



PALMY ANNUAL ECONOMIC INDICATORS 2024



(as at March 2025)

Palmerston North



New Zealand

Population Estimate as at June 2024 (a) Source: Stats NZ	92,500 (+1,600)	 +1.8% Annual change	+1.8% Annual change
GDP (Provisional) YE Dec 2024 Source: Infometrics	\$6,953m	 -0.2% Annual change	-0.5% Annual change

Business and jobs

Business units Feb 2024 (a) Source: Infometrics	8,457 (+21)	 +0.2% Annual change	+0.9% Annual change
3-year business survival rate Feb 2024 (a) Source: Stats NZ		56.8%	61.2%
Filled jobs (based on workplace, including self-employed) Feb 2024 (a) Source: Infometrics	56,973 (+435)	 +0.8% Annual change	+2.2% Annual change
Unemployment rate (average of four recent quarters) As at Dec 2024 Source: Infometrics		4.2%	4.7%

Earnings and Income

Total annual earnings from salaries and wages and self-employment Mar 2023 (a) Source: Stats NZ	\$3,920m	 +6.4% Annual change	+7.4% Annual change
Average annual household income March 2024 (a) Source: Infometrics	\$126,363	 +6.2% Annual change	+5.6% Annual change (\$132,873)

YE: Year ending

Notes: (a) Based on latest available information that is released annually;

For latest available information, please visit our economic growth indicators.