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East Coast Bays

Electorate Profile

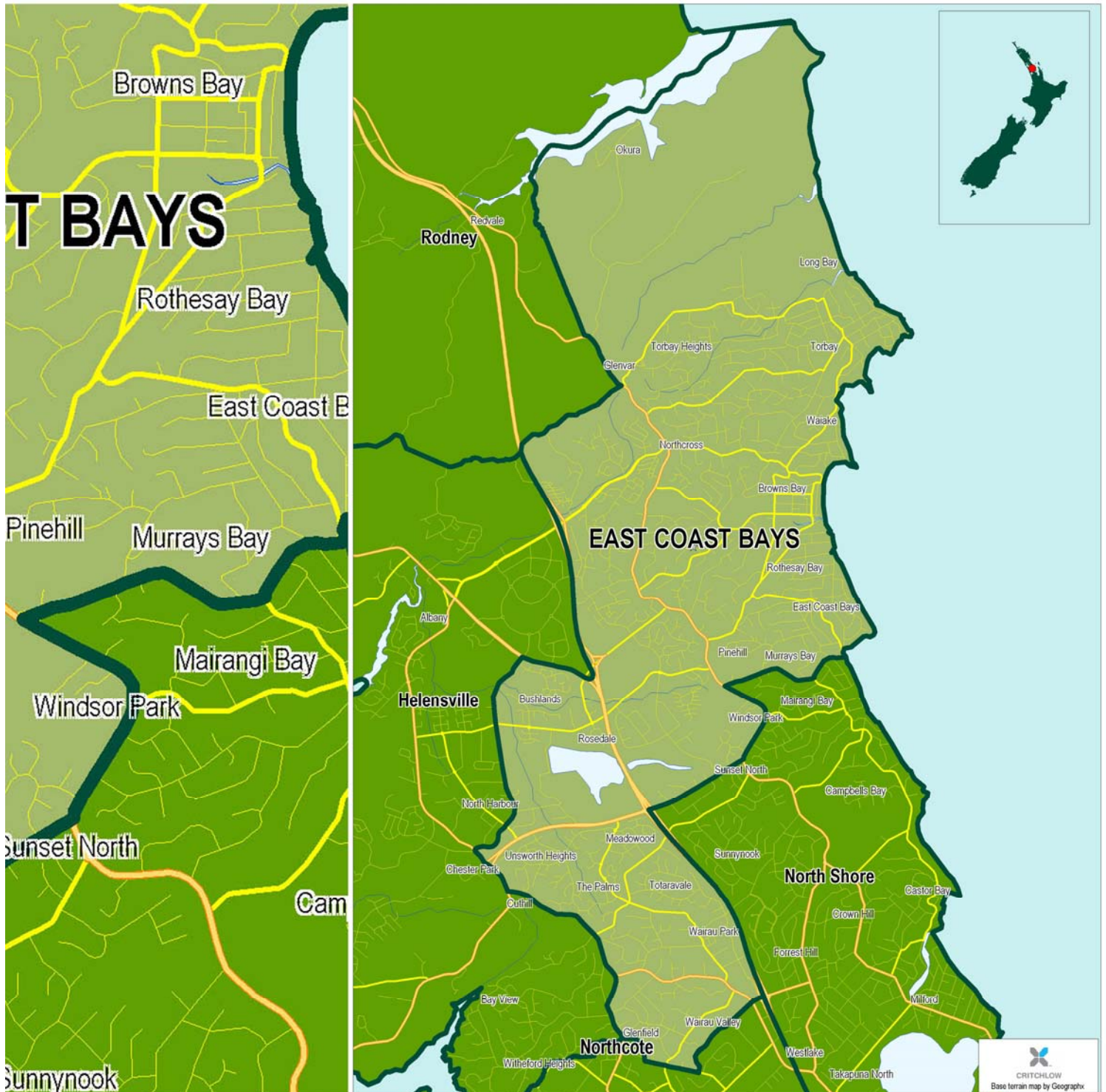


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East Coast Bays: Electoral Profile

General Notes

On the northern coastal edge of the Auckland metropolitan area, the East Coast Bays electorate includes Okura in the north, the coastal suburbs from Torbay to Murray Bay in the south, together with Glenvar, Northcross, and Pinehill. Following boundary changes it has lost Bayview and Witherford Heights to Helensville.

Of the usually resident population of 58,956 in 2006, nearly half (45.6%) were born overseas, with over half (59.3%) arriving in the last ten years. Of those born overseas, just over one-quarter (27.5%) were born in the UK or Ireland, and one-quarter (25%) in North East Asia.

Election Results

The winning candidate in the 2008 election, Murray McCully (National Party), captured a majority (58.09%) of the 34,691 valid electorate votes cast for candidates in the East Coast Bays electorate. The seat was also held in 2005 by Murray McCully (National Party) with a margin of 7,286. The National Party captured a majority (61.40%) of the party votes in East Coast Bays, up about 9 percentage points on its party vote share in 2005. Turnout (total votes cast as a proportion of enrolled electors) in 2008 was 80.19%.

