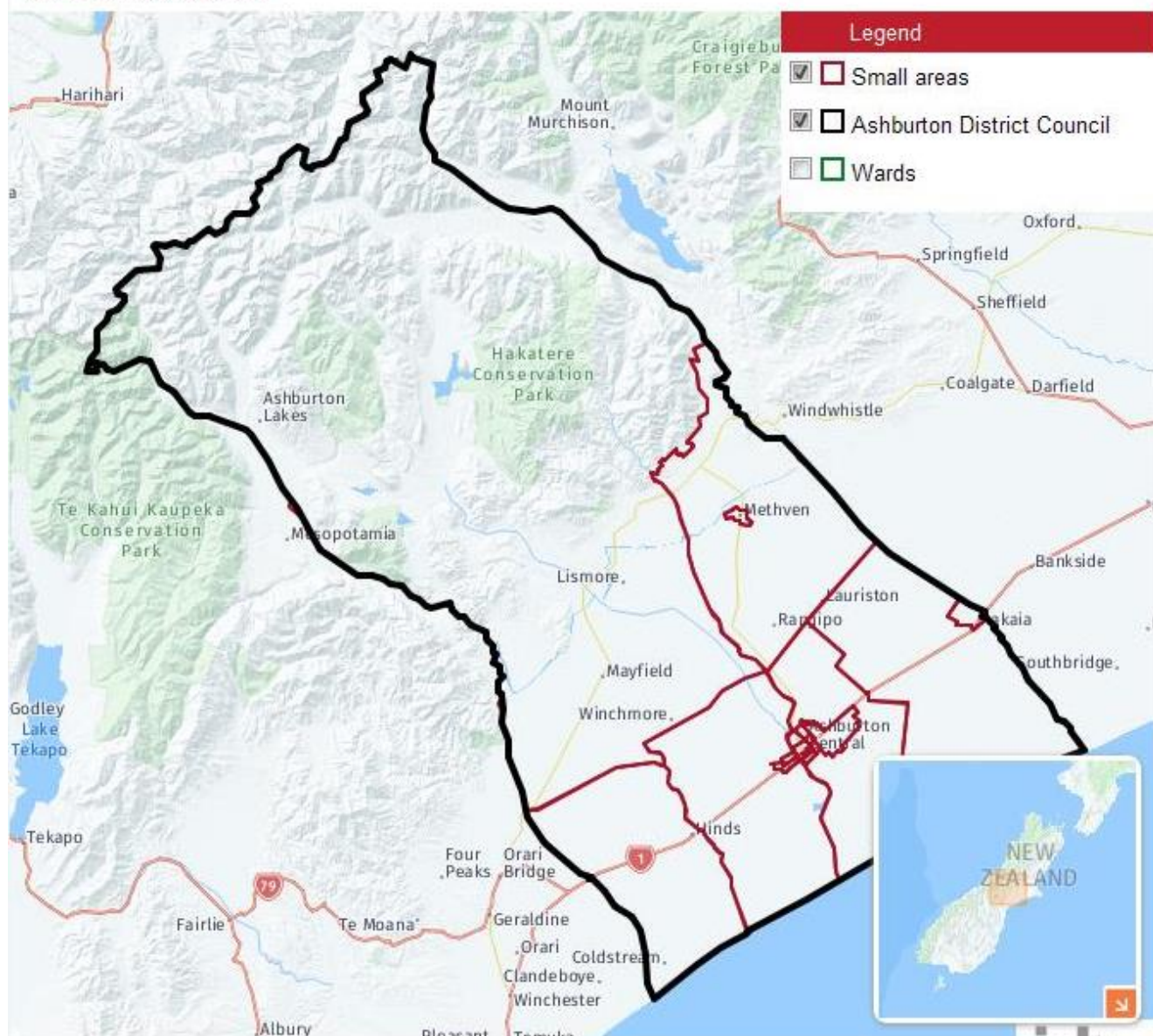


Ashburton District

COMMUNITY PROFILE

Profile areas

Ashburton District Council



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Population

The Ashburton District covers a geographic area of 6,190 square kilometres, with a 2018 Census Usually Resident population of 33,423 people. Ashburton is a growing district, as seen from the population growth of 2,382 people since 2013. The Ashburton District Council is the 35th largest council in New Zealand, out of 68 territorial councils. The area with highest number of people is Hampstead with 2,922 people, compared to the area with the least amount of people being Ashburton Central and West with 1,098 people¹.

Projections

The population of the Ashburton District is projected to grow, with the population expected to reach 43,449 by 2048. The number of dwellings in the Ashburton District is also forecasted to grow from, 13,690 in 2013 to 18,632 in 2048².

Age

The median age of people living in the Ashburton District is 39.1 years, 1.7 years older than the median age for New Zealand at 37.4 years. The highest age group that makes up the district's population are those aged 35 to 49 (parents and homebuilders) making up 18.6% of the district. However, we have seen a 1.7% increase since 2013 in the young workforce with those age 25 to 34 making up 13.7% of the district. Ashburton has a higher proportion of older residents compared to the rest of the country, with 10.2% of the population aged 70 to 84, compared to the New Zealand average of 8.5%³.

The area with the highest median age is Ashburton Central and West with 56 years. This could be a reflection of the provision of healthcare services for the elderly in this location, such as retirement villages and homes. Ashburton Lakes and Forks, Ashburton North, and Allenton North followed with median ages between 48 and 65 years. Ealing-Lowcliffe has the lowest median age in the district of 30 years, followed by Chertsey and Cairnbrae with 35 years⁴.

Overall population structure is split relatively evenly with 49.1% female and 50.9% male. The age group that has the largest observable gender split is the population aged 85 years and older. Only 1.8% of Ashburton District males are 85 years and over, compared to 3% of females, a possible reflection of the differences of life expectancies of men and women⁵.

Ethnicity

The Ashburton District is predominately made up of those who identify as the European ethnic group, making up 83.8% of the population, much higher than the national average of 70.2%. In saying that, the ethnic structure of Ashburton has changed over the last few years as a result of the growing diverse ethnic groups. Māori ethnic group now makes up 8.2% of the population, up from 7.1% in 2013. Asian has seen the highest growth rate making up 7.4% of the population, up from

¹ Appendix 1.2

² Appendix 1.3

³ Appendix 2.1

⁴ Appendix 2.2

⁵ Appendix 2.3

3.8% in 2013. There has also been an increase in Pacific Peoples, who now make up 5.1%, compared to 3.3% in 2013. There has been a slight increase in those who identify as Middle Eastern, Latin American, or African now making up 1.3% of the district, compared to 0.9% in 2013⁶.

Overall, 86.2% of the district only spoke English, compared to 75.4% in the rest of the country. The change in ethnic communities resulted in a change in the languages spoken in the district. Those who speak Tagalog (Filipino) now make up the second highest spoken language (1.9%) in the district, this could be a result of the increase in Filipino migrant workers to the district. Only 1.4% of the district are Te reo Māori speakers, much lower than the New Zealand average of 4%. The increase in Pacific Peoples has also seen an increase in those who speak Samoan (1.3%) and Tongan (0.5%)⁷.

New Residents to the district

Almost half (46.7%) of the district's total residents have moved between 2013 and 2018. 27.4% moved within the District, 13% from another part of New Zealand, and 6.3% moved from another country. Residents who did not move between 2013 and 2018 made up 36.1%⁸.

The Ashburton District saw 99 people move from the Auckland region, followed by Grey District with 33, and Buller and Waimate District at 30. In terms of those leaving the district, Ashburton lost 357 people to Christchurch, followed by Selwyn District with -96, and Tasman District at -78⁹.

