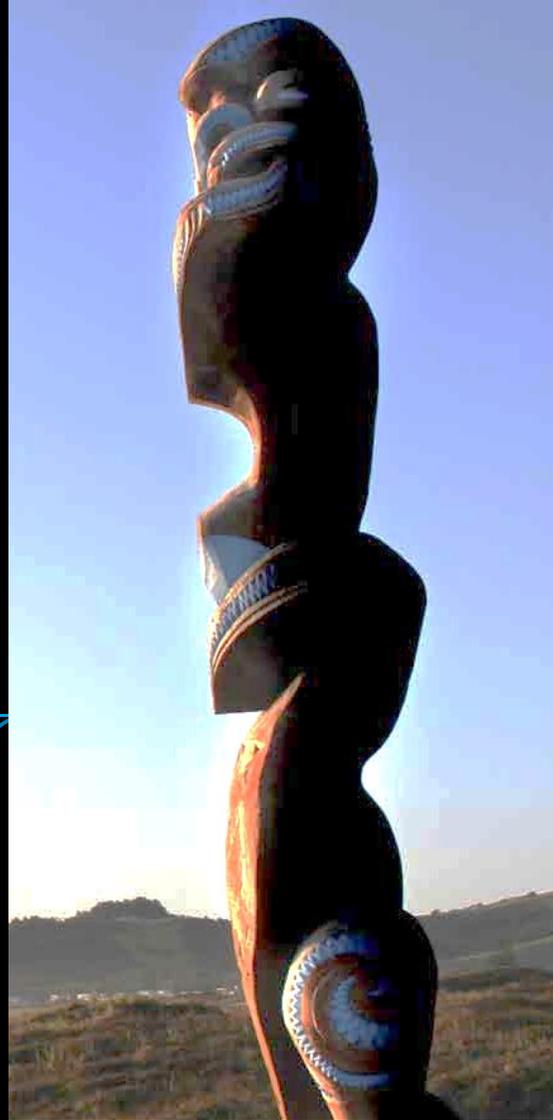


KANTAR PUBLIC

KoPA Model Segmentation 2021

Te Māngai Pāho

November 2021

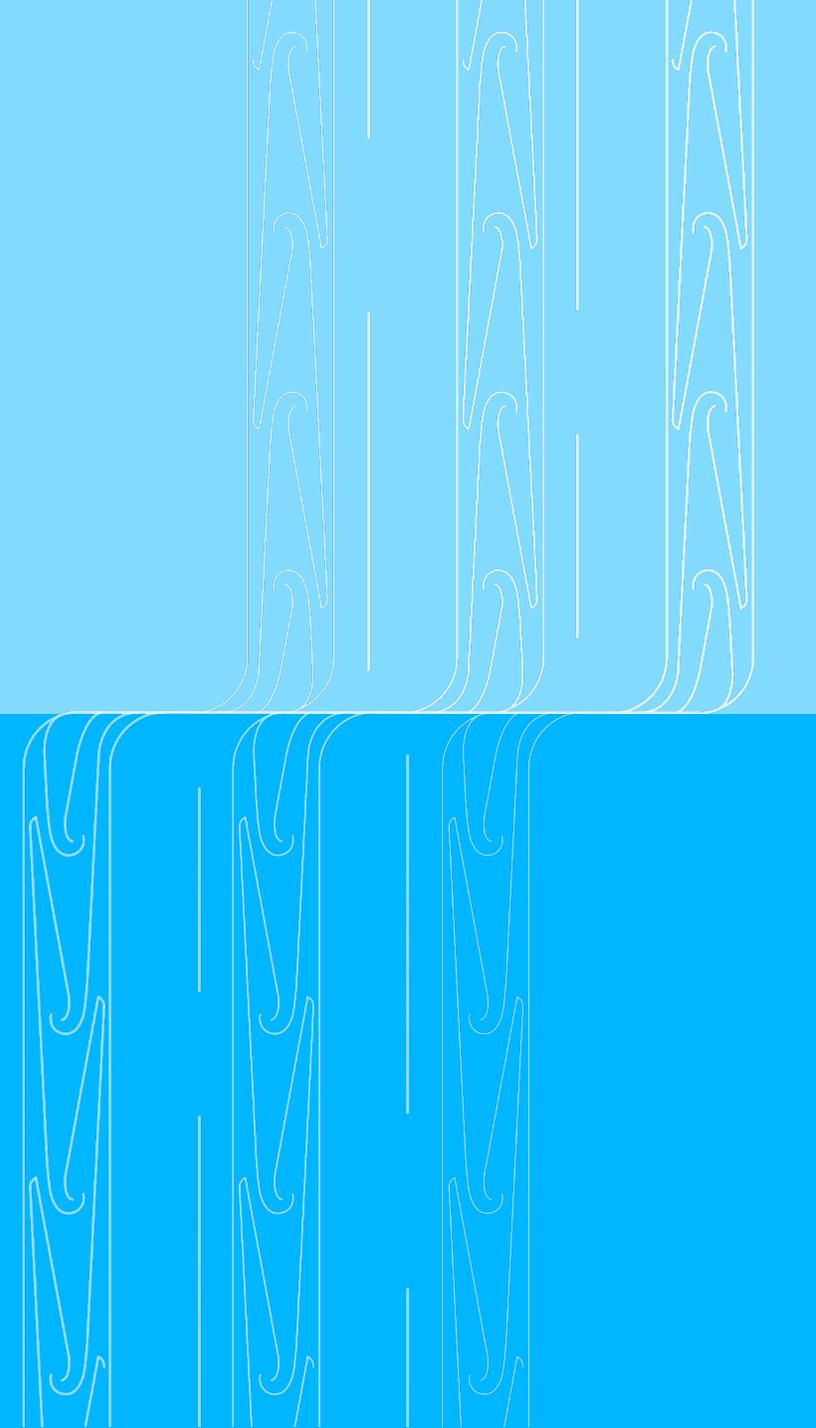


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The 2021 KoPA model replicates the 2019 model in terms of methodology, questionnaire and the definition of the KoPA segments

Background	2019 – KoPA model development	2021 – KoPA model
<p>An online survey was conducted in 2016 to create an initial version of the KoPA model.</p> <p>The 2017 Audience Survey was used to include the additional questions required to create the KoPA model and to provide a first version of the model.</p> <p>There were however a range of constraints to this first version in terms of sample size and interview duration.</p>	<p>The objective of the 2019 survey was to create a refined KoPA model version based on larger and more robust sample sizes and updated questionnaire wording that better reflects the perspective of respondents.</p> <p>Results from an initial qualitative phase were used to update the questionnaire wording which was further refined with a cognitive testing phase.</p> <p>As a result of these initial phases a range of questions that had been used to create earlier versions of the KoPA model were changed.</p> <p>The 2019 version of the KoPA model was created using the same underlying model principles as applied to previous versions, being an initial attitudinal segmentation and then separate criteria for Active Speakers and Culturally Active groups.</p> <p>Due to changes in questionnaire wording, all definitions used to create the initial version of the attitudinal segmentation and Active groups needed to be redefined.</p>	<p>The 2021 survey replicates the 2019 and 2020 surveys in terms of methodology and questionnaire wording.</p> <p>The underlying principle and the segment definitions that were used to create the 2019 KoPA model have been applied to create the 2021 KoPA model.</p>



1

The KoPA model segmentation

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

Attitudinal segmentation ⁽¹⁾

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

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

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

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

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

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

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

Active Speakers

Māori:

- Active users of te reo

Rest of New Zealand:

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

Culturally Active

In the top two attitudinal segments AND:

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

...then specific definitions applied

Te reo knowledgeable

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

Māori culture knowledgeable

- Very knowledgeable or good understanding of Māori culture

Active Speakers

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

Culturally Active

Occasional Speakers

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

Promoters

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

AND

- Te reo knowledgeable OR Māori culture knowledgeable

Learners

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

AND

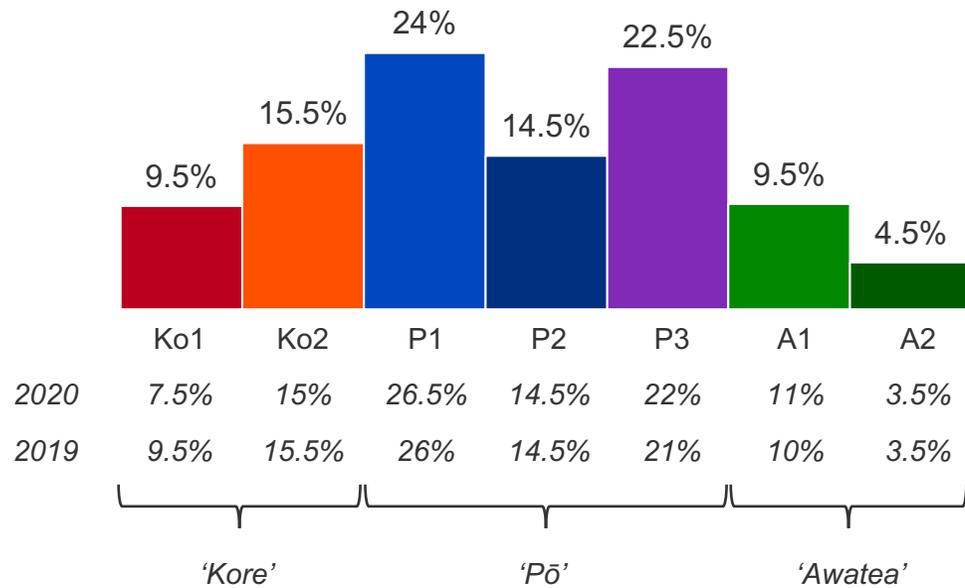
- Te reo knowledgeable OR Māori culture knowledgeable

Behaviourally Active

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

There has been an increase in the A2 Active Speaker segment, and the Kore segments have returned to 2019 levels.

KoPA Model segmentation (2021)

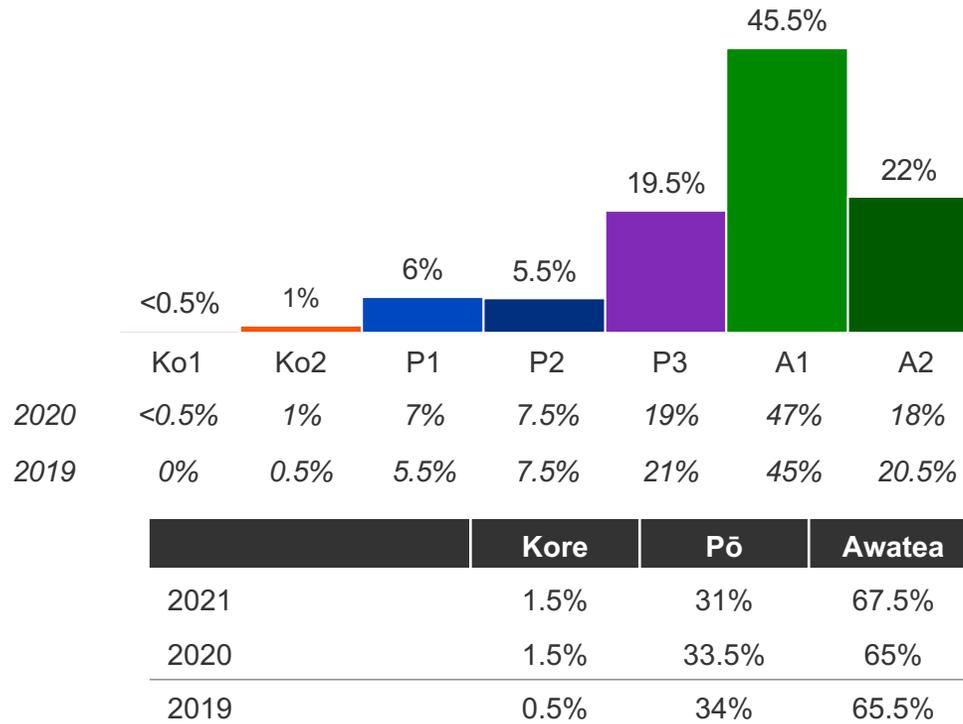


	Kore	Pō	Awatea
2021	25%	61%	14%
2020	22.5%	63%	14.5%
2019	25%	61.5%	13.5%

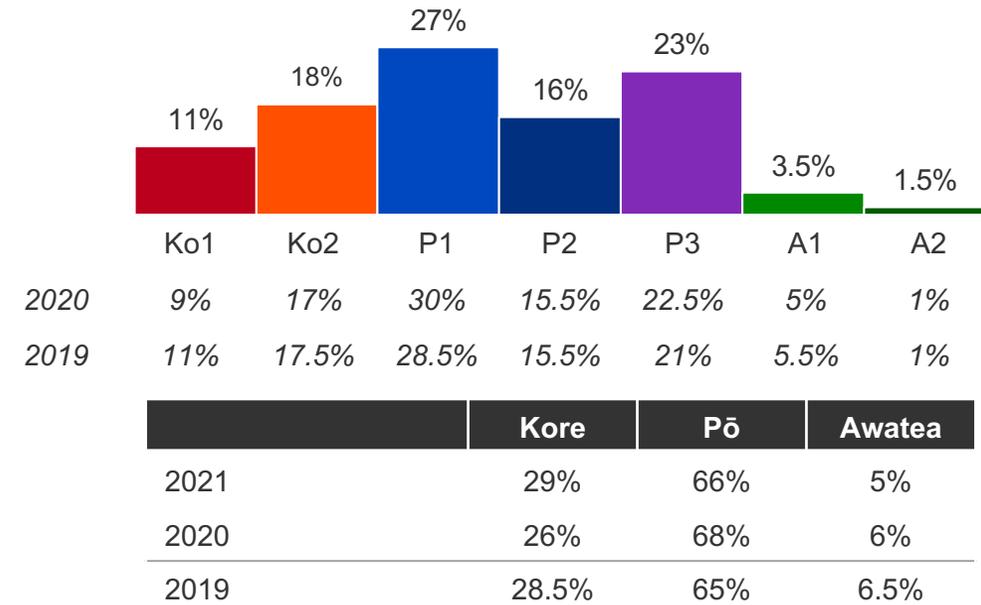
There has been a slight shift in the Māori population towards the Awatea segments and A2 specifically. In contrast, the Rest of NZ population has had a slight shift away from Awatea and towards the Kore segments.

KoPA Model segmentation (2021)

Māori



Rest of NZ



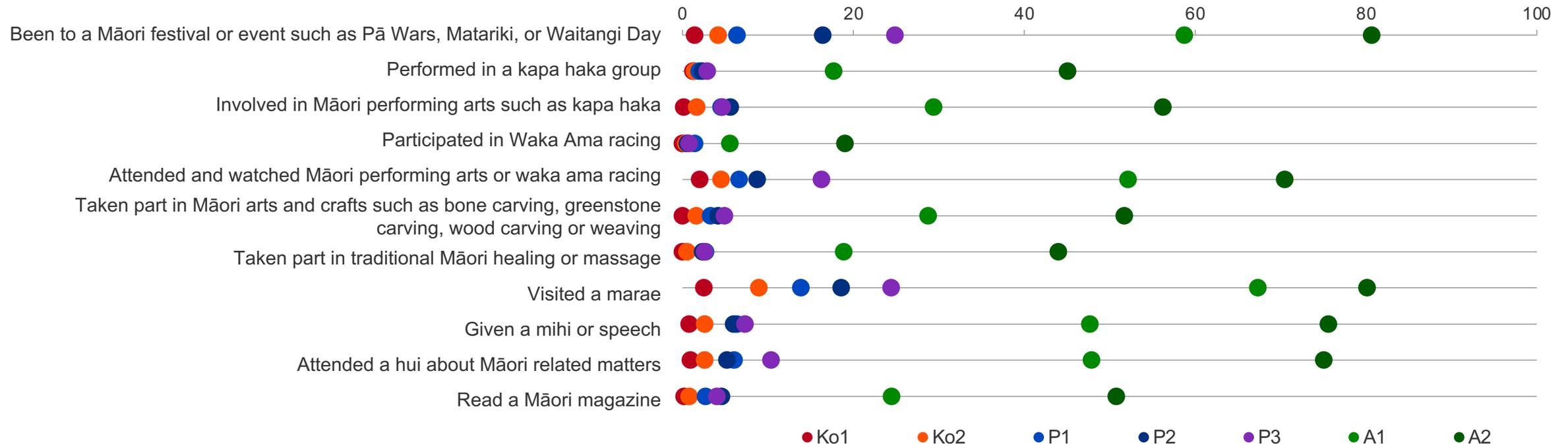
The attitudinal segmentation on which the segments are based form a continuum in attitudes towards te reo Māori and Māori culture and an interest to progress understanding.

Attitudes towards te reo and Māori culture (2021)



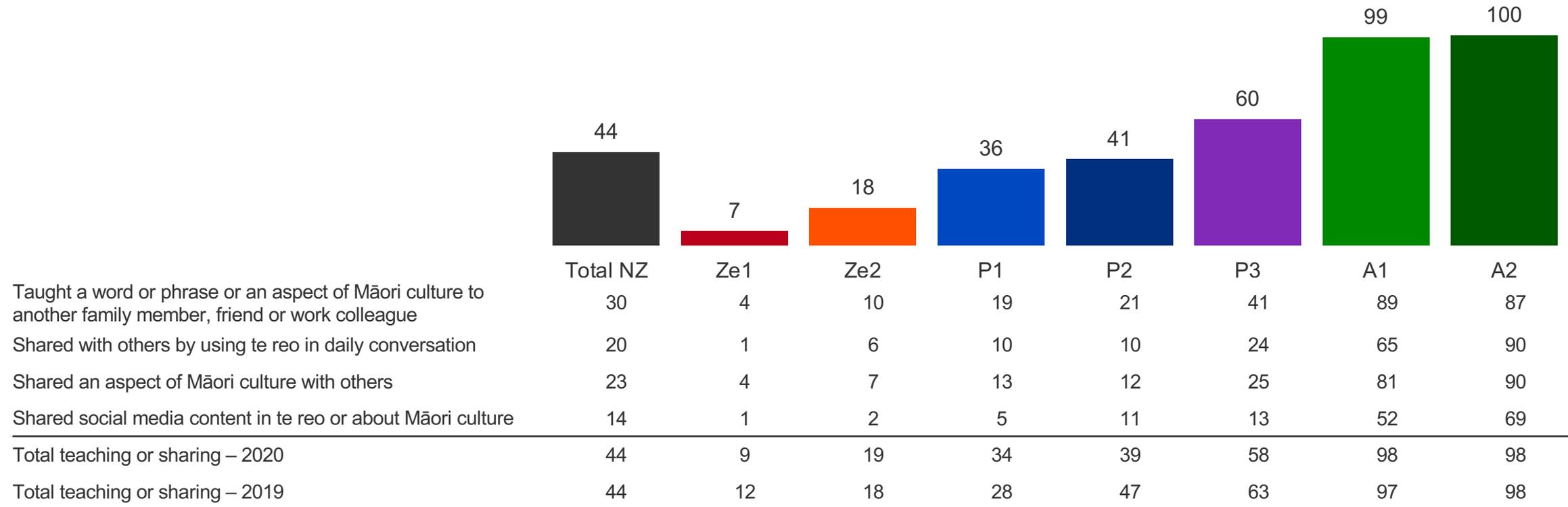
Within the Awatea segments, the A2 segment of 'Active Speakers' are more commonly involved in cultural activities than the A1 'Culturally Active' segment.

Participated in over the past 12 months (% , 2021)



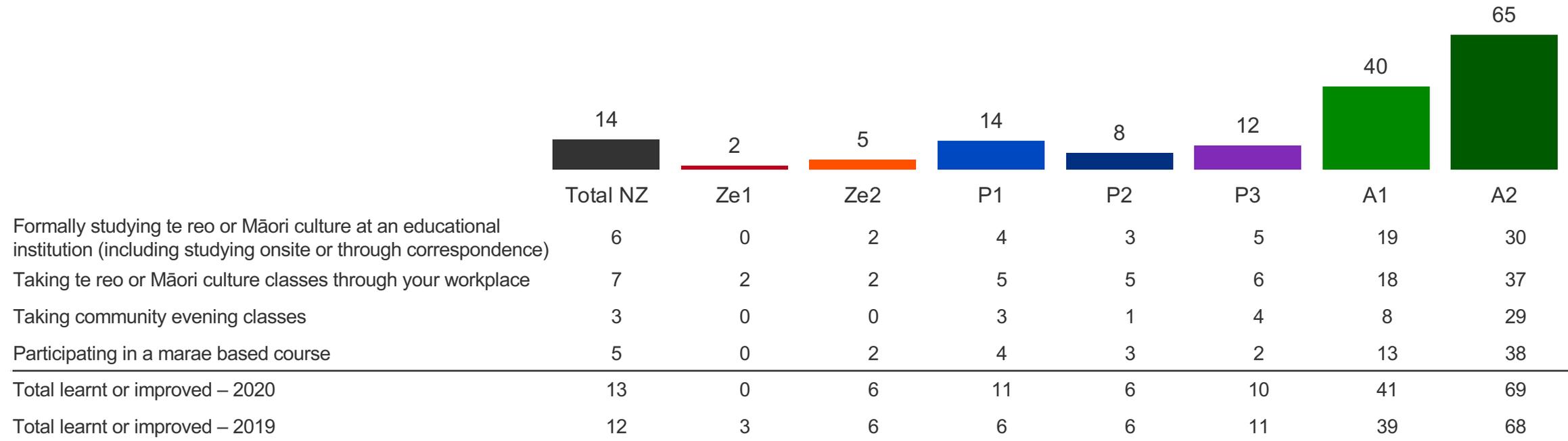
Sharing of te reo or Māori culture over the last 12 months is at a similar level to 2020 among all KoPA segments.

