



Population and dwellings

Number of people counted

- 750 people usually live in Ruatoria. This is a decrease of 3 people, or less than one percent, since the 2006 Census.
- Ruatoria has 1.7 percent of Gisborne District's population.

| Population of Ruatoria and Gisborne District | | |
|--|----------|-------------------|
| 2013 Census | | |
| Sex | Ruatoria | Gisborne District |
| Male | 372 | 21,093 |
| Female | 375 | 22,560 |
| Total people | 750 | 43,653 |

Source: Statistics New Zealand

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

Number of dwellings counted

- There are 246 occupied dwellings and 27 unoccupied dwellings in Ruatoria.
- For Gisborne District as a whole, there are 16,185 occupied dwellings and 1,824 unoccupied dwellings.
- There are 0 dwellings under construction in Ruatoria, and 54 under construction in Gisborne 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.

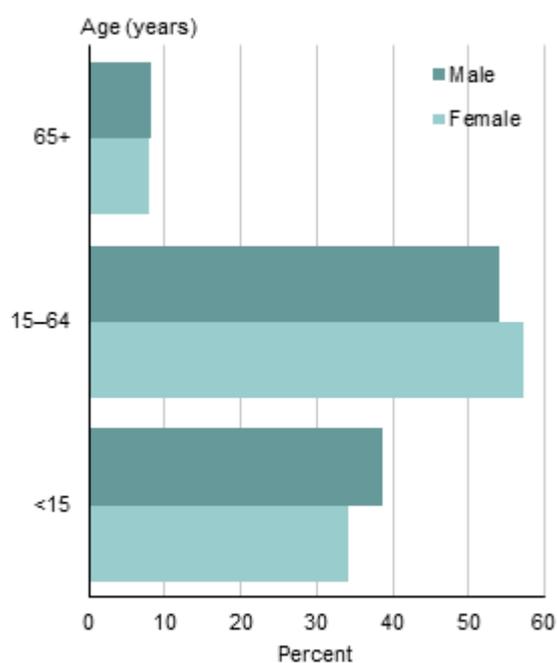
Age and sex

Total population

- The median age (half are younger, and half older, than this age) is 26.8 years for people in Ruatoria. The median age in Gisborne District is 37.0 years.
- 8.0 percent of people in Ruatoria are aged 65 years and over, compared with 14.0 percent of the total Gisborne District population.
- 36.8 percent of people are aged under 15 years in Ruatoria, compared with 24.6 percent for all of Gisborne District.

Broad age group and sex of people

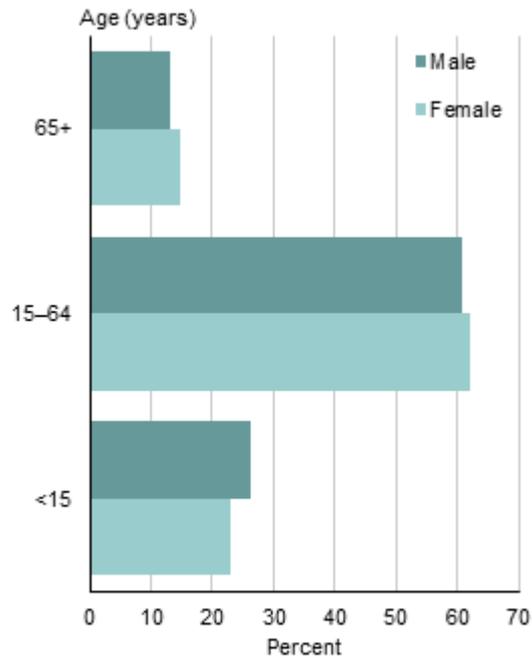
Ruatoria
2013 Census



Source: Statistics New Zealand

Broad age group and sex of people

Gisborne District
2013 Census



Source: Statistics New Zealand

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Cultural diversity

Ethnic groups

- The most common ethnic group in Ruatoria is Māori, compared with European for Gisborne District as a whole.

| Ethnic groups in Ruatoria and Gisborne District | | |
|---|--------------------|-----------------------------|
| 2013 Census | | |
| Ethnic group ⁽¹⁾ | Ruatoria (percent) | Gisborne District (percent) |
| European | 18.3 | 60.8 |
| Māori | 93.5 | 48.9 |
| Pacific peoples | 3.9 | 3.8 |
| Asian | 2.2 | 2.4 |
| Middle Eastern, Latin American, African | 0.4 | 0.4 |
| Other ethnicity | 0.4 | 1.5 |

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

- 2.2 percent of people in Ruatoria were born overseas, compared with 9.7 percent for Gisborne District as a whole.
- For people born overseas who are now living in Ruatoria, the most common birthplace was confidential, compared with UK and Ireland for people born overseas in all of Gisborne District.

