

2023 Census results

Māori ethnicity in Auckland

About the 2023 Census

The 2023 New Zealand Census of Population and Dwellings was held on 7 March 2023.

This is the official count by Stats NZ of how many people and dwellings there are in New Zealand. It provides a snapshot of New Zealand on census day. Stats NZ used a combined census model in 2023 to produce the highest possible data quality. For more information on what this involved, go to:

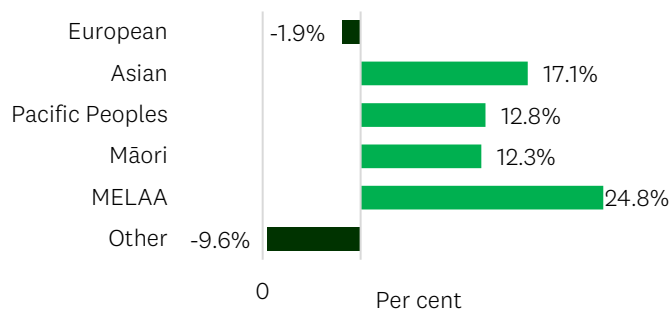
www.stats.govt.nz/topics/using-a-combined-census-model-for-the-2023-census/.

This summary report provides an overview of results from the census for people of Māori ethnicity. Ethnicity is self-reported, and a person can be part of more than one ethnic group.

The Māori population is increasing

At the 2023 Census, 203,544 usual residents in Auckland identified as Māori (12.3% of Auckland's population). This is an increase of 22,350 people, or 12.3%, since the 2018 Census. The Māori population has grown more rapidly than the wider Auckland population (5.4%).

Population growth by ethnic group (2013 to 2018)



MELAA refers to Middle Eastern, Latin American and African. People could choose more than one ethnicity and therefore categories are not exclusive.



203,544

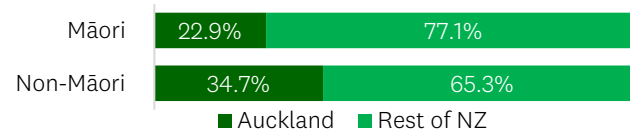
identified as Māori in 2023 in Auckland

+22,350 (+12.3%)
since the 2018 Census

Almost a quarter of Māori live in Auckland

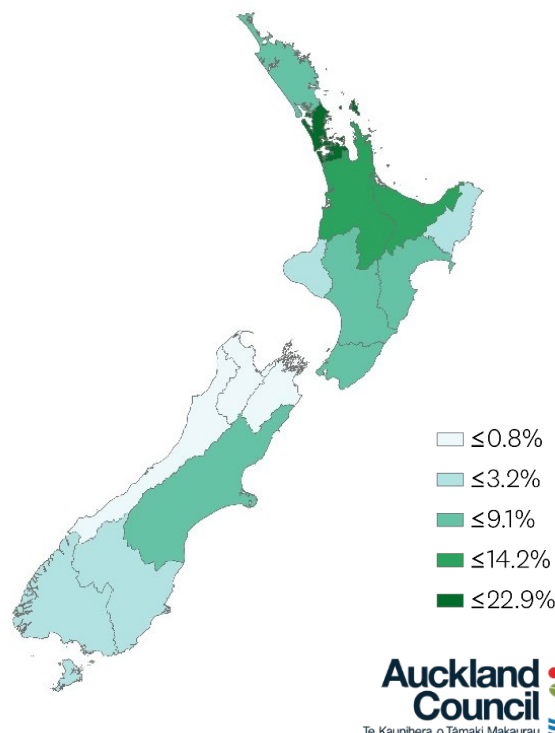
Nearly a quarter (22.9%) of the total New Zealand Māori ethnic population live in Auckland.

Proportion of population living in Auckland compared to the rest of New Zealand (2023)



The map below shows the distribution of Māori across regional areas. It shows that after Auckland, relatively large proportions of Māori live in the Waikato (14.1%) and Bay of Plenty (11.5%) regions.

Distribution of Māori ethnic group across regions (%)



One in eight Aucklanders identify as Māori

In 2023, 12.3% of the total Auckland usually resident population identified as Māori, slightly more than at the 2018 Census (11.5%).

Ethnic group as a per cent of the Auckland total population

	2013	2018	2023
European	59.3	53.5	49.8
Asian	23.1	28.2	31.3
Pacific Peoples	14.6	15.5	16.6
Māori	10.7	11.5	12.3
MELAA	1.9	2.3	2.7
Other	1.2	1.1	0.9

People could choose more than one ethnicity and therefore categories are not exclusive. Percentages will add to more than 100.

