

FOUNDATION
A THRIVING, INCLUSIVE
& EQUITABLE TARANAKI

TARANAKI REGIONAL RESEARCH REPORT UPDATE JANUARY 2025



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Summary

This report is a partial update of a 2021 report that Infometrics prepared for Toi Foundation which looks at key indicators of Taranaki Region's economic performance and population wellbeing. In this 2025 report, we present updates of all indicators in the 2021 report for which more recent 2023 Census of Population and Dwellings statistics are available. This 2025 report complements a report produced in April 2024 which included updates of other statistics available at that time.

The indicators updated in this report relate to home ownership, the quality of housing, household income, unpaid work, and smoking rates. Overall, these indicators have improved in Taranaki and its local areas. Between 2018 and 2023, home ownership rose, the proportion of houses with damp or mould fell, the proportion with heat pumps has risen, and the proportion with internet access has risen. Smoking rates are down. However, household crowding has increased and the prevalence of unpaid work, whether that be voluntary work, looking after children or looking after someone who is ill or has a disability, has fallen.

Taranaki Region did less well in 2023 when compared with the national average. Home ownership was higher in Taranaki and household crowding was lower. However, household incomes in Taranaki were skewed more towards lower income brackets, the proportion of houses with damp or mould was higher in Taranaki, the proportion with heat pumps was lower, the proportion with internet access was lower, the prevalence of unpaid work was lower and smoking rates were higher.

Among Taranaki's local areas in 2023, home ownership was highest in Stratford District but so was the prevalence of household overcrowding. New Plymouth had the highest quality housing in terms of the proportion of houses with damp or mould, the proportion with heat pumps, and the proportion with internet access. Household incomes in New Plymouth were skewed more towards higher income brackets compared with South Taranaki and Stratford. The prevalence of unpaid work is something of a mixed bag but tended to be highest in South Taranaki. South Taranaki had the highest smoking rate.

Compared with the Taranaki population as a whole, home ownership was lower among Taranaki Māori in 2023, Māori were more likely to live in a crowded household and Māori smoking rates were higher, despite having fallen over time. In 2023, Taranaki Māori were more likely than the total Taranaki population to be doing unpaid work such as voluntary work, looking after a child, or looking after someone who is ill or has a disability.

Housing

More people in Taranaki own their own home

Taranaki's home ownership rate has increased and remains well above the national average. Home ownership¹ in Taranaki rose from 69% in 2018 to 71% in 2023 (see Table 1). Nationally, home ownership rose from 65% in 2018 to 66% in 2023.

Table 1

Household home ownership rate

	2013	2018	2023
New Plymouth District	70%	70%	72%
South Taranaki District	63%	63%	67%
Stratford District	68%	70%	74%
Taranaki Region	68%	69%	71%
New Zealand	65%	65%	66%

Source: Stats NZ Census of Population and Dwellings

Dwelling owned or partly owned by household member, or held in a family trust

Home ownership in Taranaki has risen despite housing affordability worsening. The ratio of the average house value to the average household income in Taranaki rose from 4.4 in 2018 to 5.6 in 2023, having peaked at 6.7 in 2022. The proportion of average household income that would be needed to service a mortgage² rose from 25% in 2018 to 39% in 2023.³ Mortgage interest rates were very low in 2020 and 2021, which drove residential building consents across New Zealand and in Taranaki to historical highs, and could have prompted more people to buy homes even as increases in house prices made those homes less affordable.

In total in 2018, 34,335 homes in Taranaki were either owned or partly owned by a household member, or held in a family trust, up from 31,080 in 2018. In 2023, 13,755 homes were not owned by a household member, down from 14,226 in 2018.

Home ownership remains highest in Stratford

At a district-level, home ownership rates were highest in Stratford District, with 74% of households owning their own home in 2023. New Plymouth had a home ownership rate of 72% in 2023. South Taranaki had the lowest home ownership rate of 67%. Home ownership rates rose between 2018 and 2023 across all three local areas.

Stratford has more affordable housing than New Plymouth which could explain the difference in home ownership rates between those two areas. Housing is also relatively

¹ Homes that are either owned or partly owned by a household member or held in a family trust.

² Based on a 20-year mortgage on the average house value, with a 20% deposit at average 2-year fixed interest rates.

³ Housing affordability statistics are calculated by Infometrics.

affordable in South Taranaki. However, the relatively large Māori population (with Māori having lower home ownership rates – see below) and relatively high benefit dependency rates among the South Taranaki population could go some way to explaining the lower home-ownership rate in South Taranaki.

Individual home ownership rate remains the same

Household ownership rates don't allow for ethnic or age breakdowns because multiple people usually live in each dwelling. Instead, we can look at individual homeownership. In contrast to the rise in household home ownership, the individual home ownership rate in Taranaki changed very little between 2018 and 2023, reflecting a national trend. In Taranaki, 58% of people owned their own home⁴ in 2023, compared with 59% in 2018. Nationally, 51% of all people in New Zealand owned their own home in 2023 compared with 52% in 2018.

Individual home ownership in Taranaki rose at the same rate as the total population, keeping the individual home ownership rate roughly constant. But individual home ownership rose faster than the number of households, thus increasing the household home ownership rate.

Consistent with household ownership rates, South Taranaki had the lowest individual home ownership rate in Taranaki at 54% in 2023. New Plymouth was next with 59%. Stratford was highest on 62%.

Lower individual home ownership for Māori, young people

Taranaki Māori home ownership remained low in 2023, with only 34% of Māori owning a home compared with 58% across the whole Taranaki population (see Table 2). The gap between Māori and total population home ownership rates is also evident nationally and in each of Taranaki's three local areas. Māori home ownership in Taranaki fell slightly from 35% in 2022 to 34% in 2023.

In 2023, Māori home ownership rates in Taranaki (34%) were higher than Māori home ownership rates nationally (30%). Māori home ownership rates in each of Taranaki's three local areas were higher than the Māori national average in 2023.

Home ownership rates are higher in older age groups. In Taranaki, 14% of people aged 15-29 years owned their home in 2023 compared with 66% of people aged 30-64 years and 79% of people aged 65+ years. These differences across age groups are evident nationally and among Taranaki's three local areas.

⁴ People who either owned or partly owned their own home or held it in a family trust.

Table 2

Individual home ownership rate by ethnicity and age group, 2023

		New Plymouth	South Taranaki	Stratford	Taranaki	New Zealand
Māori	15-29 years	8%	8%	12%	8%	7%
	30-64 years	46%	45%	53%	46%	41%
	65+ years	57%	58%	76%	58%	58%
	All ages	34%	35%	39%	34%	30%
Total	15-29 years	14%	13%	17%	14%	12%
	30-64 years	67%	60%	71%	66%	59%
	65+ years	80%	76%	81%	79%	76%
	All ages	59%	54%	62%	58%	51%

Source: Stats NZ Census of Population and Dwellings

Dwelling owned or partly owned by individual, or held in a family trust

Young Māori had the lowest rates of home ownership in 2023 with 8% of Māori aged 15-29 years in Taranaki owning their home in 2023 compared with 34% of all Māori in Taranaki, and 14% of all people aged 15-29 years in Taranaki (see Table 2). Māori home ownership rates are higher in older age groups, as they are across the total population. However, in all age groups, Māori home ownership rates were well below those of the total population in 2023. This was the case for Taranaki Region, its three local areas, and nationally. The reasons for Māori having lower home ownership rates are complex.

