



Population and dwellings

Number of people counted

- 4,119 people usually live in Motueka Outer. This is an increase of 306 people, or 8.0 percent, since the 2006 Census.
- Motueka Outer has 8.7 percent of Tasman District's population.

Population of Motueka Outer and Tasman District		
2013 Census		
Sex	Motueka Outer	Tasman District
Male	2,079	23,241
Female	2,040	23,913
Total people	4,119	47,157

Source: Statistics New Zealand

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

Number of dwellings counted

- There are 1,641 occupied dwellings and 204 unoccupied dwellings in Motueka Outer.
- For Tasman District as a whole, there are 18,882 occupied dwellings and 2,700 unoccupied dwellings.
- There are 24 dwellings under construction in Motueka Outer, and 156 under construction in Tasman 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.

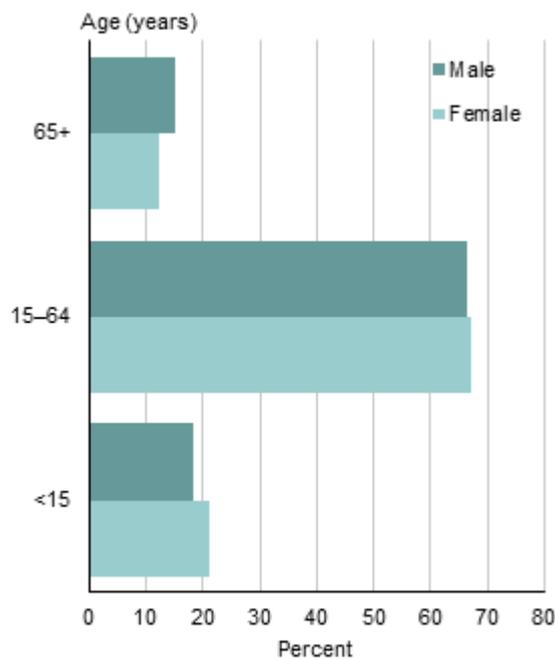
Age and sex

Total population

- The median age (half are younger, and half older, than this age) is 44.9 years for people in Motueka Outer. The median age in Tasman District is 44.2 years.
- 13.6 percent of people in Motueka Outer are aged 65 years and over, compared with 17.9 percent of the total Tasman District population.
- 19.7 percent of people are aged under 15 years in Motueka Outer, compared with 20.0 percent for all of Tasman District.

Broad age group and sex of people

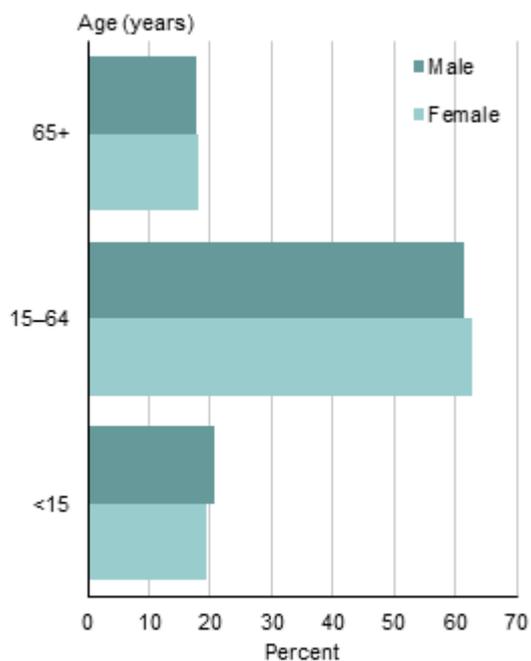
Motueka Outer
2013 Census



Source: Statistics New Zealand

Broad age group and sex of people

Tasman District
2013 Census



Source: Statistics New Zealand

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Cultural diversity

Ethnic groups

- The most common ethnic group in Motueka Outer is European, compared with European for Tasman District as a whole.

