

WHAU LOCAL BOARD

STATE OF AUCKLAND DEMOGRAPHIC REPORT CARD

AUGUST 2016

POP

86,800
(2015 ESTIMATE)



INTRODUCTION

This local board area includes the suburbs of New Lynn, Avondale, New Windsor, Blockhouse Bay, Green Bay and Kelston.

The main business centres are located around Rosebank Road, Avondale and New Lynn.

In 1965, New Lynn became home to New Zealand's first retail shopping mall, LynnMall. The double tracking and trenching of the western rail line through New Lynn has been a catalyst for redevelopment and expansion of LynnMall and the surrounding retail, business and residential areas.

Other features of this area include the Avondale Racecourse, which hosts the popular Avondale Sunday Markets, Titirangi Golf Course and several large parks and reserves.

AGE GROUPS (2013)



QUICK FACTS

5%
OF REGIONAL POPULATION

34.9 YRS
MEDIAN AGE

23,270
EMPLOYEES WORK IN THE LOCAL BOARD AREA (2015)

45%
EUROPEAN

35%
ASIAN

18%
PACIFIC

9%
MĀORI

42%
BORN OVERSEAS

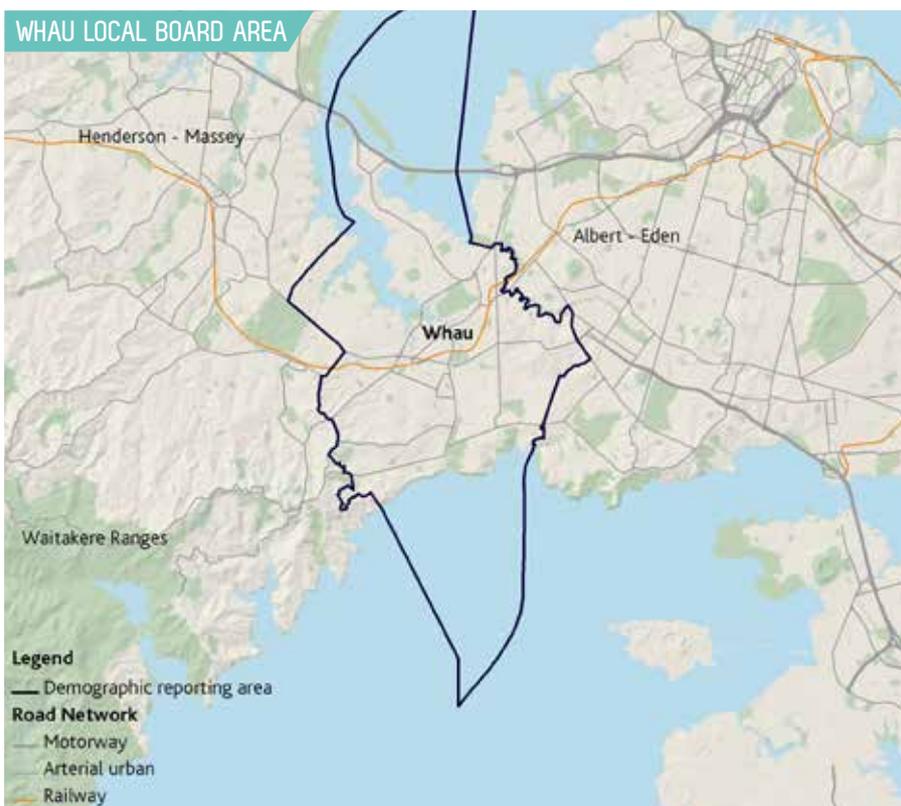
\$63,900
MEDIAN HOUSEHOLD INCOME

57%
OF RESIDENTS EMPLOYED

26 SCHOOLS, RANGING FROM DECILE 1 TO 8 (2016)

6348 BUSINESSES IN THE LOCAL BOARD AREA (2015)

WHAU LOCAL BOARD AREA



POPULATION

Between the 2006 and 2013 censuses, the population increased by 5 per cent, slower than the regional growth rate of 8 per cent during that time. In 2013 the median age was 34.9 years, similar to the regional median of 35.1 years.

