

	Click on the green cell to select a TA	Gisborne District		Gisborne / Hawke's Bay Region	New Zealand
Demographics	Population	Population 2006	44,463	192,102	4,027,572
		Working Age Population	32,808	146,493	3,159,948
		Share of NZ Population 2006	1.1%	4.8%	-
		Share of NZ Population 2026	0.9%	4.0%	-
		% Male 2006	48.7%	48.6%	48.8%
		% Female 2006	51.3%	51.4%	51.2%
	Ethnic diversity	% NZ European	51.0%	62.6%	64.8%
		% Maori	44.4%	27.7%	14.0%
		% Pacific Peoples	2.9%	3.4%	6.6%
		% Asian	1.6%	2.2%	8.8%
		% New Zealander	8.7%	11.4%	10.7%
	Age groups	0-14	26.2%	23.7%	21.5%
		15-24	12.9%	12.5%	14.2%
		25-44	25.2%	25.5%	28.2%
		45-64	23.7%	24.8%	23.8%
		65 plus	12.0%	13.4%	12.3%
	Highest educational qualification	% No qualifications	30.6%	28.8%	23.2%
		% school qualifications only	29.1%	30.0%	32.5%
		% post-school qualified	22.6%	23.0%	22.4%
		% Bachelor Degree and Higher	8.3%	9.1%	14.7%
Usual hours worked per week	% Less than 30 hours	35.1%	27.9%	25.9%	
	% 31-40 hours	44.1%	33.9%	36.6%	
	% 41 hours plus	20.7%	38.2%	37.4%	
Participation	Participation Rate	Participation rate 2001	64.5%	65.4%	66.7%
		Participation rate 2006	66.4%	68.5%	68.5%
	Gender Participation	Male	73.0%	75.1%	74.8%
		Female	60.4%	62.5%	62.7%
	Ethnic Participation	NZ European	66.7%	67.8%	68.7%
		Maori	64.4%	67.9%	69.3%
		Pacific Peoples	67.4%	68.3%	65.0%
		Asian	65.3%	66.4%	62.2%
		New Zealander	77.1%	77.3%	77.4%
	Age Participation	15-24	63.7%	69.2%	66.4%
		25-44	77.9%	81.8%	82.6%
		45-64	79.1%	81.4%	79.9%
		65 plus	20.4%	19.2%	17.1%

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Employment	Number employed	1996	17,649	79,848	1,630,812
		2001	17,907	81,861	1,727,271
		2006	19,284	92,472	1,985,775
	Employment growth	2001-2006	7.7%	13.0%	15.0%
		1996-2006	9.3%	15.8%	21.8%
Unemployment	Unemployment rate	2001	10.4%	8.3%	7.5%
		2006	7.2%	5.2%	5.1%
	Gender Unemployment rate	Male	6.4%	4.2%	4.4%
		Female	8.1%	6.2%	5.8%
	Ethnic Unemployment rate	% NZ European	4.6%	3.8%	4.0%
		% Maori	12.4%	11.0%	11.0%
		% Pacific Peoples	11.3%	9.5%	10.7%
		% Asian	4.5%	5.9%	8.5%
		% New Zealander	3.0%	2.3%	2.6%
	Age Unemployment rate	15-24	16.6%	13.2%	13.3%
		25-44	7.4%	5.0%	4.2%
45-64		3.7%	2.4%	2.5%	
65 plus		1.1%	1.4%	1.4%	
Income	Income Distribution	\$1 - \$10,000	11.8%	11.7%	10.8%
		\$10,001 - \$25,000	26.5%	25.0%	21.0%
		\$25,001 - \$50,000	39.6%	39.5%	39.1%
		\$50,001+	16.3%	17.9%	24.3%
Migrants	Number of overseas migrants		3,582	3,618	879,543
	Time in NZ	<2 years	19.3%	89.8%	18.0%
		3-4 years	10.1%	42.7%	12.9%
		5-9 years	12.3%	62.9%	16.2%
		10+ years	53.6%	287.3%	48.6%
Industry	Top major industry (% of total)	Agriculture, Forestry and Fishing (18.3%)	Agriculture, Forestry and Fishing (14.3%)	Property and Business Services (12.8%)	
	Second major industry (% of total)	Retail Trade (11.6%)	Manufacturing (12.8%)	Retail Trade (12.0%)	
	Third major industry (% of total)	Manufacturing (9.6%)	Retail Trade (12.0%)	Manufacturing (11.4%)	
	Fourth major industry (% of total)	Health and Community Services (9.5%)	Health and Community Services (8.8%)	Health and Community Services (8.1%)	
	Fifth major industry (% of total)	Education (9.1%)	Property and Business Services (8.6%)	Construction (7.4%)	
Skill levels	Employment by skill level	% Highly Skilled	23.3%	23.3%	29.0%
		% Skilled	17.1%	17.3%	20.6%
		% Semi-skilled	45.0%	44.0%	38.6%
		% Low skilled (inc. res.)	14.5%	15.4%	11.8%

