

2023 Census results

Pacific Peoples in Auckland

About the 2023 Census

The 2023 New Zealand Census of Population and Dwellings was held on 7 March 2023.

This is the official count by Stats NZ of how many people and dwellings there are in New Zealand. It provides a snapshot of New Zealand on census day. Stats NZ used a combined census model in 2023 to produce the highest possible data quality. For more information on what this involved, go to:

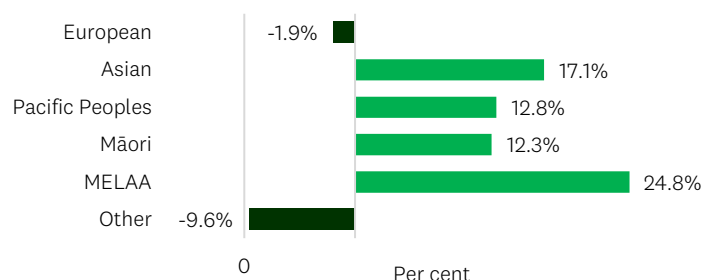
www.stats.govt.nz/topics/using-a-combined-census-model-for-the-2023-census/.

This summary report provides an overview of results from the census for the Pacific Peoples ethnic group. Ethnicity is self-reported, and a person can be part of more than one ethnic group.

The number of Pacific Peoples has increased since 2018

At the 2023 Census there were 275,079 usual residents in Auckland who identified with a Pacific Peoples ethnicity (16.6% of Auckland's population). This is an increase of 31,113 people, or 12.8%, since the 2018 Census. The Pacific Peoples population has grown more rapidly than the wider Auckland population (5.4%).

Population growth by ethnic group (2018 to 2023)



MELAA refers to Middle Eastern, Latin American and African. People could choose more than one ethnicity and therefore categories are not exclusive.



275,079

identified as Pacific Peoples in 2023

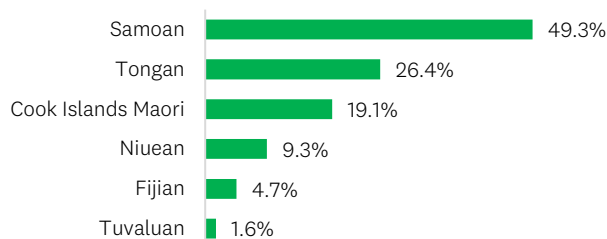
+31,113 (+12.8%)

since the 2018 Census

Samoan is the largest ethnicity within the Pacific Peoples group

The broad Pacific Peoples ethnic group in Auckland is diverse. Those who identify as Samoan account for 49.3%. Those who identify as Tongan (26.4%) and Cook Island Māori (19.1%) are also relatively large groups.

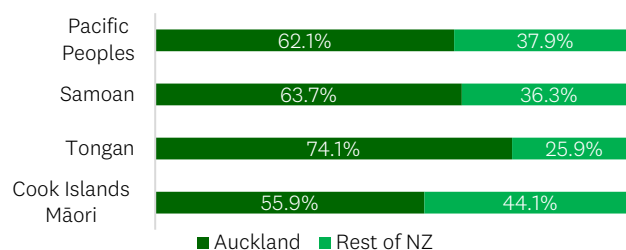
Largest Pacific Peoples ethnic groups living in Auckland



Percentages are within the total Pacific Peoples ethnic group in Auckland. Only includes those groups with a percentage 1% and over. People could choose more than one ethnicity and therefore categories are not exclusive.

Almost two thirds (62.1%) of New Zealand's Pacific populations live in Auckland. The proportion of Tongans living in Auckland is relatively high, at 74.1% of the national total.

Proportion of Pacific populations living in Auckland



There has been a slight increase in the proportion of Aucklanders who are Pacific Peoples

In 2023, 16.6% of the total usually resident population in Auckland identified with a Pacific ethnicity, compared with 15.5% at the 2018 Census.

Ethnic group as a per cent of the Auckland total population

	2013	2018	2023
European	59.3	53.5	49.8
Asian	23.1	28.2	31.3
Pacific Peoples	14.6	15.5	16.6
Māori	10.7	11.5	12.3
MELAA	1.9	2.3	2.7
Other	1.2	1.1	0.9

People could choose more than one ethnicity and therefore categories are not exclusive. Percentages will add to more than 100.

