



Ethnic minorities in Auckland

Direct contributions high,
opportunities for more

Report to the NZ Government Auckland Policy Office
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SENSE PARTNERS
DATA LOGIC ACTION



Key points

The NZ Government Auckland Policy Office asked Sense Partners to paint a broad picture of economic connection and contribution by Ethnic Communities (Asian, Continental European, Middle Eastern, Latin American and African) in Auckland. It follows work commissioned by the Waitakere Ethnic Board which looked at this at the New Zealand level. This report presents Sense Partners analysis and views; it does not represent New Zealand government views or policy.

Auckland is an important lens for Ethnic Communities, as 76% of the population resides there. Ethnic Communities are an increasingly larger share of the Auckland population too, rising from 20% in 2001 to 37% in 2018.

Ethnic contribution needs to be interpreted with caution as it is self-identified. Some do not disclose detailed ethnicity, and some will identify with more than one ethnicity.

Ethnic communities made up 37% of the Auckland population in 2018, and 30% of the Auckland economy in 2018 (or \$33b of \$109 total Auckland GDP).

The difference in population size and economic contribution of minority ethnic communities reflects younger populations, lower incomes (even after controlling for occupations, industry and qualifications) and lower rates of entrepreneurship and business ownership.

Young and mostly well qualified

The population is generally young and well qualified. Ethnic communities are more likely to have high level qualifications than the Auckland average.

However, employment experiences differ. Continental Europeans and Latin Americans are more likely to be in work than the Auckland average, while Asian, Middle Eastern and African are less likely. Nevertheless, there is very encouraging evidence of increasing employment for all ethnic groups. Some are finding it persistently more difficult to secure work, and those who do are likely to earn less. These differences cannot be fully explained by age, qualifications and similar qualities. This is suggestive of discrimination, but further work is required to confirm this.

Ethnic minority communities are less likely to be entrepreneurial than average. This is counter to the common view that migrant and ethnic communities tend to be more entrepreneurial. This could be because of our immigration policies that favour people for jobs. However, some ethnicities are more entrepreneurial: Dutch, South Slav, Australian, Cambodian, Chinese and Korean. They are most likely to be in retail, hospitality and transport sectors.

Making the most of diversity

Auckland is one of the most diverse cities in the world. But do we get the full benefit of this diversity, beyond food, song and dance? Our analysis suggests the economic output of ethnic communities is less than it could be because of skills mismatches, lower incomes and lower levels of entrepreneurship. Reducing barriers faced by ethnic minorities will be better for them and Auckland.



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1. Introduction

The NZ Government Auckland Policy Office (APO) asked Sense Partners to provide a better understanding of the ethnic make-up of the Auckland economy, building on work commissioned by The Waitakere Ethnic Board in 2021, which focussed on the national context.^{1,2}

We are interested in Ethnic Communities, which cover the following broad ethnic groups and their constituents: Asian, European (other than NZ European or Pākehā), Middle Eastern, Latin American and African.

Ethnicity is a self-defined concept. The Statistics New Zealand Census collects ethnicity information of all those living in New Zealand. Each person may pick more than one ethnicity. We report on the basis on those who identified as these ethnicities in the Census. The availability and quality of the data at detailed ethnic levels is variable. We focus on ethnic group level data in the commentary but provide more detailed estimates in Appendix A.

The focus is on what can be measured to create a common base to understand economic connection, contribution and opportunities for improvement. Economic contribution by ethnicity is difficult to pin down, as the economy is a complex and dynamic web of inter-relationships and ethnicity is not strictly defined. We provide a broader set of indicators to paint a picture of the make-up of different ethnicities and their contribution to Auckland. Our estimates of the contribution to gross domestic product (GDP) should be seen within this broader canvas.

Ethnicity groupings and a note of caution

This report is aimed at better understanding the economic contribution of ethnic communities in New Zealand. The tables presented rely on self-reported ethnicity. Some people will identify with more than one ethnicity. Consequently, the sum of the ethnicities can be larger than the total.

Our data is largely sourced from the 2001–2018 Censuses. We are interested in ethnic minorities. For our purposes in this report, minority ethnicities are defined as the following high-level ethnicities:

- Asian
- (Continental) European
- Middle Eastern
- Latin American

¹ Commissioned by the Ministry of Business Innovation and Employment (MBIE), a partner agency of the APO.

² Sense Partners (2021) "Ethnic minorities add \$64b to NZ" Report to Waitakere Ethnic Board. Accessed 16 March 2022: [Waitakere Ethnic Board Ethnic Economic Contribution Report – Waitakere Ethnic Board](#)



- African.

The following broad ethnic groups also reported by Statistics New Zealand are not considered part of our Ethnic Communities for this report:

- Pākehā (NZ European)
- Māori
- Pasifika.

However, wherever possible we have provided as much economic data on these groups as possible for a consistent and comparable data set.

The broad ethnic groups hide much greater diversity. Asian ethnicity includes very different cultures, from Japanese to Indian. Some diversity is hidden. For example, some may identify as Asian and not provide any further detailed ethnicity. Ethnic heritage may span vast or detailed geography and cultures. For example, European includes those with European ancestry from Australia, South Africa and Zimbabwe. Those who identify as Indian are from India as well as neighbouring countries and include those with Indian heritage in countries such as South Africa and Fiji. Indians may also identify as Sikh, Bengali and so on.

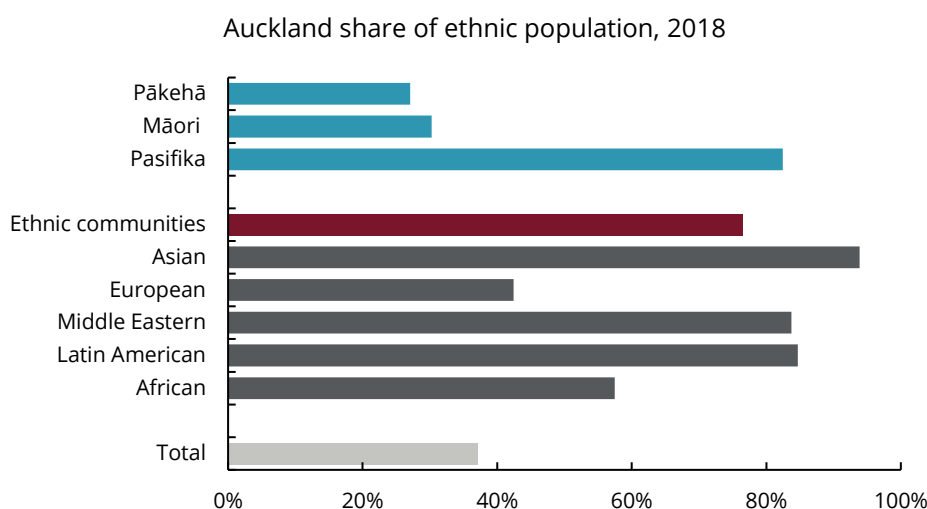
There are significant differences between place of birth, ethnicity and cultural connection to a geography. Ethnicity definitions and their groupings are inherently tricky. We rely on the official definitions used by Statistics New Zealand.

Detailed ethnic profiles can be found in Appendix A.

Importance of ethnic communities to and for Auckland

Around 76% of the New Zealand ethnic community lives in Auckland, which means an Auckland perspective is of significant interest.

Figure 1: Auckland is the main location of ethnic communities



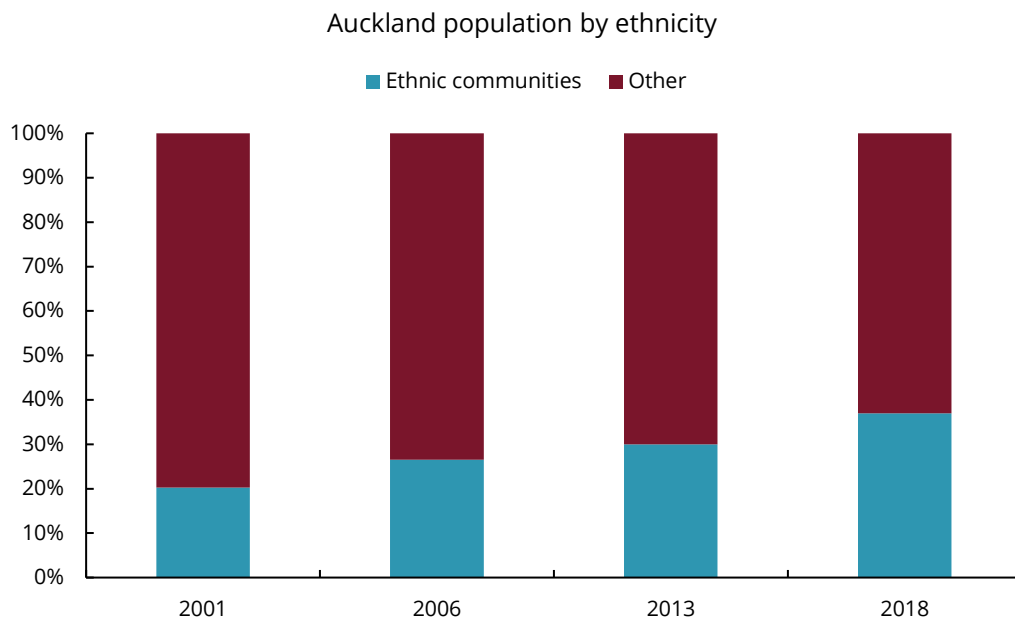
Source: Statistics New Zealand, Sense Partners



The ethnic community is also increasingly important for Auckland, increasing from 20% of the population in 2001 to 37% in 2018. Ethnic communities are the dominant driver of Auckland population growth. The population of Auckland grew by around 410,000 between 2001 and 2018; ethnic communities contributed 346,000 or 84% of Auckland's population growth.

The significant increase in ethnic community population is largely linked to immigration policy (through work, residence and student visas), and Auckland's long-standing trend of net outward regional migration (that is, more people move out to other parts of New Zealand than people moving from other parts of New Zealand to Auckland).

Figure 2: The ethnic community makes up 37% of the Auckland population



Source: Statistics New Zealand, Sense Partners



2. Diversity dividend

The focus of this paper is on quantified economic contribution, although there may also be other economic impacts of ethnic diversity. The term 'diversity' has increasingly been used as a shorthand way of referring to social and cultural diversity and, more specifically, to ethnic or racial diversity.³ Our focus is on ethnicity, but the diversity literature can take a wider perspective.

Diversity can come with costs and benefits. Some types of diversity are seen as positive, others less so. As Table 1 shows, people enjoy diversity when it gives them increased choices but may be less open if the diversity also comes with out-performance in education or comes with different social norms (for example, religion and living arrangements).

Table 1: Perceptions of different types of diversity

Positive	Disputed	Negative
Wide range of consumer goods	Family types (same sex relationships, etc.)	Age-related mortality (premature mortality amongst some groups)
Choice of television channels	Diversity of sources of migration	Extremes of income
Choice of ethnic restaurants	Different types of religious fundamentalism	Ethnic differences in educational achievement
Choice of tertiary education provision	Differing cultural attitudes towards women	Extremes in housing standards

Source: Boston & Callister, 2005

There are proponents and opponents of diversity.

The most common argument favouring diversity is that it enhances the quality of life by enriching our experiences and expanding cultural resources.

Literature examining the effects of birthplace or immigrant diversity has found improvements in productivity, innovation and entrepreneurship.⁴ This is because increased diversity may lead to better ability to spot problems and opportunities.

Diversity is also thought to improve resilience. Faced with change (say technological or environmental), some parts of society may adapt better than others. Societies with more diversity may be more resilient and sustainable (in some sense) than those that are relatively homogeneous.

The negatives tend to focus on balkanisation of society, where like sticks with like. Language and cultural differences reduce the ability to communicate with each other and find consensus or agreement.

Diversity comes with positives and potential negatives. Greater understanding, communication and cooperation are keys to maximising benefits and reducing costs.

³ Boston & Callister, 2005

⁴ Kemeny, 2017



3. Defining economic contribution

We look at a more specific aspect of economic contribution that we can measure. We are interested in engagement in the labour market, incomes earned, entrepreneurship and ownership of businesses. We use these to estimate the contribution to GDP or the measured economy.

Measurement of economic contribution by an ethnic group has generally focused on the Māori economy, which has been developing over time. In the earliest efforts, the focus was mainly on economic participation (mainly through employment and incomes). This expanded to include the asset base or ownership of economic resources over time. Academic literature has argued for a wider wellbeing approach that also applies to Māori values, which may also be relevant for other ethnic groups.

This paper mainly updates previous work on understanding and valuing the economic engagement of people and businesses by ethnic groups. Because the definitions are broad and the data quality variable, the estimates should be considered indicative.

Currently, the standard is to use a national accounts approach to calculate ethnic contribution. More recent efforts have tried to present a wider perspective drawing on the Treasury's Living Standards Framework,⁵ but these have been largely descriptive in nature.

To calculate the economic contribution of ethnic groups, we need to understand both their ownership of capital and supply of labour. This gives us an understanding of the contribution of the stock of economic drivers (capital and labour). This also allows us then to understand the returns from these stocks, mainly in terms of income from work and profits from the ownership of businesses.

- **Income from labour:** We allocate to ethnicity and region by Household Income Survey and Census data. While there is a body of literature on the value of unpaid and voluntary work, they are not captured in formal measures of economic activity. We acknowledge there is value of other work, but this is not captured in the following analysis.
- **Income from capital:** We allocate to ethnicity and region by detailed estimates of self-employment, direct business ownership and indirect New Zealand business ownership through financial savings. This includes an estimated return on homeownership, a national accounts measure.

⁵ <https://www.treasury.govt.nz/information-and-services/nz-economy/higher-living-standards/our-living-standards-framework>



4. Estimated contribution to GDP

We use a range of data to estimate the economic contribution of different ethnicities to the national economy. At the core are the key inputs described above. For each industry, we estimate the share of labour income that goes to each ethnic group, the share of ownership of businesses by business size, and assessments for taxes on production and homeownership.

Our results are summarised in Figure 3. We found that 54% of the Auckland economy can be attributed to Pākehā, 9% to Māori and 7% to Pasifika. The remaining 30% or \$33b can be attributed to ethnic communities. These results are for 2018, because many of the indicators we rely are based on the 2018 Census.

Our estimates show significant variations in GDP per person. However, we need to take care with this measure, as some population groups are very young (some are not yet working, which reduces their GDP per capita) and others are predominantly of prime working age (which means they are more economically engaged and increases their GDP per capita).

These measures give us a broad perspective of the economic activity that we can allocate to each ethnic group and the GDP per capita or level of contribution that each person of that ethnic group makes (Figure 4). People also contribute in other ways to society, but the focus of this report is economic prosperity. Economic prosperity is not the only driver of life satisfaction, but it is an important one. We know that survey data that ethnic minorities are less likely to be satisfied with life, most likely related to economic security and most visibly linked to work, secure hours and good working conditions.

This is a starting point for a conversation, as the underlying drivers of these results are just as important. The differences in age structure can highlight the need for different approaches to different cohorts. Differences in employment and income rates raise questions of access to work and the need to explore issues of discrimination. Differences in ownership of homes and businesses raise questions of how best to make most of the people who are here and giving them equal opportunities to routes to tenure security. Differences point to wins and areas of future improvement.



