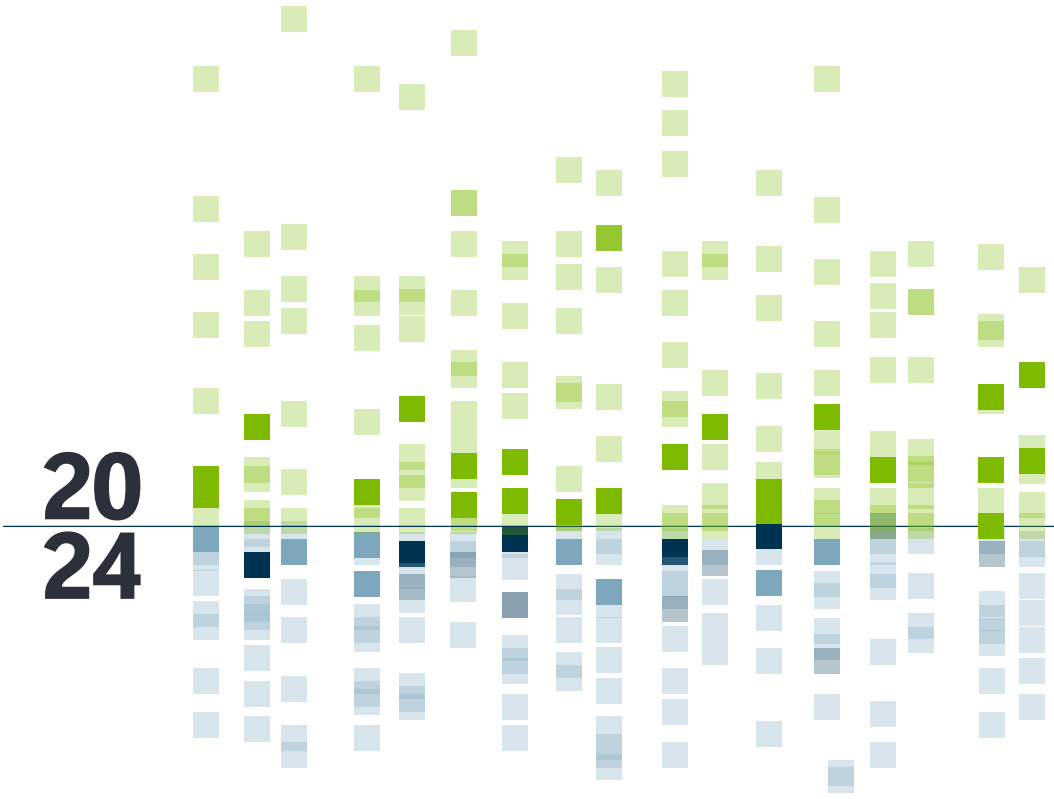
Infometrics

REGIONAL ECONOMIC PROFILE



2024

East Tāmaki

Contents

Economy

The New Zealand economy in 2024

Economic growth in New Zealand eased to 1.4%pa over the March 2024 year, following revised 3.5%pa growth in 2023. Record net migration of around 98,000 people drove growth locally as GDP per capita fell 1.1%pa over the year to March 2024. Activity in the global economy cooled as heightened interest rates began to rein in inflation stemming from stimulus during the pandemic, compounded by global geopolitical tensions.

Economic growth decelerated between March 2023 and March 2024 years in 9 out of 19 headline industries. The slow headline growth of 1.4%pa relative to the 5-year pre-pandemic average of 3.6%pa, combined with weakness across many sectors points to weak economic momentum. Health care and social assistance contributed about a third of the total increase in economic activity over the year to March 2024, growing at 5.5%pa. Agriculture, forestry and fishing, public administration and safety, and rental, hiring and real estate services industries were also major contributors to growth.

Manufacturing and retail trade were the largest moderators of economic growth, declining by 3.7%pa and 4.2%pa respectively over the year to March 2024. Wholesale trade and accommodation and food services also showed large declines. Despite the difficult trading environment, the New Zealand economy ended the year around 10% larger compared to the pre-pandemic.

How fast has East Tāmaki's economy grown?

Gross Domestic Product (GDP) is a fundamental economic indicator that measures the value added from the production of goods and services. This section presents estimates of GDP for East Tāmaki for the year to March 2022 and previous years. GDP is measured in 2024 prices.

Figure 1. Gross domestic product

Annual average % change, year to March 2024

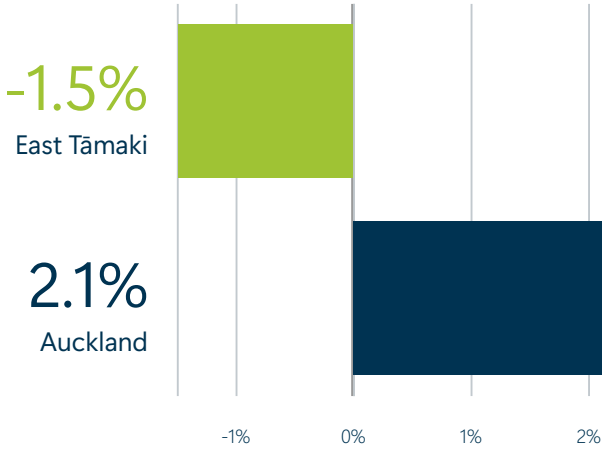
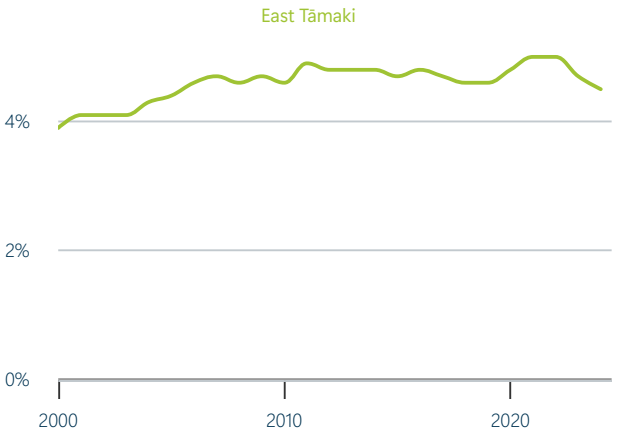


Figure 2. Gross domestic product

East Tāmaki share of Auckland, March years



Highlights

- GDP in East Tāmaki measured $7,225.1m in the year to March 2024, down 1.5% from a year earlier. Growth was lower than in Auckland (2.1%).
- Economic growth in East Tāmaki averaged 3.0%pa over the 10 years to 2024 compared with an average of 3.5%pa in Auckland.
- Growth in East Tāmaki reached a high of 10.2% in 2001 and a low of -3.0% in 2010.
- In the year to March 2024, East Tāmaki accounted for 4.5% of total GDP in Auckland, down from 4.7% in 2023.

Table 1. Gross domestic product

March years, 2024 prices

	East Tāmaki				Auckland		
Year	Level	% change (annual average)	Absolute change (annual average)	% of Auckland	Level	% change (annual average)	Absolute change (annual average)
2000	$2,875.6m			3.9%	$74,230.0m		
2005	$4,109.3m	7.4%	$247.0m	4.4%	$93,474.1m	4.7%	$3,849.0m
2010	$4,547.3m	2.0%	$88.0m	4.6%	$99,392.6m	1.2%	$1,184.0m
2015	$5,551.6m	4.1%	$201.0m	4.7%	$117,978.8m	3.5%	$3,717.0m
2020	$6,854.4m	4.3%	$261.0m	4.8%	$143,853.3m	4.0%	$5,175.0m
2021	$7,048.1m	2.8%	$193.7m	5.0%	$142,140.9m	-1.2%	-$1,712.4m
2022	$7,417.4m	5.2%	$369.3m	5.0%	$148,964.9m	4.8%	$6,824.0m
2023	$7,337.0m	-1.1%	-$80.4m	4.7%	$156,524.0m	5.1%	$7,559.1m
2024	$7,225.1m	-1.5%	-$111.9m	4.5%	$159,739.8m	2.1%	$3,215.8m

What is the industrial structure of East Tāmaki's economy?

This section shows how different industries contribute to the East Tāmaki economy. At the broadest level, we look at GDP in terms of primary industries, goods-producing industries, high-value services, other services, and other sectors. We also look at the contribution to GDP in terms of the more detailed 1-digit ANZSIC06 industries. Further information about the industrial classification is given in the Technical Notes at the end of the document.

