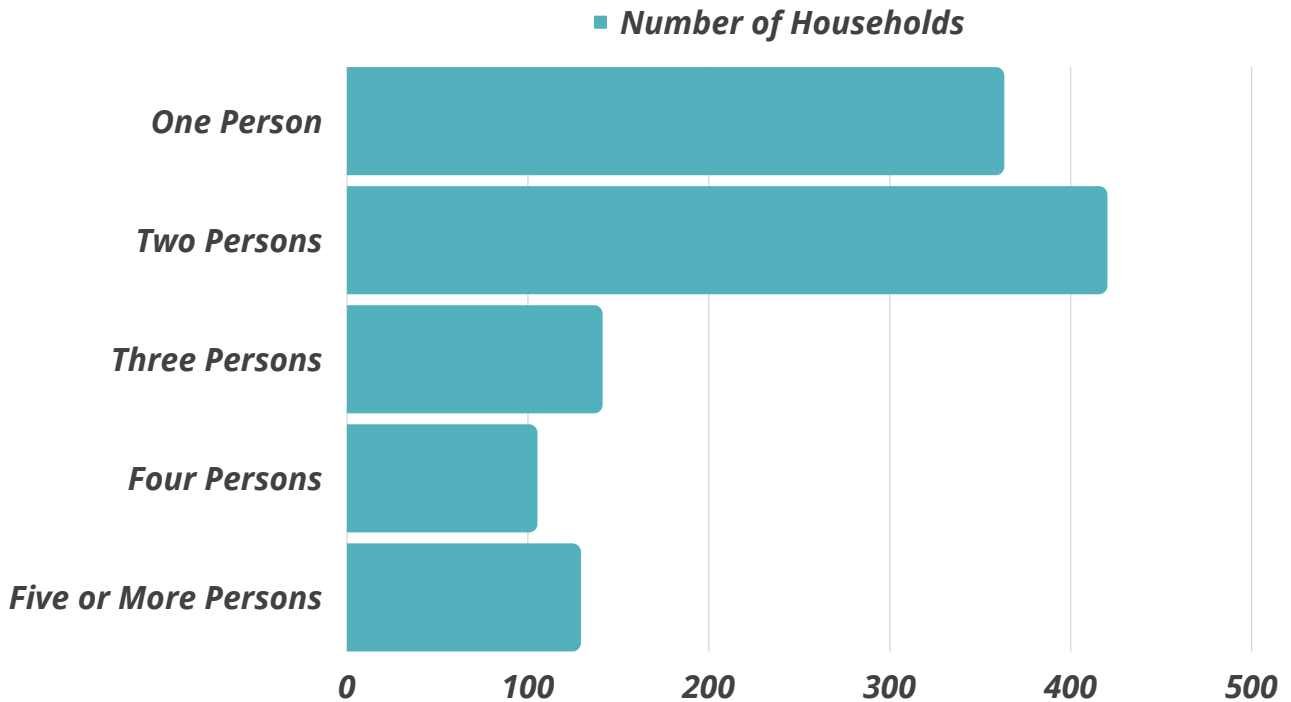
Average household size



People do not own the home they live in



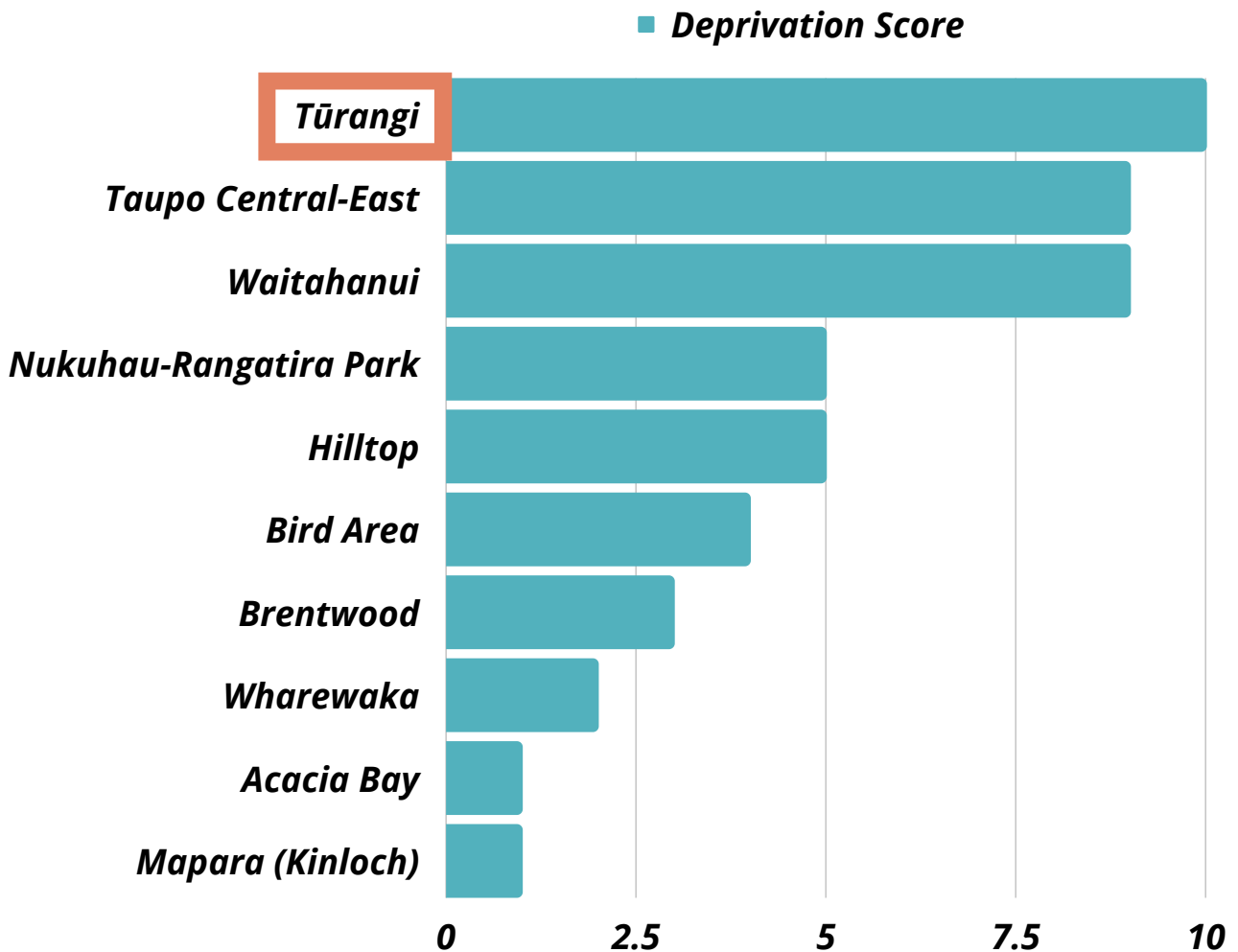
Median house price in Tūrangi is \$500,000



# DEPRIVATION

The NZDep score is the measure of relative socioeconomic deprivation in a given area. The socioeconomic deprivation score is a measure of hardship that people face in that area and serves as a proxy to challenges faced by some of our communities. This index is made up of several indicators including income, level of education, and housing quality.

A score of one on the deprivation index shows that there are relatively few challenges facing the people that live in that area while a score of 10 indicates that there are significant hardships for people living in that area.





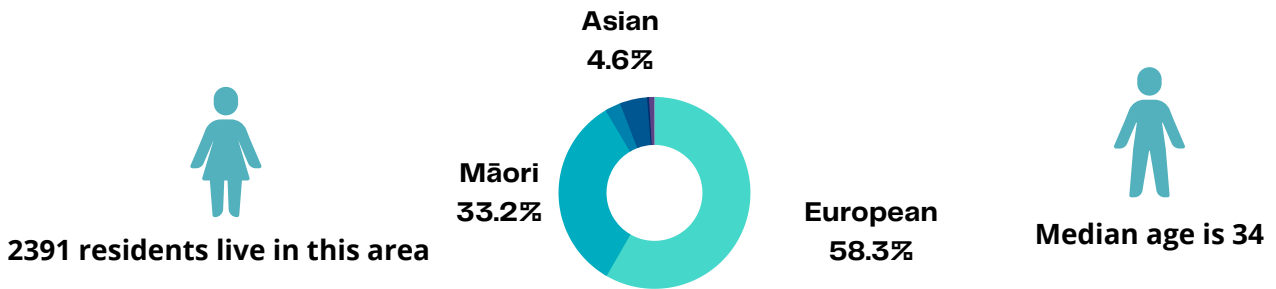
# MAROTIRI (MANGAKINO)

Marotiri is home to 2391 people with around 58% are of European ethnicity, 33% are Māori and 9% have other ethnicity. Census data on income, employment and housing indicates that around 51% of the Marotiri's population earn less than \$30,000 per year in personal income. Around 67% of people are employed and 27% are out of the labour force (majority are retirees).

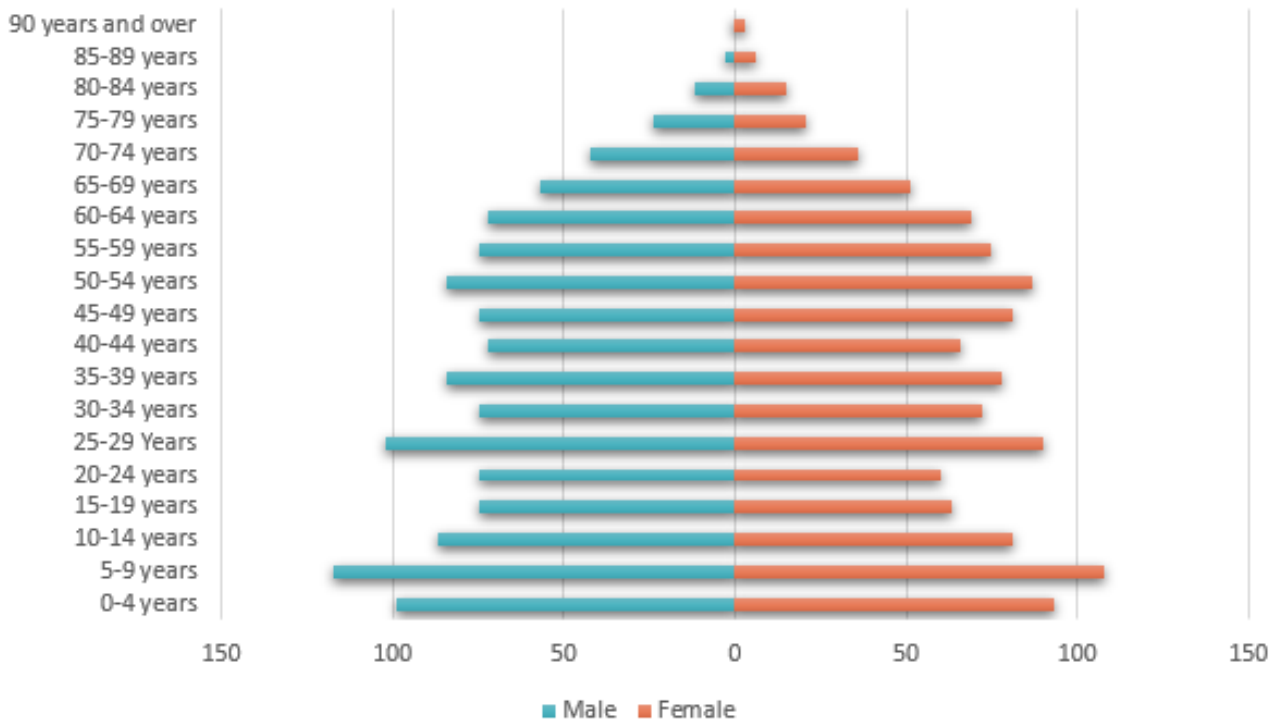
Median house price stood at \$495,800 in mid-2022 and around 55% of resident population do not own the home they live in. Marotiri scores an 8 out of 10 on the deprivation index. The higher the deprivation score, the higher the level of hardship for people living in that area.



# DEMOGRAPHICS



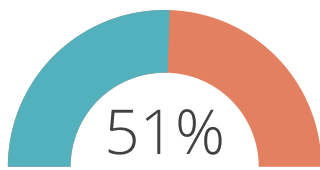
## Population by Sex Marotiri (Mangakino)



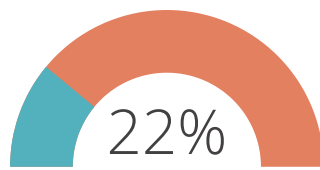
# INCOME



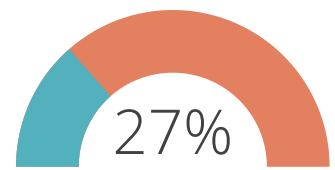
Median Personal Income is \$28,600



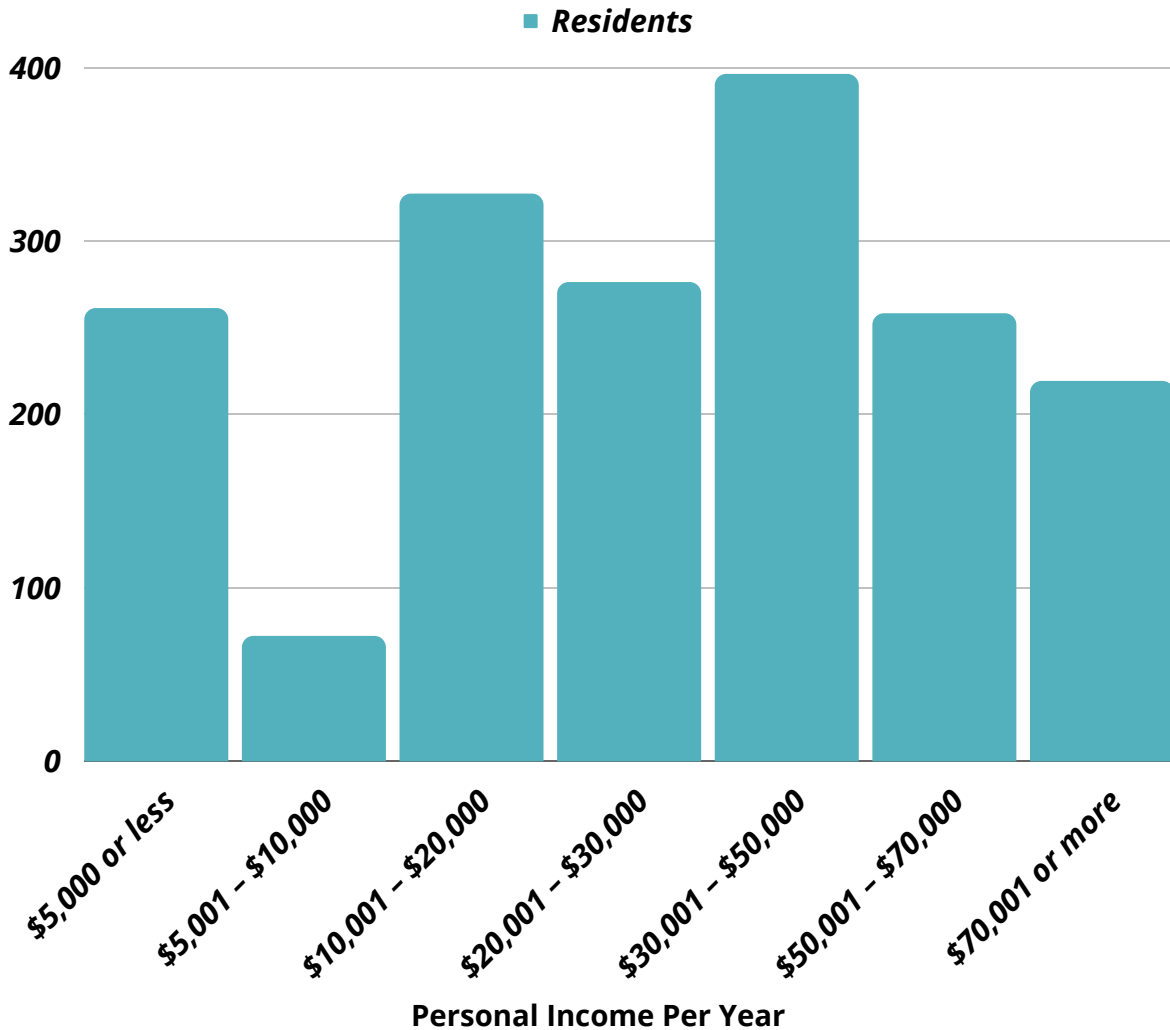
Of residents earn less than \$30,000 per year



