

Report

SmartGrowth Maori and Tangata Whenua Iwi Demographics 2015

Prepared for SmartGrowth

Prepared by Beca Ltd

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Revision History

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Executive Summary

This report has been prepared by Beca Ltd on behalf of SmartGrowth BOP to give effect to action 11C.1 Māori Demographics from the SmartGrowth Strategy 2013. Action 11C.1 states: *Prepare a report from 2013 census data (and document methodology used) that relates to tangata whenua iwi and Māori in the areas of housing, employment, education and income (among others) for the purpose of developing a base platform from which to compare future demographics trends and community needs.*

This report provides a demographic snapshot about Māori and tangata whenua iwi¹ in the SmartGrowth Sub-Region based on Census 2013 data. It then analyses the census 2013 data relating to Māori and tangata whenua on the following topics:

- Health (smoking)
- Home Ownership
- Employment
- Education
- Income
- Te Reo Māori
- Migration

Some key facts arising from this analysis are as follows:

- 27.51% of people in the Sub-Region were of Māori descent in 2013.
- Rohe that Māori living in the Sub-Region affiliate to most are Tauranga Moana/Mātaatua², followed by Te Tai Tokerau/Tamaki-Makaurau and Te Arawa/Taupō
- Ngāi Te Rangī³, Ngāti Ranginui and Ngā Puhī are the most populous iwi in the Sub-Region.
- The location of marae in CAU corresponds with higher tangata whenua populations.
- More Māori women in the Sub-Region smoke than Māori men. The percentage of regular smokers in the Sub-Region is lower than for national Māori, and the number of ex-smokers is higher.
- The proportion of Māori in the Sub-Region who own their own homes (33%) is similar to the national Māori average.
- Māori in the Sub-Region generally follow the same trends as National Māori for employment status.

¹ Tangata whenua iwi is defined for this report as being those iwi (which include affiliated hapū and whānau) that have tangata whenua status and mana (interest) in the Sub-Region which has been determined by the Western Bay of Plenty District Council, Tauranga City Council, Bay of Plenty Regional Council, and government departments.

² Tauranga Moana/Mātaatua is a geographic term defined by StatsNZ. The reference includes iwi that connect to Tauranga Moana and/or Mātaatua. The reference does not diminish the connections of iwi that do not connect or affiliate with Mātaatua.

³ Ngāi Te Rangī is referred to as Ngāi Te Rangī by StatsNZ

- Qualifications for Māori at a national scale are comparable with those of the Sub-Region. Māori in the Sub-Region are slightly lower than the national average for qualifications above Bachelor Degree/Level 7.
- Slightly more Māori in the Sub-Region are represented in most of the income brackets below \$30,000 than for National Māori, whilst slightly fewer Māori in the Sub-Region are represented in the income brackets above \$30,000 than for National Māori.
- Fewer Māori in the Sub-Region speak English and Māori than national Māori.

This report provides a snapshot for the year 2013. The next census in 2018 will provide an opportunity for comparisons to be made with this data to better understand patterns and potential future trends for Māori and tangata whenua in the Sub-Region.

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1 Introduction

This report has been prepared by Beca Ltd on behalf of SmartGrowth BOP to give effect to action 11C.1 Māori Demographics from the SmartGrowth Strategy 2013. The purpose is to:

Prepare a report from 2013 census data (and document methodology used) that relates to tangata whenua iwi and Māori in the areas of housing, employment, education and income (among others) for the purpose of developing a base platform from which to compare future demographics trends and community needs.

This report provides a demographic snapshot from the 2013 Census that relates to tangata whenua and Māori in the areas of housing, employment, education and income. The report was prepared to provide baseline data on the changing demography of tangata whenua and Māori within the Western Bay of Plenty Sub-Region.

The report was prepared through accessing census data collected by Statistics New Zealand (StatsNZ) in 2013.

The scope of the project was defined by the SmartGrowth action. However, tangata whenua requested specific information such as:

- Where are tangata whenua living?
- Do tangata whenua live on their whenua?
- How many tangata whenua and/or Māori own their own home?
- How many people identify as being tangata whenua reside away from the Western Bay of Plenty Sub-Region?
- What employment sectors do Māori and tangata whenua work?
- How many Māori and tangata whenua access Māori education services (i.e. kōhanga reo, wharekura, whare wānanga) in comparison to mainstream education?

Most of the answers to these questions have been addressed in the report, however, information about access to Māori education choices is more difficult to determine and was unable to be analysed in this report.

2 Methodology

Census 2013 underpins the data for this report. Statistics New Zealand (StatsNZ) table builder was used to make the tables and inform the assessment. This data was then graphed where appropriate to create visual representations of the data.

Section 3 of this report looks at population statistics for Māori and tangata whenua across the Sub-Region to understand the general makeup of the population. The information was then analysed at Census Area Unit (CAU) level to enable analysis of the data at a more local level.

Demographic information was then collected, analysed and compared for:

- Health (smoking)
- Home Ownership
- Employment
- Education
- Income
- Te Reo Māori
- Migration

For each of these topics, data was collected, analysed and compared for both Māori and tangata whenua within the Sub-Region. Where appropriate, comparisons were also made at a Sub-Regional and National scale.

In some instances comparisons could not be made because of limited availability of data or confidentiality issues. Displaying data in graph form also varied depending on the usability and how information would be shown. The full data sets are contained in the Appendices.

Māori is determined to be people who identify themselves as being of Māori descent through the census.

In order to determine which iwi are considered 'tangata whenua', the report drew upon Tauranga City Council, Western Bay of Plenty and Bay of Plenty Regional Council information of tangata whenua. The study also drew on government information from Te Puni Kōkiri and the Office of Treaty Settlement where iwi are or have negotiated settlements. The study therefore considers the following 15 groups as being tangata whenua within the Western Bay Sub-Region. Tangata whenua:

- Ngāti Tamaterā
- Tapuika (Te Arawa)
- Waitaha (Te Arawa)
- Ngāti Whakaue (Te Arawa)
- Ngāti Pūkenga
- Ngāi Te Rangī
- Ngāti Ranginui
- Ngāti Hako
- Ngāti Maru (Hauraki)
- Ngāti Tara Tokanui
- Ngāti Pikiao (Te Arawa)
- Ngāti Rangiwewehi
- Ngāti Mākino *
- Ngāti Whakahemo *
- Ngāti Hinerangi *

* StatsNZ does not hold data on Ngāti Tamaterā, Ngāti Makino or Ngāti Whakahemo. The data for these groups is collected under the following classifications:

- Ngāti Mākino
- Ngāti Whakahemo
- Ngāti Hinerangi

Therefore, in this report, the iwi groups examined as tangata whenua of the Western Bay Sub-Region are the 12 iwi groups as described above.

It is assumed data for Ngāti Makino, Ngāti Whakahemo, and Ngāti Hinerangi is captured through other data sources. A future review of Māori and tangata whenua demographic information for the Sub-Region may specifically include the three iwi currently missing.

Marine based CAU have been excluded from the statistics because of the limited population residing in them. These are –

- Inlet-Tauranga Harbour Omokoroa
- Inlet-Tauranga Harbour North
- Inlet-Tauranga Harbour
- Waikareao Estuary
- Motuopae Island
- Inlet-Tauranga Harbour Omokoroa
- Inlet-Tauranga Harbour North.

Tangata whenua and marae information is sourced through Te Puni Kōriki – Te Kaahui Mangai.

2.1 Comparisons

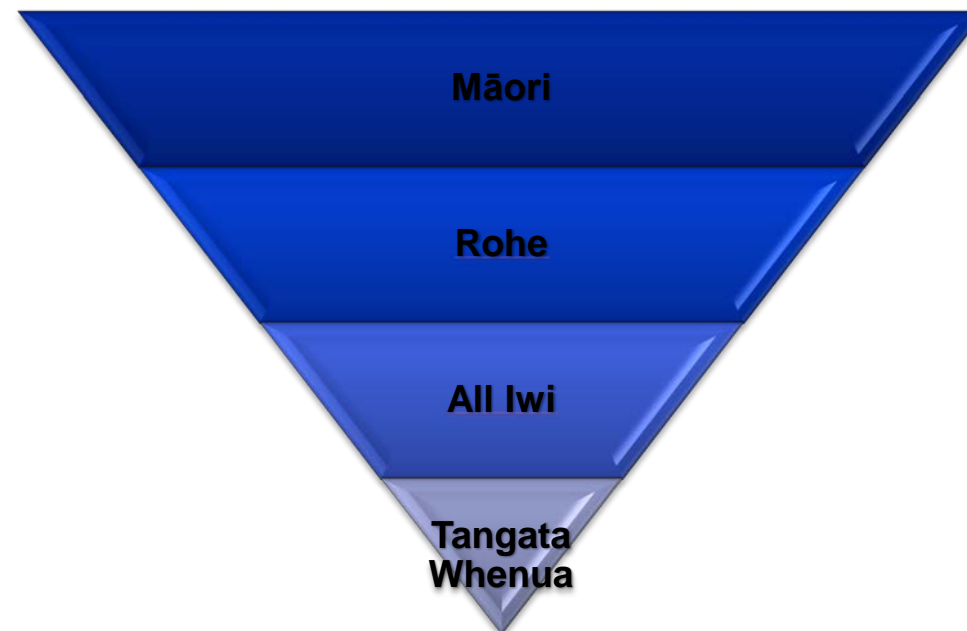
The approach for this report is to assess data from a National perspective for both Māori and Non-Māori, and then at a Sub-Regional scale for Māori and Non-Māori and tangata whenua.

Where appropriate, comparisons have been made between the Sub-Regional data and broader catchments i.e. nationally or non-Māori. This is determined by what data is provided by StatsNZ for each selection. However, there are data limitations and consistent comparisons across the demographic data could not be made.

3 Māori and Tangata Whenua

The following section of the report looks at Māori living in the Sub-Region to understand the Māori and tangata whenua population. The report starts broad and then narrows to specific demographic matters that relate to Māori and tangata whenua. For the purpose of this report tangata whenua is defined as those iwi with recognised mana (interests) in the Sub-Region as outlined in section 2 of this report.

As noted in section 2, Māori is determined to be people who identify themselves as being of Māori descent. The category of Rohe (Region) is defined by StatsNZ as iwi within a defined region, and that information is used to understand from a Rohe perspective, who resides in the Sub-Region. The section then assesses all Māori who recorded their iwi in the census and live in the Sub-Region. The final part of the section assesses demographic information for Māori and tangata whenua within the Sub-Region. CAU is used to understand where in the Sub-Region tangata whenua live and compares data to marae communities.



3.1 Māori Affiliation

3.1.1 Māori Population

The proportion of the total population in the Western Bay of Plenty Sub-Region (Sub-Region) that is of Māori descent is examined in Figure 1 below. A comparison against the national population is made in Table 1. Table 1 shows that proportionally more people are of Māori descent in the Sub-Region than in the National population.

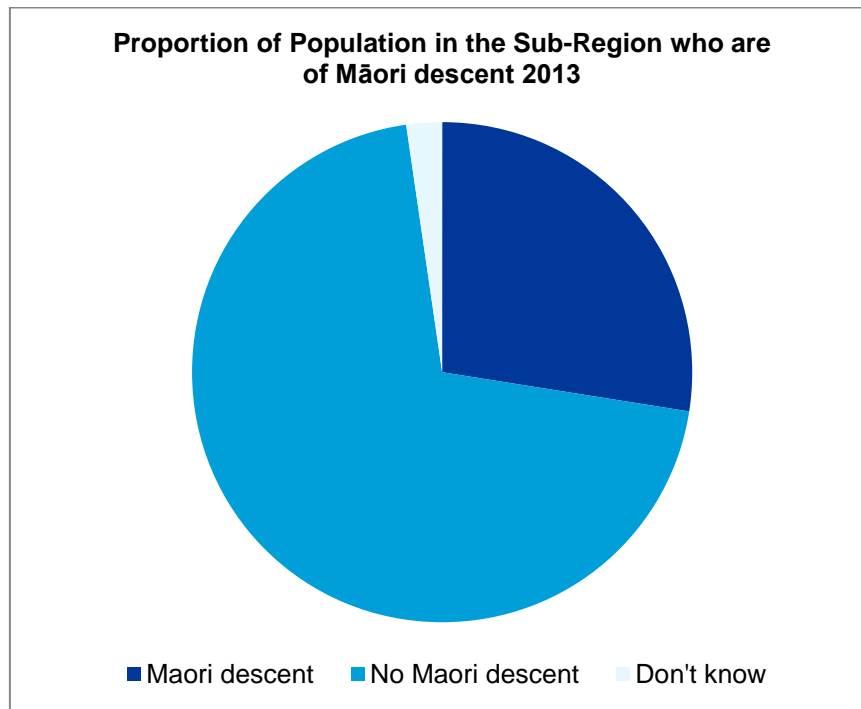


Figure 1: Proportion of Population in the Sub-Region who are of Māori descent 2013

Figure 1 illustrates that:

- 43,857 (27.51%) of people in the Sub-Region are of Māori descent.
- 111,870 (70.18%) of people in the Sub-Region are not of Māori descent
- 3,669 (2.30%) of people in the Sub-Region don't know whether they are of Māori descent

Table 1: Comparison of Sub-Region Population against Total National Population by Māori Descent 2013

Area	Māori Descent	Non-Māori Descent	Don't Know
National Population	21.40%	75.23%	3.37%
Sub-Region population	27.51%	70.18%	2.30%

3.1.2 Ethnic Groups by Māori Descent

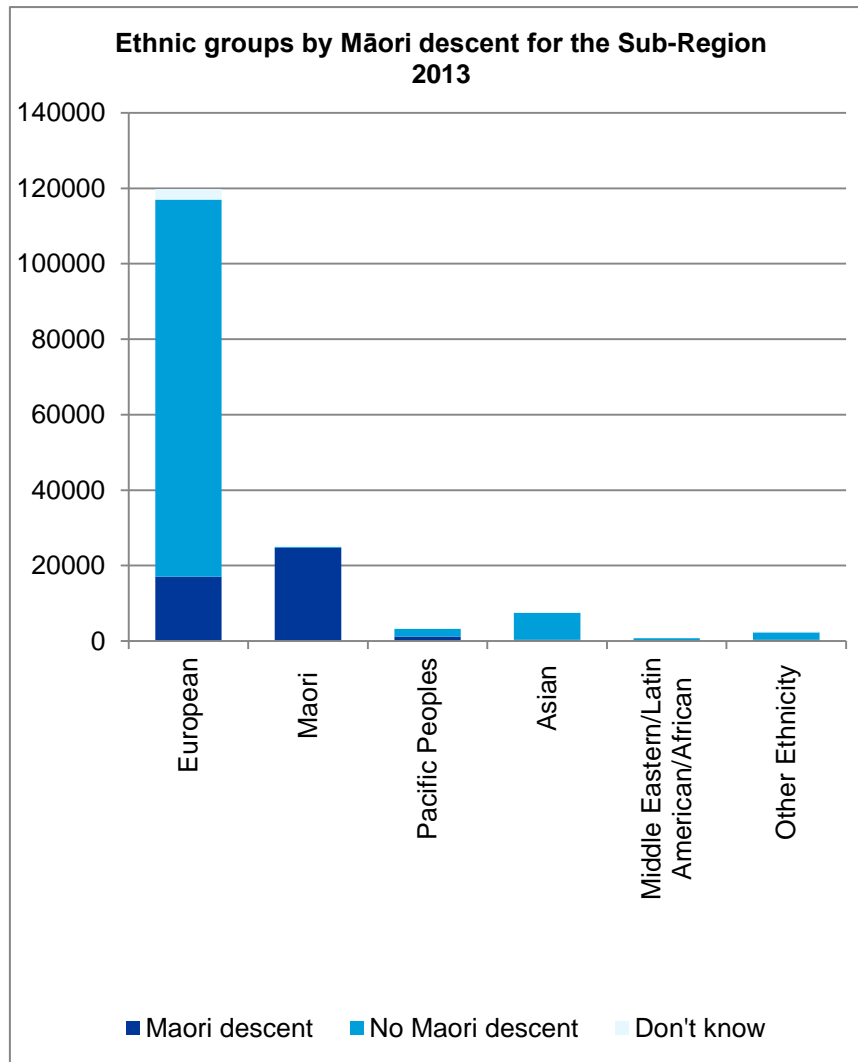


Figure 2: Ethnic groups by Māori descent for the SmartGrowth Sub-Region 2013

Figure 2 examines Māori descent of the Sub-Region in more detail. The data is further broken down by the ethnic group that people of Māori descent ascribe to.

