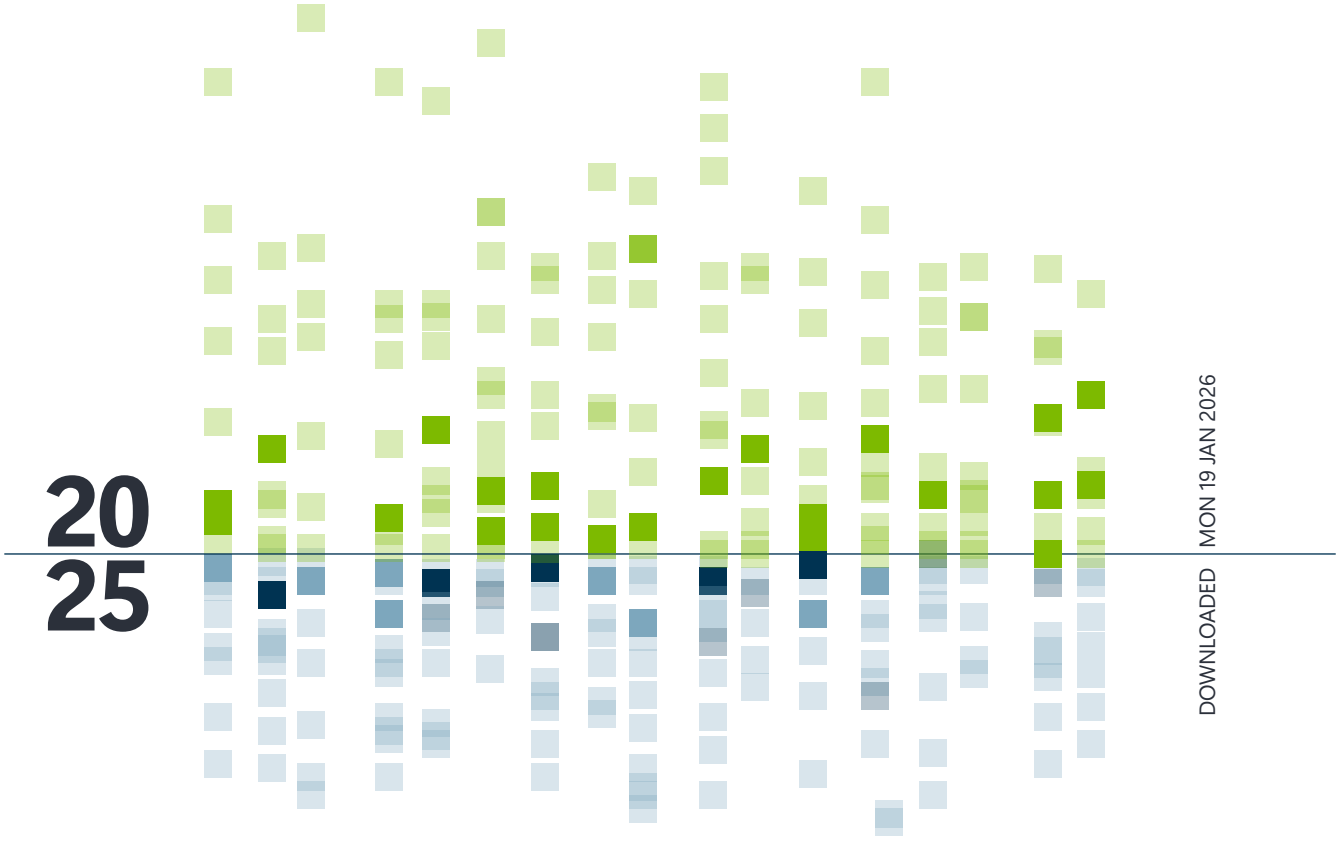
Infometrics

REGIONAL ECONOMIC PROFILE



2025

Clutha District

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Economy

The New Zealand economy in 2025

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

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

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

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

How fast has Clutha District's economy grown?

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

Figure 1. Gross domestic product

Annual average % change, year to March 2025

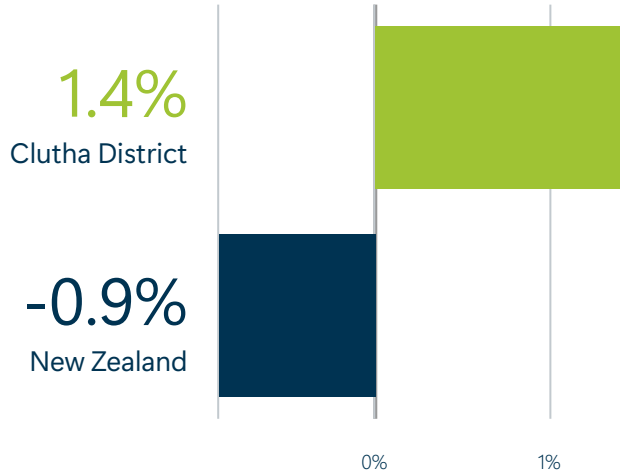
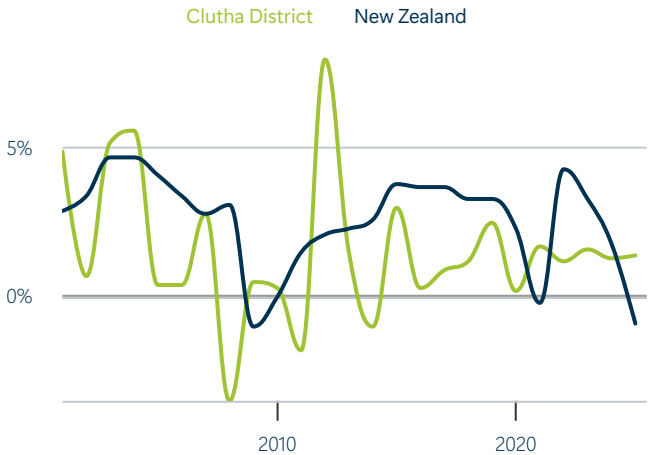


Figure 2. Gross domestic product

Annual % change, March years



Highlights

- GDP in Clutha District measured $1,333.7m in the year to March 2025, up 1.4% from a year earlier. Growth was greater than in New Zealand (-0.9%).
- Economic growth in Clutha District averaged 1.2%pa over the 10 years to 2025 compared with an average of 2.5%pa in New Zealand.
- Growth in Clutha District reached a high of 8.0% in 2012 and a low of -3.5% in 2008.
- Clutha District accounted for 0.3% of national GDP in 2025.

Table 1. Gross domestic product

March years, 2025 prices

	Clutha District			New Zealand		
Year	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2001	$954.1m			$234,376.5m		
2006	$1,075.6m	2.4%	$24.0m	$285,954.5m	4.1%	$10,316.0m
2011	$1,056.2m	-0.4%	-$4.0m	$304,090.4m	1.2%	$3,627.0m
2016	$1,184.3m	2.3%	$26.0m	$350,981.7m	2.9%	$9,378.0m
2021	$1,262.6m	1.3%	$16.0m	$396,766.7m	2.5%	$9,157.0m
2022	$1,277.7m	1.2%	$15.1m	$413,824.0m	4.3%	$17,057.3m
2023	$1,298.2m	1.6%	$20.5m	$427,667.0m	3.3%	$13,843.0m
2024	$1,315.0m	1.3%	$16.8m	$435,420.2m	1.8%	$7,753.2m
2025	$1,333.7m	1.4%	$18.7m	$431,676.7m	-0.9%	-$3,743.5m

What is the GDP per capita in Clutha District?

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

Figure 3. GDP per capita, 2025

Year to March 2025

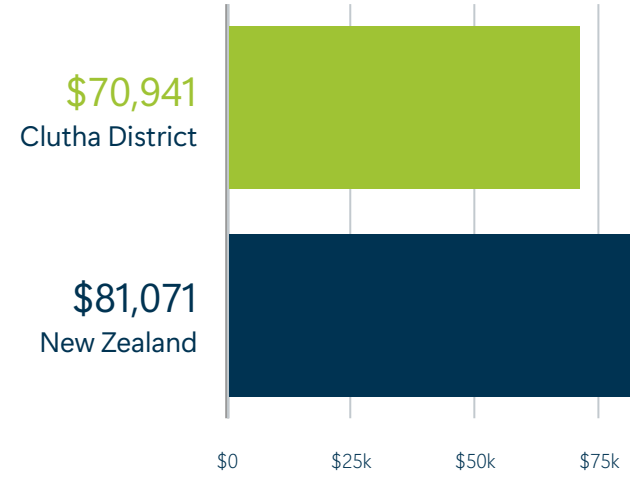
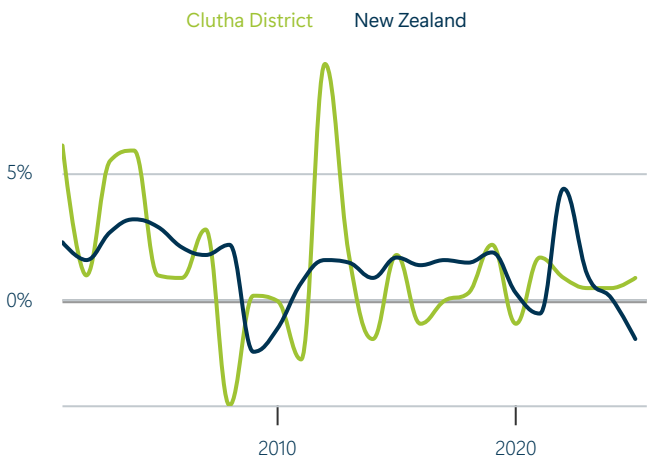


Figure 4. GDP per capita growth

Annual % change, March years



Highlights

- GDP per capita in Clutha District was $70,941 in 2025, which was lower than the New Zealand average of $81,071.
- GDP per capita growth in Clutha District was 0.9% for the year to March 2025. Growth was greater than in New Zealand (-1.5%).

Table 2. GDP per capita

March years, 2025 prices

	Clutha District			New Zealand		
Year	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2001	$54,365.0			$60,399.0		
2006	$62,535.0	2.8%	$1,634.0	$68,335.0	2.5%	$1,587.0
2011	$60,354.0	-0.7%	-$436.0	$69,364.0	0.3%	$206.0
2016	$66,721.0	2.0%	$1,273.0	$74,454.0	1.4%	$1,018.0
2021	$68,995.0	0.7%	$455.0	$78,033.0	0.9%	$716.0
2022	$69,629.0	0.9%	$634.0	$81,434.0	4.4%	$3,401.0
2023	$69,984.0	0.5%	$355.0	$82,244.0	1.0%	$810.0
2024	$70,321.0	0.5%	$337.0	$82,310.0	0.1%	$66.0
2025	$70,941.0	0.9%	$620.0	$81,071.0	-1.5%	-$1,239.0

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

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

Figure 5. Economic structure by broad sectors, 2025
% of total, year to March 2025

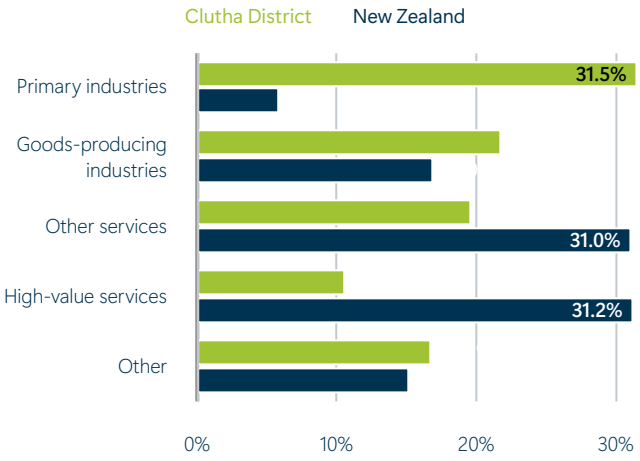
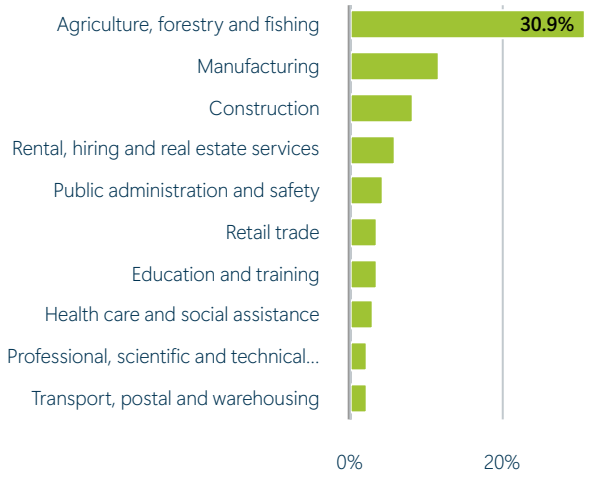


Figure 6. Ten largest ANZSIC Level 1 industries, 2025
% of total, year to March 2025



Highlights

- Among the broad economic sectors primary industries accounted for the largest proportion of GDP (31.5%) in Clutha District, which was higher than in New Zealand (5.8%).
- Goods-producing industries accounted for the second largest proportion in Clutha District (21.8%) compared with 16.9% in New Zealand.
- High-value services accounted for the smallest proportion in Clutha District (10.5%) compared with 31.2% in New Zealand.

Table 3. Gross domestic product by industry, 2025

2025 prices, year to March 2025

ANZSIC Level 1 industries		Clutha District		New Zealand	
Code	Name	Level	% of total	Level	% of total
A	Agriculture, forestry and fishing	$412.5m	30.9%	$21,814.3m	5.1%
C	Manufacturing	$155.9m	11.7%	$34,187.0m	7.9%
E	Construction	$110.5m	8.3%	$27,802.6m	6.4%
L	Rental, hiring and real estate services	$79.7m	6.0%	$28,596.0m	6.6%
O	Public administration and safety	$58.6m	4.4%	$20,763.8m	4.8%
G	Retail trade	$48.0m	3.6%	$20,360.3m	4.7%
P	Education and training	$46.3m	3.5%	$15,568.7m	3.6%
Q	Health care and social assistance	$40.6m	3.0%	$29,479.7m	6.8%
M	Professional, scientific and technical services	$31.5m	2.4%	$40,571.5m	9.4%
I	Transport, postal and warehousing	$28.4m	2.1%	$17,956.6m	4.2%
D	Electricity, gas, water and waste services	$24.0m	1.8%	$10,808.2m	2.5%
H	Accommodation and food services	$19.9m	1.5%	$8,433.0m	2.0%
S	Other services	$15.9m	1.2%	$7,722.5m	1.8%
J	Information media and telecommunications	$11.2m	0.8%	$17,810.5m	4.1%
F	Wholesale trade	$8.8m	0.7%	$21,094.2m	4.9%
B	Mining	$7.3m	0.6%	$3,166.3m	0.7%
N	Administrative and support services	$4.6m	0.3%	$9,723.3m	2.3%
K	Financial and insurance services	$4.4m	0.3%	$24,508.5m	5.7%
R	Arts and recreation services	$3.1m	0.2%	$5,743.9m	1.3%
	Owner-occupied property operation	$125.7m	9.4%	$33,538.4m	7.8%
	Unallocated	$96.9m	7.3%	$31,962.5m	7.4%
	Total	**$1,333.7m**	**100.0%**	**$431,676.7m**	**100.0%**

Which broad industries made the largest contribution to economic growth?

