

## HE MIHI, THANKS...

...to all New Zealanders for the information used to produce official statistics, and in particular to tangata whenua, for whom this publication is intended.

...to the Ministry of Education and the Ministry for the Environment for data.

Please visit

**[www.stats.govt.nz/maori](http://www.stats.govt.nz/maori)**

for further information, and links to other government departments that are part of the Official Statistics System.

Unless stated otherwise, the information in this brochure is compiled by Statistics New Zealand, based on the most recent authoritative data available in March 2014. Due to rounding, figures may not sum to stated totals.

## CONTACT US:

If you have any feedback or a suggestion for the next *Te Ao Mārama*, please email [info@stats.govt.nz](mailto:info@stats.govt.nz).

**Statistics New Zealand Tatauranga Aotearoa**

Information Centre, PO Box 2922, Wellington 6140

Phone: 0508 525 525 toll-free or +64 4 931 4600

## ORDER COPIES

To order printed copies of *Te Ao Mārama 2014* please call our Information Centre (toll-free) on 0508 525 525 or email us at [info@stats.govt.nz](mailto:info@stats.govt.nz).

Up to 50 copies will be provided free of charge. Larger quantities may be charged for.

Published June 2014

# TE AO MĀRAMA 2014

A snapshot of Māori well-being  
and development

Statistics  
New Zealand  
TATAURANGA AOTEAROA

The logo for Statistics New Zealand, featuring the text 'Statistics New Zealand TATAURANGA AOTEAROA' and a stylized graphic of three interlocking circles.

## KI TE AO MĀRAMA – STATISTICS BRINGING LIGHT INTO OUR WORLD

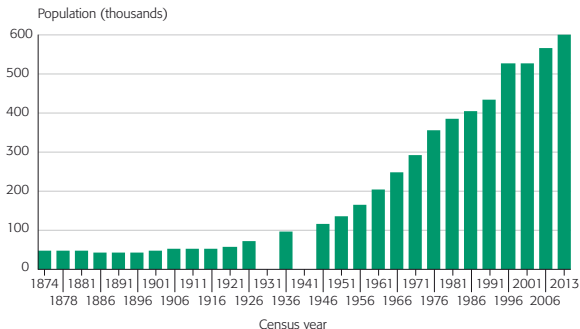
Here is an updated collection of our statistics about Māori and from a Māori perspective. Browse through them for an understanding of Māori well-being and development.

'Te ao mārama' is a Māori concept relating to wisdom and understanding. It derives from the myth in which Tāne separated his Sky Father Ranginui and Earth Mother Papatūānuku to create 'te ao mārama' or the world of light. This allowed Tāne and his brothers to grow and better understand the world around them.

Statistics New Zealand has collected a substantial amount of information relating to Māori through the 2013 Te Kōwhiri Kōwhiri Survey. For more details of the statistics, plus informative analysis of these data and other statistical information relevant to Māori, please visit our website: [www.stats.govt.nz/maori](http://www.stats.govt.nz/maori).

### POPULATION

#### Māori population, 1874–2013 Censuses



#### Estimated resident population, June 2013

Māori population	<b>690,300</b>
Total New Zealand population	<b>4.47 million</b>
Estimated Māori proportion of total New Zealand population	<b>15%</b>

**Note:** Unless otherwise stated, Māori means those who identified with the Māori ethnic group.

### CULTURAL VITALITY

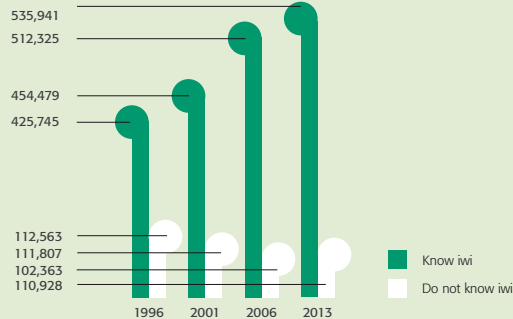
#### Able to speak some te reo Māori

By age group, 2001 and 2013



#### Māori-descent population who do or do not know their iwi

1996–2013



**Note:** The measure for iwi is based on individuals who identified their Māori descent in the census.

## Ten largest iwi groupings, 2013

Iwi	Population
Ngāpuhi	125,601
Ngāti Porou	71,049
Ngāti Kahungunu	61,626
Ngāi Tahu / Kāi Tahu	54,819
Te Arawa	43,374
Waikato	40,083
Ngāti Tūwharetoa	35,877
Ngāti Maniapoto	35,361
Tūhoe	34,887
Te Rarawa	16,512

Note: The measure for iwi is based on individuals who identified their Māori descent in the census.