Figure 3: Ethnic communities create an estimated 30% of the Auckland economy

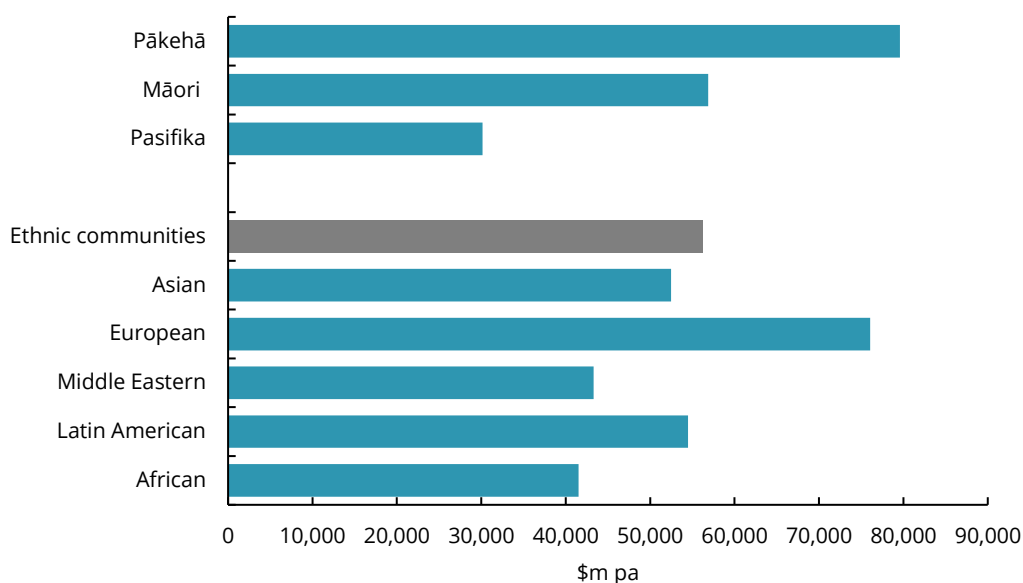
Estimated Gross Domestic Product (GDP), 2018

	\$m pa	Share of total	\$ per person
Pākehā	58,777	54%	79,583
Māori	10,308	9%	56,888
Pasifika	7,356	7%	30,152
Ethnic communities	32,719	30%	56,268
Asian	23,227	21%	52,469
European	7,822	7%	76,077
Middle Eastern	740	0.7%	43,322
Latin American	608	0.6%	54,506
African	321	0.3%	41,510
Total	109,160		69,453

Source: Sense Partners

Figure 4: GDP per capita varies significantly across ethnic groups, showing big variations in work participation, average wage levels and business ownership

Auckland GDP per capita by ethnic group, 2018



Source: Sense Partners



5. People, work and income

To understand the contribution to the measured economy, we need to understand:

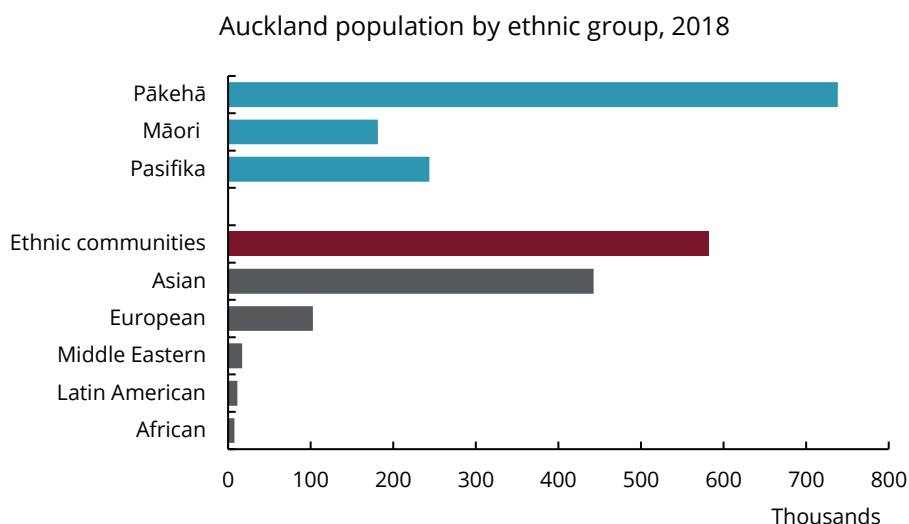
- the size of the population
- the make-up in terms of age structure and potential workforce and its qualification/skill mix
- labour force participation, employment and unemployment
- incomes
- businesses that people own and operate
- investments.

The GDP estimates in the previous section rely on these statistics. We describe these aspects of the economy by ethnicity in 2018 through time from 2001 (as data allows).

5.1. 37% of the population are ethnic minorities

Auckland had a population of 1.6 million in 2018. Of this, 47% are Pākehā, 12% are Māori and 16% Pasifika. Asians make up 28% and Europeans 7%. Middle Eastern, Latin American and African populations are still very small at 1% or less (Figure 5). However, the ethnic community population is growing rapidly, linked to strong inward migration flows, accounting for 84% of the population growth between 2001 and 2018.

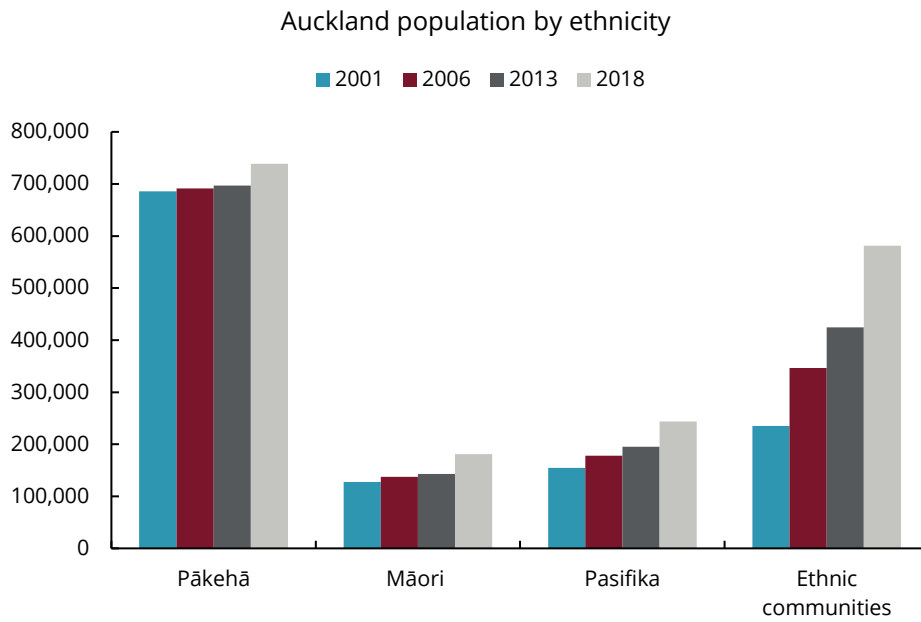
Figure 5: Ethnic communities make up 23% of the New Zealand population



Source: Sense Partners Limited estimates

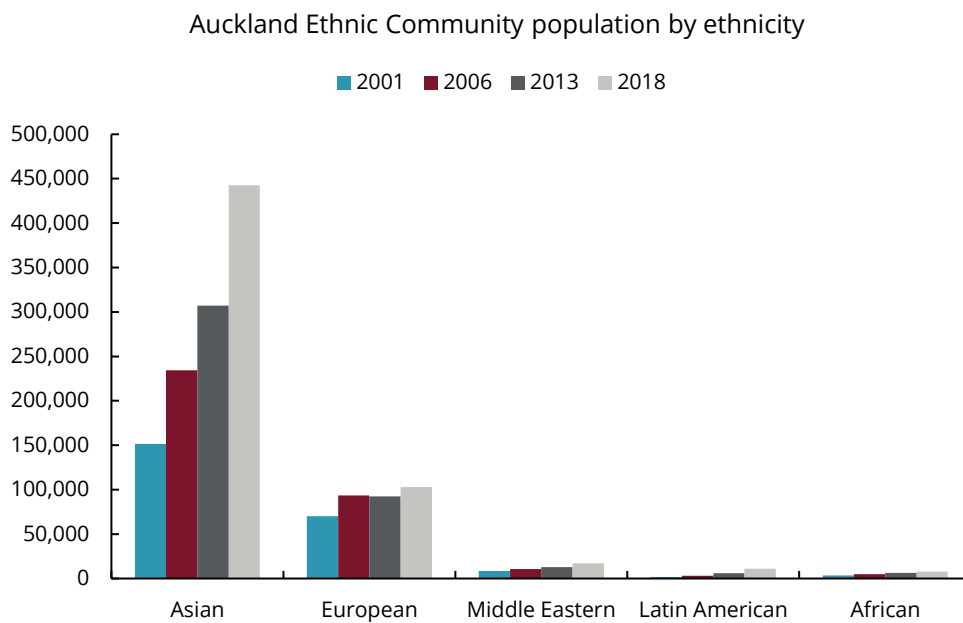


Figure 6: Ethnic community population has grown over time



Source: Statistics New Zealand, Sense Partners Limited

Figure 7: ... with fastest growth in the Asian population



Source: Statistics New Zealand, Sense Partners Limited



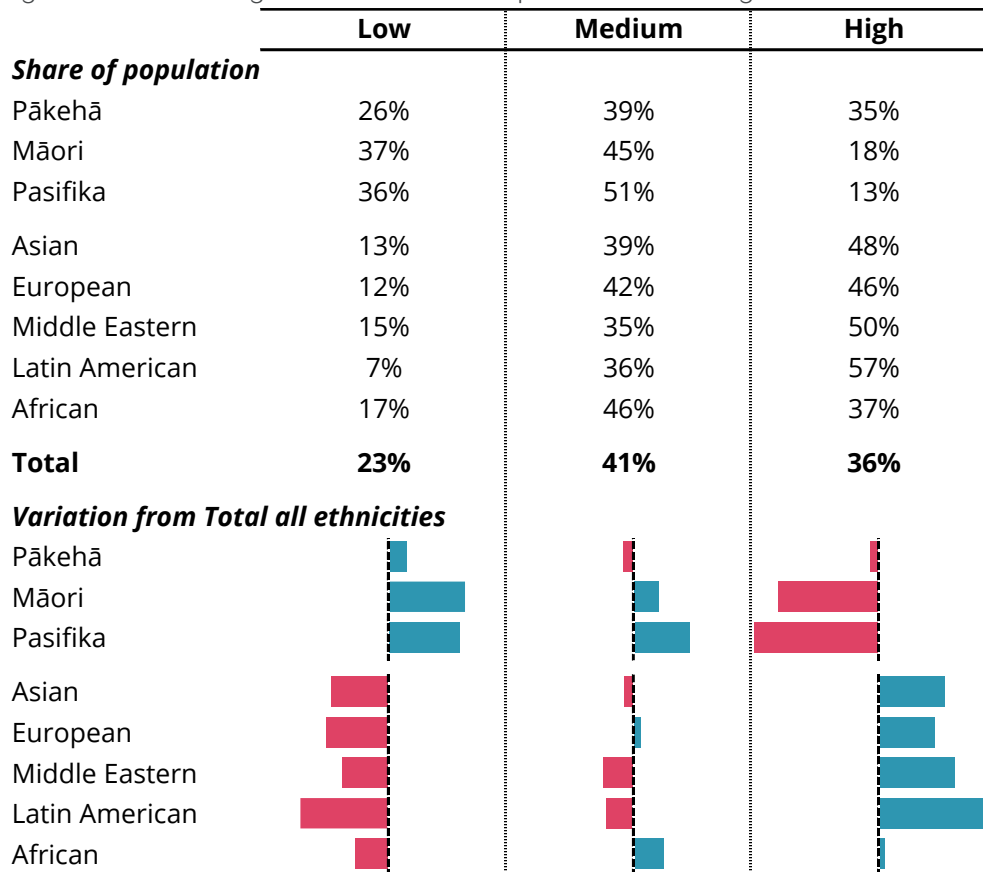
5.2. Highly qualified

Figure 8 summarises the qualifications held by each broad ethnic group. We can see that:

- Māori and Pasifika are less likely to have high qualifications
- Pākehā as the largest population group most closely resemble the population
- most ethnic minorities are more likely to be highly qualified (this may reflect skilled migration categories that favour those with higher qualifications).

The qualification data shows that ethnic minorities represent a highly qualified labour pool. Figure 8 shows the broad skills levels held by each ethnic group on average for the working-age population. The bar charts show where each ethnic group has more (blue) or less (red) of a particular category of skills. For example, Asians are less likely to have low qualification levels, just below average in being likely to have medium qualification levels and very likely to have high qualification levels. Figure 9 provides greater detail of qualifications.

Figure 8: There are significant variations in qualifications among ethnicities in Auckland



Source: Statistics New Zealand, Sense Partners Limited



Figure 9: Detailed qualifications by broad ethnicity in Auckland

Highest detailed qualification level by ethnicity, 2018

	No formal qualifications	Level 1 certificate	Level 2 certificate	Level 3 certificate	Level 4 certificate	Overseas secondary school	Level 5 diploma	Level 6 diploma	Bachelor degree & Level 7 certificate	Post-graduate & honours degrees	Masters degree	Doctorate degree
Share of population												
Pākehā	14%	12%	11%	12%	9%	3%	5%	6%	17%	7%	4%	0.9%
Māori	24%	13%	12%	17%	11%	0%	5%	3%	10%	3%	1%	0.3%
Pasifika	25%	11%	12%	18%	9%	7%	5%	2%	8%	2%	1%	0.1%
Asian	10%	3%	4%	9%	4%	18%	5%	5%	26%	8%	8%	0.8%
European	7%	4%	5%	7%	7%	18%	5%	6%	18%	12%	9%	2.0%
Middle Eastern	11%	4%	4%	10%	4%	14%	3%	3%	25%	8%	10%	3.6%
Latin American	5%	2%	2%	6%	5%	18%	5%	4%	32%	12%	7%	1.6%
African	12%	5%	7%	15%	9%	10%	5%	4%	16%	8%	7%	1.8%
Total	15%	9%	8%	11%	7%	9%	5%	5%	19%	7%	5%	0.9%
Variation from Total all ethnicities												
Māori												
Pākehā												
Pasifika												
Asian												
European												
Middle Eastern												
Latin American												
African												

Source: Statistics New Zealand, Sense Partners Limited



5.3. Employment, part-time work and unemployment

The most common form of economic engagement is through employment. The share of working-age population who are in work shows that Latin Americans and Europeans are much more likely to be in work (Figure 10). All other ethnicities, except Pākehā, are less likely to be employed than the Auckland average.

Employment is affected by economic cycles – for example, significant job losses tended to affect ethnic minorities disproportionately during the Global Financial Crisis in 2008/09. However, when we look through the cycle, we can see very strong improvements. The employment rate of Pākehā is broadly stable through time, giving us a good baseline to compare.

Between 2001 and 2018, the employment rate rose for all ethnic groups (Figure 11). For example, for Latin Americans, the employment rate soared from 56% to 75%, and the employment rate for Asians rose from 48% to 64%.

Some of the growth in employment was related to improving visa conditions for students, for example, and increasing acceptance of a more diverse workforce by New Zealand employers.

