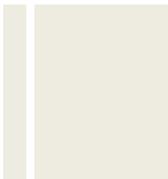


Iwi Profile for ngā uri o te Awa Tupua o Whanganui

Iwi Statistical Profile

This profile contains statistical information and analysis of government data for Whanganui iwi.



*“Puhaina Tongariro
e rere nei Whanganui
ko te wai inu tēnā o Ruatipua i mua e”.*

*He mihi, he tangi ki te tini tangata kua mōnehunehutia ki tua o te pae
o maumahara. Kāore te aroha e whai i au, ā, whanake tonu nei. Moe
mai koutou, okioki e i.*

*Kāti, e aku nui, e aku rahi, tēnei te mihi atu nei i runga i ngā
āhuatanga maha o te wā. Ko tēnei pukapuka, he kohinga raraunga e
pā ana ki a tātou ngā ringa miti tai heke o te Wainui-a-Rua.*

*I te tīmatanga o tēnei kaupapa, i hui tahi i te taha o ētahi kuia kia
rongohia ō rātou wawata mō te iwi. Kei te kōpū o tō rātou puna
moemoeā ko ngā take e toru, arā, ko te rere o te reo o Whanganui, ko
te oranga o tō tātou iwi, ko te oranga o tō tātou awa.*

*Ko tēnei pukapuka, he rauemi hei ārahi i te tangata kia whakaaro
whānui ki ēnei kaupapa e toru te ia nei. Nā reira, ko tēnei te kupu
whakamihī ki ngā kaumātua, me ngā kuia, ki ngā pukenga, ki ngā
wānanga o te iwi mai i uta ki tai i huruhurutia tēnei manu kia rere.*

*Kāti, ka hoki atu ki ngā kupu a kui mā, a koro mā “Kei tō te ihu takoto
ake, kei tō te waenganui tirohia, tēnei ākina rite kia rite, rite kia rite!”*

Tēnā koutou katoa

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Disclaimer: In compiling this data and information the Raraunga o Whanganui project team has relied on information supplied from many external sources. The information is supplied in this report on the basis that while Ngā Tāngata Tiaki o Whanganui and the Raraunga o Whanganui project team believe that all the information in this report is correct at the time of publication, they cannot guarantee the accuracy of the information. It is recommended that careful attention be paid to the contents of any data, and that the original source of the data be contacted with any questions regarding its appropriate use. If you find any errors or omissions, we encourage you to contact the Raraunga o Whanganui project team through the Ngā Tāngata Tiaki office.

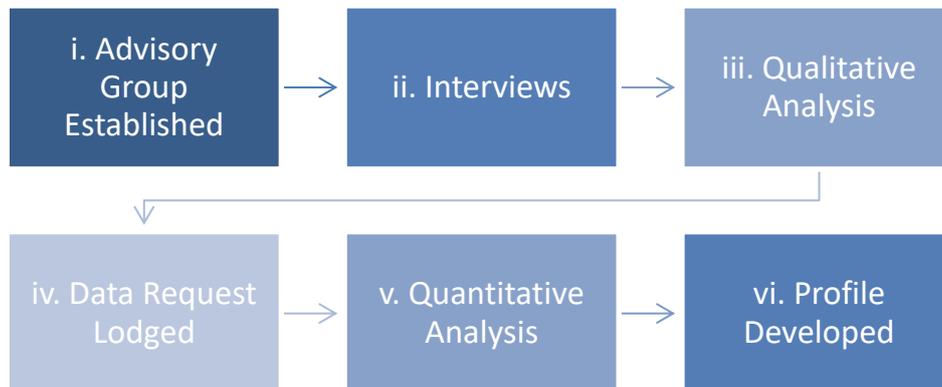
Introduction

The purpose of this report is to provide a demographic profile of Whanganui iwi, to inform current and future development and decision making about, by and for ngā uri o Te Awa Tupua o Whanganui.

This profile contains statistical information and analysis of government data for Whanganui Iwi. Whilst it is provided with the purpose of informing current and future development decisions, it should be noted that it does not provide a full picture (due to limitations of the data sources) and there is opportunity to enhance this with the collection, collation and analysis of iwi designed data.

This report references 'Whanganui iwi' as opposed to 'Te Atihaunui a Pāpārangī' (as categorised by Statistics New Zealand's Iwi Classification list), this is to represent more accurately the many responses that are coded to 0902 Te Atihaunui a Pāpārangī through the process of coding and classifying responses in the government data.¹

Methodology



A process of brief information needs review was undertaken at the beginning of this project. Identified iwi stakeholders were interviewed to ascertain key information needs, current use of information, information capability, and high level iwi aspirations.

This process, of speaking with identified stakeholders at the beginning, helped to refine the official information data request and specifications required for iwi as well as frame the lens of analysis.

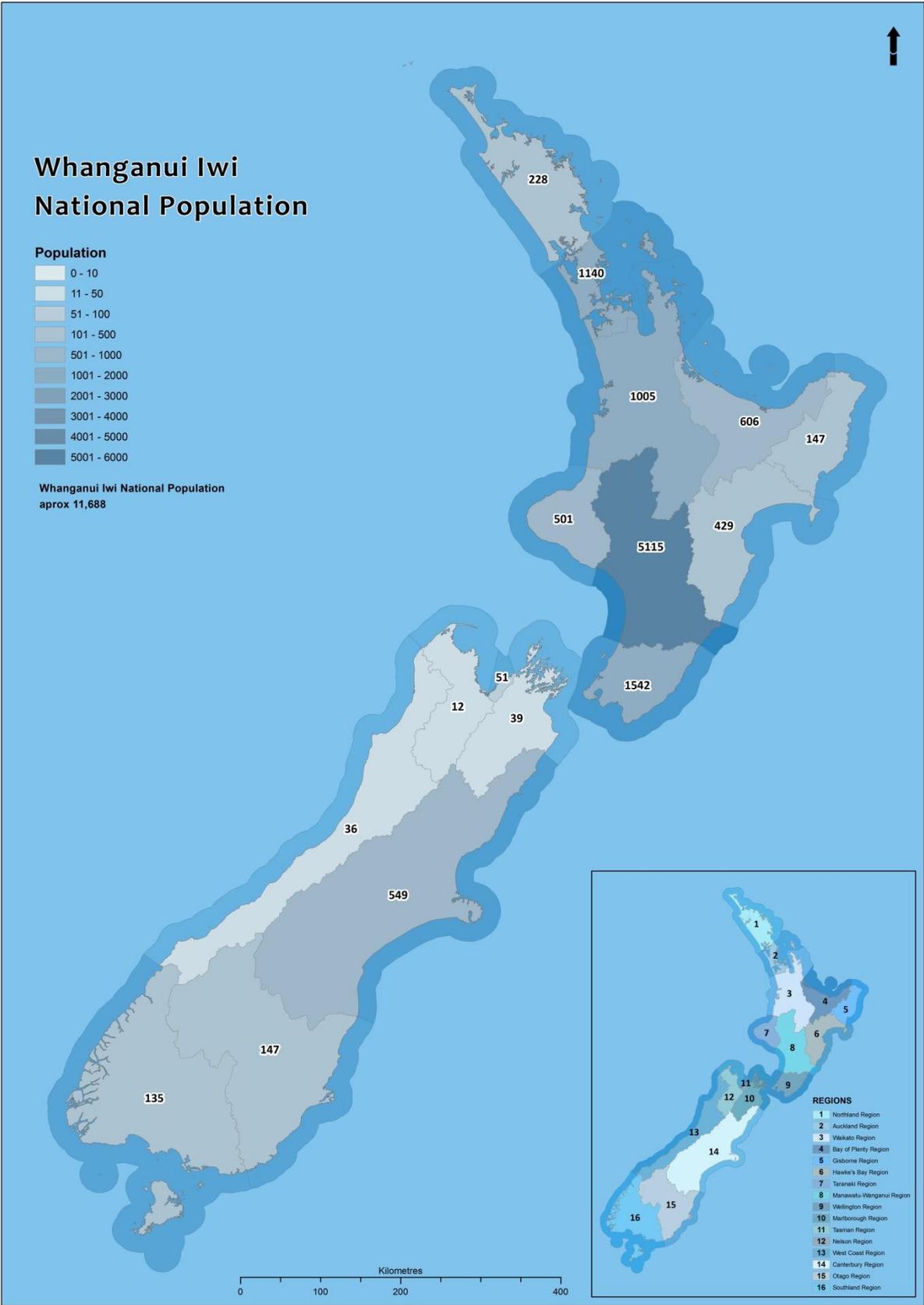
Customised data requests were lodged with Statistics New Zealand and a number of tables and information were sourced online, including Whanganui iwi specific data from Te Kupenga², detailed iwi population by five year age groupings, and Whanganui iwi specific data from the Ministry of Education.

The structure of the report is based on areas of highest interest, as captured from the kōrero with iwi stakeholders, namely: Distribution, Connection, Living situation (starting with Education and Work and including some information on deprivation levels), and then Whānau and Households. The conclusions are a summary of findings.

¹ Further information on this classification and self-made grouping is contained in the Appendix.

² Te Kupenga is the Māori Social Survey run by Statistics New Zealand.

Figure 1: Distribution of Whanganui iwi population by region, Aotearoa, 2013



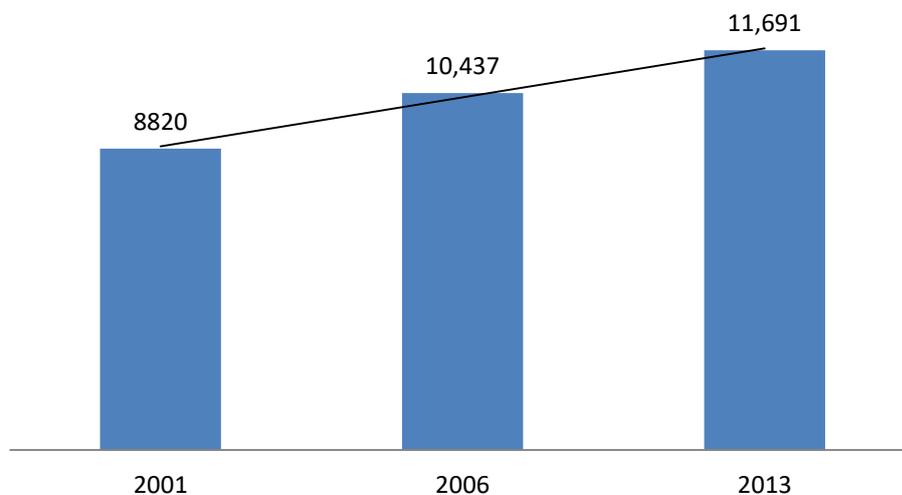
Data source: Statistics New Zealand, Census of Population and Dwellings

Distribution

Distribution by location

At the time of the 2013 Census, there were 11,691 people who connected to (or affiliated with) Whanganui iwi. This was a 12.0% increase from 2006, where there were 10,437 people, and a 32.5% increase from 2001 where there were 8,820 people who connected to Whanganui iwi.

Figure 2 : Numbers of Whanganui iwi, Aotearoa, 2001, 2006, 2013



Data source: Statistics New Zealand, Census of Population and Dwellings

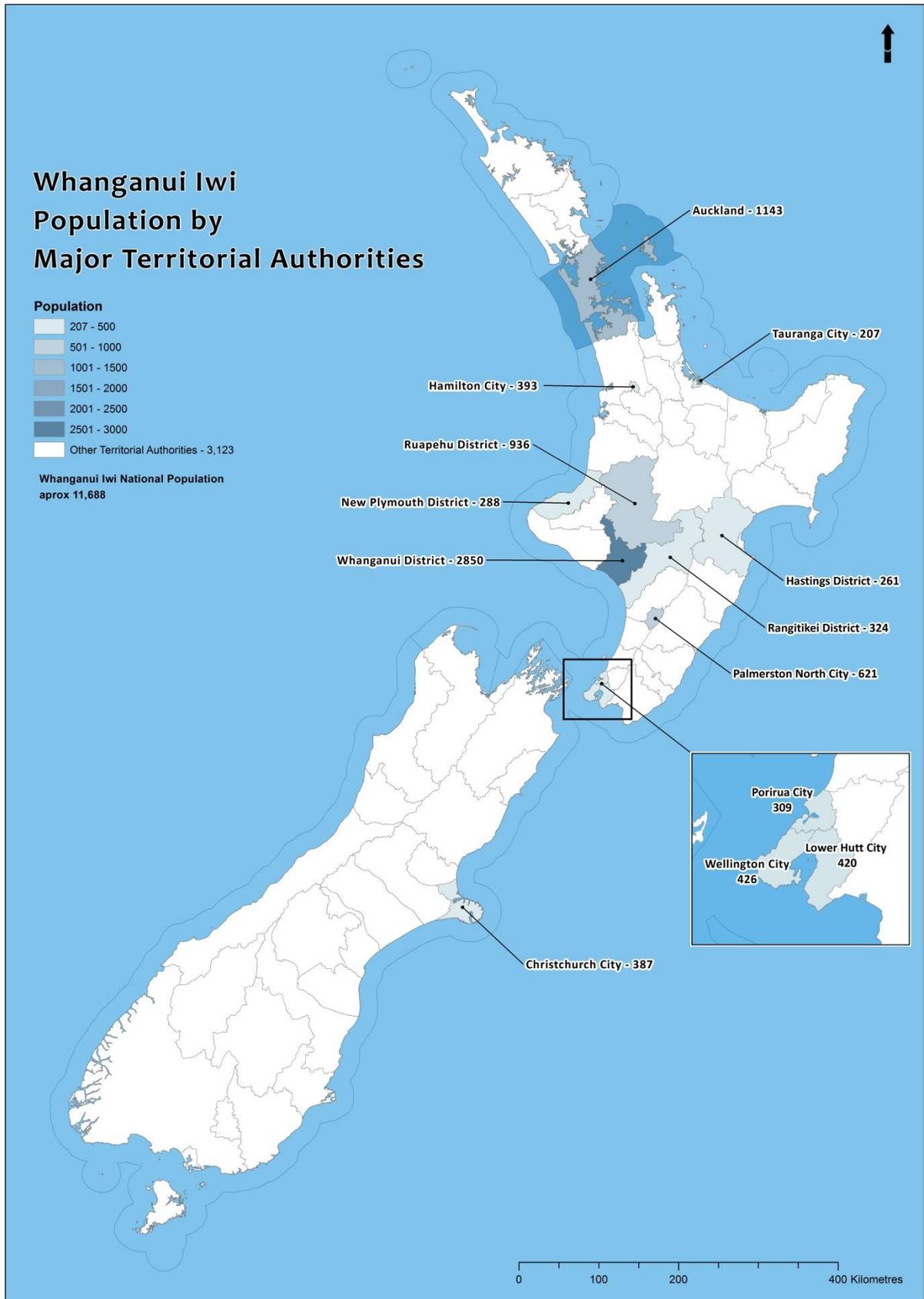
In 2013, the majority of Whanganui Iwi were living in the Manawatu-Region (43.8% or 5,115 individuals).

