

Regional Snapshot: Hawke's Bay



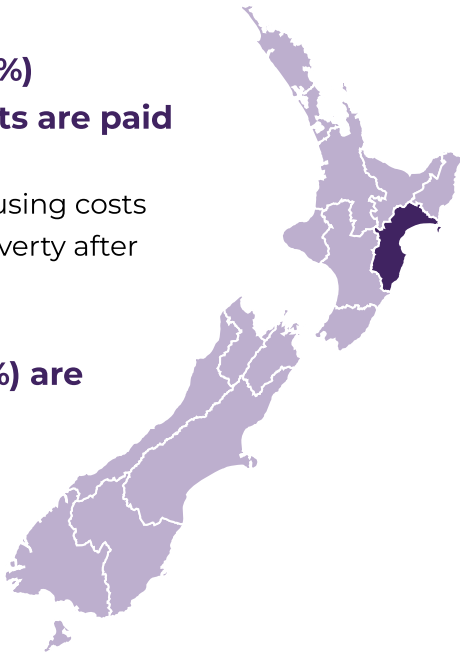
New Zealand Council Of
Christian Social Services

31,500 people in Hawke's Bay/Gisborne (13.8%) experience poverty after housing costs are paid

5,000 adults over 65 years old in Hawke's Bay (14.74%) experience poverty after housing costs
9,900 children in Gisborne/Hawke's Bay (17.4%) live in households experiencing poverty after housing costs

22,500 people in Hawke's Bay/Gisborne (9.9%) are unable to afford essential items

1,000 adults over 65 years old in Hawke's Bay (2.95%) are unable to afford the essentials
7,900 children in Gisborne/Hawke's Bay (13.8%) are living in households that are unable to afford the essentials



Employment

1 in 4 (27.3%) of 20-24 year olds in Gisborne/Hawke's Bay are not taking part in employment, education or training (compared to 16.2% of this age group nationally)

14.3% of working adults in Gisborne/Hawke's Bay report they would like, or are able, to work more hours than they currently were (compared to 13.8% nationally)

31% of people in Hawke's Bay experienced food insecurity in the past year

Income adequacy

In the year to June 2026 29,145 special needs grants were approved in the East Coast, for households unable to cover their everyday expenses such as food, medical costs and utilities

2023 Census reported 198 people living without shelter and a further 2,307 living in uninhabitable housing

Health

40.1% people in Hawke's Bay had unmet dental treatment due to costs, with this disproportionately impacting 25-34 year olds (57.3%), Māori (49.9%) and Pacific people (69.9%)

More than 1 in 4 (25.9%) 25-34 year olds and 1 in 5 (22.7%) 35-44 year olds were unable to access a doctor due to cost

Housing

In the year to March 2026 more than half (57%) of emergency housing applications were declined

Average rent (\$620/week) makes up 43% average weekly earnings (above the 40% national average)

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

