

# HIBISCUS AND BAYS LOCAL BOARD

## STATE OF AUCKLAND DEMOGRAPHIC REPORT CARD

APRIL 2014

**POP**  
89,832  
(2013 CENSUS)



### QUICK FACTS

**6%**  
OF REGIONAL POPULATION

**42.4** YRS  
MEDIAN AGE

**16,480**  
EMPLOYEES WORK IN THE LOCAL BOARD AREA (2013)

**89%**  
EUROPEAN

**8%**  
ASIAN

**6%**  
MĀORI

**2%**  
PACIFIC

**35%**  
BORN OVERSEAS

**\$78,200**  
MEDIAN HOUSEHOLD INCOME

**63%**  
OF RESIDENTS EMPLOYED

**25** SCHOOLS, MOST RATED DECILE 8-10 (2014)

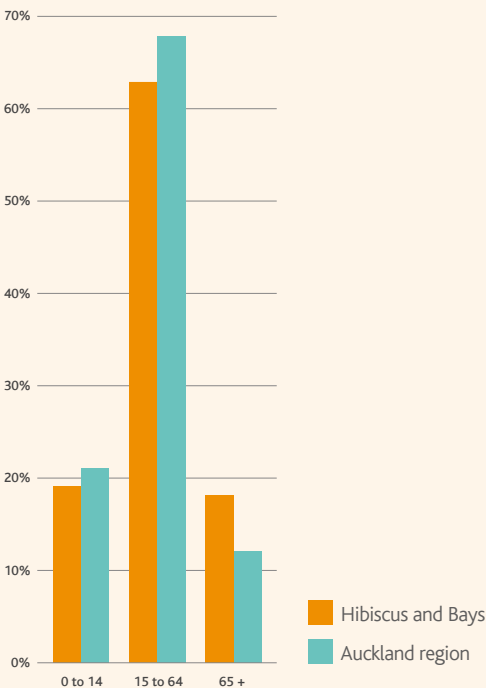
**9,619** BUSINESSES IN THE LOCAL BOARD AREA (2013)

This local board includes the coastal communities of Murrays Bay, Rothesay Bay, and Torbay, as well as Silverdale, Whangaparaoa Peninsula, Orewa and Waiwera.

The local beaches, scenic reserves and parks are enjoyed by locals and visitors all year round – this includes facilities at Long Bay and Shakespear regional parks. Tiritiri Matangi Island, 4km off the tip of the peninsula, is the site of one of New Zealand's most important and exciting conservation projects, and is home to a number of previously endangered native birds.

Easy accessibility to State Highway 1 means many local residents commute to other parts of Auckland for work. Completion of the Orewa-Puhoi extension of State Highway 1 has had significant impacts on travel patterns in this area.

### Age groups (2013)



### HIBISCUS AND BAYS LOCAL BOARD AREA



## POPULATION

Between the 2006 and 2013 censuses, the population increased by 10 per cent, similar to the regional growth rate of 8 per cent during that time.

In 2013, Hibiscus and Bays had a larger proportion of people aged 65 years and over (18%), when compared with the regional age structure (12%). The median age was 42.4 years, older than the regional median of 35.1 years.

The majority (89%) of the local population were in the broad 'European' category. About a third (35%) of local residents were born overseas, and of that group, 42 per cent had been in New Zealand for less than ten years. Among the overseas born, the largest group was born in the United Kingdom, with smaller groups from South Africa, Korea and the People's Republic of China.

## HOUSEHOLDS

In 2013, there were 32,697 households in the Hibiscus and Bays local board area, 7 per cent of the regional count. The median household income was \$78,200 – similar to the regional median of \$76,500.

Home ownership rates in this local board area were relatively high when compared with other areas. In 2013, 74 per cent of households owned the dwelling they lived in (this includes 21% who owned it in a family trust), compared with 61 per cent regionally. The majority of households that rented (98%) rented from private landlords.

Almost a third (32%) of households were couples with children, and a further 8 per cent were sole parents with children. The proportion of households that were couple-only (28%) was higher than across the region (21%).

## EDUCATION AND EMPLOYMENT

In 2013, 14 per cent of all residents aged 15 years and over had no formal educational qualification, compared with 17 per cent regionally, and 22 per cent had gained a bachelor's degree or higher, compared to 25 per cent regionally.

Just under half (47%) of residents aged 15 years and over were employed full-time and a further 16 per cent part-time. Of those employed, 76 per cent were paid employees. Around 46 per cent were managers or professionals, while 14 per cent were clerical and 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.

## BUSINESS IN THE LOCAL BOARD

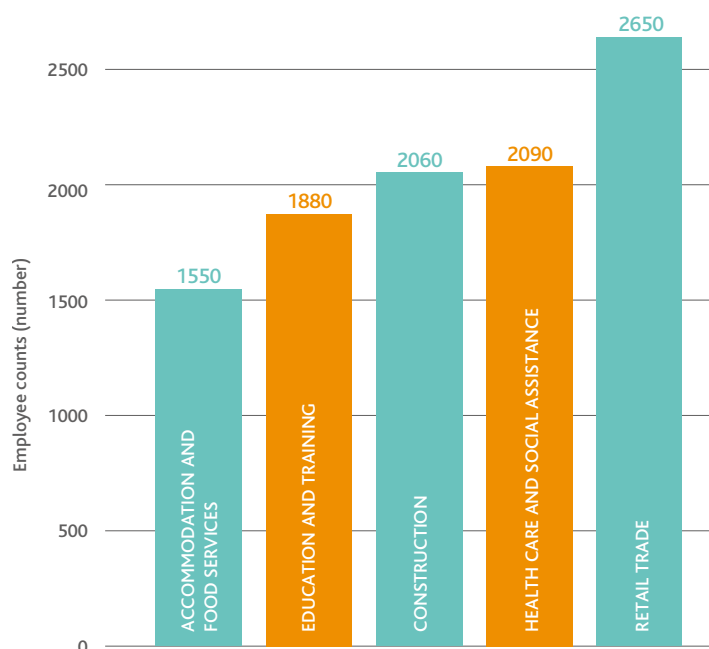
As at February 2013, the Hibiscus and Bays local board area accounted for 3 per cent of all employment and 6 per cent of businesses in Auckland.

Most people who work in the area are employed in retail and trade (16%), education and training, and healthcare and social assistance (both 13%), and construction (11%).

The largest number of local businesses were in the rental, hiring and real estate services sector (23% of all business units in the area), followed by construction (16%) and professional, scientific and technical services (16%).

During the period from 2006 to 2013, employment in the local board area increased by 3 per cent, resulting in 410 more employees (compared to 6% growth across the region). This was driven by increases across almost all sectors, but particularly the education and training sector, as well as accommodation and food services.

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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