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

Figure 7. Top five industries, ANZSIC Level 1, 2024 - 2025

Absolute change in GDP, March years, 2025 prices

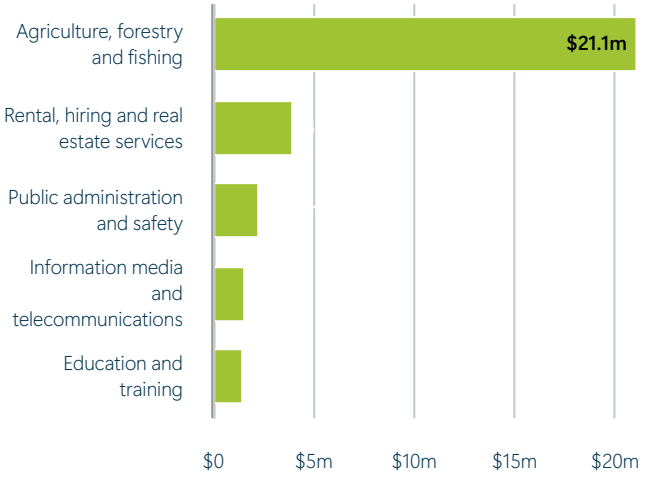
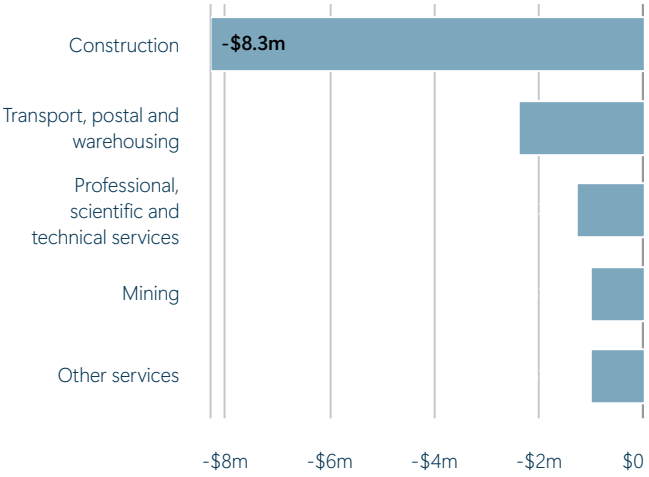


Figure 8. Bottom five industries, ANZSIC Level 1, 2024 - 2025

Absolute change in GDP, March years, 2025 prices



Highlights

- Agriculture, forestry and fishing made the largest contribution to overall growth in Clutha District between 2024 and 2025. The industry grew by 5.4% over the period and contributed $21.1m to the district's total growth of $18.7m.
- The next largest contributor was rental, hiring and real estate services ($3.9m) followed by public administration and safety ($2.2m).
- The largest detractor from growth was construction which declined by $8.3m. Transport, postal and warehousing (-$2.4m) was the next largest detractor.

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

March years, 2025 prices

ANZSIC Level 1 industries	Clutha District				
Name	2024	2025	Absolute growth	% point contribution to growth	Annual growth
Agriculture, forestry and fishing	$391.4m	$412.5m	$21.1m	1.58%	5.4%
Rental, hiring and real estate services	$75.8m	$79.7m	$3.9m	0.29%	5.1%
Public administration and safety	$56.4m	$58.6m	$2.2m	0.16%	3.9%
Information media and telecommunications	$9.7m	$11.2m	$1.5m	0.11%	15.5%
Education and training	$44.9m	$46.3m	$1.4m	0.10%	3.1%
Health care and social assistance	$39.7m	$40.6m	$0.9m	0.07%	2.3%
Manufacturing	$155.4m	$155.9m	$0.5m	0.04%	0.3%
Administrative and support services	$4.2m	$4.6m	$0.4m	0.03%	9.5%
Retail trade	$48.2m	$48.0m	-$0.2m	-0.01%	-0.4%
Accommodation and food services	$20.1m	$19.9m	-$0.2m	-0.01%	-1.0%
Financial and insurance services	$4.6m	$4.4m	-$0.2m	-0.01%	-4.3%
Arts and recreation services	$3.8m	$3.1m	-$0.7m	-0.05%	-18.4%
Electricity, gas, water and waste services	$24.9m	$24.0m	-$0.9m	-0.07%	-3.6%
Wholesale trade	$9.7m	$8.8m	-$0.9m	-0.07%	-9.3%
Mining	$8.3m	$7.3m	-$1.0m	-0.07%	-12.0%
Other services	$16.9m	$15.9m	-$1.0m	-0.07%	-5.9%
Professional, scientific and technical services	$32.8m	$31.5m	-$1.3m	-0.10%	-4.0%
Transport, postal and warehousing	$30.8m	$28.4m	-$2.4m	-0.18%	-7.8%
Construction	$118.8m	$110.5m	-$8.3m	-0.62%	-7.0%
Total	**$1,315.0m**	**$1,333.7m**	**$18.7m**	**1.40%**	**1.4%**

How diverse is the Clutha District economy?

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

Figure 9. HH Index

March years

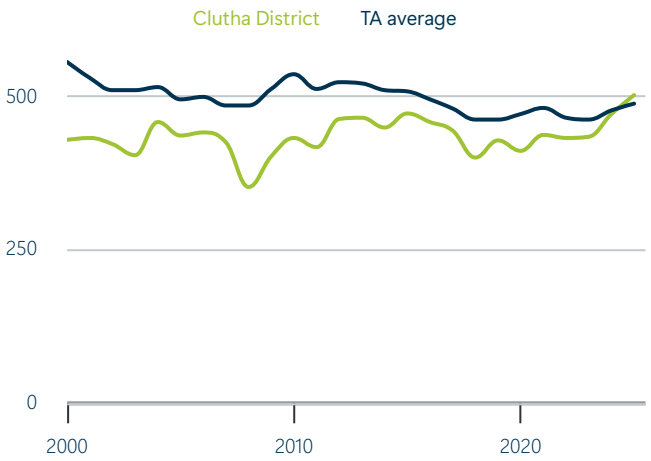
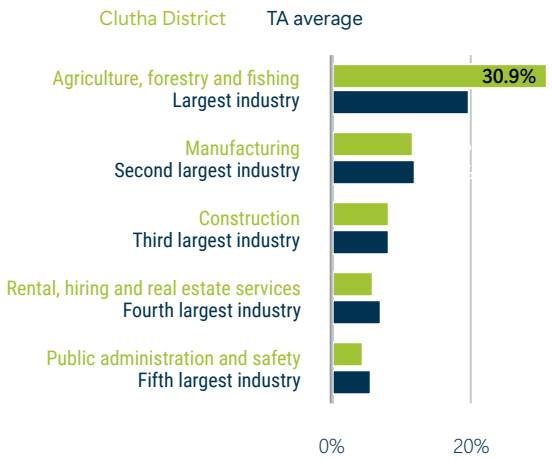


Figure 10. Industries contributing to diversity in Clutha District, 2025

% contribution to GDP of five largest industries compared to average across all territorial authorities



Highlights

- With an HH Index of 503 in 2025, Clutha District's economy was less diverse than the average. The average HH Index across all 66 territorial authorities was 489.
- The largest industry in Clutha District (agriculture, forestry and fishing) contributed 30.9% to its GDP in 2025, which was higher that the average contribution (19.7%) of the largest industry across 66 territorial authorities.
- The second largest industry in Clutha District (manufacturing) contributed 11.7% to its GDP in 2025, which was lower than the average contribution (11.8%) of the second largest industry across 66 territorial authorities.

Table 5. HH Index

March years

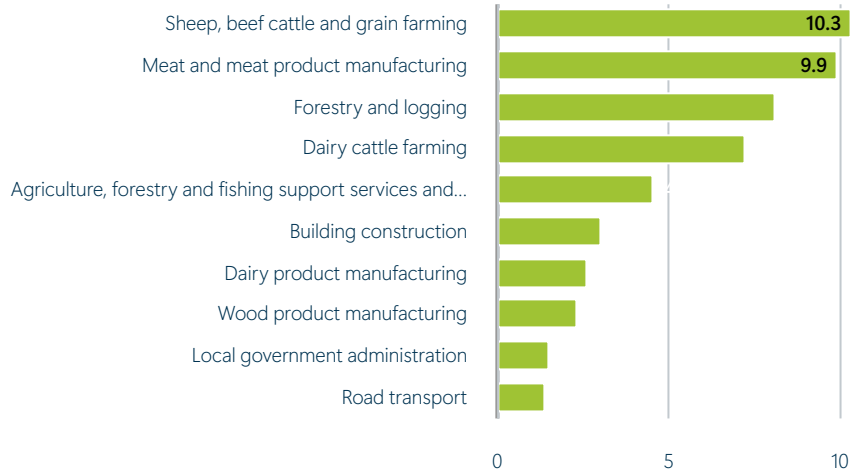
	Clutha District	TA average
Year	Level	Level
2001	433	531
2006	442	500
2011	418	513
2016	459	496
2021	438	482
2022	433	466
2023	435	463
2024	472	478
2025	503	489

In which industries does Clutha District have a comparative advantage?

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

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

March years



Highlights

- The industries in which Clutha District has the largest comparative advantages are sheep, beef cattle and grain farming (location quotient=10.3), meat and meat product manufacturing (9.9) and forestry and logging (8.1).

Productivity

How has productivity in Clutha District changed over time?

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

Figure 12. Productivity level, 2025

GDP per filled job, 2025 prices, March years

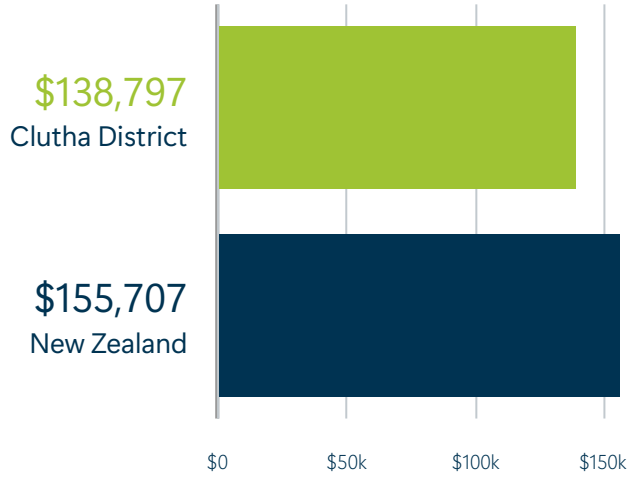
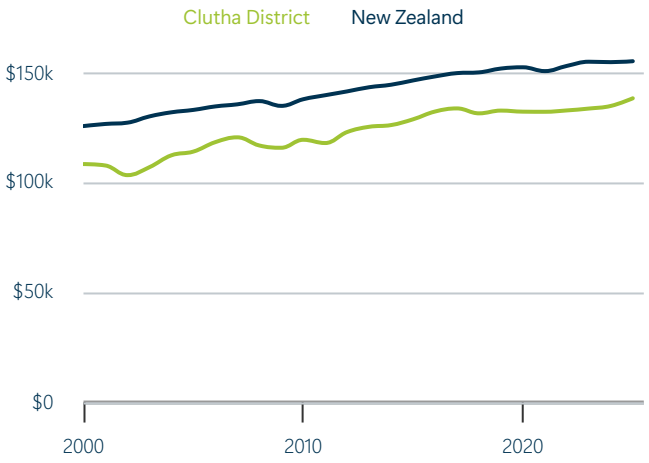


Figure 13. Productivity level

GDP per filled job, 2025 prices, March years



Highlights

- GDP per filled job in Clutha District measured $138,797 in the year to March 2025, which was lower than in New Zealand ($155,707).
- Productivity in Clutha District increased by 2.6% from a year earlier, compared with an increase of 0.3% in New Zealand.
- Productivity growth in Clutha District averaged 0.7%pa over the 10 years to 2025 compared with an average of 0.6%pa in New Zealand.

Table 6. Productivity

GDP per filled job, 2025 prices, March years

	Clutha District			New Zealand		
Year	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2001	$108,126			$127,093		
2006	$118,798	1.9%	$2,134	$135,090	1.2%	$1,599
2011	$118,382	-0.1%	-$83	$140,195	0.7%	$1,021
2016	$132,754	2.3%	$2,874	$148,768	1.2%	$1,715
2021	$132,640	0.0%	-$23	$151,192	0.3%	$485
2022	$133,260	0.5%	$620	$153,572	1.6%	$2,380
2023	$134,112	0.6%	$852	$155,475	1.2%	$1,903
2024	$135,302	0.9%	$1,190	$155,285	-0.1%	-$190
2025	$138,797	2.6%	$3,495	$155,707	0.3%	$422

Which are the most productive industries in Clutha District?

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

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

Figure 14. Top five industries with highest productivity, 2025

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

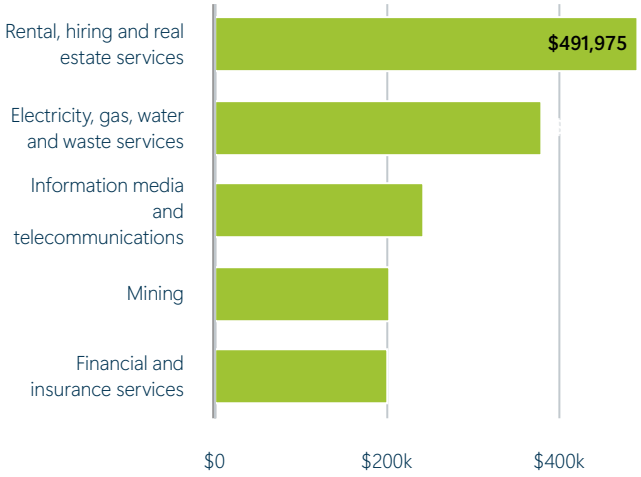
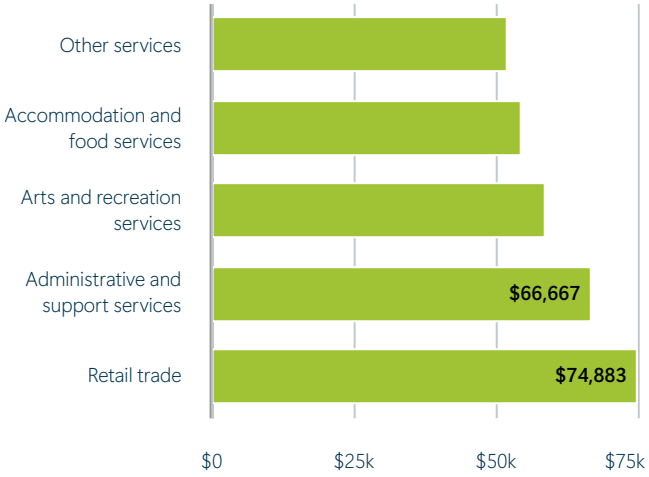


Figure 15. Bottom five industries with lowest productivity, 2025

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



Highlights

- The industry in Clutha District with the highest labour productivity was rental, hiring and real estate services with an average GDP per filled job of $491,975 in 2025.
- The next most productive industries were electricity, gas, water and waste services ($380,952) and information media and telecommunications ($243,478).
- The industry in Clutha District with the lowest labour productivity in 2025 was other services ($51,961).