Table 2 compares the Sub-Regional data by total population with the total National population for each of the ethnicities. The data shows that:

- 14% of people that identify as European claim Māori descent
- 98% of people that identify as Māori claim Māori descent
- 37% of people that identify as Pacific People claim Māori descent
- 5% of people that identify as Asian claim Māori descent
- 7% of people who identify as Middle Eastern/ Latin American/ Africa claim Māori descent
- 13% of people who identify as other ethnicities claim Māori descent

Table 2: Comparison of Sub-Region Population against Total National Population for Ethnic Group by Māori Descent 2013

	European	Māori	Pacific Peoples	Asian	Middle Eastern / Latin American / African	Other Ethnicity
Total National Population	13.08%	97.69%	19.92%	2.3%	3.83%	0.16%
Total Sub-Region Population	14.24%	97.90%	37.02%	5.12%	7.41%	13.39%

Table 2 shows that in comparison with the National population, every ethnicity in the Sub-Region has a higher proportion of Māori descent.

3.1.3 Māori Age Sex Distribution

Figure 3 below shows the age/sex structure for the total population of the Sub-Region. It shows that there are fewer 19 to 39 year olds than school aged or 40+ groups.

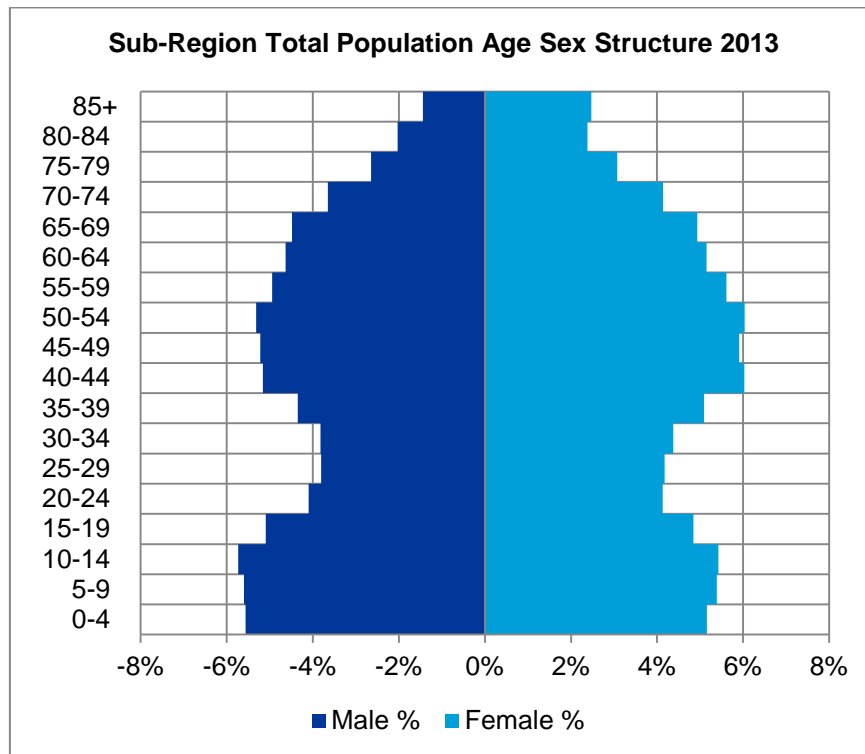


Figure 3: Age/Sex structure for the Sub-Region by total population 2013

Figure 4 below shows the age/sex structure for the Māori population of the Sub-Region. It shows that Māori have a youthful population with a high proportion of the population 19 years old or under.

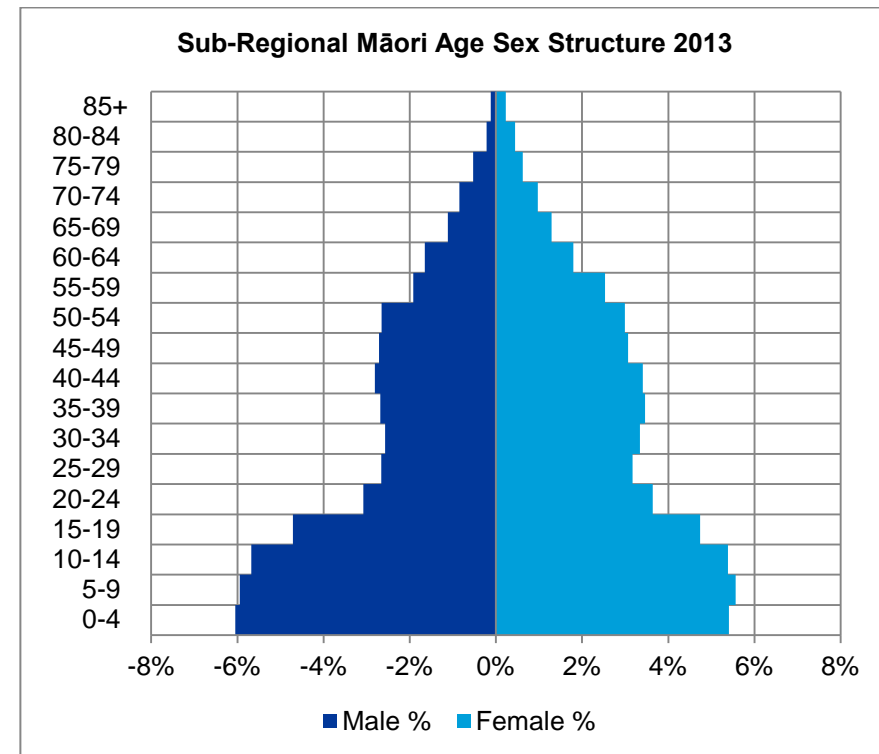


Figure 4: Māori Age/Sex structure for the Sub-Region 2013.

3.1.4 Census Area Units

Data regarding Māori descent by Census Area Units (CAU) is available in Appendix 1 and Appendix 2 and is summarised below in the following tables. The following show where those of Māori live in the Sub-Region.

Table 3 ranks from highest to lowest those of Māori descent according to CAU. There are 1,290 people who identify themselves as being of Māori descent living in the Arataki CAU. Table 3: Comparisons of Census Area Units to Māori descent in the Sub-Region

CAU	Māori Descent
Arataki	1290
Hairini	1140
Brookfield	1086
Te Puke East	1008
Te Maunga	972
Omanu	864
Te Puke West	864
Welcome Bay West	825
Palm Beach	807
Gate Pa	807

Table 4 shows proportions of Māori descent according to CAU ranked from highest to lowest.

The table below shows Matakana Island has the highest proportion of people who identify themselves as being of Māori descent.. 95% of the people living on Matakana identify themselves as of Māori descent.

Table 4: Comparisons of Census Area Units to the proportion of Māori descent on the Sub-Region

CAU	Proportion of Māori Descent
Matakana Island	95%
Matapihi	80%
Maketu Community	71%
Kairau	57%
Paengaroa	40%
Yatton Park	40%
Rangiuru	36%
Poike	33%
Te Puke West	32%
Gate Pa	30%

3.2 Māori Affiliation by Rohe

The following section of the report assesses the Māori population living in the Sub-Region through Rohe (Region) affiliations.

The following information identifies those Māori living in the Sub-Region that identify themselves as Māori and who know their iwi affiliations. StatsNZ have grouped iwi into 11 Rohe.

3.2.1 Affiliations by Rohe in the Western Bay of Plenty Sub-Region

The 11 Rohe in the Sub-Region identified by StatsNZ are:

- Te Tai Tokerau/Tāmaki-makaurau (Northland/Auckland) Region
- Hauraki (Coromandel) Region
- Waikato/Te Rohe Pōtae (Waikato/King Country) Region
- Te Arawa/Taupō (Rotorua) Region
- Tauranga Moana/Mātaatua (Bay of Plenty) Region
- Te Tai Rāwhiti (East Coast) Region
- Te Matau-a-Māui/Wairarapa (Hawke's Bay/Wairarapa) Region
- Taranaki Region
- Whanganui/Rangitīkei (Wanganui/Rangitīkei) Region
- Manawatū/Horowhenua/Te Whanganui-a-Tara (Manawatū/Horowhenua/Wellington) Region
- Te Waipounamu/Wharekauri (South Island/Chatham Islands) Region

Figure 5 shows the Māori population living the Sub-Region by Rohe. The largest Rohe affiliations are as follows:

- 9,567 Māori of Tauranga Moana/Mātaatua affiliation live in the Sub-Region
- 4,659 Māori of Te Tai Tokerau/Tamaki-Makaurau affiliation live in the Sub-Region
- 4,479 Māori of Te Arawa/Taupō affiliation live in the Sub-Region
- 3,657 Māori of Waikato/Te Rohe Potae affiliation live in the Sub-Region
- 2,421 Māori of Te Tai Rawhiti affiliation live in the Sub-Region

Appendix 2 examines the breakdown of Figure 5 by iwi affiliation.

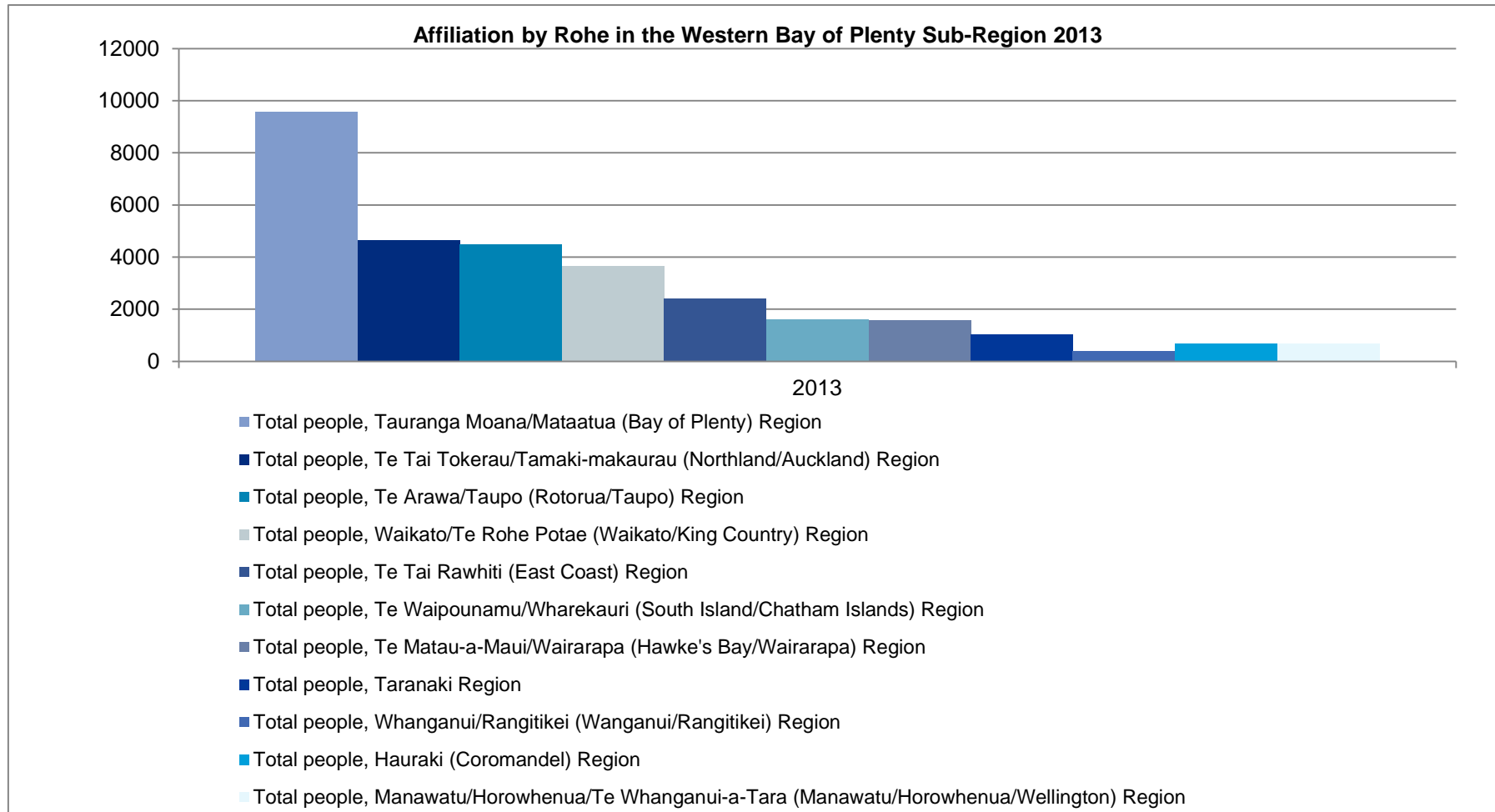


Figure 5: Affiliation by Rohe in the Sub-Region 2013

3.3 Māori Affiliation by Iwi

3.3.1 Māori Affiliation by Iwi in the Sub-Region

The following information in Table 5 ranks the top 20 tangata whenua by population in the Sub-Region – as per Appendix 3 (highest to lowest).

Table 5: Top-20 Iwi by Iwi Affiliation

Iwi	Population
Ngāi Te Rangi	4281
Ngāti Ranginui	4053
Ngā Puhī	3699
Ngāti Porou	2241
Ngāti Maniapoto	1560
Waikato	1416
Ngāi Tahu/Kai Tahu	1404
Tuhoe	1401
Ngāti Tuwharetoa	1151
Ngāti Awa	966
Tapuika (Te Arawa)	942
Ngāti Whakaue (Te Arawa)	813
Ngāti Pūkenga	780
Whakatohea	714
Te Whānau-ā-Apanui	684
Ngāti Pikiao (Te Arawa)	663
Ngāti Raukawa (Waikato)	636
Ngāti Kahungunu ki Te Wairoa	564
Waitaha (Te Arawa)	525
Ngāti Kuhungunu (region unspecified)	435

Ngāi Te Rangi, Ngāti Ranginui and Ngā Puhī are the most populous iwi in the Sub-Region. If Te Arawa iwi (Tapuika, Ngāti Whakaue, Ngāti Pikiao, Waitaha) were combined they would rank 4th below Ngā Puhī and ahead of Ngāti Porou.

3.4 Tangata Whenua Affiliations

As noted previously, the report defines tangata whenua as those iwi that have recognised mana (interest) in the Sub-Region. The following are iwi identified as tangata whenua in the Sub-Region and recognised by the Bay of Plenty Regional Council, Western Bay of Plenty District Council, Tauranga City Council or Government Departments or Crown Agencies.

- Ngāti Tamaterā
- Tapuika (Te Arawa)
- Waitaha (Te Arawa)
- Ngāti Whakaue (Te Arawa)
- Ngāti Pūkenga
- Ngāi Te Rangi
- Ngāti Ranginui
- Ngāti Hako
- Ngāti Maru (Hauraki)
- Ngāti Tara Tokanui
- Ngāti Pūkiao (Te Arawa)
- Ngāti Rangiwewehi
- Ngāti Hinerangi *
- Ngāti Makino *
- Ngāti Whakahemo *

* As noted earlier in the report StatsNZ does not hold data for Ngāti Makino, Ngāti Whakahemo or Ngāti Hinerangi. StatsNZ advised the data for these groups is collected under other classifications.

For the purpose of completing this report, the report writer only had access to census data for 12 of the 15 iwi listed above.

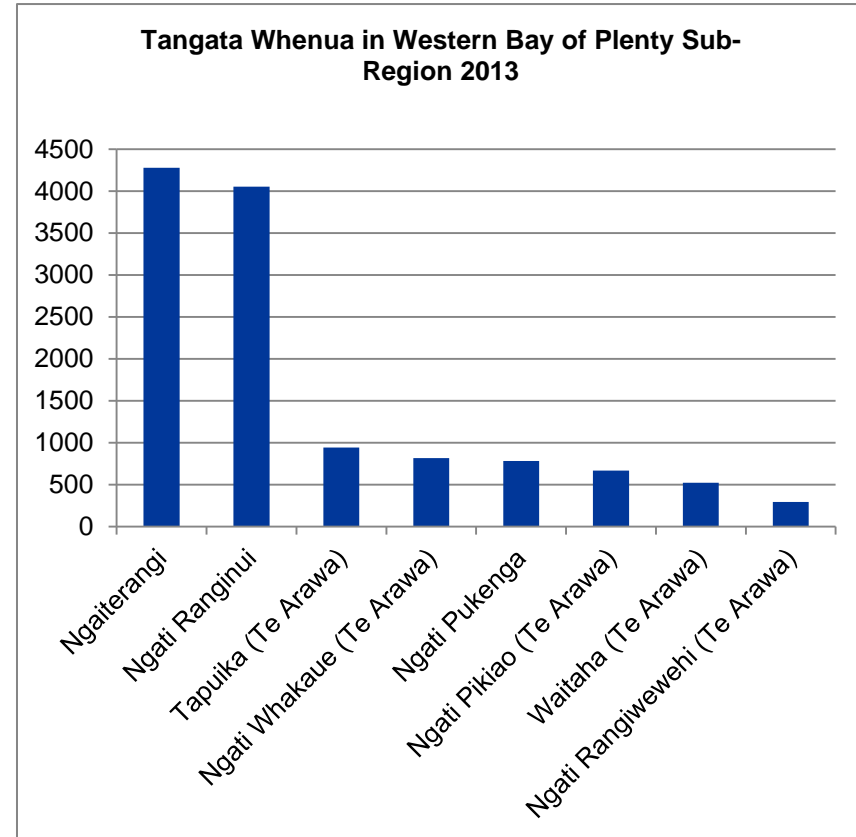


Figure 6: Affiliation of tangata whenua by iwi descent

Figure 6 and Table 6 illustrates tangata whenua population in the Sub-Region. Descendants who affiliate to Ngāti Te Rangi and Ngāti Ranginui make up 66% of the total tangata whenua population in the Sub-Region and Te Arawa iwi constitute 24%.

