



Population and dwellings

Number of people counted

- 1,113 people usually live in Rakaia. This is an increase of 174 people, or 18.5 percent, since the 2006 Census.
- Rakaia has 3.6 percent of Ashburton District's population.

Population of Rakaia and Ashburton District		
2013 Census		
Sex	Rakaia	Ashburton District
Male	555	15,645
Female	558	15,393
Total people	1,113	31,041

Source: Statistics New Zealand

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

Number of dwellings counted

- There are 489 occupied dwellings and 27 unoccupied dwellings in Rakaia.
- For Ashburton District as a whole, there are 12,396 occupied dwellings and 1,248 unoccupied dwellings.
- There are 3 dwellings under construction in Rakaia, and 117 under construction in Ashburton 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.

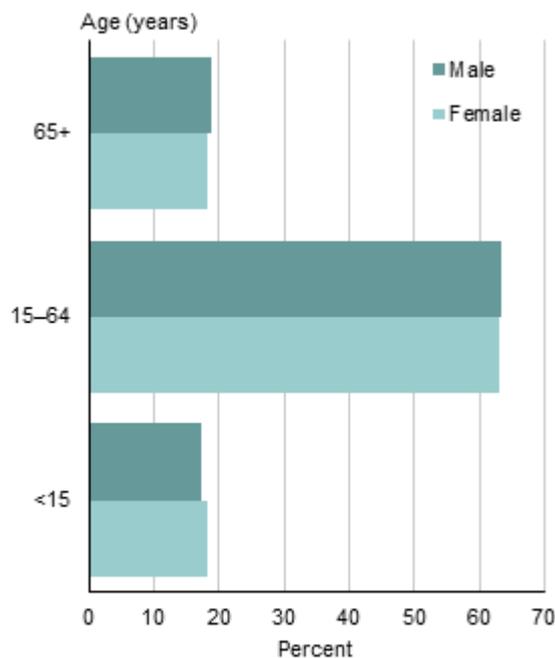
Age and sex

Total population

- The median age (half are younger, and half older, than this age) is 44.4 years for people in Rakaia. The median age in Ashburton District is 39.8 years.
- 18.4 percent of people in Rakaia are aged 65 years and over, compared with 16.7 percent of the total Ashburton District population.
- 18.1 percent of people are aged under 15 years in Rakaia, compared with 20.7 percent for all of Ashburton District.

Broad age group and sex of people

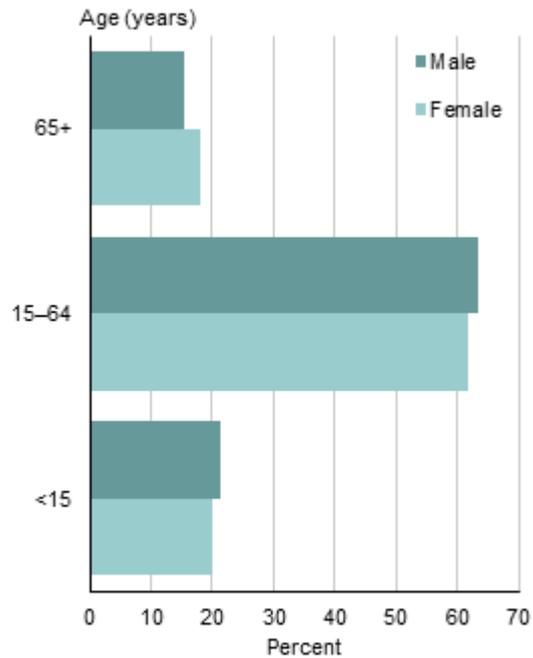
Rakaia
2013 Census



Source: Statistics New Zealand

Broad age group and sex of people

Ashburton District
2013 Census



Source: Statistics New Zealand

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Cultural diversity

Ethnic groups

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

Ethnic groups in Rakaia and Ashburton District		
2013 Census		
Ethnic group ⁽¹⁾	Rakaia (percent)	Ashburton District (percent)
European	90.3	88.3
Māori	9.2	7.3
Pacific peoples	3.6	3.4
Asian	1.1	3.9
Middle Eastern, Latin American, African	0.6	0.9
Other ethnicity	1.9	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.