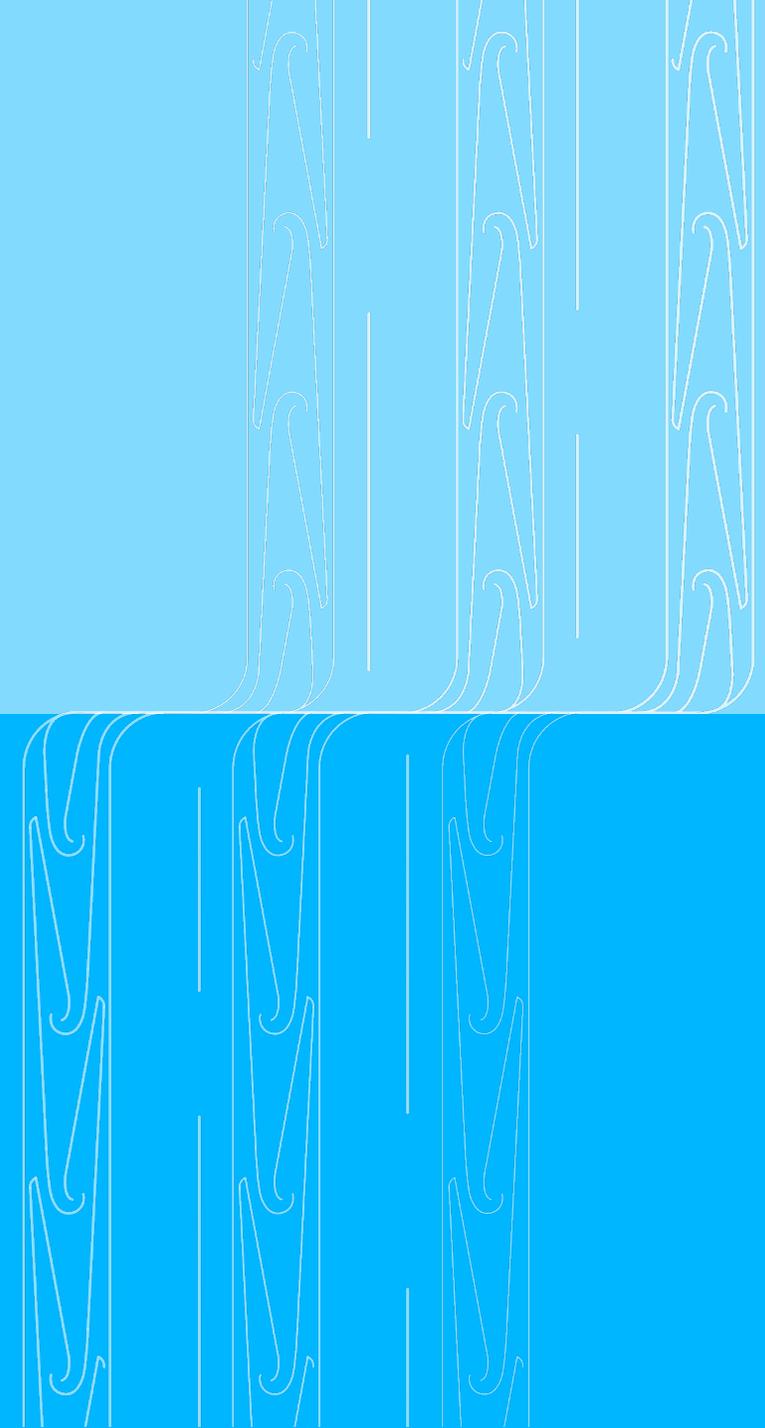
Teaching and sharing of te reo or Māori culture over the last 12 months (% , 2021)



Although the Awatea segments most commonly formally study te reo or Māori culture, levels have increased slightly among the Pō segments.

Formally learnt or improved Māori language ability or knowledge of Māori culture over the last 12 months (% , 2021)

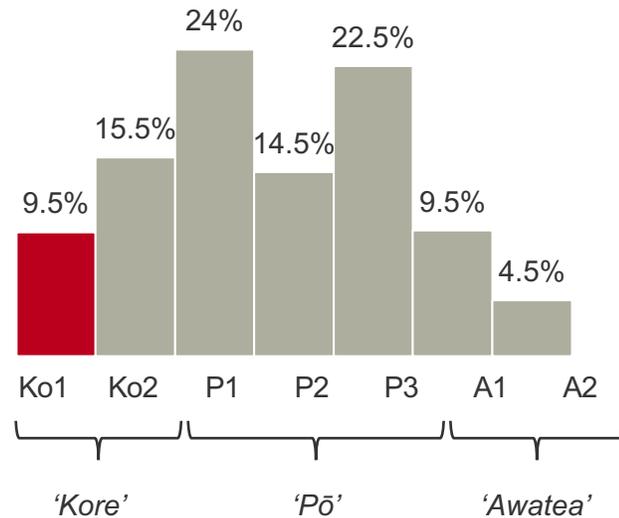




2

Key insights

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



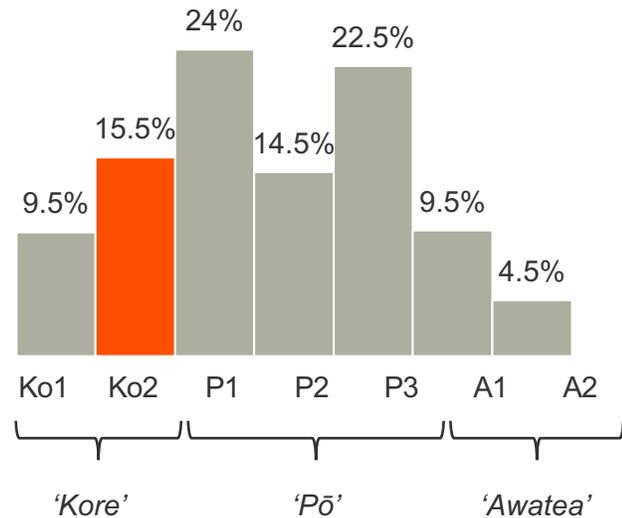
Kore – Ko1 segment

- Just under one in ten (9.5%) within the New Zealand Population are in the Kore Ko1 segment.
- This group is strongly skewed towards males (64%), is older (55% being aged 55 plus), and one third are retired.
- They are predominantly NZ European (88%). They are less likely than other New Zealanders to be residing in Auckland, and more likely to be residing in the central North Island.
- Kore Ko1 have minimal engagement with Māori cultural activities.
- The majority have a negative attitude towards te reo and Māori culture, and its place within New Zealand society.
- They have low understanding of te reo or of Māori culture, and are not interested in learning more.
- They have minimal involvement with Māori programming, including television, radio and digital. Lack of interest is the most common reason for not viewing Māori Television among this group.
- Among the small number who view or listen to Māori programming, the programmes that they choose to watch have minimal impact on their understanding of te reo or of Māori culture.

Implications

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

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



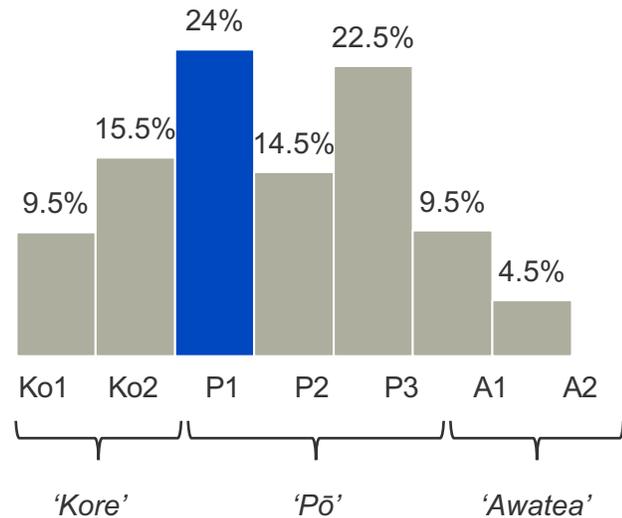
Kore – Ko2 segment

- Consistent with 2019 and 2020, the Kore Ko2 segment is 15.5% of the New Zealand population.
- This group has a slight male skew (55%), is older (44% being aged 55 plus), and 22% are retired.
- Four in five are NZ European, and few are of Māori ethnicity, although as likely as other New Zealanders to be Pacific or Asian peoples. They have no strong regional skews.
- Kore Ko2 have minimal engagement with Māori cultural activities. Their attitude towards te reo and Māori culture, and its place in New Zealand society is often either negative or neutral. Almost two in five, however, support the New Zealand national anthem having both an English and Māori version, and 30% think te reo has a place in key ceremonial occasions.
- Similar to Kore Ko1, they have low understanding of te reo, or of Māori culture. Only one in ten are interested in improving their knowledge of Māori culture, and fewer (7%) their understanding of te reo.
- They have low involvement with Māori programming, including television, radio and digital. Lack of interest, and inability to speak te reo are their more common reasons for not viewing Māori Television.
- Among the small number viewing or listening to Māori programming, the programmes that they choose to watch only have a low impact on their understanding of te reo or of Māori culture.

Implications

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

The Pō P1 segment have some understanding of Māori culture, and attitudes are generally neutral or slightly positive, but their engagement with Māori programming is low.



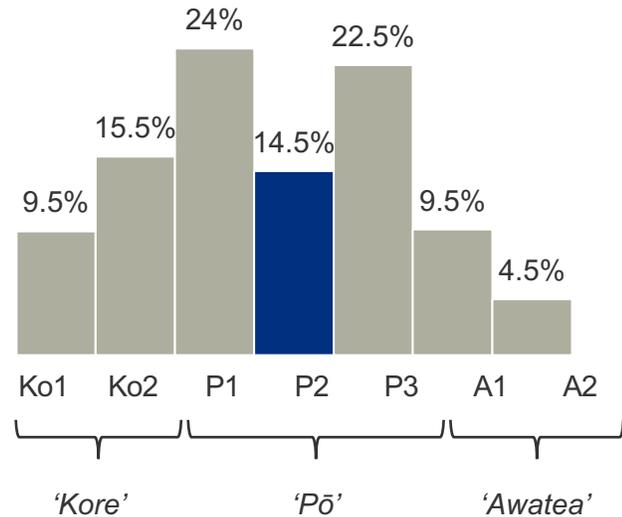
Pō - P1 segment

- Pō P1 is the largest segment of around one in four New Zealanders.
- Pō P1 have no gender or age skews. They are however more likely to reside in Auckland (40%), to be of Indian or Asian descent, and to not identify as Māori.
- Engagement in cultural activities within the last 12 months is mainly visiting a marae (14%).
- Attitudes towards te reo and Māori culture, its place within society and prominent New Zealanders speaking in te reo are generally mildly positive or neutral.
- They have little understanding of te reo, however three in four claim to have at least some understanding of Māori culture. Almost half are interested in learning more te reo or more about Māori culture, but typically only 'slightly', and 14% are currently involved in formal study.
- In particular, they are most interested in learning more about Māori language and history. Learning via online sources is most appealing to this group.
- Pō P1 typically have lower involvement with Māori programming than other Pō segments, including television, radio and digital. Inability to speak te reo is their main reason for not viewing Māori Television, followed by a lack of interest.
- Among those viewing Māori programming, the programmes that they choose to watch have more impact on their understanding of Māori culture than te reo though this impact is moderate.

Implications

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

Many within Pō P2 are interested in learning more about te reo and Māori culture. However, their interest is slight rather than strong, and their engagement with Māori programming is only moderate.



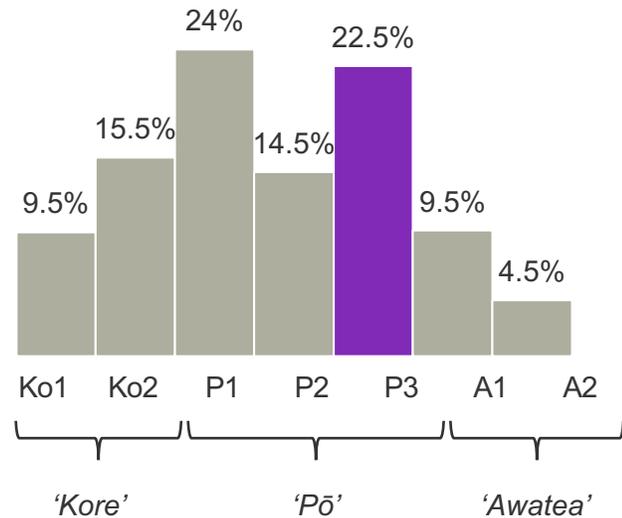
Pō - P2 segment

- The Pō P2 segment remains steady at 14.5% of the New Zealand population.
- This segment has a slight female skew (56%), and younger age skew (42% are under 35 years). They don't have a strong regional skew but are slightly more likely to be of Indian or Asian descent and to not identify as Māori.
- One in five have visited a marae in the past 12 months, and 16% have been to a Māori festival. There is low engagement (9% or lower) in a wide range of other cultural activities.
- Their attitudes towards te reo and Māori culture are typically positive, although this is often a mix between 'strong' and 'slight' agreement.
- They have little understanding of te reo, however four in five claim to have at least some understanding of Māori culture.
- Three in four would like to improve their understanding of te reo and Māori culture, although interest is typically 'slight' rather than 'strong'. One in three have improved their knowledge over the past 12 months, but mainly via informal learning. They have moderate interest in learning more about a wide range of Māori cultural aspects including history, tikanga, celebrations, stories, and traditional arts. They are most interested in learning via online sources.
- Engagement with Māori programming is still moderate, although often slightly higher than Pō P1. Inability to speak te reo, and a lack of time are common reasons for not viewing Māori Television among this group.
- Among those viewing Māori Television, the programmes that they choose to watch are improving their Māori culture knowledge for three in five, and improving their te reo for two in five.

Implications

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

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



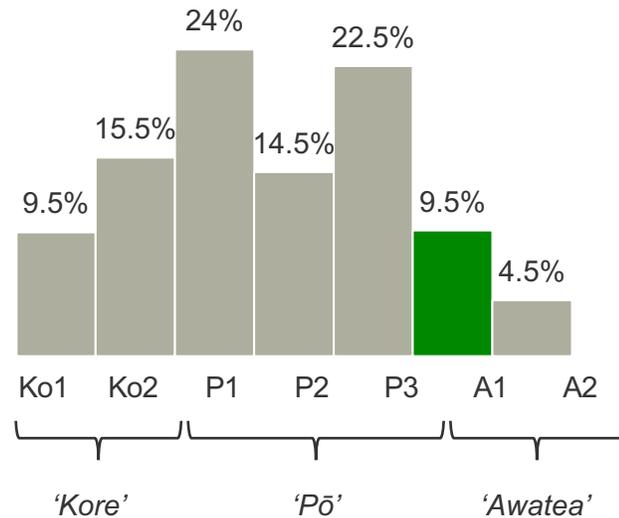
Pō - P3 segment

- The Pō P3 segment is 22.5% of the New Zealand population, broadly consistent with 2020. One fifth (19.5%) of the Māori population also falls within Pō P3.
- This segment has a female skew (59%) but is otherwise relatively representative of the New Zealand population for age, region, ethnicity and employment status.
- One in five have visited a marae in the past 12 months, and been to a Māori festival. 16% have attended and watched Māori performing arts or waka ama racing.
- Attitudes towards te reo and Māori culture are generally strongly positive.
- Most have little understanding of te reo but some understanding of Māori culture. The majority would like to improve - two in three 'strongly' so - and almost half are already engaged in learning, typically through informal study.
- They are interested in learning more about a wide range of Māori cultural aspects. Although they most commonly prefer online sources, they are open to a wide range of information sources including watching television content (48%).
- Of the Pō segments, P3 have the highest level of engagement with Māori programming. Three in four of those viewing Māori Television are improving their knowledge of Māori culture, while half are improving their te reo competency.

Implications

- Pō P3 have very positive attitudes towards te reo and Māori culture already.
- With many interested in learning, and some doing so already informally, strategies will be required to help support this group and convert their general interest into actual learning. Online sources, and television programming offer the greatest potential to provide this group with opportunities for learning.
- Of the Pō segments, P3 are currently the most engaged with Māori programming but it will be important to provide content that uses subtitles to encourage viewing.

The Culturally Active (A1) segment have a good understanding of Māori culture and some understanding of te reo, but few use te reo in daily conversation. Most would like to improve their knowledge of both te reo and Māori culture.



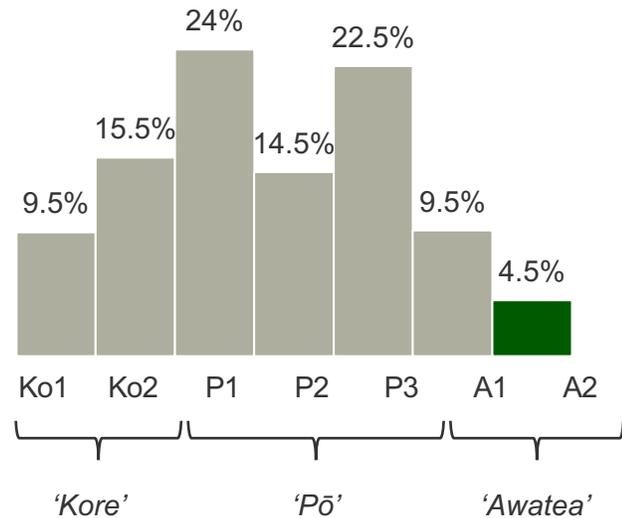
Awatea - Culturally Active (A1) segment

- The Culturally Active (A1) segment is 9.5% of the New Zealand population, but almost half (45.5%) of the Māori population.
- This segment has a female skew (57%), is younger (46% are aged under 35), and two in three identify as Māori. They are less likely to be residing in Auckland or the South Island, and more likely to be living in Northland, Waikato, Bay of Plenty and Gisborne / Hawke's Bay.
- Culturally Active (A1) are participating in a wide range of cultural activities including attending hui about Māori-related matters (48%) and giving a mihi (48%). Their attitudes towards te reo and Māori culture are strongly positive.
- Three in four have at least some understanding of te reo, although few use it on a daily basis. Most have a good understanding of Māori culture.
- There is high interest in improving their understanding of te reo and Māori culture, and two in five are already engaged in formal study. They are interested in learning more about a wide range of Māori cultural aspects including traditional arts, waiata, performing arts, and contemporary arts. They are interested in a wide range of learning channels including online, written content, television programming, podcasts, music and classes.
- Half view Māori Television on a weekly basis, 15% listen to iwi radio at least weekly and a wide range of digital media is also used to access Māori content. Among those viewing or listening to Māori programming, it is helping to improve their knowledge of both te reo and Māori culture.

Implications

- Culturally Active (A1) offer opportunity to further build their Māori culture and te reo knowledge, and to encourage more regular use of te reo. A wide range of platforms can be used to engage with this group, including online, written content, and programming.
- Although this group access a wide range of Māori programming content currently, there is opportunity to increase their engagement. Programming on a wide range of Māori cultural aspects is likely to appeal to this group.
- With 'some' rather than 'good' claimed te reo ability, it remains important to ensure that subtitles are available to encourage viewing of programmes in te reo and to help improve understanding.

Active Speakers (A2) converse in te reo on a daily basis, although few consider themselves fluent, and most have a good understanding of Māori culture. There is still high interest in improving, and this segment are the highest consumers of Māori programming content.



Awatea - Active Speakers (A2) segment

- Although Active Speakers (A2) are only 4.5% of the New Zealand population, and 22% of Māori, this is higher than in 2020.
- This group has no gender skew, but are younger (48% are under 35), and 72% are Māori. Similar to Culturally Active (A1), they are less likely to be residing in Auckland, or the South Island, and more likely to be living in Northland, Waikato, Bay of Plenty and Gisborne / Hawke's Bay.
- Active Speakers (A2) are immersed in a wide range of cultural activities including Māori arts and crafts, Māori performing arts, Māori healing or massage, and waka ama racing. They are generally strongly positive in attitude towards te reo and Māori culture.
- Most have a good understanding of te reo, although only 24% consider themselves fluent, and all converse in te reo daily. Most also have a good understanding of Māori culture.
- There is high interest in improving their te reo and knowledge of Māori culture. Two in three are involved in formal learning via educational institutions, marae based courses, workplace classes or community evening classes. Similar to Culturally Active (A1), they are interested in learning more about a wide range of Māori cultural aspects, including politics, and are open to a wide range of ways to learn, including programming.
- Four in five view Māori Television weekly, and half listen to iwi radio weekly. This segment is most likely to also be using digital media to access Māori content, with increasing access of digital radio programming. The majority agree that Māori programming is helping to improve their knowledge of te reo and Māori culture.

