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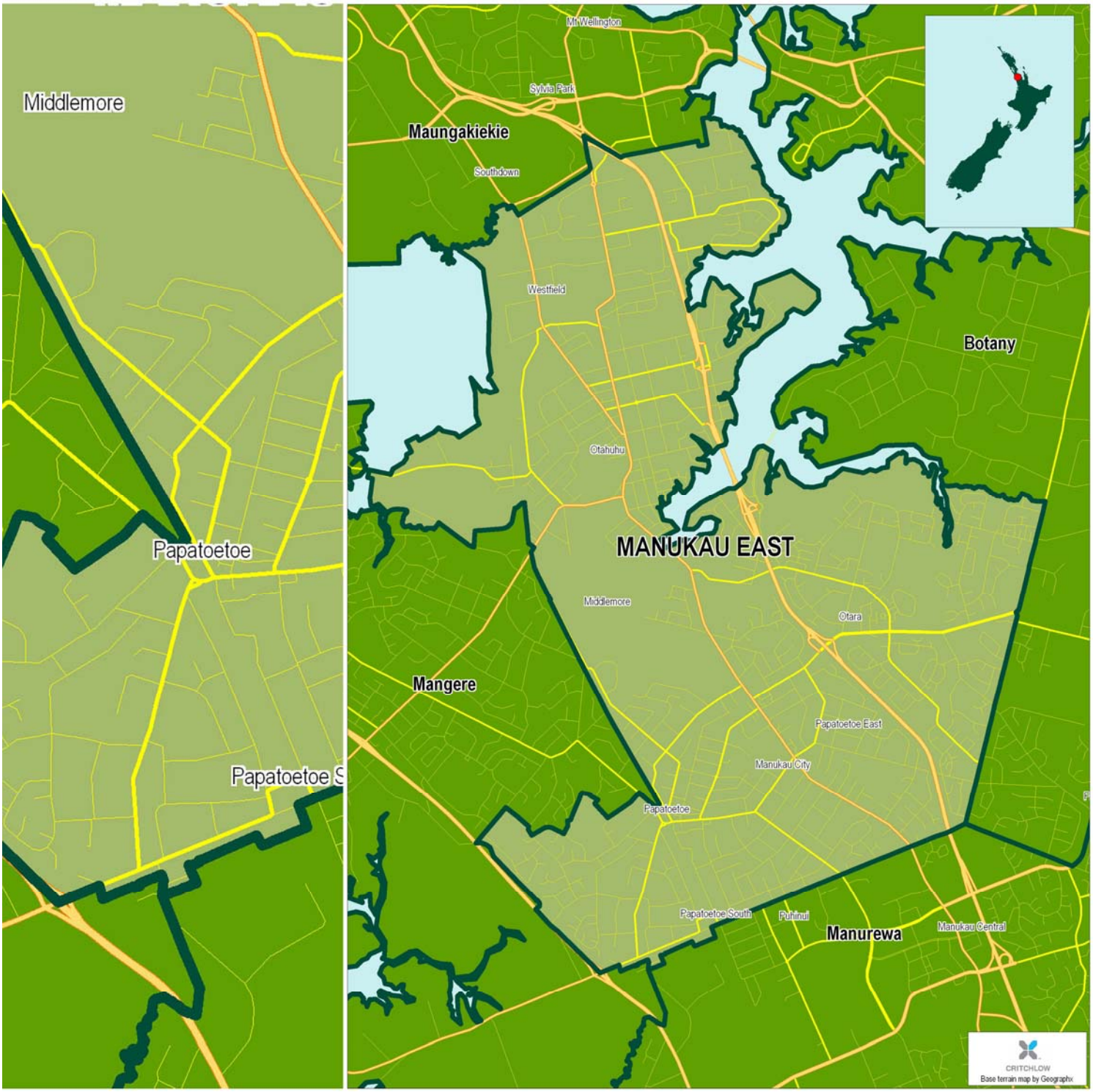
Manukau East

Electorate Profile



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Manukau East: Electoral Profile

General Notes

Substantial changes were made to the Manukau East electorate in 2007. The electorate's northern boundary has been extended past the Tāmaki River to almost as far as Sylvia Park Rd to now incorporate Middlemore, Otahuhu and Westfield. The electorate's eastern boundary has shifted west to East Tamaki Rd resulting in the loss of East Tāmaki and Botany Downs to the Botany electorate, but the retention of most of Otara. Papatoetoe West is also now included in the electorate.

