Population and dwellings

Number of people counted

Total population

- 93,339 people usually live in Southland Region. This is an increase of 2,463 people, or 2.7 percent, since the 2006 Census.
- Its population ranks 11th in size out of the 16 regions in New Zealand.
- Southland Region has 2.2 percent of New Zealand's population.

Population of Southland Region and New Zealand
2013 Census

<table>
<thead>
<tr>
<th>Sex</th>
<th>Southland Region</th>
<th>New Zealand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>46,161</td>
<td>2,064,015</td>
</tr>
<tr>
<td>Female</td>
<td>47,178</td>
<td>2,178,033</td>
</tr>
<tr>
<td>Total</td>
<td>93,339</td>
<td>4,242,051</td>
</tr>
</tbody>
</table>

Source: Statistics New Zealand

Māori population

- 11,607 Māori usually live in Southland Region. This is an increase of 1,185 people, or 11.4 percent, since the 2006 Census.
- Its Māori population ranks 12th in size out of the 16 regions in New Zealand.
- 1.9 percent of New Zealand's Māori population usually live in Southland Region.
Māori population of Southland Region and New Zealand
2013 Census

<table>
<thead>
<tr>
<th>Sex</th>
<th>Southland Region</th>
<th>New Zealand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>5,796</td>
<td>288,639</td>
</tr>
<tr>
<td>Female</td>
<td>5,811</td>
<td>309,966</td>
</tr>
<tr>
<td>Total people</td>
<td>11,607</td>
<td>598,602</td>
</tr>
</tbody>
</table>

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 38,145 occupied dwellings and 4,680 unoccupied dwellings in Southland Region.
- For New Zealand as a whole, there are 1,570,695 occupied dwellings and 185,448 unoccupied dwellings.
- There are 183 dwellings under construction in Southland Region, and 9,756 under construction in New Zealand.

Dwellings in Southland Region and New Zealand
2013 Census

<table>
<thead>
<tr>
<th>Occupancy status</th>
<th>Southland Region</th>
<th>New Zealand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupied</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private dwelling</td>
<td>37,770</td>
<td>1,561,956</td>
</tr>
<tr>
<td>Non-private dwelling</td>
<td>372</td>
<td>8,739</td>
</tr>
<tr>
<td>Total occupied dwellings</td>
<td>38,145</td>
<td>1,570,695</td>
</tr>
<tr>
<td>Unoccupied</td>
<td>4,680</td>
<td>185,448</td>
</tr>
<tr>
<td>Under construction</td>
<td>183</td>
<td>9,756</td>
</tr>
<tr>
<td>Total dwellings</td>
<td>43,008</td>
<td>1,765,896</td>
</tr>
</tbody>
</table>

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 39.6 years for people in Southland Region. For New Zealand as a whole, the median age is 38.0 years.
- 15.7 percent of people in Southland Region are aged 65 years and over, compared with 14.3 percent of the total New Zealand population.
- 20.6 percent of people are aged under 15 years in Southland Region, compared with 20.4 percent for all of New Zealand.

Source: Statistics New Zealand
The median age of Māori (half are younger, and half older, than this age) is 23.4 years in Southland Region, compared with a median of 23.9 years for all Māori in New Zealand.

6.1 percent of Māori in Southland Region are aged 65 years and over, compared with 5.4 percent of New Zealand's Māori population.

35.5 percent of Māori are aged under 15 years in Southland Region, compared with 33.8 percent for all Māori in New Zealand.
Age and sex of Māori
Southland Region
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.

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Cultural diversity

Ethnic groups

- 89.0 percent of people in Southland Region belong to the European ethnic group, compared with 74.0 percent for New Zealand as a whole.
- 13.0 percent of people in Southland Region belong to the Māori ethnic group, compared with 14.9 percent for all of New Zealand.

<table>
<thead>
<tr>
<th>Ethnic group(1)</th>
<th>Southland Region (percent)</th>
<th>New Zealand (percent)</th>
</tr>
</thead>
<tbody>
<tr>
<td>European</td>
<td>89.0</td>
<td>74.0</td>
</tr>
<tr>
<td>Māori</td>
<td>13.0</td>
<td>14.9</td>
</tr>
<tr>
<td>Pacific peoples</td>
<td>2.1</td>
<td>7.4</td>
</tr>
<tr>
<td>Asian</td>
<td>3.2</td>
<td>11.8</td>
</tr>
<tr>
<td>Middle Eastern, Latin American, African</td>
<td>0.4</td>
<td>1.2</td>
</tr>
<tr>
<td>Other ethnicity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Zealander</td>
<td>2.2</td>
<td>1.6</td>
</tr>
<tr>
<td>Other ethnicity nec</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Total other ethnicity</td>
<td>2.3</td>
<td>1.7</td>
</tr>
</tbody>
</table>

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

- 10.2 percent of people in Southland Region were born overseas, compared with 25.2 percent for New Zealand as a whole.
- For people born overseas who are now living in Southland Region, the most common birthplace was England, and England is the most common overseas birthplace for all of New Zealand.

Māori population

- 1.4 percent of Māori in Southland Region 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 Southland Region is te reo Māori, which is spoken by 2.5 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 Southland Region, compared with less than one percent of people for all of New Zealand.
- 91.3 percent of people in Southland Region 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 Southland Region is te reo Māori, which is spoken by 14.4 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 Southland Region compared with less than one percent of Māori for all of New Zealand.
- 83.3 percent of Māori in Southland Region 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**

- 31.7 percent of people aged 15 years and over living in Southland Region have never married, 51.0 percent are married, and 17.4 percent are separated, divorced or widowed.
- 31.4 percent of people aged 15 years and over in Southland Region who have never been married, live with a partner.

