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Northland

Electorate Profile

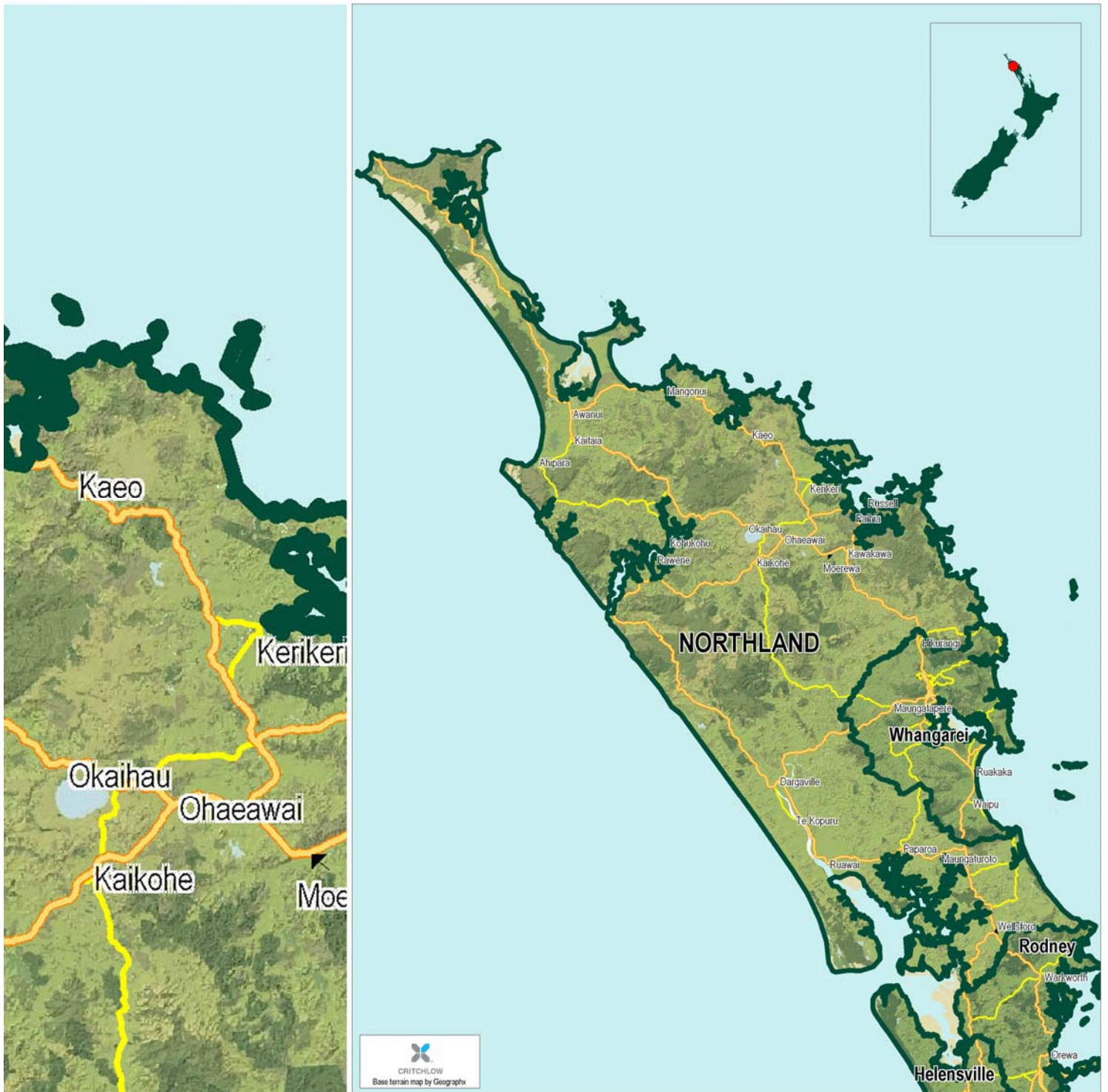


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Northland: Electoral Profile

General Notes

The boundaries of the Northland electorate are largely determined by the Northland coastline. The electorate now extends from a line between Leigh on the east coast and the Kaipara Harbour on the west coast (including Wellsford) to Cape Reinga, but excludes Whangārei and environs. The major communities include Kaitāia, Russell, Kerikeri, Kaikohe, Dargaville and Mangawhai Heads.

Among general electorates in 2006, Northland had the lowest median family income (\$43,500), and the lowest proportion of paid employees (34.4%). Northland had the largest proportion of those affiliated with the Ratana (Māori Christian) faith (5.4%).

Election Results

The winning candidate in the 2005 election, John Carter (National Party), captured a majority (54.12%) of the 30,628 valid electorate votes cast for candidates in the Northland electorate. The seat was also held in 2002 by John Carter (National Party) with a margin of 7,558. The National Party captured a plurality (45.69%) of the party votes in Northland, up about 23 percentage points on its party vote share in 2002. Turnout (total votes cast as a proportion of enrolled electors) in 2005 was 81.47%.

