

Summary of results for:

# THE MĀORI IDENTITY & FINANCIAL ATTITUDES STUDY

This infographic is for MIFAS participants

TE RANGAHAU O TE  
TUAKIRI MĀORI ME  
NGĀ WAIARO Ā-PŪTEA

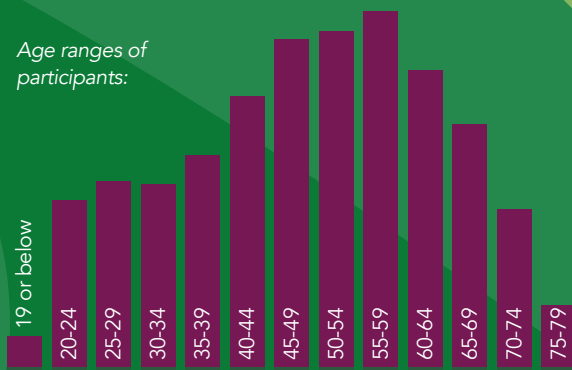
The Māori Identity and Financial Attitudes Study started in 2017. Over 7000 people who indicated Māori descent on the New Zealand electoral role participated.

**7019 PARTICIPANTS**

**MEAN AGE: 48 YEARS OLD**

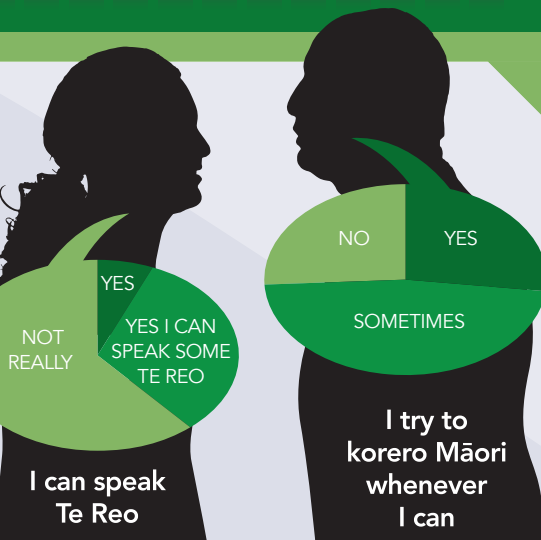
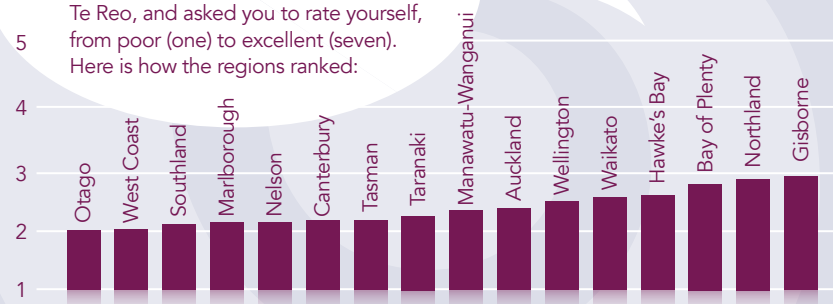
**61.8% FEMALE / 38.2% MALE 95% KNOW THEIR IWI**

Age ranges of participants:



## SPEAKING TE REO

We asked about your ability to speak Te Reo, and asked you to rate yourself, from poor (one) to excellent (seven). Here is how the regions ranked:



## PERSONAL FINANCE

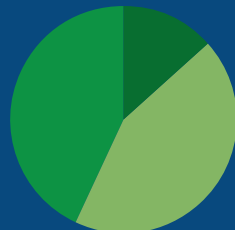
I am saving now to prepare for my old age

- Yes
- Somewhat
- No

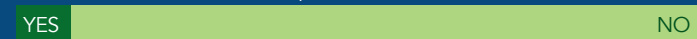


I do financial planning for the future

- Yes
- Somewhat
- No



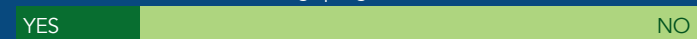
I have an iwi managed savings programme:



I have KiwiSaver:



I have another retirement savings programme other than KiwiSaver:



I have my own personal savings:



I have insurance:



I have stocks or shares:



## MĀORI AT WORK

**80.5% ARE PAID EMPLOYEES**

**11% ARE SELF EMPLOYED WITH NO STAFF**

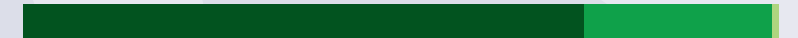
**5.5% ARE SELF EMPLOYED WITH STAFF**

Key: I AGREE I SOMEWHAT AGREE I DON'T AGREE

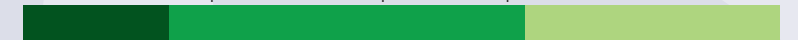
There are lots of Māori role models in business:



I enjoy doing things to improve my skills and performance:



Iwi assets should be protected and not put at risk for profits.



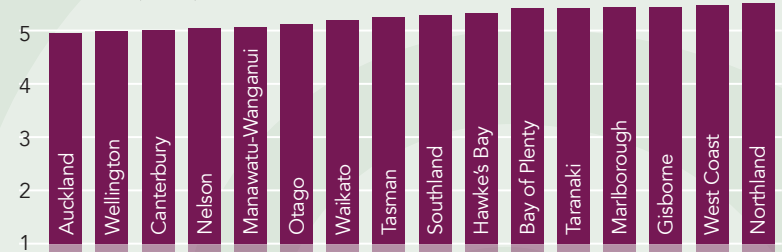
## WELL-BEING

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

My standard of living:	1	2	3	4	5	6	7	8	9	10
My health:	1	2	3	4	5	6	7	8	9	10
My future security:	1	2	3	4	5	6	7	8	9	10
My personal relationships:	1	2	3	4	5	6	7	8	9	10
The economic situation in NZ:	1	2	3	4	5	6	7	8	9	10
The social conditions in NZ:	1	2	3	4	5	6	7	8	9	10
Business in NZ:	1	2	3	4	5	6	7	8	9	10
My financial security:	1	2	3	4	5	6	7	8	9	10
My ability to earn / make money:	1	2	3	4	5	6	7	8	9	10
My ability to plan a budget and stick to it:	1	2	3	4	5	6	7	8	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).



## YOUR TIME

Key: ALWAYS OFTEN RARELY NEVER

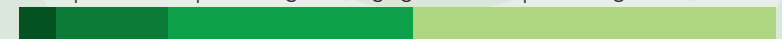
I gather food from the natural environment (including kaimoana) to feed my whanau:



I spend time at a marae:



I take part in Māori performing arts (singing a waiata or performing a haka):



I teach, learn or share my Māori culture with children:



I watch Māori television:



Te Rangahau o  
**Te Tuakiri Māori**  
me Ngā Waiaro ā-Pūtea



BUSINESS SCHOOL

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](mailto: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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