Figure 3. Economic structure by broad sectors, 2024
% of total, year to March 2024

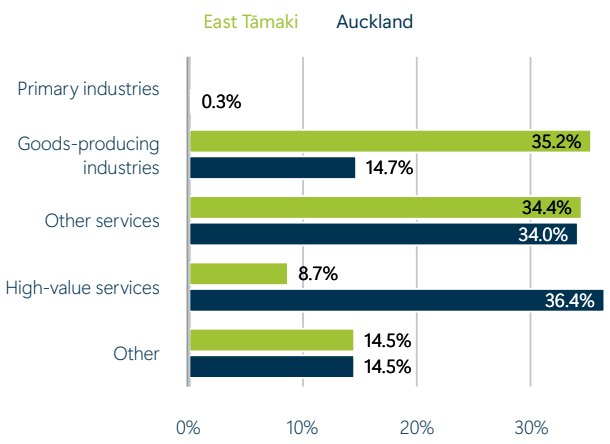
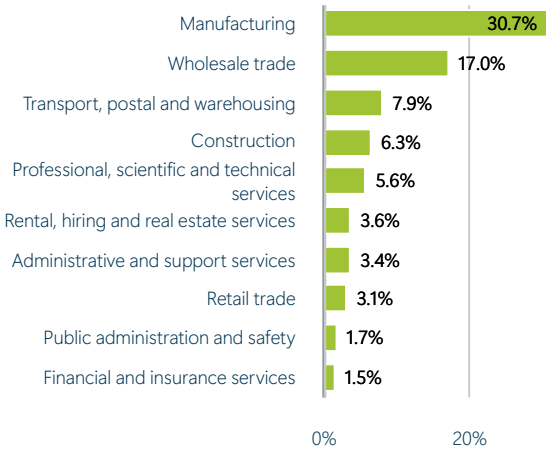


Figure 4. Ten largest ANZSIC Level 1 industries, 2024
% of total, year to March 2024



Highlights

- Among the broad economic sectors goods-producing industries accounted for the largest proportion of GDP (35.2%) in East Tāmaki, which was higher than in Auckland (14.7%).
- Goods-producing industries accounted for the second largest proportion in East Tāmaki (35.2%) compared with 14.7% in Auckland.
- Primary industries accounted for the smallest proportion in East Tāmaki (0.1%) compared with 0.3% in Auckland.

Table 2. Gross domestic product by industry, 2024

2024 prices, year to March 2024

ANZSIC Level 1 industries		East Tāmaki		Auckland	
Code	Name	Level	% of total	Level	% of total
C	Manufacturing	$2,215.5m	30.7%	$12,071.3m	7.6%
F	Wholesale trade	$1,228.0m	17.0%	$11,333.6m	7.1%
I	Transport, postal and warehousing	$568.5m	7.9%	$7,200.3m	4.5%
E	Construction	$455.5m	6.3%	$10,020.3m	6.3%
M	Professional, scientific and technical services	$404.6m	5.6%	$18,217.4m	11.4%
L	Rental, hiring and real estate services	$263.0m	3.6%	$10,705.1m	6.7%
N	Administrative and support services	$246.4m	3.4%	$3,821.1m	2.4%
G	Retail trade	$222.2m	3.1%	$7,734.3m	4.8%
O	Public administration and safety	$119.4m	1.7%	$4,918.9m	3.1%
K	Financial and insurance services	$109.2m	1.5%	$14,828.2m	9.3%
J	Information media and telecommunications	$102.6m	1.4%	$10,703.2m	6.7%
S	Other services	$82.6m	1.1%	$3,327.5m	2.1%
D	Electricity, gas, water and waste services	$69.3m	1.0%	$1,418.0m	0.9%
Q	Health care and social assistance	$43.0m	0.6%	$9,440.3m	5.9%
H	Accommodation and food services	$21.8m	0.3%	$2,678.6m	1.7%
P	Education and training	$19.6m	0.3%	$5,247.3m	3.3%
R	Arts and recreation services	$5.3m	0.1%	$2,394.4m	1.5%
A	Agriculture, forestry and fishing	$3.9m	0.1%	$425.4m	0.3%
B	Mining	$0.0m	0.0%	$36.7m	0.0%
	Owner-occupied property operation	$500.3m	6.9%	$11,122.9m	7.0%
	Unallocated	$544.0m	7.5%	$12,095.1m	7.6%
	Total	**$7,225.1m**	**100.0%**	**$159,739.8m**	**100.0%**

Which broad industries made the largest contribution to economic growth?

Although an industry may be growing rapidly, if it is small relative to a region's total economy, its contribution to overall GDP growth may also be small. This section, investigates which industries made the largest contribution to the overall growth of East Tāmaki's economy after taking into account their different respective relative sizes.

Figure 5. Top five industries, ANZSIC Level 1, 2023 - 2024

Absolute change in GDP, March years, 2024 prices

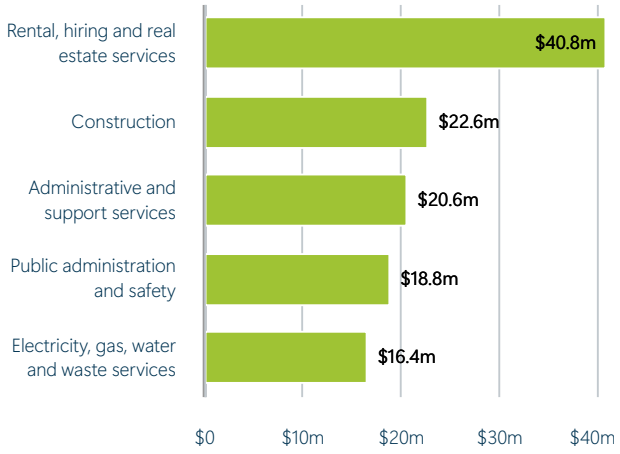
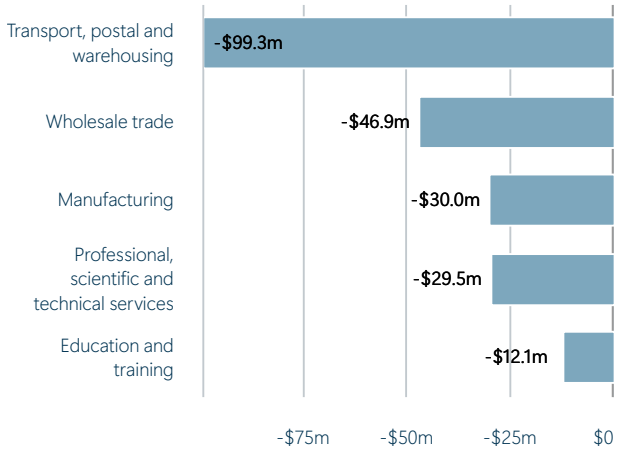


Figure 6. Bottom five industries, ANZSIC Level 1, 2023 - 2024

Absolute change in GDP, March years, 2024 prices



Highlights

- Rental, hiring and real estate services made the largest contribution to overall growth in East Tāmaki between 2023 and 2024. The industry grew by 18.4% over the period and contributed $40.8m to the district's total growth of -$111.9m.
- The next largest contributor was construction ($22.6m) followed by administrative and support services ($20.6m).
- The largest detractor from growth was transport, postal and warehousing which declined by $99.3m. Wholesale trade (-$46.9m) was the next largest detractor.

Table 3. ANZSIC Level 1 industries ranked by contribution to growth, 2023-2024

March years, 2024 prices

ANZSIC Level 1 industries	East Tāmaki				
Name	2023	2024	Absolute growth	% point contribution to growth	Annual growth
Rental, hiring and real estate services	$222.2m	$263.0m	$40.8m	0.55%	18.4%
Construction	$432.9m	$455.5m	$22.6m	0.30%	5.2%
Administrative and support services	$225.8m	$246.4m	$20.6m	0.28%	9.1%
Public administration and safety	$100.6m	$119.4m	$18.8m	0.25%	18.7%
Electricity, gas, water and waste services	$52.9m	$69.3m	$16.4m	0.22%	31.0%
Other services	$73.6m	$82.6m	$9.0m	0.12%	12.2%
Health care and social assistance	$40.8m	$43.0m	$2.2m	0.03%	5.4%
Agriculture, forestry and fishing	$2.2m	$3.9m	$1.7m	0.02%	77.3%
Mining	$0.0m	$0.0m	$0.0m	0.00%	0.0%
Arts and recreation services	$6.0m	$5.3m	-$0.7m	-0.01%	-11.7%
Accommodation and food services	$26.3m	$21.8m	-$4.5m	-0.06%	-17.1%
Information media and telecommunications	$109.8m	$102.6m	-$7.2m	-0.10%	-6.6%
Retail trade	$230.6m	$222.2m	-$8.4m	-0.11%	-3.6%
Financial and insurance services	$119.7m	$109.2m	-$10.5m	-0.14%	-8.8%
Education and training	$31.7m	$19.6m	-$12.1m	-0.16%	-38.2%
Professional, scientific and technical services	$434.1m	$404.6m	-$29.5m	-0.40%	-6.8%
Manufacturing	$2,245.5m	$2,215.5m	-$30.0m	-0.40%	-1.3%
Wholesale trade	$1,274.9m	$1,228.0m	-$46.9m	-0.63%	-3.7%
Transport, postal and warehousing	$667.8m	$568.5m	-$99.3m	-1.33%	-14.9%
Total	**$7,337.0m**	**$7,225.1m**	**-$111.9m**	**-1.50%**	**-1.5%**

In which industries does East Tāmaki have a comparative advantage?

