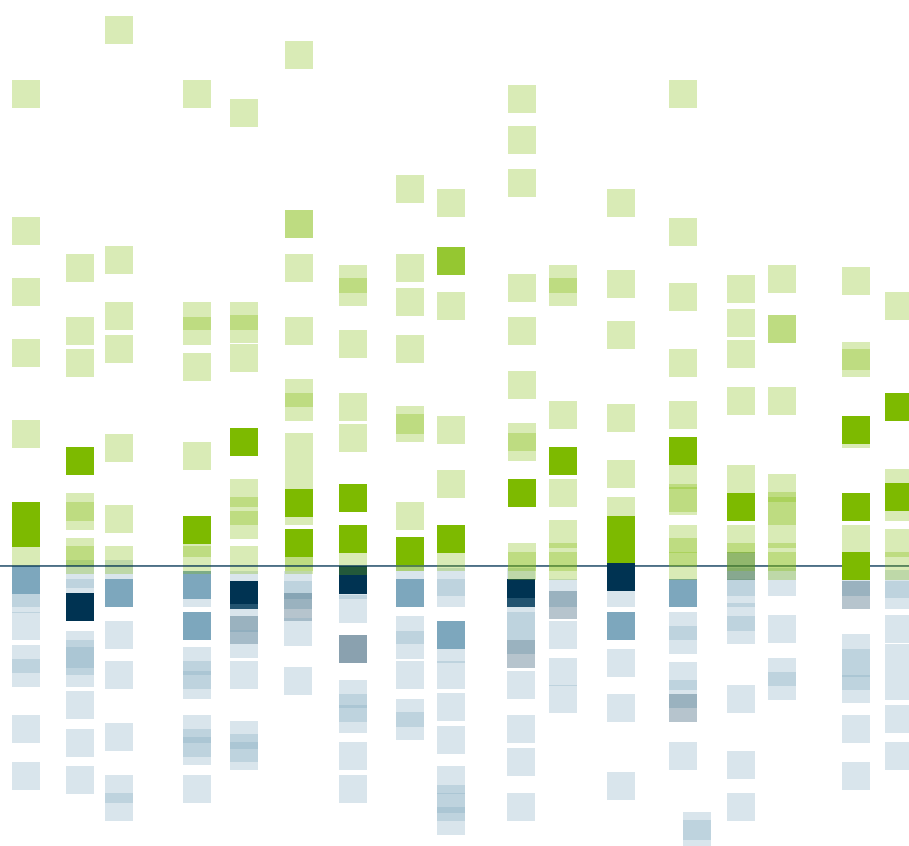


REGIONAL ECONOMIC PROFILE

20
25



Timaru District

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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 Timaru District'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 Timaru District 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

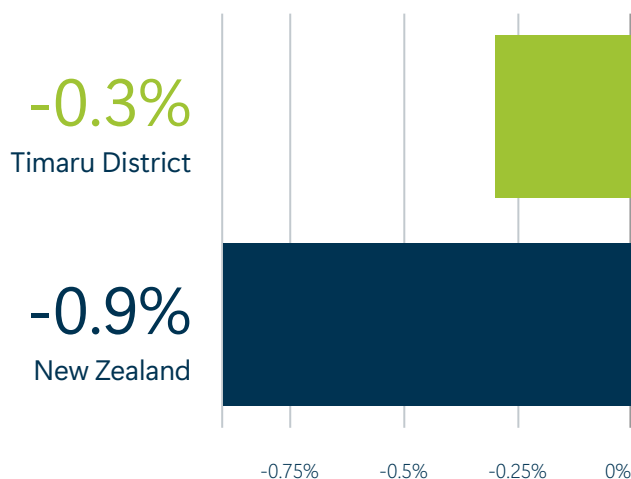
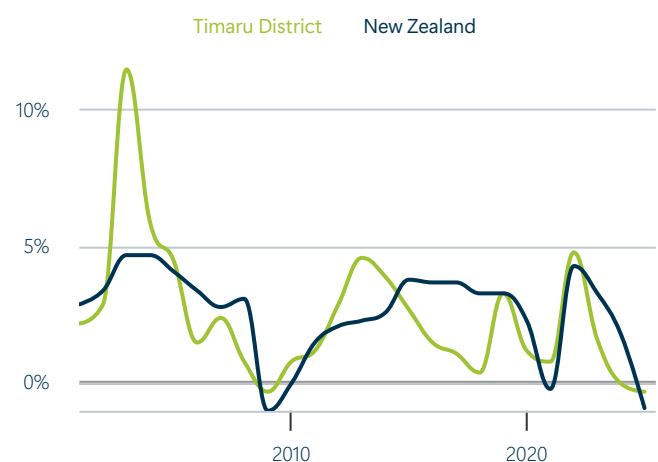


Figure 2. Gross domestic product
Annual % change, March years



Highlights

- GDP in Timaru District measured \$4,185.1m in the year to March 2025, down 0.3% from a year earlier. Growth was not as low as in New Zealand (-0.9%).
- Economic growth in Timaru District averaged 1.4%pa over the 10 years to 2025 compared with an average of 2.5%pa in New Zealand.
- Growth in Timaru District reached a high of 11.5% in 2003 and a low of -0.3% in 2025.
- Timaru District accounted for 1.0% of national GDP in 2025.

Table 1. Gross domestic product

March years, 2025 prices

Year	Timaru District			New Zealand		
	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2001	\$2,343.1m			\$234,376.5m		
2006	\$3,017.5m	5.2%	\$135.0m	\$285,954.5m	4.1%	\$10,316.0m
2011	\$3,167.9m	1.0%	\$30.0m	\$304,090.4m	1.2%	\$3,627.0m
2016	\$3,689.1m	3.1%	\$104.0m	\$350,981.7m	2.9%	\$9,378.0m
2021	\$3,943.6m	1.3%	\$51.0m	\$396,766.7m	2.5%	\$9,157.0m
2022	\$4,131.2m	4.8%	\$187.6m	\$413,824.0m	4.3%	\$17,057.3m
2023	\$4,197.3m	1.6%	\$66.1m	\$427,667.0m	3.3%	\$13,843.0m
2024	\$4,199.1m	0.0%	\$1.8m	\$435,420.2m	1.8%	\$7,753.2m
2025	\$4,185.1m	-0.3%	-\$14.0m	\$431,676.7m	-0.9%	-\$3,743.5m

What is the GDP per capita in Timaru District?

GDP per capita is a measure of the economic output of an area relative to the size of its resident population. It can provide a gauge of the economic health and prosperity of an area. However, it has shortcomings as an indicator. Areas which have a higher proportion of their workers commuting in from outlying areas tend to have higher GDP per capita. The reverse also applies as areas which serve as dormitories to nearby economic centres tend to have lower GDP per capita. GDP per capita is measured in 2025 prices.

Figure 3. GDP per capita, 2025

Year to March 2025

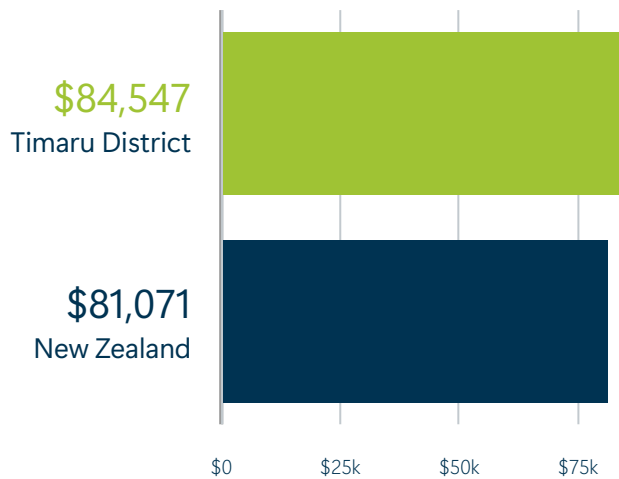
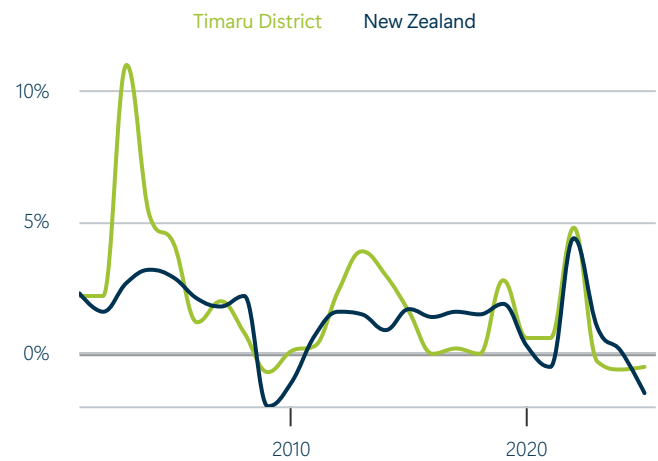


Figure 4. GDP per capita growth

Annual % change, March years



Highlights

- GDP per capita in Timaru District was \$84,547 in 2025, which was higher than the New Zealand average of \$81,071.
- GDP per capita change in Timaru District was -0.5% for the year to March 2025. Growth was not as low as in New Zealand (-1.5%).

Table 2. GDP per capita

March years, 2025 prices

Timaru District				New Zealand		
Year	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2001	\$54,745.0			\$60,399.0		
2006	\$68,893.0	4.7%	\$2,830.0	\$68,335.0	2.5%	\$1,587.0
2011	\$70,555.0	0.5%	\$332.0	\$69,364.0	0.3%	\$206.0
2016	\$78,491.0	2.2%	\$1,587.0	\$74,454.0	1.4%	\$1,018.0
2021	\$81,817.0	0.8%	\$665.0	\$78,033.0	0.9%	\$716.0
2022	\$85,710.0	4.8%	\$3,893.0	\$81,434.0	4.4%	\$3,401.0
2023	\$85,485.0	-0.3%	-\$225.0	\$82,244.0	1.0%	\$810.0
2024	\$85,002.0	-0.6%	-\$483.0	\$82,310.0	0.1%	\$66.0
2025	\$84,547.0	-0.5%	-\$455.0	\$81,071.0	-1.5%	-\$1,239.0

What is the industrial structure of Timaru District's economy?

This section shows how different industries contribute to the Timaru District 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 5. Economic structure by broad sectors, 2025
% of total, year to March 2025

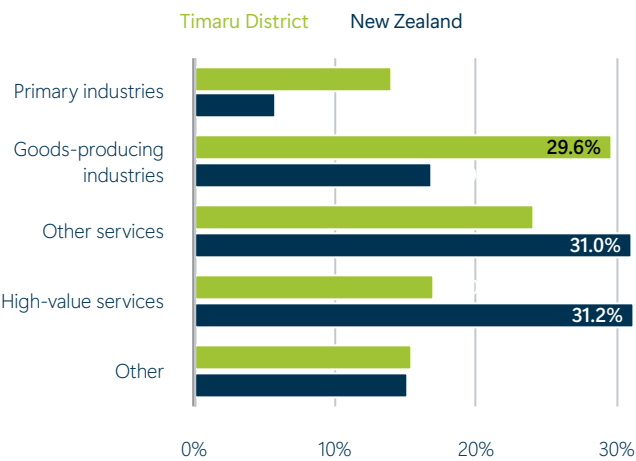
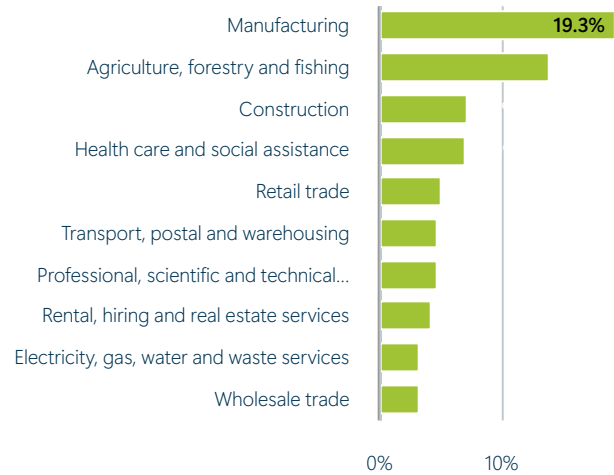


Figure 6. Ten largest ANZSIC Level 1 industries, 2025
% of total, year to March 2025



Highlights

- Among the broad economic sectors goods-producing industries accounted for the largest proportion of GDP (29.6%) in Timaru District, which was higher than in New Zealand (16.9%).
- Goods-producing industries accounted for the second largest proportion in Timaru District (29.6%) compared with 16.9% in New Zealand.
- Primary industries accounted for the smallest proportion in Timaru District (14.0%) compared with 5.8% in New Zealand.

Table 3. Gross domestic product by industry, 2025

2025 prices, year to March 2025

ANZSIC Level 1 industries		Timaru District		New Zealand	
Code	Name	Level	% of total	Level	% of total
C	Manufacturing	\$805.8m	19.3%	\$34,187.0m	7.9%
A	Agriculture, forestry and fishing	\$580.8m	13.9%	\$21,814.3m	5.1%
E	Construction	\$295.1m	7.1%	\$27,802.6m	6.4%
Q	Health care and social assistance	\$292.3m	7.0%	\$29,479.7m	6.8%
G	Retail trade	\$207.0m	5.0%	\$20,360.3m	4.7%
I	Transport, postal and warehousing	\$198.1m	4.7%	\$17,956.6m	4.2%
M	Professional, scientific and technical services	\$192.0m	4.6%	\$40,571.5m	9.4%
L	Rental, hiring and real estate services	\$172.3m	4.1%	\$28,596.0m	6.6%
D	Electricity, gas, water and waste services	\$136.6m	3.3%	\$10,808.2m	2.5%
F	Wholesale trade	\$130.0m	3.1%	\$21,094.2m	4.9%
P	Education and training	\$116.2m	2.8%	\$15,568.7m	3.6%
O	Public administration and safety	\$81.9m	2.0%	\$20,763.8m	4.8%
K	Financial and insurance services	\$70.8m	1.7%	\$24,508.5m	5.7%
S	Other services	\$63.5m	1.5%	\$7,722.5m	1.8%
H	Accommodation and food services	\$59.9m	1.4%	\$8,433.0m	2.0%
J	Information media and telecommunications	\$58.5m	1.4%	\$17,810.5m	4.1%
N	Administrative and support services	\$57.5m	1.4%	\$9,723.3m	2.3%
R	Arts and recreation services	\$18.9m	0.5%	\$5,743.9m	1.3%
B	Mining	\$4.1m	0.1%	\$3,166.3m	0.7%
	Owner-occupied property operation	\$334.2m	8.0%	\$33,538.4m	7.8%
	Unallocated	\$309.6m	7.4%	\$31,962.5m	7.4%
Total		\$4,185.1m	100.0%	\$431,676.7m	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 Timaru District's economy after taking into account their different respective relative sizes.

Figure 7. Top five industries, ANZSIC Level 1, 2024 - 2025
Absolute change in GDP, March years, 2025 prices

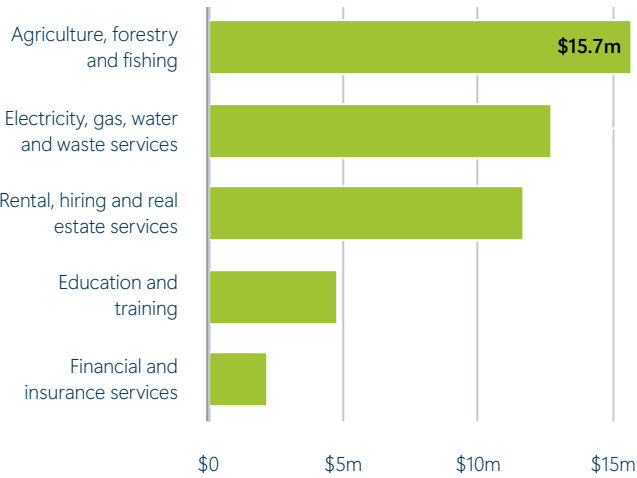
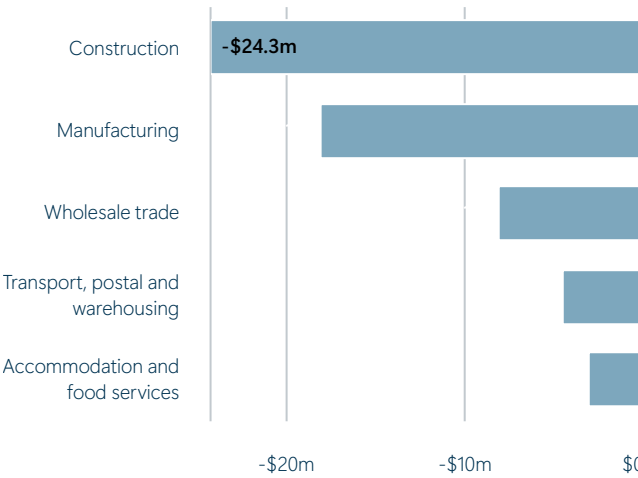


Figure 8. Bottom five industries, ANZSIC Level 1, 2024 - 2025
Absolute change in GDP, March years, 2025 prices



Highlights

- Agriculture, forestry and fishing made the largest contribution to overall growth in Timaru District between 2024 and 2025. The industry grew by 2.8% over the period and contributed \$15.7m to the district's total growth of -\$14m.
- The next largest contributor was electricity, gas, water and waste services (\$12.7m) followed by rental, hiring and real estate services (\$11.7m).
- The largest detractor from growth was construction which declined by \$24.3m. Manufacturing (-\$18.1m) was the next largest detractor.