Table 6: Tangata whenua in the Western Bay of Plenty Sub-Region

<u>Area</u>	Western Bay of Plenty District	Tauranga City	Total	%
<u>Iwi</u>				
Ngāi Te Rangi	1119	3162	4281	34%
Ngāti Ranginui	978	3075	4053	32%
Tapuika (Te Arawa)	726	216	942	7%
Ngāti Whakaeue (Te Arawa)	396	417	813	6%
Ngāti Pūkenga	207	573	780	6%
Ngāti Pīkiao (Te Arawa)	318	345	663	5%
Waitaha (Te Arawa)	366	159	525	4%
Ngāti Rangiwewehi (Te Arawa)	123	174	297	2%
<u>Ngāti Maru (Hauraki)</u>	69	135	204	2%
Ngāti Tamaterā	33	84	117	1%
Ngāti Hako	27	39	66	1%
Ngāti Tara Tokanui	6	3	9	<1%

Ngāti Tara Tokanui have no identified marae in the Sub-Region. Ngāti Makino and Ngāti Whakahemo are included although StatsNZ hold no data for the iwi. Ngāti Hinerangi have no marae referenced in the Sub-Region.

Table 7 on the next page shows the CAU where descendants of tangata whenua reside in the Sub-Region. The data shows high numbers of tangata whenua in particular CAU, for example Te Puna, Matapihi, Arataki, Hairini and Maungatapu. Many of those CAU are marae based communities, except for communities like Arataki, Yatton Park, Greerton and Gate Pa.

Table 8 identifies the location of tangata whenua marae within CAU. The location of marae in CAU corresponds with higher tangata whenua populations. Note that Ngāti Hako, Ngāti Maru, Ngāti Tamaterā and

Table 7: Census Area Units where tangata whenua reside

Area	Ngāti Hako	Ngāti Maru (Hauraki)	Ngāti Tamaterā	Ngāti Tara Tokanui	Ngāti Pīkiao (Te Arawa)	Ngāti Rangiwēwhi (Te Arawa)	Tapuika (Te Arawa)	Waitaha (Te Arawa)	Ngāti Whakaue (Te Arawa)	Ngāti Pūkenga	Ngāi Te Rangī	Ngāti Ranginui
<i>Western Bay of Plenty District</i>	27	69	33	6	318	123	726	366	396	207	1119	978
Waihi Beach	3	3	3	3	3	0	3	0	9	0	30	9
Athenree	c	c	c	c	c	c	c	c	c	c	27	9
Katikati Community	3	6	3	0	12	9	0	0	6	0	114	45
Maketu Community	3	0	0	0	81	18	66	33	180	30	45	15
Omokoroa	c	c	c	c	c	c	c	c	c	c	6	24
Island View-Pios Beach	c	c	c	c	c	c	c	c	c	c	27	c
Te Puna	3	3	0	0	9	0	9	6	3	18	150	288
Matakana Island	c	c	c	c	c	c	c	c	c	6	171	42
Tahawai	c	c	c	c	c	c	c	c	6	c	48	24
Minden	0	6	3	0	6	0	0	3	3	6	60	105
Kaimai	0	12	3	0	15	3	6	3	9	9	84	144
Ohauti-Ngapeke	c	6	c	c	c	c	c	c	c	36	36	27
Upper Papamoa	0	3	0	0	3	3	18	6	9	33	42	33
Paengaroa	0	3	3	0	33	6	54	12	6	15	18	24
Rangiuru	0	6	0	0	69	15	291	36	54	24	39	30
Pongakawa	3	3	0	0	21	3	9	21	27	3	21	24
Te Puke West	0	9	6	0	27	30	132	153	33	3	45	33
Te Puke East	6	3	3	3	30	30	138	90	39	24	66	51
<i>Tauranga City</i>	39	135	84	3	345	174	216	159	417	573	3162	3075
Papamoa Beach East	0	3	3	0	9	12	9	9	6	24	84	42
Palm Springs	3	6	6	0	21	3	6	3	21	9	51	45
Doncaster	0	6	9	0	9	6	0	3	9	3	39	36
Matapihi	0	0	0	0	6	0	3	9	12	6	330	147
Kairua	c	c	c	c	6	c	c	c	c	39	105	60
Bethlehem East	c	c	c	c	c	c	c	c	c	c	12	c
Bethlehem	0	9	6	0	3	0	3	6	12	15	108	198
Pacific View	0	0	0	0	9	0	3	3	9	3	9	18
Palm Beach	3	12	3	0	6	3	9	6	18	18	63	45
Gravatt	0	6	0	0	15	3	9	3	6	3	42	30
Mt Maunganui North	0	0	0	0	9	3	3	0	24	9	48	39
Omanu	0	3	0	0	9	12	0	3	18	21	72	60
Arataki	0	9	3	0	12	9	12	6	27	36	249	174
Te Maunga	3	3	3	0	9	12	0	15	15	27	174	96
Matua	0	3	3	0	6	3	0	6	15	9	33	54
Bellevue	3	6	0	0	6	3	3	9	12	15	81	96
Otumoetai North	0	3	3	0	18	3	0	3	12	0	24	21
Otumoetai South	0	3	0	0	6	0	9	0	3	6	9	30
Brookfield	0	9	9	6	12	3	18	3	12	27	105	183
Te Reti	9	3	3	0	9	0	0	0	6	12	63	126
Judea	0	9	0	0	12	0	12	0	6	24	102	141
Gate Pa	3	0	3	0	21	3	15	6	9	15	120	150
Greerton	0	0	0	0	24	12	24	15	24	15	87	141
Pyes Pa	0	0	6	0	9	9	6	3	12	12	54	63
Yatton Park	0	9	0	0	21	3	12	15	30	18	153	156
Pōike	c	c	c	c	c	c	c	c	c	12	42	42

	Ngāti Hako	Ngāti Maru (Hauraki)	Ngāti Tamaterā	Ngāti Tara Tokanui	Ngāti Pīkiao (Te Arawa)	Ngāti Rangiwewehi (Te Arawa)	Tapuika (Te Arawa)	Waitaha (Te Arawa)	Ngāti Whakaue (Te Arawa)	Ngāti Pūkenga	Ngāi Te Rangī	Ngāti Ranginui
Hairini	0	6	3	0	12	9	9	9	27	54	234	270
Maungatapu	0	0	9	0	9	9	3	6	9	21	156	138
Tauranga Hospital	6	6	0	0	0	3	3	9	9	9	69	105
Tauranga South	3	3	6	0	15	15	9	0	12	9	75	66
Tauranga Central	c	c	c	c	c	c	c	c	6	c	9	24
Sulphur Point	c	c	c	c	c	c	c	c	c	c	6	c
Kaitemako	c	9	c	c	c	6	c	c	12	15	75	51
Welcome Bay West	0	6	3	0	30	0	9	0	9	18	114	105
Welcome Bay East	0	3	6	0	12	9	18	3	24	60	165	117

data extracted on 03 Aug 2015 08:38 UTC (GMT) from StatsNZ

Legend: c:Confidential

Note: The 2013 Census Confidentiality rules have been applied to this table, to protect the confidentiality of individuals, families, and households, and in accordance with the general confidentiality principle that StatsNZ requires the withholding of any output that might identify the characteristics of a particular person or undertaking.

Table 8: Tangata whenua marae and associated CAU

Iwi	Marae	Corresponding CAU & Reference
Ngāti Pikiao (Te Arawa)	Pukehina	Pongakawa 536654
	Te Awhe o te Rangi *	Maketu Community 535900
Ngāti Rangiwewehi (Te Arawa)	Haraki	Te Puke West 538501
Tapuika (Te Arawa)	Te Matai (Ngāti Kurī)	Rangiuuru 536653
	Te Paamu	Rangiuuru 536653
	Moko (Ngāti Moko)	Rangiuuru 536653
	Makahae (Te Kahika)	Rangiuuru 536653
	Tawakepito	Rangiuuru 536653
Waitaha (Te Arawa)	Haraki	Te Puke West 538501
	Manoeka	Te Puke West 538501
Ngāti Whakaue (Te Arawa)	Whakaue (Tapiti)	Maketu Community 535900
Ngāti Pūkenga	Whetu o Te Rangi	Ohauiti Ngapeke 536641
Ngāi Te Rangi	Te Rereatukahia	Aongatete 536615
	Otawhiwhi	Island Views Pio Beach 536400
	Te Rangihouhiri	Matakana Island 536611
	Rangiwaea	Matakana Island

Iwi	Marae	Corresponding CAU & Reference	
		536611	
	Hungahungatoroa	Matapihi 536505	
	Opureora	Matakana Island 536611	
	Waikari	Matapihi 536505	
	Whareroa	Omanu 536821	
	Mangatawa	Kairua 536512	
	Tahuwhakatiki	Welcome Bay East 538303	
	Maungatapu	Maungatapu 538000	
	Ngāti Ranginui	Tutereinga Marae	Te Puna 536503
		Poututerangi Marae	Te Puna 536503
Paparoa Marae		Te Puna 536503	
Tuapiro Marae		Tahawai 536614	
Hangarau Marae		Bethlehem 536514	
Waimapu Marae		Ohauiti 537900	
Tawhitinui Marae		Minden 536620	
Wairoa Marae		Bethlehem 536514	
Huria Marae	Judea		

Iwi	Marae	Corresponding CAU & Reference
		537400
	Hairini Marae	Ohauti 537900
Ngāti Makino	Otamarakau	Pongakawa 536654
	Pukehina	Pongakawa 536654
	Te Awhe o Te Rangi *	Maketu Community 535900
Ngāti Whakahemo	Pukehina	Pongakawa 536654
	Te Awhe o Te Rangi *	Maketu Community 535900

* Extract from NZ Gazette, 21 August 1986. No 130, page 3537

Reservation Recommendation Setting apart land as a Maori Reservation for the purpose of a Marae for the common use and benefit of Ngati Whakahemo hapu in particular and Te Arawa people in general - NZG 130/3537, 21/08/1986 - TN 16742, 04/09/1986.

4 Health

The only health data that the Census collects is data about smoking habits. Figures 7 and 8 illustrate the percentage and number of Māori who smoke by gender in the Sub-Region. Tables 9 and 10 compare male and female smoking habits for Māori in the Sub-Region against national statistics.

4.1 Māori Smoking Habits

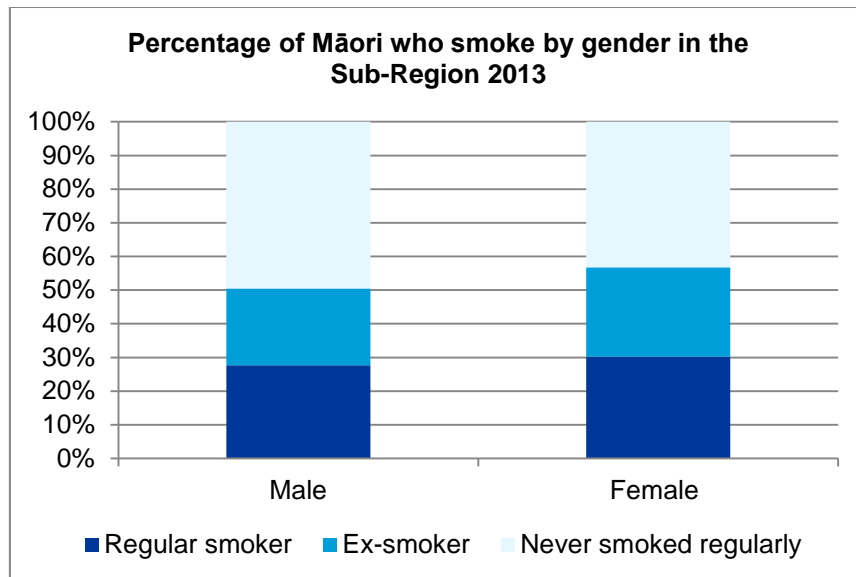


Figure 7: Percentage of Māori who smoke by gender in the Sub-Region 2013

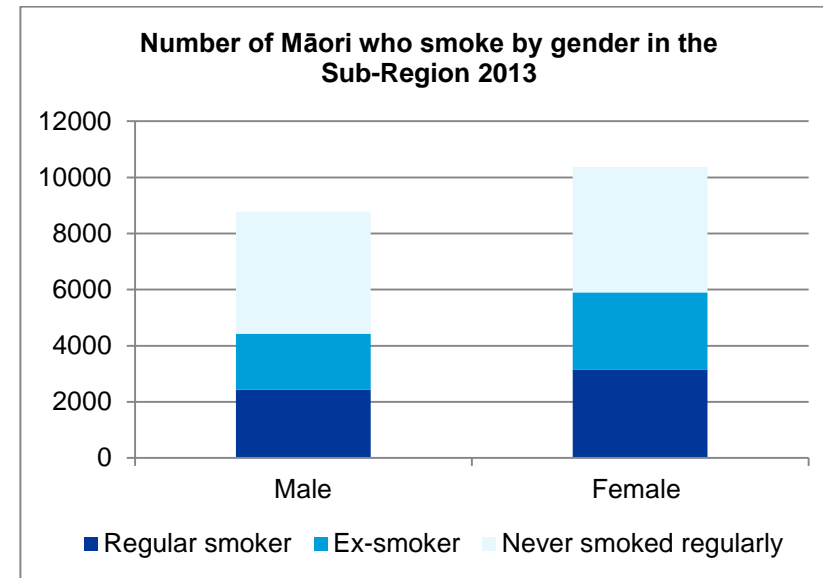


Figure 8: Number of Māori who smoke by gender in the Sub-Region 2013

Male

Table 9: Comparison of Māori in the Sub-Region against National Māori for Smoking Habits (MALE)

	Regular smoker	Ex-smoker	Never Smoked Regularly
National Māori	28.66%	22.25%	49.09%
Māori in the Sub-Region	27.66%	22.80%	49.54%

Female

Table 10: Comparison of Māori in the Sub-Region against National Māori for Smoking Habits (FEMALE)

	Regular smoker	Ex-smoker	Never Smoked Regularly
National Māori	32.17%	24.64%	43.19%
Māori in the Sub-Region	30.30%	26.51%	43.19%

The data shows that:

- 30.30% (3,144) of Māori women smoke regularly compared with 27.66% (2,427) of Māori men.
- 26.51% (2,751) of Māori women are ex-smokers compared with 22.80% (2,001) of Māori men
- 43.19% (4,482) of Māori women have never smoked regularly compared with 49.54% (4,347) of Māori men
- The percentage of both male and female regular smokers in the Sub-Region is lower than for national Māori figures, and the number of ex-smokers is higher.

