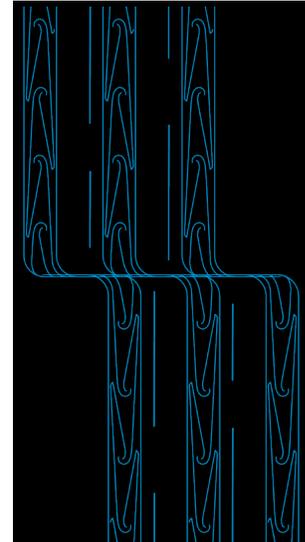




KoPA Model Segmentation 2022

Te Māngai Pāho

November 2022



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The 2022 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.

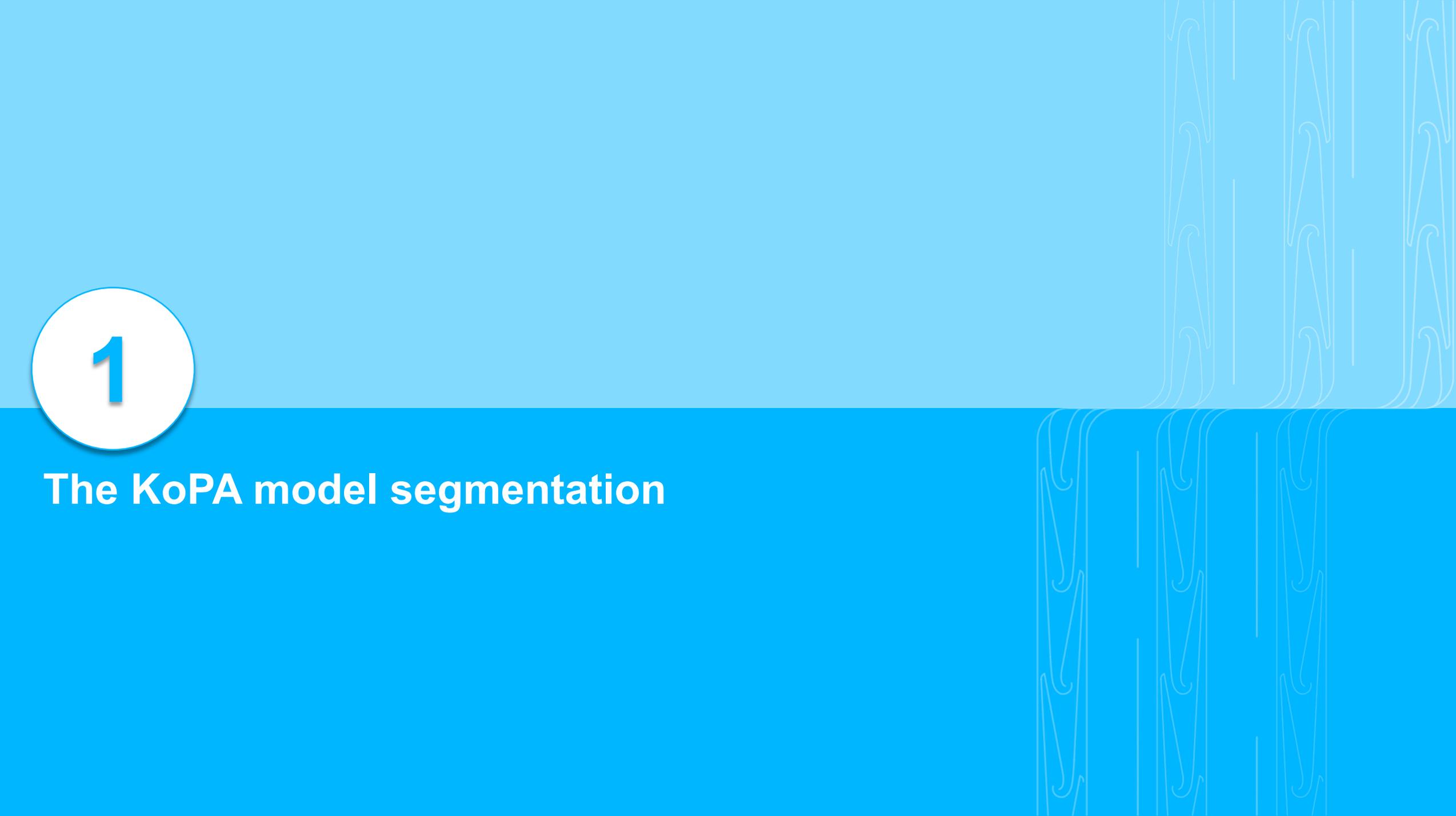
The 2019 version of the KoPA model was created using the same underlying model principles as applied to previous versions, being an initial attitudinal segmentation and then separate criteria for Active Speakers and Culturally Active groups.

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.

2022 – KoPA model

The 2022 survey replicates the 2019 to 2021 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 2022 KoPA model.



1

The KoPA model segmentation

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 'Active Speakers' and 'Culturally Active' segments have been broadly defined ...

Active Speakers

Māori:

- Active users of te reo

Rest of New Zealand:

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

Culturally Active

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

Active Speakers

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

Culturally Active

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

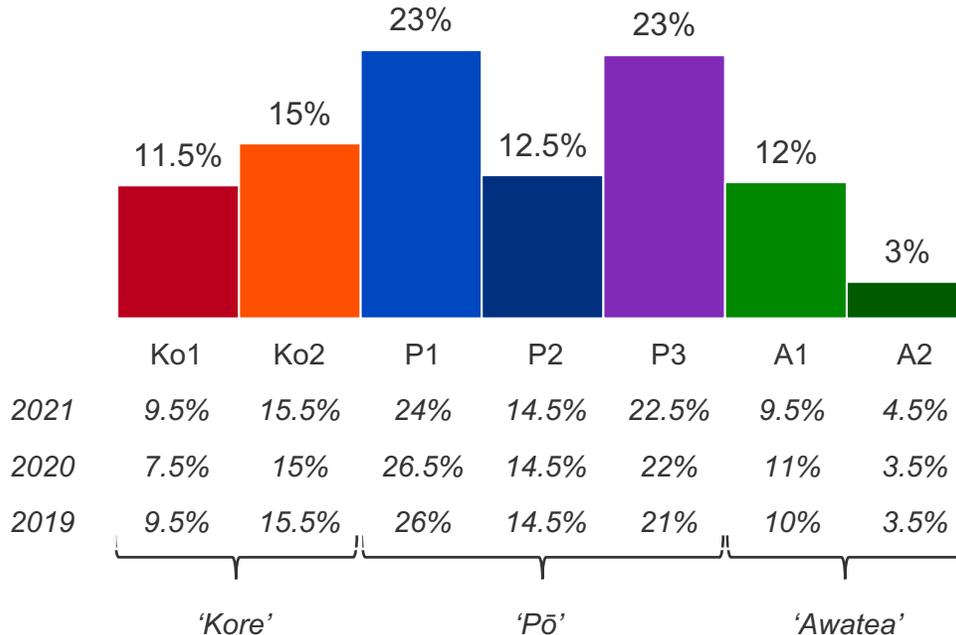
- Te reo knowledgeable OR Māori culture knowledgeable

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

There has been a small decrease across the Pō P1 and P2 segments (from 28.5% in 2021 to 25.5% in 2022). The Kore K1 segment continues to slowly increase in size. There has also been a small increase across the Awatea segments, although fewer A2 'Active Speakers' among the survey respondents in 2022.

KoPA Model segmentation (2022)

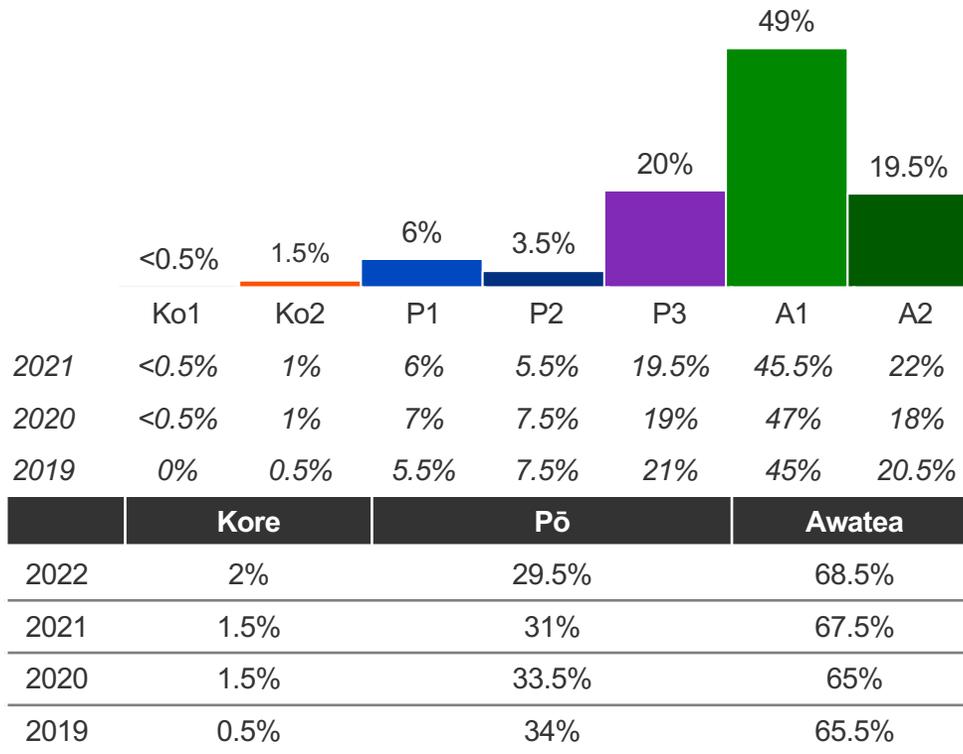


	Kore	Pō	Awatea
2022	26.5%	58.5%	15%
2021	25%	61%	14%
2020	22.5%	63%	14.5%
2019	25%	61.5%	13.5%

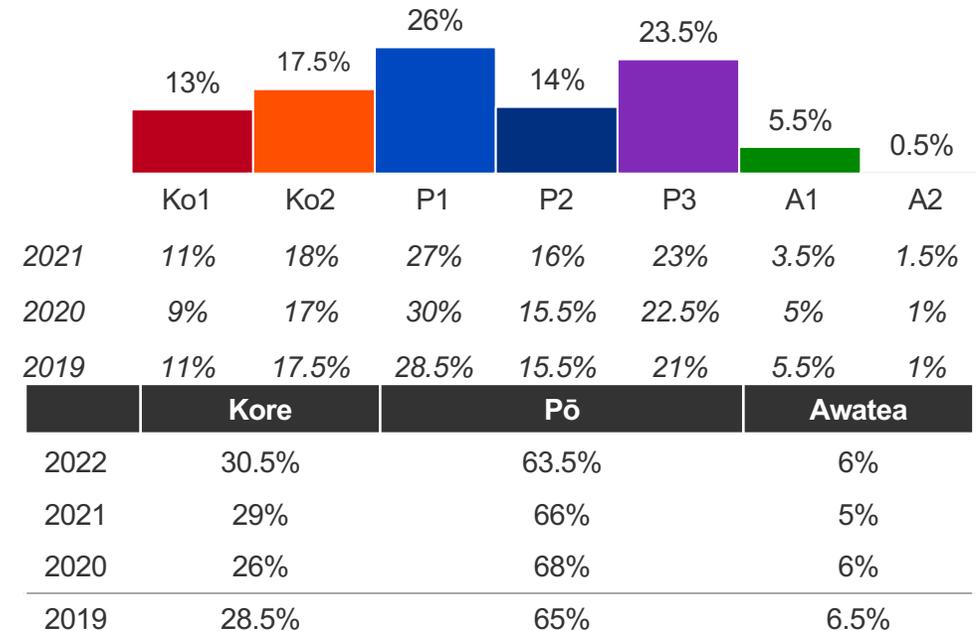
There has been a small shift in the Māori population towards the Awatea segments, although fewer A2 Active Speakers among respondents in 2022. In contrast, the Rest of NZ population has had a slight shift away from Pō and towards the Kore segments.

KoPA Model segmentation (2022)

Māori

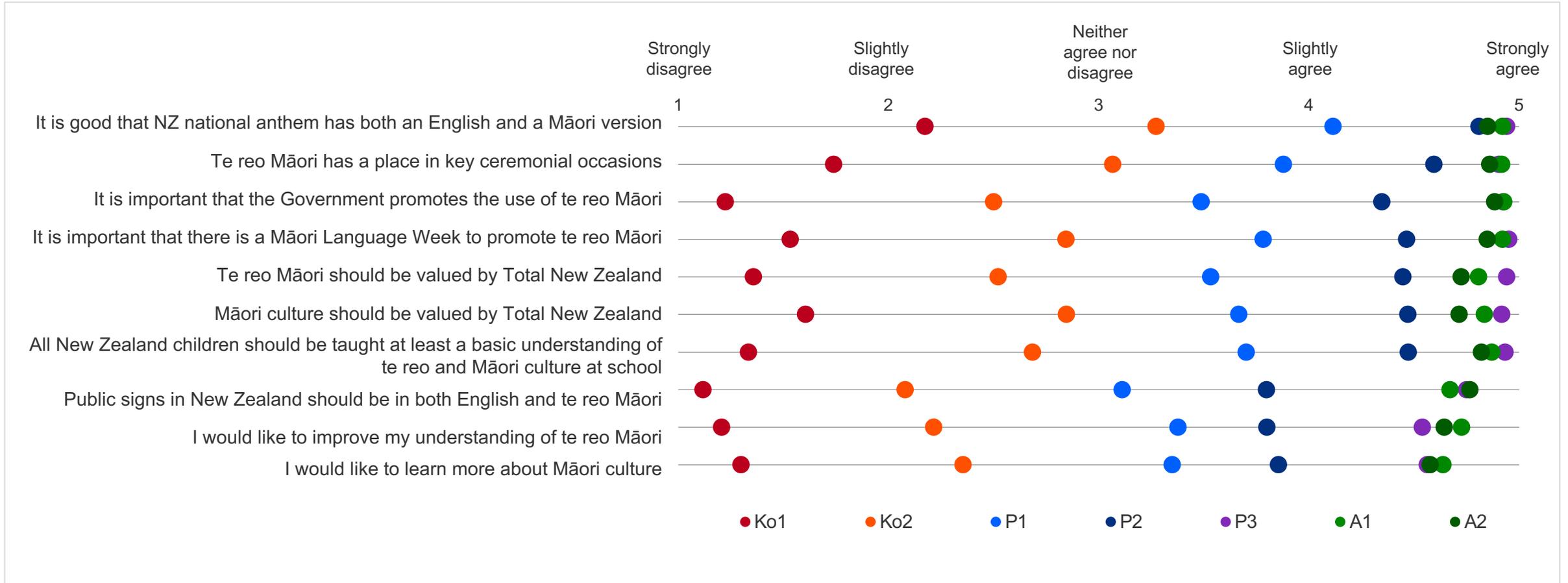


Rest of NZ



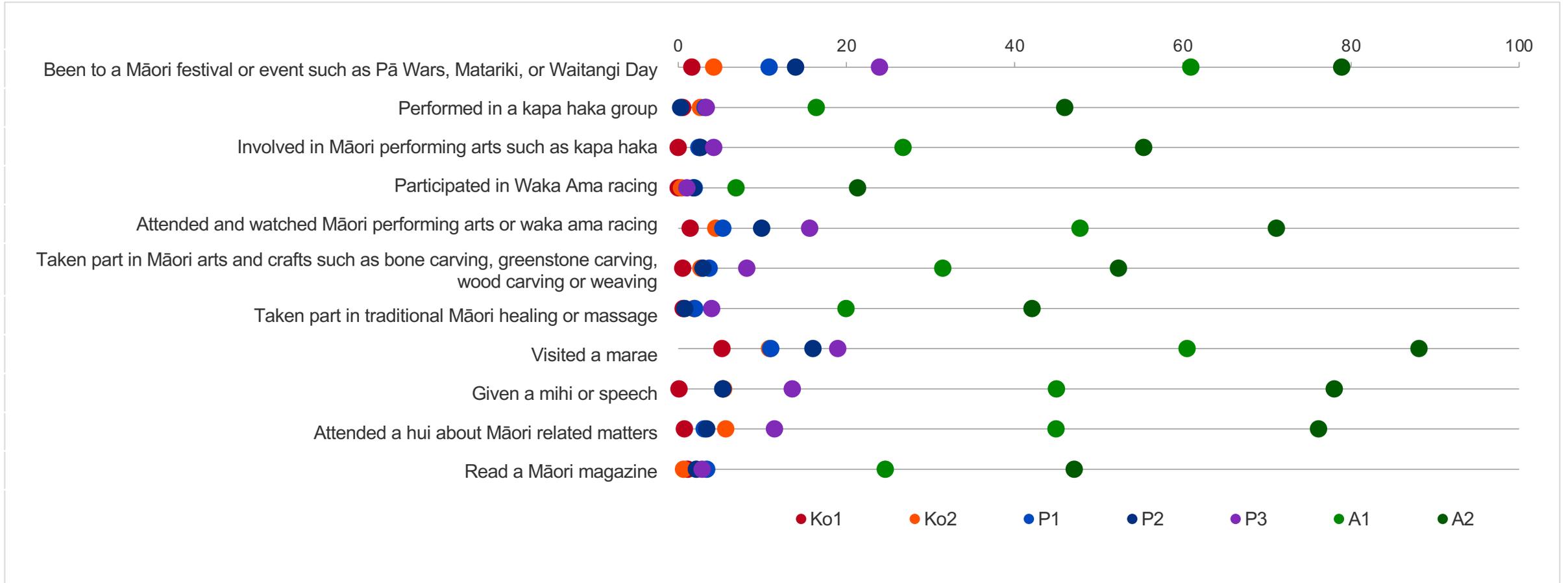
The attitudinal segmentation on which the segments are based form a continuum in attitudes towards te reo Māori and Māori culture and an interest to progress understanding.

Attitudes towards te reo and Māori culture (2022)



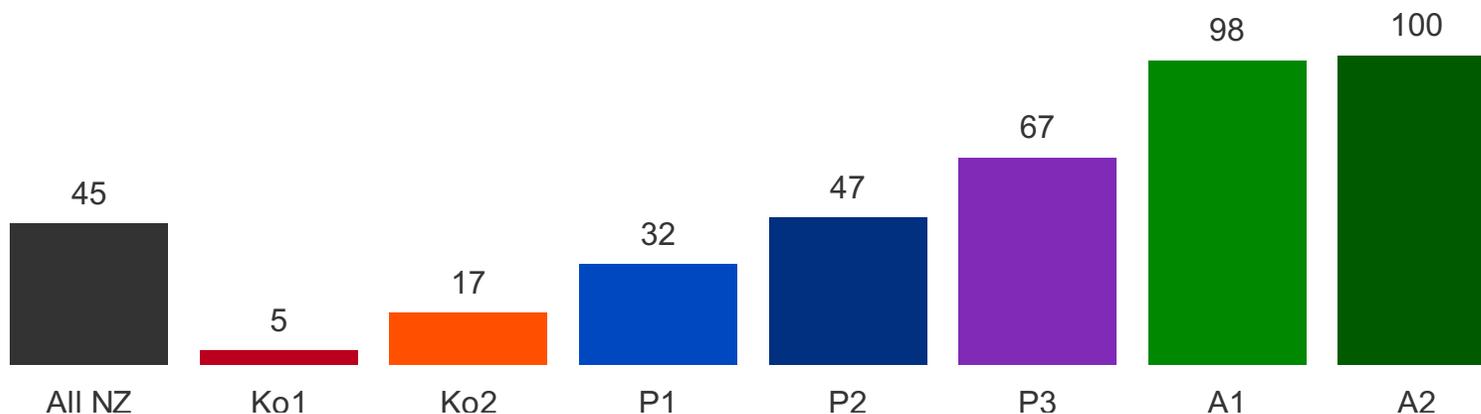
Within the Awatea segments, the A2 segment of 'Active Speakers' are more commonly involved in cultural activities than the A1 'Culturally Active' segment.

Participated in over the past 12 months (% , 2022)



Sharing of te reo or Māori culture over the last 12 months is at a similar level to 2021 among all KoPA segments.

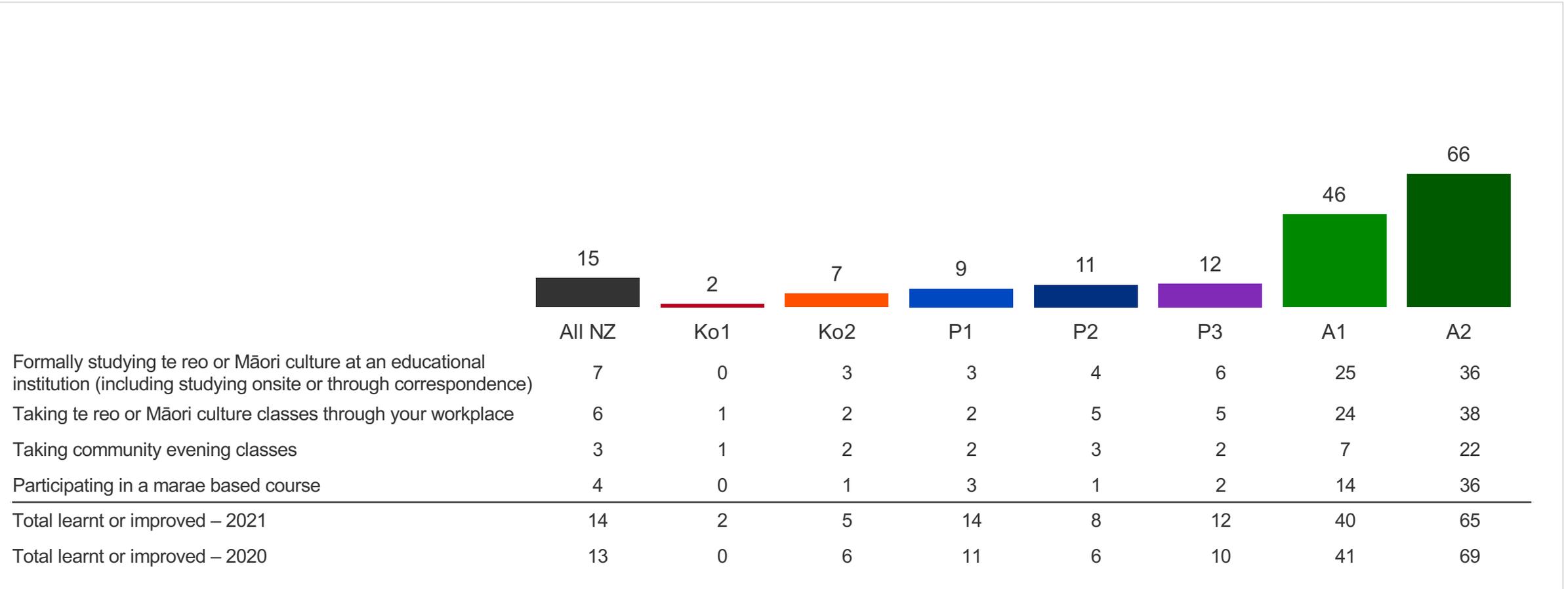
Teaching and sharing of te reo or Māori culture over the last 12 months (% , 2022)

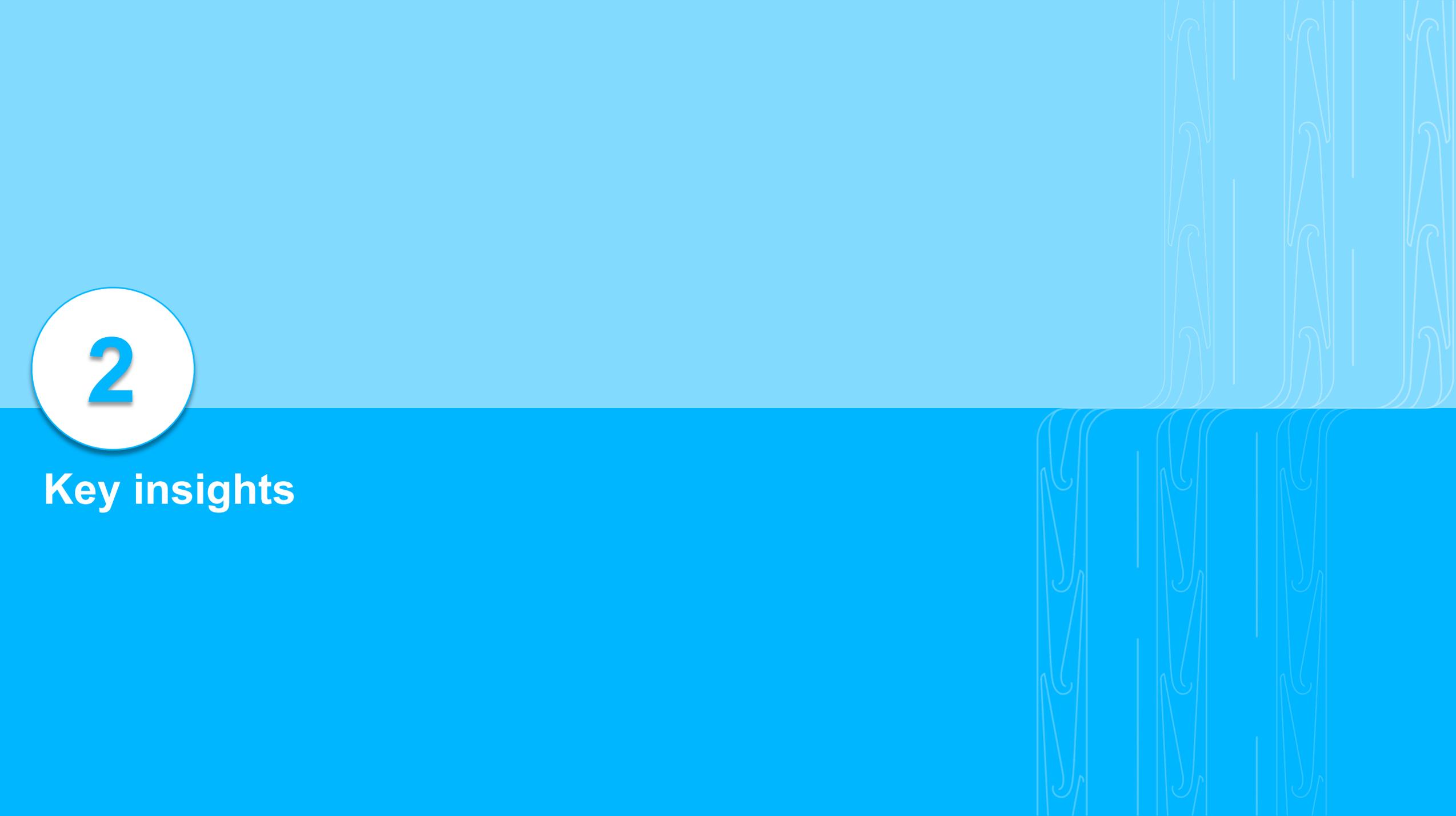


	All NZ	Ko1	Ko2	P1	P2	P3	A1	A2
Taught a word or phrase or an aspect of Māori culture to another family member, friend or work colleague	32	2	8	20	28	45	85	92
Shared with others by using te reo in daily conversation	20	0	3	8	12	25	67	93
Shared an aspect of Māori culture with others	24	2	7	12	15	28	77	95
Shared social media content in te reo or about Māori culture	12	1	2	3	3	14	47	69
Total teaching or sharing – 2021	44	7	18	36	41	60	99	100
Total teaching or sharing – 2020	44	9	19	34	39	58	98	98

Formal study of te reo or Māori culture remains most commonly among the Awatea segments.

Formally learnt or improved Māori language ability or knowledge of Māori culture over the last 12 months (% , 2022)





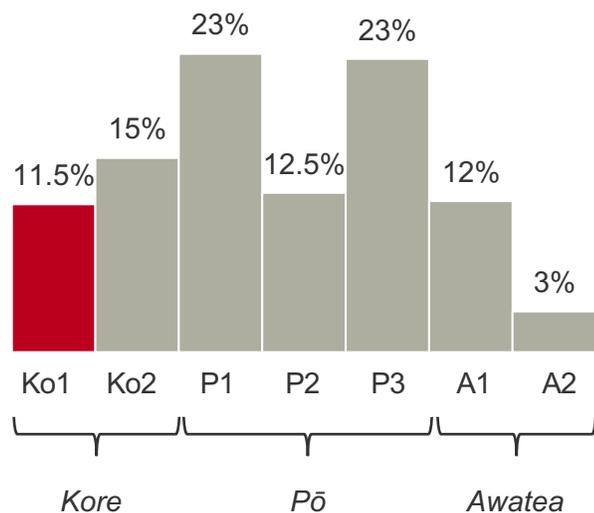
2

Key insights

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



Kore - Ko1 segment



The Kore Ko1 segment has increased in size from 9.5% of New Zealanders in 2021 to 11.5% in 2022.

Demographic profile

This group has a male skew (62%), is older (55% being aged 55 plus), and three in ten are retired. They are predominantly NZ European (89%). They are less likely than other New Zealanders to be residing in Auckland, and more likely to be residing in Canterbury.

Attitudes towards te reo and Māori culture

Kore 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.

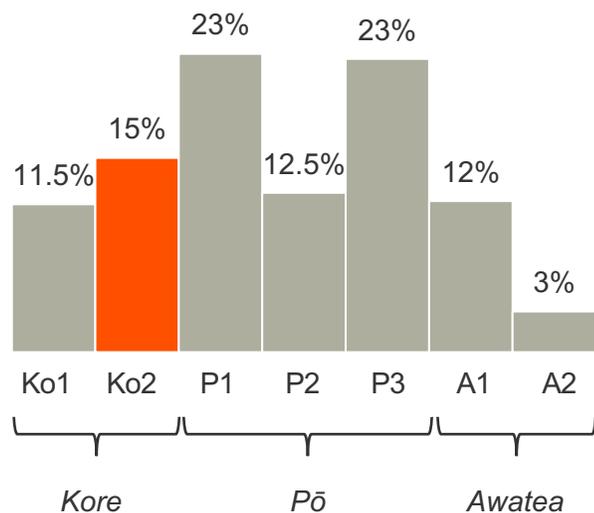
Implications

It remains challenging to engage with Kore 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 Kore 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 - Ko2 segment



The size of the Kore Ko2 segment remains consistent with previous years at 15% of New Zealanders.

Demographic profile

Kore Ko2 has a male skew (60%), is slightly older (42% being aged 55 plus), and one in four ten are retired. They are predominantly NZ European (80%) or Asian (16%). They have no strong regional skews.

Attitudes towards te reo and Māori culture

Kore 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 (39% supportive) and te reo being used in key ceremonial occasions (29% supportive). They have low understanding of te reo or of Māori culture, and few (6% to 7%) are interested in learning more. Three in five claim to have at least some understanding of Matariki, and half agree that their understanding has increased this year. Only two in five support Matariki being a New Zealand public holiday, and one in five oppose it.

Engagement with Māori programming

Similar to Ko1, they 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, the claimed impact has improved. Although still moderate, one in three viewers and listeners now agree that their understanding of te reo, Māori culture and Māori perspectives has improved to some degree.

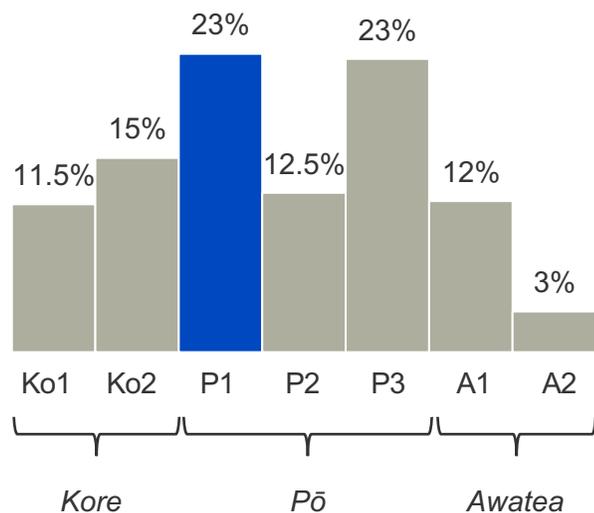
Implications

Although slightly more positive in attitudes than Kore Ko1, it will also be challenging to engage with Kore 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. Similar to Ko1, Kore 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 Pō 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 - P1 segment



The size of the Pō P1 segment has been slowly decreasing from 26.5% in 2020 to 24% in 2021 and to 23% in 2022.

Demographic profile

Pō P1 has a slight male skew (54%) 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 visiting a marae (11%) or attending a Māori festival or event (11%). Their attitudes towards te reo and Māori culture are generally mildly positive or neutral. They have little understanding of te reo, however three in four 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'. Just under one in ten (9%) are currently involved in formal study. Two thirds have some understanding of Matariki, and agree that their understanding has improved. Similarly, two thirds support Matariki being a public holiday.

Engagement with Māori programming

Pō P1 engagement with Māori programming, including television, radio and digital, is stable but low, and similar to the P2 segment. Inability to speak te reo is the main reason for not viewing Whakaata Māori, followed by a lack of interest. Among those who view or listen to Māori programming, the claimed impact on their understanding of te reo and Māori culture improved in 2021 to match P2. These improvements have generally been maintained this year. Among those viewing Māori programming, the programmes that they choose to watch are improving their Māori culture knowledge to some degree for one in two, and improving their te reo for two in five.

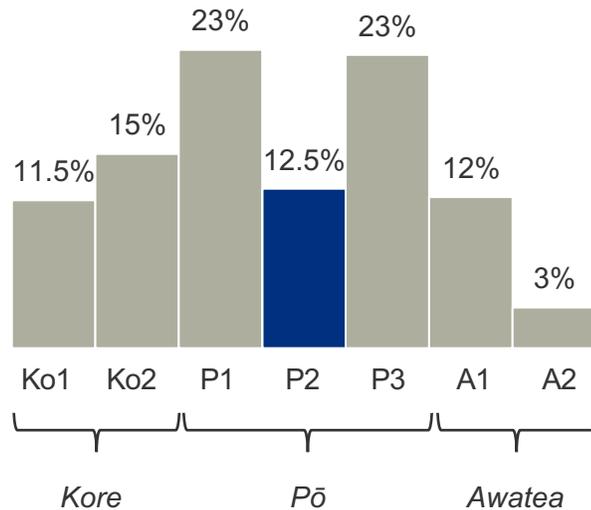
Implications

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 Pō P2 are interested in improving their understanding of te reo and Māori culture, although their interest is typically 'slight'. Their engagement in Māori programming is low and similar to the P1 segment.



Pō - P2 segment



The size of the Pō P2 segment has declined from 14.5% to 12.5%.

Demographic profile

Pō P2 has a female skew (57%). Although less likely to be aged 65 plus, they are spread across the younger and mid age groups. P2 do not have a regional skew. 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 (16%), attending a Māori festival or event (14%), or attending Māori performing arts or waka ama racing (10%). 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. Three in four would like to improve their understanding of te reo and Māori culture, although interest is typically 'slight' rather than 'strong'. One in three have improved their knowledge over the past 12 months, and 11% have undertaken formal study. Three in four have some understanding of Matariki, and 70% agree their understanding has improved. Most support Matariki being a public holiday.

Engagement with Māori programming

Despite Pō P1 having higher interest in te reo and Māori culture than P1, their engagement with Māori programming is low and similar to the P1 segment. Inability to speak te reo is their main reason for not viewing Whakaata Māori, followed by a lack of time and not being tuned into the channel. Among those viewing Whakaata Māori, the claimed impact on Māori culture and te reo has decreased this year. Claimed improvement remains more stable among those who view or listen to Māori programming in general, including television, radio and digital. Similar to P1, the programmes that they choose to watch are improving their Māori culture knowledge to some degree for one in two, and improving their te reo for two in five.

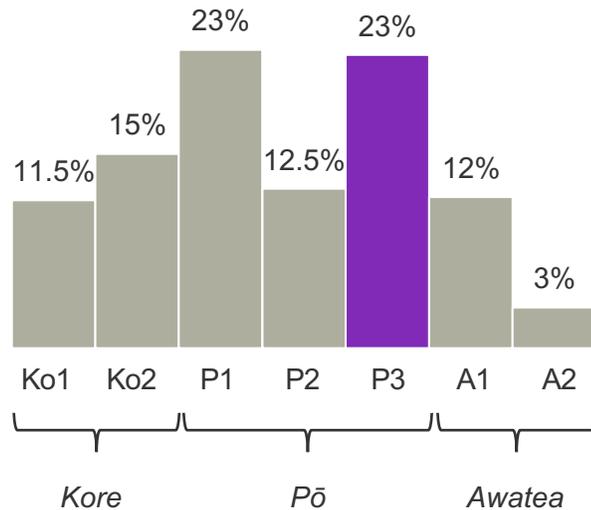
Implications

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 - P3 segment



The size of the Pō P3 segment is similar to 2021 at 23%.

Demographic profile

Pō P3 has a female skew (60%) and a younger age profile (40% are aged under 35). They are relatively representative of all New Zealanders for region and ethnicity, although with a slight skew towards Pacific Peoples (12%).

Attitudes towards te reo and Māori culture

One in four have visited a marae in the past 12 months, and one in five have been to a Māori festival. Other common activities are attending Māori performing arts or waka ama racing (16%), attending a hui about Māori related matters (11%) or giving a mihi (14%). 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 12% have participated in formal study over the past 12 months. Most have some understanding of Matariki, and four in five agree that their understanding has improved this year. Most strongly support Matariki being a public holiday.

Engagement with Māori programming

Of the Pō segments, P3 have the highest level of engagement with Māori programming. Just under one in five are weekly viewers of Whakaata Māori and half have viewed Māori programming on other channels in the last 3 months. Their engagement with iwi radio and digital Māori programming is more moderate. Among those viewing or listening to Māori programming, it is improving the Māori culture knowledge of two in three and te reo ability of three in five.

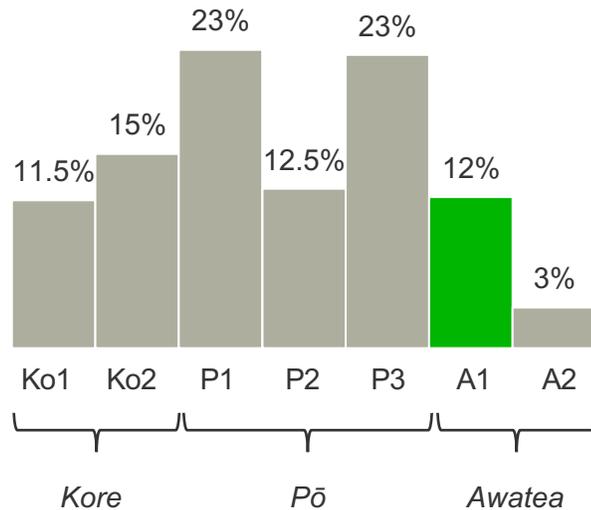
Implications

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. Of the Pō segments, P3 are currently the most engaged with Māori programming. but it will be important to provide content that uses subtitles to encourage viewing and content that appeals to this segment.

The Culturally Active (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 - Culturally Active (A1) segment



The Culturally Active (A1) segment has increased slightly to 12% of the New Zealand population, and being half of the Māori population.

Demographic profile

Culturally Active (A1) has a female skew (61%), is younger (48% are aged under 35), and three in five identify as Māori. They are less likely to be residing in the South Island, and more likely to be living in Northland and Waikato / Bay of Plenty.

Attitudes towards te reo and Māori culture

Culturally Active (A1) are participating in a wide range of cultural activities including attending hui about Māori-related matters (45%), giving a mihi (45%), and taking part in Māori arts and crafts (31%). Although many are involved in Māori performing arts (27%), only 16% 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 few 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 almost half are engaged in formal study. Most have some knowledge of Matariki and over half have a good understanding. Most are strongly supportive of Matariki being a public holiday.

Engagement with Māori programming

Weekly viewing of Whakaata Māori programming has decreased from one in two to 38% this year. One in five listen to iwi radio at least weekly, and Culturally Active (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.

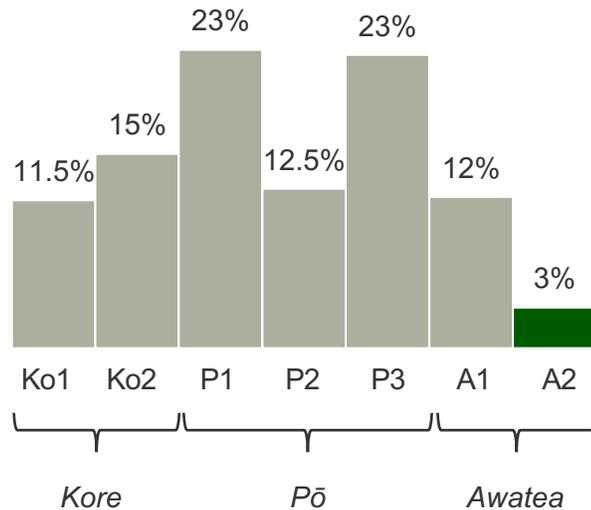
Implications

Culturally Active (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.

Active Speakers (A2) converse in te reo on a daily basis and most have a good understanding of Māori culture. There is still high interest in improving. They are the highest consumers of Māori programming content, although showing signs of slightly lower engagement this year.



Awatea - Active Speakers (A2) segment



There are fewer A2 'Active Speakers' among the survey respondents in 2022 at 3%. This segment makes up one fifth of the Māori population.

Demographic profile

Active Speakers (A2) has a female skew (58%), is younger (44% are aged under 35), and almost nine in ten identify as Māori. They are less likely to be residing in 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

Active Speakers (A2) are immersed in a wide range of cultural activities including Māori arts and crafts (52%), Māori performing arts (55%), Māori healing or massage (42%), and waka ama racing (21%). Almost half 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 29% 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. 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

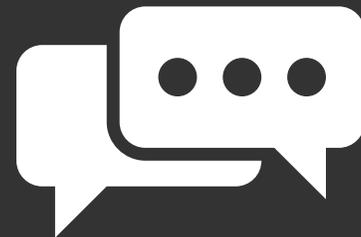
Weekly viewing of Whakaata Māori has decreased from four in five to three in five, and listening to iwi radio weekly from half to 37%. This segment remains the most likely to be using digital media to access Māori content, although slipping back slightly this year. The majority agree that Māori programming is helping to improve their knowledge of te reo and Māori culture.

Implications

A2 'Active Speakers' 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 A2 'Active Speakers' 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 slightly lower than in 2020 at 8%.