2005 Election Results (Electorate)

Candidate	Valid Votes	Share (%)
CARTER, John (NAT)	16,577	54.12
JONES, Shane Geoffrey (LAB)	7,302	23.84
BRADFORD, Sue (GRE)	2,764	9.02
PETERS, Jim (NZF)	2,547	8.32
PERI, Malcolm M (MP)	550	1.80
JOHNSON, Phil (UF)	315	1.03
ISAACHSEN, David (DEST)	278	0.91
McCLELLAND, Tom (ACT)	216	0.71
PISTORIUS, Julian Leonard (LIB)	51	0.17
PHILLIPS, Gray Andrew (IND)	18	0.06
WHAANGA, Mel (DDP)	10	0.03
Total Valid Votes	30,628	100.00
Total Votes Cast	30,861	100.76

Winning Candidate: CARTER, John (NAT) - Majority: 9275

For interpretation of abbreviations, see Glossary.

2005 Election Results - Party Vote

Party	Valid Votes	Share (%)
National Party	14,182	45.69
Labour Party	9,384	30.23
New Zealand First Party	3,162	10.19
Green Party	2,000	6.44
United Future New Zealand	618	1.99
Māori Party	484	1.56
ACT New Zealand	474	1.53
Jim Andertons Progressive	272	0.88
Destiny New Zealand	196	0.63
Aotearoa Legalise Cannabis Party	94	0.30
Democrats for Social Credit	48	0.15
Christian Heritage NZ	37	0.12
Libertarianz	27	0.09
Alliance	27	0.09
99 MP Party	11	0.04
NZ Family Rights Protection Party	6	0.02
OneNZ Party	6	0.02
The Republic of NZ Party	6	0.02
Direct Democracy Party	5	0.02
Total Valid Votes	31,039	100.00
Total Votes Cast	31,172	100.43

2002 Election Results (Electorate)

Candidate	Valid Votes	Share (%)
CARTER, John McGregor (NAT)	13,060	46.41
ROSE, Rachel (LAB)	5,502	19.55
PETERS, James Leonard (NZF)	4,381	15.57
MCVEAGH, Janine (GRE)	2,503	8.90
MITCALFE, Henry Percy Michael (UF)	799	2.84
WOOD, Alan Leonard (ACT)	609	2.16
JACK, Edmund (CH)	479	1.70
KANE, Peter David (PC)	337	1.20
DANIELS, Judy Merle (LC)	301	1.07
DONOGHUE, John (ALL)	168	0.60
Total Valid Votes	28,139	100.00

Winning Candidate: CARTER, John McGregor - majority 7558

For interpretation of abbreviations, see Glossary.

2002 Election Results - Party Vote

Party	Valid Votes	Share (%)
Labour Party	8,445	29.61
National Party	6,523	22.87
NZ First	5,428	19.03
Green Party	2,651	9.30
ACT	2,106	7.39
United Future	1,656	5.81
Christian Heritage	476	1.67
Progressive Coalition	424	1.49
Outdoor Rec. NZ	383	1.34
Alliance	232	0.81
Legalise Cannabis	152	0.53
OneNZ Party	23	0.08
Mana Maori	13	0.05
NMP	4	0.01
Total Valid Votes	28,516	100.00
Total Votes Cast	28,637	100.42

Voter Enrolment and Turnout 2002, 2005

	Northland		NZ	
	2002		2005	
Voting Age Population (VAP)*	54,970	2,816,040	55,700	2,990,300
Electors on General Roll (EGR)	36,770	2,475,916	38,574	2,639,393
Electors on Māori Roll	11,333	194,114	11,645	208,003
Total Enrolled**	48,103	2,670,030	50,219	2,847,396
Total Votes Cast by EGR (TVC)	28,830	1,943,659	31,428	2,164,495
% VAP Enrolled	88	95	90	95
Turnout (TVC as % EGR)	78	79	82	82

* Estimated population statistics as at: June 2001; June 2005; ** Enrolment statistics as at: July 2002; Sept 2005.

Northland: People

Population Summary

	Numbers and Percent Change
Usually Resident Population 2006 Census	82,566
Usually Resident Population 2001 Census	80,415
Increase 2001-06	2,151
Percent Increase 2001-06	3
Percent Increase 2001-06, New Zealand	8

Age Groups of the Usually Resident Population

	Northland			New Zealand
	Number	%	Rank *	%
Age 0-4 Years	5,841	7.1	22	6.8
Age 5-14 Years	14,148	17.1	7	14.7
Age 15-19 Years	5,766	7.0	38	7.5
Age 20-29 Years	6,777	8.2	59	12.7
Age 30-49 Years	22,437	27.2	54	29.4
Age 50-64 Years	16,320	19.8	5	16.5
Age 65 Years and Over	11,274	13.7	22	12.3
Total	82,566	100.0		100.0
Median Age (Years)	39		56	
Total 18 Years and Over	58,524	70.9		73.8
Total Males	40,932	49.6		48.8
Total Females	41,631	50.4		51.2

The median age for New Zealand as a whole is 35 years.