Qualifications

The Ashburton District has 3,477 people who have a tertiary qualification, making up 71% of the population (aged 15 and over), compared to the national average of 76.5%. Those with no qualification make up 23.5%, much higher than the national average of only 17%. People who have obtained a Bachelor degree make up 8.9% of the population, almost half of the national average of 13.7%¹⁰.

The population living in Tinwald South, Ashburton East, and Hampstead are the highest proportion of the district with no formal qualification. Methvan, Cairnbrae and Ealing-Lowcliffe have the highest proportion of people with a Bachelor degree¹¹. The field of qualification obtained by the highest number of people was a management and commerce qualification, followed by engineering and related technologies, health and education¹².

Socio-Economic Deprivation Index

The Ministry of Health developed the Social-economic Deprivation Index using Census data relating to income, home ownership, employment, qualifications, family structure, housing, access to transport and communications. Built from mesh block data, the scores are aggregated to the

⁶ Appendix 2.4

⁷ Appendix 2.5

⁸ Appendix 2.6

⁹ Appendix 2.7

¹⁰ Appendix 6.1

¹¹ Appendix 6.2

¹² Appendix 6.3

statistical area level and use a 1 – 10 scale. A score of 1 represents 10% of areas with the least deprivation in New Zealand (wealthiest) and a score of 10 represents the most deprived 10% of areas in New Zealand.

Using the Statistical Area 2 (SA2) deprivation scores, Ashburton District has an average deprivation score of 5.5, indicating moderate deprivation. The deprivation scores ranged from 1 (Ashburton north) to 8 (Ashburton Central, Hampstead, Ashburton East), showing the disparity of deprivation through throughout the district. Allenton North, Cairnbrae, Eiffleton have low deprivation with scores of 2, and Tinwald South, Allenton South, and Ashburton West all have relatively high deprivation with a score of 6¹³.

Families and Households

Families

The largest percentage of families in the Ashburton District are couples without children (48.4%), followed by couples with children (41.7%). One parent families with children make up 7.2%¹⁴.

Ashburton has a relatively high marriage rate (not separated) with 54.7%, compared to the rest of New Zealand at 48.6%. The district's family-focussed community is reflected through the number of families with children, with only 23.9% of people in the Ashburton District who have no children, compared to the national average of 30.8%¹⁵.

Households

The majority of the district's population live in separate houses, with 89.1%, higher than the national average of 84.1%. This type of living is more likely to attract families or prospective families¹⁶.

The number of people who own vehicles in Ashburton can reflect the minimal public transport on offer in the district. Those with no motor vehicle make up just 3.7% of households, almost half of the national average of 6.1%. The majority of households own 2 motor vehicles as they make up 38.9% of households¹⁷.

Housing

Home Ownership

The dwelling occupancy structure of the Ashburton District is relatively similar to the national numbers. Of the private dwellings in the district, 88.9% are occupied, compared to 89.2% nationally, and 10.6% are unoccupied, compared to 10.3% nationally. The area with the highest number of unoccupied private dwellings in the district is the Ashburton Lakes and Forks with 318 unoccupied dwellings, possibly due to holiday homes in the area¹⁸.

The kiwi lifestyle trend of home ownership is prevalent in Ashburton with 59% of houses owned or

¹³ Social economic Deprivation Index, University of Otago, 2018

¹⁴ Appendix 3.3

¹⁵ Appendix 3.4

¹⁶ Appendix 3.1

¹⁷ Appendix 3.5

¹⁸ Appendix 4.1

partly owned, compared to the national average of 58.4%. This could be a result of the Ashburton District's affordable housing prices. The average current house value for the Ashburton District was \$374,869, compared to the national average of New Zealand with \$724,155¹⁹. The area with the highest percentage of private dwelling ownership was Ashburton North at 83.2%, in contrast the lowest percentage of home ownership was found in Ealing-Lowcliffe with only 32.6%²⁰.

Rental Accommodation

The areas with the lowest home ownership, and subsequently highest number of properties rented are Ealing-Lowcliffe and Ashburton Lakes and Forks. This could be a reflection of the on-farm rental accommodation for rural employees²¹.

The median weekly rent in Ashburton is considerably less than the national average of \$350, at just \$240. Ealing-Lowcliffe had the lowest median household rent at \$140, while Ashburton Central and West had the highest at \$590²².

Economy

The Canterbury Plains has provided Ashburton with the ideal topography for dairy and crop farming, hence why agriculture, forestry and fishing make up 26% of the District's workforce. This is followed by manufacturing making up 12.1% of the workforce and construction at 9.1%.

Employment and Labour Force Status

Ashburton is notable for its low unemployment rate. As shown in the June 2020 statistics, the unemployment rate in Ashburton was 2.7%, compared to the national unemployment rate of 4.1%. Although unemployment is still comparably low, it has risen by 0.01% since 2019²³.

The majority of the population of the Ashburton District is in the labour force. The area with the highest proportion of the population participating in the labour force is Ashburton Lakes and Forks with 83.58%. The area with the highest proportion of the population not participating in the labour force is Ashburton Central and West with 52.5%, which can be expected due to the high proportion of retired people living in the area²⁴.

Household Income

The median household income for the Ashburton District is \$72,100, which is \$3,600 less than the New Zealand median. Household earnings of high income (more than \$70,000 per annum) make up 48% of the district, while those with low incomes (less than \$30,000 per annum) make up 16.1%. Ashburton Lakes and Forks have the highest median household income of \$143,000, while Ashburton East has the median lowest household income of \$44,500²⁵.

Personal Income

The personal median income in the district is \$35,900, higher than the national median of \$31,800.

¹⁹ Ashburton District Quarterly Economic Monitor – June 2020, Infometrics

²⁰ Appendix 4.2

²¹ Appendix 4.1

²² Appendix 4.3

²³ Appendix 7.1

²⁴ Appendix 7.2

²⁵ Appendix 5.1

Overall, 18.4% of the individual's income was high (more than \$70,000 per annum), higher than the New Zealand average of 14.4%. Comparably, those who have a low individual income (less than \$15,000 per annum) make up 18.9% of the population, less than the national average of 24.6%. Ashburton Lakes and Forks had the highest median individual income of \$74,800, while Ashburton East had the lowest median individual income of \$25,700²⁶.

Essential Services

The Ashburton District has a wide selection of educational facilities available to the community. Education can be provided through the Ara Institute of Canterbury Ashburton Campus (tertiary), two secondary schools (Mount Hutt College, Ashburton College), 19 primary schools, and one composite schools (primary and secondary).

Ashburton has one hospital equipped to provide secondary level hospital care, and works closely with Christchurch tertiary services. There are eight medical centres within the district, with 27 General Practitioners (1 GP: 1238 people; NZ average 1 GP: 1650²⁷). There are 9 retirement villages/aged care facilities in the Ashburton District.

Ashburton is equipped with emergency services located throughout the district. There are three police stations located in Rakaia, Methven, and Ashburton. There are 11 volunteer rural and urban fire services located throughout the district. While Work and Income is the only Central Government support agency with a permanent office in the District, Ashburton Community House offers a special range of support services to the community.

Recreational & Community Facilities

Within the district, there are over 444 hectares of parks and open spaces, 119 hectares of sports fields, 28 neighbourhood playgrounds, and 16 cemeteries²⁸. There are various facilities throughout the district that provide for different cultural and sporting needs such as the Ashburton Trust Event Centre, Ashburton Art Gallery and Heritage Centre, EA Networks centre and more.

