

# **The Maori Population**

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

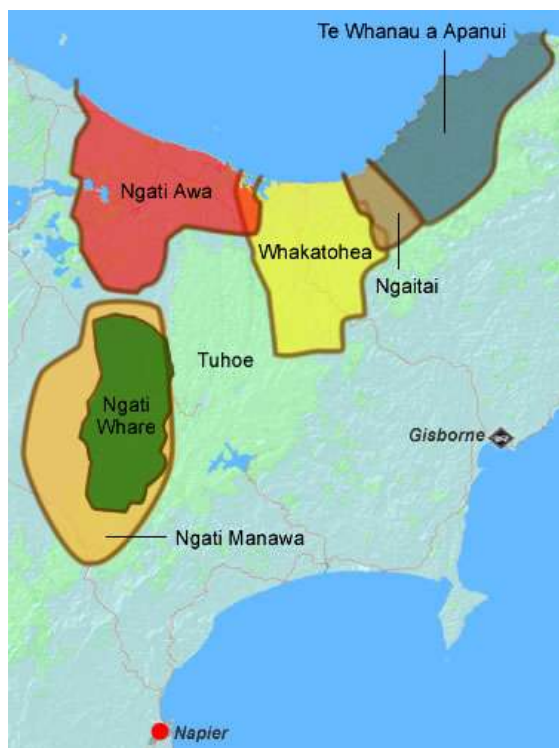
Report on Mataatua Iwi Rohe

Report prepared for Te Puni Kōkiri  
by Kaipuke Consultants Ltd  
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# Contents

<b>Mataatua Iwi Rohe .....</b>	<b>3</b>
Population .....	3
Cultural Identity .....	5
Maori Descent.....	5
Ethnicity .....	5
Iwi Affiliation.....	5
Ability to Converse in Maori .....	7
Education .....	7
Highest Qualification .....	7
Economic Development .....	8
Work .....	8
Personal Income.....	10
Household Income.....	11
Households and Families .....	12
Household Tenure .....	14

## Mataatua Iwi Rohe



For the purposes of this report, Mataatua Iwi Rohe includes the whole of the Whakatane, Opotiki, Kawerau and Wairoa Districts. Western Bay of Plenty District and Tauranga City have been treated as making up the Tauranga Moana Iwi Rohe and have been excluded from the Mataatua analysis even though two of the three Tauranga Moana iwi (Ngaiterangi and Ngati Pukenga) are of Mataatua origin.

There are seven iwi based within the Rohe. These iwi are Ngati Awa, Ngati Manawa, Ngai Tai, Tuhoe, Whakatohea, Te Whanau A Apanui and Ngati Whare. Each has an interest in the governance activities of one or more of three local authorities and one or more of the two regional authorities that are either encompassed by or extend into the Iwi Rohe. The regional authorities whose activities may impact on the interests of the iwi that make up the Iwi Rohe are the Bay of Plenty and Hawke's Bay Regional Councils.

## Population

Mataatua Iwi Rohe experienced very low population growth between 2001 and 2006, the Maori population rising from 26,250 in 1991, to 27,018 in 2001 and then falling back to 26,934 in 2006. The average annual rate of growth was a mere 0.2 percent in 1991-2001 and in 2001-2006, negative growth was experienced. Whilst experiencing a drop in the rate of growth (from 1.9 percent in 1991-2001 to 1.4 percent in 2001-2006), the national Maori population continued to increase.