Table 7. Productivity by ANZSIC Level 1 industries, 2025

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

ANZSIC Level 1 industries		Clutha District	New Zealand	
Code	Name	Productivity	Productivity	Capital intensity
L	Rental, hiring and real estate services	$491,975	$443,218	
D	Electricity, gas, water and waste services	$380,952	$478,705	
J	Information media and telecommunications	$243,478	$435,891	
B	Mining	$202,778	$503,707	
K	Financial and insurance services	$200,000	$309,373	
A	Agriculture, forestry and fishing	$151,099	$155,216	
M	Professional, scientific and technical services	$125,000	$160,943	
F	Wholesale trade	$112,821	$164,962	
I	Transport, postal and warehousing	$111,811	$157,511	
E	Construction	$110,944	$98,911	
O	Public administration and safety	$97,830	$125,040	
C	Manufacturing	$83,548	$135,325	
Q	Health care and social assistance	$81,690	$97,141	
P	Education and training	$80,803	$71,301	
G	Retail trade	$74,883	$85,876	
N	Administrative and support services	$66,667	$76,149	
R	Arts and recreation services	$58,491	$103,789	
H	Accommodation and food services	$54,223	$48,254	
S	Other services	$51,961	$71,558	
	Total economy	**$138,797**	**$155,707**	

Business

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

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

Figure 16. Business unit growth, 2025

Annual average % change, as at February 2025

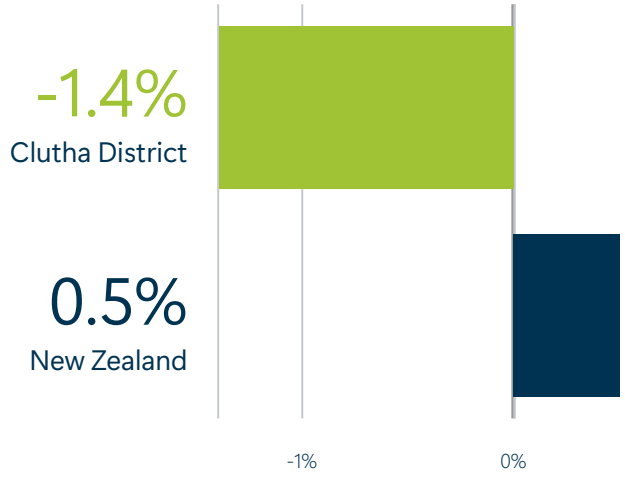
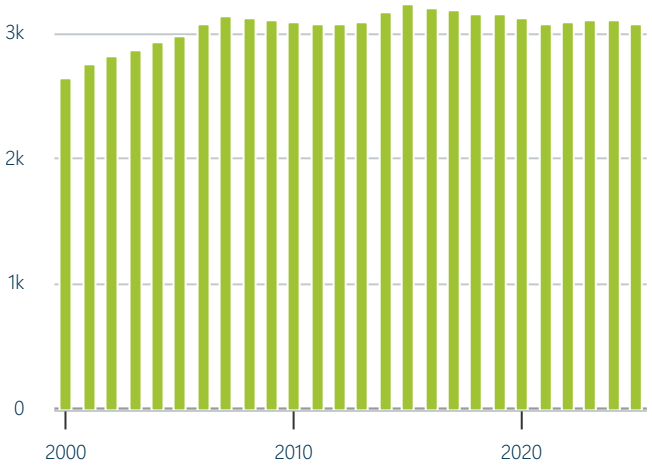


Figure 17. Business units

Annual level, February years



Highlights

- Total business units in Clutha District measured 3,069 in February 2025, down 1.4% from a year earlier. Growth was lower than in New Zealand (0.5%).
- Business units growth in Clutha District averaged -0.5%pa over the 10 years to 2025 compared with an average of 1.9%pa in New Zealand.
- Business units growth in Clutha District reached a high of 4.0% in 2001 and a low of -1.4% in 2025.
- Clutha District accounted for 0.5% of national business numbers in 2025.

Table 8. Business unit growth

Geographic units, as at February 2025

	Clutha District			New Zealand		
Year	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2001	2,754			403,596		
2006	3,069	2.2%	63	493,776	4.1%	18,036
2011	3,075	0.0%	1	511,479	0.7%	3,541
2016	3,207	0.8%	26	553,971	1.6%	8,498
2021	3,072	-0.9%	-27	601,674	1.7%	9,541
2022	3,099	0.9%	27	631,836	5.0%	30,162
2023	3,108	0.3%	9	644,049	1.9%	12,213
2024	3,114	0.2%	6	651,312	1.1%	7,263
2025	3,069	-1.4%	-45	654,681	0.5%	3,369

In which industries are businesses concentrated in Clutha District?

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

Figure 18. Business units by broad sectors, 2025

% of total, as at February 2025

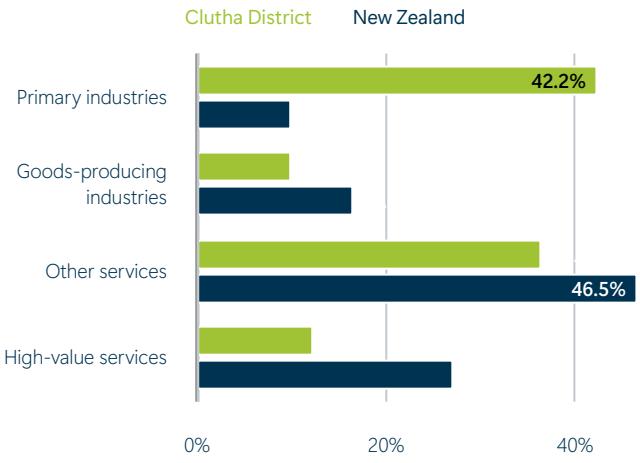
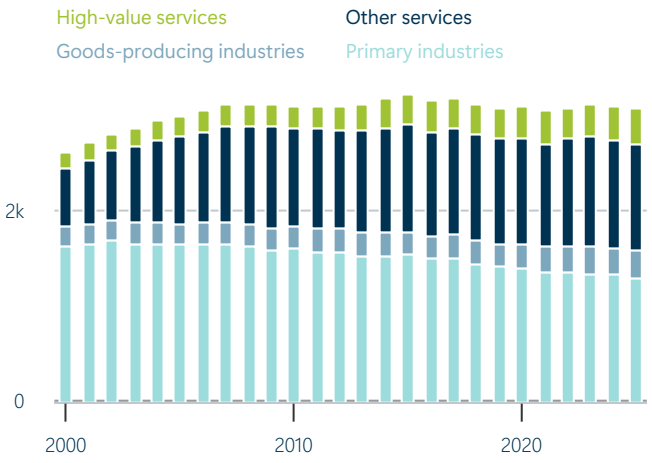


Figure 19. Business units by broad sectors

% of total, as at February 2025



Highlights

- Among the broad economic sectors primary industries accounted for the largest proportion of business units (42.2%) in Clutha District, which was higher than in New Zealand (9.9%).
- Goods-producing industries accounted for 9.9% in Clutha District compared with 16.5% in New Zealand.

- Goods-producing industries accounted for the smallest proportion in Clutha District (9.9%) compared with 16.5% in New Zealand.

Table 9. Business units by industry, 2025

As at February 2025

ANZSIC Level 1 industries		Clutha District		New Zealand	
Code	Name	Level	% of total	Level	% of total
A	Agriculture, forestry and fishing	1,299	42.3%	63,903	9.8%
L	Rental, hiring and real estate services	600	19.6%	130,536	19.9%
E	Construction	213	6.9%	82,434	12.6%
K	Financial and insurance services	159	5.2%	52,269	8.0%
S	Other services	105	3.4%	30,573	4.7%
G	Retail trade	102	3.3%	37,005	5.7%
H	Accommodation and food services	96	3.1%	27,639	4.2%
M	Professional, scientific and technical services	90	2.9%	73,521	11.2%
C	Manufacturing	69	2.3%	24,159	3.7%
Q	Health care and social assistance	60	2.0%	29,370	4.5%
I	Transport, postal and warehousing	51	1.7%	18,666	2.9%
P	Education and training	45	1.5%	13,380	2.0%
R	Arts and recreation services	45	1.5%	12,960	2.0%
N	Administrative and support services	39	1.3%	23,040	3.5%
F	Wholesale trade	33	1.1%	19,944	3.1%
O	Public administration and safety	30	1.0%	4,215	0.6%
D	Electricity, gas, water and waste services	9	0.3%	1,758	0.3%
J	Information media and telecommunications	9	0.3%	8,457	1.3%
B	Mining	6	0.2%	849	0.1%
	Total	**3,069**	**100.0%**	**654,681**	**100.0%**

What is the size of business units in Clutha District?

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

Figure 20. Proportion of businesses by employees, 2025

Geographic units, as at February 2025

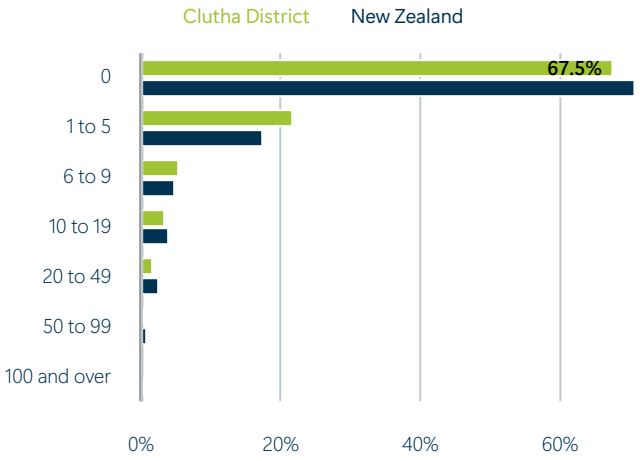


Figure 21. Average business size

Average number of filled jobs per geographic unit, Feb years

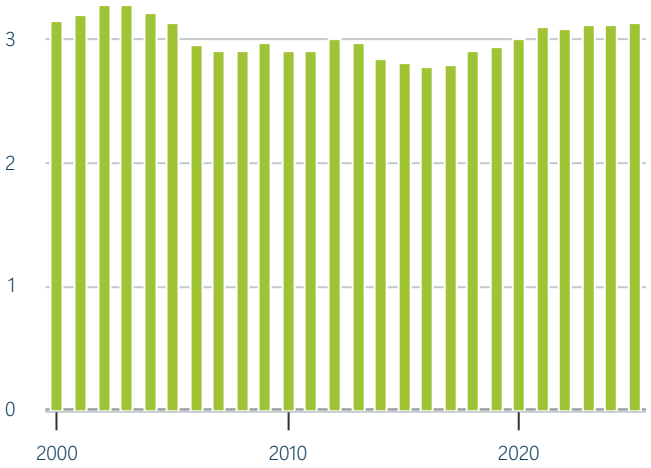


Table 10. Businesses by size of business, 2025

Geographic units, as at February 2025

	Clutha District		New Zealand	
Business size	**Business unit count**	**% of total**	**Business unit count**	**% of total**
0	2,073	67.5%	461,487	70.5%
1 to 5	660	21.5%	113,931	17.4%
6 to 9	165	5.4%	30,165	4.6%
10 to 19	105	3.4%	26,064	4.0%
20 to 49	48	1.6%	15,195	2.3%
50 to 99	12	0.4%	4,695	0.7%
100 and over	3	0.1%	3,141	0.5%

Highlights

- In Clutha District, 21.5% of businesses had five or fewer employees in 2025. This was higher than in New Zealand (17.4%).
- Clutha District had 3 businesses with 100 or more employees. These businesses accounted for 0.1% of total employment in Clutha District.

Table 11. Average business size

Filled jobs per geographic unit

	Clutha District			New Zealand		
Year	No. of business units	Filled jobs	Average size	No. of business units	Filled jobs	Average size
2001	2,754	8,824	3.2	403,596	1,844,128	4.6
2006	3,069	9,054	3.0	493,776	2,116,770	4.3
2011	3,075	8,922	2.9	511,479	2,169,059	4.2
2016	3,207	8,921	2.8	553,971	2,359,258	4.3
2021	3,072	9,519	3.1	601,674	2,624,261	4.4
2022	3,099	9,588	3.1	631,836	2,694,654	4.3
2023	3,108	9,680	3.1	644,049	2,750,713	4.3
2024	3,114	9,719	3.1	651,312	2,804,003	4.3
2025	3,069	9,609	3.1	654,681	2,772,368	4.2

Highlights

- The average number of employees per business in Clutha District was 3.1 in 2025. This was up from 10 years before when it was 2.8.

Employment

How fast has employment grown in Clutha District?

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

Figure 22. Employment growth, 2025

Annual average % change, year to March 2025

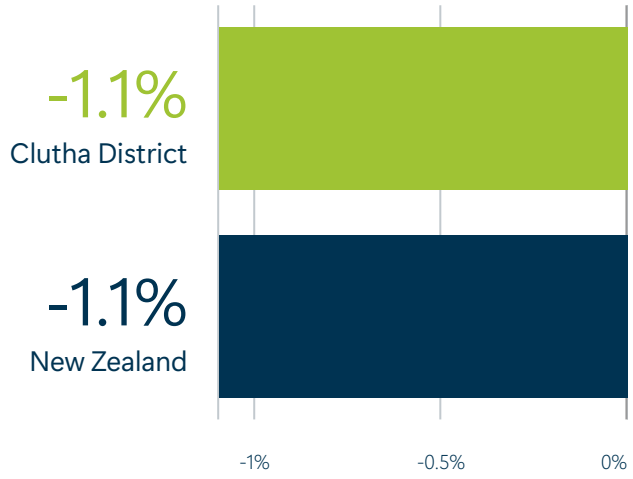
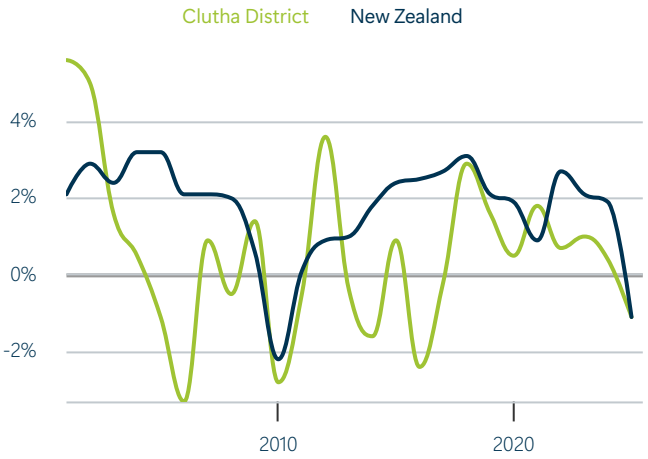


Figure 23. Employment growth

Annual % change, March years



Highlights

- Employment in Clutha District measured 9,609 in the year to March 2025, down 1.1% from a year earlier. Employment growth was the same as in New Zealand (-1.1%).
- Employment growth in Clutha District averaged 0.5%pa over the 10 years to 2025 compared with average employment growth of 1.9%pa in New Zealand.
- Employment growth in Clutha District reached a high of 5.6% in 2001 and a low of -3.3% in 2006.
- Clutha District accounted for 0.3% of national employment in 2025.

Table 12. Employment

Filled jobs, March years

	Clutha District			New Zealand		
Year	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2001	8,824			1,844,128		
2006	9,054	0.5%	46	2,116,770	2.8%	54,528
2011	8,922	-0.3%	-26	2,169,059	0.5%	10,458
2016	8,921	0.0%	0	2,359,258	1.7%	38,040
2021	9,519	1.3%	120	2,624,261	2.2%	53,001
2022	9,588	0.7%	69	2,694,654	2.7%	70,393
2023	9,680	1.0%	92	2,750,713	2.1%	56,059
2024	9,719	0.4%	39	2,804,003	1.9%	53,290
2025	9,609	-1.1%	-110	2,772,368	-1.1%	-31,635

What is the industrial structure of employment in Clutha District?