Source: Statistics New Zealand

Birthplace

- 12.4 percent of people in Rakaia were born overseas, compared with 15.3 percent for Ashburton District as a whole.
- For people born overseas who are now living in Rakaia, the most common birthplace was UK and Ireland, compared with UK and Ireland for people born overseas in all of Ashburton District.

Languages spoken

- After English, the next most common language spoken in Rakaia is te reo Māori, which was spoken by less than one percent of people. For Ashburton District as a whole, the most common language apart from English is te reo Māori, spoken by 1.6 percent of people.
- New Zealand Sign Language is used by 0 percent of people in Rakaia, compared with less than one percent of people for all of Ashburton District.
- 93.2 percent of people in Rakaia speak only one language, compared with 89.3 percent of people for all of Ashburton District.

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

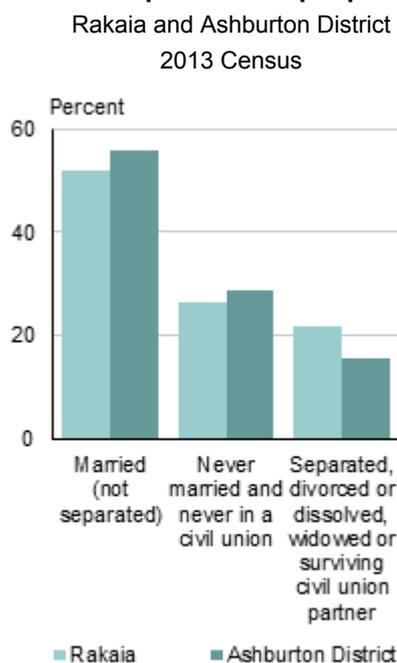
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Relationship status

Total population aged 15 years and over

- 26.6 percent of people aged 15 years and over living in Rakaia have never married, 51.8 percent are married, and 21.9 percent are separated, divorced or widowed.
- 37.5 percent of people in Rakaia 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



Source: Statistics New Zealand

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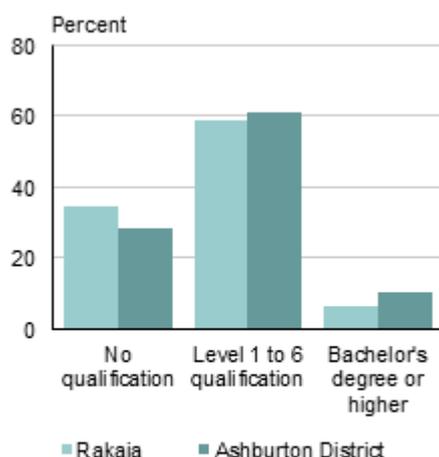
Qualifications

Total population aged 15 years and over

- 65.4 percent of people aged 15 years and over in Rakaia have a formal qualification, compared with 71.5 percent in Ashburton District.
- In Rakaia, 6.7 percent of people aged 15 years and over held a bachelor's degree or higher as their highest qualification, compared with 10.6 percent for Ashburton District as a whole.

Highest qualification for people aged 15 years and over

Rakaia and Ashburton 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.