2008 Election Results (Electorate)

Candidate	Valid Votes	Share (%)
McCULLY, Murray (NAT)	20,151	58.09
GOLDSMITH, Vivienne (Viv) (LAB)	6,177	17.81
ADAMS, Paul (FAM)	3,570	10.29
BRADFORD, Sue (GP)	2,263	6.52
KRONFELD, Tim (ACT)	1,246	3.59
JONES, Dail (NZF)	730	2.10
HUTTON, Toby (NCAWAP)	283	0.82
McINNES, Ian (UFNZ)	215	0.62
ZAMORA, Elah (LIB)	56	0.16
Total Valid Votes	34,691	100.00
Total Votes Cast	34,972	100.81

Winning Candidate: McCULLY, Murray Stuart - majority 13974

For interpretation of abbreviations, see Glossary.

2008 Election Results - Party Vote

Party	Valid Votes	Share (%)
National Party	21,681	61.40
Labour Party	7,642	21.64
ACT New Zealand	2,000	5.66
Green Party	1,439	4.08
New Zealand First Party	1,001	2.83
Family Party	505	1.43
United Future	263	0.74
Jim Anderton's Progressive	214	0.61
The Bill and Ben Party	149	0.42
Māori Party	141	0.40
Aotearoa Legalise Cannabis Party	98	0.28
Kiwi Party	90	0.25
Libertarianz	25	0.07
Alliance	14	0.04
New Zealand Pacific Party	14	0.04
Democrats for Social Credit	13	0.04
Workers Party	8	0.02
The Republic of New Zealand Party	7	0.02
RAM - Residents Action Movement	5	0.01
Total Valid Votes	35,309	100.00
Total Votes Cast	35,400	100.26

2005 Election Results (Electorate)

Candidate	Valid Votes	Share (%)
McCULLY, Murray (NAT)	17,213	47.02
McCRACKEN, Hamish (LAB)	9,927	27.12
ADAMS, Paul (IND)	5,809	15.87
ELLEY, Jeanette (GRE)	1,287	3.52
MARTIN, Anne (NZF)	942	2.57
STONE, Andrew (ACT)	537	1.47
DROMGOOL, Steven (UF)	405	1.11
BEAZLEY, Fiona (JAP)	253	0.69
KAPA, Rahuia (MP)	119	0.33
FAHY, Patrick (DDP)	73	0.20
STEEMSON, John (DEM)	39	0.11
Total Valid Votes	36,604	100.00
Total Votes Cast	36,928	100.89

Winning Candidate: McCULLY, Murray (NAT) - Majority: 7286

For interpretation of abbreviations, see Glossary.

2005 Election Results - Party Vote

Party	Valid Votes	Share (%)
National Party	19,437	52.27
Labour Party	11,813	31.77
New Zealand First Party	1,775	4.77
Green Party	1,297	3.49
ACT New Zealand	956	2.57
United Future New Zealand	890	2.39
Destiny New Zealand	370	1.00
Jim Andertons Progressive	338	0.91
Māori Party	95	0.26
Aotearoa Legalise Cannabis Party	74	0.20
Christian Heritage NZ	44	0.12
Direct Democracy Party	28	0.08
Alliance	15	0.04
Democrats for Social Credit	14	0.04
Libertarianz	14	0.04
The Republic of NZ Party	7	0.02
99 MP Party	6	0.02
NZ Family Rights Protection Party	6	0.02
OneNZ Party	5	0.01
Total Valid Votes	37,184	100.00
Total Votes Cast	37,284	100.27

Voter Enrolment and Turnout 2005, 2008

	East Coast Bays	NZ	East Coast Bays	NZ
	2005		2008	
Voting Age Population (VAP)*	51,600	2,990,300	48,100	3,138,000
Electors on General Roll (EGR)	46,167	2,639,393	44,424	2,761,093
Electors on Māori Roll	952	208,003	767	229,666
Total Enrolled**	47,119	2,847,396	45,191	2,990,759
Total Votes Cast by EGR (TVC)	37,502	2,164,495	35,622	2,233,146
% VAP Enrolled	91	95	94	95
Turnout (TVC as % EGR)	81	82	80	81

* Estimated population statistics as at: June 2005; June 2008; ** Enrolment statistics as at: September 2005; November 2008.

East Coast Bays: People

Population Summary

	Numbers and Percent Change
Usually Resident Population 2006 Census	58,956
Usually Resident Population 2001 Census	51,432
Increase 2001-06	7,524
Percent Increase 2001-06	15
Percent Increase 2001-06, New Zealand	8

Age Groups of the Usually Resident Population

	East Coast Bays			New Zealand
	Number	%	Rank *	%
Age 0-4 Years	3,468	5.9	49	6.8
Age 5-14 Years	8,511	14.4	35	14.7
Age 15-19 Years	4,875	8.3	11	7.5
Age 20-29 Years	7,788	13.2	21	12.7
Age 30-49 Years	18,738	31.8	10	29.4
Age 50-64 Years	9,558	16.2	39	16.5
Age 65 Years and Over	6,021	10.2	47	12.3
Total	58,956	100.0		100.0
Median Age (Years)	36		17	
Total 18 Years and Over	43,878	74.4		73.8
Total Males	28,776	48.8		48.8
Total Females	30,177	51.2		51.2

The median age for New Zealand as a whole is 35 years.

