**Ngāi Tāmanuhiri**

**A demographic profile of te reo Māori speakers**

**August 2017**



**Tahu Kukutai**

**Shefali Pawar**

**S**





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**Te Rūnanga Tātari Tatauranga** **|** **National Institute of Demographic and Economic Analysis**

Te Whare Wānanga o Waikato **|** The University of Waikato

Private Bag 3105 **|** Hamilton 3240 **|** Waikato, New Zealand

Email: [tahu.kukutai@waikato.ac.nz](mailto:tahu.kukutai@waikato.ac.nz) **|** visit us at:  [www.waikato.ac.nz/nidea](http://www.waikato.ac.nz/nidea" \t "_blank)/

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# **Executive Summary**

**Introduction**

* For most iwi, the population census remains the only representative source of data on te reo Māori.
* Since 1996 every census has included a question about the language(s) in which individuals can converse about a lot of everyday things. The strength of the census question is that it provides a consistent time series of the number and proportion of te reo Māori speakers; the drawback is that it lacks a definition about what constitutes an everyday conversation in te reo Māori.

**Population growth of Ngāi Tāmanuhiri**

* The number identifying as Ngāi Tāmanuhiri increased by 41.8 per cent between 2001 and 2006 census, from 1,170 to 1,659. The growth between the 2006 and 2013 censuses was far more modest at just 3.6 per cent.
* This level of growth cannot be explained by natural increase (more births than deaths). Rather, several hundred individuals who did not identify as Ngāi Tāmanuhiri in 2001 subsequently chose to do so in 2006, or were identified as such by a parent or caregiver.
* The growth of Ngāi Tāmanuhiri between 2001 and 2013 (46.9 per cent) far exceeded the growth of the overall Māori descent population (10.7 per cent).

**Growth of te reo Māori speakers**

* Between 2001 and 2006 the number of te reo Māori speakers affiliated with Ngāi Tāmanuhiri increased from 516 to 693, which was an increase of just over one third. The increase was much smaller between 2006 and 2013 at 3.5 per cent which translated into an additional 24 speakers.
* The increase in the number of Ngāi Tāmanuhiri te reo speakers contrasts with the declining number of te reo speakers in the Māori descent population. Between 2001 and 2013 the number of te reo speakers of Māori descent actually declined by 3.2 per cent.

**Changes in the relative share of te reo Māori speakers**

* The growth of te reo Māori speakers has not kept pace with the growth in the Ngāi Tāmanuhiri population. Thus, the percentage of Ngāi Tāmanuhiri that could speak te reo decreased slightly from 46.0 in 2001 to 42.9 per cent in 2006, and then remained relatively stable at 42.6 in 2013.
* Nevertheless, Ngāi Tāmanuhiri continues to have substantial strength and vitality in te reo Māori. In the 2013 census only two iwi (out of 120-plus) had a larger share of te reo Māori speakers than Ngāi Tāmanuhiri. Those iwi were Ngāti Whare (43.3 per cent te reo Māori speakers, n=531) and Tarawhai (57 per cent, n= 159).
* It is useful to compare these distributions with the estimated share of Ngāi Tāmanuhiri te reo speakers in the 2013 Māori Social Survey, Te Kupenga. The number of Ngāi Tāmanuhiri survey respondents was very small, thus the results should only be seen as indicative.
* In Te Kupenga an estimated 22 per cent of Ngāi Tāmanuhiri could speak te reo in a daily conversation very well or well, but the ‘true’ percentage was anywhere from 15.9 per cent to 29.3 per cent. If we add the ‘very well/well’ and ‘fairly well’ responses together, the estimated share is 41 per cent, which is very close to the share reported in the 2013 census (42.6 per cent).

**Age-sex profile**

* In 2013 Ngāi Tāmanuhiri had more females (55 per cent) versus males (45 per cent). The gender imbalance was more evident among te reo Māori speakers (57 females vs 43 per cent males).
* In 2013, 44 per cent of Ngāi Tāmanuhiri females (n=411) and 41 per cent of males (n=309) could speak te reo Māori. These shares far exceeded the 19 per cent of te reo speakers in the Māori descent population.
* The age structure of te reo speakers was similar to Ngāi Tāmanuhiri overall, but with a smaller share of tamariki (0-14 year olds), and a larger share of kaumātua. The broad age group with the largest number of te reo speakers was 25-44 year olds (n=180), followed by tamariki (n=180) and 45-64 year olds (n=162).
* Within Ngāi Tāmanuhiri the ability to speak te reo Māori generally increased with age and was highest at the oldest ages.
* Comparing rates from 2001 and 2013 shows that the percentage of te reo speakers has declined in every age group except 25-44 year olds. The decline has been most marked at older ages. In 2001 nearly 90 per cent of Ngāi Tāmanuhiri aged 65 years or older could hold a daily conversation in te reo Māori (although the number of older people was small). By 2013 this had dropped to 65 per cent. As older generations of Māori speakers have passed away, they have been succeeded by cohorts with much lower levels of te reo Māori proficiency.
* Changes in the age-specific te reo Māori rate are important to understand when developing te reo Māori initiatives. The influence of history is important and can have profound impacts on different generations. In the short to medium-term it is highly unlikely that there will be a return to the extraordinarily high rate of te reo Māori speakers among Ngāi Tāmanuhiri kaumātua and kuia.

**Spatial distribution**

* In 2013 just over two fifths of Ngāi Tāmanuhiri lived in the Gisborne Region (n=714), with further significant clusters in Wellington (n=210), Hawke’s Bay (n=174) and Auckland (n=171). The distribution of te reo speakers was very similar, with a slightly higher share living in Gisborne, and a slightly lower share in Wellington.
* The percentage of Ngāi Tāmanuhiri living within the broad iwi rohe is relatively high compared to other iwi. In 2013 only about 15 per cent of all iwi had half or more of their population living within their rohe.
* In 2013 Ngāi Tāmanuhiri living in Gisborne were the most likely to be te reo Māori speakers (nearly 45 per cent or 312 individuals), and those living in the South Island were the least likely (33 per cent).

**Usual residence five years ago**

* In 2006, half of Ngāi Tāmanuhiri were residing at a different New Zealand address than at the 2001 census. In 2013 the share of movers within Ngāi Tāmanuhiri was much lower, with 43 per cent having moved address within the last five years, declining to just one third among Gisborne residents.
* In 2013 about 45 per cent of Ngāi Tāmanuhiri te reo speakers had moved address in the previous five years. However it was much lower for speakers resident in Gisborne (33.3 per cent). This means that there is a sizeable ‘core’ stable population of Ngāi Tāmanuhiri speakers in Gisborne that the Trust can work with.

**Highest qualification**

* The percentage of Ngāi Tāmanuhiri adults (15 years or older) without a formal qualification has reduced over time, from 28.5 per cent in 2006 to 22.1 per cent in 2013. In both periods the percentage lacking a formal qualification was significantly lower than the Māori descent share (31.3 per cent in 2013).
* In terms of higher education, about one in six (16.9 per cent) Ngāi Tāmanuhiri adults had at least a Bachelor degree (n=186), although the share was lower among those resident in Gisborne (13.7 per cent).
* Ngāi Tāmanuhiri te reo speakers are more highly educated than non-reo speakers. In 2013 more than one fifth of speakers has at least a Bachelor degree (n=111), which was far higher than the share of university-qualified speakers in the wider Māori descent group (14.1 per cent).
* We cannot tell whether Ngāi Tāmanuhiri who speak te reo Māori are more likely to obtain a university degree, or whether those who pursue a university education acquire or improve their reo as part of their studies. Individual-level longitudinal data are required to make that distinction.

