

# **The Maori Population**

## **A Profile of the Trends Within Iwi Rohe**

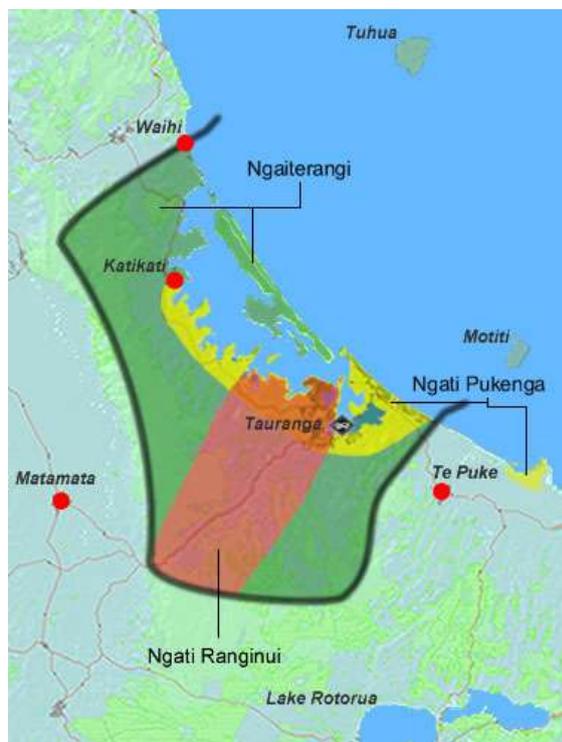
Report on Tauranga Moana Iwi Rohe

Report prepared for Te Puni Kōkiri  
by Kaipuke Consultants Ltd  
9 June 2009

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# Tauranga Moana Iwi Rohe



The Tauranga Moana Iwi District is relatively compact geographically. For the purposes of this report, it encompasses just two local authority districts, Western Bay of Plenty District and Tauranga City. The Iwi Rohe is incorporated wholly into the Bay of Plenty Region. Three iwi are based within the Rohe. They are Ngaiterangi, Ngati Ranginui and Ngati Pukenga. Each has an interest in the governance activities and affairs of the two local authorities and the Bay of Plenty Regional Council.

## Population

Between 1991 and 2006, the Maori population of the Tauranga Moana increased at more than double the rate of the total Maori population, the average annual rate of growth hitting 4.2 percent in the 1991-2001 intercensal period. In line with the national trend, growth slowed in the 2001-2006 period, the average rate falling back to 2.7 percent. Over the same period, the total Maori population experienced growth rates of 1.9 percent in 1991-2001 and 1.4 percent in 2001-2006. In numerical terms, the population rose from 13,548 to 23,505.

In 2006, Tauranga Moana Maori made up 16 percent of the total population living in the Iwi District and just 4 percent of the national Maori population.

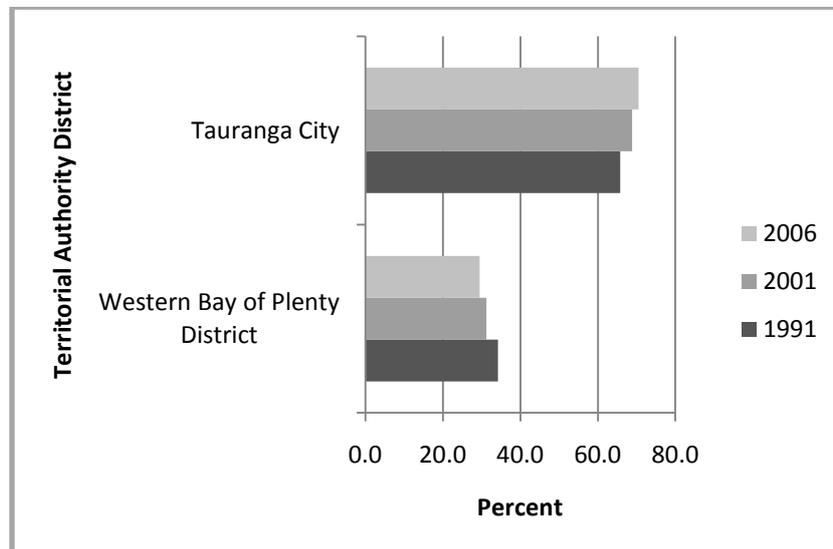
**Table 1: Population Change in Tauranga Moana Iwi Rohe 1991-2006**

