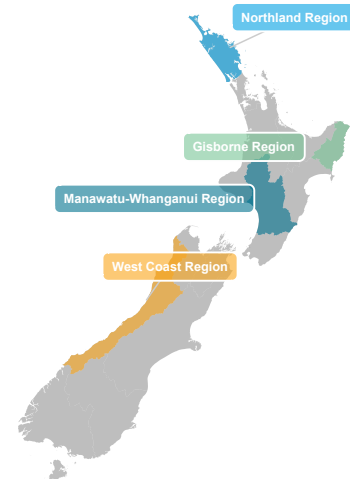


## Summary Report

February 2018

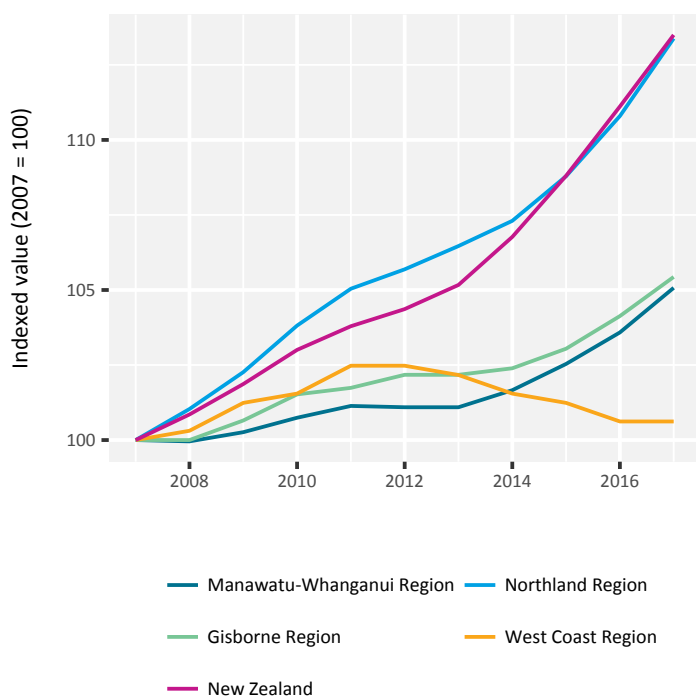


# Manawatu-Whanganui



Indicator	Year	Manawatu-Whanganui	Northland	Gisborne	West Coast	New Zealand
GDP per capita	2016	\$41,000	\$37,000	\$37,000	\$48,000	\$54,000
Population	2017	240,300	175,400	48,500	32,500	4,793,900
Māori share of population	2013	21%	32%	49%	11%	15%
Employees	2015	117,274	71,041	23,397	18,631	2,425,173
Participation rate	2017	67%	64%	71%	68%	71%
Employment rate	2017	64%	60%	66%	66%	67%
Unemployment rate	2017	5%	7%	7%	-	5%
Employment growth (CAGR 2005-2015)	2015	0.2%	0.6%	0.2%	1.6%	1.4%
Annual average household income	2017	\$75,900	\$73,300	\$79,700	\$85,400	\$97,100
Average house value	2017	\$300,091	\$483,954	\$299,019	\$231,702	\$662,500
Average weekly rent	2017	\$280	\$346	\$289	\$240	\$431
Net migration	2017	1,341	696	171	94	70,694
NCEA level 2 attainment	2015	84%	79%	82%	78%	83%

## 1. Population growth



## 2. Business facts for Manawatu-Whanganui Region

Number of businesses		Number of employees
45	Office Administrative Services	170
57	Beekeeping	150
9	General Line Grocery Wholesaling	450
15	Newspaper Publishing	310
60	Travel Agency and Tour Arrangement Services	190
54	Electrical, Electronic and Gas Appliance Retailing	340
960	Beef Cattle Farming (Specialised)	450
9	Aircraft Manufacturing and Repair Services	120
30	Furniture Retailing	120
120	Courier Pick-up and Delivery Services	190

