

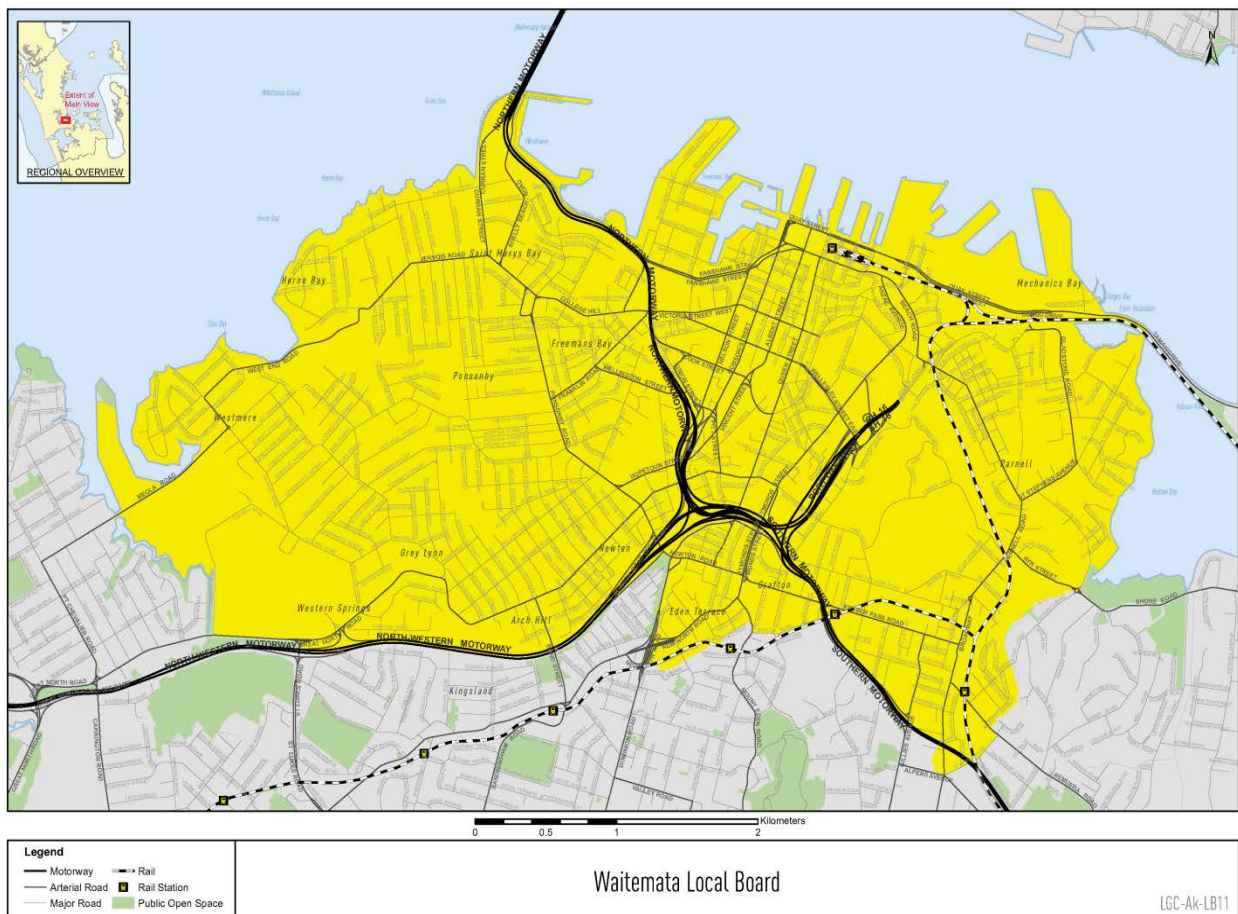
## **Waitematā Local Board Profile**

### **- Initial results from the 2013 Census**

February 2014

Social and Economic Research Team  
Research, Investigations and Monitoring Unit  
Auckland Council

## Map of Waitemata Local Board area



This report is part of a broader series of 2013 Census reports being developed by the Research, Investigations and Monitoring Unit at Auckland Council. These will be released throughout 2014.

For more information on Auckland-related census data please contact us on [census@aucklandcouncil.govt.nz](mailto:census@aucklandcouncil.govt.nz).

For more information on the 2013 census, please visit the Statistics New Zealand census website:  
[www.stats.govt.nz/Census/2013-census.aspx](http://www.stats.govt.nz/Census/2013-census.aspx)

To access Auckland-specific data visit our interactive website [www.censusauckland.co.nz](http://www.censusauckland.co.nz).

## At a glance

At the 2013 New Zealand Census of Population and Dwellings:

- The usually resident population count for the Waitematā local board area was 77,136. Waitematā's population increased by 14,208 (22.6%) between the 2006 and 2013 censuses.
- 63.4 per cent of Waitematā's usually resident population identified as European, compared with 59.3 per cent across Auckland as a whole.
- 28.5 per cent of the Waitematā usually resident population, and over half (53.3%) of the City Centre population identified with an Asian ethnic identity. Chinese was the largest sub-group constituting 11.6 per cent of the total population in Waitematā.
- Sinitic (Chinese) languages, including Northern Chinese, Yue and other Sinitic languages, as well as Korean, French, Spanish and German were more common in Waitematā than in Auckland as a whole.
- The median age among residents of Waitematā was 30.4 years, and was 27.4 years for those who lived in the City Centre.
- There were 42,882 employed adults (people aged 15 years and over) in Waitematā. The proportion of adult residents who were employed was 66.6 per cent, compared with 61.5 per cent in Auckland as a whole.
- The median personal income for adults in Waitematā was \$34,700 per annum – higher than that for Auckland as a whole at \$29,600.
- The median household income was \$80,000 per annum, compared to \$76,500 in Auckland as a whole.
- The proportion of Waitematā adults with a formal qualification was high at 94.3 per cent. Relatively high proportions of residents had Bachelors degrees or Level 7 qualifications (28.7% compared with 17.0% across Auckland).
- One-family households were the most common type of household in Waitematā, making up 51.1 per cent of households. One-person households were the second most prevalent household type (30.7%). One-person households were even more prevalent in the City Centre where they constituted 36.0 per cent of households in 2013.
- Just over a quarter (29.0%) of the occupied dwellings in Waitematā were separate houses.
- Home ownership was considerably lower in Waitematā (39.1%) and in the City Centre (19.4%), compared to 61.5 per cent for Auckland. In line with long-term trends, the home ownership rate in Waitematā declined from 44.2 per cent in 2006.

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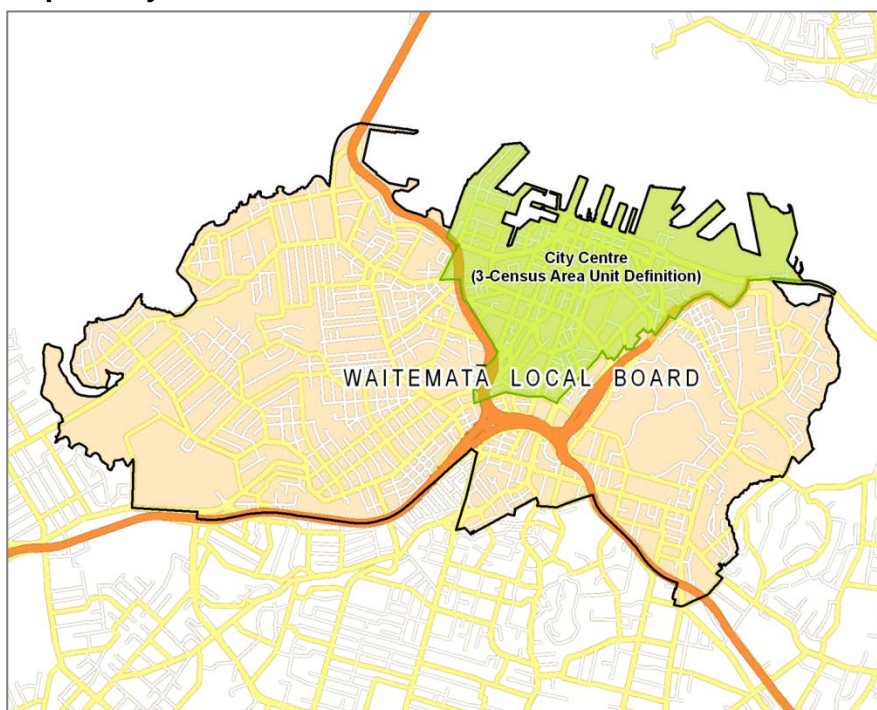
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# 1.0 Introduction

This report provides a summary profile for the Waitematā local board area, following the initial release of data from the 2013 New Zealand Census of Population and Dwellings. It presents an overview of key findings as at the 2013 Census, and outlines changes over time since the 2006 Census. A table of key census data is included at the back of this report, for quick reference.

