Infometrics

REGIONAL ECONOMIC PROFILE

2025

Te Hiku Rohe

Contents

Economy

The New Zealand economy in 2025

The New Zealand economy contracted 0.9%pa over the March 2025 year, the first March year end decline since 2021. The NZ economy recorded a technical recession during the June and September 2024 quarters as activity fell on a quarter-on-quarter basis by 0.6% and 1.3% respectively. The decline in the September quarter was exacerbated by the electricity crisis which saw wholesale electricity prices soar, driving industrial production lower.

The industries which saw the largest declines over the March 2025 year were construction (-8.5%pa), wholesale trade (-3.6%pa), and electricity, gas, water, and waste services (-3.5%pa). Activity in the construction sector was falling off a high base as activity rallied over the two years prior following a period of low interest rates. Weak consumer spending weighed on activity as the Reserve Bank kept the official cash rate at a heightened 5.5% to curb inflation.

Economic growth began to emerge over the second half of the year to March 2025. Activity began to bounce back as the Reserve Bank cut the official cash rate by 175 basis points between August 2024 and March 2025, taking the OCR down to 3.75% from 5.5%.

A few industries bucked the trend in annual economic growth, led by agriculture, forestry, and fishing (+4.6%pa), rental, hiring and real estate services (+4.4%pa), and education and training (+3.5%pa).

How fast has Te Hiku Rohe's economy grown?

Gross Domestic Product (GDP) is a fundamental economic indicator that measures the value added from the production of goods and services. This section presents estimates of GDP for Te Hiku Rohe for the year to March 2022 and previous years. GDP is measured in 2025 prices.

Figure 1. Gross domestic product

Annual average % change, year to March 2025

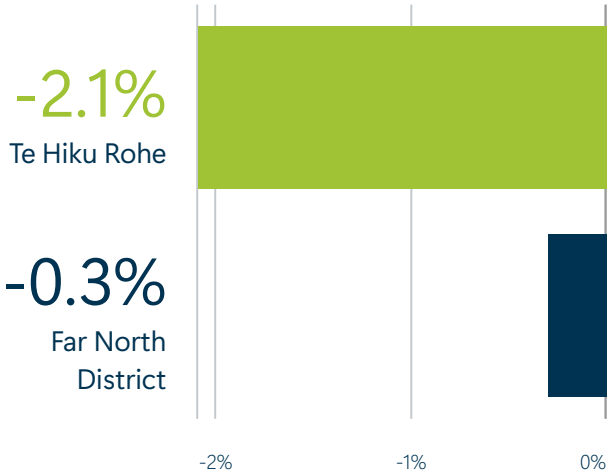
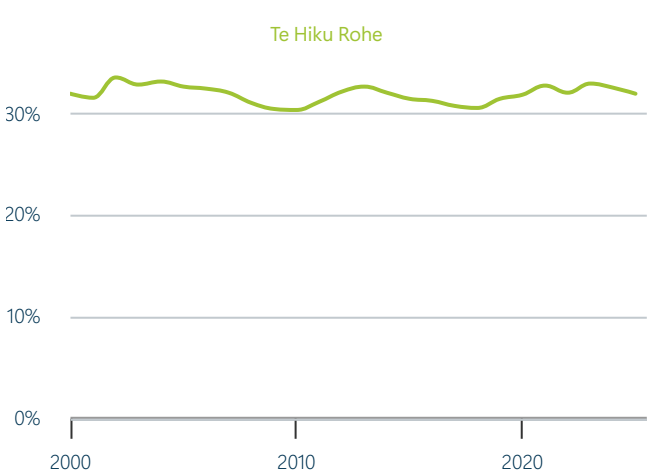


Figure 2. Gross domestic product

Te Hiku Rohe share of Far North District, March years



Highlights

- GDP in Te Hiku Rohe measured $1,096.1m in the year to March 2025, down 2.1% from a year earlier. Growth was lower than in Far North District (-0.3%).
- Economic growth in Te Hiku Rohe averaged 2.9%pa over the 10 years to 2025 compared with an average of 2.7%pa in Far North District.
- Growth in Te Hiku Rohe reached a high of 9.6% in 2002 and a low of -3.2% in 2009.
- In the year to March 2025, Te Hiku Rohe accounted for 32.0% of total GDP in Far North District, down from 32.6% in 2024.

Table 1. Gross domestic product

March years, 2025 prices

	Te Hiku Rohe				Far North District		
Year	Level	% change (annual average)	Absolute change (annual average)	% of Far North District	Level	% change (annual average)	Absolute change (annual average)
2001	$631.8m			31.6%	$1,999.5m		
2006	$794.7m	4.7%	$33.0m	32.5%	$2,443.8m	4.1%	$89.0m
2011	$776.4m	-0.5%	-$4.0m	31.2%	$2,484.9m	0.3%	$8.0m
2016	$848.0m	1.8%	$14.0m	31.3%	$2,706.6m	1.7%	$44.0m
2021	$1,051.0m	4.4%	$41.0m	32.8%	$3,208.5m	3.5%	$100.0m
2022	$1,070.5m	1.9%	$19.5m	32.1%	$3,339.8m	4.1%	$131.3m
2023	$1,125.9m	5.2%	$55.4m	33.0%	$3,416.8m	2.3%	$77.0m
2024	$1,119.7m	-0.6%	-$6.2m	32.6%	$3,433.7m	0.5%	$16.9m
2025	$1,096.1m	-2.1%	-$23.6m	32.0%	$3,422.8m	-0.3%	-$10.9m

What is the industrial structure of Te Hiku Rohe's economy?

This section shows how different industries contribute to the Te Hiku Rohe economy. At the broadest level, we look at GDP in terms of primary industries, goods-producing industries, high-value services, other services, and other sectors. We also look at the contribution to GDP in terms of the more detailed 1-digit ANZSIC06 industries. Further information about the industrial classification is given in the Technical Notes at the end of the document.

Figure 3. Economic structure by broad sectors, 2025

% of total, year to March 2025

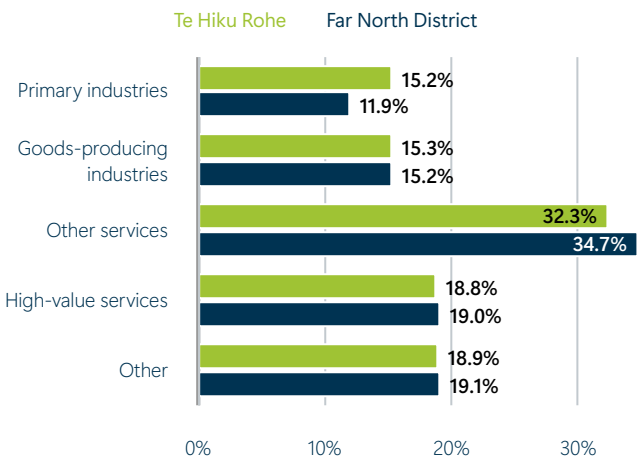
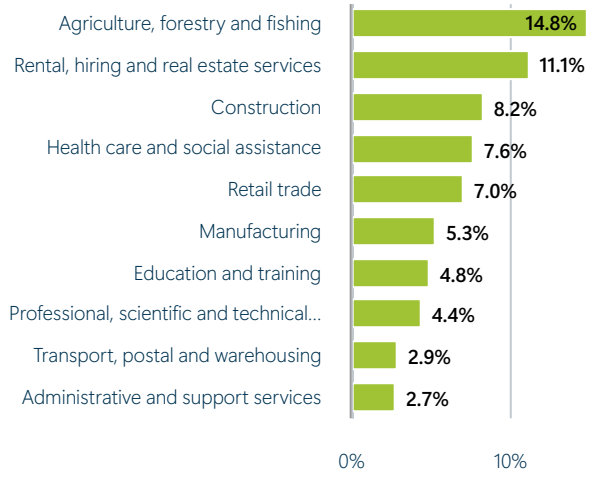


Figure 4. Ten largest ANZSIC Level 1 industries, 2025

% of total, year to March 2025



Highlights

- Among the broad economic sectors other services accounted for the largest proportion of GDP (32.3%) in Te Hiku Rohe, which was lower than in Far North District (34.7%).
- Goods-producing industries accounted for the second largest proportion in Te Hiku Rohe (15.3%) compared with 15.2% in Far North District.
- Primary industries accounted for the smallest proportion in Te Hiku Rohe (15.2%) compared with 11.9% in Far North District.

