



ZePA Model Segmentation 2019

Te Māngai Pāho

Kantar

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Te Māngai Pāho

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Over recent years, Kantar has been commissioned by Te Māngai Pāho to develop a framework to quantify the ZePA model among the New Zealand population

Background

- In 2015, Kantar was asked by Te Māngai Pāho to set up a framework of questions to classify respondents into the ZePA model which is a learning continuum for te reo Māori that comprises three major states; Zero, Passive and Active
- Kantar was asked to extend this model to also include cultural behaviour
- The initial model was created using a separate online survey among New Zealanders which allowed for detailed attitudinal and behavioural questions to be asked
 - The model was created by using cluster analysis to segment respondents into five groups based on their attitudes towards te reo and Māori culture
 - Behavioural questions were then used to create the 'Active' end of the ZePA spectrum
- As it was not feasible to include this level of detailed questioning within the Audience Survey due to interview duration constraints, statistical techniques (such as discriminant analysis) were used to reduce the number of questions while still approximating the original model that was developed
- It is important to note that model created by Kantar is only one possible interpretation of quantifying the ZePA model as there are no detailed guidelines available on the attitudes or behaviours that would be expected within each state of the continuum
- As such Kantar, with input from Te Māngai Pāho, has had to create guideline rules for segmenting respondents by attitudes and behaviour towards te reo and Māori culture - these rules are neither right nor wrong but just one possible interpretation of how the ZePA model could be applied and segments quantified
- The ZePA model created within the Audience Survey was not designed to be an accurate representation of the entire New Zealand population which requires a different methodology, larger sample size and more detailed attitudinal and behavioural questions
- The objective of the 2019 survey was to create a refined ZePA model version based on larger and more robust sample sizes and updated questionnaire wording that better reflects the perspective of respondents

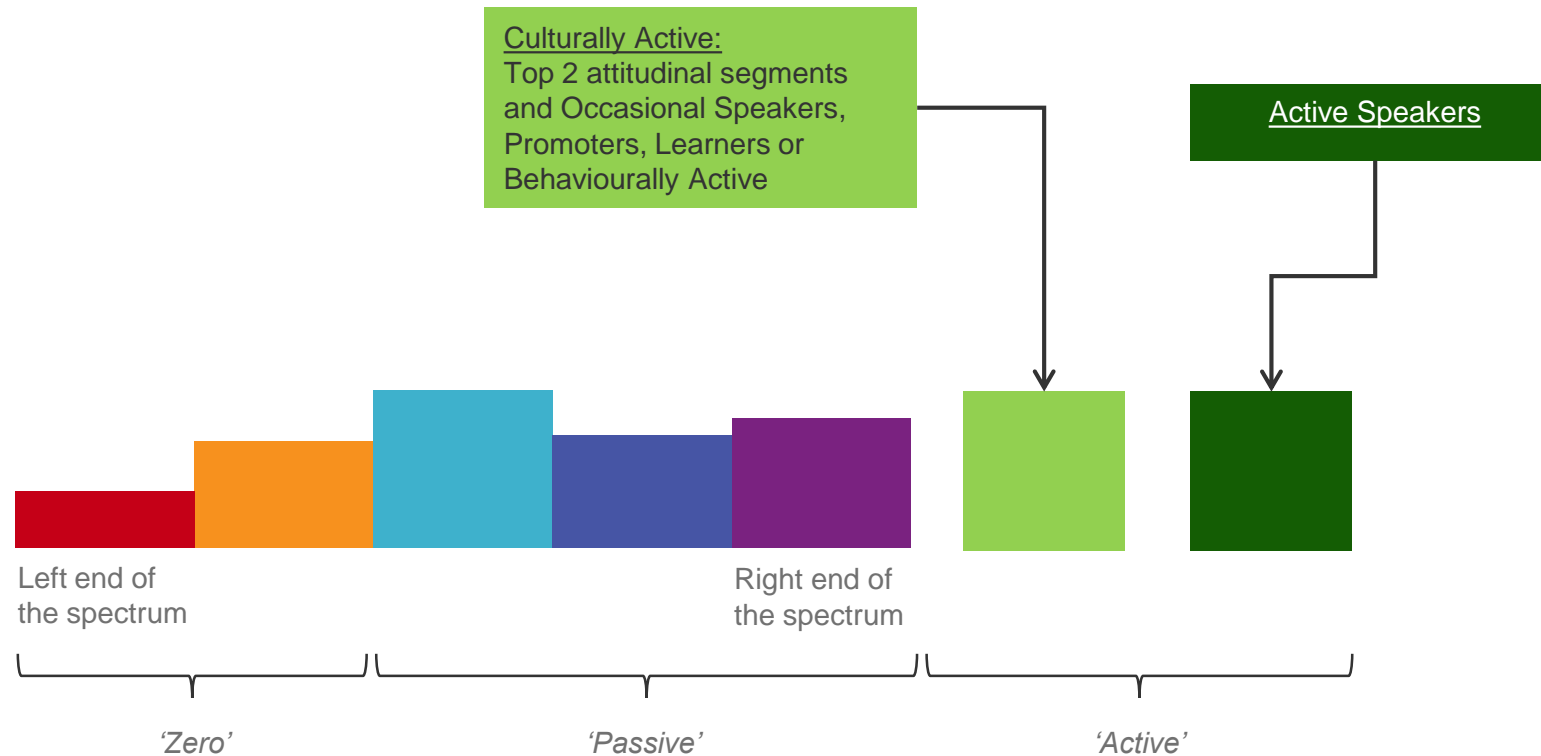
There are a range of questions we needed to answer to further refine a segmentation of New Zealanders along the ZePA model spectrum

How do New Zealanders currently segment along the ZePA model spectrum and what are the underlying attitudes and behaviours?

- What are New Zealanders attitudes towards te reo and Māori culture?
- What cultural behaviours do New Zealanders participate in?
- How are attitudes and behaviours changing over time?
- How do New Zealanders segment along the ZePA model spectrum?
- How is the ZePA model changing over time (i.e. right-shift)?
- How do attitudes and behaviours differ by ZePA segment?

Note that as the initial year of the refined ZePA model, it is not yet possible to understand how attitudes, behaviours and the ZePA model are changing over time

A draft of the ZePA model continuum was developed in 2016 by creating an attitudinal segmentation and using behavioural definitions to create an 'active' end



Similar model principles have been applied to the 2019 ZePA model however definitions have been updated to reflect new question wording

2019 – questionnaire process

- An initial qualitative study was conducted comprising of focus groups among Māori and Rest of NZ participants with a range of attitudes towards te reo and Māori culture
- Insights from the qualitative phase were used to update the ZePA Audience Survey questionnaire to ensure that questions were logical and sensible for respondents to answer
- The questionnaire was further refined with a cognitive questionnaire testing phase
- As a result of these initial phases a range of questions that had been used to create earlier versions of the ZePA model were changed
- See the Appendix to this report for more information about the methodology

2019 – ZePA model development

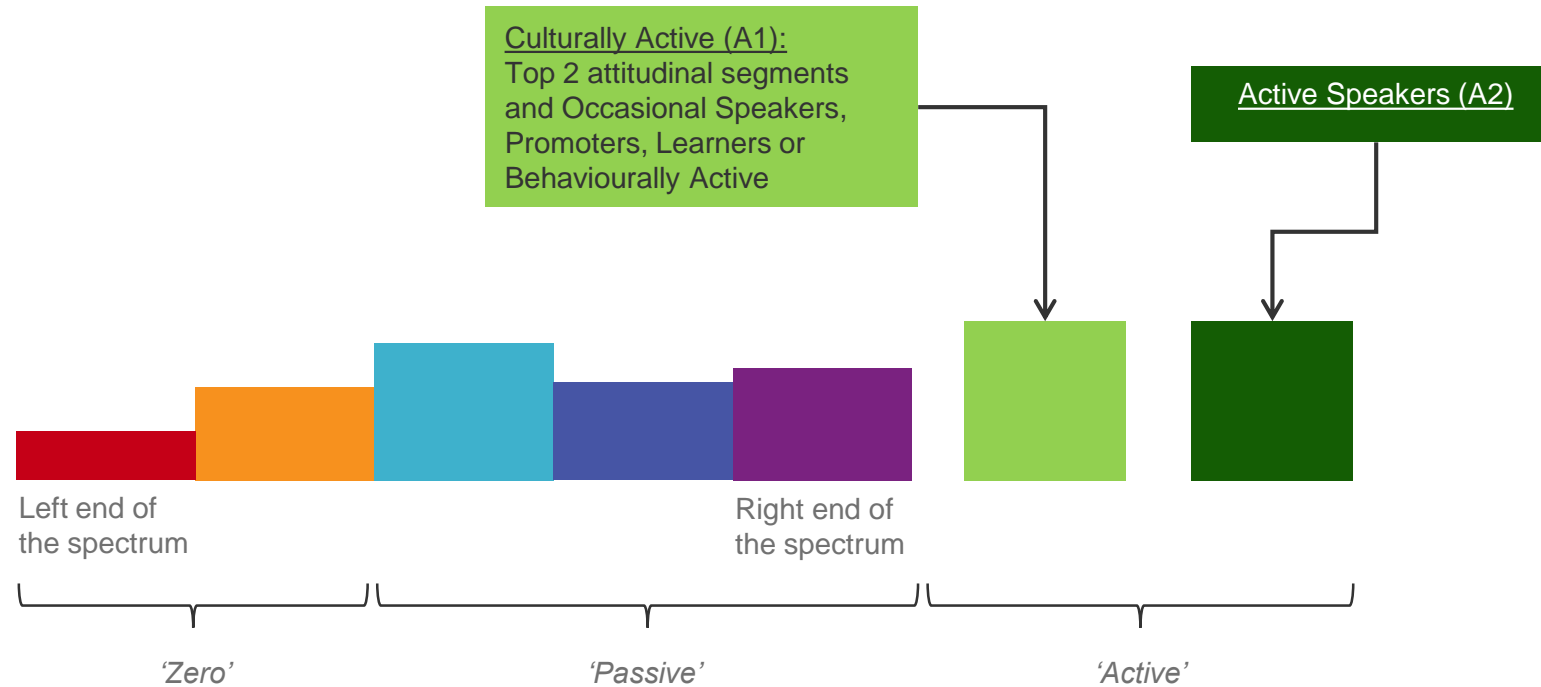
- The 2019 version of the ZePA model has been created using the same underlying model principles as applied to previous versions, being an initial attitudinal segmentation and then separate criteria for Active Speakers (A2) and Culturally Active (A1) groups
- Due to the changes in questionnaire wording, all definitions used to create the initial version of the attitudinal segmentation, Active Speakers (A2) and Culturally Active (A1) groups have needed to be redefined in the 2019 version
- The following section outlines the revised criteria for the ZePA model
- Note that the 2019 ZePA model is just one version of quantifying the ZePA spectrum and further revisions to criteria may be beneficial

1

Constructing the ZePA model segmentation



Previous surveys have been used to develop a draft of the ZePA model continuum by creating an attitudinal segmentation and using behavioural definitions to create an 'active' end



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

Attitudinal segmentation ⁽¹⁾

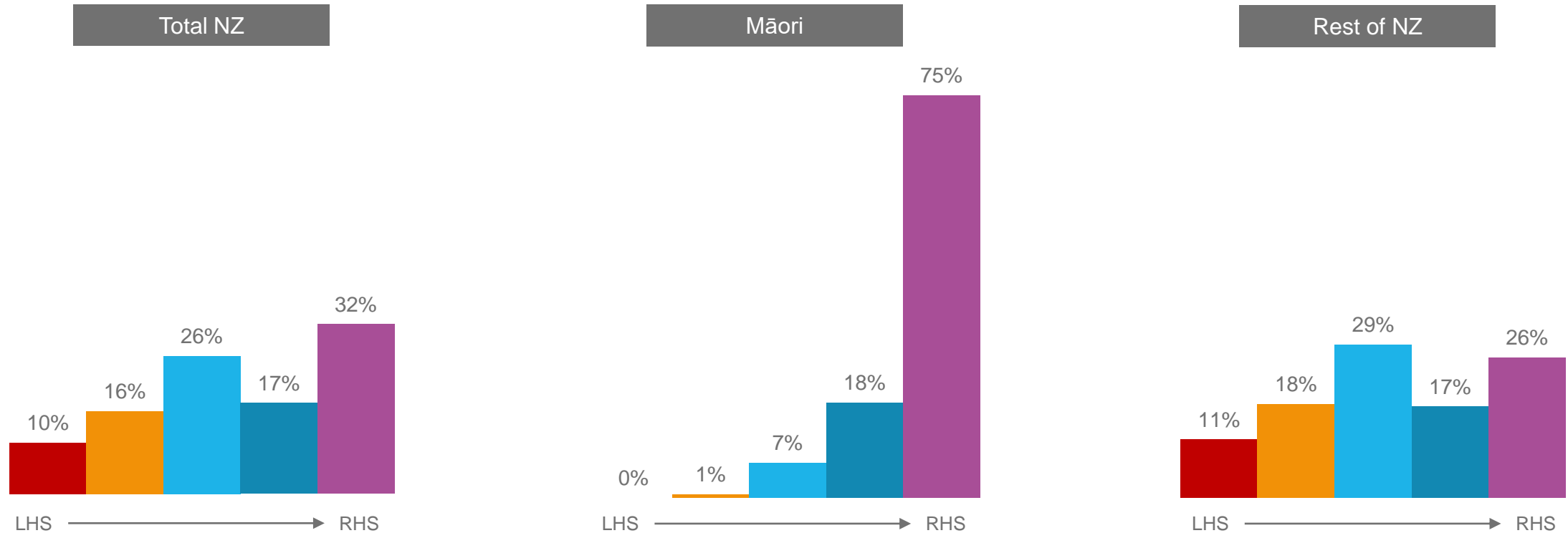
The ZePA model continuum first assigns respondents to one of five segments based on their attitudes towards the following statements:

- 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 all New Zealanders
 - Māori culture should be valued by all New Zealanders
 - All New Zealand children should be taught 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
- 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 (ie, 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 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

Note: 1) Respondents rating fewer than 9 of the 10 statements have been excluded from the model being 2% of the total sample

The attitudinal segmentation profile differs between the Māori population, the majority being at the RHS of the spectrum, and the Rest of NZ population which are more spread

Attitudinal segmentation



Base: Total NZ population n = 2650 , Māori population n = 1196, Rest of NZ population n = 1454

The 'Active Speakers (A2)' and 'Culturally Active (A1)' segments have been broadly defined ...

Active Speakers (A2)

- Active users of te reo

Culturally Active (A1)

In the top two attitudinal segments AND

Occasional Speakers OR Promoters OR Learners OR Behaviourally Active:

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

... then specific definitions applied

Active Speakers (A2)

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

Culturally Active (A1)

Occasional Speakers

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

Promoters

Taught or shared in two or more of the following ways:

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

AND

- Te reo knowledgeable OR Māori culture knowledgeable

Learners

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

AND

- Te reo knowledgeable OR Māori culture knowledgeable

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

Behaviourally Active

Participated in 4 or more of the following activities in the past 12 months:

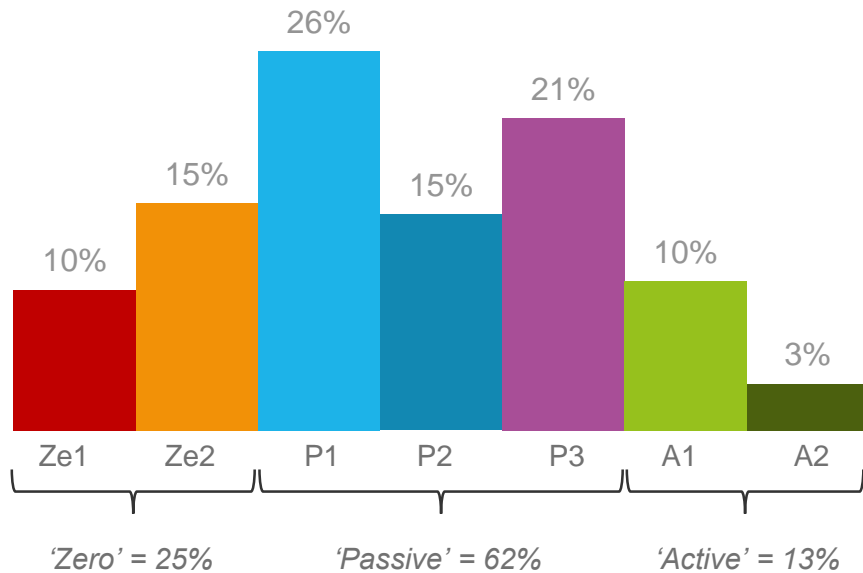
- Been to a Māori festival or event, such as Pā Wars, Matariki, or Waitangi Day celebrations
- Performed in a kapa haka group
- Involved in Māori performing arts such as kapa haka
- Participated in Waka Ama racing
- Attended and watched Māori performing arts or waka ama racing
- Taken part in Māori arts 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

Based on the definitions for the active end of the ZePA model, 13% of the New Zealand population are defined as Active although only 3% fall into the top segment of Active Speakers

ZePA model segmentation (2019)

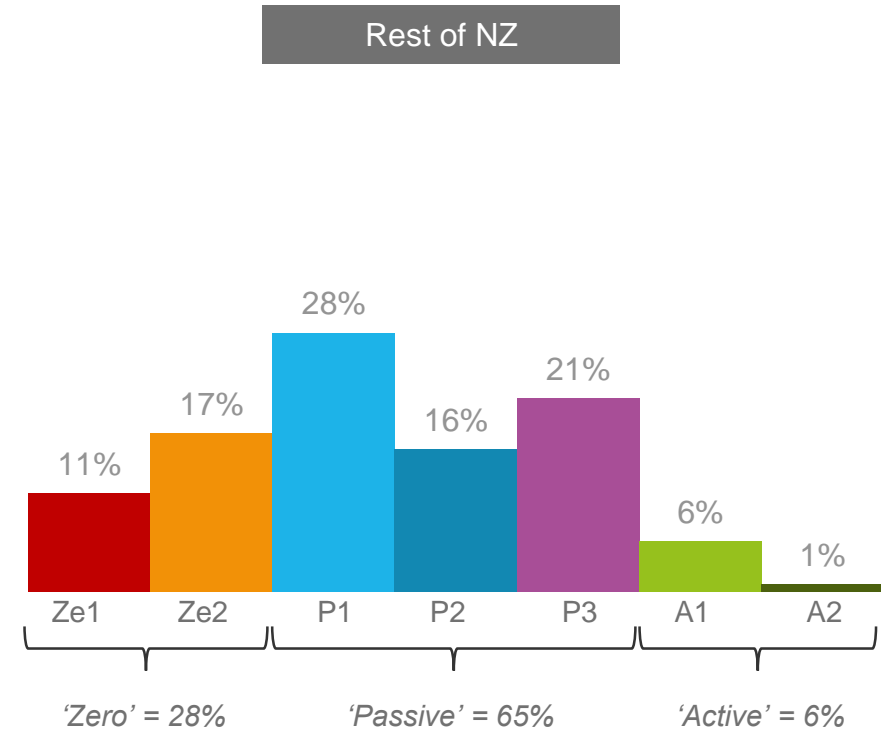
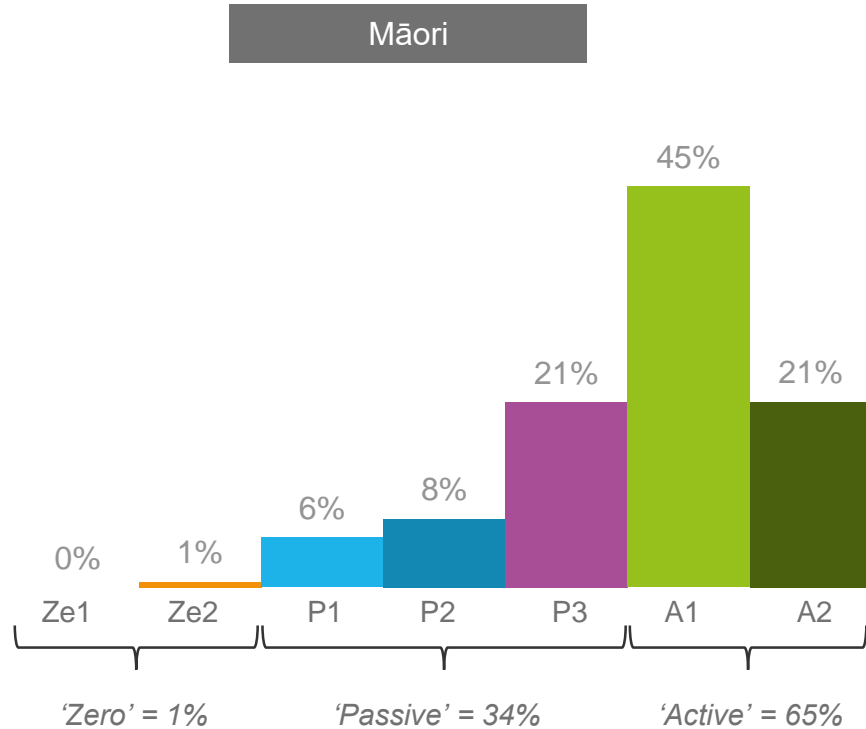


- Based on the definitions for the active end of the continuum, 3% of the New Zealand Population are classified as 'Active Speakers (A2)'
- One in ten New Zealanders are classified as 'Culturally Active' (A1) being either occasional speakers of te reo, learners, promoters or involved in cultural activities
- Three in five (62%) fall into the Passive segments, being spread across the three Passive groups
- One in four (25%) fall into the Zero segments, with one in ten being in the lowest Ze1 group

Base: Total NZ population n = 2461

Among the Māori population, 65% are defined as Active while among the Rest of NZ population only 6% are defined as Active with two in three (65%) falling within the Passive segments

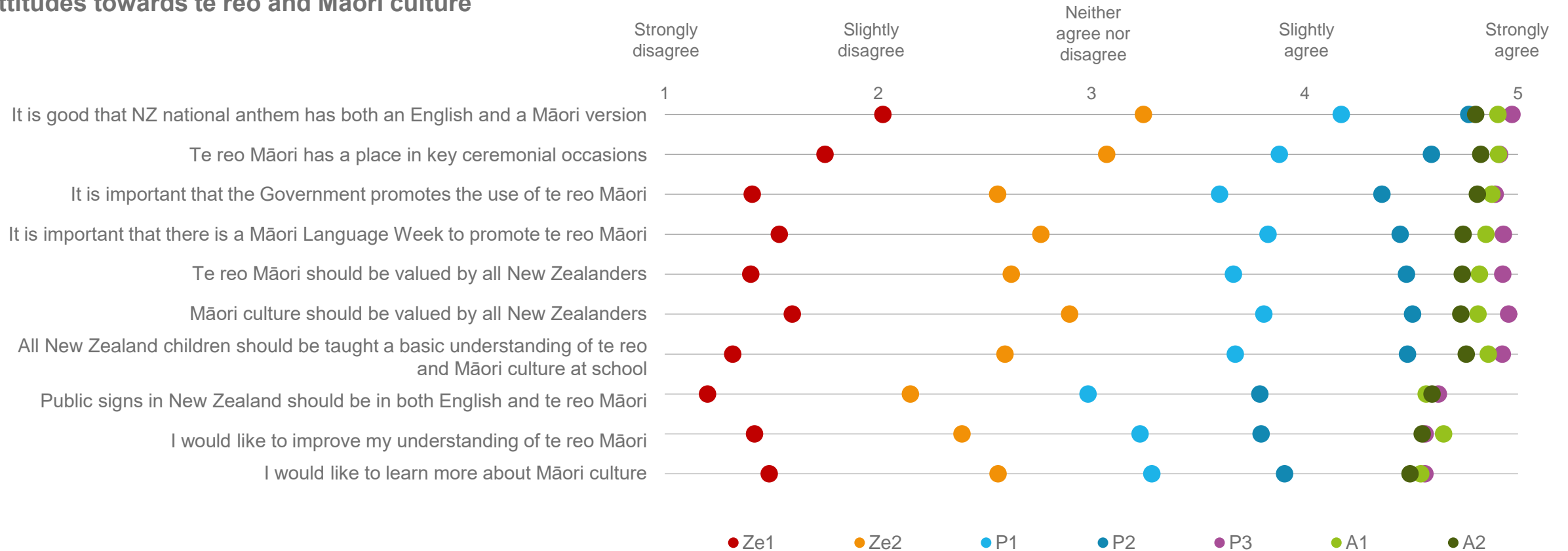
ZePA model segmentation (2019)



Base: Māori population n = 1007, Rest of NZ population n = 1454

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

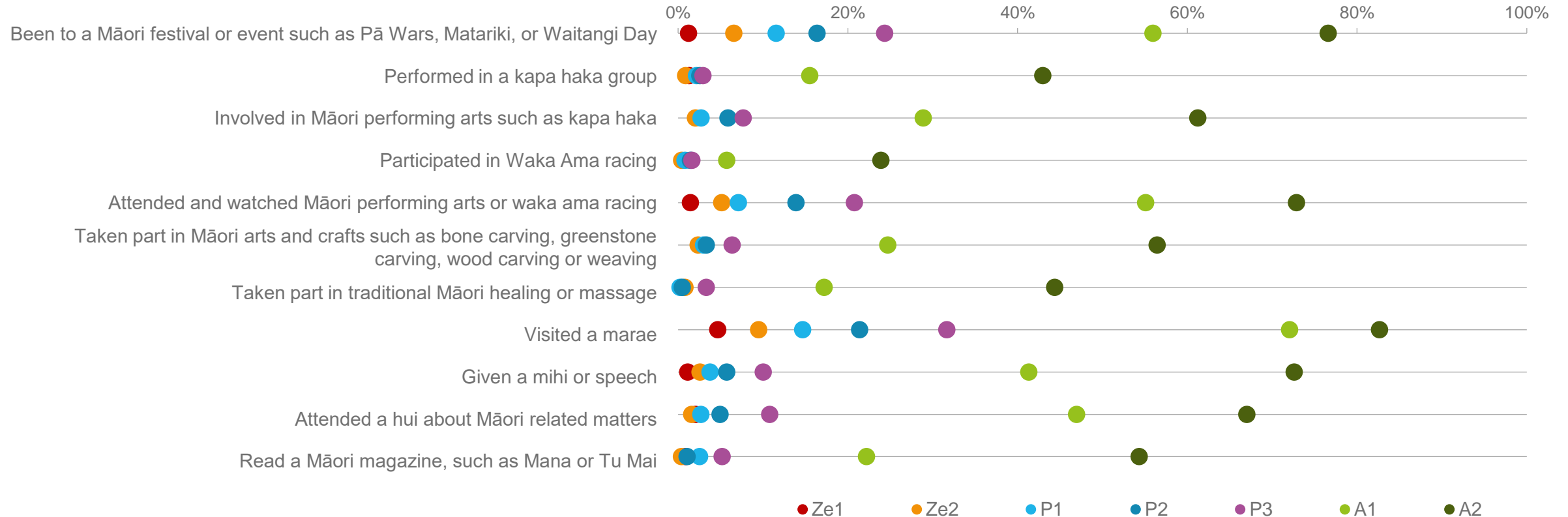
Attitudes towards te reo and Māori culture



Base: Ze1 n = 157, Ze2 n = 260, P1 n = 474, P2 n = 306, P3 n = 523, A1 n = 528, A2 n = 213

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

Participated in over the past 12 months⁽¹⁾

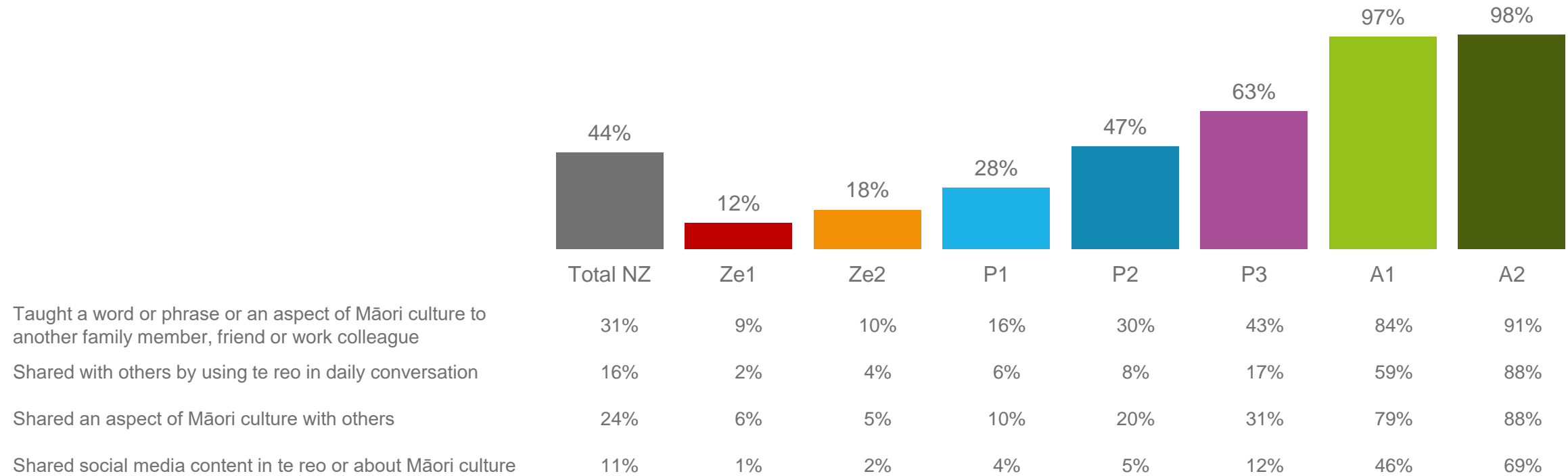


Base: Ze1 n = 157, Ze2 n = 260, P1 n = 474, P2 n = 306, P3 n = 523, A1 n = 528, A2 n = 213

Note: 1). Participation in four or more activities is required to qualify as Behaviourally Active in the ZePA model classification

Although most common within the Active segments, there is some teaching and sharing of te reo and Māori culture within the Passive and Zero segments, particularly within P3

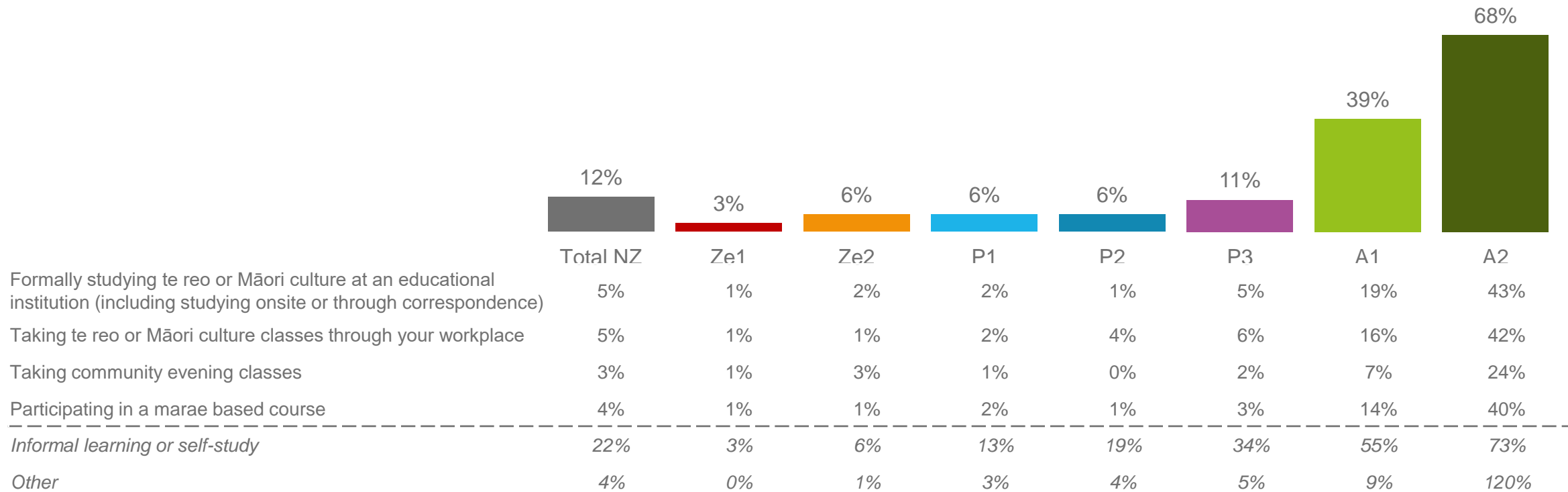
Teaching and sharing of te reo or Māori culture over the last 12 months ⁽¹⁾



Base: Total NZ population = 2512, Ze1 n = 157, Ze2 n = 260, P1 n = 474, P2 n = 306, P3 n = 523, A1 n = 528, A2 n = 213
 Note: 1). Participation in two or more types of teaching or sharing are required to qualify as Promoters in the ZePA model classification

Those within the Active segments are most commonly formally studying te reo or Māori culture while there is a low level of study within other segments

Formally learnt or improved Māori language ability or knowledge of Māori culture over the last 12 months ⁽¹⁾



Base: Total NZ population = 2512, Ze1 n = 157, Ze2 n = 260, P1 n = 474, P2 n = 306, P3 n = 523, A1 n = 528, A2 n = 213

Note: 1). Informal learning or self study and 'other' forms of learning are not included in the criteria for Learners in the ZePA model classification

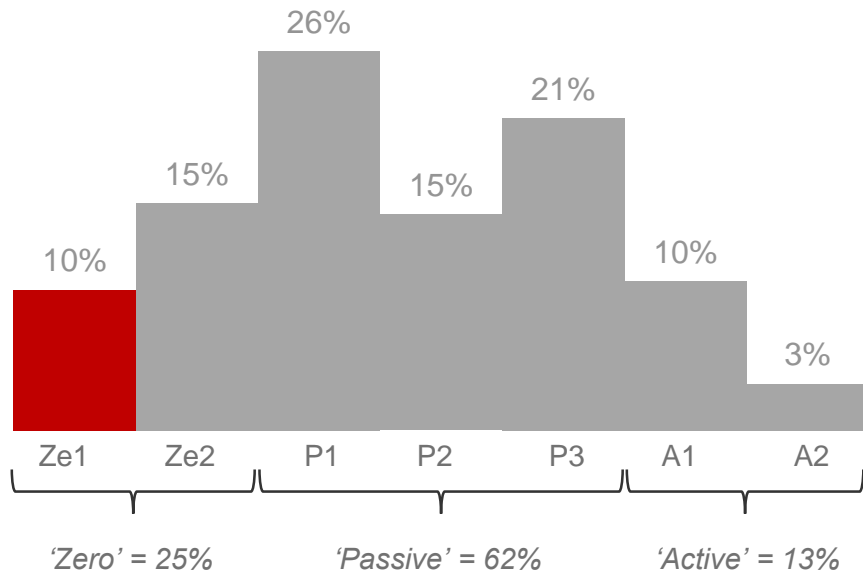
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Key insights



The Zero Ze1 segment are the most negative in attitude towards te reo and Māori culture and have little engagement in cultural activities or Māori programming