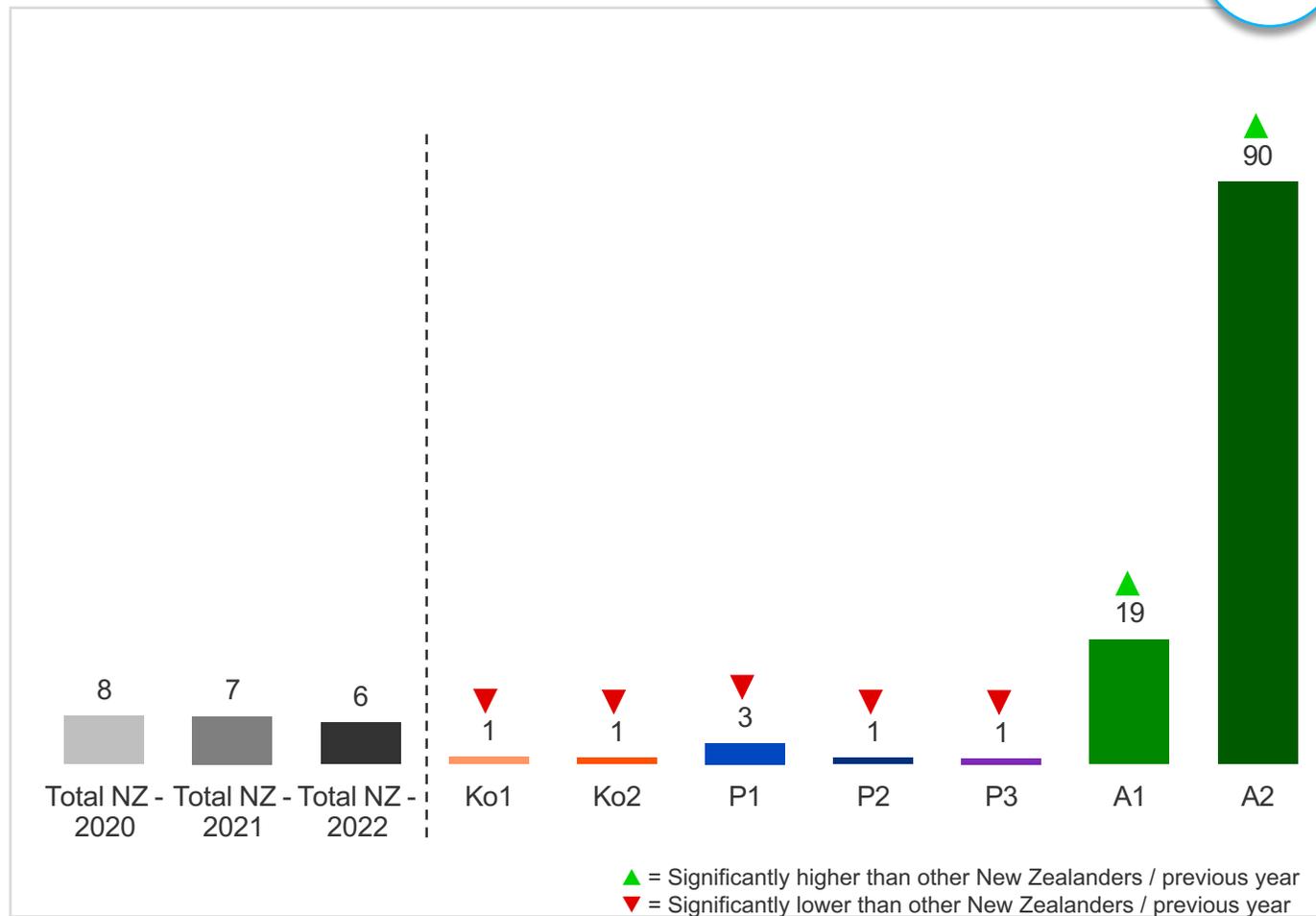
Able to have a conversation about a lot of everyday things in te reo Māori (% , 2022)



KEY FINDINGS

- Nine in ten (90%) Active Speakers (A2) are able to have a conversation in te reo about everyday things.
- There has been a gradual decrease among Culturally Active (A1) in ability to have a conversation in te reo, from 28% in 2020 to 19% in 2022.
- 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
2022	1	1	3	1	1	19	90
2021	0	1	4	1	1	24	88
2020	0	0	4	1	1	28	90



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

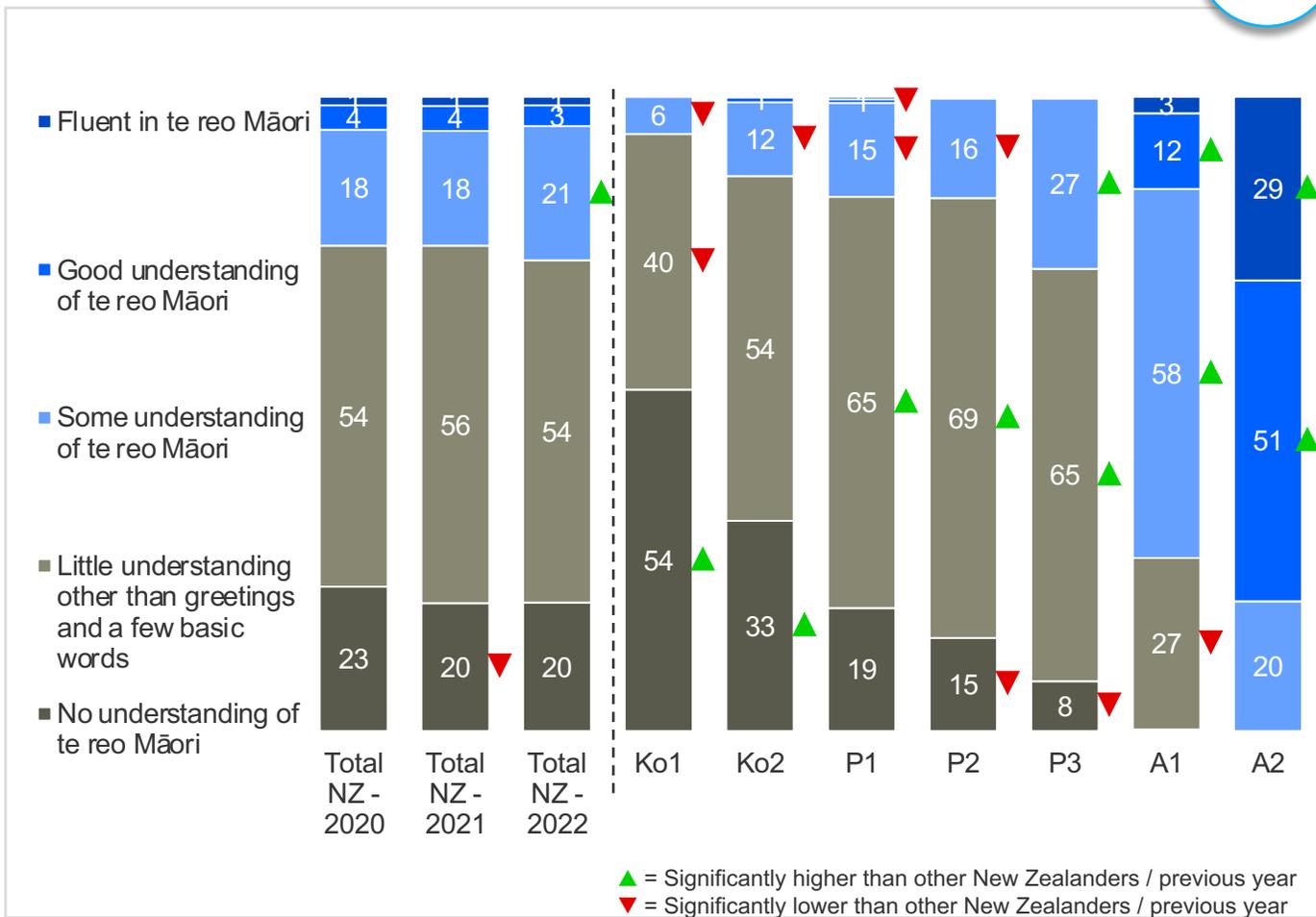
Level of te reo Māori in situations feel most confident with ability (% , 2022)



KEY FINDINGS

- One in five New Zealanders (21%) 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 Active Speakers (A2) have a good understanding of te reo, and three in ten consider themselves to be fluent.
- Only 14% of Culturally Active (A1) have a good understanding of te reo or are fluent. Three in five have at least some understanding, but one in four 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 (27%) within P3 however claim to have some understanding of te reo, and 16% within P2 and P1.
- Those within the Kore segments typically have either no or little understanding of te reo. However, just over one in ten within Ko2 claim to have some understanding.

Good understanding / fluent (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	0	1	1	0	0	14	80
2021	0	0	2	0	1	16	78
2020	0	1	3	0	0	18	70



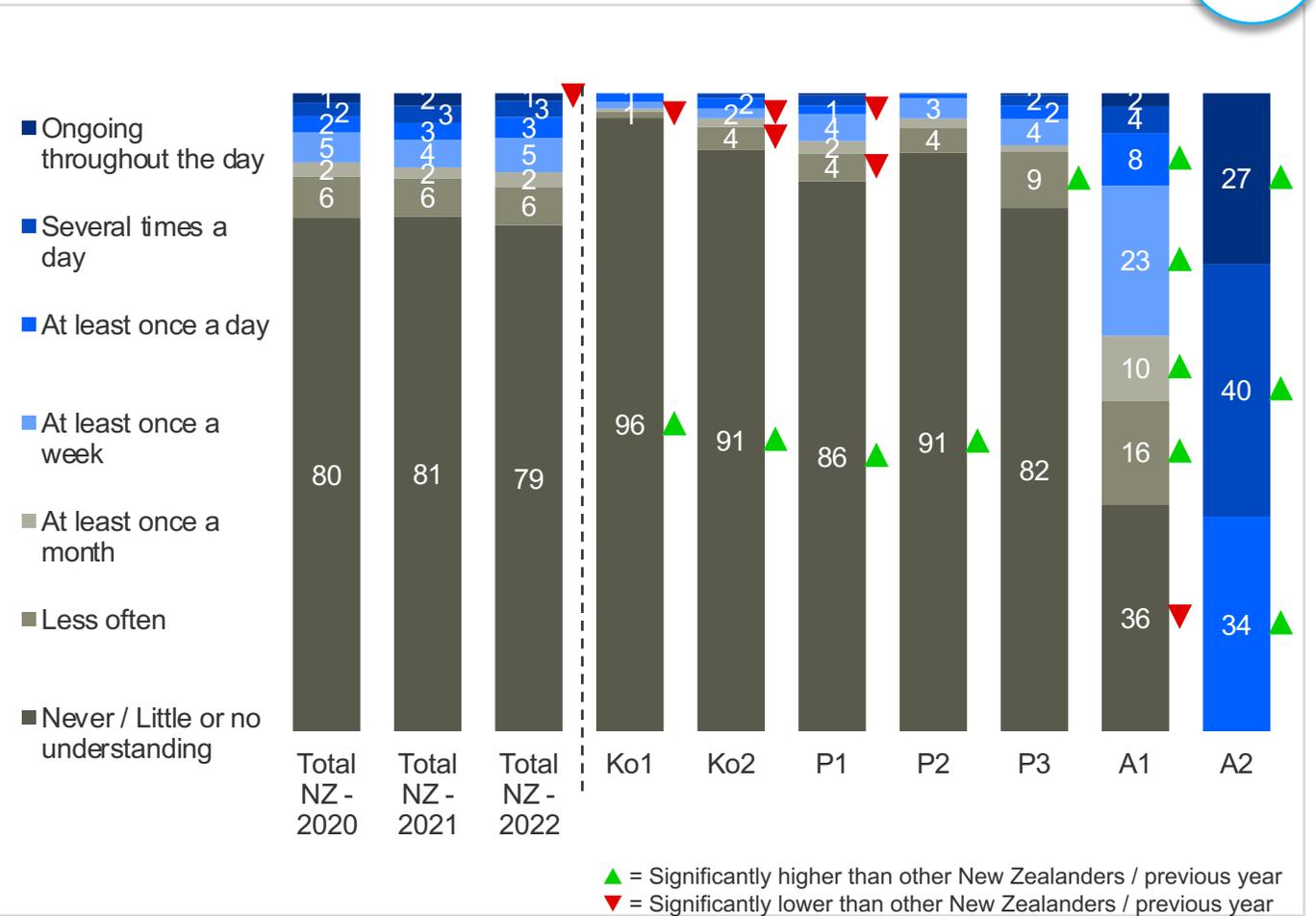
Two in three Active Speakers (A2) converse in te reo either ongoing or several times a day, while just over one in ten Culturally Active (A1) have daily conversations in te reo.

Use of te reo Māori for conversations in everyday life (% , 2022)



KEY FINDINGS

- Seven percent of New Zealanders converse in te reo on a daily basis.
- All Active Speakers (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 Culturally Active (A1) converse in te reo on a daily basis, and a further 23% at least weekly. However, one in four converse in te reo on a less frequent basis, and 36% 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 (%)	Total NZ	Ko1	Ko2	P1	P2	P3	A1	A2
2022	7	1	2	3	1	4	14	100
2021	7	0	2	4	1	3	12	100
2020	6	1	1	4	1	2	8	100

Source: Which of the following best describes how often you have conversations in te reo Māori in your everyday life? Please exclude your use of single words or greetings.
 Base: Total New Zealand - 2020 n = 2500 | 2021 n = 2505 | 2022 n = 2502; 2022 - Ko1 n = 197 | Ko2 n = 268 | P1 n = 441 | P2 n = 235 | P3 n = 540 | A1 n = 563 | A2 n = 198

Although many Active Speakers (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.

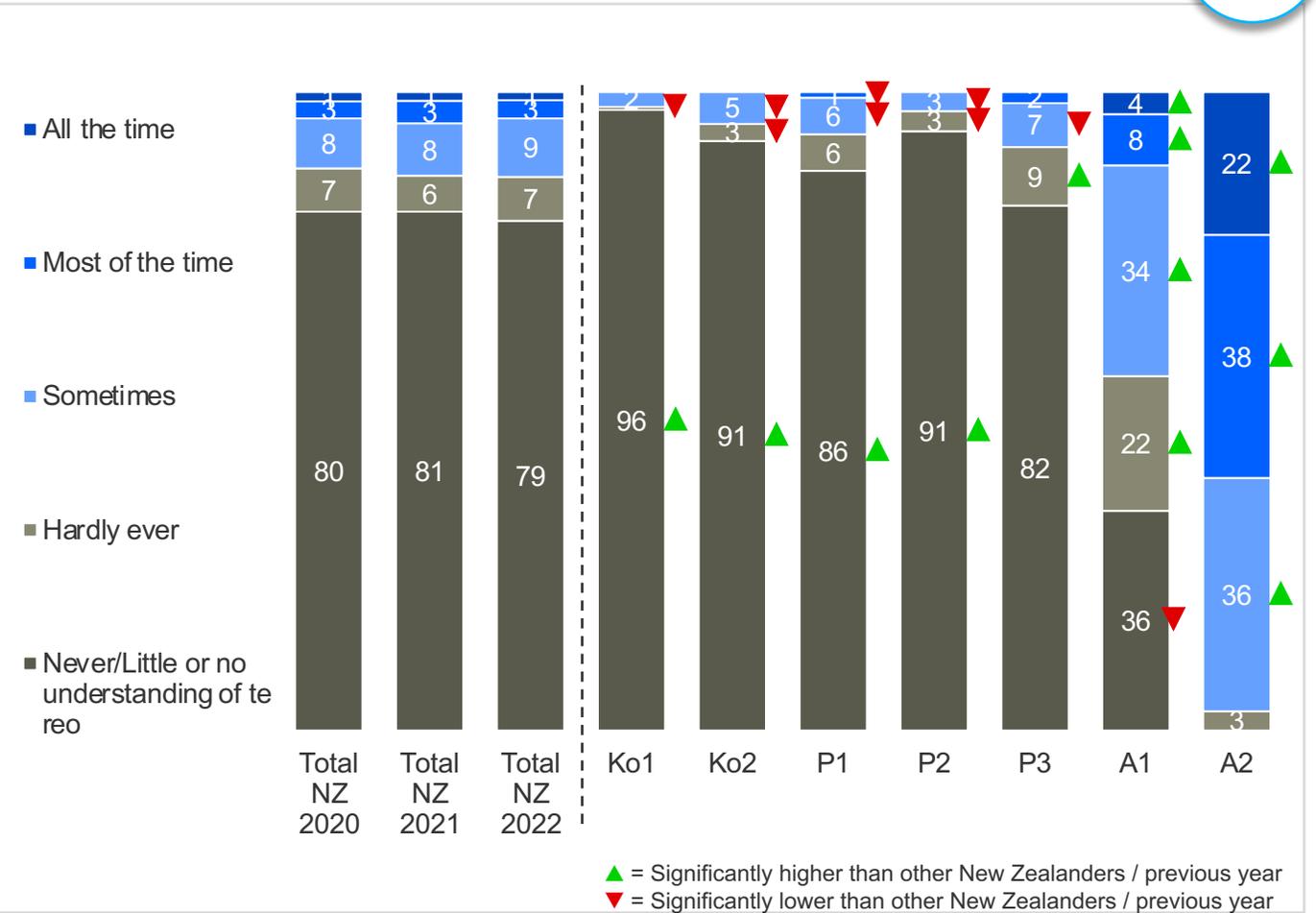
Use of te reo rather than another language when have the opportunity and feel confident (% , 2022)



KEY FINDINGS

- Three in five Active Speakers (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 3% choose to hardly ever speak in te reo.
- Half of the Culturally Active (A1) segment 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 one in ten (12%) will do this 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. This is most common among P3 at 9%.

All / most of the time (%)	Total NZ	Ko1	Ko2	P1	P2	P3	A1	A2
2022	4	0	0	1	0	2	12	60
2021	5	0	1	1▼	1	2▲	13	62
2020	4	0	0	2	0	1	13	58



Just over half of New Zealanders (55%) express interest in improving their understanding of te reo, and almost three in ten are strongly interested. Interest is highest among Pō P3 and the Awatea segments.

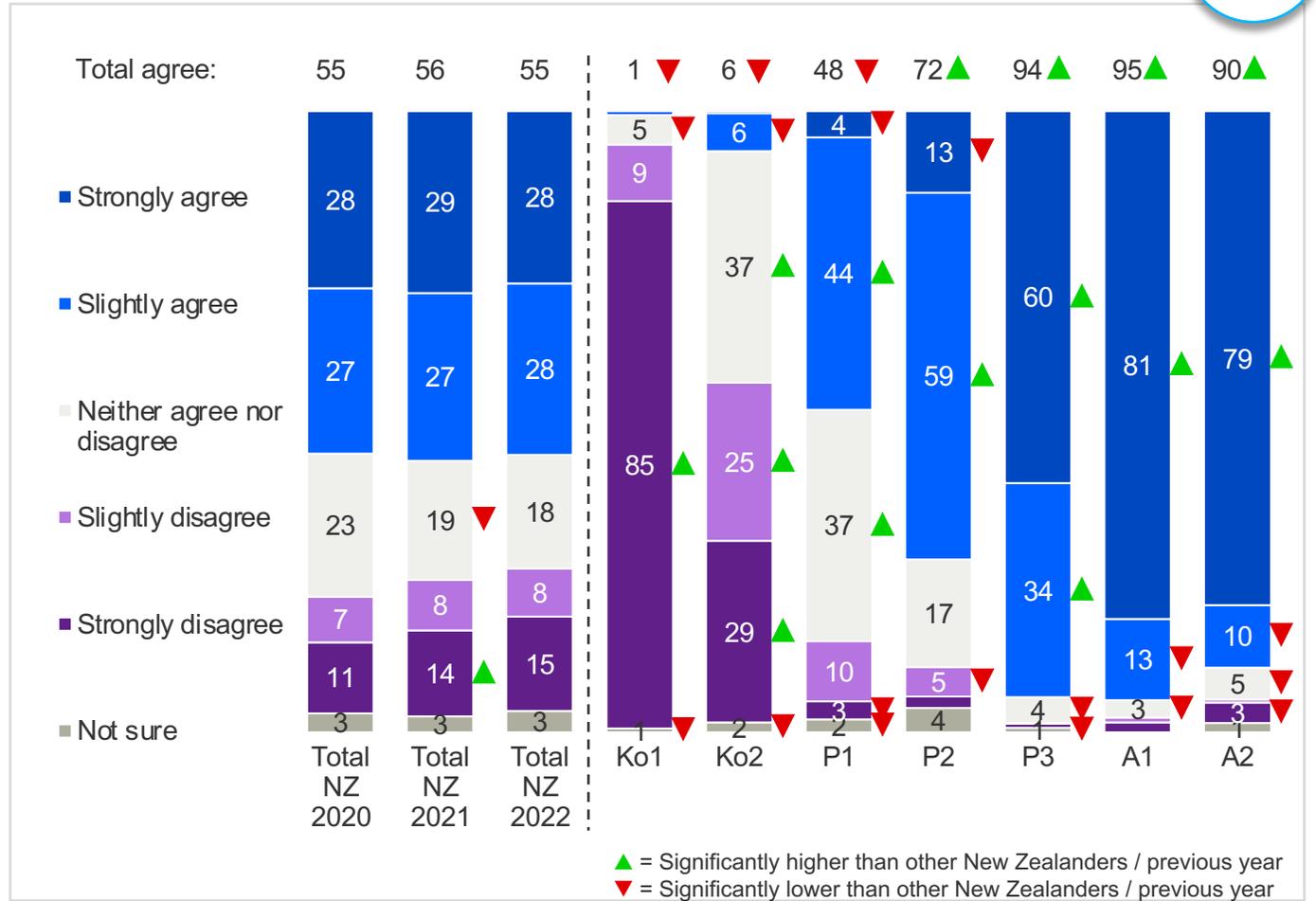
Desire to improve understanding of te reo Māori (% , 2022)



KEY FINDINGS

- The majority within the Awatea segments would like to improve their understanding of te reo, and four in five feel strongly so.
- Among the Pō segments, interest in improving their understanding of te reo increases from 48% among P1 to 72% among P2 and 94% among P3. Those within P1 and P2 are typically slightly rather than strongly interested in improving. However, three in five Pō P3 strongly agree that they would like to improve their understanding of te reo Māori.
- Very few within the Kore segments have a desire to improve their understanding of te reo. Ko2 are a mix of being neutral or disagreeing. The majority within Ko1 strongly disagree that they would like to improve.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	1	6	48	72	94	95	90
2021	2	7	46	73	95	96	94
2020	5	7	41	68	94	93	92



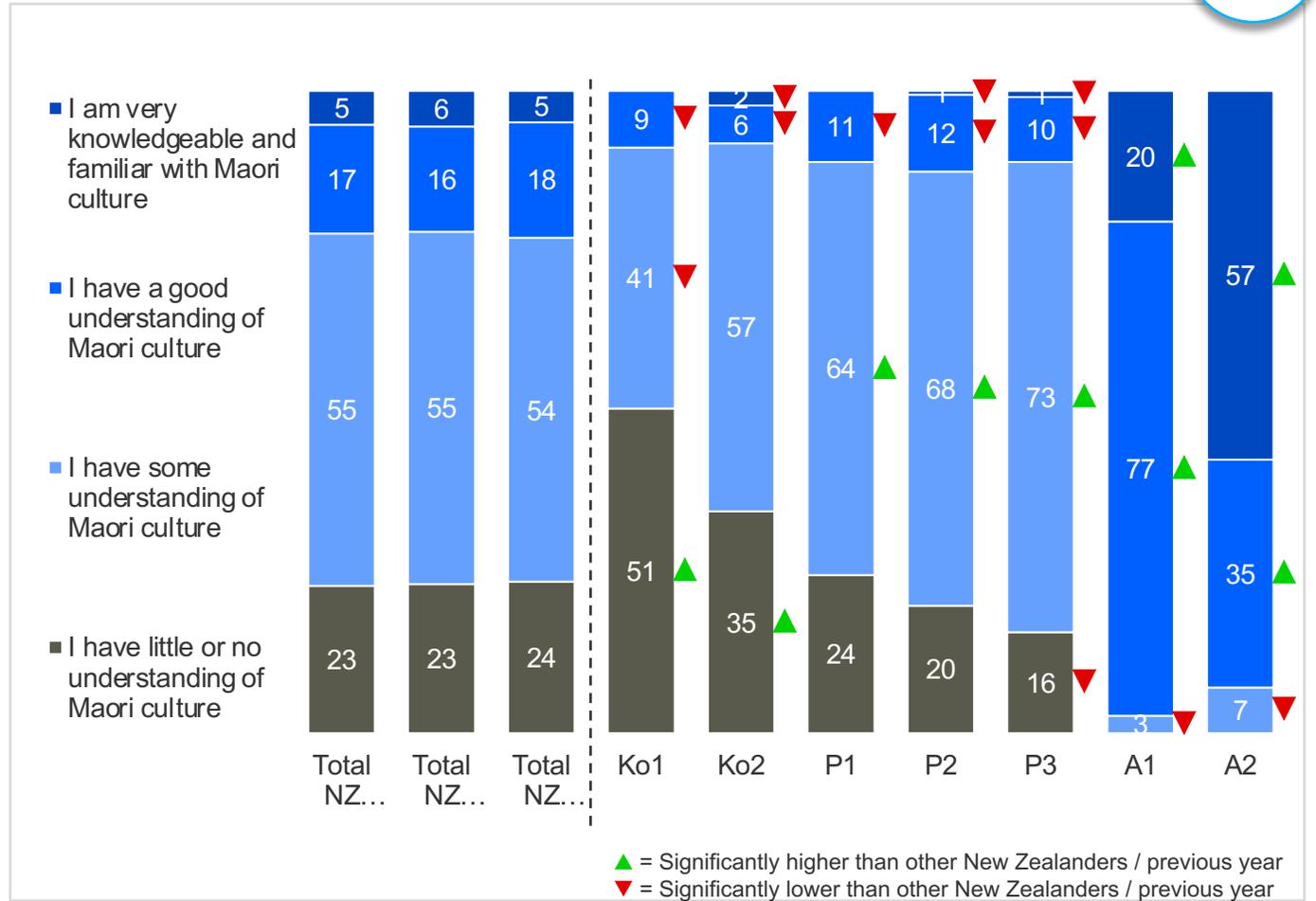
Three in four New Zealanders have some understanding of Māori culture, although only one in four have a good understanding or are very knowledgeable.

Level of Māori culture understanding (% , 2022)

KEY FINDINGS

- Three in five Active Speakers (A2) are very knowledgeable and familiar with Māori culture. The remainder typically have a good knowledge although 7% have only some understanding.
- Most within Culturally Active (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 one in ten claim to have a good understanding. Knowledge does build from P1 through to P3, as those with at least some understanding increases from 76% among P1 to 80% among P2 and 84% among P3.
- Understanding is lowest among the Kore segments. However, two in three within Ko2 and half within Ko1 claim to have at least some understanding of Māori culture.

Good / very knowledgeable (%)	Total NZ	Ko1	Ko2	P1	P2	P3	A1	A2
2022	23	9▲	8	11	13	11	97	93
2021	22	4	11	12	10	11	95	93
2020	22	8	7	11	12	11	96	94



Similar to te reo, slightly over half New Zealanders (56%) are interested in learning more about Māori culture. Interest is highest among Pō P3 and the Awatea segments.

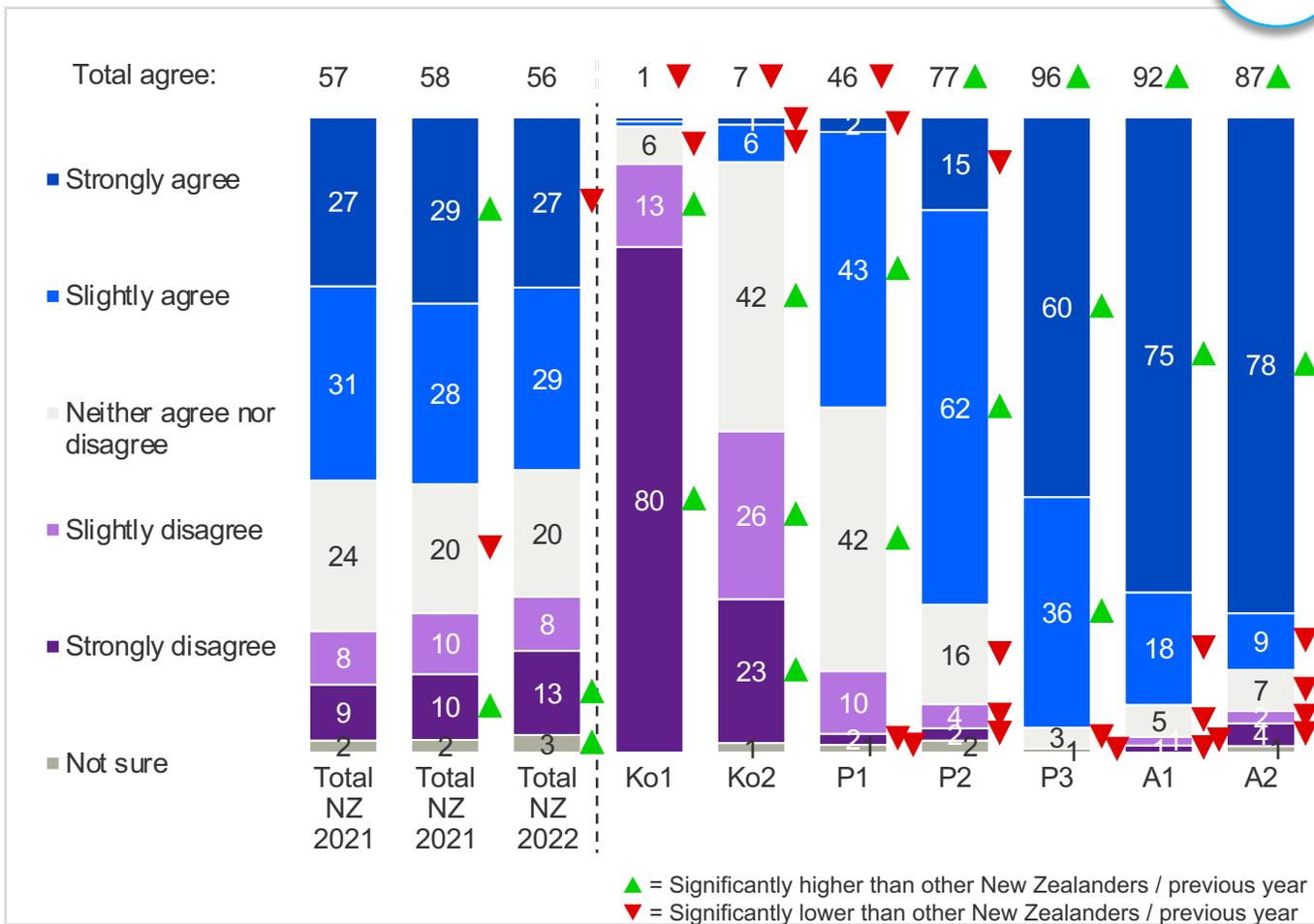
Interest in learning more about Māori culture (% , 2022)



KEY FINDINGS

- The majority within the Awatea segments are interested in learning more about Māori culture. Furthermore, around three in four within both Culturally Active (A1) and Active Speakers (A2) express strong interest.
- The majority within Pō P3 are also interested in learning more about Māori culture. Although lower than the Awatea segments, three in five are strongly interested which reflects their level of interest to also improve their te reo ability.
- Three in four within Pō P2 and half within Pō 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. Ko2 are a mix between being neutral or disagreeing, while the majority within Ko1 strongly disagree.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	1	7	46	77	96	92	87
2021	3	10	46	78	96	95	94
2020	3	9	42	77	95	92	88



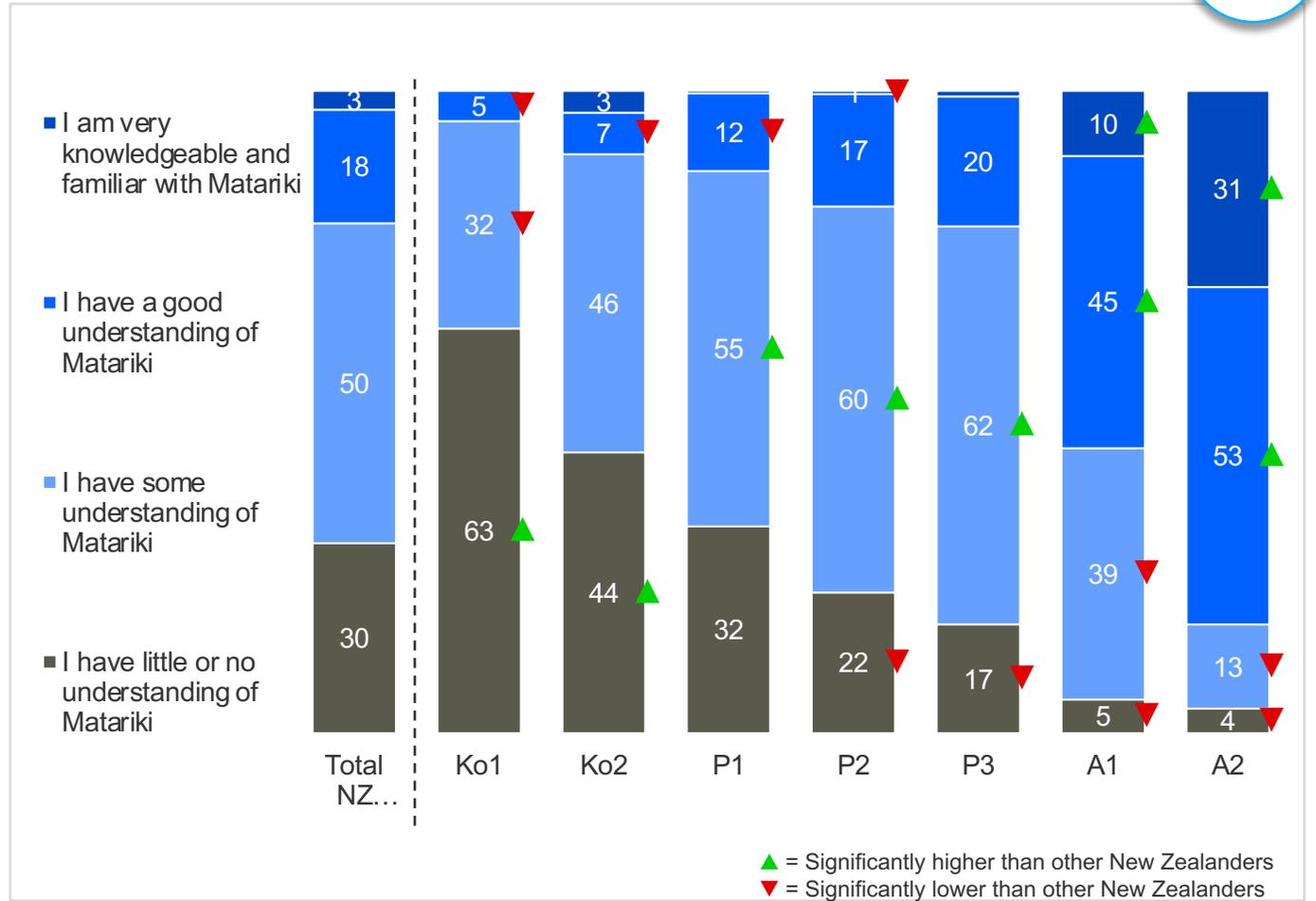
Seven in ten New Zealanders claim to have at least some understanding of Matariki and its role within Māori culture. However, only one in ten claim to have a good understanding or be very knowledgeable.

Level of understanding about Matariki and its role within Māori culture (% , 2022)



KEY FINDINGS

- Most Active Speakers (A2) have a good knowledge of Matariki and its role within Māori culture, and three in ten are very knowledgeable and familiar.
- Most Culturally Active (A1) have at least some understanding of Matariki. Just over half have a good understanding, although only one in ten are very knowledgeable.
- Among the Pō segments, many have some understanding of Matariki, and one in five within P3 and P2 claim to have a good understanding. Claimed knowledge does increase moving from P1 to P3, with 68% of P1 having at least some knowledge, 78% of P2 and 83% of P3.
- Few within the Kore segments claim to have a good understanding of Matariki. Just over half within Ko2 do have at least some understanding, and two in five within Ko1.



Good / very knowledgeable (%)	Total NZ	Ko1	Ko2	P1	P2	P3	A1	A2
2022	21	5	10	12	18	21	56	83

Source: The following questions are about Matariki. Please think about the Matariki Māori New Year rather than the public holiday. Which of the following statements best describes your understanding of what Matariki is, and its role within Māori culture?

Base: Total New Zealand - 2022 n = 2502; 2022 - Ko1 n = 197 | Ko2 n = 268 | P1 n = 441 | P2 n = 235 | P3 n = 540 | A1 n = 563 | A2 n = 198

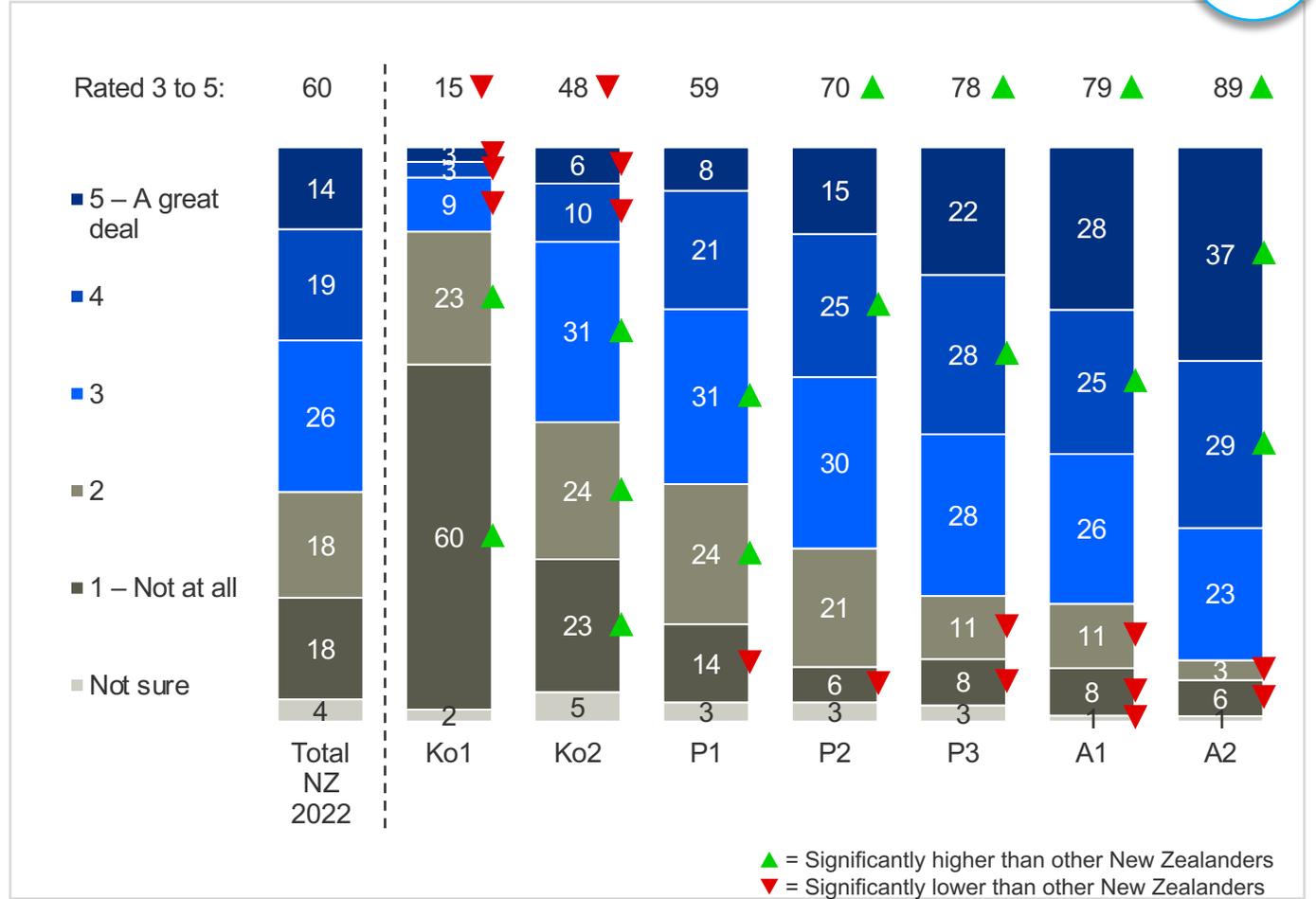
Three in five New Zealanders agree that their understanding of Matariki has increased this year to some degree (rating as '3' to '5 - A great deal').

Extent that understanding of Matariki has increased this year (% , 2022)



KEY FINDINGS

- Agreement that their understanding of Matariki has increased to some degree this year (rated as 3 to 5) builds moving from left to right along the KoPA spectrum.
- The majority within Active Speakers (A2), and almost four in five within Culturally Active (A1) and Pō P3, agree that their understanding of Matariki has increased (rating as '3' to '5 - A great deal'). Agreement that it has increased 'a great deal' is highest among Active Speakers (A2) at almost two in five.
- Seven in ten within Pō P2 and three in five within Pō P1 agree that their understanding has increased, although less commonly to a great deal.
- Half within Kore Ko2 agree that their understanding of Matariki has increased, although this tends to be more moderate (rating as 3).
- Few within Kore Ko1 agree that their understanding has increased this year, and three in five state that it has not increased at all (rating as 5).



