Demographic Profile for the Whangarei District June 2013

May 2015
NOTE:

The information in this report has been compiled by the Policy and Monitoring Department of Whangarei District Council, from Statistics NZ, the 2001, 2006 and 2013 Census and Council data. While every endeavour has been made to ensure the accuracy of this information, Council accepts no liability for use of this information. The “Demographic Profile for the Whangarei District” is regularly updated to include the most recent information as this becomes available.

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TRIM 15/11260
Executive Summary

The Whangarei District is New Zealand’s eighth most populated territorial authority. There were 83,700 people living in the District (at 30 June 2013), compromising almost 2% of the national population. The population density for the District is 29 people/km\(^2\) in a total district area of 2,852 km\(^2\). Approximately 48,000 (57%) of the population live in the Whangarei urban area.

Over the last 50 years, the population of Whangarei District has doubled from around 40,000 to over 80,000. This is an average annual growth rate of 2.0% per annum. Over the last 20 years, the average annual growth rate has been around 1.2% per annum. This has resulted in an increase of around 700 - 800 people per annum to the District's population.

Between 2006 and 2013 there was a 9.4% increase in the District’s estimated resident population (1.3% per annum). The greatest population growth occurred in rural and coastal areas and on the urban fringe around Whangarei City. Urban Whangarei grew at a much slower rate and some parts of the City experienced a decline in population.

The areas with the greatest rates of population increase were Three Mile Bush, Te Hihi and Marsden Point - Ruakaka. The areas which experienced the largest rates of population decline between 2006 and 2013 were Port/ Limeburners, Whangarei Central and Otangarei.

The peak summer population on the Whangarei coast increases from a usually resident population of approximately 10,000 to around 37,000 over Christmas/New Year, a more than 300% increase. These large increases in peak population have implications for land use planning and infrastructure provision.

Just under half of the District’s usually resident population lived elsewhere (both in and out of the District) in 2006, with only 47% of the District’s usually resident population remaining at the same residence. Around 50% of the District’s population resided at their current address for less than five years, while only 28% have resided at their current residence for more than 10 years.

In 2013, 16.5% of people in the Whangarei District were born overseas compared with 25.2% for New Zealand as a whole. The most common overseas birth place was the United Kingdom and Ireland where 43% of international Whangarei residents were born.

The population of the Whangarei District is less ethnically diverse compared with the New Zealand population, with just 7.5% of the District’s population identifying with an ethnic group other than NZ European or Maori (compared with 21.2% for New Zealand). NZ European comprised 81% of the District’s population while 28% of the Whangarei District population identified as being Maori (compared to 16% for New Zealand as a whole).
These figures do not total 100% because some people identify with more than one ethnic group. However, ethnic diversity is increasing in the Whangarei District and is expected to continue into the future.

The age structure of the District’s Maori population is markedly younger than NZ European with 35% of Maori being under the age of 15 compared with 20% for NZ European. The European population is considerably older than the Maori population with 21% of those over age 65 being NZ European and 6% being Maori.

Religious affiliations have also changed in Whangarei District over the last 12 years. In 2001 32% of people stated that they were non-religious whereas 58% were Christian affiliated. In 2013, 44% of people were non-religious and 46% identified as being Christian.

At the time of the 2013 census, there were approximately 35,340 total dwellings in the Whangarei District, of which around 30,204 (85.5%) were occupied and 5,136 (14.5%) were unoccupied (mostly holiday homes). Of the total number of dwellings, 48% were owned or partly owned by the usual residents, 30% were not owned by the usual residents and 13.6% were held in a family trust by the usual residents. Home ownership has dropped by 5% from the last census (2006) when 53% of dwellings were owned by the usual resident.

The number of occupied dwellings in the Whangarei District has increased by 17.8% in the 12 years between 2001 and 2013 (1.48% per annum). The number of unoccupied dwellings has increased by 37.3% over the same period (3.1% per annum). Over the next 30 years, the number of occupied dwellings in the Whangarei District is expected to increase from 30,204 (2013 Census) to around 39,900, at an average annual growth rate of 1.07% per annum or an additional 320 new dwellings per annum.

Most families were classified as couples with no children (44%), compared to 41% for the whole of New Zealand. Another 21% of families in the District were single parent, compared to 18% for New Zealand. The average number of people per household was 2.7 in the District for 2013.

Whangarei District has a rapidly aging population and the working age and reproductive cohorts (20-45 years) are much depleted giving the population age profile a striking bell shaped structure rather than a pyramid. This is a significant demographic feature of the population and one that has serious implications.

The following characteristics apply to the age structure in the Whangarei District in 2013:

- The proportion of the population aged 65 years and older was 18% (compared to 14.1% for New Zealand).
- The population under 15 years was 22% (compared to 20.5% for New Zealand).
- The reproductive age group (20-45 year) was 27% (compared to 33% for New Zealand.)
- The median age was 41.3 years (compared to 38 years for New Zealand).
The population of Whangarei and New Zealand as a whole has been aging over the last 10 years or more and the rate of ageing is increasing. This is particularly so for Whangarei District in comparison to New Zealand as a whole. For example, the number of people over 65 years of age has increased from 9,800 in 2001 to 14,500 in 2013. This is an increase of 48% in the Whangarei District compared to 36% in New Zealand. The number of people in the 45-64 year cohorts has increased by around 33% for both Whangarei and New Zealand as a whole. On the other hand, the number of people in the 20-45 cohorts has decreased by 8.5% in the Whangarei District compared to just 1.9% for New Zealand.

The median age has also increased over the past 12 years. Whangarei District’s median age has increased from 36.7 years in 2001, to 38.5 years in 2006, to 41.3 years in 2013. For New Zealand as a whole, the median age was 34.8 years in 2001, 35.9 years in 2006 and 38.0 years in 2013.

The aging of the population both in the Whangarei District and New Zealand as a whole is projected to continue into the future. The current median age for the Whangarei District of 41 years is expected to increase to 46 years by 2043. Around 95% of population growth between 2013 and 2043 will be at 65 plus years of age.

Over the next 30 years, the population of the Whangarei District is expected to increase at an average annual growth rate of around 0.9%. The population of the Whangarei District is estimated to reach 110,000 people by 2043, an increase of around 26,000 people from 2013 or approximately 870 people per year. By 2033, we expect that the population of the Whangarei District will be 100,000.

However, the uncertainties around population projections increase significantly after 2043. It is projected that natural population increase in the Whangarei District will halve by 2031 (from around 500 people per annum to around 250 people per annum) and end around 2045. From that point on the population of the District will be determined by net migration.

If Whangarei District’s population is to continue to grow it must retain and/or attract people to the District, particularly those in the working age/reproductive age cohorts (20-45 years). If Whangarei cannot achieve this, the population will likely go into decline sometime after 2045. This has serious implications for funding of infrastructure and services and maintaining economic growth and prosperity.
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### Key Statistics

#### Estimated Resident Population

<table>
<thead>
<tr>
<th>Year</th>
<th>OECD</th>
<th>NEW ZEALAND</th>
<th>NORTHLAND REGION</th>
<th>WHANGAREI DISTRICT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Number</td>
<td>Number</td>
<td>Number</td>
</tr>
<tr>
<td>1991</td>
<td>3,732,000</td>
<td>140,700</td>
<td>68,400</td>
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</tr>
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<td>1996</td>
<td>3,880,500</td>
<td>144,400</td>
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<tr>
<td>2001</td>
<td>4,184,600</td>
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<td>2006</td>
<td>4,442,100</td>
<td>164,700</td>
<td>83,700</td>
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<td>2013</td>
<td>4,607,600</td>
<td>177,300</td>
<td>90,300</td>
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#### Area and Population Density

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<thead>
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<th>NORTHLAND REGION</th>
<th>WHANGAREI DISTRICT</th>
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</thead>
<tbody>
<tr>
<td>Total Land Area</td>
<td>270,692 km²</td>
<td>13,789 km²</td>
<td>2,852 km²</td>
<td></td>
</tr>
<tr>
<td>People per Square Kilometre</td>
<td>36.32/km²*</td>
<td>16.41/km²</td>
<td>11.94/km²</td>
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<tr>
<td>Percent of Population Living in Urban Areas</td>
<td>80%*</td>
<td>86%</td>
<td>57%</td>
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#### Total Number of Private Dwellings

<table>
<thead>
<tr>
<th>Year</th>
<th>OECD</th>
<th>NEW ZEALAND</th>
<th>NORTHLAND REGION</th>
<th>WHANGAREI DISTRICT</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Number</td>
<td>Number</td>
<td>Number</td>
</tr>
<tr>
<td>1991</td>
<td>1,185,39</td>
<td>45,952</td>
<td>21,624</td>
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<tr>
<td>1996</td>
<td>1,283,991</td>
<td>48,666</td>
<td>23,784</td>
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</tr>
<tr>
<td>2001</td>
<td>1,368,207</td>
<td>52,089</td>
<td>25,488</td>
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</tr>
<tr>
<td>2006</td>
<td>1,478,709</td>
<td>55,932</td>
<td>27,993</td>
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</tr>
<tr>
<td>2013</td>
<td>1,561,959</td>
<td>59,703</td>
<td>30,039</td>
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</table>

#### Tenure (Home Ownership)

<table>
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<th>NORTHLAND REGION</th>
<th>WHANGAREI DISTRICT</th>
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</thead>
<tbody>
<tr>
<td>Dwelling Owned or Partly Owned</td>
<td>940,728</td>
<td>35,439</td>
<td>18,396</td>
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</tr>
<tr>
<td>Dwelling Not Owned by Usual Resident</td>
<td>512,109</td>
<td>12,180</td>
<td>6,300</td>
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#### Age Composition

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<th>Age Group</th>
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<th>WHANGAREI DISTRICT</th>
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<tbody>
<tr>
<td>0-4</td>
<td>6%</td>
<td>7%</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>5-14</td>
<td>12%</td>
<td>13%</td>
<td>15%</td>
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<tr>
<td>15-24</td>
<td>13%</td>
<td>14%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>25-44</td>
<td>28%</td>
<td>26%</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>45-64</td>
<td>25%</td>
<td>26%</td>
<td>28%</td>
<td>27%</td>
</tr>
<tr>
<td>65 and Over</td>
<td>15%</td>
<td>14%</td>
<td>18%</td>
<td>17%</td>
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#### Ethnic Composition (ERP)

