



## Population and dwellings

### Number of people counted

- 1,848 people usually live in Otorohanga Rural West. This is an increase of 165 people, or 9.8 percent, since the 2006 Census.
- Otorohanga Rural West has 20.2 percent of Otorohanga District's population.

Population of Otorohanga Rural West and Otorohanga District		
2013 Census		
Sex	Otorohanga Rural West	Otorohanga District
Male	960	4,734
Female	888	4,410
Total people	1,848	9,141

Source: Statistics New Zealand

Note: All figures are for the census usually resident population count.

### Number of dwellings counted

- There are 717 occupied dwellings and 228 unoccupied dwellings in Otorohanga Rural West.
- For Otorohanga District as a whole, there are 3,357 occupied dwellings and 729 unoccupied dwellings.
- There are 3 dwellings under construction in Otorohanga Rural West, and 18 under construction in Otorohanga District.

Note: This time series is irregular. Because the 2011 Census was cancelled after the Canterbury earthquake on 22 February 2011, the gap between this census and the last one is seven years. The change in the data between 2006 and 2013 may be greater than in the usual five-year gap between censuses. Be careful when comparing trends.

This data has been randomly rounded to protect confidentiality. Individual figures may not add up to totals, and values for the same data may vary in different text, tables and graphs. For areas with small populations, the data may not look as expected because of this rounding.

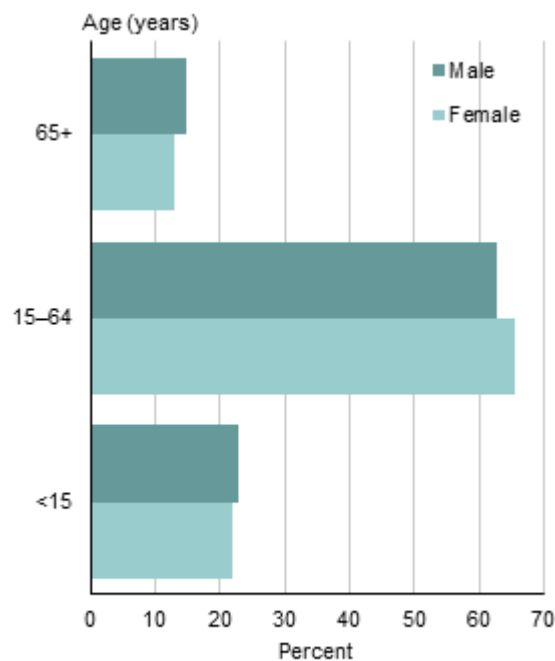
# Age and sex

## *Total population*

- The median age (half are younger, and half older, than this age) is 41.0 years for people in Otorohanga Rural West. The median age in Otorohanga District is 36.9 years.
- 13.6 percent of people in Otorohanga Rural West are aged 65 years and over, compared with 13.1 percent of the total Otorohanga District population.
- 22.4 percent of people are aged under 15 years in Otorohanga Rural West, compared with 23.3 percent for all of Otorohanga District.

### **Broad age group and sex of people**

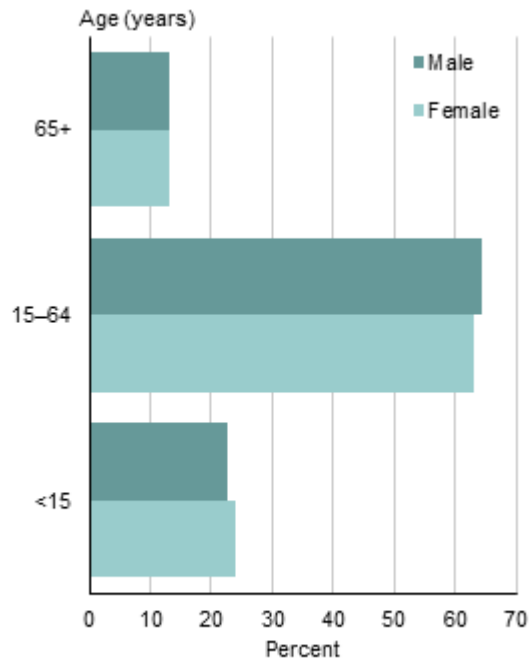
Otorohanga Rural West  
2013 Census



Source: Statistics New Zealand

## Broad age group and sex of people

Otorohanga District  
2013 Census



Source: Statistics New Zealand

Note: Total population figures are for the census usually resident population count.