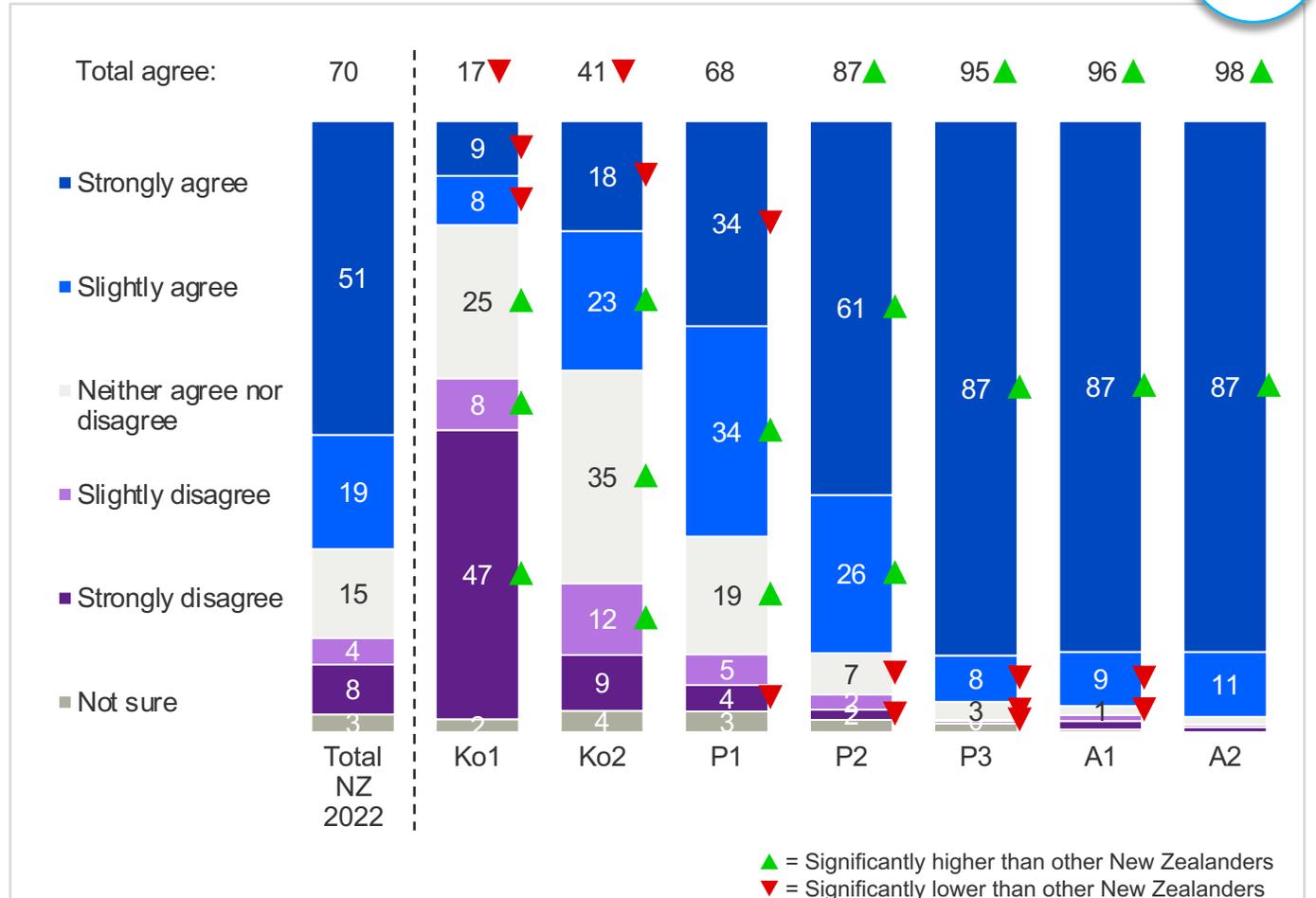
Seven in ten New Zealanders support Matariki being a New Zealand public holiday, and one in two strongly so. Only 13% of New Zealanders are in disagreement overall.

Agreement that Matariki should be a New Zealand public holiday (% , 2022)



KEY FINDINGS

- The majority within Awatea and Pō P1 agree that their Matariki should be a New Zealand public holiday, and around nine in ten are in strong agreement.
- The majority also agree within Pō P2, although only three in five are in strong agreement.
- Two in three within Pō 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 9%.
- Kore K2 are mixed between agreeing (41%), disagreeing (21%) or being neutral (35%) towards whether Matariki should be a public holiday.
- More than half disagree within Kore K2, and many strongly so, although there is some support at 17%.



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.

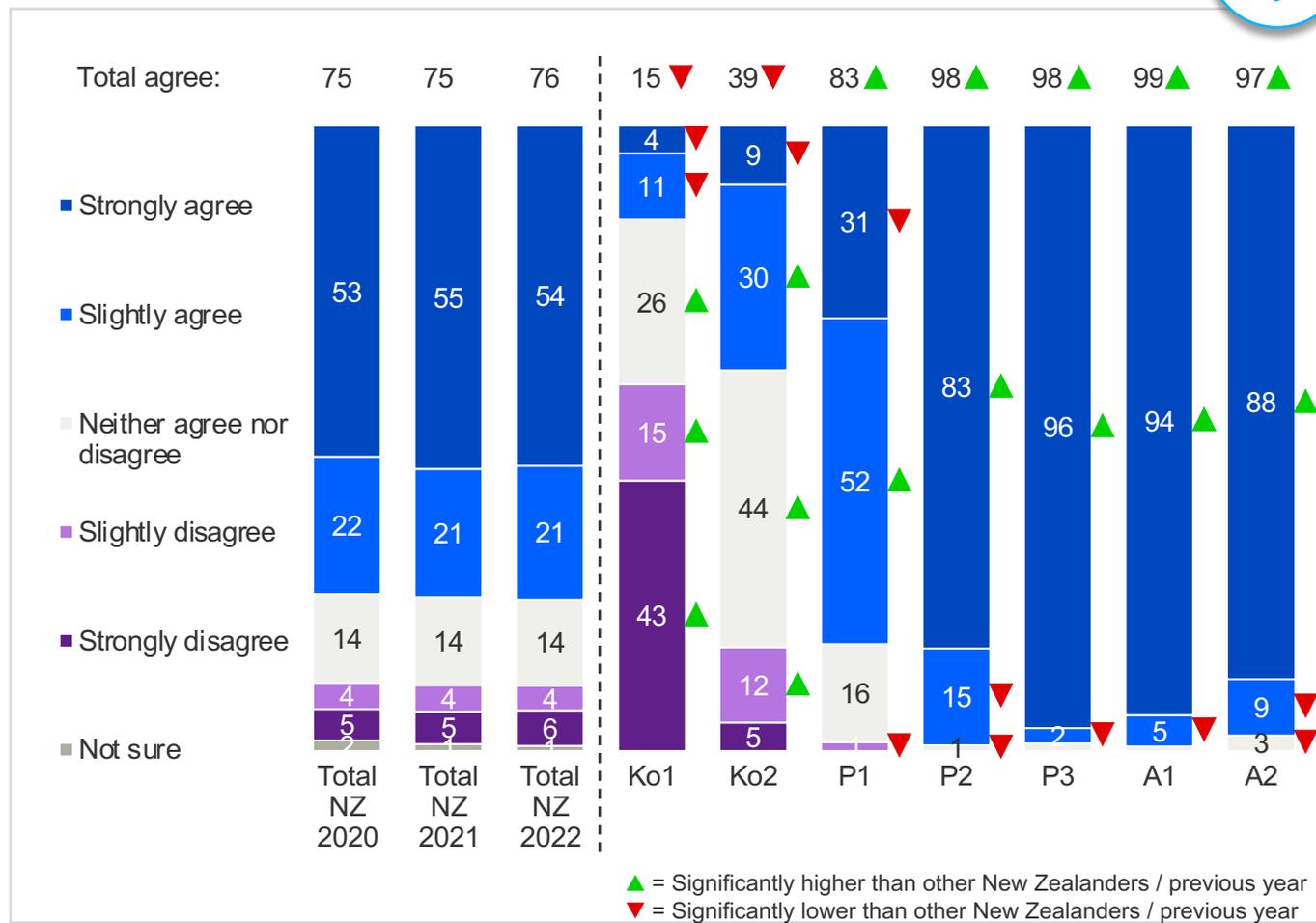


'It is good that the New Zealand national anthem has both an English and a Māori version' (% , 2022)

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, Pō P3 and Pō P2 are in strong agreement.
- Although the majority also agree within Pō P1, more are in slight (52%) rather than strong agreement (31%).
- Twice as many within Kore K2 agree (39%) than disagree (17%). However, more than two in five feel neutral towards the national anthem having both an English and Māori version.
- Three in five within Kore K1 are opposed, and two in five strongly so. Despite agreement being low among this segment, it has increased to 15% this year compared to 9% in 2021 and only 3% in 2020.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	15▲	39	83	98	98▼	99	97
2021	9▲	37	83	96	100▲	100	98
2020	3	35	79	97	99	98	97



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

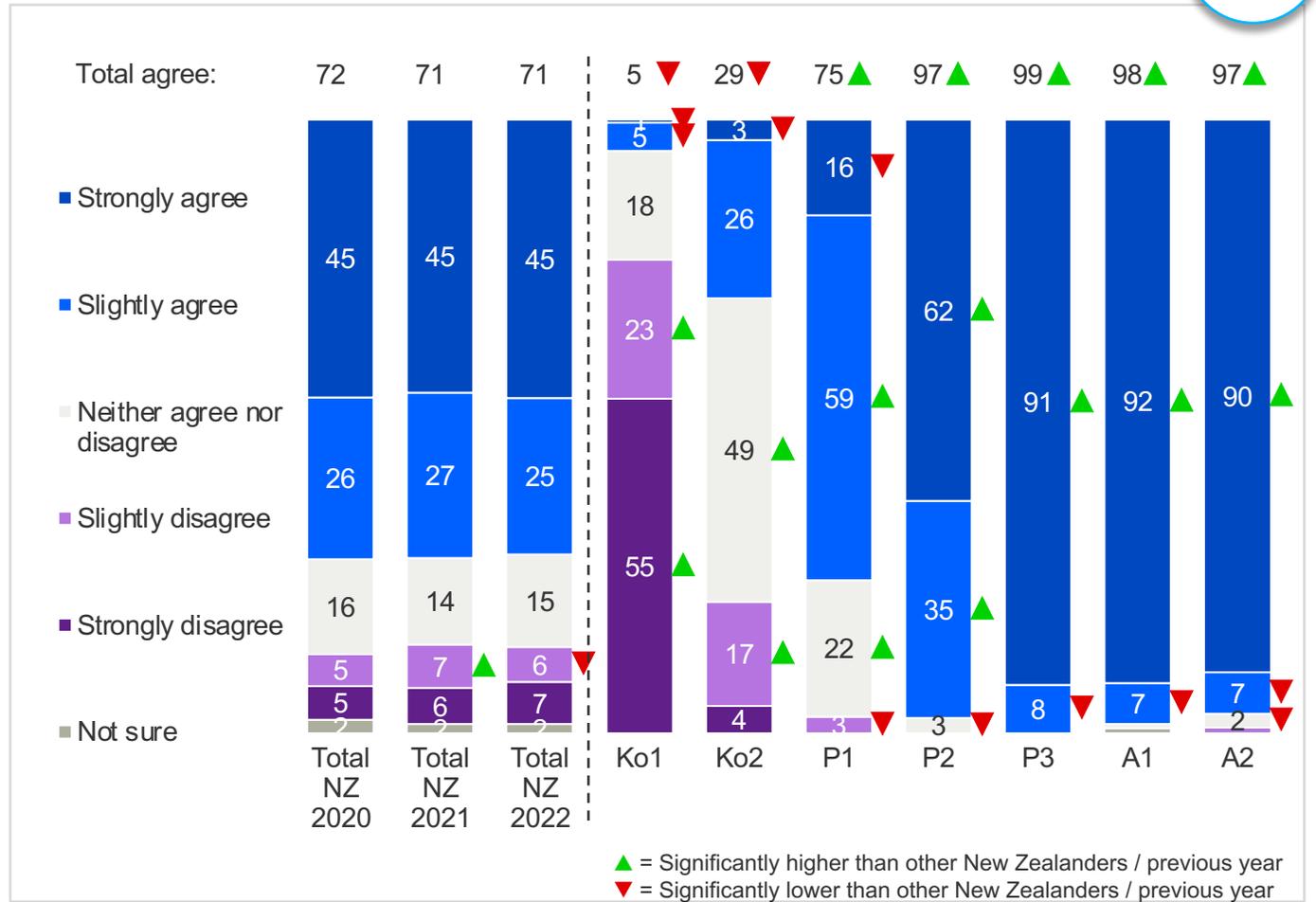
'Te reo Māori has a place in key ceremonial occasions such as public welcomes, parades and ANZAC day ceremonies' (% , 2022)



KEY FINDINGS

- The majority with Awatea and Pō P3 strongly agree that te reo Māori has a place in key ceremonial occasions.
- The majority also agree within Pō P2, although this is mixed between strong agreement (52%) and slight agreement (35%).
- Three in four agree within Pō P1, however, this is typically slightly rather than strongly.
- Following a significant increase in 2020, three in ten Kore Ko2 continue to agree that te reo has a place in key ceremonial occasions. There is some disagreement within this segment at one in five.
- Few within Kore Kō1 are supportive of te reo in ceremonial occasions. Almost four in five disagree, and over half strongly so.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	5	29	75	97	99	98 ▲	97
2021	3	30 ▲	75	95	99	95 ▼	99
2020	5	21	74	96	99	98	95



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

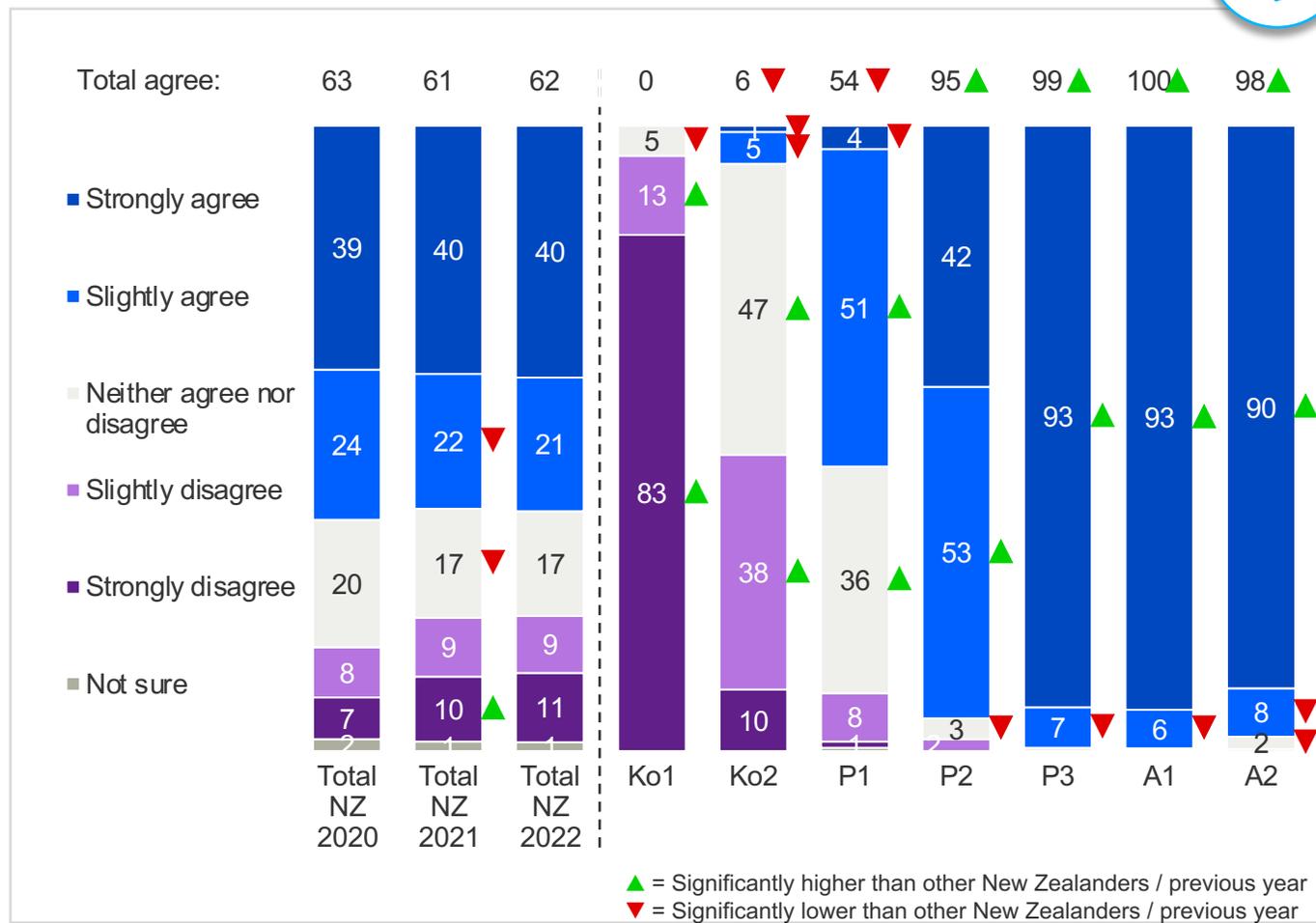


'It is important that the Government promotes the use of te reo Māori' (% , 2022)

KEY FINDINGS

- The majority within the Awatea segments and Pō P3 strongly agree it is important that the Government promotes te reo Māori.
- The majority also agree within Pō P2, however, this is mixed between strong (42%) and slight (53%) agreement.
- Over half of the Pō P1 segment 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 Kore Ko2, attitudes are mixed between being neutral or disagreeing. Only a small minority (6%) support the Government promoting the use of te reo.
- The majority within Kore K1 disagree, and four in five strongly so.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	0	6	54	95 ▲	99	100	98
2021	1	4	53	90	99	98	99
2020	0	4	53	94	100	99	98



▲ = 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%.

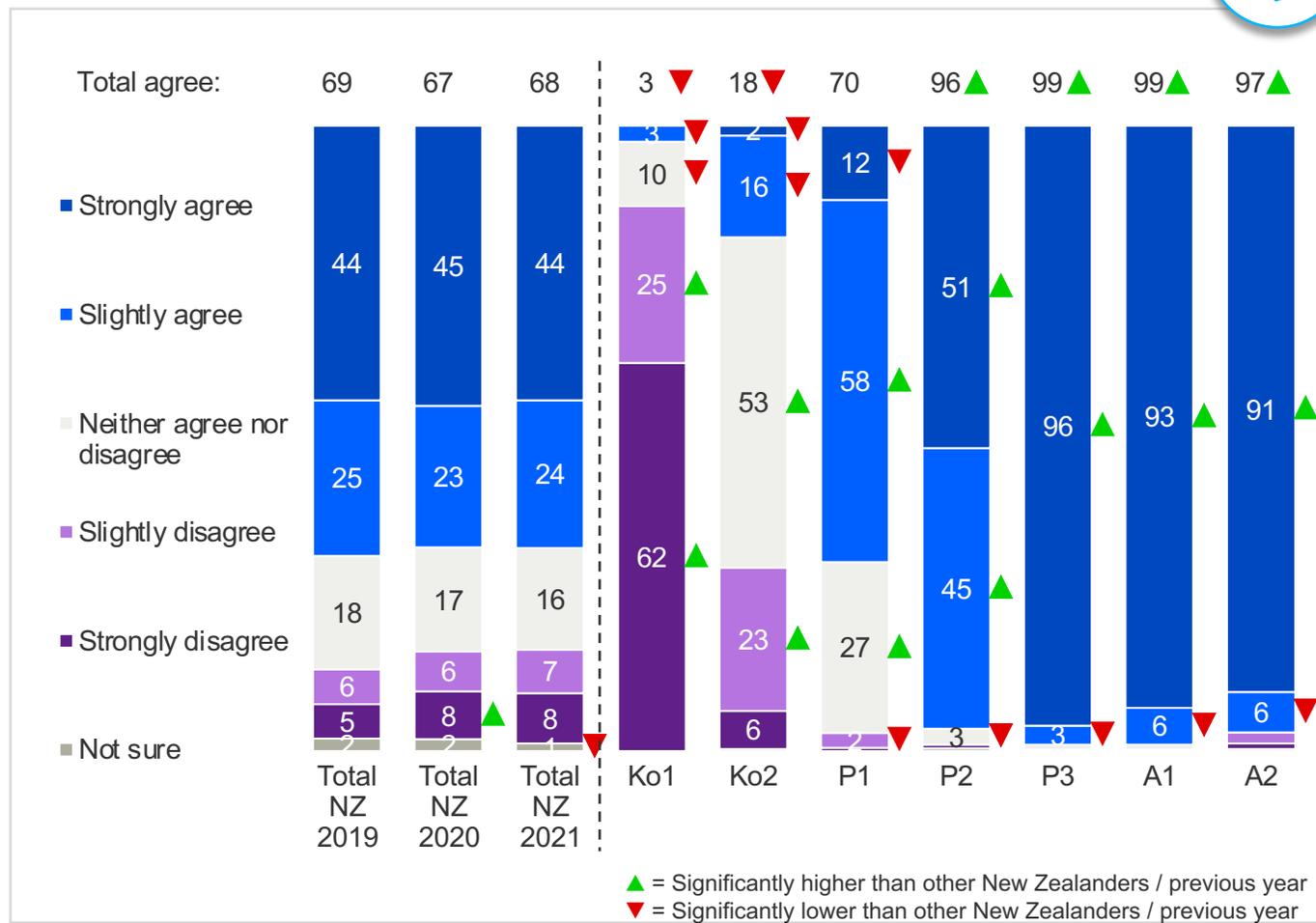


'It is important that there is a Māori Language Week to promote te reo Māori' (% , 2022)

KEY FINDINGS

- Almost all within the Pō 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 P2 Pō, but being a mix of slight and strong agreement.
- Seven in ten within Pō P3 agree that it is important there is a Māori Language Week. This is typically slight rather than strong agreement, but very few disagree (3%).
- Views are polarised among Kore Ko2. Half are neutral but disagreement (at 29%) then outweighs agreement (at 18%)
- The majority within Kore Ko1 do not think it is important that there is a Māori Language week, and three in five are in strong disagreement.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	3	18	70	96	99	99	97
2021	2	16	70	93	99	97	97
2020	0	14	70	94	99	99	95



Although three in five New Zealanders agree that te reo Māori should be valued by Total New Zealand this is slightly lower than in previous years (although not statistically significant), and one in five disagree.

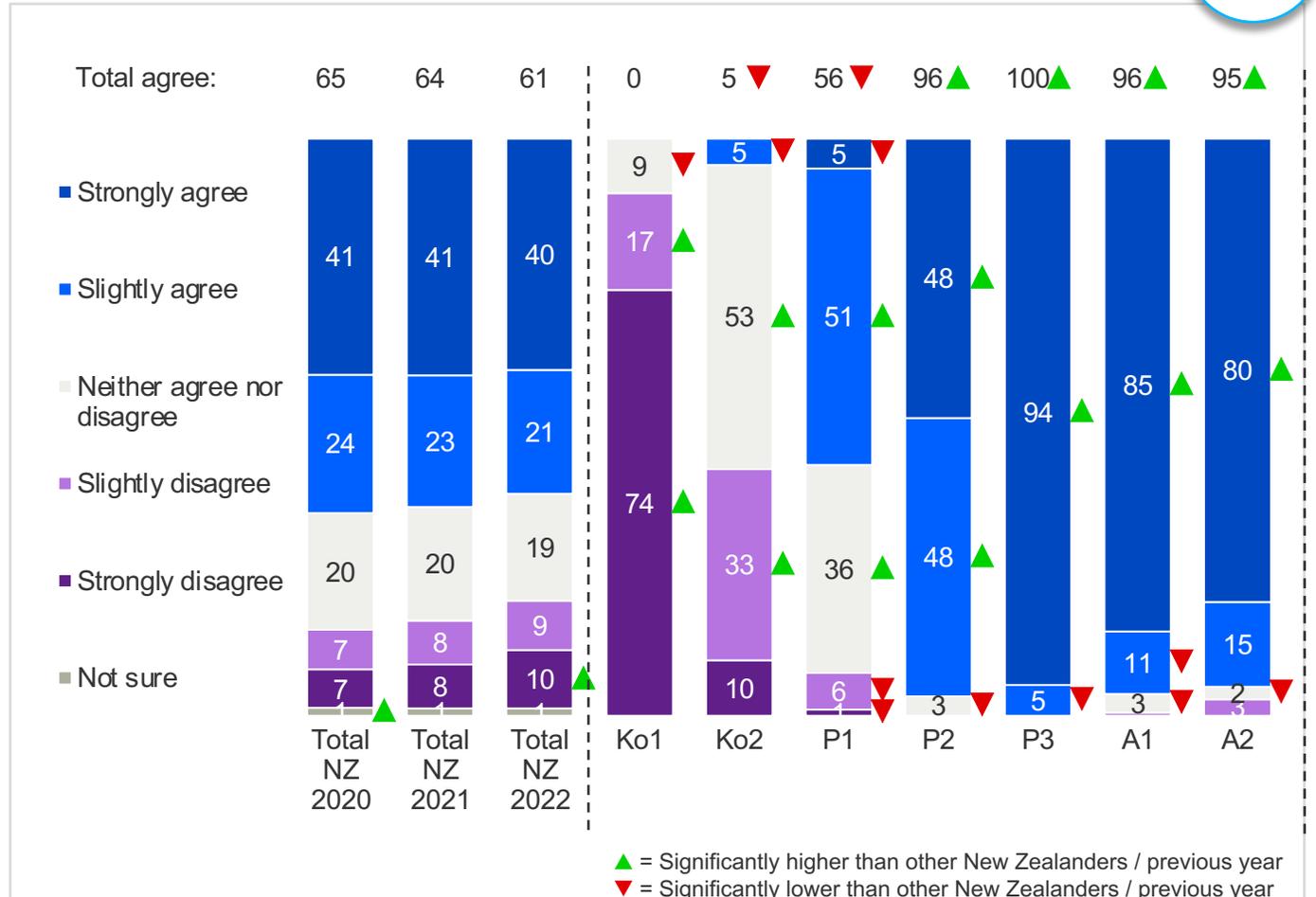


'Te reo Māori should be valued by Total New Zealand' (% , 2022)

KEY FINDINGS

- The majority within the Awatea segments and Pō P3 agree that te reo Māori should be valued by Total New Zealand. Strong agreement is highest among Pō P3 at 94% compared to Culturally Active (A1) at 85% and Active Speakers (A2) at 80%.
- Most within the Pō P2 segment also agree that te reo Māori should be valued by Total New Zealand, but being mixed between slight and strong agreement.
- Just under three in five agree within Pō P1, although this is typically slight rather than strong agreement. There is a low level of disagreement among this segment at 7%.
- Few agree within Kore Ko2 at 5%. Most either disagree (43%) or are neutral (53%).
- None with Kore Ko1 agree that te reo should be valued by Total New Zealand, with most disagreeing and three in four strongly so.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	0	5	56	96	100	96	95
2021	0	8	60	94	99	96	94
2020	0	6	59	94	100	98	92



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

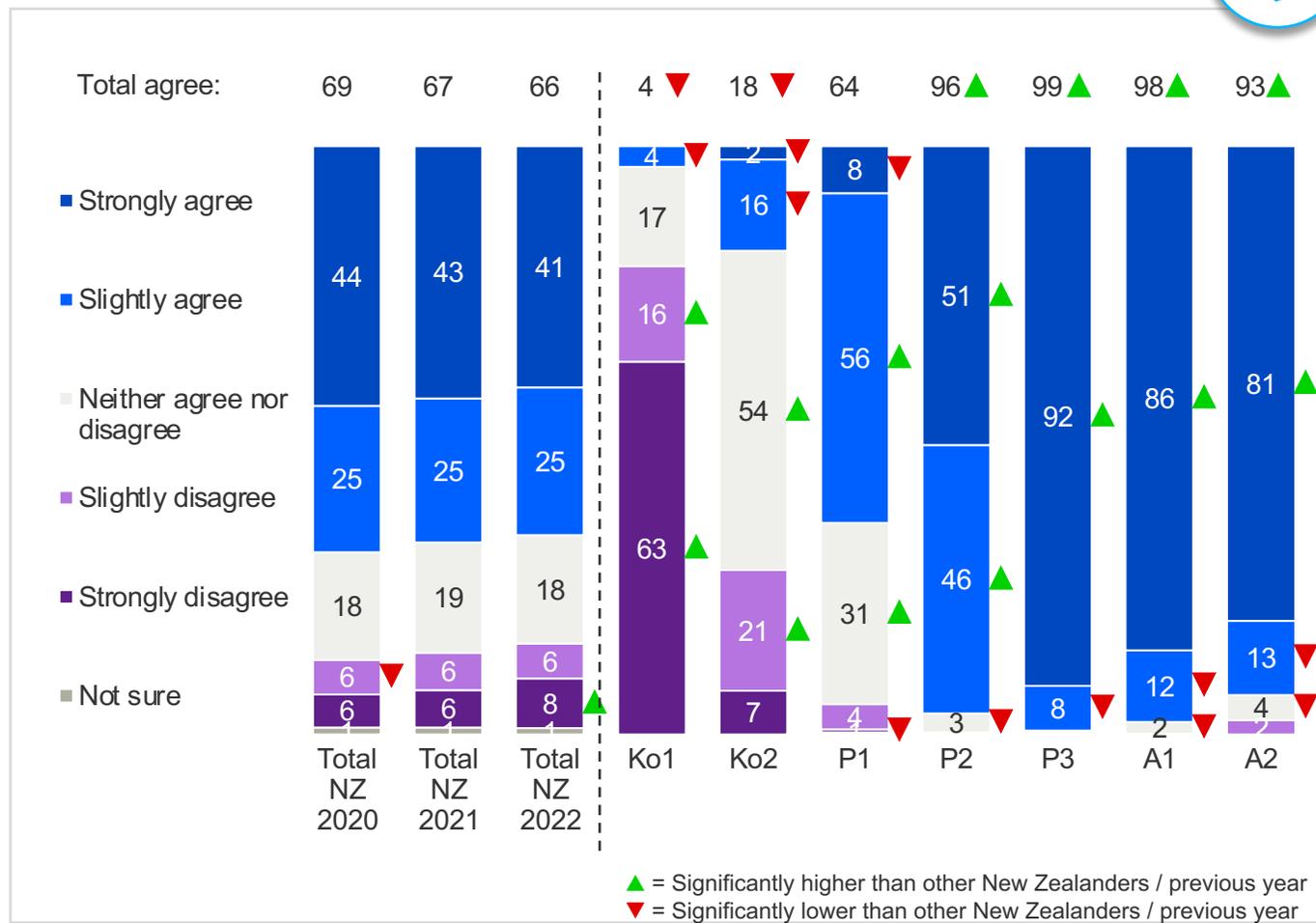


'Māori culture should be valued by Total New Zealand' (% , 2022)

KEY FINDINGS

- The majority within Pō P3, and the Awatea segments believe Māori culture should be valued to Total New Zealand. Reflecting attitudes towards te reo, strong agreement is highest among P3 Pō at 92% compared to Culturally Active (A1) at 86% and Active Speakers (A2) at 81%.
- The majority also agree within Pō P2, but being a mix of strong and slight agreement.
- Just over three in five within Pō P1 agree that Māori culture should be valued by Total New Zealand, but this is typically slight rather than strong agreement. Only 5% disagree.
- Although low among Kore Ko2, they are more likely to agree that Māori culture should be valued by Total New Zealand (at 18%) than te reo (at 5%). Disagreement is also lower (at 28%) than for te reo (at 43%).
- Four in five within Kore K1 disagree that Māori culture should be valued by Total New Zealand, and three in five strongly so.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	4	18	64	96	99	98	93
2021	2	18	66	94 ▼	100	95	94
2020	1	17	65	98	100	98	95



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 2021.

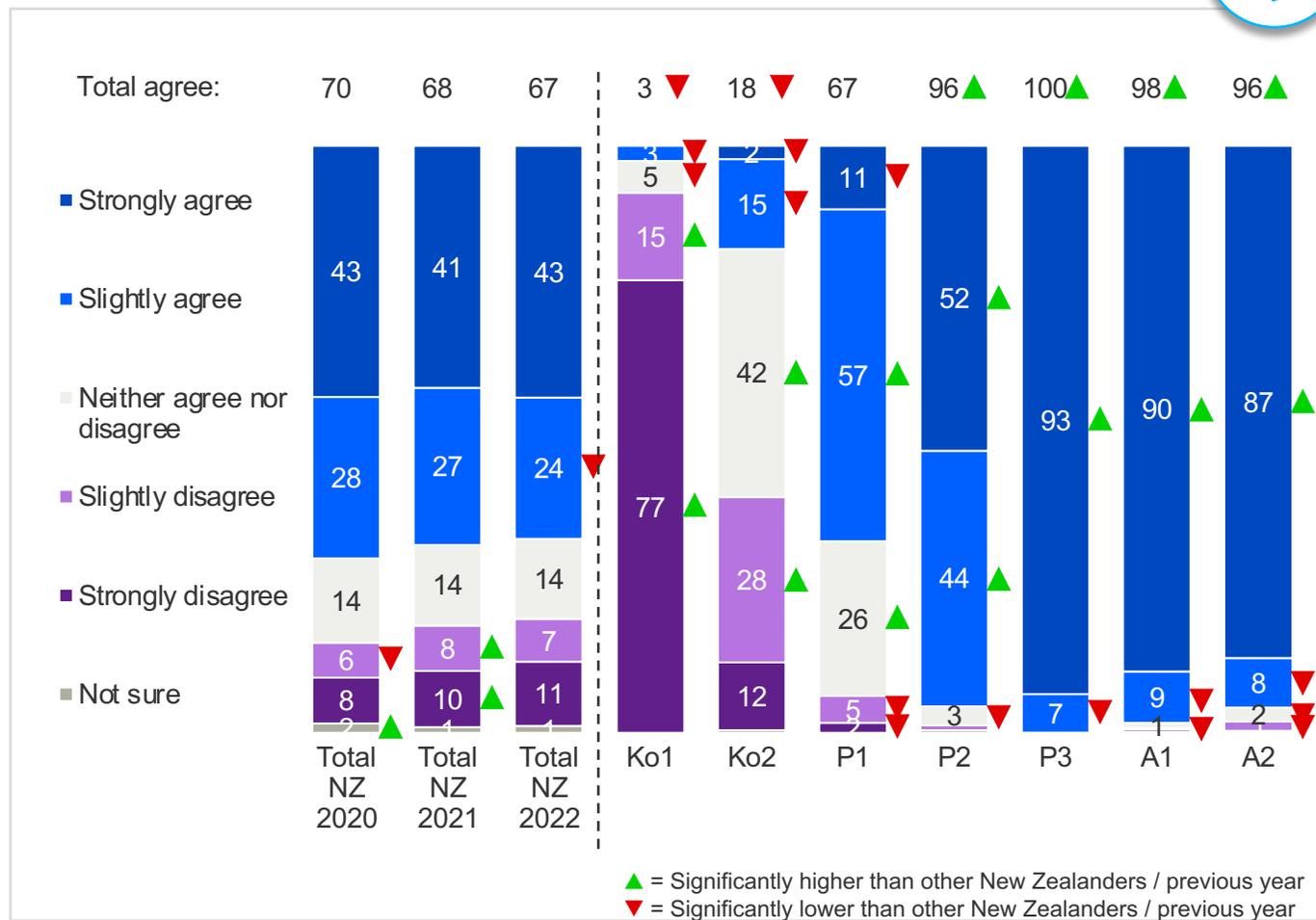


'All New Zealand children should be taught at least a basic understanding of te reo and Māori culture at school' (% , 2022)⁽¹⁾

KEY FINDINGS

- The majority within the Awatea segments and P3 Pō agree that New Zealand children should be taught a basic understanding of te reo and Māori culture at school. Around nine in ten within each segment is in strong agreement.
- The majority also agree within Pō P2 but being a mix of strong (52%) and slight (44%) agreement.
- Two in three within P1 Pō segment agree, but typically only slightly. Few disagree at 6%.
- Within Kore Ko2, twice as many disagree (40%) than agree (18%) that all New Zealand children should be taught a basic understanding of te reo and Māori culture at school.
- The majority disagree within Kore Ko1, and almost four in five are in strong disagreement.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	3	18	67	96	100	98	96
2021	2	17	67 ▼	95	99	98	98
2020	1	17	73	95	99	98	96



Note:1. Statement wording in 2019 'All New Zealand children should be taught a basic understanding of te reo and Māori culture at school'

Source: How strongly do you agree, disagree or neither with each of the following statements? Is that strongly or slightly?

Base: Total New Zealand - 2020 n = 2500 | 2021 n = 2505 | 2022 n = 2502; 2022 - Ko1 n = 197 | Ko2 n = 268 | P1 n = 441 | P2 n = 235 | P3 n = 540 | A1 n = 563 |

A2 n = 198

One in two New Zealanders continue to agree that public signs in New Zealand should be in both English and te reo Māori. Around one in four disagree however there has been an upward trend in strong disagreement from 13% in 2020 to 18% in 2022.



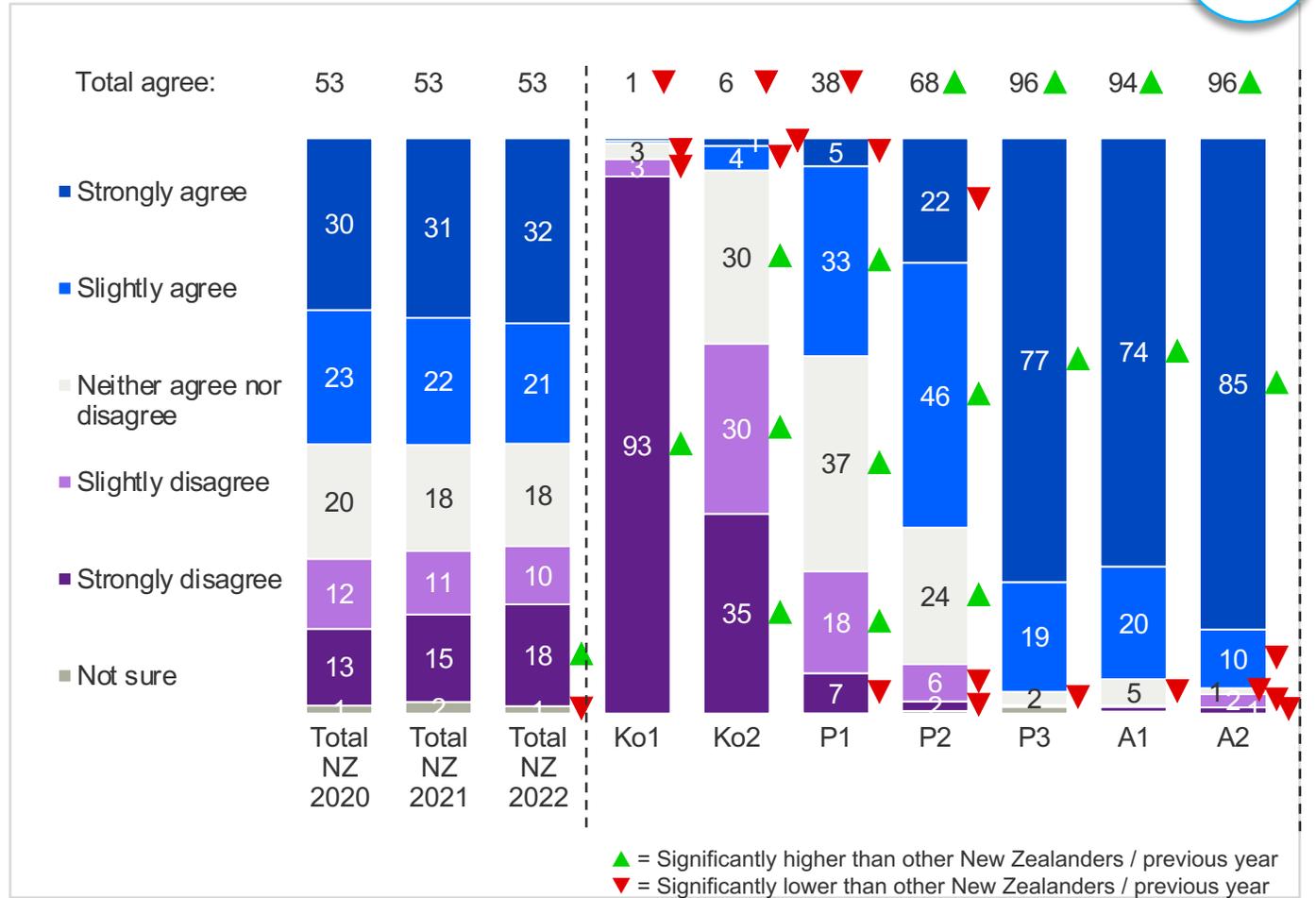
'Public signs in New Zealand should be in both English and te reo Māori' (% , 2022)

KEY FINDINGS

Key findings

- The majority within Awatea and Pō P3 agree that public signs in New Zealand should be in both English and te reo Māori. Sentiment is strong at three in four among Pō P3 and Culturally Active (A1), and 83% among Active Speakers (A2).
- Two in three within P2 Pō agree, but twice as many slightly (46%) rather than strongly (22%) agree. There is a low level of disagreement at 8%.
- Support is more moderate among Pō P1. Two in five agree, however one in four disagree.
- Few within Kore K1 think public signs in New Zealand should be in both English and te reo, and two in three disagree.
- Almost all within Kore K2 are in strong disagreement.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	1	6	38	68	96	94	96
2021	0	3	36	73	95	91	93
2020	0	4	34	72	93	92	91



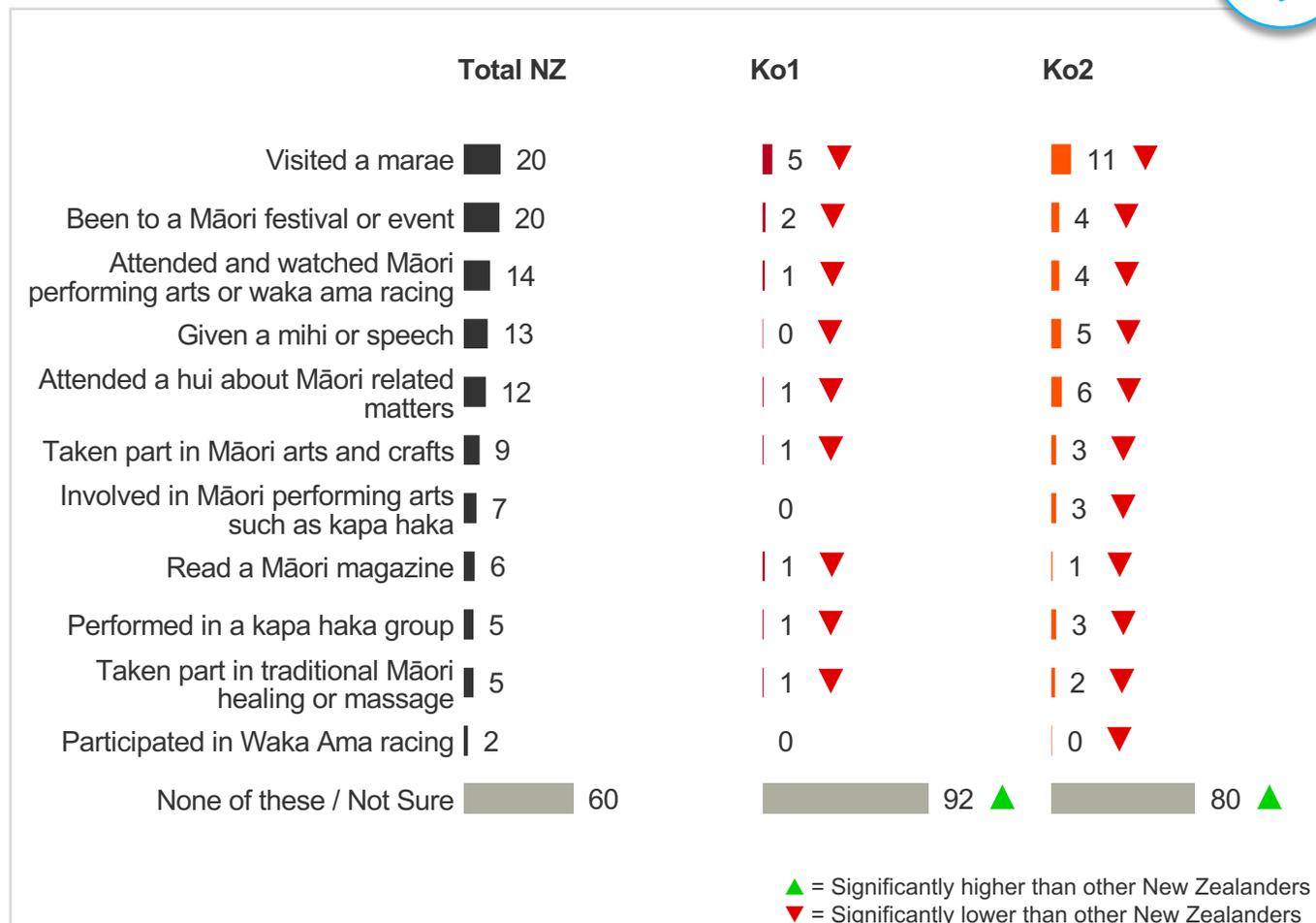
There is limited involvement in Māori cultural activities among the Kore segments, and being more common among Ko2.