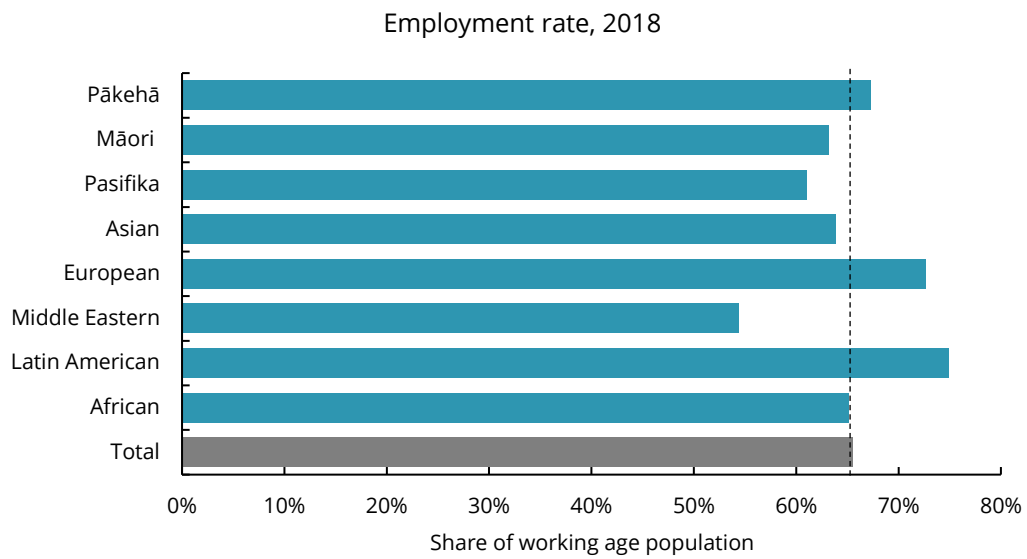
However, many employed tend to be in part-time work. While part-time work offers flexibility, it is often also insecure and low paid. This can negatively affect life satisfaction. Middle Eastern, Latin American and African ethnicities (Figure 12 and Figure 13) are more likely to be in part time work. Further work is required to understand if this is due to choice or difficulty accessing more-secure work.

The unemployment rate is a good test of this. Being unemployed is defined as those who currently do not have work but are available and actively seeking work. Figure 14 shows that ethnicities more likely to be in part-time work are also more likely to be unemployed. This suggests they face greater barriers to finding work and are ‘settling’ for a part-time job in the absence of better options. However, Latin Americans are less likely to have higher rates of unemployment, which may reflect choice to work in particular industries with high rates of part time work, such as hospitality.

Figure 15 shows that the ethnic differences in unemployment are persistently higher than for Pākehā and Europeans. This may reflect differences in age and qualifications but also suggests potential discrimination. Active labour market policies are already used in New Zealand, but they need could usefully be scaled up and prioritised for different cohorts and tailored to be more local and culturally specific. The current approach prioritises job search assistance, but the literature suggests medium-term success requires increased investment in skills training and transitioning unemployed into work. Working directly with businesses to improve their awareness of potential labour resources, exploring potential barriers such as discrimination (often unconscious), and resources to overcome these barriers are potential opportunities for both businesses and ethnic communities.

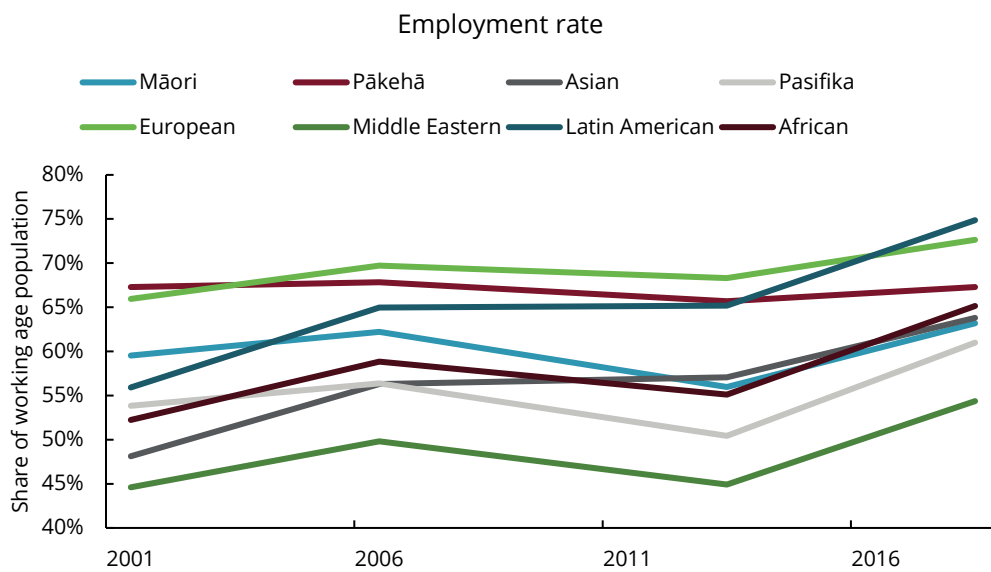


Figure 10: Latin Americans and Europeans are more likely to be in work



Source: Statistics New Zealand, Sense Partners

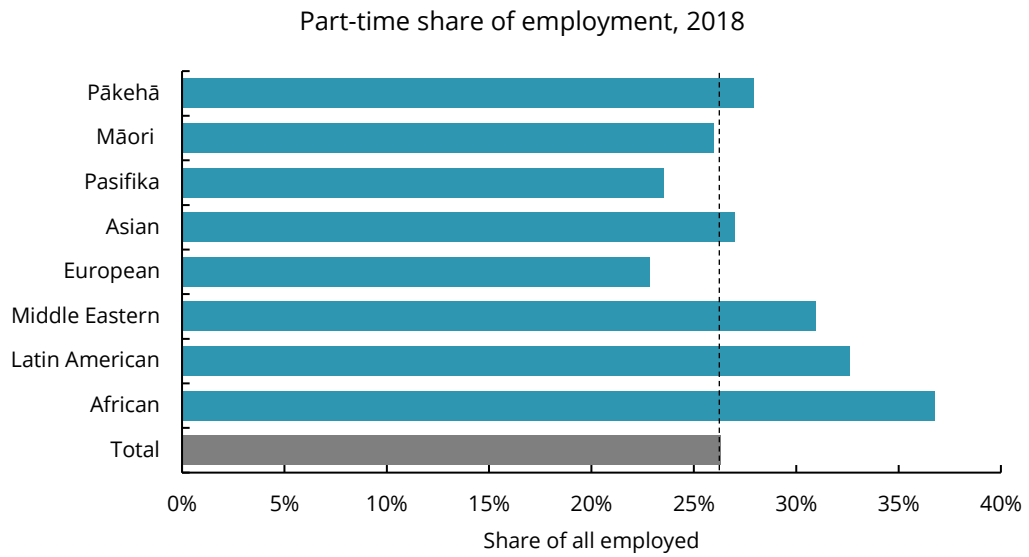
Figure 11: Employment rates have trended higher but most impressively for Latin Americans



Source: Statistics New Zealand, Sense Partners

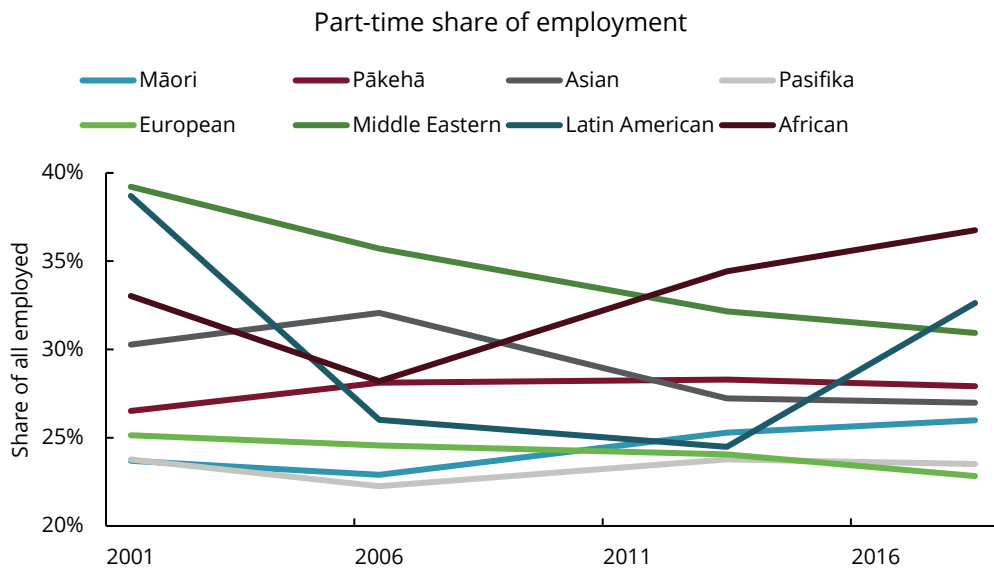


Figure 12: African, Middle Eastern, Pākehā and Māori more likely to be in part-time work



Source: Statistics New Zealand, Sense Partners

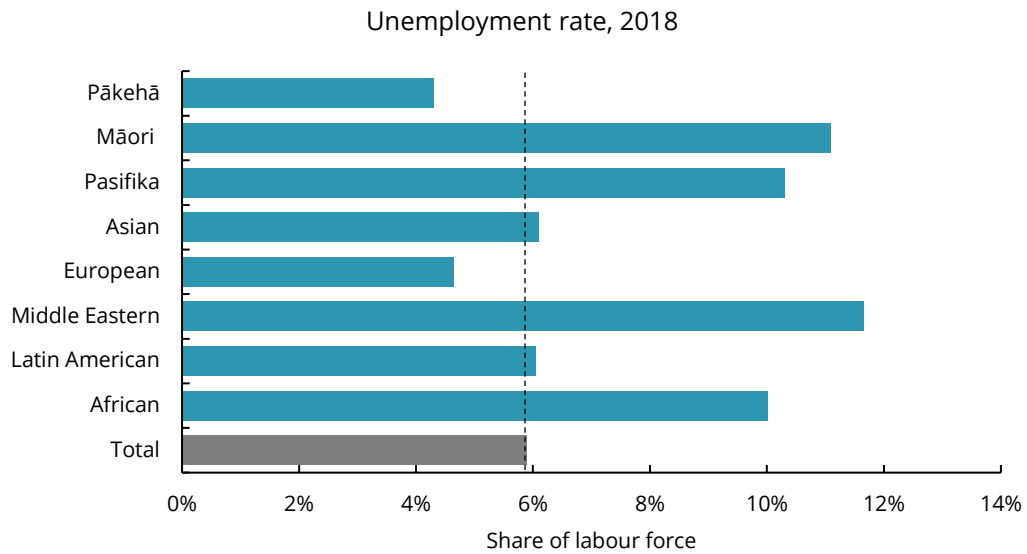
Figure 13: ... but there is no consistent pattern



Source: Statistics New Zealand, Sense Partners

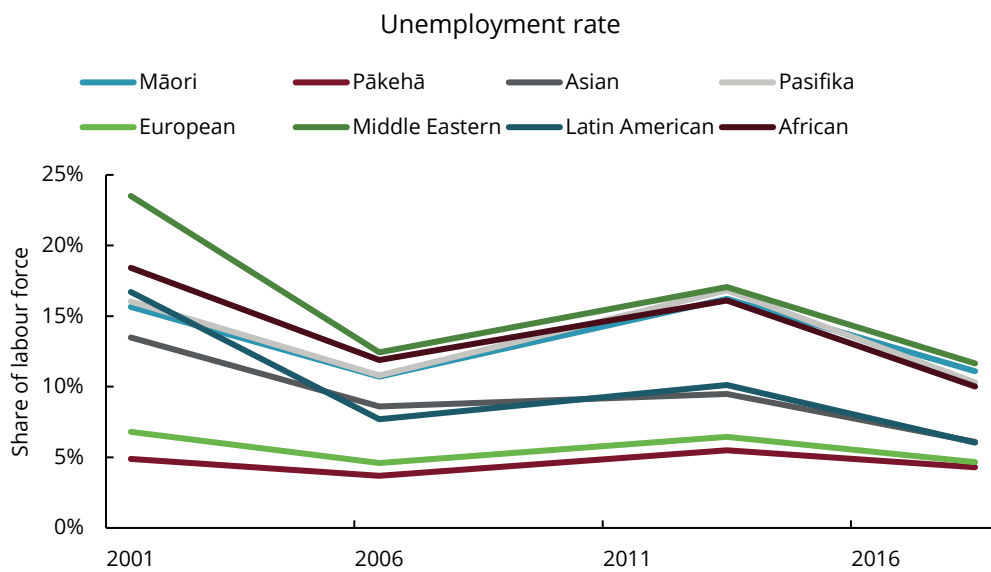


Figure 14: Some ethnic groups face difficulty securing work



Source: Statistics New Zealand, Sense Partners

Figure 15: There are persistent differences in unemployment rates, reflecting differences in qualifications and potentially discrimination



Source: Statistics New Zealand, Sense Partners



What drives ethnic employment gaps?

There are large ethnic differences in unemployment. Some of it can be explained by underlying factors like education, skills and work experience,⁶ but that does not explain all the difference. There are also more fundamental causes like discrimination (racism) and social and spatial dislocation. Higher incarceration rates and child support burdens may increase the barriers to employment.

Ethnic disadvantage can cumulate across both hiring and firing decisions.⁷ Evidence for discrimination is stronger in hiring than firing.⁸

For example, black Americans are not the first fired when the economy weakens but they are the last hired. Young women and men have lower probabilities of transitioning back into work as local unemployment rates grow, holding parental education constant.⁹ When statistically controlling for education, test scores and work experience, observed earnings gaps between black and white workers largely (though not completely) disappear.¹⁰

A study of early-career British graduates found that, although ethnic minority graduates are less likely to find a job in a recession, those who do have a job do not experience ethnic wage differentials.¹¹

There is a smaller volume of evidence of discrimination in firing. However, a UK longitudinal survey found ethnic women were more likely to lose jobs than white peers.¹² Black Americans are more likely to enter and less likely to exit unemployment than whites, with disadvantages in both transitions amplified by economic downturns.¹³

A study of COVID-19 impacts in the UK finds intersectional disadvantages faced by black, Asian and minority ethnic (BAME) groups, even when controlling for higher self-employment rates. BAME migrants were three times more likely to lose their jobs than UK-born white British, and UK-born white British were 1.7 times more likely to be furloughed than native BAME groups.¹⁴

Discrimination may not explain all ethnic differences in unemployment. Rather, they may be more affected by fundamental factors like education, sector of work and so on, but discrimination and stigma may cause ethnic groups to spend longer in unemployment than their white counterparts. Queuing theory explains some of this phenomenon – if white applicants are preferred, non-white applicants are pushed back in the labour queue.¹⁵ This creates more time out of work, leading to scarring effects.

⁶ Holzer, 2021

⁷ Longhi, 2020

⁸ Yu & Sun, 2019; Longhi, 2020; Reyneri & Fullin, 2011; Zwysen & Longhi, 2018

⁹ Yu & Sun, 2019

¹⁰ Holzer, 2021

¹¹ Zwysen & Longhi, 2018

¹² Longhi, 2020

¹³ Couch, Fairlie & Xu, 2018

¹⁴ Hu, 2020

¹⁵ Yu & Sun, 2019



5.4. Incomes

There are significant differences in average incomes by ethnic groups (Figure 16). Some of the differences can be explained by age, qualification, industry of work and occupation, but there remains an unexplainable difference even after accounting for these. For example, Asians are more likely to have high qualifications, but this is not reflected in their incomes.

Figure 16: Average annual income

Auckland average annual income, 2021

	\$ p.a.	Difference from total
Pākehā	80,700	12%
Māori	65,400	-9%
Pasifika	55,100	-23%
Asian	79,100	10%
European	67,500	-6%
Middle Eastern	64,900	-10%
Latin American	55,200	-23%
African	54,900	-24%
Total	71,800	

Source: Statistics New Zealand, Sense Partners

As a specific example, while Indians are more likely to be in work and hold higher qualifications, they tend to earn less on average. The average income of Indians in work was around \$50,000 in 2018, compared to \$55,400 for all ethnicities.