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# Cultural diversity

## Ethnic groups

- The most common ethnic group in Otorohanga Rural West is European, compared with European for Otorohanga District as a whole.

Ethnic groups in Otorohanga Rural West and Otorohanga District		
2013 Census		
Ethnic group <sup>(1)</sup>	Otorohanga Rural West (percent)	Otorohanga District (percent)
European	83.2	79.3
Māori	22.8	27.2
Pacific peoples	1.2	2.2
Asian	1.0	2.4
Middle Eastern, Latin American, African	0.0	0.2
Other ethnicity	1.7	2.1

1. Includes all people who stated each ethnic group, whether as their only ethnic group or as one of several. Where a person reported more than one ethnic group, they have been counted in each applicable group. As a result percentages do not add up to 100.

**Source:** Statistics New Zealand

## Birthplace

- 12.0 percent of people in Otorohanga Rural West were born overseas, compared with 10.4 percent for Otorohanga District as a whole.
- For people born overseas who are now living in Otorohanga Rural West, the most common birthplace was UK and Ireland, compared with UK and Ireland for people born overseas in all of Otorohanga District.

## Languages spoken

- After English, the next most common language spoken in Otorohanga Rural West is te reo Māori, which was spoken by 5.7 percent of people. For Otorohanga District as a whole, the most common language apart from English is te reo Māori, spoken by 6.7 percent of people.
- New Zealand Sign Language is used by less than one percent of people in Otorohanga Rural West, compared with less than one percent of people for all of Otorohanga District.
- 88.8 percent of people in Otorohanga Rural West speak only one language, compared with 88.0 percent of people for all of Otorohanga District.

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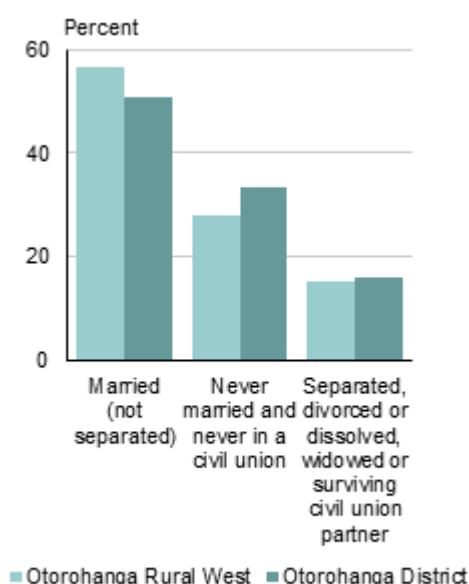
# Relationship status

## *Total population aged 15 years and over*

- 28.1 percent of people aged 15 years and over living in Otorohanga Rural West have never married, 56.7 percent are married, and 15.4 percent are separated, divorced or widowed.
- 37.8 percent of people in Otorohanga Rural West aged 15 years and over who have never been married live with a partner.

### Legally registered relationship status for people aged 15 years and over

Otorohanga Rural West and Otorohanga District  
2013 Census



Source: Statistics New Zealand

Note: Total population figures are for the census usually resident population count.

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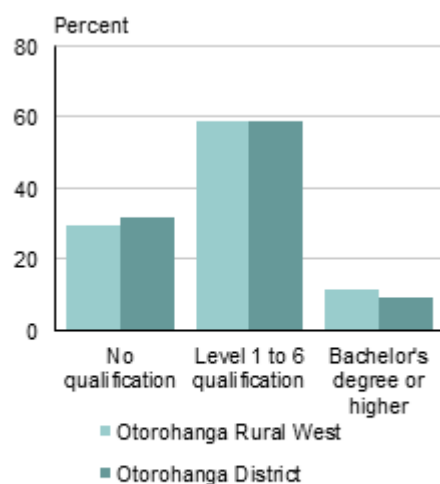
# Qualifications

## *Total population aged 15 years and over*

- 70.3 percent of people aged 15 years and over in Otorohanga Rural West have a formal qualification, compared with 68.1 percent in Otorohanga District.
- In Otorohanga Rural West, 11.5 percent of people aged 15 years and over held a bachelor's degree or higher as their highest qualification, compared with 9.4 percent for Otorohanga District as a whole.

