

**DEVONPORT  
PENINSULA TRUST**



Making Community Happen

# Profile Devonport Peninsula

By

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Prepared for Devonport Peninsula Trust

2015

## INTRODUCTION

This is a profile of the Devonport peninsula area\*. It will inform the Devonport Peninsula Trust's planning to best meet the needs of its community. It is also a useful document for anyone wishing to gain an overview of the community. The statistics for this profile are drawn from the 2013 Census and Auckland Council, with some comparison with the Devonport-Takapuna Local Board area and Auckland as a whole.

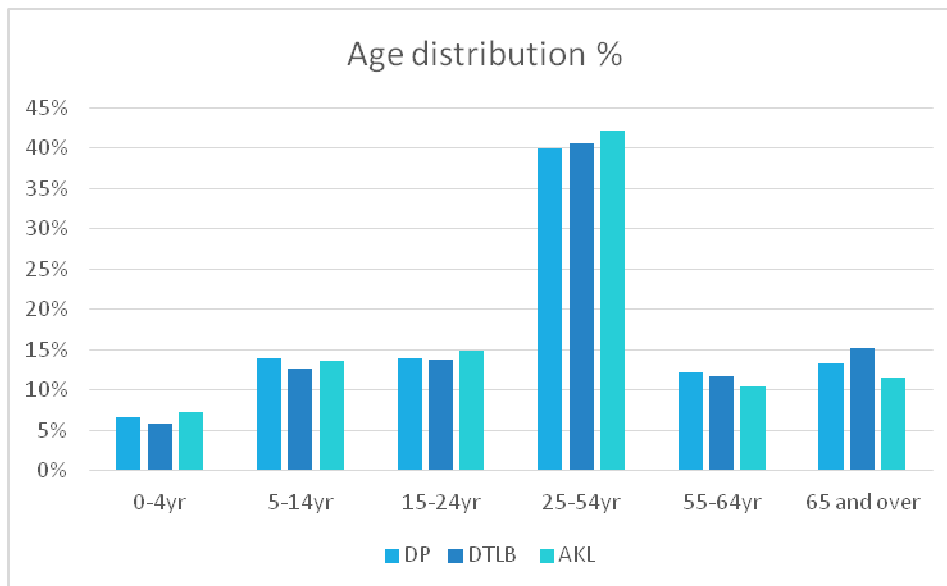
\*The Devonport Peninsula area is defined by the 6 Area Units (NZ Statistics CAU) of Hauraki, Seacliffe, Bayswater, Narrow Neck, Mt Victoria and Stanley Bay (from just north of Esmonde Rd to Stanley Point, Devonport Wharf and North Head).

## PEOPLE

### AGE

There are 23,067 people living in the area – 41.5% of the Devonport-Takapuna Local Board population.

20.6% of this population is under 15 years of age (DTLB 18.5%), 13.9% are aged between 15 and 24. 12.2% are between 55 and 64 (DTLB 11.8%, Auckland 10.4%). 13.3% are aged 65 and over (DTLB 15.3%, Auckland 11.5%).

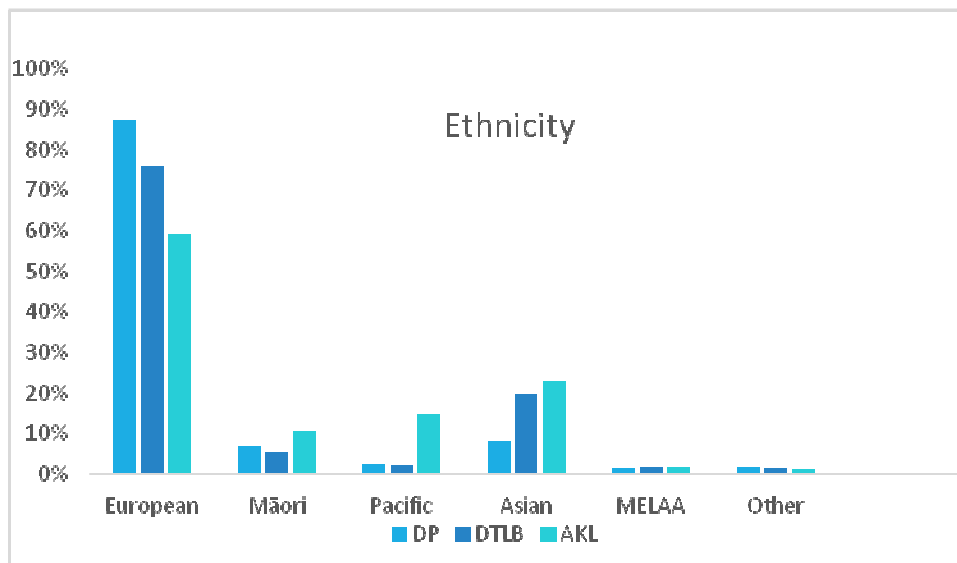


\*DP = Devonport Peninsula; DTLB = Devonport-Takapuna Local Board area; AKL = Auckland Council area

## ETHNICITY

87.4% of the population identifies as European, 6.8% Māori, 8% Asian, 2.4% Pacific peoples, 1.4% MELAA\* and 1.7% other. People may identify with more than one ethnicity. Devonport Peninsula is less diverse than the whole of Auckland.

\*Middle Eastern/Latin American/African



33.4% (DTLB 39.5%) of residents were born overseas. Of those born overseas, 43.8% have lived in New Zealand for less than 10 years.