**Work and labour force status**

* In 2013, just over a quarter (27 per cent) of the Ngāi Tāmanuhiri working age population (15-64 years) was not participating in the labour force, with a slightly higher share for those resident in Gisborne. The labour force participation of te reo speakers was the same as for the iwi overall.
* The employment rate for Ngāi Tāmanuhiri was 67.6 per cent in 2006, decreasing to 63.8 per cent in 2013. This was slightly higher than the employed share of the Māori descent population in 2013 (61.8 per cent) and significantly higher than the employment rate for Ngāi Tāmanuhiri resident in Gisborne (58.3 per cent).
* The employment rate of Ngāi Tāmanuhiri te reo speakers in 2013 was slightly higher than for the iwi overall (64.7 per cent), and much higher than the employment rate for all te reo speakers of Māori descent (56.7 per cent).
* The unemployment rate for Ngāi Tāmanuhiri was 9.6 per cent in 2006, increasing to 12.7 per cent by 2013. The increase reflects the effects of the Global Financial Crisis which began in 2007 and saw the national (total NZ population) unemployment rate in Aotearoa peak in 2012.
* The unemployment rate of Ngāi Tāmanuhiri te reo speakers was slightly higher than the iwi average (14.2 versus 12.7 per cent), but was substantially lower than the unemployment rate of te reo speakers generally (19.4 per cent).
* In 2013, 79 per cent of employed Ngāi Tāmanuhiri workers were in full-time work, with the share slightly lower for those resident in Gisborne (75.3 per cent), and slightly higher for te reo speakers (81.1 per cent).

**Occupation and income**

* The share of Ngāi Tāmanuhiri employed in managerial and professional jobs increased from just over a third in 2006 (34.4 per cent, n= 231) to just over 40 per cent in 2013 (n=273). In both periods the share of Ngāi Tāmanuhiri working in managerial and professional jobs significantly exceeded the share for the Māori descent population.
* In 2013 nearly half of all Ngāi Tāmanuhiri te reo speakers were managers or professionals. Within the Māori descent population, the percentage of te reo Māori speakers who were managers and professionals was also higher than the national average.
* Speaking te reo Māori is associated with more positive outcomes in education and the labour market, and this effect is more evident for Ngāi Tāmanuhiri than for Māori generally.
* In 2013, the distribution of Ngāi Tāmanuhiri income levels nationally closely reflected that for Māori generally. However, for Ngāi Tāmanuhiri resident in Gisborne, income levels were significantly lower, with just over one third (34.8 per cent) earning in excess of $30k in the last year, compared to about 42 per cent of Ngāi Tāmanuhiri nationally. This is perhaps unsurprising given that Gisborne region has the second lowest regional median income, after Northland.
* The small numbers prevent us from showing distributions for Ngāi Tāmanuhiri te reo speakers.

**Households**

* In 2013 there were 951 households with at least one resident (adult or child) identifying as Ngāi Tāmanuhiri. Of those households, just over 60 per cent had at least one te reo Māori speaker. We cannot tell if that speaker affiliated as Ngāi Tāmanuhiri but in the majority of cases that is likely to be the case.
* In Gisborne there were 345 households with at least one Ngāi Tāmanuhiri resident in 2013, of which nearly 69 per cent had at least one te reo Māori speaker.

# **Introduction**

*Tērā ia e mā mai rā,*

*E pakia mai rā e ngā ngaru o te moana,*

*Ko Te Kurī a Paoa.*

*Kei ngā repo o Te Wherowhero taku waka a Horouta.*

*Ko Matiti te taumata tirotiro o Tāmanuhiri.*

*Ko Ngāi Tāmanuhiri te Iwi.*

*Ko Ngāti Rangiwaho, ko Ngāi Tawehi, ko Ngāti Kahutia, ko Ngāti Rangitauwhiwhia, ko Ngāti Rangiwaho Matua ngā hapū.*

*Tēna tātau katoa.*

## **Ngāi Tāmanuhiri**

This report was commissioned by Ngāi Tāmanuhiri Whānui Trust (NTWT hereafter) to provide a socio-demographic profile of te reo Māori speakers within Ngāi Tāmanuhiri iwi. Ngāi Tāmanuhiri are descended from the eponymous tīpuna Tāmanuhiri who was born at Maraetaha and was a descendant of Paikea and Tahupōtiki. The rohe of Ngāi Tāmanuhiri is located in the Gisborne Region and spans the coast from Koputūtea in the north to Paritū in the south. The preceding pepehā identifies the five extant hapū of Tāmanuhiri (Ngāti Rangiwaho, Ngāi Tawehi, Ngāti Kahutia, Ngāti Rangitauwhiwhia, Ngāti Rangiwaho Matua), and there are three marae: Muriwai, Rangiwaho and Waiari. After many years of seeking redress for the wrongful taking of Ngāi Tāmanuhiri whenua by the Government, the Ngāi Tāmanuhiri Claims Settlement Bill was passed into law in 2012, and the Tāmanuhiri Tūtū Poroporo Trust established to receive the negotiated settlement assets of the tribe and be the primary vehicle for leading the development of Ngāi Tāmanuhiri.

NTWT has identified the protection and revitalization of te reo Māori and the distinctive Tāmanuhiri mita (dialect) as a strategic priority within its *Mana Tīpuna* Cultural Development Strategy. One of the target cultural outcomes is to increase the number and competency of Ngāi Tāmanuhiri te reo Māori speakers. The ability to monitor progress towards these goals requires the collection of high quality and relevant iwi-specific data. The national Census of Population and Dwellings (census hereafter) has collected data on iwi affiliation since 1991 and data on te reo Māori since 1996; this report is based entirely on Ngāi Tāmanuhiri data drawn from the census. The Trust also recently undertook an iwi survey to seek guidance on how it might best develop a strategy to encourage whānau to learn te reo Māori o Tāmanuhiri. The results from that survey are not included in this report.

## **The need for relevant, high-quality data**

Iwi and Māori organisations and communities have a strong interest in accessing high-quality statistical data to inform decision-making and wellbeing initiatives, and these needs have been amplified in a post-settlement context (Kukutai & Rarere, 2013; Walling, Small-Rodriguez & Kukutai, 2009). Demographic and related data are needed to inform decision-making across a wide range of areas – from investing in educational scholarships, to planning for future changes in local labour markets, to strategies to support the intergenerational transmission of te reo Māori and tikanga within whānau. Statistical data can be used to identify current and future needs, set planning priorities, and monitor and evaluate the impacts of services and programmes. Given that iwi have relationships with a range of external stakeholders including local government, agencies, business, and service providers, such data can also provide a tool for effective advocacy and engagement.

In the last 20 years, considerable effort has gone into monitoring the health of te reo Māori. However for many iwi such as Ngāti Tāmanuhiri, access to robust and relevant data is challenging. The Health of the Māori Language survey, undertaken in 2001 and 2006, provides rich insights into the quality of te reo Māori but was not intended for iwi-specific analysis. It was also subject to sampling errors and methodological inconsistencies which made it difficult to track trends over time (Bauer 2008; Statistics NZ 2014). The 2013 Maori Social Survey, Te Kupenga, featured a te reo Māori module which included questions on self-rated proficiency in ability to speak, read, write and understand te reo Māori; first language understood; and language spoken at home and in other contexts (e.g., sports clubs). About 11 percent of Te Kupenga respondents (equating to about 50,000 Māori) reported that they could speak te reo Māori very well or well, 12 percent could speak fairly well, and 32 percent could talk about simple/basic things in te reo Māori. The remaining 45 percent could speak no more than a few words or phrases. Those who were able to speak te reo Māori very well, well, or fairly well were more likely to use the language outside the home than inside. There was also a strong relationship between te reo Māori and other aspects of culture. Individuals who grew up with te reo Māori as their first language, who knew all aspects of their pepeha, and who felt it was very important to be involved in Māori culture were more likely to speak te reo Māori very well or well (Ministry of Social Development, 2016).

Although Te Kupenga is a nationally representative post-censal survey, the modest sample size of 5,549 individuals means that iwi-specific analysis can only be undertaken for the eight largest iwi.[[1]](#footnote-1) Thus, for the vast majority of iwi, the census remains the only representative source of data on te reo Māori.[[2]](#footnote-2)

Since 1996 every census has included a question about the language(s) in which individuals can converse about a lot of everyday things. The strength of the census question is that it provides a consistent time series of the number and proportion of te reo Māori speakers across the entire Māori population generally, and for all of the iwi that are recognised in the Statistics New Zealand Iwi Classification, including Ngāi Tāmanuhiri.[[3]](#footnote-3) The drawback is that the census lacks a definition about what constitutes an everyday conversation in te reo Māori. For some, that might entail complete fluency; for others it may only mean the use of Māori words on a daily basis.