Table 2. Gross domestic product by industry, 2025

2025 prices, year to March 2025

ANZSIC Level 1 industries		Te Hiku Rohe		Far North District	
Code	Name	Level	% of total	Level	% of total
A	Agriculture, forestry and fishing	$162.3m	14.8%	$402.3m	11.8%
L	Rental, hiring and real estate services	$121.6m	11.1%	$378.3m	11.1%
E	Construction	$90.0m	8.2%	$240.1m	7.0%
Q	Health care and social assistance	$83.6m	7.6%	$238.9m	7.0%
G	Retail trade	$76.4m	7.0%	$228.8m	6.7%
C	Manufacturing	$57.7m	5.3%	$224.8m	6.6%
P	Education and training	$53.1m	4.8%	$149.9m	4.4%
M	Professional, scientific and technical services	$47.8m	4.4%	$168.9m	4.9%
I	Transport, postal and warehousing	$31.6m	2.9%	$92.7m	2.7%
N	Administrative and support services	$29.6m	2.7%	$73.3m	2.1%
S	Other services	$29.5m	2.7%	$65.3m	1.9%
O	Public administration and safety	$26.4m	2.4%	$144.8m	4.2%
H	Accommodation and food services	$25.4m	2.3%	$128.3m	3.8%
D	Electricity, gas, water and waste services	$13.7m	1.3%	$55.5m	1.6%
K	Financial and insurance services	$12.5m	1.1%	$44.4m	1.3%
F	Wholesale trade	$10.8m	1.0%	$69.0m	2.0%
J	Information media and telecommunications	$8.3m	0.8%	$22.2m	0.7%
R	Arts and recreation services	$5.3m	0.5%	$35.6m	1.0%
B	Mining	$3.1m	0.3%	$4.2m	0.1%
	Owner-occupied property operation	$131.4m	12.0%	$414.7m	12.1%
	Unallocated	$76.1m	6.9%	$240.7m	7.0%
	Total	**$1,096.1m**	**100.0%**	**$3,422.8m**	**100.0%**

Which broad industries made the largest contribution to economic growth?

Although an industry may be growing rapidly, if it is small relative to a region's total economy, its contribution to overall GDP growth may also be small. This section, investigates which industries made the largest contribution to the overall growth of Te Hiku Rohe's economy after taking into account their different respective relative sizes.

Figure 5. Top five industries, ANZSIC Level 1, 2024 - 2025

Absolute change in GDP, March years, 2025 prices

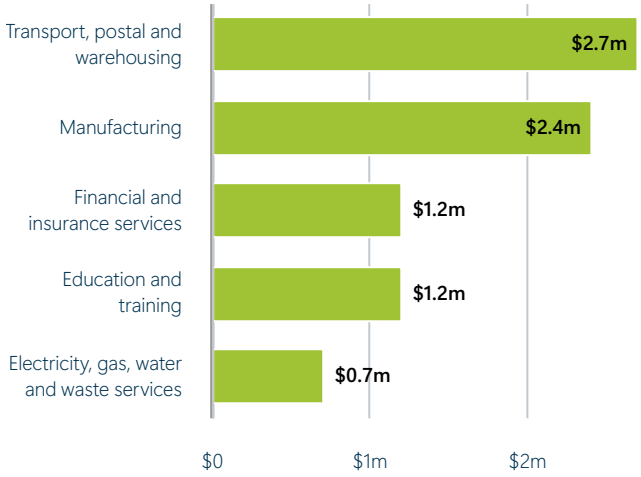
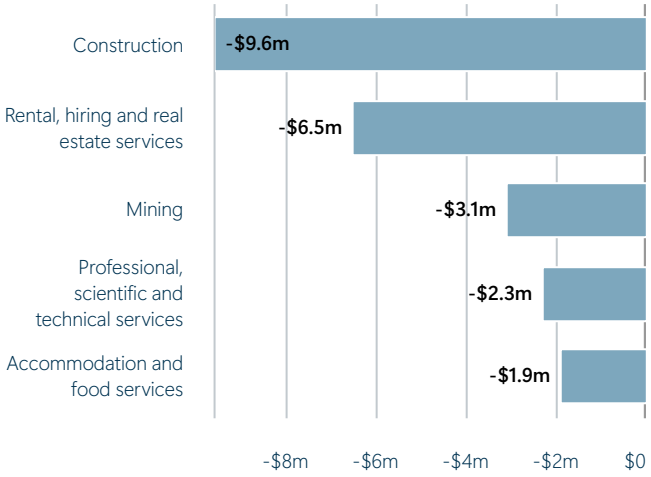


Figure 6. Bottom five industries, ANZSIC Level 1, 2024 - 2025

Absolute change in GDP, March years, 2025 prices



Highlights

- Transport, postal and warehousing made the largest contribution to overall growth in Te Hiku Rohe between 2024 and 2025. The industry grew by 9.3% over the period and contributed $2.7m to the district's total growth of -$23.6m.
- The next largest contributor was manufacturing ($2.4m) followed by financial and insurance services ($1.2m).
- The largest detractor from growth was construction which declined by $9.6m. Rental, hiring and real estate services (-$6.5m) was the next largest detractor.

Table 3. ANZSIC Level 1 industries ranked by contribution to growth, 2024-2025

March years, 2025 prices

ANZSIC Level 1 industries	Te Hiku Rohe				
Name	2024	2025	Absolute growth	% point contribution to growth	Annual growth
Transport, postal and warehousing	$28.9m	$31.6m	$2.7m	0.24%	9.3%
Manufacturing	$55.3m	$57.7m	$2.4m	0.21%	4.3%
Financial and insurance services	$11.3m	$12.5m	$1.2m	0.11%	10.6%
Education and training	$51.9m	$53.1m	$1.2m	0.11%	2.3%
Electricity, gas, water and waste services	$13.0m	$13.7m	$0.7m	0.06%	5.4%
Arts and recreation services	$4.8m	$5.3m	$0.5m	0.04%	10.4%
Public administration and safety	$26.4m	$26.4m	$0.0m	0.00%	0.0%
Wholesale trade	$11.1m	$10.8m	-$0.3m	-0.03%	-2.7%
Agriculture, forestry and fishing	$162.9m	$162.3m	-$0.6m	-0.05%	-0.4%
Health care and social assistance	$84.4m	$83.6m	-$0.8m	-0.07%	-0.9%
Retail trade	$77.5m	$76.4m	-$1.1m	-0.10%	-1.4%
Administrative and support services	$30.9m	$29.6m	-$1.3m	-0.12%	-4.2%
Information media and telecommunications	$9.7m	$8.3m	-$1.4m	-0.12%	-14.4%
Other services	$31.1m	$29.5m	-$1.6m	-0.14%	-5.1%
Accommodation and food services	$27.3m	$25.4m	-$1.9m	-0.17%	-7.0%
Professional, scientific and technical services	$50.1m	$47.8m	-$2.3m	-0.20%	-4.6%
Mining	$6.2m	$3.1m	-$3.1m	-0.28%	-50.0%
Rental, hiring and real estate services	$128.1m	$121.6m	-$6.5m	-0.58%	-5.1%
Construction	$99.6m	$90.0m	-$9.6m	-0.85%	-9.6%
Total	**$1,119.7m**	**$1,096.1m**	**-$23.6m**	**-2.10%**	**-2.1%**

Business

How fast did the number of business units grow in Te Hiku Rohe?

The number of businesses in an area is an indicator of the health of the economy. For example, growth in the number of businesses in an area reflects increased entrepreneurial activity and economic activity as entrepreneurs are prepared to take risks and start new ventures. This section shows Te Hiku Rohe's recent performance in business unit growth.