Activities participated in within the last 12 months – Kore (% , 2022)

KEY FINDINGS

- Across the Kore segments, there has been little participation in Māori cultural activities in the past 12 months.
- Of the activities Kore do partake in, visiting a marae is the most common at 5% among Ko1 and 11% among Ko2.
- Low levels within Ko2 (6% or less) have participated in other activities such as attending a Māori festival or event, attending Māori performing arts or waka ama racing, or attending a hui about Māori related matters.



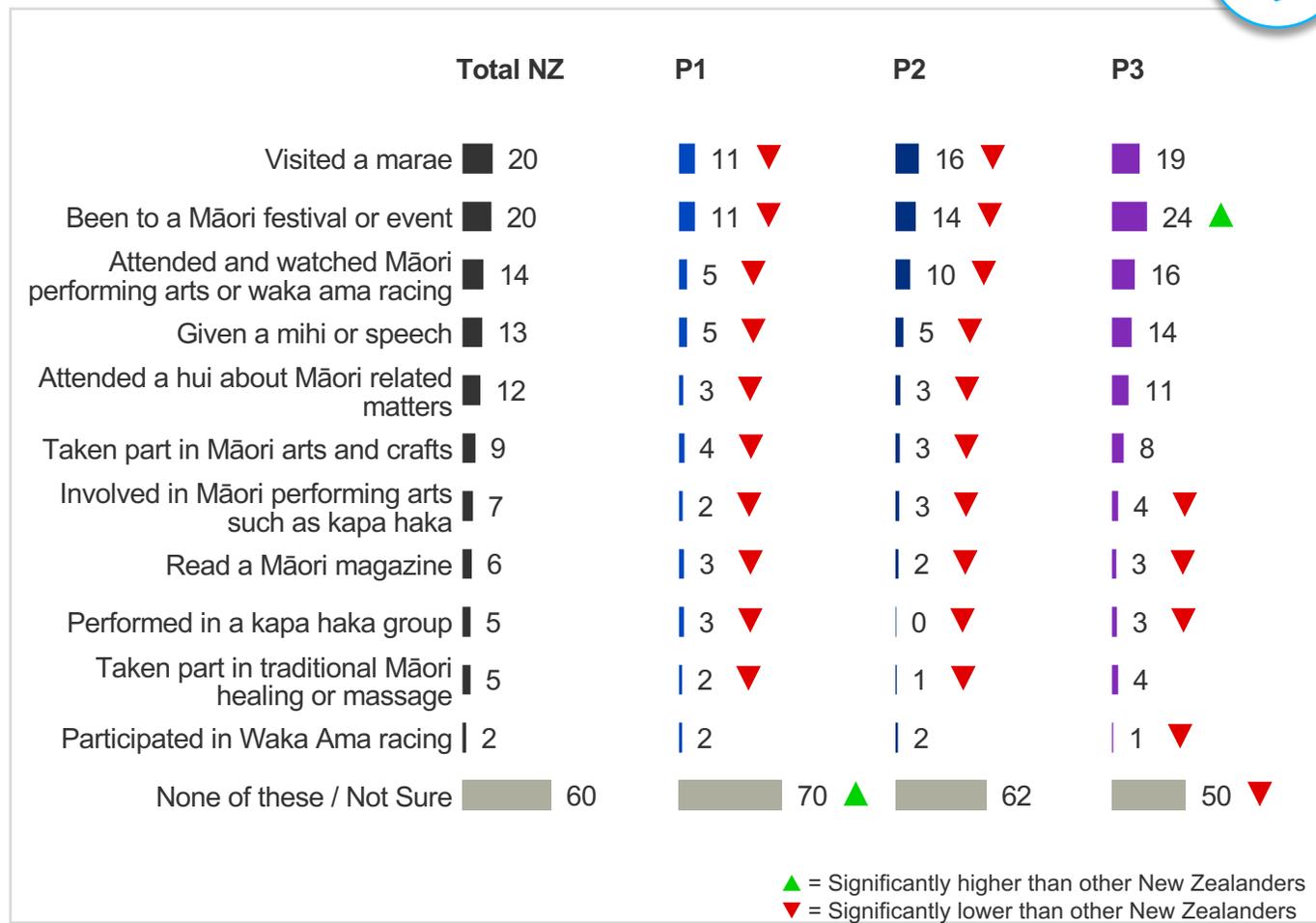
Within the Pō segments, participation in Māori cultural activities increases from left to right. Visiting a marae or attending a Māori festival or event has the highest participation.



Activities participated in within the last 12 months – Pō (% , 2022)

KEY FINDINGS

- Three in ten within Pō P1 have participated in a Māori cultural activity over the past 12 months. This is most commonly visiting a marae (11%) or attending a Māori festival or event (11%). Participation is 5% or lower for other types of activities.
- Almost two in five (38%) within Pō P2 have participated in Māori cultural activities. Similar to P1 this is most commonly visiting a marae (16%) or attending a Māori festival or event (14%). One in ten have attended Māori performing arts or waka ama racing.
- Half Pō P3 have participated in Māori cultural activities over the past 12 months. Most common is attending a Māori festival or event at one in four, or a Māori festival or event at one in five. Although many have attended Māori performing arts or waka ama racing at 16%, similar to the other Pō segments few have participated. Almost one in ten (8%) have taken part in Māori arts and crafts.



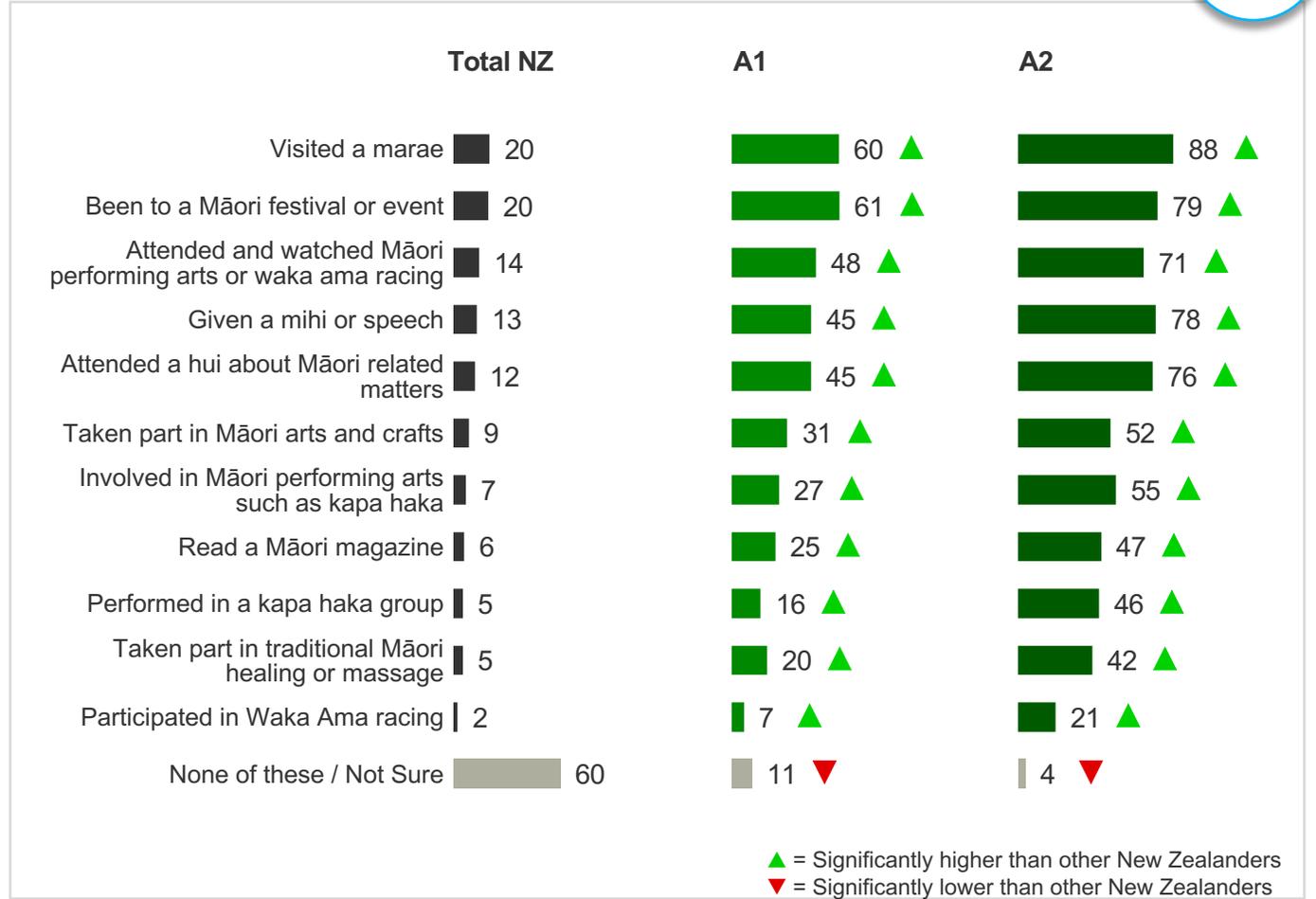
Those within the Awatea segments participate in a wide range of Māori cultural activities. Active Speakers (A2) are particularly emersed across all activities.



Activities participated in within the last 12 months – Awatea (% , 2022)

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.
- Three in four Active Speakers (A2) and just under half Culturally Active (A1) have attended a hui about Māori related matters or given a mihi.
- Around half of Active Speakers (A2) have performed in a kapa haka group (46%) and taken part in Māori arts and crafts (52%). Two in five have taken part in traditional Māori healing or message.
- Performing in a kapa haka group is less common among Culturally Active (A1) at 16%. However, around three in ten are involved in Māori performing arts, and a similar proportion have taken part in Māori arts and crafts.
- Participation in Waka Ama racing is most common among Active Speakers, with one in five taking part in the last 12 months.



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

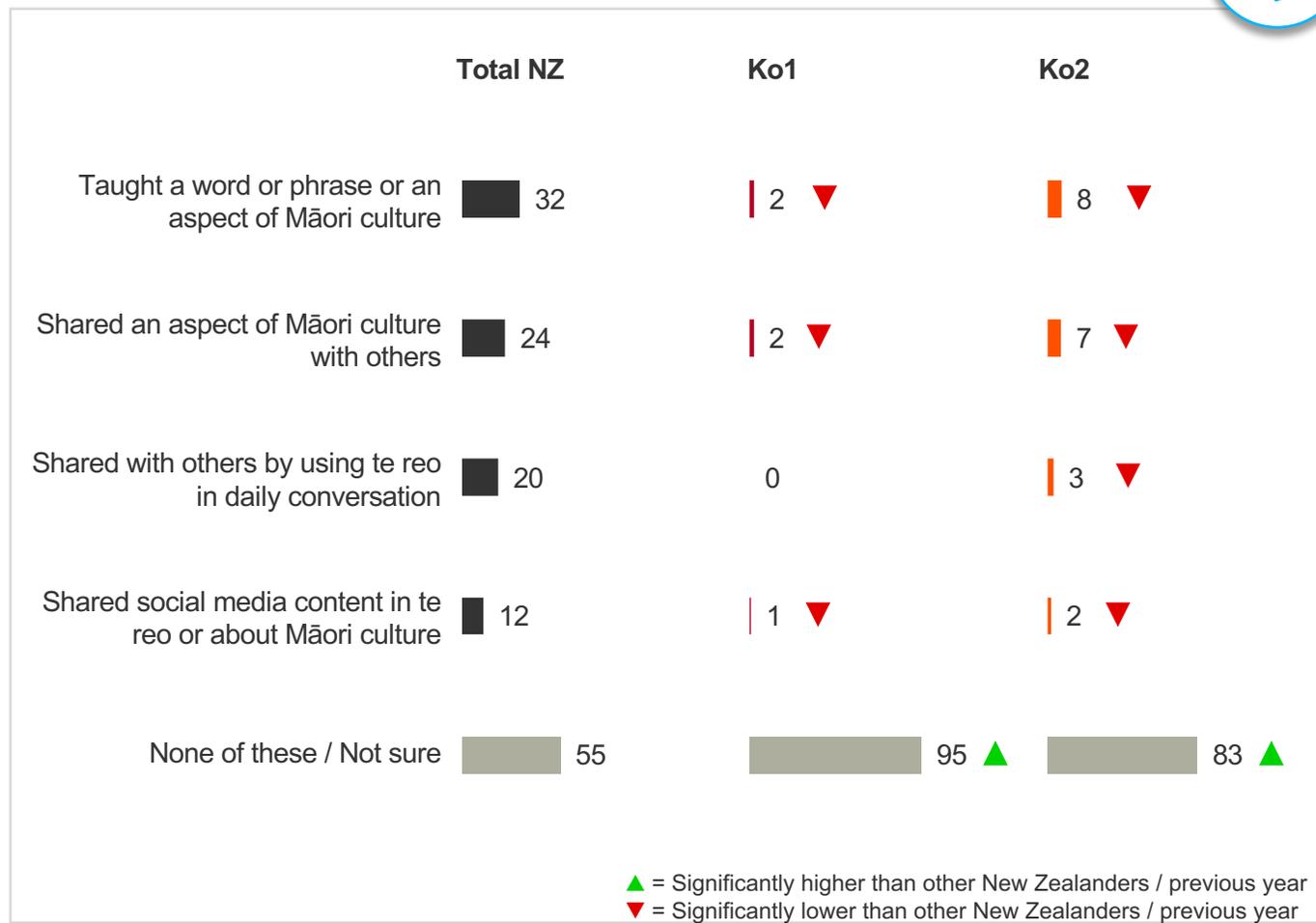


Sharing and teaching of te reo and Māori culture in the past 12 months – Kore (% , 2022)

KEY FINDINGS

- Sharing or teaching te reo and Māori culture has steadily declined among Kore Ko1 from 9% in 2020 to 5% in 2022.
- Just under one in five within Ko2 have shared or taught te reo or Māori culture in the last 12 months. This has been most commonly been teaching either a word, phrase, or aspect of Māori culture (8%), or sharing an aspect of Māori culture with others (7%).

Shared or taught in any form (%)	Total NZ	Ko1	Ko2
2022	45	5	17
2021	44	7	18
2020	44	9	19



Sharing or teaching te reo and Māori culture has increased to two in three within Pō P3 and half within Pō P2. Levels remain stable among Pō P1 at one in three.

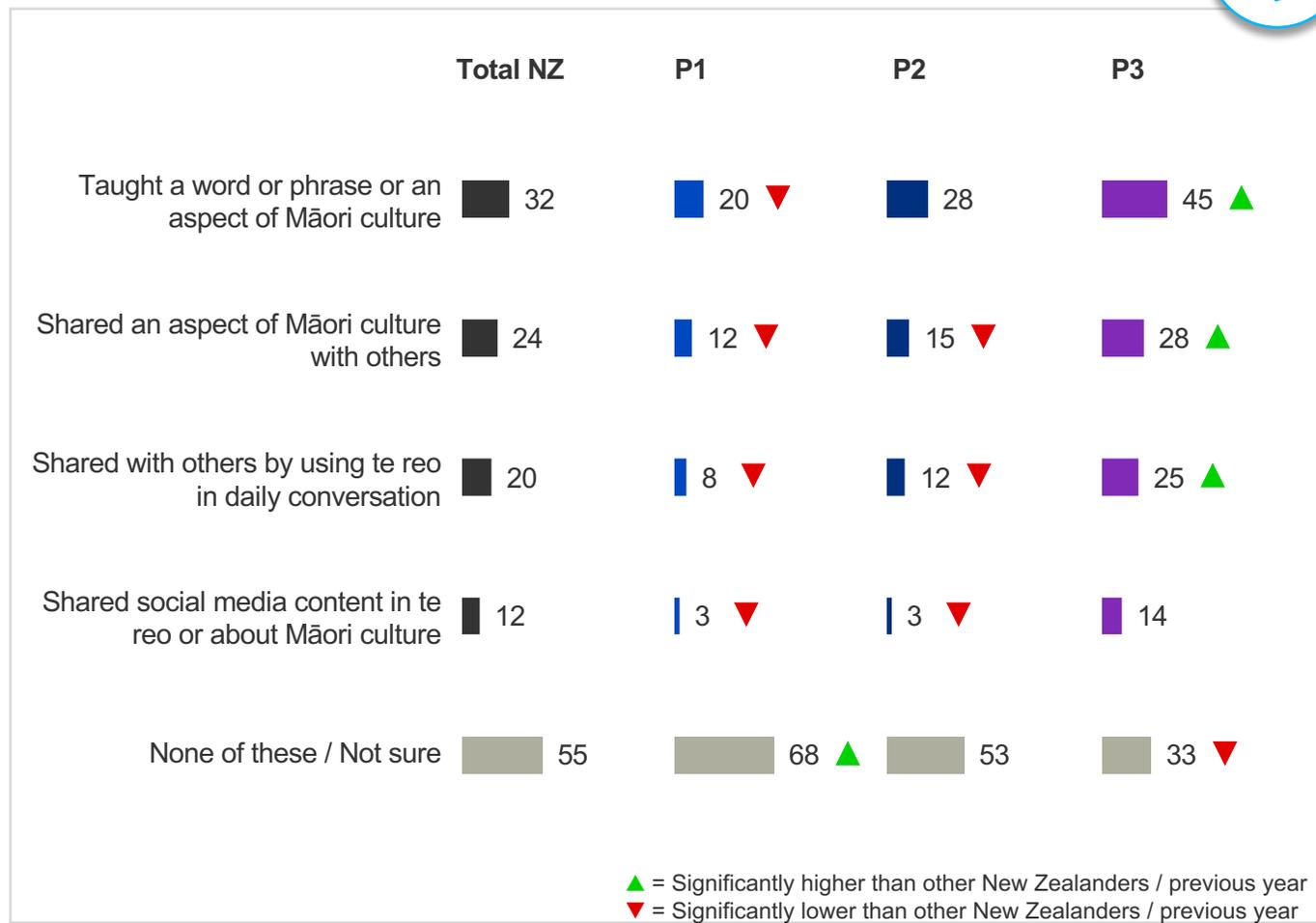


Sharing and teaching of te reo and Māori culture in the past 12 months – Pō (% , 2022)

KEY FINDINGS

- The Pō segments have most commonly taught a word, phrase or aspect of Māori culture. This is highest among P3 at 45%, and more moderate among P2 (at 28%) and P1 (at 20%).
- One in four within Pō P3 have shared an aspect of Māori culture with others or used te reo in daily conversation. This is less common among P2 (15% and 12% respectively) and P1 (12% and 8% respectively).
- Sharing of social media content in te reo or about Māori culture is most common among P3 at 14%. Few within P1 or P2 have shared social media content.

Shared or taught in any form (%)	Total NZ	P1	P2	P3
2022	45	32	47	67 ▲
2021	44	36	41	60
2020	44	34	39	58



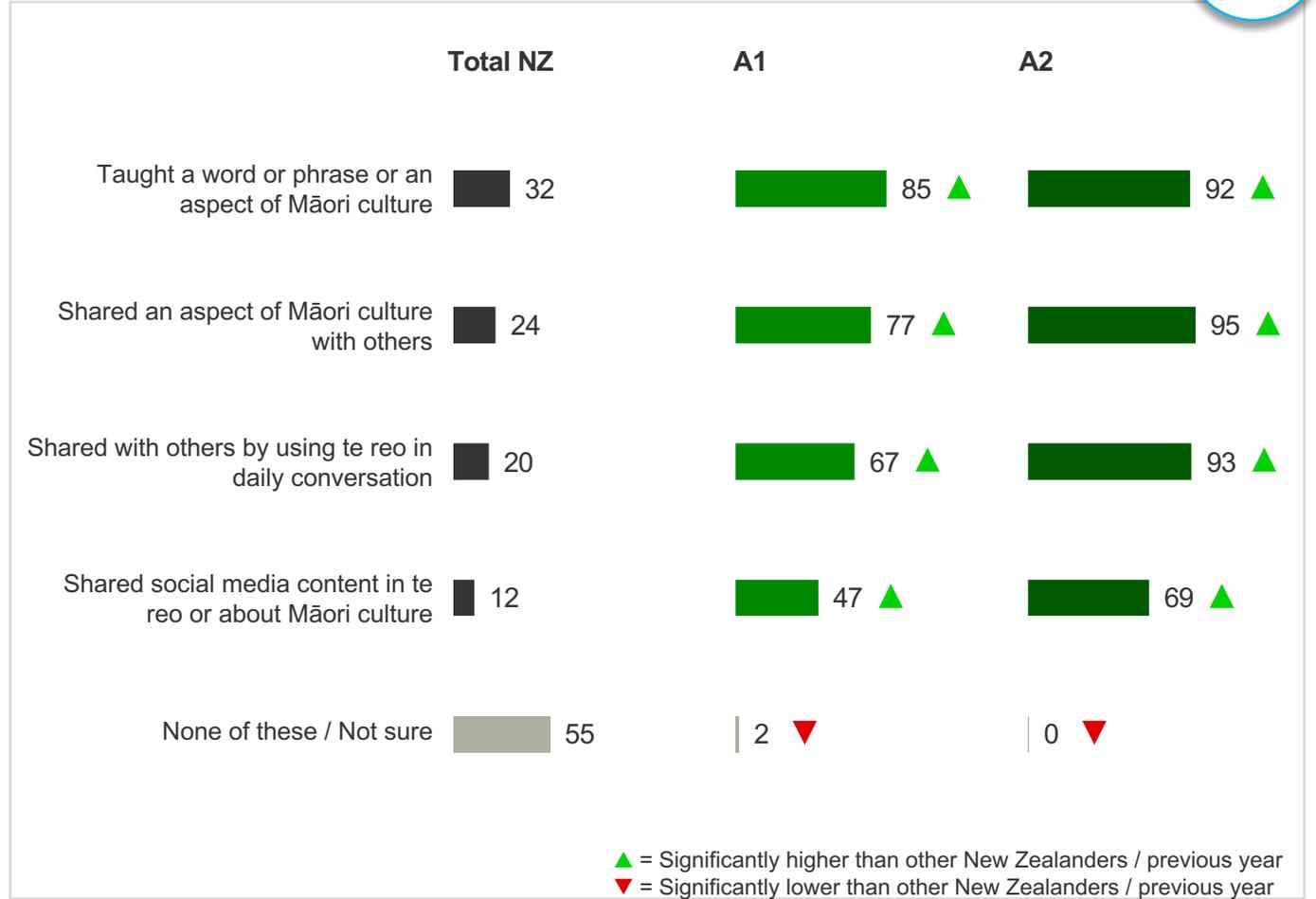
Almost all within the Awatea segments have either taught or shared te reo and Māori culture with others in the past 12 months.



Sharing and teaching of te reo and Māori culture in the past 12 months – Awatea (% , 2022)

KEY FINDINGS

- In the past 12 months, just over nine in ten Active Speakers (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.
- Culturally Active (A1) have most commonly taught a word, phrase of aspect of Māori culture (85%) or shared an aspect of Māori culture with others (77%). 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 Active Speakers (A2) at seven in ten. Although lower among Culturally Active (A1), half have shared social media content in the past 12 months.



Shared or taught in any form (%)	Total NZ	A1	A2
2022	45	98	100
2021	44	99	100
2020	44	98	98

Source: 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?
Base: Total New Zealand 2022 = 2502 | A1 n = 563 | A2 n = 198

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

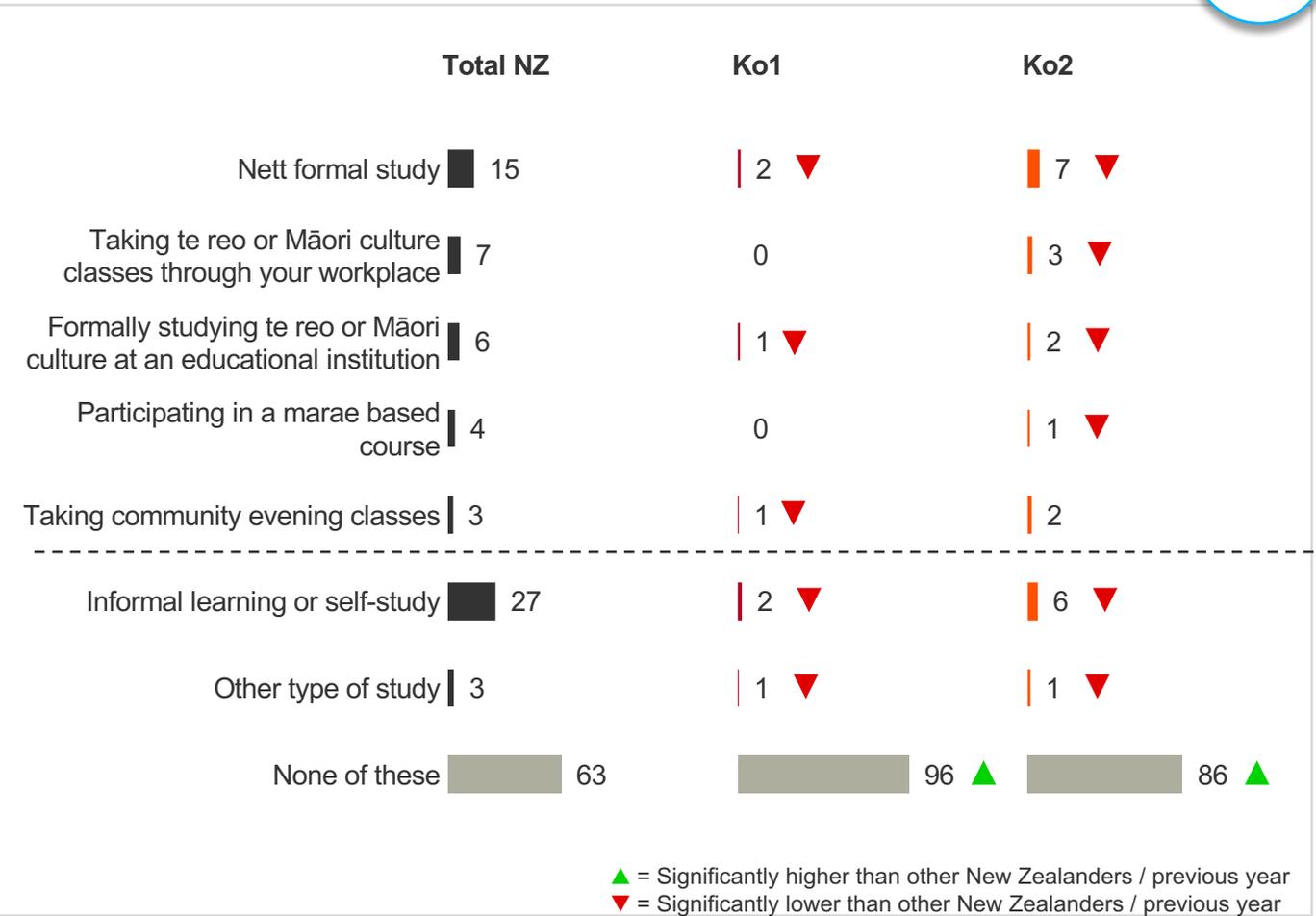


Learning or improvement of Māori language ability or knowledge of Māori culture over the last 12 months – Kore (% , 2022)

KEY FINDINGS

- Very few within Kore Ko1 have studied te reo or Māori culture in the past 12 months either formally (2%) or informally (2%).
- There is a low level of formal (7%) and informal (6%) study among Kore Ko2. Low numbers (3% or less) have formally studied te reo or Māori culture at an educational institution, through their workplace or by taking community evening classes..

Nett formal study (%)	Total NZ	Ko1	Ko2
2022	15	2	7
2021	14	2	5
2020	13	0	6



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

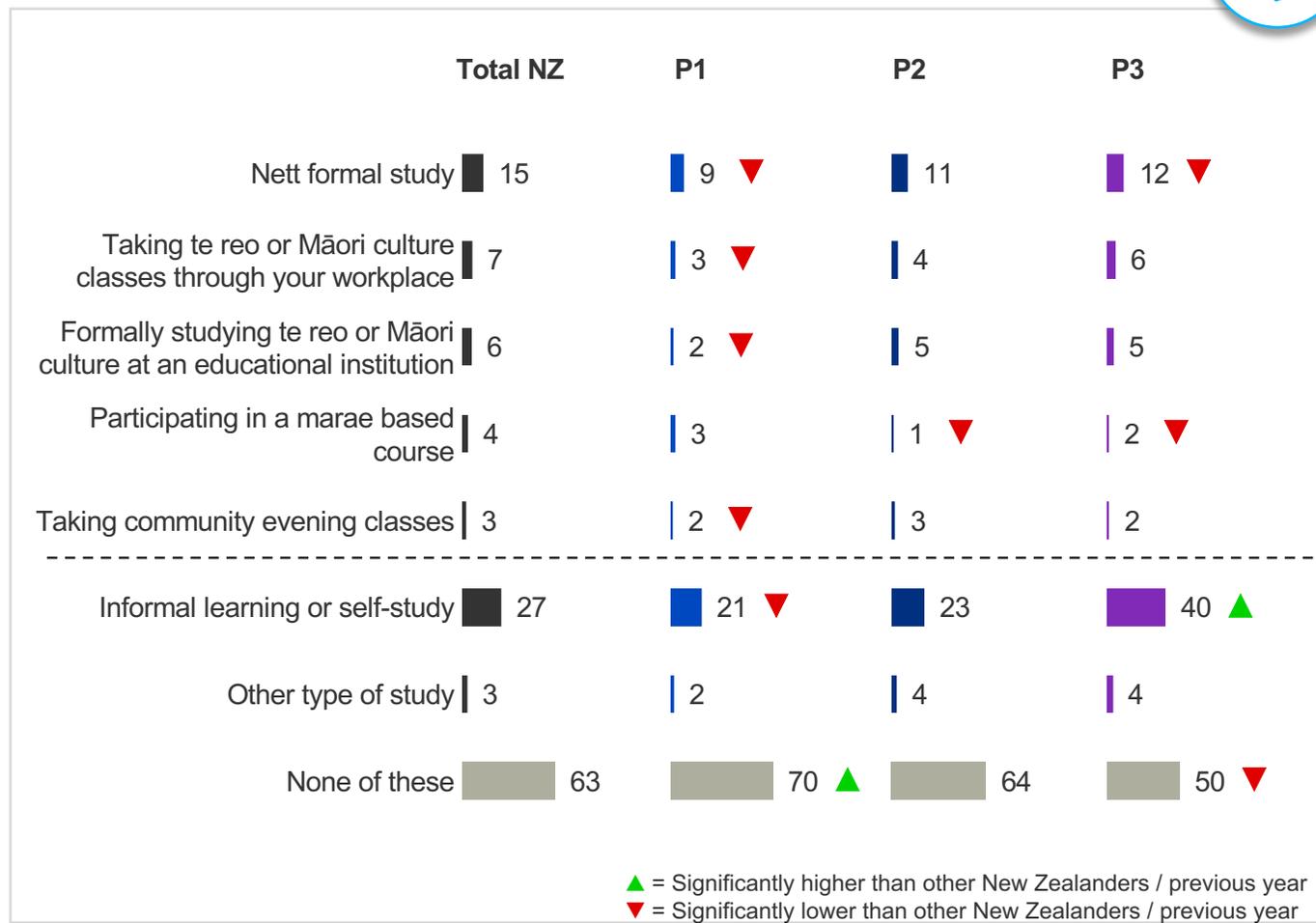


Learning or improvement of Māori language ability or knowledge of Māori culture over the last 12 months – Pō (%), 2022

KEY FINDINGS

- Within the Pō segments, half P3 and around three in ten P1 and P2 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 among P3 at two in five, and half this level among P1 and P2 at one in five.
- Although the least positive of the Pō segments in general attitude towards te reo, P1 have a similar level of formal study of te reo or Māori culture (9%) as the P2 (11%) or P3 segment (12%). With the Pō segments, formal study was most commonly at an educational institution or through their workplace.

Nett formal study (%)	Total NZ	P1	P2	P3
2022	15	9 ▼	11	12
2021	14	14	8	12
2020	13	11 ▲	6	10



Nearly half of Culturally Active (A1) and two in three Active Speakers (A2) have undertaken formal study of Māori language and culture in the past 12 months.

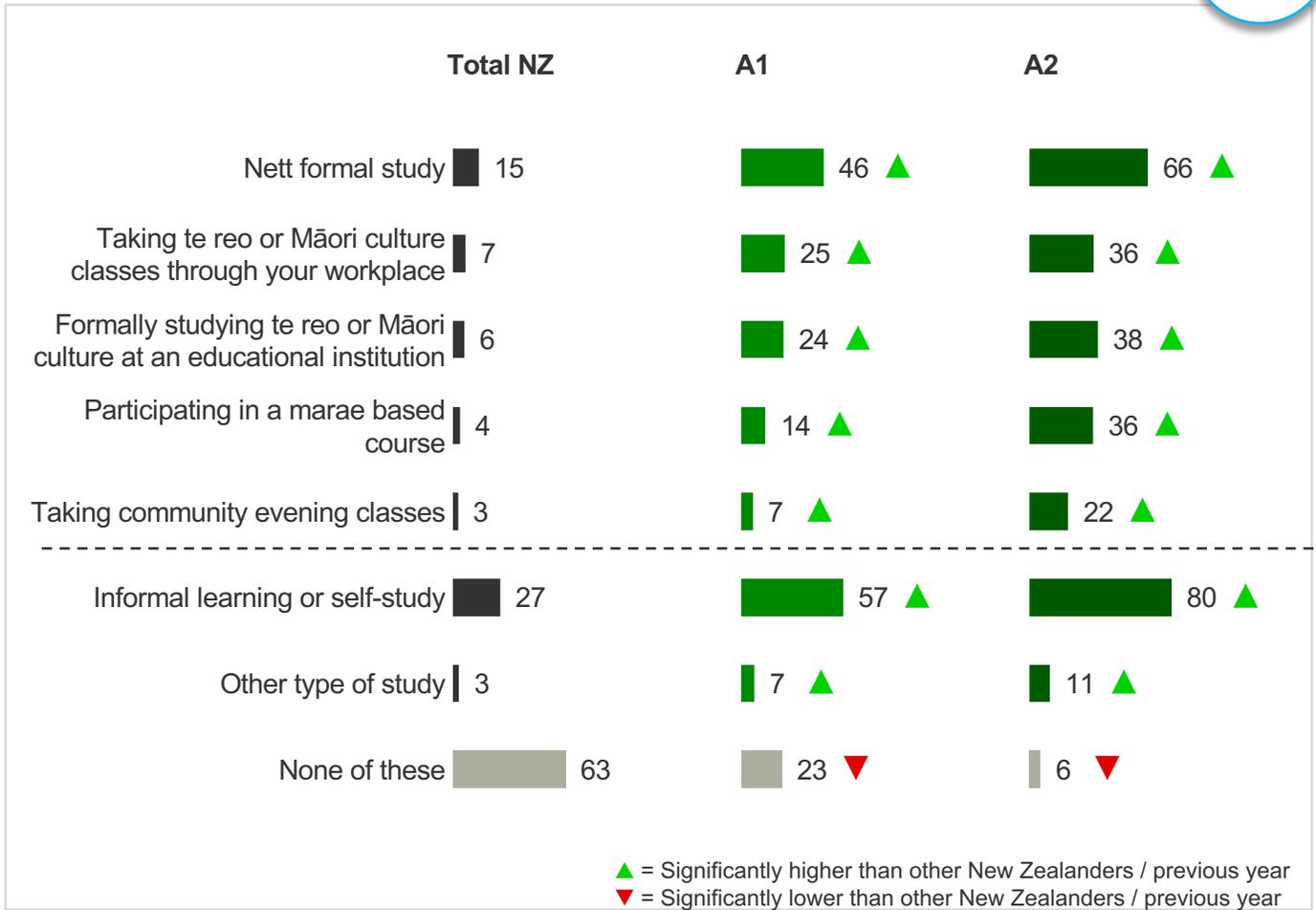


Learning or improvement of Māori language ability or knowledge of Māori culture over the last 12 months – Awatea segments (% , 2022)

KEY FINDINGS

- Active Speakers (A2) most commonly studied te reo or Māori culture through an educational institution, through their workplace or by participating in a marae based course (36% to 38% for each). Just over one in five undertook community evening classes.
- Culturally Active (A1) most commonly studied at an educational institution or took classes through their workplace at one in four. Fourteen percent participated in a marae based course.
- In addition to formal study, four in five Active Speakers (A2) and three in five Culturally Active (A1) undertook informal learning or self-study over the last 12 months.

Nett formal study (%)	Total NZ	A1	A2
2022	15	46	66
2021	14	40	65
2020	13	41	69



Following an increase in 2021, 56% of 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.

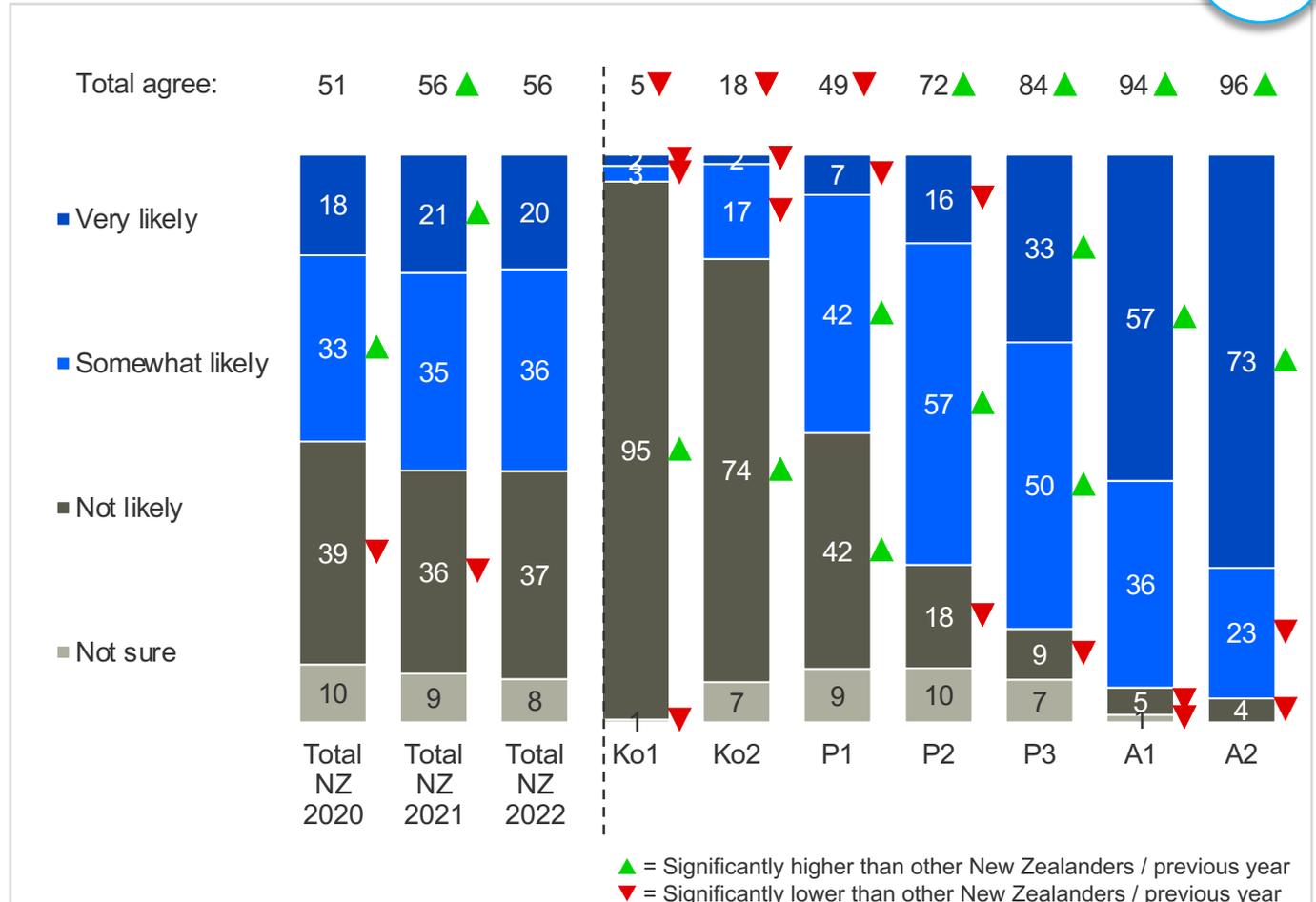


Likelihood of taking measures within the next two years to improve understanding of te reo Māori (% , 2022)

KEY FINDINGS

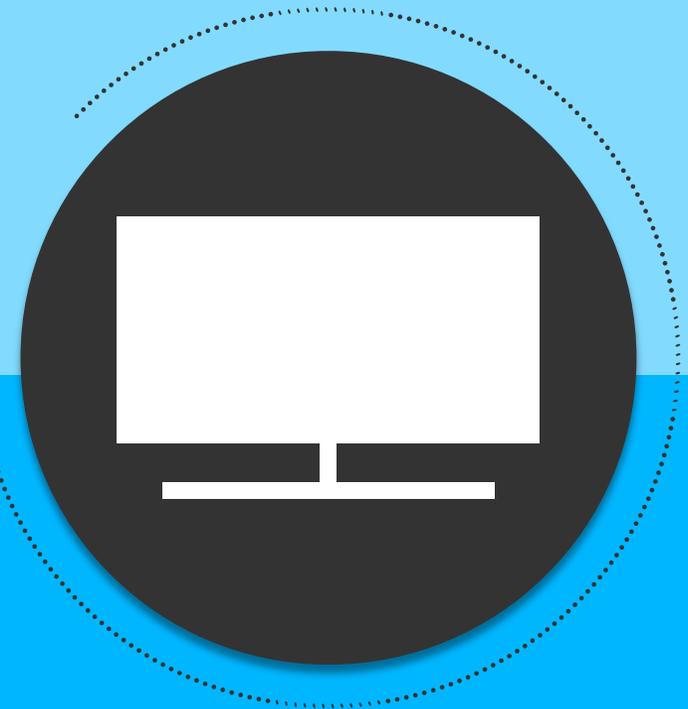
- The majority of Culturally Active (A1) and Active Speakers (A2) consider themselves likely to take measures within the next two years to improve their understanding of te reo. Active Speakers (A2) have higher intent, with three in four 'very likely' compared to three in five Culturally Active (A1).
- The majority of Pō P3 (84%) are also likely to take measures to improve, and one in three are 'very likely' to do so.
- Intent continues to slowly build among Pō P2 and almost three in four now consider themselves likely to take measures to improve. However, only 16% are 'very likely' to do so.
- Half of 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 at 5% within Ko1 and 18% within Ko2. Few (2%) are very likely to do so.