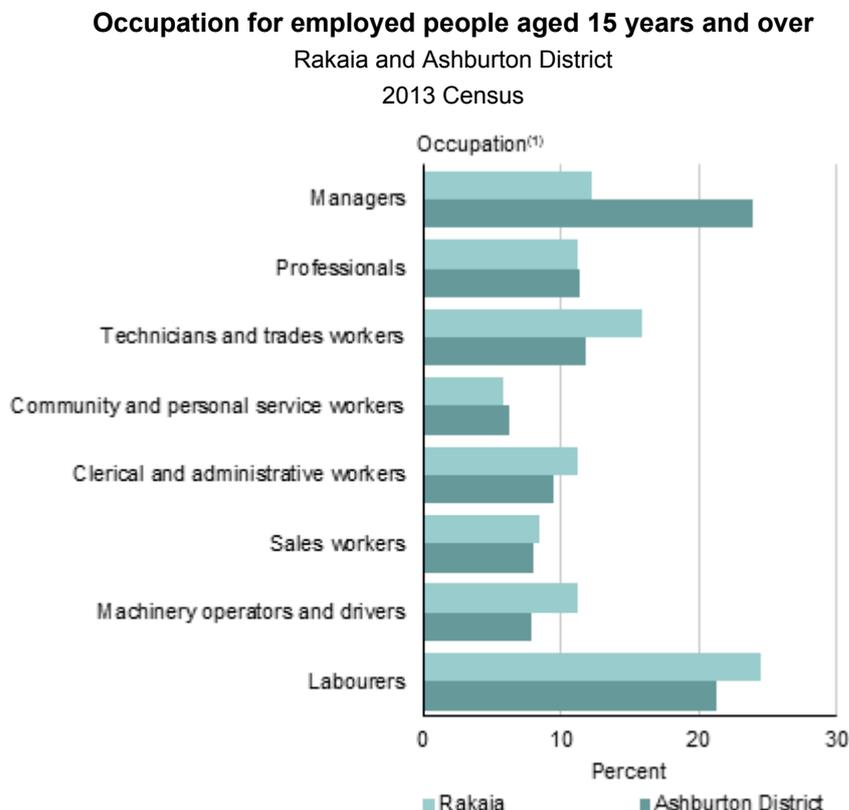
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Work

Total population aged 15 years and over

- The unemployment rate in Rakaia is 3.4 percent for people aged 15 years and over, compared with 2.9 percent for all of Ashburton District.
- The most common occupational group in Rakaia is 'labourers', and 'managers' is the most common occupational group in Ashburton District.



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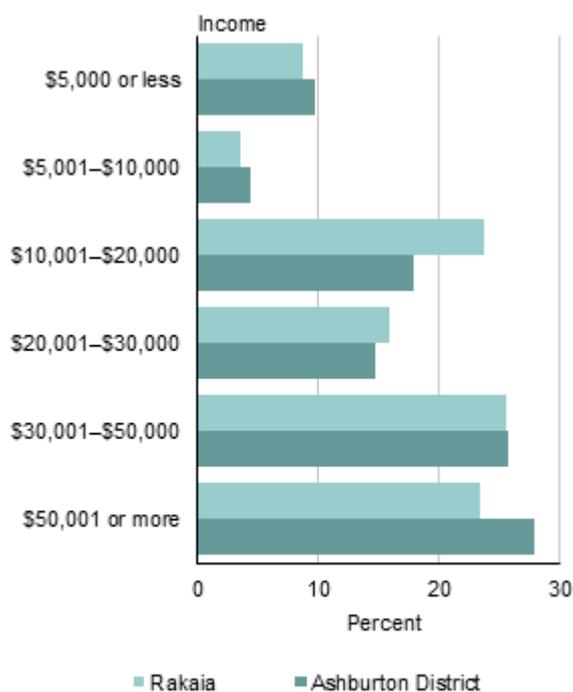
Income

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 Rakaia is \$29,200. This compares with a median of \$32,800 for all of Ashburton District.
- 35.5 percent of people aged 15 years and over in Rakaia have an annual income of \$20,000 or less, compared with 31.7 percent of people for Ashburton District as a whole.
- In Rakaia, 23.3 percent of people aged 15 years and over have an annual income of more than \$50,000, compared with 27.9 percent of people in Ashburton District.

