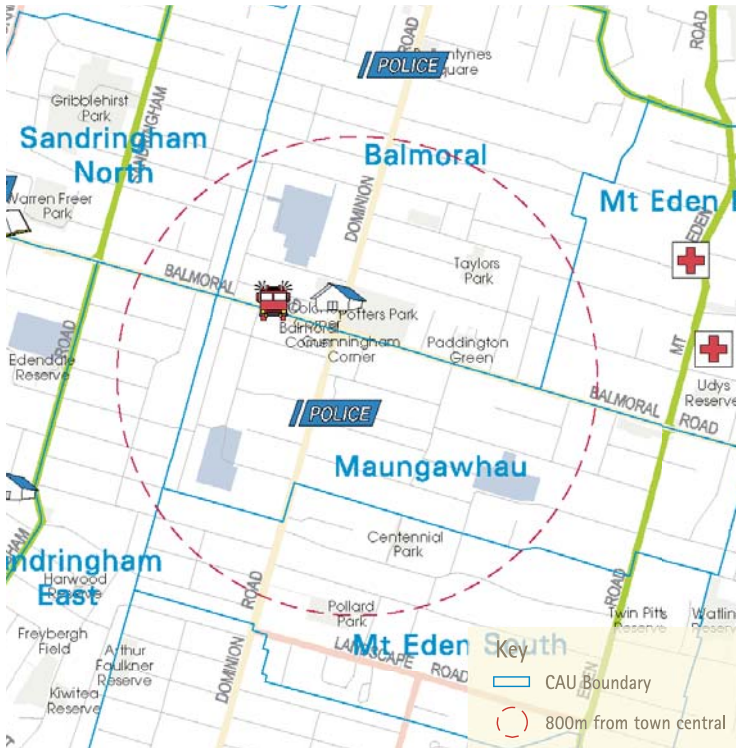


Area Profiles: Balmoral

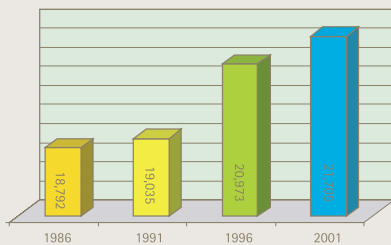


The 6 census area units (CAU) of Balmoral cover a wider community than just the 800m radius around the town centre (the "area of change").

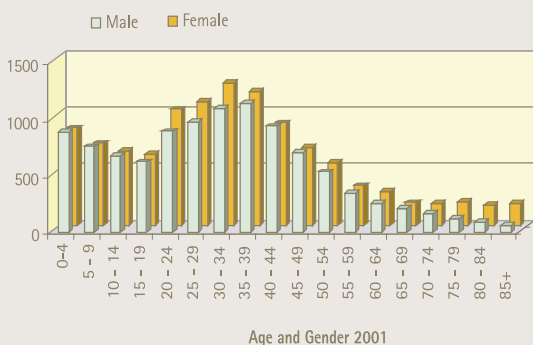
Relative to Auckland City, Balmoral has:

- High median household income
- Similar proportion of ethnic groups with majority of residents identified as European.
- 11% of people aged 15 years and over with no qualification, compared with 15 percent in Auckland City.
- 52% of people gainfully employed as full time, compared with 47% in Auckland City.
- The average household size was 2.8 people, compared with 2.7 for Auckland City.
- There were 7743 households in Balmoral, of which 2124 were in the household composition category of "couple with children".
- Same unemployment rate as Auckland City which are both 5%.

Population and growth since 1991

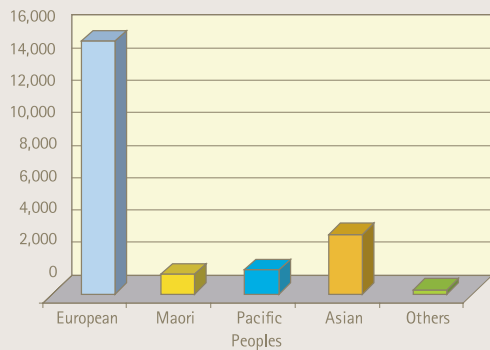


	1991	1996	2001
Sandringham North	2496	2760	2847
Sandringham East	2604	2952	3150
Balmoral	4716	5037	5130
Mt Eden East	2358	2688	2649
Maungawhau	3198	3480	3570
Mt Eden South	3663	4056	4359
Total	19035	20973	21705



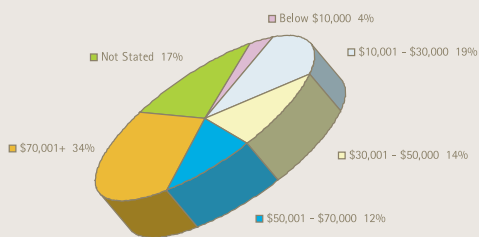
	male	female	total
0-4	891	861	1752
5-9	759	726	1491
10-14	678	660	1332
15-19	624	627	1257
20-24	894	1026	1920
25-29	978	1095	2079
30-34	1098	1257	2340
35-39	1143	1188	2340
40-44	942	906	1851
45-49	708	684	1395
50-54	534	555	1089
55-59	342	348	696
60-64	261	294	561
65-69	213	198	408
70-74	171	186	348
75-79	120	204	333
80-84	93	171	261
85+	66	186	255

