



## Population and dwellings

### Number of people counted

#### *Total population*

- 32,691 people usually live in Whakatane District. This is a decrease of 606 people, or 1.8 percent, since the 2006 Census.
- Its population ranks 31st in size out of the 67 districts in New Zealand.
- Whakatane District has less than one percent of New Zealand's population.

#### Population of Whakatane District and New Zealand 2013 Census

Sex	Whakatane District	New Zealand
Male	15,792	2,064,015
Female	16,899	2,178,033
Total people	32,691	4,242,051

Source: Statistics New Zealand

#### *Māori population*

- 13,032 Māori usually live in Whakatane District. This is a decrease of 171 people, or 1.3 percent, since the 2006 Census.
- Its Māori population ranks 13th in size out of the 67 districts in New Zealand.
- 2.2 percent of New Zealand's Māori population usually live in Whakatane District.

# QuickStats about Whakatane District

## Māori population of Whakatane District and New Zealand

2013 Census

Sex	Whakatane District	New Zealand
Male	6,246	288,639
Female	6,783	309,966
Total people	13,032	598,602

**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 12,195 occupied dwellings and 1,599 unoccupied dwellings in Whakatane District.
- For New Zealand as a whole, there are 1,570,695 occupied dwellings and 185,448 unoccupied dwellings.
- There are 36 dwellings under construction in Whakatane District, and 9,756 under construction in New Zealand.

## Dwellings in Whakatane District and New Zealand

2013 Census

Occupancy status	Whakatane District	New Zealand
Occupied		
Private dwelling	12,141	1,561,956
Non-private dwelling	54	8,739
Total occupied dwellings	12,195	1,570,695
Unoccupied	1,599	185,448
Under construction	36	9,756
Total dwellings	13,827	1,765,896

**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.

# QuickStats about Whakatane District

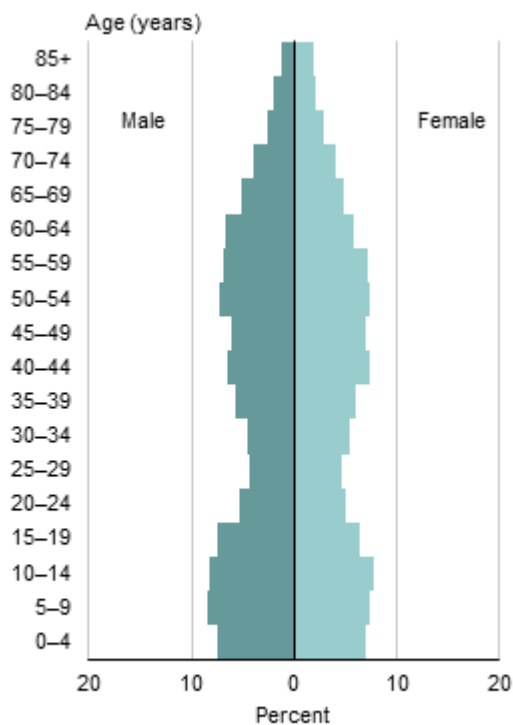
## Age and sex

### *Total population*

- The median age (half are younger, and half older, than this age) is 39.6 years for people in Whakatane District. For New Zealand as a whole, the median age is 38.0 years.
- 15.3 percent of people in Whakatane District are aged 65 years and over, compared with 14.3 percent of the total New Zealand population.
- 23.2 percent of people are aged under 15 years in Whakatane District, compared with 20.4 percent for all of New Zealand.