A high concentration of certain industries in an area can be indicative of the area having a comparative advantage in these industries. Comparative advantage is an economy's ability to produce a particular good or service at a lower opportunity cost than its trading partners. This comparative advantage may be a result of the area's natural endowments, location, skill profile, or historical reasons. This section uses location quotients to identify what industries an area may have a comparative advantage in. An area has a location quotient larger than one when the share of that industry in the area's economy is greater than the share of the same industry in the national economy. The higher the quotient's value the greater the comparative advantage.

Figure 7. Location quotient for top 10 NZSIOC Level 3 industries, 2024

March years

Highlights

- The industries in which East Tāmaki has the largest comparative advantages are machinery and other equipment manufacturing (location quotient=11.4), petroleum and coal product manufacturing (9.5) and printing (4.7).

Business

How fast did the number of business units grow in East Tāmaki?

The number of businesses in an area is an indicator of the health of the economy. For example, growth in the number of businesses in an area reflects increased entrepreneurial activity and economic activity as entrepreneurs are prepared to take risks and start new ventures. This section shows East Tāmaki's recent performance in business unit growth.

Figure 8. Business unit growth, 2024

Annual average % change, as at February 2024

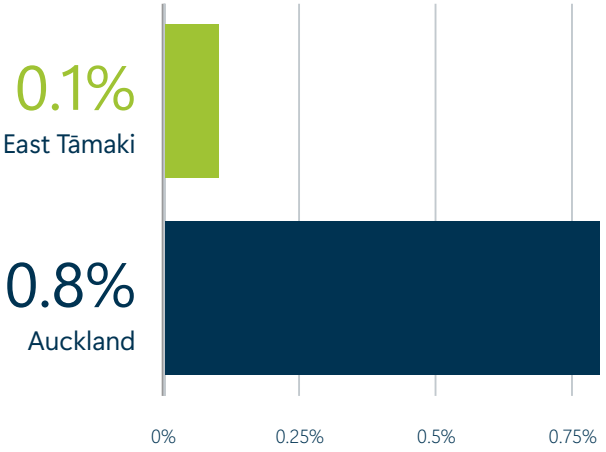
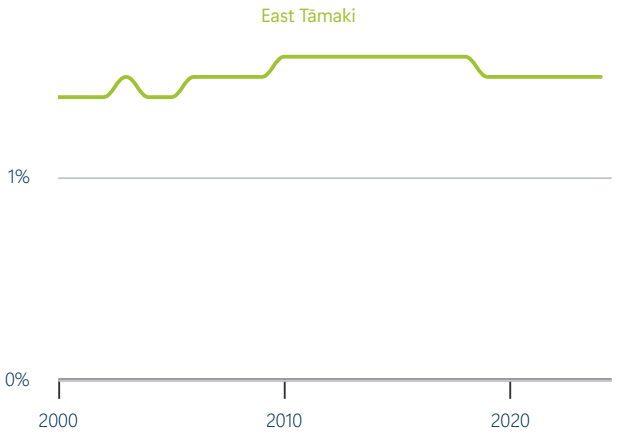


Figure 9. Business units

East Tāmaki share of Auckland, March years



Highlights

- Total business units in East Tāmaki measured 3,336 in February 2024, up 0.1% from a year earlier. Growth was lower than in Auckland (0.8%).
- Business units growth in East Tāmaki averaged 2.0%pa over the 10 years to 2024 compared with an average of 2.8%pa in Auckland.
- Business units growth in East Tāmaki reached a high of 7.8% in 2003 and a low of -0.9% in 2001.
- In the year to March 2024, East Tāmaki accounted for 1.5% of business numbers in Auckland, unchanged from 1.5% in 2023.

Table 4. Business unit growth

Geographic units, as at February 2024

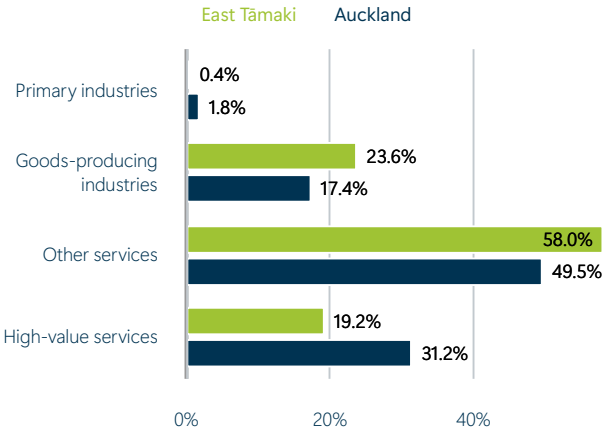
	East Tāmaki				Auckland		
Year	Level	% change (annual average)	Absolute change (annual average)	% of Auckland	Level	% change (annual average)	Absolute change (annual average)
2000	1,716			1.4%	123,168		
2005	2,127	4.4%	82	1.4%	149,628	4.0%	5,292
2010	2,532	3.5%	81	1.6%	161,076	1.5%	2,290
2015	2,841	2.3%	62	1.6%	179,562	2.2%	3,697
2020	3,132	2.0%	58	1.5%	207,252	2.9%	5,538
2021	3,195	2.0%	63	1.5%	209,844	1.3%	2,592
2022	3,303	3.4%	108	1.5%	220,854	5.2%	11,010
2023	3,333	0.9%	30	1.5%	225,519	2.1%	4,665
2024	3,336	0.1%	3	1.5%	227,379	0.8%	1,860

In which industries are businesses concentrated in East Tāmaki?

The number of business units in an area is determined by the industries in the region, their direct economic exposure and the typical size of business units within the industry. This section examines the composition of business units in East Tāmaki by broad industry categories and 1-digit ANZSIC06 industries.

Figure 10. Business units by broad sectors, 2024

% of total, as at February 2024



Highlights

- Among the broad economic sectors other services accounted for the largest proportion of business units (58.0%) in East Tāmaki, which was higher than in Auckland (49.5%).
- Goods-producing industries accounted for 23.6% in East Tāmaki compared with 17.4% in Auckland.
- Primary industries accounted for the smallest proportion in East Tāmaki (0.4%) compared with 1.8% in Auckland.

Table 5. Business units by industry, 2024

As at February 2024

ANZSIC Level 1 industries		East Tāmaki		Auckland	
Code	Name	Level	% of total	Level	% of total
L	Rental, hiring and real estate services	600	18.0%	48,204	21.2%
F	Wholesale trade	531	15.9%	9,513	4.2%
C	Manufacturing	447	13.4%	8,244	3.6%
E	Construction	321	9.6%	30,918	13.6%
G	Retail trade	288	8.6%	14,646	6.4%
K	Financial and insurance services	276	8.3%	20,049	8.8%
M	Professional, scientific and technical services	267	8.0%	31,830	14.0%
S	Other services	162	4.9%	10,164	4.5%
I	Transport, postal and warehousing	108	3.2%	7,257	3.2%
H	Accommodation and food services	96	2.9%	9,081	4.0%
N	Administrative and support services	75	2.3%	9,204	4.1%
Q	Health care and social assistance	57	1.7%	10,197	4.5%
P	Education and training	36	1.1%	4,296	1.9%
R	Arts and recreation services	21	0.6%	4,197	1.9%
J	Information media and telecommunications	18	0.5%	3,939	1.7%
D	Electricity, gas, water and waste services	15	0.5%	510	0.2%
A	Agriculture, forestry and fishing	12	0.4%	4,044	1.8%
O	Public administration and safety	12	0.4%	978	0.4%
B	Mining	3	0.1%	93	0.0%
	Total	**3,336**	**100.0%**	**227,379**	**100.0%**

Employment

How fast has employment grown in East Tāmaki?