Figure 7. Business unit growth, 2025

Annual average % change, as at February 2025

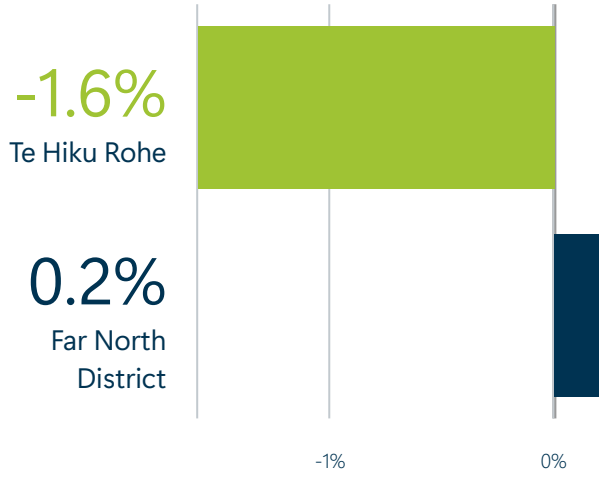
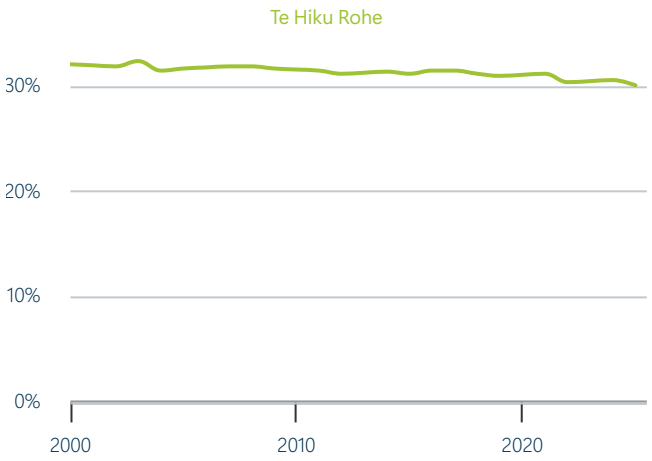


Figure 8. Business units

Te Hiku Rohe share of Far North District, March years



Highlights

- Total business units in Te Hiku Rohe measured 2,577 in February 2025, down 1.6% from a year earlier. Growth was lower than in Far North District (0.2%).
- Business units growth in Te Hiku Rohe averaged 1.0%pa over the 10 years to 2025 compared with an average of 1.4%pa in Far North District.
- Business units growth in Te Hiku Rohe reached a high of 4.3% in 2006 and a low of -3.3% in 2010.
- In the year to March 2025, Te Hiku Rohe accounted for 30.1% of business numbers in Far North District, down from 30.6% in 2024.

Table 4. Business unit growth

Geographic units, as at February 2025

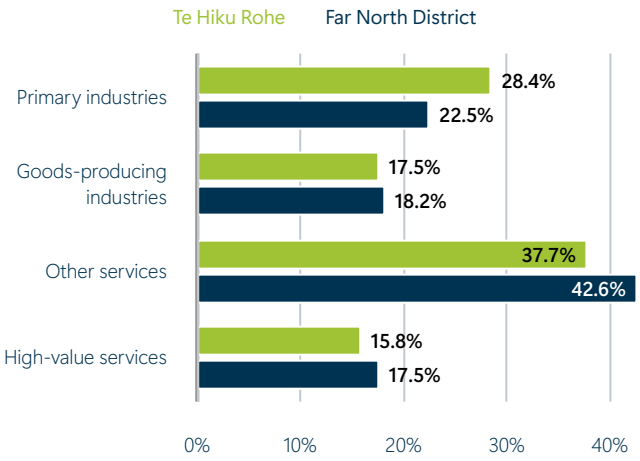
	Te Hiku Rohe				Far North District		
Year	Level	% change (annual average)	Absolute change (annual average)	% of Far North District	Level	% change (annual average)	Absolute change (annual average)
2001	2,109			32.0%	6,597		
2006	2,466	3.2%	71	31.8%	7,755	3.3%	232
2011	2,409	-0.5%	-11	31.5%	7,641	-0.3%	-23
2016	2,370	-0.3%	-8	31.5%	7,521	-0.3%	-24
2021	2,457	0.7%	17	31.2%	7,875	0.9%	71
2022	2,553	3.9%	96	30.4%	8,385	6.5%	510
2023	2,586	1.3%	33	30.5%	8,484	1.2%	99
2024	2,619	1.3%	33	30.6%	8,550	0.8%	66
2025	2,577	-1.6%	-42	30.1%	8,568	0.2%	18

In which industries are businesses concentrated in Te Hiku Rohe?

The number of business units in an area is determined by the industries in the region, their direct economic exposure and the typical size of business units within the industry. This section examines the composition of business units in Te Hiku Rohe by broad industry categories and 1-digit ANZSIC06 industries.

Figure 9. Business units by broad sectors, 2025

% of total, as at February 2025



Highlights

- Among the broad economic sectors other services accounted for the largest proportion of business units (37.7%) in Te Hiku Rohe, which was lower than in Far North District (42.6%).
- Goods-producing industries accounted for 17.5% in Te Hiku Rohe compared with 18.2% in Far North District.
- High-value services accounted for the smallest proportion in Te Hiku Rohe (15.8%) compared with 17.5% in Far North District.

Table 5. Business units by industry, 2025

As at February 2025

ANZSIC Level 1 industries		Te Hiku Rohe		Far North District	
Code	Name	Level	% of total	Level	% of total
A	Agriculture, forestry and fishing	738	28.6%	1,923	22.4%
E	Construction	372	14.4%	1,215	14.2%
L	Rental, hiring and real estate services	324	12.6%	1,350	15.8%
M	Professional, scientific and technical services	156	6.1%	603	7.0%
S	Other services	156	6.1%	438	5.1%
G	Retail trade	135	5.2%	447	5.2%
Q	Health care and social assistance	105	4.1%	303	3.5%
H	Accommodation and food services	93	3.6%	465	5.4%
C	Manufacturing	90	3.5%	297	3.5%
K	Financial and insurance services	69	2.7%	291	3.4%
P	Education and training	66	2.6%	243	2.8%
N	Administrative and support services	60	2.3%	255	3.0%
I	Transport, postal and warehousing	57	2.2%	237	2.8%
R	Arts and recreation services	51	2.0%	183	2.1%
F	Wholesale trade	36	1.4%	135	1.6%
O	Public administration and safety	33	1.3%	93	1.1%
J	Information media and telecommunications	15	0.6%	57	0.7%
D	Electricity, gas, water and waste services	9	0.4%	24	0.3%
B	Mining	3	0.1%	9	0.1%
	Total	**2,577**	**100.0%**	**8,568**	**100.0%**

Employment

How fast has employment grown in Te Hiku Rohe?

Employment growth is an economic and social wellbeing indicator. As an economic indicator, positive employment growth shows that businesses in a region are confident in their activity and outlook to expand their workforce. Job creation provides new opportunities for the population in Te Hiku Rohe to earn an income, contribute to the local economy, and choose how they live their lives.

Figure 10. Employment growth, 2025

Annual average % change, year to March 2025

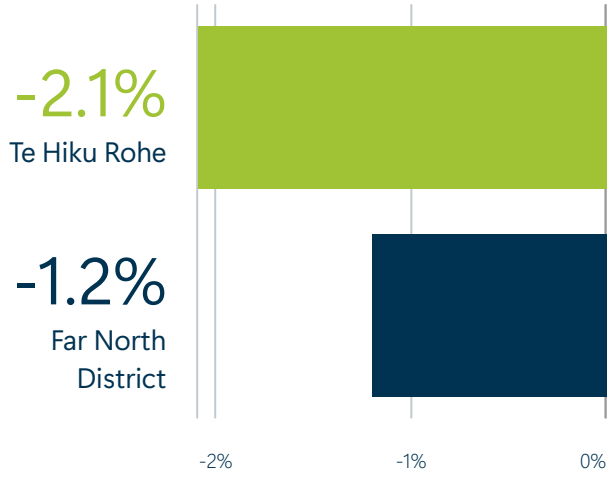
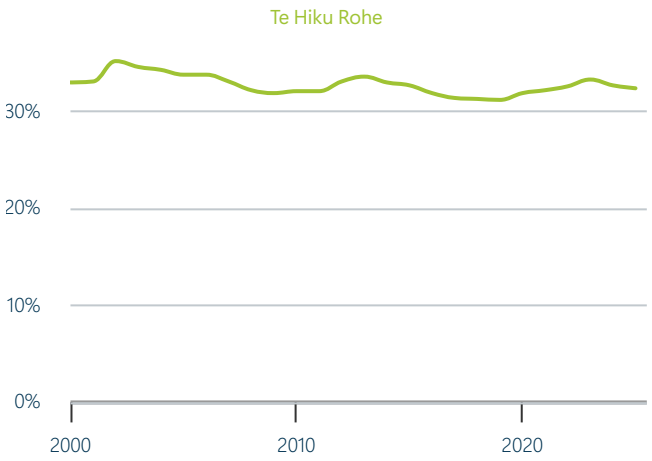