Ethnic Groups of the Usually Resident Population

	East Coast Bays			New Zealand
	Number	%	Rank *	%
European	39,495	68.3	38	67.6
Māori	2,661	4.6	61	14.6
Pacific Peoples	1,206	2.1	42	6.9
Asian	11,319	19.6	10	9.2
Middle Eastern/Latin American/African	1,257	2.2	5	0.9
Other (incl New Zealander)	5,412	9.4	49	11.2
Total Specified	57,849	100.0		100.0
Not Elsewhere Indicated	1,104	1.9		4.3

People reporting themselves in more than one category have been counted in each, so the sum of responses in the table may be greater than the number of people responding.

Birthplace of Usually Resident New Zealand Population

	East Coast Bays			New Zealand
	Number	%	Rank *	%
New Zealand	30,765	52.2	60	73.5
Overseas	26,910	45.6	3	21.8
Not Specified	1,281	2.2		4.7
Total	58,953	100.0		100.0

Birthplace and Years Since Arrival in New Zealand, for Overseas Born

	East Coast Bays			New Zealand
	Number	%	Rank *	%
UK and Ireland				
under 5 Yrs	1,767	6.6	34	5.8
5 - 9 Yrs	735	2.7	28	2.2
10 - 19 Yrs	1,011	3.8	28	3.0
20 Yrs and over	3,744	13.9	45	16.8
Total UK and Ireland	7,407	27.5	42	28.6
Pacific Islands				
under 5 Yrs	189	0.7	54	3.3
5 - 9 Yrs	123	0.5	54	2.5
10 - 19 Yrs	216	0.8	45	3.5
20 Yrs and over	255	0.9	60	4.8
Total Pacific Islands	834	3.1	56	15.4
North East Asia ⁽¹⁾				
under 5 Yrs	3,480	12.9	10	7.3
5 - 9 Yrs	1,431	5.3	14	3.6
10 - 19 Yrs	1,518	5.6	8	3.3
20 Yrs and over	105	0.4	40	0.6
Total North-East Asia;	6,738	25.0	12	15.4
Overseas Born				
under 5 Yrs	10,104	37.5	7	30.9
5 - 9 Yrs	5,868	21.8	4	16.2
10 - 19 Yrs	4,779	17.8	16	17.0
20 Yrs and over	5,481	20.4	59	31.5
Total Overseas Born	26,910	100.0		100.0

⁽¹⁾ North East Asia includes China, Korea, Taiwan, Hong Kong, Japan.

Languages Spoken

	East Coast Bays			New Zealand
	Number	%	Rank *	%
English	54,231	92.0	34	91.2
Māori	546	0.9	61	3.9
NZ Sign	321	0.5	45	0.6
Samoan	216	0.4	45	2.1
Other	15,465	26.2	8	12.6
None	1,092	1.9	30	1.9
Total People	58,956	100.0		100.0

People reporting themselves in more than one category have been counted in each, so the sum of responses in the table may be greater than the number of people responding.

Highest Qualifications of the Population aged 15 years and over

	East Coast Bays			New Zealand
	Number	%	Rank *	%
No Qualification	6,144	13.1	57	22.4
Level 1 Certificate Gained at School	4,962	10.6	45	12.2
Level 2 Certificate Gained at School	4,026	8.6	28	8.3
Level 3 or 4 Certificate Gained at School	3,090	6.6	15	5.4
Overseas Secondary School Qualification	5,886	12.5	2	5.5
Level 1, 2 or 3 Certificate Gained Post-school	1,941	4.1	27	4.1
Level 4 Certificate Gained Post-school	4,392	9.3	34	9.1
Level 5 Diploma	2,040	4.3	5	3.5
Level 6 Diploma	2,688	5.7	13	5.0
Bachelor Degree and Level 7 Qualifications	6,606	14.1	13	10.0
Post-Graduate and Honours Degree	1,005	2.1	15	1.8
Masters Degree	1,203	2.6	18	1.9
Doctorate Degree	264	0.6	20	0.5
Not Specified	2,730	5.8	62	10.4
Total	46,977	100.0		100.0

Ethnic Group of School Pupils

	East Coast Bays			New Zealand
	Number	%	Rank *	%
European	8,035	66.1	25	57.4
Māori	586	4.8	63	21.6
Pacific Peoples	233	1.9	45	9.3
Asian	2,140	17.6	9	8.3
Other	639	5.3	2	2.1
Overseas	527	4.3	2	1.4
Total Roll	12,160	100.0		100.0

Prepared from Ministry of Education data.