## HEALTH AND WELL-BEING

### Overall life satisfaction

June–August 2013



Nine out of 10 (89%) Māori aged 15 years and over were satisfied with their lives, including 19% who were completely satisfied.

### Whānau contact, 2013

**84%**  
Face-to-face contact

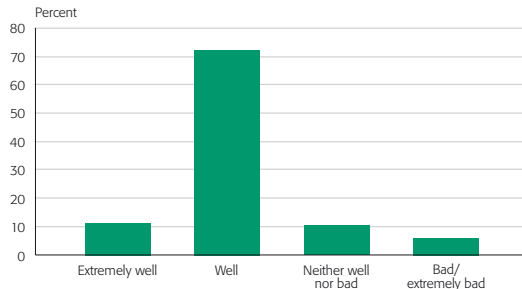
**94%**  
Non-face-to-face contact



**Whānau contact with family living in another household in the last four weeks**

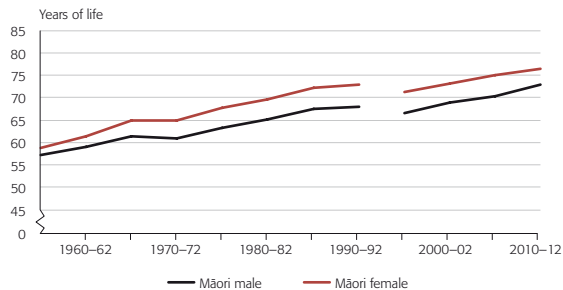
## Whānau well-being

June–August 2013



## Life expectancy at birth

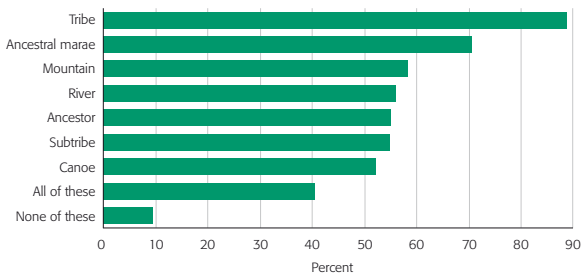
1955–2012



Note: Māori life expectancies from 1995–97 are not directly comparable with figures from 1990–92 and earlier because of changes in the collection of ethnicity data.