Based on the new boundaries, Manukau East had the highest rate of unemployment in New Zealand in 2006 (5.6%), and the highest share of rental dwellings (46.8%) among general electorates. Of those aged 15 or over in 2006, the manufacturing industry employed the biggest share of the workforce (18.7%), followed by retail trade (8.9%), and transport, postal and warehousing (7.1%).

Election Results

The winning candidate in the 2011 election, Ross Robertson (Labour Party), captured a majority (77.1%) of the 25,156 valid electorate votes cast for candidates in the Manukau East electorate. The seat was also held in 2008 by Ross Robertson (Labour Party) with a margin of 12,445. The Labour Party captured a majority (66.7%) of the party votes in Manukau East, up 7.4 percentage points on its party vote share in 2008. Turnout (total votes cast as a proportion of enrolled electors) in 2011 was 67.8%.

2011 Election Results - Electorate

Candidate	Valid Votes	Share (%)
ROBERTSON, Ross (LAB)	19,399	77.11
BAKSHI, Kanwaljit Singh (NAT)	3,561	14.16
TAYLOR, Asenati (NZF)	999	3.97
MINTO, John (MANA)	461	1.83
NAEA, Frank John (CNSP)	425	1.69
MACFARLANE, Jonathan (ACT)	248	0.99
COGGAN, Felicity (CL)	63	0.25
Total Valid Votes	25,156	100.00
Total Votes Cast	26,527	105.45

Winning Candidate: ROBERTSON, Ross - majority 15838

For interpretation of abbreviations, see Glossary.

2011 Election Results - Party Vote

Party	Valid Votes	Share (%)
Labour Party	17,977	66.68
National Party	5,287	19.61
New Zealand First Party	1,703	6.32
Green Party	913	3.39
Conservative Party	393	1.46
Mana	253	0.94
ACT New Zealand	143	0.53
Māori Party	131	0.49
Aotearoa Legalise Cannabis Party	93	0.34
United Future	41	0.15
Libertarianz	10	0.04
Alliance	9	0.03
Democrats for Social Credit	7	0.03
Total Valid Votes	26,960	100.00
Total Votes Cast	27,484	101.94

2008 Election Results (Electorate)

Candidate	Valid Votes	Share (%)
ROBERTSON, Ross (LAB)	17,254	66.08
BAKSHI, Kanwaljit Singh (NAT)	4,809	18.42
LEAVASA, Tevaga Sione (NZPP)	1,406	5.39
MURPHY, Lyn (ACT)	693	2.65
PAPALI'I, Papali'i Poutoa (FAM)	648	2.48
WYND, Donna (GP)	628	2.41
BARNARD, Trevor (JAP)	333	1.28
STITT, Kevin (KIWI)	155	0.59
HEAD, Manogi Turua (UFNZ)	112	0.43
WHITMORE, Daphna (WP)	55	0.21
VERMUNT, Annalucia (CL)	16	0.06
Total Valid Votes	26,109	100.00
Total Votes Cast	26,568	101.76

Winning Candidate: ROBERTSON, Harold Valentine Ross - majority 12445

For interpretation of abbreviations, see Glossary.

2008 Election Results - Party Vote

Party	Valid Votes	Share (%)
Labour Party	16,137	59.33
National Party	6,579	24.19
New Zealand Pacific Party	1,219	4.48
New Zealand First Party	999	3.67
Green Party	487	1.79
ACT New Zealand	439	1.61
Jim Anderton's Progressive	374	1.38
Mäori Party	276	1.01
Family Party	238	0.88
United Future	126	0.46
Kiwi Party	102	0.38
Aotearoa Legalise Cannabis Party	94	0.35
The Bill and Ben Party	69	0.25
Workers Party	25	0.09
Alliance	9	0.03
RAM - Residents Action Movement	9	0.03
Democrats for Social Credit	7	0.03
Libertarianz	6	0.02
The Republic of New Zealand Party	4	0.01
Total Valid Votes	27,199	100.00
Total Votes Cast	27,486	101.06