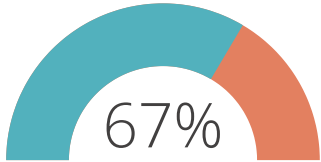
Of residents earn between \$30,000-50,000 per year



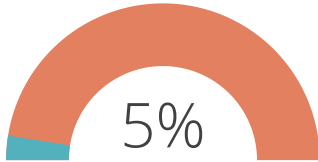
Of residents earn more than \$50,000 per year



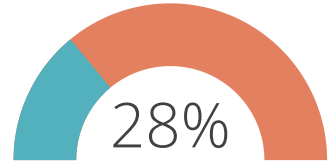
# EMPLOYMENT



**Of residents are employed full or part time**

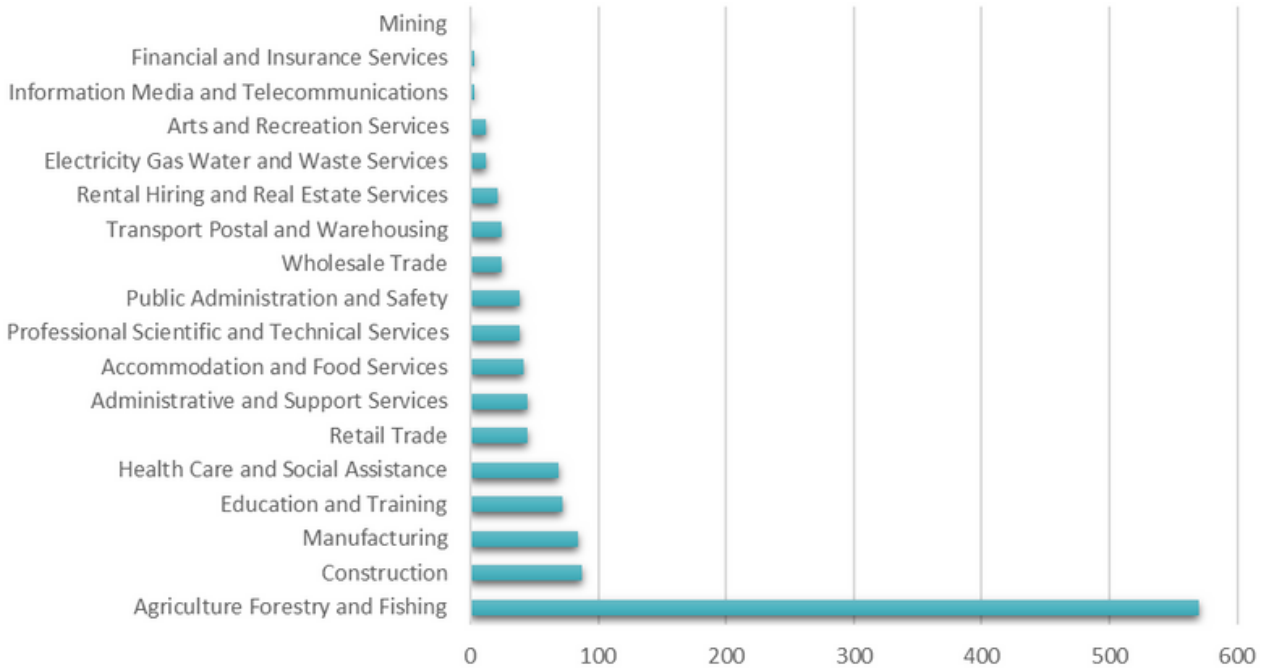


**Of residents are unemployed**



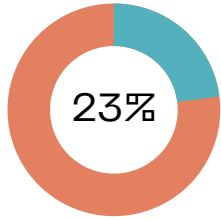
**Of residents are not in the labour force (majority retired)**

## Number of People Employed by Industry





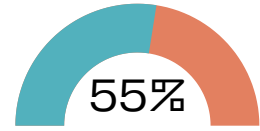
# HOUSING



Of houses are holiday homes



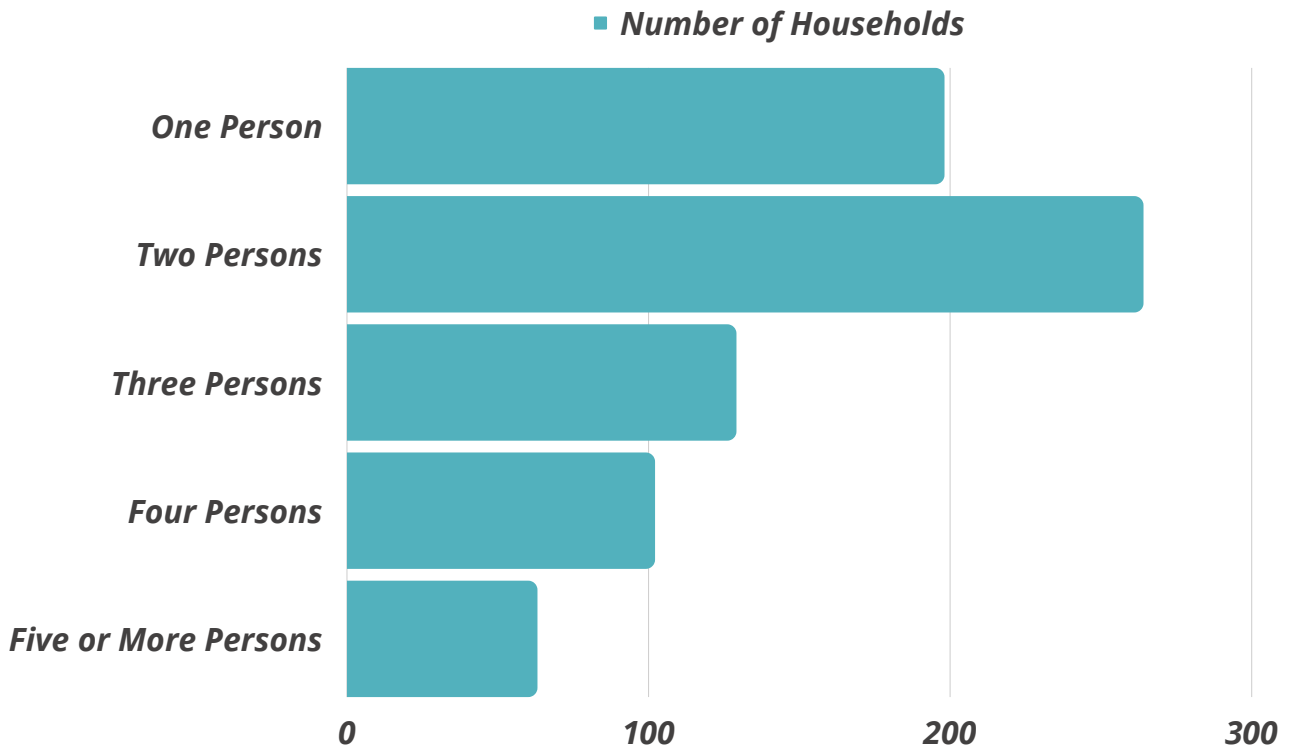
Average household size



People do not own the home they live in



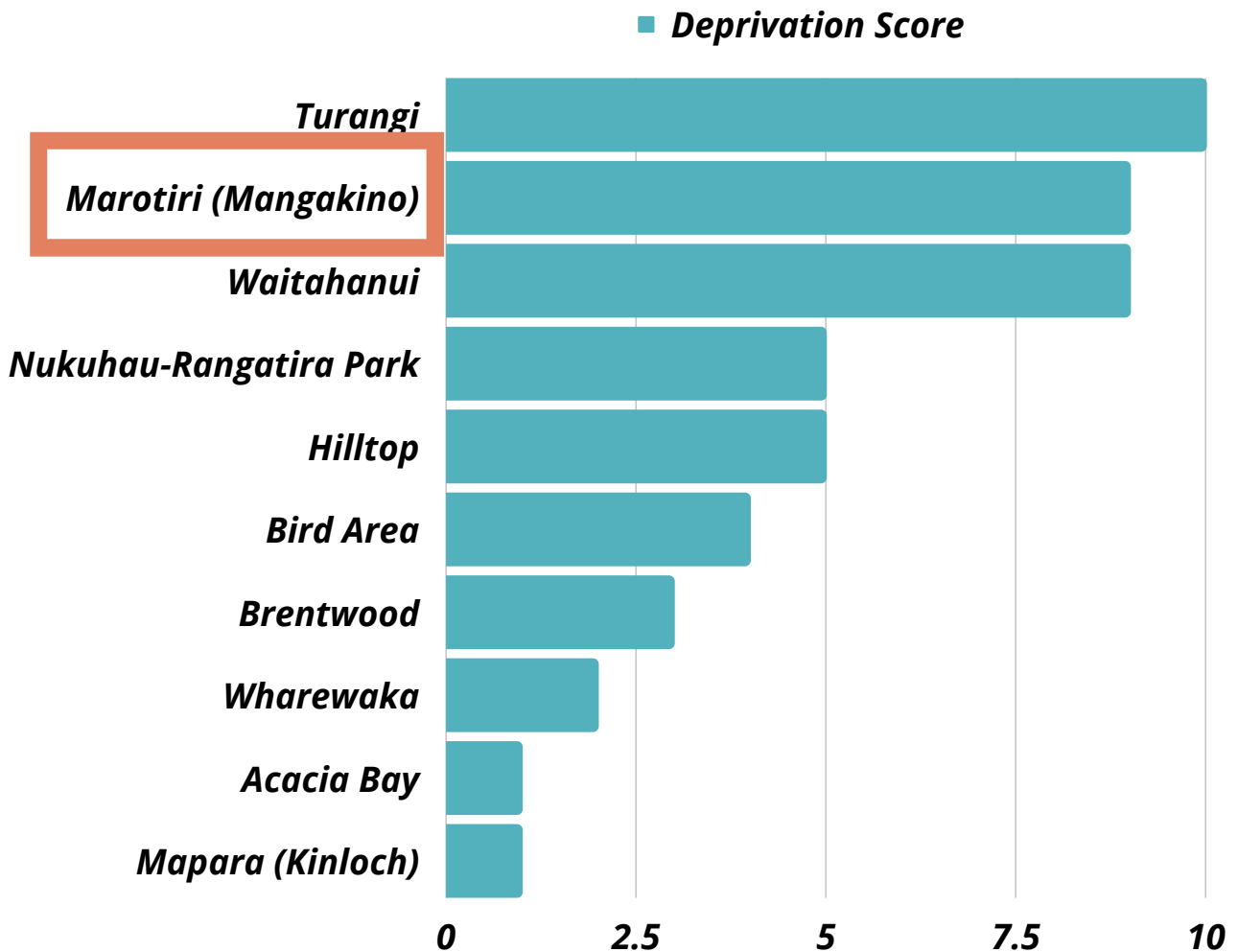
Median house price is \$495,800 (in mid-2022)



# DEPRIVATION

The NZDep score is the measure of relative socioeconomic deprivation in a given area. The socioeconomic deprivation score is a measure of hardship that people face in that area and serves as a proxy to challenges faced by some of our communities. This index is made up of several indicators including income, level of education, and housing quality.

A score of one on the deprivation index shows that there are relatively few challenges facing the people that live in that area while a score of 10 indicates that there are significant hardships for people living in that area.





GREAT LAKE TAUPŌ  
Taupō District Council

# MAPARA (KINLOCH)

Mapara is home to 1941 people with the majority residing in Kinloch. Most residents (88%) are of European ethnicity and 8% are Māori. Census data on income, employment and housing indicates that around 41% of Mapara's residents earn less than \$39,000 per year in personal income. Around 72% of residents are employed and 26% are out of the labour force (majority are retirees).

The majority of Mapara residents (75%) own the home they live in and most households consist of two persons. Mapara scores very low (score of 1) on the Deprivation index indicating a prosperous area with high quality housing and levels of home ownership.

