



## Population and dwellings

### Number of people counted

#### *Total population*

- 12,717 people usually live in Central Hawke's Bay District. This is a decrease of 237 people, or 1.8 percent, since the 2006 Census.
- Its population ranks 50th in size out of the 67 districts in New Zealand.
- Central Hawke's Bay District has less than one percent of New Zealand's population.

#### Population of Central Hawke's Bay District and New Zealand

2013 Census

Sex	Central Hawke's Bay District	New Zealand
Male	6,318	2,064,015
Female	6,402	2,178,033
Total people	12,717	4,242,051

Source: Statistics New Zealand

#### *Māori population*

- 2,706 Māori usually live in Central Hawke's Bay District. This is an increase of 9 people, or less than one percent, since the 2006 Census.
- Its Māori population ranks 49th in size out of the 67 districts in New Zealand.
- Less than one percent of New Zealand's Māori population usually live in Central Hawke's Bay District.

**Māori population of Central Hawke's Bay District and New Zealand  
2013 Census**

Sex	Central Hawke's Bay District	New Zealand
Male	1,290	288,639
Female	1,419	309,966
<b>Total people</b>	<b>2,706</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 5,169 occupied dwellings and 972 unoccupied dwellings in Central Hawke's Bay District.
- For New Zealand as a whole, there are 1,570,695 occupied dwellings and 185,448 unoccupied dwellings.
- There are 24 dwellings under construction in Central Hawke's Bay District, and 9,756 under construction in New Zealand.

**Dwellings in Central Hawke's Bay District and New Zealand  
2013 Census**

Occupancy status	Central Hawke's Bay District	New Zealand
Occupied		
Private dwelling	5,139	1,561,956
Non-private dwelling	30	8,739
<b>Total occupied dwellings</b>	<b>5,169</b>	<b>1,570,695</b>
Unoccupied	972	185,448
Under construction	24	9,756
<b>Total dwellings</b>	<b>6,168</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.

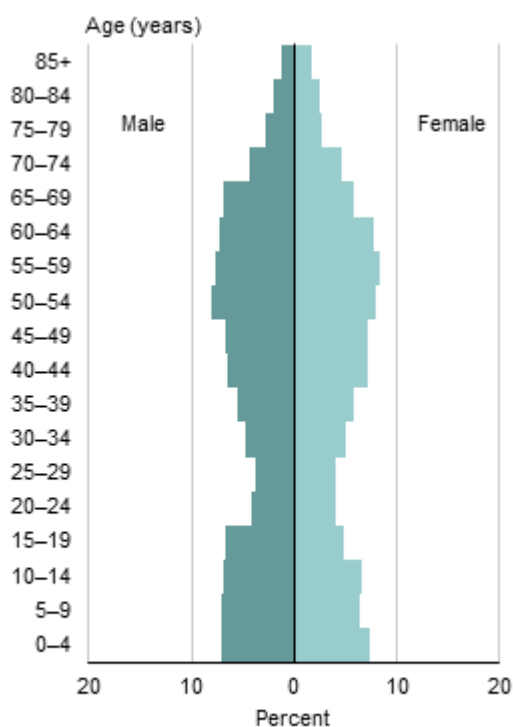
This data has been randomly rounded to protect confidentiality. Individual figures may not add up to totals, and values for the same data may vary in different text, tables, and graphs.

# Age and sex

## Total population

- The median age (half are younger, and half older, than this age) is 43.5 years for people in Central Hawke's Bay District. For New Zealand as a whole, the median age is 38.0 years.
- 17.3 percent of people in Central Hawke's Bay District are aged 65 years and over, compared with 14.3 percent of the total New Zealand population.
- 20.8 percent of people are aged under 15 years in Central Hawke's Bay District, compared with 20.4 percent for all of New Zealand.

