

RODNEY LOCAL BOARD

STATE OF AUCKLAND DEMOGRAPHIC REPORT CARD

AUGUST 2016

POP

60,000
(2015 ESTIMATE)



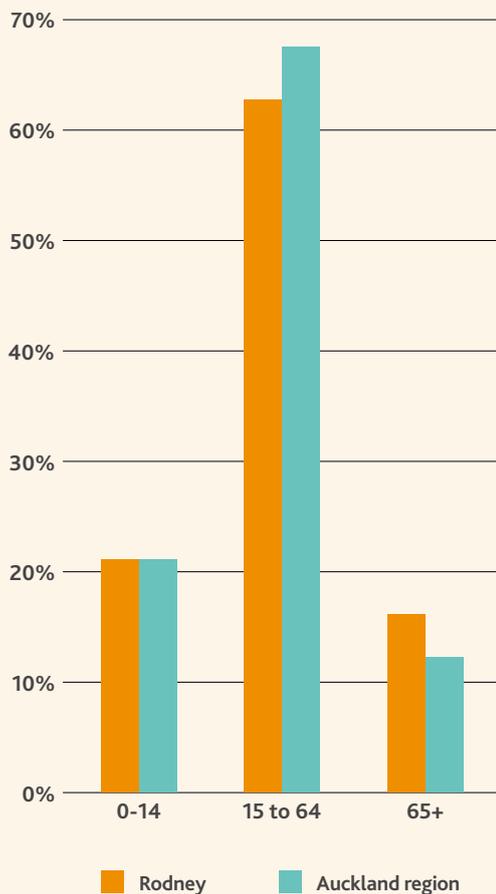
INTRODUCTION

This local board area 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, Atiu Creek, Te Arai and Pakiri.

AGE GROUPS (2013)



QUICK FACTS

4%
OF REGIONAL POPULATION

42.6 YRS
MEDIAN AGE

13,840
EMPLOYEES WORK IN THE LOCAL BOARD AREA (2015)

91%
EUROPEAN

10%
MĀORI

3%
ASIAN

3%
PACIFIC

21%
BORN OVERSEAS

\$70,100
MEDIAN HOUSEHOLD INCOME

66%
OF RESIDENTS EMPLOYED

31 SCHOOLS, RANGING FROM DECILE 3 TO 10 (2016)

9162 BUSINESSES IN THE LOCAL BOARD AREA (2015)

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 mainland local board areas (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. 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.

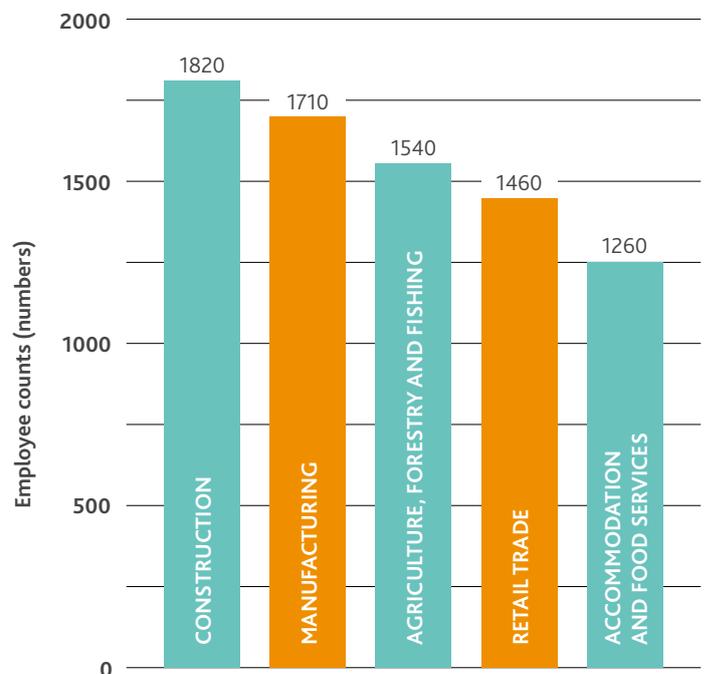
BUSINESS IN THE LOCAL BOARD

As at February 2015, the Rodney Local Board area accounted for 2 per cent of all employment and 5 per cent of businesses in Auckland.

A large proportion (39%) of Auckland's businesses in the agriculture, forestry and fishing sector are located in the Rodney Local Board area (Franklin to the south has 38%). This sector has the second largest number of businesses within the area, after rental, hiring and real estate services, and is responsible for 11 per cent of local employment. The sector employing the largest number of people however is construction, with 13 per cent of the local board area's employees.

During the period from 2010 to 2015, employment in the area grew by 12 per cent, adding 1490 jobs (compared to 13% growth across the region). This growth occurred over a number of sectors, with more than 250 jobs added in each of the manufacturing, retail trade, and accommodation and food services sectors. A loss of just over 300 jobs however occurred in the health care and social assistance sector.

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

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.