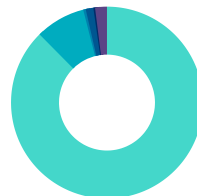


# DEMOGRAPHICS



1941 Residents live in this area

Māori  
8.4%

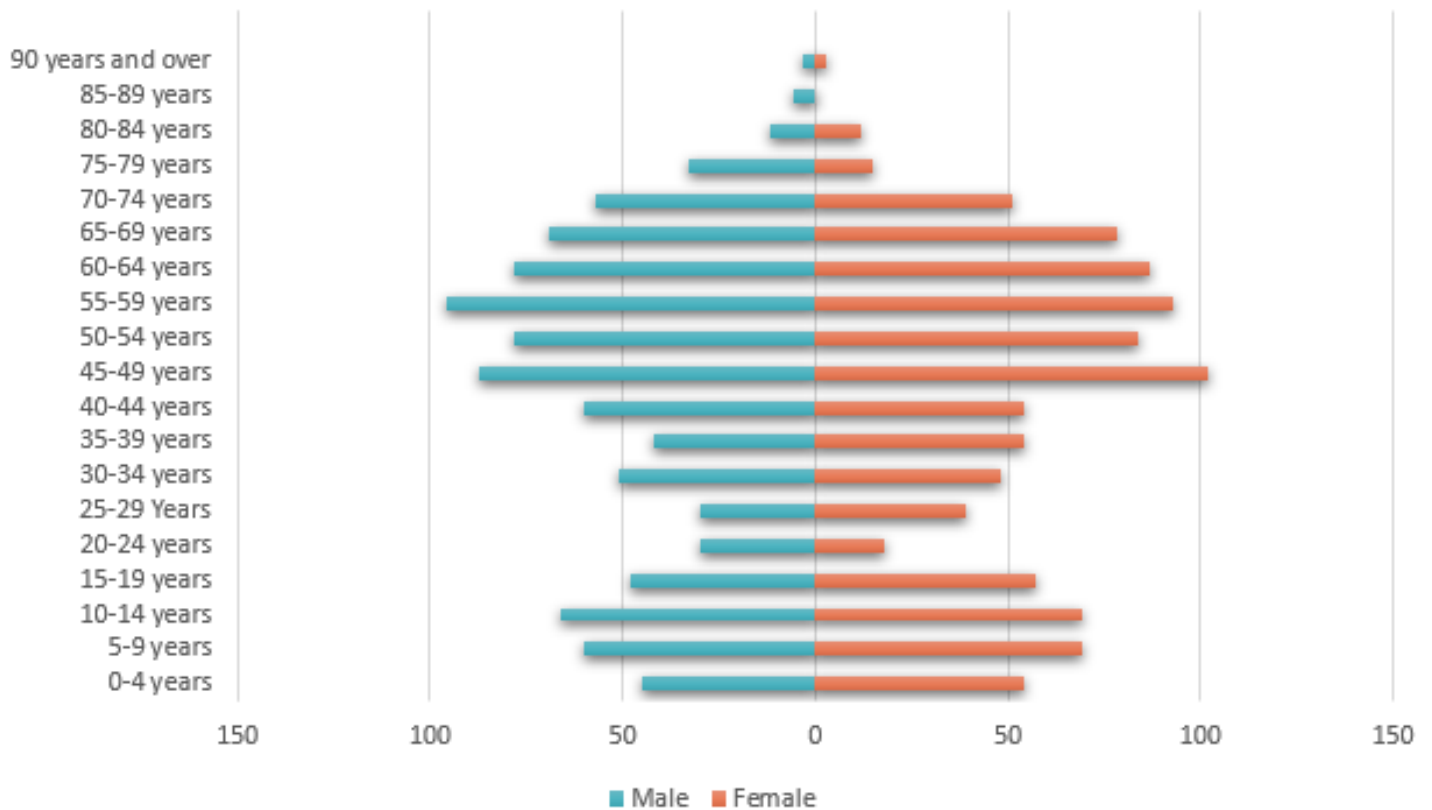


European  
87.6%



Median age is 47

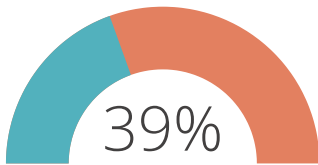
## Population Age by Sex Mapara (Kinloch)



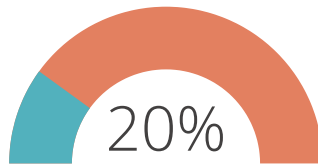
# INCOME



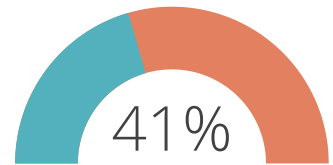
Median Personal Income is \$38,600



Of residents earn less than \$30,000 per year

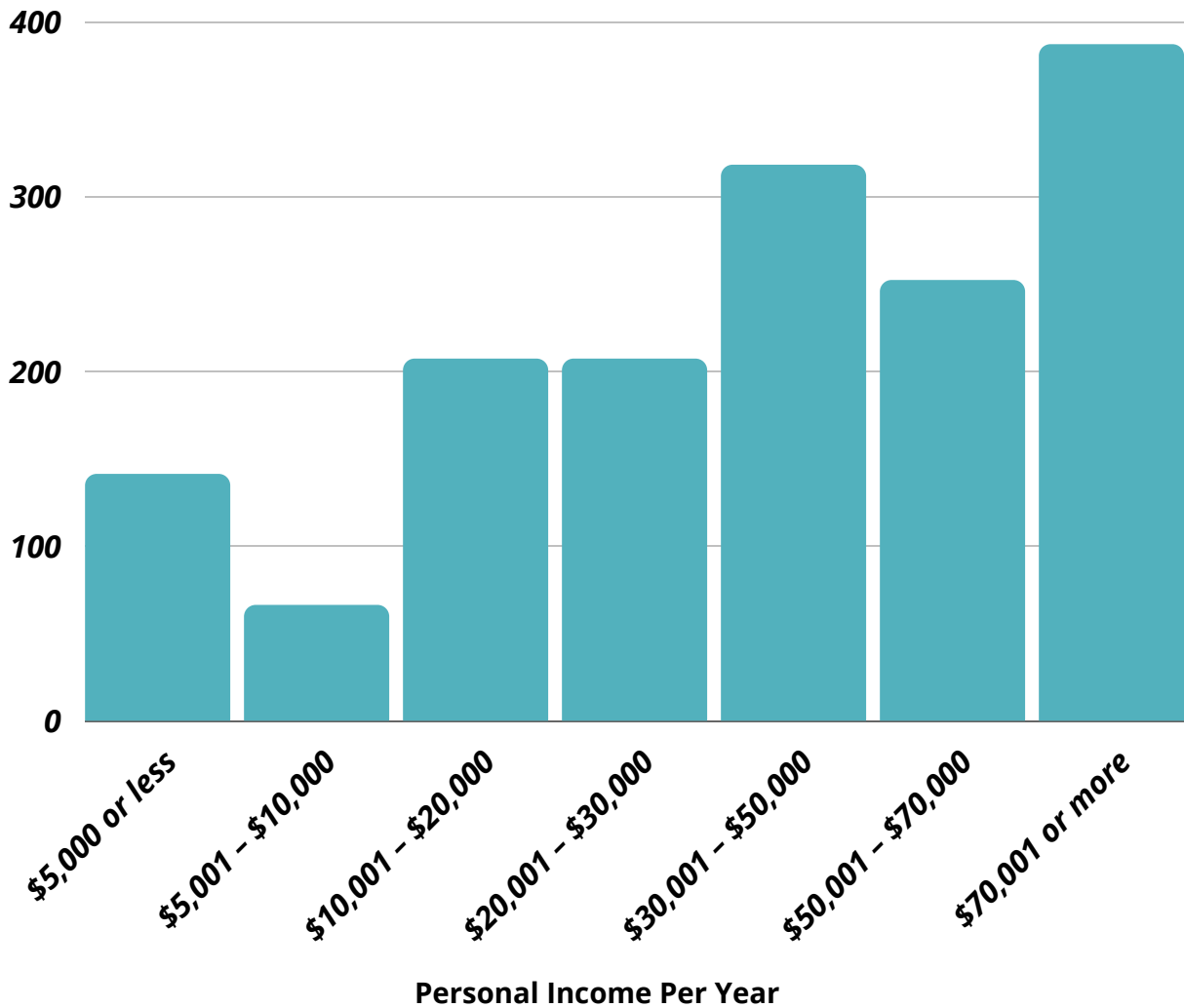


Of residents earn between \$30,000-50,000 per year

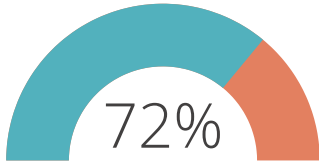


Of residents earn more than \$50,000

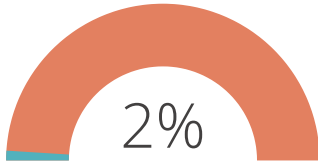
■ Residents



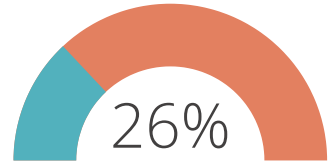
# EMPLOYMENT



**Of residents are employed full or part time**

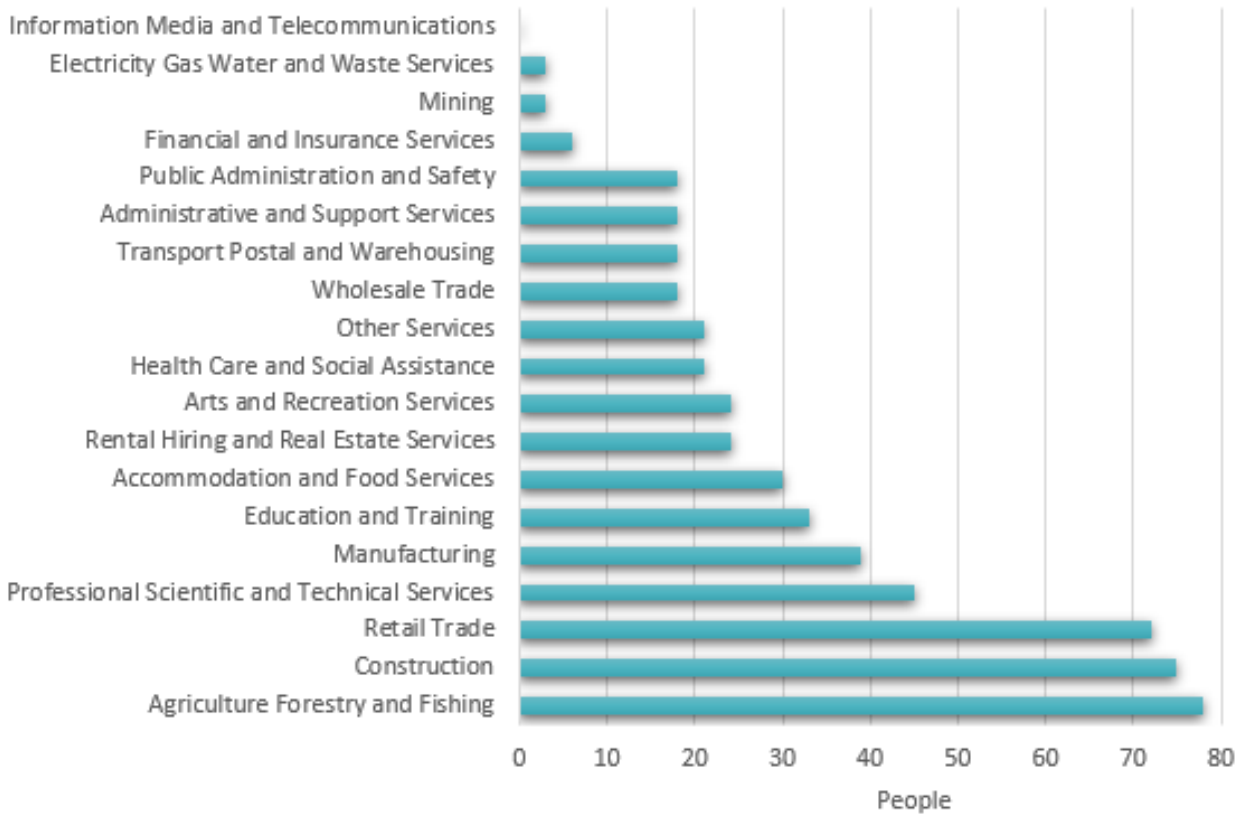


**Of residents are unemployed**



**Of residents are not in the labour force (majority retired)**

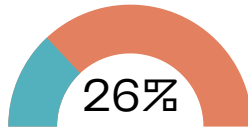
## Number of People Employed by Industry



