



TE KĀHUI RARAUNGA

2023 Census Māori Descent Key Findings

Māori descent population

- 19.6% or 978,246 of Aotearoa New Zealand's population are Māori¹.
- The Māori population increased by 12.5% between 2018 and 2023 from 869,850 to 978,246².
- In contrast, the New Zealand population increased by 6.3% over the same period.
- The Māori proportion of the population continues to grow – in 2013 Māori were 15.8% of the population, which grew to 18.5%³ of the population in 2018. A slower but marked increase between 2018 and 2023 sees Māori now representing 19.6% of Aotearoa New Zealand's population.

Māori descent and age distribution

- The median age of the Māori descent population is 27.2 years (this means half of Māori are younger and half are older than aged 27)
- This compares to a median age of 38.1 years for the total New Zealand population.
- While 1 in 5 New Zealanders are Māori – almost 1 in 3 younger New Zealanders (aged under 25 years) are Māori.

Māori descent and geographical distribution

- In 2023, nearly a quarter (23.3%) of the Māori descent population 227,898 were living in the Auckland region. Māori made up 13.8% of the Auckland population.
- Waikato was the next most popular place for Māori to live, with 14.1% (137,742) of the Māori population living here. This was followed by the Bay of Plenty with 11.2% (109,953) of Māori living here.
- The region where Māori make up the highest proportion of the resident population is Gisborne, where more than half (56.0%) of the total population are of Māori descent. This was followed by Northland region where 2 in 5 people (39.9%), are Māori and then the Bay of Plenty region where one third (32.9%) are Māori.
- Within Te Waipounamu, the South Island, Māori are most likely to reside in the Canterbury region - 79,647 Māori representing 8.1% of the total Māori descent population live here. Canterbury's Māori population has increased by 19.6% between 2018 and 2023⁴. In contrast, the total population in Canterbury only increased by 8.6% over the same period.
- The region in the South Island where Māori make up the highest proportion of the resident population is Southland, where close to 1 in 5 people (19.4%) in Southland are of Māori descent.

¹ In these key findings, when using the term "Māori" without any further explanation, reference is being made to the Māori descent population. A person is of Māori descent if they are descended from Māori.

²**Caution using time series** Time series data should be interpreted with care due to changes in census methodology and differences in responses rates between censuses. The 2018 and 2023 Censuses used a combined census methodology (using census responses and administrative data), while the 2013 Census used a full-field enumeration methodology (with no use of administrative data).

³ As above

⁴ As above

