

UPPER HARBOUR LOCAL BOARD

STATE OF AUCKLAND DEMOGRAPHIC REPORT CARD

APRIL 2014

POP
53,670
(2013 CENSUS)



QUICK FACTS

4%
OF REGIONAL POPULATION

36.2 YRS
MEDIAN AGE

37,880
EMPLOYEES WORK IN THE LOCAL BOARD AREA (2013)

66%
EUROPEAN

29%
ASIAN

5%
MĀORI

2%
PACIFIC

44%
BORN OVERSEAS

\$89,000
MEDIAN HOUSEHOLD INCOME

64%
OF RESIDENTS EMPLOYED

19 SCHOOLS,
ALMOST ALL RATED DECILE 9 OR 10 (2014)

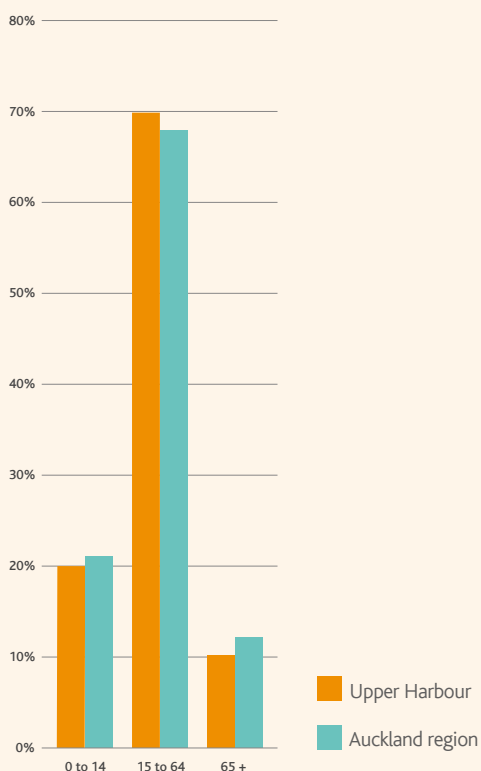
8,717 BUSINESSES IN THE LOCAL BOARD AREA (2013)

This local board includes the suburbs of Albany, Unsworth Heights, Greenhithe, Herald Island, Hobsonville and Whenuapai.

The area includes a significant retail centre at Albany, Massey University (Albany campus), North Harbour Stadium, the Millennium Institute of Sport and Health, North Shore Golf Course, the air base at Whenuapai, Hobsonville Marina and Auckland Prison at Paremoremo.

This area has undergone growth and changes in recent years with the extension of the Upper Harbour motorway and suburban development. Current expansion of the urban limit and development of the old Hobsonville airforce base will result in further growth.

Age groups (2013)



UPPER HARBOUR LOCAL BOARD AREA



POPULATION

Between the 2006 and 2013 censuses, the population increased by 25 per cent, considerably higher than the regional growth rate of 8 per cent during that time.

In 2013, the age structure was very similar to the regional structure. The median age was 36.2 years, slightly older than the regional median of 35.1 years.

Along with Kaipātiki, the Upper Harbour local board area has the highest proportion of Asian residents across all local boards on the North Shore.

Nearly half (44%) of local residents were born overseas, and of that group, 42 per cent had been in New Zealand for less than ten years. Among the overseas born, the largest group was born in the United Kingdom and the People's Republic of China, with smaller groups from Korea and South Africa (15% of all Korean-born live in this local board area).

HOUSEHOLDS

In 2013, there were 17,106 households in Upper Harbour – 3 per cent of the regional count. The median household income was \$89,000 – higher than the regional median at \$76,500, and the second highest after Orākei.

Home ownership rates in this local board area were relatively high when compared with other areas. In 2013, 70 per cent of households owned the dwelling they lived in (this included 20% who owned it in a family trust), compared with 61 per cent regionally. The majority of households that rented (90%) rented from private landlords.

More than a third (38%) of households were couples with children, and a further 7 per cent were sole parents with children. The proportion of households that were one person only (13%) was lower than Auckland as a whole (19%).

EDUCATION AND EMPLOYMENT

Local residents reported generally high proportions of formal education. In 2013, 11 per cent of all residents aged 15 years and over had no formal educational qualification, compared with 17 per cent regionally. Just over a quarter (26%) had gained a bachelor's degree or higher, similar to the regional figure of 25 per cent. Half (50%) of residents aged 15 years and over were employed full-time and a further 14 per cent part-time. Of those employed, 76 per cent were paid employees. Almost half (48%) were managers or professionals, while 13 per cent were clerical and administrative workers.

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.

BUSINESS IN THE LOCAL BOARD

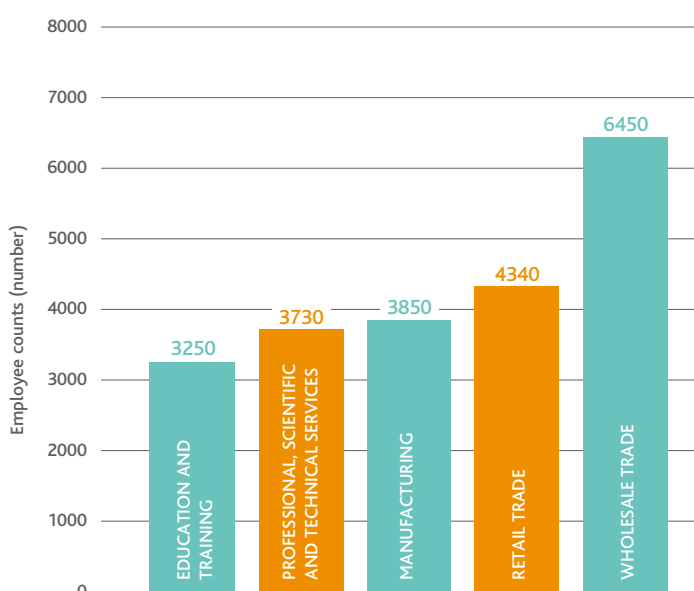
As at February 2013, the Upper Harbour local board area accounted for 6 per cent of all employment and 5 per cent of businesses in Auckland.

Most people were employed in wholesale trade (17%) or manufacturing (10%).

The largest number of local businesses were in the rental, hiring and real estate services sector (21% of all business units in the area), followed by professional, scientific and technical services (15%) and construction and wholesale trade (10% each). Many of these businesses were small (employ less than five people).

During the period from 2006 to 2013, employment in Upper Harbour increased by 27 per cent, resulting in 8,030 more employees (compared to 6% growth across the region). This was driven by increases across almost all sectors, but particularly the retail trade and health care and social assistance sectors.

Top five employment sectors (2013)



► **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.

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