Population Changes	1991	2001	2006
Number of Maori living in Rohe	13,548	20,517	23,505
Average annual rate of growth %	-	4.2	2.7
Per cent of total population (Maori and non-Maori) in Rohe	14.0	15.9	16.1
Per cent of national Maori population	3.1	3.9	4.2

Source: Statistics NZ

In 2006, 70 percent of the Maori population of the Rohe was living in Tauranga City, the proportion having risen from nearly 66 percent in 1991. The chart that follows indicates steady urbanisation of the Maori population of the District.

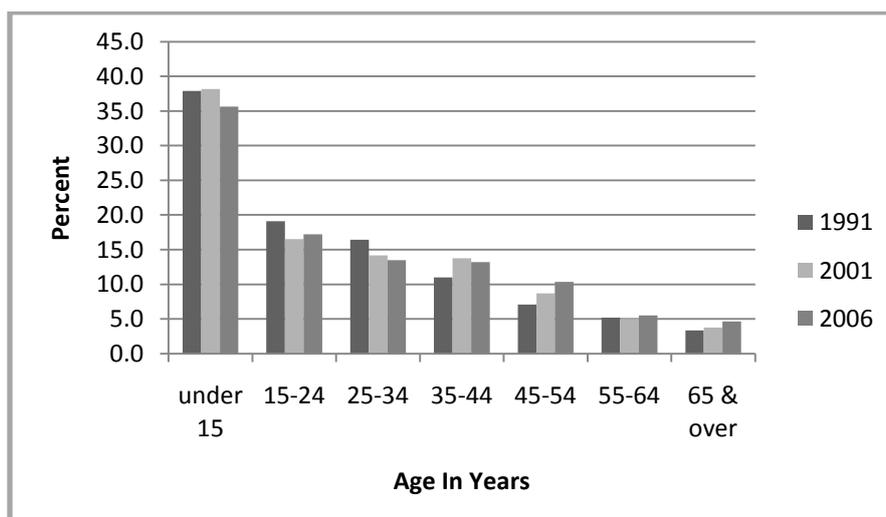
**Figure 1: Changes in the Distribution of Tauranga Moana Maori by Territorial Authority District 1991-2006**



Source: Statistics NZ

At 23.3 years in 2006, the median age of Tauranga Moana Maori was slightly higher than the national Maori population median of 22.7 years. Despite the difference, the age distribution of Maori in the District is similar to that of the national Maori population and like the national Maori population, the Maori population of Tauranga Moana is gradually aging (Figure 2).

**Figure 2: Changes in the Age Distribution of Tauranga Moana Maori 1991-2006**



Source: Statistics NZ

## Cultural Identity

### Maori Descent

The number of people of Maori descent in Tauranga Moana grew from 16,716 to 27,711 between 1991 and 2006, an increase of nearly 66 per cent. In 2006, Maori descendants comprised 19 per cent of the total population of the Rohe. By comparison, the proportion of the total population with Maori descent at the national level was 16 per cent.

**Table 2: Changes in Tauranga Moana Maori Descent Population 1991-2006**

Maori Descent Population	1991	2001	2006
Total population (Maori and non-Maori)	96,612	129,135	145,710
Number of Maori descendants	16,716	24,321	27,711
Percent Maori descendants	17.3	18.8	19.0

Source: Statistics NZ

People of Maori descent in Tauranga Moana however, are a little less likely to identify ethnically as Maori than people of Maori descent at the national level. In 2006, slightly less than 79 per cent were counted in the Maori Ethnic Group population compared with 81 per cent of Maori descendants nationally. However, the proportion of Tauranga Moana Maori descendants who do identify Maori as one of their ethnicities has risen considerably since 1991.

