

Profile of New Zealander Responses,  
Ethnicity Question:  
2006 Census

For further information on the statistics in this report, and for help finding and using statistical information available on our website or in the INFOS computer database, contact the Statistics New Zealand Information Centre:

website: [www.stats.govt.nz](http://www.stats.govt.nz)  
email: [info@stats.govt.nz](mailto:info@stats.govt.nz)  
phone toll-free: 0508 525 525  
phone international: + 64 4 931 4600  
fax: (04) 931 4610  
post: PO Box 2922, Wellington

### **Liability**

Statistics NZ gives no warranty that the information or data supplied in this paper is error free. All care and diligence has been used, however, in processing, analyzing and extracting information. Statistics NZ will not be liable for any loss or damage suffered by customers consequent upon the use directly, or indirectly, of the information in this paper.

### **Reproduction of material**

Any table or other material published in this paper may be reproduced and published without further licence, provided that it does not purport to be published under government authority and that acknowledgement is made of this source.

**Published in 2007 by**  
Statistics New Zealand  
Tatauranga Aotearoa  
Wellington, New Zealand  
[www.stats.govt.nz](http://www.stats.govt.nz)

ISBN 978-0-478-26946-8 (online)

## Preface

This report provides a socio-demographic profile of those persons who responded as 'New Zealander' to the 2006 Census of Population and Dwellings ethnicity question. The profile goes some way to answering the question of who made these responses, by highlighting similarities and differences with the total population and other ethnic groupings. It aims to provide an understanding of those responding as New Zealander in light of the heightened public awareness of this response immediately before the census.

A measure such as the self-identified cultural affiliation one used in the census will reflect changes over time in the way people identify their ethnicity, as well as in the underlying make-up of society. New Zealander responses to the ethnicity question have been growing each census and were expected to increase again in the 2006 Census. Heightened media presentation of the option to report as a New Zealander has contributed to this observed increase.

Whether New Zealander responses will continue to grow at such a high rate, or will maintain this level, can only be answered after the 2011 Census. Ethnicity information from other sources, gathered at the same time as the census, report a much lower number of New Zealander responses.

The analysis for this report was completed by Jo-anne Allan, with the assistance of Robert Didham and with support from colleagues in the Social and Population Group of Statistics New Zealand.



Geoff Bascand  
**Government Statistician**

# Contents

Summary .....	1
1 Background .....	2
2 Who reported themselves as New Zealanders? .....	4
3 Conclusion .....	24

## Appendices

1 Technical notes .....	27
2 Ethnicity definition, classification and question .....	28

## Tables

1 Top 10 ethnicities, total responses .....	8
2 New Zealander responses and total population, single and multiple ethnicities.....	9
3 Population with Maori descent .....	11
4 Religious affiliation, New Zealander responses and total population .....	14

## Figures

1 New Zealander responses, age-sex pyramid .....	4
2 New Zealander responses to census ethnicity question, 1986 –2006 Censuses .....	5
3 New Zealander responses and total population, by sex and single year of age .....	6
4 New Zealander responses and major ethnic groupings, by single year of age .....	6
5 New Zealander responses and major groupings, total responses .....	9
6 New Zealander responses and major groupings with multiple ethnicities, total responses .....	10
7 Proportion of Māori descent for top 10 ethnicity counts, total responses .....	11
8 Country of birth for overseas-born New Zealander responses, by geographic region.....	13
9 Number of languages spoken, New Zealander responses and major ethnic groupings .....	14
10 New Zealander responses by region .....	15
11 Proportion of region's population identifying as New Zealander .....	16
12 Proportion living in rural areas, by New Zealander responses, total population and sex .....	17
13 Highest qualification for New Zealander responses and total population, 15 years and over .....	18
14 Highest qualification for New Zealander responses and total population – age standardised, 15 years and over .....	18
15 Income for New Zealander responses and total population, 15 years and over .....	19
16 Income for New Zealander responses and total population – age standardised, 15 years and over .....	20
17 Labour force status for New Zealander responses – age standardised, by sex, 15 years and over .....	20
18 Unpaid activities for New Zealander responses and total population, 15 years and over.....	21
19 Those partnered – New Zealander responses and total population, by sex .....	22
20 Average number of children born to New Zealander women and all women, 15 years and over .....	22
21 Smoking behaviour for New Zealander responses and total population, 15 years and over .....	23

## Summary

New Zealander responses to the ethnicity question have been growing each census since 1986 and were expected to increase again in the 2006 Census. In 2006, 429,429 people gave New Zealander as the only or as one of their responses to the ethnicity question. This represents 11.1 percent of the total population of New Zealand, and compares with 2.4 percent in 2001.

It is recognised when asking about self-identified cultural affiliation that there may be changes over time in the way people identify their ethnicity or in the underlying make-up of society. A statistical approach requires balancing relevance with consistency of ethnicity information. In line with changes in New Zealand society, categories were added to the ethnicity classification in 2005. One of these categories was for New Zealander responses, included in a larger group Other Ethnicity. Previously these responses were classified with European.

Although the 2006 Census recorded a change in response to New Zealander, to date other collections of official statistics have not seen a similar pattern. The way that information is collected, the population the information is collected from, and the context the collection takes place in, may affect ethnic group responses. The patterns seen in collections other than census may reflect the underlying trend of a lower level of New Zealander responses, which may or may not change over coming years.

In the 2006 Census, those identifying as New Zealander:

- cover all ages
- are more likely to be male
- have higher regional proportions in the South Island than in the North Island
- are most often born in New Zealand.

In contrast to the total population those identifying as New Zealander:

- have an older median age
- have higher incomes
- are less likely to have Māori descent
- are healthier, in terms of smoking less than the total population
- are more likely to live in a rural area
- tend to have more educational qualifications.

This profile provides a brief background, with analysis showing some of the differences and similarities between New Zealander responses and other categories. Some characteristics have been age standardised (see appendix 1) to allow for the effect of age structure differences between the groups. A subsequent report will provide a more detailed discussion of statistical implications of the increase in New Zealander responses, and include guidelines on how census ethnicity data may be used in conjunction with data from other sources.

It may be concluded that the public debate on the ethnicity question that preceded the census contributed materially to the increase in New Zealander responses. The relative contribution will become apparent in later censuses.

# 1 Background

There has been growing interest over recent years in New Zealander responses to the census ethnicity question, both by the general public and among social researchers. Public interest was heightened immediately before the 2006 Census by extensive discussion in the media and by email, about ethnic identity, identification with New Zealand and national identity, and the authenticity of the New Zealander response as an ethnic identity. Common questions asked in the media discussion and of Statistics New Zealand were: “why can’t we be New Zealanders?” and “is there, or why isn’t there, a tick box for New Zealander?”

An updated standard for ethnicity statistics was developed in 2005 to standardise the way ethnicity information is collected and classified. This is being introduced into official statistics agencies over the next few years. Primarily, changes were made to ethnicity statistical output using total responses or single and combined responses, making prioritised output obsolete and expanding output at the first level of the classification, from five to six categories. A new category, 'Middle Eastern, Latin American and African' (MELAA), was established from responses previously categorised under 'Other'; and 'New Zealander' responses were moved from the 'European' category to the 'Other Ethnicity' category. New Zealander responses are presented as a separate category at level four of the classification. The 2005 standard maintained the self-administered ethnicity question, which meant the 2006 Census repeated the same question as used in 2001.

Ethnic statistics have evolved over time, reflecting changes in the demographic fabric of New Zealand society. Statistical measurement of ethnicity has a subjective basis. Consequently, there is volatility in the nature of responses which poses problems for consistent statistical classification. Changes to the standard over the past 20 years have sought to maintain the integrity of the classification while providing consistent ethnic and relevant ethnicity information. This is particularly in regard to its prime purpose of distinguishing Māori and to record populations who constitute the main ethnic minorities of ongoing public policy interest, such as Pacific peoples, and Asian.

## *2006 Census*

Responses to the ethnicity question from the 2006 Census that are similar to New Zealander are included in the New Zealander category. Some examples are: Kiwi, Mainlander, Fourth generation New Zealander. Also included are multiple responses such as New Zealand Chinese, Samoan New Zealander and Indian Kiwi, which are coded to both New Zealander and to other relevant categories. Responses such as Pākehā continue to be coded to New Zealand European.

New Zealander was not allocated a tick box in the census question for several reasons. Primarily, the aim was to keep the question consistent with the 2001 and 1991 Census questions. The consistency of questions supports more robust comparisons of information between different census periods, enabling trends, estimates and time series to be studied. It also supports comparison between different data sources.

Analysis of New Zealander-type responses in earlier censuses has provided an understanding of numbers and characteristics (Allan 2001, Treiving 2002, Potter 2003). Past analysis, together with current survey and questionnaire testing, led to the expectation of a further increase in New Zealander responses in the 2006 Census.

*Influences on response in census*

The increased identification with New Zealander in the 2006 Census appears to have been influenced in part by a public debate immediately prior to the census on the intended treatment of this response in the statistics. One element in the debate advocated a New Zealander response for people who were not recent immigrants, and campaigned for a change to the ethnicity question to include a specific New Zealander response category or tick box. Public awareness of debates on cultural and national identity was also connected with this. Ethnicity was seen as a key part of cultural identity and this too is recognised in much of the literature on social belonging. An increase in the level of New Zealander response has been evident over the past two censuses. However, the level in 2006 was somewhat higher than that trend would have indicated, demonstrating the volatile nature of the response and its susceptibility to exogenous influences.

