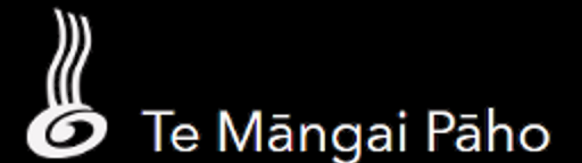




KoPA Model Segmentation 2023

Te Māngai Pāho

October 2023



Contents

1	The KoPA model segmentation	4
2	Key insights	16
3	Te reo ability and knowledge of Māori culture	24
4	Attitudes and behaviours	35
5	Whakaata Māori programming and programming	54
6	Iwi radio	61
7	Digital media	69
8	Impact of Māori programming	80
9	Demographic profile	89
	Appendix: Methodology	96



The 2023 KoPA model replicates the 2019 model in terms of methodology, questionnaire and the definition of the KoPA segments.

Background

Background

An online survey was conducted in 2016 to create an initial version of the KoPA model.

The 2017 Audience Survey was used to include the additional questions required to create the KoPA model and to provide a first version of the model.

There were however a range of constraints to this first version in terms of sample size and interview duration.

2019 – KoPA model development

The objective of the 2019 survey was to create a refined KoPA model version based on larger and more robust sample sizes and updated questionnaire wording that better reflects the perspective of respondents.

Results from an initial qualitative phase were used to update the questionnaire wording which was further refined with a cognitive testing phase.

As a result of these initial phases a range of questions that had been used to create earlier versions of the KoPA model were changed.

The 2019 version of the KoPA model was created using the same underlying model principles as applied to previous versions, being an initial attitudinal segmentation and then separate criteria for Active Speakers and Culturally Active groups.

Due to changes in questionnaire wording, all definitions used to create the initial version of the attitudinal segmentation and Active groups needed to be redefined.

2023 – KoPA model

The 2023 survey replicates the 2019 to 2022 surveys in terms of methodology and questionnaire wording.

The underlying principle and the segment definitions that were used to create the 2019 KoPA model have been applied to create the 2023 KoPA model.



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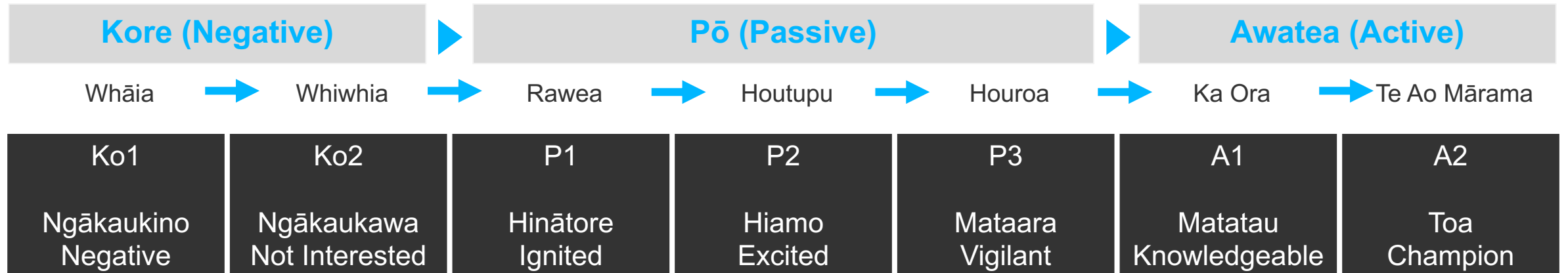
The KoPA model segmentation

In 2019, a KoPA model continuum was developed which places New Zealanders in one of seven segments.

The segments were named Ko1, Ko2, P1, P2, P3, A1 (Culturally Active) and A2 (Active Speakers).

Several years ago, Te Māngai Pāho drew on a Whanganui tauparapara, to name the segments along the continuum that charts the journey from 'Te Kore' to 'Te Ao Mārama'.

This year a more literal description of the segments have been added to the model by Te Māngai Pāho to better articulate the 'language journey' across the continuum.



An underlying attitudinal spectrum has been defined using responses to 10 attitudinal statements.

Attitudinal segmentation ⁽¹⁾

The KoPA model continuum first assigns respondents to one of five segments based on their attitudes towards the following statements:

- It is good that the New Zealand national anthem has both an English and a Māori version
- Te reo Māori has a place in key ceremonial occasions such as public welcomes, parades and ANZAC day ceremonies
- It is important that the Government promotes the use of te reo Māori
- It is important that there is a Māori Language Week to promote te reo Māori
- Te reo Māori should be valued by Total New Zealand
- Māori culture should be valued by Total New Zealand
- All New Zealand children should be taught a basic understanding of te reo Māori and Māori culture at school
- Public signs in New Zealand should be in both English and te reo Māori
- I would like to improve my understanding of te reo Māori
- I would like to learn more about Māori culture

Each question is based on a five-point Likert scale where 1 = Strongly disagree, 2 = Slightly disagree, 3 = Neither / nor, 4 = Slightly agree, and 5 = Strongly agree

Based on these responses, a mean has been calculated across the 10 statements for each respondent to provide a score ranging from 1.0 (i.e. strongly disagree with all ten statements) to 5.0 (strongly agree with all ten statements).

As the segmentation moves from the LHS to RHS, attitudes towards te reo Māori and Māori culture move from negative to positive based on the following index criteria:

- LHS: 1.0 to 2.0
- 2.01 to 3.0
- 3.01 to 4.0
- 4.01 to 4.5
- RHS: 4.51 to 5.0

The Toa (A2) and Matatau (A1) segments have been broadly defined ...

Toa (A2)

Māori:

- Active users of te reo

Rest of New Zealand:

- Active users of te reo AND in the top two attitudinal segments

Matatau (A1)

In the top two attitudinal segments AND

- Occasional Speakers OR Promoters OR Learners OR Behaviourally Active:
- Occasional Speakers: Occasional users of te reo
- Promoters: Actively teach or share te reo or Māori culture with others
- Learners: Currently formally studying either te reo or Māori culture
- Behaviourally Active: Participate in a wide range of Māori cultural activities

... then specific definitions applied

Te reo knowledgeable

- Fluent or have a good understanding of te reo Māori OR
- Some understanding of te reo Māori AND Could have a conversation about a lot of everyday things in te reo

Māori culture knowledgeable

- Very knowledgeable or good understanding of Māori culture

Toa (A2)

- Have conversations in te reo ongoing throughout the day OR several times a day or once a day
- AND
- Te reo knowledgeable

Matatau (A1)

Occasional Speakers

- Have conversations in te reo at least once a month
- AND Te reo knowledgeable

Promoters

- Taught or shared in two or more of the following ways:
- Taught a word or phrase or an aspect of Māori culture to another family member, friend or work colleague
- Shared with others by using te reo in daily conversation
- Shared an aspect of Māori culture with others
- Shared social media content in te reo or about Māori culture

AND

- Te reo knowledgeable OR Māori culture knowledgeable

Learners

- Have studied te reo at an educational institution, workplace, community evening classes or participated in a marae based course in the last 12 months

AND

- Te reo knowledgeable OR Māori culture knowledgeable

Behaviourally Active

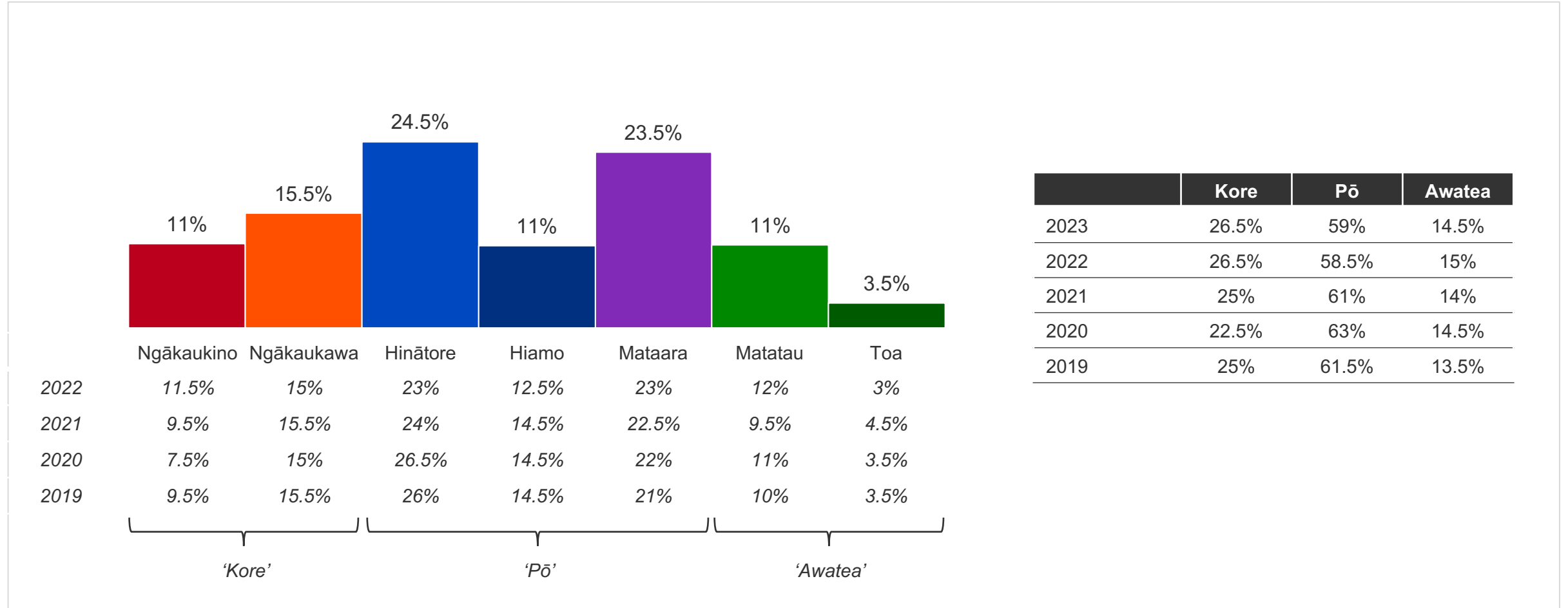
- Participated in 4 or more of the following activities in the past 12 months:
- Been to a Māori festival or event, such as Pā Wars, Matariki, or Waitangi Day celebrations
- Performed in a kapa haka group
- Involved in Māori performing arts such as kapa haka
- Participated in Waka Ama racing
- Attended and watched Māori performing arts or waka ama racing
- Taken part in Māori arts and crafts such as bone carving, greenstone carving, wood carving or weaving
- Taken part in traditional Māori healing or massage
- Visited a marae
- Given a mihi or speech
- Attended a hui about Māori related matters
- Read a Māori magazine, such as Mana or Tu Mai

AND

Māori culture knowledgeable

The Kore segments are stable at 26.5% of the NZ population. There has been a small increase in Pō Hinātore (P1), from 23% in 2022 to 24.5% in 2023, with a corresponding decrease in Pō Hiamo (P2). The overall size of Pō (at 59%) and Awatea (at 14.5%) is similar to 2022.

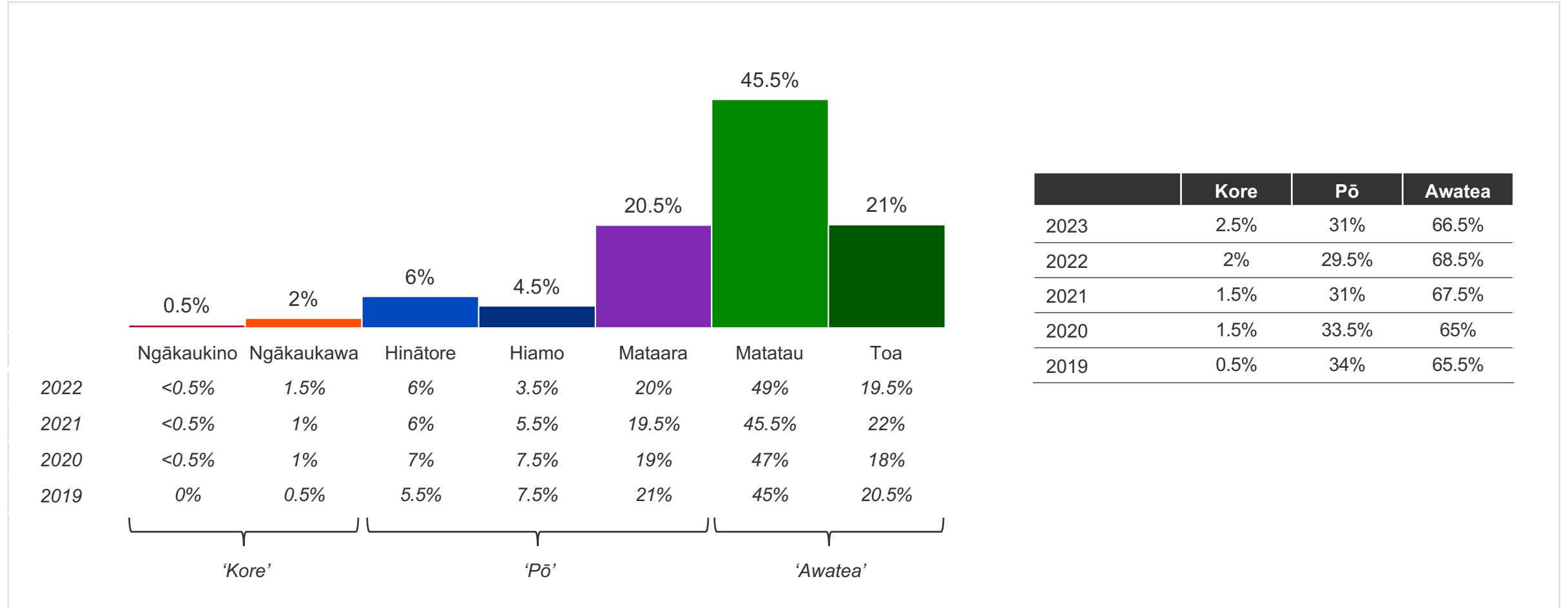
KoPA Model segmentation (2023)



	Kore	Pō	Awatea
2023	26.5%	59%	14.5%
2022	26.5%	58.5%	15%
2021	25%	61%	14%
2020	22.5%	63%	14.5%
2019	25%	61.5%	13.5%

There has been a small shift in the Māori population away from the Awatea segments towards the Pō segments, although there are more Toa (A2) among respondents than in 2022.

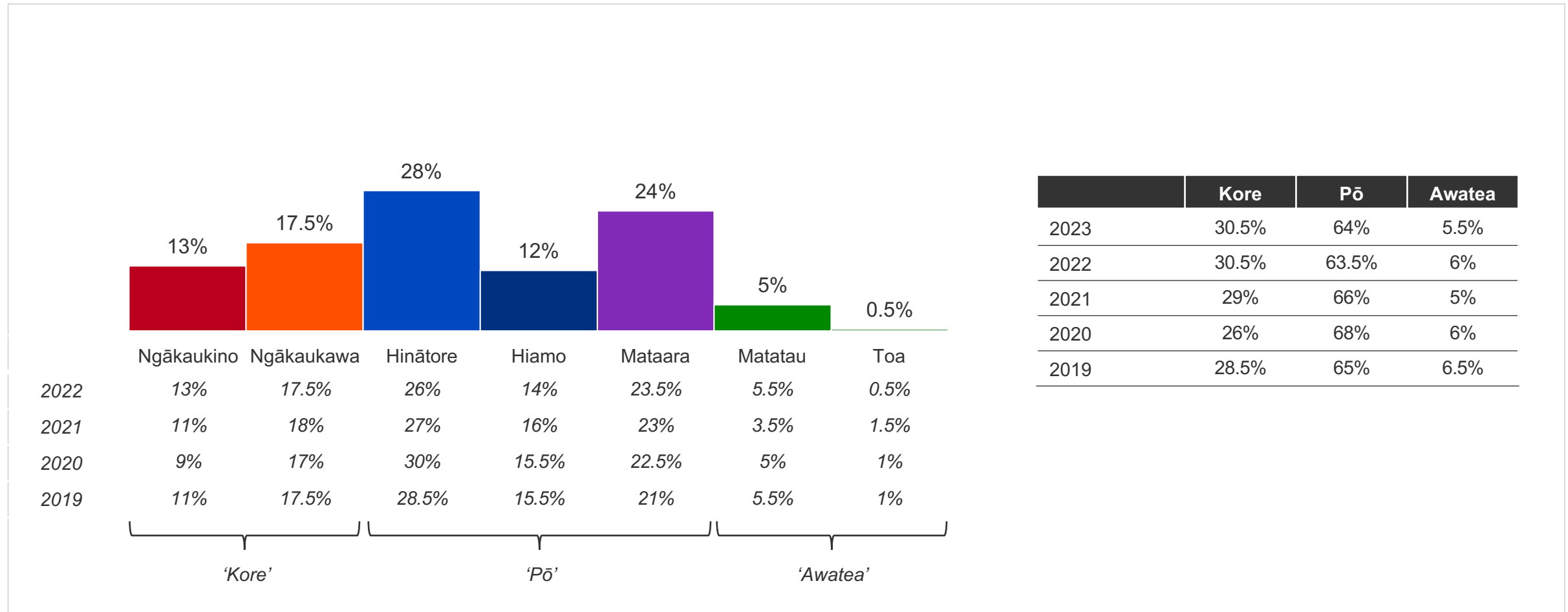
KoPA Model segmentation – Māori Population (2023)



	Kore	Pō	Awatea
2023	2.5%	31%	66.5%
2022	2%	29.5%	68.5%
2021	1.5%	31%	67.5%
2020	1.5%	33.5%	65%
2019	0.5%	34%	65.5%

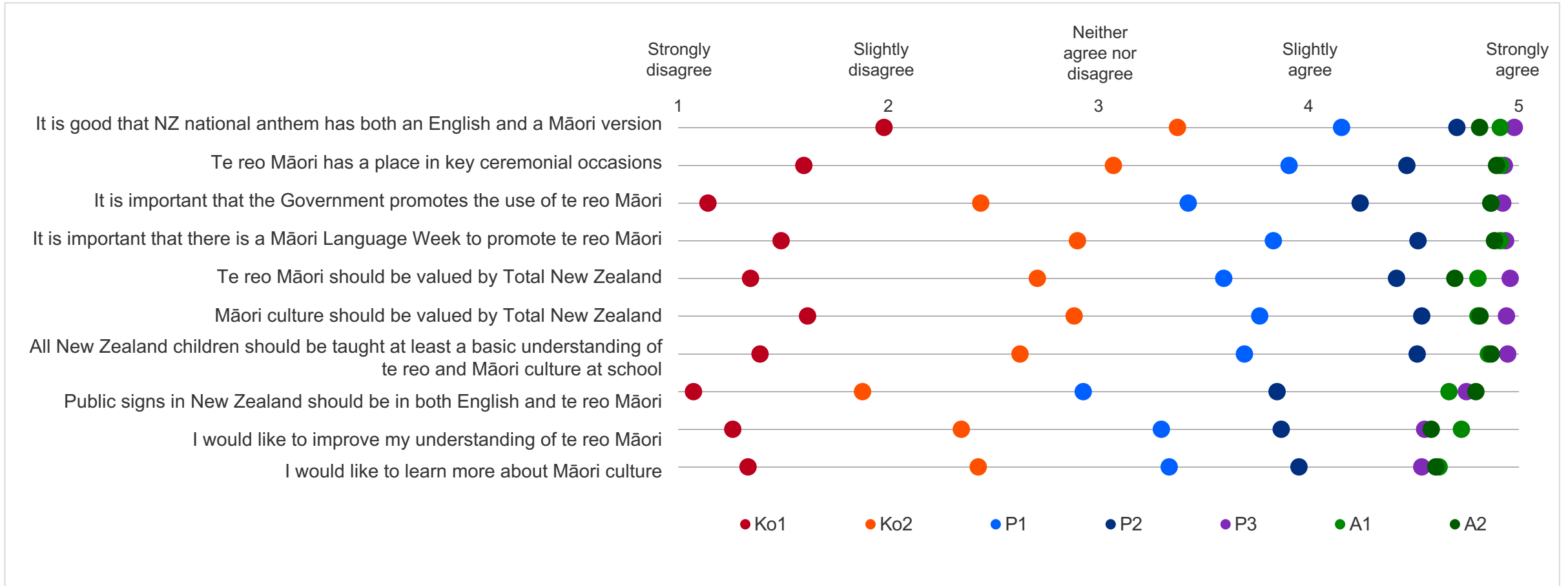
The Rest of NZ population has had a slight shift from Pō Hiamo (P2) to Pō Hinātore (P1) but is otherwise similar to 2022 for the size of Kore, Pō and Awatea segments.

KoPA Model segmentation –Rest of NZ Population (2023)



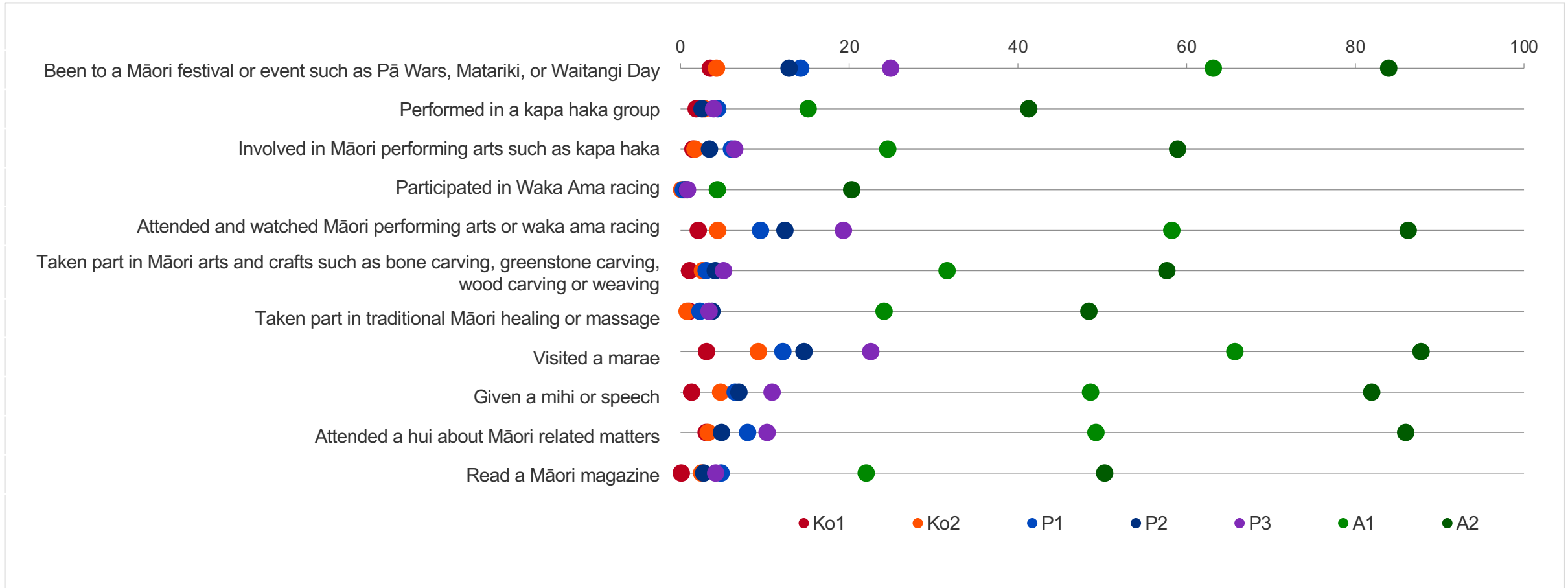
The attitudinal segmentation on which the segments are based form a continuum in attitudes towards te reo Māori and Māori culture and an interest to progress understanding.

Attitudes towards te reo and Māori culture (2023)



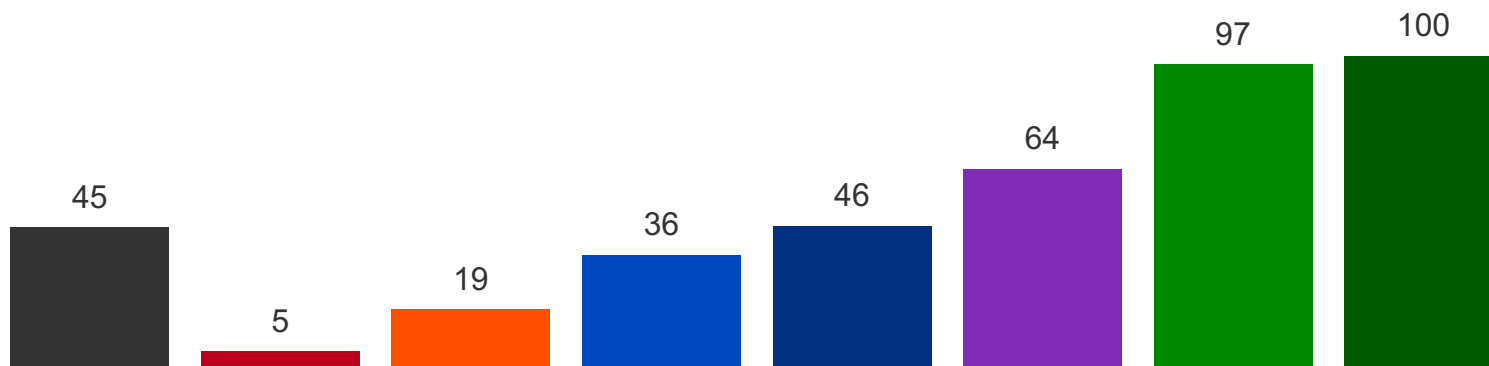
Within the Awatea segments, Toa (A2) are more commonly involved in cultural activities than Matatau (A1).

Participated in over the past 12 months (% , 2023)



Sharing of te reo or Māori culture over the last 12 months is at a similar level to 2023 among all KoPA segments.

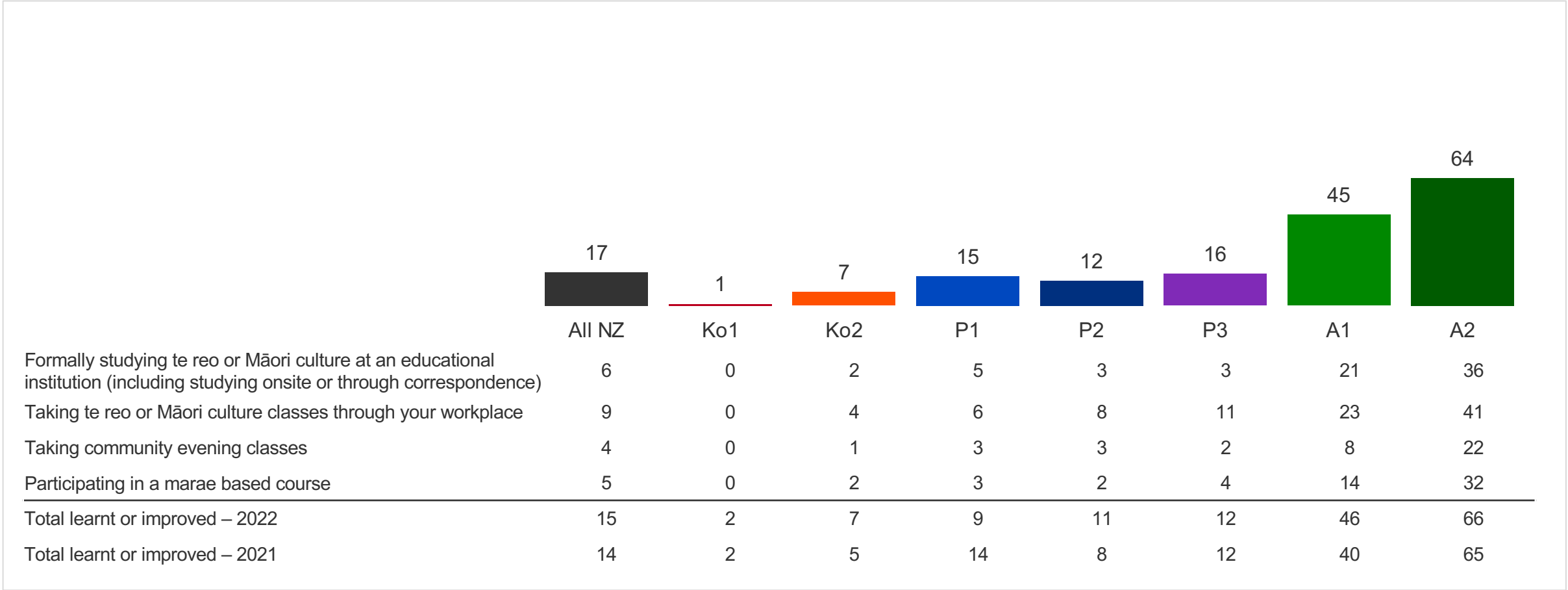
Teaching and sharing of te reo or Māori culture over the last 12 months (% , 2023)



	All NZ	Ko1	Ko2	P1	P2	P3	A1	A2
Taught a word or phrase or an aspect of Māori culture to another family member, friend or work colleague	31	3	10	17	28	41	86	93
Shared with others by using te reo in daily conversation	19	1	4	10	10	22	67	93
Shared an aspect of Māori culture with others	25	3	6	15	18	28	84	94
Shared social media content in te reo or about Māori culture	14	1	3	6	7	15	49	73
Total teaching or sharing – 2022	45	5	17	32	47	67	98	100
Total teaching or sharing – 2021	44	7	18	36	41	60	99	100

Formal study of te reo or Māori culture remains most commonly among the Awatea segments and is a similar level to 2022.

Formally learnt or improved Māori language ability or knowledge of Māori culture over the last 12 months (% , 2023)





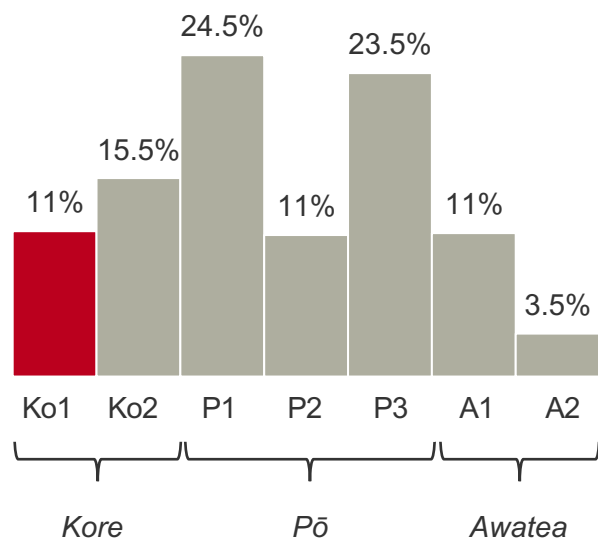
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Key insights

The Ngākaukino (Ko1) segment have the most negative attitudes towards te reo and Māori culture and have little engagement in cultural activities or Māori programming.



Kore – Ngākaukino (Ko1) segment



The Ngākaukino (Ko1) segment has increased in size from 9.5% of New Zealanders in 2021 to 11% in 2023.

Demographic profile

This group has a male skew (65%), is older (47% being aged 55 plus), and one in four are retired. They are predominantly NZ European (81%). They are more likely to be residing in Canterbury but are otherwise spread across New Zealand.

Attitudes towards te reo and Māori culture

Ngākaukino (Ko1) have minimal engagement with Māori cultural activities. The majority have a negative attitude towards te reo and Māori culture, and its place within New Zealand society. The majority are opposed to te reo being used in key ceremonial occasions, and do not think there should be a Māori language week. They have low understanding of te reo or of Māori culture, and are not interested in learning more. They also have low understanding of Matariki, and only one in five support Matariki being a New Zealand public holiday.

Engagement with Māori programming

They have minimal involvement with Māori programming, including television, radio and digital. Lack of interest is the most common reason for not viewing Whakaata Māori among this group. Among the small number who view or listen to Māori programming, the programmes that they choose to watch have minimal impact on their understanding of te reo or of Māori culture.

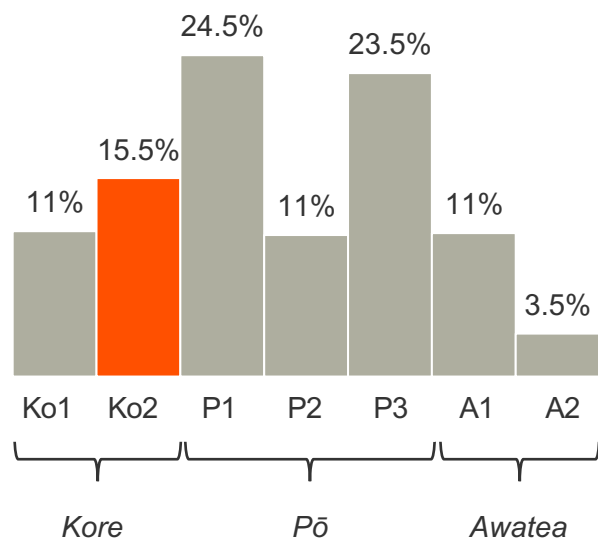
Implications

It remains challenging to engage with Ngākaukino (Ko1) due to their negative attitudes towards te reo and Māori culture. Gradually normalising te reo and Māori culture within society may help to slowly shift their more negative attitudes, however movement in terms of a positive shift is likely to be slow. They are unlikely to proactively seek Māori programming and are likely to be deterred by programming with te reo content. Programmes on mainstream channels that subtly, rather than overtly, promote Māori culture and values may be the best way to engage with this group.

The Ngākaukawa (Ko2) segment are typically negative or neutral in attitudes towards te reo and Māori culture. They have low engagement in cultural activities or Māori programming.



Kore – Ngākaukawa (Ko2) segment



The size of the Ngākaukawa (Ko2) segment remains consistent with previous years at 15.5% of New Zealanders.

Demographic profile

Ngākaukawa (Ko2) has no gender skew and no strong regional skews. They are older (40% being aged 55 plus), and one in five are retired. They are predominantly NZ European (79%).

Attitudes towards te reo and Māori culture

Ngākaukawa (Ko2) have minimal engagement with Māori cultural activities. Their attitude towards te reo and Māori culture, and its place within New Zealand society is typically either neutral or negative. There is some acceptance of the national anthem having a Māori version (41% supportive), te reo being used in key ceremonial occasions (28% supportive) and for there being a Māori Language week (23% supportive). They have low understanding of te reo or of Māori culture, and few (8% to 9%) are interested in learning more. Three in five claim to have at least some understanding of Matariki, however, only 35% support Matariki being a New Zealand public holiday.

Engagement with Māori programming

Similar to Ngākaukino (Ko1), Ngākaukawa (Ko2) have minimal involvement with Māori programming, including television, radio and digital. Lack of interest and inability to speak te reo are their most common reason for not viewing Whakaata Māori. Among the small number who view or listen to Māori programming, just over one in five viewers and listeners agree that their understanding of te reo and Māori culture has improved to some degree and 30% that their knowledge of Māori perspectives has improved.

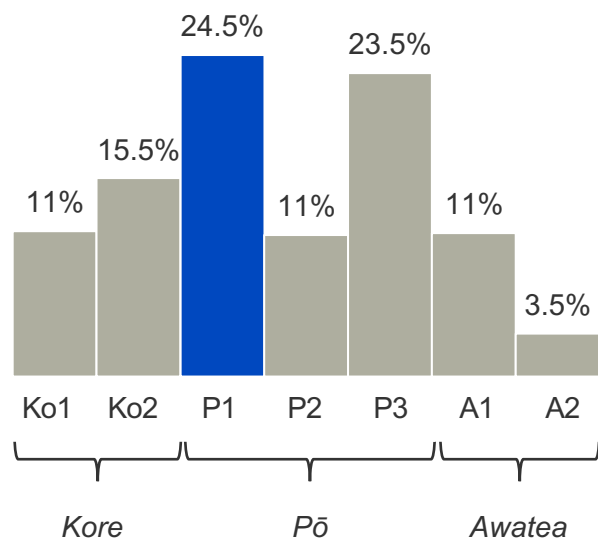
Implications

Although slightly more positive in attitudes than Ngākaukino (Ko1), it will also be challenging to engage with Ngākaukawa (Ko2) due to their typically neutral or negative attitudes. Gradually normalising te reo and Māori culture within society will also help to slowly build more positive attitudes among this group. Ngākaukawa (Ko2) are unlikely to proactively seek Māori programming. Programmes on mainstream channels that subtly promote Māori culture and values are also likely to be the best way to engage more with this group.

The Hinātore (P1) segment have some understanding of Māori culture, and attitudes are generally neutral or slightly positive, but their engagement with Māori programming is only moderate.



Pō – Hinātore (P1) segment



Following a slow decrease over recent years, the size of the Hinātore (P1) segment has increased from 23% to 24.5% this year.

Demographic profile

Hinātore (P1) has a slight male skew (52%) and are more likely to reside in Auckland (39%). Their age profile is relatively representative of all New Zealanders. They have an Asian skew (21%) and few identify as Māori.

Attitudes towards te reo and Māori culture

Engagement in cultural activities within the last 12 months is mainly attending a Māori festival or event (14%), visiting a marae (12%) or attending Māori performing arts or waka ama racing (9%). Their attitudes towards te reo and Māori culture are generally mildly positive or neutral. They have little understanding of te reo, however four in five claim to have at least some understanding of Māori culture. Almost half are interested in learning more te reo or more about Māori culture, but typically only 'slightly'. Three in ten have engaged with learning over the past 12 months, being a mix of formal (15%) and informal (17%) study. Three in four have some understanding of Matariki, and three in five agree that their understanding has improved this year. Two thirds support Matariki being a public holiday.

Engagement with Māori programming

Hinātore (P1) engagement with Māori programming, including television, radio and digital, remains low although more claim to listen to iwi radio this year. Inability to speak te reo and a lack of interest are the main reasons for not viewing Whakaata Māori. Among those who view Whakaata Māori programming, the claimed impact on their understanding of te reo and Māori culture continues to match Hiamao (P2) viewers. Among those viewing or listening to Māori programming in general, around half viewers and listeners agree that their understanding of te reo and Māori culture has improved to some degree.

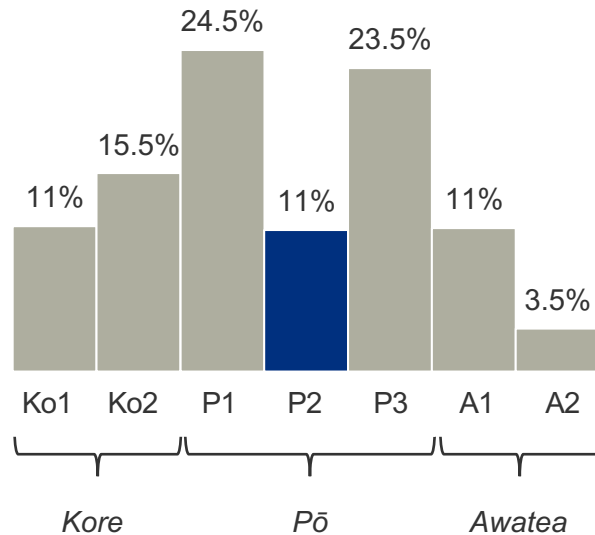
Implications

Gradually normalising te reo and Māori culture within society will help to build more positive attitudes among this segment. There is some interest in improving knowledge but as this is only slight, the challenge remains overcoming their inertia. Māori programming content will need to be primarily in English or with subtitles to engage with this group.

Many within Hiamo (P2) are interested in improving their understanding of te reo and Māori culture, although their interest is typically 'slight'. Similar to Hinātore (P1), their engagement in Māori programming is low.



Pō – Hiamo (P2) segment



The size of the Hiamo (P2) segment continues to decline from 14.5% in 2021 to 12.5% in 2022 and to 11% in 2023.

Demographic profile

Hiamo (P2) does not have either a gender or regional skew. They have a slightly younger profile (58% being aged under 45 years). They are less likely to identify as Māori but do not have any strong ethnic skews.

Attitudes towards te reo and Māori culture

Engagement in cultural activities within the last 12 months is mainly visiting a marae (15%), attending a Māori festival or event (13%), or attending Māori performing arts or waka ama racing (12%). Their attitudes towards te reo and Māori culture are typically positive, although this is often a mix between 'strong' and 'slight' agreement. They have little understanding of te reo, however four in five claim to have at least some understanding of Māori culture. Four in five would like to improve their understanding of te reo and Māori culture, although interest is typically 'slight' rather than 'strong'. Two in five have engaged in learning over the past year, typically via informal study although 12% have participated in formal study. Four in five have some understanding of Matariki, and 64% agree their understanding has improved this year. Most support Matariki being a public holiday.

Engagement with Māori programming

Despite Hiamo (P2) having higher interest in te reo and Māori culture than Hinātore (P1), their engagement with Māori programming is also low. Inability to speak te reo is their main reason for not viewing Whakaata Māori, followed by a lack of time and lack of interest. Among those viewing Whakaata Māori, the claimed impact on Māori culture has improved following a decrease last year. Among those who view or listen to Māori programming in general, there has been an increase from 50% to 62% for improving their Māori culture knowledge to some degree, and from 41% to 53% for improving their te reo.

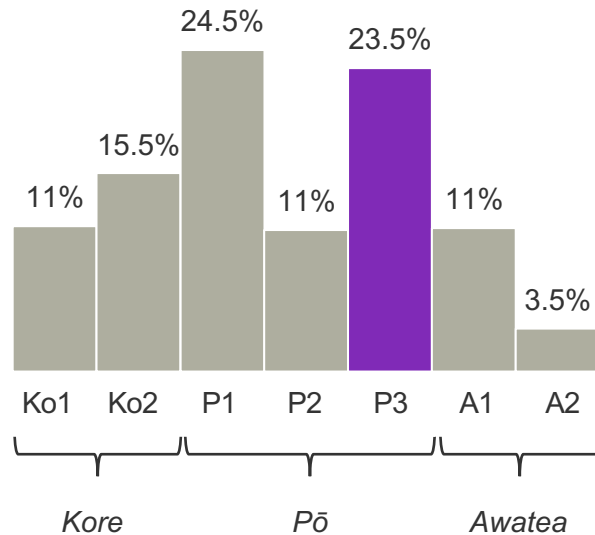
Implications

Although many are interested in improving their knowledge, this interest is often slight so the challenge will be overcoming their inertia and offering opportunities to learn that are appealing to this group. With little te reo ability, Māori programming content will need to be primarily in English, or with subtitles, to engage with this group

The Pō P3 segment have strongly positive attitudes towards te reo and Māori culture. Though their current knowledge is moderate, there is high interest in improving.



Pō – Mataara (P3) segment



The size of the Mataara (P3) segment has slowly grown over time from 21% in 2019 to 23.5% in 2023.

Demographic profile

Mataara (P3) has a female skew (58%). They are relatively representative of all New Zealanders for age, ethnicity and region, although with a slight skew towards Wellington (15%).

Attitudes towards te reo and Māori culture

One in four have been to a Māori festival or event and 23% have visited a marae in the past 12 months. Other common activities are attending Māori performing arts or waka ama racing (19%), attending a hui about Māori related matters (10%) or giving a mihi (11%). Their attitudes towards te reo and Māori culture are generally strongly positive. Most have little understanding of te reo but some understanding of Māori culture. The majority would like to improve and three in five 'strongly' so. Half are already engaged in learning, typically through informal study, but 16% have participated in formal study over the past 12 months. Most have some understanding of Matariki, and two in three agree that their understanding has improved this year. Most strongly support Matariki being a public holiday.

Engagement with Māori programming

Weekly viewing of Whakaata Māori has decreased to 13% among Mataara (P3) and is now a similar level to the other Pō segments. Inability to speak te reo is their main reason for not viewing Whakaata Māori. Their viewing of Māori programming on other channels in the last 3 months remains higher than the other Pō segments at 41%. Their engagement with iwi radio and digital Māori programming remains moderate. Among those who view or listen to Māori programming in general, it is improving the te reo ability of half Mataara (P3) viewers and listeners and the Māori culture knowledge of 56%, being a similar level to viewers and listeners within the other Pō segments.

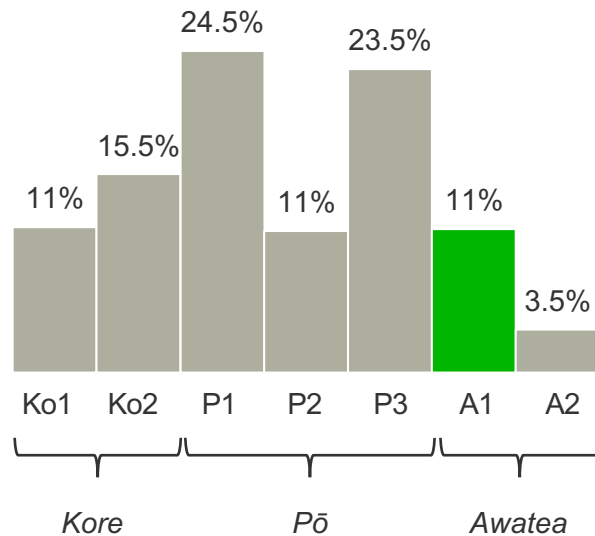
Implications

With many interested in learning, and some doing so already informally, strategies will be required to help support this group and convert their general interest into actual learning. To encourage their engagement with Māori programming, it remains important to provide content that uses subtitles to encourage viewing and content that appeals to this segment.

The Matatau (A1) segment have a good understanding of Māori culture and some understanding of te reo. Few however use te reo in daily conversation. Most would like to improve their knowledge of both te reo and Māori culture.



Awatea – Matatau (A1) segment



The Matatau (A1) segment is 11% of the New Zealand population and almost half (45.5%) of the Māori population.

