



DEMOGRAPHICS PROFILE STATEMENT

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1 Introduction

1.1 Background

This profile statement provides an overview of the demographic makeup of the Waipa District population. This document also identifies key demographic characteristics that are evident in the population both now and in the future, and identifies locations that are likely to experience above average population growth (or decline).

1.2 Purpose

The purpose of this document is to provide a snapshot of the current and expected future demographic profile of the Waipa District (focused on key population and household characteristics). This report has been prepared to better understand the community now, how it has changed over the last decade and the likely future trends. This paper will assist Council in understanding future needs and opportunities for the community to assist in the preparation of the Growth Strategy and in the review of the District Plan.

We note that in the present climate of district and subregional growth strategies being prepared that there are a number of growth projection scenarios being developed. These projections have been developing (and will continue to be) over time and as such population projections used throughout the various profile statements will not be identical to each other. The end effect of these differences is not considered to be significant, primarily as an agreed set of population projects will be utilised as part of the further development of the growth strategy.

1.3 Definitions

CAU.	Census Area Unit's (CAUs) are aggregations of 'meshblocks' (the smallest geographic unit of Census results). They are non administrative areas, sized by population (amalgamating meshblocks) and sized within territorial authority boundaries.
Household	A household is either one person who usually resides alone or two or more people who usually reside together and share accommodation facilities.
Occupied Dwelling	<p>An occupied dwelling is any building or structure, or part thereof, that is used (or intended to be used) for the purpose of human habitation (either permanent or temporary in nature e.g. motels, hotels, prisons, motor homes, huts, and tents) that is:</p> <ul style="list-style-type: none">• occupied at midnight on the night of the census, or• occupied at any time during the 12 hours following midnight on the night of the census, unless the occupant(s) completed a questionnaire at another dwelling during that period.
Unoccupied Dwelling	Unoccupied dwellings were those habitable dwellings that were not 'occupied' by the definition above.
Usually Resident	<p>The Census usually resident population count is all people counted in New Zealand on census night excluding overseas visitors and New Zealand residents temporarily overseas.</p> <p>In this respect, the Usually Resident population refers to people who usually reside in a given subject area (excluding overseas visitors and those temporarily overseas). This count is obtained by relocating people who were normally resident in an area of New Zealand, but who were counted elsewhere on census night, back to the meshblock of their usual address.</p>

1.4 Assumptions and Limitations

This paper has been prepared with the following explicit limitations:

- n The profile compiled has been based on existing demographic information. This is primarily sourced from the 2006 Census. However, where available and appropriate, further supplementary data has been reviewed, including population analysis undertaken for a proposed development north Cambridge.
- n No new data collection or analysis has been undertaken specifically for the preparation of this Profile Statement, other than that generated in the targeted consultation undertaken in the preparation of this paper.
- n The development of growth and residential demand projections have been based on projections prepared by Statistics New Zealand and supplemented with District-wide data from the University of Waikato (undertaken for the Hamilton Sub-Regional Growth Strategy).
- n No review has been undertaken of 'natural' growth factors (e.g. birth and death rates) from those proposed by Statistics New Zealand.
- n The profile statement has been based on a review of information available at CAU or higher level and therefore does not capture a number of discrete settlements (namely Pirongia and Ohaupo as well as other smaller settlements).

1.5 Source Material

Referenced material for preparation of this profile statement is based largely on Statistics New Zealand data, with some supplementary population projections provided by the University of Waikato including:

- n Statistics New Zealand, Census of Population & Dwelling and migration data including:
 - 2006 Census meshblock dataset for Individuals, Families, Dwellings and Households;
 - 2001 Census data;
 - 1996 Census data;
- n Statistics New Zealand, Population Projections (2006-base) 2006-2031, released 29 May 2006
- n University of Waikato Population Projections prepared for Hamilton Sub-Regional Growth Strategy

1.6 Report Structure

Section 1 – Introduction

Introduces the purpose of the profile statement.

Section 2 – Demographic Profile

Provides a snapshot of the current demographic profile of the Waipa District. This profile is based on information currently available and therefore focuses on the resident population.

Section 3 – Demographic Trends and Growth

Provides an overview of the resident population growth and decline occurring in Waipa District including identification of population growth and trends. Examines demographic trends and growth in the District over the next 25 years, based on existing projection information.

Section 4 – Implications of Growth & Strategic Opportunities

Identifies issues and implications of the population growth and the nature of this growth in the Waipa District. Further, this section considers the interdependencies between population growth and land use planning, for example how future policy and planning directions might influence the population profile and vice-versa.

Section 5 – Recommendations for Further Work

This section identifies information gaps on the basis of the profile statement prepared and recommends further work and the priority for this work with respect to future strategic planning.

Section 6 – **Bibliography**

Provides a full list of reference material used in this report.

All Census data used in this report is included in the Appendices to this report.

2 Demographic Snapshot 2006

This section provides a snapshot of the current community profile, which identifies key population characteristics that will shape and influence future resource and environmental needs for the Waipa community and will assist in future strategic planning exercises.

2.1 Geographic Units

The Waipa District lies south of Hamilton City in the Waikato Region. The District is approximately 1,470 km² in area. The district is made up of 28 Area Units (CAUs), the majority being rural, with a smaller portion being urban in nature (see Appendix A). For the purposes of this report, the 28 CAUs have been classified as either 'urban' or 'rural' as outlined below. The 2006 usually resident population of each CAU is in parentheses.

Table 1: Urban and Rural Census Area Units, Waipa District

Urban CAUs	Rural CAUs
Cambridge North (2,928)	Te Pahu (1,194)
Cambridge West (2,571)	Hautapu (1,842)
Cambridge Central (675)	Ohaupo (426)
Leamington West (3,009)	Ngahinapouri (1,980)
Leamington East (3,753)	Lake Cameron (1,047)
Kihikihi (1,959)	Te Rore (417)
Te Awamutu West (1,224)	Pirongia (1,332)
Te Awamutu Central (3,138)	Pokuru (462)
Te Awamutu East (2,490)	Lake Ngaroto (531)
Te Awamutu South (2,925)	Tokanui (429)
	Pukerimu (414)
	Kaipaki (909)
	Rotoorangangi (1,707)
	Te Rahu (900)
	Kihikihi Flat (702)
	Allen Road (156)
	Rotongata (822)
	Karapiro (2,559)
<i>10 Urban Area Units (24,672)</i>	<i>18 Rural Area Units (17,829)</i>

This split between rural and urban CAUs is used as a basis for analysis undertaken in section 2.3 and 2.4. Essentially, the two main urban areas of Cambridge and Te Awamutu (including Kihikihi) are considered urban, with the remainder of the District considered rural. This has been confirmed through determining the density of each CAU, with the highest density CAUs considered urban in their nature.

2.2 District Profile

2.2.1 Population

The population of the Waipa District was 42,501 at the time of the 2006 Census. This is an increase of about 9% (up from 38,958) since the 2001 Census and 13% (up from 37,494) since the 1996 Census¹. Notably, Waipa has experienced higher growth than both the Waikato Region and New Zealand as a whole (7% and 7.8% respectively over the 2001-2006 period).