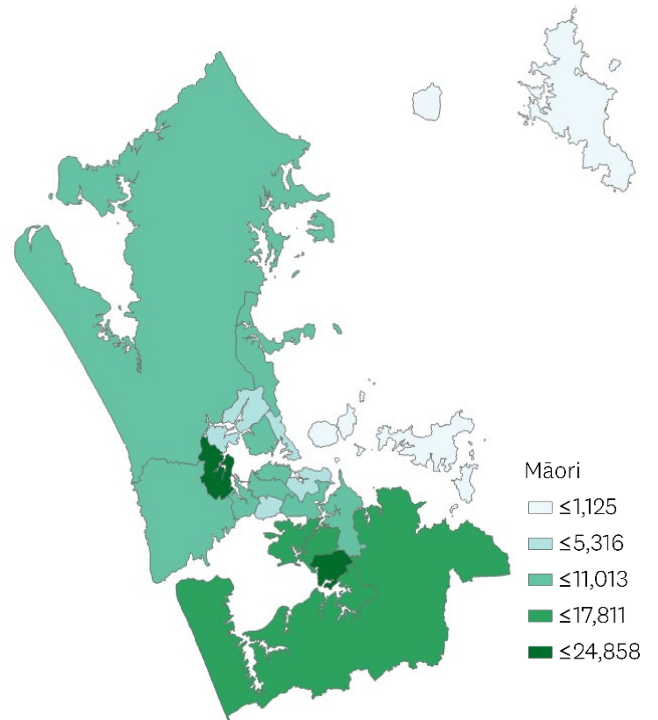
As shown in the table below, Māori represent a significant proportion of the usual residents in Manurewa (25.2%) and Papakura (24.6%) local board areas.

Māori ethnic population by local board (2023)

Local Board (ordered north to south)	Number	%	Distribution of Māori population in Auckland
Rodney	9,543	12.2	4.7
Hibiscus and Bays	8,169	7.2	4.0
Upper Harbour	4,713	6.1	2.3
Kaipātiki	8,328	9.4	4.1
Devonport-Takapuna	3,603	6.2	1.8
Henderson-Massey	22,629	18.1	11.1
Waitākere Ranges	7,452	13.8	3.7
Aotea/Great Barrier	285	22.8	0.1
Waiheke	1,125	12.3	0.6
Waitematā	6,876	8.4	3.4
Whau	8,913	11.0	4.4
Albert-Eden	8,322	8.6	4.1
Puketāpapa	3,795	6.7	1.9
Ōrākei	5,316	6.4	2.6
Maungakiekie-Tāmaki	11,013	14.1	5.4
Howick	9,717	6.3	4.8
Māngere-Ōtāhuhu	13,302	16.9	6.5
Ōtara-Papatoetoe	13,749	15.8	6.8
Manurewa	24,858	25.2	12.2
Papakura	17,811	24.6	8.8
Franklin	14,019	16.6	6.9
Auckland	203,544	12.3	100.0

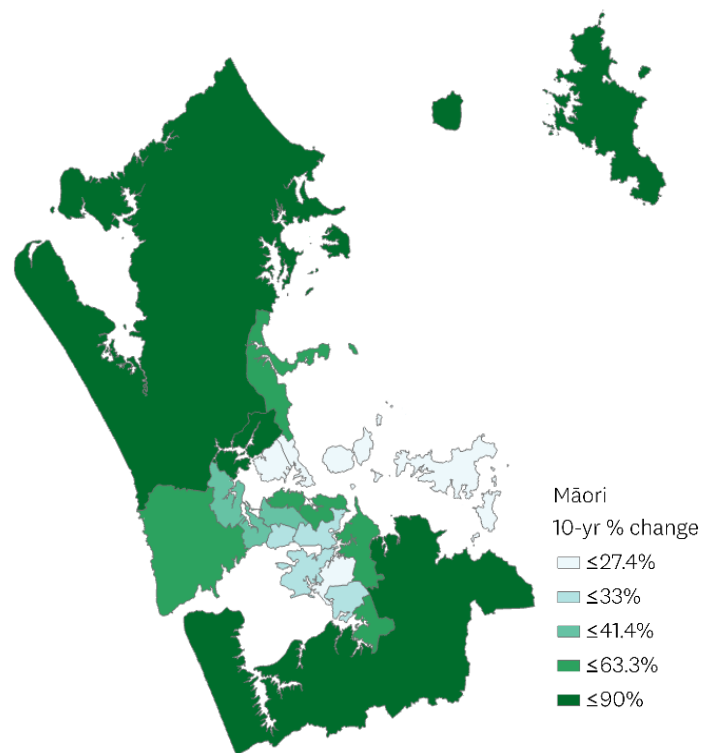
The map below shows a visual representation of the first column of the previous table. Most of the Māori population is located in southern and western local boards.

