

ANNUAL ECONOMIC PROFILE

Kapiti Coast District



2015

TABLE OF CONTENTS

ECONOMY	2
How fast has Kapiti Coast District's economy grown?	2
What is the industrial structure of Kapiti Coast District's economy?	3
Which broad industries made the largest contribution to economic growth?	7
Which detailed industries made the largest contribution to economic growth?	8
In which industries does Kapiti Coast District have a comparative advantage?	10
How diversified is Kapiti Coast District's economy?	12
EMPLOYMENT	13
How fast has employment grown in Kapiti Coast District?	13
What is the industrial structure of employment in Kapiti Coast District?	15
Which are the largest employing industries in Kapiti Coast District?	16
Which industries have created the most jobs?	18
What proportion of the workforce is self-employed in Kapiti Coast District?	21
PRODUCTIVITY	22
What are the most productive industries in Kapiti Coast District?	24
BUSINESS GROWTH	25
How fast did the number of business units grow in Kapiti Coast District?	25
POPULATION GROWTH	27
How fast has Kapiti Coast District's population grown?	27
What is the source of Kapiti Coast District's population growth?	29
What is the age structure of Kapiti Coast District's population?	29
STANDARD OF LIVING	30
What are the mean earnings in Kapiti Coast District?	30
How do house prices in Kapiti Coast District compare?	32
How affordable is housing in Kapiti Coast District?	33
PERFORMANCE OF KEY INDUSTRIES	34
How well has the building and construction industry performed?	34
How well has the retail and hospitality services industry performed?	36
How well has the education and health industry performed?	38
How well has the agrifoods industry performed?	40
How well has the professional services industry performed?	42
How well has the tourism and visitor services industry performed?	44
How well has the health and caring services industry performed?	46
TOURISM	48
Tourism GDP	48
Tourism Employment	49
TECHNICAL NOTES	50
Definition of key industries	54

ECONOMY

The New Zealand economy grew by 3.6% over the year to March 2015. This rate of growth was the fastest in a decade, although there were signs by early 2015 that growth was starting to slow.

The construction industry made the biggest contribution to growth, with value-added lifting by 10.9% in the March 2015 year. Growth was underpinned by rebuilding activity in Christchurch and increasing residential construction in Auckland, but many other regions also recorded a lift in activity.

The agriculture, forestry, and fishing industry expanded by 8.1% despite a decline in forestry and logging activity. Agriculture’s growth partly reflected the tail end of the dairy price boom in 2013/14, although other areas of agriculture such as sheep and beef farming and horticulture also performed strongly.

Many service-based industries recorded healthy growth in the March 2015 year, reflecting good business and consumer confidence conditions. The fastest growth was recorded by accommodation and food services (8.0%) and retail trade (5.1%), with activity in both industries also boosted by increased tourist numbers and spending.

How fast has Kapiti Coast District's economy grown?

This section measures economic performance in Kapiti Coast District during the year to March 2015 and previous years. All GDP estimates are measured in constant 2010 prices.

- GDP in Kapiti Coast District measured \$1,490m in the year to March 2015, up 3.2% from a year earlier. New Zealand's GDP increased by 3.6% over the same period.
- Economic growth in Kapiti Coast District averaged 1.6%pa over the last 10 years compared with an average of 1.9%pa in the national economy.
- Growth in Kapiti Coast District reached a high of 6.6% in 2003 and a low of -3.4% in 2009.
- Kapiti Coast District accounted for 0.7% of national GDP in 2015.

Figure 1: GDP growth (year to Mar 2015)

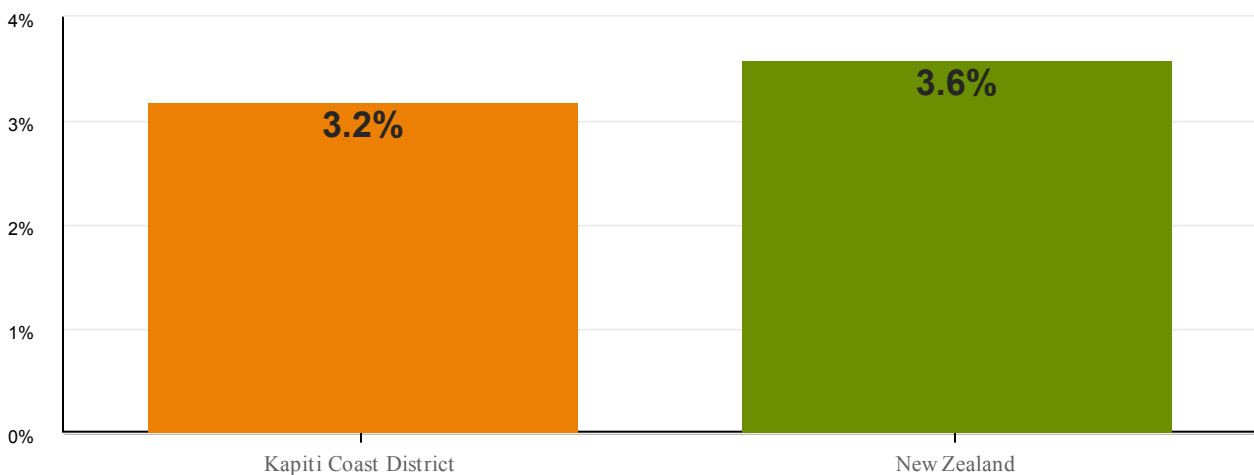


Figure 2: Annual average GDP growth (2000-2015)

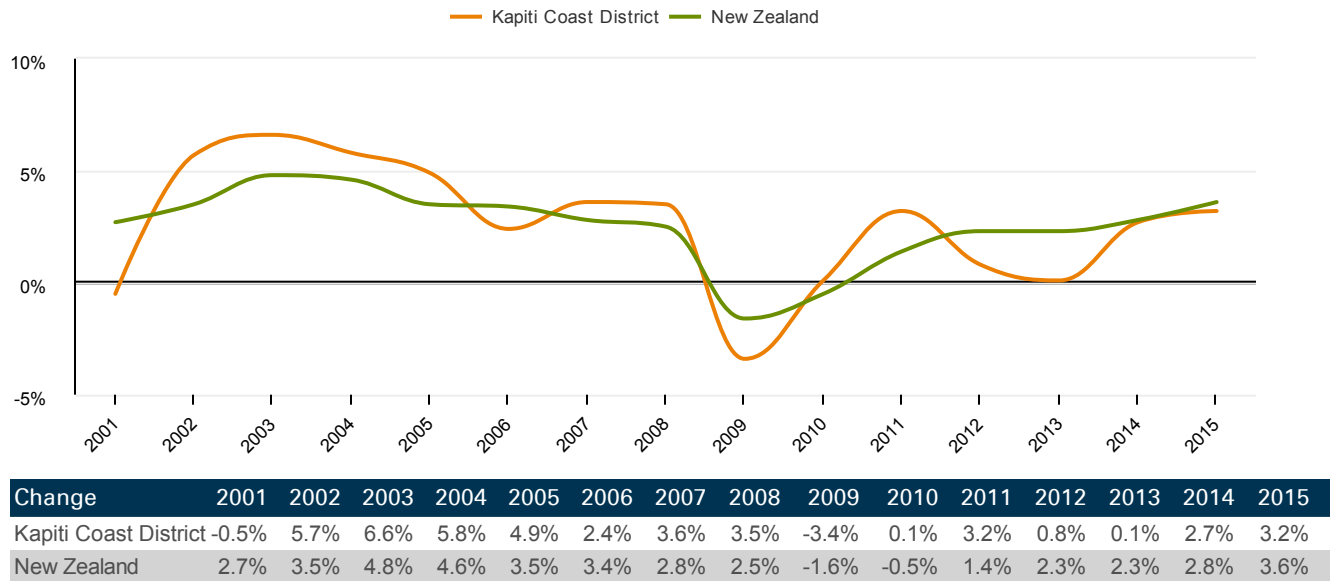
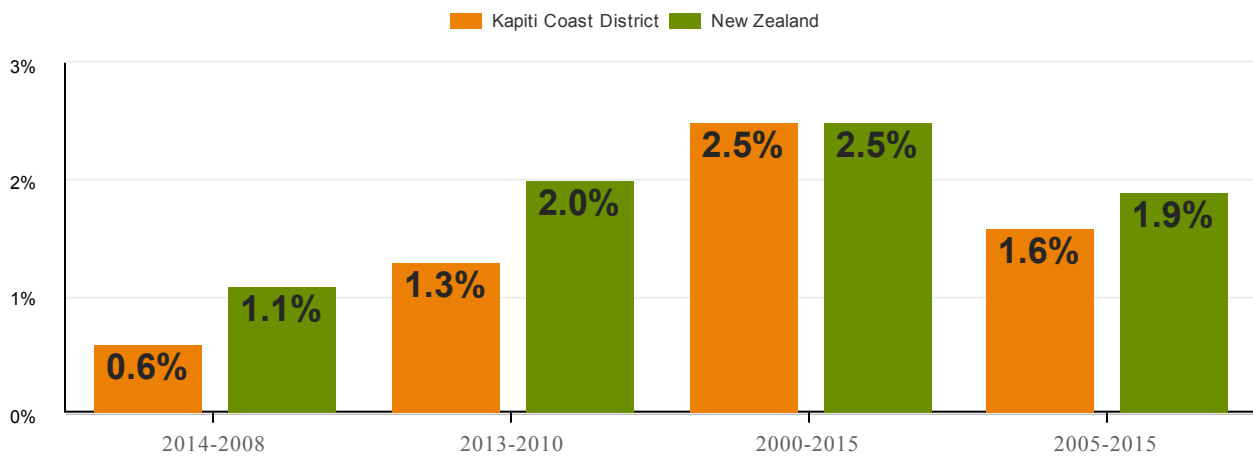


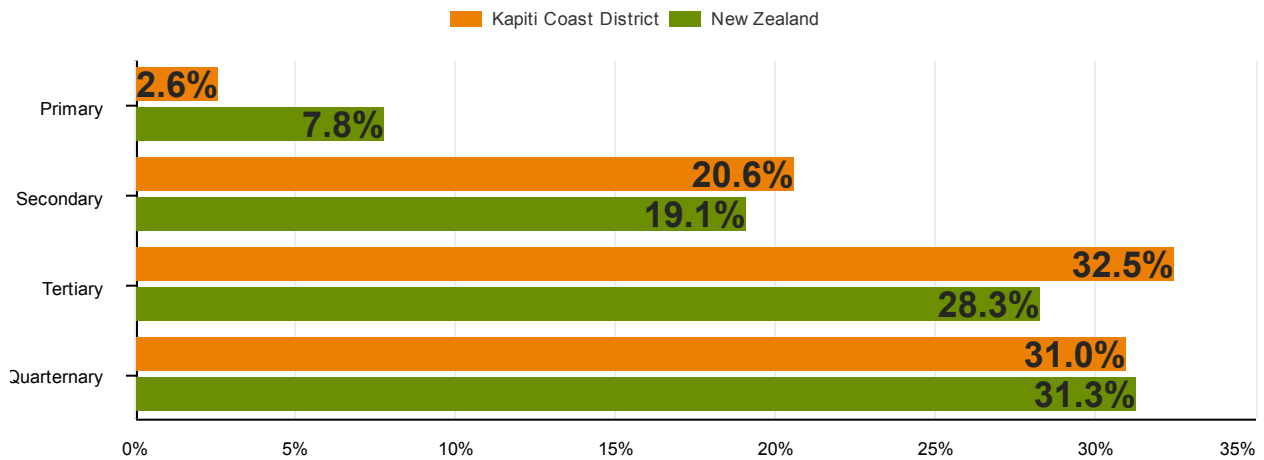
Figure 3: GDP growth over various time periods



What is the industrial structure of Kapiti Coast District's economy?

This section describes the structure of the economy in terms of the broad sectors: primary, secondary, tertiary and quaternary. The primary sector makes direct use of natural resources. It extracts or harvests products from the earth. The secondary sector produces manufactured and other processed goods. The tertiary sector includes the lower value-adding service industries while the quaternary sector includes the higher value-adding, knowledge-based service industries. A full definition of the sectors is given in the technical appendix.

Figure 4: Share of total GDP (2015)



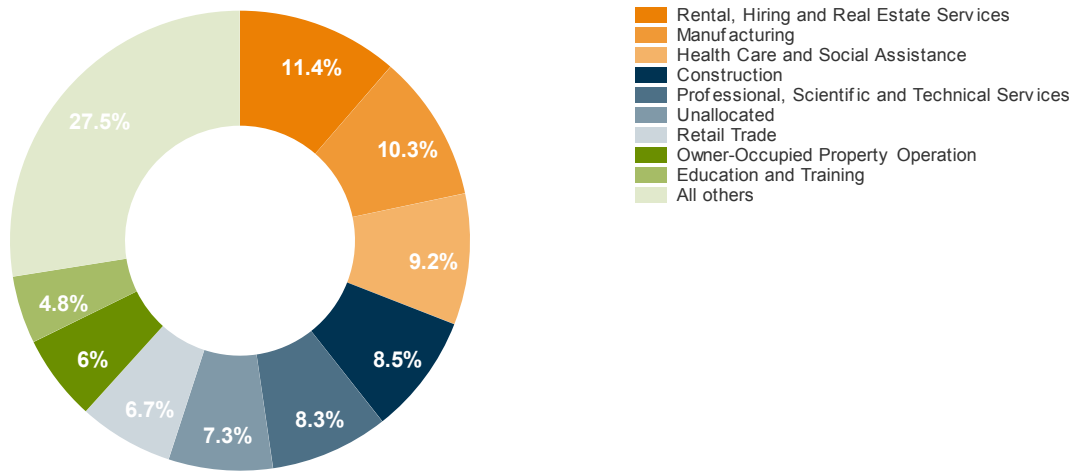
- Primary industries accounted for the smallest proportion in Kapiti Coast District: 2.6% compared with 7.8% in the national economy.
- Secondary industries accounted for 20.6% compared with 19.1% in the national economy.
- Tertiary industries accounted for the largest proportion of GDP (32.5%) in Kapiti Coast District, which is higher than in the national economy (28.3%).
- Quarternary industries accounted for 31.0% compared with 31.3% in the national economy.

Table 1: GDP by 1-digit industry (2015)

Industry	Kapiti Coast District		New Zealand	
	Level	Share of total	Level	Share of total
Agriculture, Forestry and Fishing	\$34.2m	2.3%	\$13,391m	6.1%
Mining	\$3.86m	0.3%	\$3,766m	1.7%
Manufacturing	\$154m	10.4%	\$22,360m	10.2%
Electricity, Gas, Water and Waste Services	\$26.2m	1.8%	\$6,436m	2.9%
Construction	\$126m	8.5%	\$13,239m	6.0%
Wholesale Trade	\$28.2m	1.9%	\$11,551m	5.3%
Retail Trade	\$99.4m	6.7%	\$10,056m	4.6%
Accommodation and Food Services	\$40.7m	2.7%	\$4,503m	2.1%
Transport, Postal and Warehousing	\$39.7m	2.7%	\$8,993m	4.1%
Information Media and Telecommunications	\$42.7m	2.9%	\$6,891m	3.1%
Financial and Insurance Services	\$42.8m	2.9%	\$12,887m	5.9%
Rental, Hiring and Real Estate Services	\$169m	11.4%	\$15,641m	7.1%
Professional, Scientific and Technical Services	\$124m	8.3%	\$16,858m	7.7%
Administrative and Support Services	\$25.5m	1.7%	\$4,503m	2.1%
Public Administration and Safety	\$43.9m	2.9%	\$9,410m	4.3%
Education and Training	\$71.1m	4.8%	\$9,338m	4.3%
Health Care and Social Assistance	\$137m	9.2%	\$13,433m	6.1%
Arts and Recreation Services	\$35.9m	2.4%	\$3,065m	1.4%
Other Services	\$45.9m	3.1%	\$3,884m	1.8%
Owner-Occupied Property Operation	\$89.7m	6.0%	\$13,200m	6.0%
Unallocated	\$109m	7.3%	\$16,124m	7.3%
Total	\$1,490m	100%	\$219,529m	100%

- Among broad industries Rental, Hiring and Real Estate Services was the largest in Kapiti Coast District in 2015 accounting for 11.4% of total.
- The second largest was Manufacturing (10.4%) followed by Health Care and Social Assistance (9.2%)

Figure 5: Share of total GDP (2015)



The table on the following page shows 54 industries ranked according to their contribution to GDP. These industry categories are used by Statistics New Zealand in the national accounts. They are a mix of various levels of industries on the ANZSIC-06 classification. Further information about the industrial classification is given in the Technical Notes at the end of the document.

- Among detailed industries Property Operators & Real Estate Services was the largest in Kapiti Coast District in 2015 accounting for 10.5% of total.
- The second largest was Health Care & Social Assistance (9.2%) followed by Professional, Scientific & Tech Services (8.3%)

Table 2: GDP by 54 industries (2015)

Industry	Kapiti Coast District		New Zealand	
	Level	Share of total	Level	Share of total
Horticulture & Fruit Growing	\$7.62m	0.5%	\$1,199m	0.5%
Sheep, Beef Cattle & Grain Farming	\$4.58m	0.3%	\$2,901m	1.3%
Dairy Cattle Farming	\$7.91m	0.5%	\$5,756m	2.6%
Poultry, Deer & Other Livestock Farming	\$1.89m	0.1%	\$334m	0.2%
Forestry & Logging	\$9.89m	0.7%	\$1,430m	0.7%
Fishing & Aquaculture	\$0.51m	0.0%	\$316m	0.1%
Agric Support Services & Hunting	\$1.79m	0.1%	\$1,455m	0.7%
Mining	\$3.86m	0.3%	\$3,766m	1.7%
Meat & Meat Product Manufacturing	\$0.00m	0.0%	\$1,767m	0.8%
Seafood Processing	\$0.91m	0.1%	\$415m	0.2%
Dairy Product Manufacturing	\$20.6m	1.4%	\$1,228m	0.6%
Fruit, Cereal & Other Food Product Manu	\$16.8m	1.1%	\$1,991m	0.9%
Beverage & Tobacco Product Manu	\$18.8m	1.3%	\$1,924m	0.9%
Textile, Leather, Clothing, Footwear Manu	\$4.66m	0.3%	\$611m	0.3%
Wood Product Manufacturing	\$11.2m	0.8%	\$1,341m	0.6%
Pulp & Paper Product Manufacturing	\$0.60m	0.0%	\$689m	0.3%
Printing	\$4.89m	0.3%	\$649m	0.3%
Petroleum & Coal Product Manufacturing	\$0.00m	0.0%	\$1,079m	0.5%
Basic Chemical & Chemical Product Manu	\$14.3m	1.0%	\$1,285m	0.6%
Polymer Product & Rubber Product Manu	\$3.14m	0.2%	\$1,299m	0.6%
Non-Metallic Mineral Product Manu	\$20.9m	1.4%	\$1,068m	0.5%
Primary Metal & Metal Product Manu	\$1.27m	0.1%	\$621m	0.3%
Fabricated Metal Product Manufacturing	\$16.0m	1.1%	\$1,885m	0.9%
Transport Equipment Manufacturing	\$2.03m	0.1%	\$1,071m	0.5%
Machinery & Other Equipment Manu	\$12.3m	0.8%	\$2,804m	1.3%
Furniture & Other Manufacturing	\$5.97m	0.4%	\$632m	0.3%
Electricity & Gas Supply	\$18.3m	1.2%	\$5,390m	2.5%
Water, Sewerage & Waste Services	\$7.86m	0.5%	\$1,046m	0.5%
Building Construction	\$25.1m	1.7%	\$2,656m	1.2%
Heavy & Civil Engineering Construction	\$15.1m	1.0%	\$3,926m	1.8%
Construction Services	\$86.3m	5.8%	\$6,657m	3.0%
Wholesale Trade	\$28.2m	1.9%	\$11,551m	5.3%
Motor Vehicle, Parts & Fuel Retailing	\$10.5m	0.7%	\$1,438m	0.7%
Supermarket & Specialised Food Retailing	\$33.4m	2.2%	\$2,909m	1.3%
Other Store & Non Store Retailing	\$55.5m	3.7%	\$5,709m	2.6%
Accommodation & Food Services	\$40.7m	2.7%	\$4,503m	2.1%
Road Transport	\$15.6m	1.0%	\$3,087m	1.4%
Rail, Water, Air & Other Transport	\$5.96m	0.4%	\$1,888m	0.9%
Postal, Courier & Warehousing Services	\$18.1m	1.2%	\$4,018m	1.8%
Information Media Services	\$17.2m	1.2%	\$1,925m	0.9%
Telecomms, Internet & Library Services	\$25.5m	1.7%	\$4,966m	2.3%
Finance	\$29.4m	2.0%	\$8,480m	3.9%
Insurance & Superannuation Funds	\$2.47m	0.2%	\$2,441m	1.1%
Auxiliary Finance & Insurance Services	\$10.9m	0.7%	\$1,966m	0.9%
Rental & Hiring Services	\$12.6m	0.8%	\$2,531m	1.2%
Property Operators & Real Estate Services	\$157m	10.5%	\$13,110m	6.0%
Professional, Scientific & Tech Services	\$124m	8.3%	\$16,858m	7.7%
Administrative & Support Services	\$25.5m	1.7%	\$4,503m	2.1%
Local Government Administration	\$19.5m	1.3%	\$1,121m	0.5%
Central Gov Admin, Defence & Safety	\$24.4m	1.6%	\$8,289m	3.8%
Education & Training	\$71.1m	4.8%	\$9,338m	4.3%
Health Care & Social Assistance	\$137m	9.2%	\$13,433m	6.1%
Arts & Recreation Services	\$35.9m	2.4%	\$3,065m	1.4%
Other Services	\$45.9m	3.1%	\$3,884m	1.8%
Owner-Occupied Property Operation	\$89.7m	6.0%	\$13,200m	6.0%
Unallocated	\$109m	7.3%	\$16,124m	7.3%
Total	\$1,490m	100%	\$219,529m	100%

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 therefore investigates which broad industries made the largest contribution to the overall growth of Kapiti Coast District's economy taking into account their relative sizes.

- Construction made the largest contribution to overall growth in Kapiti Coast District between 2014 and 2015. The industry grew by 11% over the year and contributed 0.83 percentage points to the district's total growth of 3.2%.
- The next largest contributor was health care and social assistance (0.35 percentage points) followed by professional, scientific and technical services (0.29 percentage points).
- The largest detractor from growth over the year was Electricity, Gas, Water and Waste Services which declined by 9.5% and contributed -0.19 percentage points to the total growth of 3.2%. Education and Training (-0.14 percentage points) was the next largest detractor.