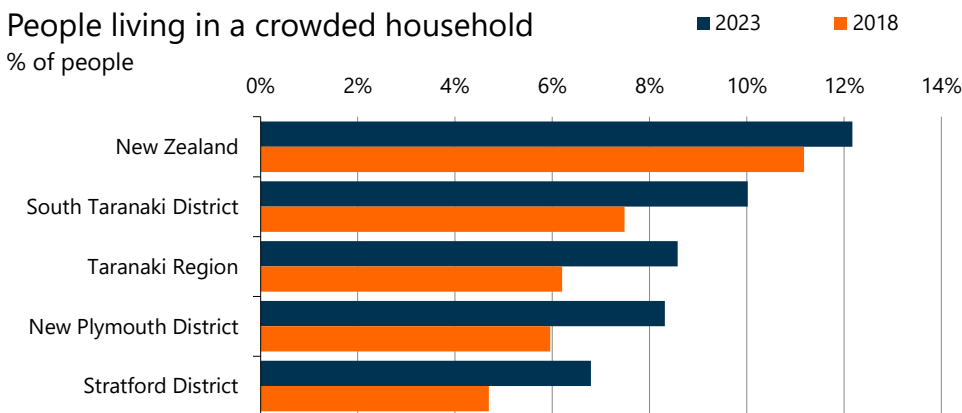
Household crowding increases but remains below the national average

Crowding occurs when a dwelling is too small for the number of people living in the household and is symptomatic of worsening housing affordability and lower incomes. Households might be crowded because its participants might be struggling to find suitable and affordable housing that meets their needs. An increase in household crowding can affect physical health and is a risk factor for infectious disease.

Household crowding rates in Taranaki have been increasing but remain below the national average. In 2023, 8.6% of people in Taranaki were living in crowded a household compared with 12% nationally. Household crowding has increased in Taranaki from 6.2% of people in 2018 (see Chart 1).

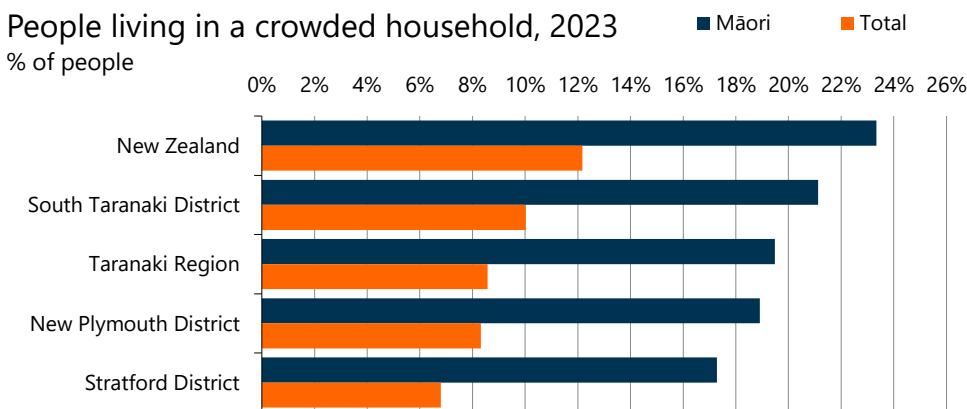
South Taranaki had the highest rate of crowded living in 2023, with 10% of people living in a crowded household. New Plymouth on 8.3% and Stratford on 6.8% had lower rates.

Chart 1



Māori in Taranaki are more than twice as likely to live in a crowded household than the population as a whole, reflecting a national trend. In 2023, 19% of Taranaki Māori lived in a crowded household compared with 8.6% of all people in Taranaki. Similar relativities can be seen across Taranaki’s three local areas (see Chart 2).

Chart 2



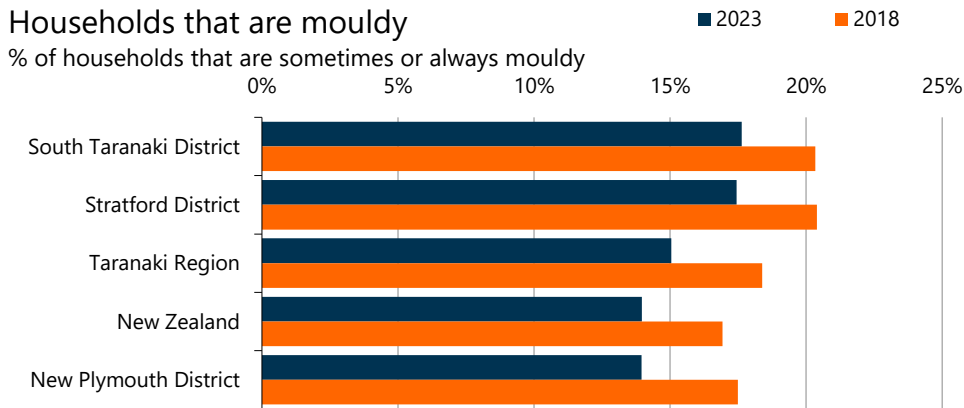
Housing quality improves but still worse than the national average

Living in a damp or mouldy house can cause a variety of health issues such as respiratory problems, allergic reactions, and other illnesses. In 2019, the Healthy Homes Standards introduced specific and minimum standards for heating, insulation, ventilation, moisture ingress and drainage, and draught stopping in rental properties.

Between 2018 and 2023, the proportion of Taranaki houses that were sometimes or always mouldy fell from 18% to 15%, reflecting a similar decline nationwide (see Chart 3). The proportion of Taranaki houses that were sometimes or always damp fell from 22% to 18%, also reflecting the same fall nationally (see Chart 4). The proportion of Taranaki houses that had a heat pump rose from 33% in 2018 to 51% in 2023.

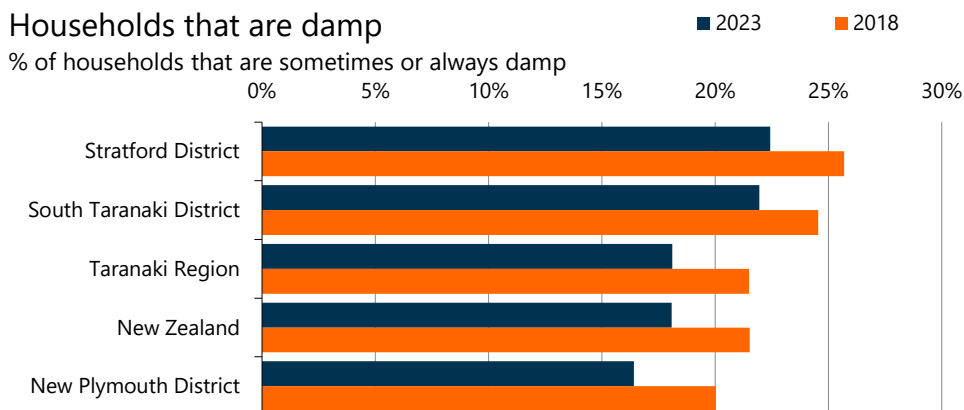
Taranaki houses are more likely to be mouldy, compared with the national average. In 2023, 15% of Taranaki houses were sometimes or always mouldy, compared with 14% of all houses across New Zealand. Dampness was the same in Taranaki and New Zealand, at 18%. Taranaki houses are less likely to have a heat pump. Across New Zealand, 67% of houses had a heat pump in 2023 compared with 51% of houses in Taranaki.