The purpose of this report is to draw together the available census-based evidence to provide a socio-demographic profile of te reo Māori speakers within Ngāi Tāmanuhiri. Our previous research with other iwi has shown significant differences in the size and composition of their registered population and the self-identified census population. The differences can be attributed to a range of factors including the very different processes of identification and verification involved; real or perceived benefits and incentives; and the effect of events such as settlements (Kukutai & Rarere, 2013; Walling, Small-Rodriguez & Kukutai, 2009). As such it is likely that the Ngāi Tāmanuhiri census population may differ in some respects from the enrolled Ngāi Tāmanuhiri population, and this needs to be borne in mind.

## **Report scope and structure**

The scope of this report is limited to a descriptive analysis of demographic and socio-economic data for the usually resident population (URP) of Ngāi Tāmanuhiri as recorded at the 2013 census, with a specific focus on te reo Māori speakers. Where possible we have also incorporated data from the 2001 and 2006 censuses. To enhance clarity and ease of reading, this report is divided into seven parts:

* Population trends and composition
* Usual residence five years ago
* Highest qualification
* Work and labour force status
* Occupation and income
* Households

Each section identifies and discusses key findings, illustrated by simple tables and graphs. Underlying data are included in the appendices. In addition to showing data about Ngāi Tāmanuhiri, we also present comparative data for the total Māori descent population[[4]](#footnote-4).

## **Data sources**

All data used in this report have been sourced from Statistics New Zealand. Most have come from purchased, customised databases specially prepared for NIDEA by Statistics New Zealand. Because the data come from different collections and small cell sizes have been rounded by Statistics New Zealand to protect individuals, tables may show different totals ([Statistics New Zealand, 2014](#_ENREF_1)). Rounding is performed in multiples of three, so a group that may comprise 24 individuals in one table may show up as 21 or 27 individuals in another table.

Where rates are computed, the denominator excludes those who did not give a response (not stated). For some indicators the small numbers involved requires us to use broad aggregations in cross-tabulations. To illustrate, when showing the spatial distribution of te reo Māori speakers we are constrained to comparisons of those inside/outside the Gisborne region as the numbers in most of the other regions are too small to show separately.

# **Population Trends**

This section looks at basic demographic trends for Ngāi Tāmanuhiri, starting with population growth and the key features of age, sex and regional location.

## **Iwi population growth**

Previous research has shown that the growth of iwi populations in the census can be volatile, and is affected by factors that are not strictly demographic (i.e., births, deaths, migration, see Kukutai & Rarere, 2013). Figure 1 shows that the number identifying as Ngāi Tāmanuhiri increased by more than 40 per cent between the 2001 and 2006 censuses, from 1,170 to 1,659. The growth between the 2006 and 2013 censuses (from 1,659 to 1,719) was far more modest at just 3.6 per cent, despite the longer seven-year census period due to the delay caused by the Christchurch earthquakes.

The substantial growth of Ngāi Tāmanuhiri between 2001 and 2006 cannot be explained by natural increase alone (the excess of births over deaths). Instead it points to the impact of changing patterns of identification; several hundred individuals who did not identify as Ngāi Tāmanuhiri in 2001 subsequently did so in 2006. This may have been influenced by the tribal register drive that was underway at that time, in preparation for settlement of the Ngai Tamanuhiri Treaty claim.[[5]](#footnote-5)

Typically such shifts are not randomly distributed by age or sex, but tend to be more prevalent among females than males, and concentrated in particular ages (Kukutai & Rarere, 2013). The magnitude of the increase is evident when compared to the growth of the wider Māori descent population (bottom of Figure 1) which only increased by 6.6 per cent between 2001 and 2006, and by 3.8 per cent between 2006 and 2013.

It is worth nothing there that there are significantly more individuals on the Ngāi Tāmanuhiri iwi register (2,546 in August 2017[[6]](#footnote-6)) than were enumerated in the 2013 census. Even if we subtract members with an Australian address (n=366), the registered population is still higher (n=2,180). It is likely that the registered Ngāi Tāmanuhiri population will also vary from the self-identified census population in terms of age-sex composition, and possibly socio-demographic and cultural characteristics, such as the teo reo Māori ability. These differences needs to be borne in mind when interpreting the results of this report.

**Figure ‎1.1 Ngāi Tāmanuhiri and the total Māori descent population as recorded at the 2001, 2006 and 2013 Censuses**



## **Growth of te reo Māori speakers**

To what extent did the overall growth of Ngāi Tāmanuhiri between 2001 and 2006 translate into an equivalent growth in te reo Māori speakers? Between 2001 and 2006 the number of Ngāi Tāmanuhiri te reo speakers increased from 516 to 693, which was an increase of just over one third. A substantial share of the ‘new’ iwi affiliates in 2006 were te reo Māori speakers. Unsurprisingly, the increase in te reo Māori speakers was much smaller between 2006 and 2013 at 3.5 per cent which translated into an additional 24 speakers, although rounding may mean that the actual number was slightly lower or higher.

It is useful to put these figures in perspective by considering patterns of growth for te reo Māori speakers within the broader Māori descent population (bottom of Figure 2). Between 2001 and 2006, the number of te reo Māori speakers overall only increased very slightly by 1.3 per cent, and then the actual number decreased by 4.5 per cent between 2006 and 2013. The growth of te reo Māori speakers within Ngāi Tāmanuhiri is thus very positive when viewed within a wider Māori context.

**Figure ‎1.2 Change in the number of te Reo Māori speakers; Ngāi Tāmanuhiri and the total Māori descent population as recorded at the 2001, 2006 and 2013 Censuses**



## **Changes in the relative share of te reo Māori speakers**

The preceding graphs show that the number of te reo Māori speakers in Ngāi Tāmanuhiri has increased since 2001. However it is important to distinguish between the absolute number of te reo Māori speakers and their relative share within the group. The former indicates the potential ‘supply’ of speakers —for example, the number of older speakers who could potentially fulfil speaker roles on marae. The relative share provides an indicator of a group’s te reo Māori capability, regardless of changes in its population size over time. It is entirely possible for the number of te reo Māori speakers to increase but the percentage of speakers to decrease. Indeed the share of te reo Māori speakers among Māori generally has decreased every census since 1996. This is because the number of te reo Māori speakers has not kept pace with Māori population growth (Kukutai & Rarere, 2016).

Likewise Figure 1.3 shows that while the number of Ngāi Tāmanuhiri te reo Māori speakers increased between 2001 and 2006, the percentage of te reo Māori speakers decreased slightly from 46 to 42.9 per cent. This is because the growth of te reo Māori speakers did not match the growth in the Ngāi Tāmanuhiri population. In 2013 the relative share of speakers only dropped very slightly to 42.6 per cent, and was lower for males (41.2 per cent) than for females (44.2 per cent). In the next section we show that, despite this decline, the share of te reo Māori speakers within Ngāi Tāmanuhiri is still much higher than that for most iwi. In the 2013 census only two iwi (out of 120-plus) had a larger share of te reo Māori speakers than Ngāi Tāmanuhiri. Ngāti Whare had 43.3 per cent te reo Māori speakers (n=531), and Tarawhai (Te Arawa) had 57 per cent speakers although the absolute number was very small (n=159).[[7]](#footnote-7) It is clear that Ngāi Tāmanuhiri has substantial strength and vitality in te reo Māori.

**Figure ‎1.3 Percentage of Ngāi Tāmanuhiri speaking te reo Māori; 2001, 2006 and 2013 Censuses**



It is useful to compare these distributions with the estimated share of te reo speakers from the 2013 Māori Social Survey, Te Kupenga. Te Kupenga respondents were asked: How well are you able to speak Māori in a day-to-day conversation? The answers included: very well (I can talk about almost anything in Māori), well (I can talk about many things in Māori), fairly well (I can talk about some things in Māori), not very well (I can only talk about simple/basic things in Maori), and no more than a few words of phrases. Although the number of Ngāi Tāmanuhiri survey respondents was very small, Statistics New Zealand has released estimates for this question on its website[[8]](#footnote-8). The results are shown below including the lower and upper confidence intervals. The wider the confidence intervals (ie., the further away from the estimate), the less accurate the estimate is likely to be.