The next regions with the highest population of iwi members were, Wellington Region with 13.2% (or 1,542 individuals), Auckland Region with 9.8% (or 1,140 individuals), Waikato Region with 8.6% (or 1,005 individuals) and the South Island with 8.3% (or 969 individuals).

Within those regions, there are particular territorial authorities with higher concentrations of Te Atihaunui a Pāpāprangi. In the Manawatu-Whanganui Region, 24.4% (or 2,850 individuals) of Whanganui iwi were living in the Whanganui District (the closest information geographical boundary to 'living in the rohe'). 8.0% (or 936 individuals) were living in the Ruapehu District, 5.3% (or 621 individuals) were living in Palmerston North City and 2.8% (or 324 individuals) were living in the Rangitikei District.

In the Wellington Region there were higher concentrations in Wellington City (3.6% or 426 individuals), Lower Hutt City (3.6% or 420 people) and Porirua City (2.6% or 309 individuals). At a territorial authority level, Auckland had a high concentration of population also, with 9.8% (or 1,143 individuals) of Whanganui iwi living there in 2013.

Figure 3: Whanganui iwi numbers by selected territorial authorities, Aotearoa, 2013



Data source: Statistics New Zealand, Census of Population and Dwellings

Distribution by age and gender

Of the 11,691 Whanganui iwi, 45% were male (or 5,259 men) and 55% were female (or 6,432 female).

Whanganui iwi has a very young age structure with a median age (half are younger and half are older than this age) of 23.8 years. This compared with 24.4 years for the total Māori population and 38.0 years for total New Zealand population.

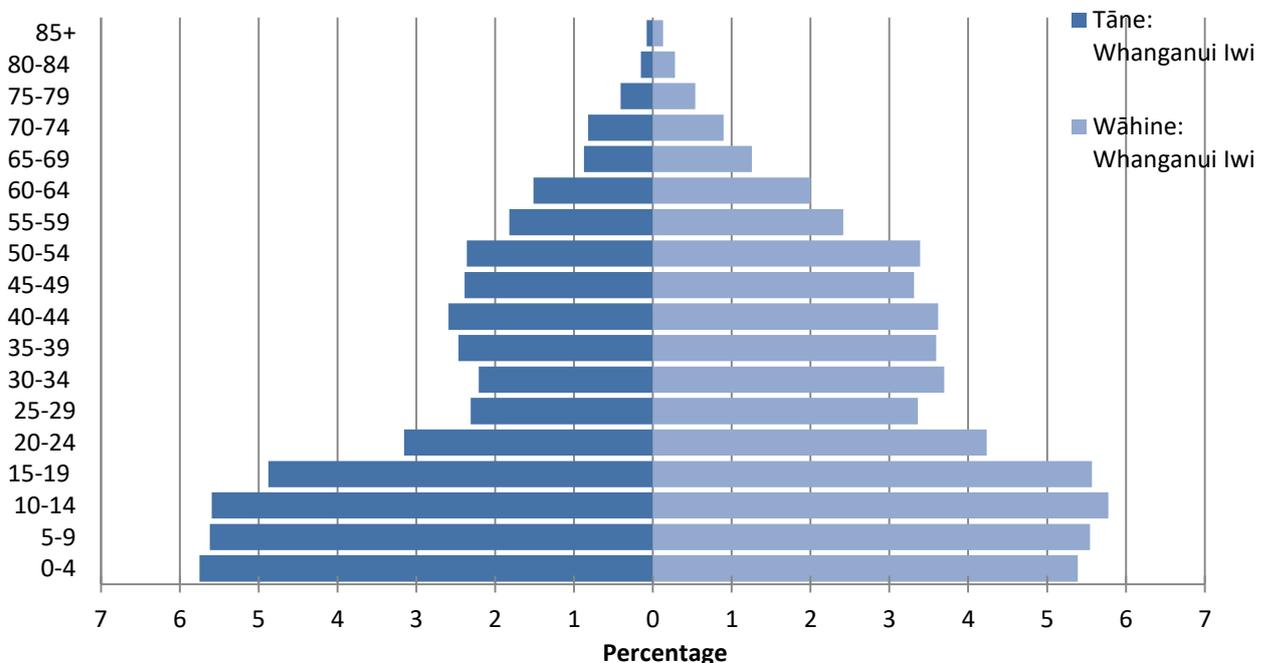
Whanganui iwi wāhine are slightly older than the tāne, with the median age for wāhine being 26.5 years and for the tāne 20.9 years.

Over half (51.5%) of Whanganui iwi were under the age of 25 years and 5.4% were aged over 65 years.

In 2013, age grouping breakdowns show:

- 11.1% (or 1,302 individuals) were aged 0 – 4 years
- 20.2% (or 2,361 individuals) were aged 5 – 13 years
- 20.2% (or 2,361 individuals) were aged 14 – 24 years
- 23.9% (or 2,790 individuals) were aged 25 – 44 years
- 19.2% (or 2,244 individuals) were aged 45 – 64 years, and
- 5.4% (or 636 individuals) were aged 65 years and over

Figure 4: Composition of Whanganui iwi by age and gender, Aotearoa, 2013



Data source: Statistics New Zealand, Census of Population and Dwellings

Connection

Connection by Iwi Affiliation

Just over half (54.4%) of Whanganui uri living in the Whanganui District wrote Whanganui iwi as their first response³ in the 2013 Census.

Under half (47.4%) of Whanganui iwi living across Aotearoa wrote Whanganui iwi as their first response in the 2013 Census. 27.9% wrote Whanganui iwi as their second response, 15.0% as their third, 7.6% as their fourth and 2.1% as their fifth.

A special data request for counts⁴ of raw responses shows, for the first time, numbers from the 2013 Census for Ngāti Rangī, Ngāti Uenuku, Te Wainui a Rua, Tūpoho, Hinengakau and Tamaupoko (see Figure 5).

Figure 5: Special raw response counts for selected iwi, 2013

Counts of raw data from the 2013 Census also show that:

- ❖ **11,646** people affiliated with **Ngāti Rangī**
- ❖ **561** people affiliated with **Ngāti Uenuku**
- ❖ **243** people affiliated with **Te Wainui a Rua**
- ❖ **81** people affiliated with **Tūpoho**
- ❖ **12** people affiliated with **Hinengakau**, and
- ❖ **9** people affiliated with **Tamaupoko**.

Data Source: Statistics New Zealand, Customised Data

The highest iwi affiliation for Whanganui iwi members (after Whanganui iwi) is Ngāti Tuwharetoa. Nearly one fifth (16.7% or 1,953 people) of Whanganui iwi also affiliate to Ngāti Tuwharetoa. In the Whanganui District, Ngā Rauru and Ngāti Apa also had relatively high affiliation from Whanganui uri.

The 10 highest other iwi affiliation for Whanganui iwi in Aotearoa and Whanganui District are contained in the following table.

Table 1: Other iwi affiliations for Whanganui iwi, Whanganui District and Aotearoa, 2013

Iwi	Whanganui iwi NZ		Whanganui iwi in Whanganui	
	%	Count	%	Count
Ngāti Tuwharetoa	16.7%	1,953	13.3%	378
Ngāti Kahungunu	8.5%	999	5.9%	168
Ngāpuhi	7.9%	924	6.0%	171
Ngāti Maniapoto	6.1%	708	3.9%	111
Ngā Rauru	5.9%	684	12.3%	351
Ngāti Porou	5.8%	681	4.6%	132
Ngāti Raukawa	5.1%	600	3.4%	96
Ngāti Apa	4.7%	555	9.4%	267
Waikato-Tainui	3.9%	456	2.5%	72
Te Arawa	3.8%	447	2.6%	75

Data source: Statistics New Zealand, Census of Population and Dwellings

³ People are limited to five iwi responses in the Census. We have chosen to look at the proportions of affiliation by first response as a proxy for levels of connection.

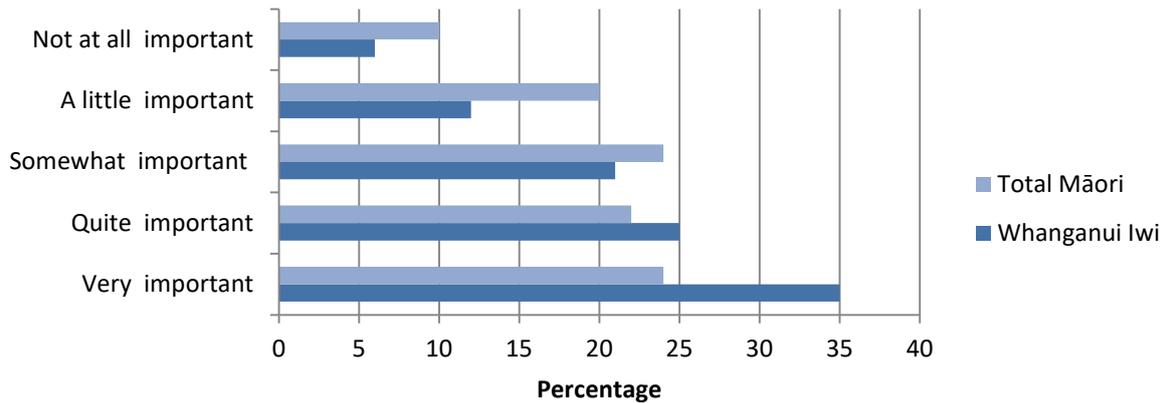
⁴ These counts are from a lower level of the classification (and from synonyms provided), so should be viewed with caution as they are raw counts and not subject to the same rigour as output level data.

Connection to Culture

Being culturally connected, or engaged in Māori culture, is ‘Very or Quite important’ for 60% of Whanganui iwi. This compared with 46% of the total Māori population in 2013.

6% of Whanganui iwi felt being engaged in Māori culture was ‘not at all important’, this compared with 10% of the total Māori population in Aotearoa.

Figure 6: Proportion and levels of importance of being engaged in Māori culture for Whanganui iwi and total Māori populations, Aotearoa, 2013

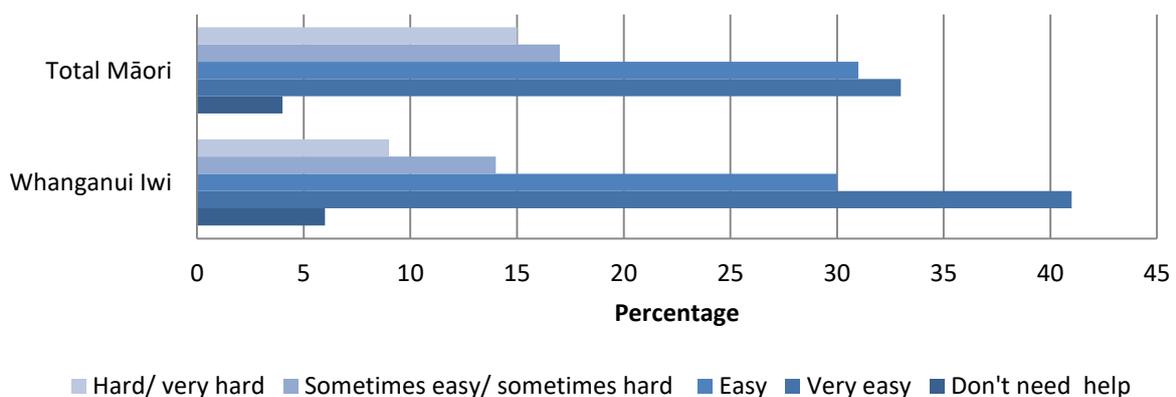


Data source: Statistics New Zealand, Te Kupenga

Being culturally connected generally means it is easier to find cultural support when needed. This is reflected in a high proportion (71%) of Whanganui iwi being able to find support with Māori cultural practices ‘easy or very easy’. This compared with 64% of the total Māori population, who found it ‘easy or very easy’ to find support with Māori cultural practices such as attending tangihanga, conducting pōwhiri and karakia.

9% of Whanganui iwi found it ‘hard or very hard’ to find any cultural support in 2013, a lower proportion than the total Māori population in Aotearoa (15%).

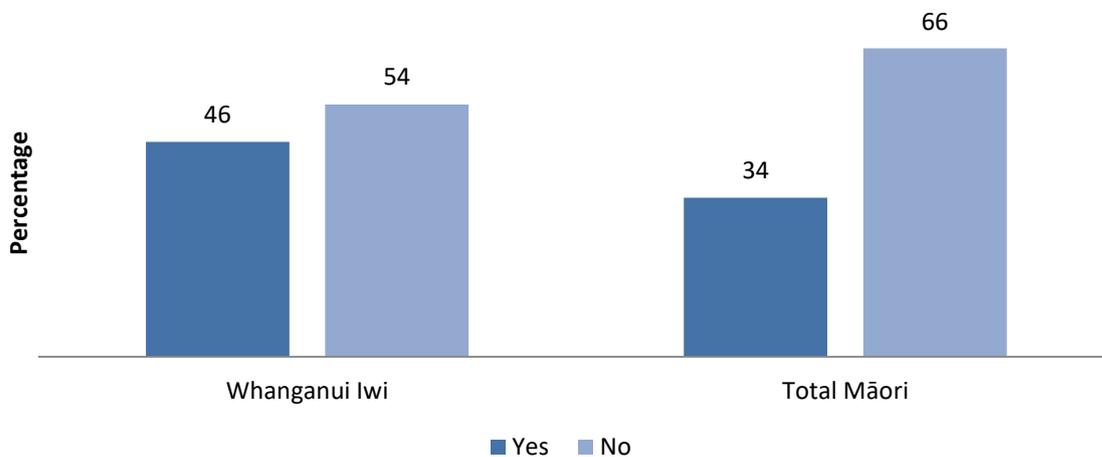
Figure 7: Proportions and levels of ease of getting support with Māori cultural practices for Whanganui iwi and total Māori population, Aotearoa, 2013



Data source: Statistics New Zealand, Te Kupenga

In 2013, just over half (54%) of Whanganui iwi had not been back to their ancestral Marae in the previous 12 months. This compared with two thirds (66%) of Māori in Aotearoa who had not been back to their Marae in the previous 12 months.

Figure 8: Proportion of Whanganui iwi and total Māori population who visited their ancestral Marae in the previous 12 months, Aotearoa, 2013



Data source: Statistics New Zealand, Te Kupenga

Connection to Language

In 2013, 31.4% (or 3,654 individuals) of Whanganui iwi spoke te reo Māori. This was a slight increase in people (138 individuals) between 2006 and 2013 but a decline proportionally (down from 33.8% in 2006).

