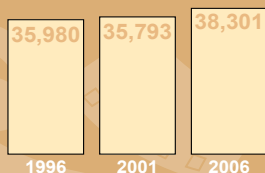


Population Growth



Pakuranga ward

2006 Census Profile



Te Kaunihera o
MANUKAU
City Council

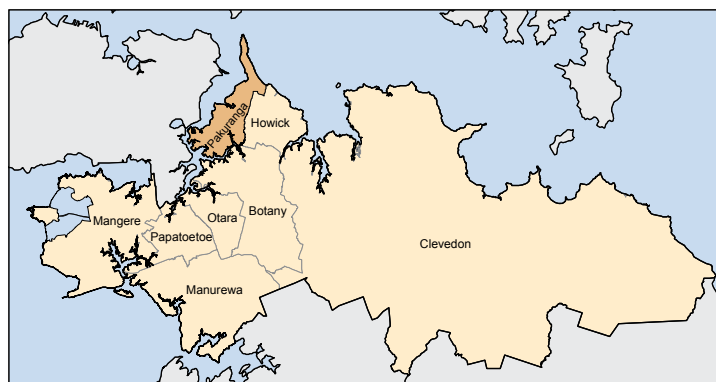
Originally occupied by the Ngai Tai people and known as 'Pakuranga rahihi', Pakuranga gained its name from a legend about a battle between the 'turehu' (night dwelling creatures) of Waitakere and Hunua, over an eloped maiden who would not be returned home. The battle raged fiercely near Pigeon Mountain, until the Hunua tohunga (priest) caused the sun to rise prematurely. The red-hot fiery rays caught the Waitakere turehu unexpectedly, causing them to perish. (It is said that the 'turehu' came out only at night and withdrew back to the forests before sunrise). Hence the name of the battleground - 'battle of the sun's rays', or Pakuranga, as we know it today.

The first European settlers to move to Pakuranga were the Fencibles from Howick. They established themselves in Pigeon Mountain and Bucklands Beach - feeling an affinity to a countryside that reminded them of 'home'; a fact reflected in the names of many of the areas in the new district - such as Bleak House, Butley Manors and Sorrel Hill.

Pakuranga developed into a rich farming district and few were more successful than the Maclean brothers. They farmed a large area stretching from Bucklands Beach to Butley Manor and across to Bleak House. Cattle, sheep, horses and pigs were bred, and many settlers were employed to help on the farm. Crops also flourished in the favourable growing conditions, with much of the produce being consumed by residents of nearby Howick. The surplus was sent to the markets in Auckland.

In 1866, in an attempt to improve travel from the eastern districts to the rest of Auckland, a bridge was built spanning the Tamaki River from Pakuranga to Panmure. This signalled the end of 15 years of service by a leaky punt that had previously ferried people, carts, stores and stock across the river. At the Pakuranga end, a swivel attachment allowed a 40-foot section of the bridge to open and permit large vessels up the river. The current Panmure Bridge was built in 1959.

From the 1860s to the 1940s there was limited development in Pakuranga. In 1947 the population was just 277, however from



the 1950s, Pakuranga began to change from a farming community into a residential suburb. In 1965 the Pakuranga Town Centre and Ti Rakau Drive were established. By the 1980s Pakuranga had virtually ceased to grow as very few green field sites were available for development, however a trend to infill housing has led to a slow population increase.

Today, people like the peaceful and relaxed lifestyle of Pakuranga with its clean, green environment and its close proximity to the sea, schools, shopping and other amenities. Lloyd Elsmore Park is seen to be a key asset for people to engage in leisure and sport activities.

Statistical Highlights

Since the 2001 count, Pakuranga's population has grown by 7% and has the second largest European and third largest Asian residency in Manukau City. The population is made up of Europeans (57%), Asian (30%), followed by Maori (6%) and Pacific Peoples (4%). Pakuranga's median age of 36 is 5 years higher than that of the city and they have the lowest number of young people aged below 20 years. They also have the highest proportion of elderly at 17%. There is a high level of home ownership with 70% of residents own, or hold in trust, their properties.

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	2,169	6
5-9 Years	2,496	7
10-14 Years	3,081	8
15-19 Years	3,324	9
20-24 Years	2,589	7
25-29 Years	2,091	5
30-34 Years	2,349	6
35-39 Years	2,976	8
40-44 Years	3,390	9
45-49 Years	2,865	7
50-54 Years	2,391	6
55-59 Years	2,271	6
60-64 Years	1,827	5
65 Years and Over	4,485	12
Total	38,301	
Median Age	36	

Religious Affiliation			
Total Responses	Number	%	
No Religion	12,612	33	
Buddhist	1,311	3	
Christian	18,342	48	
Hindu	1,326	3	
Islam/Muslim	726	2	
Judaism/ Jewish	90	0	
Māori Christian	174	0	
Spiritualism and New Age Religions	150	0	
Other Religions	654	2	
Not Elsewhere Included	3,657	10	
Total People	38,301		

Gender		
	Number	%
Male	18,843	49
Female	19,458	51
Total	38,301	

Personal Income		
	Number	%
\$5,000 or Less	5,061	17
\$5,001 - \$10,000	2,208	7
\$10,001 - \$20,000	4,740	16
\$20,001 - \$30,000	3,531	12
\$30,001 - \$50,000	6,726	22
\$50,001 or More	6,159	20
Not Stated	2,136	7
Total	30,558	
Median Personal Income	\$26,300	

