The Māori Identity and Financial Attitudes Study (MIFAS) is led by Dr. Carla Houkamau at the University of Auckland Business School, New Zealand.

For more information about the MIFAS, please contact: mifas@auckland.ac.nz or see https://www.psych.auckland.ac.nz/en/about/our-research/research-groups/Māori-identity-financial-attitudes-study.html

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Summary of results for:
THE MĀORI IDENTITY & FINANCIAL ATTITUDES STUDY

1. There are lots of Māori role models in business:
   - Agree: 80.5%
   - Somewhat Agree: 11%
   - Don't Agree: 5.5%

2. I enjoy doing things to improve my skills and performance:
   - Agree: 80.5%
   - Somewhat Agree: 11%
   - Don't Agree: 5.5%

3. Iwi assets should be protected and not put at risk for profits.
   - Always: 80.5%
   - Often: 11%
   - Rarely: 5.5%

WELL-BEING

We asked you to rate your level of satisfaction with the following aspects of your life from completely dissatisfied (zero), to completely satisfied (ten).

1. My standard of living:
   - 1: 12, 2: 3, 3: 4, 4: 5, 5: 6, 6: 7, 7: 8, 8: 9, 9: 10

2. My health:
   - 1: 2, 2: 3, 3: 4, 4: 5, 5: 6, 6: 7, 7: 8, 8: 9, 9: 10

3. My future security:
   - 1: 2, 2: 3, 3: 4, 4: 5, 5: 6, 6: 7, 7: 8, 8: 9, 9: 10

4. My personal relationships:
   - 1: 2, 2: 3, 3: 4, 4: 5, 5: 6, 6: 7, 7: 8, 8: 9, 9: 10

5. My ability to earn / make money:
   - 1: 2, 2: 3, 3: 4, 4: 5, 5: 6, 6: 7, 7: 8, 8: 9, 9: 10

6. My ability to plan a budget and stick to it:
   - 1: 2, 2: 3, 3: 4, 4: 5, 5: 6, 6: 7, 7: 8, 8: 9, 9: 10

SENSE OF COMMUNITY

We asked about your sense of community with others in your local neighbourhood, and asked you to rate this, from poor (one) to excellent (seven).

1. My standard of living:

2. My health:

3. My future security:

4. My personal relationships:

5. My financial security:

6. My ability to earn / make money:

7. My ability to plan a budget and stick to it:

PERSONAL FINANCE

I am saving now to prepare for my old age:
- Yes: 80.5%
- Somewhat: 11%
- No: 5.5%

I do financial planning for the future:
- Yes: 80.5%
- Somewhat: 11%
- No: 5.5%

I have an iwi managed savings programme:
- Yes: 80.5%
- No: 11%

I have insurance:
- Yes: 80.5%
- No: 11%

I have stocks or shares:
- Yes: 80.5%
- No: 11%

I gather food from the natural environment (including kaimoana) to feed my whanau:
- Yes: 80.5%
- No: 11%

I watch Māori television:
- Yes: 80.5%
- No: 11%