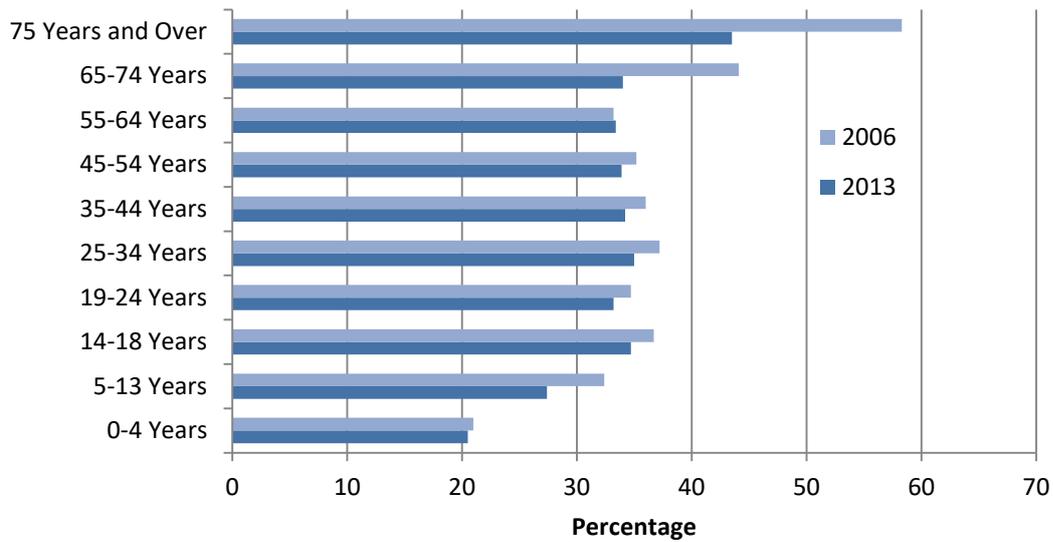
For Māori across Aotearoa, 18.4% could hold a conversation in te reo Māori in 2013. This declined from 20.0% in 2006.

A third (33.1%) of Whanganui iwi wāhine can kōrero te reo Māori, this compared with 29.4% of Whanganui iwi tāne in 2013.

Over a third (35.6%) of Whanganui iwi living in the Whanganui District were able to hold a conversation in te reo Māori. Similar to the national trend, a higher proportion of wāhine could kōrero te reo Māori compared to tāne (37.2% of Whanganui iwi wāhine compared with 33.6% of tāne).

Across nearly all age groupings the proportion of te reo Māori speakers has declined between 2006 and 2013 for the total Whanganui iwi population. In the 55 – 64 year age grouping, there was very minimal change (from 33.2% in 2006 to 33.4% in 2013).

Figure 9: Proportion of Whanganui iwi who can hold a conversation in te reo Māori by age, Aotearoa, 2006, 2013

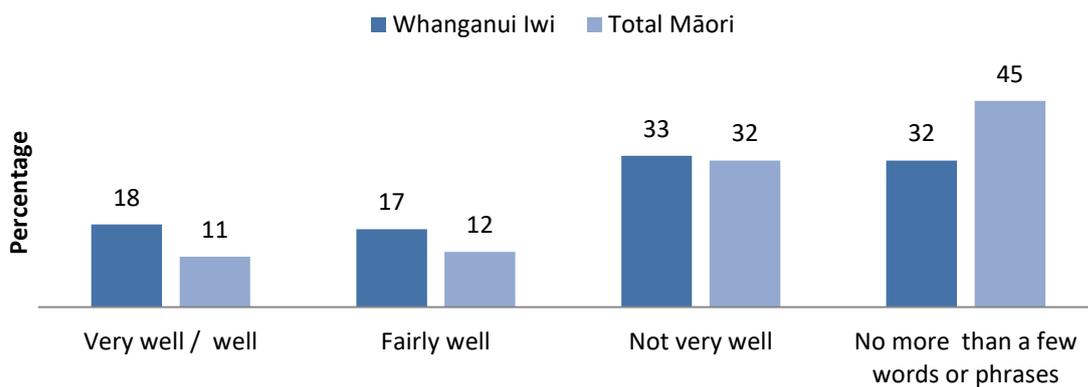


Data source: Statistics New Zealand, Census of Population and Dwellings

When self-rating their ability to kōrero Māori, Whanganui iwi generally rated their ability to kōrero Māori higher than the total Māori population in Aotearoa. In a day to day conversation:

- 18% could talk about many or almost anything in te reo Māori (or speak very well or well),
- 17% could talk about some things in te reo Māori (or speak fairly well),
- 33% could talk about simple or basic things in te reo Māori (or not speak very well),
- 32% could speak no more than a few words in te reo Māori.

Figure 10: Proportions of self-rated ability to speak te reo Māori of Whanganui iwi and total Māori population, Aotearoa, 2013



Data source: Statistics New Zealand, Te Kupenga

Connection by Ethnicity

The majority (95.7%) of Whanganui iwi affiliated with the Māori ethnic group in 2013 (a slight increase from 94.4% in 2006).

Whanganui iwi also affiliated with the European ethnic group (42.3%), Pacific peoples (5.9%), Asian ethnic group (1.5%) and 0.9% with other ethnicities (including MELAA⁵).

There is a slight increase in the proportion of Whanganui iwi affiliating with the European ethnic group in 2013 (42.3%) compared with 2006 (36.2%). There is also a decrease in 'other ethnicity' group affiliation from 2006 (3.6%) to 2013 (0.6%)⁶.

For Whanganui iwi, ethnic affiliation to the Māori Ethnic group stays relatively similar across the age groups, only ranging from 94.8% - 96.6%. It decreases slightly from 65 + years old (93.3% of 65 -74 year olds and 90.5% of 75 years and older affiliate with the Māori ethnic group).

Younger Whanganui iwi members are more ethnically diverse than the older generations. Younger age groups have higher affiliation with European and Pacific ethnicities compared with the older generations. 0-4 year olds have over half (53.3%) affiliating with European ethnic group and 12.2% also affiliate with Pacific peoples.

Connection to Religion

Under half (45.1%) of Whanganui iwi affiliate with Christian religion, with 14.4% affiliating to Māori Christian religions such as Ratana. Over a third (36.9%) of Whanganui iwi had no religious affiliations in 2013.

Regions with the highest proportion of no religious affiliation, for Whanganui iwi, were Otago (64.6%) and Nelson (52.9%).

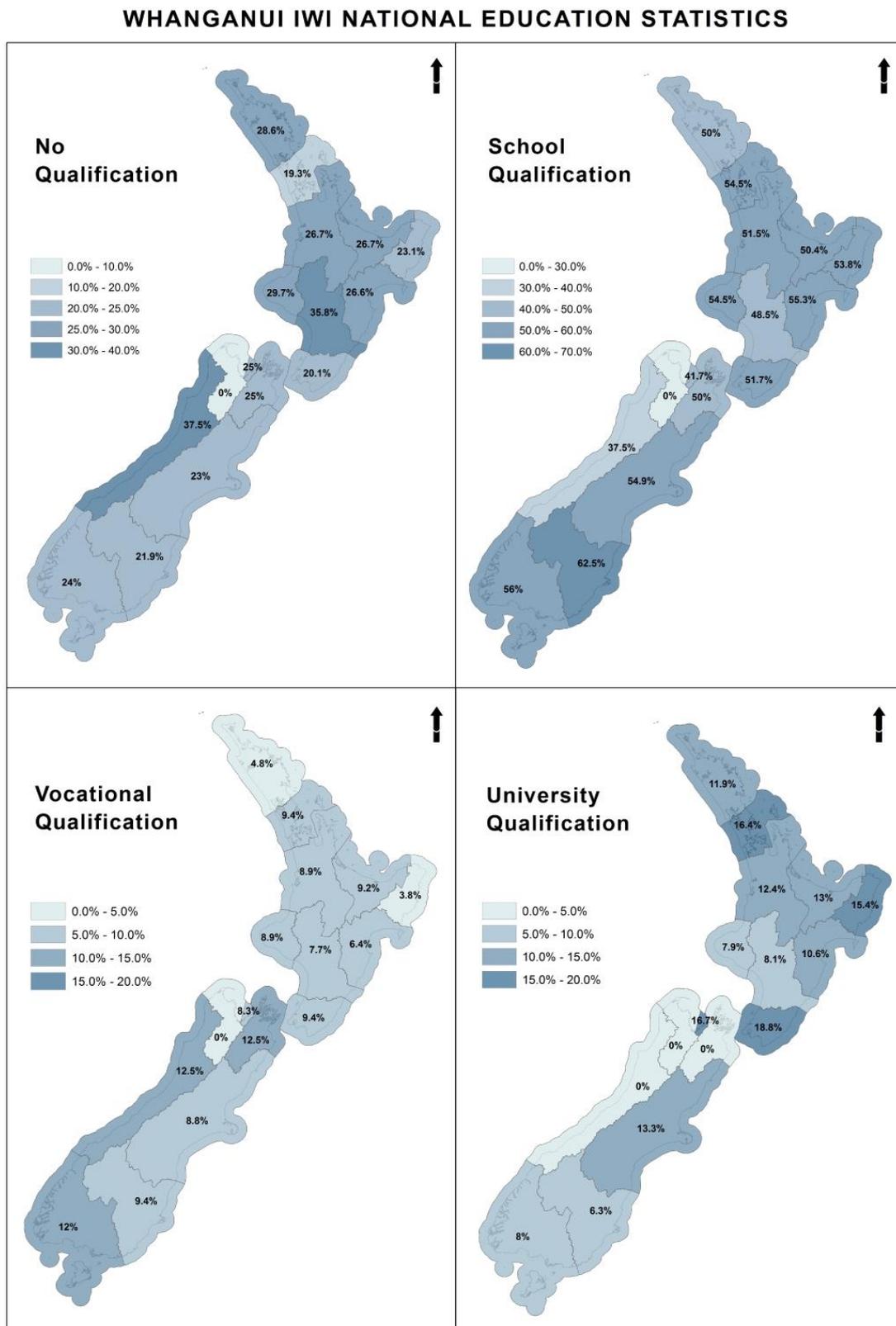
Gisborne, West Coast, Marlborough and Northland regions had the highest rates of affiliation with Christian religions, for Whanganui iwi (54.2%, 58.3%, 58.3% and 50.7% respectively).

Southland (18.2%), Bay of Plenty (16.6%) and Manawatu-Whanganui (16.4%) had the highest rates of affiliation with Māori Christian religions, for Whanganui iwi.

⁵ MELAA refers to Middle Eastern/Latin American/African

⁶ This may be partly attributable to the influx of 'New Zealander' responses in the 2006 Census, which were coded to the 'Other Ethnicity' category. In 2013 there were not as many 'New Zealander' responses received and of those received in 2013, they were recoded to European ethnic group.

Figure 11: Distribution of qualifications for Whanganui iwi by region, Aotearoa, 2013



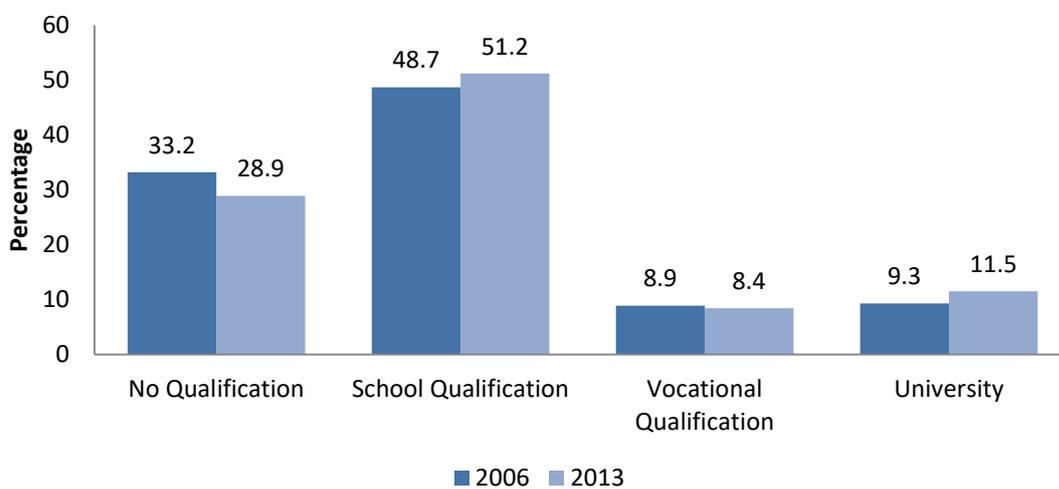
Living Situation

Education

Formal education levels, for Whanganui iwi, have increased from 66.9% in 2006 to 71.1% in 2013. In comparison, the total Māori population formal education levels increased from 62.7% in 2006 to 68.7% in 2013.

The majority of Whanganui iwi adults (those aged 15 years and over) who held a formal qualification, had a school qualification as their highest qualification. Whanganui iwi with Bachelors' or higher degrees (University qualifications) as their highest qualification increased from 9.3% in 2006 to 11.5% in 2013.

Figure 12: Proportion of Highest Qualifications for Whanganui iwi, Aotearoa, 2006, 2013



Data source: Statistics New Zealand, Census of Population and Dwellings

Outside of the Manawatu-Whanganui region (where over 40% of the adult Whanganui iwi population live), Wellington region and Auckland region had the highest proportions of Whanganui iwi members with University qualifications. Of the Whanganui iwi aged 15 years and over with University qualifications as their highest qualification, 21.8% were living in Wellington and 14.5% were living in Auckland.

For Whanganui iwi living in the Whanganui district, 65.0% had a formal qualification. Over a third (35.0%) of Whanganui iwi had no formal qualifications, 7.8% had University qualifications, 8.1% had vocational qualifications and close to half (49.1%) had school qualifications as their highest formal qualification.

Around 300 Whanganui iwi adults were living in Wellington city at the time of the 2013 Census, 27.8% held University qualifications as their highest qualification, only 12.4% had no formal qualifications.

As at March 2015, 94.9% of Whanganui iwi new entrants had prior participation in early childhood education, including Kohanga Reo. Those new entrants living outside the rohe⁷ had a slightly higher proportion of prior participation compared with those living within the rohe (96.9% compared with 92.0%).

In 2014, 3056 Whanganui iwi tamariki and rangatahi were attending primary or secondary schools. The majority were attending schools outside the rohe (62.2% or 1901 students). A higher proportion of Whanganui iwi tamariki and rangatahi attending schools inside the rohe were in Māori medium education, compared to those attending schools outside the rohe (18.3% compared with 12.5%).

Table 2: Whanganui iwi student population, Whanganui and Aotearoa, 2014

Whanganui iwi students	Count	# in Māori medium	% in Māori Medium
Within the Rohe	1155	212	18.3
Outside the Rohe	1901	238	12.5
Total Whanganui iwi	3056	450	14.7

Data Source: Ministry of Education, Iwi Education Profiles

In 2014, Whanganui iwi made up 15.0% of the total student population in schools in the Whanganui rohe (Māori made up 37.4% of all students).

The national target for school leavers qualifications is 85% leaving with NCEA level 2 or above by 2017. In 2014, 57.1% of Whanganui iwi left school with NCEA level 2 or above, well below the target. There was a slight difference by gender, with 59.2% of Whanganui iwi kōtiro and 54.7% of Whanganui iwi tamariki tāne leaving school with NCEA level 2 or above.