**Table 3: Ethnicity of Tauranga Maori Descent Population 1991-2006**

Maori Descent & Ethnicity	1991	2001	2006
Number of Maori descendants	16,716	24,321	27,711
Number of Maori descendants who identify with Maori ethnic group	12,312	9,089	21,798
Percent Maori descendants who identify with Maori ethnic group	73.7	78.5	78.7

Source: Statistics NZ

## Iwi Affiliation

At the national level, the numbers of Maori descendants who know of their iwi affiliation(s) has grown steadily since 1991. In 2006, approximately 39,600 responses were given by Tauranga Moana Maori to the iwi question in the census. Nearly 21 percent of those responses were for one or more of the local iwi but this proportion was greatly outweighed by the proportion of responses for iwi from outside of the Rohe (64 percent). Approximately 11 percent of Tauranga Moana Maori did not know the name of their iwi.

**Table 4: Maori Descent Population in Tauranga Moana by Iwi Responses 2006**

Iwi Responses	2006	
	Number	Percent
Ngati Pukenga	633	1.6
Ngaiterangi	3,987	10.1
Ngati Ranginui	3,600	9.1
<b>Total Tauranga Moana Iwi</b>	<b>8,220</b>	<b>20.8</b>
<b>Other Iwi</b>		
Northland/Auckland Iwi	4,617	11.7
Hauraki Iwi	600	1.5
Waikato/King Country Iwi	3,396	8.6
Rotorua/Taupo Iwi	6,051	15.3
Bay of Plenty Iwi	3,381	8.5
East Coast Iwi	2,475	6.3
Hawkes Bay/Wairarapa Iwi	1,404	3.5
Taranaki Iwi	948	2.4
Wanganui iwi	414	1.0
Manawatu/Horowhenua/Wellington Iwi	579	1.5
Nelson/Marlborough Iwi	156	0.4
Other South Island Iwi	1,260	3.2
<b>Total Other Iwi Responses</b>	<b>2,5281</b>	<b>63.9</b>
Other Responses	1,560	3.9
Don't Know	4,527	11.4
<b>Total Responses</b>	<b>39,588</b>	<b>100.0</b>

Source: Statistics NZ

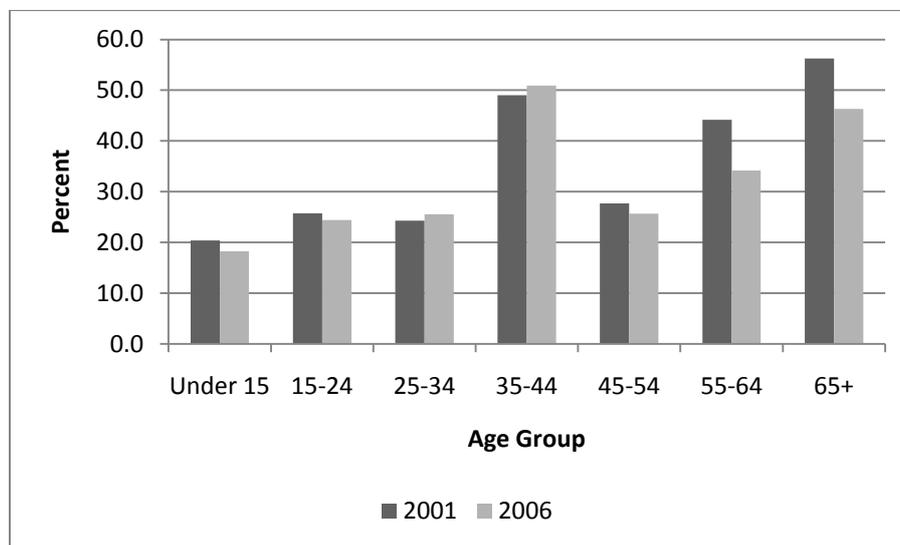
Note: Other responses includes hapu affiliated to more than one iwi and iwi named but region not specified.

