

Who are we?

Key: ■ Manawatū ■ NZ

Comparing Manawatū to the rest of New Zealand

Our **POPULATION** is growing faster than the national population



Feilding
17,050
people

Whole District
32,100
people

Population Growth 1.6% 2.1%

Our **population increased by 500** to the year ended June 2020. This includes **410 new people moving to the District**.

ETHNIC DIVERSITY

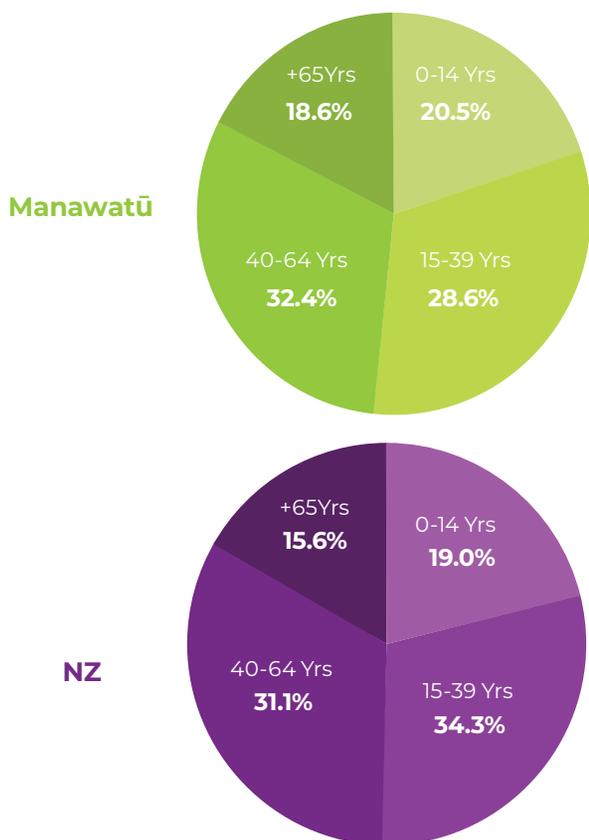
Our population is less diverse than much of New Zealand
Some people are counted more than once because they identify with more than one ethnicity

NZ European	89.2%	70.2%	Asian	2.6%	15.1%
Māori	16.5%	16.5%	Pacific	2.0%	8.1%

We have a greater proportion of European residents, an equal proportion of Māori residents and a lower proportion of all other ethnic residents than the national average

AGE PROFILE

We have a greater proportion of younger and older people than the national average



The **median age of our population is 40.9 years**. This compares with a national median age of 37.4 years.

SAFETY

Our crime rate is lower than much of New Zealand

Crime Rate <i>per 10,000 population</i>	301.6	344.1
Total convictions <i>as 9% of charged</i>	69.9%	72.0%

HEALTH



Life expectancy		
Females	83.4 yrs	83.7 yrs
Males	80.0 yrs	80.4 yrs

Suicide <i>(per 10,000 people)</i>	1.4 <i>(Midcentral DHB)</i>	1.3
Smoking <i>percentage of regular smokers</i>	16.0% <i>2013</i>	13.7% <i>2013</i>
	14.1% <i>2018</i>	13.2% <i>2018</i>

No vaping statistics are currently available.

INCOME AND EMPLOYMENT

Household income <i>Average (mean)</i>	\$96,700	\$106,600	Dependency Ratio <i>(a measure of the population over 65 and under 15 relative to the working population)</i>	60.6%	50.3%
Earnings <i>Mean annual earnings per employed person 2020</i>	\$55,114	\$64,237	Our Unemployment rate is well below the national unemployment rate.		
			Overall	2.7%	4.7%

HOUSING in the District is becoming less affordable

Ownership affordability	70.4%	74.8%	Rental affordability	32.4%	31.0%
<i>The % of first home buyers paying > 30% of income on housing costs.</i>			<i>The % of renters paying > 30% of income on rent.</i>		

Local home ownership remains more affordable than for much of New Zealand.
HUD, 2018



EDUCATIONAL attainment of NCEA level 3 in the District is lower than the national average

School leavers <i>with NCEA level 2 or above</i>	83.4%	80.8%	School leavers <i>with NCEA level 3 or above</i>	50.0%	59.1%
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98.3% of our pre-school children attended early childhood education centres in the six months prior to starting school. This compares with **96.8% of all NZ pre-schoolers.**

DEMOCRACY – VOTER TURNOUT

Local body elections <i>(2019)</i>	44.3%	42.2%	General election <i>(2020)</i>	85.9%	82.2%
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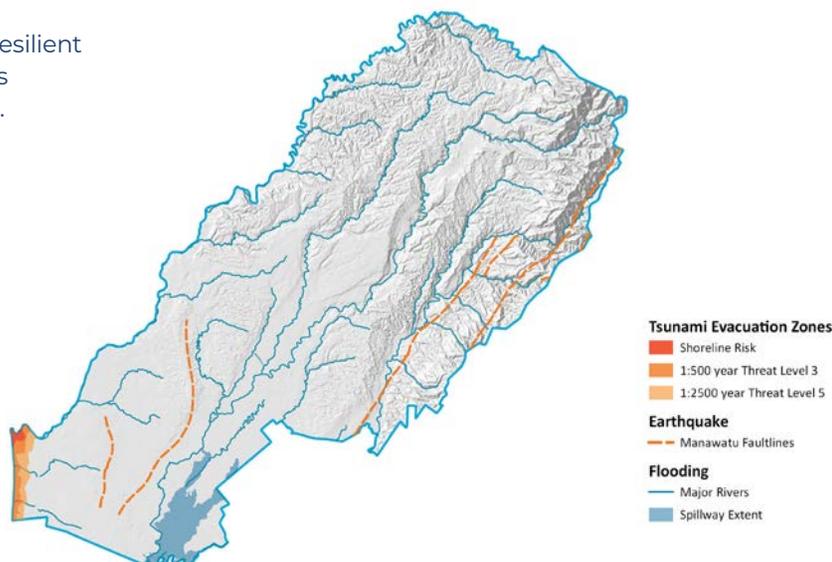
Our citizens participate more in the democratic process than much of New Zealand

CIVIL DEFENCE AND EMERGENCY MANAGEMENT is a core Council function

Council aims to assist and encourage a resilient Manawatū District, helping communities understand and manage their own risks.

Manawatū District Hazards

1. Severe Earthquake
2. River Flood
3. Tsunami
4. Drought
5. Landslide



This data is from a range of sources, including Statistics New Zealand, Ministry of Business, Innovation and Employment, Infometrics etc.