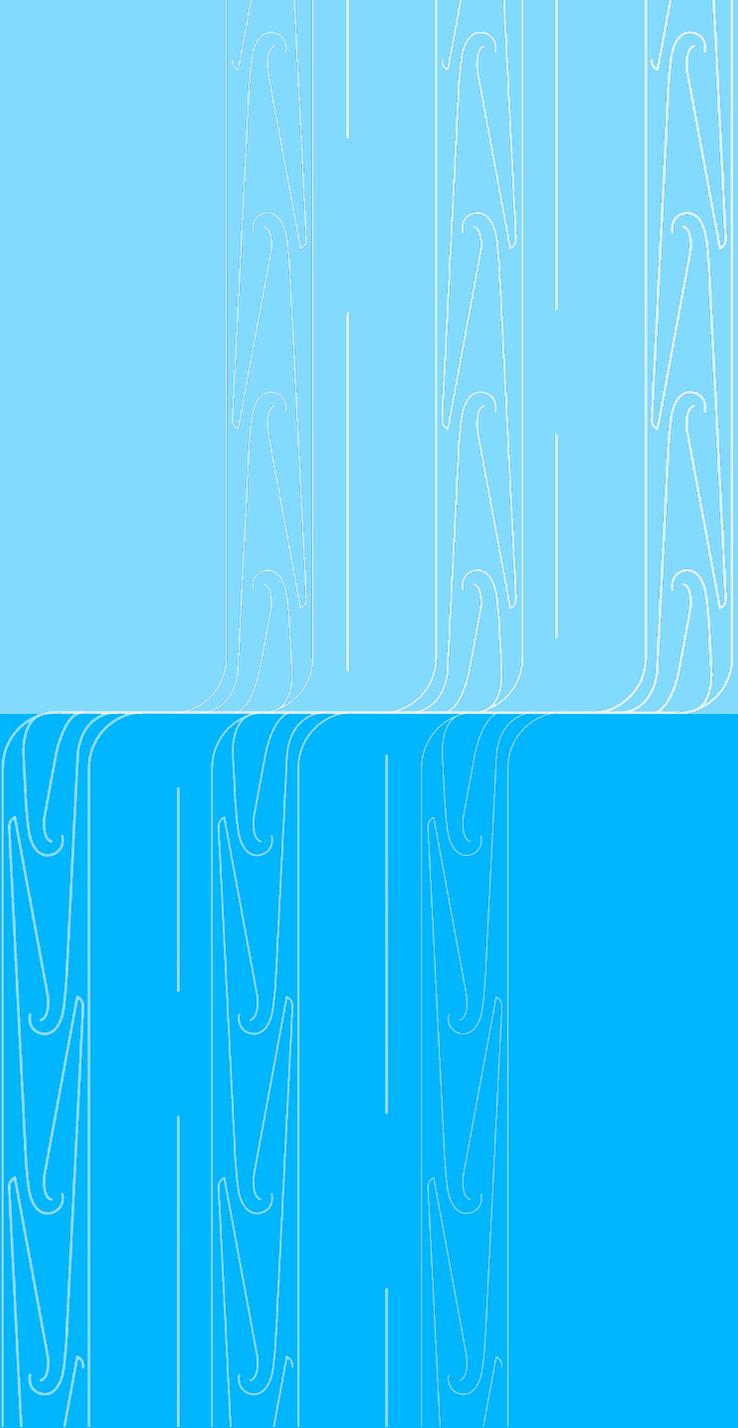
Implications

- A2 'Active Speakers' are fully immersed in te reo and Māori culture and, as such, this group has the potential to act as role models and mentors to others in their knowledge and use.
- This group are the highest consumers of Māori programming content and with good te reo ability already, the task for the A2 'Active Speakers' segment is to continue to provide engaging programming to encourage regular viewing and to capitalise on the opportunities provided by digital media. A wide range of Māori cultural content will appeal to this group.



3

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



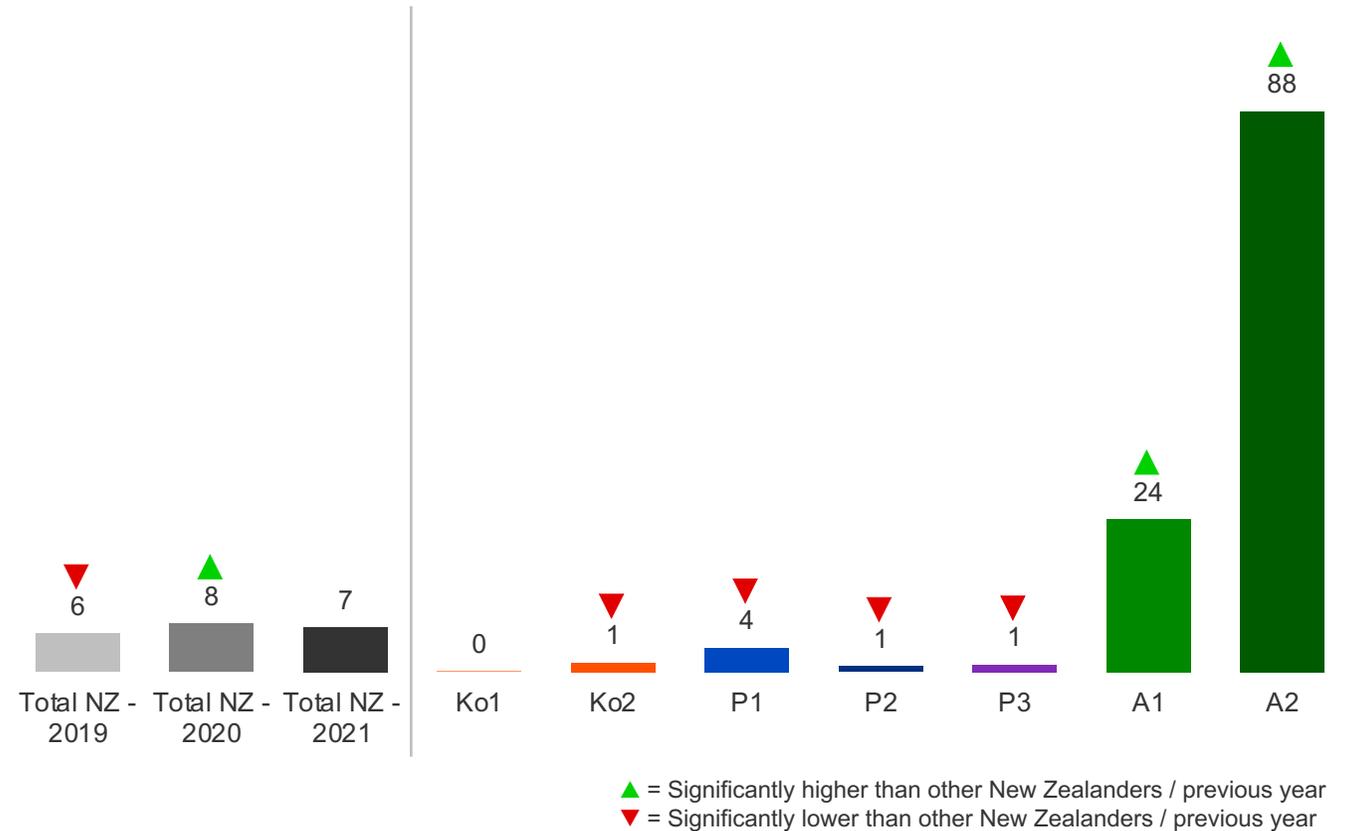
Just under one in ten New Zealanders (7%) agree they can have a conversation about everyday things in te reo, consistent with previous years.

Key findings

- A large majority (88%) of Active Speakers (A2) and one in four Culturally Active (A1) are able to have conversations in te reo about everyday things.
- Few within the Kore or Pō segments are able to have a conversation in te reo.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	0	1	4	1	1	24	88
2020	0	0	4 ▲	1	1	28	90
2019	1	0	1	1	1	25	94

Able to have a conversation about a lot of everyday things in te reo Māori (% , 2021)



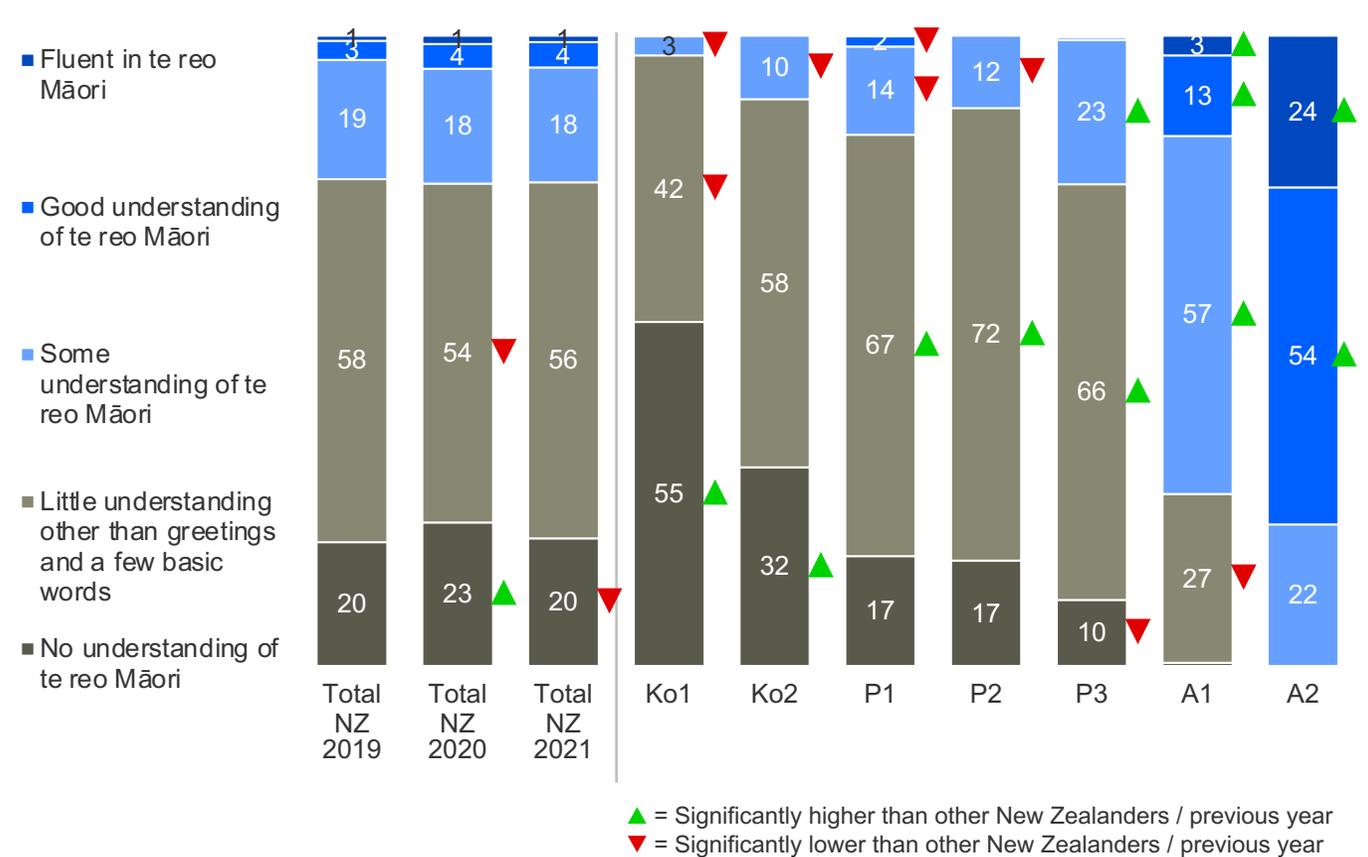
Most Active Speakers (A2) consider themselves to have a good understanding of te reo rather than being fluent, and three in four Culturally Active (A1) have at least some understanding.

Key findings

- Consistent with 2020, 18% of New Zealanders consider themselves to have some understanding of te reo, and 5% think they either have a good understanding or are fluent.
- Most Active Speakers (A2) have a good understanding of te reo, although only one in four consider themselves to be fluent.
- Only 16% Culturally Active (A1) consider themselves to have a good understanding of te reo or be fluent, although most (57%) have some understanding. One in four, however, have little understanding beyond greetings and a few basic words.
- Most within the Pō segments have little understanding of te reo other than greetings and a few basic words. One in four (23%) within P3 however claim to have at least some understanding, and just over one in ten within P1 (16%) and P2 (12%).
- Those within the Kore segments typically have either no or little understanding of te reo.

Good understanding / fluent (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	0	0	2	0	1	16	78
2020	0	1	3 ▲	0	0	18	70
2019	0	0	1	0	0	15	66

Level of te reo Māori in situations feel most confident with ability (% , 2021)



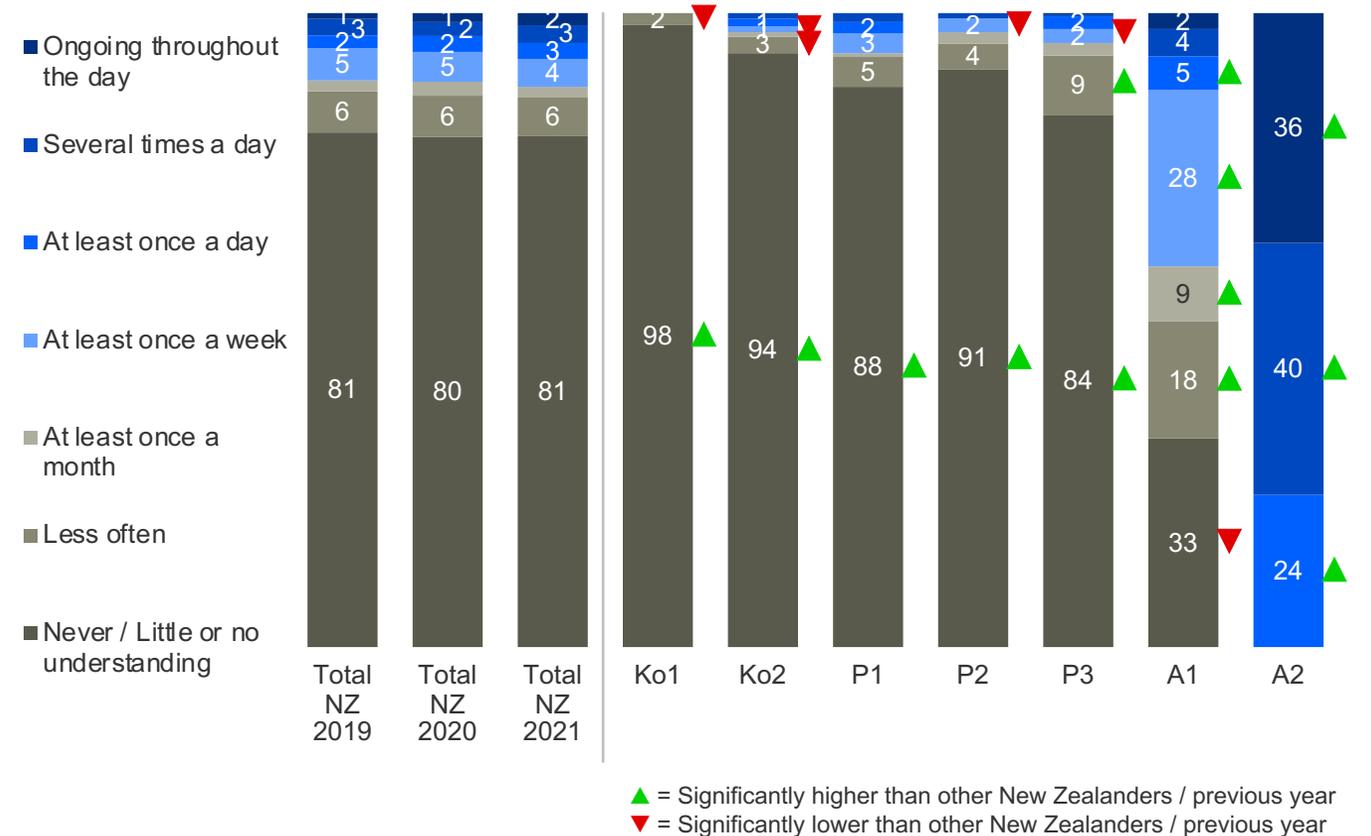
Three in four Active Speakers (A2) converse in te reo either ongoing or several times a day, while one in ten Culturally Active (A1) have daily conversations in te reo.

Key findings

- Overall, 7% of New Zealanders converse in te reo on a daily basis.
- Just over one in three Active Speakers (A2) converse in te reo on an ongoing basis throughout the day, and the remainder have conversations at least daily.
- One in ten (12%) Culturally Active (A1) have daily conversations in te reo and a further 28% at least weekly. Half, however, either never converse in te reo or do so very infrequently (less than monthly).
- Few within the Pō and Kore segments converse in te reo on a regular basis.

At least daily (%)	Total NZ	Ko1	Ko2	P1	P2	P3	A1	A2
2021	7	0	2	4	1	3	12	100
2020	6	1	1	4▲	1	2	8	100
2019	6	3	0	1	1	3	9	100

Use of te reo Māori for conversations in everyday life (% , 2021)



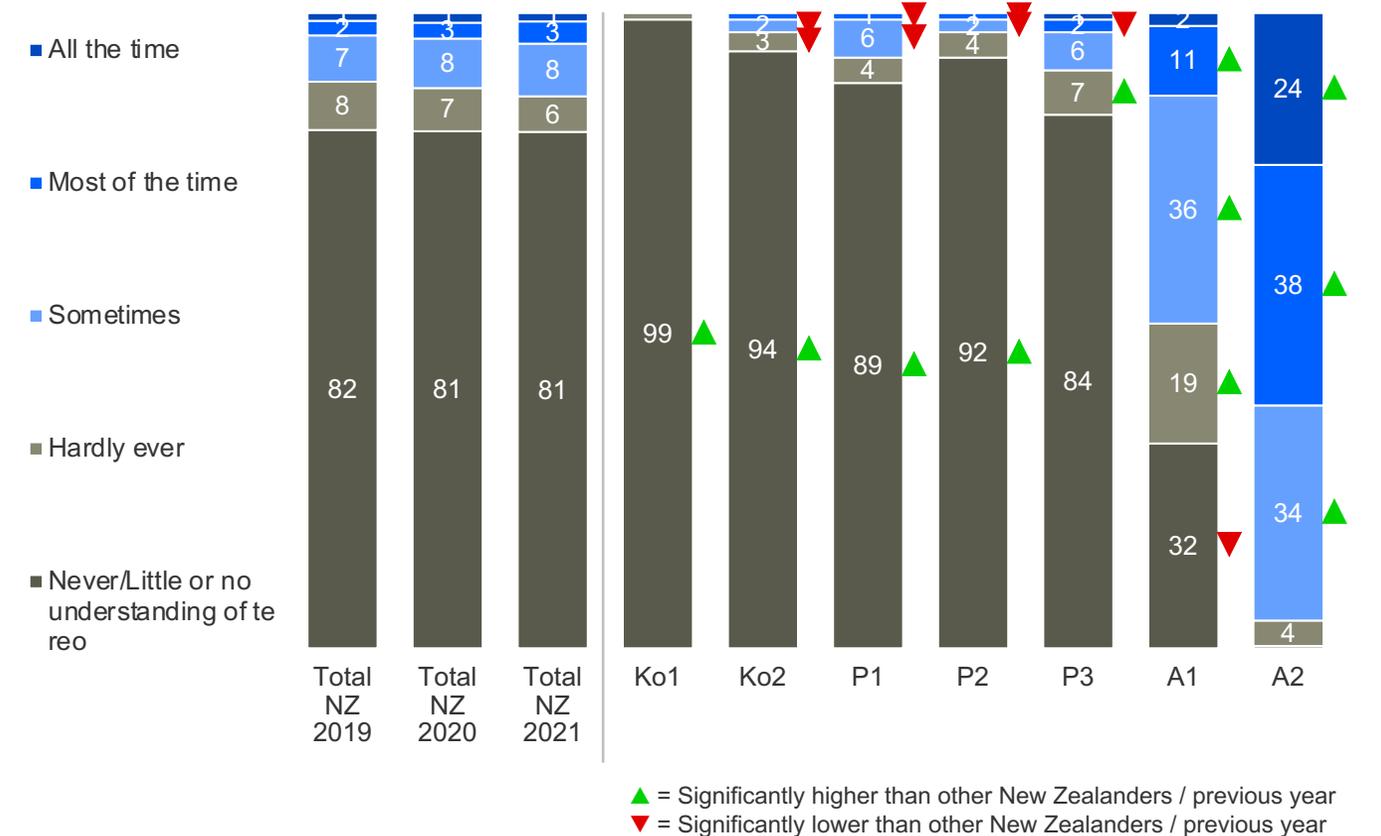
Though they are daily users of te reo, two in five Active Speakers (A2) will only choose to speak in te reo sometimes, rather than most of the time, when they have the opportunity to do so.

Key findings

- Three in five (62%) Active Speakers (A2) converse in te reo either all or most of the time when they have the opportunity and feel confident to do so. Only 4% 'hardly ever' choose to converse in te reo.
- Half of the Culturally Active (A1) segment will choose to converse in te reo at least some of the time when they have the opportunity and feel confident to do so.
- A minority within the Pō segments will sometimes choose to talk in te reo when they have the opportunity and feel confident to do this. This is most common among P3 (9%).