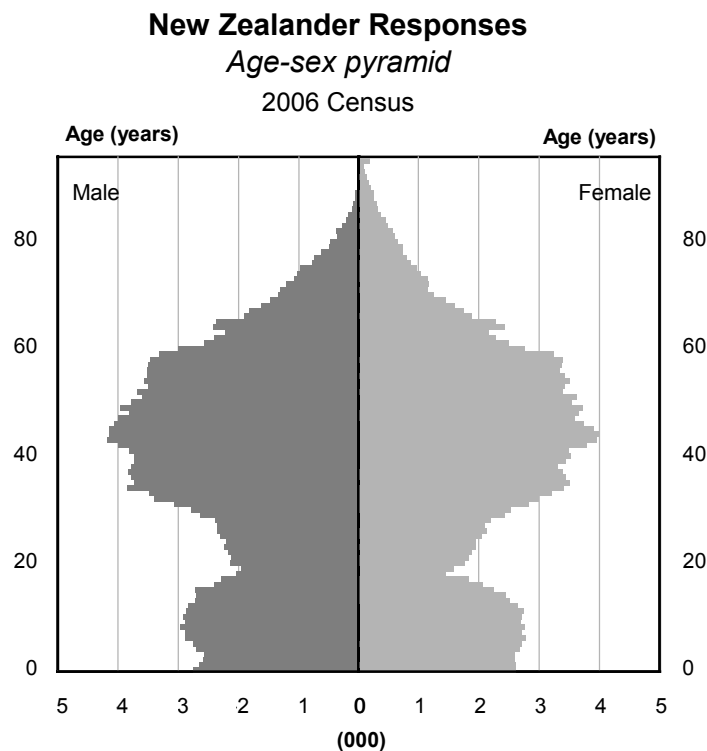
Some influence on response can also be seen in growing awareness of the change in the ethnicity classification that now places a New Zealander response in a separate category. This was welcomed by people who felt uncomfortable with the problematic terms New Zealand European and Pākehā, and who may have seen New Zealander as a more appropriate way of describing themselves. However, not all of the shift can be attributed to external factors. Ethnicity is self identified and people may change the way they identify themselves over time and in different situations.

## 2 Who reported themselves as New Zealanders?

This profile of those reporting New Zealander responses will answer some questions about people identifying this way, and describes who they are. Are they young or old? Are they more likely to be male or female? Are they working? Are people in particular areas more likely to give a New Zealander response than people in other areas? Were those responding as New Zealanders predominantly born here or overseas?

In the 2006 Census, 429,429 people gave New Zealander or a similar response to the ethnicity question (figure 1). This represents 11.1 percent of the 3,860,163 people who usually reside in New Zealand and who gave valid answers to the ethnicity question in the census.

Figure 1

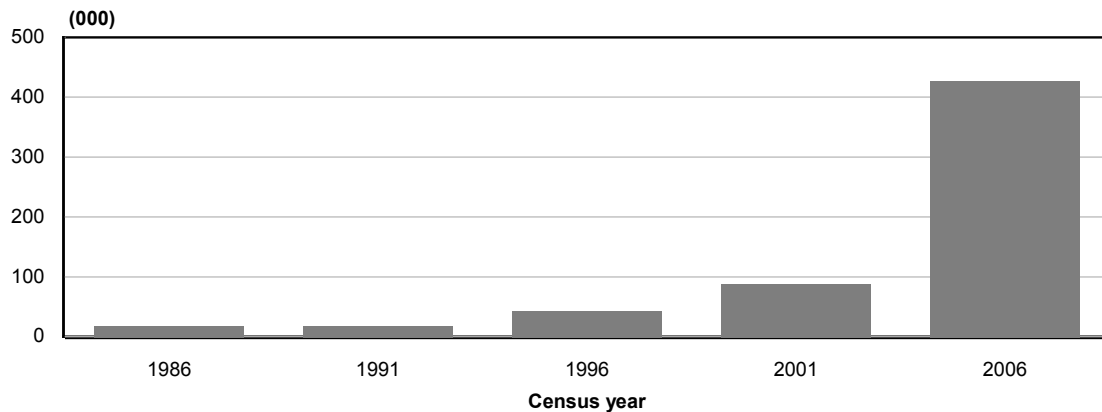


The number of New Zealander responses has been increasing each census since data was available in 1986 (see figure 2). The 2006 Census shows a larger jump in numbers than trends would have suggested which was most likely triggered by the public discussion before the census.

Because there were around five times as many New Zealander responses in 2006 as in 2001 and approximately three times as many as expected, it would be incorrect to assume that those responding as New Zealander this census, after a heightened public debate, can be compared with those responding in previous censuses. The circumstances this census may mean that a different set of characteristics are apparent in those reporting New Zealander than for those previously giving this response. This means it is not possible to easily compare the demographic characteristics of the New Zealander responses for 2001 and 2006. One comparison which can be made is with the total population.

Figure 2

**New Zealander Responses to Census Ethnicity Question  
1986–2006 Censuses**



*Age and sex*

More males than females gave a New Zealander response. The response category was made up of 51.9 percent (222,702) male and 48.1 percent female (206,727). In contrast, in the total population there are more females, 2,062,329 (51.2 percent), than males, 1,965,618 (48.8 percent). The male bias is all the more striking because the New Zealander responses are most strongly male in the ages where there are significantly fewer males than females. At all ages up to 74 years, males outnumber females, whereas in the total population females outnumber males from 20 years of age.

People belonging to the New Zealander category cover all ages but have a very different age structure than any other group within the population (figure 4). Their median age, with half younger and half older, is 40.2 years. This is considerably older than the median age of the population as a whole (35.9 years), but to see them as an older population is a little misleading because they are predominantly people in their middle adult years (figure 3). There are more people aged from 35 to 53 years reporting themselves as New Zealander than at any other age. Those most frequently giving this response (the mode) were aged 44 years.

There are markedly fewer New Zealander responses from age 13 years through the twenties. This may be associated with the change from parent reporting to self reporting in this age group, or it may reflect differences in behaviour when filling in an official form, not being involved with the public debate in the media, or a generational difference in perceptions of identity. Those under 13 years are more likely to have had their census forms filled in by parents.

Figure 3

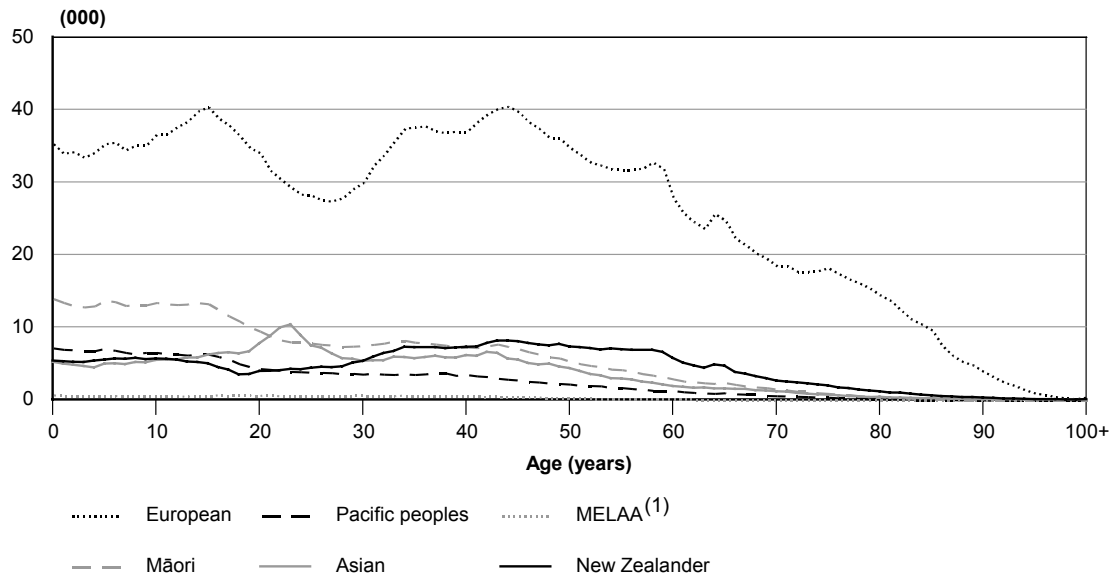
**New Zealander Responses and Total Population**  
*By sex and single year of age*  
 2006 Census



The level 1 groupings of the ethnicity classification are European, Māori, Pacific Peoples, Asian and MELAA (Middle Eastern/Latin American/African). They each have different age structures (figure 4) that reflect their demographic and migration histories. The same cannot be said for the age structure of those reporting New Zealander. They are characterised by having most of their population concentrated in particular ages in the middle of the life span (figure 3).

Figure 4

**New Zealander Responses and Major Ethnic Groupings**  
*By single year of age*  
 2006 Census



(1) MELAA is Middle Eastern/Latin American/African

### *Third-largest category*

The New Zealander responses made up the third-largest response category in the 2006 Census (table 1). New Zealand European and Māori remain the two largest ethnic groups. The ethnic question provided both tick boxes for the larger categories and an area to write in other responses (see appendix 2). Among the ethnicities in table 1, New Zealand European, Māori, Chinese, Samoan, Indian, Cook Islands Maori and Tongan were available as tick boxes. Of all the write-in responses, New Zealander was the largest, followed by English and Korean.