In Te Kupenga an estimated 22 per cent of Ngāi Tāmanuhiri could speak te reo in a daily conversation very well or well, but the ‘true’ percentage could be anywhere from 15.9 per cent to 29.3 per cent. If we add the ‘very well/well’ and ‘fairly well’ responses together, the estimated share is 41 per cent, which is very close to the share reported in the 2013 census (42.6 per cent).

**Table ‎1.1 Ngāi Tāmanuhiri self-reported te reo Māori ability; Te Kupenga 2013**



## **Sex profile**

Given the influence of age and sex on social and cultural roles, consumption patterns, and service demand and provision, it is important to have an appreciation of the specific age-sex composition of Ngāi Tāmanuhiri. Figure 1.4 shows that among those who identified as Ngāi Tāmanuhiri in 2013, there were more females than males (55 vs 45 per cent), and the gender imbalance was more evident among te reo Māori speakers (57 vs 43 per cent). This is not surprising. Previous research has found that most iwi in the census tend to be dominated by females, and that this is especially so among te reo Māori speakers (Kukutai & Rarere, 2013, 2015). By comparison the general Māori descent population was somewhat more balanced with respect to its sex composition (52 per cent female).

**Figure ‎1.4 Sex profile of Ngāi Tāmanuhiri and Ngāi Tāmanuhiri te reo Māori speakers compared with the total Māori descent population as recorded at the 2013 Census**



Having considered sex composition, Figure 1.5 further shows that 44 per cent of Ngāi Tāmanuhiri females (n=411) and 41 per cent of males (n=309) could speak te reo Māori in 2013. These shares are very high by comparison with the overall Māori descent population, for which only about 19 per cent could speak te reo.

The ability to speak te reo Māori is influenced by a range of factors including intergenerational whānau capability, ease of access, and community attitudes towards the value and use of te reo Māori. These factors shift over time and across individual lifecycles, producing complex variations in te reo Māori speaker rates by age and birth cohorts. We cannot assume that the factors that supported te reo Māori retention in one generation will persist across subsequent generations. Protecting and sustaining the rich legacy of te reo across future generations will require an ongoing commitment.

**Figure ‎1.5 Percentage of Ngāi Tāmanuhiri and the Māori descent population speaking te reo Māori disaggregated by sex; 2013 Census**

## **Age profile**

Age is also a very important demographic consideration and the graphs below show the age-sex structure of Ngāi Tāmanuhiri overall; the Ngāi Tāmanuhiri te reo Māori speaking population; and Māori descendants. Due to the small numbers involved, we can only use functional age groups rather than single year age or five-year age groups. In 2013 the age structure of te reo speakers was similar to Ngāi Tāmanuhiri overall, but with a smaller share of tamariki (0-14 year olds), and a larger share of kaumātua (nearly 11 per cent compared to 6.8 per cent for the total iwi). The broad age group with the largest number of te reo speakers was 25-44 year olds (n=180), followed by tamariki (n=180) and 45-64 year olds (n=162).

**Figure ‎1.6 Age-sex profile of Ngāi Tāmanuhiri and Ngāi Tāmanuhiri te reo Māori speakers compared with the total Māori descent population as recorded at the 2013 Census**



To get a better sense of te reo Māori competency at different ages, Figure 1.7 shows age-specific te reo Māori speaking rates: the proportion of Ngāi Tāmanuhiri within each functional age group that could kōrero Māori on a daily basis. Comparative data are also shown for the Māori descent population.

The ability to speak te reo Māori varied significantly by age. In 2013 nearly two out of every three Ngāi Tāmanuhiri aged 65 years or older could kōrero Māori (n=78). This was more than double the te reo Māori speaking proportion among older Māori generally (31 per cent). It should be noted, however, that the numbers are relatively small, and thus subject to error. Generally, the ability of Ngāi Tāmanuhiri to speak te reo Māori increased with age, although the share was slightly higher among 25-44 year olds than 45-64 year olds.

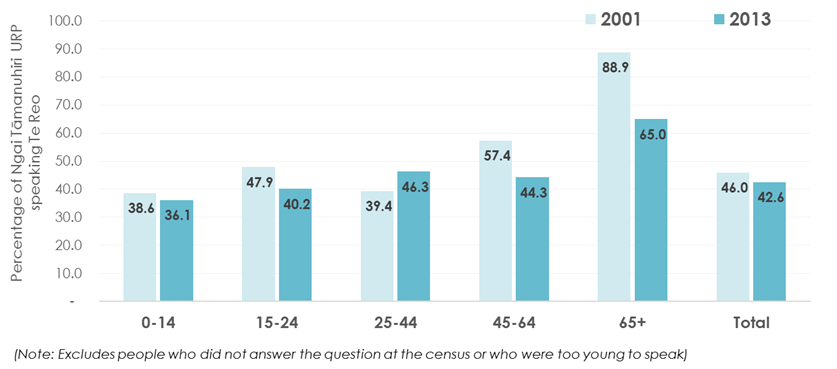
**Figure ‎1.7 Broad age-specific rates of te reo Māori speakers, Ngāi Tāmanuhiri and Māori descent population; 2013 Census**

As well as understanding the age-specific rates of te reo Māori within Ngāi Tāmanuhiri, it is useful to know how those rates have changed over time. Figure 1.7 thus compares age-specific te reo Māori speaking rates between 2001 and 2013. The main point to note is that the percentage of te reo Māori speakers has declined in most of the broad age groups, but particularly at the older ages. If we take, for example, those at kaumātua ages, in 2001 nearly 90 per cent of Ngāi Tāmanuhiri at those ages could hold a daily conversation in te reo Māori. By 2013 this had dropped to 65 per cent. As older generations of Māori speakers have passed away, they have been succeeded by cohorts with much lower levels of te reo Māori proficiency. This shift reflects the unique experiences of different generations. As Kukutai and Rarere have noted elsewhere, “Māori born in the 1940s, 50s, 60s and 70s encountered very strong pressures to assimilate. Rapid urbanisation made it difficult to sustain ties to hapū and iwi, and Māori identity and culture were heavily stigmatised. The opportunities to learn te reo Māori outside of the home were also very limited before the mid-1980s” (2015, p.2).

Figure 1.7 shows that at the youngest ages (0-14 years) there has not been much change and the age-specific te reo Māori rates among 25-44 year olds has actually increased, from 39.4 per cent in 2001 to 46.3 per cent in 2013. Those ages include individuals who were part of the first ‘kōhanga reo’ generation born in the 1980s. Early childhood education enrolment data from the Ministry of Education shows that the number and percentage of Māori pre-schoolers enrolled in kōhanga reo decreased from the early 2000s onwards (Ministry of Education 2015).

Changes in the age-specific te reo Māori rate are important to understand when developing te reo Māori initiatives. The influence of history is important and can have profound impacts on different generations. In the short to medium-term it is highly unlikely that there will be a return to the extraordinarily high rate of te reo Māori speakers among Ngāi Tāmanuhiri kaumātua observed in 2001. The youngest of the kaumātua reported in the 2001 census were born before the great rural-urban migrations began in the 1940s. They grew up in entirely different circumstances where te reo Māori was likely to have been the language spoken in the home, if not learned as the first language. Even with sustained effort, achieving such high levels again will be nearly impossible because of the high levels of urbanisation, intermarriage, and spatial mobility, and the Government’s lack of commitment to ensuring that te reo Māori is normalised and supported as the first language of Aotearoa.

**Figure ‎1.8 Broad age-specific rates of te reo Māori speakers for Ngāi Tāmanuhiri; 2001 and 2013 Census**

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## **Spatial distribution**

Turning to geographic location, Table 1.1 shows the distribution of Ngāi Tāmanuhiri by Regional Council area in 2013. Just over two fifths of the iwi lived in the Gisborne Region (n=714), with further significant clusters in Wellington (n=210), Hawke’s Bay (n=174) and Auckland (n=171). The share of Ngāi Tāmanuhiri living within the broad iwi rohe is relatively high compared to other iwi. Previous research has shown that only about 15 per cent of all iwi have half or more of their population living within their rohe, and 21 per cent have one fifth or less of their people living within their rohe (Simmonds, Kukutai, & Ryks, 2016).

