

STATE OF AUCKLAND
DEMOGRAPHIC
REPORT
CARD

APRIL 2014

POP
70,005
(2013 CENSUS)



This local board includes the suburbs of Glen Innes, Tāmaki, Panmure, Mount Wellington, Penrose, Onehunga, Te Papapa and Royal Oak.

It also includes the light industrial areas of Penrose and Mt Wellington, the large retail centre at Sylvia Park and a substantial proportion of the Eilerslie Office Park.

The Ports of Auckland also has a second sea port at Onehunga. These are all centres of employment for local workers as well as people from across the region.

The area is home to One Tree Hill and Cornwall Park, the Stardome Observatory and Planetarium, Alexandra Park raceway, Panmure Basin and Mount Smart Stadium.

QUICK FACTS

5%
OF REGIONAL
POPULATION

33.4 YRS
MEDIAN AGE

78,700
EMPLOYEES WORK IN THE
LOCAL BOARD AREA (2013)

48%
EUROPEAN

26%
PACIFIC

24%
ASIAN

13%
MĀORI

36%
BORN OVERSEAS

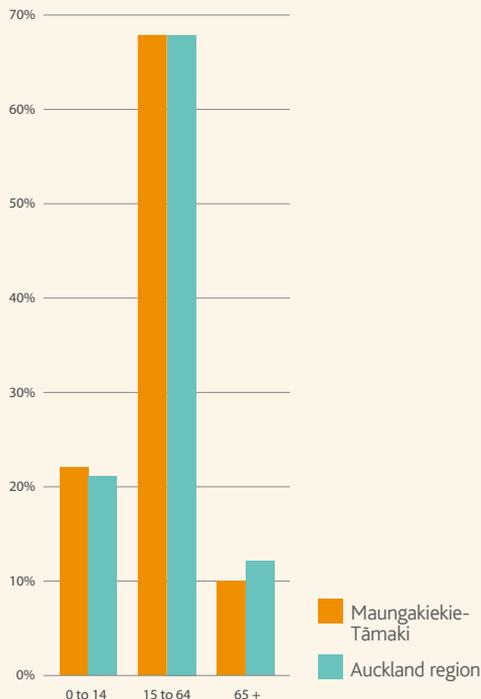
\$68,200
MEDIAN HOUSEHOLD
INCOME

61%
OF RESIDENTS
EMPLOYED

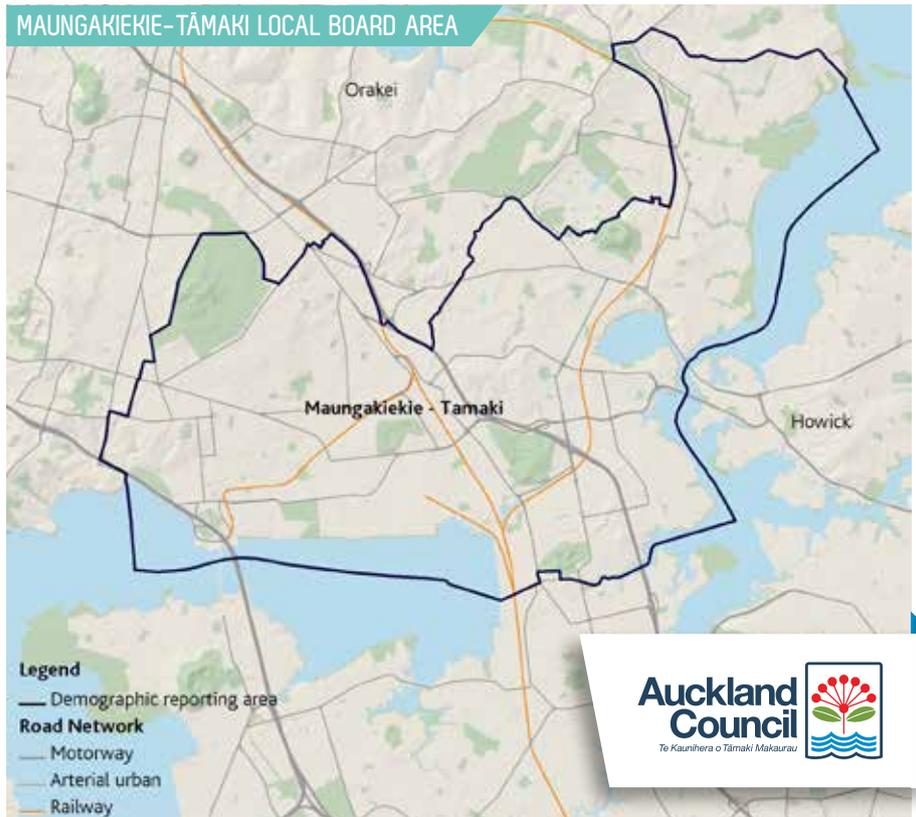
27 SCHOOLS,
MOST RATED DECILE
4 OR UNDER (2014)

9,657 BUSINESSES IN THE LOCAL
BOARD AREA (2013)

Age groups (2013)



MAUNGAKIEKIE-TĀMAKI LOCAL BOARD AREA



POPULATION

Between the 2006 and 2013 censuses, the population increased by 6 per cent, slower than the regional growth rate of 8 per cent during that time.

