

(Statistics NZ, 2014: 18)



2013 QuickStats

About culture and identity



5th



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8. 'Other' ethnic group

'New Zealander' makes up majority of 'Other' ethnic group

In 2013, 67,752 people identified with one or more ethnicities **other than** European, Māori, Pacific, Asian, Middle Eastern, Latin American, and African. The vast majority, 65,973 people, identified as 'New Zealander' on their census form.

In 2006, 429,429 people identified as New Zealander on their census form. A public media campaign was conducted that year to encourage people to give this response.

[See more information about the New Zealander response](#)

Most people identifying as New Zealander stated it as their only ethnic group

In 2013, most people who identified as New Zealander (86.0 percent or 56,751 people) did not identify with another ethnic group as well.

Of the 14.0 percent who did identify with at least one other ethnic group:

- 55.9 percent identified as New Zealand European
- 20.5 percent identified as Māori.

A high proportion of those who identified as New Zealander:

- were male (57.8 percent or 38,124)
- stated they had no religion (47.7 percent or 29,241).

Almost 1 in 10 (9.1 percent or 5,928) people who identified as New Zealander were multilingual (spoke more than one language). The most common languages spoken by those who were multilingual included:

- English – spoken by 99.8 percent of multilingual people who identified as New Zealander (5,913 people)
- Māori – 21.9 percent (1,299)
- French – 17.0 percent (1,008)
- New Zealand Sign Language – 10.3 percent (612)
- German – 8.6 percent (507)
- Spanish – 8.3 percent (489)
- Japanese – 7.9 percent (468).

The highest proportions of people who identified as New Zealander lived in the following regions:

- Auckland – 22.6 percent of people identifying as New Zealander lived in this region (14,904 people)
- Canterbury – 15.2 percent (10,050)
- Wellington – 12.1 percent (7,977)
- Waikato – 9.9 percent (6,504).