

#### CONTACT US:

**Statistics New Zealand**  
**Information Centre**  
PO Box 2922  
Wellington 6140

**Email** info@stats.govt.nz  
**Phone** 0508 525 525 toll-free  
+64 4 931 4600

[www.stats.govt.nz](http://www.stats.govt.nz)



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**NEW ZEALAND**  
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#### New Zealand Government



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# New Zealand in Profile 2013

An overview of New Zealand's  
people, economy, and environment

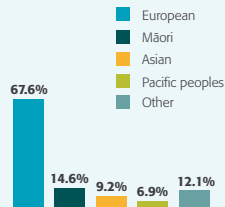


## ABOUT NEW ZEALAND

**Māori name** Aotearoa  
**Capital** Wellington  
**Largest city** Auckland

#### Ethnic groups (from 2006 Census)<sup>(1)</sup>

**Official languages** English  
Māori  
NZ Sign Language  
**Population** 4,433,000 (est June 2012)  
**Area** 269,652 sq km  
**Currency** New Zealand dollar  
**Government** Parliamentary democracy  
and constitutional monarchy



1. People who identify with more than one ethnic group are included in each ethnic population, so percentages add up to more than 100.

#### NATURAL ENVIRONMENT

New Zealand is comparable in size to the United Kingdom or the Philippines. Nowhere is more than 130km from the sea. Sitting on the Pacific Rim, New Zealand has earthquakes and volcanoes. The climate is generally temperate, although weather in the far north is often subtropical during the warmer months (December–March) and there can be severe frosts in the inland areas of the South Island in winter (June–August). New Zealand originally had no land mammals, but has many unique native plants and birds, such as the flightless kiwi.

#### MĀORI

Ancestors of Māori arrived on canoes from the Pacific about 1300CE. They called the country Aotearoa (land of the long white cloud). They lived in tribal groups, had a rich culture of stories about the land, and strong traditions of warfare. In 1840, 500 chiefs and representatives of Queen Victoria signed the Treaty of Waitangi to protect Māori lands and rights. Promises were not always upheld and in recent years the government has reached settlements with many tribes. Today there are over half a million Māori, mostly in cities. There has been a major revival of the Māori language, art, and culture in the past few decades.

#### HISTORY

The first European to discover New Zealand was the Dutch explorer Abel Tasman, in 1642. The English navigator James Cook mapped the coast of the country from 1769. When New Zealand became a British colony in 1840, large-scale settlement began, mainly from the United Kingdom. In the 1890s, New Zealand became the first country to give women the vote, among other liberal reforms. The country lost many men in two world wars. Today New Zealand has moved from being a British colony to an independent multicultural nation of the Pacific.

#### ECONOMY

New Zealand has a market economy. For many years earnings were mainly from farm products, such as wool and dairy goods. Today these are combined with new developments such as tourism, film production, and winemaking. New Zealand depends heavily on international trade, especially with Australia, China, the United States, and Japan. Economic free-market reforms from the 1980s have removed many barriers to foreign investment.

#### SOCIETY

New Zealand has a similar-sized population as Ireland, Singapore, and Norway. More people live in the North Island than the South Island, and far more live in the cities than in the country. Auckland, the largest city, is home to many people from the Pacific and Asia who have settled in the past 50 years. A democratically elected government contributes to schools, universities, and hospitals, so New Zealanders are generally well educated, healthy, and have a good standard of living. Christianity is the most common religion.

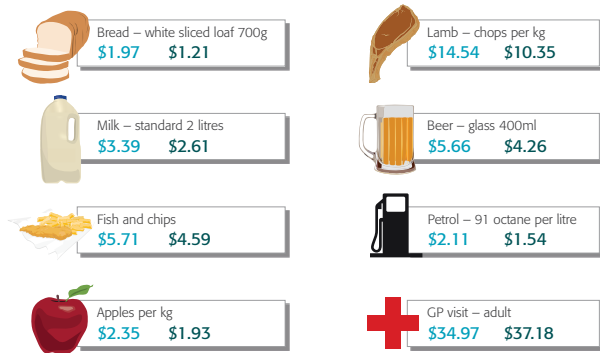
#### CULTURE

New Zealanders enjoy time out from work. Gardening, reading, walking, and going to the beach are popular leisure activities. Sport – both playing and watching – is also very popular, and while the national rugby team is a world champion, golf is the most commonly played game. There is a thriving film industry, and much creative art, music, literature, theatre, and fashion design is produced here. Museums and galleries are found throughout New Zealand, along with excellent cafés and restaurants.