Ethnic groups in Motueka Outer and Tasman District		
2013 Census		
Ethnic group ⁽¹⁾	Motueka Outer (percent)	Tasman District (percent)
European	92.3	93.1
Māori	7.2	7.6
Pacific peoples	0.8	1.1
Asian	1.9	1.9
Middle Eastern, Latin American, African	0.6	0.3
Other ethnicity	3.0	2.4

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

- 26.0 percent of people in Motueka Outer were born overseas, compared with 17.8 percent for Tasman District as a whole.
- For people born overseas who are now living in Motueka Outer, the most common birthplace was UK and Ireland, compared with UK and Ireland for people born overseas in all of Tasman District.

Languages spoken

- After English, the next most common language spoken in Motueka Outer is German, which was spoken by 4.3 percent of people. For Tasman District as a whole, the most common language apart from English is German, spoken by 1.9 percent of people.
- 1.5 percent of people in Motueka Outer speak te reo Māori, compared with 1.5 percent of people for all of Tasman District.
- New Zealand Sign Language is used by less than one percent of people in Motueka Outer, compared with less than one percent of people for all of Tasman District.
- 87.1 percent of people in Motueka Outer speak only one language, compared with 90.7 percent of people for all of Tasman District.

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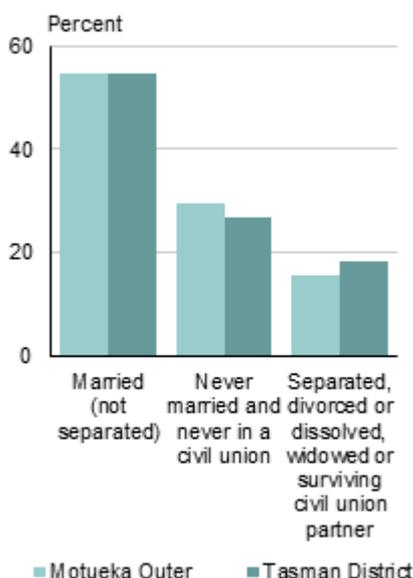
Relationship status

Total population aged 15 years and over

- 29.4 percent of people aged 15 years and over living in Motueka Outer have never married, 54.8 percent are married, and 15.8 percent are separated, divorced or widowed.
- 41.4 percent of people in Motueka Outer 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

Motueka Outer and Tasman District
2013 Census



Source: Statistics New Zealand

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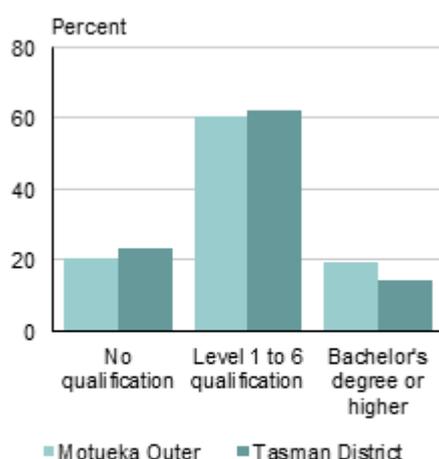
Qualifications

Total population aged 15 years and over

- 79.7 percent of people aged 15 years and over in Motueka Outer have a formal qualification, compared with 76.7 percent in Tasman District.
- In Motueka Outer, 19.4 percent of people aged 15 years and over held a bachelor's degree or higher as their highest qualification, compared with 14.4 percent for Tasman District as a whole.

Highest qualification for people aged 15 years and over

Motueka Outer and Tasman 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.

