



2013 QuickStats

About Māori



2013
CENSUS



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Statistics New Zealand
Tatauranga Aotearoa
Wellington, New Zealand

Contact

Statistics New Zealand Information Centre: info@stats.govt.nz
Phone toll-free 0508 525 525
Phone international +64 4 931 4610
www.stats.govt.nz



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1 2013 Census QuickStats about Māori

2013 Census QuickStats about Māori gives you useful facts about Māori people living in New Zealand, and shows how life has changed for this ethnic group since 2006. Find out about:

- population
- age and sex
- location
- Māori language
- education
- work and income
- number of children born.

All information in this report is based on the census usually resident population count from New Zealand's 2013 Census of Population and Dwellings, held on 5 March 2013. This excludes New Zealand residents who were temporarily overseas on census night.

Because the 2011 Census was cancelled after the Canterbury earthquake on 22 February 2011, the gap between this census and the last one is seven years. The change in the data between 2006 and 2013 may be greater than in the usual five-year gap between censuses. Be careful when comparing trends.

How Māori are counted in the census

Māori are counted in two ways in the New Zealand Census of Population and Dwellings: through ethnicity and through Māori descent. This publication covers both of these measures. Māori ethnicity and Māori descent are different concepts – ethnicity refers to cultural affiliation, while descent is about ancestry.

The Māori ethnic group population is made up of people who stated Māori as being their sole ethnic group, or one of several ethnic groups.

Māori descent refers to those people who are a descendent of a person of the Māori race of New Zealand. The Māori descent counts form the basis of iwi statistics.

In 2013:

- 598,605 people identified with the Māori ethnic group
- 668,724 people were of Māori descent.

Calculation of percentages

Unless otherwise stated, all percentages and ratios in this report exclude responses that cannot be classified (eg, 'not stated', 'response unidentifiable', 'response out of scope'.)

The data in this report has been randomly rounded to protect confidentiality. Individual figures may not add up to totals, and values for the same data may vary in different tables.

2 Population

Population information covers both the Māori ethnic population and people of Māori descent. The following table shows the number of people who identified with either Māori ethnicity or Māori descent, or both.

Māori ethnic and Māori descent populations

2013 Census

	Māori descent	No Māori descent
Māori ethnicity	561,333	4,212
No Māori ethnicity	107,391	3,061,275

Note: Counts are for total people who stated they were or were not of Māori descent and/or Māori ethnicity.
Source: Statistics New Zealand

One in seven people living in New Zealand are of Māori ethnicity

- One in seven people (598,605 or 14.9 percent) usually living in New Zealand in 2013 belonged to the Māori ethnic group – a 5.9 percent increase from 2006.
- Of the 2013 Māori ethnic population, 98.2 percent were born in New Zealand and 1.8 percent were born overseas.
- The Māori ethnic group population has increased by 163,758 people (almost 40 percent) in the past 22 years, up from 434,847 in 1991 to 598,605 in 2013.

Māori ethnic group population

1991–2013 Censuses

Census	Māori ethnic group population	
	Number	Percentage change
1991	434,847	...
1996	523,371	20.4
2001	526,281	0.6
2006	565,329	7.4
2013	598,605	5.9

Symbol: ... not applicable
Source: Statistics New Zealand

Almost half of all people in the Māori ethnic group (278,196 or 46.5 percent) identified Māori as their only ethnicity. This is a decrease from 52.8 percent in 2006.

For the people in the Māori ethnic group who did not identify Māori as their only ethnicity:

- 273,192 (45.6 percent) identified Māori and one other ethnicity
- 38,079 (6.4 percent) identified Māori and two other ethnicities
- 9,138 (1.5 percent) identified Māori and three or more other ethnicities.

One-third of people of Māori descent are aged under 15 years

- In 2013, 668,724 people (17.5 percent) usually living in New Zealand were of Māori descent – a 3.8 percent increase from 2006.
- Of the Māori descent population, 97.9 percent were born in New Zealand and 2.1 percent were born overseas.
- Around one-third (33.1 percent) of people of Māori descent were aged under 15 years, while 5.6 percent were aged 65 years and over.