**Table ‎1.2 Distribution of the usually resident population of Ngāi Tāmanuhiri iwi across regions; Census 2013**



Table 1.2 shows that the distribution of te reo speakers was very similar, with a slightly higher share living in Gisborne, and a slightly lower share in Wellington.

**Table ‎1.3 Distribution of Ngāi Tāmanuhiri te reo Māori speakers across regions; Census 2013**



An additional perspective is gained by looking at the share of Ngāi Tāmanuhiri who are able to speak te reo Māori within each Region. Table 1.8 shows that in 2013 Ngāi Tāmanuhiri living in Gisborne were the most likely to be te reo Māori speakers (nearly 45 per cent or 312 individuals), and those living in the South Island were the least likely (33 per cent). While we have used broad geographic areas because of the small numbers involved, Figure 1.8 suggests that the spatial variation in te reo Māori speaking rates is far greater within the overall Māori descent population, than among Ngāi Tāmanuhiri. Thus, only about 12 per cent of all Māori descendants resident in the South Island could speak te reo compared to 29 per cent of Māori in Gisborne.

**Figure ‎1.9 Percentage of Ngāi Tāmanuhiri and the Māori descent population speaking te reo Māori disaggregated by region; 2013 Census**

# **Usual residence 5 years ago**

Māori tend to move more frequently than other peoples in Aotearoa NZ for a range of reasons including having a much younger overall age structure (as younger people are more mobile). Figure 2.1 shows the share of Ngāi Tāmanuhiri that moved between recent censuses. In 2006, half of Ngāi Tāmanuhiri were residing at a different New Zealand address than at the 2001 census. Given that about one in six Māori live in Australia (Hamer, 2008), it is likely that a sizeable share of Ngāi Tāmanuhiri live in Australia as well, but this cannot be ascertained from the New Zealand census[[9]](#footnote-9). What we do know is that only a very small share (2.6 per cent) of Ngāi Tāmanuhiri in 2006 had lived overseas in 2001. In the most recent 2013 census, the share of movers within Ngāi Tāmanuhiri was much lower, with 43 per cent having moved address within the last five years. This was slightly below the share of ‘movers’ among Māori generally (46.7 per cent, see Figure 2.2)

**Figure ‎2.1 Usual residence five years ago for Ngāi Tāmanuhiri; 2006 and 2013 Censuses**



**Figure ‎2.2 Usual residence five years ago for Ngāi Tāmanuhiri and the Māori descent population; Census 2013**

Are Ngāi Tāmanuhiri who live within the broadly defined rohe (i.e., Gisborne) less likely to move than those of the iwi living elsewhere? Figure 2.3 suggests that this was the case in 2013. Only a third of Ngāi Tāmanuhiri living in Gisborne Region had moved address in the last five years compared to half of those living elsewhere in Aotearoa. Small numbers preclude us from looking at the other regions separately, thus we have to aggregate them all together into ‘Rest of NZ’.

**Figure ‎2.3 Usual residence five years ago for Ngāi Tāmanuhiri disaggregated by area of residence; Census 2013**

Focusing on Ngāi Tāmanuhiri te reo Māori speakers, Figure 2.4 shows that in 2013 about 45 per cent had lived at different address in Aotearoa five years earlier. Te reo Māori speakers of Māori descent were more likely to move address (49.2 per cent), reflecting the higher levels of mobility within the Māori descent population overall compared to Ngāi Tāmanuhiri.

**Figure ‎2.4 Usual residence five years ago as recorded at the 2013 Census for te reo Māori speakers; Ngāi Tāmanuhiri and the Māori descent population**

Finally, we look at levels of mobility among Ngāi Tāmanuhiri speakers, depending on whether they lived in Gisborne or elsewhere in Aotearoa. As expected, te reo Māori speakers living in Gisborne in 2013 were less likely to have moved in the past five years compared to those living elsewhere in the motu.

The comparatively high levels of stability within the Ngāi Tāmanuhiri te reo Māori speaking population in Gisborne is an advantage in the context of initiatives to strengthen te reo within whānau, kura and communities. These efforts can be challenging to implement when there is a high degree of population ‘churn’ arising from frequent moving. The data here are fairly rudimentary in that they do not account for net mobility (i.e., individual flows in and out), nor multiple moves within a five year period. The analysis is further complicated by the addition of ‘new’ affiliates who moved into the iwi population through changing their self-identification.

Nevertheless, the analysis suggests that there is a sizeable ‘core’ stable population of Ngāi Tāmanuhiri speakers within Gisborne that the Trust can work with. In 2013 there were 162 Ngāi Tāmanuhiri te reo Māori speakers living in Gisborne Region who had not moved in the past five years (this excludes te reo Māori speakers under the age of five). In 2013, 99 te reo Māori speakers had moved into Gisborne from elsewhere; we cannot tell how many moved out of the region.

**Figure ‎2.5 Usual residence five years ago as recorded at the 2013 Census for te reo Māori speakers; Ngāi Tāmanuhiri resident in Gisborne and rest of New Zealand**

# **Highest qualification**

Education is fundamental for promoting wellbeing through improved health, a higher standard of living, and better jobs. In a post-settlement context, many iwi are focused on improving the material wellbeing of their members through providing opportunities to engage in meaningful educational opportunities. This includes reducing the share of those lacking any type of formal qualification.

The remaining sections are limited to an analysis of Ngā Tāmanuhiri aged 15 years or older; in 2013 this equated to 1,185 individuals. Caution is needed when interpreting the results for more detailed analysis (e.g., the educational profile of te reo Māori speakers residing in Gisborne), as the numbers involved can be quite small.

Figure 3.1 shows that the share of Ngāi Tāmanuhiri adults (15 years of older) without a formal qualification has reduced over time, from 28.5 per cent in 2006 to 22.1 per cent in 2013. In both periods this was significantly lower than the overall Māori share reporting no qualification (31.3 per cent in 2013). In terms of success in higher education, about one in six (16.9 per cent) Ngāi Tāmanuhiri adults had at least a Bachelor degree (n=186). Again this was substantially higher than the share of degree holders among Māori generally.

Turning to Figure 3.2, we can see that Ngāi Tāmanuhiri living in Gisborne had a lower proportion of degree holders (13.7 per cent), than iwi members living elsewhere (19 per cent). This is not surprising as the Gisborne regional overall has lower levels of tertiary-educated people than the national average.

**Figure ‎3.1 Highest qualification of Ngāi Tāmanuhiri adults aged 15+ and the total Māori descent population; 2006 and 2013 Censuses**

**Figure ‎3.2 Highest qualification of Ngāi Tāmanuhiri adults aged 15+ resident in Gisborne and rest of New Zealand; Census 2013**

What does the educational profile of Ngāi Tāmanuhiri speakers of te reo Māori look like? In 2013 more than one fifth of the iwi’s adult Māori speakers had at least a Bachelor degree (Figure 3.3, n=111). This was much higher than the overall iwi share shown earlier. It also exceeds the share of university-qualified te reo Māori speakers in the wider Māori descent group (14.1 per cent). Unfortunately we cannot tell whether Ngāi Tāmanuhiri who speak te reo Māori are more likely to obtain a university degree, or whether those who pursue a university education acquire or improve their reo Māori as part of their studies[[10]](#footnote-10). It may well be that the link between higher education and speaking te reo Māori reflects a combination of both of these processes.

**Figure ‎3.3 Highest qualification of adult te reo Māori speakers aged 15+ years; Ngāi Tāmanuhiri and the Māori descent population; Census 2013**

Finally, Figure 3.4 shows the educational profile of Ngāi Tāmanuhiri speakers residing in Gisborne, versus the rest of the country. In short, Ngāi Tāmanuhiri speakers residing in Gisborne have a similar educational profile to te reo Māori speakers living outside the rohe. Of the 204 adult te reo Māori speakers living in Gisborne in 2013 (and who answered the education question), just under 21 per cent held at least a Bachelor degree.

