

# 2018 Census results

## The Southern Initiative



The 2018 New Zealand Census of Population and Dwellings was held on 6 March 2018.

This is the official count by Stats NZ of how many people and dwellings there are in New Zealand. It provides a snapshot of New Zealand on census day.

This information sheet provides an overview of initial results from the census for The Southern Initiative, and background information on the census. The Southern Initiative is a major place-based regeneration programme established in [the Auckland Plan](#). It covers the local board areas of Māngere-Ōtāhuhu, Ōtara-Papatoetoe, Manurewa and Papakura.

## Population growth

At the 2018 Census there were 316,878 usual residents in The Southern Initiative area, an increase of 42,378 people since the 2013 Census.

This represents a 15.4% increase between 2013 and 2018. The Southern Initiative has grown more quickly than wider Auckland (11.0% increase).

The Southern Initiative represents 20.2% of the Auckland population, up slightly from 19.4% at the 2013 Census.



**316,878**

people in 2018

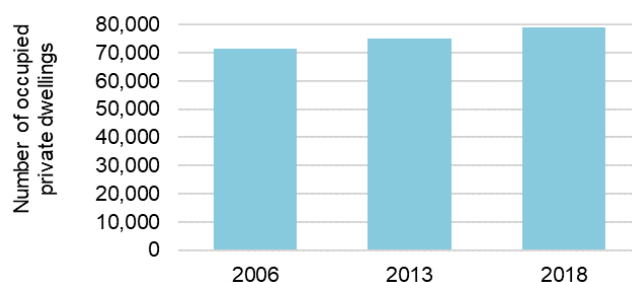
**+ 42,378** (15.4%)  
since the 2013 Census

## Number of dwellings

The census captures the number of occupied and unoccupied private and non-private dwellings. Non-private dwellings will not be reported here. (They provide short or long-term communal or transitory type accommodation, e.g. communal staff quarters, hospitals and prisons).

At the 2018 Census, The Southern Initiative had a total of 79,107 occupied private dwellings, an increase of 4,005, or 5.3% from 2013. This represents moderate growth compared to that of wider Auckland (5.7% increase).

In addition, 4,467 unoccupied private dwellings were counted.



**79,107**

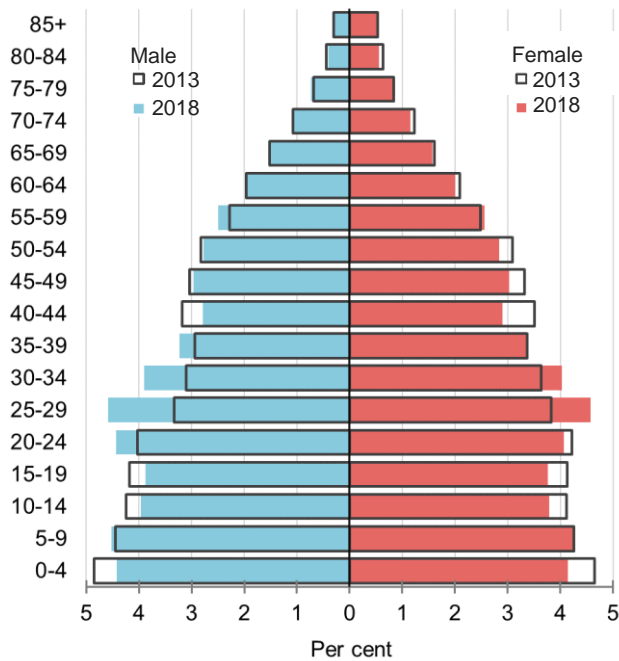
dwellings in 2018

**+ 4,005** (5.3%)  
since the 2013 Census

## The Southern Initiative age structure

At the 2018 Census 25.1% of The Southern Initiative's population was under 15, compared to 20.0% of Auckland.

8.7% were 65 or older, compared to 12.0% of Auckland.



At the 2018 Census, the approximate median age in The Southern Initiative was 29.7\* years, compared with 34.7 years in Auckland.

Age	The Southern Initiative		Auckland
	Numbers	%	%
0-14	79,629	25.1	20.0
15-64	209,610	66.1	68.0
65+	27,654	8.7	12.0

\* The TSI median age is a population-weighted average of the median age of each comprising local board.

## Data sources

In response to issues with the 2018 Census, Stats NZ has, for the first time, used administrative and other data to help fill gaps caused by response rates that were lower than anticipated. More information on data sources used by variable is available on the Stats NZ website.

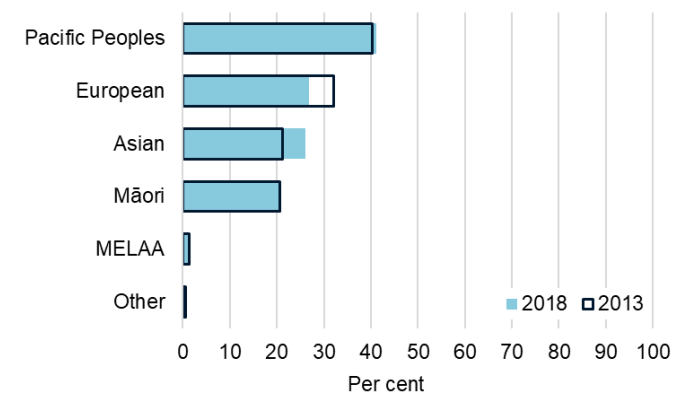
## Ethnic diversity

41.1% as Pacific Peoples (compared to 15.5% Auckland).

26.9% identified as European (compared to 53.5% Auckland).

26.1% Asian ethnicity (compared to 28.2% Auckland).

21.0% as Māori (compared to 11.5% Auckland). 66,540 Māori usually live in The Southern Initiative. This is an increase of 14,301 people, or 27.4%, since the 2013 Census.



MELAA refers to Middle Eastern, Latin American and African. People could choose more than one ethnicity and categories are not exclusive. Percentages will add to more than 100.

The Southern Initiative had a high growth in Asian population. Since the 2013 Census this ethnic group has increased by 29,271 people, or 54.8%.



**82,647**  
people identify as Asian in 2018  
**+ 29,271 (54.8%)**  
since the 2013 Census

## Further information

For further information on Auckland related census data, please visit our interactive census data mapping site [www.censusauckland.co.nz](http://www.censusauckland.co.nz) or contact the Research and Evaluation Unit at [census@aucklandcouncil.govt.nz](mailto:census@aucklandcouncil.govt.nz)