Table 4. ANZSIC Level 1 industries ranked by contribution to growth, 2024-2025

March years, 2025 prices

ANZSIC Level 1 industries	Timaru District				
Name	2024	2025	Absolute growth	% point contribution to growth	Annual growth
Agriculture, forestry and fishing	\$565.1m	\$580.8m	\$15.7m	0.34%	2.8%
Electricity, gas, water and waste services	\$123.9m	\$136.6m	\$12.7m	0.27%	10.3%
Rental, hiring and real estate services	\$160.6m	\$172.3m	\$11.7m	0.25%	7.3%
Education and training	\$111.4m	\$116.2m	\$4.8m	0.10%	4.3%
Financial and insurance services	\$68.6m	\$70.8m	\$2.2m	0.05%	3.2%
Health care and social assistance	\$291.4m	\$292.3m	\$0.9m	0.02%	0.3%
Administrative and support services	\$56.9m	\$57.5m	\$0.6m	0.01%	1.1%
Professional, scientific and technical services	\$191.6m	\$192.0m	\$0.4m	0.01%	0.2%
Arts and recreation services	\$18.8m	\$18.9m	\$0.1m	0.00%	0.5%
Information media and telecommunications	\$58.6m	\$58.5m	-\$0.1m	0.00%	-0.2%
Retail trade	\$207.5m	\$207.0m	-\$0.5m	-0.01%	-0.2%
Mining	\$5.2m	\$4.1m	-\$1.1m	-0.02%	-21.2%
Public administration and safety	\$84.1m	\$81.9m	-\$2.2m	-0.05%	-2.6%
Other services	\$65.7m	\$63.5m	-\$2.2m	-0.05%	-3.3%
Accommodation and food services	\$63.0m	\$59.9m	-\$3.1m	-0.07%	-4.9%
Transport, postal and warehousing	\$202.6m	\$198.1m	-\$4.5m	-0.10%	-2.2%
Wholesale trade	\$138.1m	\$130.0m	-\$8.1m	-0.17%	-5.9%
Manufacturing	\$823.9m	\$805.8m	-\$18.1m	-0.39%	-2.2%
Construction	\$319.4m	\$295.1m	-\$24.3m	-0.52%	-7.6%
Total	\$4,199.1m	\$4,185.1m	-\$14.0m	-0.30%	-0.3%

How diverse is the Timaru District economy?

The more concentrated a region or district's economic activity is within a few industries, the more vulnerable it is to adverse effects, such as those arising from climatic conditions or commodity price fluctuations. This section presents the normalised Herfindahl-Hirschman Index (HH Index) which measures the level of diversification of the Timaru District economy. An index of 0 represents a diversified economy with economic activity evenly spread across all industries. The higher the index, the more concentrated economic activity is in a few industries.

Figure 9. HH Index
March years

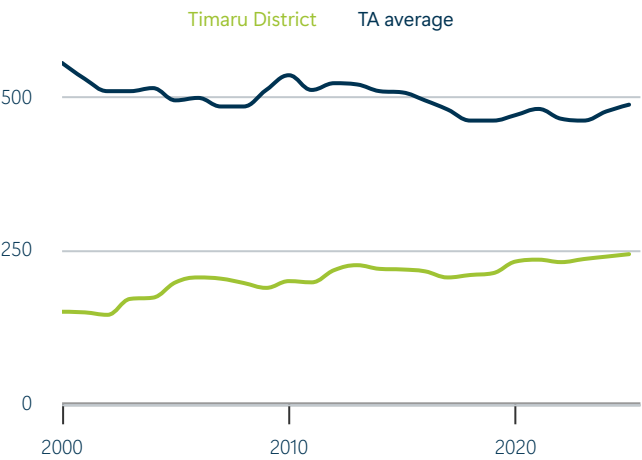
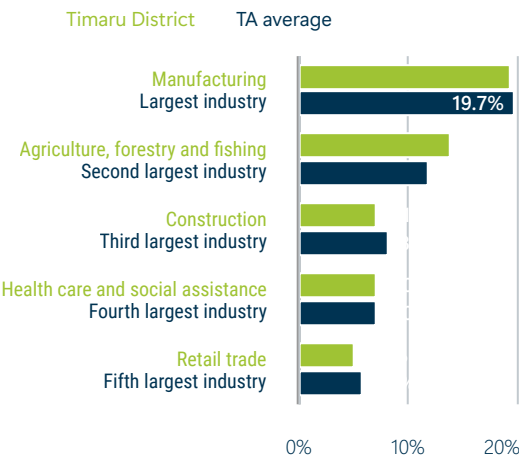


Figure 10. Industries contributing to diversity in Timaru District, 2025
% contribution to GDP of five largest industries compared to average across all territorial authorities



Highlights

- With an HH Index of 245 in 2025, Timaru District's economy was more diverse than the average. The average HH Index across all 66 territorial authorities was 489.
- The largest industry in Timaru District (manufacturing) contributed 19.3% to its GDP in 2025, which was lower than the average contribution (19.7%) of the largest industry across 66 territorial authorities.
- The second largest industry in Timaru District (agriculture, forestry and fishing) contributed 13.9% to its GDP in 2025, which was higher than the average contribution (11.8%) of the second largest industry across 66 territorial authorities.

Table 5. HH Index
March years

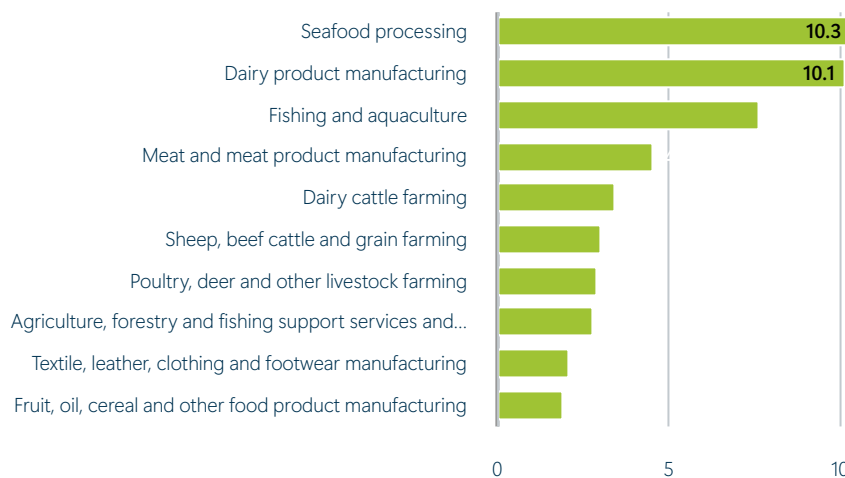
	Timaru District	TA average
Year	Level	Level
2001	150	531
2006	207	500
2011	199	513
2016	217	496
2021	236	482
2022	232	466
2023	237	463
2024	241	478
2025	245	489

In which industries does Timaru District have a comparative advantage?

A high concentration of certain industries in an area can be indicative of the area having a comparative advantage in these industries. Comparative advantage is an economy's ability to produce a particular good or service at a lower opportunity cost than its trading partners. This comparative advantage may be a result of the area's natural endowments, location, skill profile, or historical reasons. This section uses location quotients to identify what industries an area may have a comparative advantage in. An area has a location quotient larger than one when the share of that industry in the area's economy is greater than the share of the same industry in the national economy. The higher the quotient's value the greater the comparative advantage.

Figure 11. Location quotient for top 10 NZSIOC Level 3 industries, 2025

March years



Highlights

- The industries in which Timaru District has the largest comparative advantages are seafood processing (location quotient=10.3), dairy product manufacturing (10.1) and fishing and aquaculture (7.6).

Productivity

How has productivity in Timaru District changed over time?

Labour productivity varies from industry to industry. The level of GDP per filled job can differ between industries for a variety of reasons including the skill levels of workers and their inherent efficiency, as well as the different amounts of machinery, technology and land being used as production inputs. As the capital intensity of an industry is often a significant determinant of labour productivity, it is useful to also consider industrial capital intensity when examining labour productivity. The section measures each industry's labour productivity in Timaru District by ranking industries according to their level of GDP per filled job. Capital intensity is also provided and measured in terms of the share of GDP in that industry, which is attributable to capital inputs. Highly capital-intensive industries are, therefore, those industries which utilise greater proportions of capital inputs.

Figure 12. Productivity level, 2025
GDP per filled job, 2025 prices, March years

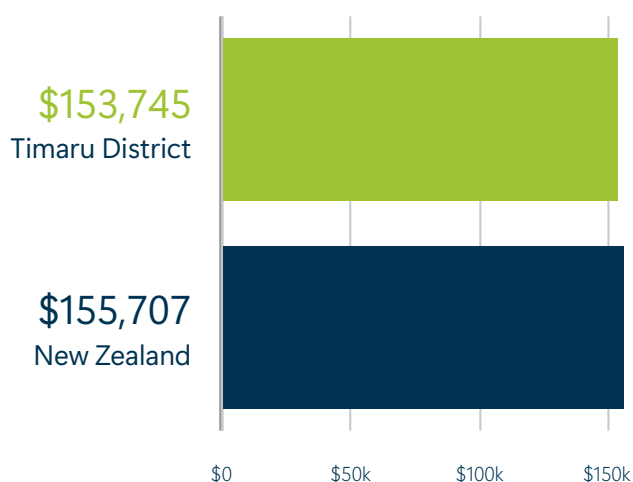
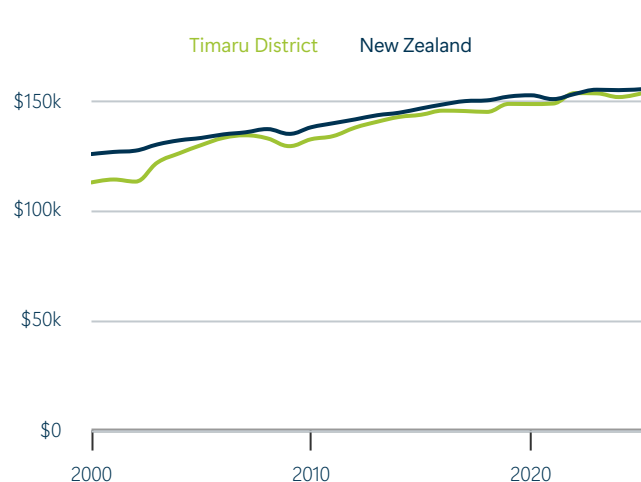


Figure 13. Productivity level
GDP per filled job, 2025 prices, March years



Highlights

- GDP per filled job in Timaru District measured \$153,745 in the year to March 2025, which was lower than in New Zealand (\$155,707).
- Productivity in Timaru District increased by 1.1% from a year earlier, compared with an increase of 0.3% in New Zealand.
- Productivity growth in Timaru District averaged 0.7%pa over the 10 years to 2025 compared with an average of 0.6%pa in New Zealand.

Table 6. Productivity

GDP per filled job, 2025 prices, March years

Year	Timaru District			New Zealand		
	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2001	\$114,515			\$127,093		
2006	\$133,506	3.1%	\$3,798	\$135,090	1.2%	\$1,599
2011	\$134,336	0.1%	\$166	\$140,195	0.7%	\$1,021
2016	\$145,930	1.7%	\$2,319	\$148,768	1.2%	\$1,715
2021	\$149,164	0.4%	\$647	\$151,192	0.3%	\$485
2022	\$153,920	3.2%	\$4,756	\$153,572	1.6%	\$2,380
2023	\$153,815	-0.1%	-\$105	\$155,475	1.2%	\$1,903
2024	\$152,125	-1.1%	-\$1,690	\$155,285	-0.1%	-\$190
2025	\$153,745	1.1%	\$1,620	\$155,707	0.3%	\$422

Which are the most productive industries in Timaru District?

Labour productivity varies from industry to industry. The level of GDP per filled job can differ between industries for a variety of reasons including the skill levels of workers and their inherent efficiency, as well as the different amounts of machinery, technology and land being used as production inputs. As the capital intensity of an industry is often a significant determinant of labour productivity, it is useful to also consider industrial capital intensity when examining labour productivity.

The section measures each industry's labour productivity in Timaru District by ranking industries according to their level of GDP per filled job. Capital intensity is also provided and measured in terms of the share of GDP in that industry, which is attributable to capital inputs. Highly capital-intensive industries are, therefore, those industries which utilise greater proportions of capital inputs.

Figure 14. Top five industries with highest productivity, 2025

GDP per filled job, 2025 prices, year to March 2025

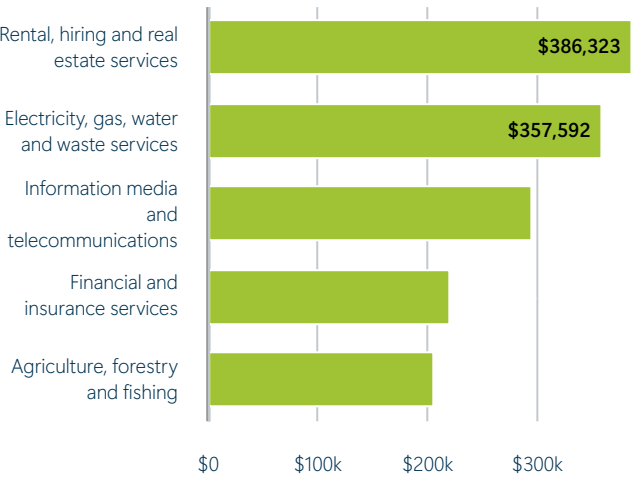
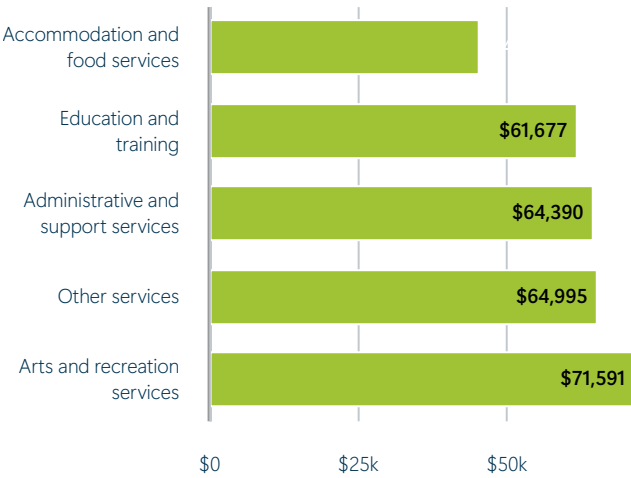


Figure 15. Bottom five industries with lowest productivity, 2025

GDP per filled job, 2025 prices, year to March 2025



Highlights

- The industry in Timaru District with the highest labour productivity was rental, hiring and real estate services with an average GDP per filled job of \$386,323 in 2025.
- The next most productive industries were electricity, gas, water and waste services (\$357,592) and information media and telecommunications (\$295,455).
- The industry in Timaru District with the lowest labour productivity in 2025 was accommodation and food services (\$45,310).

Table 7. Productivity by ANZSIC Level 1 industries, 2025

GDP per filled job, 2025 prices, year to March 2025

ANZSIC Level 1 industries		Timaru District	New Zealand	
Code	Name	Productivity	Productivity	Capital intensity
L	Rental, hiring and real estate services	\$386,323	\$443,218	
D	Electricity, gas, water and waste services	\$357,592	\$478,705	
J	Information media and telecommunications	\$295,455	\$435,891	
K	Financial and insurance services	\$219,195	\$309,373	
A	Agriculture, forestry and fishing	\$204,940	\$155,216	
M	Professional, scientific and technical services	\$164,103	\$160,943	
C	Manufacturing	\$154,872	\$135,325	
F	Wholesale trade	\$147,059	\$164,962	
I	Transport, postal and warehousing	\$136,621	\$157,511	
E	Construction	\$108,933	\$98,911	
O	Public administration and safety	\$108,333	\$125,040	
B	Mining	\$107,895	\$503,707	
Q	Health care and social assistance	\$97,368	\$97,141	
G	Retail trade	\$83,266	\$85,876	
R	Arts and recreation services	\$71,591	\$103,789	
S	Other services	\$64,995	\$71,558	
N	Administrative and support services	\$64,390	\$76,149	
P	Education and training	\$61,677	\$71,301	
H	Accommodation and food services	\$45,310	\$48,254	
Total economy		\$153,745	\$155,707	

Business

How fast did the number of business units grow in Timaru District?

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 Timaru District's recent performance in business unit growth.

Figure 16. Business unit growth, 2025
Annual average % change, as at February 2025

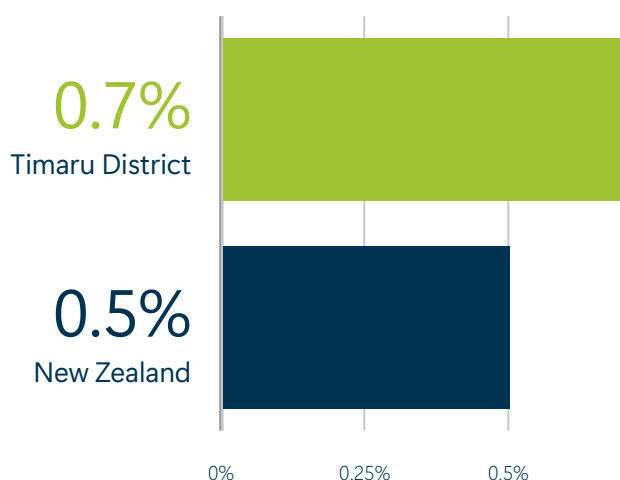
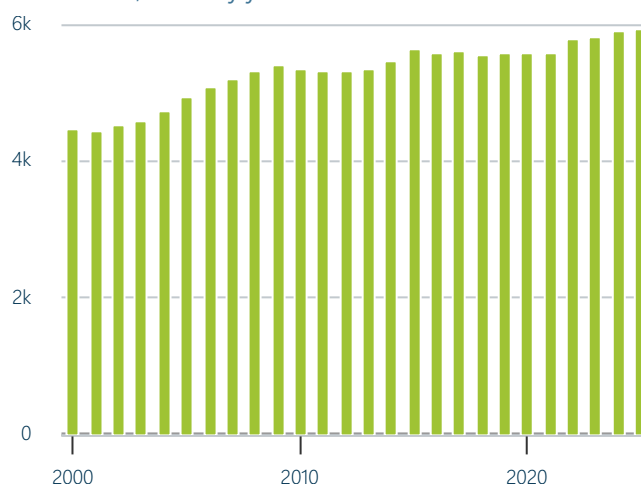


Figure 17. Business units
Annual level, February years



Highlights

- Total business units in Timaru District measured 5,940 in February 2025, up 0.7% from a year earlier. Growth was greater than in New Zealand (0.5%).
- Business units growth in Timaru District averaged 0.6%pa over the 10 years to 2025 compared with an average of 1.9%pa in New Zealand.
- Business units growth in Timaru District reached a high of 4.1% in 2005 and a low of -1.1% in 2010.
- Timaru District accounted for 0.9% of national business numbers in 2025.