Ethnic Groups of the Usually Resident Population

	Northland			New Zealand
	Number	%	Rank *	%
European	48,981	64.9	44	67.6
Māori	27,945	37.0	3	14.6
Pacific Peoples	2,235	3.0	34	6.9
Asian	1,041	1.4	61	9.2
Middle Eastern/Latin American/African	177	0.2	56	0.9
Other (incl New Zealander)	7,404	9.8	43	11.2
Total Specified	75,486	100.0		100.0
Not Elsewhere Indicated	7,080	9.4		4.3

People reporting themselves in more than one category have been counted in each, so the sum of responses in the table may be greater than the number of people responding.

Birthplace of Usually Resident New Zealand Population

	Northland			New Zealand
	Number	%	Rank *	%
New Zealand	65,295	79.1	29	73.5
Overseas	9,774	11.8	54	21.8
Not Specified	7,497	9.1		4.7
Total	82,566	100.0		100.0

Birthplace and Years Since Arrival in New Zealand, for Overseas Born

	Northland			New Zealand
	Number	%	Rank *	%
UK and Ireland				
under 5 Yrs	867	8.9	18	5.8
5 - 9 Yrs	321	3.3	18	2.2
10 - 19 Yrs	396	4.1	20	3.0
20 Yrs and over	2,718	27.8	12	16.8
Total UK and Ireland	4,482	45.8	18	28.6
Pacific Islands				
under 5 Yrs	96	1.0	45	3.3
5 - 9 Yrs	57	0.6	44	2.5
10 - 19 Yrs	96	1.0	42	3.5
20 Yrs and over	255	2.6	31	4.8
Total Pacific Islands	558	5.7	38	15.4
North East Asia ⁽¹⁾				
under 5 Yrs	84	0.9	62	7.3
5 - 9 Yrs	45	0.5	56	3.6
10 - 19 Yrs	42	0.4	60	3.3
20 Yrs and over	24	0.2	54	0.6
Total North-East Asia;	210	2.1	62	15.4
Overseas Born				
under 5 Yrs	2,310	23.6	54	30.9
5 - 9 Yrs	1,107	11.3	49	16.2
10 - 19 Yrs	1,320	13.5	44	17.0
20 Yrs and over	4,515	46.2	12	31.5
Total Overseas Born	9,777	100.0		100.0

(1) North East Asia includes China, Korea, Taiwan, Hong Kong, Japan.

Languages Spoken

	Northland			New Zealand
	Number	%	Rank *	%
English	73,149	88.6	52	91.2
Māori	9,423	11.4	3	3.9
NZ Sign	498	0.6	29	0.6
Samoan	246	0.3	50	2.1
Other	3,804	4.6	55	12.6
None	1,272	1.5	56	1.9
Total People	82,566	100.0		100.0

People reporting themselves in more than one category have been counted in each, so the sum of responses in the table may be greater than the number of people responding.

Highest Qualifications of the Population aged 15 years and over

	Northland			New Zealand
	Number	%	Rank *	%
No Qualification	18,015	28.8	11	22.4
Level 1 Certificate Gained at School	8,865	14.2	17	12.2
Level 2 Certificate Gained at School	4,818	7.7	51	8.3
Level 3 or 4 Certificate Gained at School	1,743	2.8	62	5.4
Overseas Secondary School Qualification	2,073	3.3	50	5.5
Level 1, 2 or 3 Certificate Gained Post-school	2,520	4.0	36	4.1
Level 4 Certificate Gained Post-school	6,027	9.6	30	9.1
Level 5 Diploma	1,653	2.6	61	3.5
Level 6 Diploma	2,874	4.6	45	5.0
Bachelor Degree and Level 7 Qualifications	2,970	4.7	62	10.0
Post-Graduate and Honours Degree	582	0.9	55	1.8
Masters Degree	477	0.8	56	1.9
Doctorate Degree	114	0.2	51	0.5
Not Specified	9,849	15.7	4	10.4
Total	62,577	100.0		100.0

Ethnic Group of School Pupils

	Northland			New Zealand
	Number	%	Rank *	%
European	6,776	40.9	53	57.4
Māori	9,118	55.1	2	21.6
Pacific Peoples	317	1.9	46	9.3
Asian	170	1.0	62	8.3
Other	118	0.7	57	2.1
Overseas	54	0.3	54	1.4
Total Roll	16,553	100.0		100.0

Prepared from Ministry of Education data.

Iwi Affiliations

Iwi	Number
Ngāpuhi	15,357
Te Rarawa	3,585
Ngāti Whātua	2,121
Ngāti Kahu	2,100
Te Aupōuri	1,965
Ngāti Kuri	1,539
Hapū Affiliated to More Than One Iwi	1,479
Ngāti Porou	1,209
Waikato	765
Ngāti Maniapoto	708
Ngāti Wai	645
Ngāi Tahu / Kāi Tahu	570
Ngāpuhiki Whaingaroa / Ngāti Kahuki Whaingaroa	483
Ngāti Tūwharetoa	483
Tūhoe	483
Te Tai Tokerau / Tāmaki-Makaurau (NInd/Au)	474
Te Arawa	441
Te Roroa	399
Ngāi Takoto	324
Tainui	306
Te Uri-o-Hau	288
Ngāti Kahungunu ki Te Wairoa	267
Ngāti Awa	240
Ngaiterangi	237
Whakatōhea	189
Ngāti Kahungunu region unspecified	189
Te Atiawa (Taranaki)	162
Te Whānau-a-Apanui	156
Ngāti Raukawa (Waikato)	141
Ngāti Kahungunu ki Heretaunga	135

These are the top 30 Iwi for the Northland electorate. People reporting themselves in more than one Iwi have been counted in each, so the sum of responses in the table may be greater than the number of people.