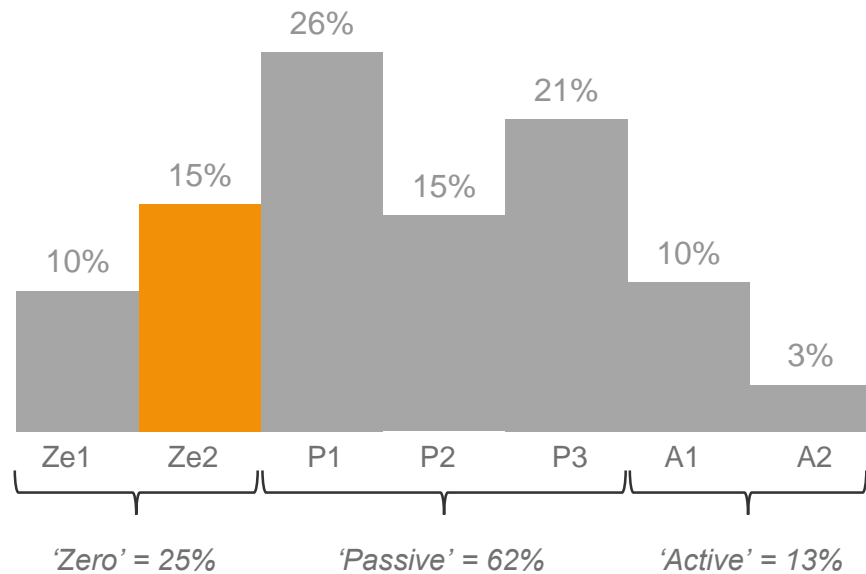
Zero – Ze1 segment



- The Zero Ze1 segment is 10% of the New Zealand population
- This group is older (48% being aged 55 plus), skewed towards males (61%) and predominantly NZ European
- This segment has minimal engagement with Māori cultural activities and the majority have a negative attitude towards te reo and Māori cultural and its place within New Zealand society
- They have low understanding of te reo or of Māori culture and are not interested in learning more
- They are typically negative towards prominent New Zealanders speaking in te reo with common reasons being that they feel annoyed or excluded and it not be relevant as few New Zealanders able to understand
- They have the lowest involvement of all segments with Māori programming, including television, radio and digital, with lack of interest a common reason for not viewing Māori Television
- Among those viewing Māori programming, the programmes that they choose to watch are having very little impact on their understanding of te reo or of Māori culture
- Programmes on mainstream channels that aren't overtly Māori in content but that subtly promote Māori culture and values may be the best means of starting to engage more with this group

The Zero Ze2 segment are typically negative or neutral in attitude towards te reo and Māori culture and have low engagement in cultural activities or Māori programming

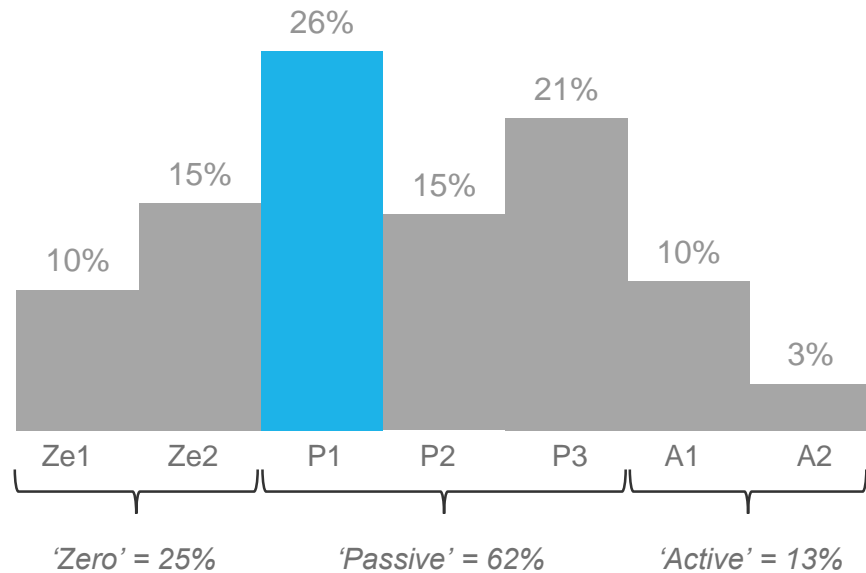
Zero – Ze2 segment



- The Zero Ze2 segment is 15% of the New Zealand population
- This group has a slight male skew (46%), is older (41% being aged 55 plus) and predominantly NZ European
- This segment has minimal engagement with Māori cultural activities
- Attitudes towards te reo and Māori cultural and its place within New Zealand society are typically negative or neutral although there is some support towards the national anthem having a Māori version and te reo use in ceremonial occasions and by prominent New Zealanders
- They have low understanding of te reo or of Māori culture and only one in ten express interest in learning more
- They have low involvement with Māori programming, including television, radio and digital, with lack of interest a common reason for not viewing Māori Television
- Among those viewing Māori programming, the programmes that they choose to watch are having very little impact on their understanding of te reo or of Māori culture
- Similar to the Ze1 segment, programmes on mainstream channels that aren't overtly Māori in content but that subtly promote Māori culture and values will be the best means of starting to engage more with this group as unlikely to proactively seek programming with Māori content

The Passive P1 segment have low understanding and involvement with te reo, Māori culture and Māori programming and attitudes are generally neutral or slightly positive

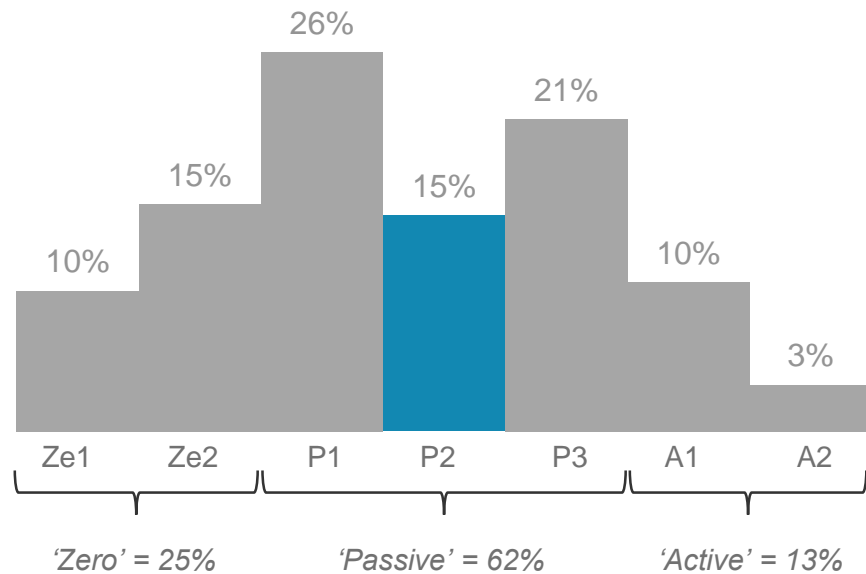
Passive – P1 segment



- The Passive P1 segment accounts for one quarter of New Zealanders
- This segment is broadly representative of the New Zealand population in terms of gender and age although typically not of Māori ethnicity
- Engagement in cultural activities is mainly limited to visiting a marae (by 15%) or attending a Māori festival or event (by 12%)
- Attitudes towards te reo and Māori cultural and its place within New Zealand society are generally mildly positive or neutral
- They have low understanding of te reo or of Māori culture although two in five are interested in learning more, but typically 'slightly' rather than 'strongly' so
- Although some are negative towards prominent New Zealanders speaking in te reo many are neutral or generally positive towards this
- Although higher than the Zero segments, Passive P1 also have limited involvement with Māori programming, including television, radio and digital, with inability to speak te reo the main reason for not viewing Māori Television
- Among those viewing Māori programming, the programmes that they choose to watch are having some impact on their understanding of Māori culture more so than te reo
- With limited te reo ability, it will be important to provide content that is primarily in English to encourage viewing of Māori programming

The Passive P2 segment have some understanding of te reo and Māori culture and engagement with Māori programming and attitudes are generally positive

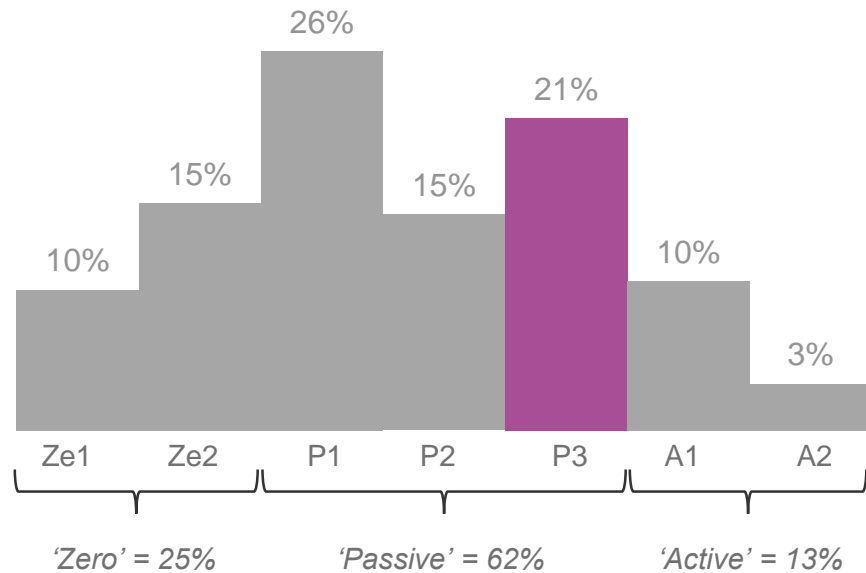
Passive – P2 segment



- The Passive P2 segment is 15% of the New Zealand population
- This segment is slightly skewed towards the younger to mid age groups (56% are aged under 45) but typically not of Māori ethnicity
- Participation in cultural activities is mainly visiting a marae (by 21%), attending a Māori festival or event (by 16%) or attending performing arts or waka ama racing (by 14%)
- Attitudes towards te reo and Māori cultural are generally positive, but being a mix of 'slight' and 'strong' agreement, and most are positive towards prominent New Zealanders speaking in te reo
- Most claim to have some understanding of te reo and of Māori culture and 70% are interested in learning more, but more being 'slightly' than 'strongly' so
- Engagement with Māori programming is still moderate, although slightly higher than Passive P1, with inability to speak te reo and a lack of time main reasons for not viewing Māori Television
- Among those viewing Māori Television, the programmes that they choose to watch are increasing Māori culture knowledge for three in five and te reo for three in ten
- With limited te reo ability, it will be important to provide content that is primarily in English to encourage viewing of Māori programming but there is likely to be openness to te reo including among this segment

The Passive P3 segment have strongly positive attitudes towards te reo and Māori culture and although their current knowledge is moderate, there is strong interest in improving

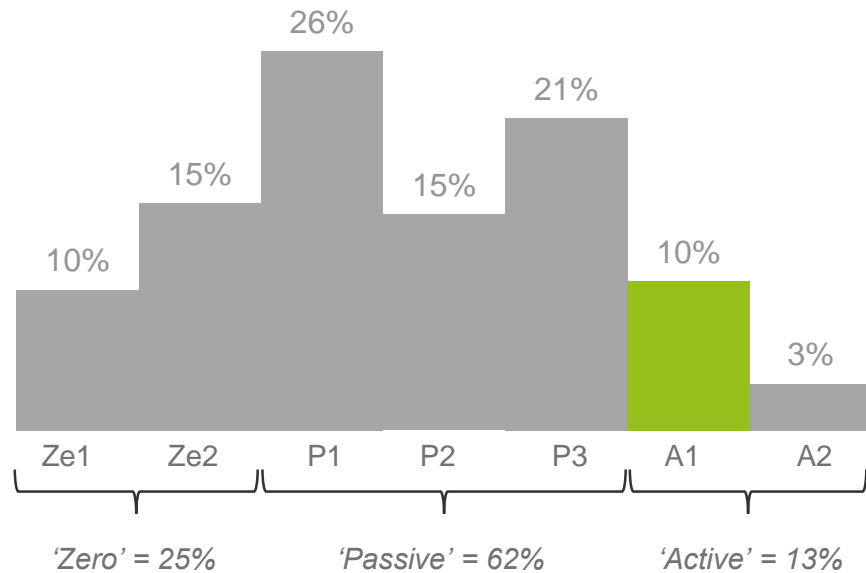
Passive – P3 segment



- The Passive P3 segment accounts for 21% of New Zealanders
- This segment is slightly skewed towards the younger age groups (58% are aged under 45), female skewed (62%) and representative of all ethnic groups, with a skew towards Pacific People
- Many are participating in cultural activities, mainly visiting a marae (32%), attending a Māori festival or event (24%) or attending performing arts or waka ama racing (21%)
- Attitudes towards te reo and Māori cultural are generally strongly positive, including that all children should learn te reo and Māori culture in school, and almost all are positive towards prominent New Zealanders speaking in te reo with many feeling proud
- Most only have some understanding of te reo and of Māori culture but the majority would like to improve, and three in five 'strongly' so, and two in five are already engaged in learning, although typically being informal study
- Of the Passive segments, P3 have the highest level of engagement with Māori programming and among those viewing Māori programming, many agree that their Māori culture knowledge is improving and, to a lesser extent, their te reo
- This segment are open to improving their knowledge of te reo and Māori culture and broadcasting offers an opportunity to engage with this segment and help translate their interest into improved knowledge

The Culturally Active (A1) A1 segment has a good understanding of te reo but most would like to improve and few use te reo in daily conversation, and there is also opportunity to further improvement engagement with Māori programming

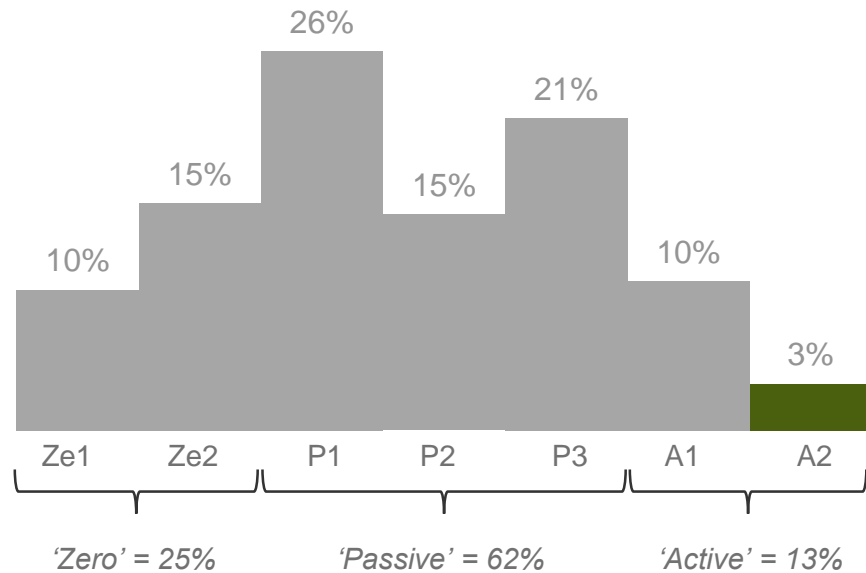
'Culturally Active (A1)' – A1 segment



- One in ten New Zealanders are in the 'Culturally Active (A1)' A1 segment
- This segment is skewed towards the younger age groups (42% are aged under 35), female skewed (61%) and half are Māori, with a skew also towards Pacific People (12%)
- Culturally Active (A1) are participating in a wide range of cultural activities including attending hui about Māori related matters (47%) and giving a mihi (41%) and attitudes towards te reo and Māori cultural are strongly positive
- Most have a good understanding of te reo and Māori culture but few converse in te reo on a daily basis with barriers including their ability, not knowing many speakers and concern about using an incorrect word
- The majority would like to improve their understanding of te reo and Māori culture, many strongly so, and most are engaged in informal (55%), and to a lesser extent, formal learning (39%)
- Half view Māori Television on a weekly basis, 18% listen to iwi radio at least fortnightly and a wide range of digital media is also used to access Māori content but there is opportunity to further build their viewing and listening
- Among those accessing Māori programming, there is high agreement that it helps to improve their knowledge of te reo and Māori culture
- With 'some' rather than 'good' te reo ability among the A1 segment, it will be important to ensure that subtitles are available to encourage viewing of programmes in te reo and to help further increase understanding

The Active Speakers (A2) segment converse in te reo on a daily basis, although few consider themselves fluent and they are the highest consumers of Māori programming content

'Active Speakers (A2)' – A2 segment



- Only 3% of New Zealanders are in the 'Active Speaker' A2 segment, being 21% among Māori
- Three in four within this segment are Māori and there is a skew towards the younger age groups (47% are aged under 35) and females (56%)
- Active Speakers (A2) are participating in the widest range of cultural activities with 43% having performed in a kapa haka group in the last 12 months and attitudes towards te reo and Māori cultural are strongly positive
- Most have a good understanding of te reo and Māori culture, although only 22% consider themselves fluent, and all converse in te reo on a daily basis
- The majority would like to further improve their understanding of te reo and Māori culture, many strongly so, and two in three are engaged in formal learning via educational institutions, marae based courses or workplace classes
- Three in four view Māori Television several days weekly, half listen to iwi radio at least fortnightly and this segment is most likely to also be using digital media to access Māori content, including television programming at 57%
- The majority agree that Māori programming is helping to improve their knowledge of te reo and Māori culture
- With good te reo ability already, the task for the Active Speakers (A2) segment is to provide engaging programming to continue to encourage regular viewing, to encourage iwi radio listening and to capitalise on the opportunities provided by digital media

3

Te reo ability and knowledge of Māori culture



Te reo is used in a range of situations within everyday life among Māori and the Rest of New Zealand population

Māori

Work

- At workplaces

Everyday use

- Everyday conversation/ Kōrero
- Mealtimes

Out in the community

- On the marae
- At hui
- Livestreamed hui, tangi, events
- Kapa haka
- Singing music
- Tangihanga
- Karakia
- The urupā
- The whareniui

Media

- Social media family groups e.g. What's App, Facebook etc.

Education environment

- Teaching the tamariki te reo Māori
- Kōhanga Reo / kura / wananga - immersive language environments

Rest of New Zealand

Work

- At workplaces where te reo is valued and used

Out in the community

- Public sphere: Politician speeches, Sporting events, public ceremonies (e.g. increased visibility of te reo during coverage of post-Christchurch mosque attack public events and services)
- At performances and events - Te Matatini and Matariki

Everyday use

- As part of everyday 'Kiwi-English'
- Early childhood education or primary school resources
- Children's' books – myths and legends

Media

- Mainstream television and radio
- Māori Television
- Broadcasting cultural or te reo content
- Contemporary NZ music

Marketing

- Tourism industry and marketing
- Marketing and advertising for NZ brands/organisations – e.g. Air New Zealand, health messaging

NOTES:
Source: Initial qualitative phase

There are however a wide range of barriers to using te reo in everyday conversation

Māori

- › Colonisation - was an issue brought up which has affected their connection with their Māori identity & culture
- › The weakened state of some marae, i.e. fewer kaiwhaikōrero / speakers and kaikaranga / callers available to play traditional roles, speak and pass on te reo
- › Generational language loss
- › Whakamā / shame for getting things wrong
- › Negative past experiences of using te reo
- › Fear of being judged by others
- › Fear of being corrected by native speakers
- › Fear of mispronunciation, fear of technical mistakes
- › Access to other speakers
- › No formal study of te reo





Rest of New Zealand

- › Mispronunciation
- › Cultural misappropriation
- › Fear of being judged as an outsider
- › Fear of causing offence
- › Fear of not following appropriate tikanga protocols
- › Perceived lack of relevance of Māori to modern New Zealand life
- › A lack of understanding about state of the language, and its risk of being lost forever
- › Not knowing any te reo speakers

NOTES:
Source: Initial qualitative phase

Enablers for communicating in te reo include cultural values, person to person communication, formal learning and media or broadcasting

Māori

 Cultural value (ancestry)	 Media / broadcasting	 Person to person	 Formal (language courses)
<ul style="list-style-type: none"> ▪ Tīpuna – ancestry ▪ Intergenerational transmission - teaching speaking with tamariki/mokopuna/kaumātua ▪ Kapa haka and performing arts ▪ Waiata – traditional and contemporary music ▪ Feeling more connected to one’s Māori identity/culture ▪ Workplaces where te reo is valued and spoken ▪ Recognising te reo as taonga 	<ul style="list-style-type: none"> ▪ Social media – especially recent development of livestreaming ▪ Te reo content - programming, music ▪ Children’s te reo programmes and books ▪ Content showcasing different regional dialects 	<ul style="list-style-type: none"> ▪ Kōrero – conversation, focusing on conversation over technical correctness ▪ Other te reo speakers to communicate with ▪ A feeling of empowerment when speaking te reo 	<ul style="list-style-type: none"> ▪ Online learning resources ▪ Kōhanga Reo/kura immersive language environments
<h3>Rest of New Zealand</h3> <ul style="list-style-type: none"> ▪ Kapa haka and performing arts ▪ Visiting a marae ▪ Participating in a pōwhiri ▪ Workplaces where te reo is valued and spoken 	<ul style="list-style-type: none"> ▪ Māori Television ▪ Exposure to more Māori culture and te reo in the public sphere 	<ul style="list-style-type: none"> ▪ Knowing Māori people 	<ul style="list-style-type: none"> ▪ Te reo language learning courses ▪ Online resources - te reo dictionary, online translators

NOTES:
Source: Initial qualitative phase

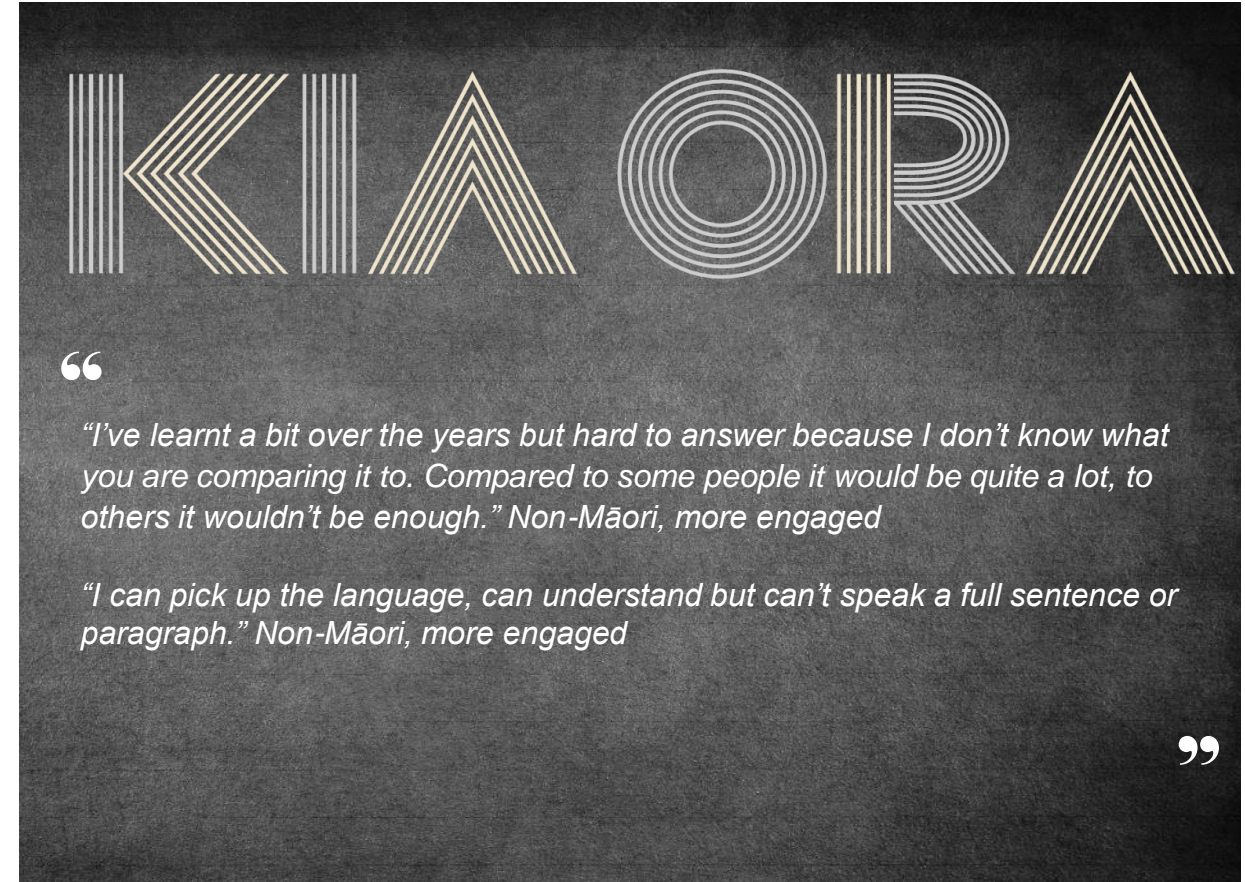
Having a 'good' knowledge of te reo means different things to different people

What is 'good knowledge'

'Good' knowledge means:

- Ability + confidence
- For some 'good' knowledge = formal study, grammatical correctness, confident pronunciation etc.
- Multiple settings - at work, at home, at school are typical settings but being able to speak with others out and about in the community feels like a marker for a more advanced skill level as the te reo is normalised to this level (talking about your day, sharing news, gossip etc.)
- 'Good' knowledge is less about formal rehearsed, memorised te reo, i.e. delivering a mihi or pepeha
- For some 'good' knowledge is linked to generational language loss i.e. I am a second generation native speaker. Across the groups, there was an average language loss of approximately 2-4 generations

NOTES:
Source: Initial qualitative phase



Interest in improving te reo ability is a mix of passive interest and active improvement

Spectrum of passive and active 'improvement'



Many non and less fluent speakers indicate a general aspiration to have a better understanding of te reo, but this does not mean that everyone (or indeed, most people) who agree with this are likely to take an active step or put any effort into improving their te reo

I would like to improve my understanding of te reo, but probably won't do much about it

Many people (passives) like the idea of *having* more te reo, but aren't sufficiently interested to wish to devote time or effort to *learning* more

Some would put effort in if major barriers were removed (e.g. if could learn during work time)

I would like to improve my understanding of te reo, and am willing to take some steps to achieve this

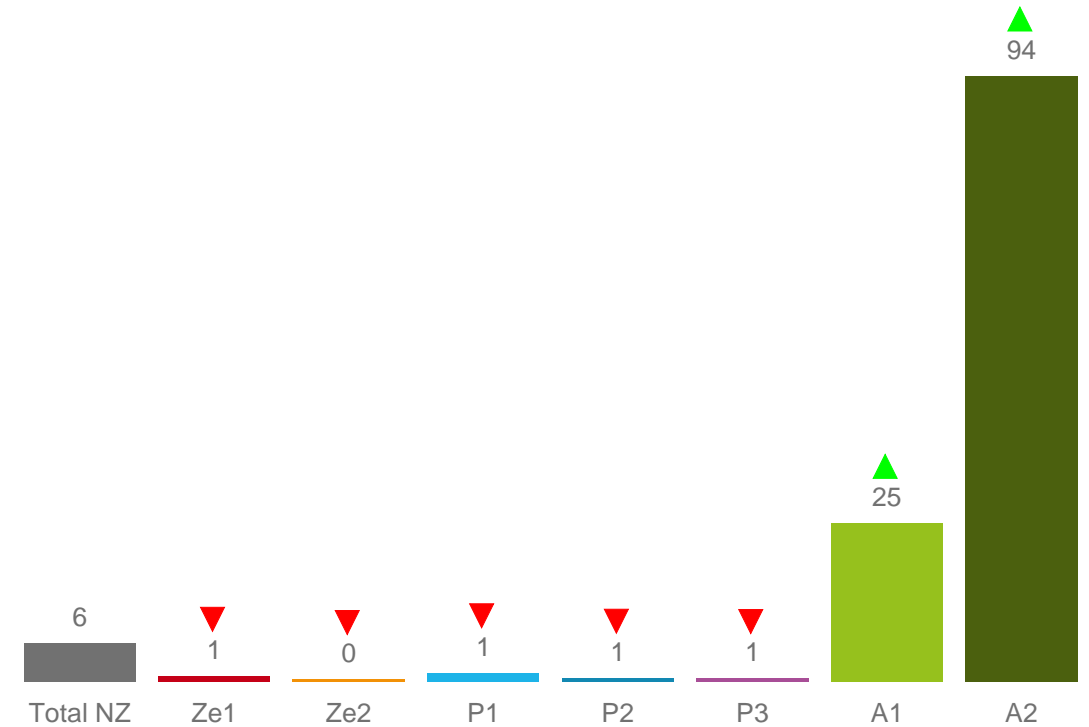
Others are sufficiently interested in investing effort into improving their understanding on their own time (more active)

Nine in ten Active Speakers (A1) and one in four Culturally Active (A2) agree that they are able to have a conversation in te reo Māori about a lot of everyday things

Key findings

- Overall, 6% of the New Zealand population agree that could have a conversation about a lot of everyday things in te reo
- The majority of Active Speakers (A1) agree at 94% and one in four within the Culturally Active (A2) segment

Able to have a conversation about a lot of everyday things in te reo Māori



NOTES:

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

Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

▲ = Significantly higher than other New Zealanders

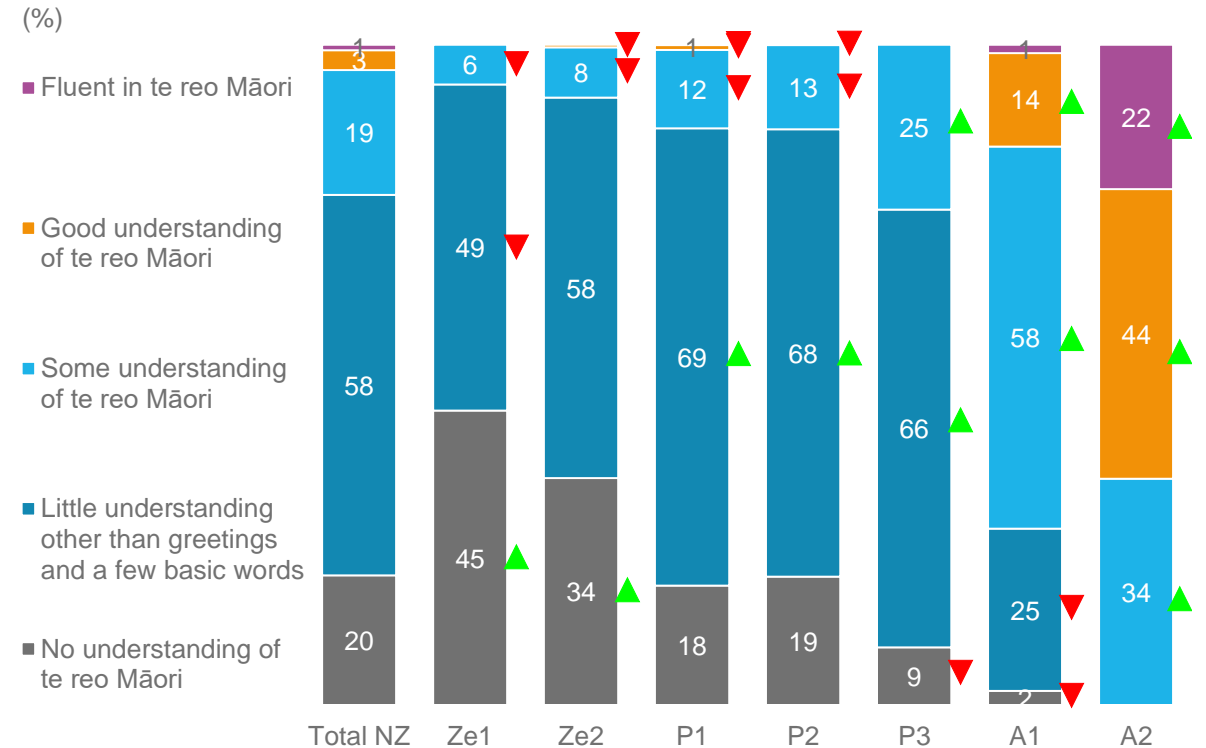
▼ = Significantly lower than other New Zealanders

The majority of Passive have at least a little understanding of te reo, typically only greetings and a few basic words, while those in the Zero segments are more likely to have no understanding

Key findings

- Only 22% in the Active Speakers (A2) segment consider themselves to be fluent, with most claiming to have either a good or some understanding
- Typically those in the Culturally Active (A1) segment consider themselves to have some understanding of te reo although one in four have little understanding
- Those in the Passive segments typically have little understanding of te reo beyond greetings and a few basic words although one in four within the P3 segment claim to have some understanding
- Typically those within the Zero segments have either no or little understanding of te reo

Level of te reo Māori in situations feel most confident with ability



NOTES:
 Source: In situations in which you feel most confident with your ability, which of the following statements best describes your level of te reo Māori, or Māori language?
 Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

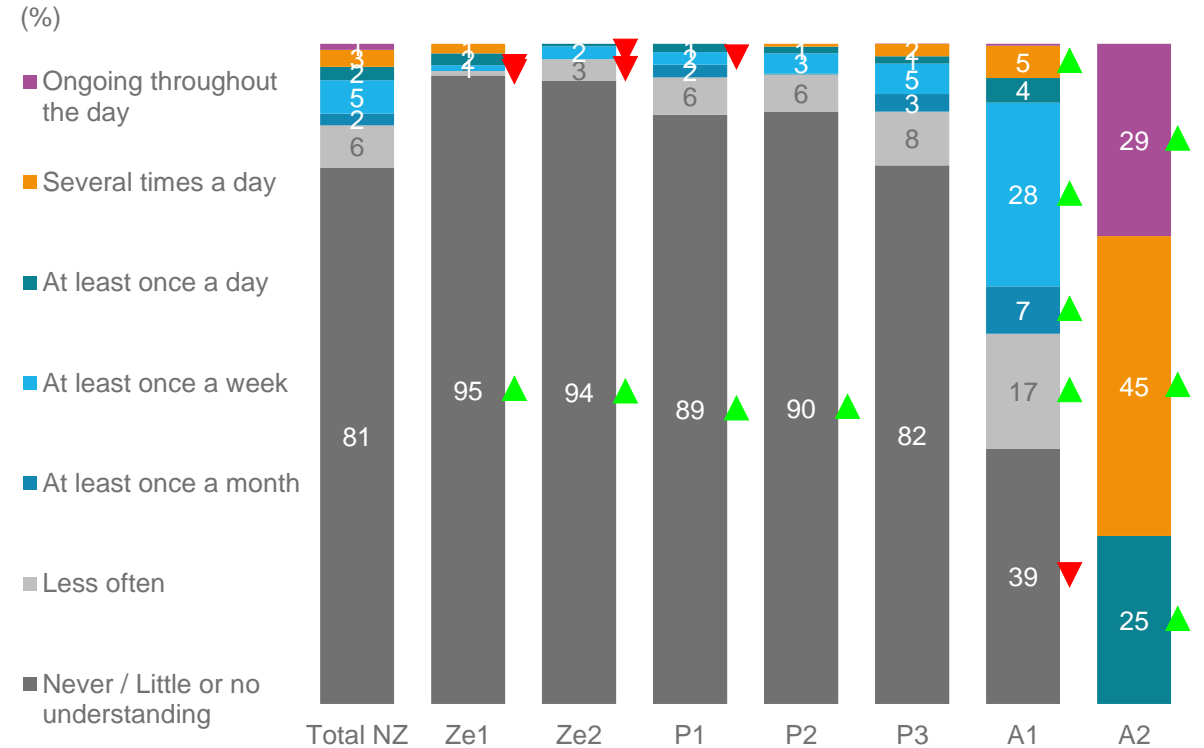
▲ = Significantly higher than other New Zealanders
 ▼ = Significantly lower than other New Zealanders

Three in four Active Speakers (A2) converse in te reo ongoing or at least several times daily while few within the Culturally Active (A1) segment converse in te reo on a daily basis

Key findings

- Three in ten Active Speakers (A2) converse ongoing throughout the day in te reo Māori with the remainder having conversations at last once a day
- Just under two in five (37%) Culturally Active (A1) have conversations in te reo at least weekly with a similar number never conversing in te reo
- Few within the Passive and Zero segments converse in te reo

Use of te reo Māori for conversations in everyday life



NOTES:
 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 NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

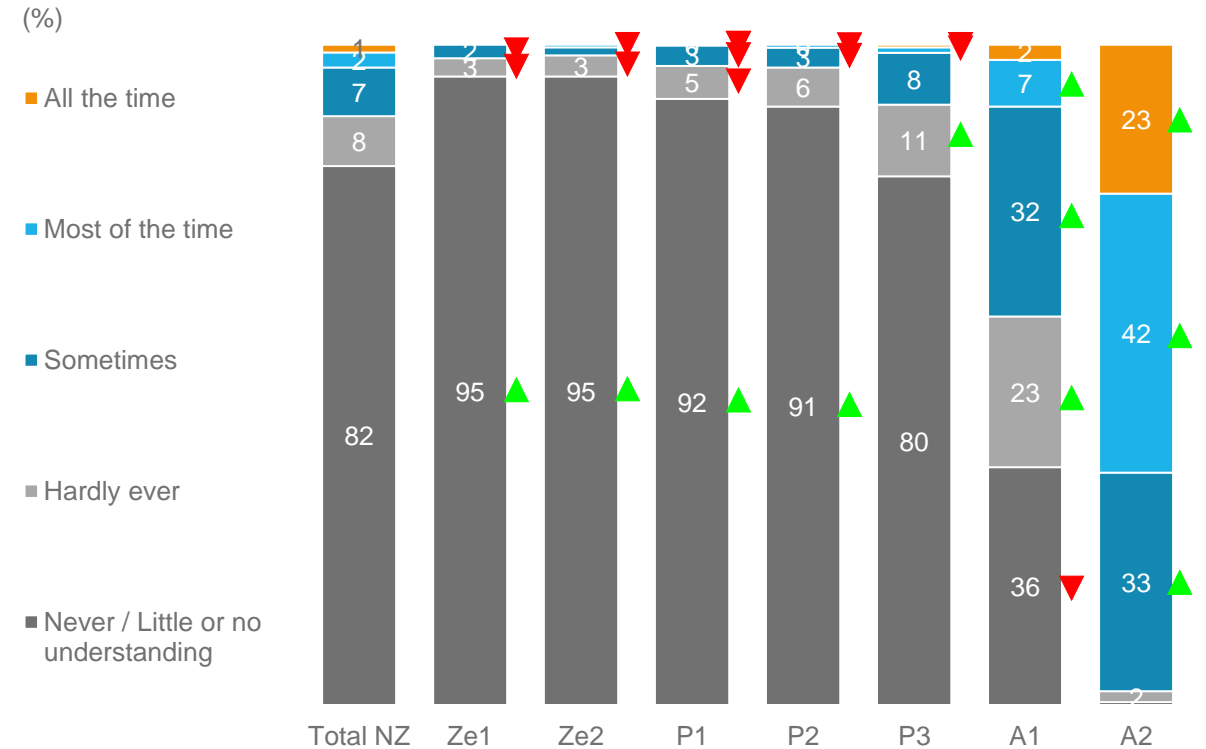
▲ = Significantly higher than other New Zealanders
 ▼ = Significantly lower than other New Zealanders

Two thirds of Active Speakers (A2) use te reo most of the time rather than another language when they have the opportunity

Key findings

- Two in three Active Speakers (A2) will use te reo either all or most of the time rather than another language when they have the opportunity and feel confident to do so with the remainder typically doing so at least sometimes
- Two in five (41%) Culturally Active (A1) will elect to use te reo rather than another language but typically this is only sometimes

Use of te reo rather than another language when have the opportunity and feel confident



NOTES:

Source: How often do you choose to talk in te reo rather than another language when you have the opportunity and feel confident to do so?

