## 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, Whanganui, 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 Mākoura-Wharekauri, the Chatham Islands.

### Demographics – Structure of Te Tai Hauāuru Population 2013-2023

<table>
<thead>
<tr>
<th>Year</th>
<th>Māori</th>
<th>Non-Māori</th>
<th>Total New Zealand Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>152,790</td>
<td>831,700</td>
<td>984,490</td>
</tr>
<tr>
<td>2014</td>
<td>154,750</td>
<td>841,700</td>
<td>1,006,450</td>
</tr>
<tr>
<td>2015</td>
<td>157,170</td>
<td>852,700</td>
<td>1,009,870</td>
</tr>
</tbody>
</table>

By 2023, the number of Māori aged 15 to 64 years will grow by 19%. Māori households have increased since 2006. The highest rate of growth was for households with two or more families.

### 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.

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

More Māori households have higher qualifications at Level 7/Bachelors or above. Education Counts, Ministry of Education. Source: New Zealand Census, Stats NZ. These statistics are provisional and cover enterprises with greater than 10 employees.

### Whairawa – Whenua & Whanaketanga in Te Tai Hauāuru

Nearly half of Māori live in highly deprived areas.

### Whanaungatanga – Crown-Māori Relationships in Te Tai Hauāuru

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

If you have any inquiries, please contact research@tpk.govt.nz