Chart 3



Stratford and South Taranaki Districts had poorer quality housing across the Taranaki region (see Chart 3 and Chart 4). In 2023, 22% of Stratford and South Taranaki houses were damp compared with 16% of New Plymouth houses. Mouldy home rates were lower but showed the same relativities. In 2023, a larger proportion of New Plymouth houses had a heat pump — 53% compared with 45% in South Taranaki and Stratford.

Chart 4



Lower internet access rate for Taranaki households

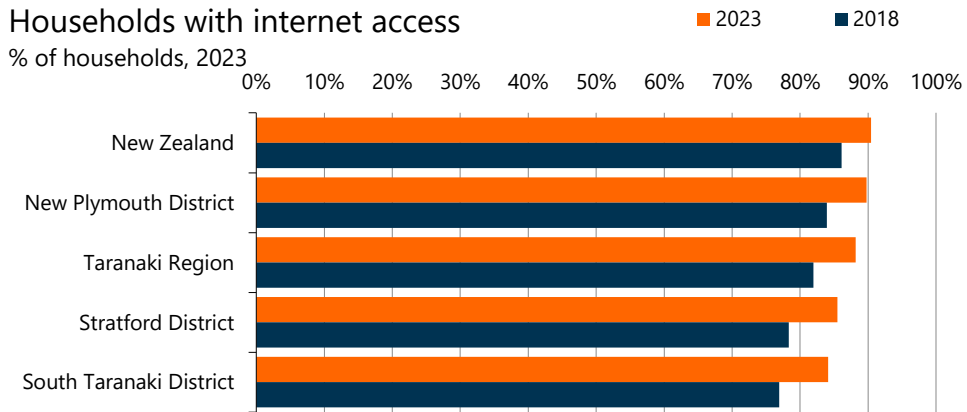
Internet access has increased across Taranaki households, but Taranaki remains below the national average. In 2023, 88% of Taranaki households had access to the internet, up from 82% in 2018 (see Chart 5). The national average in 2023 was 90%. Taranaki has been below the national average since 2001.

With more and more services becoming digitised such as social media, online shopping, health services, aspects of schooling and tertiary education, and banking, and with more

people working from home, internet connectivity is increasingly a necessity for employment, education, and social connections.

New Plymouth has the highest internet access rate in the region, which is unsurprising given it is the major urban centre. In 2023, 90% of households in New Plymouth had internet access – matching the national average.

Chart 5



Stratford had the second-highest internet access rate in the region, with 85% of households connected. South Taranaki had the lowest regional internet access rate, with 84% of households connected.

Household incomes

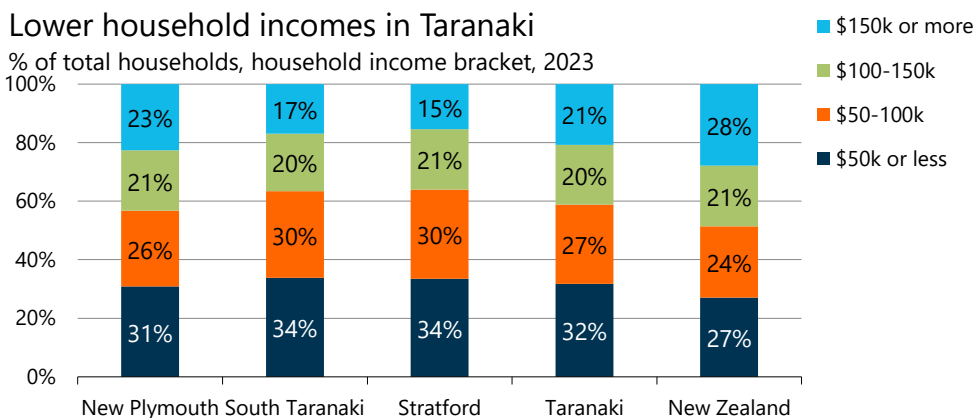
Taranaki household incomes skewed towards lower incomes

In our April 2023 update, we reported that Taranaki Region’s median household income in 2023 was lower than the national average, as were the median incomes across the three local authorities.

The reason for the average income differences is Taranaki household incomes are skewed more towards lower incomes than the national average (see Chart 6).⁵ In Taranaki, 32% of households had an income of \$50,000 or less in 2023 compared with 27% nationally. In both Stratford and South Taranaki, 34% of households had an income of \$50,000 or less, compared to 32% of New Plymouth households.

At the other end of the income scale, in Taranaki Region 21% of households had an income of \$150,000 or more in 2023 compared with 28% of household nationally. In New Plymouth, 23% of households had an income of \$150,000 or more. In South Taranaki it was just 17%. Stratford was lowest on 15%.

Chart 6



⁵ The median household income estimates in the April 2024 report are not comparable to the data in Chart 6 above. The chart uses data from the 2023 Census of Population and Dwellings, median income household estimates are based Infometrics calculations using a range of sources.

Unpaid work

Volunteering in Taranaki falls

The proportion of the Taranaki adult population engaging in voluntary work fell between 2018 and 2023 (see Table 3). In 2023, 14% of Taranaki region's population did voluntary work for the community, down from 16% in 2018. Taranaki's rate in 2023 was above the national average of 13%. Taranaki was also above the national average in 2018.

Volunteering has dropped across Taranaki's districts. South Taranaki had the highest volunteering rate in the region, at 16% in 2023, down from 18% in 2018. New Plymouth and Stratford were the same at 14% in 2023, both down from 2018.

Table 3

Prevalence of people doing unpaid activities

Doing voluntary work	2006	2013	2018	2023
New Plymouth District	16%	16%	16%	14%
South Taranaki District	19%	18%	18%	16%
Stratford District	17%	17%	17%	14%
Taranaki Region	17%	16%	16%	14%
New Zealand	15%	16%	15%	13%

Source: Stats NZ Census of Population and Dwellings

Volunteering has also fallen among Taranaki Māori, although Māori remain higher than the average of the total Taranaki population. In 2023, 16% of Taranaki Māori did voluntary work, down from 19% in 2018, but above the total Taranaki population average of 14% in 2023.

Looking after children falls in Taranaki

Looking at other unpaid work activities shows an interesting trend in Taranaki. In 2023, 29% of Taranaki's adult population looked after a child who was a member of their own household, down from 30% in 2018. Also in 2023, 15% looked after a child not from their household, down from 17% in 2018 (see Table 4). On both measures, Taranaki was above the national average in 2023.

Across Taranaki's three local areas in 2023, there was no obvious trend as to what areas had a substantially larger proportion of people looking after children in their own household, although all were down slightly from 2018. Stratford had the highest rate across the three areas on 30%, followed by New Plymouth and South Taranaki on 29%.

Stratford had the lowest proportion of people looking after a child who did not live in the household in 2023 —14% compared with New Plymouth and South Taranaki on 15%. All three districts were notably down from 2018.

Table 4

Prevalence of people doing unpaid activities

Looking after a child who does not live in own household	2006	2013	2018	2023
New Plymouth District	18%	17%	18%	15%
South Taranaki District	19%	18%	17%	15%
Stratford District	17%	18%	17%	14%
Taranaki Region	18%	18%	17%	15%
New Zealand	16%	15%	14%	12%
Looking after a child who is a member of own household				
New Plymouth District	32%	31%	30%	29%
South Taranaki District	34%	32%	30%	29%
Stratford District	33%	32%	30%	30%
Taranaki Region	32%	31%	30%	29%
New Zealand	32%	31%	29%	28%

Source: Stats NZ Census of Population and Dwellings

Māori are much more likely to be looking after a child than the total population, but rates are declining among Māori. In 2023, 37% of Taranaki Māori were looking after a child who was a member of their own household compared with 29% of the total Taranaki population (Māori were down from 39% in 2018). In 2023, 19% of Taranaki Māori were looking after a child who was not a member of their household compared with 15% of the total Taranaki population (Māori were down from 24% in 2018).