Demographic profile

Matatau (A1) has a female skew (59%), is younger (44% are aged under 35), and three in five identify as Māori. They are less likely to be residing in Auckland, and more likely to be living in Northland and Waikato / Bay of Plenty.

Attitudes towards te reo and Māori culture

Matatau (A1) are participating in a wide range of cultural activities including attending hui about Māori-related matters (49%), giving a mihi (49%), and taking part in Māori arts and crafts (32%). Although many are involved in Māori performing arts (25%), only 15% perform in a kapa haka group. Their attitudes towards te reo and Māori culture are strongly positive. Three in four have at least some understanding of te reo, although only 14% use it on a daily basis. Most have a good understanding of Māori culture. There is high interest in improving their understanding of te reo and Māori culture, and 45% are engaged in formal study. Most have some knowledge of Matariki and three in five have a good understanding. Most are strongly supportive of Matariki being a public holiday.

Engagement with Māori programming

Weekly viewing of Whakaata Māori programming continues to decrease from 47% in 2021 to 38% in 2022 to 33% in 2023. Fourteen percent listen to iwi radio at least weekly, and Matatau (A1) use a wide range of digital media to access Māori content. Among those viewing or listening to Māori programming, it is helping to improve their knowledge of both te reo and Māori culture.

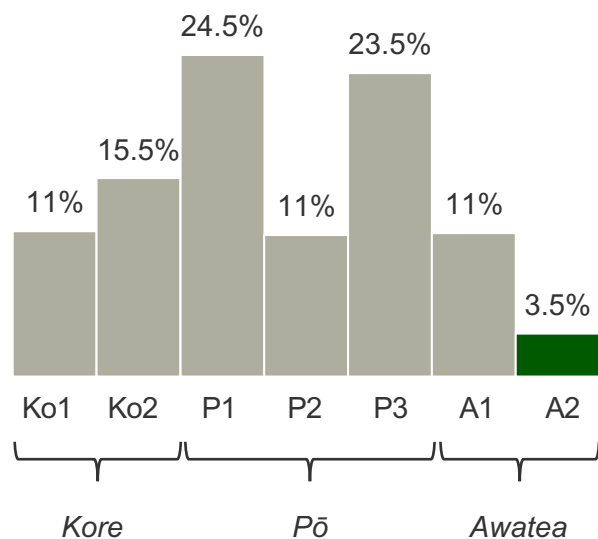
Implications

Matatau (A1) offer opportunity to further build their Māori culture and te reo knowledge, and to encourage more regular use of te reo. Although this group access a wide range of Māori programming content currently, there is opportunity to increase their engagement. With 'some' rather than 'good' claimed te reo ability, it remains important to ensure that subtitles are available to encourage viewing of programmes in te reo and to help improve understanding.

Toa (A2) converse in te reo on a daily basis and most have a good understanding of Māori culture, although there is still high interest in improving. They are the highest consumers of Māori programming content.



Awatea – Toa (A2) segment



The Toa (A2) segment is 3.5% of the New Zealand population and one fifth of the Māori population.

Demographic profile

Toa (A2) has a female skew (57%), is younger (51% are aged under 35), and almost one in five are students. Nine in ten identify as Māori. They are less likely to be residing in Auckland or the South Island, and more likely to be living in Northland, Waikato / Bay of Plenty and Gisborne / Hawke's Bay.

Attitudes towards te reo and Māori culture

Toa (A2) are immersed in a wide range of cultural activities including Māori arts and crafts (58%), Māori performing arts (59%), Māori healing or massage (48%), and waka ama racing (20%). Two in five perform in a kapa haka group. They are generally strongly positive in attitude towards te reo and Māori culture. Most have a good understanding of te reo, although only 28% consider themselves fluent, and all converse in te reo daily. Most also have a good understanding of Māori culture. There is high interest in improving their te reo and knowledge of Māori culture. Almost two in three are involved in formal learning via educational institutions, workplace classes, marae based courses, or community evening classes. They have a good understanding of Matariki and most are strongly supportive of Matariki being a public holiday.

Engagement with Māori programming

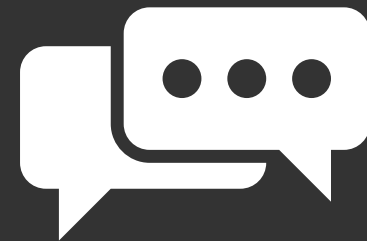
Weekly viewing of Whakaata Māori is stable at three in five, and one in five view daily. Just under two in five listen to iwi radio weekly and many do so several days a week. Toa (A2) remains the most likely to be using digital media to access Māori content. The majority agree that Māori programming is helping to improve their knowledge of te reo and Māori culture.

Implications

Toa (A2) are fully immersed in te reo and Māori culture and, as such, this group has the potential to act as role models and mentors to others in their knowledge and use. Although the highest consumers of Māori programming content, the task for the Toa (A2) segment is to continue to provide engaging programming to encourage regular viewing and to capitalise on the opportunities provided by digital media.

3

**Te reo ability and knowledge of
Māori culture**



Six percent of New Zealanders agree they can have a conversation about everyday things in te reo, being the same level as 2022.

Able to have a conversation about a lot of everyday things in te reo Māori (% , 2023)

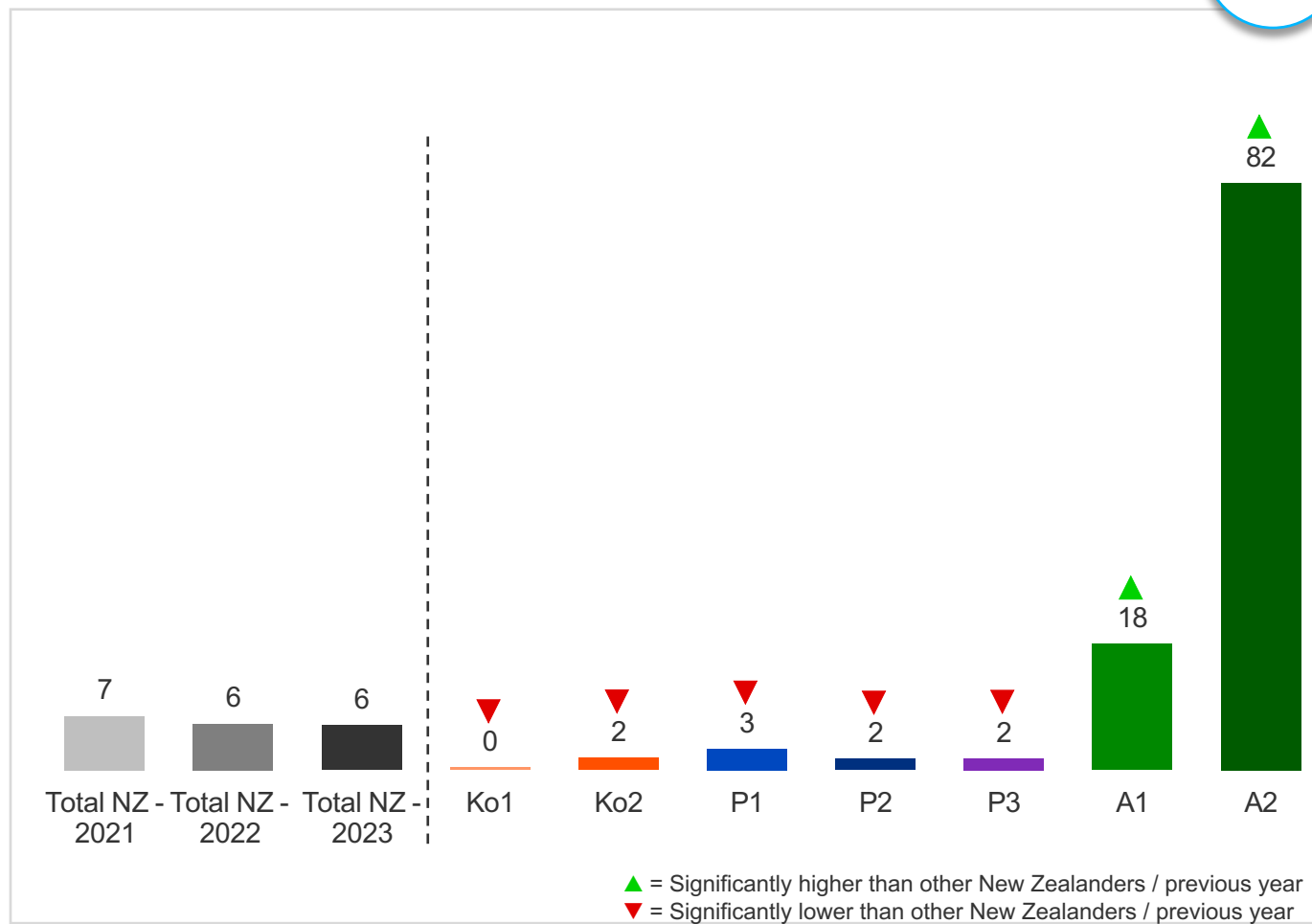


KEY FINDINGS

Eight in five Toa (A2) are able to have a conversation in te reo about everyday things and one in five Matatau (A1).

Few New Zealanders within the Kore and Pō segments are able to have a conversation in te reo.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	0	2	3	2	2	18	82
2022	1	1	3	1	1	19	90
2021	0	1	4	1	1	24	88



Most Toa (A2) consider themselves to have a good understanding of te reo rather than being fluent, and three in four Matatau (A1) have at least some understanding.

Level of te reo Māori in situations feel most confident with ability (% , 2023)

KEY FINDINGS

The proportion of New Zealanders claiming to have little to no understanding of te reo has decreased from 77% in 2021 to 72% in 2023.

Just over one in five New Zealanders (23%) now consider themselves to have some understanding of te reo, and a further 5% think they either have a good understanding or are fluent.

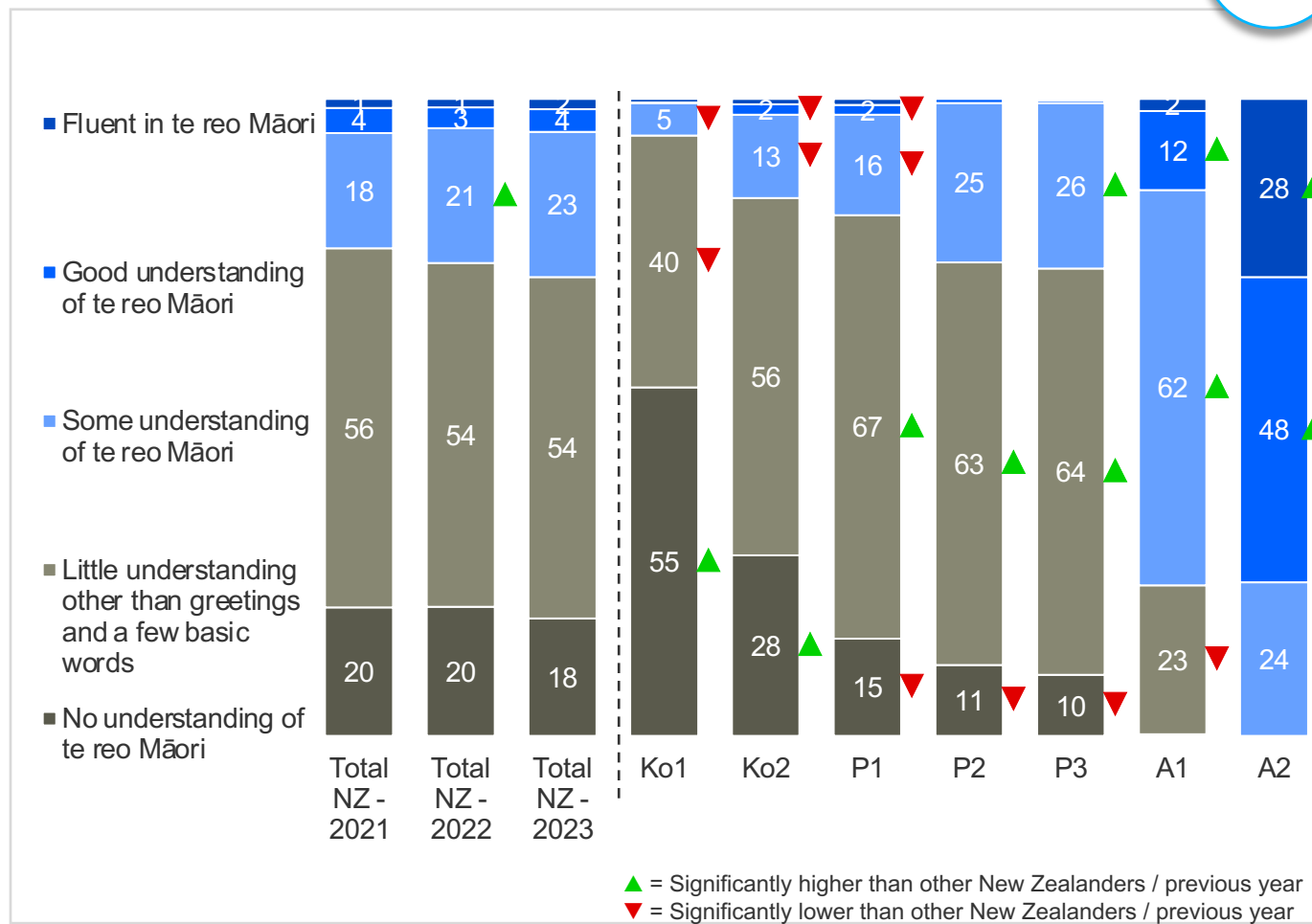
The majority of Toa (A2) have a good understanding of te reo, and three in ten consider themselves to be fluent.

Only 14% of Matatau (A1) have a good understanding of te reo or are fluent. Three in five have at least some understanding, but one in four (23%) have little understanding other than a few basic words.

Within the Pō segments, the majority have little understanding of te reo, other than greetings and a few basic words. One in four within Mataara (P3) and Hiamo (P2) have at least some understanding, and 18% within Hināture (P1).

Those within the Kore segments typically have either no or little understanding of te reo. However, 16% within Ngākaukawa (Ko2) claim to have some understanding.

Good understanding / fluent (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	1	2	3▲	1	1	14	76
2022	0	1	1	0	0	14	80
2021	0	0	2	0	1	16	78



Two in three Toa (A2) converse in te reo either ongoing or several times a day and 14% of Matatau (A1) have daily conversations in te reo.

Use of te reo Māori for conversations in everyday life (% , 2023)



KEY FINDINGS

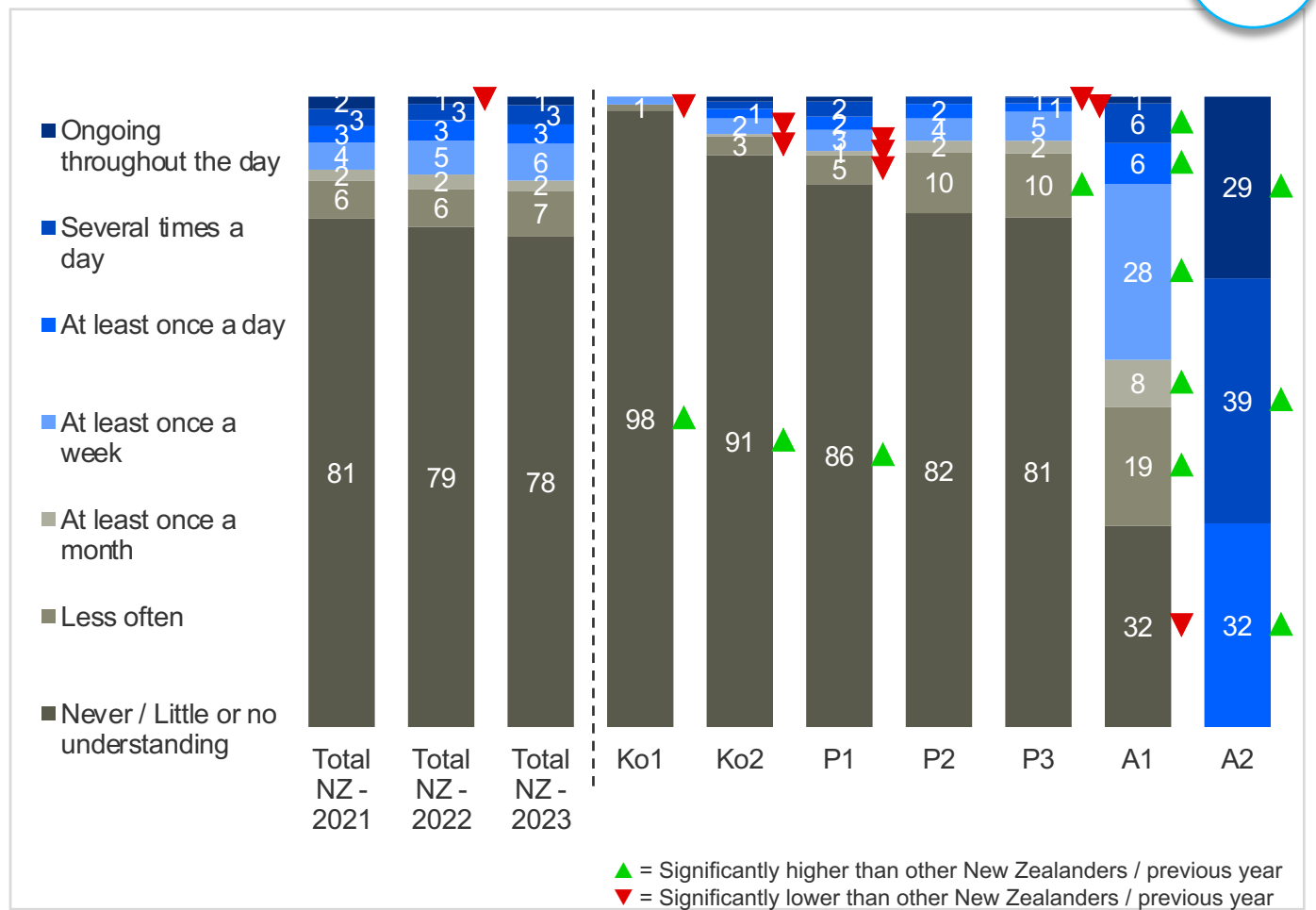
Seven percent of New Zealanders converse in te reo on a daily basis.

All Toa (A2) converse in te reo at least daily, with three in ten conversing in te reo on an ongoing basis throughout the day.

Fourteen percent within Matatau (A1) converse in te reo on a daily basis, and a further 28% at least weekly. However, one in four converse in te reo on a less frequent basis, and 32% do not converse in te reo at all.

Very few in the Pō and Kore segments use te reo Māori in daily conversations.

At least daily (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	0	3	5	3▲	2	14	100
2022	1	2	3	1	4	14	100
2021	0	2	4	1	3	12	100



▲ = Significantly higher than other New Zealanders / previous year
 ▼ = Significantly lower than other New Zealanders / previous year

Although many Toa (A2) choose to use te reo all or most of the time when they have the opportunity and feel confident to do so, two in five will only choose to speak in te reo sometimes or hardly ever.



Use of te reo rather than another language when have the opportunity and feel confident (% , 2023)

KEY FINDINGS

The proportion of New Zealanders who choose to talk in te reo at least some of the time when they have the opportunity and feel confident to do is slowly increasing from 12% in 2021 to 15% in 2023.

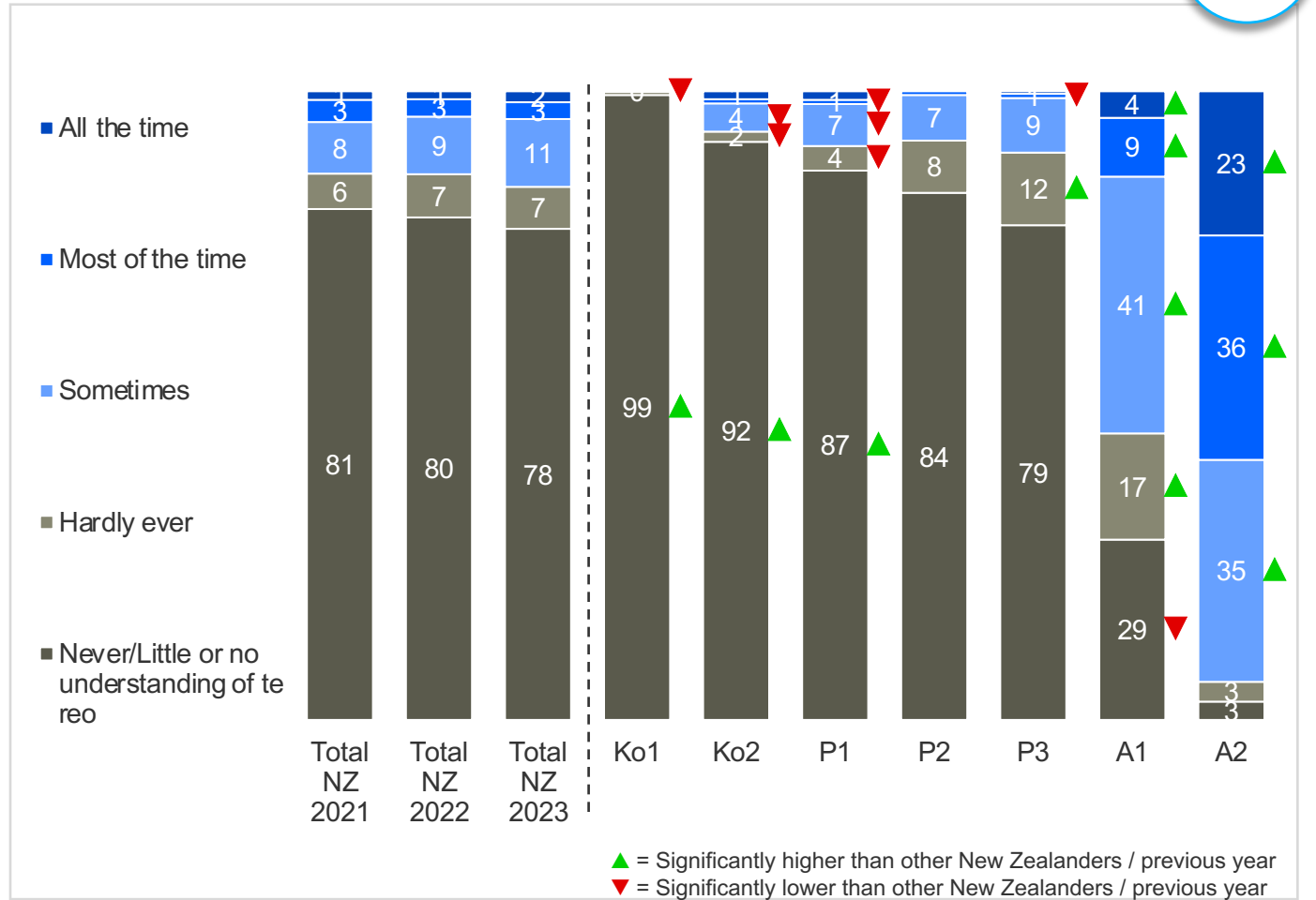
Three in five Toa (A2) choose to speak te reo Māori either all or most of the time when they have the opportunity and feel confident to do so. Only 6% choose to hardly ever speak in te reo.

Just over half (54%) of Matataua (A1) will choose to converse in te reo at least some of the time when they have the opportunity and feel confident to do so. However, only 14% will do this all or most of the time.

A small proportion in the Pō segments will sometimes choose to talk in te reo when they have the opportunity and feel confident to do so, ranging from 8% to 10%.

Although the majority within the Kore segments never use te reo, 6% of Ngākaukawa (Ko2) will at least sometime choose to talk in te reo.

All / most of the time (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	0	2 ▲	2	1	1	14	59
2022	0	0	1	0	2	12	60
2021	0	1	1 ▼	1	2 ▲	13	62



Just over half of New Zealanders (56%) express interest in improving their understanding of te reo, and almost three in ten are strongly interested. Interest is highest among Mataara (P3) and the Awatea segments.

Desire to improve understanding of te reo Māori (% , 2023)



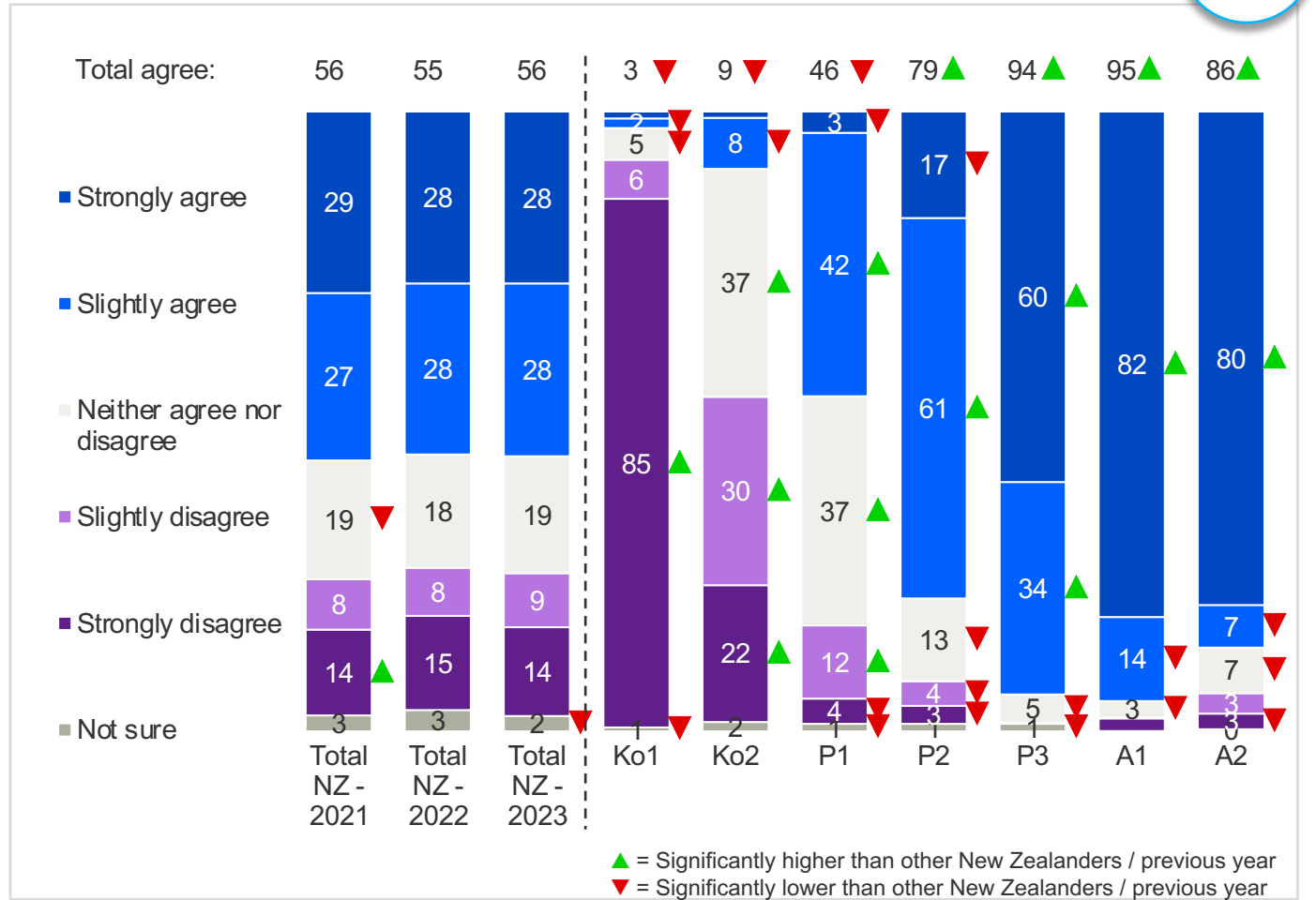
KEY FINDINGS

The majority within the Awatea segments would like to improve their understanding of te reo, and four in five feel strongly so within both Toa (A2) and Matatau (A1).

Among the Pō segments, the majority within Mataara (P1) would like to improve their understanding of te reo, and three in five are strongly interested in improving. Four in five are interested within Hiamō (P2) but typically only slightly so. Just under half within Hinātoro (P1) are interested in improving their understanding of te reo but almost all are only slightly interested in improving.

Very few within the Kore segments have a desire to improve their understanding of te reo. Ngākaukawa (Ko2) are a mix of being neutral or disagreeing. The majority within Ngākaukino (Ko1) strongly disagree that they would like to improve.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	3	9	46	79	94	95	86
2022	1	6	48	72	94	95	90
2021	2	7	46	73	95	96	94



There has been a small decline in the proportion of New Zealanders with little or no understanding of Māori culture and an increase in those with some understanding.



Level of Māori culture understanding (% , 2023)

KEY FINDINGS

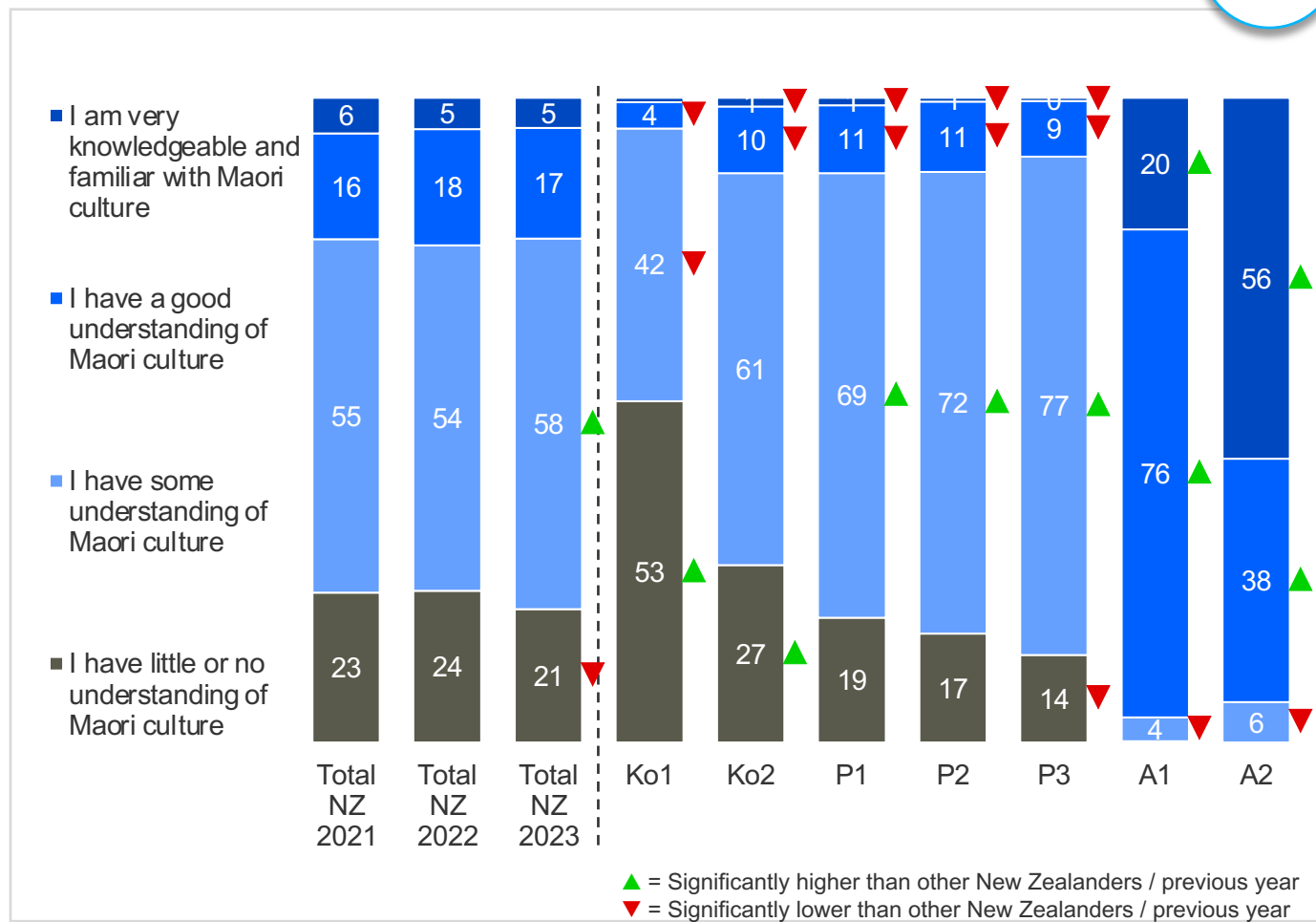
Just under three in five Toa (A2) are very knowledgeable and familiar with Māori culture. The remainder typically have a good knowledge although 6% have only some understanding.

Most within Matatau (A1) have a good knowledge of Māori culture, however, only one in five claim to be very knowledgeable.

Many within the Pō segments have at least some understanding of Māori culture, although only around one in ten claim to have a good understanding. Those with little or no understanding increases from 14% among among Mataara (P3) to 19% among Hināture (P1).

Understanding is lowest among the Kore segments. However, three in four within Ngākaukawa (Ko2) and half within Ngākaukino (Ko1) claim to have at least some understanding of Māori culture.

Good / very knowledgeable (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	5	12	12	11	9	96	94
2022	9 ▲	8	11	13	11	97	93
2021	4	11	12	10	11	95	93



Similar to te reo, slightly over half New Zealanders (55%) are interested in learning more about Māori culture. Interest is highest among Mataara (P3) and the Awatea segments.



Interest in learning more about Māori culture (% , 2023)

KEY FINDINGS

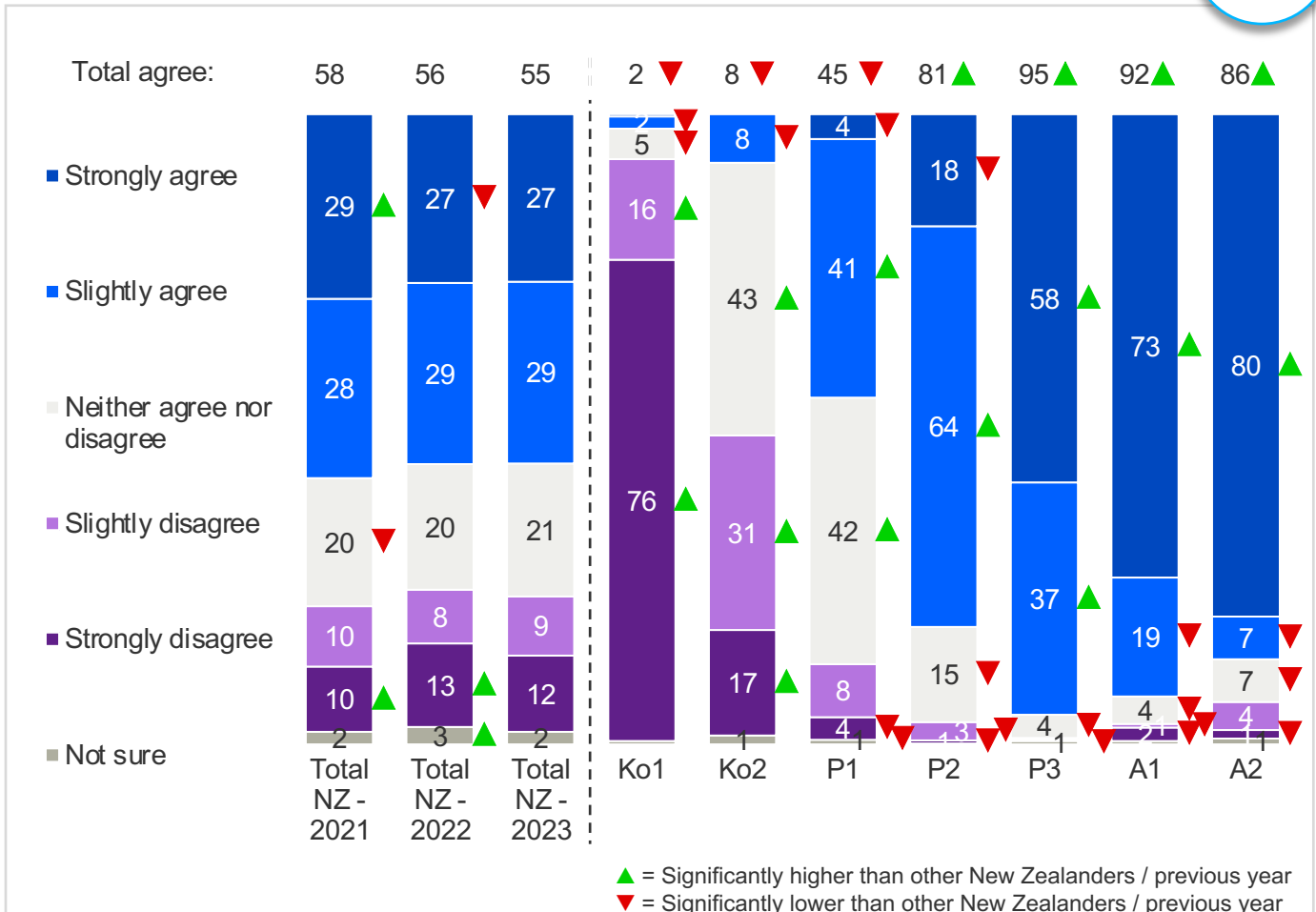
The majority within the Awatea segments are interested in learning more about Māori culture. Four in five Toa (A2) and three in four Matatau (A1) express strong interest in learning more.

The majority within Mataara (P3) are also interested in learning more about Māori culture. Three in five are strongly interested which reflects their level of interest to also improve their te reo ability.

Four in five within Hiamo (P2) and just under half within Hinātoe (P1) are interested in learning more about Māori culture. Their interest is typically slight rather than strong.

Few within the Kore segments are interested in learning more about Māori culture. Ngākaukawa (Ko2) are a mix between being neutral or disagreeing, while the majority within Ngākaukino (Ko1) strongly disagree that they would like to learn more.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	2	8	45	81	95	92	86
2022	1	7	46	77	96	92	87
2021	3	10	46	78	96	95	94



More New Zealanders have at least some understanding of Matariki than in 2022, however, only one in five claim to have a good understanding or be very knowledgeable.

Level of understanding about Matariki and its role within Māori culture (% , 2023)

KEY FINDINGS

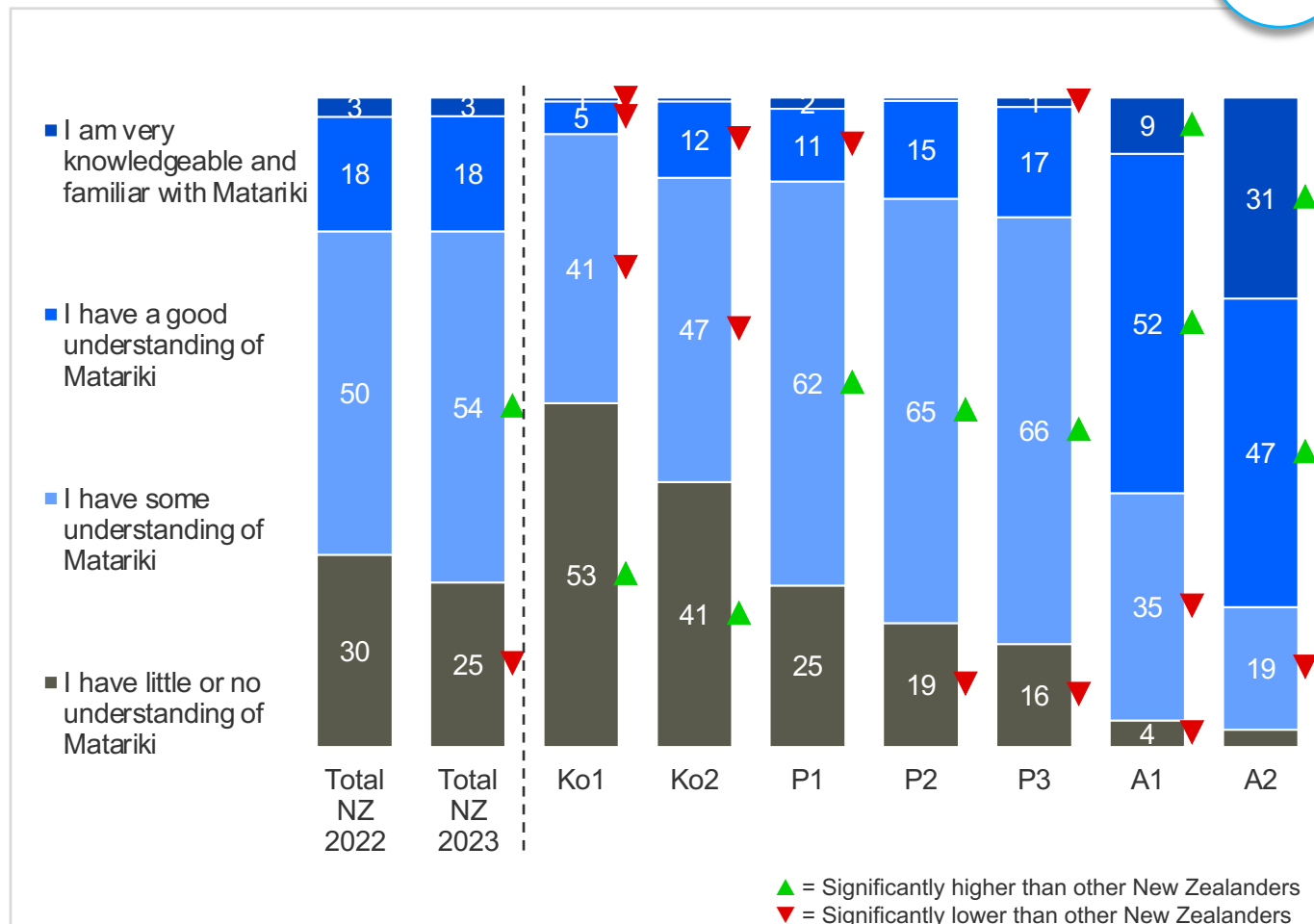
Most Toa (A2) have a good knowledge of Matariki and its role within Māori culture, and three in ten are very knowledgeable and familiar.

Most Matatau (A1) have at least some understanding of Matariki. Three in five have a good understanding, although only one in ten are very knowledgeable.

Among the Pō segments, many have some understanding of Matariki. This increases moving from P1 to P3, with 75% of Hinātore (P1) having at least some knowledge, 81% of Hiamō (P2) and 84% of Mataara (P3). Those claiming to have a good understanding ranges from 13% to 18%.

Few within the Kore segments claim to have a good understanding of Matariki. Three in five within Ngākaukawa (Ko2) do have at least some understanding, and half within Ngākaukino (Ko1).

Good / very knowledgeable (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	6	12	13	16	18	61	78
2022	5	10	12	18	21	56	83



Fifty-five percent of New Zealanders agree that their understanding of Matariki has increased this year to some degree (rating as '3' to '5 – A great deal'), being slightly lower than last year.

Extent that understanding of Matariki has increased this year (% , 2023)



KEY FINDINGS

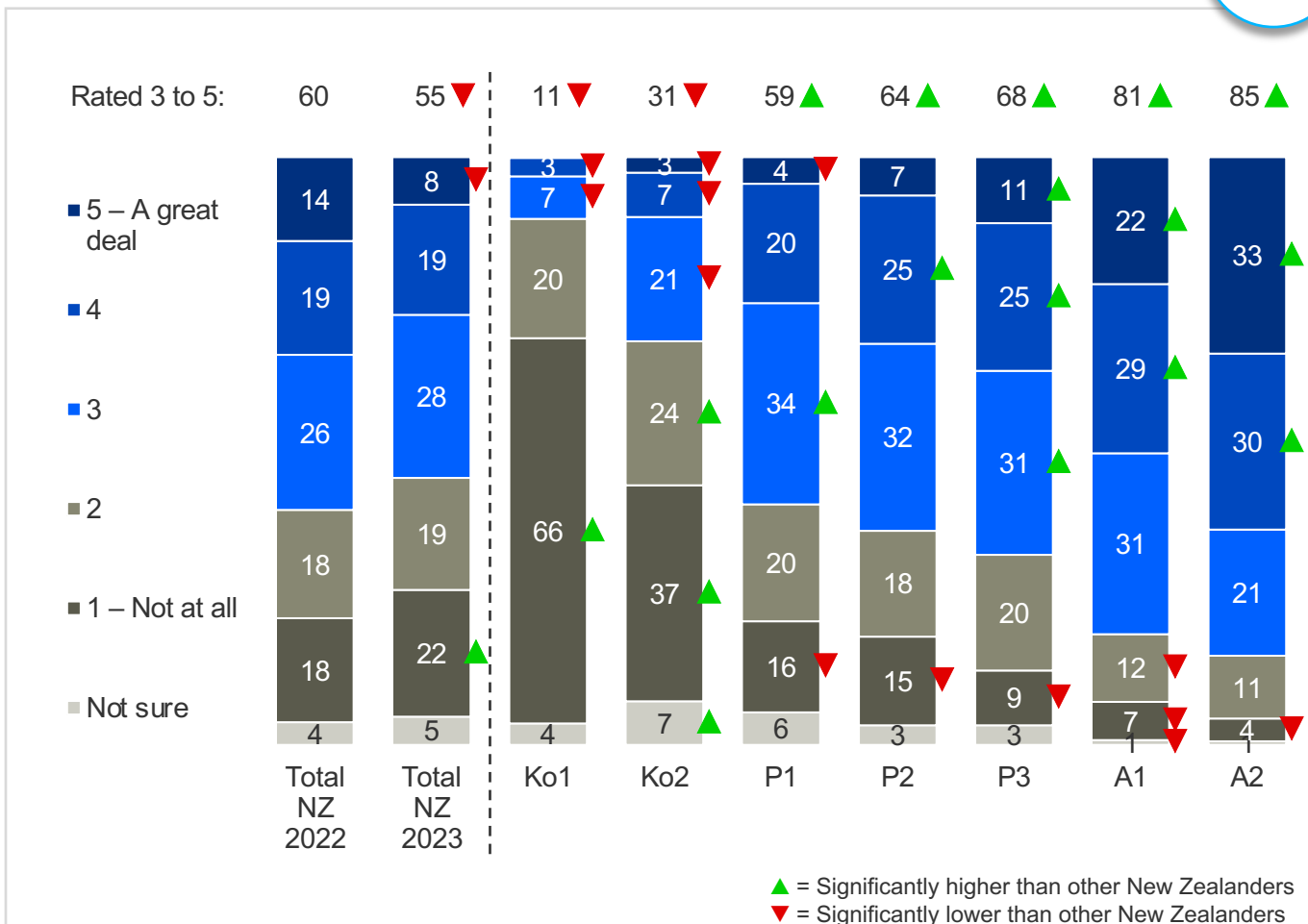
The proportion of New Zealanders claiming their understanding of Matariki has increased a 'great deal' this year (rating as 5) has decreased from 14% to 8% while those claiming it has not changed at all (rating as 1) has increased from 18% to 22%.

