



## Population and dwellings

### Number of people counted

#### *Total population*

- 57,240 people usually live in Napier City. This is an increase of 1,881 people, or 3.4 percent, since the 2006 Census.
- Its population ranks 14th in size out of the 67 districts in New Zealand.
- Napier City has 1.3 percent of New Zealand's population.

#### Population of Napier City and New Zealand

2013 Census

Sex	Napier City	New Zealand
Male	27,024	2,064,015
Female	30,216	2,178,033
Total people	57,240	4,242,051

Source: Statistics New Zealand

#### *Māori population*

- 10,428 Māori usually live in Napier City. This is an increase of 615 people, or 6.3 percent, since the 2006 Census.
- Its Māori population ranks 16th in size out of the 67 districts in New Zealand.
- 1.7 percent of New Zealand's Māori population usually live in Napier City.

## Māori population of Napier City and New Zealand

### 2013 Census

Sex	Napier City	New Zealand
Male	4,923	288,639
Female	5,505	309,966
<b>Total people</b>	<b>10,428</b>	<b>598,602</b>

**Source:** Statistics New Zealand

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

The Māori population is the Māori ethnic group usually resident population count. It includes those people who stated Māori as being either their only ethnic group or one of several ethnic groups.

## Number of dwellings counted

- There are 23,064 occupied dwellings and 1,668 unoccupied dwellings in Napier City.
- For New Zealand as a whole, there are 1,570,695 occupied dwellings and 185,448 unoccupied dwellings.
- There are 63 dwellings under construction in Napier City, and 9,756 under construction in New Zealand.

## Dwellings in Napier City and New Zealand

### 2013 Census

Occupancy status	Napier City	New Zealand
Occupied		
Private dwelling	22,959	1,561,956
Non-private dwelling	105	8,739
<b>Total occupied dwellings</b>	<b>23,064</b>	<b>1,570,695</b>
Unoccupied	1,668	185,448
Under construction	63	9,756
<b>Total dwellings</b>	<b>24,792</b>	<b>1,765,896</b>

**Source:** Statistics New Zealand

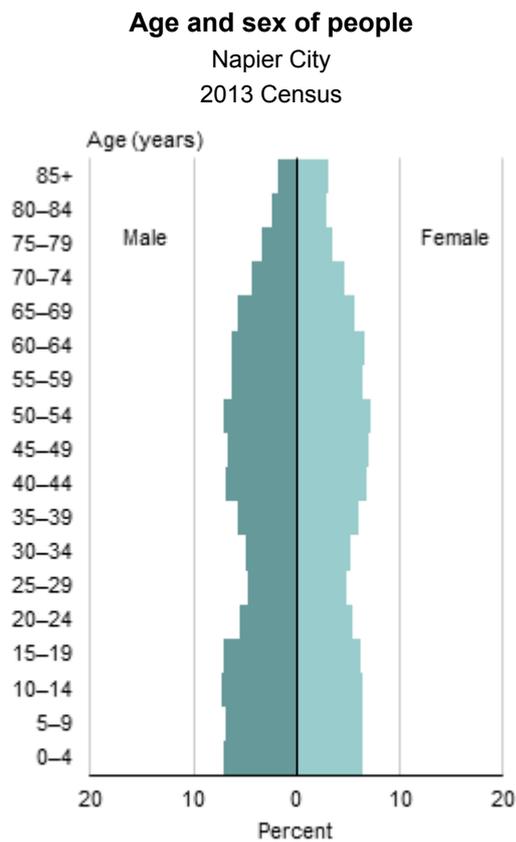
Note: This time series is irregular. Because the 2011 Census was cancelled after the Canterbury earthquake on 22 February 2011, the gap between this census and the last one is seven years. The change in the data between 2006 and 2013 may be greater than in the usual five-year gap between censuses. Be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