Iwi Affiliations

Iwi	Number
Ngāpuhi	912
Ngāti Porou	315
Ngāi Tahu / Kāi Tahu	240
Ngāti Maniapoto	150
Te Arawa	138
Waikato	135
Te Rarawa	126
Ngāti Tūwharetoa	117
Ngāti Whātua	102
Te Aupōuri	84
Ngāti Awa	72
Tūhoe	69
Ngāti Kahungunu ki Te Wairoa	69
Te Atiawa (Taranaki)	69
Tainui	69
Ngāti Kahu	60
Ngaiterangi	51
Hapū Affiliated to More Than One Iwi	51
Ngāti Raukawa (Horowhenua/Manawatū)	48
Ngāti Pīkiao (Te Arawa)	42
Ngāti Raukawa (Waikato)	39
Ngāti Whakaue (Te Arawa)	39
Te Whānau-a-Apanui	39
Ngāti Kahungunu region unspecified	39
Ngāti Raukawa region unspecified	39
Ngāti Wai	36
Te Ati Haunui-a-Pāpārangi	36
Ngāti Ruanui	33
Ngāti Kuri	30
Ngāti Maru (Marutuahu)	30

These are the top 30 Iwi for the East Coast Bays electorate. People reporting themselves in more than one iwi have been counted in each, so the sum of responses in the table may be greater than the number of people.

Religious Affiliations

	East Coast Bays			New Zealand
	Number	%	Rank *	%
Buddhist	1,227	2.2	16	1.4
Christian	31,269	55.2	23	54.2
- Anglican	7,569	13.4	41	14.8
- Baptist	1,929	3.4	1	1.5
- Brethren	141	0.2	50	0.5
- Catholic	7,767	13.7	27	13.6
- Christian (not further defined)	3,327	5.9	10	5.0
- Congregational/Reformed	207	0.4	20	0.4
- Jehovahs Witnesses	195	0.3	44	0.5
- Latter Day Saints	450	0.8	29	1.2
- Methodist	2,124	3.8	16	3.3
- Pentecostal	1,770	3.1	6	2.1
- Presbyterian	4,569	8.1	45	10.3
- Salvation Army	177	0.3	30	0.3
- Seventh Day Adventist	126	0.2	45	0.4
Hindu	978	1.7	21	1.7
Islam/Muslim	681	1.2	16	1.0
Judaism/Jewish	162	0.3	8	0.2
Māori Christian	171	0.3	60	1.8
- Ratana	150	0.3	56	1.4
- Ringatū	24	0.0	62	0.4
Spiritualism and New Age Religions	246	0.4	46	0.5
Other Religions	267	0.5	32	0.7
Residual Categories	5,406	9.5	61	14.3
No Religion	19,650	34.7	38	34.6
Total Specified	56,622	100.0		100.0

People reporting themselves in more than one category have been counted in each, so the sum of responses in the table may be greater than the number of people responding.

* Rank 1 (high) to 63 (low) among general electorates. Ranks are of % in each group. Some totals may differ due to rounding.

All tables prepared from Statistics New Zealand 2006 Census data, unless otherwise noted.

East Coast Bays: Households

Family Type of Families in Private Dwellings

	East Coast Bays			New Zealand
	Number	%	Rank *	%
Couple Only	5,793	35.0	51	39.9
Two Parent Family	8,379	50.6	3	42.0
One Parent Family	2,394	14.5	51	18.1
Total	16,563	100.0		100.0

Family Income

	East Coast Bays			New Zealand
	Number	%	Rank *	%
Nil or Loss	213	1.3	8	0.7
\$1-\$5,000	174	1.1	23	1.0
\$5,001-\$10,000	144	0.9	42	1.0
\$10,001-\$15,000	171	1.0	60	1.8
\$15,001-\$20,000	396	2.4	57	3.7
\$20,001-\$25,000	852	5.1	55	7.7
\$25,001-\$30,000	396	2.4	55	3.3
\$30,001-\$35,000	570	3.4	53	4.5
\$35,001-\$40,000	549	3.3	55	4.4
\$40,001-\$50,000	1,002	6.0	55	7.8
\$50,001-\$70,000	2,301	13.9	50	15.9
\$70,001-\$100,000	3,156	19.1	5	15.8
\$100,001+	4,665	28.2	9	18.5
Not Specified	1,974	11.9		13.9
Total	16,566	100.0		100.0
Median (\$)	75,000		8	

The median family income for New Zealand as a whole is \$59,000.

Social Marital Status

	East Coast Bays			New Zealand
	Number	%	Rank *	%
Married	23,823	50.7	11	43.7
Other Partnership	4,974	10.6	59	13.5
Total Partnership	28,797	61.3	18	57.3
Non-Partnered	16,626	35.4	36	36.2
Not Stated	1,557	3.3		6.6
Total	46,980	100.0		100.0

Household Composition of Private Dwellings

	East Coast Bays			New Zealand
	Number	%	Rank *	%
One Family	15,225	75.6	4	67.8
Two Families	624	3.1	16	2.5
Three or More Families	27	0.1	25	0.2
Non-Family Household	825	4.1	28	5.0
One Person Household	3,294	16.4	58	22.6
Not Available	135	0.7		1.9
Total Households	20,133	100.0		100.0

Access to Telecommunications

	East Coast Bays			New Zealand
	Number	%	Rank *	%
No Access	120	0.6	60	2.0
Cellphone	15,885	78.9	4	71.1
Telephone	19,095	94.8	4	87.8
Fax	6,798	33.8	8	24.9
Internet	15,129	75.1	3	58.0
Total Households	20,133	100.0		100.0

Households reporting more than one means of access to telecommunications have been counted in each stated category. Thus the sum of responses in the table will be greater than the number of households.