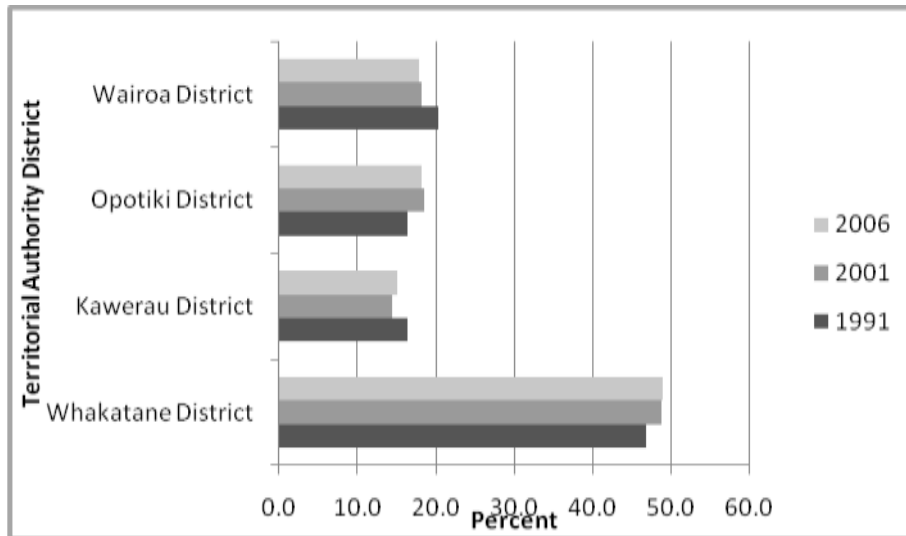
In 2006, Mataatua Maori constituted about 47 percent of the total number of people (Maori and non-Maori) living in the District and about 5 per cent of the national Maori population.

**Table 1: Population Change in Mataatua Iwi District 1991-2006**

Population Changes	1991	2001	2006
Number of Maori living in Rohe	26,250	27,018	26,934
Average annual rate of growth %	-	0.2	-0.06
Percent of total population (Maori and non-Maori) in Rohe	44.3	46.7	46.7
Percent of national Maori population	6.0	5.1	4.8

In 2006, Whakatane District had close to 50 percent of the Mataatua Maori population living within its boundaries. Figure 1 shows how the population was distributed across the local authority districts in which the iwi of the area have an interest. With the exception of the Wairoa District which has shown a small but steady decline at each of the last three censuses, other territorial authority districts in the area experienced fluctuations in their share of the population.

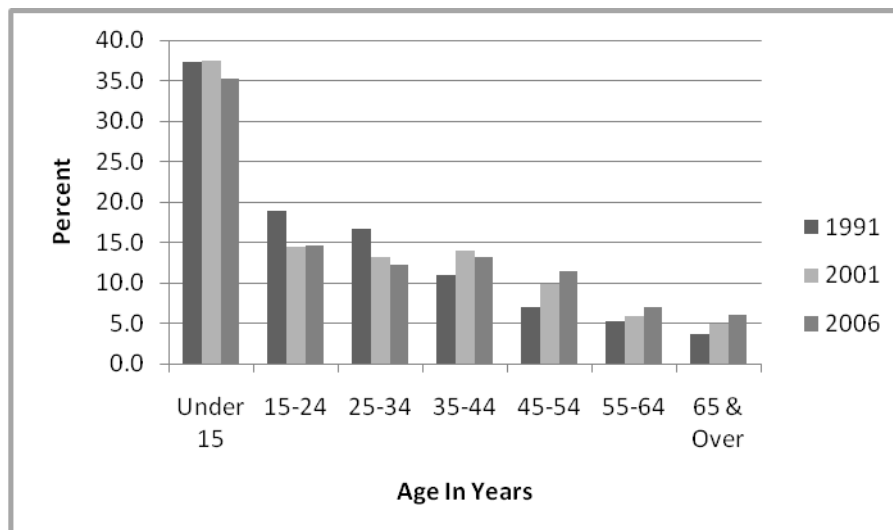
**Figure 1: Changes in the Distribution of Mataatua Maori by Territorial Authority District 1991-2006**



Source: Statistics NZ

The Mataatua population is significantly older than the national Maori population. In 2006, the median age of Mataatua Maori was only marginally short of 25 years (24.98 years), which is more than 2 years older than the national Maori population. Figure 2 shows the age distribution of the Mataatua population and the changes that occurred between 2001 and 2006. Of particular note are the proportions at ages 45 years and over. People in this age bracket made up nearly 25 percent of the population in 2006. The comparable figure for all Maori was slightly less than 20 percent.