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

Figure 24. Employment structure by broad sectors

Filled jobs, March years

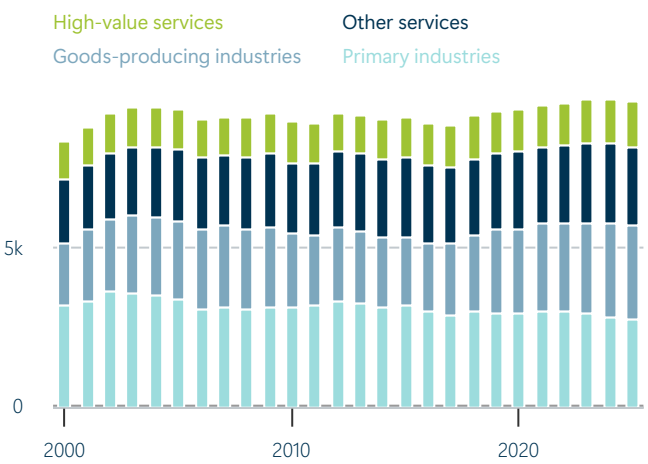
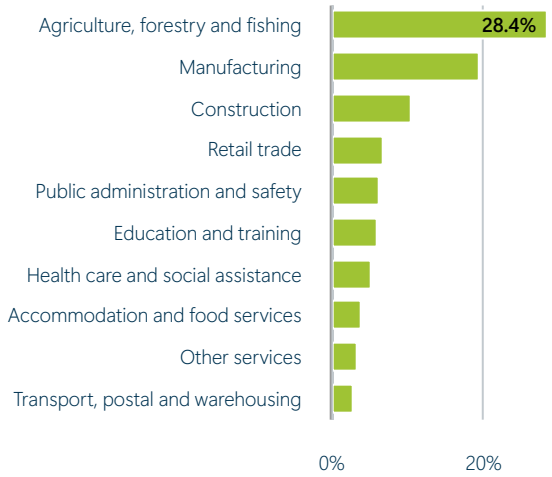


Figure 25. Ten largest ANZSIC Level 1 industries, 2025

% of total, year to March 2025



Highlights

- Among the broad economic sectors goods-producing industries accounted for the largest proportion of employment (30.4%) in Clutha District, which was higher than in New Zealand (20.1%).
- Primary industries accounted for the second largest proportion of employment in Clutha District (28.8%) compared with 5.3% in New Zealand.
- High-value services accounted for the smallest proportion in Clutha District (14.8%) compared with 32.8% in New Zealand.

Table 13. Employment by industry, 2025

Filled jobs, year to March 2025

ANZSIC Level 1 industries		Clutha District		New Zealand	
Code	Name	Level	% of total	Level	% of total
A	Agriculture, forestry and fishing	2,730	28.4%	140,542	5.1%
C	Manufacturing	1,866	19.4%	252,629	9.1%
E	Construction	996	10.4%	281,088	10.1%
G	Retail trade	641	6.7%	237,090	8.6%
O	Public administration and safety	599	6.2%	166,057	6.0%
P	Education and training	573	6.0%	218,353	7.9%
Q	Health care and social assistance	497	5.2%	303,473	11.0%
H	Accommodation and food services	367	3.8%	174,762	6.3%
S	Other services	306	3.2%	107,920	3.9%
I	Transport, postal and warehousing	254	2.6%	114,002	4.1%
M	Professional, scientific and technical services	252	2.6%	252,086	9.1%
L	Rental, hiring and real estate services	162	1.7%	64,519	2.3%
F	Wholesale trade	78	0.8%	127,873	4.6%
N	Administrative and support services	69	0.7%	127,688	4.6%
D	Electricity, gas, water and waste services	63	0.7%	22,578	0.8%
R	Arts and recreation services	53	0.6%	55,342	2.0%
J	Information media and telecommunications	46	0.5%	40,860	1.5%
B	Mining	36	0.4%	6,286	0.2%
K	Financial and insurance services	22	0.2%	79,220	2.9%
	Total	**9,609**	**100.0%**	**2,772,368**	**100.0%**

Highlights

- Among the ANZSIC Level 1 industries, agriculture, forestry and fishing was the largest employer in Clutha District in 2025 accounting for 28.4% of total employment.
- The second largest was manufacturing (19.4%) followed by construction (10.4%).

Which industries have created the most jobs?

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

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

Absolute change in filled jobs, March years

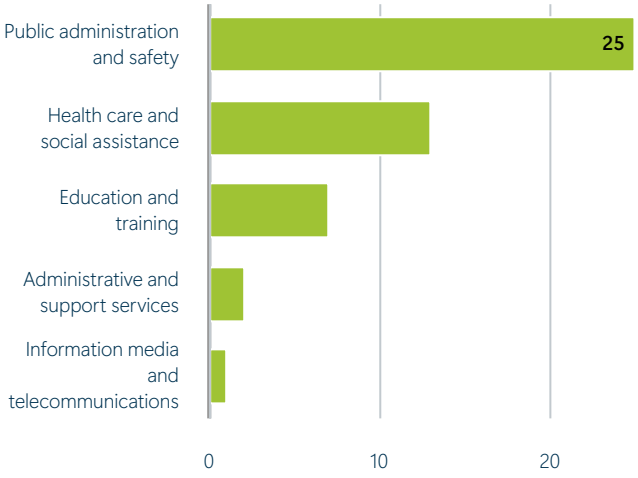
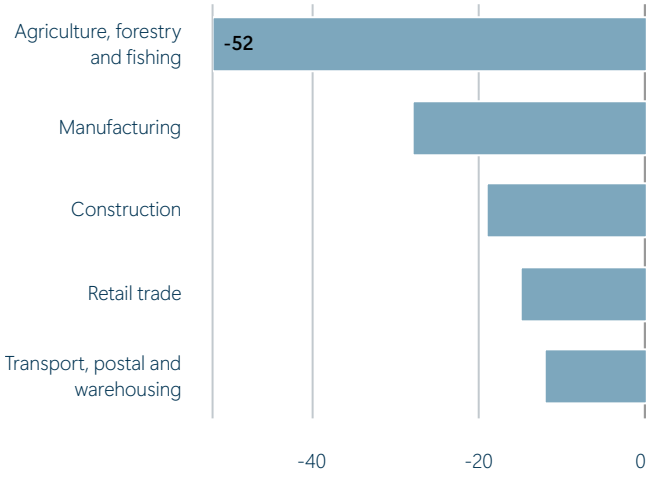


Figure 27. Bottom five employment creating industries, ANZSIC Level 1, 2024 - 2025

Absolute change in filled jobs, March years



Highlights

- Public administration and safety made the largest contribution to employment growth in Clutha District between 2024 and 2025 with the industry adding 25 jobs.
- The next largest contributor to employment was health care and social assistance (13 jobs) followed by education and training (7 jobs).
- The largest detractor from growth over the year was agriculture, forestry and fishing which declined by 52.

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

Filled jobs, March years

ANZSIC Level 1 industries		Clutha District				
Code	Name	2024	2025	Absolute growth	% point contribution to growth	Annual growth
O	Public administration and safety	574	599	25.0	0.25%	4.4%
Q	Health care and social assistance	484	497	13.0	0.13%	2.7%
P	Education and training	566	573	7.0	0.07%	1.2%
N	Administrative and support services	67	69	2.0	0.02%	3.0%
D	Electricity, gas, water and waste services	62	63	1.0	0.01%	1.6%
J	Information media and telecommunications	45	46	1.0	0.01%	2.2%
S	Other services	306	306	0.0	0.00%	0.0%
B	Mining	37	36	-1.0	-0.01%	-2.7%
K	Financial and insurance services	23	22	-1.0	-0.01%	-4.3%
F	Wholesale trade	83	78	-5.0	-0.05%	-6.0%
R	Arts and recreation services	58	53	-5.0	-0.05%	-8.6%
H	Accommodation and food services	374	367	-7.0	-0.07%	-1.9%
L	Rental, hiring and real estate services	169	162	-7.0	-0.07%	-4.1%
M	Professional, scientific and technical services	260	252	-8.0	-0.08%	-3.1%
I	Transport, postal and warehousing	266	254	-12.0	-0.12%	-4.5%
G	Retail trade	656	641	-15.0	-0.15%	-2.3%
E	Construction	1,015	996	-19.0	-0.19%	-1.9%
C	Manufacturing	1,894	1,866	-28.0	-0.28%	-1.5%
A	Agriculture, forestry and fishing	2,782	2,730	-52.0	-0.52%	-1.9%
	Total	**9,719**	**9,609**	**-110.0**	**-1.10%**	**-1.1%**

What proportion of the workforce is self-employed?

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

Figure 28. Self-employment rate

% of total filled jobs, March years

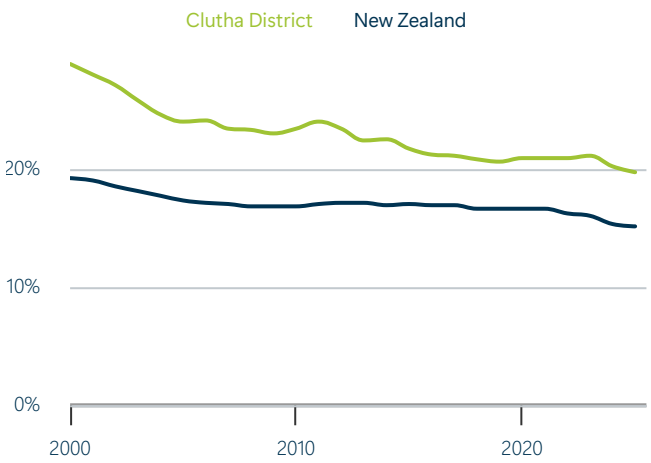
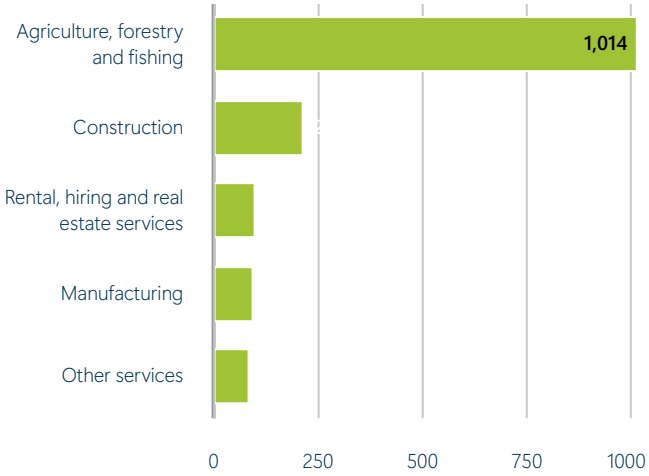


Figure 29. Top 5 self-employment industries, 2025

Filled jobs, year to March 2025



Highlights

- Self-employed workers accounted for 19.8% of the workforce in Clutha District in 2025, which was higher than in New Zealand (15.2%).
- A total of 1,901 workers were self-employed in Clutha District in 2025.

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

Filled jobs, year to March 2025

ANZSIC Level 1 industries		Clutha District		
Code	Name	Total employment	Self-employment	Self-employment rate
A	Agriculture, forestry and fishing	2,730	1,014	37.1%
E	Construction	996	214	21.5%
L	Rental, hiring and real estate services	162	100	61.7%
C	Manufacturing	1,866	94	5.0%
S	Other services	306	84	27.5%
H	Accommodation and food services	367	73	19.9%
M	Professional, scientific and technical services	252	62	24.6%
G	Retail trade	641	56	8.7%
Q	Health care and social assistance	497	43	8.7%
N	Administrative and support services	69	41	59.4%
I	Transport, postal and warehousing	254	40	15.7%
O	Public administration and safety	599	20	3.3%
R	Arts and recreation services	53	18	34.0%
F	Wholesale trade	78	15	19.2%
P	Education and training	573	9	1.6%
D	Electricity, gas, water and waste services	63	9	14.3%
K	Financial and insurance services	22	6	27.3%
J	Information media and telecommunications	46	3	6.5%
B	Mining	36	0	0.0%
	Total	**9,609**	**1,901**	**19.8%**

What proportion of the workforce is unemployed?

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

Figure 30. Unemployment rate, 2025

% of workforce unemployed, year to March 2025

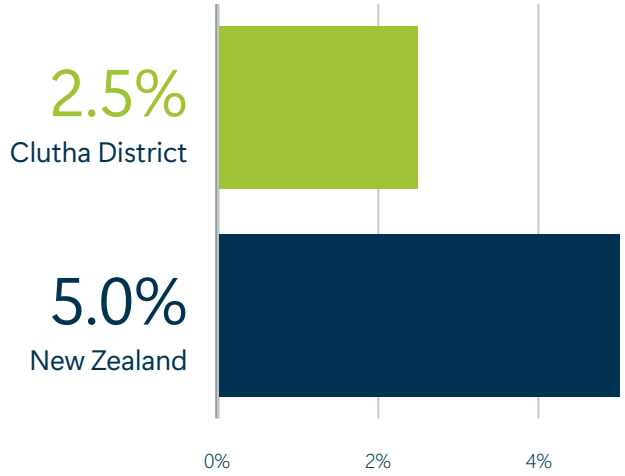
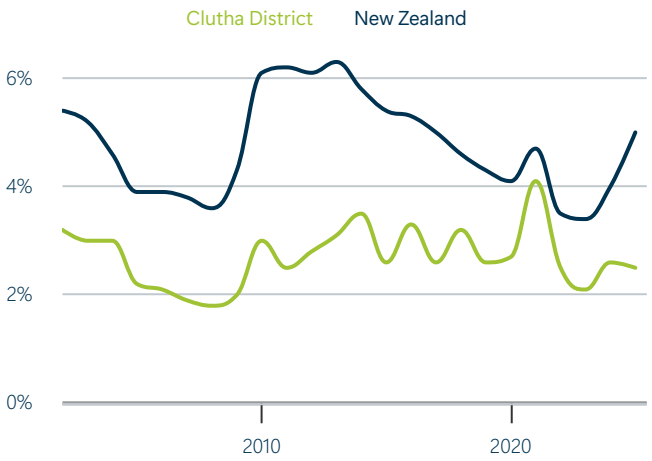


Figure 31. Unemployment rate

% of workforce unemployed, March years



Highlights

- The annual average unemployment rate in Clutha District was 2.5% in the year to March 2025, down from 2.6% in the previous 12 months.
- In the year to March 2025, the annual average unemployment rate in Clutha District was lower than in New Zealand (5.0%).
- The unemployment rate in Clutha District reached a peak of 4.1% in the year to March 2021 and a low of 1.8% in the year to March 2008.

Table 16. Unemployment rate

% of workforce unemployed, March years

	Clutha District	New Zealand
Year	Unemployment rate	Unemployment rate
2006	2.1%	3.9%
2011	2.5%	6.2%
2016	3.3%	5.3%
2021	4.1%	4.7%
2022	2.5%	3.5%
2023	2.1%	3.4%
2024	2.6%	4.0%
2025	2.5%	5.0%

Population

How fast has Clutha District's population grown?

