



Population and dwellings

Number of people counted

- 885 people usually live in Long Bay. This is an increase of 114 people, or 14.8 percent, since the 2006 Census.
- Long Bay has less than one percent of Auckland's population.

Sex	Long Bay	Auckland
Male	435	687,492
Female	453	728,058
Total people	885	1,415,550

Source: Statistics New Zealand

Note: All figures are for the census usually resident population count.

Number of dwellings counted

- There are 303 occupied dwellings and 18 unoccupied dwellings in Long Bay.
- For Auckland as a whole, there are 473,451 occupied dwellings and 33,360 unoccupied dwellings.
- There are 9 dwellings under construction in Long Bay, and 2,817 under construction in Auckland.

Note: This time series is irregular. Because the 2011 Census was cancelled after the Canterbury earthquake on 22 February 2011, the gap between this census and the last one is seven years. The change in the data between 2006 and 2013 may be greater than in the usual five-year gap between censuses. Be careful when comparing trends.

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 text, tables and graphs. For areas with small populations, the data may not look as expected because of this rounding.

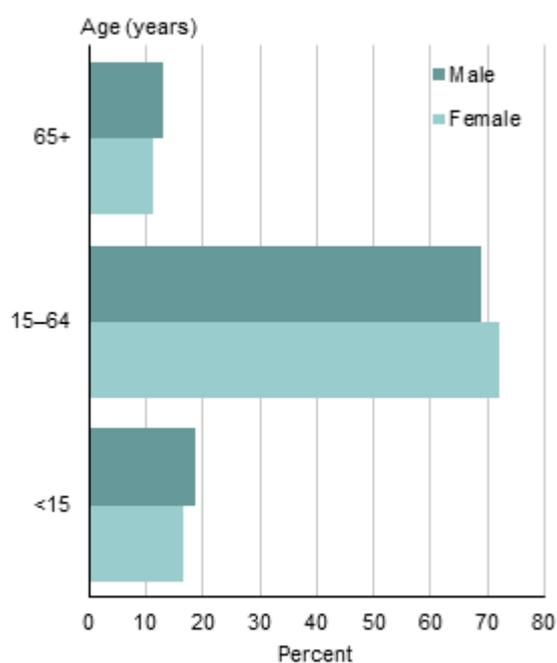
Age and sex

Total population

- The median age (half are younger, and half older, than this age) is 42.7 years for people in Long Bay. The median age in Auckland is 35.1 years.
- 12.2 percent of people in Long Bay are aged 65 years and over, compared with 11.5 percent of the total Auckland population.
- 18.0 percent of people are aged under 15 years in Long Bay, compared with 20.9 percent for all of Auckland.

Broad age group and sex of people

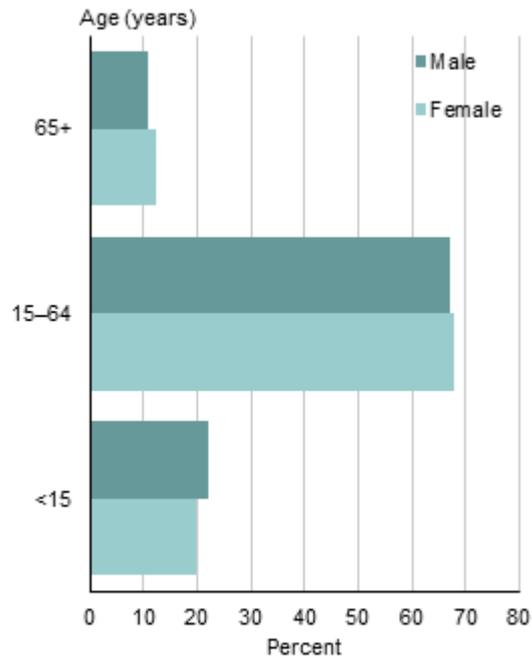
Long Bay
2013 Census



Source: Statistics New Zealand

Broad age group and sex of people

Auckland
2013 Census



Source: Statistics New Zealand

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Cultural diversity

Ethnic groups

- The most common ethnic group in Long Bay is European, compared with European for Auckland as a whole.

Ethnic groups in Long Bay and Auckland		
2013 Census		
Ethnic group ⁽¹⁾	Long Bay (percent)	Auckland (percent)
European	91.0	59.3
Māori	4.5	10.7
Pacific peoples	0.7	14.6
Asian	6.9	23.1
Middle Eastern, Latin American, African	1.4	1.9
Other ethnicity	1.4	1.2

1. Includes all people who stated each ethnic group, whether as their only ethnic group or as one of several. Where a person reported more than one ethnic group, they have been counted in each applicable group. As a result percentages do not add up to 100.

