



## Population and dwellings

### Number of people counted

- 3,924 people usually live in Motueka East. This is an increase of 216 people, or 5.8 percent, since the 2006 Census.
- Motueka East has 8.3 percent of Tasman District's population.

Population of Motueka East and Tasman District		
2013 Census		
Sex	Motueka East	Tasman District
Male	1,812	23,244
Female	2,115	23,913
Total people	3,924	47,154

Source: Statistics New Zealand

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

### Number of dwellings counted

- There are 1,701 occupied dwellings and 123 unoccupied dwellings in Motueka East.
- For Tasman District as a whole, there are 18,882 occupied dwellings and 2,700 unoccupied dwellings.
- There are 12 dwellings under construction in Motueka East, and 159 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.

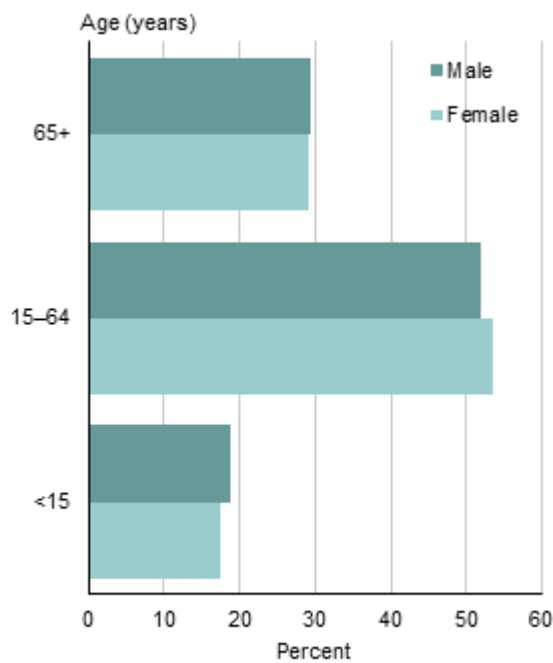
# Age and sex

## Total population

- The median age (half are younger, and half older, than this age) is 49.0 years for people in Motueka East. The median age in Tasman District is 44.2 years.
- 29.3 percent of people in Motueka East are aged 65 years and over, compared with 17.9 percent of the total Tasman District population.
- 18.0 percent of people are aged under 15 years in Motueka East, compared with 20.0 percent for all of Tasman District.

### Broad age group and sex of people

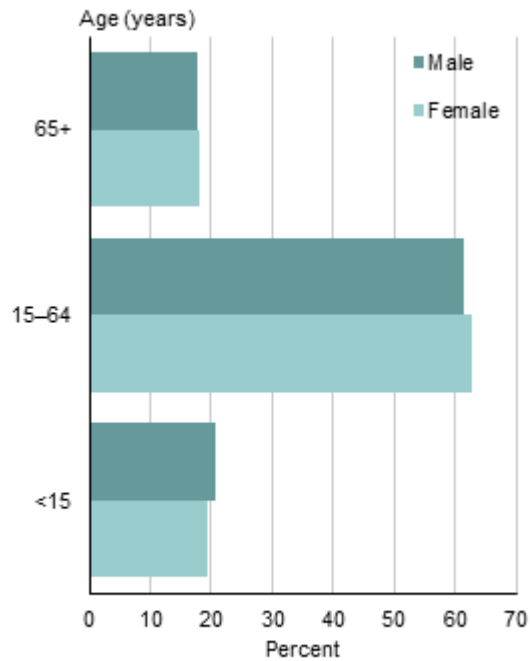
Motueka East  
2013 Census



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 East is European, compared with European for Tasman District as a whole.

Ethnic groups in Motueka East and Tasman District		
2013 Census		
Ethnic group <sup>(1)</sup>	Motueka East (percent)	Tasman District (percent)
European	88.8	93.1
Māori	12.9	7.6
Pacific peoples	2.1	1.1
Asian	3.0	1.9
Middle Eastern, Latin American, African	0.3	0.3
Other ethnicity	1.9	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

- 16.9 percent of people in Motueka East were born overseas, compared with 17.8 percent for Tasman District as a whole.
- For people born overseas who are now living in Motueka East, 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 East is te reo Māori, which was spoken by 3.1 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.
- New Zealand Sign Language is used by less than one percent of people in Motueka East, compared with less than one percent of people for all of Tasman District.
- 89.7 percent of people in Motueka East 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*

