

ORĀKEI LOCAL BOARD

STATE OF AUCKLAND DEMOGRAPHIC REPORT CARD

APRIL 2014

POP
79,536
(2013 CENSUS)



QUICK FACTS

6%
OF REGIONAL POPULATION

40.2 YRS
MEDIAN AGE

17,000
EMPLOYEES WORK IN THE LOCAL BOARD AREA (2013)

77%
EUROPEAN

18%
ASIAN

5%
MĀORI

3%
PACIFIC

33%
BORN OVERSEAS

\$107,800
MEDIAN HOUSEHOLD INCOME

65%
OF RESIDENTS EMPLOYED

25 SCHOOLS, HALF RATED DECILE 10 (2014)

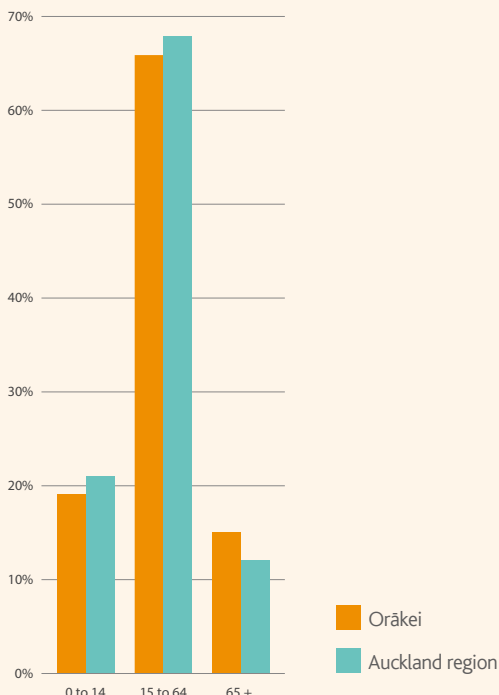
11,504 BUSINESSES IN THE LOCAL BOARD AREA (2013)

This local board includes the residential areas of Orākei, Mission Bay, Kohimarama, St Heliers through to Glendowie, as well as Remuera, St Johns, Meadowbank and Ellerslie.

Bastion Point (Takaparawhau) overlooks the Waitematā Harbour above Tāmaki Drive and is of national significance.

The University of Auckland's Tamaki campus, Ellerslie Racecourse, the ASB Stadium, AMI Auckland Netball Centre, Kelly Tarltons Underwater World and the marinas at Orākei and Hobson Bay also fall within this local board area.

Age groups (2013)



ORĀKEI LOCAL BOARD AREA



POPULATION

Between the 2006 and 2013 censuses, the population increased by 7 per cent, similar to the regional growth rate of 8 per cent during that time.

The local population is over represented in older age groups, with a median age of 40.2 years, five years higher than the regional median of 35.1 years.

This local board is home to many relatively new migrants from overseas. A third (33%) of Orākei residents were born overseas, and of this group, 40 per cent had been in New Zealand for less than ten years. The largest overseas born group was born in the United Kingdom, followed by the People's Republic of China, Australia and South Africa.

HOUSEHOLDS

In 2013, there were 29,046 households in Orākei, which is 6 per cent of the regional count. The median household income was \$107,800, the highest across all 21 local boards, and considerably higher than the regional median of \$76,500.

Home ownership in Orākei was relatively high – in 2013, 70 per cent of households owned the dwelling they lived in (this includes 29% who owned it in a family trust – a much higher proportion than any other local board), compared with 61 per cent regionally. The remaining 30 per cent of Orākei households rented, and of these, the majority (91%) rented from private landlords.

A quarter (25%) of households were couple only and a further 33 per cent were couples with children.

EDUCATION AND EMPLOYMENT

Just over half (51%) of Orākei residents aged 15 years and over were employed full-time and a further 14 per cent employed part-time. Of those employed, 74 per cent were paid employees.

Almost two thirds (62%) were managers or professionals and a further 12 per cent were employed as clerical and administrative workers.

Residents of this area have relatively high rates of formal education. In 2013, 40 per cent of residents aged 15 years and over had gained a bachelor's degree or higher, compared to 25 per cent regionally. Only 8 per cent had no educational qualifications, compared with 17 per cent across the region.

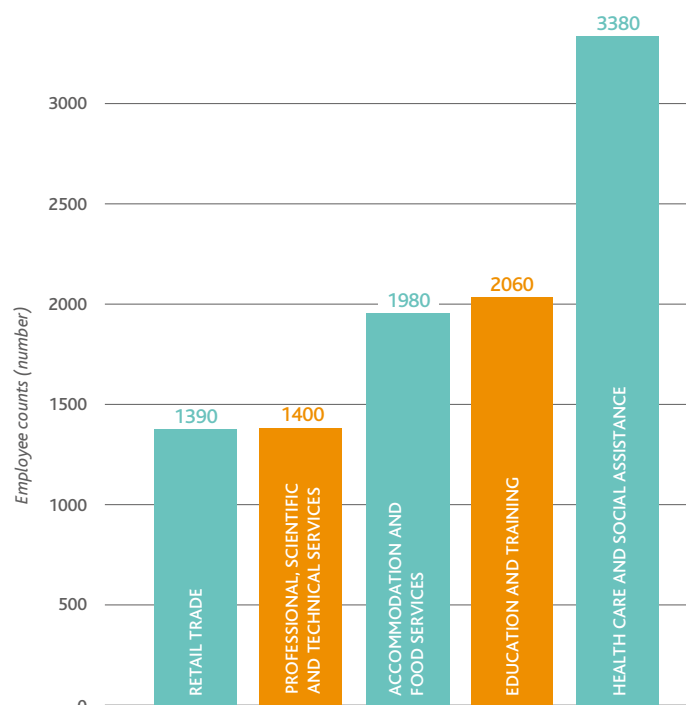
BUSINESS IN THE LOCAL BOARD

As at February 2013, the Orākei local board area accounted for 3 per cent of all employment and 7 per cent of businesses in the Auckland region.

While the largest number of people who worked in the local board were employed in health care and social assistance (20% of local employment), the largest number of businesses (28%) were in the rental, hiring and real estate services, followed by professional and technical services (21%), and the financial and insurance services (13%).

During the period from 2006 to 2013, employment in the local board grew by 5 per cent, adding 800 employees (similar to 6% growth across the region). The biggest growth was in healthcare and social assistance. This was offset by a relatively large loss in the number of manufacturing jobs.

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.

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.

► **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.