Community Voices

The 'voices of the community' are represented via 11 formal citizens associations, one community board and the District Council with a Mayor and 12 Elected Members. The district is represented in Parliament through two Members of Parliament; the Hon. Jo Luxton for Rangitata Electorate and Hon. Nicola Grigg for Selwyn Electorate, which incorporates Rakaia in its boundaries.

Ashburton District's tangata whenua belong to Ngāi Tahu who occupy all but the most northern part of the South Island. Te Rūnanga o Arowhenua – which is based at Arowhenua Marae outside Temuka – have mana whenua (customary rights/authority) in the district. The Hukatere Marae has delegated responsibility from Arowhenua for the social wellbeing of urban Māori within the district. Service organisations continue to make a significant contribution to the quality of life in the district and are well-represented through Lions Clubs, Rotary, Round Table, Masonic Lodges, Probus, Young Farmers and the Women's Institute.

²⁶ Appendix 5.2

²⁷ Wells S. Our Picture of Health, needs assessment of the ProCare network enrolled population. ProCare Networks Ltd, Auckland 2018.

²⁸ Annual Report 2019-20

Appendix One

1. Population

1.1 Usually resident population 2018

Ashburton District Council - Usual residence	2018		
	Number	%	New Zealand %
Population (excluding O/S visitors)	33,423	100.0	100.0
Female	16,407	49.1	50.6
Male	17,016	50.9	49.4

Source: Statistics New Zealand, [Census of Population and Dwellings](#) 2013 and 2018. Compiled and presented in profile.id by [.id](#) (informed decisions).

1.2 Usually resident population by area unit, 2013 & 2018

Ashburton District Council - Usual residence	2018			2013	Change
	Area	Number	Population density	Population density	2013 to 2018
Allenton East		2,127	17.21	17.11	+0.10
Allenton North		2,550	12.16	10.36	+1.80
Allenton South		2,121	7.25	7.00	+0.25
Ashburton Central and West		1,098	3.64	3.54	+0.10
Ashburton East		1,752	22.50	21.65	+0.85
Ashburton Lakes and Forks		2,304	0.01	0.01	0
Ashburton North		1,053	0.51	0.49	+0.02
Cairnbrae		1,446	0.03	0.03	0
Chertsey		1,602	0.03	0.03	0
Ealing-Lowcliffe		1,551	0.04	0.03	0
Eiffelton		2,463	0.06	0.05	+0.01
Hampstead		2,922	20.28	18.97	+1.31
Methven		1,785	4.27	4.12	+0.15

Netherby	2,124	19.43	1,821	16.66	+2.77
Rakaia	1,434	1.27	1,278	1.13	+0.14
Tinwald North	1,179	6.19	1,071	5.63	+0.57
Tinwald South	2,373	8.50	2,187	7.83	+0.67
Winchmore-Wakanui	1,530	0.05	1,413	0.05	0
Western Ward	5,535	0.01	5,241	0.01	0
Eastern Ward	9,057	0.05	8,301	0.05	0
Ashburton Ward	18,837	8.24	17,496	7.65	+0.59
Ashburton District Council	33,426	0.05	31,032	0.05	0
Timaru District Council	46,284	0.17	43,932	0.16	+0.01
Environment Canterbury	599,694	0.13	539,430	0.12	+0.01

Source: Statistics New Zealand, [Census of Population and Housing](#) 2018 and 2013. Compiled and presented in atlas.id by [.id](#), the population experts

1.3 Ashburton District Forecasted population, households and dwellings 2013 - 2048

Ashburton District Council	Forecast year							
Summary	2013	2018	2023	2028	2033	2038	2043	2048
Population	32,440	34,701	36,455	37,882	39,121	40,515	42,044	43,449
Change in population (5yrs)		2,260	1,755	1,426	1,239	1,394	1,529	1,405
Average annual change		1.36%	0.99%	0.77%	0.65%	0.70%	0.74%	0.66%
Households	12,777	13,746	14,512	15,158	15,777	16,385	17,014	17,598
Average household size	2.51	2.50	2.49	2.48	2.46	2.45	2.45	2.45
Population in non private dwellings	328	328	328	328	328	328	328	328
Dwellings	13,690	14,699	15,498	16,152	16,772	17,392	18,012	18,632
Dwelling occupancy rate	93.33	93.52	93.64	93.85	94.07	94.21	94.46	94.45

Population and household forecasts, 2013 to 2048, prepared by [.id](#), the population experts, December 2019.

2. Age & Ethnicity

2.1 Age structure for usually resident population (service age groups), 2013 and 2018

Ashburton District Council - Total persons	2018			2013			Change
Service age group (years)	Number	%	New Zealand %	Number	%	New Zealand %	2013 to 2018
Babies and Pre-schoolers (0 to 4)	2,250	6.7	6.3	2,289	7.4	6.9	-39
Primary Schoolers (5 to 11)	3,312	9.9	9.6	2,901	9.3	9.4	+411
Secondary Schoolers (12 to 17)	2,457	7.4	7.7	2,466	7.9	8.3	-9
Tertiary education and independence (18 to 24)	2,418	7.2	9.3	2,259	7.3	9.6	+159
Young workforce (25 to 34)	4,587	13.7	14.1	3,720	12.0	12.1	+867
Parents and homebuilders (35 to 49)	6,207	18.6	19.3	6,258	20.2	20.6	-51
Older workers and pre-retirees (50 to 59)	4,278	12.8	13.0	4,083	13.2	13.2	+195
Empty nesters and retirees (60 to 69)	3,708	11.1	10.4	3,369	10.9	10.1	+339
Seniors (70 to 84)	3,402	10.2	8.5	3,042	9.8	8.0	+360
Elderly aged (85 and over)	801	2.4	1.8	651	2.1	1.7	+150
Total population	33,420	100.0	100.0	31,038	100.0	100.0	+2,382

Source: Statistics New Zealand, [Census of Population and Dwellings](#) 2013 and 2018. Compiled and presented in profile.id by [.id](#) (informed decisions).

Stats NZ data quality rating: [Very high](#)

