

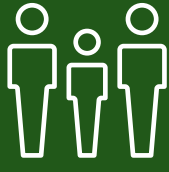
ANNUAL ECONOMIC SNAPSHOT // AS OF DECEMBER 2023

POPULATION

125,700

Estimate as at June 2023

1.5%
Annual change
Manawātū Region



Source: Stats NZ

2.1%
Annual change
New Zealand

BUSINESSES

12,552

February 2023

0.4%
Annual change
Manawātū Region

1.7%
Annual change
New Zealand

Source: Stats NZ

EMPLOYMENT

Including self-employment

69,958

February 2023

1.2%
Annual change
Manawātū Region

2.5%
Annual change
New Zealand

Source: Stats NZ/Infometrics

ANNUAL HOUSEHOLD INCOME

March 2023

\$118,148 \$127,423

MANAWATŪ

NEW ZEALAND

6.3%
Annual change
Manawātū Region

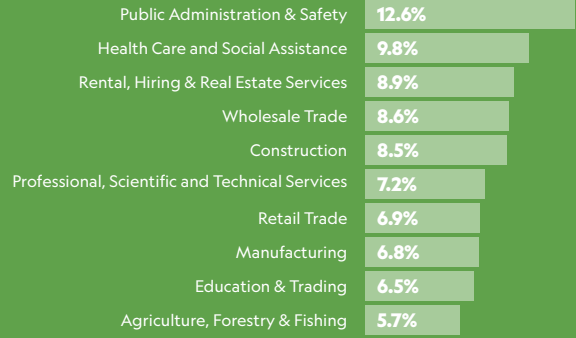


Source: Infometrics

5.6%
Annual change
New Zealand

TOP 10 ECONOMIC SECTORS

Percentage of GDP by employing sectors
YE March 2023



Source: Infometrics (excludes non-employing sectors)

ECONOMIC INDICATORS

\$7,923 M

GDP
YE September 2023

1.3%
Annual change
Manawātū Region



Source: Infometrics

1.7%
Annual change
New Zealand

VISITOR SPENDING

YE September 2023

499 M

DOMESTIC

4.0%
Increase compared to
YE September 2022

83.7 M

INTERNATIONAL

111.5%
Increase compared to
YE September 2022

Source: MBIE, MRTE

MANAWATŪ REGION RANKS

13th Domestic
20th International

for **Electronic Card Tourism Spending** out of 31 Regional Tourism Organisations
YE September 2023

Source: MBIE

ANNUAL EARNINGS FROM SALARIES AND WAGES

\$3,996 M

(Excluding self-employment)
YE September 2022

7.1%
Annual change
Manawātū Region



Source: Stats NZ (Table 37)

10.2%
Annual change
New Zealand

MEDIAN EARNINGS FROM SALARIES AND WAGES

(Excluding self-employment)
YE September 2022

6.8%
Annual change
Manawātū Region

\$61,112

7.6%
Annual change
New Zealand

\$63,750

Source: Stats NZ (Table 37)

WORKER TURNOVER RATE

Annual average YE Sep 2022



13.7%
Manawātū Region

15.1%
New Zealand

Source: LEED Stats NZ (Table 37)

UNEMPLOYMENT RATE

Average of four recent quarters
YE September 2023



3.7%
Manawātū Region

3.5%
New Zealand

Source: Infometrics

CHANGE IN MSD JOBSEEKER SUPPORT

September 2023 Quarter



7.5%
Manawātū Region

6.7%
New Zealand

Source: MSD

AVERAGE HOUSE VALUE

September 2023 Quarter

\$629,119

Manawātū Region

\$908,853

New Zealand

Source: Infometrics

HOME OWNERSHIP AFFORDABILITY

September 2023 Quarter

5.2

Manawātū Region



7.1

New Zealand

Ratio of average house value to estimated annual average household income. A higher ratio means it is less affordable to own a home.

Source: Infometrics

TE MAURI O
MANAWATŪ