Total likely (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	5	18	49	72	84	94	96
2021	6	18	45 ▲	67	86 ▲	95 ▲	95
2020	5	14	36	60	81	86	93



5

Māori Television and programming



Viewership of the Whakaata Māori channel over the past 12 months has decreased from 45% to 35% at a national level.

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

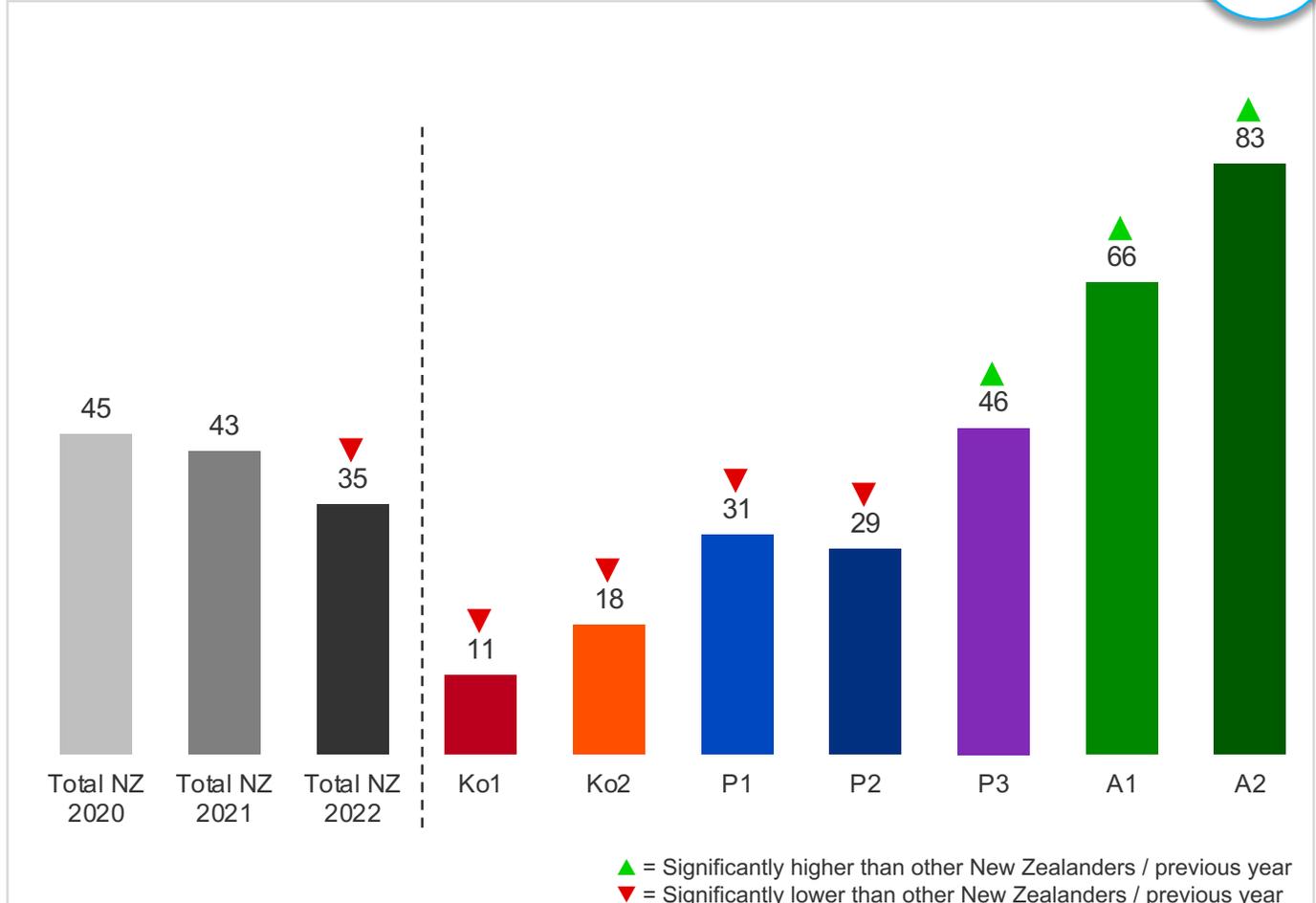


Viewership of the Whakaata Māori channel over the past 12 months, including the Te Reo channel (% , 2022)

KEY FINDINGS

- The majority of Active Speakers (A2) have viewed the Whakaata Māori channel over the past 12 months. Although still high at four in five, this is a decrease from 2021 (94%).
- Two in three Culturally Active (A1) have viewed the Whakaata Māori channel over the past 12 months, being a decrease from 80% in 2021.
- Among the Pō segments, viewership remains highest among P3 at 46%, although being slightly lower than in 2021. Viewing has also decreased among P2 to match P1 at around three in ten.
- Just under one in five within Kore Ko2 have viewed the Whakaata Māori channel in the past 12 months, down from 28% in 2021. Viewing remains low among Ko1 at one in ten.

Viewership (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	11	18▼	31	29▼	46▼	66▼	83▼
2021	15▼	28	33	39	53	80	94
2020	25	23	37	46	54	81	92



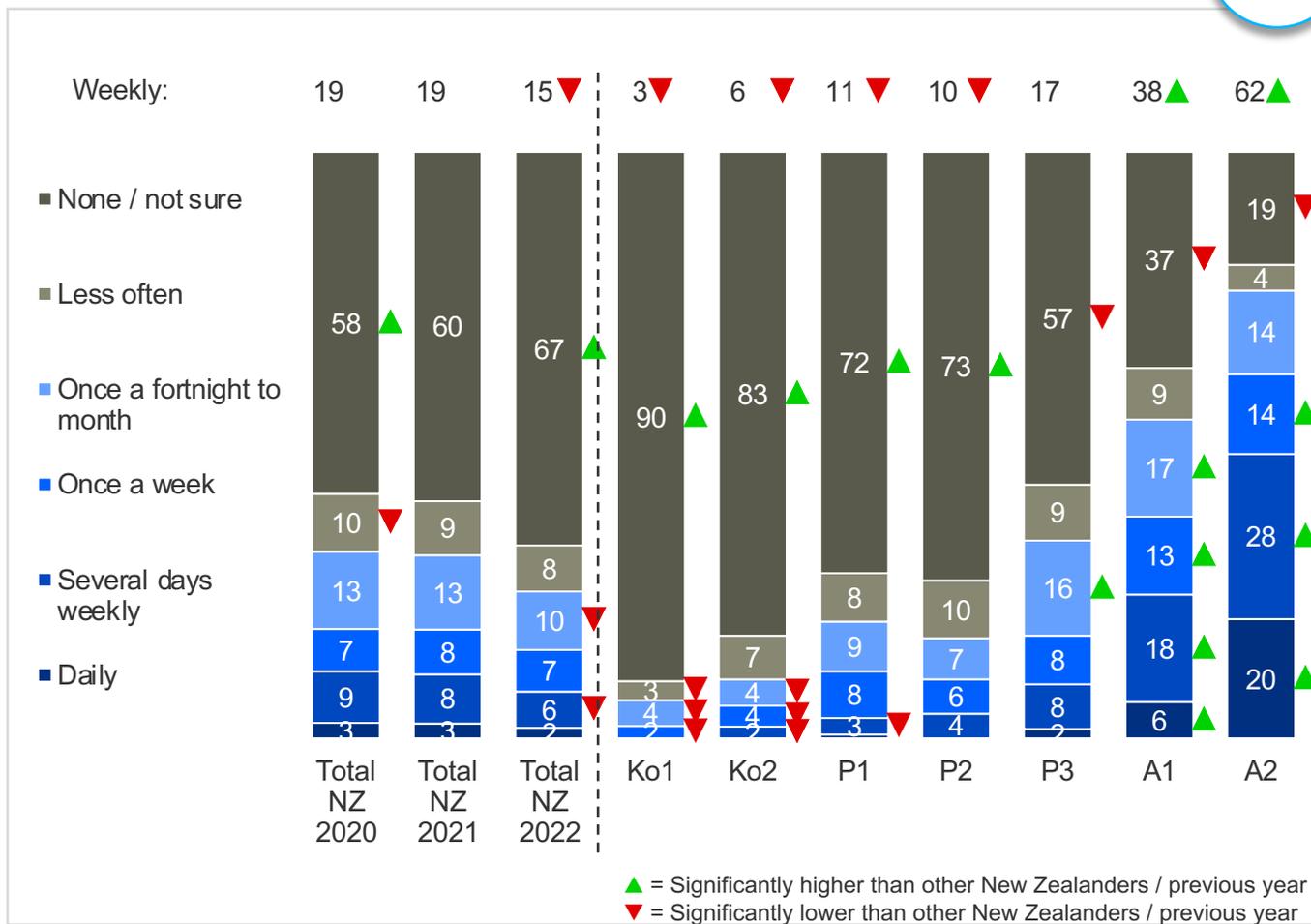
Awatea remain the most regular viewers of Whakaata Māori programming, although weekly viewers have declined among both Culturally Active (A1) and Active Speakers (A2). (Note: Change of question wording in 2022 from Māori Television to Whakaata Māori.)

Viewership of Whakaata Māori programming over the past 3 months (% , 2022)

KEY FINDINGS

- Weekly viewing of Whakaata Māori programming has decreased from 19% to 15% at a national level.
- Three in five Active Speakers (A2) view Whakaata Māori programming at least weekly, and with one in five viewing it daily. However, weekly viewership has overall declined since 2021 (down from 80%).
- Two in five Culturally Active (A1) view Whakaata Māori programming at least weekly, being a decline from 47% in 2020. One in four currently watch several days a week.
- Regular viewing remains stable but low among the Pō segments, and many have not viewed any Whakaata Māori programming over the past 12 months. Weekly viewing is most common among Pō P3 at 17%, and is at a similar level among both P2 and P1 at one in ten.
- 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
2022	3	6	11	10	17	38▼	62▼
2021	4	8	12	12	20	47	80
2020	6	7	10	16	22	47	79



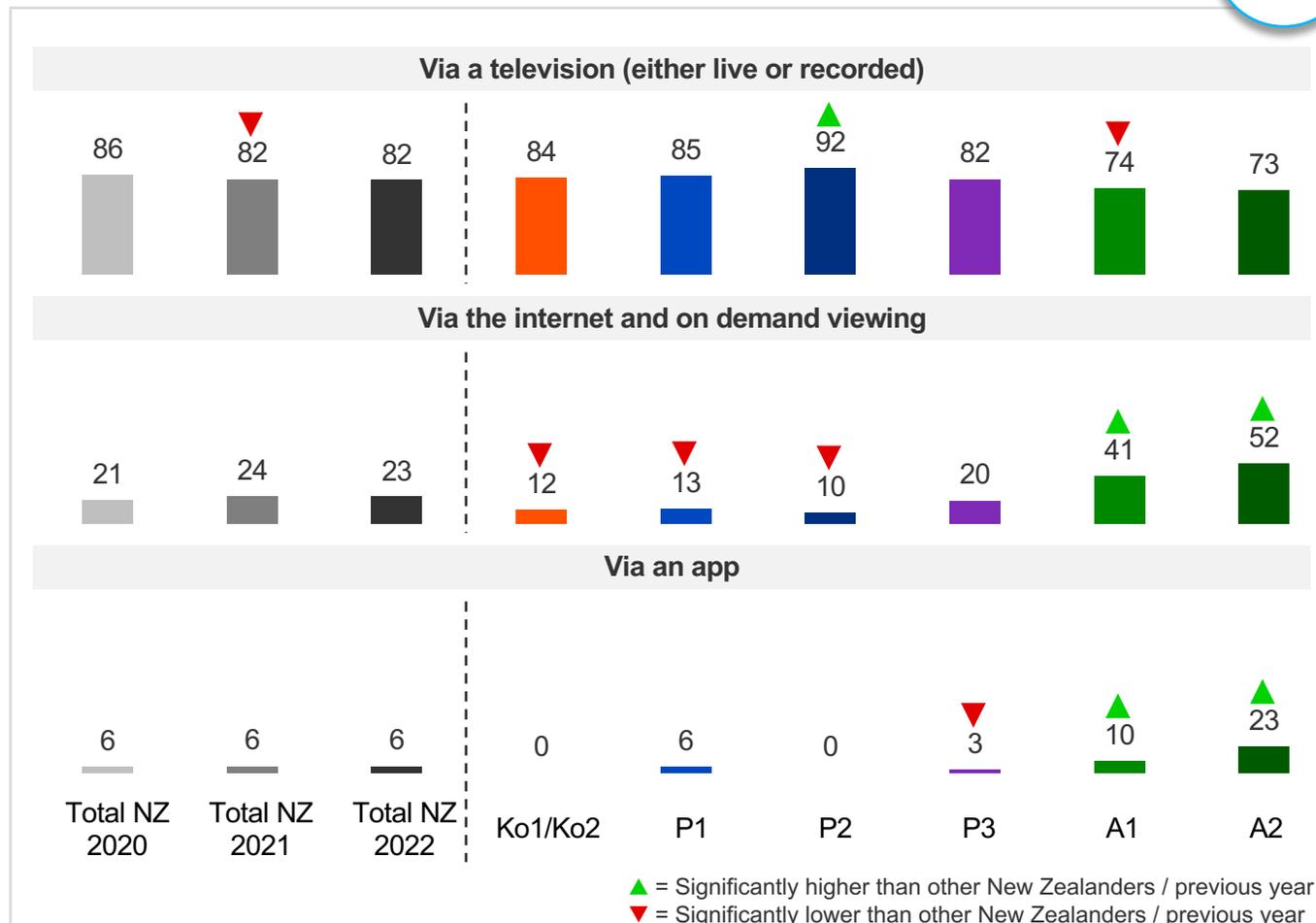
Whakaata Māori programming remains most frequently viewed via a television, although just under one in four view via the internet and on demand viewing, and 6% via an app.

(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, 2022)

KEY FINDINGS

- Kore and Pō segments most commonly view Whakaata Māori programming view a television. Just over one in ten view via the internet, and increasing to one in five among P3.
- Television is also the most common means to access Whakaata Māori programming among Awatea viewers, but many are also using digital channels.
- Half of Active Speaker (A2) viewers and two in five Culturally Active (A1) viewers use the internet and on demand viewing.
- Although an app is less commonly used to watch Whakaata Māori programming at a national level, it is used by almost one in four Active Speaker (A2) viewers and one in ten Culturally Active (A1) viewers.



Among non viewers, inability to speak te reo continues to decrease as a barrier to viewing Whakaata Māori programming. It does however match a lack of interest as the most common reasons for not viewing.

Reasons for not watching Whakaata Māori programming (% among non-viewers within the last 3 months, 2022)



KEY FINDINGS

- Among Kore non-viewers, lack of interest is the main reason for not watching Whakaata Māori programming, being particularly high among Ko1 at 92%. This is followed by inability to speak te reo.
- For Pō P1 and P2, the main barrier to viewing Whakaata Māori is not speaking te reo. Lack of interest is also common among P1. Lack of time is mentioned by one in five non viewers within P1 and P2.
- The most common reasons among Pō P3 non viewers are not speaking te reo and a lack of time. Around one in ten mention not having a television, not being tuned into Whakaata Māori, not knowing how to view the channel, and not watching much regular television.
- Among the Culturally Active (A1) who don't watch Māori Television programming, the main reasons are not having enough time, not having a television, or not watching much regular television. Few mention inability to speak te reo as a reason for not viewing.

	Total NZ			Ko1	Ko2	P1	P2	P3	A1
	2020	2021	2022						
Not at all interested in Whakaata Māori	38	39	36	92▲	63▲	30▼	9▼	4▼	3▼
I don't speak the Māori language	44	40▼	35▼	32	38	43▲	45▲	29▼	8▼
Do not have time	14	18▲	18	6▼	14▼	18	20	27▲	23
Do not like the programmes on Whakaata Māori	13	13	9▼	16	15	9	7	2▼	4
Not tuned into Whakaata Māori	8	7	8	4▼	7	6	15▲	12▲	6
Do not have a television	8	7	8	2▼	5▼	5▼	9	13▲	26▲
I do not know how to get or view Whakaata Māori	3	3	6▲	3▼	4	5	9	10▲	9
Don't watch much TV / much regular TV	5	4	5	0▼	2▼	3▼	6	10▲	19▲
Programmes on Whakaata Māori are not of sufficient quality	4	4	4	8	5	3	1▼	1▼	4
Can't get reception	2	2	3▲	1▼	1▼	5	3	5▲	5
Other	2	2	3	3	2	1▼	3	5▲	9▲

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

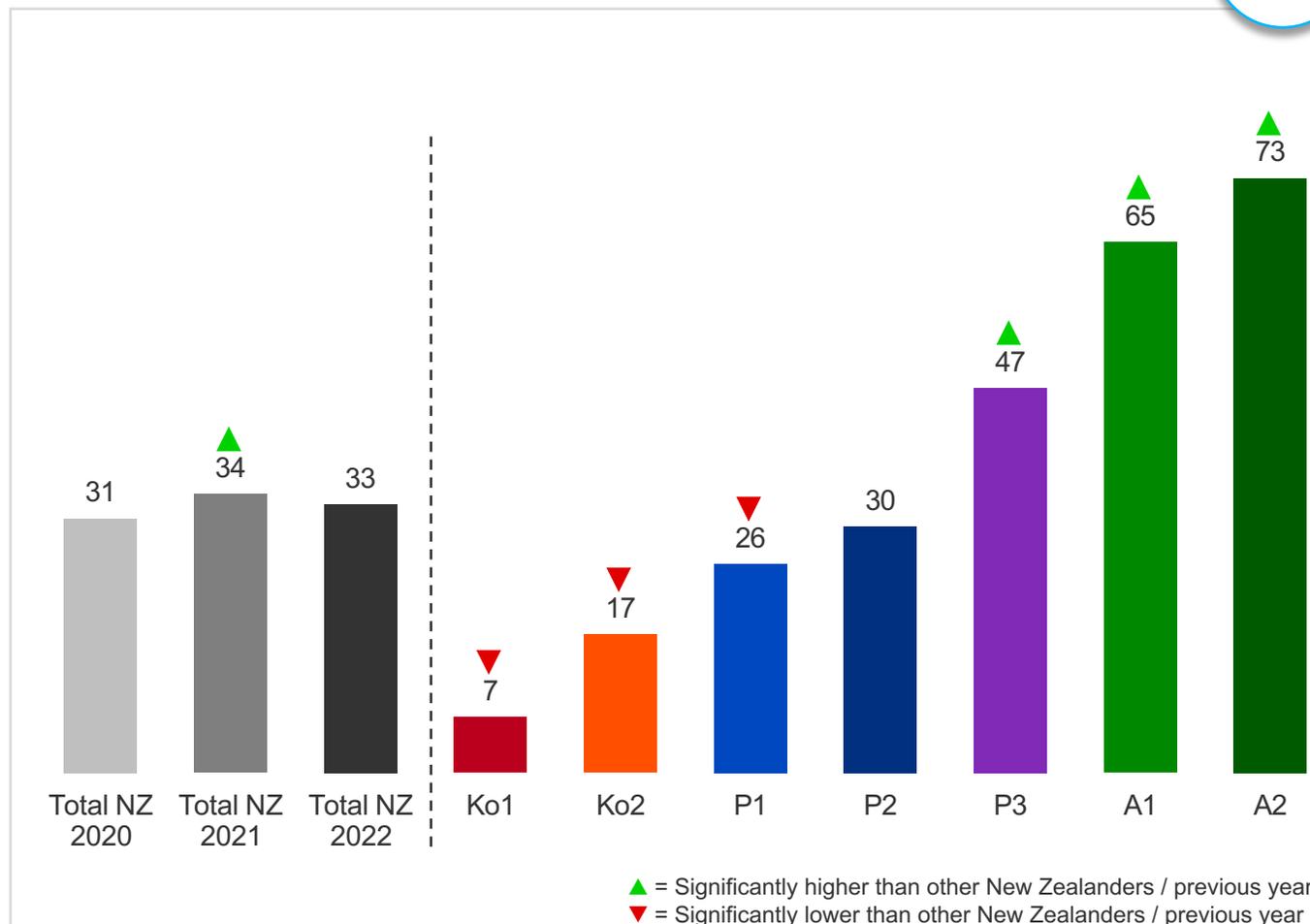
One in three New Zealanders view Māori programming across other television channels. This is most common among the Awatea segments and decreases moving down the KoPA model.

Viewership of Māori programming across other television channels in last 3 months (% , 2022)

KEY FINDINGS

- Three in four Active Speakers (A2) viewed Māori programming across other television channels in the last 3 months. This continues a downward trend from 85% in 2020 to 80% in 2021 and 73% in 2022.
- Viewing Māori programming across other television channels remains stable among Culturally Active (A1) at around two in three.
- Viewing is also stable among the Pō segments, and is highest among P3 at one in two. Levels remain close between P2 and P1 (30% and 26% respectively).
- Viewership is stable among Kore Ko2 at 17%, and remains low among Ko1 at 7%.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	7	17	26	30	47	65	73
2021	6	18 ▲	28	33	47 ▲	60	80
2020	8	10	23	31	41	67	85



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 (% , 2022)

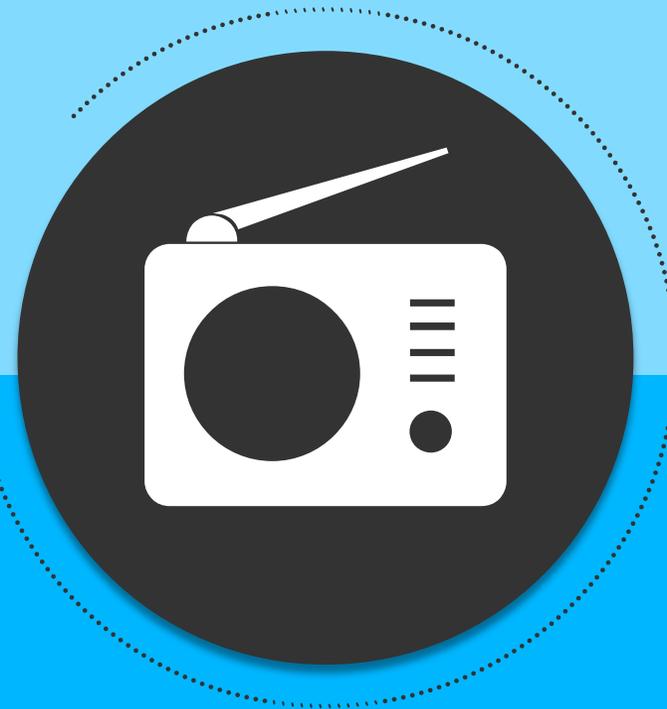
KEY FINDINGS

- TVNZ 1 remains the most common other channel for viewing Māori programming among the Awatea segments at around two in five. Among the Pō segment, viewing via TVNZ 1 is highest among P2 at 28%, and then reduces to 18% among P2 and 14% among P1.
- Approximately one in five within the Awatea segments, claim to have viewed Māori programming via TVNZ 2 and Three. Half this level claim to have viewed via Prime at one in ten.
- Viewership of Māori programming via TVNZ 2, Three and Prime ranges from 5% to 10% across the Pō segments.
- Kore Ko2 most commonly view Māori programming via TVNZ 1 at one in ten.
- Few within Kore 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.

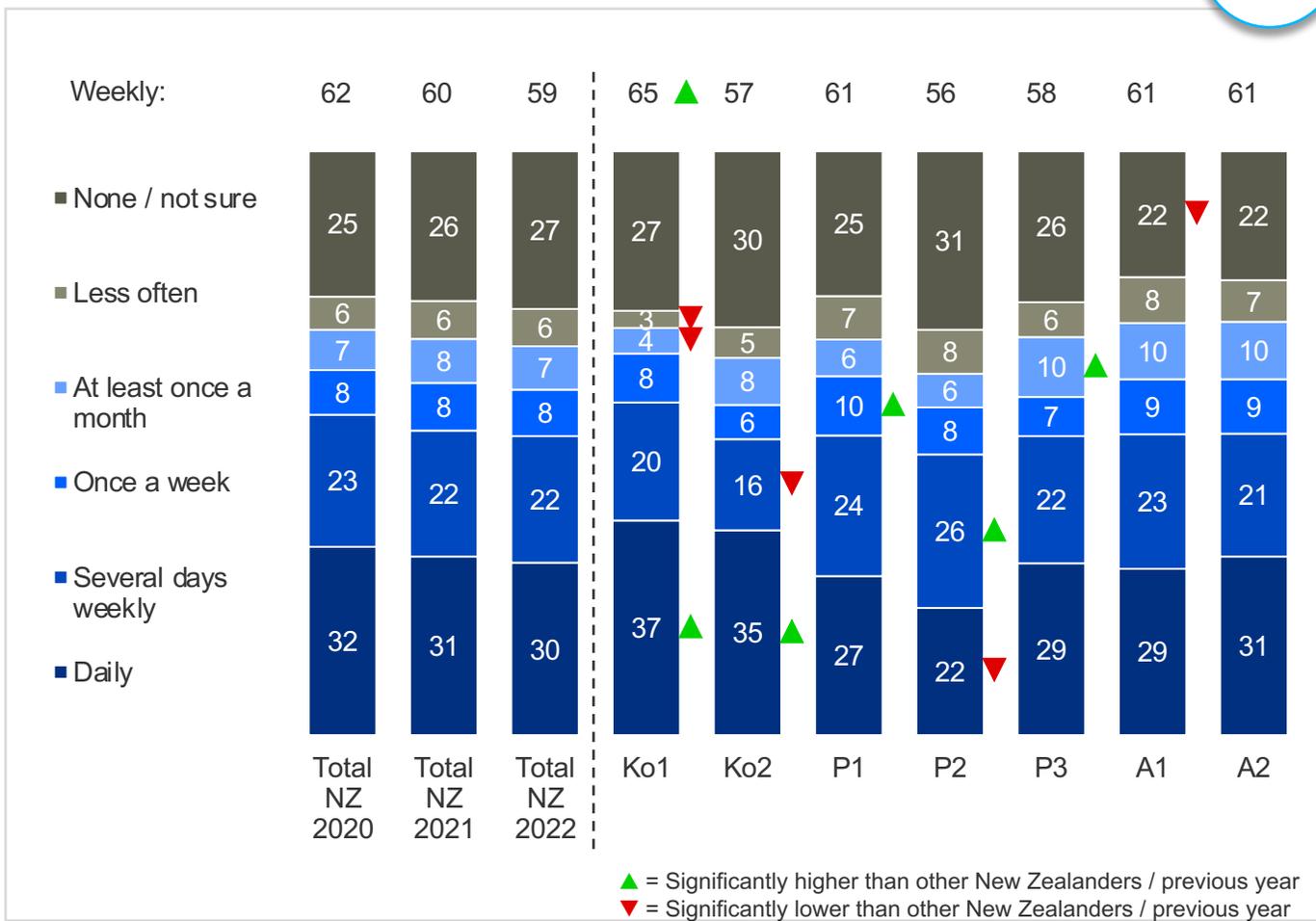


Listening to radio programming in general over the last 3 months (% , 2022)

KEY FINDINGS

- There is little variation across the KoPA segments for being weekly listeners to radio programming. Kore Ko2 most commonly listen to radio programming at least weekly at just under two in three.
- Daily listening to radio programming is highest among the Kore segments at 37% among Ko1 and 35% among Ko2. Daily listening is lowest among P2 at 22%.

At least once a week (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	65	57▼	61	56	58	61	61
2021	61	64	61	59	59▼	55▼	72
2020	68	61	64	57	65	66	67



Following a small increase in 2021, 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.

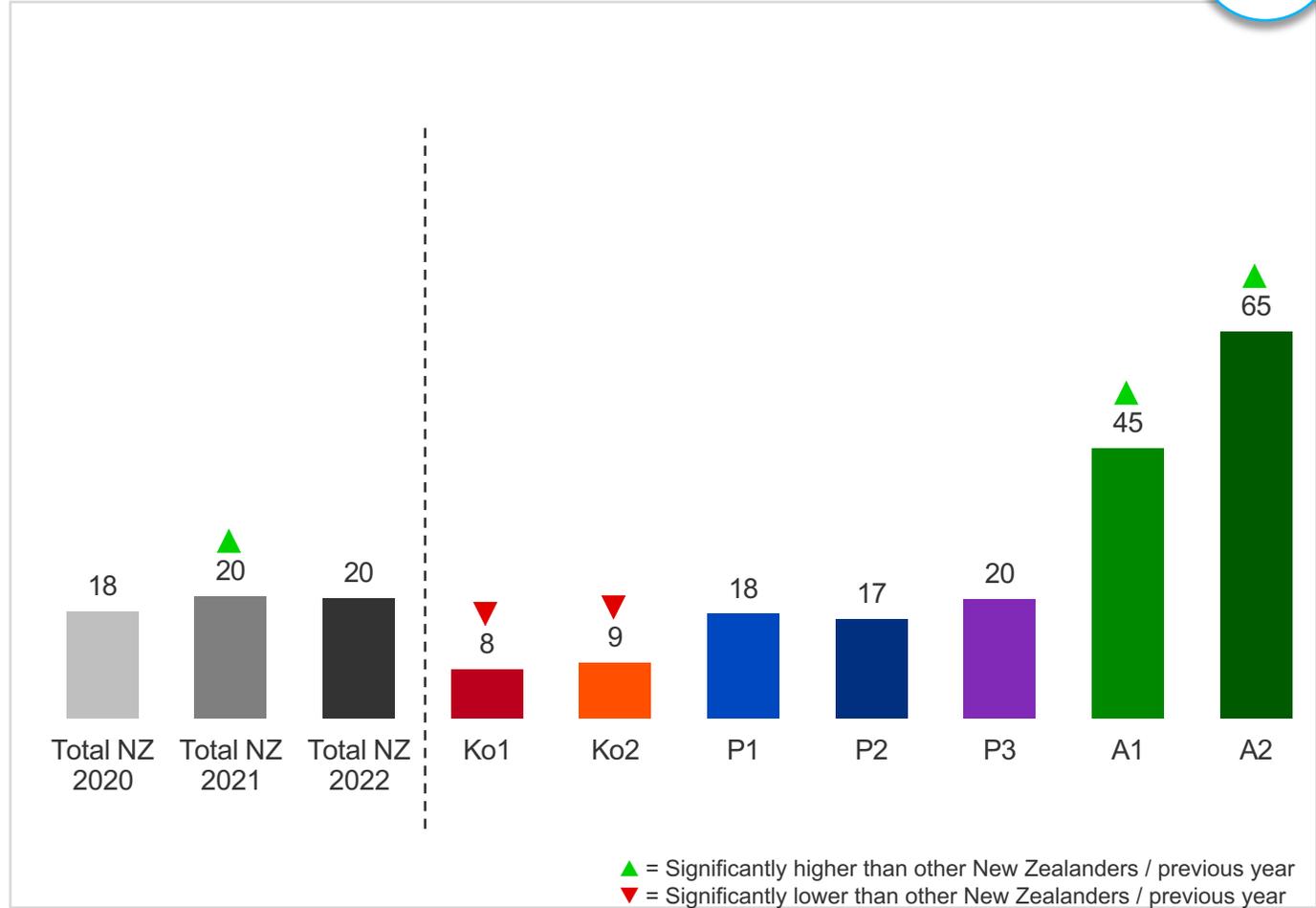


Aware of any specific iwi radio stations (% , 2022)

KEY FINDINGS

- Two in three Active Speakers (A2) are aware of specific iwi radio stations. Although not statistically significant, this is lower than in 2021 (72%) and 2020 (76%).
- Awareness is stable among Culturally Active (A1) at 45%.
- One in five Pō P3 and slightly fewer within P2 and P1 claim to be aware of specific iwi radio stations.
- There is only low awareness among the Kore segments, at 8% for Ko1 and 9% for Ko2.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	8	9	18	17	20	45	65
2021	7 ▼	13	17	16	19	43	72
2020	13	10	14	12	15	39	76



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

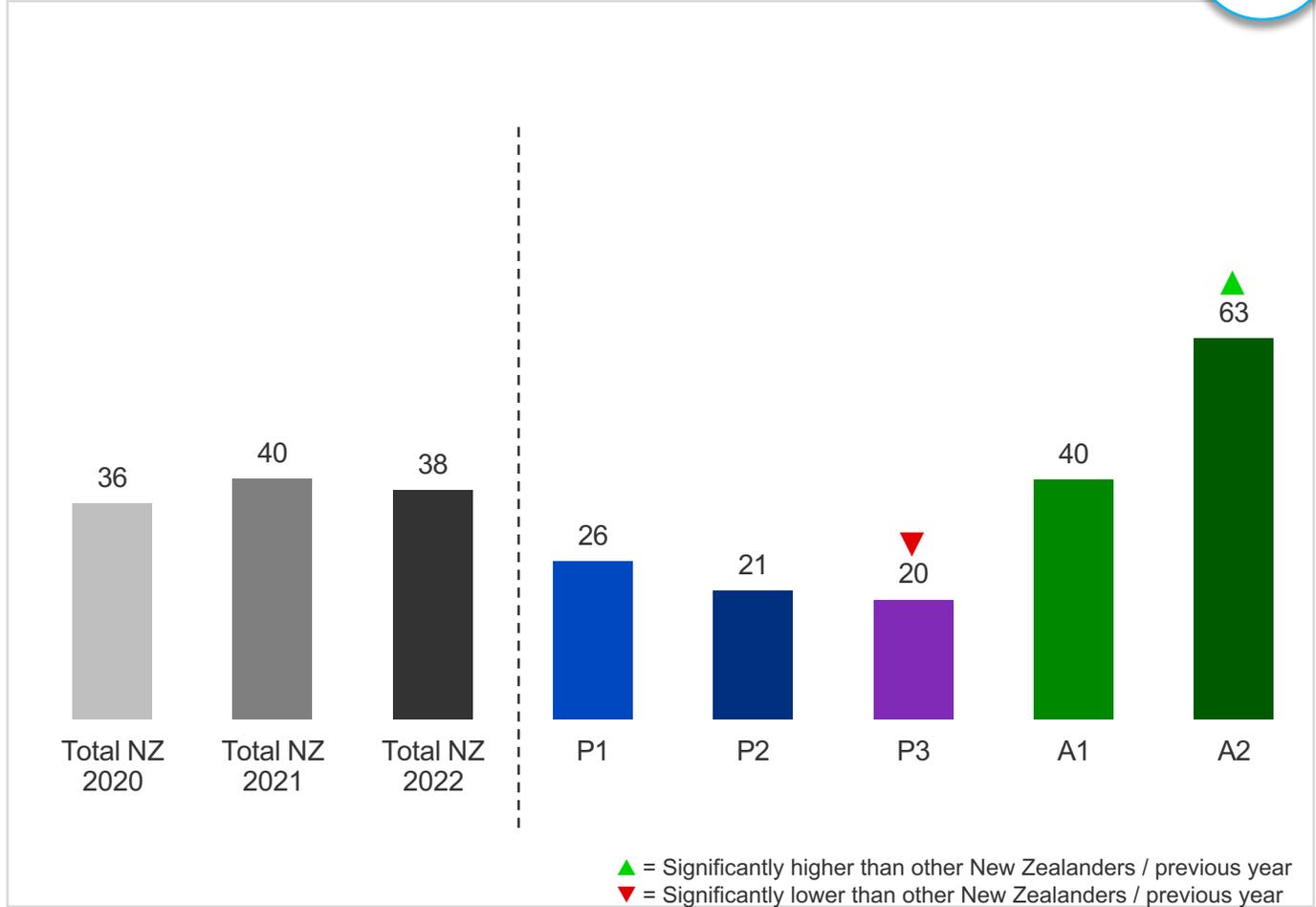


Aware if the iwi with which most closely identify operates a radio station (among the Māori population, % 2022)

KEY FINDINGS

- Three in five Active Speakers (A2) are aware if the iwi with which they most closely identify operates a radio station.
- Awareness is stable among Culturally Active (A1) at two in five.
- Awareness is 26% or lower among the Māori population within the Pō segments.

(%)	P1	P2	P3	A1	A2
2022	26	21	20	40	63
2021	23	12	20	40	69
2020	22	12	22	38	60



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

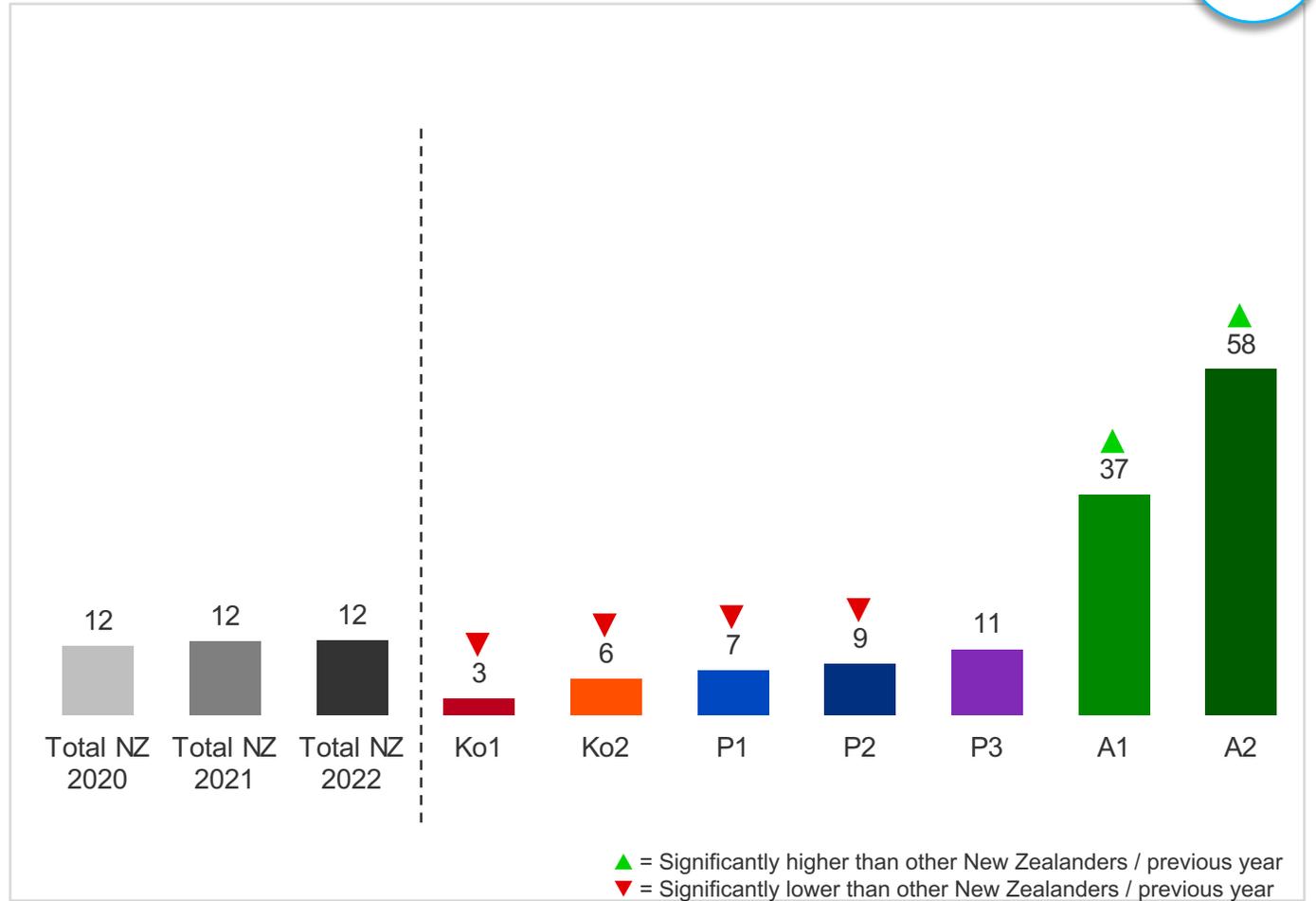


Listened to iwi radio station within the past 12 months (% , 2022)

KEY FINDINGS

- Active Speakers (A2) have most commonly listened to iwi radio within the past 12 months at three in five. Although not statistically significant, this is lower than in 2021 (at 71%).
- Just under two in five Culturally Active (A1) have listened to iwi radio in the past 12 months, being a similar level to 2021.
- One in ten, or just under, have listened to iwi radio within the past 12 months among the Pō segments.
- Very few have listened among Kore Ko1 and 6% within Ko2.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	3	6	7	9	11	37	58
2021	1	4	9	8	10	32	71
2020	3	3	8	8	9	33	68



Weekly listening to iwi radio has decreased among Active Speakers (A2) although they remain the core audience for iwi radio.