All / most of the time (%)	Total NZ	Ko1	Ko2	P1	P2	P3	A1	A2
2021	5	0	1	1▼	1	2▲	13	62
2020	4	0	0	2▲	0	1	13	58
2019	3	0	0	0	0	1	9	65

Use of te reo rather than another language when have the opportunity and feel confident (% , 2021)



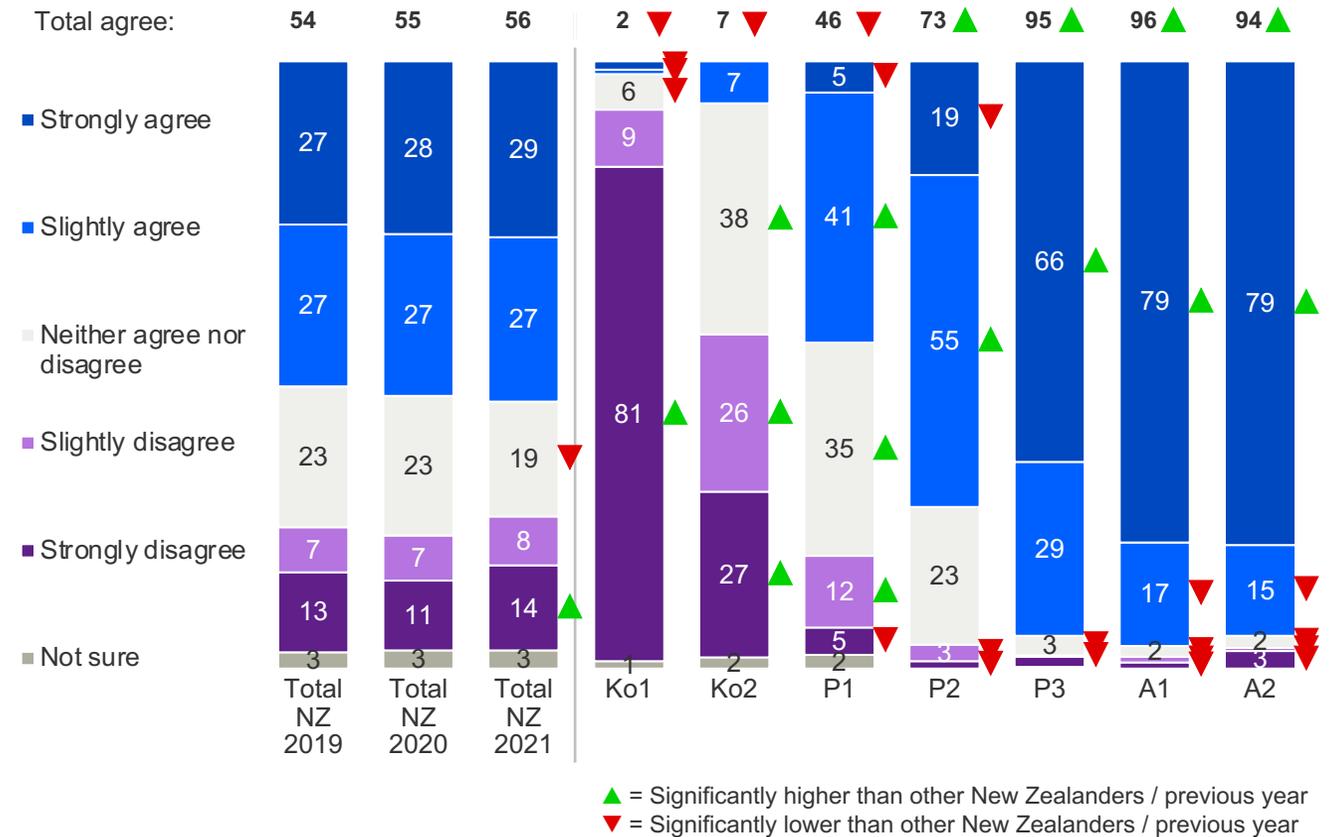
Desire to improve understanding of te reo increases moving from left to right across the Kore and Pō segments, with very strong interest among Pō P3 and the Awatea segments.

Key findings

- Although not statistically significant, interest in improving te reo understanding is slowly increasing. More than half New Zealanders would like to improve their understanding of te reo, and three in ten strongly so. However, there has also been an increase in those not interested to 22%.
- The majority within the Awatea segments want to improve their understanding of te reo, and four in five strongly so.
- Interest in improving their understanding of te reo increases across the Pō segments from 46% among P1, to 73% among P2, and to 95% among P3. Interest is slight rather than strong among Pō P1 and P2. However, two in three Pō P3 strongly agree that they would like to improve their understanding of te reo.
- Few within the Kore segments have a desire to improve their understanding of te reo. Those within Ko2 are mixed between disagreeing or feeling neutral towards improving, while the majority within Ko1 are strongly disinterested.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	2	7	46	73	95	96	94
2020	5	7	41	68	94	93	92
2019	2	10	40	70	94	94	88

Desire to improve understanding of te reo Māori (% 2021)



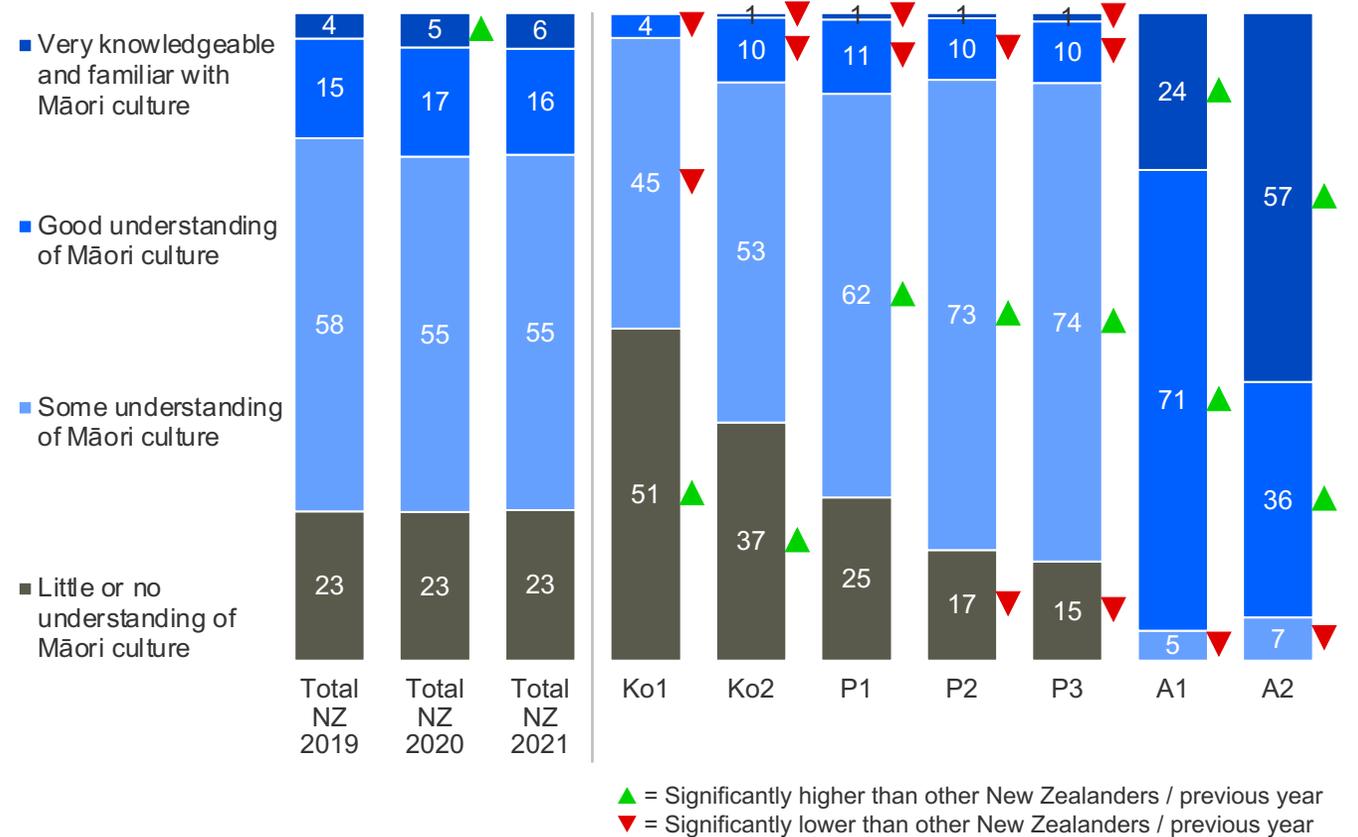
Three in four New Zealanders have at least some understanding of Māori culture, although fewer than one in four have a good understanding, or are very knowledgeable.

Key findings

- The majority of those within the Awatea segments have a good understanding of Māori culture, with three in five Active Speakers (A2) and one in four Culturally Active 'very knowledgeable and familiar'.
- The Pō segments typically have at least some understanding of Māori culture although only one in ten claim to have a good understanding.
- Though understanding is lower among the Kore segments, just over six in ten within Ko2 and five in ten within Ko1 claim to have at least some understanding of Māori culture.

Good / very knowledgeable (%)	Total NZ	Ko1	Ko2	P1	P2	P3	A1	A2
2021	22	4	11	12	10	11	95	93
2020	22 ▲	8	7	11 ▲	12	11	96	94
2019	19	6	7	8	10	11	94	86

Level of Māori culture understanding (% 2021)



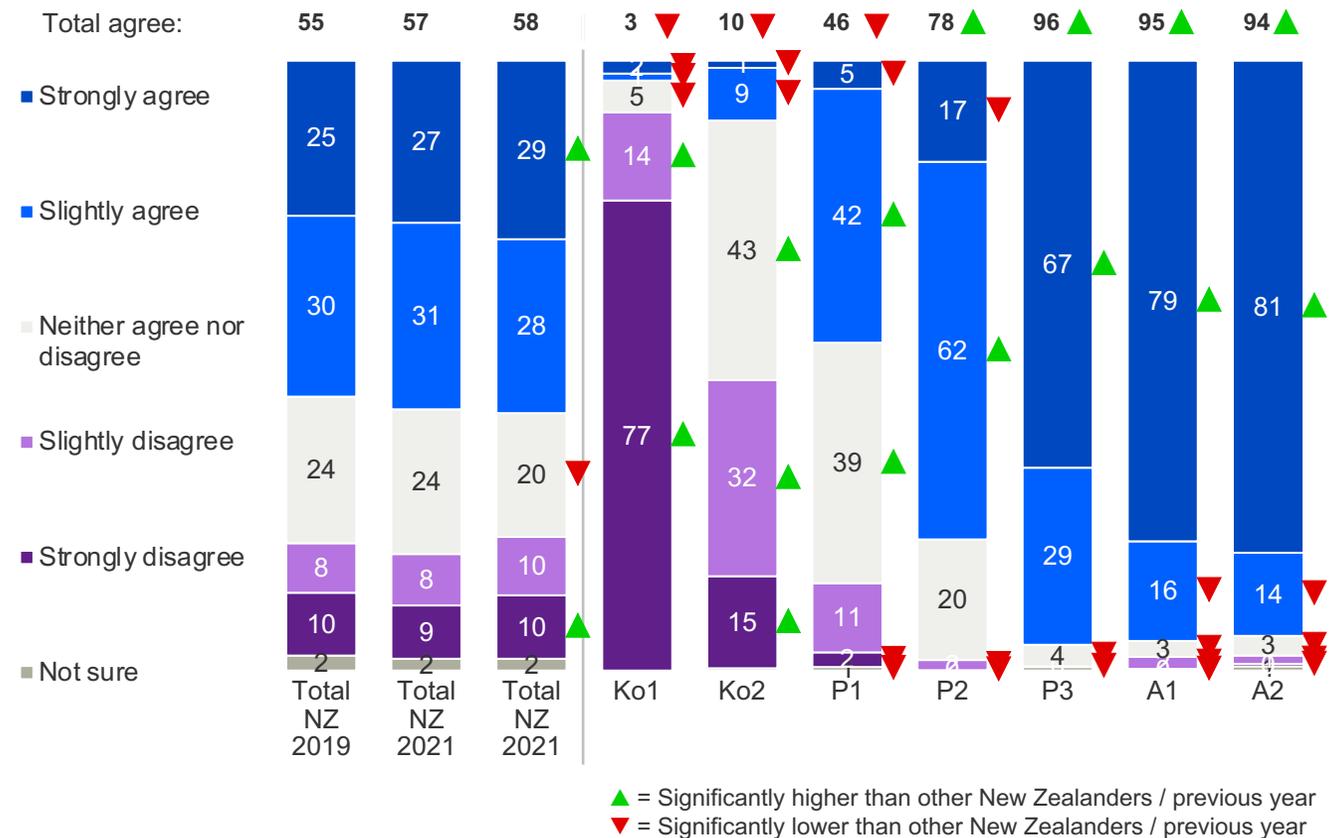
Interest in learning more about Māori culture shows signs of slowly increasing, and three in ten are New Zealanders are now strongly interested in learning more.

Key findings

- Just under three in five within the New Zealand population would like to learn more about Māori culture, and strong interest has increased to 29%.
- The majority within the Awatea segments would like to learn more about Māori culture, with four in five strongly agreeing.
- Interest in learning more about Māori culture builds across the Pō segments from 46% within P1 to 78% within P2 and 96% within P3. Interest is typically slight, rather than strong, among Pō P1 and P2. Two thirds of Pō P3 however strongly agree that they would like to learn more about Māori culture.
- Few within the Kore segments are interested in learning more about Māori culture. Sentiment within Ko2 is mixed between disagreeing or feeling neutral towards improving, while the majority of Ko1 strongly disagree.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	3	10	46	78	96	95	94
2020	3	9	42	77	95	92	88
2019	5	11	40	78	95	90	86

Interest in learning more about Māori culture (% 2021)

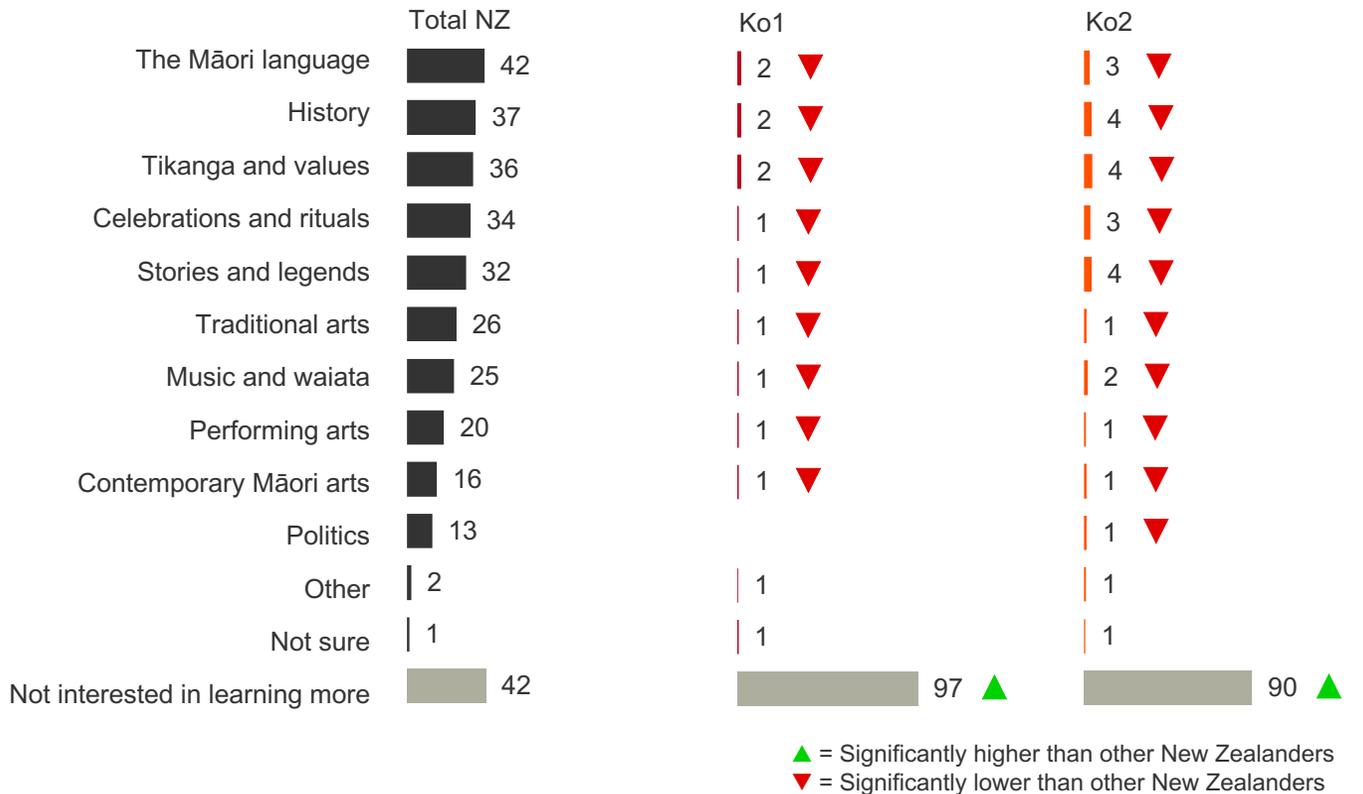


New Zealanders are interested in learning more about a wide range of Māori cultural aspects including Māori language, history, tikanga, celebrations, and stories.

Key findings

- New Zealanders are most commonly interested in learning more about the Māori language (42%).
- One in three or higher are interested in learning more about the history, tikanga and values, celebrations and rituals, and stories and legends of Māori culture.
- Traditional arts, and music and waiata are of interest to one in four New Zealanders.
- One in five are interested in learning more about Māori performing arts, 16% about contemporary Māori arts, and 13% about Māori politics.
- There is minimal interest in learning more about Māori culture among both Kōre segments.

Aspects of Māori culture are interested in learning more about – Kōre (% 2021)

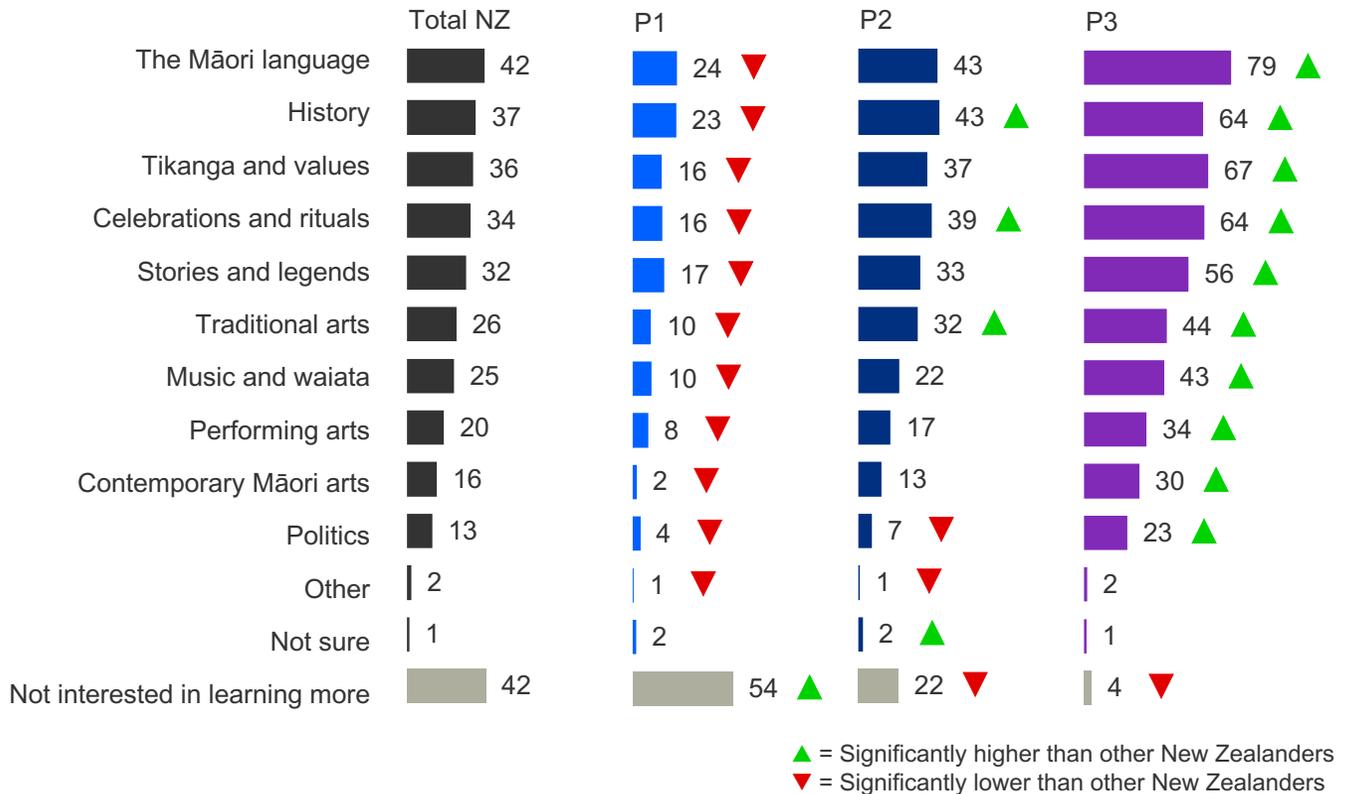


Within Pō, the P3 segment are most interested in learning about a wide range of areas of Māori culture including history, tikanga and celebrations.