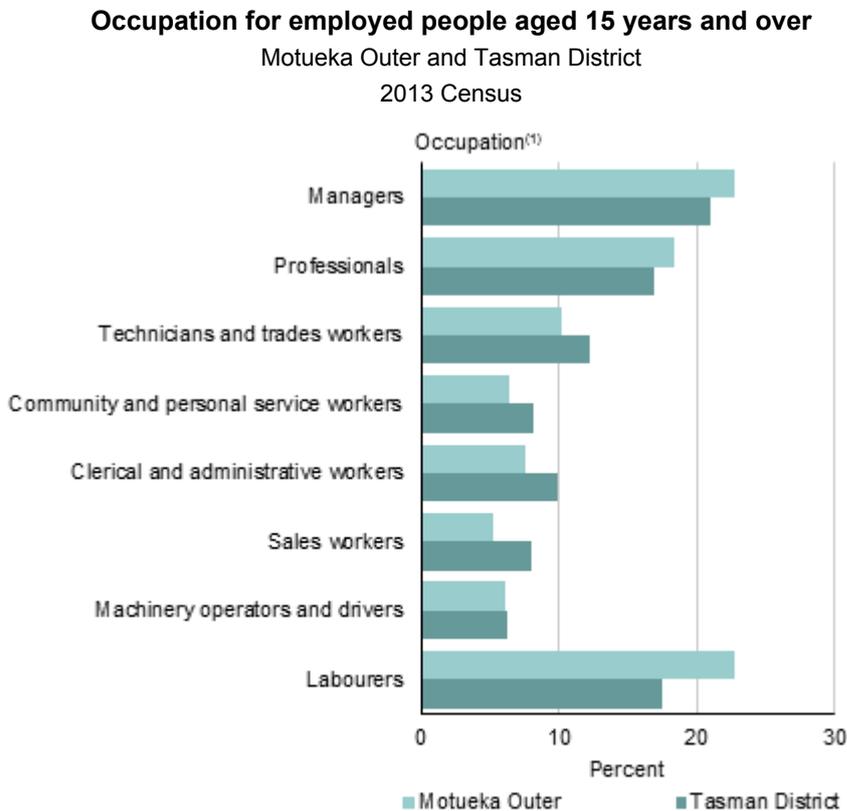
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Work

Total population aged 15 years and over

- The unemployment rate in Motueka Outer is 3.7 percent for people aged 15 years and over, compared with 4.0 percent for all of Tasman District.
- The most common occupational groups in Motueka Outer are 'managers' and 'labourers', and 'managers' is the most common occupational group in Tasman District.



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

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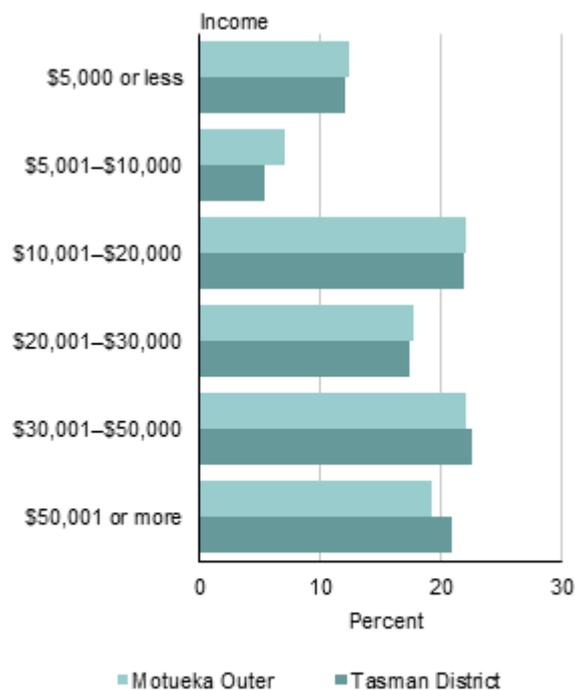
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Income

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 Motueka Outer is \$25,100. This compares with a median of \$25,700 for all of Tasman District.
- 41.3 percent of people aged 15 years and over in Motueka Outer have an annual income of \$20,000 or less, compared with 39.3 percent of people for Tasman District as a whole.
- In Motueka Outer, 19.2 percent of people aged 15 years and over have an annual income of more than \$50,000, compared with 20.9 percent of people in Tasman District.