- 22.5 percent of people aged 15 years and over living in Motueka East have never married, 53.7 percent are married, and 23.8 percent are separated, divorced or widowed.
- 32.3 percent of people in Motueka 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

Motueka East and Tasman District  
2013 Census



Source: Statistics New Zealand

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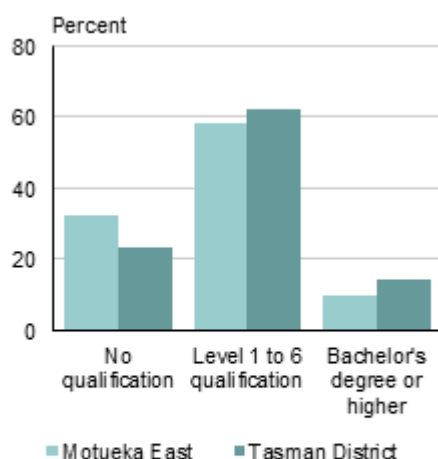
# Qualifications

## *Total population aged 15 years and over*

- 67.8 percent of people aged 15 years and over in Motueka East have a formal qualification, compared with 76.7 percent in Tasman District.
- In Motueka East, 9.5 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 East 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.

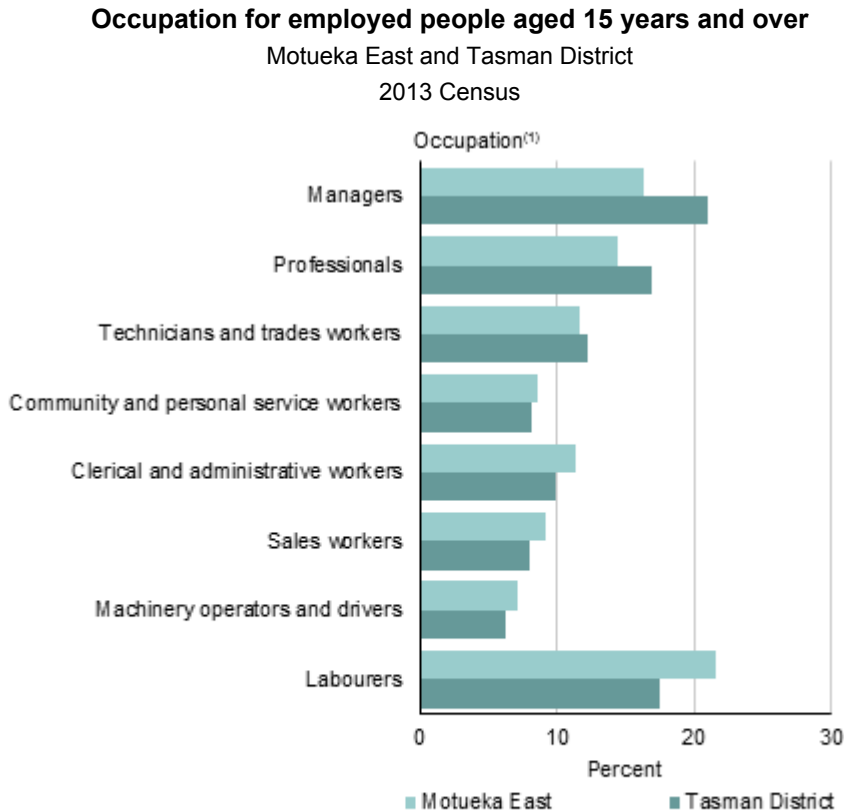
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# Work

## Total population aged 15 years and over

- The unemployment rate in Motueka East is 4.9 percent for people aged 15 years and over, compared with 4.0 percent for all of Tasman District.
- The most common occupational group in Motueka East is '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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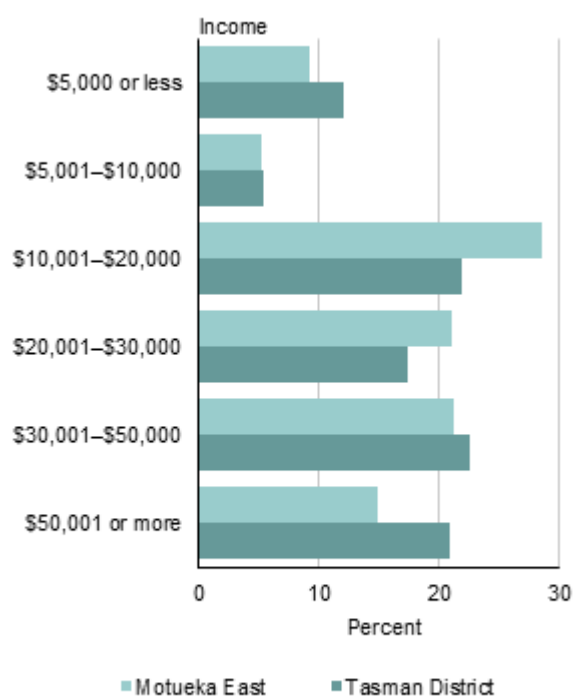
# Income