#### Age and sex of people

Whakatane District  
2013 Census

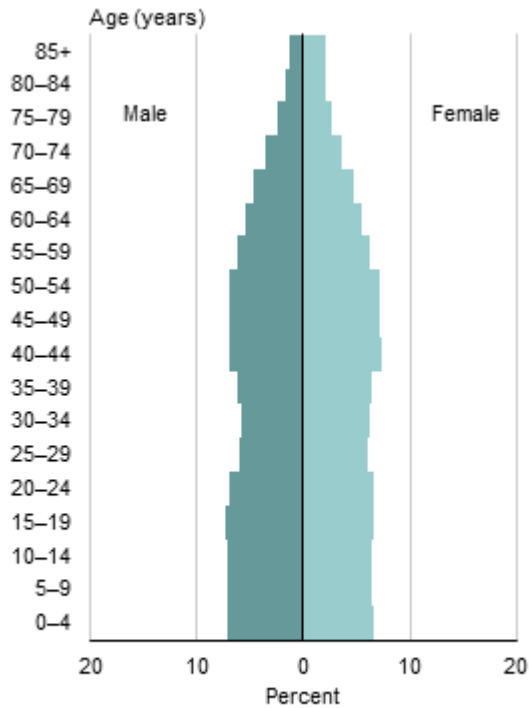


Source: Statistics New Zealand

# QuickStats about Whakatane District

## Age and sex of people

New Zealand  
2013 Census



Source: Statistics New Zealand

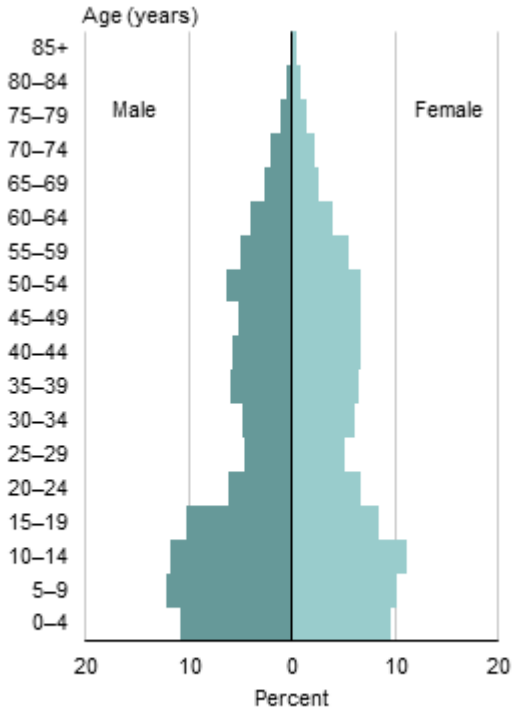
## *Māori population*

- The median age of Māori (half are younger, and half older, than this age) is 26.3 years in Whakatane District, compared with a median of 23.9 years for all Māori in New Zealand.
- 6.9 percent of Māori in Whakatane District are aged 65 years and over, compared with 5.4 percent of New Zealand's Māori population.
- 32.7 percent of Māori are aged under 15 years in Whakatane District, compared with 33.8 percent for all Māori in New Zealand.

# QuickStats about Whakatane District

## Age and sex of Māori

Whakatane District  
2013 Census

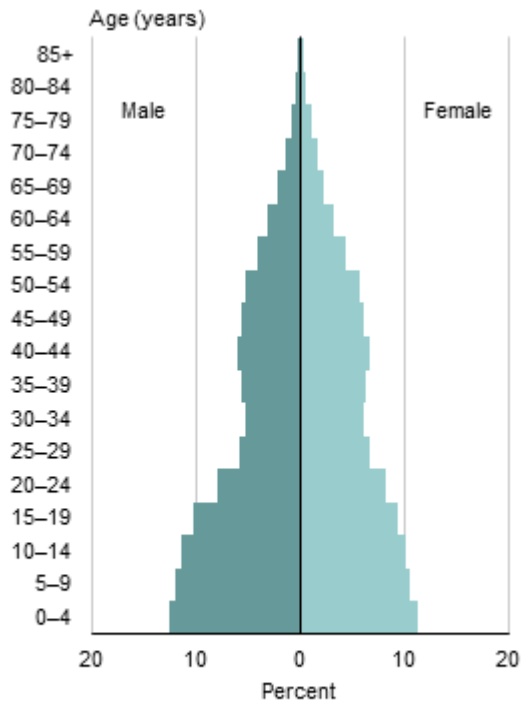


Source: Statistics New Zealand

# QuickStats about Whakatane District

## Age and sex of Māori

New Zealand  
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.

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## Cultural diversity

### Ethnic groups

- 66.3 percent of people in Whakatane District belong to the European ethnic group, compared with 74.0 percent for New Zealand as a whole.
- 43.5 percent of people in Whakatane District belong to the Māori ethnic group, compared with 14.9 percent for all of New Zealand.