¹ It is noted that the CAU of Temple View moved in 2004 from Waipa District into Hamilton City. All comparisons between 2001 and 2006 Census data have incorporated this change.

There are two main urban areas in the Waipa District, being Te Awamutu in the west and Cambridge in the north. Kihikihi is situated to the southeast of Te Awamutu and is immediately adjacent to the town, essentially linked by residential development along State Highway 3. The smaller settlement of Pirongia is located west of Te Awamutu on SH 39, and the town of Ohaupo is situated north of Te Awamutu, between SH 3 and the NIMT (main trunk) railway line. Aside from these urban areas, the majority of the district is rural in nature.

At a CAU level, population growth throughout the District has varied between 2001 and 2006. There are areas where the population has either remained relatively static (Cambridge West, Te Rore, Lake Ngaroto, Rotongata, Kihikihi) or declined (Ohaupo, by 8%). There are also several CAUs that have experienced significant growth, including Te Rahu (27%), Kihikihi Flat (23%), Karapiro (18%), Hautapu (18%), Pirongia (18%), Kaipaki (18%), Cambridge North (17%), Ngahinapouri (15%), and Lake Cameron (15%).

Both Ohaupo and Rotongata continue to experience a decrease in population since 1996. Between 1996 and 2001 Allen Road, Tokanui and much of Te Awamutu (East, West and Central CAUs) had declining populations, however since 2001 population has increased again.

2.2.2 Dwellings

Growth in dwellings has remained relatively constant between 1996-2001 and 2001-2006 with about 10% growth over each intercensal period. Total dwellings (16,725) in 2006 comprised 15,825 occupied dwellings, and 900 unoccupied dwellings, with unoccupied dwellings being about 5% of total dwellings. In comparison, at the time of the 2006 Census, about 16% of all dwellings in the Waikato region were unoccupied and nationally this figure was around 10%. The regional proportion of unoccupied dwellings is significantly higher than the District. This is attributed to the high number of second homes and holiday houses, e.g. in places such as the Thames Coromandel District.

Average household size in the District at the time of the 2006 Census was 2.6, compared to the national average of 2.7.

2.2.3 Demography

In developing a profile of the population of the Waipa District, it is useful to consider the characteristics of the population against the wider regional and national population to provide a comparison. However, caution should be heeded when considering the national figures as 32% of New Zealand's population resides in the Auckland Region which significantly influences the overall characteristics of the national population.

- n The usually resident population is generally considered older than the rest of the Waikato region, with a median age of 38 years, compared to 35 years both regionally and nationally. Furthermore, the proportion of the population aged 65 years and over is 14%, higher than the national average of 12%.
- n The resident population identifies more as European (80%) than the rest of the Waikato Region (70%), and New Zealand (68%). Accordingly, fewer people identify themselves as Maori (13%), Pacific Islander (1%) and Asian (2%) than the national averages (15%, 7% and 9% respectively). While the proportion of Pacific Islander and Asian people is relatively uniform across the District, the proportion of Maori varies, with a higher proportion of residents identifying as Maori in Kihikihi (37%) and Tokanui (47%).
- n The sex of the population is a fairly even split at the District level, being 49% male and 51% female. Noteworthy is the significantly higher proportion of females in Ohaupo (58%).
- n Unoccupied dwellings make up a small proportion of the total housing supply, with about 900 dwellings at the time of the 2006 Census (being around 5% of the total housing stock)
- n The rate of home ownership (where the dwelling is owned or partly owned, or held in a family trust) is around 68%, compared with a national average of 63%.
- n The median household income in the District is higher than both the regional and national average, being \$54,100, compared to \$49,500 and \$51,400 respectively. There is also a higher proportion of households with an annual income over \$50,000 in the Waipa district (47%), compared to regional (41%) and national (43%) households.
- n Over 67% of residents in the District were in full-time or part-time employment at the time of the 2006 Census, with unemployment at about 2%. These figures compare favourably both regionally and nationally, with 63% employment and 3% unemployment in both the Waikato region and New Zealand as a whole.

n The 'usual residence 5 years ago' indicator shows that migration into and out of the District is similar to regional and national rates, with 37% of residents in the same address as five years ago.

2.3 Urban Profile

This section analyses the demographic characteristics of the 10 CAUs that have been identified as urban in nature.

2.3.1 Population

The population of the urban areas of the District has been steadily increasing since 1996. There has been relatively stable growth in Te Awamutu over the 10-year period and high growth in all parts of Cambridge, except Cambridge West which is an older suburb.

Table 2: Waipa Urban Population 1996-2006

Area Unit	1996 Usually Resident Population	2001 Usually Resident Population	2006 Usually Resident Population	% Growth between 1996-2006
Cambridge North	2,379	2,508	2,928	23%
Cambridge West	2,502	2,565	2,571	3%
Cambridge Central	609	612	675	11%
Leamington West	2,514	2,736	3,009	20%
Leamington East	3,186	3,516	3,753	18%
Cambridge Urban Area Total Population	11,190	11,937	12,936	16%
Te Awamutu West	1,170	1,125	1,224	5%
Te Awamutu Central	3,012	2,895	3,138	4%
Te Awamutu East	2,418	2,283	2,490	3%
Te Awamutu South	2,817	2,859	2,925	4%
Kihikihi	1,785	1,941	1,959	10%
Te Awamutu Urban Area Total Population	11,202	11,103	11,736	5%
Total Urban Population	22,392	23,040	24,672	10%
Waipa District TOTAL	37,494	38,958	42,501	13%

The Cambridge urban area is experiencing higher growth than Te Awamutu, and higher overall than the average for the District. Leamington West and Cambridge North have experienced significant population increases in the 10-year period to 2006. In Te Awamutu itself, growth has been steady at around 4%, however Kihikihi has experienced higher growth (10%).

2.3.2 Dwellings and Households

Generally, growth in occupied dwellings across the urban areas has increased in line with population growth over the 10-year period to 2006. The exception to this is Te Awamutu East where dwelling growth (30% growth or 222 dwellings) has outpaced population growth (3% growth, or 72 people).

CAUs within the urban areas where more than one third of households are single person households include Te Awamutu Central, Cambridge West and Cambridge Central. Typically the urban CAUs have a lower average household occupancy figure, being between 2.1 and 2.7 persons per household.

With regard to telecommunications, more households in Cambridge have access to a telephone than households in Te Awamutu and Kihikihi. The same is true for internet access, with the exception of Te Awamutu West which has a higher number of households 'on line' than the rest of Te Awamutu and Kihikihi. It is notable that the majority of the rural CAUs have more households with internet access than the urban areas; however given the rural nature of many of these households it is not surprising.

Cambridge West and Central have a higher than average proportion of families without children, and subsequently lower proportion of families with children. Te Awamutu and Kihikihi have a higher than average proportion of households that are single parent families, with each CAU being over 20%.