Employment growth is an economic and social wellbeing indicator. As an economic indicator, positive employment growth shows that businesses in a region are confident in their activity and outlook to expand their workforce. Job creation provides new opportunities for the population in East Tāmaki to earn an income, contribute to the local economy, and choose how they live their lives.

Figure 11. Employment growth, 2024

Annual average % change, year to March 2024

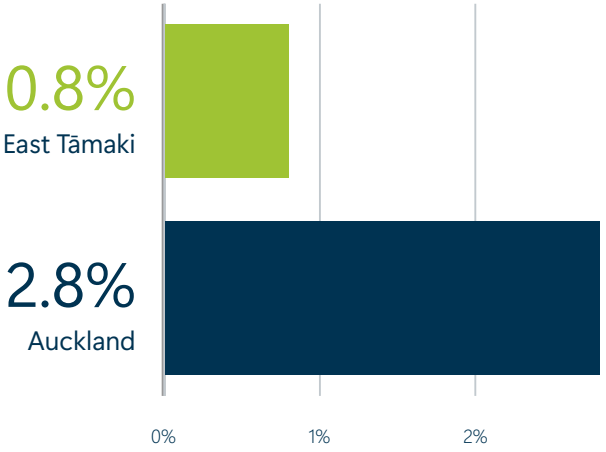
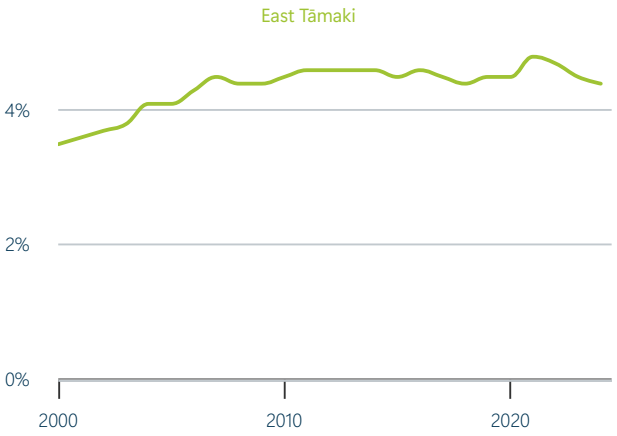


Figure 12. Employment growth

East Tāmaki share of Auckland, March years



Highlights

- Employment in East Tāmaki measured 43,757 in the year to March 2024, up 0.8% from a year earlier. Employment growth was lower than in Auckland (2.8%).
- Employment growth in East Tāmaki averaged 2.1%pa over the 10 years to 2024 compared with average employment growth of 2.7%pa in Auckland.
- Employment growth in East Tāmaki reached a high of 11.5% in 2004 and a low of -3.3% in 2023.
- In the year to March 2024, East Tāmaki accounted for 4.4% employment in Auckland, down from 4.5% in 2023.

Table 6. Employment

Filled jobs, March years

	East Tāmaki				Auckland		
Year	Level	% change (annual average)	Absolute change (annual average)	% of Auckland	Level	% change (annual average)	Absolute change (annual average)
2000	20,390			3.5%	576,261		
2005	27,782	6.4%	1,478	4.1%	677,676	3.3%	20,283
2010	31,659	2.6%	775	4.5%	707,954	0.9%	6,056
2015	35,933	2.6%	855	4.5%	791,040	2.2%	16,617
2020	41,816	3.1%	1,177	4.5%	924,857	3.2%	26,763
2021	44,070	5.4%	2,254	4.8%	922,368	-0.3%	-2,489
2022	44,919	1.9%	849	4.7%	948,877	2.9%	26,509
2023	43,426	-3.3%	-1,493	4.5%	971,252	2.4%	22,375
2024	43,757	0.8%	331	4.4%	998,080	2.8%	26,828

What is the industrial structure of employment in East Tāmaki?

This section shows the breakdown of East Tāmaki's employment at various levels of industrial disaggregation. At the broadest level total employment is broken down to primary industries, goods-producing industries, high-value services, and other services. We also break down employment to 1-digit industries of the ANZSIC06 classification.

Figure 13. Employment structure by broad sectors

Filled jobs, March years

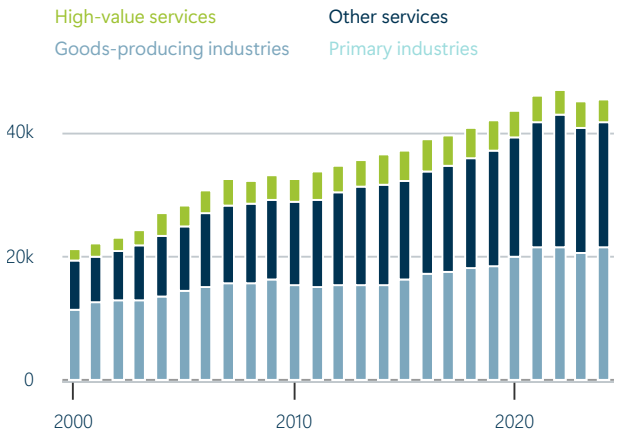
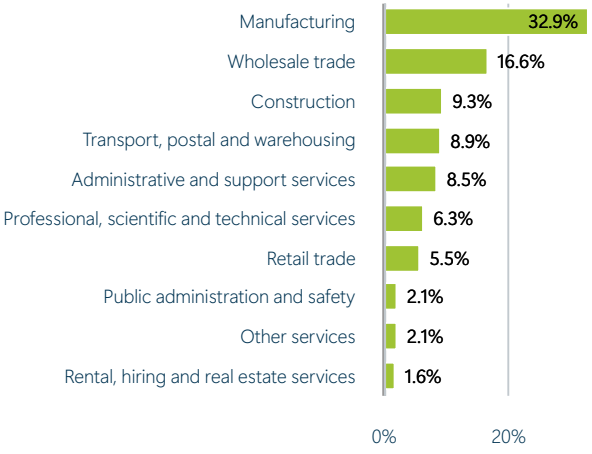


Figure 14. Ten largest ANZSIC Level 1 industries, 2024

% of total, year to March 2024



Highlights

- Among the broad economic sectors goods-producing industries accounted for the largest proportion of employment (48.9%) in East Tāmaki, which was higher than in Auckland (19.8%).
- Other services accounted for the second largest proportion of employment in East Tāmaki (46.5%) compared with 44.6% in Auckland.
- Primary industries accounted for the smallest proportion in East Tāmaki (0.3%) compared with 0.8% in Auckland.

Table 7. Employment by industry, 2024

Filled jobs, year to March 2024

ANZSIC Level 1 industries		East Tāmaki		Auckland	
Code	Name	Level	% of total	Level	% of total
C	Manufacturing	14,376	32.9%	84,487	8.5%
F	Wholesale trade	7,261	16.6%	67,008	6.7%
E	Construction	4,069	9.3%	107,198	10.7%
I	Transport, postal and warehousing	3,879	8.9%	47,281	4.7%
N	Administrative and support services	3,696	8.5%	57,310	5.7%
M	Professional, scientific and technical services	2,767	6.3%	124,592	12.5%
G	Retail trade	2,413	5.5%	87,246	8.7%
O	Public administration and safety	903	2.1%	39,743	4.0%
S	Other services	895	2.1%	36,044	3.6%
L	Rental, hiring and real estate services	716	1.6%	26,135	2.6%
D	Electricity, gas, water and waste services	666	1.5%	6,084	0.6%
H	Accommodation and food services	518	1.2%	63,517	6.4%
K	Financial and insurance services	420	1.0%	42,234	4.2%
Q	Health care and social assistance	416	1.0%	91,356	9.2%
J	Information media and telecommunications	360	0.8%	22,845	2.3%
P	Education and training	263	0.6%	70,268	7.0%
A	Agriculture, forestry and fishing	101	0.2%	7,512	0.8%
R	Arts and recreation services	37	0.1%	16,821	1.7%
B	Mining	0	0.0%	396	0.0%
	Total	**43,757**	**100.0%**	**998,080**	**100.0%**

Highlights

- Among the ANZSIC Level 1 industries, manufacturing was the largest employer in East Tāmaki in 2024 accounting for 32.9% of total employment.
- The second largest was wholesale trade (16.6%) followed by construction (9.3%).

Which industries have created the most jobs?