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<tr>
<th>Ethnic Group</th>
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<th>WHANGAREI DISTRICT</th>
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</thead>
<tbody>
<tr>
<td>Maori/Indigenous</td>
<td>692,300</td>
<td>55,200</td>
<td>23,100</td>
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<tr>
<td>European</td>
<td>3,312,100</td>
<td>125,700</td>
<td>67,500</td>
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</tr>
<tr>
<td>Labour Force Status (15 Years and Over)</td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>---------------------------------------</td>
<td>--------</td>
<td>---------</td>
<td>--------</td>
<td>---------</td>
</tr>
<tr>
<td>Labour Force (full-time and part-time)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Labour Force</td>
<td>47%</td>
<td></td>
<td>62%</td>
<td></td>
</tr>
<tr>
<td>Non Labour Force</td>
<td>47%</td>
<td></td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Unemployed</td>
<td>6%</td>
<td></td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Income (15 Years and Over)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal Income: $30,000 and over</td>
<td>48%</td>
<td></td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>Family Income: $30,000 and over</td>
<td>85%</td>
<td></td>
<td>79%</td>
<td></td>
</tr>
<tr>
<td>Median Income: Personal/Family</td>
<td>$28,500/$72,700</td>
<td>48%</td>
<td>41,157</td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>$23,400/$56,100</td>
<td>85%</td>
<td>27,633</td>
<td>79%</td>
</tr>
<tr>
<td>Highest Qualification (15 Years and Over)</td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>University</td>
<td>601,308</td>
<td>20%</td>
<td>12,501</td>
<td>12%</td>
</tr>
<tr>
<td>Other Tertiary</td>
<td>771,585</td>
<td>26%</td>
<td>20,706</td>
<td>21%</td>
</tr>
<tr>
<td>School</td>
<td>999,363</td>
<td>33%</td>
<td>40,053</td>
<td>40%</td>
</tr>
<tr>
<td>No Qualifications</td>
<td>628,380</td>
<td>21%</td>
<td>27,654</td>
<td>27%</td>
</tr>
<tr>
<td>Family Type</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>One-Parent Family</td>
<td>18%</td>
<td></td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>Two-Parent Family</td>
<td>41%</td>
<td></td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>Couple Only</td>
<td>41%</td>
<td></td>
<td>45%</td>
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</tbody>
</table>

* the most current information available was for 2011.
About the Demographic Profile

This report provides a demographic profile of the Whangarei District, identifying key population characteristics that might influence future resource and environmental trends for the District. Sources of information used are as follows:

2. Statistics New Zealand – Population Mobility, Culture and Identity and Housing
3. Statistics New Zealand – International Travel and Migration
4. Whangarei District Interim Growth Model 2014

In developing a profile of the population, it is useful to consider the key difference between the Whangarei District population when compared with the New Zealand population overall. However, caution is needed in this comparison alone, particularly in New Zealand where 33% of the population resides within the Auckland Region, which can significantly influence the overall characteristics of the national population.

District Overview

History

According to some, Whangarei obtained its name from Maori legend. The legend says that Reitu and Reipae, two eminent women of Waikato, travelled to the Far North on the legendary bird of Ueoneone of Ngapuhi, which had flown from the Waikato to deliver the two women as wives. On its way, the bird stopped at Maunga Manaia (Mt. Manaia), located near Onerahirahi (now known as Onerahi) and Reipae hopped off for a time. Her sister Reitu carried on to Te Tomo pa to marry the northern rangatira (Chief) Ueoneone. Reipae later married Tahuhu Potiki and the Whangarei Harbour is named after her – the original name being Te Whanga-a-Reipae.

The City’s full name is ‘Whangarei Terenga Paraoa; which can be literally translated as the ‘swimming place of the whales’. This translates further to mean ‘the meeting place of the chiefs’ since the whale-bone mere was a weapon of chiefly status, and refers to the inter-tribal wars of the 1800s when Whangarei was a meeting place for all the great Maori chiefs of the District.

Whangarei was a well-established and thriving Maori settlement by the time Captain Cook arrived in 1769. The inter-tribal wars of the 1800s between the local Maori people of the region saw Whangarei become the meeting place where the northern war parties assembled on their way south, in war canoes. The armies, sometimes numbering between 2000 and 3000 men,
would camp for a while on the shores of the harbour to meet with friends and family, and replenish supplies for the trip south. The Whangarei war chiefs, each in his carved war canoe would then paddle southward with friends and allies.

The early City was a trading post and was largely built on reclaimed land. Kauri timber and gum was the major trading industry followed by coal mining, wheat and dairy farming, shipbuilding and brick making. By 1845, there were 12 pakeha families with a total of 48 people living in the District. When word arrived that Hone Heke, a Maori chief from the north planned an attack on the new settlement, the 48 pioneers were crowded onto a small boat and sailed to Auckland for safety. It wasn’t until two years later that settlers slowly returned, with the ‘Forty-Acre’ land scheme opening up much of the land surrounding Whangarei.

From 1850, Whangarei established itself as the major commercial centre for Northland. The first post office was located in Eugene Cafler’s store for 20 years. The first records of local government and the highways trust board were recorded in 1860 while the first newspaper, the ‘Whangarei Comet’ was started in 1875. The Comet changed its name to the Northern Advocate two years later and has remained the same to this day.

The public library was operational from the 1860s, with one fixed abode until 1936 when the new library was constructed in Rust Avenue. The present library was completed in 2006, and is situated directly behind the old library in Rust Avenue. The railway took some time to establish with the first track opening from Whangarei to Kamo in 1880; it wasn’t until 1923 that the line was opened to Auckland. Schooling was carried out in many private schools until 1881 when the Whangarei High School was started. The Primary School started as a church school in 1861, however with the development of the 1877 Education Act, private schools became obsolete. The Court House on Walton Street was commissioned and built in 1894 and the City’s first Fire Brigade was established in 1902 and moved to its present site on Bank Street in 1958. It was also around this time that the Whau Valley reservoir was built to supply the City with water, the original water supply being a water pump on Cameron Street until this time.

The early 1900s saw much of the economic development that cemented Whangarei as the commercial heart of Northland. The Harbour Board was constituted in 1907 along with the Whangarei Cooperative Dairy Company and in 1911 electricity arrived. The first council municipal building was opened in 1912, with the current Forum North complex not commissioned until 70 years later. Whangarei’s air service began with the first air flight in 1920 and a regular service established from 1927, when the police district was also established.

Roads in Northland were appalling for many years so the District’s residents celebrated when the roads were finally developed from 1934 and the first all-weather road was built to Auckland. The improved road also meant new industry and in 1962 the Fertiliser Works was opened followed by the Cool Store in 1965. Many of the City streets and parks carry the names of the founding families of the District, from Mair Park to Dent Street and the Cafler Suite in Forum
North. Hundreds of descendants of early settler families remain in the District today enjoying the vibrant, growing city that their ancestors helped to build.

The second half of the twentieth century brought the establishment and expansion of the oil refinery at Marsden Point and the adjacent development of timber processing. A deep water port followed, possibly linked by rail to Auckland in the future.

**Location**

The Whangarei District covers the south eastern part of the Northland Region. It extends from Langs Beach at the southern end of Bream Bay, to Bland Bay in the north, a distance of just under 100 km. The Kaipara District lies on its southern and western boundary and the Far North District lies to the north. At its greatest width, the distance east to west is about 60 km.

Whangarei District has an area of 2,852 km$^2$ inclusive of the offshore islands of the Poor Knights and the Hen and Chickens Islands. Because of its extremely indented coastline, no part of the District is more than 40 km from the sea.

The City of Whangarei is 160 km from Auckland. It is the largest urban centre in the Northland Region and is the principal commercial centre. It is the hub for most of the transportation and storage services into and out of Northland.
Figure 1 - Territorial Authorities in the Northland Region
Population

Usually Resident Population and Estimated Resident Population

Since 1996, Statistics NZ has been calculating an estimated resident population (ERP) in addition to the usually resident population (URP). The URP is a count of everyone who usually lives in a particular area, and is present in New Zealand on census night.

The ERP is an estimate of all the people who live in a particular area at a given date. It is derived using the ‘census usually resident population count’ adjusted for net census undercount, residents temporarily overseas, births, deaths and migration between census night (5 March 2013) and the 30 June 2013 reference date. The EPA is considered by demographers to be the most accurate measure of population.

Figure 2 – Usually Resident Population and Estimated Resident Population Comparison
Statistics NZ releases ERP numbers at the area unit level, but does not go into greater detail with some other variables (i.e. income). ERP numbers have been higher than the URP by about 2-3% in recent years. In 2013, the difference between the URP and the ERP was 6,700 people or 8.7%. This increase is partly due to a change in Statistics NZ methodology.

The estimated resident population of the Whangarei District in 2013 (30 June) was 83,700, compared to 76,500 in 2006, 70,000 in 2001 and 68,400 in 1996. Whangarei District is New Zealand's 8th most populated territorial authority; comprising 1.9% of the national population and 51% of Northland's population (see Figure 3).

Figure 3 – Northland Population Distribution

The Whangarei District was the 14th fastest growing District in New Zealand between 2006 and 2013, experiencing similar rates of growth to that of Nelson City and Auckland City.

The estimated resident population of the Whangarei District is older than New Zealand overall with more residents no longer in the ‘working age’ cohorts (15-65 years). In particular, the following observations are made regarding the age of those in the Whangarei District:

- The median age of people living in the Whangarei District was 40.6 years, higher than the rest of New Zealand at 37.5 years\(^1\).
- The proportion of the population aged 65 years and older was 17.3% of the 2013 estimated resident population (compared to 14.1% for New Zealand).

\(^1\) Estimated Resident Population, at 30 June 2013, Statistics New Zealand
• The population under 15 years was 22% of the 2013 estimated resident population (compared to 20.5% for New Zealand).
• The reproductive age group (20-45 year) was 27% of the 2013 estimated resident population (compared to 33% for New Zealand.)

Population Distribution

Most of the residents in the Whangarei District live in the urban area (57%). This proportion has changed little over the last seven years since the previous census when 60% of the population lived in the Whangarei urban area. However, it is interesting to see that the urban population is decreasing and the coastal, rural and rural residential areas have all increased this past census period.