Table 8. Business unit growth
Geographic units, as at February 2025

Timaru District				New Zealand		
Year	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2001	4,440			403,596		
2006	5,085	2.7%	129	493,776	4.1%	18,036
2011	5,325	0.9%	48	511,479	0.7%	3,541
2016	5,580	0.9%	51	553,971	1.6%	8,498
2021	5,580	0.0%	0	601,674	1.7%	9,541
2022	5,784	3.7%	204	631,836	5.0%	30,162
2023	5,811	0.5%	27	644,049	1.9%	12,213
2024	5,898	1.5%	87	651,312	1.1%	7,263
2025	5,940	0.7%	42	654,681	0.5%	3,369

In which industries are businesses concentrated in Timaru District?

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 Timaru District by broad industry categories and 1-digit ANZSIC06 industries.

Figure 18. Business units by broad sectors, 2025
% of total, as at February 2025

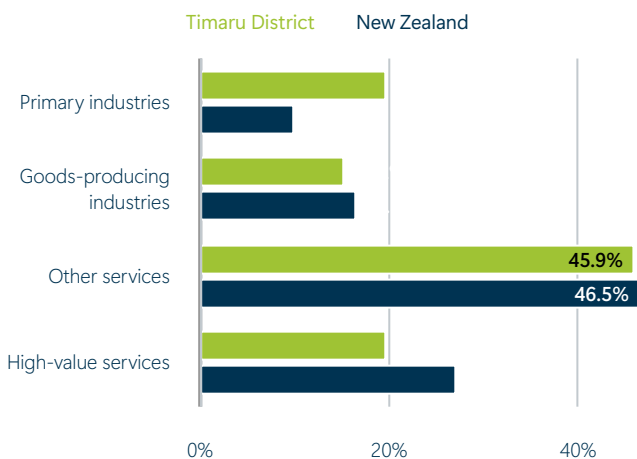
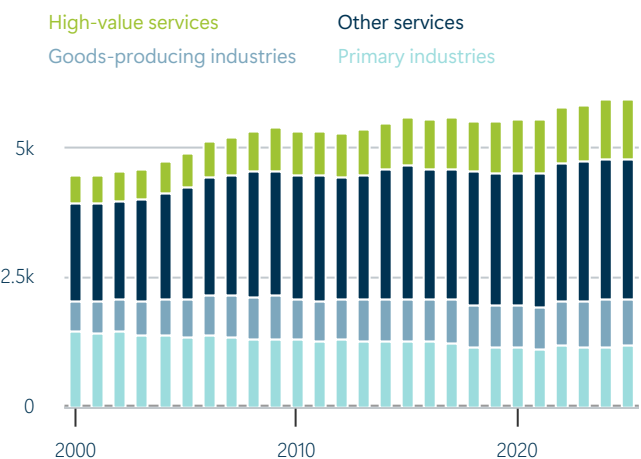


Figure 19. Business units by broad sectors
% of total, as at February 2025



Highlights

- Among the broad economic sectors other services accounted for the largest proportion of business units (45.9%) in Timaru District, which was lower than in New Zealand (46.5%).
- Goods-producing industries accounted for 15.2% in Timaru District compared with 16.5% in New Zealand.

- Goods-producing industries accounted for the smallest proportion in Timaru District (15.2%) compared with 16.5% in New Zealand.

Table 9. Business units by industry, 2025

As at February 2025

ANZSIC Level 1 industries		Timaru District		New Zealand	
Code	Name	Level	% of total	Level	% of total
L	Rental, hiring and real estate services	1,182	19.9%	130,536	19.9%
A	Agriculture, forestry and fishing	1,152	19.4%	63,903	9.8%
E	Construction	579	9.8%	82,434	12.6%
K	Financial and insurance services	504	8.5%	52,269	8.0%
G	Retail trade	372	6.3%	37,005	5.7%
M	Professional, scientific and technical services	315	5.3%	73,521	11.2%
C	Manufacturing	297	5.0%	24,159	3.7%
S	Other services	279	4.7%	30,573	4.7%
H	Accommodation and food services	240	4.0%	27,639	4.2%
Q	Health care and social assistance	213	3.6%	29,370	4.5%
F	Wholesale trade	183	3.1%	19,944	3.1%
I	Transport, postal and warehousing	159	2.7%	18,666	2.9%
N	Administrative and support services	156	2.6%	23,040	3.5%
P	Education and training	108	1.8%	13,380	2.0%
R	Arts and recreation services	105	1.8%	12,960	2.0%
O	Public administration and safety	48	0.8%	4,215	0.6%
J	Information media and telecommunications	27	0.5%	8,457	1.3%
D	Electricity, gas, water and waste services	18	0.3%	1,758	0.3%
B	Mining	6	0.1%	849	0.1%
Total		5,940	100.0%	654,681	100.0%

What is the size of business units in Timaru District?

The majority of businesses in New Zealand are small to medium enterprises (SMEs). As well as being a contributor to the economic performance of a region, the size of business units is also considered to be an indicator of innovation with larger firms have the capacity and structures to support research and development.

Figure 20. Proportion of businesses by employees, 2025
Geographic units, as at February 2025

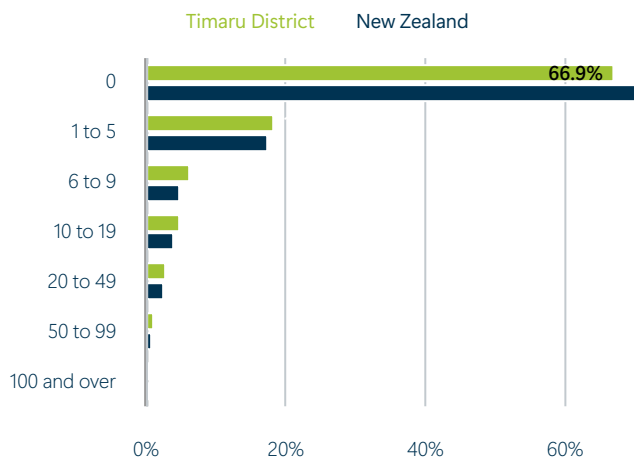


Figure 21. Average business size

Average number of filled jobs per geographic unit, Feb years

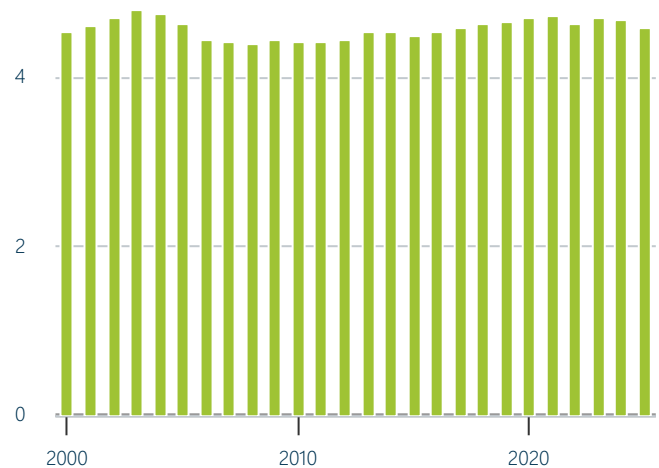


Table 10. Businesses by size of business, 2025

Geographic units, as at February 2025

Business size	Timaru District		New Zealand	
	Business unit count	% of total	Business unit count	% of total
0	3,972	66.9%	461,487	70.5%
1 to 5	1,083	18.2%	113,931	17.4%
6 to 9	369	6.2%	30,165	4.6%
10 to 19	279	4.7%	26,064	4.0%
20 to 49	159	2.7%	15,195	2.3%
50 to 99	57	1.0%	4,695	0.7%
100 and over	24	0.4%	3,141	0.5%

Highlights

- In Timaru District, 18.2% of businesses had five or fewer employees in 2025. This was higher than in New Zealand (17.4%).
- Timaru District had 24 businesses with 100 or more employees. These businesses accounted for 0.4% of total employment in Timaru District.

Table 11. Average business size
Filled jobs per geographic unit

	Timaru District			New Zealand		
Year	No. of business units	Filled jobs	Average size	No. of business units	Filled jobs	Average size
2001	4,440	20,461	4.6	403,596	1,844,128	4.6
2006	5,085	22,602	4.4	493,776	2,116,770	4.3
2011	5,325	23,582	4.4	511,479	2,169,059	4.2
2016	5,580	25,280	4.5	553,971	2,359,258	4.3
2021	5,580	26,438	4.7	601,674	2,624,261	4.4
2022	5,784	26,840	4.6	631,836	2,694,654	4.3
2023	5,811	27,288	4.7	644,049	2,750,713	4.3
2024	5,898	27,603	4.7	651,312	2,804,003	4.3
2025	5,940	27,221	4.6	654,681	2,772,368	4.2

Highlights

- The average number of employees per business in Timaru District was 4.6 in 2025. This was up from 10 years before when it was 4.5.

Employment

How fast has employment grown in Timaru District?

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 Timaru District to earn an income, contribute to the local economy, and choose how they live their lives.

Figure 22. Employment growth, 2025
Annual average % change, year to March 2025

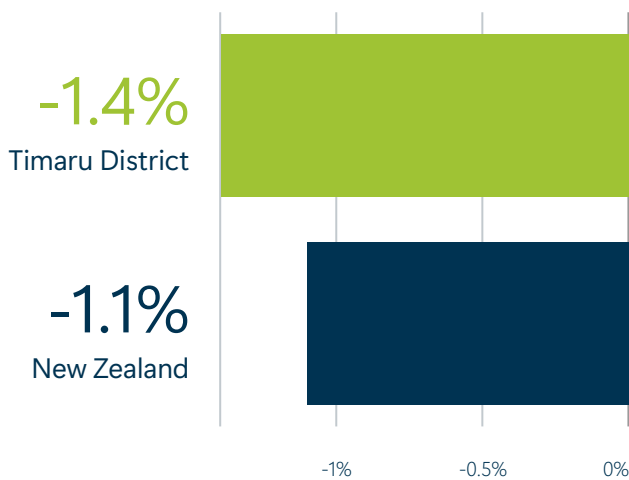
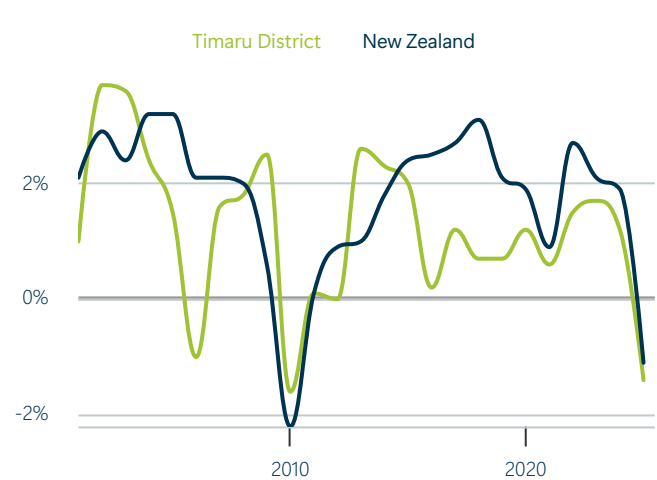


Figure 23. Employment growth
Annual % change, March years



Highlights

- Employment in Timaru District measured 27,221 in the year to March 2025, down 1.4% from a year earlier. Employment growth was lower than in New Zealand (-1.1%).
- Employment growth in Timaru District averaged 0.8%pa over the 10 years to 2025 compared with average employment growth of 1.9%pa in New Zealand.
- Employment growth in Timaru District reached a high of 3.7% in 2002 and a low of -1.6% in 2010.
- Timaru District accounted for 1.0% of national employment in 2025.

Table 12. Employment

Filled jobs, March years

Timaru District				New Zealand		
Year	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2001	20,461			1,844,128		
2006	22,602	2.0%	428	2,116,770	2.8%	54,528
2011	23,582	0.9%	196	2,169,059	0.5%	10,458
2016	25,280	1.4%	340	2,359,258	1.7%	38,040
2021	26,438	0.9%	232	2,624,261	2.2%	53,001
2022	26,840	1.5%	402	2,694,654	2.7%	70,393
2023	27,288	1.7%	448	2,750,713	2.1%	56,059
2024	27,603	1.2%	315	2,804,003	1.9%	53,290
2025	27,221	-1.4%	-382	2,772,368	-1.1%	-31,635

What is the industrial structure of employment in Timaru District?

This section shows the breakdown of Timaru District'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 24. Employment structure by broad sectors
Filled jobs, March years

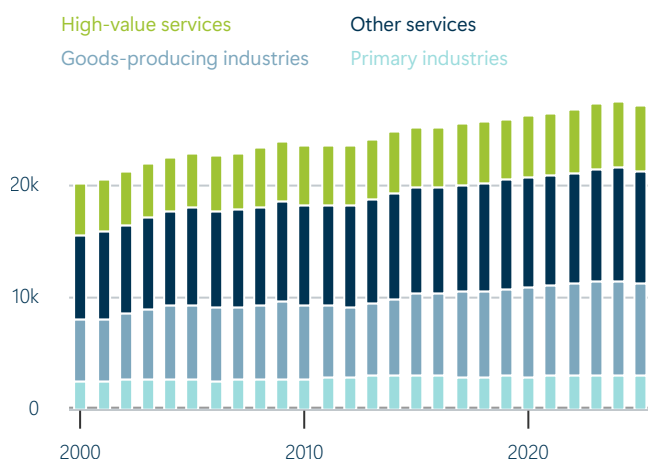
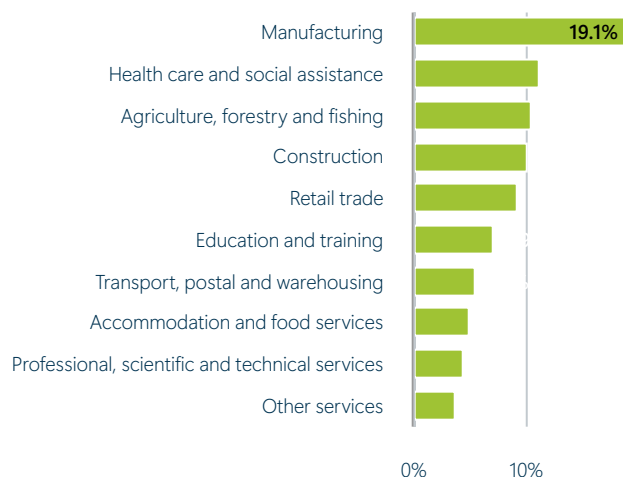


Figure 25. Ten largest ANZSIC Level 1 industries, 2025
% of total, year to March 2025



Highlights

- Among the broad economic sectors other services accounted for the largest proportion of employment (37.0%) in Timaru District, which was lower than in New Zealand (41.9%).
- Goods-producing industries accounted for the second largest proportion of employment in Timaru District (30.5%) compared with 20.1% in New Zealand.
- Primary industries accounted for the smallest proportion in Timaru District (10.6%) compared with 5.3% in New Zealand.

Table 13. Employment by industry, 2025

Filled jobs, year to March 2025

ANZSIC Level 1 industries		Timaru District		New Zealand	
Code	Name	Level	% of total	Level	% of total
C	Manufacturing	5,203	19.1%	252,629	9.1%
Q	Health care and social assistance	3,002	11.0%	303,473	11.0%
A	Agriculture, forestry and fishing	2,834	10.4%	140,542	5.1%
E	Construction	2,709	10.0%	281,088	10.1%
G	Retail trade	2,486	9.1%	237,090	8.6%
P	Education and training	1,884	6.9%	218,353	7.9%
I	Transport, postal and warehousing	1,450	5.3%	114,002	4.1%
H	Accommodation and food services	1,322	4.9%	174,762	6.3%
M	Professional, scientific and technical services	1,170	4.3%	252,086	9.1%
S	Other services	977	3.6%	107,920	3.9%
N	Administrative and support services	893	3.3%	127,688	4.6%
F	Wholesale trade	884	3.3%	127,873	4.6%
O	Public administration and safety	756	2.8%	166,057	6.0%
L	Rental, hiring and real estate services	446	1.6%	64,519	2.3%
D	Electricity, gas, water and waste services	382	1.4%	22,578	0.8%
K	Financial and insurance services	323	1.2%	79,220	2.9%
R	Arts and recreation services	264	1.0%	55,342	2.0%
J	Information media and telecommunications	198	0.7%	40,860	1.5%
B	Mining	38	0.1%	6,286	0.2%
Total		27,221	100.0%	2,772,368	100.0%

Highlights

- Among the ANZSIC Level 1 industries, manufacturing was the largest employer in Timaru District in 2025 accounting for 19.1% of total employment.
- The second largest was health care and social assistance (11.0%) followed by agriculture, forestry and fishing (10.4%).