Large child population could be keeping Taranaki above the national average

In 2023, Taranaki had more children aged 0-9 years for every person aged 15+ years (0.16) compared with the national average (0.15). The relatively large child population in Taranaki could explain why a higher than average proportion of the region's population were looking after a child in 2023.

Caring responsibilities fall in Taranaki

In 2023, 8.7% of people in Taranaki were looking after someone who was ill or had a disability who did not live in their household, down from 9.5% in 2018. Taranaki's rate in 2023 was higher than the national average rate of 7.9%. At a local level, both New Plymouth and South Taranaki were on 8.8%. Stratford was lower on 7.7% (see Table 5).

Table 5

Prevalence of people with caring responsibilities

Helping someone who is ill or has a disability who does not live in own household	2006	2013	2018	2023
New Plymouth District	10.2%	9.4%	9.5%	8.8%
South Taranaki District	9.8%	9.6%	9.8%	8.8%
Stratford District	9.2%	9.4%	9.2%	7.7%
Taranaki Region	10.0%	9.4%	9.5%	8.7%
New Zealand	9.1%	8.8%	8.2%	7.9%
Looking after a member of own household who is ill or has a disability				
New Plymouth District	7.6%	7.3%	7.3%	7.7%
South Taranaki District	8.2%	8.1%	8.1%	8.8%
Stratford District	8.2%	7.4%	7.8%	7.9%
Taranaki Region	7.8%	7.5%	7.5%	7.9%
New Zealand	7.8%	7.4%	7.3%	7.8%

Source: Stats NZ Census of Population and Dwellings

In 2023, 7.9% of people in Taranaki were looking after someone who was ill or had a disability who lived in their household, up from 7.5% in 2018 (see Table 5). Taranaki was close to the national average of 7.8% in 2023, as were New Plymouth at 7.7% and Stratford at 7.9%. South Taranaki was higher at 8.8%.

Māori are more likely than the total population to be looking after someone who is ill or has a disability. In 2023, 12% of Taranaki Māori were looking after someone who was ill or had a disability in their own household compared with 7.9% of the total Taranaki population. Some 11% of Taranaki Māori were looking after someone who was ill or had a disability who was not in their own household compared with 8.7% of the total Taranaki population.

The extent of informal caring in an area can be influenced by a range of factors such as the age profile of the population (an older age profile can result in greater caring responsibilities for family and friends), the number of people with activity limitations, as well as the availability of aged residential care (ARC) facilities and Community Health Social Services (CHSS). Nationally, both the ARC and CHSS sectors are under pressure from funding constraints and workforce attrition.

Overall, caring responsibilities were highest in South Taranaki in 2023 (18% of people were looking after someone who was ill or had a disability either within or outside their own household). In 2023, a higher proportion of people in South Taranaki had some kind of activity limitation. For example, 24% of people in South Taranaki had difficulty seeing compared with 20% in New Plymouth, and 22% in Stratford.⁶ Similar disparities were found for people having difficulty communicating, hearing, remembering, walking, and washing. Across all these categories, South Taranaki had higher proportions than the other two areas.

Increases in working hours might explain the drop in unpaid work

Between 2018 and 2023, the proportion of people either unemployed or not in the labour force remained steady at 37%. However, the proportion of employed people

⁶ Source: Stats NZ, 2023 Census of Population and Dwellings.

working fewer than 20 hours per week fell from 13% to 12%, and the proportion of employed people working 20-49 hours per week rose from 68% to 71%.⁷

Assuming that people who are unemployed or not in the labour market have the most time to do unpaid work, there is nothing in the labour force status statistics to explain the drop in voluntary work, looking after someone who is ill or disabled outside the household, or looking after a child. However, increases in working hours mean less time for unpaid work. For employed people, the shift to people working more hours might provide some explanation for the drop in unpaid work.

⁷ Source: Stats NZ, Census of Population and Dwellings.

Smoking

Smoking rates continue to fall

In 2023, 9.5% of Taranaki's population were regular smokers, above the 7.7% national rate. Taranaki's rate fell from 16% in 2018, alongside a fall in the national rate.

Smoking rates have fallen across all three of Taranaki's local areas. South Taranaki continues to have the highest smoking rate. In 2023, 13% of South Taranaki's population were regular smokers, down from 20% in 2018. Stratford's smoking rate fell from 17% in 2018 to 10% in 2023. New Plymouth's rate dropped from 14% in 2018 to just 8.2% in 2023.

Falls in smoking rates are welcome, but Taranaki remaining above the national average since 2006 is a concern for the health outcomes of those within the community who smoke.

Table 6

Proportion of the population who are regular smokers

	2006	2013	2018	2023
New Plymouth District	21%	16%	14%	8%
South Taranaki District	27%	22%	20%	13%
Stratford District	23%	19%	17%	10%
Taranaki Region	22%	18%	16%	10%
New Zealand	21%	15%	13%	8%

Source: Stats NZ Census of Population and Dwellings

New Zealand's smoking rates have fallen due to several factors, including stop smoking programs and rises in tobacco costs. Between the March quarter 2018 and the March quarter 2023, the cost of tobacco and cigarettes rose 39% compared with a 20% rise across all goods and services.⁸ Vaping is not included in the smoking figures. New Zealand has a regulated vaping market that allows a wide range of vapes to be sold as adult consumer products. Vaping is seen as a healthier alternative to smoking and an important tool to accelerate the decline in smoking rates.

Smoking rates of Māori and young people continue to fall

Smoking rates of Māori, of all people aged 15-19 years, and of Māori aged 15-19 years fell between 2018 and 2023 across Taranaki Region and its three local areas. Māori smoking rates remain higher than those of the population as a whole across Taranaki and its three local areas. Māori smoking rates in Taranaki Region are also higher than the national average for Māori, largely because of a high Māori smoking rate in South Taranaki (see Table 7).

In 2023, 16% of Māori in Taranaki Region were regular smokers, considerably down from 30% in 2018. However, the region's Māori smoking rate of 16% was above the national average Māori smoking rate of 15%. The rates in New Plymouth (15%) and Stratford

⁸ Source: Stats NZ, Consumers Price Inflation

(15%) were below the national average. However, South Taranaki was much higher on 20%.

Table 7

Smoking rates of Māori and young people

Proportion of the Māori population who are regular smokers	2013	2018	2023
New Plymouth District	32%	28%	15%
South Taranaki District	39%	33%	20%
Stratford District	38%	29%	15%
Taranaki Region	35%	30%	16%
New Zealand	33%	28%	15%
Proportion of the population aged 15-19 years who are regular smokers			
New Plymouth District	12%	8%	2%
South Taranaki District	16%	8%	3%
Stratford District	16%	7%	2%
Taranaki Region	13%	8%	3%
New Zealand	10%	7%	2%
Proportion of the Māori population aged 15-19 years who are regular smokers			
New Plymouth District	20%	14%	3%
South Taranaki District	28%	9%	4%
Stratford District	31%	14%	4%
Taranaki Region	23%	12%	4%
New Zealand	22%	14%	4%

Source: Stats NZ Census of Population and Dwellings

In 2023, just 2.6% of 15-19 year olds in Taranaki Region were regular smokers, down from 8.1% in 2018. However, the region's youth smoking rate of 2.6% was a little above the national average youth smoking rate of 1.9%. South Taranaki (3.5%) and New Plymouth (2.3%) were above the national average. Stratford (1.9%) matched the national average.