### Highest qualification for people aged 15 years and over

Otorohanga Rural West and Otorohanga District  
2013 Census



Note: Level 1 to 6 qualification category includes level 1 to 4 certificates, level 5 and 6 diploma and overseas secondary school qualification.

Source: Statistics New Zealand

Note: Total population figures are for the census usually resident population count.

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# Work

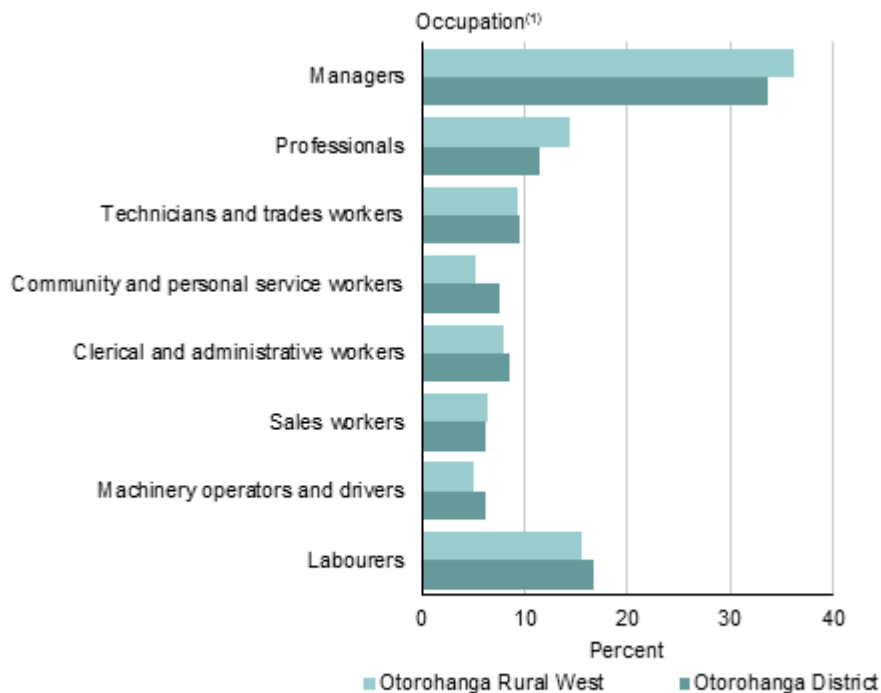
## *Total population aged 15 years and over*

- The unemployment rate in Otorohanga Rural West is 4.2 percent for people aged 15 years and over, compared with 5.7 percent for all of Otorohanga District.
- The most common occupational group in Otorohanga Rural West is 'managers', and 'managers' is the most common occupational group in Otorohanga District.

### Occupation for employed people aged 15 years and over

Otorohanga Rural West and Otorohanga District

2013 Census



1. Australian and New Zealand Standard Classification of Occupations (ANZSCO V1.1).

Source: Statistics New Zealand

Note: Total population figures are for the census usually resident population count.