Tenure of Dwellings

	East Coast Bays			New Zealand
	Number	%	Rank *	%
Owned	14,457	71.8	4	62.7
- mortgage	8,520	42.3	4	32.9
- no mortgage	5,406	26.9	36	27.1
- mortgage not specified	528	2.6	38	2.7
Not owned	5,016	24.9	56	31.1
- paying rent	4,446	22.1	45	26.7
- no rent	513	2.5	59	3.9
- rent not specified	54	0.3	58	0.4
Tenure not specified	663	3.3		6.2
Total households	20,130	100.0		100.0

Socio-Economic Status Decile of Schools in the Electorate, July 2007

Decile	East Coast Bays				New Zealand	
	Number of Schools	%	Number of Pupils	%	% of Schools	% of Pupils
One	0	0.0	0	0.0	10.4	7.4
Two	0	0.0	0	0.0	9.7	7.5
Three	0	0.0	0	0.0	9.6	7.9
Four	0	0.0	0	0.0	9.9	9.6
Five	0	0.0	0	0.0	9.7	10.1
Six	0	0.0	0	0.0	9.5	9.5
Seven	1	5.3	383	3.1	9.9	10.7
Eight	2	10.5	634	5.2	9.1	9.3
Nine	0	0.0	0	0.0	9.8	10.4
Ten	14	73.7	10,375	85.3	10.0	14.6
Not allocated	2	10.5	768	6.3	2.3	3.0
Total	19	100.0	12,160	100.0	100.0	100.0

Decile Ten is the highest socio-economic status.

Prepared from Ministry of Education data.

Index of Socioeconomic Deprivation for Areas within the Electorate

Area Unit	Index of Deprivation 2006 (1)
Awaruku	1
Long Bay	1
Glamorgan	2
Torbay	2
Waiake	2
Oaktree	2
Rothesay Bay	2
Murrays Bay	2
Browns Bay	3
Fairview	3
Unsworth Heights	3
North Harbour East	3
Northcross	4
Pinehill	4
Windsor Park	4
Glenfield North	6
Target Road	6

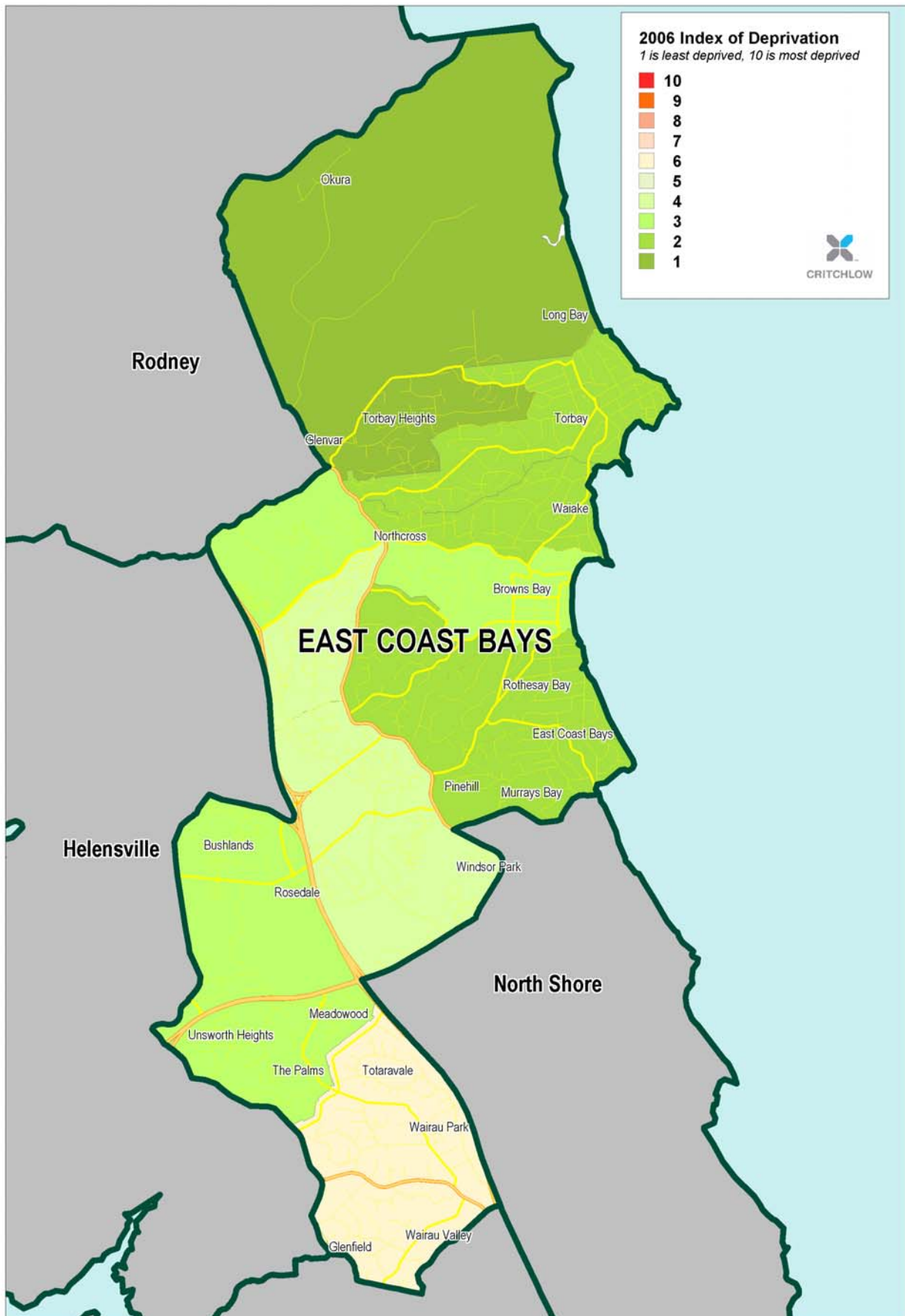
(1) The higher the Index of Deprivation (1 - 10), the more socioeconomically deprived an area is considered (see Glossary). Area Units do not correspond directly to Electorates, therefore only Area Units that are primarily within each Electorate are included.