Figure 11. Employment growth

Te Hiku Rohe share of Far North District, March years



Highlights

- Employment in Te Hiku Rohe measured 8,862 in the year to March 2025, down 2.1% from a year earlier. Employment growth was lower than in Far North District (-1.2%).
- Employment growth in Te Hiku Rohe averaged 2.2%pa over the 10 years to 2025 compared with average employment growth of 2.2%pa in Far North District.
- Employment growth in Te Hiku Rohe reached a high of 10.6% in 2002 and a low of -2.5% in 2011.
- In the year to March 2025, Te Hiku Rohe accounted for 32.4% employment in Far North District, down from 32.7% in 2024.

Table 6. Employment

Filled jobs, March years

	Te Hiku Rohe				Far North District		
Year	Level	% change (annual average)	Absolute change (annual average)	% of Far North District	Level	% change (annual average)	Absolute change (annual average)
2001	6,451			33.1%	19,467		
2006	7,546	3.2%	219	33.8%	22,325	2.8%	572
2011	7,015	-1.4%	-106	32.1%	21,874	-0.4%	-90
2016	7,104	0.3%	18	31.9%	22,289	0.4%	83
2021	8,429	3.5%	265	32.2%	26,186	3.3%	779
2022	8,789	4.3%	360	32.6%	26,987	3.1%	801
2023	9,137	4.0%	348	33.3%	27,478	1.8%	491
2024	9,053	-0.9%	-84	32.7%	27,665	0.7%	187
2025	8,862	-2.1%	-191	32.4%	27,332	-1.2%	-333

What is the industrial structure of employment in Te Hiku Rohe?

This section shows the breakdown of Te Hiku Rohe's employment at various levels of industrial disaggregation. At the broadest level total employment is broken down to primary industries, goods-producing industries, high-value services, and other services. We also break down employment to 1-digit industries of the ANZSIC06 classification.

Figure 12. Employment structure by broad sectors

Filled jobs, March years

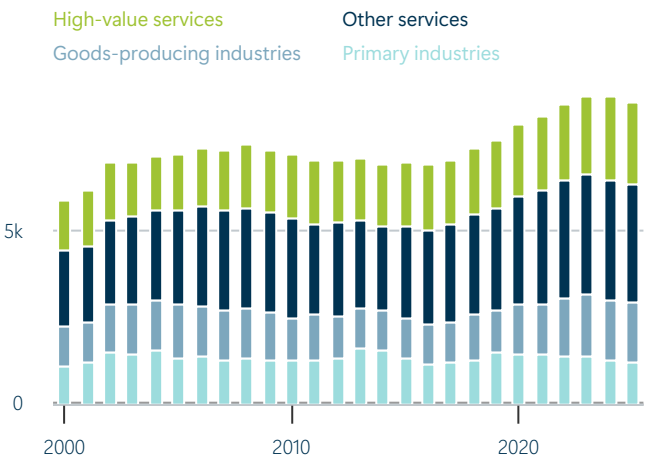
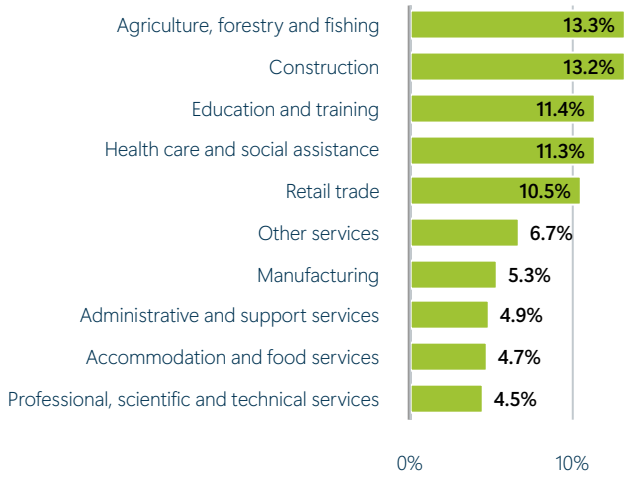


Figure 13. Ten largest ANZSIC Level 1 industries, 2025

% of total, year to March 2025



Highlights

- Among the broad economic sectors other services accounted for the largest proportion of employment (39.0%) in Te Hiku Rohe, which was lower than in Far North District (42.4%).
- High-value services accounted for the second largest proportion of employment in Te Hiku Rohe (26.8%) compared with 27.5% in Far North District.
- Primary industries accounted for the smallest proportion in Te Hiku Rohe (13.6%) compared with 10.8% in Far North District.

Table 7. Employment by industry, 2025

Filled jobs, year to March 2025

ANZSIC Level 1 industries		Te Hiku Rohe		Far North District	
Code	Name	Level	% of total	Level	% of total
A	Agriculture, forestry and fishing	1,175	13.3%	2,875	10.5%
E	Construction	1,166	13.2%	3,090	11.3%
P	Education and training	1,010	11.4%	2,856	10.5%
Q	Health care and social assistance	1,003	11.3%	2,871	10.5%
G	Retail trade	931	10.5%	2,780	10.2%
S	Other services	595	6.7%	1,317	4.8%
C	Manufacturing	469	5.3%	1,888	6.9%
N	Administrative and support services	433	4.9%	1,067	3.9%
H	Accommodation and food services	420	4.7%	2,118	7.8%
M	Professional, scientific and technical services	397	4.5%	1,397	5.1%
L	Rental, hiring and real estate services	278	3.1%	884	3.2%
I	Transport, postal and warehousing	277	3.1%	773	2.8%
O	Public administration and safety	243	2.7%	1,490	5.5%
D	Electricity, gas, water and waste services	107	1.2%	322	1.2%
F	Wholesale trade	92	1.0%	606	2.2%
R	Arts and recreation services	84	1.0%	569	2.1%
J	Information media and telecommunications	62	0.7%	155	0.6%
K	Financial and insurance services	60	0.7%	206	0.8%
B	Mining	49	0.6%	67	0.3%
	Total	**8,862**	**100.0%**	**27,332**	**100.0%**

Highlights

- Among the ANZSIC Level 1 industries, agriculture, forestry and fishing was the largest employer in Te Hiku Rohe in 2025 accounting for 13.3% of total employment.
- The second largest was construction (13.2%) followed by education and training (11.4%).

Which industries have created the most jobs?

The number of people employment in an industry can change over time. These changes are largely driven by economic conditions, such as employer's perception of their future activity and their willingness and ability to create new jobs. In this section we look at which industries have grown and which industries have declined.

Figure 14. Top five employment creating industries, ANZSIC Level 1, 2024 - 2025

Absolute change in filled jobs, March years

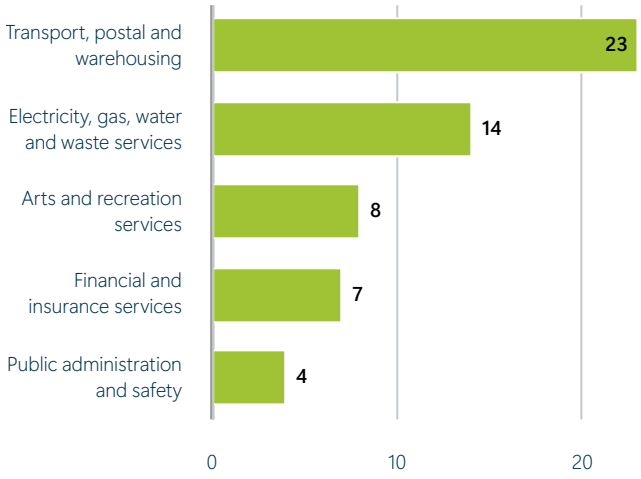


Figure 15. Bottom five employment creating industries, ANZSIC Level 1, 2024 - 2025

Absolute change in filled jobs, March years

Highlights

- Transport, postal and warehousing made the largest contribution to employment growth in Te Hiku Rohe between 2024 and 2025 with the industry adding 23 jobs.
- The next largest contributor to employment was electricity, gas, water and waste services (14 jobs) followed by arts and recreation services (8 jobs).
- The largest detractor from growth over the year was agriculture, forestry and fishing which declined by 53.