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# Income

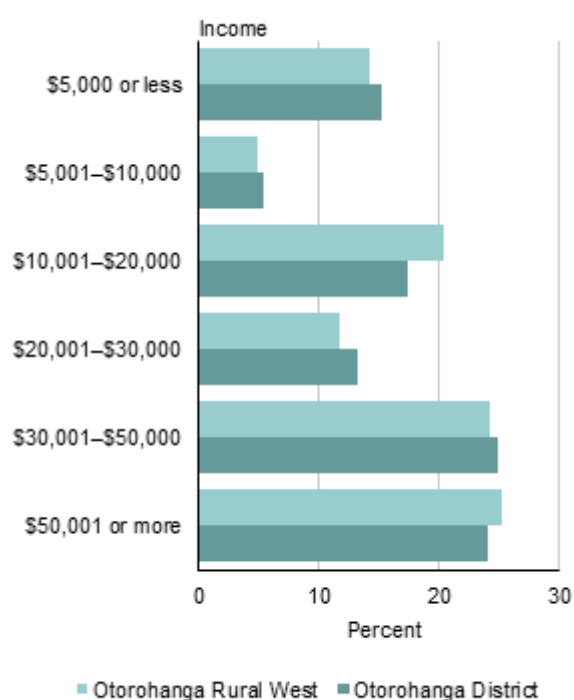
## *Total population aged 15 years and over*

- For people aged 15 years and over, the median income (half earn more, and half less, than this amount) in Otorohanga Rural West is \$29,300. This compares with a median of \$29,200 for all of Otorohanga District.
- 39.2 percent of people aged 15 years and over in Otorohanga Rural West have an annual income of \$20,000 or less, compared with 37.9 percent of people for Otorohanga District as a whole.
- In Otorohanga Rural West, 25.2 percent of people aged 15 years and over have an annual income of more than \$50,000, compared with 24.0 percent of people in Otorohanga District.

### **Total personal income for people aged 15 years and over**

Otorohanga Rural West and Otorohanga District

2013 Census



Source: Statistics New Zealand

Note: Total population figures are for the census usually resident population count.

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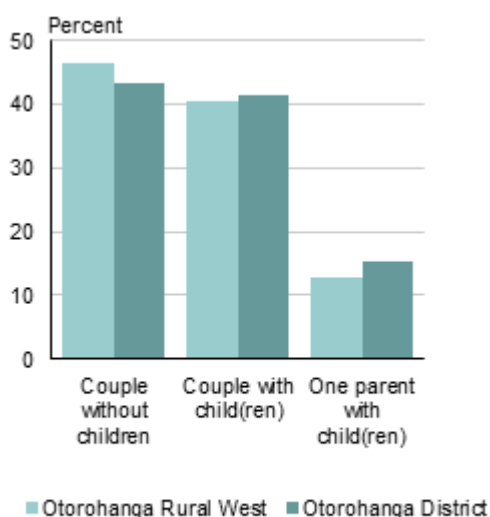


# Families

## Family type

- Couples with children make up 40.2 percent of all families in Otorohanga Rural West, while couples without children make up 46.4 percent of all families.
- In Otorohanga District, couples with children make up 41.2 percent of all families, while couples without children make up 43.2 percent of all families.
- 12.8 percent of families in Otorohanga Rural West are one parent with children families, while one parent with children families make up 15.4 percent of families for Otorohanga District as a whole.

**Family type**  
Otorohanga Rural West and Otorohanga District  
2013 Census



Source: Statistics New Zealand

Note: All figures are for families in occupied private dwellings.

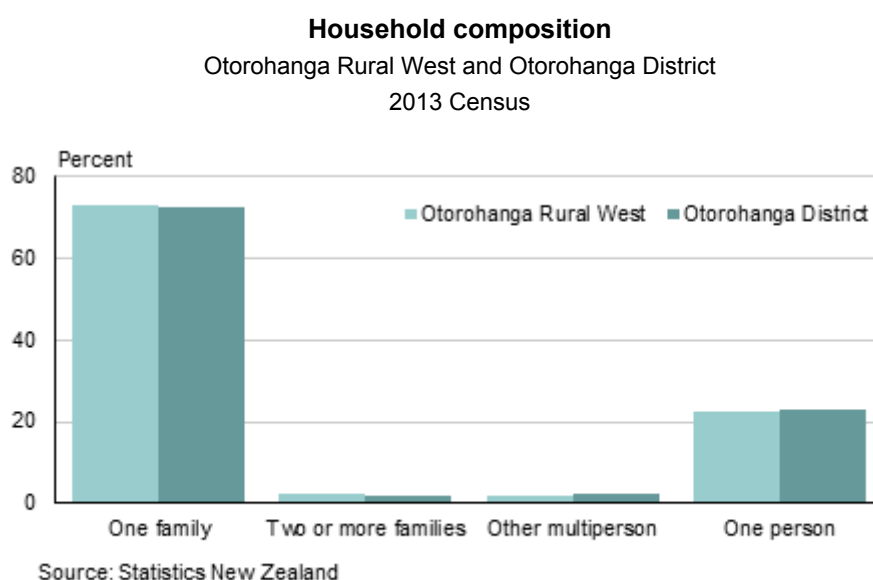
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# Households

