SUMMARY

This paper analyses the Census data relating to the daytime work force from the three most recent Censuses for Woodend Pegasus and Oxford as the District’s other main urban areas. It also presents the data for business units and employee counts from the Statistics New Zealand Business Demographic Series for these areas for 2000, 2006 and 2013.

Woodend and Pegasus

- In 2013 there were 1995 people living in Woodend and Pegasus who were in paid employment, with 1500 of these people working full-time and 495 working part-time.

- The daytime work force as recorded by the Census involved 474 people, which represents employment self-sufficiency for Woodend and Pegasus combined of 23.8 percent, and an increase of 7.4 percent compared with 2006.

- Major increases in terms of the number of people by industry were recorded for construction, business, finance and property, with smaller increases for wholesale/retail, the accommodation/ café/food group, education, cultural/recreation/personal services, manufacturing and health care and support services.

- The Business Demographic Series shows that there were small increases in the number of business units for all industrial groups at Woodend and Pegasus, with the exception of construction.

Oxford

- In 2013 Oxford’s usually resident work force totaled 867, with 615 of these people working full-time and 252 working part-time.

- Oxford’s daytime work force in 2013 was 639, an increase of 56.8 percent since 2006. This represents employment self-sufficiency for this town of 74.0 percent, and the highest for any of the District’s urban areas.

- The increases in the number of people working in Oxford by industry have mainly occurred between 2006 and 2013. The main increases were for construction, wholesale/retail, accommodation/café/food, and health care and support services, followed by education.

- In terms of changes in the number of business units by industry there has been an increase in the number of construction businesses in Oxford and a sharp decline in the number of agricultural sector businesses, even though this remains the sector with most business units.

- Health care and support services had the largest employee count for Oxford in 2013, while wholesale/retail and accommodation/café recorded the greatest increases.
1 INTRODUCTION

This Occasional Paper reviews information from the 2013 Census and the Statistics New Zealand 2013 Business Demographic Series about business activity at Woodend and Pegasus, and Oxford. These two urban areas rank third and fourth in terms of numbers of people, and both recorded significant increases in the numbers of people employed in 2013 compared with 2006. Both data sets relate to the respective Census Area Units and not to the business zones.

The 2013 Census was conducted in early March and the Business Demographic employment data related to the February PAYE returns each year for businesses with employees. In terms of estimating the total number of people economically active in an area, however, there are some important differences in the two data sets.

The Business Demographic Series because it is linked to the IRD PAYE database reports information about all the people employed by businesses based in an area, but does not distinguish between people who were working full-time and part-time. The Census records the information provided by individuals about their occupations, industry, place of work and extent of work for their main job. This means that while the Business Demographic Series captures information about all employment for an individual for which wages are paid, it does not include the workplace participation by most business owners and people who are self-employed sole-traders who pay tax via the provisional system, which is capture by the Census.

2 WOODEND/PEGASUS

At the 2013 Census Woodend had a population of 2,679 people and Pegasus had 1,014 people. There were 1995 people living in these two towns in paid employment at the time of the Census, with 1500 of these people working full-time and 495 working part-time.

The 2013 Census reported that the daytime workforce for the Woodend and Pegasus in 2013 was 474 compared with 222 in 2006. The increase in the number of people working in the area can be attributed mainly to the level of activity at Pegasus, which had a daytime workforce of 165 in 2013 compared with 12 in 2006. At the same time the daytime workforce at Woodend increased from 216 in 2006 to 309 in 2013 (43.7 percent).

The number of people employed in an area compared with the number of people in that area in the paid work force, when expressed as a percentage represents the level of “employment self-sufficiency”. This calculation does not take into account where the people who work in an area live. In 2006 Woodend had 1356 people in
its usually resident paid work force and 222 people working in the town, which meant that the area has an employment self-sufficiency of 16.4 percent. In 2013 the employment self-sufficiency for Woodend and Pegasus had increased to 23.8 percent.

Of the 474 people working in Woodend and Pegasus in 2013, 279 (59.2 percent) lived in one of these two centres, 117 (24.7 percent) lived elsewhere in the Waimakariri District, and 75 (16.1 percent) travelled into the District to work at Woodend or Pegasus with 57 of these people coming from Christchurch. In 2006 59.5 percent of the people who worked at Woodend also lived in the town, while 28.3 percent lived elsewhere in the District and 12.6 travelled into the District to work at Woodend.

Figure 1 sets out the number of people by industry for the Woodend Pegasus daytime workforce in 2001, 2006 and 2013.

Figure 1 shows that there was a substantial increase in the numbers of people working in the construction and business/property/finance sectors in 2013 than at the two previous Censuses. There were also increases in the wholesale/retail, accommodation/café/food, and cultural/recreation/personal services sector.

Since 2001 there has been a gradual increase in the number of people employed in education at Woodend and Pegasus. This can be attributed to the opening of new preschools, as much as to an increase in the staff at the Woodend School. It should be noted that the number of people involved in the education sector shown in figure 1 does not include the staff at the Waikuku School, even though children from Pegasus were attending that school. This school is now the Pegasus Bay School and has relocated to a new site at Pegasus.

Figure 2 sets out the numbers of people by occupation working at Woodend and Pegasus at the time of the 2013 Census, and compares these with the previous two Censuses.
Figure 2 shows that there were increases in the number of people working at Woodend and Pegasus in 2013 across the occupational range. Those in managerial roles recorded the greatest increase in number of people for an occupational group between 2006 and 2013. People undertaking clerical work, trades people and those with elementary occupations also recorded significant increases. The number of people with professional occupations including technical and associate professionals recorded a more limited increase.