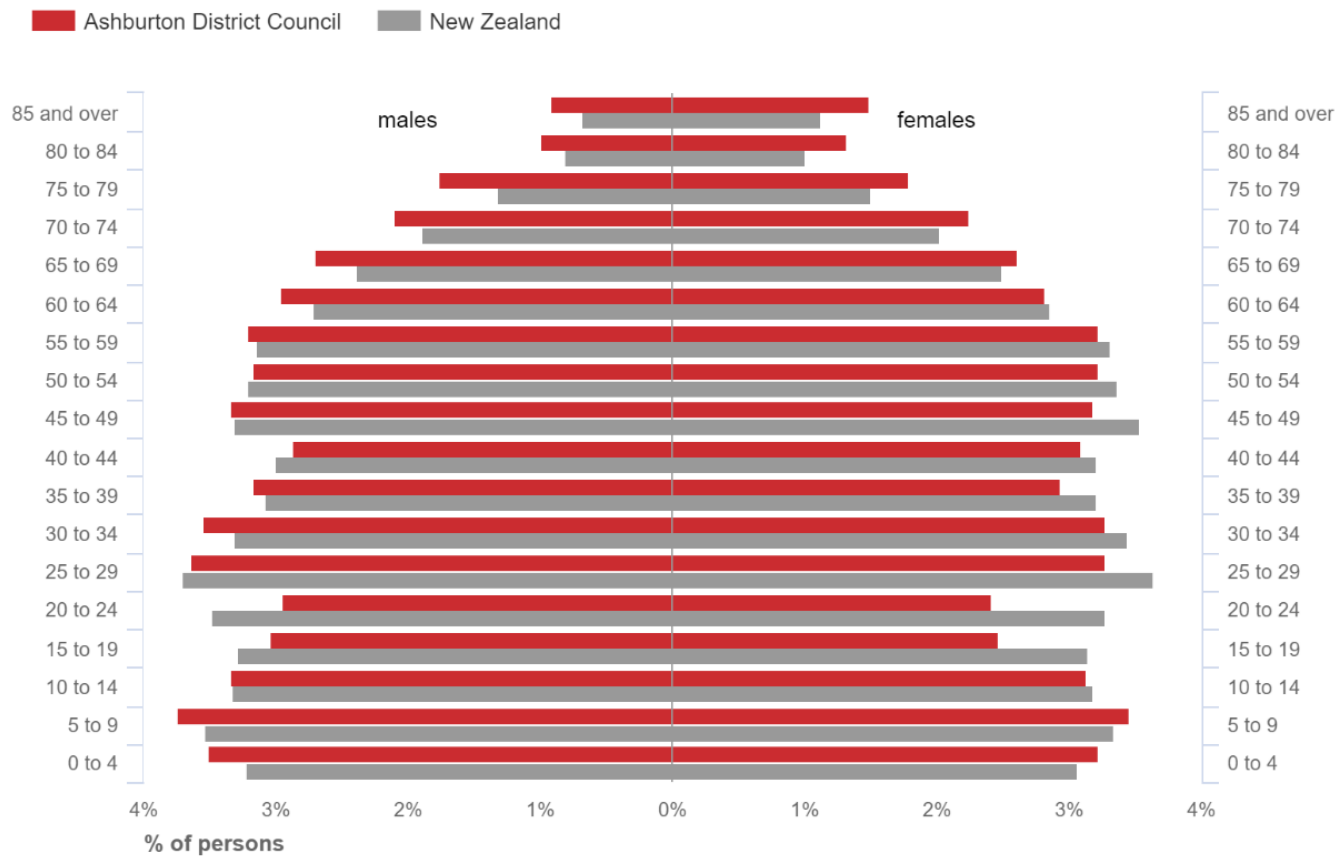
2.2 Median age of usually resident population by area unit, 2018

Ashburton District Council - Usual residence	
Area	Median age (years)
Allenton East	45
Allenton North	48
Allenton South	36
Ashburton Central and West	56
Ashburton East	46
Ashburton Lakes and Forks	33
Ashburton North	48

Cairnbrae	35
Chertsey	35
Ealing-Lowcliffe	30
Eiffelton	38
Hampstead	36
Methven	40
Netherby	36
Rakaia	42
Tinwald North	44
Tinwald South	40
Winchmore-Wakanui	41
Western Ward	35
Eastern Ward	37
Ashburton Ward	42
Ashburton District Council	39
New Zealand	37
Timaru District Council	45
Environment Canterbury	39

Source: Statistics New Zealand, [Census of Population and Housing](#) 2018. Compiled and presented in atlas.id by [.id](#), the population experts.

2.3 Age / sex distribution of usually resident population, 2018



Source: Statistics New Zealand, Census of Population and Dwellings, selected years between 2006-2018. Compiled and presented in profile.id by .id, the population experts.

2.4 Ethnicity for usually resident population, 2013 & 2018

Ashburton District Council	2018			2013			Change
Ethnic group - multi-response	Number	% of total population	New Zealand %	Number	% of total population	New Zealand %	2013 to 2018
European	28,023	83.8	70.2	26,376	85.0	70.0	+1,647
Maori	2,730	8.2	16.5	2,193	7.1	14.1	+537
Pacific peoples	1,716	5.1	8.1	1,017	3.3	7.0	+699
Asian	2,463	7.4	15.1	1,179	3.8	11.1	+1,284
Middle Eastern/Latin American/African	420	1.3	1.5	282	0.9	1.1	+138
New Zealander	324	1.0	1.0	501	1.6	1.6	-177
Other ethnicity	33	0.1	0.3	6	0.0	0.0	+27

Source: Statistics New Zealand, [Census of Population and Dwellings](#) 2013 and 2018. Compiled and presented in profile.id by [.id](#), the population experts.
Stats NZ data quality rating: [High](#)

2.5 Commonly spoken languages of the usually resident population, 2013 & 2018

Ashburton District Council	2018			2013			Change
Languages spoken - multi-response	Number	% of total population	New Zealand %	Number	% of total population	New Zealand %	2013 to 2018
English	32,379	96.9	95.4	28,785	92.8	90.1	+3,594
Tagalog	648	1.9	0.9	390	1.3	0.7	+258
Māori	483	1.4	4.0	459	1.5	3.5	+24
Samoan	444	1.3	2.2	270	0.9	2.0	+174
Spanish	288	0.9	0.8	204	0.7	0.6	+84
Afrikaans	228	0.7	0.8	186	0.6	0.6	+42
German	186	0.6	0.9	171	0.6	0.9	+15
French	168	0.5	1.2	162	0.5	1.2	+6
Tongan	168	0.5	0.8	99	0.3	0.8	+69
New Zealand Sign Language	153	0.5	0.5	165	0.5	0.5	-12

Source: Statistics New Zealand, [Census of Population and Dwellings](#) 2013 and 2018. Compiled and presented in profile.id by [.id](#), the population experts.
Stats NZ data quality rating: [High](#)

