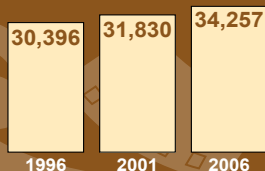


Population Growth



Otara ward

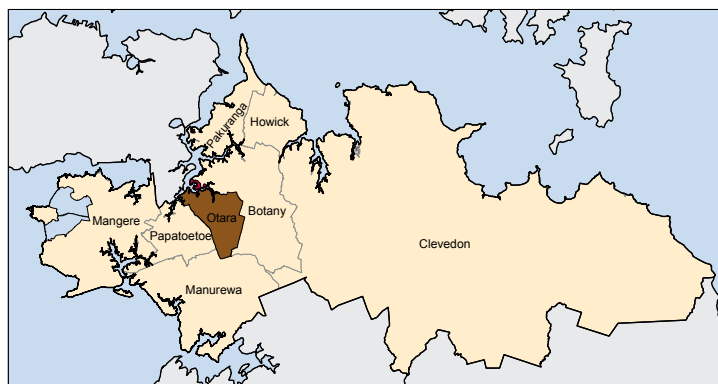
2006 Census Profile



Te Kaunihera o
MANUKAU
City Council

Adjacent to the Tamaki river, Otara was greatly prized by Maori for the rich fertile land. For this reason, many battles were fought amongst the local tribes for its possession. The main people in this area were the Aki Tai and Ngati Kahu tribes who lived on the volcanic cones of Green Mount (Matangi Nui), Smales Mount (Puke O Tara) and Redhill (Kiwiriki), and defended the area from Maori encroachment from the Thames region.

The first European settlers arrived in the East Tamaki district in the late 1840s. One of these early pioneers was The Reverend Gideon Smales, who, after having emigrated from England, served as a successful missionary in New Zealand. On his retirement, he went in search of a suitable area to live with his family. Being impressed with East Tamaki, he set about developing his 400-acre estate at Puke O Tara. He opened a quarry on the site and constructed all his buildings, barns and the historic St Johns Church from rock excavated from the quarry. The fertile land of Otara meant crops of wheat, oat and barley grew successfully. The produce was transported to the markets in Auckland by scows plying the Tamaki River. Later, after diseases ruined crop growth, most of the area was put into pasture, with much success. A group of local farmers banded together to form the East Tamaki Co-operative Dairy Company, and a factory was built for the processing of milk from the local herds. Otara did not begin to develop in an urban fashion until the 1950s, when a state housing project was initiated with the aim of constructing 4,500 houses for 20,000 residents within a ten-year time frame. These houses were aimed at the low income market and, coupled with a pro-immigration campaign, experienced a boom, as predominantly Maori and Pacific Island people moved to live in the subsidised housing estates, and work in



the surrounding industrial areas. By 1967, Otara had grown sufficiently to justify the development of a town centre. A major recent development has been The Botany Centre.

Statistical Highlights

The Otara Ward has the youngest population, with a median age of 24 years and with 40% of residents below 20 years of age. The Pacific Peoples ethnic group makes up 68% of Otara residents followed by 20% Maori, 13% European and 11% Asian. City-wide comparisons show Mangere to have the highest number of Christians. Although Otara has the highest number of workers in elementary occupations (28%), it also has the highest level of unemployment at 7% which attributes its lowest median personal income of \$19,200. Rental rates are the lowest in the City with one third of its rental properties being rented for under \$100 per week.

General footnotes: (1) This data 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. (2) "Total Responses" includes all of the people/households who stated or reported more than one response and has been counted in each applicable group. Therefore the total number of responses in the table will be greater than the total number of people/households.

Age Group		
	Number	%
0-4 Years	3,834	11
5-9 Years	3,798	11
10-14 Years	3,705	11
15-19 Years	3,345	10
20-24 Years	2,667	8
25-29 Years	2,457	7
30-34 Years	2,343	7
35-39 Years	2,466	7
40-44 Years	2,232	7
45-49 Years	1,854	5
50-54 Years	1,572	5
55-59 Years	1,272	4
60-64 Years	993	3
65 Years and Over	1,707	5
Total	34,257	
Median Age	24	

Religious Affiliation			
Total Responses	Number	%	
No Religion	3,672	11	
Buddhist	657	2	
Christian	21,750	63	
Hindu	825	2	
Islam/Muslim	297	1	
Judaism/ Jewish	12	0	
Māori Christian	1,056	3	
Spiritualism and New Age Religions	57	0	
Other Religions	360	1	
Not Elsewhere Included	6,372	19	
Total People	34,257		

Gender		
	Number	%
Male	16,545	48
Female	17,712	52
Total	34,257	

Personal Income		
	Number	%
\$5,000 or Less	3,528	15
\$5,001 - \$10,000	1,767	8
\$10,001 - \$20,000	3,438	15
\$20,001 - \$30,000	3,192	14
\$30,001 - \$50,000	4,161	18
\$50,001 or More	900	4
Not Stated	5,928	26
Total	22,914	
Median Personal Income	\$19,200	