Religious Affiliations

	Northland			New Zealand
	Number	%	Rank *	%
Buddhist	375	0.5	54	1.4
Christian	39,393	53.9	32	54.2
- Anglican	13,944	19.1	10	14.8
- Baptist	852	1.2	46	1.5
- Brethren	921	1.3	3	0.5
- Catholic	8,160	11.2	56	13.6
- Christian (not further defined)	4,389	6.0	7	5.0
- Congregational/Reformed	75	0.1	51	0.4
- Jehovahs Witnesses	543	0.7	9	0.5
- Latter Day Saints	1,809	2.5	6	1.2
- Methodist	2,895	4.0	11	3.3
- Pentecostal	1,128	1.5	48	2.1
- Presbyterian	4,014	5.5	63	10.3
- Salvation Army	93	0.1	60	0.3
- Seventh Day Adventist	390	0.5	15	0.4
Hindu	264	0.4	46	1.7
Islam/Muslim	105	0.1	59	1.0
Judaism/Jewish	75	0.1	40	0.2
Māori Christian	4,104	5.6	2	1.8
- Ratana	3,927	5.4	1	1.4
- Ringatū	147	0.2	26	0.4
Spiritualism and New Age Religions	417	0.6	20	0.5
Other Religions	387	0.5	26	0.7
Residual Categories	16,014	21.9	2	14.3
No Religion	23,514	32.2	51	34.6
Total Specified	73,137	100.0		100.0

People reporting themselves in more than one category have been counted in each, so the sum of responses in the table may be greater than the number of people responding.

* Rank 1 (high) to 63 (low) among general electorates. Ranks are of % in each group. Some totals may differ due to rounding.

All tables prepared from Statistics New Zealand 2006 Census data, unless otherwise noted.

Northland: Households

Family Type of Families in Private Dwellings

	Northland			New Zealand
	Number	%	Rank *	%
Couple Only	9,006	41.8	26	39.9
Two Parent Family	8,139	37.8	52	42.0
One Parent Family	4,386	20.4	19	18.1
Total	21,528	100.0		100.0

Family Income

	Northland			New Zealand
	Number	%	Rank *	%
Nil or Loss	183	0.9	19	0.7
\$1-\$5,000	243	1.1	17	1.0
\$5,001-\$10,000	321	1.5	6	1.0
\$10,001-\$15,000	591	2.7	3	1.8
\$15,001-\$20,000	1,089	5.1	2	3.7
\$20,001-\$25,000	2,382	11.1	4	7.7
\$25,001-\$30,000	927	4.3	2	3.3
\$30,001-\$35,000	1,287	6.0	3	4.5
\$35,001-\$40,000	1,179	5.5	3	4.4
\$40,001-\$50,000	1,893	8.8	17	7.8
\$50,001-\$70,000	3,237	15.0	37	15.9
\$70,001-\$100,000	2,388	11.1	63	15.8
\$100,001+	2,007	9.3	61	18.5
Not Specified	3,807	17.7		13.9
Total	21,528	100.0		100.0
Median (\$)	43,500		63	

The median family income for New Zealand as a whole is \$59,000.

Social Marital Status

	Northland			New Zealand
	Number	%	Rank *	%
Married	26,469	42.3	42	43.7
Other Partnership	9,582	15.3	9	13.5
Total Partnership	36,048	57.6	32	57.3
Non-Partnered	19,743	31.5	51	36.2
Not Stated	6,783	10.8		6.6
Total	62,577	100.0		100.0

Household Composition of Private Dwellings

	Northland			New Zealand
	Number	%	Rank *	%
One Family	20,040	67.2	40	67.8
Two Families	708	2.4	25	2.5
Three or More Families	24	0.1	35	0.2
Non-Family Household	969	3.3	50	5.0
One Person Household	6,873	23.1	30	22.6
Not Available	1,194	4.0		1.9
Total Households	29,808	100.0		100.0

Access to Telecommunications

	Northland			New Zealand
	Number	%	Rank *	%
No Access	1,194	4.0	4	2.0
Cellphone	18,801	63.1	59	71.1
Telephone	23,499	78.8	59	87.8
Fax	8,262	27.7	20	24.9
Internet	13,677	45.9	60	58.0
Total Households	29,808	100.0		100.0

Households reporting more than one means of access to telecommunications have been counted in each stated category. Thus the sum of responses in the table will be greater than the number of households.

