

	1 kilometer	3 kilometer	5 kilometer
<b>2024 Population Totals (MBR)</b>			
2024 Total Population	4,600	77,775	182,441
2024 Population Density (per sq. km)	1,465.0	2,752.1	2,323.5
2024 Population Per Mill	0.9	14.8	34.6
2024 Total Population Age 0-14	317	10,760	28,332
2024 Total Population Age 15-29	1,394	18,931	42,078
2024 Total Population Age 30-44	1,529	21,887	43,773
2024 Total Population Age 45-59	632	12,848	32,277
2024 Total Population Age 60+	729	13,348	35,981
<b>2024 Male Population Totals (MBR)</b>			
2024 Total Male Population	2,266	38,319	90,757
2024 Male Population Age 0-14	159	5,358	14,435
2024 Male Population Age 15-29	627	9,144	21,690
2024 Male Population Age 30-44	814	11,379	22,519
2024 Male Population Age 45-59	323	6,385	15,901
2024 Male Population Age 60+	342	6,053	16,213
<b>2024 Female Population Totals (MBR)</b>			
2024 Total Female Population	2,334	39,456	91,684
2024 Female Population Age 0-14	158	5,403	13,897
2024 Female Population Age 15-29	767	9,787	20,388
2024 Female Population Age 30-44	714	10,508	21,254
2024 Female Population Age 45-59	309	6,462	16,376
2024 Female Population Age 60+	386	7,295	19,768
<b>2024 Household Totals (MBR)</b>			
2024 Total Households	2,542	35,254	75,931
2024 Average Household Size	1.8	2.2	2.4
<b>2024 Households by Income (MBR)</b>			
2024 HHs: 1st Quintile (Below 39,606 New Zealand Dollar and below 10,000 USD)	635	8,820	17,832
2024 HHs: 2nd Quintile (39,606 to 68,410 New Zealand Dollar and 10,000 to 18,000 USD)	577	7,764	15,972
2024 HHs: 3rd Quintile (68,410 to 100,723 New Zealand Dollar and 18,000 to 27,000 USD)	530	7,481	15,672
2024 HHs: 4th Quintile (100,723 to 156,285 New Zealand Dollar and 27,000 to 42,000 USD)	475	6,358	14,287
2024 HHs: 5th Quintile (156,285 New Zealand Dollar and above 42,000 USD)	326	4,830	12,168
<b>2024 Households by Type (MBR)</b>			
2024 HHs: One-Family Household (with or without Other)	1,307	23,559	54,667
2024 HHs: Two-Family Household (with or without Other)	62	1,284	3,118
2024 HHs: Three or More Family Household (with or without Other)	0	73	243
2024 HHs: Other Multi-Person Household	426	4,610	7,840
2024 HHs: One-Person Household	742	5,602	9,764
2024 HHs: Household Composition Unidentifiable	5	127	299
<b>2024 Marital Status (MBR)</b>			
2024 Marital Status: Single	2,725	43,690	96,037
2024 Marital Status: Married	1,354	25,176	64,918
2024 Marital Status: Divorced	348	6,088	13,377
2024 Marital Status: Widowed	173	2,820	8,110
<b>2024 Educational Attainment (MBR)</b>			
2024 Pop: No Education/Illiterate	651	19,702	51,321
2024 Pop: Primary Education (ISCED 1 and 2)	258	5,695	14,435
2024 Pop: Upper Secondary Education (ISCED 3)	979	17,043	40,043
2024 Pop: Post Secondary Education (ISCED 4 and 5)	580	10,607	25,014
2024 Pop: Tertiary Education (ISCED 6 to 8)	1,666	19,490	41,479