Figure 4 - Usually Resident Population Distribution in Whangarei District 2013

<table>
<thead>
<tr>
<th>Population Distribution in Whangarei District 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
</tr>
<tr>
<td>Rural Residential</td>
</tr>
<tr>
<td>Coastal</td>
</tr>
<tr>
<td>Rural</td>
</tr>
<tr>
<td>57%</td>
</tr>
<tr>
<td>8%</td>
</tr>
<tr>
<td>14%</td>
</tr>
<tr>
<td>21%</td>
</tr>
</tbody>
</table>

This is reflective of a trend throughout New Zealand over the last 20 or more years for people to live on lifestyle blocks in the countryside and along the coast, rather than city suburbs. It is also reflective of increased migration of retired people to Northland, many of whom chose to retire to coastal locations. These trends have implications for land use planning, infrastructure provision and social services.

Population Density

When comparing population density with Northland and New Zealand on the whole, the Whangarei District is more densely populated. Table 1 shows the population densities for the three areas.
Table 1 - Population Density for Whangarei District, Northland & New Zealand 2013

<table>
<thead>
<tr>
<th>Area (km²)</th>
<th>Estimated Resident Population</th>
<th>People per km²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whangarei District</td>
<td>2,852</td>
<td>83,700</td>
</tr>
<tr>
<td>Northland Region</td>
<td>13,789</td>
<td>164,700</td>
</tr>
<tr>
<td>New Zealand</td>
<td>270,692</td>
<td>4,442,100</td>
</tr>
</tbody>
</table>

Source: Statistics New Zealand Estimated Resident Population 30 June 2013

Age Structure

In 2013, the age structure of the Whangarei District differs from that of New Zealand in the fact that the District has a higher proportion of young people (0-14 years) and a higher proportion of aging population (50+) and, in particular, retired people (65 +). In the Whangarei District, the cohorts 0-14 years make up 22% of the population compared to 20.5% for New Zealand as a whole. Those over 65 years old make up 17.3% of the population in Whangarei District compared to 14.1% in New Zealand as a whole.

Figure 5 - Age Structure of Whangarei District, Northland Region & New Zealand

The populations differ significantly in the middle cohorts (between 15-45 years) where, in the Whangarei District there are significantly fewer people compared to New Zealand. For example, the cohorts 15-45 years make up 33.3% of the population of Whangarei District compared to 39.7% for New Zealand as a whole.
The median age of the population is a useful summary measure of age composition. In 2013, the median age of the Whangarei District was 40.6 years\(^2\), while for New Zealand the median age was 37.5 years.

These differences in age structure are an important demographic feature of Whangarei’s population, particularly the depleted middle cohorts of working age and reproductive people (15-45 years) and the greater number of retired cohorts (65+ years).

**Changes in Age Structure**

New Zealand is presently in the middle of a transition from a relatively youthful population structure of the last few decades, to a mature and aging population of the early twenty first century. This transition is commonly referred to as “population ageing”.

**Figure 6 - Changes in Age Composition - Whangarei District, Northland & New Zealand 2001-2013**

Population ageing incorporates two demographic components, ‘numerical’ and ‘structural’ aging. Numerical ageing refers to an overall increase in the number of people aged over 65 years. This form of ageing has shown a continuous upward trend through increased survivorship to older ages. Structural ageing refers to the increasing proportion of older people (65 years and older) in relation to the young (0-14 years) and labour force age groups (15 years

\(^2\) Estimated Resident Population at 30 June 2013, Statistics New Zealand
and over). The proportion and absolute number of older people will increase markedly as baby boomers (those born between 1945 and 1965) reach old age.

Figure 6 shows that the 0-4 year old age group grew by 11.5% in Whangarei District and by 7.8% in New Zealand on the whole, and grew by only 2.0% in Northland. Both Whangarei District and Northland have had a significant drop in the 25-44 year age group (8.5% and 16.1% respectively), whereas New Zealand on the whole dropped by just 1.9% in this age group.

The 45-64 age group grew in all three areas, between 28-33%. The 65 years and over age group shows considerable increase in population size between 2001-2013, with the trend in New Zealand being significantly less than for Northland and Whangarei (34.8% as opposed to 48.5% in Northland and 45.6% in Whangarei District).

Figure 7 - Whangarei District Age Group Changes between 2001, 2006 & 2013 Census Periods

When comparing the Whangarei District over the last 12 years, one can observe that the population cohorts for the 0-4 year age group have slightly increased in the last seven years. The 5-14 and 25-44 age groups have fluctuated and are now lower than they were in 2001. There were large increases in the last 12 years in the population for over 45 year olds and for over 65 year olds.
The median age has also increased over the past 12 years. Whangarei District’s median age has increased from 36.7 years in 2001, to 38.5 years in 2006, to 41.8 years in 2013. For New Zealand as a whole, the median age was 34.8 years in 2001, 35.9 years in 2006 and 38.0 years in 2013.

Northland and Whangarei populations are aging much more rapidly than New Zealand as a whole, particularly at the 65+ year age cohort. They are also losing population at the 25-44 year old (working age/reproductive age) cohorts much more rapidly than New Zealand as a whole. This has significant implications for the Whangarei District now and into the future. The rapidly aging population will continue and the lack of reproductive age cohorts will exacerbate this trend.

Age by Gender and Ethnicity - Maori

The distribution of males and females in the Whangarei District estimated resident population count is 48% and 52% respectively.

Figure 8 - Population Pyramids for Whangarei District, Total and Maori Population 2013

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3 Figures are for the usually resident population.
This is a slight change from the last two census periods where there was a 49% male to 51% female ratio. New Zealand on the whole, as well as Northland, continued to experience a 49% male to 51% female ratio, and this has been the case since the 2001 census. However females outnumber males over the last three census periods at the oldest age cohorts i.e. above 75 years old. This is largely because females generally live longer than males.

When examining the Maori population pyramid from the 2013 Census, one can see the many differences compared to the overall population pyramid (see Figure 8). The Maori population has a significant portion of their population in the 19 years of age and under (36% of total Maori population), with the largest age cohort being 5-9 year old males (just over 10% of males). The population of Maoris over the age of 65 years of age is less than half of what the total population is, at 8.3% compared to 18%.

Both population pyramids graphically show the ‘missing cohorts’ – those between 20-40 years of age. These are the District’s young people who have moved away to study or to work in other parts of New Zealand or overseas, mainly Australia. These are the prime working age and reproductive cohorts, the lack of these has serious consequences for the District.
Ageing Population

From 1991 to 2013, our population has aged significantly. Figure 9 illustrates the differences between the population age cohorts through two population pyramids. In 1991, 12% of the total population of the District was over the age of 65, whereas in 2013, this increase to 18%.

Figure 9- Population Pyramids for the Whangarei District 1991 and 2013

Source: Statistics New Zealand Census 1991 and 2013
The reproductive age cohorts (20-44 years of age) formed a rather large portion of the District in 1991 at 37% and in 2013 that figure fell to 27%. There were also many children under the age of 19 in the District, 33% in 1991 compared with 28% in 2013.

These two population pyramids illustrate graphically the rapidly aging population of Whangarei District, the hollowing out of the working age/reproductive age cohorts and the reduction in size of the younger cohorts. Because of the last two mentioned features, this imbalance in the population age profile is likely to become structural and continue into the future.

Unless there is a retention and/or attraction of working age/reproductive age cohorts, the number of children will continue to diminish and the number of older people relative to the rest of the population cohorts will increase.
Population Growth

Population Change 1966-2013

Population Growth over the last 50 years showed a steady increase as the Whangarei District was being settled and developed. At the 1966 Census, 42,843 people lived in the Whangarei District. Since 1966, the population has increased, and the trend over time is a higher increase, followed by a lower increase. These increases are reflective of the business cycle along with some major developments in the District.

Also shown for comparison is the estimated resident population (ERP) for the Whangarei District since 1996. For the first 10 years that the ERP was calculated, the values were quite similar to the usually resident population. It was at the last Census that the ERP and the URP diverged markedly. This is partly due to a change in methodology for assessing undercount.

Figure 10 - Population Growth for Whangarei District 1966-2013

In Figure 11, the average annual growth rates of URP for Whangarei, Northland and New Zealand are shown. All three areas over the last four decades have experienced growth, except for the last census period where in Northland there was a decrease in usually resident population count. The ERP however shows an increase of 7.9% for Northland. This growth shows high/low cycles which repeat and are visible, and are particularly obvious in the Whangarei District. The low growth period experienced from 2006-2013 was a result of the global financial crisis and affected all three areas compared. The ERP count however shows a greater increase between 2006-2013.
The growth rates shown above are based on usually resident population counts. From 1996 onwards, Statistics New Zealand has calculated an estimated resident population which is considered more accurate. This count is higher than the usually resident population, particularly at the 2013 Census (8.7% higher). This results in higher growth rates for the years after 1996.
At the 2013 Census, 76,995 usual residents lived in the Whangarei District, an increase of 2,565 residents or 0.49% per annum (from 2006 to 2013). The estimated resident population between 2006 and 2013 increased by 7,200 people or 1.34% per annum. For Northland, the estimated resident population increased by 12,000 people or by 1.11% per annum during this same timeframe.

Table 2 illustrates the changes in population growth in New Zealand, Northland and Whangarei District and the estimated resident populations for the Whangarei District are also included from 1996.

In Figure 12 we can examine how key events affect population growth. Of interest is the correlation between the Great Depression in 1929-1933 with the dramatic slowdown in population growth. Prior to the Depression, the growth rate was around 10% per annum, while during the Depression, population growth slowed to around 1% per annum. The growth rate increased slowly after the Depression, from around 1% to 3% per annum. This era is referred to as the “post depression” baby boom (1937-1964), as those born during the First World War and surviving the 1918 influenza pandemic reached childbearing age.

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4 The 2013 Census was performed two years later than usual due to the Christchurch earthquake in 2011.
The growth rate slowed down again in the 1940s as the Second World War took hold, and increased again to reach a new high of 13% per annum in the mid 1950s. This high growth rate was due to the post war baby boom, and immigrants arriving to work on the construction of the Marsden Point Oil Refinery.

The slowdown in population growth from 13% per annum in the 1950s to around 1% per annum in the early 1970s was a result of the introduction of the contraceptive pill in the 1960s, the completion of the Marsden Point Oil Refinery, hence the departing workforce, and the oil shock in the 1970s.