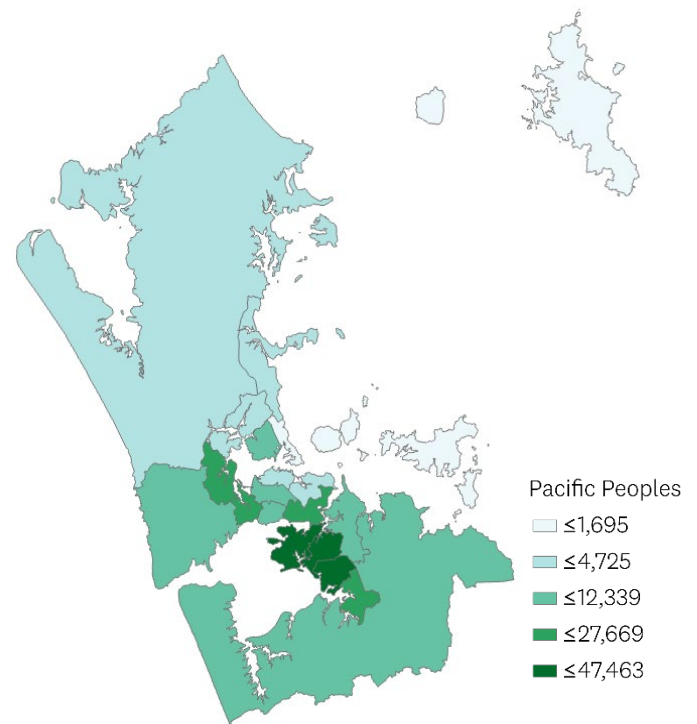
As shown in the table below, Pacific Peoples represent a large proportion of the usual residents in Māngere-Ōtāhuhu (60.4%), Ōtara-Papatoetoe (48.7%), and Manurewa (39.9%) local boards.

Pacific population by local board (2023)

Local Board (ordered north to south)	Number	%	Distribution of Pacific population (%)
Rodney	3,324	4.3	1.2
Hibiscus and Bays	2,790	2.4	1.0
Upper Harbour	2,418	3.1	0.9
Kaipātiki	5,835	6.6	2.1
Devonport-Takapuna	1,695	2.9	0.6
Henderson-Massey	27,669	22.2	10.1
Waitākere Ranges	7,104	13.2	2.6
Aotea / Great Barrier	27	2.2	0.0
Waiheke	333	3.6	0.1
Waitematā	4,725	5.8	1.7
Whau	16,050	19.7	5.8
Albert-Eden	8,343	8.6	3.0
Puketāpapa	8,931	15.7	3.2
Ōrākei	3,072	3.7	1.1
Maungakiekie-Tāmaki	20,190	25.9	7.3
Howick	12,339	8.0	4.5
Māngere-Ōtāhuhu	47,463	60.4	17.3
Ōtara-Papatoetoe	42,381	48.7	15.4
Manurewa	39,450	39.9	14.3
Papakura	14,811	20.5	5.4
Franklin	6,129	7.3	2.2
Auckland total	275,079	16.6	100.0

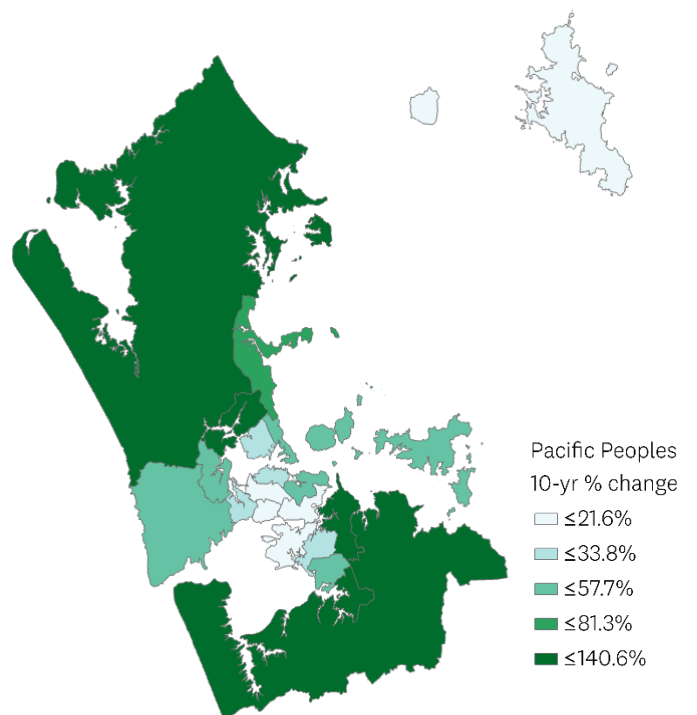
The map below shows a visual representation of the first column of the previous table. The majority of the Pacific Peoples population live in southern Auckland.

