

# HOWICK LOCAL BOARD

## STATE OF AUCKLAND DEMOGRAPHIC REPORT CARD

APRIL 2014

**POP**  
127,125  
(2013 CENSUS)



### QUICK FACTS

**9%**  
OF REGIONAL POPULATION

**37.8** YRS  
MEDIAN AGE

**43,690**  
EMPLOYEES WORK IN THE LOCAL BOARD AREA (2013)

**55%**  
EUROPEAN

**39%**  
ASIAN

**5%**  
MĀORI

**5%**  
PACIFIC

**49%**  
BORN OVERSEAS

**\$84,500**  
MEDIAN HOUSEHOLD INCOME

**62%**  
OF RESIDENTS EMPLOYED

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

**13,555** BUSINESSES IN THE LOCAL BOARD AREA (2013)

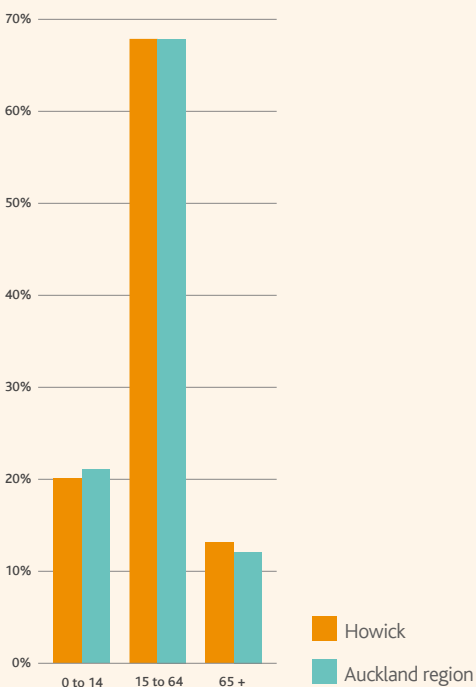
This local board includes the suburbs of Pakuranga, Howick, Bucklands Beach, Half Moon Bay, Cockle Bay, Farm Cove, East Tamaki and Botany Downs. A further residential development is being completed at Flat Bush.

The main business centres are located along Ti Rakau Drive, Botany Town Centre, East Tamaki and in the business park at Highbrook.

The local board area is home to the Half Moon Bay Marina, Musick Point, Howick Beach and the Lloyd Elsmore and Barry Curtis parks.

A ferry service connects Howick with Auckland city centre and the central business district, via Half Moon Bay. On completion, the Auckland Manukau Eastern Transport Initiative will provide faster and easier access from both Manukau and the eastern suburbs to the central business district via public transport.

### Age groups (2013)



### HOWICK LOCAL BOARD AREA



## POPULATION

Between the 2006 and 2013 censuses, the population increased by 12 per cent, which is quite high when compared to the regional growth rate of 8 per cent during that time.

The local population is slightly under-represented among children aged 14 years or younger, and over-represented among adults aged between 65 and over. In 2013, the median age was 37.8 years, compared to a regional median of 35.1 years.

Just under half (49%) of residents were born overseas – one of the largest proportions across all 21 boards. Over a third (39%) of residents born overseas had been in New Zealand for less than ten years. The largest groups were from the People's Republic of China, followed by South Africa, England, India and Fiji.

## HOUSEHOLDS

In 2013, there were 40,932 households in the Howick local board area, 9 per cent of the regional count. The median household income was \$84,500, higher than the regional median of \$76,500.

Home ownership levels in Howick were also relatively high. In 2013, 71 per cent 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 29 per cent of households rented, and the majority (93%) rented from private landlords.

Almost a quarter (22%) of households were couples-only and a further 37 per cent were couples with children.

## EDUCATION AND EMPLOYMENT

Almost half (49%) of Howick residents aged 15 years and over were employed full-time and a further 13 per cent employed part-time. Of those employed, 80 per cent were paid employees.

Around 45 per cent were managers or professionals and a further 14 per cent were employed as clerical and administrative workers.

In line with the high proportion of people born overseas, in 2013, 15 per cent of residents aged 15 years and over stated that their highest formal education qualification was an overseas secondary school qualification. Over a quarter (26%) had gained a bachelor's degree or higher (in line with the regional figure at 25%).

*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.*

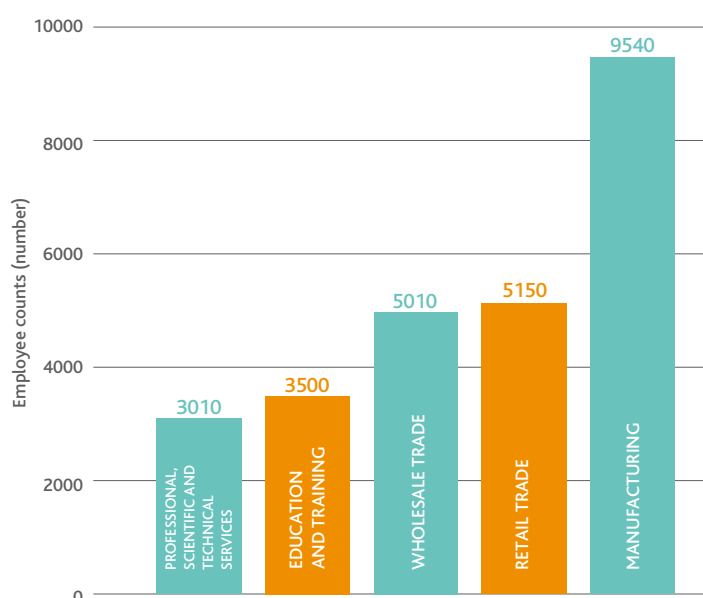
## BUSINESS IN THE LOCAL BOARD

As at February 2013, the Howick local board area accounted for 7 per cent of all employment and 8 per cent of businesses in Auckland.

While the largest number of people who worked in Howick were employed in manufacturing (22% of the local employment), the largest number of businesses (23%) were in the rental, hiring and real estate services, followed by professional, scientific and technical services (12%) and construction (11%).

During the period from 2006 to 2013, employment in the area grew by 10 per cent, adding 3,880 employees (compared to 6% growth across the region). The largest increase in jobs was in the administrative and support services sector. There were also small losses in some sectors during that time.

Top five employment sectors (2013)



## 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](http://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](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.