

# RODNEY LOCAL BOARD

## STATE OF AUCKLAND DEMOGRAPHIC REPORT CARD

APRIL 2014

**POP**  
54,879  
(2013 CENSUS)



### QUICK FACTS

**4%**  
OF REGIONAL POPULATION

**42.6** YRS  
MEDIAN AGE

**13,170**  
EMPLOYEES WORK IN THE LOCAL BOARD AREA (2013)

**91%**  
EUROPEAN

**10%**  
MĀORI

**3%**  
ASIAN

**3%**  
PACIFIC

**21%**  
BORN OVERSEAS

**\$70,100**  
MEDIAN HOUSEHOLD INCOME

**66%**  
OF RESIDENTS EMPLOYED

**30** SCHOOLS,  
MOST DECILE 5 OR ABOVE (2014)

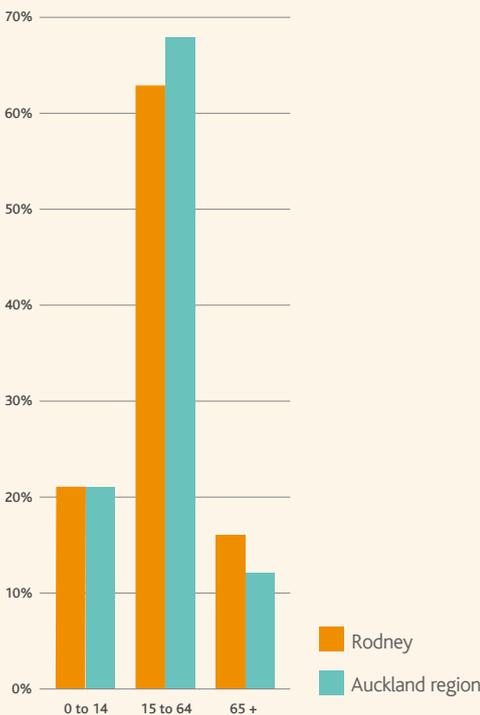
**8,619** BUSINESSES IN THE LOCAL BOARD AREA (2013)

This local board is predominately rural, but is characterised by smaller townships and residential settlements, including Warkworth, Wellsford, Matakana, Leigh, Omaha, Huapai, Kumeu, Muriwai and Helensville.

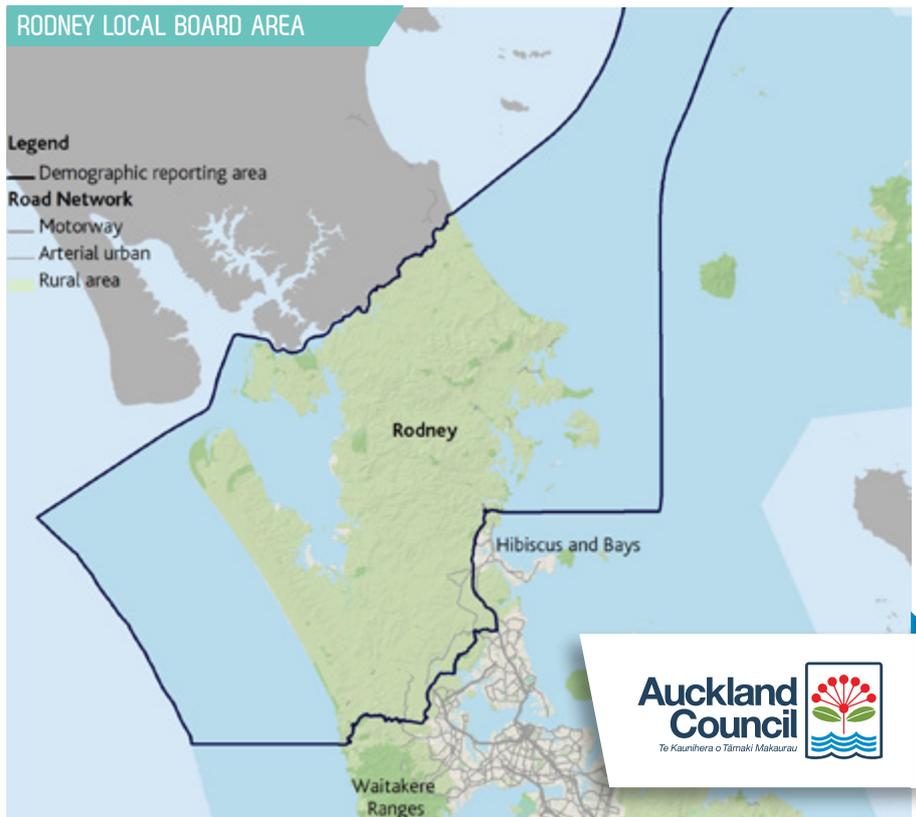
Key features of Rodney include a proliferation of lifestyle blocks and holiday homes in certain areas, a large number of retirees, and the dominance of primary industries such as dairying, horticulture, winemaking and forestry.