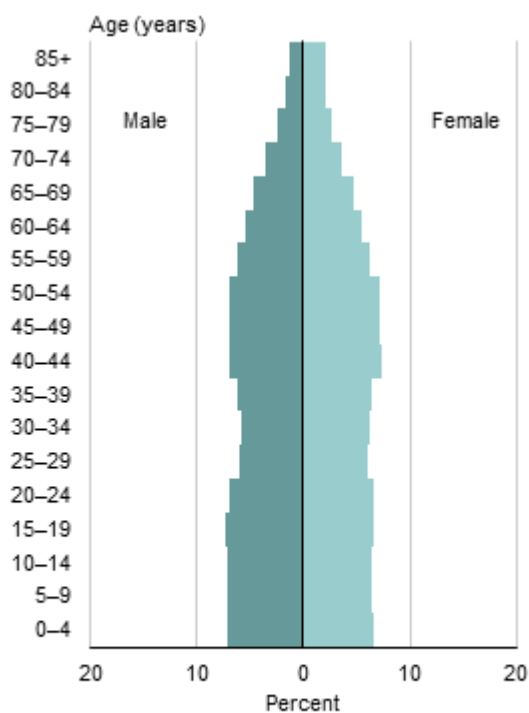
**Age and sex of people**  
Central Hawke's Bay District  
2013 Census



Source: Statistics New Zealand

## Age and sex of people

New Zealand  
2013 Census

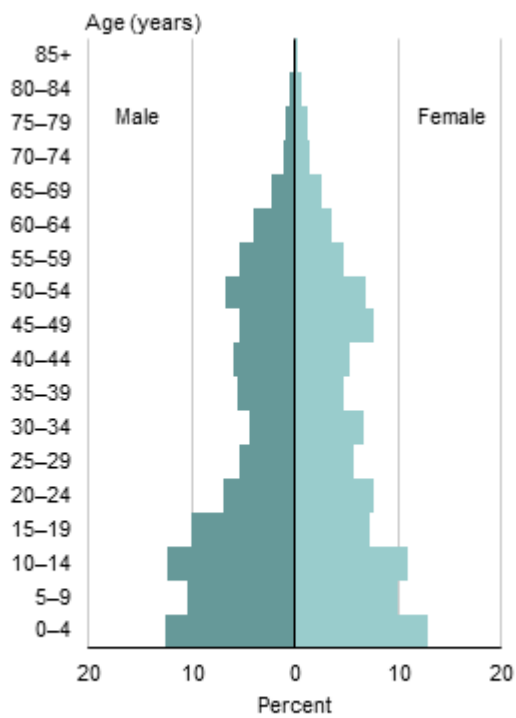


Source: Statistics New Zealand

## *Māori population*

- The median age of Māori (half are younger, and half older, than this age) is 24.5 years in Central Hawke's Bay District, compared with a median of 23.9 years for all Māori in New Zealand.
- 5.3 percent of Māori in Central Hawke's Bay District are aged 65 years and over, compared with 5.4 percent of New Zealand's Māori population.
- 34.7 percent of Māori are aged under 15 years in Central Hawke's Bay District, compared with 33.8 percent for all Māori in New Zealand.

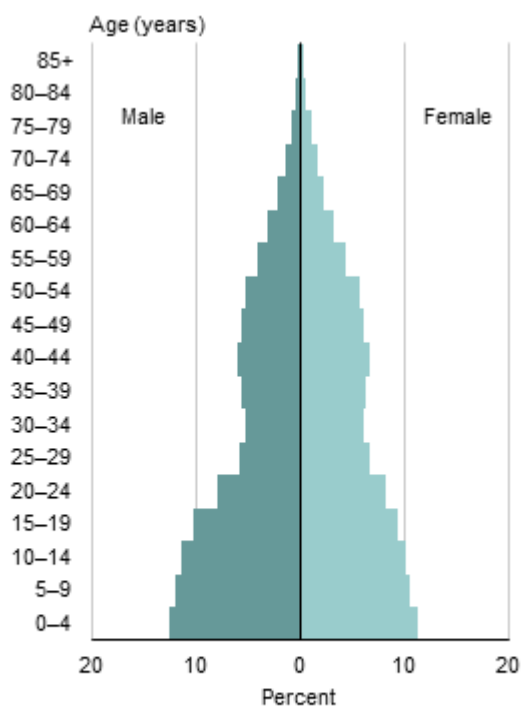
**Age and sex of Māori**  
Central Hawke's Bay District  
2013 Census



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.

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.

