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Modeling self-identification of Māori businesses in Aotearoa New Zealand

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# Abstract

This paper models the probability of self-identification as an indigenous business in Aotearoa New Zealand, to understand its relationship to ownership by Māori. It links administrative and survey data to fit models of varying complexity using a Bayesian multilevel approach. It uses model comparison and out-of-sample predictions to show that Māori ownership, estimated using administrative data, is a weak predictor of self-identification as a Māori business. Finally, it shows how the probability of self-identification changes between regions and industry sectors to illustrate the benefits of a quantitative approach to target businesses likely to self-identify as Māori.