Table 3: 1-digit industries ranked by % point contribution to GDP growth

Industry	2014	2015	% point contribution to growth	Annual Growth
Construction	114.4	126.4	0.8%	10.5%
Health Care and Social Assistance	131.8	136.9	0.3%	3.8%
Professional, Scientific and Technical Services	119.6	123.9	0.3%	3.5%
Retail Trade	95.4	99.4	0.3%	4.2%
Rental, Hiring and Real Estate Services	165.2	169.1	0.3%	2.4%
Manufacturing	150.7	154.4	0.3%	2.4%
Accommodation and Food Services	37.8	40.7	0.2%	7.5%
Administrative and Support Services	22.8	25.5	0.2%	11.8%
Information Media and Telecommunications	40.3	42.7	0.2%	5.8%
Arts and Recreation Services	33.7	35.9	0.2%	6.5%
Transport, Postal and Warehousing	37.5	39.7	0.2%	5.8%
Agriculture, Forestry and Fishing	32.0	34.2	0.1%	6.7%
Mining	2.0	3.9	0.1%	96.0%
Public Administration and Safety	43.3	43.9	0.0%	1.5%
Financial and Insurance Services	42.4	42.8	0.0%	0.8%
Other Services	46.0	45.9	0.0%	-0.2%
Wholesale Trade	30.1	28.2	-0.1%	-6.2%
Education and Training	73.1	71.1	-0.1%	-2.7%
Electricity, Gas, Water and Waste Services	28.9	26.2	-0.2%	-9.5%
Owner-Occupied Property Operation	90.0	89.7	0.0%	-0.3%
Unallocated	105.7	109.4	0.3%	3.5%
Total	1,443	1,490	3.2%	3.2%

Which detailed industries made the largest contribution to economic growth?

The following table shows a ranking of the detailed industries by their contribution to economic growth over the past year.

- Construction Services made the largest contribution to overall growth in Kapiti Coast District between 2014 and 2015. The industry grew by 8.4% over the year and contributed 0.46 percentage points to the district's total growth of 3.2%.
- The next largest contributor was heavy & civil engineering construction (0.35 percentage points) followed by health care & social assistance (0.35 percentage points).
- The largest detractor from growth over the year was Water, Sewerage & Waste Services which declined by 29% and contributed -0.22 percentage points to the total growth of 3.2%. Fabricated Metal Product Manufacturing (-0.19 percentage points) was the next largest detractor.

Table 4: 54 industries ranked by percentage point contribution to growth

Industry	2014	2015	% point contribution to growth	Annual Growth
Construction Services	79.6	86.3	0.5%	8.4%
Heavy & Civil Engineering Construction	10.0	15.1	0.4%	50.7%
Health Care & Social Assistance	131.8	136.9	0.3%	3.8%
Property Operators & Real Estate Services	151.9	156.5	0.3%	3.1%
Professional, Scientific & Tech Services	119.6	123.9	0.3%	3.5%
Non-Metallic Mineral Product Manu	17.1	20.9	0.3%	22.0%
Basic Chemical & Chemical Product Manu	11.3	14.3	0.2%	26.5%
Accommodation & Food Services	37.8	40.7	0.2%	7.5%
Other Store & Non Store Retailing	52.7	55.5	0.2%	5.3%
Administrative & Support Services	22.8	25.5	0.2%	11.8%
Postal, Courier & Warehousing Services	15.6	18.1	0.2%	16.2%
Telecomms, Internet & Library Services	23.0	25.5	0.2%	10.8%
Arts & Recreation Services	33.7	35.9	0.2%	6.5%
Mining	2.0	3.9	0.1%	96.0%
Local Government Administration	18.0	19.5	0.1%	8.4%
Dairy Cattle Farming	6.6	7.9	0.1%	19.5%
Sheep, Beef Cattle & Grain Farming	3.4	4.6	0.1%	34.0%
Wood Product Manufacturing	10.0	11.2	0.1%	11.6%
Beverage & Tobacco Product Manu	17.9	18.8	0.1%	4.9%
Road Transport	14.8	15.6	0.1%	5.3%
Motor Vehicle, Parts & Fuel Retailing	9.8	10.5	0.1%	7.9%
Horticulture & Fruit Growing	6.9	7.6	0.0%	10.3%
Transport Equipment Manufacturing	1.5	2.0	0.0%	32.3%
Supermarket & Specialised Food Retailing	32.9	33.4	0.0%	1.4%
Electricity & Gas Supply	17.9	18.3	0.0%	2.4%
Insurance & Superannuation Funds	2.1	2.5	0.0%	18.2%
Building Construction	24.8	25.1	0.0%	1.1%
Agric Support Services & Hunting	1.6	1.8	0.0%	15.2%
Printing	4.7	4.9	0.0%	4.7%
Poultry, Deer & Other Livestock Farming	1.7	1.9	0.0%	12.2%
Auxiliary Finance & Insurance Services	10.8	10.9	0.0%	0.7%
Machinery & Other Equipment Manu	12.2	12.3	0.0%	0.6%
Seafood Processing	0.9	0.9	0.0%	3.0%
Meat & Meat Product Manufacturing	0.0	0.0	0.0%	-
Petroleum & Coal Product Manufacturing	0.0	0.0	0.0%	-
Primary Metal & Metal Product Manu	1.3	1.3	0.0%	-0.1%
Furniture & Other Manufacturing	6.0	6.0	0.0%	-0.5%
Fruit, Cereal & Other Food Product Manu	16.9	16.8	0.0%	-0.3%
Fishing & Aquaculture	0.6	0.5	0.0%	-13.4%
Pulp & Paper Product Manufacturing	0.7	0.6	0.0%	-15.5%
Other Services	46.0	45.9	0.0%	-0.2%
Finance	29.5	29.4	0.0%	-0.4%
Information Media Services	17.3	17.2	0.0%	-0.9%
Textile, Leather, Clothing, Footwear Manu	5.2	4.7	0.0%	-11.0%
Rental & Hiring Services	13.4	12.6	-0.1%	-5.7%
Central Gov Admin, Defence & Safety	25.3	24.4	-0.1%	-3.4%
Polymer Product & Rubber Product Manu	4.1	3.1	-0.1%	-23.2%
Rail, Water, Air & Other Transport	7.1	6.0	-0.1%	-16.2%
Forestry & Logging	11.3	9.9	-0.1%	-12.2%
Dairy Product Manufacturing	22.1	20.6	-0.1%	-6.7%
Wholesale Trade	30.1	28.2	-0.1%	-6.2%
Education & Training	73.1	71.1	-0.1%	-2.7%
Fabricated Metal Product Manufacturing	18.8	16.0	-0.2%	-14.7%
Water, Sewerage & Waste Services	11.0	7.9	-0.2%	-28.9%
Owner-Occupied Property Operation	90.0	89.7	0.0%	-0.3%
Unallocated	105.7	109.4	0.3%	3.5%
Total	1,443	1,490	3.2%	3.2%

In which industries does Kapiti Coast District have a comparative advantage?

A high concentration of certain industries in a region may be indicative of that region having a comparative advantage in those industries. This may be due to its natural endowments, location, skills of its labour force or other reasons. The location quotient indicates in which industries a region has comparative advantage. A region has a location quotient larger (smaller) than one when the share of that industry in the regional economy is greater (less) than the share of the same industry in the national economy.

The following table shows a ranking of 54 industries by their location quotients.

- The industries in which Kapiti Coast District has the largest comparative advantages are Non-Metallic Mineral Product Manu (location quotient = 2.9), Local Government Administration (2.6), and Dairy Product Manufacturing (2.5).

Table 5: Location Quotient 2015

Industry	Kapiti Coast District		New Zealand
	Location Quotient	Share of total GDP	Share of total GDP
Non-Metallic Mineral Product Manu	2.9	1.4%	0.5%
Local Government Administration	2.6	1.3%	0.5%
Dairy Product Manufacturing	2.5	1.4%	0.6%
Construction Services	1.9	5.8%	3.0%
Property Operators & Real Estate Services	1.8	10.5%	6.0%
Other Services	1.7	3.1%	1.8%
Arts & Recreation Services	1.7	2.4%	1.4%
Supermarket & Specialised Food Retailing	1.7	2.2%	1.3%
Basic Chemical & Chemical Product Manu	1.6	1.0%	0.6%
Health Care & Social Assistance	1.5	9.2%	6.1%
Beverage & Tobacco Product Manu	1.4	1.3%	0.9%
Other Store & Non Store Retailing	1.4	3.7%	2.6%
Furniture & Other Manufacturing	1.4	0.4%	0.3%
Building Construction	1.4	1.7%	1.2%
Accommodation & Food Services	1.3	2.7%	2.1%
Information Media Services	1.3	1.2%	0.9%
Fabricated Metal Product Manufacturing	1.3	1.1%	0.9%
Fruit, Cereal & Other Food Product Manu	1.2	1.1%	0.9%
Wood Product Manufacturing	1.2	0.8%	0.6%
Textile, Leather, Clothing, Footwear Manu	1.1	0.3%	0.3%
Education & Training	1.1	4.8%	4.3%
Printing	1.1	0.3%	0.3%
Water, Sewerage & Waste Services	1.1	0.5%	0.5%
Professional, Scientific & Tech Services	1.1	8.3%	7.7%
Motor Vehicle, Parts & Fuel Retailing	1.1	0.7%	0.7%
Forestry & Logging	1.0	0.7%	0.7%
Horticulture & Fruit Growing	0.9	0.5%	0.5%
Administrative & Support Services	0.8	1.7%	2.1%
Poultry, Deer & Other Livestock Farming	0.8	0.1%	0.2%
Auxiliary Finance & Insurance Services	0.8	0.7%	0.9%
Telecomms, Internet & Library Services	0.8	1.7%	2.3%
Road Transport	0.7	1.0%	1.4%
Rental & Hiring Services	0.7	0.8%	1.2%
Postal, Courier & Warehousing Services	0.7	1.2%	1.8%
Machinery & Other Equipment Manu	0.6	0.8%	1.3%
Heavy & Civil Engineering Construction	0.6	1.0%	1.8%
Finance	0.5	2.0%	3.9%
Electricity & Gas Supply	0.5	1.2%	2.5%
Rail, Water, Air & Other Transport	0.5	0.4%	0.9%
Central Gov Admin, Defence & Safety	0.4	1.6%	3.8%
Wholesale Trade	0.4	1.9%	5.3%
Polymer Product & Rubber Product Manu	0.4	0.2%	0.6%
Seafood Processing	0.3	0.1%	0.2%
Primary Metal & Metal Product Manu	0.3	0.1%	0.3%
Transport Equipment Manufacturing	0.3	0.1%	0.5%
Fishing & Aquaculture	0.2	0.0%	0.1%
Sheep, Beef Cattle & Grain Farming	0.2	0.3%	1.3%
Dairy Cattle Farming	0.2	0.5%	2.6%
Agric Support Services & Hunting	0.2	0.1%	0.7%
Mining	0.2	0.3%	1.7%
Insurance & Superannuation Funds	0.1	0.2%	1.1%
Pulp & Paper Product Manufacturing	0.1	0.0%	0.3%
Meat & Meat Product Manufacturing	0.0	0.0%	0.8%
Petroleum & Coal Product Manufacturing	0.0	0.0%	0.5%

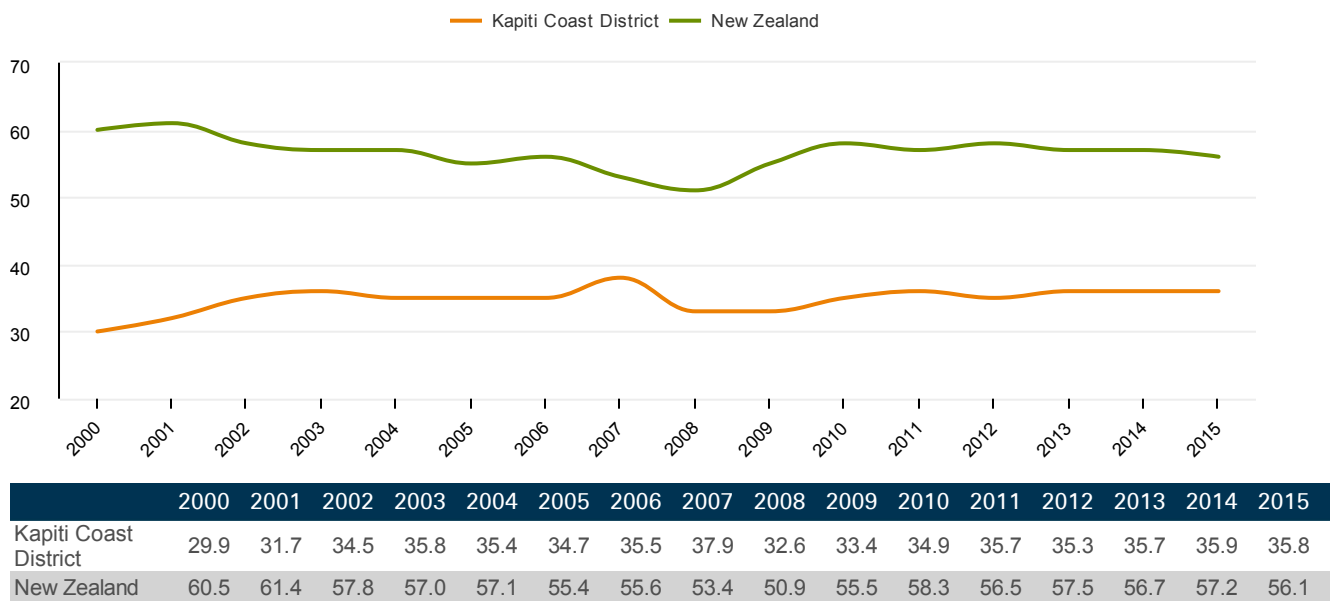
How diversified is Kapiti Coast District's economy?

The more concentrated a region's economy is in a few industries the more vulnerable it is to adverse events such as climatic conditions and commodity price fluctuations. This section presents the Herfindahl-Hirschman Index (HHI) which measures the level of diversification of Kapiti Coast District's 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.

The HHI Index for New Zealand is measured as the average HHI across all 66 territorial authorities.

- Kapiti Coast District had a standardised HHI of 35.8 in 2015.
- Since 2000 Kapiti Coast District's HHI has increased from 29.9 indicating a decrease in industrial diversity. During the same period New Zealand's economy has become more diversified with the HHI decreasing from 60.5 to 56.1.

Figure 6: HHI Index in Kapiti Coast District and New Zealand (2000 - 2015)

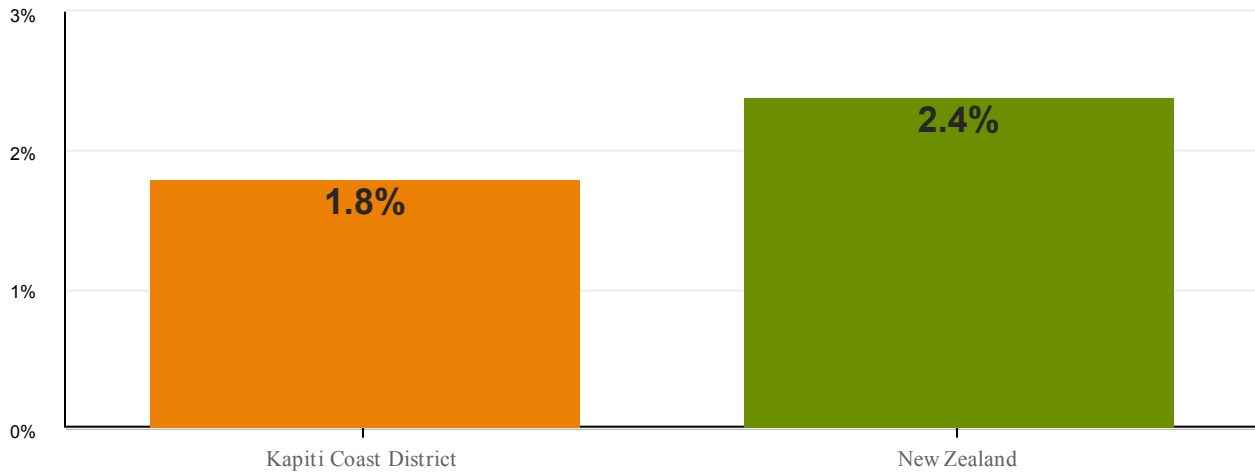


EMPLOYMENT

How fast has employment grown in Kapiti Coast District?

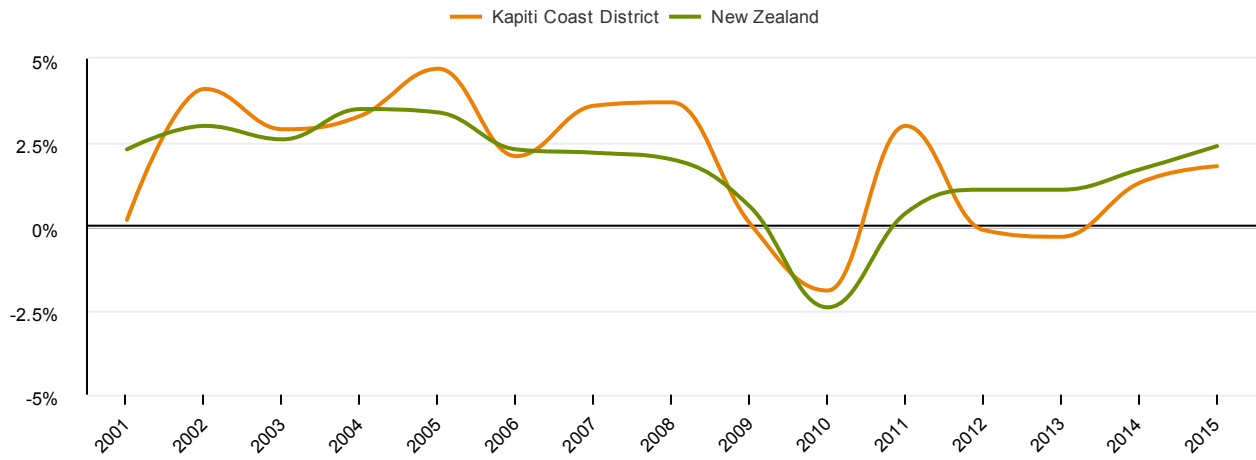
Employment growth provides new opportunities for the region's population to earn income and contribute to the region's economy. This section contrasts Kapiti Coast District's recent performance in creating jobs with other regions in the country.

Figure 7: Employment growth (year to Mar 2015)



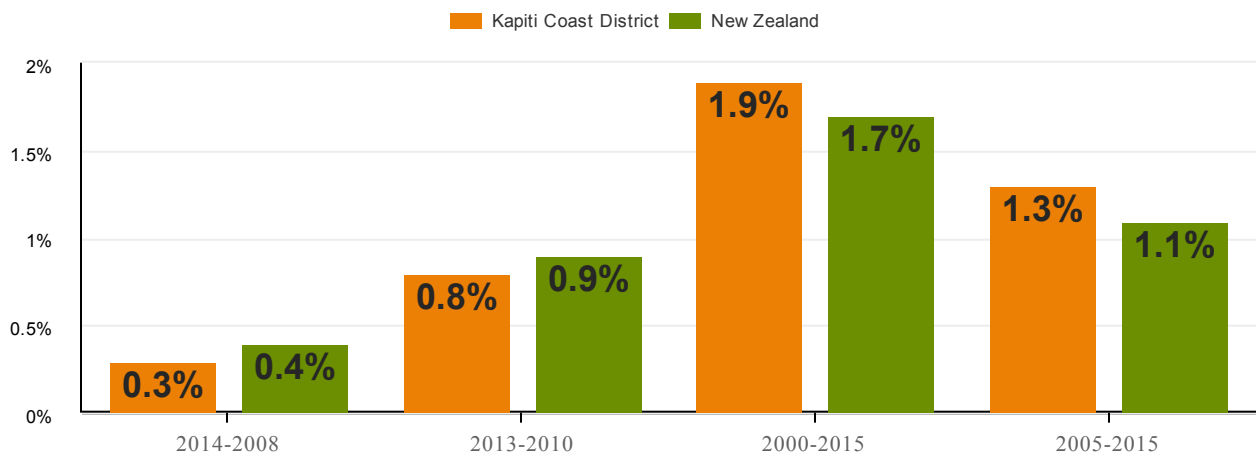
- Total employment in Kapiti Coast District averaged 15,920 in the year to March 2015, up 1.8% from a year earlier. Employment in New Zealand increased by 2.4% over the same period.
- Employment growth in Kapiti Coast District averaged 1.3%pa over the last 10 years compared with 1.1%pa in the national economy.
- Employment growth in Kapiti Coast District reached a high of 4.7% in 2005 and a low of -1.9% in 2010.

Figure 8: Annual average employment growth



Change	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Kapiti Coast District	0.2%	4.1%	2.9%	3.3%	4.7%	2.1%	3.6%	3.7%	0.1%	-1.9%	3.0%	-0.1%	-0.3%	1.3%	1.8%
New Zealand	2.3%	3.0%	2.6%	3.5%	3.4%	2.3%	2.2%	2.0%	0.6%	-2.4%	0.4%	1.1%	1.1%	1.7%	2.4%

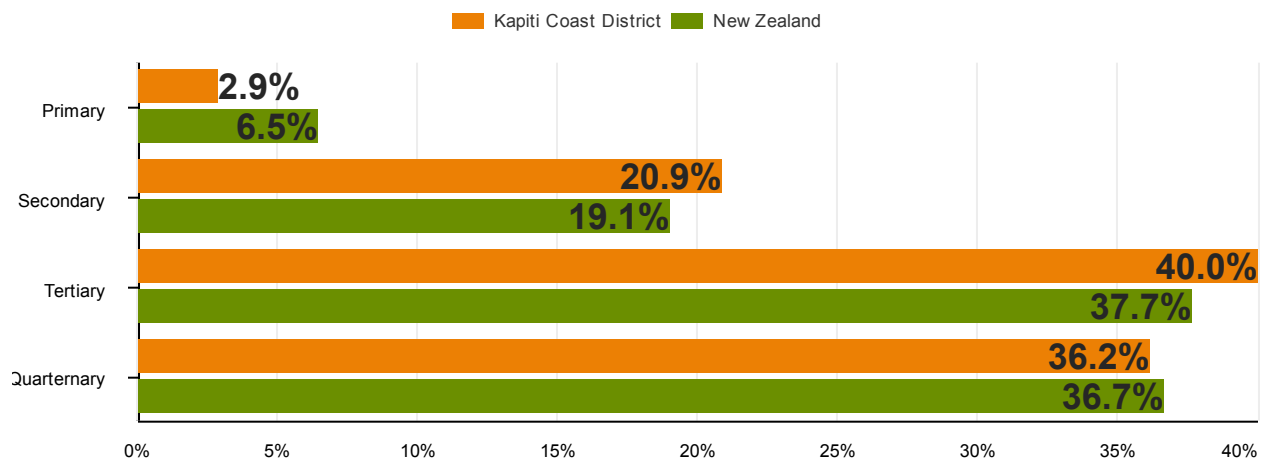
Figure 9: Employment growth over various time periods



What is the industrial structure of employment in Kapiti Coast District?

