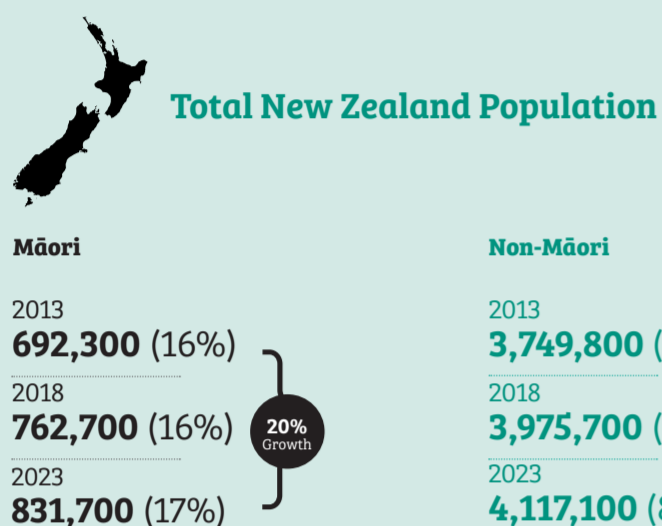
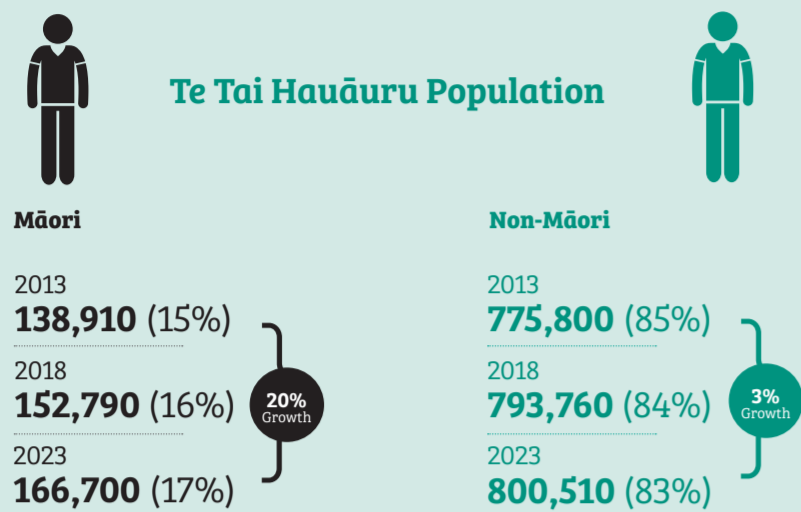


Te Puni Kōkiri: Te Tai Hauāuru Regional Profile 2017

The region covers the western side of the lower North Island from the Mohakatino River in the north through to Wellington incorporating Taranaki, Whānganui, Manawatu, Horowhenua. It then crosses the sea to Tau Ihu o te Waka a Māui – the top of the South Island. The region also includes Rēkohu-Wharekauri, the Chatham Islands.

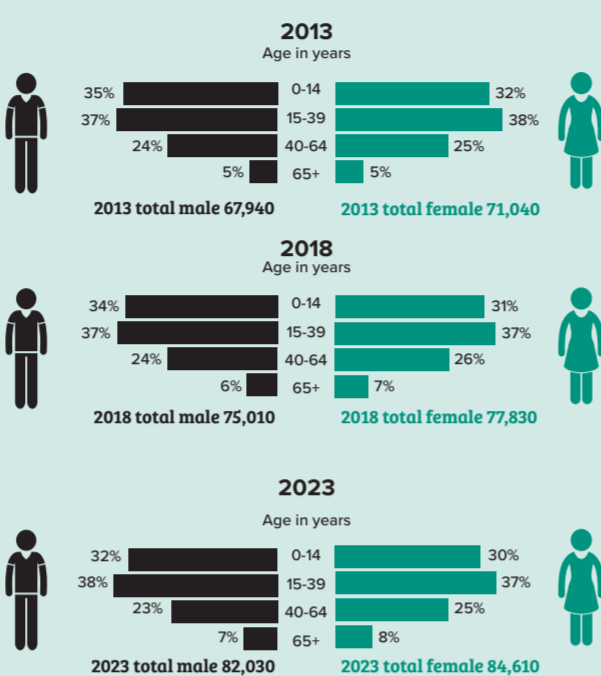
Demographics – Structure of Te Tai Hauāuru Population 2013-2023

The Māori population will exceed 160,000 by 2023.