Several regional parks of outstanding beauty are located in this local board area, such as Tawharanui, Mahurangi, Wenderholm, Scandrett, Ahiu Creek, Te Arai and Pakiri.

Age groups (2013)



### RODNEY LOCAL BOARD AREA



## POPULATION

The Rodney local board area has experienced relatively high population growth in recent years. Between the 2006 and 2013 censuses, the population increased by 11 per cent, higher than the regional growth rate of 8 per cent during that time.

In 2013, the local population was slightly over-represented in the 65 and over age group, and under-represented in age groups between 15 and 64 years, when compared with the regional population. The median age was 42.6 years, higher than the regional median of 35.1 years.

The majority (79%) of residents were born in New Zealand, and of those born overseas, nearly half (45%) had been in New Zealand for 20 years or longer. Half of those born overseas were born in the United Kingdom.

## HOUSEHOLDS

In 2013, there were 20,058 households in the Rodney local board area, 4 per cent of the regional count. The median household income was \$70,100, lower than the regional median of \$76,500.

Home ownership was relatively high – almost three quarters (73%) of households owned the dwelling they lived in (including 21% who owned it in a family trust). The remaining 27% of households rented, and of these, the majority (98%) rented from private landlords.

Almost a third (31%) of households were couple-only and a further 31% were couples with children. One in five households (20%) were people living on their own.

## EDUCATION AND EMPLOYMENT

Just under half (49%) of residents aged 15 years and over were employed full-time and a further 17 per cent employed part-time. Of those employed, a fifth (22%) were self-employed – the highest proportion across all local boards on the mainland (Waiheke and Great Barrier were higher, at 27% and 31%).

Around 44 per cent were managers or professionals and a further 14 per cent were employed as technicians and trade workers.

Slightly lower proportions of residents aged 15 years or over had higher formal education qualifications than across the region – for example in 2013, 18 per cent had gained a bachelor's degree or higher, compared to 25 per cent regionally, and almost one fifth (19%) had no educational qualifications, compared with 25 per cent across the region.

*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](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.

## BUSINESS IN THE LOCAL BOARD

As at February 2013, the Rodney local board area accounted for 2 per cent of all employment and 5 per cent of businesses in Auckland.

A large proportion (40%) of Auckland's businesses in the agriculture, forestry and fishing sector are located in the Rodney local board area (Franklin to the south also has 39%). This sector has the largest number of businesses within the area, and is responsible for 11 per cent of local employment. It is not quite the largest employer however – the construction sector has 12 per cent of local employment, health care and social assistance (12%) and manufacturing 11 per cent.

During the period from 2006 to 2013, employment in the area grew by 3 per cent, adding 420 jobs (compared to 6% growth across the region). This was driven mainly by growth in the health care and social assistance and education and training sectors. There was an overall loss in the number of jobs in the information, media and technology sector during that time, as well as in agriculture, forestry and fishing.

Top five employment sectors (2013)