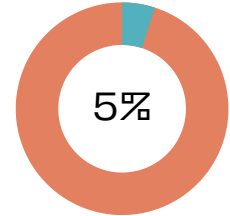
# HOUSING



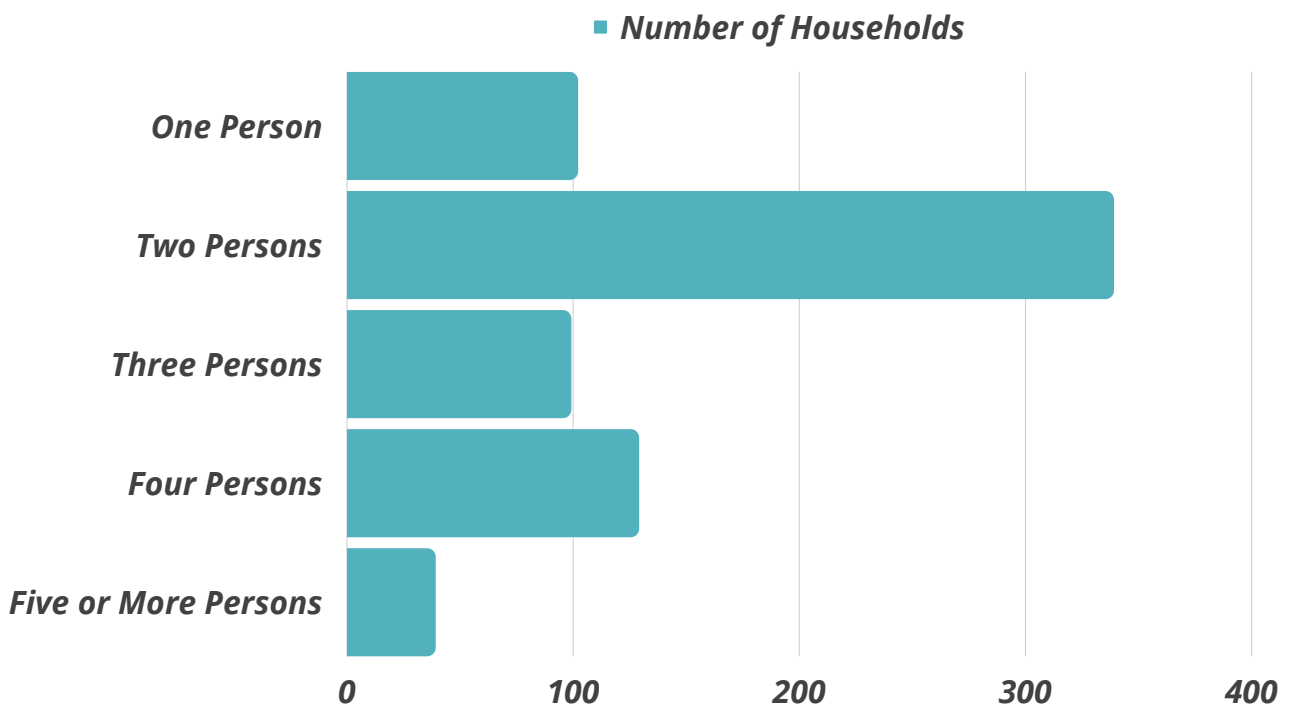
Average household size



People do not own the home they live in



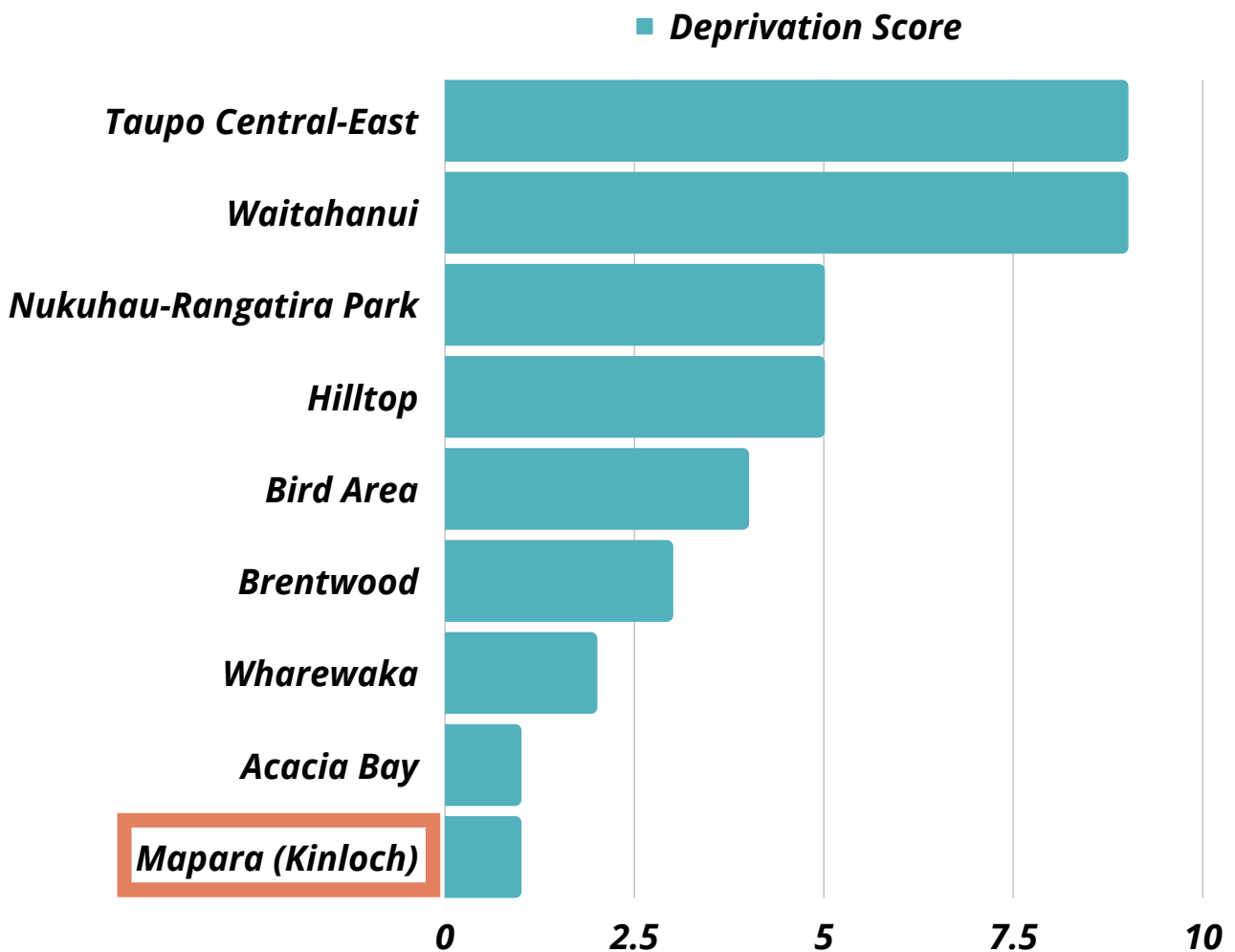
Of houses are holiday homes



# DEPRIVATION

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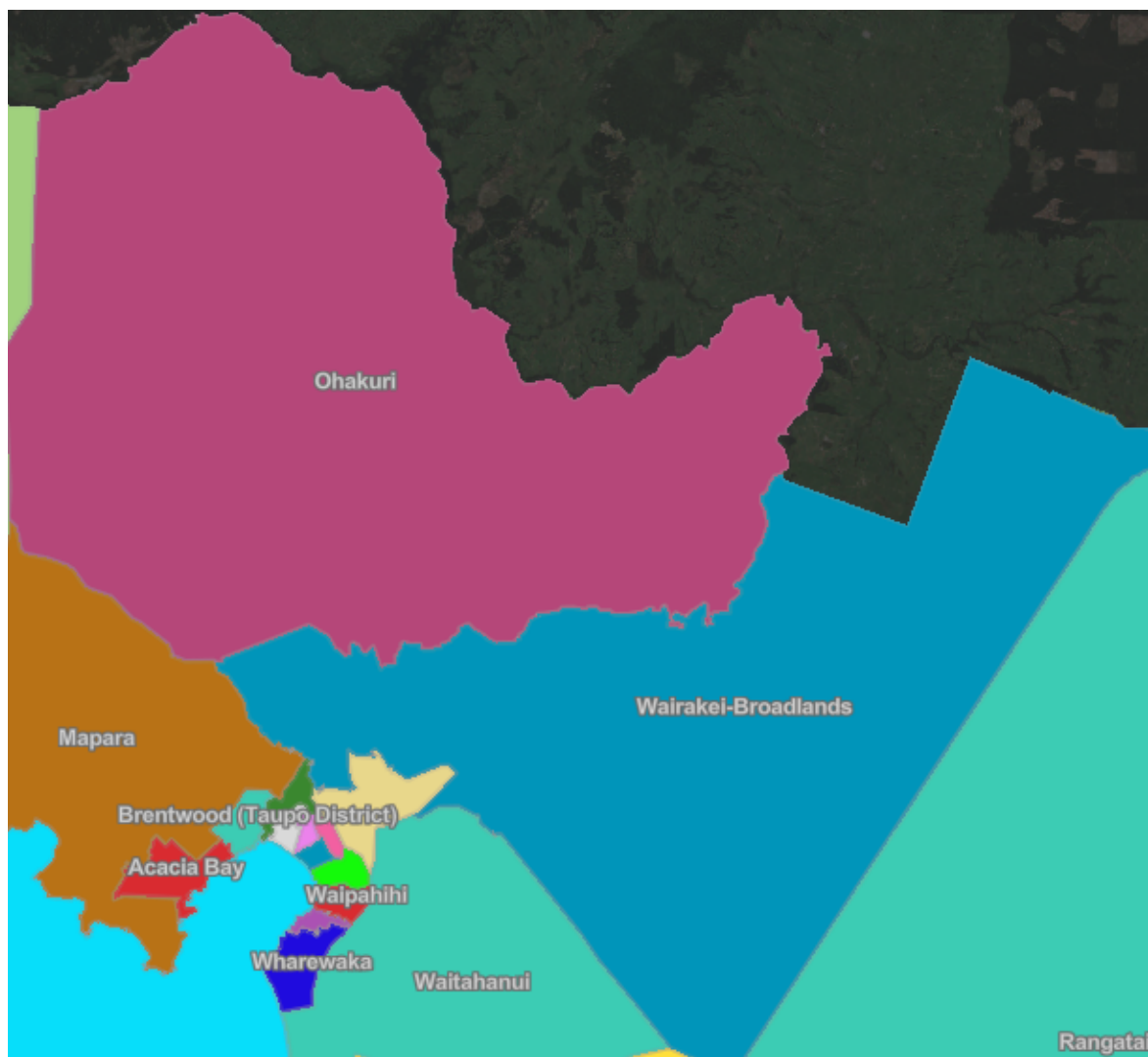




# NORTHERN RURAL COMMUNITY CATCHMENT

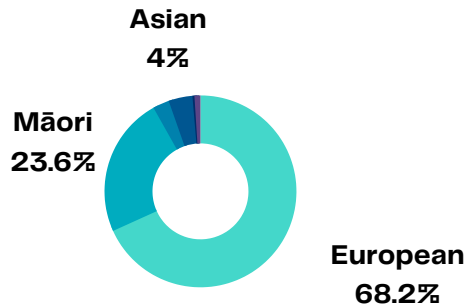
The Northern Rural Community Catchment consists of two large SA2 units - Ohakuri and Wairakei-Broadlands. This catchment is home to 3078 people with the majority (68%) are of European ethnicity and 24% are Māori.


This catchment has high levels of workforce engagement with 76% of the resident population being in part or full-time employment, with the majority working in the agricultural sector. Nearly half of the resident population do not own the home they live in. The Wairakei-Broadlands area has an average score on the Deprivation Index.



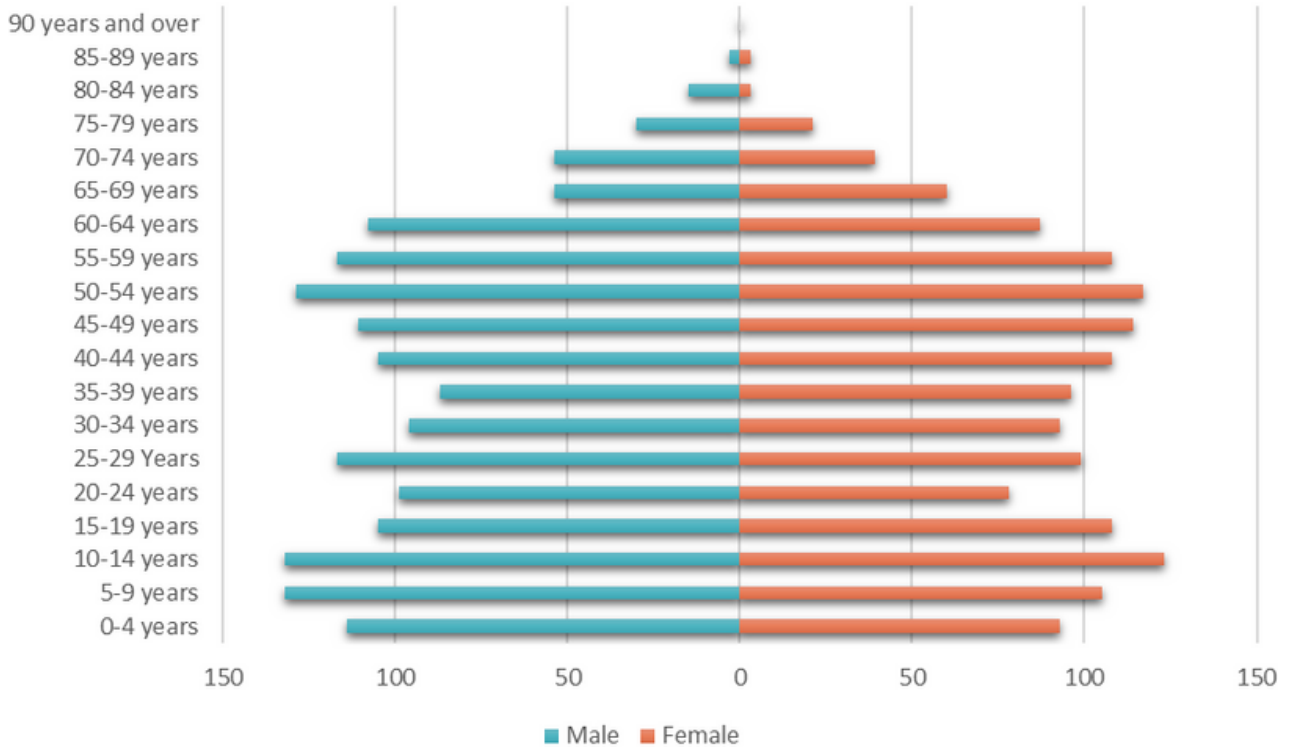
# DEMOGRAPHICS

  
3078 People live in this area



  
Median age is 36

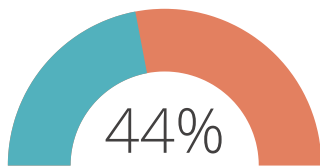
Population by Sex Northern Rural Community Catchment



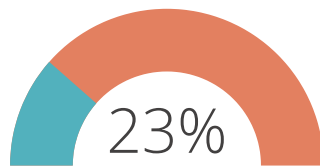
# INCOME



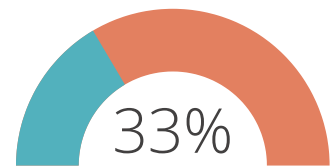
Median Personal Income is \$32,500



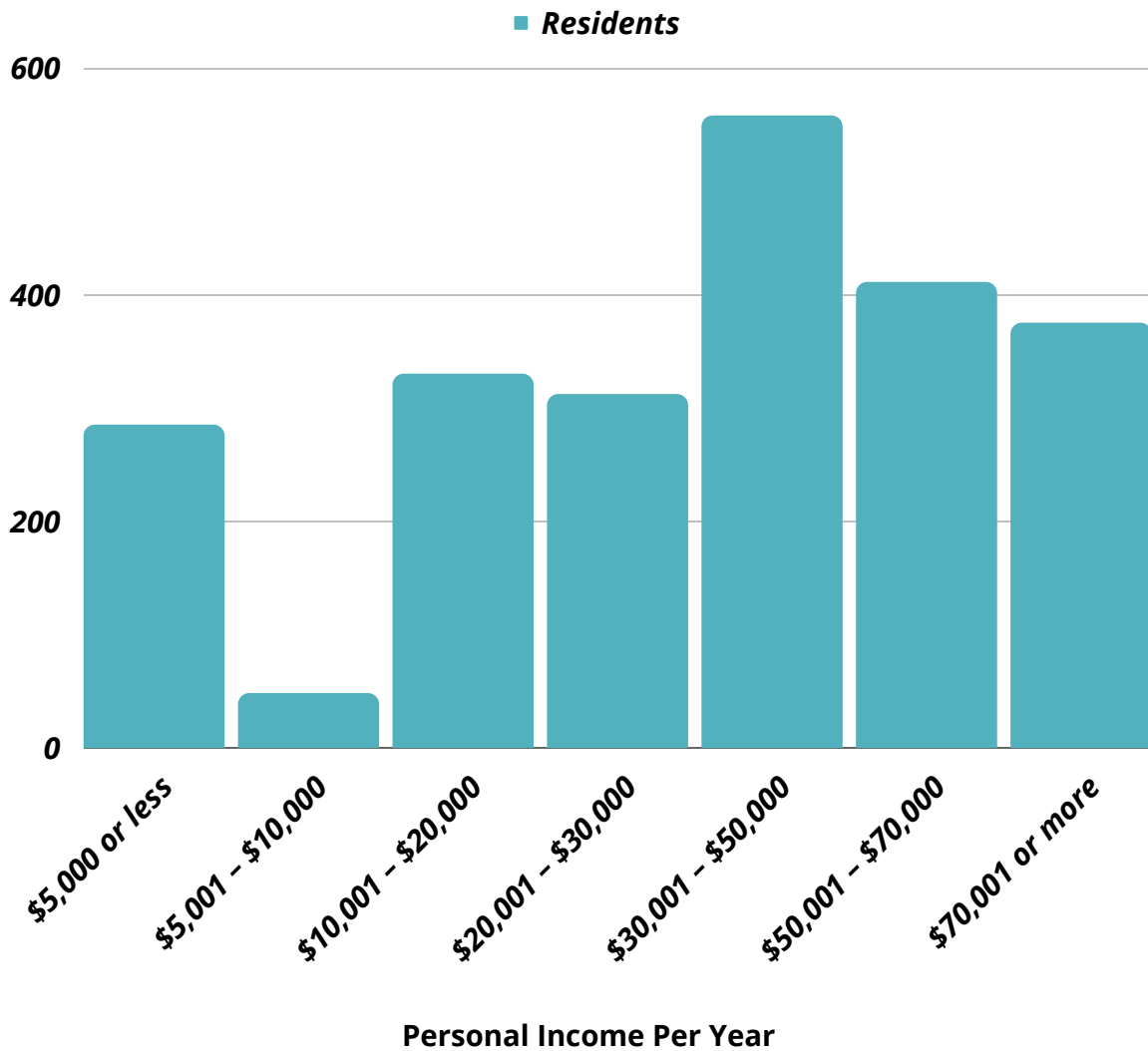
Of residents earn less than \$30,000 per year