Languages spoken

- After English, the next most common language spoken in Ruatoria is te reo Māori, which was spoken by 46.3 percent of people. For Gisborne District as a whole, the most common language apart from English is te reo Māori, spoken by 15.6 percent of people.
- New Zealand Sign Language is used by less than one percent of people in Ruatoria, compared with less than one percent of people for all of Gisborne District.
- 52.4 percent of people in Ruatoria speak only one language, compared with 79.5 percent of people for all of Gisborne District.

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

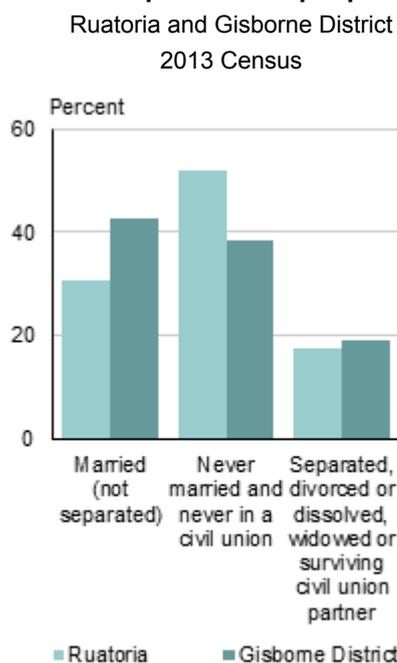
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Relationship status

Total population aged 15 years and over

- 51.9 percent of people aged 15 years and over living in Ruatoria have never married, 30.5 percent are married, and 17.6 percent are separated, divorced or widowed.
- 26.9 percent of people in Ruatoria 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



Source: Statistics New Zealand

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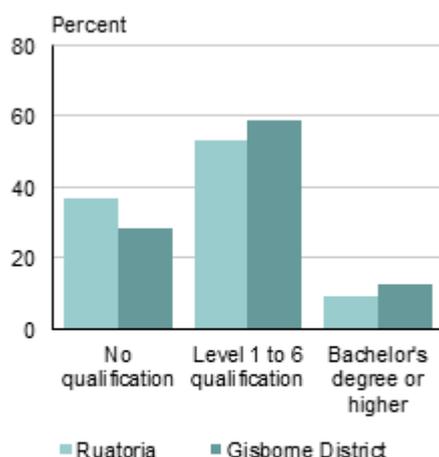
Qualifications

Total population aged 15 years and over

- 63.1 percent of people aged 15 years and over in Ruatoria have a formal qualification, compared with 71.7 percent in Gisborne District.
- In Ruatoria, 9.3 percent of people aged 15 years and over held a bachelor's degree or higher as their highest qualification, compared with 12.7 percent for Gisborne District as a whole.

Highest qualification for people aged 15 years and over

Ruatoria and Gisborne 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.