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**Source:** Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
<b>2024 Educational Attainment (MBR)</b>			
2024 Pop: Education Unknown	467	5,238	10,149
<b>2024 Purchasing Power (MBR)</b>			
2024 Purchasing Power: Total	NZ\$234,383,972	NZ\$3,340,530,352	NZ\$7,672,489,829
2024 Purchasing Power: Per Mill	1.1	15.0	34.4
2024 Purchasing Power: Per Capita	NZ\$50,953	NZ\$42,951	NZ\$42,055
2024 Purchasing Power: Index	120	102	99
<b>2024 Food &amp; Beverage Expenditures (MBR)</b>			
2024 Food & Beverage: Total	NZ\$28,676,932	NZ\$428,265,279	NZ\$971,936,383
2024 Food & Beverage: Per Mill	1.0	15.6	35.4
2024 Food & Beverage: Per Capita	NZ\$6,234	NZ\$5,506	NZ\$5,327
2024 Food & Beverage: Index	120	106	102
<b>2024 Alcoholic Beverage Expenditures (MBR)</b>			
2024 Alcoholic Beverage: Total	NZ\$7,351,867	NZ\$102,873,303	NZ\$226,503,478
2024 Alcoholic Beverage: Per Mill	1.2	16.8	37.0
2024 Alcoholic Beverage: Per Capita	NZ\$1,598	NZ\$1,323	NZ\$1,242
2024 Alcoholic Beverage: Index	138	114	107
<b>2024 Tobacco Expenditures (MBR)</b>			
2024 Tobacco: Total	NZ\$3,419,424	NZ\$50,674,272	NZ\$113,609,731
2024 Tobacco: Per Mill	1.1	16.3	36.6
2024 Tobacco: Per Capita	NZ\$743	NZ\$652	NZ\$623
2024 Tobacco: Index	126	111	106
<b>2024 Clothing Expenditures (MBR)</b>			
2024 Clothing: Total	NZ\$7,017,636	NZ\$105,089,757	NZ\$242,908,169
2024 Clothing: Per Mill	1.0	14.9	34.5
2024 Clothing: Per Capita	NZ\$1,526	NZ\$1,351	NZ\$1,331
2024 Clothing: Index	114	101	100
<b>2024 Footwear Expenditures (MBR)</b>			
2024 Footwear: Total	NZ\$1,511,122	NZ\$23,325,286	NZ\$54,094,332
2024 Footwear: Per Mill	1.0	14.7	34.1
2024 Footwear: Per Capita	NZ\$329	NZ\$300	NZ\$297
2024 Footwear: Index	109	100	99
<b>2024 Furniture &amp; Furnishing Expenditures (MBR)</b>			
2024 Furniture/Furnishing: Total	NZ\$3,276,915	NZ\$48,044,649	NZ\$109,190,784
2024 Furniture/Furnishing: Per Mill	1.1	15.5	35.3
2024 Furniture/Furnishing: Per Capita	NZ\$712	NZ\$618	NZ\$599
2024 Furniture/Furnishing: Index	121	105	102
<b>2024 Household Textiles Expenditures (MBR)</b>			
2024 Household Textiles: Total	NZ\$1,191,444	NZ\$17,778,972	NZ\$40,776,451
2024 Household Textiles: Per Mill	1.0	15.2	34.8
2024 Household Textiles: Per Capita	NZ\$259	NZ\$229	NZ\$224
2024 Household Textiles: Index	117	103	101
<b>2024 Household Appliances Expenditures (MBR)</b>			
2024 Household Appliances: Total	NZ\$2,594,134	NZ\$39,371,451	NZ\$90,570,399
2024 Household Appliances: Per Mill	1.0	15.1	34.8
2024 Household Appliances: Per Capita	NZ\$564	NZ\$506	NZ\$496
2024 Household Appliances: Index	114	103	101