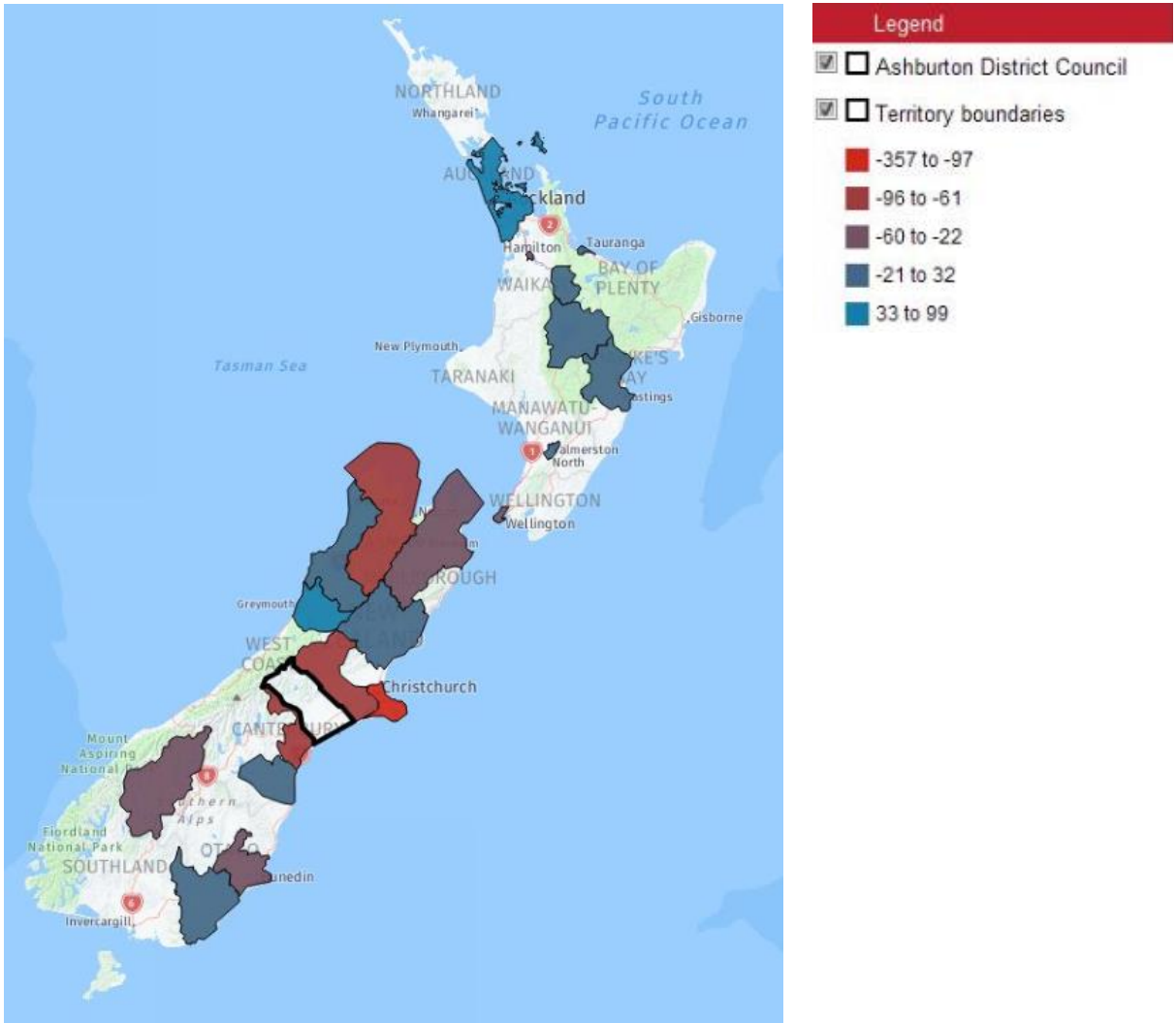
2.6 Previous residential location of current residents in 2018

Ashburton District Council		
	Number	%
Residents who did NOT move between 2013 and 2018	12,075	36.1
Total residents who moved between 2013 and 2018	15,624	46.7
Residents who had moved within the District between 2013 and 2018	9,156	27.4
Residents who moved from another part of New Zealand (excluding Ashburton District Council)	4,350	13.0
Residents who moved from another country	2,118	6.3
Unable to match to 2013 Census	3,474	10.4
No fixed address in 2013	6	0.0
Born after 2013	2,250	6.7
Total	33,429	100.0

Source: Statistics New Zealand, [Census of Population and Dwellings](#), 2018. Compiled and presented in profile.id by [.id](#), the population experts.

Stats NZ data quality rating: [Poor](#)

2.7 Map of net migration by Territory between 2013 & 2018



Source: Statistics New Zealand, [Census of Population and Dwellings](#), 2018.
Compiled and presented in profile.id by [.id](#), the population experts.

3. Families and Households

3.1 Dwelling structure in Ashburton District, 2013 & 2018

Ashburton District Council	2018			2013			Change
Dwelling structure	Number	%	New Zealand %	Number	%	New Zealand %	2013 to 2018
Separate house	11,652	89.1	84.1	10,557	89.1	81.1	+1,095
Medium density	1,314	10.0	14.2	1,176	9.9	16.6	+138
High density	12	0.1	1.0	0	0.0	1.6	+12
Other dwelling	105	0.8	0.7	111	0.9	0.7	-6
Total occupied private dwellings	13,083	100.0	100.0	11,844	100.0	100.0	+1,239

Source: Statistics New Zealand, [Census of Population and Dwellings](#) 2013 and 2018. Compiled and presented in profile.id by [.id](#), the population experts.

Stats NZ data quality rating: [Moderate](#)

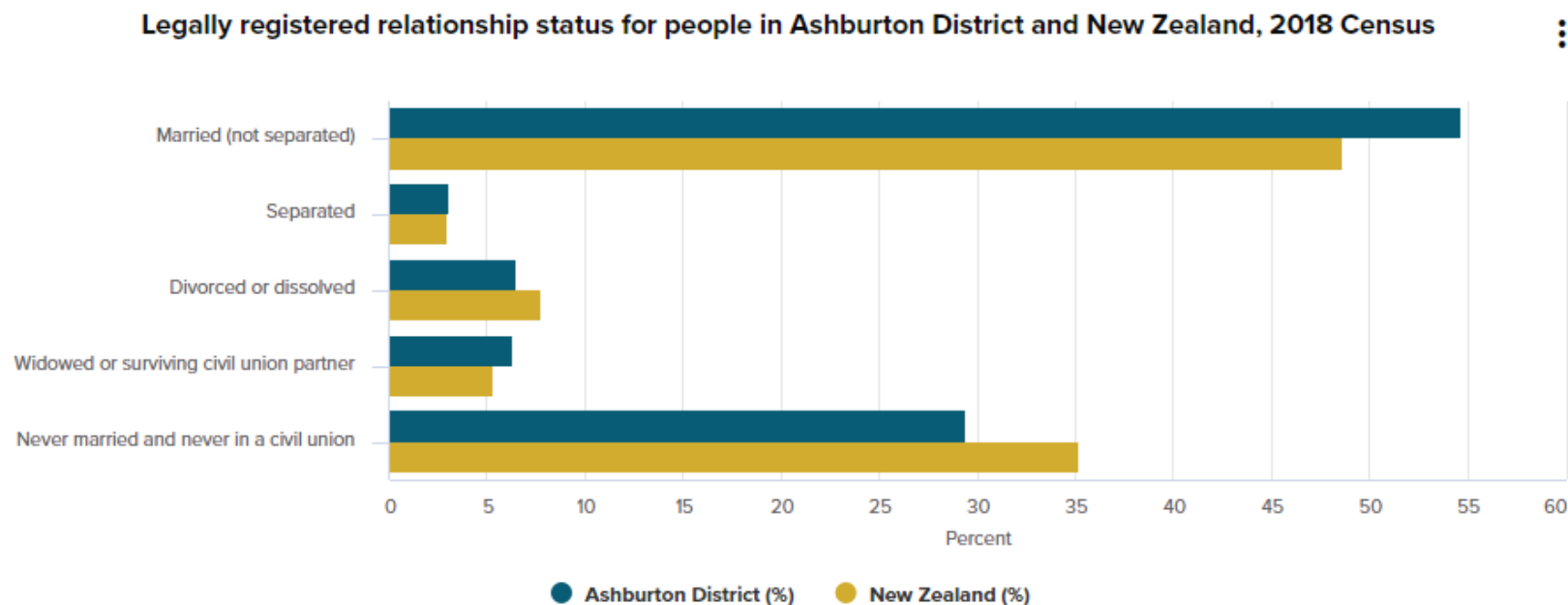
3.3 Family types in Ashburton District, 2013 & 2018

Ashburton District Council	2018			2013			Change
Family by type	Number	%	New Zealand %	Number	%	New Zealand %	2013 to 2018
Couples with children	3,783	41.7	42.4	3,612	40.7	41.3	+171
Couple with dependent children	3,192	35.2	33.7	3,075	34.7	33.6	+117
Couple with adult children only	576	6.3	8.6	504	5.7	7.5	+72
Couple with children - dependency status unknown	15	0.2	0.1	33	0.4	0.2	-18
One parent families	900	9.9	16.4	939	10.6	17.8	-39
One parent family with dependent children	651	7.2	10.9	684	7.7	12.7	-33
One parent family with adult children only	249	2.7	5.4	246	2.8	4.9	+3
One parent family with children - dependency status unknown	0	0.0	0.1	9	0.1	0.1	-9
Couple without children	4,392	48.4	41.2	4,317	48.7	40.9	+75
Total families	9,075	100.0	100.0	8,868	100.0	100.0	+207

Source: Statistics New Zealand, [Census of Population and Dwellings](#) 2013 and 2018. Compiled and presented in profile.id by [.id](#), the population experts.