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



## Cultural Identity

### Maori Descent

The number of people of Maori descent in Mataatua increased from 27,054 to 27,501 between 1991 and 2006, an increase of just 1.6 per cent. In 2006, Maori descendants made up almost 48 percent of the total population of the Rohe, which was higher than that recorded in any of the other Rohe. At the national level, Maori descendants made up 16 percent of all New Zealanders.

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

Maori Descent Population	1991	2001	2006
Total population (Maori and non-Maori)	59,226	57,909	57,678
Number of Maori descendants	27,054	27,969	27,501
Percent Maori descendants	45.7	48.3	47.7

Source: Statistics NZ

### Ethnicity

People of Maori descent in Mataatua are much more likely to identify ethnically as Maori than people of Maori descent at the national level. In 2006, nearly 91 percent were counted in the Maori Ethnic Group population compared with 81 percent of Maori descendants nationally. Over the 15 year period moreover, the proportion of Mataatua Maori descendants who identified Maori as one of their ethnicities rose continuously.

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

Maori Descent & Ethnicity	1991	2001	2006
Number of Maori descendants	27,054	27,969	27,501
Number of Maori descendants who identify with Maori ethnic group	23,829	25,128	24,936
Percent Maori descendants who identify with Maori ethnic group	88.1	89.8	90.7

Source: Statistics NZ

### Iwi Affiliation

At the national level, the numbers of Maori descendants who know their iwi affiliation(s) has grown steadily since 1991. In 2006, approximately 45,000 responses were given by Mataatua Maori to the iwi question in the census. Around 45 percent of those responses were for an iwi classified by Statistics NZ as being a Bay of Plenty iwi whilst 52 percent were for an iwi from outside of the Mataatua Rohe. About 4 percent of Maori in the Rohe did not know the name of their iwi, the smallest percentage of don't knows recorded in any of the eleven Rohe.

The largest iwi in the Rohe was Tuhoe, with 7,000 affiliates. Tuhoe is also one of the country's 10 largest iwi and in 2006, those living within the Mataatua Rohe made up 21 percent of the total Tuhoe population

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

Iwi	2006	
	Number	Percent
Ngati Awa	5,133	11.4
Ngati Manawa	588	1.3
Ngai Tai (Tauranga Moana/Mataatua)	666	1.5
Tuhoe	7,236	16.1
Whakatohea	3,573	7.9
Te Whanau-a-Apanui	2,910	6.5
Ngati Whare	330	0.7
<b>Total Bay of Plenty Iwi</b>	<b>20,436</b>	<b>45.3</b>
Other Iwi		
Northland/Auckland Iwi	3,243	7.2
Hauraki Iwi	345	0.8
Waikato/King Country Iwi	2,013	4.5
Rotorua/Taupo Iwi	5,496	12.2
Tauranga Moana Iwi	837	1.9
East Coast Iwi	4,029	8.9
Hawkes Bay/Wairarapa Iwi	5,541	12.3
Taranaki Iwi	621	1.4
Wanganui iwi	252	0.6
Manawatu/Horowhenua/Wellington Iwi	342	0.8
Nelson/Marlborough Iwi	111	0.2
Other South Island Iwi	762	1.7
<b>Total Other Iwi Responses</b>	<b>23,592</b>	<b>52.3</b>
Other Responses	1,047	2.3
Don't Know	1,695	3.8
<b>Total Responses</b>	<b>45,075</b>	<b>100.0</b>

