

## THANKS...

...to all New Zealanders for supplying information that is used to produce official statistics.

## CONTACT US

Statistics New Zealand  
Information Centre  
P O Box 2922  
Wellington 6140

**Email** info@stats.govt.nz  
**Phone** 0508 525 525 toll-free  
+64 4 931 4600

[www.stats.govt.nz](http://www.stats.govt.nz)

## PRINTED WITH THE ASSISTANCE OF



MINISTRY OF  
**FOREIGN AFFAIRS & TRADE**  
MANATŪ AORERE

## FEEDBACK

If you have a suggestion for the next New Zealand in Profile, please send your feedback to [marketing@stats.govt.nz](mailto:marketing@stats.govt.nz).

The information in this brochure is compiled by Statistics New Zealand. All figures are for year to 30 June, month of June, or at 30 June unless otherwise specified. Due to rounding, figures may not sum to stated totals.

New Zealand Government

# New Zealand in Profile 2012

An overview of New Zealand's  
people, economy, and environment

Statistics  
New Zealand  
TATAURANGA AOTEAROA

## ABOUT NEW ZEALAND

<b>Māori name</b>	Aotearoa
<b>Capital</b>	Wellington
<b>Largest city</b>	Auckland
<b>Official languages</b>	English Māori NZ Sign Language
<b>Population</b>	4,405,200 (est)
<b>Area</b>	267,707 sq km
<b>Currency</b>	New Zealand dollar
<b>Government</b>	Parliamentary democracy and constitutional monarchy



FLAG



COAT OF ARMS

## NATURAL ENVIRONMENT

New Zealand is comparable in size to the United Kingdom or the Philippines. Nowhere is more than 130km from the sea. The climate is generally temperate, although the far north can experience subtropical weather during the summer (December–March) and the inland alpine areas of the South Island can experience severe frosts in winter (June–August).

## HISTORY

New Zealand became a British colony in 1840. In that year, more than 500 Māori chiefs and representatives of Queen Victoria signed the Treaty of Waitangi. The Treaty is the country's founding document and was a political compact between Māori and British settlers to build a government in New Zealand. The Māori name for New Zealand is Aotearoa ('land of the long white cloud'). New Zealand was named by the first recorded European to visit New Zealand, Dutch explorer Abel Tasman, in 1642.

## ECONOMY

New Zealand has a market economy based largely on tourism and primary industries like agriculture. It depends heavily on international trade, mainly with Australia, China, the United States, and Japan. Economic free-market reforms since the 1980s have removed many barriers to foreign investment. New Zealanders are generally well-educated, healthy, and have a comfortable standard of living.

## NEW ZEALAND



Base map courtesy of Geographix

## EARNINGS FROM WAGES AND SALARIES

	June quarter	
	2011	2006
	(NZ\$)	
Average hourly earnings	24.78	19.99
Median hourly earnings	20.38	17.00
Average weekly earnings	898	738
Median weekly earnings	800	671

## LABOUR FORCE

Sector	2011	2006
	(thousand)	
<b>People in civilian employment</b>		
Services	1,606	1,498
Industry	440	482
Primary	158	148
<b>Total</b>	<b>2,208</b>	<b>2,133</b>

## INTERNATIONAL COMPARISONS WITH OUR TOP FIVE VISITOR SOURCE COUNTRIES

Subject	Unit	Most common date	Percentage change					
			New Zealand	Australia	United Kingdom	United States	China, PR	Japan
Total population (estimated)	Million	2011	4.41	21.77	62.70	313.23	1,336.72	126.48
Annual rate of population change	Percent	2011	1.03	1.1	0.6	1.0	0.5	-0.3
Male life expectancy at birth <sup>(1)</sup>	Years of life	2011	78.8	79.4	78.0	75.9	72.7	79.0
Female life expectancy at birth <sup>(1)</sup>	Years of life	2011	82.7	84.4	82.2	80.9	76.9	85.7
% of population aged 65+ years	Percent	2011	13.3	14.0	16.5	13.1	8.9	22.9
% of population aged under 15 years	Percent	2011	20.3	18.3	17.3	20.1	17.6	13.1
CPI change (annual)	Percent	2011	5.3	3.6	4.2	3.4	5.7	0.2
Exchange rate <sup>(2)</sup>	Currency units to US\$	2010	1.39	1.09	0.65	1.00	6.82	87.78
GDP (annual) <sup>(2)</sup>	US\$ billion	2010	135	1,193	2,223	14,800	5,365	5,273
GDP per capita (rounded) <sup>(2)</sup>	US\$	2010	31,000	54,000	36,000	48,000	4,000	41,000
Unemployment as % of labour force	Percent	2010	6.8	5.3	7.9	9.8	4.1	5.3
Employment as % of working-age population	Percent	2010	72.3	72.4	70.3	66.7	79.0	70.1

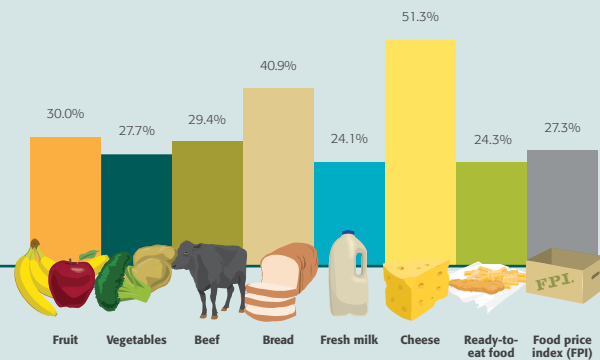
1. Data from 2008–10 abridged life tables.