2005 Election Results (Electorate)

Candidate	Valid Votes	Share (%)
ROBERTSON, Ross (LAB)	18,804	59.40
YEE, Ken (NAT)	8,914	28.16
LEWIS, Richard (DEST)	1,111	3.51
STEVENS, Hamish (ACT)	725	2.29
BENTLEY, Irene (GRE)	648	2.05
BARNARD, Trevor (JAP)	407	1.29
PARKASH, Ram (UF)	336	1.06
TAHERE, Mama Tere Strickland (MP)	303	0.96
PO-WIHONGI, Tapu Anne (NZFRP)	225	0.71
SUBRAMANIAN, Raj (IND)	76	0.24
OVENS, Jill (ALL)	64	0.20
PERESE, Seira (DDP)	42	0.13
Total Valid Votes	31,655	100.00
Total Votes Cast	32,210	101.75

Winning Candidate: ROBERTSON, Ross (LAB) - Majority: 9890

For interpretation of abbreviations, see Glossary.

2005 Election Results - Party Vote

Party	Valid Votes	Share (%)
Labour Party	18,100	54.87
National Party	10,219	30.98
New Zealand First Party	1,434	4.35
ACT New Zealand	629	1.91
Green Party	583	1.77
Jim Andertons Progressive	525	1.59
United Future New Zealand	486	1.47
Destiny New Zealand	472	1.43
Māori Party	204	0.62
NZ Family Rights Protection Party	145	0.44
Aotearoa Legalise Cannabis Party	62	0.19
Christian Heritage NZ	44	0.13
Alliance	32	0.10
Libertarianz	15	0.05
Direct Democracy Party	9	0.03
99 MP Party	8	0.02
OneNZ Party	8	0.02
The Republic of NZ Party	8	0.02
Democrats for Social Credit	6	0.02
Total Valid Votes	32,989	100.00
Total Votes Cast	33,193	100.62

Voter Enrolment and Turnout 2008, 2011

	Manukau East	NZ	Manukau East	NZ
	2008		2011	
Voting Age Population (VAP)*	48,300	3,138,000	51,700	3,275,500
Electors on General Roll (EGR)	39,631	2,761,093	41,901	2,837,747
Electors on Māori Roll	5,261	229,666	5,144	233,100
Total Enrolled**	44,892	2,990,759	47,045	3,070,847
Total Votes Cast by EGR (TVC)	28,355	2,233,146	28,418	2,143,255
% VAP Enrolled	93	95	91	94
Turnout (TVC as % EGR)	72	81	68	76

* Estimated population statistics as at: June 2008; June 2011; ** Enrolment statistics as at: November 2008; November 2011.

Manukau East: People

Population Summary

	Numbers and Percent Change
Usually Resident Population 2006 Census	66,885
Usually Resident Population 2001 Census	61,371
Increase 2001-06	5,514
Percent Increase 2001-06	9
Percent Increase 2001-06, New Zealand	8

Age Groups of the Usually Resident Population

	Manukau East			New Zealand
	Number	%	Rank *	%
Age 0-4 Years	6,417	9.6	3	6.8
Age 5-14 Years	12,120	18.1	3	14.7
Age 15-19 Years	5,694	8.5	10	7.5
Age 20-29 Years	9,954	14.9	16	12.7
Age 30-49 Years	18,858	28.2	45	29.4
Age 50-64 Years	8,304	12.4	61	16.5
Age 65 Years and Over	5,538	8.3	56	12.3
Total	66,885	100.0		100.0
Median Age (Years)	29		59	
Total 18 Years and Over	44,784	67.0		73.8
Total Males	32,535	48.6		48.8
Total Females	34,347	51.4		51.2

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

Ethnic Groups of the Usually Resident Population

	Manukau East			New Zealand
	Number	%	Rank *	%
European	15,573	25.1	62	67.6
Māori	10,599	17.1	20	14.6
Pacific Peoples	27,462	44.2	2	6.9
Asian	14,220	22.9	6	9.2
Middle Eastern/Latin American/African	735	1.2	21	0.9
Other (incl New Zealander)	1,983	3.2	62	11.2
Total Specified	62,130	100.0		100.0
Not Elsewhere Indicated	4,752	7.6		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

