



West Auckland Census 2023

Developed by Sport Waitākere





Total Population: 259,950

The people living here come from a range of different ethnic backgrounds

Māori: 38,994
Pasifika: 50,823
Asian: 83,283
Pākehā: 122,679
MELAA: 7,743
Other Ethnicity: 2,385

Deprivation Rates (1=low and 10=extreme)

**Very high (7-8)
/extreme (9-10)
deprivation**

HMLB: 68%
WHLB: 62%
WRLB: 32%

A deprivation score of 7 to 10 reflects some of the highest levels of disadvantage. People in these communities are more likely to experience cold or overcrowded housing, limited or no access to the internet, very low incomes, and fewer chances to gain qualifications or secure stable work. These everyday barriers can make it harder to access services and affect people's health, wellbeing, and opportunities over time.

Employment and Income

Full time Employment

HMLB: 54.3%
WHLB: 53.2%
WRLB: 55%

(NZ wide 69%)

Median Wage (30-64yrs old)

HMLB: \$56,100
WHLB: \$55,900
WRLB: \$64,800

(NZ wide \$66,200)



Earning below the national median makes West Aucklanders more vulnerable to the rising cost of living—leaving less room to absorb unexpected expenses and adding pressure to families already navigating a complex web of social and economic challenges.

Qualifications



Local Board	None	High School	Tertiary
HMLB	18%	44%	38%
WHLB	17%	41%	42%
WRLB	18%	40%	42%

Lower rates of high school and tertiary qualifications in West Auckland can have long-term impacts on both individuals and the wider community. With fewer formal credentials, people may face limited access to stable, well-paying jobs and fewer opportunities for career pathways. This can lead to lower lifetime earnings and greater reliance on insecure and/or low-paid work. Over time, these patterns can reinforce cycles of hardship and limit the chances of future generations to access education and economic opportunity.

Activity Limitations

HMLB

Under 65: **15.9%**

Over 65: **21.5%**

WLB

Under 65: **13.4%**

Over 65: **21.5%**

WRLB

Under 65: **13.6%**

Over 65: **14.5%**



Physical activity rates in West Auckland are shaped not just by motivation or opportunity, but by the realities of physical and cognitive limitations in our communities. This data shows that many people experience difficulties with mobility, communication, memory, or sensory processing—factors that can affect how, where, and whether they can participate. This highlights the need for events, programmes, and environments that are intentionally designed to be accessible and inclusive, so that everyone—regardless of ability—can take part in ways that feel safe, welcoming, and meaningful.

An aerial photograph of West Auckland, New Zealand, showing a residential area with houses and trees in the foreground, a harbor with many sailboats in the middle ground, and hills in the background under a cloudy sky. The image is framed by a large green triangle pointing downwards.

West Auckland Summary

The 2023 Census data provides a snapshot of West Auckland, highlighting its diverse population, high levels of deprivation, including low income, 20% with no qualifications and at least a quarter with physical limitations.