2. New Zealand data for year ended March. Other data for year ended June.

Sources: www.stats.govt.nz, www.cia.gov, www.stats.oecd.org, www.imf.org.

## FOOD PRICES

Percentage change between June 2006 and June 2011 months



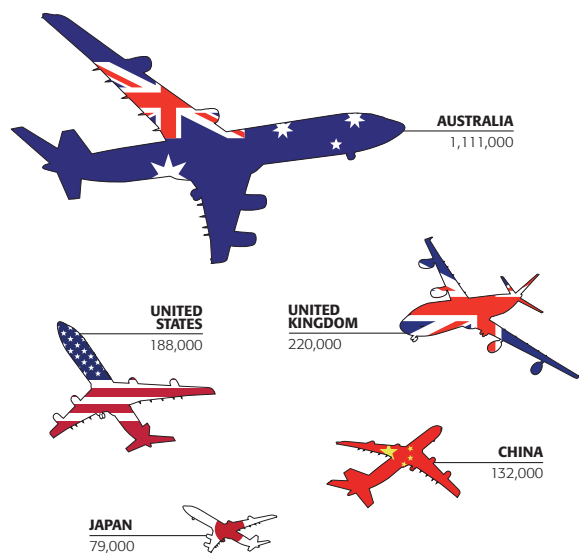
## INTERNATIONAL TRAVEL

New Zealand lies around 1,600km from Australia's eastern coast (a three-hour flight) and 9,000–12,000km from all Pacific Rim destinations (10- to 16-hour flight). New Zealand has several international airports. Auckland Airport is the busiest. Peak travel months are December to February.

Short-term travel	2011	2006
	(million)	
Overseas visitor arrivals	2.5	2.4
New Zealand resident departures	2.1	1.9

New Zealand's top 10 visitor source countries for 2011 were the five listed below, followed by Germany, the Republic of Korea, Canada, Singapore, and India.

### Top five countries for visitor arrivals



## BUSINESS ENTERPRISES

Industry	2011	2006
	Number of enterprises <sup>(1)</sup>	
Rental, hiring, and real estate services	96,239	86,477
Agriculture, forestry, and fishing	71,266	79,772
Construction	49,610	50,953
Professional, scientific, and technical services	49,443	45,172
Financial and insurance services	29,902	22,034
Retail trade	25,988	26,574
Manufacturing	20,928	22,538
Accommodation and food services	18,114	17,005
Health care and social assistance	16,886	15,198
Wholesale trade	16,873	17,972
Administrative and support services	14,780	14,239
Transport, postal, and warehousing	14,351	14,917
Arts and recreation services	9,339	9,027
Education and training	7,625	7,075
Information media and telecommunications	4,847	4,453
Public administration and safety	1,228	1,165
Electricity, gas, water, and waste services	1,011	920
Mining	602	468
Other services	21,016	20,212
<b>Total</b>	<b>470,048</b>	<b>456,171</b>

1. Company, partnership, trust, estate, incorporated society, producer board, local or central government organisation, voluntary organisation, or self-employed individual, at February.

## AGRICULTURAL PRODUCTION

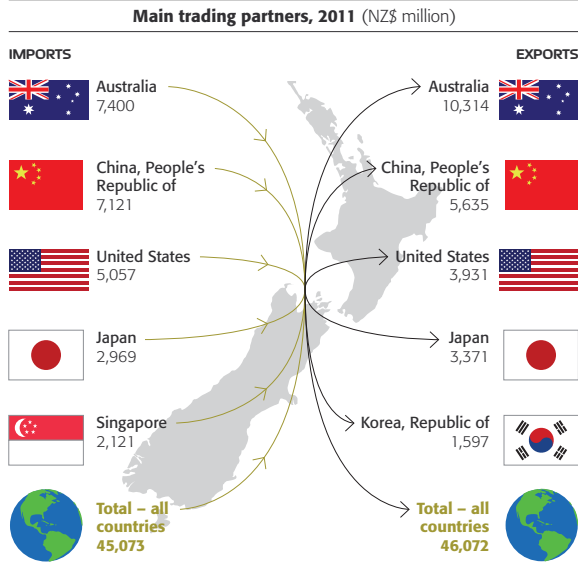
Land use	2010	2006
	Hectares (thousand)	
Grazing, arable, fodder, and fallow land	11,302	11,261
Planted production forest	1,608	1,676
Horticultural land	127	115
Other land	1,542	1,814
<b>Total land under farming</b>	<b>14,580</b>	<b>14,866</b>
<b>Grazing: stock numbers</b>	(million)	
Sheep	32.6	40.1
Dairy cattle	5.9	5.2
Beef cattle	3.9	4.4
Deer	1.1	1.6

## IMPORTS

Australia and China each contributed 16 percent of New Zealand's total import value, followed by the United States with 11 percent.