The total European grouping, including New Zealand European, has been reducing in size and proportion of the population for some years. This grouping fell from 83.1 percent of the population in 1996 to 80 percent in 2001. In 2006, it experienced a larger decline, dropping to 67.6 percent of the population. The number of people identifying with New Zealand European dropped from 2,696,724 in 2001, to 2,381,076 in 2006, largely due to New Zealander responses being classified separately in the Other Ethnicity grouping in 2006. Some groups within the European category did increase. For example, British categories collectively have grown by more than 22,000, largely due to migration.

It seems likely that there has been a response shift to New Zealander from New Zealand European, decreasing the size of both the New Zealand European category and the European grouping in the 2006 Census. However, some people may have recorded responses of New Zealander when they had previously identified with ethnicities in the Māori, Pacific peoples and Asian groupings, while some recorded New Zealander in addition to other ethnicities.

The European grouping remains considerably larger than any other at 2,609,589 (67.6 percent), as seen in figure 5. Those reporting New Zealander rank third, with 135,900 fewer than Māori (565,329, 14.6 percent). New Zealander responses (11.1 percent) are more than Asian (9.2 percent), Pacific peoples (6.9 percent), and MELAA (0.9 percent). Other Ethnicity (11.2 percent) consists primarily of New Zealander responses but also includes 1,491 responses for other ethnicities, such as Mauritian, South African Coloured and North American Indian.

Table 1

**Top 10 Ethnicities<sup>(1)</sup>**  
*Total responses<sup>(2)</sup>*  
 2006 Census

Ethnicity	2006 count <sup>(1)</sup>
New Zealand European	2,381,076
Māori	565,329
New Zealander	429,429
Chinese <sup>(3)</sup>	147,570
Samoan	131,103
Indian <sup>(3)</sup>	104,583
Cook Islands Maori <sup>(3)</sup>	58,009
Tongan	50,478
English	44,202
Korean	30,792

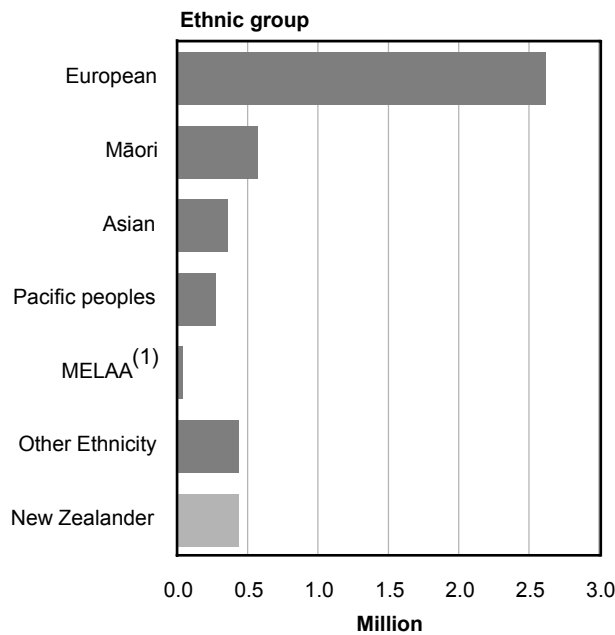
(1) Ethnic group counts at the most detailed level (Level 4) of the Ethnicity Standard Classification 2005.

(2) Total responses is the count of all responses given for each ethnic group.

(3) All ethnicities belonging to this grouped category.

Figure 5

**New Zealander Responses and Major Groupings**  
*Total responses*  
 2006 Census



(1) MELAA is Middle Eastern/Latin American/African.

Table 2

**New Zealander Responses and Total Population<sup>(1)</sup>**  
*Single and multiple ethnicities*  
 2006 Census

Number of ethnicities	Population <sup>(1)</sup>		Percent total population
	Number	New Zealander Number	
One	3,459,736	374,061	10.1
Two	343,691	45,388	13.2
Three	45,074	8,495	18.8
Four	8,209	1,010	12.3
Five	2,127	226	10.6
Six	1,326	248	18.7
<b>Total</b>	<b>3,860,163</b>	<b>429,427</b>	<b>11.1</b>

(1) Population indicating ethnicity

*New Zealander responses and multiple ethnicities*

People may identify with more than one ethnicity, for example as both New Zealand European and Māori. Multiple responses for ethnicity have been increasing – 4.9 percent (grouped total responses) in 1991, 9.0 percent in 2001 (total response counts) and in 2006, 10.4 percent (total response counts). New Zealand has a high intermarriage rate between ethnic groups (Callister et al, 2005; Howard and Didham,

2005), and this is one of many reasons for an increasing number of people identifying with two or more ethnicities.

Those reporting New Zealander have a higher rate of multiple ethnicities in 2006 (12.9 percent or 55,364) compared with the population specifying multiple ethnicity (10.4 percent or 400,427). Of people reporting more than one ethnic group, those reporting New Zealander are 13.2 percent of people with two ethnicities (table 2). New Zealander responses also contribute almost 20 percent of those with three and six ethnicities.

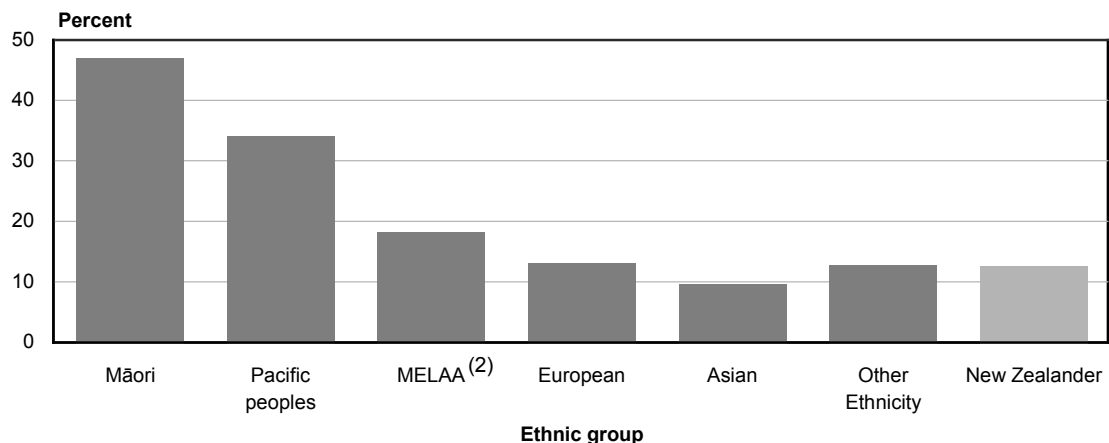
In earlier censuses, people reporting New Zealander were found to have similar rates of multiple ethnicities as for the total population. The 2006 rise in the proportion of those identifying as New Zealander with multiple responses suggests that the increase was not driven by the same rationale as in previous censuses. Previously, the New Zealander response appeared to indicate a strong connection with New Zealand as a single ethnicity, and not necessarily a specific association with either New Zealand European or Māori ethnicities.

Figure 6 compares multiple responses for the New Zealander category and each major grouping. The proportion of the New Zealander response category with multiple ethnicities (12.9 percent) is similar to that of the European grouping (13.3 percent). This contrasts with Māori, with 47 percent having multiple ethnicities, and Pacific peoples with 34 percent.

*Figure 6*

**New Zealander Responses and Major Groupings with Multiple Ethnicities**

Total responses<sup>(1)</sup>  
2006 Census



(1) All responses given for each ethnic group.

(2) MELAA is Middle Eastern/Latin American/African.

*Māori and New Zealander*

Those in the New Zealander category with Māori ethnicity numbered 12,876 in the 2006 Census. This is a very small proportion (3 percent) of the New Zealander category and a small proportion (4.8 percent) of Māori who have multiple ethnicities. People of Māori ethnicity were much more likely to have identified as belonging to the New Zealand European ethnic group than to have written a New Zealander response. However, we cannot tell from the data how many people who may have

previously stated that they were of Māori and New Zealand European ethnicities chose to respond instead as New Zealander in 2006.

Many more of those in the New Zealander category reported having Māori descent than Māori ethnicity. Whereas 12,876 belonged to the Māori ethnic group, there were 41,820 who reported having Māori descent.