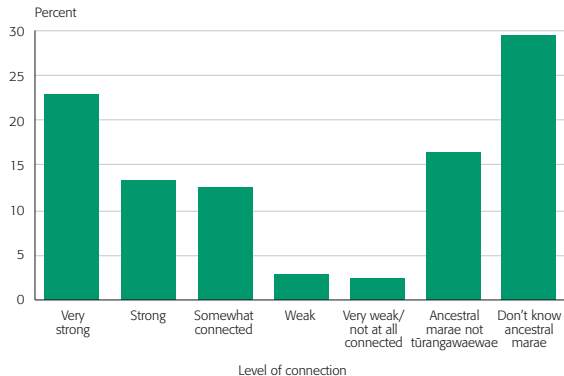
**Tribal knowledge**

June–August 2013



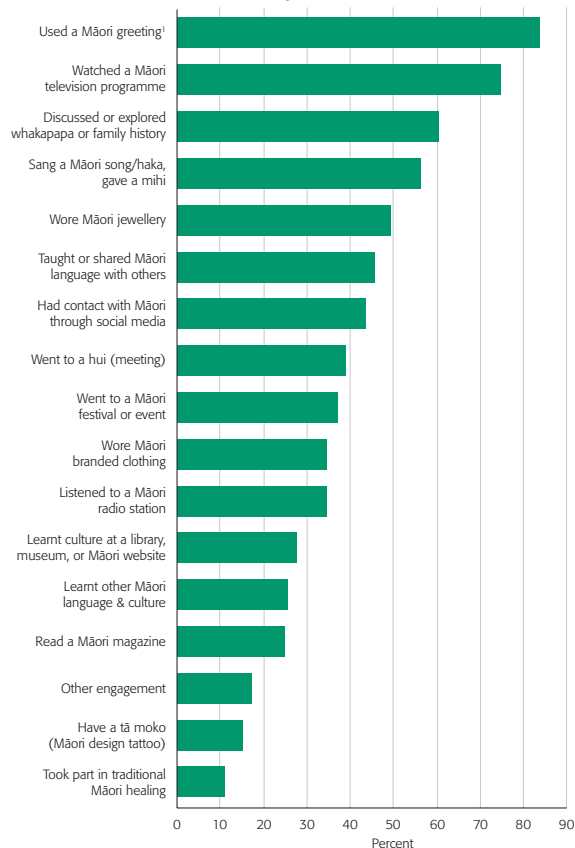
**Connection to tūrangawaewae**

By level of connection  
June–August 2013



**Cultural engagement**

June–August 2013

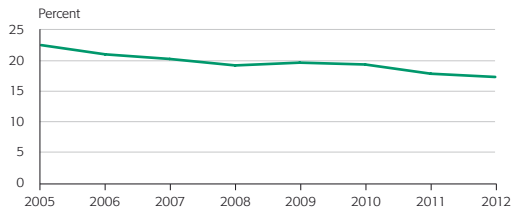


1. Only asked of those who did not speak any te reo Māori inside or outside the home.

KNOWLEDGE AND SKILLS

Participation rates in tertiary education

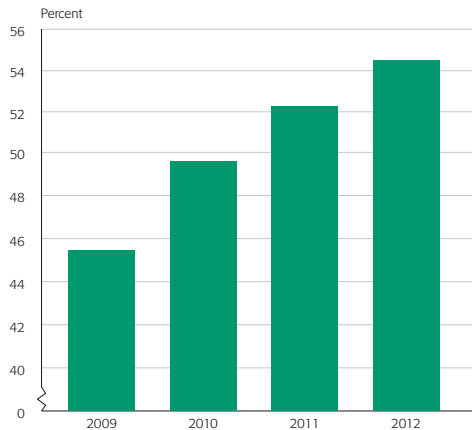
2005–12



Source: Ministry of Education

School leavers with NCEA Level 2 or above

2009–12



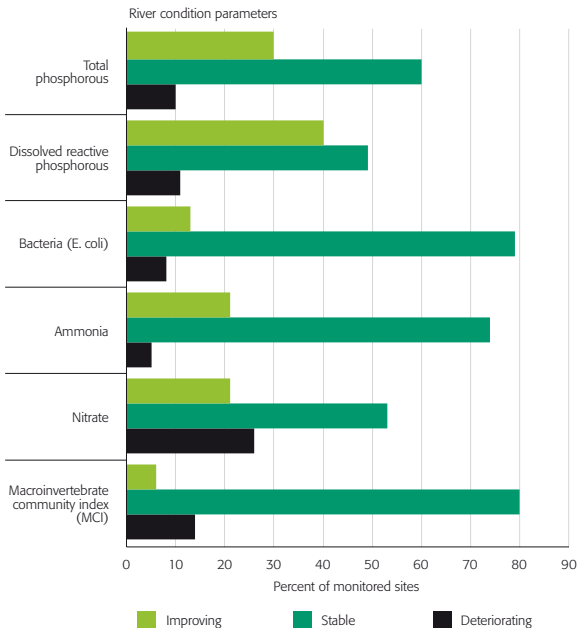
Source: Ministry of Education



## ENVIRONMENT

### River condition<sup>1</sup>

1999–2012



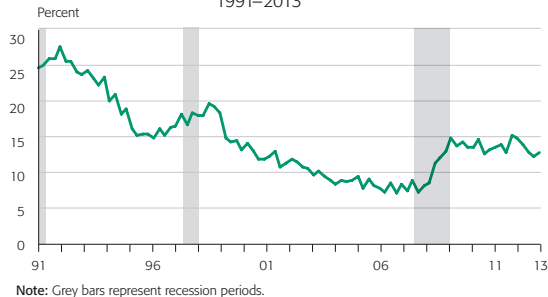
1. Trends were calculated using data collected from 1999 to 2012. An improving or deteriorating trend is one that is statistically significant and ecologically meaningful. Improving means the trend is towards a more natural state, while a deteriorating trend is towards a modified state.

Source: Ministry for the Environment

## LABOUR FORCE

### Unemployment rates in relation to recession periods

1991–2013



### Māori entrepreneurs<sup>1</sup>

2001–13



1. Those whose employment status is employer, or self-employed.

## INCOME

### Median weekly income from all sources

2004–13

