

People of Māori descent living in Aotearoa New Zealand

2023 Census

Definition: A person is of Māori descent if they are descended from Māori. This is based on the genealogical or biological concept of a line of people.

Māori descent is based on whakapapa while affiliation to the Māori ethnic group is a self-determined cultural affiliation.



Our population

978,246

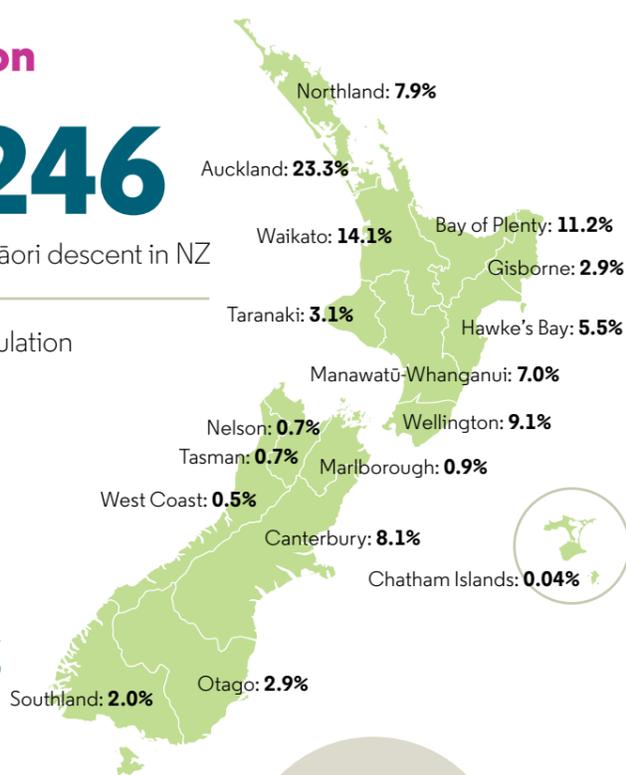
Number of people of Māori descent in NZ

Percentage of total population of New Zealand:

19.6%

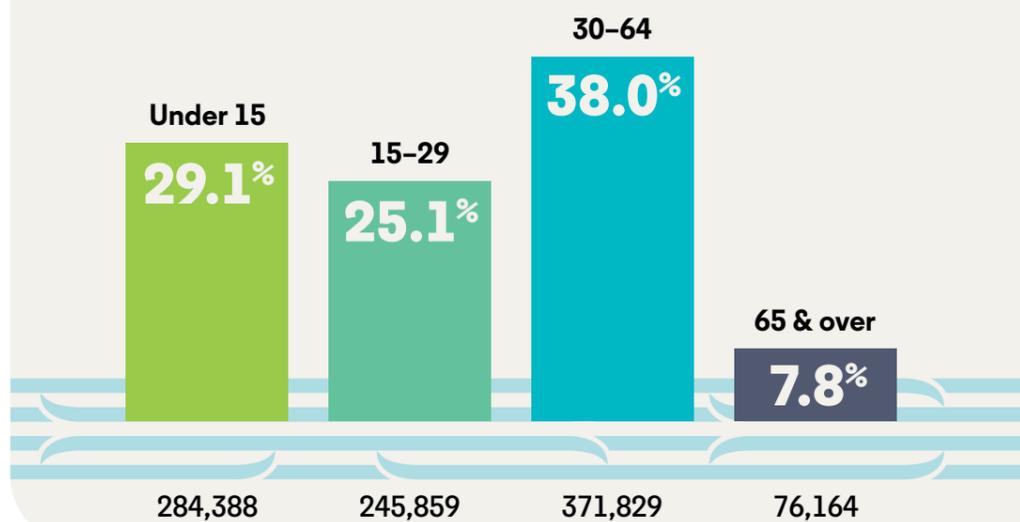
12.5%

increase since 2018



Our ages

27.2 years is the median age of people of Māori descent.



Our genders

50.3%

492,036 of the population identify as female

0.5%

4,503 identify as having another gender

49.2%

481,704 of the population identify as male

Our LGBTIQ+ community

6.4%

33,798* of the population identify as belonging to the LGBTIQ+ community

*People aged 15 and over

Languages we use



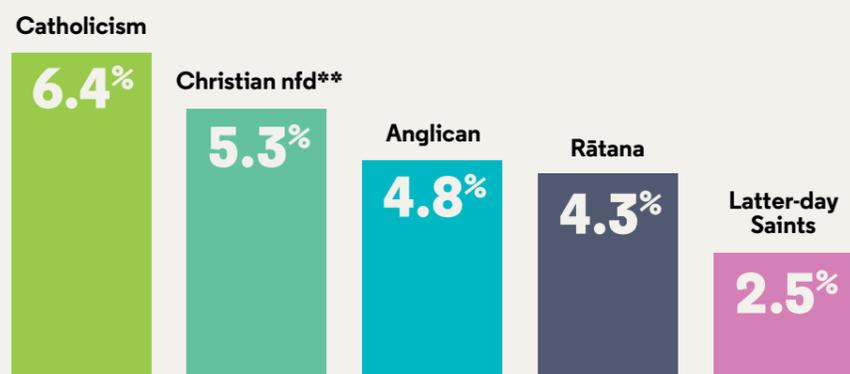
18.6% of people can hold a conversation in te reo Māori.



0.8% of people can hold a conversation in New Zealand Sign Language.

Our religions

60.4% of people have no religious affiliation, compared to 54.5% in 2018.



