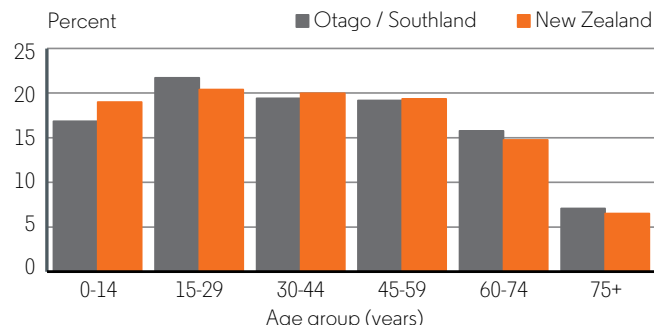


We count on you

Otago / Southland

This snapshot of the Otago / Southland region is thanks to everyone who completed Stats NZ surveys

Our age groups 2020



Our ethnicity 2018

How Otago / Southland compares with New Zealand

European	87%	vs	70%
Māori	11%	vs	17%
Pacific	3%	vs	8%
Asian	7%	vs	15%
Other	3%	vs	3%

Other = Middle Eastern, Latin American and African
Totals will not sum to 100% as people may be counted in more than one ethnic group

Economic activity in Otago / Southland 2020

Gross domestic product



Our volunteers 2018

18%

of people in Otago / Southland do voluntary work

15%

of all New Zealanders do voluntary work

Our homes 2018

69%

of people in Otago / Southland live in an owner-occupier home

65%

of people in New Zealand live in an owner-occupier home

New Zealand Government

Data is from New Zealanders who completed 2018 Census, Household Labour Force Survey, and NZ General Social Survey

Our population growth 2020

The population of Otago / Southland was

347,900

and is projected to increase to

390,900 by 2048

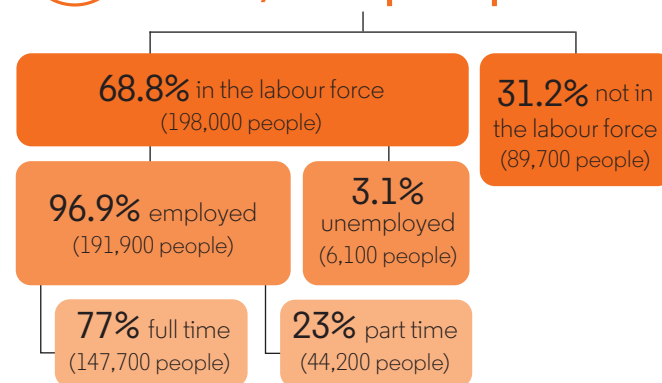
It will grow by **12%**

compared with **22%** for New Zealand

Otago / Southland labour market Jun 2021 quarter



Working-age population
287,600 people



Top 5 industries by employees Jun 2021 quarter

How Otago/Southland compares with New Zealand

Food and beverage services	5.6%	5.4%
School education	4.9%	5.1%
Construction services	4.5%	4.4%
Hospitals	4.3%	4.3%
Tertiary education	4.3%	2.2%

Overall life satisfaction 2018



83%

of people in Otago / Southland rated their overall life satisfaction as 7-10 (on a scale of 0-10)

81%

of New Zealanders rated their overall life satisfaction as 7-10