

# ŌTARA-PAPATOETOE LOCAL BOARD

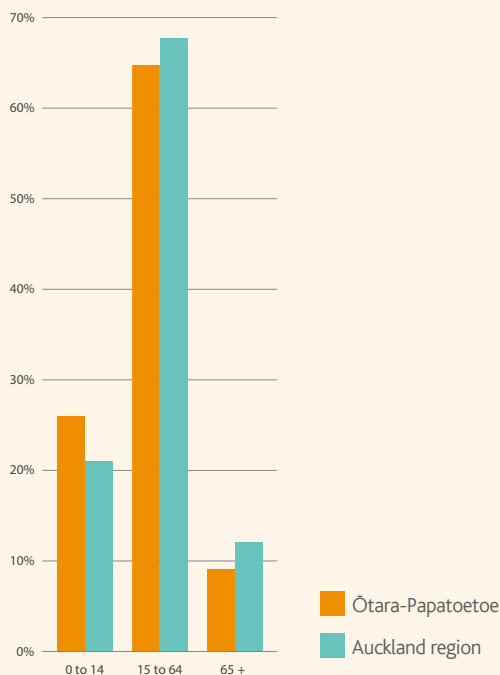
## STATE OF AUCKLAND DEMOGRAPHIC REPORT CARD

This local board includes the suburbs of Ōtara, East Tāmaki and Papatoetoe. Some farming land to the west is included as well as Puhinui Reserve on the shores of the Manukau Harbour.

Manukau city centre is the largest retail centre, while other retail and business centres include Hunters Corner, Ōtara and East Tāmaki. Availability of land has meant that several large-scale production plants have been established, including two of New Zealand's major breweries.

Ōtara-Papatoetoe is home to the Manukau Institute of Technology, Middlemore Hospital, Ōtāhuhu Power Station, Grange Golf Course and Auckland Golf Course. Rainbows End and the Ōtara Markets are enjoyed by locals as well as visitors from across the region.

Age groups (2013)



APRIL 2014



**POP**  
75,660  
(2013 CENSUS)

### QUICK FACTS

**5%**  
OF REGIONAL POPULATION

**29.3** YRS  
MEDIAN AGE

**37,500**  
EMPLOYEES WORK IN THE LOCAL BOARD AREA (2013)

**46%**  
PACIFIC

**31%**  
ASIAN

**21%**  
EUROPEAN

**16%**  
MĀORI

**42%**  
BORN OVERSEAS

**\$60,800**  
MEDIAN HOUSEHOLD INCOME

**52%**  
OF RESIDENTS EMPLOYED

**31** SCHOOLS, MOST RATED DECILE 1, 2 OR 3 (2014)

**4,877** BUSINESSES IN THE LOCAL BOARD AREA (2013)

ŌTARA-PAPATOETOE LOCAL BOARD AREA



## POPULATION

Between the 2006 and 2013 censuses, the population increased by 5 per cent, slower than the regional growth rate of 8 per cent during that time.

In 2013, the local population was over represented in younger age groups, with 26 per cent aged less than 15 years, compared with 21 per cent regionally. The median age was 29.3 years, considerably younger than the regional median of 35.1 years.

Ōtara-Papatoetoe is ethnically diverse, and is one of the few local board areas that are home to a large Pacific community (46%).

Under half (42%) of local residents were born overseas, and of that group, 46 per cent had been in New Zealand for ten years or more. The largest numbers of overseas-born were born in Fiji and Samoa, followed by India, Tonga and the Cook Islands.

## HOUSEHOLDS

In 2013, there were 19,959 households in Ōtara-Papatoetoe, which is 4 per cent of the regional count. The median household income was \$60,800, lower than the regional median at \$76,500.

Home ownership rates in this local board area are relatively low. In 2013, 46 per cent of households owned the dwelling they lived in (this includes 7% who owned it in a family trust), compared with 61 per cent regionally. A third of households that rented (34%) rented from Housing New Zealand.

More than a quarter (29%) 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 (14%) or couple-only households (11%) was lower than across the wider Auckland region (19% and 21% respectively).

## EDUCATION AND EMPLOYMENT

Local residents reported generally low proportions of formal education. In 2013, 29 per cent of all residents aged 15 years and over had no formal educational qualification, compared with 17 per cent regionally. Only 10 per cent had gained a bachelor's degree or higher, compared to 25 per cent regionally.

Under half (42%) of residents aged 15 years and over were employed full-time and a further 10 per cent employed part-time. Of those employed, 11 per cent were paid employees.

Around 28 per cent were machinery operators and drivers or labourers, while 24 per cent were managers or professionals.

## BUSINESS IN THE LOCAL BOARD

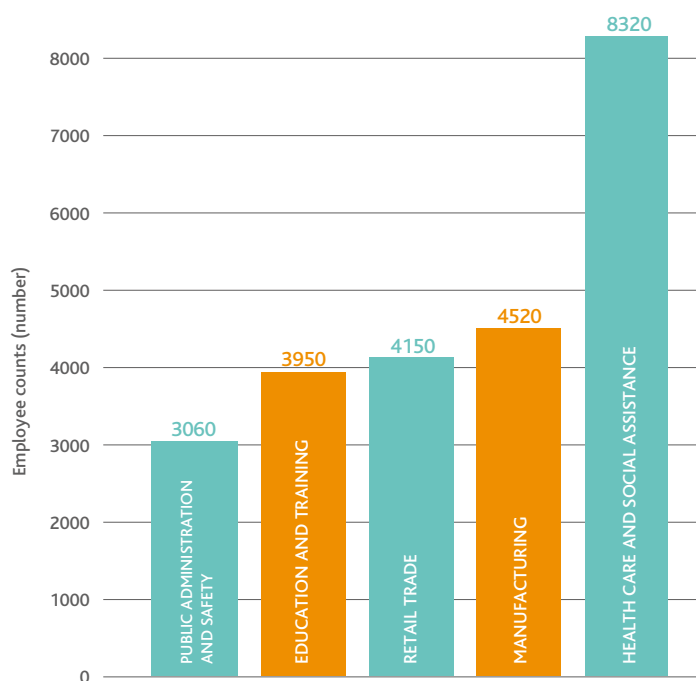
As at February 2013, the Ōtara-Papatoetoe local board area accounted for 6 per cent of all employment and 2 per cent of businesses in the region.

Most people who work in this area are employed in the healthcare and social assistance sector (22%), followed by manufacturing (12%), retail trade and education and training (11% each).

The largest number of local businesses were in the rental, hiring and real estate services sector (15% of all businesses in the area), followed by retail trade (14%).

From 2006 to 2013, employment in the local board grew by 2 per cent, adding 770 employees (compared to 6% growth across the region). The biggest growth in number of jobs was in the healthcare and social assistance sector, followed by public administration and safety. Several sectors experienced a decrease in employment during this time, including administrative and support services, retail trade and manufacturing.

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](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.