



## Population and dwellings

### Number of people counted

- 2,199 people usually live in Stratford East. This is an increase of 126 people, or 6.1 percent, since the 2006 Census.
- Stratford East has 24.5 percent of Stratford District's population.

Population of Stratford East and Stratford District		
2013 Census		
Sex	Stratford East	Stratford District
Male	1,047	4,425
Female	1,152	4,566
Total people	2,199	8,991

Source: Statistics New Zealand

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

### Number of dwellings counted

- There are 936 occupied dwellings and 60 unoccupied dwellings in Stratford East.
- For Stratford District as a whole, there are 3,576 occupied dwellings and 348 unoccupied dwellings.
- There are 6 dwellings under construction in Stratford East, and 18 under construction in Stratford 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.

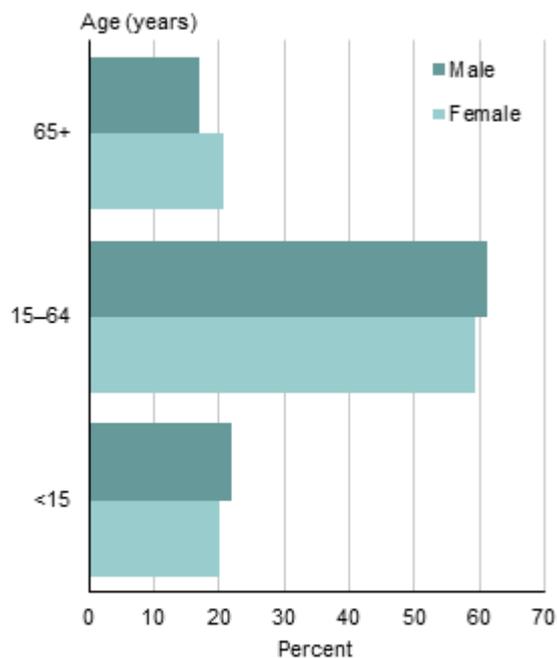
# Age and sex

## *Total population*

- The median age (half are younger, and half older, than this age) is 40.1 years for people in Stratford East. The median age in Stratford District is 39.0 years.
- 19.0 percent of people in Stratford East are aged 65 years and over, compared with 16.2 percent of the total Stratford District population.
- 20.9 percent of people are aged under 15 years in Stratford East, compared with 22.0 percent for all of Stratford District.

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

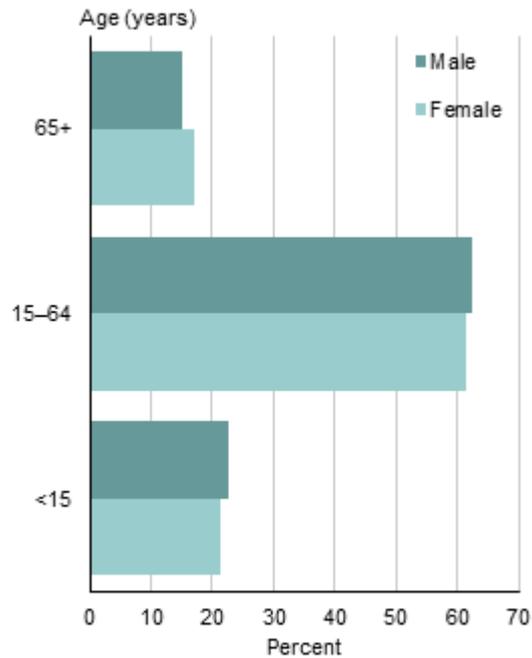
Stratford East  
2013 Census



Source: Statistics New Zealand

## Broad age group and sex of people

Stratford District  
2013 Census



Source: Statistics New Zealand

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# Cultural diversity

## Ethnic groups

- The most common ethnic group in Stratford East is European, compared with European for Stratford District as a whole.