Number of usual residents identifying with a Pacific Peoples ethnic group, by local board (2023)



The following map shows that between 2013 and 2023 the largest percentage changes were in Franklin (+141%), Papakura (+139%) and Rodney (+139%).

Percentage change of usual residents identifying with a Pacific Peoples ethnic group, by local board (2013-2023)



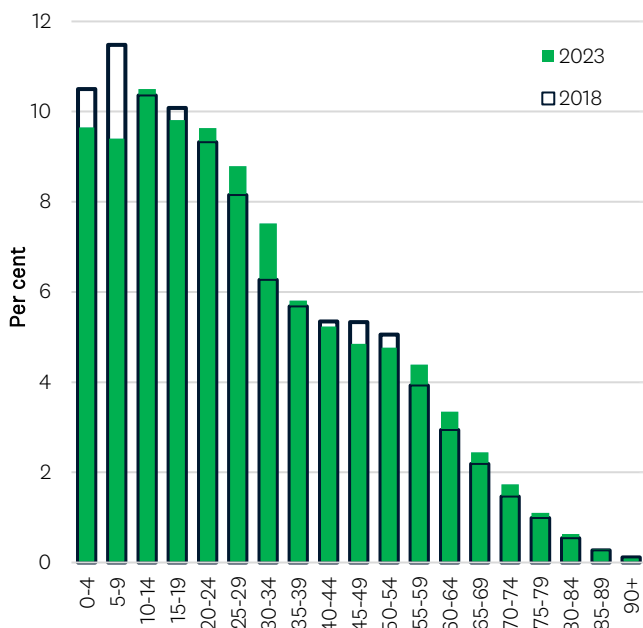
Auckland's Pacific Peoples population is relatively young

As the age structure chart shows below, Auckland's Pacific Peoples population has a youthful structure. In 2023, almost a third (29.5%) were aged under 14, a significantly higher proportion than among the non-Pacific population (17.2%).

However, the population is also showing an ageing effect. The proportion under 14 was slightly down from 32.3% in 2018 to 29.5% (-8.6%). The largest change was in those aged 5-9, which decreased from 11.5% in 2018 to 9.4% (-18.1%).

A relatively small proportion (6.3%) were aged 65 years or older, compared to 14.6% of the non-Pacific population. However, the 28.2% growth rate in this age group was faster than that of Pacific Peoples overall (12.8%).

Pacific Peoples age structure (2018 compared with 2023)



Pacific Peoples ethnicity by broad age group, compared to the rest of the Auckland population (2023)

Age	Pacific		Rest of Auckland	
	Numbers	%	Numbers	%
0-14	81,270	29.5	237,573	17.2
15-64	176,418	64.1	941,472	68.2
65 +	17,397	6.3	202,356	14.6
Total	275,085	100.0	1,381,401	100.0

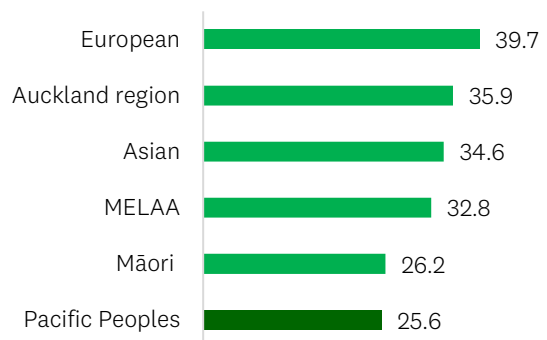
In 2023, the Auckland Pacific Peoples population included:

81,270
children aged under 15 years
+2385 (+3.0%)
since the 2018 Census

17,397
usual residents aged over 65
+3831 (+28.2%)
since the 2018 Census

The median age of the Pacific Peoples population in Auckland was 25.6 years (the youngest of all the main ethnic groups), compared with 24.0 years in 2018. The median age for the entire Auckland population was 35.9 years in 2023.

Median age (2023) (years)



Further information

This document was prepared in November 2024 by the Social and Economic Research and Evaluation team at Auckland Council as part of a series of [census summaries](#), available on Knowledge Auckland (www.knowledgeauckland.org.nz). For further information or queries on the census please contact us at census@aucklandcouncil.govt.nz.