Four in five within Matatau (A1) and 85% within Toa (A2) agree that their understanding of Matariki has increased this year to some degree (rating as '3 to 5 – a great deal'). Agreement that it has increased 'a great deal' (rating as 5) is highest among Toa (A2) at one in three.

Two in three within Matatau (P3), 64% within Hiamo (P2) and 59% within Hināture (P1) agree that their understanding has increased, although less commonly to 'a great deal' (rating as 5).

Among the Kore segments, three in ten Ngākaukawa (Ko2) agree that their understanding of Matariki has increased to some degree, although this tends to be more moderate (rating as 3). Few within Ngākaukino (Ko1) agree that their understanding has increased this year, and two in three state that it has not increased at all (rating as 5).

Rated 3 to 5 (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	11	31 ▼	59	64	68 ▼	81	85
2022	15	48	59	70	78	79	89



Seven in ten New Zealanders support Matariki being a New Zealand public holiday, and half strongly so. Only 11% of New Zealanders are in disagreement overall.

Agreement that Matariki should be a New Zealand public holiday (% , 2023)

KEY FINDINGS

The majority within the Awatea segments and within Mataara (P3) agree that Matariki should be a New Zealand public holiday, and just under nine in ten are in strong agreement.

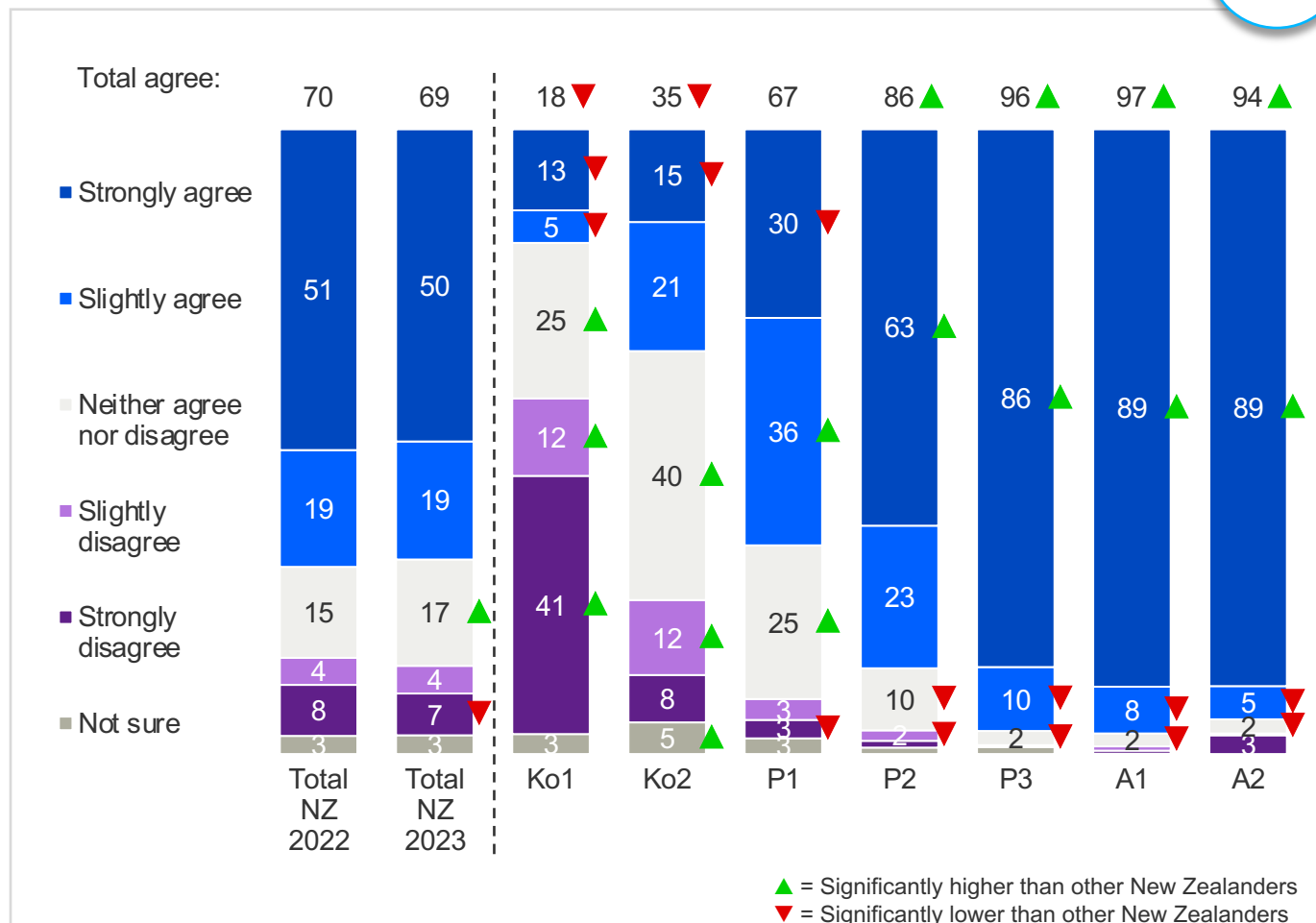
The majority also agree within Hiamo (P2), although strong agreement is lower at three in five.

Two in three within Hinātoke (P1) agree that Matariki should be a New Zealand public holiday, being a mix of strong and slight agreement. There is a low level of disagreement within this segment at 6%.

Ngākaukawa (Ko2) are mixed between agreeing (35%), disagreeing (20%) or being neutral (40%) towards whether Matariki should be a public holiday.

Just over half disagree within Ngākaukino (Ko1), and many strongly so, although there is some support at 18%.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	18	35	67	86	96	97	94
2022	17	41	68	87	95	96	98



4

Attitudes and behaviours



Similar to previous years, three in four New Zealanders agree that it is good New Zealand's national anthem has both an English and a Māori version, and over half strongly so.



'It is good that the New Zealand national anthem has both an English and a Māori version' (% , 2023)

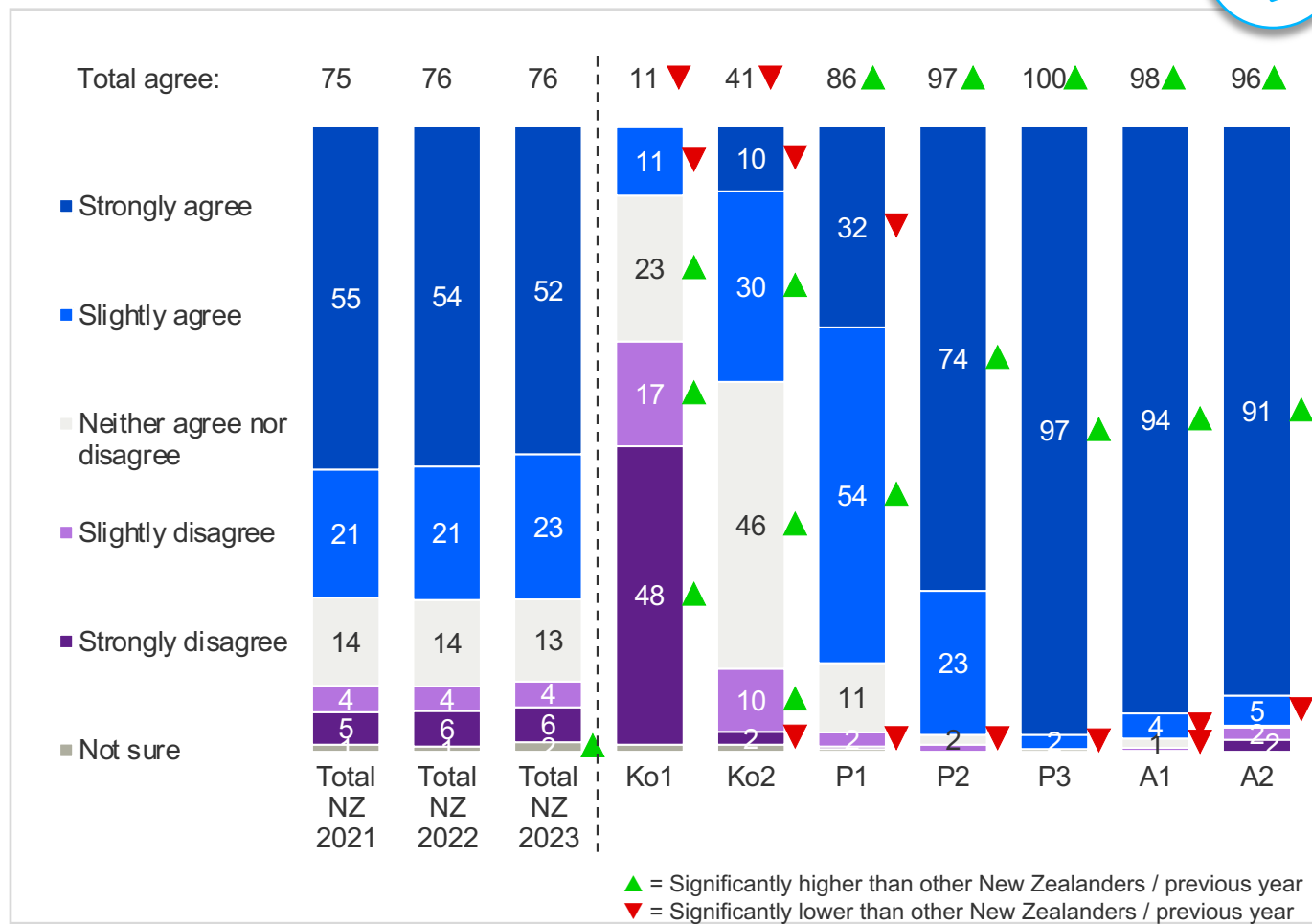
KEY FINDINGS

The Awatea and Pō segments predominantly agree it is good that the New Zealand national anthem has both an English and a Māori version. Most within the Awatea segments, Matatau (P3) and Hiamō (P2) are in strong agreement. Although the majority also agree within Hinātoro (P1) more are in slight (54%) rather than strong agreement (32%).

Two in five within Ngākaukawa (Ko2) agree and only 12% disagree. However, more than almost half feel neutral towards the national anthem having both an English and Māori version.

Almost two in three within Ngākaukino (Ko1) are opposed, and half are strongly so. Three is only a low level of support at 11%.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	11	41	86	97	100	98	96
2022	15▲	39	83	98	98▼	99	97
2021	9▲	37	83	96	100▲	100	98



▲ = Significantly higher than other New Zealanders / previous year
 ▼ = Significantly lower than other New Zealanders / previous year

Seven in ten New Zealanders agree that te reo Māori has a place in key ceremonial occasions, with almost half in strong agreement.

'Te reo Māori has a place in key ceremonial occasions such as public welcomes, parades and ANZAC day ceremonies' (% , 2023)



KEY FINDINGS

The majority within the Awatea segments and Mataara (P3) strongly agree that te reo Māori has a place in key ceremonial occasions.

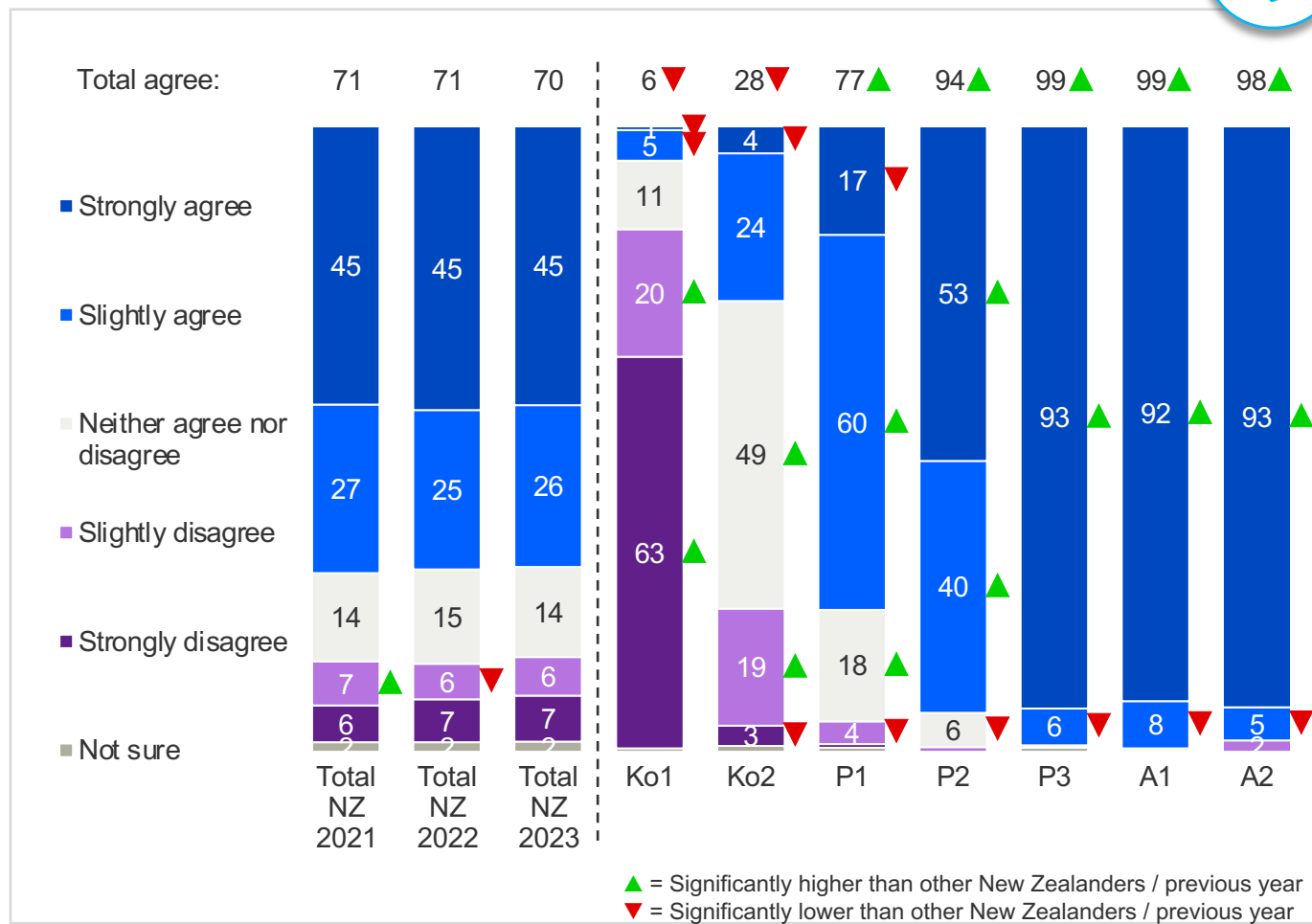
The majority also agree within Hiamo (P2), although this is mixed between strong agreement (53%) and slight agreement (40%).

Three in four agree within Hinātore (P1), however, this is typically slightly rather than strongly.

Three in ten Ngākaukawa (Ko2) agree that te reo has a place in key ceremonial occasions, although few are in strong agreement. There is some disagreement within this segment at 22%.

Few within Ngākaukino (Ko1) are supportive of te reo in ceremonial occasions. Four in five disagree, and two in three strongly so.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	6	28	77	94 ▼	99	99	98
2022	5	29	75	97	99	98 ▲	97
2021	3	30 ▲	75	95	99	95 ▼	99



▲ = Significantly higher than other New Zealanders / previous year
 ▼ = Significantly lower than other New Zealanders / previous year

Three in five New Zealanders support the Government promoting the use of te reo Māori and one in five are opposed.



'It is important that the Government promotes the use of te reo Māori' (% , 2023)

KEY FINDINGS

The majority within the Awatea segments and Mataara (P3) strongly agree it is important that the Government promotes te reo Māori.

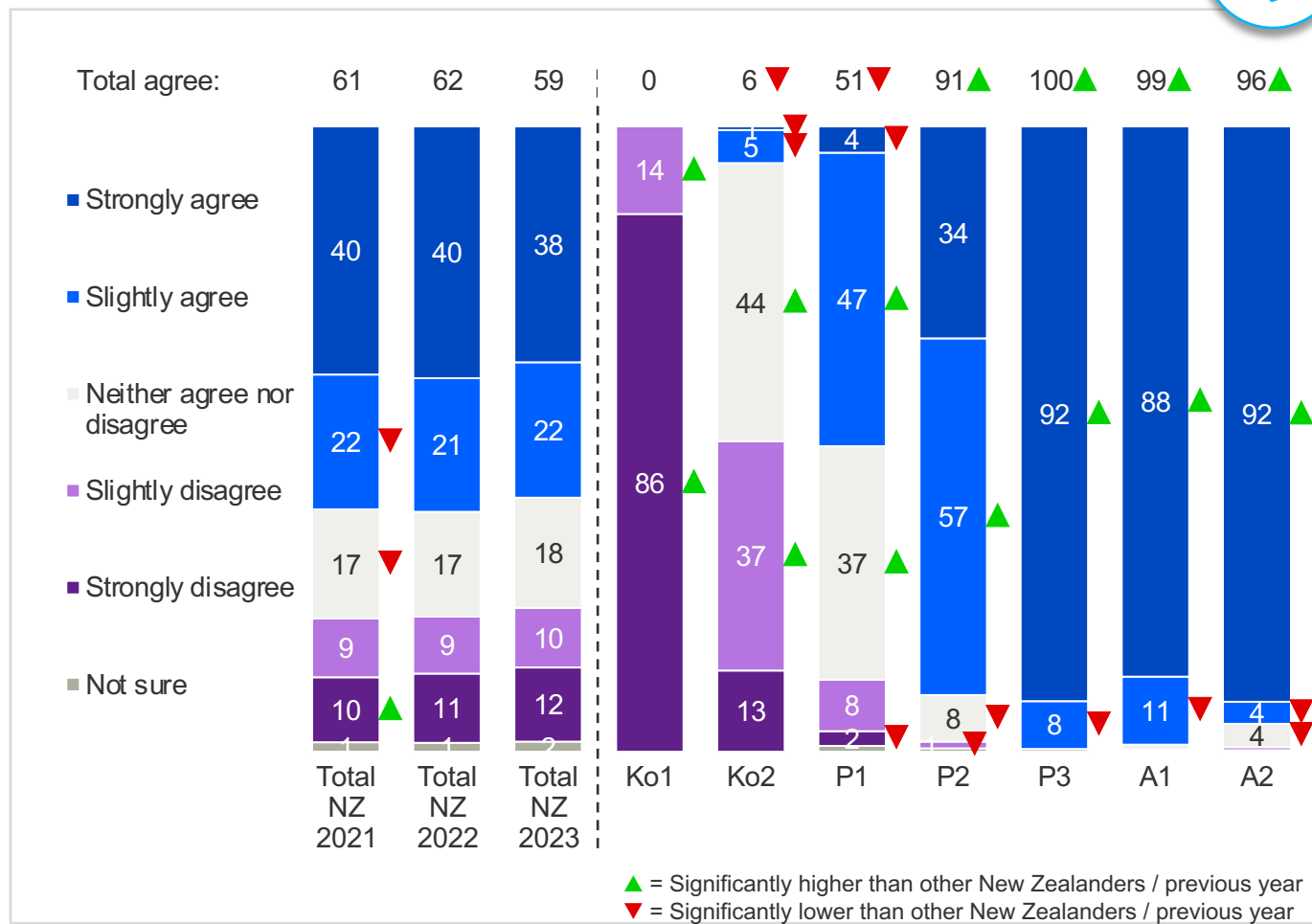
The majority also agree within Hiamō (P2), however, more are in slight agreement (57%) than strong (34%).

Half of Hinātore (P1) agree it is important that the Government promotes the use of te reo Māori, although typically only slightly. One in ten are in disagreement.

Within Ngākaukawa (Ko2), attitudes are mixed between being neutral or disagreeing. Only a small minority (6%) support the Government promoting the use of te reo.

All within Ngākaukino (Ko1) oppose the Government promoting the use of te reo, and most strongly so.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	0	6	51	91	100	99	96
2022	0	6	54	95 ▲	99	100	98
2021	1	4	53	90	99	98	99



▲ = Significantly higher than other New Zealanders / previous year
▼ = Significantly lower than other New Zealanders / previous year

Two in three New Zealanders think it is important that there is a Māori Language Week to promote te reo Māori. There continues to be a low level of disagreement at 15%.



'It is important that there is a Māori Language Week to promote te reo Māori' (% , 2023)

KEY FINDINGS

Almost all within the Mataara (P3) and Awatea segments strongly agree that it is important there is a Māori Language Week to promote te reo Māori.

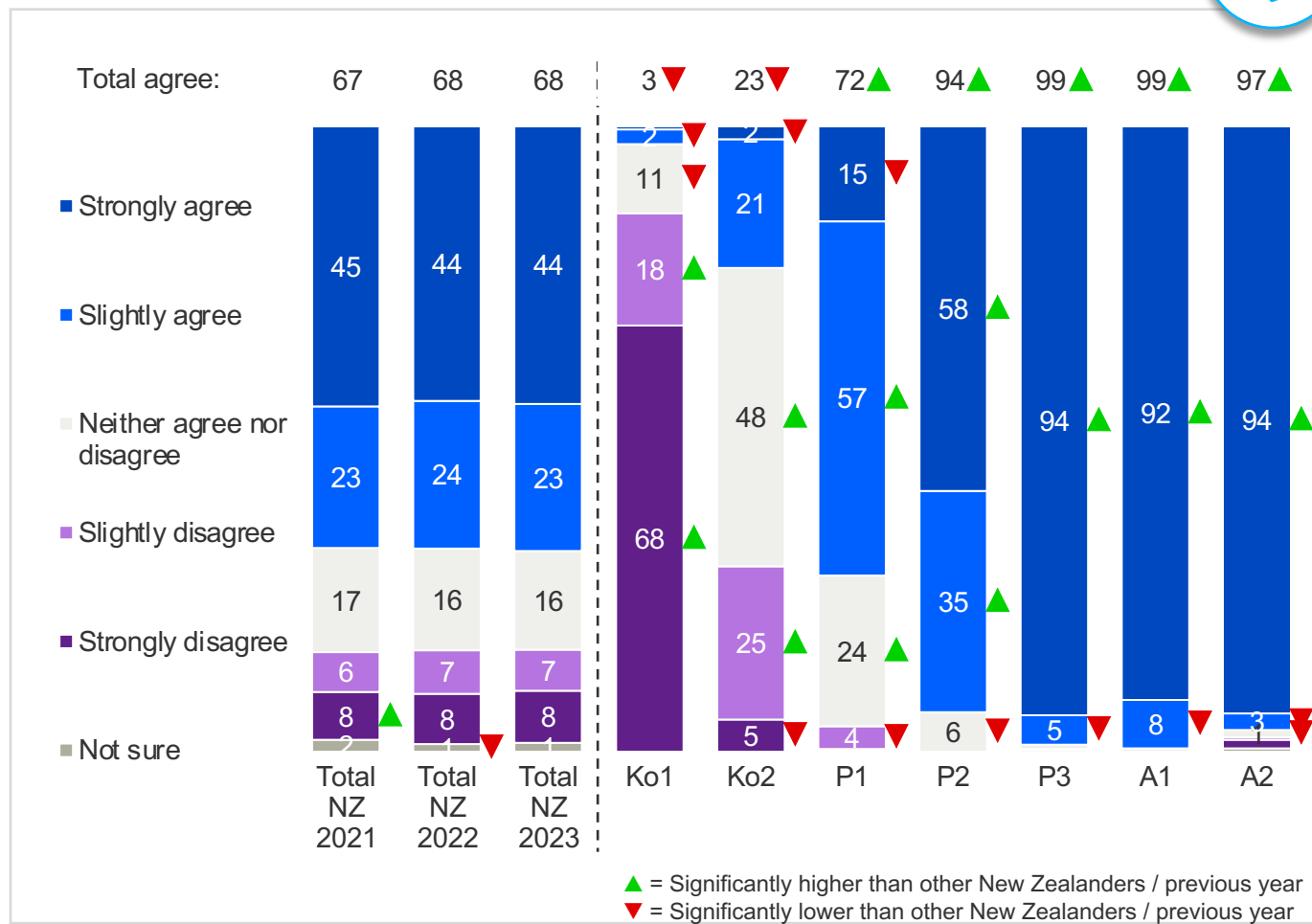
The majority also agree within Hiamō (P2) and more are in strong (58%) than slight (35%) agreement.

Seven in ten within Hinātore (P1) agree that it is important there is a Māori Language Week. This is typically slight rather than strong agreement, but very few disagree (4%).

Views are polarised among Ngākaukawa (Ko2). Half are neutral but disagreement (at 30%) then outweighs agreement (at 23%).

The majority within Ngākaukino (Ko1) do not think it is important that there is a Māori Language week, and two in three are in strong disagreement.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	3	23	72	94	99	99	97
2022	3	18	70	96	99	99	97
2021	2	16	70	93	99	97	97



▲ = Significantly higher than other New Zealanders / previous year
▼ = Significantly lower than other New Zealanders / previous year

Three in five New Zealanders agree that te reo Māori should be valued by all New Zealanders and 16% disagree.



'Te reo Māori should be valued by all New Zealanders' (% , 2023)

KEY FINDINGS

The majority within the Awatea segments and Mataara (P3) agree that te reo Māori should be valued by all New Zealanders. Strong agreement is highest among Mataara (P3) at 96% compared to Matatau (A1) at 85% and Toa (A2) at 82%.

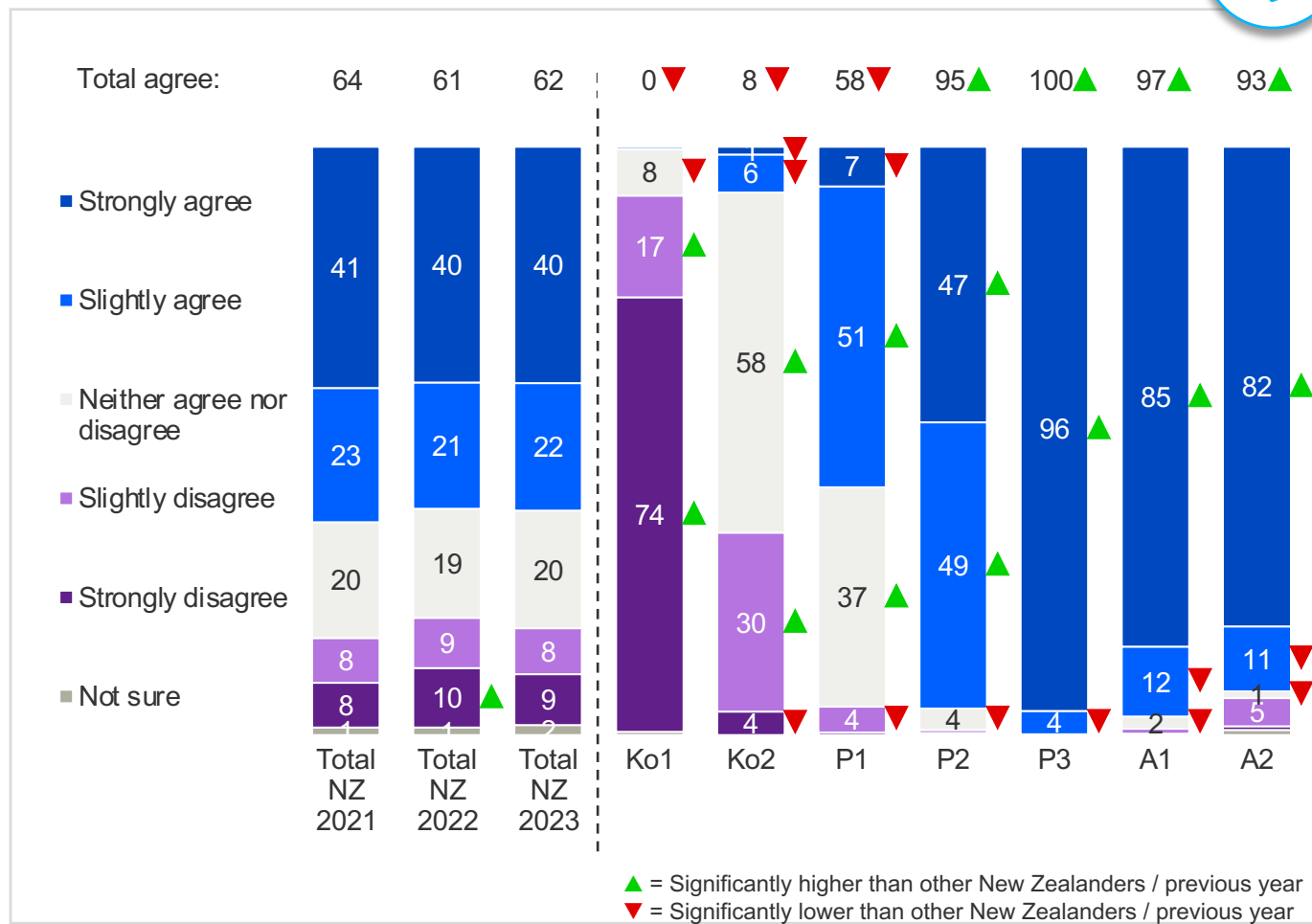
Most within Hiamo (P2) also agree that te reo Māori should be valued by all New Zealanders but being mixed between slight and strong agreement.

Three in five agree within Hinātore (P1), although this is typically slight rather than strong agreement. There is a low level of disagreement among this segment at 4%.

Only 8% agree within Ngākaukawa (Ko2). Most either disagree (34%) or are neutral (58%).

None with Ngākaukino (Ko1) agree that te reo should be valued by all New Zealanders. Most disagree and three in four strongly so.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	0	8	58	95	100	97	93
2022	0	5	56	96	100	96	95
2021	0	8	60	94	99	96	94



▲ = Significantly higher than other New Zealanders / previous year
▼ = Significantly lower than other New Zealanders / previous year

Two in three New Zealanders continue to agree that Māori culture should be valued by all New Zealanders. There is a low level of disagreement at 14%.



‘Māori culture should be valued by all New Zealanders’ (% , 2023)

KEY FINDINGS

The majority within Mataara (P3) and the Awatea segments think Māori culture should be valued by all New Zealanders. Reflecting attitudes towards te reo, strong agreement is highest among Mataara (P3) at 95% compared to Matatau (A1) at 84% and Toa (A2) at 85%.

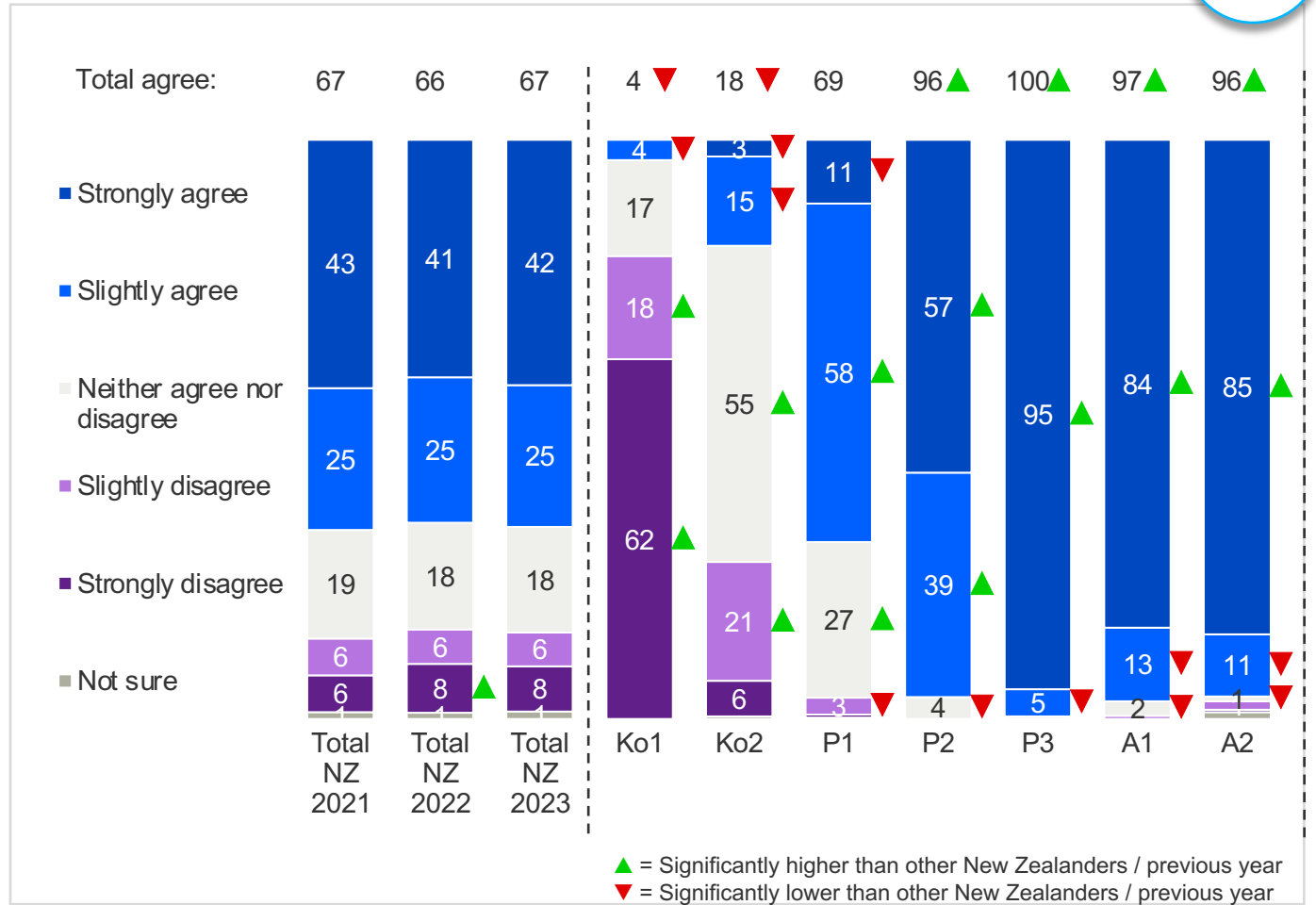
The majority also agree within Hiamo (P2) but being a mix of strong (57%) and slight agreement (39%).

Seven in ten within Hinātore (P1) agree that Māori culture should be valued by all New Zealanders. This is typically slight rather than strong agreement, and a minority disagree at 3%.

Although low among Ngākaukawa (Ko2), they are more likely to agree that Māori culture should be valued by all New Zealanders (at 18%) than te reo (at 8%). Disagreement is also lower (at 27%) than for te reo (at 34%).

Four in five within Ngākaukino (Ko1) disagree that Māori culture should be valued by all New Zealanders, and three in five strongly so. Only a minority agree at 4%.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	4	18	69▲	96	100	97	96
2022	4	18	64	96	99	98	93
2021	2	18	66	94▼	100	95	94



Two thirds of New Zealanders agree that New Zealand children should be taught a basic understanding of te reo and Māori culture at school. Just under one in five disagree, being a similar level to previous years.



'All New Zealand children should be taught at least a basic understanding of te reo and Māori culture at school' (% , 2023)⁽¹⁾

KEY FINDINGS

The majority within the Awatea segments and Mataara (P3) agree that New Zealand children should be taught a basic understanding of te reo and Māori culture at school. Just under nine in two within Awatea and 95% within Mataara (P3) are in strong agreement.

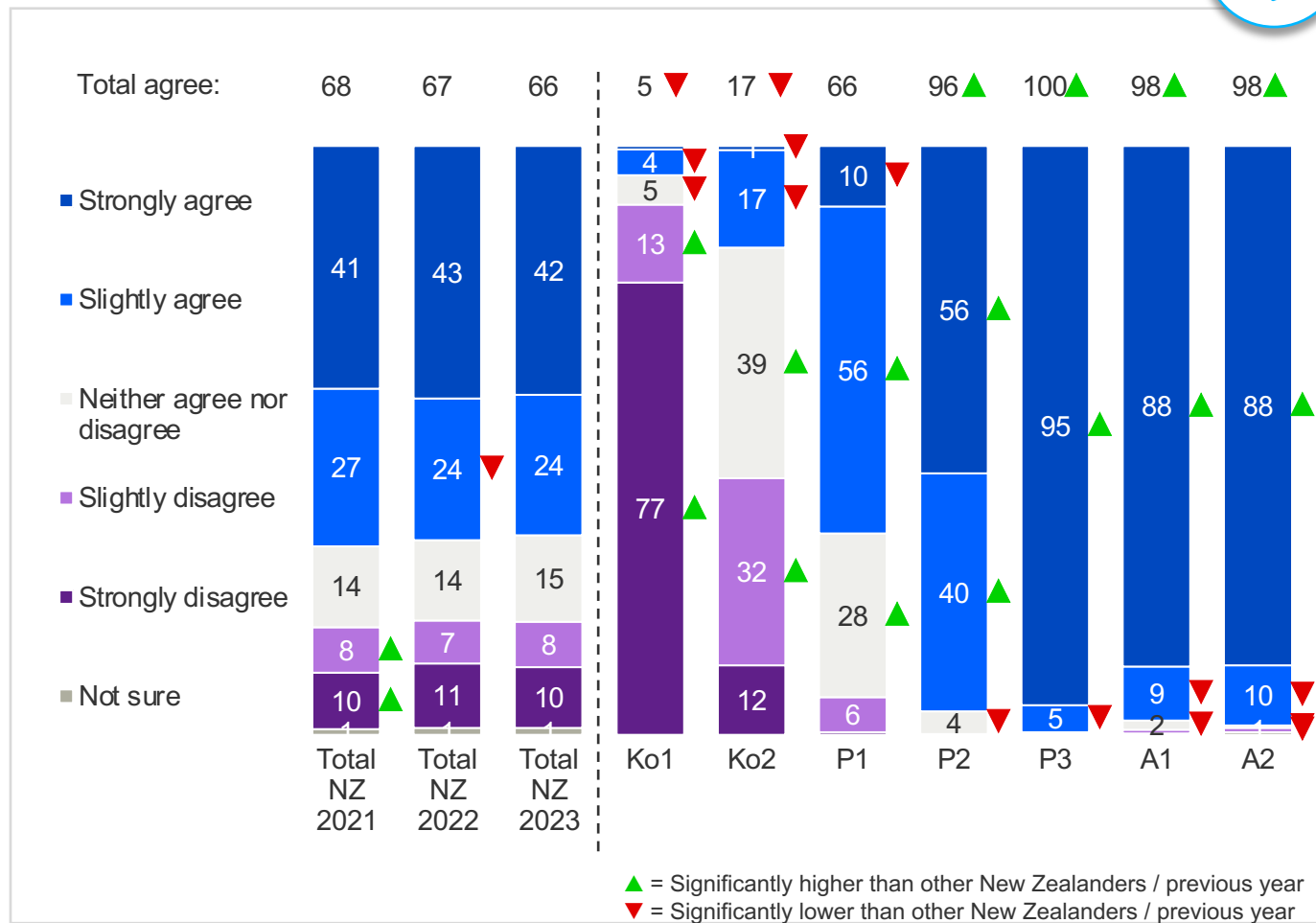
The majority also agree within Hiamo (P2) but being a mix of strong (56%) and slight (40%) agreement.

Two in three within Hinātore (P1) agree, but typically only slightly. Few disagree at 6%.

Within Ngākaukawa (Ko2), more than twice as many disagree (44%) than agree (17%) that all New Zealand children should be taught a basic understanding of te reo and Māori culture at school.

The majority disagree within Ngākaukino (Ko1) and almost four in five are in strong disagreement. There is a low level of support within this segment at 5%.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	5	17	66	96	100	98	98
2022	3	18	67	96	100	98	96
2021	2	17	67	95	99	98	98



One in two New Zealanders continue to agree that public signs in New Zealand should be in both English and te reo Māori. However, disagreement continues to slowly trend upward from 26% in 2021 to 31% in 2023.



'Public signs in New Zealand should be in both English and te reo Māori' (% , 2023)

KEY FINDINGS

The majority within the Awatea segments and Mataara (P3) agree that public signs in New Zealand should be in both English and te reo Māori. Sentiment is strong at four in five among Mataara (P3), 75% among Matatau (A1) and 85% among Toa (A2).

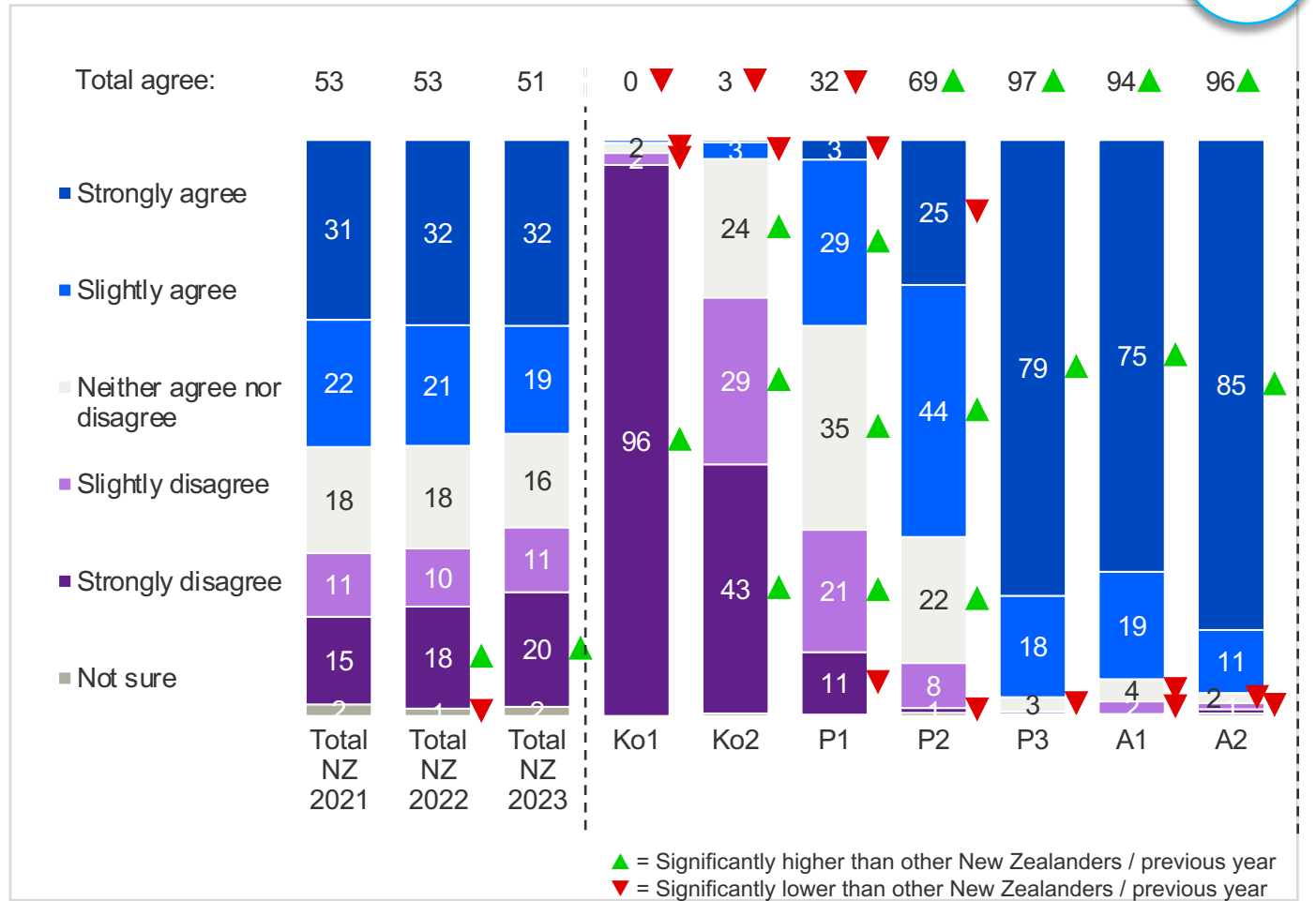
Seven in ten within Hiamo (P2) agree, but slight agreement (at 44%) outweighs strong agreement (at 25%). There is a low level of disagreement at 9%.

Views are mixed among Hinātore (P1). Only one in three agree that public signs should be in both English and te reo, typically only slightly agreeing, and as many disagree..

Few within Ngākaukawa (Ko2) think public signs in New Zealand should be in both English and te reo, and 72% disagree.

Almost all within Ngākaukino (Ko1) are in strong disagreement.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	0	3	32 ▼	69	97	94	96
2022	1	6	38	68	96	94	96
2021	0	3	36	73	95	91	93



There is limited involvement in Māori cultural activities among the Kore segments, and being more common among Ngākaukawa (Ko2).

