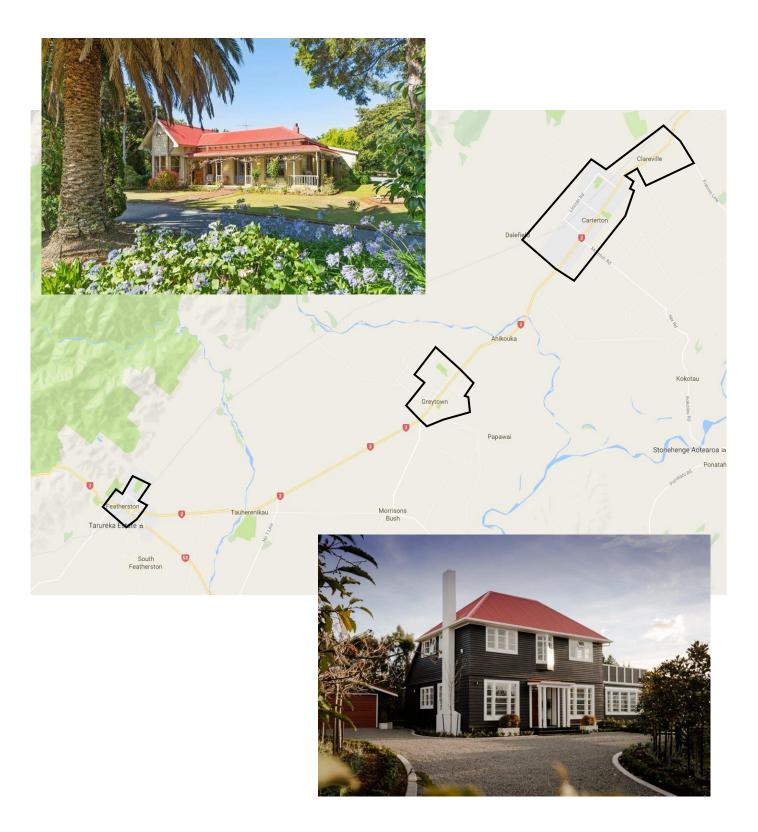




Territory Guide: Wairarapa South

# Hire-A-Hubby Territory Profile

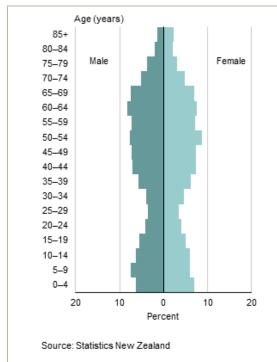
## TERRITORY MAP | WAIRARAPA SOUTH



# **Territory Demographics**



#### AGE AND GENDER



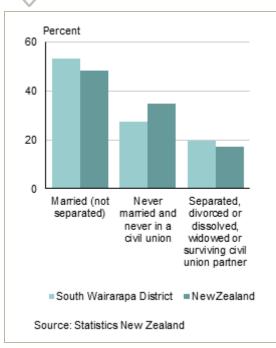
#### **Total Population**

- The median age (half are younger, and half older, than this age) is 45.1 years for people in South Wairarapa District. For New Zealand as a whole, the median age is 38.0 years.
- 19.5 percent of people in South Wairarapa
   District are aged 65 years and over, compared with 14.3 percent of the total New Zealand population.
- 19.4 percent of people are aged under 15 years in South Wairarapa District, compared with 20.4 percent for all of New Zealand.

Source: Statistics New Zealand
Broad age group and sex of people

### $\bigcirc$

#### RELATIONSHIP STATUS



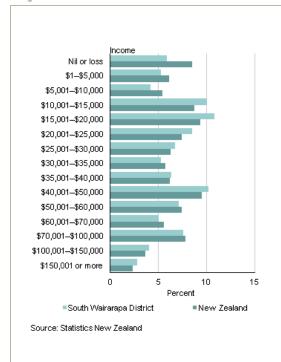
#### Total population aged 15 years and over

- 27.3 percent of people aged 15 years and over living in South Wairarapa District have never married, 53.0 percent are married, and 19.6 percent are separated, divorced or widowed.
- 38.4 percent of people aged 15 years and over in South Wairarapa District who have never been married, live with a partner.

#### Source: Statistics New Zealand

Legally registered relationship status for people aged 15 years and over.





#### Total population aged 15 years and over

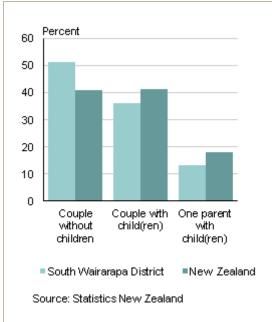
- For people aged 15 years and over, the median income (half earn more, and half earn less, than this amount), in South Wairarapa District is \$28,800. This compares with a median of \$28,500 for all of New Zealand.
- 36.2 percent of people aged 15 years and over in South Wairarapa District have an annual income of \$20,000 or less, compared with 38.2 percent of people for New Zealand as a whole.
- In South Wairarapa District, 26.7 percent of people aged 15 years and over have an annual income of more than \$50,000, compared with 26.7 percent of people in New Zealand.

Source: Statistics New Zealand

Total personal income for people aged 15 years and over.



#### FAMILY STRUCTURE



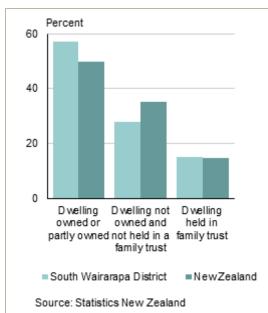
#### Family type

- Couples with children make up 35.8 percent of all families in South Wairarapa District, while couples without children make up 51.3 percent of all families.
- In New Zealand, couples with children make up 41.3 percent of all families, while couples without children make up 40.9 percent of all families.
- 13.0 percent of families in South Wairarapa
   District are one parent with children families,
   while one parent with children families make up
   17.8 percent of families for New Zealand as a whole.

Source: Statistics New Zealand

Family Type





#### Family type

- In South Wairarapa District, 72.2 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For New Zealand as a whole, 64.8 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For households in South Wairarapa District who rented the dwelling that they lived in, the median weekly rent paid was \$210. This compared with \$280 for New Zealand as a whole.

Source: Statistics New Zealand Home ownership by household



#### Contact

Hire-A-Hubby, Unit 8, 49 Sainsbury Road, Auckland 1025, New Zealand