	Manukau East			New Zealand
	Number	%	Rank *	%
New Zealand	34,719	51.9	61	73.5
Overseas	26,949	40.3	5	21.8
Not Specified	5,217	7.8		4.7
Total	66,885	100.0		100.0

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

	Manukau East			New Zealand
	Number	%	Rank *	%
UK and Ireland				
under 5 Yrs	102	0.4	62	5.8
5 - 9 Yrs	54	0.2	62	2.2
10 - 19 Yrs	78	0.3	62	3.0
20 Yrs and over	945	3.5	62	16.8
Total UK and Ireland	1,215	4.5	62	28.6
Pacific Islands				
under 5 Yrs	4,488	16.7	1	3.3
5 - 9 Yrs	3,360	12.5	2	2.5
10 - 19 Yrs	3,810	14.1	2	3.5
20 Yrs and over	3,885	14.4	3	4.8
Total Pacific Islands	17,310	64.2	2	15.4
North East Asia (1)				
under 5 Yrs	795	3.0	39	7.3
5 - 9 Yrs	372	1.4	36	3.6
10 - 19 Yrs	276	1.0	43	3.3
20 Yrs and over	51	0.2	59	0.6
Total North-East Asia;	1,557	5.8	40	15.4
Overseas Born				
under 5 Yrs	8,574	31.8	21	30.9
5 - 9 Yrs	5,106	18.9	11	16.2
10 - 19 Yrs	5,424	20.1	8	17.0
20 Yrs and over	5,658	21.0	58	31.5
Total Overseas Born	26,949	100.0		100.0

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

Languages Spoken

	Manukau East			New Zealand
	Number	%	Rank *	%
English	53,673	80.3	62	91.2
Māori	2,967	4.4	22	3.9
NZ Sign	387	0.6	34	0.6
Samoan	10,116	15.1	2	2.1
Other	18,162	27.2	5	12.6
None	1,698	2.5	3	1.9
Total People	66,882	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

	Manukau East			New Zealand
	Number	%	Rank *	%
No Qualification	13,827	28.6	12	22.4
Level 1 Certificate Gained at School	5,091	10.5	46	12.2
Level 2 Certificate Gained at School	3,078	6.4	63	8.3
Level 3 or 4 Certificate Gained at School	2,061	4.3	36	5.4
Overseas Secondary School Qualification	4,803	9.9	5	5.5
Level 1, 2 or 3 Certificate Gained Post-school	1,956	4.0	34	4.1
Level 4 Certificate Gained Post-school	2,802	5.8	59	9.1
Level 5 Diploma	1,164	2.4	62	3.5
Level 6 Diploma	1,401	2.9	61	5.0
Bachelor Degree and Level 7 Qualifications	2,547	5.3	57	10.0
Post-Graduate and Honours Degree	285	0.6	62	1.8
Masters Degree	477	1.0	41	1.9
Doctorate Degree	57	0.1	60	0.5
Not Specified	8,799	18.2	2	10.4
Total	48,348	100.0		100.0

Ethnic Group of School Pupils

	Manukau East			New Zealand
	Number	%	Rank *	%
European	1,622	9.7	62	57.4
Māori	2,862	17.1	33	21.6
Pacific Peoples	8,944	53.6	2	9.3
Asian	2,974	17.8	8	8.3
Other	246	1.5	35	2.1
Overseas	47	0.3	58	1.4
Total Roll	16,695	100.0		100.0

Prepared from Ministry of Education data.

