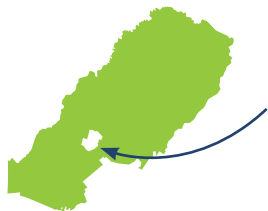


# Who are we?

Key: ■ Manawatū ■ NZ

## Comparing Manawatū to the rest of New Zealand

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



Feilding  
**16,870**  
people

Whole District  
**31,700**  
people

Population Growth **1.9%** **1.6%**

Our **population increased by 600** to the year ended June 2019. This includes **500 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*

<b>NZ European</b>	<b>91.2%</b>	<b>74.6%</b>	<b>Asian</b>	<b>2.1%</b>	<b>12.2%</b>
<b>Māori</b>	<b>15.4%</b>	<b>15.6%</b>	<b>Pacific</b>	<b>1.7%</b>	<b>7.8%</b>

We have a **greater proportion of European 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

A smaller percentage of our population seeks **MENTAL HEALTH** services



Population accessing mental health services.

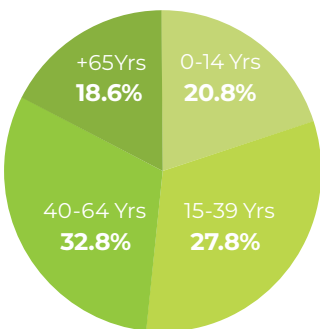
**4.1%** **4.7%**  
*2017*

## SAFETY

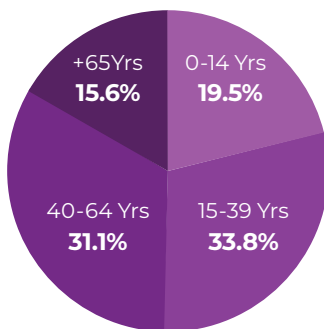
Our crime rate is significantly lower than much of New Zealand

<b>Crime Rate</b>	<i>Manawatū</i>	<i>NZ</i>
<i>per 10,000 population</i>	<b>268.3</b>	<b>344.1</b>

### Manawatū



### NZ



The **median age of our population is 41 years.** This compares We have a greater proportion of European residents and a lower proportion of all other ethnic residents than the national average

## HEALTH



### Life expectancy

<b>Females</b>	<b>82.8 yrs</b>	<b>82.7 yrs</b>
<b>Males</b>	<b>79.0 yrs</b>	<b>78.8 yrs</b>
<b>All</b>	<b>80.9 yrs</b>	<b>80.7 yrs</b>

**Suicide** **1.9** **1.1**  
*(per 10,000 people)*

**Smoking** **21.3%** **18.9%**  
*percentage of regular smokers* **2006** **2006**

**16.0%** **13.7%**  
*2013* *2013*

With **smoking rates declining rapidly since 2006**, we expect the 2018 Census data will reflect further reductions in smoking across the District.

No vaping statistics are currently available.

**INCOME AND EMPLOYMENT** Income levels are lower than the national average but lower housing costs supports higher living standards in the District

**Household income** **\$88,600** **\$104,400** **Dependency Ratio** **63.5%** **53.0%**  
*Average (mean)* *(a measure of the population over 65 and under 15 relative to the working population)*

**Earnings** **\$51,883** **\$60,891** Our **Unemployment** rate is well below the national unemployment rate.  
*Mean annual earnings per employed person 2018*

**Overall** **3.5%** **4.2%**

**HOUSING** in the District is more affordable than much of New Zealand

**Ownership affordability** **7.6** **10.9** **Rental affordability** **30.5%** **35.0%**  
*Average house price is 7.6 times the average income* *Average house price is 10.9 times the average income* *% of average weekly income*



Housing – both owning and renting continues to be more affordable in Manawatū compared to the national average

**EDUCATIONAL** attainment in the District is lower than the national average

**School leavers** **77.4%** **79.4%** **School leavers** **44.6%** **55.3%**  
*with NCEA level 2* *in the workforce with NCEA level 3*

**97.7% of our pre-school children attended early childhood education** centres in the six months prior to starting school. This compares with **97.1% of all NZ pre-schoolers.**

**DEMOCRACY – VOTER TURNOUT**

**Local body elections** **47.7%** **41.8%** **General election** **83.6%** **79%**  
*(2016)* *(2017)*

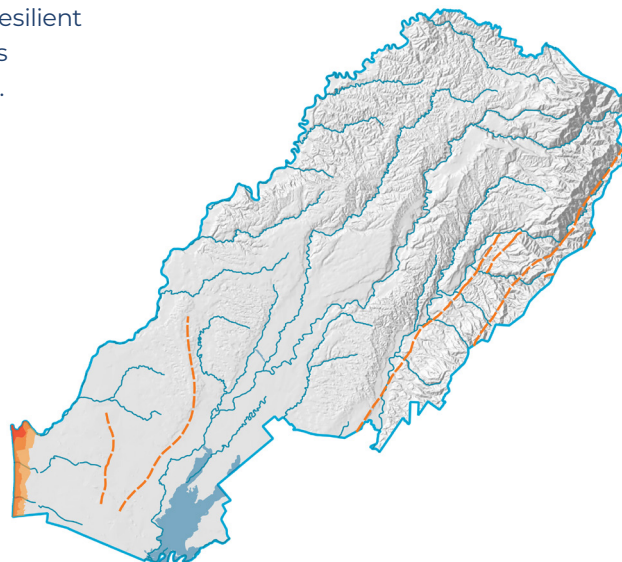
Our citizens participate more in the democratic process than much of New Zealand  
*(This data is from a range of sources, including Statistics New Zealand, Ministry of Business, Innovation and Employment, Infometrics)*

**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



**Tsunami Evacuation Zones**  
 ■ Shoreline Risk  
 ■ 1:500 year Threat Level 3  
 ■ 1:2500 year Threat Level 5  
**Earthquake**  
 - - - Manawatu Faultlines  
**Flooding**  
 — Major Rivers  
 ■ Spillway Extent