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

Absolute change in filled jobs, March years

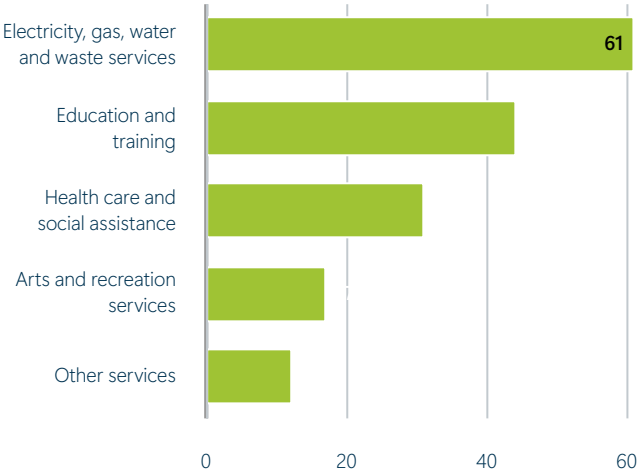
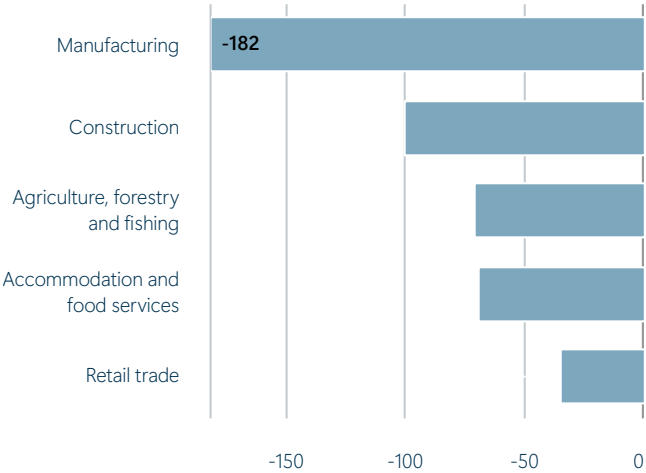


Figure 27. Bottom five employment creating industries, ANZSIC Level 1, 2024 - 2025

Absolute change in filled jobs, March years



Highlights

- Electricity, gas, water and waste services made the largest contribution to employment growth in Timaru District between 2024 and 2025 with the industry adding 61 jobs.
- The next largest contributor to employment was education and training (44 jobs) followed by health care and social assistance (31 jobs).
- The largest detractor from growth over the year was manufacturing which declined by 182.

Table 14. ANZSIC Level 1 industries ranked by contribution to employment growth, 2024-2025

Filled jobs, March years

ANZSIC Level 1 industries		Timaru District				
Code	Name	2024	2025	Absolute growth	% point contribution to growth	Annual growth
D	Electricity, gas, water and waste services	321	382	61.0	0.22%	19.0%
P	Education and training	1,840	1,884	44.0	0.16%	2.4%
Q	Health care and social assistance	2,971	3,002	31.0	0.11%	1.0%
R	Arts and recreation services	247	264	17.0	0.06%	6.9%
S	Other services	965	977	12.0	0.04%	1.2%
K	Financial and insurance services	315	323	8.0	0.03%	2.5%
M	Professional, scientific and technical services	1,169	1,170	1.0	0.00%	0.1%
L	Rental, hiring and real estate services	446	446	0.0	0.00%	0.0%
B	Mining	40	38	-2.0	-0.01%	-5.0%
J	Information media and telecommunications	208	198	-10.0	-0.04%	-4.8%
N	Administrative and support services	914	893	-21.0	-0.08%	-2.3%
O	Public administration and safety	778	756	-22.0	-0.08%	-2.8%
I	Transport, postal and warehousing	1,473	1,450	-23.0	-0.08%	-1.6%
F	Wholesale trade	909	884	-25.0	-0.09%	-2.8%
G	Retail trade	2,521	2,486	-35.0	-0.13%	-1.4%
H	Accommodation and food services	1,391	1,322	-69.0	-0.25%	-5.0%
A	Agriculture, forestry and fishing	2,905	2,834	-71.0	-0.26%	-2.4%
E	Construction	2,809	2,709	-100.0	-0.37%	-3.6%
C	Manufacturing	5,385	5,203	-182.0	-0.67%	-3.4%
Total		27,603	27,221	-382.0	-1.40%	-1.4%

What proportion of the workforce is self-employed?

Approximately one in six people in employment in New Zealand is self-employed. At a broad industry level, there can be large differences in the proportion of people in self-employment. This section looks at self-employment trends in Timaru District at an aggregate level as well as at an industry level.

Figure 28. Self-employment rate
% of total filled jobs, March years

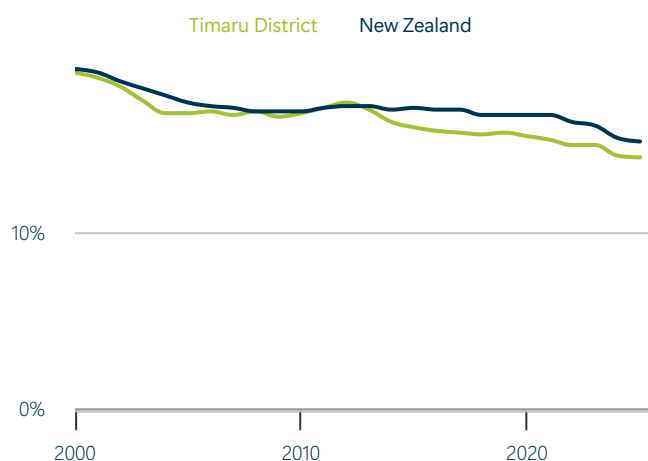
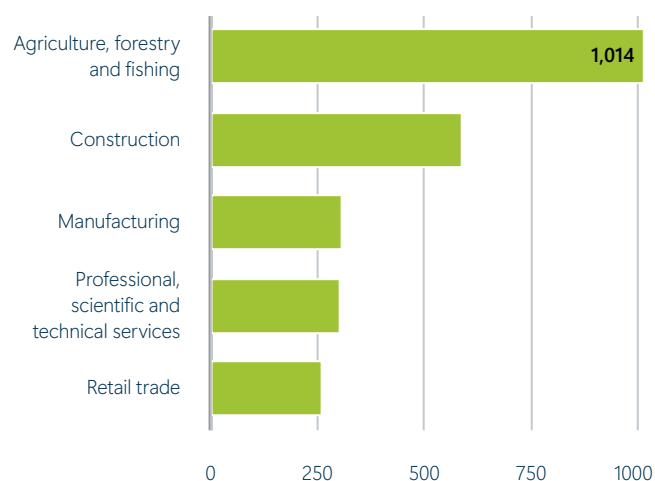


Figure 29. Top 5 self-employment industries, 2025
Filled jobs, year to March 2025



Highlights

- Self-employed workers accounted for 14.3% of the workforce in Timaru District in 2025, which was lower than in New Zealand (15.2%).
- A total of 3,897 workers were self-employed in Timaru District in 2025.

Table 15. Self-employment by ANZSIC Level 1 industries, 2025

Filled jobs, year to March 2025

ANZSIC Level 1 industries		Timaru District		
Code	Name	Total employment	Self-employment	Self-employment rate
A	Agriculture, forestry and fishing	2,834	1,014	35.8%
E	Construction	2,709	588	21.7%
C	Manufacturing	5,203	305	5.9%
M	Professional, scientific and technical services	1,170	304	26.0%
G	Retail trade	2,486	258	10.4%
L	Rental, hiring and real estate services	446	252	56.5%
S	Other services	977	249	25.5%
N	Administrative and support services	893	163	18.3%
H	Accommodation and food services	1,322	161	12.2%
Q	Health care and social assistance	3,002	160	5.3%
I	Transport, postal and warehousing	1,450	120	8.3%
F	Wholesale trade	884	107	12.1%
K	Financial and insurance services	323	67	20.7%
P	Education and training	1,884	55	2.9%
R	Arts and recreation services	264	45	17.0%
O	Public administration and safety	756	20	2.6%
J	Information media and telecommunications	198	17	8.6%
D	Electricity, gas, water and waste services	382	9	2.4%
B	Mining	38	3	7.9%
Total		27,221	3,897	14.3%

What proportion of the workforce is unemployed?

The unemployment rate measures the proportion of the workforce that is not in employment. It is measured as an average over the four quarters of each year.

Figure 30. Unemployment rate, 2025
% of workforce unemployed, year to March 2025

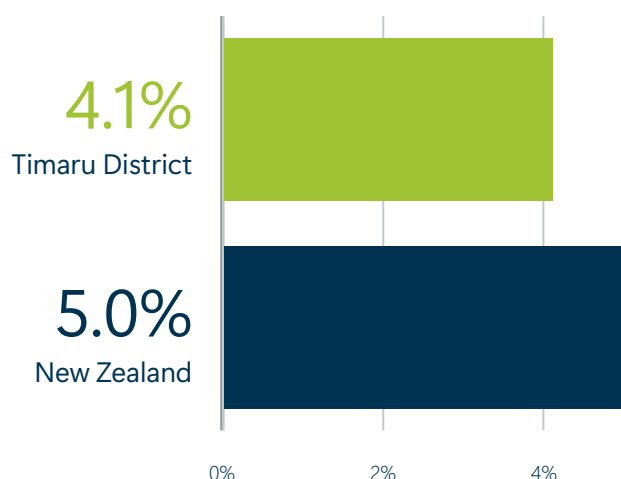
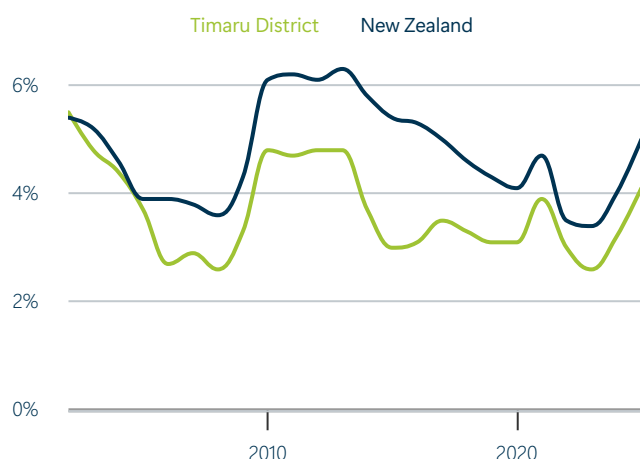


Figure 31. Unemployment rate
% of workforce unemployed, March years



Highlights

- The annual average unemployment rate in Timaru District was 4.1% in the year to March 2025, up from 3.2% in the previous 12 months.
- In the year to March 2025, the annual average unemployment rate in Timaru District was lower than in New Zealand (5.0%).
- The unemployment rate in Timaru District reached a peak of 5.5% in the year to March 2002 and a low of 2.6% in the year to March 2023.

Table 16. Unemployment rate
% of workforce unemployed, March years

	Timaru District	New Zealand
Year	Unemployment rate	Unemployment rate
2006	2.7%	3.9%
2011	4.7%	6.2%
2016	3.1%	5.3%
2021	3.9%	4.7%
2022	3.0%	3.5%
2023	2.6%	3.4%
2024	3.2%	4.0%
2025	4.1%	5.0%

Skills

What is the broad skill range of the jobs in Timaru District?

Areas that can offer higher skilled jobs can generally offer a higher standard of living to its residents. These areas also have a better chance of retaining residents and attracting new skilled workers. This section considers the broad skill levels required in jobs in Timaru District.

Figure 32. Employment by broad skill level, 2025
% of total employment, year to March 2025

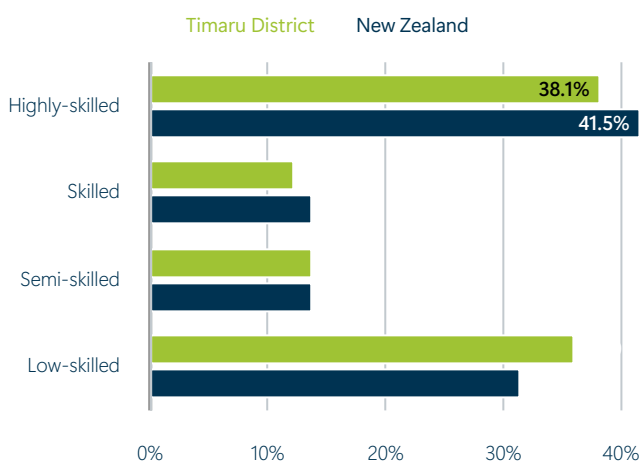
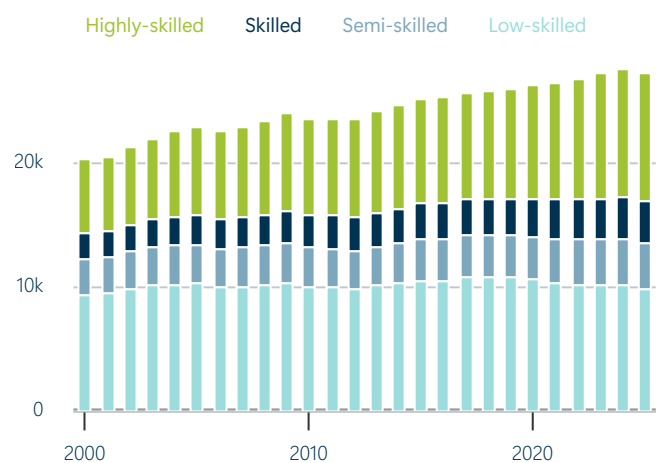


Figure 33. Employment by broad skill level
Filled jobs, March years



Highlights

- Among the four broad skill levels employment was highest in the highly-skilled occupation category in Timaru District in 2025. Employment in highly-skilled accounted for 38.1% of total employment, which was lower than in New Zealand (41.5%).
- The next largest broad skill category was low-skilled which accounted for 35.9% of employment in Timaru District in 2025, which was higher than in New Zealand (31.3%).

Table 17. Employment by broad skill level, 2025
Filled jobs, year to March 2025

Broad skill level occupations			Timaru District		New Zealand	
Name	Level	% of total	Level	% of total	Level	% of total
Highly-skilled	10,383	38.1%	1,149,285	41.5%		
Skilled	3,330	12.2%	375,890	13.6%		
Semi-skilled	3,723	13.7%	378,892	13.7%		
Low-skilled	9,784	35.9%	868,301	31.3%		
Total	27,221		2,772,368			

What is the occupational structure of employment in Timaru District?

The occupations employed in an area are influenced by many factors but primarily by the type of industries present in the area. This section describes the types of occupations at Level 1 of the ANZSCO classification that are employed in Timaru District.

Figure 34. Employment by ANZSCO Level 1 occupation
% of total employment, year to March 2025

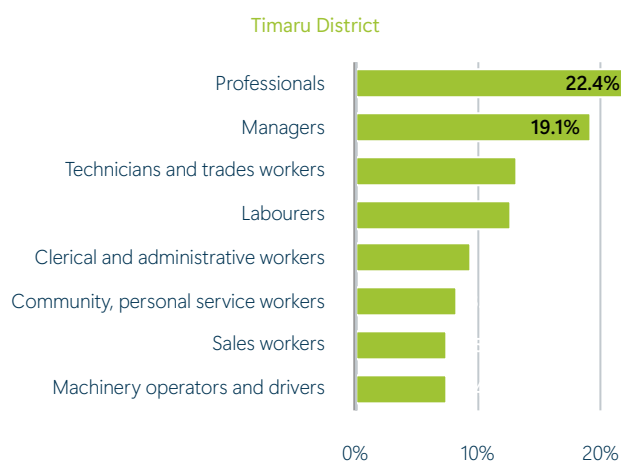
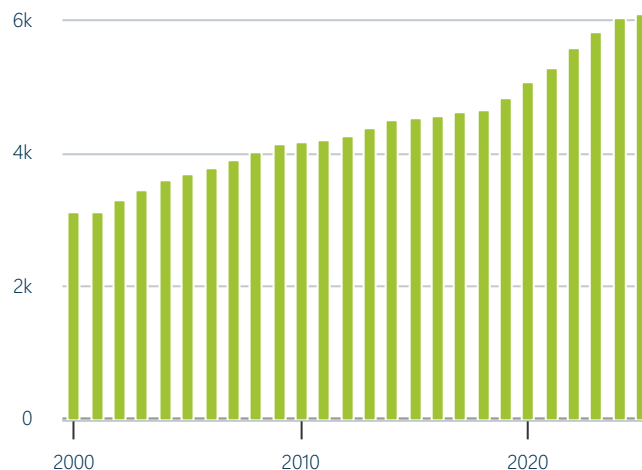


Figure 35. Employment of Professionals
Filled jobs, March years



Highlights

- Among the eight ANZSCO Level 1 occupations employment is highest in the professionals occupation category in Timaru District in 2025. Employment in professionals accounted for 22.4% of total employment, which was lower than in New Zealand (27.3%).
- The next largest Level 1 occupation was managers which accounted for 19.1% of employment in Timaru District in 2025.

Table 18. Employment by occupation, 2025

Filled jobs, ANZSCO Level 1, year to March 2025

ANZSCO Level 1 occupations		Timaru District		New Zealand	
Code	Name	Level	% of total	Level	% of total
2	Professionals	6,106	22.4%	757,929	27.3%
1	Managers	5,206	19.1%	496,831	17.9%
3	Technicians and trades workers	3,587	13.2%	346,706	12.5%
8	Labourers	3,438	12.6%	248,359	9.0%
5	Clerical and administrative workers	2,565	9.4%	286,684	10.3%
4	Community, personal service workers	2,270	8.3%	267,908	9.7%
6	Sales workers	2,034	7.5%	214,796	7.7%
7	Machinery operators and drivers	2,015	7.4%	153,154	5.5%
Total		27,221		2,772,368	

How many people are employed in knowledge intensive industries?

Knowledge intensive industries are those in which the generation and utilisation of knowledge play the predominant part in the creation of economic activity. These industries represent an increasing share of the New Zealand economy's output and employment, and may be a source of future productivity growth. This section describes the level of knowledge intensive employment in Timaru District.

