



People are one of Taranaki's most valuable resources.

People

The region's distinctive environmental features make Taranaki unique. However, a diverse population that is gradually increasing is an integral part of what makes Taranaki a great place to live.

The region's population is growing and changing. According to the 2013 census, 109,609 people live in the region—an increase of 5.3% since the last census was taken in 2006. This is a larger increase than the increase between 2001 and 2006 when the region's population grew by only 1.2%. Despite this, Taranaki has not experienced the population growth pressures of other regions around the country.

Within the region the population is also changing. There has been a continued shift away from smaller rural towns and an increased concentration of people in the north of the region, and in the main centres.

Between 2006 and 2013 the population in the New Plymouth district grew by 7.7%. Of the region's total population, 67.7% now live within the New Plymouth district. The Stratford district and the South Taranaki district have experienced small population increases since 2006, growing 1.1% and 0.4% respectively. The percentage of Māori within the region continues to increase, from 14.7% at the 2001 census, to 15.2% at the 2006 census, rising to 16.6% of the region's total population in 2013.

Taranaki's population is both older and younger than the national average, with a higher proportion of children under 15 and adults over 65 years of age calling Taranaki home.

Since 2006, the population has also become a little more diverse. The region's Asian community has increased by 1,440, almost doubling since 2001. There have also been small increases in the numbers of Pacific, Middle Eastern, Latin American and African peoples in the region.

Taranaki accounts for 2.45% of New Zealand's total population.



The region's overall population has continued to increase since 2001, with the largest increase in the New Plymouth district.

*'Taranaki's population is
both older and younger
than the national
average ...'*