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# Age and sex

## *Total population*

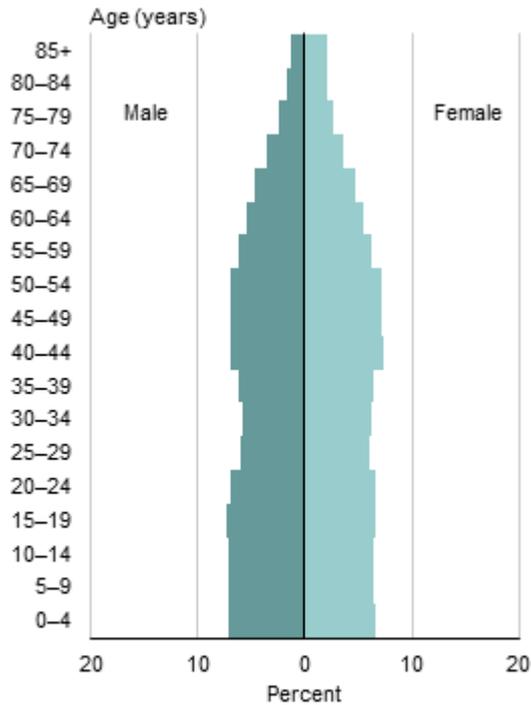
- The median age (half are younger, and half older, than this age) is 41.6 years for people in Napier City. For New Zealand as a whole, the median age is 38.0 years.
- 18.6 percent of people in Napier City are aged 65 years and over, compared with 14.3 percent of the total New Zealand population.
- 20.2 percent of people are aged under 15 years in Napier City, compared with 20.4 percent for all of New Zealand.



Source: Statistics New Zealand

## Age and sex of people

New Zealand  
2013 Census



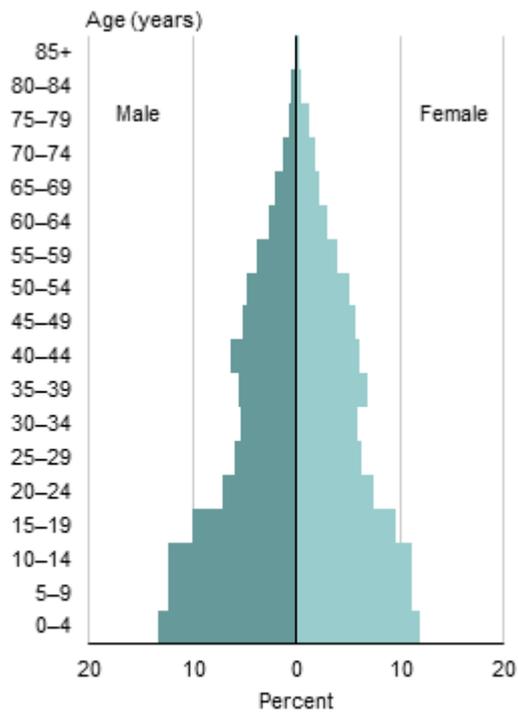
Source: Statistics New Zealand

## *Māori population*

- The median age of Māori (half are younger, and half older, than this age) is 22.4 years in Napier City, compared with a median of 23.9 years for all Māori in New Zealand.
- 5.3 percent of Māori in Napier City are aged 65 years and over, compared with 5.4 percent of New Zealand's Māori population.
- 36.1 percent of Māori are aged under 15 years in Napier City, compared with 33.8 percent for all Māori in New Zealand.

## Age and sex of Māori

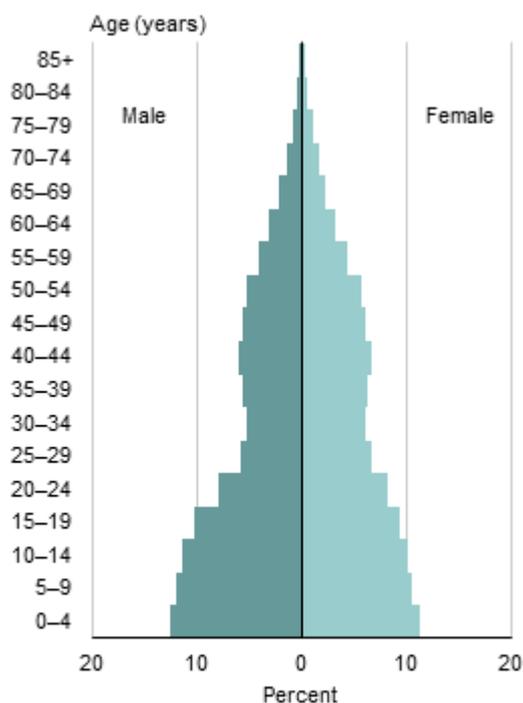
Napier City  
2013 Census



Source: Statistics New Zealand

### Age and sex of Māori

New Zealand  
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

- 83.2 percent of people in Napier City belong to the European ethnic group, compared with 74.0 percent for New Zealand as a whole.
- 19.2 percent of people in Napier City belong to the Māori ethnic group, compared with 14.9 percent for all of New Zealand.

