

HENDERSON-MASSEY LOCAL BOARD

STATE OF AUCKLAND DEMOGRAPHIC REPORT CARD

APRIL 2014

POP
107,685
(2013 CENSUS)



QUICK FACTS

8%
OF REGIONAL POPULATION

33.5 YRS
MEDIAN AGE

28,090
EMPLOYEES WORK IN THE LOCAL BOARD AREA (2013)

56%
EUROPEAN

22%
ASIAN

20%
PACIFIC

16%
MĀORI

33%
BORN OVERSEAS

\$66,900
MEDIAN HOUSEHOLD INCOME

59%
OF RESIDENTS EMPLOYED

42 SCHOOLS,
RATINGS VARY FROM DECILE 1 TO DECILE 9 (2014)

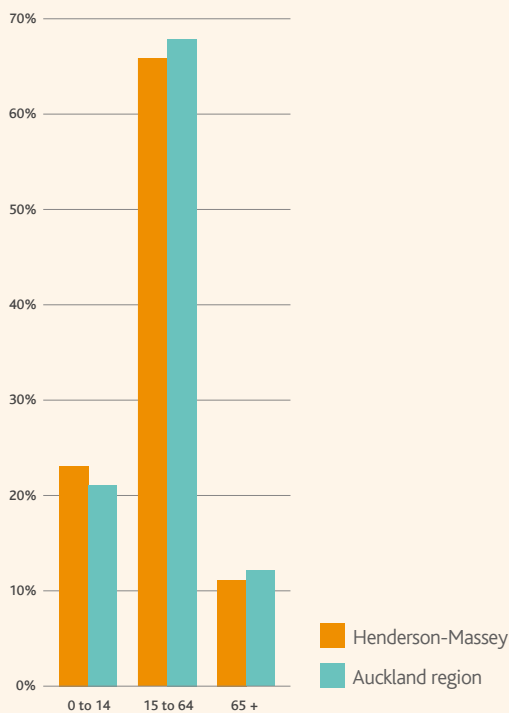
7,402 BUSINESSES IN THE LOCAL BOARD AREA (2013)

This local board includes Te Atatu Peninsula, Te Atatu south, West Harbour, Massey, Ranui, Henderson and Glendene.

There is also some semi-rural living to the north of the area. Commercial and light industrial areas around Lincoln Rd and Henderson provide local employment.

The area's north-western edge is undergoing change and development – the recent extension of the metropolitan urban limit at Westgate will result in increased commercial and industrial activity and more jobs. In line with this, the north-western motorway will be extended and will link with the new four lane motorway stretching from Westgate to Albany, part of the western ring route.

Age groups (2013)



HENDERSON-MASSEY LOCAL BOARD AREA



POPULATION

Between the 2006 and 2013 censuses, the population increased by 9 per cent, similar to the regional growth rate of 8 per cent during that time.

In 2013, Henderson-Massey had a slightly larger proportion of children aged 15 years or younger, when compared with the regional age structure. The median age was 33.5 years, slightly younger than the regional median of 35.1 years.

A third (33%) of residents were born overseas, and of that group 48 per cent had been in New Zealand for less than ten years. The largest group was born in the United Kingdom, with slightly smaller groups from the People's Republic of China, Fiji and Samoa.

HOUSEHOLDS

In 2013, there were 34,440 households in Henderson-Massey, 7 per cent of the regional count. The median household income was \$66,900 – lower than the regional median at \$76,500.

Home ownership rates in this local board area were similar to the regional average. In 2013, 61 per cent of households owned the dwelling they lived in (this includes 9% who owned it in a family trust), compared with 61 per cent regionally. The largest group of households that rented (80%), rented from private landlords.

More than a quarter (30%) of households were couples with children, and a further 12 per cent were sole parents with children. The proportion of households who were one person (17%) or couple-only households (18%) was slightly lower than the wider Auckland region (19% and 21% respectively).

EDUCATION AND EMPLOYMENT

Local residents reported generally lower levels of formal education. In 2013, 23 per cent of all residents aged 15 years and over had no formal educational qualification, compared with 17 per cent regionally, whereas 17 per cent had gained a bachelor's degree or higher, compared to 25 per cent regionally.

Almost half (47%) of Henderson-Massey residents aged 15 years and over were employed full-time and a further 12 per cent part-time. Of those employed, 85 per cent were paid employees.

Just over a third (36%) were managers or professionals, while 14 per cent were technicians or trade workers, and a further 14 per cent were clerical or administrative workers.

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.

► **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.

BUSINESS IN THE LOCAL BOARD

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

Most people who work in the area are employed in the manufacturing sector (18%), followed by retail trade (15%).

The largest number of local businesses were in the rental, hiring and real estate services sector (17%) followed by the construction sector (15% of all businesses in the area).

During the period from 2006 to 2013, employment in Henderson-Massey decreased slightly resulting in 30 less employees (compared to 6% growth across the region). This was driven by decreases across several sectors such as manufacturing, construction and retail trade. There was strong growth in employment in the health-care and social assistance sector.

Top five employment sectors (2013)