Ethnic groups in Stratford East and Stratford District		
2013 Census		
Ethnic group <sup>(1)</sup>	Stratford East (percent)	Stratford District (percent)
European	89.4	91.8
Māori	15.4	11.8
Pacific peoples	0.6	0.6
Asian	3.4	2.2
Middle Eastern, Latin American, African	0.1	0.1
Other ethnicity	1.4	2.2

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

- 10.7 percent of people in Stratford East were born overseas, compared with 9.3 percent for Stratford District as a whole.
- For people born overseas who are now living in Stratford East, the most common birthplace was UK and Ireland, compared with UK and Ireland for people born overseas in all of Stratford District.

## Languages spoken

- After English, the next most common language spoken in Stratford East is te reo Māori, which was spoken by 2.3 percent of people. For Stratford District as a whole, the most common language apart from English is te reo Māori, spoken by 2.0 percent of people.
- New Zealand Sign Language is used by 1.0 percent of people in Stratford East, compared with less than one percent of people for all of Stratford District.
- 91.9 percent of people in Stratford East speak only one language, compared with 92.4 percent of people for all of Stratford District.

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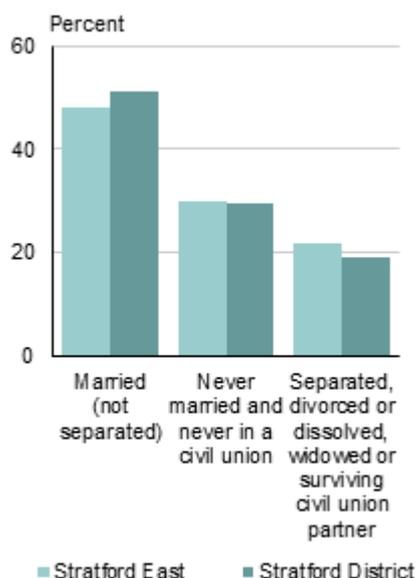
# Relationship status

## *Total population aged 15 years and over*

- 29.9 percent of people aged 15 years and over living in Stratford East have never married, 48.2 percent are married, and 21.9 percent are separated, divorced or widowed.
- 33.3 percent of people in Stratford East 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

Stratford East and Stratford District  
2013 Census



Source: Statistics New Zealand

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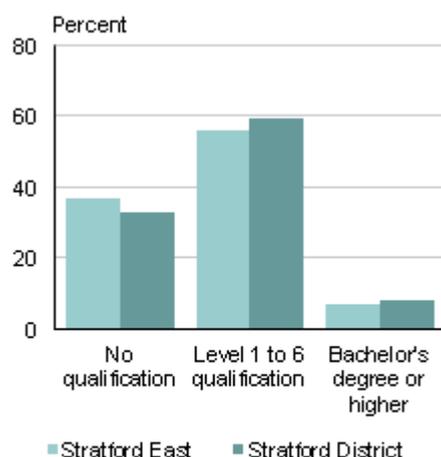
# Qualifications

## *Total population aged 15 years and over*

- 63.2 percent of people aged 15 years and over in Stratford East have a formal qualification, compared with 67.2 percent in Stratford District.
- In Stratford East, 7.1 percent of people aged 15 years and over held a bachelor's degree or higher as their highest qualification, compared with 8.0 percent for Stratford District as a whole.

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

Stratford East and Stratford 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.

