

# GREAT BARRIER LOCAL BOARD

## STATE OF AUCKLAND DEMOGRAPHIC REPORT CARD



APRIL 2014

POP

939  
(2013 CENSUS)

### QUICK FACTS

This local board area encompasses Great Barrier Island (Aotea), the largest island off the North Island.

Great Barrier Island is situated to the top of the Coromandel Peninsula, and is 90km from downtown Auckland.

It also includes Little Barrier Island (Hauturu), which is one of New Zealand's largest offshore island reserves. It is home to the biggest number of endangered birds on any island in the country and more than 400 species of native plants.

Great Barrier Island is rugged and beautiful, and sparsely populated. Summer time sees an influx of visitors, with the island offering several options for accommodation.

More than 60 per cent of Great Barrier Island is public land, administered by the Department of Conservation.

53.9 YRS  
MEDIAN AGE

220 EMPLOYEES WORK IN THE LOCAL BOARD AREA (2013)

91% EUROPEAN

18% MĀORI

3% PACIFIC

1% ASIAN

17% BORN OVERSEAS

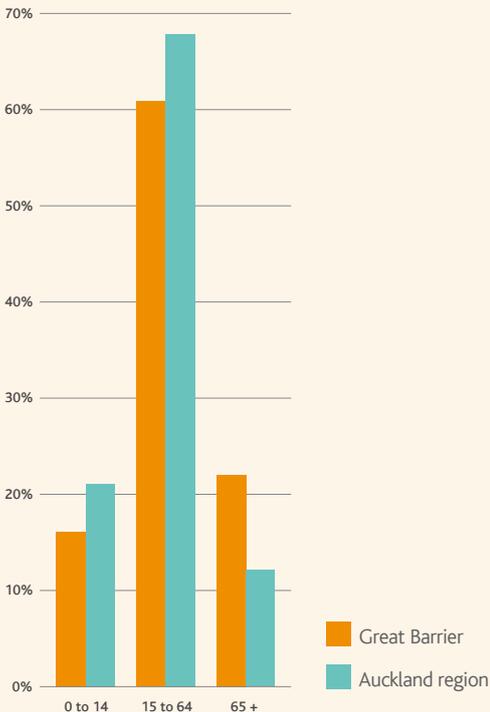
\$30,100 MEDIAN HOUSEHOLD INCOME

53% OF RESIDENTS EMPLOYED

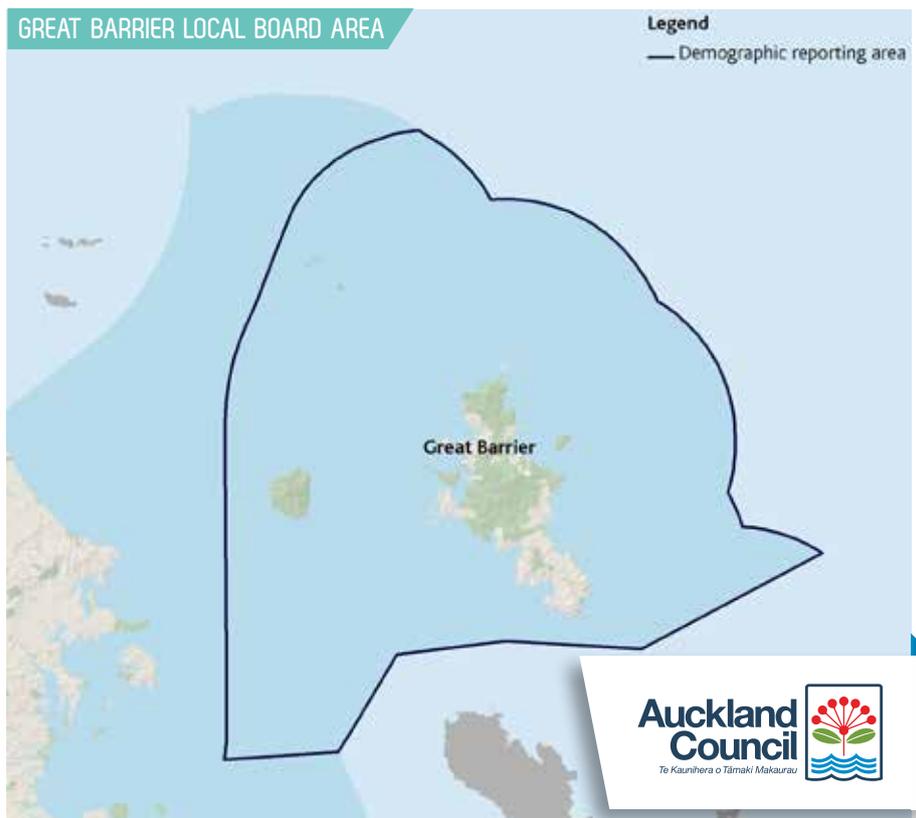
3 SCHOOLS, RATED DECILE 3 OR 6 (2014)