## Household composition

- One-family households make up 72.9 percent of all households in Otorohanga Rural West. For Otorohanga District as a whole, one-family households make up 72.7 percent of all households.
- In Otorohanga Rural West, there are 156 one-person households making up 22.7 percent of all households. In Otorohanga District, one-person households make up 23.0 percent of all households.
- The average household size in Otorohanga Rural West is 2.6 people, compared with an average of 2.6 people per household for all of Otorohanga District.



Note: All figures are for households in occupied private dwellings.

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# Phone, fax, and Internet

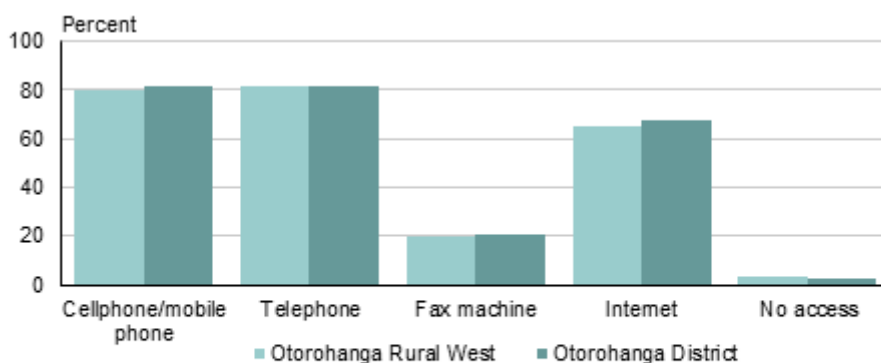
## Access to phones, fax machines, and Internet

- 65.3 percent of households in Otorohanga Rural West have access to the Internet, compared with 67.9 percent of households in Otorohanga District.
- In Otorohanga Rural West, 79.6 percent of households have access to a cellphone, compared with 81.5 percent of households for Otorohanga District as a whole.

### Access to phones, fax machines, and Internet

Otorohanga Rural West and Otorohanga District

2013 Census



Note: Households can access more than one type of telecommunication device. Therefore percentages do not add up to 100.

Source: Statistics New Zealand

Note: All figures are for households in occupied private dwellings.

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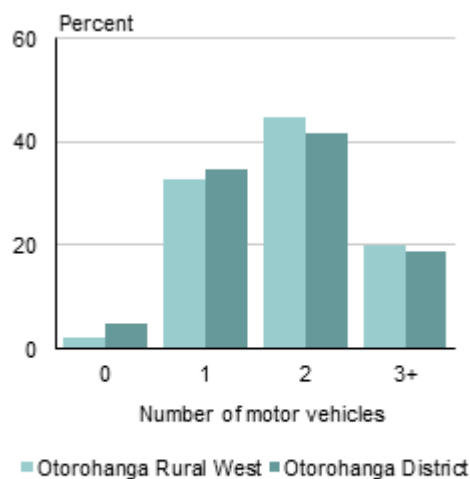
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# Transport

## Access to motor vehicles

- 20.1 percent of households in Otorohanga Rural West have access to three or more motor vehicles, compared with 18.9 percent of all households in Otorohanga District.

**Access to motor vehicles**  
Otorohanga Rural West and Otorohanga District  
2013 Census



Note: Some percentages may be too small to show on graph.

Source: Statistics New Zealand

Note: All figures are for households in occupied private dwellings.

Some percentages may be too small to show on graph.