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

Figure 32. Population growth, 2025

Annual % change, year to 30 June 2025

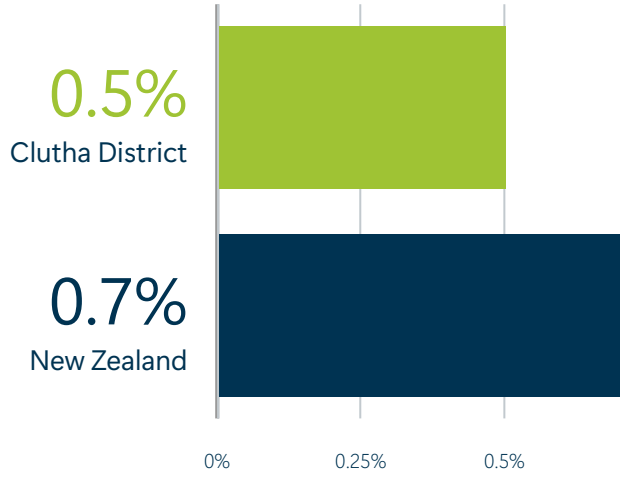
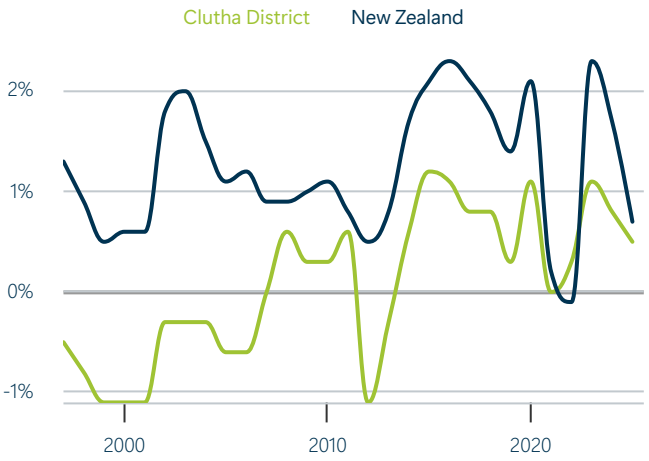


Figure 33. Population growth

Annual % change, June years



Highlights

- Clutha District's total population was 18,800 in 2025, up 0.5% from a year earlier. Total population grew by 0.7% in New Zealand over the same period.
- Population growth in Clutha District averaged 0.5%pa over the 5 years to 2025 compared with 1.0%pa in New Zealand.
- Since 1996, growth in Clutha District reached a high of 1.2%pa in 2015 and a low of -1.1%pa in 2012.

Table 17. Population

People, as at 30 June

	Clutha District			New Zealand		
Year	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
1996	18,400			3,732,000		
2001	17,550	-0.9%	-170	3,880,500	0.8%	29,700
2006	17,200	-0.4%	-70	4,184,600	1.5%	60,820
2011	17,500	0.3%	60	4,384,000	0.9%	39,880
2016	17,750	0.3%	50	4,714,100	1.5%	66,020
2021	18,300	0.6%	110	5,084,600	1.5%	74,100
2022	18,350	0.3%	50	5,081,700	-0.1%	-2,900
2023	18,550	1.1%	200	5,200,000	2.3%	118,300
2024	18,700	0.8%	150	5,290,000	1.7%	90,000
2025	18,800	0.5%	100	5,324,700	0.7%	34,700

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

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

Figure 34. Source of population growth

Persons, June years

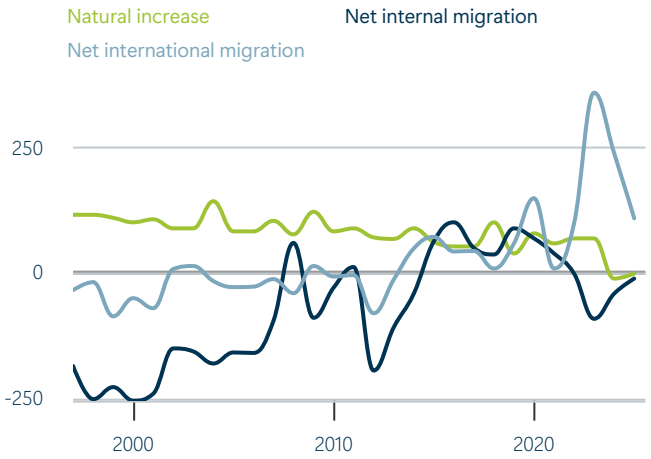
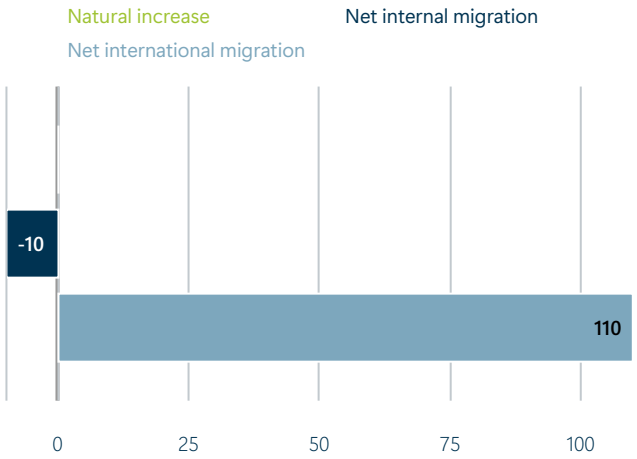


Figure 35. Source of population growth 2024 - 2025

Persons, annual average, June years



Highlights

- Clutha District's population increased by 100 people in the year to June 2025. This was made up of an internal net migration of -10, an international net migration of 110 and a natural increase of 0.

Table 18. Source of population growth

Persons, June years

	Clutha District			New Zealand		
Year	Natural increase	Net internal migration	Net international migration	Natural increase	Net internal migration	Net international migration
2021	60	40	10	27,700	0	-6,600
2022	70	0	100	23,500	0	-17,700
2023	70	-90	360	19,100	0	108,400
2024	-10	-40	240	19,600	0	70,400
2025	0	-10	110	21,000	0	13,700

What is the age composition of Clutha District's population?

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

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

Figure 36. Population by broad age group, 2025

% of total, as at 30 June

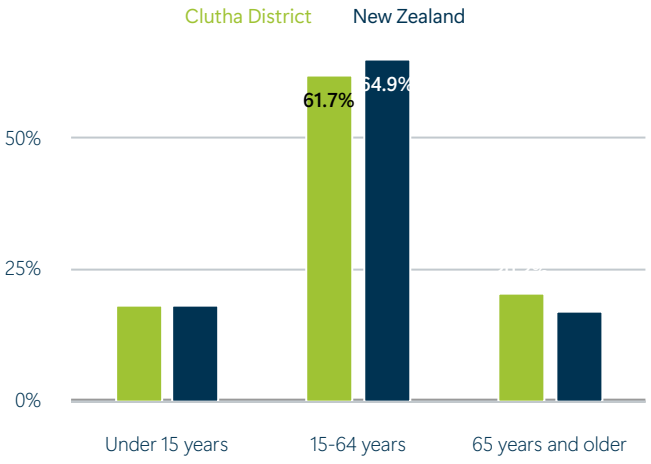
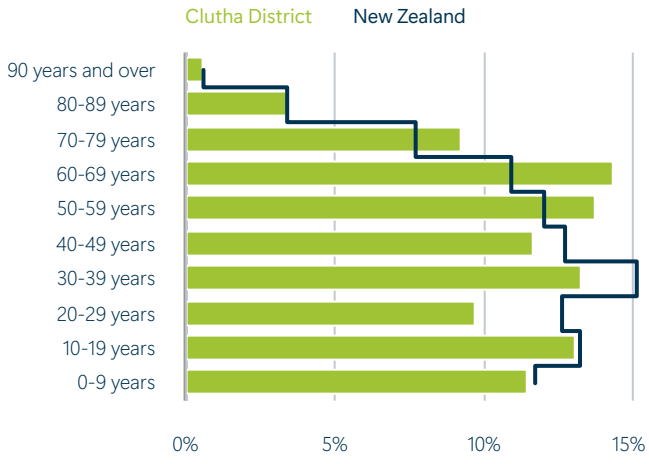


Figure 37. Population by 10-year age group, 2025

% of total, as at 30 June



Highlights

- In 2025, 61.7% of Clutha District's population was of working age (15-64). This proportion was lower than in New Zealand (64.9%).
- The proportion of young people (0-14) was 18.1% in Clutha District. This proportion was lower than in New Zealand (18.2%).
- The proportion of people 65 years and older was 20.2% in Clutha District. This proportion was higher than in New Zealand (16.9%).
- Overall, the dependency ratio was 62.1% in Clutha District. This proportion was higher than in New Zealand (54.2%).

Table 19. Age composition of the population, 2025

People, as at 30 June

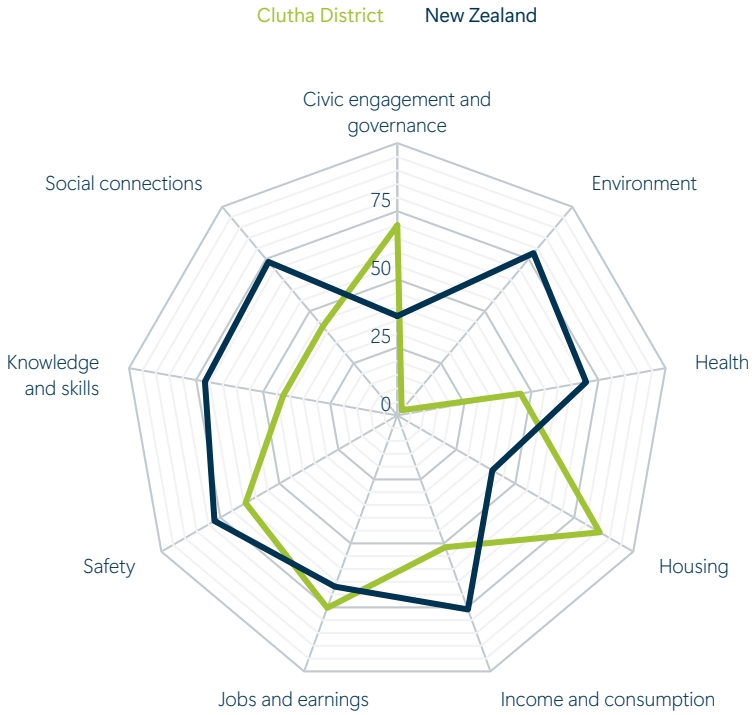
	Clutha District		New Zealand	
Age decade	**Level**	**% of total**	**Level**	**% of total**
0-9 years	2,150	11.4%	623,020	11.7%
10-19 years	2,450	13.0%	702,590	13.2%
20-29 years	1,830	9.7%	671,840	12.6%
30-39 years	2,480	13.2%	803,110	15.1%
40-49 years	2,180	11.6%	674,240	12.7%
50-59 years	2,570	13.7%	639,900	12.0%
60-69 years	2,680	14.3%	582,400	10.9%
70-79 years	1,730	9.2%	410,870	7.7%
80-89 years	640	3.4%	182,340	3.4%
90 years and over	110	0.6%	34,400	0.6%
Dependency ratio	62.1%		54.2%	
Total	**18,800**	**100.0%**	**5,324,700**	**100.0%**

Wellbeing

How does wellbeing in Clutha District compare with New Zealand?

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

Figure 38. Wellbeing radar, 2025



Highlights

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

Income and housing

What are the mean earnings in Clutha District?

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

Figure 39. Mean annual earnings, 2025

Year to March 2025

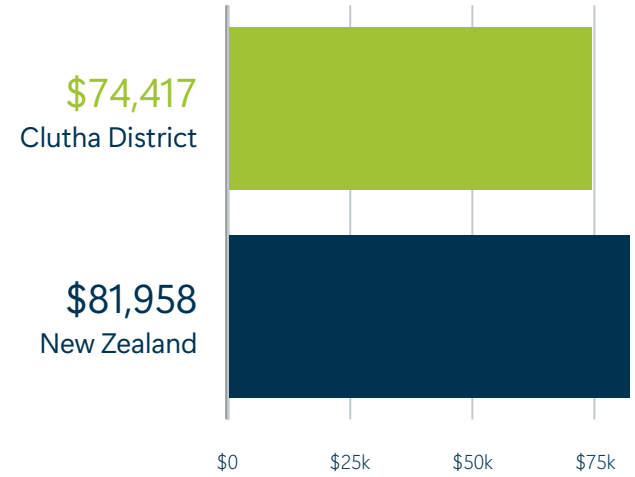
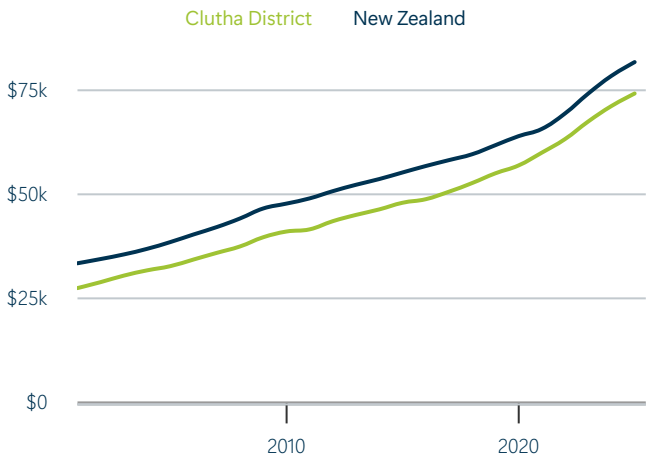


Figure 40. Mean annual earnings level

March years, current prices



Highlights

- Mean annual earnings in Clutha District were $74,417 in the year to March 2025, which was lower than in New Zealand ($81,958).
- Mean earnings in Clutha District increased by 4.2% over the year to March 2025, compared with an increase of 4.2% in New Zealand.
- Since 2001, earnings growth in Clutha District reached a maximum of 6.6% in 2023 and a minimum of 1.3% in 2011.

Table 20. Mean annual earnings

March years, current prices

	Clutha District			New Zealand		
Year	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2001	$27,690			$33,650		
2006	$34,552	4.5%	$1,372	$40,570	3.8%	$1,384
2011	$41,792	3.9%	$1,448	$49,230	3.9%	$1,732
2016	$49,032	3.2%	$1,448	$56,995	3.0%	$1,553
2021	$60,208	4.2%	$2,235	$65,910	2.9%	$1,783
2022	$63,470	5.4%	$3,262	$69,620	5.6%	$3,710
2023	$67,690	6.6%	$4,220	$74,395	6.9%	$4,775
2024	$71,405	5.5%	$3,715	$78,648	5.7%	$4,253
2025	$74,417	4.2%	$3,012	$81,958	4.2%	$3,310

What do households earn in Clutha District?

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

Figure 41. Mean household income, 2025

Year to March 2025

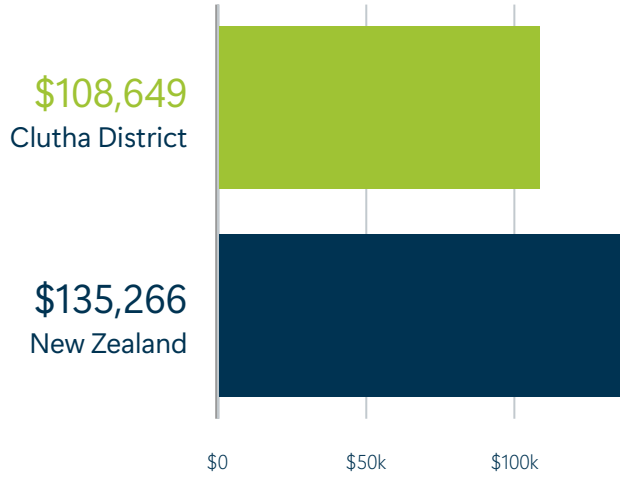
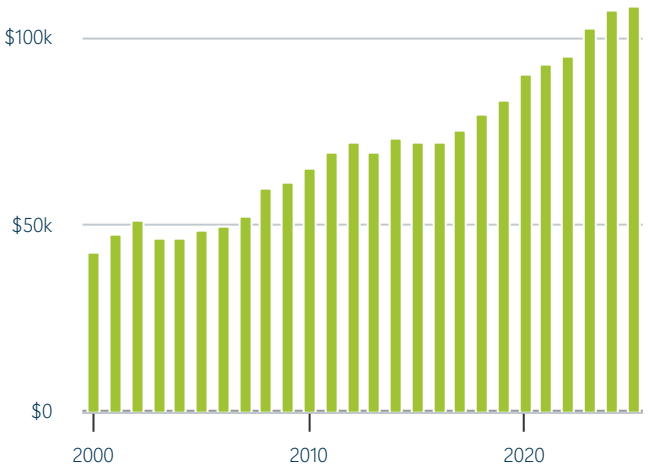


Figure 42. Mean household income

March years, current prices



Highlights

- The average household income in Clutha District was $108,649 in 2025, which was lower than the New Zealand average of $135,266.
- Household income growth in Clutha District was 1.1% for the year to March 2025. Growth was lower than in New Zealand (1.8%).
- Since 2000, household income growth in Clutha District reached a maximum of 13.7% in 2008 and a minimum of -9.7% in 2003.

