

2023 Census results

The Southern Initiative

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 Southern Initiative area (TSI). TSI is a major place-based regeneration programme established in the Auckland Plan. It covers the local board areas of Māngere-Ōtāhuhu, Manurewa, Ōtara-Papatoetoe and Papakura.

Population growth

At the 2023 Census there were 336,693 usual residents in TSI, an increase of 19,815 people since the 2018 Census.

This represents a 6.3% increase between 2018 and 2023. There had been a 15.4% increase between 2013 and 2018. TSI's growth is higher than that of Auckland as a whole (5.4% increase).

TSI represents 20.3% of the Auckland population, compared with 20.2% at the 2018 Census.



336,693

usual residents in 2023

+19,815 (+6.3%)

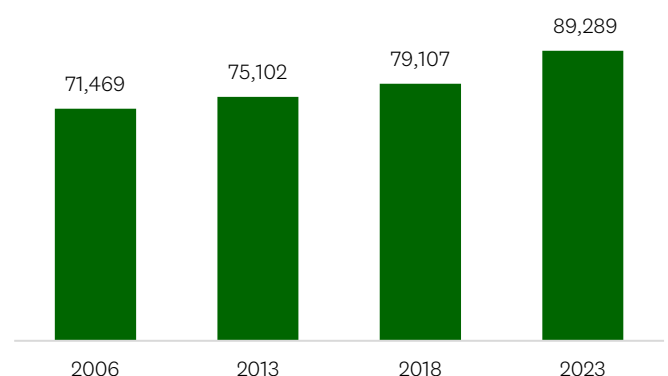
since the 2018 Census

Number of dwellings

The census captures the number of occupied and unoccupied private and non-private dwellings. Non-private dwellings (short or long-term communal or transitory type accommodation, e.g. communal staff quarters, hospitals and prisons) are not reported here.

At the 2023 Census, TSI had a total of 89,289 occupied private dwellings, an increase of 10,182, or 12.9% from 2018. This represents higher growth compared to that of Auckland as a whole (8.7% increase).

Number of occupied private dwellings



In addition, 3075 unoccupied (empty) private dwellings were counted.

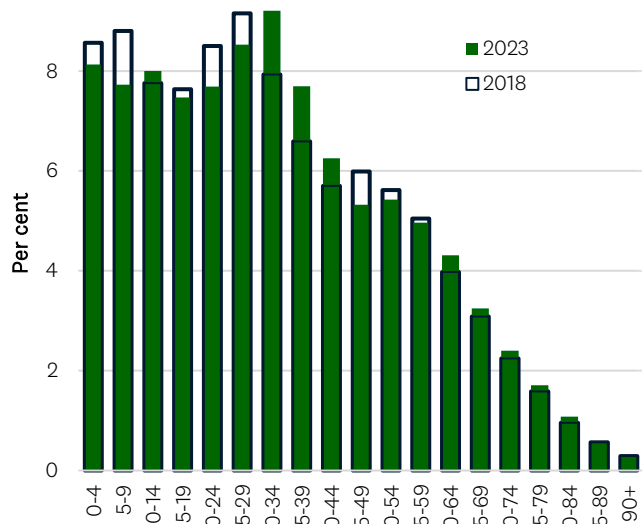
Home ownership

Two in five (42.1%) dwellings in TSI were either owned, partly owned, or held in a family trust. This is slightly higher to 2018 (41.6%), but lower compared to Auckland as a whole (59.5%).

The remaining (57.9%) dwellings were mainly rented. This includes a mix of renting from private or public sector landlords.

Age structure

Nearly one in four (23.9%) of TSI's population was under 15, compared to 19.2% for Auckland. 66.9% were between 15-64, compared to 67.5% for Auckland. 9.3% were 65 or older, compared to 13.3% for Auckland.



The median age of TSI usual residents was 31.3* years, compared with 35.9 years for Auckland.

*The TSI's median age is a population-weighted average of the median age of each comprising local board.

Māori descent

In 2023, 22.0% of TSI usual residents stated they were of Māori descent, compared to 13.8% for Auckland as a whole.

Gender identity

The 2023 Census included a question on gender identity. This refers to a person's social and personal identity as male, female, or another gender, or genders that may be non-binary.

In TSI, 49.9% identified as female (50.2% in Auckland), 49.9% identified as male (49.4% in Auckland) and 0.2% identified as another gender (0.4% in Auckland).

Ethnic diversity

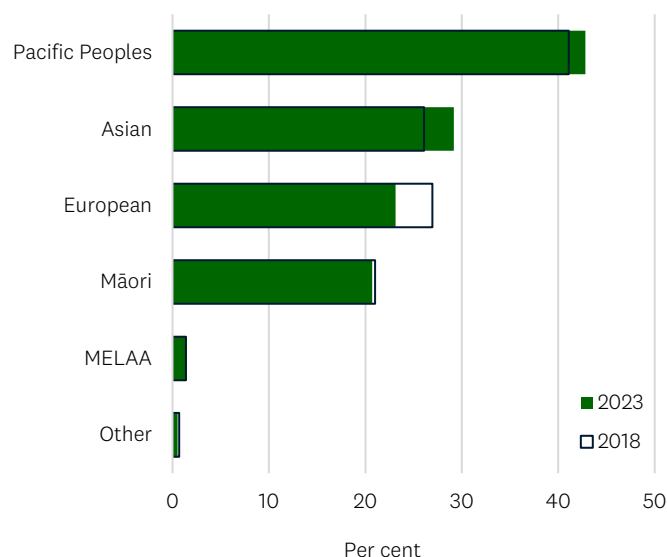
42.8% identified as Pacific Peoples (compared to 16.6% across Auckland).

29.2% identified with an Asian ethnicity (compared to 31.3% across Auckland).

23.1% identified with a European ethnicity (compared to 49.8% across Auckland).

20.7% identified as Māori (compared to 12.3% across Auckland). The census counted 69,720 Māori usually resident in TSI. This is an increase of 3180 people, or 4.8%, since the 2018 Census.

1.5% identified as the broad MELAA (Middle Eastern, Latin American and/or African) group (compared to 2.7% across Auckland).



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

TSI's biggest proportional and numerical increase between 2018 and 2023 was for Asian ethnicities. Since the 2018 Census this group increased by 15,534 (+18.8%).



98,181

usual residents identified Asian in 2023

+15,534 (+18.8%)

since the 2018 Census

Further information

This document was prepared in November 2024 by the Social and Economic Research and Evaluation team. For further information please contact us at census@aucklandcouncil.govt.nz.