Lower proportion of home ownership in Cambridge West and Central (more than 30% not owned by usual occupants) than in the remainder of Cambridge, where more than 70% of dwellings are owned (either wholly, partly, or in trust) by the usual occupants. Home ownership rates in Te Awamutu are similar to the District average.

2.3.3 Demography

A demographic snapshot of the 2006 profile of the urban areas of Cambridge and Te Awamutu (including Kihikihi) is provided in the summary table on the following page. The table highlights the following key characteristics for the urban areas of Waipa:

- n The median income of the District is higher than both the regional and national median incomes, however within the urban areas, particularly inner Cambridge (West and Central), the median income is significantly lower.
- n Within inner Cambridge (Central and West), there is a significantly older population (twice that of the District and national average). In this same area, there is a correspondingly lower proportion of younger people (-14yrs).
- n Te Awamutu Central and South both have a significantly higher proportion of over 65-year olds than the rest of Te Awamutu as well as the District and national averages.
- n All of the Cambridge CAUs have significantly higher levels of people identifying themselves as being of European descent, well above the national and regional averages. Similarly there are fewer people that identify themselves as belonging to the Maori ethnic group.
- n In Te Awamutu there are significantly higher proportions of people that identify themselves as Maori, particularly in Kihikihi where 37% of the population are Maori, and 11% of the population are fluent in Te Reo.
- n Across both urban areas there are very low proportions of Pacific Islanders and Asians, being well below the national and regional averages.
- n Employment and unemployment rates in the urban areas are generally in line with district-wide, regional and national levels, with the exception of inner Te Awamutu and inner Cambridge where there are lower levels of employment, correlating to higher levels of retirees. Kihikihi has a slightly higher than average level of unemployment.

Other findings of the current situation analysis include:

- n The New Zealand Deprivation Index provides an indication of the level of socio-economic deprivation at a meshblock level. These are aggregated to CAU level allowing a high level comparison to be made, with the scale being between 1 (least deprived) and 10 (most deprived). Generally, the urban areas of the District are more deprived than the rural areas, with an average score of 6.4 (compared to 2.8). However, the range in scores varies between 4 (Cambridge North) and 8 (Te Awamutu South and Kihikihi).
- n Travel to work is generally typical of a mostly rural District, with bus and train travel to work virtually non-existent – an obvious result of a lack of service provision. There are higher rates of walking and cycling to work in the inner urban areas of Cambridge Central and Te Awamutu Central. There are also low rates of working from home in the urban areas (less than 5%) compared to the rural areas (between 12% and 41%).
- n The geographical spread of employees in different industries is as expected, with higher participation in Retail, Construction, Manufacturing and Health Care/Social Assistance in the urban areas. There are slightly higher participation rates in the professional industry in Cambridge in comparison to Te Awamutu, and slightly lower rates of participation in Public Administration and Safety.

Table 3

Key Demographic Indicators, 2006 Census - Urban

	Migration	Income	Age			Ethnicity				Language	Employment Status	
Cambridge												
Cambridge North	30%	\$54,500	7%	15%	17%	84%	8%	1%	2%	2%	65%	2%
Cambridge West	31%	\$41,300	5%	13%	26%	84%	6%	1%	2%	1%	58%	2%
Cambridge Central	33%	\$36,500	5%	8%	30%	84%	9%	0%	3%	2%	49%	3%
Leamington West	34%	\$51,600	7%	16%	15%	80%	15%	1%	2%	4%	64%	2%
Leamington East	34%	\$50,600	6%	16%	16%	80%	12%	1%	2%	4%	64%	2%
Te Awamutu												
Te Awamutu West	37%	\$46,800	8%	16%	13%	76%	21%	3%	2%	4%	63%	4%
Te Awamutu Central	35%	\$41,200	6%	13%	24%	78%	16%	2%	3%	4%	56%	3%
Te Awamutu East	37%	\$43,600	7%	14%	16%	75%	22%	2%	3%	5%	62%	2%
Te Awamutu South	36%	\$43,000	7%	13%	21%	76%	21%	1%	2%	6%	56%	3%
Kihikihi	41%	\$43,500	7%	19%	11%	64%	37%	2%	2%	11%	63%	5%
Waipa District	37%	\$54,100	7%	15%	12%	80%	13%	1%	2%	3%	67%	2%
Waikato Region	35%	\$49,500				70%	21%	3%	5%		63%	3%
New Zealand	37%	\$51,400	7%	16%	14%	68%	15%	7%	9%	4%	63%	3%

2.4 Rural Profile

This analysis provides a snapshot of the rural community, being the remainder of CAUs classified as being rural in nature.

2.4.1 Population

The population in the rural areas of the District are experiencing similar or higher levels of growth to the urban areas. In particular, the CAUs of Ngahinapouri (34%), Kihikihi Flat (49%), Karapiro (35%) and Te Rahu (35%) have experienced significant growth over the 10-year period to 2006, while Tokanui (-24%), Allen Road (-45%) and (to a lesser extent) Ohaupo (-10%) have all experience significant population decline. It is noted that the likely reason for the marked decline in population in Tokanui between 1996 and 2001 is as a result of the closure of the Tokanui Psychiatric Hospital in 1998. The decline in population in Allen Road is possibly as a result of farm amalgamations that took place between 1996 and 2001.

The table below provides a summary of population data for the rural area.

Table 4
Waipa Rural Population 1996-2006

Area Unit	1996 Usually Resident Population	2001 Usually Resident Population	2006 Usually Resident Population	% Growth between 1996-2006
Te Pahu	975	1,113	1,194	22%
Hautapu	1,455	1,566	1,842	27%
Ohaupo	471	465	426	-10%
Ngahinapouri	1,482	1,728	1,980	34%
Lake Cameron	843	909	1,047	24%
Te Rore	369	423	417	13%
Pirongia	1,047	1,131	1,332	27%
Pokuru	417	435	462	11%
Lake Ngaroto	516	534	531	3%
Tokanui	567	396	429	-24%
Pukerimu	363	390	414	14%
Kaipaki	753	768	909	21%
Rotoorangi	1,686	1,665	1,707	1%
Te Rahu	669	708	900	35%
Kihikihi Flat	471	573	702	49%
Allen Road	282	135	156	-45%
Rotongata	843	825	822	-2%
Karapiro	1,890	2,163	2,559	35%
Total Rural Population	15,099	15,927	17,829	18%
Waipa District TOTAL	37,494	38,958	42,501	13%

It is noteworthy that rural population growth exceeds both urban population growth and that of the District as a whole.

2.4.2 Dwellings and Households

Typically the rural CAUs have higher household sizes, with the average occupants per household in the rural area of between 2.7 and 3.0 (with the exception of Ohaupo with an average occupancy of 2.3). In comparison, the urban areas of Waipa have average occupancy levels of between 2.1 and 2.7, and both the regional and national rate is 2.7.

Tokanui has 6% of households that have no access to telecommunications, higher than the national average of 2%. Similarly, only 68% of households have access to a telephone, compared to the national average of 90%. In terms of internet access, those rural CAUs with fewer than half of households 'on line' include Tokanui and Ohaupo where the figure is only 47%. At the other end of the spectrum, a number of rural CAUs have significantly higher internet access figures than the national average of 58%, including Pukerimu, Lake Cameron, Ngahinapouri, Te Rore and Karapiro where internet access exceeds 70% of households.