Ethnic groups in Whakatane District and New Zealand		
2013 Census		
Ethnic group <sup>(1)</sup>	Whakatane District (percent)	New Zealand (percent)
European	66.3	74.0
Māori	43.5	14.9
Pacific peoples	2.5	7.4
Asian	2.4	11.8
Middle Eastern, Latin American, African	0.2	1.2
Other ethnicity		
New Zealander	1.7	1.6
Other ethnicity nec	0.0	0.0
Total other ethnicity	1.8	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.

Note: nec = not elsewhere classified.

**Source:** Statistics New Zealand

## Birthplace

### Total population

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

### Māori population

- 1.5 percent of Māori in Whakatane District were born overseas, compared with 1.8 percent for New Zealand as a whole.

# QuickStats about Whakatane District

## Languages spoken

### *Total population*

- After English, the next most common language spoken in Whakatane District is te reo Māori, which is spoken by 16.9 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 Whakatane District, compared with less than one percent of people for all of New Zealand.
- 78.5 percent of people in Whakatane District 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 Whakatane District is te reo Māori, which is spoken by 37.2 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 Whakatane District compared with less than one percent of Māori for all of New Zealand.
- 63.4 percent of Māori in Whakatane District speak only one language, compared with 76.5 percent of all Māori in New Zealand.

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# QuickStats about Whakatane District

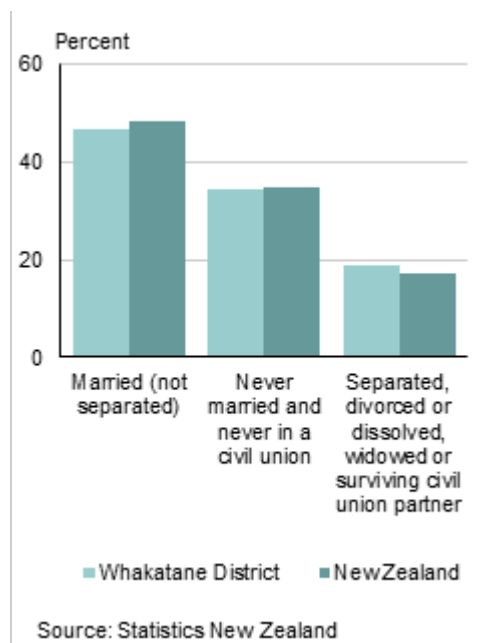
## Relationship status

### *Total population aged 15 years and over*

- 34.5 percent of people aged 15 years and over living in Whakatane District have never married, 46.7 percent are married, and 18.8 percent are separated, divorced or widowed.
- 35.0 percent of people aged 15 years and over in Whakatane District who have never been married, live with a partner.

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

Whakatane District and New Zealand  
2013 Census



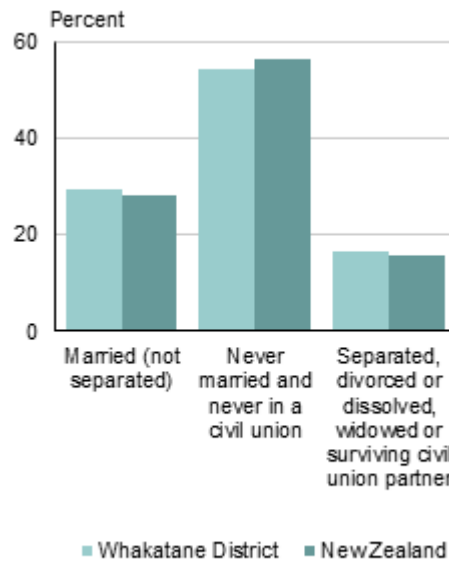
### *Māori population aged 15 years and over*

- For Māori aged 15 years and over living in Whakatane District, 54.3 have never married, 29.2 percent are married, and 16.5 percent are separated, divorced or widowed.
- 34.4 percent of Māori aged 15 years and over in Whakatane District who have never been married, live with a partner.

