



Secondary

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Population Clock

4,366,475

as at 11am 1 June, 2010

New Zealand in Profile: 2010

New Zealand in Profile: 2010 gives us a snapshot of New Zealand's people, economy, and environment.



Commuter and migration visualisation

CommuterView and MigrationView are interactive visualisation tools for investigating local commuting patterns.

These tools use census information to show the distance people travel to work from their homes and where people relocated to during 1996, 2001, and 2006.

[Download CommuterView and MigrationView free here](#)

Interactive Boundary Maps

Statistics NZ's new Interactive Boundary Maps are drawn from the 2006 Census to locate an area or address. With these maps you can find an area and get some facts about it.

You can quickly retrieve simple information about specific areas using the maps. Check out your own region, your town or city, your suburb, even your own small neighbourhood (a meshblock).

Use either a street view or an aerial view to choose the boundaries of the area you're interested in. Then collect some quick figures and facts about it, such as:

- number of households in the area
- number of people and their median age
- median personal income (available at regional or town level, not at meshblock level).

[Look here at Interactive Boundary Maps](#)

Business Toolbox

Statistics NZ has released Business Toolbox, a free suite of online tools that provide quick and easy access to a range of statistics, including census information and business statistics.

While the tool was designed with businesses in mind, it will also be useful to a range of groups including librarians involved with businesses, **students, and the public in general.**

Some of the topics in this brochure are:

- international travel – all about our overseas visitors
- international comparisons – our own and other countries' populations and life expectancies
- household spending – where our money goes
- population – totals in New Zealand, our regions, and by age groups

To order copies, email us your address and tell us how many you want.

[Take a look at New Zealand in Profile: 2010](#)

The Business Toolbox contains two tools:

- Market Mapper – users can visually pinpoint target markets using 2006 Census data (for example, income, household composition, and family type).
- Industry Profiler – provides details on industry performance over time, staff turnover, and survival of similar-sized businesses.

To access Business Toolbox, go to:

www.stats.govt.nz/businesstoolbox

Statistics NZ can also arrange for its Outreach team to demonstrate the tool and its uses at your place of work. For further information, please contact Graeme Simpson at 04 931 4066 or via email: graeme.simpson@stats.govt.nz.

Data Viewer on the Census at School website

A new addition to the Census at School website, Data Viewer is designed for students, encouraging them to become data detectives.

[Check out Data Viewer](#)

Schools Corner

For more activities refer to the Schools Corner section of the Statistics New Zealand website: www.stats.govt.nz/schoolscorner

Tell us

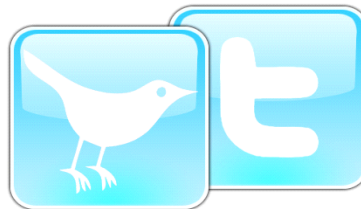
Tell us about how you have used Statistics New Zealand in the classroom, and we will publish your story in our next newsletter.

Contact us

Phone: Anna Shanahan – 04 931 4663
Email: info@stats.govt.nz

Twitter

Statistics NZ is now on Twitter and getting a good following. We would love you to [follow us](#) to receive our latest information releases.



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