There are some obvious sources of the difference: a relatively young workforce and the industries and occupations they work in. Age composition matters, but even within age groups, there are differences in incomes. Young Indians experience the biggest difference in income from the total (nearly 20%), but the gap is lower in prime working age (5–10%). Indians are more likely to work in industries such as retail and accommodation, which tend to have lower incomes, both due to lower wage rates and often fewer hours or part-time of work.

Even after adjusting for differences in age, industry and occupation, around half of the lower wages remain unexplained. This may reflect that nearly 40% of the Indian population may be considered recent arrivals (as migrants or students or on work visas).

Previous research has shown that recently arrived migrants may experience a 20% difference in income in the first year after arrival, which fades after 20–30 years of residence.¹⁶ Other research has also showed that the migrant settlement process is complex and is affected by many variables,¹⁷ including language proficiency, skills, qualifications, occupation mismatch, networks (family, social and economic) and discrimination.

¹⁶ Winkelmann & Winkelmann, 1998

¹⁷ Fletcher, 1999



5.5. Entrepreneurship and investments

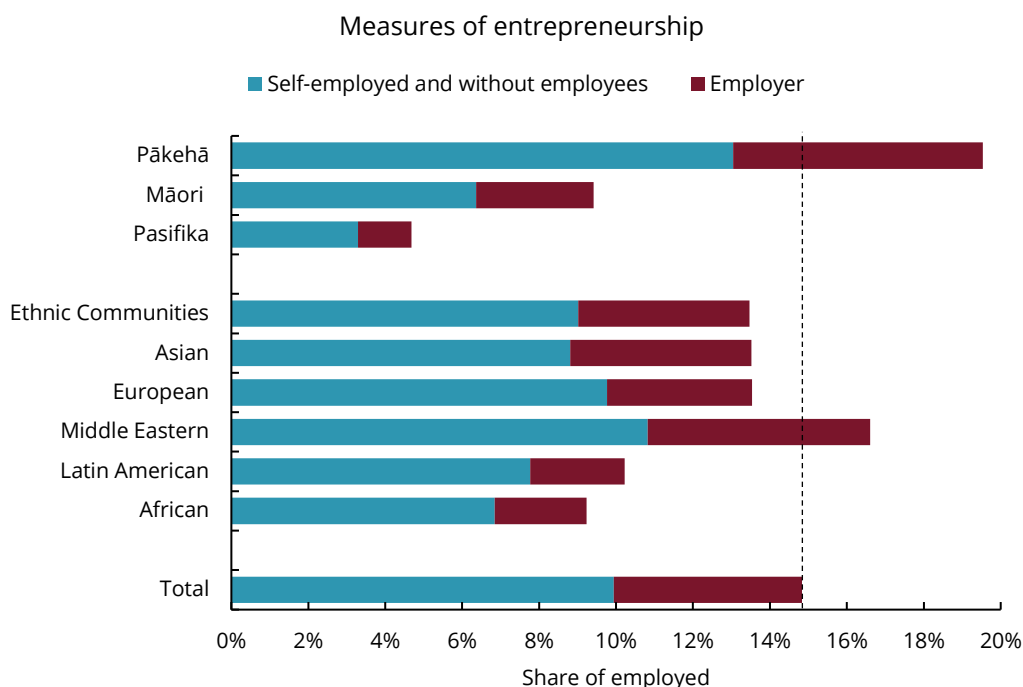
Economic engagement is not only through work but also through entrepreneurship (owning businesses) or owning other types of investments.

Figure 17 shows the share of those in employment who are employers or self-employed. This is a proxy measure for entrepreneurship. We can see that that entrepreneurship rates are highest for Pākehā, Middle Eastern and European, but much lower for other groups. They are particularly low for Māori and Pasifika but are persistently low for most ethnic minorities.

Figure 18 shows that some ethnic groups tend to be more entrepreneurial in Auckland. They are highest among Dutch, South Slav, Cambodian, Chinese, Korean and Middle Eastern. Figure 19 shows that this higher entrepreneurship tends to be in retail, hospitality and transport sectors. While these contribute to the Auckland economy and community (through the provision of specialised retail and hospitality), increased entrepreneurship across this group could improve Auckland's economic vitality.

Migrants and ethnic communities are often credited with being more entrepreneurial. However, this is not borne out in the data. Rather, the data shows the rates of entrepreneurship tend to be lower than the population average. This is likely to reflect New Zealand immigration policies, which favour economic migrants, who are most likely to meet labour needs of the economy. Entrepreneurship also requires access to investment capital, which may be a barrier for many ethnic groups.

Figure 17: Entrepreneurship is lower for most minority ethnic groups

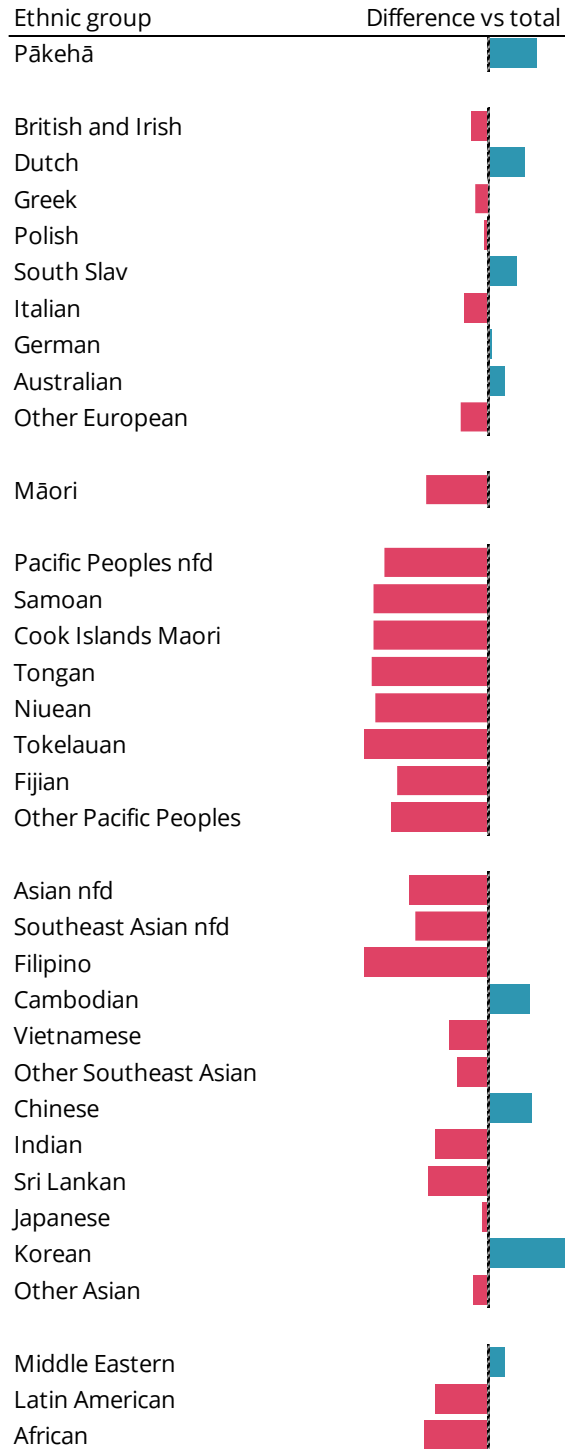


Source: Statistics NZ, Sense Partners



Figure 18: Some ethnic groups tend to be more entrepreneurial, but tend to be concentrated in industries with low barriers to entry

Entrepreneurship rate, 2018

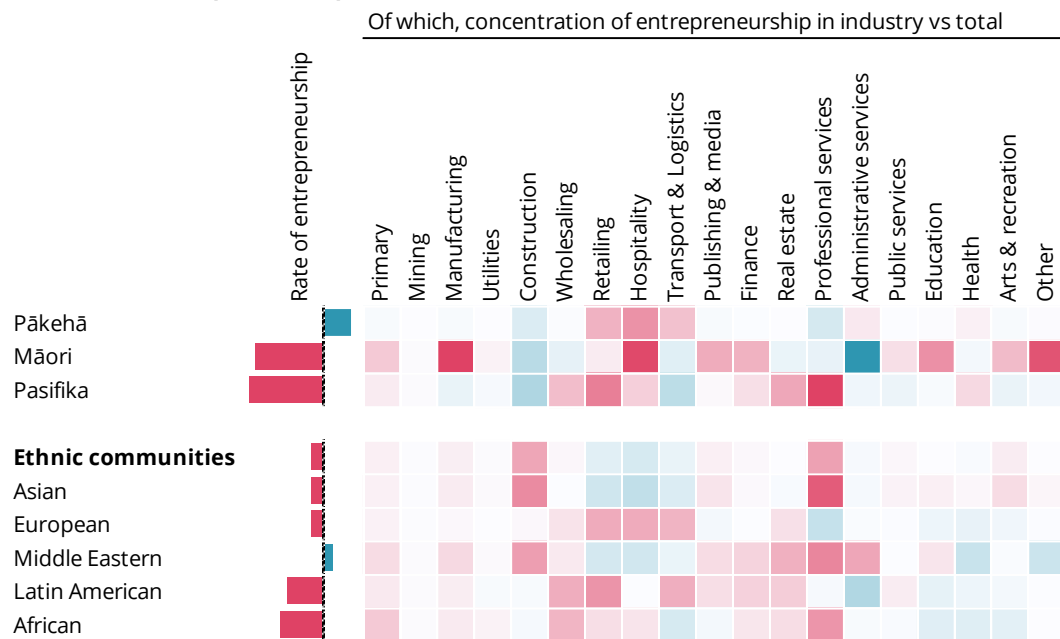


Source: Statistics NZ, Sense Partners



Figure 19: Entrepreneurship is lower in most ethnic communities, although there are high levels of entrepreneurial activity in some sectors like retail, hospitality and transport

Measures of entrepreneurship in Auckland, 2018



Source: Statistics NZ, Sense Partners

6. Conclusion

Our analysis paints a broad-brush picture of ethnic communities and their economic contribution to Auckland. At the most visible levels, we can see high and improving participation in the labour market. However, we also see persistently high unemployment and lower incomes – both suggestive of discrimination. Despite these hurdles, ethnic minorities contributed \$33b or 30% of the Auckland economy in 2018. We can celebrate the significant contribution ethnic communities make to Auckland, but there are many opportunities to improve their economic contribution further. A culturally appropriate and sensitive lens will allow us to identify and solve the barriers to making the most of our diversity.



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Appendix A: Ethnic data profiles

In this appendix we present a summary set of indicators for each broad ethnic group and detailed ethnicities where available for Auckland.

Here is a guide on how to interpret the data:

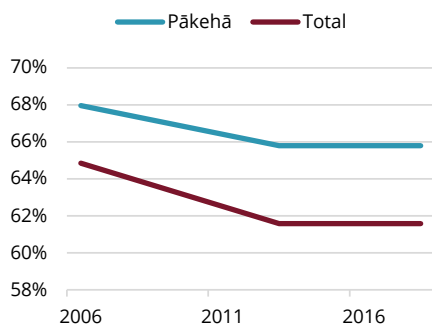
- Population and work shows the last three Census results for:
 - Population: estimated resident population size. This gives us a measure of how large the population of this ethnic group is.
 - Share of total: share of the total Auckland population. This gives us a sense of the relative size of the population.
 - Growth p.a.: the compound annual growth rate between censuses. This gives us a sense of how quickly the population is changing.
 - Average annual income, 2021: Shows our estimate for average personal income by ethnicity from employment and we compare it to the average across all ethnicities. The bars to the right help us visually make this comparison.
 - Employment rate: shows the share of the working age population who are in work. This is a broad measure of how economically engaged the ethnic population is. We also show the total across all ethnicities for comparison. The higher the employment rate relative to the total, the more economically engaged.
 - Unemployment rate: shows the number of people who are currently unemployed and are actively looking for work and are available to work, as a share of the labour force (all those who are in work and the unemployed). If the unemployment rate is persistently higher than the total, it may reflect underlying issues such as education, training and discrimination.
- Population profile:
 - Geography: shows the share of the total (national) ethnic population living in each Regional Council area. The bar chart to the right shows the variation from the geographic distribution of the national population. So, a red bar means that less of this ethnic group lives in this region than the national average.
 - Age distribution: shows the age makeup of the Auckland ethnic population. So, a blue bar means there is more of this age group compared to the national average. This gives us a good measure of whether the ethnic population is younger or older than the national average. For example, younger populations are less likely to be engaged in the economy now because of education and training but represent future cohort of workers.



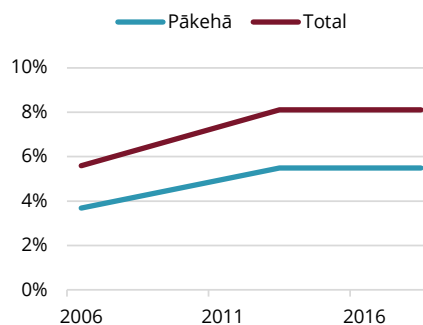
6.1. NZ European/Pākehā

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	611,898	696,963	738,567	Pākehā	\$80,728
Share of total	46.9%	49.2%	47.0%	Total	\$71,812
Growth p.a.		1.9%	1.2%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Northland	4%		0-4 years	6%	
Auckland	25%		5-9 years	7%	
Waikato	10%		10-14 years	6%	
Bay of Plenty	7%		15-19 years	7%	
Gisborne	1%		20-24 years	6%	
Hawke's Bay	4%		25-29 years	5%	
Taranaki	3%		30-34 years	5%	
Manawatu-Wanganui	6%		35-39 years	6%	
Wellington	11%		40-44 years	7%	
Nelson	1%		45-49 years	7%	
Tasman	2%		50-54 years	7%	
Marlborough	1%		55-59 years	7%	
West Coast	1%		60-64 years	6%	
Canterbury	15%		65 years+	17%	
Otago	6%				
Southland	3%				

Notes:

(1) Employed share of working age population

(2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)

(3) Average incomes from the 2021 Income Survey

(4) Difference relative to distribution of total NZ population

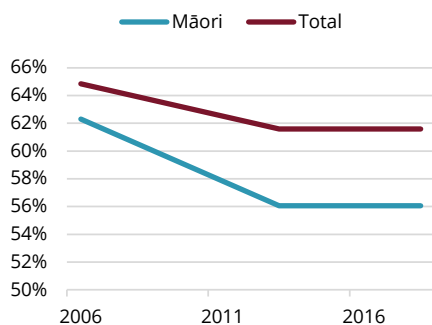
Source: Sense Partners calculations and estimates from Statistics New Zealand data



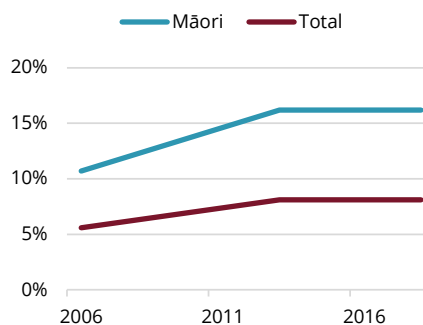
6.2. Māori

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	137,304	142,770	181,194	Māori	\$65,416
Share of total	10.5%	10.1%	11.5%	Total	\$71,812
Growth p.a.		0.6%	4.9%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Northland	8%		0-4 years	10%	
Auckland	23%		5-9 years	10%	
Waikato	14%		10-14 years	9%	
Bay of Plenty	12%		15-19 years	9%	
Gisborne	3%		20-24 years	8%	
Hawke's Bay	6%		25-29 years	6%	
Taranaki	3%		30-34 years	6%	
Manawatu-Wanganui	7%		35-39 years	6%	
Wellington	9%		40-44 years	6%	
Nelson	1%		45-49 years	5%	
Tasman	1%		50-54 years	5%	
Marlborough	1%		55-59 years	11%	
West Coast	0%		60-64 years	3%	
Canterbury	7%		65 years+	5%	
Otago	3%				
Southland	2%				