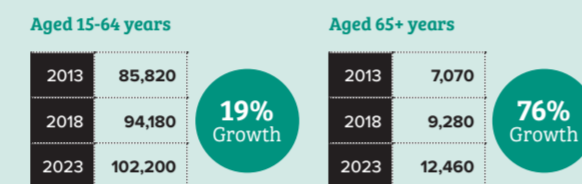


Source: Subnational Ethnic Population Projections: 2013-2038, Stats NZ
Note: The numbers are calculated by relevant territorial local authorities.

By 2023, the number of Māori aged 15 to 64 years will grow by 19%.

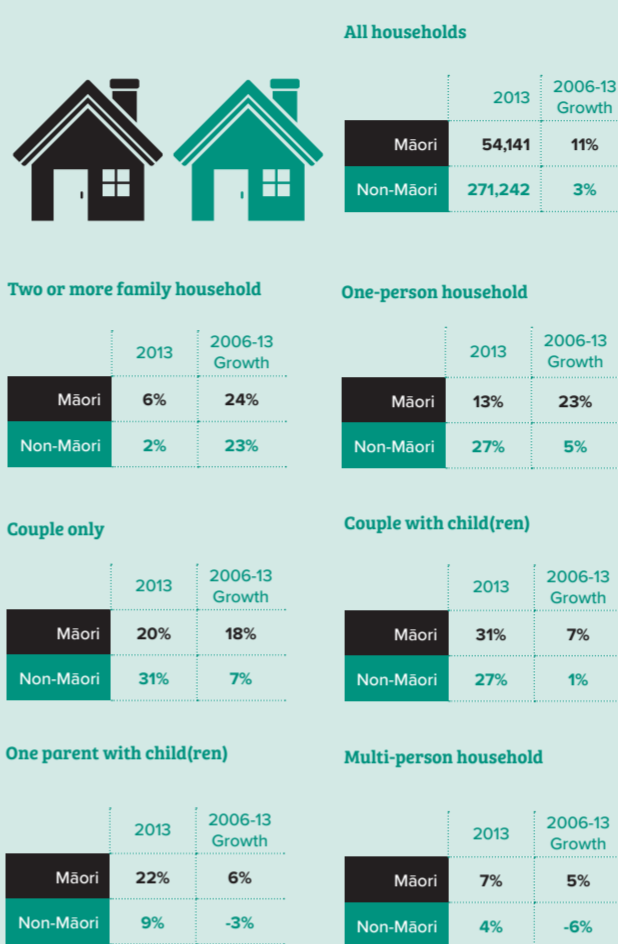


The number of Māori aged 65+ will increase more than 1.5 times.



Source: Subnational Ethnic Population Projections: 2013-2038, Stats NZ
Note: The numbers are calculated by relevant territorial local authorities and are based on medium projections.

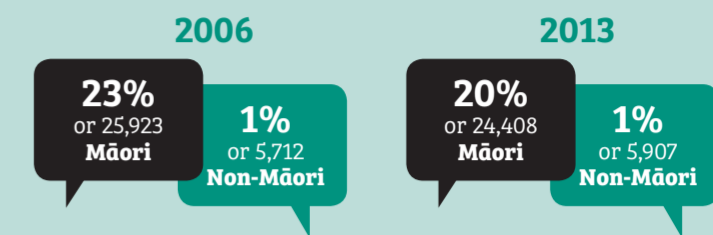
Māori households have increased since 2006. The highest rate of growth was for households with two or more families.