Figure 36. Knowledge intensive employment
Filled jobs in knowledge intensive industries, March years

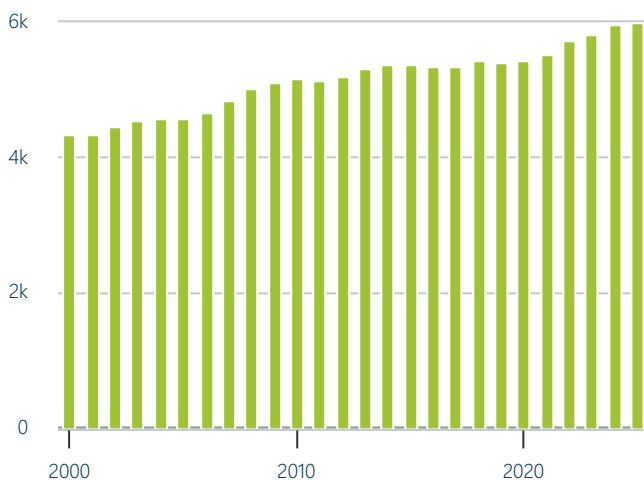
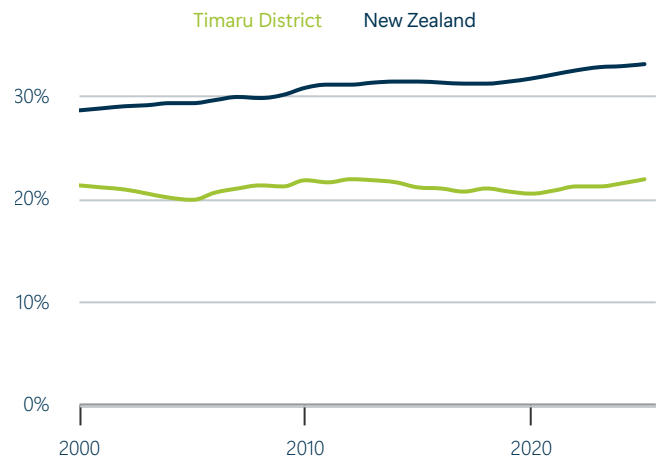


Figure 37. Knowledge intensive employment as % of total
% of total filled jobs, March years



Highlights

- Employment in knowledge intensive industries in Timaru District was 5,998 in 2025 which accounted for 22.0% of total employment. This was lower than in New Zealand (33.2%).
- Knowledge intensive employment grew by 0.7% in 2025 in Timaru District, which was higher than in New Zealand (-0.4%).

Table 19. Knowledge intensive employment

Filled jobs, March years

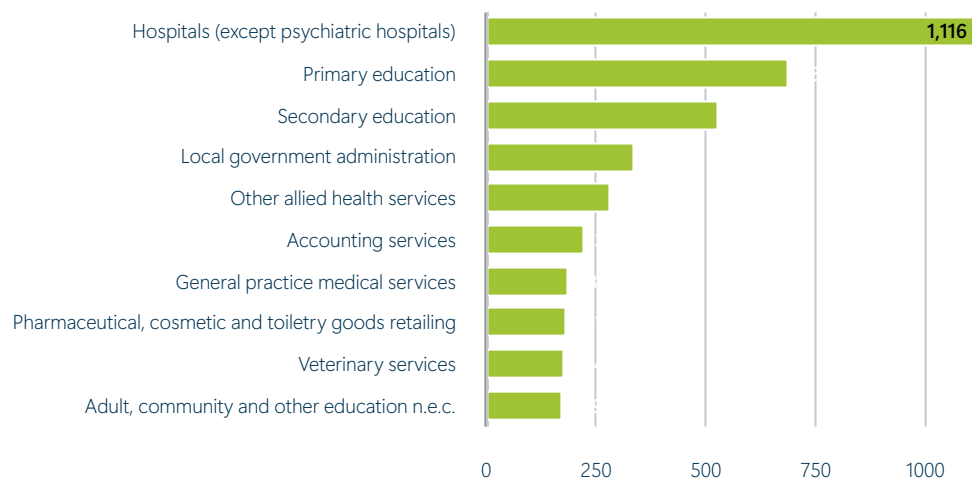
Timaru District				New Zealand		
Year	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2001	4,336		21.2%	532,128		28.9%
2006	4,669	1.5%	20.7%	628,103	3.4%	29.7%
2011	5,125	1.9%	21.7%	675,936	1.5%	31.2%
2016	5,330	0.8%	21.1%	740,870	1.9%	31.4%
2021	5,522	0.7%	20.9%	843,783	2.6%	32.2%
2022	5,724	3.7%	21.3%	879,213	4.2%	32.6%
2023	5,810	1.5%	21.3%	903,761	2.8%	32.9%
2024	5,958	2.5%	21.6%	925,184	2.4%	33.0%
2025	5,998	0.7%	22.0%	921,186	-0.4%	33.2%

What are the top knowledge intensive industries in Timaru District?

This section describes employment in all knowledge intensive industries in Timaru District. Knowledge intensive industries are defined at a fine industry level (ANZSIC06 Level 4).

Figure 38. Ten largest knowledge intensive industries, 2025

Filled jobs in knowledge intensive industries, year to March 2025



Highlights

- The largest knowledge intensive industry in Timaru District in 2025 was hospitals (except psychiatric hospitals). There were 1,116 filled jobs in that industry which accounted for 4.1% of total employment.
- Next largest knowledge intensive industries were primary education (684, 2.5%), secondary education (525, 1.9%) and local government administration (336, 1.2%).

Population

How fast has Timaru District'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 39. Population growth, 2025
Annual % change, year to 30 June 2025

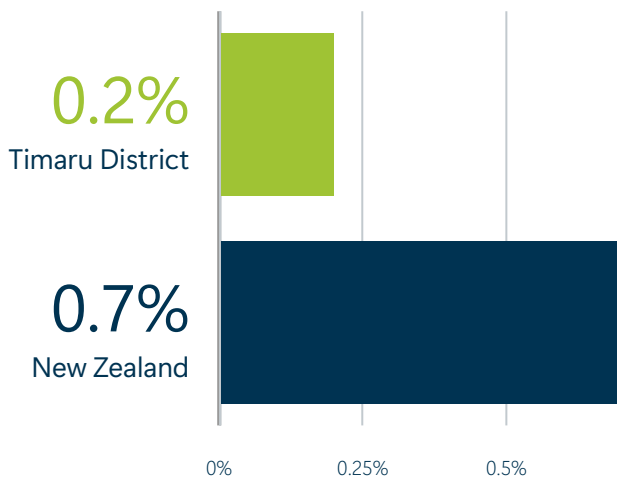
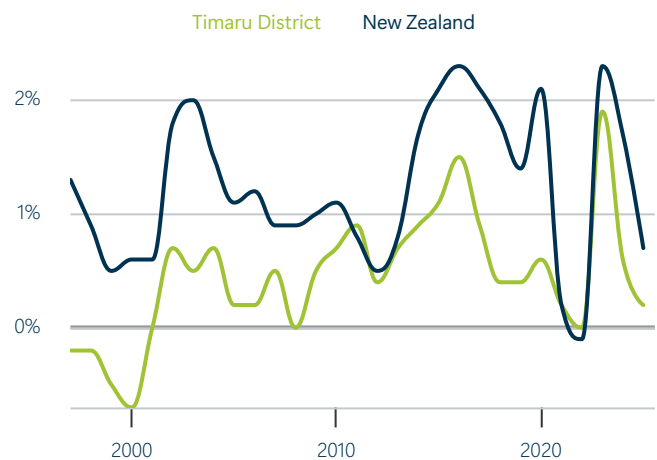


Figure 40. Population growth
Annual % change, June years



Highlights

- Timaru District's total population was 49,500 in 2025, up 0.2% from a year earlier. Total population grew by 0.7% in New Zealand over the same period.
- Population growth in Timaru District averaged 0.6%pa over the 5 years to 2025 compared with 1.0%pa in New Zealand.
- Since 1996, growth in Timaru District reached a high of 1.9%pa in 2023 and a low of -0.7%pa in 2000.

Table 20. Population

People, as at 30 June

Timaru District				New Zealand		
Year	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
1996	43,500			3,732,000		
2001	42,800	-0.3%	-140	3,880,500	0.8%	29,700
2006	43,800	0.5%	200	4,184,600	1.5%	60,820
2011	44,900	0.5%	220	4,384,000	0.9%	39,880
2016	47,000	0.9%	420	4,714,100	1.5%	66,020
2021	48,200	0.5%	240	5,084,600	1.5%	74,100
2022	48,200	0.0%	0	5,081,700	-0.1%	-2,900
2023	49,100	1.9%	900	5,200,000	2.3%	118,300
2024	49,400	0.6%	300	5,290,000	1.7%	90,000
2025	49,500	0.2%	100	5,324,700	0.7%	34,700

What is the source of Timaru District's population growth?

An area's population can grow through natural growth (births minus deaths), net internal migration between areas, or net international migration (arrivals minus departures). This section describes the relative contributions of these sources to population growth in Timaru District.

Figure 41. Source of population growth

Persons, June years

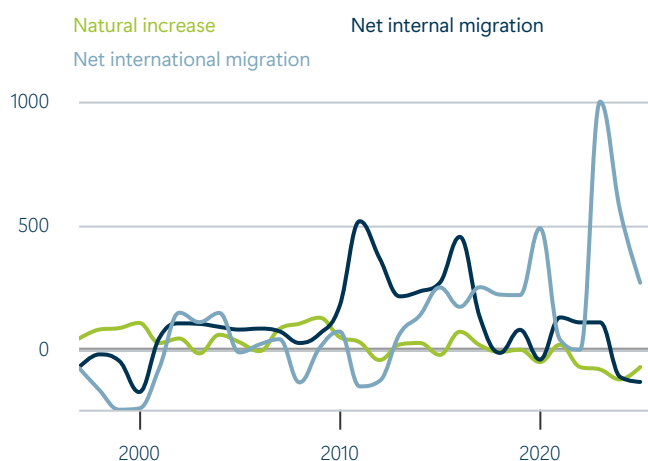
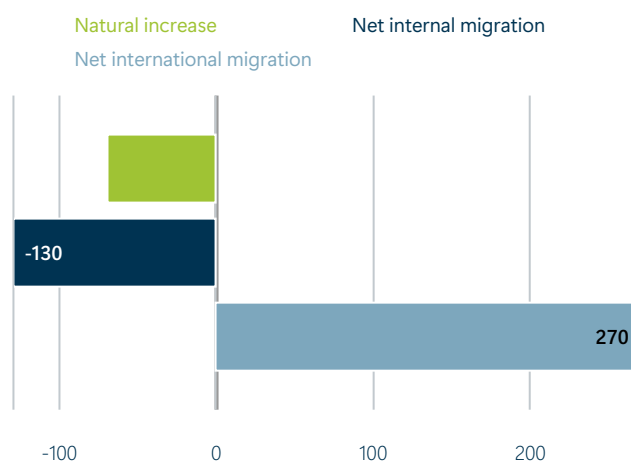


Figure 42. Source of population growth 2024 - 2025

Persons, annual average, June years



Highlights

- Timaru District's population increased by 70 people in the year to June 2025. This was made up of an internal net migration of -130, an international net migration of 270 and a natural increase of -70.

Table 21. Source of population growth

Persons, June years

	Timaru District			New Zealand		
Year	Natural increase	Net internal migration	Net international migration	Natural increase	Net internal migration	Net international migration
2021	20	130	40	27,700	0	-6,600
2022	-70	110	0	23,500	0	-17,700
2023	-80	110	1,000	19,100	0	108,400
2024	-120	-110	560	19,600	0	70,400
2025	-70	-130	270	21,000	0	13,700

What is the age composition of Timaru District'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 Timaru District'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 43. Population by broad age group, 2025
% of total, as at 30 June

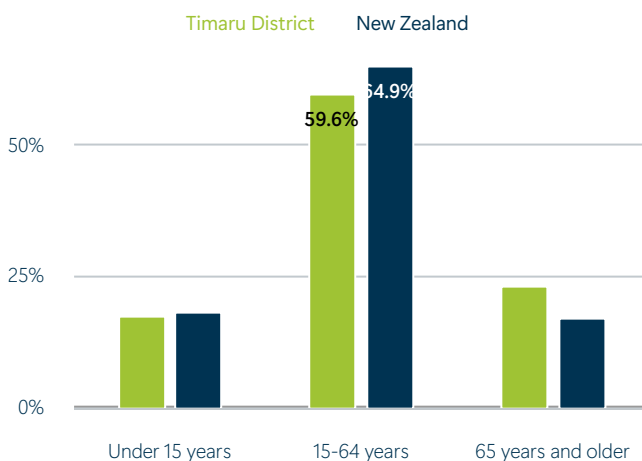
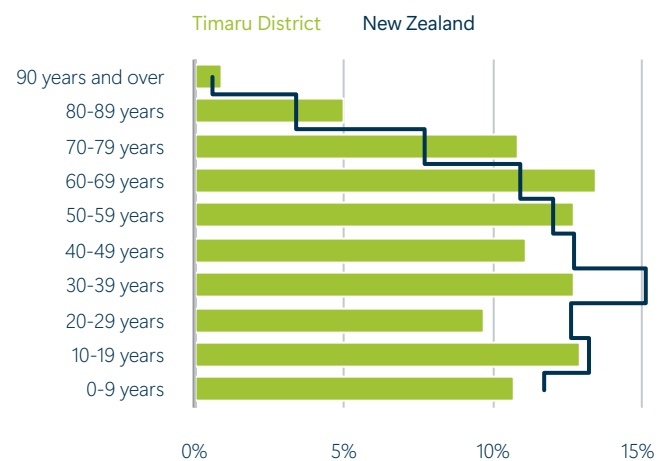


Figure 44. Population by 10-year age group, 2025
% of total, as at 30 June



Highlights

- In 2025, 59.6% of Timaru District's population was of working age (15-64). This proportion was lower than in New Zealand (64.9%).
- The proportion of young people (0-14) was 17.2% in Timaru District. This proportion was lower than in New Zealand (18.2%).
- The proportion of people 65 years and older was 23.2% in Timaru District. This proportion was higher than in New Zealand (16.9%).
- Overall, the dependency ratio was 67.8% in Timaru District. This proportion was higher than in New Zealand (54.2%).

Table 22. Age composition of the population, 2025

People, as at 30 June

	Timaru District		New Zealand	
Age decade	Level	% of total	Level	% of total
0-9 years	5,290	10.7%	623,020	11.7%
10-19 years	6,370	12.9%	702,590	13.2%
20-29 years	4,790	9.7%	671,840	12.6%
30-39 years	6,280	12.7%	803,110	15.1%
40-49 years	5,480	11.1%	674,240	12.7%
50-59 years	6,300	12.7%	639,900	12.0%
60-69 years	6,650	13.4%	582,400	10.9%
70-79 years	5,370	10.8%	410,870	7.7%
80-89 years	2,480	5.0%	182,340	3.4%
90 years and over	460	0.9%	34,400	0.6%
Dependency ratio	67.8%		54.2%	
Total	49,500	100.0%	5,324,700	100.0%

Wellbeing

How does wellbeing in Timaru District compare with New Zealand?

The Infometrics wellbeing framework provides insight into how different parts of New Zealand compare across a range of wellbeing metrics. The framework uses 30 objective, outcome-focussed indicators of wellbeing across nine wellbeing domains. This sections shows how Timaru District compares with New Zealand in each of the nine wellbeing domains. The web-based Regional Economic Profile for Timaru District provides more detail on each of the domains and the 30 wellbeing indicators contained in the domains.

Figure 45. Wellbeing radar, 2025



Highlights

- Timaru District outperformed New Zealand in the following wellbeing domains: **civic engagement and governance** and **housing**.
- Timaru District underperformed New Zealand in the following wellbeing domains: **environment**, **income and consumption**, **jobs and earnings**, **knowledge and skills**, **safety** and **social connections**.
- Timaru District performed similarly to New Zealand in the following wellbeing domains: **health**.

Income and housing

What are the mean earnings in Timaru District?

Earnings are income earned through employment. This series measures average annual earnings per filled job. Earnings are typically an important source of household income, they contribute to well-being and provide choices to individuals.

Figure 46. Mean annual earnings, 2025

Year to March 2025

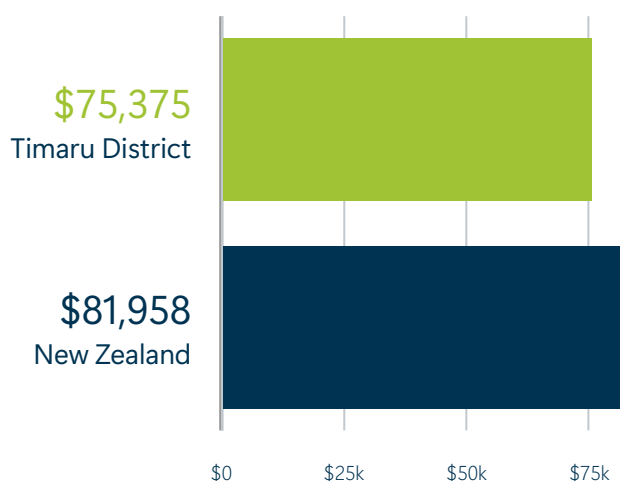
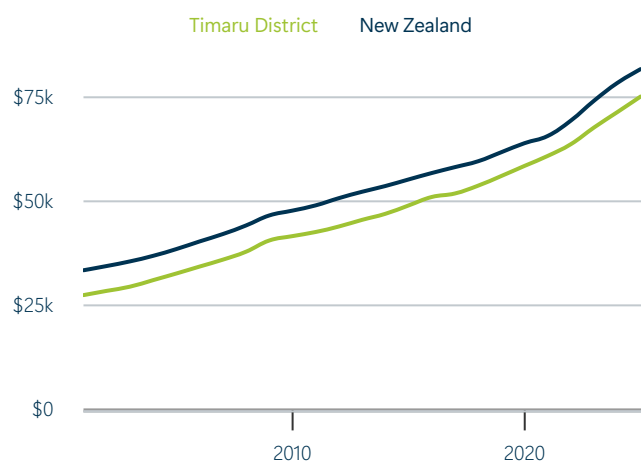


Figure 47. Mean annual earnings level

March years, current prices



Highlights

- Mean annual earnings in Timaru District were \$75,375 in the year to March 2025, which was lower than in New Zealand (\$81,958).
- Mean earnings in Timaru District increased by 5.2% over the year to March 2025, compared with an increase of 4.2% in New Zealand.
- Since 2001, earnings growth in Timaru District reached a maximum of 7.1% in 2009 and a minimum of 1.7% in 2017.