Tokanui has fewer couples without children (28%) compared to a District-wide average of 42%. Similarly, there is one of the highest incidences of solo parent families in the District with 1 in 4 families headed by only one parent. 53% of families in Allen Road are couples without children, one of the highest rates in the District.

Tenure of dwellings in the rural CAUs is mixed, with only 1 in 3 dwellings in Tokanui owned by the usual occupants, half the District average (68%). This is in comparison to Te Pahu, Kihikihi Flat and Pirongia where 3 out of 4 dwellings are owned by the usual occupants.

2.4.3 Demography

A demographic snapshot of the 2006 profile of the rural area (being outside of Cambridge and Te Awamutu) is provided in the summary table on the following page. The table highlights the following key characteristics for the rural areas within Waipa:

- n Median income in the District is clearly split between rural and urban areas, with rural areas generally having much higher median incomes. Even Tokanui (which has one of the lowest median incomes of the rural CAUs) has a higher median income than all of Te Awamutu and Cambridge Central and West. This is considered to be largely explained by the income of the agricultural sector in the rural area. Similarly, Ohaupo has a lower median income which is possibly correlated to the significantly higher proportion of over 65-year olds in the CAU (twice the national average).
- n The rural CAUs in the west of the District all have significantly higher proportions of people who lived in the same residence in both 2001 and 2006.
- n The proportion of younger people in the rural area is generally in line with the average across the District and NZ, except Allen Road which has a very low proportion of 0-4year olds, and Tokanui, Pokuru and Rotongata which have higher proportions of 0-14 year olds.
- n Ohaupo has a significantly higher proportion of over 65-year olds, twice the national average.
- n In terms of ethnicity, the rural areas of Waipa have more people that identify themselves as European than the national and regional averages, and fewer identified as Maori. In Pukerimu (west of Cambridge), 90% of the population identified themselves as European, with 6% Maori. In comparison, in 2006 61% of the population of Tokanui identified themselves as being of this ethnic group, and 47% identified as NZ Maori (with 13% fluent in Te Reo). The remainder of the rural area of Waipa has lower proportion of Maori than New Zealand and the Waikato region. As in the urban areas, there are very low proportions of Pacific Islanders and Asians in comparison to national and regional figures, with an exception being Allen Road where the proportion of Asians (4%) is similar to the regional average.
- n Generally the employment rates in the rural areas of Waipa are well above the national average, with between 72-81% of the working age population employed either full-time or part-time. The exceptions to this are Ohaupo and Tokanui where employment rates are significantly lower (54% and 65% respectively). In Tokanui the unemployment rate is twice the regional and national average, and in Ohaupo the lower proportion of employed people is correlated to the higher proportion of retirees.

Other findings of the current situation analysis include:

- n As noted in Section 2.3.3, the Deprivation Index for rural areas in the District is generally higher than the urban CAUs, with an average score of 2.8. The CAUs of Karapiro, Ngahinapouri and Te Rore are the least deprived areas in the District with each scoring 1. Notably, the exception of this rural trend is Tokanui (which was the most deprived CAU in the District with a score of 9), all of the rural CAUs scored 4 or higher in the Deprivation Index.
- n There are significantly higher rates of people working from home in the rural CAUs. The national average is 8%, and the District 13%. Rotongata has the highest proportion of individuals working from home (41%),

followed by Pokuru (30%), with Te Rore, Pukerimu, and Rotoorangi all at 28%. This is not surprising given that these CAUs also record the highest rates of participation in the agricultural industry. Rotoorangi and Rotongata also recorded higher than average levels of people walking/jogging and motorcycling to work. Again this is likely to be a result of the number of agricultural properties in these CAUs.

- n The main industry that people are employed in the rural area is not surprisingly Agriculture, Forestry and Fishing. Participation in other industries is generally fairly consistent across the District, except for Retail, Manufacturing and Health Care/Social Assistance which have higher participation in the urban CAUs.

Table 5
Key Demographic Indicators, 2006 Census - Rural

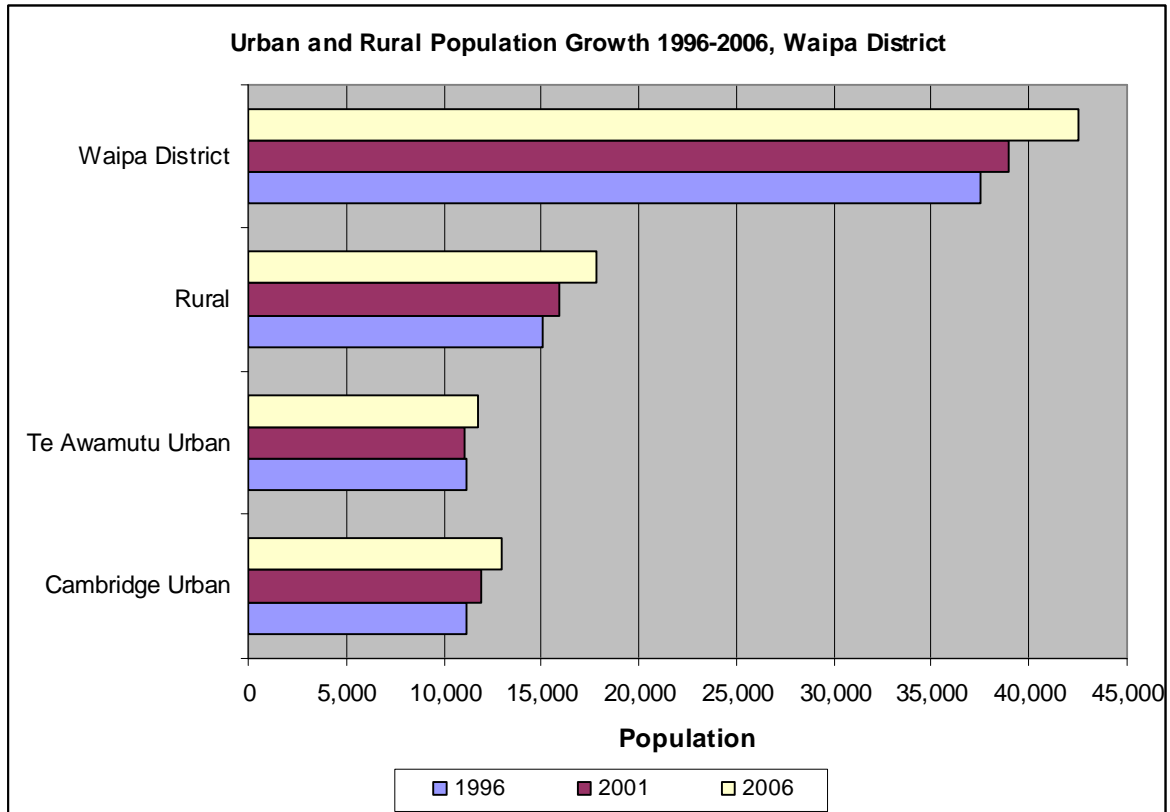
	Migration	Income	Age			Ethnicity				Language	Employment Status	
Rural Area Units												
Te Pahu	49%	\$65,900	7%	18%	7%	81%	7%	2%	0%	2%	76%	2%
Hautapu	34%	\$68,600	6%	17%	8%	85%	6%	0%	1%	2%	74%	2%
Ohaupo	39%	\$47,100	5%	11%	28%	82%	11%	1%	1%	1%	54%	3%
Ngahinapouri	46%	\$74,100	7%	18%	7%	81%	8%	1%	2%	1%	77%	2%
Lake Cameron	44%	\$73,200	7%	15%	8%	79%	7%	1%	2%	1%	79%	1%
Te Rore	47%	\$71,000	6%	17%	9%	82%	6%	1%	1%	3%	81%	2%
Pirongia	40%	\$62,600	8%	18%	10%	84%	7%	0%	0%	2%	72%	2%
Pokuru	33%	\$67,600	6%	21%	8%	77%	7%	1%	2%	3%	75%	1%
Lake Ngaroto	42%	\$65,700	6%	17%	8%	82%	10%	2%	1%	2%	74%	2%
Tokanui	36%	\$48,300	10%	19%	6%	61%	47%	1%	0%	13%	65%	6%
Pukerimu	41%	\$64,500	6%	15%	8%	90%	6%	1%	2%	1%	77%	2%
Kaipaki	43%	\$67,000	7%	19%	8%	84%	9%	1%	1%	1%	73%	2%
Rotoorangi	41%	\$66,600	7%	17%	8%	83%	9%	1%	1%	2%	77%	2%
Te Rahu	37%	\$68,500	8%	15%	10%	83%	5%	1%	0%	1%	77%	3%
Kihikihi Flat	36%	\$64,800	6%	13%	17%	83%	13%	1%	2%	3%	72%	2%
Allen Road	38%	\$62,900	2%	15%	6%	82%	10%	0%	4%	2%	77%	2%
Rotongata	31%	\$52,800	10%	20%	5%	79%	18%	1%	2%	5%	77%	3%
Karapiro	34%	\$70,300	7%	18%	6%	84%	6%	1%	1%	2%	76%	1%
Waipa District	37%	\$54,100	7%	15%	12%	80%	13%	1%	2%	3%	67%	2%
Waikato Region	35%	\$49,500				70%	21%	3%	5%		63%	3%
New Zealand	37%	\$51,400	7%	16%	14%	68%	15%	7%	9%	4%	63%	3%