Number of usual residents identifying as Māori, by local board (2023)



The following map shows that between 2013 and 2023 the largest percentage changes were in Aotea/Great Barrier (+90%), Rodney (+88%), and Franklin (+71%).

Percentage change of usual residents identifying as Māori, by local board (2013-2023)



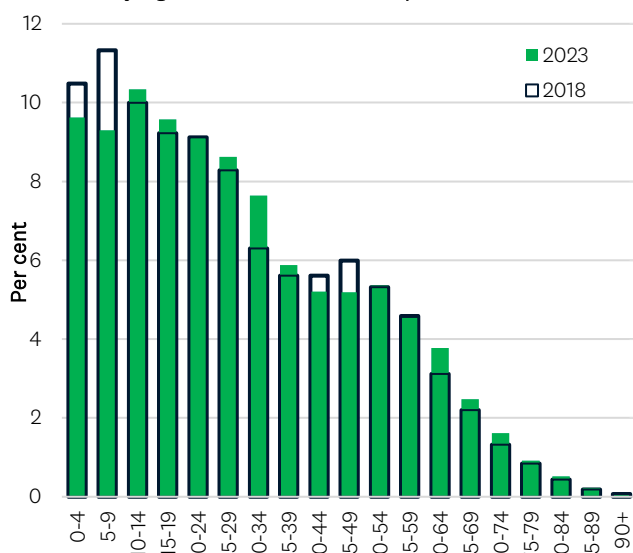
Auckland's Māori population is relatively young

Auckland's Māori population is young, but older age groups are increasing in number. As the age chart shows below, at the 2023 Census almost a third (29.3%) of the Māori ethnic population in Auckland was aged between 0 and 14 years, down slightly from 31.8% in 2018.

The greatest increase between 2018 and 2023 was in the 30-34 age bracket, which increased from 6.3% to 7.6%. Those aged between 15-64 increased from 63.2% in 2018 to 64.9% in 2023.

In 2023, a relatively small proportion of Māori in Auckland (5.8%) were aged 65 years or older. However, the 30.2% growth in this age group is larger than for the Māori ethnic population overall (12.3%).

Māori ethnicity age structure (2018 compared with 2023)



Māori ethnicity by broad age group, compared to the rest of the Auckland population (2023)

Age group	Māori		Rest of Auckland	
	Numbers	%	Numbers	%
0-14	59,538	29.3	259,305	17.8
15-64	132,102	64.9	985,788	67.8
65 +	11,907	5.8	207,846	14.3
Total	203,547	100.0	1,452,939	100.0

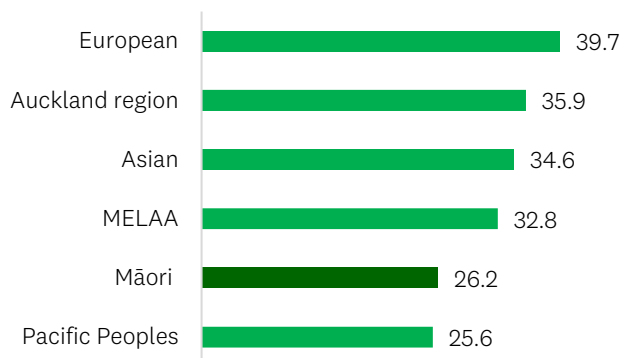
In 2023, the Auckland Māori population included:

59,538
children aged under 15 years
+1920 (+3.3%)
since the 2018 Census

11,907
people aged over 65
+2763 (+30.2%)
since the 2018 Census

The median age of the Māori population in Auckland was 26.2 years, compared with 24.9 in 2018. The median age for the entire Auckland population was 35.9 years in 2023.

Median age (2023) (years)



Māori descent

The 2023 Census also collected information on Māori descent (whether people had a Māori birth parent, grandparent, or great-grandparent, etc).

In 2023, 227,898 Auckland usual residents were of Māori descent (13.8% of the total Auckland population). Of this group, 69,984 (30.7%) stated they were of Māori ethnicity only, and 125,943 (55.3%) stated they were of Māori ethnicity as well as at least one other ethnicity. The remaining 31,968 (14.0%) of Māori descent did not identify with Māori ethnicity.

Further information

This document was prepared in November 2024 by the Social and Economic Research and Evaluation team at Auckland Council as part of a series of [census summaries](#), available on Knowledge Auckland (www.knowledgeauckland.org.nz). For further information or queries on the census please contact us at census@aucklandcouncil.govt.nz. The Te Whata website provides data on Māori and iwi across Aotearoa: <https://tewhata.io/>.