Table 23. Mean annual earnings

March years, current prices

Timaru District				New Zealand		
Year	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2001	\$27,682			\$33,650		
2006	\$34,538	4.5%	\$1,371	\$40,570	3.8%	\$1,384
2011	\$42,838	4.4%	\$1,660	\$49,230	3.9%	\$1,732
2016	\$51,242	3.6%	\$1,681	\$56,995	3.0%	\$1,553
2021	\$61,118	3.6%	\$1,975	\$65,910	2.9%	\$1,783
2022	\$63,948	4.6%	\$2,830	\$69,620	5.6%	\$3,710
2023	\$67,962	6.3%	\$4,014	\$74,395	6.9%	\$4,775
2024	\$71,638	5.4%	\$3,676	\$78,648	5.7%	\$4,253
2025	\$75,375	5.2%	\$3,737	\$81,958	4.2%	\$3,310

What do households earn in Timaru District?

Household income is a fundamental measure of living standards and reflects the economic health of an area. Household income is derived from multiples sources including earnings from employment (wages and salaries), earnings from self-employment, allowances, benefits and superannuation. By including incomes of all household members from a range of sources, it provides a more holistic measure of living standard and housing affordability than individual earnings. This section looks at how average household income in Timaru District has changed over time. It is measured in current prices.

Figure 48. Mean household income, 2025

Year to March 2025

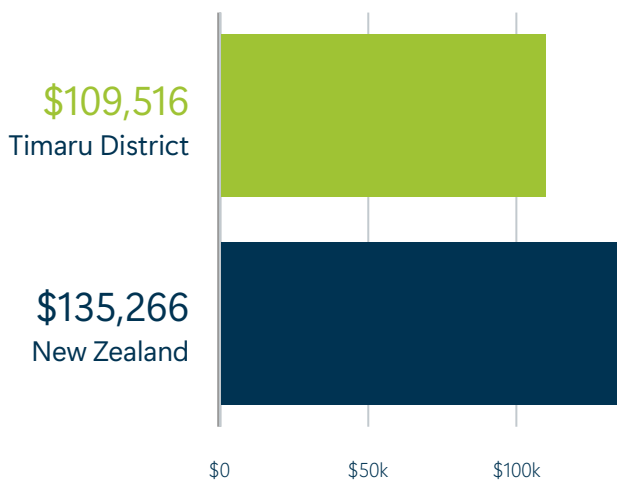
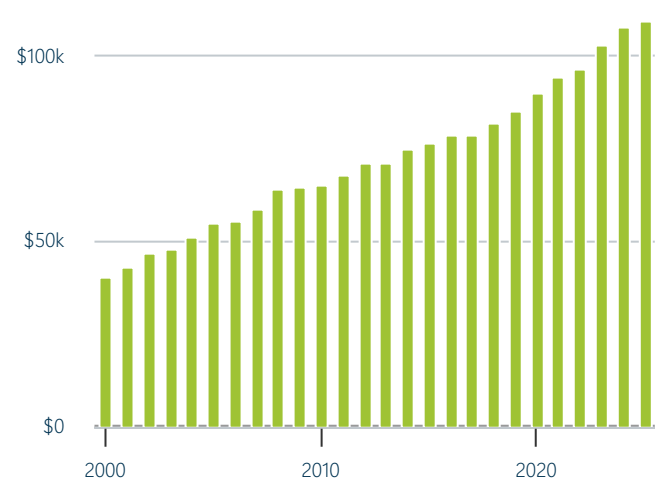


Figure 49. Mean household income

March years, current prices



Highlights

- The average household income in Timaru District was \$109,516 in 2025, which was lower than the New Zealand average of \$135,266.
- Household income growth in Timaru District was 1.7% for the year to March 2025. Growth was lower than in New Zealand (1.8%).
- Since 2000, household income growth in Timaru District reached a maximum of 9.1% in 2002 and a minimum of -0.1% in 2017.

Table 24. Mean household income

March years, current prices

Year	Timaru District			New Zealand		
	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2001	\$42,847			\$52,517		
2006	\$55,089	5.2%	\$2,448	\$66,092	4.7%	\$2,715
2011	\$67,842	4.3%	\$2,551	\$80,619	4.1%	\$2,905
2016	\$78,438	2.9%	\$2,119	\$94,692	3.3%	\$2,815
2021	\$94,425	3.8%	\$3,197	\$115,563	4.1%	\$4,174
2022	\$96,565	2.3%	\$2,140	\$119,140	3.1%	\$3,577
2023	\$102,677	6.3%	\$6,112	\$125,715	5.5%	\$6,575
2024	\$107,647	4.8%	\$4,970	\$132,902	5.7%	\$7,187
2025	\$109,516	1.7%	\$1,869	\$135,266	1.8%	\$2,364

What is per capita income in Timaru District?

Per capita income is a widely used measure of living standard, as it accounts for all sources of household income as well as household size. Household size is an important consideration, as households with a similar household income may have considerably different living standards depending on how many individuals their income is shared among. Per capita income is calculated by dividing total household income by population. This section looks at how average per capita income in Timaru District has changed over time. It is measured in current prices.

Figure 50. Per capita income, 2025
Year to March 2025

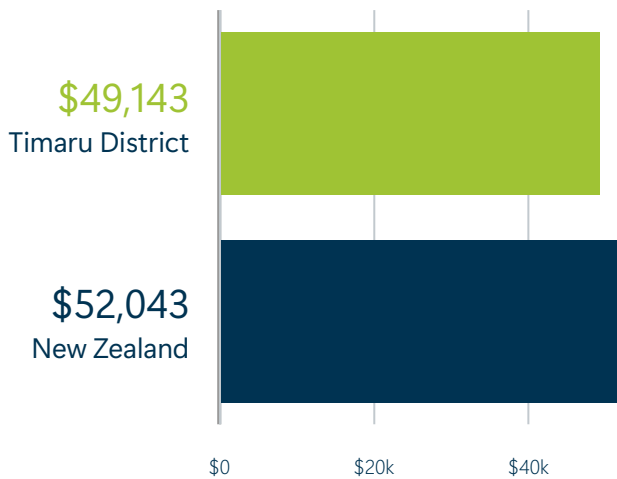
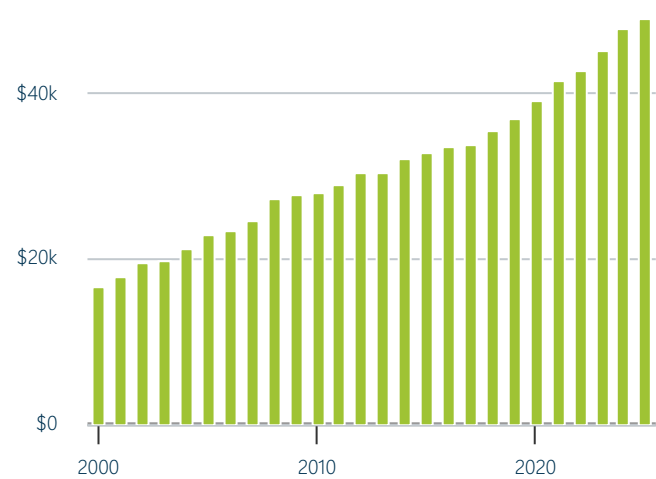


Figure 51. Per capita income
March years, current prices



Highlights

- Per capita income in Timaru District was \$49,143 in 2025, which was lower than the New Zealand average of \$52,043.
- Per capita income growth in Timaru District was 3.0% for the year to March 2025. Growth was lower than in New Zealand (3.4%).
- Since 2000, per capita income growth in Timaru District reached a maximum of 9.9% in 2008 and a minimum of 0.3% in 2013.

Table 25. Per capita income
March years, current prices

Year	Timaru District			New Zealand		
	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2001	\$17,804			\$19,242		
2006	\$23,258	5.5%	\$1,091	\$24,423	4.9%	\$1,036
2011	\$29,003	4.5%	\$1,149	\$29,849	4.1%	\$1,085
2016	\$33,552	3.0%	\$910	\$34,522	3.0%	\$935
2021	\$41,426	4.3%	\$1,575	\$42,723	4.4%	\$1,640
2022	\$42,692	3.1%	\$1,266	\$44,931	5.2%	\$2,208
2023	\$45,068	5.6%	\$2,376	\$47,425	5.6%	\$2,494
2024	\$47,712	5.9%	\$2,644	\$50,352	6.2%	\$2,927
2025	\$49,143	3.0%	\$1,431	\$52,043	3.4%	\$1,691

How have house values in Timaru District grown?

Expenditure on housing is a major component of household spending. This section describes the average current house value in Timaru District.

Figure 52. Average house value, 2025
March 2025

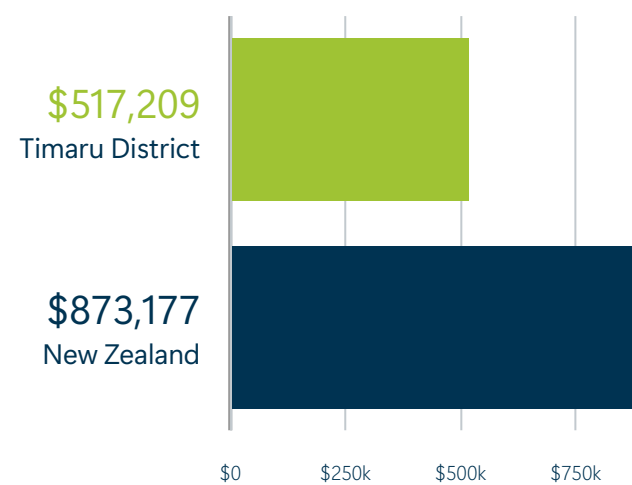
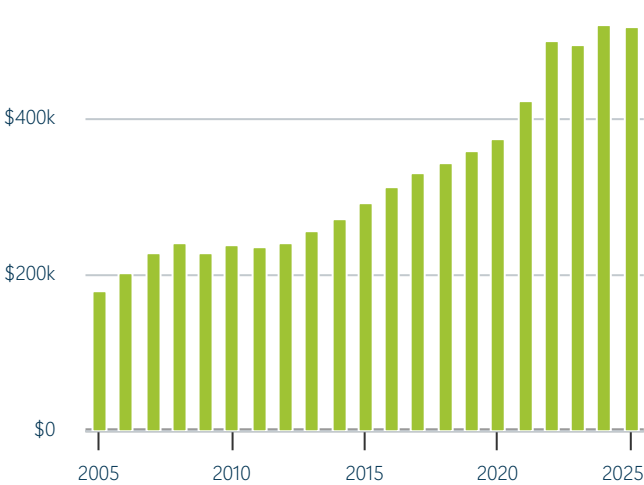


Figure 53. Average house value
March years, current prices



Highlights

- The average house value in Timaru District was \$517,209 in March 2025, which was lower than the New Zealand median of \$873,177.
- House value growth in Timaru District decreased by 0.8% for the year to March 2025. Growth was not as low as in New Zealand (-1.6%).
- Since 2005, house value growth in Timaru District reached a maximum of 18.4% in 2022 and a minimum of -4.9% in 2009.

Table 26. Average house value
March years, current prices

	Timaru District			New Zealand		
Year	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2006	\$201,607			\$338,796		
2011	\$233,935	3.0%	\$6,466	\$370,286	1.8%	\$6,298
2016	\$311,662	5.9%	\$15,545	\$546,450	8.1%	\$35,233
2021	\$422,588	6.3%	\$22,185	\$864,640	9.6%	\$63,638
2022	\$500,498	18.4%	\$77,910	\$984,205	13.8%	\$119,565
2023	\$493,182	-1.5%	-\$7,316	\$865,425	-12.1%	-\$118,780
2024	\$521,235	5.7%	\$28,053	\$887,799	2.6%	\$22,374
2025	\$517,209	-0.8%	-\$4,026	\$873,177	-1.6%	-\$14,622

How affordable is housing in Timaru District?

Affordable housing is important for people's well-being. For lower-income households, high housing costs relative to income are often associated with severe financial difficulty, and can leave households with insufficient income to meet other basic needs such as food, clothing, transport, medical care and education. High outgoings-to-income ratios are not as critical for higher-income earners, as there is sufficient income left for their basic needs.

This section investigates the affordability of housing in Timaru District. We present a ratio of the average current house values to average household income. A higher ratio, therefore, suggests that median houses cost a greater multiple of typical incomes, which indicates lower housing affordability. We also present the proportion of average household income that would be needed to service a 20-year mortgage on the average house value, with a 20% deposit at average 2-year fixed interest rates.

Figure 54. House value to income multiple
March years

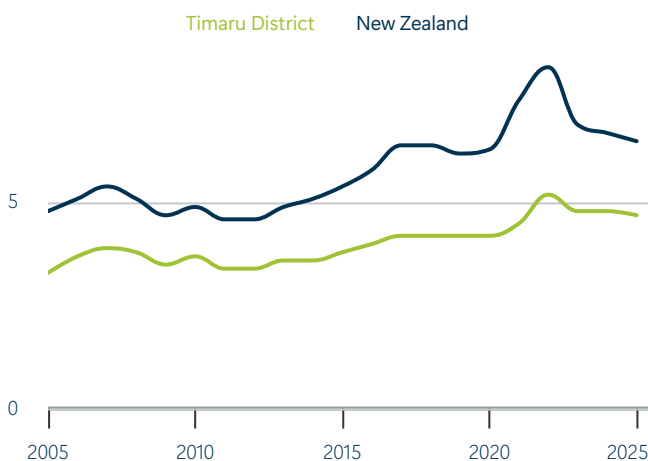
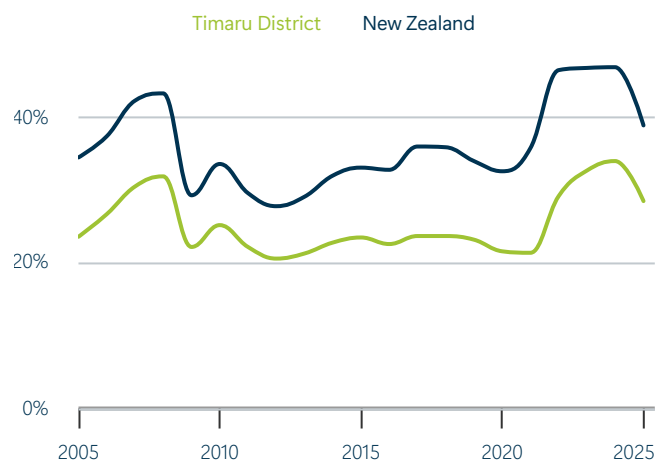


Figure 55. Mortgage payment proportion of income
March years



Highlights

- In Timaru District the average house value was 4.7 times its average household income in 2025. Housing was more affordable than in New Zealand (6.5).
- Since 2005, the house value to income multiple in Timaru District reached a maximum (least affordable) of 5.2 in 2022 and a minimum (most affordable) of 3.3 in 2005.
- In Timaru District, 28.5% of the average household income would be needed to service a 20 year mortgage on the average house value, with a 20% deposit at average 2-year fixed interest rates in 2025. This was lower than in New Zealand (38.9%).

Table 27. House value to income multiple and mortgage payment proportion of income

March years

	Timaru District		New Zealand	
Year	House value to income	Mortgage payment proportion of income	House value to income	Mortgage payment proportion of income
2006	3.7	26.7%	5.1	37.4%
2011	3.4	22.2%	4.6	29.6%
2016	4.0	22.6%	5.8	32.8%
2021	4.5	21.4%	7.5	35.8%
2022	5.2	29.2%	8.3	46.5%
2023	4.8	32.7%	6.9	46.8%
2024	4.8	34.0%	6.7	46.9%
2025	4.7	28.5%	6.5	38.9%

How have rents in Timaru District grown?

Rent is a major component of household spending, especially for lower income households. This section presents average weekly rental prices each year for Timaru District.