4.2 Tangata Whenua Smoking Habits

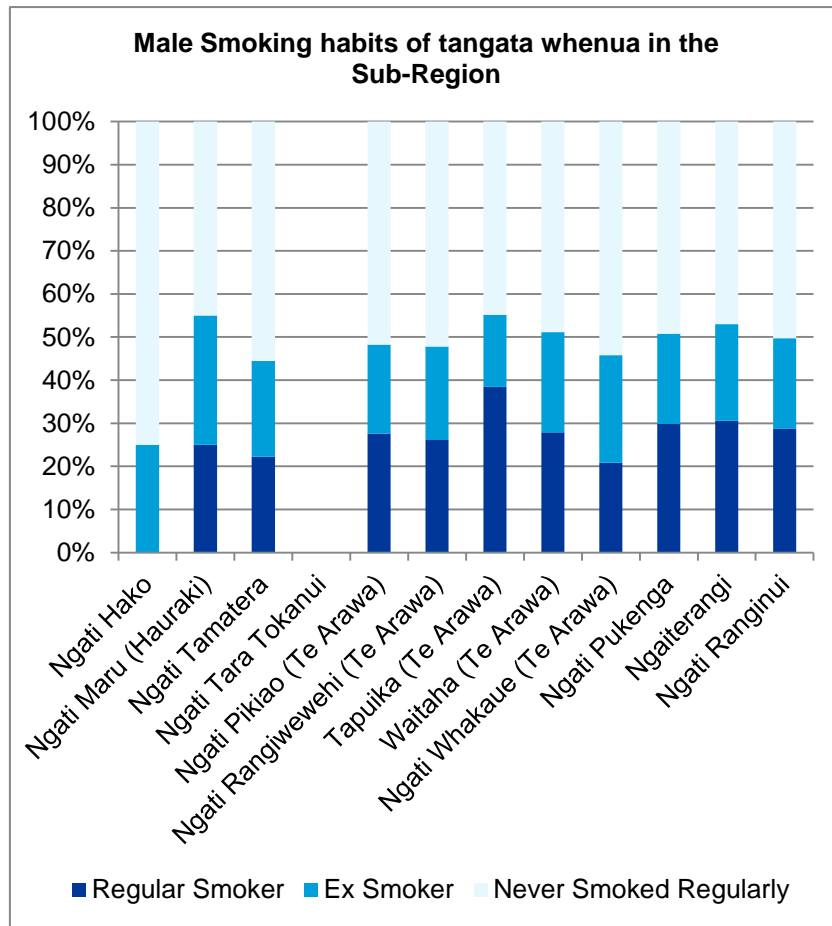


Figure 9: Male tangata whenua smoking habits in the Sub-Region 2013

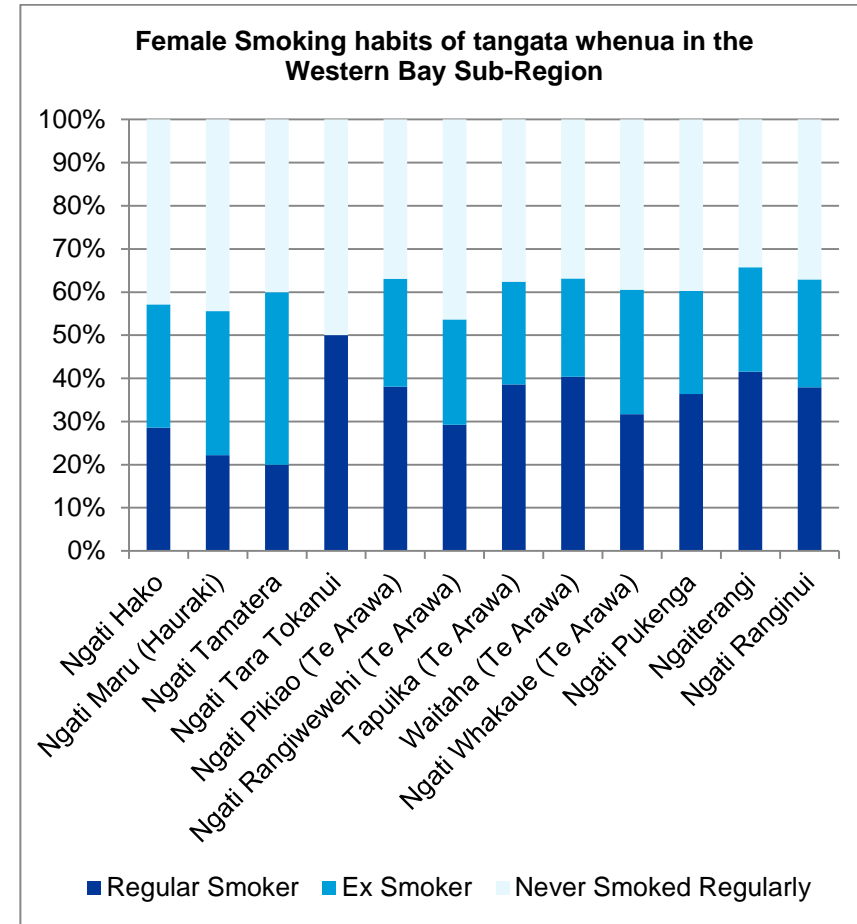


Figure 10: Female tangata whenua smoking habits in the Sub-Region 2013

Figures 9 and 10 illustrate male and female tangata whenua smoking habits in the region by percentage. It is noted that no Ngāti Tara Tokanui males responded to this question. The results indicate that higher percentages of women smoke than men and higher percentages of men have never smoked than for women.

5 Housing Ownership

The ownership of 'dwelling usually lived' for Māori in the Sub-Region is examined in Figure 11 and 12. A comparison against National Māori is made in

Table 11 shows that Māori in the Sub-Region have a similar proportion of usual residence home ownership to national Māori.

- 6,540 Māori in the Sub-Region own or partly own their usual residence
- 13,200 Māori in the Sub-Region do not own their usual residence.

5.1 Māori Home Ownership

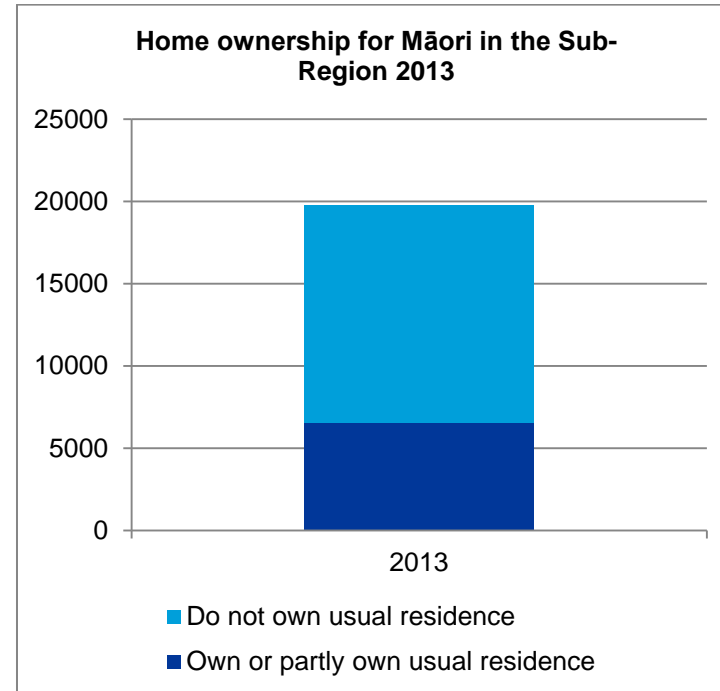


Figure 11: Home ownership for Māori in the Sub-Region 2013

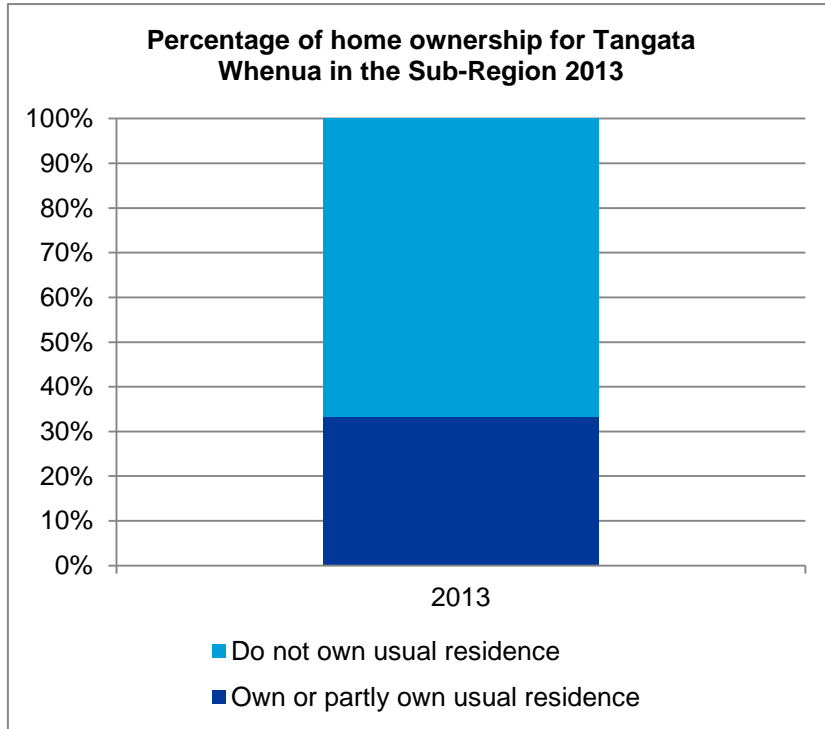


Figure 12: Percentage of home ownership for Māori in the Sub-Region 2013

Table 11: Comparison of National Māori against Māori in the Sub-Region 2013

	Do Not Own Usual Residence	Own or Partly Own Usual Residence
National Māori	68.82%	31.18%
Māori in the Sub-Region	66.87%	33.12%

5.2 Tangata Whenua Home Ownership

The ownership of 'dwelling usually lived' for tangata whenua in the Sub-Region is examined in Figures 13 and 14

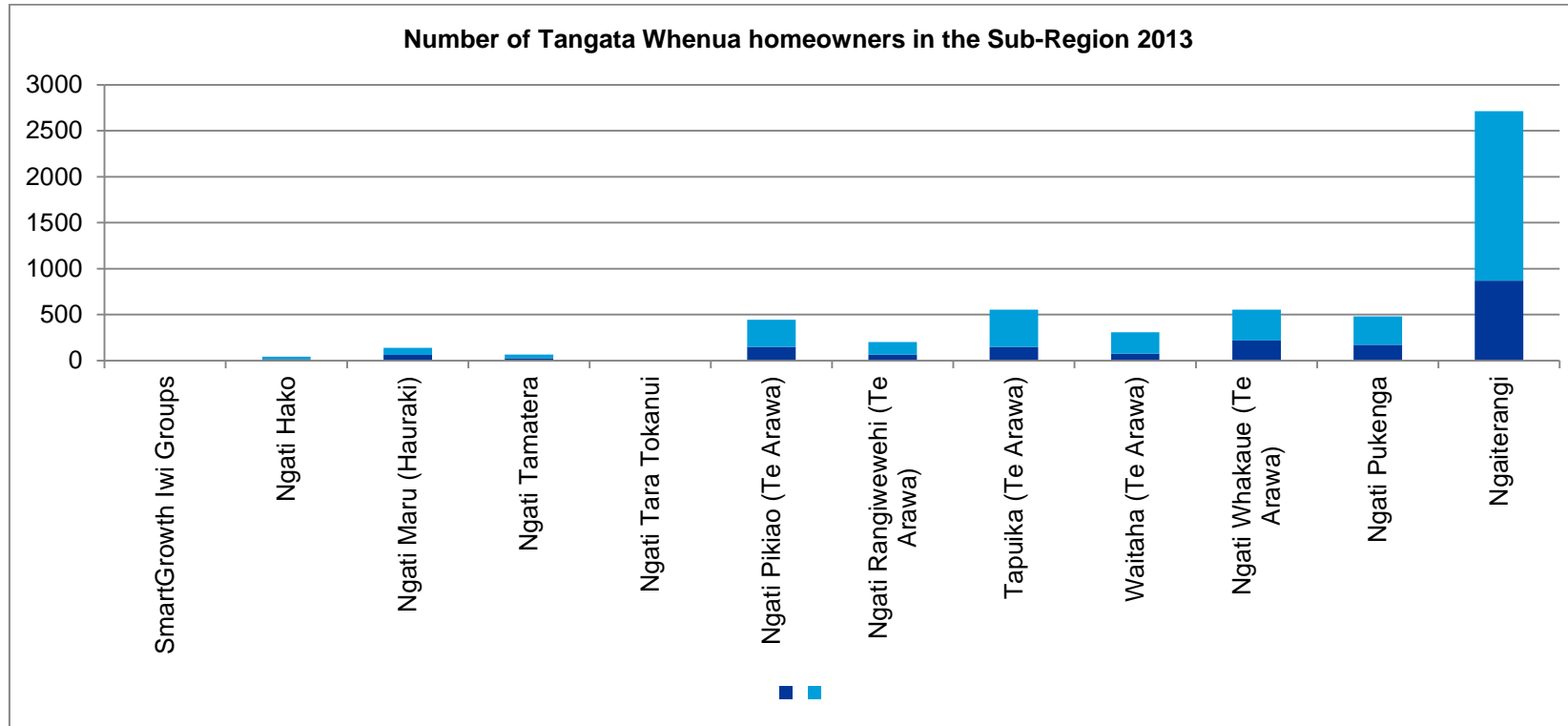


Figure 13: Number of tangata whenua homeowners in the Sub-Region 2013

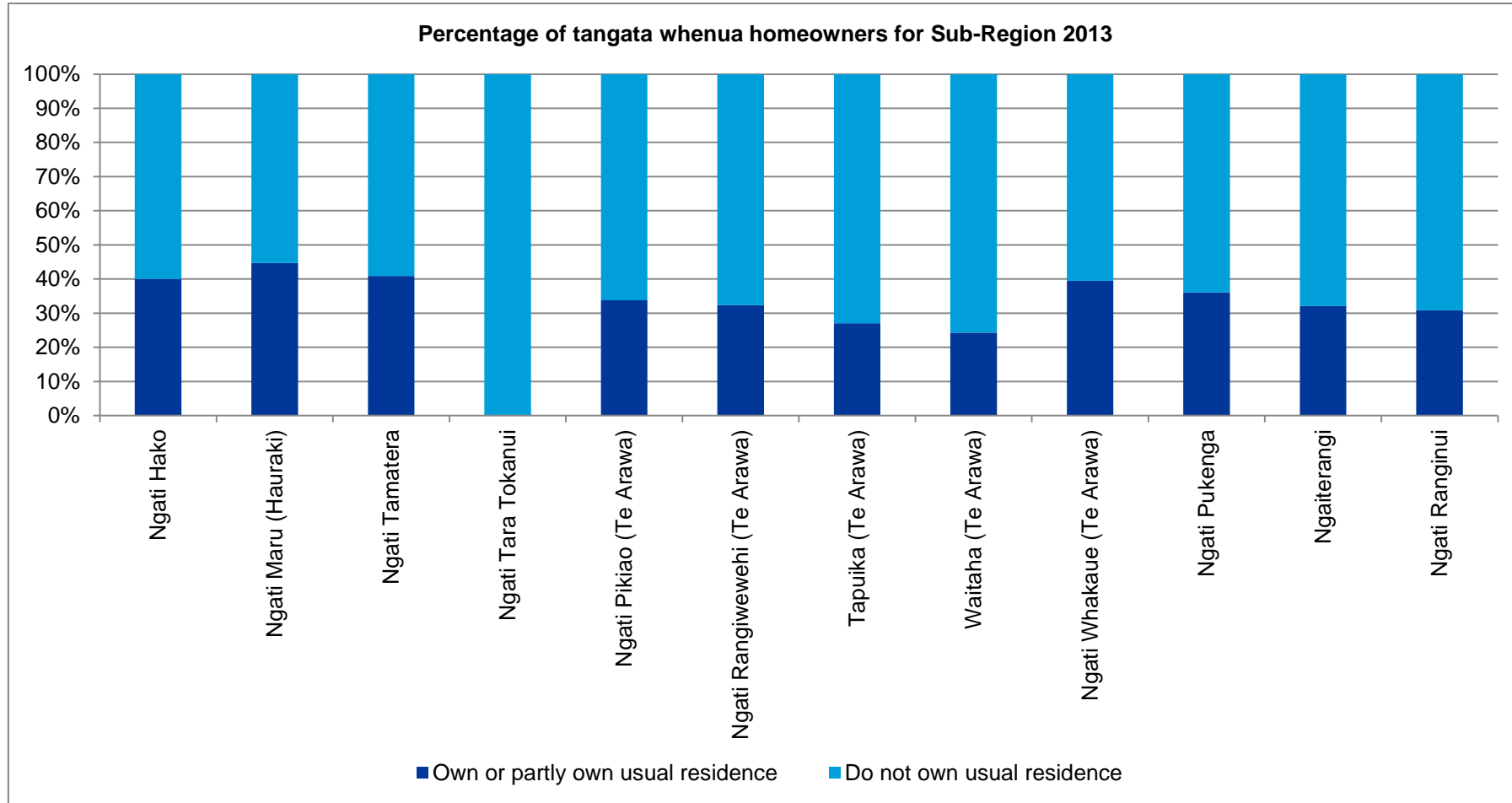


Figure 14: Percentage of tangata whenua homeowners for the Sub-Region 2013

The results illustrate that the proportion of tangata whenua in the Sub-Region that own their own homes varies between about 25 – 45%. Ngāti Tara Tokanui only had 3 respondents for this question. None of the respondents owned or partly owned their usual residence.

6 Employment

6.1 Māori Employment Trends

The employment status is examined in Figure 15 below. Status in employment classifies employed people aged 15 years and over according to whether they were working for themselves or for other people in their main job.