Ethnic groups in Napier City and New Zealand		
2013 Census		
Ethnic group <sup>(1)</sup>	Napier City (percent)	New Zealand (percent)
European	83.2	74.0
Māori	19.2	14.9
Pacific peoples	3.1	7.4
Asian	3.5	11.8
Middle Eastern, Latin American, African	0.5	1.2
Other ethnicity		
New Zealander	2.1	1.6
Other ethnicity nec	0.1	0.0
Total other ethnicity	2.1	1.7

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.

Note: nec = not elsewhere classified.

**Source:** Statistics New Zealand

## Birthplace

### *Total population*

- 15.4 percent of people in Napier City were born overseas, compared with 25.2 percent for New Zealand as a whole.
- For people born overseas who are now living in Napier City, the most common birthplace was England, and England is the most common overseas birthplace for all of New Zealand.

### *Māori population*

- 1.5 percent of Māori in Napier City were born overseas, compared with 1.8 percent for New Zealand as a whole.

# Languages spoken

## *Total population*

- After English, the next most common language spoken in Napier City is te reo Māori, which is spoken by 4.8 percent of people. For New Zealand as a whole, the most common language apart from English is te reo Māori, spoken by 3.7 percent of people.
- New Zealand Sign Language is used by less than one percent of people in Napier City, compared with less than one percent of people for all of New Zealand.
- 87.5 percent of people in Napier City speak only one language, compared with 79.8 percent of people for all of New Zealand.

## *Māori population*

- After English, the next most common language spoken by Māori in Napier City is te reo Māori, which is spoken by 21.4 percent of Māori.
- In New Zealand, the next most common language spoken by Māori is te reo Māori, which is spoken by 21.3 percent.
- New Zealand Sign Language is used by 1.1 percent of Māori in Napier City compared with less than one percent of Māori for all of New Zealand.
- 76.6 percent of Māori in Napier City speak only one language, compared with 76.5 percent of all Māori in New Zealand.

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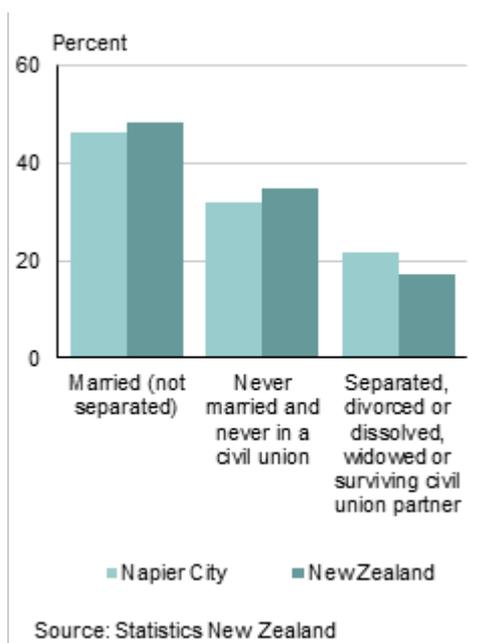
## Relationship status

### *Total population aged 15 years and over*

- 32.0 percent of people aged 15 years and over living in Napier City have never married, 46.3 percent are married, and 21.8 percent are separated, divorced or widowed.
- 28.2 percent of people aged 15 years and over in Napier City who have never been married, live with a partner.