Some percentages may be too small to show on graph.

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.

# Cultural diversity

## Ethnic groups

- 84.1 percent of people in Central Hawke's Bay District belong to the European ethnic group, compared with 74.0 percent for New Zealand as a whole.
- 22.2 percent of people in Central Hawke's Bay District belong to the Māori ethnic group, compared with 14.9 percent for all of New Zealand.

Ethnic groups in Central Hawke's Bay District and New Zealand		
2013 Census		
Ethnic group <sup>(1)</sup>	Central Hawke's Bay District (percent)	New Zealand (percent)
European	84.1	74.0
Māori	22.2	14.9
Pacific peoples	2.3	7.4
Asian	1.4	11.8
Middle Eastern, Latin American, African	0.3	1.2
Other ethnicity		
New Zealander	2.0	1.6
Other ethnicity nec	0.0	0.0
Total other ethnicity	2.0	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*

- 10.4 percent of people in Central Hawke's Bay District were born overseas, compared with 25.2 percent for New Zealand as a whole.
- For people born overseas who are now living in Central Hawke's Bay District, the most common birthplace was England, and England is the most common overseas birthplace for all of New Zealand.

### *Māori population*

- 1.3 percent of Māori in Central Hawke's Bay District 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 Central Hawke's Bay District is te reo Māori, which is spoken by 5.4 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 Central Hawke's Bay District, compared with less than one percent of people for all of New Zealand.
- 90.3 percent of people in Central Hawke's Bay District 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 Central Hawke's Bay District is te reo Māori, which is spoken by 21.0 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 less than one percent of Māori in Central Hawke's Bay District compared with less than one percent of Māori for all of New Zealand.
- 77.9 percent of Māori in Central Hawke's Bay District speak only one language, compared with 76.5 percent of all Māori in 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.

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.



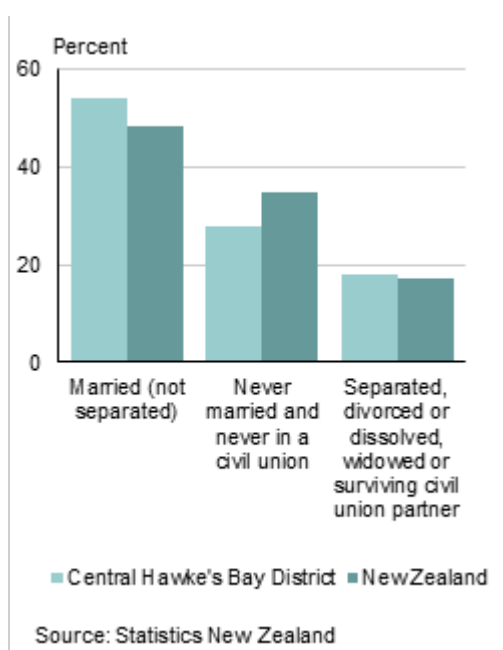
## Relationship status

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

- 27.9 percent of people aged 15 years and over living in Central Hawke's Bay District have never married, 54.2 percent are married, and 17.9 percent are separated, divorced or widowed.
- 33.3 percent of people aged 15 years and over in Central Hawke's Bay District who have never been married, live with a partner.

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

Central Hawke's Bay District and New Zealand  
2013 Census

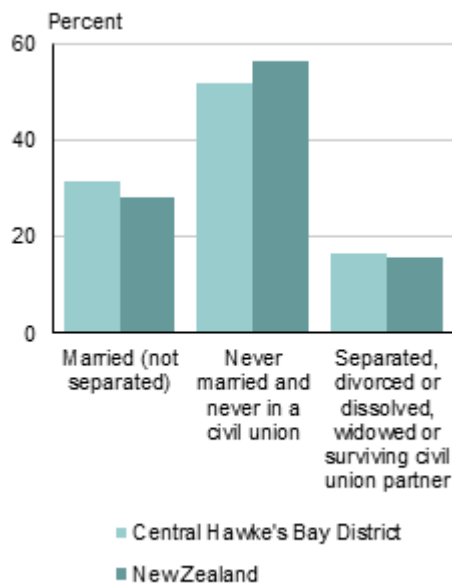


### *Māori population aged 15 years and over*

- For Māori aged 15 years and over living in Central Hawke's Bay District, 51.8 have never married, 31.6 percent are married, and 16.4 percent are separated, divorced or widowed.
- 36.5 percent of Māori aged 15 years and over in Central Hawke's Bay District who have never been married, live with a partner.