Prepared from data published by the University of Otago, Wellington.

* Rank 1 (high) to 63 (low) among general electorates. Ranks are of % in each group. Some totals may differ due to rounding.

All tables prepared from Statistics New Zealand 2006 Census data, unless otherwise noted.

Index of Deprivation Map



East Coast Bays: Work

Personal Income of the Population aged 15 years and over

	East Coast Bays			New Zealand
	Number	%	Rank *	%
Nil or Loss	3,507	7.5	6	5.1
\$1-\$5,000	3,924	8.4	8	7.0
\$5,001-\$10,000	2,916	6.2	54	7.2
\$10,001-\$15,000	3,897	8.3	54	11.3
\$15,001-\$20,000	3,051	6.5	55	8.2
\$20,001-\$25,000	2,805	6.0	47	7.0
\$25,001-\$30,000	2,781	5.9	51	6.8
\$30,001-\$35,000	2,835	6.0	43	6.4
\$35,001-\$40,000	3,171	6.7	18	6.4
\$40,001-\$50,000	4,542	9.7	6	8.3
\$50,001-\$70,000	5,562	11.8	4	8.9
\$70,001-\$100,000	2,829	6.0	8	4.0
\$100,001+	2,067	4.4	11	3.3
Not Specified	3,099	6.6		10.2
Total	46,980	100.0		100.0
Median (\$)	28,300		10	

The median personal income for New Zealand as a whole is \$24,400.

Income Support Received by those aged 15 years and over

	East Coast Bays			New Zealand
	Number	%	Rank *	%
NZ Superannuation or Veterans Pension	4,998	10.6	48	13.9
Unemployment Benefit	672	1.4	57	2.9
Sickness Benefit	522	1.1	62	2.2
Domestic Purposes Benefit	681	1.4	57	2.9
Invalids Benefit	480	1.0	58	2.4
Student Allowance	1,020	2.2	20	2.0
Other government benefits	1,401	3.0	39	3.0
No government benefit	43,434	92.5	4	87.3
Not specified	1,650	3.5		6.3
Total aged 15 and over	46,977	100.0		100.0

People reporting themselves in more than one category have been counted in each, so the sum of responses in the table may be greater than the number of people responding.

Labour Force and Employment Status of the Population aged 15 years and over

	East Coast Bays			New Zealand
	Number	%	Rank *	%
Full-time Employed	24,192	51.5	11	48.4
Part-time Employed	7,275	15.5	14	14.4
Unemployed	1,449	3.1	39	3.4
Total Labour Force	32,919	70.1	8	66.2
Not in Labour Force	13,404	28.5	50	30.4
Labour Force Status Not Specified	657	1.4		3.4
Total Aged 15 Years and over	46,980	100.0		100.0
Employed				
- Paid Employee	24,456	52.1	12	47.9
- Employer	2,067	4.4	36	4.5
- Self-Employed, Not Employing	4,122	8.8	18	7.5
- Unpaid Worker in Family Business	405	0.9	35	1.3
- Employment Status Not Specified	522	1.1	57	1.8
- Total Gainfully Employed	31,470	67.0	8	62.8

Occupations of the Gainfully Employed

	East Coast Bays			New Zealand
	Number	%	Rank *	%
Managers	5,811	18.5	23	17.1
Professionals	7,035	22.4	15	18.8
Technicians and Trades Workers	3,825	12.2	36	12.2
Community and Personal Service Workers	2,232	7.1	53	7.9
Clerical and Administrative Workers	4,728	15.0	6	12.1
Sales Workers	3,660	11.6	5	9.4
Machinery Operators and Drivers	1,215	3.9	55	5.8
Labourers	1,827	5.8	57	11.0
Not specified	1,140	3.6		5.7
Total	31,470	100.0		100.0