This section describes the structure of the labour market in terms of the primary, secondary, tertiary and quaternary categories and the industries that fall within these categories. The primary sector makes direct use of natural resources. It extracts or harvests products from the earth. The secondary sector produces manufactured and other processed goods. The tertiary sector produces manufactured and other processed goods. The tertiary sector includes the lower value-adding service industries while the quaternary sector includes the higher value-adding, knowledge-based service industries. A list of industries making up the quaternary sector is given in the technical appendix.

Figure 10: Employment by broad sector (2015)



- Primary accounted for 2.9% in Kapiti Coast District compared with 6.5% in New Zealand.
- Secondary accounted for 20.9% in Kapiti Coast District compared with 19.1% in New Zealand.
- Tertiary industries accounted for the largest proportion of employment (40.0%) in Kapiti Coast District, which is higher than in New Zealand (37.7%).
- Quaternary accounted for 36.2% in Kapiti Coast District compared with 36.7% in New Zealand.

Which are the largest employing industries in Kapiti Coast District?

This section identifies the broad industries that make the largest contribution to employment in Kapiti Coast District.

Table 6: 1-digit industries ranked by size of employment (2015)

Industry	Kapiti Coast District		New Zealand	
	Level	Share of total	Level	Share of total
Agriculture, Forestry and Fishing	443.3	2.8%	142,316.8	6.2%
Mining	13.3	0.1%	6,038.8	0.3%
Manufacturing	1,021.8	6.4%	226,233.8	9.9%
Electricity, Gas, Water and Waste Services	60.8	0.4%	14,639.8	0.6%
Construction	2,245.5	14.1%	196,429.3	8.6%
Wholesale Trade	260.0	1.6%	116,251.8	5.1%
Retail Trade	2,252.5	14.1%	211,917.8	9.3%
Accommodation and Food Services	1,308.5	8.2%	144,228.3	6.3%
Transport, Postal and Warehousing	425.3	2.7%	95,694.0	4.2%
Information Media and Telecommunications	241.5	1.5%	41,521.3	1.8%
Financial and Insurance Services	210.5	1.3%	63,154.3	2.8%
Rental, Hiring and Real Estate Services	493.0	3.1%	53,429.5	2.3%
Professional, Scientific and Technical Services	1,396.0	8.8%	215,311.5	9.4%
Administrative and Support Services	547.8	3.4%	111,813.8	4.9%
Public Administration and Safety	467.8	2.9%	109,860.3	4.8%
Education and Training	1,419.3	8.9%	181,387.5	7.9%
Health Care and Social Assistance	2,025.8	12.7%	227,549.3	9.9%
Arts and Recreation Services	360.3	2.3%	42,518.8	1.9%
Other Services	727.8	4.6%	86,670.8	3.8%
Total	15,920.3	100%	2,286,966.8	100%

- Among broad industries Retail Trade was the largest in Kapiti Coast District in 2015 accounting for 14.1% of total.
- The second largest was Construction (14.1%) followed by Health Care and Social Assistance (12.7%)

The table on the following page shows the 50 detailed industries among the approximately 500 7-digit ANZSIC industry categories which employ the highest number of people in Kapiti Coast District.

- Retail Trade was the largest 7-digit industry in Kapiti Coast District in 2015 employing 2,253 persons and accounting for 14.1% of total employment in the district. By contrast this industry accounted for 9.3% of total employment in New Zealand.
- The second largest employing industries were construction (2,246) followed by health care and social assistance (2,026).

Table 7: 50 largest employing 7-digit ANZSIC industries (2015)

Rank	Industry	Kapiti Coast District		New Zealand
		Jobs	% of total	% of total
1	Aged Care Residential Services	751	4.7%	1.4%
2	Supermarket and Grocery Stores	690	4.3%	2.4%
3	Cafes and Restaurants	669	4.2%	2.7%
4	Primary Education	445	2.8%	2.1%
5	House Construction	441	2.8%	1.6%
6	Computer Systems Design and Related Services	381	2.4%	1.7%
7	Management Advice and Other Consulting Services	374	2.3%	1.6%
8	Secondary Education	342	2.1%	1.6%
9	Other Social Assistance Services	290	1.8%	0.8%
10	Local Government Administration	267	1.7%	0.9%
11	Preschool Education	250	1.6%	1.1%
12	Real Estate Services	243	1.5%	0.9%
13	Hardware and Building Supplies Retailing	240	1.5%	0.8%
14	Site Preparation Services	234	1.5%	0.5%
15	Takeaway Food Services	228	1.4%	1.1%
16	Electrical Services	227	1.4%	0.8%
17	Higher Education	204	1.3%	1.5%
18	Department Stores	202	1.3%	0.7%
19	Other Allied Health Services	197	1.2%	1.4%
20	General Practice Medical Services	192	1.2%	0.6%
21	Other Residential Care Services	192	1.2%	0.6%
22	Painting and Decorating Services	188	1.2%	0.6%
23	Other Automotive Repair and Maintenance	173	1.1%	0.7%
24	Child Care Services	172	1.1%	0.6%
25	Clothing Retailing	168	1.1%	0.7%
26	Hairdressing and Beauty Services	167	1.0%	0.6%
27	Accounting Services	165	1.0%	1.0%
28	Plumbing Services	153	1.0%	0.5%
29	Accommodation	137	0.9%	1.3%
30	Road Freight Transport	136	0.9%	1.3%
31	Catering Services	132	0.8%	0.5%
32	Non-Residential Property Operators	131	0.8%	0.6%
33	Labour Supply Services	131	0.8%	1.2%
34	Cheese and Other Dairy Product Manufacturing	129	0.8%	0.4%
35	Roofing Services	122	0.8%	0.2%
36	Plastering and Ceiling Services	119	0.7%	0.2%
37	Other Store-Based Retailing n.e.c.	106	0.7%	0.5%
38	Legal Services	105	0.7%	0.8%
39	Engineering Design and Engineering Consulting Services	101	0.6%	1.1%
40	Gardening Services	100	0.6%	0.3%
41	Pharmaceutical, Cosmetic and Toiletry Goods Retailing	99	0.6%	0.4%
42	Tiling and Carpeting Services	98	0.6%	0.2%
43	Buildings Cleaning Services	98	0.6%	1.0%
44	Bakery Product Manufacturing (Non-factory-based)	95	0.6%	0.3%
45	Wooden Structural Fittings and Components Manufacturing	89	0.6%	0.3%
46	Pubs, Taverns and Bars	87	0.5%	0.6%
47	Banking	87	0.5%	1.0%
48	Landscape Construction Services	83	0.5%	0.3%
49	Concreting Services	83	0.5%	0.2%
50	Dairy Cattle Farming	80	0.5%	1.8%
	All other industries total	5,334	33.5%	53.9%
	Total	15,920	100%	100%

Which industries have created the most jobs?

The section investigates which industries have created and lost the most number of jobs in Kapiti Coast District. The employment numbers differ from those published in Business Demography by Statistics New Zealand. The reasons for these differences are explained in the technical appendix.

Table 8: 1-digit industries ranked by number of jobs created

Industry	2014	2015	Change	Annual Growth
Construction	2,174	2,246	71	3.3%
Administrative and Support Services	492	548	56	11.3%
Health Care and Social Assistance	1,974	2,026	52	2.6%
Accommodation and Food Services	1,271	1,309	38	3.0%
Professional, Scientific and Technical Services	1,360	1,396	36	2.6%
Agriculture, Forestry and Fishing	420	443	23	5.6%
Transport, Postal and Warehousing	402	425	23	5.7%
Retail Trade	2,231	2,253	22	1.0%
Arts and Recreation Services	344	360	17	4.8%
Public Administration and Safety	463	468	5	1.0%
Rental, Hiring and Real Estate Services	489	493	4	0.9%
Mining	12	13	1	10.4%
Manufacturing	1,021	1,022	1	0.1%
Other Services	728	728	0	0.0%
Financial and Insurance Services	212	211	-1	-0.5%
Information Media and Telecommunications	247	242	-5	-2.1%
Electricity, Gas, Water and Waste Services	76	61	-15	-19.7%
Wholesale Trade	279	260	-19	-6.7%
Education and Training	1,450	1,419	-31	-2.1%
Total	15,643	15,920	278	1.8%

- Construction made the largest contribution to employment growth in Kapiti Coast District between 2014 and 2015 with the industry adding 71 jobs.
- The next largest contributor was Administrative and Support Services (56 jobs) followed by Health Care and Social Assistance (52 jobs).
- The largest detractor from growth over the year was Education and Training in which employment declined by 31.

The table on the next page shows the 50 industries (out of a total of approximately 500 industries of the ANZSIC 2006 industry classification¹) that created the most number of jobs over the past year. Table 15 shows the 50 detailed industries that made the lowest contribution to job creation over the same period.

- Aged Care Residential Services was the largest creator of jobs in Kapiti Coast District between 2014 and 2015 generating an additional 94 positions.
- This was followed by Site Preparation Services, which added 28 jobs over the same period.
- Other Allied Health Services was the largest detractor of jobs in Kapiti Coast District between 2014 and 2015 losing 49 positions.
- This was followed by Higher Education, which lost 37 jobs over the same period.

Table 9: The 50 seven-digit industries that created the most jobs between 2014 and 2015

Rank	Industry	Jobs		Change 2014 - 2015	% of total 2015
		2014	2015		
1	Aged Care Residential Services	657	751	94	4.7%
2	Site Preparation Services	206	234	28	1.5%
3	Road and Bridge Construction	50	77	27	0.5%
4	Pubs, Taverns and Bars	68	87	19	0.5%
5	Sports and Physical Recreation Venues, Grounds and Facilities Operation	48	67	19	0.4%
6	Employment Placement and Recruitment Services	23	41	18	0.3%
7	Non-Residential Property Operators	115	131	16	0.8%
8	Other Heavy and Civil Engineering Construction	46	62	16	0.4%
9	Preschool Education	235	250	15	1.6%
10	Concrete Product Manufacturing	39	54	14	0.3%
11	Roofing Services	108	122	14	0.8%
12	Local Government Administration	254	267	13	1.7%
13	Other Store-Based Retailing n.e.c.	94	106	12	0.7%
14	Road Freight Transport	124	136	12	0.9%
15	Tyre Retailing	21	33	11	0.2%
16	Berry Fruit Growing	0	11	11	0.1%
17	Labour Supply Services	120	131	10	0.8%
18	Apple and Pear Growing	10	19	9	0.1%
19	Technical and Vocational Education and Training	24	33	9	0.2%
20	Takeaway Food Services	219	228	9	1.4%
21	Other Warehousing and Storage Services	15	24	9	0.1%
22	Hardware and Building Supplies Retailing	231	240	8	1.5%
23	Horse and Dog Racing Administration and Track Operation	20	29	8	0.2%
24	Other Basic Polymer Manufacturing	0	8	8	0.1%
25	Primary Education	437	445	8	2.8%
26	Structural Steel Fabricating	42	50	8	0.3%
27	Catering Services	124	132	8	0.8%
28	Plastering and Ceiling Services	112	119	8	0.7%
29	Dairy Cattle Farming	73	80	7	0.5%
30	Sport and Physical Recreation Clubs and Sports Professionals	62	69	7	0.4%
31	Beef Cattle Farming (Specialised)	33	40	7	0.2%
32	Wooden Structural Fittings and Components Manufacturing	82	89	7	0.6%
33	Office Administrative Services	33	39	7	0.2%
34	Child Care Services	165	172	7	1.1%
35	Accounting Services	159	165	6	1.0%
36	Management Advice and Other Consulting Services	368	374	6	2.3%
37	Tiling and Carpeting Services	92	98	6	0.6%
38	Electrical, Electronic and Gas Appliance Retailing	54	60	6	0.4%
39	Cafes and Restaurants	663	669	6	4.2%
40	Other Specialised Design Services	42	48	6	0.3%
41	Airport Operations and Other Air Transport Support Services	7	13	5	0.1%
42	Other Agriculture and Fishing Support Services	34	39	5	0.2%
43	Other Administrative Services n.e.c.	57	63	5	0.4%
44	Gardening Services	95	100	5	0.6%
45	Veterinary Services	66	71	5	0.4%
46	Poultry Farming (Meat)	5	9	5	0.1%
47	Painting and Decorating Services	184	188	5	1.2%
48	Legal Services	100	105	5	0.7%
49	Fresh Meat, Fish and Poultry Retailing	26	31	5	0.2%
50	Travel Agency and Tour Arrangement Services	36	40	5	0.3%
	All other industries	9,764	9,479	-285	59.5%
	Total	15,643	15,920	278	100%

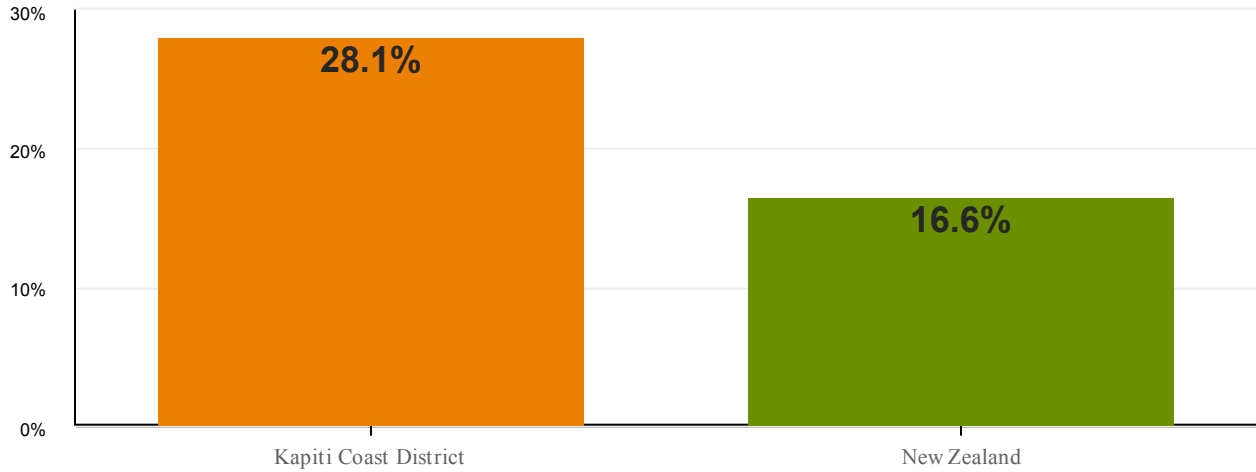
Table 10: The 50 seven-digit industries that lost the most jobs between 2014 and 2015

Rank	Industry	Jobs		Change	% of total 2015
		2014	2015	2014 - 2015	
1	Other Allied Health Services	245	197	-49	1.2%
2	Higher Education	242	204	-37	1.3%
3	House Construction	464	441	-23	2.8%
4	Architectural Aluminium Product Manufacturing	60	38	-21	0.2%
5	Health and Fitness Centres and Gymnasia Operation	77	58	-19	0.4%
6	Supermarket and Grocery Stores	707	690	-17	4.3%
7	Educational Support Services	46	29	-17	0.2%
8	Structural Steel Erection Services	23	11	-12	0.1%
9	Water Supply	13	2	-12	0.0%
10	Other Structural Metal Product Manufacturing	19	9	-10	0.1%
11	Nursery Production (Outdoors)	41	32	-9	0.2%
12	Vegetable Growing (Outdoors)	66	57	-9	0.4%
13	Newspaper Publishing	32	24	-8	0.2%
14	Rail Passenger Transport	33	25	-7	0.2%
15	Real Estate Services	250	243	-7	1.5%
16	Other Social Assistance Services	297	290	-7	1.8%
17	Other Building Installation Services	17	10	-7	0.1%
18	Other Automotive Repair and Maintenance	180	173	-7	1.1%
19	Clothing Manufacturing	44	38	-6	0.2%
20	Central Government Administration	68	62	-6	0.4%
21	Rigid and Semi Rigid Polymer Product Manufacturing	12	6	-6	0.0%
22	Other Interest Group Services n.e.c.	65	59	-6	0.4%
23	Video and Other Electronic Media Rental	26	21	-5	0.1%
24	Cheese and Other Dairy Product Manufacturing	134	129	-5	0.8%
25	Fuel Retailing	77	72	-5	0.5%
26	Solid Waste Collection Services	33	28	-5	0.2%
27	Computer and Computer Peripherals Wholesaling	18	13	-5	0.1%
28	Motion Picture and Video Production	72	67	-5	0.4%
29	Investigation and Security Services	62	58	-5	0.4%
30	Other Hardware Goods Wholesaling	16	11	-5	0.1%
31	Banking	91	87	-5	0.5%
32	Nursery Production (Under Cover)	15	11	-4	0.1%
33	Other Machinery and Equipment Manufacturing n.e.c.	56	51	-4	0.3%
34	Pathology and Diagnostic Imaging Services	14	10	-4	0.1%
35	Other Agricultural Product Wholesaling	19	15	-4	0.1%
36	Clothing Retailing	172	168	-4	1.1%
37	Arts Education	14	10	-4	0.1%
38	Stationery Goods Retailing	20	16	-4	0.1%
39	Horse Farming	20	16	-4	0.1%
40	Forestry	24	21	-3	0.1%
41	Other Repair and Maintenance n.e.c.	12	9	-3	0.1%
42	Other Electrical and Electronic Goods Wholesaling	28	25	-3	0.2%
43	Cut and Sewn Textile Product Manufacturing	14	11	-3	0.1%
44	Police Services	54	51	-3	0.3%
45	Other Electronic Equipment Manufacturing	11	8	-3	0.1%
46	Air and Space Transport	20	17	-3	0.1%
47	General Insurance	9	6	-3	0.0%
48	Auxiliary Insurance Services	35	32	-3	0.2%
49	Performing Arts Operation	9	6	-3	0.0%
50	Fruit and Vegetable Retailing	20	17	-3	0.1%
	All other industries	11,552	12,238	687	76.9%
	Total	15,643	15,920	278	100%

What proportion of the workforce is self-employed in Kapiti Coast District?

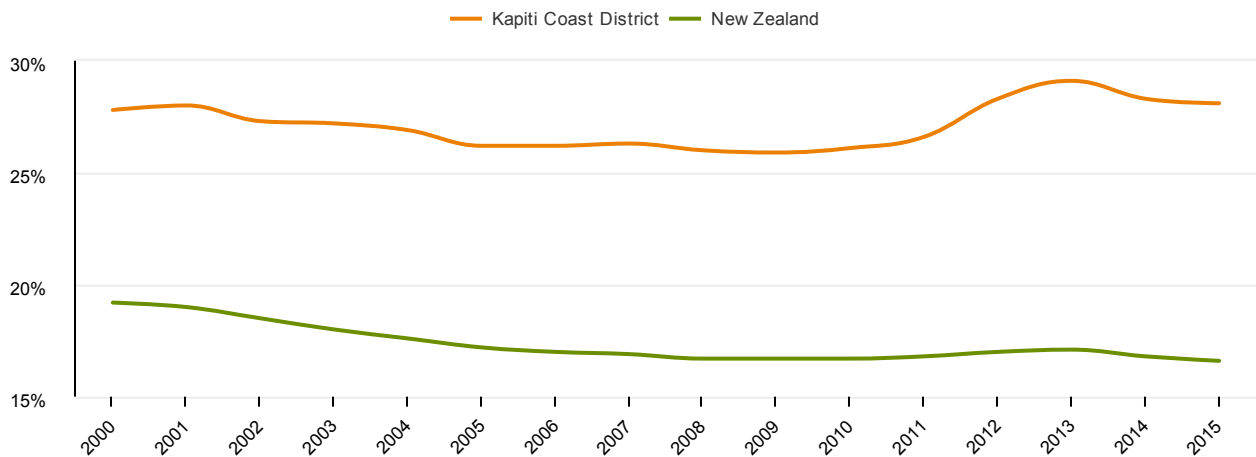
Self-employment makes up a sizeable proportion of total employment in New Zealand although it declined through the economic boom years and stabilised since the recession. This section contrasts self-employment in Kapiti Coast District with the national economy.

Figure 11: Self employment rate, 2015



- Self-employed workers accounted for 28.1% of the workforce in Kapiti Coast District in 2015, which was a higher rate than in the national economy (16.6%)
- A total of 4,474.5 workers were self-employed in Kapiti Coast District in 2015.

Figure 12: Self employment rate



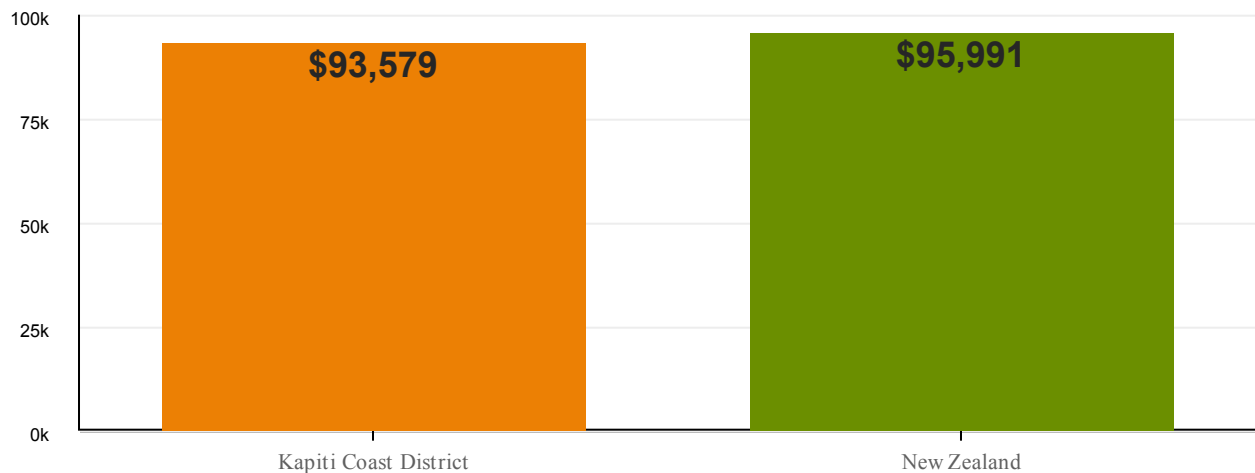
Level	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Kapiti Coast District	28.0%	27.3%	27.2%	26.9%	26.2%	26.2%	26.3%	26.0%	25.9%	26.1%	26.6%	28.3%	29.1%	28.3%	28.1%
New Zealand	19.0%	18.5%	18.0%	17.6%	17.2%	17.0%	16.9%	16.7%	16.7%	16.7%	16.8%	17.0%	17.1%	16.8%	16.6%

PRODUCTIVITY

Productivity is a way of describing the efficiency of production. In this section, we investigate GDP per employee to determine how much economic activity is generated on average by each employee. When looking at this indicator, one needs to consider that labour is only one input into production. As a result, a comparison of a region's labour productivity growth to its own history or to other districts, implicitly assumes that each worker has the same access to machinery, technology, and land.