Table 21. Mean household income

March years, current prices

	Clutha District			New Zealand		
Year	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2001	$47,581			$52,517		
2006	$49,291	0.7%	$342	$66,092	4.7%	$2,715
2011	$69,563	7.1%	$4,054	$80,619	4.1%	$2,905
2016	$71,807	0.6%	$449	$94,692	3.3%	$2,815
2021	$93,030	5.3%	$4,245	$115,563	4.1%	$4,174
2022	$94,957	2.1%	$1,927	$119,140	3.1%	$3,577
2023	$102,261	7.7%	$7,304	$125,715	5.5%	$6,575
2024	$107,517	5.1%	$5,256	$132,902	5.7%	$7,187
2025	$108,649	1.1%	$1,132	$135,266	1.8%	$2,364

What is per capita income in Clutha District?

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

Figure 43. Per capita income, 2025

Year to March 2025

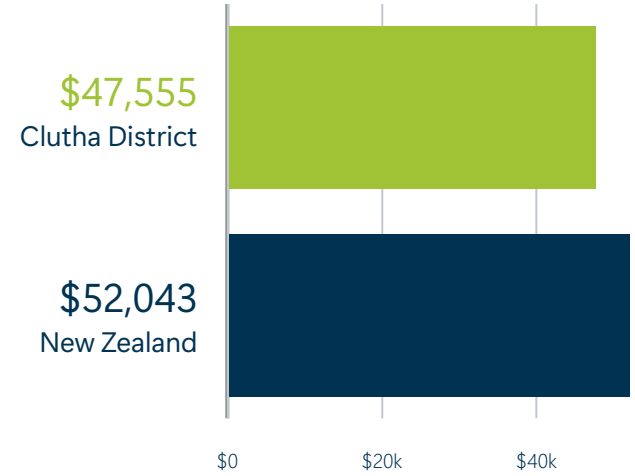
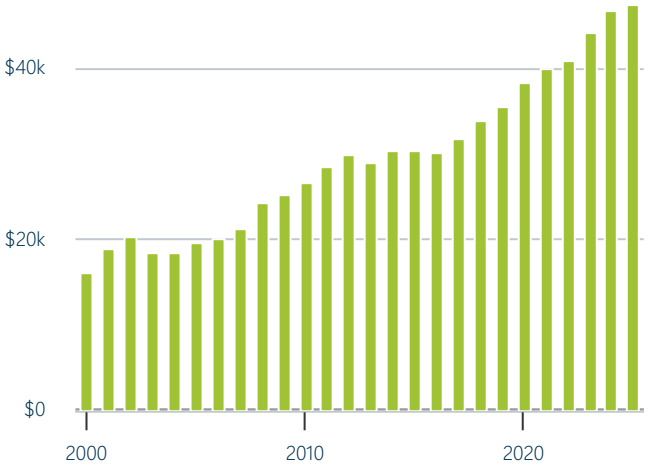


Figure 44. Per capita income

March years, current prices



Highlights

- Per capita income in Clutha District was $47,555 in 2025, which was lower than the New Zealand average of $52,043.
- Per capita income growth in Clutha District was 1.9% for the year to March 2025. Growth was lower than in New Zealand (3.4%).
- Since 2000, per capita income growth in Clutha District reached a maximum of 17.8% in 2001 and a minimum of -9.5% in 2003.

Table 22. Per capita income

March years, current prices

	Clutha District			New Zealand		
Year	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2001	$18,843			$19,242		
2006	$19,971	1.2%	$226	$24,423	4.9%	$1,036
2011	$28,427	7.3%	$1,691	$29,849	4.1%	$1,085
2016	$30,094	1.1%	$333	$34,522	3.0%	$935
2021	$39,991	5.9%	$1,979	$42,723	4.4%	$1,640
2022	$40,945	2.4%	$954	$44,931	5.2%	$2,208
2023	$44,093	7.7%	$3,148	$47,425	5.6%	$2,494
2024	$46,655	5.8%	$2,562	$50,352	6.2%	$2,927
2025	$47,555	1.9%	$900	$52,043	3.4%	$1,691

How have house values in Clutha District grown?

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

Figure 45. Average house value, 2025

March 2025

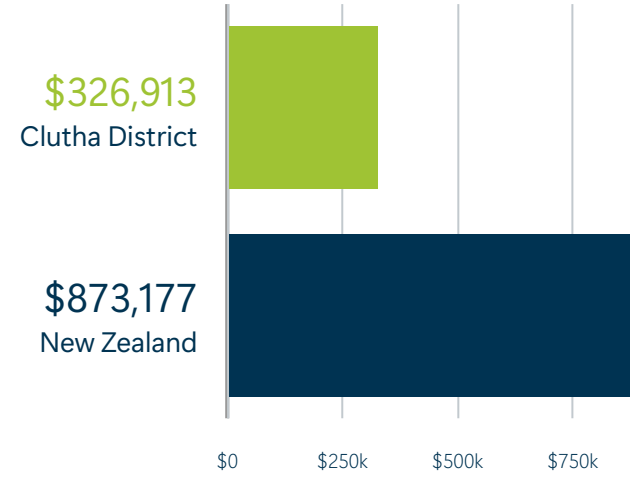
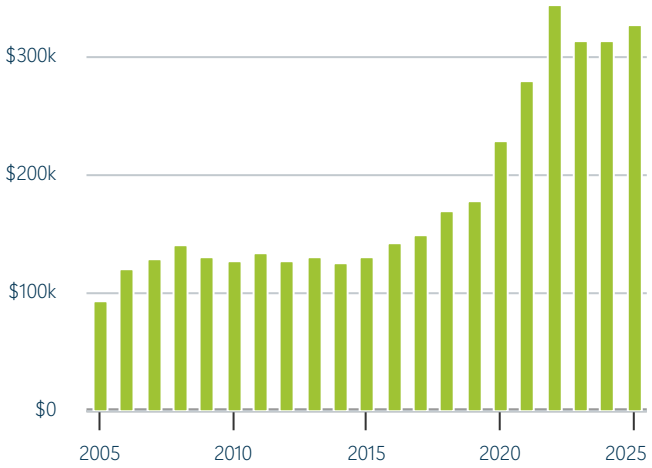


Figure 46. Average house value

March years, current prices



Highlights

- The average house value in Clutha District was $326,913 in March 2025, which was lower than the New Zealand median of $873,177.
- House value growth in Clutha District increased by 4.2% for the year to March 2025. Growth was greater than in New Zealand (-1.6%).
- Since 2005, house value growth in Clutha District reached a maximum of 30.0% in 2006 and a minimum of -9.2% in 2023.

Table 23. Average house value

March years, current prices

	Clutha District			New Zealand		
Year	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2006	$120,055			$338,796		
2011	$133,372	2.1%	$2,663	$370,286	1.8%	$6,298
2016	$141,193	1.1%	$1,564	$546,450	8.1%	$35,233
2021	$279,851	14.7%	$27,732	$864,640	9.6%	$63,638
2022	$344,492	23.1%	$64,641	$984,205	13.8%	$119,565
2023	$312,748	-9.2%	-$31,744	$865,425	-12.1%	-$118,780
2024	$313,691	0.3%	$943	$887,799	2.6%	$22,374
2025	$326,913	4.2%	$13,222	$873,177	-1.6%	-$14,622

How affordable is housing in Clutha District?

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

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

Figure 47. House value to income multiple

March years

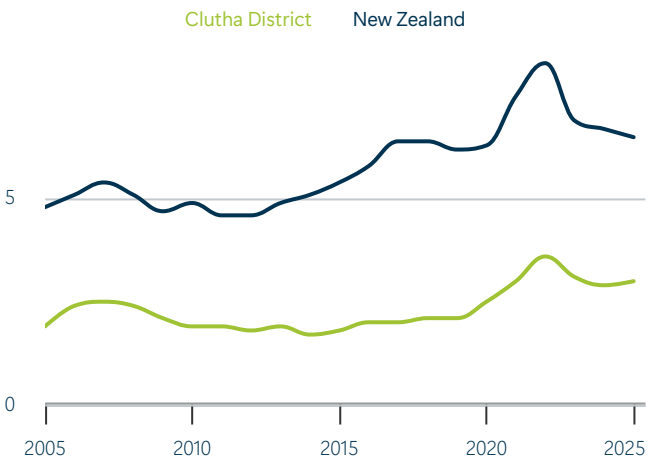
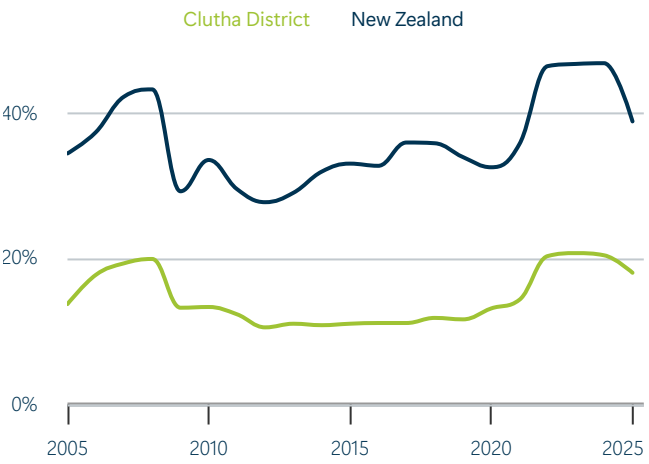


Figure 48. Mortgage payment proportion of income

March years



Highlights

- In Clutha District the average house value was 3 times its average household income in 2025. Housing was more affordable than in New Zealand (6.5).
- Since 2005, the house value to income multiple in Clutha District reached a maximum (least affordable) of 3.6 in 2022 and a minimum (most affordable) of 1.7 in 2014.
- In Clutha District, 18.1% of the average household income would be needed to service a 20 year mortgage on the average house value, with a 20% deposit at average 2-year fixed interest rates in 2025. This was lower than in New Zealand (38.9%).

Table 24. House value to income multiple and mortgage payment proportion of income

March years

	Clutha District		New Zealand	
Year	House value to income	Mortgage payment proportion of income	House value to income	Mortgage payment proportion of income
2006	2.4	17.8%	5.1	37.4%
2011	1.9	12.4%	4.6	29.6%
2016	2.0	11.2%	5.8	32.8%
2021	3.0	14.4%	7.5	35.8%
2022	3.6	20.4%	8.3	46.5%
2023	3.1	20.8%	6.9	46.8%
2024	2.9	20.5%	6.7	46.9%
2025	3.0	18.1%	6.5	38.9%

How have rents in Clutha District grown?

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

Figure 49. Average weekly rent, 2025

Year to March 2025

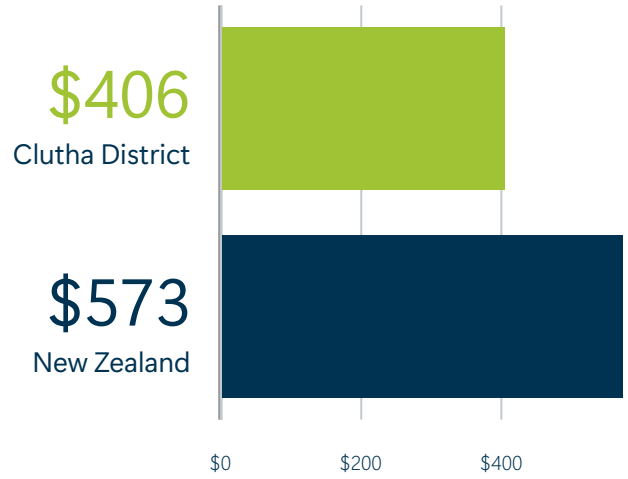
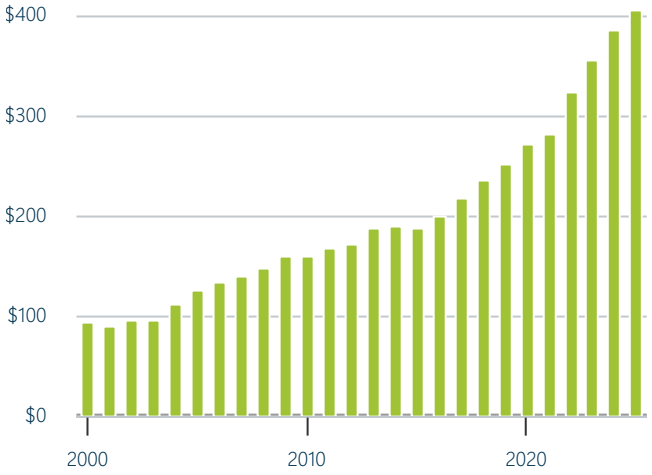


Figure 50. Average weekly rent

March years, current prices



Highlights

- Average weekly rent in Clutha District was $406 in 2025, which was lower than the New Zealand average of $573.
- Growth in average weekly rent in Clutha District was 5.2% for the year to March 2025. Growth was greater than in New Zealand (2.3%).
- Since 2000, average weekly rent growth in Clutha District reached a maximum of 16.8% in 2004 and a minimum of -3.2% in 2001.

Table 25. Average weekly rent income

March years, current prices

	Clutha District			New Zealand		
Year	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2001	$90			$193		
2006	$133	8.1%	$9	$251	5.4%	$12
2011	$168	4.8%	$7	$303	3.8%	$10
2016	$200	3.5%	$6	$367	3.9%	$13
2021	$281	7.0%	$16	$470	5.1%	$21
2022	$324	15.3%	$43	$501	6.6%	$31
2023	$356	9.9%	$32	$524	4.6%	$23
2024	$386	8.4%	$30	$560	6.9%	$36
2025	$406	5.2%	$20	$573	2.3%	$13

How affordable is renting in Clutha District?

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

Figure 51. Rent to income proportion, 2025

Year to March 2025

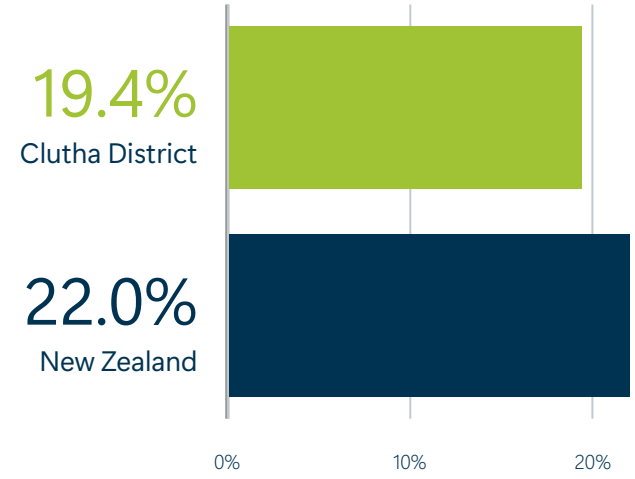
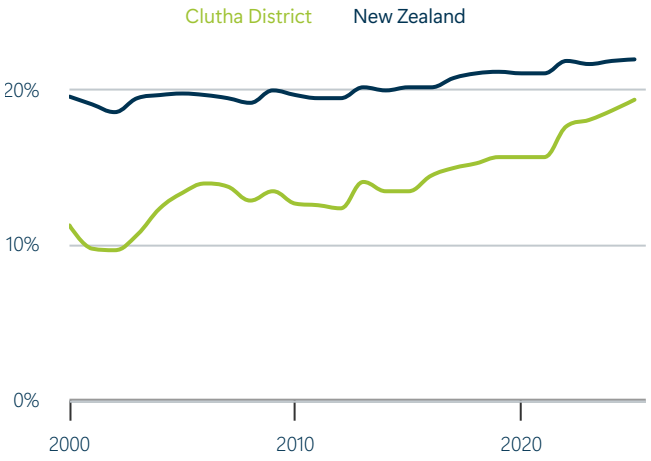


Figure 52. Rent to income proportion

March years



Highlights

- In Clutha District the average weekly rent accounted for 19.4% of the average household income in 2025. Rent was more affordable than in New Zealand (22.0%).
- Since 2000, the rent to income proportion in Clutha District reached a maximum (least affordable) of 19.4% in 2025 and a minimum (most affordable) of 9.7% in 2002.