2.5 Summary

In summary, the following trends are evident from the 2006 snapshot of the Waipa District:

- n the population of the District is increasing at a faster rate than previously, with faster growth occurring in the rural area and Cambridge, and slower growth in Te Awamutu/Kihikihiki.

Figure 1 – Urban and Rural Population Growth 1996-2006, Waipa District



- n Rural areas are generally less deprived than the urban areas, with the exception of Tokanui which has many indicators highlighting it to be a socially and economically 'deprived' area.
- n There are lower occupancy rates in the urban areas compared to the rural areas.
- n Inner Cambridge (West and Central) tends to be older, less wealthy, and more European than the remainder of Cambridge and Te Awamutu/Kihikihiki.
- n When comparing the two main urban areas, Te Awamutu tends to have a younger population, with lower average incomes and more Maori residents.
- n In the rural areas, there are a large proportion of usual residents that are employed in primary industry, with a reasonably static population (in terms of migration).
- n There are pockets of deprivation in some of the smaller settlements, including Tokanui which is characterised by lower incomes, younger population and higher proportion of Maori. Ohaupo is characterised by an older population, with lower incomes and higher proportion of Europeans.
- n There has been an increase in median incomes across the District-wide population, however there are clearly identified key pockets of greater wealth in some parts of the rural area, notably Karapiro, Ngahinapouri, Lake Cameron.
- n The District population tends to be older overall, which is evident in that there are fewer 20-34 year olds in the District than the national average, and a higher proportion of 35 year olds and older than the national average. Twenty-three of the 28 CAUs have a higher median age than the New Zealand median age.
- n Migration tends to be relatively static in some rural areas, and Cambridge has the highest proportion of people no longer at the same address as they were 5 years ago.

3 Demographic Trends

This section outlines the key trends from the previous ten year period and will look at the expected future trends in the District through the use of population projections provided by Statistics New Zealand. A high level comparison of these projections against population projections provided by the University of Waikato is also provided.

3.1 Demographic Trends

The key demographic trends evident from analysis of recent Census data (1996 to 2006) are considered to be the following:

- n The population is ageing. The proportion of the population under 15yrs of age has decreased by one percentage point each intercensal period (25% in 1996 to 23% in 2006), while the proportion of the population aged over 65 years has increased by one percentage point each intercensal period (up from 12% in 1996 to 14% in 2006).
- n The proportion of the population of Maori ethnicity is increasing, up 6% between 2001 and 2006.
- n The District is experiencing high levels of population growth, particularly in and around Cambridge and in the west of the District. Dwelling growth is almost twice as high as population growth across the District.

3.2 Assumptions

The data in this section is provided by Statistics New Zealand and Hamilton City Council (on behalf of the University of Waikato). Earlier population projections by Statistics NZ are also referred to as they form the basis for the District's Long Term Council Community Plan (LTCCP).

3.2.1 Statistics New Zealand

Statistics New Zealand 2006-base projections for usually resident population have recently been released (29 May 2008). The new area unit population projections have as a base the estimated resident population of each area at 30 June 2006. This population was based on the census usually resident population count of each area at 7 March 2006 with adjustments for:

- n net census undercount
- n residents temporarily overseas on census night
- n births, deaths and net migration between census night (7 March 2006) and 30 June 2006
- n reconciliation with demographic estimates at ages 0–4 years.

The estimated and projected resident population is not directly comparable with the census usually resident population count because of these adjustments.

Three alternative series (designated low, medium and high) have been produced for each area unit using different fertility, mortality and migration assumptions. The low projection series uses low fertility, high mortality and low net migration for each area unit. The high projection series uses high fertility, low mortality and high net migration for each area unit. These projections are for the period between 2006 and 2031.

3.2.2 University of Waikato

The University of Waikato Population Studies Centre (PSC) was commissioned by the Hamilton Sub-Regional Growth strategy partners to provide population projections for the wider Hamilton sub-catchment (including the Waipa District). The District level projections were released in 2008. At present, these are available only at the District level (2006-2051) and for a Medium growth scenario. Area Unit projections are expected to be released later this year for the Hamilton Sub-Region, including Waipa, once further economic development work is complete.