Iwi Affiliations

Iwi	Number
Ngāpuhi	4,155
Ngāti Porou	933
Waikato	801
Te Rarawa	618
Ngāti Maniapoto	591
Tūhoe	555
Ngāti Whātua	468
Te Arawa	432
Ngāti Tūwharetoa	429
Te Aupōuri	414
Tainui	396
Ngāti Kahu	339
Hapū Affiliated to More Than One Iwi	303
Ngāti Awa	237
Ngāti Kurï	231
Ngaiterangi	192
Whakatōhea	189
Ngāti Kahungunu ki Te Wairoa	186
Ngāi Tahu / Kāi Tahu	171
Te Whānau-a-Apanui	159
Ngāti Kahungunu region unspecified	147
Te Atiawa (Taranaki)	135
Ngāti Paoa	114
Te Ati Haunui-a-Pāpārangi	99
Ngāti Ruanui	96
Te Tai Tokerau / Tāmaki-Makaurau (NInd/Au)	90
Ngāti Kahungunu ki Heretaunga	90
Ngāti Raukawa (Waikato)	84
Ngāti Pikiao (Te Arawa)	84
Ngāti Haua (Waikato)	81

These are the top 30 Iwi for the Manukau East 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

	Manukau East			New Zealand
	Number	%	Rank *	%
Buddhist	1,773	3.0	6	1.4
Christian	35,508	60.1	5	54.2
- Anglican	3,510	5.9	62	14.8
- Baptist	558	0.9	56	1.5
- Brethren	156	0.3	48	0.5
- Catholic	9,000	15.2	12	13.6
- Christian (not further defined)	3,306	5.6	16	5.0
- Congregational/Reformed	1,446	2.4	2	0.4
- Jehovahs Witnesses	363	0.6	15	0.5
- Latter Day Saints	2,577	4.4	3	1.2
- Methodist	5,061	8.6	2	3.3
- Pentecostal	2,589	4.4	2	2.1
- Presbyterian	5,640	9.5	30	10.3
- Salvation Army	117	0.2	43	0.3
- Seventh Day Adventist	1,146	1.9	2	0.4
Hindu	4,935	8.4	2	1.7
Islam/Muslim	2,163	3.7	2	1.0
Judaism/Jewish	30	0.1	62	0.2
Māori Christian	1,464	2.5	14	1.8
- Ratana	1,299	2.2	13	1.4
- Ringatū	168	0.3	21	0.4
Spiritualism and New Age Religions	129	0.2	63	0.5
Other Religions	1,833	3.1	1	0.7
Residual Categories	11,025	18.7	5	14.3
No Religion	9,612	16.3	62	34.6
Total Specified	59,076	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.

Manukau East: Households

Family Type of Families in Private Dwellings

	Manukau East			New Zealand
	Number	%	Rank *	%
Couple Only	3,705	23.6	62	39.9
Two Parent Family	7,560	48.1	8	42.0
One Parent Family	4,458	28.3	3	18.1
Total	15,726	100.0		100.0

Family Income

	Manukau East			New Zealand
	Number	%	Rank *	%
Nil or Loss	249	1.6	2	0.7
$1-$5,000	360	2.3	2	1.0
$5,001-$10,000	297	1.9	2	1.0
$10,001-$15,000	480	3.1	2	1.8
$15,001-$20,000	810	5.2	1	3.7
$20,001-$25,000	1,125	7.2	34	7.7
$25,001-$30,000	579	3.7	23	3.3
$30,001-$35,000	744	4.7	29	4.5
$35,001-$40,000	741	4.7	27	4.4
$40,001-$50,000	1,155	7.3	38	7.8
$50,001-$70,000	2,103	13.4	54	15.9
$70,001-$100,000	1,887	12.0	62	15.8
$100,001+	1,239	7.9	62	18.5
Not Specified	3,954	25.1		13.9
Total	15,726	100.0		100.0
Median ($)	44,300		54	

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

Social Marital Status

	Manukau East			New Zealand
	Number	%	Rank *	%
Married	17,643	36.5	56	43.7
Other Partnership	5,805	12.0	54	13.5
Total Partnership	23,448	48.5	58	57.3
Non-Partnered	19,239	39.8	13	36.2
Not Stated	5,661	11.7		6.6
Total	48,348	100.0		100.0

Household Composition of Private Dwellings

	Manukau East			New Zealand
	Number	%	Rank *	%
One Family	11,754	64.0	55	67.8
Two Families	1,698	9.2	2	2.5
Three or More Families	186	1.0	3	0.2
Non-Family Household	813	4.4	22	5.0
One Person Household	3,201	17.4	53	22.6
Not Available	705	3.8		1.9
Total Households	18,357	100.0		100.0

