

Regional Snapshot: Bay of Plenty



New Zealand Council Of
Christian Social Services

58,100

people in the Bay of Plenty (16.8%) experience poverty after housing costs are paid

11,000 adults over 65 years old in the Bay of Plenty (17.21%) experience poverty after housing costs
19,700 children in the Bay of Plenty (23.1%) live in households experiencing poverty after housing costs

31,600

people in the Bay of Plenty (9.2%) are unable to afford essential items

2,000 adults over 65 years old in the Bay of Plenty (3.13%) are unable to afford the essentials
11,800 children in the Bay of Plenty (13.8%) are living in households that are unable to afford the essentials



Employment

7.1% of working aged people in the Bay of Plenty are unemployed, above the national unemployment rate (5.3%)

1 in 5 (19.9%) 15-24 year olds are not taking part in employment, education or training (compared to 13% of this age group nationally)

31% of people in the Bay of Plenty experienced food insecurity in the past year

Income adequacy

Average monthly power prices were \$48 higher in May 2026 compared to May 2025 in Tauranga

In the year to June 2026 39,198 special needs grants were approved in the Bay of Plenty, for households unable to cover their expenses, a 4% increase from the previous year

A population about the size of Rotorua are experiencing poverty in the Bay of Plenty

Housing

While average income has risen 58% in the past 10 years, average rent has increased by 80%

Average rent (\$663/week) makes up 46% average weekly earnings (above the 40% national average)

Home ownership is inaccessible, with a 20% deposit for a house in the Bay of Plenty estimated to take 22 years to save for the average earner

Health

60.3% people in the Bay of Plenty had unmet dental treatment due to costs

1 in 5 adults aged 25-34 (20.4%) in the Bay of Plenty were unable to access the GP due to cost

Visit our website for more information on steps we recommend to help free New Zealanders from poverty
nzccss.org.nz