# QuickStats about Whakatane District

## Legally registered relationship status for Māori aged 15 years and over

Whakatane District and New Zealand  
2013 Census



Source: Statistics New Zealand

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

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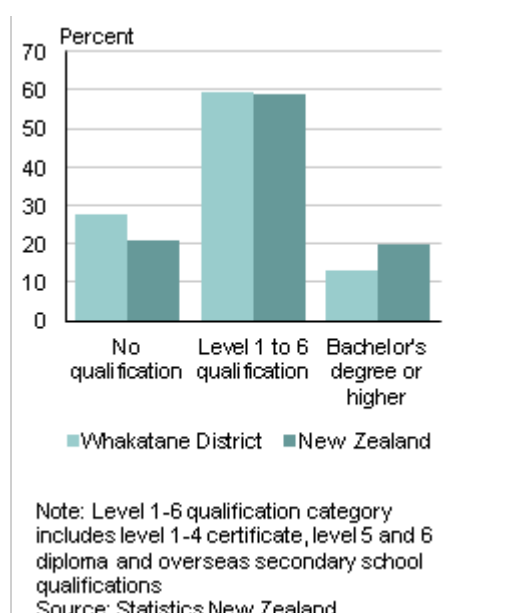
## Qualifications

### *Total population aged 15 years and over*

- 72.6 percent of people aged 15 years and over in Whakatane District have a formal qualification, compared with 79.1 percent of people in New Zealand.
- In Whakatane District, 13.0 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.

#### Highest qualification for people aged 15 years and over

Whakatane District and New Zealand  
2013 Census



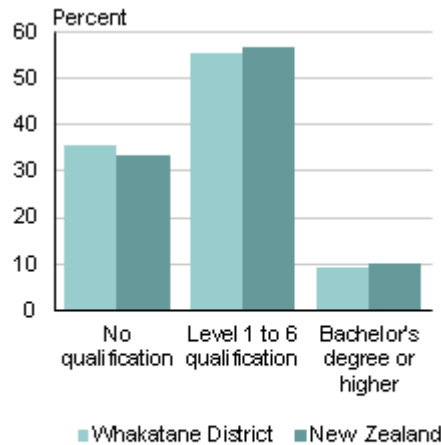
### *Māori population aged 15 years and over*

- In Whakatane District, 64.6 percent of Māori aged 15 years and over have a formal qualification, compared with 66.7 percent for Māori in New Zealand.
- 9.2 percent of Māori aged 15 years and over in Whakatane District held a bachelor's degree or higher as their highest qualification, compared with 10.0 percent of New Zealand's Māori population.

# QuickStats about Whakatane District

## Highest qualification for Māori aged 15 years and over

Whakatane District and New Zealand  
2013 Census



Note: Level 1-6 qualification category includes level 1-4 certificate, level 5 and 6 diploma and overseas secondary school qualifications.  
Source: Statistics New Zealand

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

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# QuickStats about Whakatane District

## Work

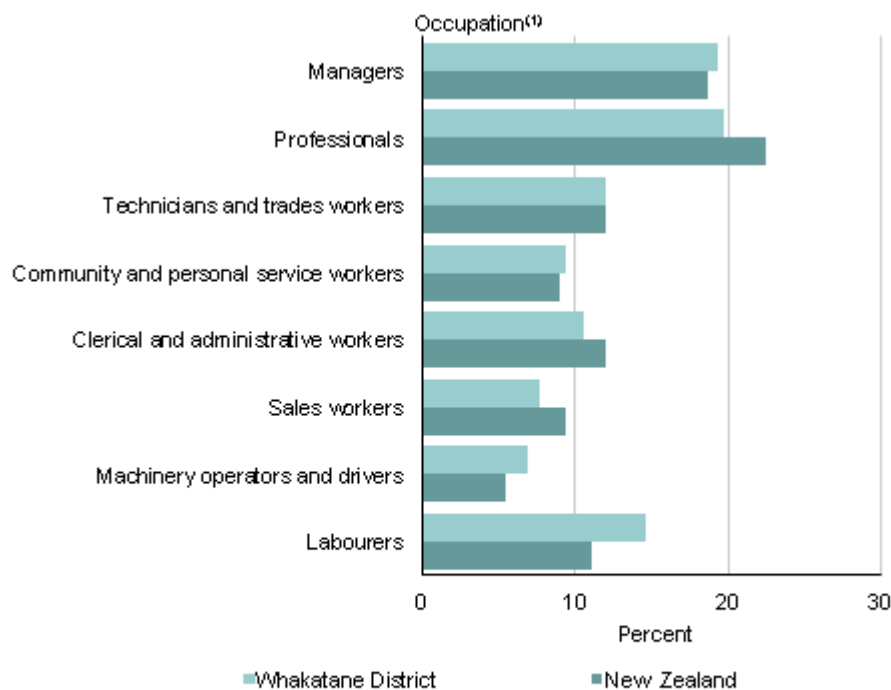
### *Total population aged 15 years and over*

- The unemployment rate in Whakatane District is 11.0 percent for people aged 15 years and over, compared with 7.1 percent for all of New Zealand.
- The most common occupational group in Whakatane District is 'professionals', and 'professionals' is the most common occupational group in New Zealand.