Labour Force Status

	Number	%
Employed Full-time	14,919	49
Employed Part-time	4,365	14
Unemployed	972	3
Not in the Labour Force	9,837	32
Work and Labour Force Status Unidentifiable	462	2
Total	30,558	

Sources Of Personal Income

Total Responses	Number	%
Wages, Salary, Commissions, Bonuses, etc	17,400	57
Self-employment or Business	4,533	15
Interest, Dividends, Rent, Other Invest.	8,031	26
Payments from a Work Accident Insurer	255	1
NZ Superannuation or Veterans Pension	3,549	12
Other Super., Pensions, Annuities	798	3
Unemployment Benefit	618	2
Sickness Benefit	396	1
Domestic Purposes Benefit	492	2
Invalids Benefit	258	1
Student Allowance	789	3
Other Govt Benefits, Payments or Pension	918	3
Other Sources of Income	594	2
No Source of Income During That Time	2,844	9
Total People Stated	29,400	96
Not Stated	1,158	4
Total People	30,558	

Employment Status

	Number	%
Paid Employee	15,018	78
Employer	1,410	7
Self-Employed and Without Employees	2,286	12
Unpaid Family Worker	228	1
Not Elsewhere Included	342	2
Total	19,287	

Weekly Rent Paid

	Number	%
Less than \$100 Weekly	18	1
\$100 - \$199	66	2
\$200 - \$299	36	1
\$300 - \$399	45	2
\$400 - \$499	36	1
\$500 - \$599	54	2
\$600 - \$699	81	3
\$700 - \$799	255	9
\$800 - \$899	633	22
\$900 - \$999	795	27
\$1000 or More	834	29
Not Stated / Unidentifiable	63	2
Total	2,919	
Mean Weekly Rent (\$)	\$305	
Median Weekly Rent (\$)	\$301	

Ethnicity

Total Responses	Number	%
European Ethnic Groups	21306	57
Māori Ethnic Group	2253	6
Pacific Peoples' Ethnic Groups	1494	4
Asian Ethnic Groups	11391	30
Middle Eastern, Latin American and African Ethnic Groups	666	2
Other Ethnic Groups	3027	8
Total People	37371	

Industry

ANZSIC 06 Divisions	Number	%
Agriculture, Forestry and Fishing	81	0
Mining	15	0
Manufacturing	2,538	13
Electricity, Gas, Water and Waste Services	96	0
Construction	1,377	7
Wholesale Trade	1,845	10
Retail Trade	2,145	11
Accommodation and Food Services	909	5
Transport, Postal and Warehousing	897	5
Information Media and Telecommunications	390	2
Financial and Insurance Services	858	4
Rental, Hiring and Real Estate Services	594	3
Professional, Scientific and Technical Services	1,842	10
Administrative and Support Services	684	4
Public Administration and Safety	399	2
Education and Training	1,482	8
Health Care and Social Assistance	1,203	6
Arts and Recreation Services	273	1
Other Services	864	4
Not Elsewhere Included	795	4
Total	19,284	

Household Income

	Number	%
\$20,000 or Less	1,314	10
\$20,001 - \$30,000	1,044	8
\$30,001 - \$50,000	1,821	14
\$50,001 - \$70,000	1,659	13
\$70,001 - \$100,000	1,905	15
\$100,001 or More	3,180	25
Not Stated	1,815	14
Total	12,738	
Median Household Income	\$65,500	

Family Type

	Number	%
Couple without children	3,717	34
Couple with child(ren)	5,427	50
One parent with child(ren)	1,692	16
Total	10,836	

Telecommunications Access

Total Responses	Number	%
No Access to Telecommunication Systems	81	1
Access to a Cellphone/Mobile Phone	9,798	77
Access to a Telephone	12,069	95
Access to a Fax Machine	4,398	35
Access to the Internet	9,129	72
Not Elsewhere Included	276	2
Total Households	12,741	

Occupation

NZSCO Major Group	Number	%
Legislators, Administrators and Managers	3,633	19
Professionals	3,171	16
Technicians and Associate Professionals	2,733	14
Clerks	2,610	14
Service and Sales Workers	2,547	13
Agriculture and Fishery Workers	198	1
Trades Workers	1,677	9
Plant and Machine Operators and Assemblers	996	5
Elementary Occupations (incl Residuals)	1,725	9
Total	19,284	

Tenure

	Number	%
Dwelling Owned or Partly Owned by Usual Resident(s)	7,020	55
Dwelling Not Owned by Usual Resident(s)	3,357	26
Dwelling Held in a Family Trust by Usual Resident(s)	1,866	15
Not Elsewhere Included	498	4
Total	12,738	

Highest Qualification Gained

	Number	%
No Qualification	4734	15
Level 1 Certificate Gained at School	3258	11
Level 2 Certificate Gained at School	2391	8
Level 3 or 4 Certificate Gained at School	1839	6
Overseas Secondary School Qualification	3774	12
Level 1, 2 or 3 Certificate Gained Post-school	1182	4
Level 4 Certificate Gained Post-school	2760	9
Level 5 Diploma	1287	4
Level 6 Diploma	1659	5
Bachelor Degree and Level 7 Qualifications	4218	14
Postgraduate and Honours Degrees	501	2
Masters Degree	807	3
Doctorate Degree	120	0
Not Elsewhere Included	2,034	7
Total	30,558	