Ethnic Group, 2001



	2001	%
European	15609	36
Maori	1221	3
Pacific People	1488	3
Asian	3675	9
Others	300	1
Total people specify one or more Ethnic Group(s)	20877	48
Total People	21705	100

Total Household Income, 2001



Household income	Number
Loss	24
Zero Income	51
\$1 - \$5000	96
\$5000 - \$10,000	153
\$10,001 - \$15,000	492
\$15,001 - \$20,000	342
\$20,001 - \$25,000	249
\$25,001 - \$30,000	390
\$30,001 - \$40,000	573
\$40,001 - \$50,000	525
\$50,001 - \$70,000	936
\$70,001 - \$100,000	912
\$100,000 or More	1680
Not Stated	1308
Total	7731

Median HH income - area unit \$

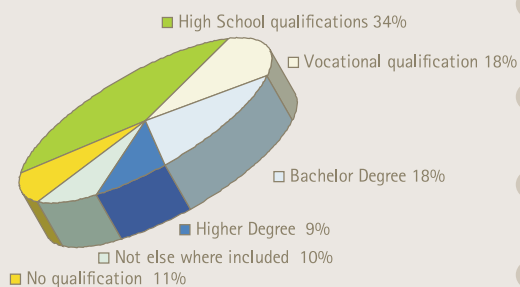
- Sandringham North 51986
- Sandringham East 43164
- Balmoral 63119
- Mt Eden East 58558
- Maungawhau 59874
- Mt Eden South 61089

Median household income
Auckland City: \$51,094

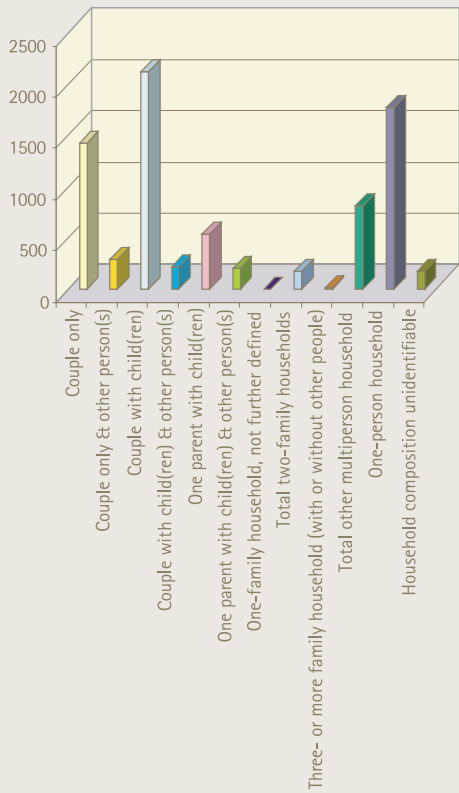
Median household income
Auckland Region: \$48,997

Median household income New Zealand: \$39,588

Highest Qualification, Aged 15 Years and Over, 2001

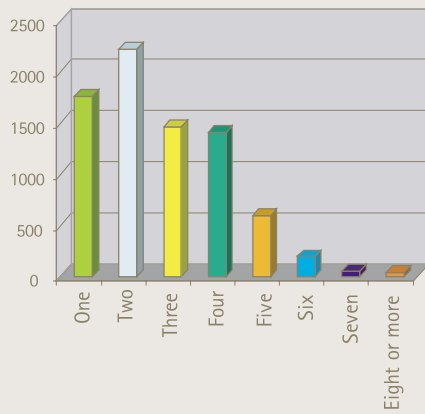


Balmoral-circle	Number
No Qualification	1815
Fifth form qualification	1368
Sixth form qualification	1599
Higher School qualification	1302
Other Secondary school qualification	1491
Vocational Qualification	3126
Bachelor Degree	3102
Higher Degree	1545
Not else where included	1764
Total	17112



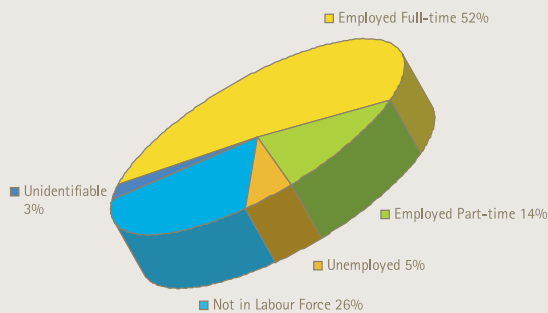
Household Composition, 2001

Couple only	1428
Couple only & other person(s)	285
Couple with child(ren)	2124
Couple with child(ren) & other person(s)	219
One parent with child(ren)	534
One parent with child(ren) & other person(s)	204
One-family household, not further defined	0
Total two-family households	177
Three- or more family household (with or without other people)	9
Total other multiperson household	819
One-person household	1770
Household composition unidentifiable	171
Total	7740



Dwelling Type and Number of Usual Residents in Household, for Households in Private Occupied Dwellings, 2001

One per house	1761
Two per house	2223
Three per house	1461
Four per house	1410
Five per house	588
Six per house	195
Seven per house	57
Eight or more per house	42
Total	7737



Work and Labour Force Status, Aged 15 Years and Over, 2001

Labour Force	Number	% of Total
Employed Full-time	8955	52
Employed Part-time	2334	14
Unemployed	792	5
Not in Labour Force	4491	26
Unidentifiable	549	3
Total	17121	100