Results for Auckland's City Centre are also outlined in this report. The City Centre is at the heart of the Waitematā local board area and is a place where a large number of Aucklanders live, work, study and play. It is identified in the Auckland Plan as one of two priority geographic locations for focused attention. For the purposes of this report, the City Centre is defined as the geographic area encompassing the three census area units of Auckland Harbourside, Auckland Central East and Auckland Central West (the green area shown in the map below).

## Map of City Centre area within Waitematā local board area



## 1.1 Waitematā local board area

The Waitematā local board area (hereafter referred to as Waitematā) includes the Auckland central business district (CBD) and fringe retail and commercial areas (including Newmarket), and the inner city residential suburbs of Westmere, Grey Lynn, Ponsonby and Parnell.

It is a significant centre of employment and commerce and includes a large tertiary and private education sector. In recent years, the City Centre has become a thriving residential centre, enabled and encouraged by the development of high density housing and a boom in overseas students.

This area is home to the Ports of Auckland, Auckland City and Starship Children's Hospitals, Auckland War Memorial Museum and Auckland Domain, Western Springs Park, Auckland Zoo, MOTAT, Vector Arena, Westhaven marinas, and Britomart Transport Centre.

## **1.2 Important notes on the data**

Information in this report is based on the census usually resident population count from New Zealand's 2013 Census of Population and Dwellings, held on 5 March 2013. This excludes New Zealand residents who were temporarily overseas on census night.

The data in this report has been randomly rounded to protect confidentiality. Individual figures may not add up to totals, and values for the same data may vary in different tables.

Unless otherwise stated, all percentages in this report exclude responses that cannot be classified (e.g., 'not stated', 'response unidentifiable', 'response out of scope'). This is in line with Statistics New Zealand conventions.

It should be remembered when considering the findings in this report that as the 2011 Census was cancelled, the gap between this census and the last one was seven years, rather than five years so caution should be exercised when comparing inter-censal change.

## 2.0 Population and growth

Auckland has a long history of population growth, fuelled by natural increase (births minus deaths), as well as net migration from overseas and other parts of the country. Findings from the 2013 Census show that growth continued to occur across all local board areas in Auckland, although it is slightly muted when compared with the previous inter-censal period. This section outlines population growth in Auckland prior to discussing Waitemātā and the City Centre in particular.

### 2.1 Auckland's growth slows but remains high

The 2013 usually resident population count for Auckland was 1,415,500, constituting 34.0 per cent of New Zealand's total population.

This was an increase of 110,589 people in the seven years since the previous census. Auckland gained the largest number of residents of any local government area in New Zealand and just over half (51.7%) of New Zealand's population growth occurred in Auckland.

Auckland experienced a higher percentage change in population between 2006 and 2013 than did New Zealand overall – 8.5 per cent compared with 5.3 per cent. However, Auckland's percentage change was not as high as some other local government areas across New Zealand, including Selwyn District (32.6%) and Queenstown Lakes District (22.9%).

The average annual growth for Auckland was 1.2 per cent, half of that from the previous inter-censal period (2.4%). This slow-down in the rate of population growth between 2006 and 2013 is likely to be a result of several factors, including a decline in net migration, as the impact of the Global Financial Crisis took effect.

### 2.2 Waitemātā local board population increase largest in Auckland

The 2013 usually resident population count for Waitemātā was 77,136, constituting 5.4 per cent of Auckland's total population.

The usual resident population of Waitemātā increased by 14,208 (22.6%) since the 2006 Census – the largest numerical change across all 21 local board areas.

Growth was particularly high in the City Centre, where the usually resident population count was 26,307 in 2013, a percentage increase of 46.7 since 2006.

**Table 1: Usually resident population, 2001 to 2013**

	Numbers of usual residents			Percentage change (%)		Annual average change (%)	
	2001	2006	2013	2001 to 2006	2006 to 2013	2001 to 2006	2006 to 2013
Waitemātā	49,755	62,928	77,136	26.5	22.6	4.8	3.0
City Centre	8,295	17,937	26,307	116.2	46.7	16.7	5.6
Auckland	1,160,271	1,304,958	1,415,550	12.5	8.5	2.4	1.2

## 3.0 Cultural diversity

This section outlines the ethnic composition of Waitematā's usually resident population at 2013, and also briefly discusses the main languages spoken.

Statistics New Zealand identifies ethnicity as a measure of cultural affiliation, as opposed to race, ancestry, nationality or citizenship. In line with previous censuses, people could identify with more than one ethnicity. All responses are included in the data so tables showing proportions may add up to more than 100 per cent.

### 3.1 Waitematā population is ethnically diverse

At the 2013 Census, almost two thirds of Waitematā usually resident population identified as European (63.4%), compared with 59.3 per cent across Auckland as a whole. The proportion of Europeans in the City Centre was much lower (38.3%).

Usual residents classified under the broad Asian ethnic category made up a greater proportion of the population in Waitematā (28.5%) than in Auckland as a whole (23.1%). In the City Centre over half the population identified with an Asian ethnicity (53.3%).

Proportions of Māori and Pacific Peoples were lower in Waitematā and the City Centre than they were in Auckland as a whole.

**Table 2: Ethnicity, 2013**

	Waitematā		City Centre		Auckland	
	Count	%	Count	%	Count	%
European	45,168	63.4	9,039	38.3	789,306	59.3
Māori	4,374	6.1	1,038	4.4	142,767	10.7
Pacific Peoples	3,762	5.3	609	2.6	194,958	14.6
Asian	20,325	28.5	12,597	53.3	307,233	23.1
MELAA	2,433	3.4	1,332	5.6	24,945	1.9
Other	822	1.2	183	0.8	15,639	1.2
Total people specifying ethnicity	71,280	107.9	23,628	105.0	1,331,427	110.8
Not elsewhere included	5,853		2,676		84,123	
Total people	77,136		26,307		1,415,550	

Notes:

MELAA refers to Middle Eastern, Latin American and African.