#### Occupation for employed people aged 15 years and over

Whakatane District and New Zealand

2013 Census



1. Australian and New Zealand Standard Classification of Occupations (ANZSCO V1.1)  
Source: Statistics New Zealand

### *Māori population aged 15 years and over*

- The unemployment rate of Māori aged 15 years and over in Whakatane District is 21.1 percent, compared with 15.6 percent for New Zealand's Māori population.
- The most common occupational group for Māori in Whakatane District is 'labourers', and 'labourers' is the most common occupational group for Māori in New Zealand.

# QuickStats about Whakatane District

## Occupation for employed Māori aged 15 years and over

Whakatane District and New Zealand

2013 Census



1. Australian and New Zealand Standard Classification of Occupations (ANZCO V1.1).  
Source: Statistics New Zealand

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## Income

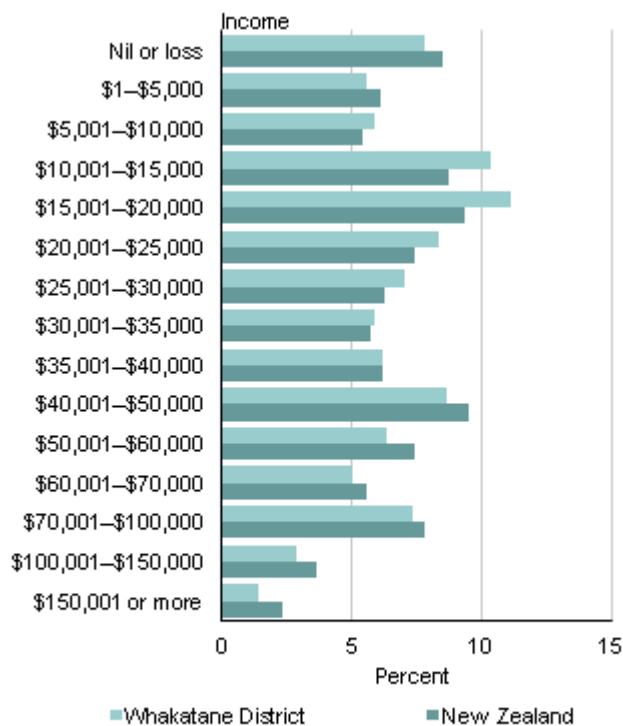
### *Total population aged 15 years and over*

- For people aged 15 years and over, the median income (half earn more, and half earn less, than this amount), in Whakatane District is \$25,600. This compares with a median of \$28,500 for all of New Zealand.
- 40.8 percent of people aged 15 years and over in Whakatane District have an annual income of \$20,000 or less, compared with 38.2 percent of people for New Zealand as a whole.
- In Whakatane District, 23.1 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

Whakatane District and New Zealand

2013 Census



Source: Statistics New Zealand

# QuickStats about Whakatane District

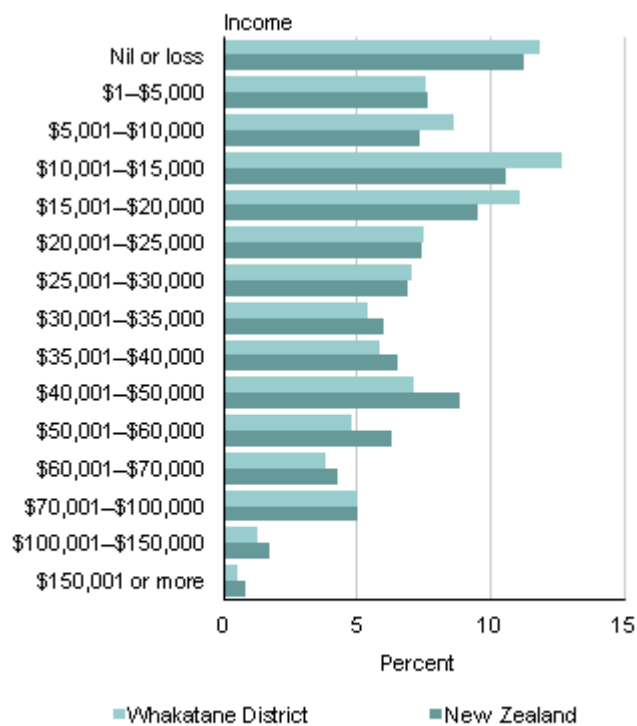
## *Māori population aged 15 years and over*