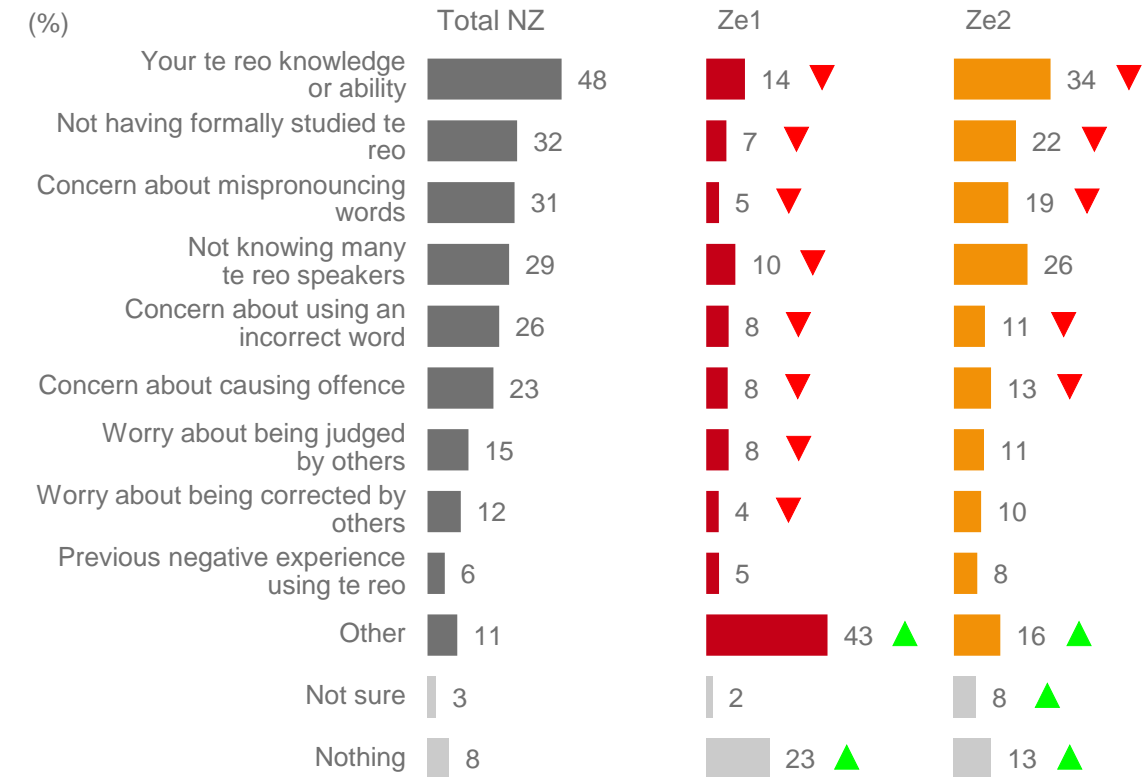
Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

Te reo ability and not knowing many te reo speakers are the most common barriers to using te reo within the Zero segments

Key findings

- Among those in the Ze2 segment with at least some understanding of te reo, the key barriers are their ability and not know many te reo speakers
- Also common are not having formally studied te reo and concern about mispronouncing words

Barriers to using te reo more often in everyday life – Zero (among those with at least some understanding of te reo)



NOTES:

Source: What, if anything, discourages or prevents you from using te reo Māori to communicate more often in your everyday life?

Base: Total NZ population = 2159 | Ze1 n = 87 | Ze2 n = 171

▲ = Significantly higher than other New Zealanders

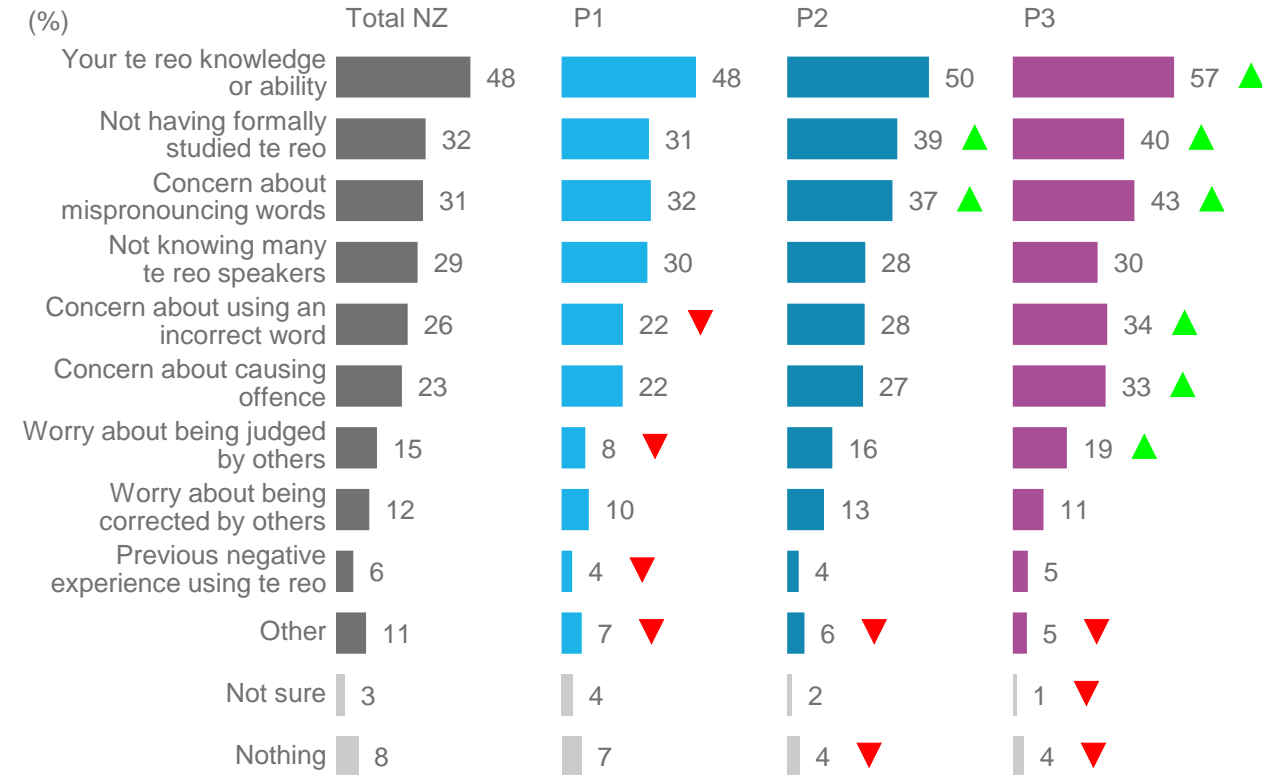
▼ = Significantly lower than other New Zealanders

Te reo ability is the most common barrier to using te reo among Passive with not having formally studied te reo and concern about mispronunciation also common

Key findings

- The most common barrier to using te reo more often is te reo knowledge or ability among all Passive segments with at least some understanding of te reo
- Not having formally studied te reo and not knowing many te reo speakers are also common
- There is higher concern about mispronouncing words than using an incorrect word among the Passive segment
- There is also concern about causing offence, being one in three within the P3 segment

Barriers to using te reo more often in everyday life – Passive (among those with at least some understanding of te reo)



NOTES:

Source: What, if anything, discourages or prevents you from using te reo Māori to communicate more often in your everyday life?

Base: Total NZ population = 2159 | P1 n = 393 | P2 n = 255 | P3 n = 484

▲ = Significantly higher than other New Zealanders

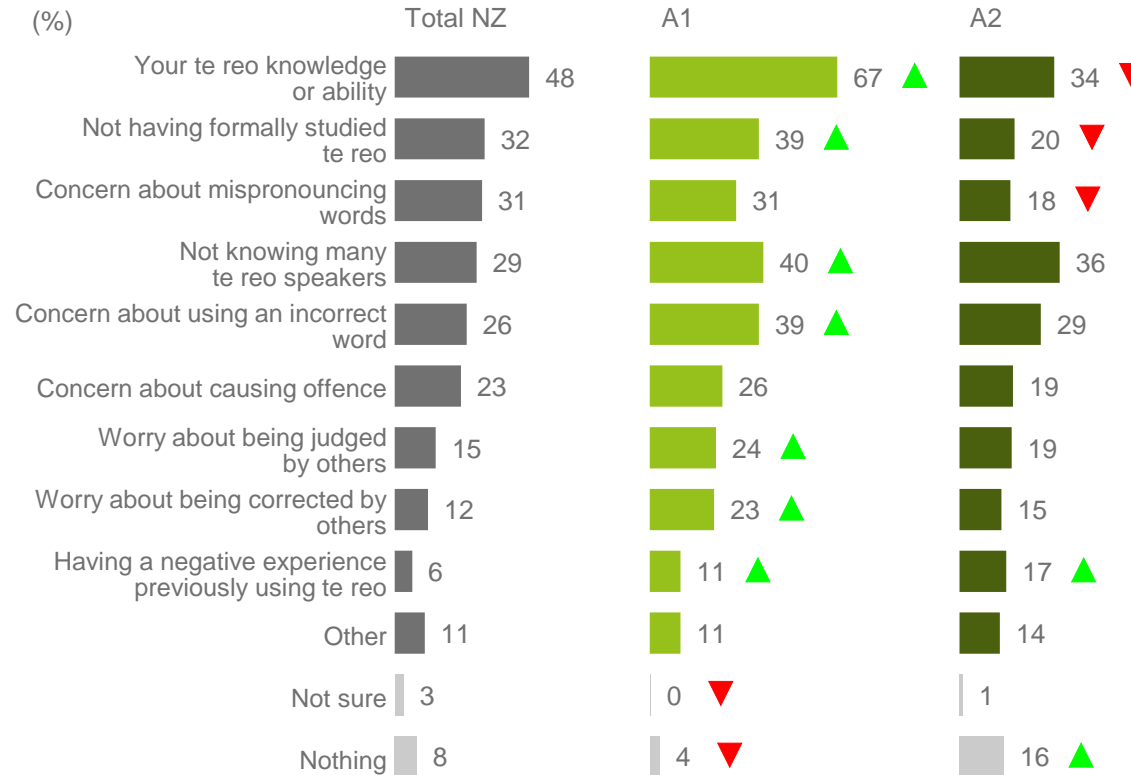
▼ = Significantly lower than other New Zealanders

Not surprisingly, barriers to te reo use are more common among the Culturally Active (A1) segment although most within the Active Speakers (A2) segment also have some barriers

Key findings

- For two in three Culturally Active (A1) with at least some understanding of te reo, their te reo knowledge is a barrier to everyday use
- Other common barriers are not knowing many te reo speakers and not having formally studied te reo
- Among both Active segments, there is higher concern about using an incorrect word than about mispronunciation
- Although there is some concern about causing offence, this is less common than among the Passive P3 segment
- Of all segments, Culturally Active (A1) are the most likely to worry about being judged or corrected by others at one in four

Barriers to using te reo more often in everyday life – Active (among those with at least some understanding of te reo)



NOTES:

Source: What, if anything, discourages or prevents you from using te reo Māori to communicate more often in your everyday life?

Base: Total NZ population = 2159 | A1 n = 523 | A2 n = 213

▲ = Significantly higher than other New Zealanders

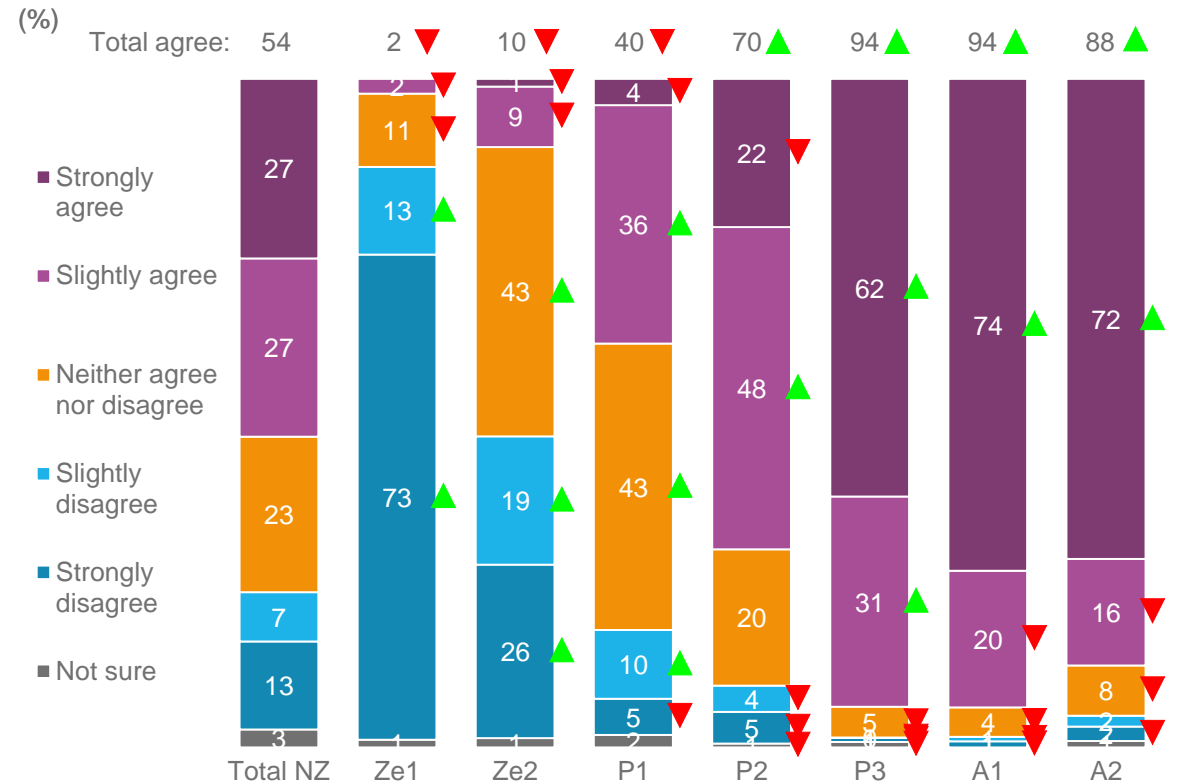
▼ = Significantly lower than other New Zealanders

Interest in improving te reo understanding increases across the Passive segments, with very strong interest among P3 and the Active segments, including Active Speakers (A2)

Key findings

- Few within the Zero segments are interested in improving their understanding of te reo with 86% in the Ze1 segment disagreeing and 45% within Ze2
- Interest in improving increases moving from left to right within the Passive segments with 40% within P1 agreeing, 70% within P2 and 94% within P3
 - Furthermore, three in five within the P3 segment strongly agree that they would like to improve
- The majority of Culturally Active (A1) and Active Speakers (A2) would like to improve their understanding of te reo, and even among Active Speakers (A2) there is strong agreement at 72%

Desire to improve understanding of te reo Māori



NOTES:

Source: Do you agree, disagree or neither that you would like to improve your understanding of te reo Māori?

Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

What does Māori culture encompass?



Common icons/symbols

- Language/te reo – key word and phrases, colloquisms, greetings and farewells
- Koru and other elements of Māori design
- Pounamu/greenstone
- Bone carving
- Te moko/Māori tattoos
- Haka
- Poi
- Tourism - Rotorua, Māori tourist attractions
- Māori craft – flax weaving/carving
- Pūkana



Values/concepts

- Whānau, Aroha, Mana, Utu
- Belonging (collectivism, to the land and sea, genealogy)
- Tangata whenua/connection to the land
- Storytelling and mythology
- Mana

For Māori audience:

- Collective wellbeing
- Whakapapa / genealogy / bloodline
- Wairoa / spirituality
- Manaakitanga
- Kaitiakitanga / guardianship
- Whanaungatanga / kinship
- Tipuna / ancestors
- Connection to tangata / moana / whenau (people/sea/land)
- Sharing kai



Cultural activities

- Hāngi
- Karakia
- Visiting a marae
- Museum, history or art exhibitions
- Māori performing arts - kapa haka, poi, haka
- Māori film and television
- Māori music - traditional and contemporary hip hop, r&b, rap
- Māori festivals and cultural events (e.g. Matariki, Te Matatini, Waka ama racing)

For Māori audience:

- Māori activism or protests
- Māori therapies/treatments (e.g. romiromi)
- Taiaha – Māori weaponry



Rituals/ceremonies/protocols

- Hongi
- Powhiri
- Entering a marae

For Māori audience:

- Tangihanga
- Marae protocols
- Urupā
- Hui
- Kohanga Reo/Kura
- Karakia

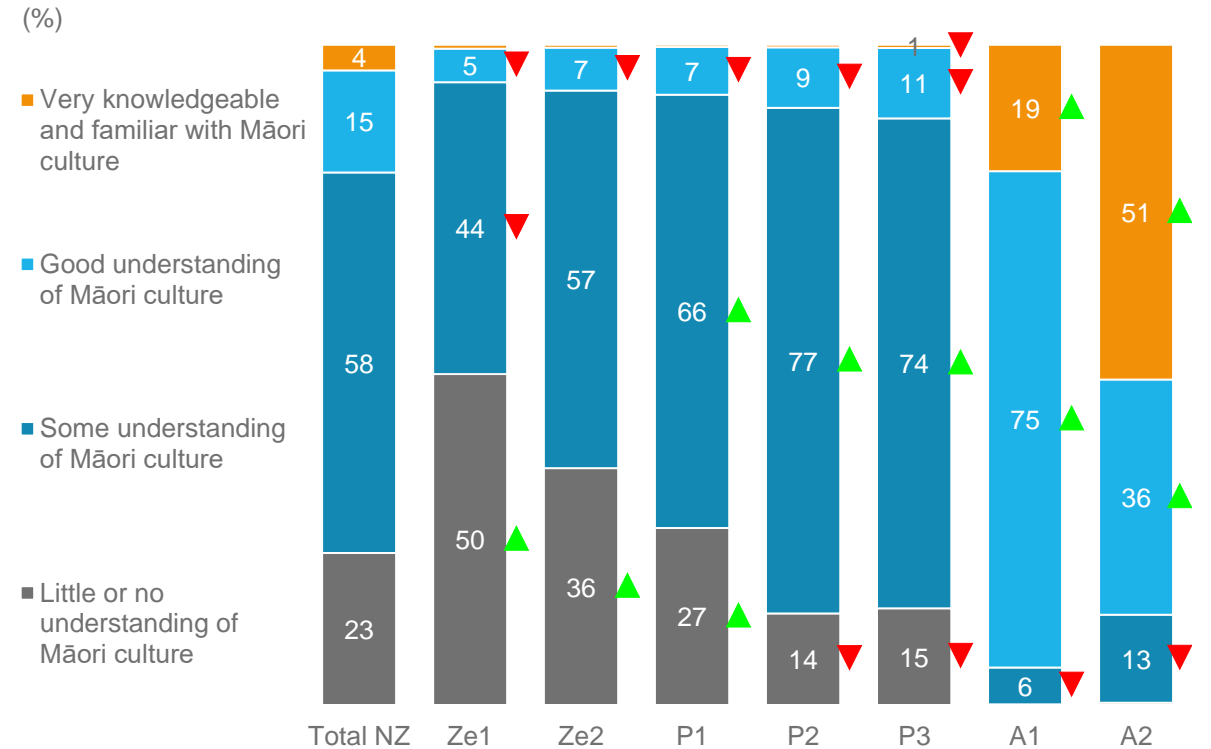
NOTES:
Source: Initial qualitative phase

Although claimed Māori culture understanding increases across the model, even among the Zero segments one in two claim to have at least some understanding

Key findings

- The majority of Active have a good understanding of Māori culture, however although one in two Active Speakers (A2) claim to be 'very knowledgeable' this is only 19% among Culturally Active (A1)
- The Passive segments typically have some understanding but few claim to have a good understanding of Māori culture
- Although lower among the Zero segments, even among Z1 one in two claim to have at least some understanding

Level of Māori culture understanding



NOTES:

Source: Which of the following statements best describes your understanding of Māori culture?

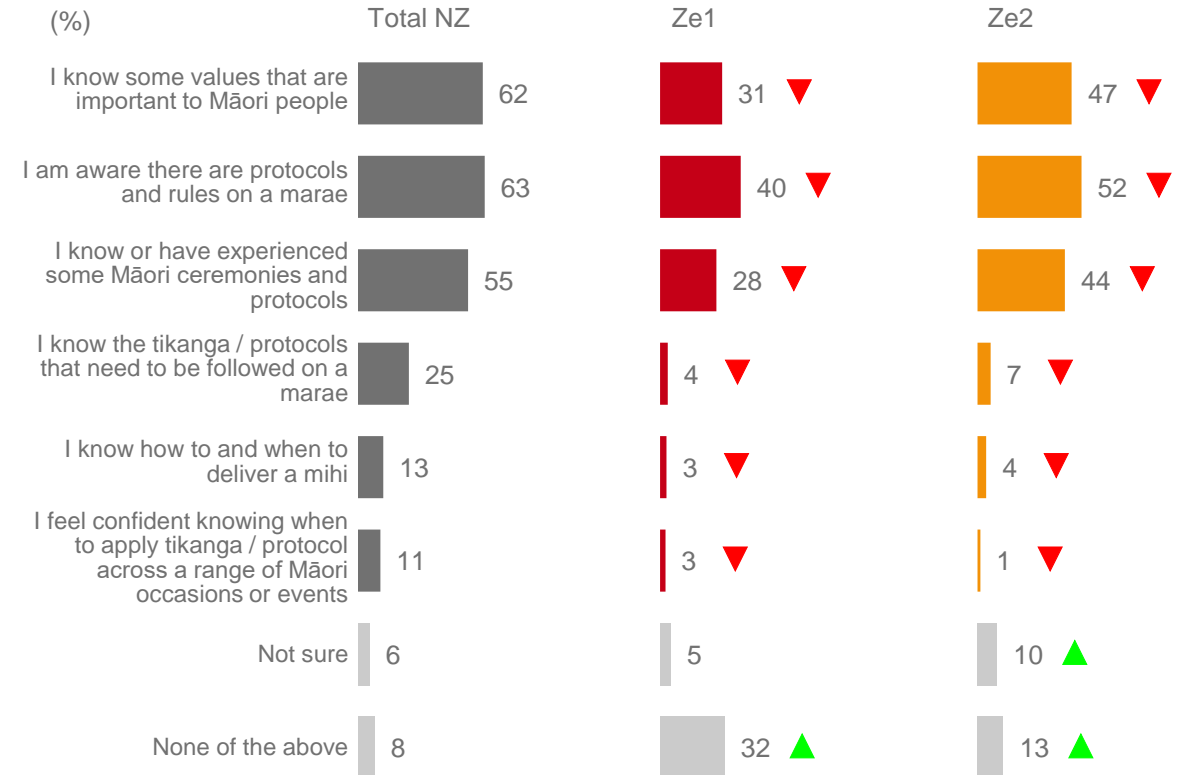
Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

Those within the Ze1 segment have lower claimed awareness and knowledge of protocols, ceremonies and values than those within the Ze2 segment

Key findings

- Two in five within the Ze1 segment are aware that there are protocols and rules on a marae and half within the Ze2 segment
- Those within the Ze2 segment are more likely to know or experienced some Māori ceremonies and protocols at 44% than among the Ze1 segment at 28%
- Claimed knowledge of some values that are important to Māori people is also higher among that Ze2 segment (at 47%) than the Ze1 segment (31%)

Māori culture ability – Zero segments



NOTES:

Source: Please tell me which of the following apply to you...

Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260

▲ = Significantly higher than other New Zealanders

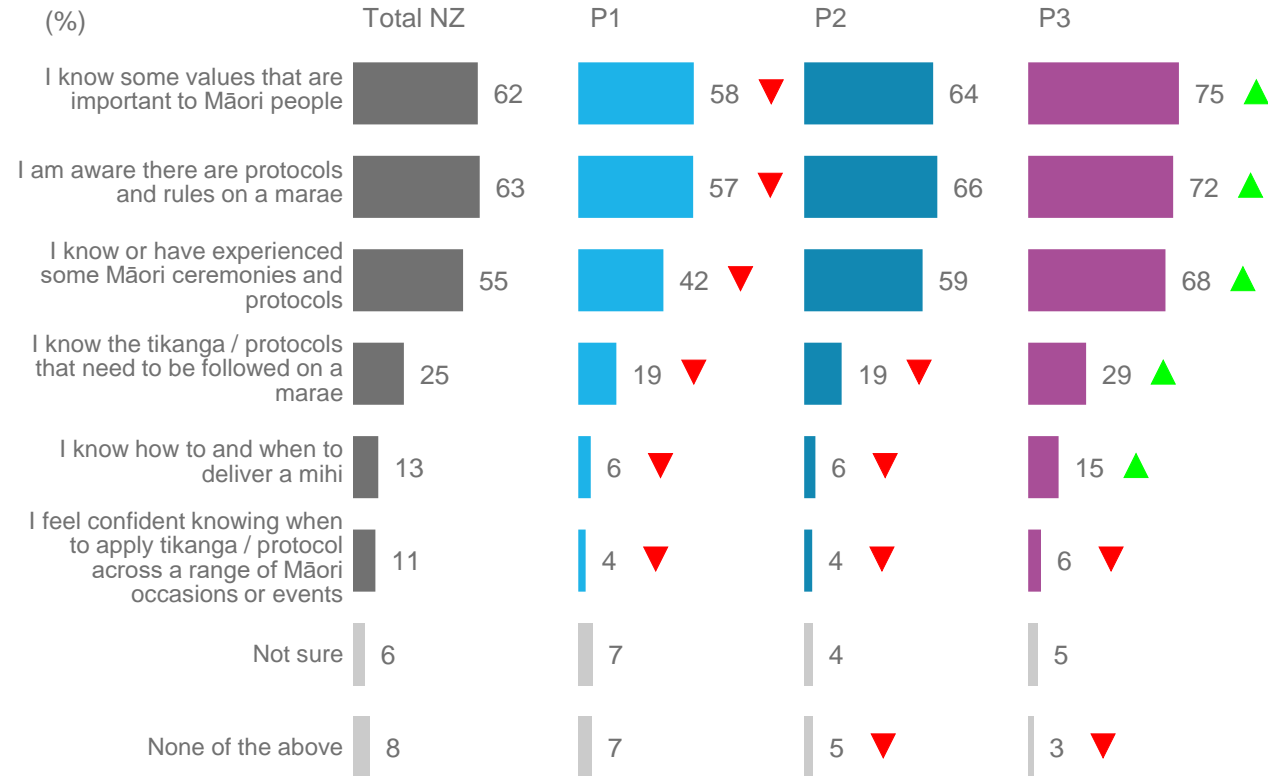
▼ = Significantly lower than other New Zealanders

Although many within the Passive segments are aware there are protocols on a marae, there is low knowledge of what these protocols are

Key findings

- Although increasing across the Passive segments, many claim to know some values that are important to Māori people and to know or have experienced some ceremonies and protocols
- Many within the Passive segments are aware there are protocols however there is only a low level of knowledge of these at 19% among the P1 and P2 segments and 29% among P3
- Few within the Passive segments know how to or when to deliver a mihi or feel confident knowing when to apply tikanga

Māori culture ability – Passive segments



NOTES:

Source: Please tell me which of the following apply to you...

Base: Total NZ population = 2159 | P1 n = 393 | P2 n = 255 | P3 n = 484

▲ = Significantly higher than other New Zealanders

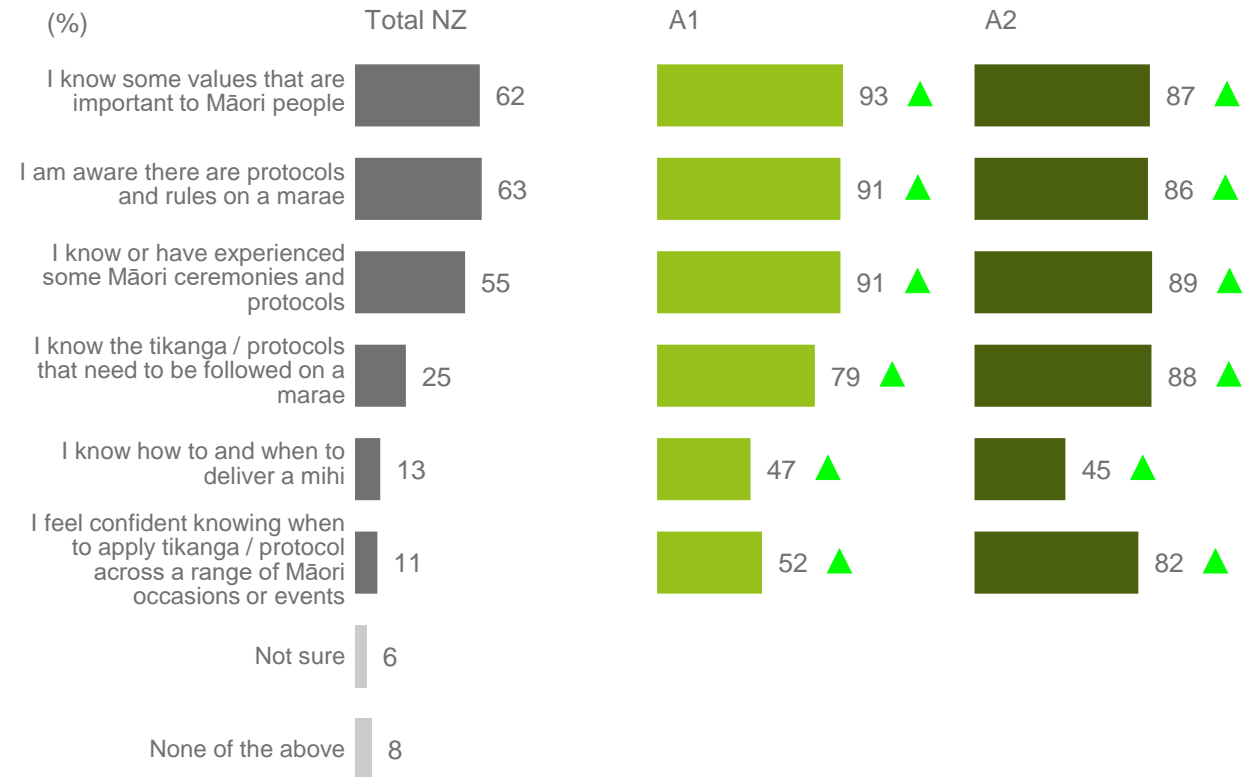
▼ = Significantly lower than other New Zealanders

Most within the Active segments know the tikanga that need to be followed on a marae however Active Speakers (A2) have higher confidence in knowing when to apply it

Key findings

- The majority within the Active segments know the tikanga / protocols that need to be followed on a marae
- Active Speakers (A2) have higher confidence knowing when to apply tikanga / protocol across a range of Māori occasions or events at 82% than Culturally Active (A1) at 52%
- Just under half within both Active segments know how to and when to deliver a mihi

Māori culture ability – Active segments



NOTES:

Source: Please tell me which of the following apply to you...