Māori descent population 1991–2013 Censuses

Census	Māori descent population	
	Number	Percentage change
1991	511,278	...
1996	579,714	13.4
2001	604,110	4.2
2006	643,977	6.6
2013	668,724	3.8

Symbol: ... not applicable
Source: Statistics New Zealand

Ngāpuhi remains the largest iwi for people of Māori descent

- In 2013, the largest iwi for people of Māori descent was Ngāpuhi, with 125,601 people. Since 2006, the number of people of Māori descent stating Ngāpuhi as their iwi increased by 3,390 people (2.8 percent).
- The second-largest iwi in 2013 for people of Māori descent was Ngāti Porou, with 71,049 people – a decrease of 1.2 percent from 2006.
- Of the South Island iwi, Ngāi Tahu was by far the largest, with a count of 54,819 people of Māori descent. This compares with 49,185 people in 2006. Ngāi Tahu is also the third-largest iwi overall in 2013.
- A total of 110,928 people of Māori descent did not know their iwi. This is an increase of 8.4 percent compared with 2006, and a 0.8 percent decrease since 2001.

Ten largest iwi in 2013
2006 and 2013 Censuses

Iwi ⁽¹⁾	Iwi population		
	2006 Census	2013 Census	Percentage change
Ngāpuhi	122,211	125,601	2.8
Ngāti Porou	71,910	71,049	-1.2
Ngāi Tahu	49,185	54,819	11.5
Waikato	33,429	40,083	19.9
Ngāti Tūwharetoa	34,674	35,874	3.5
Ngāti Maniapoto	33,627	35,358	5.1
Tūhoe	32,670	34,890	6.8
Ngāti Kahungunu ki Te Wairoa	20,982	21,060	0.4
Te Arawa	23,316	19,719	-15.4
Ngāti Kahungunu, region unspecified	18,459	18,285	-0.9
Total Māori who identified with an iwi	512,325	535,941	4.6

1. Based on the Statistics NZ [iwi classification](#).

Source: Statistics New Zealand



3 Age and sex

Age and sex information covers the Māori ethnic population.

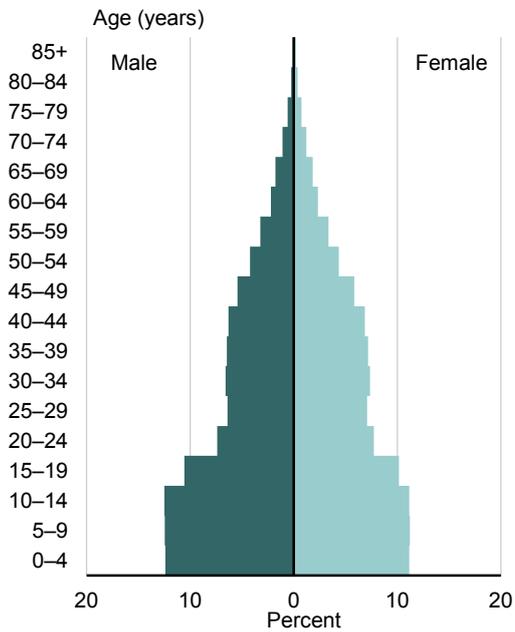
Māori are a youthful population group

- The median age of Māori (half are older, and half are younger, than this age) was 23.9 years in the 2013 Census. This compares with 22.7 years in 2006.
- In the 2013 Census, the median age for Māori females was 25.4 years, and the median age for Māori males was 22.2 years. This compares with 24.1 years for females and 21.3 years for males in 2006.
- In 2013, 51.8 percent of Māori were female and 48.2 percent were male.
- The proportion of Māori aged 65 years and over increased from 4.1 percent in 2006 to 5.4 percent in 2013.
- The largest increase in the Māori population since 2006 has been in the older working-age group (30 to 64 years), up 17,154 people or 8.5 percent from 2006.
- The size of the Māori population aged under 15 years has continued to grow. However, as a percentage of the total Māori population, it has decreased from 35.4 percent in 2006 to 33.8 percent in 2013.

Northland region has highest proportion of Māori aged 65 years and over

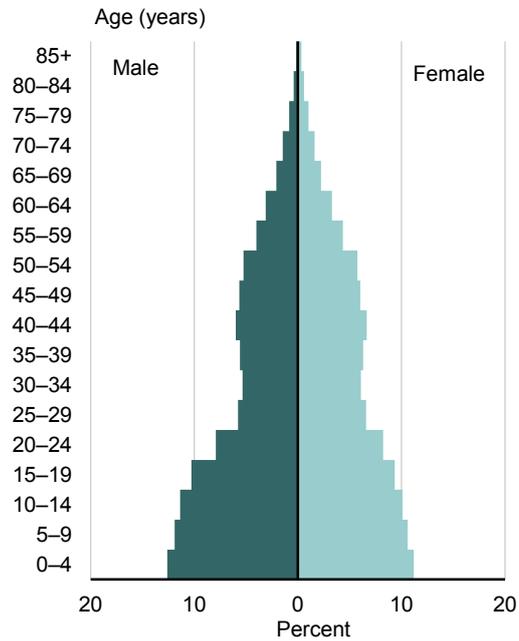
- In 2013, the Northland region had the highest proportion of older Māori, with 7.7 percent aged 65 years and over. Tasman region had the highest proportion of young Māori, with 36.1 percent aged under 15 years.