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

Napier City and New Zealand  
2013 Census

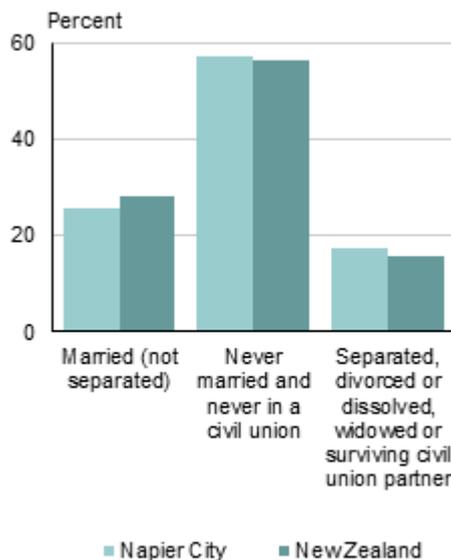


### *Māori population aged 15 years and over*

- For Māori aged 15 years and over living in Napier City, 56.9 have never married, 25.6 percent are married, and 17.5 percent are separated, divorced or widowed.
- 28.5 percent of Māori aged 15 years and over in Napier City who have never been married, live with a partner.

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

Napier City and New Zealand  
2013 Census



Source: Statistics New Zealand

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

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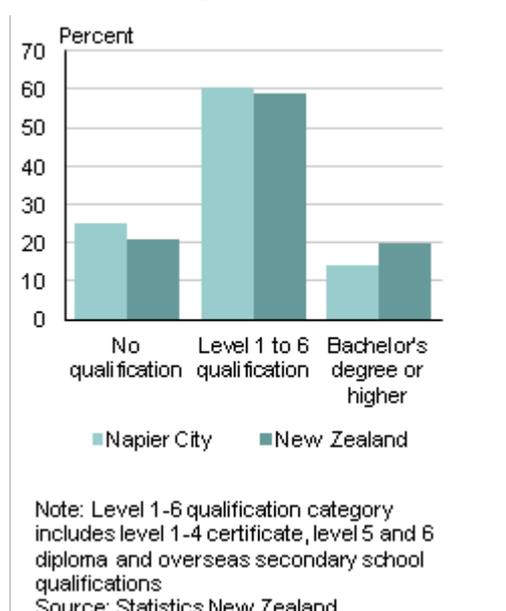
## Qualifications

### *Total population aged 15 years and over*

- 74.9 percent of people aged 15 years and over in Napier City have a formal qualification, compared with 79.1 percent of people in New Zealand.
- In Napier City, 14.3 percent of people aged 15 years and over held a bachelor's degree or higher as their highest qualification, compared with 20.0 percent for New Zealand as a whole.

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

Napier City and New Zealand  
2013 Census

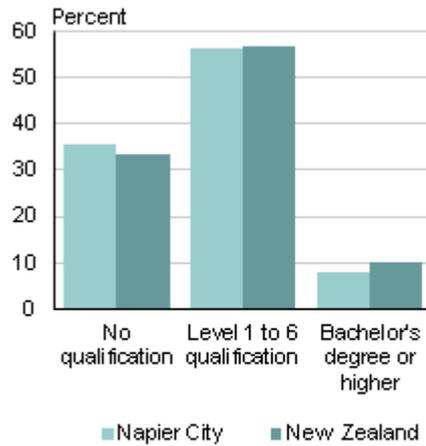


### *Māori population aged 15 years and over*

- In Napier City, 64.3 percent of Māori aged 15 years and over have a formal qualification, compared with 66.7 percent for Māori in New Zealand.
- 8.1 percent of Māori aged 15 years and over in Napier City held a bachelor's degree or higher as their highest qualification, compared with 10.0 percent of New Zealand's Māori population.

## Highest qualification for Māori aged 15 years and over

Napier City and New Zealand  
2013 Census



Note: Level 1-6 qualification category includes level 1-4 certificate, level 5 and 6 diploma and overseas secondary school qualifications.  
Source: Statistics New Zealand