Over the last 50 years, the population of Whangarei District has doubled from around 40,000 to over 80,000. This is an average annual growth rate of 2.0% per annum. Over the last 20 years, the average annual growth rate has been around 1.2% per annum. This has resulted in an increase of around 700 people per annum to the District's population.

**Location of Population Change**

As noted earlier (page 17), the spatial distribution of population in the District is changing. Over the last 20 years, the urban population has remained relatively stable (and even decreasing in parts of the City), while the major increases are in rural residential population throughout much of the rural area (except in the far north and west of the District) and along the coast.

Some of the fastest growing areas in the District are lifestyle developments on the urban fringes, particularly on the volcanic soils in Maunu/Maungatapere, Three Mile Bush Road and Glenbervie.

Marsden Point/ Ruakaka also experienced a high rate of growth, along with Pataua/Whareora and Kamo West (see Figure 13).

Historically the coastal areas of the District were the traditional ‘holiday home/bach’ settlements but now contain more permanent settlements (e.g. Ngunguru, Tutukaka, McLeod Bay, Waipu), along with holiday houses. Some of these areas, particularly Ngunguru, Tutukaka and Whangarei Heads, are becoming commuter suburbs of Whangarei City, while these and more remote settlements are attracting increasing numbers of retired people.
These changes in spatial distribution of population have important implications for land use planning and infrastructure provision. They also have economic implications in regard to use of valuable resources, such as high class soils and production farmland and affects on our significant rural and coastal landscapes.

When examining the population change in the Whangarei urban area, one can observe how a number of areas have lost population. These areas tend to be traditional family residential areas and some of this population loss can be attributable to loss of working families to other parts of New Zealand and Australia along with loss of young adults leaving home to study or to seek employment opportunities in other parts of New Zealand or Australia. Once again, these urban spatial trends have implications for planning purposes and the provision of infrastructure.
Figure 14 - Location of Population Change in Whangarei District 2006-2013

Source: Statistics New Zealand 2006 and 2013 Census
Figure 15 - Location of Population Change in the Whangarei Urban Area 2006-2013

Source: Statistics New Zealand 2006 and 2013 Census
Components of Population Change

Changes in population size are driven by two factors: natural increase and net migration.

- **Natural Increase** – annual number of births minus the number of deaths
- **Net Migration** – the number of people who move into the area minus the number of people who leave the area. Net migration includes both internal migration (i.e. from other parts of New Zealand) and permanent and long term overseas migration.

The diagram in Figure 16 illustrates the change in the estimated resident population of the Whangarei District between 2008 and 2013.

### Figure 16 - Components of Estimated Resident Population for Whangarei District 2008-2013

Source: Statistics New Zealand - adapted from NIDEA and Waikato University, 2014

#### Natural Increase

Historically natural increase has been the main component of population growth in the Whangarei District, but its contribution is set to decline as the population ages resulting in more deaths while fertility remains stable. Over the past 22 years, the average natural increase rate was around 500 people per annum. Between 2008 and 2013 the natural increase 2,500 resulting from 5,824 births minus 3,324 deaths.
Figure 17 - Births and Deaths for Whangarei District 1992-2014

![Graph showing birth and death statistics for Whangarei District 1992-2014.](image)

*Source: Statistics NZ Live Births and Deaths Whangarei District Annual – June*

Figure 18 - Projected Natural Increase Rates 2013-2043

![Graph showing projected natural increase rates for various districts 2013-2043.](image)

*Source: Statistics New Zealand Sub national Population Projections, Characteristics 2013 (base)-2043*

Figure 18 shows the projected natural increases for the G9 councils out until 2043. Wanganui District is the first to go into natural decrease around 2030 and Napier City around 2035.
The Whangarei District natural increase rates are expected to continue to be positive, until 2043. The end of natural increase in Whangarei District is projected to be around 2045. This is only 30 years away. After this happens, any further increases in population will rely upon positive migration. Alternatively, the population of the District will decline.

From 2013-2018, natural increase rates are expected to be averaging 340 per annum, while from 2038-2043 they are expected to be at 20 per annum. When compared to the other G9 Councils, New Plymouth District, Gisborne District, Hastings District and Rotorua District are at about the same rate as Whangarei District (see Figure 18). Tauranga City and Palmerston North City continue to have a high rate of natural increase over the next 30 years, while Wanganui District and Napier City have the lowest rate of natural increase for the G9 councils.

Net Internal Migration

When examining the “usual residence five years ago” data from Statistics NZ, we can see how many people came to live in the District and how many people left the District, as well as where they came from and went to.

Figure 19 - Top 10 Net National Migration Gains and Losses for Whangarei District 2008-2013

Source: Statistics New Zealand 2013 Census - Usual Residence Five Years Ago

5 Statistics New Zealand medium projection characteristics 2013 (base)-2043
According to Statistics NZ, the net internal migration for the Whangarei District (from known locations) between 2008 and 2013 was 270. The largest net loss of people from the Whangarei District was to Hamilton, Tauranga, and Wellington, as illustrated in Figure 19.

Whangarei District also lost people to Dunedin City, likely the residents leaving to go to University. Christchurch City also attracted a number of migrants, possibly due to the creation of jobs rebuilding the city due to the earthquake of 2011.

The majority of our net known gains came from Auckland, Far North and Kaipara. However, there were a large number of people who migrated here from other areas which were undefined in the Census. The total net migration over the period 2008-2013 was 2,400. This is around 500 people per annum. This is made up of net known migration (-1,955) plus the residual component of migration\(^6\) (4,355) which is mostly made up of those internal migrants who did not state specifically where they were five years ago. See Figure 16 for details.

A feature of internal migration is the high churn, i.e. people leaving the District (8,304) and the people coming to the District (8,574). This just includes those to and from known destinations. The residential component would increase these numbers significantly, to around 10,000 – 14,000 respectively.

### Permanent and Long Term Overseas Migration

Permanent and long-term arrivals include overseas migrants who arrive in Whangarei intending to stay for a period of 12 months or more (or permanently), plus Whangarei residents returning after an absence of 12 months or more. Permanent and long-term departures include Whangarei residents departing for an intended period of 12 months or more (or permanently), plus overseas visitors departing Whangarei after a stay of 12 months or more.

Overseas net migration numbers have been fluctuating in the District over the past 22 years. Figure 20 illustrates the changes in permanent and long term overseas migration.

\(^6\) Residual migration is a complex combination of (a) potential error in the initial estimation of the ERP by Statistics New Zealand, (b) international immigrants moving to a different locality than stated on their Arrival form, (c) international emigrants leaving from a different locality than stated on their Departure form, and (d) internal migrants incorrectly stating where they lived five years ago. NIDEA and the University of Waikato, 2014.
The number of people coming from overseas to live in Whangarei between 2006 and 2013 trailed those leaving the District. Net overseas migration rates were negative for all years between the 2006 and 2013 Censuses. The net (loss) for the seven year period was 2,763 people leaving the District for overseas. The annual departures were variable but averaged around a 400 loss per annum. Between 2008 and 2013, the net overseas migration was a loss of 2,225 people or 445 people per annum.

Over the past 22 years, the Whangarei District has experienced 17,752 arrivals and 22,204 departures, resulting in a net overseas migration (loss) of -4,452 (approximately 200 people per annum). The greatest net migration loss of 1750 people occurred between 2011 and 2013, when over 4,000 people departed and only 2,300 arrived into the District from overseas.

Since 1992, there have only been eight years when net overseas migration has been positive. In 2014 we had a net increase of 22 people from overseas, the first time since 2004.

Total Migration

When examining net change and components of change we can estimate what migrations to the District were after plotting the gains in population against the natural increase as illustrated in Figure 21.
Natural increase for the Whangarei District has always been positive and historically has made the largest contribution to the District’s growth, notably offsetting net migration loss between 1998 and 2001.

Between 2008 and 2013, the net migration gain for the Whangarei District was 2,400. This is similar to the increase in population from natural increase (2,500 people) over the same period (see Figure 16). This means that more people moved into the District than moved out of it.

Of those moving into the Whangarei District, 32% came from overseas (permanent and long term overseas migration, 2008-2013), 29% came from Auckland, 12% from the Far North District, 6% from the Kaipara District, 2.4% from Hamilton and 2.1% from Christchurch City.

Of those leaving the Whangarei District between 2008 and 2013, 43% moved overseas (permanent and long term overseas migration, 2008-2013), 21% moved to Auckland, 6% moved to the Far North District, 4% moved to Hamilton and 3.5% to Kaipara District.
So over the period 2008-2013, the population increase of 4,900 (around 980 per annum) was made up of 2,500 from natural increase (around 500 per year) and 2,400 from net total migration (around 480 per year). Of the net total migration the large loss overseas (2,225) was offset by the gain from internal migration (around 4,625 made up of net known internal migration and the residential component of migration).

**Reasons for Moving**

In March of 2007, the Survey of Dynamics and Motivations for Migration in New Zealand was performed by Statistics New Zealand. Unfortunately, a survey similar to that one has not been carried out since.

The survey asks for the reasons given for moving or not moving and responses are grouped into the following categories:

- **Social** reasons include family ties, family and friends
- **Employment** reasons include job retention, proximity to workplace and retirement
- **Economic** reasons include home ownership, property investment and economic well being
- **Housing** reasons include housing conditions, size and condition of dwellings and
- **Environment** reasons include neighbourhood amenity, lifestyle and natural environment.
Using the survey results, we can illustrate the main reasons for moving to the Northland Region from other regions in the country (Figure 23). The main reasons for moving from the Northland Region between 2005 and 2007 were economic, social and employment related factors (34%, 23% and 21% respectively). The main reasons for moving to the Northland Region from other regions were social reasons, environment and economic related factors (26%, 20% and 20% respectively).

**Figure 23 - Reasons for Moving Usual Residence Between 2005-2007**

![Graph showing reasons for moving](image)

Source: Survey of Dynamics and Motivations for Migration in New Zealand: March 2007 Quarter

There were also those who did not move between 2005 and 2007 and the biggest factor in their staying was the environment (27%).

This shows that the environment is a large factor in why people move to the Northland Region and the main factor why people stay in the region.

**Age Structure of Migrants**

There was a high number of migrants to Whangarei District from elsewhere in New Zealand, with 69% of them being in the working age group (15 -64 years of age), 13% over the age of 65 years and 18% between 0-14 years of age.
In regards to overseas migrants, 78% were of working age, 7% were over 65 years of age and 15% were under 14 years of age. The majority of those migrants from overseas were in the 25-44 year old age category.