⁷ The rohe as defined by Te Puna Mātauranga o Whanganui and the Ministry of Education.

Work

Work and Labour Force Status

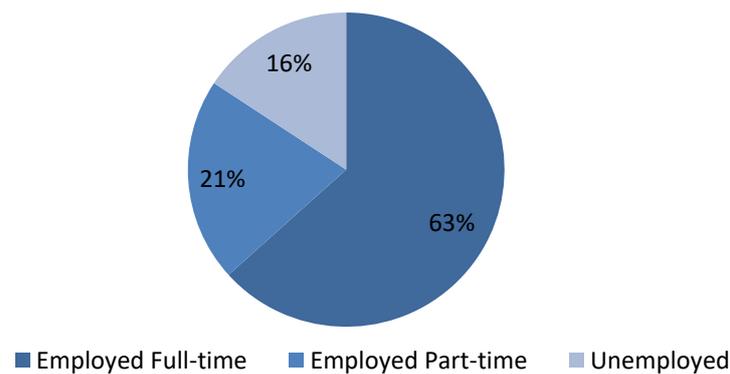
At the time of the 2013 Census, 7755 Whanganui iwi members were in the working age population (aged 15 years and over). Of that working age population 67.9% were in the labour force (working or looking for work).

This compared with 6636 iwi members in 2006 who were in the working age population and 71.4% in the labour force.

In 2013, 63.4% of the Whanganui iwi labour force were employed full-time. One fifth (21.0%) were working part time.

The unemployment rate increased for Whanganui iwi from 10.3% (or 489 people) in 2006 to 15.7% (or 828 people) in 2013.

Figure 13: Proportion of Whanganui iwi adults by work and labour force status, Aotearoa, 2013



Data source: Statistics New Zealand, Census of Population and Dwellings

Of the 1869 Whanganui iwi residing in the Whanganui District and in the working age population, 64.8% were in the labour force (working full or part time, or looking for work).

In 2013, the unemployment rate for Whanganui iwi in the Whanganui District, was 19.1%. Wāhine were more likely to be unemployed than tāne, with 66.2% of Whanganui iwi, in the Whanganui District, who were unemployed being wāhine compared with 33.8% being tane.

Rangatahi make up 39.0% of the unemployed Whanganui iwi members who were living in the Whanganui District (this was 90 rangatahi aged 15 – 24 years who were looking for work in 2013).

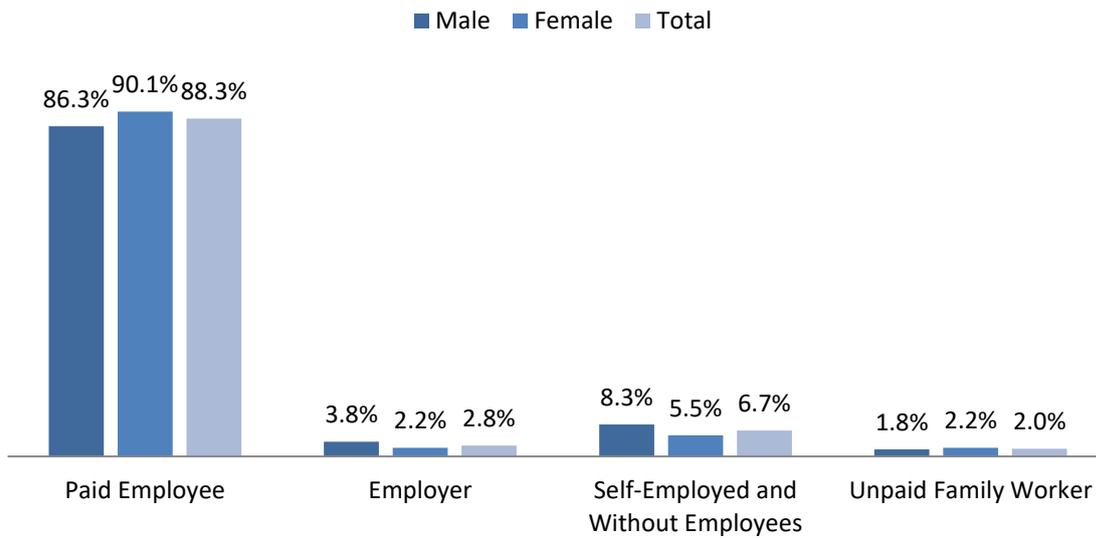
The majority of part-time workers are wāhine (70.1%).

Employment Status

In 2013, 88.3% of employed Whanganui iwi members were paid employees, 2.0% were unpaid family workers and just under 10% (or 414 of Whanganui iwi) were self-reported ‘business owners’ – 2.8% were employers of others and 6.7% were self-employed without employees.

In 2006, 89.9% of Whanganui iwi were paid employees, 8.2% (or 336 of Whanganui iwi) were business owners (with 2.6% employers of others and 5.6% self-employed without employees).

Figure 14: Proportion of Whanganui iwi adults by employment status and gender, Aotearoa, 2013



Data source: Statistics New Zealand, Census of Population and Dwellings

A higher proportion of Whanganui iwi tāne were business owners than wāhine in 2013 (12.0% compared with 7.7% respectively).

Table 3: Whanganui iwi employers and self-employed without employees, Aotearoa, 2006, 2013

Whanganui iwi entrepreneurs		2006	2013
Employer	Tāne	63	75
	Wāhine	42	51
Self-Employed	Tāne	141	165
	Wāhine	87	129

Data Source: Statistics New Zealand, Census of Population and Dwellings

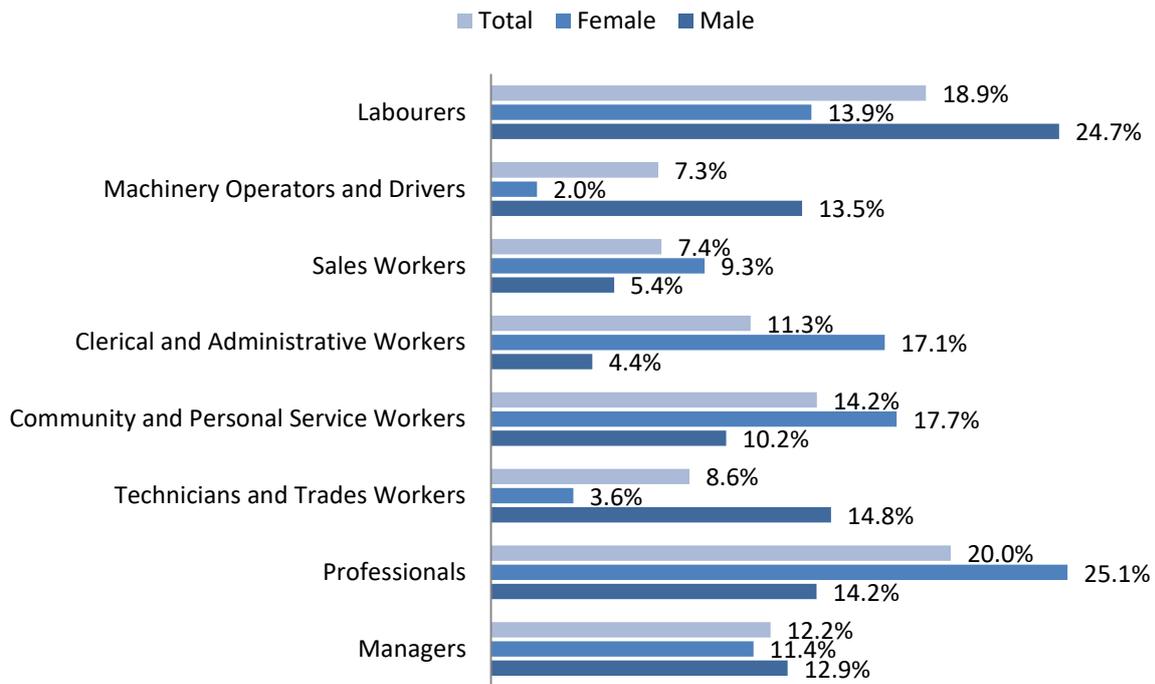
There was an increase in the numbers of Whanganui iwi wāhine and tāne business owners between 2006 and 2013. In particular, wāhine had a marked increase (48.3% increase) in those reporting their employment status as ‘self-employed, without employees, between 2006 and 2013.

Occupation

In 2013, ‘Professionals’ (20.0%) and ‘Labourers’ (18.9%) were the most common occupations held by employed Whanganui iwi.

Wāhine were more likely to have occupations as ‘Professionals’ (25.1% of wāhine and 14.2% of tāne were professionals) and tāne were more likely to have occupations as ‘Labourers’ (13.9% of wāhine and 24.7% of tāne were labourers).

Figure 15: Occupations distribution for employed Whanganui iwi adults by gender, Aotearoa, 2013



Data source: Statistics New Zealand, Census of Population and Dwellings

For Whanganui iwi living in Northland the most common occupations were Professionals (21.1%) and Community & Personal Service Workers (21.1%).

In the Bay of Plenty the most common occupations for Whanganui iwi in 2013, were Professionals (17.7%) and Labourers (17.7%).

In the Hawkes Bay, Taranaki, Manawatu-Whanganui, Southland and Otago regions the most common occupation for Whanganui iwi workers was Labourers (25.9%, 25.4%, 25.0%, 22.2% and 31.8% respectively of Whanganui iwi in those regions working as Labourers).

In the Auckland, Wellington, Gisborne and Waikato regions, the most common occupation for Whanganui iwi was Professionals (23.6% in Auckland, 24.5% in Wellington, 26.7% in Gisborne and 19.5% in Waikato working as professionals in 2013).

In Canterbury, 18.2% of Whanganui iwi in 2013, were working in occupations as Community & Personal Service Workers.

Industry

In 2013, the most common industry that Whanganui iwi were employed in was Education and Training (12.7%).

Industries of employment differ for wāhine and tāne, with the three most common industries Whanganui iwi wāhine were employed in being Health Care & Social Assistance (19.0%), Education & Training (17.7%) and Retail Trade (9.4%). For Whanganui iwi tāne, the three most common industries of employment were Manufacturing (18.8%), Agriculture, Forestry & Fishing (11.9%) and Construction (11.9%).

Figure 16: Industries of employment for employed Whanganui iwi adults, Aotearoa, 2013⁸



Data source: Statistics New Zealand, Census of Population and Dwellings

For Whanganui iwi living in the Whanganui District in 2013, the most common industries of employment were:

- 18.1% in Health Care & Social Assistance. Over a quarter (28.0%) of Whanganui iwi wāhine in the Whanganui District were working in this industry compared with 5.2% of the tāne.
- 20.3% in Manufacturing. Over a third (34.8%) of Whanganui iwi tāne in the Whanganui District were working in the Manufacturing industry, compared with 9.7% of wāhine.

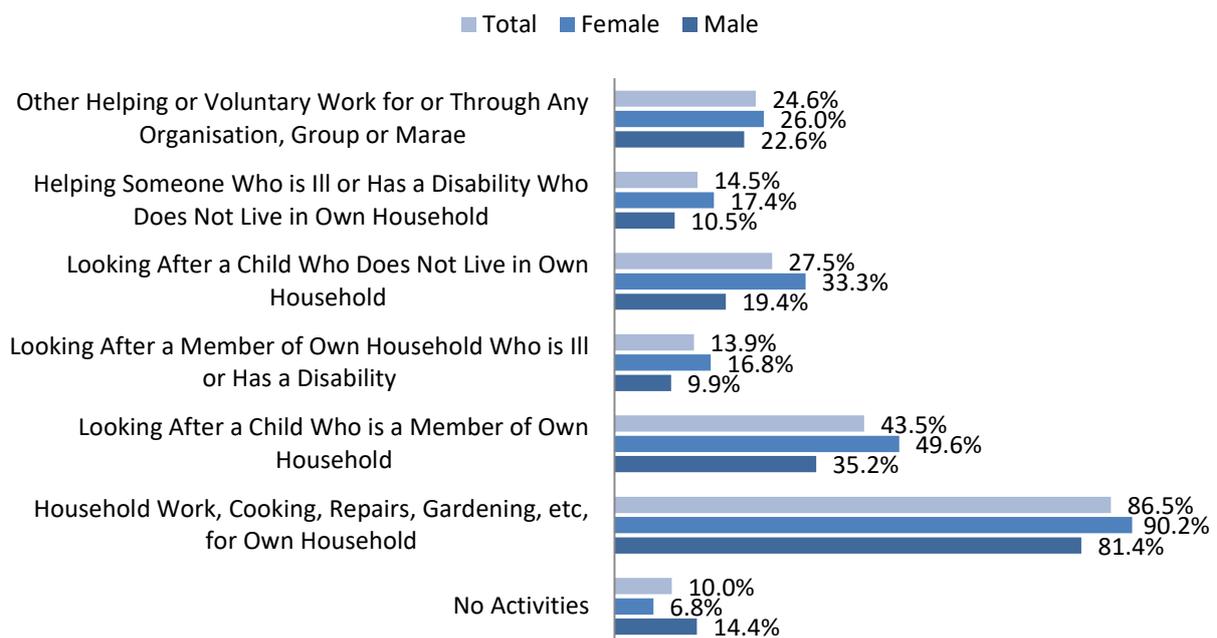
⁸ This word cloud depicts the most common industries of employment, for employed Whanganui iwi adults across Aotearoa. The larger and bolder the print, the more common the industry.

Unpaid Activities

In 2013, nearly a quarter (24.6%) of Whanganui iwi adults, those aged 15 years and over, were involved in voluntary work for or through any organisation, group or Marae.

The majority (86.5%) of Whanganui iwi did household work like cooking, repairs, gardening etc for their own household. Looking after a child who was a member of the household was the next most common unpaid activity (43.5%). Over a quarter (27.5%) also took care of a child who was not a member of their household.

Figure 17: Proportion of Whanganui iwi adults involvement in unpaid activities, Aotearoa, 2013



Data source: Statistics New Zealand, Census of Population and Dwellings

For Whanganui iwi adults living in the Whanganui District, 28.8% were involved in voluntary work including helping out at the Marae, 45.4% looked after a child in their household and 31.5% looked after a child who was not a part of their household without getting paid.

Income

In 2013, Whanganui iwi aged 15 years and over had a median income (half earn and half earn less than this amount) of \$22,400 per annum. This was below the median income for the total Māori population in Aotearoa of \$23,700 and also below the median income for the total New Zealand population of \$28,000.