Table 3

**Population with Māori Descent<sup>(1)</sup>**  
2006 Census

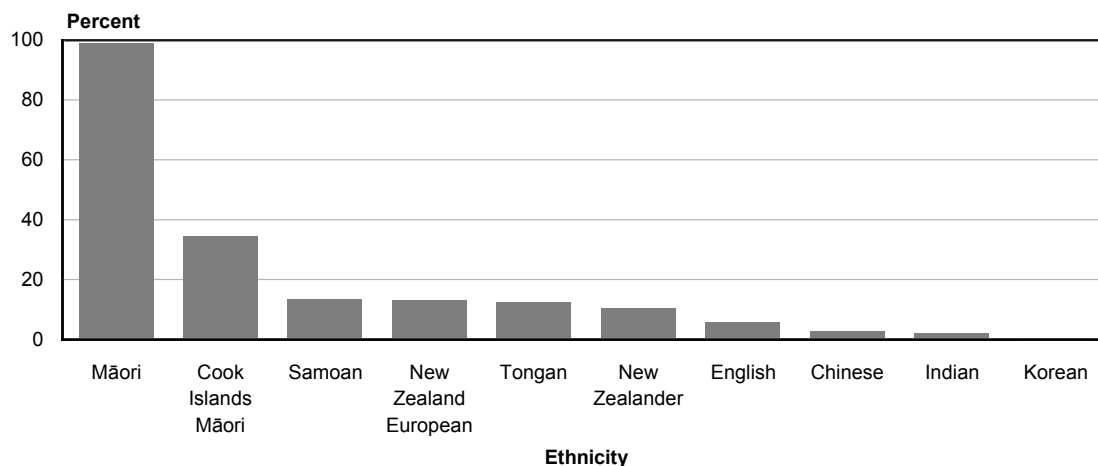
	Total population <sup>(1)</sup>		New Zealander	
	Number	Percent	Number	Percent
Māori descent	643,977	18.0	41,820	10.7
No Māori descent	2,917,311	81.1	348,521	80.1
Don't know	78,774	2.2	18,666	4.3
<b>Total</b>	<b>3,561,288</b>	<b>100</b>	<b>390,341</b>	<b>100</b>

(1) Unidentifiable numbers not included in table.

Higher rates of Māori descent than Māori ethnicity are expected because of the high intermarriage rate associated with people of different ethnicities with Māori descent (Callister et al, 2005; Howard and Didham 2005). This is still less than might have been expected if those in the New Zealander category responded like people of other ethnicities did. However, the slight difference in reporting pattern also suggests that at least some people may have moved from Māori ethnicity in 2001 to record New Zealander in 2006. Nevertheless, the proportion of people with Māori descent among the New Zealander category (10.7 percent) is less than for people of New Zealand European (13.5 percent), Samoan (13.8 percent) or Tongan (12.7 percent) ethnicities. As expected, people of Māori ethnicity have the highest proportion (99.2 percent) with Māori descent, followed by the Cook Islands Maori with 35.1 percent (figure 7).

Figure 7

**Proportion with Māori Descent for Top 10 Ethnicity Groups**  
Total responses  
2006 Census



*Where do those reporting New Zealander come from?*

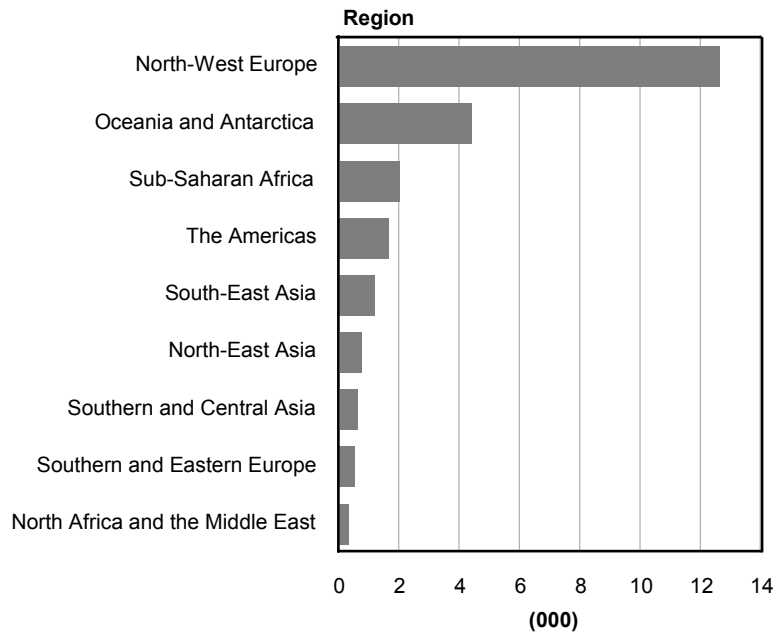
Whereas almost a quarter (22.9 percent) of New Zealand's total population was born overseas, the vast majority of those in the New Zealander category were born in New Zealand (93.4 percent, or 401,142). A higher proportion of New Zealand European were born overseas (11.2 percent) compared with New Zealanders and as would be expected a very small proportion of Māori (1.6 percent). Other ethnic categories had considerably larger proportions born overseas: 40.3 percent of Samoans, 26.6 percent of Cook Islands Maori, 78.0 percent of Chinese, 87.8 percent of English and 44.0 percent of Tongans.

Over 58 percent of those born overseas and reporting a New Zealander response (28,287) were born in just six countries: England (9,117), Australia (3,117), South Africa (1,443), Scotland (1,074), Netherlands (942), and the United States (843). For the total population, 54 percent of those born overseas came from England, the People's Republic of China, Australia, Samoa, India and South Africa. However, by far the greatest proportion was from England (22.9 percent). It suggests that those born in India, Samoa and the People's Republic of China are less likely to identify as New Zealander, but length of residence in New Zealand may account for this difference. For almost every country of birth, the majority of people born overseas and identifying as New Zealander had lived in New Zealand for more than 10 years.

Figure 8 shows the number in the New Zealander category born overseas who stated their country of birth, by broad geographic region. North-West Europe was their most common region of birth. This area corresponds to the traditional source countries of immigrants with longer histories of settlement in this country. Oceania had the next largest group of the New Zealander category who were overseas-born, dominated by those born in Australia but also reflecting the current and historical close immigration ties the Pacific area has with New Zealand. The pattern of New Zealander responses seen among people born in other countries suggests that length of residence rather than birthplace is the more important factor.

Figure 8

**Country of Birth for Overseas-born New Zealander Responses**  
*By geographic region*  
 2006 Census

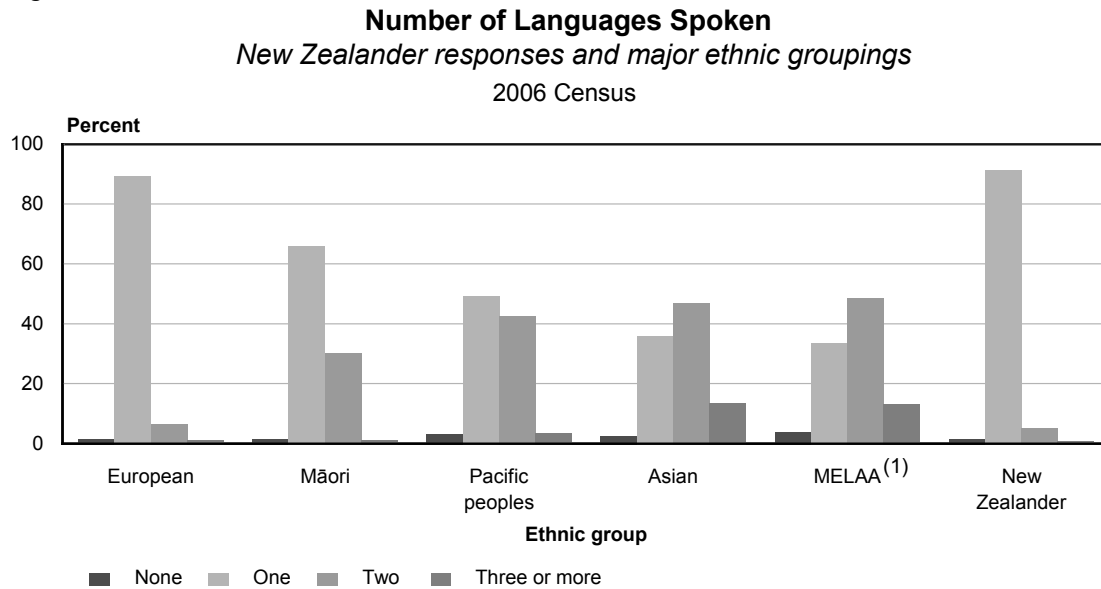


*Language*

Less than one in 10 of those in the New Zealander category speaks more than one language. With 91.5 percent speaking one language, those identifying as New Zealander are less like the population as a whole and more like the European grouping. However, New Zealand is largely a monolingual nation, with 80.5 percent of people speaking only one language. As expected, people in the Pacific, Asian and MELAA groupings had a much higher proportion of their populations speaking more than one language than did the New Zealander category and the European group (figure 9).

The five most common languages among those identifying as New Zealander were English (417,324), Māori (6,360), French (6,222), New Zealand Sign Language (3,087) and German (2,958); followed by Spanish, Japanese, Dutch and Samoan. This compares with English, Māori, Samoan, French and Hindi followed by the Chinese languages, German and Tongan for the population as a whole.

Figure 9



*Religion*

Those identifying as New Zealander are more secular than the total population (table 4) with 58.2 percent of New Zealander responses affiliating with a religion, 5 percent less than the population as a whole. The pattern of response to this question is quite distinctive for people who stated they were New Zealanders. Whereas 6 percent of the total population objected to answering the religious affiliation question, 11.2 percent of those in the New Zealander category objected to doing so, suggesting that they responded to the census in a different way from other ethnic groups, which may be significant. Non-response to the question was similar for both groups.