Key findings

- Although interest levels build across the Pō segments, learning more about the Māori language, and Māori history, are of highest interest among all groups.
- There is also high interest among Pō P3, and moderate interest among Pō P2, to learn more about tikanga and values, celebrations and rituals, and stories and legends.
- Although more moderate, at least two in five within Pō P3 are also interested in learning more about traditional arts, and music and waiata.

Aspects of Māori culture are interested in learning more about – Pō (% 2021)

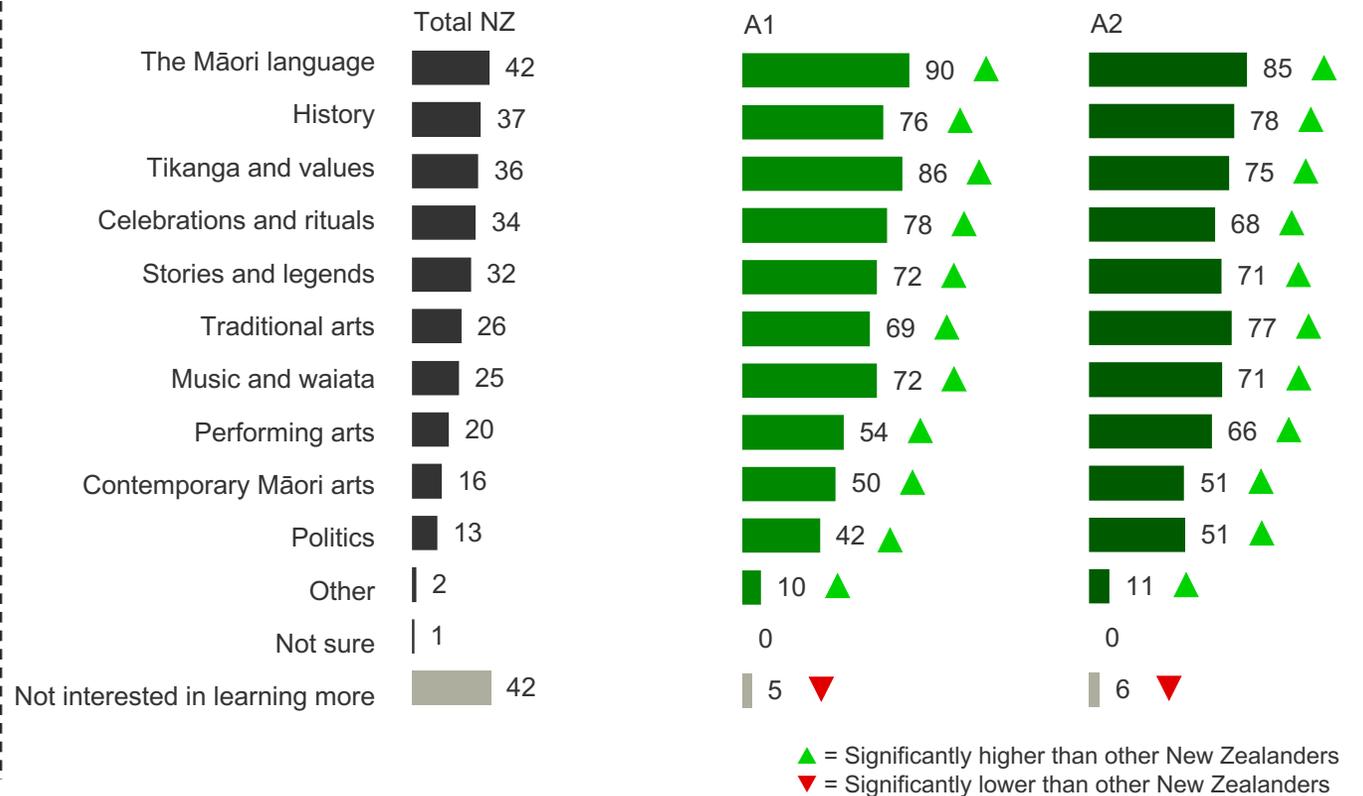


The Awatea segments are interested in learning about all aspects of Māori culture including performing arts, contemporary Māori arts, and politics.

Key findings

- Active Speakers (A2) and Culturally Active (A1) are significantly more interested than other New Zealanders to learn more about all aspects of Māori culture.
- Of highest interest is learning more about the Māori language, history, tikanga, celebration, stories, traditional arts, music and waiata.
- 54% of Culturally Active (A1) and 66% of Active Speakers (A2) are also interested in learning more about the performing arts. Contemporary Māori arts are of interest to one in two.
- Though Active Speakers (A2) are more interested in politics (51%), there is moderate interest (42%) among Culturally Active (A1).

Aspects of Māori culture are interested in learning more about – Awatea (% 2021)

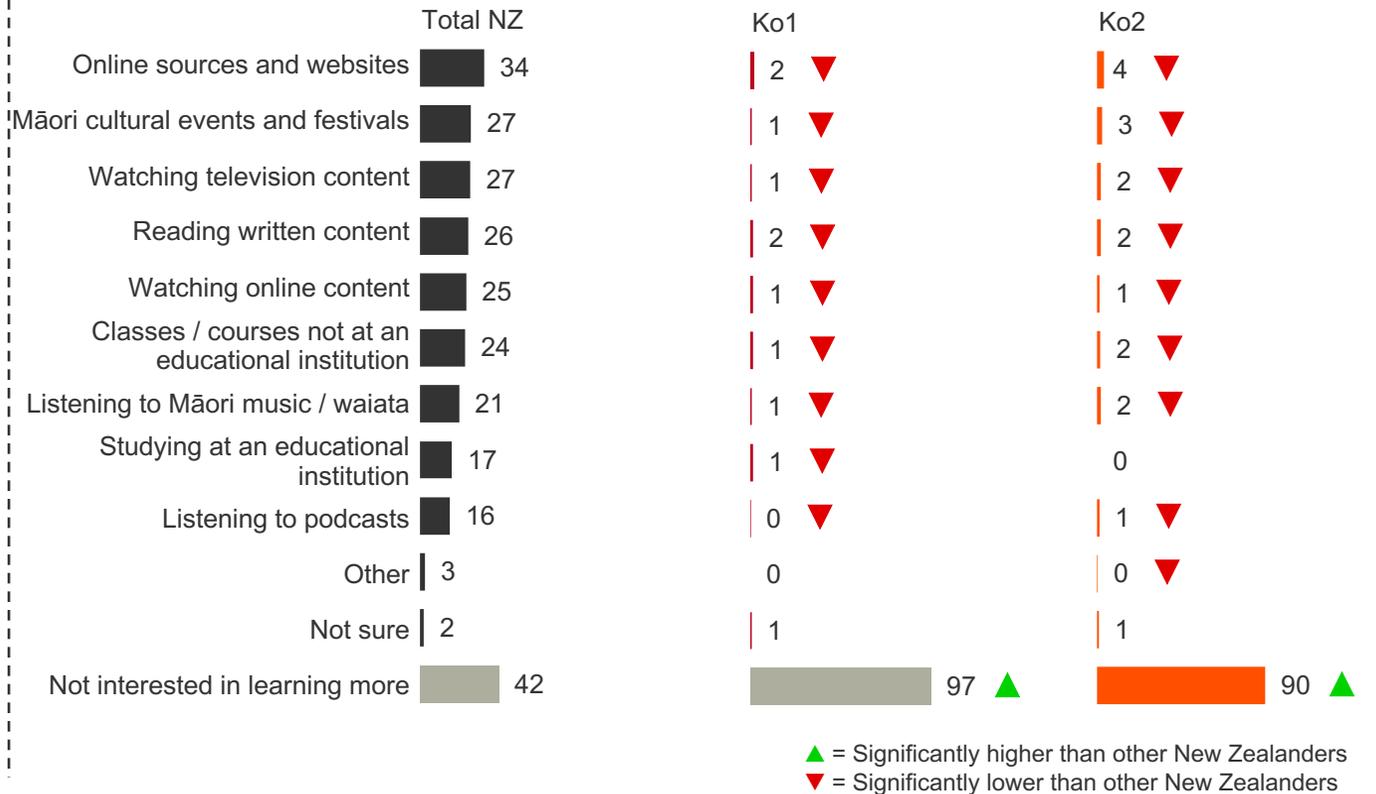


There are a wide range of channels through which New Zealanders would like to learn more about Māori culture, including watching television content.

Key findings

- New Zealanders would most commonly like to learn more about Māori culture via online sources and websites at one in three.
- A wide range of sources are of interest to around one in four including watching television content, attending Māori cultural events, and reading written content.
- There is higher interest in learning through informal classes and courses (at 24%) compared to studying at an educational institution (at 17%).
- Listening to podcasts is of lower interest at 16%, while one in five would like to learn more by listening to Māori music and waiata.
- Few within the Kore segments are interested in learning more about Māori culture via any information sources.

Ways would like to learn more about Māori culture – Kore (% 2021)

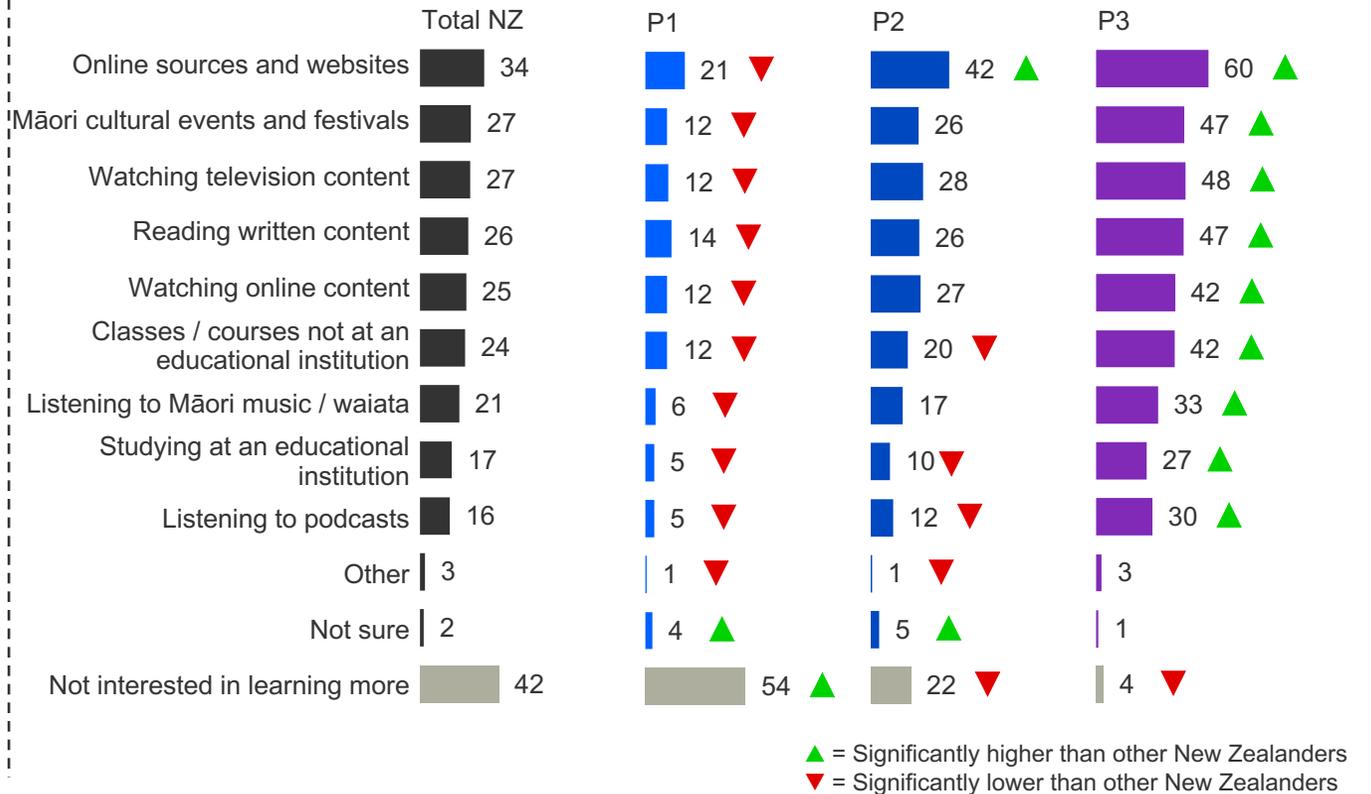


Among the Pō segments, learning via online sources is of the highest interest, while watching television content is also prominent.

Key findings

- Among the Pō segments, online sources and websites are the most common way that they would like to learn more about Māori culture.
- A wide range of ways are of interest to around half of Pō P3 and one quarter of Pō P2 including watching television content, attending or participating in Māori cultural events and festivals, and reading written content.
- Of the Pō segments, P3 have the highest interest in attending classes and courses, more commonly being less formal courses (42%) than study at an educational institution (27%).
- Listening to podcasts and Māori music is of highest interest to Pō P3 with around one third interested in using these channels.

Ways would like to learn more about Māori culture – Pō (% 2021)

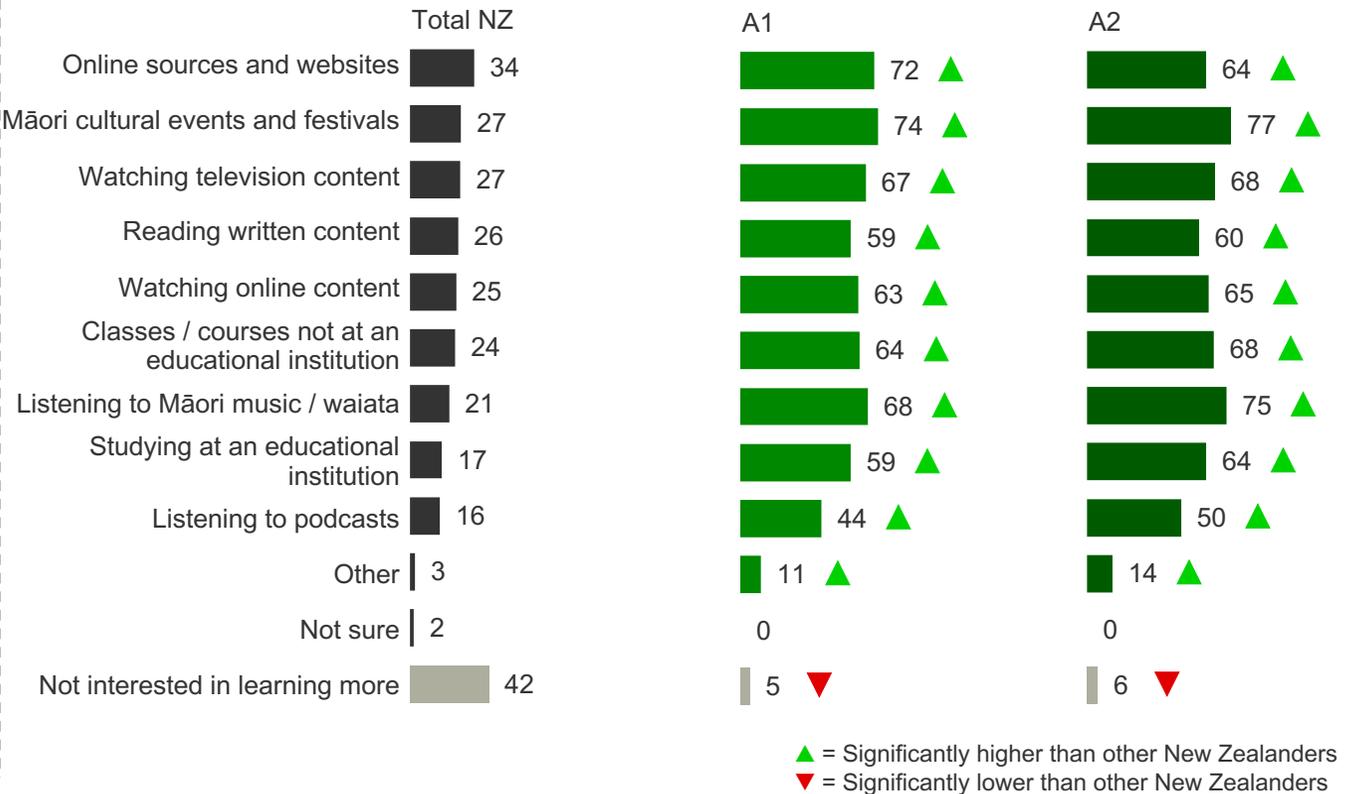


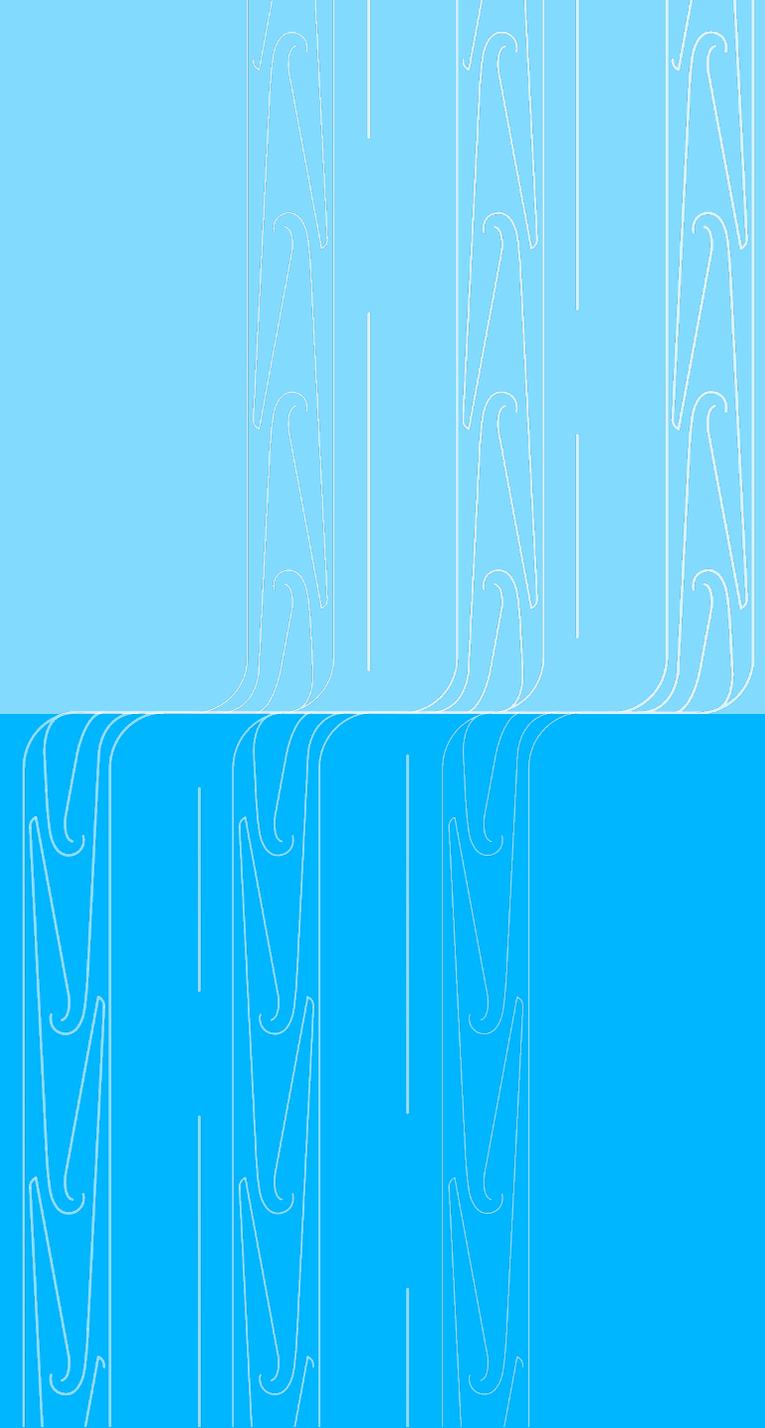
The Awatea segments are open to a wide range of ways in which to learn more about Māori culture.

Key findings

- There are a wide range of information sources that are of interest to the Awatea segments as ways to learn more about Māori culture.
- Of highest interest to Active Speakers (A2) are attending or participating in Māori cultural events and festivals, and listening to Māori music and waiata.
- Culturally Active (A1) are most commonly interested in using online sources and websites, or attending or participating in Māori cultural events and festivals.
- Learning via television content is of interest to two in three within the Awatea segments.
- Listening to podcasts is of interest to half of Active Speakers (A2) and 44% of Culturally Active (A1).
- Both Active Speakers (A2) and Culturally Active (A1) show similar interest in formal study at an education institution and informal classes or courses (64% of A2 and 59% of A1).