Source: Statistics NZ

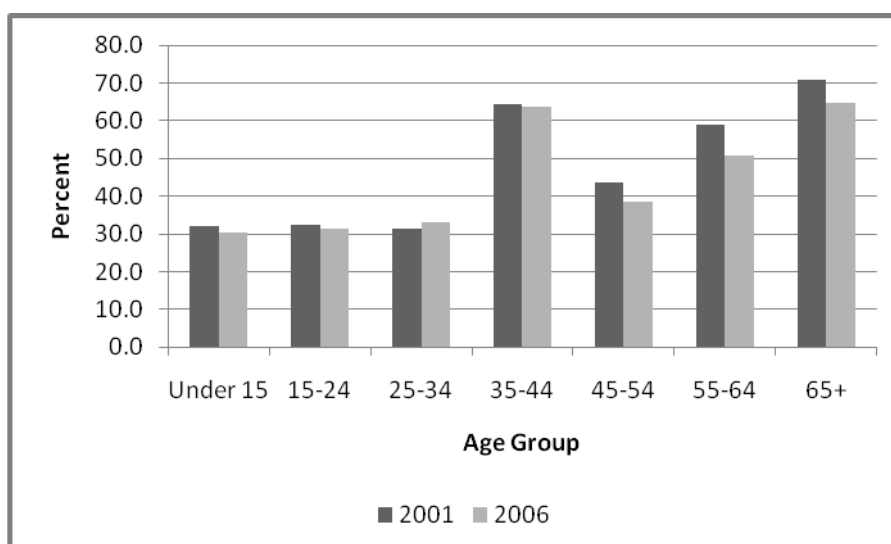
Note: Other responses includes hapu affiliated to more than one iwi and iwi named but region not specified.

## Ability to Converse in Maori

In 2006, nearly 9,600 Mataatua Maori indicated that they could speak Maori well enough to have a conversation about everyday things. They represented 36 percent of the total Maori population in the Rohe, which was down slightly on the 2001 figure of 37 percent. The proportion that was able to speak Maori was well above that of 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 the Mataatua Iwi Rohe decreased in most age groups between 2001 and 2006, the exception being in the 25-34 age group. This trend is consistent with the national trend.

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



## Education

### Highest Qualification

In 2006, about 8,400 of the Maori people living in Mataatua held a recognised qualification. Of those with a qualification, 4,500 (54 percent) held a school qualification, 3,200 (38 percent) held a vocational qualification and nearly 700 (8 percent) held a bachelors or higher degree. Together, those with a qualification represented 55 percent of the Maori population aged 15 years and over living in the Mataatua Rohe. The comparable figure for all Maori was 60 percent.

Table 5 shows the spread of Mataatua Maori across the specific highest qualification categories. Signs of improving educational outcomes for Maori in the Rohe 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 Mataatua Maori Aged 15 Years & Over by Highest Qualification 2001 - 2006**

Highest Qualification	2001	2006
No Qualification	49.6	44.6
Fifth Form Qualification	18.2	16.9
Sixth Form Qualification	9.9	8.4
Higher School Qualification	3.7	4.0
Other NZ Secondary School Qualification	0.1	0.0
Overseas Secondary School Qualification	0.2	0.4
Basic Vocational Qualification	5.3	6.9
Skilled Vocational Qualification	3.9	8.9
Intermediate Vocational Qualification	2.2	2.3
Advanced Vocational Qualification	4.3	3.2
Bachelor Degree	2.2	3.7
Higher Degree	0.5	0.8
Total	100	100

Source: Statistics NZ

## Economic Development

### Work

Maori aged 15 years and over in the Mataatua Rohe were significantly less likely than all Maori of the same age, to participate in the labour force in 2001 as well as in 2006. This may be an effect of the older age structure of the Mataatua population. However, age does not fully explain the fact that Mataatua Maori lag behind all Maori on all of the work indicators. In 2006, the Rohe had a lower employment rate, a higher unemployment rate, a lower full-time employment rate and a higher part-time employment rate than the total Maori population.