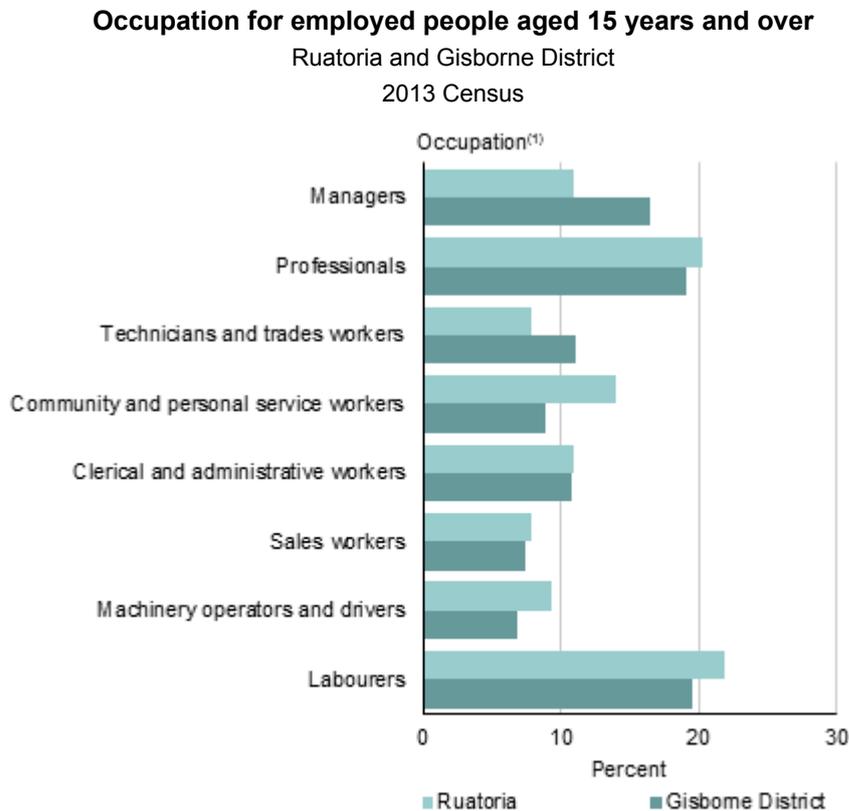
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Work

Total population aged 15 years and over

- The unemployment rate in Ruatoria is 15.7 percent for people aged 15 years and over, compared with 9.3 percent for all of Gisborne District.
- The most common occupational group in Ruatoria is 'labourers', and 'labourers' is the most common occupational group in Gisborne District.



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

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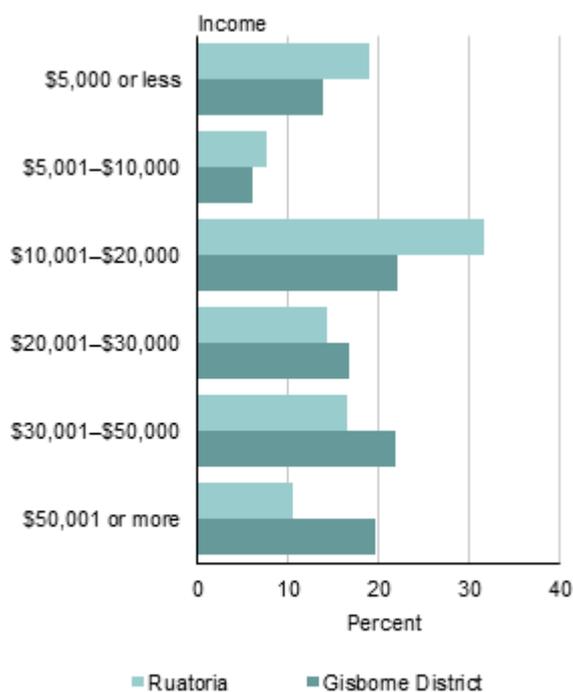
Income

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 Ruatoria is \$17,100. This compares with a median of \$24,400 for all of Gisborne District.
- 57.9 percent of people aged 15 years and over in Ruatoria have an annual income of \$20,000 or less, compared with 41.9 percent of people for Gisborne District as a whole.
- In Ruatoria, 10.5 percent of people aged 15 years and over have an annual income of more than \$50,000, compared with 19.6 percent of people in Gisborne District.

Total personal income for people aged 15 years and over

Ruatoria and Gisborne District
2013 Census



Source: Statistics New Zealand

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

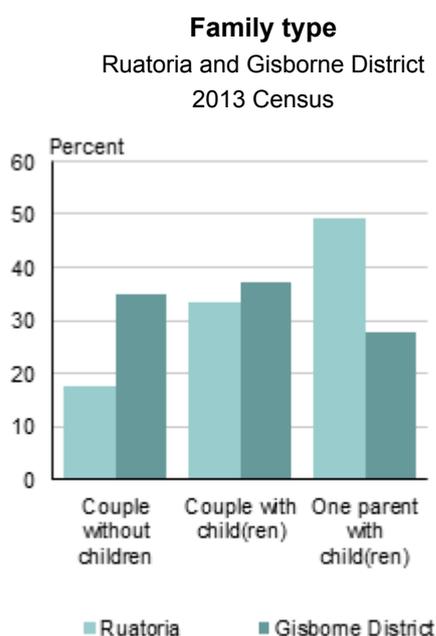
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Families