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

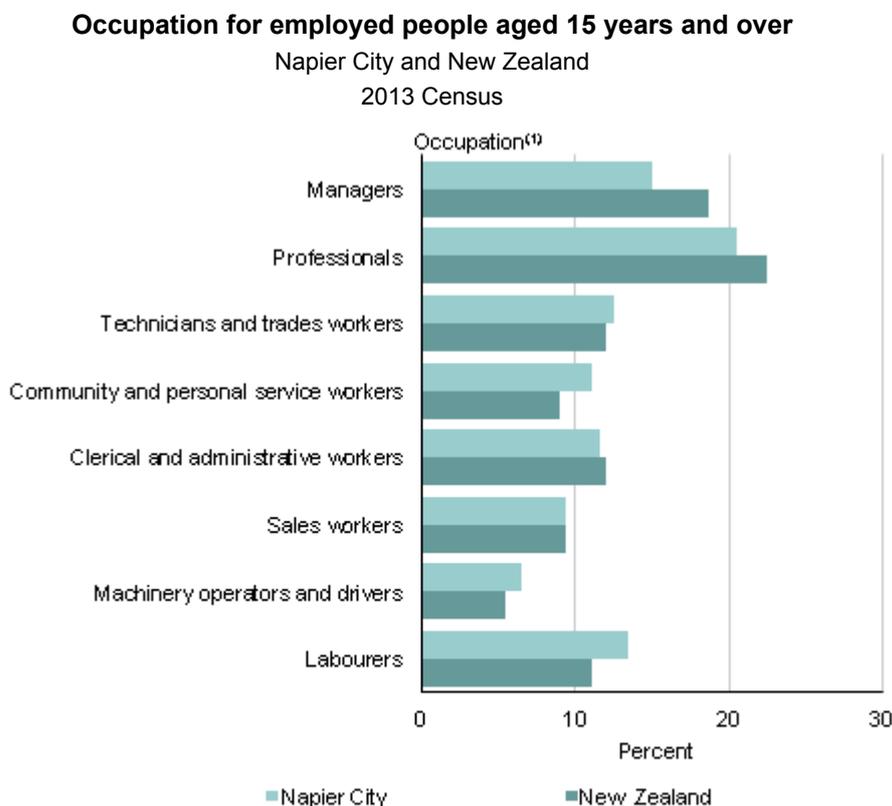
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## Work

### *Total population aged 15 years and over*

- The unemployment rate in Napier City is 6.9 percent for people aged 15 years and over, compared with 7.1 percent for all of New Zealand.
- The most common occupational group in Napier City is 'professionals', and 'professionals' is the most common occupational group in New Zealand.



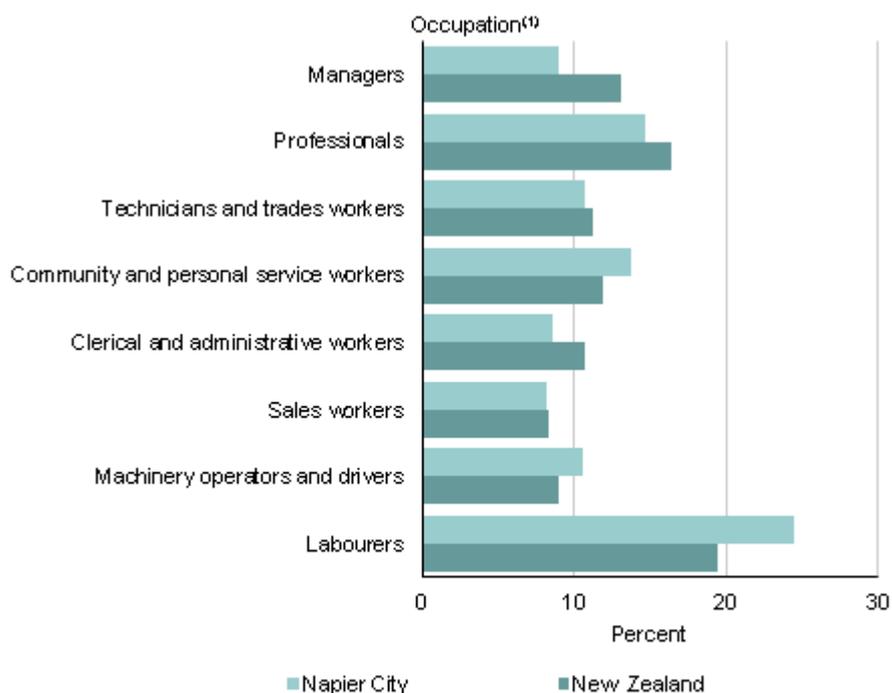
1. Australian and New Zealand Standard Classification of Occupations (ANZSCO V1.1)  
Source: Statistics New Zealand

### *Māori population aged 15 years and over*

- The unemployment rate of Māori aged 15 years and over in Napier City is 15.5 percent, compared with 15.6 percent for New Zealand's Māori population.
- The most common occupational group for Māori in Napier City is 'labourers', and 'labourers' is the most common occupational group for Māori in New Zealand.