Base: Total NZ population = 2159 | A1 n = 523 | A2 n = 213

▲ = Significantly higher than other New Zealanders

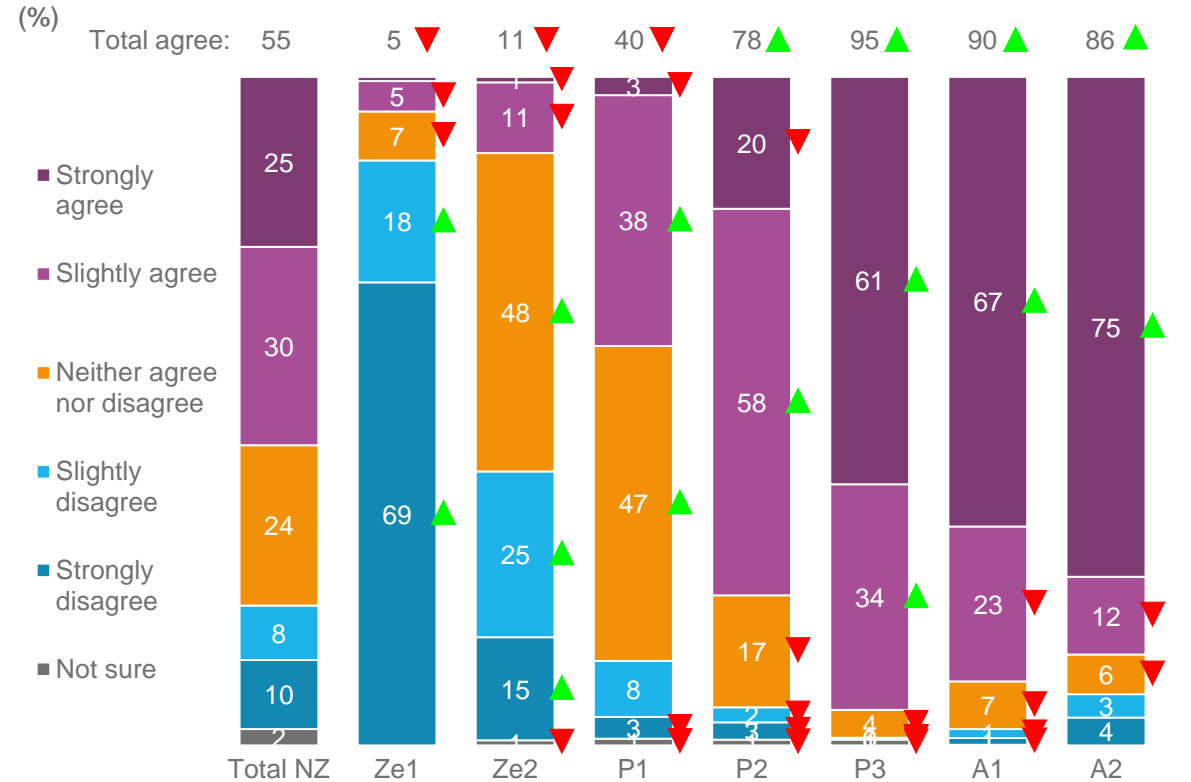
▼ = Significantly lower than other New Zealanders

Interest in learning more about Māori culture builds moving from left to right across the ZePA spectrum and being highest among P3 and Active segments

Key findings

- Few within the Zero segments are interested in learning more about Māori culture with 88% in the Ze1 segment disagreeing and 40% within Ze2
- Interest in improving increases moving from left to right within the Passive segments with 40% within P1 agreeing, 78% within P2 and 95% within P3
 - Furthermore, three in five within the P3 segment strongly agree that they would like to improve
- The majority of Culturally Active (A1) and Active Speakers (A2) are interested in learning more about Māori culture, with most strongly agreeing

Interest in learning more about Māori culture



NOTES:

Source: Do you agree, disagree or neither that you would like to learn more about Māori culture?

Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

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

4

Attitudes and behaviours

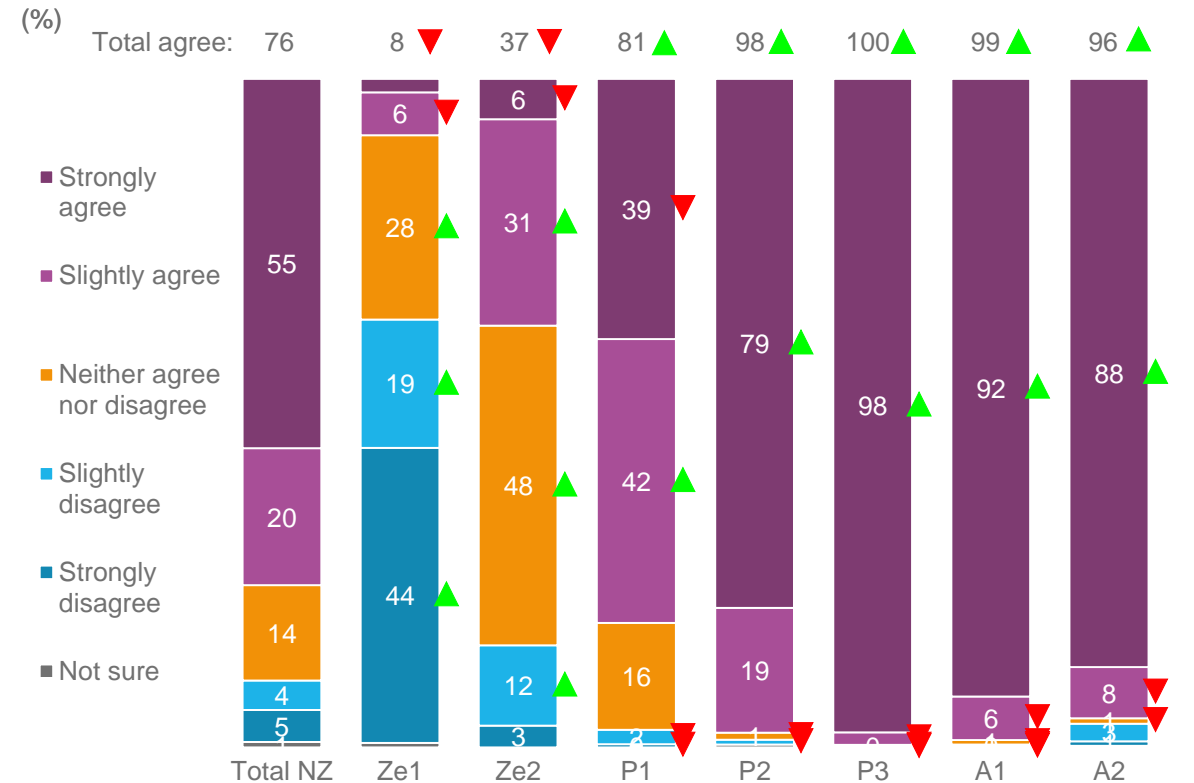


Three in four New Zealanders agree that it's good there is a Māori version of the national anthem with 55% strongly agreeing

Key findings

- Almost all within the P3 and Active segments strongly agree that it is good that the New Zealand national anthem has both an English and a Māori version
- Most also strongly agree within the Passive P2 segment although one in five slightly, rather than strongly, agree
- There is also high agreement among the Passive P1 segment at 81% although divided between strong and slight agreement
- Two in five agree within the Ze2 segment, although typically only slightly, however half are neutral
- There is only low agreement within the Ze1 segment with two in three (63%) disagreeing

'It is good that the New Zealand national anthem has both an English and a Māori version'



NOTES:

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

Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

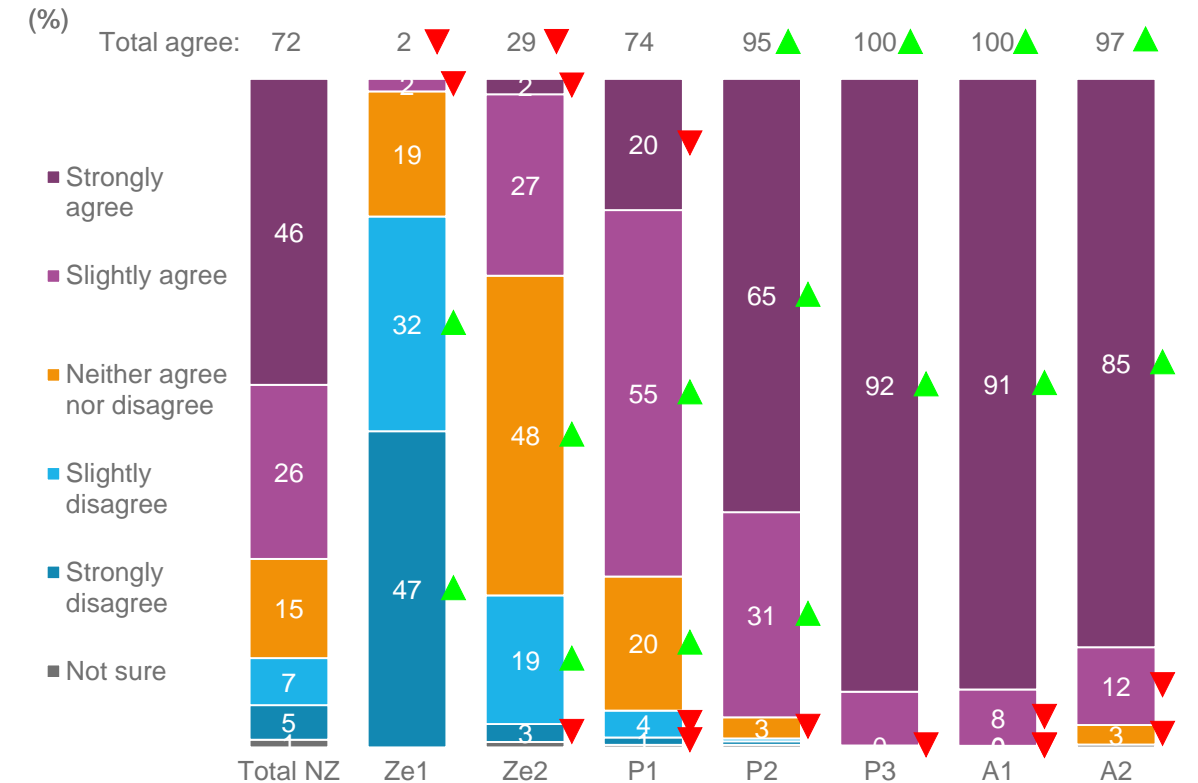
▲ = Significantly higher than other New Zealanders
▼ = Significantly lower than other New Zealanders

Three in four New Zealanders agree that te reo Māori has a place in key ceremonial occasions with 46% strongly agreeing

Key findings

- Almost all within the P3 and Active segments agree that te reo Māori has a place in key ceremonial occasions with most strongly agreeing
- The majority (95%) also agree within the Passive P2 segment however one in three (31%) slightly, rather than strongly, agree
- Although three in four agree among the Passive P1 segment, this is typically slight rather than strong agreement, with one in five neutral and a low level of disagreement at 5%
- Views are mixed within the Zero Ze2 segment with one in two neutral – of the remainder, although 29% agree that te reo Māori has a place in key ceremonial occasions, 22% disagree
- Few within the Zero Z1 segment agree that reo Māori has a place in key ceremonial occasions with four in five disagreeing and 47% strongly so

‘Te reo Māori has a place in key ceremonial occasions such as public welcomes, parades and ANZAC day ceremonies’



NOTES:

Source: How strongly do you agree, disagree or neither with each of the following statements? Is that strongly or slightly?
 Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

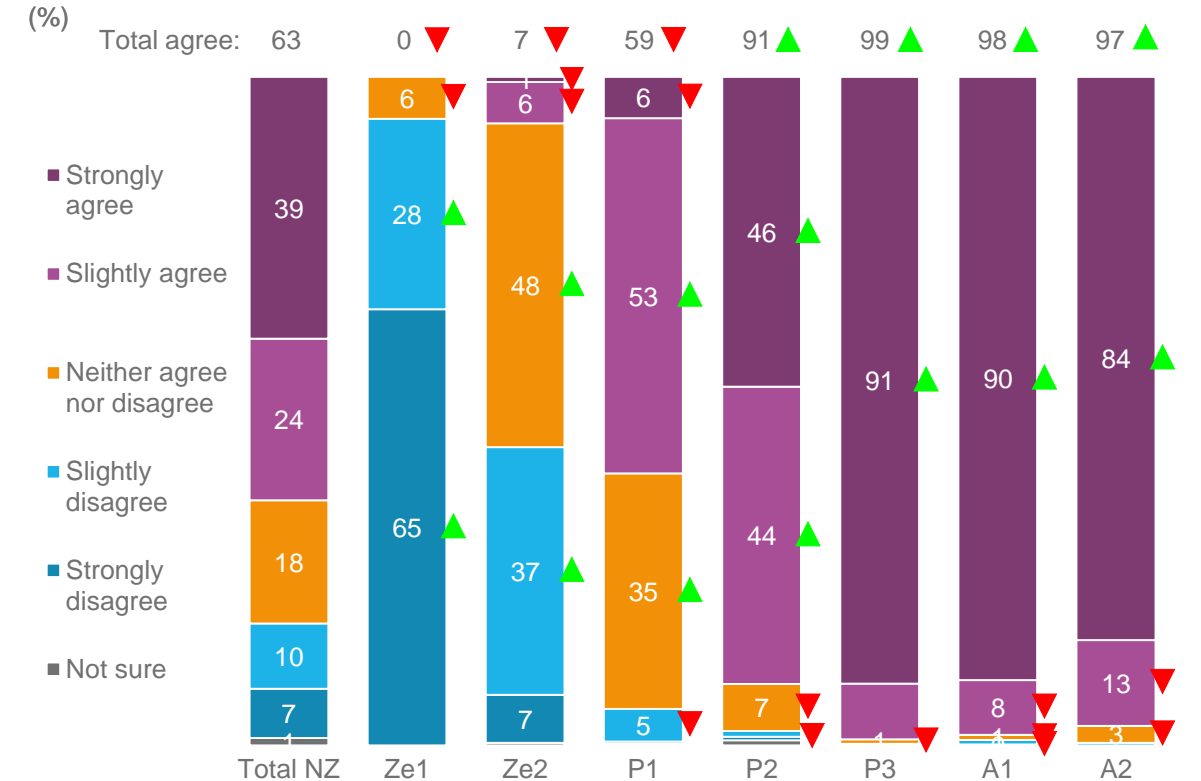
▲ = Significantly higher than other New Zealanders
 ▼ = Significantly lower than other New Zealanders

Approximately three in five New Zealanders agree it is important that the Government promotes the use of te reo while one in five are neutral and one in five disagree

Key findings

- Almost all within the P3 and Active segments agree that it is important that the Government promotes the use of te reo Māori with most strongly agreeing
- The majority (91%) also agree within the Passive P2 segment however views are mixed between strong (46%) and slight (44%) agreement
- Three in five agree among the Passive P1 segment, typically being slight agreement, with 35% neutral and a low level of disagreement at 5%
- Few within the Zero Ze2 segment agree that it is important that the Government promotes the use of te reo Māori with views mixed between being neutral (48%) and disagreeing (44%)
- Almost all (94%) disagree among the Ze2 segment that the Government should promote the use of te reo with two in three strongly so

'It is important that the Government promotes the use of te reo Māori'



NOTES:

Source: How strongly do you agree, disagree or neither with each of the following statements? Is that strongly or slightly?
 Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

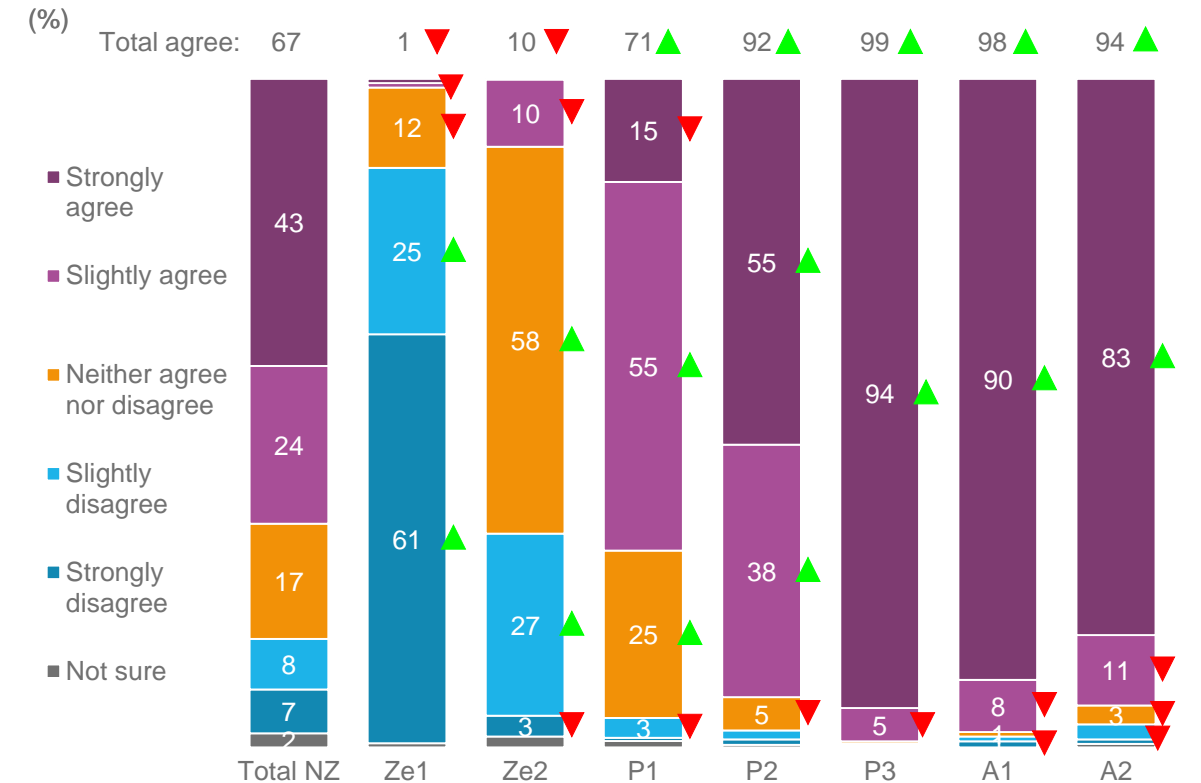
▲ = Significantly higher than other New Zealanders
 ▼ = Significantly lower than other New Zealanders

Two in three New Zealanders agree it's important there is a Māori Language Week to promote te reo Māori with a minority of 15% disagreeing

Key findings

- Almost all within the P3 and Active segments agree that it is important there is a Māori Language Week to promote te reo Māori with most strongly agreeing
- The majority (92%) within the Passive P2 segment also agree however views are mixed between strong (55%) and slight (38%) agreement
- 71% agree among the Passive P1 segment, typically being slight agreement, with the remainder mainly neutral (25%)
- Only one in ten within the Zero Ze2 segment agree it is important that there is a Māori Language Week with twice as many neutral (at 58%) than disagreeing (at 30%)
- The majority (86%) among the Ze2 segment disagree that it is important to have a Māori Language Week with 61% in strong disagreement

'It is important that there is a Māori Language Week to promote te reo Māori'



NOTES:

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

Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

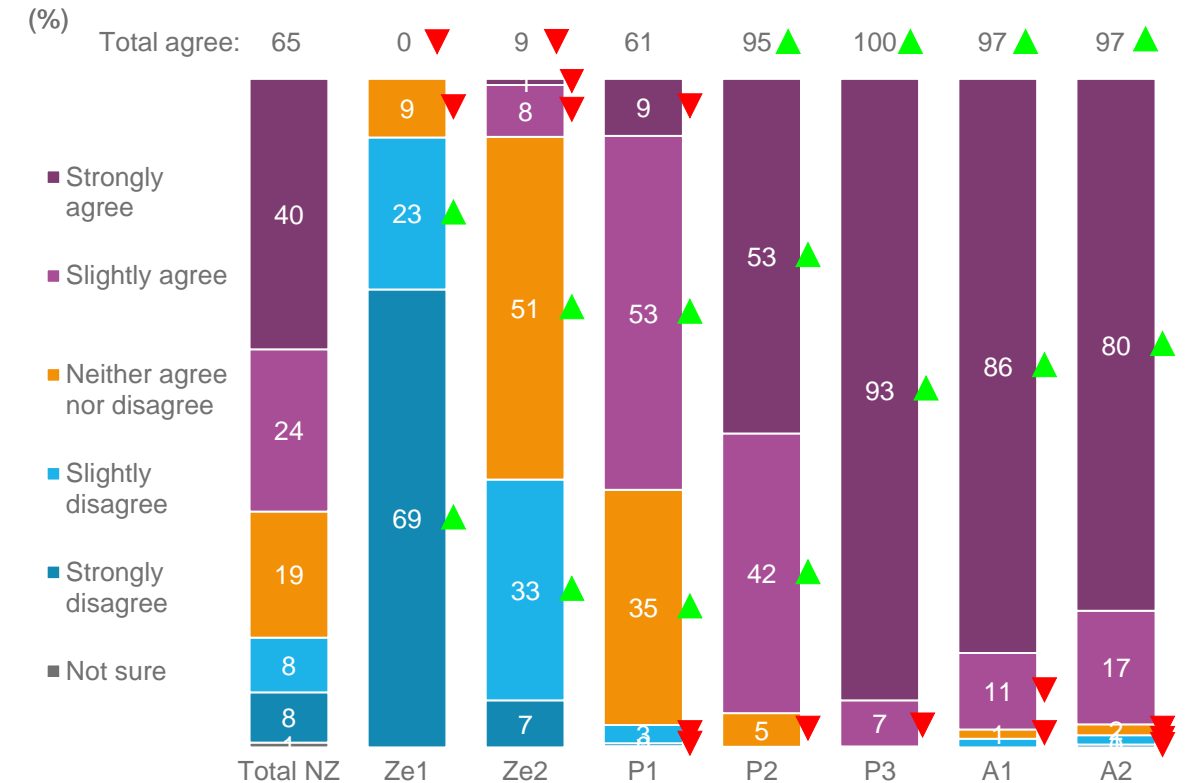
▲ = Significantly higher than other New Zealanders
▼ = Significantly lower than other New Zealanders

Approximately three in five New Zealanders agree that te reo Māori should be valued by all New Zealanders, one in five are neutral and one in five disagree

Key findings

- Almost all within the P3 and Active segments strongly agree that te reo Māori should be valued by all New Zealanders
 - Of the three segments, Active Speakers (A2) however are more likely to only slightly agree at 17% than Culturally Active (A1) at 11% and P3 at 7%
- Most also agree within the Passive P2 segment however views are mixed between strong and slight agreement
- Three in five agree among the Passive P1 segment, although typically only slightly, however 35% are neutral
- Three is only low agreement among the Zero Ze2 segment at 9% with views mixed between neutral (51%) and disagreement (40%), typically being slight rather than strong
- None within the Zero Ze1 segment agree that te reo Māori should be valued by all New Zealanders with the majority disagreeing and 69% strongly so

'Te reo Māori should be valued by all New Zealanders'



NOTES:

Source: How strongly do you agree, disagree or neither with each of the following statements? Is that strongly or slightly?
 Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

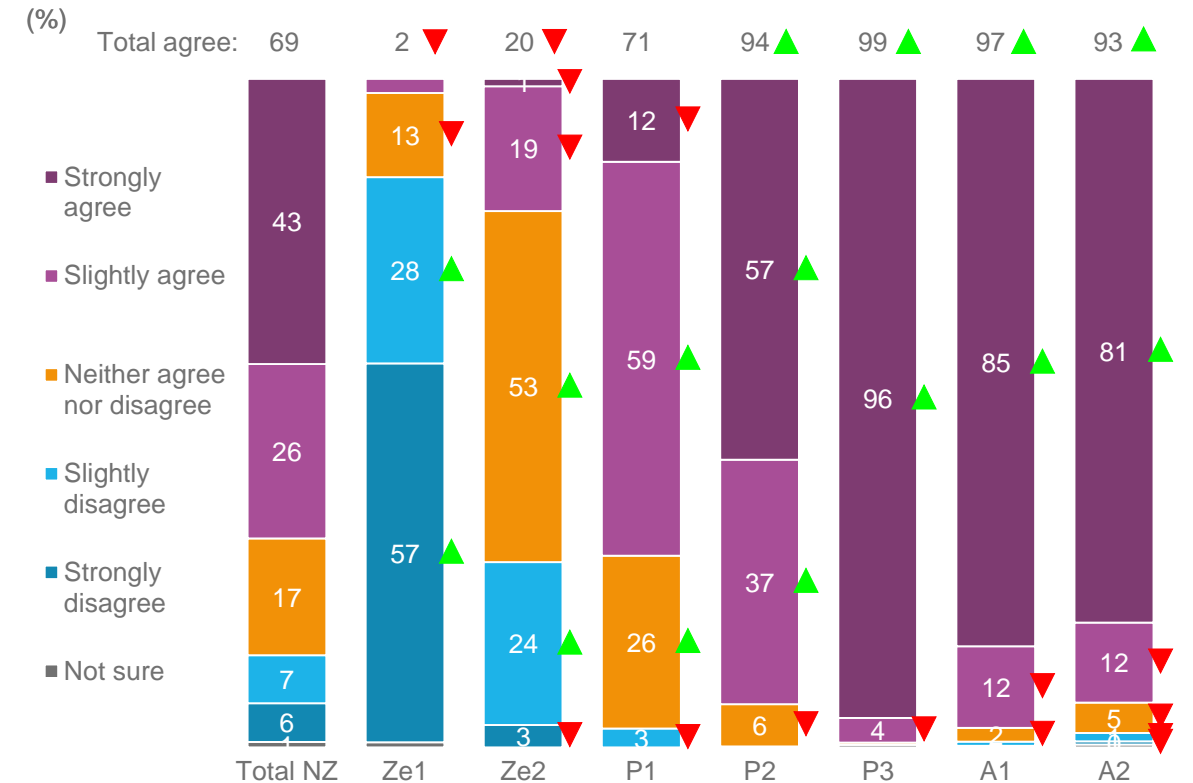
▲ = Significantly higher than other New Zealanders
 ▼ = Significantly lower than other New Zealanders

Two in three New Zealanders agree that Māori culture should be valued by all New Zealanders with the remainder mixed between being neutral and disagreeing

Key findings

- Almost all within the P3 and Active segments strongly agree that Māori culture should be valued by all New Zealanders
 - Of the three segments, the Passive P3 segment has the highest level of strong agreement
- Most also agree within the Passive P2 segment however views are mixed between strong and slight agreement
- 71% agree among the Passive P1 segment, although typically only slightly rather than strongly, however 26% are neutral
- There is low agreement among the Zero Ze2 segment at 20% with views mixed between neutral (53%) and disagreement (27%), typically being slight
- Few within the Zero Ze1 segment agree that Māori culture should be valued by all New Zealanders with the majority disagreeing and 57% strongly so

'Māori culture should be valued by all New Zealanders'



NOTES:

Source: How strongly do you agree, disagree or neither with each of the following statements? Is that strongly or slightly?
 Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

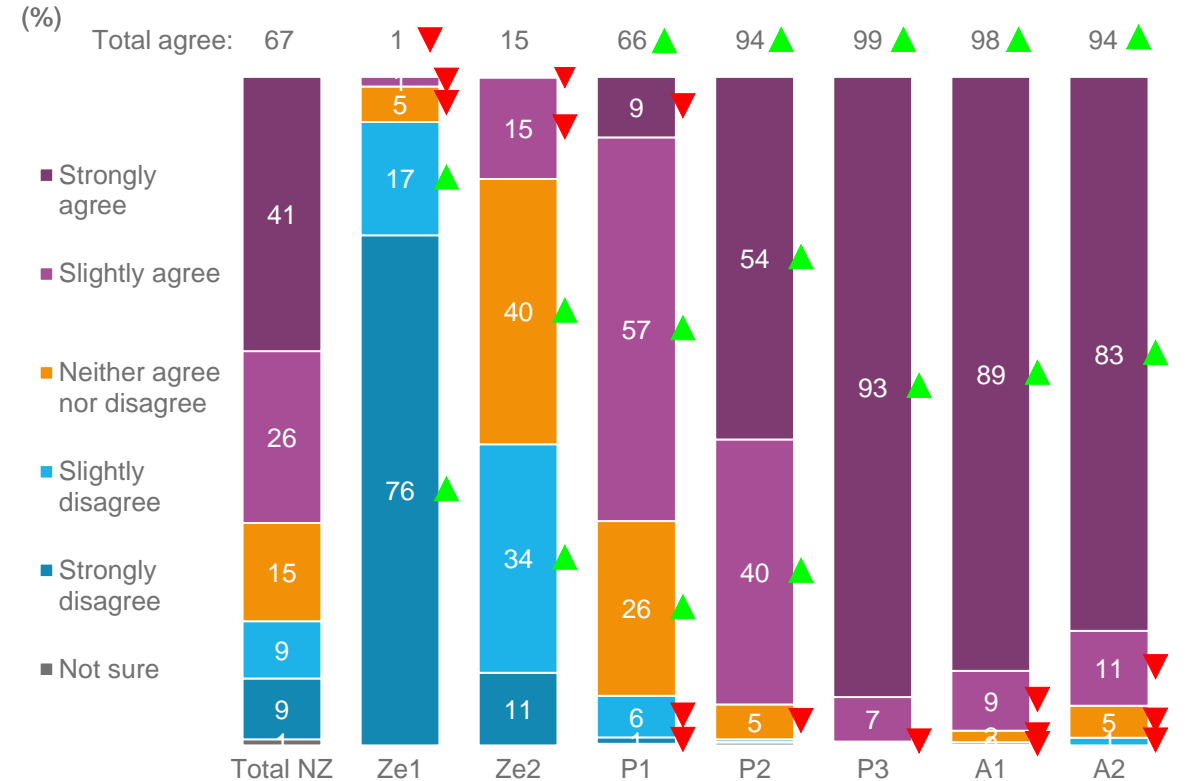
▲ = Significantly higher than other New Zealanders
 ▼ = Significantly lower than other New Zealanders

Two in three New Zealanders agree that all New Zealand children should be taught a basic understanding of te reo and Māori culture at school

Key findings

- The majority within the P3 and Active segments strongly agree that all New Zealand children should be taught a basic understanding of te reo and Māori culture at school
- Most also agree within the Passive P2 segment although this is mixed between strong and slight agreement
- Two thirds agree within the Passive P1 segment, typically only slightly, with 26% neutral and a minority (7%) in disagreement
- Few agree within the Zero segments being 15% among Ze2 and only 1% among Ze1
- Almost half the Ze2 segment (45%) disagree that all New Zealand children should be taught a basic understanding of te reo and Māori culture at school
- Among the Ze1 segment, almost all are in opposition (94%) and with three in four strongly disagreeing

'All New Zealand children should be taught a basic understanding of te reo and Māori culture at school'



NOTES:

Source: How strongly do you agree, disagree or neither with each of the following statements? Is that strongly or slightly?
 Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

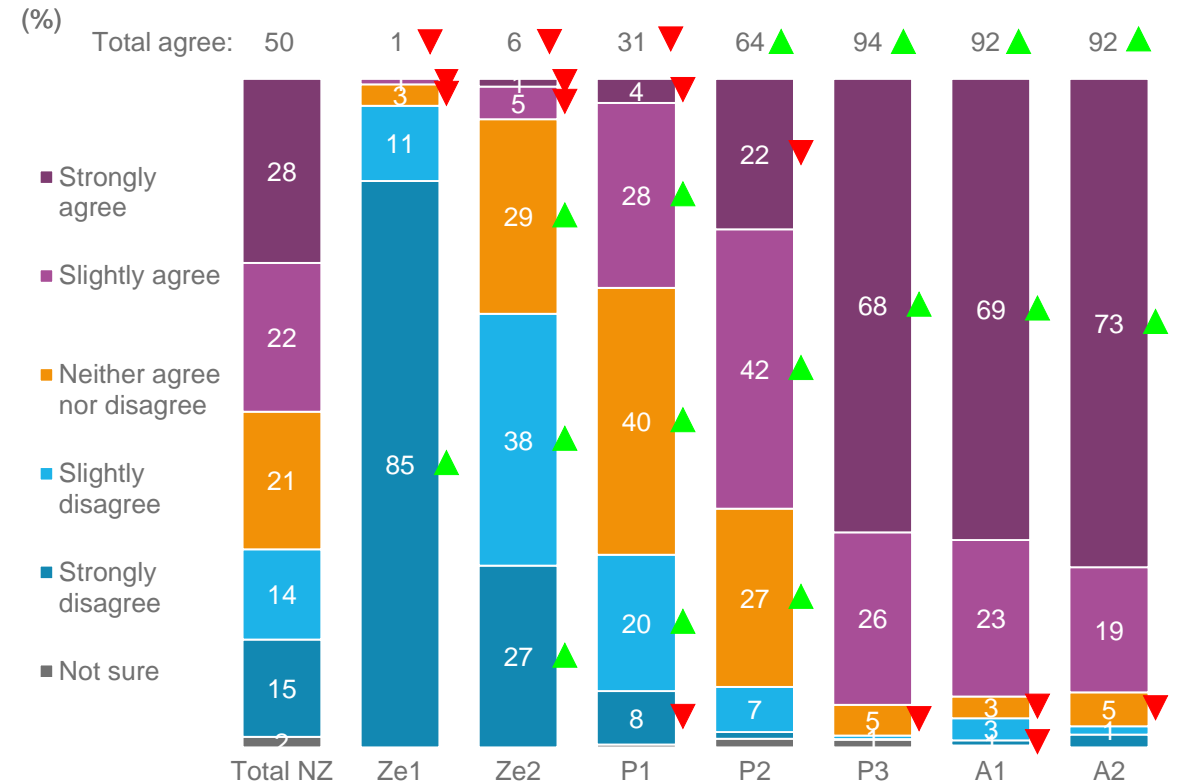
▲ = Significantly higher than other New Zealanders
 ▼ = Significantly lower than other New Zealanders

One in two New Zealanders agree that public signs should be in both English and te reo Māori while 29% are in disagreement

Key findings

- Almost all within the P3 and Active segments agree that public signs in New Zealand should be in both English and te reo Māori with strong agreement ranging from 68% among P3 to 73% among A2
- There is support among 64% of the Passive P2 segment, with 22% strongly agreeing, and only a low level of disagreement at 8%
- Opinions are polarised within the Passive P1 segment – although 31% agree, almost as many (28%) disagree and 40% are neutral
- There is minimal agreement among the Zero segments with the majority (85%) of the Ze1 segment in strong disagreement
- Among the Ze2 segment, 29% are neutral and although 65% are in disagreement, this is a mix of slightly and strong

‘Public signs in New Zealand should be in both English and te reo Māori’



NOTES:

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

Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

▲ = Significantly higher than other New Zealanders

▼ = Significantly lower than other New Zealanders

The use of te reo by prominent New Zealanders evokes both positive and negative opinions

Overall there is a sense that there's been an increase in the amount of te reo used in the public sphere

A sense that all New Zealanders are exposed to te reo more now than previously

Examples of public te reo usage include by politicians, greetings and sign offs amongst media broadcasters, use of te reo words, phrases in colloquial mainstream Kiwi English

Positive opinions

- Stronger recognition of the cultural value of the language
- Stronger recognition that te reo is part of the whole of NZ's cultural identity - a source of pride
- For Māori language learners, it feels encouraging for their own language journeys to see te reo used in the public sphere

Negative opinions:

- For some less engaged Pākehā, usage and promotion of te reo in the public sphere is viewed through a rational/functional lens. It is seen as 'pointless' as so few people speak the language (within NZ and globally). They do not attach cultural value to the language, or see it as part of the whole of NZ's culture
- A few more engaged and Culturally Active (A1) Māori find current usage tokenistic. There is a sense that current usage by non-Māori in the public sphere lacks authenticity, undermines the tapu or sacred nature of the language

NOTES:
Source: Initial qualitative phase

There is only low support among the Zero segments towards prominent New Zealanders speaking in te reo

Key findings

- One third of the Ze1 segment feel annoyed or excluded when prominent New Zealanders speak in te reo and 16% of the Ze2 segment
- Others dislike hearing this because they can't understand what the speakers are saying, being 12% of Ze1 and 14% of Ze2
- Others within the Zero segments don't consider prominent New Zealanders speaking in te reo to be relevant as few New Zealanders understand te reo, being most common among the Ze1 segment at 21%
- There is a low level of support, being more common among the Ze2 segment than Ze1 segment, particularly if followed by a translation
- One in five Ze2 and one in ten Ze1 aren't bothered as they are happy for people to speak in whatever language they want

NOTES:

Source: Apart from key ceremonial occasions, how do you feel when prominent New Zealanders speak in te reo?
 Base: Total NZ population = 2369 | Ze1 n = 157 | Ze2 n = 257

Feeling when prominent New Zealanders speak in te reo

(%)	Total NZ	Ze1	Ze2
Positive / neutral comments			
General positive comment	16	2 ▼	7 ▼
Feel proud / honoured	12	1 ▼	1 ▼
Good if followed by a translation	11	5 ▼	12
Doesn't bother me, people can speak what they want	9	9	19 ▲
Recognises the importance of Māori language	8	1 ▼	0 ▼
Positive that it is getting exposure / being used	6	1 ▼	0 ▼
Wish had a better understanding of te reo	3	1	0 ▼
Good but don't know what is being said	2	0	1
Feel accepted / respected / included	2	0	1 ▼
Good if pronounced properly	2	1	0 ▼
Makes me want to learn te reo / to learn more	2	1	0
Hearing te reo will help the language grow and be used	1	0	0
Negative comments			
Feel annoyed / excluded	9	33 ▲	16 ▲
Don't like it because can't understand what being said	7	12 ▲	14 ▲
Not relevant as few New Zealanders understand te reo	6	21 ▲	13 ▲
Sometimes not appropriate for the occasion	4	7 ▲	5
It feels token or just politically correct	2	3	3 ▲
It is disrespectful to Māori when the speaker is not Māori	1	1	2 ▲
Not sure	7	11 ▲	10 ▲

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

The Passive segments typically feel positive towards prominent New Zealanders speaking in te reo

Key findings

- There is only a low level of negativity towards prominent New Zealanders speaking in te reo among the Passive segments, being most common among P1
- Those within the P1 segments are typically either general positive, not bothered or think it's good if followed by a translation
- These sentiments are also common among the P2 segment as well as feeling proud and that this recognises the important of te reo
- Those within the P1 segment most commonly feel proud when prominent New Zealanders speak in te reo, that it recognises the importance of the language plus general positive sentiment

Feeling when prominent New Zealanders speak in te reo

(%)	Total NZ	P1	P2	P3
Positive / neutral comments				
General positive comment	16	16	24 ▲	20 ▲
Feel proud / honoured	12	5 ▼	13	27 ▲
Good if followed by a translation	11	15 ▲	14	10
Doesn't bother me, people can speak what they want	9	13 ▲	5 ▼	2 ▼
Recognises the importance of Māori language	8	5 ▼	12 ▲	15 ▲
Positive that it is getting exposure / being used	6	2 ▼	8	8
Wish had a better understanding of te reo	3	1 ▼	4	7 ▲
Good but don't know what is being said	2	2	4 ▲	4 ▲
Feel accepted / respected / included	2	0 ▼	2	5 ▲
Good if pronounced properly	2	2	2	2
Makes me want to learn te reo / to learn more	2	1	2	4 ▲
Hearing te reo will help the language grow and be used	1	0	1	2 ▲
Negative comments				
Feel annoyed / excluded	9	10	4	2 ▼
Don't like it because can't understand what being said	7	8	5	2 ▼
Not relevant as few New Zealanders understand te reo	6	5	1	1 ▼
Sometimes not appropriate for the occasion	4	5	4	1 ▼
It feels token or just politically correct	2	3	0	1 ▼
It is disrespectful to Māori when the speaker is not Māori	1	1	0	0
Not sure	7	10 ▲	5	3 ▼

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

NOTES:

Source: Apart from key ceremonial occasions, how do you feel when prominent New Zealanders speak in te reo?

