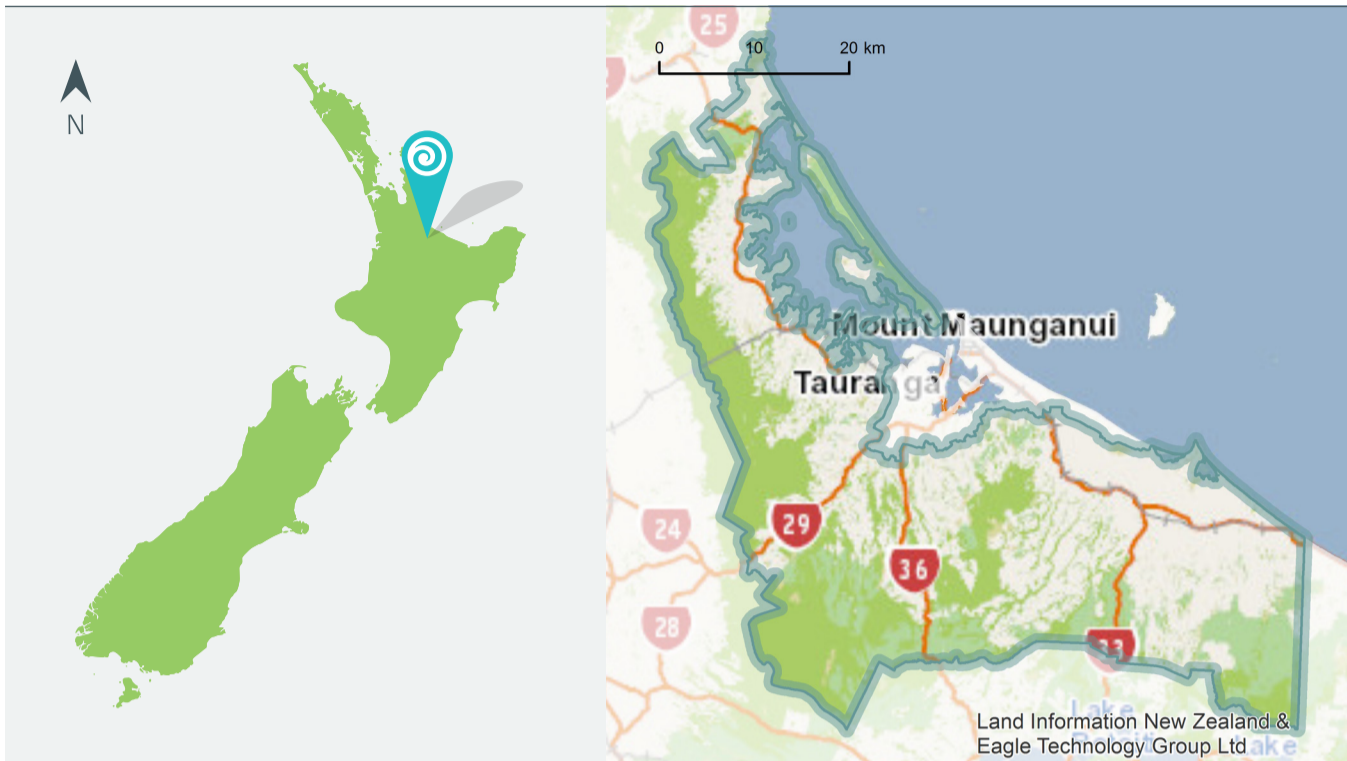


QuickStats about Western Bay of Plenty District

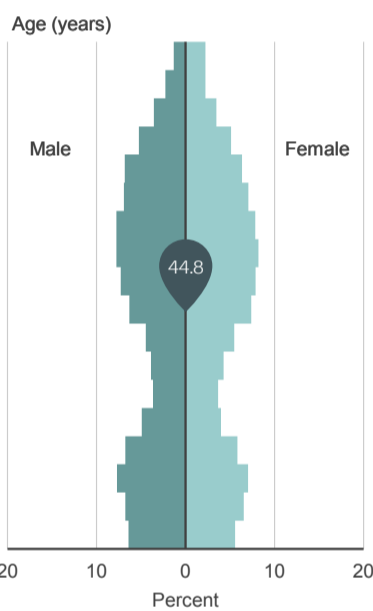


Total population
43,692 ↑ 4.5% since 2006

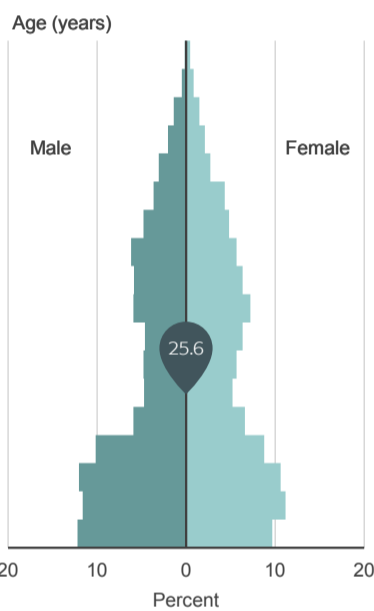
Māori population
7,560 ↑ 9.4% since 2006

Total dwellings
20,184 ↑ 9.6% since 2006

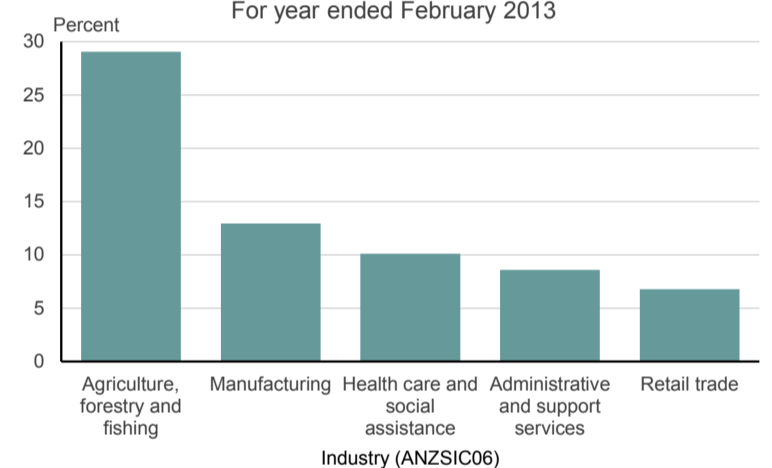
Age and sex of people
Western Bay of Plenty District
2013 Census



Age and sex of Māori
Western Bay of Plenty District
2013 Census



Top five industries in Western Bay of Plenty District
By employee count
For year ended February 2013



How Western Bay of Plenty District compares with the national average

Individuals

Major ethnic groups

	European	81.9%	vs	74.0%
	Māori	18.2%	vs	14.9%
	Pacific peoples	2.4%	vs	7.4%
	Asian	5.1%	vs	11.8%
	Middle Eastern/ Latin American/ African	0.3%	vs	1.2%
	Other	2.1%	vs	1.7%

Percent born overseas

18.5% vs 25.2%

Percent of people with a formal qualification*

75.8% vs 79.1%

Median income*

\$26,300 vs \$28,500

*For people aged 15 years and over.

Households

Percent of households that own their dwelling*

70.2% vs 64.8%

Median weekly rent

\$250 vs \$280

Percent of households with internet access

74.9% vs 76.8%

*Or hold it in a family trust.