## Ability to Converse in Maori

In 2006, nearly 5,700 Maori living in Tauranga Moana indicated that they could speak Maori well enough to have a conversation about everyday things. They represented 24 percent of the total Maori population in the Rohe, which was about the same as the 2001 figure. The proportion that was able to speak Maori was slightly higher than the proportion in the total Maori population (23 percent).

The following graph depicts the proportion of people in each age group that said they were able to converse in Maori. It shows that people who can speak the language are most commonly found among those aged 35-44 years and 65 years and over. The graph also suggests however, that the proportion of Maori speakers in Tauranga Moana decreased in most age groups between 2001 and 2006, the exceptions being in the 25-34 and 35-44 age groups. The trend is consistent with the national trend.

**Figure 3: Ability to Converse in Maori by Age (Percent of Tauranga Moana Maori in Age Groups) 2001-2006**



Source: Statistics NZ

## Education

### Highest Qualification

In 2006, about 8,100 of the Maori people living in Tauranga Moana held a recognised qualification. Of those with a qualification, 4,100 (60 percent) held a school qualification, 3,100 (38 percent) held a vocational qualification and 850 (10 percent) held a bachelors or higher degree. Together, those with a qualification represented 60 percent of the Maori population aged 15 years and over living in the Tauranga Moana District. The comparable figure for all Maori was also 60 percent.

Table 5 shows the spread of Tauranga Maori across the specific highest qualification categories. Signs of improving educational outcomes for Maori in the District are apparent from the decreasing proportion of the population with no qualification and the increasing proportions with a vocational qualification or a university degree.

**Table 5: Distribution of Tauranga Moana Maori Aged 15 years & Over by Highest Qualification 2001 – 2006**

Highest Qualification	2001	2006
No Qualification	45.4	39.8
Fifth Form Qualification	18.6	16.7
Sixth Form Qualification	11.1	9.2
Higher School Qualification	4.0	4.5
Other NZ Secondary School Qualification	0.1	0.0
Overseas Secondary School Qualification	0.2	0.4
Basic Vocational Qualification	5.5	7.0
Skilled Vocational Qualification	4.2	9.4
Intermediate Vocational Qualification	2.5	3.2
Advanced Vocational Qualification	4.6	3.4
Bachelor Degree	2.9	5.2
Higher Degree	0.8	1.0
Total	100	100

Source: Statistics NZ

## Economic Development

### Work

In line with the national Maori trend, the labour force participation rate of Tauranga Maori rose between 2001 and 2006 - from 66 percent to nearly 70 percent of the population aged 15 years and over. Also in line with the national trend, employment grew and unemployment declined. However, growth in employment was stronger in Tauranga Moana than it was nationally and the corresponding decline in unemployment was much sharper (falling from 19 percent of the population in the labour force to 11 percent). Tauranga Maori in the workforce were also more likely than all Maori, to work part-time.

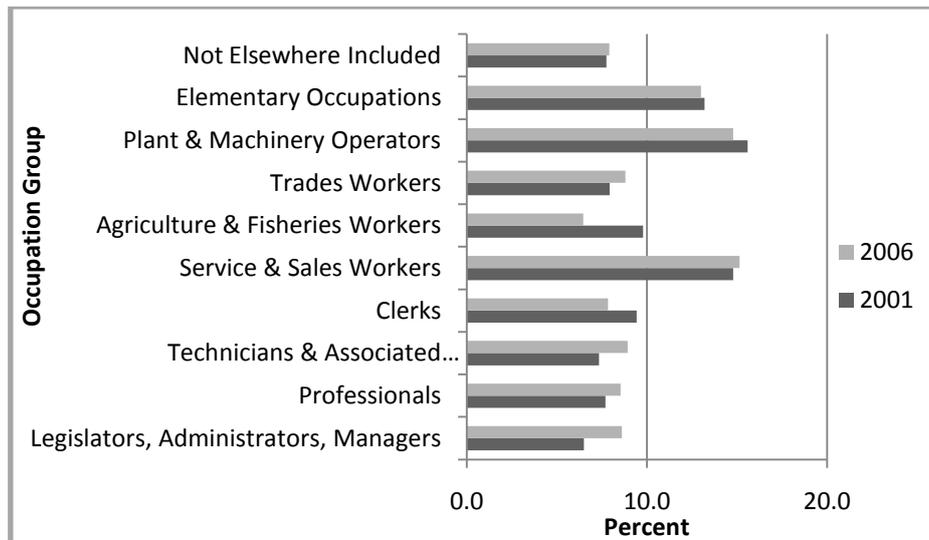
**Table 6: Work and Labour Force Status for Tauranga Moana Maori Aged 15 Years & Over 2001, 2006**