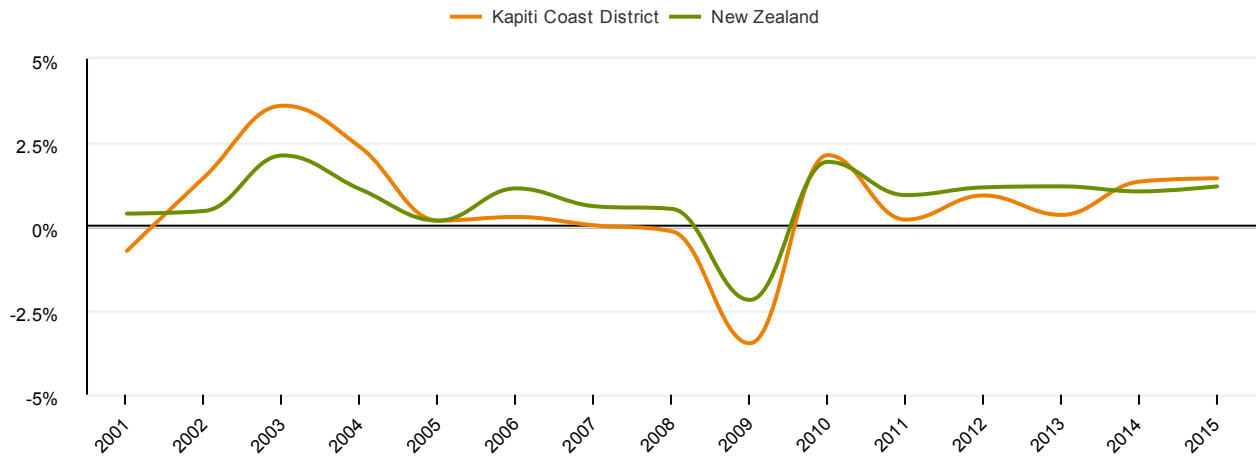
This section describes Kapiti Coast District's productivity level during the year to March 2015 and previous years. Productivity is measured by GDP per employee (in constant 2010 prices).

Figure 13: Productivity 2015



- GDP per employee in Kapiti Coast District measured \$93,579 in the year to March 2015, which was 2.5% lower than in New Zealand.
- Productivity in Kapiti Coast District increased by 1.4% from a year earlier compared with an increase of 1.2% in New Zealand).
- Productivity growth in Kapiti Coast District averaged 0.3%pa over the last ten years compared with an average of 0.8%pa in New Zealand.

Figure 14: Productivity growth



Change	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Kapiti Coast District	-0.7%	1.5%	3.6%	2.4%	0.2%	0.3%	0.0%	-0.1%	-3.5%	2.1%	0.2%	0.9%	0.3%	1.3%	1.4%
New Zealand	0.4%	0.5%	2.1%	1.1%	0.2%	1.1%	0.6%	0.5%	-2.2%	1.9%	0.9%	1.2%	1.2%	1.0%	1.2%

What are the most productive industries in Kapiti Coast District

This section ranks industries according to their level of GDP per employee in Kapiti Coast District. The level of GDP per employee may differ between industries because of the skill levels of workers and their inherent efficiency, as well as due to different amounts of machinery, technology, and land being used as production inputs. Table 17 below ranks broad industries by GDP per employee in Kapiti Coast District and shows the corresponding GDP per employee in the national economy. Since the capital intensity of industries is often a significant explainer of productivity we also show the capital intensity of each industry in the table. Capital intensity is measured as the share of GDP which is attributable to capital. Industries with a high proportion are thus highly capital intensive.

Table 11: 1-digit industries ranked by productivity (2015)

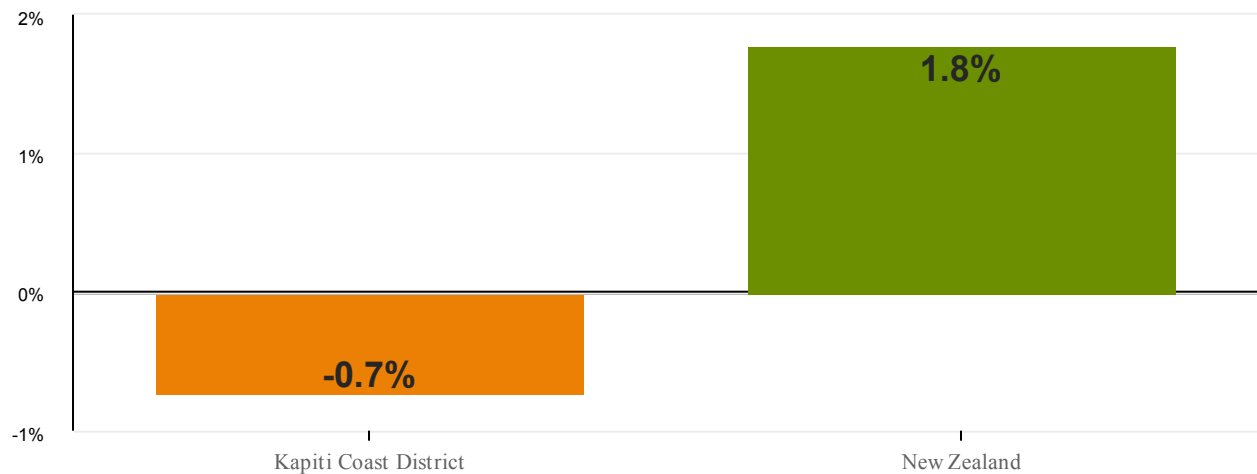
Industry	Productivity		Capital intensity
	Kapiti Coast District	New Zealand	New Zealand
Electricity, Gas, Water and Waste Services	430,498	439,625	0.81
Rental, Hiring and Real Estate Services	343,083	292,741	0.83
Mining	291,676	623,639	0.81
Financial and Insurance Services	203,109	204,056	0.48
Information Media and Telecommunications	176,645	165,963	0.56
Manufacturing	151,102	98,836	0.38
Wholesale Trade	108,627	99,362	0.38
Arts and Recreation Services	99,706	72,086	0.45
Public Administration and Safety	93,941	85,654	0.18
Transport, Postal and Warehousing	93,295	93,977	0.42
Professional, Scientific and Technical Services	88,722	78,296	0.20
Agriculture, Forestry and Fishing	77,125	94,093	0.58
Health Care and Social Assistance	67,567	59,033	0.12
Other Services	63,037	44,813	0.26
Construction	56,312	67,398	0.22
Education and Training	50,110	51,481	0.24
Administrative and Support Services	46,527	40,272	0.18
Retail Trade	44,136	47,452	0.26
Accommodation and Food Services	31,080	31,221	0.33
Total	93,579	95,991	

BUSINESS GROWTH

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

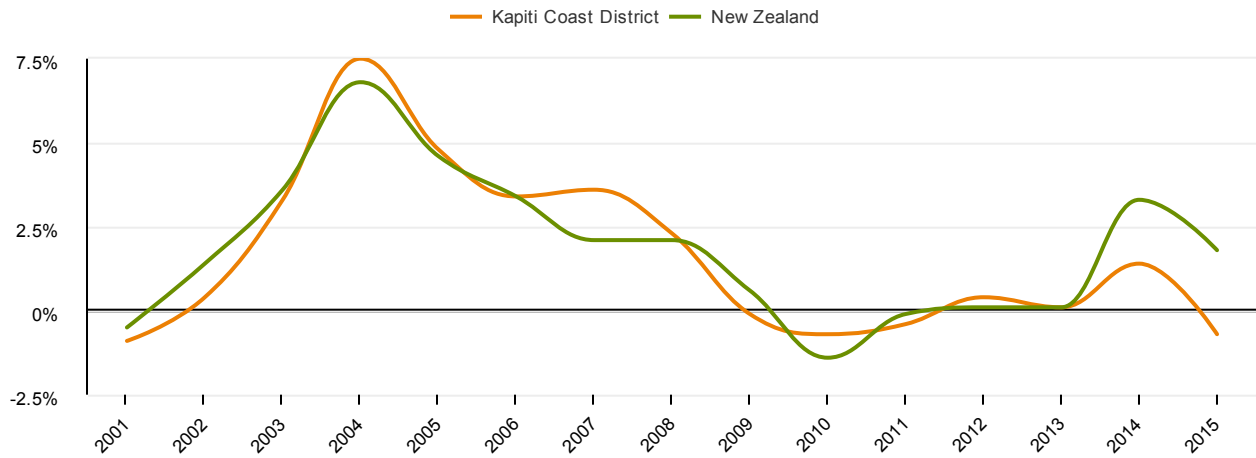
Growth in the number of business units is an indicator of entrepreneurial activity. It indicates an environment in which entrepreneurs are prepared to take risks to start new ventures. This section contrasts Kapiti Coast District's recent performance in business unit growth with other regions in the country.

Figure 15: Business unit growth (year to Mar 2015)



- A total of 4,887 business units were recorded in Kapiti Coast District in 2015, down 0.7% from a year earlier.
- The number of business units in New Zealand increased by 1.8% over the same period.
- Growth in the number of business units in Kapiti Coast District averaged 0.9%pa over the past 10 years compared with 1.2%pa in the national economy.
- Business unit growth in Kapiti Coast District varied from a high of 7.5% in 2004 to a low of -0.9% in 2001.

Figure 16: Annual average business unit growth



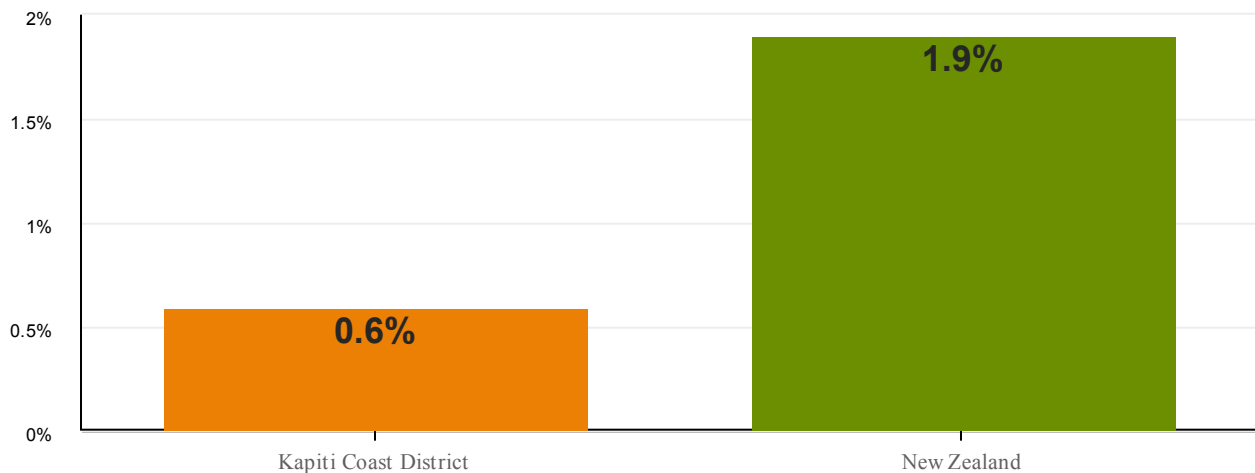
Change	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Kapiti Coast District	-0.9%	0.4%	3.3%	7.5%	4.8%	3.4%	3.6%	2.3%	-0.1%	-0.7%	-0.4%	0.4%	0.1%	1.4%	-0.7%
New Zealand	-0.5%	1.4%	3.6%	6.8%	4.6%	3.4%	2.1%	2.1%	0.6%	-1.4%	-0.1%	0.1%	0.1%	3.3%	1.8%

POPULATION GROWTH

How fast has Kapiti Coast District's population grown?

Population growth is an indicator of a region's attractiveness as a place to live and work. A strong regional economy with plentiful job opportunities will help a region retain its population and attract new residents from other regions and abroad. This section contrasts Kapiti Coast District's recent population growth with other districts and the country as a whole.

Figure 17: Population growth (year to Mar 2015)



- Kapiti Coast District's population was 51,400 in 2015, up 0.6% from a year earlier. New Zealand's total population grew by 1.9% over the same period.
- Population growth in Kapiti Coast District averaged 1.0%pa over the last 10 years compared with 1.1%pa in New Zealand.
- Since 2000 growth in Kapiti Coast District reached a high of 2.1%pa in 2001 and a low of 0.4%pa in 2012.

Figure 18: Annual population growth

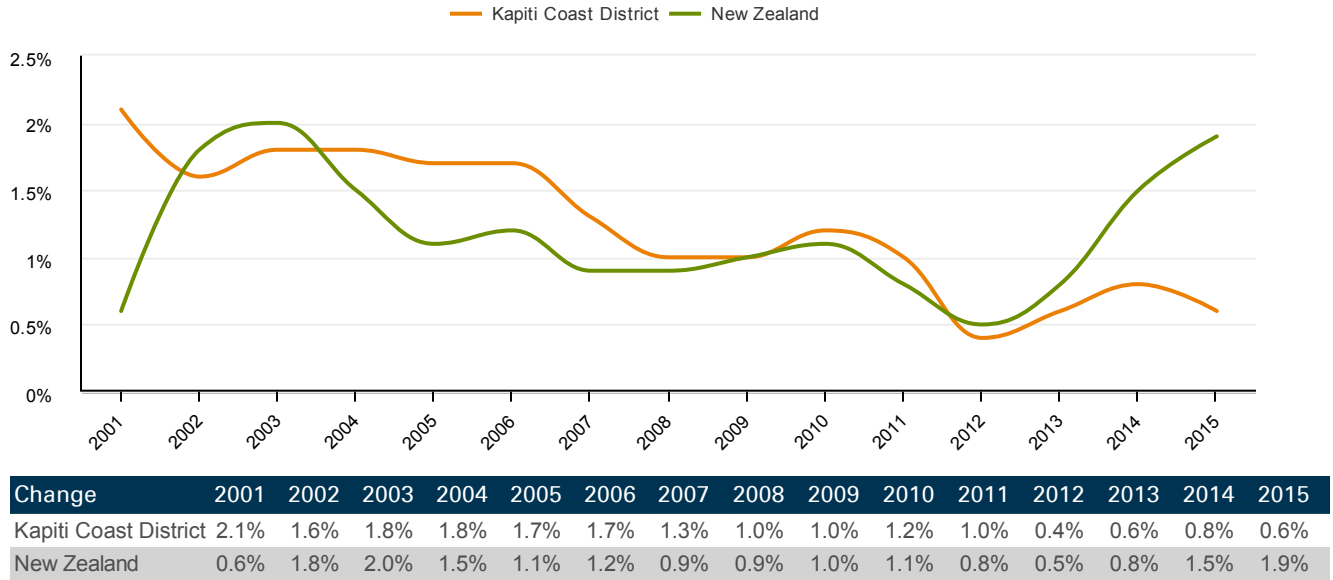
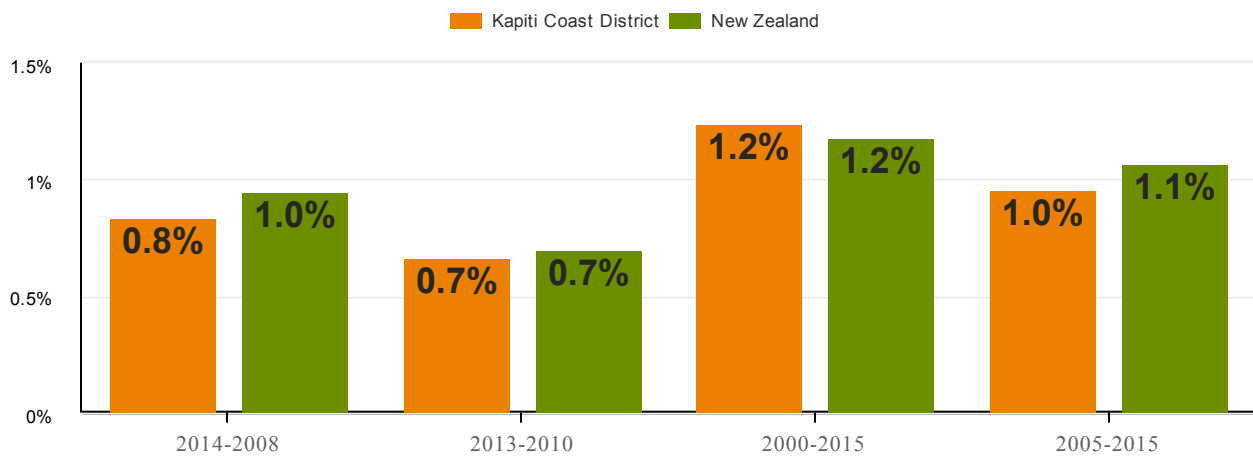


Figure 19: Population growth last 1,2,5 and 10 years

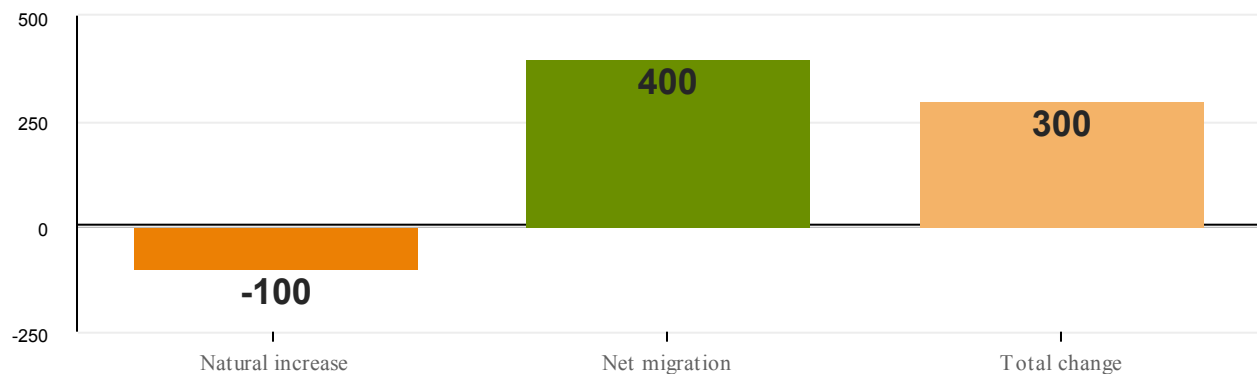


What is the source of Kapiti Coast District's population growth?

A region's population can grow through natural growth (births less deaths) and net migration (arrivals less departures). This section describes the relative contributions of these two sources to population growth in Kapiti Coast District.

- Kapiti Coast District's population increased by 300 people in the year to June 2015. This net increase was made up of net migration of 400 and natural decrease of -100.

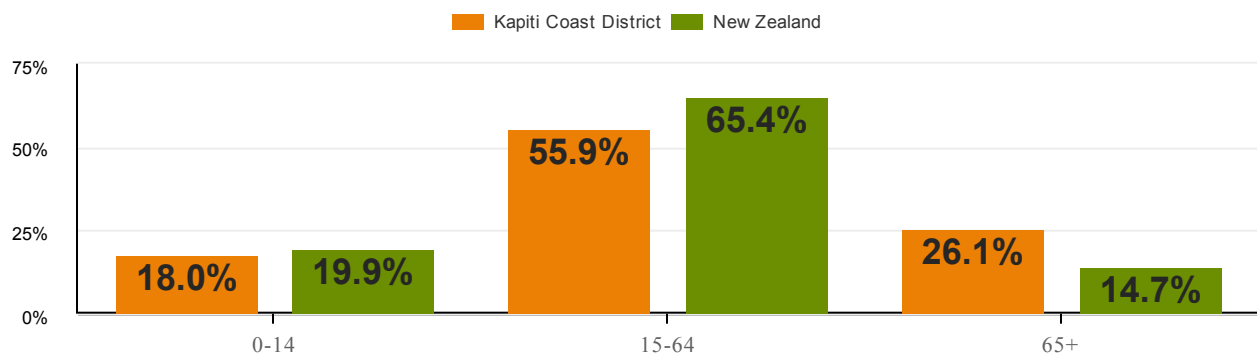
Figure 20: Source of population growth (year to June 2015)



What is the age structure of Kapiti Coast District's population?

- In 2015, 55.9% of Kapiti Coast District's population was of working age (15-64). This was significantly lower than the proportion of the national population (65.4%).
- Kapiti Coast District had a slightly lower proportion (18.0%) of young people (0-14) than the country as a whole (19.9%) and a significantly higher proportion (26.1%) of people 65 years and older compared with New Zealand (14.7%).
- Overall the dependency ratio in Kapiti Coast District (78.8%) was higher than in the national economy (52.9%). The dependency ratio expresses the number of persons outside of the working age as a proportion of the number of persons of working age (15 to 64 years).

Figure 21: Age composition of the population (year to June 2015)



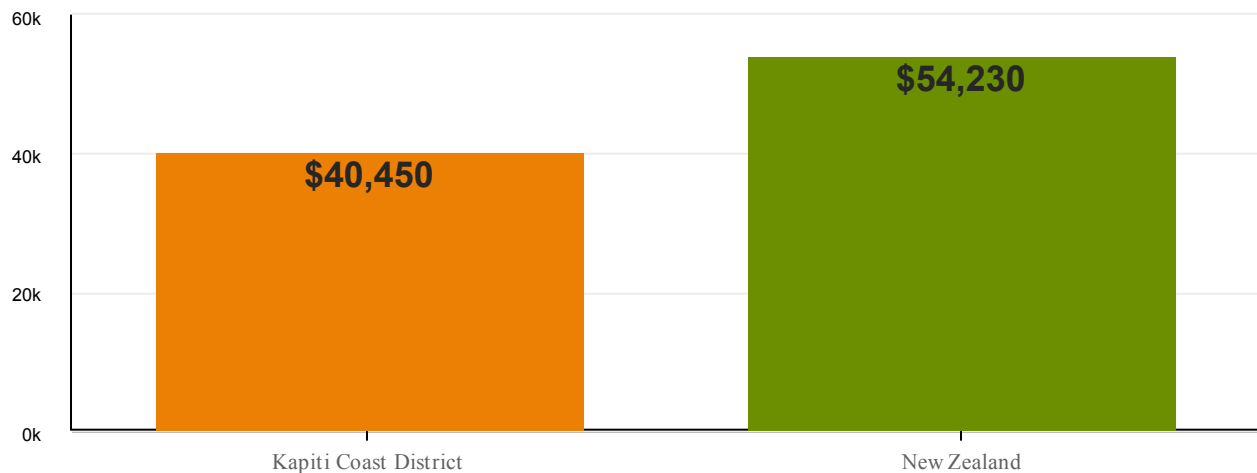
STANDARD OF LIVING

This section describes a few indicators of economic standard of living. It investigates average earnings, house prices and housing affordability. Note that due to data constraints earnings data are provided for the year to March 2014.