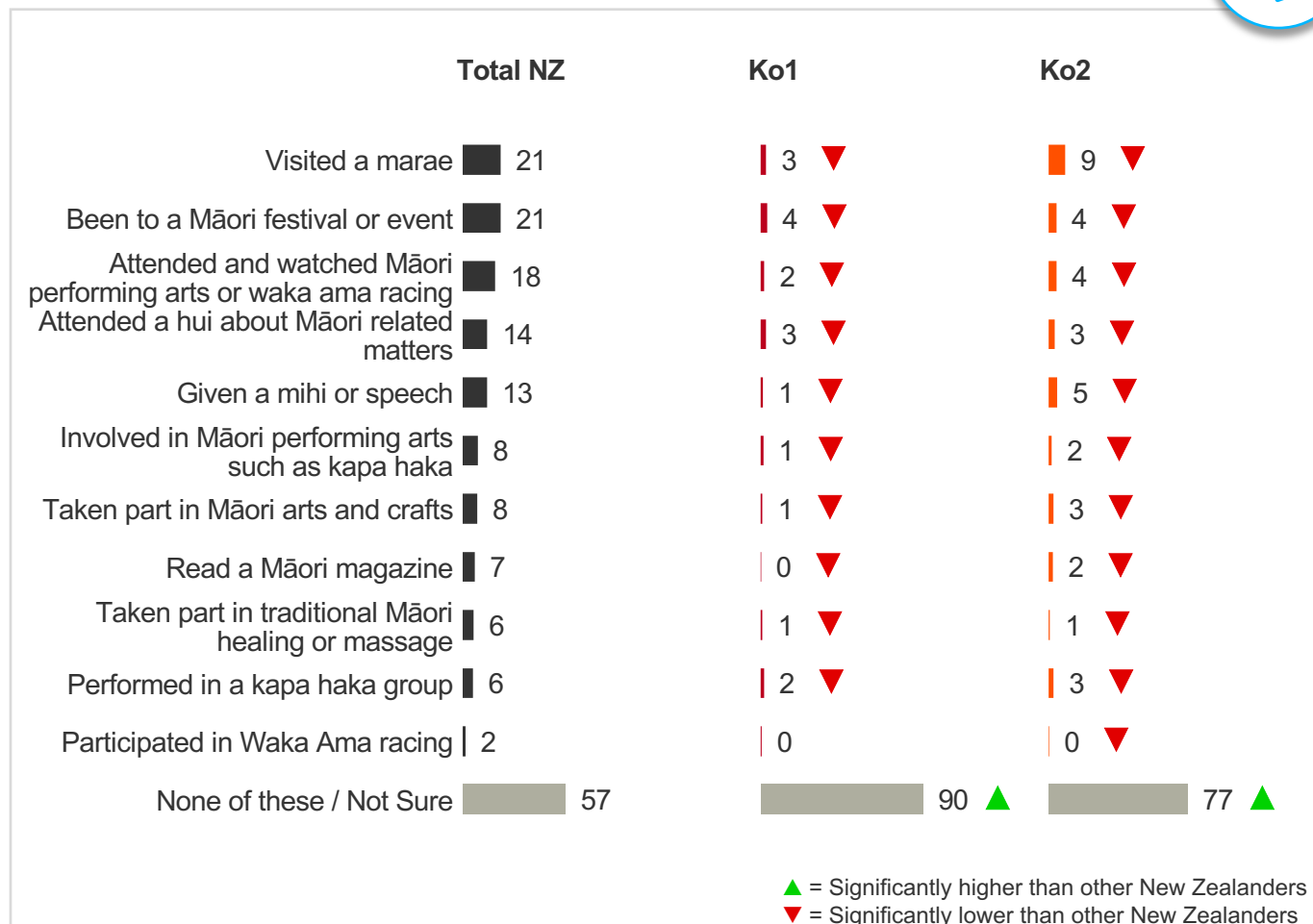


Activities participated in within the last 12 months – Kore (% , 2023)

KEY FINDINGS

Just over one in five (23%) within Ngākaukawa (Ko2) have participated in a Māori cultural activity in the last 12 months. Of the activities Ngākaukawa (Ko2) do partake in, visiting a marae is the most common at 9%. Low levels (5% or less) have participated in other activities such as giving a mihi or speech, attending a Māori festival or event or attending Māori performing arts or waka ama racing.

Few within Ngākaukino (Ko1) have participated in a Māori cultural activity in the last 12 months at only one in ten.



Within the Pō segments, participation in Māori cultural activities is most common among Mataara (P3). Visiting a marae or attending a Māori festival or event has the highest participation.



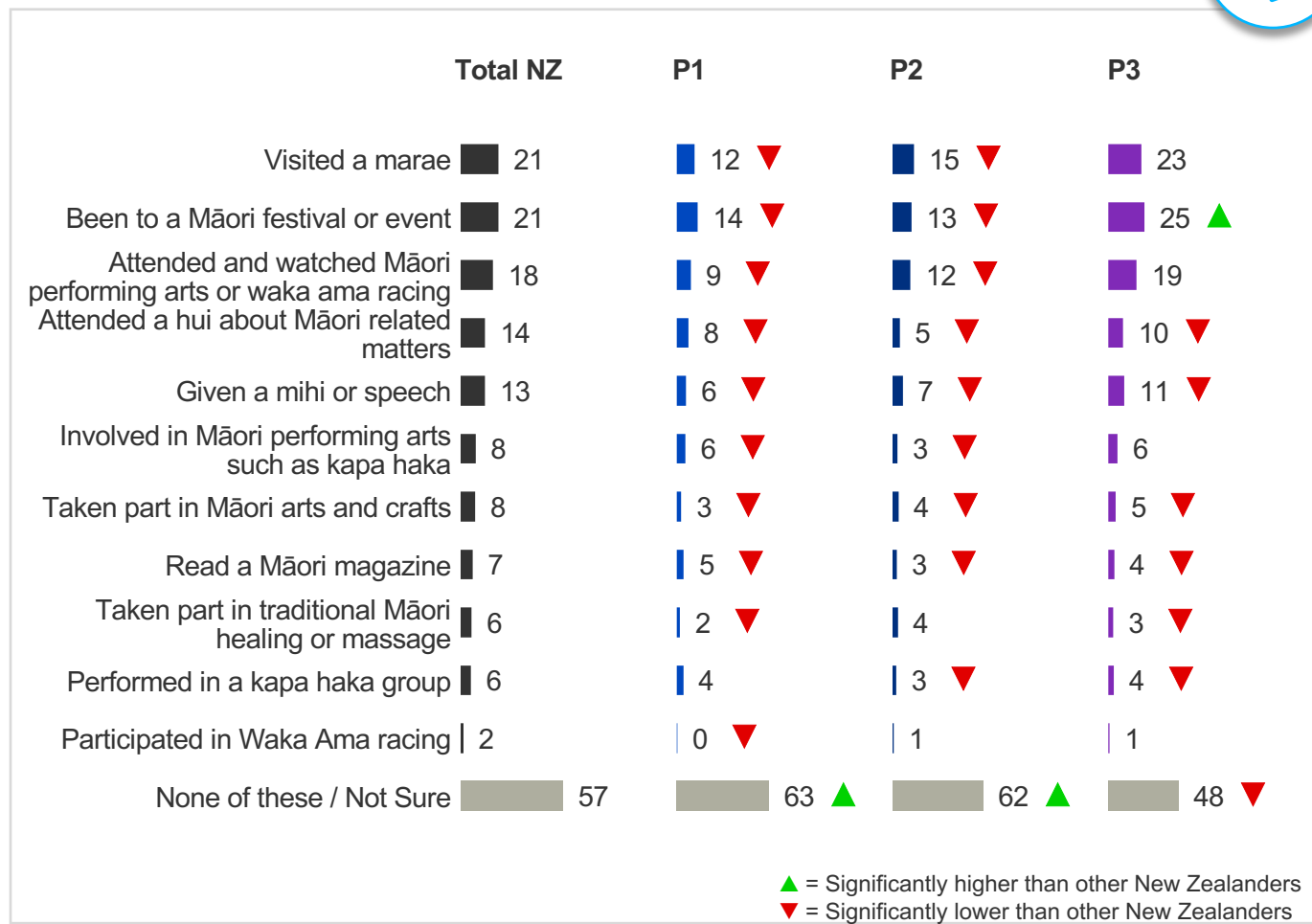
Activities participated in within the last 12 months – Pō (% , 2023)

KEY FINDINGS

Half Mataara (P3) have participated in Māori cultural activities over the past 12 months. Most common is visiting a marae or attending a Māori festival or event at one in four. One in five have attended performing arts or waka ama racing, although few have participated. One in ten have attended a hui about Māori related matters or given a mihi or speech.

Almost two in five within Hiamo (P2) have participated in Māori cultural activities in the past 12 months. This is most commonly visiting a marae (15%), attending a Māori festival or event (13%) or attending Māori performing arts or waka ama racing (12%).

Similar to Hiamo (P2), almost two in five within Hinātore (P1) have participated in a Māori cultural activity over the past 12 months. This is most commonly visiting a marae (12%) or attending a Māori festival or event (14%).



Those within the Awatea segments participate in a wide range of Māori cultural activities. Toa (A2) are particularly emersed across all activities.



Activities participated in within the last 12 months – Awatea (% , 2023)

KEY FINDINGS

Common activities among the Awatea segments are visiting a marae, going to a Māori festival or event, and attending or watching Māori performing arts or waka ama racing.

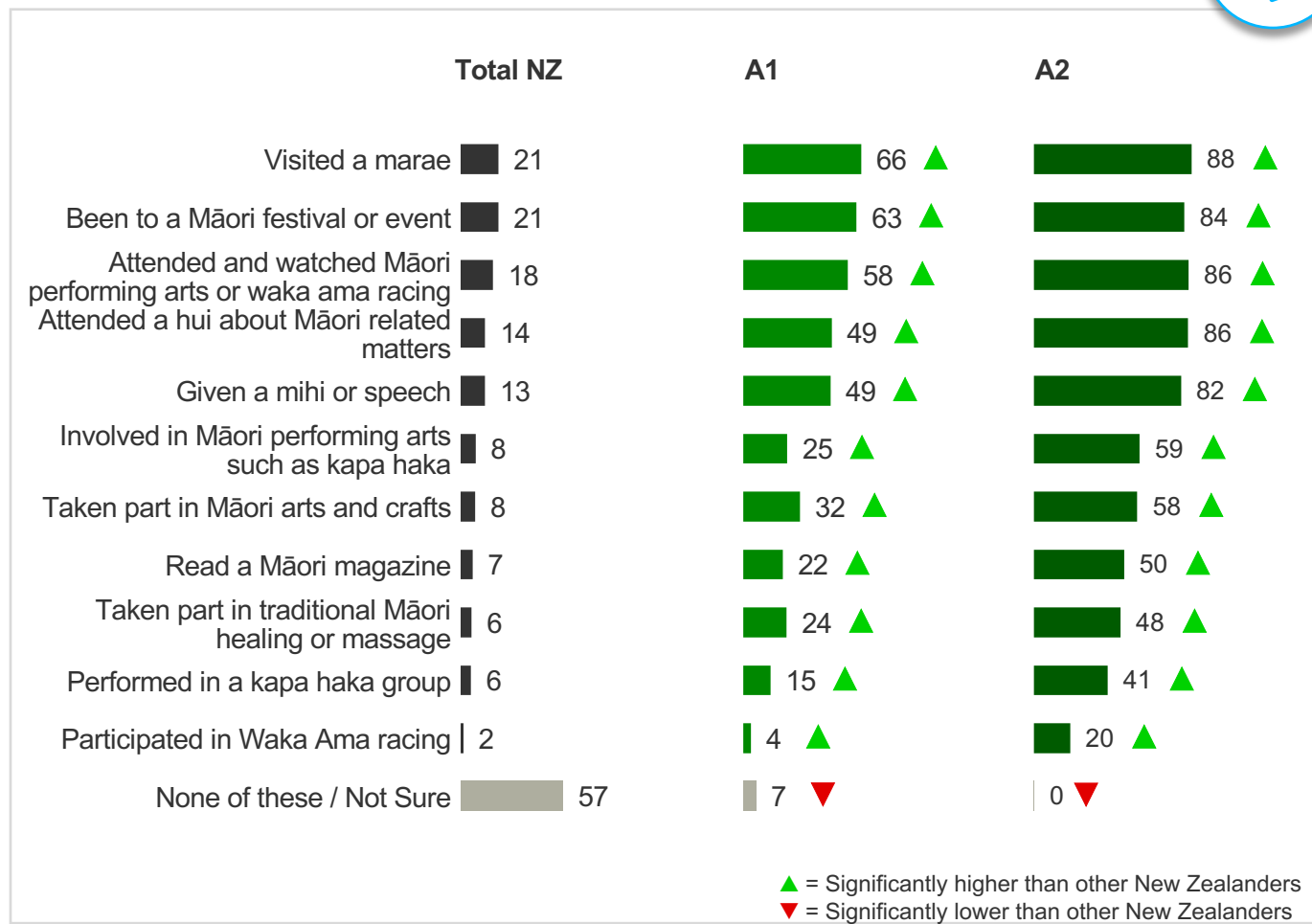
The majority of Toa (A2) and half Matatau (A1) have attended a hui about Māori related matters or given a mihi over the past 12 months.

Two in five Toa (A2) have performed in a kapa haka group and three in five have taken part in Māori arts and crafts. Half have taken part in traditional Māori healing or message.

Performing in a kapa haka group is less common among Matatau (A1) at 15%, however, one in four are involved in Māori performing arts. One in three have taken part in Māori arts and crafts and one in four have taken part in a traditional Māori healing or massage.

Participation in Waka Ama racing is most common among Toa (A2), with one in five taking part in the last 12 months.

Half of Toa (A2) have read a Māori magazine in the past 12 months and 22% within Matatau (A1).



Few within the Kore segments have taught or shared an aspect of Māori culture or te reo in the past 12 months.



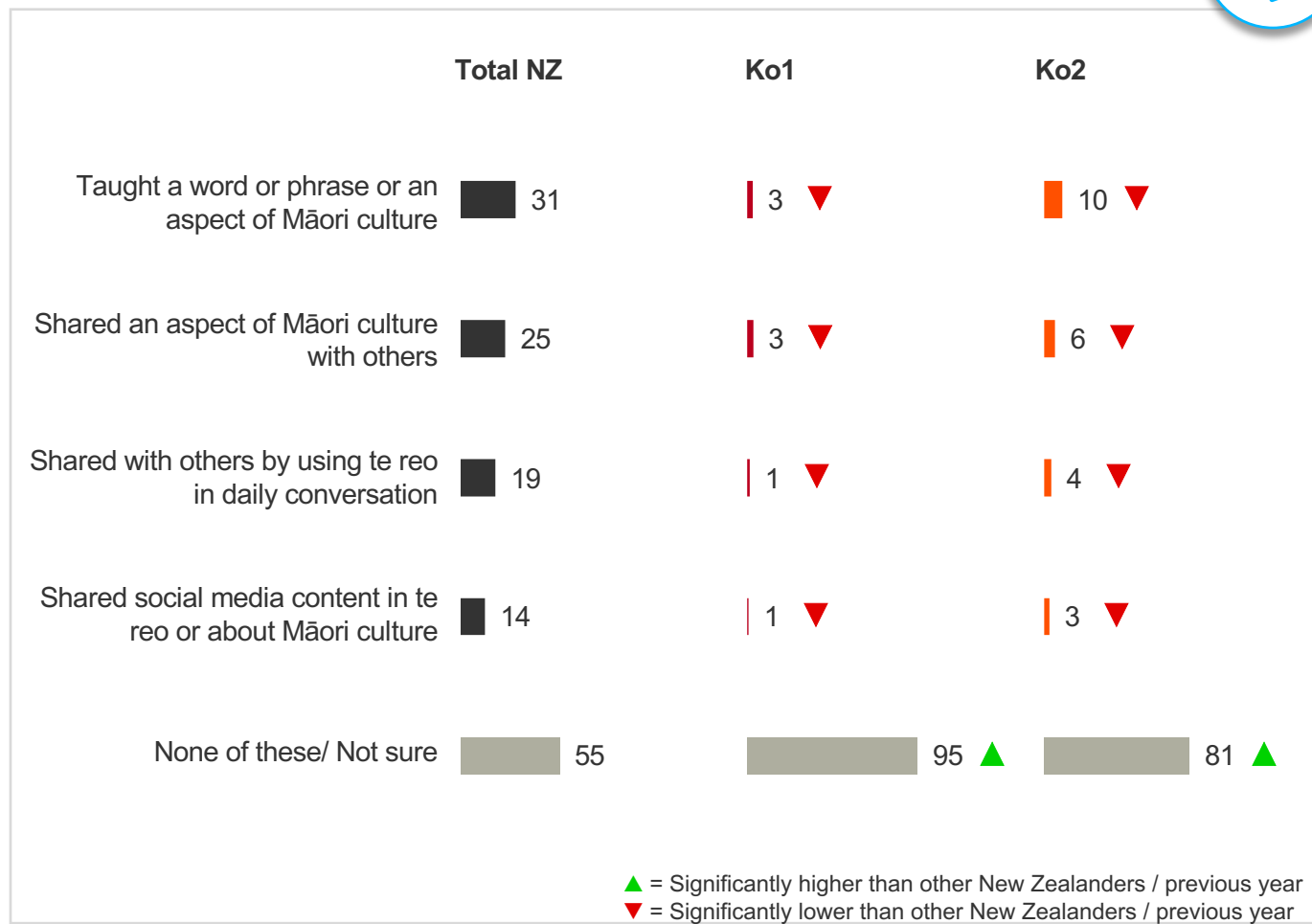
Sharing and teaching of te reo and Māori culture in the past 12 months – Kore (% , 2023)

KEY FINDINGS

One in five within Ngākaukawa (Ko2) have shared or taught te reo or Māori culture in the last 12 months. This has most commonly been teaching either a word, phrase, or aspect of Māori culture (10%), or sharing an aspect of Māori culture with others (6%).

Few within Ngākaukino (Ko1) have shared or taught te reo or Māori culture in the last 12 months at only 5%.

Shared or taught in any form (%)	Total NZ	Ko1	Ko2
2023	45	5	19
2022	45	5	17
2021	44	7	18



Two in three within Mataara (P3), half Hiamo (P2) and one in three within Hinātore (P1) have shared or taught te reo and Māori culture in the past 12 months.



Sharing and teaching of te reo and Māori culture in the past 12 months – Pō (% , 2023)

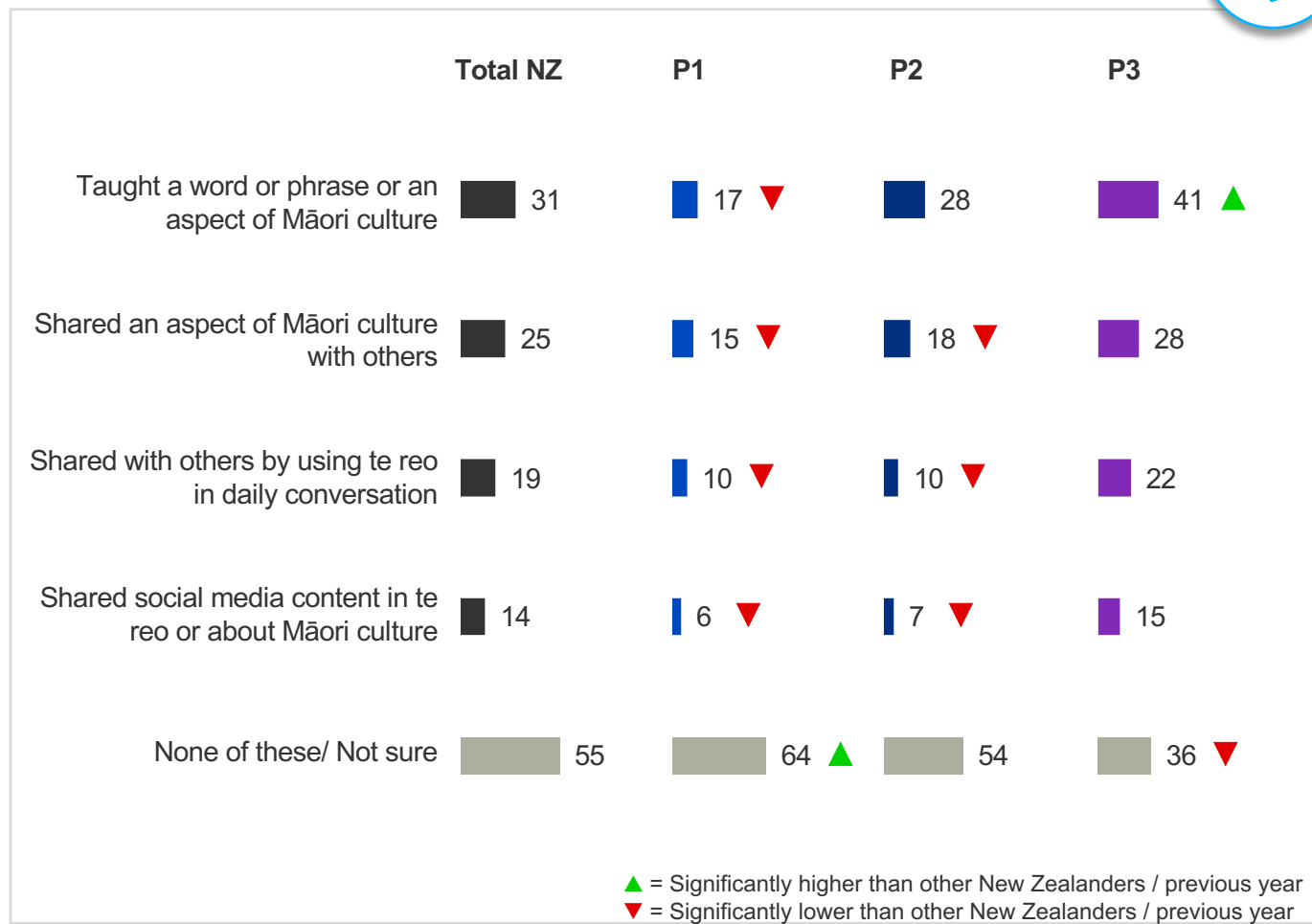
KEY FINDINGS

The Pō segments have most commonly taught a word, phrase or aspect of Māori culture. This is highest among Mataara (P3) at 41%, and more moderate among Hiamo (P2) at 28% and Hinātore (P1) at 17%.

Almost three in ten within Mataara (P3) have shared an aspect of Māori culture with others and 22% have shared te reo in daily conversation. This is less common among Hiamo (P2) at 18% and 10% respectively, and among Hinātore (P1) at 15% and 10% respectively.

Sharing of social media content in te reo or about Māori culture is most common among Mataara (P3) at 15%. Few within Hiamo (P2) and Hinātore (P1) have shared social media content.

Shared or taught in any form (%)	Total NZ	P1	P2	P3
2023	45	36	46	64
2022	45	32	47	67 ▲
2021	44	36	41	60



Almost all within the Awatea segments have either taught or shared te reo and Māori culture with others in the past 12 months.



Sharing and teaching of te reo and Māori culture in the past 12 months – Awatea (% , 2023)

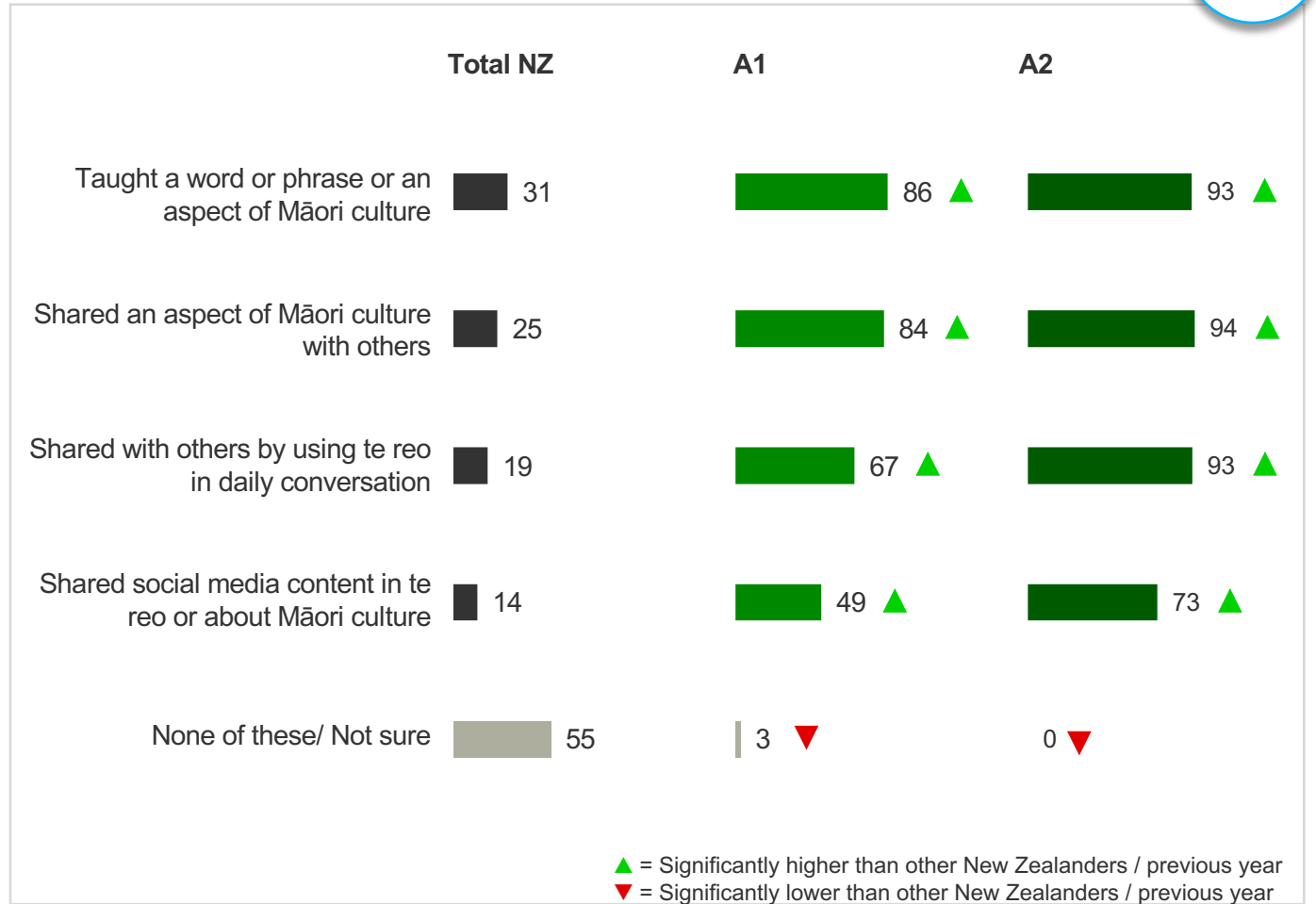
KEY FINDINGS

In the past 12 months, just over nine in ten Toa (A2) have taught either a word, phrase or an aspect of Māori culture, shared an aspect of Māori culture, or shared te reo in daily conversation.

Matatau (A1) have most commonly taught a word, phrase or aspect of Māori culture (88%) or shared an aspect of Māori culture with others (84%). Two in three have shared te reo with others by using it in daily conversation.

Sharing of social media content in te reo or about Māori culture is most common among Toa (A2) at seven in ten. Although lower among Matatau (A1), half have shared social media content in the past 12 months.

Shared or taught in any form (%)	Total NZ	A1	A2
2023	45	97	100
2022	45	98	100
2021	44	99	100



Few within the Kore segments have undertaken study of Māori language or Māori culture within the past 12 months, either formally or informally.



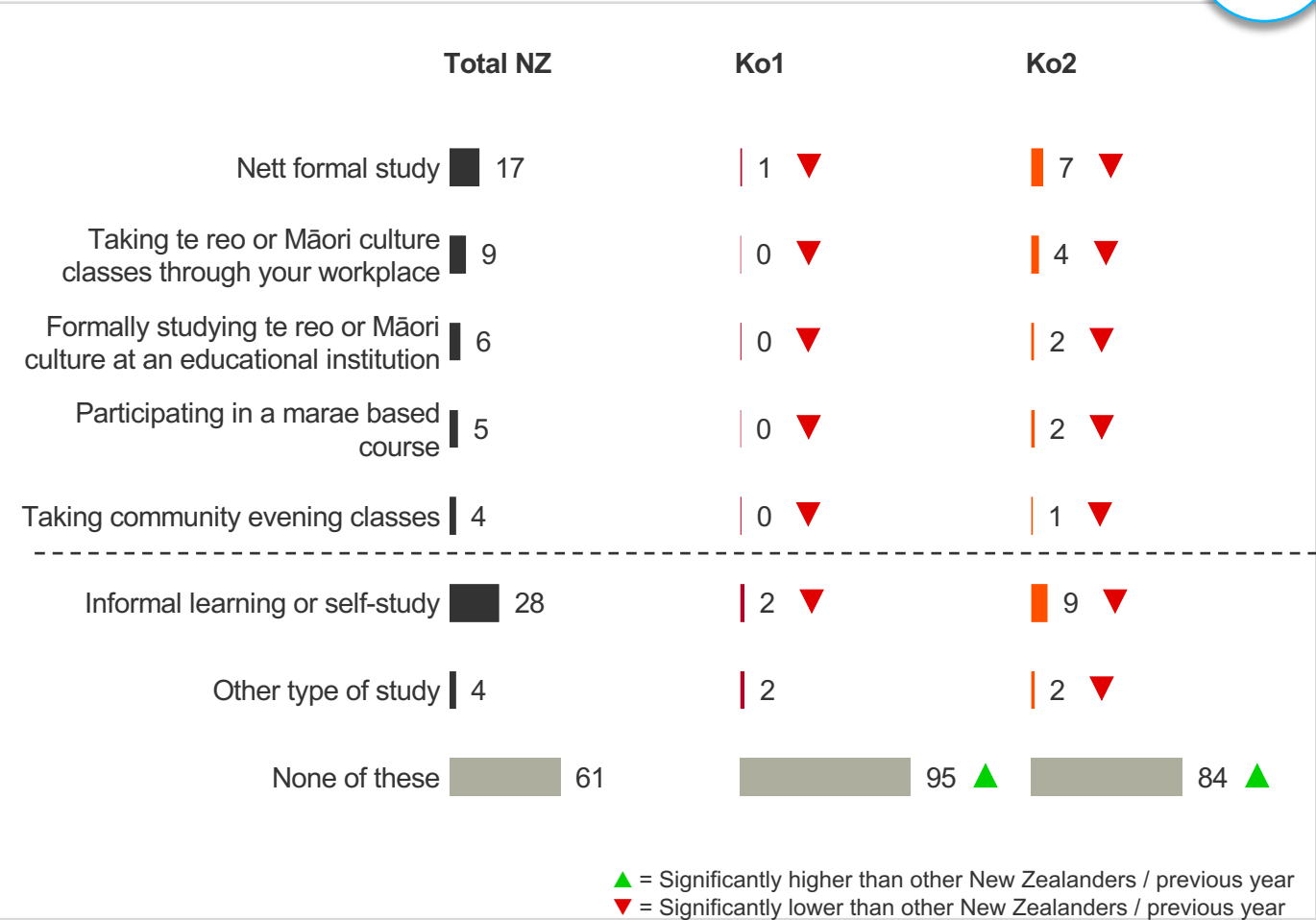
Learning or improvement of Māori language ability or knowledge of Māori culture over the last 12 months – Kore (% , 2023)

KEY FINDINGS

There is a low level of formal (7%) and informal (9%) study within Ngākaukawa (Ko2). Low numbers (4% or less) have formally studied te reo or Māori culture at an educational institution, through their workplace, by participating in a marae based course or by taking community evening classes..

Very few within Ngākaukino (Ko1) have studied te reo or Māori culture in the past 12 months either formally (1%) or informally (2%).

Nett formal study (%)	Total NZ	Ko1	Ko2
2023	17	1	7
2022	15	2	7
2021	14	2	5



The Pō segments more commonly improve their te reo ability or knowledge of Māori culture via informal learning rather than formal study.



Learning or improvement of Māori language ability or knowledge of Māori culture over the last 12 months – Pō (% , 2023)

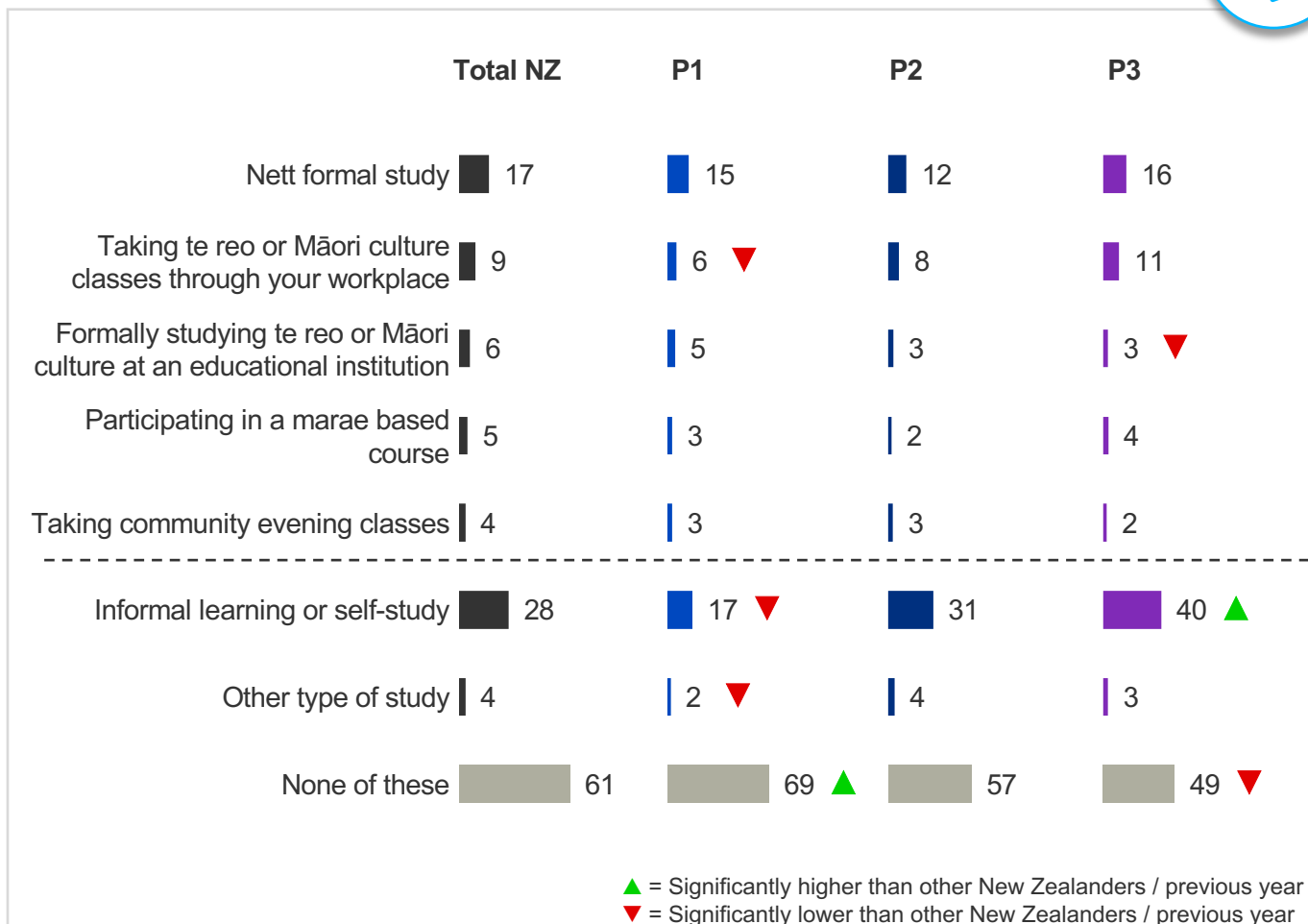
KEY FINDINGS

Within the Pō segments, half Mataara (P3), two in five Hiamo (P2) and three in ten Hinātore (P1) have undertaken either formal or informal study of te reo or Māori culture within the past 12 months.

This is most commonly informal learning, which is highest within Mataara (P3) at two in five and lowest among Hinātore (P1) at 17%.

Although the least positive of the Pō segments in general attitude towards te reo, Hinātore (P1) have a similar level of formal study of te reo or Māori culture at 15% as both Hiamo (P2) at 12% and Mataara (P3) at 16%. Within the Pō segments, formal study is most commonly undertaken through their workplace.

Nett formal study (%)	Total NZ	P1	P2	P3
2023	17 ▲	15	12	16 ▲
2022	15	9 ▼	11	12
2021	14	14	8	12



Almost two in three Toa (A2) and almost half Mataua (A1) have undertaken formal study of Māori language and culture in the past 12 months.



Learning or improvement of Māori language ability or knowledge of Māori culture over the last 12 months – Awatea segments (% , 2023)

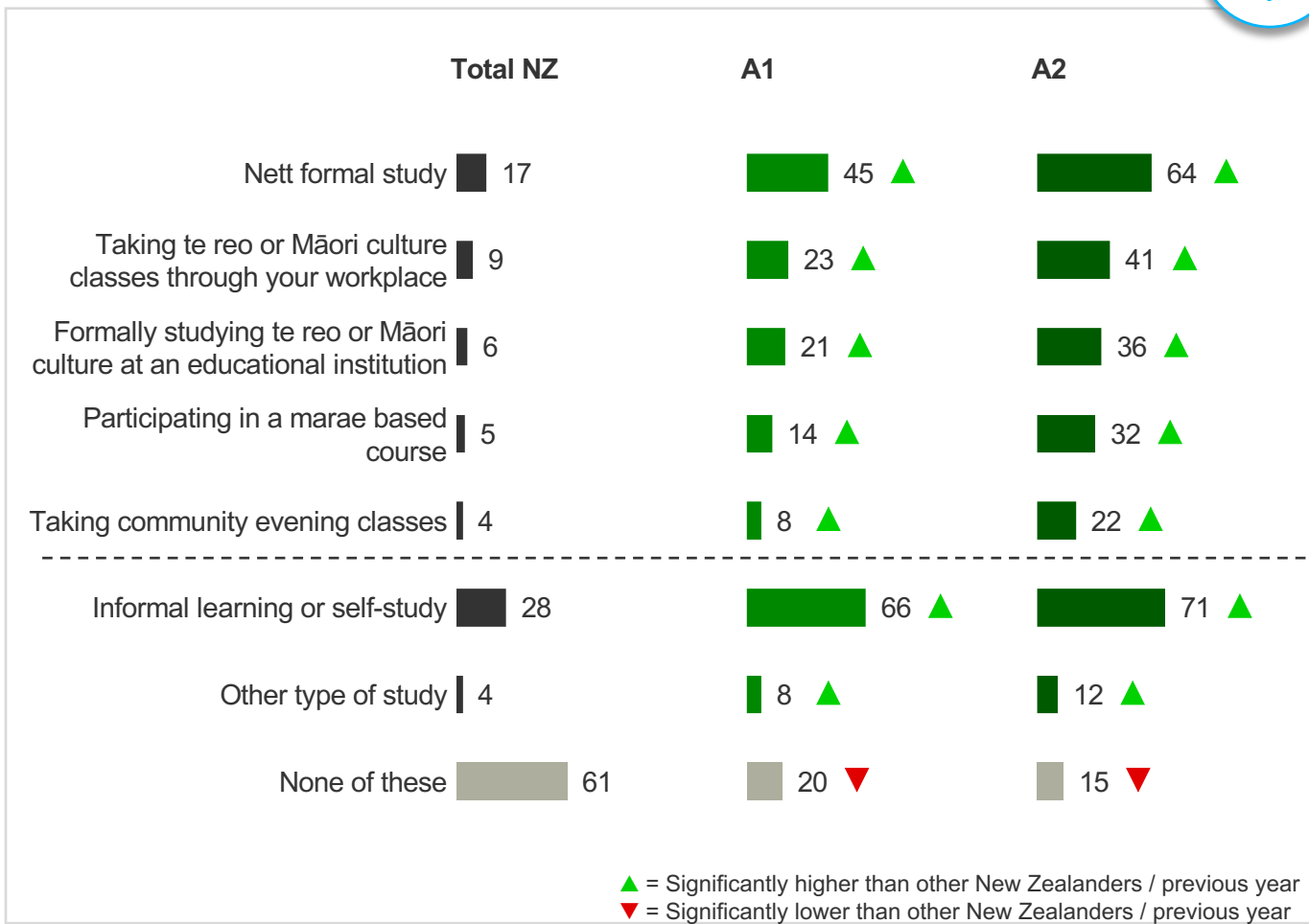
KEY FINDINGS

Toa (A2) most commonly studied te reo or Māori culture through an educational institution, through their workplace or by participating in a marae based course (32% to 41% for each). Just over one in five participated in community evening classes.

Mataara (A1) most commonly studied at an educational institution or undertook classes through their workplace at just over one in five. Fourteen percent participated in a marae based course and 8% participated in community evening classes.

In addition to formal study, 71% of Toa (A2) and 66% of Mataara (A1) undertook informal learning or self-study over the last 12 months.

Nett formal study (%)	Total NZ	A1	A2
2023	17	45	64
2022	15	46	66
2021	14	40	65



More than half New Zealanders continue to consider themselves likely to take measures to improve their te reo Māori within the next two years. However, only one in five remain 'very likely' to do so.

Likelihood of taking measures within the next two years to improve understanding of te reo Māori (% , 2023)



KEY FINDINGS

The majority of Awatea consider themselves likely to take measures within the next two years to improve their understanding of te reo. Toa (A2) have higher intent, with three in four 'very likely' compared to 55% of Matataua (A1).

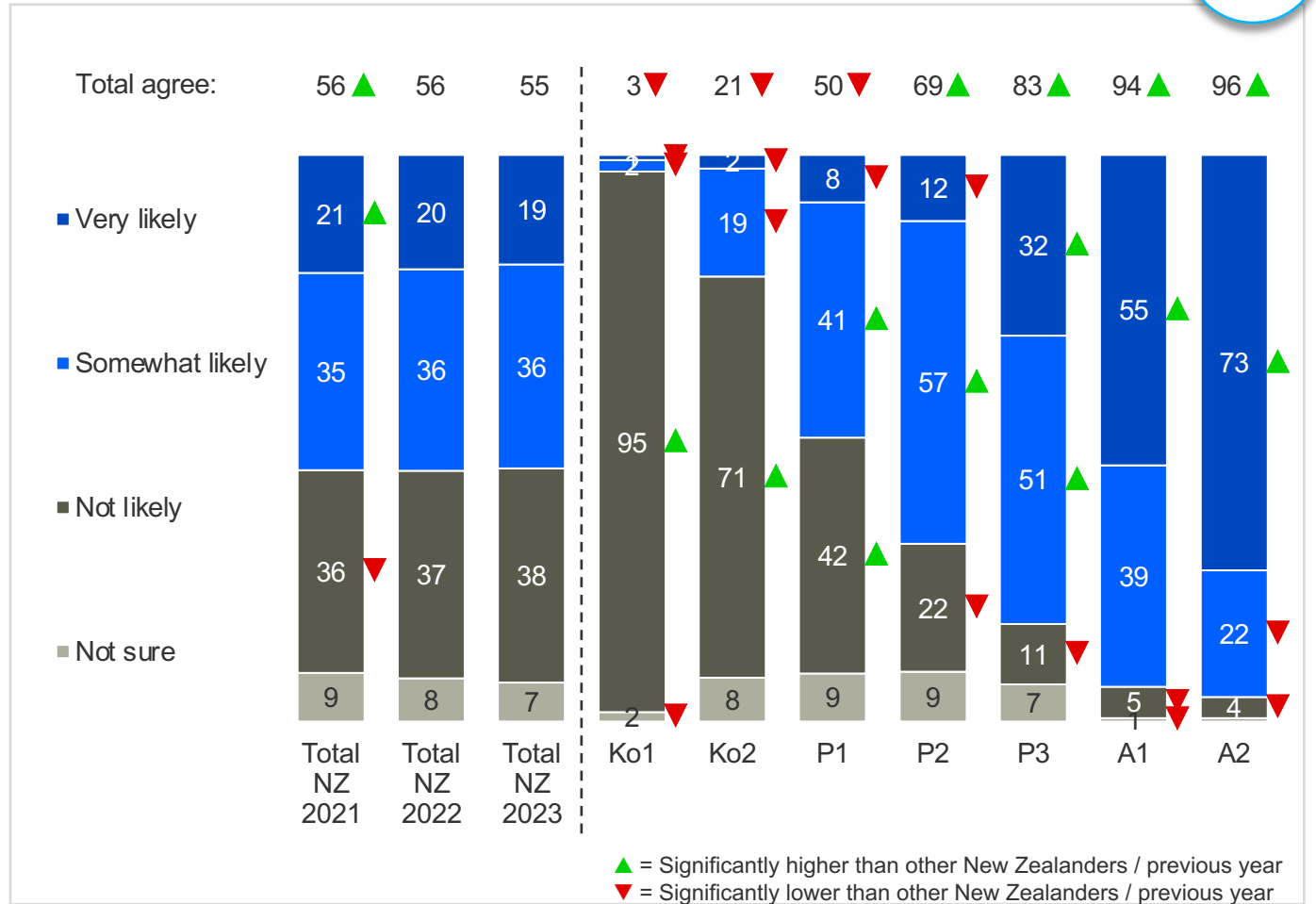
The majority of Mataara P3 (83%) are also likely to take measures to improve, and one in three are 'very likely' to do so.

Seven in ten within Hiamo (P2) consider themselves likely to take measures to improve. However, most are 'somewhat likely' and only 12% are 'very likely' to do so.