Māori ethnic group
By age and sex
2006 Census



Source: Statistics New Zealand

Māori ethnic group
By age and sex
2013 Census



Source: Statistics New Zealand

4 Location

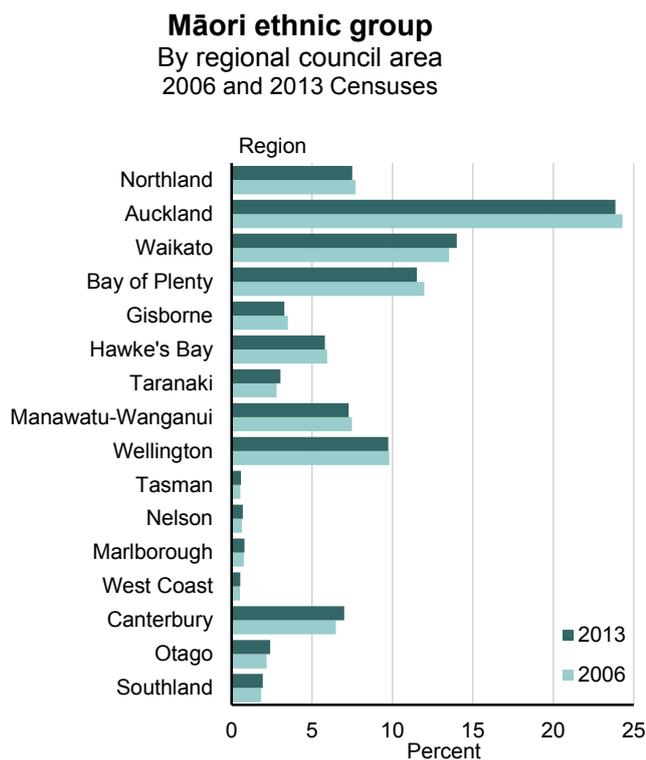
Location information covers the Māori ethnic population.

Nearly a quarter of all Māori live in the Auckland region

- In 2013, the majority of Māori (86.0 percent) lived in the North Island, and just under one-quarter (23.8 percent) were in the Auckland region. This is a slight decrease from 2006, when 87.0 percent of Māori lived in the North Island and 24.3 percent lived in the Auckland region.
- There were 83,454 Māori living in the South Island in 2013, an increase of 14.0 percent (10,224 people) since the 2006 Census.

The areas with the highest percentage of Māori, after Auckland, were:

- Waikato region (14.0 percent)
- Bay of Plenty region (11.5 percent)
- Wellington region (9.7 percent).



Source: Statistics New Zealand

5 Māori language

Māori language information covers the Māori ethnic population.

Over a fifth of Māori can hold a conversation in te reo Māori

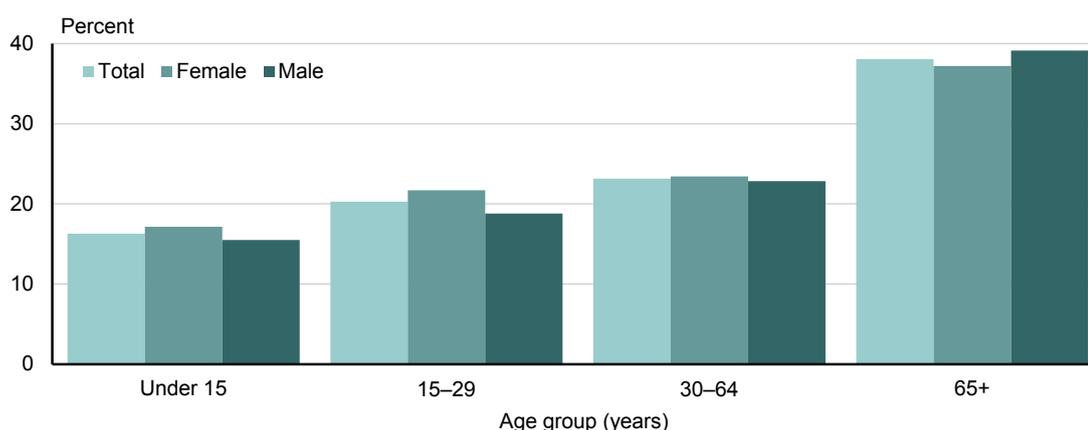
In 2013, 125,352 Māori (21.3 percent) could hold a conversation about a lot of everyday things in te reo Māori, a 4.8 percent decrease from the 2006 Census.