Table 4

**Religious Affiliation**  
*New Zealander responses and total population*  
2006 Census

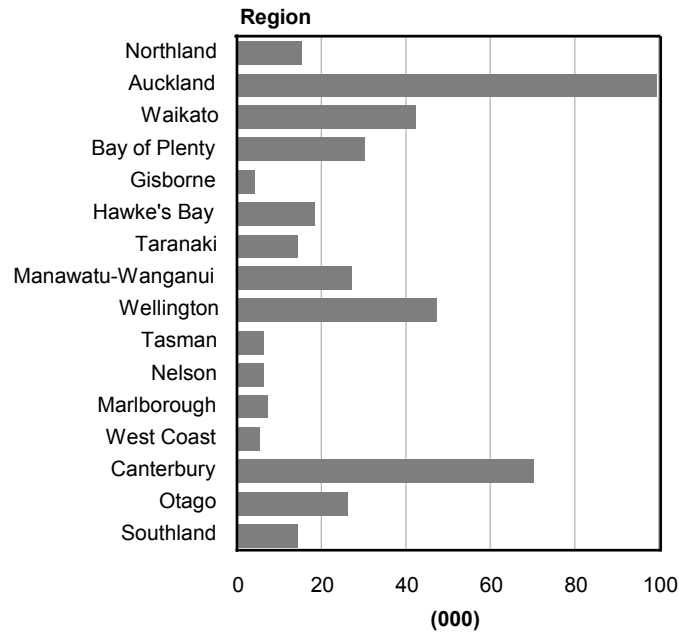
	Total population		New Zealander	
	Number	Percent	Number	Percent
Specific religion(s)	2,241,540	63.3	216,405	58.2
No religion	1,297,104	36.7	155,268	41.8
<b>Total</b>	<b>3,538,644</b>	<b>100.0</b>	<b>371,672</b>	<b>100.0</b>

*Where are the New Zealander responses from?*

Figure 10 shows New Zealander responses in each region. With the largest population, the Auckland region also had the largest number of New Zealander responses overall. Similarly, Canterbury has over half the South Island's New Zealander population. The regions with the next-highest counts were Wellington, followed by the Waikato.

Figure 10

**New Zealander Responses by Region**  
2006 Census



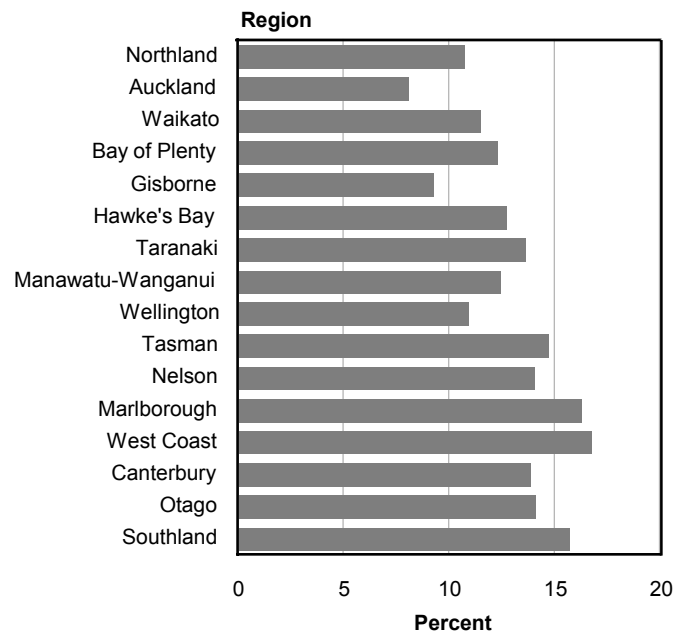
**Note:** The number of New Zealanders residing in 'area outside region' is 51.

When the New Zealander category is calculated as a proportion of a region's population a different picture emerges (figure 11). A divide is evident because the New Zealander responses are a bigger proportion of a region's population in the South Island. All South Island regions have higher proportions of people identifying as New Zealander than the national average of 11.1 percent. The West Coast has the greatest proportion (16.1 percent), followed closely by Marlborough (16.0 percent) and Southland (15.7 percent). Canterbury, with a much larger urban population and greater ethnic diversity, had the smallest proportion of the South Island regions (13.8 percent).

Aucklanders had the lowest proportion of those identifying as New Zealander (8.0 percent), and also fewer classifying as European (50.0 percent). Taranaki, with strong rural connections, led the North Island regions (13.6 percent) followed by Hawke's Bay (12.7 percent). In part, this reflects the greater population diversity found in the Auckland region and other North Island regions. The regions other than Auckland with the smallest proportion of those reporting New Zealander are Gisborne and Northland, both of which have significant proportions of their populations with Māori ethnicity.

Figure 11

**Proportion of Region's Population Identifying as New Zealander**  
 2006 Census



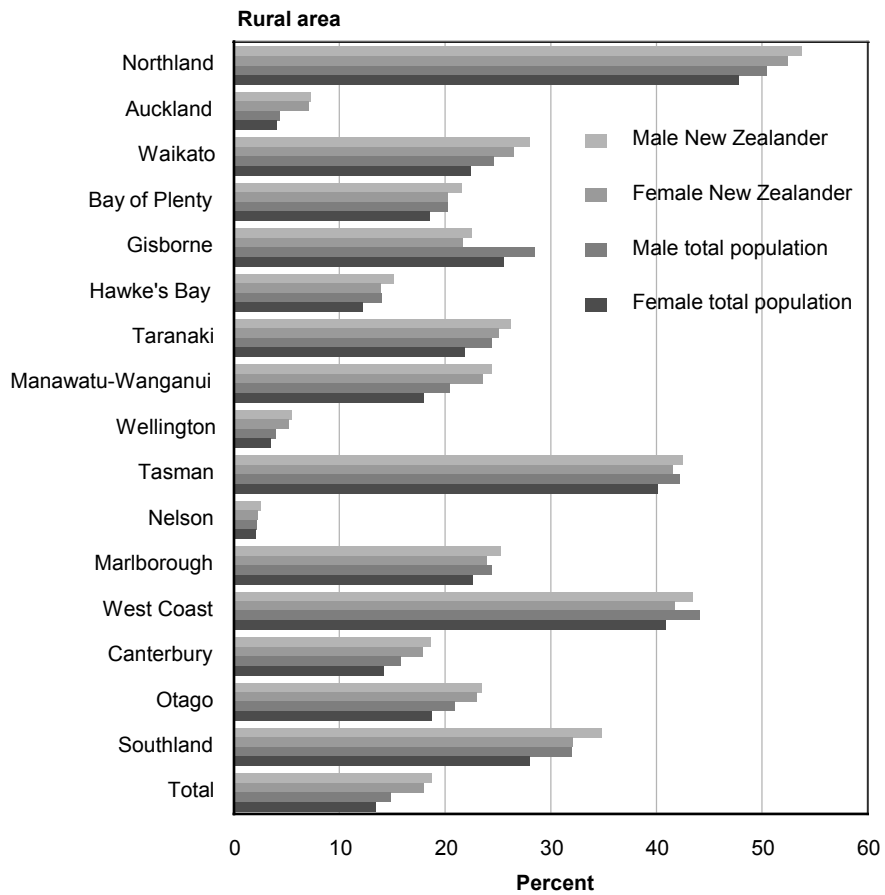
**Note:** New Zealanders residing in 'area outside region' not shown.

*Urban and rural areas*

Those responding as New Zealander were less likely than the total population to live in urban areas and more likely to live in rural areas (figure 12). Males and females who identified as New Zealanders have similar proportions of urban and rural residence as the males and females in the population as a whole, but it is more likely that they will respond as New Zealanders if they live in rural areas.

Figure 12

**Proportion Living in Rural Areas**  
 By New Zealander responses, total population and sex  
 2006 Census



*Highest qualification*

People identifying as New Zealander tended to have completed more formal qualifications than average for the total population (figure 13). They have an older median age than the total population and a much smaller proportion of their population under 25 years of age, and therefore relatively fewer who have not completed their education. Adjusting for age in figure 14 confirms that they have more qualifications from levels 1 to 7 when compared with the total population.