What are the mean earnings in Kapiti Coast District?

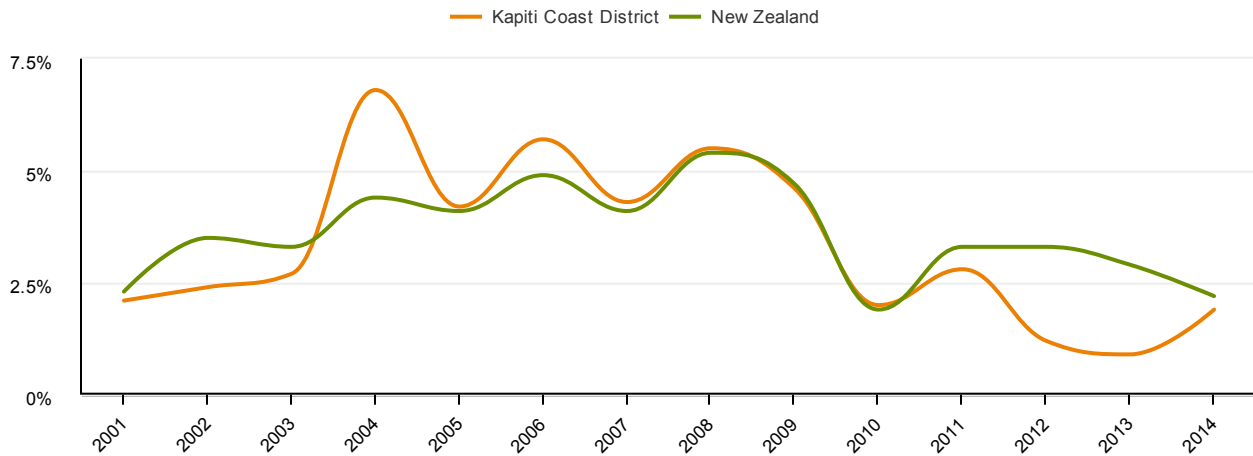
Income earned in the labour market is an important source of household income. This section contrasts Kapiti Coast District's mean annual earnings with the country as a whole.

Figure 22: Earnings, 2014



- Mean annual earnings in Kapiti Coast District was \$40,450 in the year to March 2014, which was lower than the New Zealand mean of \$54,230.
- Mean earnings in Kapiti Coast District increased by 1.9% over the year to March 2014 compared with an increase of 2.2% in New Zealand.
- Over the last ten years earnings growth in Kapiti Coast District reached a maximum of 6.8% in 2004 and a minimum of 0.9% in 2013.

Figure 23: Annual earnings growth



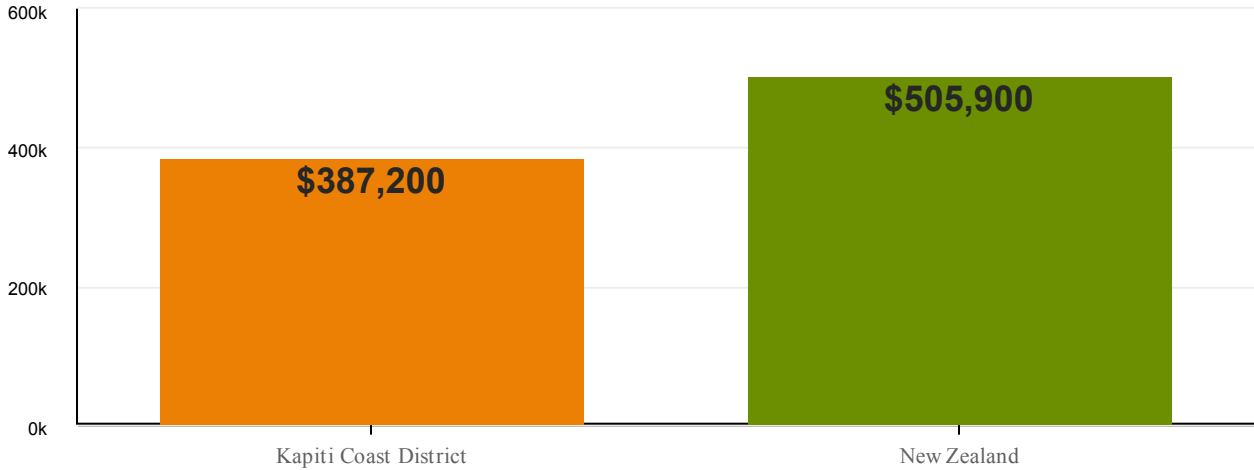
Change	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Kapiti Coast District	2.1%	2.4%	2.7%	6.8%	4.2%	5.7%	4.3%	5.5%	4.6%	2.0%	2.8%	1.2%	0.9%	1.9%
New Zealand	2.3%	3.5%	3.3%	4.4%	4.1%	4.9%	4.1%	5.4%	4.7%	1.9%	3.3%	3.3%	2.9%	2.2%

- Mean annual earnings in Kapiti Coast District was \$40,450 in the year to March 2014, which was lower than the New Zealand mean of \$54,230.
- Mean earnings in Kapiti Coast District increased by 1.9% over the year to March 2014 compared with an increase of 2.2% in New Zealand.
- Over the last ten years earnings growth in Kapiti Coast District reached a maximum of 6.8% in 2004 and a minimum of 0.9% in 2013.

How do house prices in Kapiti Coast District compare?

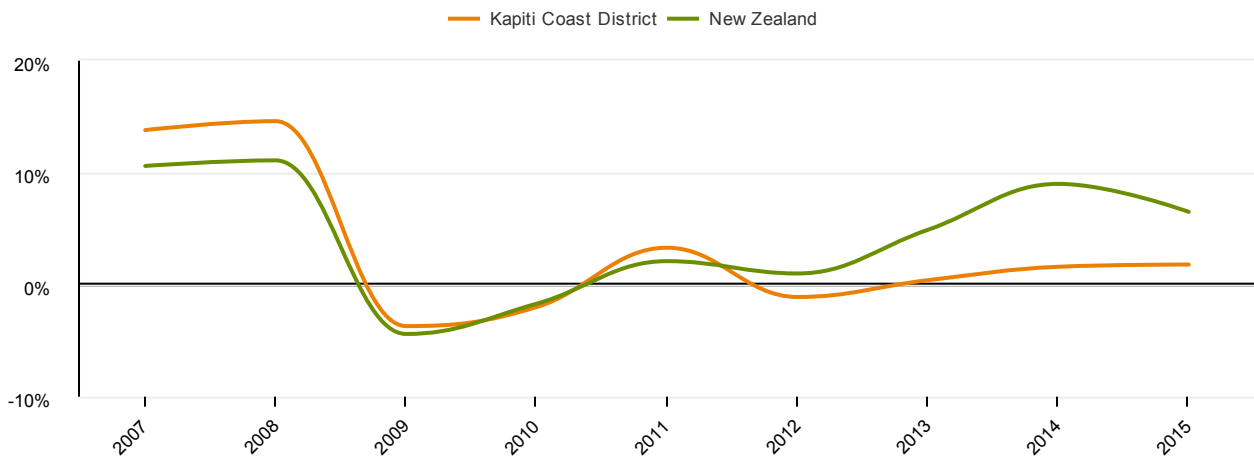
The cost of housing is a major component of household spending. This section describes the cost of housing in Kapiti Coast District relative to the rest of the country.

Figure 24: Average current house value, 2015



- The Average current house value in Kapiti Coast District was \$387,200 in 2015, which was lower than the New Zealand median of \$505,900.
- House price growth in Kapiti Coast District was 1.8% for the year to March 2015. Growth was weaker than in New Zealand (6.5%).

Figure 25: Annual Average current house value growth

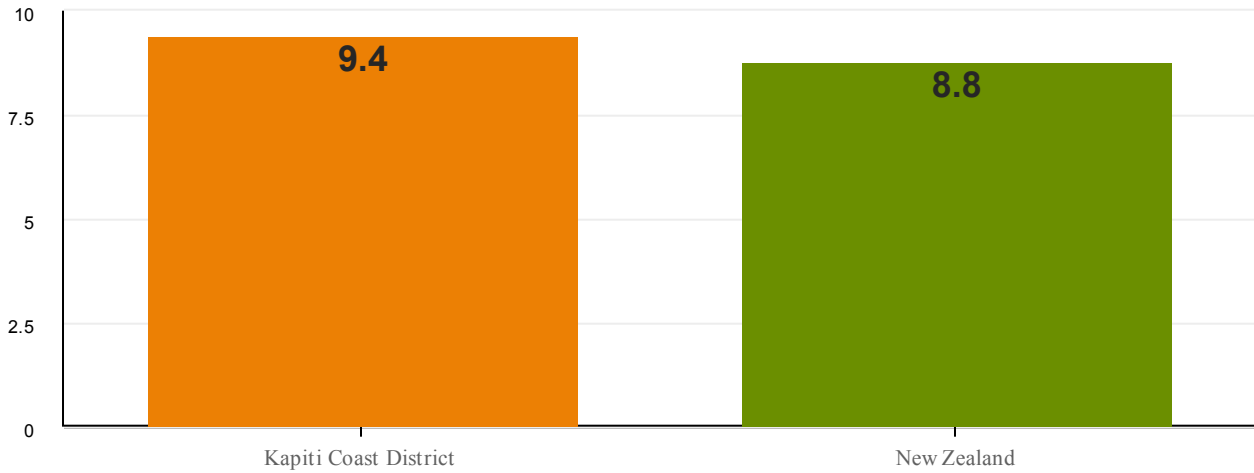


Change	2007	2008	2009	2010	2011	2012	2013	2014	2015
Kapiti Coast District	13.8%	14.6%	-3.7%	-2.0%	3.3%	-1.1%	0.4%	1.6%	1.8%
New Zealand	10.6%	11.1%	-4.4%	-1.7%	2.1%	1.0%	4.9%	9.0%	6.5%

How affordable is housing in Kapiti Coast District?

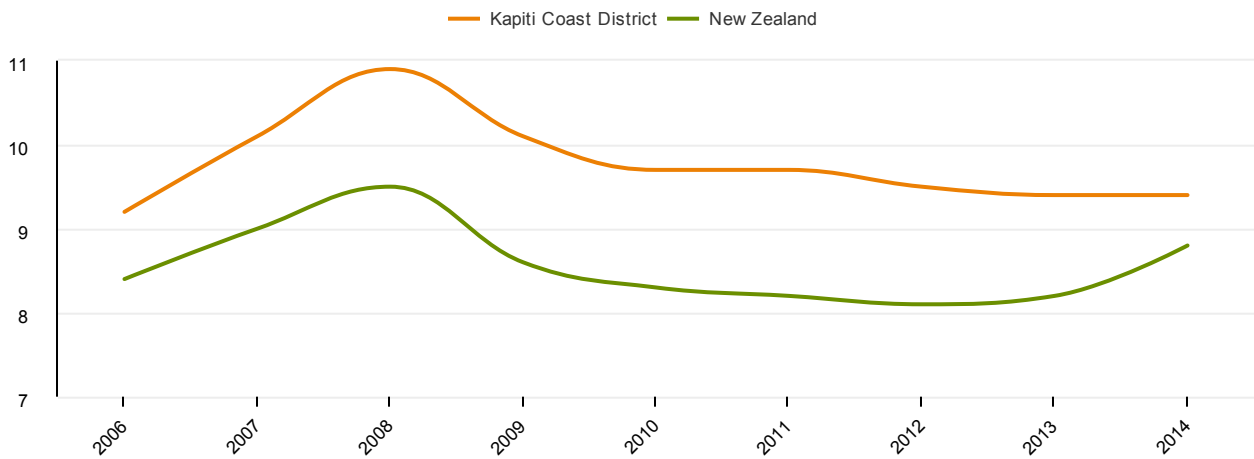
This section investigates the affordability of housing by comparing Average current house values with average earnings. We have estimated a housing affordability index which is the ratio of the Average current house value to annual average earnings measured in the Linked Employer Employee Data. A higher ratio therefore indicates lower housing affordability.

Figure 26: Housing affordability index 2014



- The housing affordability index in Kapiti Coast District was 9.4 in the year to March 2014, which was higher than New Zealand's index of 8.8. This means that housing is less affordable in Kapiti Coast District than in New Zealand.

Figure 27: Housing affordability



Level	2007	2008	2009	2010	2011	2012	2013	2014
Kapiti Coast District	10.1	10.9	10.1	9.7	9.7	9.5	9.4	9.4
New Zealand	9.0	9.5	8.6	8.3	8.2	8.1	8.2	8.8

PERFORMANCE OF KEY INDUSTRIES

How well has the building and construction industry performed?

The section describes the performance of the first key industry in Kapiti Coast District: building and construction. It compares how the sector has performed relative to the rest of the district's economy in terms of economic output, employment and business unit growth.

A definition of the building and construction industry is provided at the end of this report.

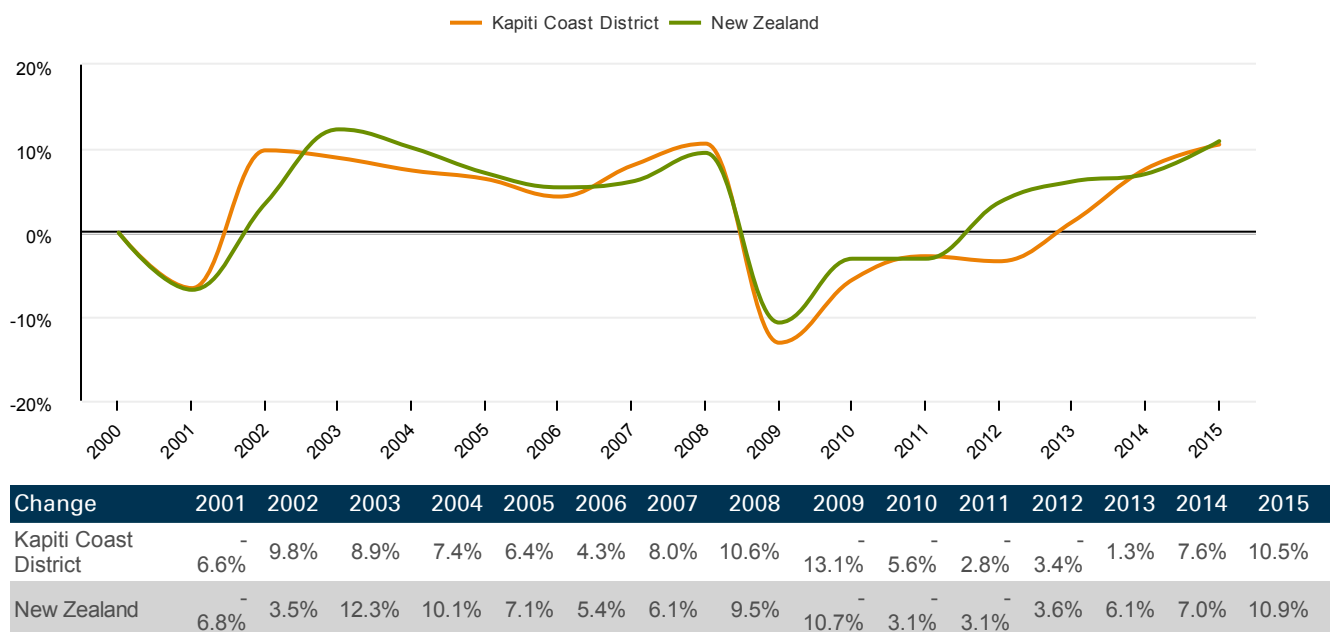
Table 12: Economic indicators for the building and construction industry

Indicator	2015	Industry share of regional economy	Regional share of national industry	Growth 2014 - 2015	
				Kapiti Coast District	New Zealand
GDP	\$126m	8.5%	1.0%	11%	11%
Employment	2,246	14%	1.1%	3.3%	5.4%
Business units	751	15%	1.4%	0.7%	3.7%

Economic output

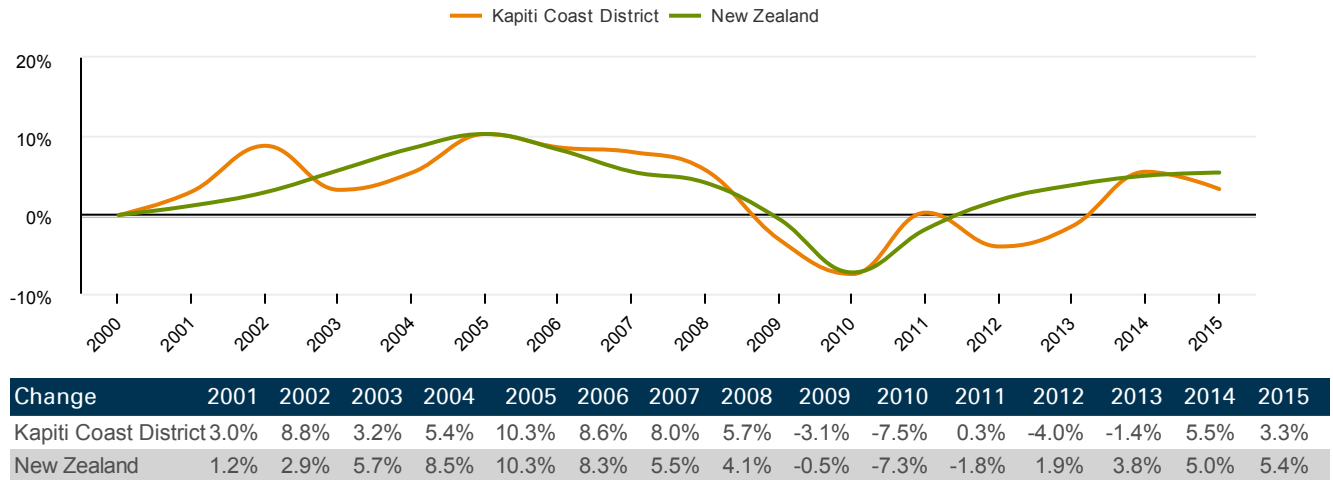
- The Building and construction industry contributed \$126m towards GDP in Kapiti Coast District in the year to March 2015. This amounted to 8.5% of Kapiti Coast District's total economic output in 2015, down from 8.6% in ten years prior.
- Economic output in Kapiti Coast District's Building and construction industry grew by 11% in the year to March 2015 compared with growth of 11% in the industry nationally.
- Growth in the Building and construction industry in Kapiti Coast District has averaged 2.6% since 2000. Growth peaked at 11% in 2008.

Figure 28: Output growth in the building and construction industry



Employment

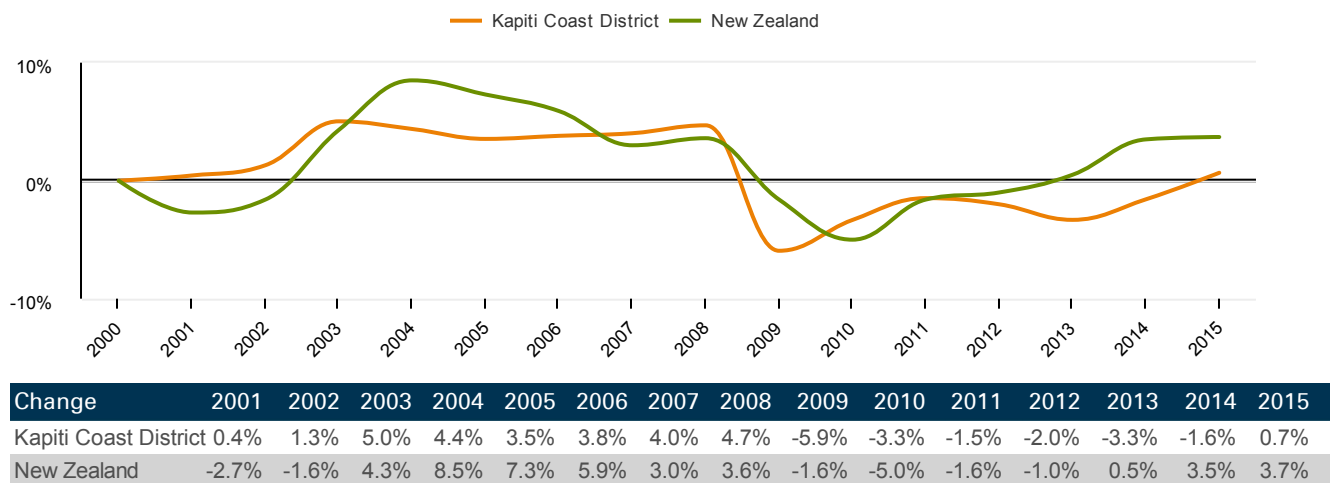
Figure 29: Employment growth in the building and construction industry



- The Building and construction industry employed 2,246 persons in Kapiti Coast District in the year to March 2015 which was up from 1,953 in ten years prior.
- Employment growth in Kapiti Coast District's Building and construction industry averaged 3.3% in the year to March 2015, compared with growth of 5.4% in the industry nationally.
- Employment growth in the Building and construction industry in Kapiti Coast District has averaged 2.9% since 2000. Growth peaked at 10% in 2005.

Business units

Figure 30: Growth in business units in the building and construction industry



How well has the retail and hospitality services industry performed?

The section describes the performance of the first key industry in Kapiti Coast District: retail and hospitality services. It compares how the sector has performed relative to the rest of the district's economy in terms of economic output, employment and business unit growth.

A definition of the retail and hospitality services industry is provided at the end of this report.