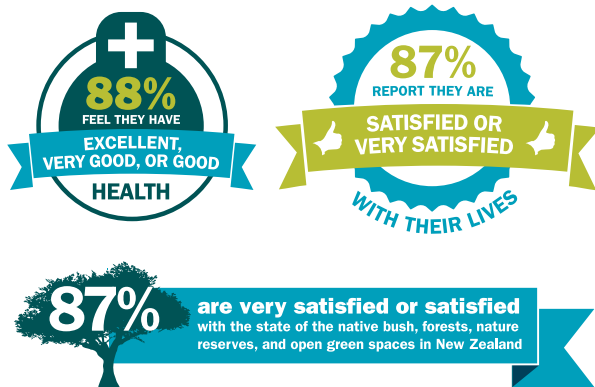
## PRICES

### Retail prices of selected items

2012 June quarter (NZ\$)  
2007 June quarter (NZ\$)



## SOCIAL WELL-BEING How are New Zealanders doing? <sup>(1)</sup>



1. Based on General Social Survey 2010 data.

## IMPORTS

In 2012, 27 percent of all goods imported were primary products and 72 percent were manufactured goods. Petroleum and products continue to be New Zealand's highest-value import, accounting for 18 percent of goods imported.

| Main import commodities                           | 2012          | 2007          |
|---|---------------|---------------|
|   | NZ\$(million) |               |
| Petroleum and products                            | 8,366         | 5,785         |
| Mechanical machinery and equipment                | 6,071         | 5,230         |
| Vehicles, parts, and accessories                  | 4,882         | 4,854         |
| Electrical machinery and equipment <sup>(1)</sup> | 3,948         | 3,695         |
| Textiles and textile articles                     | 2,116         | 1,877         |
| Plastic and plastic articles                      | 1,685         | 1,567         |
| Optical, medical, and measuring equipment         | 1,337         | 1,177         |
| Iron and steel, and articles <sup>(1)</sup>       | 1,247         | 1,519         |
| <b>Total – all commodities</b>                    | <b>47,451</b> | <b>41,165</b> |

1. Values exclude confidential data.

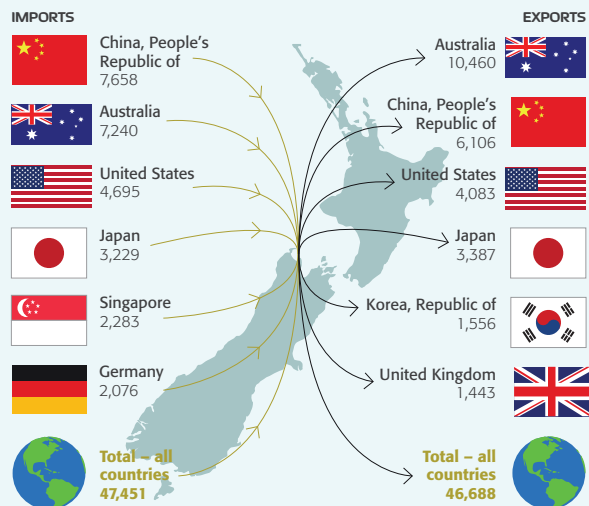
## EXPORTS

In 2012, 70 percent of all goods exported were primary products and 25 percent were manufactured goods. Milk powder, butter, and cheese continue to be New Zealand's highest-value export, accounting for 25 percent of goods exported.

| Main export commodities                      | 2012          | 2007          |
|--|---------------|---------------|
|  | NZ\$(million) |               |
| Milk powder, butter, and cheese              | 11,625        | 6,454         |
| Meat and edible offal                        | 5,114         | 4,609         |
| Logs, wood, and wood articles <sup>(1)</sup> | 3,060         | 2,203         |
| Crude oil                                    | 2,023         | 475           |
| Mechanical machinery and equipment           | 1,865         | 1,879         |
| Fruit  | 1,587         | 1,227         |
| Fish, crustaceans, and molluscs              | 1,367         | 1,153         |
| Wine   | 1,177         | 698           |
| <b>Total – all commodities</b>               | <b>46,688</b> | <b>34,934</b> |