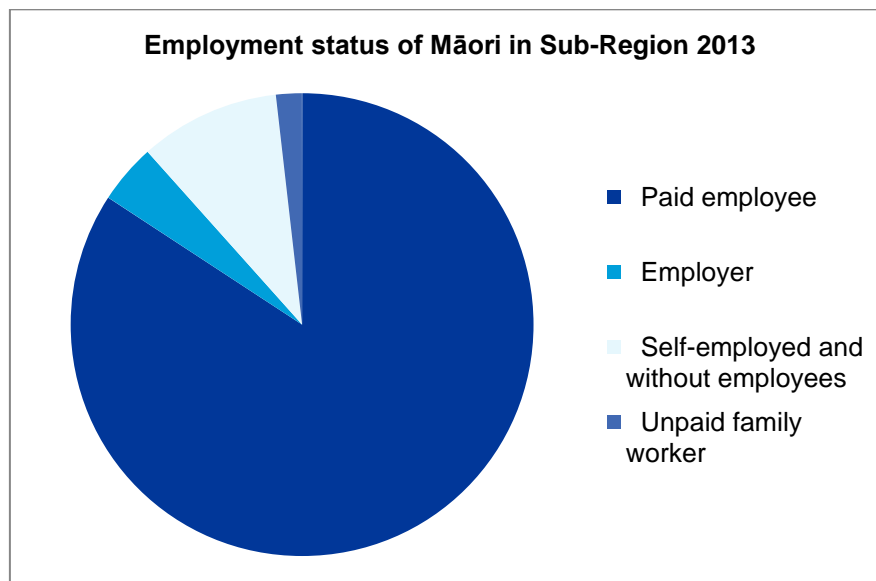


Figure 15: Employment status of Māori in the Sub Region 2013

The data shows that:

- 9,423 of Māori are in paid employment
- 1,095 of Māori are self-employed without employees
- 465 of Māori are employers
- 204 of Māori are an unpaid family worker

A comparison against National Māori is made in Table 12. This shows that Māori in the Sub-Region generally follow the same trends as National Māori for employment status.

Table 12: Comparison of Māori in the Sub-Region against National Māori for Employment Status 2013

	Paid Employee	Employer	Self-employed and without employees	Unpaid Family Worker
National Māori	86.82%	3.78%	7.6%	1.77%
Māori in the Sub-Region	84.23%	4.16%	9.79%	1.82%

Figure 16 below examines the work and labour force status. This classifies a person aged 15 years and over by their inclusion or exclusion from the labour force. For an employed person, it distinguishes between full-time employment (30 hours or more per week) and part-time employment (fewer than 30 hours per week). A person who was not employed is classified as either 'Unemployed' or 'Not in the labour force'.

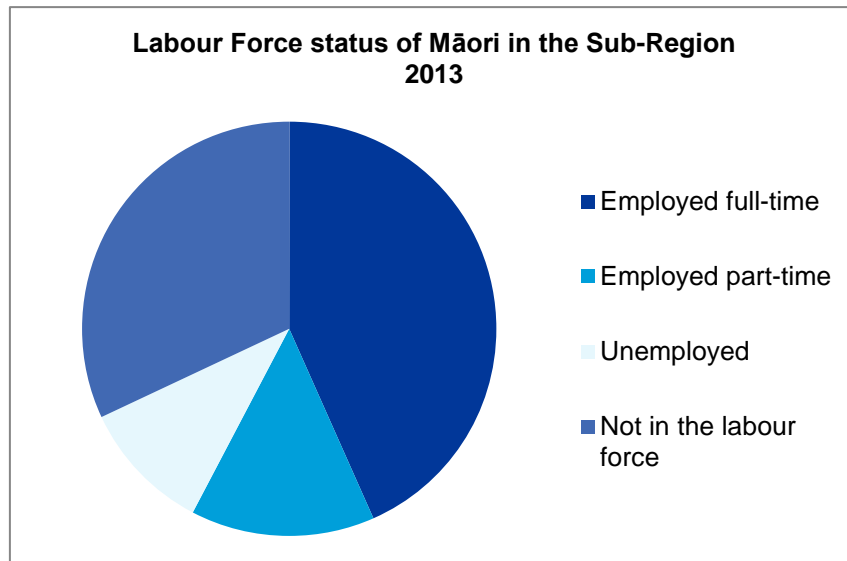


Figure 16: Labour Status of Māori in the Sub-Region 2013

Table 13: Comparison of Māori in the Sub-Region against National Māori for Labour Status 2013

	Employed Full-Time	Employed Part-Time	Unemployed	Not in the Labour Force
National Māori	45.28%	13.53%	9.92%	31.57%
Māori in Sub-Region	43.33%	14.36%	10.31%	32.00%

The data shows that:

- 43% of Māori are employed full time
- 32% of Māori are not in the labour force
- 15% of Māori are employed part-time
- 10% of Māori are unemployed

A comparison against National Māori is made in Table 13. This shows that generally Māori in the Sub-Region follow the same general trends as National Māori for Labour force status.

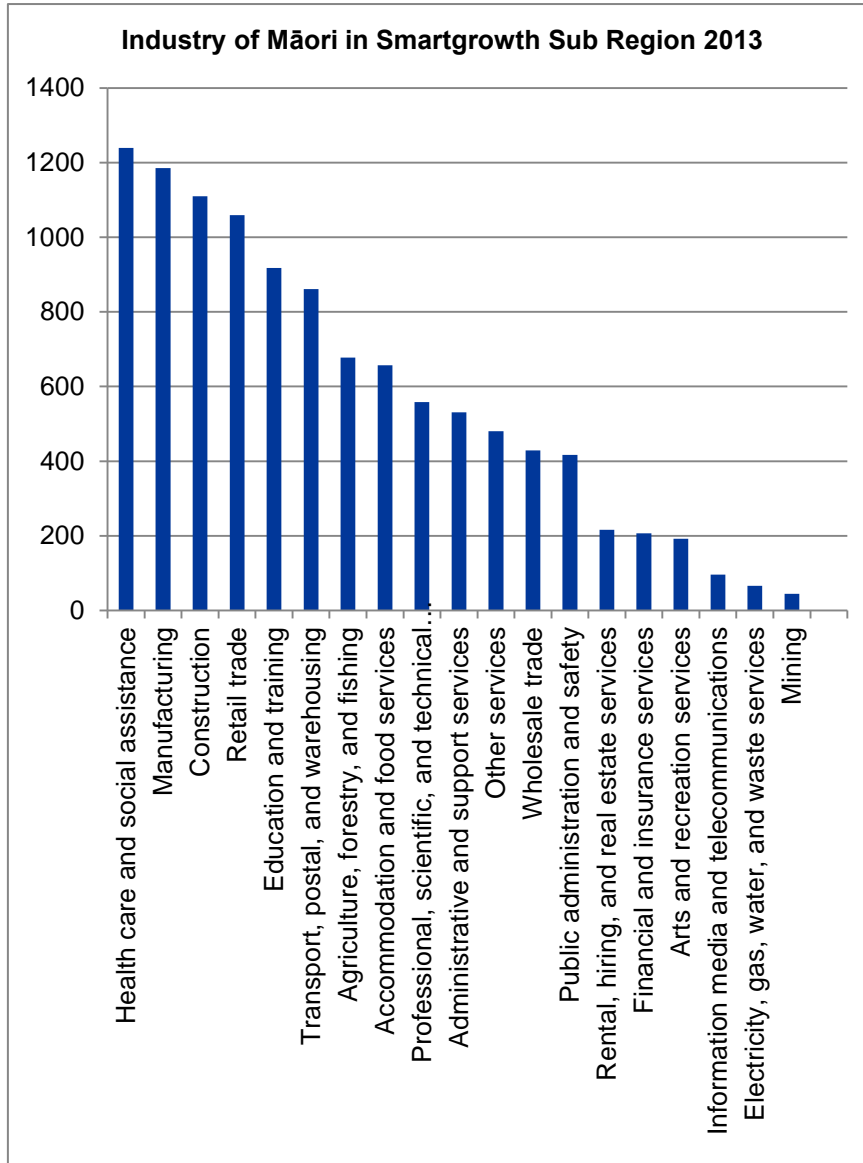


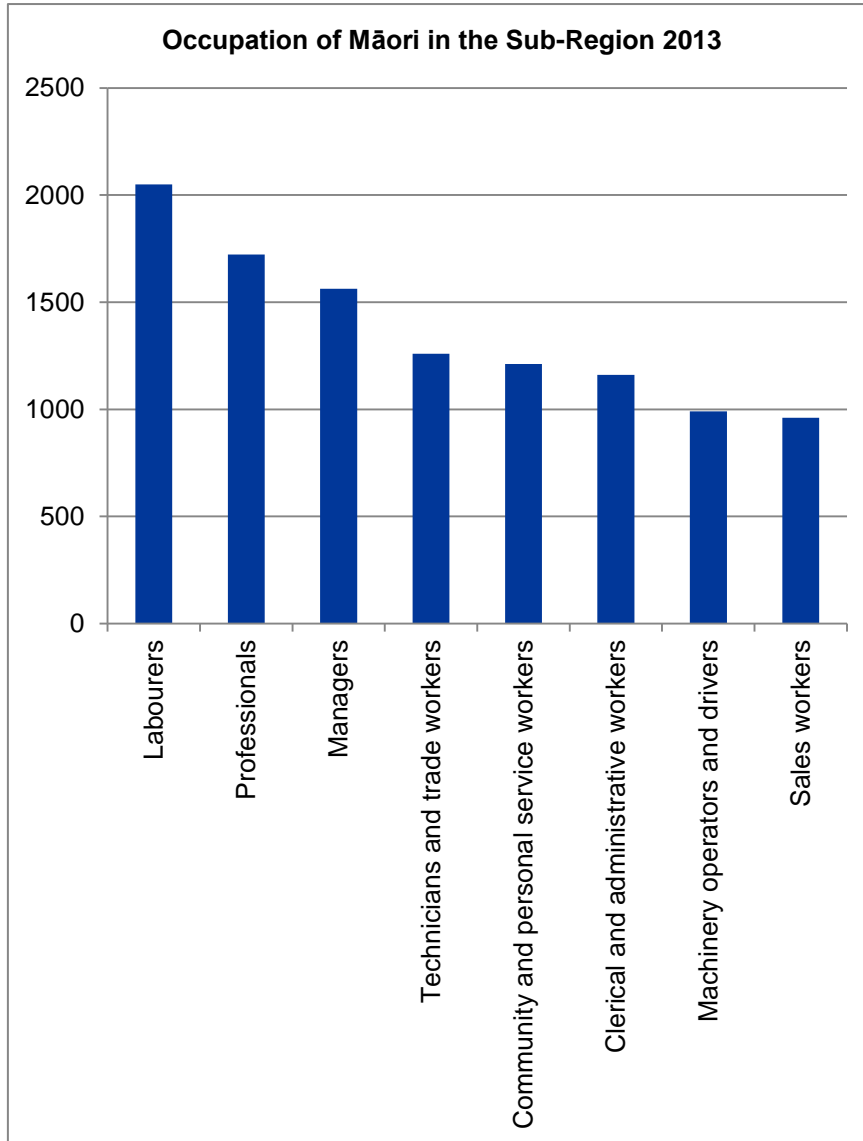
Figure 17: Industry of Māori in the Sub Region 2013

Industry, by ANZSIC06 division, for the employed Māori descent census usually resident population count (aged 15 years and over) is examined in Figure 17 for Māori in the Sub-Region.

Industry data broken down by tangata whenua is predominantly confidential because of the small sample sizes and thus it is unhelpful to include in this report.

The top 10 industries are (ranked highest to lowest) -

- 1,239 Māori work in health care and social assistance
- 1,185 Māori work in manufacturing
- 1,110 Māori work in construction
- 1,059 Māori work in retail trade
- 918 Māori work in education and training
- 861 Māori work in transport, postal and warehousing
- 678 Māori work in agriculture, forestry and fishing
- 657 Māori work in accommodation and food services
- 558 Māori work in professional, scientific and technical services
- 531 Māori work in administrative and support services



Occupation, ANZSCO major group, for employed Māori descent census usually resident population count (aged 15 years and over) is examined in Figure 18 for Māori in the Sub-Region.

In the Sub-Region –

- 2,049 Māori work as labourers
- 1,722 Māori work as professionals
- 1,563 Māori work as managers
- 1,260 Māori work as technicians and trade workers
- 1,212 Māori work as community and personal service workers
- 1,161 Māori work as clerical and administrative workers
- 990 Māori work as machinery operators and drivers
- 960 Māori work as sales workers
- Māori workers that work in professional or manager roles combined equates to 3,285 people.

Table 14: Comparison of Māori in the Sub-Region with National Māori by Occupation 2013

	Labourers	Profess.	Managers	Tech. & Trade	Comm. & Personal Service	Clerical & Admin	Machinery Opp,	Sales Workers
National Māori	17.90 %	16.70 %	14.31 %	11.47 %	11.38 %	11.17 %	8.25 %	8.82 %
Māori in the Sub-Region	18.77 %	15.77 %	14.32 %	11.54 %	11.10 %	10.63 %	9.07 %	8.79 %

Figure 18: Occupation of Māori in the Sub Region 2013

6.2 Tangata Whenua Employment Trends

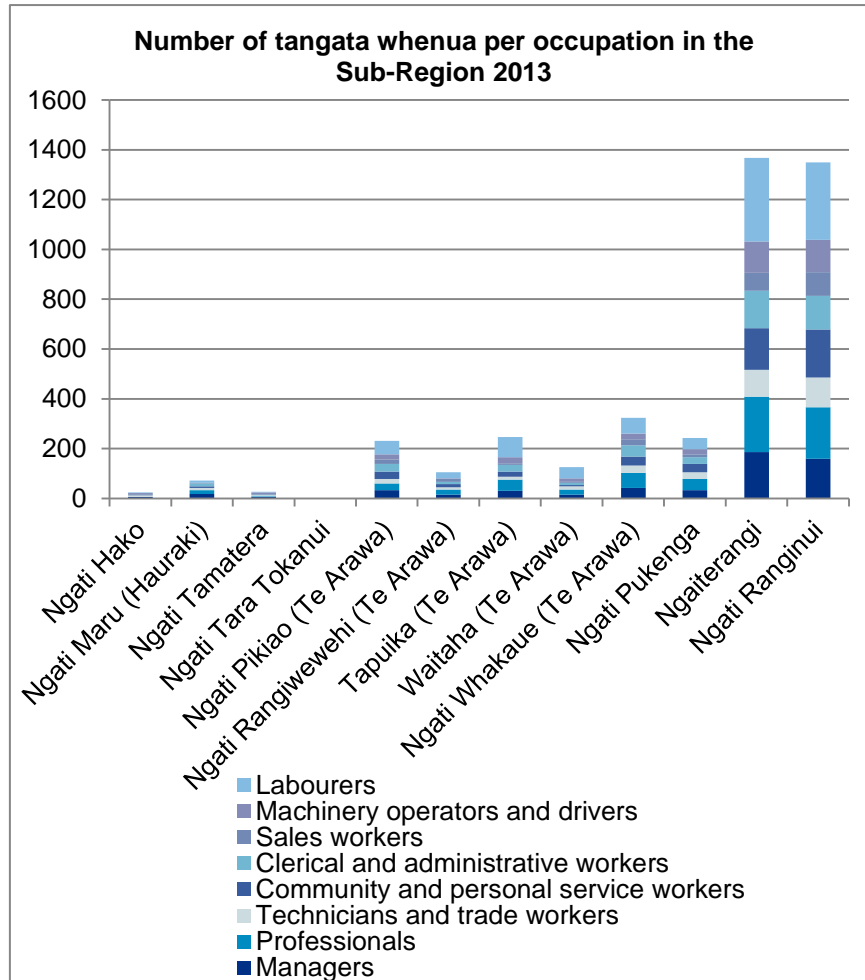


Figure 19: Number of tangata whenua per Occupation in the Sub Region 2013

Figure 19 and Figure 20 shows the types of employment and occupation areas for tangata whenua. It is interesting to note that most iwi show 30% of their people are employed as managers and professionals. Labourers make up 20% to 30% of the employment.