Family type

- Couples with children make up 33.3 percent of all families in Ruatoria, while couples without children make up 17.5 percent of all families.
- In Gisborne District, couples with children make up 37.2 percent of all families, while couples without children make up 35.0 percent of all families.
- 49.2 percent of families in Ruatoria are one parent with children families, while one parent with children families make up 27.8 percent of families for Gisborne District as a whole.



Source: Statistics New Zealand

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

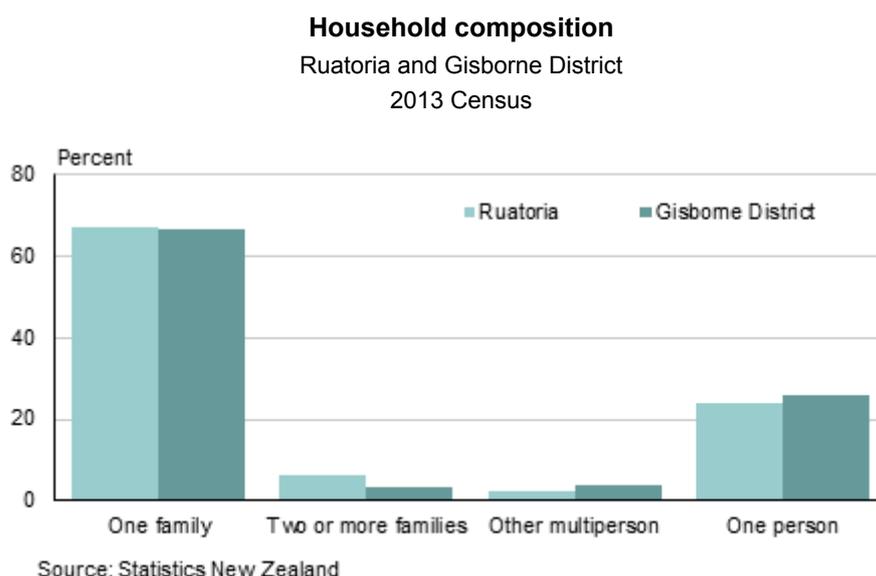
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Households

Household composition

- One-family households make up 68.4 percent of all households in Ruatoria. For Gisborne District as a whole, one-family households make up 66.8 percent of all households.
- In Ruatoria, there are 57 one-person households making up 24.1 percent of all households. In Gisborne District, one-person households make up 26.2 percent of all households.
- The average household size in Ruatoria is 3.1 people, compared with an average of 2.7 people per household for all of Gisborne District.



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

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Phone, fax, and Internet

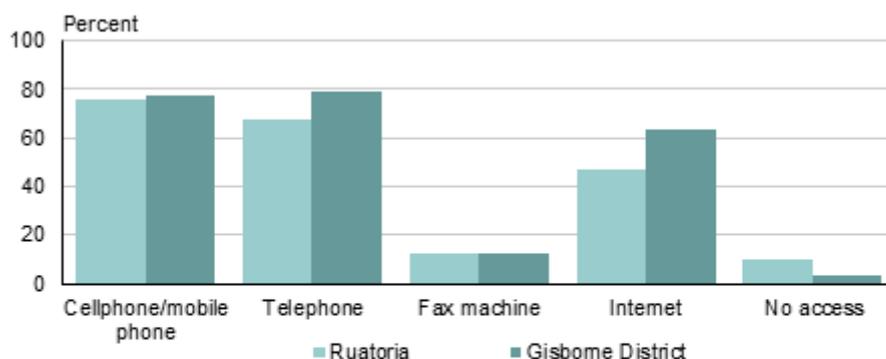
Access to phones, fax machines, and Internet

- 46.6 percent of households in Ruatoria have access to the Internet, compared with 63.3 percent of households in Gisborne District.
- In Ruatoria, 75.3 percent of households have access to a cellphone, compared with 77.5 percent of households for Gisborne District as a whole.