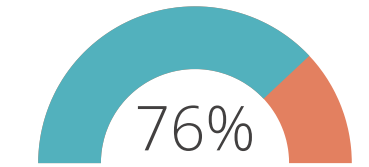
Of residents earn between \$30,000-50,000 per year



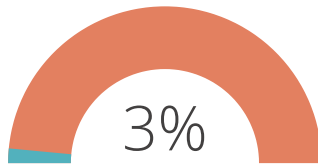
Of residents earn more than \$50,000 per year



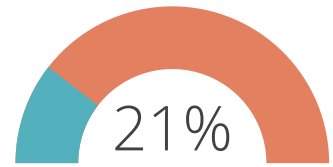
# EMPLOYMENT



**Of residents are employed full or part time**

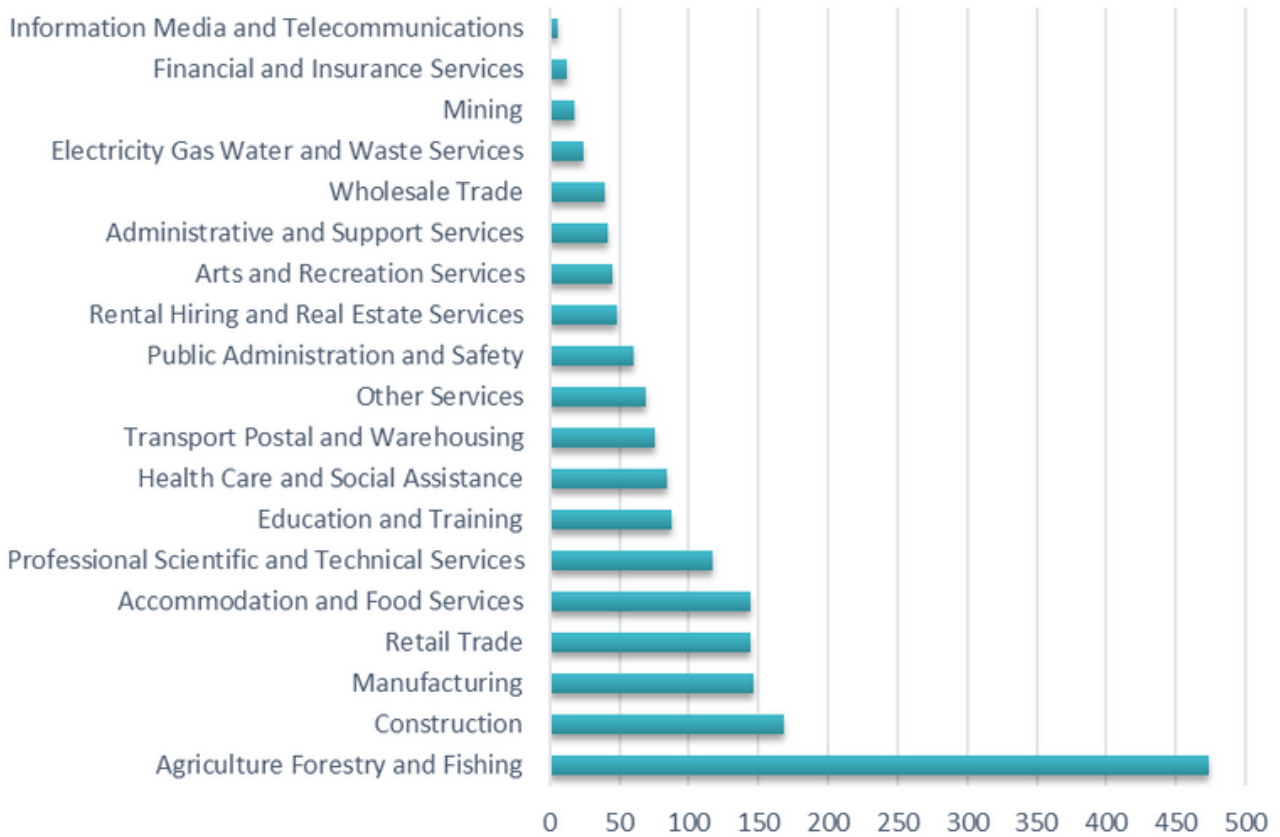


**Of residents are unemployed**

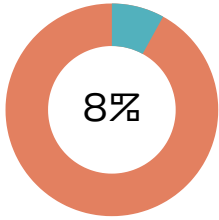


**Of residents are not in the labour force (majority retired)**

## Number of People Employed by Industry



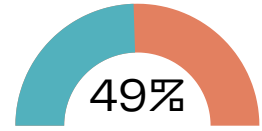
# HOUSING



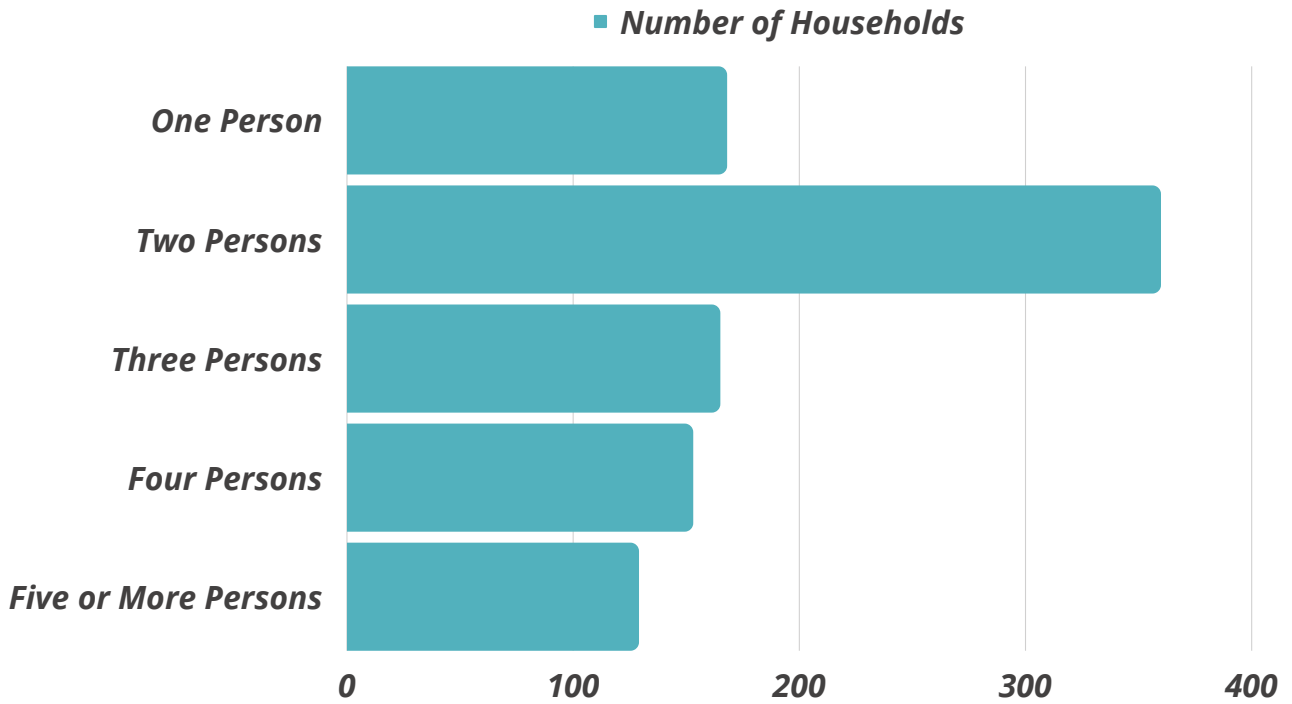
**Of houses are holiday homes**



**Average household size**



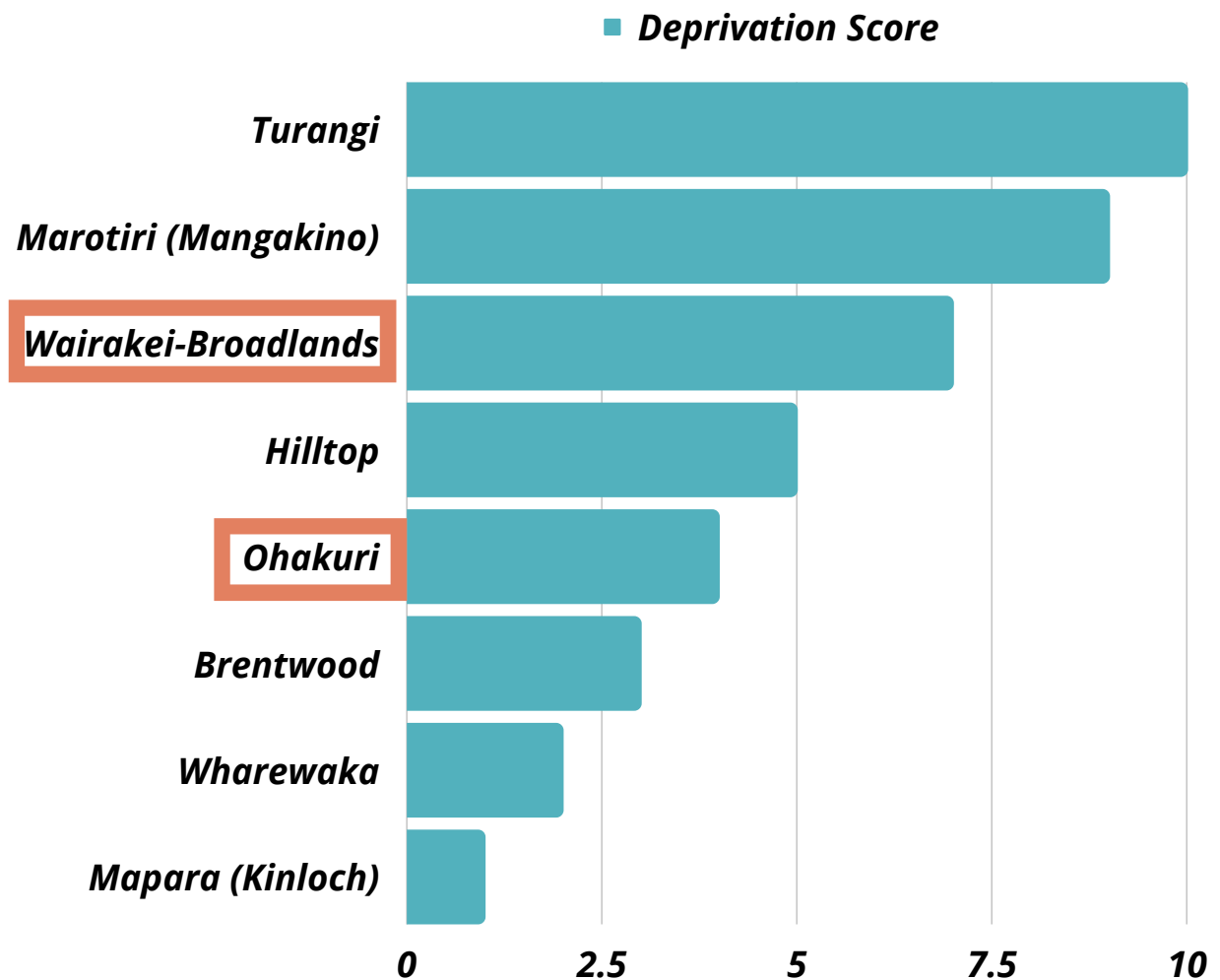
**People do not own the home they live in**



# DEPRIVATION

The NZDep score is the measure of relative socioeconomic deprivation in a given area. The socioeconomic deprivation score is a measure of hardship that people face in that area and serves as a proxy to challenges faced by some of our communities. This index is made up of several indicators including income, level of education, and housing quality.

A score of one on the deprivation index shows that there are few challenges facing the people that live in that area. A score of 10 indicates that there are significant hardships for people living in that area.