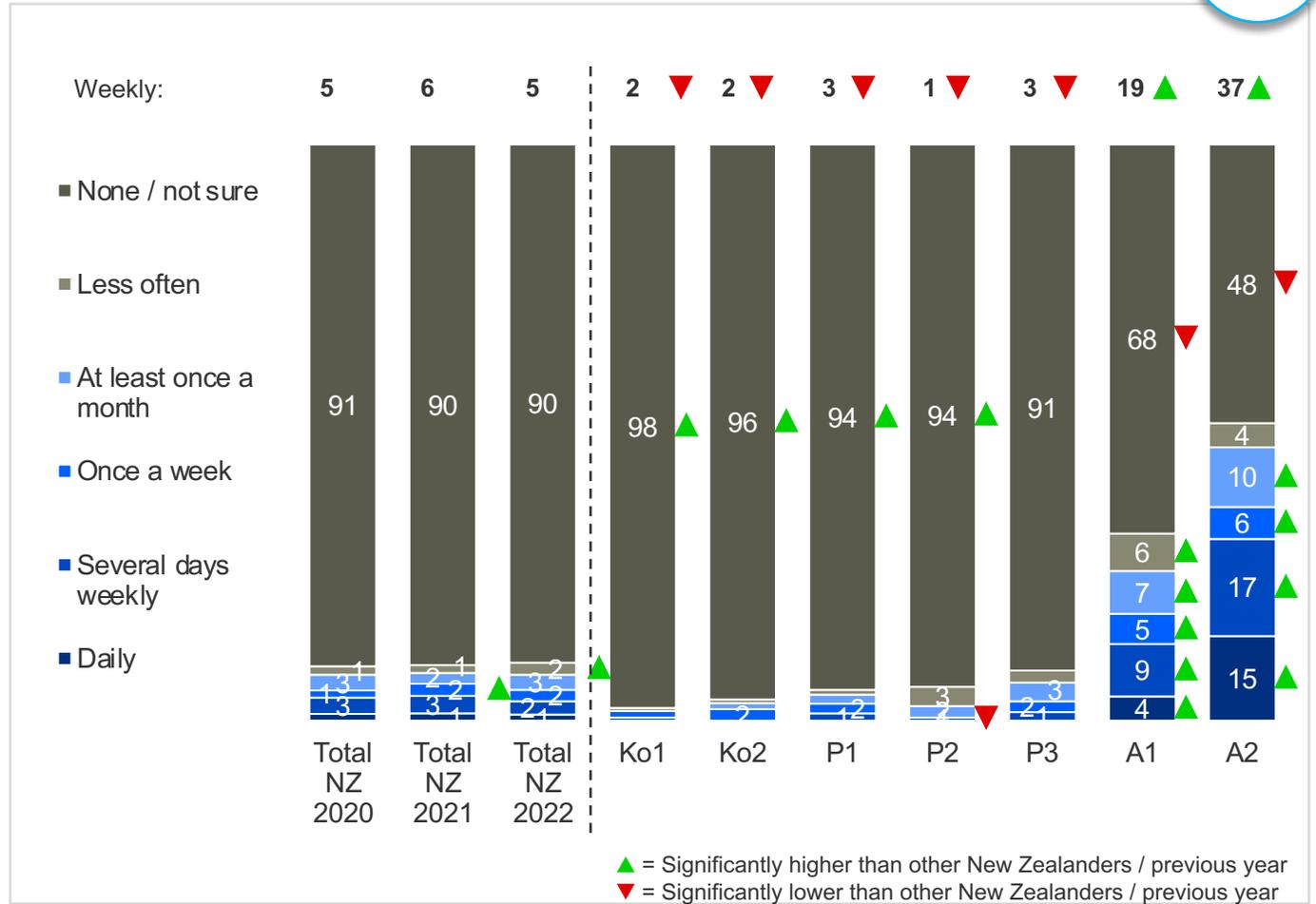


Frequency listen to iwi radio over the past 3 months (% , 2022)

KEY FINDINGS

- Approximately two in five Active Speakers (A2) listen to iwi radio at least weekly. This is a significant decrease from 2021 and 2022 when half were weekly listeners. Daily listeners however remain stable at 15%.
- Weekly listening remains less common among Culturally Active (A1) at one in five. Few are daily listeners at 4%.
- 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
2022	2	2	3	1 ▼	3	19	37 ▼
2021	0	2	4	3	4	15	52
2020	0	1	3	2	3	16	50



Although radio remains the most common way to listen to iwi radio, just over two in five listen via the internet. Almost one in five only access iwi radio online.

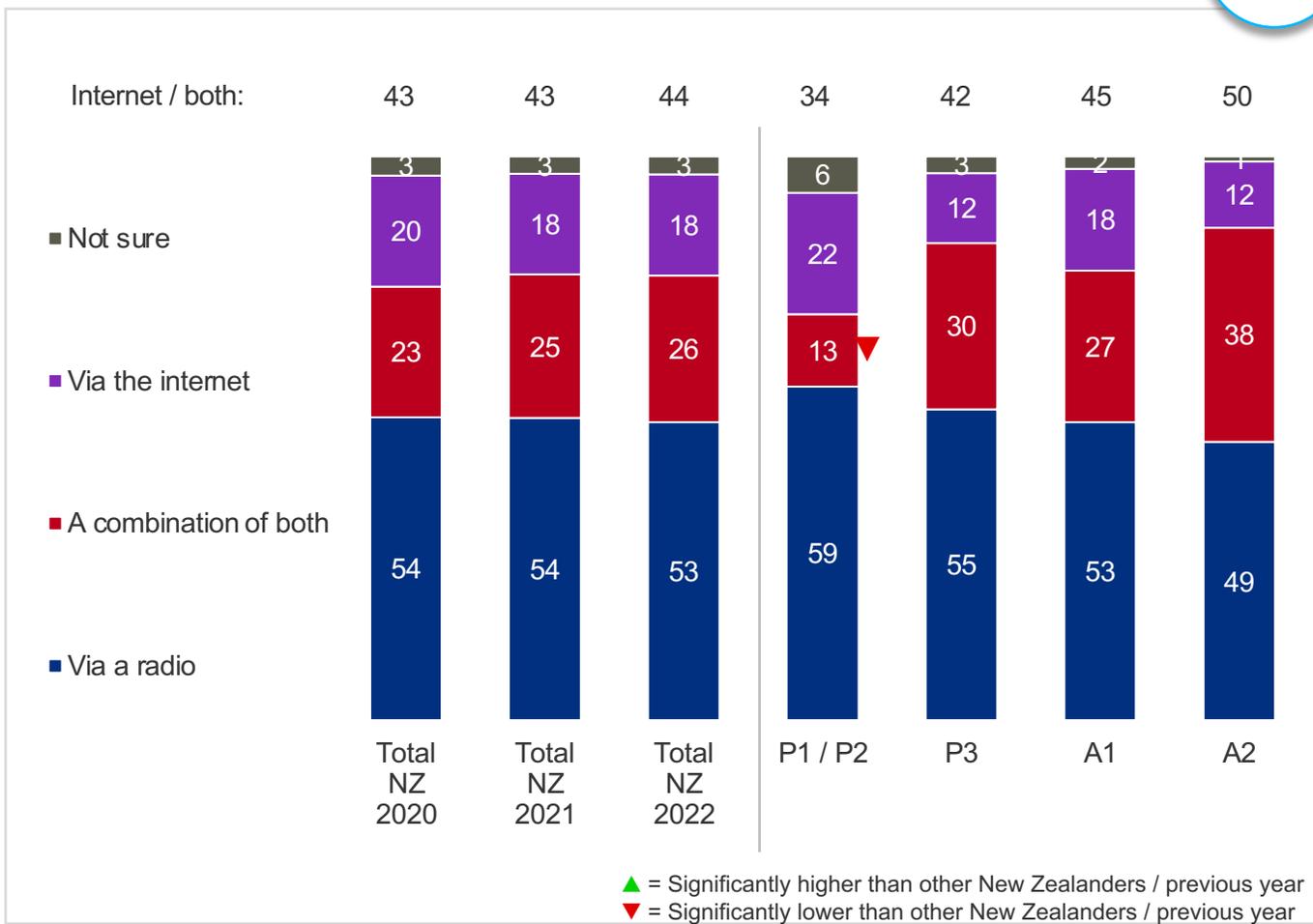


Way usually listen to iwi radio (among iwi radio listeners in the past 12 months, % 2022)

KEY FINDINGS

- Half of Active Speakers (A2) use the internet to listen to iwi radio. This is typically a combination of using both a radio and the internet, however 12% only listen via the internet.
- Accessing iwi radio online has increased among Culturally Active (A1) listeners to 45% and Pō P3 listeners to 42%. Similar to Active Speakers (A2), this is often in combination with the radio but 18% of Culturally Active (A1) and 12% of Pō P3 only listen to iwi radio online.

Via the internet / combination of both (%)	P1 / P2	P3	A1	A2
2022	34	42	45	50
2021	53	36	31	46
2020	48	22	38	57



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

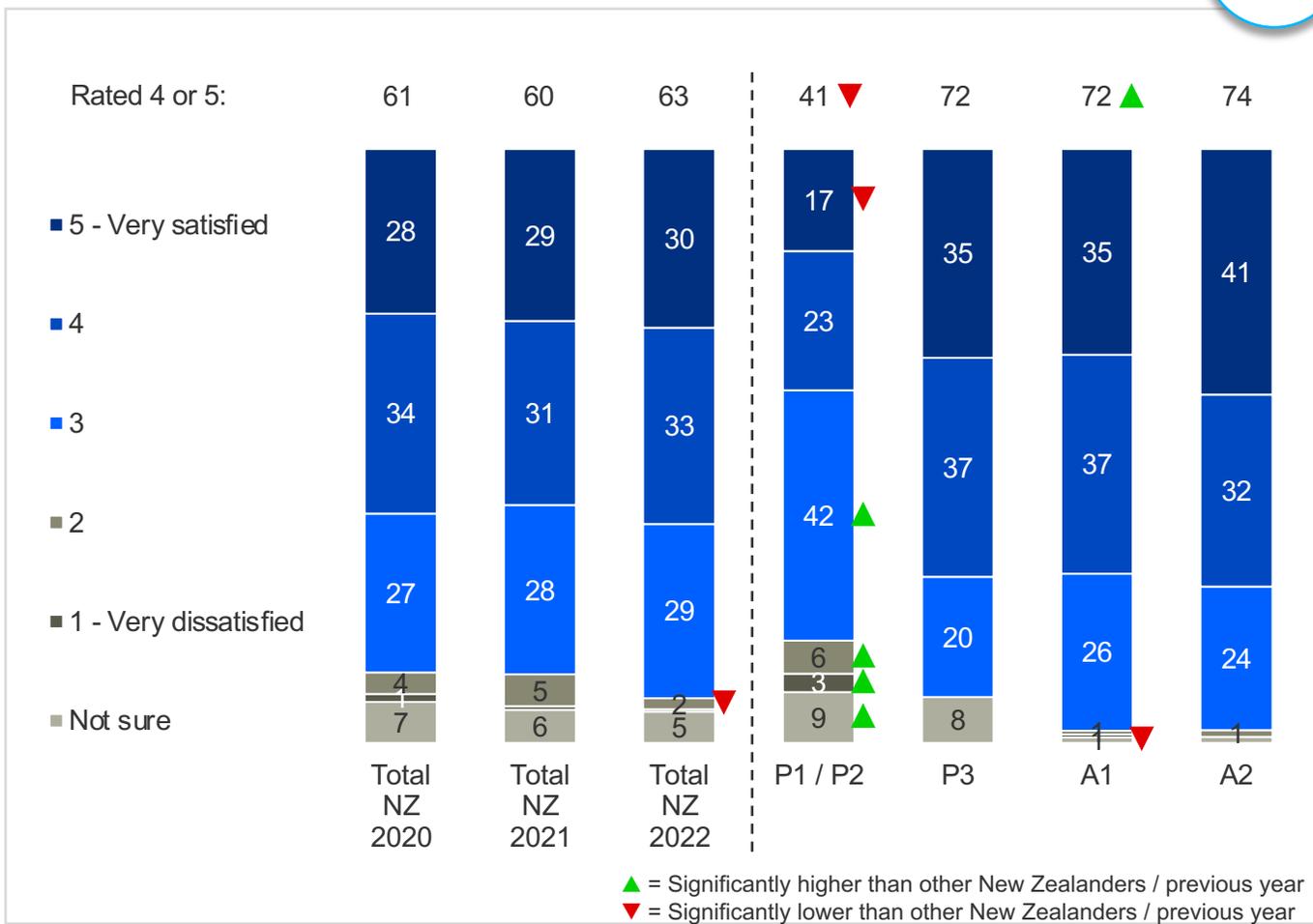


Satisfaction with Māori radio programming in general (among iwi radio listeners in the past 12 months, % 2022)

KEY FINDINGS

- Dissatisfaction with Māori radio has decreased to minimal levels among listeners. Those rating their satisfaction as '1 – Very dissatisfied' or '2' on the 5-point scale has decreased from 6% in 2021 to only 2% in 2022.
- The majority of iwi radio listeners are generally satisfied with Māori radio programming with 63% rating it as '4' or '5 – Very satisfied', and 29% rating it as '3'.
- Although not statistically significant, satisfaction has increased among Pō P3 and Culturally Active (A1) listeners to a similar level as Active Speakers (A2). Just under three in four listeners within these segments are highly satisfied (rating as 4 to 5).
- Although still generally satisfied, ratings are more moderate among Pō P1 and P2 listeners. Many are only moderately satisfied (rating as 3) and around one in ten listeners are dissatisfied with iwi radio.

Rated 4 or 5 – Very satisfied (%)	P1 / P2	P3	A1	A2
2022	41	72	72	74
2021	49	61	65	75
2020	43	63	66	78



7

Digital media



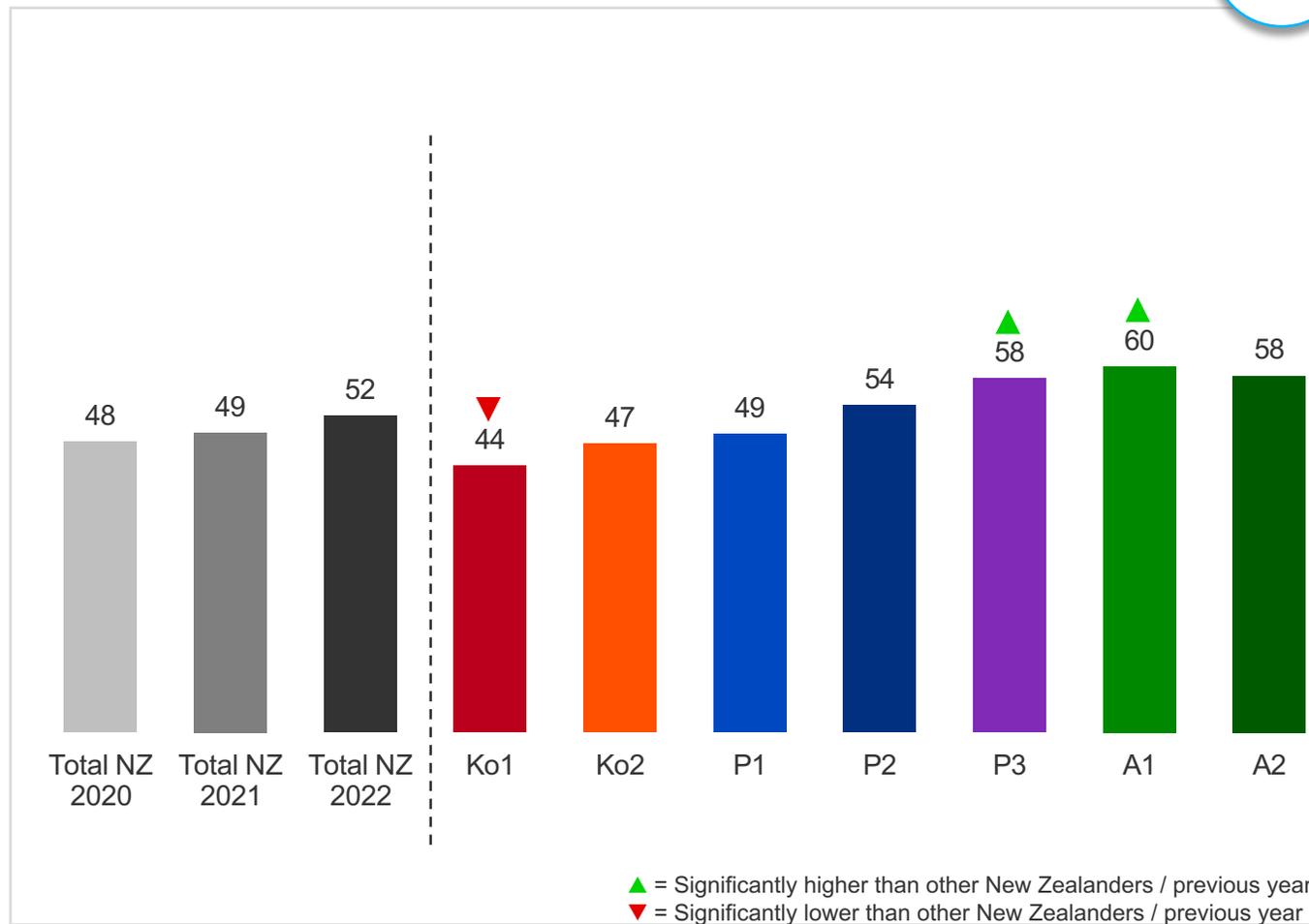
Watching digital television programming continues to slowly build year on year to just over half New Zealanders.



Regular access of digital media – Television programming in general (% , 2022)

KEY FINDINGS

- Although not statistically significant, Active Speakers (A2) have decreased their access of digital television programming, from 67% in 2021 to 58% in 2022. This a similar proportion to Culturally Active (A1) at 60% and Pō P3 at 58%.
- Viewing of digital television programming then slowly decreases moving left along the ZePA model from 54% among Pō P2 to 44% among Kore Ko1.



(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	44	47	49	54	58	60	58
2021	40	44	44	49	57	60	67
2020	41	43	44	51	50	56	67

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

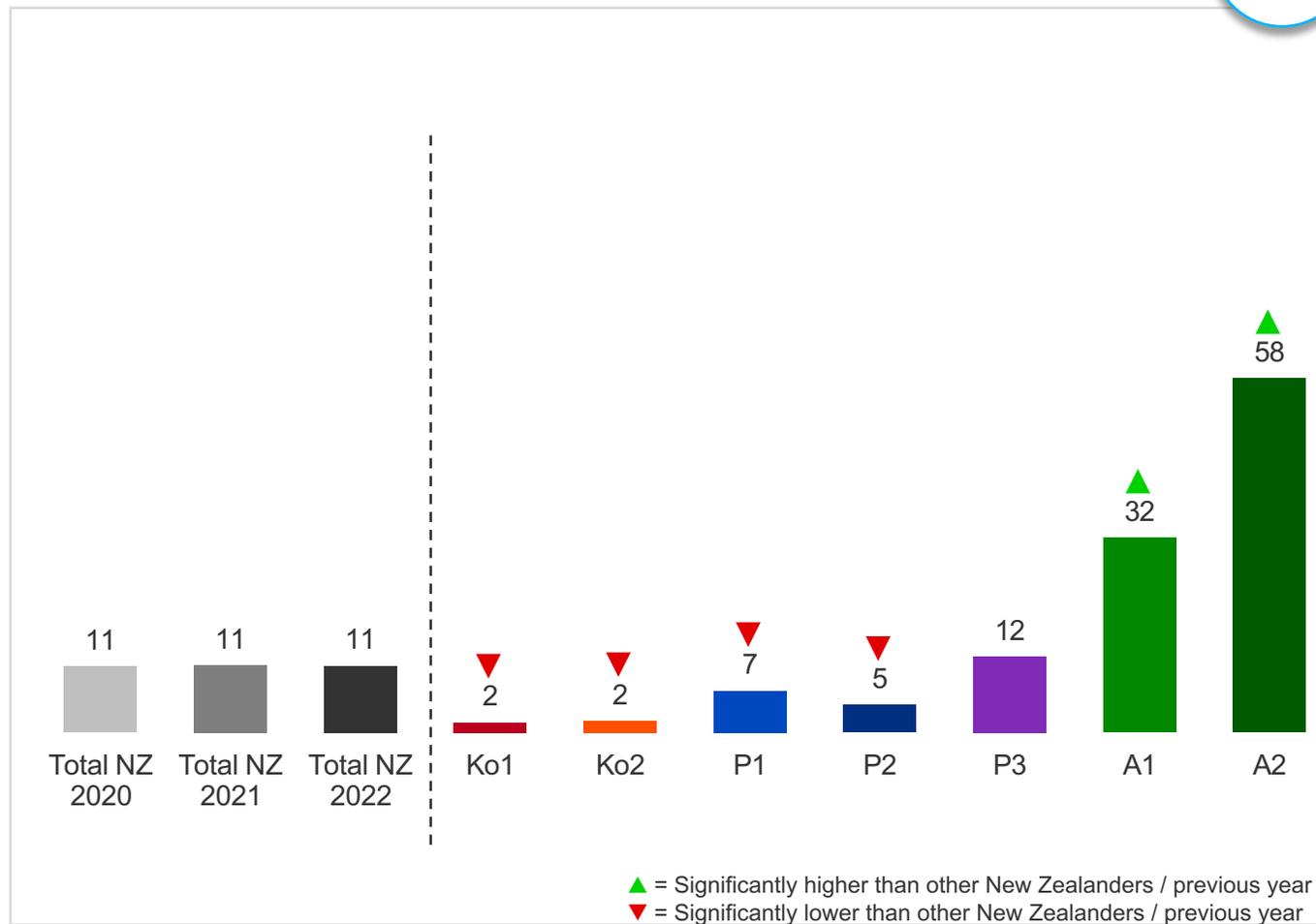
Regular access of digital media – Māori television programming (% , 2022)



KEY FINDINGS

- Active Speakers (A2) most commonly watch digital Māori television programming at 58%. This is the same level as their viewing of digital television programming in general.
- Among Culturally Active (A1) there continues to be a large gap between their viewing of digital Māori television programming (32%) and general digital television programming (60%).
- Among the Pō segments, P3 most commonly view digital Māori television programming at 12%.
- Few view within the Kore segments.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	2	2	7	5	12	32	58
2021	1	2	5	7	11	33	64
2020	1	2	6	6	10	34	65



Consistent with previous years, just over one in five New Zealanders regularly listen to digital radio programming. This is currently most common among the Awatea segments.

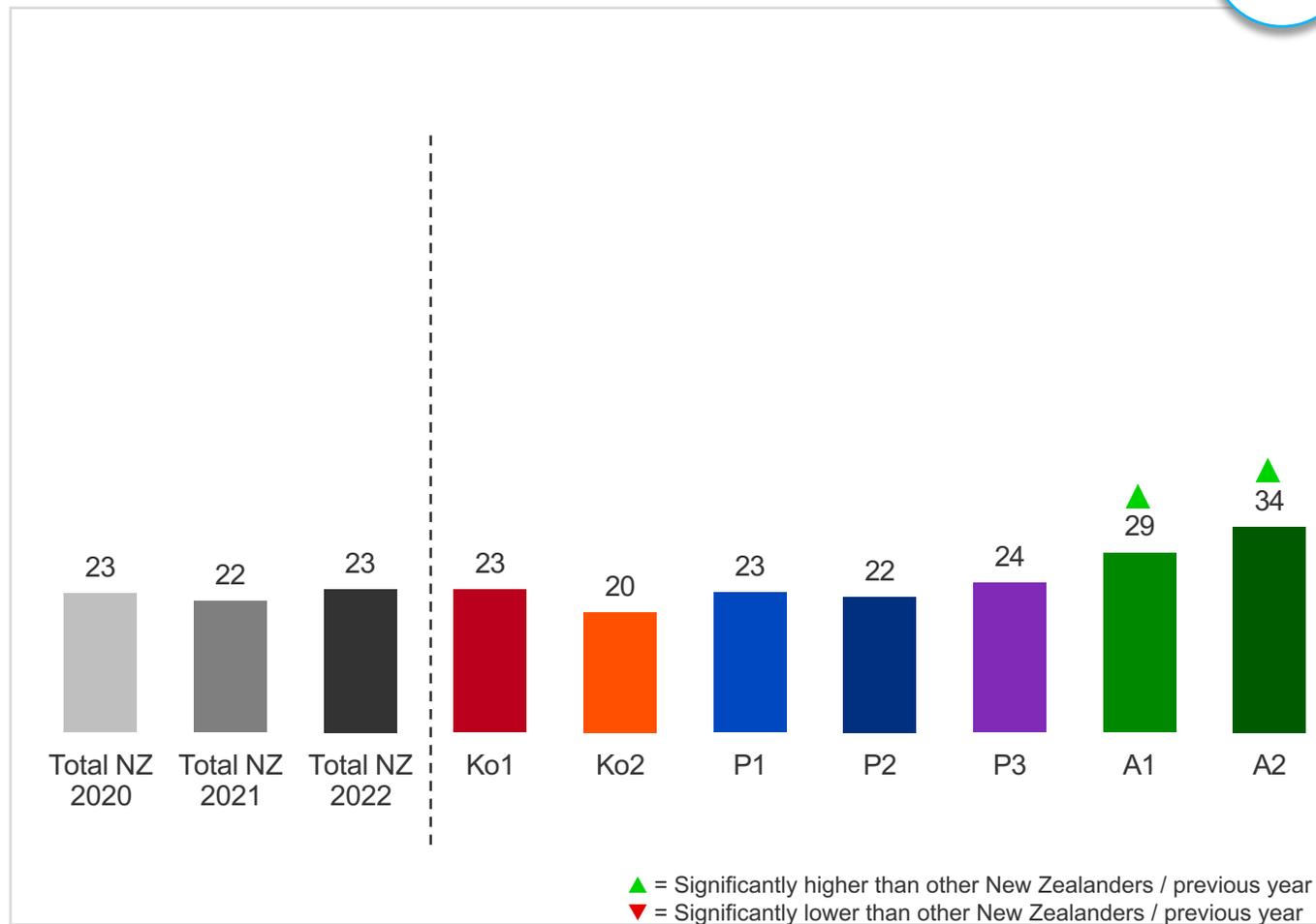
Regular access of digital media – Radio programming in general (% , 2022)



KEY FINDINGS

- The gap between Culturally Active (A1) and Active Speakers (A2) for listening to digital radio programming has narrowed since 2021. This is due to a decrease among Active Speakers, although not being statistically significant. Currently one in three Active Speakers (A2) listen to digital radio programming and 29% of Culturally Active (A1).
- Listening to digital radio programming continues to fluctuate among many of the Pō and Kore segments. There is a similar level of regular listeners across the Pō and Kore segments, ranging from 20% to 24%.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	23	20	23	22	24 ▲	29	34
2021	18	25	20	22	18 ▼	24	45
2020	20	21	21	22	24	29	40



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

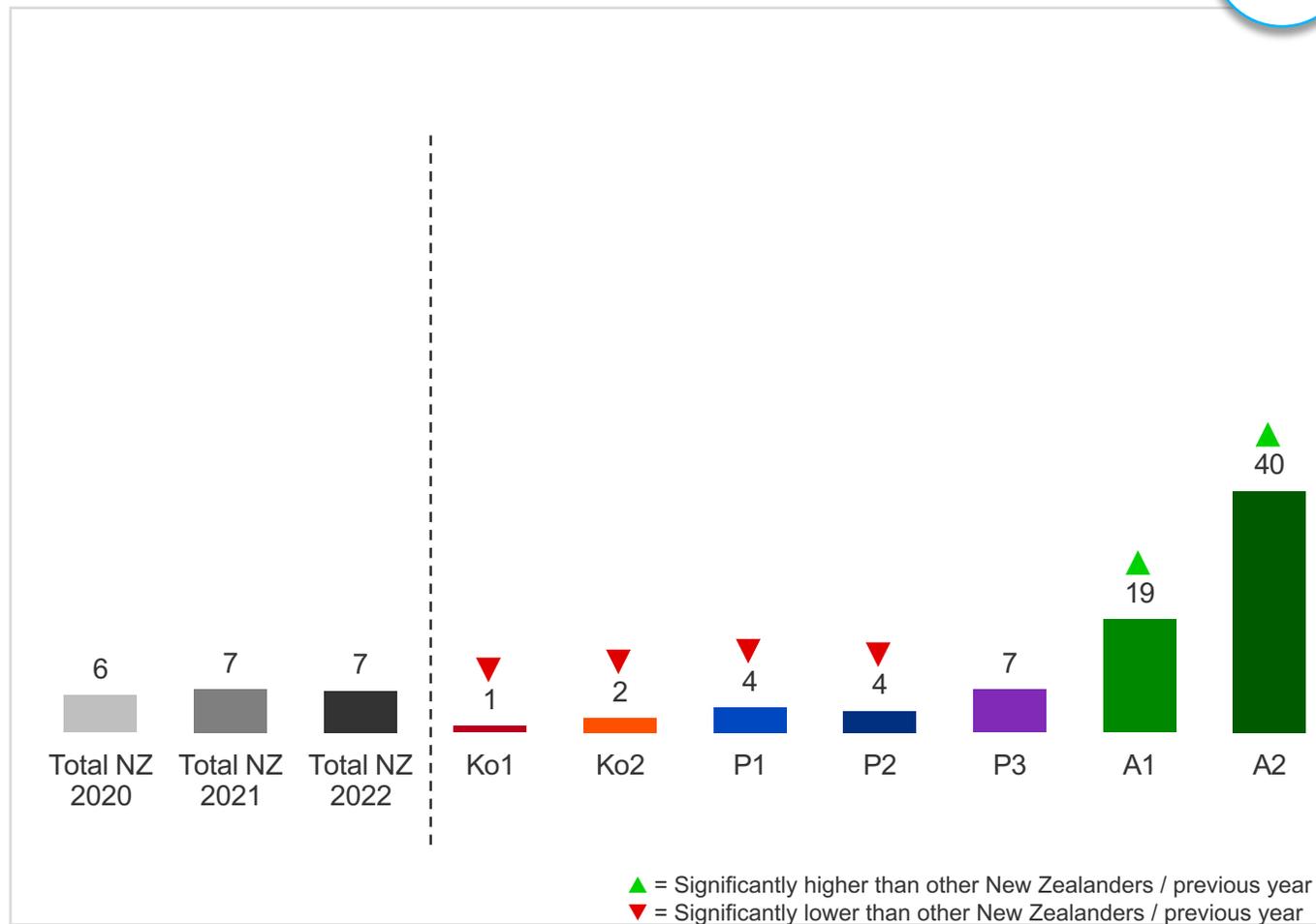
Regular access of digital media – Māori radio programming (% , 2022)



KEY FINDINGS

- Although not statistically significant, regular listening to digital Māori radio programming has returned to 2020 levels among Active Speakers (A2) following an increase in 2021. Of note, Active Speakers (A2) continue to more commonly listen to digital Māori radio programming (40%) than digital radio programming in general (34%).
- Listening to digital Māori radio programming is relatively stable among Culturally Active A1 at 19%, 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 P3 at 7%.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	1	2	4	4	7	19	40
2021	0	3▲	5	5	4	14	52
2020	0	1	5	4	4	17	42



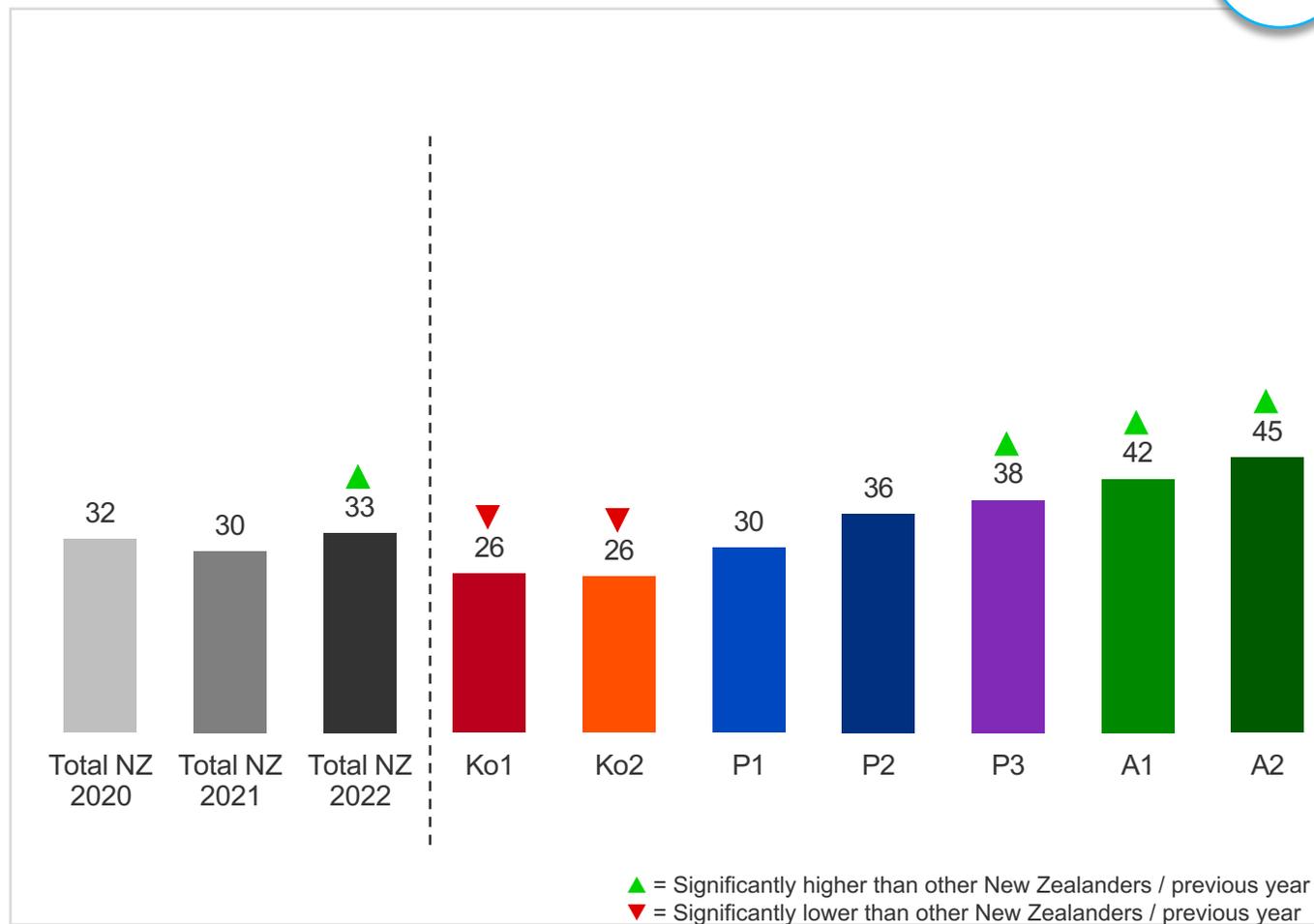
One in three New Zealanders regularly watch or listen to digital web series or podcasts. This generally increases moving from left to right along the KoPA model.



Regular access of digital media – Web series or podcasts in general (% , 2022)

KEY FINDINGS

- In recent years, Active Speakers (A2) have more commonly watched or listened to web series or podcasts than Culturally Active (A1). Levels are currently similar among the Aweatea segments due to a decrease among Active Speakers (A2) to 45% and an increase among Culturally Active (A) to 42%..
- Just under two in five Pō P3 and P2 regularly watch or listen to digital web series or podcasts. P1 are the lowest of the Pō segments at 30%.
- One in four among Kore Ko1 and Ko2 are regularly watching or listening to digital web series or podcasts.



(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	26	26	30▲	36	38	42	45
2021	22	26	23▼	29	37	34	58
2020	22	22	31	35	36	38	50

Source: The following question is about programming accessed via the internet including on demand and YouTube and via any device including laptops, tablets, mobile phones and Smart TV. Which of the following do you regularly do?
Base: Total New Zealand - 2020 n = 2500 | 2021 n = 2505 | 2022 n = 2502; 2022 - Ko1 n = 197 | Ko2 n = 268 | P1 n = 441 | P2 n = 235 | P3 n = 540 | A1 n = 563 | A2 n = 198

Approximately one in ten New Zealanders regularly watch or listen to digital web series or podcasts with Māori content.

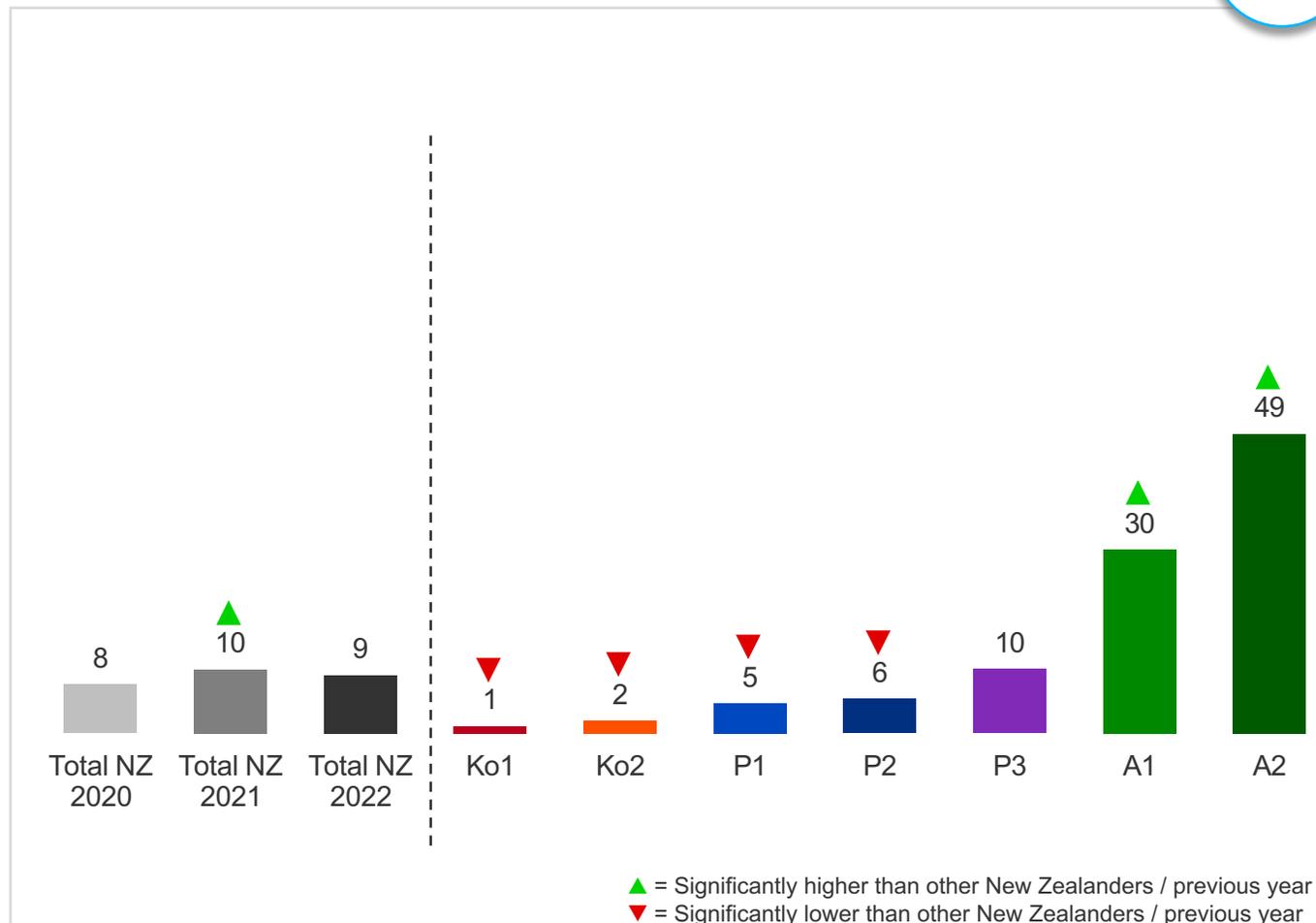


Regular access of digital media – Web series or podcasts with Māori content (% , 2022)

KEY FINDINGS

- Half Active Speakers (A2) watch or listen to web series or podcasts with Māori content. Although not statistically significant, this is lower than in 2021 (62%) and 2020 (61%).
- Among Culturally Active (A1), watching or listening to web series or podcasts with Māori content (30%) continues to lag behind general content (42%).
- Of the Pō segments, Pō P3 most commonly watch or listen to Māori digital web series or podcasts at one in ten. This compares to 6% among P2 and 5% among P1.
- Very few within Kore are engaged with Māori digital web series or podcasts.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	1	2	5 ▼	6	10	30	49
2021	1	3 ▲	8 ▲	7	9	25	62
2020	0	1	5	5	6	24	61



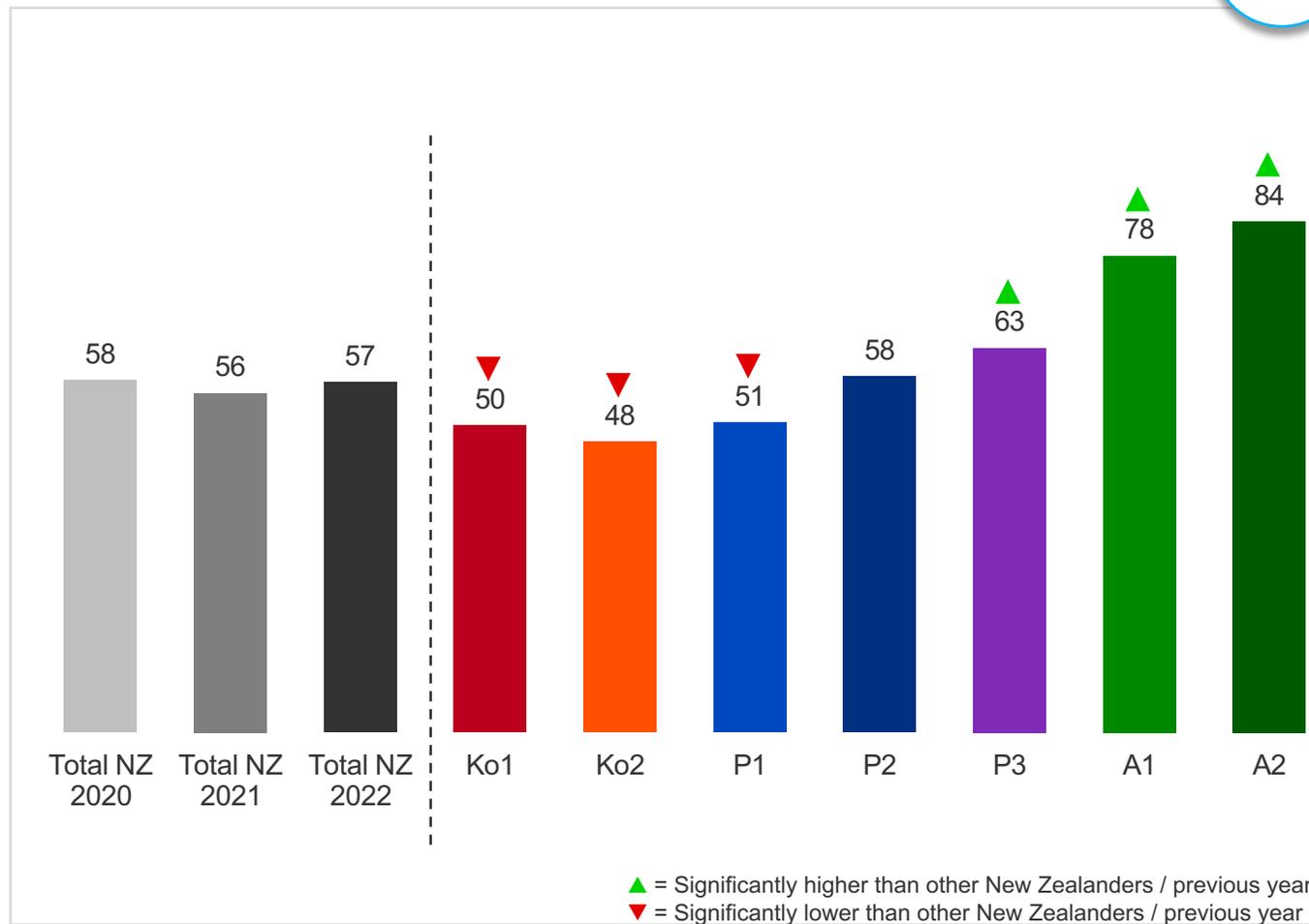
Nearly three in five New Zealanders regularly access digital music, with the highest number of listeners within Awatea.