Notes:

(1) Employed share of working age population

(2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)

(3) Average incomes from the 2021 Income Survey

(4) Difference relative to distribution of total NZ population

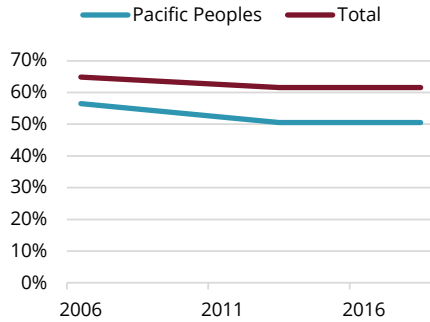
Source: Sense Partners calculations and estimates from Statistics New Zealand data



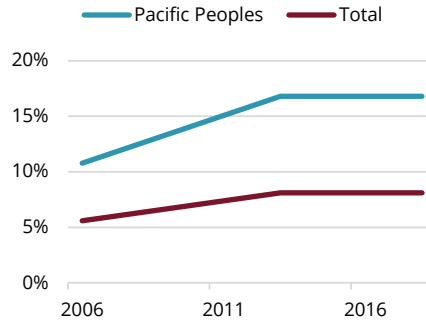
6.3. Pasifika

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	177,948	194,958	243,966	Pacific Peoples	\$55,068
Share of total	13.6%	13.8%	15.5%	Total	\$71,812
Growth p.a.		1.3%	4.6%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Northland	2%		0-4 years	11%	
Auckland	64%		5-9 years	10%	
Waikato	5%		10-14 years	10%	
Bay of Plenty	3%		15-19 years	9%	
Gisborne	1%		20-24 years	8%	
Hawke's Bay	2%		25-29 years	6%	
Taranaki	1%		30-34 years	6%	
Manawatu-Wanganui	3%		35-39 years	5%	
Wellington	11%		40-44 years	5%	
Nelson	0%		45-49 years	5%	
Tasman	0%		50-54 years	4%	
Marlborough	0%		55-59 years	11%	
West Coast	0%		60-64 years	3%	
Canterbury	5%		65 years+	6%	
Otago	2%				
Southland	1%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

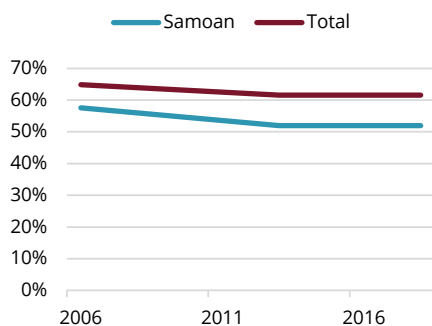
Source: Sense Partners calculations and estimates from Statistics New Zealand data



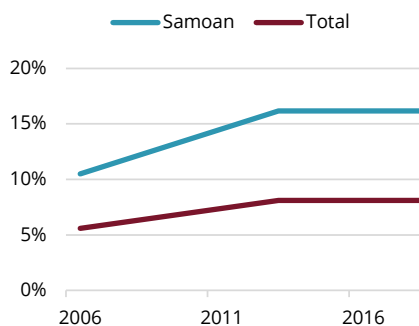
6.3.1. Samoan

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	87,840	95,916	118,503	Samoan	\$55,698
Share of total	6.7%	6.8%	7.5%	Total	\$71,812
Growth p.a.		1.3%	4.3%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Northland	1%		0-4 years	11%	
Auckland	65%		5-9 years	11%	
Waikato	4%		10-14 years	10%	
Bay of Plenty	2%		15-19 years	9%	
Gisborne	0%		20-24 years	8%	
Hawke's Bay	2%		25-29 years	6%	
Taranaki	1%		30-34 years	5%	
Manawatu-Wanganui	2%		35-39 years	5%	
Wellington	14%		40-44 years	5%	
Nelson	0%		45-49 years	5%	
Tasman	0%		50-54 years	4%	
Marlborough	0%		55-59 years	12%	
West Coast	0%		60-64 years	3%	
Canterbury	6%		65 years+	6%	
Otago	1%				
Southland	1%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

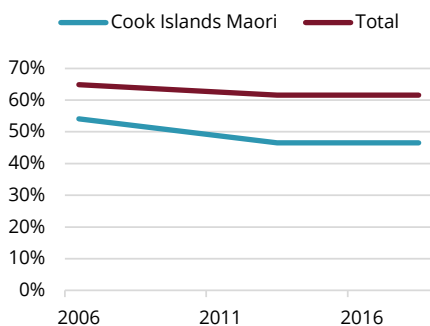
Source: Sense Partners calculations and estimates from Statistics New Zealand data



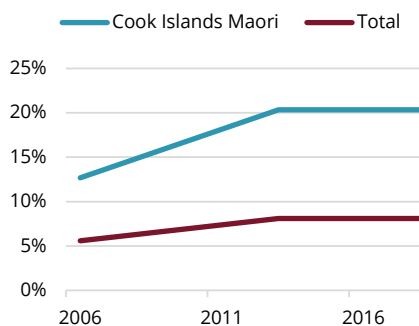
6.3.2. Cook Islands Māori

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	34,788	36,810	46,668	Cook Islands Maori	\$54,036
Share of total	2.7%	2.6%	3.0%	Total	\$71,812
Growth p.a.		0.8%	4.9%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Auckland	58%		5-9 years	11%	
Waikato	8%		10-14 years	10%	
Bay of Plenty	4%		15-19 years	9%	
Gisborne	1%		20-24 years	8%	
Hawke's Bay	4%		25-29 years	6%	
Taranaki	1%		30-34 years	5%	
Manawatu-Wanganui	3%		35-39 years	5%	
Wellington	11%		40-44 years	5%	
Nelson	0%		45-49 years	4%	
Tasman	0%		50-54 years	4%	
Marlborough	0%		55-59 years	13%	
West Coast	0%		60-64 years	3%	
Canterbury	4%		65 years+	4%	
Otago	2%				
Southland	1%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

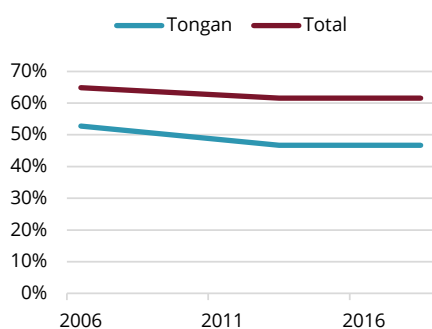
Source: Sense Partners calculations and estimates from Statistics New Zealand data



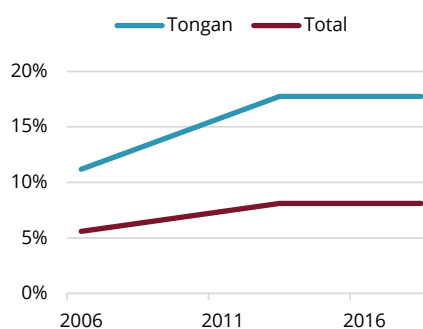
6.3.3. Tongan

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	40,140	46,971	62,403	Tongan	\$52,815
Share of total	3.1%	3.3%	4.0%	Total	\$71,812
Growth p.a.		2.3%	5.8%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Northland	2%		0-4 years	13%	
Auckland	76%		5-9 years	11%	
Waikato	4%		10-14 years	11%	
Bay of Plenty	2%		15-19 years	9%	
Gisborne	1%		20-24 years	8%	
Hawke's Bay	1%		25-29 years	6%	
Taranaki	0%		30-34 years	5%	
Manawatu-Whanganui	2%		35-39 years	5%	
Wellington	4%		40-44 years	5%	
Nelson	0%		45-49 years	5%	
Tasman	0%		50-54 years	3%	
Marlborough	0%		55-59 years	13%	
West Coast	0%		60-64 years	2%	
Canterbury	4%		65 years+	5%	
Otago	2%				
Southland	0%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

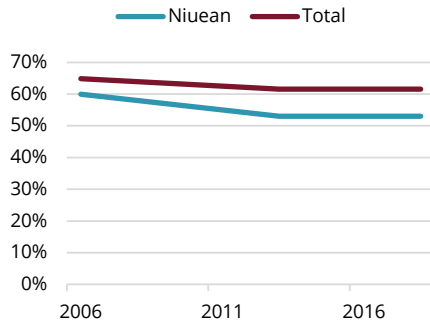
Source: Sense Partners calculations and estimates from Statistics New Zealand data



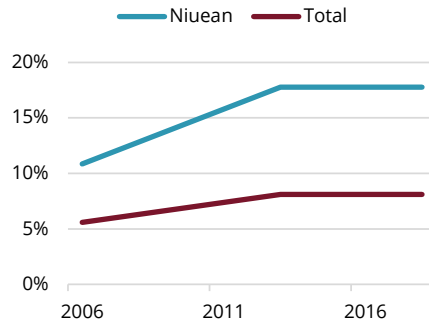
6.3.4. Niuean

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	17,667	18,555	23,088	Niuean	\$54,740
Share of total	1.4%	1.3%	1.5%	Total	\$71,812
Growth p.a.		0.7%	4.5%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Auckland	75%		5-9 years	11%	
Waikato	5%		10-14 years	10%	
Bay of Plenty	2%		15-19 years	9%	
Gisborne	0%		20-24 years	8%	
Hawke's Bay	1%		25-29 years	6%	
Taranaki	1%		30-34 years	5%	
Manawatu-Whanganui	2%		35-39 years	4%	
Wellington	6%		40-44 years	5%	
Nelson	0%		45-49 years	5%	
Tasman	0%		50-54 years	4%	
Marlborough	0%		55-59 years	14%	
West Coast	0%		60-64 years	3%	
Canterbury	3%		65 years+	5%	
Otago	1%				
Southland	0%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

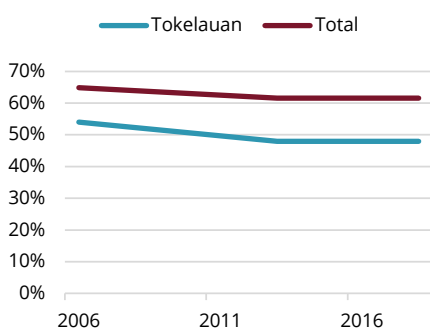
Source: Sense Partners calculations and estimates from Statistics New Zealand data



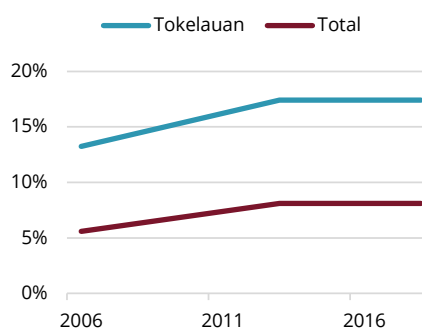
6.3.5. Tokelauan

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	1,848	1,959	2,406	Tokelauan	\$52,188
Share of total	0.1%	0.1%	0.2%	Total	\$71,812
Growth p.a.		0.8%	4.2%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Auckland	28%		5-9 years	11%	
Waikato	5%		10-14 years	10%	
Bay of Plenty	6%		15-19 years	11%	
Gisborne	1%		20-24 years	8%	
Hawke's Bay	2%		25-29 years	6%	
Taranaki	1%		30-34 years	4%	
Manawatu-Wanganui	4%		35-39 years	5%	
Wellington	48%		40-44 years	5%	
Nelson	0%		45-49 years	4%	
Tasman	0%		50-54 years	3%	
Marlborough	0%		55-59 years	13%	
West Coast	0%		60-64 years	2%	
Canterbury	2%		65 years+	5%	
Otago	1%				
Southland	1%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

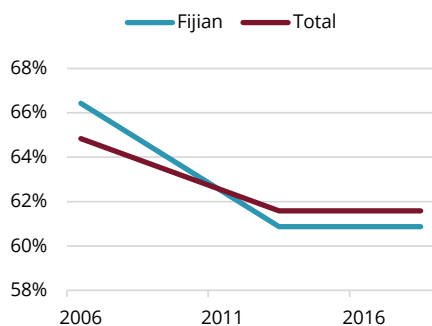
Source: Sense Partners calculations and estimates from Statistics New Zealand data



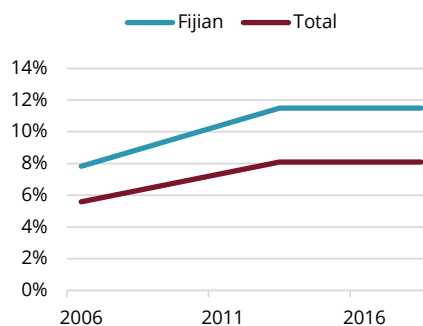
6.3.6. Fijian

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	5,850	8,493	11,202	Fijian	\$60,026
Share of total	0.4%	0.6%	0.7%	Total	\$71,812
Growth p.a.		5.5%	5.7%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Auckland	57%		5-9 years	8%	
Waikato	8%		10-14 years	8%	
Bay of Plenty	4%		15-19 years	9%	
Gisborne	1%		20-24 years	8%	
Hawke's Bay	2%		25-29 years	9%	
Taranaki	1%		30-34 years	8%	
Manawatu-Whanganui	4%		35-39 years	7%	
Wellington	8%		40-44 years	6%	
Nelson	0%		45-49 years	5%	
Tasman	0%		50-54 years	4%	
Marlborough	1%		55-59 years	9%	
West Coast	0%		60-64 years	3%	
Canterbury	9%		65 years+	6%	
Otago	2%				
Southland	1%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

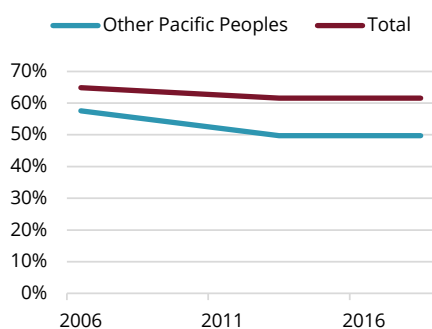
Source: Sense Partners calculations and estimates from Statistics New Zealand data



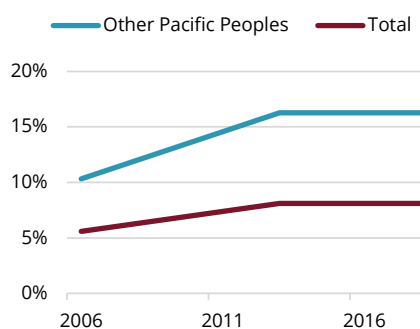
6.3.7. Other Pasifika

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	4,755	5,841	7,485	Other Pacific Peoples	\$53,392
Share of total	0.4%	0.4%	0.5%	Total	\$71,812
Growth p.a.		3.0%	5.1%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Auckland	50%		5-9 years	11%	
Waikato	9%		10-14 years	11%	
Bay of Plenty	5%		15-19 years	9%	
Gisborne	0%		20-24 years	7%	
Hawke's Bay	5%		25-29 years	6%	
Taranaki	1%		30-34 years	6%	
Manawatu-Wanganui	3%		35-39 years	5%	
Wellington	11%		40-44 years	5%	
Nelson	0%		45-49 years	4%	
Tasman	1%		50-54 years	3%	
Marlborough	1%		55-59 years	13%	
West Coast	0%		60-64 years	2%	
Canterbury	5%		65 years+	4%	
Otago	4%				
Southland	1%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