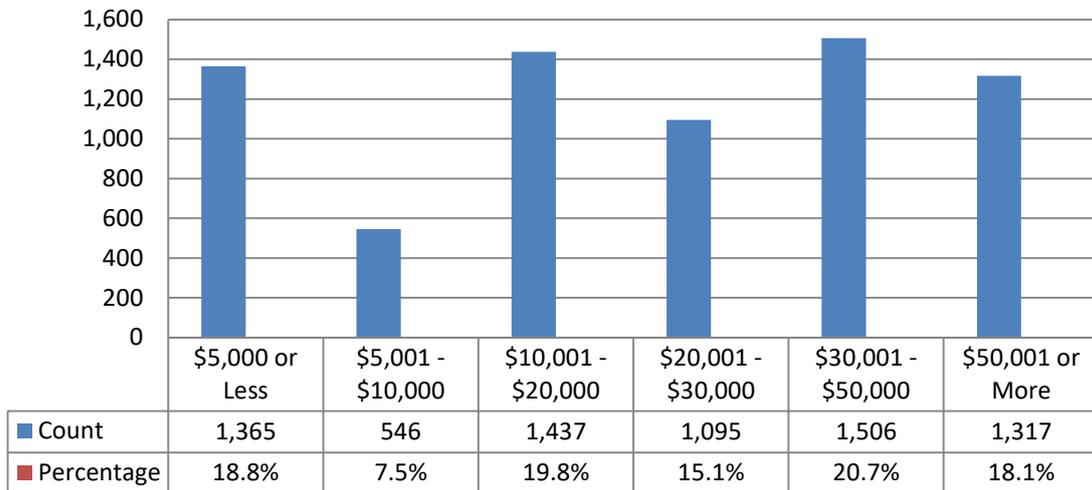
The median income for Whanganui iwi wāhine was less than the median income for Whanganui iwi tāne (\$20,300 compared with \$27,300 respectively).

Nearly one fifth (18.8% or 1365 iwi members) of Whanganui iwi earn less than \$5000.00 per annum. Of the 1,365 iwi members earning less than \$5000.00 per annum, over a half (56.5%) were aged 15 –

19 years. 18.2% of Whanganui iwi tāne earn less than \$5,000.00 per annum, this compares with 19.1% of Whanganui iwi wāhine aged 15 years and over.

In 2013, 18.1% (or 1317 iwi members) were earning greater than \$50,000 per year. Six out of ten iwi members earning over \$50,000 per year are aged between 35 – 54 years old. Nearly a quarter (23.9%) of tāne earn \$50,000 per year, compared with 13.9% of wāhine.

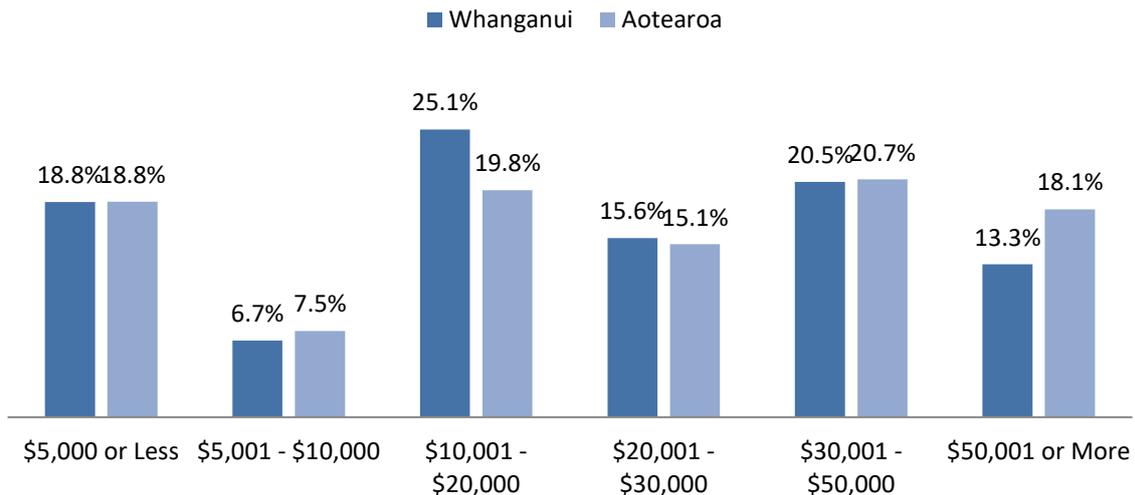
Figure 18: Numbers and proportions of personal income for Whanganui iwi, Aotearoa, 2013



Data source: Statistics New Zealand, Census of Population and Dwellings

A quarter (25.1%) of Whanganui iwi living in the Whanganui District earn between \$10,000-\$20,000 per year, and 13.3% earn \$50,000 or more per year.

Figure 19: Distribution of personal income for Whanganui iwi, Whanganui District and Aotearoa, 2013



Data source: Statistics New Zealand, Census of Population and Dwellings

For employed Whanganui iwi adults, those aged 15 and over, income levels varied across the regions. Whanganui iwi living in the regions of Auckland and Wellington tended to have higher incomes. West Coast and Southland have relatively high median incomes but the actual numbers are considerably lower (with 24 people in West Coast and 87 in the Southland regions compared with 780 and 1011 adults in Auckland and Wellington respectively).

Table 4: Median Income for Whanganui iwi by region, Aotearoa, 2013

	Median Personal Income (\$)
Northland	20,800
Auckland	27,100
Waikato	22,600
Bay of Plenty	25,100
Gisborne	20,800
Hawke's Bay	21,800
Taranaki	21,500
Manawatu-Whanganui	20,000
Wellington	28,700
West Coast	30,800
Canterbury	23,900
Otago	13,100
Southland	33,300
Tasman	20,800
Nelson	20,800
Marlborough	22,500
Total Whanganui iwi, Aotearoa	22,500
Total NZ Māori	23,700

Data source: Statistics New Zealand, Census of Population and Dwellings

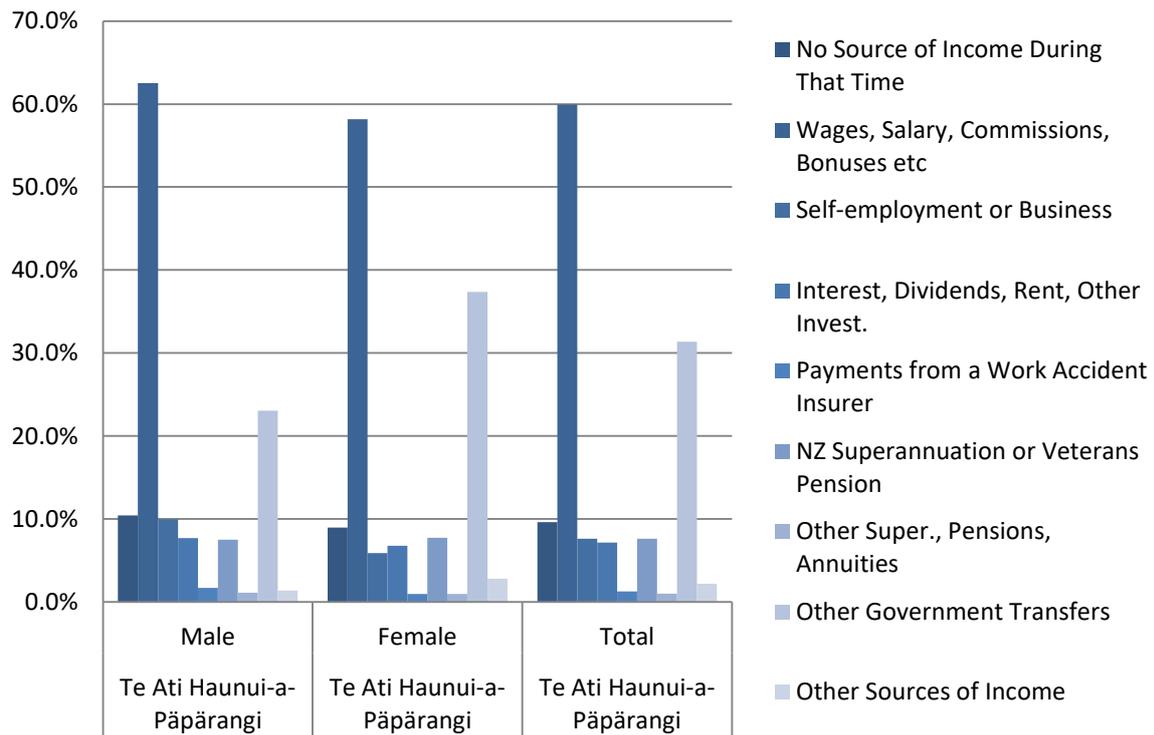
Otago region also had low actual numbers (99 people) but the low median income could also be reflective of the mainly student iwi population residing there.

Sources of Income

In 2013, 60.0% of Whanganui iwi received income from wages or salaries. This was slightly down from 66.3% in 2006.

Self-employed or own business was a source of income for 7.6% of Whanganui iwi. Nearly a third (31.3%) of Whanganui iwi received income support from the government in 2013.

Figure 20: Proportions of main income source for Whanganui iwi adults by gender, Aotearoa, 2013



Data source: Statistics New Zealand, Census of Population and Dwellings

Whanganui iwi members living in the Manawatu-Whanganui region reported the highest numbers receiving income from self-employment or businesses (with 180), the next highest numbers were in Wellington (93) and Auckland (81).

Although the Northland region had the highest proportion of Whanganui iwi receiving income support from the government (33.3%), that was 45 people.

The largest numbers of Whanganui iwi receiving income support were in the Manawatu-Whanganui region (1,128 people), followed by Wellington (270 people) and Auckland (225 people).

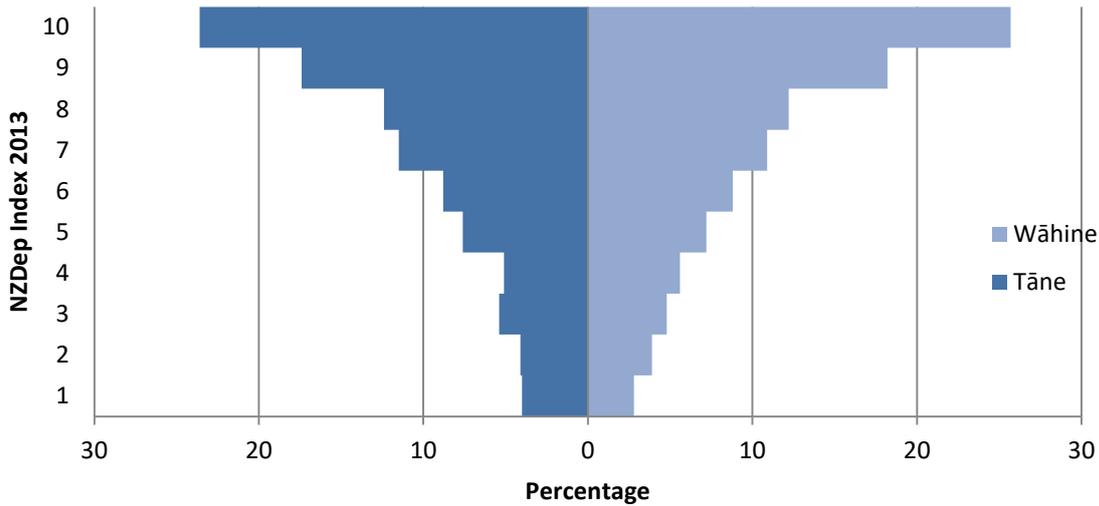
Canterbury region had the highest proportion of Whanganui iwi receiving income from salaries and wages (72.9% or 258 people) and the lowest proportion of Whanganui iwi receiving income support from the government in 2013 (22.9% or 81 people).

Deprivation Index

The New Zealand Deprivation Index 2013 (NZDep2013) shows that 42.6% of Whanganui iwi across Aotearoa were living in the most highly deprived areas (NZDep2013 areas 9 and 10)⁹. This compared with 36.6% of the total Māori descent population, who were living in the most highly deprived areas.

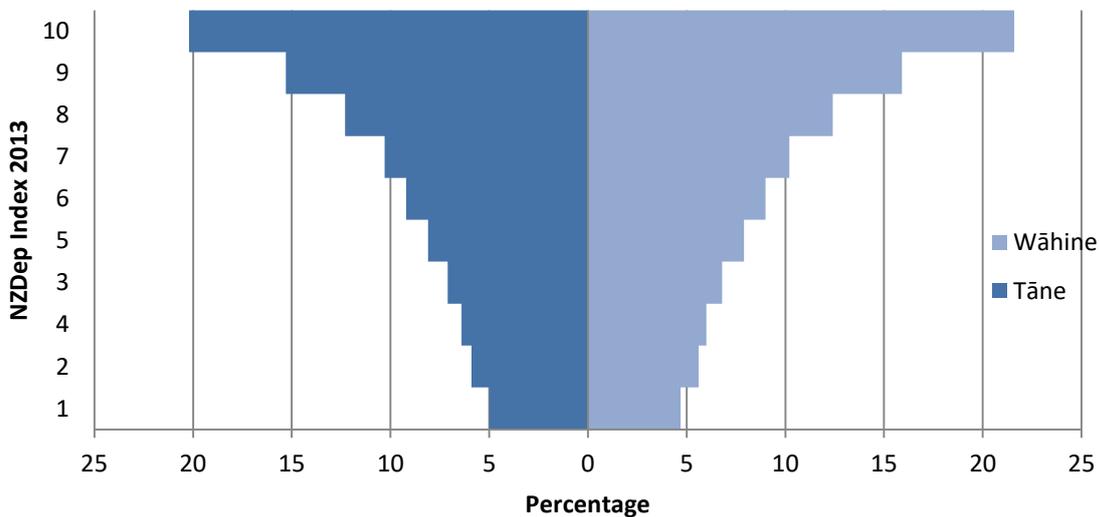
In 2013, 7.4% of Whanganui iwi across Aotearoa were living in the least deprived areas (NZDep2013 areas 1 and 2), this compared with 10.6% of the total Māori population in Aotearoa.

Figure 21: Deprivation composition by sex for Whanganui iwi, Aotearoa, 2013



Data source: Statistics New Zealand, Census of Population and Dwellings

Figure 22: Deprivation composition by sex for total Māori descent population, Aotearoa, 2013



Data source: Statistics New Zealand, Census of Population and Dwellings

⁹ The NZDep2013 estimates the relative socioeconomic deprivation of an area, and does not directly relate to individuals. NZDep2013 groups deprivation scores into deciles, where 1 represents the areas with the least deprived scores and 10 the areas with the most deprived scores. A value of 10 therefore indicates that an area is in the most deprived 10% of areas in New Zealand. More information is contained in the Appendix.

In 2006, 45.8% of Whanganui iwi were living in the most highly deprived areas (still using the NZDep2013 as comparison). This compared with 39.0% of Māori across Aotearoa.

In 2006, 6.3% of Whanganui iwi were living in the least deprived areas, this compared with 9.3% of the total Māori population.