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

Central Hawke's Bay District and New Zealand  
2013 Census



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.

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.

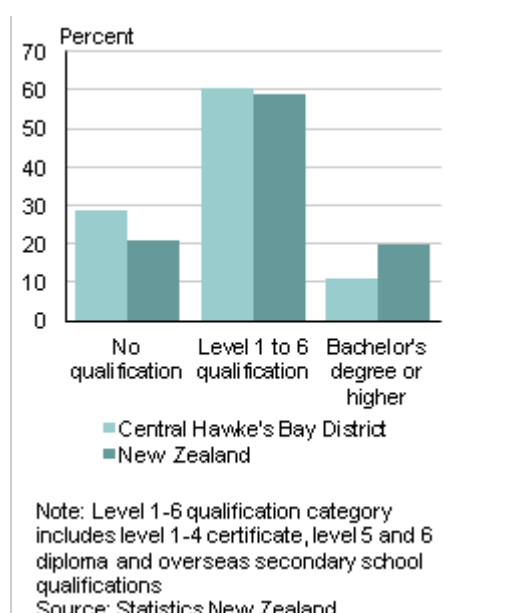
# Qualifications

## *Total population aged 15 years and over*

- 71.5 percent of people aged 15 years and over in Central Hawke's Bay District have a formal qualification, compared with 79.1 percent of people in New Zealand.
- In Central Hawke's Bay District, 10.9 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

Central Hawke's Bay District and New Zealand  
2013 Census

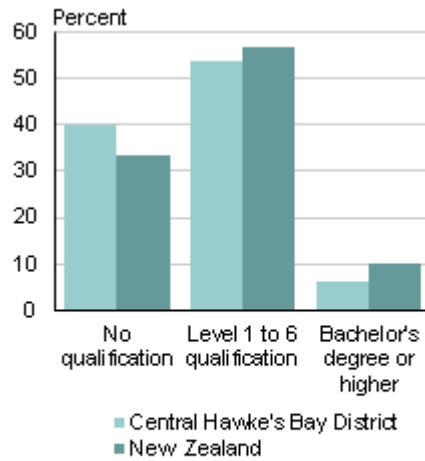


## *Māori population aged 15 years and over*

- In Central Hawke's Bay District, 60.0 percent of Māori aged 15 years and over have a formal qualification, compared with 66.7 percent for Māori in New Zealand.
- 6.1 percent of Māori aged 15 years and over in Central Hawke's Bay District 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

Central Hawke's Bay District 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.

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.

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.

# Work

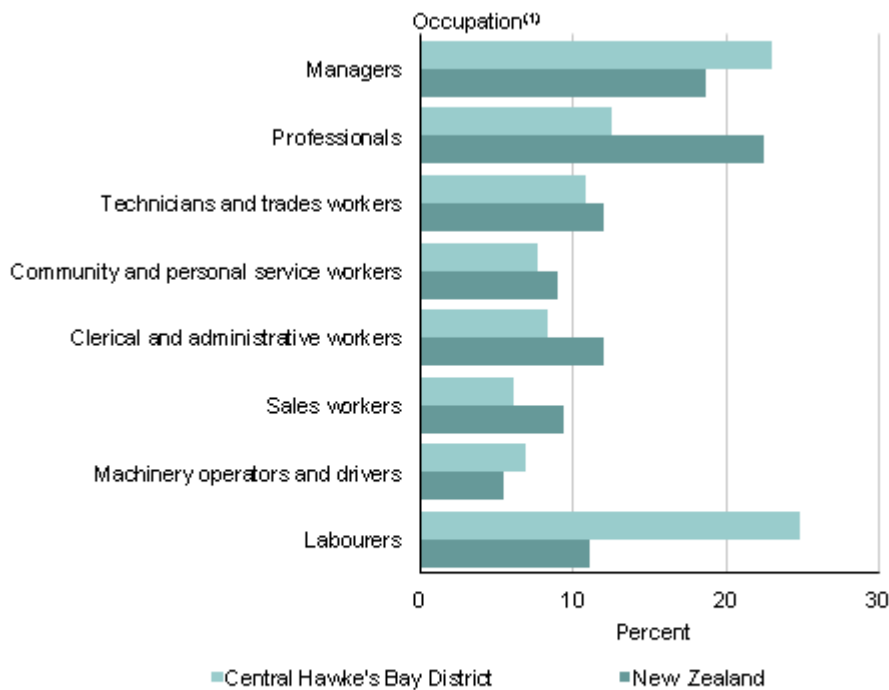
## *Total population aged 15 years and over*