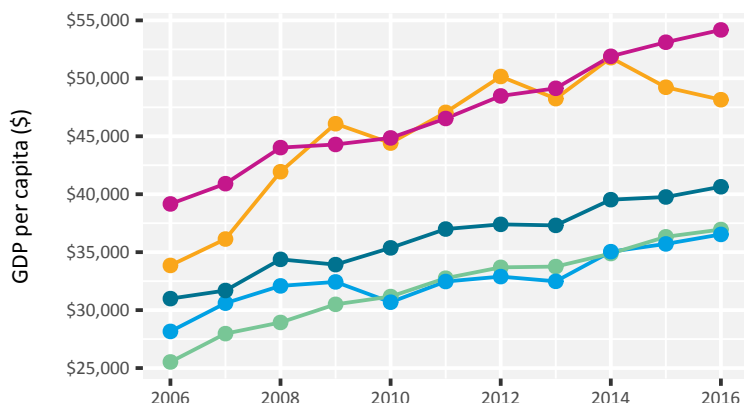
↑ Positive growth

↓ Negative growth

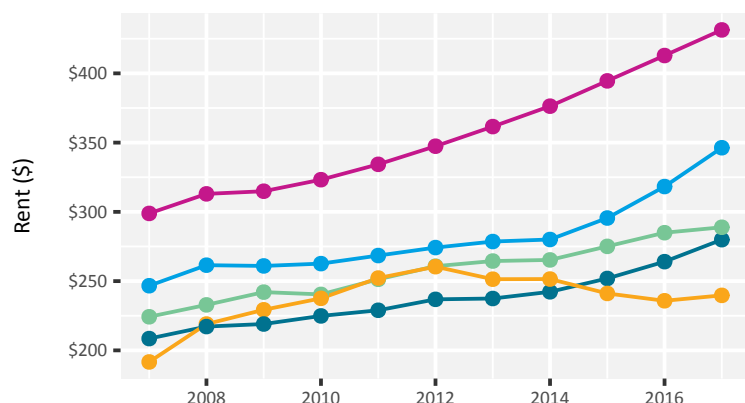
\* The threshold of 5% was used to classify a growth as positive, negative or neutral in relation to the previous year.