Stats NZ data quality rating: [Moderate](#)

3.4 Legally registered relationship status for people in Ashburton District and New Zealand, 2018



Source: Statistics NZ, [Ashburton District 2018 Census summary](#).

3.5 Number of motor vehicles per household in Ashburton District in 2013 & 2018

Ashburton District Council	2018			2013			Change 2013 to 2018
	Number	% of households	New Zealand %	Number	% of households	New Zealand %	
No motor vehicle	477	3.7	6.1	519	4.3	7.5	-42
1 motor vehicle	3,822	29.4	31.1	4,032	33.0	35.7	-210

2 motor vehicles	5,055	38.9	36.2	4,863	39.9	36.5	+192
3 or more motor vehicles	2,634	20.3	18.4	2,421	19.8	15.3	+213

Source: Statistics New Zealand, [Census of Population and Dwellings](#) 2013 and 2018. Compiled and presented in profile.id by [.id](#), the population experts.
Stats NZ data quality rating: [Moderate](#)

4.0 Housing

4.1 Unoccupied private dwellings, 2013 & 2018

Ashburton District Council		2018			2013			Change
Area	Number	Total dwellings	Percent %	Number	Total dwellings	Percent %	2013 to 2018	
Allenton East	51	909	5.6	36	873	4.1	+15	
Allenton North	66	1,083	6.1	27	894	3.0	+39	
Allenton South	51	867	5.9	36	840	4.3	+15	
Ashburton Central and West	36	555	6.5	39	543	7.2	-3	
Ashburton East	60	822	7.3	54	807	6.7	+6	
Ashburton Lakes and Forks	318	1,251	25.4	303	1,107	27.4	+15	
Ashburton North	27	411	6.6	0	375		+27	
Cairnbrae	96	645	14.9	81	606	13.4	+15	
Chertsey	144	750	19.2	99	696	14.2	+45	
Ealing-Lowcliffe	144	714	20.2	117	657	17.8	+27	
Eiffelton	99	972	10.2	57	861	6.6	+42	
Hampstead	72	1,221	5.9	60	1,206	5.0	+12	
Methven	111	864	12.8	102	810	12.6	+9	
Netherby	42	843	5.0	33	738	4.5	+9	
Rakaia	72	654	11.0	36	585	6.2	+36	
Tinwald North	24	513	4.7	18	453	4.0	+6	
Tinwald South	42	954	4.4	48	921	5.2	-6	
Winchmore-Wakanui	93	687	13.5	99	669	14.8	-6	

Western Ward	525	2,754	19.1	486	2,559	19.0	+39
Eastern Ward	573	3,954	14.5	417	3,633	11.5	+156
Ashburton Ward	459	8,001	5.7	354	7,533	4.7	+105
Ashburton District Council	1,554	14,709	10.6	1,248	13,647	9.1	+306
New Zealand	191,649	1,865,529	10.3	185,445	1,756,143	10.6	+6,204
Timaru District Council	1,689	21,009	8.0	1,416	19,950	7.1	+273
Environment Canterbury	24,723	252,822	9.8	28,320	236,463	12.0	-3,597

Source: Statistics New Zealand, [Census of Population and Housing](#) 2018 and 2013. Compiled and presented in atlas.id by [.id](#), the population experts.

4.2 Dwelling ownership by area unit, 2013 & 2018

Ashburton District Council	2018			2013			Change
Area	Number	Total	Percent %	Number	Total	Percent %	2013 to 2018
Allenton East	567	858	66.1	609	834	73.0	-42
Allenton North	753	1,011	74.5	621	867	71.6	+132
Allenton South	510	813	62.7	513	801	64.0	-3
Ashburton Central and West	297	510	58.2	309	492	62.8	-12
Ashburton East	396	759	52.2	414	738	56.1	-18
Ashburton Lakes and Forks	366	900	40.7	366	783	46.7	0
Ashburton North	312	375	83.2	309	375	82.4	+3
Cairnbrae	234	543	43.1	249	504	49.4	-15
Chertsey	261	603	43.3	243	579	42.0	+18
Ealing-Lowcliffe	180	552	32.6	186	513	36.3	-6
Eiffelton	540	864	62.5	507	798	63.5	+33
Hampstead	630	1,143	55.1	639	1,137	56.2	-9
Methven	453	726	62.4	426	669	63.7	+27
Netherby	480	792	60.6	399	693	57.6	+81
Rakaia	399	582	68.6	369	543	68.0	+30
Tinwald North	372	489	76.1	327	432	75.7	+45
Tinwald South	591	897	65.9	585	858	68.2	+6
Winchmore-Wakanui	324	579	56.0	330	558	59.1	-6

Western Ward	1,053	2,166	48.6	1,044	1,956	53.4	+9
Eastern Ward	1,833	3,345	54.8	1,746	3,141	55.6	+87
Ashburton Ward	4,788	7,488	63.9	4,620	7,113	65.0	+168
Ashburton District Council	7,674	12,996	59.0	7,407	12,198	60.7	+267
New Zealand	966,405	1,653,783	58.4	907,581	1,549,893	58.6	+58,824
Timaru District Council	12,708	19,122	66.5	12,261	18,366	66.8	+447
Environment Canterbury	140,340	225,411	62.3	128,139	204,843	62.6	+12,201

Source: Statistics New Zealand, [Census of Population and Housing](#) 2018 and 2013. Compiled and presented in atlas.id by [.id](#), the population experts.

4.3 Median weekly rent for housing in Ashburton District, 2018

Ashburton District Council - Usual residence	
Area	Median household rental (\$)
Allenton East	320
Allenton North	320
Allenton South	300
Ashburton Central and West	590
Ashburton East	290
Ashburton Lakes and Forks	250
Ashburton North	330
Cairnbrae	170
Chertsey	150
Ealing-Lowcliffe	140
Eiffelton	200
Hampstead	270
Methven	300
Netherby	290
Rakaia	300
Tinwald North	320
Tinwald South	330
Winchmore-Wakanui	170
Western Ward	200
Eastern Ward	170