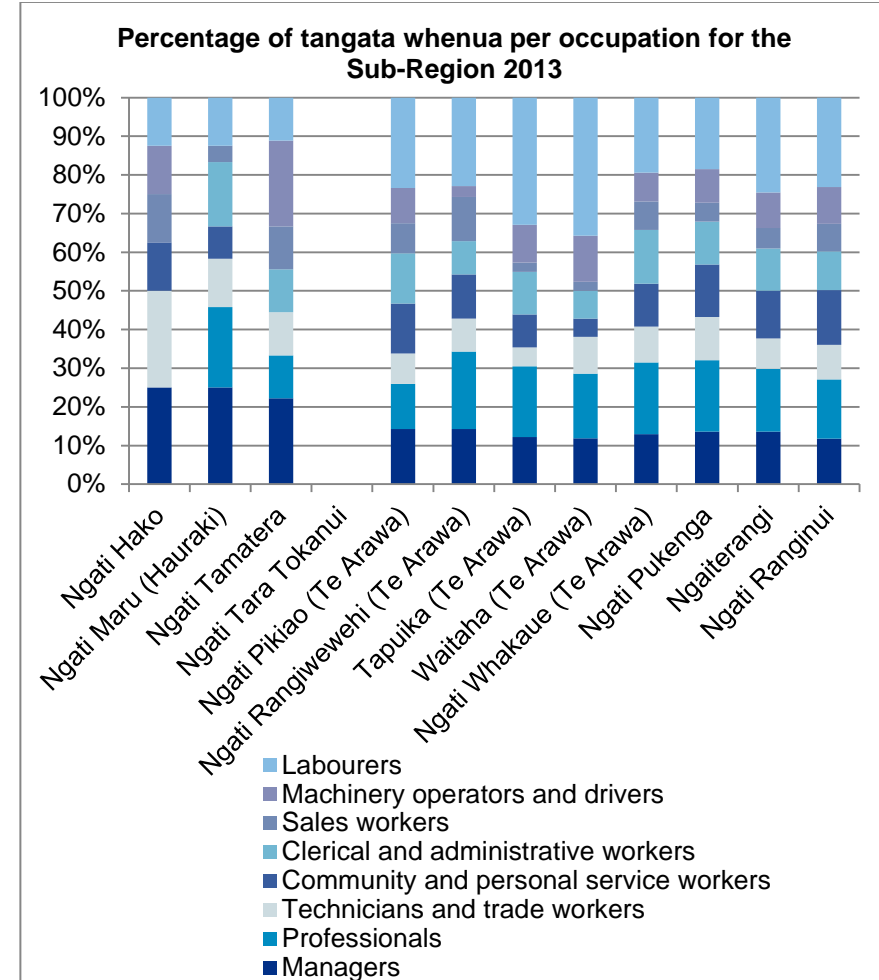


Figure 20: Percentage of tangata whenua per Occupation in the Sub Region 2013

7 Education

7.1 Māori Education

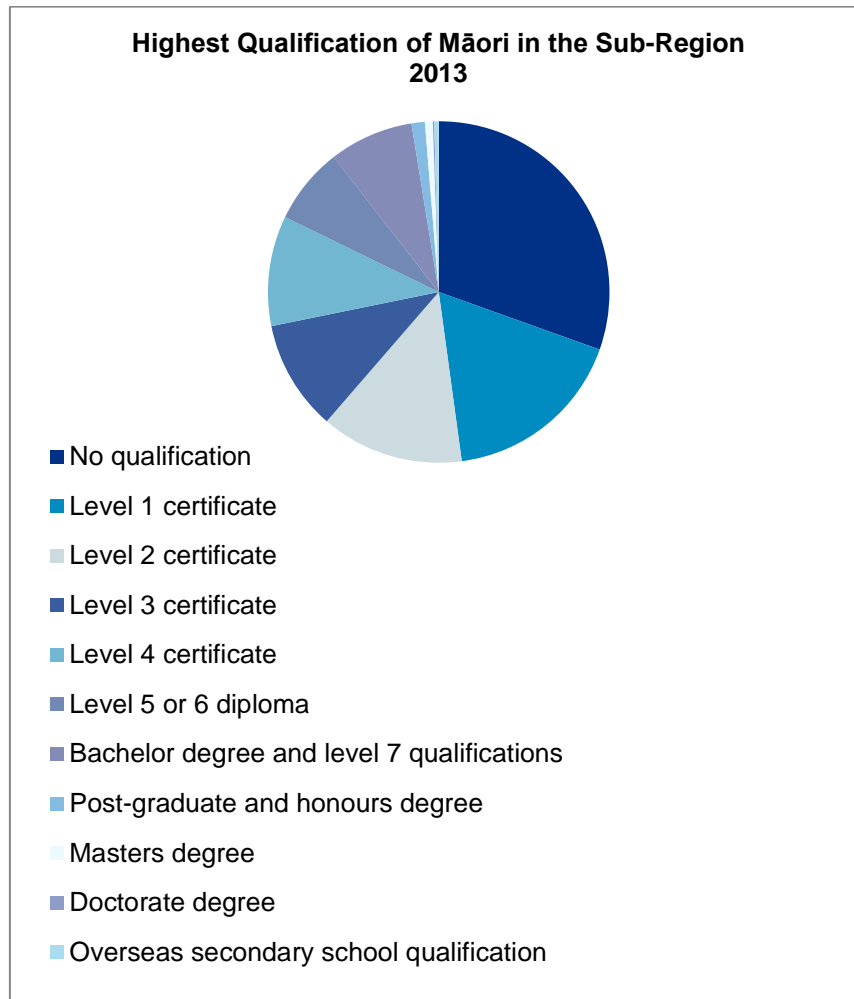


Figure 21: Highest Qualification of Māori in the Sub Region 2013

A qualification is a formally recognised award for educational or training attainment, where formal recognition means that the qualification is approved by one of the following (or their predecessors):

- New Zealand Qualifications Authority (NZQA)
- Universities New Zealand – Te Pūkai Tara
- Association of Polytechnics of New Zealand
- Association of Colleges of Education in New Zealand
- approval bodies that have been recognised by NZQA
- the recognised overseas authority of a secondary school, profession, academic discipline, or trade

'Highest qualification' is derived for people aged 15 years and over, and combines highest secondary school qualification and post-school qualification to obtain a single highest qualification by category of attainment.

Figure 21 illustrates the highest qualifications for Māori in the Sub-Region. It shows that:

- 30.5% of Māori in the Sub-Region have no qualifications
- 51% of Māori in the Sub-Region have qualifications up to Level 4
- 7% of Māori in the Sub-Region have a Level 5 or 6 diploma qualification
- 10.5% of Māori in the Sub-region have a Bachelor's degree or higher
- 2% of Māori in the Sub-Region have a post-graduate qualification

Table 15 compares Māori qualifications in the Sub-Region to National Māori. Qualifications at a national scale are comparable with those of the Sub-Region. Māori in the Sub-Region are slightly lower than the national average for qualifications above Bachelor Degree/Level 7.

Table 15: Comparison of Māori in Sub-Region by National Māori for Highest Qualification 2013

	No Qual.	Level 1	Level 2	Level 3	Level 4	Level 5 or 6 Diploma	Bachelor Degree/ Level 7	Post Grad Honours	Masters	Doctorate	Overseas secondary
National Māori	31.28%	17.10%	13.25%	11.36%	9.22%	6.57%	8.06%	1.41%	1.05%	0.20%	0.50%
Māori in Sub-Region	30.47%	17.37%	13.53%	10.43%	10.43%	7.23%	7.98%	1.27%	0.75%	0.13%	0.42%

7.2.1 Māori Participation in Study

Study participation (aged 15 years and over) measures those attending, studying, or enrolled at school or anywhere else. It is grouped into full-time study (20 hours or more a week), part-time study (less than 20 hours a week), and those not studying.

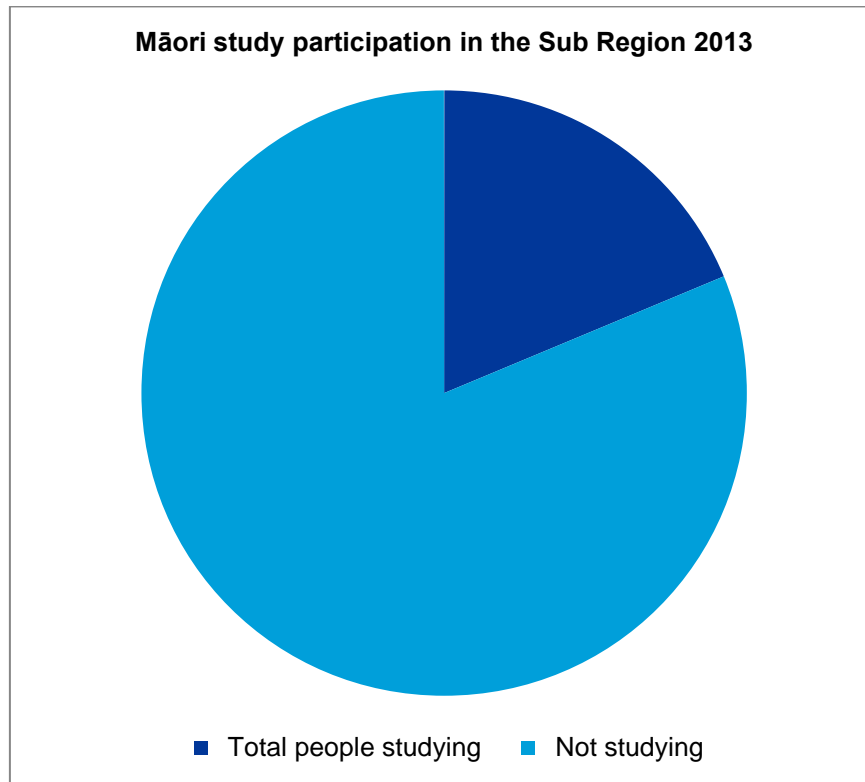


Figure 22: Māori Study Participation in the Sub Region 2013

Figure 22 shows that 19% of Māori (3,513) participated in study in the Sub-Region in 2013.

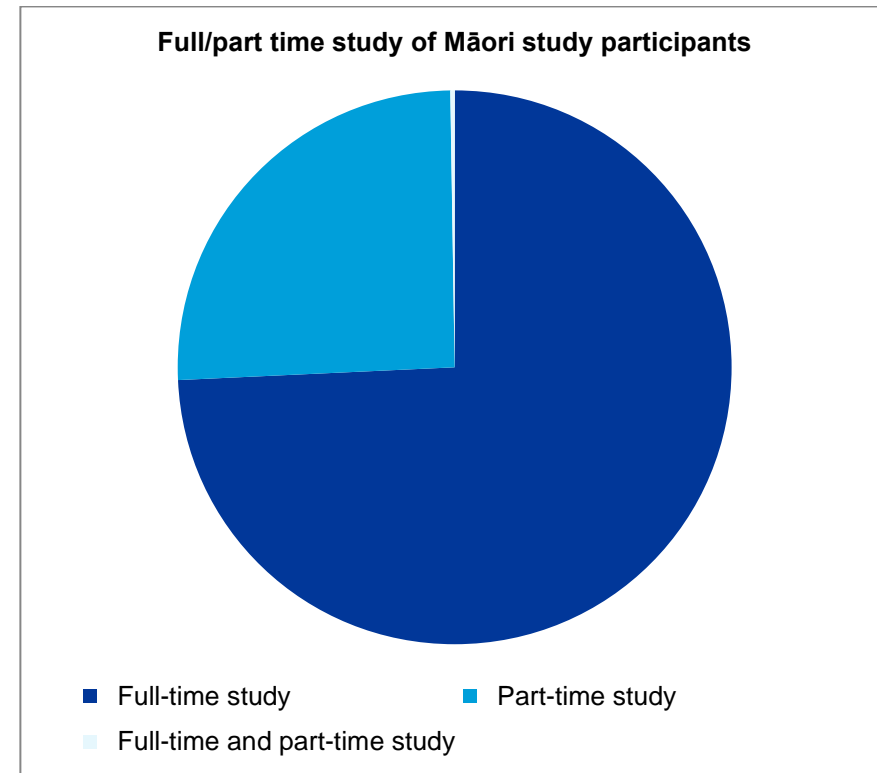


Figure 23: Proportion of Full/Part Time Māori Study Participants

Of those 3,513 iwi participating in study, Figure 23 shows that 74% or 2,613 Māori study full time, 26% or 897 Māori study part time and <1% or 9 Māori study both full and part time.

7.3 Tangata Whenua Education

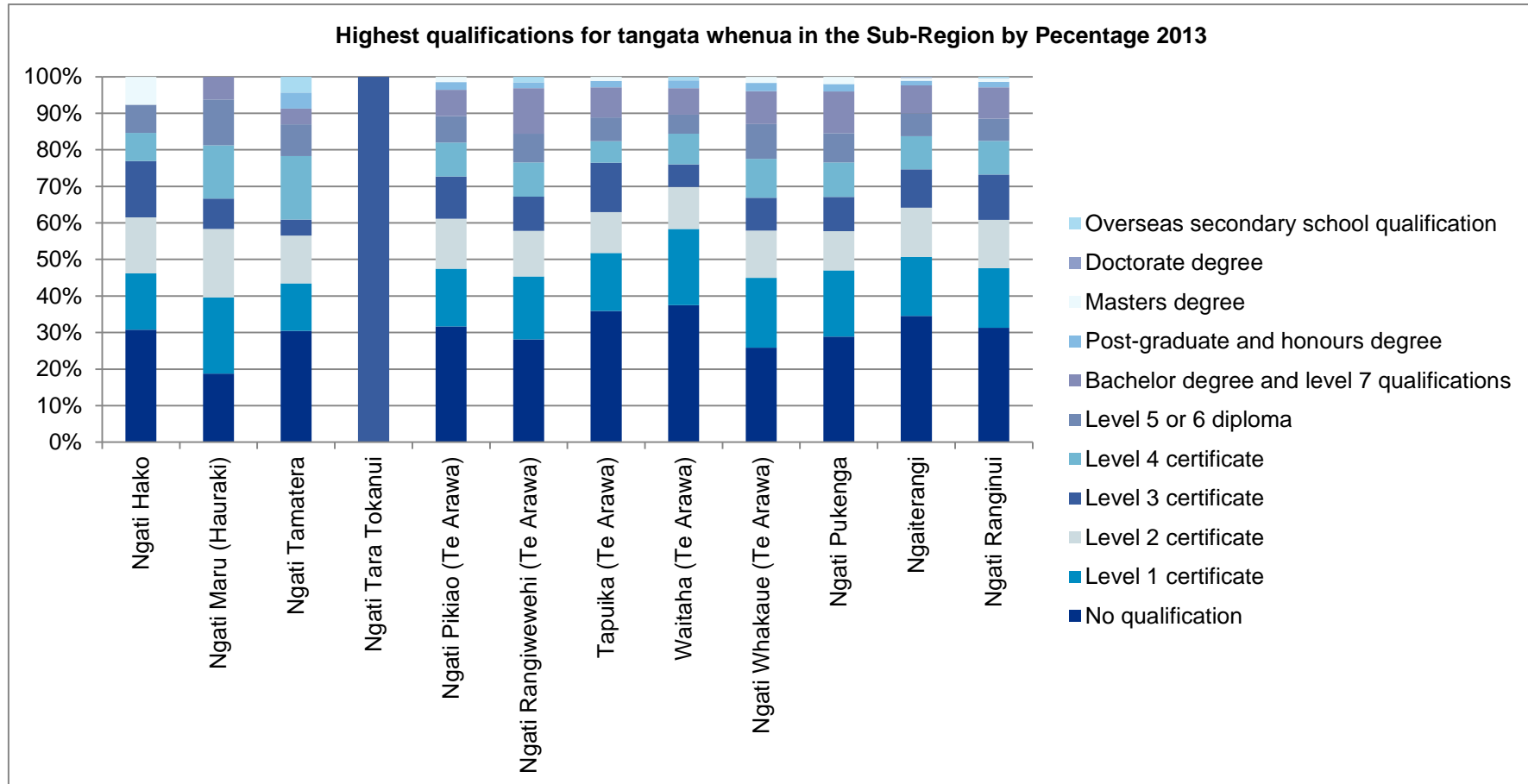


Figure 24: Highest qualification of tangata whenua in the Sub Region by percentage 2013

Figure 24 shows the highest qualifications for tangata whenua in the Sub-Region by percentage in 2013. Ngāti Tara Tokanui only had 3 respondents for this question and all 3 hold a Level 3 certificate

