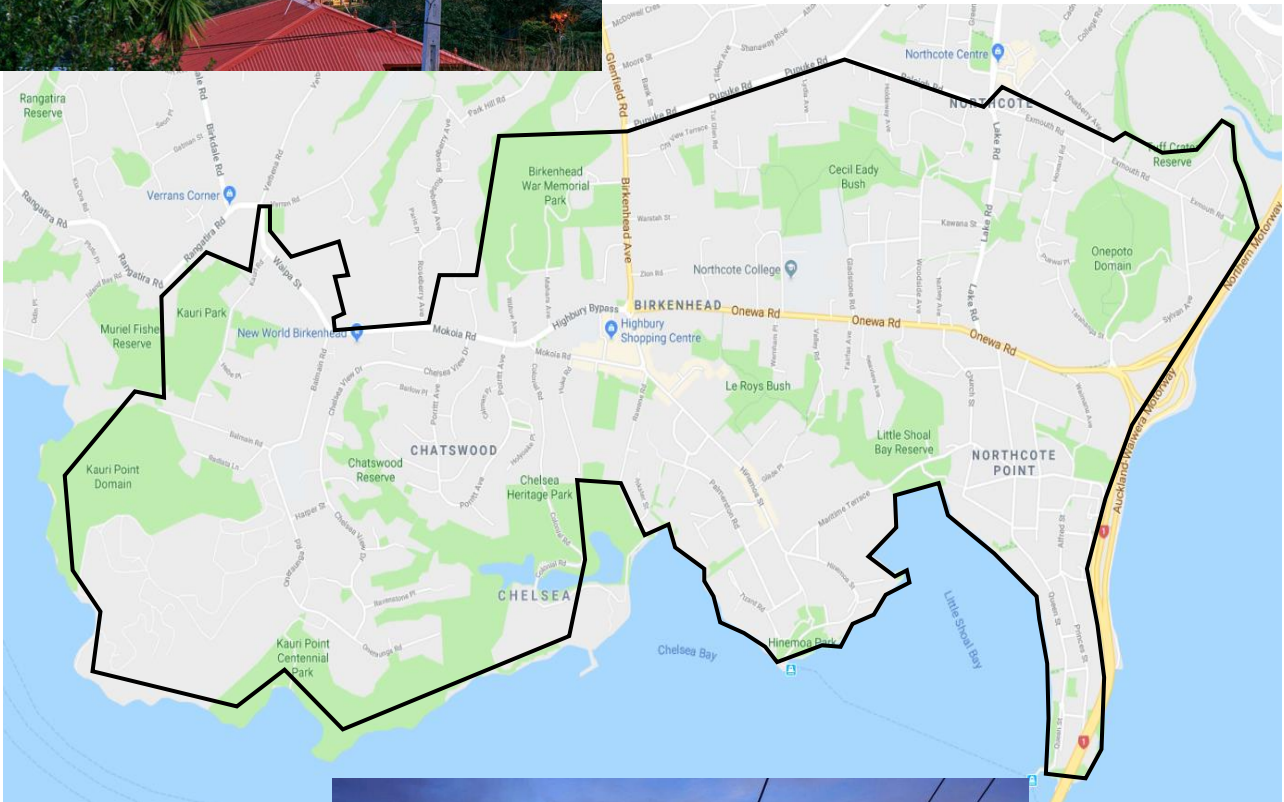
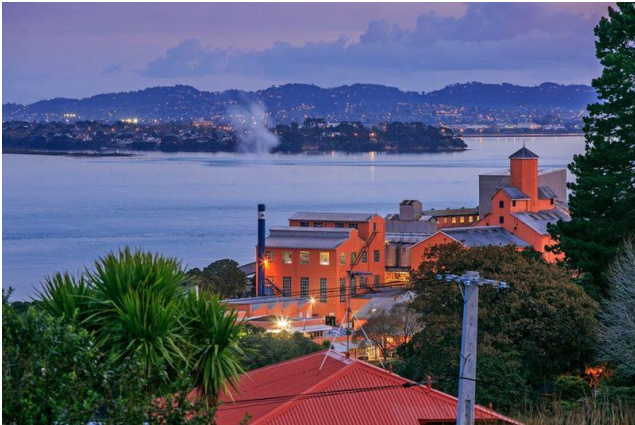