Total personal income for people aged 15 years and over

Rakaia and Ashburton District
2013 Census



Source: Statistics New Zealand

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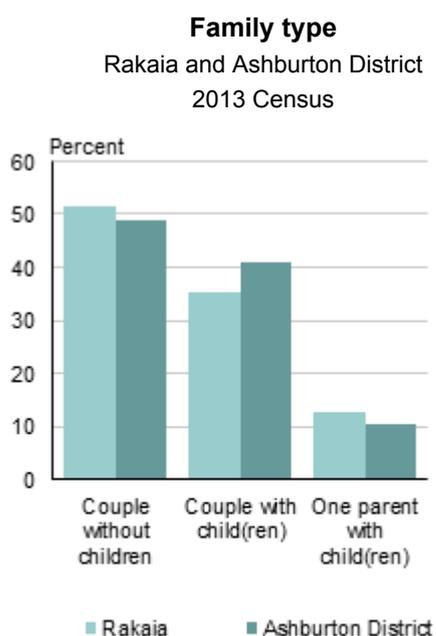
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Families

Family type

- Couples with children make up 35.1 percent of all families in Rakaia, while couples without children make up 51.4 percent of all families.
- In Ashburton District, couples with children make up 40.8 percent of all families, while couples without children make up 48.7 percent of all families.
- 12.6 percent of families in Rakaia are one parent with children families, while one parent with children families make up 10.6 percent of families for Ashburton District as a whole.



Source: Statistics New Zealand

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

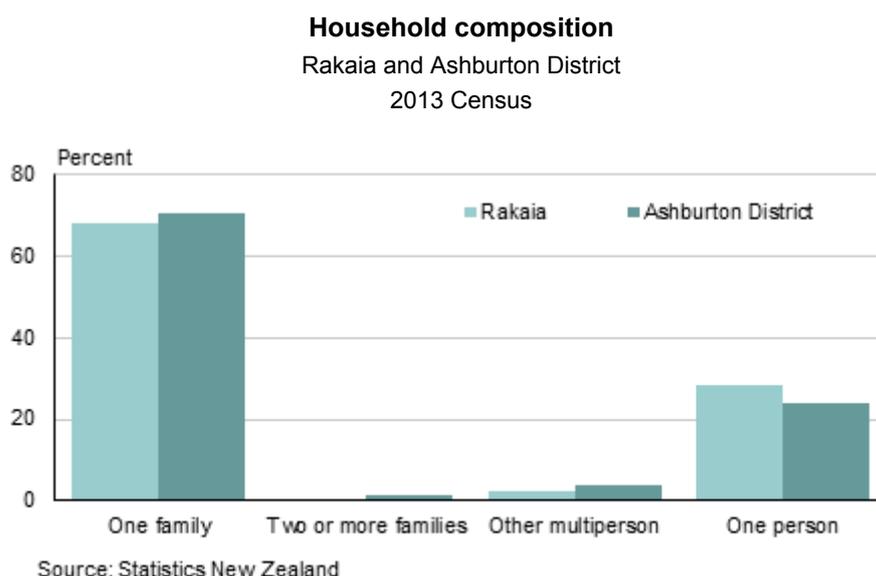
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Households

Household composition

- One-family households make up 68.4 percent of all households in Rakaia. For Ashburton District as a whole, one-family households make up 70.7 percent of all households.
- In Rakaia, there are 135 one-person households making up 28.5 percent of all households. In Ashburton District, one-person households make up 24.2 percent of all households.
- The average household size in Rakaia is 2.3 people, compared with an average of 2.5 people per household for all of Ashburton District.



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

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Phone, fax, and Internet

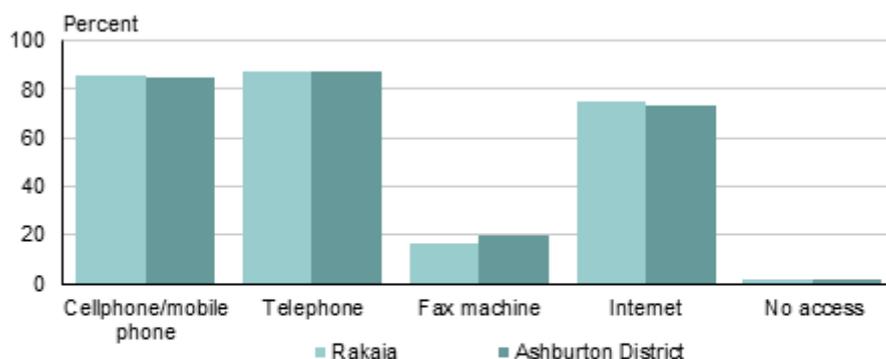
Access to phones, fax machines, and Internet

- 74.8 percent of households in Rakaia have access to the Internet, compared with 73.3 percent of households in Ashburton District.
- In Rakaia, 85.8 percent of households have access to a cellphone, compared with 84.9 percent of households for Ashburton District as a whole.