Business Locations by Industry at February 2006

	Business locations	People employed
Agriculture	15	3
Services to Agriculture; Hunting and Trapping	3	6
Forestry and Logging	7	30
Commercial Fishing	6	0
Food Beverage and Tobacco	20	140
Textile Clothing Footwear and Leather Mfg	38	110
Wood and Paper Product Manufacturing	33	140
Printing Publishing and Recorded Media	74	690
Petroleum Coal Chemical etc Manufacturing	28	600
Non-Metallic Mineral Product Manufacturing	15	110
Metal Product Manufacturing	71	500
Machinery and Equipment Manufacturing	100	520
Other Manufacturing	73	310
Electricity and Gas Supply	1	0
Water Supply Sewerage and Drainage Services	3	55
General Construction	374	570
Construction Trade Services	578	1,250
Basic Material Wholesaling	109	780
Machinery and Motor Vehicle Wholesaling	220	1,690
Personal and Household Good Wholesaling	353	1,590
Food Retailing	185	970
Personal and Household Good Retailing	382	1,620
Motor Vehicle Retailing and Services	208	960
Accommodation Cafes and Restaurants	130	960
Road Transport	99	470
Water Transport	2	0
Air and Space Transport	4	0
Other Transport	4	3
Services to Transport	61	140
Storage	8	9
Communication Services	71	240
Finance	121	190
Insurance	6	60
Services to Finance and Insurance	106	190
Property Services	1,154	350
Business Services	1,270	3,080
Government Administration	2	15
Education	107	1,600
Health Services	202	1,350
Community Services	46	660
Motion Picture Radio and Television Services	26	25
Libraries Museums and the Arts	32	50
Sport and Recreation	83	440
Personal Services	171	310
Other Services	55	290
Total All Industry	6,656	23,080

These data are for the approximate electorate, to the nearest area unit. Included: enterprises having annual GST sales of \$30,000+ or other indicator of economic significance. Prepared from Stats NZ Business Demographic data.

Industries of the Gainfully Employed

	East Coast Bays			New Zealand
	Number	%	Rank *	%
Agriculture, forestry and fishing	153	0.5	51	6.8
Mining	9	0.0	55	0.2
Manufacturing	2,991	9.5	46	11.0
Electricity, gas, water and waste services	87	0.3	60	0.5
Construction	2,445	7.8	24	7.5
Wholesale trade	2,697	8.6	3	5.0
Retail trade	3,447	11.0	14	9.9
Accommodation	1,344	4.3	53	5.6
Transport, postal and warehousing	1,083	3.4	46	4.1
Information media and telecommunications	909	2.9	10	1.9
Financial and insurance services	1,746	5.5	7	3.2
Rental, hiring and real estate services	969	3.1	15	2.7
Professional, scientific and technical services	3,567	11.3	10	7.8
Administrative and support services	1,290	4.1	13	3.3
Public administration and safety	1,107	3.5	26	4.1
Education and training	2,379	7.6	21	7.2
Health care and social assistance	2,214	7.0	45	8.1
Arts and recreation services	468	1.5	39	1.6
Other services	1,353	4.3	15	3.9
Not Elsewhere Included	1,203	3.8		5.6
Total	31,470	100.0		100.0

* Rank 1 (high) to 63 (low) among general electorates. Ranks are of % in each group. Some totals may differ due to rounding.

All tables prepared from Statistics New Zealand 2006 Census data, unless otherwise noted.