Half of Hinātore (P1) express intent to improve their te reo but are typically only somewhat likely to do so.

There is only limited interest to improve te reo within the Kore segments. One in five are likely within Ngākaukawa (Ko2), but typically being only somewhat so. Only a minority of 3% within Ngākaukino (Ko1) express intent to improve their te reo.

Total likely (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	3	21	50	69	83	94	96
2022	5	18	49	72	84	94	96
2021	6	18	45 ▲	67	86 ▲	95 ▲	95



5

Māori Television and programming



Viewership of the Whakaata Māori channel over the past 12 months is stable at 34% at a national level.

(Note: Change of question wording in 2022 from Māori Television to Whakaata Māori.)



Viewership of the Whakaata Māori channel over the past 12 months, including the Te Reo channel (% , 2023)

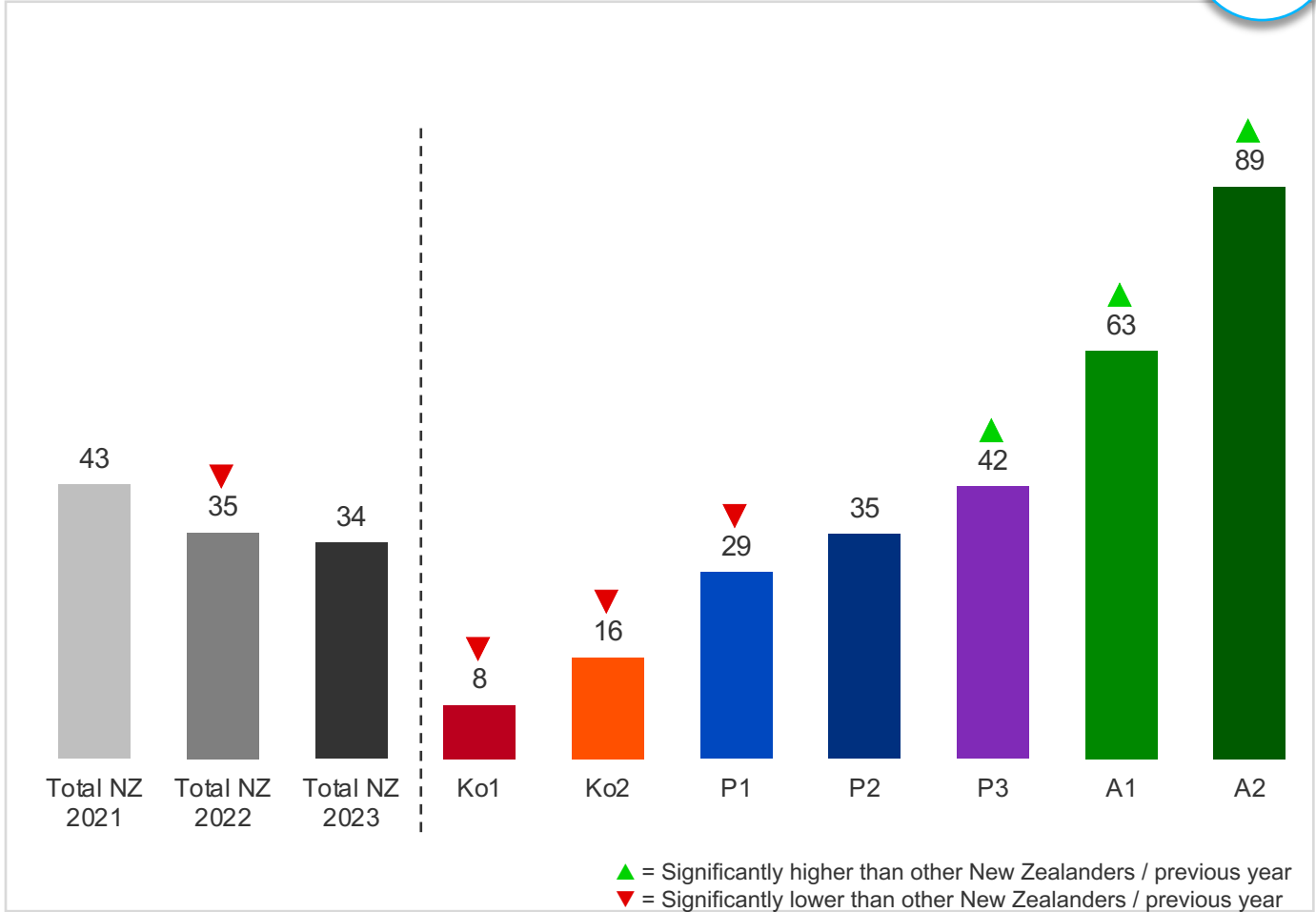
KEY FINDINGS

The majority of Toa (A2) have viewed the Whakaata Māori channel over the past 12 months and three in five within Matatau (A1).

Among the Pō segments, viewership remains highest among Mataara (P3) at 42% followed by Hiamō (P2) at 35% and then Hinātore (P1) at 29%.

Sixteen percent within Ngākaukawa (Ko2) have viewed the Whakaata Māori channel in the past 12 months. Viewing remains low among Ngākaukino (Ko1) at 8%.

Viewership (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	8	16	29	35	42	63	89
2022	11	18▼	31	29▼	46▼	66▼	83▼
2021	15▼	28	33	39	53	80	94



Weekly viewing of Whakaata Māori programming is relatively stable at a national level at 13% but continues to decline among Matatau (A1) and Mataara (P3).

(Note: Change of question wording in 2022 from Māori Television to Whakaata Māori.)

Viewership of Whakaata Māori programming over the past 3 months (% , 2023)

KEY FINDINGS

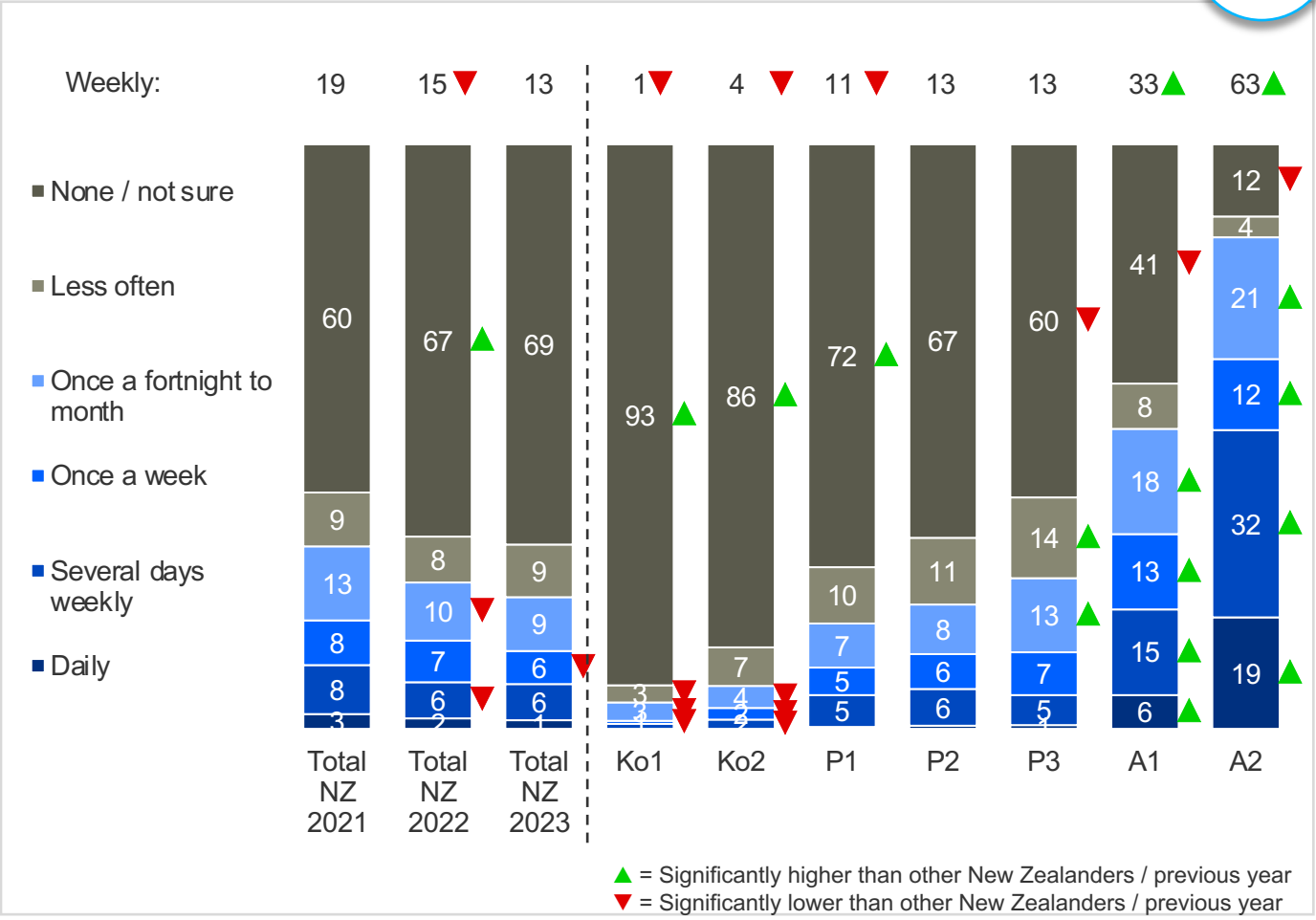
Three in five Toa (A2) view Whakaata Māori programming at least weekly, and with one in five viewing it daily.

At least weekly viewing of Whakaata Māori programming continues to decline among Matatau (A1) from 47% in 2021 to 38% in 2022 and 33% in 2023. One in five currently watch several days a week.

Within the Pō segments, many have not viewed any Whakaata Māori programming over the past 12 months. Weekly viewing has decreased to 13% among Mataara (P3) and is now on par with Hiamo (P2), also at 13%. Weekly viewing is only slightly lower among Hināture (P1) at 11%.

Few within the Kore segments view Whakaata Māori programming on a regular basis.

At least once a week (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	1	4	11	13	13▼	33	63
2022	3	6	11	10	17	38▼	62▼
2021	4	8	12	12	20	47	80



Whakaata Māori programming remains most frequently viewed via a television, although almost three in ten now view via the internet and on demand viewing, and 9% via an app.

(Note: Change of question wording in 2022 from Māori Television to Whakaata Māori.)



Ways commonly view Whakaata Māori programming (% among viewers within the last 12 months, 2023)

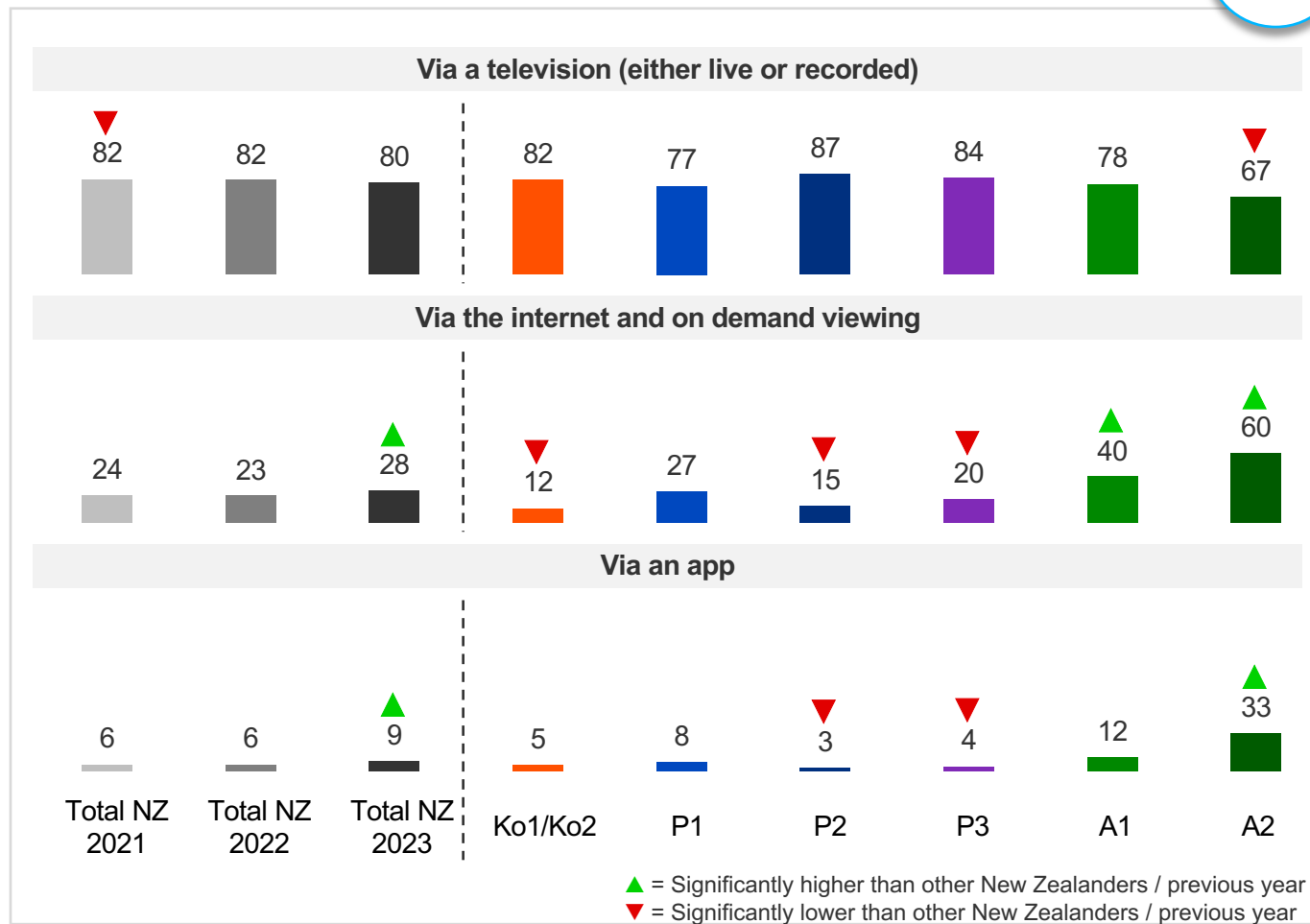
KEY FINDINGS

Toa (A2) viewers are now almost as likely to view Whakaata Māori programming via the internet and on demand viewing at 60% as they are via a television at 67%.

Matatau (A1) viewers most commonly view Whakaata Māori programming via a television although two in five view via the internet.

Kore and Pō viewers most commonly view Whakaata Māori programming via a television. Those viewing via the internet ranges from 12% to 27% across viewers within these segments.

Although an app is less commonly used to watch Whakaata Māori programming at a national level, it is used by one in three Toa (A2) viewers and 12% of Matatau (A1) viewers.



Among non viewers, a lack of interest and inability to speak te reo are the most common reasons for not viewing Whakaata Māori programming.

Reasons for not watching Whakaata Māori programming (% among non-viewers within the last 3 months, 2023)



KEY FINDINGS

Among Matatau (A1) who don't watch Māori Television programming, the main reasons are not having enough time or not watching much regular television.

The most common reason among Mataara (P3) non viewers is not speaking te reo. Other common reasons include a lack of time, not having a television and not being tuned into Whakaata Māori.

Not speaking te reo is also the main barrier to viewing Whakaata Māori programming among Hiamo (P2) non viewers. Other common reasons include a lack of time and a lack of interest.

Among Hinātore (P1) non viewers, not speaking te reo and a lack of interest are the main reasons for not viewing Whakaata Māori programming followed by a lack of time.

Among Kore non-viewers, lack of interest is the main reason for not watching Whakaata Māori programming, being particularly high among Ngākaukino (Ko1) non viewers at 85%. This is followed by inability to speak te reo.

	Total NZ			Ko1	Ko2	P1	P2	P3	A1
	2021	2022	2023						
Not at all interested in Whakaata Māori	39	36	39	85▲	61▲	41	16▼	5▼	3▼
I don't speak the Māori language	40	35	36	36	38	40▲	40	34	11▼
Do not have time	18	18	17	2▼	15	20	21	21▲	25▲
Not tuned into Whakaata Māori	7	8	10	7	6▼	10	10	16▲	9
Do not like the programmes on Whakaata Māori	13	9	9	20▲	12	10	5	3▼	1▼
Do not have a television	7	8	7	1▼	3▼	4▼	11▲	15▲	13▲
Don't watch much TV / much regular TV	4	5	6	2▼	3▼	3▼	5	10▲	24▲
I do not know how to get or view Whakaata Māori	3	6	5	2▼	5	7	5	7	9
Programmes on Whakaata Māori are not of sufficient quality	4	4	3	9▲	3	3	3	0▼	1
Can't get reception	2	3	2▼	0	0	2	3	2	4
Other	2	3	2	1	0▼	3	1	4	7▲

▲ = Significantly higher than other New Zealanders / previous year
▼ = Significantly lower than other New Zealanders / previous year

One in three New Zealanders view Māori programming across other television channels. This is most common among the Awatea segments and decreases moving down the KoPA model.

Viewership of Māori programming across other television channels in last 3 months (% , 2023)

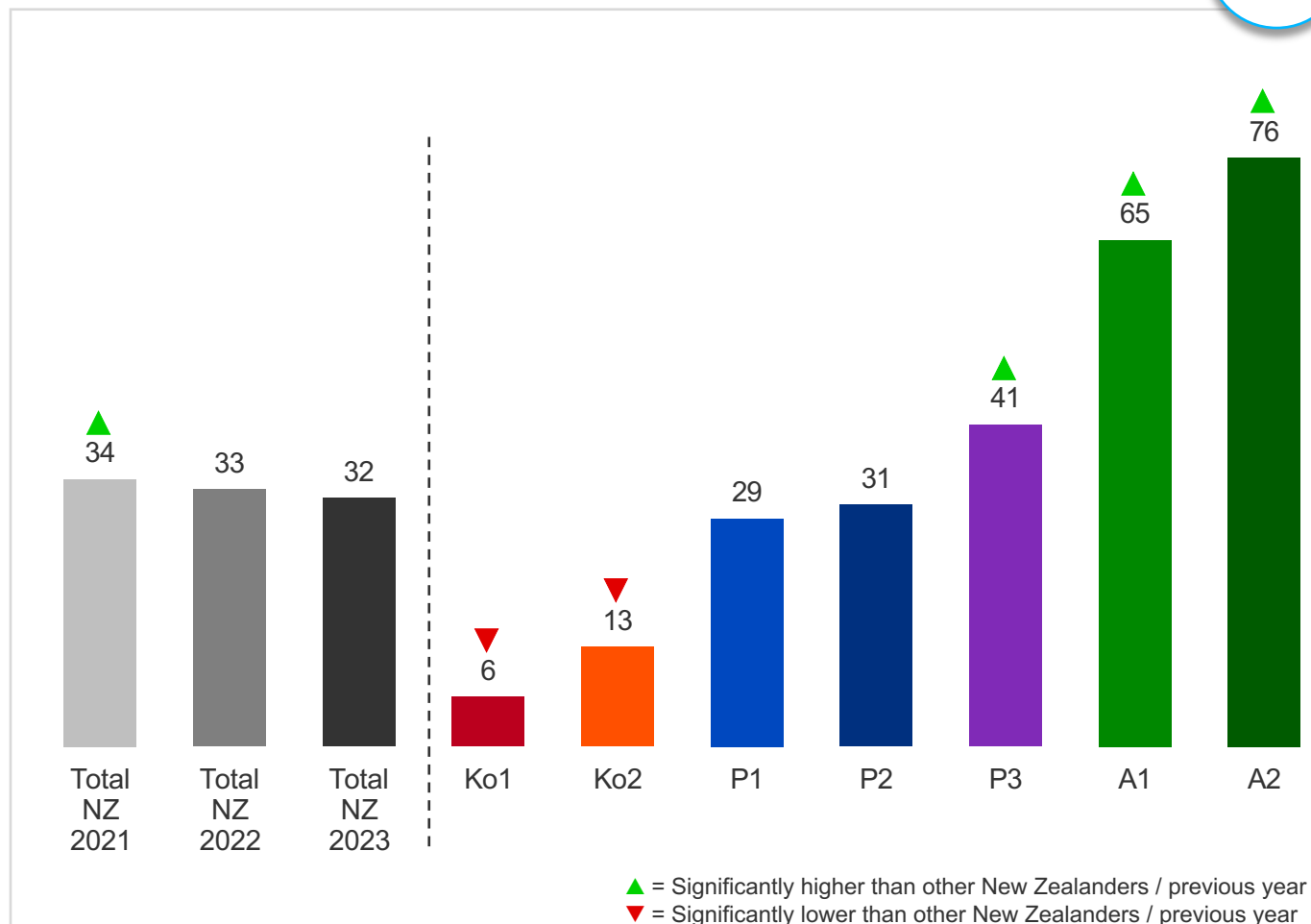
KEY FINDINGS

Three in four Toa (A2) viewed Māori programming across other television channels in the last 3 months and 65% of Matataua (A1).

Viewing has decreased among Mataara (P3) from 47% in 2021 and 2022 to 41% in 2023. Levels remain stable and close between Hiamō (P2) and Hinātore (P1) at three in ten.

Few view Māori programming across other television channels among Kore, being 13% within Ngākaukawa (Ko2) and only 6% within Ngākaukino (Ko1).

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	6	13	29	31	41▼	65	76
2022	7	17	26	30	47	65	73
2021	6	18▲	28	33	47▲	60	80



TVNZ 1 remains the most common other channel used for viewing Māori programming across all KoPA segments.

Channels viewed Māori programming in last 3 months (% , 2023)

KEY FINDINGS

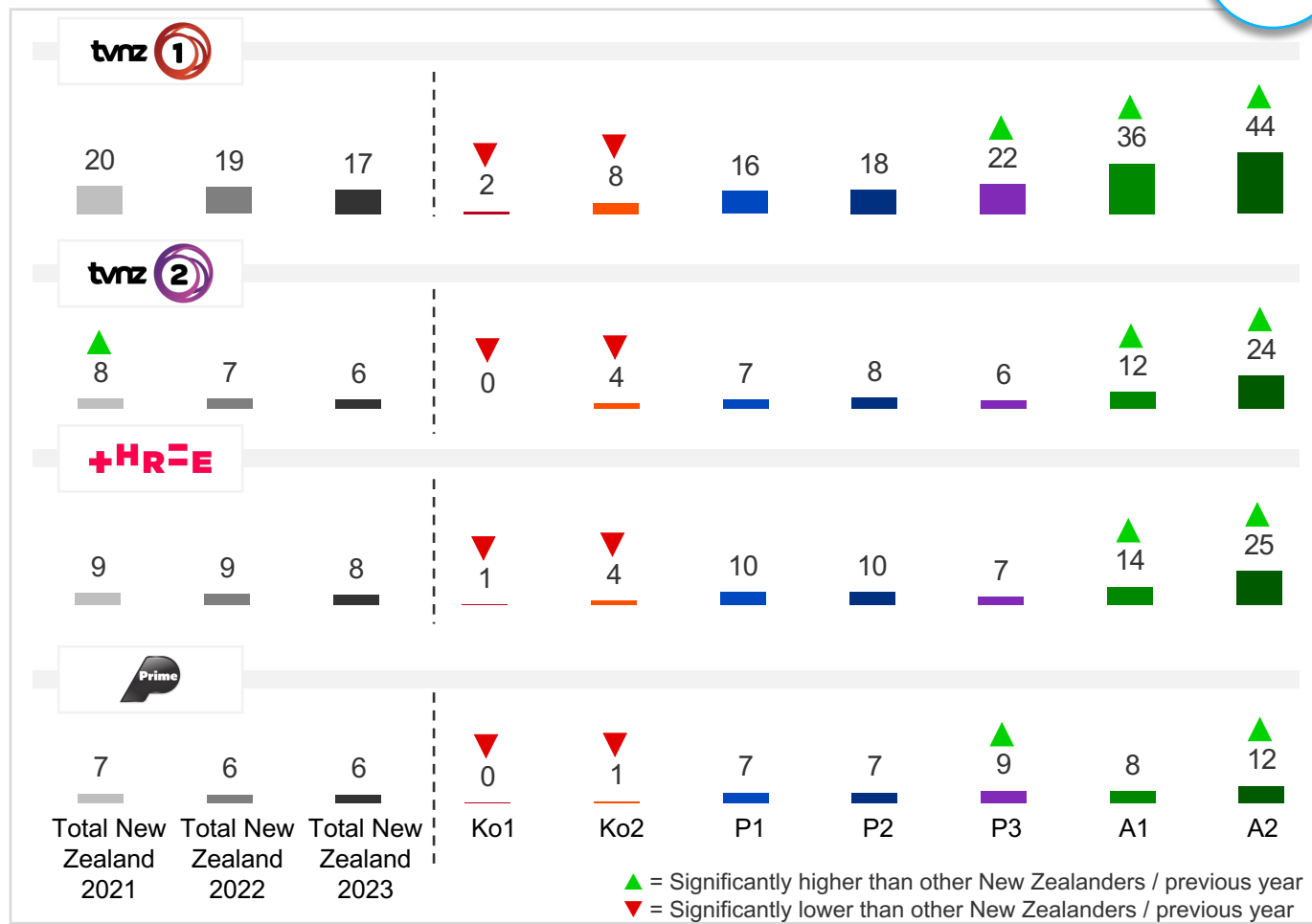
TVNZ 1 remains the most common other channel for viewing Māori programming among the Awatea segments, being 44% within Toa (A2) and 36% within Matatau (A1). Among the Pō segments, viewing via TVNZ 1 is highest within Mataara (P3) at 22% and then reduces to 18% within Hiamō (P2) and 16% within Hinātore (P1).

One in four Toa (A2) claim to have viewed Māori programming in the last 3 months via TVNZ 2 and via Three. Viewing is lower via Prime at 12%.

Among Matatau (A1), 12% claim to have viewed Māori programming via TVNZ 2, 14% via Three and 8% via Prime.

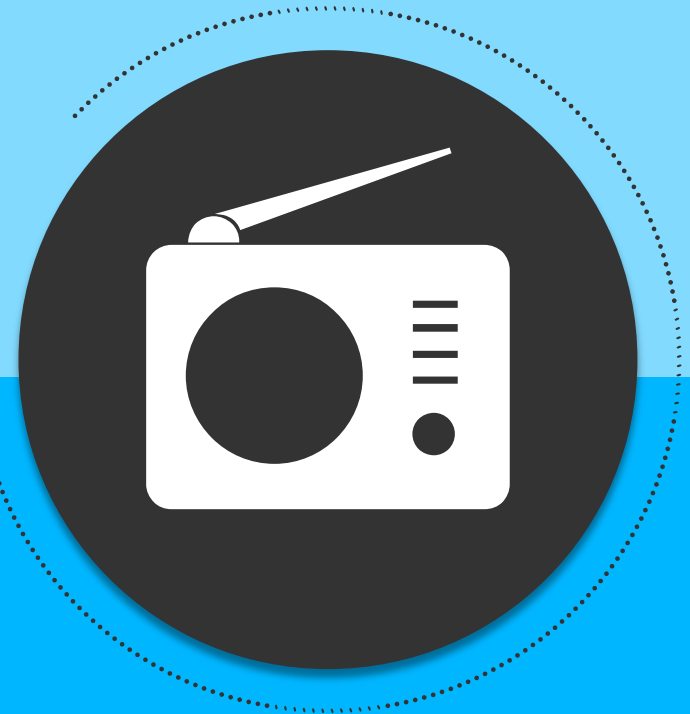
Viewership of Māori programming via TVNZ 2, Three and Prime ranges from 6% to 10% across the Pō segments.

Ngākaukawa (Ko2) most commonly view Māori programming via TVNZ 1 at 8%. Few within Ngākaukino (Ko1) watch any Māori programming on the other channels.



6

Iwi radio



Consistent with recent years, three in five New Zealanders listen to radio programming at least weekly, and with three in ten listening on a daily basis.



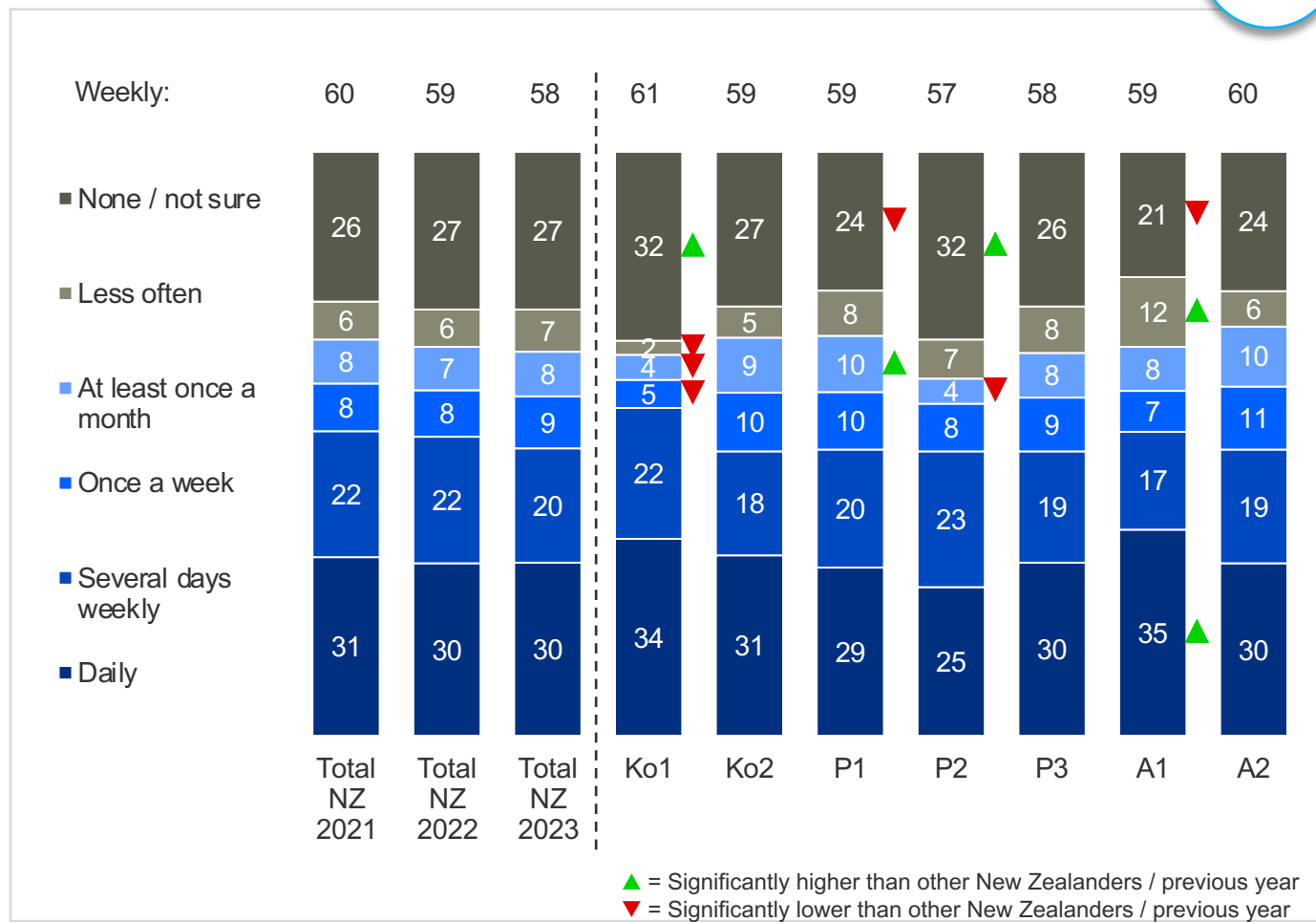
Listening to radio programming in general over the last 3 months (% , 2023)

KEY FINDINGS

There is little variation across the KoPA segments for being weekly listeners to radio programming, ranging from 57% to 61%.

Daily listening to radio programming does differ across the KoPA segments and is highest among Matatau (A1) at 35% and Ngākaukino (Ko1) at 34%. Daily listening is lowest among Hiamo (P2) at 25%.

At least once a week (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	61	59	59	57	58	59	60
2022	65	57▼	61	56	58	61	61
2021	61	64	61	59	59▼	55▼	72



Awareness of any specific iwi radio stations remains stable at 20% among all New Zealanders. Opportunity remains to build awareness further among all KoPA segments.



Aware of any specific iwi radio stations (% , 2023)

KEY FINDINGS

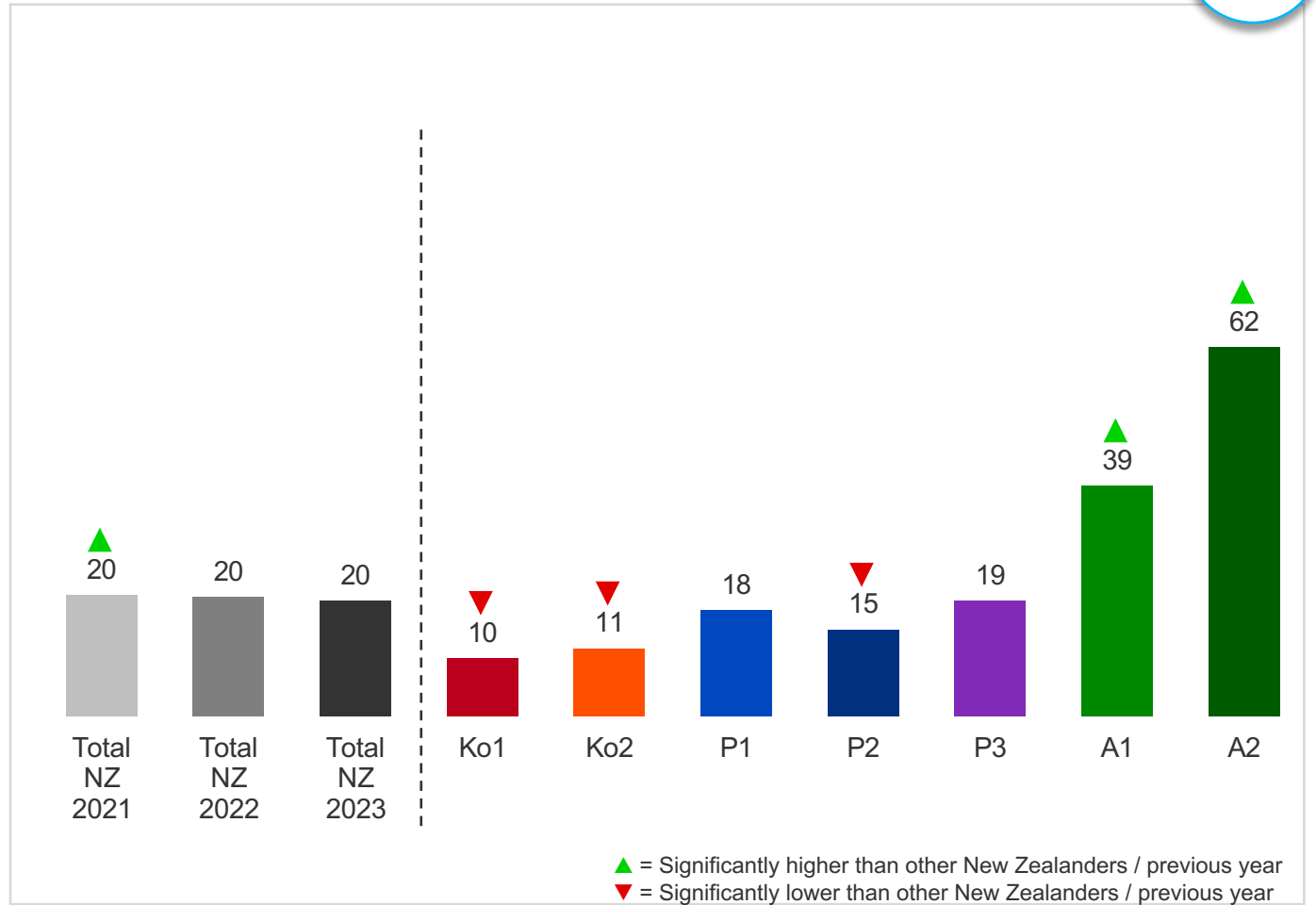
Three in five Toa (A2) are aware of specific iwi radio stations. Although not statistically significant, this is lower than in 2021 at 72%.

Awareness is relatively stable among Matatau (A1) at two in five.

Just under one in five Mataara (P3) and Hinātore (P1) claim to be aware of specific iwi radio stations and 15% of Hiamo (P2).

There is low awareness among the Kore segments at one in ten.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	10	11	18	15	19	39	62
2022	8	9	18	17	20	45	65
2021	7 ▼	13	17	16	19	43	72



Just under two in five within the Māori population are aware whether the iwi with which they most closely identify operates a radio station.



Aware if the iwi with which most closely identify operates a radio station (among the Māori population, % 2023)

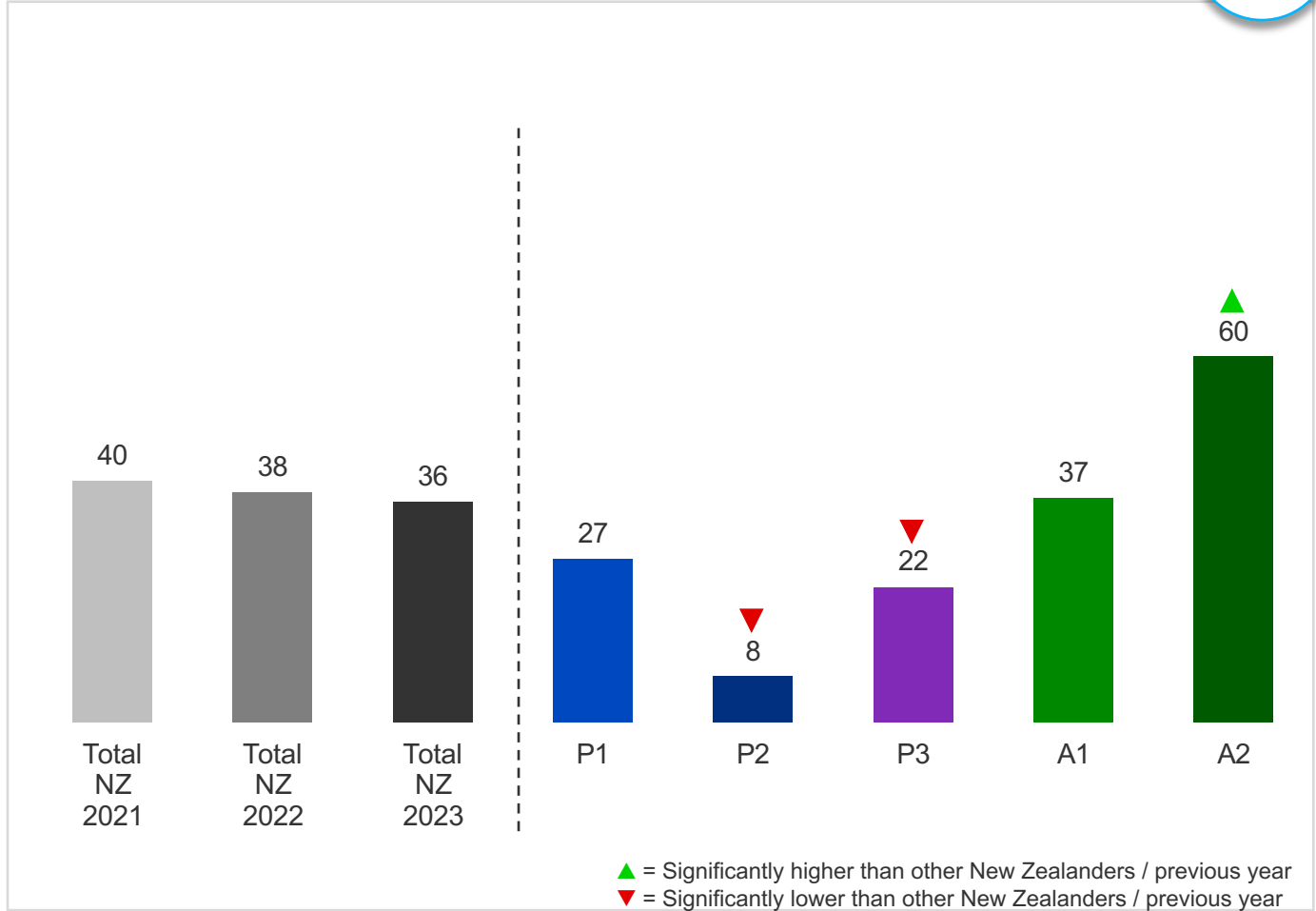
KEY FINDINGS

Three in five Toa (A2) are aware if the iwi with which they most closely identify operates a radio station.

Awareness is stable among Matatau (A1) at two in five.

Among the Pō segments, awareness is highest within Hinātore (P1) at 27% followed by Mataara (P3) at 22%. Only 8% within Hiamō (P2) are aware if the iwi with which they most closely identify operates a radio station.

(%)	P1	P2	P3	A1	A2
2023	27	8	22	37	60
2022	26	21	20	40	63
2021	23	12	20	40	69



The number of New Zealanders tuning into iwi radio is on par with the last two years at 12%.



Listened to iwi radio station within the past 12 months (% , 2023)

KEY FINDINGS

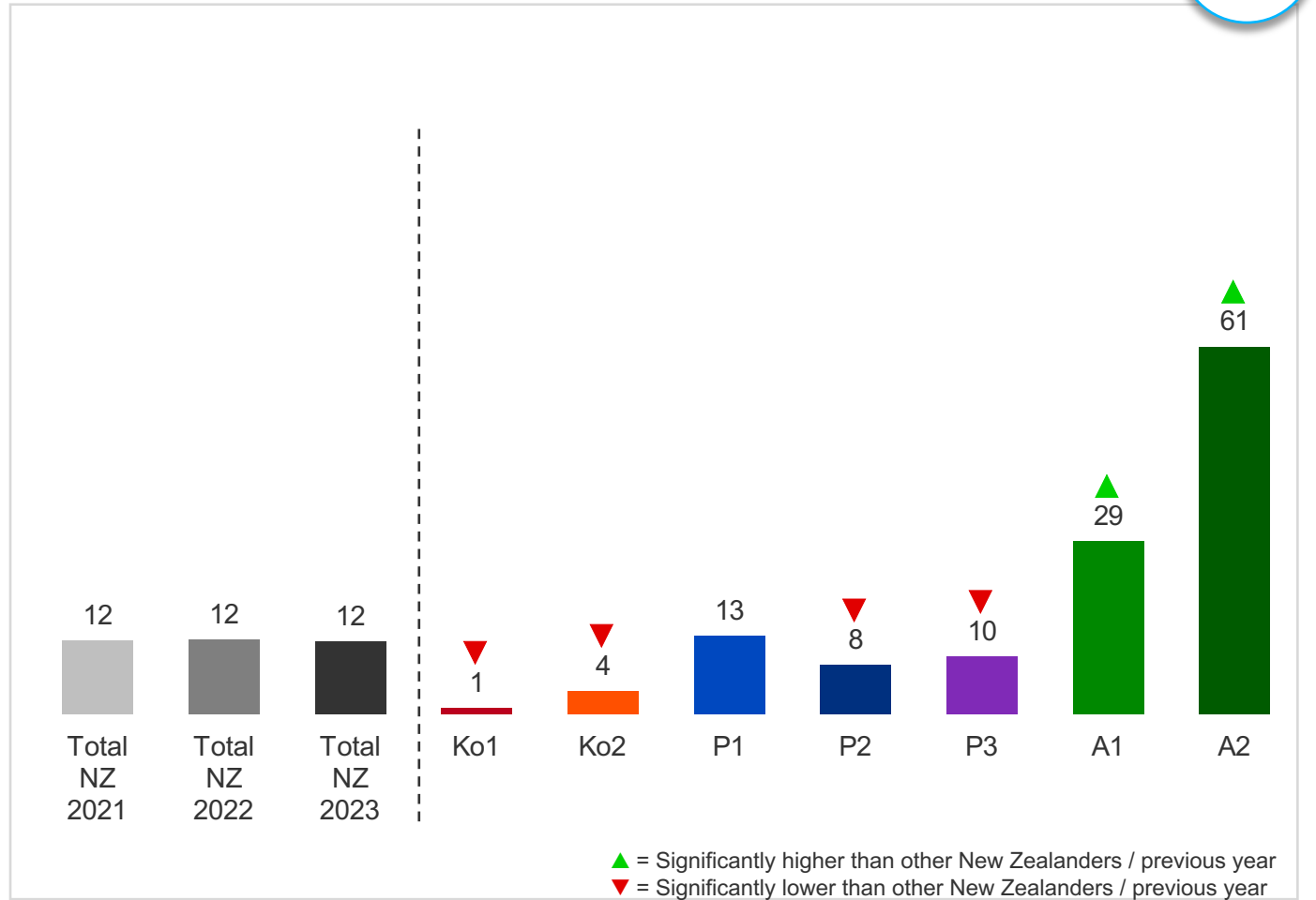
Toa (A2) have most commonly listened to iwi radio within the past 12 months at three in five, which is a similar level to 2022.

Half as many Matatau (A1) have listened to iwi radio in the past 12 months at three in ten.

Around one in ten have listened to iwi radio in the past 12 months within the Pō segments.

Very few have listened within Ngākaukino (Ko1) and 4% within Ngākaukawa (Ko2).

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	1	4	13▲	8	10	29	61
2022	3	6	7	9	11	37	58
2021	1	4	9	8	10	32	71



▲ = Significantly higher than other New Zealanders / previous year
 ▼ = Significantly lower than other New Zealanders / previous year

Following a decrease in 2022, weekly listening to iwi radio is stable among Toa (A2) and they remain the core audience for iwi radio.