**Figure ‎3.4 Highest qualification of adult te reo Māori speakers; Ngāi Tāmanuhiri resident in Gisborne and rest of New Zealand; Census 2013**

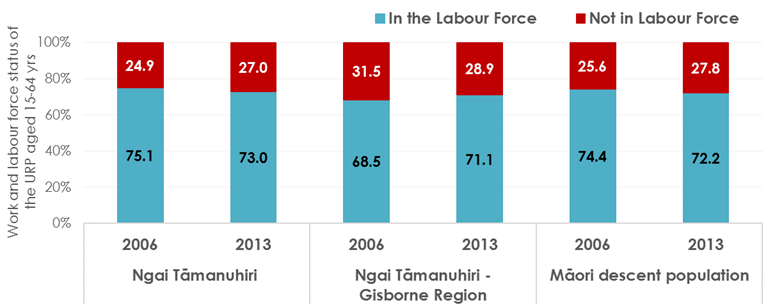
# **Work and labour force status**

As with education, work status and occupation are key factors that influence individual and whānau living standards. In this section we consider labour force participation, employment rates and employment status. We are unable to look at underemployment – when individuals face a partial lack of work – because those data come from the Household Labour Force Survey which does not include an iwi identifier. However, even if it did, the Māori sample would be too small to generate iwi statistics for any but the largest iwi.

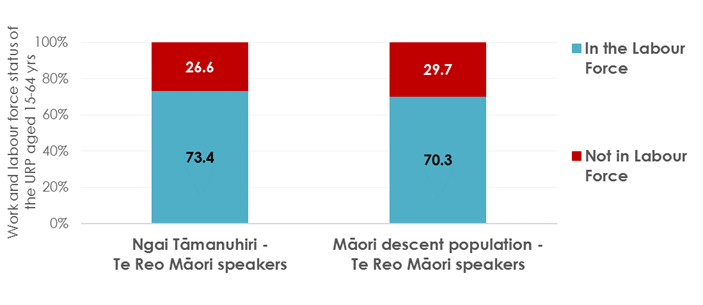
In 2013, just over a quarter (27 per cent) of Ngāi Tāmanuhiri were not participating in the labour force - the labour force comprises those individuals who are employed, as well as those who are not employed but are actively seeking work.[[11]](#footnote-11) There are a range of reasons why some adults are not in the labour force; many are unpaid caregivers for tamariki or whānau; those at kaumātua ages are typically retired; others are ‘discouraged workers’ who are neither employed nor actively seeking work.

The share of Ngāi Tāmanuhiri outside the labour force in 2013 closely reflected the national Māori pattern but had risen slightly compared with 2006. Ngāi Tāmanuhiri living in Gisborne had a slightly higher percentage outside the labour force (33.5 per cent) than in the rest of the country. Figure 4.2 shows that the labour force status of Ngāi Tāmanuhiri speakers in 2013 was almost exactly the same as the iwi overall.

**Figure ‎4.1 Labour force status of Ngāi Tāmanuhiri, Ngāi Tāmanuhiri resident in Gisborne, and the total Māori descent population; adults aged 15-64 years; 2006 and 2013 Censuses**

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**Figure ‎4.2 Labour force status of te reo Māori speakers; Ngāi Tāmanuhiri iwi and the Māori descent population; adults aged 15+ years; 2013 Census**

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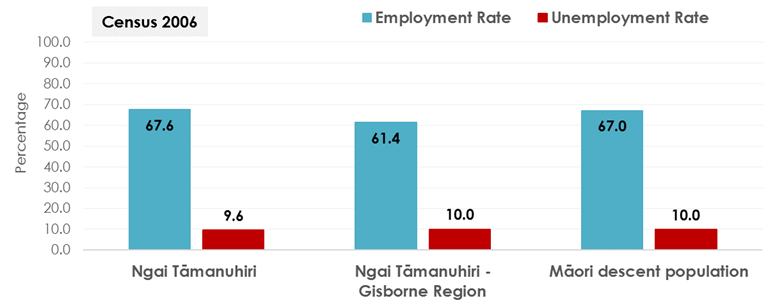
The following figures show employment and unemployment rates. The rates are computed using different denominators and thus do not sum to 100 per cent. Both rates will be influenced by age and sex - it is well documented that young people aged under 25 years and women have lower rates of employment. However small numbers preclude us from being able to disaggregate the data by age and sex.

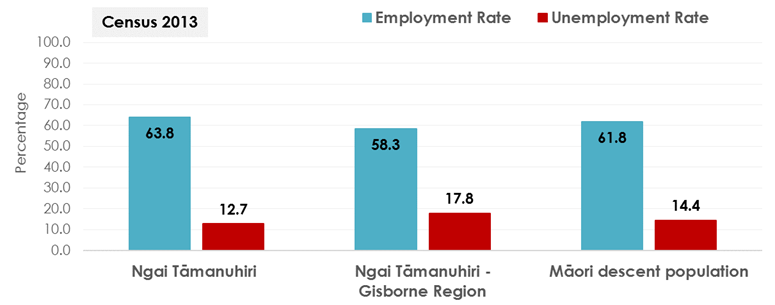
Figures 4.3 and 4.4 show that the employment rate for Ngāi Tāmanuhiri was 67.6 per cent in 2006, decreasing to 63.8 per cent in 2013. This was only slightly higher than the percentage of the Māori descent population that was employed in 2013 (61.8 per cent). Figure 4.3 also shows that the employment rate was lower for Ngāi Tāmanuhiri resident in Gisborne (61.4 per cent) than for those living outside the region. This difference is strongly influenced by regional labour market dynamics. Gisborne consistently has lower employment than the national average as well as most other regions.[[12]](#footnote-12) In 2014, for example, the quarterly employment rate for Gisborne/Hawke’s Bay (total population) ranged between 60 and 62 per cent, compared to the national average of 71 per cent. Finally, the employment rate of Ngāi Tāmanuhiri te reo speakers in 2013 was slightly higher than for the iwi overall (64.7 per cent), and much higher than the employment rate for all te reo speakers of Māori descent (56.7 per cent).

Turning to the flip side of employment, the unemployment rate for Ngāi Tāmanuhiri was 9.6 per cent, increasing to 12.7 per cent by 2013. The increase in unemployment reflects the effects of the Global Financial Crisis which began in 2007 and saw the national unemployment rate in Aotearoa peak in 2012 at 6.9 per cent, which was still half the rate for Ngāi Tāmanuhiri.[[13]](#footnote-13) The impact appeared to be much greater for those resident in Gisborne. Whereas there was little difference in unemployment between Ngāi Tāmanuhiri living in Gisborne in 2006 and the iwi generally, the rate was much higher in 2013 at 17.8 per cent.

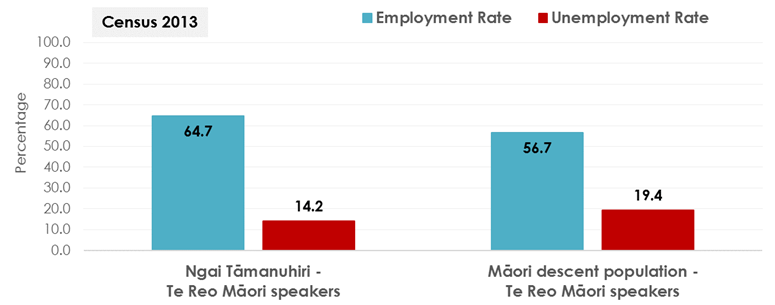
Figure 4.4 shows that the unemployment rate of Ngāi Tāmanuhiri te reo speakers was slightly higher than the iwi average (14.2 versus 12.7 per cent), but was substantially lower than the unemployment rate of te reo speakers generally (19.4 per cent).

**Figure ‎4.3 Employment rate of Ngāi Tāmanuhiri, Ngāi Tāmanuhiri resident in Gisborne, and the total Māori descent population; adults aged 15+ years; 2006 census**

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**Figure ‎4.4 Employment rate of Ngāi Tāmanuhiri, Ngāi Tāmanuhiri resident in Gisborne, and the total Māori descent population; adults aged 15+ years; 2013 census**

**Figure ‎4.5 Employment rate of te reo Māori speakers; Ngāi Tāmanuhiri iwi and the Māori descent population; 2013 Census**

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How many hours per week do Ngāi Tāmanuhiri members spend working? There are a range of reasons why some people are engaged in part-time versus full-time work, only some of which are due to individual choice. Studies have shown that women are far more likely than men to be in part-time work, especially at peak childbearing ages, and Māori are more likely to be part-time work than European and Asian peoples. While part-time work offers greater flexibility, it also means less income and can act as an impediment to occupational and career advancement.