This shows that attracting migrants to Whangarei District, both from within New Zealand and from overseas is very important for increasing the working/reproductive age groups and providing some balance to the District’s age structure. If the large numbers of young people leaving the District for work and study opportunities elsewhere are to be offset, the District needs to attract as many migrants as it can as well as retaining as many working age/reproductive age groups as possible.

**Usual Residence Five Years Ago**

At the time of the 2013 Census, around 40% of Whangarei District’s usually resident population had moved residence at least once since the previous Census in 2006, compared with 46% for New Zealand. A further 5% were living overseas in 2006, compared with 7% for New Zealand.

Almost half of the people living in Whangarei District lived in the same residence they lived in five years ago (47%).
Figure 25 - Usual Residence Five Years Ago For Whangarei District

![Usual Residence Five Years Ago Chart]

Source: Statistics New Zealand 2013 Census - Usual Residence Five Years Ago

Figure 26 - Usual Residence Five Years Ago According to Location in Whangarei District 2013

![Usual Residence Five Years Ago by Location Chart]

Source: Statistics New Zealand 2013 Census - Usual Residence Five Years Ago
When comparing the different areas of the District and the movements of residents one can observe that most people in the rural and rural residential areas had the same residence as five years ago. The “did not move residence” category means that the person lived at the same address as the previous census (see Figure 26).

Urban areas seem to have equal amounts of people who had the same residence five years ago and those who moved residence. The coastal area was in between these.

Length of Residency

Overall, most of the population resides at their current residence for less than ten years (72%), whereas only 28% of residents lived in their homes for more than 10 years. Fifty percent of residents live at their current address for less than 5 years.

Figure 27 - Years at Usual Residence for Whangarei District 2013

![Years at Usual Residence 2013](image)

Source: Statistics New Zealand 2013 Census - Usual Residence Five Years Ago

Peak Population

The coastal areas of the Whangarei District are a popular holiday destination, where coastal properties are in high demand. Another strong and reoccurring trend in some of the coastal communities is the extreme population peaks during the holiday periods, particularly over the New Years period.

In December 2012/January 2013, Council staff carried out a coastal peak population survey in order to obtain information about the coastal destinations and what happens to the population in those areas. The timing of the survey was intended to coincide with the national Census which took place in March 2013.
Figure 28 shows the Whangarei District peak population for the coastal areas in relation to the usually resident population for those areas.

The peak populations indicate ‘hotspot’ areas (areas identified with high peak populations). Bland Bay/Whangaruru, Oakura, Matapouri, Pataua, and Waipu Cove/Langs Beach experience a large influx of holidaymakers relative to the usual resident population. These settlements grow between 10-20 times their usual size. Overall, the population for all settlements identified increases from a usually resident population of approximate 10,000 to around 37,000 people in summer. This equates to a 300% increase in our coastal nodes.

The survey also indicated that the areas that experience the highest number of people per household on the peak night (new Years Eve) were Pataua at 6.48 people per household and Ocean Beach at 6.32 people per household. These large increases in peak population have implications for land use planning and infrastructure provision.
Ethnic Diversity

Ethnic Composition

The population of the Whangarei District is less ethnically diverse when compared with the New Zealand population. It is largely a bi-ethnic population with 81% of the population identified as European (or other ethnicity) and 28% as Maori. Just under 8% (3.2% Pacific Peoples, 3.9% Asian and 0.5% Middle Eastern/Latin American/African) of the District’s population identified with an ethnic group other than European or Maori. This is considerably lower than the national figure of 21.2%.

Table 3 - Ethnic Composition of Whangarei District, Northland Region & New Zealand - 2013

<table>
<thead>
<tr>
<th></th>
<th>Whangarei District</th>
<th>Northland Region</th>
<th>New Zealand</th>
</tr>
</thead>
<tbody>
<tr>
<td>European or Other Ethnicity</td>
<td>80.6%</td>
<td>76.3%</td>
<td>74.6%</td>
</tr>
<tr>
<td>Maori</td>
<td>27.6%</td>
<td>33.5%</td>
<td>15.6%</td>
</tr>
<tr>
<td>Pacific Peoples</td>
<td>3.2%</td>
<td>3.6%</td>
<td>7.8%</td>
</tr>
<tr>
<td>Asian</td>
<td>3.9%</td>
<td>3.2%</td>
<td>12.2%</td>
</tr>
<tr>
<td>Middle Eastern/Latin American/African</td>
<td>0.5%</td>
<td>0.4%</td>
<td>1.2%</td>
</tr>
</tbody>
</table>

Source: Statistics NZ Estimated Resident Population by Ethnic Group at June 30 2013

Changes in Ethnic Composition

In the 12 year period between 2001-2013, there have been considerable changes in the ethnic composition for New Zealand with a much increased Asian population, particularly in Auckland. The change in Whangarei District and the Northland Region is much less, although ethnic diversity is increasing (Figure 29). Overtime it is expected that the European New Zealand percentage will continue to decrease while the Maori and other ethnic groups will increase.

Figure 29 – Changes in Ethnic Composition between 2001-2013

Birthplace

Compared with the New Zealand population, residents of the Whangarei District were more likely to have been born in New Zealand. In 2013, 16.5% of people in the Whangarei District were born overseas, compared with 25.2% for New Zealand as a whole. The most common overseas birthplace in the Whangarei District was the United Kingdom and Ireland, where 43% of international Whangarei residents were born.

Figure 30 - Birthplace of International Residents in Whangarei District 2013

The next most common birthplace was Asia which accounted for 15% of international residents. This is a significant increase from 10% in 2006. Another significant increase is that of residents for the Middle East and Africa. This has increased to 10%, similar to Australia and Europe (excluding United Kingdom and Ireland). This is likely due to the number of South Africans migrating to the District.
Languages Spoken

After English, the next most common language spoken in the Whangarei District is Te Reo Maori, which is spoken by 6.1% of people. For New Zealand as a whole, the most common language apart from English is Te Reo Maori, spoken by 3.7% of people. Around 86% of people in Whangarei District speak only one language, compared with 79.8% of people for all of New Zealand.

Figure 31 - Languages Spoken by Whangarei Residents 2013

There are a large number of people in the “other” language category in Figure 31. French is the most spoken language in the other category (693 people), followed by German (633), Afrikaans (483), Tagalog (309), Spanish (297), Hindi (234), Korean (171), Yue (144) and Northern Chinese (132).
Maori Descent - Iwi Population

The 2013 Census sought information relating to Maori ancestry and iwi affiliation. Depending on the definition, there are in excess of four iwi in the Whangarei District. In 2013, 20,793 people in the District indicated having Maori ancestry, representing 27% of the total Whangarei District population.

Whangarei District’s Maori population ranks 7th in size out of the 67 Districts in New Zealand and 3.1 % of New Zealand’s Maori population usually live in the Whangarei District.

Ngapuhi is the most populous iwi in the Whangarei District, followed by Ngati Wai and Ngati Whatua. Those with Maori descent can identity with up to five Iwi on the Census forms.

Table 4 - Iwi Population of Whangarei District 2013

<table>
<thead>
<tr>
<th>Iwi</th>
<th>Population with Maori Ancestry</th>
<th>% of Population with Maori Ancestry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ngapuhi</td>
<td>10,788</td>
<td>52%</td>
</tr>
<tr>
<td>Ngati Wai</td>
<td>1,623</td>
<td>8%</td>
</tr>
<tr>
<td>Ngati Whatua</td>
<td>1,434</td>
<td>7%</td>
</tr>
<tr>
<td>Te Uri-o-Hau</td>
<td>162</td>
<td>&lt; 1%</td>
</tr>
<tr>
<td>Other Whangarei District Iwi</td>
<td>303</td>
<td>1%</td>
</tr>
<tr>
<td>Not Further Defined</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Whangarei District Iwi</td>
<td>2,991</td>
<td>15%</td>
</tr>
<tr>
<td>Not elsewhere included</td>
<td>633</td>
<td>3%</td>
</tr>
<tr>
<td>Do not know their iwi</td>
<td>3,435</td>
<td>17%</td>
</tr>
<tr>
<td>Total People identifying as having Maori Ancestry (as percentage of the total usually resident population)</td>
<td>20,793</td>
<td>27%</td>
</tr>
</tbody>
</table>

Source: Statistics NZ Census 2013

---

7 Usually Resident Population 2013 Census
Age and Ethnicity

The age structures of the Pacific and Maori population in the Whangarei District are markedly younger than that for the European. As Figure 33 shows, 45% of Pacific Peoples and 35% of Maori residents are under the age of 15 compared with 20% of European residents. In contrast, only 3% of Pacific People and 6% of Maori residents are over the age of 65 compared with 21% of European residents.

Of the Asian population, 36% are in the 25-44 year age group while 26% of the Middle Eastern/Latin American/African (MELAA) population are in the same age group. There is a higher portion of these ethnicities in the working and reproductive age cohorts than any of the other ethnicities.

Figure 33 - Age and Ethnicity for Whangarei District 2013

Source: Statistics NZ Census 2013

Religion

Religious affiliation has been collected in the New Zealand Census of Population and Dwellings since 1851. Statistics New Zealand state that – “Religious affiliation is a variable of strong interest to religious organisations, social scientists, and can be used as an explanatory variable in studies on topics such as marriage formation and dissolution, fertility and income.”
Religious affiliations have been fluctuating in the past 12 years across the Whangarei District. In 2001, the majority of the District considered themselves Christian (58%), while 32% of the District responded “No Religion” as their affiliation. In 2013, the number has changed dramatically, where the difference between Christian affiliation and No Religion was minimal, almost 46% and 44% respectively.

Apart from those who refused to answer, the third most identified religious affiliation was Maori Christian (2.5%) while another 2.7% of Whangarei District identified with another religion (either Buddhist, Hindu, Muslim, Jewish, Spiritualist/New Age or Other).

Figure 34 - Religious Affiliation in Whangarei District 2001, 2006, 2013

Households and Families

At the time of the 2013 census, there were approximately 35,340 dwellings in the Whangarei District, of which around 30,204 (85.5%) were occupied and 5,136 (14.5%) were unoccupied (ie: holiday homes, homes under construction). Of the total number of dwellings, 48.2% were owned or partly owned by the usual residents, 30.5% were not owned by the usual residents and 13.6% were held in a family trust by the usual residents.