Regular access of digital media – Music in general (% , 2022)

KEY FINDINGS

- The Awatea segments most commonly listen to digital music at around four in five.
- Listening increases across the Pō segments, from 51% among P1, to 58% among P2, and 63% among P3.
- One in two within the Kore segments regularly listen to digital music.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	50	48	51	58	63	78	84
2021	52	42	47	57	63	79	84
2020	49	43	53	58	65	79	87



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.

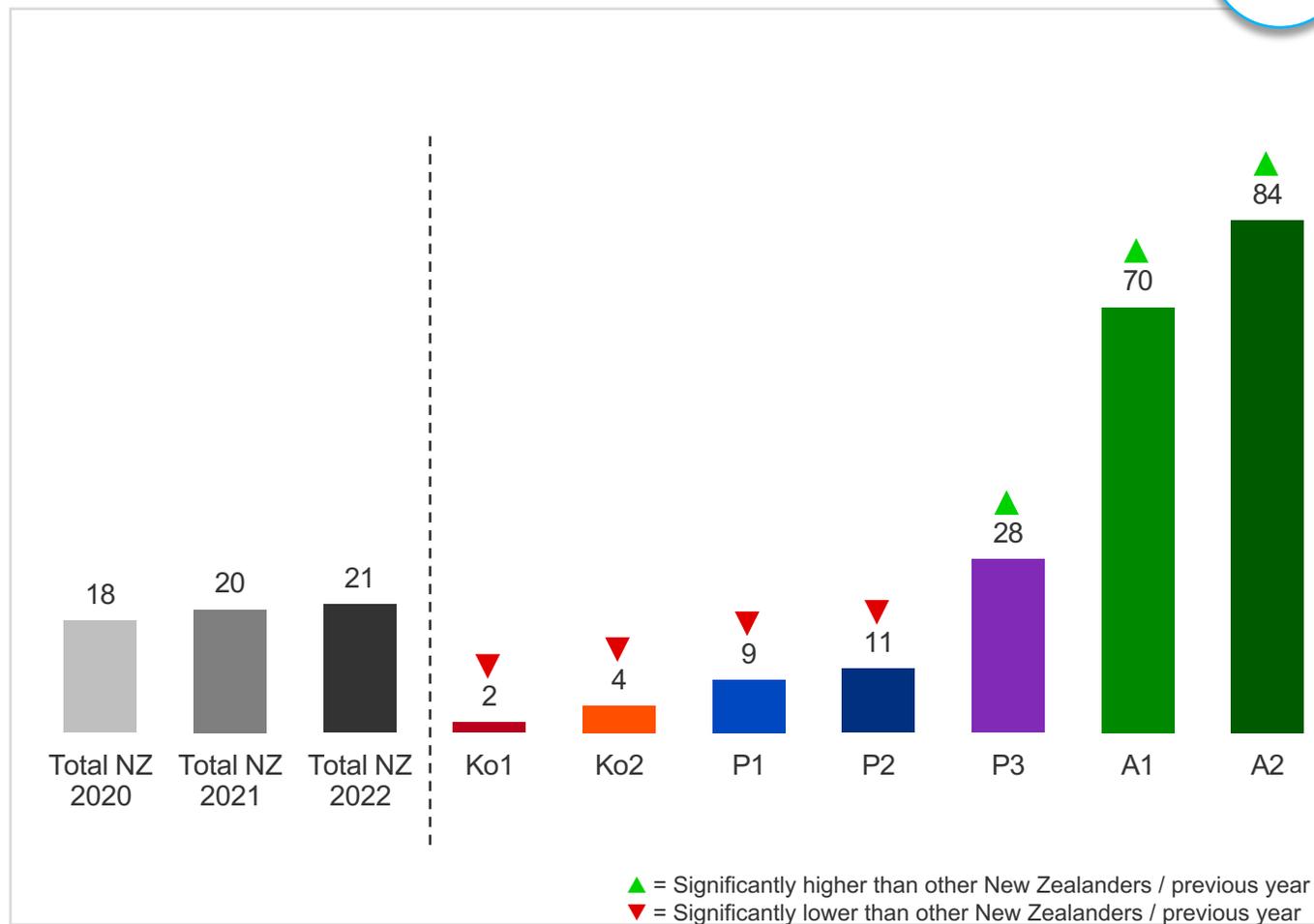
Regular access of digital media – Māori music including music by Māori musicians or music with Māori content (% 2022)



KEY FINDINGS

- The majority of Active Speakers (A2) listen to digital Māori music at 84%.
- Listening is stable among Culturally Active (A1) at 70%.
- Among the Pō segments, P3 most commonly listen to digital Māori music at just under three in ten. This decreases to one in ten among P1 and P2.
- Few within the Kore segments regularly listen to digital Māori music.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	2	4	9	11	28	70	84
2021	1	5 ▲	8	13	25 ▲	66	85
2020	1	1	9	13	18	64	87



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

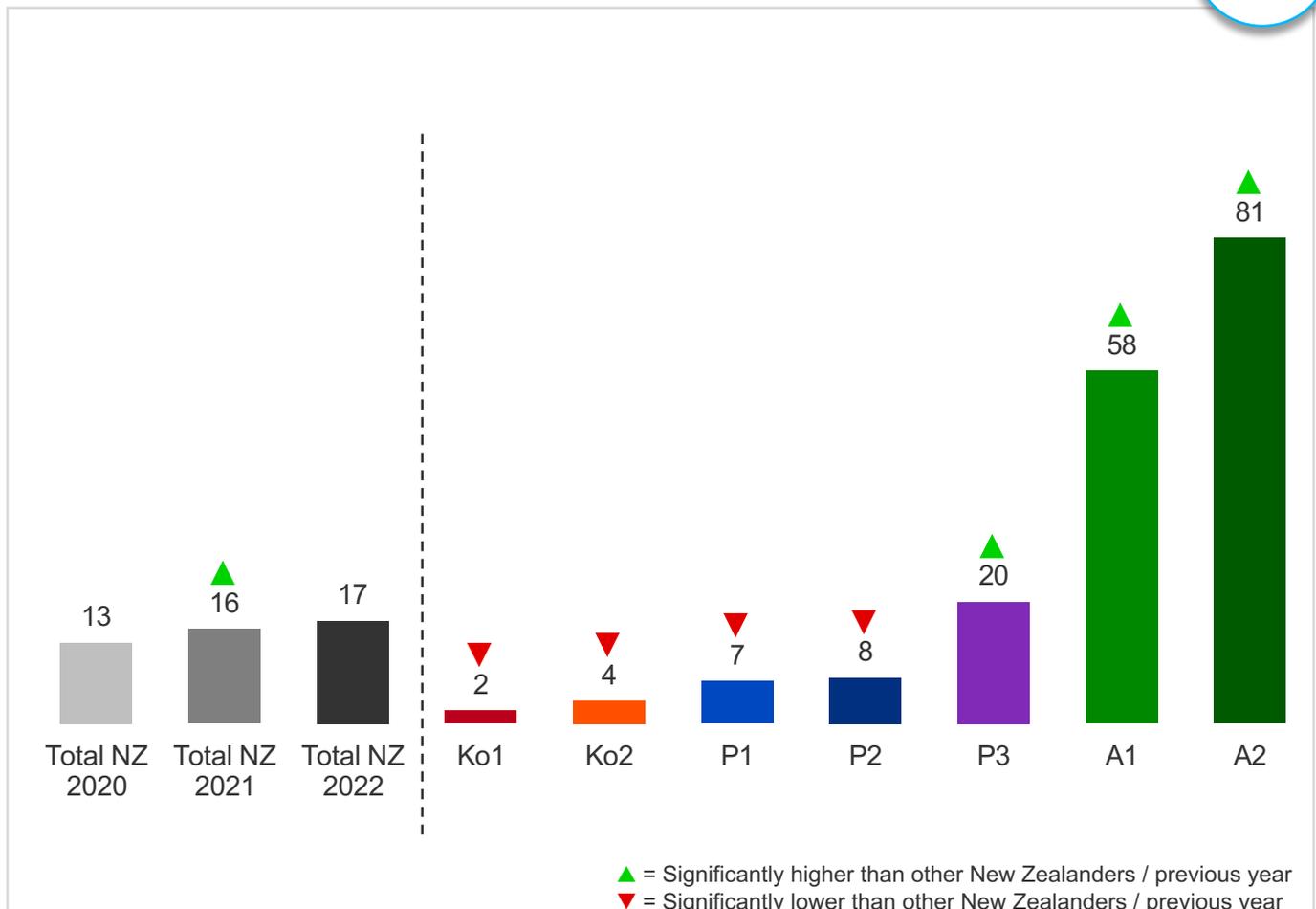


Regular access of digital media – Music that has high Māori language content including kapa haka (% , 2022)

KEY FINDINGS

- Four in five Active Speakers (A2) and three in five Culturally Active (A1) regularly listen to digital music that has high Māori language content.
- Among the Pō segments, P3 most commonly listen to digital music that has high Māori language content at one in five. Just under one in ten regularly listen among P1 and P2.
- Few within the Kore segments listen to music with high Māori language content digitally.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	2	4	7	8	20	58	81
2021	1	2	7	10	16▲	53	85
2020	0	2	6	8	10	51	85



New Zealanders use of Spotify to access digital Māori music has increased although remains slightly behind YouTube.

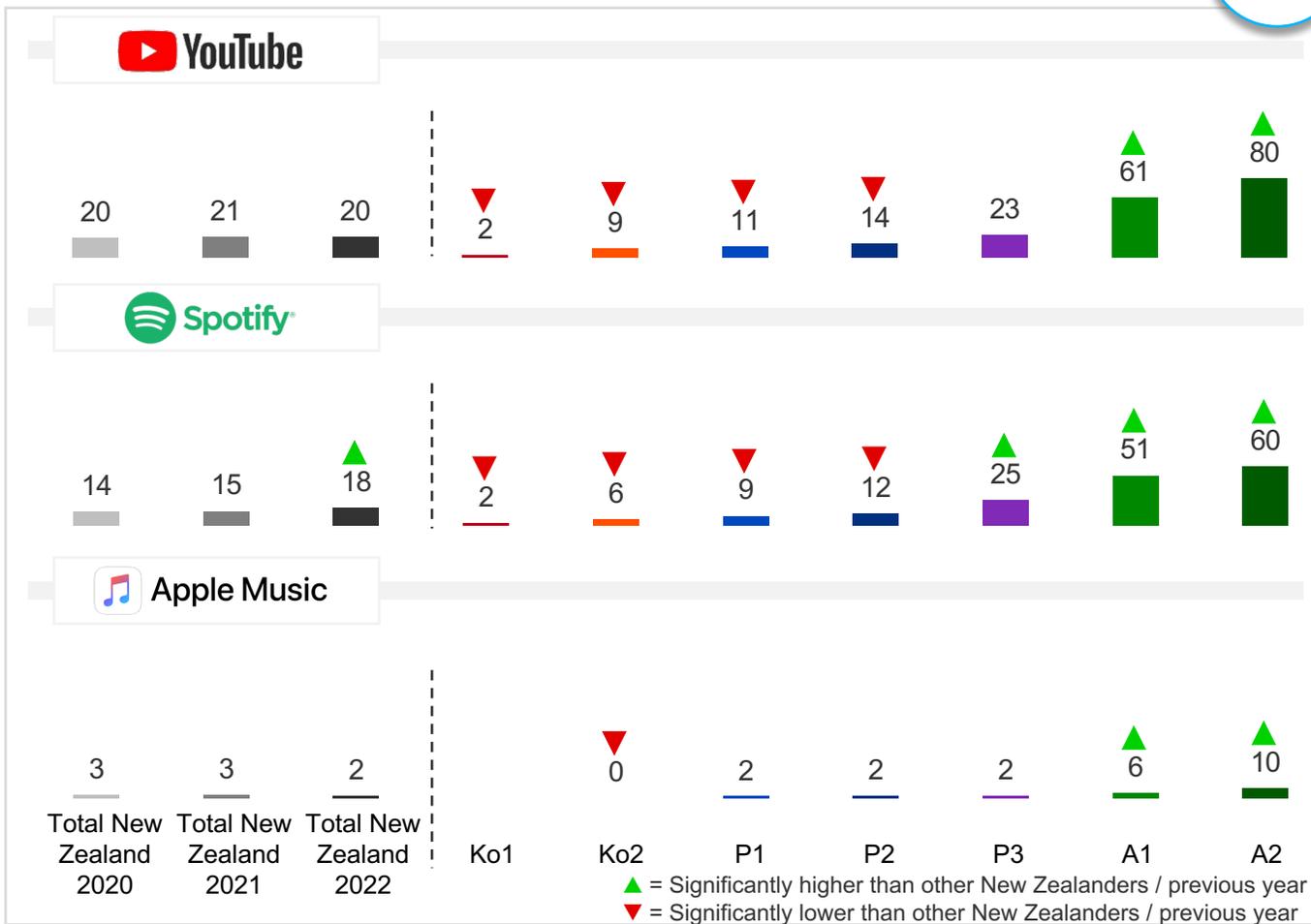
Ways regularly access digital Māori music (% , 2022)



KEY FINDINGS

- Active Speakers (A2) remain more likely to access digital Māori music through YouTube (80%) than Spotify (60%).
- The gap is closer among Culturally Active (A1) but more use YouTube (61%) than Spotify (51%) to access digital Māori music.
- Although levels are lower among the Pō segments, levels are similar between YouTube and Spotify.
- Few use Apple Music to access digital Māori music at a national level. Although it was used by one in four Active Speakers (A2) in 2020, it has now decreased to only 10%.

(%)	YouTube		Spotify		Apple Music	
	A1	A2	A1	A2	A1	A2
2022	61	80	51	60	6	10
2021	53	82	46	51	5	16
2020	53	78	43	61	7	26



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.)

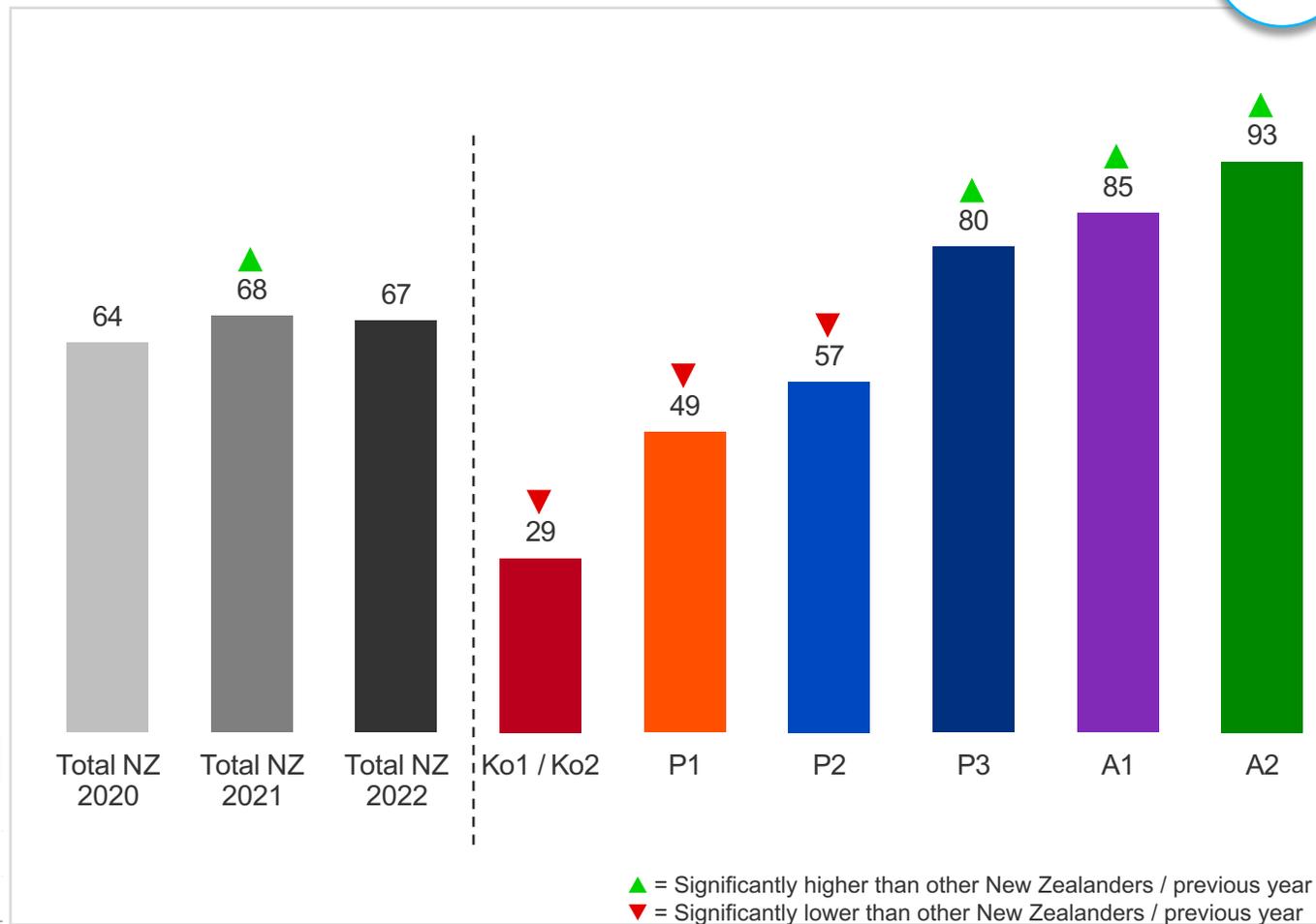
Impact of Whakaata Māori programming (among viewers within the last 12 months, % 2022) - I have more opportunity to learn te reo Māori



KEY FINDINGS

- The majority within the Awatea segments agree that Māori Television programming provides more opportunity to learn te reo, being 93% of Active Speakers (A2) and 85% of Culturally Active (A1).
- Agreement remains stable and high among Pō P3 viewers at four in five. However, agreement has decreased among P2 viewers from 77% in 2021 to 57% in 2022. This is currently only slightly higher than Pō P1 viewers at one in two.
- Although low among Kore viewers, three in ten agree that Whakaata Māori programming provides more opportunity to learn te reo Māori.

(%)	Ko1 / Ko2	P1	P2	P3	A1	A2
2022	29	49	57 ▼	80	85	93
2021	27	55	77	76	84	92
2020	21	52	67	71	84	88



Just under three in four viewers agree that 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.)

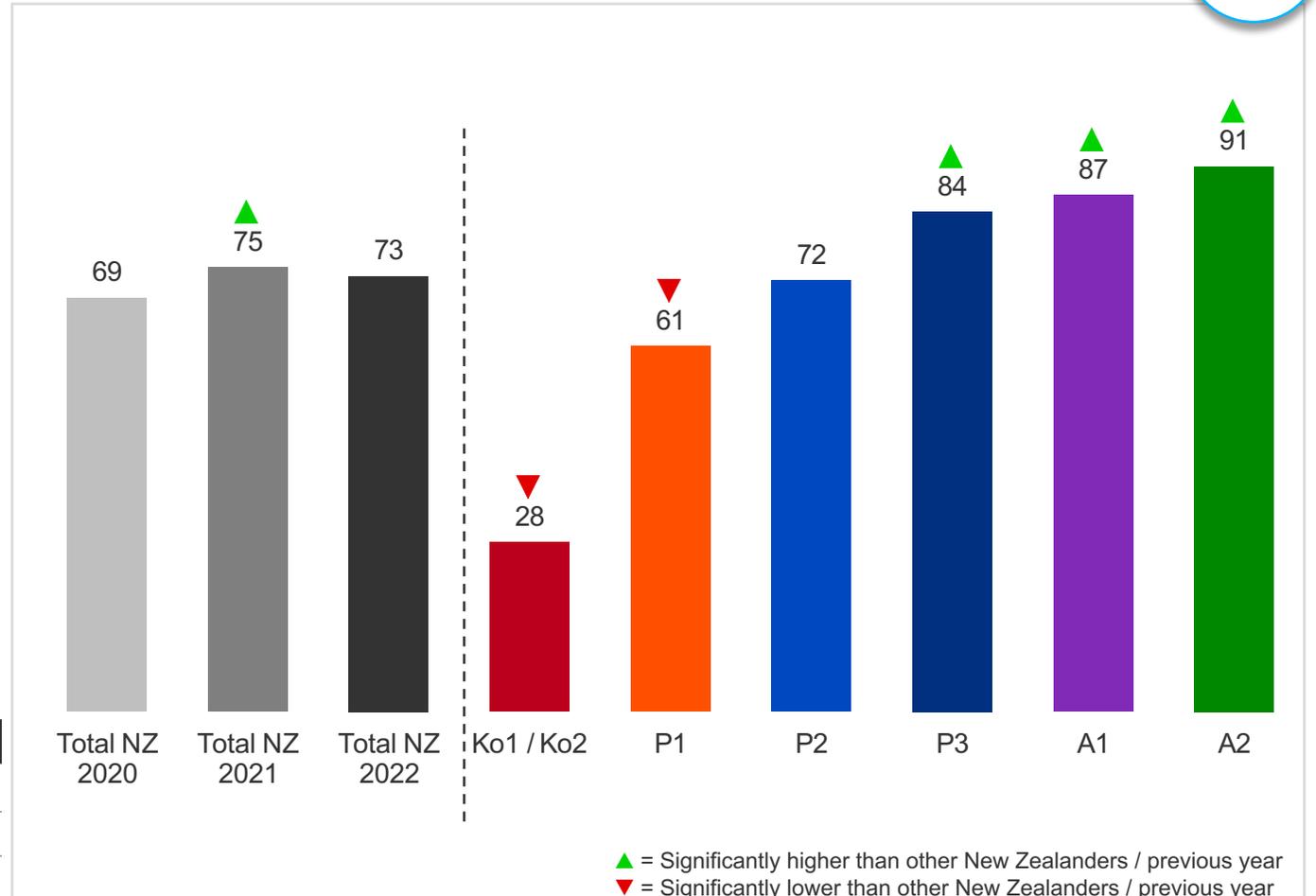
Impact of Whakaata Māori programming (among viewers within the last 12 months, % 2022) - I have more opportunity to learn about Māori culture



KEY FINDINGS

- Consistent with 2019 and 2020, 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 Pō P3 viewers also agree at 84%. Following a small increase in 2021, agreement has returned to 72% among P2 and 61% among P1.
- Three in ten Kore viewers currently agree that Māori Television programming provides more opportunity to learn about Māori culture.

(%)	Ko1 / Ko2	P1	P2	P3	A1	A2
2022	28	61	72	84	87	91
2021	31	67	82	82	90	92
2020	25 ▼	59	73	77 ▼	89	90



Consistent with 2021, 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.)

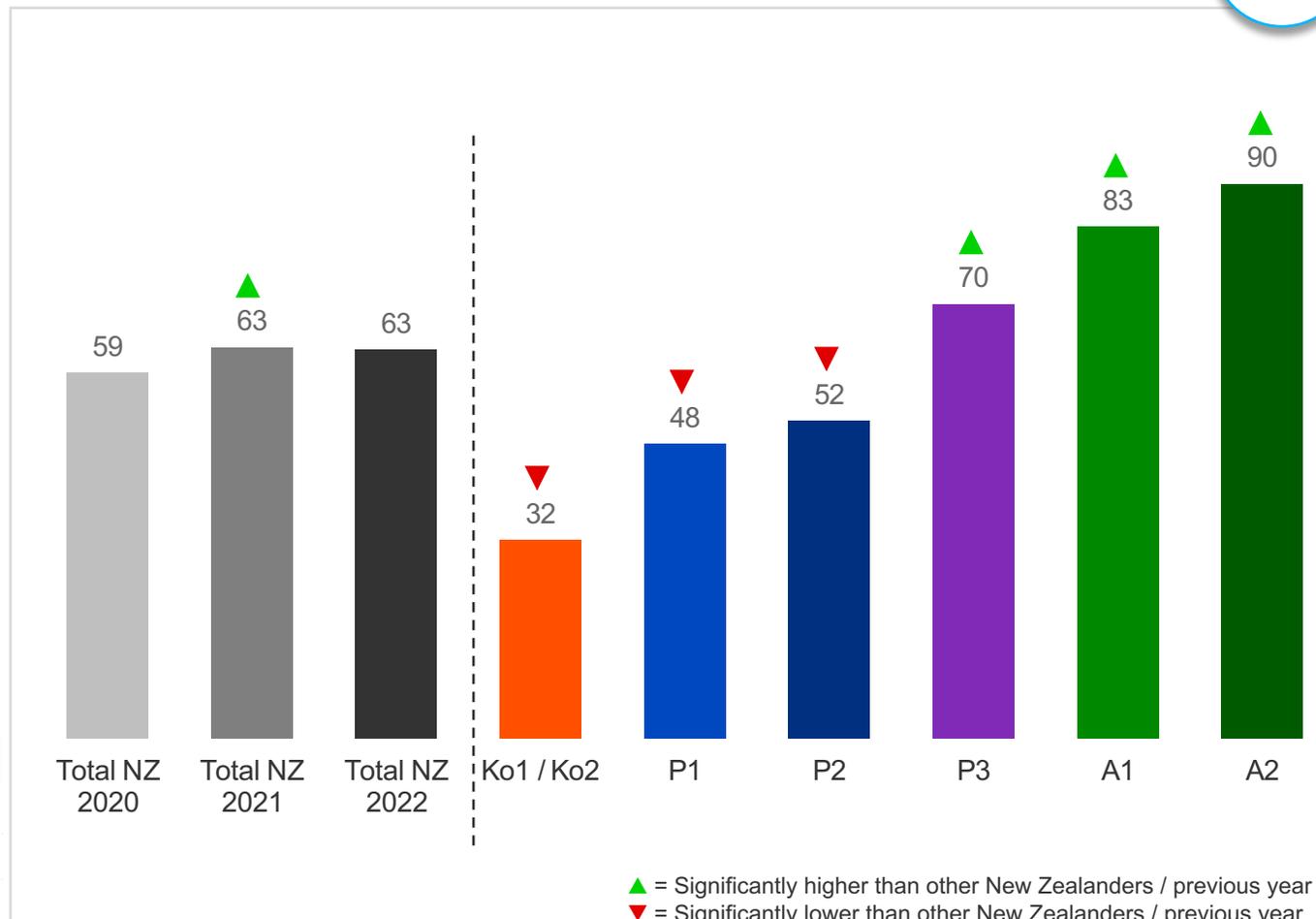
Impact of Whakaata Māori programming (among viewers within the last 12 months, % 2022) - I am better informed on Māori issues



KEY FINDINGS

- A majority of Active Speakers (A2) and Culturally Active (A1) viewers of Māori Television programming continue to agree that they are better informed on Māori issues.
- Among the Pō segments, agreement is highest among P3 viewers at 70%. Agreement is currently very similar among P2 and P1 (52% and 48% respectively).
- After increasing in 2021, agreement is stable among Kore viewers with one in three currently agreeing that they are better informed on Māori issues as a result of Māori Television programming.

(%)	Ko1 / Ko2	P1	P2	P3	A1	A2
2022	32	48	52	70	83	90
2021	29	55 ▲	57	68	84	86
2020	20	41	60	68	85	86



Following an increase in 2021, the impact of Whakaata Māori programming on viewers' te reo Māori ability remains heightened at just under one in two.

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

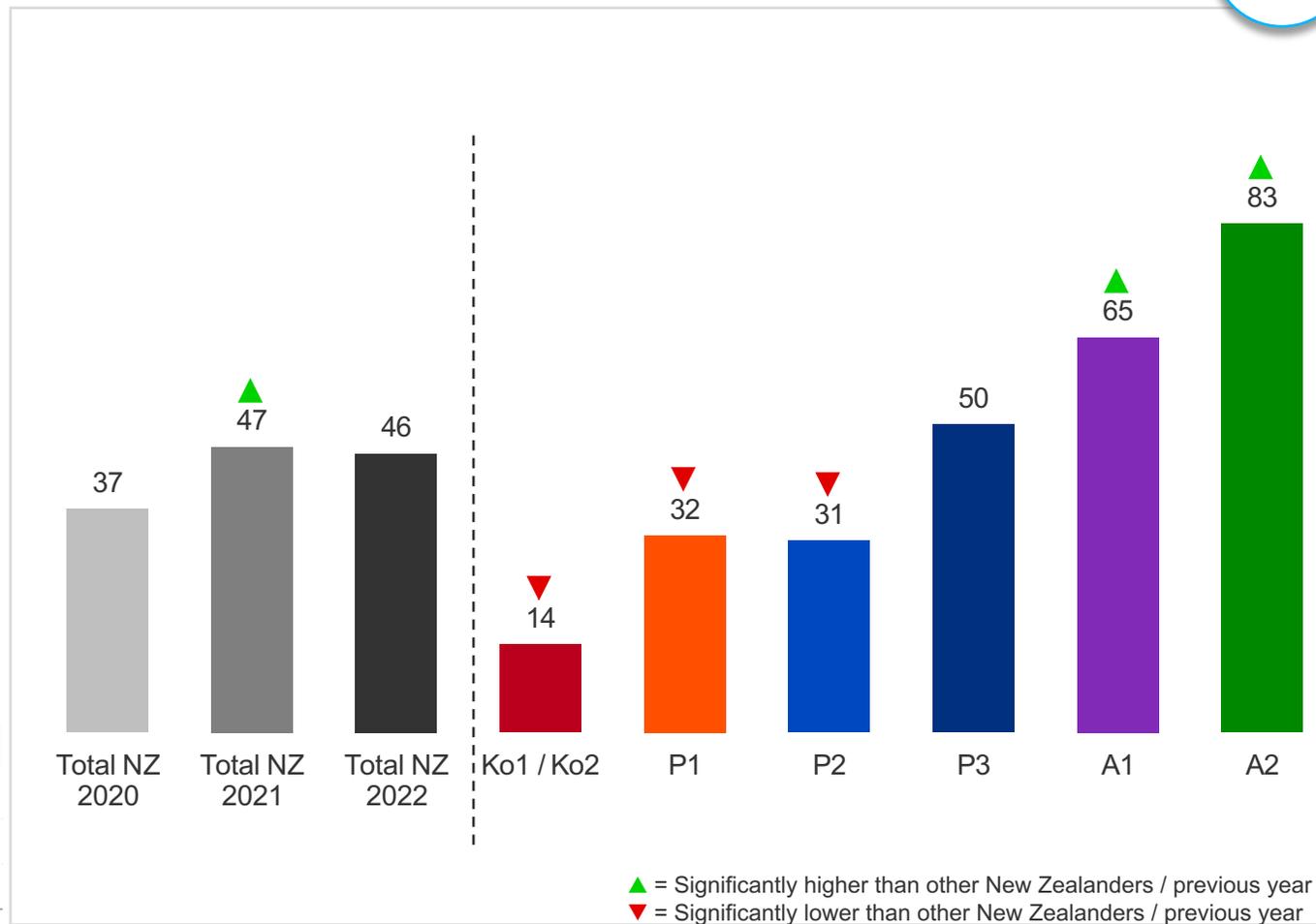


Impact of Whakaata Māori programming (among viewers within the last 12 months, % 2022) - My te reo Māori ability has improved

KEY FINDINGS

- Similar to previous years, four in five Active Speakers (A2) and two in three Culturally Active (A1) who view Whakaata Māori programming agree that it has helped improve their te reo ability.
- Among the Pō segments, agreement remains improved among P3 viewers with half agreeing that their te reo ability has improved. Following an increase in 2021, agreement has slipped back to 31% among P2 viewers and matches P1 viewers at 32%.
- Levels continue to remain low among Kore viewers of Whakaata Māori programming, although 15% claim it has improved their te reo ability.

(%)	Ko1 / Ko2	P1	P2	P3	A1	A2
2022	14	32	31	50	65	83
2021	17	34 ▲	40	47 ▲	69	82
2020	12	20	30	36	61	81



Agreement also remains heightened among Whakaata Māori viewers that it has improved their knowledge of Māori culture at three in five. This follows an increase in agreement in 2021.

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

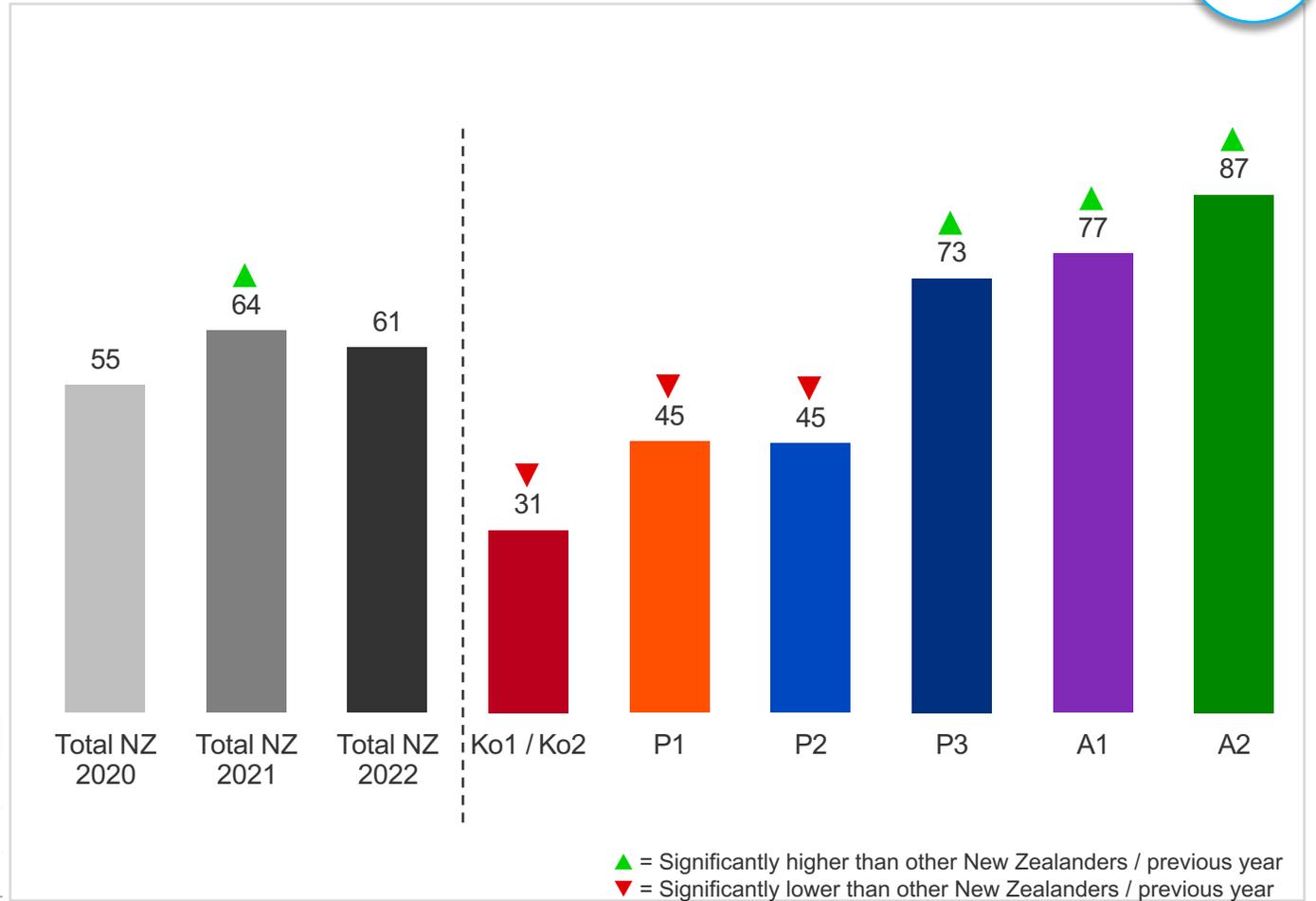


Impact of Whakaata Māori programming (among viewers within the last 12 months, % 2022) - My knowledge of Māori culture has improved

KEY FINDINGS

- The majority of Active Speakers (A2) viewers continue to agree that their Māori culture knowledge has improved as a result of viewing Whakaata Māori programming.
- Culturally Active (A1) viewers and Pō P3 viewers are closely matched in agreement at approximately three in four.
- Agreement levels are lower than in 2021 among both P1 and P2 at 45%.
- Agreement continues to slowly build among Kore viewers and just under one in three currently agree that their knowledge of Māori culture has improved.

(%)	Ko1 / Ko2	P1	P2	P3	A1	A2
2022	31	45	45 ▼	73	77	87
2021	25	55 ▲	63	72 ▲	82	85
2020	22	40	61	58	75	84



Agreement that their understanding of te reo Māori has improved continues to build among viewers and listeners to Māori programming.

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

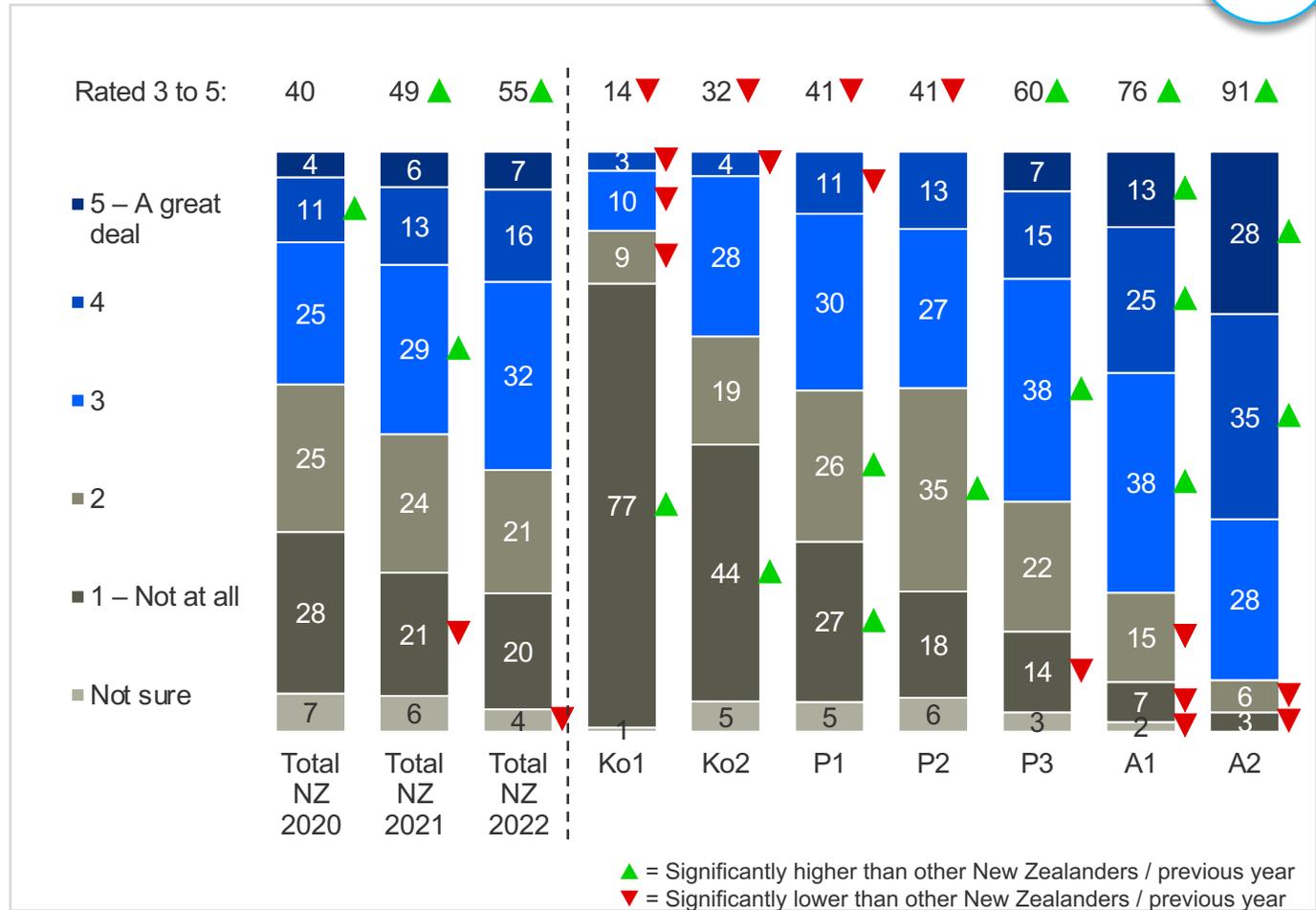


Impact of Māori programming (among viewers and listeners)⁽¹⁾ – My understanding of te reo Māori has increased

KEY FINDINGS

- Fifty-five percent of New Zealanders who view or listen to Māori programming currently agree that their understanding of te reo Māori has increased as a result (rating as '3' to '5 - A great deal'). This is significantly higher than 2020 at 40% and 2021 at 49%.
- The majority of Māori programming viewers and listeners within Active Speakers (A2) feel their understanding of te reo has increased.
- Following an increase in 2021, three in four Culturally Active (A1) engaged in Māori programming continue to agree that their understanding has increased.
- Agreement has increased among P3 viewers and listeners, and three in five currently agree that their understanding of te reo Māori has increased as a result. Agreement remains stable among Pō P1 and P2 viewers and listeners at two in five.
- Māori programming remains of low impact among Kore Ko1 viewers and listeners. Although still moderate, agreement has lifted among Ko2 viewers and listeners, and one in three agree that their understanding of te reo has increased.