Figure 4.5 shows the percentage of Ngāi Tāmanuhiri employed adults engaged in full-time (30 hours or more a week) and part-time work in 2013. While the share of full-time workers was higher for Ngāi Tāmanuhiri than for Māori generally, those resident in Gisborne were less likely be in full-time work (75.3 per cent) than their whanaunga living outside the region (81.2 per cent).

**Figure ‎4.6 Employment status of Ngāi Tāmanuhiri and the Māori descent population; adults aged 15+ years; Census 2013**



Finally, turning to te reo Māori speakers, Figure 4.6 shows that the percentage of employed Ngāi Tāmanuhiri te reo Māori speakers working full-time was slightly higher than the iwi average (81.1 cf. 79 per cent), and considerably higher than the share of all employed te reo Māori speakers working full-time (77 per cent).

**Figure ‎4.7 Employment status of te reo Māori speakers; Ngāi Tāmanuhiri iwi and the Māori descent population; adults aged 15+ years ; Census 2013**



# **Occupation and Income**

This final section looks at the occupational profile and income of Ngāi Tāmanuhiri and Ngāi Tāmanuhiri te reo Māori speakers. Occupation is strongly correlated with income. New Zealanders in professional occupations have the highest median personal income[[14]](#footnote-14), and jobs in labouring and manufacturing tend be more vulnerable to economic downturns and restructuring. Such was the case with those working in the manufacturing sector during the brutal restructuring of the late 1980s that disproportionately impacted Māori.

Figure 5.1 shows broad occupational groupings for Ngāi Tāmanuhiri at the 2006 and 2013 censuses.[[15]](#footnote-15) Occupations are grouped together because of the small numbers involved. The patterns observed are thus at a very high level and there is considerable diversity within many of the categories. For example, the ‘managers’ occupation includes more than 120 specific types of managers, from chief executive of a large corporation to customer service manager in a small firm. It also subsumes a range of skill levels.

Over time the share employed in managerial and professional jobs has increased, from just over a third in 2006 (34.4 per cent, n= 231) to just over 40 per cent in 2013 (n=273). In both periods the share of Ngāi Tāmanuhiri working in managerial and professional jobs significantly exceeded the share for Māori generally. Between 2006 and 2013 the percentage of Ngāi Tāmanuhiri engaged in clerical/administrative/sales and labouring/driving/machine operator jobs also decreased.

Within Ngāi Tāmanuhiri we can see that the broad occupational distribution of Gisborne residents (Figure 5.2) was very similar to that of the Ngāi Tāmanuhiri nationally. However there were major gender differences, with Ngāi Tāmanuhiri women far more likely than men to be managers and professionals (44.7 vs 35.6 per cent, see Figure 5.3).

**Figure ‎5.1 Broad occupational grouping of Ngāi Tāmanuhiri and the Māori descent population; adults aged 15+ years; 2006 and 2013 Censuses**

**Figure ‎5.2 Broad occupational grouping of Ngāi Tāmanuhiri and the Māori descent population disaggregated by sex; Broad occupational grouping; 2013 Census**

**Figure ‎5.3 Broad occupational grouping of Ngāi Tāmanuhiri resident in Gisborne and rest of New Zealand; adults aged 15+ years; 2013 Census**



What about the occupational profile of te reo Māori speakers? Given the higher educational profile of Ngāi Tāmanuhiri speakers it is not surprising that their occupational profile also differed. In 2013 nearly half of all te reo Māori speakers from the iwi were managers or professionals (Figure 5.3). Within the Māori descent population, the percentage of te reo Māori speakers who were managers and professionals was also higher than the national average. For reasons that we are unable to explore in any depth here, speaking te reo Māori is associated with more positive outcomes in education and the labour market, and this effect is more evident for Ngāi Tāmanuhiri than for Māori generally.

**Figure ‎5.4 Broad occupational grouping of te reo Māori speakers; Ngāi Tāmanuhiri and the Māori descent population; adults aged 15+; 2013 Census**

Finally we consider a basic indicator of earnings in the form of total personal income. The analysis of personal income in the census needs to be treated with care, both because of the relatively high level of non-response to the income question (9.7 per cent in the 2013 census)[[16]](#footnote-16), and because the information is collected as income bands rather than in actual dollars[[17]](#footnote-17).

Earnings are affected by a range of factors, some of which relate to individuals (e.g., experience, skills, training, caregiving responsibilities); some of which relate to the labour market environment (e.g, job availability; employment conditions; employer discrimination); and some of which are more structural in nature (e.g., regional economies). In Aotearoa there are well-known age, sex, ethnic and regional disparities in labour market outcomes and earnings. Thus, in Northland and Gisborne regions, median earnings are much lower than in Wellington and Auckland, and in all regions, earnings are higher for men than for women; for Europeans and Asians than for Māori and Pacific peoples; and for pakeke than for taiohi.

Bearing in mind these complexities, Table 5.1 shows the reported total personal income of Ngāi Tāmanuhiri adults, both nationally and in Gisborne specifically, compared with the overall Māori descent population. The small numbers prevent us from showing distributions for Ngāi Tāmanuhiri te reo speakers. In 2013, the distribution of Ngāi Tāmanuhiri income levels nationally closely reflected that for Māori generally. However, Ngāi Tāmanuhiri resident in Gisborne, income levels were significantly lower, with just over one third (34.8 per cent) earning in excess of $30k in the last year, compared to about 42 per cent of Ngāi Tāmanuhiri nationally. This is perhaps unsurprising given that Gisborne region has the second lowest regional median income, after Northland (in 2013 the median total personal income was $23k for Northland; $24,4k for Gisborne; and $28.5k nationally[[18]](#footnote-18).

**Table ‎5.1 Personal income (grouped) Ngāi Tāmanuhiri iwi and the Māori descent population; adults aged 15+ years; Census 2013**



# **Households**

The home is where people spend most of their time in the company of their whānau and has long been a focus of policies and strategies to revitalize and strengthen te reo Māori. One of the key enabling factors for the intergenerational transmission and revitalisation of te reo within homes and communities is having access to a te reo Māori speaker. Using the census household data it is possible to identify the number of Ngāi Tāmanuhiri households that have at least one te reo Māori speaker.

The census definition of a household is either one person who usually lives alone, or two or more people who usually live together and share facilities (such as for eating or cooking) in a private dwelling. A household may contain one or more families, other people in addition to a family, or no families at all, such as unrelated people living together (Statistics NZ, 2014).

Figure 6.1 shows that in 2013 there were 951 households with at least one resident (adult or child) identifying as Ngāi Tāmanuhiri. Of those households, just over 60 per cent had at least one te reo Māori speaker. We cannot tell if that speaker affiliated as Ngāi Tāmanuhiri but in the majority of cases that is likely to be the case.

Focusing on Gisborne we can see that there were 345 households with at least one Ngāi Tāmanuhiri resident in 2013, of which nearly 69 per cent had at least one te reo Māori speaker. Again this underscores the wealth of whānau-based resources that Ngāi Tāmanuhiri has to draw on as part of its strategy to strengthen and protect te reo.

**Figure ‎6.1 Households with at least one te reo Māori speaker; Ngāi Tāmanuhiri and the Māori descent population; 2013 Census**





# **Concluding comments**

This report has provided a comprehensive socio-demographic profile of Ngāi Tāmanuhiri te reo Māori speakers using recent census data. One constraint of relying solely on census data is that we do not know to what extent the Ngāi Tāmanuhiri census population and the Ngāi Tāmanuhiri registered population overlap. This is an issue for all iwi, given the very different processes of identification and verification involved. Indeed, it is not unusual for iwi census and iwi registered populations to differ significantly with respect to size and composition (e.g., age-sex structure). A rigorous comparison is beyond the scope of this report, but these differences are worth bearing in mind when using census-based analysis to inform policies relating to the register population.