## Occupation for employed Māori aged 15 years and over

Napier City and New Zealand  
2013 Census



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

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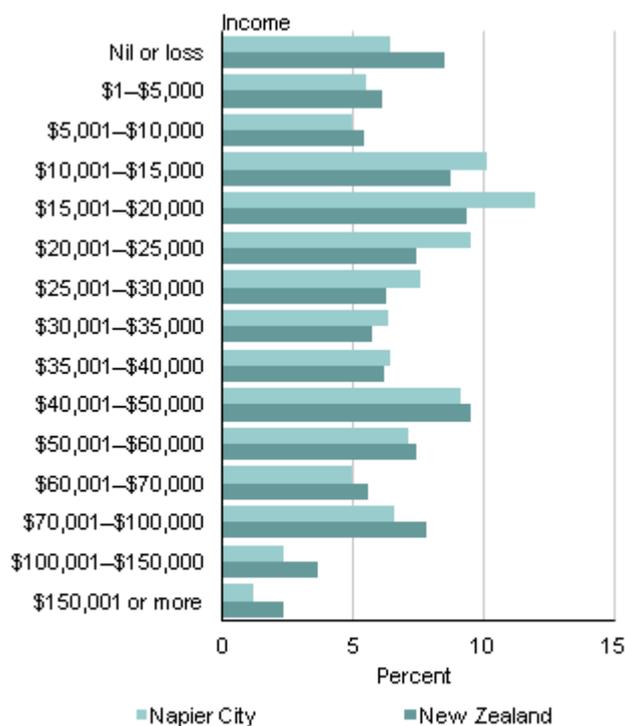
# Income

## *Total population aged 15 years and over*

- For people aged 15 years and over, the median income (half earn more, and half earn less, than this amount), in Napier City is \$26,000. This compares with a median of \$28,500 for all of New Zealand.
- 38.9 percent of people aged 15 years and over in Napier City have an annual income of \$20,000 or less, compared with 38.2 percent of people for New Zealand as a whole.
- In Napier City, 22.1 percent of people aged 15 years and over have an annual income of more than \$50,000, compared with 26.7 percent of people in New Zealand.