## Territory Guide: Birkenhead



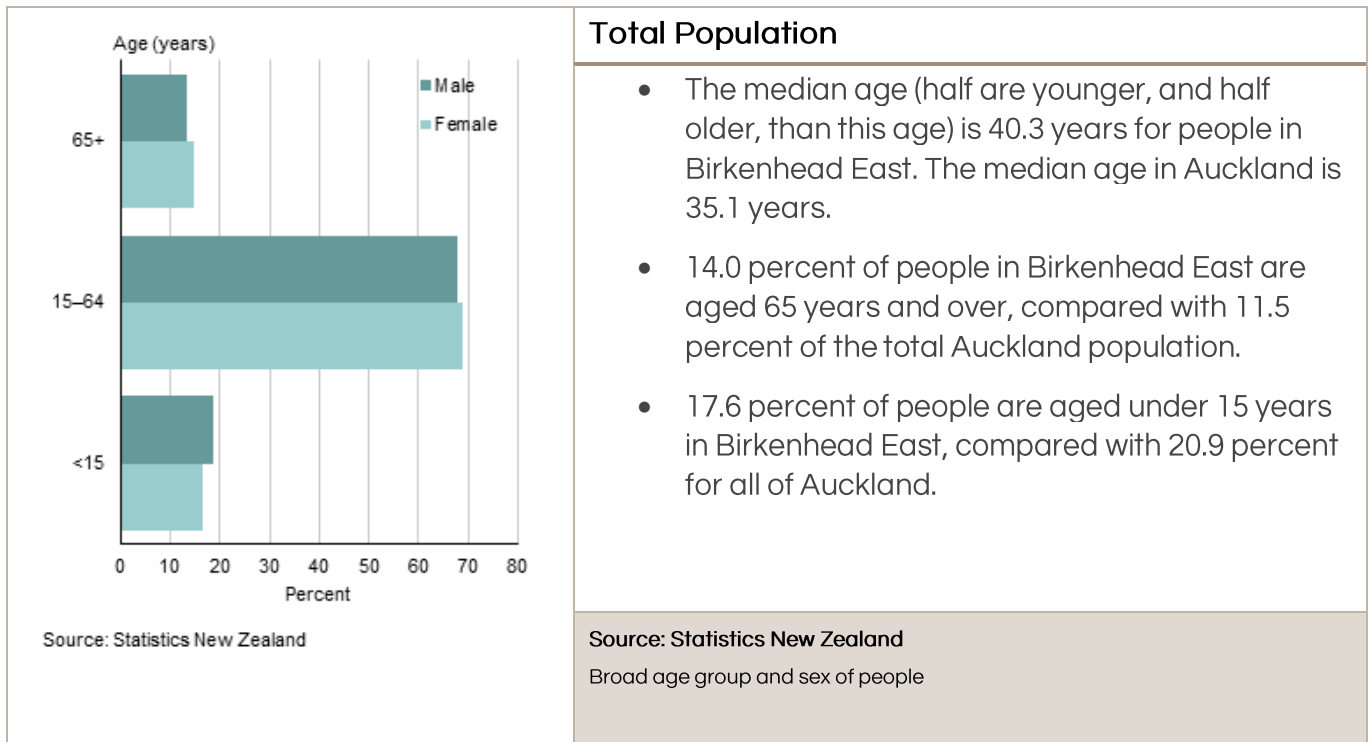
# Hire-A-Hubby Territory Profile



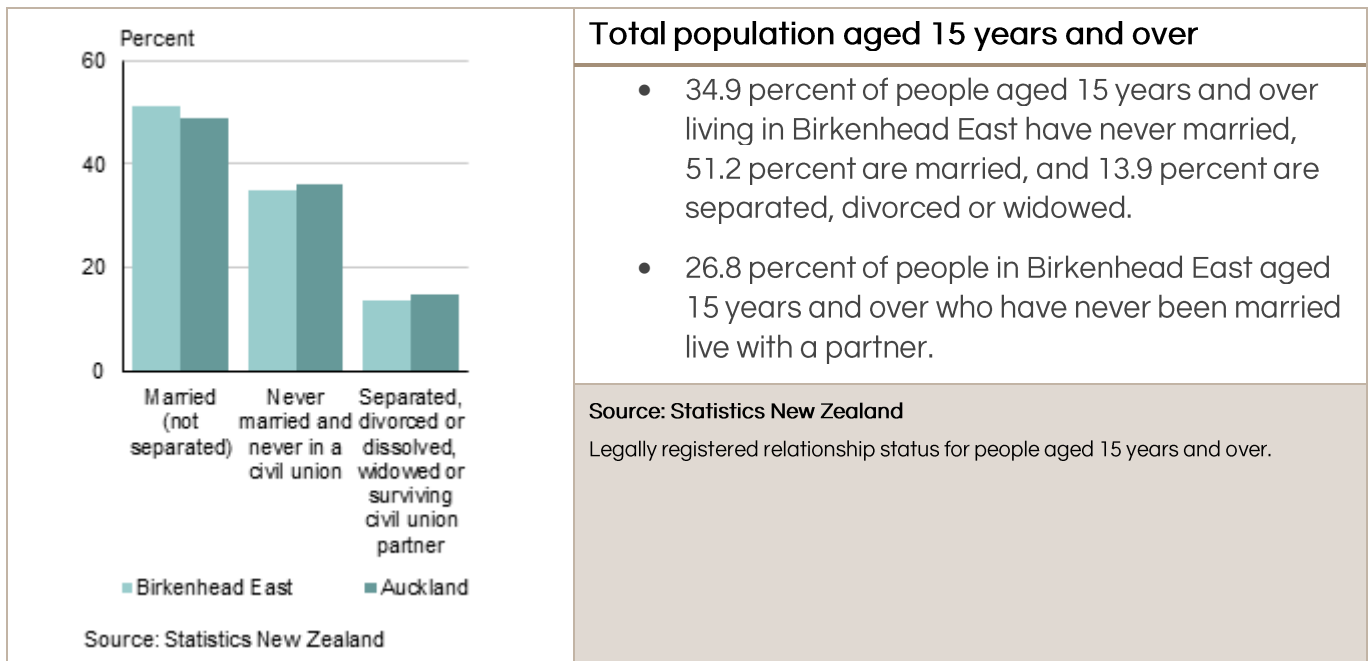
# Territory Demographics



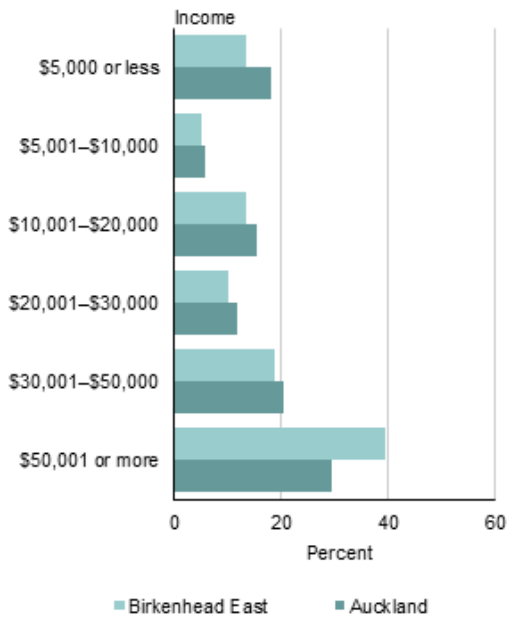
## AGE AND GENDER



## RELATIONSHIP STATUS



## INCOME



Source: Statistics New Zealand

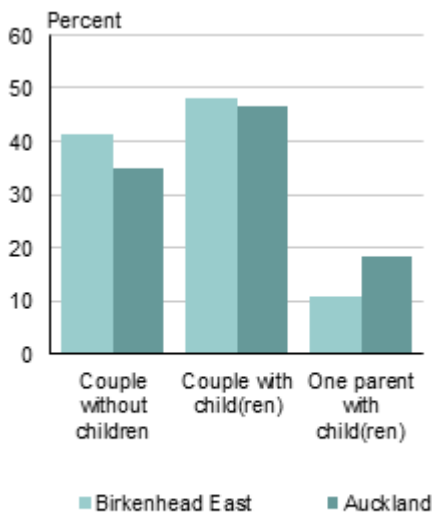
### Total population aged 15 years and over

- For people aged 15 years and over, the median income (half earn more, and half less, than this amount) in Birkenhead East is \$38,500. This compares with a median of \$29,600 for all of Auckland.
- 31.9 percent of people aged 15 years and over in Birkenhead East have an annual income of \$20,000 or less, compared with 39.0 percent of people for Auckland as a whole.
- In Birkenhead East, 39.4 percent of people aged 15 years and over have an annual income of more than \$50,000, compared with 29.2 percent of people in Auckland.