Tenure of Dwellings

	Northland			New Zealand
	Number	%	Rank *	%
Owned	18,396	61.7	40	62.7
- mortgage	8,487	28.5	55	32.9
- no mortgage	8,937	30.0	23	27.1
- mortgage not specified	972	3.3	12	2.7
Not owned	8,616	28.9	35	31.1
- paying rent	6,402	21.5	50	26.7
- no rent	2,076	7.0	3	3.9
- rent not specified	135	0.5	28	0.4
Tenure not specified	2,796	9.4		6.2
Total households	29,808	100.0		100.0

Socio-Economic Status Decile of Schools in the Electorate, July 2007

Decile	Northland				New Zealand	
	Number of Schools	%	Number of Pupils	%	% of Schools	% of Pupils
One	26	23.9	3,156	19.1	10.4	7.4
Two	28	25.7	3,393	20.5	9.7	7.5
Three	17	15.6	3,209	19.4	9.6	7.9
Four	12	11.0	1,711	10.3	9.9	9.6
Five	8	7.3	975	5.9	9.7	10.1
Six	12	11.0	1,944	11.7	9.5	9.5
Seven	3	2.8	362	2.2	9.9	10.7
Eight	2	1.8	1,422	8.6	9.1	9.3
Nine	1	0.9	381	2.3	9.8	10.4
Ten	0	0.0	0	0.0	10.0	14.6
Not allocated	0	0.0	0	0.0	2.3	3.0
Total	109	100.0	16,553	100.0	100.0	100.0

Decile Ten is the highest socio-economic status.

Prepared from Ministry of Education data.

Index of Socioeconomic Deprivation for Areas within the Electorate

Area Unit	Index of Deprivation 2006 ⁽¹⁾
Russell	4
Opua West	4
Waihou Valley-Hupara	4
Opouteke-Tanekaha	4
Waiotira-Springfield	4
Tauhoa-Puhoi	4
Cape Rodney	4
Opua East	5
Kapiro	5
Waitangi	5
Maungaru	5
Mangawhai Heads	5
Kerikeri	6
Punaruku-Kiripaka	6
Rehia-Oneriri	6
Mangawhai	6
Haruru Falls	7
Bay of Islands	7
Ohaeawai	7
Kaipara Coastal	7
Maungaturoto	7
Taipa Bay-Mangonui	8
Herekino	8
Houhora	8
Motutangi-Kareponia	8
Mangapa-Matauri Bay	8
Paihia	8
Kaiwaka	8
Wellsford	8
Awanui	9
Karikari Peninsula-Maungataniwha	9
Ahipara	9
Kaeo	9
Pokere-Waihaha	9
Okaihau	9
Ngapuhi-Kaikou	9
Te Kopuru	9
Dargaville	9
Ruawai	9
North Cape	10
Kaitaia West	10
Kaitaia East	10
Kohukohu	10
Rawene	10
Omapere and Opononi	10
Hokianga North	10
Hokianga South	10
Kawakawa	10
Moerewa	10
Kaikohe	10
Whangaruru Harbour	10

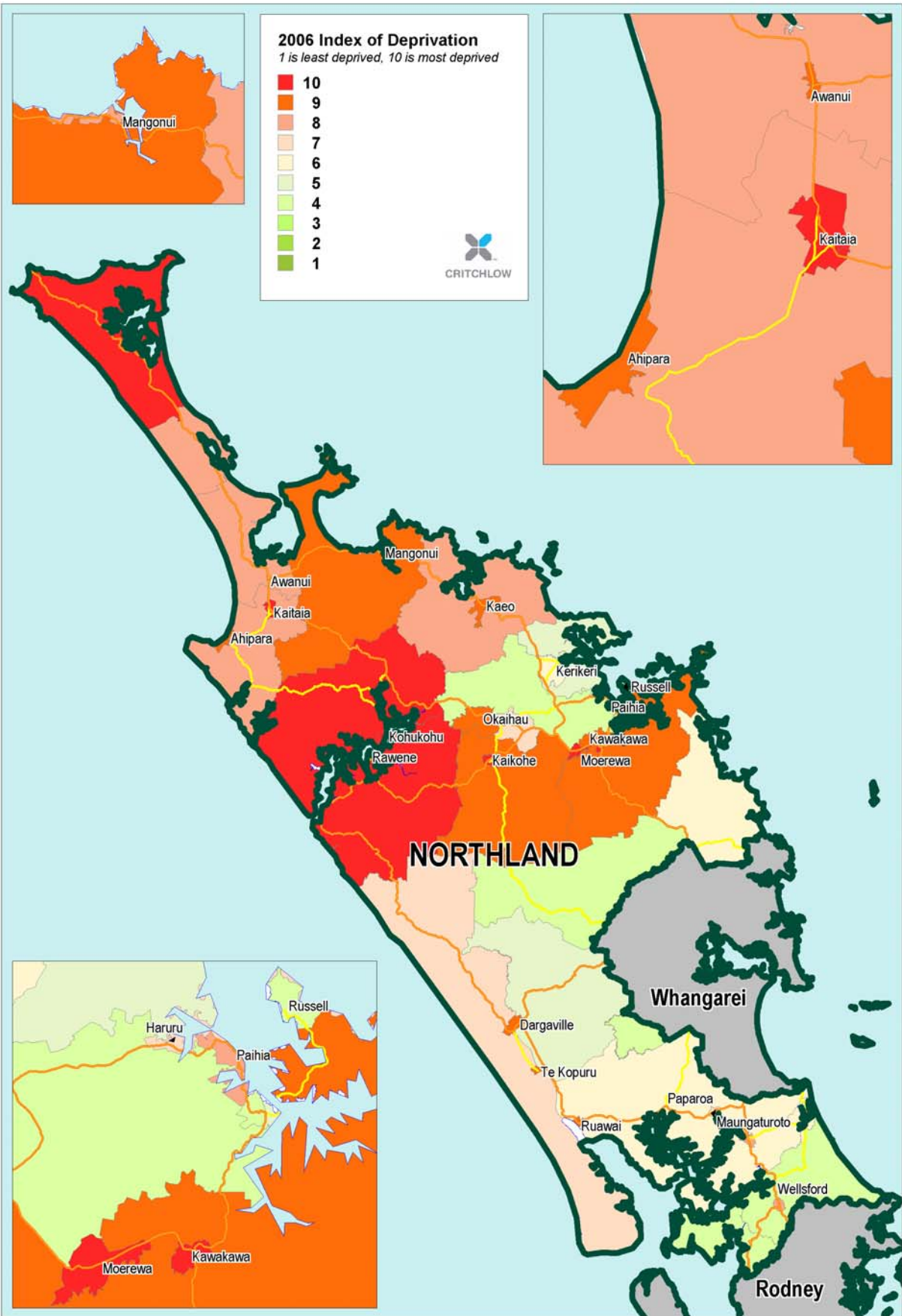
⁽¹⁾ The higher the Index of Deprivation (1 - 10), the more socioeconomically deprived an area is considered (see Glossary). Area Units do not correspond directly to Electorates, therefore only Area Units that are primarily within each Electorate are included.