Ways would like to learn more about Māori culture – Awatea (% 2021)





4

Attitudes and behaviours

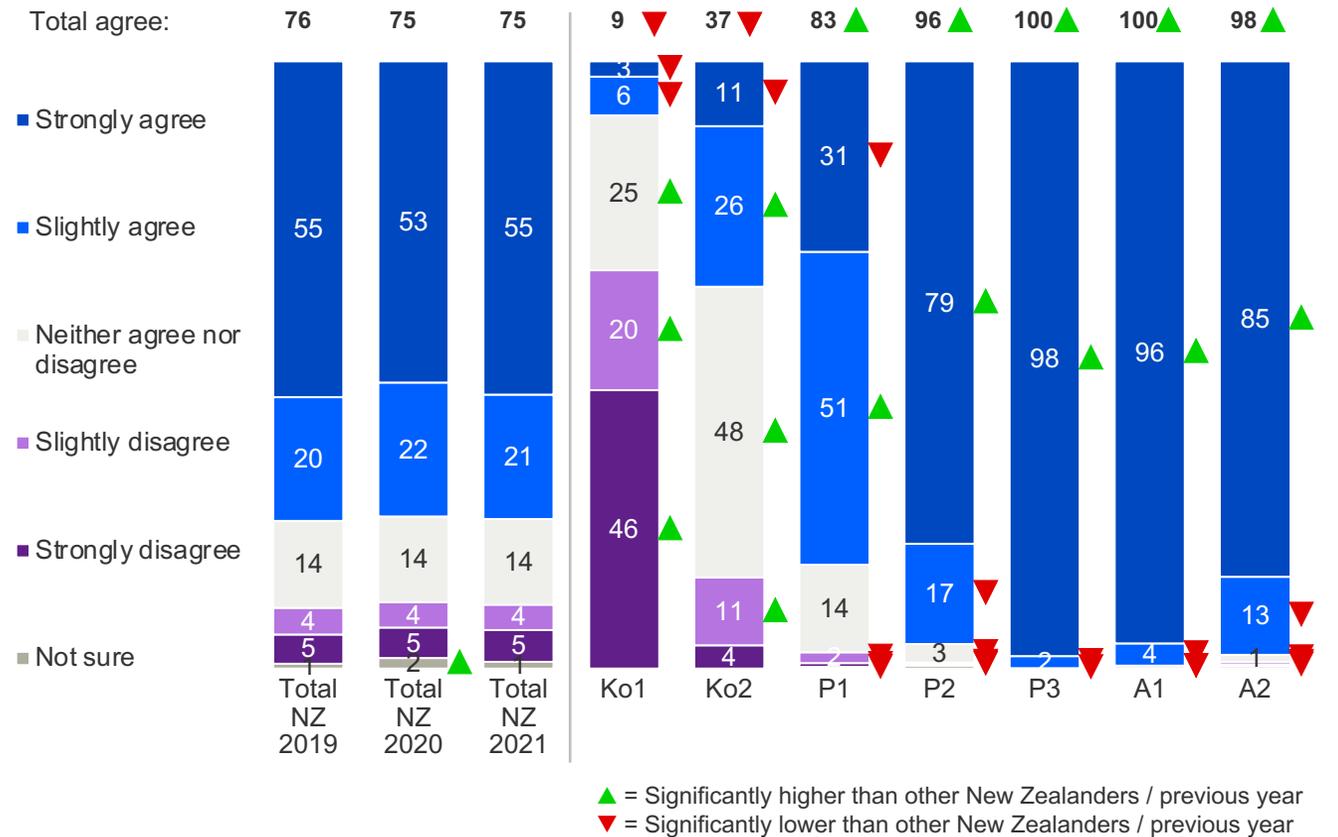
Three in four New Zealanders believe it is good that the New Zealand national anthem has both an English and a Māori version, and over half strongly so.

Key findings

- The majority within Awatea, Pō P2, and Pō P3 strongly agree that it is good that the New Zealand national anthem has both an English and a Māori version.
- Although four in five agree within Pō P1, attitudes are more moderate with many only slightly agreeing (51%) rather than strongly agreeing (31%).
- Around four in ten (37%) agree within Kore Ko2, although typically only slightly, while hives in ten are neutral. A minority of this segment (15%) disagree.
- A small subset (9%) within Kore Ko1 support both an English and Māori version of the New Zealand national anthem while almost half are strongly opposed.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	9 ▲	37	83	96	100 ▲	100	98
2020	3 ▼	35	79	97	99	98	97
2019	8	37	81	98	100	99	96

'It is good that the New Zealand national anthem has both an English and a Māori version' (% 2021)

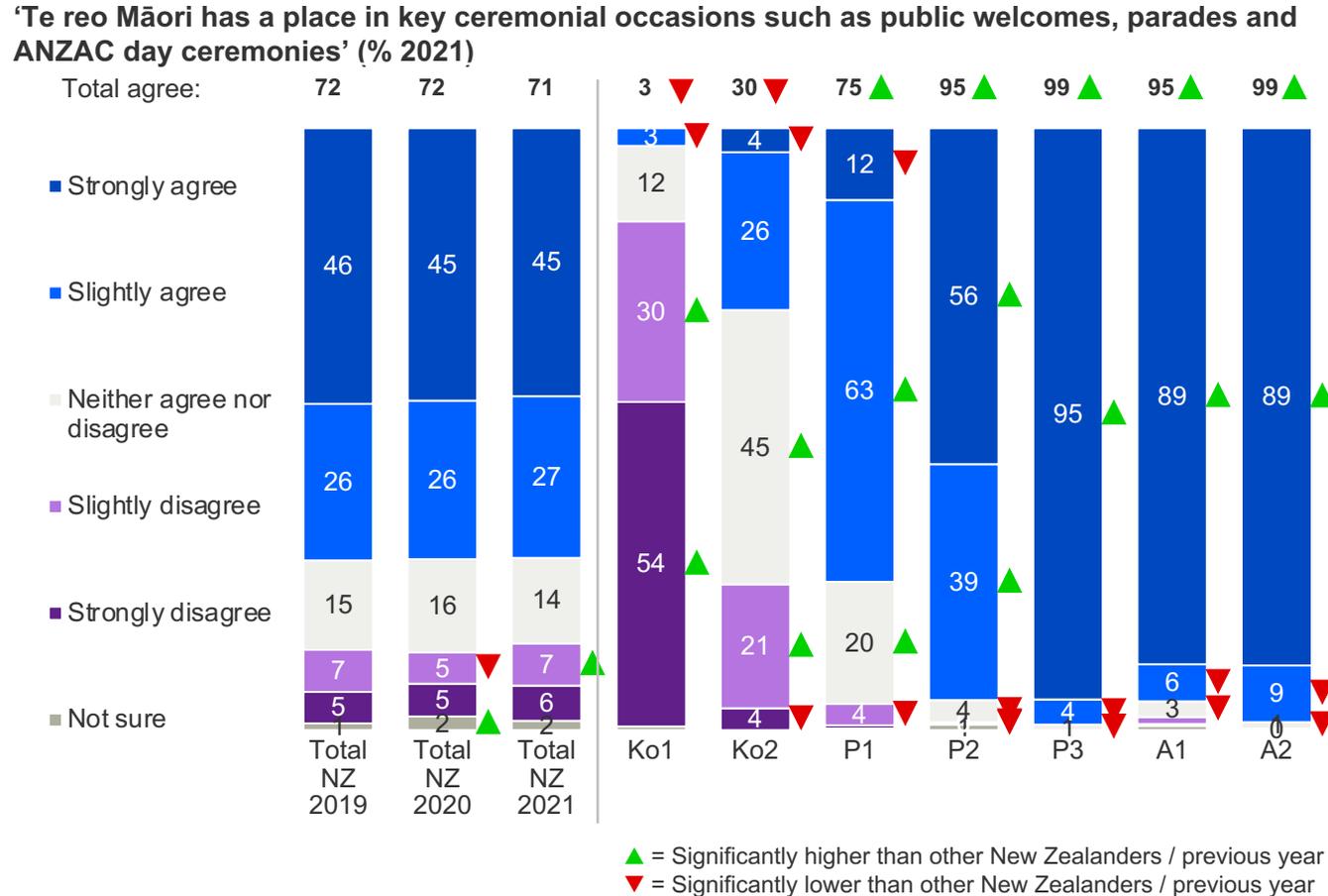


Seven in ten New Zealanders agree that te reo Māori has a place in key ceremonial occasions, with almost half in strong agreement.

Key findings

- The majority within Awatea and Pō P3 are in strong agreement that te reo Māori has a place in key ceremonial occasions.
- The majority within Pō P2 also agree, though sentiment is mixed between strongly (56%) and slightly (39%) agreeing.
- Three in four agree within Pō P1, although this is typically slightly rather than strongly and there is a low level of disagreement at 4%.
- Views remain mixed among Kore Ko2. Although the proportion who agree that te reo Māori has a place in key ceremonial occasions has returned to 30% following a decline in 2020, one in four are in disagreement.
- Few within Kore Ko1 agree that te reo Māori has a place in key ceremonial occasions with more than four in five disagreeing, and half strongly so.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	3	30 ▲	75	95	99	95 ▼	99
2020	5	21 ▼	74	96	99	98	95
2019	2	29	74	95	100	100	97



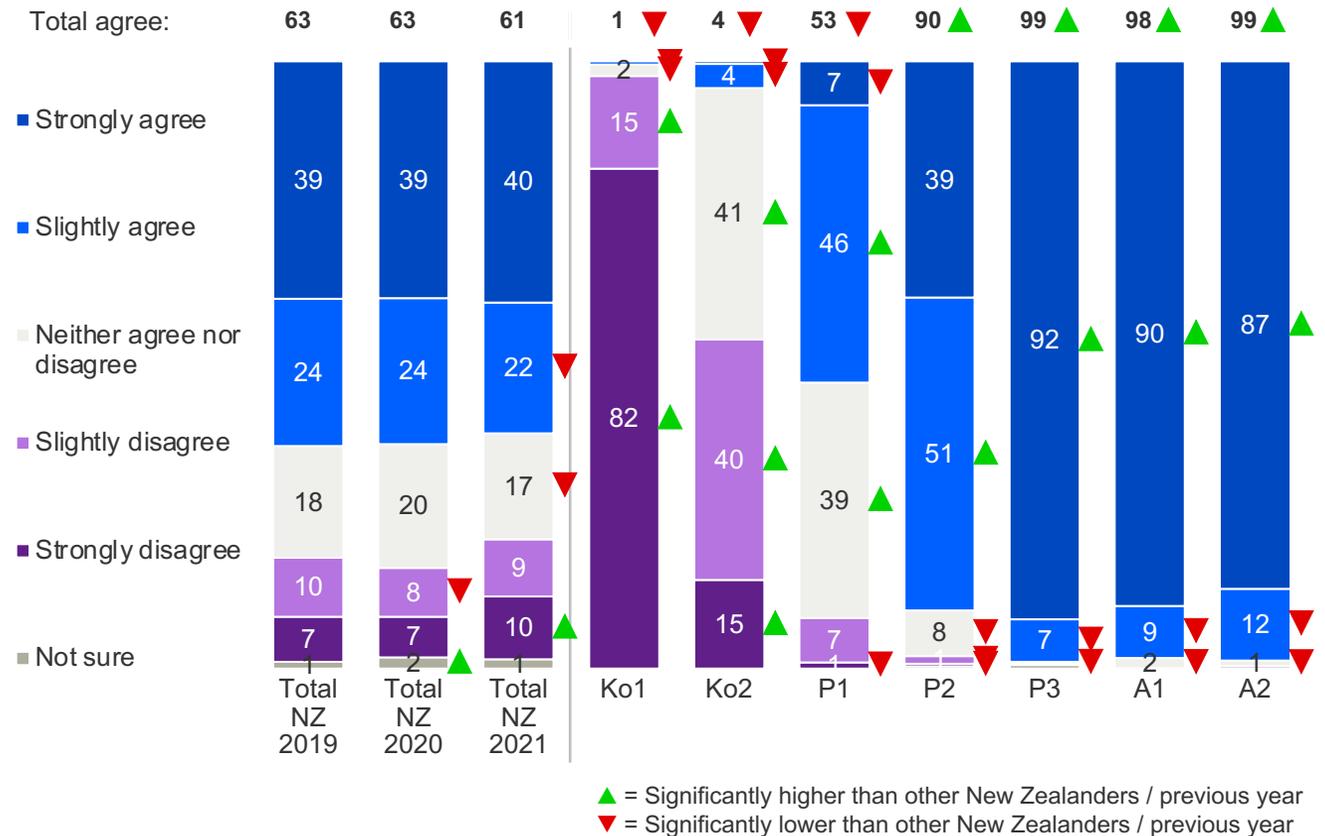
Three in five New Zealanders think it's important for the Government to promote the use of te reo Māori. However, disagreement has increased slightly to one in five with fewer feeling neutral this year.

Key findings

- Almost all within the Awatea and Pō P3 support the Government promoting the use of te reo Māori, with most strongly agreeing.
- The majority within Pō P2 believe it is important that te reo is promoted, though there is a mix of strong (39%) and slight agreement (51%).
- Just five in ten agree within Pō P1, though typically only slightly, and almost one in ten disagree.
- Few within Kore Ko2 agree that it is important that the Government promotes the use of te reo Māori, with sentiment mixed between feeling neutral (41%) and disagreeing (54%).
- The majority disagree within Kore Ko1, four in five in strongly so.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	1	4	53	90	99	98	99
2020	0	4	53 ▼	94	100	99	98
2019	0	7	59	91	99	98	97

'It is important that the Government promotes the use of te reo Māori' (% 2021)



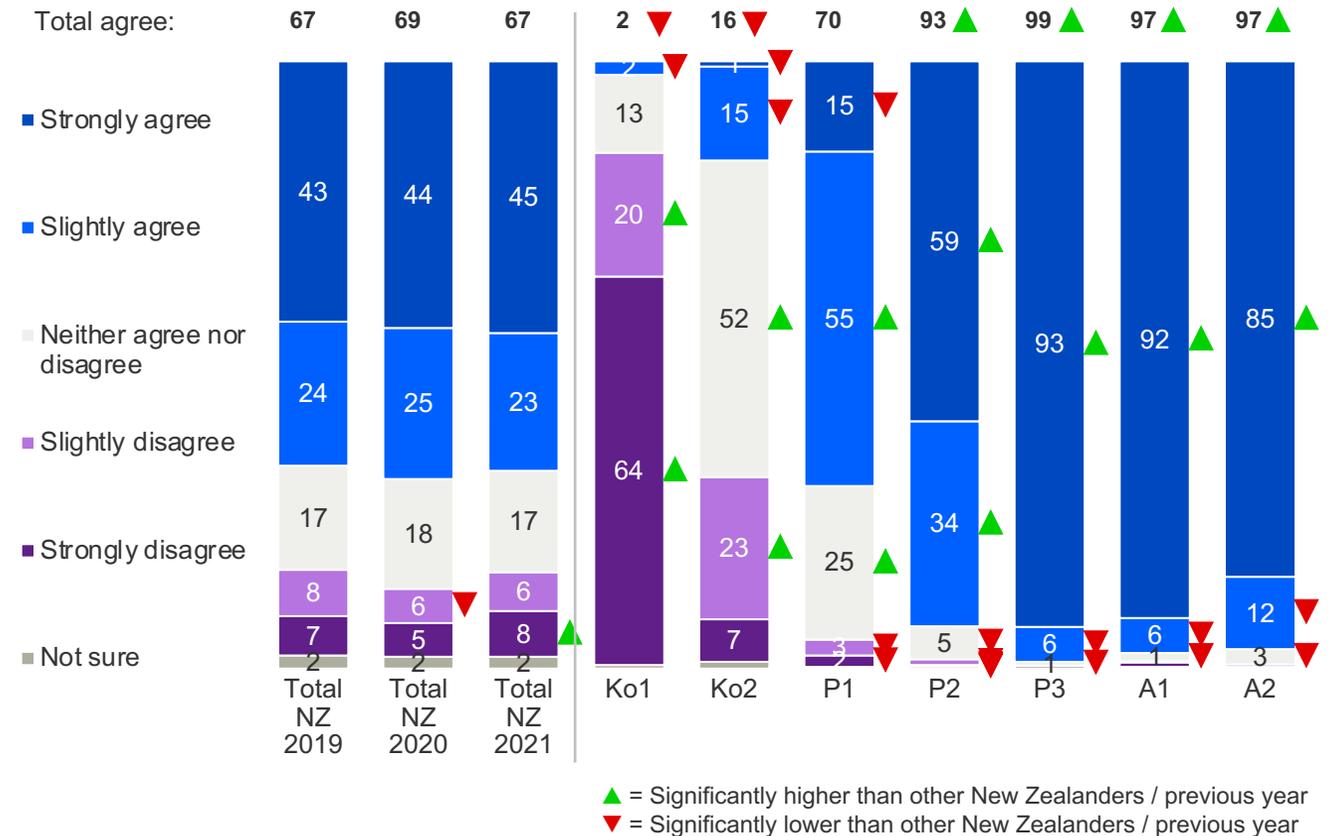
Consistent with previous years, two in three New Zealanders agree it is important to have a Māori Language Week to promote te reo Māori.

Key findings

- The majority within Awatea and Pō P3 strongly agree that it is important to have Māori Language Week.
- The majority also agree within Pō P2, and six in ten strongly so.
- Seven in ten agree within Pō P1, though typically slightly rather than strongly, and few (5%) are in disagreement.
- Those within Kore Ko2 are more likely to disagree (30%) than agree (16%) that it is important to have a Māori Language Week, although half are neutral.
- The majority within Kore Ko1 disagree that Māori Language Week is important, and over six in ten strongly so.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	2	16	70	93	99	97	97
2020	0	14	70	94	99	99	95
2019	1	10	71	92	99	98	94

'It is important that there is a Māori Language Week to promote te reo Māori' (% 2021)



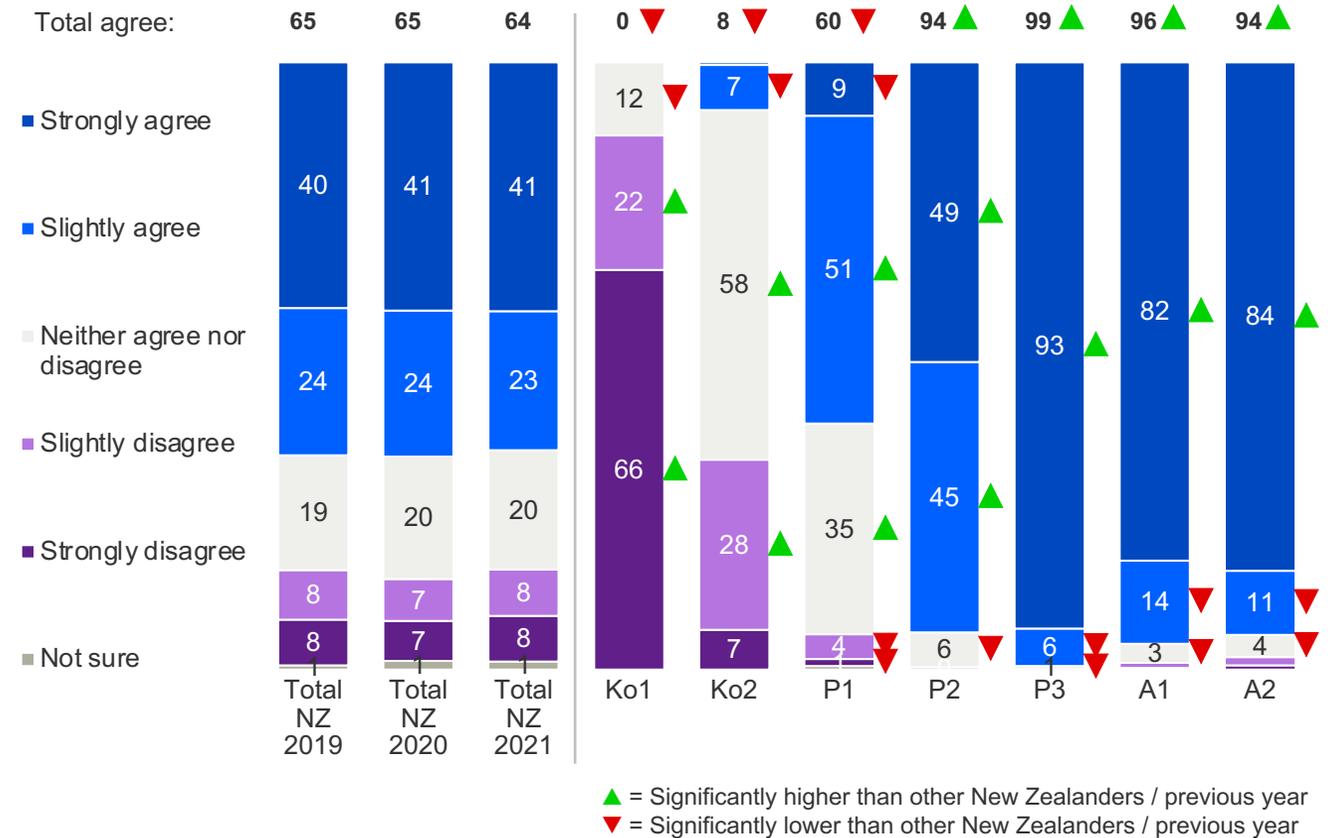
Almost two in three New Zealanders agree that te reo Māori should be valued by all New Zealanders, with a minority of 15% disagreeing.