Table 8. ANZSIC Level 1 industries ranked by contribution to employment growth, 2024-2025

Filled jobs, March years

ANZSIC Level 1 industries		Te Hiku Rohe				
Code	Name	2024	2025	Absolute growth	% point contribution to growth	Annual growth
I	Transport, postal and warehousing	254	277	23.0	0.25%	9.1%
D	Electricity, gas, water and waste services	93	107	14.0	0.15%	15.1%
R	Arts and recreation services	76	84	8.0	0.09%	10.5%
K	Financial and insurance services	53	60	7.0	0.08%	13.2%
O	Public administration and safety	239	243	4.0	0.04%	1.7%
S	Other services	592	595	3.0	0.03%	0.5%
F	Wholesale trade	92	92	0.0	0.00%	0.0%
P	Education and training	1,016	1,010	-6.0	-0.07%	-0.6%
B	Mining	57	49	-8.0	-0.09%	-14.0%
Q	Health care and social assistance	1,011	1,003	-8.0	-0.09%	-0.8%
J	Information media and telecommunications	74	62	-12.0	-0.13%	-16.2%
C	Manufacturing	484	469	-15.0	-0.16%	-3.1%
M	Professional, scientific and technical services	414	397	-17.0	-0.19%	-4.1%
E	Construction	1,187	1,166	-21.0	-0.23%	-1.8%
G	Retail trade	953	931	-22.0	-0.24%	-2.3%
N	Administrative and support services	463	433	-30.0	-0.33%	-6.5%
L	Rental, hiring and real estate services	310	278	-32.0	-0.35%	-10.3%
H	Accommodation and food services	453	420	-33.0	-0.36%	-7.3%
A	Agriculture, forestry and fishing	1,228	1,175	-53.0	-0.58%	-4.3%
	Total	**9,053**	**8,862**	**-191.0**	**-2.10%**	**-2.1%**

Population

How fast has Te Hiku Rohe's population grown?

Changes in an area's population are driven by two factors: natural increase (births minus deaths) and net migration (arrivals minus departures). A strong regional economy with plentiful job opportunities will help a region retain its population and attract new residents from other regions and abroad.

Figure 16. Population growth, 2025

Annual % change, year to 30 June 2025

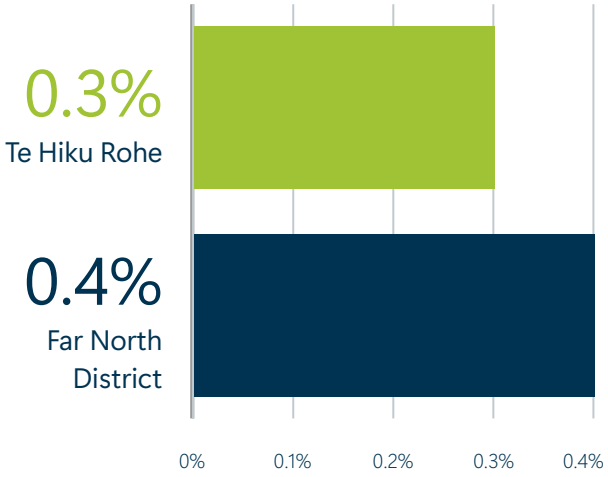
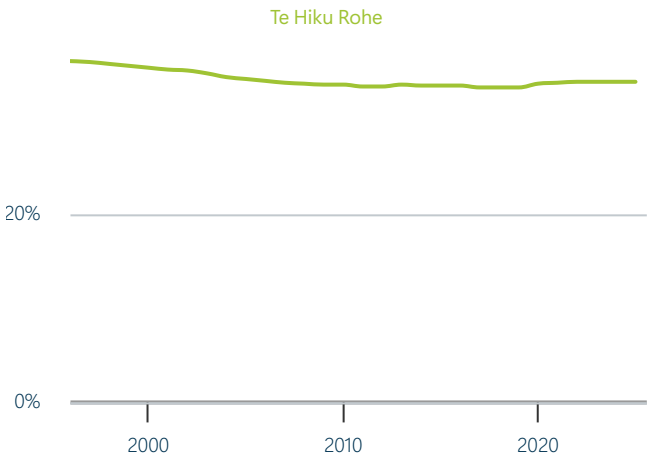


Figure 17. Population growth

Te Hiku Rohe share of Far North District, March years



Highlights

- Te Hiku Rohe's total population was 25,130 in 2025, up 0.3% from a year earlier. Total population grew by 0.4% in Far North District over the same period.
- Population growth in Te Hiku Rohe averaged 0.9%pa over the 5 years to 2025 compared with 0.8%pa in Far North District.
- Since 1996, growth in Te Hiku Rohe reached a high of 3.9%pa in 2020 and a low of -0.8%pa in 2004.
- In the year to March 2025, Te Hiku Rohe accounted for 34.1% of population in Far North District, up from 33.9% in 2020.

Table 9. Population

People, as at 30 June

	Te Hiku Rohe				Far North District		
Year	Level	% change (annual average)	Absolute change (annual average)	% of Far North District	Level	% change (annual average)	Absolute change (annual average)
1996	19,760			36.3%	54,500		
2001	19,970	0.2%	42	35.4%	56,400	0.7%	380
2006	19,690	-0.3%	-56	34.2%	57,500	0.4%	220
2011	20,200	0.5%	102	33.6%	60,100	0.9%	520
2016	21,840	1.6%	328	33.7%	64,900	1.5%	960
2021	24,460	2.3%	524	34.0%	71,900	2.1%	1,400
2022	24,730	1.1%	270	34.1%	72,500	0.8%	600
2023	24,890	0.6%	160	34.1%	72,900	0.6%	400
2024	25,050	0.6%	160	34.1%	73,400	0.7%	500
2025	25,130	0.3%	80	34.1%	73,700	0.4%	300

What is the age composition of Te Hiku Rohe's population?

The age composition of an area's population has implications for the demand for services and facilities, as well as decisions regarding changes to property rates. For example, as a population ages, the demand for certain types of service and new facilities such as schools will decrease. Meanwhile, as a greater proportion of the population retires from work, sources of incomes change and there is likely to be an increase in demand for leisure and care-based facilities.

This section outlines the age composition of Te Hiku Rohe's population by ten year age group. The dependency ratio, the number of under 15 year olds and over 65 year olds as a ratio of the rest of the population, is also provided.

Figure 18. Population by broad age group, 2025

% of total, as at 30 June

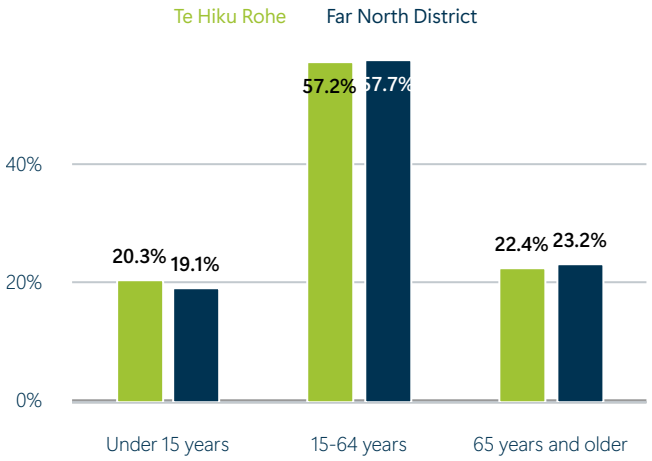
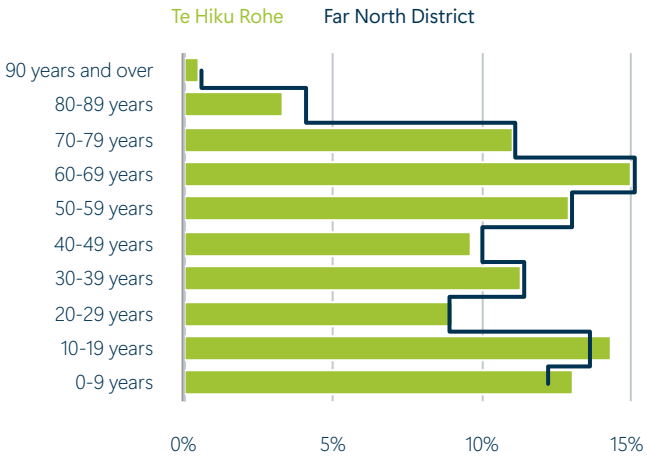