The PSC Medium EDA projections are based on the following assumptions:

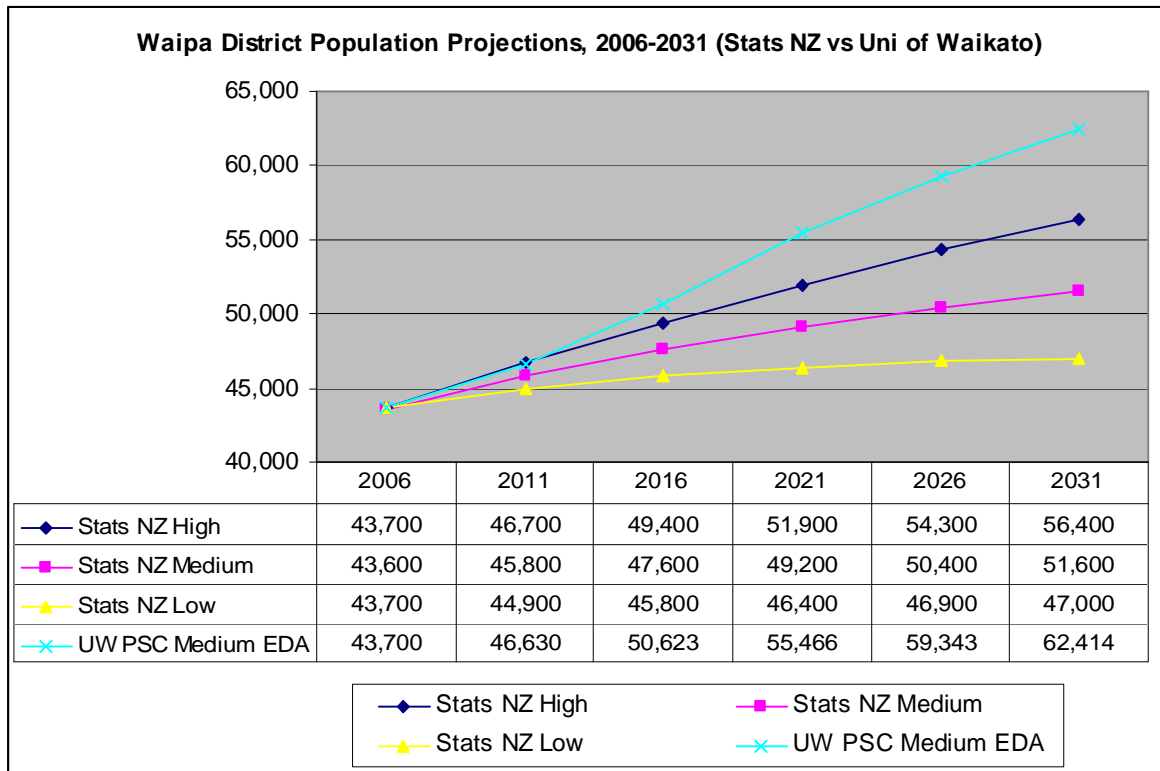
- n Fertility and mortality rates as consistent with Statistics New Zealand assumptions
- n Migration rates have been analysed further to an age-specific level, rather than the global rate applied by Statistics NZ
- n Economic development assumptions (EDA) have been factored into the projections. These are a result of consultation with local authorities which identified economic development opportunities that might affect historic migration patterns. In particular, a number of commercial developments around Te Awamutu and Cambridge were included in these assumptions.

Because of the uncertainty surrounding any population projections and the assumptions they are based upon, the projections referred to in this report are used as an indication of overall future trends, rather than exact forecasts of future population.

3.3 Future District Profile

The figure below summarises the population projections for the Waipa District between 2006 and 2031. Each of the scenarios shown below indicates continued growth in the District-wide population, with growth slowing down from 2026 under both the SNZ Low and Medium projections. It is notable that the University of Waikato projections are higher than even the Statistics New Zealand High Growth scenario.

Figure 2 – Waipa District Population Projections, 2006-2031



It is considered that the most appropriate scenario to use for forward planning in the District is the University of Waikato PSC Medium EDA scenario (pers comm. Gower, P.). This scenario is based on detailed demographic analysis undertaken at a local level by University of Waikato researchers to determine the most appropriate assumptions about births, deaths, and most importantly migration. It is noted that there is an agreement between the partners to the Hamilton Sub-Regional Growth Strategy that the PSC Medium EDA growth projections are the scenario most likely to reflect actual future growth.

It is noted that the Waipa Long Term Council Community Plan (LTCCP 2006) uses the Statistics New Zealand High growth scenario as the basis for future planning in the District. The LTCCP justifies the use of the High growth scenario through analysis of building consent data in the District which indicates that growth has been higher than expected.

Based upon the University of Waikato Medium growth scenario, the population of the Waipa District is expected to be over 55,000 by 2021 and over 62,000 by 2031 (population growth of around 16% to 2021, and 43% to 2031). Growth between 2016 and 2021 is expected to be higher than other intercensal periods. On the basis of this projection, it is estimated that the population over the next 15 years will increase by around 785 people per year. In the longer term (2021- 2031), this projection assumes that this growth will continue with 695 people per year.

As stated earlier, these projections should be used to provide an indication of expected trends and should be reviewed in light of Census results in 2011 and beyond to determine whether they are still appropriate.

3.3.1 Growth beyond 2031

The University of Waikato has projected the District-wide population out to 2051. Given that this profile statement forms the basis for the *Future Waipa 2050* project, it is relevant to include these projections in this discussion. As with any population projections, these must be treated with some degree of caution even more so because they look beyond short-term and medium timeframes and attempt to project population 45 years into the future (which has a potential element of 'crystal ball gazing', given uncertainty in economic and demographic trends this far into the future).

Table 6

Waipa District Population Projections 2031-2051

PSC Medium EDA	2031	2036	2041	2046	2051
Waipa District	62,414	65,001	67,050	68,847	70,517

3.3.2 Retirees

A breakdown of the University of Waikato medium projection by age cohort indicates a continuation of the current trend of an ageing District population. The proportion of residents aged over 65 years is expected to double between now and 2031 (from 14% in 2006 to 27% in 2031). It is expected to be about 30% in 2041. There is expected to be a decrease in the proportion of the younger population, however it is not to the same degree, with the proportion of under 15-year olds expected to decrease from 22% in 2006 to 20% in 2031 and 18% in 2041. The result of this is that the proportion of the working age population (aged 15-64 years) is expected to decrease at a much higher rate, with current levels (64%) expected to decrease to 53% in 2031. While the real number will continue to grow, this growth will be at a lower level than the rest of the population. This will have an impact on the economy of the District, with a higher proportion of residents potentially reliant on financial support (because they are under 15 years or over 65 years old).

The University of Waikato projections also indicate a change in typical family structure with a decreasing proportion of couples with children between now and 2051. Couples without children are expected to increase from 41% to 51% of the population by 2051, while couples with children are expected to decrease as a proportion from 40% to 29%. There is also expected to be an increase in single person households, up from 26% to 34% of total households.

3.4 Future Urban and Rural Projections

For an analysis of future expected growth in the urban area, the Statistics New Zealand population projections have been used as these are available for Area Unit. The same CAUs as identified in section 2.1 have been amalgamated to provide an indication of trends for Cambridge and Te Awamutu urban areas. The table below provides a summary of this data.