Source: Statistics New Zealand Business Demographics, 2016

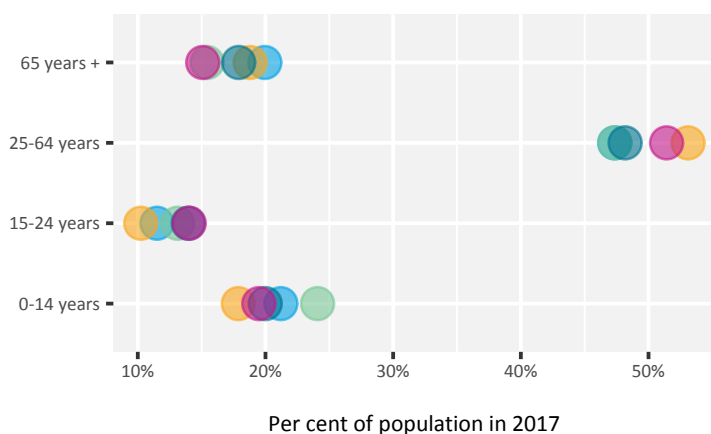
### 3. GDP per capita



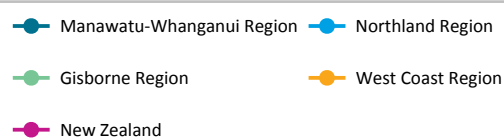
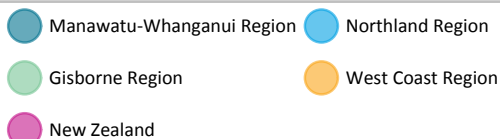
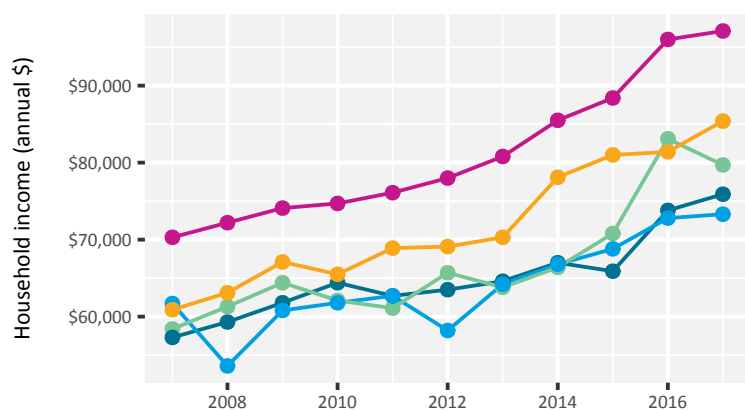
### 4. Average weekly rent



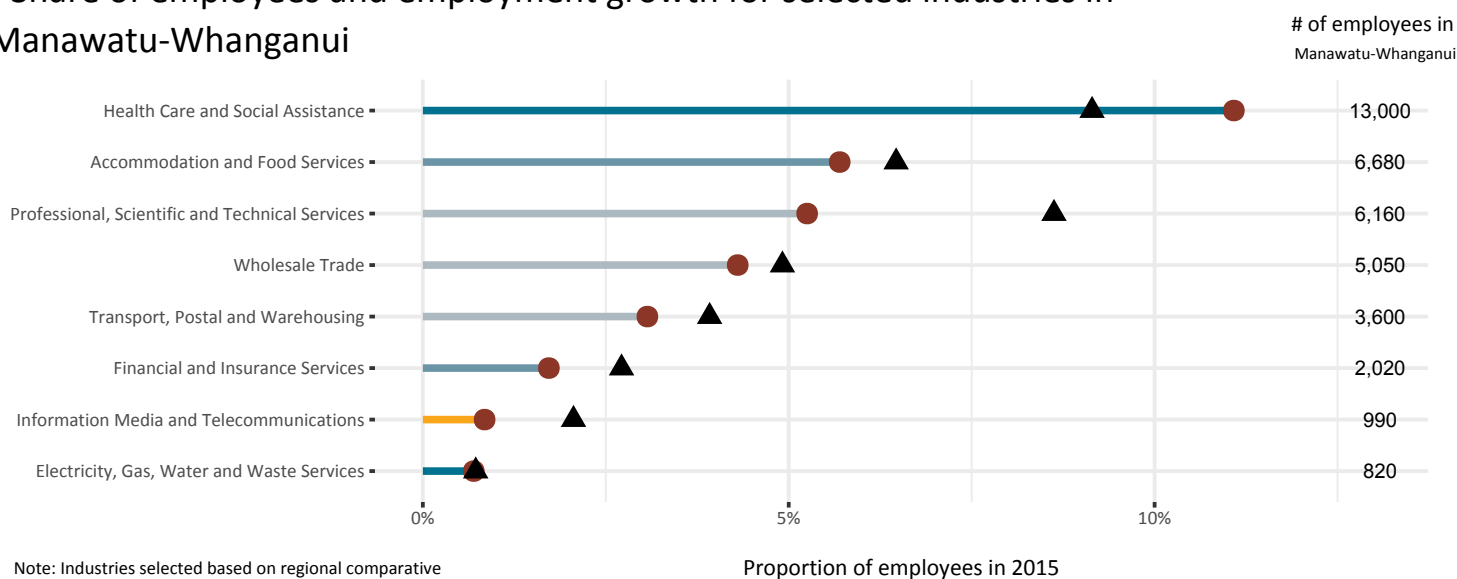
### 5. Age group distribution



### 6. Average household income

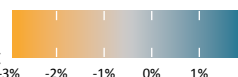


### 7. Share of employees and employment growth for selected industries in Manawatu-Whanganui



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.

10-year CAGR employee count



Manawatu-Whanganui Region (dark blue) New Zealand (black triangle)