Access to phones, fax machines, and Internet

Ruatoria and Gisborne 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.

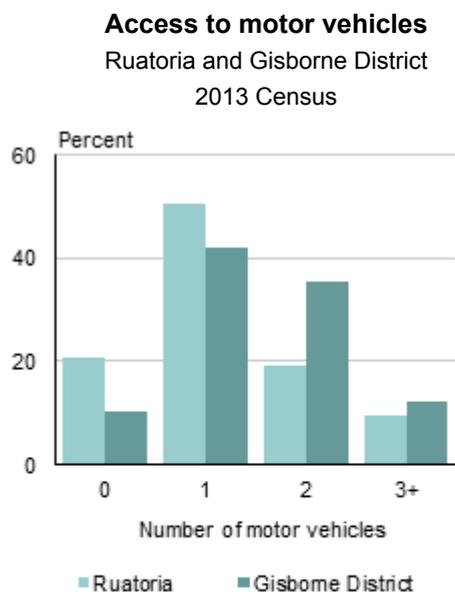
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Transport

Access to motor vehicles

- 9.6 percent of households in Ruatoria have access to three or more motor vehicles, compared with 12.3 percent of all households in Gisborne District.



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 Ruatoria was driving a private car, truck or van (42.0 percent of people who travelled to work used this form of transport).
- This was followed by driving a company car, truck or van (22.0 percent) and walking or jogging (18.0 percent).
- For Gisborne 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 passenger in a car, truck, van or company bus.

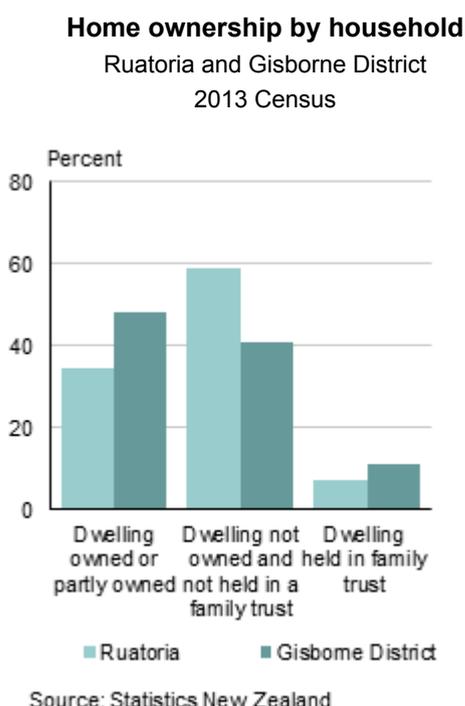
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Housing

Home ownership

- In Ruatoria, 41.1 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For Gisborne District as a whole, 59.2 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For households in Ruatoria who rented the dwelling that they lived in, the median weekly rent paid was \$120. This compared with \$200 for Gisborne District.



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 Ruatoria was 0.
- The total number of building consents issued for apartments in Ruatoria was 0.
- The total value of residential building work in Ruatoria was \$404,000.
- The total value of non-residential building work in Ruatoria was \$0.

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 48 business locations (geographic units) in Ruatoria compared with 4,878 for all of Gisborne District. This is a decrease of 12.7 percent from the year ended February 2006 for Ruatoria.
- There were 220 paid employees in Ruatoria compared with 19,960 for all of Gisborne District. This is a decrease of 8.3 percent from the year ended February 2006 for Ruatoria.

| Top five industries in Ruatoria | | | | |
|--|----------------|---------------------------------|-------------------|---------------------------------|
| By employee count | | | | |
| For year ended February 2013 | | | | |
| Industry (ANZSIC06) ⁽¹⁾ | Ruatoria | | Gisborne District | |
| | Employee count | Percent of total employee count | Employee Count | Percent of total employee count |
| Education and training | 60 | 27.3 | 1,940 | 9.7 |
| Agriculture, forestry and fishing | 35 | 15.9 | 4,470 | 22.4 |
| Retail trade | 30 | 13.6 | 1,710 | 8.6 |
| Health care and social assistance | 18 | 8.2 | 2,440 | 12.2 |
| Public administration and safety | 15 | 6.8 | 660 | 3.3 |

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.