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

Napier City and New Zealand  
2013 Census



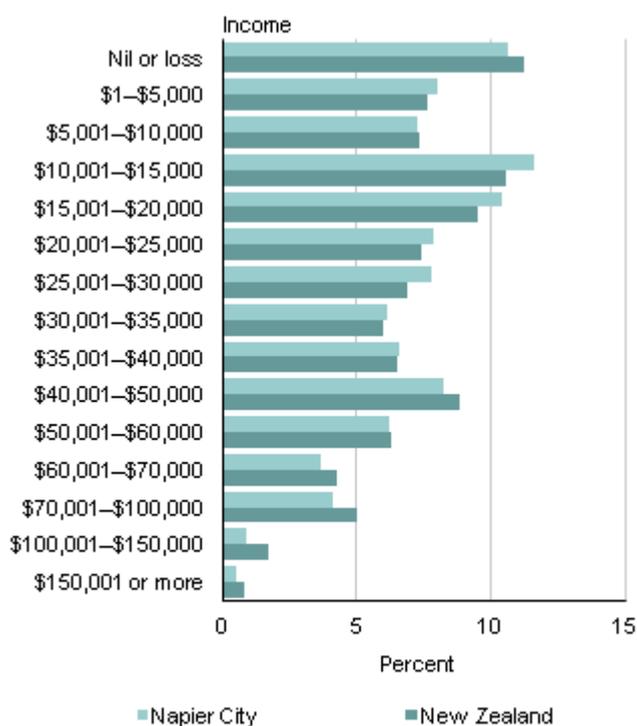
Source: Statistics New Zealand

## Māori population aged 15 years and over

- For Māori aged 15 years and over, the median income (half earn more, and half less than this amount) in Napier City is \$21,300, compared with a median of \$22,500 for all Māori in New Zealand.
- In Napier City, 48.0 percent of Māori aged 15 years and over have an annual income of \$20,000 or less, compared with 46.3 percent of Māori in New Zealand.
- 15.4 percent of Māori aged 15 years and over in Napier City have an annual income of more than \$50,000, compared with 18.1 percent of all Māori in New Zealand.

### Total personal income for Māori aged 15 years and over

Napier City and New Zealand  
2013 Census



Source: Statistics New Zealand

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

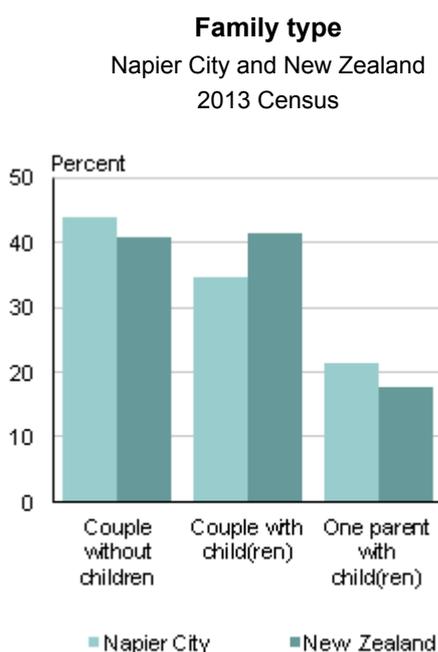
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# Families

## Family type

- Couples with children make up 34.7 percent of all families in Napier City, while couples without children make up 43.9 percent of all families.
- In New Zealand, couples with children make up 41.3 percent of all families, while couples without children make up 40.9 percent of all families.
- 21.5 percent of families in Napier City are one parent with children families, while one parent with children families make up 17.8 percent of families for New Zealand 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 65.7 percent of all households in Napier City. For New Zealand as a whole, one-family households make up 68.3 percent of all households.
- In Napier City, there are 6,258 one-person households making up 28.0 percent of all households. In New Zealand, one-person households make up 23.5 percent of all households.
- The average household size in Napier City is 2.4 people, compared with an average of 2.7 people for all of New Zealand.

**Household composition**  
Napier City and New Zealand  
2013 Census



Source: Statistics New Zealand

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

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# Phone, fax, and Internet

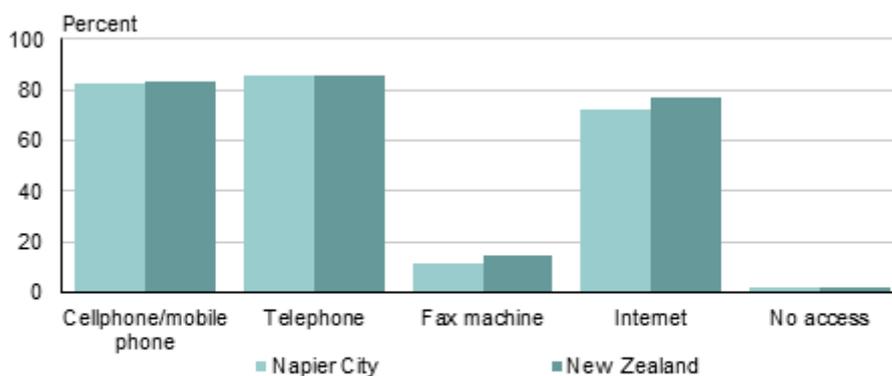
## Access to phones, fax machines, and Internet

- 72.4 percent of households in Napier City have access to the Internet, compared with 76.8 percent of households in New Zealand.
- In Napier City, 82.5 percent of households have access to a cellphone, compared with 83.7 percent of households for New Zealand as a whole.

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

Napier City and New Zealand

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.

