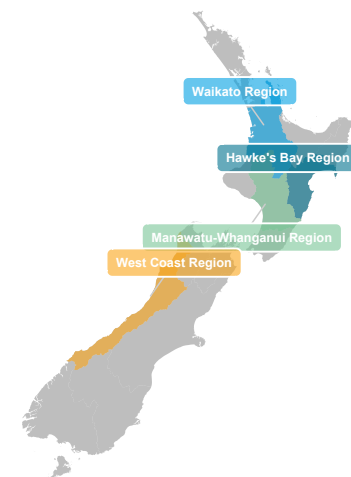


Summary Report
February 2018

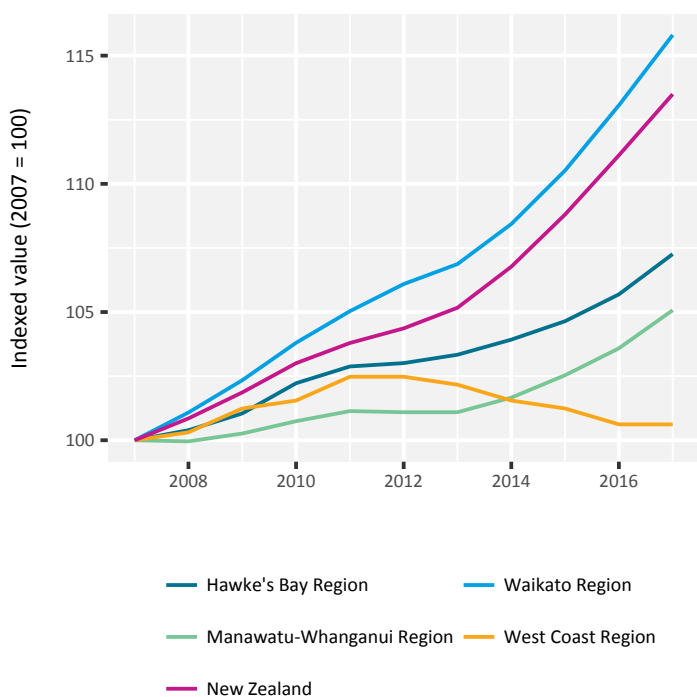


Hawke's Bay



Indicator	Year	Hawke's Bay	Waikato	Manawatu-Whanganui	West Coast	New Zealand
GDP per capita	2016	\$42,000	\$47,000	\$41,000	\$48,000	\$54,000
Population	2017	164,000	460,100	240,300	32,500	4,793,900
Māori share of population	2013	24%	22%	21%	11%	15%
Employees	2015	85,737	223,575	117,274	18,631	2,425,173
Participation rate	2017	68%	72%	67%	68%	71%
Employment rate	2017	63%	69%	64%	66%	67%
Unemployment rate	2017	7%	4%	5%	-	5%
Employment growth (CAGR 2005-2015)	2015	0.7%	1.1%	0.2%	1.6%	1.4%
Annual average household income	2017	\$83,400	\$89,100	\$75,900	\$85,400	\$97,100
Average house value	2017	\$419,849	\$536,856	\$300,091	\$231,702	\$662,500
Average weekly rent	2017	\$348	\$357	\$280	\$240	\$431
Net migration	2017	905	3,284	1,341	94	70,694
NCEA level 2 attainment	2015	83%	82%	84%	78%	83%

1. Population growth



2. Business facts for Hawke's Bay Region

Number of businesses	Number of employees
63	360
15	1950
24	200
111	220
15	1800
6	180
618	340
66	730
396	730
24	150