Glossary

Term	Meaning
Abbreviations	The party abbreviations for 2008 are: Aotearoa NZ Youth Party (ANYIPP), ACT New Zealand (ACT), Alliance (ALL), Aotearoa Legalise Cannabis Party (ALCP), Communist League (CL), Democrats for Social Credit (NZDSC), Direct Democracy Party (DDP), Family Party (FAM), Green Party (GP), Hapu Party (HP), Human Rights Party (HR), Independent (IND), Jim Anderton's Progressive (JAP), Kiwi Party (KIWI), Labour Party (LAB), Libertarianz (LIB), McGillicuddy Serious Party (McG), Māori Party (MAOR), National Party (NAT), New Zealand First Party (NZF), New Zealand Pacific Party (NZPP), New Zealand Representative Party (NZRP), No Commercial Airport at Whenuapai Airbase (NCAWAP), NZ Economic Euthenics (NZEE), RAM – Residents Action Movement (RAM), Restore All Things in Christ (RATC), The Bill and Ben Party (BB), The Republic of NZ Party (RONZP), United Future (UFNZ), Workers Party (WP).
-	The party abbreviations for 2005 are: 99 MP Party (99MP), ACT New Zealand (ACT), Alliance (ALL), Anti-Capitalist Alliance (ACA), Aotearoa Legalise Cannabis Party (ALCP), Christian Heritage NZ (CH), Communist League (CL), Democrats for Social Credit (DEM), Destiny New Zealand (DEST), Direct Democracy Party (DDP), Equal Values Party (EVP), Green Party (GRE), Human Rights (HR), Independent (IND), Jim Anderton's Progressive (JAP), Labour Party (LAB), Libertarianz (LIB), Māori Party (MP), National Party (NAT), New Zealand First Party (NZF), NZ Economic Euthenics (NZEE), NZ Family Rights Protection Party (NZFRP), NZ Republicans Party (NZREP), OneNZ Party (OneNZ), Rangitikei First (RF), Restore All Things in Christ (RATIC), The Republic of NZ Party (REP), United Future New Zealand (UF).
	The party abbreviations for 2002 are: ACT (ACT), Alliance (ALL), Anti-Capitalist Alliance (ACA), Aotearoa NZ Youth (ANZY), Aroha Ngia Tatou (ANT), Beneficiaries (BEN), Christian Heritage (CH), Communist League (CL), Green Party (GRE), Human Rights (HR), Independent (IND), Labour Party (LAB), Legalise Cannabis (LC), Libertarianz (LIB), MAI (MAI), Mana Maori (MM), Maori Party (MP), National Party (NAT), New Generation (NG), Nga Iwi Morehu (NIM), NMP (NMP), NZ Economic Euthenics (NZEE), NZ Equal Rights (NZER), NZ First (NZF), OneNZ Party (1NZ), Outdoor Rec. NZ (ORNZ), P.C.P Coalition (PCPC), Progressive Coalition (PC), Project Hope (PH), Quality of Life (QOL,) Reform's Tahī (RT), United Future (UF).
Area Units	Area Units are aggregations of meshblocks. They are non-administrative areas intermediate between meshblocks and territorial authorities. Area units of main or secondary urban areas generally coincide with suburbs or parts thereof. Area units within urban areas normally contain 3,000-5,000 population though this can vary due to such things as industrial areas, port areas, rural areas and so on within the urban area boundaries. In rural areas, the straddling of some territorial authorities over regional boundaries has resulted in a number of area units having only 2 or 3 meshblocks and a very low population count. (Statistics New Zealand).
Average	The sum of a list of numbers, divided by the total number of numbers in the list. Also called arithmetic mean.
Census usually resident population	Population as calculated on census night, the latest census figures being as at March 2006. The census usually resident population count is all people counted in New Zealand on census night excluding overseas visitors and New Zealand residents temporarily overseas.
Employment	Full-time employment is equal to people working 30 or more hours per week. Part-time employment is equal to people working 1-29 hours per week.
General electoral population	Total ordinarily resident population as shown in the census of population and dwellings, with the exception of the Māori electoral population.
Income	Includes income from all sources, including not only wages and salaries, but also other sources such as benefits, interest payments etc. Income figures given are for before tax (gross) income.
Index of Socioeconomic Deprivation	The Index of Deprivation (a number from 1 to 10) is high for an area with a high degree of socioeconomic "deprivation", and is low for an affluent or less needy area. In New Zealand as a whole, small areas are evenly divided among the ten deciles. The index is calculated from such factors as proportions of people dependent on benefits, unemployed, and living in a single-parent family, and proportions of households with income below a certain threshold, with no access to a telephone, and with no access to a car.

	For more information, see the NZDep2006 Index of Deprivation Research Report (http://www.wnmeds.ac.nz/academic/dph/research/socialindicators.html)
Māori electoral population	A figure representing both the persons registered as electors of the Māori electoral districts and a proportion of the persons of New Zealand Māori descent under the age of 18 years. The proportion is determined by dividing the total number of persons registered as electors of Māori electoral districts by the number of persons of New Zealand Māori descent registered.
Mean	The sum of a list of numbers, divided by the total number of numbers in the list. Also called arithmetic mean or average.
Median	Median is the "middle value" of a list. The smallest number such that at least half the numbers in the list are no greater than it. If the list has an odd number of entries, the median is the middle entry in the list after sorting the list into increasing order. If the list has an even number of entries, the median is equal to the sum of the two middle (after sorting) numbers divided by two.
Meshblock	The meshblock is the smallest geographic area used by Statistics New Zealand in the collection and/or processing of data. The meshblock is thus the building block for aggregation into larger areas such as area units and urban areas.
	Over time, the division of meshblocks and changes in population patterns have resulted in meshblock population counts having a considerable range. There are meshblocks with nil population and some with over 500 population. There are over 42,000 meshblocks across New Zealand. (Statistics New Zealand).
Quotas	The Electoral Act 1993 provides that the South Island has 16 General electoral districts. The General electoral population of the South Island is divided by 16 to give the South Island quota. The North Island General electoral population is then divided by the South Island quota to give the number of North Island General electoral districts. The North Island General electoral population is divided by the number of North Island General electorates to give the North Island quota. For the 2007 electorate boundaries, the South Island quota is 57,562 and the North Island quota is 57,243.
	In a similar way, the Māori electoral population is divided by the South Island quota and rounded to give the number of Māori electoral districts. The Māori electoral quota is the Māori electoral population divided by the number of Māori electoral districts. For the 2007 electorate boundaries, the Māori quota is 59,583. For both General and Māori electoral districts the Commission may allow the electoral population to vary from quota by up to plus or minus 5%.
Rounding	Census data have been randomly rounded to multiples of three to protect confidentiality. Individual figures may not add up to totals, and values for the same data may vary in different tables.
Suppression	Census data have been suppressed in areas containing less than six individuals. This affects data in the Household Composition, Labour Force and Employment Status, and Industries of the Gainfully Employed tables.
Total responses	Several census variables allow people to provide more than one response to the question. When a person has reported more than one response they will be counted in each group they reported. This means that the total population will be greater than the usual subject population for that variable, as individuals may be counted more than once.

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