## *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 East is \$22,600. This compares with a median of \$25,700 for all of Tasman District.
- 43.0 percent of people aged 15 years and over in Motueka East have an annual income of \$20,000 or less, compared with 39.3 percent of people for Tasman District as a whole.
- In Motueka East, 14.7 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 East 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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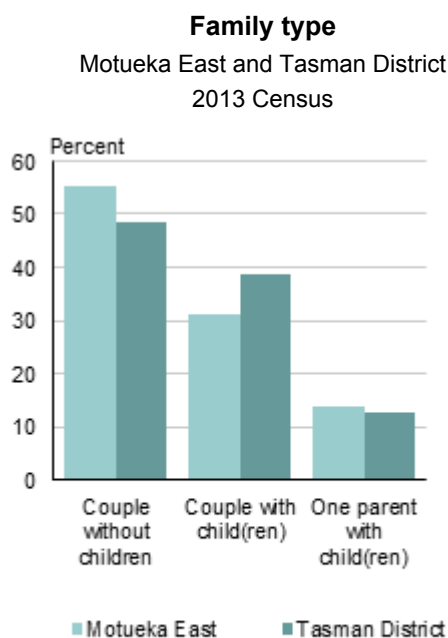
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# Families

## Family type

- Couples with children make up 31.2 percent of all families in Motueka East, while couples without children make up 55.3 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.
- 13.8 percent of families in Motueka East are one parent with children families, while one parent with children families make up 12.6 percent of families for Tasman District as a whole.



Source: Statistics New Zealand

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

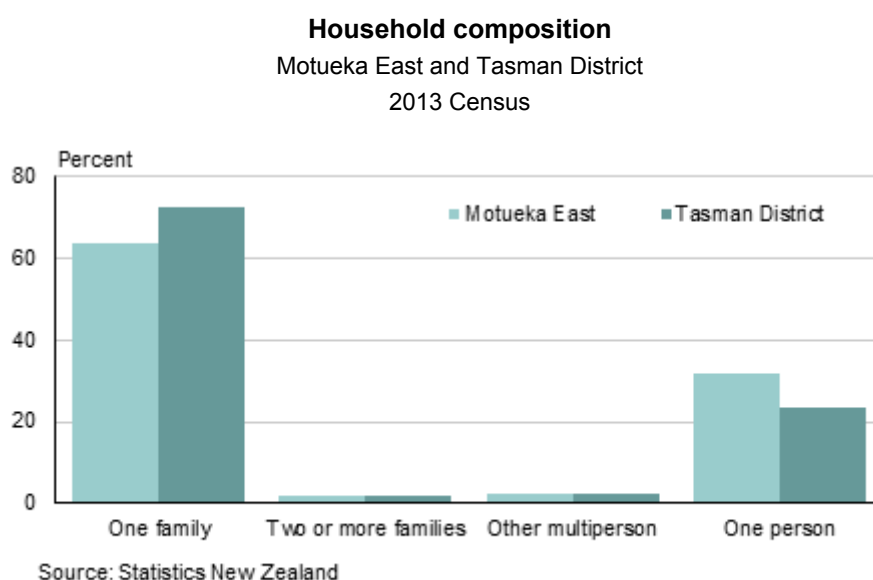
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# Households

## Household composition

- One-family households make up 63.6 percent of all households in Motueka East. For Tasman District as a whole, one-family households make up 72.5 percent of all households.
- In Motueka East, there are 525 one-person households making up 32.0 percent of all households. In Tasman District, one-person households make up 23.4 percent of all households.
- The average household size in Motueka East is 2.3 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