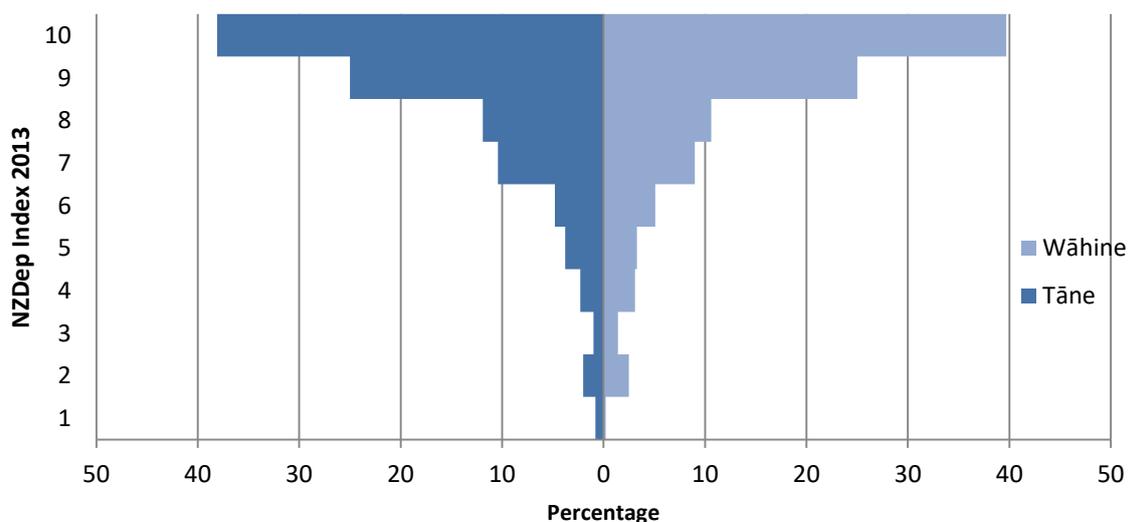
Of the 4746 Whanganui iwi across Aotearoa, living in the most highly deprived areas (NZDep2013 areas 9 & 10) in 2013:

- 46.0% (or 585) were 0 – 4 year olds,
- 42.8% (or 984) were 5 – 13 year olds, and
- 50.0% (or 303) were aged 65 years and over.

In 2013, close to two thirds (64.2% or 1746) of Whanganui iwi who were living in the Whanganui District were residing in the most highly deprived areas (NZDep2013 areas 9 and 10). This included:

- 70.8% of the 0 – 4 years olds (or 255),
- 65.6% of the 5 – 13 year olds (or 372), and
- 68.4% of those aged 65 years and over (or 117).

Figure 23: Deprivation composition by sex for Whanganui iwi, Whanganui District, 2013

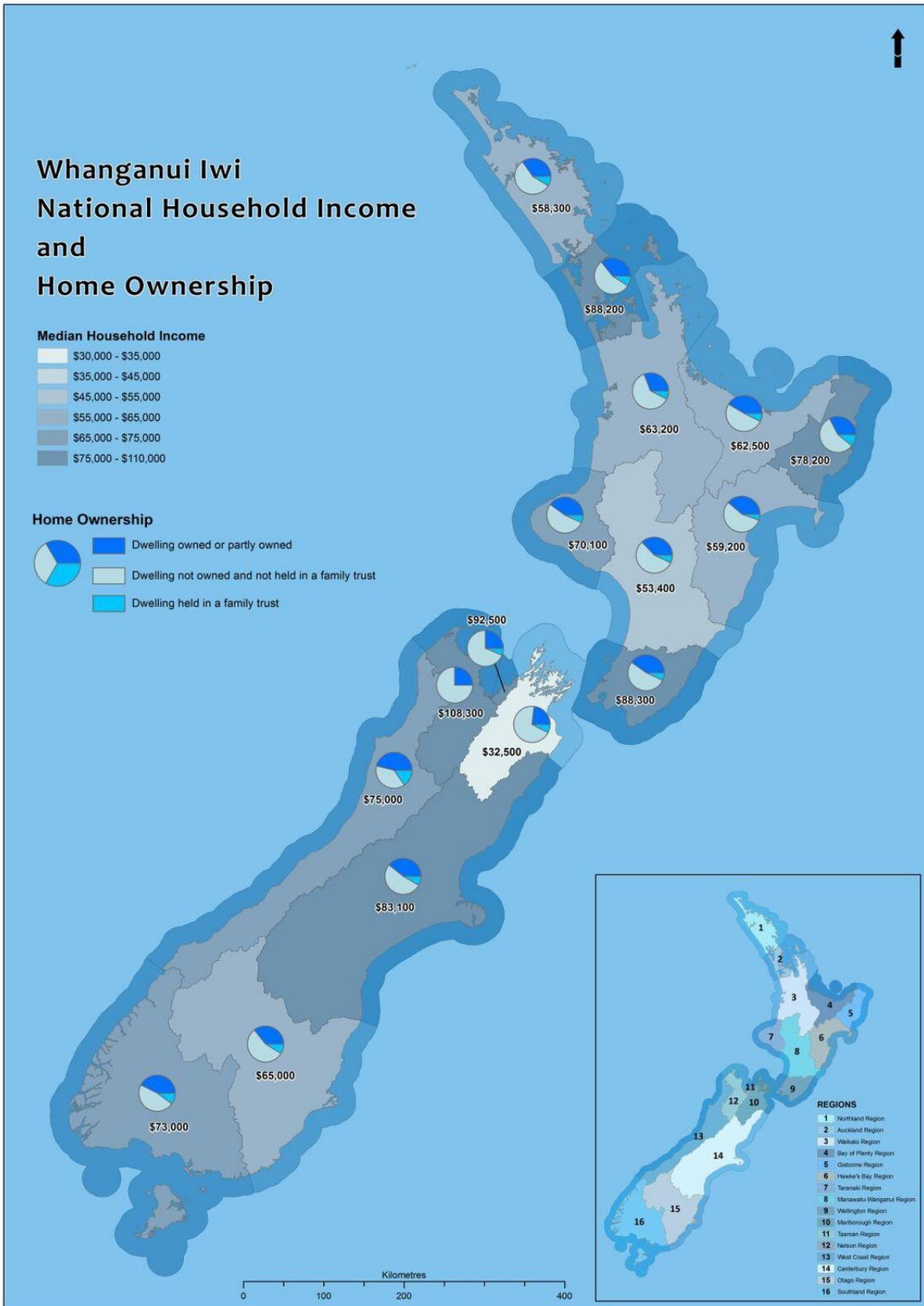


Data source: Statistics New Zealand, Census of Population and Dwellings

Across the regions in 2013, the highest proportions of Whanganui iwi who were living in the most highly deprived areas, were in:

- Northland Region, over half (52.7% or 117 people) of Whanganui iwi living in Northland were living in the most highly deprived areas (areas 9 and 10 of the NZDep2013),
- Gisborne Region, 60.0% (or 81 people) of Whanganui iwi were living in the most highly deprived areas.
- Manawatu-Whanganui, 55.4% (or 2,694 people) of Whanganui iwi were living in the most highly deprived areas.

Figure 24: Distribution of household income and home ownership by region, Aotearoa, 2013



Whānau and Households

Relationship Status

In 2013, 27.9% of Whanganui iwi were 'Married', 4.6% were 'Separated', 6.1% 'Divorced or Dissolved', 4.2% Widowed. Over half (57.2%) had never been married or in a civil union, this is possibly reflective of the young age structure of the iwi population.

This compared with Māori across Aotearoa (30.0% Married, 4.7% Separated, 6.9% Divorced or Dissolved, 3.9% Widowed and 54.6% never been married or in a civil union).

Family Type

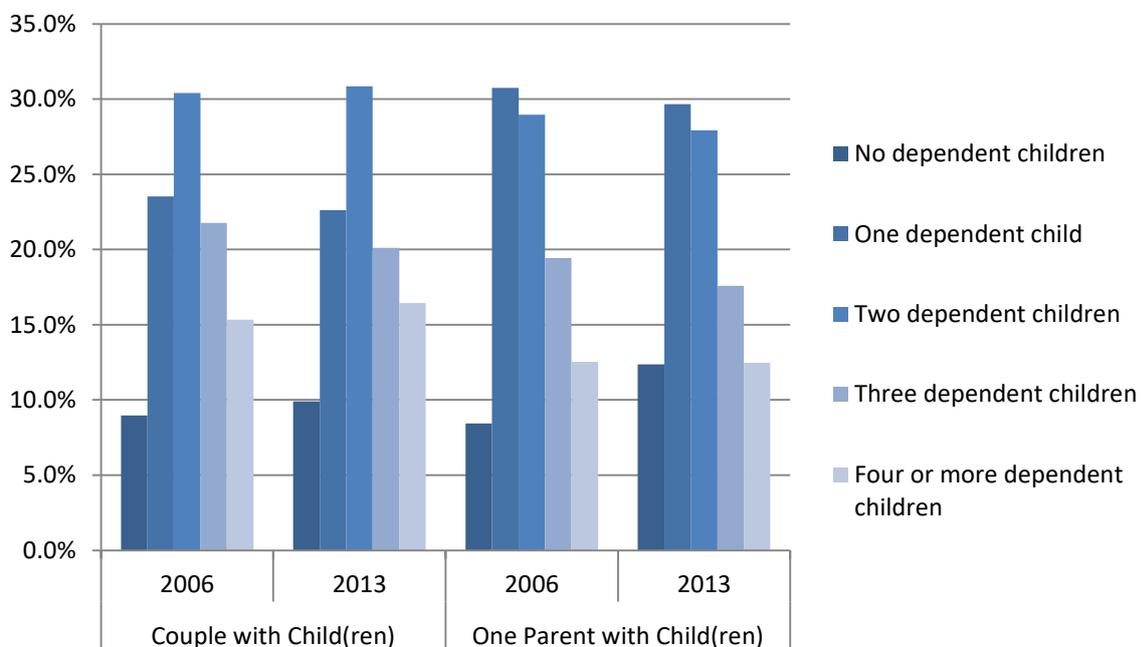
In 2013, 10.8% of Whanganui iwi were living in a family (whānau) with no dependent children, this was an increase from 8.8% in 2006.

In 2013, 'Couples with children' with 2 dependent children was the highest proportion (30.9%) of family type for Whanganui iwi. A similar proportion to 2006 (where 30.4% of couples with children had 2 dependent children).

In 2013, 22.6% of couples had one dependent child in 2013, 20.1% had 3 dependent children and 16.4% had 4 or more dependent children.

For single parent whānau in 2013, 29.7% had one dependent child, 27.9% had 2 dependent children, 17.6% had 3 dependent children and 12.5% had 4 or more dependent children.

Figure 25: Proportions of family type for Whanganui iwi, Aotearoa, 2006, 2013



Data source: Statistics New Zealand, Census of Population and Dwellings

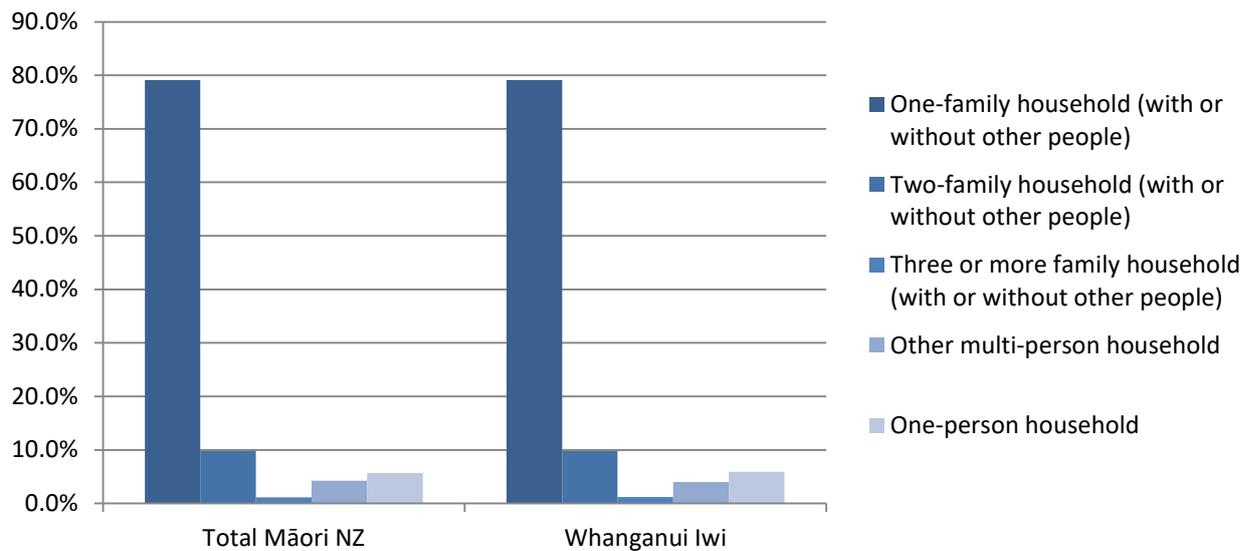
Household Composition

Whanganui iwi household composition was similar to the Māori descent population household composition in 2013.

Over three quarters (79.1%) of Whanganui iwi were living in one-family households, 9.8% were living in two-family households, 1.2% were living in 3 or more family households.

A small proportion of 4.0% were in living in ‘other multi-person households’ such as flatting situations, 5.9% of Whanganui iwi were living alone, in one-person households.

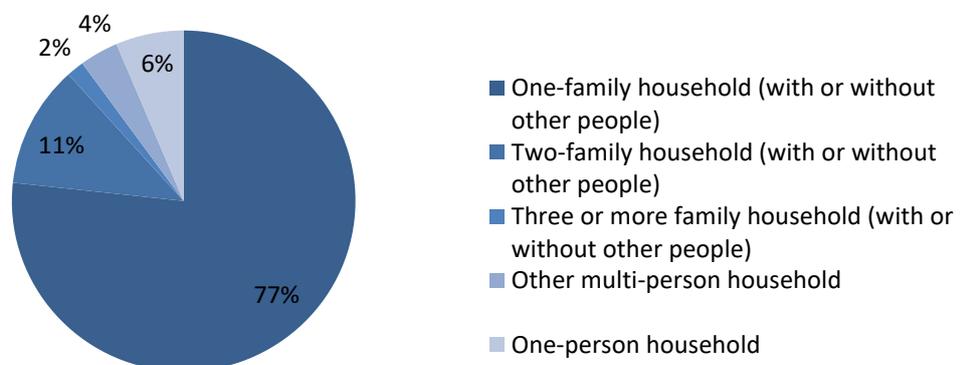
Figure 26: Distribution of household composition for Whanganui iwi and total Māori population, Aotearoa, 2013



Data source: Statistics New Zealand, Census of Populations and Dwellings

For Whanganui iwi living in the Whanganui District, 76.1% were living in one-family households. 11.6% were living in two-family households, 1.7% were living in 3 or more family households and 3.6% were living in multi-person households. One person households (or people living on their own) made up 6.4% of Whanganui iwi households in the Whanganui District.

Figure 27: Distribution of household composition for Whanganui iwi, Whanganui District, 2013



Data source: Statistics New Zealand, Census of Populations and Dwellings

Whanganui iwi living in the Auckland region had the highest proportion of two-family households (with 13.0% or 144 households with two families) and three or more family households (with 2.4% or 27 households with three or more families).