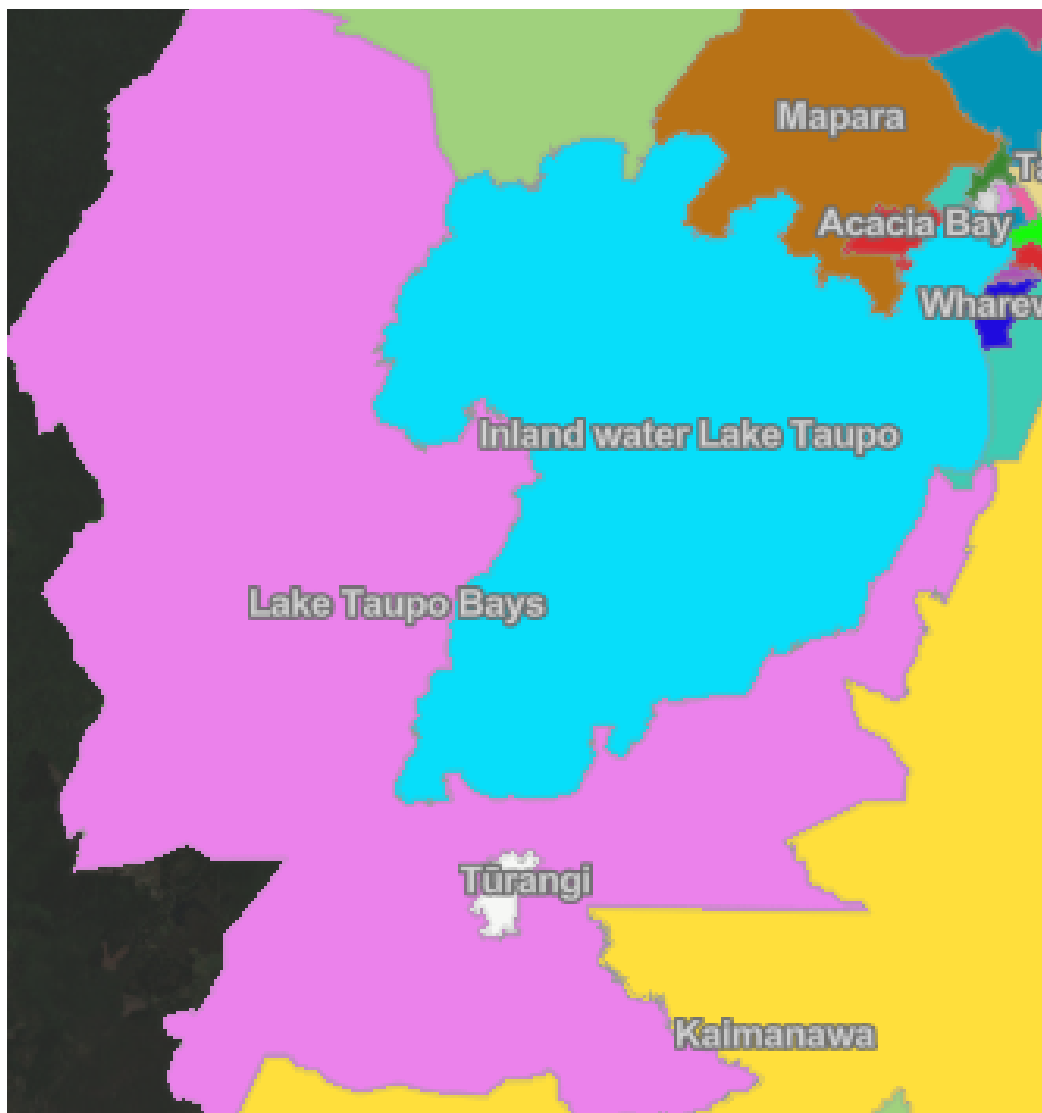
# LAKE TAUPŌ BAYS



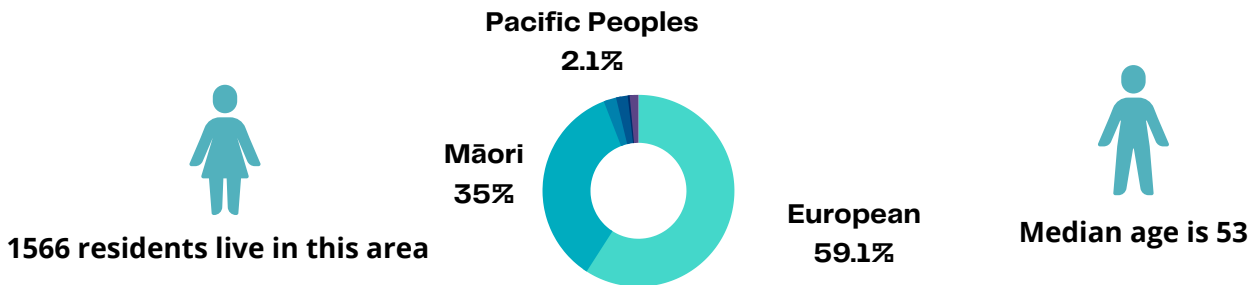
GREAT LAKE TAUPŌ  
Taupō District Council

The Lake Taupō Bays community catchment is home to 1566 people. Around 59% are of European ethnicity and 35% are Māori. A large share of dwellings (40%) in the Lake Taupo Bays area are used as holiday homes with Kuratau, Omori, and Motuoapa being popular locations.

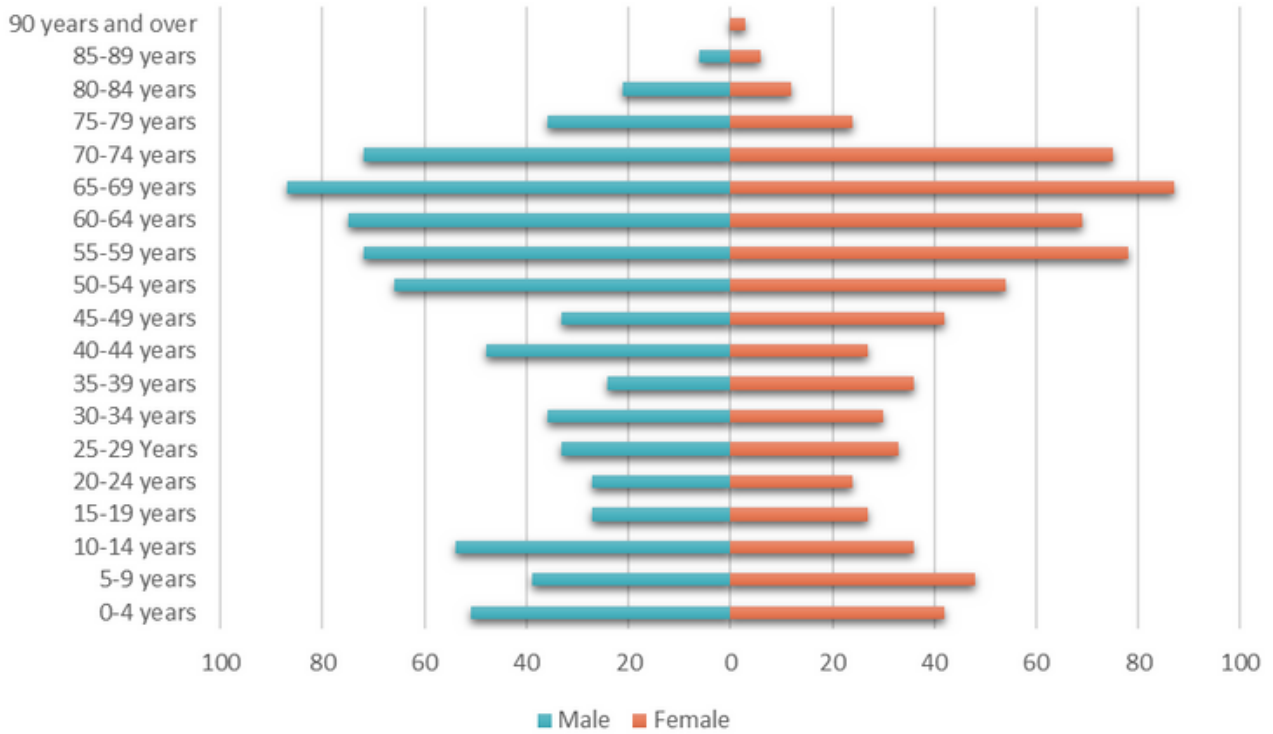
Around 39% of usual residents are no longer in the the workforce, and the median age is relatively high at 53 years, indicating that the majority of residents are retired or semi-retired.



# DEMOGRAPHICS



## Population by Sex Lake Taupō Bays

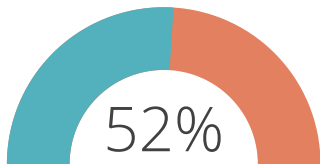




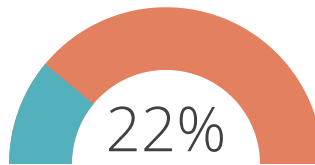
# INCOME



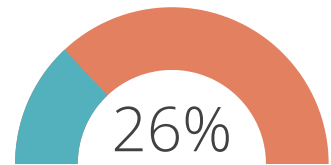
Median Personal Income is \$28,300



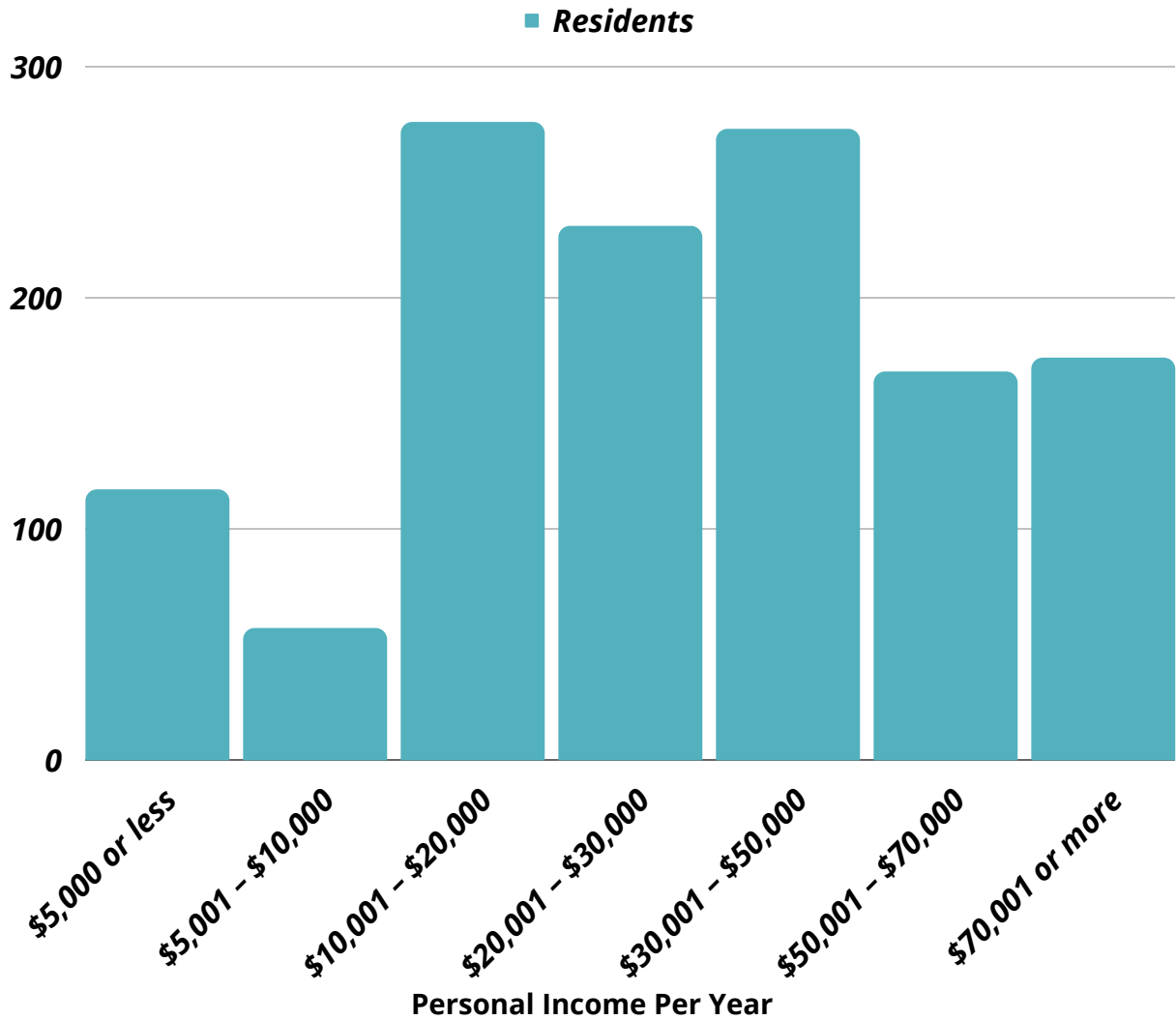
Of residents earn less than \$30,000 per year



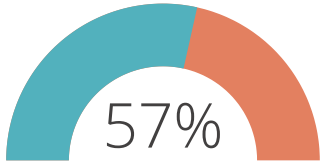
Of residents earn between \$30,000-50,000 per year