Figure 56. Average weekly rent, 2025

Year to March 2025

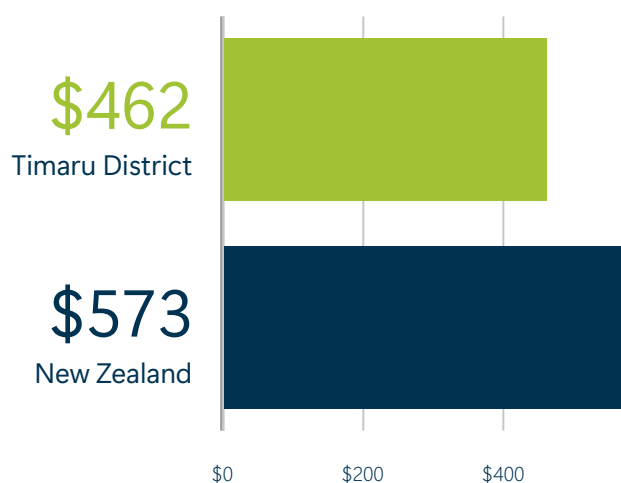
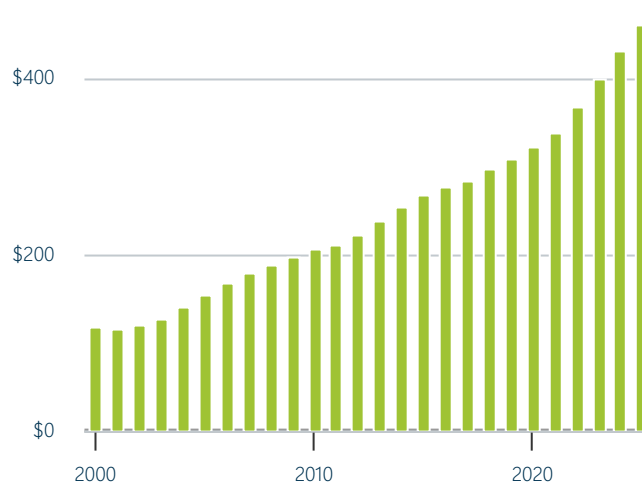


Figure 57. Average weekly rent

March years, current prices



Highlights

- Average weekly rent in Timaru District was \$462 in 2025, which was lower than the New Zealand average of \$573.
- Growth in average weekly rent in Timaru District was 7.2% for the year to March 2025. Growth was greater than in New Zealand (2.3%).
- Since 2000, average weekly rent growth in Timaru District reached a maximum of 10.8% in 2005 and a minimum of -1.7% in 2001.

Table 28. Average weekly rent income

March years, current prices

Year	Timaru District			New Zealand		
	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2001	\$116			\$193		
2006	\$167	7.6%	\$10	\$251	5.4%	\$12
2011	\$211	4.8%	\$9	\$303	3.8%	\$10
2016	\$276	5.5%	\$13	\$367	3.9%	\$13
2021	\$338	4.1%	\$12	\$470	5.1%	\$21
2022	\$367	8.6%	\$29	\$501	6.6%	\$31
2023	\$399	8.7%	\$32	\$524	4.6%	\$23
2024	\$431	8.0%	\$32	\$560	6.9%	\$36
2025	\$462	7.2%	\$31	\$573	2.3%	\$13

How affordable is renting in Timaru District?

This section investigates the affordability of renting by comparing average weekly rents with average weekly household income. We present a rent affordability measure which is the ratio of the average weekly rent to average household income. A higher ratio, therefore, suggests that the average rent take up a greater proportion of the average income, which indicates lower rent affordability.

Figure 58. Rent to income proportion, 2025

Year to March 2025

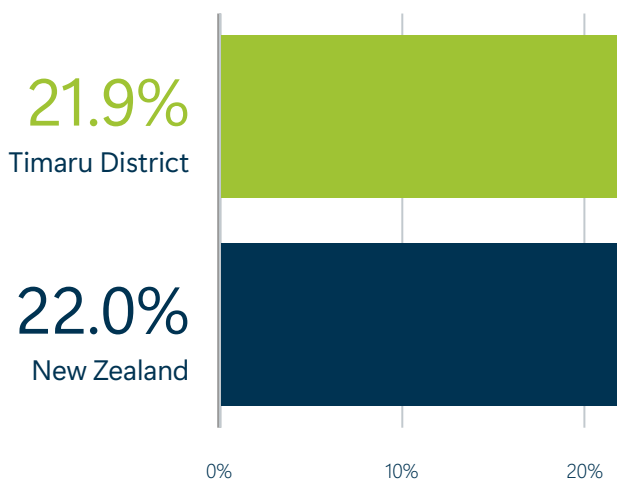
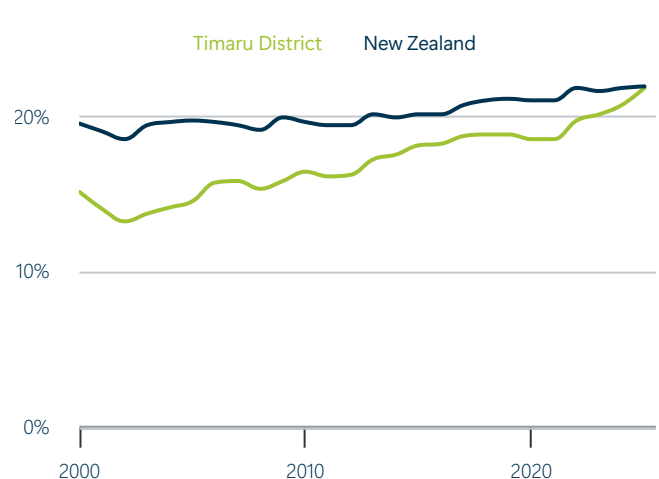


Figure 59. Rent to income proportion

March years



Highlights

- In Timaru District the average weekly rent accounted for 21.9% of the average household income in 2025. Rent was more affordable than in New Zealand (22.0%).
- Since 2000, the rent to income proportion in Timaru District reached a maximum (least affordable) of 21.9% in 2025 and a minimum (most affordable) of 13.3% in 2002.

Table 29. Rent to income proportion
Average weekly rent as % of average household income, March years

	Timaru District	New Zealand
Year	Rental to income proportion	Rental to income proportion
2001	14.1%	19.1%
2006	15.8%	19.7%
2011	16.2%	19.5%
2016	18.3%	20.2%
2021	18.6%	21.1%
2022	19.8%	21.9%
2023	20.2%	21.7%
2024	20.8%	21.9%
2025	21.9%	22.0%

How many beneficiaries are there in Timaru District?

This section describes the number of people in Timaru District receiving benefits relative to the rest of the country.

Figure 60. Total beneficiaries
Average number of persons, annual level, March years

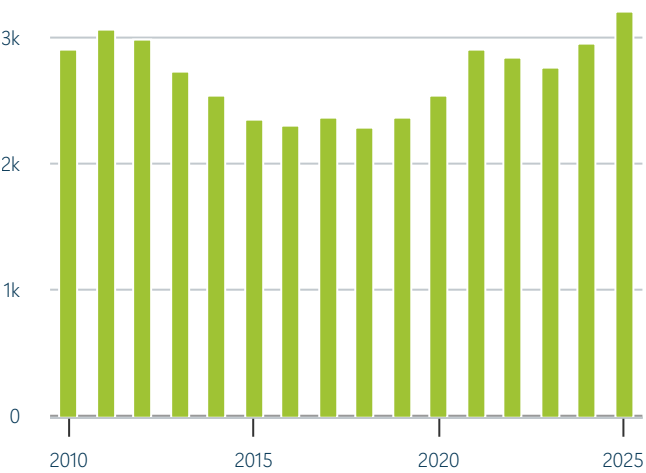


Figure 61. Growth in total beneficiaries
Annual % change, March years

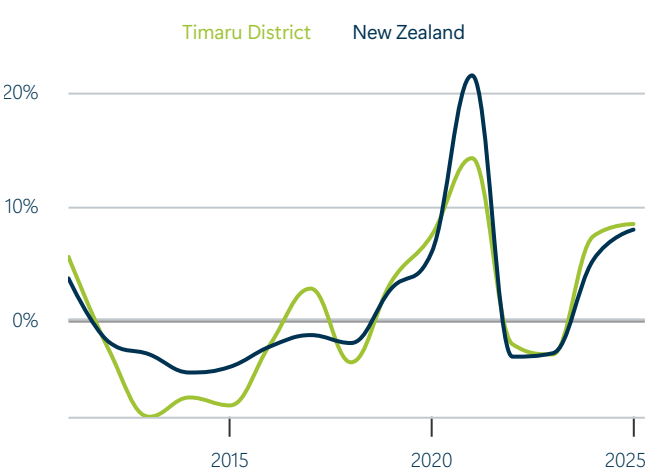
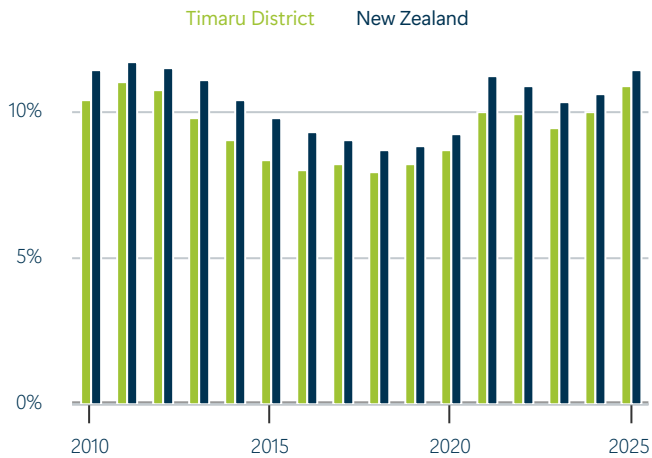


Figure 62. Total beneficiaries as percentage of working age population

March years



Highlights

- In Timaru District there were 3,214 people on beneficiary support in 2025. This was a 8.5% increase compared to the previous year.
- Since 2010, the number of people on beneficiary support reached a maximum of 3,214 in 2025 and a minimum of 2,282 in 2018.

Table 30. Total beneficiaries

Average number of persons, March years

Year	Timaru District			New Zealand		
	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2011	3,065			338,843		
2016	2,306	-5.5%	-152	288,440	-3.2%	-10,081
2021	2,902	4.7%	119	369,545	5.1%	16,221
2022	2,840	-2.1%	-62	357,688	-3.2%	-11,857
2023	2,756	-3.0%	-84	347,412	-2.9%	-10,276
2024	2,961	7.4%	205	365,710	5.3%	18,298
2025	3,214	8.5%	253	394,994	8.0%	29,284

Tourism

How much employment does tourism contribute to Timaru District?

The tourism sector is not an industry in itself but rather comprises parts of various industries including accommodation and food services, retail, arts and recreation services and transport. This section describes the contribution of tourism to total employment in Timaru District. It shows how tourism ranks as an employer in Timaru District relative to the broad ANZSIC industries.

Figure 63. Tourism employment growth

Annual % change, March years

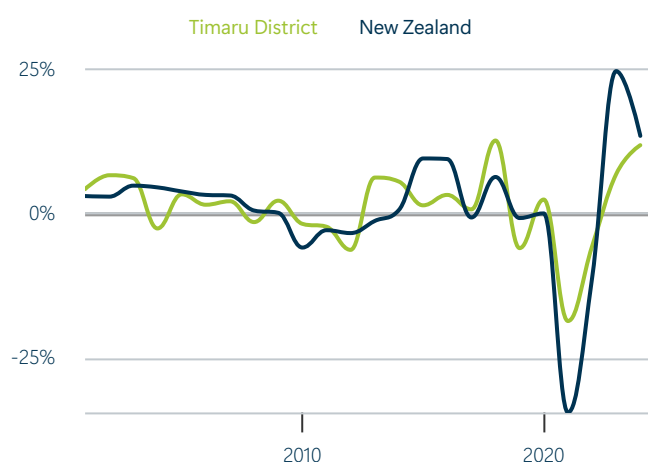
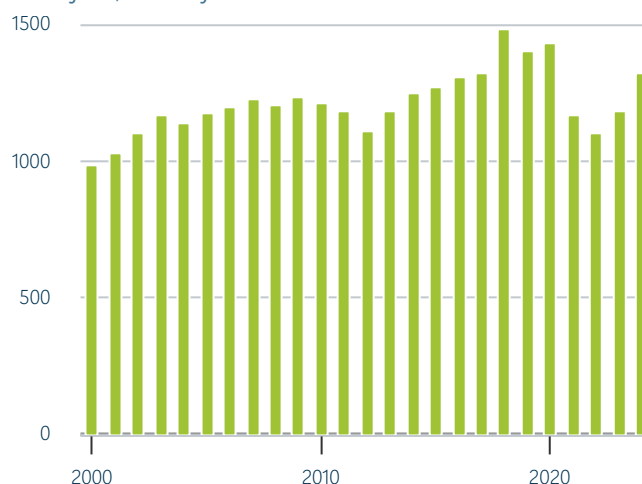


Figure 64. Tourism employment

Filled jobs, March years



Highlights

- Employment growth in the tourism sector in Timaru District has averaged 1.4%pa between 2000 and 2025, compared with an average of 1.3%pa in New Zealand.

Table 31. Tourism sector employment relative to other industries, 2025

Filled jobs, year to March 2025

ANZSIC Level 1 industries	Timaru District		New Zealand	
Name	Level	% of total	Level	% of total
Manufacturing	5,203	19.1%	252,629	9.1%
Health care and social assistance	3,002	11.0%	303,473	11.0%
Agriculture, forestry and fishing	2,834	10.4%	140,542	5.1%
Construction	2,709	10.0%	281,088	10.1%
Retail trade	2,486	9.1%	237,090	8.6%
Education and training	1,884	6.9%	218,353	7.9%
Transport, postal and warehousing	1,450	5.3%	114,002	4.1%
Accommodation and food services	1,322	4.9%	174,762	6.3%
Professional, scientific and technical services	1,170	4.3%	252,086	9.1%
Other services	977	3.6%	107,920	3.9%
Administrative and support services	893	3.3%	127,688	4.6%
Wholesale trade	884	3.3%	127,873	4.6%
Public administration and safety	756	2.8%	166,057	6.0%
Rental, hiring and real estate services	446	1.6%	64,519	2.3%
Electricity, gas, water and waste services	382	1.4%	22,578	0.8%
Financial and insurance services	323	1.2%	79,220	2.9%
Arts and recreation services	264	1.0%	55,342	2.0%
Information media and telecommunications	198	0.7%	40,860	1.5%
Mining	38	0.1%	6,286	0.2%
Total	27,221		2,772,368	

How much GDP does tourism contribute to Timaru District?

The tourism sector is not an industry but rather comprises parts of various industries including accommodation and food services, retail, arts and recreation services and transport. This section describes the contribution of tourism to total GDP in Timaru District. It shows how tourism ranks as an contributor to the economy in Timaru District relative to the broad ANZSIC industries.

Figure 65. Tourism GDP growth
Annual % change, March years

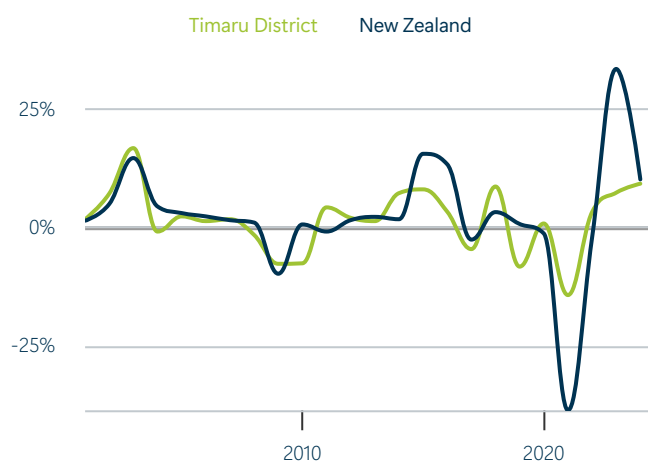
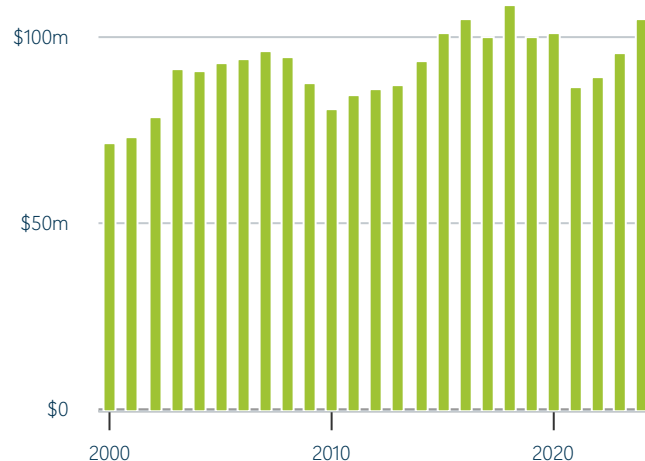


Figure 66. Tourism GDP
March years, 2025 prices



Highlights

- Growth in the tourism sector in Timaru District has averaged 1.8% since 2000, compared with an average of 2.6% in New Zealand.

Table 32. Tourism sector GDP relative to other industries, 2025

2025 prices, year to March 2025

ANZSIC Level 1 industries		Timaru District		New Zealand	
Name		Level	% of total	Level	% of total
Manufacturing		\$805.8m	19.3%	\$34,187.0m	7.9%
Agriculture, forestry and fishing		\$580.8m	13.9%	\$21,814.3m	5.1%
Construction		\$295.1m	7.1%	\$27,802.6m	6.4%
Health care and social assistance		\$292.3m	7.0%	\$29,479.7m	6.8%
Retail trade		\$207.0m	5.0%	\$20,360.3m	4.7%
Transport, postal and warehousing		\$198.1m	4.7%	\$17,956.6m	4.2%
Professional, scientific and technical services		\$192.0m	4.6%	\$40,571.5m	9.4%
Rental, hiring and real estate services		\$172.3m	4.1%	\$28,596.0m	6.6%
Electricity, gas, water and waste services		\$136.6m	3.3%	\$10,808.2m	2.5%
Wholesale trade		\$130.0m	3.1%	\$21,094.2m	4.9%
Education and training		\$116.2m	2.8%	\$15,568.7m	3.6%
Public administration and safety		\$81.9m	2.0%	\$20,763.8m	4.8%
Financial and insurance services		\$70.8m	1.7%	\$24,508.5m	5.7%
Other services		\$63.5m	1.5%	\$7,722.5m	1.8%
Accommodation and food services		\$59.9m	1.4%	\$8,433.0m	2.0%
Information media and telecommunications		\$58.5m	1.4%	\$17,810.5m	4.1%
Administrative and support services		\$57.5m	1.4%	\$9,723.3m	2.3%
Arts and recreation services		\$18.9m	0.5%	\$5,743.9m	1.3%
Mining		\$4.1m	0.1%	\$3,166.3m	0.7%
Total		\$4,185.1m		\$431,676.7m	

Māori

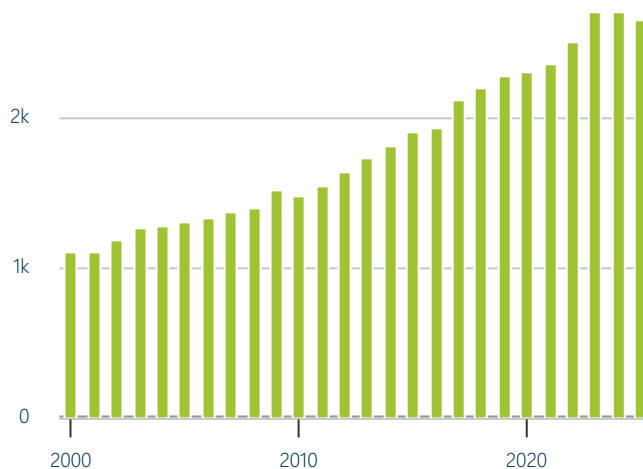
How fast has Māori employment grown?