Smoking rates of Māori aged 15-19 years fell steeply across all Taranaki's three local areas between 2018 and 2023, culminating in a Taranaki Region fall from 12% in 2018 to just 3.6% in 2023.

Appendix: SA2 tables

The following pages show the 2023 Census of Population and Dwelling statistics used in the main body of this report for each of the Statistical Area 2 (SA2) areas in Taranaki Region.

Individual home ownership rate

	2023
New Plymouth District	59%
Bell Block Central	58%
Bell Block East-Puketapu	74%
Bell Block West	60%
Blagdon-Lynmouth	52%
Everett Park	65%
Ferndale	69%
Fitzroy (New Plymouth District)	59%
Frankleigh Park	61%
Glen Avon	66%
Highlands Park (New Plymouth District)	69%
Hurdon	66%
Inglewood	66%
Kaitake	67%
Kawaroa	48%
Lepperton-Brixton	67%
Lower Vogeltown	57%
Mangaoraka	68%
Mangorei	73%
Marfell	46%
Merrilands	56%
Moturoa	55%
Mount Messenger	66%
New Plymouth Central	43%
Ōakura	68%
Omata	69%
Paraite	68%
Port Taranaki	N/A
Spotswood	51%
Strandon	58%
Tarata	59%
Tikorangi	64%
Upper Vogeltown	64%
Waitara East	54%
Waitara West	45%
Waiwhakaiho-Bell Block South	47%
Welbourn	51%
Westown	50%
Whalers Gate	71%
South Taranaki District	54%
Eltham	57%
Hāwera Central	54%
Hāwera West	69%
Kaponga-Mangatoki	48%
Kapuni	37%
King Edward Park	52%
Manaia	59%
Mangawhio	51%
Manutahi-Waitōtara	58%
Normanby (South Taranaki District)	57%
Ohangai	52%
Okaiawa	53%
Ōpunake	57%
Parihaka	42%
Pātea	51%
Ramanui	56%
Taungatara	42%
Tawhiti	61%
Te Roti-Moeroa	51%
Turuturu	60%
Stratford District	62%
Douglas	62%
Pembroke	63%
Stratford Central	62%
Stratford North	65%
Stratford South	57%
Toko	61%
Whangamomona	63%

Source: Stats NZ Census of Population and Dwellings
 Dwelling owned or partly owned by individual, or held in a family trust

Household home ownership rate

	2023
New Plymouth District	72%
Bell Block Central	74%
Bell Block East-Puketapu	87%
Bell Block West	77%
Blagdon-Lynmouth	66%
Everett Park	78%
Ferndale	84%
Fitzroy (New Plymouth District)	68%
Frankleigh Park	72%
Glen Avon	79%
Highlands Park (New Plymouth District)	86%
Hurdon	81%
Inglewood	79%
Kaitake	80%
Kawaroa	56%
Lepperton-Brixton	82%
Lower Vogeltown	66%
Mangaoraka	82%
Mangorei	86%
Marfell	60%
Merrilands	68%
Moturoa	66%
Mount Messenger	80%
New Plymouth Central	52%
Ōakura	80%
Omata	84%
Paraite	81%
Port Taranaki	N/A
Spotswood	65%
Strandon	69%
Tarata	70%
Tikorangi	78%
Upper Vogeltown	78%
Waitara East	69%
Waitara West	61%
Waiwhakaiho-Bell Block South	55%
Welbourn	65%
Westown	62%
Whalers Gate	90%
South Taranaki District	67%
Eltham	74%
Hāwera Central	65%
Hāwera West	83%
Kaponga-Mangatoki	57%
Kapuni	48%
King Edward Park	67%
Manaia	73%
Mangawhio	64%
Manutahi-Waitōtara	68%
Normanby (South Taranaki District)	74%
Ohangai	63%
Okaiawa	66%
Ōpunake	72%
Parihaka	54%
Pātea	68%
Ramanui	71%
Taungatara	50%
Tawhiti	77%
Te Roti-Moeroa	63%
Turuturu	75%
Stratford District	74%
Douglas	66%
Pembroke	76%
Stratford Central	74%
Stratford North	78%
Stratford South	71%
Toko	72%
Whangamomona	76%

Source: Stats NZ Census of Population and Dwellings
 Dwelling owned or partly owned by household member, or held in a family trust

Individual home ownership rate by ethnicity and age group, 2023

	Māori				Total			
	15-29 years	30-64 years	65+ years	All ages	15-29 years	30-64 years	65+ years	All ages
New Plymouth District	8%	46%	56%	34%	14%	67%	80%	59%
Bell Block Central	4%	48%	67%	32%	12%	65%	80%	58%
Bell Block East-Puketapu	22%	76%	67%	67%	19%	82%	90%	74%
Bell Block West	8%	45%	54%	32%	12%	66%	80%	60%
Blagdon-Lynmouth	10%	42%	57%	30%	16%	59%	79%	52%
Everett Park	5%	61%	100%	48%	11%	75%	89%	65%
Ferndale	0%	64%	200%	48%	16%	78%	92%	69%
Fitzroy (New Plymouth District)	4%	47%	67%	36%	9%	66%	77%	59%
Frankleigh Park	5%	44%	70%	34%	15%	69%	84%	61%
Glen Avon	10%	52%	60%	36%	15%	76%	87%	66%
Highlands Park (New Plymouth District)	10%	61%	55%	45%	12%	79%	80%	69%
Hurdon	9%	57%	60%	42%	15%	75%	86%	66%
Inglewood	17%	58%	62%	43%	25%	75%	80%	66%
Kaitake	15%	56%	33%	42%	14%	74%	89%	67%
Kawaroa	3%	33%	40%	24%	7%	48%	74%	48%
Lepperton-Brixton	12%	63%	70%	49%	14%	75%	87%	67%
Lower Vogeltown	13%	44%	36%	33%	18%	64%	70%	57%
Mangaoraka	7%	56%	75%	37%	14%	79%	87%	68%
Mangorei	8%	69%	67%	56%	14%	83%	88%	73%
Marfell	5%	31%	71%	23%	13%	55%	76%	46%
Merrilands	10%	30%	50%	25%	14%	60%	79%	56%
Moturoa	0%	37%	44%	28%	9%	55%	83%	55%
Mount Messenger	14%	62%	83%	45%	13%	74%	85%	66%
New Plymouth Central	0%	24%	60%	26%	4%	40%	76%	43%
Ōakura	18%	62%	60%	50%	9%	74%	91%	68%
Omata	0%	71%	100%	56%	13%	80%	89%	69%
Paraitē	0%	47%	67%	33%	10%	79%	87%	68%
Port Taranaki	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Spotswood	10%	41%	58%	32%	15%	57%	80%	51%
Strandon	7%	46%	50%	32%	14%	63%	76%	58%
Tarata	0%	56%	50%	47%	8%	66%	88%	59%
Tikorangi	3%	60%	64%	43%	7%	72%	87%	64%
Upper Vogeltown	11%	46%	50%	36%	17%	71%	82%	64%
Waitara East	10%	48%	50%	34%	17%	61%	74%	54%
Waitara West	6%	36%	53%	27%	12%	51%	69%	45%
Waiwhakaiho-Bell Block South	0%	60%	N/A	38%	9%	60%	71%	47%
Welbourn	13%	43%	33%	32%	12%	58%	70%	51%
Westown	4%	30%	38%	22%	12%	54%	72%	50%
Whalers Gate	5%	69%	67%	47%	12%	81%	84%	71%
South Taranaki District	9%	45%	59%	35%	13%	60%	76%	54%
Eltham	13%	48%	54%	37%	16%	64%	75%	57%
Hāwera Central	8%	32%	35%	24%	18%	55%	77%	54%
Hāwera West	17%	58%	60%	44%	24%	76%	85%	69%
Kaponga-Mangatoki	0%	44%	67%	33%	7%	56%	70%	48%
Kapuni	0%	23%	50%	16%	6%	42%	67%	37%
King Edward Park	6%	42%	56%	31%	15%	59%	68%	52%
Manaia	13%	55%	64%	41%	11%	69%	81%	59%
Mangawhio	0%	50%	50%	32%	8%	56%	79%	51%
Manutahi-Waitōtorā	7%	53%	68%	44%	12%	60%	82%	58%
Normanby (South Taranaki District)	17%	66%	73%	50%	15%	68%	83%	57%
Ohangai	0%	45%	67%	37%	7%	59%	79%	52%
Okaiawa	0%	55%	88%	40%	10%	59%	80%	53%
Ōpunake	6%	47%	44%	36%	8%	65%	73%	57%
Parihaka	4%	38%	80%	34%	7%	48%	79%	42%
Pātea	5%	40%	58%	32%	4%	55%	68%	51%
Ramanui	7%	43%	50%	30%	12%	65%	68%	56%
Taungatara	5%	36%	20%	23%	5%	48%	76%	42%
Tawhiti	11%	50%	71%	45%	10%	71%	80%	61%
Te Roti-Moeroa	33%	43%	N/A	39%	15%	58%	79%	51%
Turuturu	14%	46%	62%	35%	23%	67%	83%	60%
Stratford District	12%	52%	70%	39%	17%	70%	81%	62%
Douglas	0%	44%	100%	43%	14%	72%	78%	62%
Pembroke	8%	56%	67%	49%	14%	74%	82%	63%
Stratford Central	12%	50%	71%	35%	15%	69%	82%	62%
Stratford North	9%	66%	57%	40%	20%	75%	79%	65%
Stratford South	10%	41%	67%	33%	19%	65%	77%	57%
Toko	29%	47%	100%	48%	20%	67%	86%	61%
Whangamomona	N/A	40%	N/A	40%	0%	65%	82%	63%