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

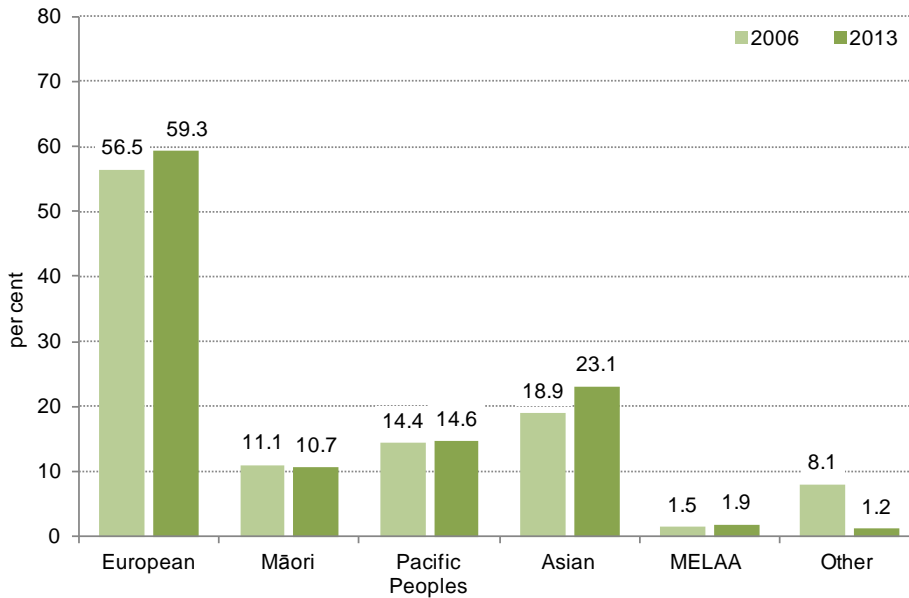
Percentages exclude 'not elsewhere included'.



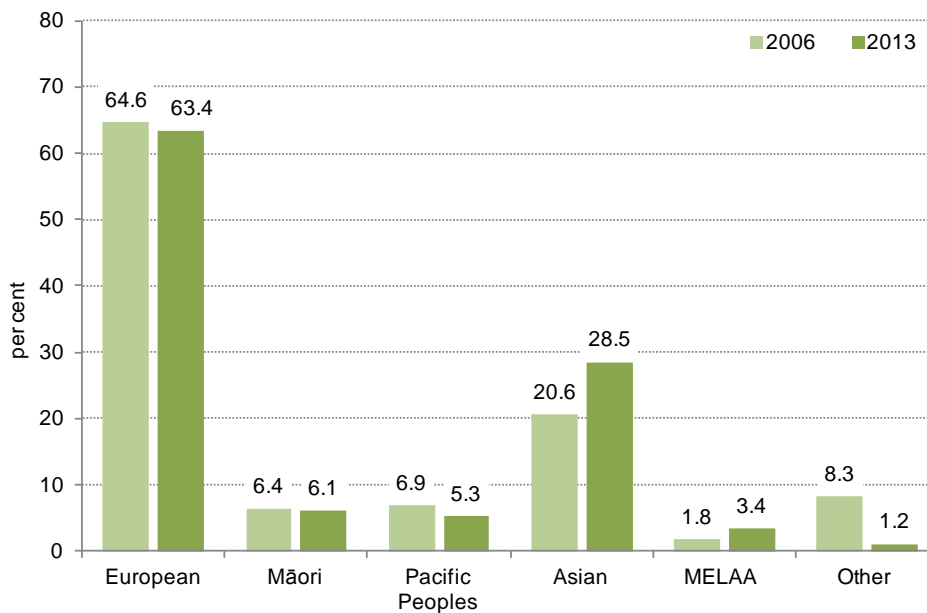
### 3.2 Broad changes since 2006

The graphs below show the changes in the ethnic composition of Auckland and Waitematā between the 2006 and 2013 Censuses. Although these two areas remain predominantly European, they both have a growing proportion of usual residents classified in the broad Asian ethnic category. The decrease in proportions classified as Other is notable also. The reasons for this are discussed below.

**Figure 1: Auckland ethnic groups, 2006 and 2013 (%)**



**Figure 2: Waitematā ethnic groups, 2006 and 2013**



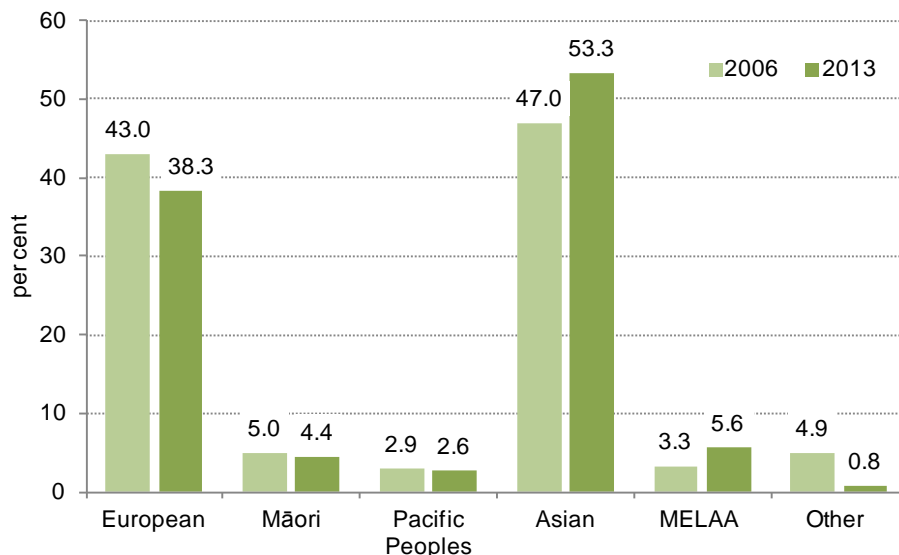
**Notes:**

MELAA refers to Middle Eastern, Latin American and African.

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

The predominance of Asian peoples living in the City Centre at the time of the 2006 Census has continued, and has increased from 47.0 per cent in 2006 to 53.3 per cent at the 2013 Census. See Figure 3.

**Figure 3: City Centre ethnic groups, 2006 and 2013**



Notes:

MELAA refers to Middle Eastern, Latin American and African.

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

Along with the general increase in the Asian population (see Section 3.3), there was a notable decline in the proportion of usual residents in the Other category between 2006 and 2013, across all three areas discussed in this report.

This was a national trend and is due in large part to a substantial drop in the numbers who identified as New Zealander – down from a high of 99,474 in 2006 to 14,904 in 2013 across Auckland as a whole. Waitemātā and the City Centre also experienced declines in New Zealander responses. The high numbers of New Zealander responses recorded in the 2006 Census were the result of an email campaign and public discussion in the lead-up to the census.

This decline in New Zealander responses may also account for the increase in numbers of usual residents in the broad European ethnic category between 2006 and 2013, across New Zealand. In Auckland as whole, there was strong growth in those who identified as New Zealand European, a group likely to have identified as New Zealanders in the 2006 census.<sup>1</sup>

<sup>1</sup>For more information, refer to a report prepared in 2007 by Statistics New Zealand on who identified as 'New Zealander' <http://www.stats.govt.nz/Census/about-2006-census/profile-of-nzer-responses-ethnicity-question-2006-census.aspx>

**Table 3: Changes in five largest European groups, 2006 to 2013**

	Waitematā			Auckland		
	2006	2013	Change 2006 to 2013 (%)	2006	2013	Change 2006 to 2013 (%)
New Zealand European	30,645	38,136	24.4	611,901	696,966	13.9
British and Irish	2,046	2,502	22.3	35,067	35,379	0.9
Australian	753	609	-19.1	8,637	7,062	-18.2
German	381	417	9.4	4,227	4,785	13.2
Dutch	315	384	21.9	7,785	7,995	2.7
Total people specifying ethnicity	56,079	71,280	27.1	1,239,051	1,331,427	7.5

Notes:

This table shows the five largest European groups within the Waitematā local board area at Level 3 classification as at 2013. People could choose more than one ethnicity and groups are not exclusive. Percentages will add to more than 100.

### 3.3 Significant growth in the Asian population

In 2013, almost a quarter (28.5%) of the Waitematā population identified with an Asian ethnic identity, up from 20.5 per cent in 2006. The five largest Asian ethnic groups in Waitematā are shown in Table 4 below. Chinese remain the largest sub-group and now constitute 11.6 per cent of the total population in Waitematā.