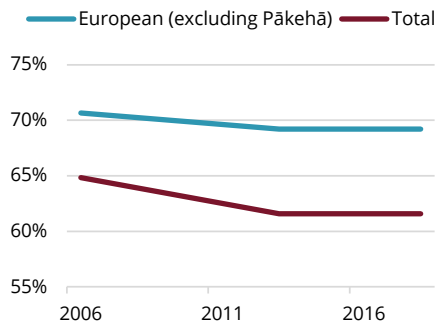
Source: Sense Partners calculations and estimates from Statistics New Zealand data



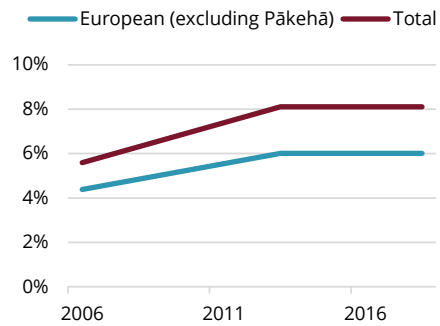
6.4. European (excluding Pākehā)

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	88,260	92,343	102,819	European (excluding Pā)	\$79,108
Share of total	6.8%	6.5%	6.5%	Total	\$71,812
Growth p.a.		0.6%	2.2%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Northland	4%		0-4 years	3%	
Auckland	36%		5-9 years	4%	
Waikato	9%		10-14 years	5%	
Bay of Plenty	6%		15-19 years	6%	
Gisborne	1%		20-24 years	10%	
Hawke's Bay	3%		25-29 years	11%	
Taranaki	2%		30-34 years	9%	
Manawatu-Whanganui	4%		35-39 years	9%	
Wellington	13%		40-44 years	9%	
Nelson	1%		45-49 years	8%	
Tasman	1%		50-54 years	6%	
Marlborough	1%		55-59 years	4%	
West Coast	0%		60-64 years	4%	
Canterbury	13%		65 years+	12%	
Otago	6%				
Southland	1%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

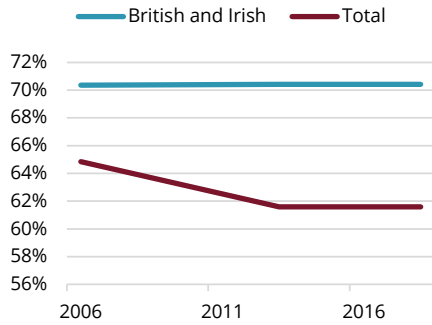
Source: Sense Partners calculations and estimates from Statistics New Zealand data



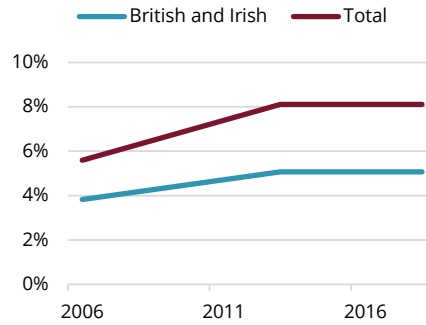
6.4.1. British and Irish

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	35,070	35,379	39,249	British and Irish	\$84,674
Share of total	2.7%	2.5%	2.5%	Total	\$71,812
Growth p.a.		0.1%	2.1%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Northland	4%		0-4 years	4%	
Auckland	32%		5-9 years	5%	
Waikato	9%		10-14 years	5%	
Bay of Plenty	6%		15-19 years	6%	
Gisborne	1%		20-24 years	9%	
Hawke's Bay	3%		25-29 years	9%	
Taranaki	2%		30-34 years	8%	
Manawatu-Wanganui	4%		35-39 years	8%	
Wellington	15%		40-44 years	9%	
Nelson	1%		45-49 years	9%	
Tasman	1%		50-54 years	6%	
Marlborough	1%		55-59 years	5%	
West Coast	0%		60-64 years	4%	
Canterbury	13%		65 years+	13%	
Otago	6%				
Southland	1%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

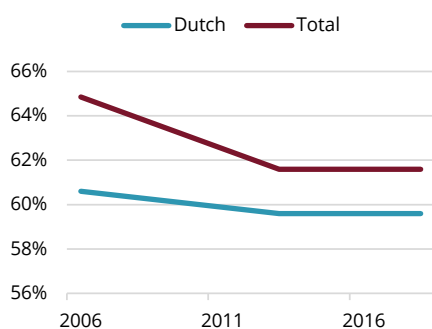
Source: Sense Partners calculations and estimates from Statistics New Zealand data



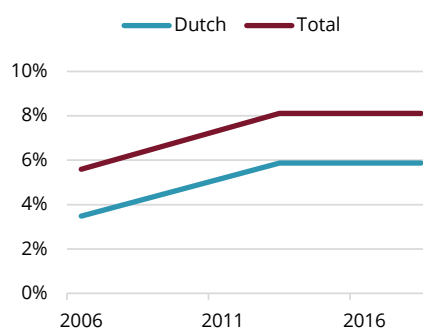
6.4.2. Dutch

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	7,785	7,995	7,920	Dutch	\$75,177
Share of total	0.6%	0.6%	0.5%	Total	\$71,812
Growth p.a.		0.4%	-0.2%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Northland	5%		0-4 years	6%	
Auckland	27%		5-9 years	6%	
Waikato	13%		10-14 years	6%	
Bay of Plenty	8%		15-19 years	7%	
Gisborne	1%		20-24 years	8%	
Hawke's Bay	4%		25-29 years	6%	
Taranaki	2%		30-34 years	5%	
Manawatu-Whanganui	4%		35-39 years	5%	
Wellington	13%		40-44 years	6%	
Nelson	1%		45-49 years	7%	
Tasman	2%		50-54 years	7%	
Marlborough	1%		55-59 years	7%	
West Coast	1%		60-64 years	5%	
Canterbury	13%		65 years+	19%	
Otago	5%				
Southland	2%				

Notes:

(1) Employed share of working age population

(2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)

(3) Average incomes from the 2021 Income Survey

(4) Difference relative to distribution of total NZ population

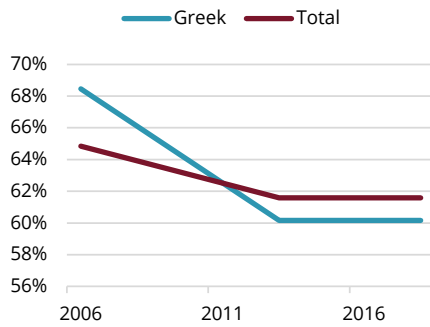
Source: Sense Partners calculations and estimates from Statistics New Zealand data



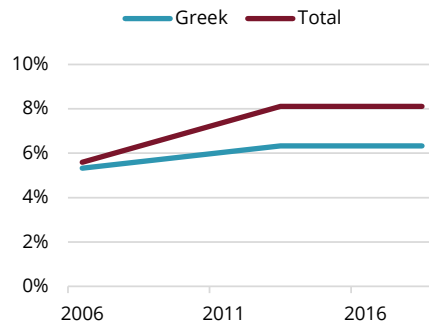
6.4.3. Greek

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	489	492	597	Greek	\$77,307
Share of total	0.0%	0.0%	0.0%	Total	\$71,812
Growth p.a.		0.1%	3.9%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Auckland	24%		5-9 years	10%	
Waikato	6%		10-14 years	7%	
Bay of Plenty	3%		15-19 years	8%	
Gisborne	1%		20-24 years	7%	
Hawke's Bay	2%		25-29 years	7%	
Taranaki	1%		30-34 years	7%	
Manawatu-Wanganui	4%		35-39 years	9%	
Wellington	42%		40-44 years	6%	
Nelson	0%		45-49 years	6%	
Tasman	0%		50-54 years	4%	
Marlborough	1%		55-59 years	9%	
West Coast	0%		60-64 years	4%	
Canterbury	8%		65 years+	11%	
Otago	2%				
Southland	1%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

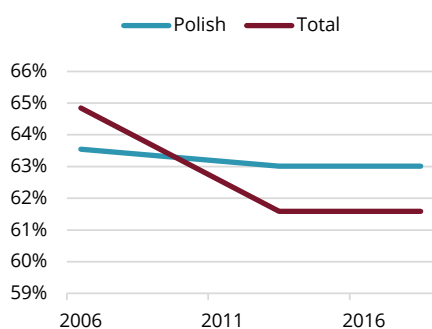
Source: Sense Partners calculations and estimates from Statistics New Zealand data



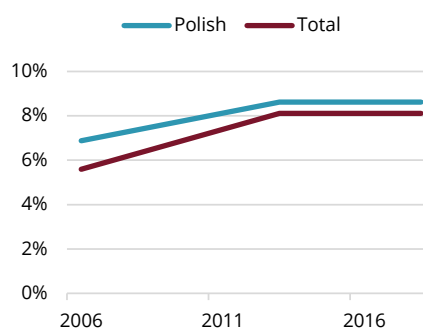
6.4.4. Polish

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	705	792	1,059	Polish	\$76,883
Share of total	0.1%	0.1%	0.1%	Total	\$71,812
Growth p.a.		1.7%	6.0%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Auckland	37%		5-9 years	5%	
Waikato	7%		10-14 years	5%	
Bay of Plenty	4%		15-19 years	5%	
Gisborne	1%		20-24 years	9%	
Hawke's Bay	2%		25-29 years	11%	
Taranaki	2%		30-34 years	14%	
Manawatu-Wanganui	3%		35-39 years	8%	
Wellington	24%		40-44 years	4%	
Nelson	1%		45-49 years	5%	
Tasman	1%		50-54 years	4%	
Marlborough	1%		55-59 years	7%	
West Coast	0%		60-64 years	4%	
Canterbury	11%		65 years+	9%	
Otago	4%				
Southland	1%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

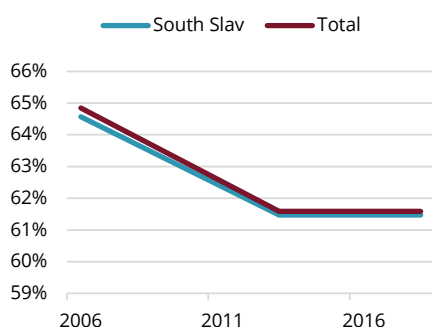
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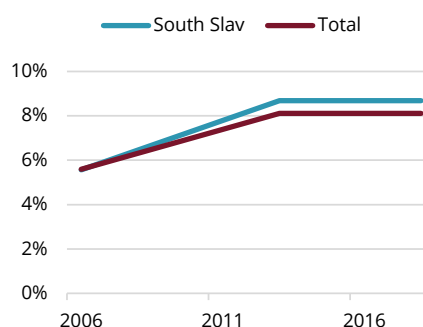
6.4.5. South Slav

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	3,819	3,531	3,708	South Slav	\$73,735
Share of total	0.3%	0.2%	0.2%	Total	\$71,812
Growth p.a.		-1.1%	1.0%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Northland	7%		0-4 years	7%	
Auckland	63%		5-9 years	6%	
Waikato	6%		10-14 years	5%	
Bay of Plenty	3%		15-19 years	5%	
Gisborne	0%		20-24 years	8%	
Hawke's Bay	1%		25-29 years	8%	
Taranaki	1%		30-34 years	7%	
Manawatu-Whanganui	1%		35-39 years	7%	
Wellington	9%		40-44 years	6%	
Nelson	0%		45-49 years	6%	
Tasman	0%		50-54 years	7%	
Marlborough	0%		55-59 years	6%	
West Coast	0%		60-64 years	6%	
Canterbury	5%		65 years+	15%	
Otago	1%				
Southland	1%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

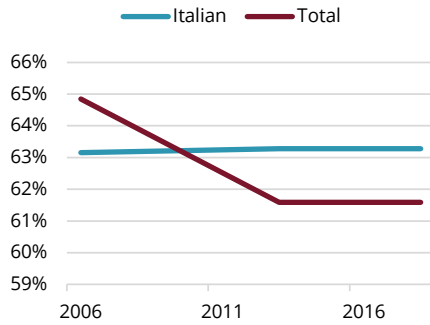
Source: Sense Partners calculations and estimates from Statistics New Zealand data



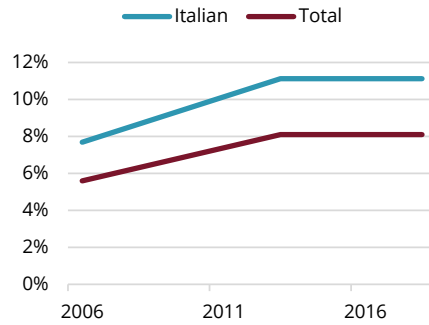
6.4.6. Italian

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	1,071	1,398	2,046	Italian	\$64,773
Share of total	0.1%	0.1%	0.1%	Total	\$71,812
Growth p.a.		3.9%	7.9%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Northland	3%		0-4 years	9%	
Auckland	38%		5-9 years	7%	
Waikato	7%		10-14 years	7%	
Bay of Plenty	6%		15-19 years	6%	
Gisborne	1%		20-24 years	13%	
Hawke's Bay	3%		25-29 years	12%	
Taranaki	1%		30-34 years	9%	
Manawatu-Wanganui	4%		35-39 years	8%	
Wellington	18%		40-44 years	6%	
Nelson	2%		45-49 years	5%	
Tasman	1%		50-54 years	3%	
Marlborough	1%		55-59 years	8%	
West Coast	0%		60-64 years	2%	
Canterbury	10%		65 years+	6%	
Otago	4%				
Southland	1%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

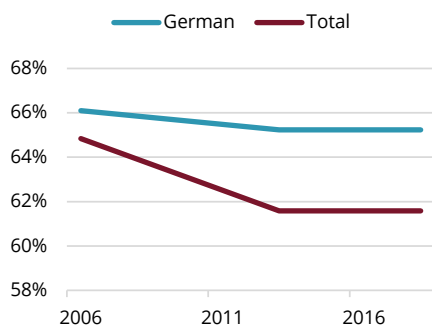
Source: Sense Partners calculations and estimates from Statistics New Zealand data



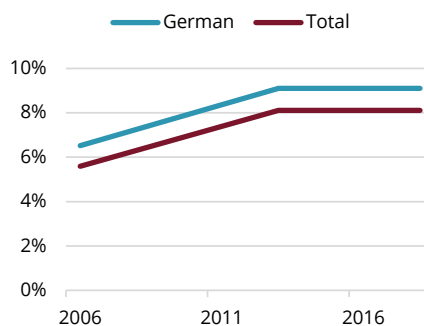
6.4.7. German

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	4,224	4,782	6,135	German	\$66,484
Share of total	0.3%	0.3%	0.4%	Total	\$71,812
Growth p.a.		1.8%	5.1%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Auckland	36%		5-9 years	7%	
Waikato	7%		10-14 years	10%	
Bay of Plenty	5%		15-19 years	8%	
Gisborne	1%		20-24 years	9%	
Hawke's Bay	3%		25-29 years	9%	
Taranaki	1%		30-34 years	9%	
Manawatu-Whanganui	3%		35-39 years	7%	
Wellington	14%		40-44 years	7%	
Nelson	2%		45-49 years	6%	
Tasman	2%		50-54 years	5%	
Marlborough	1%		55-59 years	7%	
West Coast	1%		60-64 years	3%	
Canterbury	10%		65 years+	7%	
Otago	6%				
Southland	1%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

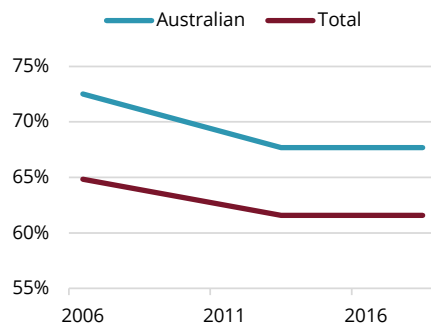
Source: Sense Partners calculations and estimates from Statistics New Zealand data