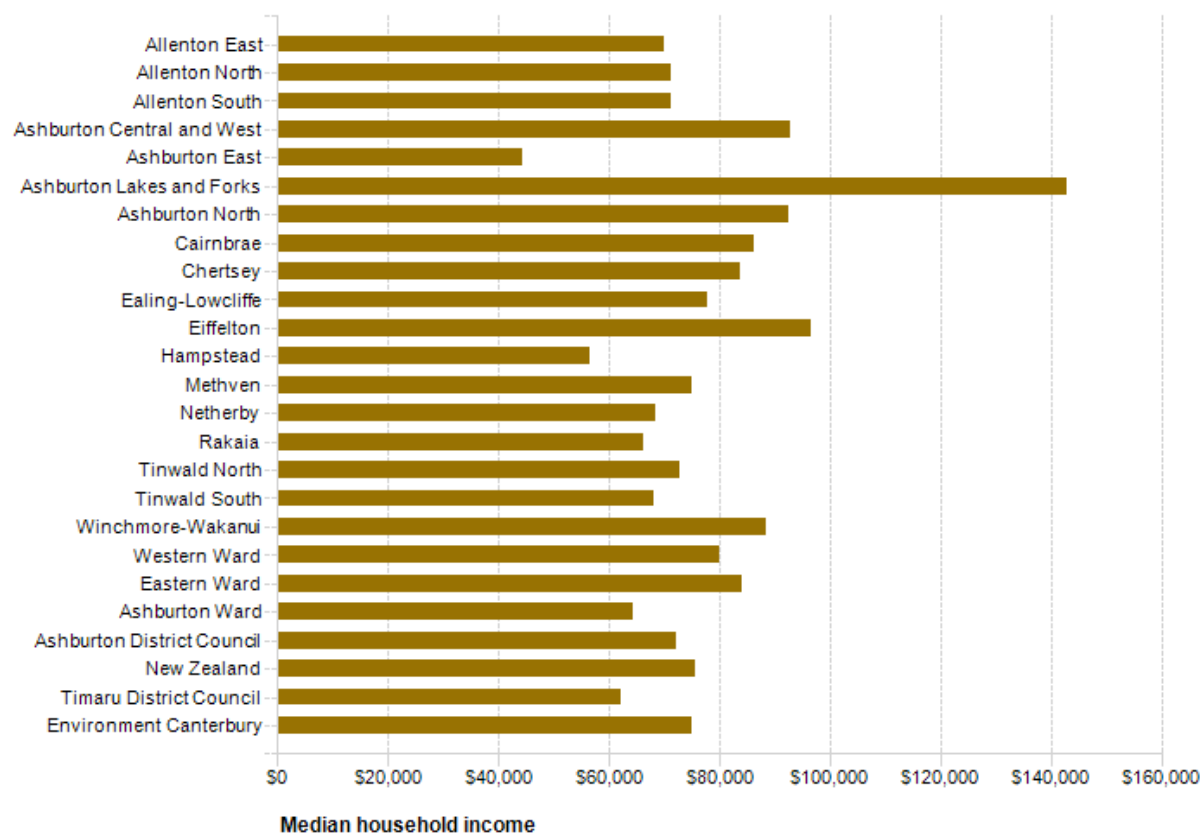
Ashburton Ward	300
Ashburton District Council	250
New Zealand	340
Timaru District Council	250
Environment Canterbury	330

Source: Statistics New Zealand, [Census of Population and Housing](#) 2018. Compiled and presented in atlas.id by [.id](#), the population experts.

5. Income

5.1 Median household income, 2018

Ashburton District Council



Source: Statistics New Zealand, Census of Population and Dwellings, 2018 (Usual residence data)
Compiled and presented in atlas.id by .id, the population experts.

5.2 Usual resident population median personal income by area unit, 2018

Ashburton District Council - Usual residence	
Area	Median individual income (\$)
Allenton East	33,100
Allenton North	34,900
Allenton South	33,700
Ashburton Central and West	58,300
Ashburton East	25,700
Ashburton Lakes and Forks	74,800
Ashburton North	36,400
Cairnbrae	43,300
Chertsey	42,600
Ealing-Lowcliffe	42,400
Eiffelton	43,700
Hampstead	30,100
Methven	39,200
Netherby	33,100
Rakaia	33,500
Tinwald North	34,800
Tinwald South	31,900
Winchmore-Wakanui	41,400
Western Ward	41,300
Eastern Ward	41,100
Ashburton Ward	31,700
Ashburton District Council	35,900
New Zealand	31,800
Timaru District Council	30,300
Environment Canterbury	33,700

Source: Statistics New Zealand, [Census of Population and Housing](#) 2018. Compiled and presented in atlas.id by [.id](#), the population experts.

6.0 Qualifications

6.1 Highest educational attainment gained of usually resident population, 2013 & 2018

Ashburton District Council	2018			2013			Change
Qualification level	Number	%	New Zealand %	Number	%	New Zealand %	2013 to 2018
Higher degree	1,095	4.1	9.5	507	2.1	5.7	+588
Bachelor degree	2,382	8.9	13.7	1,821	7.4	12.1	+561
Post school (excluding university)	6,975	26.2	24.6	5,016	20.4	19.9	+1,959
School qualification	8,442	31.7	28.7	8,361	34.0	32.5	+81
No qualification	6,243	23.5	17.0	6,270	25.5	18.6	-27
Not stated / included	1,485	5.6	6.5	2,646	10.7	11.1	-1,161
Total population aged 15+	26,622	100.0	100.0	24,621	100.0	100.0	+2,001

Source: Statistics New Zealand, [Census of Population and Dwellings](#) 2013 and 2018. Compiled and presented in profile.id by [.id](#), the population experts.

Stats NZ data quality rating: [Moderate](#)

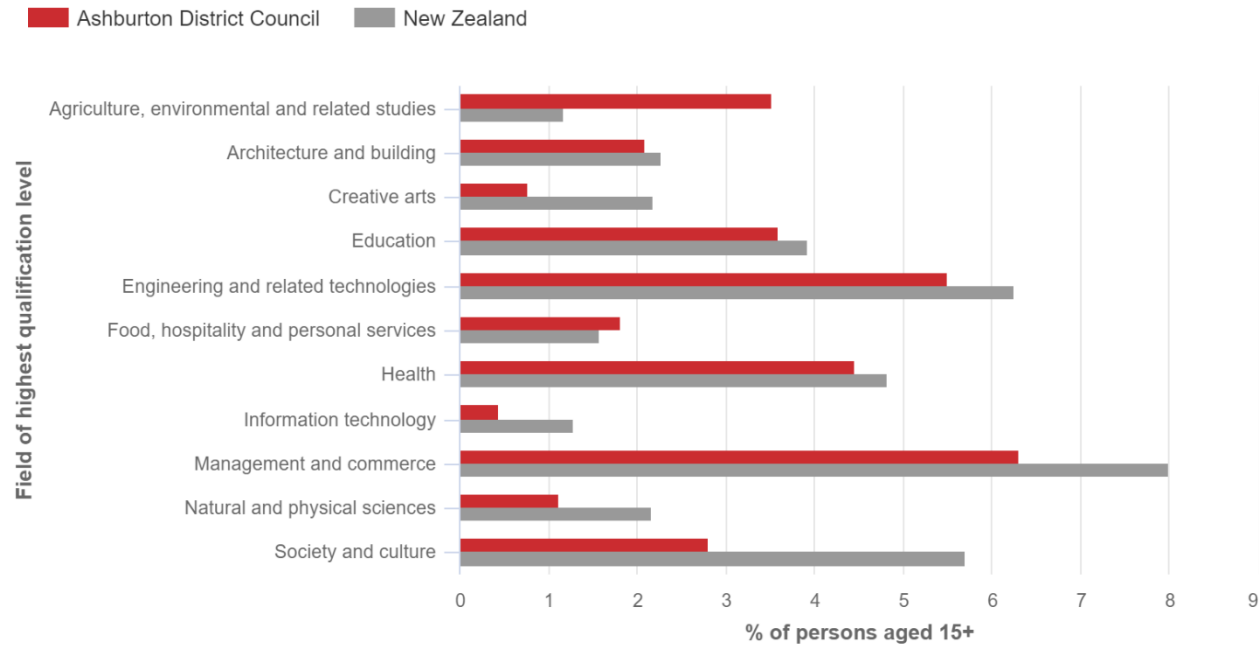
6.2 Usual resident population - highest qualification by area unit, 2013 & 2018 (people with bachelor degree or higher)