Source: Census, Stats NZ
Note: 'Couple only', 'One parent with child(ren)' and 'Couple with child(ren)' may also have others in their households.

Whakapapa – te reo Māori and Connection to Iwi in Te Tai Hauāuru

One in five Māori can speak te reo Māori. This is a decline from 2006.



More Māori know their iwi affiliations.



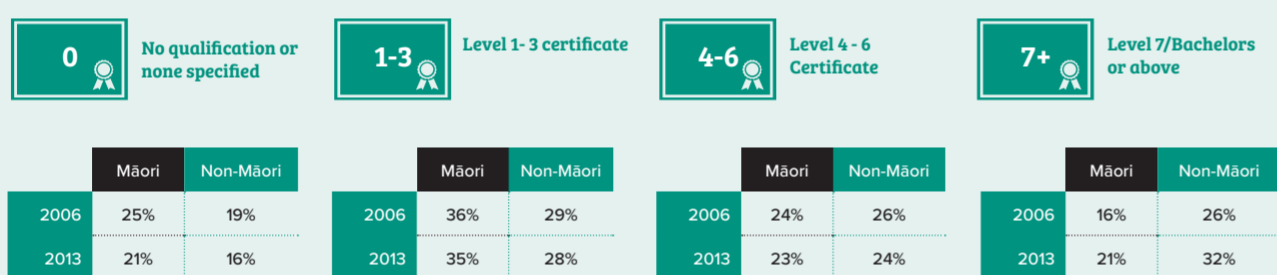
2006-2013 percentage change



Source: Census, Stats NZ

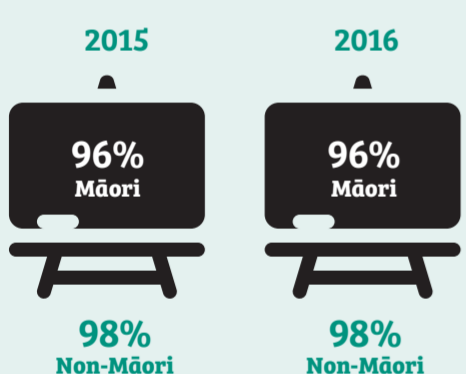
Oranga – Whānau Well-Being & Whānau Housing in Te Tai Hauāuru

More Māori households have higher qualifications at Level 7/Bachelors or above.



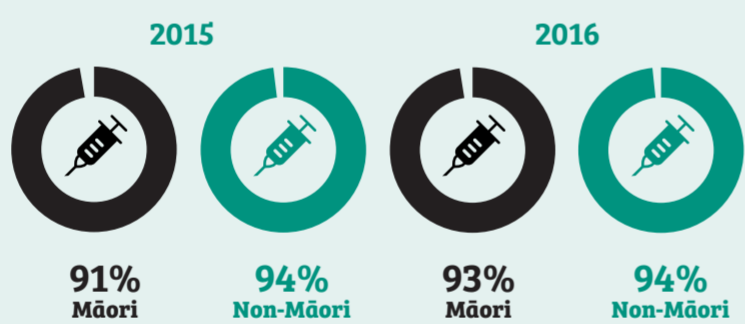
Source: Census, Stats NZ

Most tamariki Māori have participated in early childhood education.