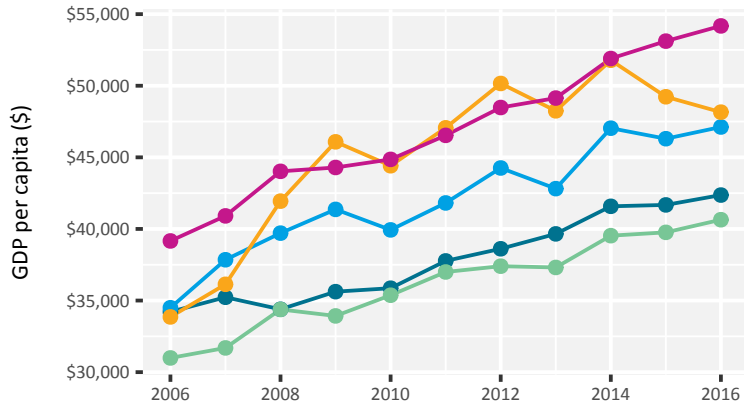
↑ Positive growth

↓ Negative growth

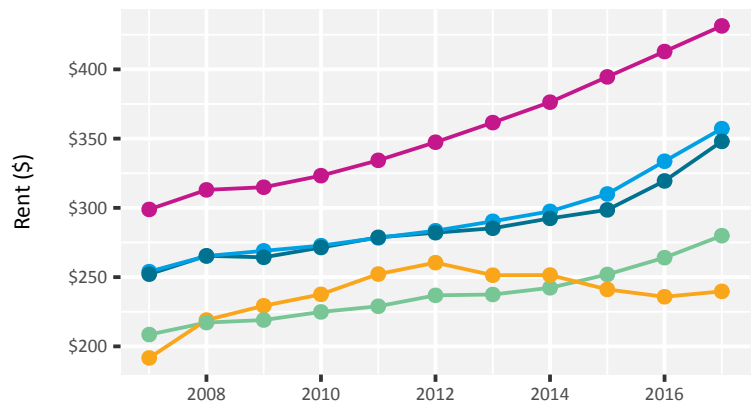
* The threshold of 5% was used to classify a growth as positive, negative or neutral in relation to the previous year.

Source: Statistics New Zealand Business Demographics, 2016

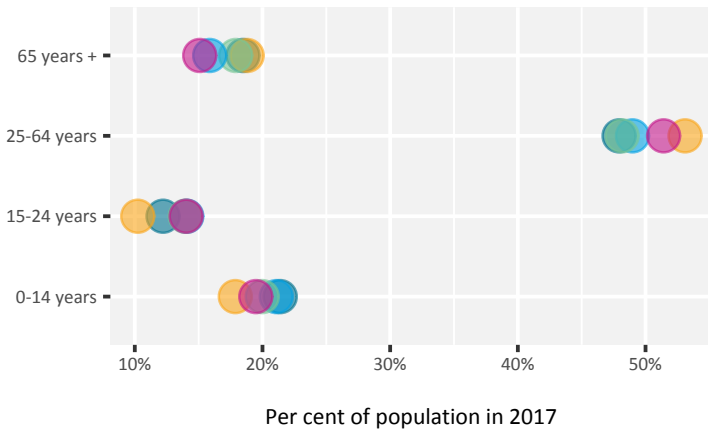
3. GDP per capita



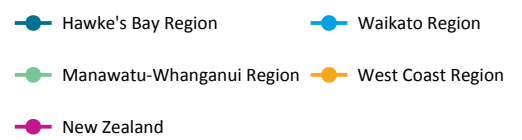
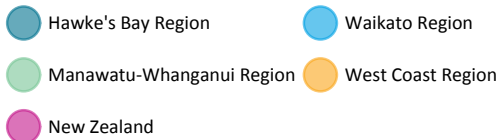
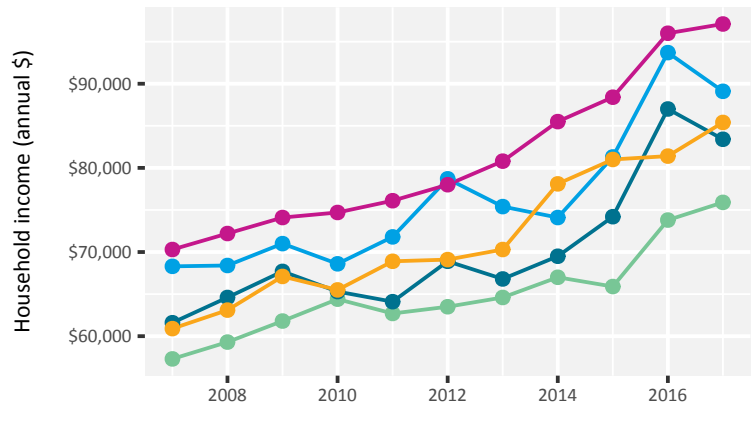
4. Average weekly rent