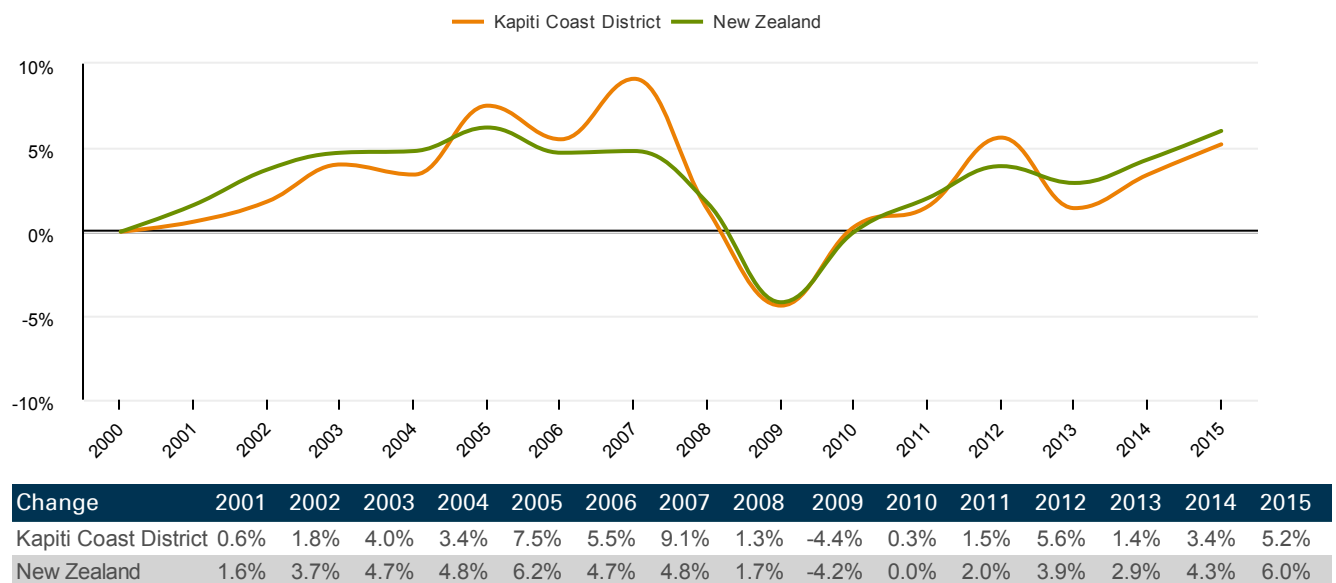
Table 13: Economic indicators for the retail and hospitality services industry

Indicator	2015	Industry share of regional economy	Regional share of national industry	Growth 2014 - 2015	
				Kapiti Coast District	New Zealand
GDP	\$140m	9.4%	1.0%	5.2%	6.0%
Employment	3,561	22%	1.0%	1.7%	2.4%
Business units	536	11%	1.0%	0.2%	1.7%

Economic output

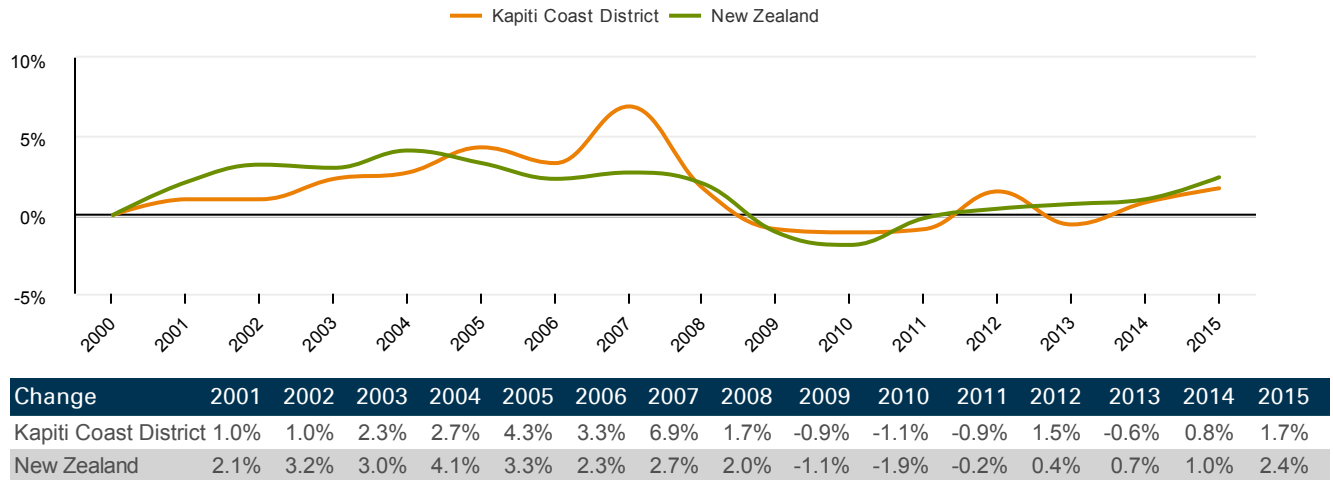
- The Retail and hospitality services industry contributed \$140m towards GDP in Kapiti Coast District in the year to March 2015. This amounted to 9.4% of Kapiti Coast District's total economic output in 2015, up from 8.3% in ten years prior.
- Economic output in Kapiti Coast District's Retail and hospitality services industry grew by 5.2% in the year to March 2015 compared with growth of 6.0% in the industry nationally.
- Growth in the Retail and hospitality services industry in Kapiti Coast District has averaged 3.0% since 2000. Growth peaked at 9.1% in 2007.

Figure 31: Output growth in the retail and hospitality services industry



Employment

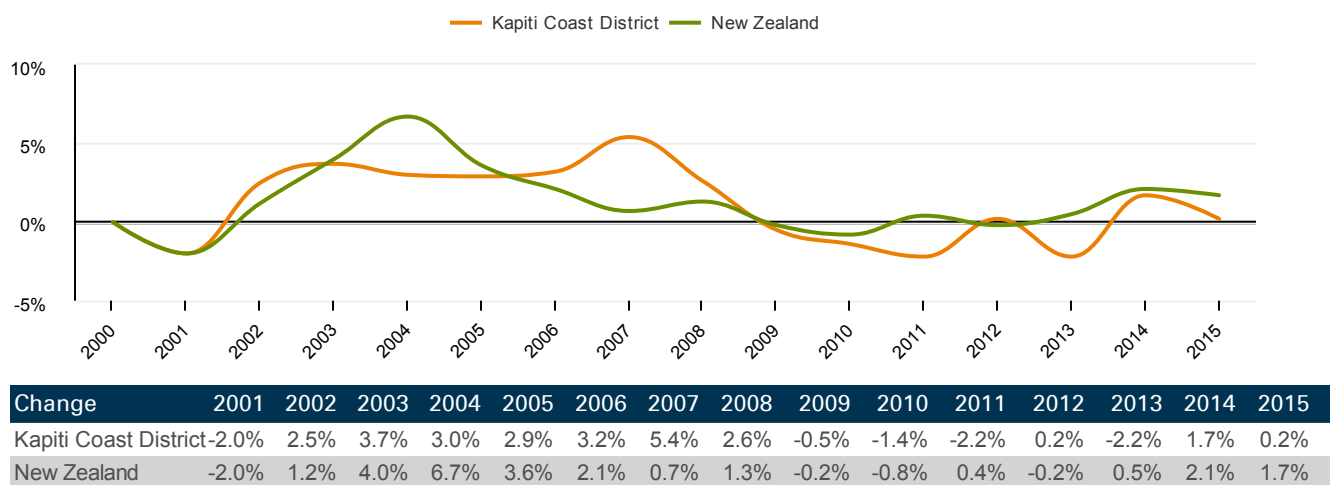
Figure 32: Employment growth in the retail and hospitality services industry



- The Retail and hospitality services industry employed 3,561 persons in Kapiti Coast District in the year to March 2015 which was up from 3,153 in ten years prior.
- Employment growth in Kapiti Coast District's Retail and hospitality services industry averaged 1.7% in the year to March 2015, compared with growth of 2.4% in the industry nationally.
- Employment growth in the Retail and hospitality services industry in Kapiti Coast District has averaged 1.6% since 2000. Growth peaked at 6.9% in 2007.

Business units

Figure 33: Growth in business units in the retail and hospitality services industry



How well has the education and health industry performed?

The section describes the performance of the first key industry in Kapiti Coast District: education and health. It compares how the sector has performed relative to the rest of the district's economy in terms of economic output, employment and business unit growth.

A definition of the education and health industry is provided at the end of this report.

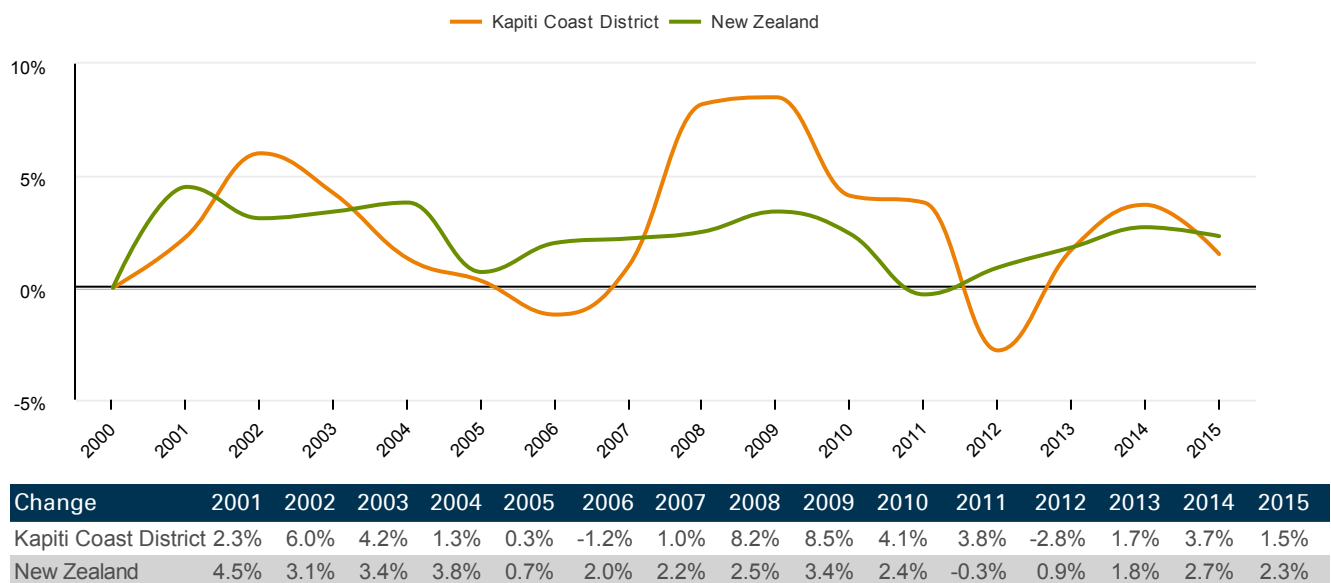
Table 14: Economic indicators for the education and health industry

Indicator	2015	Industry share of regional economy	Regional share of national industry	Growth 2014 - 2015	
				Kapiti Coast District	New Zealand
GDP	\$208m	14%	0.9%	1.5%	2.3%
Employment	3,445	22%	0.8%	0.6%	1.9%
Business units	334	6.8%	1.1%	-5.1%	2.7%

Economic output

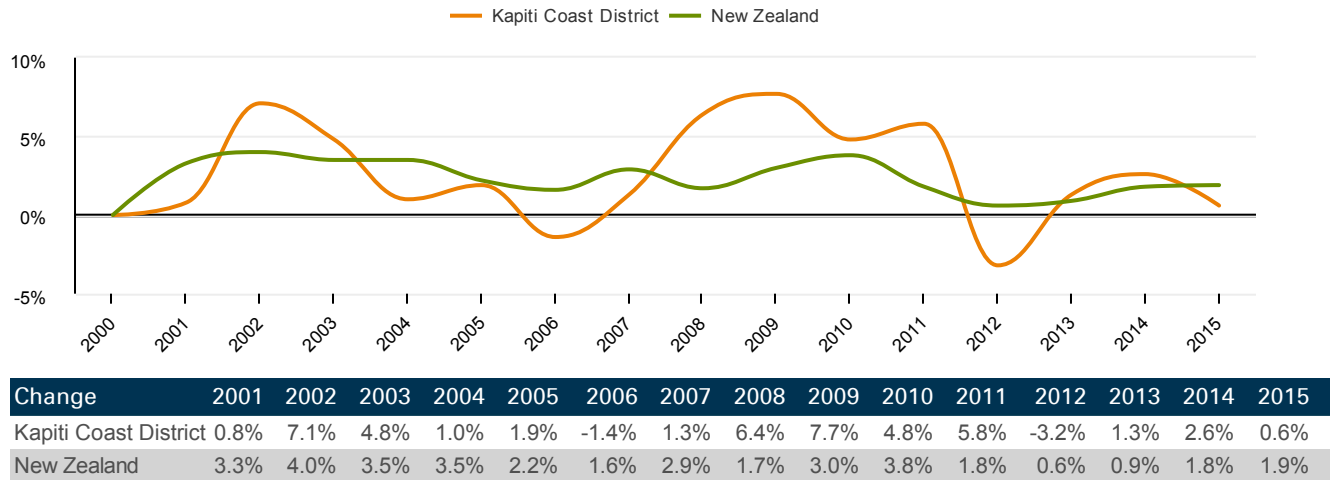
- The Education and health industry contributed \$208m towards GDP in Kapiti Coast District in the year to March 2015. This amounted to 14% of Kapiti Coast District's total economic output in 2015, up from 12% in ten years prior.
- Economic output in Kapiti Coast District's Education and health industry grew by 1.5% in the year to March 2015 compared with growth of 2.3% in the industry nationally.
- Growth in the Education and health industry in Kapiti Coast District has averaged 2.8% since 2000. Growth peaked at 8.5% in 2009.

Figure 34: Output growth in the education and health industry



Employment

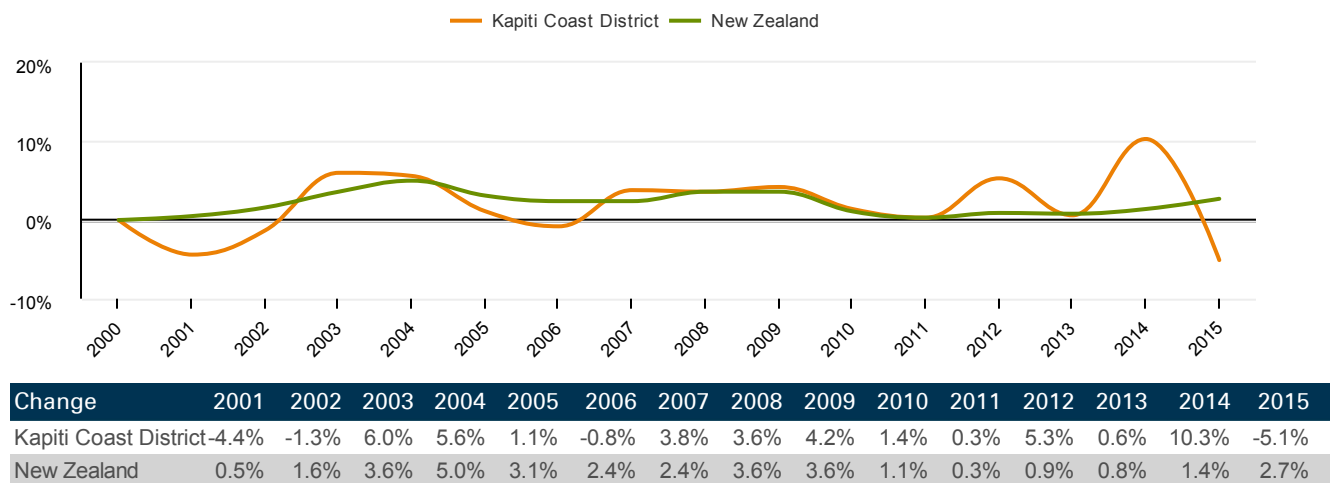
Figure 35: Employment growth in the education and health industry



- The Education and health industry employed 3,445 persons in Kapiti Coast District in the year to March 2015 which was up from 2,683 in ten years prior.
- Employment growth in Kapiti Coast District's Education and health industry averaged 0.6% in the year to March 2015, compared with growth of 1.9% in the industry nationally.
- Employment growth in the Education and health industry in Kapiti Coast District has averaged 2.7% since 2000. Growth peaked at 7.7% in 2009.

Business units

Figure 36: Growth in business units in the education and health industry



How well has the agrifoods industry performed?

The section describes the performance of the first key industry in Kapiti Coast District: agrifoods. It compares how the sector has performed relative to the rest of the district's economy in terms of economic output, employment and business unit growth.

A definition of the agrifoods industry is provided at the end of this report.

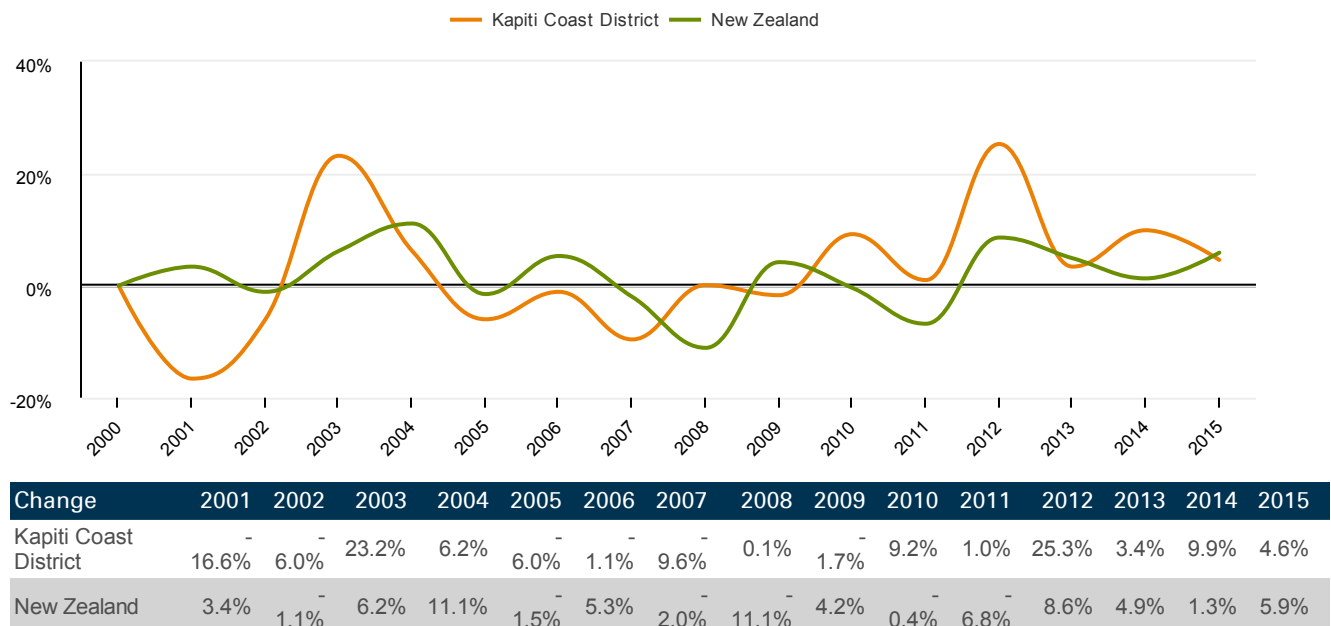
Table 15: Economic indicators for the agrifoods industry

Indicator	2015	Industry share of regional economy	Regional share of national industry	Growth 2014 - 2015	
				Kapiti Coast District	New Zealand
GDP	\$78.8m	5.3%	0.4%	4.6%	5.9%
Employment	675	4.2%	0.3%	7.6%	3.0%
Business units	219	4.5%	0.3%	-1.4%	0.9%

Economic output

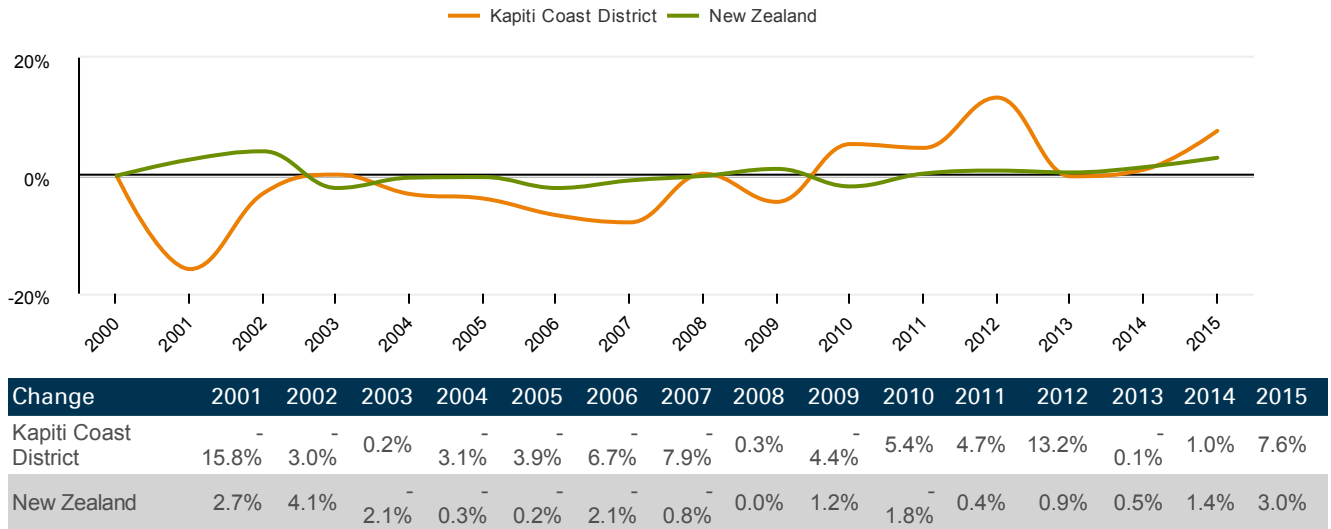
- The Agrifoods industry contributed \$78.8m towards GDP in Kapiti Coast District in the year to March 2015. This amounted to 5.3% of Kapiti Coast District's total economic output in 2015, up from 4.3% in ten years prior.
- Economic output in Kapiti Coast District's Agrifoods industry grew by 4.6% in the year to March 2015 compared with growth of 5.9% in the industry nationally.
- Growth in the Agrifoods industry in Kapiti Coast District has averaged 2.2% since 2000. Growth peaked at 25% in 2012.

Figure 37: Output growth in the agrifoods industry



Employment

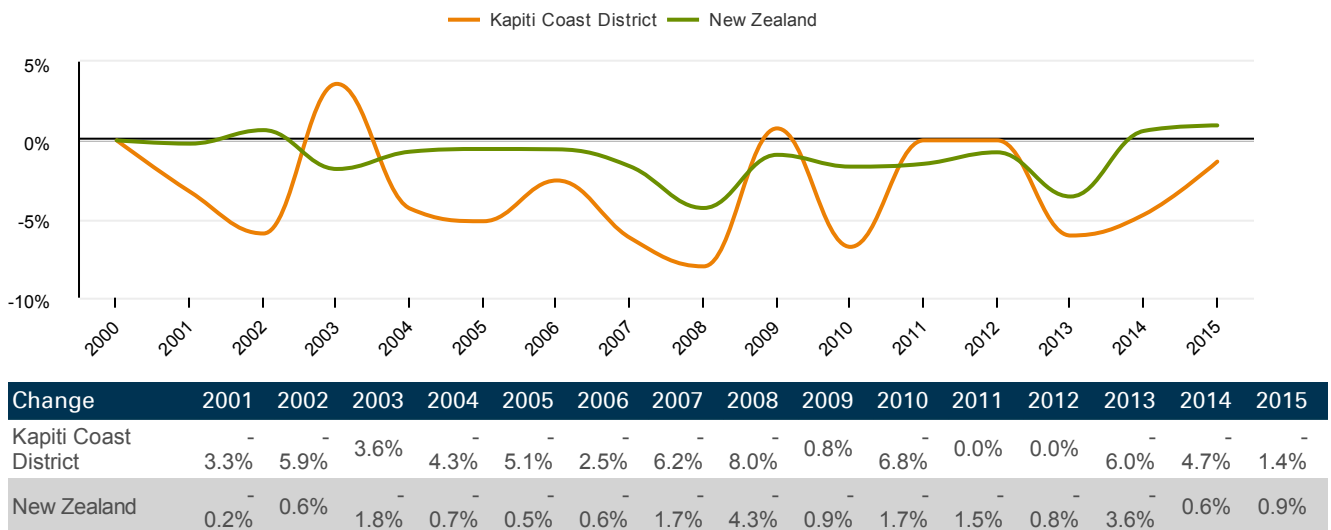
Figure 38: Employment growth in the agrifoods industry



- The Agrifoods industry employed 675 persons in Kapiti Coast District in the year to March 2015 which was up from 604 in ten years prior.
- Employment growth in Kapiti Coast District's Agrifoods industry averaged 7.6% in the year to March 2015, compared with growth of 3.0% in the industry nationally.
- Employment growth in the Agrifoods industry in Kapiti Coast District has averaged -1.1% since 2000. Growth peaked at 13% in 2012.