Labour Force Status

	Number	%
Employed Full-time	9,171	40
Employed Part-time	2,085	9
Unemployed	1,506	7
Not in the Labour Force	8,460	37
Work and Labour Force Status Unidentifiable	1,689	7
Total	22,914	

Ethnicity

Total Responses	Number	%
European Ethnic Groups	4050	13
Māori Ethnic Group	6297	20
Pacific Peoples' Ethnic Groups	21567	68
Asian Ethnic Groups	3471	11
Middle Eastern, Latin American and African Ethnic Groups	147	0
Other Ethnic Groups	483	2
Total People	31605	

Telecommunications Access

Total Responses	Number	%
No Access to Telecommunication Systems	462	6
Access to a Cellphone/Mobile Phone	4,230	57
Access to a Telephone	5,274	71
Access to a Fax Machine	753	10
Access to the Internet	2,118	29
Not Elsewhere Included	813	11
Total Households	7,416	

Sources Of Personal Income

Total Responses	Number	%
Wages, Salary, Commissions, Bonuses, etc	10,779	47
Self-employment or Business	735	3
Interest, Dividends, Rent, Other Invest.	615	3
Payments from a Work Accident Insurer	168	1
NZ Superannuation or Veterans Pension	1,041	5
Other Super., Pensions, Annuities	201	1
Unemployment Benefit	1,359	6
Sickness Benefit	1,011	4
Domestic Purposes Benefit	1,434	6
Invalids Benefit	639	3
Student Allowance	567	2
Other Govt Benefits, Payments or Pension	810	4
Other Sources of Income	234	1
No Source of Income During That Time	2,394	10
Total People Stated	19,161	84
Not Stated	3,750	16
Total People	22,911	

Industry

ANZSIC 06 Divisions	Number	%
Agriculture, Forestry and Fishing	72	1
Mining	9	0
Manufacturing	2,595	23
Electricity, Gas, Water and Waste Services	63	1
Construction	639	6
Wholesale Trade	723	6
Retail Trade	885	8
Accommodation and Food Services	486	4
Transport, Postal and Warehousing	795	7
Information Media and Telecommunications	150	1
Financial and Insurance Services	318	3
Rental, Hiring and Real Estate Services	195	2
Professional, Scientific and Technical Services	381	3
Administrative and Support Services	453	4
Public Administration and Safety	276	2
Education and Training	525	5
Health Care and Social Assistance	630	6
Arts and Recreation Services	108	1
Other Services	291	3
Not Elsewhere Included	1,656	15
Total	11,256	

Occupation

NZSCO Major Group	Number	%
Legislators, Administrators and Managers	636	6
Professionals	699	6
Technicians and Associate Professionals	1,116	10
Clerks	1,413	13
Service and Sales Workers	1,191	11
Agriculture and Fishery Workers	108	1
Trades Workers	984	9
Plant and Machine Operators and Assemblers	1,911	17
Elementary Occupations (incl Residuals)	3,198	28
Total	11,256	

Employment Status

	Number	%
Paid Employee	9,513	85
Employer	153	1
Self-Employed and Without Employees	444	4
Unpaid Family Worker	114	1
Not Elsewhere Included	1,032	9
Total	11,256	

Tenure

	Number	%
Dwelling Owned or Partly Owned by Usual Resident(s)	2,229	30
Dwelling Not Owned by Usual Resident(s)	3,771	51
Dwelling Held in a Family Trust by Usual Resident(s)	402	5
Not Elsewhere Included	1,014	14
Total	7,416	

Weekly Rent Paid

	Number	%
Under \$50	111	3
\$50 - \$79	633	19
\$80 - \$99	381	11
\$100 - \$124	204	6
\$125 - \$149	126	4
\$150 - \$174	144	4
\$175 - \$199	180	5
\$200 - \$249	333	10
\$250 - \$299	576	17
\$300 - \$349	351	10
\$350 and Over	144	4
Not Elsewhere Included	177	5
Total	3,363	
Mean Weekly Rent	\$184	
Median Weekly Rent	\$173	

Household Income

	Number	%
\$20,000 or Less	735	10
\$20,001 - \$30,000	423	6
\$30,001 - \$50,000	861	12
\$50,001 - \$70,000	756	10
\$70,001 - \$100,000	780	11
\$100,001 or More	810	11
Not Stated	3,054	41
Total	7,416	
Median Household Income	\$54,300	

Highest Qualification Gained

	Number	%
No Qualification	7431	32
Level 1 Certificate Gained at School	2370	10
Level 2 Certificate Gained at School	1452	6
Level 3 or 4 Certificate Gained at School	984	4
Overseas Secondary School Qualification	2061	9
Level 1, 2 or 3 Certificate Gained Post-school	969	4
Level 4 Certificate Gained Post-school	924	4
Level 5 Diploma	480	2
Level 6 Diploma	471	2
Bachelor Degree and Level 7 Qualifications	708	3
Postgraduate and Honours Degrees	72	0
Masters Degree	102	0
Doctorate Degree	12	0
Not Elsewhere Included	4,881	21
Total	22,914	

Family Type

	Number	%
Couple without children	1,239	16
Couple with child(ren)	3,819	50
One parent with child(ren)	2,646	34
Total	7,704	