Figure 13

**Highest Qualification for New Zealander Responses  
and Total Population**

*15 years and over*

2006 Census

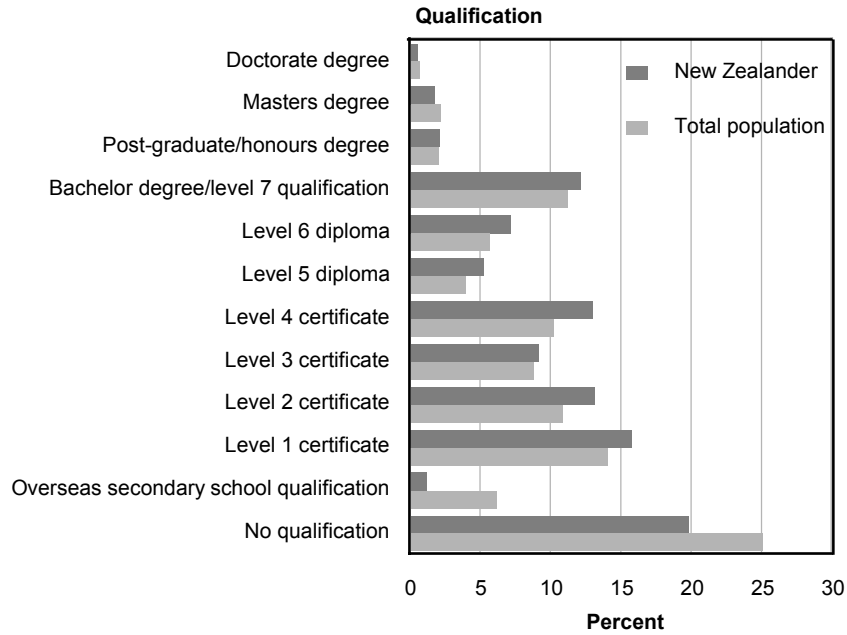
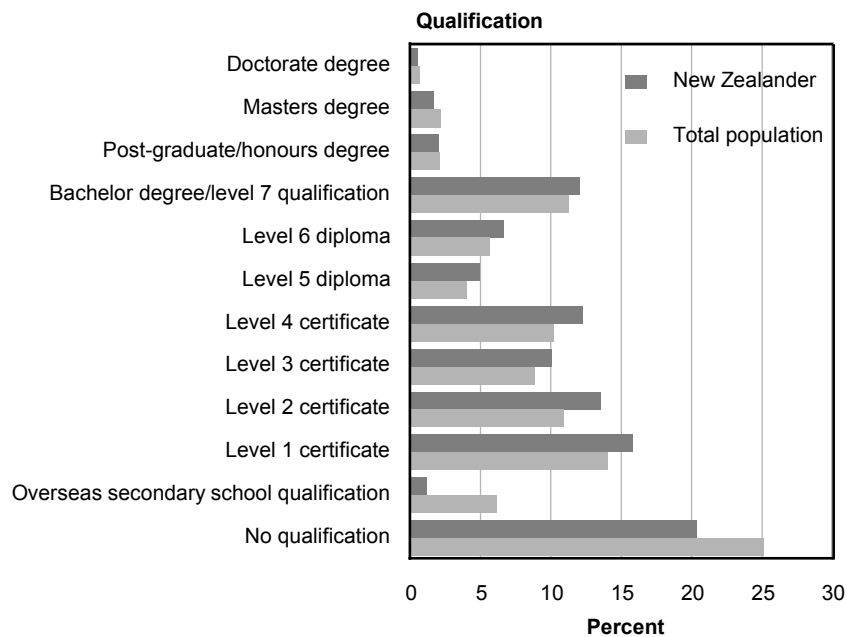


Figure 14

**Highest Qualification for New Zealander Responses  
and Total Population – Age Standardised**

*15 years and over*

2006 Census



*Income*

Those in the New Zealander category had a greater proportion than the population with earnings at the higher end of the income range (figure 15). However, because of different age structures which affect the key working ages, figure 16 adjusts for age (see appendix 1). This adjustment shows that the proportions in the higher income brackets are partly the result of there being relatively larger numbers of people in the older working ages. Nevertheless, the New Zealander category has a greater proportion of people than the total population in each income group over \$25,000. This is consistent with other indications that this category tends to be of a higher-than-average socio-economic status, and is similar to people of European ethnicities in these age groups.

*Figure 15*

**Income for New Zealander Responses and Total Population**  
*15 years and over*  
 2006 Census

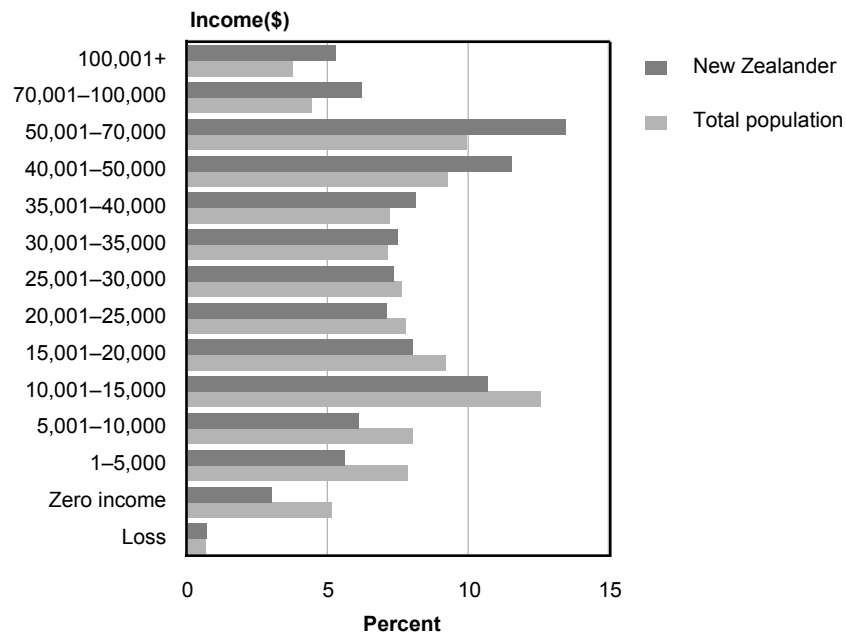


Figure 16

**Income for New Zealander Responses and Total Population  
– Age Standardised**  
*15 years and over*  
2006 Census

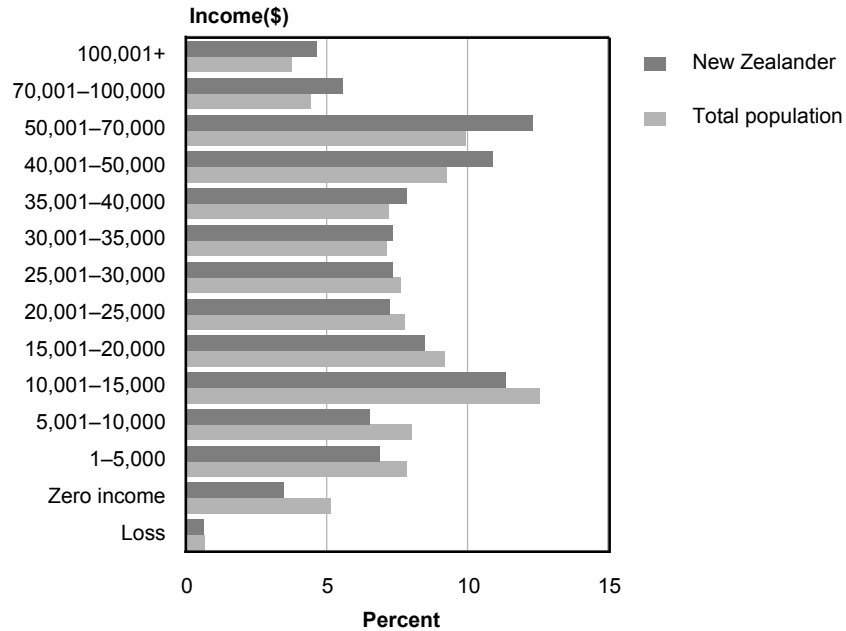
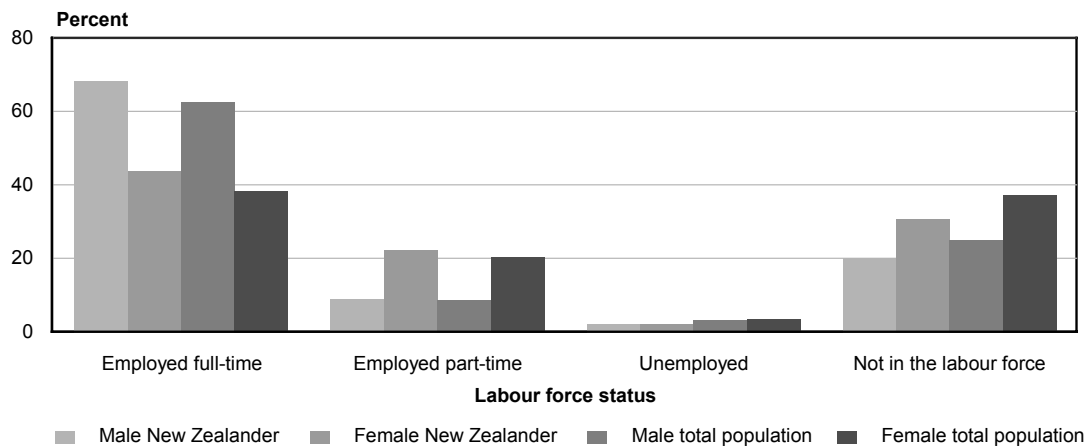


Figure 17

**Labour Force Status for New Zealander Responses – Age Standardised**  
*By sex, 15 years and over*  
2006 Census



*Labour force status*

The New Zealander category does show differences in the labour force status of its members when compared with the total population aged 15 years and over.

The age-standardised distribution of people identifying as New Zealander, by labour force status (figure 17), shows that they are more likely to be employed full time and

less likely to be not in the labour force than those in the total population. This is so for both males and females.

Those in the New Zealander category are more likely than the total population to be in managerial or professional occupations, with over 45 percent of the employed males and 40 percent of the employed females in these groups. They are much less likely to be labourers, machinery operators or drivers.