Source: Stats NZ Census of Population and Dwellings

Dwelling owned or partly owned by individual, or held in a family trust

Proportion of households that are sometimes or always mouldy		Proportion of households that are sometimes or always damp	
	2023		2023
New Plymouth District	14%	New Plymouth District	16%
Bell Block Central	12%	Bell Block Central	14%
Bell Block East-Puketapu	5%	Bell Block East-Puketapu	5%
Bell Block West	8%	Bell Block West	12%
Blagdon-Lynmouth	19%	Blagdon-Lynmouth	21%
Everett Park	16%	Everett Park	20%
Ferndale	12%	Ferndale	13%
Fitzroy (New Plymouth District)	13%	Fitzroy (New Plymouth District)	16%
Frankleigh Park	17%	Frankleigh Park	19%
Glen Avon	10%	Glen Avon	10%
Highlands Park (New Plymouth District)	7%	Highlands Park (New Plymouth District)	7%
Hurdon	12%	Hurdon	13%
Inglewood	18%	Inglewood	21%
Kaitake	14%	Kaitake	17%
Kawaroa	13%	Kawaroa	16%
Lepperton-Brixton	12%	Lepperton-Brixton	13%
Lower Vogelstown	16%	Lower Vogelstown	18%
Mangaoraka	12%	Mangaoraka	15%
Mangorei	12%	Mangorei	13%
Marfell	21%	Marfell	28%
Merrilands	14%	Merrilands	17%
Moturoa	15%	Moturoa	17%
Mount Messenger	12%	Mount Messenger	19%
New Plymouth Central	11%	New Plymouth Central	16%
Oakura	11%	Oakura	13%
Omata	15%	Omata	13%
Paraite	8%	Paraite	10%
Port Taranaki	N/A	Port Taranaki	N/A
Spotswood	19%	Spotswood	21%
Strandon	10%	Strandon	13%
Tarata	15%	Tarata	16%
Tikorangi	13%	Tikorangi	15%
Upper Vogelstown	15%	Upper Vogelstown	16%
Waitara East	19%	Waitara East	22%
Waitara West	22%	Waitara West	27%
Waiwhakaiho-Bell Block South	11%	Waiwhakaiho-Bell Block South	16%
Welbourn	15%	Welbourn	17%
Westown	16%	Westown	19%
Whalers Gate	7%	Whalers Gate	6%
South Taranaki District	18%	South Taranaki District	22%
Eltham	21%	Eltham	28%
Hāwera Central	15%	Hāwera Central	17%
Hāwera West	9%	Hāwera West	12%
Kaponga-Mangatoki	20%	Kaponga-Mangatoki	28%
Kapuni	16%	Kapuni	23%
King Edward Park	16%	King Edward Park	16%
Manaia	18%	Manaia	28%
Mangawhio	20%	Mangawhio	25%
Manutahi-Waitōtorā	16%	Manutahi-Waitōtorā	21%
Normanby (South Taranaki District)	23%	Normanby (South Taranaki District)	25%
Ohangai	25%	Ohangai	27%
Okaiawa	21%	Okaiawa	24%
Ōpunake	15%	Ōpunake	21%
Parihaka	21%	Parihaka	24%
Pātea	25%	Pātea	29%
Ramanui	17%	Ramanui	20%
Taungatara	17%	Taungatara	23%
Tawhiti	8%	Tawhiti	13%
Te Roti-Moeroa	23%	Te Roti-Moeroa	28%
Turuturu	16%	Turuturu	22%
Stratford District	18%	Stratford District	22%
Douglas	23%	Douglas	29%
Pembroke	14%	Pembroke	23%
Stratford Central	17%	Stratford Central	21%
Stratford North	16%	Stratford North	19%
Stratford South	19%	Stratford South	24%
Toko	20%	Toko	24%
Whangamomona	16%	Whangamomona	33%

Source: Stats NZ Census of Population and Dwellings

Source: Stats NZ Census of Population and Dwellings

Proportion of individuals living in a crowded household

	2023
New Plymouth District	8%
Bell Block Central	10%
Bell Block East-Puketapu	5%
Bell Block West	10%
Blagdon-Lynmouth	12%
Everett Park	5%
Ferndale	2%
Fitzroy (New Plymouth District)	6%
Frankleigh Park	7%
Glen Avon	6%
Highlands Park (New Plymouth District)	1%
Hurdon	5%
Inglewood	6%
Kaitake	7%
Kawaroa	8%
Lepperton-Brixton	5%
Lower Vogelstown	6%
Mangaoraka	5%
Mangorei	5%
Marfell	21%
Merrilands	8%
Moturoa	7%
Mount Messenger	12%
New Plymouth Central	12%
Oakura	5%
Omata	6%
Paraite	4%
Port Taranaki	N/A
Spotswood	11%
Strandon	7%
Tarata	2%
Tikorangi	8%
Upper Vogelstown	6%
Waitara East	16%
Waitara West	18%
Waiwhakaiho-Bell Block South	8%
Welbourn	7%
Westown	14%
Whalers Gate	4%
South Taranaki District	10%
Eltham	15%
Hāwera Central	13%
Hāwera West	5%
Kaponga-Mangatoki	7%
Kapuni	9%
King Edward Park	12%
Manaia	15%
Mangawhio	3%
Manutahi-Waitōtorā	5%
Normanby (South Taranaki District)	13%
Ohangai	3%
Okaiawa	9%
Ōpunake	10%
Parihaka	12%
Pātea	18%
Ramanui	12%
Taungatara	5%
Tawhiti	4%
Te Roti-Moeroa	5%
Turuturu	10%
Stratford District	7%
Douglas	4%
Pembroke	6%
Stratford Central	8%
Stratford North	5%
Stratford South	11%
Toko	4%
Whangamomona	19%

