# He Tohu Ora: Tribal identity

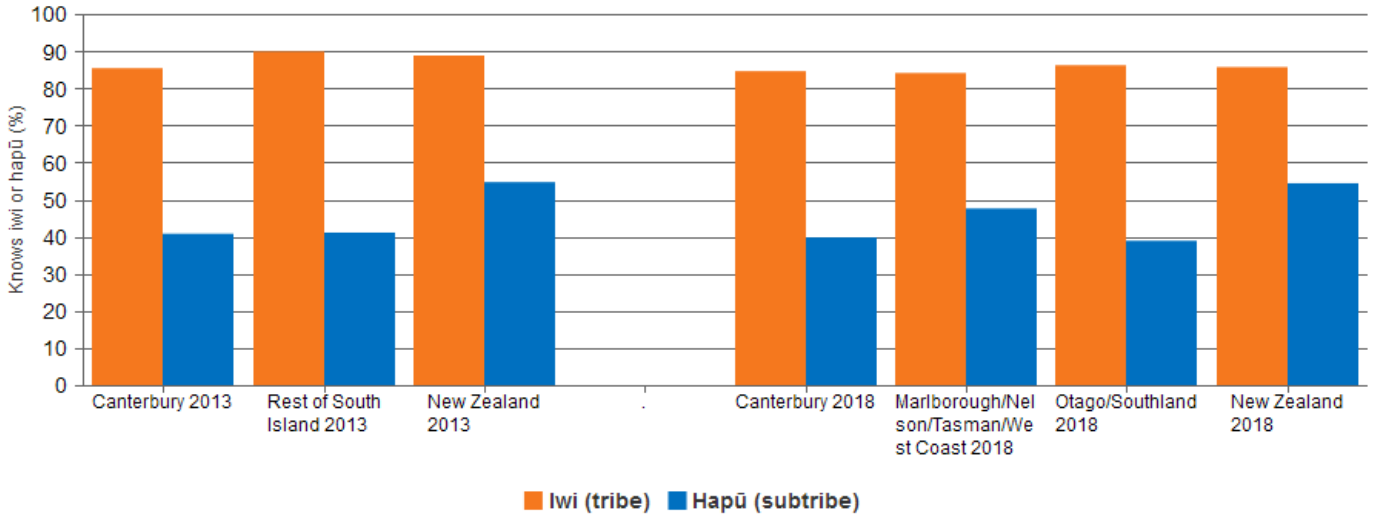
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Tribal identity relates to whether an individual knows and identifies with an iwi (tribe) and hapū/rūnanga (subtribe/marae councils). Knowing one's iwi and hapū may strengthen cultural identity for whānau and individuals by increasing their access to and participation in te ao Māori [5]. Iwi and hapū identity may be a gateway for cultural engagement opportunities such as kapahaka, access to marae, or knowledge about whakapapa (ancestral heritage) [5]. Additionally, connection to hapū or taura here groups (iwi entities that exist outside their own region) may enable access to social services and health promotion.

Te Kupenga asked respondents to indicate whether they knew their iwi and hapū [12]. This figure shows the proportion of respondents who knew their iwi and hapū.

In 2013, responses from South Island respondents were grouped into two categories – Canterbury and Rest of South Island, whereas in 2018, responses from South Island respondents were grouped into three categories – Canterbury, Marlborough/Nelson/Tasman/West Coast, and Otago/Southland.

Figure 10: Proportion of Māori aged 15 years and over who reported knowing their iwi and hapū, in Canterbury, Rest of South Island, and New Zealand, 2013 and in Canterbury, Marlborough/Nelson/Tasman/West Coast, Otago/Southland and New Zealand, 2018




The figure shows that in 2013 and 2018 a majority of respondents for each of the geographical areas indicated that they knew their iwi (tribe), but a significantly smaller proportion knew their hapū (subtribe). In 2018, a similar proportion of respondents in Canterbury (84.8%), Marlborough/Nelson/Tasman/West Coast (84.3%), Otago/Southland (86.4%) and New Zealand (85.9%) reported knowing their iwi. In 2018, just over half (54.6%) of all respondents at national level reported knowing their hapū. This proportion was higher than for respondents from Marlborough/Nelson/Tasman/West Coast (47.8%), Canterbury (40.0%) and Otago/Southland (39.1%).

### Data Sources

**Source:** Statistics New Zealand.
**Survey/data set:** Te Kupenga 2013 and 2018. Access publicly available data from the Statistics New Zealand website

www.stats.govt.nz/information-releases/te-kupenga-2018-final-english

**Source data frequency:** Survey conducted every 10 years - following the national census.

Metadata for this indicator is available at https://www.canterburywellbeing.org.nz/index-data

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