

# Kapa haka and identity

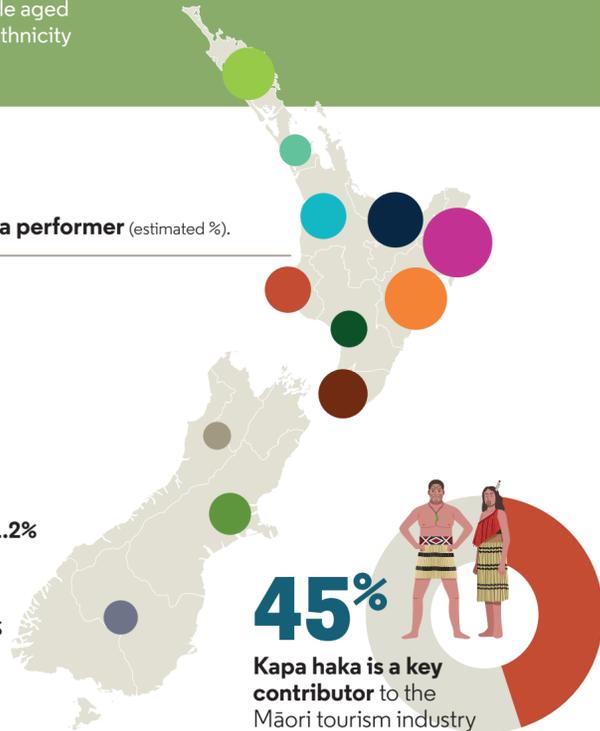
## What the numbers tell us

The data here refers to people aged 15 years and over of Māori ethnicity and/or descent.

### Kapa haka

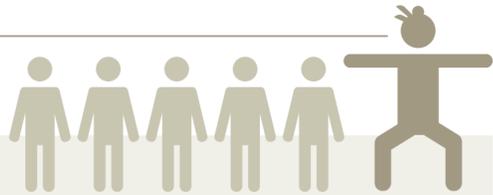
Took part in kapa haka as a performer (estimated %).

- Northland: 16.0%
- Auckland: 9.7%
- Waikato: 14.0%
- Bay of Plenty: 16.9%
- Gisborne: 21.2%
- Hawkes Bay: 19.0%
- Taranaki: 14.1%
- Manawatū-Whanganui: 11.2%
- Wellington: 15.7%
- Marlborough/Nelson/Tasman/West Coast: 8.5%
- Canterbury: 12.8%
- Otago/Southland: 10.8%



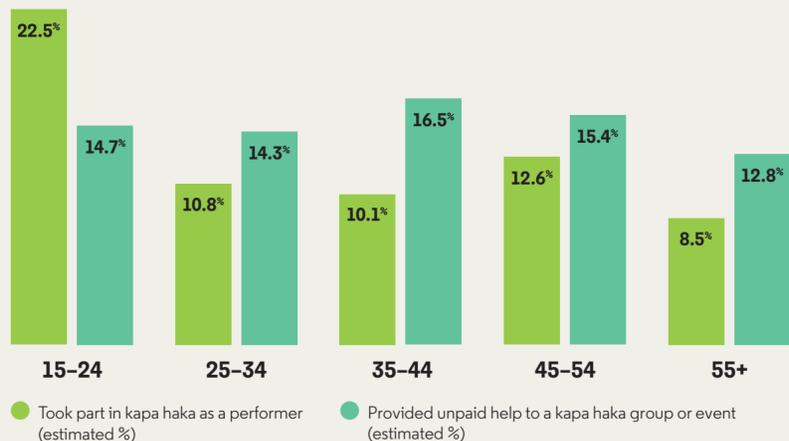
## 1 in 6

Māori took part in kapa haka.



## 15 to 24

Rangatahi (young people) are the age group most likely to participate in kapa haka.



### Whakapapa

**60%** of Māori had discussed or explored their whakapapa.

**98%** said they felt connected to their tūrangawaewae (of those who thought of their ancestral marae as their tūrangawaewae).

**86%** said they knew their iwi.



### Embracing our culture

**50%** of Māori had sung a Māori song, performed a haka, or given a mihi or speech.



## 25 to 44 years

Māori aged 25 to 44 years were most likely to have tā moko.

## Over 50%

More than half of Māori had been to a marae in the last 12 months.

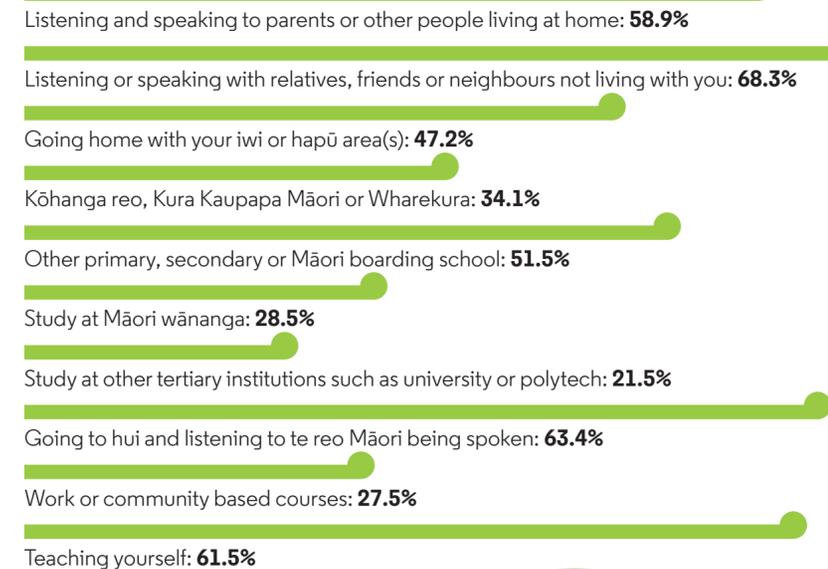


### Māori activities and ways of acquiring te reo Māori

## Almost 50%

of Māori taught or shared Māori culture with others.

#### Ways of acquiring te reo Māori.



### Kaupapa Māori

## 33%

said they wore Māori branded clothing and 50% said they wore Māori jewellery.

Wāhine Māori were more likely to attend a Māori festival or event.



This infographic was developed to illustrate key results from:

- Te Kupenga 2018, for people of Māori ethnicity and/or descent aged 15 years and over.
- Wellbeing statistics 2021, for people of Māori ethnicity aged 15 years and over.
- Tatauranga Māori 2023, which presents information on two subsets of Māori businesses that contribute to Aotearoa New Zealand's economy: Māori authorities (MAs) and other Māori enterprises (OMEs).
- Responses relate to the 12 months prior to the sample periods for Te Kupenga 2018 (June - September 2018) and Wellbeing Statistics 2021 (April - August 2021). Note that the sample period for Wellbeing Statistics 2021 was impacted by COVID-19.