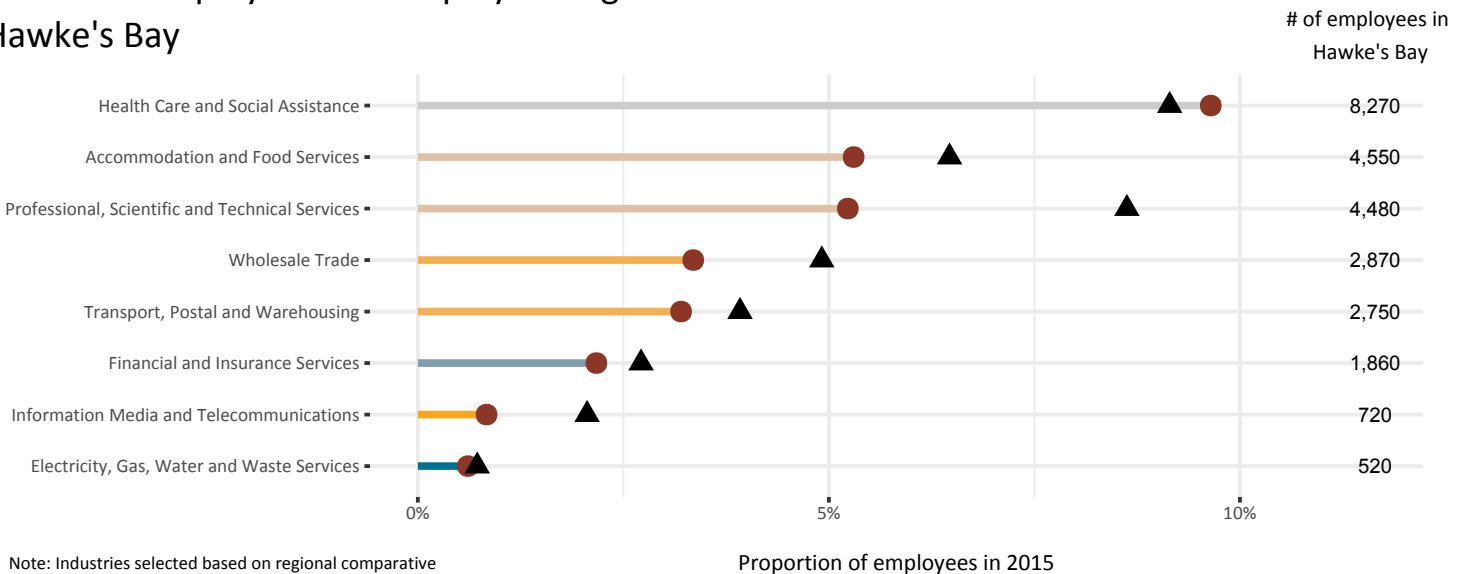
5. Age group distribution



6. Average household income



7. Share of employees and employment growth for selected industries in Hawke's Bay



Note: Industries selected based on regional comparative advantage in employment, increased comparative advantage over the last 10 years or high employment growth over the last 10 years. Employee counts are for those living in the territorial authority, regardless of location of workplace.