7.3.1 Tangata Whenua Participation in Study

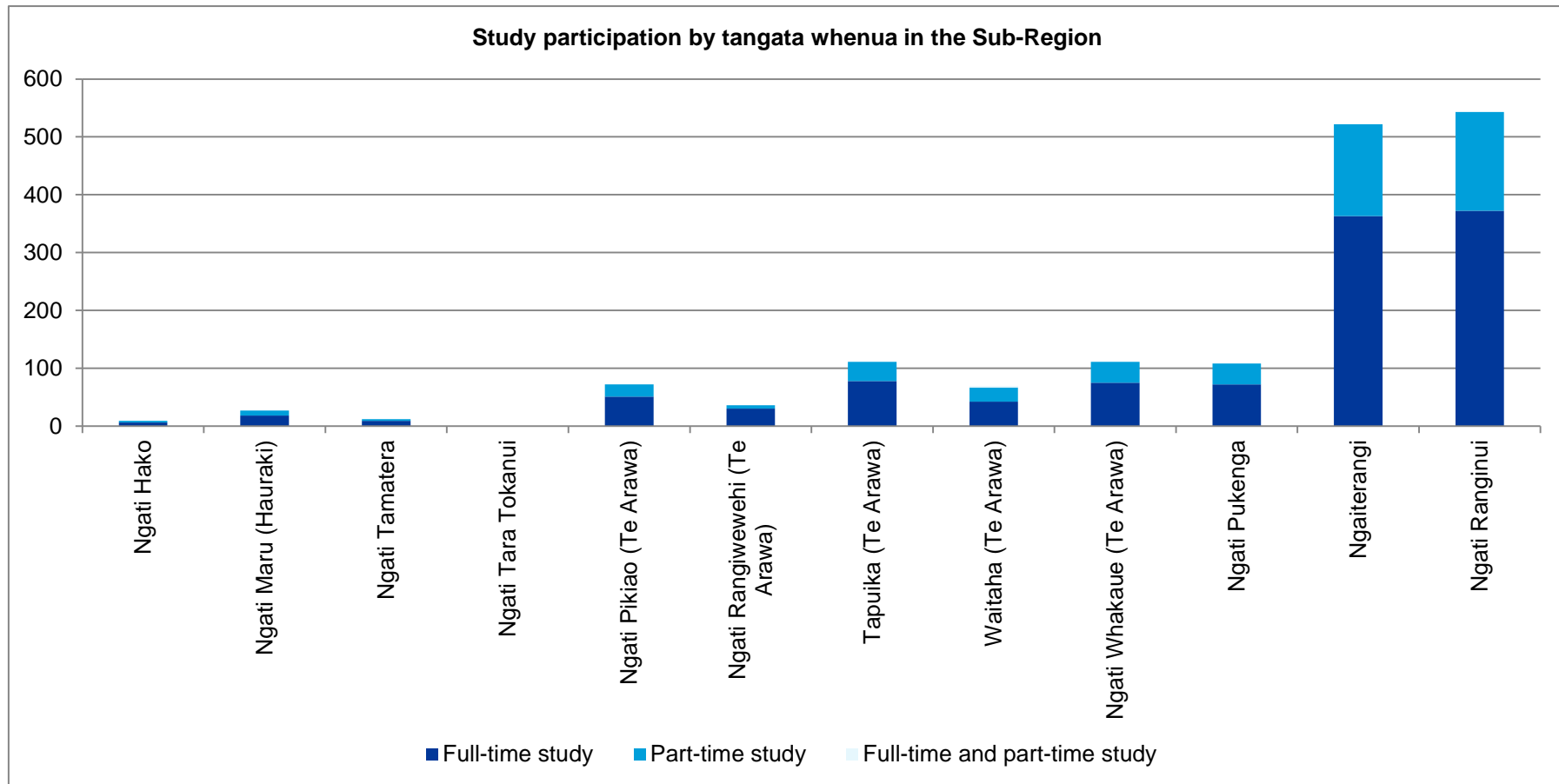


Figure 25: Study Participation by Tangata whenua in the Sub Region 2013

Figure 25 shows the number of tangata whenua participating in study in the Sub-Region in 2013. There were no respondents from Ngāti Tara Tokanui for this question.

8 Income

8.1 Māori Income

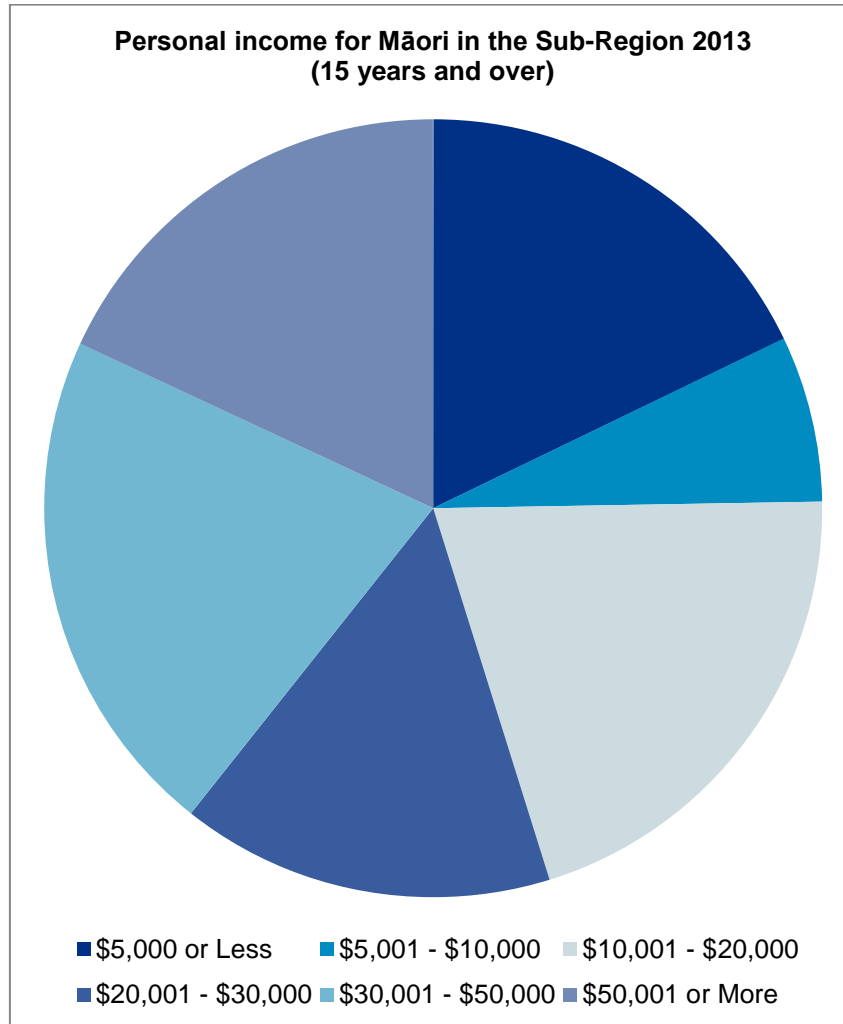


Figure 26: Personal income for Māori in the Sub Region 2013

This data is collect by Māori descent. Because the population sample is relatively small, income data is grouped in larger bands so that “confidential” results are not created. This data includes Māori that are not employed. The results show that:

- 18% (3,339) of Māori earn personal income of \$5,000 or less
- 7% (1,293) of Māori earn personal income of \$5,001-\$10,000
- 20% (3,828) of Māori earn personal income of \$10,001-\$20,000
- 16% (2,904) of Māori earn personal income of \$20,001-\$30,000
- 21% (3,981) of Māori earn personal income of \$30,001 - \$50,000
- 18% (3,381) of Māori earn personal income of \$50,001 or more

Table 16: Comparison of Māori in Sub-Region with Māori Nationally for Personal Income 2013

	<\$5,000	\$5,001 - \$10,000	\$10,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	>\$50,000
National Māori	18.19%	7.01%	19.38%	14.09%	21.65%	19.68
Māori in Sub-Region	21.26%	6.90%	20.44%	15.51%	21.26%	18.06%

Table 16 shows that slightly more Māori in the Sub-Region are represented in most of the income brackets below \$30,000 than for National Māori, whilst slightly fewer Māori in the Sub-Region are represented in the income brackets above \$30,000 than for National Māori.

Table 17: Comparison of Māori in Sub-Region with National Māori for Source of Personal Income 2013

	No Source	Wages	Self-Employed	Interest	Payments from work accident insurer	NZ Super	Other Super	Unemployment Benefit	Sickness benefit	Domestic Purpose benefit	Invalids Benefit	Student Allowance	Other govt benefits, payments, pensions	Other sources of income
National Māori	7.15%	45.62	7.05%	6.18%	1.10%	6.03%	0.75%	5.00%	3.47%	6.09%	3.01%	2.91%	4.15%	1.51%
Māori in Sub-Region	6.88%	43.21%	8.08%	7.15%	1.12%	6.84%	0.81%	4.41%	3.92%	6.12%	2.34%	2.88%	4.86%	1.38%

Table 17 compares sources of personal income for Māori in the Sub-Region with that for National Māori. The source of personal income for Māori in the Sub-Region is also visually represented in Figure 27. This shows that for Māori in the Sub-Region the three largest sources of personal income are wages, self-employment and interest. In comparison the three highest sources for national Māori are wages, no source, and self-employment.

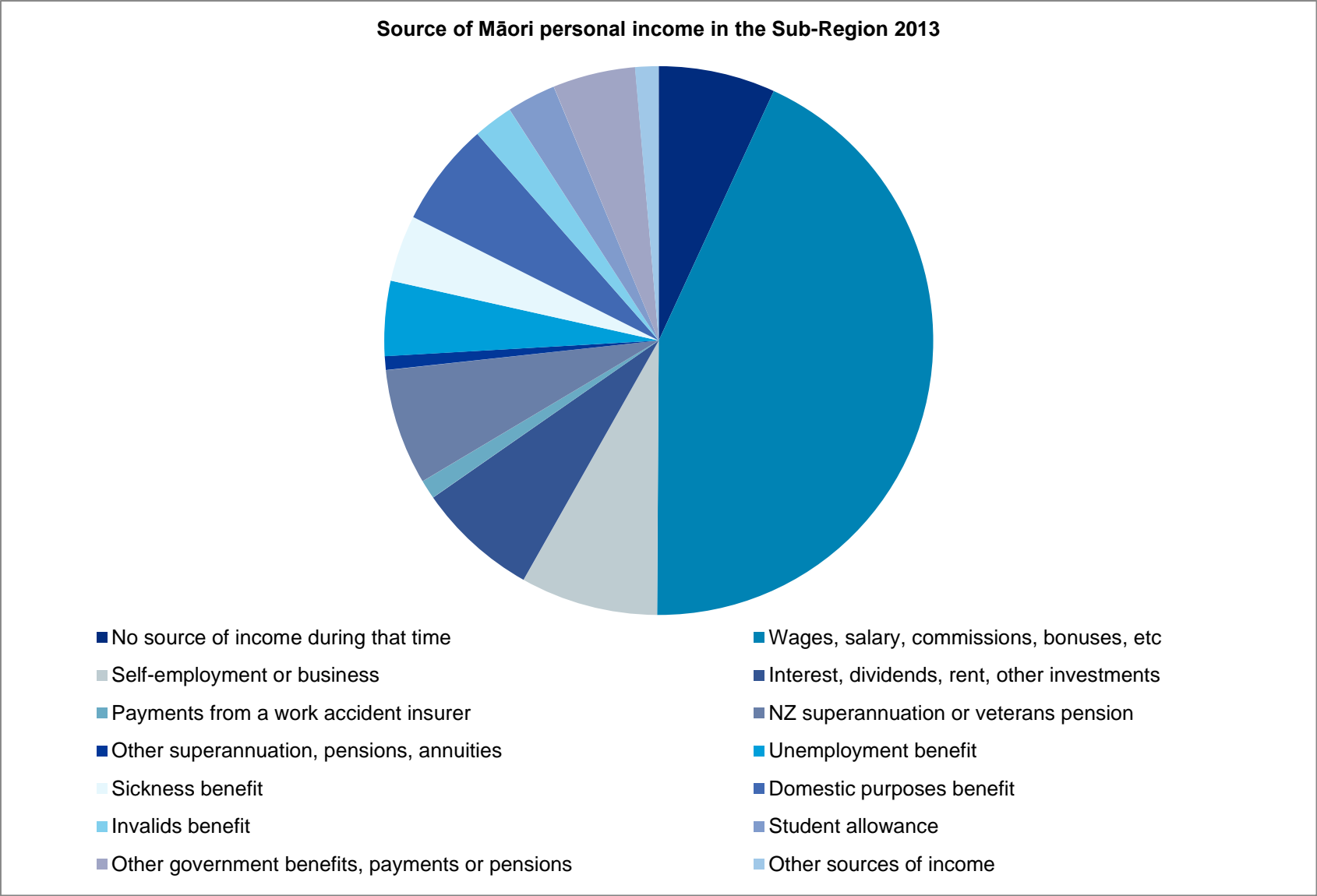


Figure 27: Source of Māori Personal Income in the Sub-Region 2013

Personal income of Māori in employment in the Sub-Region 2013

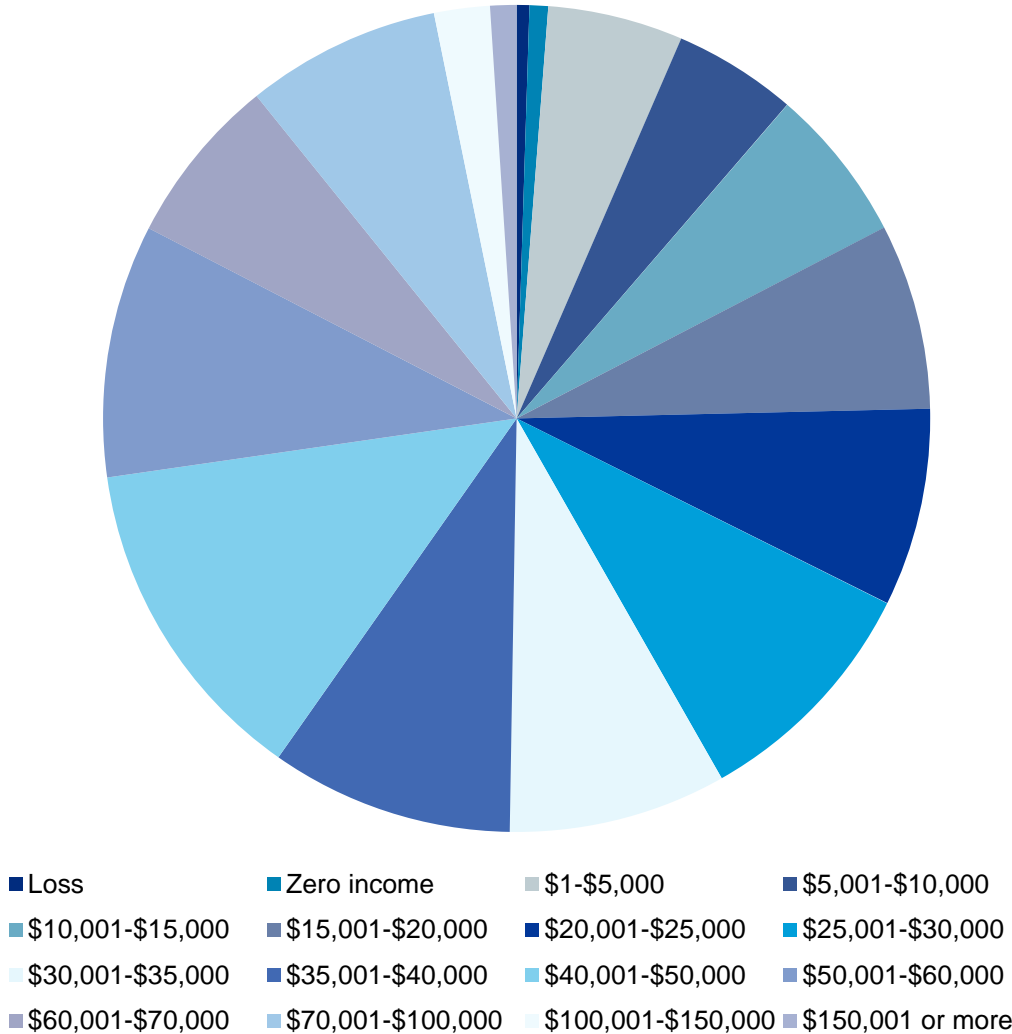


Figure 28: Personal Income of Māori in Employment in the Sub-Region 2013

Figure 28 data is for those who are in employment. Because it is for the whole population and the sample size is large, the income levels are in \$5,000 bands, up to the higher numbers and can go to \$150,000 as the data is not confidential. Table 18 below shows the income bands.