Employment growth is an economic and social wellbeing indicator for Māori. 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 Māori population in Timaru District to earn an income, contribute to the local economy, and choose how they live their lives.

Figure 67. Employment growth in Timaru District, 2025
Annual % change, March years



Figure 68. Māori employment
Filled jobs, March years



Highlights

- Māori employment in Timaru District averaged 2,659 in the year to March 2025, down 2.0% from a year earlier. Māori employment growth in Timaru District was lower than for all ethnicities (-1.4%).
- Māori employment growth in Timaru District averaged 3.4%pa over the 10 years to 2025 compared with an average employment growth in Timaru District of 0.8%pa for all ethnicities.
- Māori employment growth in Timaru District reached a high of 9.7% in 2017 and a low of -3.2% in 2010.
- Māori employment accounted for 9.8% of total employment in Timaru District in 2025.

In which industries are Māori employed?

This section shows the breakdown of Māori employment at various levels of industry disaggregation in Timaru District. It enables industries that Māori in Timaru District are over- or under-represented in to be identified.

Figure 69. Employment structure by broad sector in Timaru District, 2025

% of total, year to March 2025

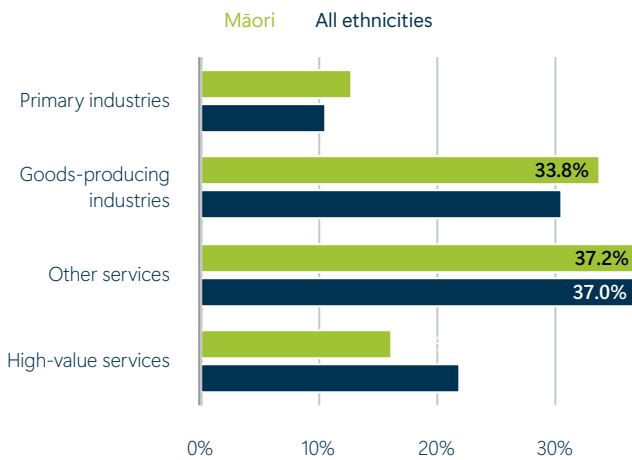


Figure 70. Ten largest Māori employing ANZSIC Level 1 industries, 2025

% of total, year to March 2025



Highlights

- Among the broad economic sectors other services accounted for the largest proportion of Māori employment in Timaru District (37.2%), which was higher than for all ethnicities (37.0%) in Timaru District.
- Goods-producing industries accounted for the second largest proportion of Māori employment in Timaru District (33.8%) compared with 30.5% for all ethnicities in Timaru District.
- Primary industries accounted for the smallest proportion of Māori employment in Timaru District (12.8%) compared with 10.6% for all ethnicities in Timaru District.

How fast is the Māori population growing?

This section looks at the growth of the Māori population in Timaru District. A strong regional economy with plentiful job opportunities will help a region retain its Māori population and attract new residents from other regions.

Figure 71. Māori population level
People, annual level, June years

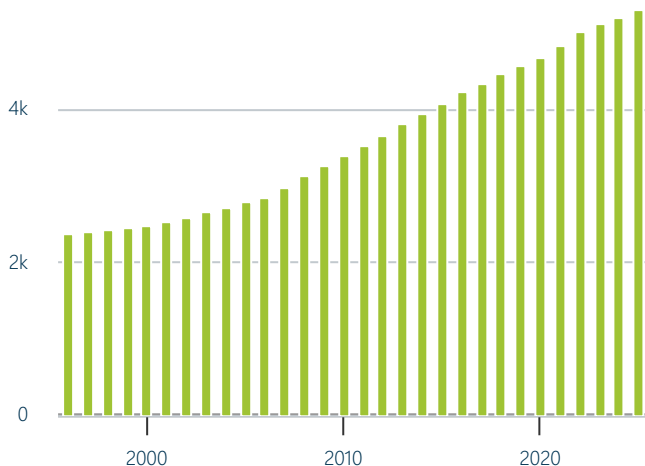
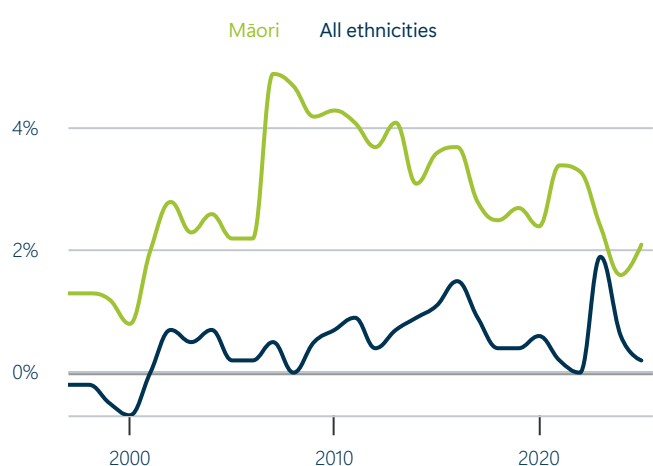


Figure 72. Population growth in Timaru District
Annual % change, June years



Highlights

- Timaru District's total Māori population was 5,310 in 2025, up 2.1% from a year earlier. Population grew by 0.2% for all ethnicities over the same period.
- Māori population growth in Timaru District averaged 2.6%pa over the 5 years to 2025 compared with a population growth in Timaru District of 0.6%pa for all ethnicities.
- Since 1996, Māori population growth in Timaru District reached a high of 4.9%pa in 2007 and a low of 0.8%pa in 2000.

How fast have the number of Māori businesses grown in Timaru District?

Māori businesses are a key indicator of the growth and strength of the Māori economy in Timaru District. A Māori business is a business with at least one owner of Māori ethnicity and/or descent.

Figure 73. Maori business growth in Timaru District
Annual % change, March years

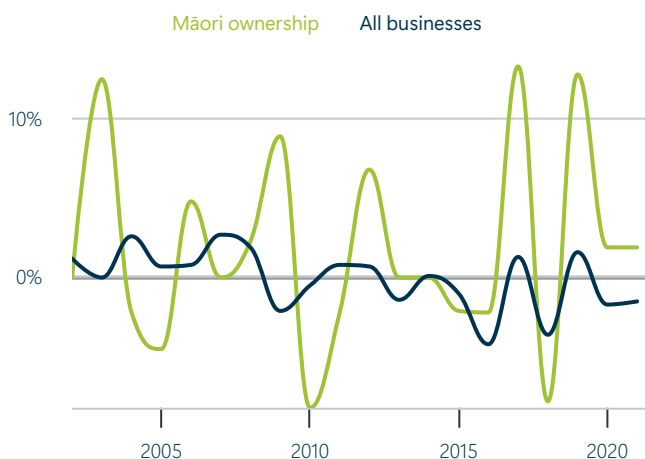
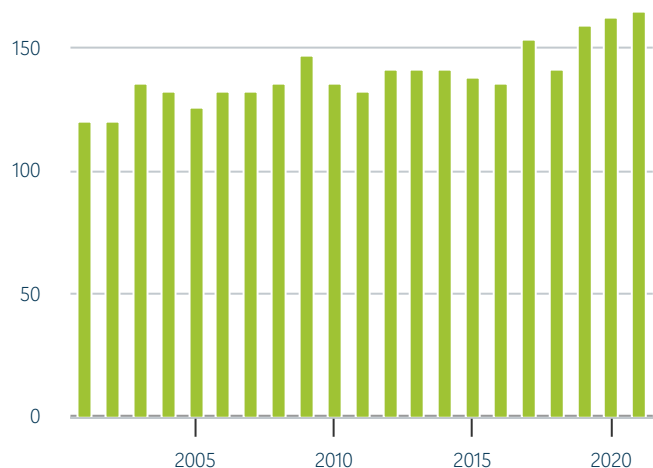


Figure 74. Maori businesses in Timaru District
March years



Highlights

- Māori businesses in Timaru District totalled 165 in the year to March 2021, accounting for 8.3% of all businesses.
- The number of Māori businesses in Timaru District grew by an average of 1.9% in the year to March 2021. Growth was faster than growth for all businesses (-1.5%).

Pacific Peoples

How fast has Pacific Peoples employment grown?

Employment growth is an economic and social wellbeing indicator for Pacific Peoples. 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 provide new opportunities for the Pacific Peoples population in Timaru District to earn an income, contribute to the local economy, and choose how they live their lives.

Figure 75. Employment growth in Timaru District, 2025
Annual % change, March years

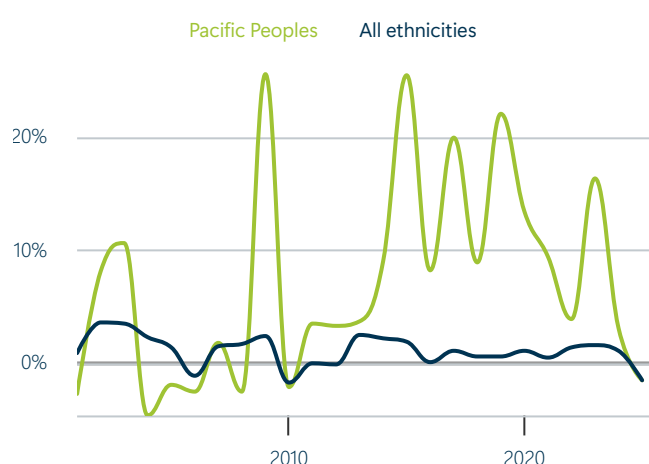
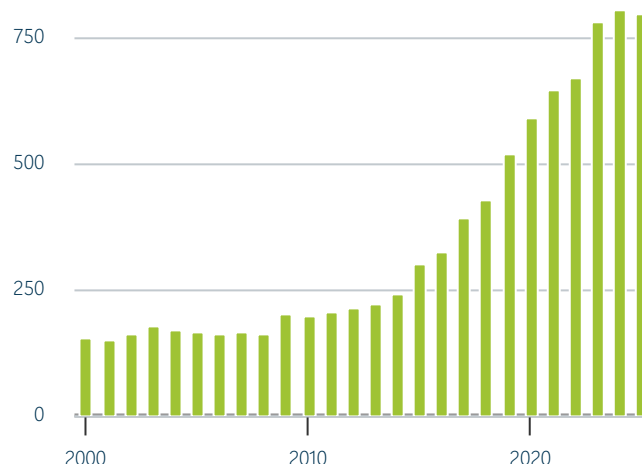


Figure 76. Pacific Peoples employment
Filled jobs, March years



Highlights

- Pacific Peoples employment in Timaru District averaged 795 in the year to March 2025, down 1.4% from a year earlier. Pacific Peoples employment growth in Timaru District was the same as for all ethnicities (-1.4%).
- Pacific Peoples employment growth in Timaru District averaged 10.5%pa over the 10 years to 2025 compared with an average employment growth in Timaru District of 0.8%pa for all ethnicities.
- Pacific Peoples employment growth in Timaru District reached a high of 25.6% in 2009 and a low of -4.5% in 2004.
- Pacific Peoples employment accounted for 2.9% of total employment in Timaru District in 2025.

In which industries are Pacific Peoples employed?

This section shows the breakdown of Pacific Peoples employment at various levels of industry disaggregation in Timaru District. It enables industries that Pacific Peoples in Timaru District are over- or under-represented in to be identified.

Figure 77. Employment structure by broad sector in Timaru District, 2025

% of total, year to March 2025

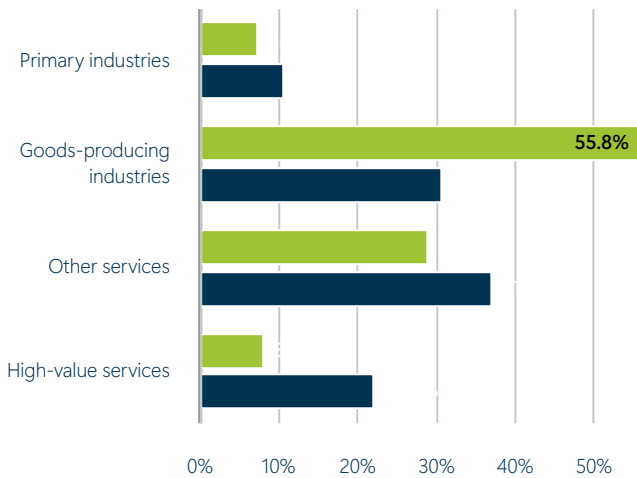
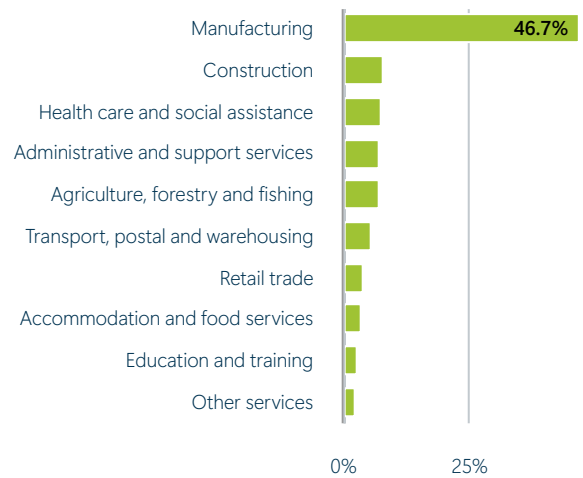


Figure 78. Ten largest ANZSIC Level 1 industries employing Pacific Peoples, 2025

% of total, year to March 2025



Highlights

- Among the broad economic sectors goods-producing industries accounted for the largest proportion of Pacific Peoples employment in Timaru District (55.8%), which was higher than for all ethnicities (30.5%) in Timaru District.
- Other services accounted for the second largest proportion of Pacific Peoples employment in Timaru District (28.9%) compared with 37.0% for all ethnicities in Timaru District.
- Primary industries accounted for the smallest proportion of Pacific Peoples employment in Timaru District (7.2%) compared with 10.6% for all ethnicities in Timaru District.

How fast is the Pacific Peoples population growing?

This section looks at the growth of the Pacific Peoples population in Timaru District. A strong regional economy with plentiful job opportunities will help a region retain its Pacific Peoples population and attract new residents from other regions.

Figure 79. Pacific Peoples population level
People, annual level, June years

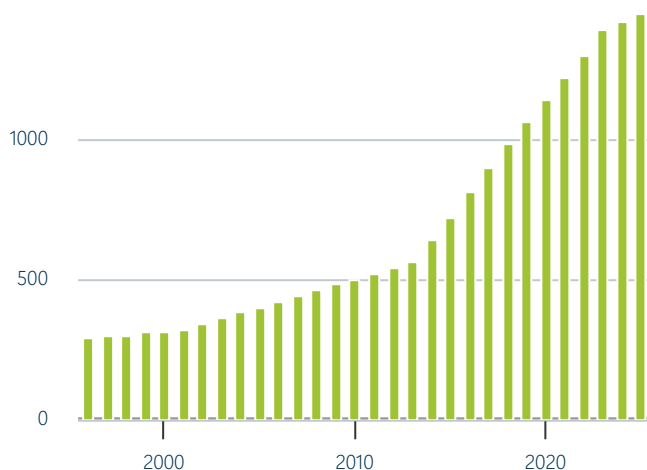
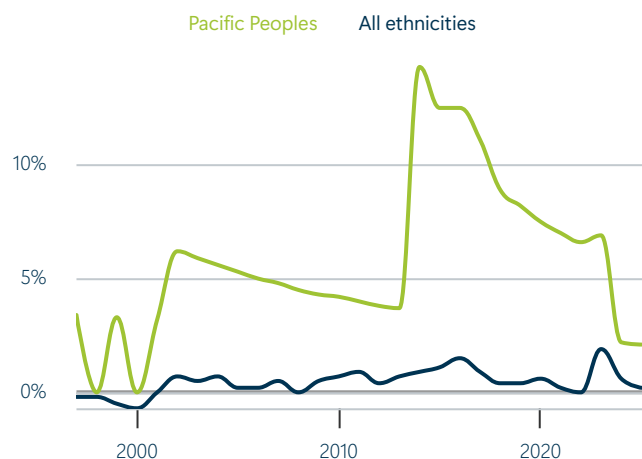


Figure 80. Population growth in Timaru District
Annual % change, June years



Highlights

- Timaru District's total Pacific Peoples population was 1,450 in 2025, up 2.1% from a year earlier. Population grew by 0.2% for all ethnicities over the same period.
- Pacific Peoples population growth in Timaru District averaged 5.0%pa over the 5 years to 2025 compared with a population growth in Timaru District of 0.6%pa for all ethnicities.
- Since 1996, Pacific Peoples population growth in Timaru District reached a high of 14.3%pa in 2014 and a low of 0.0%pa in 2000.

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 Classification (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.