This area is home to many new migrants from overseas. Just under half (42%) of Whau residents were born overseas, and of this group, 42 per cent had been in New Zealand for less than ten years. The largest group of people born overseas were from the People's Republic of China, followed by India, Fiji, Samoa and England.

HOUSEHOLDS

In 2013, there were 23,931 households in Whau, 5 per cent of the regional count. The median household income was \$63,900 – lower than the regional median at \$76,500.

Home ownership rates in this local board area are similar to the regional average – in 2013, 60 per cent of households owned the dwelling they lived in (this includes 10% who owned it in a family trust), compared with 61 per cent regionally. The remaining 40 per cent of households rented, and of these, the majority (78%) rented from private landlords.

About a quarter (28%) of households were couples with children, and a further 10 per cent were sole parents with children. One in five (20%) households were one-person households.

EDUCATION AND EMPLOYMENT

Just under half (45%) of residents aged 15 years and over were employed full-time and a further 12 per cent employed part-time. Of those employed, 84 per cent were paid employees.

Around 39 per cent were managers or professionals and a further 14 per cent were employed as clerical and administrative workers. In 2013, 24 per cent of residents aged 15 years and over had gained a bachelor's degree or higher, compared to 25 per cent regionally, 19 per cent had no educational qualifications, compared with 25 per cent across the region.

BUSINESS IN THE LOCAL BOARD

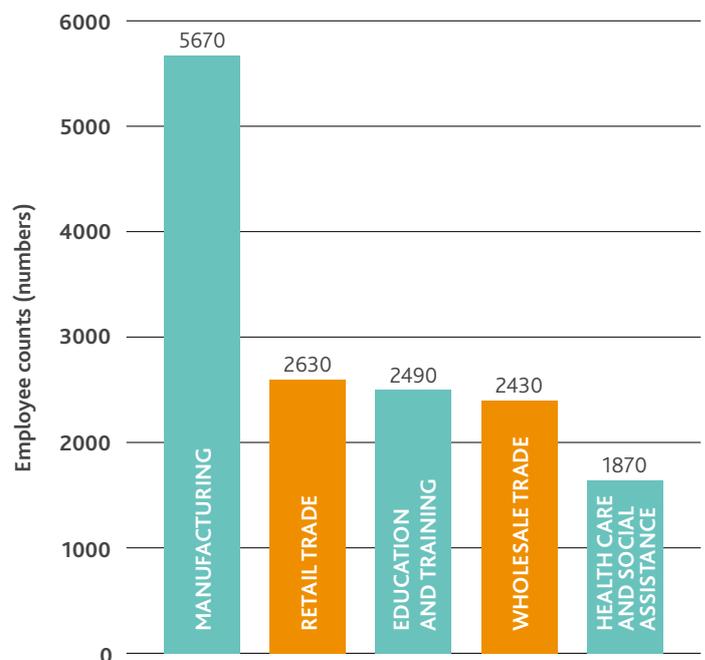
As at February 2015, the Whau Local Board area accounted for 3 per cent of all employment and 4 per cent of all businesses in Auckland.

Manufacturing is the largest employer in the area, with 5670 employees (24% of employment in the local board area), and 468 businesses.

While the largest numbers of people who worked in Whau were employed in manufacturing, the largest number of businesses were in the rental, hiring and real estate services (15% of all businesses in the area), followed by construction (13%), and professional, scientific and technical services (11%).

During the period from 2010 to 2015, employment in the local board area increased by 4 per cent, gaining 810 employees (compared to 13% growth across the region). Although still the largest sector in terms of employment, there has been a decrease in the numbers of jobs in manufacturing during this time, as well as other sectors. There were however, increases in jobs in other sectors such as construction and education and training.

TOP FIVE EMPLOYMENT SECTORS (2015)



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.

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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.