The five regions with the highest numbers of Whanganui iwi living alone (one-person households) were:

- Manawatu-Whanganui, 324
- Wellington, 75
- Waikato, 54
- Bay of Plenty, 48
- Auckland, 42

Household Income

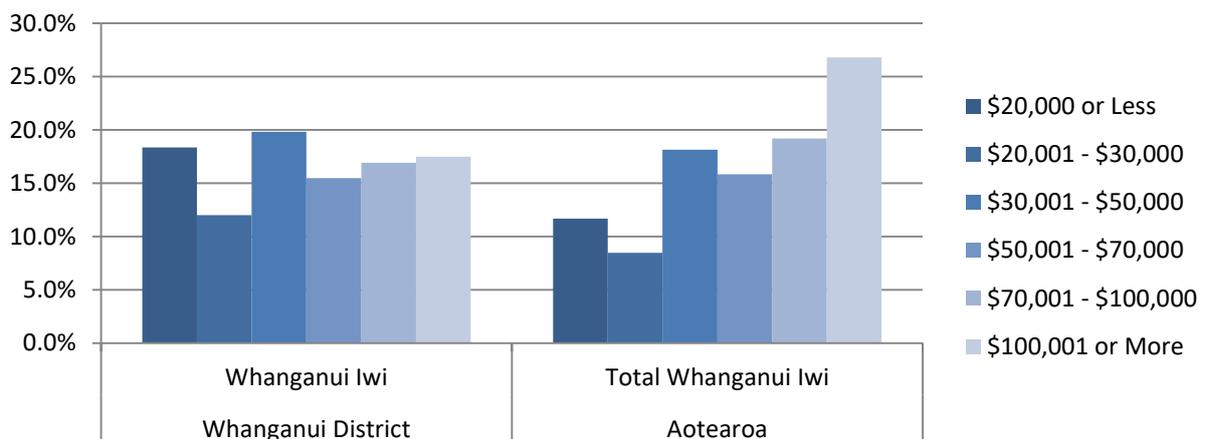
In 2013, the median household¹⁰ income (half earn more and half earn less than this amount) for Whanganui iwi households was \$64,800, this was slightly below the median household income for the total Māori population of \$67,600.

Over one quarter (26.8%) of Whanganui iwi households were receiving \$100,001 or more per year, 19.2% were receiving \$70,000 - \$100,000 and 11.7% were receiving \$20,000 or less per year.

Whanganui iwi households in the Whanganui District had a median income of \$50,000 per year.

In 2013, 17.5% of Whanganui households in the Whanganui District were receiving \$100,001 or more per year, 16.9% were receiving \$70,000 - \$100,000 and 18.4% were receiving \$20,000 or less per year. Of the 1,044 Whanganui iwi households receiving \$20,000 or less per year, 381 (or 36.5%) were in the Whanganui District.

Figure 28: Proportions of total household income for Whanganui iwi, Whanganui District and Aotearoa, 2013



Data source: Statistics New Zealand, Census of Population and Dwellings

¹⁰ Household Income represents the before-tax income for all people in the household, aged 15 years and over, for the 12 months ending 31 March 2013. Income may be from a variety of sources e.g. salary and wages, business, interest and dividends from investment, benefits etc.

Auckland, Wellington, Nelson, Canterbury and Tasman¹¹ regions all had median incomes over \$80,000 per annum.

At a territorial authority level, Whanganui iwi households with the highest median incomes were:

- Wellington City, \$107,000
- Lower Hutt City, \$95,700
- Auckland, \$88,400
- Porirua City, \$82,900
- Christchurch City, \$81,700

Table 5: Median household income for Whanganui iwi by Regions, Aotearoa, 2013

	Median Household Income (\$)
Northland Region	58,300
Auckland Region	88,200
Waikato Region	63,200
Bay of Plenty Region	62,500
Gisborne Region	78,200
Hawke's Bay Region	59,200
Taranaki Region	70,100
Manawatu-Wanganui Region	53,400
Wellington Region	88,300
Tasman Region	108,300
Nelson Region	92,500
Marlborough Region	32,500
West Coast Region	75,000
Canterbury Region	83,100
Otago Region	65,000
Southland Region	73,000
Total Whanganui iwi, Aotearoa	64,800

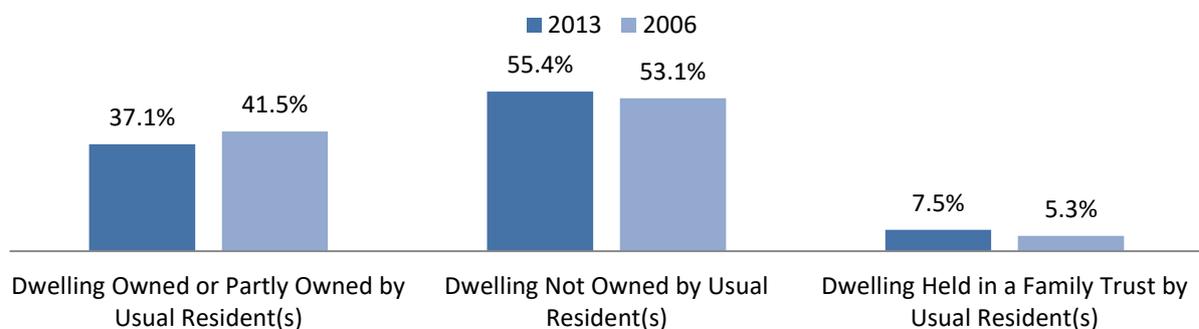
Data source: Statistics New Zealand, Census of Population and Dwellings

Home Ownership

Home ownership was a reality for 37.1% of Whanganui iwi aged over the age of 15 years, in 2013. This was a decrease from 41.5% in 2006.

There was a slight increase, between 2006 and 2013, of Whanganui iwi who lived in a home that was owned by a family trust (from 5.3% in 2006 to 7.5% in 2013).

Figure 29: Proportions of home ownership for Whanganui iwi, Aotearoa, 2006, 2013



Data source: Statistics New Zealand, Census of Population and Dwellings

¹¹ Tasman Region had very small numbers (15 households), use with caution.

Table 6: Home Ownership, Whanganui iwi by Regions, 2013

	Dwelling owned or partly owned	Dwelling not owned and not held in a family trust	Dwelling held in a family trust
Northland Region	34.3%	55.7%	8.6%
Auckland Region	35.6%	55.3%	9.2%
Waikato Region	30.8%	61.7%	7.5%
Bay of Plenty Region	41.1%	51.0%	7.3%
Gisborne Region	33.3%	57.8%	11.1%
Hawke's Bay Region	38.3%	55.6%	5.3%
Taranaki Region	40.3%	53.2%	7.1%
Manawatu-Whanganui Region	37.0%	55.8%	7.1%
Wellington Region	40.1%	52.9%	7.0%
Tasman Region	20.0%	60.0%	0.0%
Nelson Region	25.0%	68.8%	6.3%
Marlborough Region	23.1%	69.2%	7.7%
West Coast Region	54.5%	45.5%	18.2%
Canterbury Region	39.1%	52.7%	8.3%
Otago Region	35.6%	55.6%	8.9%
Southland Region	42.5%	47.5%	10.0%
Total Whanganui iwi, Aotearoa	37.1%	55.4%	7.5%
Total Māori, Aotearoa	38.1%	53.4%	8.5%

Data Source: Statistics New Zealand, Census 2013

Sector of Landlord

For those Whanganui iwi that were renting their homes in 2013, the majority (81.5%) were renting from a Private person, Trust or Business. A further 14.5% (or 777 households) were renting from Housing New Zealand Corporation, 1.5% (or 81 households) were renting from a Local Authority or City Council and 2.6% (or 138 households) were renting from other government organisations.

In 2013, 1398 Whanganui iwi households were renting homes in the Whanganui District. The majority (82.8%) were renting privately and 17.2% were renting from local and central government (0.5% Local Authority or City Council, 15.1% Housing New Zealand Corporation, 1.6% from other government organisations).

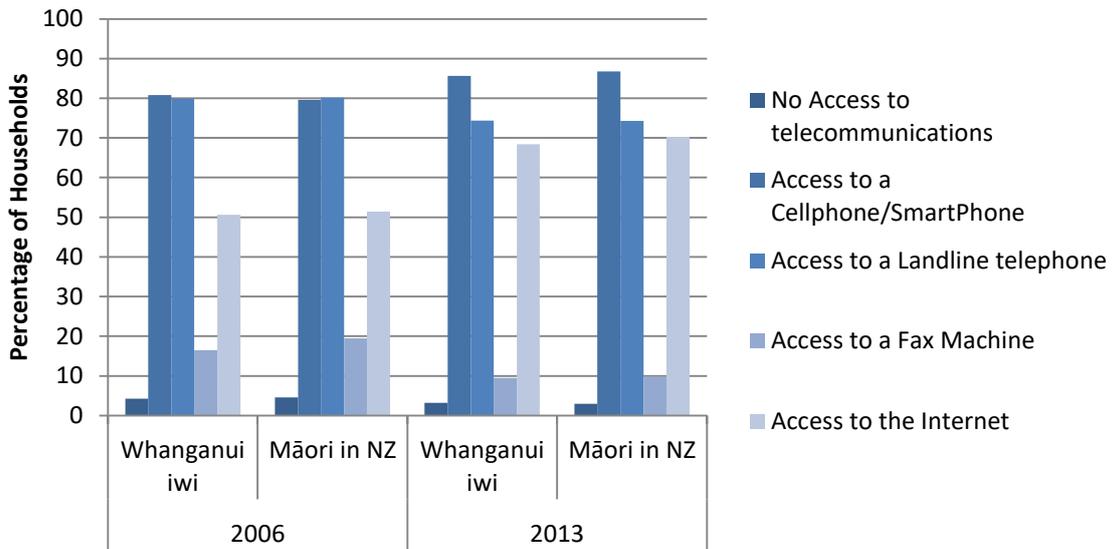
Access to Telecommunications

In 2013, 68.4% of Whanganui iwi households had access to the internet. This was an increase from 50.6% in 2006 and compares with 70.3% of Māori households in Aotearoa.

Nearly three quarters (74.4%) of Whanganui iwi had access to a landline (telephone). Just under 10% had access to a fax, this was a decline from 16.5% in 2006.

Access to a cellphone had increased from 80.8% in 2006 to 85.6% in 2013.

Figure 30: Proportions of access to telecommunications for Whanganui iwi and total Māori population, Aotearoa, 2006, 2013



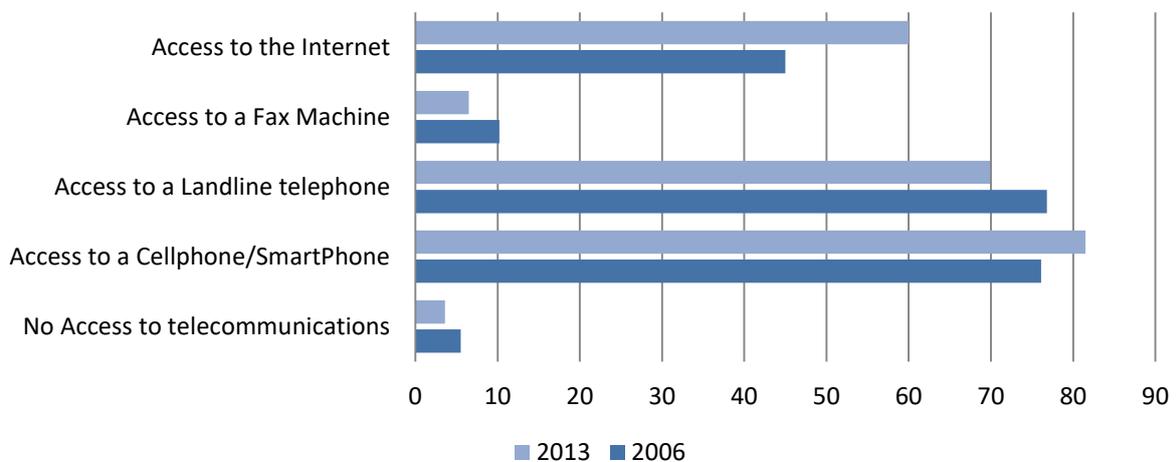
Data source: Statistics New Zealand, Census of Population and Dwellings

Regions with the lowest access to internet for Whanganui iwi were Northland (45.7% of Whanganui iwi households having access to internet), Manawatu – Whanganui (60.8% access to the internet) and West Coast Region in the South Island (58.3% access to the internet).

At the time of the 2013 Census, Whanganui iwi households in the Ruapehu District had the lowest access to the internet (with 55.9%) and also having the highest rate of ‘no access to telecommunications’ at 6.8%.

For Whanganui iwi living in the Whanganui District, there is greater access to telecommunications with a particular increase in access to the internet and cellphones. Access to fax machines and landline telephones had decreased.

Figure 31: Proportions of access to telecommunications for Whanganui iwi, Whanganui District, 2006, 2013

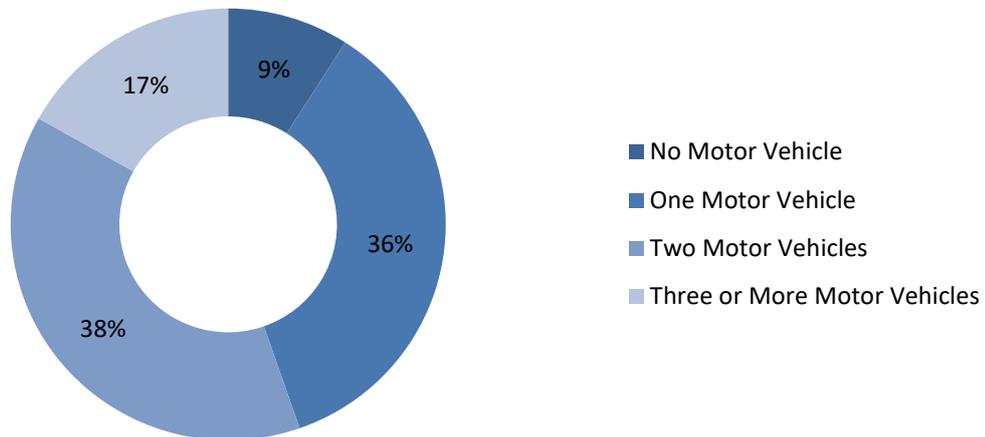


Data source: Statistics New Zealand, Census of Population and Dwellings

Number of Motor Vehicles

Nine out of ten (91.0%) Whanganui iwi households in Aotearoa had access to at least one motor vehicle. Two motor vehicle households were the most common (38.5%). Just under 10% of Whanganui iwi households had no motor vehicle.

Figure 32: Proportion of access to motor vehicles for Whanganui iwi, Aotearoa, 2013



Data source: Statistics New Zealand, Census of Population and Dwellings

Regions with the highest proportion of Whanganui iwi whānau with no motor vehicles were Northland, Taranaki, Manawatu-Whanganui and Marlborough (with 13.0%, 12.3%, 11.1% & 15.4% respectively).

Whanganui iwi living in the Whanganui District were mainly one car households (38.9%). Over a third (35.8%) of Whanganui iwi households in Whanganui District had two motor vehicles, 13.4% had three or more motor vehicles and 11.9% had no motor vehicles.