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	1 kilometer	3 kilometer	5 kilometer
<b>2024 Household Utensils Expenditures (MBR)</b>			
2024 Household Utensils: Total	NZ\$1,082,272	NZ\$16,396,151	NZ\$37,892,245
2024 Household Utensils: Per Mill	1.0	14.9	34.5
2024 Household Utensils: Per Capita	NZ\$235	NZ\$211	NZ\$208
2024 Household Utensils: Index	113	101	100
<b>2024 House &amp; Garden Expenditures (MBR)</b>			
2024 House & Garden Tools: Total	NZ\$1,133,455	NZ\$17,665,283	NZ\$41,677,150
2024 House & Garden Tools: Per Mill	0.9	14.4	34.1
2024 House & Garden Tools: Per Capita	NZ\$246	NZ\$227	NZ\$228
2024 House & Garden Tools: Index	106	98	98
<b>2024 Household Maintenance Expenditures (MBR)</b>			
2024 Household Maintenance: Total	NZ\$2,926,286	NZ\$44,301,896	NZ\$102,125,522
2024 Household Maintenance: Per Mill	1.0	15.0	34.7
2024 Household Maintenance: Per Capita	NZ\$636	NZ\$570	NZ\$560
2024 Household Maintenance: Index	114	102	100
<b>2024 Medical Products &amp; Supplies Expenditures (MBR)</b>			
2024 Medical Products: Total	NZ\$2,015,975	NZ\$31,132,302	NZ\$73,739,264
2024 Medical Products: Per Mill	0.9	14.2	33.5
2024 Medical Products: Per Capita	NZ\$438	NZ\$400	NZ\$404
2024 Medical Products: Index	105	96	97
<b>2024 Consumer Electronics Expenditures (MBR)</b>			
2024 Electronics & IT: Total	NZ\$1,987,155	NZ\$30,343,142	NZ\$69,704,844
2024 Electronics & IT: Per Mill	1.0	15.1	34.6
2024 Electronics & IT: Per Capita	NZ\$432	NZ\$390	NZ\$382
2024 Electronics & IT: Index	113	102	100
<b>2024 Recreation &amp; Culture Durable Expenditures (MBR)</b>			
2024 Recreation Durables: Total	NZ\$796,398	NZ\$12,845,100	NZ\$30,764,510
2024 Recreation Durables: Per Mill	0.9	13.8	33.0
2024 Recreation Durables: Per Capita	NZ\$173	NZ\$165	NZ\$169
2024 Recreation Durables: Index	98	93	95
<b>2024 Entertainment Expenditures (MBR)</b>			
2024 Toys/Sports/Pets: Total	NZ\$4,135,370	NZ\$64,989,933	NZ\$152,702,141
2024 Toys/Sports/Pets: Per Mill	0.9	14.4	33.8
2024 Toys/Sports/Pets: Per Capita	NZ\$899	NZ\$836	NZ\$837
2024 Toys/Sports/Pets: Index	105	98	98
<b>2024 Recreational &amp; Cultural Service Expenditures (MBR)</b>			
2024 Recreational Services: Total	NZ\$8,488,929	NZ\$127,416,909	NZ\$291,556,232
2024 Recreational Services: Per Mill	1.0	15.3	35.1
2024 Recreational Services: Per Capita	NZ\$1,845	NZ\$1,638	NZ\$1,598
2024 Recreational Services: Index	117	104	101
<b>2024 Books &amp; Stationery Expenditures (MBR)</b>			
2024 Books & Stationery: Total	NZ\$1,306,499	NZ\$20,042,140	NZ\$46,402,242
2024 Books & Stationery: Per Mill	1.0	14.9	34.5
2024 Books & Stationery: Per Capita	NZ\$284	NZ\$258	NZ\$254
2024 Books & Stationery: Index	111	101	100

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	1 kilometer	3 kilometer	5 kilometer
<b>2024 Catering Services Expenditures (MBR)</b>			
2024 Catering Services: Total	NZ\$10,499,250	NZ\$159,691,218	NZ\$370,254,337
2024 Catering Services: Per Mill	1.0	14.8	34.3
2024 Catering Services: Per Capita	NZ\$2,282	NZ\$2,053	NZ\$2,029
2024 Catering Services: Index	112	100	99
<b>2024 Personal Care Expenditures (MBR)</b>			
2024 Personal Care: Total	NZ\$5,166,995	NZ\$78,981,854	NZ\$180,321,530
2024 Personal Care: Per Mill	1.0	15.4	35.1
2024 Personal Care: Per Capita	NZ\$1,123	NZ\$1,016	NZ\$988
2024 Personal Care: Index	115	104	102
<b>2024 Jewelry &amp; Personal Effects Expenditures (MBR)</b>			
2024 Personal Effects: Total	NZ\$2,757,059	NZ\$42,605,096	NZ\$101,552,237
2024 Personal Effects: Per Mill	0.9	13.7	32.8
2024 Personal Effects: Per Capita	NZ\$599	NZ\$548	NZ\$557
2024 Personal Effects: Index	102	93	95

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