1. Values exclude confidential data.

## MAIN TRADING PARTNERS, 2012 (NZ\$ million)



## INTERNATIONAL TRAVEL

New Zealand lies around 1,600km from Australia's eastern coast (a three-hour flight) and 9,000–12,000km from all Pacific Rim destinations (10- to 16-hour flight). Auckland Airport is the busiest of several international airports. Peak travel months are December to February.

| Short-term travel               | 2012      | 2007 |
|---------------------------------|-----------|------|
|                                 | (million) |      |
| Overseas visitor arrivals       | 2.6       | 2.5  |
| New Zealand–resident departures | 2.2       | 1.9  |

### Top 10 visitor source countries

| (Country of last permanent residence) | 2012      |
|---------------------------------------|-----------|
| Australia                             | 1,175,296 |
| United Kingdom                        | 214,448   |
| United States                         | 182,816   |
| China, People's Republic of           | 175,488   |
| Japan                                 | 67,072    |
| Germany                               | 62,992    |
| Korea, Republic of                    | 53,840    |
| Canada                                | 49,296    |
| Singapore                             | 38,736    |
| France                                | 37,136    |

## INTERNATIONAL COMPARISONS WITH OUR TOP FIVE VISITOR SOURCE COUNTRIES

| Subject  | Unit          | New Zealand | Australia | United Kingdom | United States | China, PR           | Japan  |
|--|---------------|-------------|-----------|----------------|---------------|---------------------|--------|
| Total population (estimated)                             | Million       | 4.43        | 22.02     | 63.05          | 313.85        | 1,343.24            | 127.37 |
| Annual rate of population change                         | Percent       | 0.63        | 1.13      | 0.55           | 0.90          | 0.48                | -0.08  |
| Male life expectancy at birth                            | Years of life | 79.1        | 79.5      | 78.1           | 76.1          | 72.8                | 80.6   |
| Female life expectancy at birth                          | Years of life | 82.8        | 84.5      | 82.4           | 81.1          | 77.1                | 87.4   |
| % of population aged 65+ years                           | Percent       | 13.8        | 14.4      | 16.9           | 13.5          | 9.1                 | 23.9   |
| % of population aged under 15 years                      | Percent       | 20.1        | 18.2      | 17.3           | 20.0          | 17.4                | 13.5   |
| CPI change (annual)                                      | Percent       | 1.0         | 1.2       | 2.7            | 1.9           | 2.9                 | 0.2    |
| GDP per capita (rounded) <sup>(1)(2)</sup>               | US\$          | 26,100      | 40,800    | 36,500         | 48,300        | 8,400               | 34,700 |
| Unemployment as % of labour force <sup>(1)</sup>         | Percent       | 6.6         | 5.1       | 8.1            | 9.0           | 6.5                 | 4.6    |
| Employment as % of working-age population <sup>(1)</sup> | Percent       | 72.6        | 72.7      | 70.4           | 66.6          | 74.2 <sup>(3)</sup> | 70.3   |

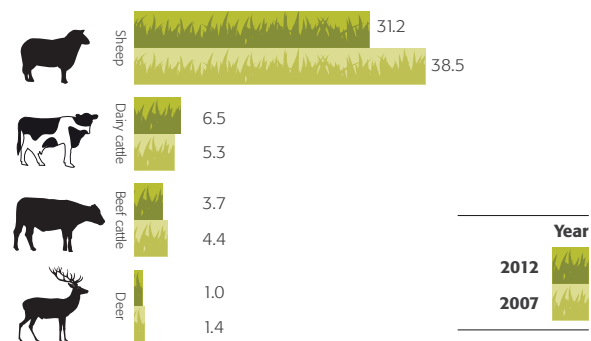
1. Data for 2011. All other data is from 2012. 2. New Zealand data for year ended March. Other data for year ended June. 3. 2010 Sources: www.stats.govt.nz, www.cia.gov, www.stats.oecd.org, www.imf.org, World Bank