Other territorial authority level areas with relatively high proportions with no motor vehicles were Ruapehu District, Hastings District and New Plymouth District (12.6%, 11.3% and 11.4% respectively).

Conclusion

Distribution

Knowing who and where your people are is fundamental to informed decision making by and for iwi. Understanding the make-up of a population gives greater context and evidence for targeted interventions to help change, transform, and enhance lives.

Whanganui iwi population has been steadily growing and reached 11,691 people in the last Census (2013).

There are concentrated pockets of Whanganui iwi living in Wellington, Auckland and the Waikato Regions but the majority live in the Manawatu-Whanganui Region. 4 out of 10 Whanganui uri were living in the Manawatu-Whanganui Region, with nearly a quarter (24.4%) residing in the Whanganui District. Whanganui iwi make up less than 10% of the total Whanganui district population but have some higher proportions in the younger age groups.

With a very young age structure (23.8 years is the median age), Whanganui iwi has slightly more wāhine than tāne (55% compared with 45% respectively). Interestingly, the wāhine are slightly older than the tāne (with 26.5 years the median age of Whanganui wāhine, compared with a median age for tāne of 20.9 years).

Connection

People show and place importance of connection in different ways. Strengthening connections, strengthens identity and creates greater opportunities and reciprocity of contribution.

The closer Whanganui iwi members are to home and the Awa, the stronger their affiliation, over half of Whanganui iwi in the Whanganui District connected with Whanganui as their first response in the Census (compared with their second to fifth option).

Many Whanganui iwi also connect to other iwi in Aotearoa, with Ngāti Tuwharetoa being the most common other iwi connection for Whanganui uri. For those Whanganui iwi members living in the Whanganui District there was also relatively high affiliation to other iwi of Te Ranga Tupua such as Ngā Rauru and Ngāti Apa.

A high proportion of Whanganui iwi place importance on being culturally connected and can find cultural support easily, but under half of Whanganui uri had been back to their Marae in the previous year.

Although the population is increasing the proportions of Whanganui uri who could hold a conversation in te reo Māori are declining and this is evident across all the age groups. Nearly a third of Whanganui iwi stated that they could speak no more than a few words in te reo Māori.

The younger the Whanganui iwi members the more ethnically diverse they are compared with older generations. The younger age groupings have higher rates of affiliation with European and Pacific ethnicity.

There is still a strong connection with Christian religions, with just under half affiliating with Christian faiths including Māori Christian religions, such as Ratana.

Living Situation

Education and work were identified as vital components to a prosperous Whanganui iwi in the past, present and future. Higher educational attainment generates more opportunities for people and communities, particularly in employment. Better employment opportunities lead to better incomes, which have an impact on physical wellbeing but also are said to increase people's self esteem and community connection.

Whanganui iwi are getting more educated (those with no formal qualifications has been declining) but not necessarily in the higher qualification levels that equate to higher employment outcomes or incomes.

Even though there has been an increase in the proportions with school qualifications (as the highest formal education attainment), there are still relatively low rates of Whanganui uri leaving school with NCEA level 2 or above. This limits their future options in education and employment.

Higher proportions of Whanganui iwi students in the Whanganui rohe attend Māori medium schooling compared with those outside the rohe.

In 2014, Māori students made up nearly 40% of the student population in Whanganui rohe. Whanganui iwi made up 15% of the student population.

Unemployment rate for Whanganui iwi adults increased over the inter-censal period from 2006 – 2013 to 15.7% across Aotearoa and was close to 20% for those uri within Whanganui District.

Higher proportions of Whanganui iwi wāhine are part-time workers or unemployed but there seems to be an interesting trend emerging in self-employment as an option for Whanganui wāhine, with a near 50% increase in wāhine reporting self-employment (without employees) as their employment status between 2006 and 2013.

Overall, 'Professionals' and 'Labourers' are the most common occupations for Whanganui iwi. Whanganui wāhine are more likely to be working as 'Professionals' and tāne more likely to be working as 'Labourers'.

For those involved in volunteer work, nearly a quarter volunteer through an organisation, group or Marae. Whanganui iwi living in Whanganui had a slightly higher proportion volunteering through an organisation, group or Marae (nearly 30%).

Income levels for Whanganui iwi were lower than the total Māori population and also the total New Zealand population (with lower median income relative to the other populations).

Whanganui iwi members living in the major centres of Wellington and Auckland tend to have higher incomes, which correlated with the higher qualification levels (e.g. nearly 30% of Whanganui iwi in Wellington city had University qualifications).

Deprivation Index

Low socio-economic status, or deprivation, can often cause social and economic isolation and exclusion.

In 2013, over 40% of Whanganui iwi members were living in the most highly deprived socio-economic areas in Aotearoa. On a scale of 1 to 10, where 1 represents areas with the least deprivation and 10 the most deprived 10% of areas in NZ, over 40% of Whanganui iwi were living in areas 9 & 10.

This meant:

- 1569 children under 13 years old of Whanganui iwi descent were living in the poorest areas in Aotearoa.
- 303 over 65 year olds of Whanganui iwi descent were living in the most socio-economically deprived areas in Aotearoa.

These age groupings have the least ability to change their circumstances or move freely of their own will.

Regions with over half of Whanganui uri living in the poorest areas (the most highly deprived areas 9 & 10) were Northland (52.7%), Gisborne (60.0%) and Manawatu-Whanganui (55.4%).

For Whanganui uri actually living closest to home (in the Whanganui District), close to two-thirds (64.2%) were living in the most highly deprived areas (areas 9 & 10). Just over 70% of 0 – 4 years and 65.8% of 5 – 13 year olds were living in the poorest areas in the Whanganui District. Also, 68.4% of those aged 65 years and over were living in the most highly deprived areas in Whanganui.

Whānau and Households

Whānau provide the foundation for iwi development and provide the basis for raising the next generations, care of people and intergeneration transmission of culture and knowledge.

Understanding the make up of whānau, the households they live in and the resources they have access to are key pieces of information for the provision of future whānau initiatives.

The most common family type for Whanganui iwi was couples with two dependent children. For single parent whānau the majority have one or two dependent children.

In terms of household composition, over three quarters of Whanganui iwi live in one-family households. Close to 6% of Whanganui iwi were living alone in 2013. The regions with the highest numbers of Whanganui uri living alone were Manawatu-Whanganui, Wellington, Waikato, Bay of Plenty and Auckland (with 324, 75, 54, 48 and 42 people respectively).

In 2013, the median household income for Whanganui iwi households across Aotearoa was \$64,800 per year. For Whanganui uri living in Whanganui the median household income was much lower at \$50,000 per year.

Whanganui iwi living in Wellington and Auckland regions had some of the highest median household incomes, relative to other Whanganui uri. Again this could be reflective of the higher education levels and therefore higher personal income levels in some of those areas.

Home ownership for Whanganui iwi has declined over the inter-censal period 2006 - 2013 (from 37.1% to 41.5%). Regions with Whanganui iwi home ownership levels over 40%, in 2013, were Bay of Plenty, Taranaki, Wellington, West Coast and Southland¹².

For those whānau renting their homes, the majority (81.5%) were renting from a private person, trust or business. A further 14.5% were renting from Housing New Zealand, which equated to 777 homes.

The majority (85.6%) of households, in 2013, had access to a cellphone or smartphone, nearly three quarters (74.4%) had access to landlines and 68.4% had access to the internet (an increase from 50.6% in 2006). Whilst nearly 70% of households stated they had access to the internet from their home, this doesn't represent the many other access points that whānau can access the internet (such as libraries, work or even smartphones).

¹² Southland and West Coast had relatively low numbers compared with other regions, therefore caution advised when looking at some proportions.

Appendix

Assumptions

We have made some assumptions when producing this report:

- This report uses the terminology 'Whanganui iwi' to describe the response received in the Census and normally coded to 'Te Atihaunui a Pāpārangi'. This different descriptor is used to represent the many raw responses coded such as: Ngā Paerangi, Ngāti Rangi Te Auria, Ngāti Ruaka, Tupoho, Wainui a Rua, Uenuku, Whanganui, Te Atihaunui a Pāpārangi and others. This could be considered a self-made grouping for the purposes of this report. A full synonym list can be accessed from the lead researcher of this project.
- The information contained in this report represents a point in time rather than a comprehensive real time view of Whanganui iwi population.
- Percentages derived from Census information have been calculated using 'Total people stated' (where possible) as the denominator. This is the recommended methodology for these Official Statistics, as stated by Statistics New Zealand.

Data Sources

Data for this report has been compiled from different government sources including Statistics NZ – Te Kupenga 2013, survey on Māori well-being, the 2006 and 2013 Census of Population and Dwellings; Ministry of Education – Iwi Education Profiles. Some further information in data sources can be found below.

Te Kupenga 2013, Survey on Māori Wellbeing

The Te Kupenga 2013, survey of Māori well-being (Te Kupenga 2013) was conducted by Statistics NZ. Te Kupenga 2013 was run as a post-censal survey immediately after the 2013 Census. The survey was answered by 5,545 people sampled from the usually resident Māori population of New Zealand, who were staying in occupied private dwellings on the main islands of New Zealand on census night in 2013, and who were aged 15 years and over on census day (5 March 2013). Further information on Te Kupenga 2013 is available from the Statistics NZ website.¹³

Te Kupenga 2013 data used in this report has been obtained from the Statistics NZ website.

2013 Census of Population and Dwellings

Data on Whanganui iwi has also been obtained from the 2006 and 2013 Census. While the coverage of the census allows for an examination of geographic variances of sub-populations, the range of information collected is limited for reporting on Māori wellbeing.

Māori are counted in two ways in 2013 Census: through ethnicity and through Māori descent. Māori ethnicity and Māori descent are different concepts – ethnicity refers to cultural affiliation, while descent is about Whakapapa (ancestry).

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http://www.stats.govt.nz/browse_for_stats/people_and_communities/Māori/TeKupenga_HOTP13/Data%20Quality.aspx

- Māori ethnic group population is made up of people who stated Māori as being their sole ethnic group, or one of several ethnic groups.
- Māori descent refers to those people who are a descendent of a Māori. The Māori descent counts form the basis of iwi statistics.

The information contained in this report is all based on the Māori descent population and references to the total Māori population are of the total Māori descent population (as opposed to the Māori ethnic population).

Iwi Education Profiles – Ministry of Education

The iwi education profiles were developed by the Ministry of Education to help iwi better understand how the young people in their rohe and affiliated with their tribe are progressing in education.

Where data is available there are two sides to each of the Iwi posters – the first side relates to student affiliation, and the reverse relates to rohe. Below are some notes to help interpret the information provided in the profiles. For more information about these profiles see educationcounts.govt.nz

New Zealand Deprivation Index 2013 (NZDep2013)

NZDep2013 is an updated version of the NZDep2006 index of socio-economic deprivation.

NZDep2013 combines nine variables from census data relating to income, home ownership, employment, qualifications, family structure, housing, access to transport and communications.

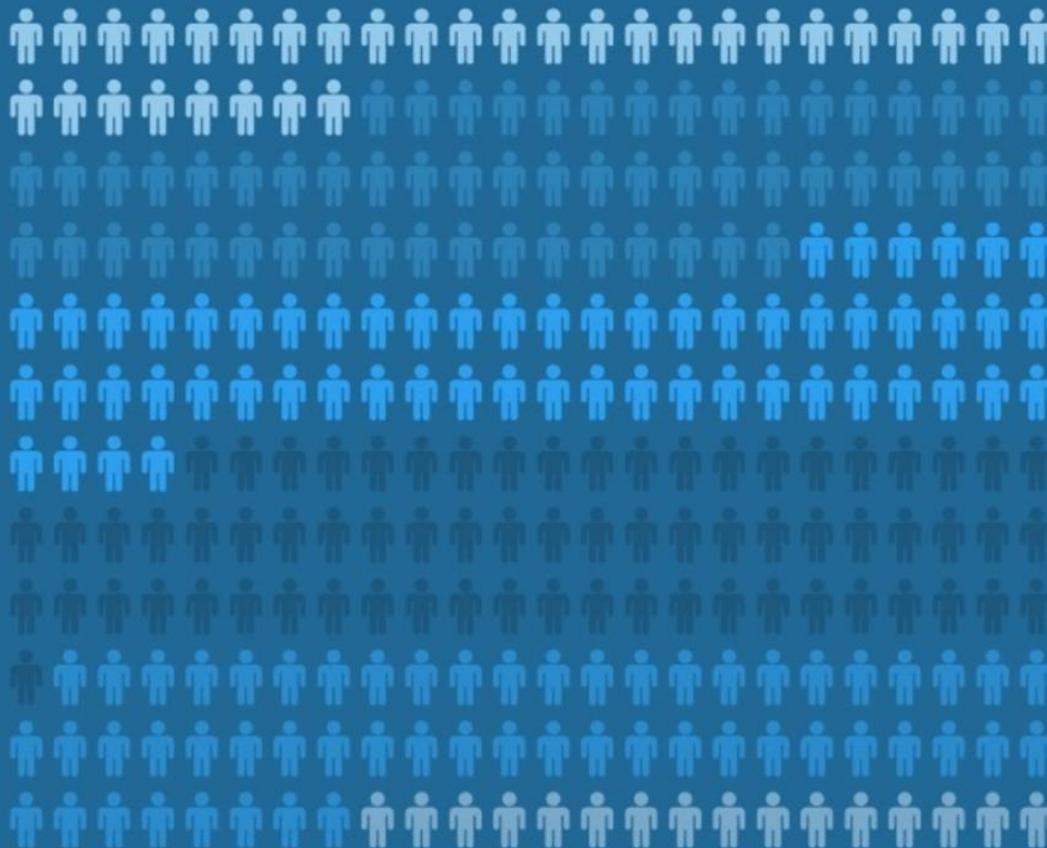
NZDep2013 provides a deprivation score for each meshblock in New Zealand (meshblocks are the smallest geographical area defined by Statistics New Zealand, with a population of around 100 people).

NZDep2013 groups deprivation scores into deciles, where 1 represents the areas with the least deprived scores and 10 the areas with the most deprived scores. A value of 10 therefore indicates that a meshblock is in the most deprived 10% of areas in New Zealand.

It should be noted that the NZDep2013 estimates the relative socio-economic deprivation of an area, and does not directly relate to individuals.

More information on the NZDep2013 Index of Deprivation can be found on the [Otago University website](http://www.otago.ac.nz/wellington/departments/publichealth/research/hirp/otago020194.html).¹⁴

¹⁴ <http://www.otago.ac.nz/wellington/departments/publichealth/research/hirp/otago020194.html>



- 0 - 4 years old
- 5 - 13 years old
- 14 - 24 years old
- 25 - 44 years old
- 45 - 64 years old
- 65 years and over



11,691
Number of people affiliated to Whanganui

23.8 years
Median Age (half are older, half are younger)

\$64,800
Median Household Income

68.4%
Internet Access

37.1%
Home Ownership