

# How our people are doing



## The Māori population is growing

- Māori are a rapidly-growing proportion of Aotearoa New Zealand's population in all age groups
- The **Māori population is estimated to be around 892,200 or 17.4% of the national population**
- It is projected that by 2038:
  - **Māori will grow to be around 20% of Aotearoa New Zealand's population**
  - Approximately **one-third of all children (aged 0-14) in Aotearoa will be Māori.**
- 2018 Census data on iwi population groups indicates that:
  - Ngāpuhi remains the largest iwi with 165,201 people
  - Ngāti Porou is the second largest iwi with 92,346 people
  - Ngāi Tahu remains the largest South Island iwi with 74,082 people.

Sources: StatsNZ 2018 NZ Census. StatsNZ Māori population estimates.

## The mana and usage of Te Reo Māori are increasing in Aotearoa

- 23% of Māori speak Te Reo Māori as one of their first languages (2021).
- 56.6% of Māori adults understand Te Reo Māori (2018).
- Between 2018 and 2021, the proportion of people able to speak more than a few words or phrases of Te Reo Māori rose from 24% to 30%.
- Young people are leading the way in Te Reo Māori progress. People aged 15-24 and 25-34 years were the most likely age groups to be able to speak more than a few words or phrases, at 41% and 43% (2021).
- The proportion of New Zealanders able to speak Te Reo Māori rose from 6.1% in 2018 to 7.9% in 2021.

Sources: StatsNZ General Social Survey 2021. StatsNZ Te Kupenga 2018.

## Whānau connections support wellbeing for Māori

Significant numbers of Māori report their whānau get along well, have a high degree of contact with each other, and are regularly involved in acts of manaakitanga with others:

- 85% of Māori think their whānau get along well together
- 74% of Māori think their whānau is doing well
- 72% of Māori find it easy to find someone to provide support in times of need
- 65% of Māori find they have the right amount of whānau support in times of need
- 58% of Māori grow their own food for their whānau, 41% gather traditional Māori food, and 17% gather other materials for use in traditional Māori practices.

Source: StatsNZ Te Kupenga 2018.

## Whānau are actively engaged with Māori culture and connected to Te Ao Māori

- 45.3% of Māori report that engaging with Māori culture is very, or quite, important
- On average, 40% of Māori know their entire pepeha (including iwi, hapū, maunga, awa, waka, tīpuna, tīpuna marae)
- 59.2% of Māori report taking part in one or more of the following: singing a waiata, performing a haka, or giving a mihi
- 86% of Māori adults can identify their iwi, and 66% of Māori adults can identify the marae they whakapapa to.

Source: StatsNZ Te Kupenga 2018.

**Te mana kaha o te whānau**  
**The strength and power of whānau**

## Māori make a significant contribution to our communities and environments

- Almost half of wāhine Māori (44%) said they had helped someone outside their household with cooking, cleaning, gardening and repairs, or other housework.
- 41% helped at schools, churches, sports clubs, or other community groups and organisations, or looked after children who lived in another household.
- More than 30% of Māori adults took part in activities to clean up the environment in 2018, such as waterway restoration, tree planting, pest control or beach clean-ups.

Source: StatsNZ Te Kupenga 2018

## The Māori economy is flourishing

- A study in 2021 reported that:
  - there were **1,227 Māori authority businesses** (defined as businesses that receive, manage, and/or administer assets held in common ownership by iwi and Māori), employing a combined total of around 11,100 people
  - the total income reported by Māori authority businesses was **\$3.95, billion, up 19% from the previous year**
  - Māori authorities **exported \$872 million worth of goods** around the world
  - 61% of Māori-owned businesses had at least one woman (of any ethnicity) as an active shareholder, compared to 53% of non-Māori owned businesses
  - Two thirds of Māori-owned businesses have wāhine Māori as active shareholders.

Sources: StatsNZ. Te Puni Kōkiri: Te Matapaeroa More insights into pakihi Māori 2021.

## As Māori, we continue to experience disproportionate levels of family harm and disadvantage

- Māori are **three times more likely to die from intimate partner violence (IPV)** than non-Māori.
- **77% of wāhine Māori IPV victims live in the most deprived NZ neighbourhoods** (compared to 30% of non-Māori females).
- **Māori children are three times more likely to die from child abuse and neglect (CAN)** than non-Māori.
- Offenders of Māori ethnicity are six times more likely to be responsible for CAN deaths than non-Māori.
- **57% of children in state care are Māori** (of 4,800 of children in state care in total).
- Māori are overrepresented at every stage of the criminal justice system: in December 2021, Māori made up **53.2% of the prison population** compared to 30.2% of European and 11.5% of Pacific peoples.

Sources: Health Quality and Safety Commission New Zealand: Family Violence Death Review Committee Fifth Report Data 2017. Oranga Tamariki Quarterly Report 2022.