Prepared from data published by the University of Otago, Wellington.

* Rank 1 (high) to 63 (low) among general electorates. Ranks are of % in each group. Some totals may differ due to rounding.

All tables prepared from Statistics New Zealand 2006 Census data, unless otherwise noted.

Index of Deprivation Map



Northland: Work

Personal Income of the Population aged 15 years and over

	Northland			New Zealand
	Number	%	Rank *	%
Nil or Loss	3,108	5.0	27	5.1
\$1-\$5,000	3,666	5.9	62	7.0
\$5,001-\$10,000	5,208	8.3	6	7.2
\$10,001-\$15,000	8,667	13.9	9	11.3
\$15,001-\$20,000	6,165	9.9	14	8.2
\$20,001-\$25,000	4,821	7.7	18	7.0
\$25,001-\$30,000	4,512	7.2	30	6.8
\$30,001-\$35,000	3,606	5.8	53	6.4
\$35,001-\$40,000	3,405	5.4	59	6.4
\$40,001-\$50,000	3,744	6.0	63	8.3
\$50,001-\$70,000	3,609	5.8	61	8.9
\$70,001-\$100,000	1,203	1.9	60	4.0
\$100,001+	1,086	1.7	56	3.3
Not Specified	9,783	15.6		10.2
Total	62,577	100.0		100.0
Median (\$)	19,700		62	

The median personal income for New Zealand as a whole is \$24,400.

Income Support Received by those aged 15 years and over

	Northland			New Zealand
	Number	%	Rank *	%
NZ Superannuation or Veterans Pension	9,882	15.8	21	13.9
Unemployment Benefit	2,871	4.6	7	2.9
Sickness Benefit	2,061	3.3	5	2.2
Domestic Purposes Benefit	2,586	4.1	10	2.9
Invalids Benefit	2,043	3.3	11	2.4
Student Allowance	513	0.8	58	2.0
Other government benefits	1,938	3.1	33	3.0
No government benefit	51,882	82.9	59	87.3
Not specified	6,825	10.9		6.3
Total aged 15 and over	62,577	100.0		100.0

People reporting themselves in more than one category have been counted in each, so the sum of responses in the table may be greater than the number of people responding.

Labour Force and Employment Status of the Population aged 15 years and over

	Northland			New Zealand
	Number	%	Rank *	%
Full-time Employed	26,097	41.7	61	48.4
Part-time Employed	8,946	14.3	38	14.4
Unemployed	2,535	4.1	14	3.4
Total Labour Force	37,578	60.1	59	66.2
Not in Labour Force	20,532	32.8	14	30.4
Labour Force Status Not Specified	4,467	7.1		3.4
Total Aged 15 Years and over	62,577	100.0		100.0
Employed				
- Paid Employee	21,504	34.4	63	47.9
- Employer	3,561	5.7	16	4.5
- Self-Employed, Not Employing	6,723	10.7	5	7.5
- Unpaid Worker in Family Business	2,223	3.6	1	1.3
- Employment Status Not Specified	1,308	2.1	14	1.8
- Total Gainfully Employed	35,043	56.0	58	62.8