Figure 19. Population by 10-year age group, 2025

% of total, as at 30 June



Highlights

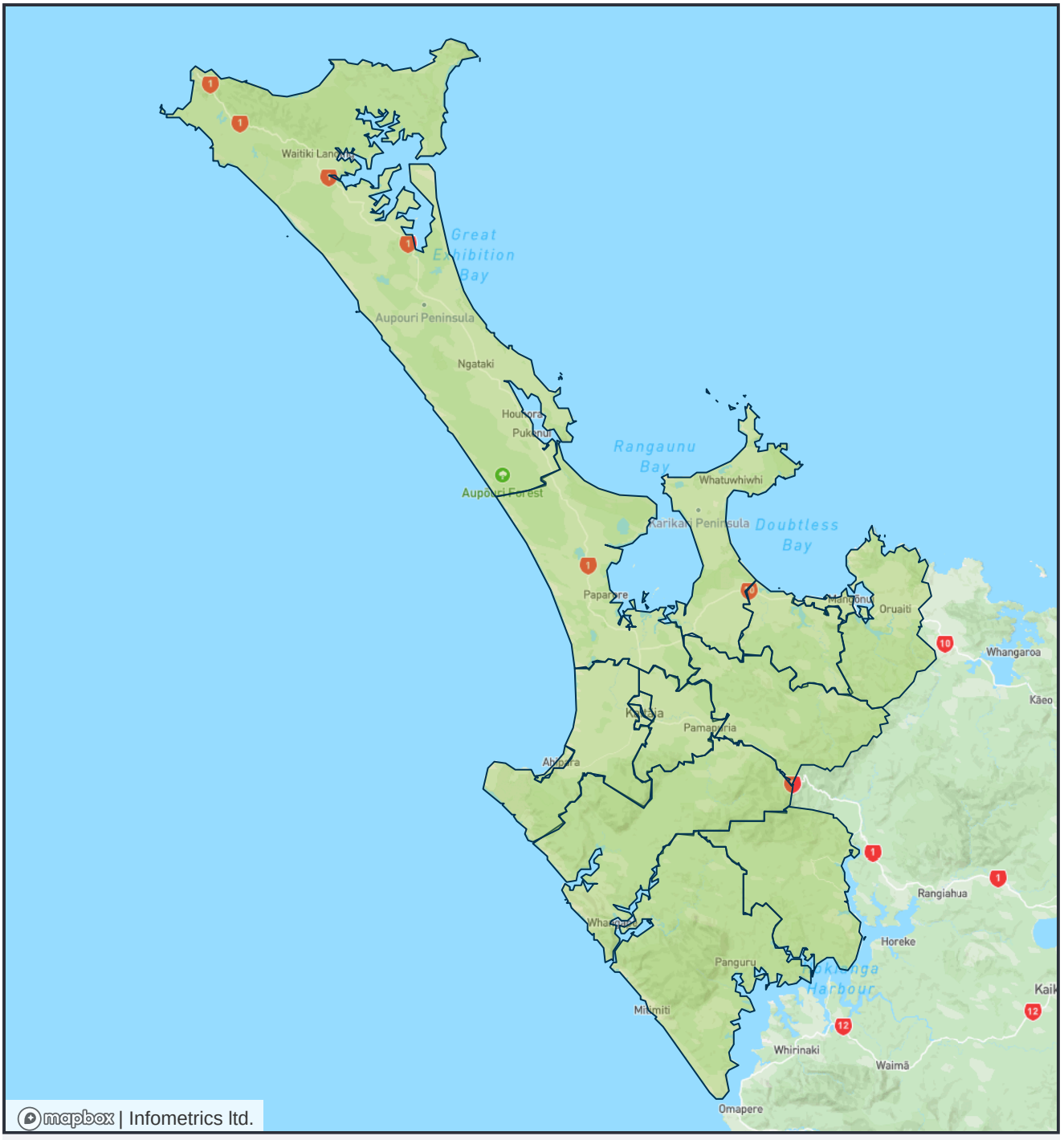
- In 2025, 57.2% of Te Hiku Rohe's population was of working age (15-64). This proportion was lower than in Far North District (57.7%).
- The proportion of young people (0-14) was 20.3% in Te Hiku Rohe. This proportion was higher than in Far North District (19.1%).
- The proportion of people 65 years and older was 22.4% in Te Hiku Rohe. This proportion was lower than in Far North District (23.2%).
- Overall, the dependency ratio was 74.6% in Te Hiku Rohe. This proportion was higher than in Far North District (73.4%).

Table 10. Age composition of the population, 2025

People, as at 30 June

	Te Hiku Rohe		Far North District	
Age decade	**Level**	**% of total**	**Level**	**% of total**
0-9 years	3,275	13.0%	8,980	12.2%
10-19 years	3,595	14.3%	10,050	13.6%
20-29 years	2,255	9.0%	6,570	8.9%
30-39 years	2,840	11.3%	8,370	11.4%
40-49 years	2,400	9.6%	7,340	10.0%
50-59 years	3,245	12.9%	9,570	13.0%
60-69 years	3,780	15.0%	11,150	15.1%
70-79 years	2,770	11.0%	8,150	11.1%
80-89 years	835	3.3%	3,040	4.1%
90 years and over	130	0.5%	440	0.6%
Dependency ratio	74.6%		73.4%	
Total	**25,130**	**100.0%**	**73,700**	**100.0%**

Geography



Statistical Standard for Geographic Areas 2023 (SSGA23) boundaries from Stats NZ, licensed under CC BY 4.0. Boundary simplifications by Infometrics Ltd. Base map tiles from Mapbox, using data from OpenStreetMap, licensed under ODbL.

Te Hiku Rohe is a custom area defined by 15 statistical area 2 geographic areas: Ahipara, Doubtless Bay, Herekino-Takahue, Hokianga North, Kaitāia East, Kaitāia West, Karikari Peninsula, Kohukohu-Broadwood, North Cape, Oruru-Parapara, Peria, Rangaunu Harbour, Rangitihi, Taemaro-Oruaiti and Tangonge.

Technical notes

Average rent

Residential rents ($ per week) are sourced from monthly data provided by MBIE and averaged across each quarter or year using weighted geometric means. Rental data pertains to averages from data collected when bonds are lodged and does not control for specifications of the home (eg. size, number of bedrooms, age of home, etc).

Residential rents for Auckland Local Boards should be considered approximate, as rounding and confidentialisation in the source data from MBIE has a significant impact on the accuracy of these estimates.

Beneficiary numbers

Beneficiary numbers have been sourced from the Ministry of Social Development (MSD) and are shown as the average number of beneficiaries in each benefit category across each quarter for the current year. Benefit categories were changed in July 2013, and cannot be reconciled consistently with previous data, as a result decompositions of total beneficiaries are only provide from 2014 onwards.

Our data shows the four main benefit categories established and reported on since the 2013 category changes. These are Jobseeker Support, Supported Living, Sole Parent Support, and Other (which includes all other residual main benefits). Further details of the benefit categories can be found on MSD's website.

Beneficiary numbers for Aotea/Great Barrier and Waiheke Local Boards are set as zero due to the significant impact of confidentialisation and rounding in data from MSD.

Benefit dependency rate

The percentage of the working age population (15-64-year olds) that are receiving a main benefit. Data sourced from the Ministry of Social Development and Stats NZ, for March years.