Top five religions*

*Multiple answers possible

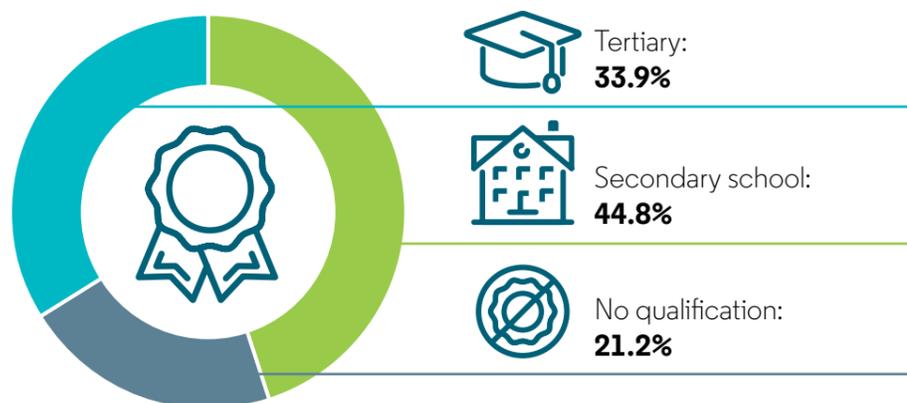
**Not further defined – people who are Christian but did not provide their particular denomination

The following data is for people of Māori descent who are 15 years and over

693,855

people are **15 years and over**.
That is **71%** of our total population of people of Māori descent.

Our highest qualifications



Our income

Median income: **\$36,600**



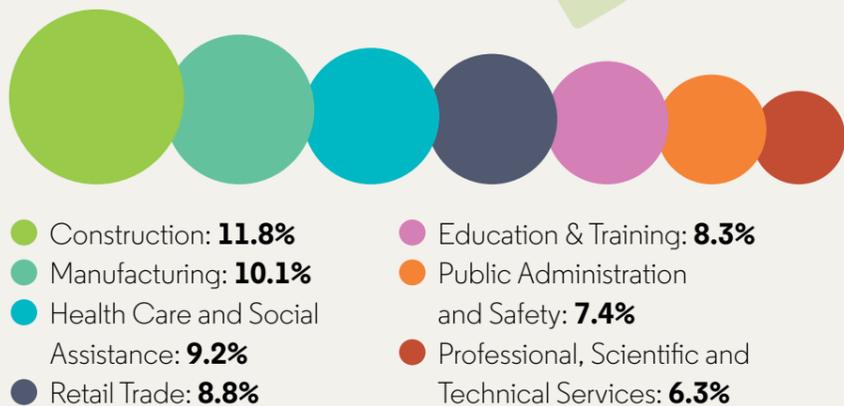
- \$10,000 or less: **16.5%**
- \$10,001–\$20,000: **11.8%**
- \$20,001–\$30,000: **15.0%**
- \$30,001–\$50,000: **20.0%**
- \$50,001–\$70,000: **17.6%**
- \$70,001–\$100,000: **11.8%**
- \$100,001 or more: **7.4%**

How we work

437,535

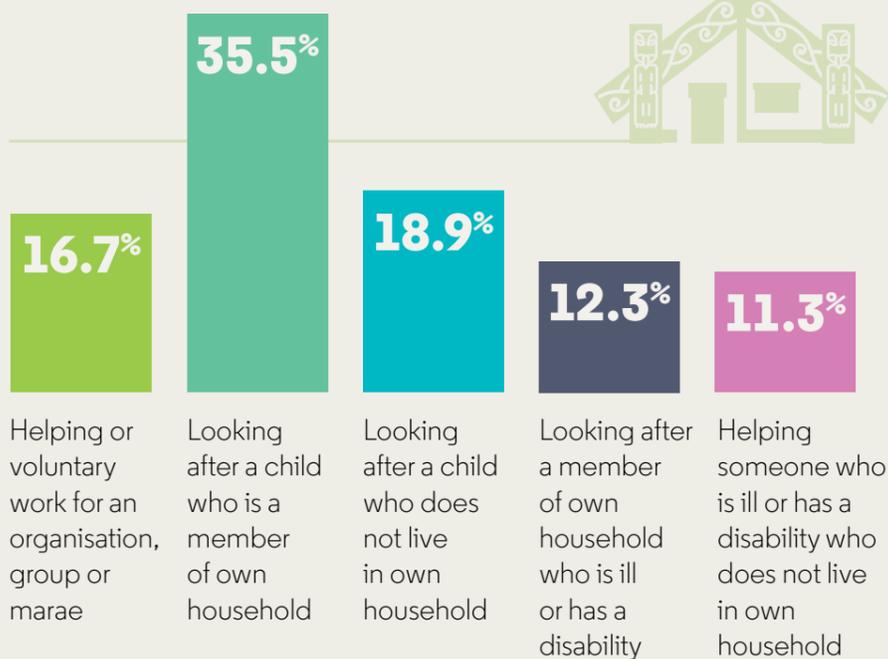
people are employed in either part-time or full-time work.

Top seven industries



Unpaid activities

Unpaid activities cover activities performed in the four weeks before the census, without pay. Those activities include:



Our work status from 2023



Our home ownership



This infographic was developed to illustrate key results of the 2023 Census for people of Māori descent. All results have been calculated from the census usually resident population count of New Zealand. This data uses fixed random rounding to protect confidentiality.