

ECONOMIC INDICATORS

\$6,834 M

Manawatū region GDP (provisional)

Year to September 2021

4.6%
Annual change in Manawatū Region GDP



3.7%
Annual change in New Zealand GDP

11,994
BUSINESSES

February 2021

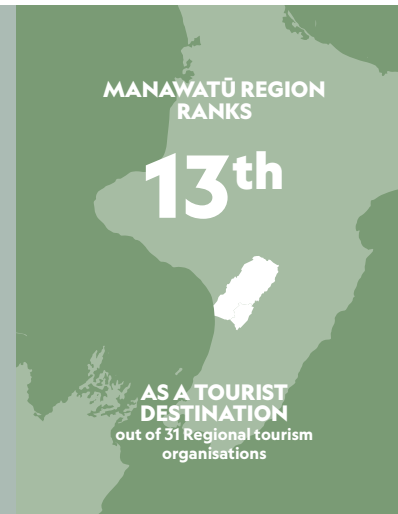
-0.1% Annual change Manawatū Region
0.4% Annual change New Zealand

Source: Statistics NZ

MANAWATŪ REGION RANKS

13th

AS A TOURIST DESTINATION out of 31 Regional tourism organisations



\$306 M

ELECTRONIC CARD TOURISM SPENDING

In Year to September 2021

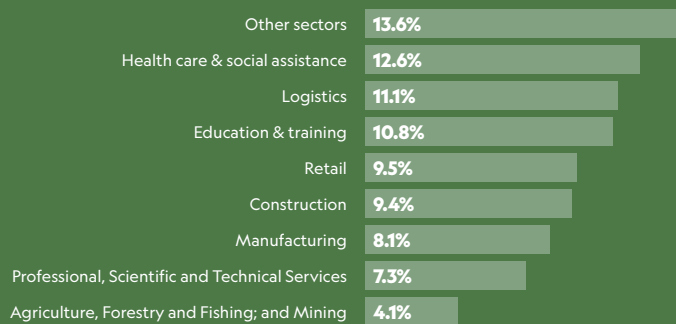
16.8%
Annual change Manawatū Region



4.2%
Annual change New Zealand

ANNUAL EARNINGS

Salaries, wages and self-employment income Year ended March 2020



WORKFORCE

\$3,523 M

Annual earnings from salaries and wages

Year to December 2020

7.8%
Annual change Manawatū Region



4.7%
Annual change New Zealand

MEDIAN EARNINGS FROM SALARIES AND WAGES

Year to December 2020

4.6% Annual change Palmerston North
3.5% Annual change New Zealand
\$55,057 \$56,660

EMPLOYEE COUNT

February 2021

62,800

0.5% Annual change Manawatū Region
-0.3% Annual change New Zealand

WHO WE ARE

February 2021

123,500

Palmerston North population (estimated) as at June 2021

Source: Statistics NZ population estimates

0.5%
Annual change Manawatū Region



0.6%
Annual change New Zealand

ANNUAL CHANGE IN MSD JOB SEEKER BENEFITS

In Year to September 2021

-9.5% Manawatū Region
-5.1% New Zealand

UNEMPLOYMENT RATE

Average For Year To September 2021

3.6% Manawatū Region
4.2% New Zealand

34.5
Years
Palmerston North

MEDIAN AGE
In June 2021

37.7
Years
New Zealand

12.6%
Manawatū Region

WORKER TURNOVER RATE

Average for Year to December 2020

14.2%
New Zealand

AFFORDABILITY

MEDIAN HOUSE VALUE

September 2021 quarter

\$715,825

Manawatū Region

\$970,174

New Zealand

HOUSING AFFORDABILITY RATIO

September 2021 quarter

6.9
Manawatū Region



8.4
New Zealand

Compares average current house values with average annual household income