The number of people employment in an industry can change over time. These changes are largely driven by economic conditions, such as employer's perception of their future activity and their willingness and ability to create new jobs. In this section we look at which industries have grown and which industries have declined.

Figure 15. Top five employment creating industries, ANZSIC Level 1, 2023 - 2024

Absolute change in filled jobs, March years

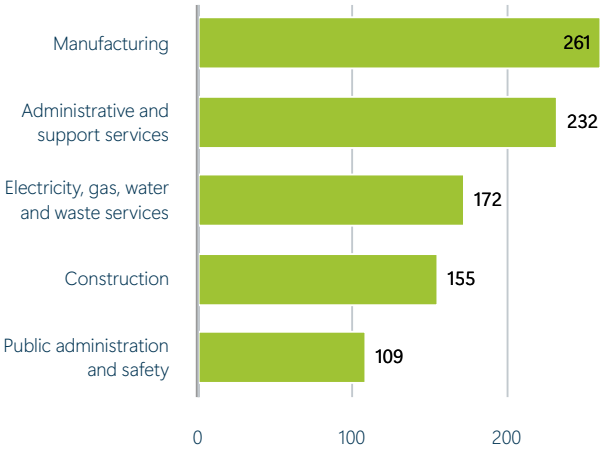
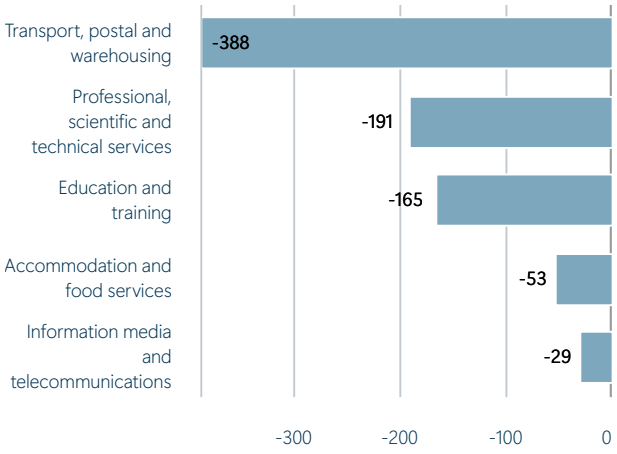


Figure 16. Bottom five employment creating industries, ANZSIC Level 1, 2023 - 2024

Absolute change in filled jobs, March years



Highlights

- Manufacturing made the largest contribution to employment growth in East Tāmaki between 2023 and 2024 with the industry adding 261 jobs.
- The next largest contributor to employment was administrative and support services (232 jobs) followed by electricity, gas, water and waste services (172 jobs).
- The largest detractor from growth over the year was transport, postal and warehousing which declined by 388.

Table 8. ANZSIC Level 1 industries ranked by contribution to employment growth, 2023-2024

Filled jobs, March years

ANZSIC Level 1 industries		East Tāmaki				
Code	Name	2023	2024	Absolute growth	% point contribution to growth	Annual growth
C	Manufacturing	14,115	14,376	261.0	0.63%	1.8%
N	Administrative and support services	3,464	3,696	232.0	0.56%	6.7%
D	Electricity, gas, water and waste services	494	666	172.0	0.42%	34.8%
E	Construction	3,914	4,069	155.0	0.37%	4.0%
O	Public administration and safety	794	903	109.0	0.26%	13.7%
F	Wholesale trade	7,175	7,261	86.0	0.21%	1.2%
S	Other services	829	895	66.0	0.16%	8.0%
L	Rental, hiring and real estate services	671	716	45.0	0.11%	6.7%
A	Agriculture, forestry and fishing	66	101	35.0	0.08%	53.0%
G	Retail trade	2,395	2,413	18.0	0.04%	0.8%
Q	Health care and social assistance	409	416	7.0	0.02%	1.7%
B	Mining	0	0	0.0	0.00%	0.0%
R	Arts and recreation services	43	37	-6.0	-0.01%	-14.0%
K	Financial and insurance services	445	420	-25.0	-0.06%	-5.6%
J	Information media and telecommunications	389	360	-29.0	-0.07%	-7.5%
H	Accommodation and food services	571	518	-53.0	-0.13%	-9.3%
P	Education and training	428	263	-165.0	-0.40%	-38.6%
M	Professional, scientific and technical services	2,958	2,767	-191.0	-0.46%	-6.5%
I	Transport, postal and warehousing	4,267	3,879	-388.0	-0.94%	-9.1%
	Total	**43,426**	**43,757**	**331.0**	**0.80%**	**0.8%**

Population

How fast has East Tāmaki's population grown?

Changes in an area's population are driven by two factors: natural increase (births minus deaths) and net migration (arrivals minus departures). A strong regional economy with plentiful job opportunities will help a region retain its population and attract new residents from other regions and abroad.

Figure 17. Population growth, 2024

Annual % change, year to 30 June 2024

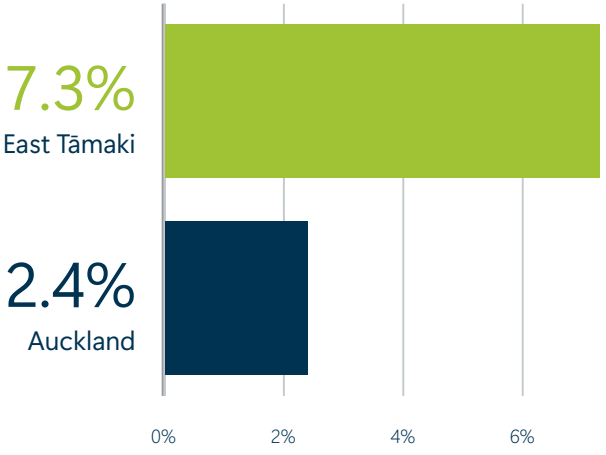
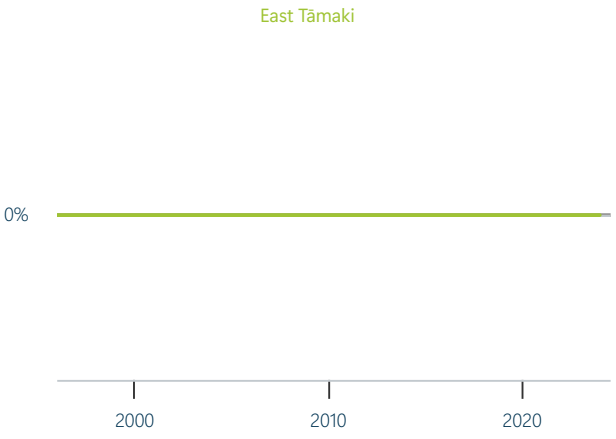


Figure 18. Population growth

East Tāmaki share of Auckland, March years



Highlights

- East Tāmaki's total population was 440 in 2024, up 7.3% from a year earlier. Total population grew by 2.4% in Auckland over the same period.
- Population growth in East Tāmaki averaged -3.5%pa over the 5 years to 2024 compared with 1.4%pa in Auckland.
- Since , growth in East Tāmaki reached a high of 60.0%pa in 2002 and a low of -20.0%pa in 1997.
- In the year to March 2024, East Tāmaki accounted for 0.0% of population in Auckland, unchanged from 0.0% in 2019.

Table 9. Population

People, as at 30 June

	East Tāmaki				Auckland		
Year	Level	% change (annual average)	Absolute change (annual average)	% of Auckland	Level	% change (annual average)	Absolute change (annual average)
2000	100			0.0%	1,201,500		
2005	280	22.9%	36	0.0%	1,348,900	2.3%	29,480
2010	370	5.7%	18	0.0%	1,439,600	1.3%	18,140
2015	500	6.2%	26	0.0%	1,552,800	1.5%	22,640
2020	500	0.0%	0	0.0%	1,712,000	2.0%	31,840
2021	470	-6.0%	-30	0.0%	1,704,000	-0.5%	-8,000
2022	430	-8.5%	-40	0.0%	1,694,400	-0.6%	-9,600
2023	410	-4.7%	-20	0.0%	1,755,200	3.6%	60,800
2024	440	7.3%	30	0.0%	1,797,300	2.4%	42,100

What is the age composition of East Tāmaki's population?

The age composition of an area's population has implications for the demand for services and facilities, as well as decisions regarding changes to property rates. For example, as a population ages, the demand for certain types of service and new facilities such as schools will decrease. Meanwhile, as a greater proportion of the population retires from work, sources of incomes change and there is likely to be an increase in demand for leisure and care-based facilities.