Access to phones, fax machines, and Internet

Rakaia and Ashburton 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.

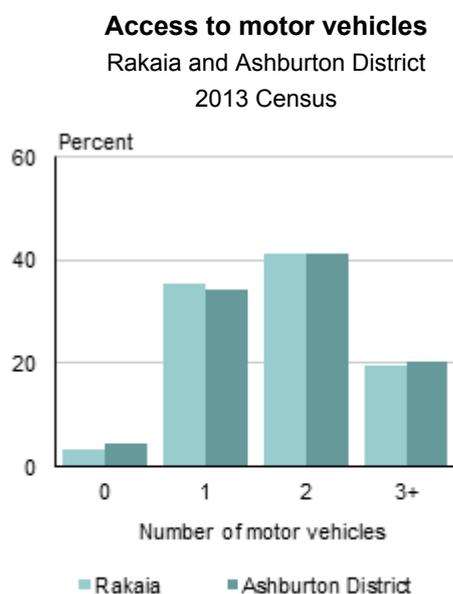
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Transport

Access to motor vehicles

- 19.4 percent of households in Rakaia have access to three or more motor vehicles, compared with 20.5 percent of all households in Ashburton 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 Rakaia was driving a private car, truck or van (64.1 percent of people who travelled to work used this form of transport).
- This was followed by driving a company car, truck or van (17.3 percent) and walking or jogging (11.5 percent).
- For Ashburton 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

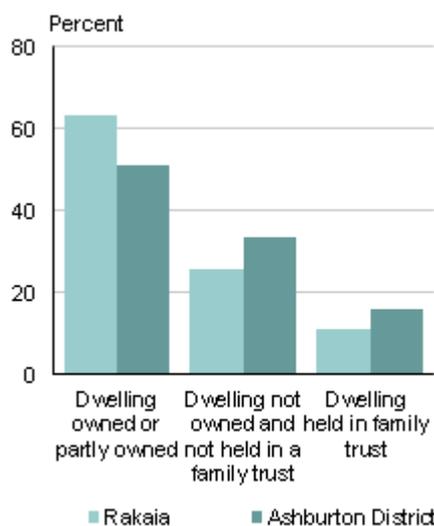
Home ownership

- In Rakaia, 74.7 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For Ashburton District as a whole, 66.7 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For households in Rakaia who rented the dwelling that they lived in, the median weekly rent paid was \$240. This compared with \$220 for Ashburton District.

Home ownership by household

Rakaia and Ashburton 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 Rakaia was 3.
- The total number of building consents issued for apartments in Rakaia was 0.
- The total value of residential building work in Rakaia was \$1,289,500.
- The total value of non-residential building work in Rakaia was \$3,045,000.

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 103 business locations (geographic units) in Rakaia compared with 4,892 for all of Ashburton District. This is a decrease of 4.6 percent from the year ended February 2006 for Rakaia.
- There were 410 paid employees in Rakaia compared with 15,700 for all of Ashburton District. This is an increase of 17.1 percent from the year ended February 2006 for Rakaia.

Top five industries in Rakaia				
By employee count				
For year ended February 2013				
Industry (ANZSIC06) ⁽¹⁾	Rakaia		Ashburton District	
	Employee count	Percent of total employee count	Employee Count	Percent of total employee count
Manufacturing	150	36.6	3,080	19.6
Agriculture, forestry and fishing	50	12.2	3,370	21.5
Wholesale trade	45	11.0	780	5.0
Administrative and support services	30	7.3	510	3.2
Education and training	30	7.3	770	4.9

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.