

## Business Toolbox – sample data by region

Statistics New Zealand's Business Toolbox is the latest of a series of projects to improve access to and use of official information by a wide range of users. Business Toolbox is the latest of a series of projects to improve access to and use of official information by a wide range of users.

The following sample data is available on Business Toolbox by region:

### In the Northland region:

- the aquaculture and fishing industries had 179 SMEs and 15 new businesses in 2009
- the population is 148,470
- there are 3,322 people aged 35–44 years earning more than \$50,000.

### In the Auckland region:

- there were 42 life insurance, health insurance, and superannuation fund SMEs in 2009
- the population is 1,303,068
- of the total population, a target market of individuals aged 25–24 years earning over \$50,000 would be made up of 2,868 Māori, 29,493 European, 1,749 Pacific peoples, and 4,458 Asian.

### In the Waikato region:

- there were 5,220 SMEs and 372 new businesses in the dairy cattle farm industry in 2009
- there is a total of 101,814 families
- 29,397 families earn between \$20,000 and \$50,000
- 33,195 families earn between \$50,001 and \$100,000
- 16,650 families earn above \$100,000.

### In the Bay of Plenty region:

- there are 70,635 families
- 13,425 families have children aged under four years
- 9,048 families have a youngest child between the ages five and nine
- 8,520 families have a youngest child between the ages 10 and 14
- 3,315 families have a youngest dependent child aged between 15 and 17
- there are 1,221 SMEs in the residential building and construction industry.

### In the Gisborne region:

- the food and beverage industry had 90 SMEs in 2005, and reached 105 in 2009
- the population is 44,499
- a target market of males and females aged 25–34 years would consist of 2,634 females and 2,364 males.

**In the Hawke's Bay region:**

- there was a decline in the number of horticulture and fruit growing SMEs in 2009, from 942 in 2005 down to 717
- in 2009, 33 SMEs in this industry ceased but 24 new SMEs started
- of the total population of 147,783, 4,488 in the 45–54-year age group earn over \$50,000
- of the total number of 39,774 families living here, 15,363 are couples with children and 16,068 are couples without children.

**In the Taranaki region:**

- there are six dairy product manufacturing SMEs
- the population is 104,124
- a target market of individuals in the 15-24 year age group earning between \$30,000 and \$50,000 would be made up of 846 males and 426 females.

**In the Manawatu-Wanganui region:**

- there are 34 public order, safety and regulatory SME services
- the population is 222,423
- a target market of individuals earning between \$20,000 and \$30,000 would be made up of 1,719 males and 1,887 females.

**In the Wellington region:**

- the number of SMEs in the accommodation industry rose, from 210 in 2005 to 225 in 2009
- the population is 448,956
- a target market of individuals in the 25–34 year age group earning between \$30,000 and \$50,000 would be made up of 2,712 Māori and 13,530 European.

**In the Nelson region:**

- the heritage and artistic activities industry had 33 SMEs in 2009 with 6 new businesses for that year
- there are 11,760 families of which, 1,857 earn between \$70,000 and \$100,000, and 1,520 earn over \$100,000.

**In the Tasman region:**

- the poultry, deer and other livestock farming industry had 138 SMEs in 2009 with 9 new businesses that year
- there are 16,800 households of which, 2,046 earn between \$70,000 and \$100,000, and 1,611 earn more than \$100,000.

**In the Marlborough region:**

- the horticulture and fruit growing industry had 774 SMEs in 2009 with 51 new that year
- there are 11,850 families in the region – 5,955 couples without children and 4,389 with children.

**In the West Coast region:**

- there was a total of 111 forestry and logging SMEs in 2009
- 15 forestry and logging SMEs ceased in 2009 and 6 new businesses formed
- the population is 31,326
- in the target market of males in the 35-44 year age group there are 780 earning \$30,000 to \$50,000 and 642 earning more than \$50,000.

**In the Canterbury region:**

- there were 2,013 residential building construction SMEs in 2009, with 195 new businesses forming that year
- the population is 521,832
- there are 2,985 females aged 25-34 years with an income of \$50K or more
- there are a total of 142,059 families in the region with 24,411 families where youngest dependent child is aged 0-4 years.

**In the Otago region:**

- there were 2,178 sheep, beef cattle and grain farming SMEs in 2009 with 66 new businesses that year
- there are 49,677 families - 6,900 are one parent families, 23,478 couples without children and 19,299 couples with children
- of these families, 8,127 earn between \$70,000 and \$100,000.

**In the Southland region:**

- there were 66 sport and recreation activity based SMEs in 2009
- in a population of 90,873 the target market of people aged 35-44 years earning an income of \$30,000-\$50,000 would be made up of 2,418 males and 1,548 females.

The information used to produce Industry Profiler is taken from Linked Employer-Employee Data and annual business demographics. The Census of Population and Dwellings, which is held in New Zealand every five years, provides data for Market Mapper. The next New Zealand census will be held on 8 March 2011.