This section outlines the age composition of East Tāmaki's population by ten year age group. The dependency ratio, the number of under 15 year olds and over 65 year olds as a ratio of the rest of the population, is also provided.

Figure 19. Population by broad age group, 2024

% of total, as at 30 June

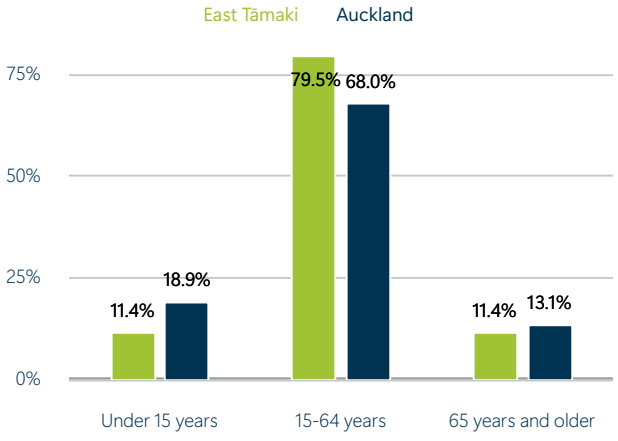
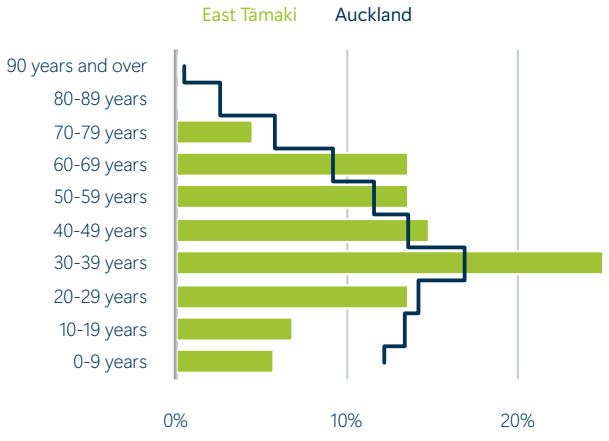


Figure 20. Population by 10-year age group, 2024

% of total, as at 30 June



Highlights

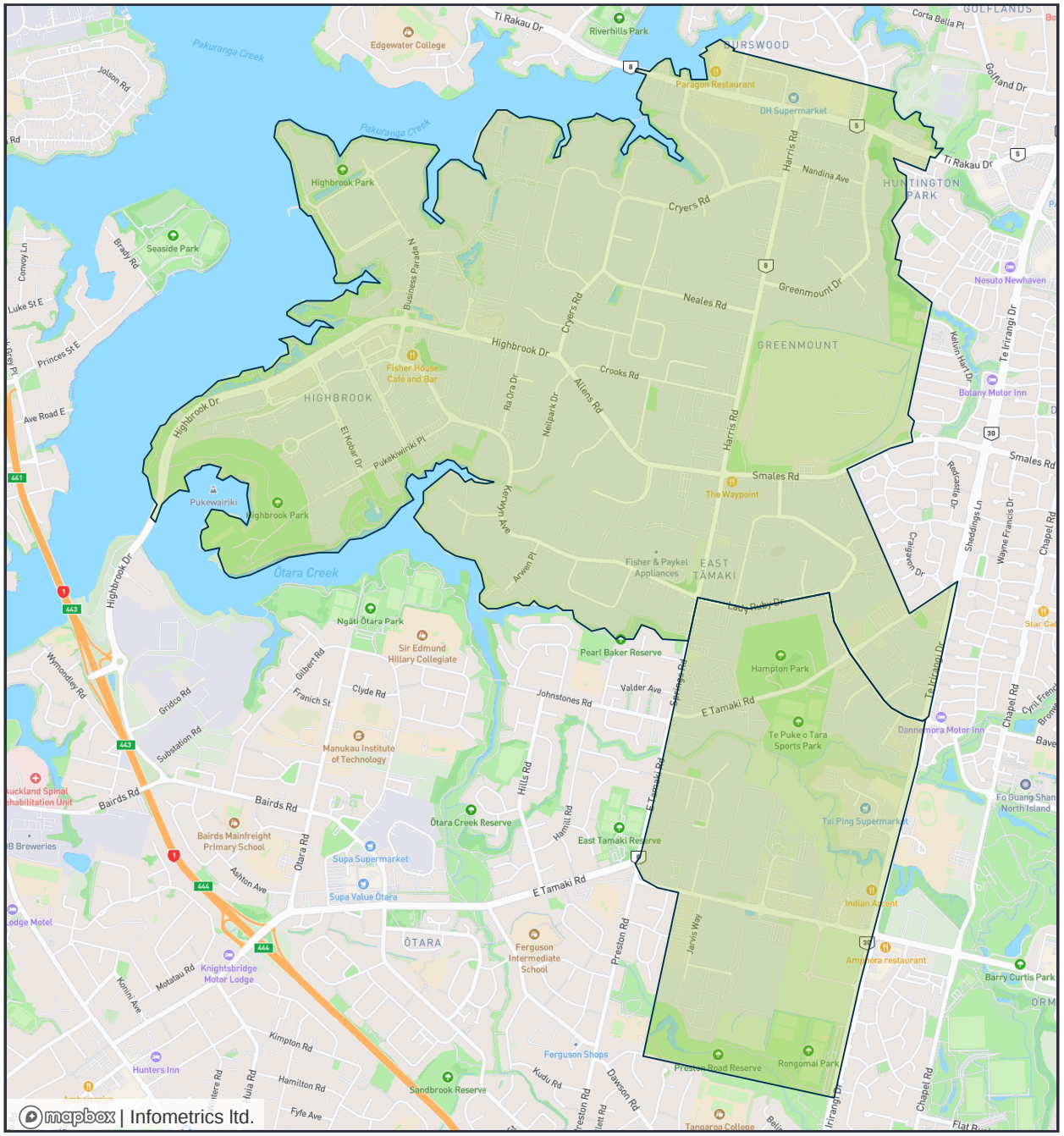
- In 2024, 79.5% of East Tāmaki's population was of working age (15-64). This proportion was higher than in Auckland (68.0%).
- The proportion of young people (0-14) was 11.4% in East Tāmaki. This proportion was lower than in Auckland (18.9%).
- The proportion of people 65 years and older was 11.4% in East Tāmaki. This proportion was lower than in Auckland (13.1%).
- Overall, the dependency ratio was 28.6% in East Tāmaki. This proportion was lower than in Auckland (47.0%).

Table 10. Age composition of the population, 2024

People, as at 30 June

	East Tāmaki		Auckland	
Age decade	**Level**	**% of total**	**Level**	**% of total**
0-9 years	25	5.7%	218,510	12.2%
10-19 years	30	6.8%	240,180	13.4%
20-29 years	60	13.6%	255,920	14.2%
30-39 years	110	25.0%	302,880	16.9%
40-49 years	65	14.8%	243,710	13.6%
50-59 years	60	13.6%	209,280	11.6%
60-69 years	60	13.6%	165,890	9.2%
70-79 years	20	4.5%	104,650	5.8%
80-89 years	0	0.0%	46,870	2.6%
90 years and over	0	0.0%	9,380	0.5%
Dependency ratio	28.6%		47.0%	
Total	**440**	**100.0%**	**1,797,300**	**100.0%**

Geography



Statistical Standard for Geographic Areas 2023 (SSGA23) boundaries from Stats NZ, licensed under CC BY 4.0. Boundary simplifications by Infometrics Ltd. Base map tiles from Mapbox, using data from OpenStreetMap, licensed under ODbL.

East Tāmaki is a custom area defined by 2 statistical area 2 geographic areas: Botany Junction and East Tamaki.

Technical notes

Average rent

Residential rents ($ per week) are sourced from monthly data provided by MBIE and averaged across each quarter or year using weighted geometric means. Rental data pertains to averages from data collected when bonds are lodged and does not control for specifications of the home (eg. size, number of bedrooms, age of home, etc).

Residential rents for Auckland Local Boards should be considered approximate, as rounding and confidentialisation in the source data from MBIE has a significant impact on the accuracy of these estimates.

Beneficiary numbers

Beneficiary numbers have been sourced from the Ministry of Social Development (MSD) and are shown as the average number of beneficiaries in each benefit category across each quarter for the current year. Benefit categories were changed in July 2013, and cannot be reconciled consistently with previous data, as a result decompositions of total beneficiaries are only provide from 2014 onwards.