- The unemployment rate in Central Hawke's Bay District is 5.2 percent for people aged 15 years and over, compared with 7.1 percent for all of New Zealand.
- The most common occupational group in Central Hawke's Bay District is 'labourers', and 'professionals' is the most common occupational group in New Zealand.

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

Central Hawke's Bay District and New Zealand

2013 Census



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

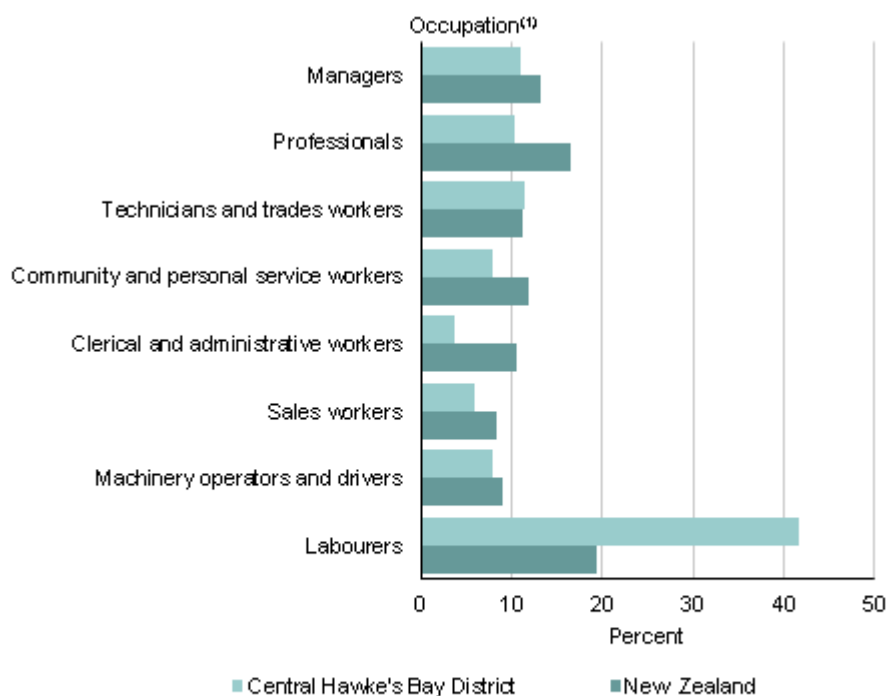
## *Māori population aged 15 years and over*

- The unemployment rate of Māori aged 15 years and over in Central Hawke's Bay District is 10.4 percent, compared with 15.6 percent for New Zealand's Māori population.
- The most common occupational group for Māori in Central Hawke's Bay District is 'labourers', and 'labourers' is the most common occupational group for Māori in New Zealand.

## Occupation for employed Māori aged 15 years and over

Central Hawke's Bay District and New Zealand

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.

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.

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.