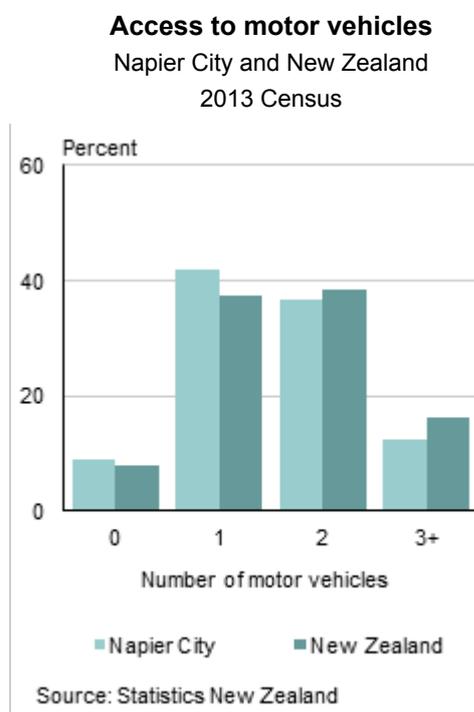
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# Transport

## Access to motor vehicles

- 12.4 percent of households in Napier City have access to three or more motor vehicles, compared with 16.1 percent of all households in New Zealand.



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

## Main means of travel to work

- The most common means of travel to work on census day for people in Napier City was driving a private car, truck or van (66.8 percent of people who travelled to work used this form of transport).
- This was followed by driving a company car, truck or van (15.8 percent) and walking or jogging (5.6 percent).
- For New Zealand 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 walking or jogging.

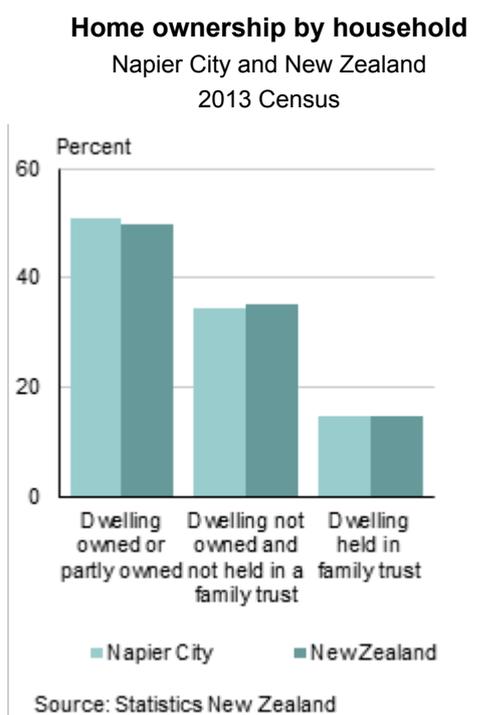
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# Housing

## Home ownership

- In Napier City, 65.6 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For New Zealand as a whole, 64.8 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For households in Napier City who rented the dwelling that they lived in, the median weekly rent paid was \$260. This compared with \$280 for New Zealand as a whole.



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 Napier City was 134.
- The total number of building consents issued for apartments in Napier City was 0.
- The total value of residential building work in Napier City was \$49,924,414.
- The total value of non-residential building work in Napier City was \$33,015,858.

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 5,720 business locations (geographic units) in Napier City compared with 507,908 for all of New Zealand. This is an increase of 1.8 percent from the year ended February 2006 for Napier City.
- There were 23,790 paid employees in Napier City compared with 1,941,040 for all New Zealand. This is a decrease of 3.3 percent from the year ended February 2006 for Napier City.

### Top five industries in Napier City

By employee count

For year ended February 2013

Industry (ANZSIC06) <sup>(1)</sup>	Napier City		New Zealand	
	Employee count	Percent of total employee count	Employee count	Percent of total employee count
Retail trade	2,930	12.3	195,870	10.1
Health care and social assistance	2,540	10.7	211,350	10.9
Manufacturing	2,340	9.8	211,710	10.9
Education and training	2,320	9.8	167,240	8.6
Accommodation and food services	2,030	8.5	134,440	6.9

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

Note: Some regions, territorial authorities, and local boards 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.