Table 6

Urban Population Projections, 2006-2031 (Statistics New Zealand)

		2006	2011	2016	2021	2026	2031	% growth (2006-2031)
Cambridge Urban	Low	13,260	13,490	13,470	13,380	13,230	13,040	-2%
	Medium	13,260	13,690	13,880	13,980	13,990	13,960	5%
	High	13,260	13,920	14,320	14,630	14,880	15,090	14%
Te Awamutu Urban	Low	12,090	12,240	12,300	12,280	12,170	11,980	-1%
	Medium	12,090	12,460	12,750	12,910	13,010	13,000	8%
	High	12,090	12,700	13,200	13,610	13,930	14,200	17%
Waipa District	Low	43,700	44,900	45,800	46,400	46,900	47,000	8%
	Medium	43,700	45,800	47,600	49,200	50,500	51,700	18%
	High	43,700	46,700	49,400	51,900	54,300	56,400	29%

The table indicates lower growth in the urban areas compared to the District as a whole. However, under the University of Waikato projections it is expected that both Cambridge and Te Awamutu would experience higher growth, as would the District.

In amalgamating CAUs to define the urban areas of Cambridge and Te Awamutu, the local detail is obscured. On closer inspection, it is evident that Leamington East and West and Cambridge North are expected to experience higher growth than Cambridge West. The proportional figure of growth in Cambridge Central belies the actual increase which is in the order of 150 people under the High scenario to 2031 (but an increase of 20%).

In Te Awamutu, the West, East and South CAUs are expected to experience higher growth than Te Awamutu Central. Kihikihi is expected to experience lower growth than the rest of the Te Awamutu urban area which is interesting given during the last 10 year intercensal period (1996-2006) it experienced the highest rate of growth.

3.5 Future Rural Profile

As for the urban area, the Statistics New Zealand population projections have been used as these are available at the Area Unit level. The same CAUs as identified in section 2.1 have been amalgamated to provide an indication of trends for the rural area. The table below provides a summary of this data.

Table 7

Rural Population Projections, 2006-2031 (Statistics New Zealand)

		2006	2011	2016	2021	2026	2031	% growth (2006-2031)
Rural	Low	18,310	19,190	20,070	20,900	21,640	22,300	22%
	Medium	18,310	19,640	20,990	22,290	23,530	24,700	35%
	High	18,310	20,120	21,980	23,810	25,610	27,360	49%
Waipa District	Low	43,700	44,900	45,800	46,400	46,900	47,000	8%
	Medium	43,700	45,800	47,600	49,200	50,500	51,700	18%
	High	43,700	46,700	49,400	51,900	54,300	56,400	29%

The table indicates significant expected growth in the rural areas of the District. Under the Statistics New Zealand High growth scenario there is expected to be an increase in the rural population of almost 50% by

2031. Under the University of Waikato projections this figure is likely to be even higher, however this cannot be confirmed until the Area Unit projections from this source are available.

Note that the amalgamation of rural CAUs in the above table belies the fact that some rural areas are expected to experience negative growth (i.e. a decrease in population) under the Low and/or Medium scenarios to 2031, however none of the rural CAUs are expected to decrease under the High growth scenario. At a CAU level, the CAUs expected to experience the highest growth include (2006-2031 growth under High scenario in parentheses):

- n Hautapu (81%)
- n Lake Ngaroto (94%)
- n Pukerimu (190%)
- n Kihikihi Flat (122%)

It is interesting to note that both Hautapu and Pukerimu border the Cambridge urban area (to the west and north), and Lake Ngaroto and Kihikihi Flat border the Te Awamutu urban area (to the west, south and east). Consideration should be given to the type of development anticipated in these areas to accommodate this growth.

3.6 Community Direction

As part of the LTCCP process, the Community Outcomes developed in 2002 were reviewed and updated to reflect a more Waipa focus. The direction that the community seeks to achieve is outlined below under the five main headings. Key points of relevance to this Profile Statement are also included below where appropriate.

- n Vibrant and Creative
- n Economically Secure
 - Includes the desire for:
 - § Provision of industrial and residential areas is well balanced, carefully zoned to maintain our rural/semi-rural nature and planned well into the future
 - § Our towns are economically independent of Hamilton, and each town maintains its own vibrant and unique character while maintaining strong links to the District as a whole
 - § A diversity of employment options and business opportunities is provided within the District
 - § Planning ensures infrastructure matches development requirements and meets the needs of a growing population
 - § Our strong dairy and equine industries help support our prosperous communities, and planning and practices are encouraged that protect and sustain our productive resources
 - § Safe, reliable, efficient and well planned transport infrastructure systems
- n Environmentally sustainable
 - Includes the notion of protecting our District's high quality soils from increasing 'development' demands by concentrating growth around existing settlements rather than intruding on rural areas
- n Healthy and Active
 - Includes the desire for good quality affordable housing, and for Maori to enjoy the same quality of life as non-Maori

3.7 Summary

The following points summarise key demographic trends expected for the future. In particular, assumptions about growth (or decline) at a CAU level are based on Statistics New Zealand data to 2031, while District-wide assumptions are made based on University of Waikato projections to 2051.

- n University of Waikato Medium scenario population projections are higher than Statistics New Zealand high growth scenario

- n Under the Statistics New Zealand data, significant growth is expected in the rural area, in particular Pukerimu, Kihikihi Flat, Lake Ngaroto and Hautapu
- n Growth in both urban areas over the long term, with Leamington and Cambridge North experiencing higher growth than Cambridge Central and West; and Te Awamutu Central and Kihikihi are expected to have slower rates of growth than the remainder of Te Awamutu.
- n A significant decrease in the proportion of the population in the working age group (15-64years) from 64% to 53%.
- n Expected marked change in typical family structure under the University of Waikato projections, with higher proportions of 'couples without children' (up 10% to 51%) compared to 'couples with children' (down 11% to 29%) to 2051.

4 Implication of Growth and Strategic Opportunities

This section will comprise an assessment of the implications of population growth trends, identified in Sections 2 and 3. This section will also identify possible opportunities to link population growth trends with future landuse planning. The aim of this section is to identify how these constraints are relevant to future strategic planning and how they are driving current trends – rather than investigate the detailed solutions to these issues as part of the Profile Statement. This section will assist Council in understanding what the key demographic drivers and issues are that will underpin the future needs and opportunities of the community.

