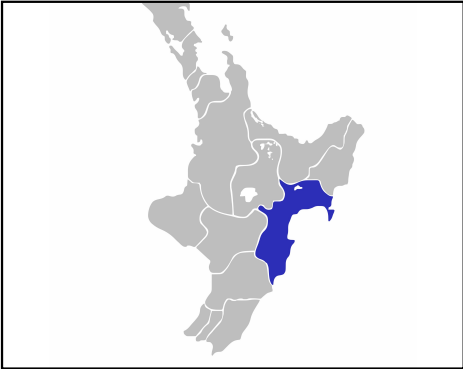


# Hawke's Bay

Stop Smoking Service Provider  
Locations and Census 2023 Regular  
Smoker Numbers and Prevalence

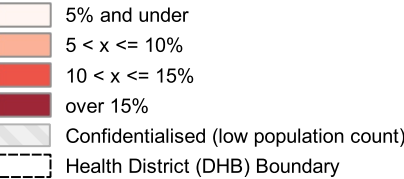


## Stop Smoking Service Provider(s)

Te Taiwhenua o Heretaunga  
0800 TAIWHENUA  
taiwhenua.heretaunga@ttoh.iwi.nz  
821 Orchard Road, Camberley, Hastings

## Regular Smokers Census 2023 Results (Usual Resident Population Aged 15+) Hawke's Bay Health District

### Prevalence by Statistical Area 2 Geographic Boundary



### Total Number & Prevalence

10.4% (14,544)

### Number & Prevalence by Age

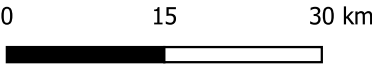
|            |       |       |
|------------|-------|-------|
| 19 & under | 333   | 3.0%  |
| 20-29      | 2,142 | 11.2% |
| 30-39      | 2,940 | 13.4% |
| 40-49      | 2,706 | 13.3% |
| 50-59      | 3,093 | 13.7% |
| 60+        | 3,327 | 7.3%  |

### Number & Prevalence by Ethnicity\*

|                 |       |       |
|-----------------|-------|-------|
| Māori           | 6,354 | 18.2% |
| Pacific Peoples | 1,092 | 15.0% |
| Asian           | 426   | 4.9%  |
| NZ/European     | 8,970 | 8.5%  |
| MELAA & Other   | 84    | 6.8%  |

\*The data in this chart are based on total ethnicity, meaning individuals may be counted in more than one ethnic group.

| Data Source   | Date Retrieved |
|---|----------------|
| <a href="#">Smoking by Demographics (Census 2023)</a>     | 18/12/2024     |
| <a href="#">Smoking Rates by SA2 Area (Census 2023)</a>   | 18/12/2024     |
| <a href="#">SA2 Geographic Boundaries (Stats NZ 2023)</a> | 08/07/2025     |
| <a href="#">Service Locations (Smokefree.org.nz)</a>      | 25/05/2025     |
| <a href="#">DHB Geographic Boundaries 2015 (Stats NZ)</a> | 24/07/2025     |



Disclaimer: This map was created on 29 July 2025 to support efforts toward achieving the Smokefree 2025 goal. While every effort has been made to ensure the accuracy of the information provided, based on the best available evidence at the time of creation, accuracy cannot be guaranteed.

Map data from OpenStreetMap