Occupations of the Gainfully Employed

	Northland			New Zealand
	Number	%	Rank *	%
Managers	8,187	23.4	5	17.1
Professionals	4,503	12.8	53	18.8
Technicians and Trades Workers	4,023	11.5	50	12.2
Community and Personal Service Workers	2,733	7.8	30	7.9
Clerical and Administrative Workers	3,195	9.1	60	12.1
Sales Workers	2,523	7.2	61	9.4
Machinery Operators and Drivers	1,947	5.6	40	5.8
Labourers	5,313	15.2	14	11.0
Not specified	2,619	7.5		5.7
Total	35,043	100.0		100.0

Business Locations by Industry at February 2006

	Business locations	People employed
Agriculture	4,094	3,070
Services to Agriculture; Hunting and Trapping	261	390
Forestry and Logging	462	380
Commercial Fishing	138	130
Other Mining	26	160
Food Beverage and Tobacco	43	1,030
Textile Clothing Footwear and Leather Mfg	20	25
Wood and Paper Product Manufacturing	79	640
Printing Publishing and Recorded Media	26	85
Petroleum Coal Chemical etc Manufacturing	10	70
Non-Metallic Mineral Product Manufacturing	33	100
Metal Product Manufacturing	42	440
Machinery and Equipment Manufacturing	102	260
Other Manufacturing	70	230
Electricity and Gas Supply	7	150
Water Supply Sewerage and Drainage Services	8	6
General Construction	429	830
Construction Trade Services	583	740
Basic Material Wholesaling	88	300
Machinery and Motor Vehicle Wholesaling	65	180
Personal and Household Good Wholesaling	65	210
Food Retailing	223	1,540
Personal and Household Good Retailing	386	1,160
Motor Vehicle Retailing and Services	240	850
Accommodation Cafes and Restaurants	495	2,320
Road Transport	159	560
Rail Transport	1	0
Water Transport	19	75
Air and Space Transport	11	12
Other Transport	5	9
Services to Transport	45	80
Storage	9	3
Communication Services	72	120
Finance	100	220
Services to Finance and Insurance	29	40
Property Services	1,716	460
Business Services	489	1,130
Government Administration	50	550
Defence	1	0
Education	252	2,320
Health Services	186	1,600
Community Services	69	1,060
Motion Picture Radio and Television Services	22	65
Libraries Museums and the Arts	59	260
Sport and Recreation	163	240
Personal Services	150	170
Other Services	162	830
Total All Industry	11,764	25,120

These data are for the approximate electorate, to the nearest area unit. Included: enterprises having annual GST sales of \$30,000+ or other indicator of economic significance. Prepared from Stats NZ Business Demographic data.

Industries of the Gainfully Employed

	Northland			New Zealand	
	Number	%	Rank *		%
Agriculture, forestry and fishing	6,768	19.3	7		6.8
Mining	135	0.4	9		0.2
Manufacturing	2,841	8.1	55		11.0
Electricity, gas, water and waste services	240	0.7	10		0.5
Construction	2,967	8.5	19		7.5
Wholesale trade	810	2.3	62		5.0
Retail trade	3,183	9.1	45		9.9
Accommodation	2,376	6.8	13		5.6
Transport, postal and warehousing	1,071	3.1	53		4.1
Information media and telecommunications	222	0.6	62		1.9
Financial and insurance services	441	1.3	62		3.2
Rental, hiring and real estate services	1,149	3.3	11		2.7
Professional, scientific and technical services	1,431	4.1	56		7.8
Administrative and support services	855	2.4	56		3.3
Public administration and safety	846	2.4	52		4.1
Education and training	2,655	7.6	20		7.2
Health care and social assistance	2,445	7.0	47		8.1
Arts and recreation services	459	1.3	51		1.6
Other services	1,248	3.6	47		3.9
Not Elsewhere Included	2,901	8.3			5.6
Total	35,043	100.0			100.0

* Rank 1 (high) to 63 (low) among general electorates. Ranks are of % in each group. Some totals may differ due to rounding.

All tables prepared from Statistics New Zealand 2006 Census data, unless otherwise noted.