Notwithstanding these differences, the analysis of census data offers important statistical insights into the characteristics and conditions of te reo Māori speakers who self-identify as Ngāi Tāmanuhiri. This report has clearly shown that Ngāi Tāmanuhiri has considerable strength and vitality when it comes to te reo, having a much higher share of speakers than the vast majority of other iwi. Te reo speakers who affiliate as Ngāi Tāmanuhiri also have more positive outcomes in education and the labour market than their counterparts who don’t speak te reo. While this is true of Māori generally, the difference is more marked for Ngāi Tāmanuhiri.

The cross-sectional nature of the census data (i.e, it is only a ‘snapshot’ in time) means that we cannot answer why this relationship might exist. Is it that those who speak te reo Māori are more likely to do well at school and then go on to tertiary education? Or is it that engagement in tertiary education provides a pathway into te reo Māori acquisition? There are also likely to be significant cohort effects. Older generations who grew up in Māori speaking households at a time when te reo was heavily stigmatised faced severe disadvantages which made educational success very difficult. This is quite different from younger generations who acquired te reo through kōhanga, kura and/or whare wānanga, and who were raised or came of age in an environment which is more favourably disposed towards valuing te reo Māori (albeit that there is still a long way to go).

There are also important gender differences, with Ngāti Tāmanuhiri women more likely to dominate among te reo speakers (57 per cent females vs 43 per cent males). Ngāti Tāmanuhiri women also more likely than men to have a tertiary degree, and to be managers and professionals.

The lack of detailed cultural data in the census prevents us from exploring whether those with a greater sense of tribal identity and connection are more likely to commit to learning and sustaining te reo. Such relationships are possible to explore in the Māori Social Survey Te Kupenga, but only for Māori in general, or for the largest iwi. The number of Ngāi Tāmanuhiri respondents in Te Kupenga was too small to allow for any sort of detailed analysis of the relationships between te reo capability and cultural identity.

What is evident from this report is that Ngāi Tāimanuhiri has a very strong foundation from which to build te reo Māori capacity as part of the *Mana Tīpuna* Cultural Development Strategy. The real challenge may be sustaining those strengths, rather than ‘revitalizing’ them.

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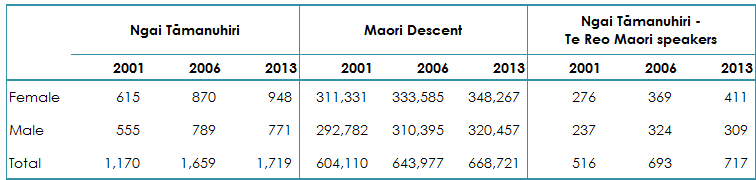
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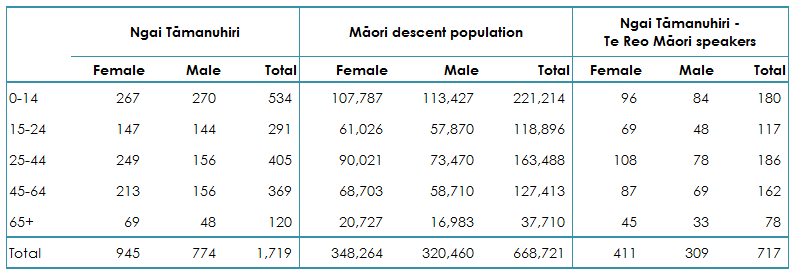
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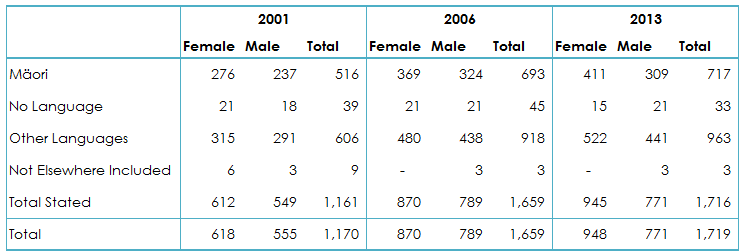
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# **Appendix**

**Appendix Table 1:**

**Appendix Table 2:**

**Appendix Table 3:**





**Te Rūnanga Tātari Tatauranga** **|** **National Institute of Demographic and Economic Analysis**

Te Whare Wānanga o Waikato **|** The University of Waikato

Private Bag 3105 **|** Hamilton 3240 **|** Waikato, New Zealand

Email: [nidea@waikato.ac.nz](mailto:nidea@waikato.ac.nz) **|** visit us at:  [www.waikato.ac.nz/nidea](http://www.waikato.ac.nz/nidea)/

1. They are: Ngāpuhi, Ngāti Maniapoto, Waikato, Ngāti Tūwharetoa, Tūhoe, Ngāti Porou, Ngāti Kahungunu ki Te Wairoa and Ngāi Tahu [↑](#footnote-ref-1)
2. The Ministry of Education also collects iwi data for students although such data have only become reliable since 2008 and tends to be of limited value for small iwi (i.e., with less than 1,000 members). [↑](#footnote-ref-2)
3. The classification could be found here: http://www.stats.govt.nz/methods/classifications-and-standards/classification-related-stats-standards/iwi.aspx [↑](#footnote-ref-3)
4. The Māori grouping most often used in relation to official statistical data is the Māori Ethnic Group or MEG. We use the larger Māori descent grouping for consistency as the descent/ancestry question in the census provides the filter for the iwi affiliation question. As well the descent/ancestry question is underpinned by a concept of whakapapa which is more closely aligned with iwi identification. By contrast the ethnicity question is based on the concept of self-identified socio-cultural affiliation. [↑](#footnote-ref-4)
5. Personal communication, Robyn Rauna. [↑](#footnote-ref-5)
6. We do not have the number registered at the time of the 5 March 2013 census. [↑](#footnote-ref-6)
7. This data was downloaded from the Statistics New Zealand website using the NZ.Stat tool. The rates excluded those too young to speak and those ‘not stated’ from the denominator. [↑](#footnote-ref-7)
8. http://www.stats.govt.nz/browse\_for\_stats/people\_and\_communities/maori/te-kupenga/small-domain-estimation/small-domain-csv [↑](#footnote-ref-8)
9. As of 14 August 2017, of the 2,546 registered members on the Ngāi Tāmanuhiri database, 366 (14.4 per cent) had an Australian address. [↑](#footnote-ref-9)
10. We could get a better sense of the link between education and te reo Māori using individual-level data available in the Integrated Data Infrastructure that is overseen by Statistics New Zealand. That sort of analysis is far more complex and is beyond the scope of this particular project. [↑](#footnote-ref-10)
11. Due to the small numbers we were unable to age-standardize the rates to control for the differential effects of age on employment status. The labour force participation rate = 15-64 years in the labour force / pop.15-64 years \* 100. The employment rate = 15-64 years employed / labour force \* 100. [↑](#footnote-ref-11)
12. See: http://www.stats.govt.nz/browse\_for\_stats/income-and-work/employment\_and\_unemployment/LabourMarketStatistics\_HOTPJun16qtr-incl-HLFS/Tables.aspx [↑](#footnote-ref-12)
13. See: http://www.stats.govt.nz/browse\_for\_stats/snapshots-of-nz/nz-progress-indicators/Home/Economic/unemployment-rate.aspx [↑](#footnote-ref-13)
14. http://www.stats.govt.nz/Census/2013-census/profile-and-summary-reports/quickstats-income/personal-income-occupation.aspx [↑](#footnote-ref-14)
15. Occupations reported in the census are classified according to the New Zealand Standard Classification of Occupations (ANZSCO). See: http://www.stats.govt.nz/methods/classifications-and-standards/classification-related-stats-standards/occupation.aspx  [↑](#footnote-ref-15)
16. <http://www.stats.govt.nz/Census/2013-census/info-about-2013-census-data/information-by-variable/total-income-personal-family-combined-parental-extended-family-and-household.aspx> [↑](#footnote-ref-16)
17. Total personal income received is the before-tax income of a person in the 12 months ended 31 March 2013. [↑](#footnote-ref-17)
18. Within the Gisborne region, the 2013 median income for all males was $30,700 compared to $21,200 for women. For males the peak earning ages were 35-39 years ($43,800) and for females it was 45-49 years ($29,500). [↑](#footnote-ref-18)