Broad economic sectors

Primary industries extract or harvest products from the earth and include agriculture, forestry, fishing, and mining. Goods-producing industries produce manufactured and other processed goods and include manufacturing, electricity, gas and water, and construction. High-value services include knowledge intensive service industries. Other services include all service industries that are not knowledge intensive, such as retail trade, and food and accommodation services. 'Other' includes owner occupied property operation and unallocated activity.

Broad skill level

Highly skilled occupations typically require a bachelor degree or higher qualification and include professionals such as accountants, teachers, and engineers, as well as most managers such as chief executives. This category is consistent with skill level one of the Australia New Zealand Standard Classification of Occupations (ANZSCO).

Medium-high skilled occupations typically require an NZ Register Diploma, an Associate Degree or Advanced Diploma. The category includes some managers (such as retail managers) and technicians (such as architectural draftspersons, ICT support technicians and dental hygienists). This category is consistent with skill level two of the ANZSCO classification.

Medium skilled occupations typically require an NZ Register Level 4 qualification. The category includes tradespersons (such as motor mechanics), skilled service workers (such as firefighters), as well as skilled clerical and sales workers (such as legal secretaries and estate agents). This category is consistent with skill level three of the ANZSCO classification.

Low skilled occupations typically require an NZ Register Level 3 qualification or lower. It includes a range of lower skilled occupations from general clerks, caregivers, and sales assistants, through to cleaners and labourers. This category is consistent with skill level four and five of the ANZSCO classification.

Business units

Data on the number of businesses is sourced from the Business Demography statistics from Stats NZ. Businesses are measured by geographic units, which represent a business location engaged in one, or predominantly one, kind of economic activity at a single physical site or base (eg a factory, a farm, a shop, an office, etc). All non-trading or dormant enterprises, as well as enterprises outside of New Zealand, are excluded from business demography statistics.

The number of business units is based on a snapshot as at February each year.

A significant number of enterprises are recorded as having zero employment. Enterprises in the zero employee count size category may have:

- working owners who do not draw a wage from their business
- labour provided by other businesses or contractors
- labour provided by other businesses or contractors

Only business units that are economically significant enterprises are included. To be regarded as economically significant they must meet at least one of the following criteria:

- annual expenses or sales subject to GST of more than $30,000
- 12-month rolling mean employee count of greater than three
- part of a group of enterprises
- registered for GST and involved in agriculture or forestry
- over $40,000 of income recorded in the IR10 annual tax return (this includes some units in residential property leasing and rental).

Dependency ratio

The dependency ratio is the number of under 15-year olds and over 65-year olds as a ratio of the rest of the population (working age). Population data is sourced from Stats NZ, and is for June years.

Earnings

Earnings data comes from the quarterly Linked Employer Employee Data (LEED) published by Stats NZ. LEED publishes the mean earnings of full quarter jobs for each quarter. Full quarter jobs may include full time and part time jobs. Earnings include overtime and lump sum payments. We sum the mean earnings for the four quarters making up the year to arrive at an estimate of average annual earnings.

Employment by occupation

Employment in each industry is converted to occupational employment using the relationship between industry and occupational employment observed in various Population Censuses. The Population Census measures the occupational composition of employment in each industry and how this changes over time. Occupations conform to the categories used in the Australian New Zealand Standard Classification of Occupations (ANZSCO).

Employment: total and by industry

Employment is measured as an average of the four quarters making up each year. The unit of measurement is filled jobs, based on work place address.

Regional employment numbers are from the Infometrics Regional Industry Employment Model (RIEM). The model draws heavily on quarterly and annual Linked Employer Employee Data (LEED) published by Stats NZ. RIEM differs from data from Business Demography (BD) in that it is a quarterly series (BD is annual) and it includes both employees and self-employed, whereas BD only includes employees.

Employment for SA2s and other small areas is estimated by Infometrics, breaking down the values for each territorial authority (TA) using Business Demography data.

Industrial classification is explained below.

Exports

Due to a lack of regional-specific data on exports Infometrics uses a modelling approach to estimate exports by territorial authority. Goods exports and service exports are modelled separately. All export estimates are measured in current prices.

The main assumption for modelling goods exports is that the industries in each territorial authority have the same export characteristics as the national economy, i.e. their export orientation (export / gross output ratio) is the same as the national average.

The assumptions for modelling services exports are more complex. For services which are extensively used by tourists (e.g. accommodation and food services) estimates of expenditure by international tourists are used to allocate exports across territorial authorities. For other services, the same approach for allocating goods across territorial authorities is used.

GDP per capita

GDP per capita income is calculated by dividing the area's GDP by the number of persons resident in the area. GDP can be generated by people living in other areas. The area's GDP is estimated by Infometrics while the number of persons is Stats NZ's Estimated Resident Population (ERP). GDP per capita is measured in 2025 prices.

Gross domestic product (GDP)

Gross Domestic Product (GDP) measures the value economic units add to their inputs. It should not be confused with revenue or turnover.

Total GDP is calculated by summing the value added to all goods and services for final consumption - ie it does not include the value added to goods and services used as intermediate inputs for the production of other goods as this would result in double counting.

GDP for each territorial authority (TA) is estimated by Infometrics. A top-down approach breaks national production-based GDP for each industry (published by Stats NZ) down to TA level by applying TA shares to the national total. Each TA's share of industry output is based on the share of employment measured in the Linked Employer Employee Data (LEED), which is, in turn, based on taxation data. Our estimates are benchmarked on regional GDP published by Stats NZ which ensures we capture differences in regional industry productivity and changes in productivity over time. In the 2022 GDP estimates we incorporate Infometrics' estimates of the proportions of industries in each territorial authority which were able to operate under each COVID-19 alert level to capture the economic impacts of the pandemic.

GDP for SA2s and other small areas is estimated by Infometrics, breaking down the estimates for each TA using Business Demography data.

Herfindahl-Hirschman (HH) Index

Economic diversity within New Zealand's regions is measured using the normalised Herfindahl-Hirschman (HH) Index, a common measure of economic concentration or diversity.

The basic HH Index is calculated by squaring the percentage share of regional GDP of each industry (at 54 industry level) and adding these together, resulting in a range from 185.2 to 10,000. These numbers are normalised by subtracting 185.2 and dividing by 53/54. The normalised HH Index can range from zero (a highly diversified economy with activity spread evenly across all 54 industries) to 10,000 (a totally concentrated economy focused exclusively on a single industry). As the whole of the country will usually be more diverse than individual regions, we use the average of the 66 territorial authorities for the New Zealand number.

While the HH Index is a useful measure of economic diversity within a regional or TA, it can fail to fully account for the complexities within regional economies. For this reason, the HH Index measure of economic diversity should be evaluated in conjunction with a detailed industry-level breakdown of regional economies.

House values

House values (dollar value) are sourced from CoreLogic. The level is the average for 12 months.

Household income

In 2024 we revised our methodology for estimating household incomes to incorporate new data sources. Previously we relied heavily on Stats NZ's LEED-Annual for historical income estimates, however, we have since uncovered a number of issues with how regional incomes are distributed to territorial authorities within some regions.

Previously, we eschewed Census data, due to its tendency to under-report incomes, due to challenge of accurately recollecting incomes when filling out a Census form. Stats NZ have started producing the Administrative Population Census (APC) which draws upon tax data to more completely record incomes, partially overcoming the problem of Census data. In light of the issues with LEED-Annual at a territorial authority level, we now use APC data to indicate each territorial authority's share of regional income. The APC still underestimates incomes, but is a reliable indicator of relative incomes.

These changes have resulted in historical revisions of our household income and housing affordability estimates for many areas, however, we expect future revisions to be minimal. We always recommend that you download a complete time series if looking to compare changes over time.

Industrial classification

This profile uses industry categories from the 2006 Australia New Zealand Standard Industrial Classification (ANZSIC). The ANZSIC is a hierarchical classification with four levels, namely divisions (the broadest level also referred to as 1-digit categories), subdivisions (3-digit), groups (4-digit) and classes (7-digit).There are approximately 500 7-digit industries.

This profile also uses the New Zealand Standard Industrial Output Classfication (NZSIOC). We present data at Level 3 of the classification which has 54 industries.

Knowledge intensive employment

Knowledge intensive employment is measured as employment in industries (measured at the 7-digit industry level) which are defined as knowledge intensive.