As the table shows, the following groups experienced the most significant growth between 2006 and 2013:

- Filipino – increased by 329.3 per cent to 1,185 usual residents
- Indian – increased by 180 per cent to 4,629 usual residents
- Korean – increased by 84.6 per cent to 2,913 usual residents

**Table 4: Changes in five largest Asian groups, 2006 to 2013**

	Waitematā			Auckland		
	2006	2013	Change 2006 to 2013 (%)	2006	2013	Change 2006 to 2013 (%)
Chinese	6,072	8,262	36.1	98,418	118,230	20.1
Indian	1,653	4,629	180.0	74,460	106,329	42.8
Korean	1,578	2,913	84.6	21,351	21,981	3.0
Filipino	276	1,185	329.3	9,825	20,499	108.6
Japanese	828	1,032	24.6	5,289	6,720	27.1
Total people specifying ethnicity	56,079	71,280	27.1	1,239,051	1,331,427	7.5

Notes:

This table shows the five largest Asian groups within the Waitematā local board area at Level 3 classification as at 2013. People could choose more than one ethnicity and groups are not exclusive. Percentages will add to more than 100.

Over half (53.3%) of those living in the City Centre were in the Asian category. There was particularly strong growth in the numbers of residents who identified as Indian between 2006 and 2013 (refer to Table 5). Indians constituted 12.6 per cent of the City Centre population in 2013, up from 4.2 per cent in 2006.

**Table 5: Changes in five largest Asian groups in the City Centre, 2006 to 2013**

	2006	2013	Change 2006 to 2013 (%)
Chinese	3,699	4,905	32.6
Indian	603	2,973	393.0
Korean	1,167	1,953	67.4
Filipino	141	753	434.0
Japanese	405	576	42.2
Total people specifying ethnicity	14,232	23,631	66.0

Notes:

This table shows the five largest Asian groups within the City Centre at Level 3 classification as at 2013.

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

### 3.4 Small proportions of Māori in Waitemātā

In Waitemātā, the Māori population increased numerically from 3,567 in 2006 to 4,374 in 2013 but declined slightly as a proportion of the population from 6.4 per cent in 2006 to 6.1 per cent in 2013.

In the City Centre the Māori population increased numerically from 708 in 2006 to 1038 in 2013 but declined slightly as a proportion of the population from 5.0 per cent in 2006 to 4.4 per cent in 2013.

### 3.5 Decrease in numbers of Pacific peoples in Waitemātā

There was a small decline in the number of Pacific Peoples in Waitemātā from 3,870 usual residents (6.9% of the population) in 2006 to 3,762 (5.3%) in 2013 (as shown in Figure 2). Given the overall increase in the Pacific Peoples category in Auckland as a whole, the decline in Waitemātā is likely a result of Pacific Peoples moving to other parts of Auckland.

Table 4 presents data for the five largest Pacific sub-groups in Waitemātā. Those who identified as Samoan remain the largest Pacific sub-group, but there has been an overall loss in numbers since 2006. Of the five largest Pacific groups, only the Fijian and the Cook Island Maori groups have grown

**Table 6: Changes in five largest Pacific groups, 2006 to 2013**

	Waitemātā			Auckland		
	2006	2013	Change 2006 to 2013 (%)	2006	2013	Change 2006 to 2013 (%)
Samoan	1,770	1,707	-3.6	87,840	95,916	9.2
Cook Island Maori	813	870	7.0	34,788	36,810	5.8
Tongan	714	675	-5.5	40,140	46,971	17.0
Niuean	693	570	-17.7	17,667	18,555	5.0
Fijian	156	210	34.6	5,847	8,493	45.3
Total people specifying ethnicity	56,079	71,280	27.1	1,239,051	1,331,427	7.5

Notes:

This table shows the five largest Pacific groups within the Waitemātā local board area at Level 3 classification as at 2013.

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

In the City Centre, the number of Pacific Peoples increased from 411 in 2006 to 609 in 2013, but declined slightly as a proportion of the population from 2.9 per cent in 2006 to 2.6 per cent in 2013. In comparison with overall losses recorded in Waitematā, there was an increase in all Pacific sub-groups living in the City Centre, as indicated in the table below.

**Table 7: Changes in five largest Pacific groups in the City Centre, 2006 to 2013**

	2006	2013	Change 2006 to 2013 (%)
Samoan	186	231	24.2
Cook Island Maori	81	120	48.1
Tongan	45	93	106.7
Fijian	36	63	75.0
Niuean	42	45	7.1
Total people specifying ethnicity	14,232	23,631	66.0

Notes:

This table shows the five largest Pacific groups within the City Centre at Level 3 classification as at 2013.

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

### 3.6 MELAA category small but growing

Growth in the MELAA category was significant in Waitematā, with this group making up 1.8 per cent (1,023) of the population in 2006 and 3.4 per cent (2,433) in 2013. The table below shows that within the MELAA category, growth has occurred mainly in the Middle Eastern and Latin American ethnic groups and less so in the African ethnic group.

**Table 8: Changes in MELAA groups, 2006 to 2013**

	Waitematā			Auckland		
	2006	2013	Change 2006 to 2013 (%)	2006	2013	Change 2006 to 2013 (%)
Middle Eastern	429	1,116	160.1	10,710	12,864	20.1
Latin American	444	1,044	135.1	3,090	5,820	88.3
African	153	282	84.3	4,800	6,303	31.3
Total people specifying ethnicity	56,079	71,280	27.1	1,239,051	1,331,427	7.5

Notes:

This table shows all MELAA groups within Waitematā local board area at Level 3 classification as at 2013.

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

In the City Centre, the MELAA category doubled in the seven year period from 2006 to 2013, from 474 to 1,332. Growth was particularly strong in the Middle Eastern sub-group, which increased by 293.2 per cent. See table on next page.

**Table 9: Changes in MELAA groups in the City Centre, 2006 to 2013**

	2006	2013	Change 2006 to 2013 (%)
Middle Eastern	177	696	293.2
Latin American	243	543	123.5
African	51	93	82.4
Total people specifying ethnicity	14,232	23,631	66.0

Notes:

This table shows all MELAA groups within the City Centre at Level 3 classification as at 2013.

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

### 3.7 East Asian and European languages more common in Waitematā

English was the most common language in which people could hold a conversation about everyday things, with 1,233,633 speakers in Auckland (95.6% of the usually resident population) and 67,233 speakers in Waitematā (97.1%).

Although Samoan was the next most common language in Auckland (58,200 speakers; 4.5% of usual residents), this language was relatively uncommon in Waitematā (783 speakers; 1.1%). Māori was also less common in Waitematā (1,140 speakers; 1.6% of usual residents) than in Auckland as a whole (30,927 speakers; 2.4%). Sinitic (Chinese) languages, including Northern Chinese, Yue and other Sinitic languages, as well as Korean, French, Spanish and German were more common in Waitematā than in Auckland as a whole.

**Table 10: Top 10 languages spoken, 2013**

	Waitematā		Auckland	
	Count	%	Count	%
English	67,233	97.1	1,233,633	95.6
Sinitic not further defined <sup>(1)</sup>	2,508	3.6	30,282	2.3
Northern Chinese <sup>(2)</sup>	2,493	3.6	38,781	3.0
French	2,481	3.6	17,433	1.4
Korean	2,388	3.4	19,365	1.5
Hindi	1,749	2.5	49,518	3.8
Spanish	1,728	2.5	10,605	0.8
Yue <sup>(3)</sup>	1,446	2.1	30,681	2.4
German	1,221	1.8	11,886	0.9
Māori	1,140	1.6	30,927	2.4
Total people stated	70,131	-	1,316,262	-
Not elsewhere included	7,170	-	101,961	-
Total people	77,136	-	1,415,550	-

Notes:

- 1) Includes Chinese languages not further defined.
- 2) Includes Mandarin
- 3) Includes Cantonese

People could identify more than one language so percentages will not add to 100.