Our data shows the four main benefit categories established and reported on since the 2013 category changes. These are Jobseeker Support, Supported Living, Sole Parent Support, and Other (which includes all other residual main benefits). Further details of the benefit categories can be found on MSD's website.

Beneficiary numbers for Aotea/Great Barrier and Waiheke Local Boards are set as zero due to the significant impact of confidentialisation and rounding in data from MSD.

Benefit dependency rate

The percentage of the working age population (15-64-year olds) that are receiving a main benefit. Data sourced from the Ministry of Social Development and Stats NZ, for March years.

Broad economic sectors

Primary industries extract or harvest products from the earth and include agriculture, forestry, fishing, and mining. Goods-producing industries produce manufactured and other processed goods and include manufacturing, electricity, gas and water, and construction. High-value services include knowledge intensive service industries. Other services include all service industries that are not knowledge intensive, such as retail trade, and food and accommodation services. 'Other' includes owner occupied property operation and unallocated activity.

Broad skill level

Highly skilled occupations typically require a bachelor degree or higher qualification and include professionals such as accountants, teachers, and engineers, as well as most managers such as chief executives. This category is consistent with skill level one of the Australia New Zealand Standard Classification of Occupations (ANZSCO).

Medium-high skilled occupations typically require an NZ Register Diploma, an Associate Degree or Advanced Diploma. The category includes some managers (such as retail managers) and technicians (such as architectural draftspersons, ICT support technicians and dental hygienists). This category is consistent with skill level two of the ANZSCO classification.

Medium skilled occupations typically require an NZ Register Level 4 qualification. The category includes tradespersons (such as motor mechanics), skilled service workers (such as firefighters), as well as skilled clerical and sales workers (such as legal secretaries and estate agents). This category is consistent with skill level three of the ANZSCO classification.

Low skilled occupations typically require an NZ Register Level 3 qualification or lower. It includes a range of lower skilled occupations from general clerks, caregivers, and sales assistants, through to cleaners and labourers. This category is consistent with skill level four and five of the ANZSCO classification.

Business units

Data on the number of businesses is sourced from the Business Demography statistics from Stats NZ. Businesses are measured by geographic units, which represent a business location engaged in one, or predominantly one, kind of economic activity at a single physical site or base (eg a factory, a farm, a shop, an office, etc). All non-trading or dormant enterprises, as well as enterprises outside of New Zealand, are excluded from business demography statistics.

The number of business units is based on a snapshot as at February each year.

A significant number of enterprises are recorded as having zero employment. Enterprises in the zero employee count size category may have:

- working owners who do not draw a wage from their business
- labour provided by other businesses or contractors
- labour provided by other businesses or contractors

Only business units that are economically significant enterprises are included. To be regarded as economically significant they must meet at least one of the following criteria:

- annual expenses or sales subject to GST of more than $30,000
- 12-month rolling mean employee count of greater than three
- part of a group of enterprises
- registered for GST and involved in agriculture or forestry
- over $40,000 of income recorded in the IR10 annual tax return (this includes some units in residential property leasing and rental).

Dependency ratio

The dependency ratio is the number of under 15-year olds and over 65-year olds as a ratio of the rest of the population (working age). Population data is sourced from Stats NZ, and is for June years.

Earnings

Earnings data comes from the quarterly Linked Employer Employee Data (LEED) published by Stats NZ. LEED publishes the mean earnings of full quarter jobs for each quarter. Full quarter jobs may include full time and part time jobs. Earnings include overtime and lump sum payments. We sum the mean earnings for the four quarters making up the year to arrive at an estimate of average annual earnings.

Employment by occupation

Employment in each industry is converted to occupational employment using the relationship between industry and occupational employment observed in various Population Censuses. The Population Census measures the occupational composition of employment in each industry and how this changes over time. Occupations conform to the categories used in the Australian New Zealand Standard Classification of Occupations (ANZSCO).

Employment: total and by industry

Employment is measured as an average of the four quarters making up each year. The unit of measurement is filled jobs, based on work place address.

Regional employment numbers are from the Infometrics Regional Industry Employment Model (RIEM). The model draws heavily on quarterly and annual Linked Employer Employee Data (LEED) published by Stats NZ. RIEM differs from data from Business Demography (BD) in that it is a quarterly series (BD is annual) and it includes both employees and self-employed, whereas BD only includes employees.

Employment for SA2s and other small areas is estimated by Infometrics, breaking down the values for each territorial authority (TA) using Business Demography data.

Industrial classification is explained below.

Exports

Due to a lack of regional-specific data on exports Infometrics uses a modelling approach to estimate exports by territorial authority. Goods exports and service exports are modelled separately. All export estimates are measured in current prices.

The main assumption for modelling goods exports is that the industries in each territorial authority have the same export characteristics as the national economy, i.e. their export orientation (export / gross output ratio) is the same as the national average.

The assumptions for modelling services exports are more complex. For services which are extensively used by tourists (e.g. accommodation and food services) estimates of expenditure by international tourists are used to allocate exports across territorial authorities. For other services, the same approach for allocating goods across territorial authorities is used.

GDP per capita

GDP per capita income is calculated by dividing the area's GDP by the number of persons resident in the area. GDP can be generated by people living in other areas. The area's GDP is estimated by Infometrics while the number of persons is Stats NZ's Estimated Resident Population (ERP). GDP per capita is measured in 2024 prices.

Gross domestic product (GDP)

Gross Domestic Product (GDP) measures the value economic units add to their inputs. It should not be confused with revenue or turnover.

Total GDP is calculated by summing the value added to all goods and services for final consumption - ie it does not include the value added to goods and services used as intermediate inputs for the production of other goods as this would result in double counting.

GDP for each territorial authority (TA) is estimated by Infometrics. A top-down approach breaks national production-based GDP for each industry (published by Stats NZ) down to TA level by applying TA shares to the national total. Each TA's share of industry output is based on the share of employment measured in the Linked Employer Employee Data (LEED), which is, in turn, based on taxation data. Our estimates are benchmarked on regional GDP published by Stats NZ which ensures we capture differences in regional industry productivity and changes in productivity over time. In the 2022 GDP estimates we incorporate Infometrics' estimates of the proportions of industries in each territorial authority which were able to operate under each COVID-19 alert level to capture the economic impacts of the pandemic.

GDP for SA2s and other small areas is estimated by Infometrics, breaking down the estimates for each TA using Business Demography data.

Herfindahl-Hirschman (HH) Index

Economic diversity within New Zealand's regions is measured using the normalised Herfindahl-Hirschman (HH) Index, a common measure of economic concentration or diversity.

The basic HH Index is calculated by squaring the percentage share of regional GDP of each industry (at 54 industry level) and adding these together, resulting in a range from 185.2 to 10,000. These numbers are normalised by subtracting 185.2 and dividing by 53/54. The normalised HH Index can range from zero (a highly diversified economy with activity spread evenly across all 54 industries) to 10,000 (a totally concentrated economy focused exclusively on a single industry). As the whole of the country will usually be more diverse than individual regions, we use the average of the 66 territorial authorities for the New Zealand number.

While the HH Index is a useful measure of economic diversity within a regional or TA, it can fail to fully account for the complexities within regional economies. For this reason, the HH Index measure of economic diversity should be evaluated in conjunction with a detailed industry-level breakdown of regional economies.

House values

House values (dollar value) are sourced from CoreLogic. The level is the average for 12 months.

Household income

In 2024 we revised our methodology for estimating household incomes to incorporate new data sources. Previously we relied heavily on Stats NZ's LEED-Annual for historical income estimates, however, we have since uncovered a number of issues with how regional incomes are distributed to territorial authorities within some regions.

Previously, we eschewed Census data, due to its tendency to under-report incomes, due to challenge of accurately recollecting incomes when filling out a Census form. Stats NZ have started producing the Administrative Population Census (APC) which draws upon tax data to more completely record incomes, partially overcoming the problem of Census data. In light of the issues with LEED-Annual at a territorial authority level, we now use APC data to indicate each territorial authority's share of regional income. The APC still underestimates incomes, but is a reliable indicator of relative incomes.

These changes have resulted in historical revisions of our household income and housing affordability estimates for many areas, however, we expect future revisions to be minimal. We always recommend that you download a complete time series if looking to compare changes over time.

Industrial classification

This profile uses industry categories from the 2006 Australia New Zealand Standard Industrial Classification (ANZSIC). The ANZSIC is a hierarchical classification with four levels, namely divisions (the broadest level also referred to as 1-digit categories), subdivisions (3-digit), groups (4-digit) and classes (7-digit).There are approximately 500 7-digit industries.