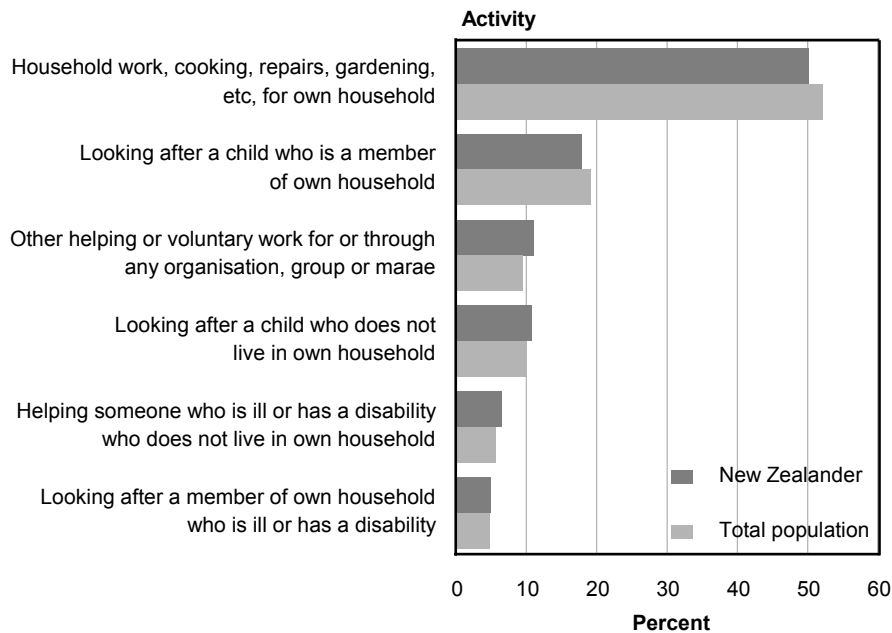
More people in the New Zealander category are working in industries such as professional services, public administration, information media, and arts and recreation services, than in industries such as construction, manufacturing or mining.

*Unpaid activities*

The New Zealander category is similar to the total population 15 years and over when it comes to participation in unpaid activities (figure 18). Partly related to their different age structure, though perhaps more related to socio-economic and family factors, they are slightly less likely to volunteer outside the household but do spend slightly more time on activities within it.

Figure 18

**Unpaid Activities for New Zealander Responses and Total Population**  
*15 years and over*  
 2006 Census



*Social marital status*

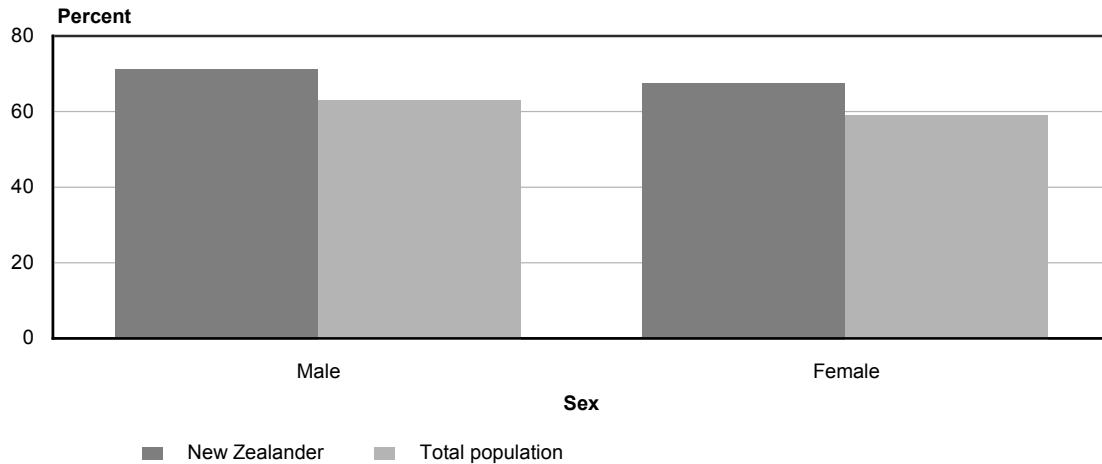
Those in the New Zealander category were more likely to be partnered than the total population. This partly reflects the older median age of New Zealanders compared with the total population (figure 19). They are also more likely to be legally married or to have been legally married than the total population.

Figure 19

**Those Partnered – New Zealander Responses and Total Population**

*By sex*

2006 Census



*Number of children born*

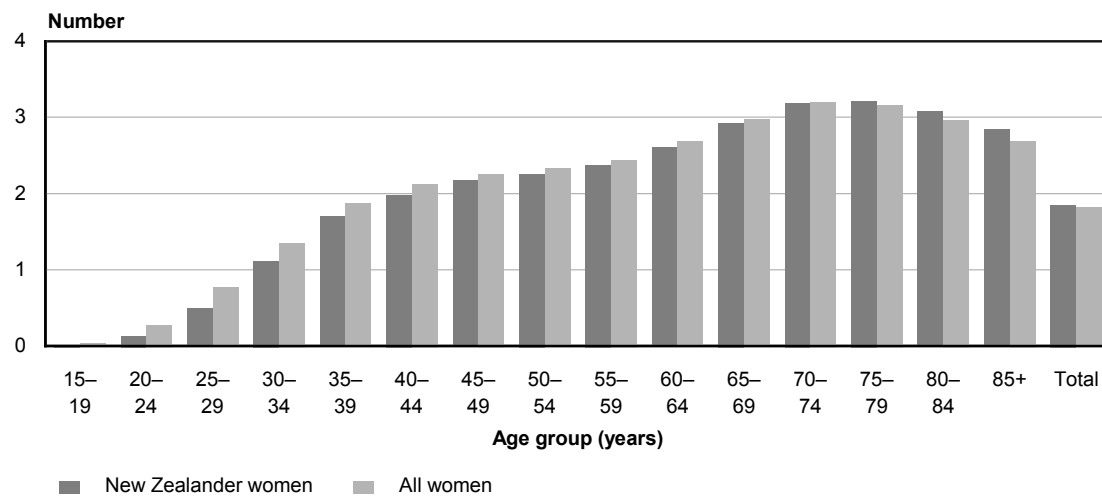
Women identifying as New Zealander have fewer children on average than all women living in New Zealand up to the age of 75 years. The New Zealander category women aged 30 to 60 years are more likely to be childless than the average for all women in this age group (25.8 percent compared with 22.8 percent), or slightly more likely to have had two children. Over the age of 75 years, women identifying as New Zealander have had slightly more children, on average, but the number of women in this group is small.

Figure 20

**Average Number of Children Born to New Zealander Women and All Women**

*15 years and over*

2006 Census

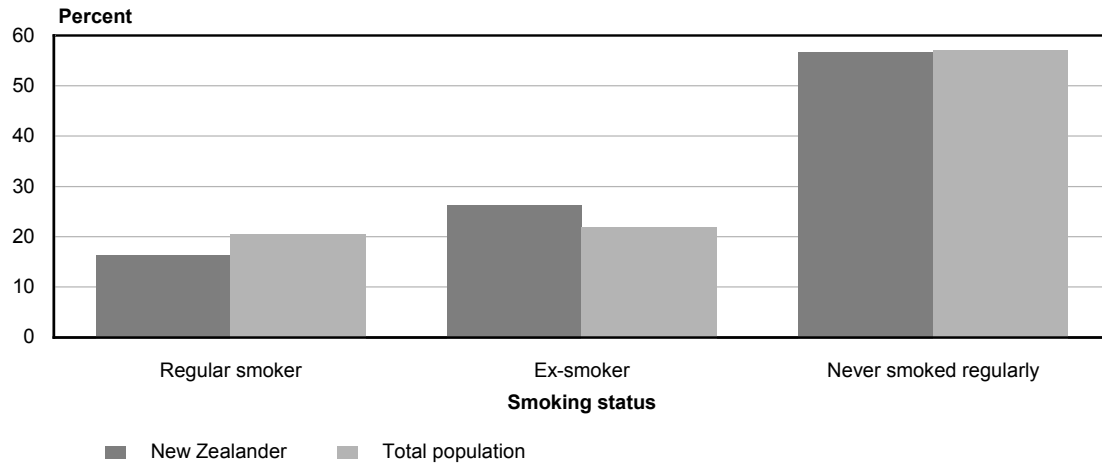


*Smoking*

A question on smoking behaviour can be used as one indicator of the health of the people responding as New Zealander in relation to the total population. The New Zealander category members are counted more often in the ex-smoker category than is the population (figure 21). The pattern of smoking shows that they also have a lower proportion of regular smokers than does the total population.

Figure 21

**Smoking Behaviour for New Zealander Responses and Total Population**  
*15 years and over*  
2006 Census



### 3 Conclusion

New Zealander responses to the ethnicity question grew markedly in the 2006 Census. The huge increase was in large part due to email and media communication causing heightened public awareness of this response before the census. Growth of New Zealander responses in earlier censuses and in other surveys and administrative data collections had predicted a further increase in 2006, but at a lower level than occurred. In the event, around three times as many responses were recorded as were expected. Comparisons of New Zealander responses with earlier censuses have not been made, with the change in response pattern in 2006 affecting the characteristics of the group. It is probable that the 2006 New Zealander responses have two components – those who responded as a result of the wider public awareness of the option, and those who would have responded that way anyway. However, the former may have moved to this response over time and may represent an accelerated movement to a New Zealander response.

Whether New Zealander responses will continue to grow at such a high rate, or to maintain this level in the next census, can only be answered after the 2011 Census. The census has a high public profile in which the public can see an opportunity to influence official information gathering, compared with surveys and administrative data collections. Ethnicity information from other sources report a much lower number of New Zealander responses, with for example, less than 2 percent in birth registrations in 2006 compared with over 11 percent in the 2006 Census. Another factor affecting future growth is the full implementation of the 2005 ethnicity standard across official statistics. When the New Zealander response is able to be reported and consistently classified separately, growth of this response can be monitored. A further paper, *Guidelines for Using 2006 Census Ethnicity Data*, discusses statistical implications of the increase in New Zealander responses and provides guidelines on using census ethnicity data.