Table 18: Income bands for the national population, national Māori population and Māori in the Sub-Region

	Loss	Zero Income	\$1-\$5,000	\$5,001-\$10,000	\$10,001-\$15,000	\$15,001-\$20,000	\$20,001-\$25,000	\$25,001-\$30,000	\$30,001-\$35,000	\$35,001-\$40,000	\$40,001-\$50,000	\$50,001-\$60,000	\$60,001-\$70,000	\$70,001-\$100,000	\$100,001-\$150,000	\$150,001 or more
Total National Population	0.41%	0.76%	4.21%	3.99%	4.68%	5.47%	6.04%	6.83%	7.03%	8.20%	13.32%	10.69%	8.08%	11.54%	5.40%	3.35%
National Māori	0.35%	1.05%	5.23%	4.71%	5.48%	6.59%	7.11%	8.38%	8.19%	9.73%	13.90%	10.13%	6.91%	8.22%	2.74%	1.29%
Māori in the Sub-Region	0.50%	0.73%	5.28%	4.82%	6.04%	7.26%	7.73%	9.38%	8.52%	9.48%	12.97%	9.87%	6.60%	7.59%	2.18%	1.02%

This data shows that:

- 39.06% of the national population earn above \$50,000
- 29.29% of the national Māori population earn above \$50,000
- 27.26% of the Māori population in the Sub-Region earn above \$50,000

9 Te Reo

9.1 Māori and Te Reo

Data by Census Area Unit for 'Te Reo spoken' is collected by Statistics NZ by total population and does not further refine that data by ethnicity or iwi. This data shows where clusters of Te Reo speakers live. The top three CAU are: Hairini, Arataki and Te Puke West

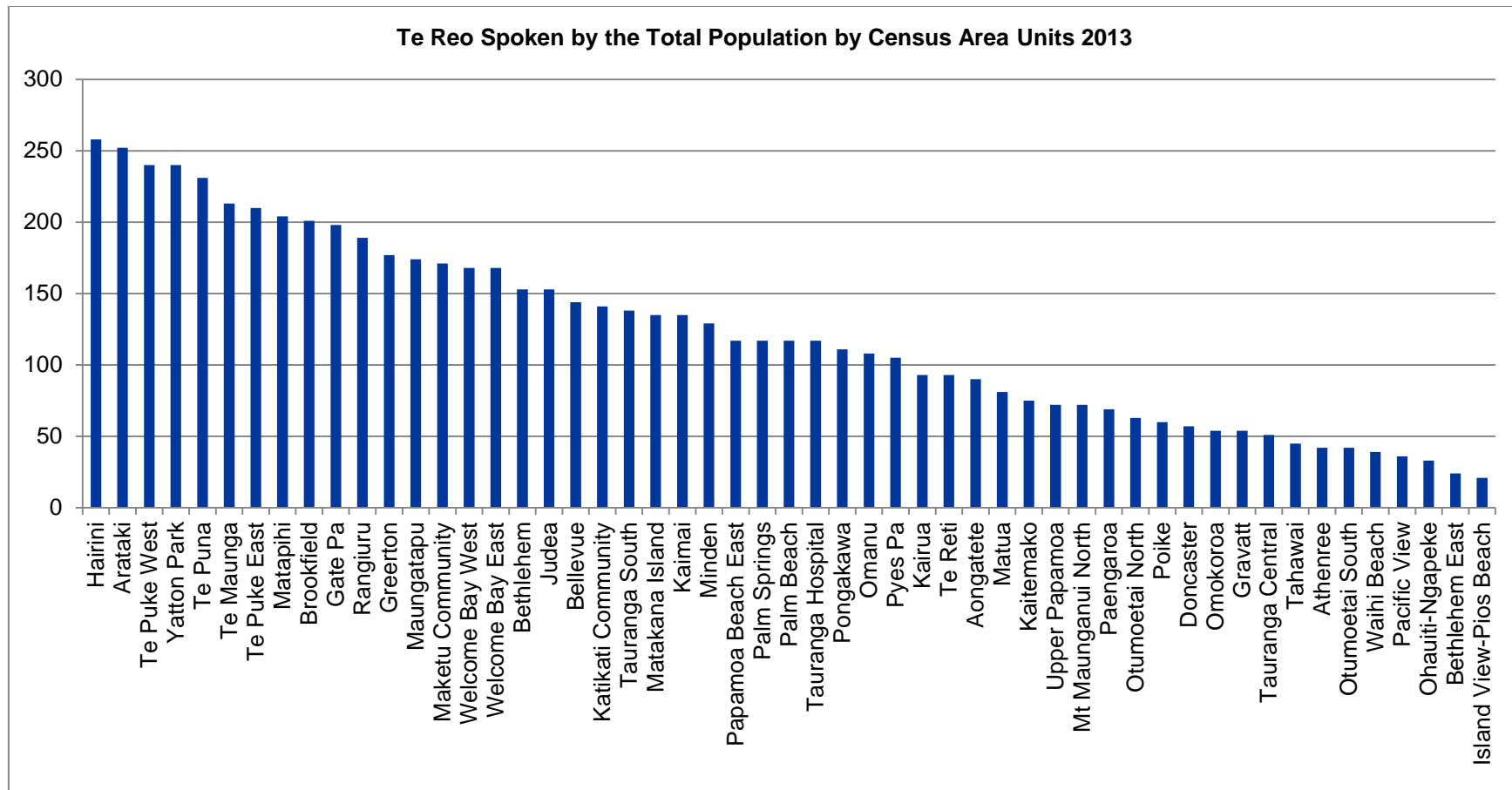


Figure 29: Te Reo Spoken by the Total Population by Census Area Unit 2013

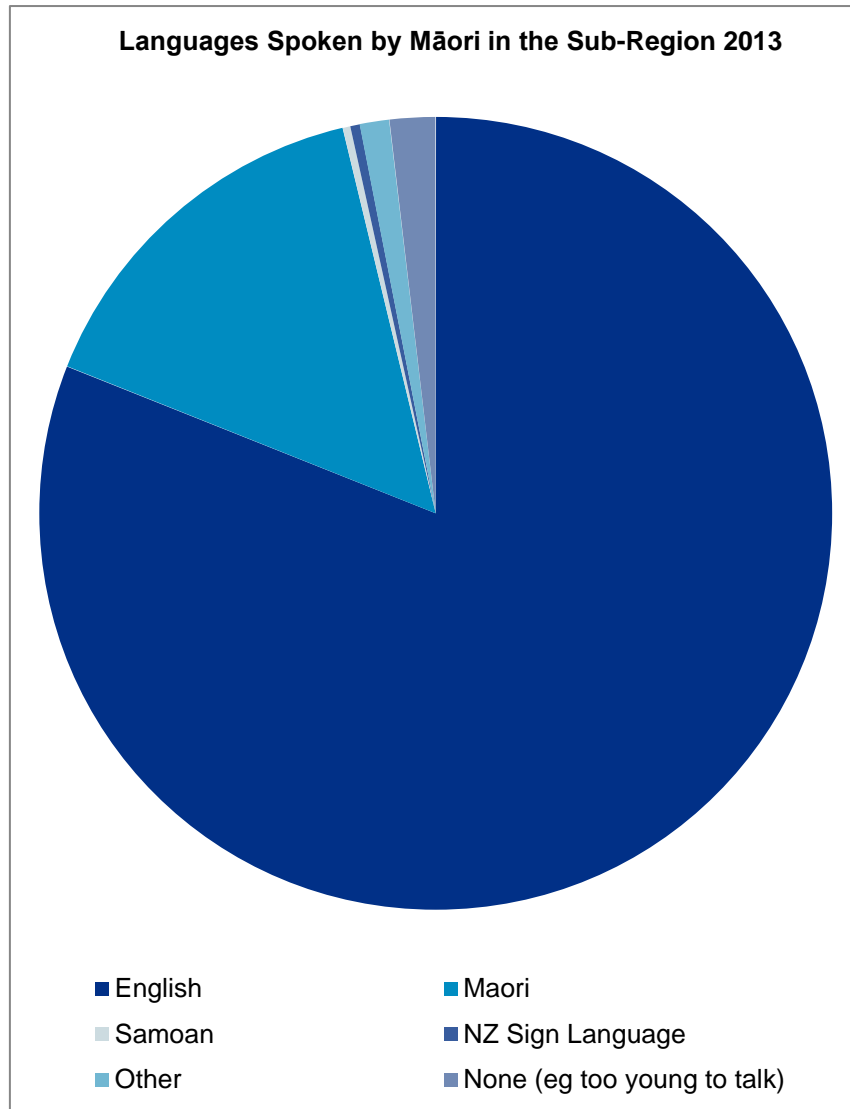


Figure 30: Languages Spoken by Māori in the Sub-Region 2013

This data included all people who stated each language spoken, whether as their only language or as one of several. Where a person reported more than one language spoken, they are counted in each applicable group. The data shows that:

- 81% (29,022) of Māori speak English
- 15% (5,442) of Māori speak Māori
- 2% (672) of Māori do not speak any language e.g. too young to talk
- 1% (426) of Māori speak another language
- 1% (141) of Māori speak New Zealand sign language
- <1% (111) of Māori speak Samoan.

Table 19: Comparison of Māori in the Sub-Region with National Māori for Languages Spoken 2013

	English	Māori	Samoan	NZ Sign Language	Other	None (too young to talk)
National Māori	96.68%	18.39%	0.56%	0.73%	1.68%	2.22%
Māori in Sub-Region	81.04%	15.20%	0.31%	0.39%	1.19%	1.88%

Table 19 shows that fewer Māori in the Sub-Region speak English and Māori than national Māori.

9.2 Tangata Whenua and Te Reo

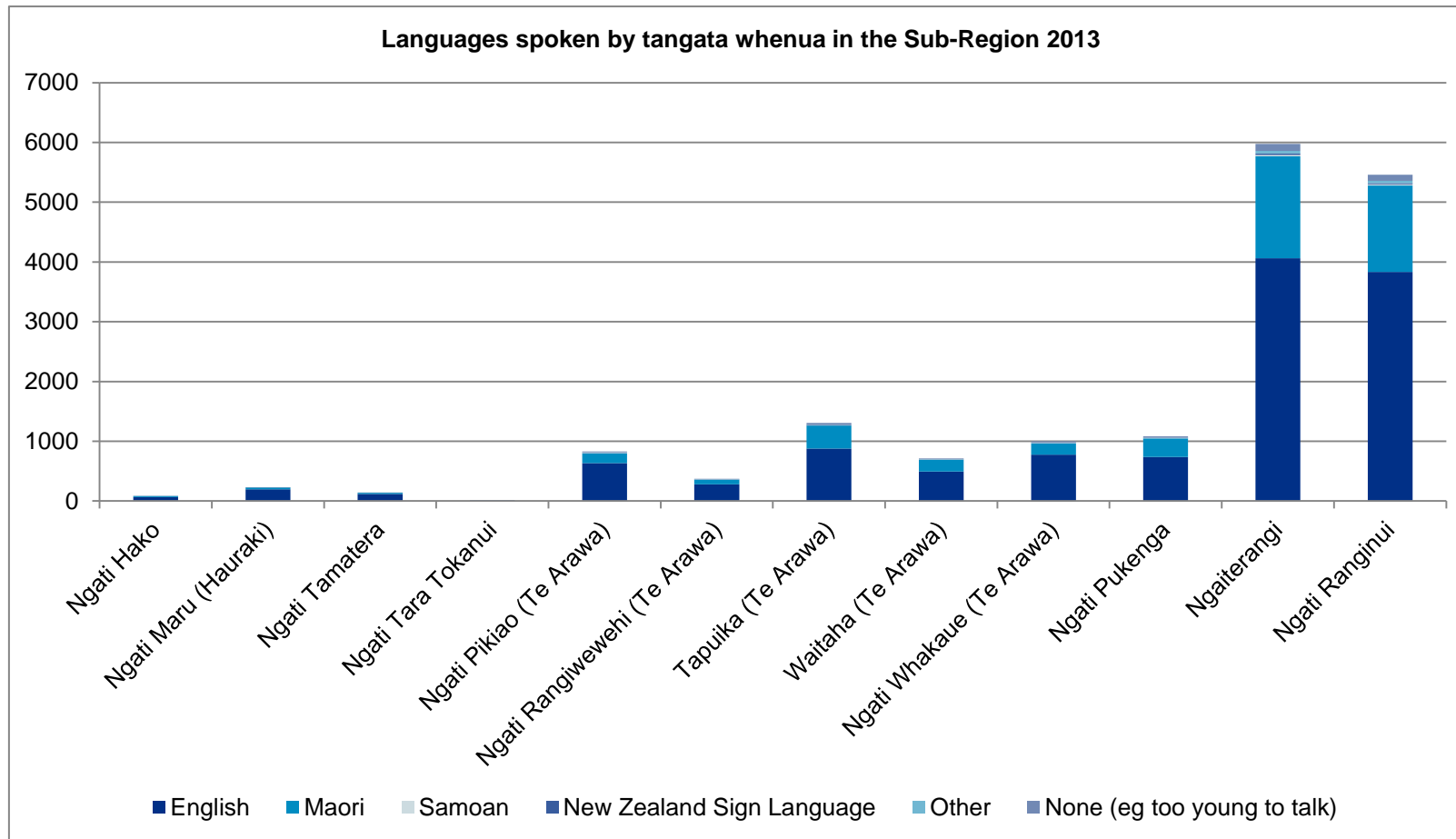


Figure 31: Languages spoken by tangata whenua in the Sub-Region 2013

Figure 31 shows the number of languages spoken by tangata whenua in the Sub-Region by iwi. English is generally shown as the most spoken language, followed by Māori.

10 Migration

The following information is drawn from the report Invest Bay of Plenty – Māori Migration prepared by Integrity Professionals 2014.

The report notes that “anecdotal evidence suggests that Māori may return ‘home’ in large numbers from Australia to the Bay of Plenty”. The Māori Migration report examines past and current evidence to explore the trend.

Table 20 illustrates where Maori who currently live in the Sub-Region lived 5 years ago.

Table 20: Area of Usual Residence by Usual Residence 5 Years Ago

Residence 5 Years Ago	
Australia	453
Other Overseas	207
Total Overseas	657
Taupo District	111
Western Bay of Plenty District	4929
Tauranga City	11619
Rotorua District	357

Residence 5 Years Ago

Whakatane District	219
Kawerau District	51
Opotiki District	105
Total Selected Territorial Authority	17385
Auckland Region	849
Waikato Region	1083
Bay of Plenty Region	17367
Not Born 5 Years Ago	3129
Other Regions	1545
New Zealand nfd and Not Stated	1602

It is difficult to ascertain information from StatsNZ to those Maori emigrating to other areas, particularly overseas.

11 Next Report

The next Census is due to be undertaken in 2018. This is because of the Christchurch earthquake which has altered the intercensal period. It is proposed that the 2018 Census is collected predominantly using online forms. Paper forms will still be available for those that prefer them but census collectors will not be relied upon for the majority of the collection but rather focus on marginalised groups i.e. people living in apartment, homeless, and elderly.

A review of the 2018 Census content is also underway. This may alter the compatibility of the 2013 data with the 2018 data. The risk of this affecting the next report is low because StatsNZ outlines compatibility issues for each table and how to resolve them.

Analysis and comparison of Census 2018 data with the Census 2013 data in this report will provide useful information to begin to understand trends and patterns for Māori and tangata whenua in the Sub-Region.

12 Glossary

StatsNZ terms defined

Full-time study - is 20 hours or more a week.

Iwi - are the focal economic and political units of the Māori people of New Zealand. Iwi are based on the traditional Māori descent and kinship based hierarchy of:

- waka (founding canoe)
- iwi (tribe)
- hapū (sub-tribe)
- whānau (family).

Includes all people who stated each iwi, whether as their only iwi or as one of several. Where a person reported more than one iwi, they were counted in each applicable iwi. In 2013 approximately 14,000 people gave their iwi but did not respond to the Māori descent question, compared with approximately 20,000 people in 2006. Be careful when comparing data from 2001, 2006, and 2013, as classifications and forms have changed.

Languages spoken - Includes all people who stated each language spoken, whether as their only language or as one of several. Where a person reported more than one language spoken, they were counted in each applicable group

Māori decent – A person has Māori descent if they are the descendent of a person of the Māori race of New Zealand.

Other ethnicity - Consists of responses for a number of small ethnic groups and for New Zealander. New Zealander was included as a new category for the 2006 Census. In 2001, New Zealander was counted in the European category.

Not in the labour force - Any person in the working-age population (people aged 15 years and over) who is neither employed nor unemployed. For example, this category includes:

- - retired people
- - people with personal or family responsibilities, such as unpaid housework and childcare
- - people attending educational institutions
- - people permanently unable to work due to physical or mental disabilities
- - people who were temporarily unavailable for work in the survey reference week

- - people who are not actively seeking work.

Part-time study – is less than 20 hours a week

Study participation - People attending, studying, or enrolled at school or anywhere else.

Tangata whenua – iwi within a defined area determined to have mana (interest)

Total personal income/ Personal income - A person's total personal income from all sources in the 12 months ending 31 March 2013.

Appendix 1

Iwi Affiliation of Māori
descendants in the
SmartGrowth Sub-Region
2013

Appendix 2

Graphs of Iwi Affiliation by Rohe 2013



Appendix 3

Number of Māori descendants
by CAU



Appendix 4

Proportion of Māori
descendants by CAU