Knowledge intensive industries

Knowledge-intensive industries are industries that satisfy two basic criteria: At least 25 per cent of the workforce must be qualified to degree level and at least 30 per cent of the workforce must be employed in professional, managerial, as well as scientific and technical occupations.

Māori and Pacific Peoples industry and occupational employment

Infometrics models Māori and Pacific Peoples industry and occupational employment data by drawing on detailed data from the Census, Household Labour Force Survey (HLFS) as well as the Infometrics Regional Employment Industry Model (REIM) and the Infometrics Regional Industry-Occupational matrix. Employment is measured at the place of work.

Owner occupied property operation

Owner-occupied property operation represents the economic services that a house-owner gets from living in their house, equivalent to a tenant renting a house.

Per capita income

Per capita income is estimated by dividing total household-income by the number of persons resident in the area. Total household income is estimated by Infometrics.

Population

The population numbers presented in this profile are based on Stats NZ's Estimated Resident Population (ERP). The ERP is an estimate of all people who usually live in an area at a given date. Visitors from elsewhere in New Zealand or from overseas are excluded.

The ERP is not directly comparable with the census usually resident population count because of a number of adjustments. The ERP at 30 June 2018 is based on the 2018 census usually resident population count, adjusted for:

- net census undercount (based on the 2018 Post-enumeration Survey)
- residents temporarily overseas on census night
- births, deaths, and net migration between census night and the date of the estimate
- reconciliation with demographic estimates at ages 0–9 years.

Annual regional Māori and Pacific Peoples population is modelled by Infometrics using Stats NZ's national annual estimates and Census.

Prices

In this profile, we present all GDP estimates in constant 2025 prices. GDP presented in constant prices is sometimes referred to as real GDP. By using constant prices we remove the distractionary effect of inflation. It enables us to meaningfully compare GDP from one year to the next.

Productivity

Productivity measures the efficiency of production. In this profile, we measure productivity as GDP per filled job (ie the amount of economic activity generated on average by each filled job). Labour is only one input into production. The output of each employee may differ across industries in a region due to differing access to machinery, technology, and land. Therefore, productivity comparisons should only be made in circumstances where it is reasonable to assume that capital intensity will be broadly the same – for example, when looking at productivity within an industry over a limited-time period, or when comparing productivity of a particular industry with that same industry in another region.

Regional Wellbeing Framework methodology

Not all indicators are available each year – notably for values from Census or elections. To create a reliable time series across the Framework, we carry forward these values for each subsequent "missing" year.

Each domain contains several indicators which draw on a wide range of data sources and have different units of measurement. Indicator values are normalised using the OECD's min-max method, with a 4th and 96th percentile threshold for removal. This threshold removes the highest and lowest values to avoid overly skewing the data. The highest Indicator values are normalised to be between 0 and 100. A score of 100 indicates a better wellbeing outcome and 0 a worse wellbeing outcome. By giving each indicator equal weighting, we estimate an overall score (from 0 to 100) in each domain for each area.

The overall score for each area is an equally-weighted average of the individual scores for each domain. An area with a higher score is considered to have greater wellbeing outcomes in that domain.

Further information about the OECD's methods or calculating regional wellbeing scores, which Infometrics has followed, can be found here.

Regional Wellbeing Framework principles

The following four principles were considered when assessing if a variable should be included:

- Outcome-focused: A variable should be focused on the end result, rather than an input or intermediary step. Outcomes are preferred as they allow for a better understanding of what good wellbeing actually manifests as, rather than applying a judgement to what should lead to a positive outcome. This criterion prioritises a quality assessment of wellbeing, rather than a quantity assessment.
- Availability of data: An indicator variable should be available for all territorial authorities and regions across New Zealand on a comparable basis. This variable requires that the information be available for assessment, calculation, and manipulation, rather than that the variable is fully formed already – transformation of various data sources is acceptable as long as the underlying data is available across all areas on a comparable basis. Other data may be available for some domains, but it may not be easily translated to regional boundaries or may not have comprehensive coverage across the country.
- Ability to influence: A variable should be able to be changed by decision makers, through direct or indirect intervention, including the settings put in place by businesses, local government, central government, or the community. Variables which could clearly affect wellbeing, such as sunshine hours, but which cannot be influenced, have not been included.
- Understandable by the public: A variable should be easily understood by the general public, when contextual information is provided about it. Technical definitions aside, the broad encompassing concept should be readily understood and relatable to the public.

To build a comprehensive picture of wellbeing at a detailed level, Infometrics has sought to balance these criteria so that where the gold-standard data is not available, a suitable proxy is located and used. When this has occurred, the outcome-focused principle has been balanced against the availability of data. A clear example is our examination of the crime rate: the data available at a detailed level only included reported crime and does not provide a dimension of how safe people feel. However, higher crime is an obvious proxy for unreported crime (more reported crime would seem to imply a higher overall crime burden), and more crime would logically see people feel less safe.

Air quality data is often a core wellbeing indicator for the environment. However, in New Zealand, only 52% of territorial authorities have air quality monitoring, requiring its exclusion from this wellbeing framework.

Given the need for data to be available at a detailed level across the country, at a comparable level, survey-based data has been excluded, given the significant sampling errors present at the territorial authority level. As such, the Regional Wellbeing Framework is purely objective, rather than including subjective notions of wellbeing.

School leavers

The number of students leaving secondary school. Data sourced from Ministry of Education and is for calendar years.

Self-employment

Self-employment is measured from annual Linked Employer Employee Data (LEED), published by Stats NZ.

Significant employers of Māori

A business is counted as a significant employers of Māori when 50% or more employees are of Māori ethnicity and/or descent, irrespective of ownership. Te Puni Kōkiri have produced this data using linked data about people and businesses from Stats NZ's Integrated Data Infrastructure and Longitudinal Business Database.

Small areas

The small areas module provides data at geographies below territorial authority level including statistical area 2 (SA2) which are typically suburbs or rural communities with 1,000 to 4,000 residents and urban areas which vary from large metropolitan areas (population more than 100,000 residents) to small regional centres (populations from 5,000 to 9,999). The REP uses statistical areas defined in 2023. More information is available at https://www.stats.govt.nz/methods/geographic-hierarchy/.

Tourism employment

Our estimates of tourism employment leverage off our tourism GDP estimates. We apply the proportion of output in each industry in a territorial authority that is associated with tourism and apply this proportion to underlying employment levels in that industry. Summing up tourism employment across all industries gives us an estimate of the total number of jobs in a territorial authority that is attributable to the tourism sector.

Tourism GDP

Our estimates of tourism GDP are measured in millions of dollars and are in 2025 prices.

At the national level we draw on data from the Tourism Satellite Accounts (TSA) published by Stats NZ. To estimate tourism GDP at the territorial authority for the period 2019 onwards we draw on territorial authority level visitor expenditure data from the Monthly Regional Tourism Estimates from MBIE, pass them through a TA-specific input-output multiplier model to arrive at a first estimate of tourism GDP. We benchmark the first round TA estimates on national tourism GDP from the TSA to arrive at final estimates by TA.

For the years 2009 to 2019 we use a similar method, although we use the old MRTE series to backcast tourism expenditure to 2009.

For the years before 2009, we have calculated growth rates in each TA's tourism GDP, by adjusting TSA industry ratios (that summarise the proportion each industry's output associated with tourism at 500 industry level) and apply these adjusted ratios to our estimates of the TA's GDP. Our adjustment takes into consideration each TA's relative exposures to industries and guest night shares compared to the national economy. The estimates for each TA are then benchmarked on the national total from the TSA.

Unallocated

Unallocated items include taxes levied on the purchaser rather than the producing industry (such as GST, import duties, and taxes on capital transactions), and items that cannot easily be allocated to a specific industry (such as the seasonal adjustment balancing item). A seasonal adjustment balancing item is necessary to ensure that the sum of all seasonally adjusted industries can be reconciled with total GDP.

Unemployment

Regional level unemployment rates are sourced from Stats NZ's Household Labour Force Survey. Trends in the number of Jobseekers at TA level are used to break down regional unemployment rates to TA level. To reduce volatility the unemployment rate is presented as an average for the last four quarters.