Percentages calculated excluding Not Elsewhere Included and Too Young to Talk responses.

## 4.0 Age

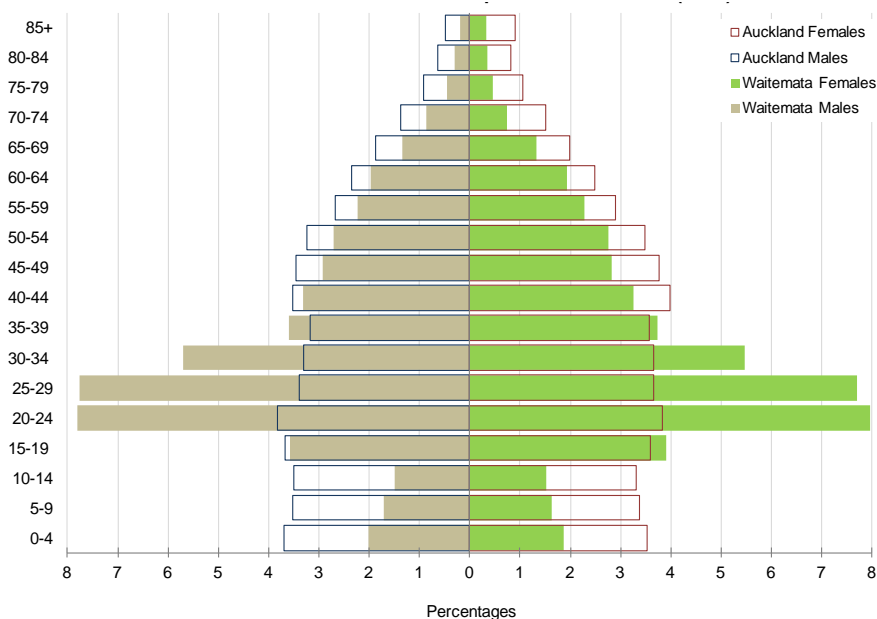
In 2013 the median age of residents of Waitemata was 30.4 years, almost the same as the median age of 30.5 years in 2006. The 2013 median age of residents in the City Centre was relatively young, at 27.4 years. The median age for Auckland as a whole in 2013 was 35.1 years.

### 4.1 High proportions of those aged 20-34 in Waitemata

There was a significantly greater proportion of people aged 20 to 34 in Waitemata than in Auckland as a whole (42.4% compared with 21.7%) (see Figure 4). This is driven in large part by the significant numbers of tertiary students and young professionals living in the City Centre (see Figure 5).

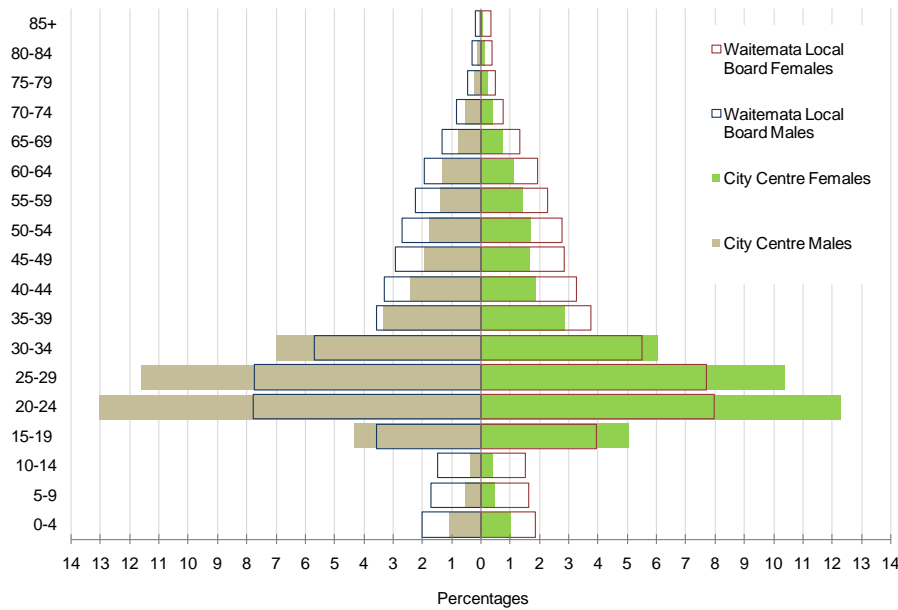
Conversely, the proportions of children in Waitemata are low compared to Auckland as a whole (10.2% aged 0 to 14 years compared with 20.9%), and the proportions of those aged 65 years and over are also relatively low (6.4% compared with 11.5%).

**Figure 4: Age-sex structure, Waitemata compared with Auckland, 2013**



The bulge in the age-sex structure in the 20-34 age group and the absence of children and older people is even more pronounced in the City Centre, as Figure 5 shows.

**Figure 5: Age-sex structure, City Centre compared with Waitemātā, 2013**

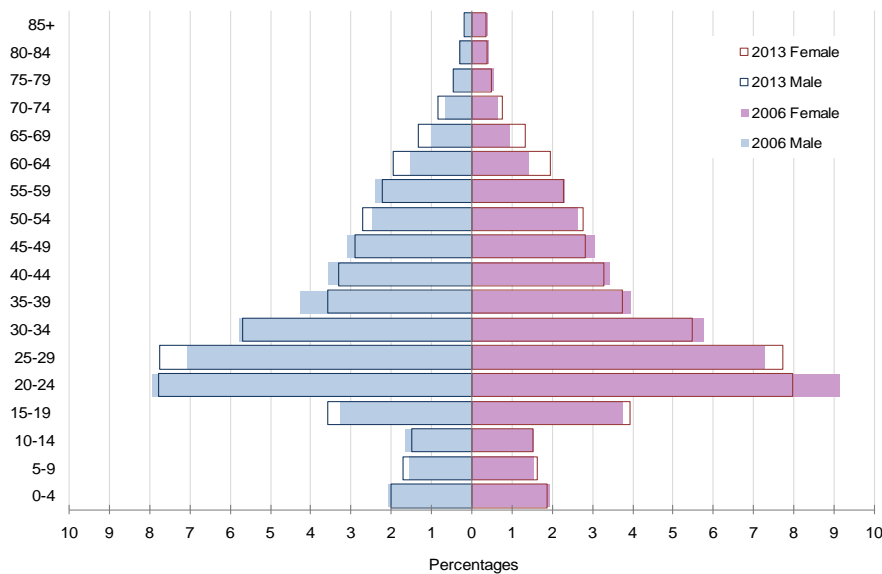


**4.2 Waitemātā older population is small but growing**

Auckland experienced a 26.9 per cent increase in the number of usual residents who were aged 65 years and over between 2006 and 2013, equating to an additional 34,600 older people since 2006. This is a part of a long-term national and global trend of population ageing that has arisen as people live longer and fertility rates decline. Ageing means that there will be numerically and proportionately more people in older age groups over the next few decades. As the age-sex structure in Figure 6 shows, this is also occurring in Waitemātā.

The number of usual residents aged 65 years and over in Waitemātā increased between 2006 and 2013, from 3,492 to 4,914 (40.7% growth). Growth is particularly evident in the 60 to 74 age group.