This profile also uses the New Zealand Standard Industrial Output Classfication (NZSIOC). We present data at Level 3 of the classification which has 54 industries.

Knowledge intensive employment

Knowledge intensive employment is measured as employment in industries (measured at the 7-digit industry level) which are defined as knowledge intensive.

Knowledge intensive industries

Knowledge-intensive industries are industries that satisfy two basic criteria: At least 25 per cent of the workforce must be qualified to degree level and at least 30 per cent of the workforce must be employed in professional, managerial, as well as scientific and technical occupations.

Māori and Pacific Peoples industry and occupational employment

Infometrics models Māori and Pacific Peoples industry and occupational employment data by drawing on detailed data from the Census, Household Labour Force Survey (HLFS) as well as the Infometrics Regional Employment Industry Model (REIM) and the Infometrics Regional Industry-Occupational matrix. Employment is measured at the place of work.

Owner occupied property operation

Owner-occupied property operation represents the economic services that a house-owner gets from living in their house, equivalent to a tenant renting a house.

Per capita income

Per capita income is estimated by dividing total household-income by the number of persons resident in the area. Total household income is estimated by Infometrics.

Population

The population numbers presented in this profile are based on Stats NZ's Estimated Resident Population (ERP). The ERP is an estimate of all people who usually live in an area at a given date. Visitors from elsewhere in New Zealand or from overseas are excluded.

The ERP is not directly comparable with the census usually resident population count because of a number of adjustments. The ERP at 30 June 2018 is based on the 2018 census usually resident population count, adjusted for:

- net census undercount (based on the 2018 Post-enumeration Survey)
- residents temporarily overseas on census night
- births, deaths, and net migration between census night and the date of the estimate
- reconciliation with demographic estimates at ages 0–9 years.

Annual regional Māori and Pacific Peoples population is modelled by Infometrics using Stats NZ's national annual estimates and Census.

Prices

In this profile, we present all GDP estimates in constant 2024 prices. GDP presented in constant prices is sometimes referred to as real GDP. By using constant prices we remove the distractionary effect of inflation. It enables us to meaningfully compare GDP from one year to the next.

Productivity

Productivity measures the efficiency of production. In this profile, we measure productivity as GDP per filled job (ie the amount of economic activity generated on average by each filled job). Labour is only one input into production. The output of each employee may differ across industries in a region due to differing access to machinery, technology, and land. Therefore, productivity comparisons should only be made in circumstances where it is reasonable to assume that capital intensity will be broadly the same – for example, when looking at productivity within an industry over a limited-time period, or when comparing productivity of a particular industry with that same industry in another region.

Regional Wellbeing Framework methodology

Not all indicators are available each year – notably for values from Census or elections. To create a reliable time series across the Framework, we carry forward these values for each subsequent "missing" year.

Each domain contains several indicators which draw on a wide range of data sources and have different units of measurement. Indicator values are normalised using the OECD's min-max method, with a 4th and 96th percentile threshold for removal. This threshold removes the highest and lowest values to avoid overly skewing the data. The highest Indicator values are normalised to be between 0 and 100. A score of 100 indicates a better wellbeing outcome and 0 a worse wellbeing outcome. By giving each indicator equal weighting, we estimate an overall score (from 0 to 100) in each domain for each area.

The overall score for each area is an equally-weighted average of the individual scores for each domain. An area with a higher score is considered to have greater wellbeing outcomes in that domain.

Further information about the OECD's methods or calculating regional wellbeing scores, which Infometrics has followed, can be found here.

Regional Wellbeing Framework principles

The following four principles were considered when assessing if a variable should be included:

- Outcome-focused: A variable should be focused on the end result, rather than an input or intermediary step. Outcomes are preferred as they allow for a better understanding of what good wellbeing actually manifests as, rather than applying a judgement to what should lead to a positive outcome. This criterion prioritises a quality assessment of wellbeing, rather than a quantity assessment.

- Availability of data: An indicator variable should be available for all territorial authorities and regions across New Zealand on a comparable basis. This variable requires that the information be available for assessment, calculation, and manipulation, rather than that the variable is fully formed already – transformation of various data sources is acceptable as long as the underlying data is available across all areas on a comparable basis. Other data may be available for some domains, but it may not be easily translated to regional boundaries or may not have comprehensive coverage across the country.
- Ability to influence: A variable should be able to be changed by decision makers, through direct or indirect intervention, including the settings put in place by businesses, local government, central government, or the community. Variables which could clearly affect wellbeing, such as sunshine hours, but which cannot be influenced, have not been included.
- Understandable by the public: A variable should be easily understood by the general public, when contextual information is provided about it. Technical definitions aside, the broad encompassing concept should be readily understood and relatable to the public.

To build a comprehensive picture of wellbeing at a detailed level, Infometrics has sought to balance these criteria so that where the gold-standard data is not available, a suitable proxy is located and used. When this has occurred, the outcome-focused principle has been balanced against the availability of data. A clear example is our examination of the crime rate: the data available at a detailed level only included reported crime and does not provide a dimension of how safe people feel. However, higher crime is an obvious proxy for unreported crime (more reported crime would seem to imply a higher overall crime burden), and more crime would logically see people feel less safe.

Air quality data is often a core wellbeing indicator for the environment. However, in New Zealand, only 52% of territorial authorities have air quality monitoring, requiring its exclusion from this wellbeing framework.

Given the need for data to be available at a detailed level across the country, at a comparable level, survey-based data has been excluded, given the significant sampling errors present at the territorial authority level. As such, the Regional Wellbeing Framework is purely objective, rather than including subjective notions of wellbeing.

School leavers

The number of students leaving secondary school. Data sourced from Ministry of Education and is for calendar years.

Self-employment

Self-employment is measured from annual Linked Employer Employee Data (LEED), published by Stats NZ.

Significant employers of Māori

A business is counted as a significant employers of Māori when 50% or more employees are of Māori ethnicity and/or descent, irrespective of ownership. Te Puni Kōkiri have produced this data using linked data about people and businesses from Stats NZ's Integrated Data Infrastructure and Longitudinal Business Database.

Small areas

The small areas module provides data at geographies below territorial authority level including statistical area 2 (SA2) which are typically suburbs or rural communities with 1,000 to 4,000 residents and urban areas which vary from large metropolitan areas (population more than 100,000 residents) to small regional centres (populations from 5,000 to 9,999). The REP uses statistical areas defined in 2023. More information is available at https://www.stats.govt.nz/methods/geographic-hierarchy/.

Tourism employment

Our estimates of tourism employment leverage off our tourism GDP estimates. We apply the proportion of output in each industry in a territorial authority that is associated with tourism and apply this proportion to underlying employment levels in that industry. Summing up tourism employment across all industries gives us an estimate of the total number of jobs in a territorial authority that is attributable to the tourism sector.

Tourism GDP

Our estimates of tourism GDP are measured in millions of dollars and are in 2024 prices.

At the national level we draw on data from the Tourism Satellite Accounts (TSA) published by Stats NZ. To estimate tourism GDP at the territorial authority for the period 2019 onwards we draw on territorial authority level visitor expenditure data from the Monthly Regional Tourism Estimates from MBIE, pass them through a TA-specific input-output multiplier model to arrive at a first estimate of tourism GDP. We benchmark the first round TA estimates on national tourism GDP from the TSA to arrive at final estimates by TA.

For the years 2009 to 2019 we use a similar method, although we use the old MRTE series to backcast tourism expenditure to 2009.

For the years before 2009, we have calculated growth rates in each TA's tourism GDP, by adjusting TSA industry ratios (that summarise the proportion each industry's output associated with tourism at 500 industry level) and apply these adjusted ratios to our estimates of the TA's GDP. Our adjustment takes into consideration each TA's relative exposures to industries and guest night shares compared to the national economy. The estimates for each TA are then benchmarked on the national total from the TSA.

Unallocated

Unallocated items include taxes levied on the purchaser rather than the producing industry (such as GST, import duties, and taxes on capital transactions), and items that cannot easily be allocated to a specific industry (such as the seasonal adjustment balancing item). A seasonal adjustment balancing item is necessary to ensure that the sum of all seasonally adjusted industries can be reconciled with total GDP.

Unemployment

Regional level unemployment rates are sourced from Stats NZ's Household Labour Force Survey. Trends in the number of Jobseekers at TA level are used to break down regional unemployment rates to TA level. To reduce volatility the unemployment rate is presented as an average for the last four quarters.