

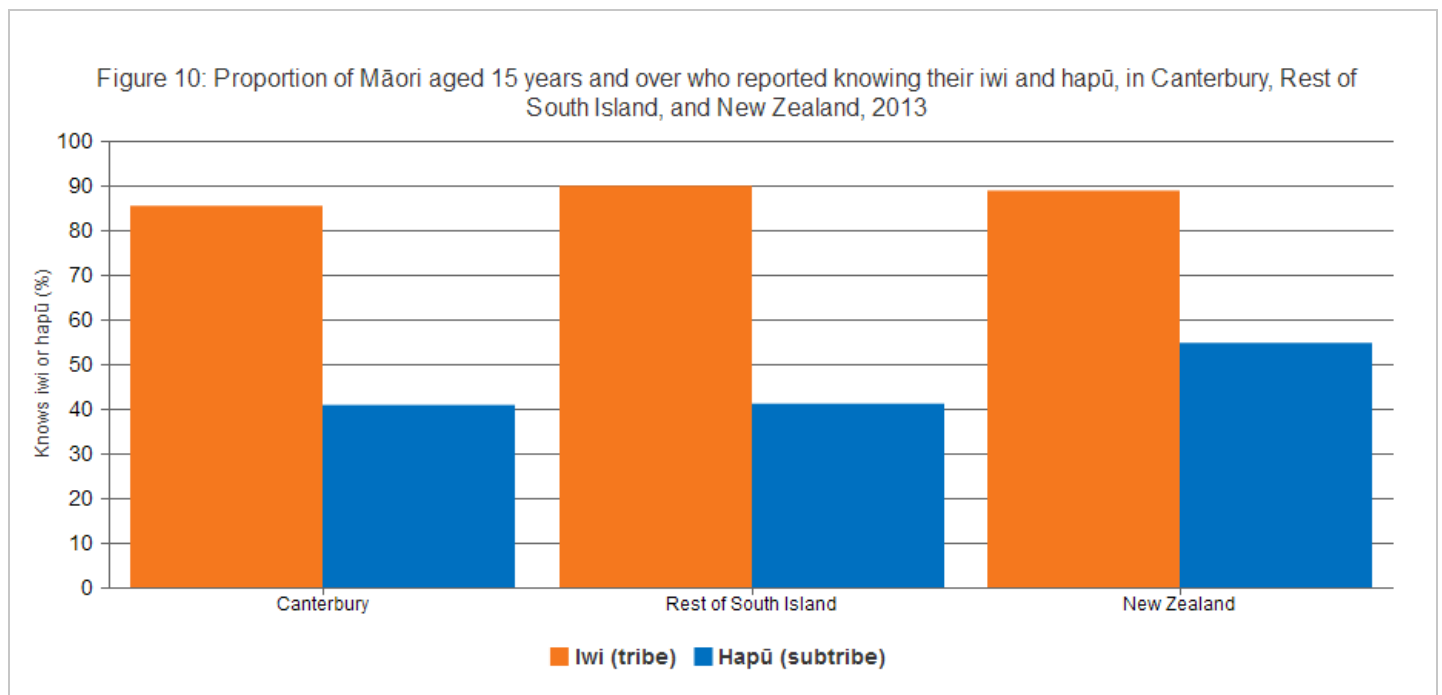
## He Tohu Ora: Tribal identity

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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 kapa haka, 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 2013 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.



The figure shows that in 2013 a majority of respondents for each of the three geographical areas indicated that they knew their iwi (tribe) but a significantly smaller proportion knew their hapū (subtribe). Eighty-five percent of Canterbury respondents reported knowing their iwi, which was a slightly lower proportion than the rest of the South Island (90.1%) and New Zealand (89%). Just over half (54.9%) of all respondents at national level reported knowing their hapū. This proportion was 13.9 and 13.6 percentage points higher than respondents from Canterbury and the rest of the South Island, respectively.

### Data Sources

**Source:** Statistics New Zealand.

**Survey/data set:** Te Kupenga 2013. Access publicly available data from the Statistics New Zealand website [www.archive.stats.govt.nz/browse\\_for\\_stats/people\\_and\\_communities/maori/te-kupenga.aspx](http://www.archive.stats.govt.nz/browse_for_stats/people_and_communities/maori/te-kupenga.aspx)

**Source data frequency:** Updated in 2018 and then 10-yearly.

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

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