**Table 6: Work and Labour Force Status for Mataatua Maori Aged 15 Years & Over 2001-2006**

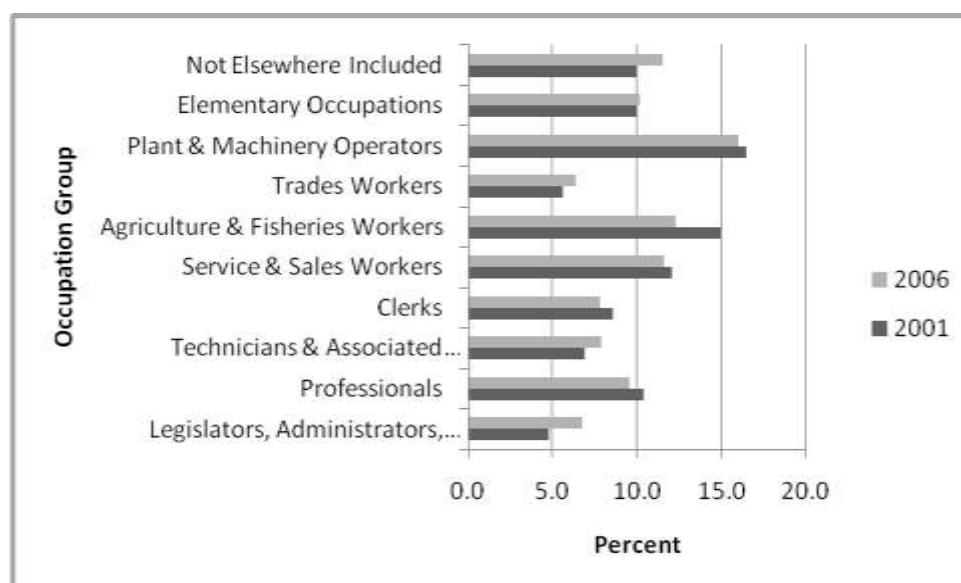
Work & Labour Force Status	2001	2006
Labour force participation Rate (% of population 15 years & over in labour force)	61.1	62.7
Employment Rate (% of labour force in employment)	76.3	84.3
Unemployment Rate (% of labour force unemployed)	23.7	15.7
Full-time Employment Rate (% of employed in full-time employment)	70.5	74.7
Part-time Employment (% of employed in part-time employment)	29.5	25.3

Source: Statistics NZ

In 2006, the occupation groups with the largest proportions of Mataatua workers were plant and machinery operators, agriculture, forestry and fishing workers and sales and services workers. Together they accounted for 40 percent of the Mataatua workforce. Although the proportions in each of these groups dropped between 2001 and 2006 (from 16.5 to 16 percent in the case of plant and machinery operators, from 15 to 12 percent in the case of agriculture, forestry and fisheries workers and from slightly over 12 percent to slightly less in the case of service and sales workers) and the proportions in other categories (such as legislators, administrators and managers, technicians and associated professionals and trades workers) rose, there was no change in the top three occupation groups and nor was there any change in their ranking.

An unexpected feature of the changes in the occupational distribution of the Mataatua workforce was the drop in the proportion of workers in the professional category (from 10.4 to 9.5 percent). This movement was inconsistent with the movement occurring at the national level and with that occurring in all of the other Rohe.