## LABOUR FORCE

| People in employment                        | 2012           | 2007           |
|---|----------------|----------------|
| Sector                                      | (thousand)     |                |
| Personal and community services             | 560.1          | 492.2          |
| Financial, insurance, and business services | 363.5          | 341.9          |
| Retail trade and restaurants                | 331.1          | 344.7          |
| Manufacturing                               | 246.5          | 264.3          |
| Construction                                | 171.3          | 194.2          |
| Agriculture, mining, water, and electricity | 171.2          | 168.9          |
| Transport and communications                | 154.4          | 133.3          |
| Public administration and safety            | 118.0          | 119.5          |
| Wholesale trade                             | 98.4           | 98.2           |
| Not specified                               | 5.9            | 8.8            |
| <b>Total</b>                                | <b>2,220.4</b> | <b>2,166.2</b> |

## AGRICULTURAL PRODUCTION

### Grazing stock numbers (million)



## ECONOMY

New Zealand has a mixed economy that operates on free-market principles. It has a sizeable service sector, complemented by a productive agricultural sector and related manufacturing industries.

|   | 2012 NZ\$(million) |
|---|--------------------|
| <b>Gross domestic product in current prices</b> | 208,688            |

| Gross domestic product by industry (in 1995/96 prices)                    | Growth rate 2007–12 (%) |
|---|-------------------------|
| Mining  | 20.8                    |
| Agriculture, forestry, and fishing  | 17.6                    |
| Financial and insurance services  | 13.4                    |
| Health care and social assistance   | 11.5                    |
| Public administration and safety  | 11.3                    |
| Transport, postal, and warehousing  | 7.4                     |
| Education and training  | 6.9                     |
| Professional, scientific, technical, administrative, and support services | 6.8                     |
| Electricity, gas, water, and waste services                               | 6.1                     |
| Information media and telecommunications                                  | 5.5                     |
| Arts, recreation, and other services                                      | 4.2                     |
| Retail trade and accommodation  | 3.3                     |
| Wholesale trade   | 1.4                     |
| Rental, hiring, and real estate services                                  | -0.1                    |
| Manufacturing   | -8.0                    |
| Construction  | -13.5                   |
| <b>Gross domestic product</b>   | <b>3.7</b>              |

## EARNINGS

|   | June quarter |       |
|---|--------------|-------|
|   | 2012         | 2007  |
| <b>Earnings from wages and salaries</b> | (NZ\$)       |       |
| Average hourly earnings                 | 25.07        | 21.33 |
| Average weekly earnings                 | 922          | 793   |
| Median hourly earnings                  | 20.86        | 18.00 |
| Median weekly earnings                  | 806          | 709   |

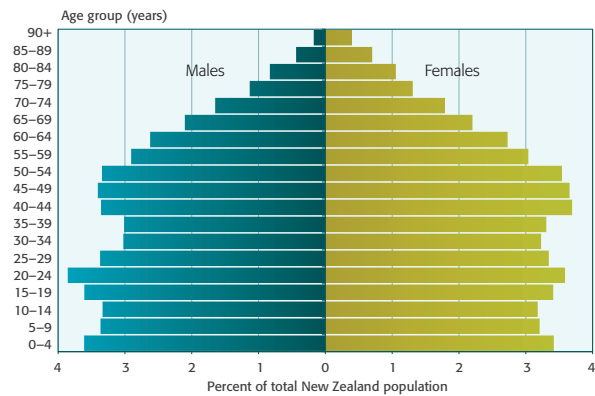
## POPULATION

|                      |           |
|----------------------|-----------|
| 2002                 | 3,948,500 |
| 2012 (est June 2012) | 4,433,000 |
| 2022 (projected)     | 4,840,000 |

### Age group (2012)

|                |           |
|----------------|-----------|
| Under 15 years | 892,300   |
| 15–39 years    | 1,497,000 |
| 40–64 years    | 1,432,300 |
| 65+ years      | 611,400   |

### Estimated New Zealand population, by age and sex, June 2012



## DEMOGRAPHY

### Components of population change in the five years to 30 June 2012

|                         |                  |
|-------------------------|------------------|
| <b>Natural increase</b> | <b>+ 169,256</b> |
| Live births             | + 314,920        |
| Deaths                  | - 145,664        |
| <b>Net migration</b>    | <b>+ 34,427</b>  |
| Arrivals                | + 424,213        |
| Departures              | - 389,786        |

## NEW ZEALAND: REGIONAL POPULATIONS