Home Ownership

In 2013, 48% of household occupiers owned or partly owned their dwellings, compared with 47% for both Northland and New Zealand. In 2006, 53% of dwellings were owned by the usual resident in Whangarei District. The drop of 5% in homeowners in Whangarei indicates more people are likely renting their current residences, and Whangarei may be becoming more unaffordable to own a home. This trend is also happening in Northland and New Zealand at 5% and 4% fewer usual residents owning their own dwelling respectively.

Table 5 - Tenure of Occupied Dwellings in Whangarei District, Northland & New Zealand

<table>
<thead>
<tr>
<th></th>
<th>Dwelling Owned or Partly Owned by Usual Resident(s)</th>
<th>Dwelling Not Owned by Usual Resident(s)</th>
<th>Not Elsewhere Included (response unidentifiable and not stated)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whangarei District</td>
<td>53%</td>
<td>48%</td>
<td>29%</td>
</tr>
<tr>
<td>Northland</td>
<td>52%</td>
<td>47%</td>
<td>29%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>51%</td>
<td>47%</td>
<td>31%</td>
</tr>
</tbody>
</table>

Source: Statistics NZ Census 2006 and 2013

In 2013, approximately 23% of total ratepayers resided outside of the District. Of these, more than half were from the Auckland Region (12%). The rest of the property owners were from other areas in New Zealand, as well as from overseas. This is partly explained by the large number of holiday houses owned by Aucklanders in the District.

8 Taken from GIS Assessment December 2013 data – mailing address outside of Whangarei District.
Occupied Dwellings

Occupied dwellings include private dwellings and non-private dwellings. Non-private dwellings include hotels, motels or guest houses, boarding houses, homes for the elderly and other such as hostels, motor camps or hospitals. In 2013, 79% of occupied dwellings in the Whangarei District were separate houses and around 12% were flats, units, townhouses, apartments or houses joined together. For New Zealand on the whole, 76% of homes were separate houses, while 17% were flats, units, townhouses or apartments.

Table 6 - Dwelling Counts for Whangarei District, Northland & New Zealand 2013

<table>
<thead>
<tr>
<th>Type of Private Dwellings</th>
<th>Total Occupied Dwellings 2013</th>
<th>Total Occupied Private Dwellings</th>
<th>Total Occupied Non Private Dwellings</th>
<th>Separate House</th>
<th>Flat, Unit Townhouse, Apartment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whangarei District</td>
<td>30,204</td>
<td>99.6%</td>
<td>0.5%</td>
<td>79%</td>
<td>12%</td>
</tr>
<tr>
<td>Northland Region</td>
<td>60,192</td>
<td>99.2%</td>
<td>0.8%</td>
<td>80%</td>
<td>9%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>1,561,956</td>
<td>99.4%</td>
<td>0.6%</td>
<td>76%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Source: Statistics NZ Census 2013

The number of occupied dwellings has increased by 42% (1.56% per annum) between 1986 and 2013. Apart from the time between 1986 and 1991, there has been a steady and consistent increase in occupied dwellings in the district. The largest increase in occupied dwellings was between 2001 and 2006 when they increased by 11.7% or 2.34% per annum.

Figure 35 - Occupied Dwellings in Whangarei District 1986-2013
Holiday Home Owners

There are two measures of holiday homes and temporarily occupied dwellings:

1. The ratio of unoccupied and occupied dwellings as recorded by the Census, and
2. The number of holidays homes according to Councils Coastal Peak Population Survey 2012/13.

While neither data is considered a ‘comprehensive’ measure of the extent of holiday home ownership, these statistics provide an insight into this characteristic in the Whangarei District.

In the Coastal Peak Population Survey performed in 2012/13 those surveyed were asked if their property was a permanent home or a holiday home. The results in Figure 36 illustrate the ratio of holiday residents and permanent residents in those households in the 15 coastal areas surveyed (based on residents responses).

The results show that the Bland Bay/Whangaruru, Matapouri, Oakura, Pataua, Taiharuru, Waipu Cove/Langs Beach and Whananaki settlements have a large proportion of holiday homes, while Waipu Township, Parua Bay, One Tree Point/Marsden Point/Ruakaka, Ngunguru and McLeod Bay/Reotahi have a higher proportion of permanent residences.

**Figure 36 - Household Type Coastal Areas of Whangarei District**

Unoccupied Dwellings

Occupied and unoccupied dwelling rates indicate the type of use of a dwelling. For example, if the dwelling was occupied or lived in around the day of the census, it is occupied. By definition,
an unoccupied dwelling refers to any habitable building that does not comply with the definition above. In this respect, in addition to ‘holiday home’ or absentee owners dwellings, this will include vacant properties for sale, properties completed but not yet occupied and others such as ‘abandoned dwellings’. Most unoccupied dwellings are holiday homes.

According to the 2013 Census, the number of unoccupied dwellings in the Whangarei District was 5,136 making up 15% of the total number of dwellings in the Whangarei District. On the coast, the number of unoccupied dwellings increases to over 50% in some areas, indicating the large number of holiday houses.

Comparing Occupied and Unoccupied Dwellings

The number of occupied dwellings increased by 17.8% (1.5% per annum) between 2001 and 2013, reaching the current number of occupied dwellings of 30,204. Growth in occupied dwellings between 2001 and 2006 was 9.8% (2.0% per annum), whereas growth from 2006-2013 was 7.3% (or 1.1% per annum).

![Figure 37 - Occupied and Unoccupied Dwellings in Whangarei District 2001-2013](image)

The number of unoccupied dwellings increased by 37.2% (3.1% per annum) between 2001 and 2013, reaching the current number of unoccupied dwellings of 5,136.

Growth in unoccupied dwellings between 2001 and 2006 was 8.3% (1.7% per annum), whereas growth from 2006-2013 was 26.7% (or 3.8% per annum). Many of the homes constructed between 2006-2013 could be investment properties waiting to become permanent occupied dwellings in the future.
In the Whangarei District in 2013, the split was 85% occupied and 15% unoccupied. In 2001, the split was 87% occupied and 13% unoccupied. For New Zealand as a whole in 2013, the split was 89% occupied and 11% unoccupied, whereas in 2001 the split was 90% occupied and 10% unoccupied.

These figures show that Whangarei District has a relatively high proportion of holiday homes, particularly along the coast. This is largely due to the attractiveness of the Whangarei coast as a holiday destination, particularly for Aucklanders.

This has significant implications for land use planning and infrastructure provision. Land use planning needs to take into account higher growth rates for dwellings on the coasts relative to projected (permanent) population growth. Infrastructure provision needs to take into account peak population demand (over the Christmas/New Years period) rather than simply permanent population projections.

### Household Size

According to the 2013 Census, there were 29,760 households in the Whangarei District. Table 7 shows that 57% of households are in the Whangarei urban area. The number of households in the Whangarei District represents 50% of households in Northland and 2% of households in New Zealand.

<table>
<thead>
<tr>
<th>Total Number of Households</th>
<th>Percentage of Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coastal</td>
<td>4,506</td>
</tr>
<tr>
<td>Rural</td>
<td>6,087</td>
</tr>
<tr>
<td>Rural Residential</td>
<td>2,121</td>
</tr>
<tr>
<td>Urban</td>
<td>17,046</td>
</tr>
<tr>
<td><strong>Whangarei District Total</strong></td>
<td><strong>29,760</strong></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Northland Region</td>
<td>58,947</td>
</tr>
<tr>
<td>New Zealand</td>
<td>1,549,890</td>
</tr>
</tbody>
</table>

Source: Statistics NZ Census 2013

Consistent with national trends, households in the Whangarei District are getting smaller. The proportion of one person and two-person households increased between 2006-2013, and the proportions of three and four or more person households decreased.

Table 8 shows, that in 2013, most households in the Whangarei District were two person households (38% compared to 37% in 2006). Twenty five percent of the households were one
person households in 2013 (an increase of 2% from 2006) and 15% were three person households. Four + person households accounted for 22%.

Whangarei District has a higher percentage of one and two person households and a lower percentage of three and four person households than New Zealand as a whole. This indicates smaller family sizes and an aging population. This trend is expected to continue into the future and has implications for land use planning, urban design/housing design and infrastructure provision.

Table 8 - Proportion of Household Sizes- 2013

<table>
<thead>
<tr>
<th></th>
<th>One Person</th>
<th>Two People</th>
<th>Three People</th>
<th>Four + People</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coastal</td>
<td>23%</td>
<td>47%</td>
<td>12%</td>
<td>18%</td>
</tr>
<tr>
<td>Rural</td>
<td>18%</td>
<td>41%</td>
<td>14%</td>
<td>26%</td>
</tr>
<tr>
<td>Rural Residential</td>
<td>16%</td>
<td>40%</td>
<td>16%</td>
<td>27%</td>
</tr>
<tr>
<td>Urban</td>
<td>29%</td>
<td>34%</td>
<td>15%</td>
<td>22%</td>
</tr>
<tr>
<td>Whangarei District Total</td>
<td>25%</td>
<td>38%</td>
<td>15%</td>
<td>22%</td>
</tr>
<tr>
<td>Northland Region</td>
<td>26%</td>
<td>37%</td>
<td>14%</td>
<td>22%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>23%</td>
<td>34%</td>
<td>16%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Source: Statistics NZ Census 2013

There is some spatial variation in household size across the District, particularly with respect to the larger households. The proportion of one-person households vary across the District with the highest proportion in the urban area (29%), and the smallest in the rural residential area (16%). There is less consistency in the proportion of two person households ranging from 34% in urban areas to 47% in Coastal areas (see Table 8). The largest proportions of households of four or more occur in the rural areas, at 27% in rural residential areas. The smallest proportions of these larger households occur in the coastal area (at 18%).

Figure 38 - Comparison of Proportion of Household Sizes, 2006 - 2013

Source: Statistics NZ Census 2006 and 2013
Changes in the proportion of household sizes are illustrated in Figure 38. The most notable changes are in the Coastal, Rural and Rural Residential areas, where the majority of loss in four or more people households and gain of two people households occurred.

Despite the variations in household size, the mean number of people per household was 2.6 in 2013\(^9\). This figure is 2.7 for Northland and for New Zealand. The average household size in Whangarei has been decreasing, down from 2.7 people per household in 2006, and is expected to decrease further in the future as the population ages.