Work & Labour Force Status	2001	2006
Labour Force Participation Rate (% population 15 years and over in labour force)	66.1	69.8
Employment Rate (% of labour force in employment)	80.9	88.9
Unemployment Rate (% of labour force unemployed)	19.1	11.2
Full-time Employment Rate (% of employed in full-time employment)	73.8	76.7
Part-time Employment (% of employed in part-time employment)	26.2	23.3

Source: Statistics NZ

In 2006, the three occupation groups with the highest proportions of Tauranga Moana workers were the same as those of the national Maori workforce - service and sales workers, plant and machinery operators and elementary type workers. Together they accounted for 43 percent of all Tauranga Moana workers, which was higher than the 39 percent recorded for the total Maori workforce. made up 43 per cent of the Tauranga Moana Maori workforce. There was little change in that proportion between 2001 and 2006 even though the proportion of the workforce in the legislators, administrators and managers, professionals and technicians and associated professionals categories increased. Service and sales workers, plant and machinery operators and elementary workers also figured prominently at the national level, the comparable figure for all Maori being 39 percent in 2006.

**Figure 4: Distribution of Tauranga Moana Maori Workers by Occupation 2001-2006**



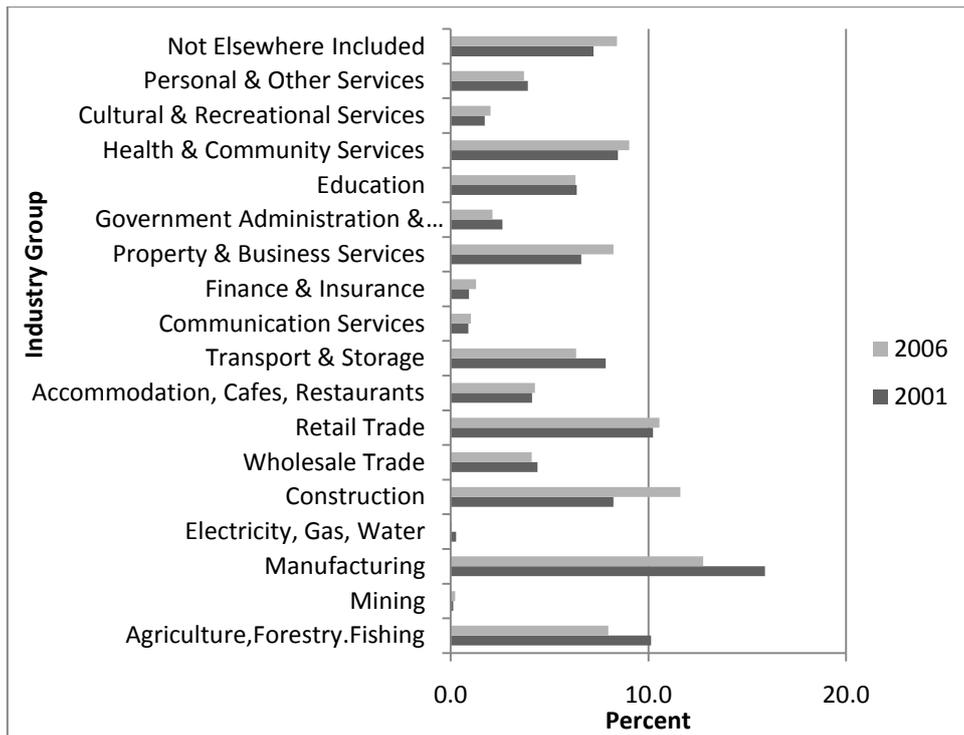
Source: Statistics NZ

Although there was no change in the three largest occupation groups between 2001 and 2006, there was a change in their ranking. In 2001, the top three groups in order of size were plant and machinery operators, sales and service workers and elementary workers. By 2006, the sales and services workers group had increased its share of the workforce sufficiently to overtake plant and machinery operators (which recorded a decline in its share of the workforce) and to relegate it to second place.