Source: Statistics New Zealand

Total personal income for people aged 15 years and over.

## FAMILY STRUCTURE



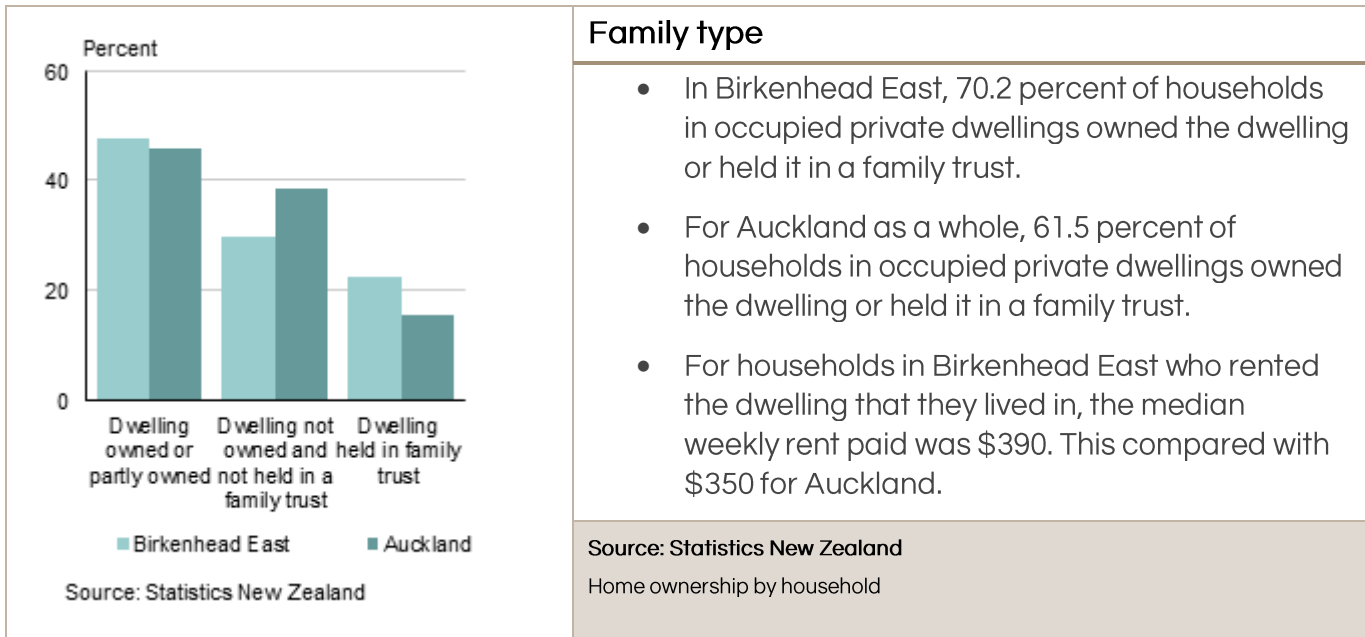
Source: Statistics New Zealand

### Family type

- Couples with children make up 47.9 percent of all families in Birkenhead East, while couples without children make up 41.4 percent of all families.
- In Auckland, couples with children make up 46.5 percent of all families, while couples without children make up 35.1 percent of all families.
- 10.7 percent of families in Birkenhead East are one parent with children families, while one parent with children families make up 18.4 percent of families for Auckland as a whole.

Source: Statistics New Zealand

Family Type



### Family type

- In Birkenhead East, 70.2 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For Auckland as a whole, 61.5 percent of households in occupied private dwellings owned the dwelling or held it in a family trust.
- For households in Birkenhead East who rented the dwelling that they lived in, the median weekly rent paid was \$390. This compared with \$350 for Auckland.

Source: Statistics New Zealand

Home ownership by household



### Contact

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