**Number of Bedrooms**

The distribution of house sizes in the Whangarei District, indicated by the number of bedrooms is similar to that of New Zealand as a whole (Table 9). Most homes have three bedrooms, (48% in the District) and a small number of homes have five or more bedrooms (6%).

Table 9 - Number of Bedrooms for Whangarei District 2013

<table>
<thead>
<tr>
<th>Number of Bedrooms</th>
<th>One</th>
<th>Two</th>
<th>Three</th>
<th>Four</th>
<th>Five +</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coastal</td>
<td>6%</td>
<td>14%</td>
<td>46%</td>
<td>26%</td>
<td>8%</td>
</tr>
<tr>
<td>Rural</td>
<td>5%</td>
<td>11%</td>
<td>45%</td>
<td>30%</td>
<td>9%</td>
</tr>
<tr>
<td>Rural Residential</td>
<td>4%</td>
<td>10%</td>
<td>39%</td>
<td>37%</td>
<td>10%</td>
</tr>
<tr>
<td>Urban</td>
<td>5%</td>
<td>22%</td>
<td>51%</td>
<td>19%</td>
<td>4%</td>
</tr>
<tr>
<td>Whangarei District</td>
<td>5%</td>
<td>18%</td>
<td>48%</td>
<td>23%</td>
<td>6%</td>
</tr>
<tr>
<td>Total</td>
<td>5%</td>
<td>18%</td>
<td>48%</td>
<td>23%</td>
<td>6%</td>
</tr>
<tr>
<td>Northland Region</td>
<td>6%</td>
<td>18%</td>
<td>47%</td>
<td>23%</td>
<td>6%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>6%</td>
<td>19%</td>
<td>45%</td>
<td>23%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Source: Statistics NZ Census 2013

The most notable differences are spatially where 51% of houses in the urban area have three bedrooms, and in the rural area where 37% of houses have four bedrooms.

\(^9\) Using usually resident population and number of households.
Family Type

Census household data are used to construct household composition and family type classifications. Both of these attributes are useful for analysing family and household relationships at a more macro level.

For census purposes, the “family” is defined as two or more people, who are members of the same household, and who comprise either a couple or at least a one parent-child relationship. Three categories are used to describe the family: one parent, two-parent, and couple-only families.

While the most common family type in New Zealand is two-parent, this is not the case in the Whangarei District. The most common type of family in the Whangarei District is couple-only (at 44%), which is greater than the New Zealand proportion of 41%.

In the Whangarei District, the proportion of couple-only families increased by 1% between 2006 and 2013. The proportion of one parent with child(ren) families also increased from 20% to 21% from 2006 to 2013, whereas the couple with child(ren) category decreased by 2%. For New Zealand as a whole, the couple without child(ren) increased from 40% to 41% from 2006 to 2013, and the couple with child(ren) categories decrease from 42% to 41%. The one parent with child(ren) category made up the remaining 18% (unchanged from 2006).

Family types are changing nationally and in the Whangarei District. Couples with no children are increasing, due partly to population aging and people choosing not to have children. This is likely to continue. One parent families are also increasing, but this is likely to stabilize in the future. On the other hand, couples with children are decreasing as a proportion and this too is expected to decrease in the future as the population ages.

Table 10 - Family Type for Whangarei District 2006 and 2013

<table>
<thead>
<tr>
<th></th>
<th>Family Type 2013</th>
<th>Family Type 2006</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Couple with no</td>
<td>Couple with</td>
</tr>
<tr>
<td></td>
<td>Child(ren)</td>
<td>Child(ren)</td>
</tr>
<tr>
<td>Whangarei</td>
<td>44%</td>
<td>35%</td>
</tr>
<tr>
<td>District</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Northland Region</td>
<td>45%</td>
<td>34%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>41%</td>
<td>41%</td>
</tr>
</tbody>
</table>

Source: Statistics NZ Census 2006 and 2013
Household Composition

The broad household composition categories used by Statistics New Zealand are:

- One family household (i.e. one and two parent family types)
- Two or more families
- Other multi person (i.e. flatting situation); and
- One-person household (i.e. living alone)

Figure 39 – Changes in Household Composition of Whangarei District, Northland & New Zealand 2006-2013

In 2013, the one family household was by far the most common form of household in the Whangarei District (66%), Northland (64%) and New Zealand (66%). The proportion of people living in households of two or more families was 2% for Whangarei District and Northland Region populations. The proportion of households with two or more families is higher for the rest of New Zealand at 3%. The proportion of people living in ‘other multi person’ households in the Whangarei District (3%) was lower than the national average of 5%.

When comparing the changes between the 2006 Census and the 2013 Census, some significant changes can be observed (Figure 39). A decrease in one family households and an increase in one person households has occurred in Whangarei and Northland District. This could be due to the aging population. One family households may typically consist of a surviving member of a two person household.

In New Zealand, the number of two or more family households increased. This may be because households are increasingly changing with time. Circumstances could dictate grandparents moving in with children and children with young families living with their parents.
Often in non-western cultures (i.e. Asian) these household types are common and as a result of higher rates of external migration, these households are beginning to be found in New Zealand.

Motor Vehicles Available to Households for Private Use

Seven percent of households in the Whangarei District did not have access to a motor vehicle for private use in 2013, compared with 8% of New Zealand households. These figures have remained unchanged since 2006.

Eleven percent of households in the Whangarei urban area did not have access to a motor vehicle in 2013, compared with 2% of rural residents. Twenty one percent of households in the rural residential areas of Whangarei have access to three or more vehicles compared with 9% of urban households.

Table 11 - Access to Motor Vehicles in Whangarei District 2013

<table>
<thead>
<tr>
<th>No Access</th>
<th>One Vehicle</th>
<th>Two Vehicles</th>
<th>Three + Vehicles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coastal</td>
<td>3%</td>
<td>33%</td>
<td>42%</td>
</tr>
<tr>
<td>Rural</td>
<td>2%</td>
<td>25%</td>
<td>44%</td>
</tr>
<tr>
<td>Rural Residential</td>
<td>2%</td>
<td>24%</td>
<td>47%</td>
</tr>
<tr>
<td>Urban</td>
<td>11%</td>
<td>43%</td>
<td>29%</td>
</tr>
<tr>
<td>Whangarei District Total</td>
<td>7%</td>
<td>36%</td>
<td>35%</td>
</tr>
</tbody>
</table>

Source: Statistics NZ Census 2013

Access to motor vehicles in the Whangarei District is relatively high, compared with the rest of New Zealand. One reason for this could be the low use of public transport. Less than one percent (0.6%) of people used public transport to travel to work, compared with 4.4% for New Zealand as a whole. Sixty four percent of Whangarei residents drive to work, compared with 60% for Northland and New Zealand. There are 10% of residents who work from home, this is significant for home occupation and location planning. Only 5.3% of residents walked or cycled to work and this may increase in the future with the establishment of cycle ways.
Table 12 - Main Means of Travel to Work for Whangarei District 2013

<table>
<thead>
<tr>
<th></th>
<th>Drive(^{10})</th>
<th>Passenger</th>
<th>Walked/Cycled(^{11})</th>
<th>Public Transport(^{12})</th>
<th>Work at Home</th>
<th>Other(^{13})</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whangarei District</td>
<td>64.1%</td>
<td>4.3%</td>
<td>5.3%</td>
<td>0.6%</td>
<td>10.0%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Northland Region</td>
<td>60.4%</td>
<td>3.9%</td>
<td>5.5%</td>
<td>0.4%</td>
<td>13.5%</td>
<td>5.5%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>60.7%</td>
<td>3.8%</td>
<td>7.5%</td>
<td>4.4%</td>
<td>8.5%</td>
<td>4.7%</td>
</tr>
</tbody>
</table>

Source: Statistics NZ Census 2013

Access to Communications

Access to communications is often used as an indicator for measuring social engagement. Previously, the focus was on access to telephones as they were seen as an important medium for maintaining social relationships and for emergency management. However, with recent development and wide use of other telecommunications, it is now more appropriate to include access to internet and mobile phones in any consideration of access to communications.

Table 13 - Access to Telecommunications - Whangarei District, Northland & New Zealand 2013

<table>
<thead>
<tr>
<th></th>
<th>No Access</th>
<th>Access to Mobile Phone</th>
<th>Access to Telephone</th>
<th>Access to Fax</th>
<th>Access to Internet</th>
<th>Not Elsewhere Included</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whangarei District</td>
<td>1.8%</td>
<td>77.5%</td>
<td>78.1%</td>
<td>13.3%</td>
<td>66.7%</td>
<td>6.7%</td>
</tr>
<tr>
<td>Northland Region</td>
<td>2.5%</td>
<td>73.9%</td>
<td>75.4%</td>
<td>14.0%</td>
<td>62.5%</td>
<td>8.1%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>1.6%</td>
<td>79.4%</td>
<td>81.1%</td>
<td>13.8%</td>
<td>72.8%</td>
<td>5.2%</td>
</tr>
</tbody>
</table>

Source: Statistics NZ Census 2013

Access to communications in Whangarei District is similar to New Zealand, except for the internet which is lower (66.7% compared to 72.8%). Access to telephones and mobile phones is only slight lower in Whangarei District compared to New Zealand on the whole (see Table 13).

\(^{10}\) Includes drove a private car, truck or van; drove a company car, truck or van; motorcycle or power cycle
\(^{11}\) Includes bicycle; walked or jogged.
\(^{12}\) Includes public bus; train
\(^{13}\) Includes other; not elsewhere included
Access to land line telephones is generally decreasing across the country. This is likely because of the universal number of suppliers for and the wider use of cell phones. Access to fax machines has dropped significantly as this type of technology has been replaced by new technology.

Access to mobile phones has increased since the last census. More people have access to a mobile phone (up from 70% in 2006 to 78% in 2013). This is now the same level as land line telephones (Figure 40).

Access to the internet has increased significantly (up to 68% from 52% in 2006), due to the large number of people having mobile internet access. In most cities, free internet is offered through a wi-fi signal and a number of aerials have been built in recent years to allow for access in coastal and rural areas across the District.