149 BUSINESSES IN THE LOCAL BOARD AREA (2013)

### Age groups (2013)



### GREAT BARRIER LOCAL BOARD AREA



## POPULATION

Between the 2006 and 2013 censuses, the population increased by 5 per cent, which is less than the regional growth rate of 8 per cent during that time.

In 2013, the age structure of the population had a higher proportion of residents aged 65 years and over than the regional structure. The median age was 53.9 years – the oldest in the region.

Only 17 per cent of residents were born overseas. Among the overseas born, the largest group was born in the United Kingdom.

## HOUSEHOLDS

In 2013, there were 462 households in the Great Barrier Island local board area. The median household income was \$30,100 – considerably lower than the regional median at \$76,500 and the lowest across all local boards.

In 2013, 70 per cent of households owned the dwelling they lived in (this includes 14% who owned it in a family trust), compared with 61 per cent regionally.

Almost half (44%) of households were one person households, this is a high proportion when compared with the regional average of 19 per cent. Only 13 per cent of households were couples with children, and a further 8 per cent were sole parents with children.

## EDUCATION AND EMPLOYMENT

Local residents reported generally lower levels of formal education, when compared with other local boards. In 2013, a quarter (25%) of all residents aged 15 years and over had no formal educational qualification, compared with 17 per cent regionally, and 15 per cent had gained a bachelor's degree or higher, compared to 25 per cent regionally.

More than a third (34%) of residents aged 15 years and over were employed full-time and a further 19 per cent part-time. Of those employed, 49 per cent were paid employees, and almost a third (31%) were self-employed. Both Waiheke Island and Great Barrier Island local board areas had relatively large proportions of self-employed people.

Around 40 per cent of those employed were managers or professionals, while 6 per cent were machinery operators and drivers and 18 per cent were labourers.

*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.

## BUSINESS IN THE LOCAL BOARD

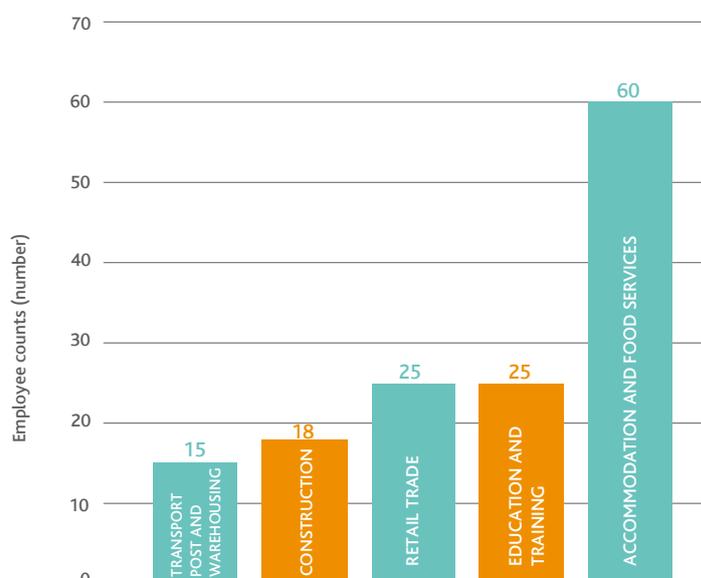
As at February 2013, there were 220 employees on Great Barrier. Most were employed in accommodation and food services, education or retail trade.

The largest numbers of local businesses were in the accommodation and food services sector, followed by the rental, hiring and real estate services sector. Many of these businesses are small businesses that employ less than five people.

During the period from 2006 to 2013, employment on Great Barrier increased by 10 per cent, resulting in 20 more employees (compared to 6% growth across the region). This was driven by increases in the accommodation and food services sector. Although employment increased, there was a slight overall loss in the numbers of businesses during that period.

There was an overall loss in employment in the agriculture, forestry and fishing sector during that time.

Top five employment sectors (2013)



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

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