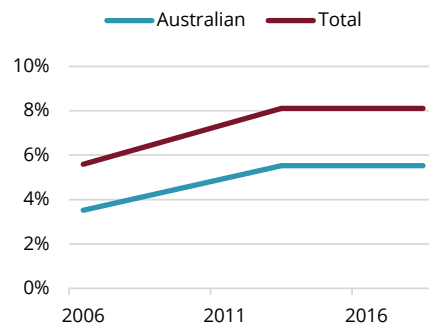
6.4.8. Australian

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	8,637	7,062	8,688	Australian	\$89,006
Share of total	0.7%	0.5%	0.6%	Total	\$71,812
Growth p.a.		-2.8%	4.2%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Northland	4%		0-4 years	6%	
Auckland	30%		5-9 years	6%	
Waikato	9%		10-14 years	5%	
Bay of Plenty	6%		15-19 years	5%	
Gisborne	1%		20-24 years	8%	
Hawke's Bay	3%		25-29 years	8%	
Taranaki	3%		30-34 years	8%	
Manawatu-Whanganui	4%		35-39 years	8%	
Wellington	12%		40-44 years	9%	
Nelson	1%		45-49 years	7%	
Tasman	1%		50-54 years	6%	
Marlborough	1%		55-59 years	7%	
West Coast	1%		60-64 years	5%	
Canterbury	14%		65 years+	13%	
Otago	8%				
Southland	2%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

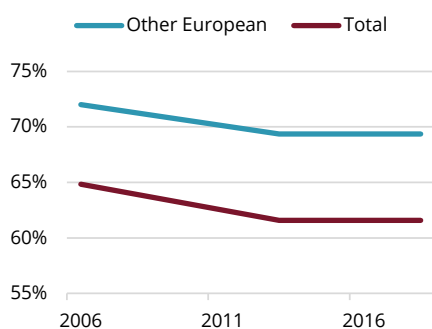
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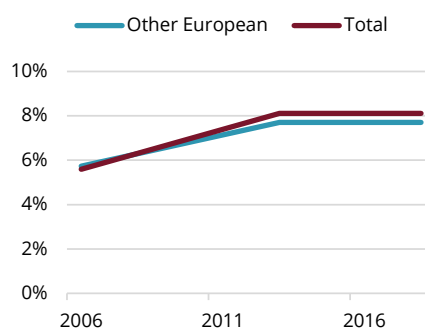
6.4.g. Other European

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	30,906	36,909	43,458	Other European	\$75,197
Share of total	2.4%	2.6%	2.8%	Total	\$71,812
Growth p.a.		2.6%	3.3%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Northland	3%		0-4 years	6%	
Auckland	42%		5-9 years	6%	
Waikato	9%		10-14 years	6%	
Bay of Plenty	6%		15-19 years	7%	
Gisborne	1%		20-24 years	10%	
Hawke's Bay	2%		25-29 years	11%	
Taranaki	2%		30-34 years	10%	
Manawatu-Whanganui	3%		35-39 years	9%	
Wellington	12%		40-44 years	8%	
Nelson	1%		45-49 years	6%	
Tasman	1%		50-54 years	5%	
Marlborough	1%		55-59 years	7%	
West Coast	0%		60-64 years	4%	
Canterbury	12%		65 years+	7%	
Otago	5%				
Southland	1%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

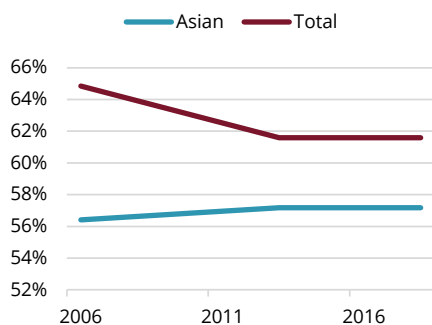
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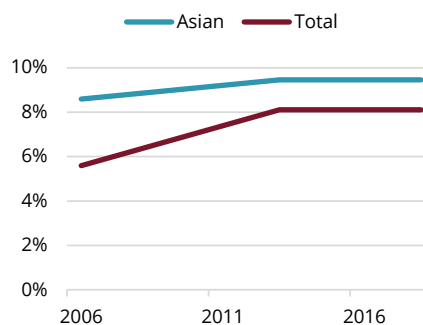
6.5. Asian

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	234,279	307,230	442,674	Asian	\$62,192
Share of total	18.0%	21.7%	28.2%	Total	\$71,812
Growth p.a.		3.9%	7.6%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Northland	1%		0-4 years	7%	
Auckland	63%		5-9 years	6%	
Waikato	6%		10-14 years	6%	
Bay of Plenty	3%		15-19 years	9%	
Gisborne	0%		20-24 years	11%	
Hawke's Bay	1%		25-29 years	11%	
Taranaki	1%		30-34 years	9%	
Manawatu-Whanganui	2%		35-39 years	7%	
Wellington	9%		40-44 years	6%	
Nelson	1%		45-49 years	5%	
Tasman	0%		50-54 years	5%	
Marlborough	0%		55-59 years	7%	
West Coast	0%		60-64 years	4%	
Canterbury	9%		65 years+	7%	
Otago	2%				
Southland	1%				

Notes:

(1) Employed share of working age population

(2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)

(3) Average incomes from the 2021 Income Survey

(4) Difference relative to distribution of total NZ population

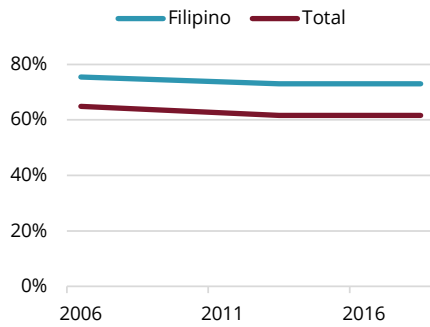
Source: Sense Partners calculations and estimates from Statistics New Zealand data



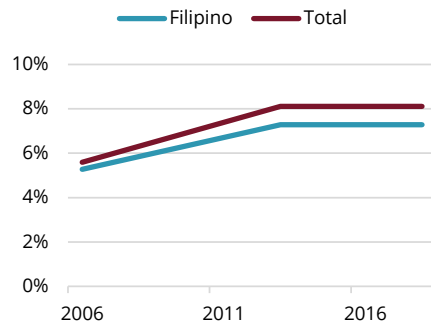
6.5.1. Filipino

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	9,822	20,502	32,850	Filipino	\$61,845
Share of total	0.8%	1.4%	2.1%	Total	\$71,812
Growth p.a.		11.1%	9.9%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Auckland	45%		5-9 years	6%	
Waikato	7%		10-14 years	7%	
Bay of Plenty	4%		15-19 years	8%	
Gisborne	0%		20-24 years	10%	
Hawke's Bay	1%		25-29 years	13%	
Taranaki	1%		30-34 years	11%	
Manawatu-Whanganui	2%		35-39 years	9%	
Wellington	11%		40-44 years	8%	
Nelson	0%		45-49 years	6%	
Tasman	0%		50-54 years	4%	
Marlborough	0%		55-59 years	6%	
West Coast	0%		60-64 years	2%	
Canterbury	19%		65 years+	3%	
Otago	3%				
Southland	2%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

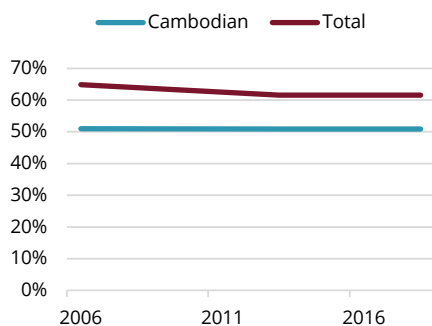
Source: Sense Partners calculations and estimates from Statistics New Zealand data



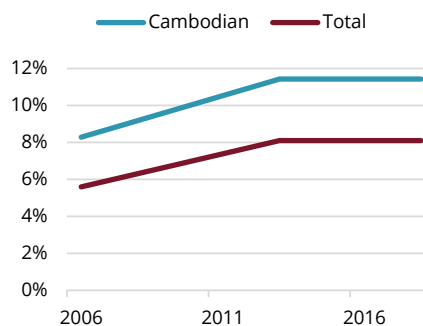
6.5.2. Cambodian

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	3,372	4,185	4,386	Cambodian	\$48,266
Share of total	0.3%	0.3%	0.3%	Total	\$71,812
Growth p.a.		3.1%	0.9%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Auckland	45%		5-9 years	7%	
Waikato	16%		10-14 years	6%	
Bay of Plenty	2%		15-19 years	7%	
Gisborne	0%		20-24 years	9%	
Hawke's Bay	1%		25-29 years	10%	
Taranaki	1%		30-34 years	10%	
Manawatu-Wanganui	4%		35-39 years	5%	
Wellington	19%		40-44 years	5%	
Nelson	1%		45-49 years	4%	
Tasman	1%		50-54 years	4%	
Marlborough	0%		55-59 years	9%	
West Coast	0%		60-64 years	4%	
Canterbury	5%		65 years+	8%	
Otago	2%				
Southland	0%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

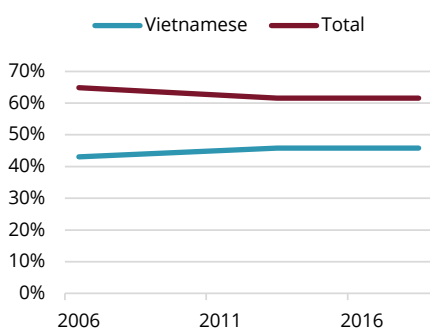
Source: Sense Partners calculations and estimates from Statistics New Zealand data



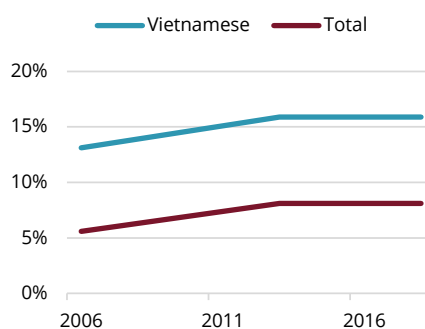
6.5.3. Vietnamese

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	3,174	4,359	6,324	Vietnamese	\$50,908
Share of total	0.2%	0.3%	0.4%	Total	\$71,812
Growth p.a.		4.6%	7.7%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Auckland	63%		5-9 years	7%	
Waikato	3%		10-14 years	8%	
Bay of Plenty	2%		15-19 years	11%	
Gisborne	0%		20-24 years	14%	
Hawke's Bay	2%		25-29 years	10%	
Taranaki	1%		30-34 years	8%	
Manawatu-Wanganui	3%		35-39 years	6%	
Wellington	14%		40-44 years	5%	
Nelson	1%		45-49 years	4%	
Tasman	1%		50-54 years	4%	
Marlborough	0%		55-59 years	7%	
West Coast	0%		60-64 years	3%	
Canterbury	7%		65 years+	5%	
Otago	2%				
Southland	1%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

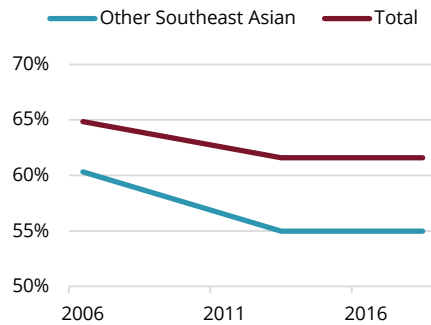
Source: Sense Partners calculations and estimates from Statistics New Zealand data



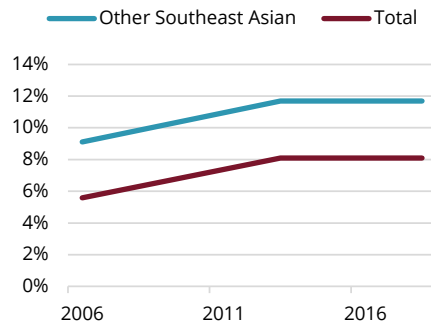
6.5.4. Other Southeast Asian

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	8,574	11,310	13,527	Other Southeast Asian	\$54,980
Share of total	0.7%	0.8%	0.9%	Total	\$71,812
Growth p.a.		4.0%	3.6%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Northland	2%		0-4 years	7%	
Auckland	50%		5-9 years	7%	
Waikato	5%		10-14 years	9%	
Bay of Plenty	3%		15-19 years	11%	
Gisborne	0%		20-24 years	9%	
Hawke's Bay	2%		25-29 years	8%	
Taranaki	1%		30-34 years	8%	
Manawatu-Whanganui	4%		35-39 years	8%	
Wellington	14%		40-44 years	8%	
Nelson	3%		45-49 years	6%	
Tasman	1%		50-54 years	5%	
Marlborough	1%		55-59 years	7%	
West Coast	0%		60-64 years	3%	
Canterbury	9%		65 years+	4%	
Otago	3%				
Southland	1%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

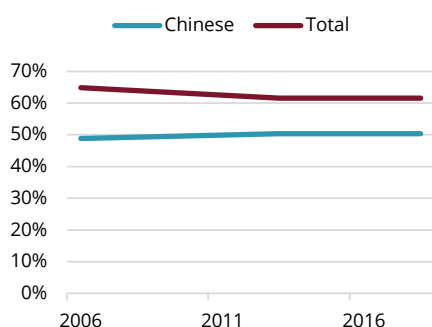
Source: Sense Partners calculations and estimates from Statistics New Zealand data



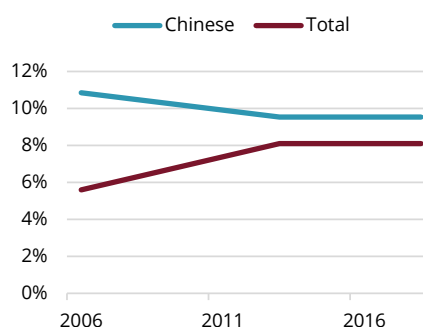
6.5.5. Chinese

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	98,418	118,233	171,309	Chinese	\$63,817
Share of total	7.5%	8.4%	10.9%	Total	\$71,812
Growth p.a.		2.7%	7.7%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Auckland	69%		5-9 years	5%	
Waikato	5%		10-14 years	6%	
Bay of Plenty	2%		15-19 years	8%	
Gisborne	0%		20-24 years	9%	
Hawke's Bay	1%		25-29 years	10%	
Taranaki	0%		30-34 years	10%	
Manawatu-Wanganui	2%		35-39 years	6%	
Wellington	9%		40-44 years	6%	
Nelson	0%		45-49 years	5%	
Tasman	0%		50-54 years	5%	
Marlborough	0%		55-59 years	7%	
West Coast	0%		60-64 years	5%	
Canterbury	9%		65 years+	10%	
Otago	2%				
Southland	0%				

Notes:

(1) Employed share of working age population

(2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)

(3) Average incomes from the 2021 Income Survey

(4) Difference relative to distribution of total NZ population

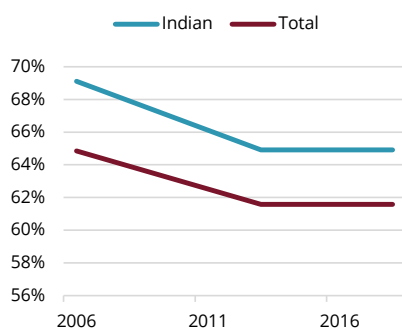
Source: Sense Partners calculations and estimates from Statistics New Zealand data