Business units

Figure 39: Growth in business units in the agrifoods industry



How well has the professional services industry performed?

The section describes the performance of the first key industry in Kapiti Coast District: professional services. It compares how the sector has performed relative to the rest of the district's economy in terms of economic output, employment and business unit growth.

A definition of the professional services industry is provided at the end of this report.

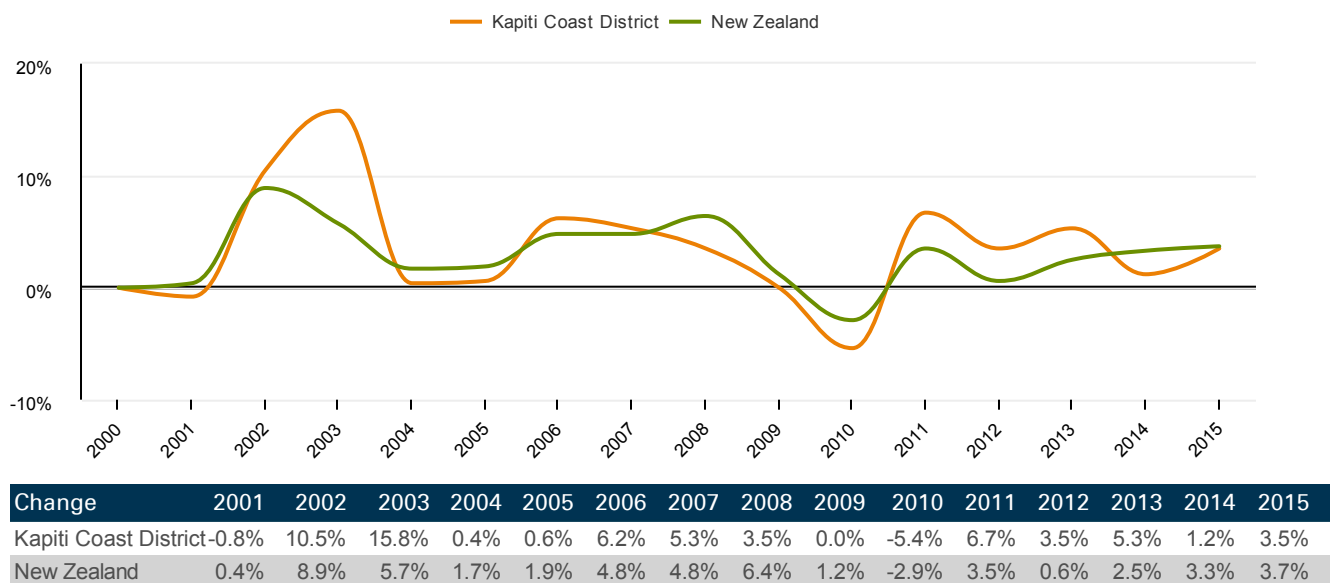
Table 16: Economic indicators for the professional services industry

Indicator	2015	Industry share of regional economy	Regional share of national industry	Growth 2014 - 2015	
				Kapiti Coast District	New Zealand
GDP	\$124m	8.3%	0.7%	3.5%	3.7%
Employment	1,396	8.8%	0.6%	2.6%	2.8%
Business units	698	14%	1.2%	-5.7%	4.6%

Economic output

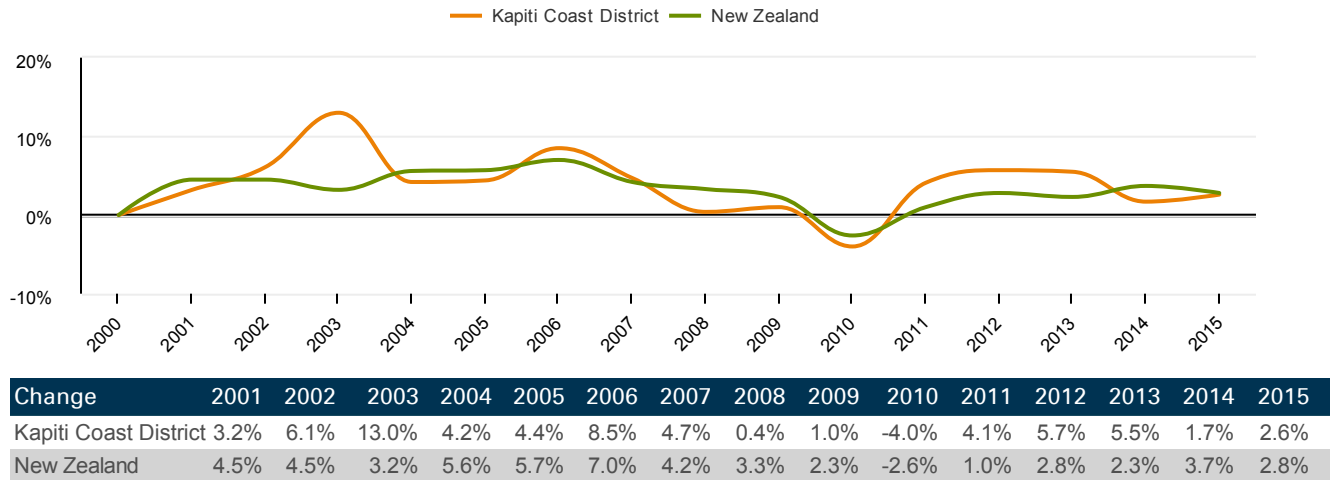
- The Professional services industry contributed \$124m towards GDP in Kapiti Coast District in the year to March 2015. This amounted to 8.3% of Kapiti Coast District's total economic output in 2015, up from 7.3% in ten years prior.
- Economic output in Kapiti Coast District's Professional services industry grew by 3.5% in the year to March 2015 compared with growth of 3.7% in the industry nationally.
- Growth in the Professional services industry in Kapiti Coast District has averaged 3.6% since 2000. Growth peaked at 16% in 2003.

Figure 40: Output growth in the professional services industry



Employment

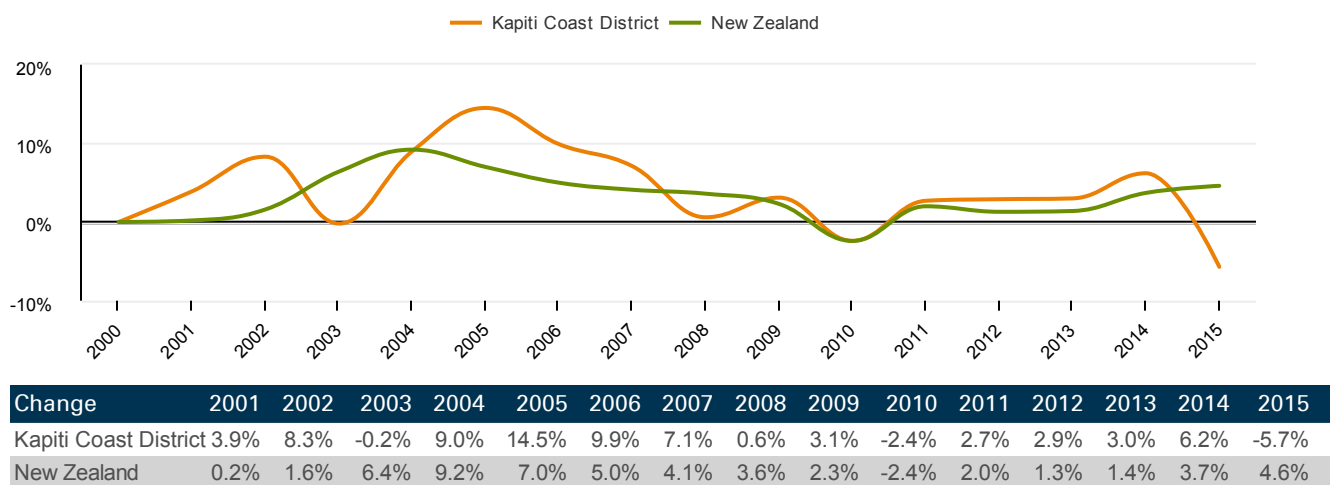
Figure 41: Employment growth in the professional services industry



- The Professional services industry employed 1,396 persons in Kapiti Coast District in the year to March 2015 which was up from 1,042 in ten years prior.
- Employment growth in Kapiti Coast District's Professional services industry averaged 2.6% in the year to March 2015, compared with growth of 2.8% in the industry nationally.
- Employment growth in the Professional services industry in Kapiti Coast District has averaged 4.0% since 2000. Growth peaked at 13% in 2003.

Business units

Figure 42: Growth in business units in the professional services industry



How well has the tourism and visitor services industry performed?

The section describes the performance of the first key industry in Kapiti Coast District: tourism and visitor services. It compares how the sector has performed relative to the rest of the district's economy in terms of economic output, employment and business unit growth.

A definition of the tourism and visitor services industry is provided at the end of this report.

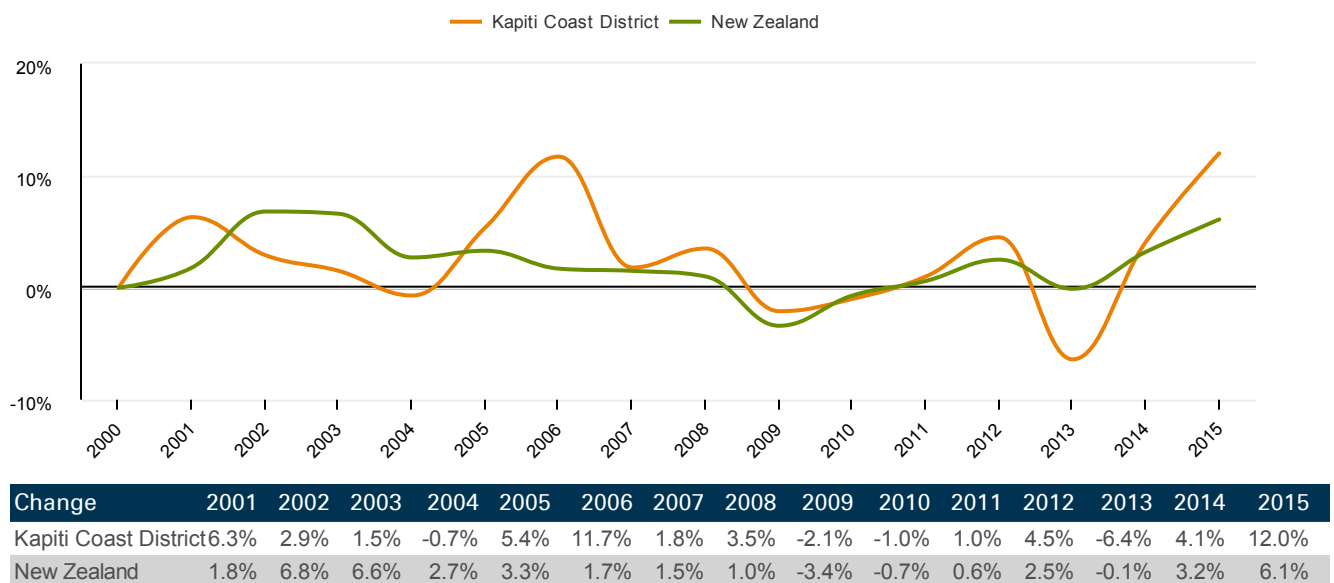
Table 17: Economic indicators for the tourism and visitor services industry

Indicator	2015	Industry share of regional economy	Regional share of national industry	Growth 2014 - 2015	
				Kapiti Coast District	New Zealand
GDP	\$45.1m	3.0%	0.8%	12%	6.1%
Employment	1,076	6.8%	0.8%	5.2%	3.3%
Business units	187	3.8%	0.9%	7.5%	1.5%

Economic output

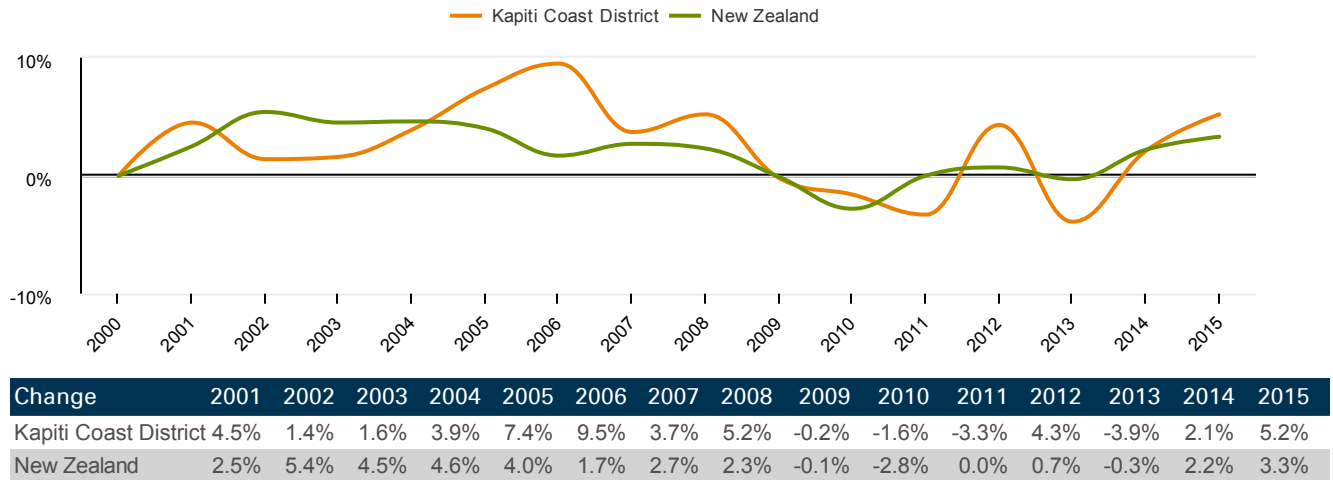
- The Tourism and visitor services industry contributed \$45.1m towards GDP in Kapiti Coast District in the year to March 2015. This amounted to 3.0% of Kapiti Coast District's total economic output in 2015, up from 2.7% in ten years prior.
- Economic output in Kapiti Coast District's Tourism and visitor services industry grew by 12% in the year to March 2015 compared with growth of 6.1% in the industry nationally.
- Growth in the Tourism and visitor services industry in Kapiti Coast District has averaged 2.9% since 2000. Growth peaked at 12% in 2015.

Figure 43: Output growth in the tourism and visitor services industry



Employment

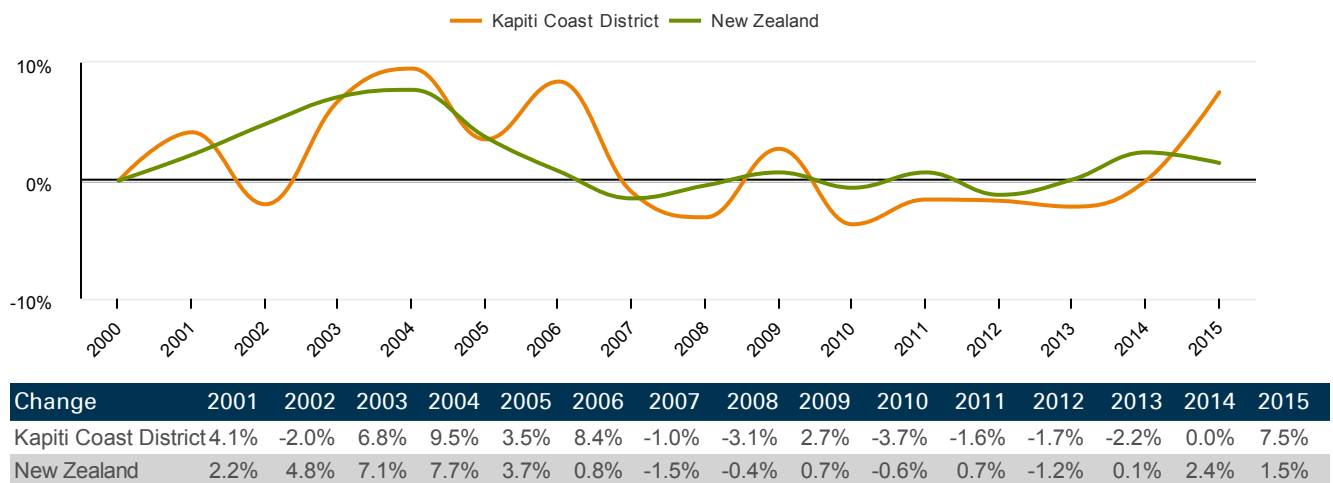
Figure 44: Employment growth in the tourism and visitor services industry



- The Tourism and visitor services industry employed 1,076 persons in Kapiti Coast District in the year to March 2015 which was up from 882 in ten years prior.
- Employment growth in Kapiti Coast District's Tourism and visitor services industry averaged 5.2% in the year to March 2015, compared with growth of 3.3% in the industry nationally.
- Employment growth in the Tourism and visitor services industry in Kapiti Coast District has averaged 2.6% since 2000. Growth peaked at 9.5% in 2006.

Business units

Figure 45: Growth in business units in the tourism and visitor services industry



How well has the health and caring services industry performed?

The section describes the performance of the first key industry in Kapiti Coast District: health and caring services. It compares how the sector has performed relative to the rest of the district's economy in terms of economic output, employment and business unit growth.

A definition of the health and caring services industry is provided at the end of this report.

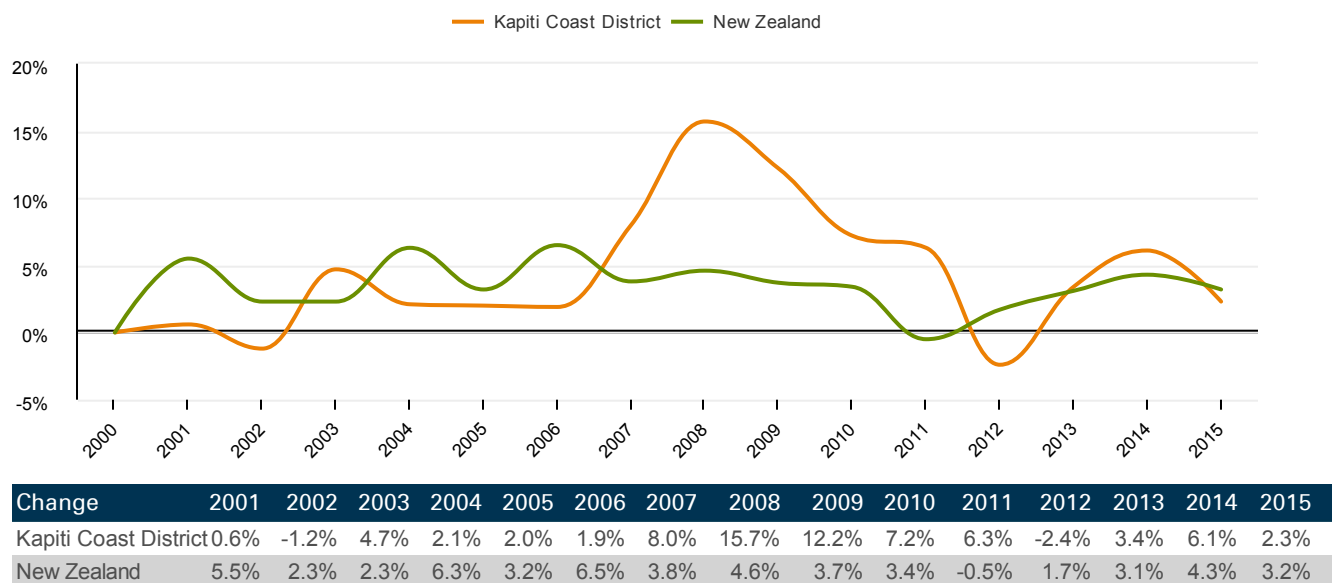
Table 18: Economic indicators for the health and caring services industry

Indicator	2015	Industry share of regional economy	Regional share of national industry	Growth 2014 - 2015	
				Kapiti Coast District	New Zealand
GDP	\$142m	9.6%	1.0%	2.3%	3.2%
Employment	2,084	13%	0.9%	1.6%	2.0%
Business units	236	4.8%	1.1%	-7.8%	3.6%

Economic output

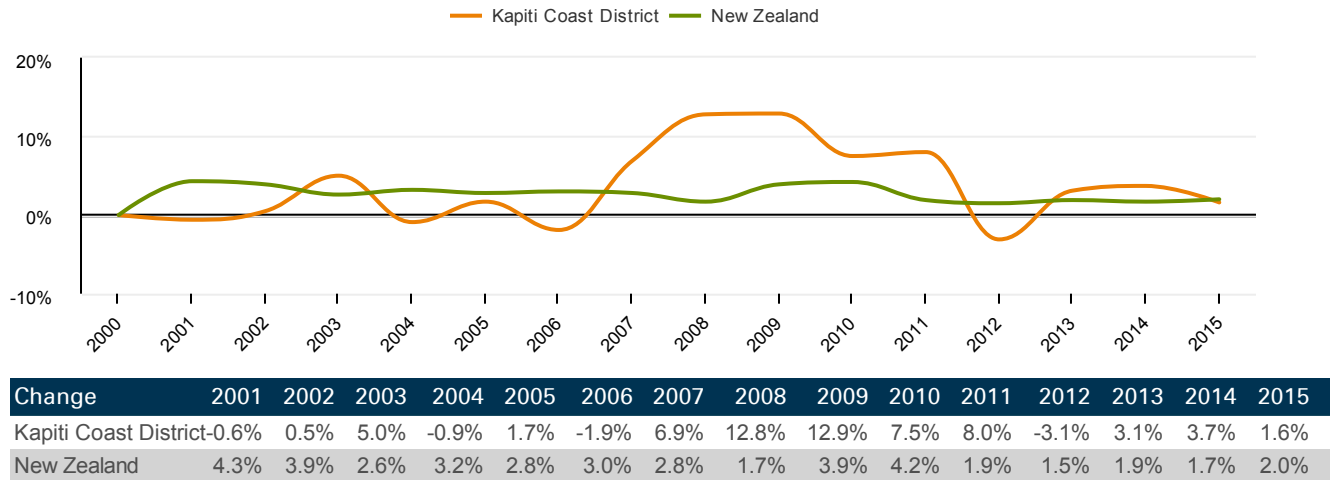
- The Health and caring services industry contributed \$142m towards GDP in Kapiti Coast District in the year to March 2015. This amounted to 9.6% of Kapiti Coast District's total economic output in 2015, up from 6.3% in ten years prior.
- Economic output in Kapiti Coast District's Health and caring services industry grew by 2.3% in the year to March 2015 compared with growth of 3.2% in the industry nationally.
- Growth in the Health and caring services industry in Kapiti Coast District has averaged 4.5% since 2000. Growth peaked at 16% in 2008.