Key findings

- The majority within Awatea and Pō P3 agree, and most strongly so, that te reo Māori should be valued by all New Zealanders.
- The majority within Pō P2 segment also agree but sentiment is mixed between strong (49%) and slight (45%) agreement.
- Three in five within Pō P1 agree though typically only slightly, while 35% are neutral. Only a small subset (5%) disagree.
- Those within Kore Ko2 typically either disagree (35%) or are neutral (58%) towards whether te reo should be valued by all New Zealanders. There is a low level of agreement within this segment at 8%.
- None with Kore Ko1 agree that te reo should be valued by all New Zealanders, with most disagreeing and two in three strongly so.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	0	8	60	94	99	96	94
2020	0	6	59	94	100	98	92
2019	0	9	61	95	100	97	97

'Te reo Māori should be valued by all New Zealanders' (% 2021)



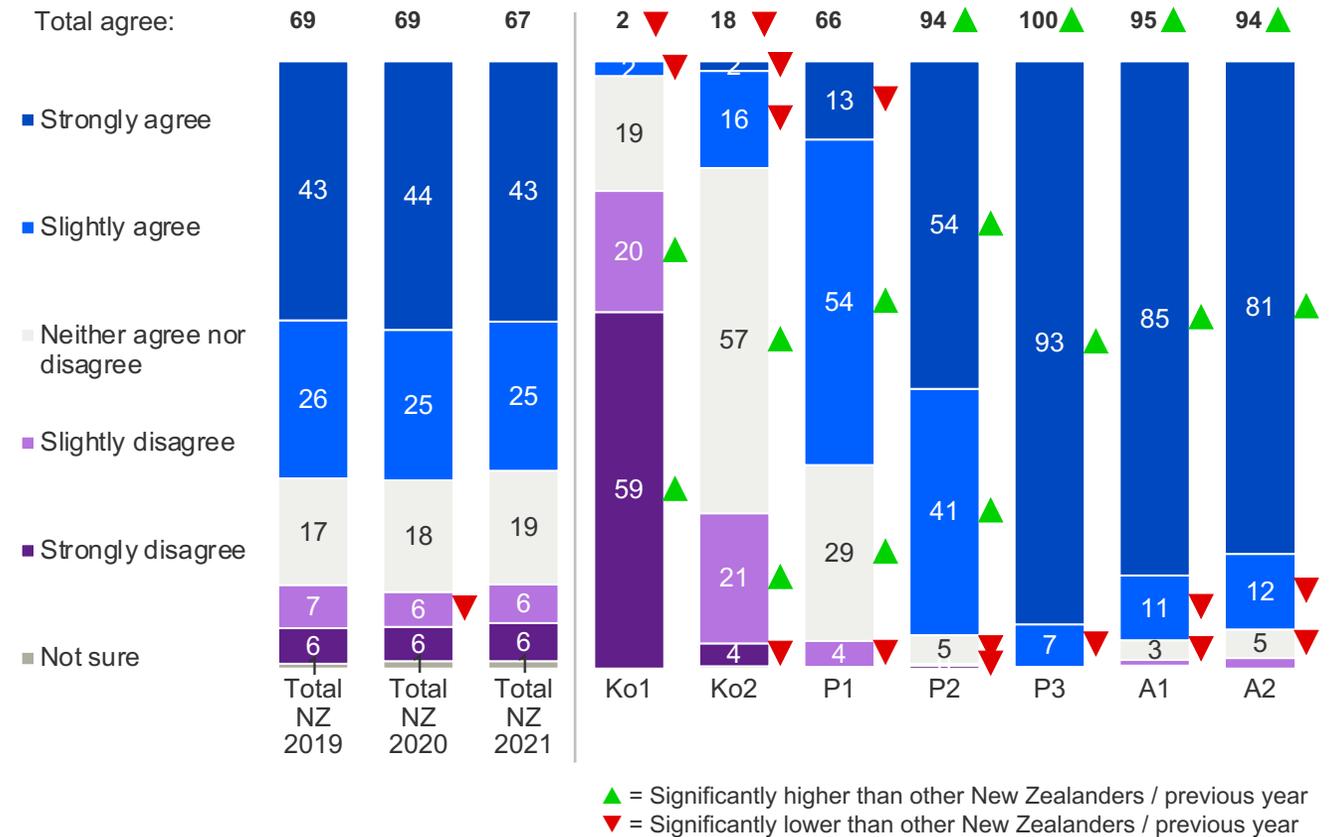
As with te reo, two in three New Zealanders agree that Māori culture should be valued by all New Zealanders.

Key findings

- Almost all within Awatea and Pō P3 agree that Māori culture should be valued by all New Zealanders, with most strongly agreeing.
- Almost all within Pō P2 also agree (94%). Sentiment is split between strong (54%) and slight (41%) agreement.
- Two thirds of Pō P1 agree that Māori culture should be valued by all New Zealanders, though this is typically slight rather than strong agreement. Very few disagree (5%).
- Although views are mixed within Kore Ko2, they are more likely to agree that Māori culture should be valued by all New Zealanders (at 18%) than te reo (at 8%). Disagreement is also lower (at 25%) than for te reo (at 35%).
- The majority among Kore Ko1 disagree that Māori culture should be valued by all New Zealanders with 60% in strong disagreement.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	2	18	66	94 ▼	100	95	94
2020	1	17	65 ▼	98 ▲	100	98	95
2019	2	20	71	94	99	97	93

'Māori culture should be valued by all New Zealanders' (% 2021)

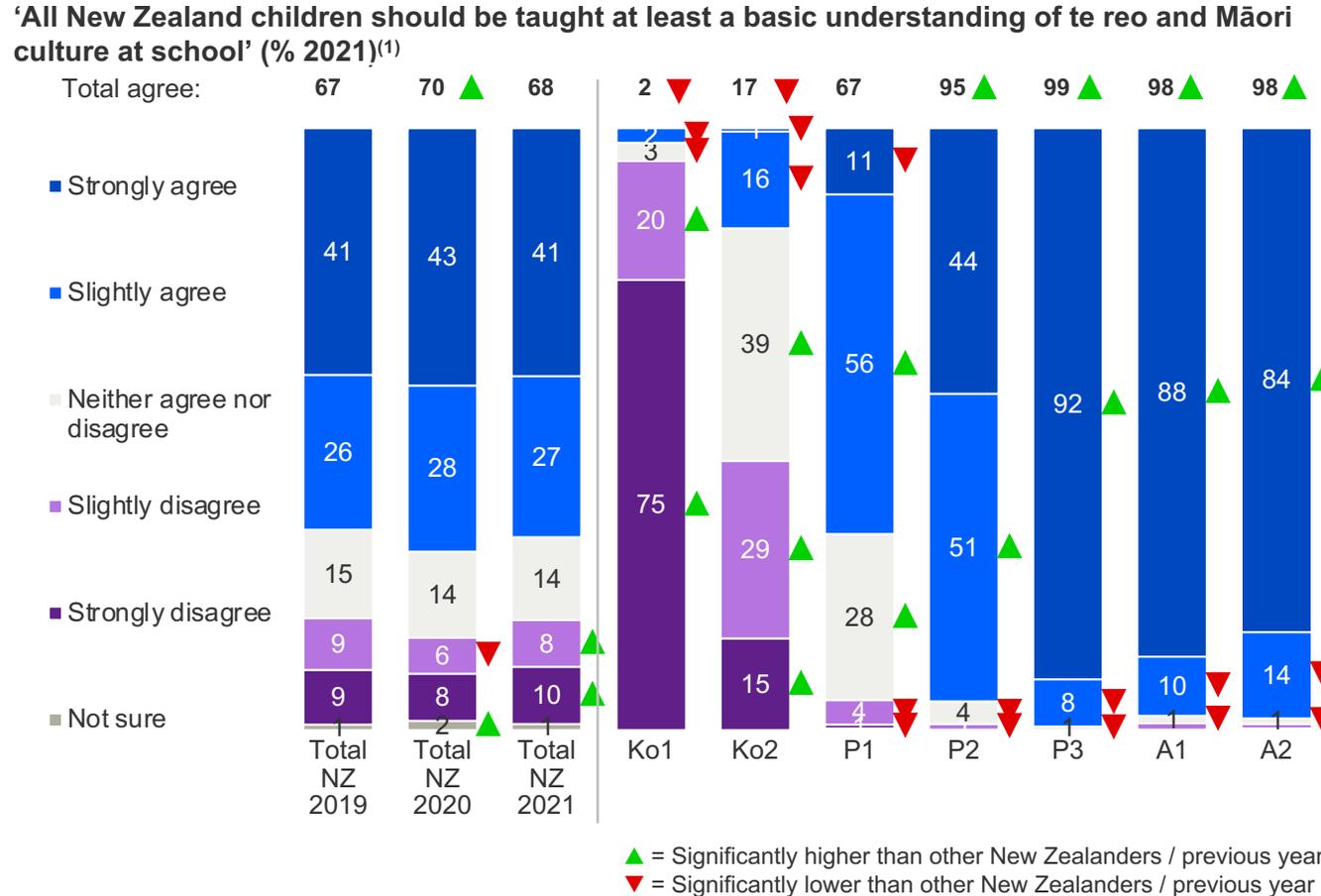


Two thirds of New Zealanders agree that all New Zealand children should be taught at least a basic understanding of te reo and Māori culture at school. After a dip in 2020, disagreement has returned to 18%.

Key findings

- The majority within Awatea and Pō P3 strongly agree that all New Zealand children should be taught a basic understanding of te reo and Māori culture at school.
- The majority within Pō P2 also agree though views are divided between strong (44%) and slight (51%) agreement.
- There has been a slight rebound in agreement among Pō P1 from 73% in 2020 to 67% in 2021, a similar level to 2019. Most continue to slightly, rather than strongly agree while only a small subset disagree (5%).
- More than twice as many Kore Ko2 disagree (45%) than agree (17%), and two in five are neutral.
- The majority within Kore Ko1 disagree that New Zealand children should be taught a basic understanding of te reo and Māori culture at school - 75% strongly so.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	2	17	67 ▼	95	99	98	98
2020	1	17	73 ▲	95	99	98	96
2019	1	15	66	94	99	98	94



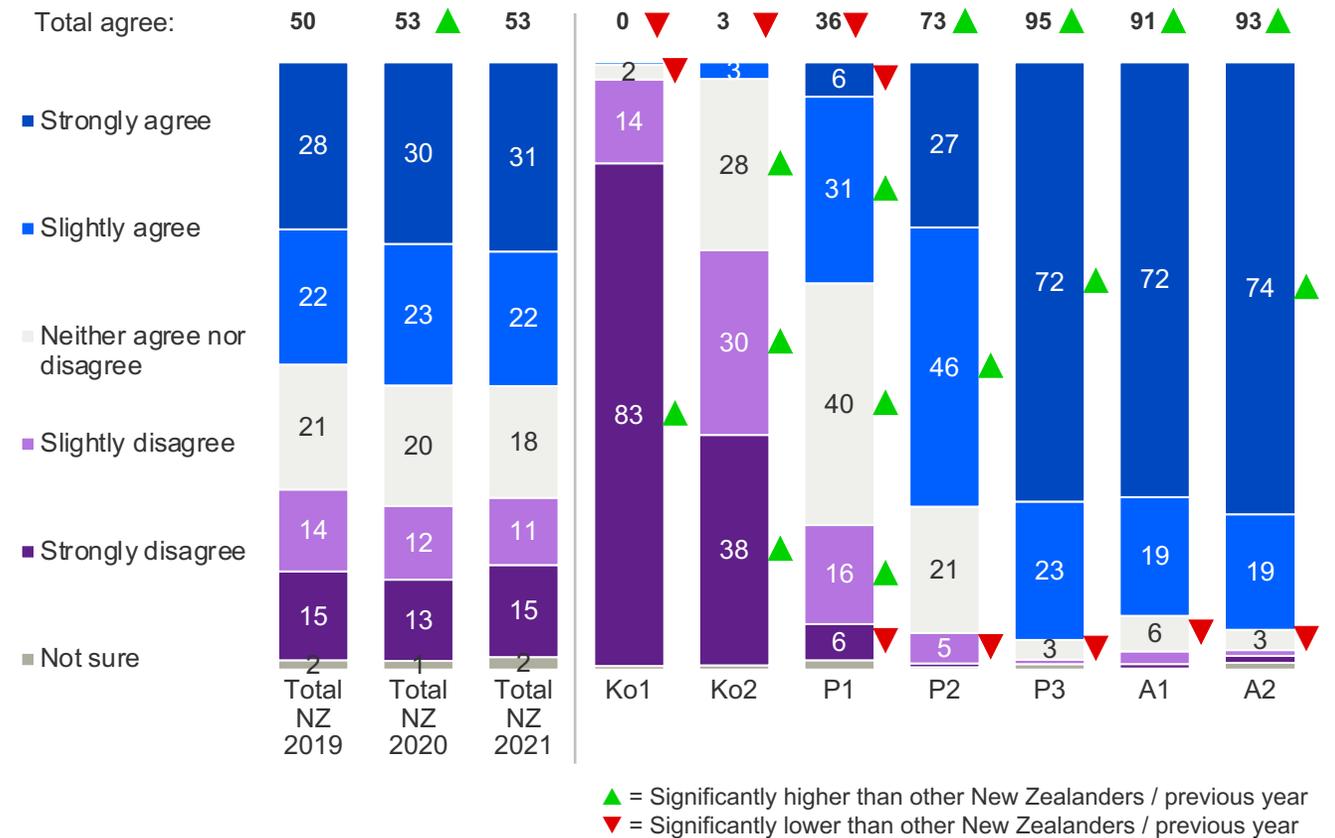
One in two New Zealanders agree that public signs in New Zealand should be in both English and te reo Māori, however, one in four are in disagreement.

Key findings

- The majority within Awatea and Pō P3 agree that public signs in New Zealand should be in both English and te reo Māori. Sentiment is strong for just over seven in ten.
- Seven in ten Pō P2 agree, although twice as many slightly (46%) rather than strongly (27%) agree. Only a small minority (6%) disagree.
- Support remains more moderate among Pō P1 with 36% agreeing but 22% disagreeing.
- Two in three disagree within Kore Ko2, with a mix of slight and strong disagreement. Only 3% of this segment agree.
- None within Kore Ko1 agree that public signs in New Zealand should be in both English and te reo Māori, while four in five strongly disagree.

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	0	3	36	73	95	91	93
2020	0	4	34	72 ▲	93	92	91
2019	1	6	31	64	94	92	92

'Public signs in New Zealand should be in both English and te reo Māori' (% 2021)

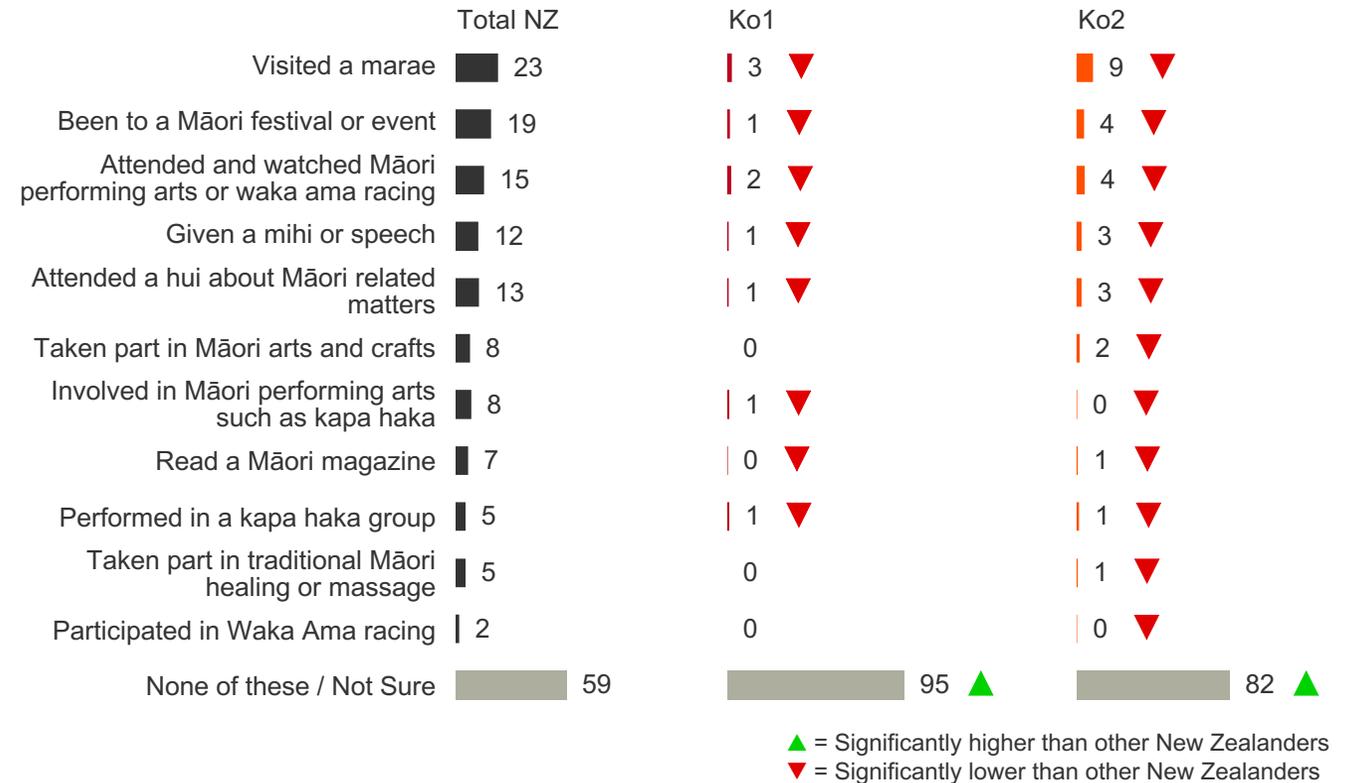


There is limited involvement in Māori cultural activities across the Kore segments, being more common among Ko2.

Key findings

- Few within Kore Ko1 have participated in any activities related to Māori culture in the past 12 months
- Around one in five (18%) have participated in at least one type of activity within Kore Ko2. Visiting a marae is most common at 9%, while a small subset (< 5%) have been to a Māori festival, attended Māori performing arts or waka ama racing, given a mihi or attended a hui.

Activities participated in within the last 12 months – Kore (% 2021)

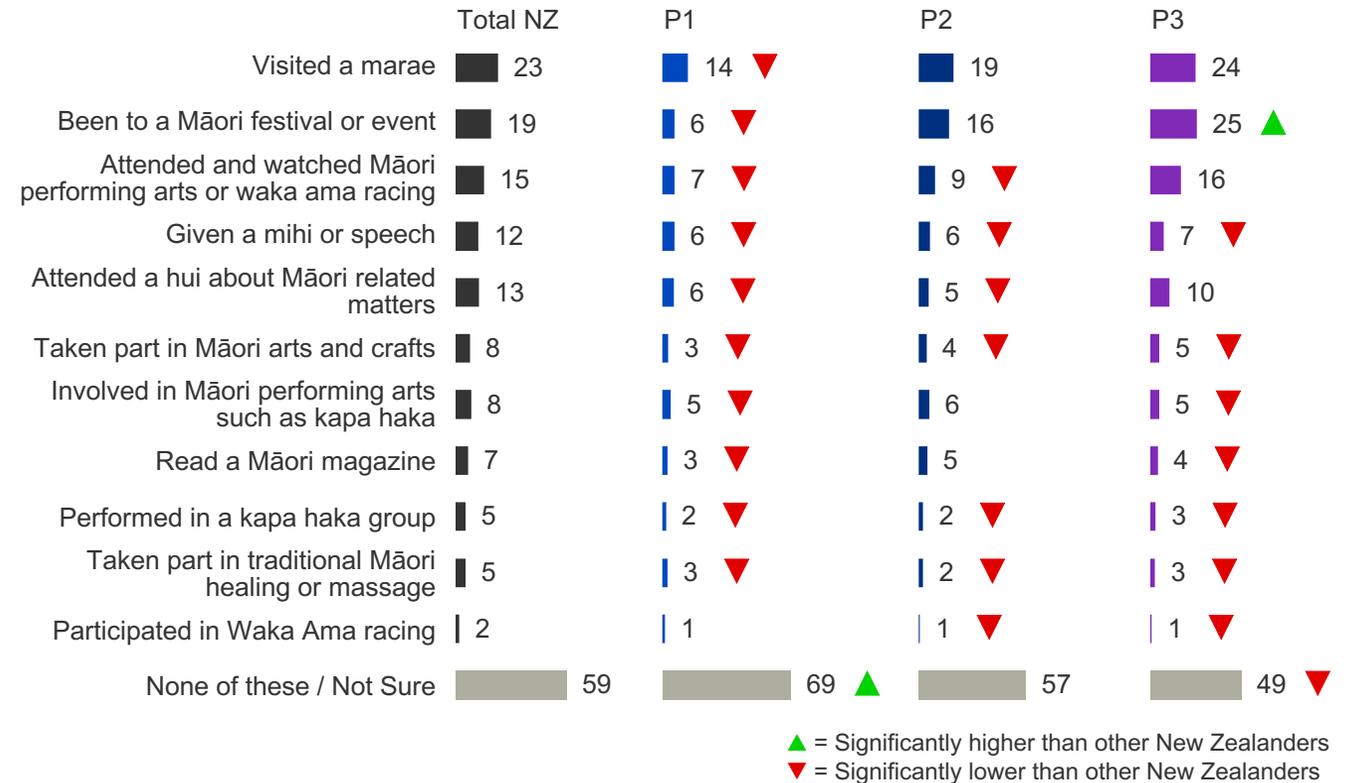


Participation in Māori cultural activities increases moving from left to right across the Pō segments, with visiting a marae or attending a Māori festival being most common.