- For Māori aged 15 years and over, the median income (half earn more, and half less than this amount) in Whakatane District is \$19,200, compared with a median of \$22,500 for all Māori in New Zealand.
- In Whakatane District, 51.8 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.
- 15.3 percent of Māori aged 15 years and over in Whakatane District have an annual income of more than \$50,000, compared with 18.1 percent of all Māori in New Zealand.

### Total personal income for Māori aged 15 years and over

Whakatane District and New Zealand

2013 Census



Source: Statistics New Zealand

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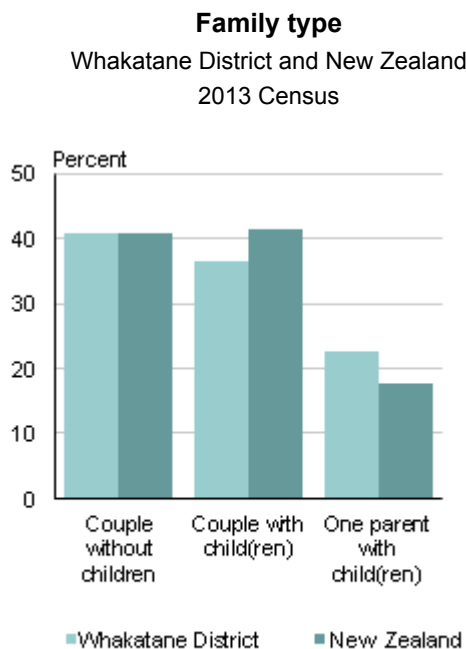
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## Families

### Family type

- Couples with children make up 36.6 percent of all families in Whakatane District, while couples without children make up 40.8 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.
- 22.6 percent of families in Whakatane District 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.



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 69.1 percent of all households in Whakatane District. For New Zealand as a whole, one-family households make up 68.3 percent of all households.
- In Whakatane District, there are 2,757 one-person households making up 23.8 percent of all households. In New Zealand, one-person households make up 23.5 percent of all households.
- The average household size in Whakatane District is 2.7 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.

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# QuickStats about Whakatane District

## Phone, fax, and Internet

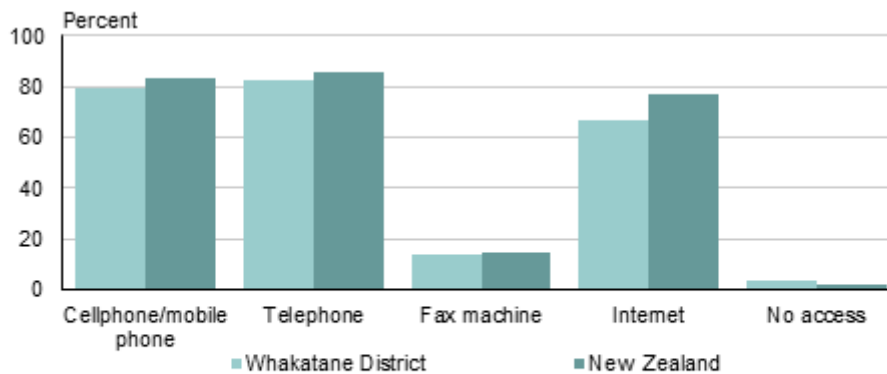
### Access to phones, fax machines, and Internet

- 67.1 percent of households in Whakatane District have access to the Internet, compared with 76.8 percent of households in New Zealand.
- In Whakatane District, 79.5 percent of households have access to a cellphone, compared with 83.7 percent of households for New Zealand as a whole.