Source: Statistics New Zealand

Birthplace

- 40.1 percent of people in Long Bay were born overseas, compared with 39.1 percent for Auckland as a whole.
- For people born overseas who are now living in Long Bay, the most common birthplace was UK and Ireland, compared with Asia for people born overseas in all of Auckland.

Languages spoken

- After English, the next most common language spoken in Long Bay is Afrikaans, which was spoken by 3.8 percent of people. For Auckland as a whole, the most common language apart from English is Samoan, spoken by 4.4 percent of people.
- Less than one percent of people in Long Bay speak te reo Māori, compared with 2.3 percent of people for all of Auckland.
- New Zealand Sign Language is used by less than one percent of people in Long Bay, compared with less than one percent of people for all of Auckland.
- 81.3 percent of people in Long Bay speak only one language, compared with 69.4 percent of people for all of Auckland.

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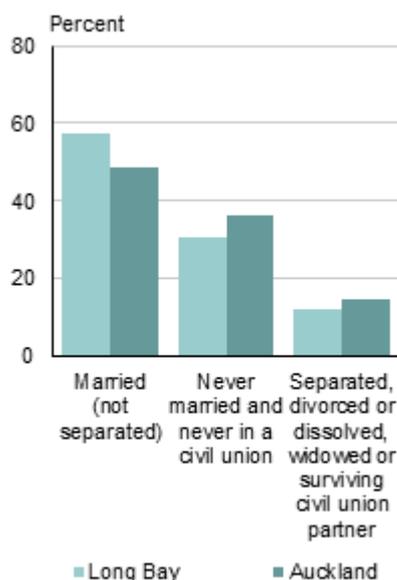
Relationship status

Total population aged 15 years and over

- 30.6 percent of people aged 15 years and over living in Long Bay have never married, 57.3 percent are married, and 12.1 percent are separated, divorced or widowed.
- 18.6 percent of people in Long Bay aged 15 years and over who have never been married live with a partner.

Legally registered relationship status for people aged 15 years and over

Long Bay and Auckland
2013 Census



Source: Statistics New Zealand

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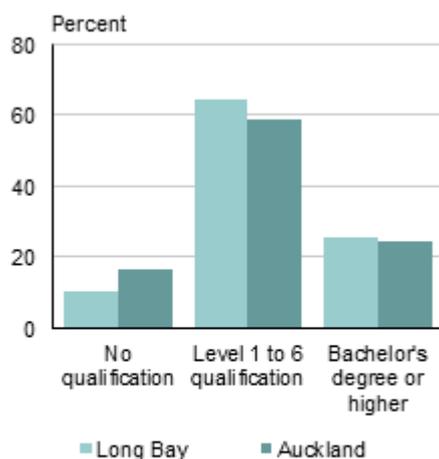
Qualifications

Total population aged 15 years and over

- 90.0 percent of people aged 15 years and over in Long Bay have a formal qualification, compared with 83.2 percent in Auckland.
- In Long Bay, 25.7 percent of people aged 15 years and over held a bachelor's degree or higher as their highest qualification, compared with 24.7 percent for Auckland as a whole.

Highest qualification for people aged 15 years and over

Long Bay and Auckland
2013 Census



Note: Level 1 to 6 qualification category includes level 1 to 4 certificates, level 5 and 6 diploma and overseas secondary school qualification.

Source: Statistics New Zealand

Note: Total population figures are for the census usually resident population count.