Total personal income for people aged 15 years and over
Motueka Outer and Tasman District
2013 Census



Source: Statistics New Zealand

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

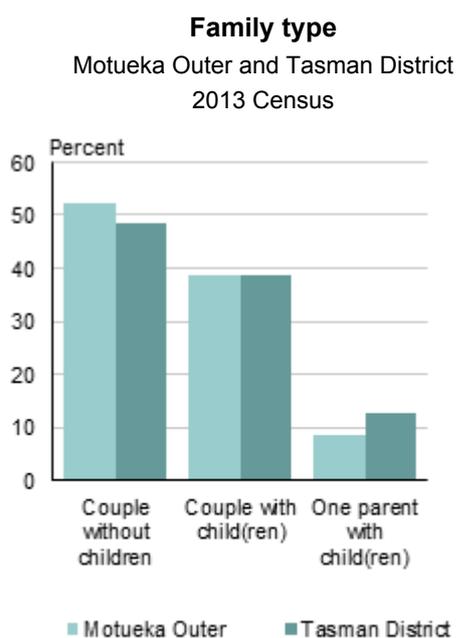
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Families

Family type

- Couples with children make up 38.8 percent of all families in Motueka Outer, while couples without children make up 52.3 percent of all families.
- In Tasman District, couples with children make up 38.8 percent of all families, while couples without children make up 48.6 percent of all families.
- 8.7 percent of families in Motueka Outer are one parent with children families, while one parent with children families make up 12.7 percent of families for Tasman District as a whole.



Source: Statistics New Zealand

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

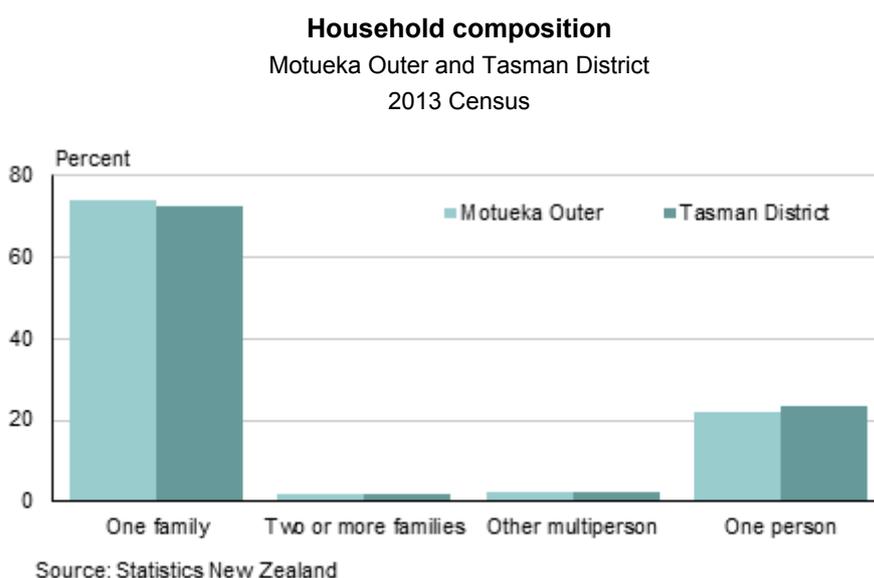
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Households

Household composition

- One-family households make up 74.0 percent of all households in Motueka Outer. For Tasman District as a whole, one-family households make up 72.4 percent of all households.
- In Motueka Outer, there are 333 one-person households making up 22.1 percent of all households. In Tasman District, one-person households make up 23.4 percent of all households.
- The average household size in Motueka Outer is 2.5 people, compared with an average of 2.5 people per household for all of Tasman District.



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

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Phone, fax, and Internet

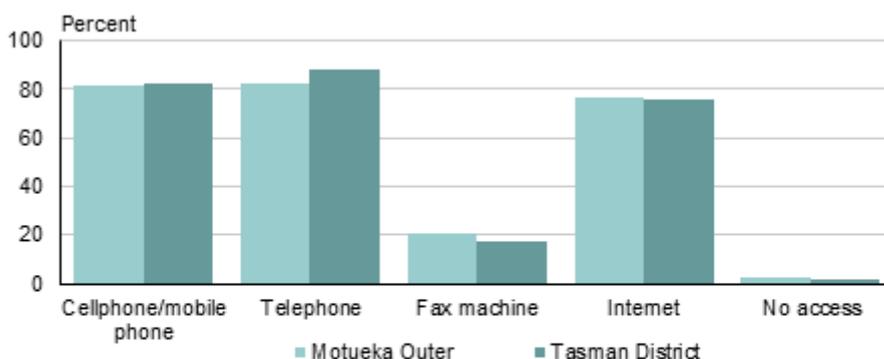
Access to phones, fax machines, and Internet

- 76.3 percent of households in Motueka Outer have access to the Internet, compared with 75.9 percent of households in Tasman District.
- In Motueka Outer, 81.8 percent of households have access to a cellphone, compared with 82.0 percent of households for Tasman District as a whole.