Figure 46: Output growth in the health and caring services industry



Employment

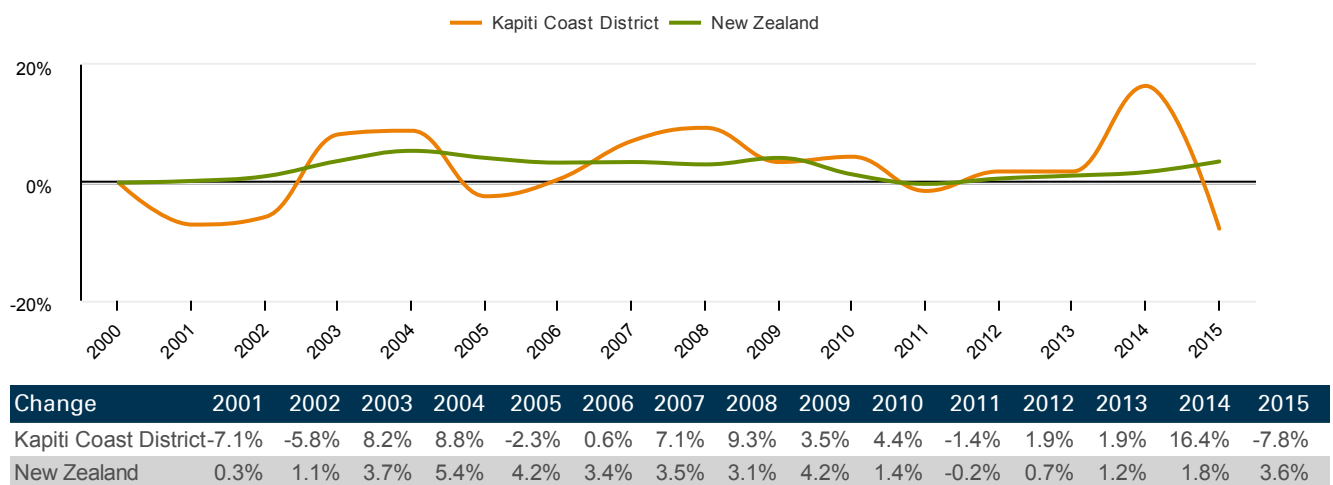
Figure 47: Employment growth in the health and caring services industry



- The Health and caring services industry employed 2,084 persons in Kapiti Coast District in the year to March 2015 which was up from 1,277 in ten years prior.
- Employment growth in Kapiti Coast District's Health and caring services industry averaged 1.6% in the year to March 2015, compared with growth of 2.0% in the industry nationally.
- Employment growth in the Health and caring services industry in Kapiti Coast District has averaged 3.7% since 2000. Growth peaked at 13% in 2009.

Business units

Figure 48: Growth in business units in the health and caring services industry



TOURISM

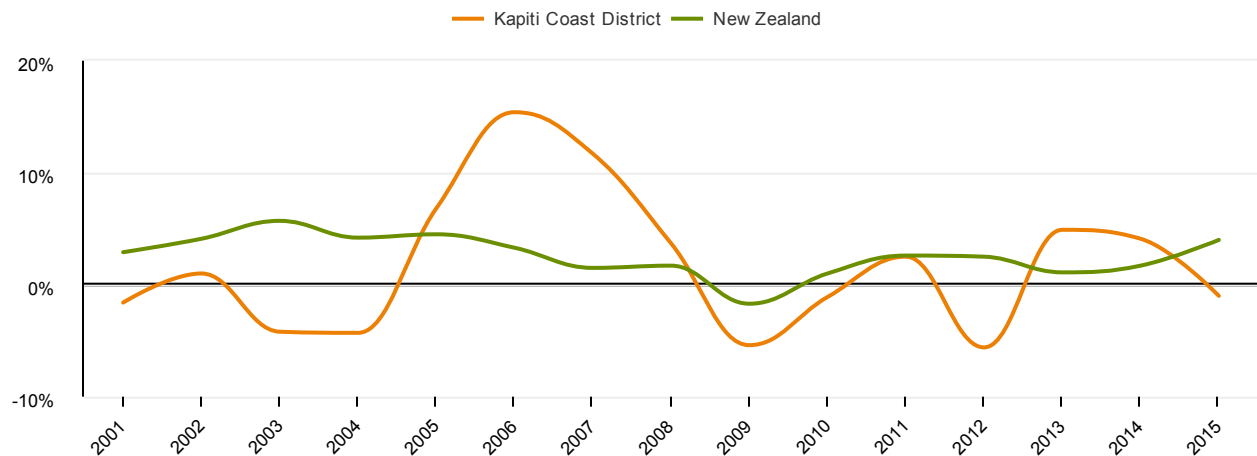
Tourism has grown rapidly in New Zealand since 2000. Not only has the number of overseas tourist arrivals increased substantially, but the level of domestic tourism has also expanded rapidly as spending on leisure by New Zealand residents increased. This section describes the contribution of tourism to Kapiti Coast District's economy.

Tourism GDP

Table 19: Tourism GDP (2001-2015)

Year	Kapiti Coast District		New Zealand	
	Level	Change	Level	Change
2000	\$36.2m		\$5,615m	
2001	\$35.6m	-1.6%	\$5,778m	2.9%
2002	\$35.9m	1.0%	\$6,012m	4.1%
2003	\$34.4m	-4.2%	\$6,354m	5.7%
2004	\$32.9m	-4.3%	\$6,622m	4.2%
2005	\$35.2m	6.8%	\$6,919m	4.5%
2006	\$40.6m	15.4%	\$7,150m	3.3%
2007	\$45.4m	11.7%	\$7,260m	1.5%
2008	\$47.0m	3.7%	\$7,385m	1.7%
2009	\$44.5m	-5.4%	\$7,261m	-1.7%
2010	\$44.0m	-1.1%	\$7,335m	1.0%
2011	\$45.1m	2.5%	\$7,525m	2.6%
2012	\$42.6m	-5.6%	\$7,712m	2.5%
2013	\$44.7m	4.9%	\$7,800m	1.1%
2014	\$46.5m	4.1%	\$7,935m	1.7%
2015	\$46.0m	-1.0%	\$8,249m	4.0%

Figure 49: Annual average tourism GDP growth (2001-2015)



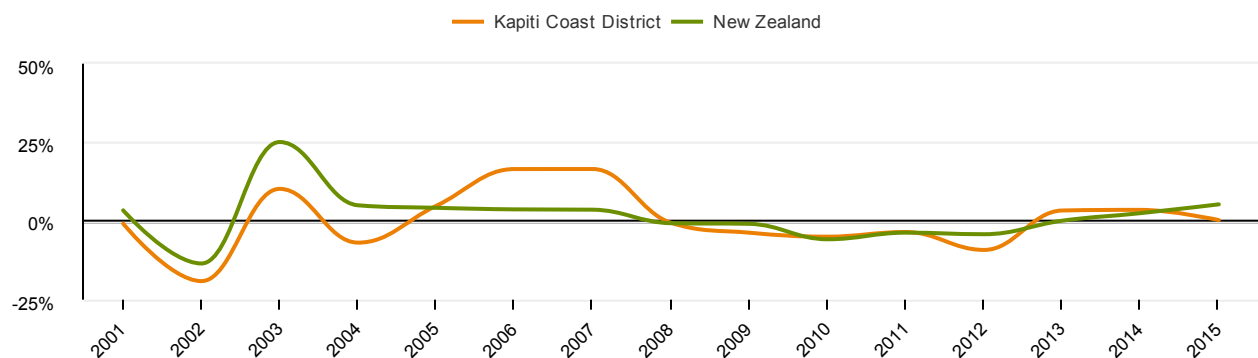
- The tourism industry contributed \$46.0m towards GDP in Kapiti Coast District in 2015. This amounted to 3.1% of the Kapiti Coast District's economic output in 2015, up from 2.8% ten years ago.
- Economic output in Kapiti Coast District's tourism industry declined by -1.0% in 2015, compared with a 4.0% increase in New Zealand.
- Growth in the industry in Kapiti Coast District has averaged 2.7% over the last ten years, compared with 1.8% in New Zealand.

Tourism Employment

Table 20: Tourism employment (2001-2015)

Year	Kapiti Coast District		New Zealand	
	Level	Change	Level	Change
2000	1,083		138,222	
2001	1,074	-0.8%	142,857	3.4%
2002	869	-19.1%	123,609	-13.5%
2003	958	10.2%	154,674	25.1%
2004	892	-6.9%	162,384	5.0%
2005	935	4.8%	169,281	4.2%
2006	1,090	16.5%	175,557	3.7%
2007	1,270	16.5%	181,842	3.6%
2008	1,262	-0.6%	180,612	-0.7%
2009	1,216	-3.7%	178,902	-0.9%
2010	1,155	-5.0%	168,582	-5.8%
2011	1,115	-3.5%	162,363	-3.7%
2012	1,012	-9.2%	155,502	-4.2%
2013	1,046	3.3%	155,733	0.1%
2014	1,083	3.5%	159,618	2.5%
2015	1,086	0.3%	168,012	5.3%

Figure 50: Annual average tourism employment growth (2001-2015)



- The tourism industry employed an average of 1,086 people in Kapiti Coast District in 2015. This amounted to 6.8% of the Kapiti Coast District's total employment in 2015, up from 6.7% in 2005.
- Employment growth in the industry in New Zealand has averaged 1.5% over the last ten years, compared with -0.08% in New Zealand.
- Employment in the tourism industry increased by 0.3% in 2015, compared with a 5.3% increase in New Zealand.

TECHNICAL NOTES

Time period

This economic profile reports on March years (eg. 2015 refers to the 12 months to March 2015) for all indicators except population (June year), dairy sector statistics (May year), and government social service expenditure and beneficiary data (June years).

Gross Domestic Product

Gross Domestic Product (GDP) measures the value economic units add to their inputs. It should not be confused with revenue or turnover. A company's value adding is broadly equivalent to its sales revenue less the cost of materials (eg steel for making motor cars) and services (eg telecommunications) purchased from other firms.

Total GDP is calculated by summing the value added to all goods and services for final consumption – i.e. 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. As a result, GDP estimates should not be confused with revenue/turnover/gross output.

In this profile Gross Domestic Product for each region and territorial authority (TA) is estimated by Infometrics. A top down approach breaks national production-based GDP (published by Statistics New Zealand) down to territorial authority level by applying TA shares to the national total. Each TA's share of industry output is based on the share of earnings measured in the Linked Employer Employee Data (LEED), which is, in turn, based on taxation data. This approach captures differences in productivity between TAs and changes in productivity over time. Our estimates are benchmarked on regional GDP published by Statistics New Zealand for the period 2007-2010.

GDP is measured in constant 2010 prices .

Prices

In this profile, we present all GDP estimates in constant 2010 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.

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 a grouping of 54 industries. These are the industries used by Statistics New Zealand in the national accounts.

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.

Broad economic sectors

The primary sector extracts or harvests products from the earth and includes agriculture, forestry, fishing, and mining. The secondary sector produces manufactured and other processed goods and includes manufacturing, electricity, gas and water, and construction. The tertiary sector includes all service industries that are not knowledge intensive, such as retail trade, and food and accommodation services. The quaternary sector includes knowledge intensive service industries. 'Other' includes owner occupied property operation and unallocated activity.

HHI Index

Economic diversity is measured using the Herfindahl–Hirschman Index. It is calculated by squaring the share of each industry (at 54 industry level), and then summing the resulting numbers. The HHI number can theoretically range from close to zero (diversified economy) to 10,000 (concentrated economy). The HHI for New Zealand is calculated as the average for the 66 territorial authorities.

Employment by industry

Employment is measured as an average of the four quarters making up each year. The unit of measurement is filled jobs.

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

Self-employment

Self-employment rates are from Annual Linked Employer Employee Data (LEED).

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).

Productivity

Productivity measures the efficiency of production. In this profile, we measure productivity as GDP per employed person (ie. The amount of economic activity generated on average by each employee). One needs to be aware that 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.

Earnings

Earnings data comes from the quarterly Linked Employer Employee Data published by Statistics New Zealand. 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.

House prices

House price levels (dollar value) are sourced from QVNZ. The house price levels used are average current values. An average current value is the average (mean) value of all developed residential properties in the area based on the latest house price index from QVNZ. It is not an average or median sales price, as both of those figures only measure what happens to have sold in the period. These average current values are affected by the underlying value of houses (including those not on the market) and are quality adjusted based on the growth in each house's price between sales.

Population

The estimated resident population is an estimate of all people who usually live in that area at a given date. Visitors from elsewhere in New Zealand or from overseas are excluded.

The estimated resident population at 30 June 2013–14 is based on the 2013 census usually resident population count, updated for:

- net census undercount (based on the 2013 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.

The estimated resident population is not directly comparable with the census usually resident population count because of these adjustments.

The estimated resident population is sourced from Statistics New Zealand.

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).

Business Units

Data on the number of businesses is sourced from the Business Demography statistics from Statistics New Zealand. Data published by Statistics New Zealand is confidentialised. Infometrics use a Bayesian imputation method to estimate values for confidentialised cells. 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.

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

- working owners who don't draw a wage from their business
- labour provided by other businesses or contractors
- business activity that requires no labour (eg. holding company).

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).

Definition of key industries

Tourism and visitor services

The tourism and visitor services industry is made up of the following detailed industries: H440000: Accommodation, H451100: Cafes and Restaurants, H452000: Pubs, Taverns and Bars, I501000: Scenic and Sightseeing Transport, L661100: Passenger Car Rental and Hiring, N722000: Travel Agency and Tour Arrangement Services, R911300: Sports and Physical Recreation Venues, Grounds and Facilities Operation, R911400: Sport and Physical Recreation Administrative Service, R912100: Horse and Dog Racing Administration and Track Operation, R912900: Other Horse and Dog Racing Activities, R913100: Amusement Parks and Centres Operation, R913900: Amusement and Other Recreation Activities n.e.c., R920100: Casino Operation, R920200: Lottery Operation, R920900: Other Gambling Activities.

Professional services

The professional services industry is made up of the following detailed industries: M691000: Scientific Research Services, M692100: Architectural Services, M692200: Surveying and Mapping Services, M692300: Engineering Design and Engineering Consulting Services, M692400: Other Specialised Design Services, M692500: Scientific Testing and Analysis Services, M693100: Legal Services, M693200: Accounting Services, M694000: Advertising Services, M695000: Market Research and Statistical Services, M696100: Corporate Head Office Management Services, M696200: Management Advice and Other Consulting Services, M697000: Veterinary Services, M699100: Professional Photographic Services, M699900: Other Professional, Scientific and Technical Services n.e.c., M700000: Computer Systems Design and Related Services.

Health and caring services

The health and caring services industry is made up of the following detailed industries: Q840100: Hospitals (except Psychiatric Hospitals), Q840200: Psychiatric Hospitals, Q851100: General Practice Medical Services, Q851200: Specialist Medical Services, Q852000: Pathology and Diagnostic Imaging Services, Q853100: Dental Services, Q853200: Optometry and Optical Dispensing, Q853300: Physiotherapy Services, Q853400: Chiropractic and Osteopathic Services, Q853900: Other Allied Health Services, Q859100: Ambulance Services, Q859900: Other Health Care Services n.e.c., Q860100: Aged Care Residential Services, Q860900: Other Residential Care Services, Q871000: Child Care Services, Q879000: Other Social Assistance Services, R911100: Health and Fitness Centres and Gymnasias Operation, S951200: Diet and Weight Reduction Centre Operation.

Building and construction

The building and construction industry is made up of the following detailed industries: E301100: House Construction, E301900: Other Residential Building Construction, E302000: Non-Residential Building Construction, E310100: Road and Bridge Construction, E310900: Other Heavy and Civil Engineering Construction, E321100: Land Development and Subdivision, E321200: Site Preparation Services, E322100: Concreting Services, E322200: Bricklaying Services, E322300: Roofing Services, E322400: Structural Steel Erection Services, E323100: Plumbing Services, E323200: Electrical Services, E323300: Air Conditioning and Heating Services, E323400: Fire and Security Alarm Installation Services, E323900: Other Building Installation Services, E324100: Plastering and Ceiling Services, E324200: Carpentry Services, E324300: Tiling and Carpeting Services, E324400: Painting and Decorating Services, E324500: Glazing Services, E329100: Landscape Construction Services, E329200: Hire of Construction Machinery with Operator, E329900: Other Construction Services n.e.c..

Education and health

The education and health industry is made up of the following detailed industries: P801000: Preschool Education, P802100: Primary Education, P802200: Secondary Education, P802300: Combined Primary and Secondary Education, P802400: Special School Education, P810100: Technical and Vocational Education and Training, P810200: Higher Education, P821100: Sports and Physical Recreation Instruction, P821200: Arts Education, P821900: Adult, Community and Other Education n.e.c., P822000: Educational Support Services, Q840100: Hospitals (except Psychiatric Hospitals), Q840200: Psychiatric Hospitals, Q851100: General Practice Medical Services, Q851200: Specialist Medical Services, Q852000: Pathology and Diagnostic Imaging Services, Q853100: Dental Services, Q853200: Optometry and Optical Dispensing, Q853300: Physiotherapy Services, Q853400: Chiropractic and Osteopathic Services, Q853900: Other Allied Health Services, Q859100: Ambulance Services, Q859900: Other Health Care Services n.e.c., Q860100: Aged Care Residential Services, Q860900: Other Residential Care Services, Q871000: Child Care Services, Q879000: Other Social Assistance Services.

Retail and hospitality services

The retail and hospitality services industry is made up of the following detailed industries: G391100: Car Retailing, G391200: Motor Cycle Retailing, G391300: Trailer and Other Motor Vehicle Retailing, G392100: Motor Vehicle Parts Retailing, G392200: Tyre Retailing, G400000: Fuel Retailing, G411000: Supermarket and Grocery Stores, G412100: Fresh Meat, Fish and Poultry Retailing, G412200: Fruit and Vegetable Retailing, G412300: Liquor Retailing, G412900: Other Specialised Food Retailing, G421100: Furniture Retailing, G421200: Floor Coverings Retailing, G421300: Houseware Retailing, G421400: Manchester and Other Textile Goods Retailing, G422100: Electrical, Electronic and Gas Appliance Retailing, G422200: Computer and Computer Peripherals Retailing, G422900: Other Electrical and Electronic Goods Retailing, G423100: Hardware and Building Supplies Retailing, G423200: Garden Supplies Retailing, G424100: Sport and Camping Equipment Retailing, G424200: Entertainment Media Retailing, G424300: Toy and Game Retailing, G424400: Newspaper and Book Retailing, G424500: Marine Equipment Retailing, G425100: Clothing Retailing, G425200: Footwear Retailing, G425300: Watch and Jewellery Retailing, G425900: Other Personal Accessories Retailing, G426000: Department Stores, G427100: Pharmaceutical, Cosmetic and Toiletry Goods Retailing, G427200: Stationery Goods Retailing, G427300: Antique and Used Goods Retailing, G427400: Flower Retailing, G427900: Other Store-Based Retailing n.e.c., G431000: Non Store Retailing, G432000: Retail Commission Based Buying and/or Selling, H440000: Accommodation, H451100: Cafes and Restaurants, H451200: Takeaway Food Services, H451300: Catering Services, H452000: Pubs, Taverns and Bars, H453000: Clubs (Hospitality).

Agrifoods

The agrifoods industry is made up of the following detailed industries: A012100: Mushroom Growing, A012200: Vegetable Growing (Under Cover), A012300: Vegetable Growing (Outdoors), A013100: Grape Growing, A013200: Kiwifruit Growing, A013300: Berry Fruit Growing, A013400: Apple and Pear Growing, A013500: Stone Fruit Growing, A013600: Citrus Fruit Growing, A013700: Olive Growing, A013900: Other Fruit and Tree Nut Growing, A014100: Sheep Farming (Specialised), A014200: Beef Cattle Farming (Specialised), A014300: Beef Cattle Feedlots (Specialised), A014400: Sheep-Beef Cattle Farming, A014500: Grain-Sheep and Grain-Beef Cattle Farming, A014600: Rice Growing, A014900: Other Grain Growing, A015100: Sugar Cane Growing, A015200: Cotton Growing, A015900: Other Crop Growing n.e.c., A016000: Dairy Cattle Farming, A017100: Poultry Farming (Meat), A017200: Poultry Farming (Eggs), A018000: Deer Farming, A019200: Pig Farming, A019300: Beekeeping, A019900: Other Livestock Farming n.e.c., A020300: Onshore Aquaculture, A041100: Rock Lobster and Crab Polting, A041300: Line Fishing, A041400: Fish Trawling, Seining and Netting, A041900: Other Fishing, A042000: Hunting and Trapping, A052900: Other Agriculture and Fishing Support Services, C111100: Meat Processing, C111200: Poultry Processing, C111300: Cured Meat and Smallgoods Manufacturing, C112000: Seafood Processing, C113100: Milk and Cream Processing, C113200: Ice Cream Manufacturing, C113300: Cheese and Other Dairy Product Manufacturing, C114000: Fruit and Vegetable Processing, C115000: Oil and Fat Manufacturing, C116100: Grain Mill Product Manufacturing, C116200: Cereal, Pasta and Baking Mix Manufacturing, C117100: Bread Manufacturing (Factory-based), C117200: Cake and Pastry Manufacturing (Factory-based), C117300: Biscuit Manufacturing (Factory-based), C117400: Bakery Product Manufacturing (Non-factory-based), C118200: Confectionery Manufacturing, C119900: Other Food Products Manufacturing n.e.c., C121100: Soft Drink, Cordial and Syrup Manufacturing, C121200: Beer Manufacturing, C121300: Spirit Manufacturing, C121400: Wine and Other Alcoholic Beverage Manufacturing.