

FRANKLIN LOCAL BOARD

STATE OF AUCKLAND DEMOGRAPHIC REPORT CARD



APRIL 2014

POP

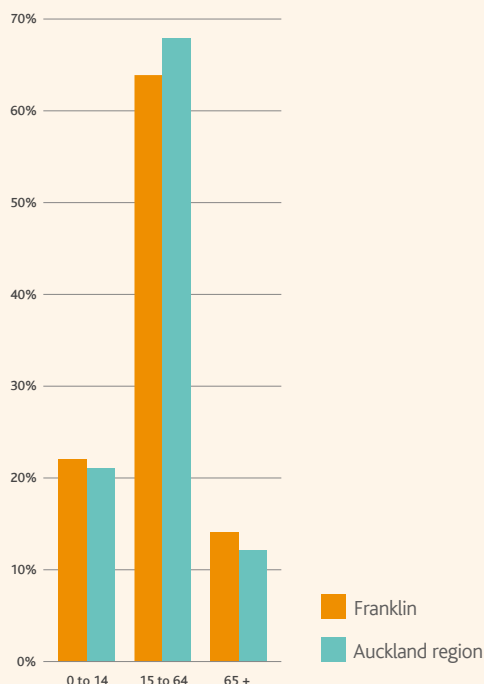
65,322
(2013 CENSUS)

This local board is predominately rural, with the largest town centre at Pukekohe and smaller centres in Waiuku, Karaka, Beachlands, Maraetai, Clevedon and Whitford. Awhitu Peninsula is also a popular holiday area.

The main industries include cropping, dairy, sheep and cattle farming as well as forestry in the Hunua Ranges.

New Zealand's largest steel mill is located at Glenbrook, north of Waiuku township. Regional parks are a key feature and include Awhitu, Omana, Duder, Tawhitokino and Tapapakanga, as well as part of the Hunua Ranges.

Age groups (2013)



QUICK FACTS

5%

OF REGIONAL POPULATION

40.2 YRS
MEDIAN AGE

19,160
EMPLOYEES WORK IN THE LOCAL BOARD AREA (2013)

85%
EUROPEAN

13%
MĀORI

6%
ASIAN

4%
PACIFIC

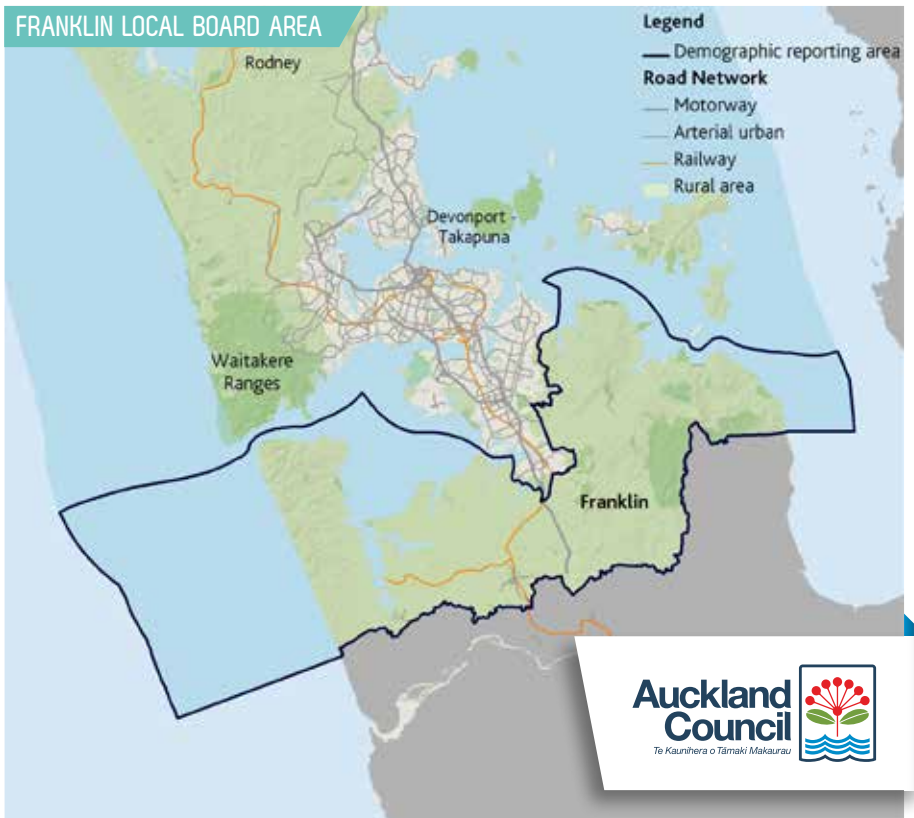
19%
BORN OVERSEAS

\$80,900
MEDIAN HOUSEHOLD INCOME

67%
OF RESIDENTS EMPLOYED

39 SCHOOLS,
RANGING FROM DECILE 1 TO 10 (2014)

8,828 BUSINESSES IN THE LOCAL BOARD AREA (2013)



POPULATION

Between the 2006 and 2013 censuses, the population increased by 11 per cent, higher than the regional growth rate of 8 per cent during that time.