#### Access to phones, fax machines, and Internet

Whakatane District and New Zealand

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.

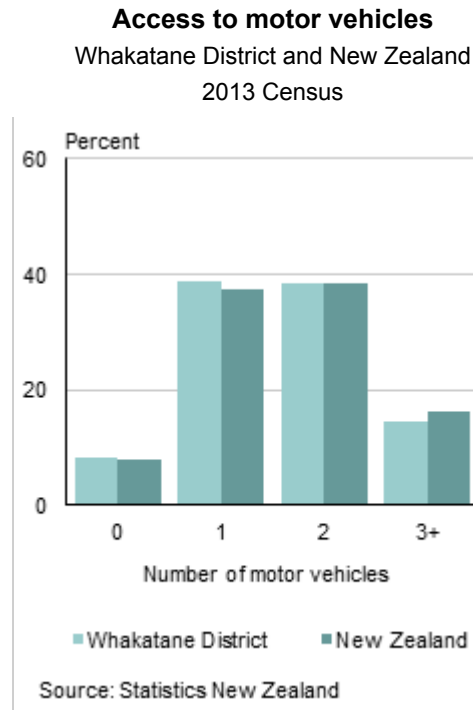
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## Transport

### Access to motor vehicles

- 14.6 percent of households in Whakatane District have access to three or more motor vehicles, compared with 16.1 percent of all households in 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 Whakatane District was driving a private car, truck or van (65.0 percent of people who travelled to work used this form of transport).
- This was followed by driving a company car, truck or van (15.1 percent) and walking or jogging (6.9 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.

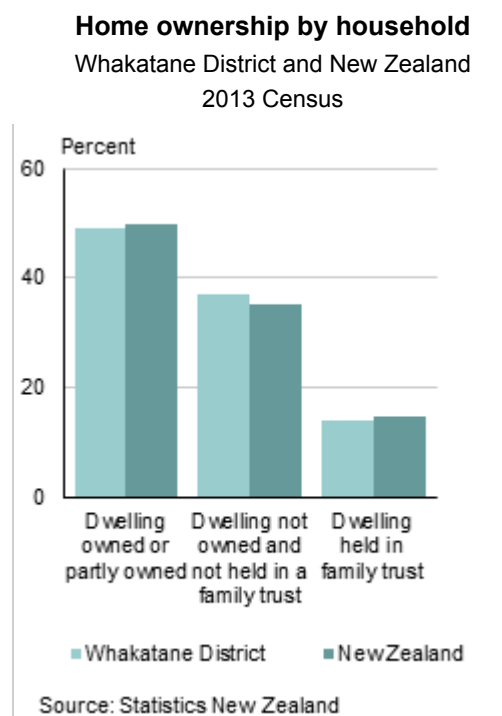
Note: All figures are for the census usually resident population count.

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## Housing

### Home ownership

- In Whakatane District, 63.1 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 Whakatane District who rented the dwelling that they lived in, the median weekly rent paid was \$220. This compared with \$280 for New Zealand as a whole.



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

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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 Whakatane District was 68.
- The total number of building consents issued for apartments in Whakatane District was 0.
- The total value of residential building work in Whakatane District was \$25,462,910.
- The total value of non-residential building work in Whakatane District was \$18,873,314.

# QuickStats about Whakatane District

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 3,934 business locations (geographic units) in Whakatane District compared with 507,908 for all of New Zealand. This is an increase of 1.1 percent from the year ended February 2006 for Whakatane District.
- There were 12,620 paid employees in Whakatane District compared with 1,941,040 for all New Zealand. This is an increase of 8.2 percent from the year ended February 2006 for Whakatane District.

#### Top five industries in Whakatane District

By employee count

For year ended February 2013

Industry (ANZSIC06) <sup>(1)</sup>	Whakatane District		New Zealand	
	Employee count	Percent of total employee count	Employee count	Percent of total employee count
Health care and social assistance	1,770	14.0	211,350	10.9
Education and training	1,620	12.8	167,240	8.6
Agriculture, forestry and fishing	1,590	12.6	111,520	5.7
Retail trade	1,500	11.9	195,870	10.1
Manufacturing	1,320	10.5	211,710	10.9

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.