Source: Stats NZ Census of Population and Dwellings

Proportion of households with access to the internet

	2023
New Plymouth District	90%
Bell Block Central	90%
Bell Block East-Puketapu	97%
Bell Block West	91%
Blagdon-Lynmouth	90%
Everett Park	89%
Ferndale	95%
Fitzroy (New Plymouth District)	86%
Frankleigh Park	93%
Glen Avon	92%
Highlands Park (New Plymouth District)	94%
Hurdon	92%
Inglewood	90%
Kaitake	91%
Kawaroa	89%
Lepperton-Brixton	91%
Lower Vogelstown	88%
Mangaoraka	94%
Mangorei	92%
Marfell	84%
Merrilands	92%
Moturoa	87%
Mount Messenger	81%
New Plymouth Central	85%
Oakura	96%
Omata	92%
Paraite	94%
Port Taranaki	N/A
Spotswood	88%
Strandon	90%
Tarata	87%
Tikorangi	89%
Upper Vogelstown	91%
Waitara East	87%
Waitara West	82%
Waiwhakaiho-Bell Block South	95%
Welbourn	90%
Westown	87%
Whalers Gate	93%
South Taranaki District	84%
Eltham	82%
Hāwera Central	80%
Hāwera West	92%
Kaponga-Mangatoki	81%
Kapuni	85%
King Edward Park	83%
Manaia	81%
Mangawhio	83%
Manutahi-Waitōtorā	79%
Normanby (South Taranaki District)	89%
Ohangai	89%
Okaiawa	91%
Ōpunake	84%
Parihaka	83%
Pātea	77%
Ramanui	87%
Taungatara	84%
Tawhiti	90%
Te Roti-Moeroa	83%
Turuturu	87%
Stratford District	85%
Douglas	86%
Pembroke	89%
Stratford Central	84%
Stratford North	86%
Stratford South	84%
Toko	88%
Whangamomona	63%

Source: Stats NZ Census of Population and Dwellings

Annual household income brackets, 2023

	\$20,000 or less	\$20,001-\$30,000	\$30,001-\$50,000	\$50,001-\$70,000	\$70,001-\$100,000	\$100,001-\$150,000	\$150,001-\$200,000	\$200,001 or more
New Plymouth District	5%	10%	16%	11%	15%	21%	12%	10%
Bell Block Central	4%	11%	16%	11%	16%	23%	11%	8%
Bell Block East-Puketapu	2%	4%	16%	8%	12%	25%	21%	13%
Bell Block West	4%	11%	17%	10%	15%	19%	12%	12%
Blagdon-Lynmouth	6%	8%	16%	13%	15%	23%	11%	8%
Everett Park	5%	5%	11%	8%	17%	25%	15%	14%
Ferndale	3%	3%	13%	8%	19%	21%	14%	18%
Fitzroy (New Plymouth District)	6%	11%	14%	10%	12%	20%	13%	14%
Frankleigh Park	6%	8%	15%	9%	15%	20%	14%	12%
Glen Avon	4%	7%	14%	12%	15%	24%	13%	11%
Highlands Park (New Plymouth District)	3%	8%	14%	11%	12%	20%	15%	17%
Hurdon	4%	9%	15%	9%	15%	23%	15%	10%
Inglewood	5%	13%	17%	11%	17%	22%	10%	5%
Kaitake	6%	8%	11%	13%	15%	23%	12%	12%
Kawaroa	7%	12%	18%	9%	15%	18%	11%	11%
Lepperton-Brixton	3%	5%	12%	11%	17%	25%	15%	11%
Lower Vogeltown	6%	11%	16%	11%	15%	19%	11%	10%
Mangaoraka	4%	7%	9%	9%	15%	23%	16%	15%
Mangorei	4%	4%	11%	8%	14%	26%	16%	17%
Marfell	7%	12%	16%	11%	19%	23%	9%	3%
Merrilands	5%	12%	17%	13%	13%	17%	12%	10%
Moturoa	6%	11%	17%	13%	16%	19%	9%	9%
Mount Messenger	9%	10%	16%	15%	17%	20%	8%	7%
New Plymouth Central	8%	12%	17%	12%	18%	16%	9%	9%
Ōakura	3%	7%	10%	10%	13%	19%	14%	24%
Omata	3%	9%	15%	8%	11%	25%	12%	17%
Paraite	4%	5%	9%	11%	15%	26%	14%	17%
Port Taranaki	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Spotswood	7%	11%	16%	13%	16%	20%	11%	6%
Strandon	4%	9%	15%	13%	12%	19%	11%	17%
Tarata	6%	6%	15%	12%	16%	22%	13%	10%
Tikorangi	6%	8%	15%	10%	15%	23%	11%	13%
Upper Vogeltown	5%	11%	17%	11%	15%	18%	13%	9%
Waitara East	6%	10%	20%	13%	18%	20%	10%	5%
Waitara West	9%	13%	20%	14%	16%	17%	8%	3%
Waiwhakaiho-Bell Block South	5%	10%	10%	15%	15%	30%	10%	5%
Welbourn	5%	10%	16%	10%	13%	19%	13%	14%
Westown	7%	13%	19%	12%	16%	19%	10%	5%
Whalers Gate	5%	10%	19%	8%	12%	19%	17%	11%
South Taranaki District	7%	10%	16%	13%	17%	20%	10%	7%
Eltham	8%	12%	16%	16%	20%	18%	8%	2%
Hāwera Central	8%	16%	20%	12%	14%	17%	8%	4%
Hāwera West	4%	9%	15%	10%	12%	24%	15%	11%
Kaponga-Mangatoki	8%	8%	12%	14%	16%	21%	11%	10%
Kapuni	6%	7%	12%	15%	18%	21%	10%	12%
King Edward Park	5%	12%	20%	13%	17%	17%	9%	6%
Manaia	13%	14%	21%	13%	12%	14%	10%	4%
Mangawhio	9%	5%	11%	16%	18%	19%	11%	10%
Manutahi-Waitōtara	9%	11%	21%	13%	18%	16%	8%	5%
Normanby (South Taranaki District)	4%	9%	18%	12%	17%	29%	7%	5%
Ohangai	5%	3%	9%	15%	20%	26%	15%	8%
Okaiawa	5%	7%	12%	12%	18%	23%	12%	10%
Ōpunake	8%	13%	19%	15%	16%	17%	6%	6%
Parihaka	7%	7%	14%	12%	18%	21%	10%	11%
Pātea	10%	22%	21%	14%	17%	11%	3%	3%
Ramanui	6%	10%	17%	12%	17%	21%	9%	8%
Taungatara	6%	3%	11%	16%	20%	21%	11%	12%
Tawhiti	4%	3%	12%	11%	14%	23%	14%	17%
Te Roti-Moeroa	7%	7%	13%	13%	15%	24%	11%	11%
Turuturu	5%	9%	15%	13%	17%	24%	11%	7%
Stratford District	7%	11%	16%	13%	17%	21%	10%	6%
Douglas	10%	8%	14%	14%	19%	19%	8%	7%
Pembroke	6%	6%	11%	13%	19%	23%	12%	9%
Stratford Central	6%	15%	20%	13%	17%	19%	6%	3%
Stratford North	6%	12%	18%	11%	16%	20%	10%	6%
Stratford South	6%	12%	19%	15%	17%	19%	8%	4%
Toko	6%	4%	10%	17%	17%	24%	13%	8%
Whangamomona	26%	11%	16%	11%	16%	16%	5%	0%