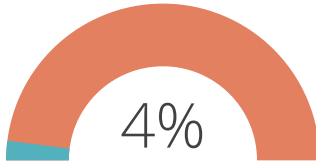
Of residents earn more than \$50,000



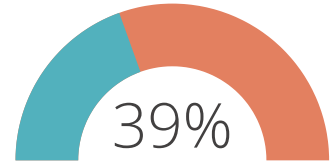
# EMPLOYMENT



**Of residents are employed full or part time**

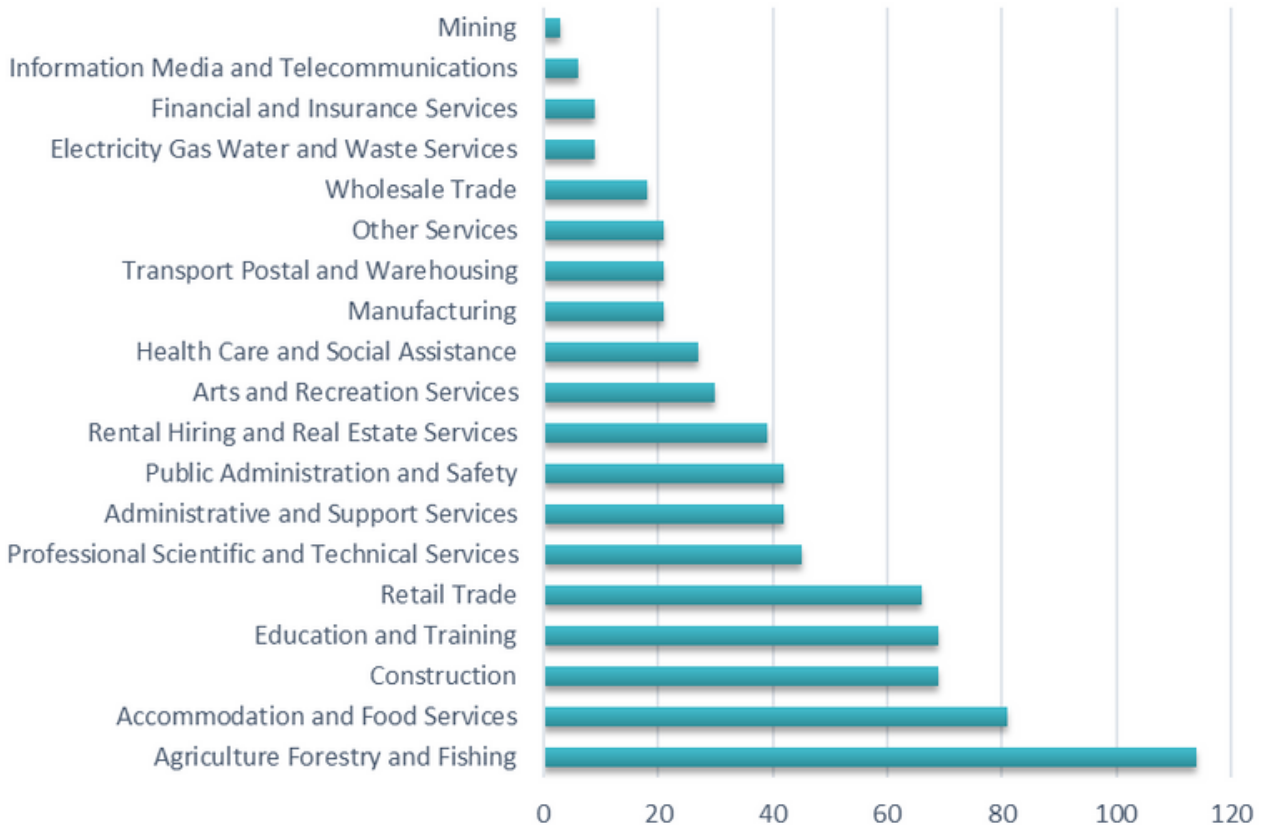


**Of residents are unemployed**

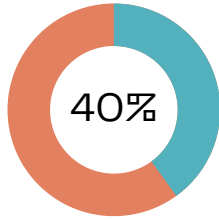


**Of residents are not in the labour force (majority retired)**

## Number of People Employed by Industry



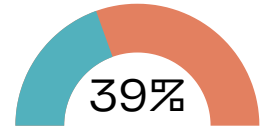
# HOUSING



**Of houses are holiday homes**



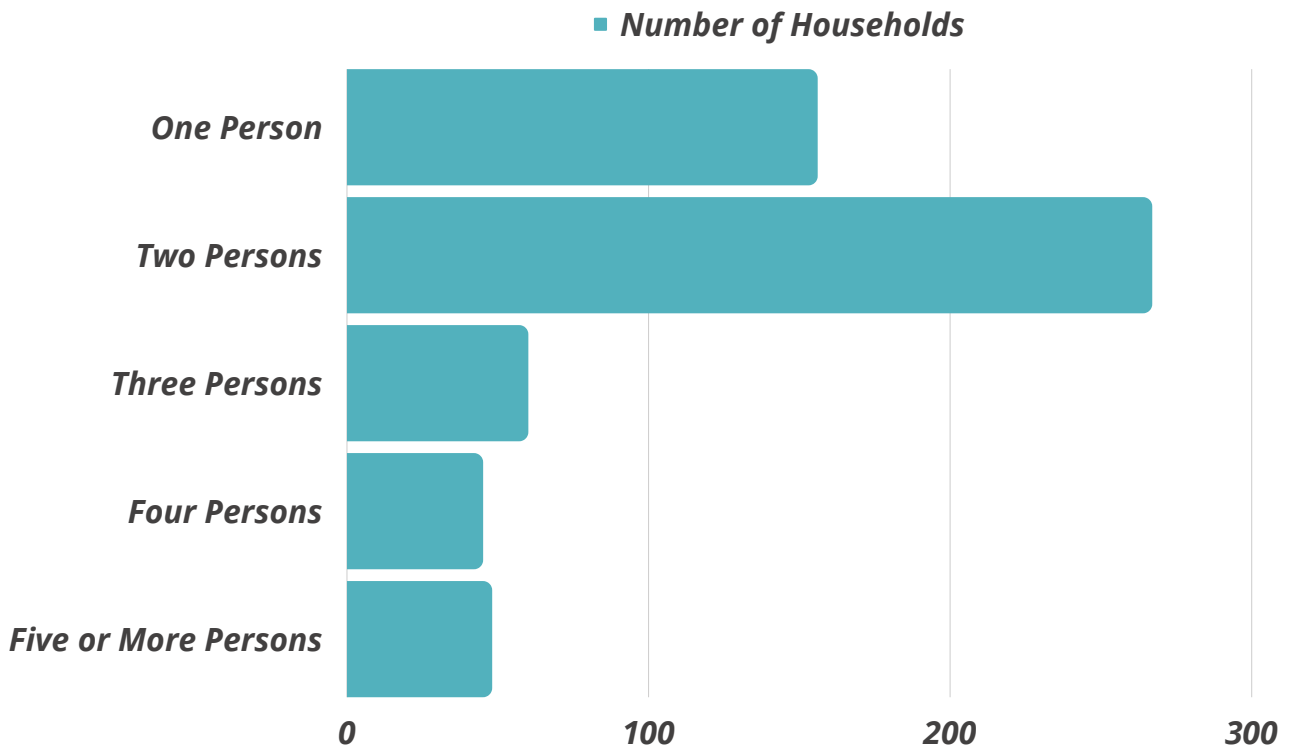
**Average household size**



**People who do not own the home they live in**



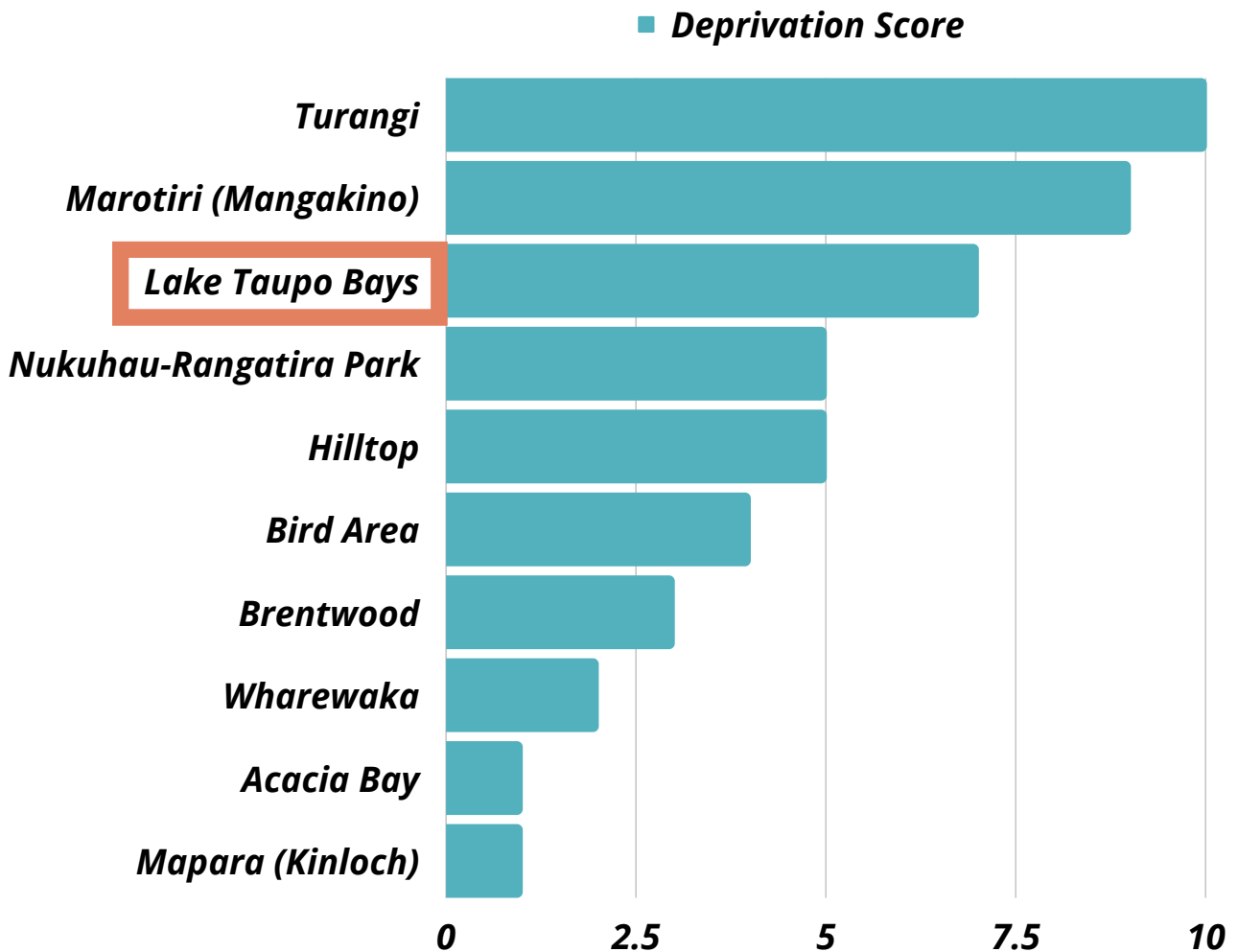
**Median house price in Kuratau is \$847,000 (in mid-2022)**  
**Median house price in Omori is \$784,000 (in mid-2022)**  
**Median house price in Motuoapa is 826,950 (in mid-2022)**



# DEPRIVATION

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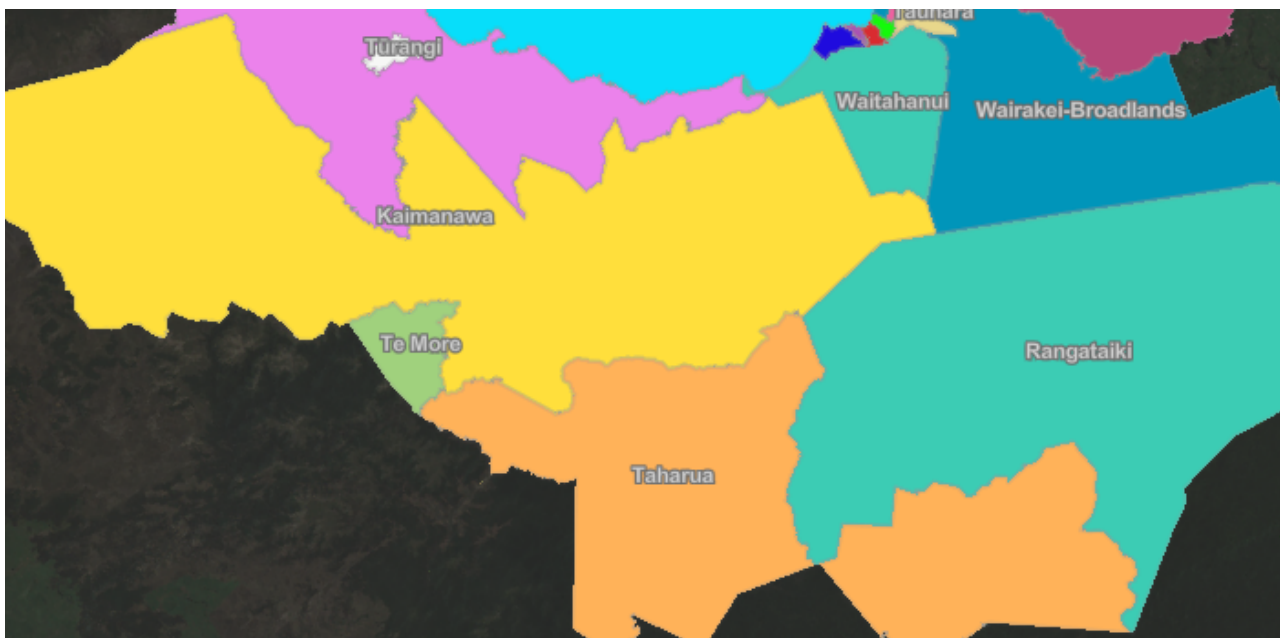


# EASTERN RURAL COMMUNITY CATCHMENT

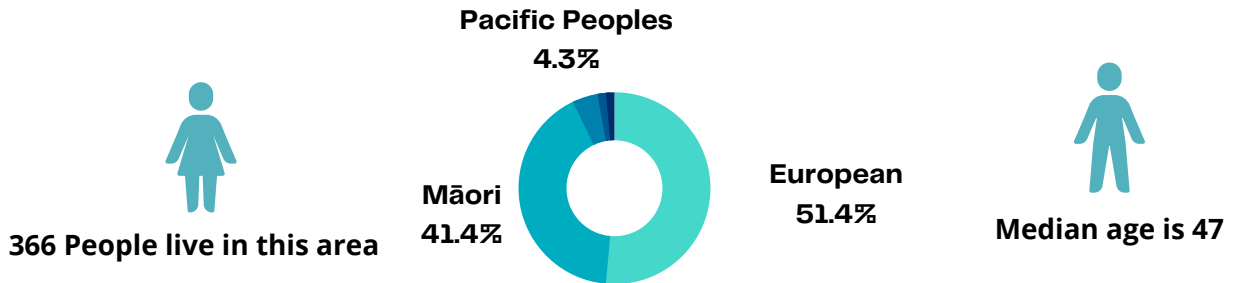


The Eastern Rural Community Catchment is made up of four SA2 units - Kiamanawa, Taharua, Te More, and Rangitaki. This community catchment is home to 366 people with 51% being of European ethnicity and 41% are Māori.

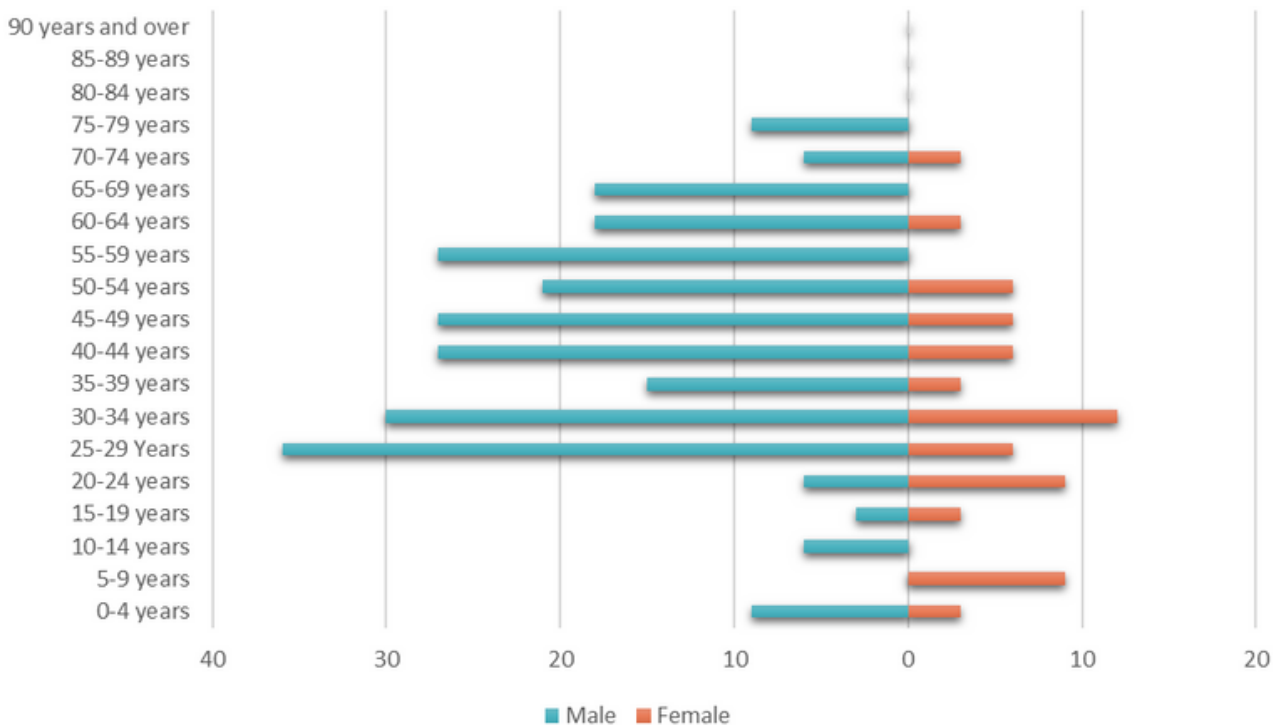
To note that information on this catchment is limited and the data provided below is indicative.