## HOUSEHOLDS

### HOME OWNERSHIP

There were 8328 households on the Devonport Peninsula in 2013. Of those 45% own their own home (DTLB 44.9%), 30.7% are rented and 24.3% held in a family trust. On the Devonport Peninsula there are 90 Council housing households, 168 Housing NZ households and 189 other Government housing households.

Just over half (50.9%) of the residents have lived in their home for less than 5 years, 20.7% for under one year and 30.2% for 1-4 years.

## COMPOSITION

The majority of residents live in one family households (72.9%), while 21.3% live in one person households.

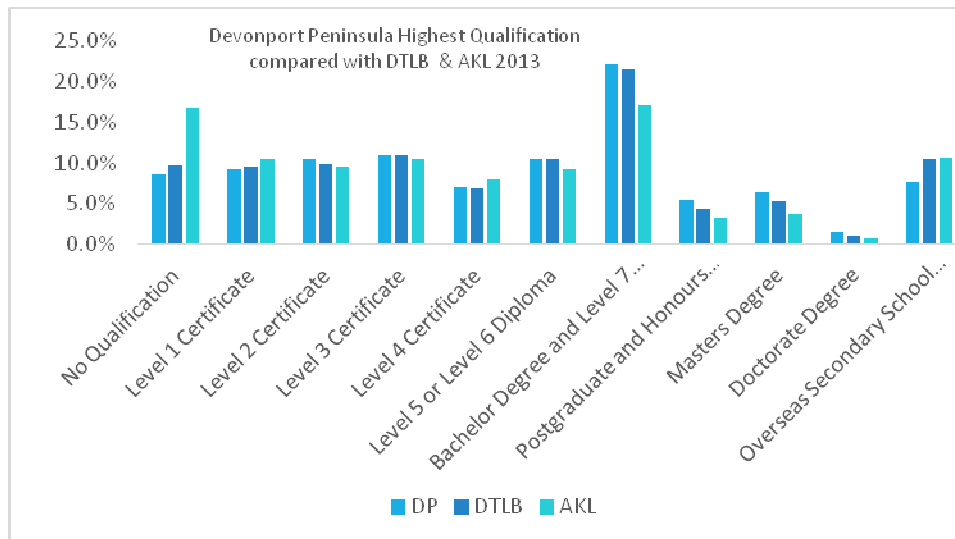
## CONNECTIVITY

87.6% of households have access to the internet. 87.2% have access to a mobile phone and 90.5% have a landline.

14.5% (DTLB 15.9%) of Devonport Peninsula households have 3 or more vehicles, 40% have 2 vehicles, 39.4% have one vehicle and 6.1% have no vehicle.

## QUALIFICATIONS

In 2013 a higher proportion of people aged 15 years and over on the Devonport Peninsula had post-secondary school qualifications than in the whole the Local Board area and all of Auckland. 22.2% of people living on the Devonport Peninsula have a Bachelor's degree, with 13.4% having a higher postgraduate degree. Just 8.6% had no qualifications compared with 16.8% with no qualifications in Auckland.



## EMPLOYMENT

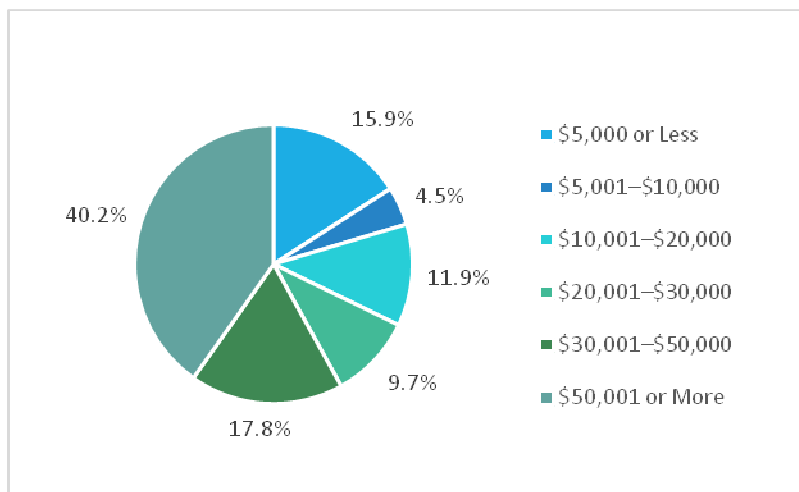
### EMPLOYMENT\*

	Devonport Peninsula	DTLB	Auckland
Full-time employment	51.0%	48.7%	48.5%
Part-time employment	15.7%	14.9%	13.0%
Unemployed	3.3%	3.7%	5.4%
Not in the Labour Force**	30.0%	32.7%	33.1%

\*15 years and over

## INCOME

### TOTAL PERSONAL INCOME\*



The median personal income is \$39,100 (DTLB \$35,300, AKL, \$26,900. With 40.2% earning \$50,000 or more, and 32.3% earning \$20,000 or less. The median household income is \$96,000, more than the DTLB average of \$85,700.

## SNAPSHOT

The Devonport Peninsula taken as a whole is pre-dominantly European, affluent and well-educated. Twenty per cent of the population is under 15 and over 13% are over 65.

However the area does have pockets of deprivation particularly around Bayswater/Belmont where the area's state housing is located. The area has clusters of pensioner housing mostly in Narrow Neck and Bayswater.

The challenge for the Devonport Peninsula Trust is to work with the assets of this community while recognising and meeting the needs of those who are not part of the pre-dominant groups.

Acknowledgements: This data comes from the 2013 Census, with assistance from RIMU, Auckland Council.

Disclaimer: All reasonable endeavours are made to ensure the accuracy of the information in this report. However the information is provided without warranties of any kind including accuracy, completeness, timeliness or fitness for any particular purpose.