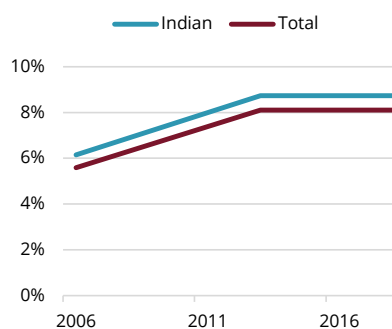
6.5.6. Indian

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	74,460	106,329	154,824	Indian	\$64,234
Share of total	5.7%	7.5%	9.9%	Total	\$71,812
Growth p.a.		5.2%	7.8%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Auckland	65%		5-9 years	5%	
Waikato	7%		10-14 years	5%	
Bay of Plenty	4%		15-19 years	10%	
Gisborne	0%		20-24 years	14%	
Hawke's Bay	1%		25-29 years	12%	
Taranaki	1%		30-34 years	9%	
Manawatu-Wanganui	2%		35-39 years	7%	
Wellington	9%		40-44 years	5%	
Nelson	0%		45-49 years	5%	
Tasman	0%		50-54 years	4%	
Marlborough	0%		55-59 years	6%	
West Coast	0%		60-64 years	3%	
Canterbury	6%		65 years+	6%	
Otago	2%				
Southland	1%				

Notes:

(1) Employed share of working age population

(2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)

(3) Average incomes from the 2021 Income Survey

(4) Difference relative to distribution of total NZ population

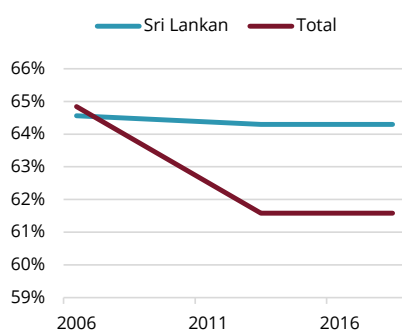
Source: Sense Partners calculations and estimates from Statistics New Zealand data



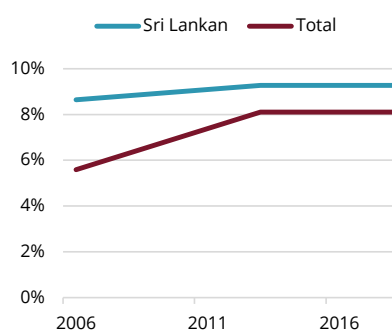
6.5.7. Sri Lankan

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	5,049	6,903	9,987	Sri Lankan	\$68,756
Share of total	0.4%	0.5%	0.6%	Total	\$71,812
Growth p.a.		4.6%	7.7%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Auckland	59%		5-9 years	6%	
Waikato	6%		10-14 years	5%	
Bay of Plenty	2%		15-19 years	7%	
Gisborne	0%		20-24 years	11%	
Hawke's Bay	1%		25-29 years	12%	
Taranaki	1%		30-34 years	10%	
Manawatu-Wanganui	3%		35-39 years	6%	
Wellington	15%		40-44 years	6%	
Nelson	1%		45-49 years	5%	
Tasman	0%		50-54 years	5%	
Marlborough	0%		55-59 years	6%	
West Coast	0%		60-64 years	4%	
Canterbury	8%		65 years+	8%	
Otago	2%				
Southland	2%				

Notes:

(1) Employed share of working age population

(2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)

(3) Average incomes from the 2021 Income Survey

(4) Difference relative to distribution of total NZ population

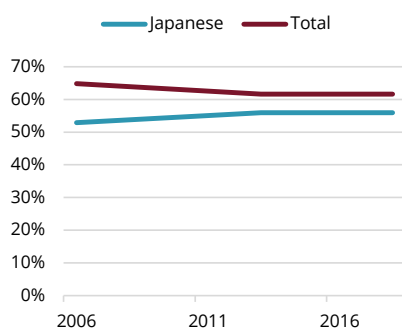
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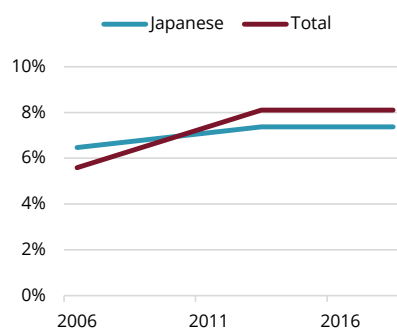
6.5.8. Japanese

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	5,289	6,720	8,463	Japanese	\$50,537
Share of total	0.4%	0.5%	0.5%	Total	\$71,812
Growth p.a.		3.5%	4.7%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Auckland	47%		5-9 years	9%	
Waikato	5%		10-14 years	10%	
Bay of Plenty	4%		15-19 years	7%	
Gisborne	1%		20-24 years	8%	
Hawke's Bay	2%		25-29 years	9%	
Taranaki	1%		30-34 years	8%	
Manawatu-Wanganui	3%		35-39 years	10%	
Wellington	9%		40-44 years	9%	
Nelson	1%		45-49 years	5%	
Tasman	1%		50-54 years	4%	
Marlborough	1%		55-59 years	10%	
West Coast	0%		60-64 years	2%	
Canterbury	17%		65 years+	3%	
Otago	7%				
Southland	1%				

Notes:

(1) Employed share of working age population

(2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)

(3) Average incomes from the 2021 Income Survey

(4) Difference relative to distribution of total NZ population

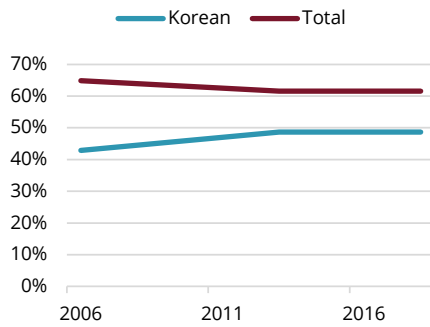
Source: Sense Partners calculations and estimates from Statistics New Zealand data



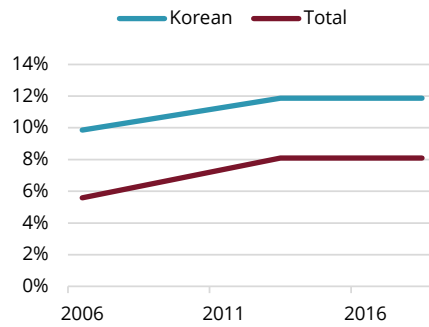
6.5.9. Korean

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	21,354	21,984	25,038	Korean	\$52,254
Share of total	1.6%	1.6%	1.6%	Total	\$71,812
Growth p.a.		0.4%	2.6%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Northland	1%		0-4 years	5%	
Auckland	70%		5-9 years	6%	
Waikato	4%		10-14 years	7%	
Bay of Plenty	4%		15-19 years	10%	
Gisborne	0%		20-24 years	11%	
Hawke's Bay	1%		25-29 years	8%	
Taranaki	0%		30-34 years	8%	
Manawatu-Wanganui	1%		35-39 years	6%	
Wellington	4%		40-44 years	8%	
Nelson	0%		45-49 years	7%	
Tasman	0%		50-54 years	7%	
Marlborough	0%		55-59 years	5%	
West Coast	0%		60-64 years	5%	
Canterbury	10%		65 years+	6%	
Otago	2%				
Southland	1%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

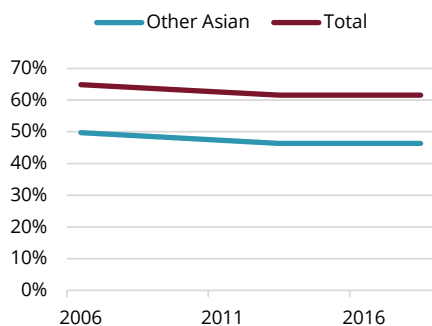
Source: Sense Partners calculations and estimates from Statistics New Zealand data



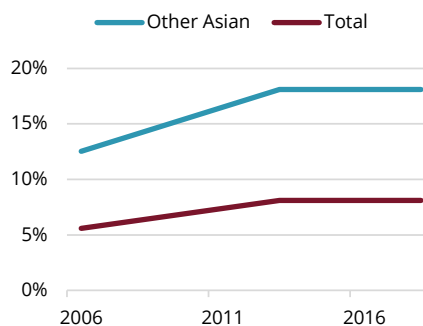
6.5.10. Other Asian

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	5,562	7,218	11,100	Other Asian	\$60,126
Share of total	0.4%	0.5%	0.7%	Total	\$71,812
Growth p.a.		3.8%	9.0%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Northland	1%		0-4 years	13%	
Auckland	55%		5-9 years	8%	
Waikato	7%		10-14 years	6%	
Bay of Plenty	3%		15-19 years	9%	
Gisborne	0%		20-24 years	11%	
Hawke's Bay	1%		25-29 years	12%	
Taranaki	1%		30-34 years	9%	
Manawatu-Wanganui	6%		35-39 years	6%	
Wellington	7%		40-44 years	4%	
Nelson	2%		45-49 years	3%	
Tasman	0%		50-54 years	3%	
Marlborough	0%		55-59 years	12%	
West Coast	0%		60-64 years	2%	
Canterbury	15%		65 years+	3%	
Otago	3%				
Southland	1%				

Notes:

(1) Employed share of working age population

(2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)

(3) Average incomes from the 2021 Income Survey

(4) Difference relative to distribution of total NZ population

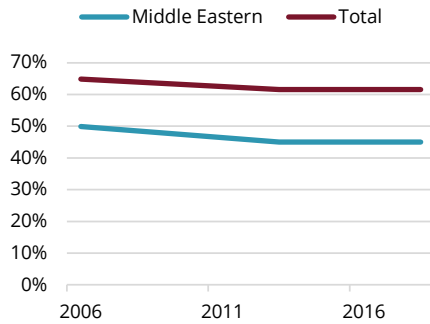
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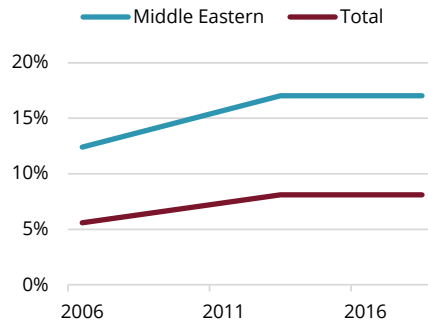
6.6. Middle Eastern

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	10,710	12,864	17,088	Middle Eastern	\$64,864
Share of total	0.8%	0.9%	1.1%	Total	\$71,812
Growth p.a.		2.7%	5.8%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Northland	1%		0-4 years	9%	
Auckland	61%		5-9 years	7%	
Waikato	5%		10-14 years	6%	
Bay of Plenty	1%		15-19 years	7%	
Gisborne	0%		20-24 years	9%	
Hawke's Bay	1%		25-29 years	10%	
Taranaki	1%		30-34 years	9%	
Manawatu-Whanganui	2%		35-39 years	6%	
Wellington	14%		40-44 years	6%	
Nelson	0%		45-49 years	6%	
Tasman	0%		50-54 years	5%	
Marlborough	0%		55-59 years	8%	
West Coast	0%		60-64 years	4%	
Canterbury	7%		65 years+	7%	
Otago	4%				
Southland	0%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

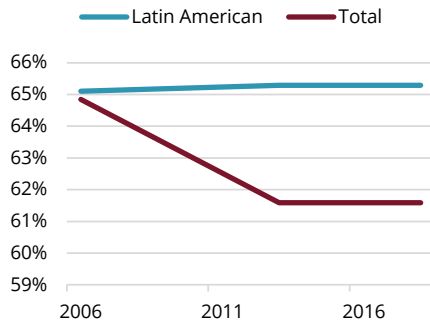
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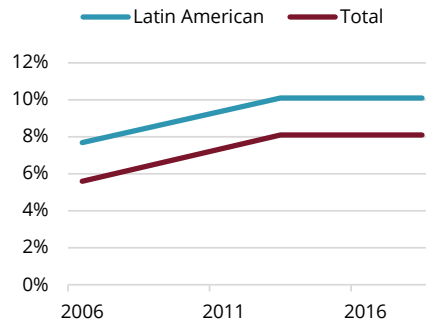
6.7. Latin American

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	3,090	5,820	11,163	Latin American	\$55,238
Share of total	0.2%	0.4%	0.7%	Total	\$71,812
Growth p.a.		9.5%	13.9%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Northland	1%		0-4 years	8%	
Auckland	43%		5-9 years	5%	
Waikato	7%		10-14 years	5%	
Bay of Plenty	5%		15-19 years	6%	
Gisborne	0%		20-24 years	16%	
Hawke's Bay	1%		25-29 years	18%	
Taranaki	1%		30-34 years	14%	
Manawatu-Wanganui	3%		35-39 years	9%	
Wellington	11%		40-44 years	5%	
Nelson	1%		45-49 years	3%	
Tasman	1%		50-54 years	2%	
Marlborough	1%		55-59 years	7%	
West Coast	0%		60-64 years	1%	
Canterbury	13%		65 years+	2%	
Otago	9%				
Southland	1%				

Notes:

- (1) Employed share of working age population
- (2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)
- (3) Average incomes from the 2021 Income Survey
- (4) Difference relative to distribution of total NZ population

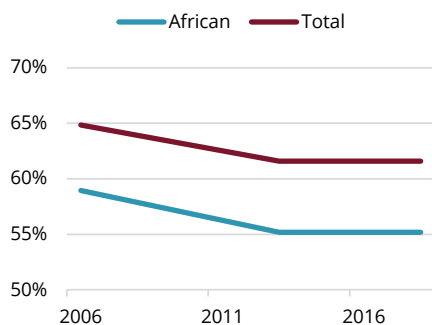
Source: Sense Partners calculations and estimates from Statistics New Zealand data



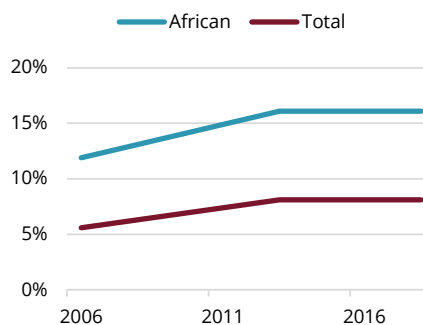
6.8. African

Population & work	2006	2013	2018	Average annual income, 2021 ⁽³⁾	
Population	4,800	6,303	7,737	African	\$54,906
Share of total	0.4%	0.4%	0.5%	Total	\$71,812
Growth p.a.		4.0%	4.2%		

Employment rate⁽¹⁾



Unemployment rate⁽²⁾



Population profile, 2018

Geography	Share of ethnicity	Difference to NZ ⁽⁴⁾	Age distribution	Share of ethnicity	Difference to NZ
Auckland	46%		5-9 years	8%	
Waikato	11%		10-14 years	9%	
Bay of Plenty	2%		15-19 years	9%	
Gisborne	0%		20-24 years	10%	
Hawke's Bay	2%		25-29 years	8%	
Taranaki	1%		30-34 years	8%	
Manawatu-Whanganui	3%		35-39 years	7%	
Wellington	16%		40-44 years	7%	
Nelson	0%		45-49 years	6%	
Tasman	0%		50-54 years	4%	
Marlborough	0%		55-59 years	9%	
West Coast	0%		60-64 years	2%	
Canterbury	12%		65 years+	3%	
Otago	3%				
Southland	1%				

Notes:

(1) Employed share of working age population

(2) Unemployed share of labour force (employed plus unemployed who are available and looking for work)

(3) Average incomes from the 2021 Income Survey

(4) Difference relative to distribution of total NZ population

Source: Sense Partners calculations and estimates from Statistics New Zealand data



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