# Income

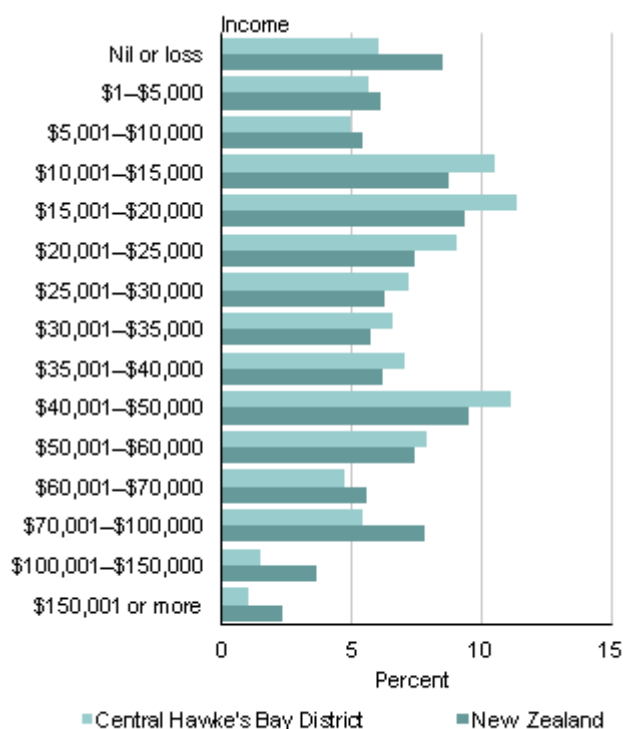
## *Total population aged 15 years and over*

- For people aged 15 years and over, the median income (half earn more, and half earn less, than this amount), in Central Hawke's Bay District is \$26,700. This compares with a median of \$28,500 for all of New Zealand.
- 38.5 percent of people aged 15 years and over in Central Hawke's Bay District have an annual income of \$20,000 or less, compared with 38.2 percent of people for New Zealand as a whole.
- In Central Hawke's Bay District, 20.5 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**

Central Hawke's Bay District and New Zealand

2013 Census



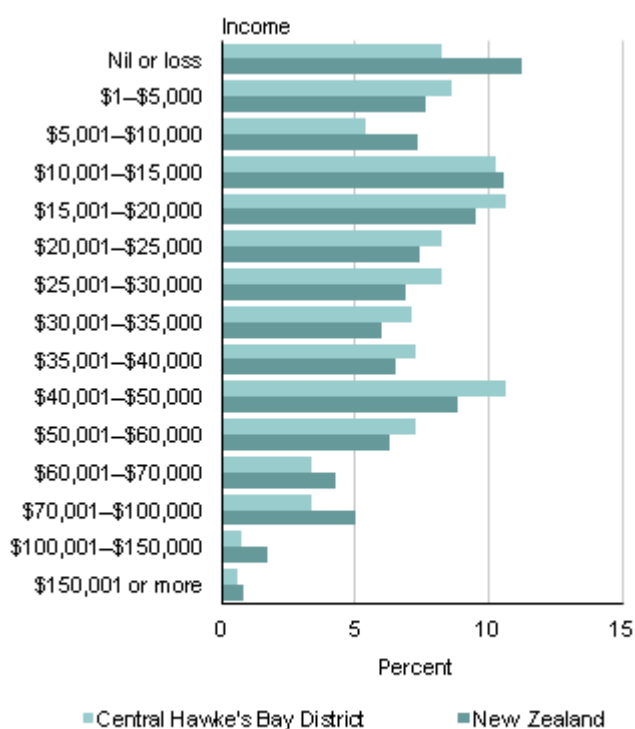
Source: Statistics New Zealand

## 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 Central Hawke's Bay District is \$24,100, compared with a median of \$22,500 for all Māori in New Zealand.
- In Central Hawke's Bay District, 43.2 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.
- 15.3 percent of Māori aged 15 years and over in Central Hawke's Bay District 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

Central Hawke's Bay District and New Zealand  
2013 Census



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.

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.

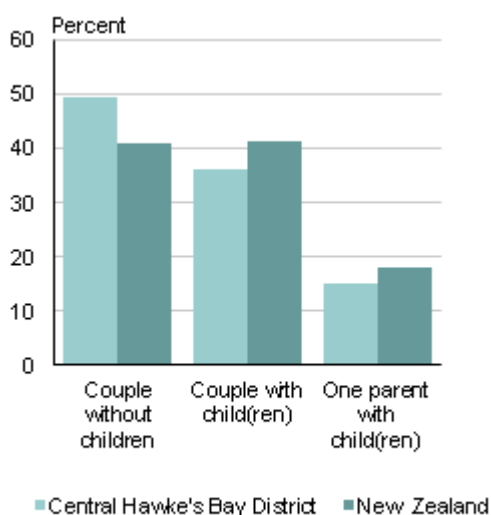


# Families

## Family type

- Couples with children make up 36.0 percent of all families in Central Hawke's Bay District, while couples without children make up 49.3 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.
- 14.8 percent of families in Central Hawke's Bay District 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.