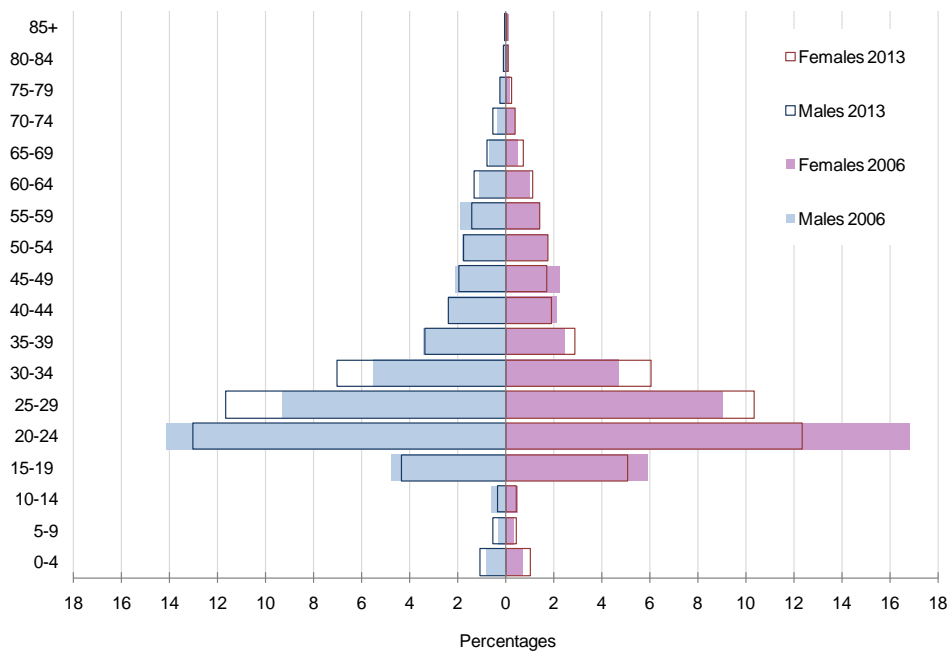
**Figure 6: Age-sex structure, Waitemātā, 2006 and 2013**





Proportionate growth in the older population was particularly high in the City Centre, where the population aged 65 and over increased by 81 per cent to 480 in 2013. This may be indicative of the increasing attractiveness of inner-city apartment dwelling to older people.

**Figure 7: Age-sex structure, City Centre, 2006 and 2013**



## 5.0 Work and income

This section describes the work and labour force status of adults (usual residents aged 15 years and over). People were defined as employed if they worked for one hour or more for pay or profit, or without pay in a family farm, business, or professional practice, or if they had a job but were not at work for some reason.

People were defined as 'not in the labour force' if they were not employed and were not actively seeking work. This includes students, people caring for children or other family members, retired people, and people who were unable to work for some reason such as illness or disability.

The unemployment rate is the number of people aged 15 years and over who did not have a paid job, were available for work, and were actively seeking work, expressed as a percentage of the labour force. Please note that the official unemployment rate in New Zealand is calculated by Statistics New Zealand using the quarterly Household Labour Force Survey. Also, the data presented here masks fairly significant variation in unemployment rates between 2006 and 2013, particularly following the Global Financial Crisis.

### 5.1 High proportions of Waitematā residents employed

At the time of the 2013 Census, there were 650,610 employed adults (usual residents aged 15 years and over) in Auckland as a whole and 42,882 in Waitematā. In Auckland, those who were employed made up 61.5 per cent of adults, down from 64.7 per cent in 2006. In Waitematā the proportion of adults who were employed was slightly higher, but had declined slightly from 69.9 per cent in 2006 to 66.6 per cent in 2013.

The decline in the proportion of adults who are employed was matched by increases in unemployment rates and the proportion of adults not in the labour force. Unemployment has increased since 2006, from a rate of 5.6 per cent (of those in the labour force) to 8.1 per cent in Auckland, and from a rate of 5.8 per cent to 7.9 per cent in Waitematā.

A third of Auckland adults (349,923 usual residents aged 15 and over) were not in the labour force in 2013. The proportion of adults not in the labour force was lower in Waitematā, at 27.7 per cent (17,805). In 2013, females made up 60.4 per cent of those not in the labour force in Auckland and 55.9 percent in Waitematā.

**Table 11: Work and labour force status,<sup>(1)</sup> for the census usually resident population count aged 15 and over, 2006 and 2013**

	Waitematā				Auckland			
	2006		2013		2006		2013	
	Count	%	Count	%	Count	%	Count	%
Employed full-time	28,716	56.9	34,668	53.8	496,071	51.1	513,204	48.5
Employed part-time	6,600	13.1	8,214	12.8	132,777	13.7	137,406	13.0
Unemployed <sup>(2)</sup>	2,184	4.3	3,702	5.7	37,305	3.8	57,483	5.4
Not in labour force	12,990	25.7	17,805	27.7	305,358	31.4	349,923	33.1
Total people stated	50,490	100.0	64,392	100.0	971,514	100.0	1,058,016	100.0
Work and labour force status unidentifiable	5,946		4,863		44,334		61,179	
Total people	56,436		69,255		1,015,848		1,119,195	
<i>Sub-totals</i>								
Total people in labour force	37,497	74.3	46,584	72.3	666,156	68.6	708,093	66.9
Total people employed	35,316	69.9	42,882	66.6	628,851	64.7	650,610	61.5
<i>Unemployment rate<sup>(3)</sup></i>		5.8		7.9		5.6		8.1

Notes:

- 1) A person's work and labour force status in the seven days ending 5 March 2006 and 3 March 2013.
- 2) The number and proportion of adults who are unemployed.
- 3) The proportion of adults in the labour force who are unemployed.

All percentages are calculated as a proportion of 'Total people stated', except for the unemployment rate which is calculated as a proportion of 'Total people in labour force'.

## 5.2 Rise in employment for people aged 65 years and over

Between 2006 and 2013 the proportion of those aged 65 years and over who were employed increased in Auckland from 17.1 per cent to 22.0 per cent and in Waitematā from 23.5 per cent to 34.6 per cent.

## 5.3 Rise in unemployment for young people

The unemployment rate for young people (those aged 15-24) rose between 2006 and 2013 from 14.3 per cent (16,986 usual residents) to 20.3 per cent (22,815 usual residents) for Auckland and from 14.4 per cent (1,152 usual residents) to 17.8 per cent (1,611 usual residents) for Waitematā.

There was also a general decline in young people's labour force participation from 62.7 per cent (118,383 usual residents) to 56.7 per cent (112,143 usual residents) for Auckland and from 60.6 per cent (8,001 usual residents) to 54.8 per cent (9,075 usual residents) for Waitematā. Lower rates of labour force participation in Waitematā than in Auckland as a whole may reflect high numbers of tertiary students in this area.

## **5.4 Median incomes relatively high**

The median personal income for adults (people aged 15 years and over) in Waitematā was \$34,700 per annum – significantly higher than that for Auckland as a whole at \$29,600. Furthermore, a greater proportion of adults had a personal income of over \$100,000 per annum in Waitematā (13.0%) when compared to Auckland as a whole (7.4%).

More than one in three adults (36.8%) in Waitematā had a personal income of \$20,000 or less.

The median household income for Waitematā was \$80,000 per annum, compared to \$76,500 in Auckland as a whole. It was lower in the City Centre (\$50,300), possibly a reflection of the large numbers of students and young people living in this area.

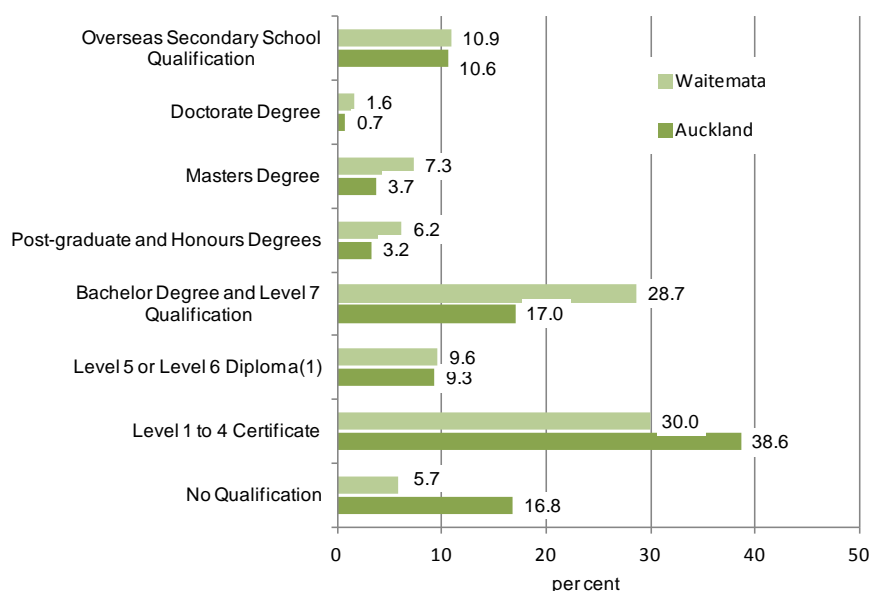
## 6.0 Formal education qualifications

Statistics New Zealand identify a formal qualification as a formally recognised award for educational or training attainment that requires at least three months of full-time study (or the part-time equivalent).