The Business Demographic Series for 2013 reported that Woodend and Pegasus together had a total of 176 business units and these enterprises were employing 293 people. The difference between the number of people recorded as being involved in the daytime workforce for Woodend and Pegasus and the number of people employed as recorded by the Business Demographic Series for 2013 was 181 people. This provides an indication of the number of business owners and people who were self-employed working at Woodend or Pegasus in early 2013.

Figure 3 sets out the number of business units by industrial classification as recorded by the Business Demographic Series for 2000, 2006 and 2013.
Figure 3 shows that throughout the period there were relatively few businesses in most categories and that in some instances the number fluctuated with more business units in 2000 than in 2006, or more business units in 2006 than in 2013.

The most significant increase in the number of business units was for construction. In terms of sub-categories, the number of businesses providing construction services increased from 15 to 31 from 2000 to 2013, and the number of business units involved with building construction increased from 7 to 24 business units.

Figure 4 sets out the employee count recorded by the Business Demographic Series for business units at Woodend and Pegasus for 2000, 2006 and 2013.

Figure 4 also shows some business categories without employees and in other cases the number of employees fluctuated. The businesses with no employees are ones where the person or people running the business are self-employed, and financial, professional/technical and administrative services as well as real estate are ones which are businesses most likely to involve people who are self-employed.
The level of activity in the food sub-section of the food and accommodation sector as measured by the Business Demographic Series fluctuated. In 2000 the area had six businesses with 55 employees, in 2006 it had five businesses with 60 employees, and in 2013 it had five businesses with 31 employees. An additional consideration when viewing this data is to recognise that the employee count does not distinguish between full-time and part-time employees. The reduction in the number of employees in 2013, therefore, might be attributable to an increase in the proportion of people employed full-time.

Within the health and care services group, the employee count for residential care in the area fluctuated. The only business unit had 20 employees in 2000, 18 in 2006 and 25 in 2013. The education and training sector showed gradual growth in the number of employees alongside an increase from two to three in the number of business units. In 2000 there were two business units and 35 employees, in 2006 there were three business units and 40 employees, and in 2013 there were also three business units and 45 employees.

3 OXFORD

In 2013 the Oxford urban area had a population of 1,905, an increase of 189 (11.0 percent) since 2006. The Oxford usually resident workforce in 2013 totalled 867, with 615 of these people working full-time and 252 working part-time.

The Census recorded a daytime workforce for Oxford for 2013 of 639, which represented an increase of 231 people (56.8 percent) since 2006 and 297 (87.7 percent) since 2001. Of the people working in Oxford in 2013, 360 (56.5 percent) lived in Oxford, 219 (34.3 percent) lived elsewhere in the District, and 60 (9.2 percent) travelled into the District to work with 36 of these people travelling from Christchurch to work in Oxford. Of the 219 people who travelled into Oxford to work 108 (49.5 percent) lived in the surrounding rural area, while the others lived further afield.

The employment self-sufficiency for the Oxford urban area in 2013 was 74 percent, which was the highest for any of the District’s urban areas at that time.

Figure 5 shows the distribution for the Oxford daytime workforce by industry for 2001, 2006 and 2013.
Figure 5 shows that there have been significant increases in the number of people working in the manufacturing, construction, wholesale/retail, accommodation/café/food, education and health care/community support sectors, particularly between 2006 and 2013.

Figure 6 sets out the number of people in the Oxford daytime work force by occupation for 2001, 2006 and 2013.

Figure 6 shows that in most instances there was limited increase in the number of people for each occupational group between 2001 and 2006, but between 2006 and 2013 there was significant increase for a number of occupational groups. The groups which had the greatest increase in the number of people involved were managers, professionals, sales/service, trades and elementary occupations.

The Business Demographic Series for 2013 for Oxford showed that there were 166 business units employing 521 people. In 2006 there were 161 business units in Oxford employing 350 people. This means that while the number of business units
remained relatively constant, the actual businesses may have changed with some ceased trading and others starting up. At the same time however, the number of people being employed by these businesses increased between 2006 and 2013 by 171 (49.0 percent).

The number of people in the Oxford daytime work force as recorded by the 2013 Census exceeded the employee count by 118, which provides an indication of the number of business owners and self-employed people working in Oxford at the beginning of 2013.

Figure 7 sets out the numbers of business units at Oxford by industry for 2000, 2006 and 2013.

Figure 7 shows that in most instances there are a small number of businesses in each industrial group based in Oxford. Although the Oxford Census Area Unit is predominantly urban, there is a decreasing number of agricultural sector businesses based in the town. In terms of the number of businesses in 2013 compared with earlier years, the construction sector stands out with 32 businesses in 2013 compared with 21 in 2006 and 13 in 2000.

Figure 8 sets out the employee count for business units at Oxford for 2000, 2006 and 2013.
Figure 8 shows that, as for Woodend and Pegasus, a significant number of Oxford business units did not have employees which reflects businesses run by people who are self-employed. This is also the case for agricultural sector businesses based in Oxford, where there are substantially fewer employees than business units. For transport there was also a significant change, with three business units employing 25 people in 2000 while in 2006 and 2013 the three transport sector business units did not have any employees. A change such as this could indicate a change in the structure of these businesses, with drivers becoming self-employed contractors rather than employees.

The business units in health care and social support services sector has recorded the highest number of employees for each of the years under review, and between 2000 and 2013 there has been an increase of 45 (47.4 percent) in the number of these employees. During this period the number of people employed in the accommodation, café and food sector has increased from 25 in 2000 to 80 in 2013, more than a threefold increase. Since 2006 there has also been a substantial increase in the employee count for the wholesale/retail of 31 people (61.0 percent) and education and training of 25 people (41.7 percent).