Base: Total NZ population = 2369 | P1 n = 466 | P2 n = 204 | P3 n = 495

Almost all within Active segments feel positive towards prominent New Zealanders speaking in te reo

Key findings

- Common sentiment among the Active segments is feeling proud when prominent New Zealanders speak in te reo, it being positive that te reo is getting exposure and that it recognises the importance of te reo
- Some also comment that it makes them feel accepted and respected
- There is a very low level of negativity with some commenting that the use is sometimes not appropriate for the occasion or that it feels token

Feeling when prominent New Zealanders speak in te reo

(%)	Total NZ	A1	A2
Positive / neutral comments			
General positive comment	16	18	23
Feel proud / honoured	12	22 ▲	20 ▲
Good if followed by a translation	11	6 ▼	2 ▼
Doesn't bother me, people can speak what they want	9	3 ▼	1 ▼
Recognises the importance of Māori language	8	15 ▲	13
Positive that it is getting exposure / being used	6	18 ▲	27 ▲
Wish had a better understanding of te reo	3	3	0
Good but don't know what is being said	2	1	0
Feel accepted / respected / included	2	6 ▲	4
Good if pronounced properly	2	6 ▲	5 ▲
Makes me want to learn te reo / to learn more	2	2	2
Hearing te reo will help the language grow and be used	1	1	3 ▲
Negative comments			
Feel annoyed / excluded	9	2 ▼	2 ▼
Don't like it because can't understand what being said	7	3 ▼	0 ▼
Not relevant as few New Zealanders understand te reo	6	1 ▼	0 ▼
Sometimes not appropriate for the occasion	4	4	2
It feels token or just politically correct	2	1	4
It is disrespectful to Māori when the speaker is not Māori	1	0	0
Not sure	7	2 ▼	3 ▼

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

NOTES:

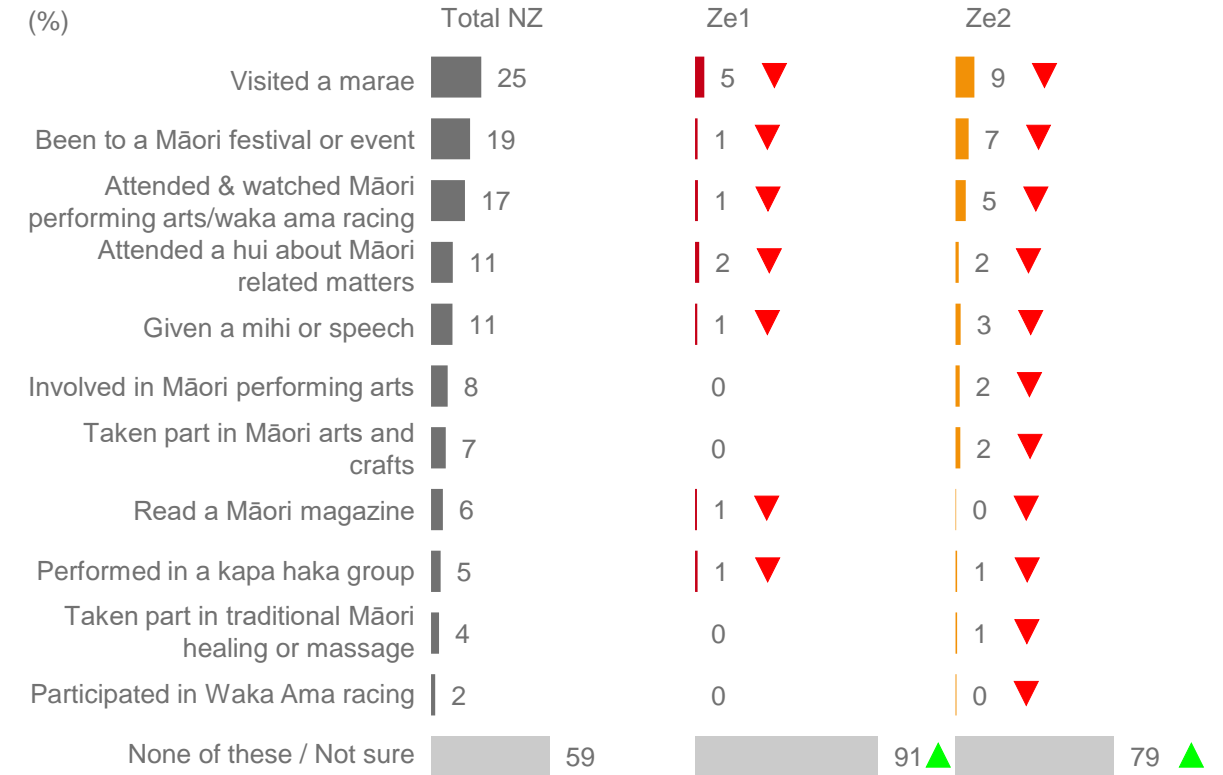
Source: Apart from key ceremonial occasions, how do you feel when prominent New Zealanders speak in te reo?
Base: Total NZ population = 2369 | A1 n = 465 | A2 n = 185

There is only limited involvement in Māori cultural activities among the Zero segment, most commonly visiting a marae

Key findings

- Only 9% within the Ze1 segment have participated in any activities related to Māori culture in the past 12 months, most commonly visiting a marae
- One in five (21%) within the Ze2 segment have participated in Māori cultural activities, most commonly visiting a marae, going to a Māori festival or event or attending and watching Māori performing arts or waka ama racing

Activities participated in within the last 12 months – Zero segments



NOTES:

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

Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260

▲ = Significantly higher than other New Zealanders

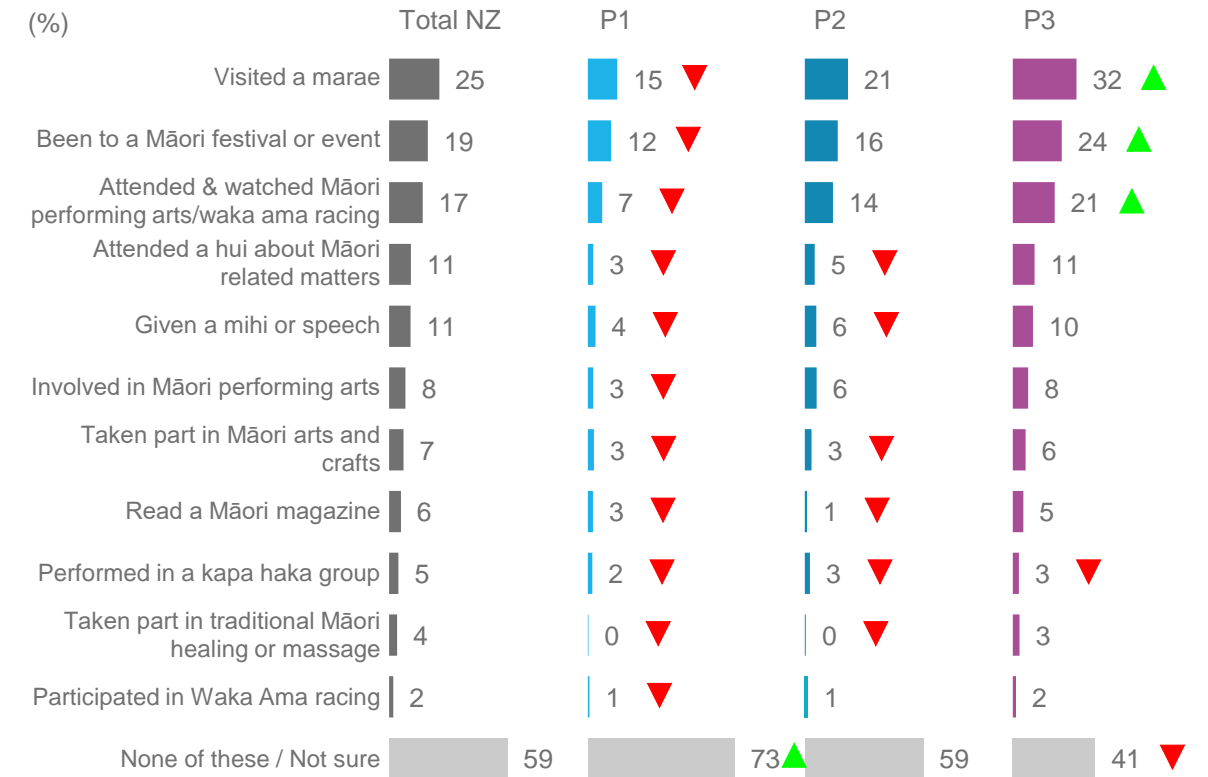
▼ = Significantly lower than other New Zealanders

Participation in Māori cultural activities within the last 12 months increases among Passive moving along the spectrum from 27% among P1 to 41% among P2 to 59% among P3

Key findings

- Involvement in Māori cultural activities increases moving from left to right among the Passive segments
- Most common for all Passive segments is visiting a marae followed by going to a Māori festival or event or attending and watching Māori performing arts or waka ama racing
- One in ten within the Passive P3 segment have attended a hui about Māori related matters or given a mihi within the last 12 months
- A minority have also participated in Māori performing arts or arts and crafts

Activities participated in within the last 12 months – Passive segments



NOTES:

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

Base: Total NZ population = 2512 | P1 n = 474 | P2 n = 306 | P3 n = 523

▲ = Significantly higher than other New Zealanders

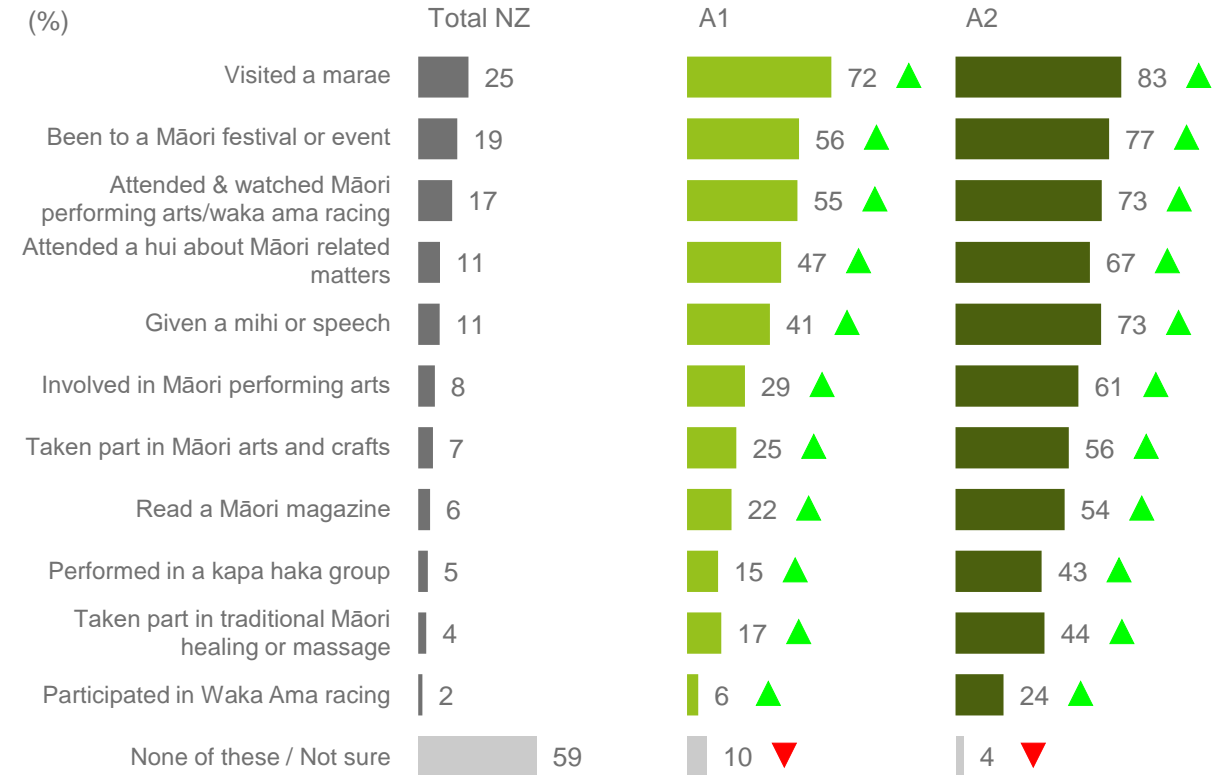
▼ = Significantly lower than other New Zealanders

The Active segments participate in a broad range of Māori cultural activities but being more common among Active Speakers (A2) than Culturally Active (A1)

Key findings

- The majority within the Active segments have participated in a wide range of Māori cultural activities over the last 12 months, particularly Active Speakers (A2)
- Most common is visiting a marae, going to a Māori festival or event or attending and watching Māori performing arts or waka ama racing
- Two in three Active Speakers (A2) and one in two Culturally Active (A1) have attended a hui about Māori related events within the past 12 months
- Three in four (73%) Active Speakers (A2) have given a mihi and 41% of Culturally Active (A1)
- Two in five Active Speakers (A2) have performed in a kapa haka group with others involved in Māori performing arts, being less common among Culturally Active (A1) at 15%
- One in four Active Speakers (A2) have also participated in Waka Ama racing over the past 12 months

Activities participated in within the last 12 months – Active segments



NOTES:

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

Base: Total NZ population = 2512 | A1 n = 528 | A2 n = 213

▲ = Significantly higher than other New Zealanders

▼ = Significantly lower than other New Zealanders

Sharing of te reo and Māori culture is undertaken by many New Zealanders

Sharing and teaching are relative experiences. You don't have to be highly engaged to be a sharer or teacher of Māori language and culture.

Examples from less engaged include:

- Introducing a foreigner to a word or phrase, or cultural or historical fact
- Sharing through usage in daily conversation (key words, phrases, idioms)
- Responding to queries and questions from others, looking content up on internet



NOTES:
Source: Initial qualitative phase

Examples of sharing from Māori include:

- Inter-generational language transmission – being corrected by an elder, or teaching a child basic words/commands



Social media sharing includes:

- Te reo or cultural content on Facebook, What's App

Content shared includes:

- Articles about whanau or someone you know
- Jokes or humorous content (in te reo or in English about Māori people)
- Kapa haka performances and waiata
- Māori music videos
- Community notices

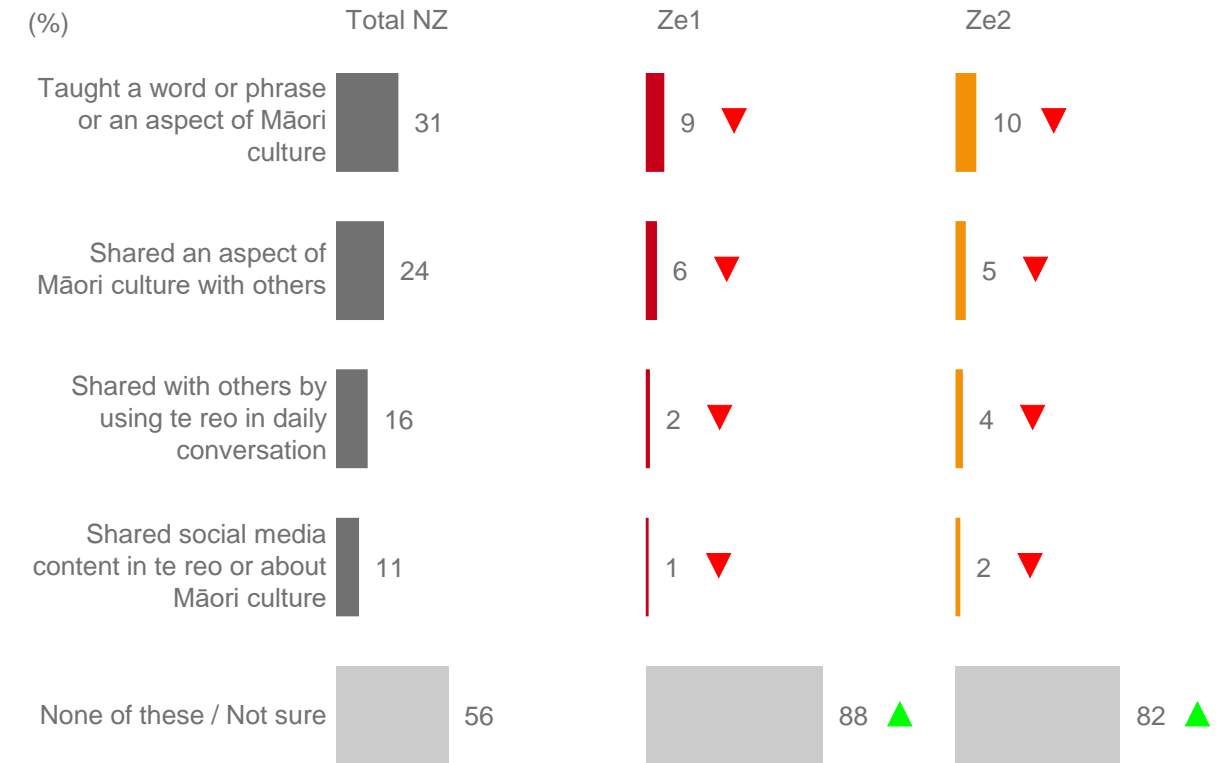


Few among the Zero segments have taught or shared an aspect of Māori culture or te reo in the past 12 months

Key findings

- There is limited sharing of te reo and Māori culture among the Zero segments
- One in ten among both segments however do claim to have taught a word, phrase or aspect of Māori culture in the past 12 months

Sharing and teaching of te reo and Māori culture in the past 12 months – Zero segments



NOTES:

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 NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260

▲ = Significantly higher than other New Zealanders

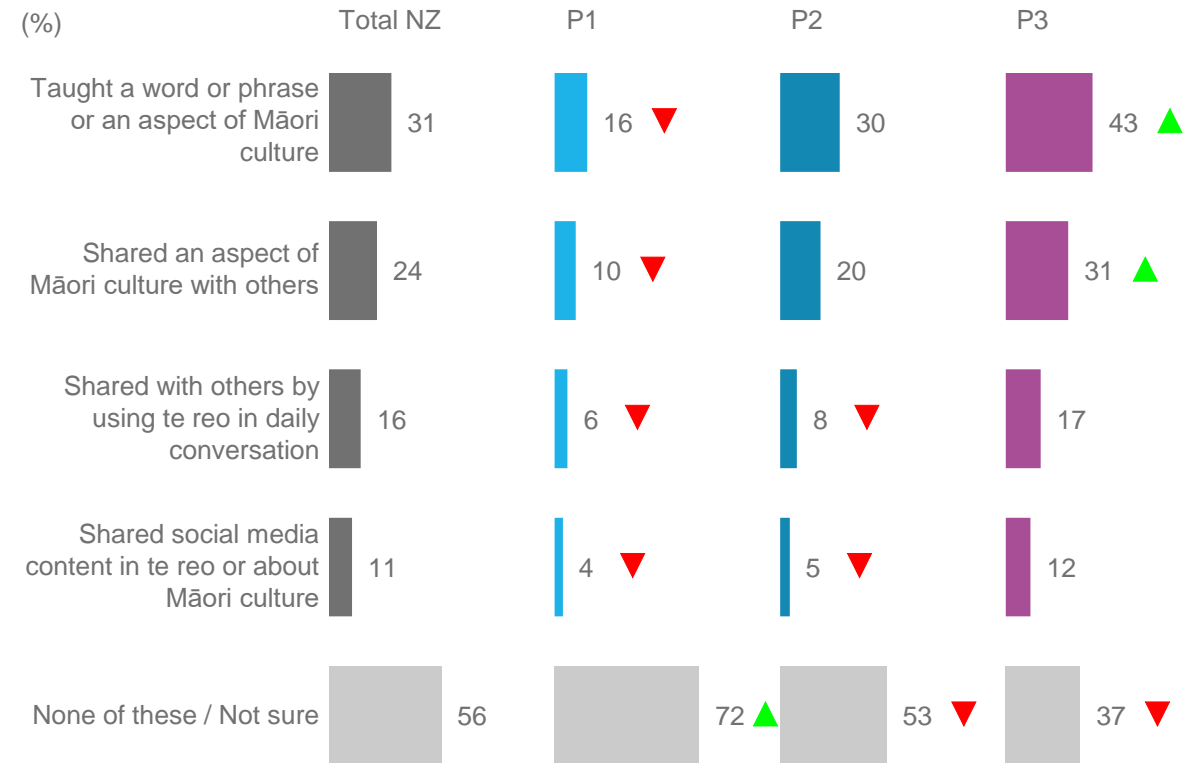
▼ = Significantly lower than other New Zealanders

Sharing and teaching of te reo and Māori culture in the past 12 months increases along the Passive segments from 28% among P1 to 47% among P2 to 63% among P1

Key findings

- The Passive segments have most commonly either taught a word, phrase or aspect of Māori culture or shared an aspect of Māori culture in the past 12 months
- There is limited sharing of te reo with others in daily conversation among the P3 segment
- Few share social media content either in te reo or about Māori culture, being most common among P3 at 12%

Sharing and teaching of te reo and Māori culture in the past 12 months – Passive segments



NOTES:

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 NZ population = 2512 | P1 n = 474 | P2 n = 306 | P3 n = 523

▲ = Significantly higher than other New Zealanders

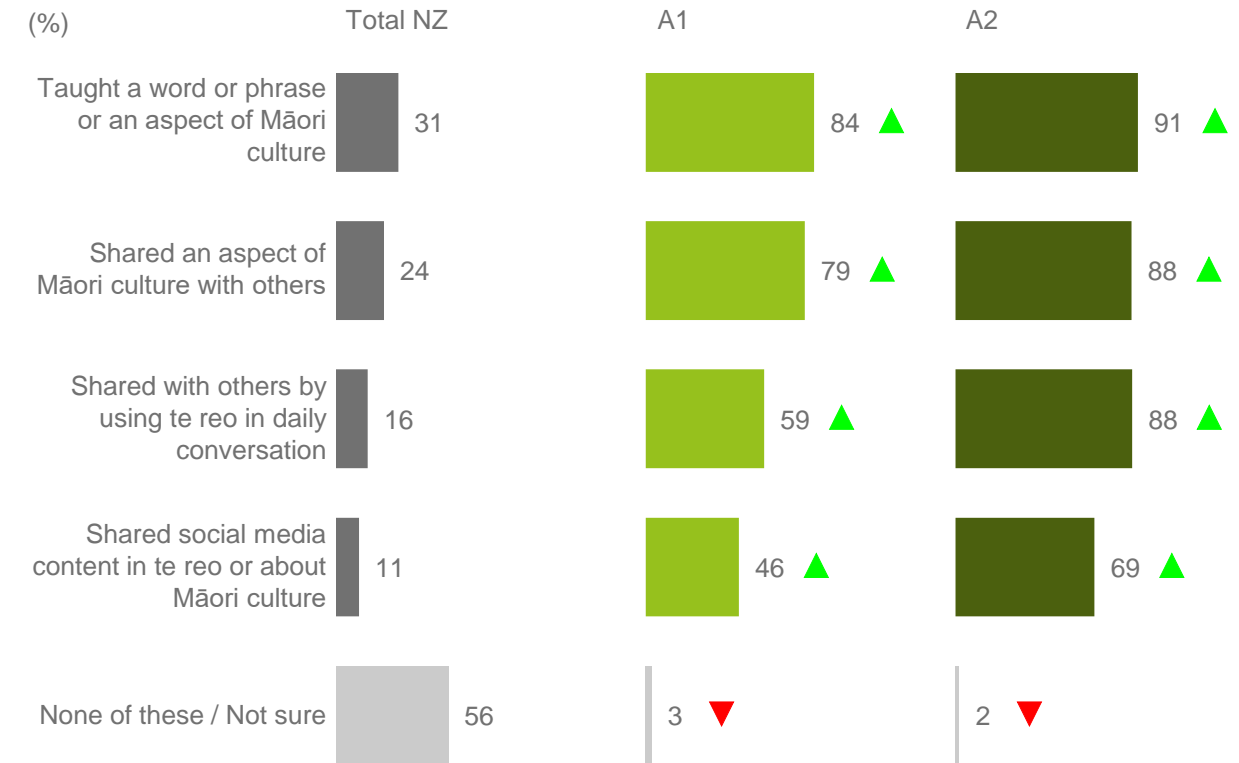
▼ = Significantly lower than other New Zealanders

Almost all within the Active segments are either teaching or sharing te reo and Māori culture with others

Key findings

- Approximately nine in ten Active Speakers (A2) and eight in ten Culturally Active (A1) have taught a word, phrase or aspect of Māori culture and have shared an aspect of Māori culture with others in the past 12 months
- Most Active Speakers (A2) at 88% and 59% of Culturally Active (A1) have also shared te reo by using with others in daily conversation
- Active Speakers (A2) are most likely to share social media content either in te reo or about Māori culture at 69%, but this is also common among Culturally Active (A1) at 46%

Sharing and teaching of te reo and Māori culture in the past 12 months – Active segments



NOTES:

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 NZ population = 2512 | A1 n = 528 | A2 n = 213

▲ = Significantly higher than other New Zealanders

▼ = Significantly lower than other New Zealanders

A wide range of study is undertaken including both formal and informal

Study experiences



Formal study experiences included:

- (Most commonly) anchored immersion education environments (e.g. included kohanga reo or kura kaupapa, Wānanga learning paths) Formal study experiences included:
- (Most commonly) anchored immersion education environments (e.g. included kohanga reo or kura kaupapa, Wānanga learning paths)
- Marae-based courses
- University and polytechnic courses
- Community night classes



Informal study experiences included:

- Whanau
- Books

NOTES:
Source: Initial qualitative phase

Examples of language support resources

- Te Aka Dictionary Online
- Books (e.g. Scotty Morrison books)
- Learning with classmates (diverse age groups)
- Waiata through Facebook and YouTube music videos (including written lyrics)
- kapa haka - watching and participating in
- Facebook pages such as Kahungunu kia eke and Te Mana o Te Reo Māori
- Search engines such as Māori Dictionary and Te Aka
- Bilingual podcast - e.g. Taringa
- Te Whanake digital learning resources (website but links to apps, podcasts, online text, audio resources)



Few within the Active segments have undertaken either formal or informal study of te reo or Māori culture within the past 12 months

Key findings

- There is a low level of formal study of te reo or Māori culture among the Zero segments in the past 12 months, being 3% among Ze1 and 6% among Ze2
- There is also a low level of informal study, also being 3% among Ze1 and 6% among Ze2

Learning or improvement of Māori language ability or knowledge of Māori culture over the last 12 months – Zero segments



NOTES:

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

Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260

▲ = Significantly higher than other New Zealanders

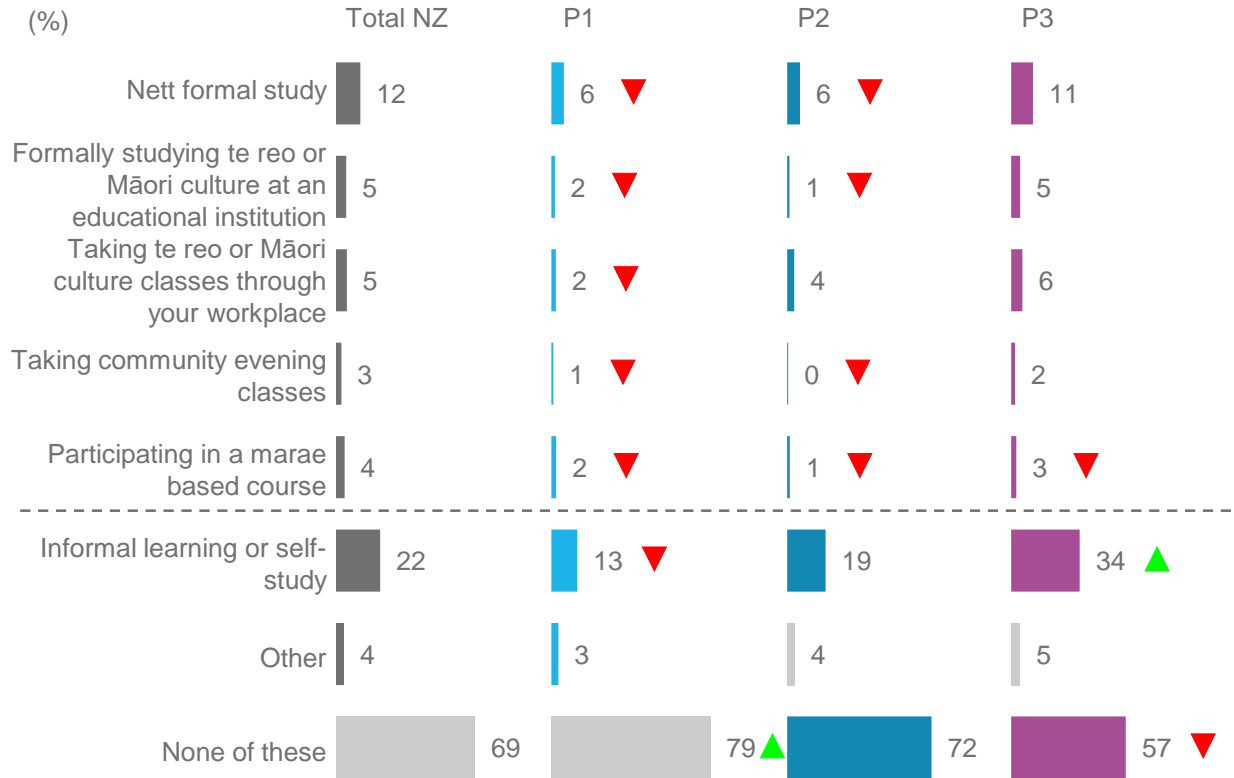
▼ = Significantly lower than other New Zealanders

There is a low level of formal study among the Passive segments being highest among P3 at 11%

Key findings

- Similar to the Ze2 segment, 6% of the Passive P1 and P2 segments have formally studied Māori language or culture over the past 12 months
- Formal study increases to 11% among the P3 segment
- Workplace classes are most common among P2 while P3 have a mix of formal study at an educational institution and workplace classes
- One in three within the P3 segment claimed to undertaken informal learning or self-study over the past year, being lower among P2 at 19% and P1 at 13%

Learning or improvement of Māori language ability or knowledge of Māori culture over the last 12 months – Passive segments



NOTES:

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

Base: Total NZ population = 2512 | P1 n = 474 | P2 n = 306 | P3 n = 523

▲ = Significantly higher than other New Zealanders

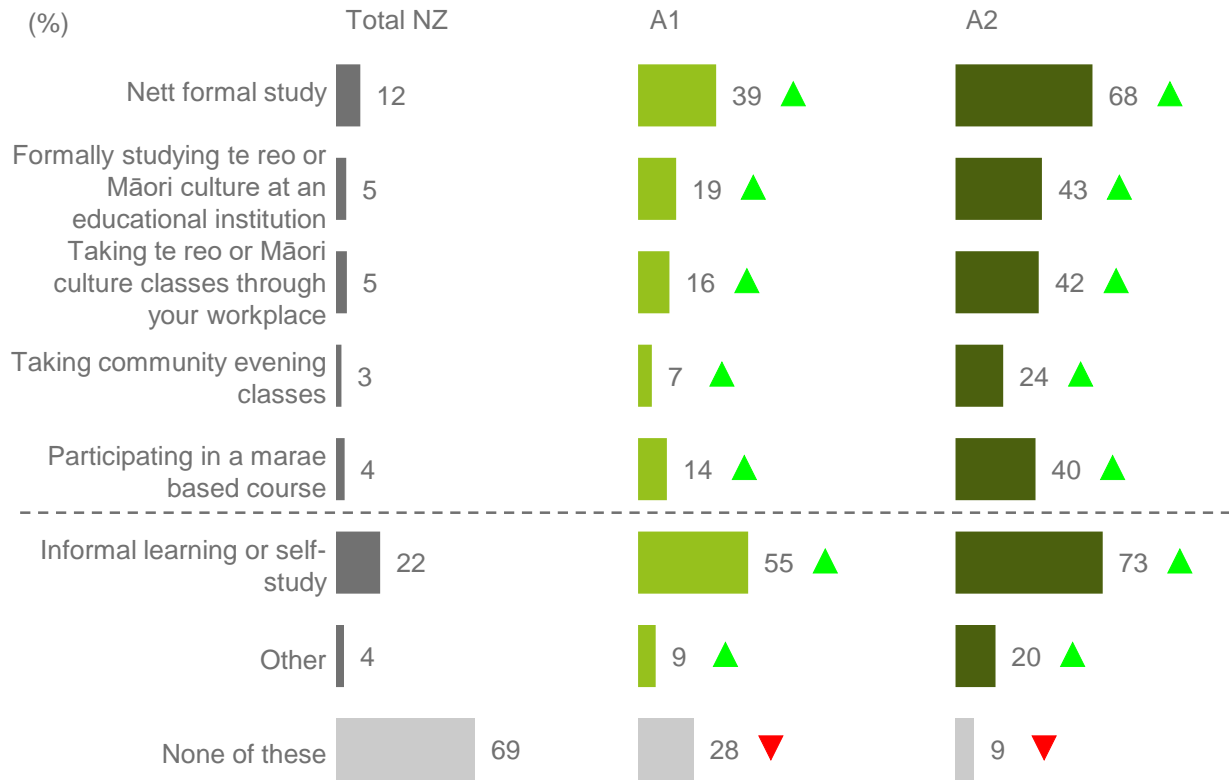
▼ = Significantly lower than other New Zealanders

A wide range of formal study of te reo or Māori culture is undertaken within Active Speakers (A2) and, to a lesser extent, Culturally Active (A1)

Key findings

- Two in three Active Speakers (A2) and two in five Culturally Active (A1) have learnt or improved their Māori language ability or knowledge of Māori culture over the last 12 months
- Within both segments, this is a mix between formal studying at an educational institution, workplace classes or marae based courses
- One in four Active Speakers (A2) also take community evening classes
- In addition to formal study, many are also involved in informal learning or self-study being 73% among Active Speakers (A2) and 55% among Culturally Active (A1)

Learning or improvement of Māori language ability or knowledge of Māori culture over the last 12 months – Active segments



NOTES:

Source: Have you learnt or improved your Māori language ability or knowledge of Māori culture over the last 12 months by...
 Base: Total NZ population = 2512 | A1 n = 528 | A2 n = 213

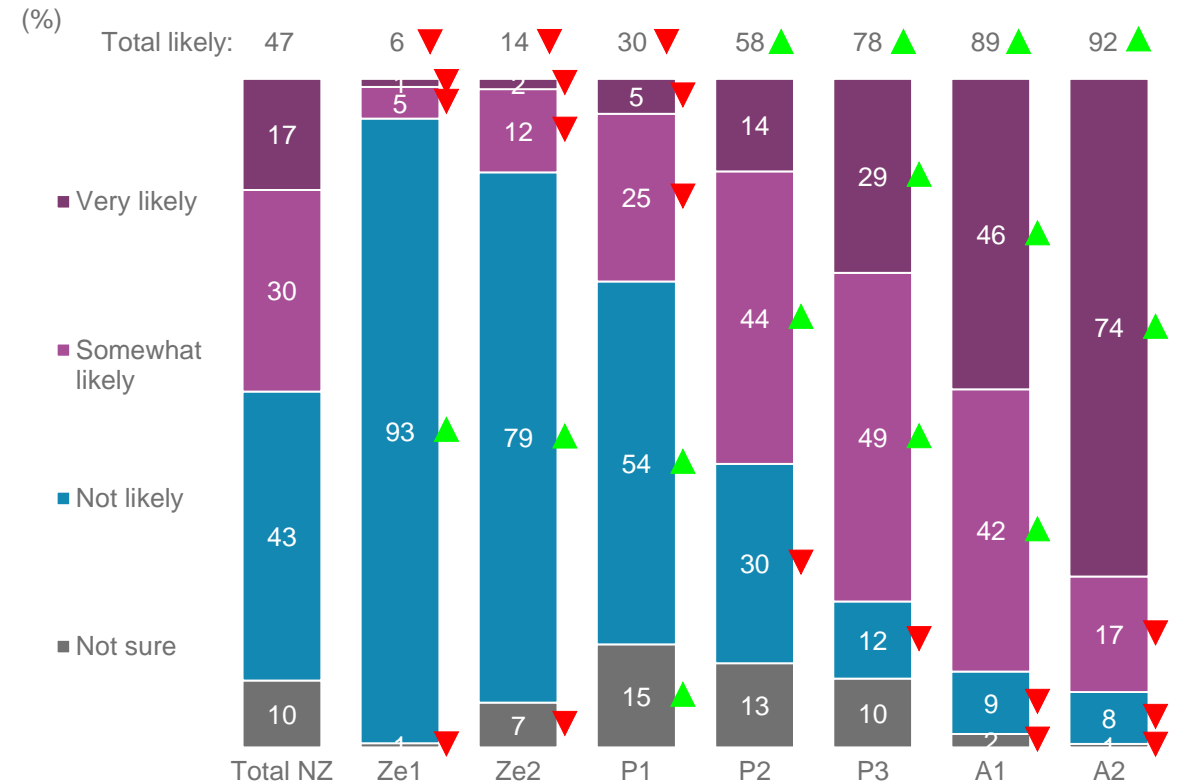
▲ = Significantly higher than other New Zealanders
 ▼ = Significantly lower than other New Zealanders

One in two New Zealanders consider themselves likely to take measures within the next two years to improve their te reo although only 17% are 'very likely' to do so

Key findings

- Most within the Active segments are likely to take measures within the next two years to improve their te reo understanding
 - However while 74% of Active Speakers (A2) are 'very likely', this is mixed among Culturally Active (A1) between being 'very' (46%) and 'somewhat' (42%) likely
- Within the Passive segments, likelihood increases from 30% among P1 to 58% among P2 to 78% among P3
 - Although those within the Passive segments are typically 'somewhat' rather than 'very likely, three in 10 within P3 claim to be very likely to take measure to improve their te reo within the next two years
- Few claim to be likely to improve their te reo within the Zero segments although there are a small number within each segment being 6% among Ze1 and 14% among Ze2

Likelihood of taking measures within the next two years to improve understanding of te reo Māori



NOTES:

Source: How likely are you to take measures to improve your understanding of te reo Māori within the next two years?

Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

5

Māori Television and programming

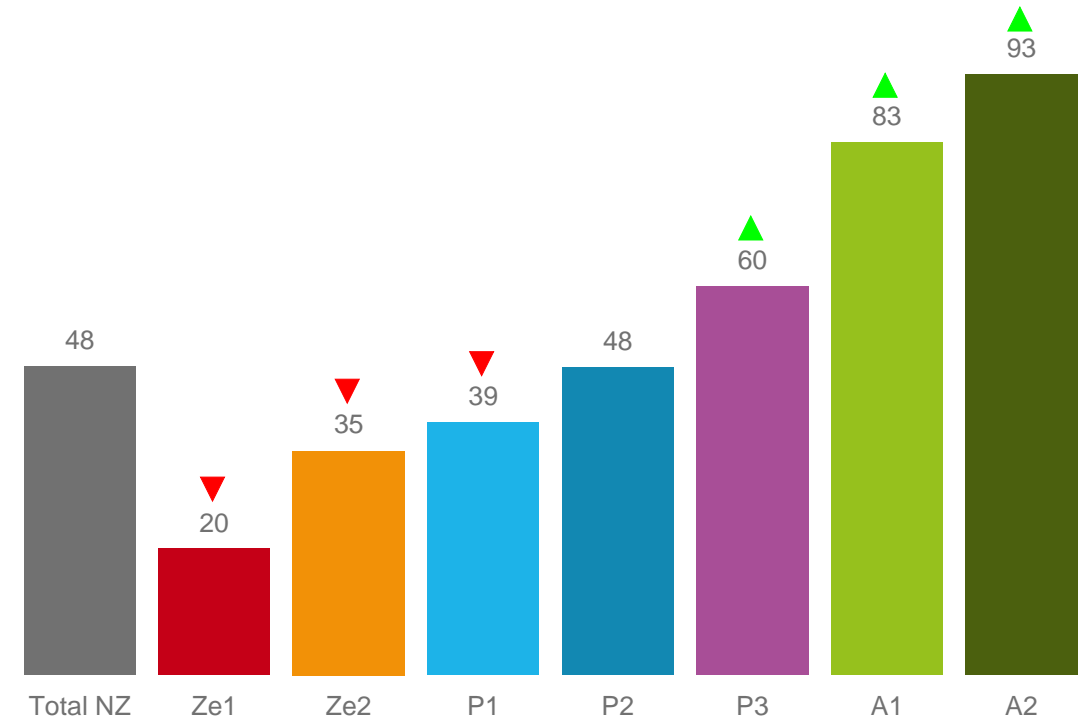


Viewing of the Māori Television channel over the past 12 months builds moving along the ZePA spectrum from left to right

Key findings

- Only one in five among the Ze1 segment have viewed the Māori Television channel over the past 12 months
- Levels are similar among Ze1 (at 35%) and P1 (at 39%) while then increasing to one in two among the P2 segment and three in five among P1
- The majority of Active have viewed the Māori Television channel within the past 12 months, being 83% among Culturally Active (A1) and 93% among Active Speakers (A2)

Viewership of the Māori Television channel over the past 12 months, including the Te Reo channel



NOTES:

Source: Have you watched the Māori Television channel over the past 12 months, including the Te Reo channel? This could be live television, recorded programming, on demand viewing or live streaming via Facebook?

Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

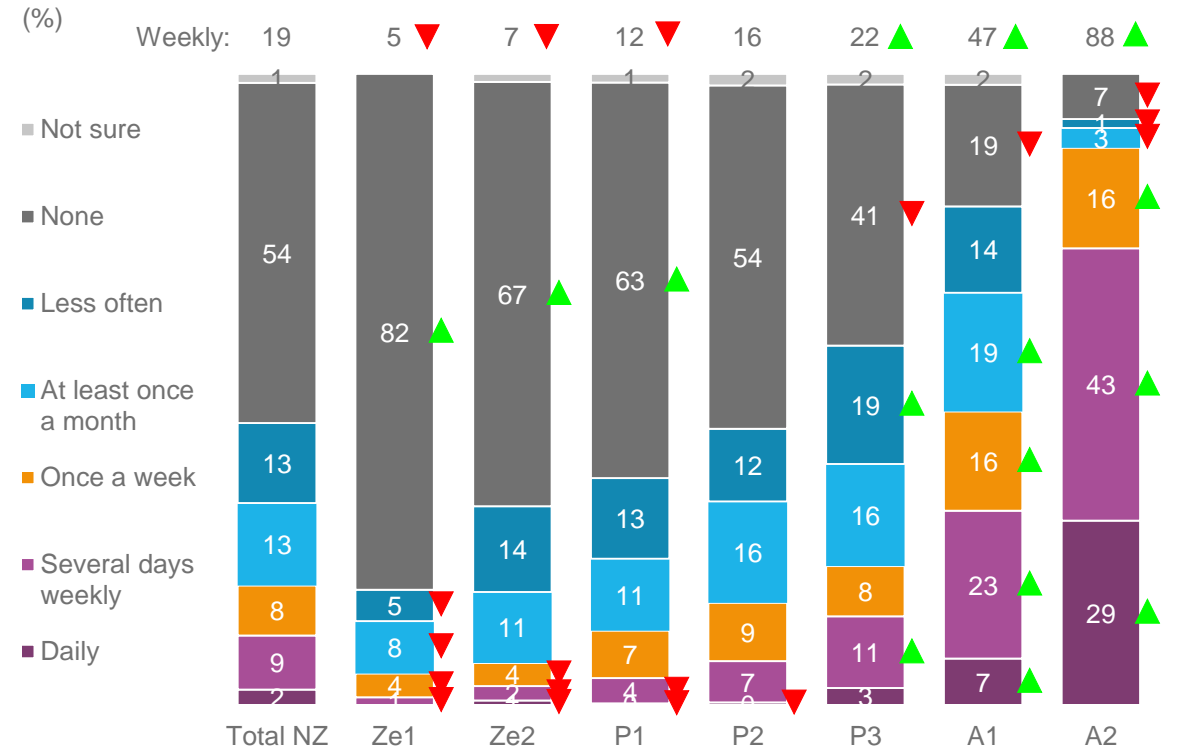
▲ = Significantly higher than other New Zealanders
▼ = Significantly lower than other New Zealanders

Regular viewing of Māori Television programming is most common among Active Speakers (A2)

Key findings

- The majority of Active Speakers (A2) view Māori Television programming at least weekly however only three in ten are daily viewers with many (43%) viewing several days weekly
- One in two Culturally Active (A1) are weekly viewers and, although 30% view at least several days weekly, few are daily viewers
- Regular viewing is less common among the Passive segments and many have viewed no Māori Television programming over the past 12 months
 - The P3 segment are the most regular viewers with 22% watching Māori Television programming at least weekly, being 16% among P2 and 12% among P1
- There is a low level of viewing among the Zero segments, with Ze2 more likely to have viewed at least some programming over the past 3 months than Ze1

Viewership of Māori Television programming over the past 3 months



NOTES:

Source: Over the last three months, how often have you watched Māori Television programming, either live, recorded or on demand?
 Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

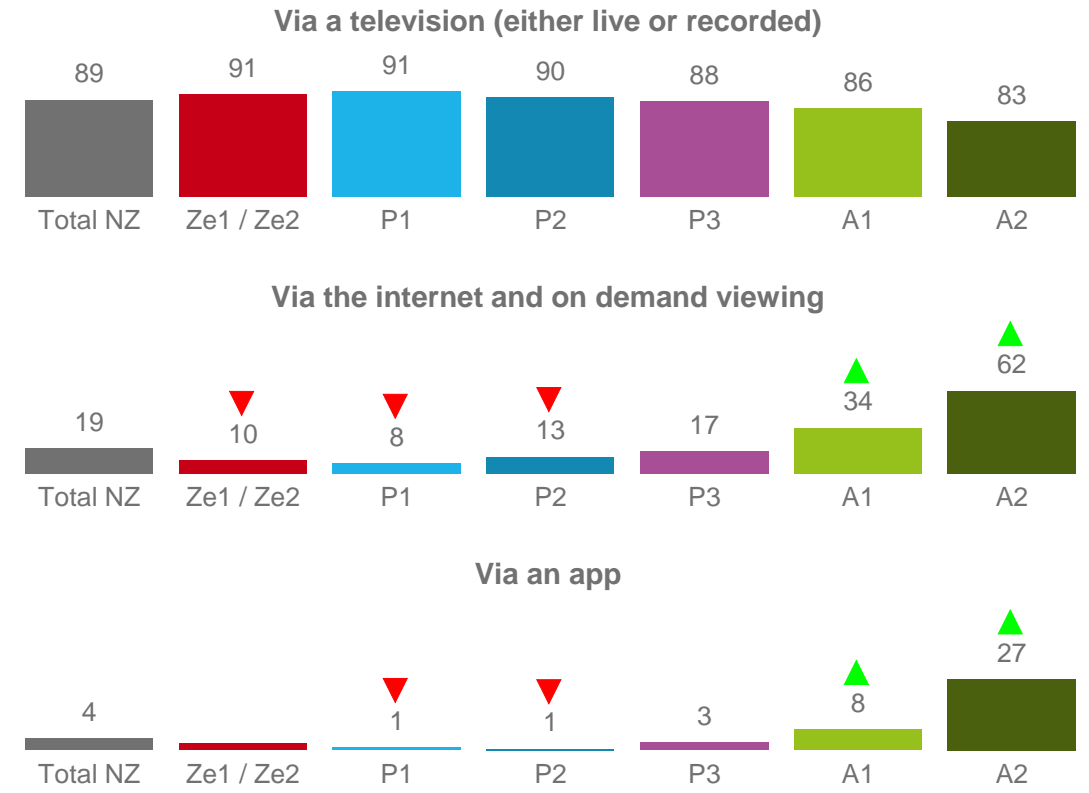
▲ = Significantly higher than other New Zealanders
 ▼ = Significantly lower than other New Zealanders

Although television is the most common way to access Māori Television programming, Active Speakers (A2) and Culturally Active (A1) also use on demand viewing or an app

Key findings

- Zero and Passive viewers of Māori Television programming mainly view via a television
- Although also the most common means to access Māori Television programming among Active viewers, many are also using digital access
 - Three in five Active Speakers (A2) view Māori Television content via the internet and on demand viewing and one third of Culturally Active (A1) viewers
 - Although viewing via an app is low at a national level and among Culturally Active (A1) viewers, it is used by 27% of Active Speakers (A2)

Ways commonly view Māori Television programming (among viewers within the last 12 months)



NOTES:
 Source: In which of the following ways do you most commonly view Māori Television programming?
 Base: Māori Television viewing in past 12 months; Total NZ = 1519 | Ze1 / Ze2 n = 120 | P1 n = 207 | P2 n = 161 | P3 n = 343 | A1 n = 467 | A2 n = 207

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

Among non-viewers of Māori Television the most common reasons are not speaking te reo and a lack of interest but reasons do differ within the segments

Key findings

- A lack of interest in Māori Television is the main reason for not viewing among the Zero segments followed by not being able to speak te reo
- These are also the main reasons for not viewing among the Passive P1 segment
- Among the Passive P2 and P3 segments, inability to speak te reo is the most common reason
 - This is followed by a range of other reasons included lack of time, lack of interest, not being tuned into Māori Television or not having a television
- Among the one in five Culturally Active (A1) who have not viewed Māori Television programming in the past 3 months, reasons including not being tuned into Māori Television and not speaking te reo

Reasons for not watching Māori Television programming (among non-viewers within the last 3 months)

	Total NZ	Ze1	Ze2	P1	P2	P3	A1
I don't speak the Māori language	39	34	40	48 ▲	36	35	17 ▼
Not at all interested in Māori Television	37	87 ▲	53 ▲	35	14 ▼	6 ▼	1 ▼
Do not like the programmes on Māori Television	15	24 ▲	19 ▲	13	14	7 ▼	6
Do not have time	14	6 ▼	10	15	19 ▲	19 ▲	13
Not tuned into Māori Television	9	4 ▼	4 ▼	8	12	12	23 ▲
Do not have a television	7	2 ▼	5	5	13 ▲	11 ▲	11
The programmes on Māori Television are not of sufficient quality	4	10 ▲	4	4	3	3	0
Can't get reception	3	2	1	2	3	6 ▲	1
I do not know how to get or view Māori Television	2	2	1	0	5 ▲	4 ▲	3
Other	11	8	9	6	13	15 ▲	43 ▲

NOTES:

Source: Do you think any of the following has changed as a result of Māori Television?

Base: Non viewers within the last 3 months; Total NZ = 973 | Ze1 n = 126 | Ze2 n = 164 | P1 n = 249 | P2 n = 142 | P3 n = 184 | A1 n = 73

▲ = Significantly higher than other New Zealanders

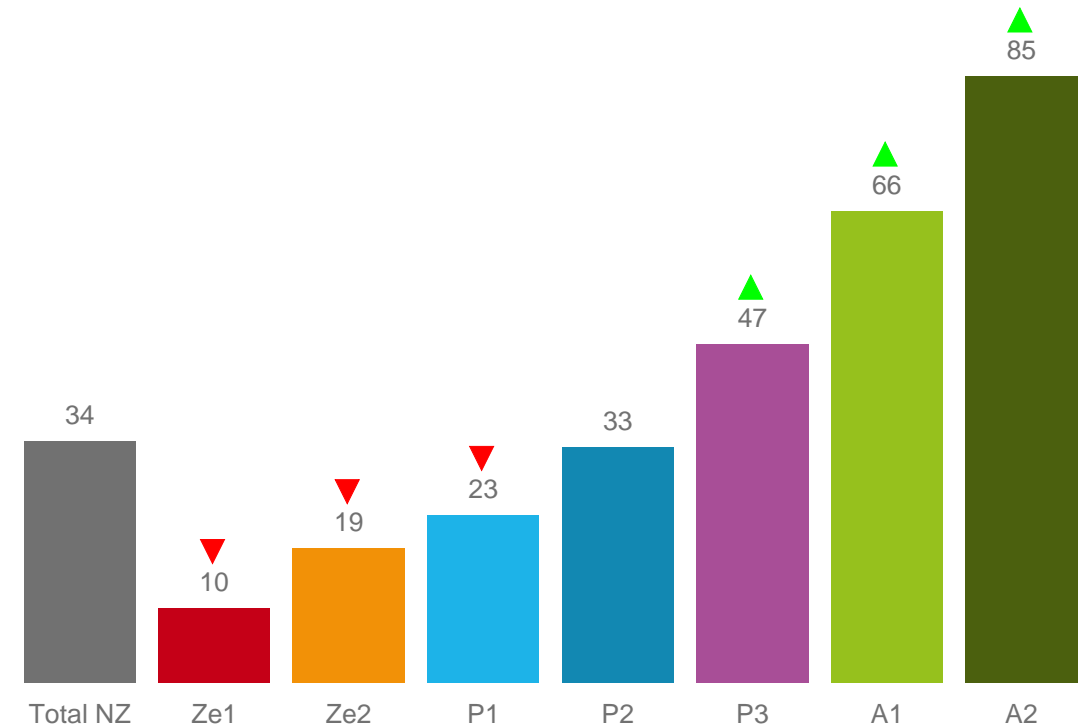
▼ = Significantly lower than other New Zealanders

The Active segments most commonly view Māori programming across other television channels

Key findings

- The majority of Active Speakers (A2) have viewed Māori programming across the other television channels within the past 3 months
- Viewership however declines to two in three among Culturally Active (A1) and one in two among the Passive P3 segment
- There is a low level of viewership among the other Passive segments and Ze2 but only being at 10% among the Ze1 segment

Viewership of Māori programming across other television channels in last 3 months



NOTES:

Source: I am now going to ask you some questions about your viewing habits for Māori programmes across the other television channels. In the last three months have you watched any programmes in te reo Māori or any programmes that include aspects of Māori culture, perspectives or society? These programmes could be in English or te reo.

Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

▲ = Significantly higher than other New Zealanders

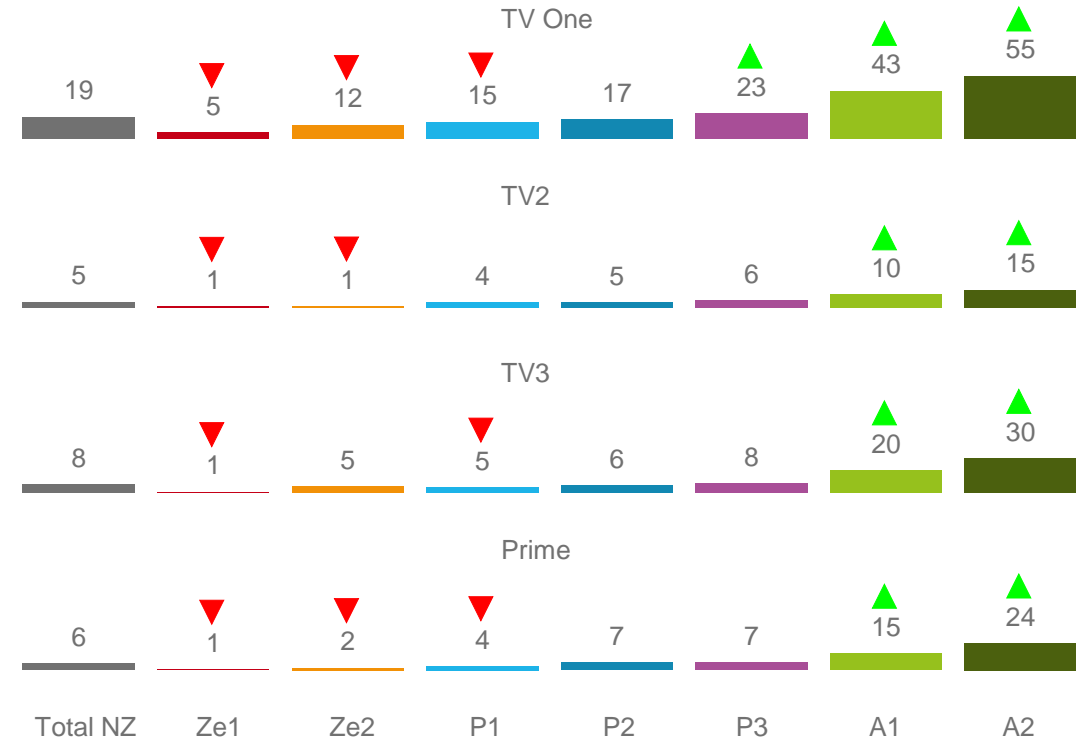
▼ = Significantly lower than other New Zealanders

TV One is the most common other channel used for viewing Māori programming among all ZePA segments

Key findings

- TV One is the most common other channel used for viewing Māori programming being used by 55% of Active Speakers (A2) and 43% of Culturally Active (A1)
 - Use is lower among other segments in line with their lower viewing of Māori programming overall
- There is similar claimed viewing of Māori programming via TV2, TV3 and Prime at a national level however among Active segments, TV3 is the most commonly used of these channels followed by Prime

Channels viewed Māori programming in last 3 months



NOTES:

Source: Were these programmes on any of the following channels?.

Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

▲ = Significantly higher than other New Zealanders

▼ = Significantly lower than other New Zealanders

6

Iwi radio

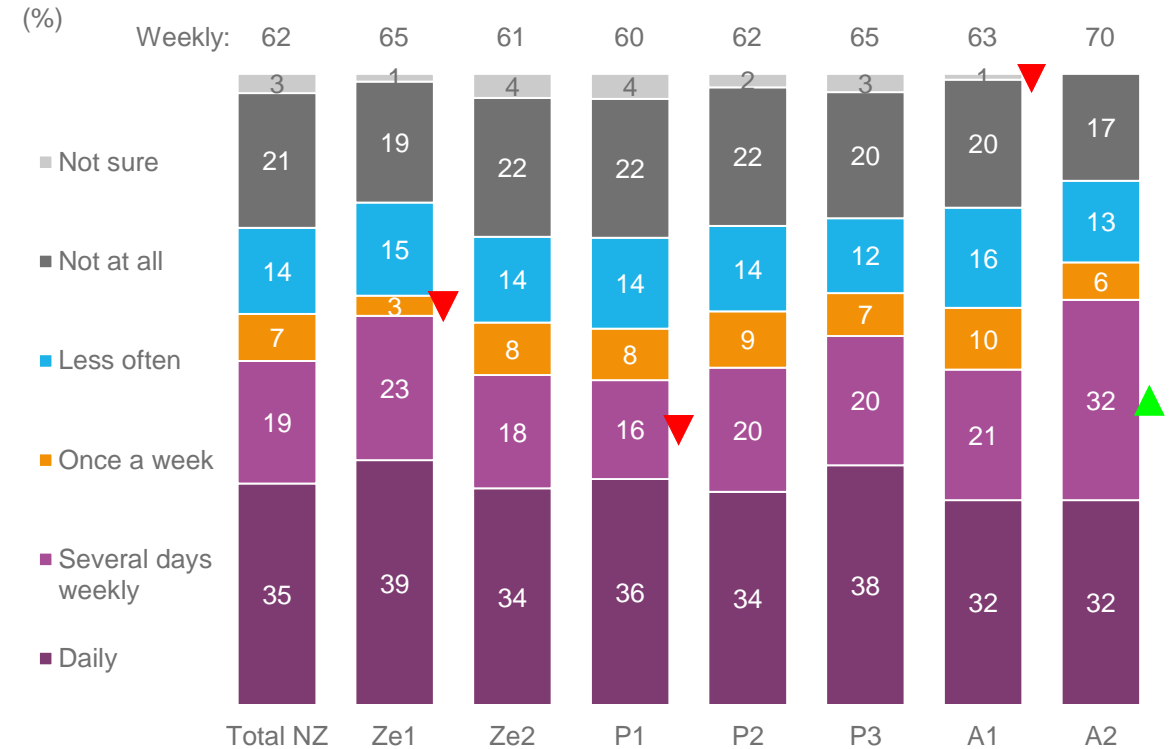


Listening to radio programming in general does not differ significantly between the ZePA segments

Key findings

- Three in five New Zealanders listen to radio programming at least weekly with 35% doing so daily
- The incidence of listening to radio programming in general is similar across all the ZePA segments

Listening to radio programming in general over the last 3 months



NOTES:

Source: Over the last three months, how often have you listened to radio programming in general? This could be either via the radio or via the internet.
 Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

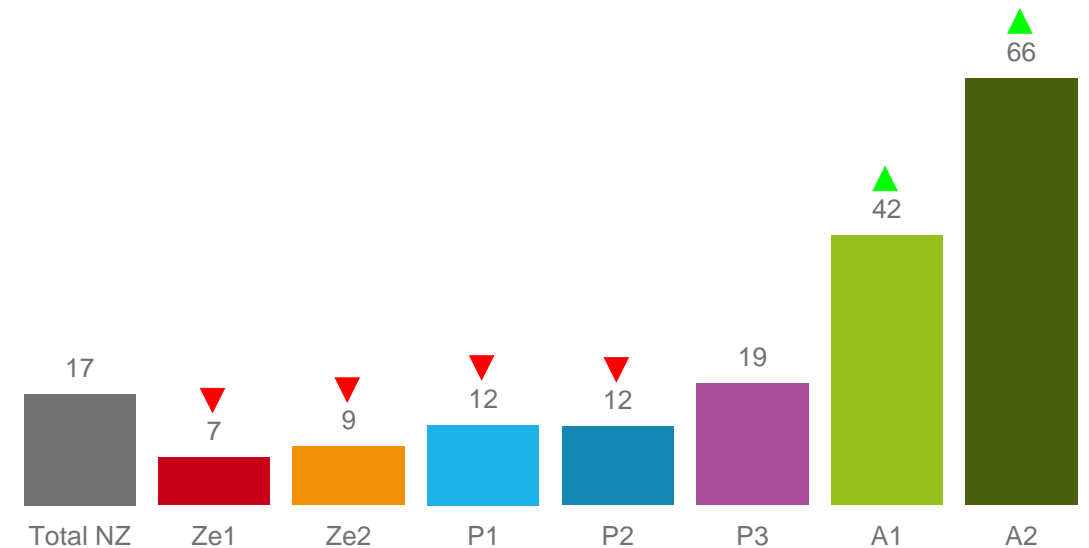
▲ = Significantly higher than other New Zealanders
 ▼ = Significantly lower than other New Zealanders

The Active segments have highest awareness of specific iwi radio stations but even among these groups there is opportunity to further build awareness

Key findings

- Just under one in five New Zealanders (17%) are aware of specific iwi radio stations
- Awareness is lowest among the Zero segment, being 7% for Ze1 and 9% for Ze2, and also low among the Passive segments, being 12% for P1 and P2 and 19% for P3
- Awareness is highest among the Active segments at 42% among Culturally Active (A1) and 66% among Active Speakers (A2)

Aware of any specific iwi radio stations



NOTES:

Source: The following questions are about iwi radio stations. These are radio stations which are operated by iwi to promote Māori language and culture. Please note that George FM, Flava, Mai FM and Sun FM are not iwi radio stations. Are you aware of any specific iwi radio stations?

Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

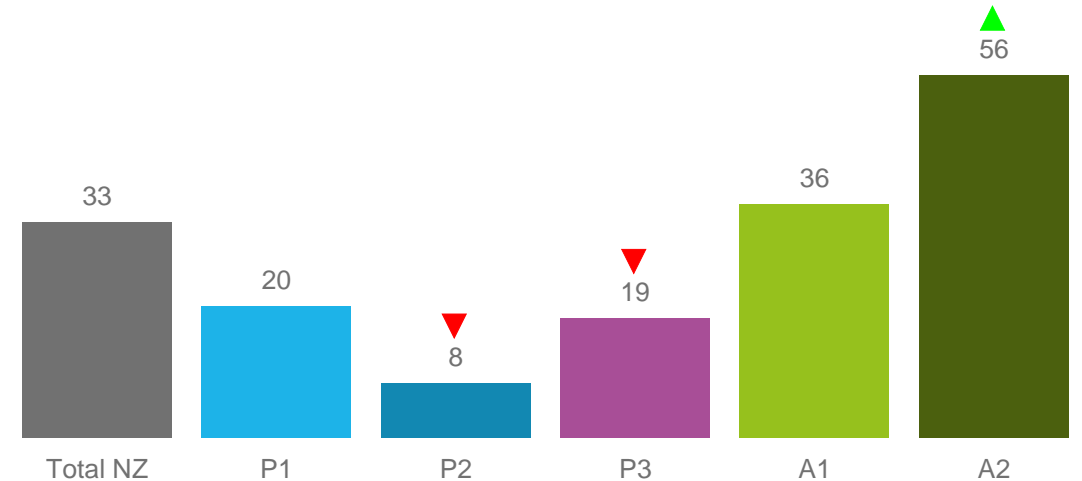
▲ = Significantly higher than other New Zealanders
▼ = Significantly lower than other New Zealanders

Active Speakers (A2) have highest awareness whether the iwi with which they most closely identify operates a radio station

Key findings

- Overall, one in three within the Māori population are aware if the iwi with which they most closely identify operates a radio station
- Awareness is highest among Active Speakers (A2) at 56% followed by Culturally Active (A1) at 36% offering opportunity to build awareness among both segments
- Awareness is lower among Māori within the Passive segments at 20% or lower

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



NOTES:

Source: Do you know if the iwi with which you most closely identify operates a radio station?

Base: Total Māori population = 1212 | P1 n = 60 | P2 n = 80 | P3 n = 211 | A1 n = 448 | A2 n = 201

▲ = Significantly higher than other New Zealanders

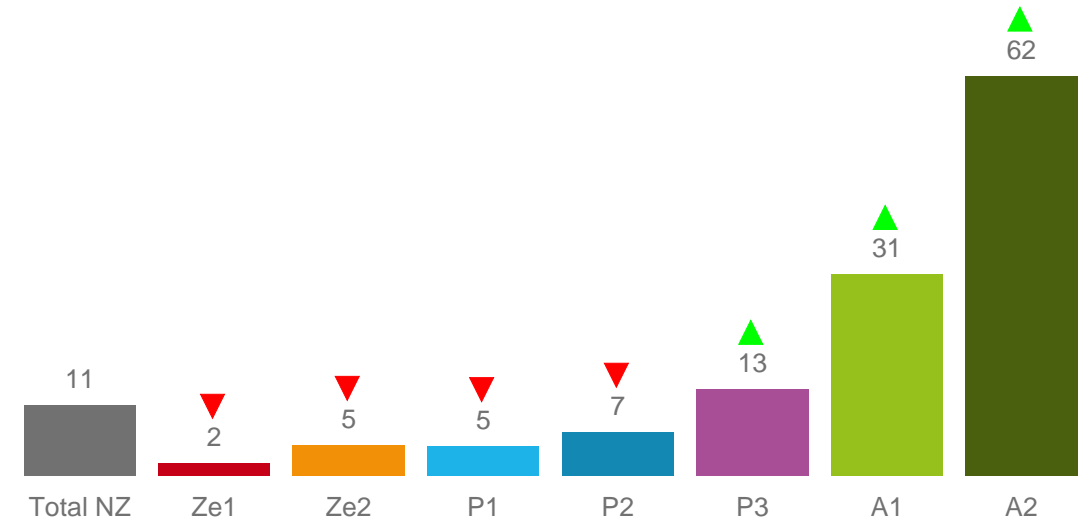
▼ = Significantly lower than other New Zealanders

Listening to iwi radio is predominantly within the Active segments

Key findings

- Three in five Active Speakers (A2) have listened to iwi radio within the past 12 months but this halves to 31% among Culturally Active (A1)
- There is a low level of listening among the highest Passive group at 13%
- Very few among the other Passive and Zero groups have listened to iwi radio within the past 12 months ranging from 2% among Z1 to 7% among P2

Listened to iwi radio station within the past 12 months



NOTES:

Source: Have you listened to an iwi radio station within the last year? This could be either via a radio or via the internet.

