

WAITEMATĀ LOCAL BOARD

STATE OF AUCKLAND DEMOGRAPHIC REPORT CARD

APRIL 2014

POP
77,136
(2013 CENSUS)



QUICK FACTS

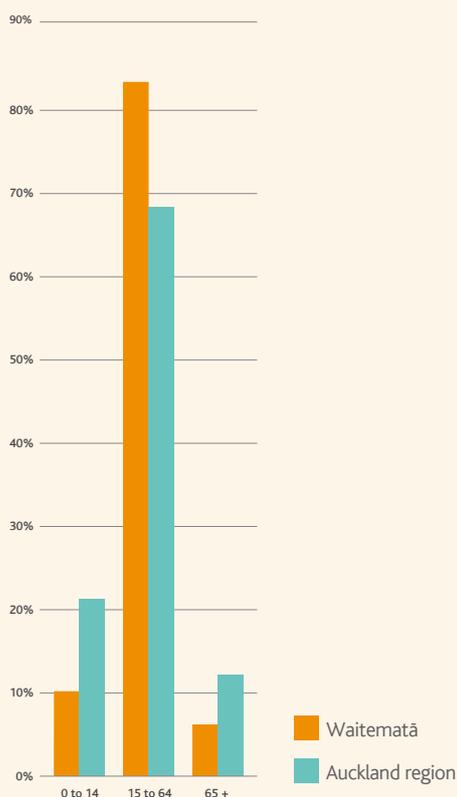
This local board area encompasses Auckland's Central Business District (CBD) as well as surrounding inner-city residential areas and suburbs, extending from Westmere to Parnell.

It is a significant centre of employment and commerce and includes a large tertiary and private education sector.

In recent years, the CBD has become a thriving residential centre, enabled and encouraged by the development of high density housing solutions and a boom in overseas students.

This area is home to the Ports of Auckland, Auckland City and Starship Children's Hospitals, Auckland War Memorial Museum and Auckland Domain, Western Springs Park, Auckland Zoo, MOTAT, Vector Arena, Westhaven marinas, and Britomart Transport Centre.

Age groups (2013)



5%
OF REGIONAL POPULATION

30.4 YRS
MEDIAN AGE

159,510
EMPLOYEES WORK IN THE LOCAL BOARD AREA (2013)

63%
EUROPEAN

29%
ASIAN

6%
MĀORI

5%
PACIFIC

43%
BORN OVERSEAS

\$80,000
MEDIAN HOUSEHOLD INCOME

67%
OF RESIDENTS EMPLOYED

23 SCHOOLS, TWO RATED DECILE 1 OR 3, TWELVE RATED DECILE 8, 9 OR 10 (2014)

25,225 BUSINESSES IN THE LOCAL BOARD AREA (2013)

WAITEMATĀ LOCAL BOARD AREA



Legend
Demographic reporting area
Road Network
Motorway
Arterial urban
Railway



POPULATION

Between the 2006 and 2013 censuses, the population increased by 23 per cent, considerably higher than the regional growth rate of 8 per cent during that time.

In 2013, the local board was under-represented in older and younger age groups and over-represented in age groups between 20 and 34 years, when compared with the regional age structure. The median age was 30.4 years, younger than the regional median of 35.1 years.

More than a third (43%) of local residents were born overseas, and of that group, 63 per cent had been in New Zealand for less than ten years, including 47 per cent for less than five years. The largest group born overseas was from the People's Republic of China and the United Kingdom, with smaller groups from India and Korea.

HOUSEHOLDS

In 2013, there were 31,650 households in the Waitemata local board area, 7 per cent of the regional count. The median household income was \$80,000 – higher than the regional median at \$76,500.

In 2013, the local board area had the lowest home ownership rate of all boards – 39 per cent of households owned the dwelling they lived in (this includes 16% who owned it in a family trust), compared with 61 per cent regionally. Most people who rented (92%) rented from private landlords.

The local board also had a relatively high proportion of households that were one person households (31%), or couple-only (24%), compared with a regional average of 19 per cent and 21 per cent respectively. Only 15 per cent of households were couples with children.

EDUCATION AND EMPLOYMENT

Local residents reported high proportions of formal education. In 2013, 44 per cent of all residents aged 15 years and over had gained a bachelor's degree or higher, compared to 25 per cent regionally – this was the highest proportion across all local boards. Only 6 per cent had no formal educational qualification, compared with 17 per cent regionally.

More than half (54%) of residents aged 15 years and over were employed full-time and a further 13 per cent part-time. Of those employed, 79 per cent were paid employees. Around 58 per cent of those employed were managers or professionals.

BUSINESS IN THE LOCAL BOARD

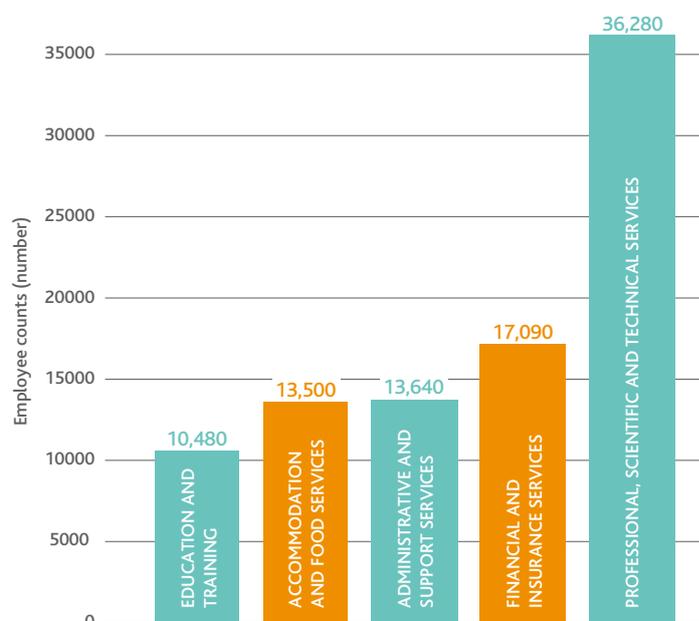
The Waitemata local board area is a significant centre of employment in Auckland. At February 2013, it accounted for 25 per cent of all employment and 15 per cent of all businesses.

Most people who work in this area are employed in the professional, scientific and technical services sector (23%), followed by financial and insurance services (11%).

The largest number of local businesses were in the rental, hiring and real estate services sector (22% of all business units in the area), followed by professional, scientific and technical services (20%) and financial and insurance services (15%).

During the period from 2006 to 2013, employment in Waitemata increased by 12 per cent, resulting in 17,220 more employees (compared to 6% growth across the region). This was largely driven by growth in the professional, scientific and technical services sector during this time. There were losses in some sectors, including manufacturing and transport, postal and warehousing sectors.

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.