In 2013, the local population was slightly over-represented in the younger and working-age groups, compared to Auckland region. The median age was 33.4 years, slightly younger than the regional median of 35.1 years.

The local population is ethnically and culturally diverse. Just over a third (36%) of Maungakiekie-Tāmaki residents were born overseas, in line with the region overall. Under half of this group (42%) had been in New Zealand for less than ten years. The largest number of people born overseas were from the People's Republic of China, followed by Tonga, Fiji, India, Samoa, England and the Philippines.

HOUSEHOLDS

In 2013, there were 23,907 households in Maungakiekie-Tāmaki, 5 per cent of the regional count. The median household income was \$68,200, lower than the regional median of \$76,500.

Home ownership levels were relatively low. In 2013, 47 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 remaining 53 per cent of households rented, and of these, more than a third (36%) rented from Housing New Zealand.

A quarter (25%) of households were couples with children, and a further 10 per cent were sole parent households. Almost a quarter (23%) were one-person households.

EDUCATION AND EMPLOYMENT

Half (50%) of Maungakiekie-Tāmaki residents aged 15 years and over were employed full-time and a further 11 per cent employed part-time. Of those employed, 87 per cent were paid employees.

Around 42 per cent were managers or professionals and a further 14 per cent were employed as clerical and administrative workers.

In 2013, 26 per cent of residents aged 15 years and over had gained a bachelor's degree or higher, in line with the regional figure at 25 per cent. One in five (20%) had no educational qualifications, compared with 17 per cent across the region.

BUSINESS IN THE LOCAL BOARD

As at February 2013, the Maungakiekie-Tāmaki local board area accounted for 12 per cent of all employment and 6 per cent of businesses in the region.

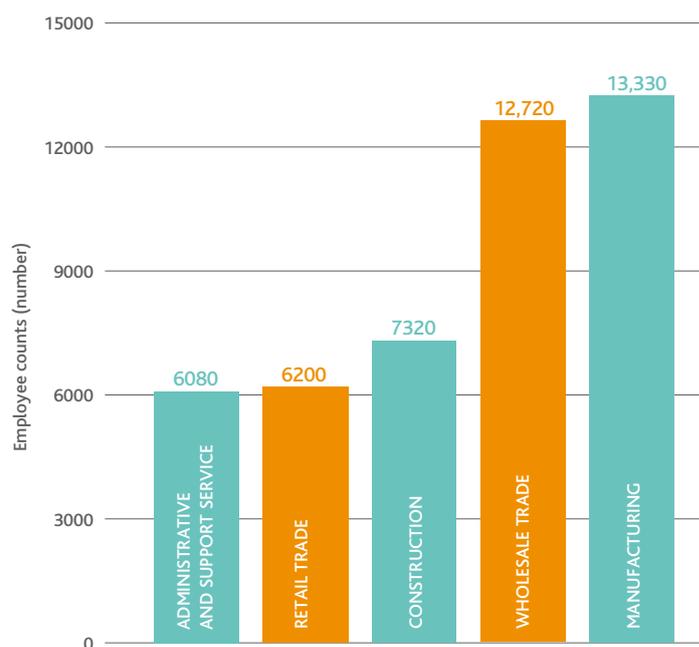
Most people who work in this area are employed in the manufacturing sector (17%), followed by wholesale trade (16%) and construction (9%).

The largest number of local businesses (17%) were in the rental, hiring and real estate services, followed by wholesale trade (12%), professional and technical services (11%) and retail trade (10%).

During the period from 2006 to 2013, employment in the local board grew by 4 per cent, adding 2,670 employees (compared to 6% growth across the region). The biggest growth in number of jobs was in the accommodation and food services and retail trade sectors. There were losses in transport, postal and warehousing jobs during that time, as well as in manufacturing (although it remains the largest local employer).

There was relatively large growth in the number of businesses in the rental, hiring and real estate services sector. The number of manufacturing businesses decreased by 165 during that time – representing the largest loss in that sector across all local board areas.

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.

► **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.

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.