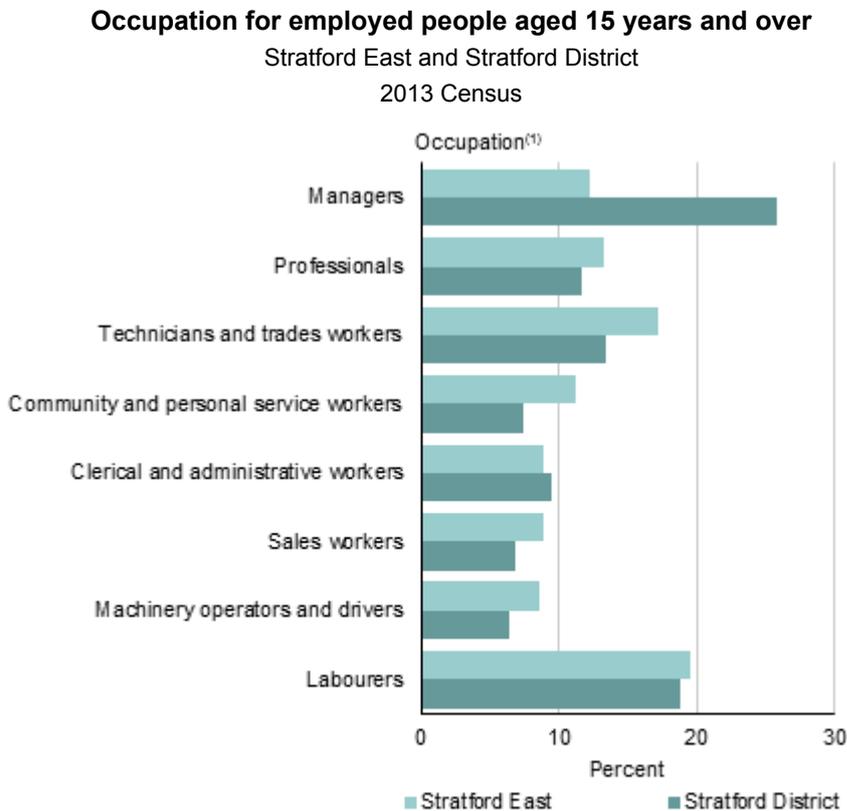
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# Work

## Total population aged 15 years and over

- The unemployment rate in Stratford East is 7.1 percent for people aged 15 years and over, compared with 5.3 percent for all of Stratford District.
- The most common occupational group in Stratford East is 'labourers', and 'managers' is the most common occupational group in Stratford District.



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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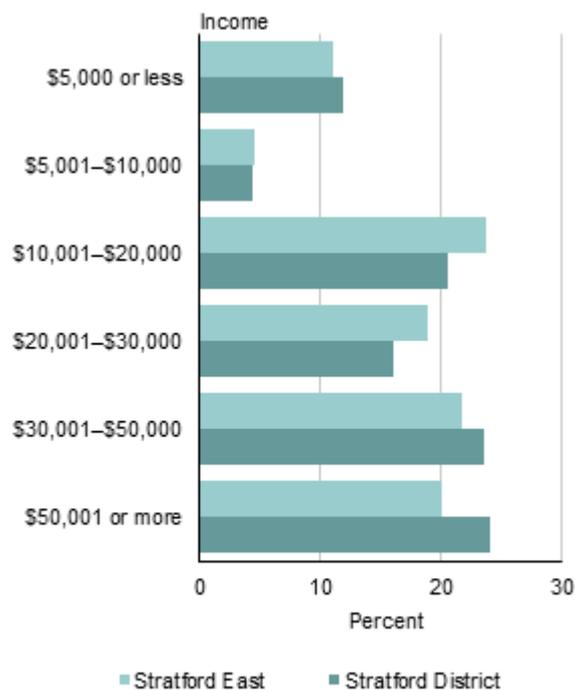
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# Income

## *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 Stratford East is \$24,900. This compares with a median of \$28,300 for all of Stratford District.
- 39.1 percent of people aged 15 years and over in Stratford East have an annual income of \$20,000 or less, compared with 36.7 percent of people for Stratford District as a whole.
- In Stratford East, 20.3 percent of people aged 15 years and over have an annual income of more than \$50,000, compared with 23.9 percent of people in Stratford District.