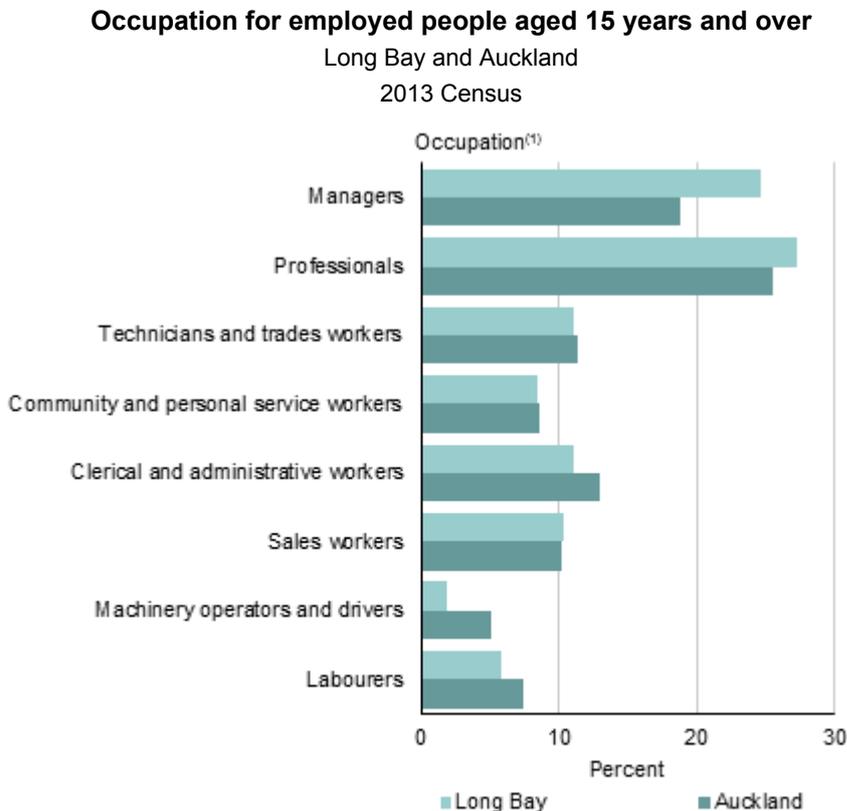
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Work

Total population aged 15 years and over

- The unemployment rate in Long Bay is 4.8 percent for people aged 15 years and over, compared with 8.1 percent for all of Auckland.
- The most common occupational group in Long Bay is 'professionals', and 'professionals' is the most common occupational group in Auckland.



1. Australian and New Zealand Standard Classification of Occupations (ANZSCO V1.1).
Source: Statistics New Zealand

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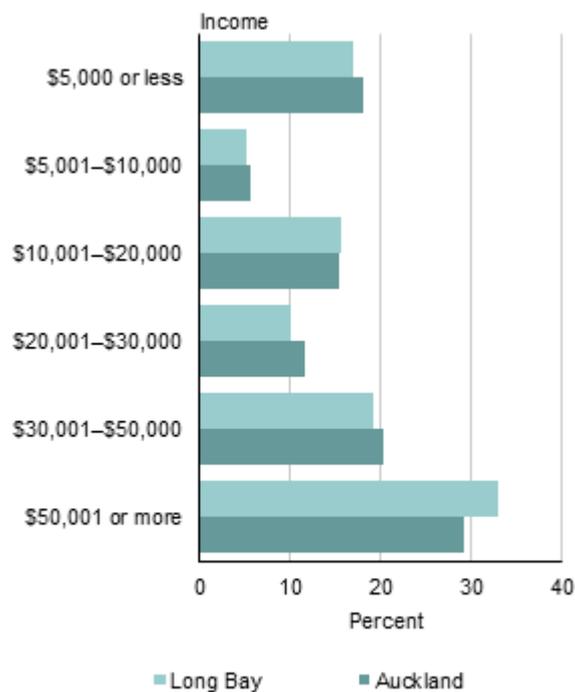
Income

Total population aged 15 years and over

- For people aged 15 years and over, the median income (half earn more, and half less, than this amount) in Long Bay is \$32,000. This compares with a median of \$29,600 for all of Auckland.
- 38.1 percent of people aged 15 years and over in Long Bay have an annual income of \$20,000 or less, compared with 39.0 percent of people for Auckland as a whole.
- In Long Bay, 32.9 percent of people aged 15 years and over have an annual income of more than \$50,000, compared with 29.2 percent of people in Auckland.

Total personal income for people aged 15 years and over

Long Bay and Auckland
2013 Census



Source: Statistics New Zealand

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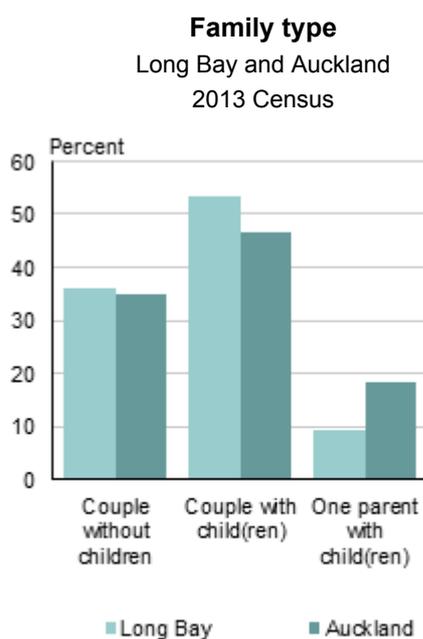
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Families

Family type

- Couples with children make up 53.5 percent of all families in Long Bay, while couples without children make up 36.0 percent of all families.
- In Auckland, couples with children make up 46.5 percent of all families, while couples without children make up 35.1 percent of all families.
- 9.3 percent of families in Long Bay are one parent with children families, while one parent with children families make up 18.4 percent of families for Auckland as a whole.