Access to phones, fax machines, and Internet

Motueka Outer and Tasman 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.

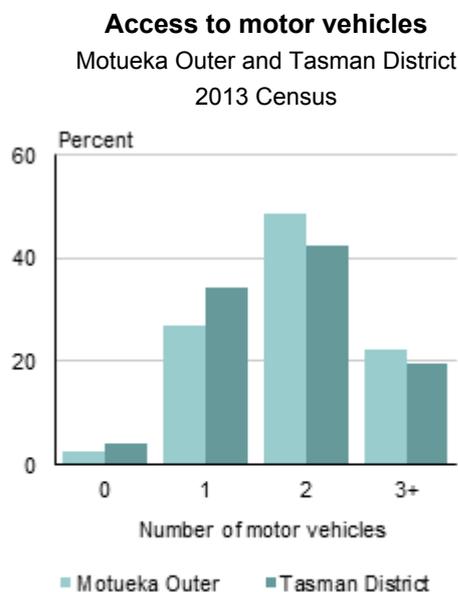
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Transport

Access to motor vehicles

- 22.3 percent of households in Motueka Outer have access to three or more motor vehicles, compared with 19.5 percent of all households in Tasman 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 Motueka Outer was driving a private car, truck or van (69.0 percent of people who travelled to work used this form of transport).
- This was followed by driving a company car, truck or van (14.0 percent) and walking or jogging (6.7 percent).
- For Tasman 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

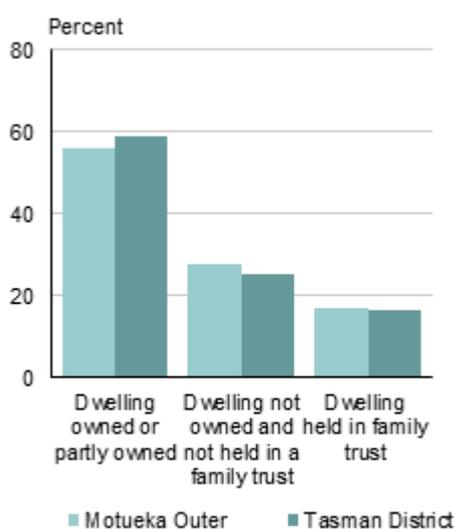
Home ownership

- In Motueka Outer, 72.6 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For Tasman District as a whole, 75.0 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For households in Motueka Outer who rented the dwelling that they lived in, the median weekly rent paid was \$200. This compared with \$260 for Tasman District.

Home ownership by household

Motueka Outer and Tasman District

2013 Census



Source: Statistics New Zealand

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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 Motueka Outer was 19.
- The total number of building consents issued for apartments in Motueka Outer was 0.
- The total value of residential building work in Motueka Outer was \$8,447,694.
- The total value of non-residential building work in Motueka Outer was \$913,550.

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 618 business locations (geographic units) in Motueka Outer compared with 6,446 for all of Tasman District. This is an increase of 6.2 percent from the year ended February 2006 for Motueka Outer.
- There were 1,460 paid employees in Motueka Outer compared with 18,940 for all of Tasman District. This is a decrease of 7.0 percent from the year ended February 2006 for Motueka Outer.

Top five industries in Motueka Outer				
By employee count				
For year ended February 2013				
Industry (ANZSIC06) ⁽¹⁾	Motueka Outer		Tasman District	
	Employee count	Percent of total employee count	Employee Count	Percent of total employee count
Agriculture, forestry and fishing	1,050	71.9	4,980	26.3
Manufacturing	85	5.8	2,370	12.5
Professional, scientific and technical services	60	4.1	850	4.5
Accommodation and food services	60	4.1	1,540	8.1
Administrative and support services	50	3.4	630	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.