### 6.1 Qualifications in Waitematā relatively high

The graph below shows the highest education qualifications of adults (people aged 15 years and over) in Auckland as a whole and in Waitematā. It indicates that higher qualifications are more prevalent among Waitematā adults than among adults in Auckland as a whole. For example, a quarter (28.7%) of Waitematā adults had gained a bachelor's degree or equivalent compared to 17.0 per cent overall in Auckland.

**Figure 8: Highest education qualification for people aged 15 and over, 2013**



### 6.2 Increase in levels of qualifications in Waitematā

The number and proportion of adults with higher educational qualifications is increasing in Auckland as a whole, and in Waitematā. In 2013, 83.2 per cent of all Auckland adults (people aged 15 years and over) had a formal qualification, up from 79.7 per cent in 2006. A greater proportion of adults in Waitematā had a formal qualification – 94.3 per cent in 2013, up from 92.4 per cent in 2006.

The percentage of adults with a bachelor's degree or equivalent as their highest qualification also increased between 2006 and 2013 – from 14.3 per cent to 17.0 per cent in Auckland and from 26.8 per cent to 28.7 in Waitematā.

Nearly a quarter (24.6%) of adults in Auckland had a university degree or equivalent in 2013, up from 19.9 per cent in 2006. The percentage of those with a university degree or equivalent in Waitematā was much higher, increasing to 43.7 per cent in 2013 from 38.5 per cent in 2006.

## 7.0 Households and dwellings

Statistics New Zealand define a 'household' as either one person who usually resides alone, or two or more people who usually reside together and share facilities (such as eating facilities, cooking facilities, bathroom facilities, and a living area), in a private dwelling. A family is defined as a couple, with or without child(ren), or one parent and their child(ren), all of whom have usual residence together in the same household. The children do not have partners or children of their own living in the household. A household can contain one or more families, or can contain no families at all.

A dwelling is defined as a structure, part of a structure, or group of structures that is used, or intended to be used as a place where people reside. It may be permanent or temporary and may function as private or non-private (eg. providing short- or long-term communal or transitory type accommodation).

At the 2013 Census, a total of 31,563 households and 32,277 occupied private dwellings were recorded in Waitematā, of which 12,012 and 12,513 respectively were located in the City Centre.

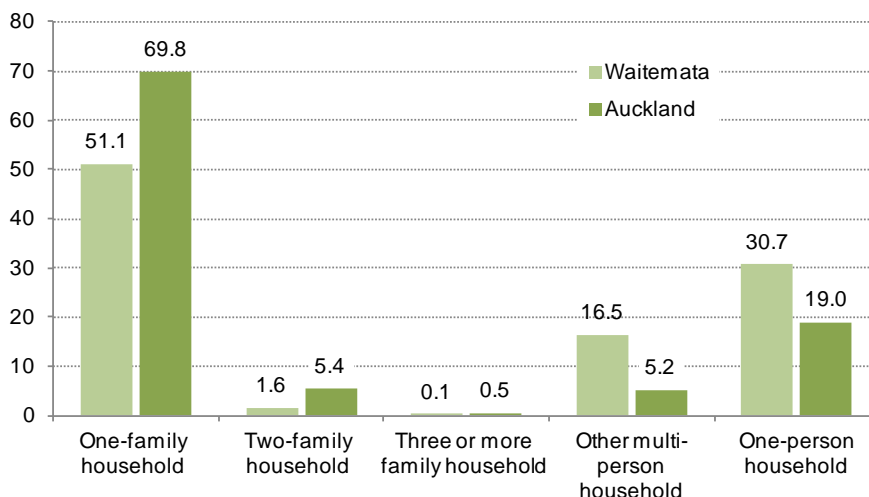
### 7.1 One-family households prevalent in Waitematā

In 2013, one-family households were the most common type of household in Waitematā, making up 51.1 percent of households. This household type was, however, much less common in Waitematā than in Auckland as a whole where they constituted 69.8 per cent of households.

One-person households were the second most prevalent household type in Waitematā constituting 30.7 per cent of households in 2013. One-person households were even more prevalent in the City Centre, where they constituted 36.0 per cent of households in 2013. In Auckland as a whole, one-person households accounted for only 19.0 per cent of households in 2013.

Other multi-person households, such as flats, were also more prevalent in Waitematā (16.5% of households in 2013) and in the City Centre (22.9%) than in Auckland as a whole (5.2%).

**Figure 9: Household composition, 2013**



## 7.2 Growth in one family households in City Centre

In both Waitematā and the City Centre there has been an overall increase in the numbers of all household types between 2006 and 2013 (see the table below).

**Table 12: Changes in household composition, 2006 to 2013**

	Waitematā		City Centre		Auckland	
	Change 2006 to 2013 (Count)	Change 2006 to 2013 (%)	Change 2006 to 2013 (Count)	Change 2006 to 2013 (%)	Change 2006 to 2013 (Count)	Change 2006 to 2013 (%)
One-family household*	3,258	26.5	1,827	65.3	20,496	6.9
Two-family household*	141	41.6	45	125.0	6,318	34.5
Three or more family household*	12	50.0	0	-	747	44.4
Other multi-person household	1,161	30.2	1,281	95.7	912	4.0
One-person household	1,383	17.4	975	31.0	3,660	4.4
Total households stated	5,958	24.4	4,128	56.4	32,124	7.6
Household composition unidentifiable	-471	-28.8	-402	-41.5	3,105	26.7
Total households	5,487	21.0	3,726	45.0	35,232	8.1

Notes:

\* with or without other people

Although the number of one-person households increased overall, in all three areas, it is interesting to note that one-person households actually decreased as a proportion of all households. This was particularly noticeable in the City Centre where one person households decreased from 43.0 per cent of all households in 2006 to 36.0 per cent in 2013.

## 7.3 Attached dwellings prevalent and increasing in Waitematā

In 2013, over three quarters (74.7%) of the occupied dwellings in Auckland were separate houses. This proportion was much smaller in Waitematā (29.0%) and the City Centre (4.0%).

Nearly one fifth (19.0%) of all Auckland's attached dwellings are located in Waitematā. In 2013 a quarter of Auckland's occupied dwellings were classified as attached— i.e., two or more flats/ units/ townhouses/ apartments/ houses joined together – whereas in Waitematā 70.6 per cent of occupied dwellings were attached. Attached dwellings are even more prevalent in the City Centre where they constituted 95.7 per cent of occupied dwellings in 2013.

The proportion of occupied dwellings that are attached units has increased in Waitematā from 65.5 per cent in 2006.

## 7.4 Decline in unoccupied dwellings

The number of unoccupied dwellings in Waitematā declined from 4,563 in 2006 to 3,696 in 2013. The proportion of dwellings in this local board that were unoccupied also declined from 14.4 per

cent in 2006 to 10.2 per cent in 2013.<sup>2</sup> In the City Centre the proportion of dwellings that were unoccupied declined from 23.2 per cent in 2006 to 14.9 per cent in 2013.