Access to Telecommunications

	Manukau East			New Zealand
	Number	%	Rank *	%
No Access	816	4.4	2	2.0
Cellphone	11,037	60.1	63	71.1
Telephone	14,310	78.0	60	87.8
Fax	2,487	13.5	62	24.9
Internet	6,714	36.6	62	58.0
Total Households	18,357	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

	Manukau East			New Zealand
	Number	%	Rank *	%
Owned	7,653	41.7	62	62.7
- mortgage	4,674	25.5	61	32.9
- no mortgage	2,646	14.4	61	27.1
- mortgage not specified	339	1.8	58	2.7
Not owned	8,586	46.8	1	31.1
- paying rent	7,713	42.0	4	26.7
- no rent	744	4.1	22	3.9
- rent not specified	132	0.7	2	0.4
Tenure not specified	2,115	11.5		6.2
Total households	18,357	100.0		100.0

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

	Manukau East				New Zealand	
Decile	Number of Schools	%	Number of Pupils	%	% of Schools	% of Pupils
One	19	65.5	8,500	50.9	10.4	7.4
Two	3	10.3	2,231	13.4	9.7	7.5
Three	4	13.8	2,544	15.2	9.6	7.9
Four	2	6.9	2,475	14.8	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	0	0.0	0	0.0	9.9	10.7
Eight	0	0.0	0	0.0	9.1	9.3
Nine	0	0.0	0	0.0	9.8	10.4
Ten	1	3.4	945	5.7	10.0	14.6
Not allocated	0	0.0	0	0.0	2.3	3.0
Total	29	100.0	16,695	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)
Middlemore	6
Papatoetoe Central	8
Dingwall	8
Puhinui	8
Mt Wellington South	9
Otahuhu East	9
Papatoetoe West	9
Papatoetoe North	9
Papatoetoe East	9
Kohuora	9
Manukau Central	9
Otahuhu North	10
Fairburn	10
Otahuhu West	10
Grange	10
Otara West	10
Otara North	10
Otara East	10
Otara South	10
Ferguson	10
Mangere Station	10