Table 8
Implications of Demographic Trends on Future Landuse Planning

Strategic Issues/Options	Contributing Factors	Implications	Opportunities
1. Waipa District population is growing overall and is expected to increase in the future. This growth, along with an ageing population (see below) is generating residential demand.	<ul style="list-style-type: none"> § Within commuting distance to Hamilton and proximity to international airport § Steady increase in the number of usual residents. Popular place to retire. § Land supply not an issue, however fragmentation of versatile and productive soils for residential development is a frequent and growing concern. 	<ul style="list-style-type: none"> § Continued high demand for rural residential properties. § Ageing population locating in proximity to medical and social services, therefore potential for increased pressure in urban areas. § Other housing impacts discussed in the Urban Growth Profile. 	<ul style="list-style-type: none"> § Strategy is required addressing issues of growth location and the nature of growth patterns (e.g. density, site coverage and minimum lot size rules in areas such as rural zone and others). § Introduce policy to control sporadic and sprawling/ribbon developments particularly on the urban fringe. § To manage the impacts of growth on the environment: <ul style="list-style-type: none"> – Investigate public transport potential; – Consider rules for impermeable surfaces in areas of higher density; and, – Consider the need for stricter subdivision rules in relation to rural subdivisions.
2. Highest rates of future population growth expected to be in rural locations on edge of urban areas (the 'urban fringe').	<ul style="list-style-type: none"> § Rural, green nature of District but in close proximity to major urban centre, and smaller village communities 	<ul style="list-style-type: none"> § Pressure on infrastructure, both for upgrading and for 'peak period' service levels (roads, water restrictions, sewerage systems and septic tanks). § Increased people, traffic, crime, littering, health services and A&E. § Maintaining economic viability of commercial and retail services if more dispersed population. § Are there any servicing constraints to this sort of development? § Need clear policy direction on rural res development and loss of productive soils 	<ul style="list-style-type: none"> § Development of robust regional & district policy to control development in a way that is sustainable for the District
3. Waipa District's usually resident population is ageing.	<ul style="list-style-type: none"> § NZ general ageing population of baby boomers. § Waipa District is an attractive place to retire. 	<ul style="list-style-type: none"> § Creates an increased demand for retirement homes and similar accommodation, and centralised and close services (shops, mail centres etc). There is the potential for conflict here as the growth trend in housing is sprawling lifestyle § An imbalance of elderly compared to the working age population. § Decreasing occupancy rates of dwellings but not necessarily a corresponding decreasing in dwelling size. 	<ul style="list-style-type: none"> § To plan for and accommodate for ageing population in appropriate locations. Including: <ul style="list-style-type: none"> – Consideration of different dwelling types and dwelling opportunities in the growth strategy. – Consideration of facilities required to support the population; – Changing nature of recreation and open space demands from ageing population (see Social Services Profile); § The need and location for supporting services for the population and the consequential 'working population' to provide and maintain these services.
4. Rich agricultural base in rural areas underpins District economy. Loss of productive soils as a result of fragmentation for residential development would be detrimental to this economy.	<ul style="list-style-type: none"> § Desire for lifestyle blocks on urban fringe § Part of appeal is rural outlook but close to amenities § Often the most versatile and highly productive soils (Class I and II) are those developed for residential (see Physical Environment profile). 	<ul style="list-style-type: none"> § Less highly productive soils available and remaining soils not as productive. 	<ul style="list-style-type: none"> § Stricter subdivision rules to protect highly versatile soils § Promote education through the community consultation exercise that will inform the development of the urban growth strategy and District Plan review. § Consider other measures to protect productive rural land. e.g. zoning
5. There are disparate levels of deprivation between rural communities, in particular Tokanui.	<ul style="list-style-type: none"> § Isolation and subsequent distance from opportunities and employment § Level of service provided by community facilities § Closure of Tokanui Psychiatric Hospital 	<ul style="list-style-type: none"> § Potential for continued deterioration in pockets of deprivation § Increased pressure for social services and differential pressure for different services in these areas § Increased need for affordable housing and transport options 	<ul style="list-style-type: none"> § Recognise the importance of understanding the community's value and expectations for their towns § Investigate the need for and location of supporting social services for these populations § Encourage community-led planning and inclusion of the community in the development of the growth strategy.
6. The level of deprivation of the urban areas in relation to the rural areas, in particular Te Awamutu/Kihikihi and Cambridge Central.	<ul style="list-style-type: none"> § 	<ul style="list-style-type: none"> § Increased need for affordable housing and transport options 	<ul style="list-style-type: none"> § Consider affordable housing and transport options as part of District Plan review.

4.1 Policy Implications

Demographic changes and population growth affect existing policies through the development and growth of dwellings in the District, and more importantly the impact of this growth. As such, policy implications of future residential development (and associated business development, are examined in detail in the Urban Growth Profile Statement. A number of factors are affected by population growth - infrastructure, the economy, community character/structure, biodiversity etc, and equally population growth impacts on many facets of the community. Further discussion can be found in the other Profile Statements that will make up the base case report.

Given the future population pressures anticipated for the District, there is a need for a strong policy on overall growth and development, to reflect both the community and Council aspirations with respect to the form and nature of growth and location of growth and to take into account how such growth (e.g. if ad-hoc or sprawling growth permitted) may result in servicing constraints or limitations. In particular, a policy direction on the impact of fragmentation of productive land should be clearly identified.

These elements will form part of the District Plan review.

5 Recommendations for Further Work

The findings of this profile statement provide a reasonably comprehensive understanding of the population in Waipa District. However, this statement identifies a number of information 'gaps' and areas where further work would aid future planning for rural and residential demand and development, including work that it is envisaged will be encapsulated in future strategic planning exercises. This section summarises key recommendations for further work.

5.1 Profile Statement Updates

Updates required for this profile statement include:

- § University of Waikato population projections at an Area Unit level (for comparison with Statistics New Zealand 2006-base projections)

5.2 Additional Research

§ That specific review is undertaken of meshblocks in the following Area Units to improve understanding of the communities in these areas, and the extent of growth on the urban fringe:

- Pirongia township, within the Pirongia CAU
- Ohaupo
- Ngahinapouri (northern portion of CAU bounding Hamilton City)
- Karapiro where it bounds Cambridge;
- Kihikihi Flat, between Te Awamutu and Kihikihi
- Pukerimu, eastern portion where it bounds Cambridge (as an expected future growth area)
- Hautapu (as an expected future growth area)
- Lake Ngaroto, southern portion where it bounds Te Awamutu (as an expected future growth area)

5.3 Monitoring

On the basis of findings from this statement the following monitoring is recommended:

- n Establishment of a regular monitoring programme, including the analysis and review of development rates and demographic trends at specific intervals to ensure the staged release of land for development is consistent with the uptake of vacant sites.
- n A comprehensive review of the growth strategy developed for the Waipa District in terms of development and demographic trends to make sure that the strategy is achieving the vision for the District.
- n A review of residential preference trends. The purpose of this review is to determine what makes an area attractive, to identify current and future hotspot areas, and to assist Council in understanding future needs and opportunities of the community. Trends to be assessed include:
 - Ø Changes in demand for rural residential (lifestyle) subdivision to determine where any hotspots are, the trends towards increasingly intensive landuse and loss of productive soils
 - Ø Changes in the demand for different sized properties. For example, are smaller retirement type homes becoming more popular as opposed to a family sized home?
 - Ø The location people are buying in. Where are people buying and why? This will assist in identifying growth areas.

The quickest mechanism for assessing preferences may be to undertake a survey of real estate agencies and developers at five yearly intervals.

6 Bibliography

The purpose of this bibliography is to provide a summary of information considered in the preparation of this profile statement.

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