Other movements that occurred over the period include significant decreases in the proportion of Tauranga Moana workers in the agriculture, forestry and fisheries and clerical groups and corresponding increases in the proportions in the types of occupations that normally require an educational or vocational qualification. These types of occupations fall within the legislators, administrators and managers, professionals, technicians and associated professionals and trade workers groups. In 2006, these four groups accounted for 35 percent of the Tauranga Moana workforce (up from 29 percent in 2001). The comparable figure at the national level in 2006 was 36 percent. Thus, Tauranga Moana workers were only slightly less likely than all Maori workers to be working in jobs that require some form of educational or vocational qualification.

There were also changes in the industry distribution of the Tauranga Moana workforce between 2001 and 2006. In 2001, nearly 16 percent of the workers were engaged in manufacturing, 10 percent in the retail trade and another 10 percent in agriculture, forestry and fishing. By 2006, agriculture, forestry and fishing industries had dropped off the list of the three main sources of employment and was replaced by construction (which absorbed nearly 12 percent of the workforce). Although manufacturing continued to be the main source of employment for Tauranga Moana Maori workers, the proportion engaged in this group of industries fell to 13 percent. At the same time, the proportion of workers in the retail trade increased (to just under 11 percent). Over the period, property and business services also emerged as a growing source of employment (the percentage of workers engaged rising from slightly less than 7 percent in 2001 to more than 8 percent in 2006). In general, the movements that occurred at the local level were consistent with those that occurred at the national level.

**Figure 5: Distribution of Tauranga Moana Workers by Industry 2001-2006**



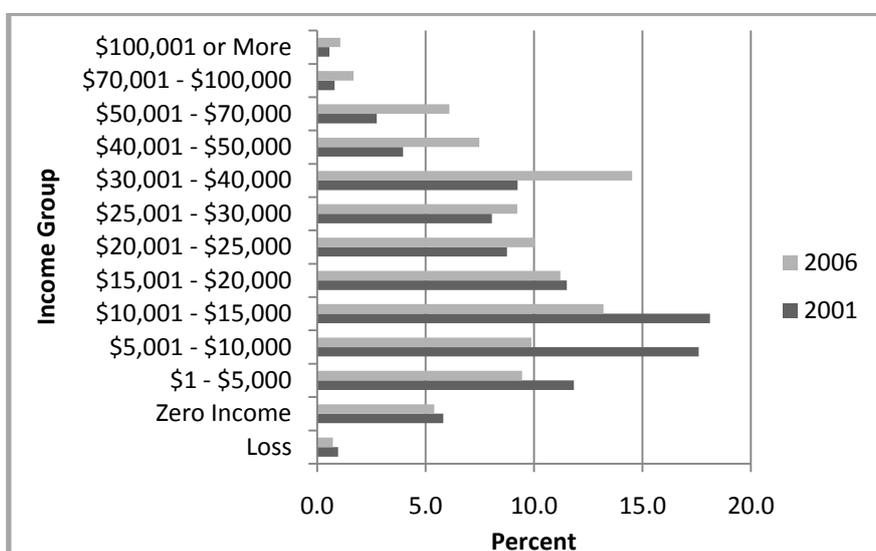
Source: Statistics NZ

## Personal Income

At both the 2001 and 2006 censuses, the median income of Tauranga Moana Maori was lower than the national Maori median by about \$1,800. Over the 5 year period both medians improved by about \$6,000, the Tauranga Moana figure rising from \$13,803 to \$20,053 and the national Maori figure, from \$14,828-\$20,929. Thus the income gap between Tauranga Moana Maori and all Maori narrowed from slightly more than \$1,000 to about \$880 between 2001 and 2006. This suggests that Tauranga Moana incomes rose at a slightly faster rate than those of all Maori.