In 2013, the local population was slightly over-represented in age groups over 65 years, and under-represented in age groups between 15 and 64 years, when compared with the regional population. The median age was 40.2 years, five years higher than the regional median age (35.1 years).

Franklin has a high proportion of New Zealand born residents (81%) across all local boards. Of those born overseas, a large proportion (41%) had been in New Zealand for 20 years or longer. Many of those born overseas were born in England, with smaller groups from South Africa, Australia and India.

HOUSEHOLDS

In 2013, there were 22,935 households in Franklin, 5 per cent of the regional count. The median household income was \$80,900, higher than the regional median of \$76,500.

Home ownership in this local board is relatively high – in 2013, almost three quarters (72%) of households owned the dwelling they lived in (this includes 18% who owned it in a family trust), compared with 61 per cent regionally. The remaining 28 per cent of households rented, and of these, the majority rented from private landlords.

Almost one in five (19%) of households were people living on their own, similar to the regional proportion at 19 per cent. The largest group were couples with children (33%).

EDUCATION AND EMPLOYMENT

Just over half (52%) of Franklin residents aged 15 years and over were employed full-time and a further 15 per cent employed part-time. Of those employed, 74 per cent were paid employees. Around 42 per cent were managers or professionals and a further 13 per cent were employed as technicians and trade workers.

Slightly lower proportions of Franklin residents aged 15 years or over had higher formal education qualifications than across the region – for example in 2013, 15 per cent had gained a bachelor's degree or higher, compared to 25 per cent regionally, and 21 per cent had no educational qualifications, compared with 17 per cent across the region.

BUSINESS IN THE LOCAL BOARD

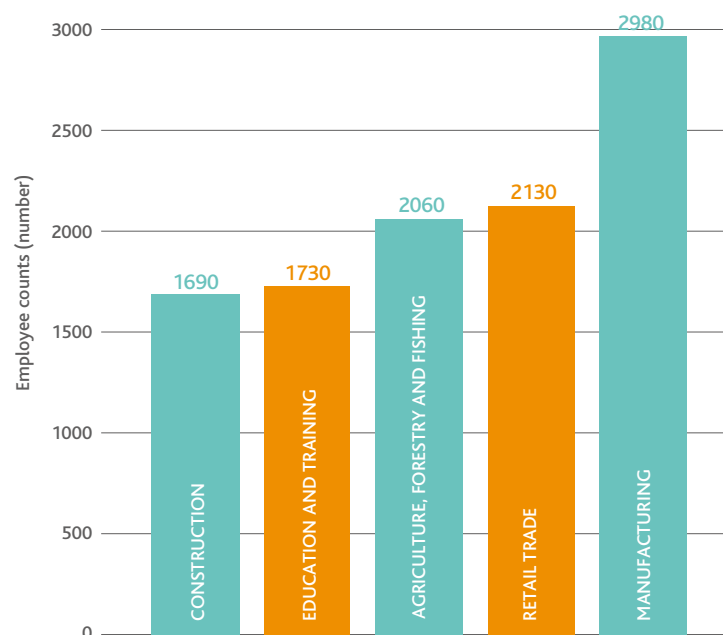
As at February 2013, the Franklin local board area accounted for 3 per cent of all employment and 5 per cent of businesses in Auckland.

More than a third (39%) of Auckland's businesses in the agriculture, forestry and fishing sector are located in Franklin (Rodney to the north also has 40%). This sector has the second largest number of businesses in the area, and is responsible for 11 per cent of local employment, but it is not the largest employer – that is the manufacturing sector, with 16 per cent of local employment. Retail trade is another important sector, accounting for 11 per cent of local employment.

From 2006 to 2013, employment in Franklin grew by 7 per cent, adding 1,230 employees (compared to 6% growth across the region). Growth was strong in the health care and social assistance sector, and education and training.

In line with regional trends, there was growth during that time in the number of businesses in the rental, hiring and real estate sector and the financial and insurance sector, but a loss of 480 businesses in the agricultural, forestry and fishing sector.

Top five employment sectors (2013)



All data presented here is from the 2013 Census of Population and Dwellings, unless stated otherwise. School data is provided by Auckland Council, using Ministry of Education information. 'Business in the local board' data is from Statistics New Zealand's Business Demographic data. A school's decile rating indicates the extent to which it draws its students from low socio-economic communities. Decile 1 schools are the 10 per cent of schools with the highest proportion of students from low socio-economic communities. Decile 10 schools are the 10 per cent of schools with the lowest proportion of these students. The census allows respondents to select more than one ethnic identity, hence the ethnicity percentages may total more than 100.

FIND OUT MORE

This report card is part of a series prepared by the Auckland Council's Research, Investigations and Monitoring Unit, which undertakes monitoring and research to provide information and evidence to inform the council's activities and reporting.

More report cards can be found at: aucklandcouncil.govt.nz/stateofauckland. The report card series includes reporting on freshwater, terrestrial, marine, air, soil, capacity for growth, demographics and quality of life.

► **For more information:** e-mail monitoring@aucklandcouncil.govt.nz visit the 2013 census Auckland results website, www.censusauckland.co.nz or call us on 09 301 0101.