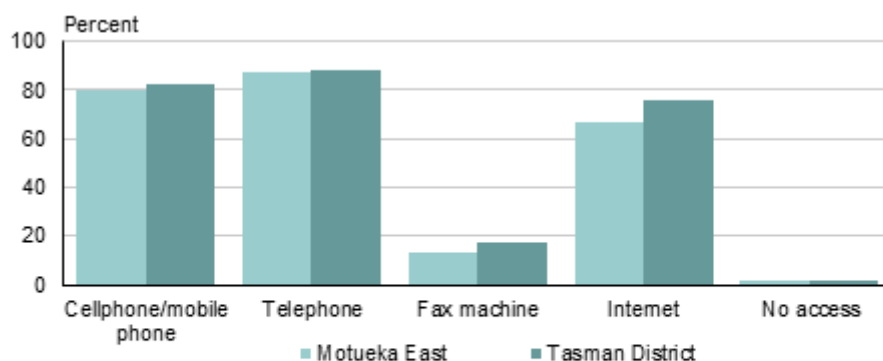
## Access to phones, fax machines, and Internet

- 66.4 percent of households in Motueka East have access to the Internet, compared with 75.9 percent of households in Tasman District.
- In Motueka East, 79.6 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 East 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.

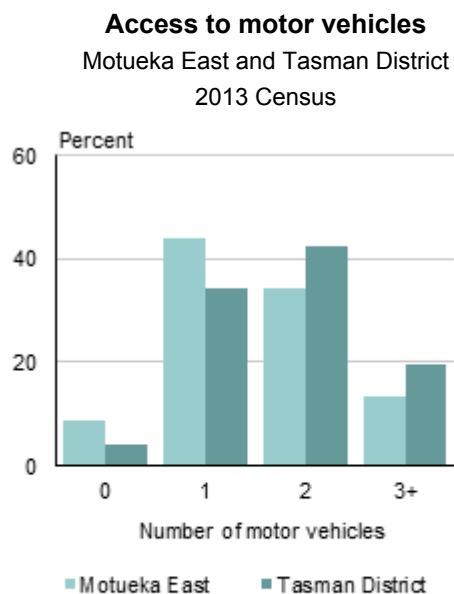
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# Transport

## Access to motor vehicles

- 13.2 percent of households in Motueka East 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 East was driving a private car, truck or van (55.3 percent of people who travelled to work used this form of transport).
- This was followed by driving a company car, truck or van (16.0 percent) and walking or jogging (12.0 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

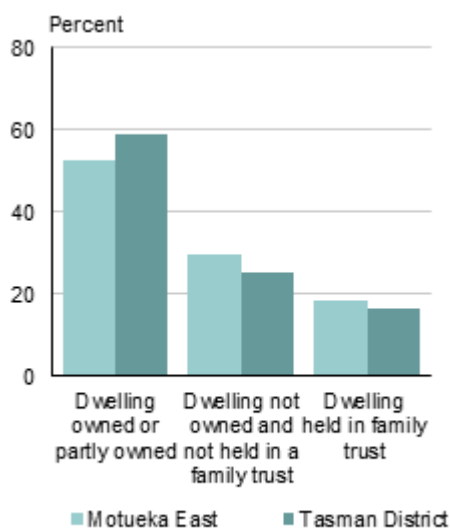
## Home ownership

- In Motueka East, 70.5 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 East who rented the dwelling that they lived in, the median weekly rent paid was \$240. This compared with \$250 for Tasman District.

### Home ownership by household

Motueka East and Tasman 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 Motueka East was 14.
- The total number of building consents issued for apartments in Motueka East was 0.
- The total value of residential building work in Motueka East was \$4,117,663.
- The total value of non-residential building work in Motueka East was \$626,890.

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 404 business locations (geographic units) in Motueka East compared with 6,446 for all of Tasman District. This is an increase of less than one percent from the year ended February 2006 for Motueka East.
- There were 1,970 paid employees in Motueka East compared with 18,940 for all of Tasman District. This is an increase of 10.7 percent from the year ended February 2006 for Motueka East.

<b>Top five industries in Motueka East</b>				
By employee count				
For year ended February 2013				
Industry (ANZSIC06) <sup>(1)</sup>	Motueka East		Tasman District	
	Employee count	Percent of total employee count	Employee Count	Percent of total employee count
Manufacturing	620	31.5	2,370	12.5
Retail trade	330	16.8	2,030	10.7
Professional, scientific and technical services	210	10.7	850	4.5
Health care and social assistance	180	9.1	1,190	6.3
Other services	90	4.6	500	2.6

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.