The effect of the rise in median income within Tauranga Moana is apparent from the following chart which shows the shifts that occurred in income distribution within the Rohe between 2001 and 2006.

**Figure 6: Distribution of Tauranga Moana Maori Aged 15 Years and Over 2001 by Personal Income 2001-2006**



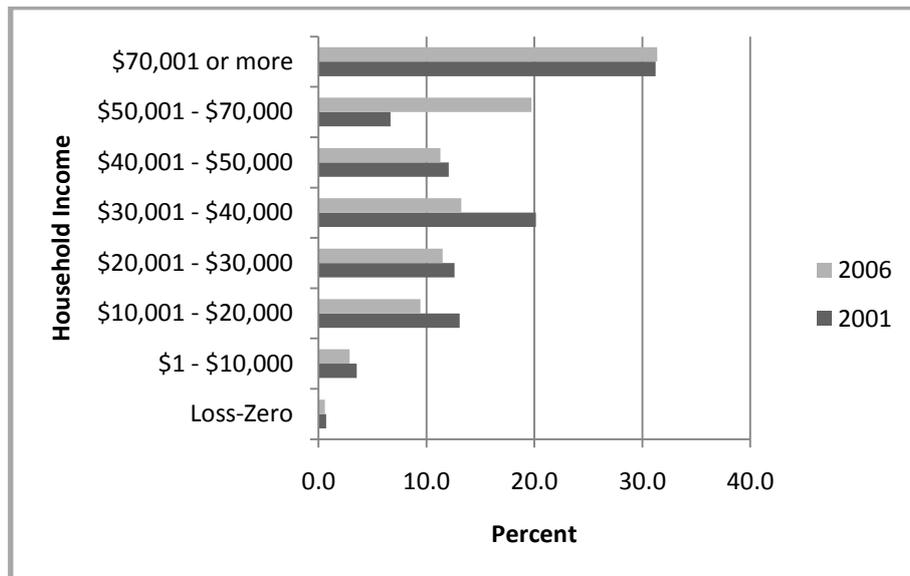
Source: Statistics NZ  
Note: Excludes not stated

The upward movement in Tauranga Moana is highlighted by the rise since 2001, in the proportions of the population in the income groups above \$30,000 and the corresponding decrease in the proportions in the income groups below that level. In 2001, 17 percent of Tauranga Maori aged 15 years and over received \$30,001 or more. By 2006, the proportion had climbed to 31 percent. The equivalent figures for all Maori were 21 percent and 33.6 percent respectively.

## Household Income

In 2006, 31 percent of Tauranga Moana Maori lived in households with a total income of \$70,000 or more. There was little change in the proportion between 2001 and 2006. Maori at the national level were much more likely to be living in households with incomes of \$70,000 or more, the comparable figure for them in 2006 being 35.6 percent. The following table shows how the Tauranga Moana population was distributed according to household income at the last two censuses.

**Figure 7: Distribution of Tauranga Moana Maori by Household Income 2001-2006**



Source: Statistics NZ

Note: Excludes people who could not be classified according to household income.

## Households and Families<sup>1</sup>

In 2006, 13 percent of Maori in the Tauranga Moana Iwi Rohe were living as couples without children, 35 percent were living in one parent families and 52 percent were living in two parent families. Compared to all Maori, Tauranga Moana people were less likely to live in two parent families and more likely to be in one parent families.

As the following table shows, family arrangements varied according to age. In 2006, a two parent family was the most common arrangement for Tauranga Moana Maori in all but the 65 years and over category. Fifty-six percent of the Rohe's children and 49 percent of people in their late teens and early twenties lived in two parent families. Among the elderly, the most common family arrangement was a couple without children.