Please note that George FM, Flava, Mai FM and Sun FM are not iwi radio stations..

Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

▲ = Significantly higher than other New Zealanders

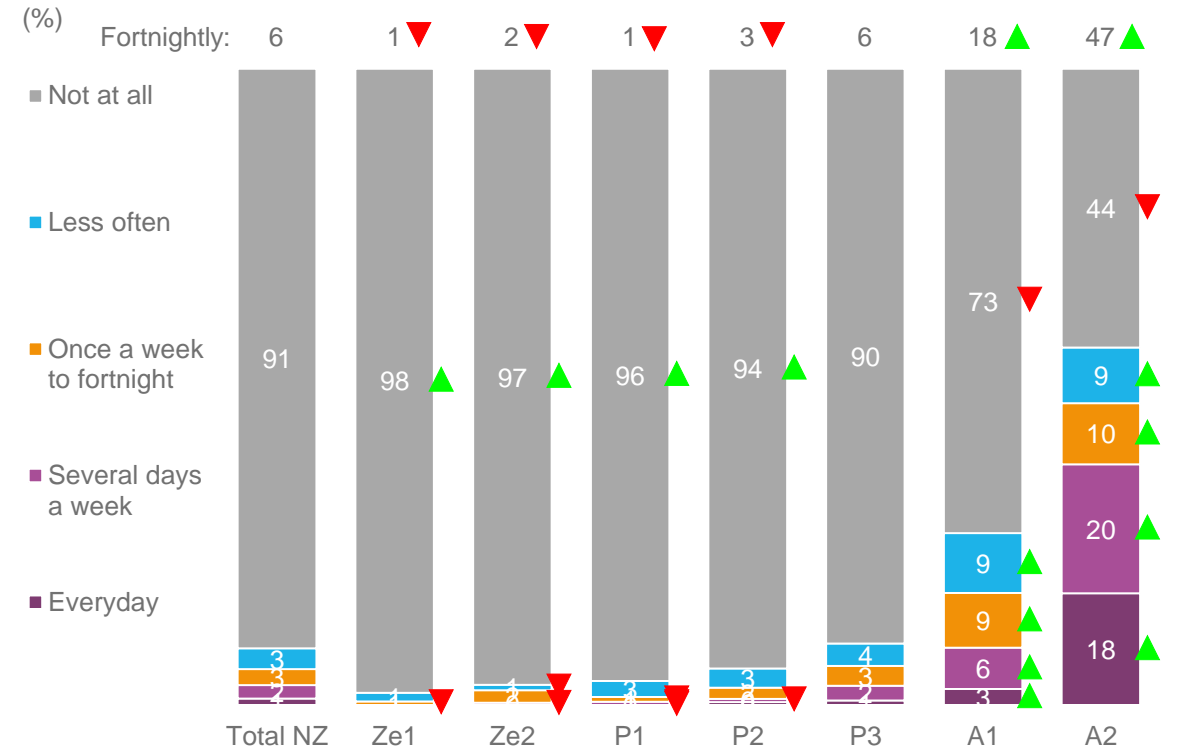
▼ = Significantly lower than other New Zealanders

Active Speakers (A2) are the core of regular iwi radio listeners with a low level of regular listening among Culturally Active (A1) but there is opportunity to build among both segments

Key findings

- One in two Active Speakers (A2) listen to iwi radio at least fortnightly with 38% being regular listeners either daily or at least several days a week
- Only one in five Culturally Active (A1) listen to iwi radio at least fortnightly with 9% being regular listeners of at least several days weekly
- Few within the Passive and Zero segments listen to iwi radio on a regular basis

Frequency listen to iwi radio over the past 3 months



NOTES:

Source: Over the last three months, how often have you listened to an iwi radio station? This could be either via the radio or via the internet.

Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

▲ = Significantly higher than other New Zealanders

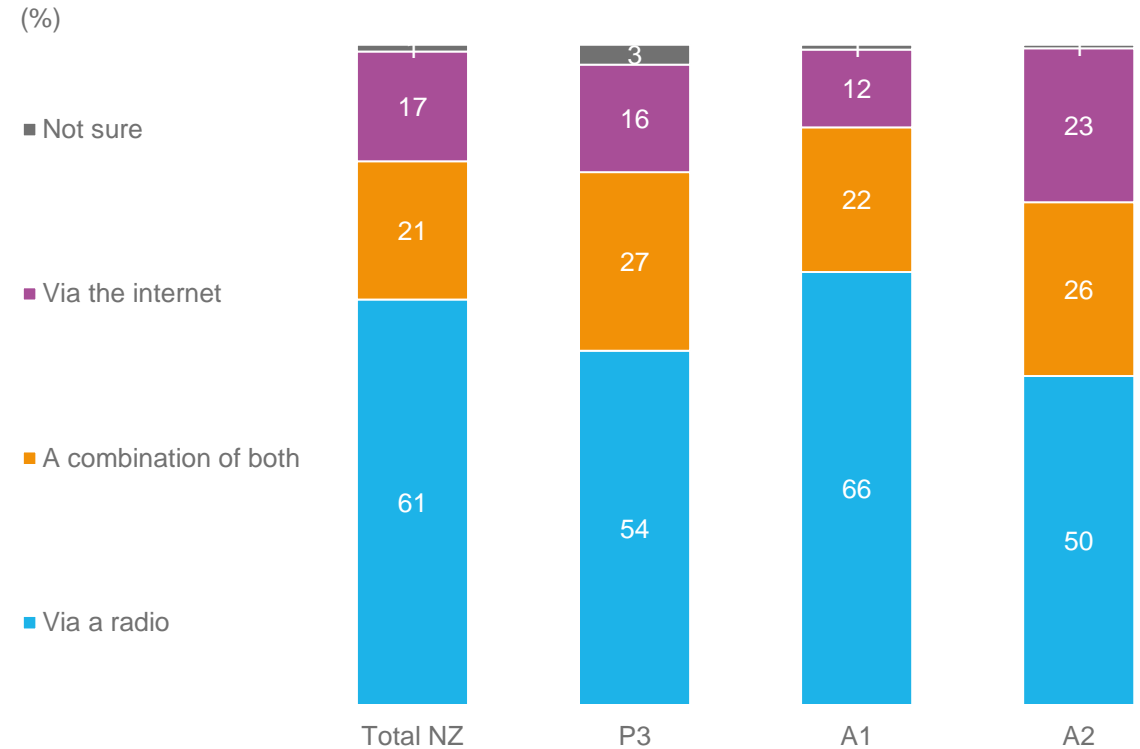
▼ = Significantly lower than other New Zealanders

Although iwi radio is most commonly listened to via the radio, two in five listeners access iwi radio via the internet

Key findings

- Four in five listeners access iwi radio via the radio and two in five via the internet with 21% accessing via both
- Access is similar across the ZePA segments

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



NOTES:

Source: Do you usually listen to iwi radio stations via the radio, via the internet or a combination of both?

Base: Total NZ population = 430 | P3 n = 62 | A1 n = 167 | A2 n = 135

▲ = Significantly higher than other New Zealanders

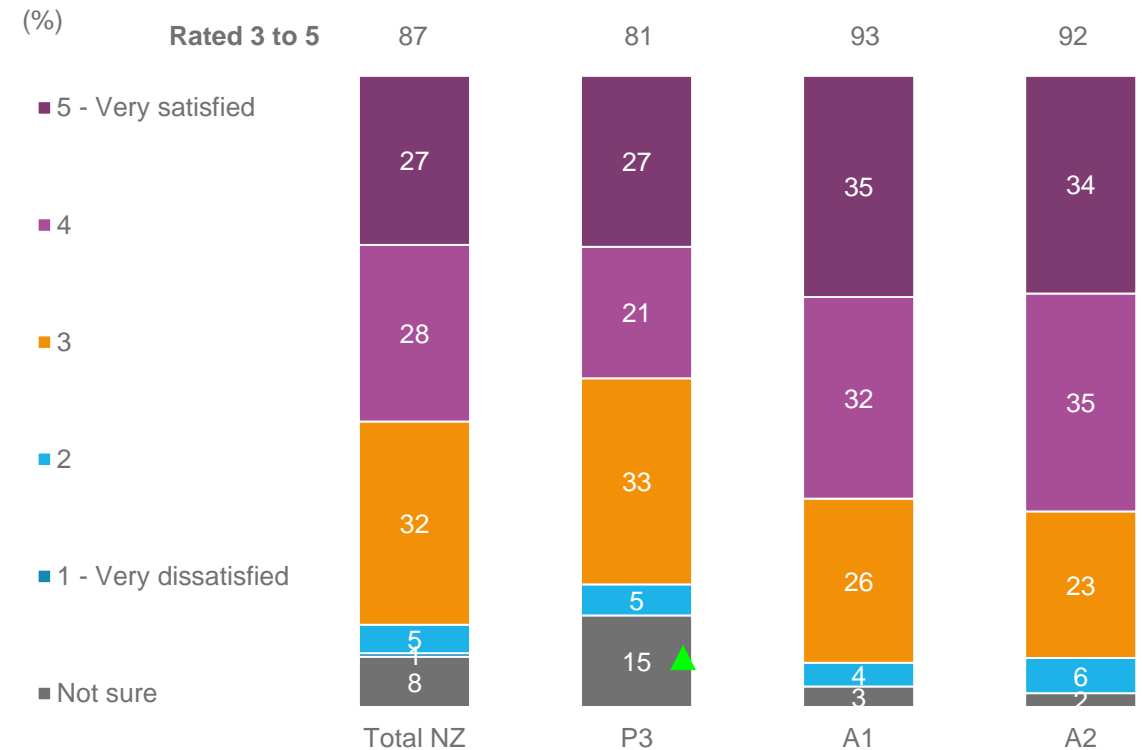
▼ = Significantly lower than other New Zealanders

There is minimal dissatisfaction with Māori radio programming in general among listeners

Key findings

- The majority of iwi radio listeners are generally satisfied with Māori radio programming with 55% rating as 4 or 5 on a 5 point scale where 5 is 'very satisfied' and 32% rating as '3'
- Only 5% are dissatisfied, rating as either 2 or 1 where 1 is 'very dissatisfied'
- The level of dissatisfaction is similar among the Passive P3, Culturally Active (A1) and Active Speakers (A2) segments

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



NOTES:
 Source: How satisfied or dissatisfied are you with Māori radio programming in general, on a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied?
 Base: Total NZ population = 430 | P3 n = 62 | A1 n = 167 | A2 n = 135

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

7

Digital media

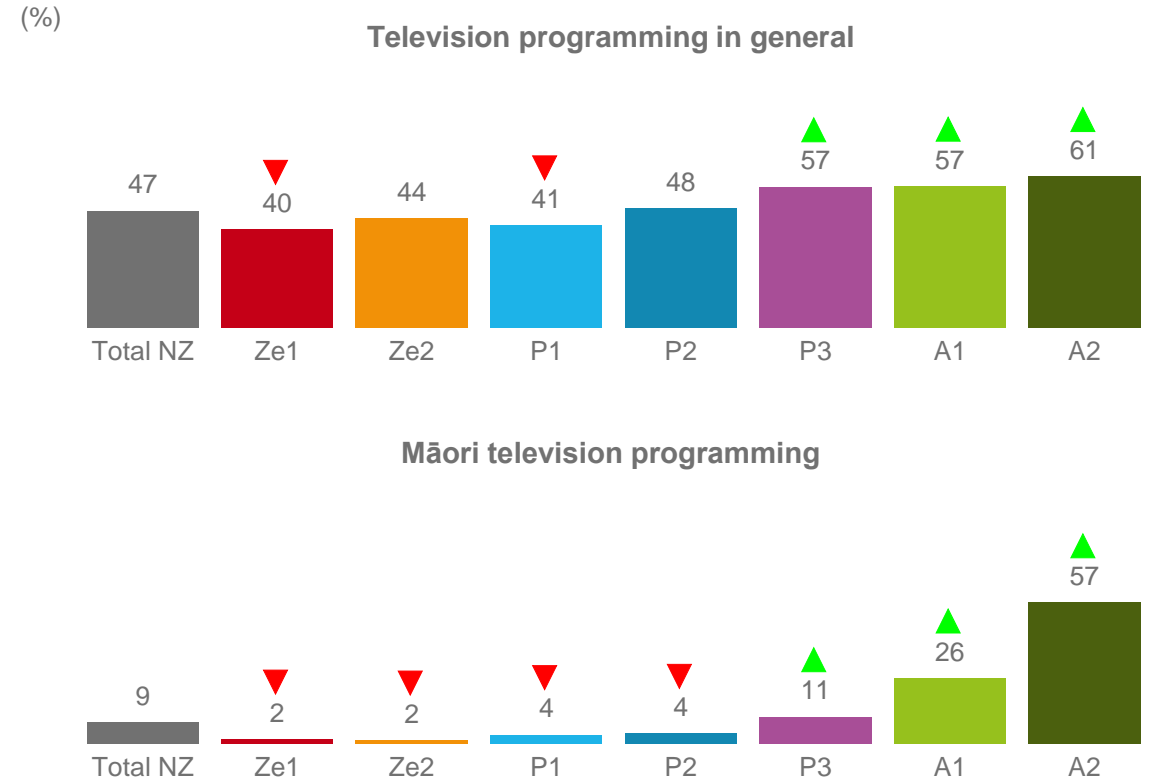


Regular access of digital television programming is common across all segments however access of digital Māori television programming is highest among Active Speakers (A2)

Key findings

- Digital television programming in general is most likely to be accessed by the Active segments and Passive P3 segment at 57% to 61%
- Access is slightly lower at 48% among the Passive P2 segment and then ranging from 40% to 44% among Passive P1 and the Zero segments
- Almost all Active Speakers (A2) who access general television programming via the internet also access Māori television programming
- In contrast, fewer than half Culturally Active (A1) who access general television programming via the internet also access Māori television programming at 26%
- Very few among the Zero and Passive segment access digital Māori television programming being highest among P1 at 11%

Regular access of digital media – television programming



NOTES:

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 NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

▲ = Significantly higher than other New Zealanders

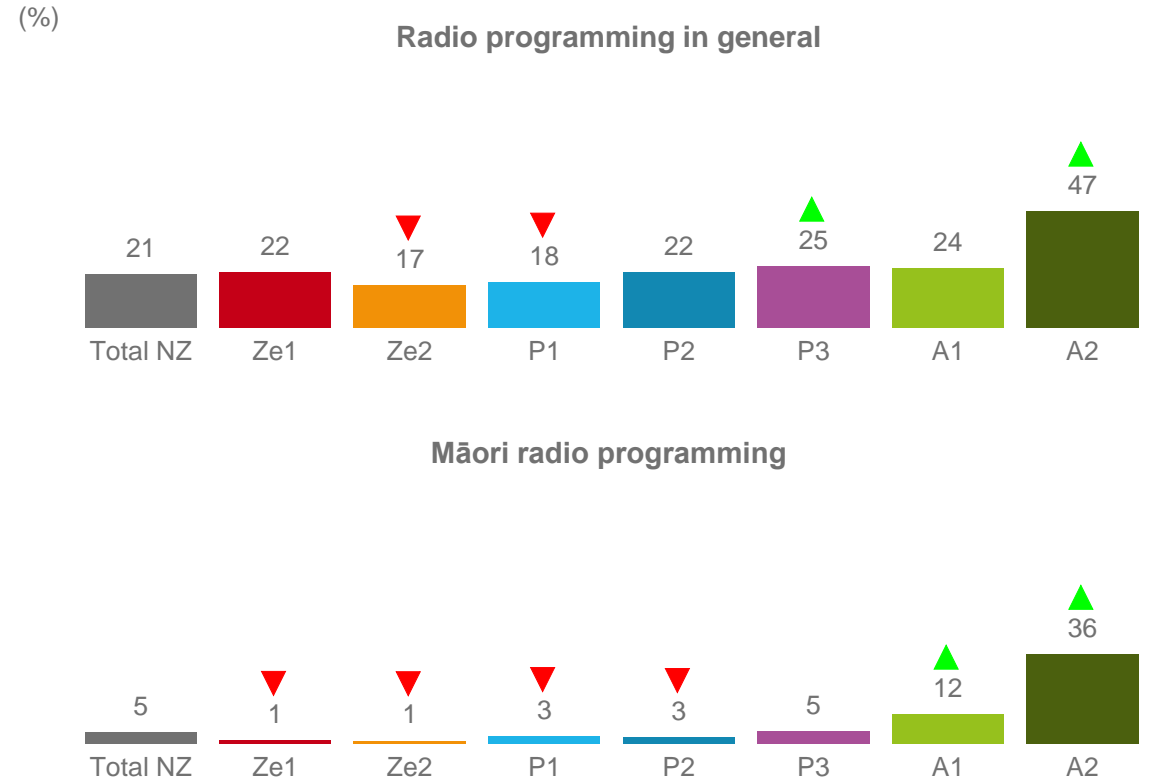
▼ = Significantly lower than other New Zealanders

Access of both general and Māori radio programming via the internet is most common among Active Speakers (A2)

Key findings

- Active Speakers (A2) most commonly access both digital radio programming in general at 47% and Māori radio programming at 36%
- Access of digital radio programming in general then declines to about half the level of Active Speakers (A2) among the Zero, Passive and Culturally Active (A1) segments, ranging from 17% to 25%
- Just over one in ten Culturally Active (A1) also access digital Māori radio programming
- Very few (1% to 5%) within the Zero and Passive segments access digital Māori radio programming

Regular access of digital media – radio programming



NOTES:

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 NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

▲ = Significantly higher than other New Zealanders

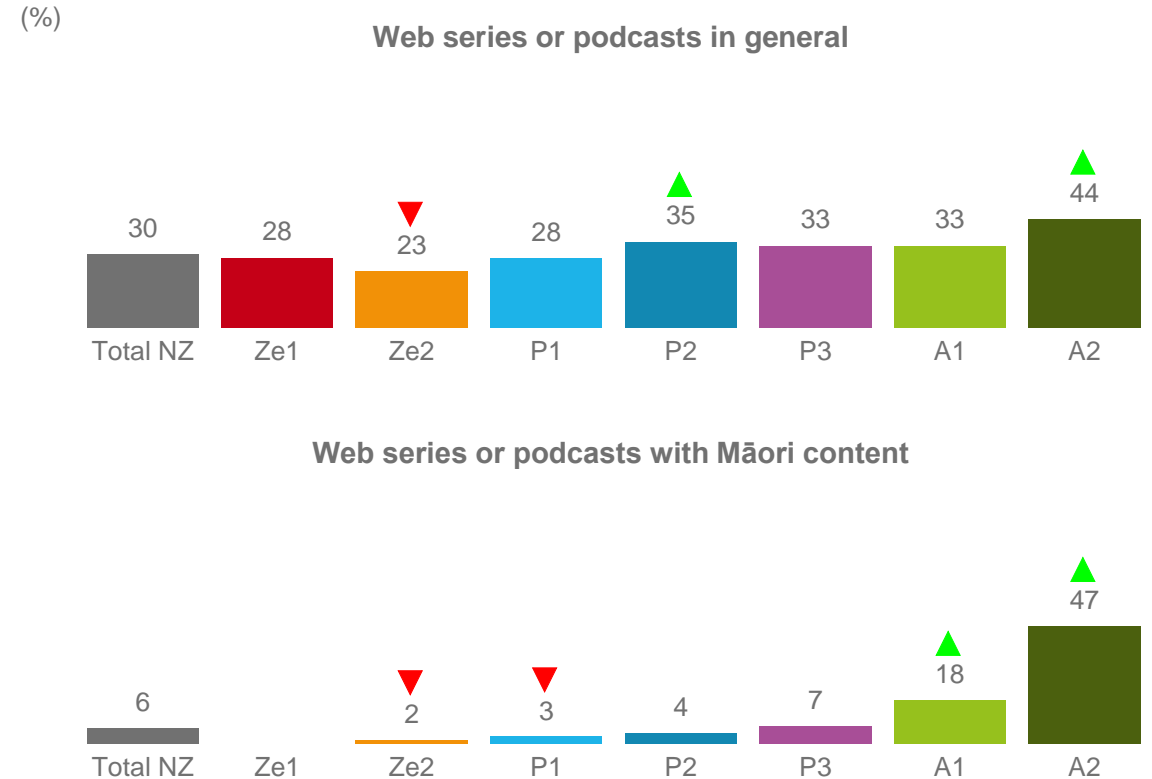
▼ = Significantly lower than other New Zealanders

Regular access of web series or podcasts is common across all segments but being highest among Active Speakers (A2) and with this segment also the most common viewers of Māori content

Key findings

- Three in ten New Zealanders access web series or podcasts in general being most common among Active Speakers (A2) at 44% and then ranging from 23% to 35% among the other ZePA segments
- Access of web series or podcast with Māori content is actually slightly higher, at 47%, than in general among Active Speakers (A2)
- Although lower, almost one in five Culturally Active (A1) also access web series or podcasts with Māori content
- Access of Māori content is minimal among the Zero to Passive segments but increasing from left to right along the spectrum from 0% to 7%

Regular access of digital media – web series or podcasts



NOTES:

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 NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

▲ = Significantly higher than other New Zealanders

▼ = Significantly lower than other New Zealanders

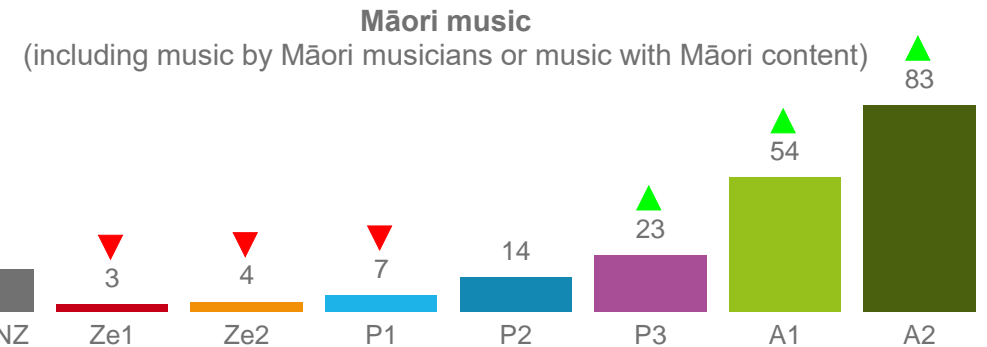
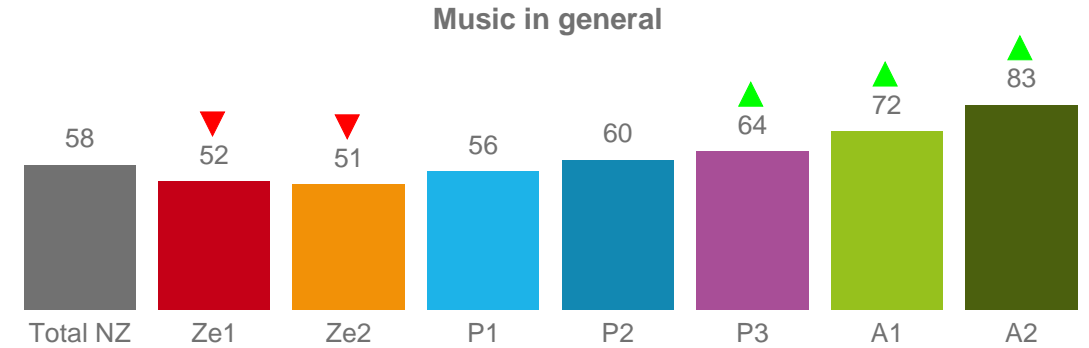
Although digital Māori music is most commonly accessed by Active Speakers (A2), it is the digital media most commonly used by Culturally Active (A1) segment to access Māori content

Key findings

- The majority of Active Speakers (A2) (83%) use digital media to access both music in general and Māori music
- Many Culturally Active (A1) also access music digitally and, although lower than Active Speakers (A2), half access Māori music
- Access of digital music in general ranges from 56% to 64% among the Passive segments
 - Of the Passive segments, P3 most commonly access digital Māori music at 23% but then falling to 14% among P2 and 7% among P1
- One in two within the Zero segments access digital music but very few access Māori music

Regular access of digital media – music

(%)



NOTES:

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 NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

▲ = Significantly higher than other New Zealanders

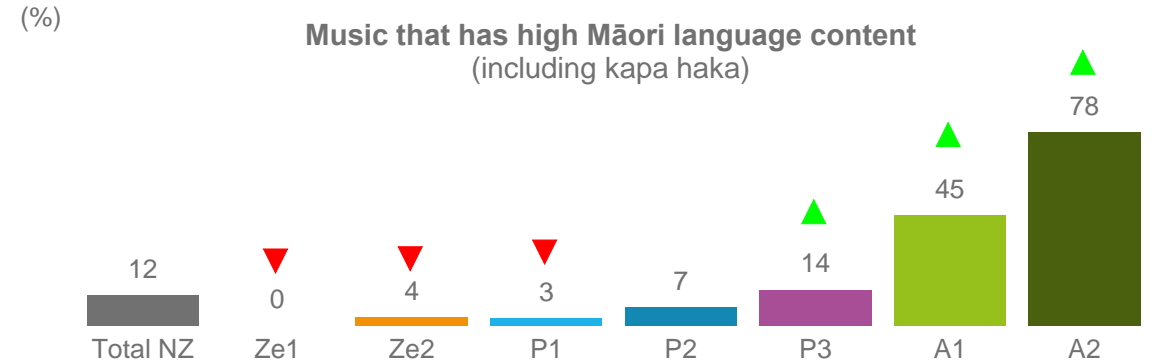
▼ = Significantly lower than other New Zealanders

Digital media is also commonly used by the Active segments to access music that has high Māori language content

Key findings

- The majority of Active Speakers (A2) (78%) use digital media to access music that has high Māori language content
- Almost half of Culturally Active (A1) (45%) also use digital media to access music in te reo
- Access is less common among the Passive and Zero segment, ranging from 14% among the Passive P3 segment to 0% among the Zero Ze1 segment

Regular access of digital media – music in te reo



NOTES:

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 NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

▲ = Significantly higher than other New Zealanders

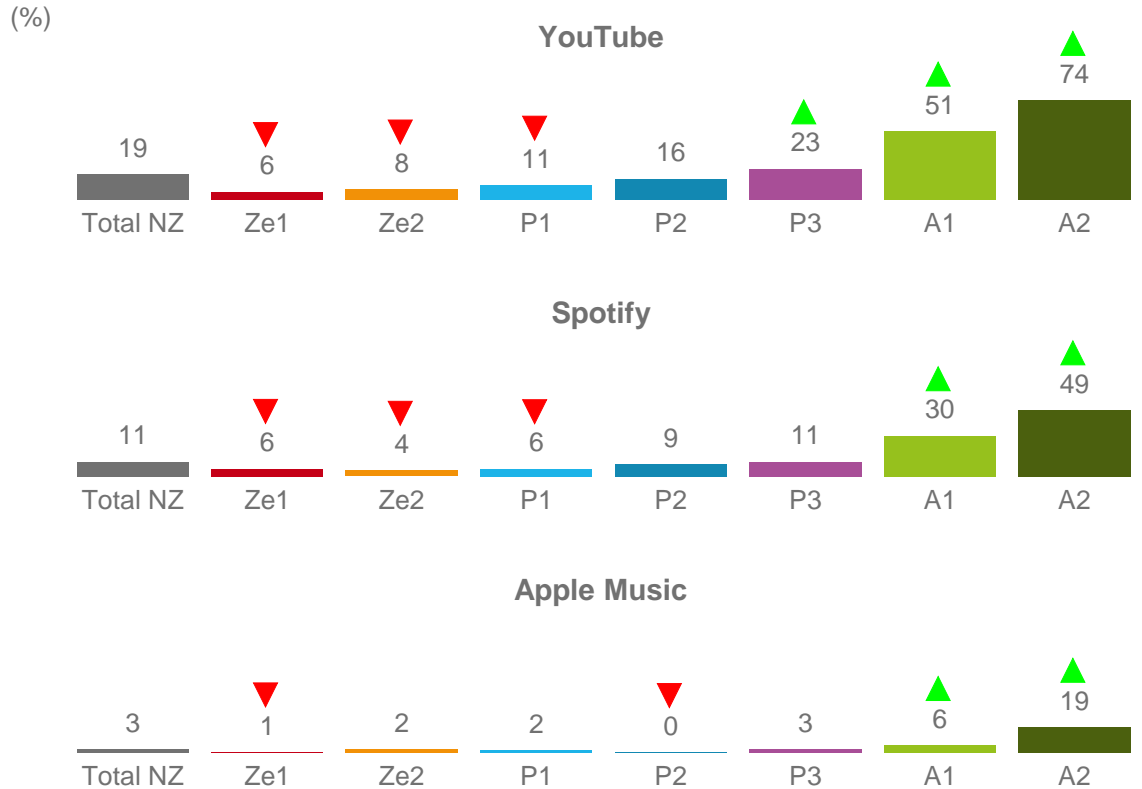
▼ = Significantly lower than other New Zealanders

YouTube is most commonly used by the Active segments to access digital Māori music followed by Spotify and being less common via Apple Music

Key findings

- YouTube is most commonly used to access Māori music among Active Speakers (A2) at 75% and Culturally Active (A1) at 51%
- Although less common than YouTube, one in two Active Speakers (A2) and three in ten Culturally Active (A1) also access digital Māori music via Spotify
- Apple Music is less commonly used by 19% of Active Speakers (A2) and 6% of Culturally Active (A1)

Ways regularly access digital Māori music



NOTES:

Source: Do you regularly access Māori music via any of the following?

Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260 | P1 n = 474 | P2 n = 306 | P3 n = 523 | A1 n = 528 | A2 n = 213

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

8

Impact of Māori programming

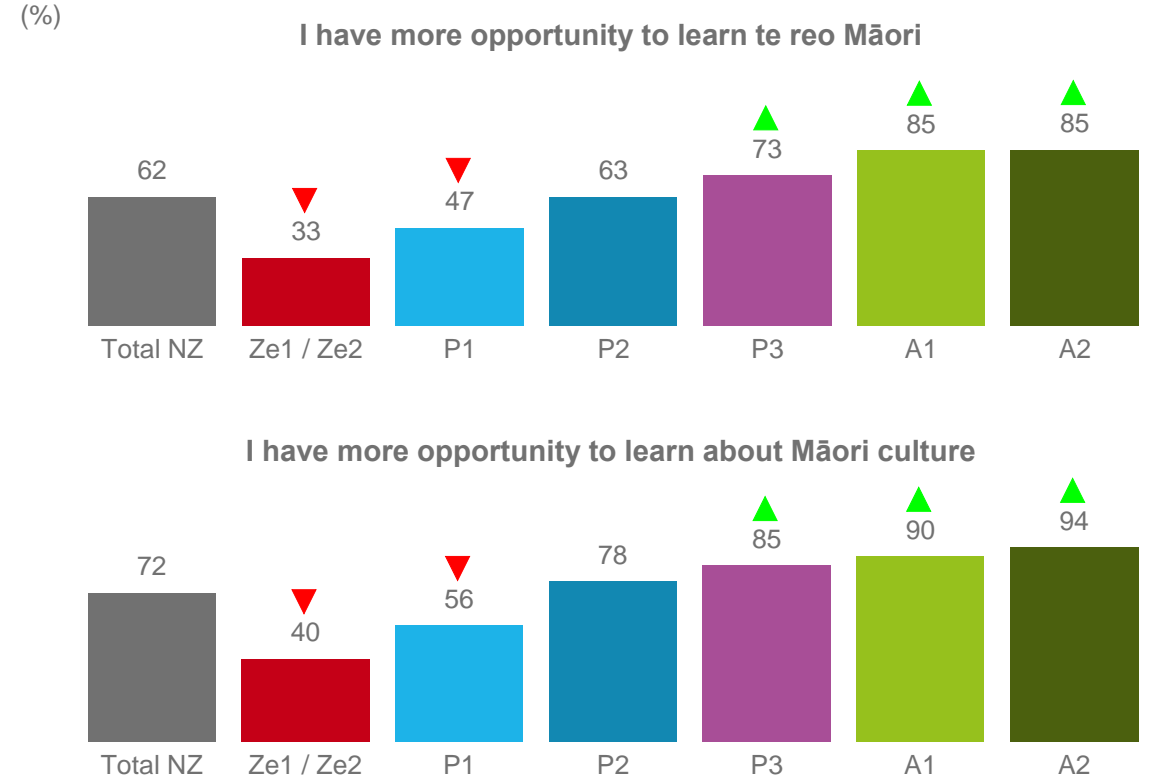


The majority within the Active segments and Passive P3 segment who view Māori Television programming agree that it provides opportunity to learn te reo and about Māori culture

Key findings

- The majority within the Active segments who view Māori Television programming agree that it provides more opportunity to learn te reo Māori (85%) and about Māori culture (90% to 94%)
- There is also high agreement among the Passive P2 and P3 segments who view Māori Television programming that it provides opportunity to learn about Māori culture (78% to 85%) and to a less extent, te reo Māori (63% to 73%)
- Although agreement is lower among those within the Zero segments and Passive P1, viewing Māori Television programming is still recognised by many as providing opportunity to learn

Impact of Māori Television programming (among viewers within the last 12 months)



NOTES:

Source: Do you think any of the following has changed as a result of Māori Television?

Base: Māori Television viewers in past 12 months; Total = 14938 | Ze1 / Ze2 n = 119 | P1 n = 206 | P2 n = 158 | P3 n = 338 | A1 n = 457 | A2 n = 201

▲ = Significantly higher than other New Zealanders

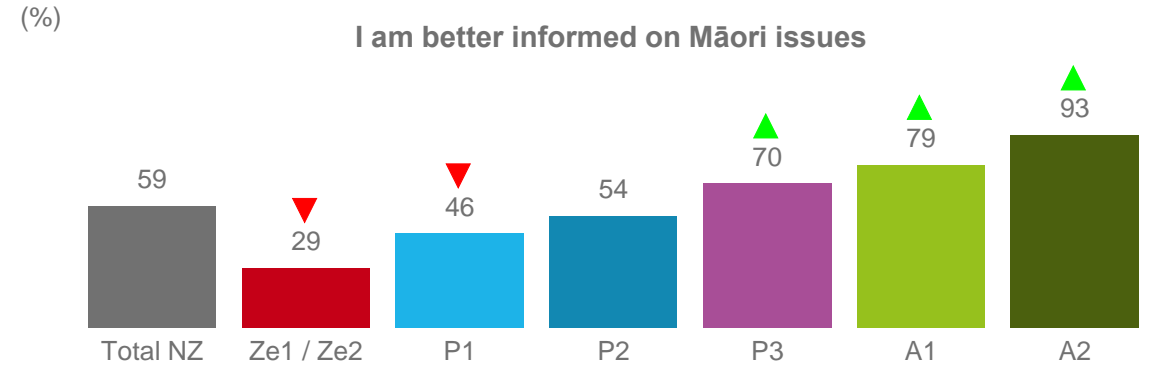
▼ = Significantly lower than other New Zealanders

The majority within the Active segments and Passive P3 segment who view Māori Television programming agree that they are better informed on Māori issues

Key findings

- Almost all (93%) Active Speakers (A2) who view Māori Television programming agree that they are better informed on Māori issues
- Agreement is also high among Culturally Active (A1) at 79% and the Passive P3 segment at 70%
- Around one in two Passive P1 and P3 who view Māori Television programming agree that they are better informed on Māori issues
- Although lowest among the Zero segments who view Māori Television programming, 29% still recognise that they are better informed

Impact of Māori Television programming (among viewers within the last 12 months)



NOTES:

Source: Do you think any of the following has changed as a result of Māori Television?