Means of Home Heating

Electricity is still the favoured way to heat homes in New Zealand. However, as Figure 41 shows, Whangarei residents are less likely to use electricity for home heating compared with New Zealand as a whole. Instead, wood and bottle gas are used more in Whangarei District and Northland.
At a District level, residents in the urban area are more likely to use electricity (72.7%) for home heating than those in the rural area, and residents in the rural areas are more likely to use wood (63.4%) for home heating than those in the urban area (Table 14).

Table 14 - Main Means of Home Heating in Whangarei District 2013

<table>
<thead>
<tr>
<th>Type of Heating</th>
<th>Coastal</th>
<th>Rural</th>
<th>Rural Residential</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electricity</td>
<td>63.9%</td>
<td>57.5%</td>
<td>68.1%</td>
<td>72.7%</td>
</tr>
<tr>
<td>Mains Gas</td>
<td>0.3%</td>
<td>0.4%</td>
<td>2.0%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Bottle Gas</td>
<td>20.0%</td>
<td>18.5%</td>
<td>21.7%</td>
<td>18.7%</td>
</tr>
<tr>
<td>Wood</td>
<td>43.2%</td>
<td>63.4%</td>
<td>50.8%</td>
<td>34.4%</td>
</tr>
<tr>
<td>Coal</td>
<td>1.2%</td>
<td>1.2%</td>
<td>0.5%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Solar</td>
<td>1.9%</td>
<td>2.2%</td>
<td>1.7%</td>
<td>0.8%</td>
</tr>
<tr>
<td>No Fuels Used in This Dwelling</td>
<td>3.5%</td>
<td>3.1%</td>
<td>1.8%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Other Fuel(s)</td>
<td>0.9%</td>
<td>0.7%</td>
<td>1.2%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Not Elsewhere Included</td>
<td>5.4%</td>
<td>6.7%</td>
<td>4.2%</td>
<td>8.2%</td>
</tr>
</tbody>
</table>

Source: Statistics NZ Census 2013
Future Projections and Implications

Future Population Growth

Whangarei District Council has produced a Growth Model to assist land use planning and infrastructure provision together with funding sources (Whangarei District Growth Model 2014). This model projects population growth over the next 30 years (until 2043).

In 2015, Statistics NZ released population projections at the territorial authority level for five yearly periods until 2043. Both the Whangarei District Growth Model and Statistics NZ produced high, medium and low projections. The medium projection under the Whangarei District Council Growth model was for a 0.9% per annum growth rate over the next 30 years. This would result in a population of around 110,000 people in 2043, an increase of around 26,000 people from 2013 or 870 people per year.

The Statistics NZ medium projection is similar to the Whangarei District Council Growth Model projection for the first 10 years then reduces its projected population growth to result in 100,000 people living in Whangarei District by 2043. The overall growth rate for the Statistics NZ medium projection is 0.6% per annum. The Whangarei District Growth Model projection for the whole 30 year period is between the Statistics NZ medium and high projection (see Figure 42).

Figure 42 - Estimated Resident Population Projections 2013-2043

The Whangarei District Growth Model projections take into account local data, such as building consents issued and correlation between population and dwelling growth, which Statistics NZ
does not use. These projections are judged to be reasonable given the uncertainties that exist around all projections. The earlier projections from the Whangarei District Growth Model used in the Whangarei District Growth Strategy have proved more accurate to date than the previous Statistics NZ projections.

However, the uncertainties around population projections increase significantly after 2043. It is projected that natural population increase in the Whangarei District will halve by 2031 (from around 500 people per annum to around 250 people per annum) and end around 2045 (Statistics NZ 2013, NIDEA and Waikato University 2014). Any population increases or decreases from that time will depend solely on migration, internal and overseas.

If Whangarei District is to continue to grow, it must retain and/or attract people to the District, particularly those in the working/reproductive age cohorts (20-45 years). If Whangarei cannot achieve this, the population will likely go into decline sometime after 2045. This has serious implications for funding of infrastructure and services and maintaining economic growth and prosperity.

**Lack of Working Age/Reproductive Age Cohorts**

The hollowing out of working age/reproductive age cohorts (20-45 years) in the Whangarei District population structure, graphically illustrated in Figure 8 and Figure 9 in this report, along with the reduction in children in the younger cohorts over time is the most serious demographic characteristic facing Whangarei District.

Not only do the lack of these cohorts present a problem to the District today, they will contribute to a worsening situation in the future. Because of a lack of reproductive cohorts at present there are less children produced for future reproduction. That is, the trend is reinforced as it becomes a structural feature of the population - one which is more difficult to rectify. Unless there is retention and/or attraction of working age/reproductive age cohorts, the number of children born will continue to diminish and the number of older people relative to the rest of the population will increase. Apart from the structural effect on future population age structure, the lack of working age/reproductive age cohorts in the District has other serious implications now and into the future.

Firstly, there is a reduction in social vitality affecting entertainment, sports and recreation and arts and culture which affects the attractiveness of Whangarei as a place to live, work or play. This adversely affects the ability to attract younger migrants to live here or visit the District. There are also adverse economic effects caused by a lack of these cohorts. It is these age groups that often provide the entrepreneurs in an economy to start business enterprises, provide employment opportunities, economic growth and prosperity. A lack of these cohorts is also likely to result in labour shortages in the future, particularly skilled labour. It is becoming
increasingly difficult to attract skilled labour, both nationally and globally, and Whangarei will need to compete in national and global labour markets to attract future skilled workers.

Lastly, it is these cohorts who in the future will be required to pay for new capital expenditure and maintenance of infrastructure and social services for an increasingly aging population. For example, the ratio of those at labour market entry age to those entering retirement is seriously reducing in Northland, Whangarei and New Zealand as a whole. The Northland Region labour market ‘entry/exit ratio’ has fallen since 1996 from 14 people at the labour market entry age for every 10 in the retirement age zone, to just 9 per 10 in 2013.

Ratios have been below parity (one entrant per exit) in the Far North and Kaipara Districts since around 2006, while Whangarei District has only just reached this level. All ratios are projected to fall further. The trends are identical to, but significantly lower than for New Zealand as a whole and imply forthcoming labour shortages in the Whangarei District as well as a diminishing rates base to pay for capital works and infrastructure maintenance (NIDEA and Waikato University, 2014).

Rapidly Aging Population

Concurrent with a hollowing out of the working age/reproductive cohorts is a projected increase in the older age cohorts. Whangarei District already has a much older population age structure than New Zealand as a whole. The median age in the District is 41 years compared to 38 years for New Zealand. The portion of the population over the age of 65 years is 18% for Whangarei compared to 14% for New Zealand on the whole.

The population of Whangarei and New Zealand as a whole has been aging over the last decade or so and the rate of ageing is increasing. This is particularly so for Whangarei District in comparison to New Zealand as a whole. For example, between 2001 and 2013, the number of people over 65 years has increased by 46% in the Whangarei District compared to 35% in New Zealand (see Figure 6). The number of people in the 45-64 year cohorts has increased by around 33% for both Whangarei and New Zealand as a whole.

The aging of the population both in the Whangarei District and New Zealand as a whole is projected to continue into the future. The current median age for the Whangarei District of 41 years is expected to increase to 46 years by 2043. Around 95% of population growth between

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14 Various age groupings can be employed to calculate the Labour market entry age and ‘exit’ age; here two are used: 15-24 to those 55-64 years, and people aged 20-29 to those 60-69 years. NIDEA and the University of Waikato, 2014.
2013 and 2043 will be at 65 plus years of age (NIDEA and Waikato University 2014). This is illustrated in Figure 43.

Figure 43 - Population Differences from 2013-2043

The rapidly aging population has a number of implications for the Whangarei District. Firstly there will be a diminishing rates base to pay for capital projects and infrastructure maintenance as older people move into care or retirement villages. There will be an increased rates burden on those continuing to live in their own homes.

There will be a change in the type of infrastructure and services required. For example, different transport options, different sporting and recreational facilities, increased health provision and other related social services and different housing requirements including retirement villages, units, and smaller houses. And lastly, there will be social, cultural and economic impacts from an aging population. Some of these have been mentioned already.

Future Choices

Whilst these changing demographic trends have serious implications for the future, the Whangarei District is not alone in facing them. Other Districts are facing similar issues. Many are in more difficult situations than Whangarei District. Others are not. The main centres, particularly whose with universities have much more balanced population profiles.
Moreover, the projections for the future are based on past trends and current circumstances. Circumstances can change and the projections and outcomes improved – not reversed but improved to varying extent.

The most effective way to address this is to increase those working age/reproductive cohorts between 20-45 years by retaining more people of those ages in the District or attracting more to the District. The way to accomplish this is firstly by making Whangarei District and, in particular, Whangarei City, a more attractive place for young working age/reproductive people to live, work and play. The District is blessed with a superb natural environment, both coastal and inland, which is highly attractive to all age groups. However, the City itself needs to become more attractive to these younger cohorts, particularly the skilled, professional, entrepreneurial, generation Y age group who are starting their careers.

This is the age group that will provide the business enterprises of the future, the future job opportunities, the economic growth and prosperity in the District. These are also the cohorts who enjoy inner city living, vibrant city centres, with a variety of night life, entertainment and recreational attractions. Whangarei at present largely lacks such attractions. It must make efforts to provide them.

Secondly, opportunities for youth training and tertiary education need to be maximised wherever possible. Vocational training whether for trades, professions or the arts, along with opportunities for increased tertiary education, should be a prime concern of business organisations, civic leaders and education and training providers.

Retaining or attracting young adults to the District to undertake training and/or tertiary education is one way of increasing these cohorts in the District population. In addition, as has been shown elsewhere, both in New Zealand and overseas, some of these young people upon completion of their training or education will remain in the District to live and work. These are the future skilled workforce the District will sorely need in the coming years and these are the young entrepreneurs of the future who will start business enterprises, create employment and grow the economy.

Lastly, employment opportunities must be available for these younger reproductive age cohorts. If these cohorts are to remain in or move to Whangarei District to raise a family, there needs to be stable, well paid employment opportunities. If there are not, they will go, or remain elsewhere.

The projected population structure in 2043 is depicted below (Figure 44). This is based on present trends and the current situation relating to natural population increase, migration, employment, etc. It is the population structure of a senescent district, top heavy with older retired people, severely lacking working age/reproductive cohorts and possessing a declining number of children.
It is not an inevitable future but at present it is the most likely. For it not to come to pass, the demographic trends outlined in this report need to be closely scrutinised, widely discussed and, most importantly, acted upon by all organisations that can have an influence on changing them.