Internal and external factors can influence a change in ethnic identification. Ethnic intermarriage, increasing cultural globalisation and diversification within New Zealand's population are central to this. Among people born overseas, length of residence and age at immigration can mean former ethnic affiliations may change to reflect current self-identified ethnic belonging. Beyond these social processes, the political climate sways public opinion on ethnic identity, and this shift becomes evident when large numbers of people change the way they identify themselves (Squires, 2002; Duijzings, 1997). This has undoubtedly contributed to the increase in New Zealander responses in 2006, as people who wish to identify their groundedness in New Zealand, but do not feel they belong to New Zealand European or Māori ethnicities, find that a response of New Zealander best fits their situation, either together with or instead of their previous affiliations (Allan, 2001; Callister, 2004).

Any ethnicity classification revision or question change in the future is likely to affect the way people respond to the ethnicity question. This will mean the information on ethnicity will also change. Ethnicity is a fluid concept of identification and not set for all time as a constant. This presents a challenge for official statistical practice as there is a need to maintain relevancy for users, and also to be up-to-date with ethnic measurement for those providing responses. New Zealander is a response which may become increasingly important for those who use ethnic data to understand the ethnic fabric of New Zealand.

## References

- Allan J (2001). "Classification and Issues", Statistics New Zealand, Wellington.  
<http://www.stats.govt.nz/analytical-reports/review-measurement-ethnicity/rme-class-issues.htm> [2/2/07]
- Allan J (2005). "Views on Ethnicity in New Zealand from Small Group Discussions", Paper presented at PANZ, 2005.
- Allan J (in press). "Discourse Analysis of Cognitive Testing Transcripts for the Ethnicity Question Used in the 2006 Census. Statistics New Zealand, Wellington.
- Callister P (2004). "Seeking an Ethnic Identity: Is 'New Zealander' a Valid Ethnic Group?" <http://callister.co.nz/nzethnicgroup.pdf>. [2/2/07]
- Callister P, Didham R and Potter D (2005). "Ethnic Inter-marriage in New Zealand", Statistics New Zealand, Wellington.  
<http://www.stats.govt.nz/NR/rdonlyres/14E5BF11-60CF-4F97-BB3B-CD76BAEAC6CE/0/EthnicIntermarriageinNZ.pdf> [2/2/07]
- Didham R (2005). "Understanding and Working with Ethnicity Data", Statistics New Zealand, Wellington.  
<http://www.stats.govt.nz/analytical-reports/review-measurement-ethnicity> [2/2/07]
- Duijzings G (1997). "The Making of Egyptians in Kosovo and Macedonia", in *The Politics of Ethnic Consciousness*, (eds) C Govers and H Vermuelen, MacMillan Press, Basingstoke.
- Howard S and Didham R (2005). "Ethnic Inter-marriage and Ethnic Transference Amongst the Māori Population: Implications for the measurement and definition of ethnicity, Statistics New Zealand, Wellington.  
<http://www.stats.govt.nz/analytical-reports/review-measurement-ethnicity/papers.htm> [2/2/07]
- Potter D (2003). "Who Are New Zealanders?" <http://saanr.rsnz.org/Potter.doc> [2/2/07]
- Squires J (2002). "Terms of Inclusion: Citizenship and the Shaping of Ethnonational Identities", in *Ethnonational Identities*, (eds) S Fenton and S May. Palgrave MacMillan, Basingstoke.
- Statistics New Zealand (2004). "Report of the Review of the Measurement of Ethnicity", Statistics New Zealand, Wellington. <http://www.stats.govt.nz/analytical-reports/review-measurement-ethnicity/papers.htm> [2/2/07]
- Statistics New Zealand (2005). "Ethnicity – standard classification 2005", Statistics New Zealand, Wellington.  
<http://www.stats.govt.nz/statistical-methods/classifications/ethnicity-standard-class-2005.htm>
- Statistics New Zealand (2005). "Statistical Standard for Ethnicity 2005", Statistics New Zealand, Wellington.  
<http://www.stats.govt.nz/statistical-methods/statistical-standards/ethnicity/default.htm>

Treliving V (2001). "1996 Census Characteristics of 'NZer'-type Respondents", (internal paper), Statistics New Zealand, Wellington.

## Appendix 1 Technical notes

### **Data Dictionary: 2006 Census of Population and Dwellings**

<http://www.stats.govt.nz/census/2006-census-information-about-data/data-dictionary.htm>

### **Data source**

The data used in this report is from the Census of Population and Dwellings for the census years 1991–2006. All census data is *usually* resident, for child and adult, with overseas visitors excluded. It is for the specified population, those indicating a valid response for the question asked.

All data has been compiled by Statistics NZ. Census data has been randomly rounded to base three to protect confidentiality, and confidentiality rules applied. Individual figures may not add up to totals, and values for the same data may vary in different tables and graphs. Rates for highest qualification, income and workforce status have been age standardised (direct method) using the 2006 Census population as the reference population.

### **Glossary**

**Age standardisation:** Age standardisation is a method for ensuring that any differences in the age structure between comparison groups is accounted for, to give an accurate account of the factor being studied, for example income.

**nfd:** not further defined. This categorisation occurs when more detailed ethnicity categories are available, but the response given is a more general description. Some nfd categories are tick box categories, with more detailed ethnic group categories available in the classification. For example, the Indian tick box is an nfd category, as there are detailed categories such as Bengali and Anglo Indian.

**nec:** not elsewhere classified. For output purposes, residual categories such as 'don't know', 'response unidentifiable', 'object to answering' and 'not stated' are grouped together as one output category and labelled not elsewhere classified.

**Non-response:** Some variables have missing data. Those responses were excluded from the population being analysed. The ethnicity variable has a low non-response rate with no data available for 4.2 percent of the population, or 0.7 percent of census forms.

**Residual category:** A residual category includes those not providing a response to a question, or providing one that cannot be identified, those refusing to answer, or answering don't know (for ethnicity but valid for Māori descent) or providing an answer that is outside the scope of the question.

**Total response output:** Total response output shows the counts of all responses given for each ethnic group. Output tables need to state how many ethnicities are output per person as the number of ethnic groups recorded may differ between collections.

## Appendix 2

### Ethnicity definition, classification and question

The census has been collecting race or ethnicity information about the New Zealand population for most of its history. Ethnicity has been asked in each census since 1976 (statutory question under Statistics Act 1975) and increasingly in other surveys as well. This definition is used by Statistics NZ to measure ethnicity:<sup>1</sup>

“Ethnicity is the ethnic group or groups that people identify with or feel they belong to. Ethnicity is a measure of cultural affiliation, as opposed to race, ancestry, nationality or citizenship. Ethnicity is self perceived and people can belong to more than one ethnic group.

An ethnic group is made up of people who have some or all of the following characteristics:

- a common proper name
- one or more elements of common culture which need not be specified, but may include religion, customs, or language
- unique community of interests, feelings and actions
- a shared sense of common origins or ancestry, and
- a common geographic origin.”

Ethnicity is identified by the person themselves wherever possible. Ethnicity identification can change over time because of personal reasons and external circumstances. It may also change in the context of where, how and when it is collected.

#### *Ethnicity classification and question*

Ethnicity responses are recorded in categories in a classification to enable the publication of information about groups. Often separate ethnic groups are combined for this purpose. The ethnicity classification has three aggregated levels to allow for this with six groupings used for producing information at level 1. These groups are divided into more categories for asking and recording ethnicity information: 22 categories for administrative collection (level 2) and 222 for large survey collections (level 4). Level 3 has a smaller number of categories than level 4 and is rarely used.

The six level 1 groupings are:

- 1 European
- 2 Māori
- 3 Pacific Peoples
- 4 Asian
- 5 Middle Eastern/Latin American/African
- 6 Other Ethnicity

The classification is regularly updated with new groups.

The separate classification of New Zealander responses in the grouping Other Ethnicity, is currently available for the 2006 Census data, 2006 vitals registrations and 2006 abortion statistics. Official statistical agencies and central government agencies have a programme to update their ethnicity collections over coming years.

---

<sup>1</sup> This definition is based on the work of A Smith (1986). *The Ethnic Origins of Nations*, Blackwell, Oxford.

This will include the classification of New Zealander responses separately, and taking on board other changes made in the Statistical Standard for Ethnicity 2005.

The ethnicity question below was used in the 2006 Census and previously in the 2001 Census. It is also very similar to the 1991 Census question. The only difference is that the term New Zealand Māori was used for the 1991 tick box response rather than Māori. In the 1996 Census, the question itself was different and it offered additional European categories, such as Scottish and English.

**11 Which ethnic group do you belong to?**

*Mark the space or spaces which apply to you.*

- New Zealand European
- Māori
- Samoan
- Cook Island Maori
- Tongan
- Niuean
- Chinese
- Indian
- other (*such as DUTCH, JAPANESE, TOKELAUAN*). Please state: .....

The 'other' tick box in the question enables people to write in their ethnicity response or responses if they are not listed. New Zealander is a write-in response to this question. People may indicate more than one ethnicity, up to six in the census and three in surveys and administrative collections.