Ashburton District Council	2018			2013			Change
Area	Number	Total population aged 15+	Percent %	Number	Total population aged 15+	Percent %	2013 to 2018
Allenton East	216	1,779	12.1	153	1,749	8.7	+63
Allenton North	270	2,112	12.8	204	1,746	11.7	+66
Allenton South	237	1,659	14.3	162	1,602	10.1	+75
Ashburton Central and West	129	966	13.4	93	933	10.0	+36
Ashburton East	159	1,470	10.8	87	1,437	6.1	+72
Ashburton Lakes and Forks	318	1,785	17.8	210	1,590	13.2	+108
Ashburton North	78	867	9.0	45	807	5.6	+33
Cairnbrae	204	1,080	18.9	162	1,062	15.3	+42
Chertsey	210	1,230	17.1	141	1,170	12.1	+69
Ealing-Lowcliffe	207	1,149	18.0	114	1,041	11.0	+93

Eiffelton	333	1,920	17.3	198	1,713	11.6	+135
Hampstead	168	2,253	7.5	108	2,196	4.9	+60
Methven	294	1,422	20.7	237	1,338	17.7	+57
Netherby	150	1,689	8.9	60	1,425	4.2	+90
Rakaia	93	1,143	8.1	63	1,035	6.1	+30
Tinwald North	93	984	9.5	60	882	6.8	+33
Tinwald South	126	1,905	6.6	93	1,734	5.4	+33
Winchmore-Wakanui	189	1,227	15.4	132	1,143	11.5	+57
Western Ward	831	4,308	19.3	609	3,993	15.3	+222
Eastern Ward	1,047	7,035	14.9	663	6,423	10.3	+384
Ashburton Ward	1,599	15,282	10.5	1,053	14,205	7.4	+546
Ashburton District Council	3,477	26,622	13.1	2,328	24,621	9.5	+1,149
New Zealand	876,633	3,776,355	23.2	601,308	3,376,419	17.8	+275,325
Timaru District Council	4,887	38,001	12.9	3,318	35,970	9.2	+1,569
Environment Canterbury	104,658	490,533	21.3	71,472	438,750	16.3	+33,186

Source: Statistics New Zealand, [Census of Population and Housing](#) 2018 and 2013. Compiled and presented in atlas.id by [.id](#), the population experts.

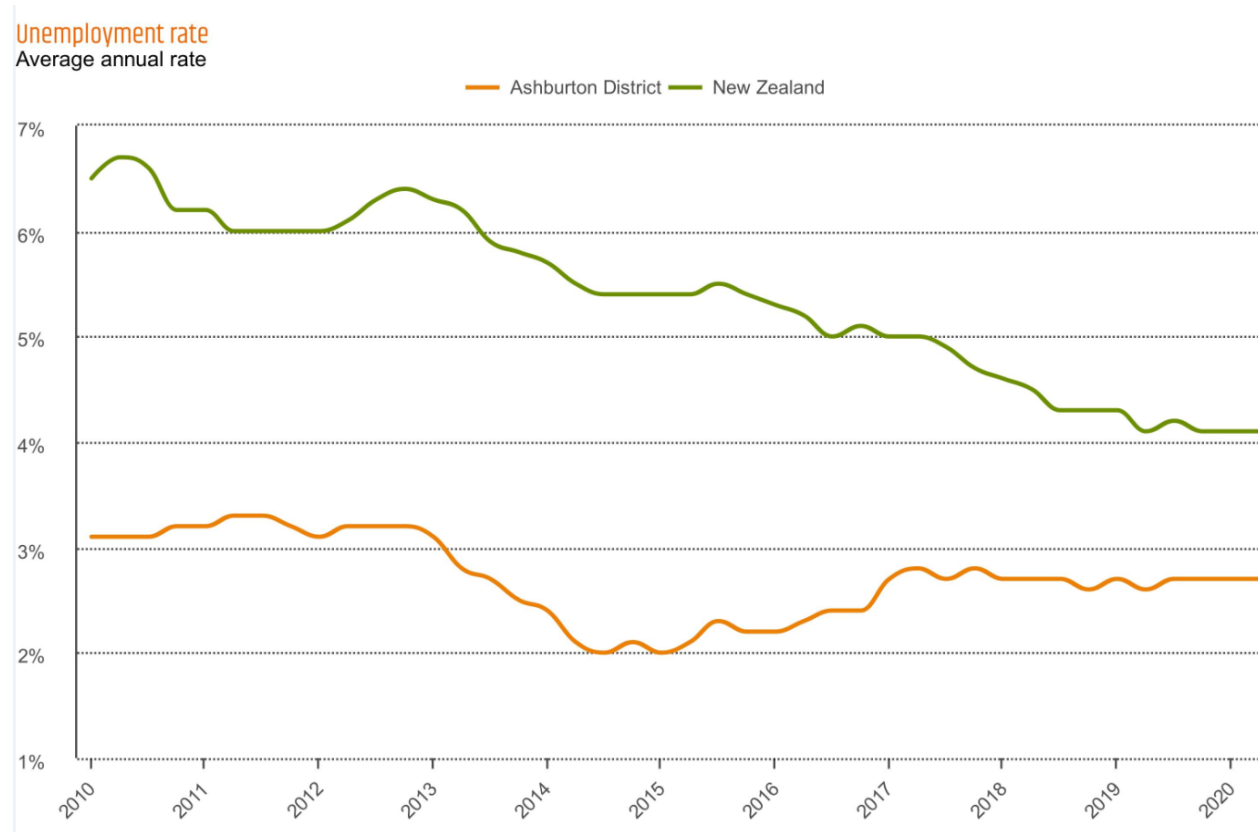
6.3 Field of qualification gained by population, 2018



Source: Statistics New Zealand, Census of Population and Dwellings, 2018. Compiled and presented by .id, the population experts.

7.0 Employment

7.1 Unemployment rate in Ashburton District as of June 2020



Source: Ashburton District Quarterly Economic Monitor – June 2020, Infometrics

7.2 Labour force participation rate by area unit, 2018

Ashburton District Council - Usual residence		2018	
Area	Number	Total population aged 15+	Participation rate %
Allenton East	1,143	1,779	64.25
Allenton North	1,311	2,106	62.25
Allenton South	1,173	1,656	70.83
Ashburton Central and West	504	960	52.50
Ashburton East	897	1,467	61.15
Ashburton Lakes and Forks	1,497	1,791	83.58
Ashburton North	612	861	71.08
Cairnbrae	906	1,089	83.20
Chertsey	993	1,227	80.93
Ealing-Lowcliffe	933	1,149	81.20
Eiffelton	1,542	1,917	80.44
Hampstead	1,539	2,247	68.49
Methven	1,098	1,425	77.05
Netherby	1,230	1,692	72.70
Rakaia	822	1,140	72.11
Tinwald North	690	981	70.34
Tinwald South	1,296	1,902	68.14
Winchmore-Wakanui	936	1,227	76.28
Western Ward	3,504	4,308	81.34
Eastern Ward	5,514	7,032	78.41
Ashburton Ward	10,107	15,276	66.16
Ashburton District Council	19,125	26,616	71.86
New Zealand	2,596,176	3,776,358	68.75
Timaru District Council	25,158	38,004	66.20
Environment Canterbury	342,570	490,533	69.84

Source: Statistics New Zealand, [Census of Population and Housing](#) 2018 and 2013. Compiled and presented in atlas.id by [.id](#) (informed decisions).

Appendix two

Liability

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