Source: Statistics New Zealand

Note: All figures are for families in occupied private dwellings.

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Households

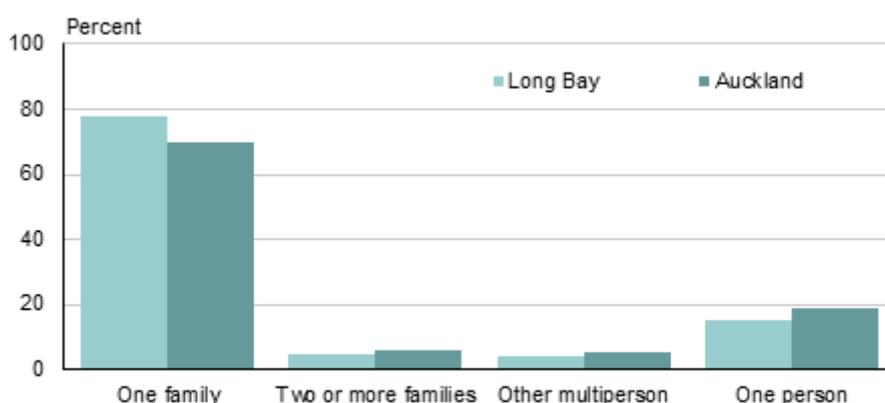
Household composition

- One-family households make up 77.8 percent of all households in Long Bay. For Auckland as a whole, one-family households make up 69.8 percent of all households.
- In Long Bay, there are 45 one-person households making up 15.2 percent of all households. In Auckland, one-person households make up 19.0 percent of all households.
- The average household size in Long Bay is 2.9 people, compared with an average of 3.0 people per household for all of Auckland.

Household composition

Long Bay and Auckland

2013 Census



Source: Statistics New Zealand

Note: All figures are for households in occupied private dwellings.

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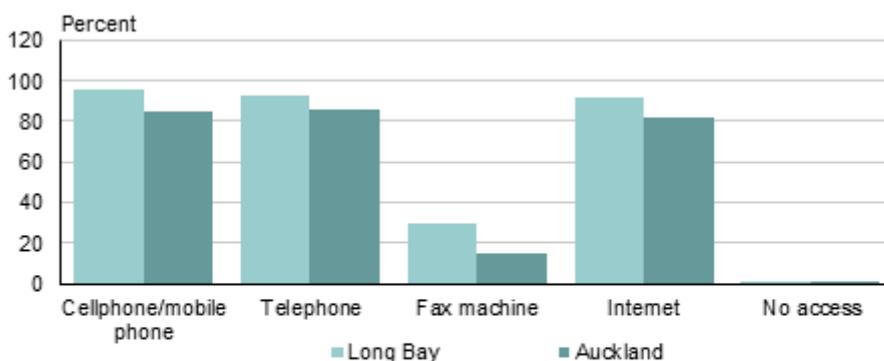
Phone, fax, and Internet

Access to phones, fax machines, and Internet

- 91.7 percent of households in Long Bay have access to the Internet, compared with 81.6 percent of households in Auckland.
- In Long Bay, 95.8 percent of households have access to a cellphone, compared with 84.8 percent of households for Auckland as a whole.

Access to phones, fax machines, and Internet

Long Bay and Auckland
2013 Census



Note: Households can access more than one type of telecommunication device. Therefore percentages do not add up to 100.
Source: Statistics New Zealand

Note: All figures are for households in occupied private dwellings.