Of the Māori who could hold a conversation in te reo Māori in 2013:

- 26.3 percent were aged under 15 years – down 6.2 percent from 2006
- 23.3 percent were aged 15 to 29 years – down 8.2 percent
- 40.6 percent were aged 30 to 64 years – down 5.0 percent
- 9.8 percent were aged 65 years and over – up 11.0 percent.

Speakers of te reo Māori as a proportion of the total Māori population

By age and sex
2013 Census



Source: Statistics New Zealand

One in five Māori speak more than one language

In 2013, 125,388 Māori (21.3 percent) spoke more than one language, a decrease of 4.9 percent from 2006. Of the Māori who spoke more than one language in 2013:

- 93.4 percent spoke two languages
- 6.6 percent spoke three or more languages.

Number of languages spoken by the Māori ethnic group
 By age
 2013 Census

Age (years)	One language	Two languages	Three or more languages
	Percent		
Under 15	26.1	5.1	0.3
15–29	18.9	4.8	0.4
30–64	28.2	8.0	0.7
65+	3.3	1.9	0.1
Total Māori	76.5	19.9	1.4

Source: Statistics New Zealand

6 Education

Education information covers the Māori ethnic population aged 15 years and over.

A formal qualification includes qualifications achieved at secondary school and in tertiary education (both vocational and bachelor's degree or higher).

Study participation measures those attending, studying, or enrolled at school or anywhere else.

Increase in Māori with bachelor's degree or higher

In 2013, 36,072 Māori stated a bachelor's degree or higher as their highest qualification, compared with 23,070 in 2006 (up 56.4 percent).

In 2013, 12.3 percent of Māori women and 7.4 percent of Māori men stated a bachelor's degree or higher as their highest qualification. This is up from 8.4 percent for women and 5.6 percent for men in 2006. Of the Māori who stated a bachelor's degree or higher as their highest qualification in 2013:

- 75.0 percent had bachelor's degrees
- 13.2 percent had post-graduate and honours degrees
- 10.0 percent had master's degrees
- 1.8 percent had doctorate degrees.

Decrease in Māori with no formal qualifications

- The proportion of Māori with no formal qualifications has decreased. A third (33.3 percent) of Māori aged 15 years and over had no formal qualifications in 2013, down from 39.9 percent in 2006.
- Māori men were less likely than Māori women to have a formal qualification. In 2013, 63.2 percent of Māori men had a formal qualification, compared with 69.8 percent of Māori women.

Highest qualification for Māori aged 15 years and over

2006 and 2013 Censuses

Highest qualification	2006 Census		2013 Census	
	Number	Percent	Number	Percent
No qualification	130,146	40.0	119,544	33.4
Level 1–4 certificate	152,238	46.8	179,436	50.2
Level 5–6 diploma	19,563	6.0	22,461	6.3
Bachelor's degree or higher	23,067	7.1	36,072	10.1
Total Māori	325,014	...	357,513	...
Symbol: ... not applicable				
Source: Statistics New Zealand				

Māori women more likely than Māori men to participate in study

- In 2013, 19.6 percent of Māori were participating in full-time and/or part-time study. This compares with 20.1 percent in 2006.
- For Māori participating in study, 41.0 percent were men and 59.0 percent were women.

7 Work and income

Work and income information covers the Māori ethnic population aged 15 years and over.

The West Coast region has highest Māori employment rate

- As a proportion of the Māori ethnic population aged 15 years and over, the West Coast region had the highest Māori employment rate, at 66.1 percent. Northland region had the lowest Māori employment rate, at 48.8 percent.
- Māori men were more likely than Māori women to be in full-time employment in 2013, at 52.9 percent and 35.1 percent, respectively.
- There were 223,926 Māori aged 15 years and over in full-time or part-time employment, a slight decrease of 0.6 percent since 2006.
- In the 2013 Census, the unemployment rate rose to 15.6 percent, up from 11.0 percent in 2006.