## Main means of travel to work

- The most common means of travel to work on census day for people in Otorohanga Rural West was driving a private car, truck or van (61.5 percent of people who travelled to work used this form of transport).
- This was followed by driving a company car, truck or van (18.1 percent) and motor cycle or power cycle (8.2 percent).
- For Otorohanga District as a whole, the most common means of travel to work was driving a private car, truck or van, followed by driving a company car, truck or van and motor cycle or power cycle.

Note: All figures are for the census usually resident population count.

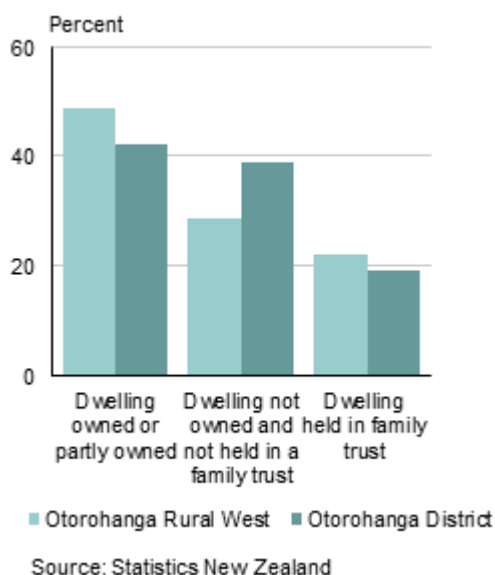
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# Housing

## Home ownership

- In Otorohanga Rural West, 70.8 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For Otorohanga District as a whole, 61.3 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For households in Otorohanga Rural West who rented the dwelling that they lived in, the median weekly rent paid was \$140. This compared with \$180 for Otorohanga District.

**Home ownership by household**  
Otorohanga Rural West and Otorohanga District  
2013 Census



Note: All figures are for households in occupied private dwellings.

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## Building consents

Building consent data for the year ended December 2013 showed that:

- The total number of building consents issued for dwellings, including apartments, in Otorohanga Rural West was 7.
- The total number of building consents issued for apartments in Otorohanga Rural West was 0.
- The total value of residential building work in Otorohanga Rural West was \$1,692,330.

- The total value of non-residential building work in Otorohanga Rural West was \$1,798,654.

Note: Building consent data is obtained from all accredited building consent authorities (ie territorial authorities) and is compiled if the building consent issued is valued over \$5000. See data quality information on building consents.

# Business

## Business demographics

Business demographic data for the year ended February 2013 showed that:

- There were 450 business locations (geographic units) in Otorohanga Rural West compared with 1,872 for all of Otorohanga District. This is an increase of 8.7 percent from the year ended February 2006 for Otorohanga Rural West.
- There were 280 paid employees in Otorohanga Rural West compared with 3,290 for all of Otorohanga District. This is a decrease of 9.7 percent from the year ended February 2006 for Otorohanga Rural West.

<b>Top five industries in Otorohanga Rural West</b>				
By employee count				
For year ended February 2013				
Industry (ANZSIC06) <sup>(1)</sup>	Otorohanga Rural West		Otorohanga District	
	Employee count	Percent of total employee count	Employee Count	Percent of total employee count
Agriculture, forestry and fishing	200	71.4	1,060	32.2
Rental, hiring and real estate services	20	7.1	60	1.8
Education and training	12	4.3	230	7.0
Retail trade	12	4.3	190	5.8
Construction	9	3.2	100	3.0

1. Australian and New Zealand Standard Industrial Classification 2006 (ANZSIC06 V1.0).

Note: Table may not show five industries as not all area units have five industries within their boundaries.

Some area units may have more than one industry with the same employee count but the table has been restricted to five industries.

**Source:** Statistics New Zealand

Note: Business demographic data is sourced from a register of economically significant businesses which is maintained by Statistics New Zealand. See data quality information on business demographics.

Employee count data has been randomly rounded. Individual figures may not add up to totals, and values for the same data may vary in different text, tables and graphs. For areas with small populations, the data may not look as expected because of this rounding.