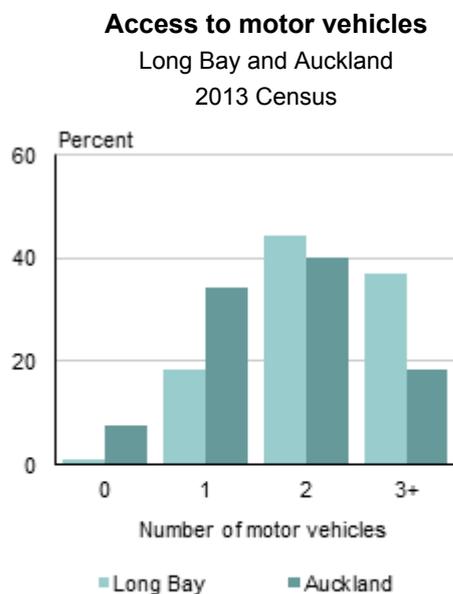
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Transport

Access to motor vehicles

- 37.1 percent of households in Long Bay have access to three or more motor vehicles, compared with 18.4 percent of all households in Auckland.



Note: Some percentages may be too small to show on graph.
Source: Statistics New Zealand

Note: All figures are for households in occupied private dwellings.

Some percentages may be too small to show on graph.

Main means of travel to work

- The most common means of travel to work on census day for people in Long Bay was driving a private car, truck or van (74.8 percent of people who travelled to work used this form of transport).
- This was followed by driving a company car, truck or van (16.0 percent) and passenger in a car, truck, van or company bus (3.4 percent).
- For Auckland as a whole, the most common means of travel to work was driving a private car, truck or van, followed by driving a company car, truck or van and public bus.

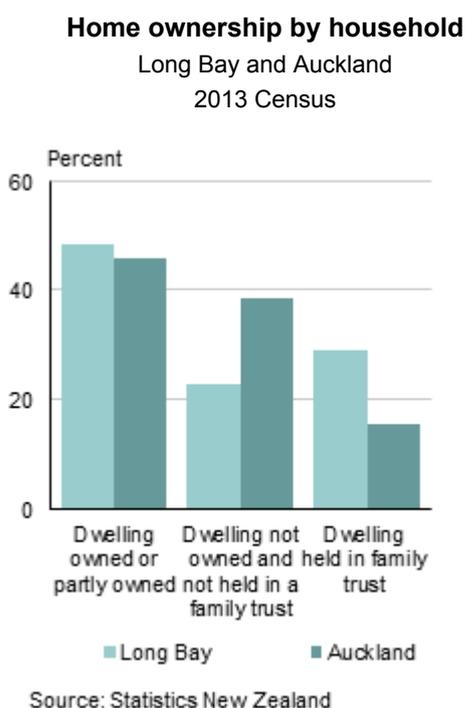
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Housing

Home ownership

- In Long Bay, 77.3 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For Auckland as a whole, 61.5 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For households in Long Bay who rented the dwelling that they lived in, the median weekly rent paid was \$350. This compared with \$350 for Auckland.



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Building consents

Building consent data for the year ended December 2013 showed that:

- The total number of building consents issued for dwellings, including apartments, in Long Bay was 56.
- The total number of building consents issued for apartments in Long Bay was 0.
- The total value of residential building work in Long Bay was \$26,234,444.
- The total value of non-residential building work in Long Bay was \$630,000.

Note: Building consent data is obtained from all accredited building consent authorities (ie territorial authorities) and is compiled if the building consent issued is valued over \$5000. See data quality information on building consents.

Business

Business demographics

Business demographic data for the year ended February 2013 showed that:

- There were 121 business locations (geographic units) in Long Bay compared with 163,582 for all of Auckland. This is no change from the year ended February 2006 for Long Bay.
- There were 250 paid employees in Long Bay compared with 650,440 for all of Auckland. This is a decrease of 0 percent from the year ended February 2006 for Long Bay.

Top five industries in Long Bay				
By employee count				
For year ended February 2013				
Industry (ANZSIC06) ⁽¹⁾	Long Bay		Auckland	
	Employee count	Percent of total employee count	Employee Count	Percent of total employee count
Education and training	200	80.0	54,170	8.3
Accommodation and food services	25	10.0	43,280	6.7
Construction	12	4.8	34,730	5.3
Professional, scientific and technical services	6	2.4	69,060	10.6
Retail trade	6	2.4	62,770	9.7

1. Australian and New Zealand Standard Industrial Classification 2006 (ANZSIC06 V1.0).

Note: Table may not show five industries as not all area units have five industries within their boundaries.

Some area units may have more than one industry with the same employee count but the table has been restricted to five industries.

Source: Statistics New Zealand

Note: Business demographic data is sourced from a register of economically significant businesses which is maintained by Statistics New Zealand. See data quality information on business demographics.

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