Base: Māori Television viewers in past 12 months; Total = 14938 | Ze1 / Ze2 n = 119 | P1 n = 206 | P2 n = 158 | P3 n = 338 | A1 n = 457 | A2 n = 201

▲ = Significantly higher than other New Zealanders

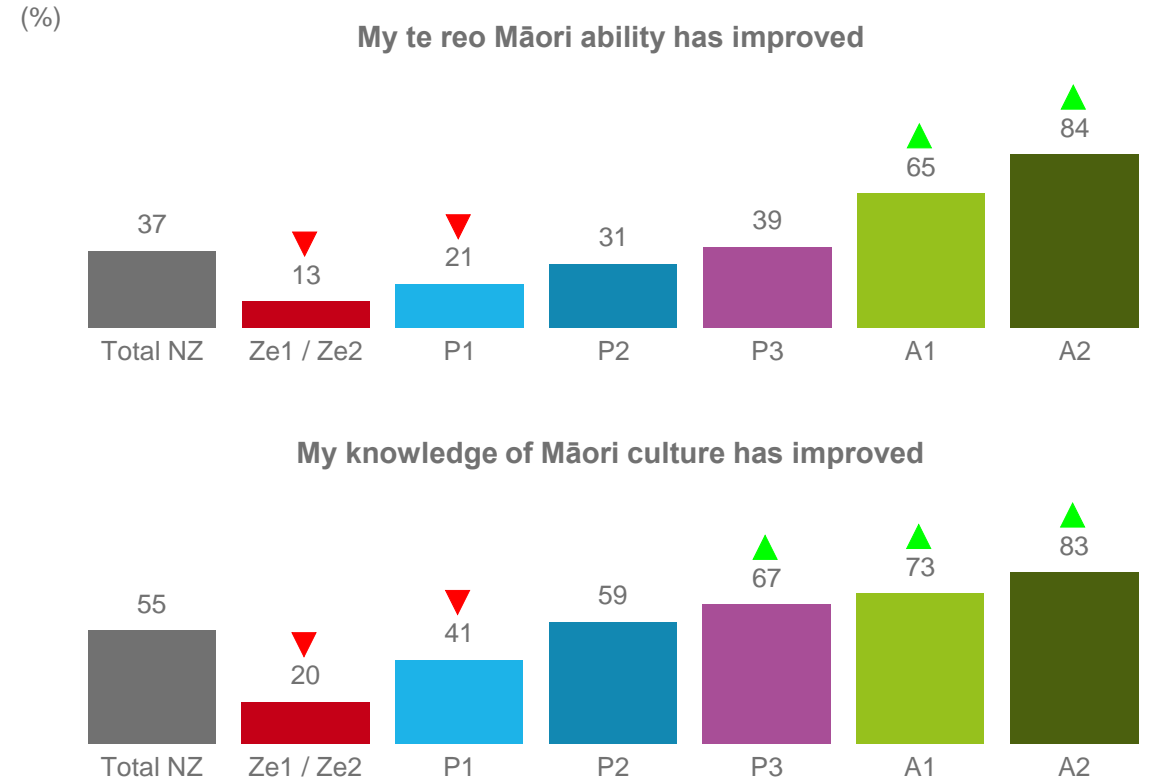
▼ = Significantly lower than other New Zealanders

Among the Passive and Zero segments who view Māori Television programming, more agree their knowledge of Māori culture has improved than their te reo ability

Key findings

- The majority within the Active segments who view Māori Television programming agree that both their te reo ability and knowledge of Māori culture has improved
- Agreement is also high among Culturally Active (A1) at 73% for Māori culture improvement and 65% for te reo improvement
- Among the Zero and Passive segments, viewers are more likely to agree that their knowledge of Māori culture has improved than their te reo ability
 - Viewing Māori Television programming has improved knowledge of Māori culture among at least three in five within the Passive P1 and P2 segments, two in five within Passive P1 and one in five within the Zero segments
 - Although lower, viewing Māori Television programming has improved the te reo ability among 39% of Passive P3 viewers and 31% of Passive P2 viewers

Impact of Māori Television programming (among viewers within the last 12 months)



NOTES:

Source: Do you think any of the following has changed as a result of Māori Television?

Base: Māori Television viewers in past 12 months; Total = 14938 | Ze1 / Ze2 n = 119 | P1 n = 206 | P2 n = 158 | P3 n = 338 | A1 n = 457 | A2 n = 201

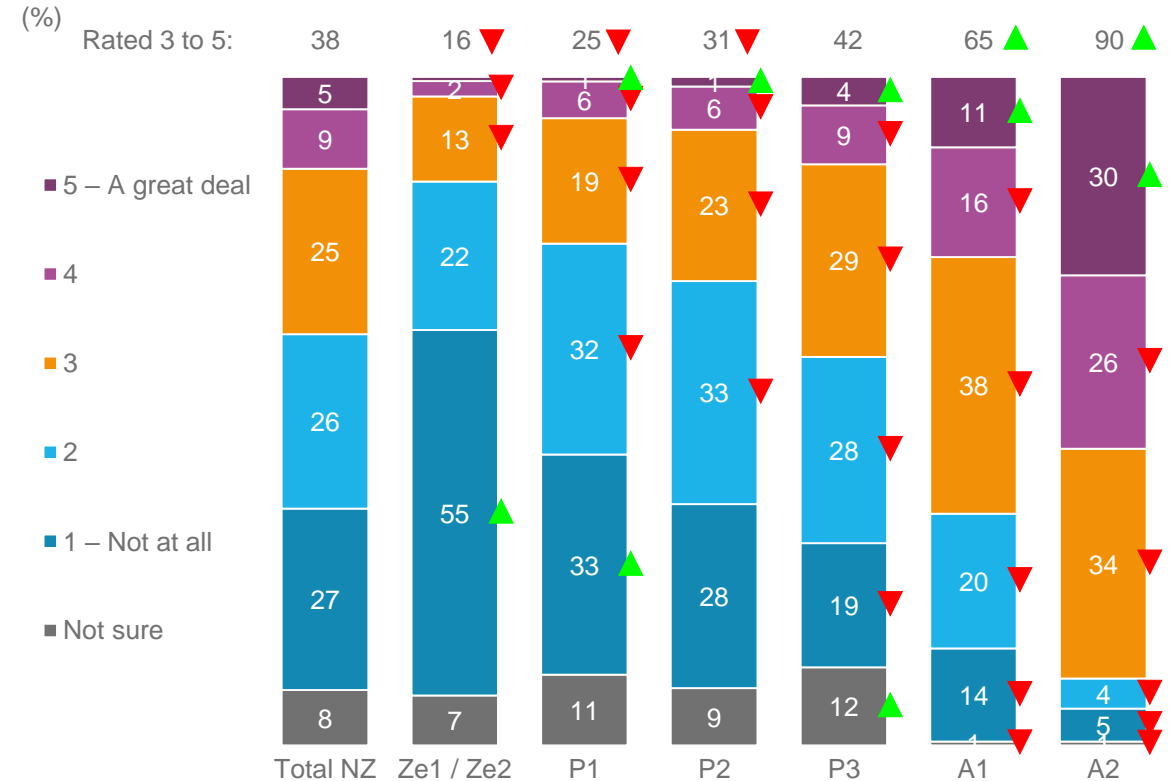
▲ = Significantly higher than other New Zealanders
▼ = Significantly lower than other New Zealanders

Māori programming is of highest impact among those in the Active segments in terms of increasing understanding of te reo

Key findings

- The majority of Māori programming viewers and listeners within the Active Speakers (A2) segment think their understanding of te reo Māori has increased due to Māori programming (rated as 3 to 5)
- Two in three (65%) Culturally Active (A1) engaged in Māori programming indicate that their understanding has increased to some degree
- Views are mixed among the Passive P3 segment – although 42% agree their understanding of te reo has improved, 47% disagree (rating as 1 or 2)
- Among the Zero segments and Passive P1 and P2 segments who view or listen to Māori programming, they are more likely to disagree than agree that their understanding of te reo has improved which is likely to be a reflection of the programmes that they view

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



NOTES:

1. Viewers and listeners of Māori programming = Viewed Māori Television 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?

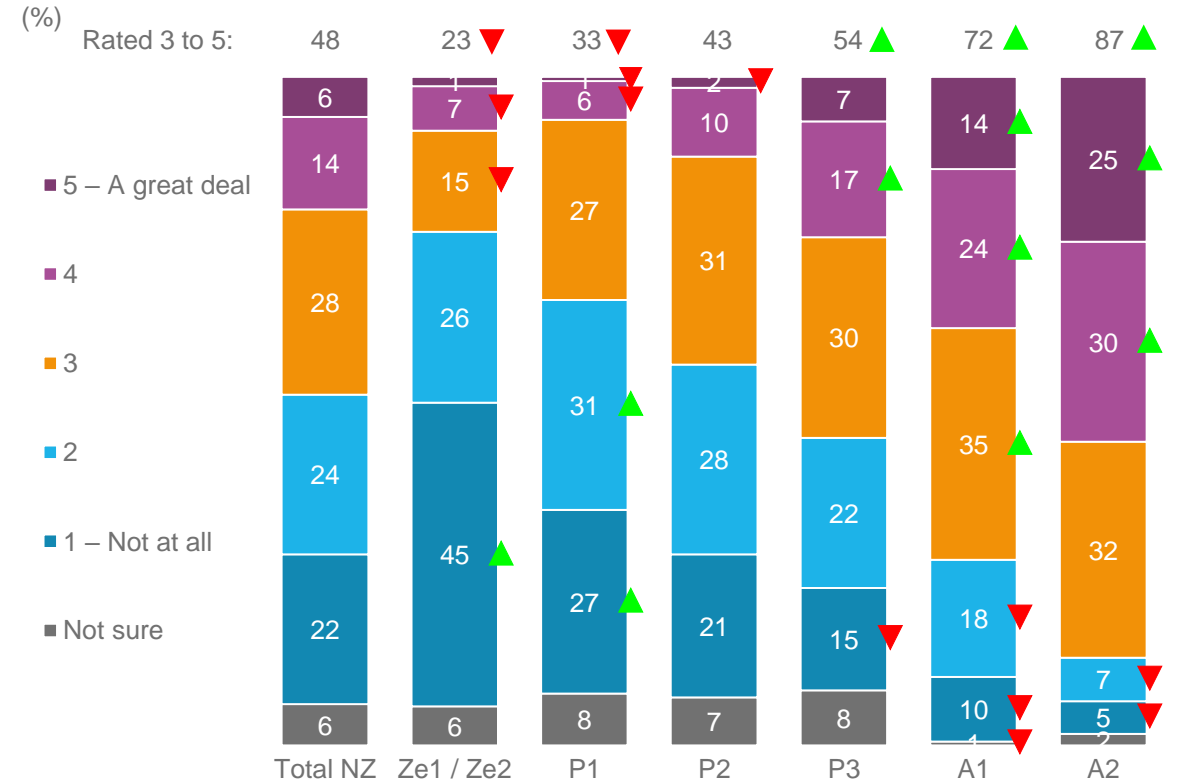
Base: Viewers and listeners; Total n= 1693 | Ze1 / Ze2 n = 145 | P1 n = 240 | P2 n = 191 | P3 n = 394 | A1 n = 494 | A2 n = 211

Māori programming is of highest impact among those in the Active segments in terms of increasing understanding of Māori culture, decreasing moving left along the ZePA spectrum

Key findings

- The majority of Māori programming viewers and listeners within the Active Speakers (A2) segment think their understanding of Māori culture has increased due to Māori programming (rated as 3 to 5)
- Three in four Culturally Active (A1) and one in two Passive P3 engaged in Māori programming indicate that their understanding has increased to some degree
- Views are mixed among the Passive P2 segment – although 43% agree their understanding of te reo has improved, 50% disagree (rating as 1 or 2)
- Among the Zero and Passive P1 segments who view or listen to Māori programming, they are more likely to disagree than agree that their understanding of Māori culture has improved

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



NOTES:

1. Viewers and listeners of Māori programming = Viewed Māori Television 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 n= 1693 | Ze1 / Ze2 n = 145 | P1 n = 240 | P2 n = 191 | P3 n = 394 | A1 n = 494 | A2 n = 211

▲ = Significantly higher than other New Zealanders

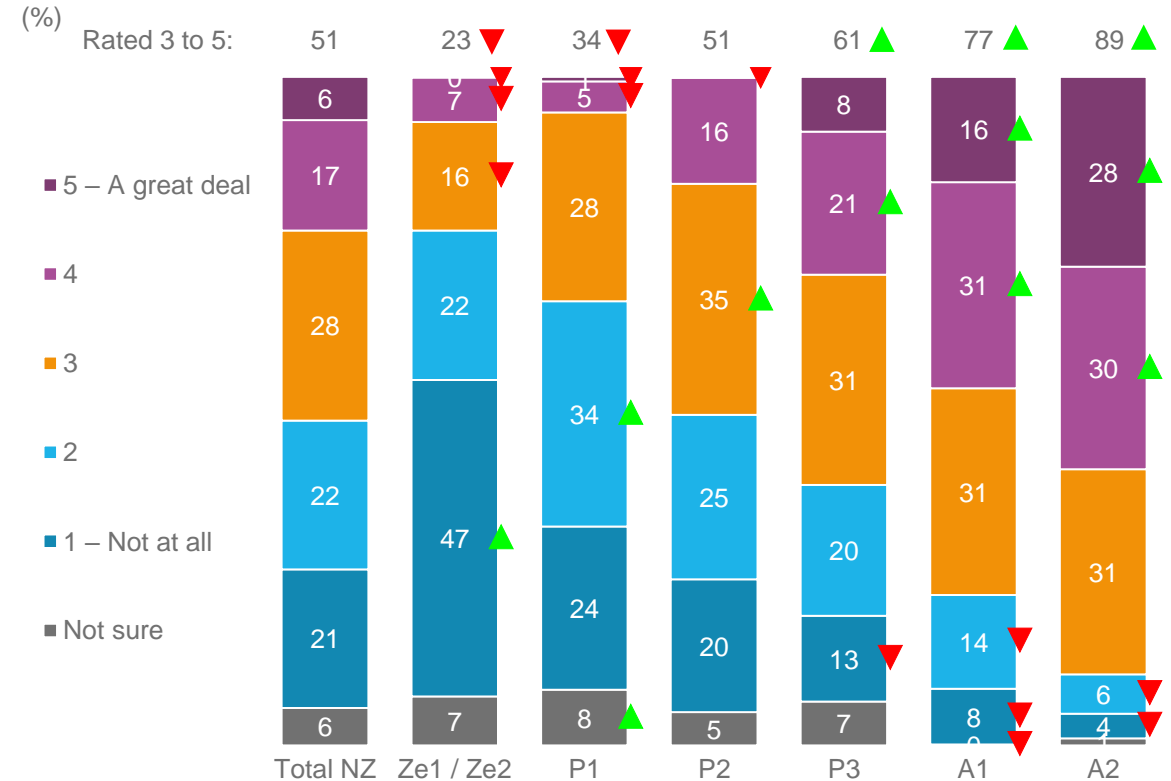
▼ = Significantly lower than other New Zealanders

Although of highest impact among the Active segments, many within the Passive P1 and P2 segments also agree Māori programming has improved their knowledge of Māori perspectives

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

Key findings

- The majority within the Active Speakers (A2) and Culturally Active (A1) segments agree their awareness and knowledge of Māori perspectives has increased due to Māori programming (rated as 3 to 5)
- Three in five Passive P3 Māori programming viewers and listeners indicate that their understanding has increased to some degree
- Views are mixed among the Passive P2 segment – although slightly more agree their understanding of te reo has improved at 51% than disagree at 44% (rating as 1 or 2)
- Among the Zero and Passive P1 segments who view or listen to Māori programming, they are more likely to disagree than agree that their awareness and knowledge of Māori perspectives has increased



NOTES:

1. Viewers and listeners of Māori programming = Viewed Māori Television 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

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9

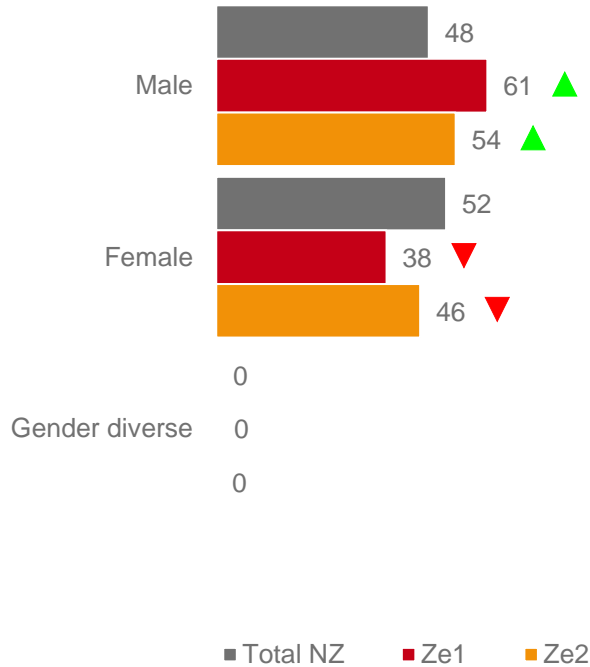
Demographic profile



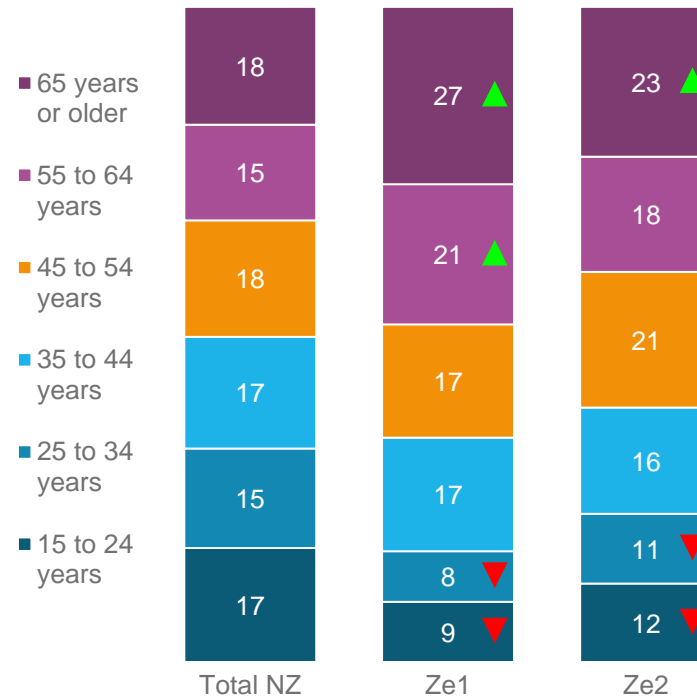
The Zero segments have a male skew, are predominantly NZ European and have an older age skew, being more pronounced among the Ze1 segment

Demographic profile – Zero segments

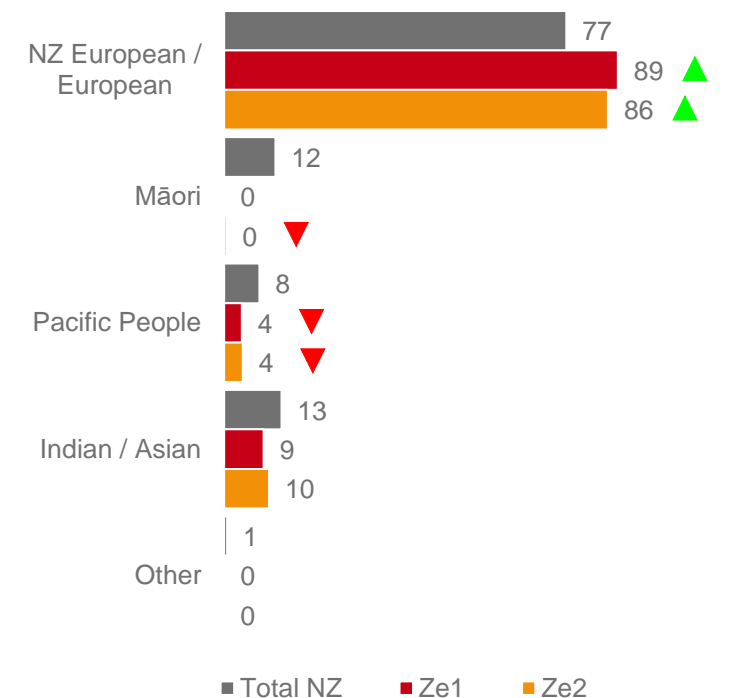
Gender (%)



Age (%)



Ethnicity (%)



NOTES:

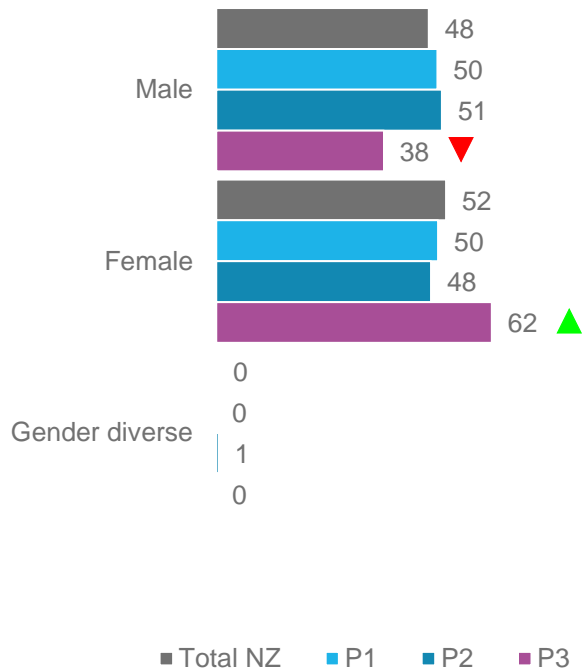
Source: Are you...? What age group are you in? Which ethnic group(s) do you belong to or closely associate yourself with?
 Base: Total NZ population = 2512 | Ze1 n = 157 | Ze2 n = 260

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

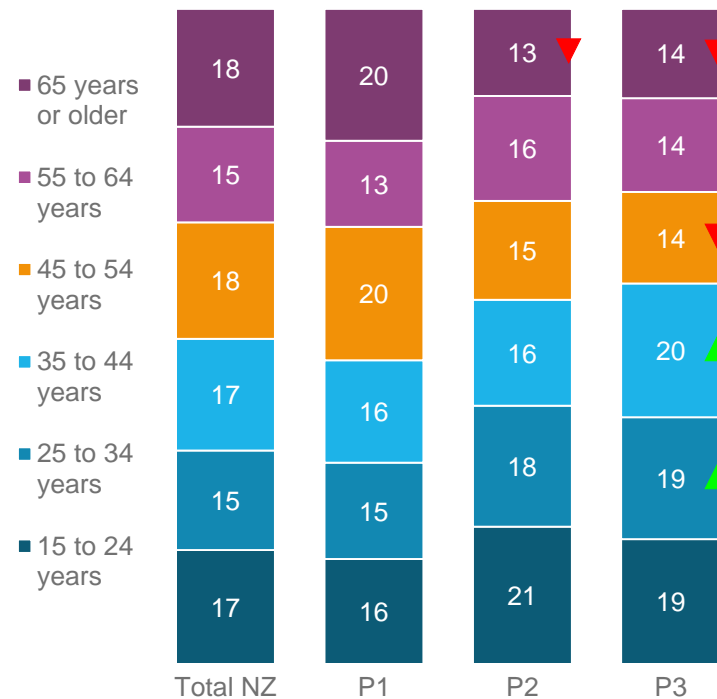
Passive P2 and P3 have an under 45 age skew and P3 also has a female skew; of the three Passive segments, P3 has the highest proportion of Māori and Pacific People

Demographic profile – Passive segments

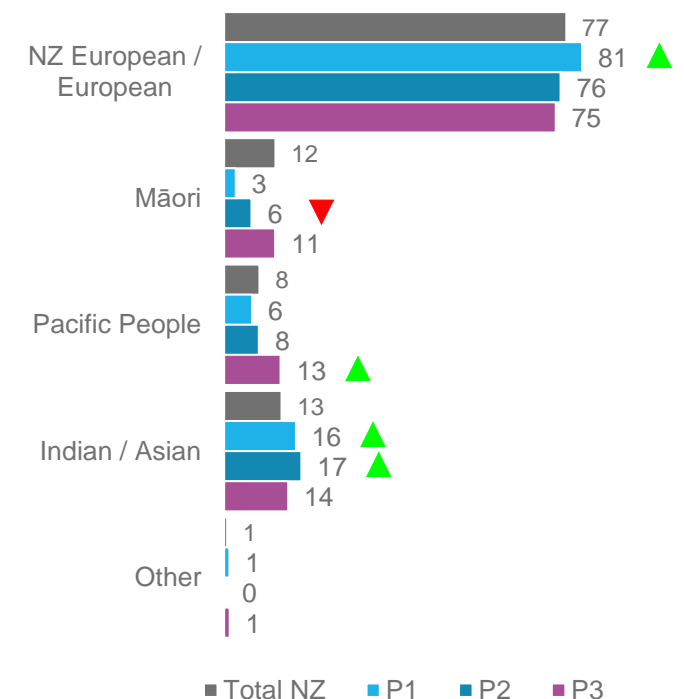
Gender (%)



Age (%)



Ethnicity (%)



NOTES:

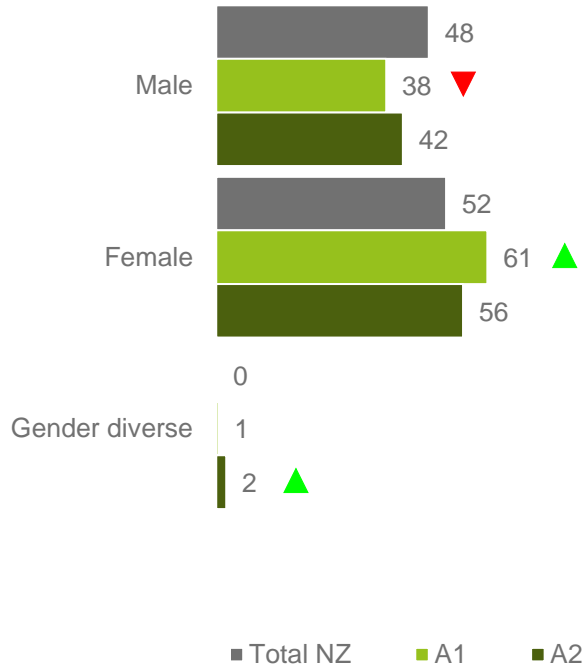
Source: Are you...? What age group are you in? Which ethnic group(s) do you belong to or closely associate yourself with?
 Base: Total NZ population = 2512 | P1 n = 474 | P2 n = 306 | P3 n = 523

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

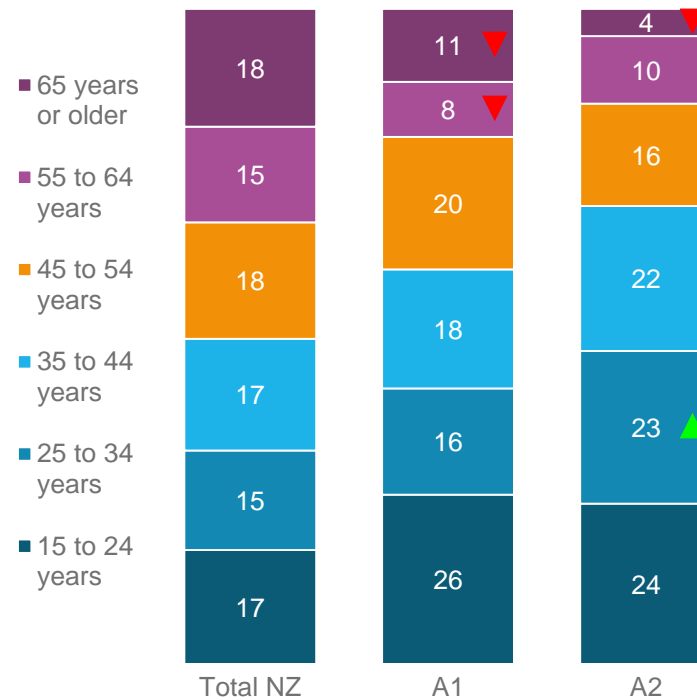
Both Active segments have a female and under 45 age skew while 77% of Active Speakers and 52% of Culturally Active are Māori

Demographic profile – Active segments

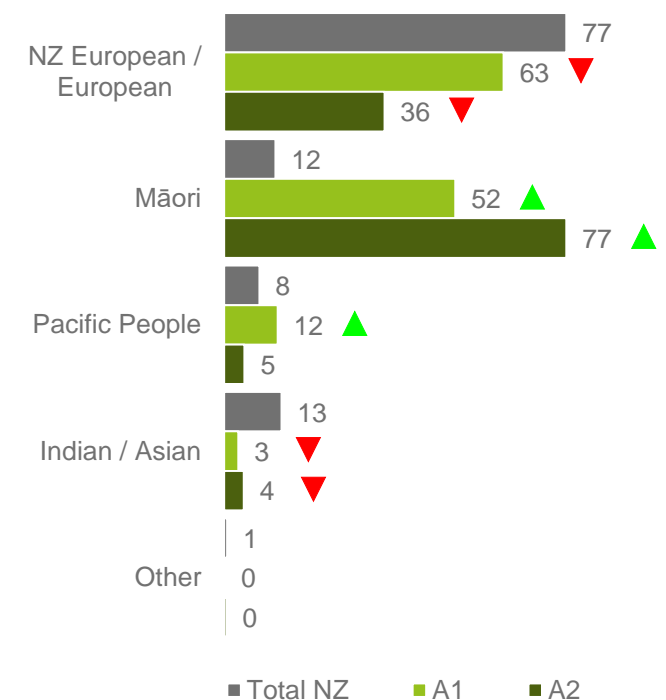
Gender (%)



Age (%)



Ethnicity (%)



NOTES:

Source: Are you...? What age group are you in? Which ethnic group(s) do you belong to or closely associate yourself with?
 Base: Total NZ population = 2512 | A1 n = 528 | A2 n = 213

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

Appendix: methodology



The following staged approach was taken to the ZePA Model Segmentation 2019



- To investigate the attitudes and behaviours of NZ'ers towards te reo and Māori culture and provide context around audience behaviour
- Purpose to provide input into the quantitative survey to ensure that relevant attitudes, behaviours and audience measures are collected

- Development of a revised questionnaire to better capture the inputs required for the ZePA model and audience measures
- Cognitive testing phase to check the questionnaire for question wording, clarity and overall survey flow

- Telephone and online interviewing

- Data cleaning, weighting and analysis
- Creation of the ZePA model based on the 2017 model but refined
- Report generation

Qualitative research was undertaken to provide greater understanding around attitudes and behaviours to help inform a revised quantitative survey

Initial qualitative phase

- 5 x 90 minute qualitative focus groups were held among Māori and Rest of New Zealand
- Groups were recruited to reflect range of ZePa model audience segments
- Jeremy Tātere MacLeod and Te Rina MacLeod worked in partnership with Kantar to recruit, moderate and host Māori groups in Heretaunga, and ensure all research followed appropriate tikanga
 - Participants in these groups were offered the opportunity to engage in the discussion in English or te reo
 - Jeremy has also been involved in contributing to the analysis and review of the qualitative research phase
- Representation of iwi across Māori sample:
 - Ngāti Kahungunu, Ngāti Tūwharetoa, Tainui, Ngāti Maniapoto, Ngāti Raukawa, Rangitāne ki Wairau, Ngāti Porou, Rongomaiwahine, Ngāti Manawa
- All participants were offered an \$80 koha for their participation, assured anonymity and consented to their participation

Group description	Location
Māori; low cultural engagement	Community venue Tāmaki/Auckland
Māori; Culturally Active (A1), language learners	Community venue Heretaunga/Hastings
Māori; Culturally Active (A1), fluent te reo speakers	Community venue Heretaunga/Hastings
Rest of NZ; less engaged with Māori culture	Kantar offices Tāmaki/Auckland
Rest of NZ; more engaged with Māori culture	Kantar offices Tāmaki/Auckland

The survey development was an iterative process including both a cognitive phase to check for clarity and a pilot phase to check for length

Questionnaire development and testing

Questionnaire development:

- A draft survey was developed by Kantar implementing recommendations from the qualitative phase and signed off by Te Māngai Pāho

Cognitive testing:

- A testing phase was undertaken of the draft questionnaire to check for question wording, clarity and overall survey flow and ensure that free of potential respondent confusion
- A total of 8 interviews were carried out at the Kantar offices in Auckland on 28th June and 1st July 2019
- A broad range of New Zealanders were recruited in terms of gender and age with four interviews among New Zealanders of Māori descent and four among rest of New Zealand
- The process involved administering the questionnaire in a one-on-one face-to-face interview. In each case the respective questions were read aloud and after each question we would discuss what the respondent believed was being asked and as appropriate, we would discuss whether they could provide a response to understand how these had been formulated
- A report was provided outlining issues relating to questionnaires or codes and recommendations and a final draft survey was developed implementing the recommendations as agreed with Te Māngai Pāho

Questionnaire set up and pilot testing

- Following the changes from the cognitive phase, the survey was set up for a pilot phase of fieldwork
- The pilot phase was used to:
 - Check survey length
 - Check whether any aspects that need to be further refined
- Following the pilot phase further changes were made to the questionnaire to reduce survey length

The Māori General Population was 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 = 1500 interviews among the Rest of NZ Population aged 15 plus interviewed via online panel surveying
- Interviewing was conducted between 6th July 2019 and 19th August 2019

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 telematched 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 not excluded, 30% 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 weighted has been applied to ensure that ZePA 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 in terms of
 - Māori Population – Gender by Age
 - Rest of NZ Population – Gender by Age
 - Māori Population – Region
 - Rest of NZ Population – Region
- The ratio of the Māori General Population to the Rest of NZ Population was also weighted to NZ population figures to ensure that ZePA model reporting is not skewed towards the Māori population due to fieldwork quotas

ZePA model development:

- The ZePA model was developed based on the principals from the 2017 model but refined to reflect updated questionnaire wording
- 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 ZePA segments

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

Attitudinal segmentation

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

- 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 all New Zealanders
- Māori culture should be valued by all New Zealanders
- All New Zealand children should be taught 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 disagree
- Strongly disagree
- Not sure

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

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

Active Speakers / 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

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

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, such as Mana or Tu Mai
- None of these
- Not sure