**Total personal income for people aged 15 years and over**  
Stratford East and Stratford District  
2013 Census



Source: Statistics New Zealand

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

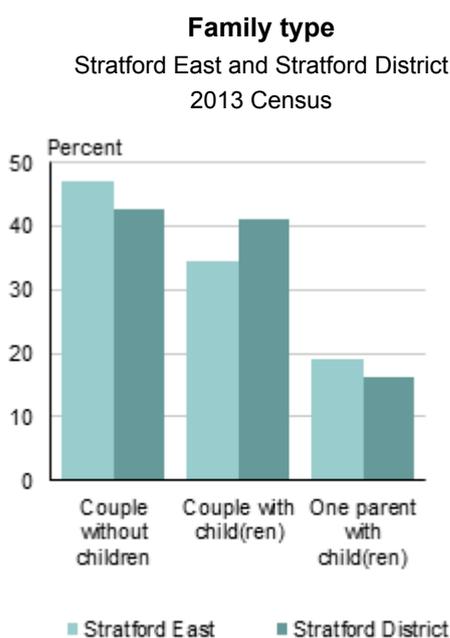
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# Families

## Family type

- Couples with children make up 34.3 percent of all families in Stratford East, while couples without children make up 47.1 percent of all families.
- In Stratford District, couples with children make up 41.1 percent of all families, while couples without children make up 42.7 percent of all families.
- 19.1 percent of families in Stratford East are one parent with children families, while one parent with children families make up 16.3 percent of families for Stratford District as a whole.



Source: Statistics New Zealand

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

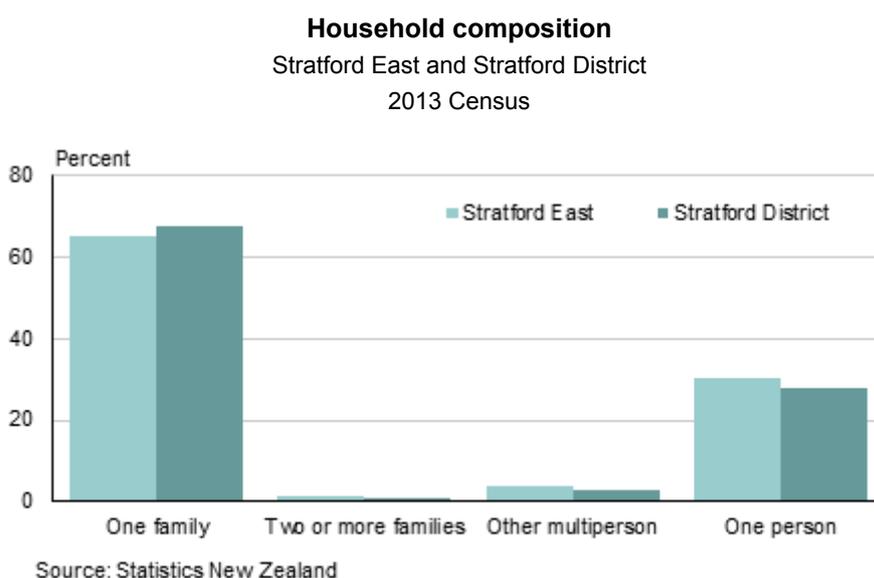
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# Households

## Household composition

- One-family households make up 65.3 percent of all households in Stratford East. For Stratford District as a whole, one-family households make up 67.9 percent of all households.
- In Stratford East, there are 276 one-person households making up 30.4 percent of all households. In Stratford District, one-person households make up 27.8 percent of all households.
- The average household size in Stratford East is 2.3 people, compared with an average of 2.5 people per household for all of Stratford District.



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

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# Phone, fax, and Internet

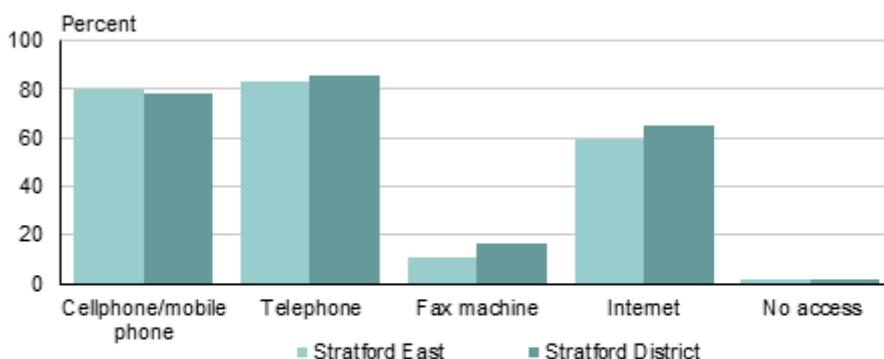
## Access to phones, fax machines, and Internet

- 59.6 percent of households in Stratford East have access to the Internet, compared with 65.4 percent of households in Stratford District.
- In Stratford East, 79.8 percent of households have access to a cellphone, compared with 78.0 percent of households for Stratford District as a whole.