Frequency listen to iwi radio over the past 3 months (% , 2023)

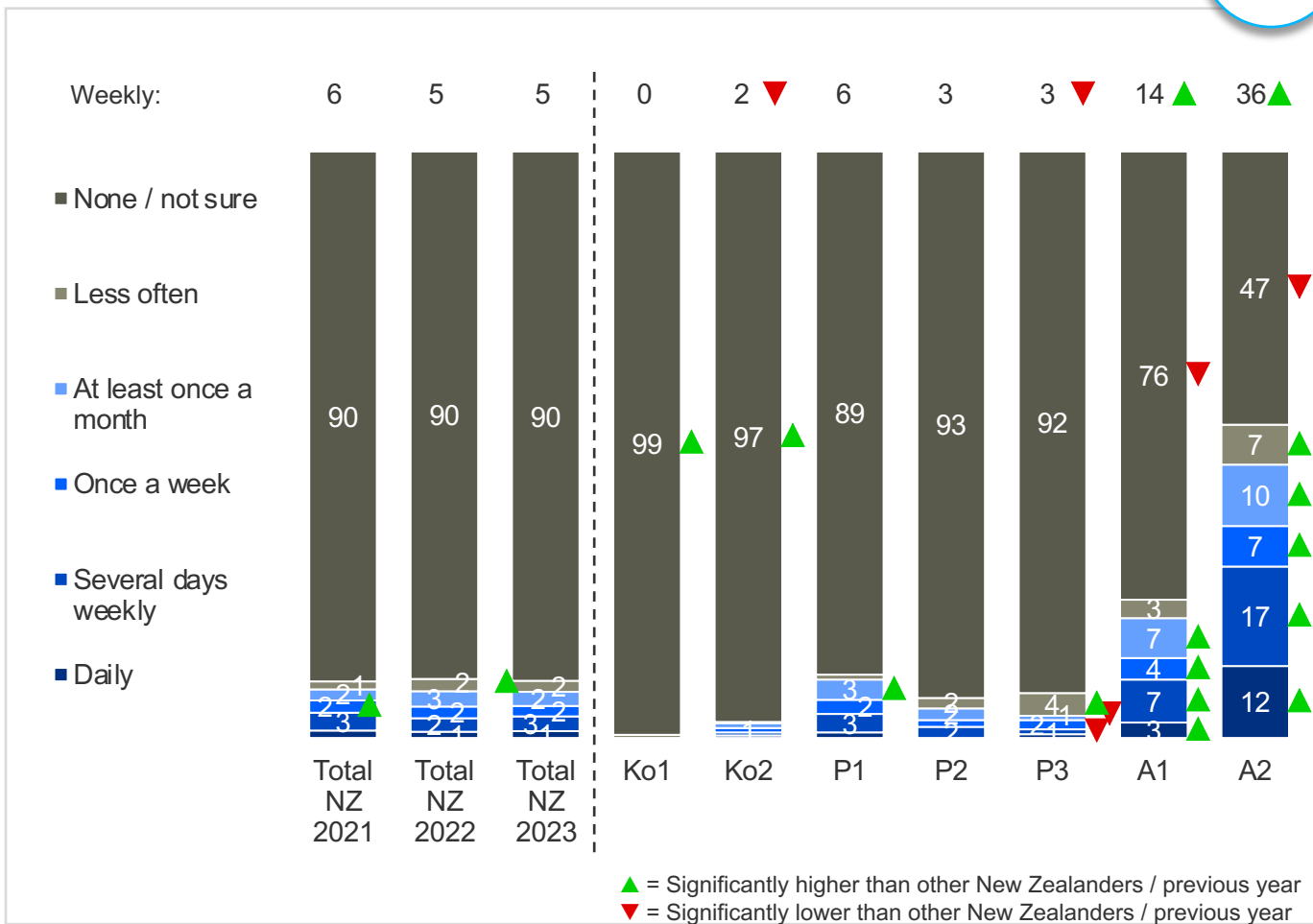
KEY FINDINGS

Just under two in five Toa (A2) listen to iwi radio at least weekly. This is on par with 2022 but is a significant decrease from 2021 when half were weekly listeners. Twelve percent are daily listeners.

Weekly listening remains less common among Matatau (A1) at 14%. Few are daily listeners at only 3%.

Very few within the Pō or Kore segments listen to iwi radio on a regular basis.

At least once a week (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	0	2	6	3	3	14	36
2022	2	2	3	1 ▼	3	19	37 ▼
2021	0	2	4	3	4	15	52



Although radio remains the most common way to listen to iwi radio, half now listen via the internet and those only accessing iwi radio online has increased to 28% of listeners.



Way usually listen to iwi radio (among iwi radio listeners in the past 12 months, % 2023)

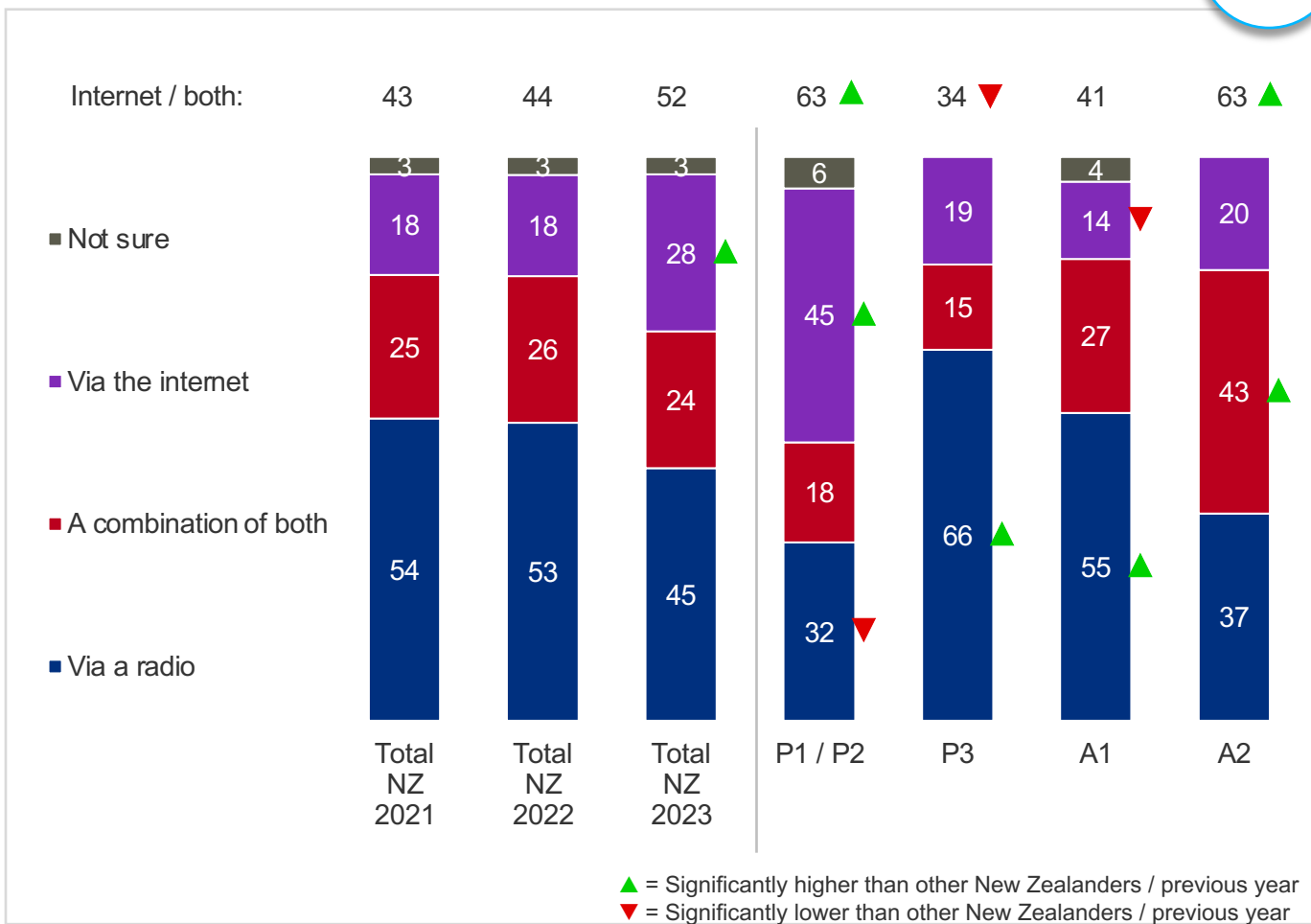
KEY FINDINGS

Three in five Toa (A2) listeners now use the internet to listen to iwi radio. This is typically a combination of using both a radio and the internet, however one in five only listen via the internet.

Two in five Matataua (A1) listeners and one in three Mataara (P3) listeners access iwi radio online. Similar to Toa (A1) listeners, this is often in combination with the radio but 14% of Matataua (A1) and 19% of Mataara (P3) listeners only listen to iwi radio online.

Hiamo / Hinātore (P2 / P1) listeners are currently more likely to listen to iwi radio via the internet than by using a radio. Just under half only listen via the internet compared to one in three who only listen via the radio.

Via the internet / combination of both (%)	P1 / P2	P3	A1	A2
2023	63 ▲	34	41	63
2022	34	42	45	50
2021	53	36	31	46



There is minimal dissatisfaction with Māori radio programming in general among listeners. However, there is opportunity to further strengthen ratings, particularly among Hiamō (P2) and Hinātoṛe (P1) listeners who have more moderate satisfaction levels.



Satisfaction with Māori radio programming in general (among iwi radio listeners in the past 12 months, % 2023)

KEY FINDINGS

Dissatisfaction with Māori radio remains at minimal levels among listeners with only 3% rating their satisfaction as '1 – Very dissatisfied' or '2' on the 5-point scale.

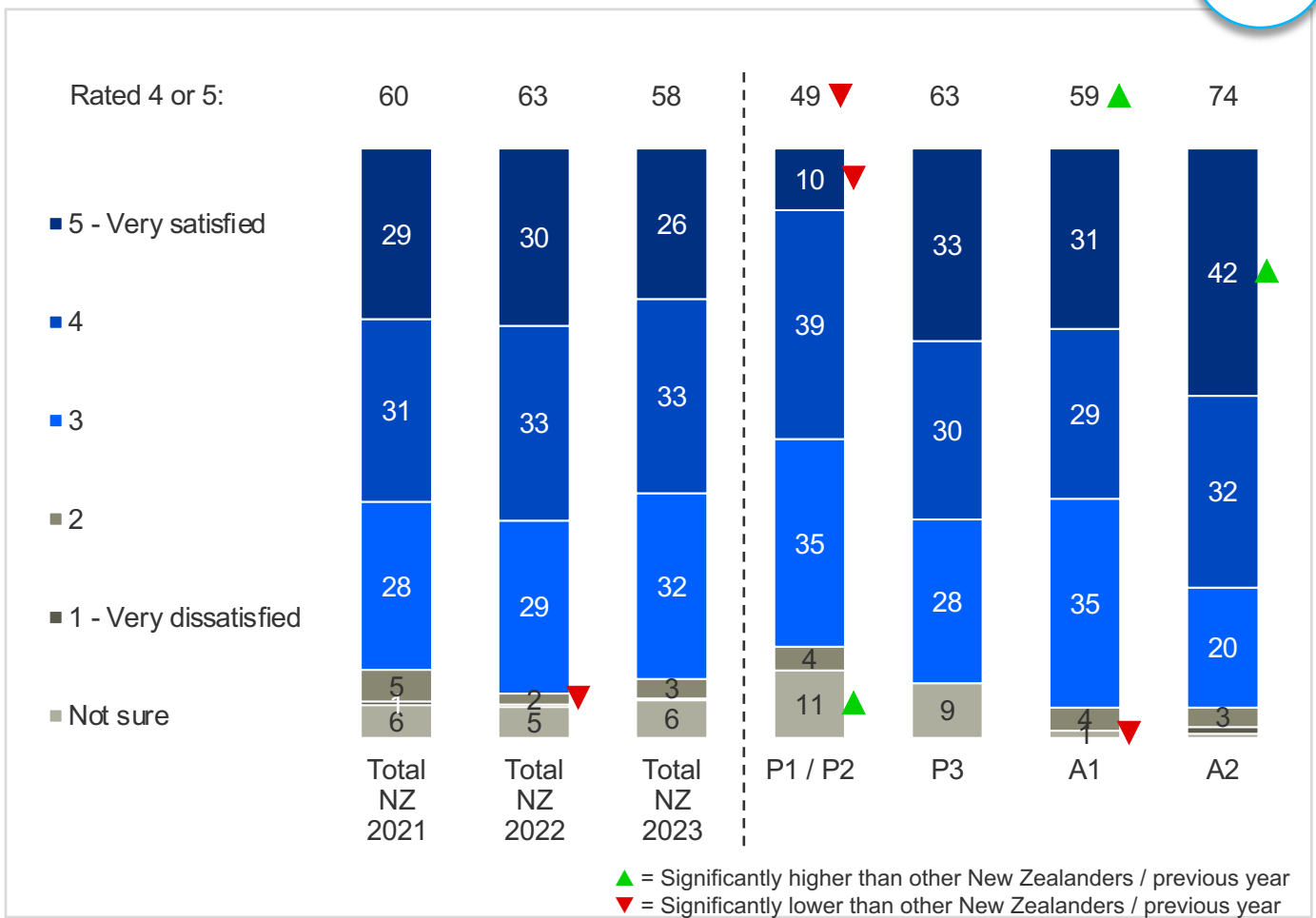
The majority of iwi radio listeners are generally satisfied with Māori radio programming with three in five rating it as '4' or '5 – Very satisfied', and 32% rating it as '3'.

Satisfaction is highest among Toa (A2) listeners with three in four highly satisfied (rating as 4 or 5).

Satisfaction is similar among Matatau (A1) and Mataara (P3) with three in five listeners within these segments highly satisfied (rating as 4 or 5).

Although still generally satisfied, ratings are more moderate among Hiamō / Hinātoṛe (P2 / P1) listeners with most rating as 3 or 4 and only one in ten rating as '5 - Very satisfied'.

Rated 4 or 5 – Very satisfied (%)	P1 / P2	P3	A1	A2
2023	49	63	59	74
2022	41	72	72	74
2021	49	61	65	75



7

Digital media



On par with recent years, half New Zealanders regularly view digital television programming.



Regular access of digital media – Television programming in general (% , 2023)

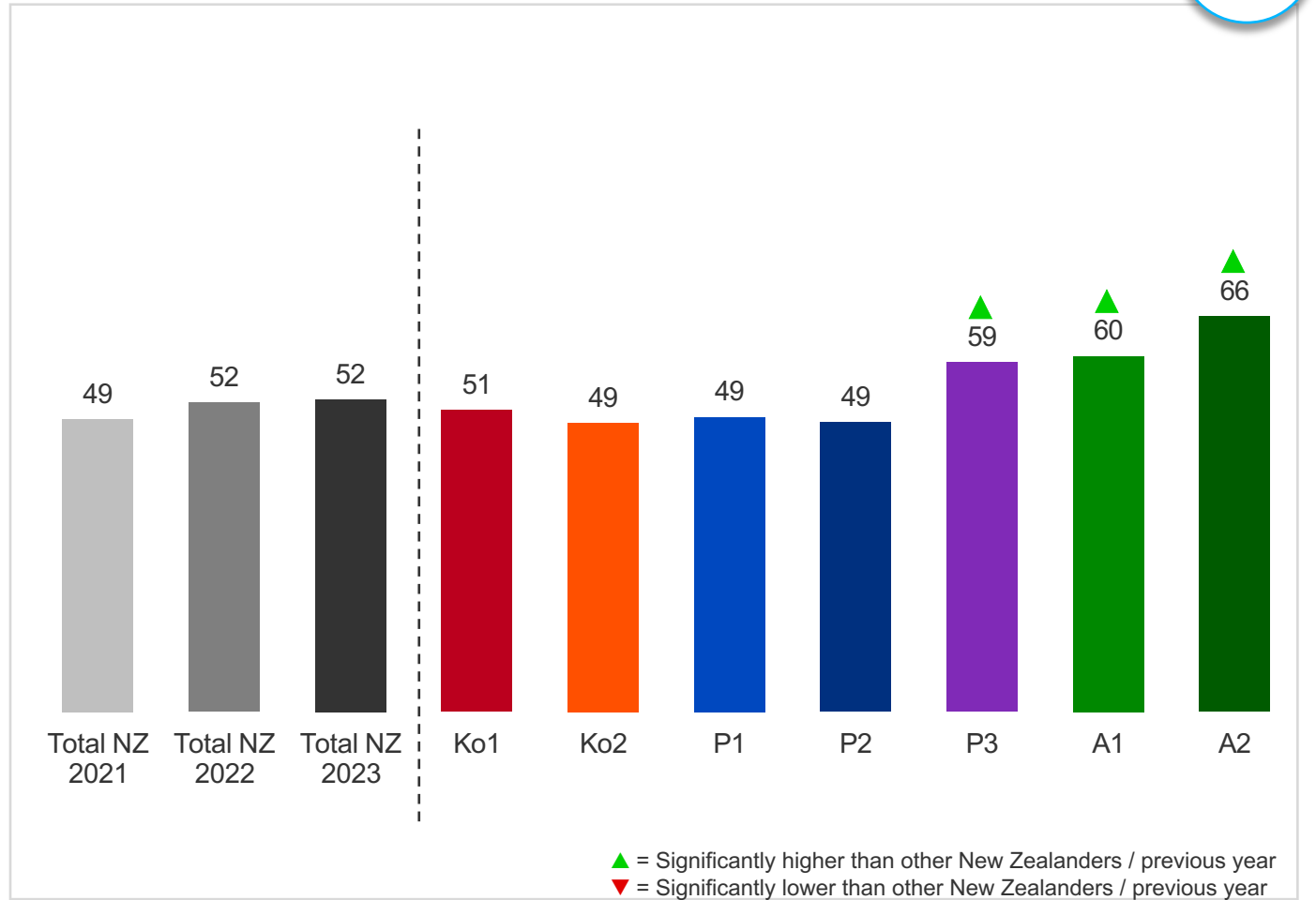
KEY FINDINGS

Toa (A1) most commonly view digital television programming at two in three.

Three in five regularly view among Matatau (A1) and Mataara (P3).

Half regularly view digital television programming among Hiamo (P2), Hināture (P1) and the Kore segments.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	51	49	49	49	59	60	66
2022	44	47	49	54	58	60	58
2021	40	44	44	49	57 ▲	60	67



Regular viewing of digital Māori television programming remains stable nationally at 11%. Toa (A2) are the most common viewers at three in five.

Regular access of digital media – Māori television programming (% , 2023)



KEY FINDINGS

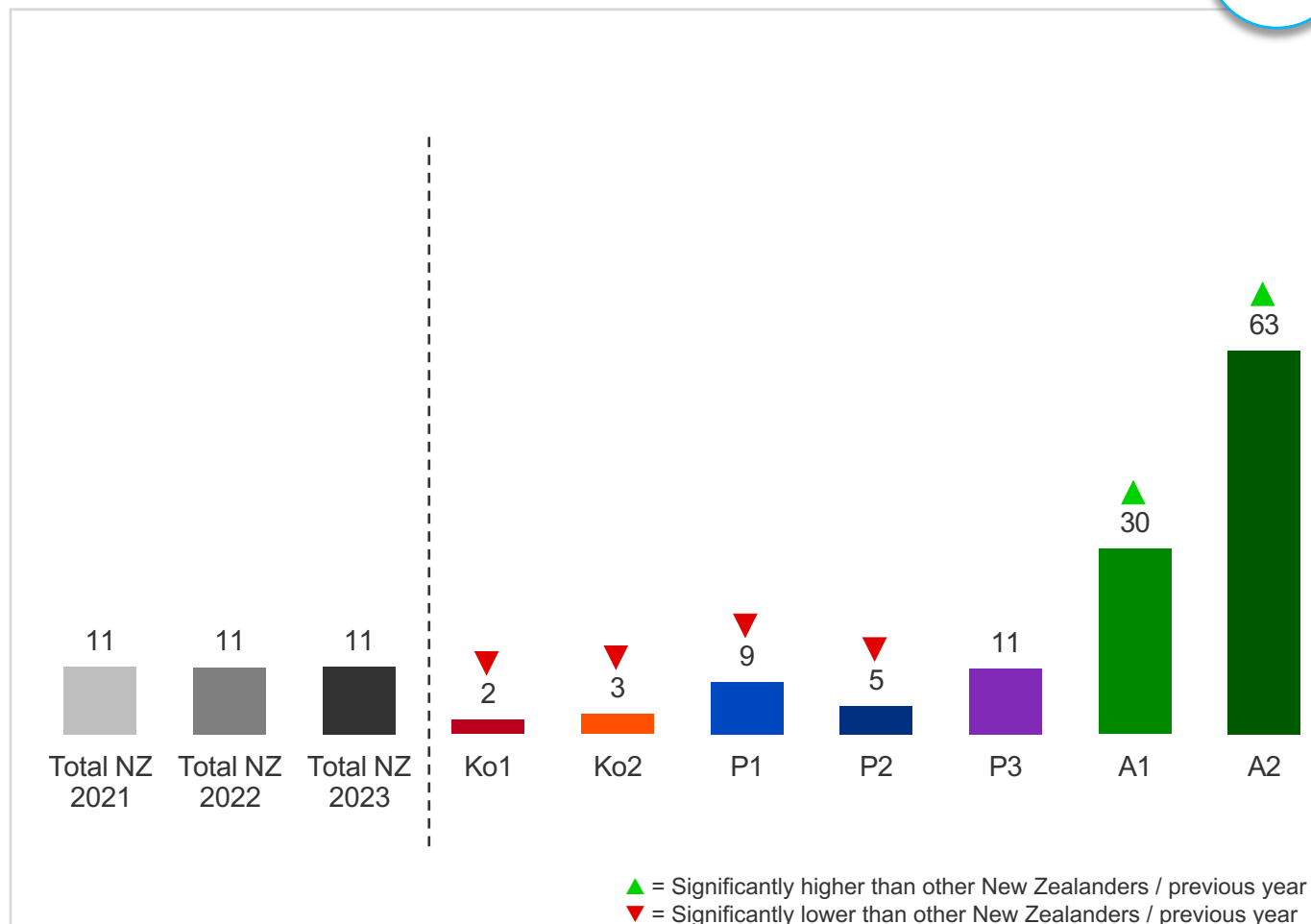
Toa (A2) most commonly watch digital Māori television programming at just over three in five. This is the same level as their viewing of digital television programming in general.

Among Matatau (A1) there continues to be a large gap between their viewing of digital Māori television programming (30%) and general digital television programming (60%).

Among the Pō segments, viewing digital Māori television programming ranges from 5% to 11%.

Few view within the Kore segments.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	2	3	9	5	11	30	63
2022	2	2	7	5	12	32	58
2021	1	2	5	7	11	33	64



Listening to digital radio programming continues to slowly trend upward at a national level to one in four. This is most common among Toa (A2).

Regular access of digital media – Radio programming in general (% , 2023)

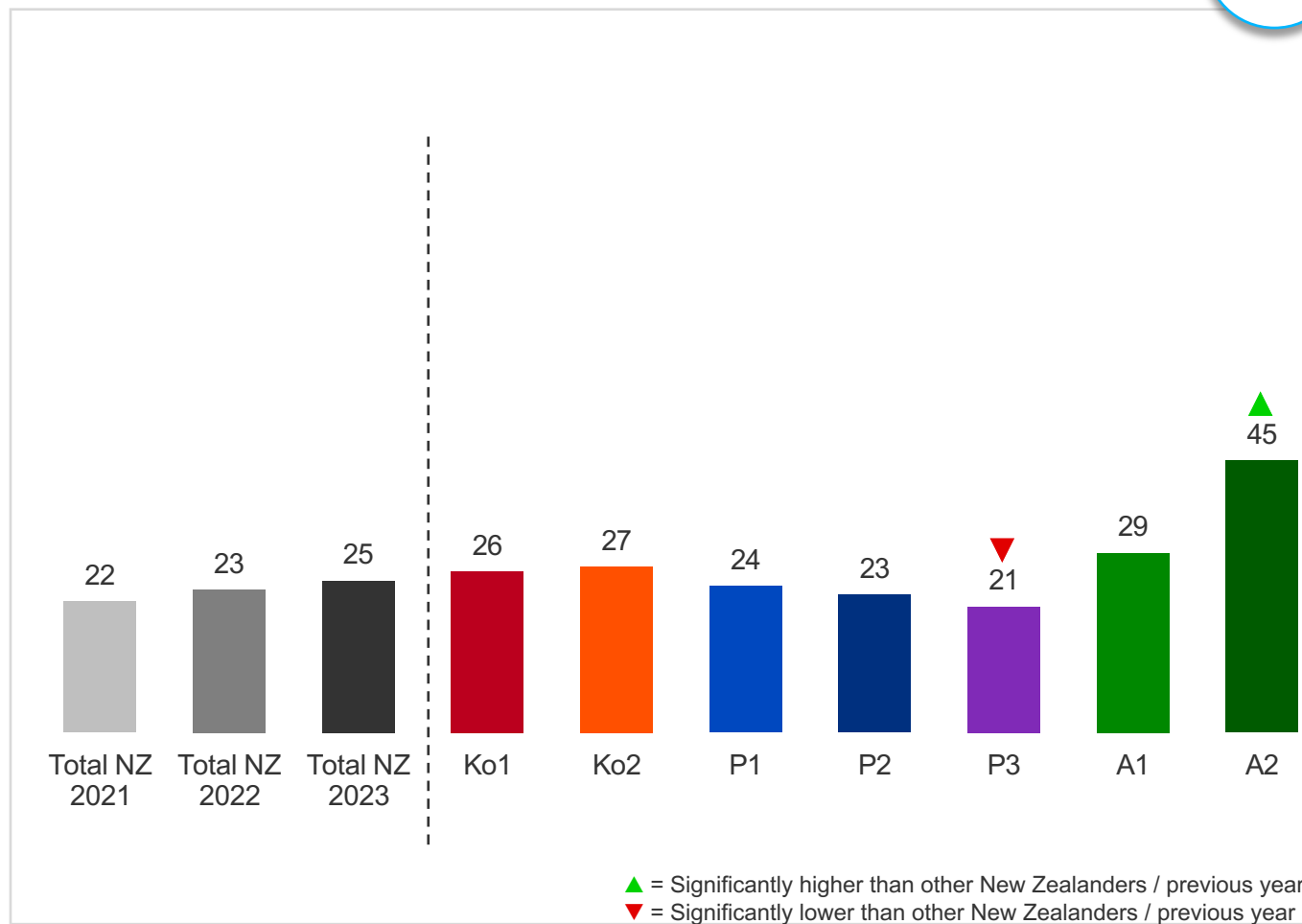


KEY FINDINGS

Following a decrease in 2022, albeit not significantly, regularly listening to digital radio programming has returned to 45% within Toa (A2).

Listening to digital radio programming is slightly higher among Matatau (A1) and the Kore segments than among the Pō segments, and ranges from 21% to 29%.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	26	27 ▲	24	23	21	29	45
2022	23	20	23	22	24 ▲	29	34
2021	18	25	20	22	18 ▼	24	45



Consistent with recent years, 7% of New Zealanders regularly listen to digital Māori radio programming.

Regular access of digital media – Māori radio programming (% , 2023)



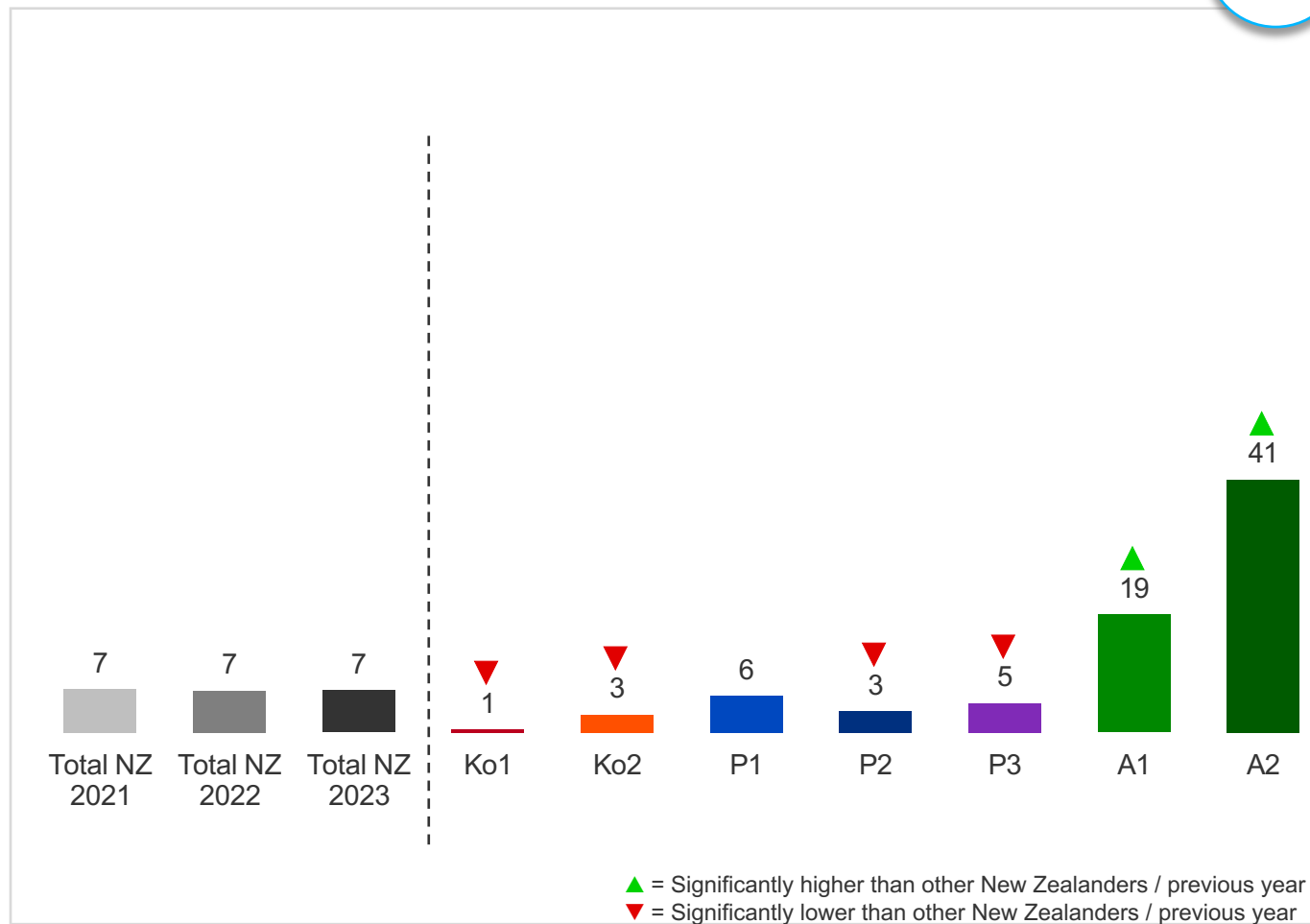
KEY FINDINGS

Two in five Toa (A2) regularly listen to digital Māori radio programming, being on par with 2022 levels but lower than in 2021. This is a similar level to their listening to digital radio programming in general.

Listening to digital Māori radio programming is stable among Matatau (A1) at one in five but continues to lag behind digital radio programming in general (at 29%).

Few regularly listen to digital Māori radio programming among the Kore and Pō segments, being most common among Hinātore (P1) at 6% and Mataara (P3) at 5%.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	1	3	6	3	5	19	41
2022	1	2	4	4	7	19	40
2021	0	3▲	5	5	4	14	52



Watching or listening to digital web series or podcasts continues to slowly build and is now regularly done by 36% of New Zealanders.

Regular access of digital media – Web series or podcasts in general (% , 2023)

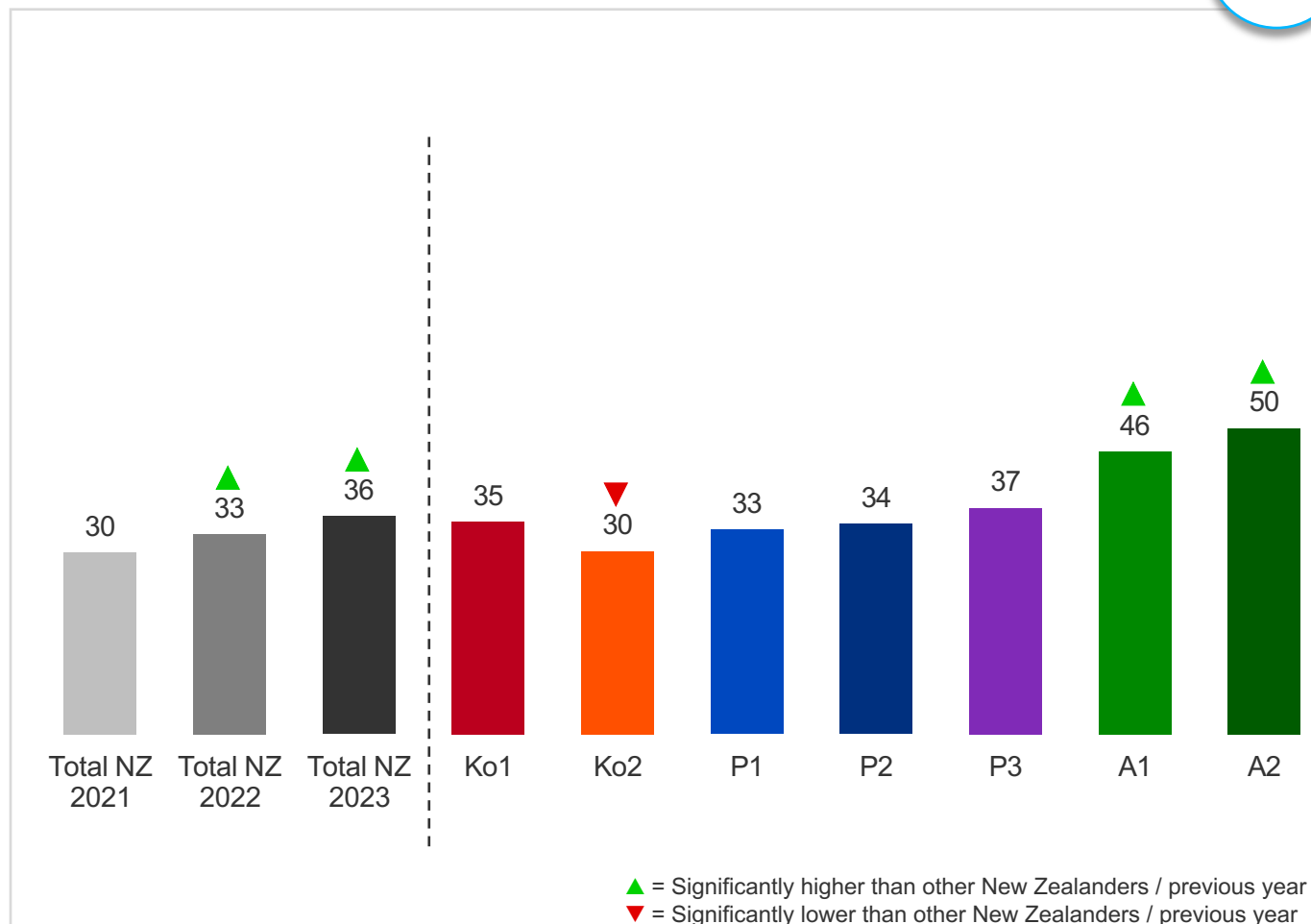


KEY FINDINGS

Toa (A2) and Matatau (A1) most commonly watch or listen to web series or podcasts at around one in two.

Levels are similar across the Kore and Pō segments, ranging from 30% to 37%. This follows a significant increase among Ngākaukino (Ko1) from 26% in 2022 to 35%.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	35▲	30	33	34	37	46	50
2022	26	26	30▲	36	38	42	45
2021	22	26	23▼	29	37	34	58



One in ten New Zealanders regularly watch or listen to digital web series or podcasts with Māori content, being consistent with previous years.

Regular access of digital media – Web series or podcasts with Māori content (% , 2023)



KEY FINDINGS

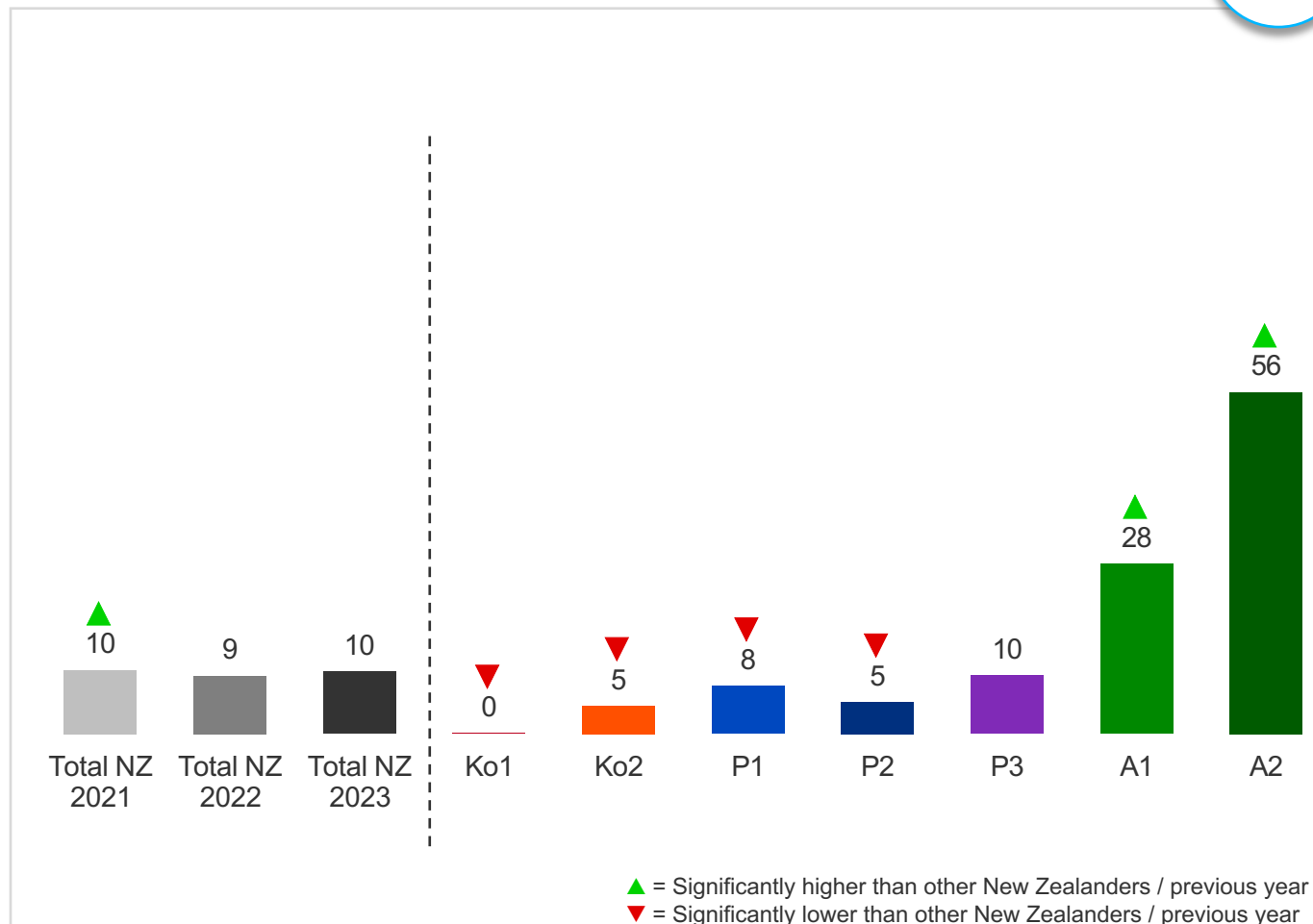
Over half Toa (A2) watch or listen to web series or podcasts with Māori content. At 56%, this is slightly higher than general content (at 50%).

Among Matatau (A1), watching or listening to web series or podcasts with Māori content (28%) continues to lag behind general content (46%).

Of the Pō segments, Mataara (P3) most commonly watch or listen to Māori digital web series or podcasts at one in ten. This compares to 5% among Hiamo (P2) and 8% among Hinātore (P1).

Five percent within Ngākaukawa (Ko2) are engaged with Māori digital web series or podcasts and none within Ngākaukino (Ko1).

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	0	5	8 ▲	5	10	28	56
2022	1	2	5 ▼	6	10	30	49
2021	1	3 ▲	8 ▲	7	9	25	62



Regularly listening to digital music has increased to just over three in five nationally and is highest among the Awatea segments.

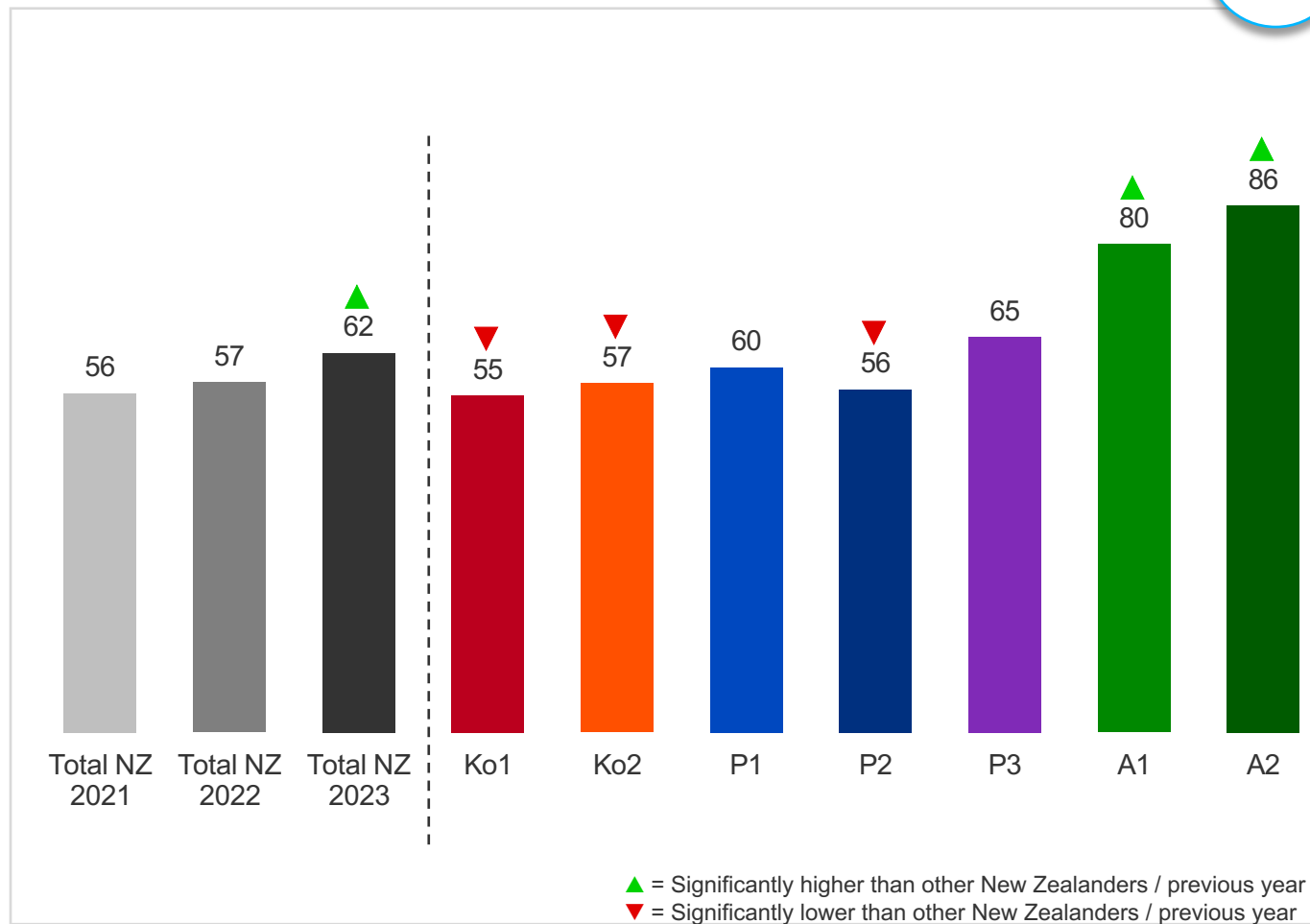
Regular access of digital media – Music in general (% , 2023)

KEY FINDINGS

The Awatea segments most commonly listen to digital music at four in five within Matatau (A1) and 86% within Toa (A2).

Regularly listening to digital music has increased among Hinātore (P1) and Ngākaukawa (Ko2) to three in five. Listening ranges across the Kore and Pō segments from 55% among Ngākaukino (Ko1) to 65% among Mataara (P3).

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	55	57 ▲	60 ▲	56	65	80	86
2022	50	48	51	58	63	78	84
2021	52	42	47	57	63	79	84



The proportion of New Zealanders listening to digital Māori music remains stable at one in five. The Awatea segments continue to be the main listeners.