Glossary

Term	Meaning
Abbreviations	The party abbreviations for 2005 are: 99 MP Party (99MP), ACT New Zealand (ACT), Alliance (ALL), Anti-Capitalist Alliance (ACA), Aotearoa Legalise Cannabis Party (ALCP), Christian Heritage NZ (CH), Communist League (CL), Democrats for Social Credit (DEM), Destiny New Zealand (DEST), Direct Democracy Party (DDP), Equal Values Party (EVP), Green Party (GRE), Human Rights (HR), Independent (IND), Jim Anderton's Progressive (JAP), Labour Party (LAB), Libertarianz (LIB), Māori Party (MP), National Party (NAT), New Zealand First Party (NZF), NZ Economic Euthenics (NZEE), NZ Family Rights Protection Party (NZFRP), NZ Republicans Party (NZREP), OneNZ Party (OneNZ), Rangitikei First (RF), Restore All Things in Christ (RATIC), The Republic of NZ Party (REP), United Future New Zealand (UF).
	The party abbreviations for 2002 are: ACT (ACT), Alliance (ALL), Anti-Capitalist Alliance (ACA), Aotearoa NZ Youth (ANZY), Aroha Ngia Tatou (ANT), Beneficiaries (BEN), Christian Heritage (CH), Communist League (CL), Green Party (GRE), Human Rights (HR), Independent (IND), Labour Party (LAB), Legalise Cannabis (LC), Libertarianz (LIB), MAI (MAI), Mana Maori (MM), Maori Party (MP), National Party (NAT), New Generation (NG), Nga Iwi Morehu (NIM), NMP (NMP), NZ Economic Euthenics (NZEE), NZ Equal Rights (NZER), NZ First (NZF), OneNZ Party (1NZ), Outdoor Rec. NZ (ORNZ), P.C.P Coalition (PCPC), Progressive Coalition (PC), Project Hope (PH), Quality of Life (QOL,) Reform's Tahī (RT), United Future (UF).
Area Units	Area Units are aggregations of meshblocks. They are non-administrative areas intermediate between meshblocks and territorial authorities. Area units of main or secondary urban areas generally coincide with suburbs or parts thereof. Area units within urban areas normally contain 3,000-5,000 population though this can vary due to such things as industrial areas, port areas, rural areas and so on within the urban area boundaries. In rural areas, the straddling of some territorial authorities over regional boundaries has resulted in a number of area units having only 2 or 3 meshblocks and a very low population count. (Statistics New Zealand).
Average	The sum of a list of numbers, divided by the total number of numbers in the list. Also called arithmetic mean.
Census usually resident population	Population as calculated on census night, the latest census figures being as at March 2006. The census usually resident population count is all people counted in New Zealand on census night excluding overseas visitors and New Zealand residents temporarily overseas.
Employment	Full-time employment is equal to people working 30 or more hours per week. Part-time employment is equal to people working 1-29 hours per week.
General electoral population	Total ordinarily resident population as shown in the census of population and dwellings, with the exception of the Māori electoral population.
Income	Includes income from all sources, including not only wages and salaries, but also other sources such as benefits, interest payments etc. Income figures given are for before tax (gross) income.
Index of Socioeconomic Deprivation	The Index of Deprivation (a number from 1 to 10) is high for an area with a high degree of socioeconomic "deprivation", and is low for an affluent or less needy area. In New Zealand as a whole, small areas are evenly divided among the ten deciles. The index is calculated from such factors as proportions of people dependent on benefits, unemployed, and living in a single-parent family, and proportions of households with income below a certain threshold, with no access to a telephone, and with no access to a car.
	For more information, see the NZDep2006 Index of Deprivation Research Report (http://www.wnmeds.ac.nz/academic/dph/research/socialindicators.html)
Māori electoral population	A figure representing both the persons registered as electors of the Māori electoral districts and a proportion of the persons of New Zealand Māori descent under the age of 18 years. The proportion is determined by dividing the total number of persons registered as electors of Māori electoral districts by the number of persons of New Zealand Māori descent registered.
Mean	The sum of a list of numbers, divided by the total number of numbers in the list. Also called arithmetic mean or average.

Median	Median is the "middle value" of a list. The smallest number such that at least half the numbers in the list are no greater than it. If the list has an odd number of entries, the median is the middle entry in the list after sorting the list into increasing order. If the list has an even number of entries, the median is equal to the sum of the two middle (after sorting) numbers divided by two.
Meshblock	The meshblock is the smallest geographic area used by Statistics New Zealand in the collection and/or processing of data. The meshblock is thus the building block for aggregation into larger areas such as area units and urban areas.
	Over time, the division of meshblocks and changes in population patterns have resulted in meshblock population counts having a considerable range. There are meshblocks with nil population and some with over 500 population. There are over 42,000 meshblocks across New Zealand. (Statistics New Zealand).
Quotas	The Electoral Act 1993 provides that the South Island has 16 General electoral districts. The General electoral population of the South Island is divided by 16 to give the South Island quota. The North Island General electoral population is then divided by the South Island quota to give the number of North Island General electoral districts. The North Island General electoral population is divided by the number of North Island General electorates to give the North Island quota. For the 2007 electorate boundaries, the South Island quota is 57,562 and the North Island quota is 57,243.
	In a similar way, the Māori electoral population is divided by the South Island quota and rounded to give the number of Māori electoral districts. The Māori electoral quota is the Māori electoral population divided by the number of Māori electoral districts. For the 2007 electorate boundaries, the Māori quota is 59,583. For both General and Māori electoral districts the Commission may allow the electoral population to vary from quota by up to plus or minus 5%.
Rounding	Census data have been randomly rounded to multiples of three to protect confidentiality. Individual figures may not add up to totals, and values for the same data may vary in different tables.
Suppression	Census data have been suppressed in areas containing less than six individuals. This affects data in the Household Composition, Labour Force and Employment Status, and Industries of the Gainfully Employed tables.
Total responses	Several census variables allow people to provide more than one response to the question. When a person has reported more than one response they will be counted in each group they reported. This means that the total population will be greater than the usual subject population for that variable, as individuals may be counted more than once.

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