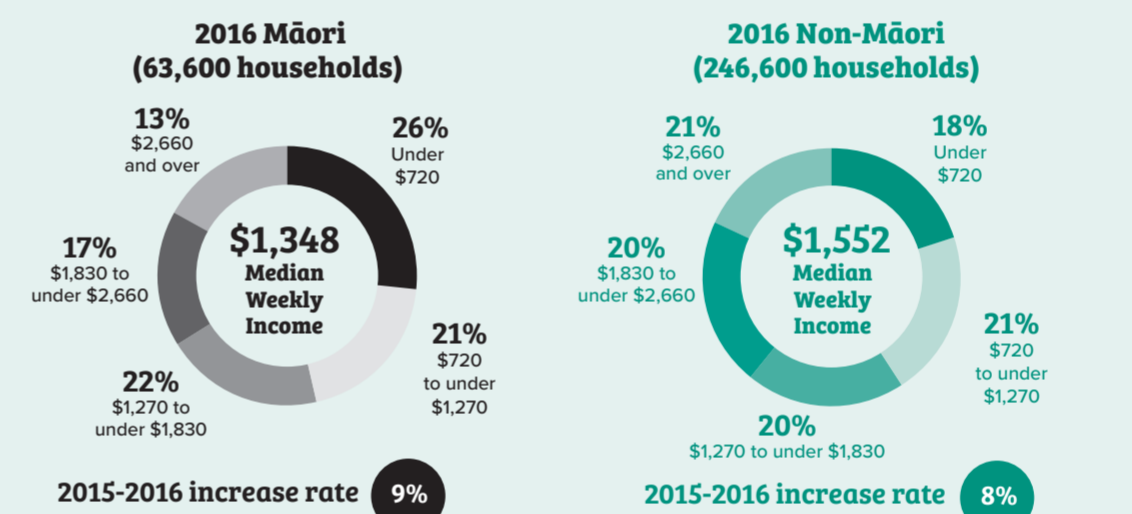
Education Counts, Ministry of Education
Notes: 1. Government's Better Public Service (BPS) target was to increase participation in early childhood education to 98% by December 2016. 2. The numbers are calculated by relevant territorial local authorities and data as at December for each year.

Over nine in ten tamariki Māori are immunised in 2016.



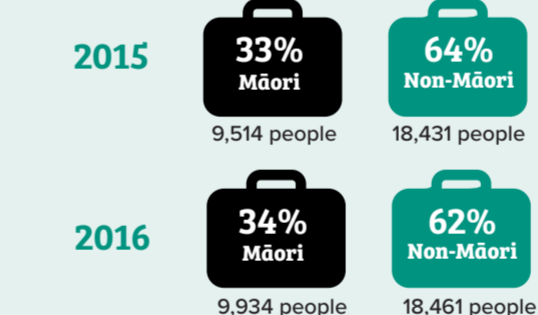
Source: National and DHB Immunisation Data, Ministry of Health.
Notes: 1. The calculation includes relevant DHB areas, but excludes the Chatham Islands due to the constraint of data. 2. Government's Better Public Service (BPS) target is to increase infant immunisation rates to 95% by December 2014 and maintain to June 2017. 3. Data as at December for each year.

Māori household incomes have increased.



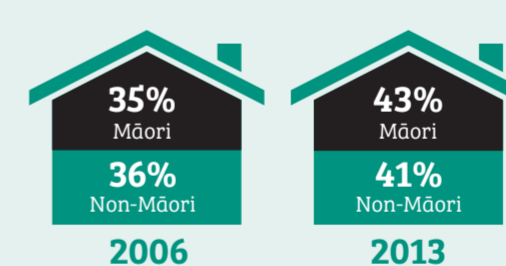
Source: New Zealand Income Survey, Stats NZ
Note: Data as at June 2016.

The number of Māori receiving Jobseeker Support has increased slightly.



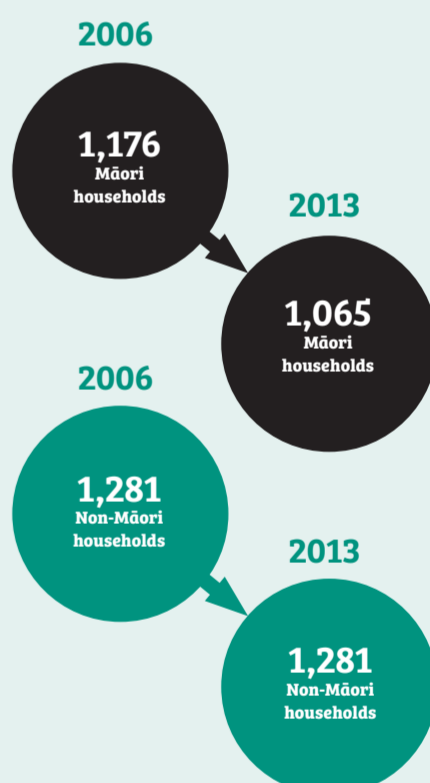
Source: Benefit fact sheets, Ministry of Social Development.
Note: The numbers are calculated by relevant regional councils and as at December for each year.