**Family type**  
Central Hawke's Bay District and New Zealand  
2013 Census



Source: Statistics New Zealand

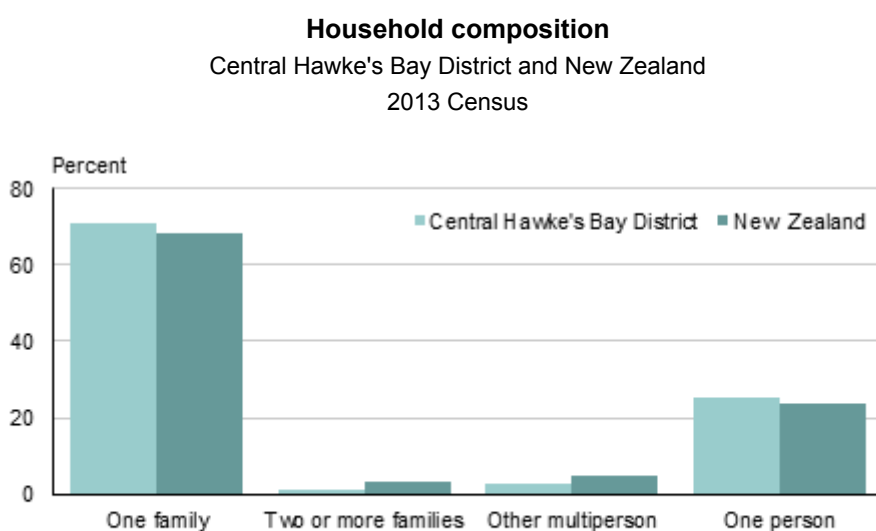
Note: All figures are for families in occupied private dwellings.

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.

# Households

## Household composition

- One-family households make up 70.9 percent of all households in Central Hawke's Bay District. For New Zealand as a whole, one-family households make up 68.3 percent of all households.
- In Central Hawke's Bay District, there are 1,257 one-person households making up 25.1 percent of all households. In New Zealand, one-person households make up 23.5 percent of all households.
- The average household size in Central Hawke's Bay District is 2.4 people, compared with an average of 2.7 people for all of New Zealand.



Source: Statistics New Zealand

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

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.

# Phone, fax, and Internet

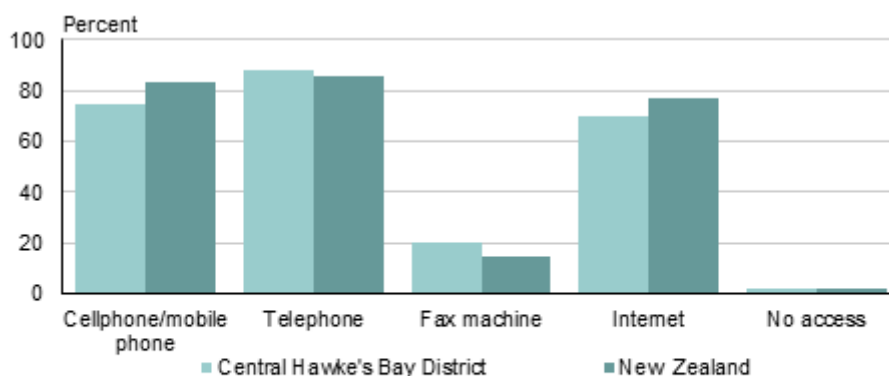
## Access to phones, fax machines, and Internet

- 69.5 percent of households in Central Hawke's Bay District have access to the Internet, compared with 76.8 percent of households in New Zealand.
- In Central Hawke's Bay District, 74.9 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

Central Hawke's Bay District 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.