Source: Stats NZ Census of Population and Dwellings

Prevalence of people doing unpaid activities, 2023

	Looking after someone who is ill or disabled*	Looking after a child child*	Doing voluntary work
New Plymouth District	22%	57%	15%
Bell Block Central	18%	58%	11%
Bell Block East-Puketapu	13%	68%	16%
Bell Block West	15%	56%	9%
Blagdon-Lynmouth	20%	55%	12%
Everett Park	31%	67%	18%
Ferndale	32%	63%	16%
Fitzroy (New Plymouth District)	20%	50%	21%
Frankleigh Park	24%	51%	15%
Glen Avon	24%	61%	20%
Highlands Park (New Plymouth District)	14%	50%	14%
Hurdon	25%	59%	14%
Inglewood	17%	62%	18%
Kaitake	29%	67%	21%
Kawaroa	18%	44%	16%
Lepperton-Brixton	22%	63%	17%
Lower Vogeltown	21%	55%	8%
Mangaoraka	21%	61%	16%
Mangorei	24%	65%	11%
Marfell	30%	68%	10%
Merrilands	22%	56%	13%
Moturoa	18%	49%	17%
Mount Messenger	15%	56%	21%
New Plymouth Central	16%	39%	16%
Ōakura	25%	73%	20%
Omata	14%	50%	7%
Paraitē	25%	58%	13%
Port Taranaki	N/A	N/A	N/A
Spotswood	26%	56%	14%
Strandon	16%	44%	13%
Tarata	0%	69%	15%
Tikorangi	25%	53%	21%
Upper Vogeltown	21%	67%	13%
Waitara East	22%	54%	19%
Waitara West	26%	61%	16%
Waiwhakaiho-Bell Block South	14%	43%	14%
Welbourn	19%	48%	15%
Westown	24%	54%	11%
Whalers Gate	15%	52%	19%
South Taranaki District	23%	57%	18%
Eltham	27%	67%	11%
Hāwera Central	25%	59%	18%
Hāwera West	19%	54%	14%
Kaponga-Mangatoki	21%	53%	13%
Kapuni	21%	53%	16%
King Edward Park	15%	61%	15%
Manaia	24%	51%	18%
Mangawhio	20%	50%	10%
Manutahi-Waitōtara	21%	45%	20%
Normanby (South Taranaki District)	22%	68%	19%
Ohangai	27%	53%	20%
Okaiawa	24%	58%	22%
Ōpunake	19%	57%	20%
Parihaka	27%	53%	22%
Pātea	26%	57%	22%
Ramanui	24%	59%	15%
Taungatara	19%	52%	17%
Tawhiti	36%	61%	21%
Te Roti-Moeroa	30%	60%	30%
Turuturu	24%	59%	16%
Stratford District	23%	56%	15%
Douglas	29%	64%	21%
Pembroke	21%	59%	9%
Stratford Central	21%	56%	13%
Stratford North	22%	52%	12%
Stratford South	25%	56%	19%
Toko	23%	50%	9%
Whangamomona	20%	20%	20%

Source: Stats NZ Census of Population and Dwellings

*Person is within or outside own household

Proportion of the population who are regular smokers, 2023

	Total	Total 15-19 years	Māori total	Māori 15-19 years
New Plymouth District	8%	2%	15%	3%
Bell Block Central	8%	4%	13%	4%
Bell Block East-Puketapu	4%	0%	8%	0%
Bell Block West	7%	1%	16%	0%
Blagdon-Lynmouth	9%	4%	13%	6%
Everett Park	8%	2%	12%	0%
Ferndale	3%	0%	8%	0%
Fitzroy (New Plymouth District)	6%	3%	11%	0%
Frankleigh Park	7%	1%	14%	6%
Glen Avon	7%	0%	11%	0%
Highlands Park (New Plymouth District)	4%	2%	8%	0%
Hurdon	6%	2%	10%	0%
Inglewood	8%	3%	10%	0%
Kaitake	8%	2%	15%	9%
Kawaroa	8%	6%	16%	11%
Lepperton-Brixton	9%	0%	13%	0%
Lower Vogeltown	8%	2%	17%	10%
Mangaoraka	7%	4%	10%	0%
Mangorei	5%	0%	9%	0%
Marfell	16%	2%	21%	4%
Merrilands	7%	2%	16%	0%
Moturoa	9%	3%	18%	9%
Mount Messenger	9%	5%	13%	0%
New Plymouth Central	10%	7%	19%	0%
Ōakura	5%	0%	7%	0%
Omata	7%	0%	17%	N/A
Paraite	7%	0%	15%	0%
Port Taranaki	N/A	N/A	N/A	N/A
Spotswood	11%	4%	15%	6%
Strandon	6%	2%	9%	0%
Tarata	8%	0%	18%	0%
Tikorangi	8%	2%	14%	6%
Upper Vogeltown	6%	4%	11%	0%
Waitara East	15%	5%	18%	9%
Waitara West	16%	5%	20%	5%
Waiwhakaiho-Bell Block South	13%	0%	10%	N/A
Welbourn	7%	0%	11%	0%
Westown	10%	3%	18%	5%
Whalers Gate	4%	0%	3%	0%
South Taranaki District	13%	3%	20%	4%
Eltham	17%	5%	26%	6%
Hāwera Central	12%	6%	17%	3%
Hāwera West	7%	6%	13%	0%
Kaponga-Mangatoki	18%	4%	29%	0%
Kapuni	15%	8%	18%	0%
King Edward Park	12%	0%	17%	0%
Manaia	22%	8%	27%	0%
Mangawhio	8%	0%	11%	0%
Manutahi-Waitōtorā	14%	0%	21%	0%
Normanby (South Taranaki District)	15%	5%	18%	0%
Ohangai	11%	0%	29%	0%
Okaiawa	13%	7%	23%	0%
Ōpunake	14%	3%	19%	6%
Parihaka	14%	2%	20%	0%
Pātea	19%	4%	23%	0%
Ramanui	14%	5%	22%	11%
Taungatara	12%	0%	20%	0%
Tawhiti	9%	0%	13%	0%
Te Roti-Moeroa	11%	0%	19%	0%
Turuturu	10%	5%	14%	6%
Stratford District	10%	2%	15%	4%
Douglas	11%	0%	17%	0%
Pembroke	8%	3%	11%	0%
Stratford Central	10%	0%	13%	0%
Stratford North	9%	2%	14%	8%
Stratford South	12%	4%	17%	6%
Toko	9%	0%	14%	0%
Whangamomona	21%	0%	33%	N/A

Source: Stats NZ Census of Population and Dwellings