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

<table>
<thead>
<tr>
<th>Southland Region and New Zealand</th>
<th>2013 Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent</td>
<td>Married (not separated)</td>
</tr>
<tr>
<td>Southland Region</td>
<td>50.0</td>
</tr>
<tr>
<td>New Zealand</td>
<td>55.0</td>
</tr>
</tbody>
</table>

Source: Statistics New Zealand

**Māori population aged 15 years and over**

- For Māori aged 15 years and over living in Southland Region, 51.2 have never married, 33.6 percent are married, and 15.2 percent are separated, divorced or widowed.
- 32.1 percent of Māori aged 15 years and over in Southland Region who have never been married, live with a partner.
Legally registered relationship status for Māori aged 15 years and over
Southland Region and New Zealand
2013 Census

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.

Source: Statistics New Zealand
Qualifications

**Total population aged 15 years and over**

- 70.0 percent of people aged 15 years and over in Southland Region have a formal qualification, compared with 79.1 percent of people in New Zealand.
- In Southland Region, 11.5 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.

**Māori population aged 15 years and over**

- In Southland Region, 64.0 percent of Māori aged 15 years and over have a formal qualification, compared with 66.7 percent for Māori in New Zealand.
- 7.4 percent of Māori aged 15 years and over in Southland Region held a bachelor's degree or higher as their highest qualification, compared with 10.0 percent of New Zealand's Māori population.
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 Southland Region is 4.7 percent for people aged 15 years and over, compared with 7.1 percent for all of New Zealand.
- The most common occupational group in Southland Region is 'managers', and 'professionals' is the most common occupational group in New Zealand.

Māori population aged 15 years and over

- The unemployment rate of Māori aged 15 years and over in Southland Region is 9.8 percent, compared with 15.6 percent for New Zealand's Māori population.
- The most common occupational group for Māori in Southland Region is 'labourers', and 'labourers' is the most common occupational group for 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.

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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 earn less, than this amount), in Southland Region is $29,500. This compares with a median of $28,500 for all of New Zealand.
- 34.8 percent of people aged 15 years and over in Southland Region have an annual income of $20,000 or less, compared with 38.2 percent of people for New Zealand as a whole.
- In Southland Region, 25.2 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

Southland Region 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 Southland Region is $24,900, compared with a median of $22,500 for all Māori in New Zealand.
- In Southland Region, 41.8 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.
- 18.9 percent of Māori aged 15 years and over in Southland Region have an annual income of more than $50,000, compared with 18.1 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.

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Families

Family type

- Couples with children make up 39.9 percent of all families in Southland Region, while couples without children make up 45.4 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.
- 14.7 percent of families in Southland Region 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 chart](chart.png)

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 67.6 percent of all households in Southland Region. For New Zealand as a whole, one-family households make up 68.3 percent of all households.
- In Southland Region, there are 10,101 one-person households making up 27.5 percent of all households. In New Zealand, one-person households make up 23.5 percent of all households.
- The average household size in Southland Region 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

- 71.6 percent of households in Southland Region have access to the Internet, compared with 76.8 percent of households in New Zealand.
- In Southland Region, 83.5 percent of households have access to a cellphone, compared with 83.7 percent of households for New Zealand as a whole.

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

- 18.4 percent of households in Southland Region have access to three or more motor vehicles, compared with 16.1 percent of all households in New Zealand.

![Access to motor vehicles graph](image)

Source: Statistics 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 Southland Region was driving a private car, truck or van (63.1 percent of people who travelled to work used this form of transport).
- This was followed by driving a company car, truck or van (16.9 percent) and walking or jogging (6.6 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 Southland Region, 69.7 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 Southland Region who rented the dwelling that they lived in, the median weekly rent paid was $180. 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 Southland Region was 197.
- The total number of building consents issued for apartments in Southland Region was 0.
- The total value of residential building work in Southland Region was $83,758,021.
- The total value of non-residential building work in Southland Region was $70,061,862.
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
d
Business demographics

Business demographic data for the year ended February 2013 showed that:

- There were 13,431 business locations (geographic units) in Southland Region compared with 507,908 for all of New Zealand. This is an increase of less than one percent from the year ended February 2006 for Southland Region.
- There were 47,260 paid employees in Southland Region compared with 1,941,040 for all New Zealand. This is an increase of 1.4 percent from the year ended February 2006 for Southland Region.

Top five industries in Southland Region
By employee count
For year ended February 2013

<table>
<thead>
<tr>
<th>Industry (ANZSIC06)(1)</th>
<th>Southland Region</th>
<th>New Zealand</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Employee count</td>
<td>Percent of total employee count</td>
<td>Employee count</td>
<td>Percent of total employee count</td>
</tr>
<tr>
<td>Agriculture, forestry and fishing</td>
<td>8,050</td>
<td>17.0</td>
<td>111,520</td>
<td>5.7</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>7,960</td>
<td>16.8</td>
<td>211,710</td>
<td>10.9</td>
</tr>
<tr>
<td>Retail trade</td>
<td>4,810</td>
<td>10.2</td>
<td>195,870</td>
<td>10.1</td>
</tr>
<tr>
<td>Health care and social assistance</td>
<td>4,570</td>
<td>9.7</td>
<td>211,350</td>
<td>10.9</td>
</tr>
<tr>
<td>Education and training</td>
<td>3,120</td>
<td>6.6</td>
<td>167,240</td>
<td>8.6</td>
</tr>
</tbody>
</table>

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.