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

Stratford East and Stratford 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.

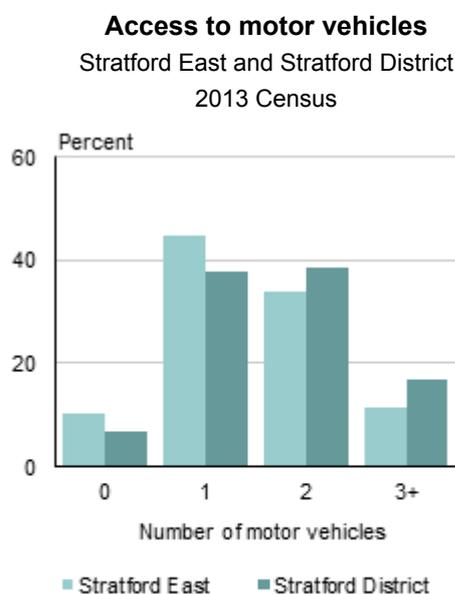
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# Transport

## Access to motor vehicles

- 11.4 percent of households in Stratford East have access to three or more motor vehicles, compared with 16.9 percent of all households in Stratford 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 Stratford East was driving a private car, truck or van (68.6 percent of people who travelled to work used this form of transport).
- This was followed by driving a company car, truck or van (14.3 percent) and walking or jogging (9.3 percent).
- For Stratford 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 walking or jogging.

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

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# Housing

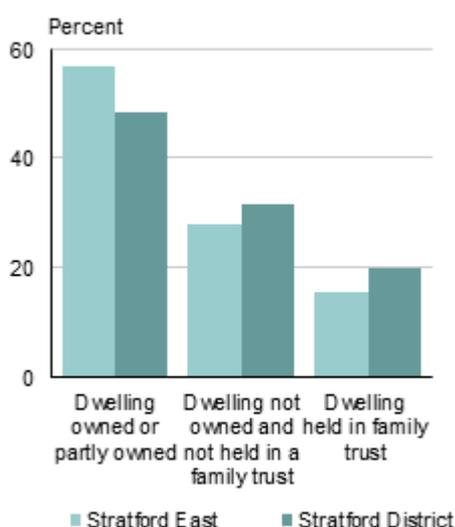
## Home ownership

- In Stratford East, 72.4 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For Stratford District as a whole, 68.1 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For households in Stratford East who rented the dwelling that they lived in, the median weekly rent paid was \$200. This compared with \$180 for Stratford District.

### Home ownership by household

Stratford East and Stratford District

2013 Census



Source: Statistics New Zealand

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 Stratford East was 8.
- The total number of building consents issued for apartments in Stratford East was 0.
- The total value of residential building work in Stratford East was \$2,862,485.
- The total value of non-residential building work in Stratford East was \$1,294,009.

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 167 business locations (geographic units) in Stratford East compared with 1,488 for all of Stratford District. This is an increase of 1.2 percent from the year ended February 2006 for Stratford East.
- There were 760 paid employees in Stratford East compared with 2,850 for all of Stratford District. This is an increase of 8.6 percent from the year ended February 2006 for Stratford East.

<b>Top five industries in Stratford East</b>				
By employee count				
For year ended February 2013				
Industry (ANZSIC06) <sup>(1)</sup>	Stratford East		Stratford District	
	Employee count	Percent of total employee count	Employee Count	Percent of total employee count
Public administration and safety	140	18.4	210	7.4
Retail trade	120	15.8	340	11.9
Education and training	100	13.2	310	10.9
Construction	85	11.2	190	6.7
Wholesale trade	60	7.9	150	5.3

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.