Regular access of digital media – Māori music including music by Māori musicians or music with Māori content (% 2023)



KEY FINDINGS

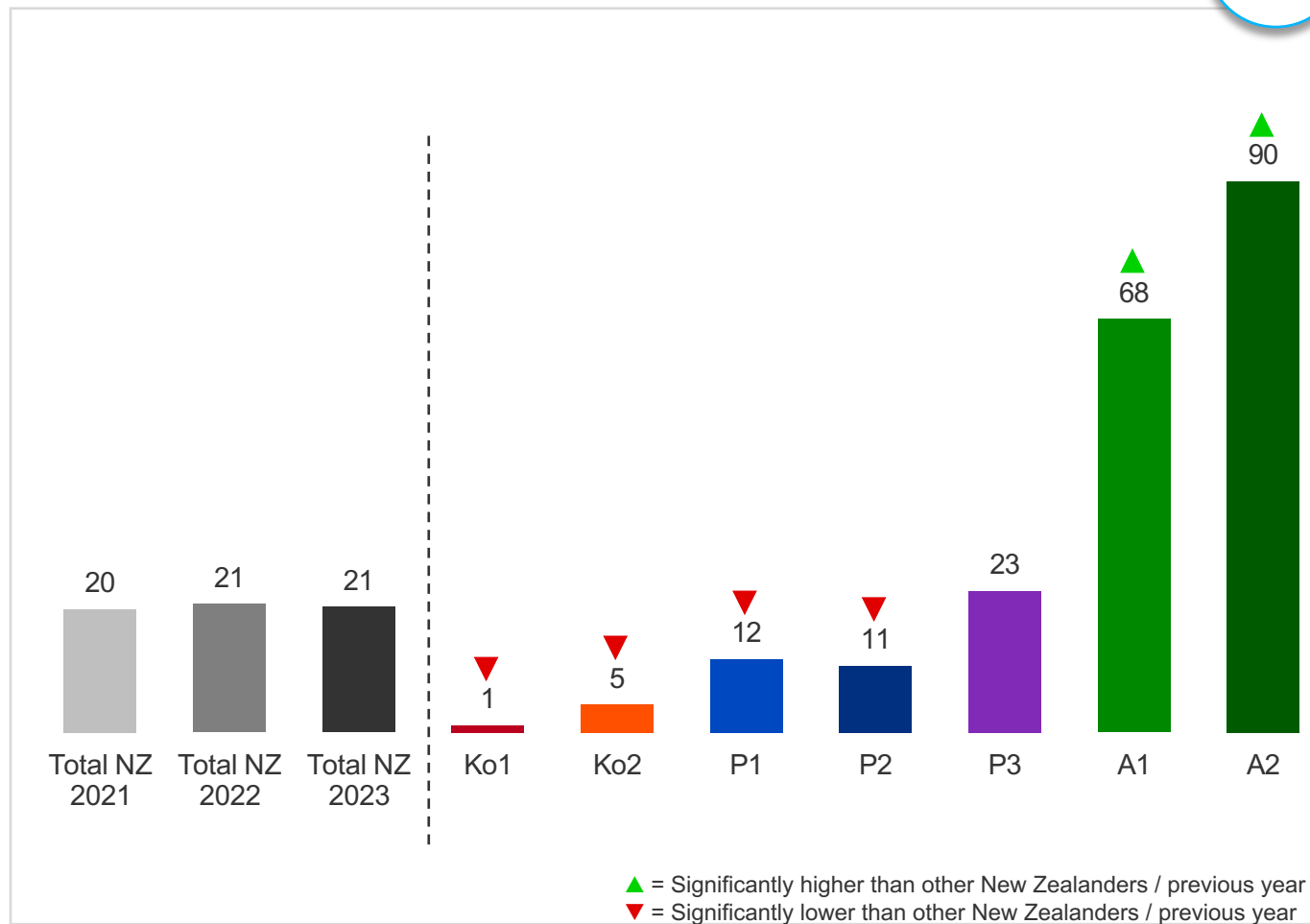
The majority of Toa (A2) listen to digital Māori music, including music by Māori musicians or with Māori content, at nine in ten.

Listening is stable among Matatau (A1) at two in three.

Among the Pō segments, Mataara (P3) most commonly listen to digital Māori music at 23%. This decreases to 11% among Hiamō (P2) and 12% among Hinātore (P1).

Few within the Kore segments regularly listen to digital Māori music.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	1	5	12	11	23▼	68	90
2022	2	4	9	11	28	70	84
2021	1	5▲	8	13	25▲	66	85



Just under one in five New Zealanders listen to digital music that has high Māori language content.



Regular access of digital media – Music that has high Māori language content including kapa haka (% , 2023)

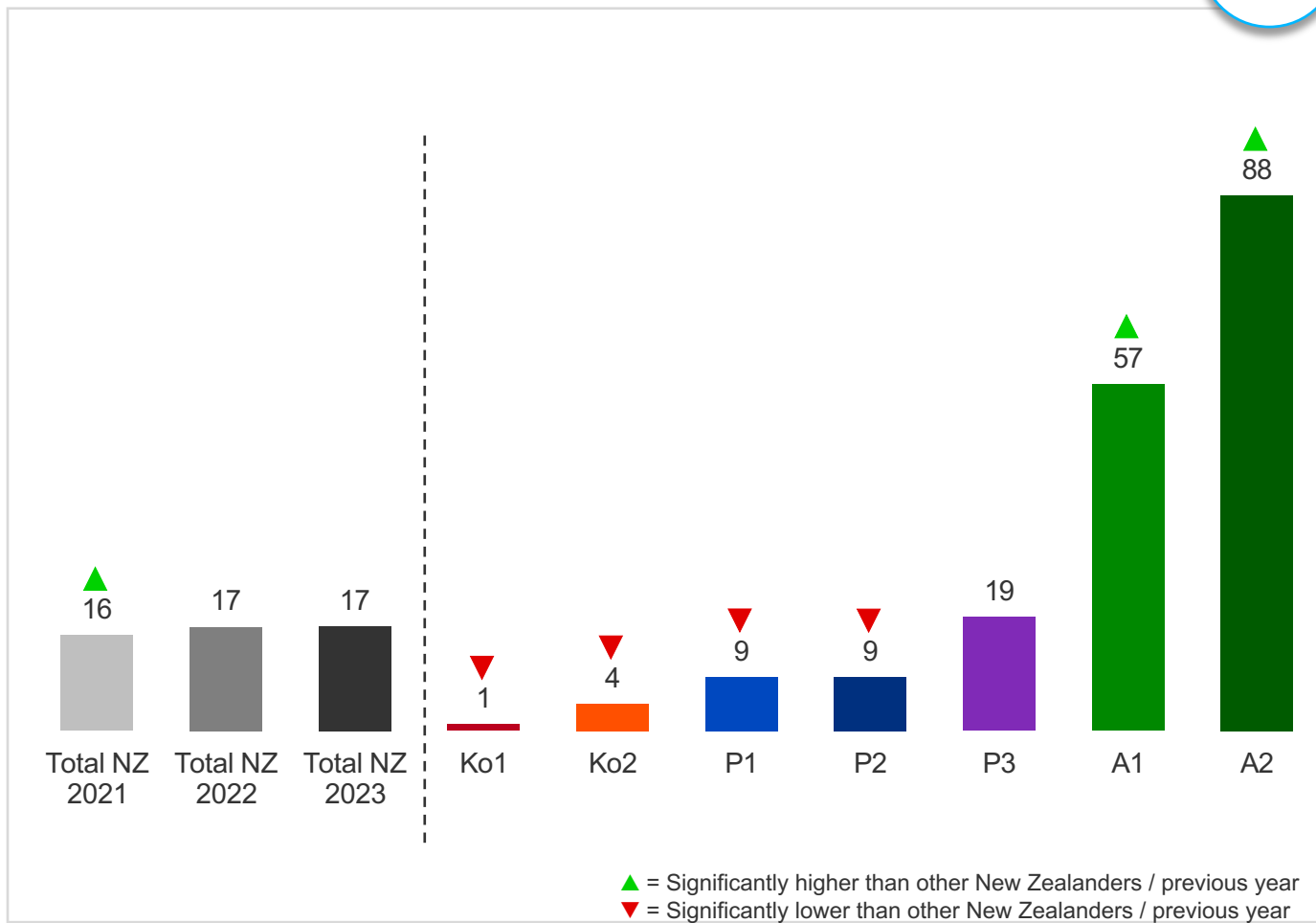
KEY FINDINGS

Nine in ten Toa (A2) and three in five Matatau (A1) regularly listen to digital music that has high Māori language content.

Among the Pō segments, Mataara (P3) most commonly listen to digital music that has high Māori language content at one in five. Nine percent regularly listen among Hiamō (P2) and Hinātore (P1).

Few within the Kore segments listen to digital music with high Māori language content.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	1	4	9	9	19	57	88
2022	2	4	7	8	20	58	81
2021	1	2	7	10	16▲	53	85



New Zealanders use of Spotify to access digital Māori music remains only slightly behind YouTube.

Ways regularly access digital Māori music (% , 2023)



KEY FINDINGS

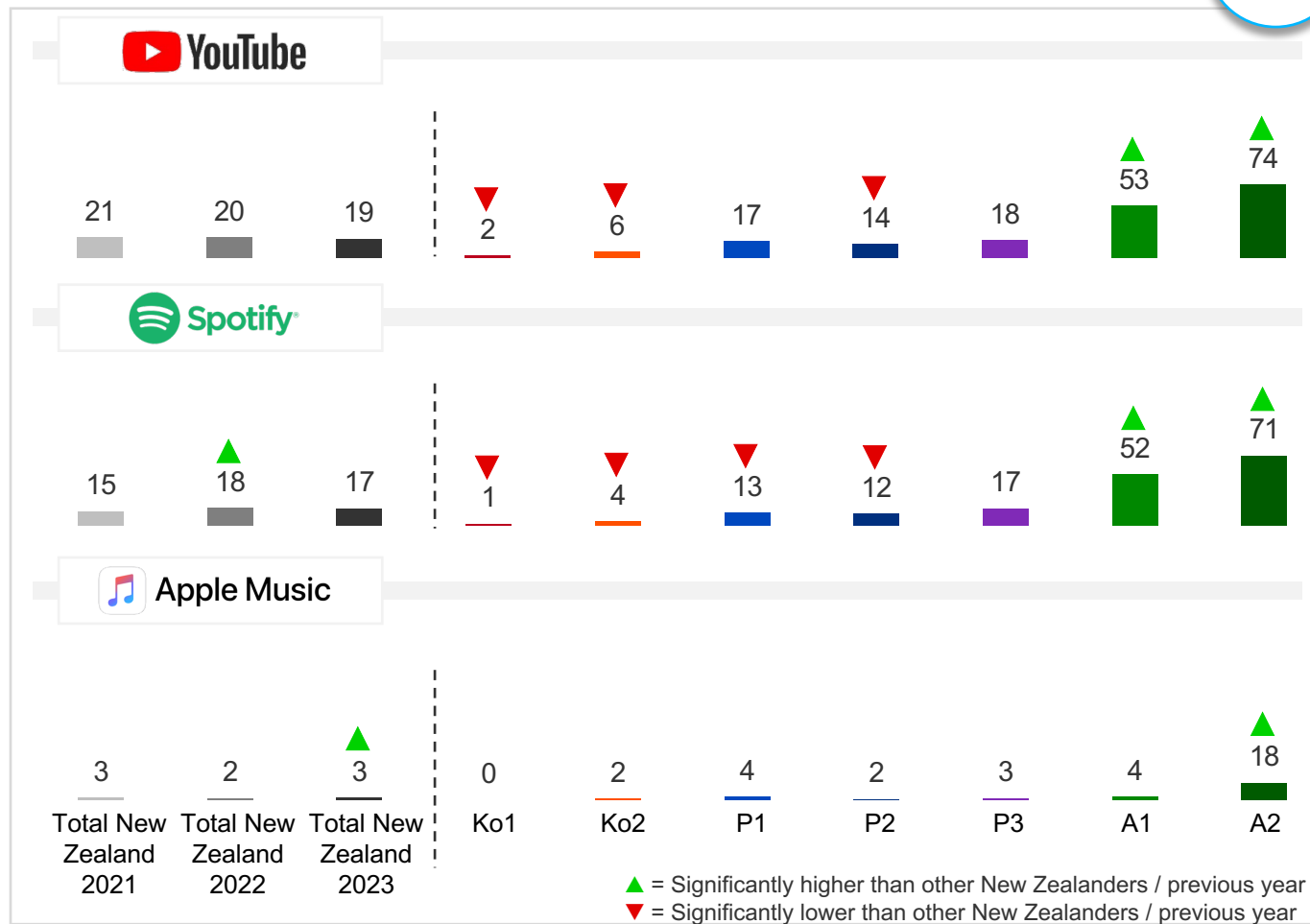
Toa (A2) as commonly access digital Māori music through Spotify (71%) as they do through YouTube (74%).

Similarly, use of Spotify is on par with use of YouTube to access digital Māori music among Matatau (A1) at just over one in two.

Although levels are lower among the Pō segments, YouTube is only slightly ahead of Spotify for accessing digital Māori music.

Few use Apple Music to access digital Māori music at a national level, however, it is used by almost one in five within Toa (A2).

(%)	YouTube		Spotify		Apple Music	
	A1	A2	A1	A2	A1	A2
2023	53	74	52	71	4	18
2022	61	80	51	60	6	10
2021	53	82	46	51	5	16



8

Impact of Māori programming



Viewers of Whakaata Māori programming are stable in their agreement that it provides more opportunity to learn te reo Māori at two in three.

(Note: Change of question wording in 2022 from Māori Television to Whakaata Māori.)



Impact of Whakaata Māori programming (among viewers within the last 12 months, % 2023) – I have more opportunity to learn te reo Māori

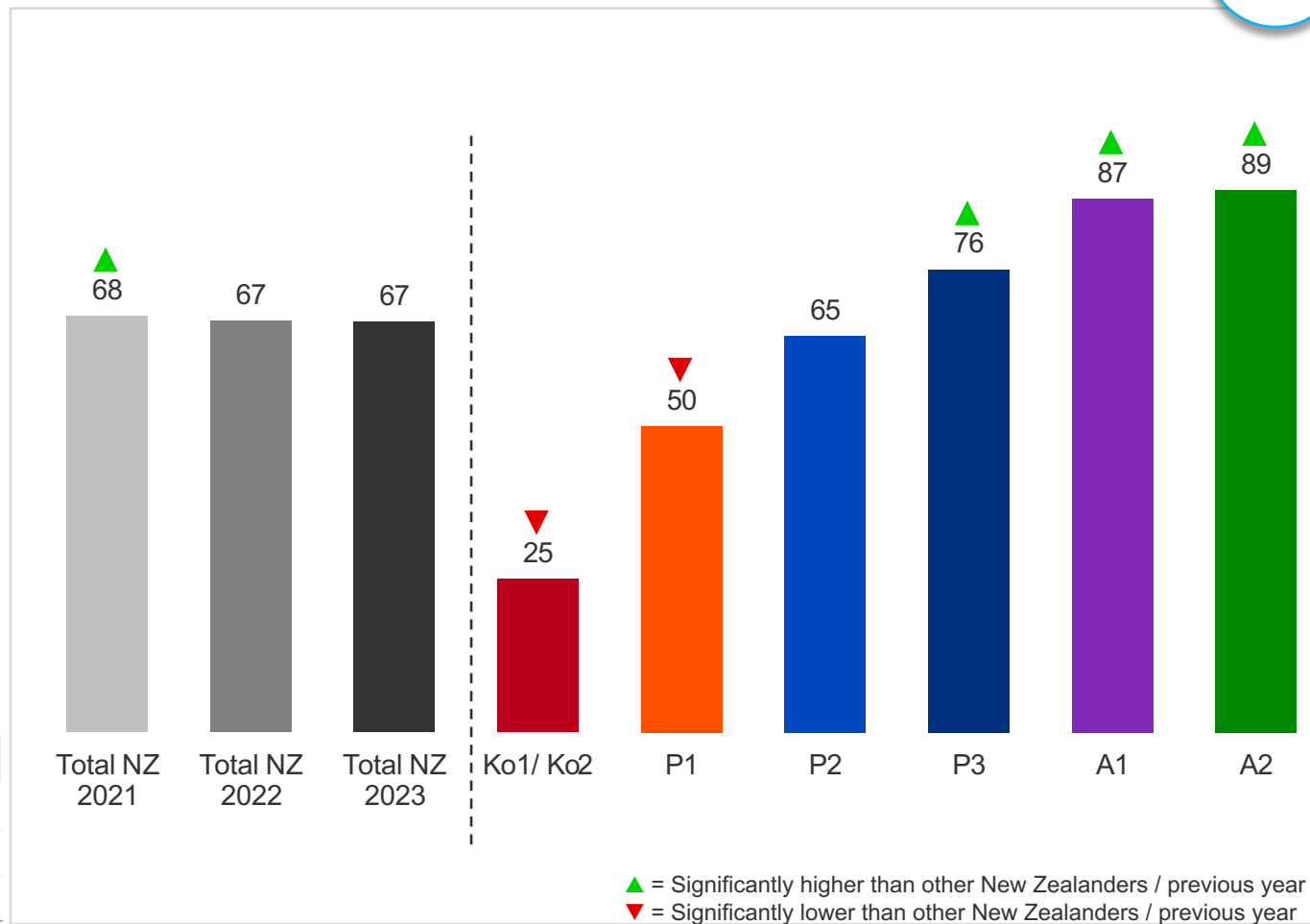
KEY FINDINGS

The majority within the Awatea segments agree that Whakaata Māori programming provides more opportunity to learn te reo at nine in ten.

Agreement remains stable and high among Mataara (P3) viewers at three in four. Following a decrease in 2022, agreement has improved among Hiamō (P2) viewers to 65%. Agreement is stable among Hinātore (P1) viewers at one in two.

Although low among Kore viewers, one in four agree that Whakaata Māori programming provides more opportunity to learn te reo Māori.

(%)	Ko1 / Ko2	P1	P2	P3	A1	A2
2023	25	50	65	76	87	89
2022	29	49	57▼	80	85	93
2021	27	55	77	76	84	92



Just under three in four viewers agree that they have more opportunity to learn about Māori culture from Whakaata Māori programming.

(Note: Change of question wording in 2022 from Māori Television to Whakaata Māori.)

Impact of Whakaata Māori programming (among viewers within the last 12 months, % 2023) – I have more opportunity to learn about Māori culture



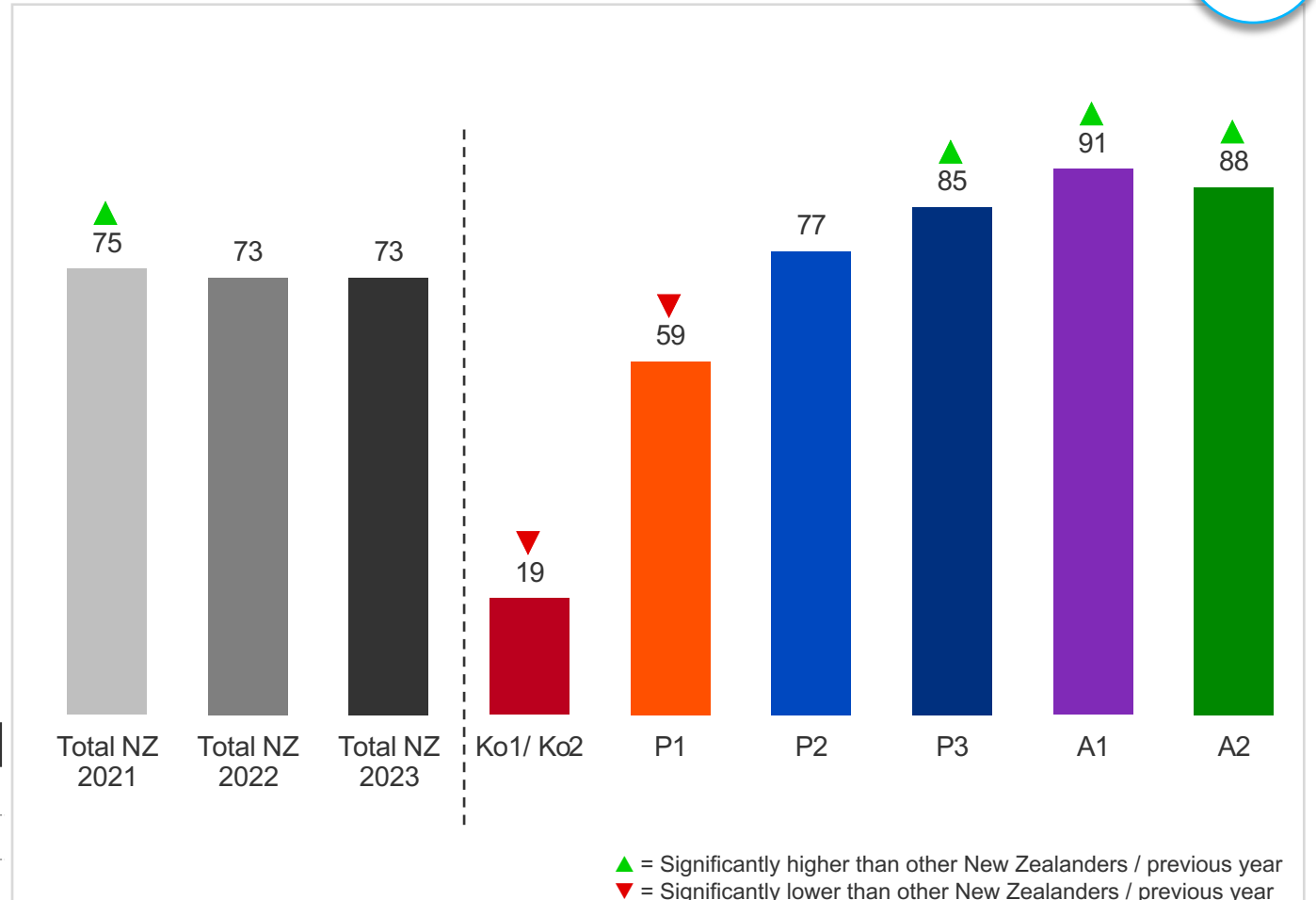
KEY FINDINGS

Consistent with previous years, approximately nine in ten viewers within the Awatea segments agree that Māori Television programming provides more opportunity to learn about Māori culture.

The majority of Mataara (P3) viewers also agree at 85%. Agreement is stable among Hiamo (P2) at 77% and Hinātore (P1) at 59%.

One in five Kore viewers currently agree that Māori Television programming provides more opportunity to learn about Māori culture.

(%)	Ko1 / Ko2	P1	P2	P3	A1	A2
2023	19	59	77	85	91	88
2022	28	61	72	84	87	91
2021	31	67	82	82	90	92



Consistent with recent years, just over three in five viewers feel better informed on Māori issues due to Whakaata Māori programming.

(Note: Change of question wording in 2022 from Māori Television to Whakaata Māori.)

Impact of Whakaata Māori programming (among viewers within the last 12 months, % 2023) – I am better informed on Māori issues



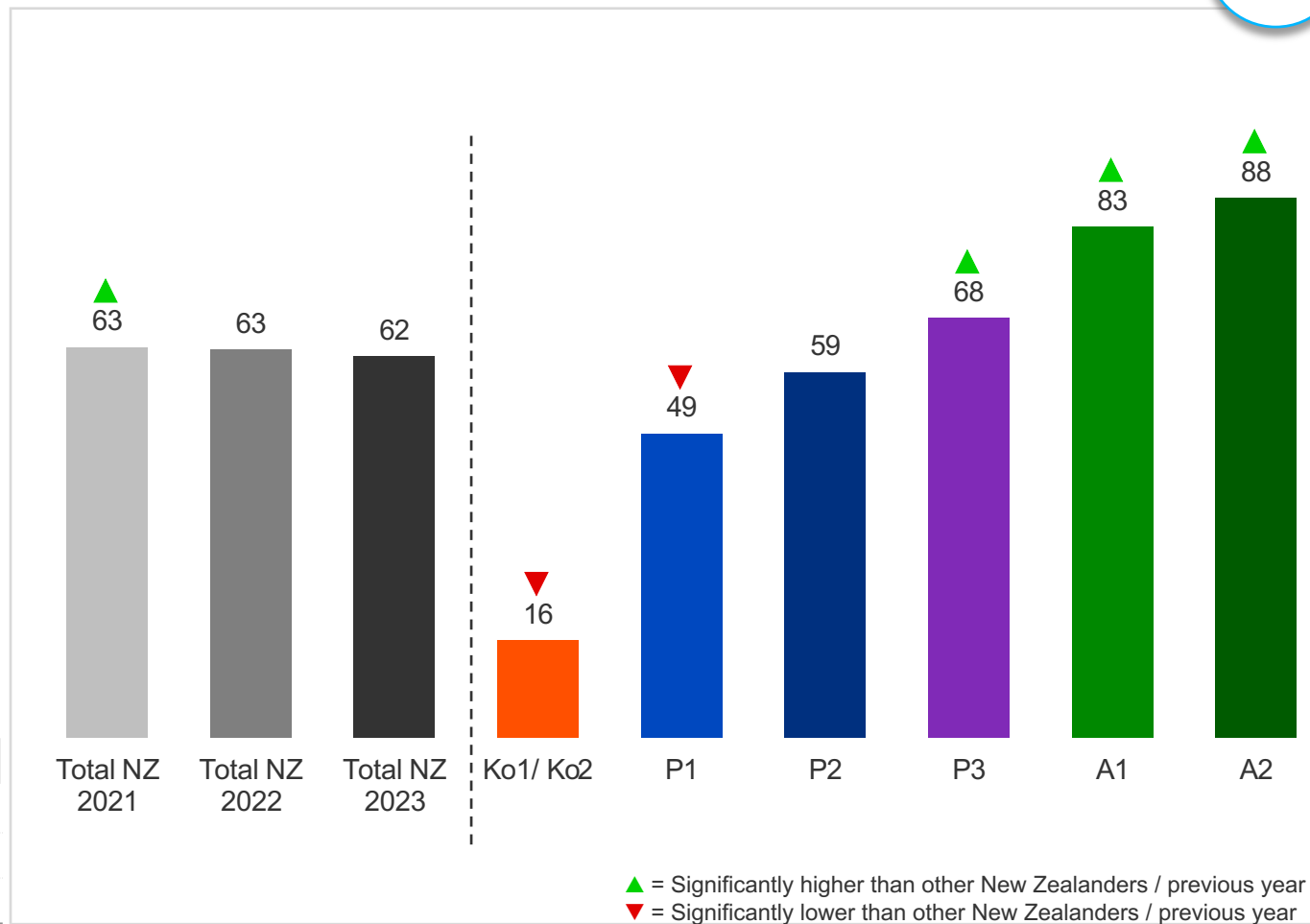
KEY FINDINGS

The majority of Toa (A2) and Matatau (A1) viewers of Whakaata Māori programming continue to agree that they are better informed on Māori issues.

Among the Pō segments, agreement ranges from 68% within Mataara (P3) to 59% within Hiamo (P2) and to 49% within Hinātore (P1).

Agreement has decreased among Kore viewers with only 16% currently agreeing that they are better informed on Māori issues as a result of Whakaata Māori programming.

(%)	Ko1 / Ko2	P1	P2	P3	A1	A2
2023	16 ▼	49	59	68	83	88
2022	32	48	52	70	83	90
2021	29	55 ▲	57	68	84	86



The impact of Whakaata Māori programming on viewers' te reo Māori ability remains stable at 45%.

(Note: Change of question wording in 2022 from Māori Television to Whakaata Māori.)

Impact of Whakaata Māori programming (among viewers within the last 12 months, % 2023) – My te reo Māori ability has improved



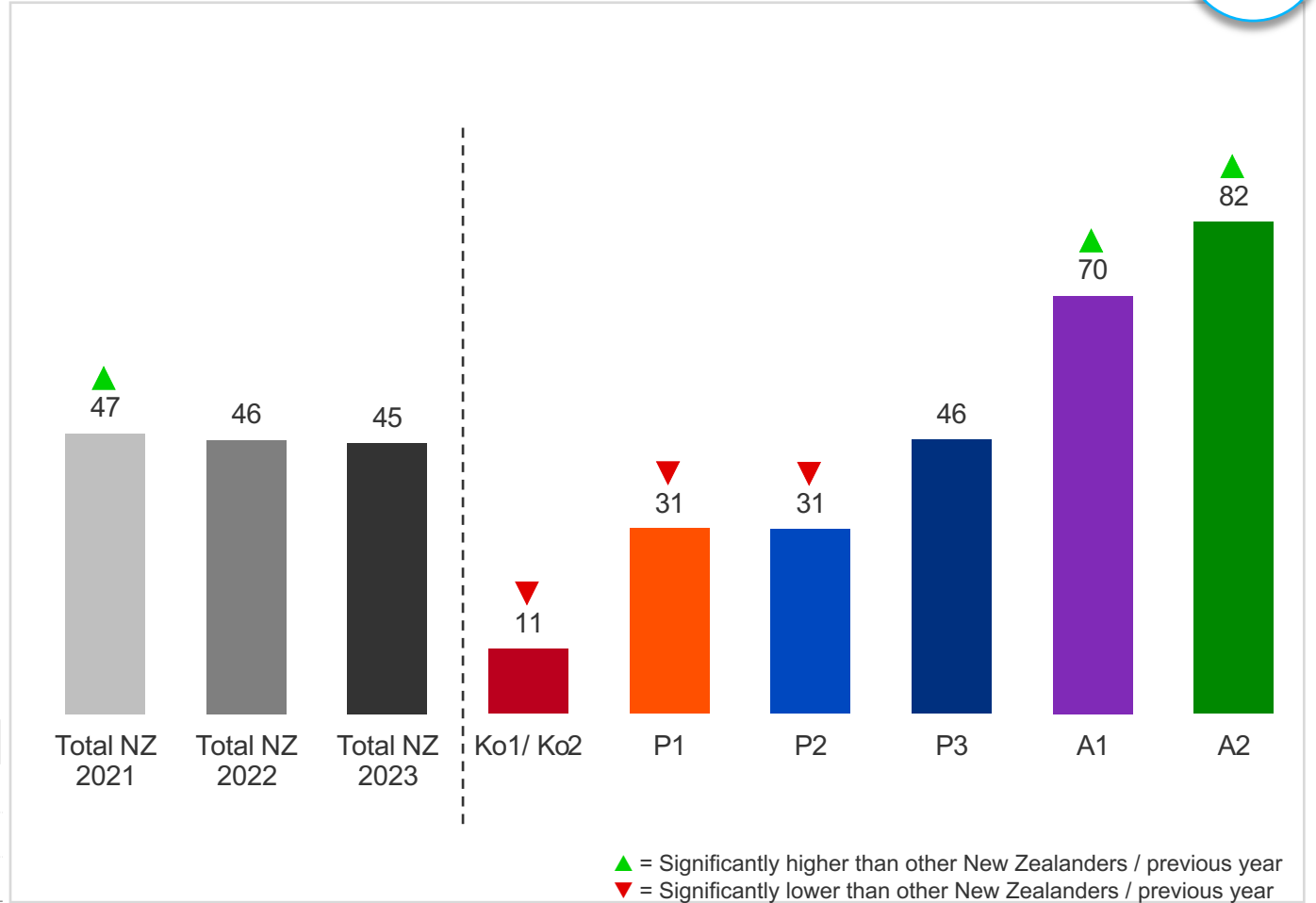
KEY FINDINGS

Similar to previous years, four in five Toa (A2) and seven in ten Matatau (A1) who view Whakaata Māori programming agree that it has helped improve their te reo ability.

Among the Pō segments, agreement remains stable among Mataara (P3) viewers with just under half agreeing that their te reo ability has improved. Agreement remains stable and matched among both Hiamō (P2) and Hinātore (P1) viewers at 31%.

Levels remain low among Kore viewers of Whakaata Māori programming, although 11% claim it has improved their te reo ability.

(%)	Ko1 / Ko2	P1	P2	P3	A1	A2
2023	11	31	31	46	70	82
2022	14	32	31	50	65	83
2021	17	34 ▲	40	47 ▲	69	82



Agreement remains stable among Whakaata Māori viewers that it has improved their knowledge of Māori culture at three in five.

(Note: Change of question wording in 2022 from Māori Television to Whakaata Māori.)



Impact of Whakaata Māori programming (among viewers within the last 12 months, % 2023) – My knowledge of Māori culture has improved

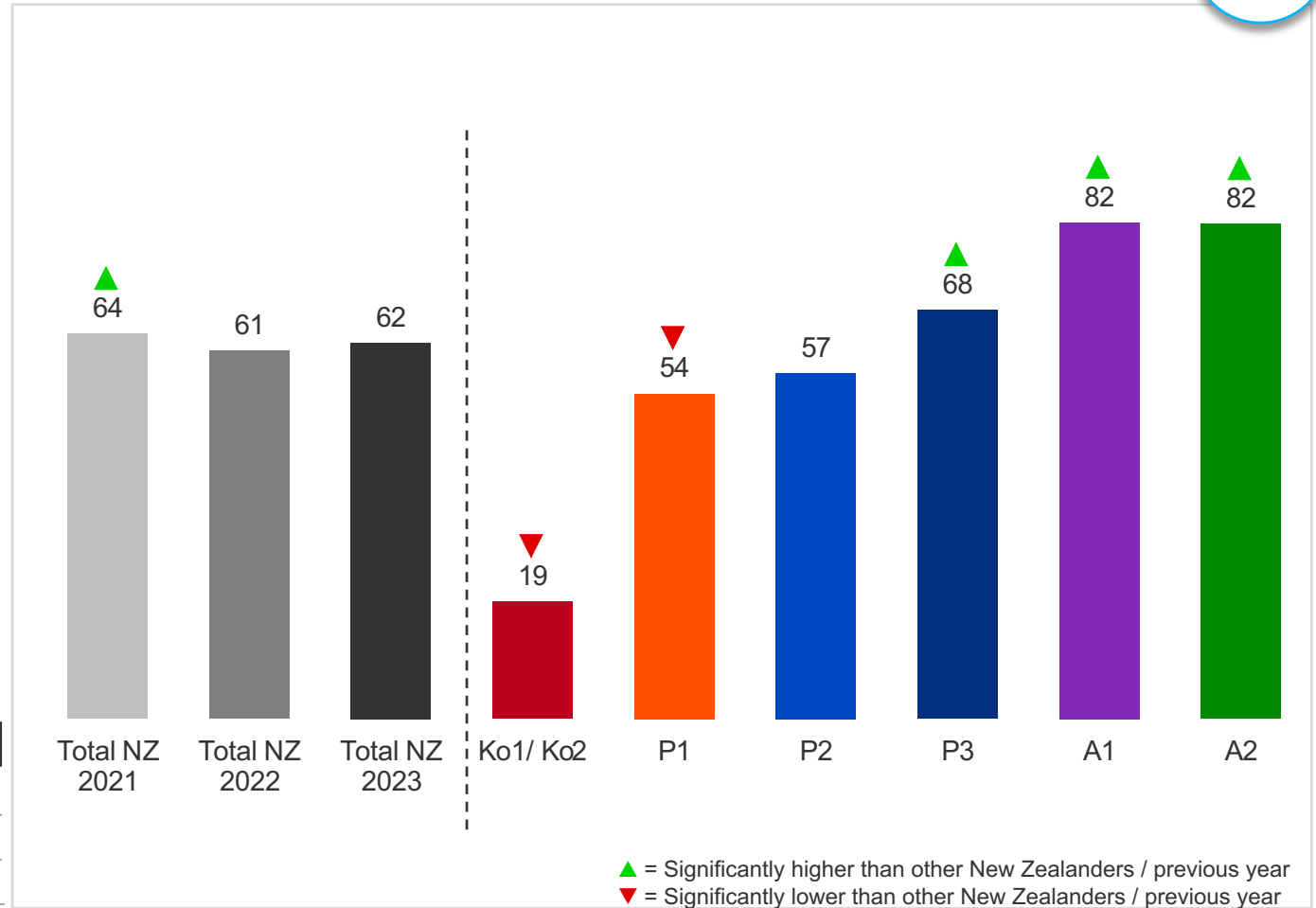
KEY FINDINGS

Four in five Awatea viewers continue to agree that their Māori culture knowledge has improved as a result of viewing Whakaata Māori programming.

Agreement levels are relatively stable among Mataara (P3) viewers at two in three. Following a decrease in 2022 to 45%, agreement has lifted among Hiamo (P2) and Hinātore (P1) viewers and remains closely matched at 57% and 54% respectively.

After improving in 2022, agreement has decreased to 19% among Kore viewers.

(%)	Ko1 / Ko2	P1	P2	P3	A1	A2
2023	19	54	57	68	82	82
2022	31	45	45 ▼	73	77	87
2021	25	55 ▲	63	72 ▲	82	85



Following an increase over recent years, agreement that their understanding of te reo Māori has improved is stable among viewers and listeners of Māori programming.

(Note: Change of question wording in 2022 from Māori Television to Whakaata Māori.)



Impact of Māori programming (among viewers and listeners)⁽¹⁾ – My understanding of te reo Māori has increased

KEY FINDINGS

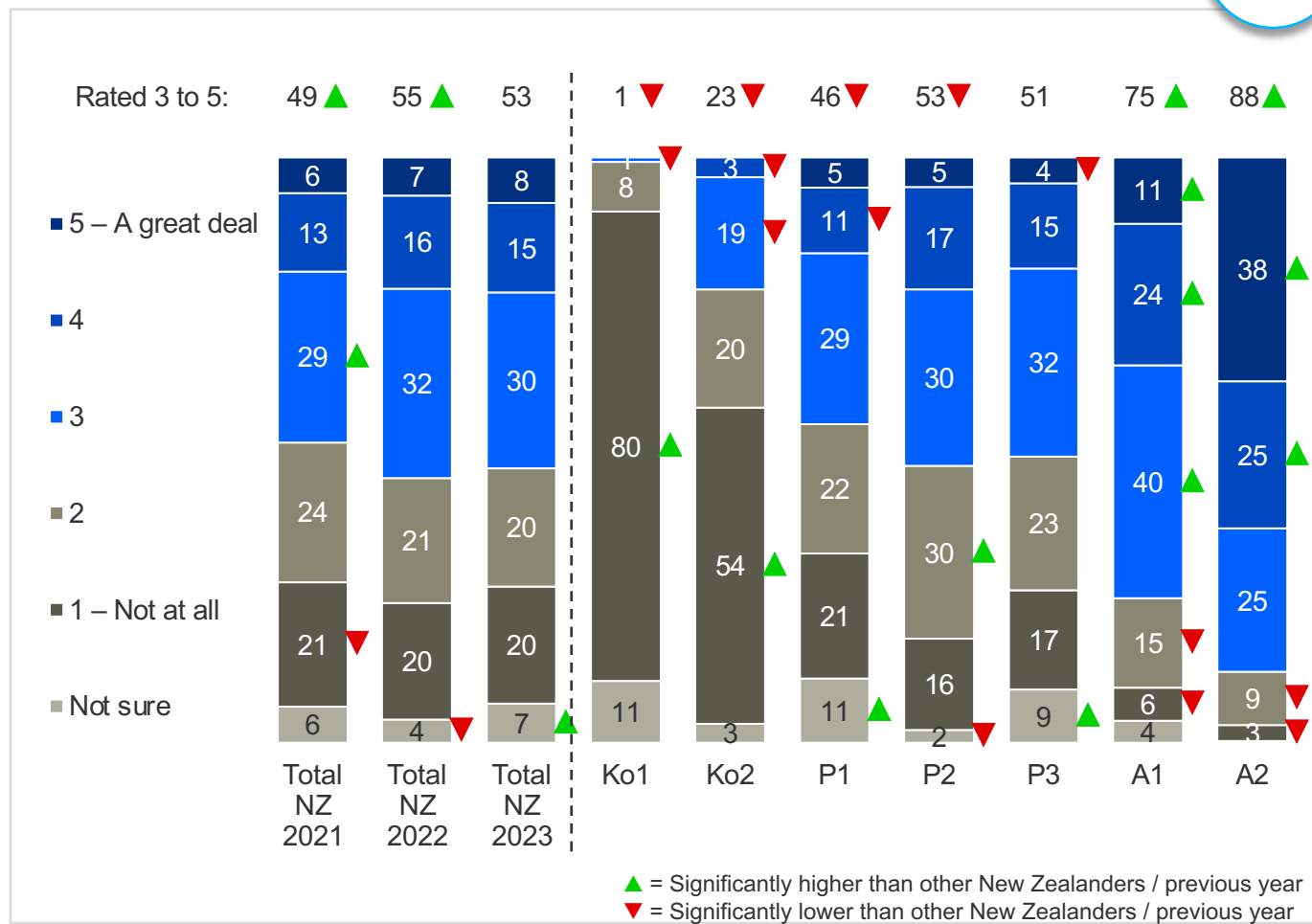
Just over half New Zealanders who view or listen to Māori programming agree that their understanding of te reo Māori has increased as a result (rating as '3' to '5 – A great deal').

The majority of Māori programming viewers and listeners within Toa (A2) agree that their understanding of te reo has increased and three in four within Matatau (A1).

Following an increase last year, agreement has decreased to one in two among Mataara (P3) viewers and listeners. This is a similar level to viewers and listeners within Hiamo (P2) which has increased to 53%, albeit not significantly, and Hināture (P1) at 46%.

Māori programming remains of minimal impact among Ngākaukino (Ko1) viewers and listeners. Although still moderate and lower than in 2022, one in four Ngākaukawa (Ko2) viewers and listeners agree that their understanding of te reo has increased.

Rated 3 to 5 (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	1 ▼	23	46	53	51 ▼	75	88
2022	14	32 ▲	41	41	60 ▲	76	91
2021	5	19	45 ▲	42	44	74 ▲	93



▲ = Significantly higher than other New Zealanders / previous year
 ▼ = Significantly lower than other New Zealanders / previous year

1. Viewers and listeners of Māori programming = Viewed Whakaata Māori programming in last 12 months OR Viewed Māori programmes on other channels in last 3 months OR Listened to iwi radio in last 12 months

Source: As a result of watching or listening to Māori programming in general, to what extent would you say that each of the following has increased or improved?
 Base: Viewers and listeners; Total New Zealand – 2021 n = 1575 | 2022 n = 1558 | 2023 n = 1528; 2023 – Ko1 n = 31 | Ko2 n = 76 | P1 n = 217 | P2 n = 120 | P3 n = 358 | A1 n = 494 | A2 n = 210

The impact of Māori programming on understanding of Māori culture is stable and three in five viewers and listeners agree that their understanding has increased as a result.

(Note: Change of question wording in 2022 from Māori Television to Whakaata Māori.)



Impact of Māori programming (among viewers and listeners)⁽¹⁾ – My understanding of Māori culture has increased

KEY FINDINGS

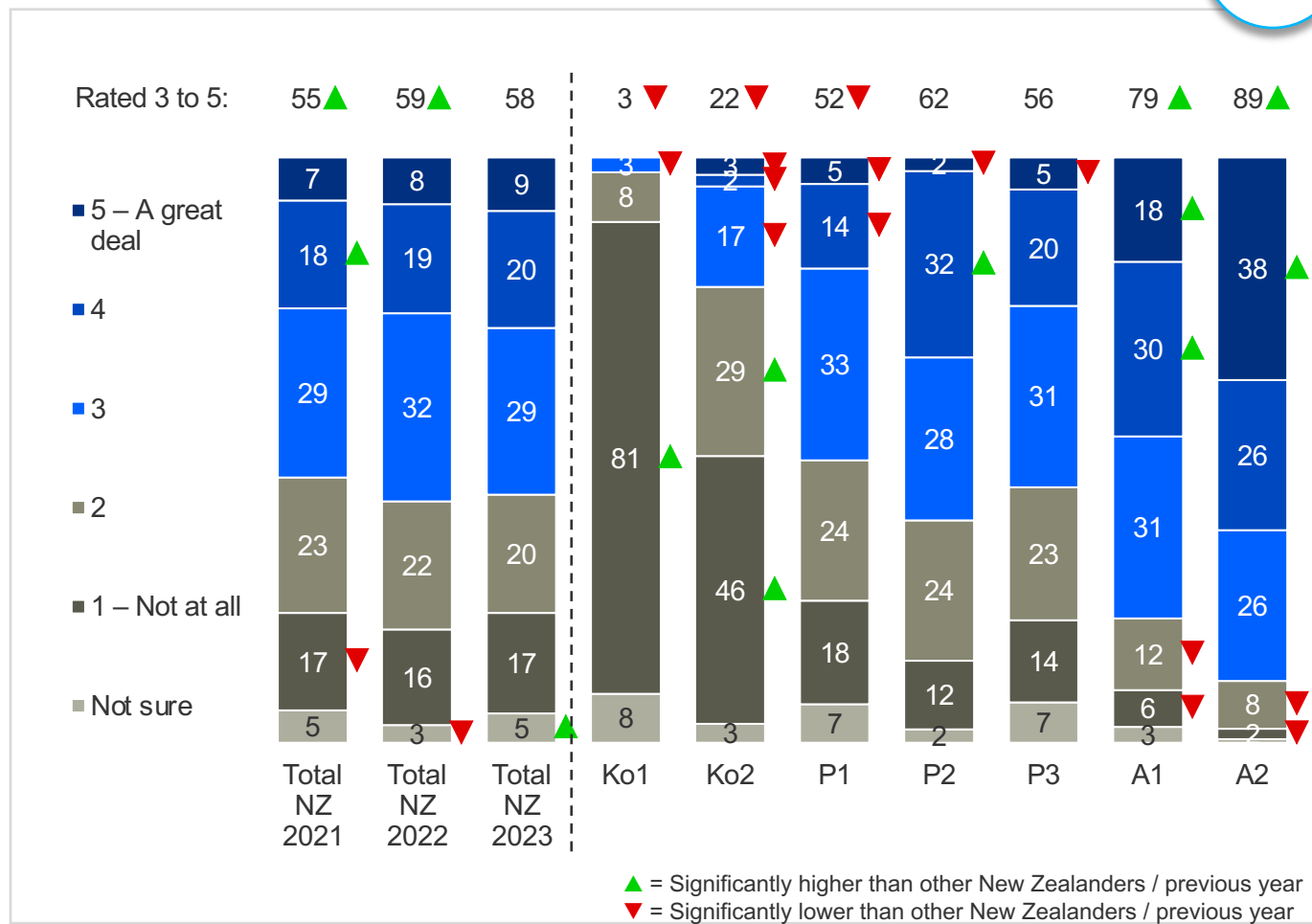
Three in five New Zealanders who view or listen to Māori programming agree that their understanding of Māori culture has increased as a result (rating as '3' to '5 – A great deal').