Fewer than half of Māori rental households are under housing stress.



Source: Census, Stats NZ
Note: Housing stress refers to a household paying more than 30% of their household income on rent.

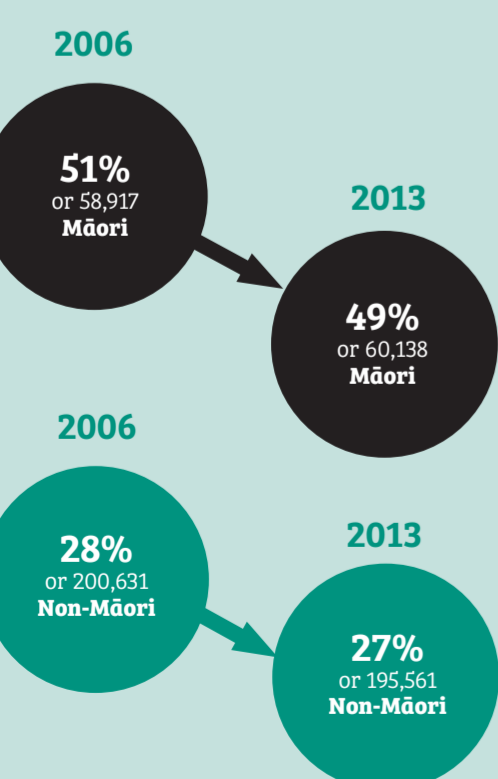
The number of Māori households needing two or more additional bedrooms has decreased slightly.



Source: Census, Stats NZ
Note: Based on specific criteria relevant to the number, age and sex of people per bedroom.

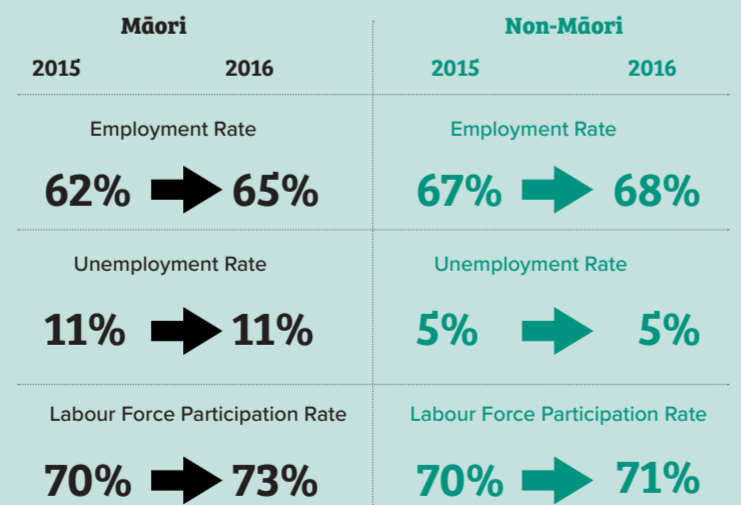
Whairawa – Whenua & Whanaketanga in Te Tai Hauāuru

Nearly half of Māori live in highly deprived areas.



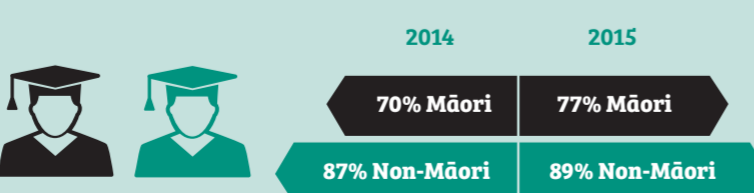
Source: Census, Stats NZ
Note: The numbers are based on deprivation scales from 8 to 10.