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

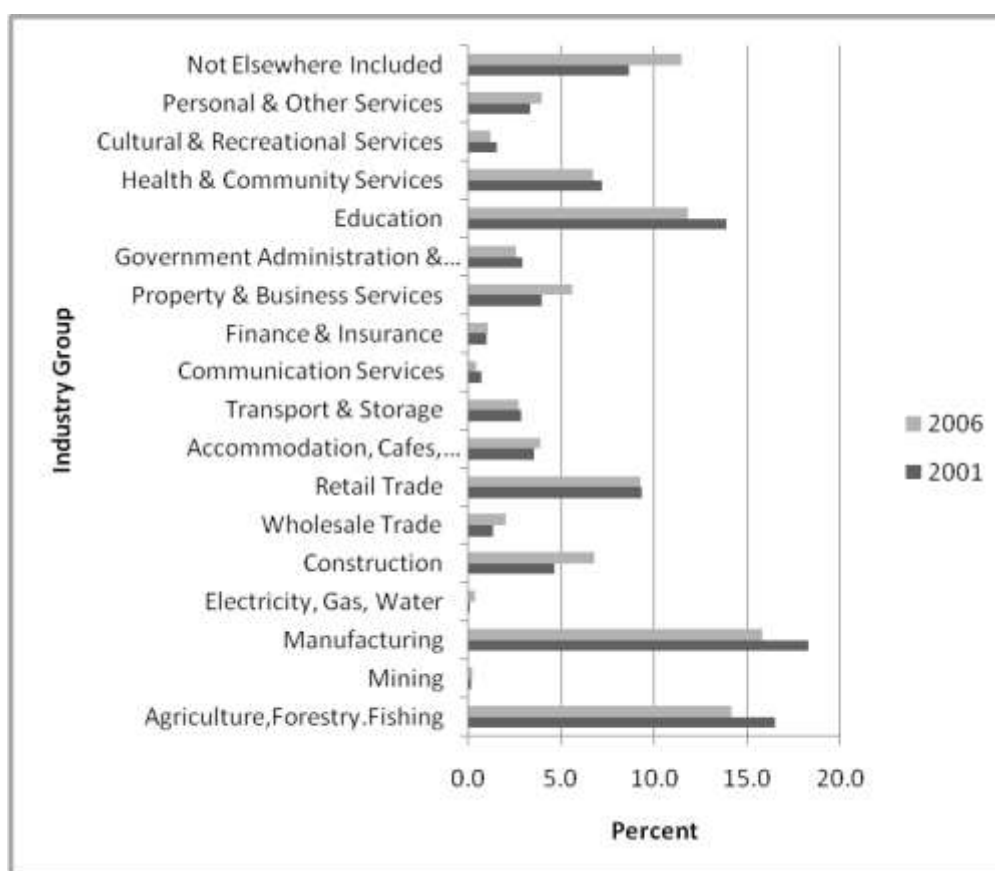


Source: Statistics NZ

In 2006, manufacturing, agriculture, forestry and fishing and education were the principal sources of employment for Mataatua workers. Nearly 16 percent worked in manufacturing industries, 14 percent worked in agriculture, forestry and fishing and approximately 12 percent worked in education. For all Maori, the three main sources of employment were manufacturing; the retail trade; and construction and property and business services in third place. Of all of the Rohe, Mataatua had the highest proportion of workers engaged in agriculture, forestry and fishing and in education.

Between 2001 and 2006, the proportions of workers in the top three industry groups fell (a movement that was consistent with that occurring at the national level) whilst the proportions in construction, the hospitality industries (accommodation, cafes and restaurants) and property and business services rose. The upward movement in construction and property and business services was consistent with the national movement although it was not as strong at the rohe-level. And, whilst the proportion of workers in Health & Community and in Cultural and Recreational Services rose at the national level, within Mataatua the proportions fell slightly (from 7.2 to 6.7 in the case of Health and Community Services and from 1.5 to 1.2 in the case of Cultural and Recreational Services).