Table 26. Rent to income proportion

Average weekly rent as % of average household income, March years

	Clutha District	New Zealand
Year	Rental to income proportion	Rental to income proportion
2001	9.8%	19.1%
2006	14.0%	19.7%
2011	12.6%	19.5%
2016	14.5%	20.2%
2021	15.7%	21.1%
2022	17.7%	21.9%
2023	18.1%	21.7%
2024	18.7%	21.9%
2025	19.4%	22.0%

How many beneficiaries are there in Clutha District?

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

Figure 53. Total beneficiaries

Average number of persons, annual level, March years

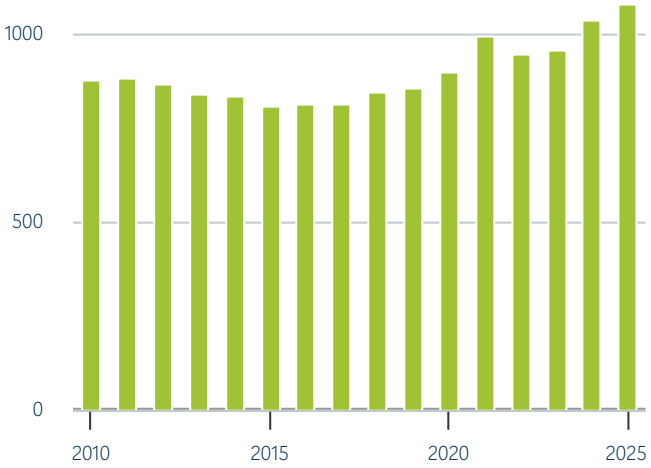


Figure 54. Growth in total beneficiaries

Annual % change, March years

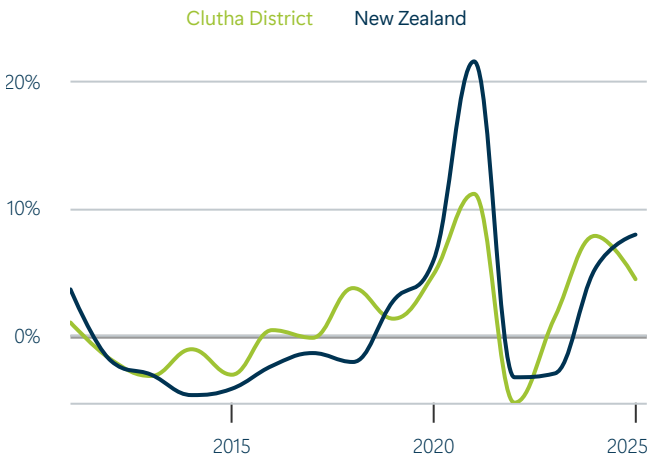
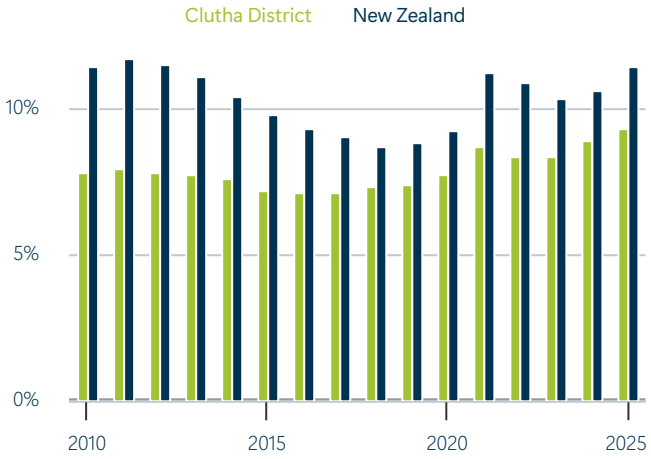


Figure 55. Total beneficiaries as percentage of working age population

March years



Highlights

- In Clutha District there were 1,081 people on beneficiary support in 2025. This was a 4.5% increase compared to the previous year.
- Since 2010, the number of people on beneficiary support reached a maximum of 1,081 in 2025 and a minimum of 808 in 2015.

Table 27. Total beneficiaries

Average number of persons, March years

	Clutha District			New Zealand		
Year	Level	% change (annual average)	Absolute change (annual average)	Level	% change (annual average)	Absolute change (annual average)
2011	884			338,843		
2016	812	-1.7%	-14	288,440	-3.2%	-10,081
2021	996	4.2%	37	369,545	5.1%	16,221
2022	944	-5.2%	-52	357,688	-3.2%	-11,857
2023	958	1.5%	14	347,412	-2.9%	-10,276
2024	1,034	7.9%	76	365,710	5.3%	18,298
2025	1,081	4.5%	47	394,994	8.0%	29,284

Tourism

How much employment does tourism contribute to Clutha District?

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

Figure 56. Tourism employment growth

Annual % change, March years

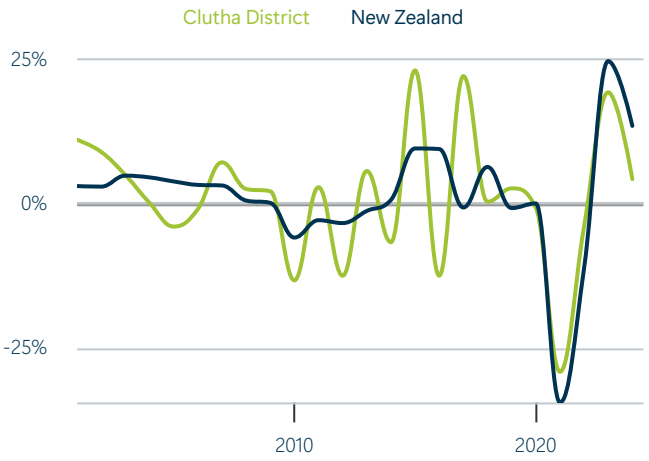
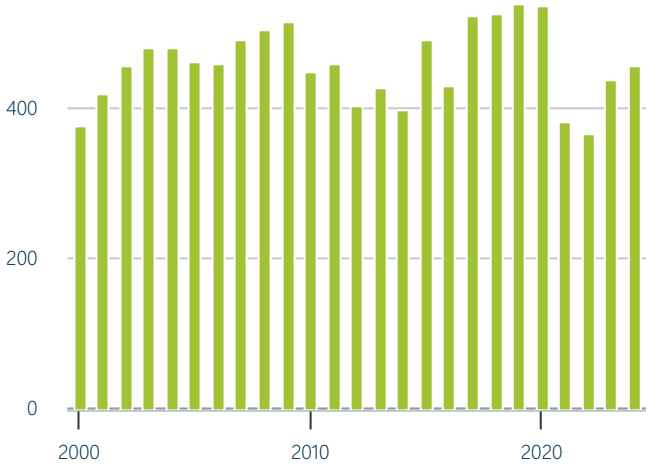


Figure 57. Tourism employment

Filled jobs, March years



Highlights

- Employment growth in the tourism sector in Clutha District has averaged 1.5%pa between 2000 and 2025, compared with an average of 1.3%pa in New Zealand.

Table 28. Tourism sector employment relative to other industries, 2025

Filled jobs, year to March 2025

ANZSIC Level 1 industries	Clutha District		New Zealand	
Name	Level	% of total	Level	% of total
Agriculture, forestry and fishing	2,730	28.4%	140,542	5.1%
Manufacturing	1,866	19.4%	252,629	9.1%
Construction	996	10.4%	281,088	10.1%
Retail trade	641	6.7%	237,090	8.6%
Public administration and safety	599	6.2%	166,057	6.0%
Education and training	573	6.0%	218,353	7.9%
Health care and social assistance	497	5.2%	303,473	11.0%
Accommodation and food services	367	3.8%	174,762	6.3%
Other services	306	3.2%	107,920	3.9%
Transport, postal and warehousing	254	2.6%	114,002	4.1%
Professional, scientific and technical services	252	2.6%	252,086	9.1%
Rental, hiring and real estate services	162	1.7%	64,519	2.3%
Wholesale trade	78	0.8%	127,873	4.6%
Administrative and support services	69	0.7%	127,688	4.6%
Electricity, gas, water and waste services	63	0.7%	22,578	0.8%
Arts and recreation services	53	0.6%	55,342	2.0%
Information media and telecommunications	46	0.5%	40,860	1.5%
Mining	36	0.4%	6,286	0.2%
Financial and insurance services	22	0.2%	79,220	2.9%
Total	**9,609**		**2,772,368**	

How much GDP does tourism contribute to Clutha District?

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

Figure 58. Tourism GDP growth

Annual % change, March years

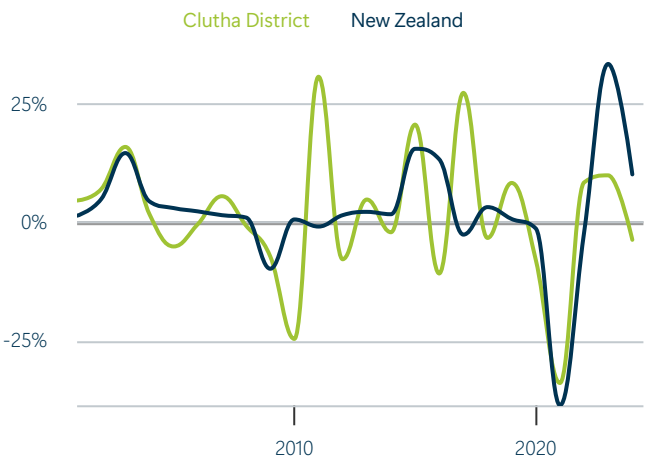
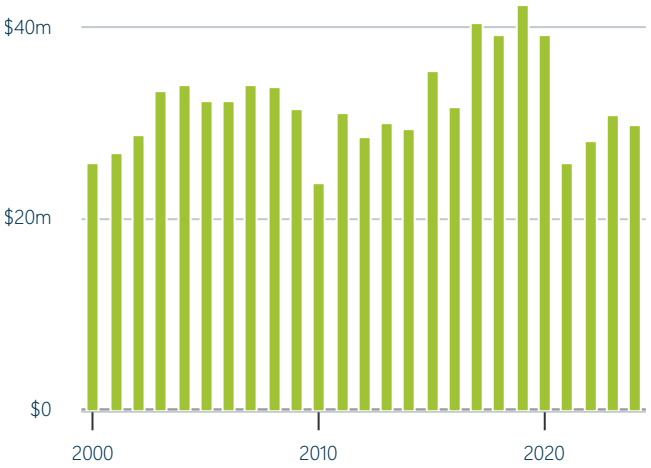


Figure 59. Tourism GDP

March years, 2025 prices



Highlights

- Growth in the tourism sector in Clutha District has averaged 1.6% since 2000, compared with an average of 2.6% in New Zealand.

Table 29. Tourism sector GDP relative to other industries, 2025

2025 prices, year to March 2025

ANZSIC Level 1 industries	Clutha District		New Zealand	
Name	Level	% of total	Level	% of total
Agriculture, forestry and fishing	$412.5m	30.9%	$21,814.3m	5.1%
Manufacturing	$155.9m	11.7%	$34,187.0m	7.9%
Construction	$110.5m	8.3%	$27,802.6m	6.4%
Rental, hiring and real estate services	$79.7m	6.0%	$28,596.0m	6.6%
Public administration and safety	$58.6m	4.4%	$20,763.8m	4.8%
Retail trade	$48.0m	3.6%	$20,360.3m	4.7%
Education and training	$46.3m	3.5%	$15,568.7m	3.6%
Health care and social assistance	$40.6m	3.0%	$29,479.7m	6.8%
Professional, scientific and technical services	$31.5m	2.4%	$40,571.5m	9.4%
Transport, postal and warehousing	$28.4m	2.1%	$17,956.6m	4.2%
Electricity, gas, water and waste services	$24.0m	1.8%	$10,808.2m	2.5%
Accommodation and food services	$19.9m	1.5%	$8,433.0m	2.0%
Other services	$15.9m	1.2%	$7,722.5m	1.8%
Information media and telecommunications	$11.2m	0.8%	$17,810.5m	4.1%
Wholesale trade	$8.8m	0.7%	$21,094.2m	4.9%
Mining	$7.3m	0.6%	$3,166.3m	0.7%
Administrative and support services	$4.6m	0.3%	$9,723.3m	2.3%
Financial and insurance services	$4.4m	0.3%	$24,508.5m	5.7%
Arts and recreation services	$3.1m	0.2%	$5,743.9m	1.3%
Total	**$1,333.7m**		**$431,676.7m**	

Māori

How fast has Māori employment grown?

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

Figure 60. Employment growth in Clutha District, 2025

Annual % change, March years

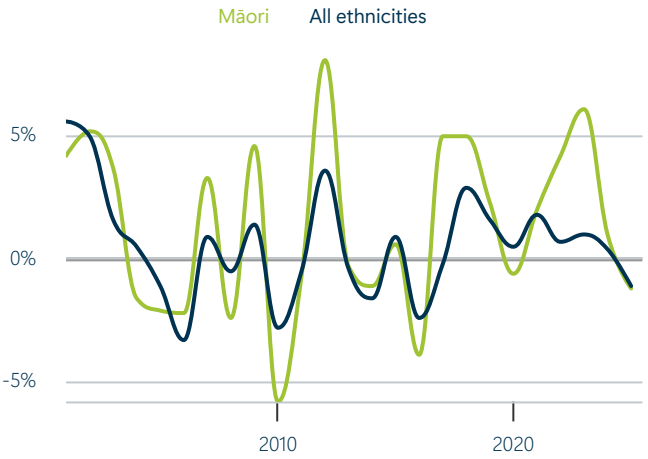
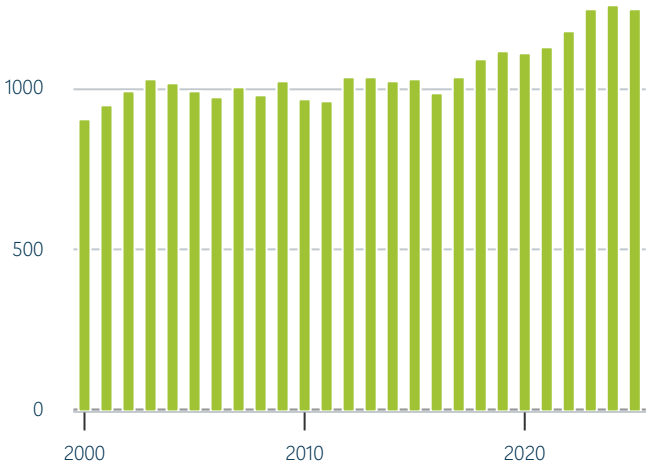


Figure 61. Māori employment

Filled jobs, March years



Highlights

- Māori employment in Clutha District averaged 1,248 in the year to March 2025, down 1.2% from a year earlier. Māori employment growth in Clutha District was lower than for all ethnicities (-1.1%).
- Māori employment growth in Clutha District averaged 2.0%pa over the 10 years to 2025 compared with an average employment growth in Clutha District of 0.5%pa for all ethnicities.
- Māori employment growth in Clutha District reached a high of 8.1% in 2012 and a low of -5.8% in 2010.
- Māori employment accounted for 13.0% of total employment in Clutha District in 2025.