Main import commodities	2011 NZ\$(million)	2006 NZ\$(million)
Petroleum and products	7,236	5,240
Mechanical machinery and equipment	5,487	5,150
Vehicles, parts, and accessories	4,270	5,006
Electrical machinery and equipment	3,890 <sup>(1)</sup>	3,340
Textiles and textile articles	2,077	1,768
Plastics and plastic articles	1,645	1,432
Aircraft and parts	1,439	1,889
Optical, medical, and measuring equipment	1,373	1,159
<b>Total – all commodities</b>	<b>45,073</b>	<b>39,040</b>

1. Values exclude confidential data



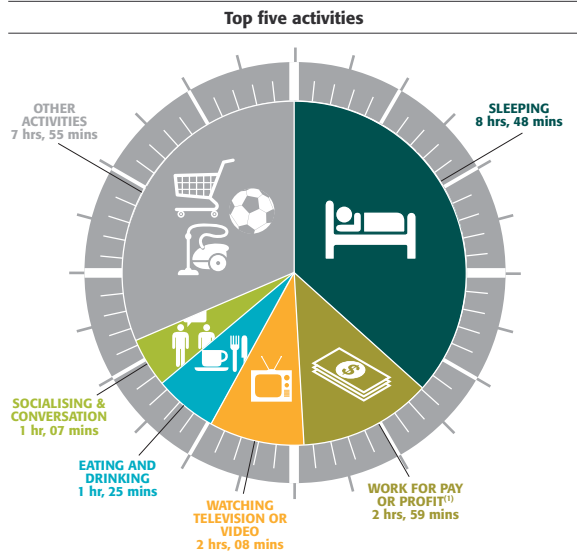
## DEMOGRAPHY

Components of population change in the five years to 30 June 2011

<b>Natural increase</b>	<b>+ 171,200</b>
Live births	+ 315,500
Deaths	- 144,300
<b>Net migration</b>	<b>+ 47,700</b>
Arrivals	+ 422,500
Departures	- 374,800

## TIME USE

The average time New Zealanders aged 12 years and over spent on their top five activities accounted for **69 percent** of an average day in 2009/10.



1. Includes people working without pay on a family farm or business.

## EXPORTS

Australia is New Zealand's largest market for exports, with more than one-fifth of all exports. Exports to the People's Republic of China, the second-largest market, were more than three times higher in 2011 than in 2006.

Main export commodities	2011 NZ\$(million)	2006 NZ\$(million)
Milk powder, butter, and cheese	11,334	5,762
Meat and edible meat offal	5,398	4,500
Logs, wood, and wood articles	3,200	1,960
Crude oil	1,997	513
Mechanical machinery and equipment	1,733	1,791
Fruit	1,487	1,161
Fish, crustaceans, and molluscs	1,382	1,146
Aluminium and aluminium articles	1,260	1,261
<b>Total – all commodities</b>	<b>46,072</b>	<b>32,430</b>

## ECONOMY

New Zealand has a mixed economy that operates on free-market principles. It has a sizeable service sector, which complements a productive agricultural sector and related manufacturing industries.

Gross domestic product by industry (in 1995/96 prices)	2011 NZ\$(million)	2006 NZ\$(million)
Finance, insurance, and business services	39,285	35,031
Personal and community services	16,512	15,252
Manufacturing	16,393	19,618
Transport and communication	14,096	13,389
Retail, accommodation, and restaurants	9,989	9,825
Wholesale trade	9,841	10,079
Government, administration, and defence	6,789	5,496
Agriculture	6,774	6,555
Construction	5,678	6,530
Fishing, forestry, and mining	3,455	2,755
Electricity, gas, and water	2,670	2,441
<b>Gross domestic product</b>	<b>135,904</b>	<b>131,633</b>

## POPULATION

<b>2001</b>	3,880,500
<b>2011</b>	4,405,200
<b>2021 (projected)</b>	4,817,900
<b>Age group (2011)</b>	
Under 15 years	894,500
15–29 years	936,100
30–44 years	875,700
45–64 years	1,111,900
65+ years	587,100

### Resident population (2011) for regional council areas

Northland	158,200
Auckland	1,486,000
Waikato	413,100
Bay of Plenty	277,100
Gisborne	46,600
Hawke's Bay	155,300
Taranaki	109,700
Manawatu-Wanganui	232,400
Wellington	487,700
Tasman	48,100
Nelson	46,200
Marlborough	45,600
West Coast	32,900
Canterbury	560,700
Otago	209,900
Southland	94,900

## 2013 CENSUS OF POPULATION AND DWELLINGS

The next census will be held on:  
**Tuesday, 5 March 2013**

For more information, please visit  
the 2013 Census website:  
[www.census.govt.nz](http://www.census.govt.nz)