Around two-thirds of working age (15+) Māori are employed.



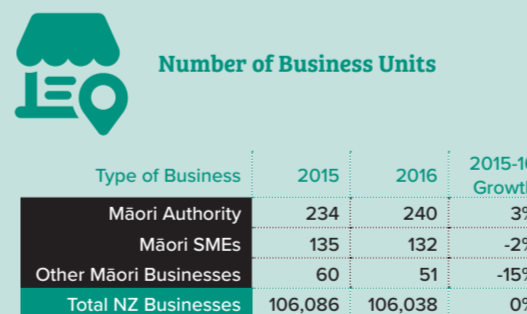
Source: Household Labour Force Survey, Stats NZ
Note: Data as at December for each year.

Over three-quarters of 18-year-old Māori have a NCEA level 2 (or above) qualification.

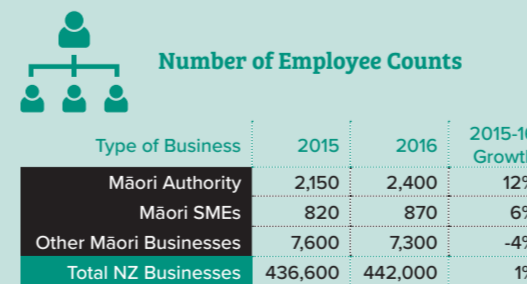


Source: Education Counts, Ministry of Education
Note: Government's Better Public Service (BPS) target was to achieve 85% of 18-year-olds receiving NCEA Level 2 or an equivalent qualification by 30 June 2017.

More Māori authorities are operating in Te Tai Hauāuru, whereas Māori small-and medium-sized businesses and other Māori businesses are decreasing.

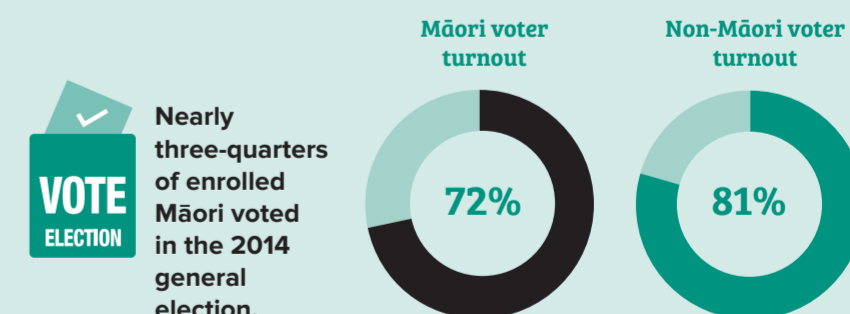


Māori businesses employed more than 10,000 people.

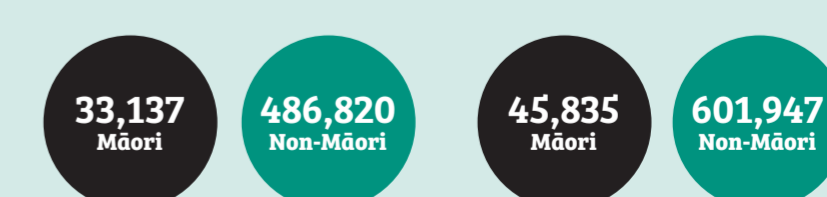


Source: New Zealand Business Demography Statistics, Stats NZ
Notes: 1. These statistics are provisional and cover enterprises with greater than \$30,000 annual GST expenses or sales, or are GST exempt. 2. The type of Māori Business is defined in Tairāwhiti Māori 2016; Other Māori Businesses refer to the remainder.

Whanaungatanga – Crown-Māori Relationships in Te Tai Hauāuru



Total Number of Voters



Source: Electoral Commission
Note: The numbers are calculated by relevant electoral boundaries including Taranaki, Manawatu-Wanganui, Wellington, Nelson and Tasman Regions.