In which industries are Māori employed?

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

Figure 62. Employment structure by broad sector in Clutha District, 2025

% of total, year to March 2025

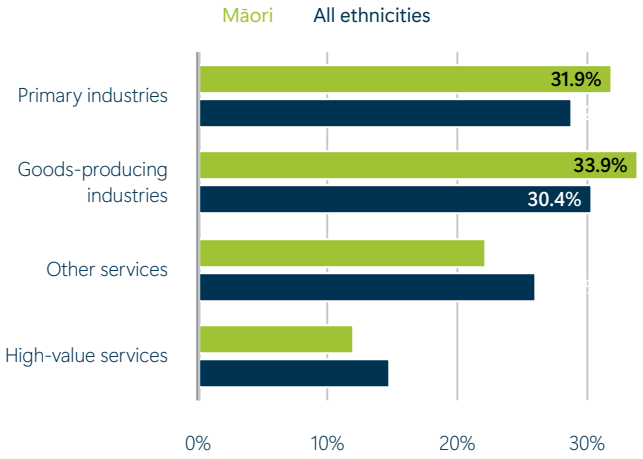
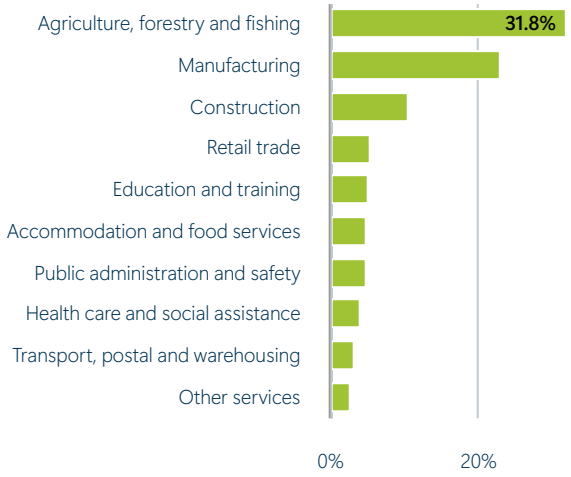


Figure 63. Ten largest Māori employing ANZSIC Level 1 industries, 2025

% of total, year to March 2025



Highlights

- Among the broad economic sectors goods-producing industries accounted for the largest proportion of Māori employment in Clutha District (33.9%), which was higher than for all ethnicities (30.4%) in Clutha District.
- Primary industries accounted for the second largest proportion of Māori employment in Clutha District (31.9%) compared with 28.8% for all ethnicities in Clutha District.
- High-value services accounted for the smallest proportion of Māori employment in Clutha District (12.0%) compared with 14.8% for all ethnicities in Clutha District.

How fast is the Māori population growing?

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

Figure 64. Māori population level

People, annual level, June years

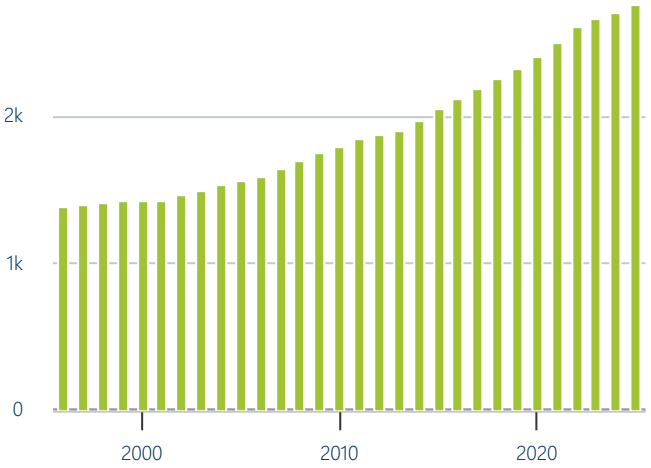
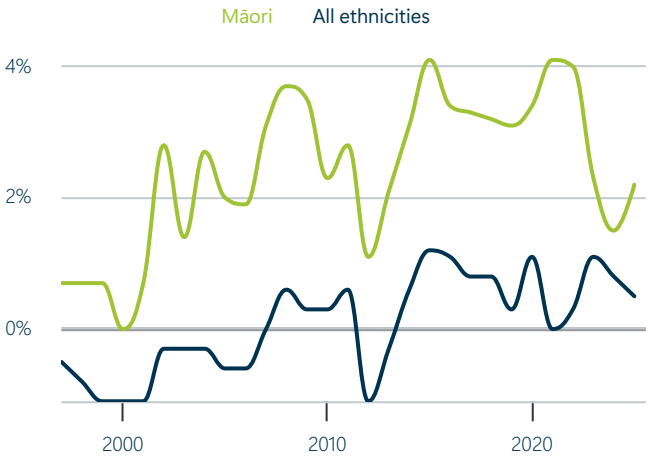


Figure 65. Population growth in Clutha District

Annual % change, June years



Highlights

- Clutha District's total Māori population was 2,770 in 2025, up 2.2% from a year earlier. Population grew by 0.5% for all ethnicities over the same period.
- Māori population growth in Clutha District averaged 2.8%pa over the 5 years to 2025 compared with a population growth in Clutha District of 0.5%pa for all ethnicities.
- Since 1996, Māori population growth in Clutha District reached a high of 4.1%pa in 2021 and a low of 0.0%pa in 2000.

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

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

Figure 66. Maori business growth in Clutha District

Annual % change, March years

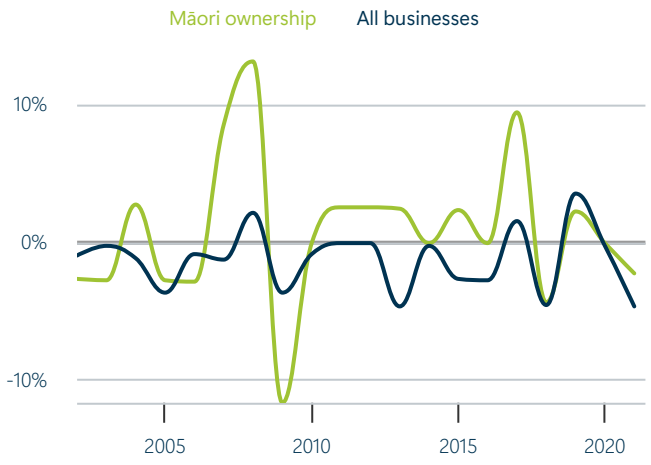
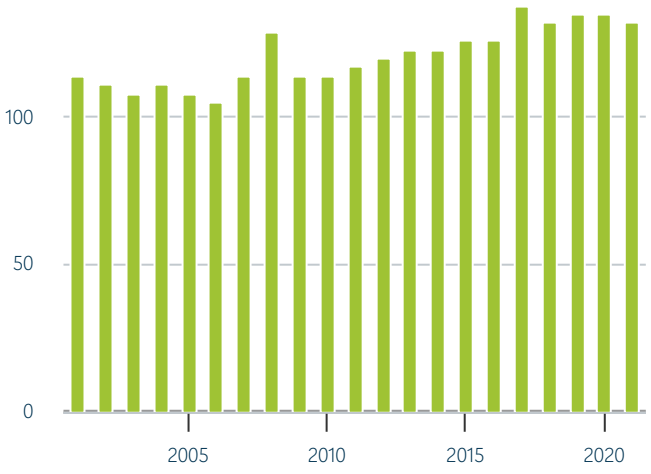


Figure 67. Maori businesses in Clutha District

March years



Highlights

- Māori businesses in Clutha District totalled 132 in the year to March 2021, accounting for 10.6% of all businesses.
- The number of Māori businesses in Clutha District declined by an average of -2.2% in the year to March 2021. Growth was not as negative as growth for all businesses (-4.6%).

Pacific Peoples

How fast has Pacific Peoples employment grown?

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

Figure 68. Employment growth in Clutha District, 2025

Annual % change, March years

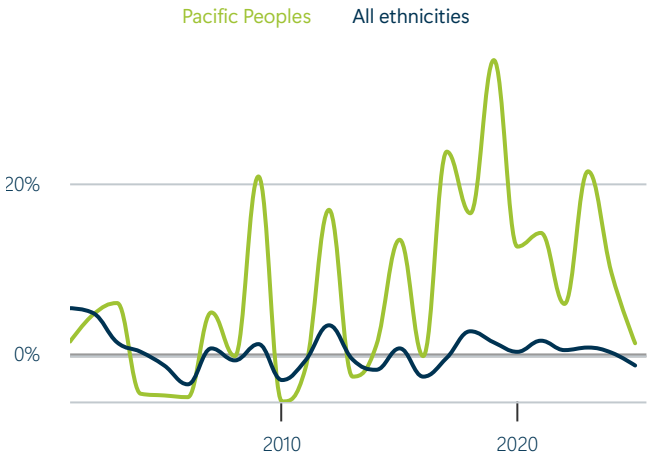
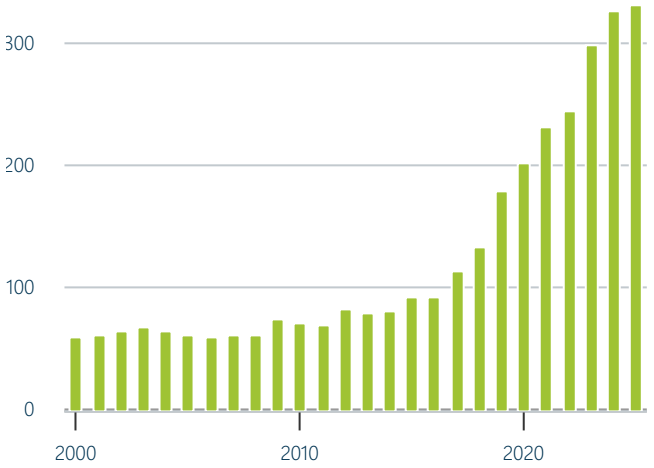


Figure 69. Pacific Peoples employment

Filled jobs, March years



Highlights

- Pacific Peoples employment in Clutha District averaged 332 in the year to March 2025, up 1.5% from a year earlier. Pacific Peoples employment growth in Clutha District was higher than for all ethnicities (-1.1%).
- Pacific Peoples employment growth in Clutha District averaged 14.1%pa over the 10 years to 2025 compared with an average employment growth in Clutha District of 0.5%pa for all ethnicities.
- Pacific Peoples employment growth in Clutha District reached a high of 34.6% in 2019 and a low of -5.3% in 2010.
- Pacific Peoples employment accounted for 3.5% of total employment in Clutha District in 2025.

In which industries are Pacific Peoples employed?

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

Figure 70. Employment structure by broad sector in Clutha District, 2025

% of total, year to March 2025

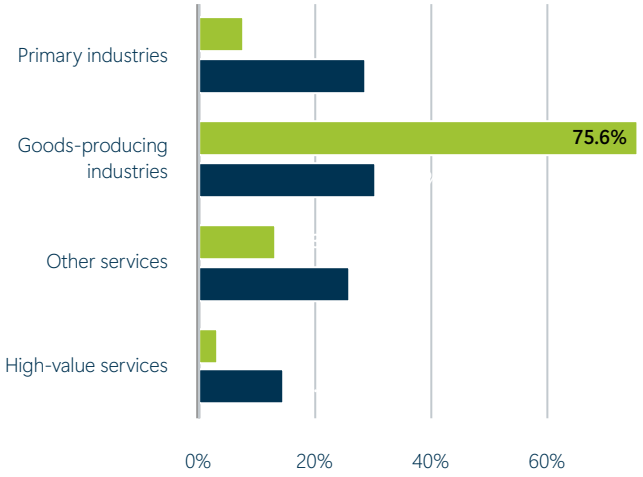


Figure 71. Ten largest ANZSIC Level 1 industries employing Pacific Peoples, 2025

% of total, year to March 2025

Highlights

- Among the broad economic sectors goods-producing industries accounted for the largest proportion of Pacific Peoples employment in Clutha District (75.6%), which was higher than for all ethnicities (30.4%) in Clutha District.
- Other services accounted for the second largest proportion of Pacific Peoples employment in Clutha District (13.3%) compared with 26.0% for all ethnicities in Clutha District.
- High-value services accounted for the smallest proportion of Pacific Peoples employment in Clutha District (3.3%) compared with 14.8% for all ethnicities in Clutha District.

How fast is the Pacific Peoples population growing?

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

Figure 72. Pacific Peoples population level

People, annual level, June years

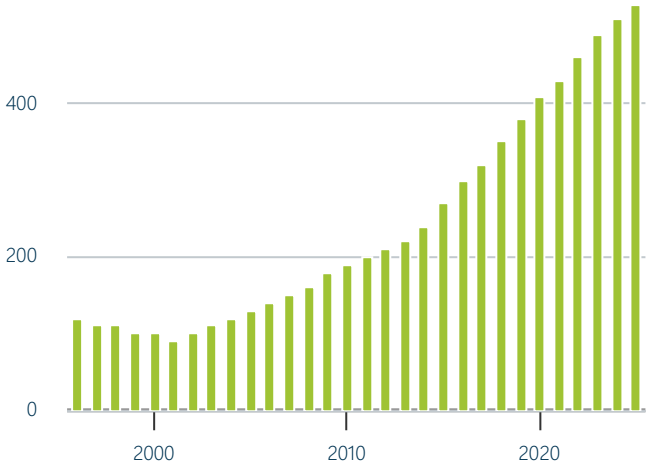


Figure 73. Population growth in Clutha District

Annual % change, June years

Highlights

- Clutha District's total Pacific Peoples population was 530 in 2025, up 3.9% from a year earlier. Population grew by 0.5% for all ethnicities over the same period.
- Pacific Peoples population growth in Clutha District averaged 5.3%pa over the 5 years to 2025 compared with a population growth in Clutha District of 0.5%pa for all ethnicities.
- Since 1996, Pacific Peoples population growth in Clutha District reached a high of 12.5%pa in 2015 and a low of -10.0%pa in 2001.

Technical notes

Average rent

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

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

Beneficiary numbers

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

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

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

Benefit dependency rate

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

Broad economic sectors

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

Broad skill level

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

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

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

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

Business units

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

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

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

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

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

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

Dependency ratio

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

Earnings

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

Employment by occupation

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

Employment: total and by industry

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

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

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

Industrial classification is explained below.

Exports

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

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

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

GDP per capita

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

Gross domestic product (GDP)

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

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

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

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

Herfindahl-Hirschman (HH) Index

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

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

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

House values

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

Household income

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

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

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

Industrial classification

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

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

Knowledge intensive employment

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

Knowledge intensive industries

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

Māori and Pacific Peoples industry and occupational employment

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

Owner occupied property operation

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

Per capita income

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

Population

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

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

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

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

Prices

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

Productivity

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

Regional Wellbeing Framework methodology

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

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

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

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

Regional Wellbeing Framework principles

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

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

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

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

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

School leavers

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

Self-employment

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

Significant employers of Māori

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

Small areas

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

Tourism employment

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

Tourism GDP

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

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

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

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

Unallocated

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

Unemployment

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