Labour force status for the Māori ethnic group aged 15 years and over

2006 and 2013 Censuses

Labour force status	2006 Census		2013 Census	
	Number	Percent	Number	Percent
Employed full-time	175,545	48.0	172,116	43.4
Employed part-time	49,812	13.6	51,810	13.1
Unemployed	27,876	7.6	41,295	10.4
Not in the labour force	112,173	30.7	131,070	33.1
Total Māori	365,406	...	396,285	...

Symbol: ... not applicable
Source: Statistics New Zealand

Labourers and professionals most common occupational groups for Māori

In 2013, for employed Māori aged 15 years and over, the three most common occupational groups were:

- labourers (19.4 percent) – down from 21.2 percent in 2006
- professionals (16.4 percent) – up from 14.0 percent
- managers (13.1 percent) – up from 11.6 percent.

Major occupational groups for employed Māori ethnic group aged 15 years and over

By sex
2013 Census



Source: Statistics New Zealand

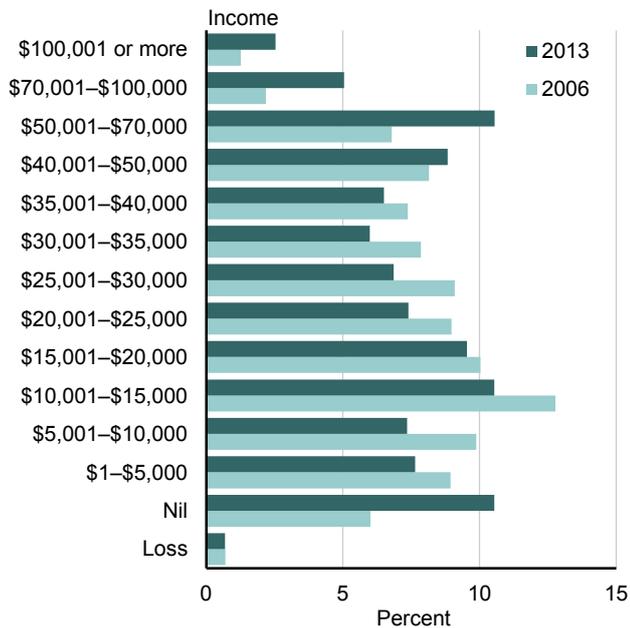
In 2013, the most common industries for Māori to be employed in were:

- manufacturing (12.2 percent) – down from 14.7 percent in 2006
- health care and social assistance (10.0 percent) – up from 8.5 percent
- education and training (9.4 percent) – up from 8.0 percent.

Median income higher for Māori men than for Māori women

- The median income (half received more, and half received less, than this amount) was \$27,200 for Māori men aged 15 years and over and \$19,900 for Māori women.
- In 2013, the median income for all Māori aged 15 years and over was \$22,500.

Total personal income for Māori aged 15 years and over
2006 and 2013 Censuses



Source: Statistics New Zealand



8 Number of children born

Number of children born information covers the female Māori ethnic population aged 15 years and over who stated whether or not they had given birth to children.

Decrease in Māori women who have given birth to one or more children

- In 2013, of those who stated how many children they had given birth to, 68.2 percent of Māori women had given birth to one or more children, compared with 68.5 percent in 2006.
- In 2013, 20.6 percent of Māori women had given birth to four or more children. This is a slight decrease from 22.0 percent in 2006.
- Māori women born in New Zealand were more likely than Māori women born overseas to have given birth to four or more children, at 20.7 percent and 8.4 percent, respectively.

About a third of Māori women have not given birth

- In 2013, of those who stated how many children they had given birth to, the proportion of Māori women who had not given birth to any children increased slightly, to 31.8 percent, compared with 31.5 percent in 2006.
- In 2013, 10.5 percent of Māori women aged 45 years and over had never given birth. This is an increase from 9.2 percent in 2006.
- In 2013, 4.3 percent of Māori women who gave a response indicated 'object to answering'. This compares with 4.6 percent in 2006.



More information

- [More statistics about Māori](#)
- [2013 Census data dictionary](#)
- [2013 Census definitions and forms](#)
- [More information from the 2013 Census](#)

For more information contact our Information Centre:

Email: info@stats.govt.nz

Phone: 0508 525 525 (toll-free in New Zealand)

+64 4 931 4600 (outside New Zealand)



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