Unoccupied dwellings were more prevalent in Waitemātā and the City Centre than in Auckland as a whole where they constituted 6.6 per cent of all dwellings in 2013.

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<sup>2</sup>Note that these figures do not include dwellings under construction.



## 8.0 Home ownership

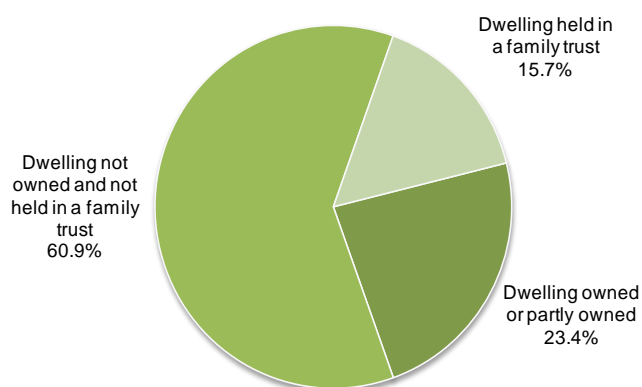
Census data provides information on ownership level of the dwelling by the people who live in it, as at the time of Census. Census does not provide information on ownership of any other dwellings or properties by those people.

### 8.1 Home ownership low and declining in Waitematā

In 2013, 39.1 per cent of households in private occupied dwellings in Waitematā owned the dwelling, or held that dwelling in a family trust. The home ownership rate (this includes both dwellings owned by occupants and those held in family trusts) was significantly lower in Waitematā than in Auckland as a whole (61.5%). The home ownership rate was even lower in the City Centre, at 19.4 per cent.

In line with long term trends, home ownership declined in both Waitematā and the City Centre from 2006 rates of 44.2 per cent and 25.7 per cent, respectively.

**Figure 10: Tenure in Waitematā, 2013**



**Table 13: Changes in tenure, 2006 to 2013**

	Waitematā			Auckland		
	2006	2013	Change 2006 to 2013 (%)	2006	2013	Change 2006 to 2013 (%)
Owned or part owned	6,651	6,786	2.0	204,711	201,411	-1.6
Held in a family trust	3,360	4,539	35.1	52,791	67,533	27.9
Not owned and not held in a family trust	12,630	17,643	39.7	145,953	168,708	15.6
Total households stated	22,641	28,968	27.9	403,455	437,649	8.5
Not elsewhere included	3,435	2,592	-24.5	30,810	31,851	3.4
Total households	26,076	31,560	21.0	434,265	469,500	8.1

# Summary Data

	Waitematā	City Centre	Auckland	New Zealand
<b>Population</b>				
2013	77,136	26,307	1,415,550	4,242,048
2006	62,928	17,937	1,304,958	4,027,947
2001	49,755	8,295	1,160,271	3,737,280
<b>Growth 2006 to 2013: Numbers</b>	14,208	8,370	110,592	214,101
<b>Growth 2006 to 2013: %</b>	22.6	46.7	8.5	5.3
<b>Age: Numbers</b>				
Under 15 years	7,887	1,020	296,358	865,632
15 to 64 years	64,335	24,420	956,034	2,769,387
65 years and over	4,914	864	163,152	607,032
Total	77,136	26,307	1,415,544	4,242,051
<b>Age: %</b>				
Under 15 years	10.2	3.9	20.9	20.4
15 to 64 years	83.4	92.8	67.5	65.3
65 years and over	6.4	3.3	11.5	14.3
Total	100.0	100.0	100.0	100.0
<b>Ethnicity: Numbers</b>				
European	45,168	9,039	789,306	2,969,391
Māori	4,374	1,038	142,767	598,602
Pacific Peoples	3,762	609	194,958	295,941
Asian	20,325	12,597	307,233	471,708
MELAA	2,433	1,332	24,945	46,956
Other	822	183	15,639	67,752
Total people who stated an ethnicity	71,280	23,628	1,331,427	4,011,402
<b>Ethnicity: %</b>				
European	63.4	38.3	59.3	74.0
Māori	6.1	4.4	10.7	14.9
Pacific Peoples	5.3	2.6	14.6	7.4
Asian	28.5	53.3	23.1	11.8
MELAA	3.4	5.6	1.9	1.2
Other	1.2	0.8	1.2	1.7
Total people who stated an ethnicity				
<b>Highest education qualification: numbers (of those aged 15 years and over)</b>				
No qualification	3,504	1,065	166,785	628,377
Secondary qualification (Level 1 to 4)	18,288	5,721	383,082	1,291,335
Level 5 or Level 6 Diploma	5,841	2,262	91,923	278,091
Bachelor degree or Level 7 qualification	17,487	5,505	168,924	408,444
Post-graduate and Honours degree	3,756	1,071	31,854	86,598
Masters degree	4,446	1,521	36,792	83,949
Doctorate degree	975	249	7,428	22,317
Overseas secondary school qualification	6,660	3,726	105,201	201,519
Total people stated	60,957	21,144	991,986	3,000,633

	Waitematā	City Centre	Auckland	New Zealand
<b>Highest education qualification: % (of those aged 15 years and over)</b>				
No qualification	5.7	5.0	16.8	20.9
Secondary qualification (Level 1 to 4)	30.0	27.2	38.6	43.0
Level 5 or Level 6 Diploma	9.6	10.7	9.3	9.3
Bachelor degree or Level 7 qualification	28.7	26.0	17.0	13.6
Post-graduate and Honours degree	6.2	5.1	3.2	2.9
Masters degree	7.3	7.2	3.7	2.8
Doctorate degree	1.6	1.2	0.7	0.7
Overseas secondary school qualification	10.9	17.6	10.6	6.7
Total people stated	100.0	100.0	100.0	100.0
<b>Work and labour force status: % (of those aged 15 years and over)</b>				
Employed full time	53.8	46.9	48.5	48.0
Employed part time	12.8	12.3	13.0	14.3
Unemployed	5.7	7.9	5.4	4.8
Not in the labour force	27.7	32.9	33.1	32.9
Total	100.0	100.0	100.0	100.0
<b>Median personal income \$</b>	\$34,700	Not available yet	\$29,600	\$28,500
<b>Number of occupied dwellings</b>				
Private dwellings	32,277	12,513	472,044	1,561,956
Non-private dwellings	207	99	1,407	8,739
Total occupied dwellings	32,484	12,612	473,451	1,570,698
<b>Number of households</b>				
2013	31,560	12,012	469,500	1,549,890
<b>Household composition: numbers</b>				
One-family household #	15,543	4,623	317,619	1,030,497
Two-family household #	480	81	24,612	47,433
Three or more family household#	36	0	2,430	3,588
Other multi-person household	5,010	2,619	23,580	72,384
One person household	9,324	4,119	86,547	355,242
Total households stated	30,396	11,442	454,782	1,509,144
<b>Household composition: %</b>				
One-family household	51.1	40.4	69.8	68.3
Two-family household	1.6	0.7	5.4	3.1
Three or more family household	0.1	0.0	0.5	0.2
Other multi-person household	16.5	22.9	5.2	4.8
One person household	30.7	36.0	19.0	23.5
Total households stated	100.0	100.0	100.0	100.0
<b>Median household income \$</b>				
	\$80,000	\$50,300	\$76,500	\$63,800
<b>Tenure: %</b>				
Dwelling owned or partly owned	23.4	13.6	46.0	49.9
Dwelling held in a family trust	15.7	5.8	15.4	14.8
Dwelling not owned and not held in a family trust	60.9	80.6	38.5	35.2
Total households stated	100.0	100.0	100.0	100.0

# With or without other people

Note that in line with Statistics New Zealand conventions, the calculation of percentages excludes 'not elsewhere included' responses.