Nine in ten viewers and listeners within Toa (A2) and four in five within Matatau (A1) agree that their understanding of Māori culture has increased.

Within the Pō segments, agreement has returned to 56% among Mataara (P3) viewers and listeners following an increase last year. In contrast, agreement has increased among viewers and listeners within Hiamo (P2) to 62%. Agreement remains stable among Hinātore (P1), with half viewers and listeners agreeing that their understanding of Māori culture has increased.

Agreement levels remain low among Ngākaukino (Ko1). Following an increase last year, agreement has returned to 22% among Ngākaukawa (Ko2) viewers and listeners.

Rated 3 to 5 (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	3	22	52	62 ▲	56 ▼	79	89
2022	11	34	48	50	66 ▲	77	85
2021	5	22	49 ▲	51	56	76	94 ▲



▲ = Significantly higher than other New Zealanders / previous year
▼ = Significantly lower than other New Zealanders / previous year

1. Viewers and listeners of Māori programming = Viewed Whakaata Māori programming in last 12 months OR Viewed Māori programmes on other channels in last 3 months OR Listened to iwi radio in last 12 months
Source: As a result of watching or listening to Māori programming in general, to what extent would you say that each of the following has increased or improved?
Base: Viewers and listeners; Total New Zealand – 2021 n = 1575 | 2022 n = 1558 | 2023 n = 1528; 2023 – Ko1 n = 31 | Ko2 n = 76 | P1 n = 217 | P2 n = 120 | P3 n = 358 | A1 n = 494 | A2 n = 210

Three in five viewers and listeners of Māori programming continue to agree their awareness and knowledge of Māori perspectives has increased as a result.

(Note: Change of question wording in 2022 from Māori Television to Whakaata Māori.)



Impact of Māori programming (among viewers and listeners)⁽¹⁾ – My awareness and knowledge of Māori perspectives has increased

KEY FINDINGS

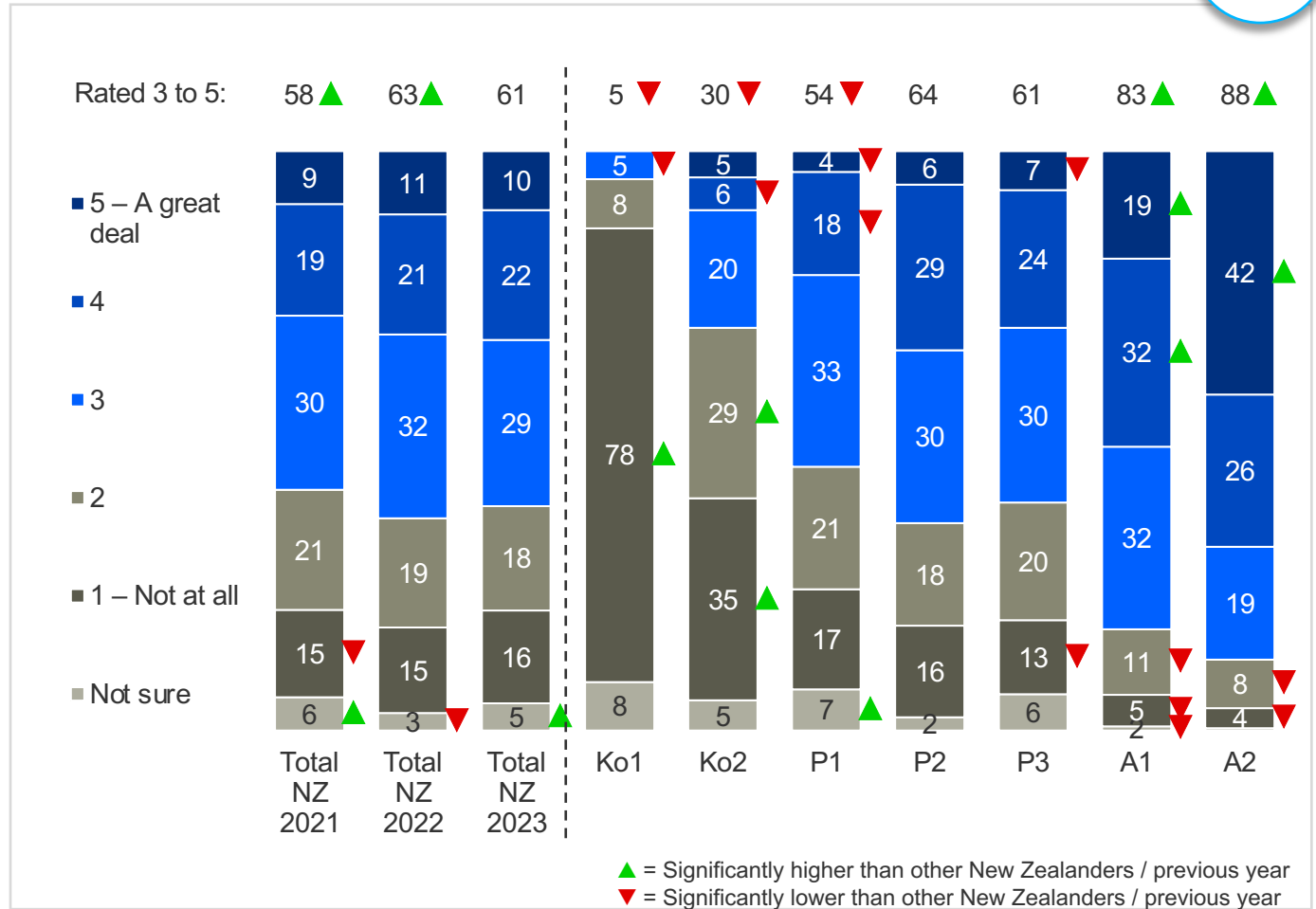
Three in five New Zealanders who view or listen to Māori programming agree that their awareness and knowledge of Māori perspectives has increased as a result (rating as '3' to '5 – A great deal').

The majority of Toa (A2) and Matatau (A1) viewers and listeners agree that their knowledge of Māori perspectives has improved (88% and 83% respectively).

After increasing in 2022, agreement has decreased to 61% within Mataara (P3) viewers and listeners. This is a similar level to viewers and listeners within Hiamo (P2) at 64% and slightly ahead of Hinātore (P1) at 54%.

Three in ten viewers and listeners within Ngākaukawa (Ko2) agree that their knowledge of Māori perspectives has improved. Few agree within Ngākaukino (Ko1) viewers and listeners.

Rated 3 to 5 (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2023	5	30	54	64	61 ▼	83	88
2022	17	32	50	58	73 ▲	81	90
2021	12	25	46	49	66	80	94



1. Viewers and listeners of Māori programming = Viewed Whakaata Māori programming channel in last 12 months OR Viewed Māori programmes on other channels in last 3 months OR Listened to iwi radio in last 12 months

Source: As a result of watching or listening to Māori programming in general, to what extent would you say that each of the following has increased or improved?

Base: Viewers and listeners; Total New Zealand – 2021 n = 1575 | 2022 n = 1558 | 2023 n = 1528; 2023 – Ko1 n = 31 | Ko2 n = 76 | P1 n = 217 | P2 n = 120 | P3 n = 358 | A1 n = 494 | A2 n = 210

9

Demographic profile

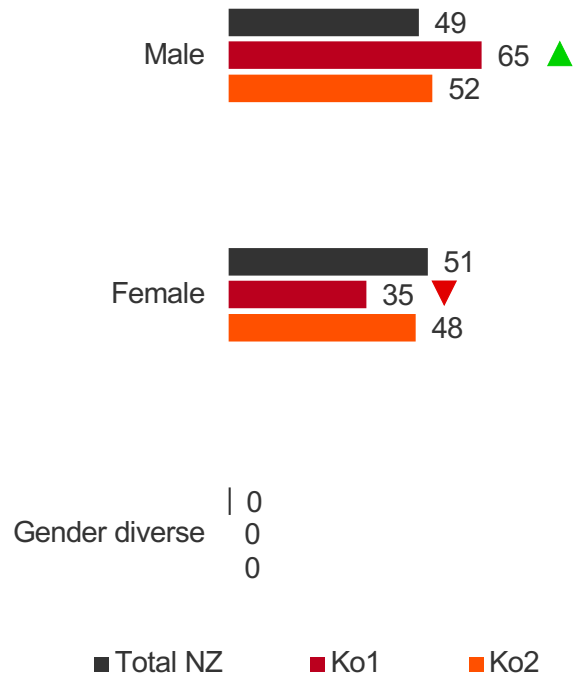
The Kore segments are predominantly NZ European / European and are skewed towards older age groups. The age skew is most pronounced among Ngākaukino (Ko1) with half aged 55 plus and there is also a male skew (65%) among this segment.



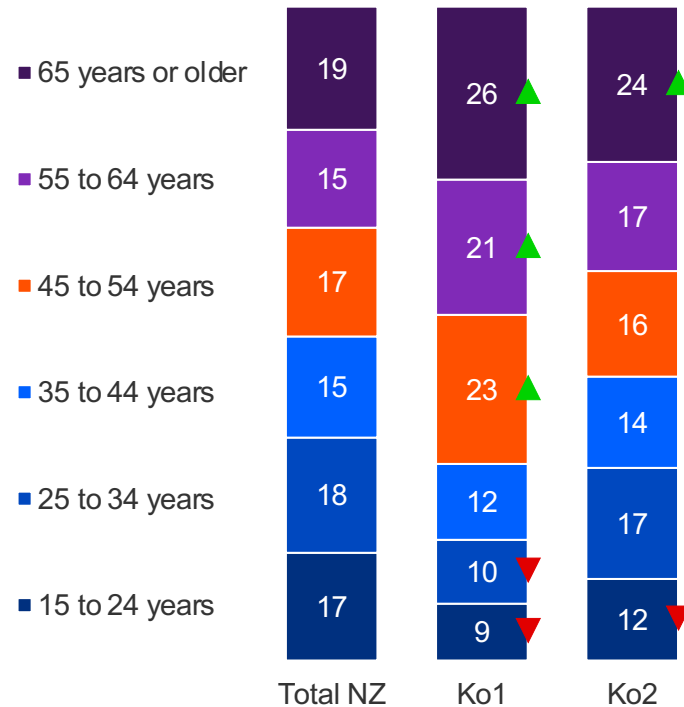
Demographic profile – Kore segments (% , 2023)



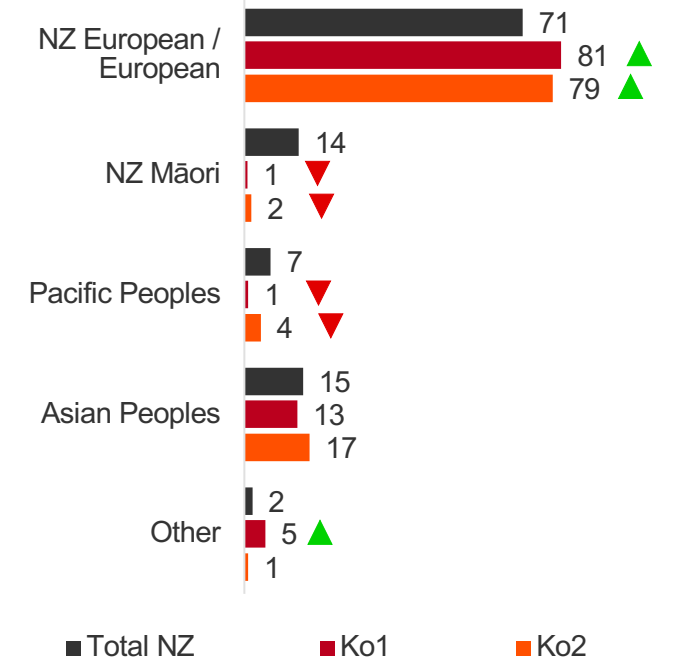
GENDER



AGE



ETHNICITY



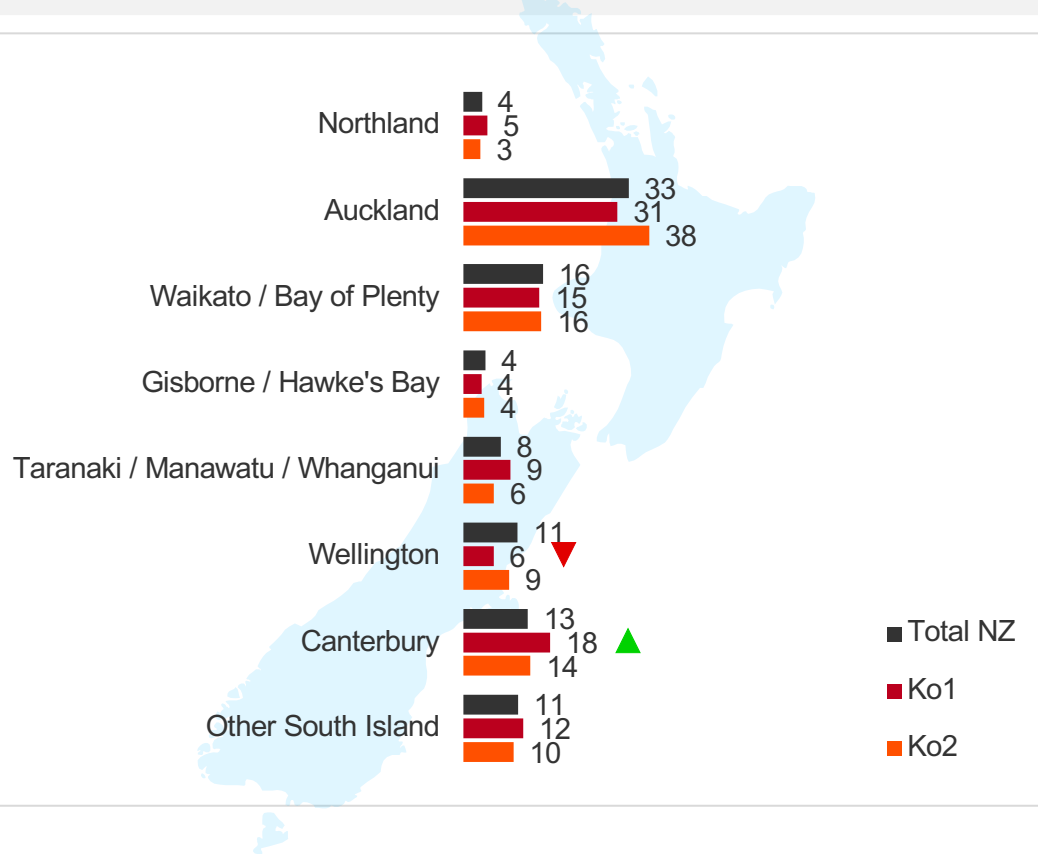
▲ = Significantly higher than other New Zealanders
▼ = Significantly lower than other New Zealanders

In line with their age skew, the Kore segments are more likely to be retired. Both segments are spread across New Zealand although there is a slight Canterbury skew within Ngākaukino (Ko1).

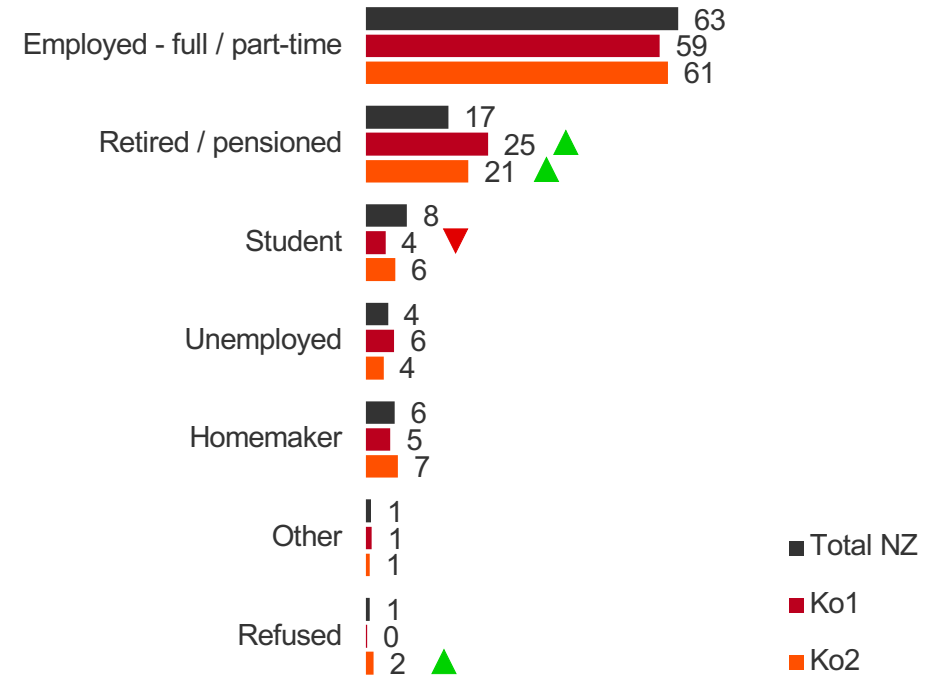
Demographic profile – Kore (% , 2023)



REGION



EMPLOYMENT STATUS



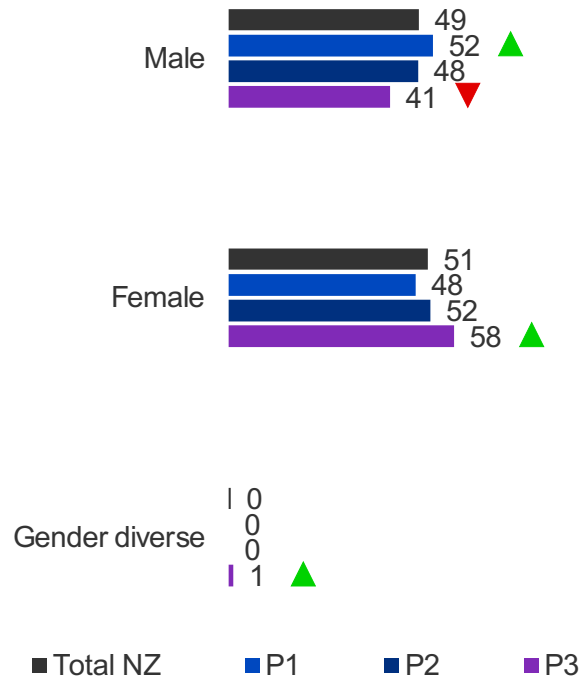
▲ = Significantly higher than other New Zealanders
▼ = Significantly lower than other New Zealanders

Hinātore (P1) has a slight male skew while Mataara (P3) has a female skew. Within the Pō segments, Hiamo (P2) has the younger age profile and Mataara (P3) has the highest proportion of Māori and Pacific peoples.

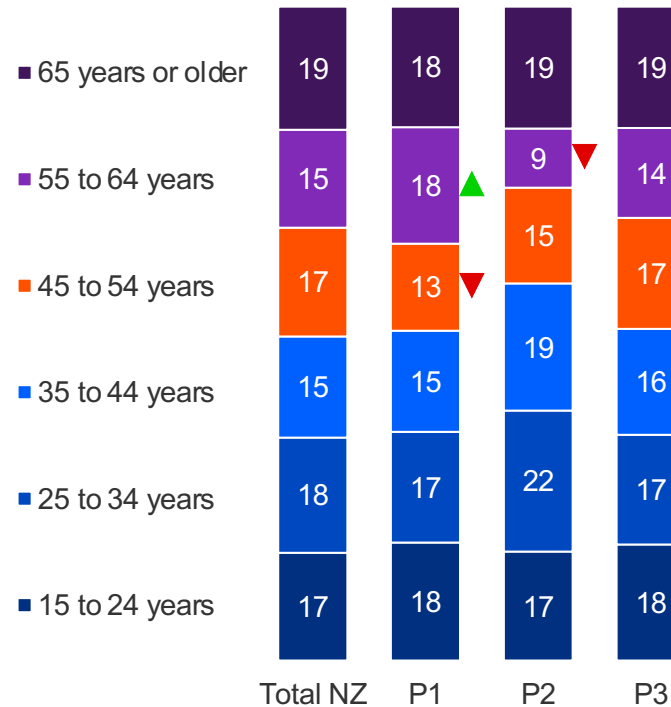
Demographic profile – Pō (% , 2023)



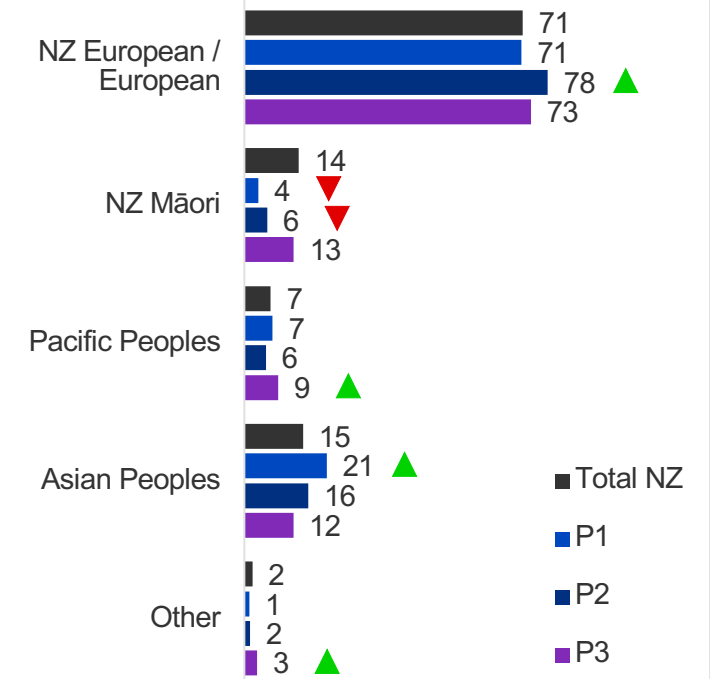
GENDER



AGE



ETHNICITY



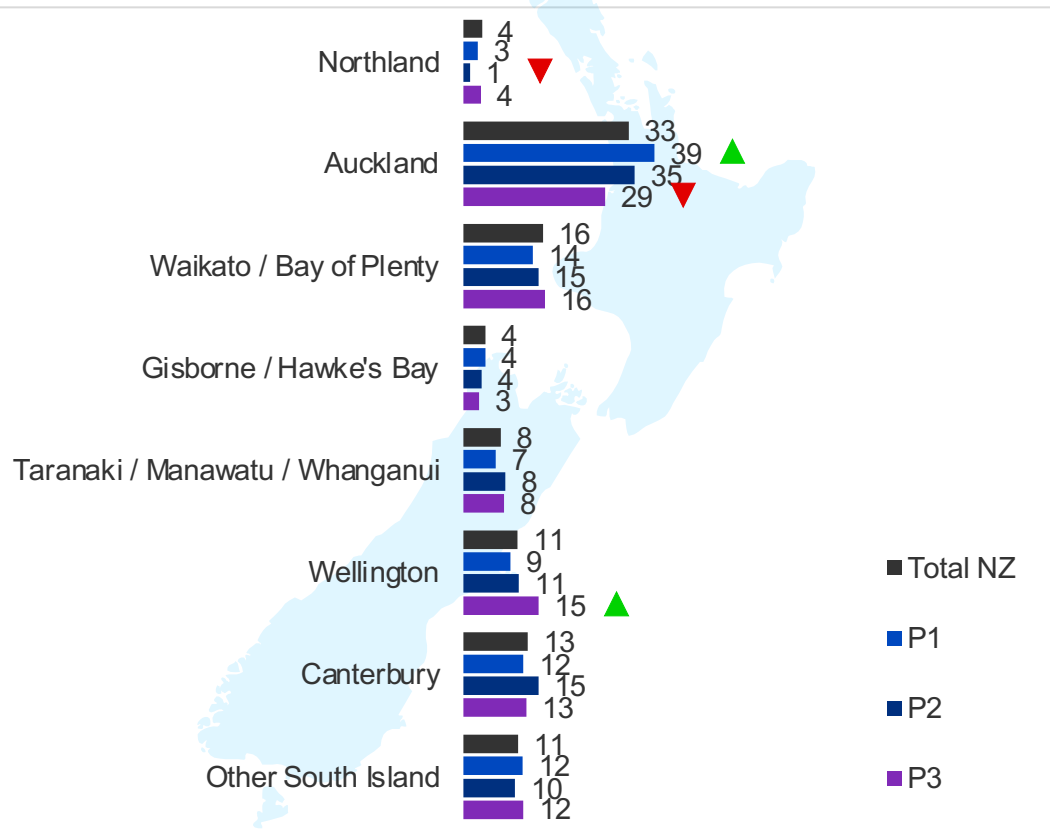
▲ = Significantly higher than other New Zealanders
▼ = Significantly lower than other New Zealanders

Hinātore (P1) are more likely to reside in Auckland and Mataara (P3) to reside in Wellington, although all Pō segments are spread relatively evenly across New Zealand.

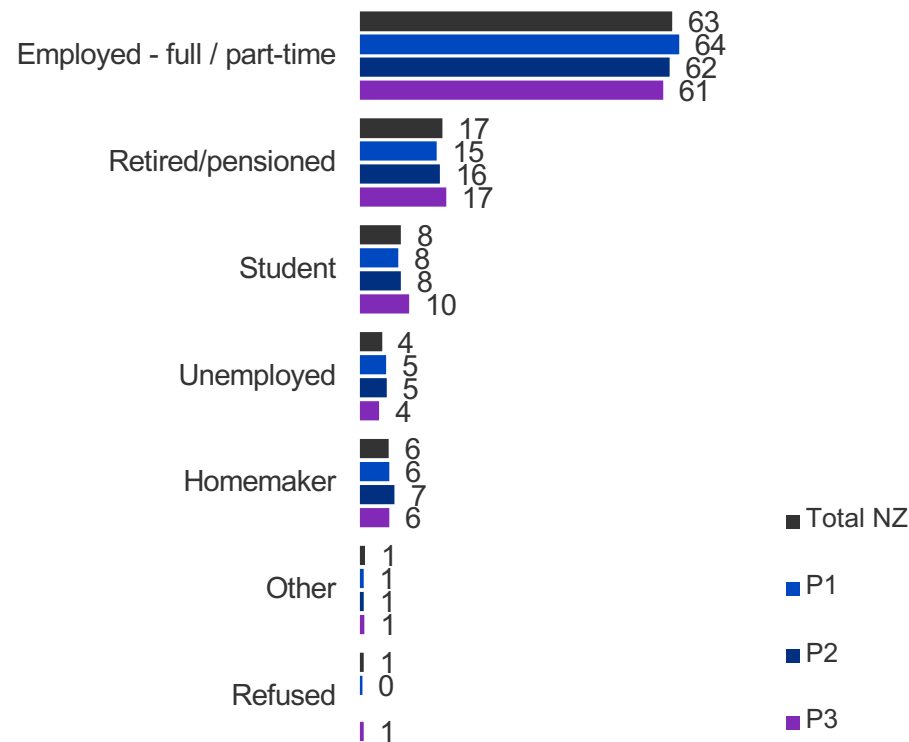
Demographic profile – Pō (% , 2023)



REGION



EMPLOYMENT STATUS



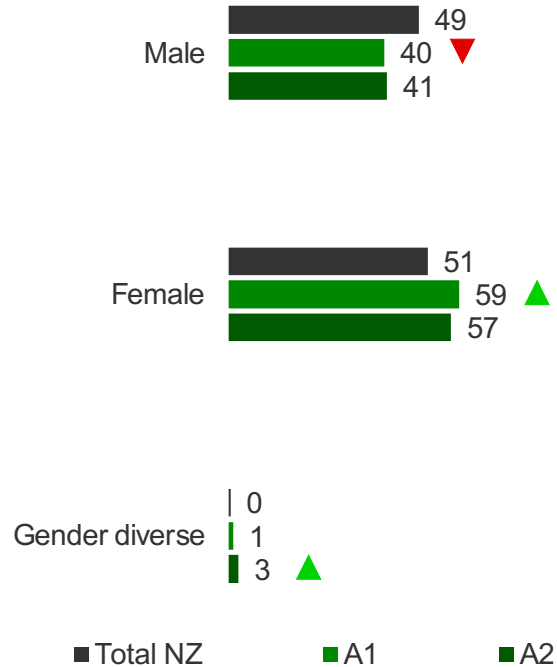
The Awatea segments have a female skew and younger age skew with many aged under 35 years (44% of Matatau (A1) and 51% of Toa (A2)). Three in five Matatau (A1) are Māori and nine in ten Toa (A2).



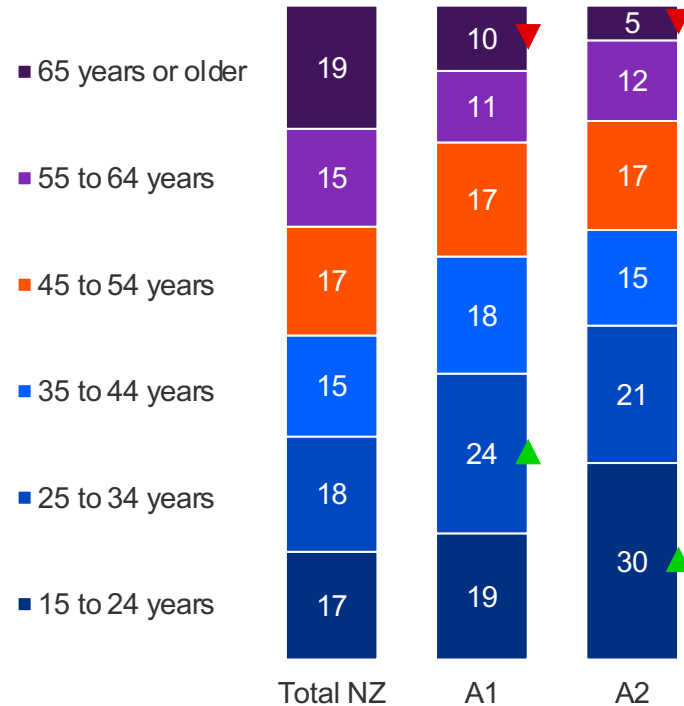
Demographic profile – Awatea (% , 2023)



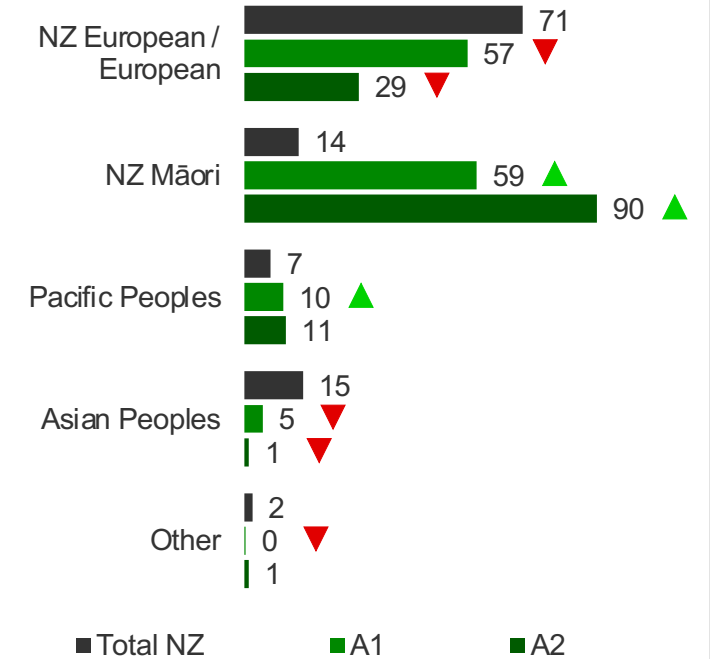
GENDER (%)



AGE (%)

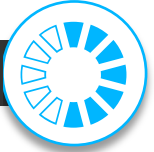


ETHNICITY (%)



▲ = Significantly higher than other New Zealanders
▼ = Significantly lower than other New Zealanders

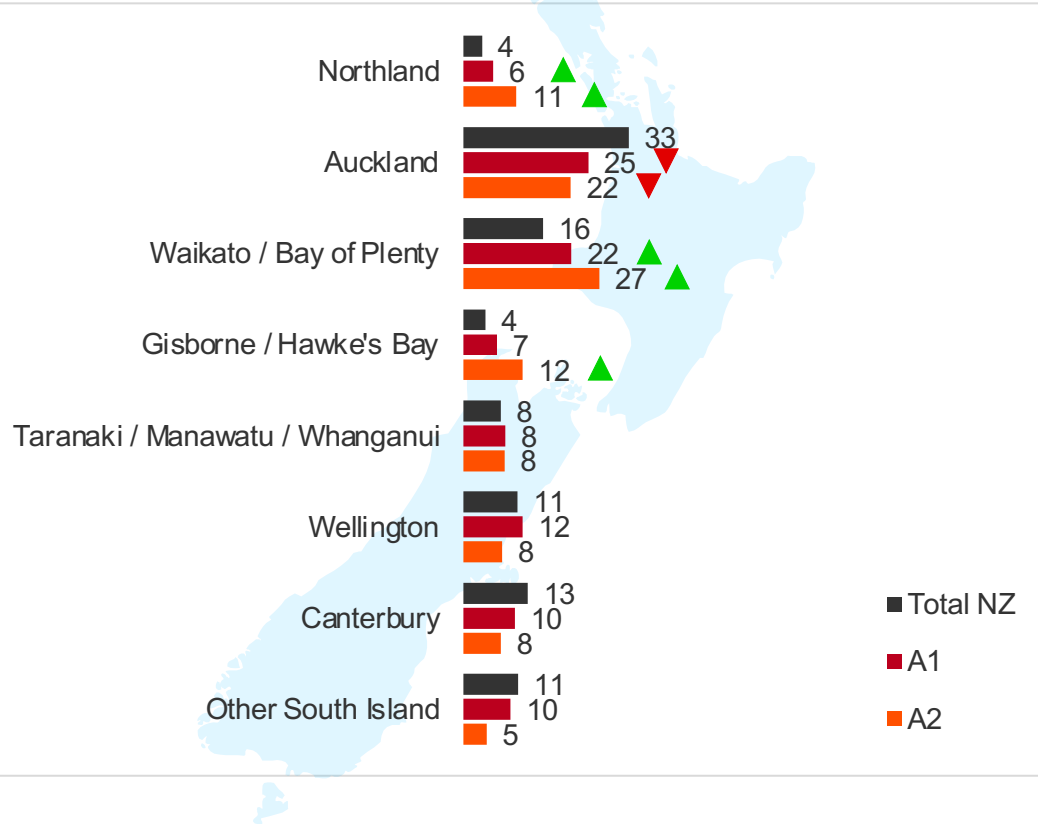
The Awatea segments more commonly reside in Northland, Waikato / Bay of Plenty and Gisborne, particularly Toa (A2), and are less likely to reside in Auckland. Almost one in five Toa (A2) are students.



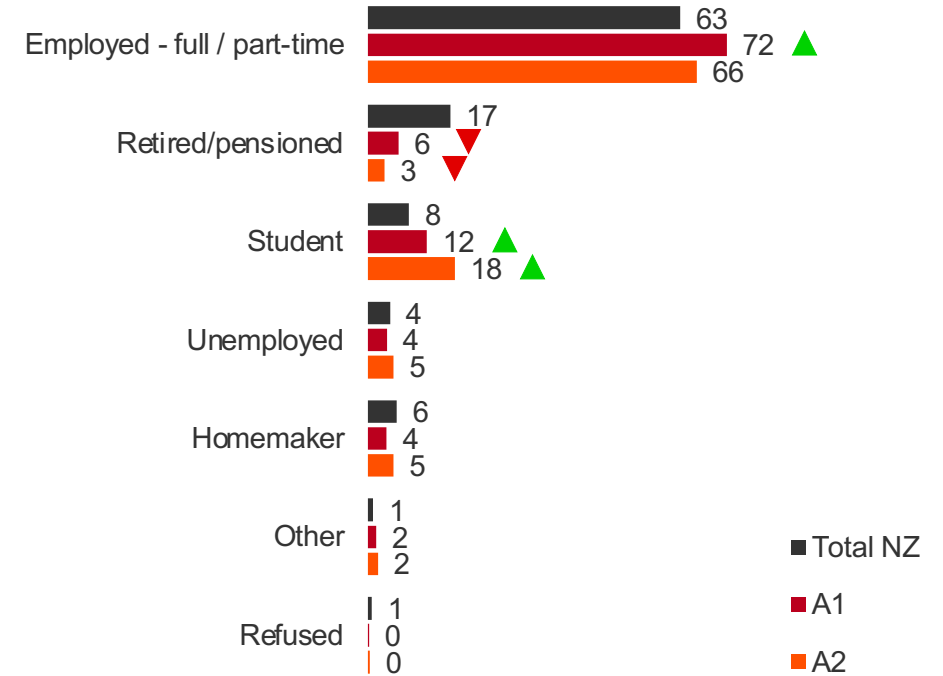
Demographic profile – Awatea (% , 2023)



REGION (%)



EMPLOYMENT STATUS (%)



▲ = Significantly higher than other New Zealanders
▼ = Significantly lower than other New Zealanders

10

Appendix: methodology

The 2020 to 2022 survey methodology was used in 2023 for consistency, with the Māori General Population interviewed via telephone and the Rest of New Zealand via online surveying.

Fieldwork

Data collection and sampling

The methodology consists of a mix of telephone and online interviewing:

- N = 1005 interviews among the Māori General Population aged 15 plus, interviewed via telephone using a random sample from the Māori Electoral Roll
- N = 1510 interviews among the Rest of NZ Population aged 15 plus interviewed via online panel surveying

Interviewing was conducted between 6th July 2023 and 31st August 2023.

Quotas

Broad gender and age quotas were placed on the Māori General Population at the interviewing stage, proportional to the Māori population.

Broad gender, age, area and ethnicity quotas were placed on the Rest of NZ Population at the interviewing stage, proportional to the rest of NZ population.

Interview duration

The telephone interviews averaged 20 minutes in length.

The online survey averaged 14 minutes in length.

Interviewing details

Fieldwork

Computer Aided Telephone Interviewing (CATI)

Māori General Population:

Names were randomly selected from the Māori Electoral Roll and tele-matched to provide a sample of phone numbers.

Households were then randomly selected for calling and the adult with the last birthday was requested for interviewing, rather than the named person on the Māori Electoral Roll. This approach allows for Māori not registered on the Electoral Roll, or those who may be registered on the General Electoral Roll, to be approached.

To help fill quotas for specific age groups that are difficult to achieve, and to ensure that those within the Māori population with a mobile phone only were included. Up to 70% of respondents were targeted using mobile numbers that had been tele-matched from the Māori Electoral Roll.

Online interviewing

Rest of NZ Population

Two online panels were used to interview the Rest of NZ Population to help extend the reach of the panels, being ConsumerLink and Dynata.

Email messages were sent to eligible non-Māori panel members aged 18 plus inviting them to participate in the survey.

Those who wanted to participate in the survey were directed to the questionnaire via a hyperlink.

The hyperlink allowed direct access to a secure website where the respondents could complete the questionnaire in their own time.

Respondents aged 15 to 17 years were recruited via their parents to participate.

The two data sets have been combined and weighting has been applied to ensure that KoPA model results are representative of the New Zealand population aged 15 plus

Data analysis, modelling and reporting

Analysis and weighting:

All analysis has been conducted using SPSS.

The Māori General Population dataset collected via telephone and Rest of NZ dataset collected via online were cleaned and merged into one combined dataset.

Although broad quotas were placed at the data collection stage, weighting was applied at the analysis stage to ensure that the data is representative of the New Zealand population based on the 2018 census in terms of:

- Māori Population – Gender by Age
- Rest of NZ Population – Gender by Age
- Māori Population – Region
- Rest of NZ Population – Region
- Ethnicity for NZ European / European, Pacific people and Indian / Asian

The ratio of the Māori General Population to the Rest of NZ Population was also weighted to NZ population figures to ensure that KoPA model reporting is not skewed towards the Māori population due to fieldwork quotas.

KoPA model

The principals developed to create the 2019 KoPA model were used to recreate the model in 2023.

The model is detailed in Section 1 of this report.

Statistical testing:

Statistical testing has been conducted at the 95% Confidence Level to compare results between KoPA segments and over time.

Questions used in creating the KoPA model criteria (1 of 3)

Attitudinal segmentation

Attitudes towards te reo and Māori culture

How strongly do you agree, disagree or neither with each of the following statements?

- It is good that the New Zealand national anthem has both an English and a Māori version
- Te reo Māori has a place in key ceremonial occasions such as public welcomes, parades and ANZAC day ceremonies
- It is important that the Government promotes the use of te reo Māori
- It is important that there is a Māori Language Week to promote te reo Māori
- Te reo Māori should be valued by Total New Zealand
- Māori culture should be valued by Total New Zealand
- All New Zealand children should be taught at least a basic understanding of te reo and Māori culture at school
- Public signs in New Zealand should be in both English and te reo Māori
- I would like to improve my understanding of te reo Māori
- I would like to learn more about Māori culture

Responses

Strongly disagree

Slightly disagree

Neither agree nor disagree

Slightly agree

Strongly agree

Not sure

Questions used in creating the KoPA model criteria (2 of 3)

Te reo and Māori culture knowledge

Te reo knowledgeable

In which of the following languages could you have a conversation about a lot of everyday things?

- Te reo Māori
 - Samoan
 - NZ sign language
 - Other
 - I am only able to converse in English
-

Which of the following statements best describes your level of te reo Māori, or Māori language?

- I have no understanding of te reo Māori
- I have little understanding of te reo Māori other than greetings and a few basic words
- I have some understanding of te reo Māori
- I have a good understanding of te reo Māori
- I am fluent in te reo Māori

Māori culture knowledgeable

Māori culture includes values, customs / protocols or tikanga, cultural activities and arts. Which of the following statements best describes your understanding of Māori culture?

- I have little or no understanding of Māori culture
- I have some interest and understanding of Māori culture
- I have a good understanding of Māori culture
- I am very knowledgeable and familiar with Māori culture

Questions used in creating the KoPA model criteria (3 of 3)

Matatau (A1) and Toa (A2)

Active / Occasional Speakers

Which of the following best describes how often you use te reo Māori to communicate in your everyday life? Please think about conversations, not just single words or greetings

- Ongoing throughout the day
- Several times a day
- At least once a day
- Several times a week
- At least once a week
- At least once every two to four weeks
- Less often
- Never

Promoters

In which of the following ways, if any, have you shared or taught either te reo or Māori culture to others in the past twelve months?

- Taught a word or phrase or an aspect of Māori culture to another family member, friend or work colleague
- Shared with others by using te reo in daily conversation
- Shared an aspect of Māori culture with others
- Shared social media content in te reo or about Māori culture
- None of these
- Not sure

Learners

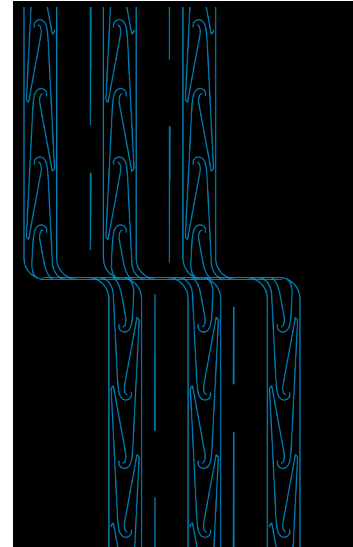
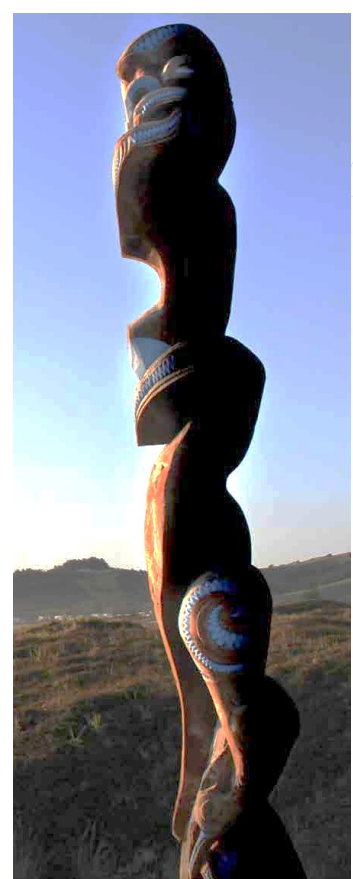
Have you learnt or improved your Māori language ability or knowledge of Māori culture over the last 12 months by...

- Formally studying te reo or Māori culture at an educational institution (including studying onsite or through correspondence)
- Taking te reo or Māori culture classes through your workplace
- Taking community evening classes
- Participating in a marae based course
- Informal learning or self-study
- Other type of study
- None of these

Behaviourally Active

Which of the following have you participated in within the last 12 months?

- Been to a Māori festival or event, such as Pā Wars, Matariki, or Waitangi Day celebrations
- Performed in a kapa haka group
- Involved in Māori performing arts such as kapa haka
- Participated in Waka Ama racing
- Attended and watched Māori performing arts or waka ama racing
- Taken part in Māori arts and crafts such as bone carving, greenstone carving, wood carving or weaving
- Taken part in traditional Māori healing or massage
- Visited a marae
- Given a mihi or speech
- Attended a hui about Māori related matters
- Read a Māori magazine
- None of these
- Not sure



Thank you

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