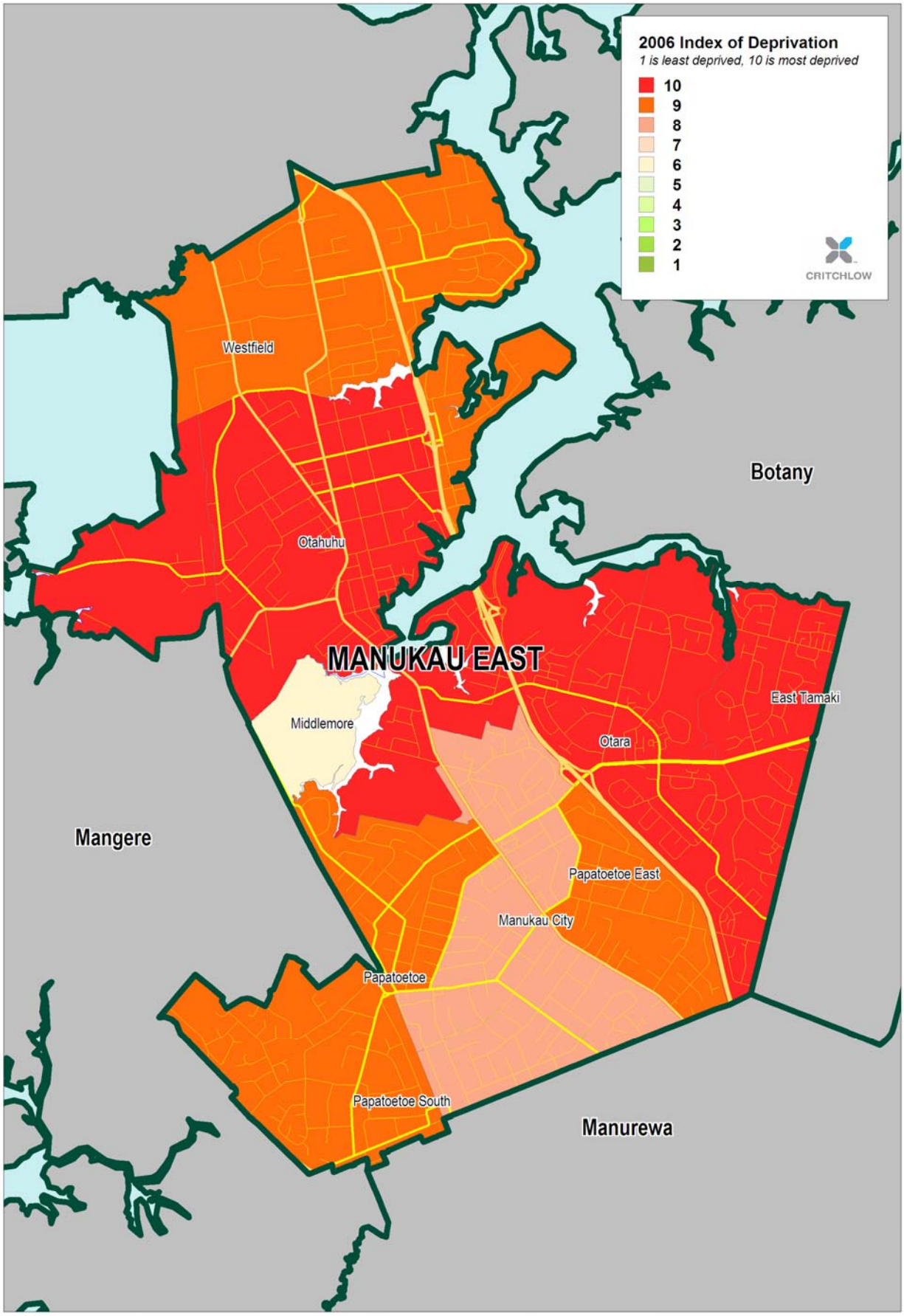
(1) The higher the Index of Deprivation (1 - 10), the more socioeconomically deprived an area is considered (see Glossary). Area Units do not correspond directly to Electorates, therefore only Area Units that are primarily within each Electorate are included.

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



Manukau East: Work

Personal Income of the Population aged 15 years and over

	Manukau East			New Zealand
	Number	%	Rank *	%
Nil or Loss	4,020	8.3	3	5.1
$1-$5,000	3,348	6.9	21	7.0
$5,001-$10,000	3,918	8.1	9	7.2
$10,001-$15,000	4,623	9.6	43	11.3
$15,001-$20,000	3,348	6.9	48	8.2
$20,001-$25,000	3,141	6.5	39	7.0
$25,001-$30,000	3,393	7.0	37	6.8
$30,001-$35,000	3,081	6.4	31	6.4
$35,001-$40,000	3,120	6.5	35	6.4
$40,001-$50,000	3,291	6.8	59	8.3
$50,001-$70,000	2,373	4.9	62	8.9
$70,001-$100,000	663	1.4	62	4.0
$100,001+	234	0.5	63	3.3
Not Specified	9,792	20.3		10.2
Total	48,348	100.0		100.0
Median ($)	20,000		54	

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

Income Support Received by those aged 15 years and over

	Manukau East			New Zealand
	Number	%	Rank *	%
NZ Superannuation or Veterans Pension	4,050	8.4	55	13.9
Unemployment Benefit	2,403	5.0	4	2.9
Sickness Benefit	2,055	4.3	1	2.2
Domestic Purposes Benefit	2,253	4.7	5	2.9
Invalids Benefit	1,293	2.7	24	2.4
Student Allowance	1,125	2.3	18	2.0
Other government benefits	1,653	3.4	11	3.0
No government benefit	39,198	81.1	60	87.3
Not specified	6,360	13.2		6.3
Total aged 15 and over	48,348	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