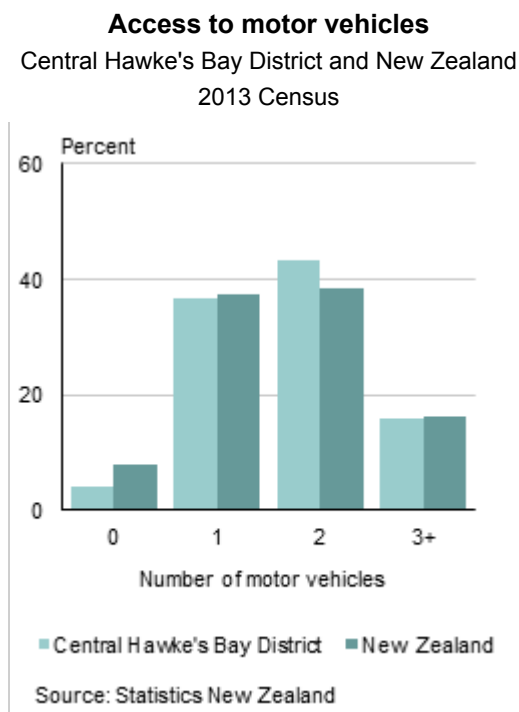
Some percentages may be too small to show on graph.

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.

# Transport

## Access to motor vehicles

- 15.8 percent of households in Central Hawke's Bay District 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 Central Hawke's Bay District was driving a private car, truck or van (66.3 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 (6.4 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.

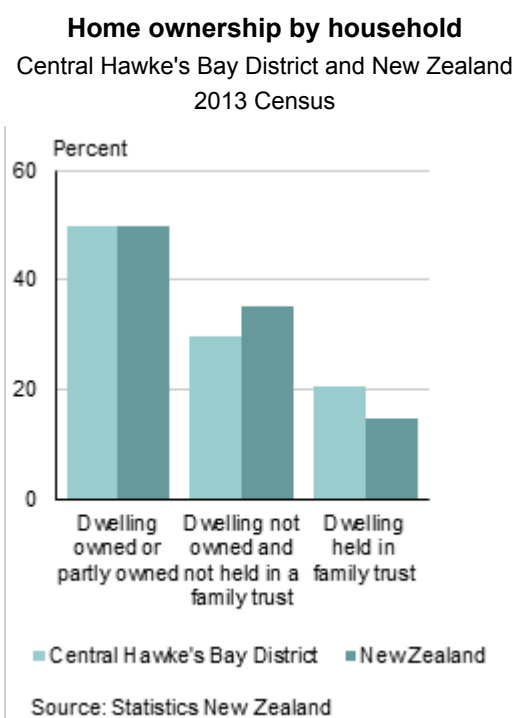
Note: All figures are for the census usually resident population count.

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.

# Housing

## Home ownership

- In Central Hawke's Bay District, 70.3 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 Central Hawke's Bay District who rented the dwelling that they lived in, the median weekly rent paid was \$160. This compared with \$280 for New Zealand as a whole.



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

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.

## 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 Central Hawke's Bay District was 26.
- The total number of building consents issued for apartments in Central Hawke's Bay District was 0.
- The total value of residential building work in Central Hawke's Bay District was \$10,191,131.

- The total value of non-residential building work in Central Hawke's Bay District was \$2,630,417.

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 2,228 business locations (geographic units) in Central Hawke's Bay District compared with 507,908 for all of New Zealand. This is a decrease of 6.1 percent from the year ended February 2006 for Central Hawke's Bay District.
- There were 6,060 paid employees in Central Hawke's Bay District compared with 1,941,040 for all New Zealand. This is a decrease of 13.2 percent from the year ended February 2006 for Central Hawke's Bay District.

### Top five industries in Central Hawke's Bay District

By employee count

For year ended February 2013

Industry (ANZSIC06) <sup>(1)</sup>	Central Hawke's Bay District		New Zealand	
	Employee count	Percent of total employee count	Employee count	Percent of total employee count
Agriculture, forestry and fishing	2,110	34.8	111,520	5.7
Manufacturing	1,350	22.3	211,710	10.9
Retail trade	470	7.8	195,870	10.1
Education and training	370	6.1	167,240	8.6
Health care and social assistance	330	5.4	211,350	10.9

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.