**Figure 5: Distribution of Mataatua Maori Workers by Industry 2001-2006**



Source: Statistics NZ

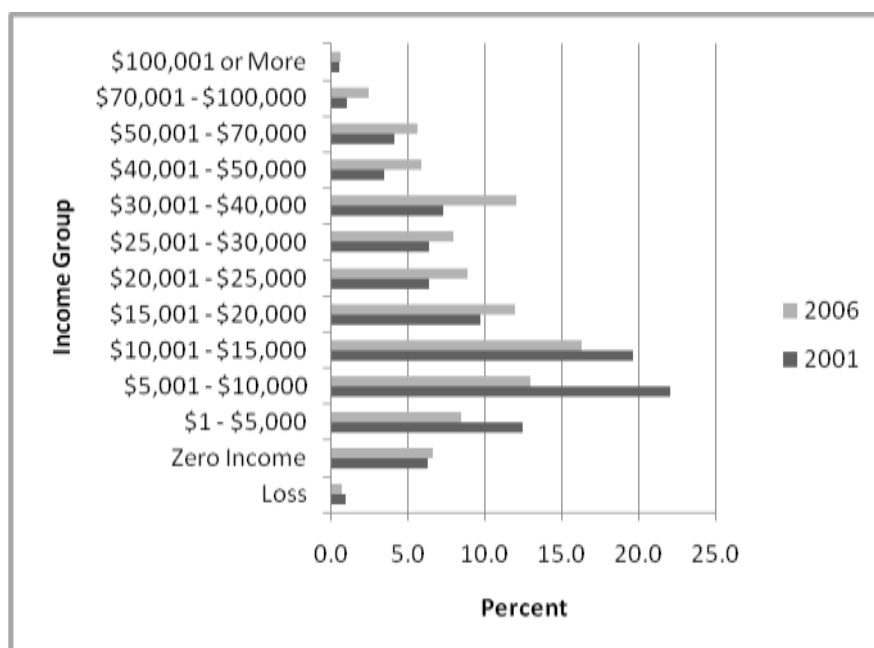
## Personal Income

At the 2001 census, the median personal income of Mataatua Maori aged 15 years and over was \$12,126 and at the 2006 census, it was \$17,153. This represented a rise of about \$5,000. Over the same period, the national Maori median improved by about \$6,000, rising from \$14,828 to \$20,929. In spite of the improvement at rohe-level therefore, the gap between the Mataatua median and the median of the national Maori population widened. In 2001, the difference was in the vicinity of \$2,700. By 2006, it had increased to nearly \$3,800.

Age differences are usually a factor in explaining differences in income distributions. In this case, there are few differences between the Mataatua and total Maori age distributions. The lack of any immediately apparent differences suggests that the reasons have to be sought in areas other than the demographic and this may be an area for future research.

The following chart shows the overall effect of the rise in median income within Mataatua Rohe and the shifts that occurred in income distribution within the Rohe between 2001 and 2006.

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



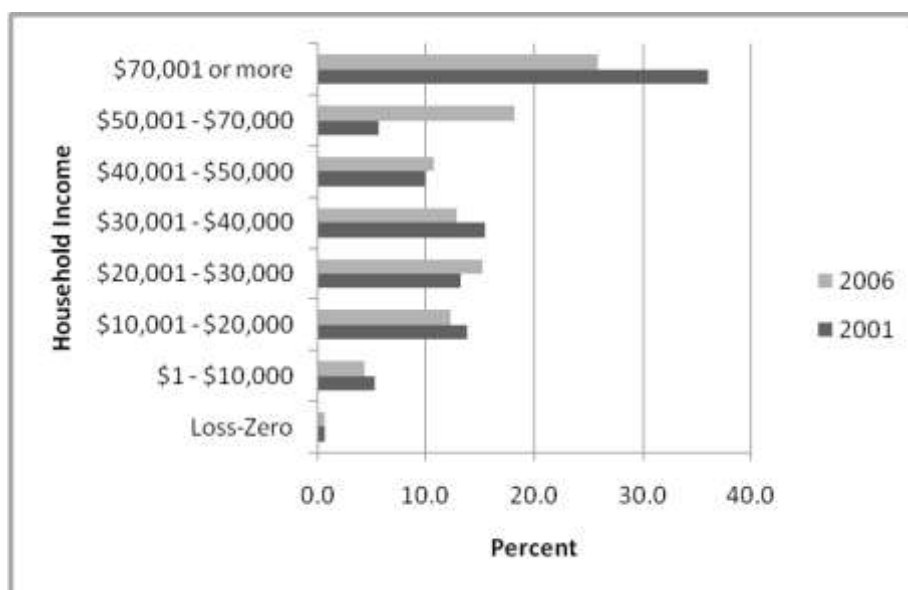
Source: Statistics NZ

Although Mataatua income levels continue to lag behind the levels of the total Maori population, there has been a relatively strong upward movement. This is illustrated 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, 16 percent of Mataatua Maori had an income of \$30,001 or more. By 2006, the proportion had increased to 26 percent.

