

# ŌRĀKEI LOCAL BOARD

## STATE OF AUCKLAND DEMOGRAPHIC REPORT CARD

AUGUST 2016

POP

86,400  
(2015 ESTIMATE)



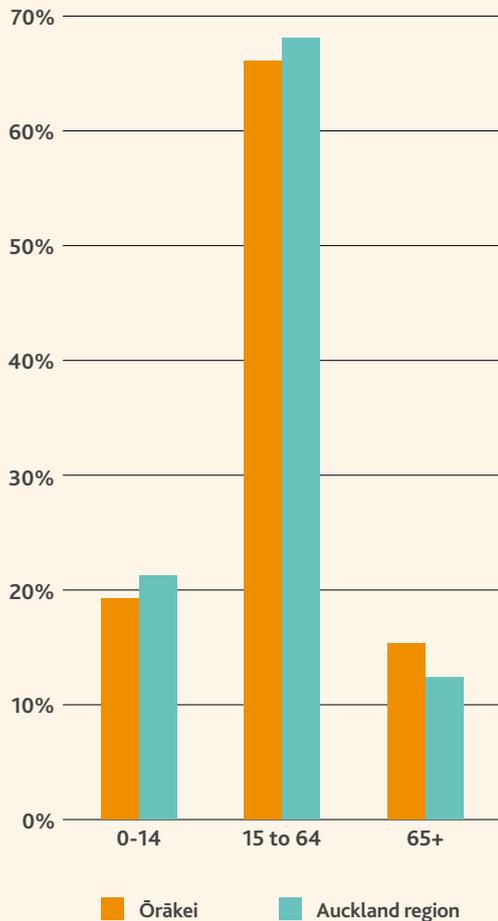
### INTRODUCTION

This local board area includes the residential areas of Ōrākei, Mission Bay, Kohimarama, St Heliers through to Glendowie, as well as Remuera, St Johns, Meadowbank and Ellerslie.

Bastion Point (Takaparawhau) overlooks the Waitematā Harbour above Tāmaki Drive and is of national significance.

The University of Auckland's Tamaki campus, Ellerslie Racecourse, the ASB Stadium, Auckland Netball Centre, Kelly Tarlton's Sea Life Aquarium and the marinas at Ōrākei and Hobson Bay also fall within this local board area.

### AGE GROUPS (2013)



### QUICK FACTS

**6%**  
OF REGIONAL POPULATION

**40.2 YRS**  
MEDIAN AGE

**17,800**  
EMPLOYEES WORK IN THE LOCAL BOARD AREA (2015)

**77%**  
EUROPEAN

**18%**  
ASIAN

**5%**  
MĀORI

**3%**  
PACIFIC

**33%**  
BORN OVERSEAS

**\$107,800**  
MEDIAN HOUSEHOLD INCOME

**65%**  
OF RESIDENTS EMPLOYED

**25** SCHOOLS, HALF RATED DECILE 10 (2016)

**12,441** BUSINESSES IN THE LOCAL BOARD AREA (2015)



## POPULATION

Between the 2006 and 2013 censuses, the population increased by 7 per cent, similar to the regional growth rate of 8 per cent during that time.

The local population is over represented in older age groups, with a median age of 40.2 years, five years higher than the regional median of 35.1 years.

This local board area is home to many relatively new migrants from overseas. A third (33%) of Ōrākei residents were born overseas, and of this group, 40 per cent had been in New Zealand for less than ten years. The largest overseas born group was born in the United Kingdom, followed by the People's Republic of China, Australia and South Africa.

## HOUSEHOLDS

In 2013, there were 29,046 households in Ōrākei, which is 6 per cent of the regional count. The median household income was \$107,800, the highest across all 21 local board areas, and considerably higher than the regional median of \$76,500.

Home ownership in Ōrākei was relatively high – in 2013, 70 per cent of households owned the dwelling they lived in (this includes 29% who owned it in a family trust – a much higher proportion than any other local board area), compared with 61 per cent regionally. The remaining 30 per cent of Ōrākei households rented, and of these, the majority (91%) rented from private landlords.

A quarter (25%) of households were couple only and a further 33 per cent were couples with children.

## EDUCATION AND EMPLOYMENT

Just over half (51%) of Ōrākei residents aged 15 years and over were employed full-time and a further 14 per cent employed part-time. Of those employed, 74 per cent were paid employees.

Almost two thirds (62%) were managers or professionals and a further 12 per cent were employed as clerical and administrative workers.

Residents of this area have relatively high rates of formal education. In 2013, 40 per cent of residents aged 15 years and over had gained a bachelor's degree or higher, compared to 25 per cent regionally. Only 8 per cent had no educational qualifications, compared with 17 per cent across the region.

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.

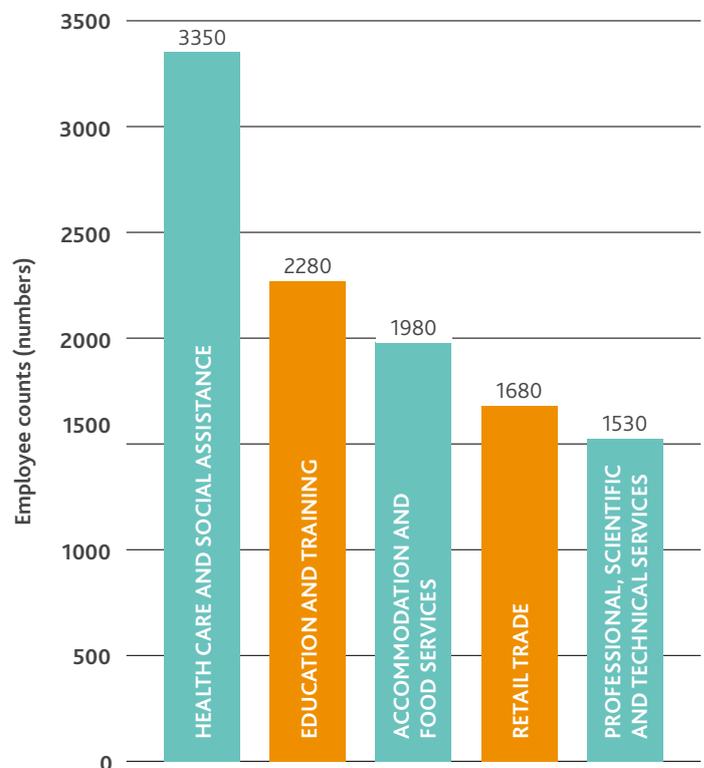
## BUSINESS IN THE LOCAL BOARD

As at February 2015, the Ōrākei Local Board area accounted for 3 per cent of all employment and 7 per cent of businesses in Auckland.

While the largest number of people who worked in the local board area were employed in health care and social assistance (19% of local employment), the largest number of businesses were in the rental, hiring and real estate services sector (27% of all businesses in the area), followed by professional and technical services (20%), and financial and insurance services (15%).

During the period from 2010 to 2015, employment in the local board area grew by 11 per cent, adding 1730 employees (compared with 13% growth across the region). The biggest growth was in accommodation and food services closely followed by administrative and support services.

## TOP FIVE EMPLOYMENT SECTORS (2015)



## 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](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 [RIMU@aucklandcouncil.govt.nz](mailto:RIMU@aucklandcouncil.govt.nz), visit the 2013 census results website [censusauckland.co.nz](http://censusauckland.co.nz) or call us on 09 301 0101.