	Manukau East			New Zealand
	Number	%	Rank *	%
Full-time Employed	20,676	42.8	58	48.4
Part-time Employed	4,752	9.8	62	14.4
Unemployed	2,709	5.6	1	3.4
Total Labour Force	28,137	58.2	61	66.2
Not in Labour Force	17,154	35.5	5	30.4
Labour Force Status Not Specified	3,057	6.3		3.4
Total Aged 15 Years and over	48,348	100.0		100.0
Employed				
- Paid Employee	21,081	43.6	53	47.9
- Employer	627	1.3	62	4.5
- Self-Employed, Not Employing	1,686	3.5	62	7.5
- Unpaid Worker in Family Business	402	0.8	38	1.3
- Employment Status Not Specified	1,806	3.7	1	1.8
- Total Gainfully Employed	25,428	52.6	62	62.8

Occupations of the Gainfully Employed

	Manukau East			New Zealand
	Number	%	Rank *	%
Managers	2,127	8.4	62	17.1
Professionals	2,895	11.4	61	18.8
Technicians and Trades Workers	3,411	13.4	20	12.2
Community and Personal Service Workers	1,824	7.2	50	7.9
Clerical and Administrative Workers	3,096	12.2	32	12.1
Sales Workers	2,343	9.2	38	9.4
Machinery Operators and Drivers	3,270	12.9	2	5.8
Labourers	3,579	14.1	17	11.0
Not specified	2,889	11.4		5.7
Total	25,428	100.0		100.0

Business Locations by Industry at February 2006

	Business locations	People employed
Agriculture	14	85
Services to Agriculture; Hunting and Trapping	14	40
Forestry and Logging	5	0
Commercial Fishing	3	0
Other Mining	1	0
Food Beverage and Tobacco	37	2,030
Textile Clothing Footwear and Leather Mfg	44	460
Wood and Paper Product Manufacturing	17	300
Printing Publishing and Recorded Media	18	150
Petroleum Coal Chemical etc Manufacturing	38	960
Non-Metallic Mineral Product Manufacturing	14	140
Metal Product Manufacturing	67	1,360
Machinery and Equipment Manufacturing	82	980
Other Manufacturing	37	700
Electricity and Gas Supply	1	30
Water Supply Sewerage and Drainage Services	2	0
General Construction	127	1,190
Construction Trade Services	296	1,110
Basic Material Wholesaling	83	850
Machinery and Motor Vehicle Wholesaling	187	1,920
Personal and Household Good Wholesaling	207	2,090
Food Retailing	255	680
Personal and Household Good Retailing	258	870
Motor Vehicle Retailing and Services	266	890
Accommodation Cafes and Restaurants	118	780
Road Transport	191	590
Rail Transport	2	95
Water Transport	3	6
Other Transport	6	6
Services to Transport	32	200
Storage	24	650
Communication Services	85	260
Finance	118	290
Insurance	10	9
Services to Finance and Insurance	31	75
Property Services	542	380
Business Services	403	2,890
Government Administration	13	410
Education	109	2,860
Health Services	125	4,780
Community Services	60	740
Motion Picture Radio and Television Services	9	25
Libraries Museums and the Arts	24	150
Sport and Recreation	41	180
Personal Services	107	200
Other Services	95	920
Total All Industry	4,221	33,320

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

	Manukau East			New Zealand
	Number	%	Rank *	%
Agriculture, forestry and fishing	222	0.9	45	6.8
Mining	15	0.1	45	0.2
Manufacturing	4,746	18.7	1	11.0
Electricity, gas, water and waste services	108	0.4	36	0.5
Construction	1,671	6.6	48	7.5
Wholesale trade	1,755	6.9	15	5.0
Retail trade	2,274	8.9	48	9.9
Accommodation	1,257	4.9	32	5.6
Transport, postal and warehousing	1,800	7.1	3	4.1
Information media and telecommunications	375	1.5	33	1.9
Financial and insurance services	699	2.7	36	3.2
Rental, hiring and real estate services	513	2.0	60	2.7
Professional, scientific and technical services	1,071	4.2	55	7.8
Administrative and support services	1,062	4.2	10	3.3
Public administration and safety	630	2.5	49	4.1
Education and training	1,458	5.7	57	7.2
Health care and social assistance	1,725	6.8	49	8.1
Arts and recreation services	273	1.1	60	1.6
Other services	849	3.3	55	3.9
Not Elsewhere Included	2,922	11.5		5.6
Total	25,428	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 Tahi (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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