### Household Income

In 2006, 26 percent of Mataatua Maori lived in households with a total income of \$70,000 or more. This was considerably lower than the 36 percent recorded in 2001 and could be the effect of the imputation processes used in 2001 to produce data for missing returns. 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 nearly 36 percent. The following table shows how the Mataatua population was distributed according to household income at the last two censuses.

**Figure 7: Distribution of Mataatua 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, 12 percent of Maori in the Mataatua Rohe were living as couples without children, 34 percent were living in one parent families and 53 percent were living in two parent families. Apart from being less likely to live in couples without children, the Mataatua distribution across the family types was the same as that for all Maori.

As the following table shows, family arrangements varied according to age. In 2006, a two parent family was the most common arrangement for Mataatua Maori in all but the oldest age group. Fifty-seven percent of the Rohe's children and 51 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.

There was no clear pattern to the changes that occurred at rohe-level between 2001 and 2006. The proportion of Mataatua people living as part of a couple without children decreased in all but one of the age groups (45-64). The increase in this age group was accounted for by the drop in the proportion living in two parent families. In all other age groups the proportion living in two parent families rose. As to one parent families, the decrease in the proportion of 15-24 year olds in this family type category was in keeping with the national trend. Among the elderly, there was an increase in the proportion living as a couple without children and a decrease in the percentage in one and two parent families.

<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

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

Age Group	Couple	Couple with Children	One Parent with Children	Total
Under 15	0.0	56.9	43.1	100.0
15-24	9.4	51.4	39.2	100.0
25-44	8.9	58.7	32.4	100.0
45-64	37.6	43.4	19.0	100.0
65 Years & Over	58.7	20.1	21.5	100.0
<b>Total</b>	<b>12.2</b>	<b>52.9</b>	<b>34.9</b>	<b>100.0</b>

Source: Statistics NZ

In 2006, 80 percent of Mataatua Maori lived in one family households, 12 percent in two or more family households, 3 percent in other multi-person households and 5 percent in one person households. Apart from being less likely to live in other multi-person households, the distribution of the Mataatua population across the different household types was the same as the national Maori distribution.

Like family arrangements, household living arrangements varied according to age. A one family household was the most common living arrangement for Mataatua 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 across all of the age groups between 2001 and 2006. 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 11 percent to 12 percent and the proportion of young people, from 14 to 18 percent. Changes among the elderly were more diverse. Compared to 2001, fewer of the elderly were living in one family and one person households and more in two or more and other multi-person households.

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

Age Group	One Family	Two or More Families	Other Multi-Person	One Person	Total
Under 15	87.6	12.4	0.0	0.0	100.0
15-24	75.4	17.9	5.1	1.6	100.0
25-44	80.2	11.0	3.2	5.6	100.0
45-64	73.9	11.0	4.0	11.1	100.0
65 & over	60.8	8.4	5.0	25.8	100.0
<b>Total</b>	<b>79.8</b>	<b>12.3</b>	<b>2.6</b>	<b>5.3</b>	<b>100.0</b>

Source: Statistics NZ

## Household Tenure

In 2006, nearly 47 percent of Mataatua Maori lived in a home that was owned or partly owned by one or more household members, 46 percent in a home that was not owned by a member of the household and 7 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 Mataatua Maori Live 2006**

Tenure of Household	Number of People	Percent
Dwelling Owned/Partly Owned	11,154	46.7
Dwelling Not Owned	11,028	46.2
Dwelling Held in Family Trust by Usual Residents	1,680	7.0
<b>Total</b>	<b>23,862</b>	<b>100.0</b>

Source: Statistics NZ

Notes

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

Mataatua Maori who lived in owned or partly owned homes together with those that lived in homes held in a family trust numbered about 12,800. The households in which most of this group (56 percent) lived were paying off mortgages. About 39 percent lived in households that were not making mortgage repayments. Of the Mataatua people living in households that were not owned, 83 percent were in households that were paying rent.