Between 2001 and 2006, the proportion of Tauranga Moana people living as part of a couple without children increased across all but one of the age groups (45-64); the proportion living in two parent families increased across all of the age groups whilst the proportion living in one parent families decreased in all but the 45-64 age group. The decrease in the proportion of 15-24 year olds living in one parent families and the increase in the proportion of 45-64 year olds in this family type category was in keeping with the national trend. Whilst people in their late teens and early twenties were more likely than those in any other age group to live in one parent families, it was at ages 45 to 64 that a trend toward one parent families was most evident, the proportion in this category rising from 16 to 19 percent over the five year period. Among the elderly, there was an increase in the proportion living as a couple without children.

**Table 7: Distribution of Tauranga Moana Maori by Age and Family Arrangements 2006**

Age Group	Couple	Couple with Children	One Parent with Children	Total
Under 15		56.0	44.0	100.0
15-24	13.0	49.3	37.5	100.0
25-44	13.5	58.1	28.5	100.0
45-64	38.3	43.1	18.6	100.0
65 Years & Over	67.5	15.3	16.7	100.0
Total	13.1	52.4	34.5	100.0

Source: Statistics NZ

In 2006, 80 percent of Tauranga Moana Maori lived in one family households, 12 percent in two or more family households and 4 percent each in other multi-person and one person households. Apart from being marginally less likely to be living in one family households, the distribution of the Tauranga Moana population across the different household types was the same as the national Maori distribution.

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<sup>1</sup> It is important to distinguish between the concept of family and the concept of household. A family (or family nucleus) is defined as a couple, with or without child(ren), or one parent and their child(ren), all of whom have usual residence together in the same household. The children do not have partners or children of their own living in the same household. A household is one or more people usually resident in the same dwelling, who share living facilities. A household can contain one or more families, or can contain no families at all. A household that does not contain a family nucleus could contain unrelated people, related people, or could simply be a person living alone

Like family arrangements, household living arrangements varied according to age. A one family household was the most common living arrangement for Tauranga Moana Maori of all ages in 2006. Consistent with the direction of change at the national level however, the proportion of people living in two or more family households increased in all but one of the age groups between 2001 and 2006. The elderly were the exception. The trend was most evident among children and people in their late teens and early twenties. Over the five year period, the proportion of children in two or more family households rose from 10 percent to 12 percent and the proportion of young people, from 12 to 16 percent. Changes among the elderly were more diverse. Compared to 2001, more of the elderly were living in one family and other multi-person households and fewer in two or more family and one person households.

**Table 8: Distribution of Tauranga Moana Maori by Age and Household Arrangements 2006**

Age Group	One Family	Two or More Families	Other Multi-Person	One Person	Total
Under 15	87.8	12.2	0.0	0.0	100.0
15-24	73.7	15.9	8.7	1.8	100.0
25-44	80.5	9.7	5.4	4.4	100.0
45-64	73.0	11.0	5.1	10.9	100.0
65 & over	64.5	6.9	5.7	23.0	100.0
Total	80.1	11.7	4.0	4.2	100.0

Source: Statistics NZ

## Household Tenure

In 2006, over 36 percent of Tauranga Moana Maori lived in a home that was owned or partly owned by one or more household members, 56 percent in a home that was not owned by a member of the household and over 8 percent, in a home that was held by one or more members of the household in a family trust. The comparable proportions for all Maori were respectively, 39 percent, 55 percent and 6 percent.

**Table 9: Tenure of Households in which Tauranga Moana Maori Live 2006**

Tenure of Household	Number of People	Percent
Dwelling Owned/Partly Owned	7,665	36.3
Dwelling Not Owned	11,712	55.5
Dwelling Held in Family Trust by Usual Residents	1,743	8.3
Total	21,120	100.0

Source: Statistics NZ

Notes

1. Excludes people who were temporarily absent from the household.
2. Excludes not identifiable and not stated.

Tauranga Moana Maori who lived in owned or partly owned homes together with those that lived in homes held in a family trust numbered about 9,400. The households in which most of this group (64 percent) lived were paying off mortgages. About 31 percent lived in households that were not making mortgage repayments. Of the Tauranga Moana people living in households that were not owned, 92 percent were in households that were paying rent.

The collection of information about dwellings held in family trusts only commenced in 2006 and as a result of the change to the classification of dwelling tenure, 2001 results are not comparable.