# DEMOGRAPHICS



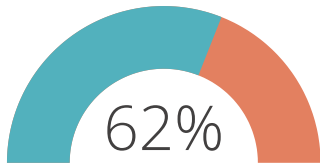
### Population by Sex Eastern Rural Community Catchment



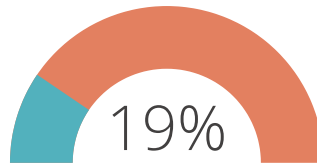
# INCOME



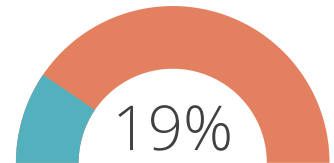
Median Personal Income is \$1,100



Of residents earn less than \$30,000 per year

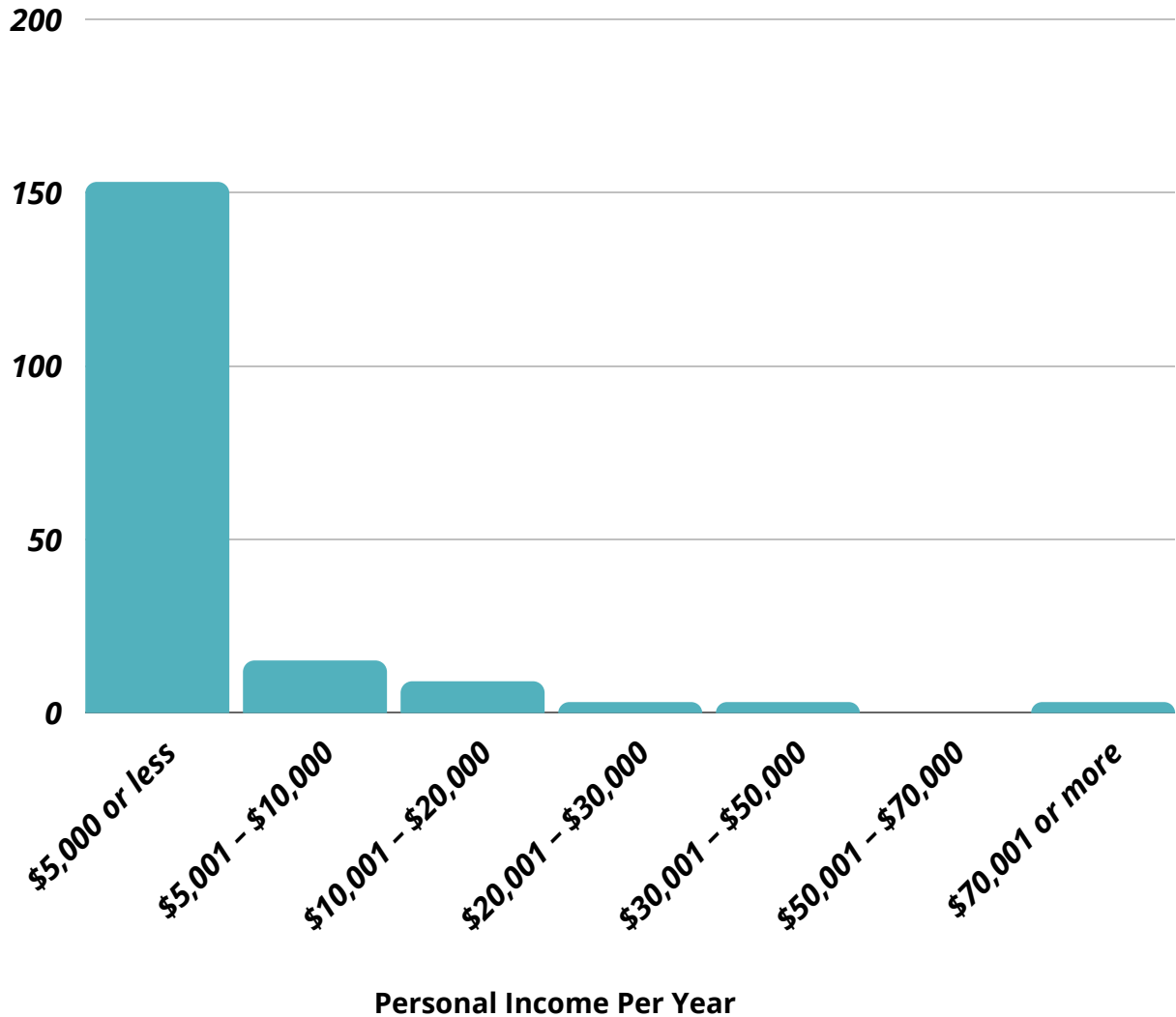


Of residents earn between \$30,000-50,000 per year



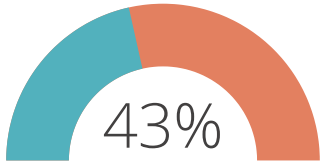
Of residents earn more than \$50,000 per year

■ Residents

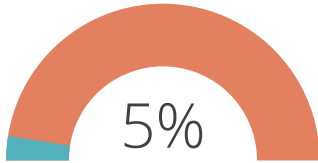


Data is for Kiamanawa only due to limited data

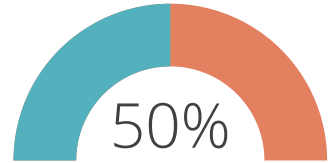
# EMPLOYMENT



**Of residents are employed full or part time**

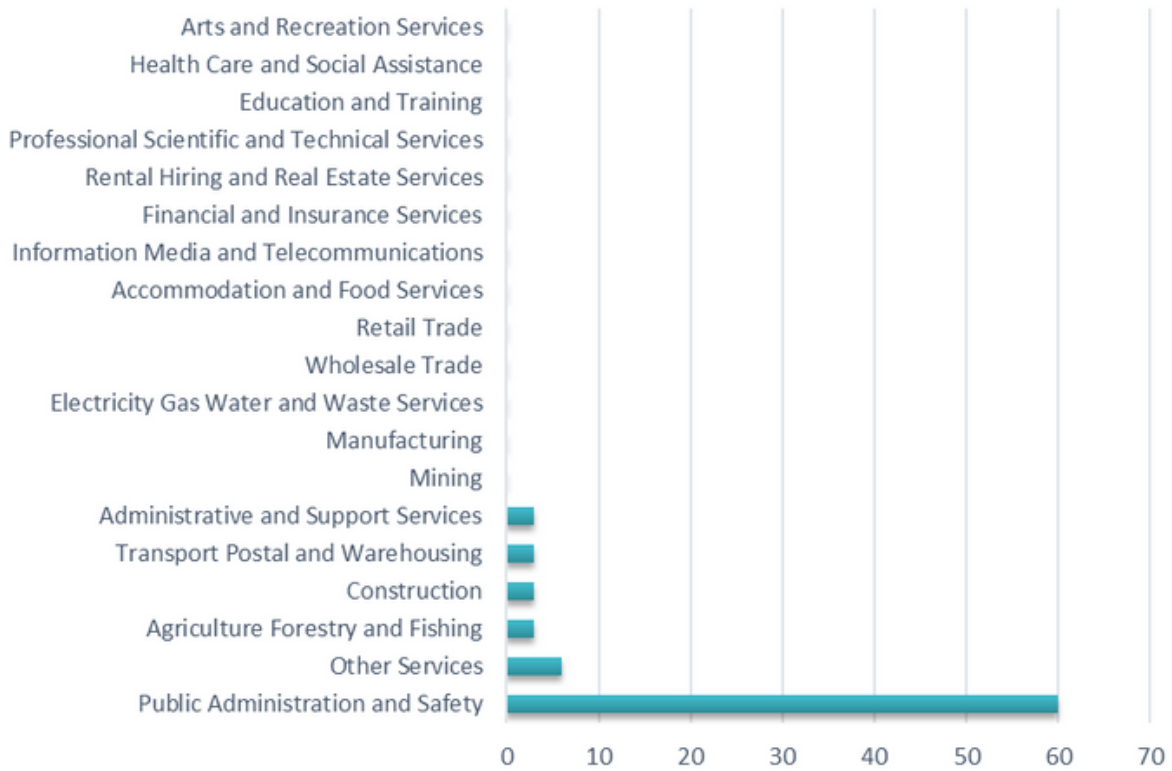


**Of residents are unemployed**



**Of residents are not in the labour force**

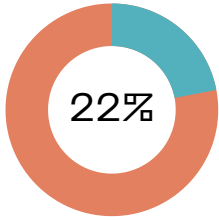
## Number of People Employed by Industry



Data is for Kiamanawa only due to limited data



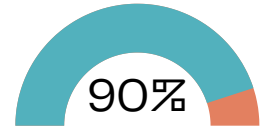
# HOUSING



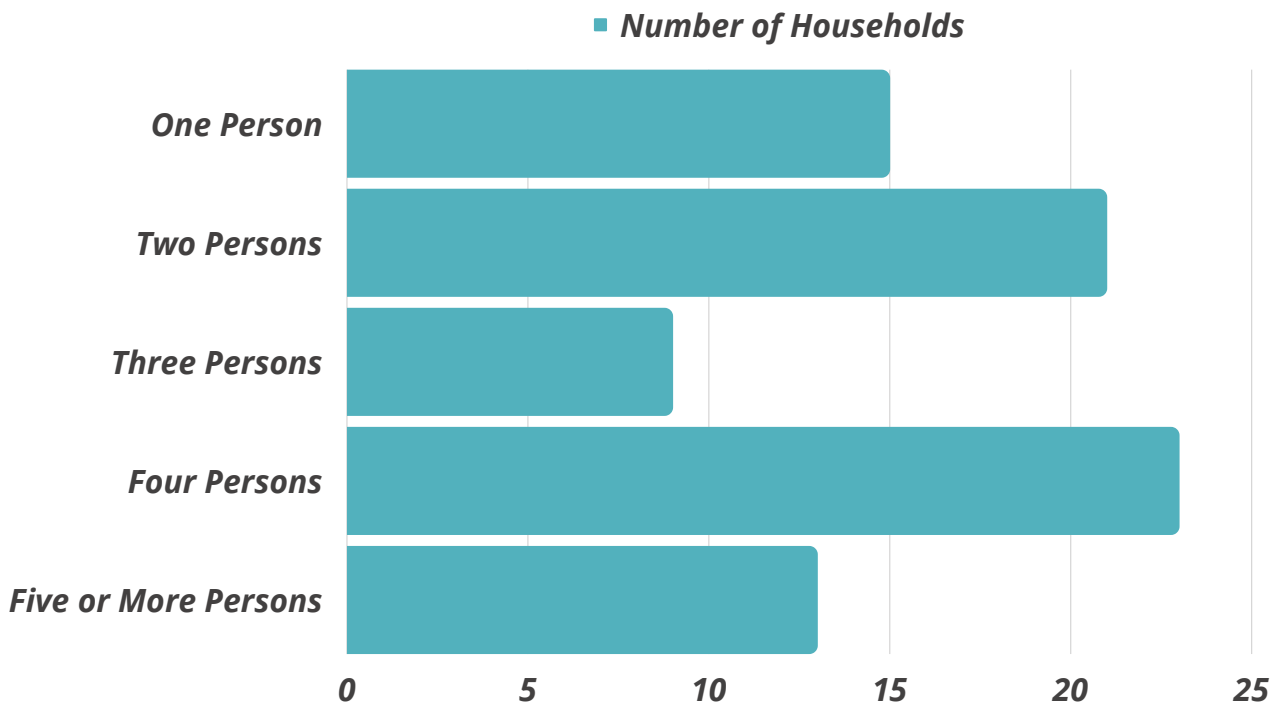
Of houses are holiday homes



Average household size



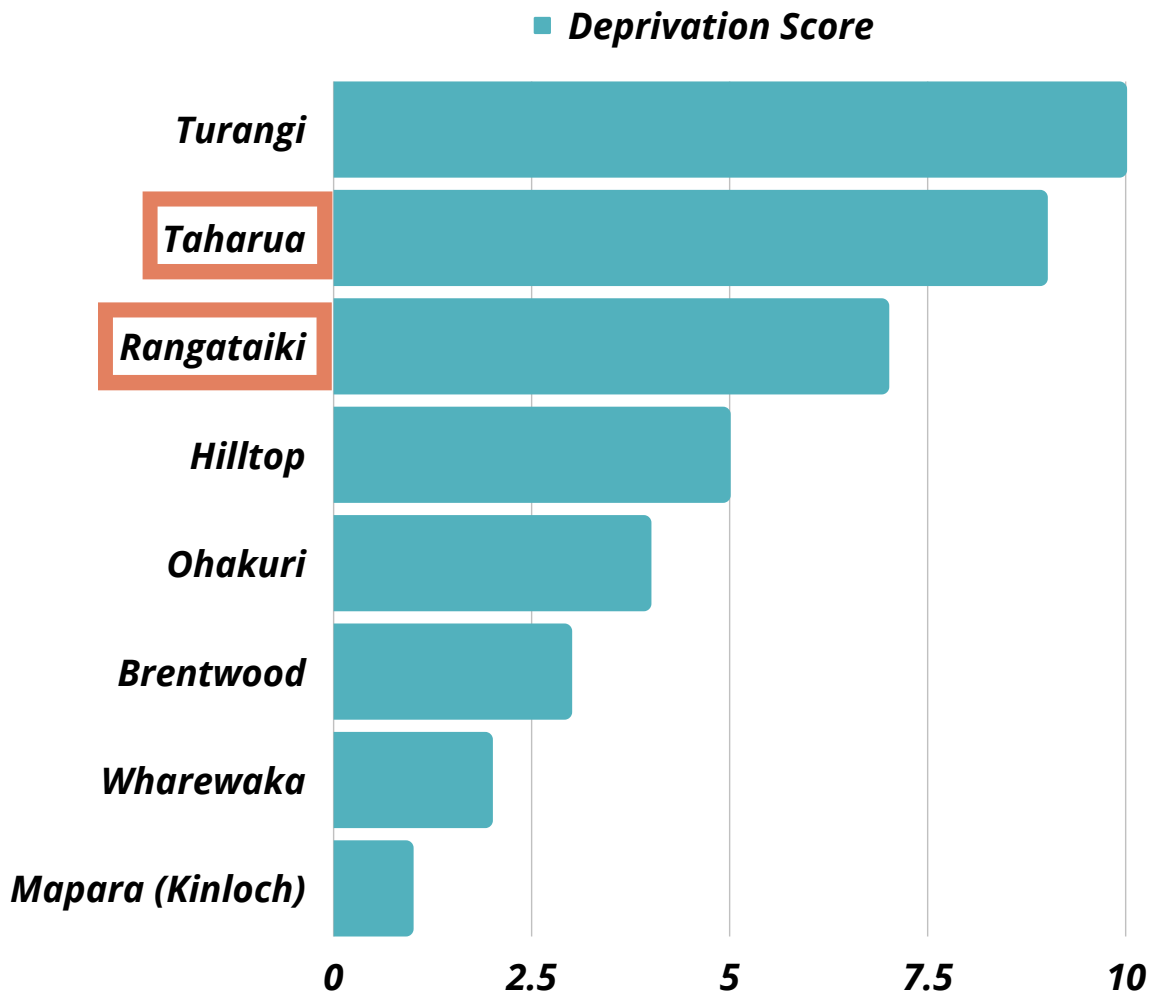
People who do not own the home they live in



# DEPRIVATION

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# Sources

**Demographic data:** Statistics NZ Census 2018, Resident Population 2021

**NZDep2018 Deprivation Index:** University of Otago, Wellington.  
Socioeconomic Deprivation Indexes: NZDep and NZiDep, Department of Public Health.

**House Prices:** Mapping the Market | CoreLogic New Zealand  
[www.corelogic.co.nz/our-data/mapping-the-market](http://www.corelogic.co.nz/our-data/mapping-the-market)