

HIBISCUS AND BAYS LOCAL BOARD

STATE OF AUCKLAND DEMOGRAPHIC REPORT CARD

AUGUST 2016

POP

98,700
(2015 ESTIMATE)



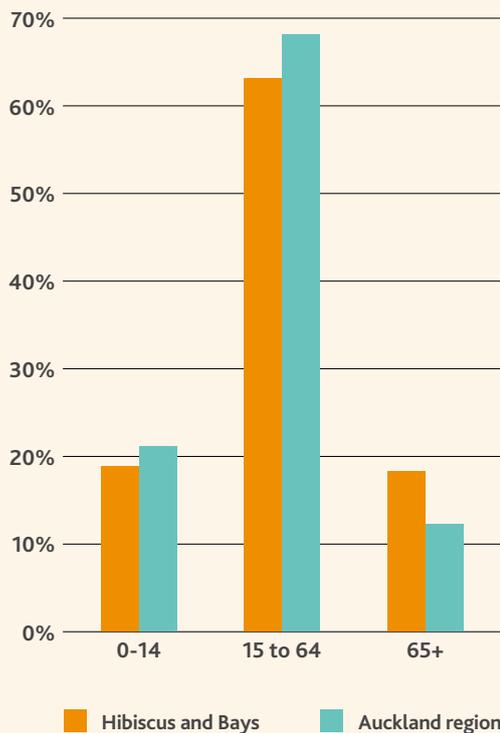
INTRODUCTION

This local board area includes the coastal communities of Murrays Bay, Rothesay Bay, and Torbay, as well as Silverdale, Whangaparāoa Peninsula, Orewa and Waiwera.

The local beaches, scenic reserves and parks are enjoyed by locals and visitors all year round – this includes facilities at Long Bay and Shakespear regional parks. Tiritiri Matangi Island, 4km off the tip of the peninsula, is the site of one of New Zealand’s most important and exciting conservation projects, and is home to a number of previously endangered native birds.

Easy accessibility to State Highway 1 means many local residents commute to other parts of Auckland for work. Completion of the Northern Gateway Toll Road between Silverdale and Pūhoi has had significant impacts on travel patterns in this area.

AGE GROUPS (2013)



QUICK FACTS

6%
OF REGIONAL POPULATION

42.4 YRS
MEDIAN AGE

17,200
EMPLOYEES WORK IN THE LOCAL BOARD AREA (2015)

89%
EUROPEAN

8%
ASIAN

6%
MĀORI

2%
PACIFIC

35%
BORN OVERSEAS

\$78,200
MEDIAN HOUSEHOLD INCOME

63%
OF RESIDENTS EMPLOYED

24 SCHOOLS, RATED DECILE 7 TO 10 (2016)

10,524 BUSINESSES IN THE LOCAL BOARD AREA (2015)

HIBISCUS AND BAYS LOCAL BOARD AREA



POPULATION

Between the 2006 and 2013 censuses, the population increased by 10 per cent, similar to the regional growth rate of 8 per cent during that time.

In 2013, Hibiscus and Bays had a larger proportion of people aged 65 years and over (18%), when compared with the regional age structure (12%). The median age was 42.4 years, older than the regional median of 35.1 years.

The majority (89%) of the local population were in the broad 'European' category. About a third (35%) 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, with smaller groups from South Africa, Korea and the People's Republic of China.

HOUSEHOLDS

In 2013, there were 32,697 households in the Hibiscus and Bays local board area, 7 per cent of the regional count. The median household income was \$78,200 – similar to the regional median of \$76,500.

Home ownership rates in this local board area were relatively high when compared with other areas. In 2013, 74 per cent of households owned the dwelling they lived in (this includes 21% who owned it in a family trust), compared with 61 per cent regionally. The majority of households that rented (98%) rented from private landlords.

Almost a third (32%) of households were couples with children, and a further 8 per cent were sole parents with children. The proportion of households that were couple-only (28%) was higher than across the region (21%).

EDUCATION AND EMPLOYMENT

In 2013, 14 per cent of all residents aged 15 years and over had no formal educational qualification, compared with 17 per cent regionally, and 22 per cent had gained a bachelor's degree or higher, compared to 25 per cent regionally.

Just under half (47%) of residents aged 15 years and over were employed full-time and a further 16 per cent part-time. Of those employed, 76 per cent were paid employees. Around 46 per cent were managers or professionals, while 14 per cent were clerical and administrative workers.

All data presented here is from the 2013 Census of Population and Dwellings, unless stated otherwise. The census allows respondents to identify with more than one ethnic group, hence the ethnicity percentages may sum to more than 100. 'Business in the local board' data is from Statistics New Zealand's Business Demographic data. School data is provided by Auckland Council, using Ministry of Education information. A school's decile rating indicates the extent to which it draws its students from lower socio-economic communities. Decile 1 schools are the 10 per cent of schools with the highest proportion of such students and decile 10 schools are the 10 per cent of schools with the lowest proportion.

FIND OUT MORE

This report card is part of a series prepared by Auckland Council's Research and Evaluation Unit (RIMU), 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 RIMU@aucklandcouncil.govt.nz, visit the 2013 census results website censusauckland.co.nz or call us on 09 301 0101.

BUSINESS IN THE LOCAL BOARD

As at February 2015, the Hibiscus and Bays Local Board area accounted for 2 per cent of all employment and 6 per cent of businesses in Auckland.

Most people who work in the area are employed in retail trade (15%), construction, and education and training (both 12%) and health care and social assistance (11%).

The largest number of local businesses were in the rental, hiring and real estate services sector (22% of all businesses in the area), followed by professional, scientific and technical services (17%) and construction (16%).

During the period from 2010 to 2015, employment in the local board area increased by 10 per cent, resulting in 1550 more employees (compared to 13% growth across the region). The largest increase in job numbers occurred in the professional, scientific and technical services sector, and in accommodation and food services.

TOP FIVE EMPLOYMENT SECTORS (2015)