Rated 3 to 5 (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	14	32 ▲	41	41	60 ▲	76	91
2021	5	19	45 ▲	42	44	74 ▲	93
2020	10	20	26	33	39	64	87



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 - 2020 n = 1598 | 2021 n = 1575 | 2022 n = 1558; 2022 - Ko1 n = 33 | Ko2 n = 82 | P1 n = 207 | P2 n = 123 | P3 n = 376 | A1 n = 523 | A2 n = 195

The impact of Māori programming on understanding of Māori culture also continues to build, 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.)

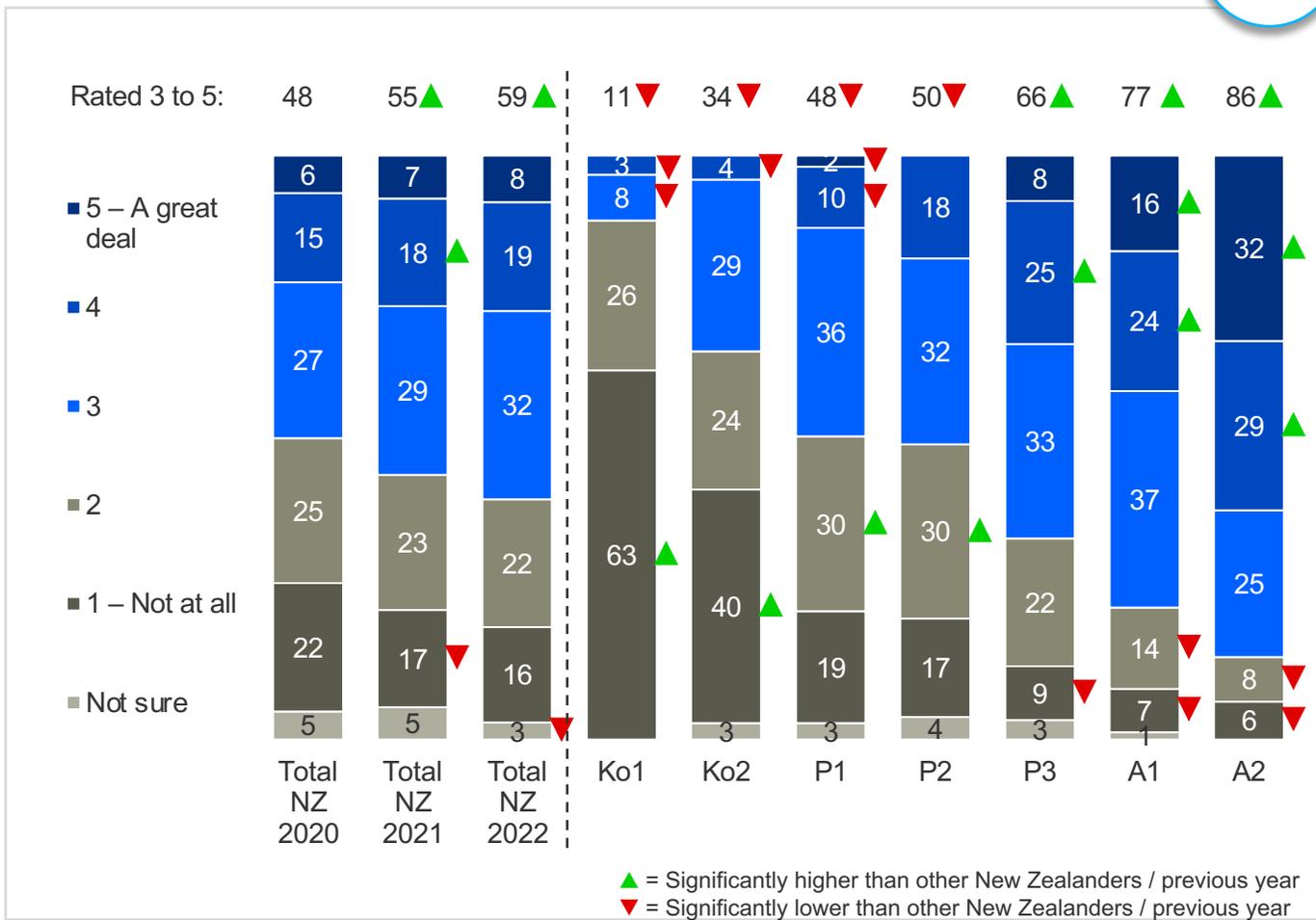


Impact of Māori programming (among viewers and listeners)⁽¹⁾ – My understanding of Māori culture has increased

KEY FINDINGS

- Three in five New Zealanders who view or listen to Māori programming now agree that their understanding of Māori culture has increased as a result (rating as '3' to '5 - A great deal').
- After increasing in 2021 to 94%, agreement has slipped back to 85% among Active Speaker (A2) viewers and listeners.
- Agreement remains more stable among Culturally Active (A1) viewers and listeners with 77% agreeing that their understanding has increased.
- Within the Pō segments, agreement has continued to build among P3 viewers and listeners, and two in three now agree that their understanding of Māori culture has increased. Agreement remains stable among P1 and P2 at one in two.
- Agreement levels remain low among Kore K1. However, there has been an increase among Ko2 viewers and listeners, and one in three now agree that their understanding of Māori culture has increased.

Rated 3 to 5 (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	11	34	48	50	66▲	77	85
2021	5	22	49▲	51	56	76	94▲
2020	16	16	36	49	49	70	83



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 - 2020 n = 1598 | 2021 n = 1575 | 2022 n = 1558; 2022 - Ko1 n = 33 | Ko2 n = 82 | P1 n = 207 | P2 n = 123 | P3 n = 376 | A1 n = 523 | A2 n = 195

Agreement continues to build for Māori perspectives and over three in five viewers and listeners of Māori programming agree their awareness and knowledge has increased as a result.

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

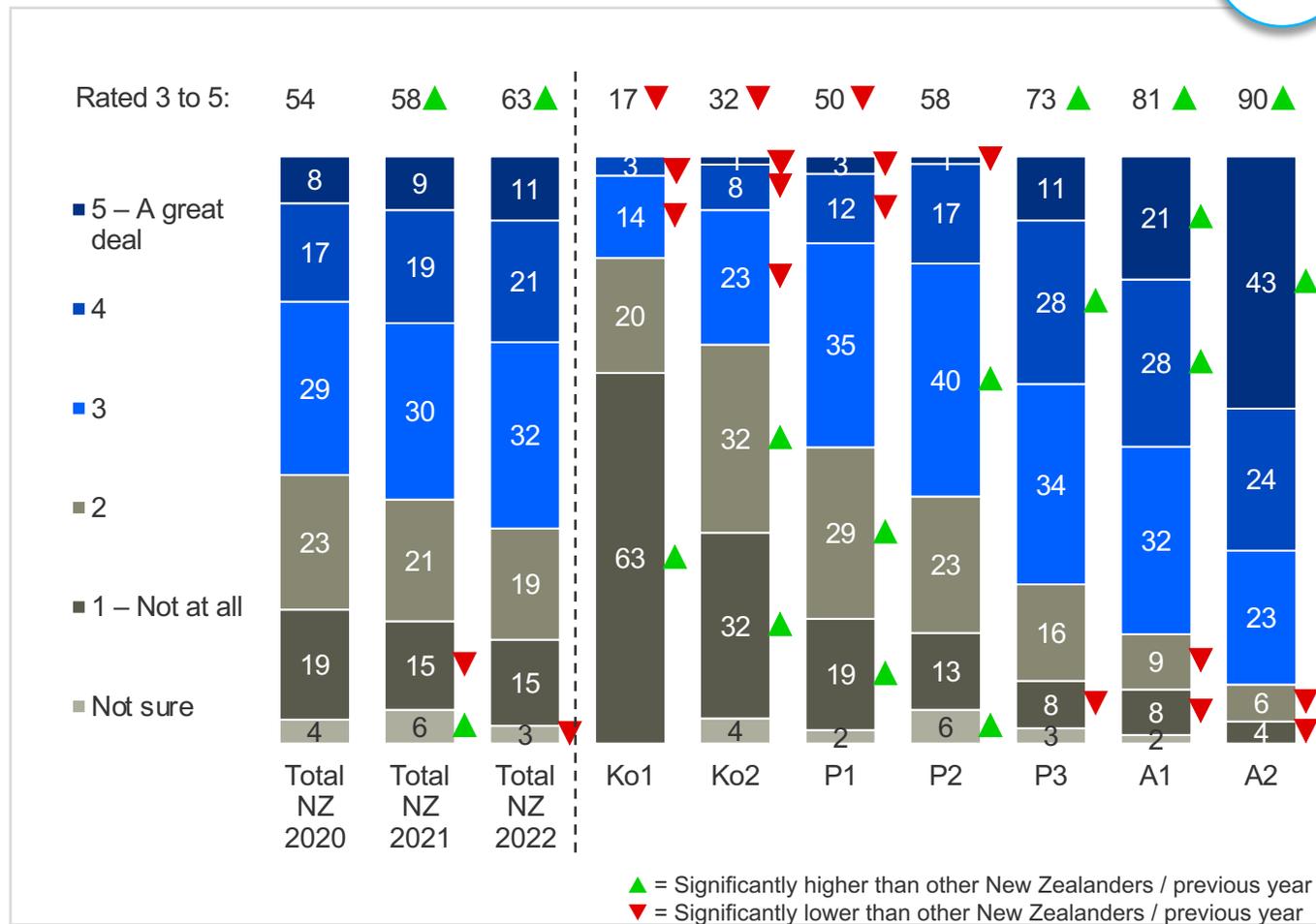


Impact of Māori programming (among viewers and listeners)⁽¹⁾ – My awareness and knowledge of Māori perspectives has increased

KEY FINDINGS

- Just over three in five New Zealanders who view or listen to Māori programming now 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 Active Speakers (A2) and Culturally Active (A1) agree that their knowledge of Māori perspectives has improved (90% and 81% respectively).
- Agreement continues to build among Pō P3 viewers and listeners, and three in four now indicate that their knowledge of Māori perspectives has increased. Just under three in five viewers and listeners agree within P2 and half within P1.
- One in three viewers and listeners within Ko1 and 17% within Ko2 currently agree that their knowledge of Māori perspectives has improved

Rated 3 to 5 (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2022	17	32	50	58	73▲	81	90
2021	12	25	46	49	66	80	94
2020	12	23	40	53	59	77	88



▲ = 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 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 - 2020 n = 1598 | 2021 n = 1575 | 2022 n = 1558; 2022 - Ko1 n = 33 | Ko2 n = 82 | P1 n = 207 | P2 n = 123 | P3 n = 376 | A1 n = 523 | A2 n = 195

9

Demographic profile

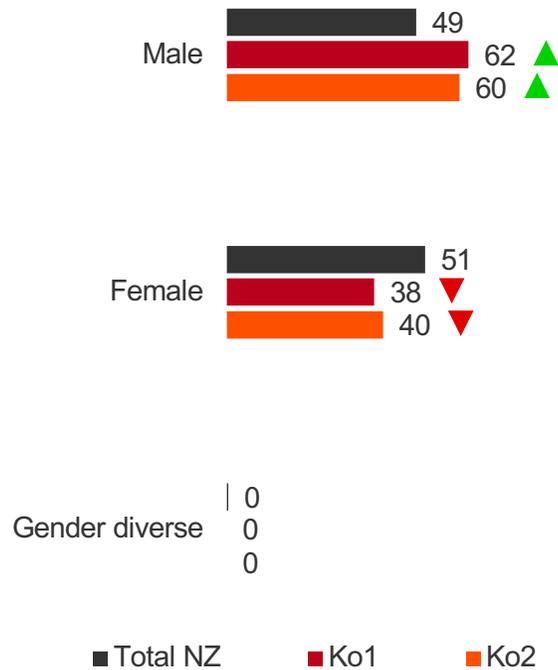
The Kore segments are predominantly NZ European / European and are skewed towards males and older age groups. The age skew is most pronounced among Ko1 with 56% aged 55 or older.



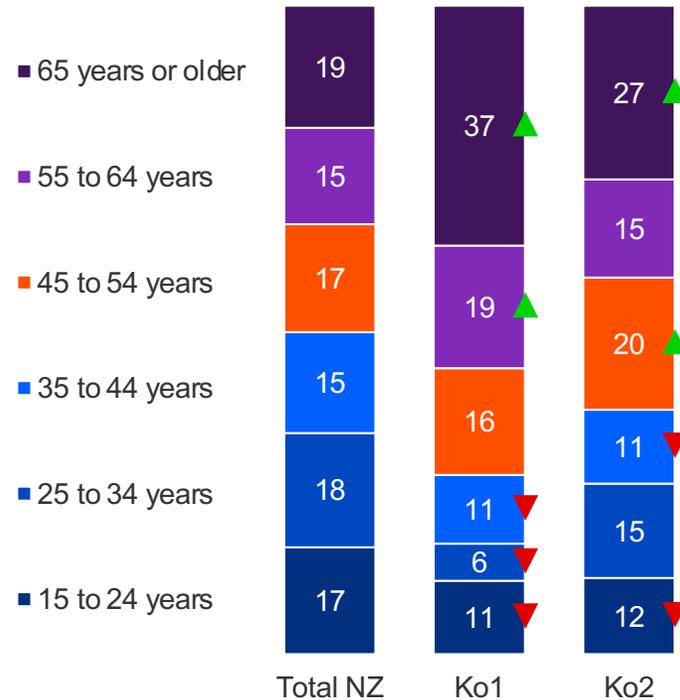
Demographic profile – Kore segments (% , 2022)



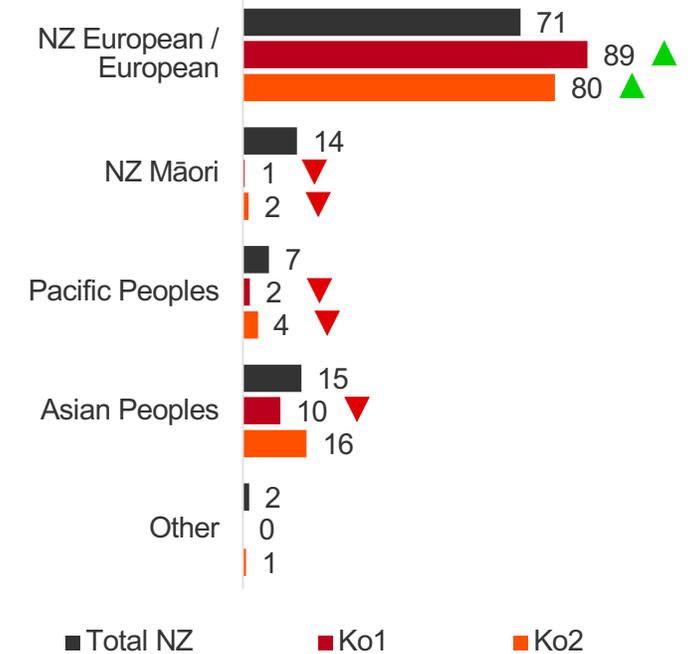
GENDER



AGE



ETHNICITY



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

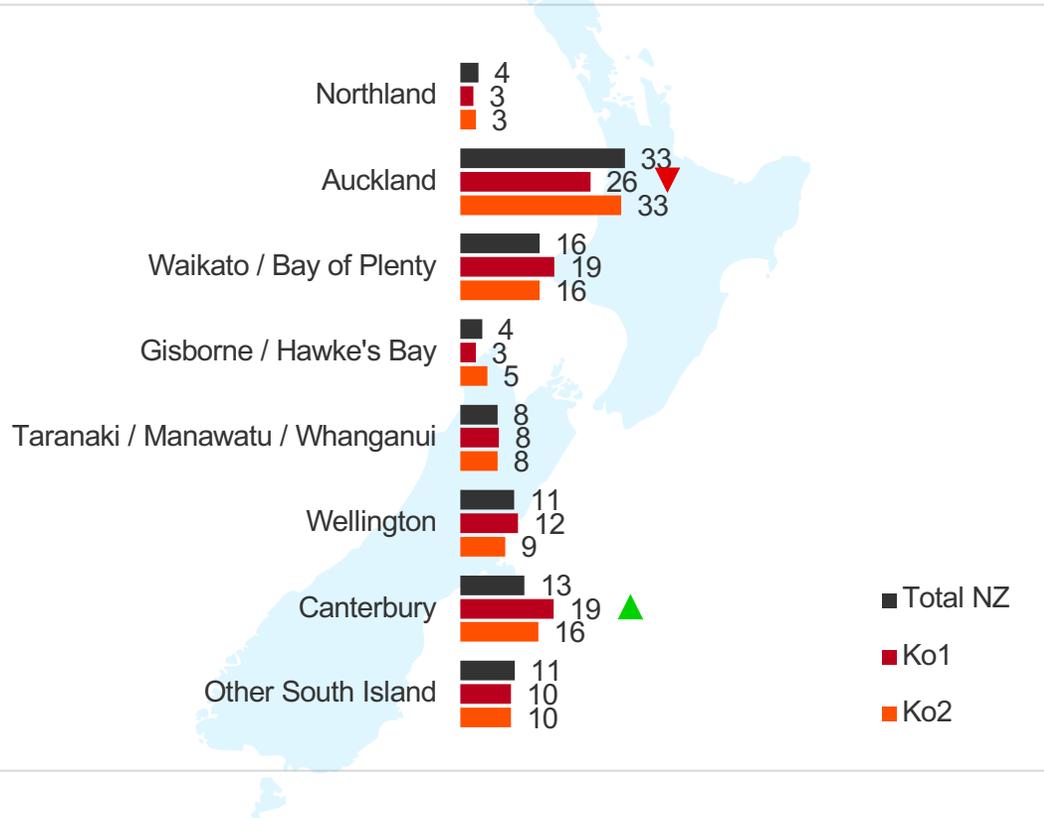
In line with their age skew, the Kore segments are more likely to be retired. Ko1 are less likely to be living in Auckland, and more likely to be living in Canterbury.



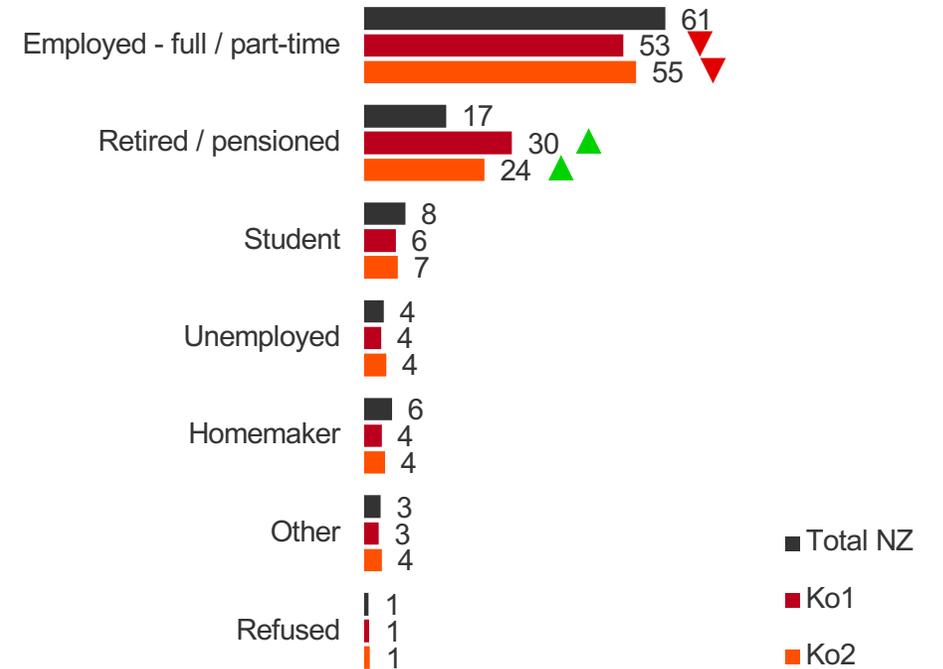
Demographic profile – Kore (% , 2022)



REGION



EMPLOYMENT STATUS



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

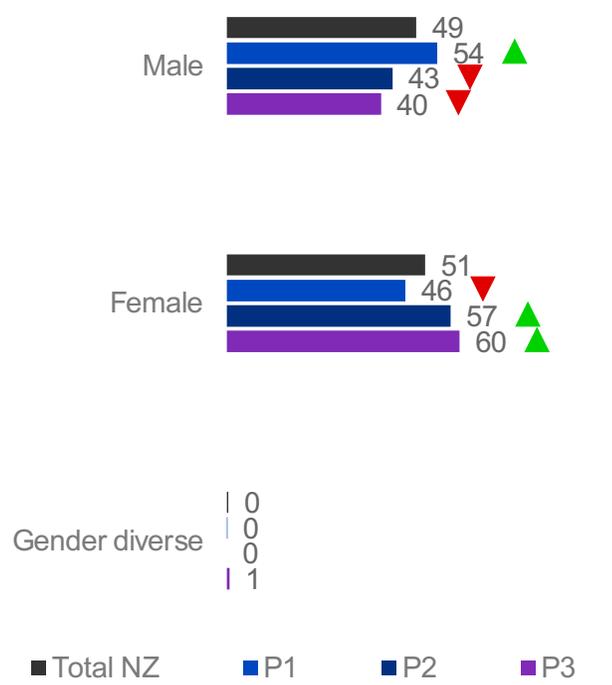
Pō P1 has a slight male skew while P2 and P3 both have a female skew and slightly younger age profiles. Within the Pō segments, P3 has the highest proportion of Māori and Pacific peoples.



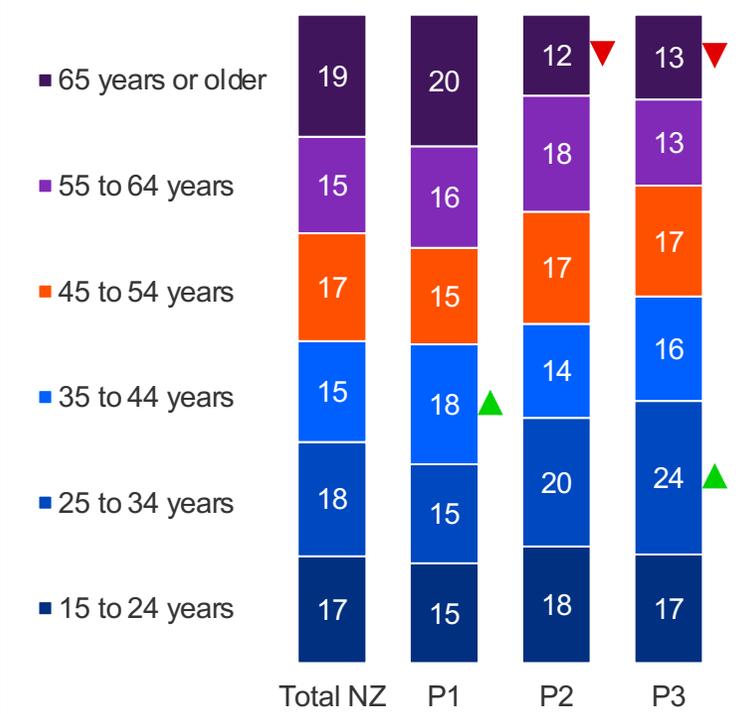
Demographic profile – Pō (% , 2022)



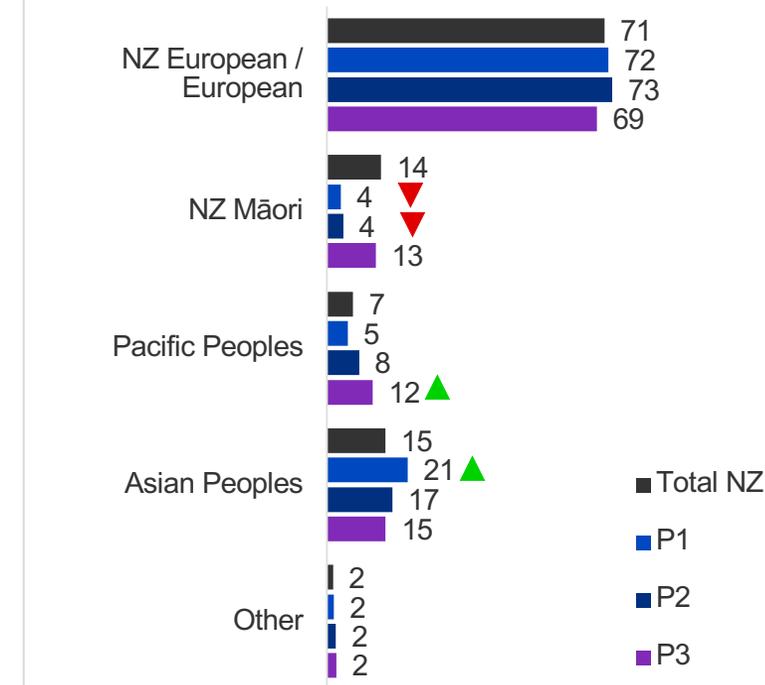
GENDER



AGE



ETHNICITY



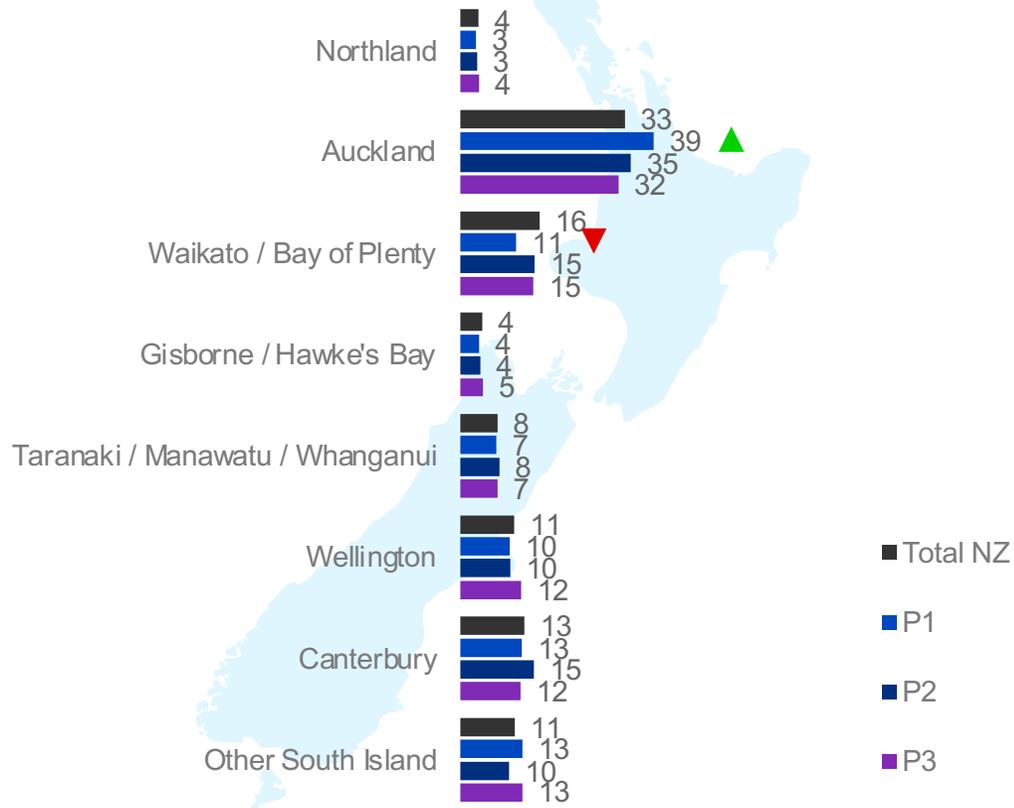
▲ = Significantly higher than other New Zealanders
▼ = Significantly lower than other New Zealanders

Pō P1 are more likely to reside in Auckland, although all Pō segments are spread relatively evenly across New Zealand.

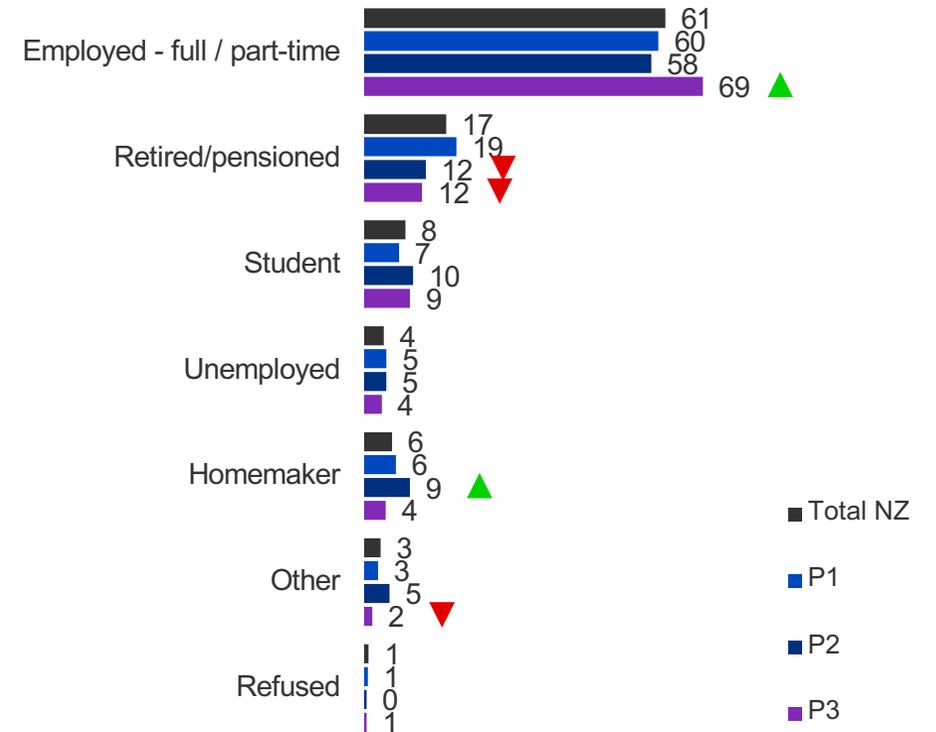
Demographic profile – Pō (% , 2022)



REGION



EMPLOYMENT STATUS



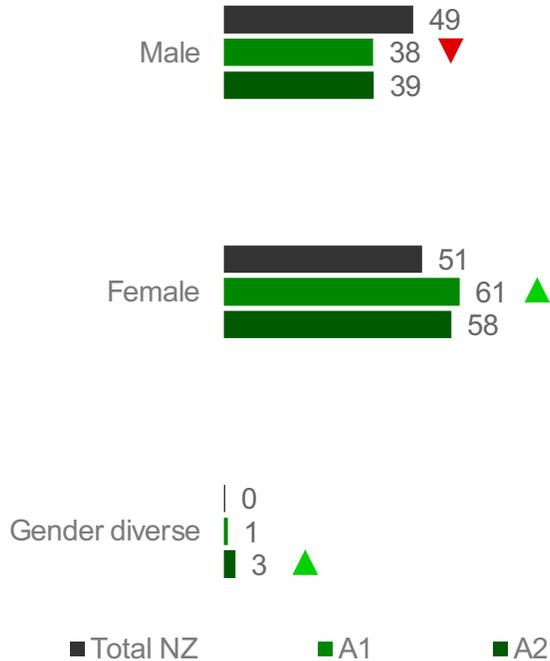
The Awatea segments have a female skew and younger age skew with many aged under 35 years (48% of A1 and 44% of A2). Three in four Culturally Active (A1) are Māori and almost nine in ten Active Speakers (A2).



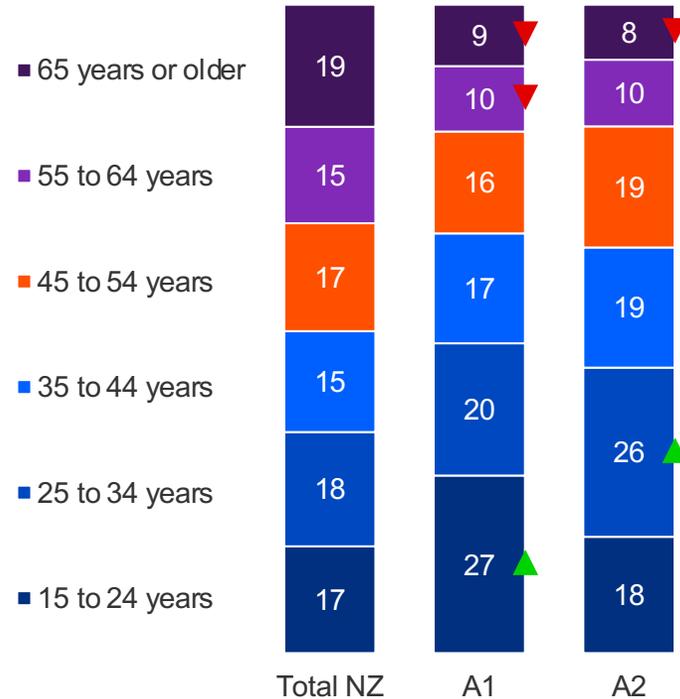
Demographic profile – Awatea (% , 2022)



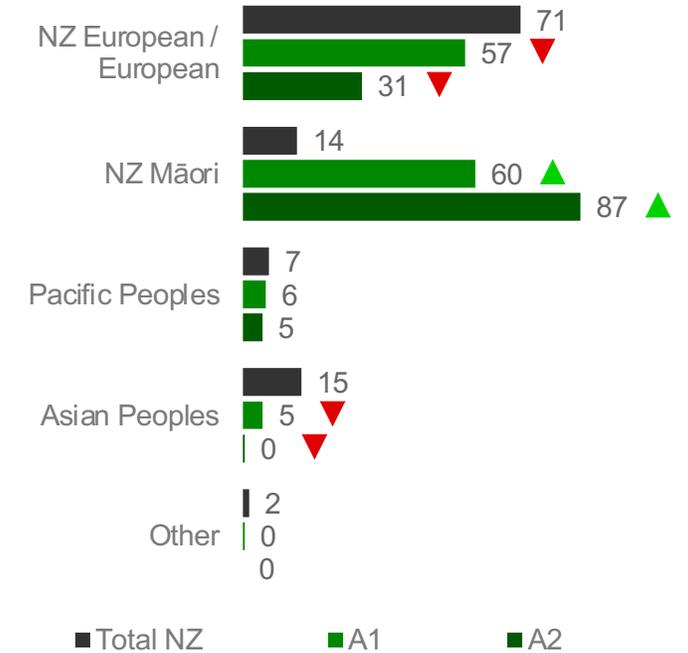
GENDER (%)



AGE (%)



ETHNICITY (%)



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

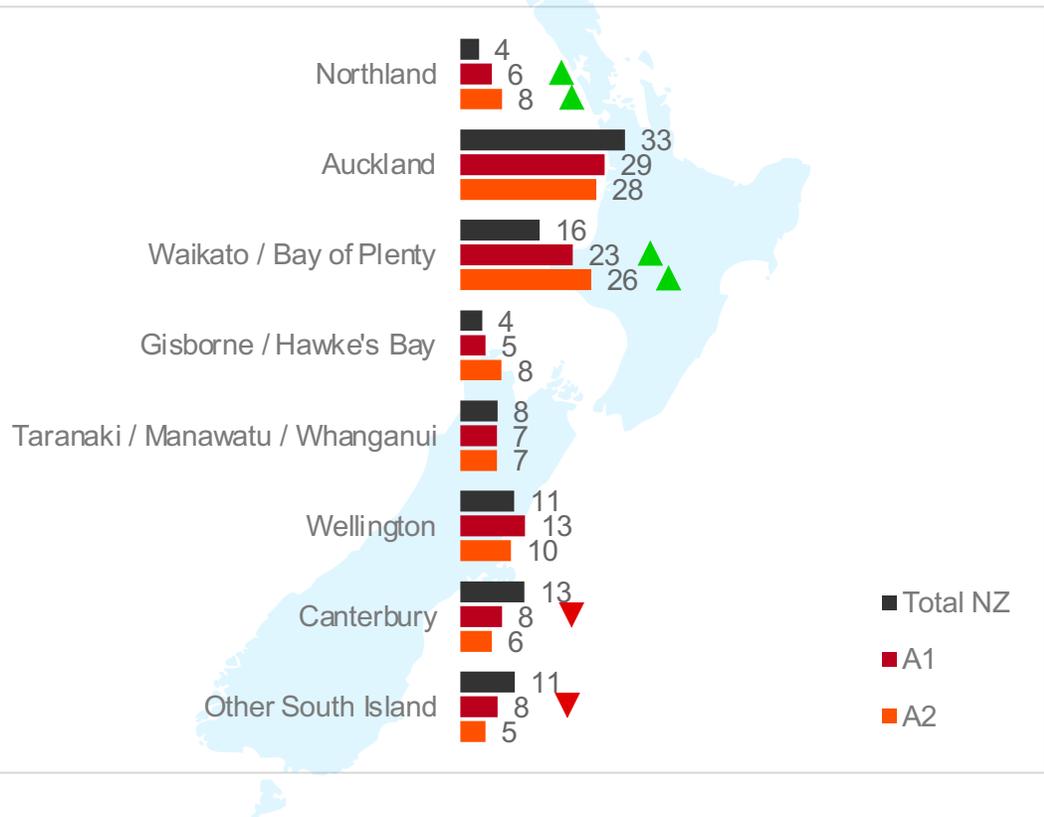
Culturally Active (A1) and Active Speakers (A2) more commonly reside in Northland and Waikato / Bay of Plenty, and are in full or part-time employment.



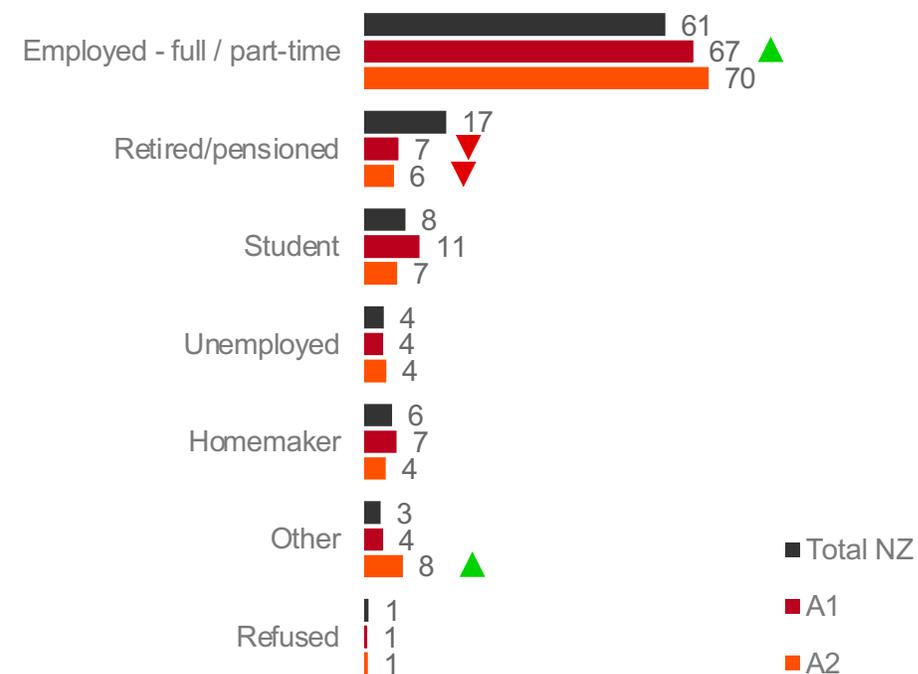
Demographic profile – Awatea (% , 2022)



REGION (%)



EMPLOYMENT STATUS (%)



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

10

Appendix: methodology

The 2019 and 2020 survey methodology was used in 2022 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 = 1000 interviews among the Māori General Population aged 15 plus, interviewed via telephone using a random sample from the Māori Electoral Roll
 - N = 1502 interviews among the Rest of NZ Population aged 15 plus interviewed via online panel surveying
- Interviewing was conducted between 11th July 2022 and 21st August 2022.

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 60% 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 2022.
- 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)

Culturally Active (A1) and Active Speakers (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

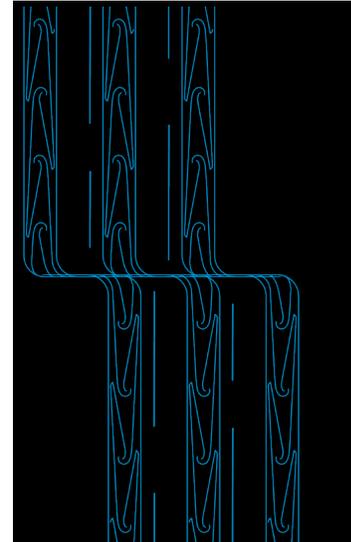
Have you learnt or improved your Māori language ability or knowledge of Māori culture over the last 12 months by...

- 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

FOR FURTHER INFORMATION PLEASE CONTACT

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