Key findings

- One in three within Pō P1 have participated in a cultural event within the last 12 months. This is most commonly visiting a marae (at 14%), with participation of 7% or lower in other types of activities.
- Almost six in ten within Pō P2 have participated in a cultural event. Two in ten have visited a marae and 16% have been to a Māori festival or event. Around one in ten have watched Māori performing arts or waka ama racing.
- Two in four Pō P3 have participated in a cultural event within the last 12 months. This is most commonly visiting a marae or attending a Māori festival or event, with one in four participating in each. Although the most likely of the Pō segments to have watched Māori performing arts or waka ama racing at 16%, active participation in a kapa haka group or waka ama racing does not differ from the other Pō segments.

Activities participated in within the last 12 months – Pō (% 2021)

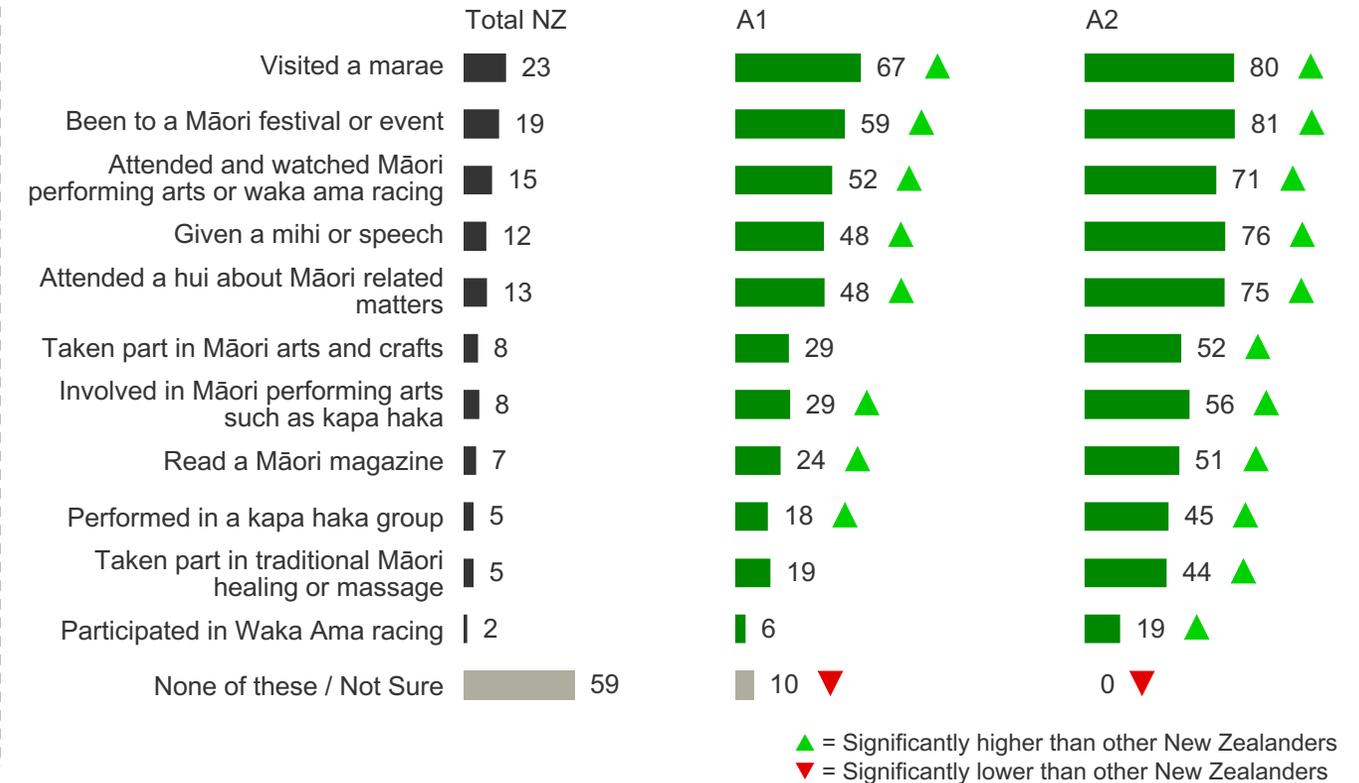


Those within the Awatea segments participate in a wide range of Māori cultural activities. Active Speakers (A2) are particularly emersed across all activities.

Key findings

- Common activities among the Awatea segments are: visiting a marae, going to a Māori festival or event, and attending or watching Māori performing arts or waka ama racing.
- Three in four Active Speakers (A2) and one in two Culturally Active (A1) have attended a hui about Māori-related matters within the past 12 months, and similar numbers have given a mihi.
- Approximately half of Active Speakers (A2) have performed in a kapa haka group (45%) and taken part in Māori arts and crafts (52%).
- Performing in a kapa haka group is less common among Culturally Active (A1) at 18%. Three in ten however are involved in Māori performing arts, and a similar proportion have taken part in Māori arts and crafts.
- Participation in Waka Ama racing is most common among Active Speakers, with one in five taking part in the last 12 months.

Activities participated in within the last 12 months – Awatea (% 2021)



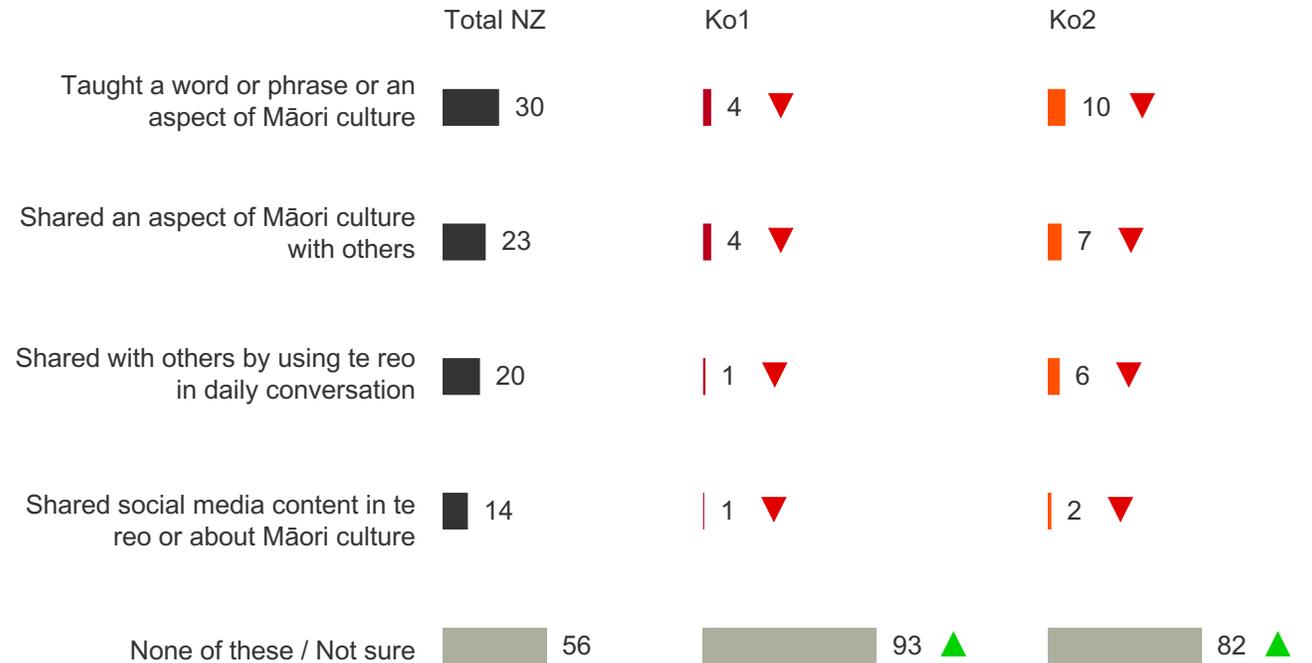
Few within the Kore segments have taught or shared an aspect of Māori culture or te reo in the past 12 months.

Key findings

- Although not statistically significant, sharing and teaching has almost halved among Kore Ko1 from 12% in 2019 to 7% in 2021.
- Almost one in five within Kore Ko2 have taught or shared over the past 12 months, being a mix of sharing an aspect of Māori culture with others, sharing te reo by using it in conversation, or teaching either a word, phrase or aspect of Māori culture.

Shared or taught in any form (%)	Total NZ	Ko1	Ko2
2021	44	7	18
2020	44	9	19
2019	44	12	18

Sharing and teaching of te reo and Māori culture in the past 12 months – Kore (% 2021)



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

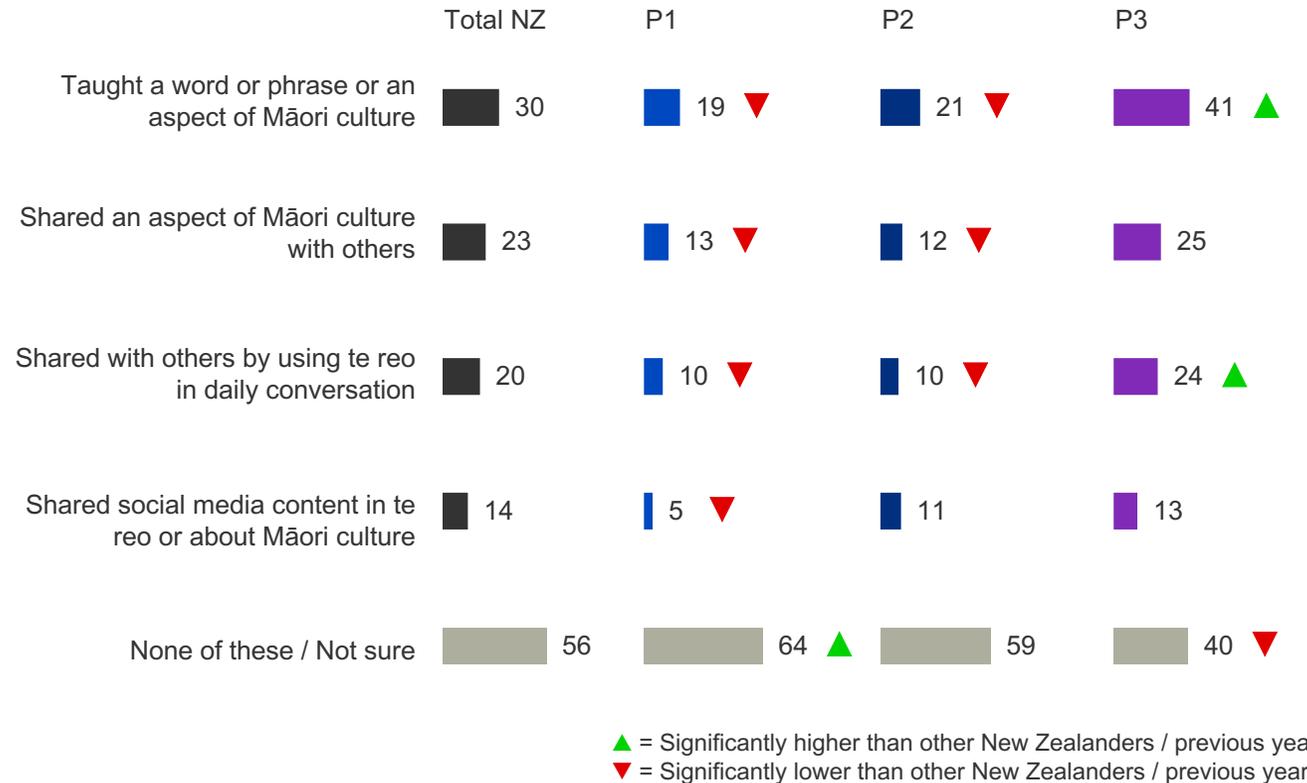
Three in five within Pō P3, and around two in five within Pō P1 and Pō P2, have shared or taught te reo or Māori culture in the past 12 months.

Key findings

- The Pō segments have most commonly either taught a word, phrase or aspect of Māori culture in the past 12 months. This is highest among P3 at 41% and more moderate among P2 (21%) and P1 (19%).
- One in four within Pō P3 have shared an aspect of Māori culture with others, or shared te reo with others in daily conversation. This is less common among P1 and P2 at around one in ten.
- Just over one in ten within Pō P2 and P3 have shared social media content, either in te reo or about Māori culture, in the past 12 months. Few within Pō P1 have shared social media content at 5%.

Shared or taught in any form (%)	Total NZ	P1	P2	P3
2021	44	36	41	60
2020	44	34▲	39▼	58
2019	44	28	47	63

Sharing and teaching of te reo and Māori culture in the past 12 months – Pō (% 2021)



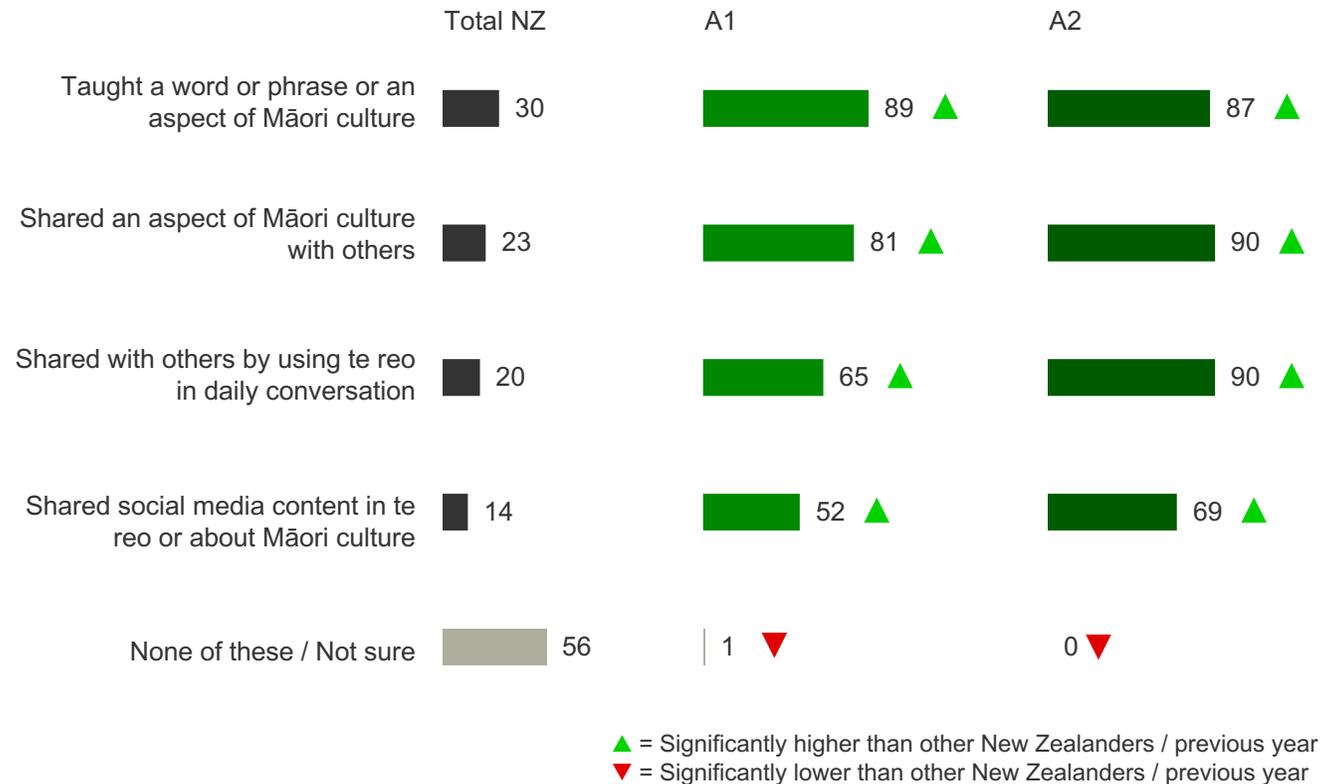
Almost all within the Awatea segments have either taught or shared te reo and Māori culture with others in the past 12 months.

Key findings

- Nine in ten Active Speakers (A2) have taught a word, phrase or aspect of Māori culture, shared an aspect or Māori culture, or shared te reo in daily conversation over the past 12 months.
- Culturally Active (A1) most commonly have taught a word, phrase or aspect of Māori culture (89%), or shared an aspect of Māori culture (81%). Although less common, two in three have also shared te reo in daily conversation with others.
- Sharing of social media content in te reo or about Māori culture is most common among Active Speakers (A2) (69%), but also being undertaken by half of Culturally Active (A1).

Shared or taught in any form (%)	Total NZ	A1	A2
2021	44	99	100
2020	44	98	98
2019	44	97	98

Sharing and teaching of te reo and Māori culture in the past 12 months – Awatea (% 2021)



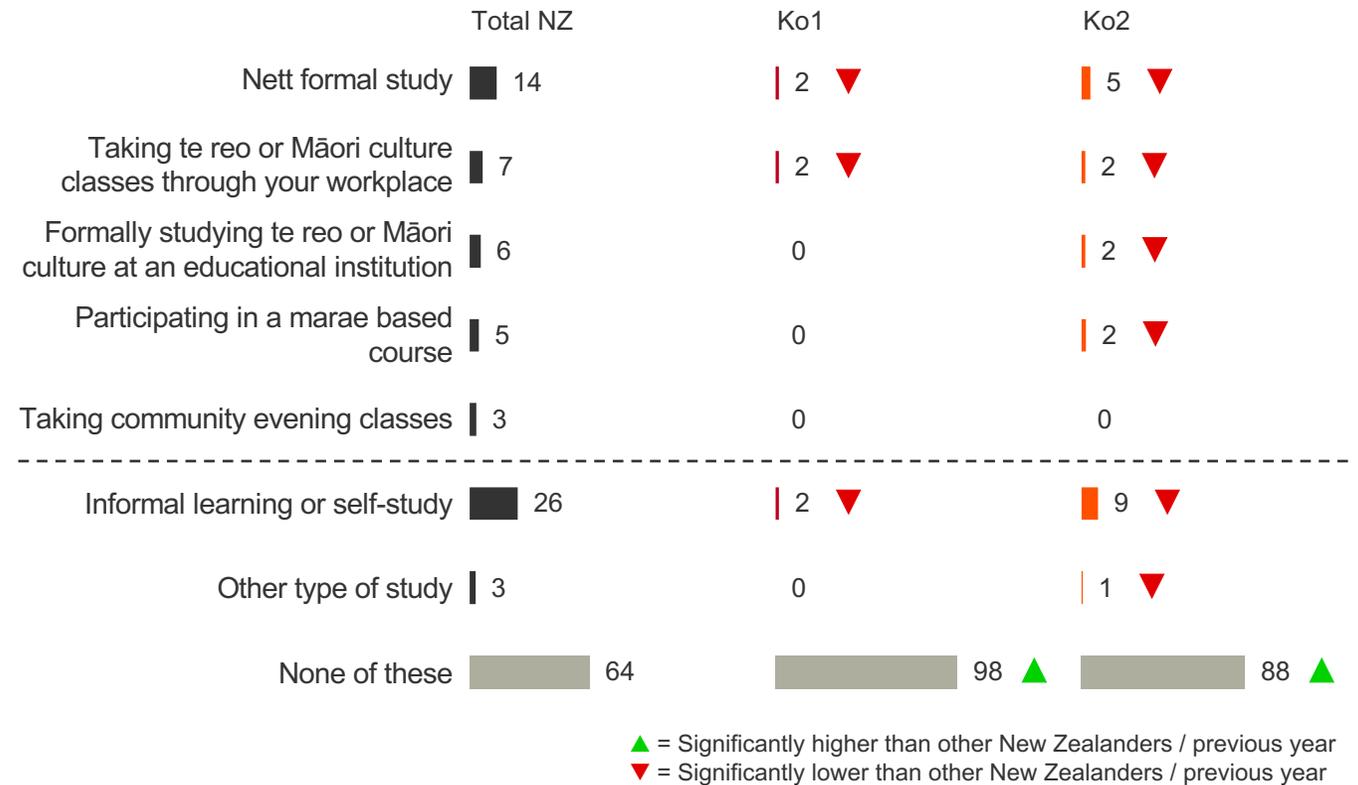
Few within the Kore segments have undertaken study of te reo or Māori culture within the past 12 months.

Key findings

- Very few within Kore Ko1 have studied te reo or Māori culture in the last 12 months either formally (2%) or informally (2%).
- There is a low level of informal study among Kore Ko2 at 5%, being a mix of workplace classes, formal study at an educational institution or a marae based course. This segment are more likely to participate in informal learning at almost one in ten.

Nett formal study (%)	Total NZ	Ko1	Ko2
2021	14	2	5
2020	13	0	6
2019	12	3	6

Learning or improvement of Māori language ability or knowledge of Māori culture over the last 12 months – Kore (% 2021)



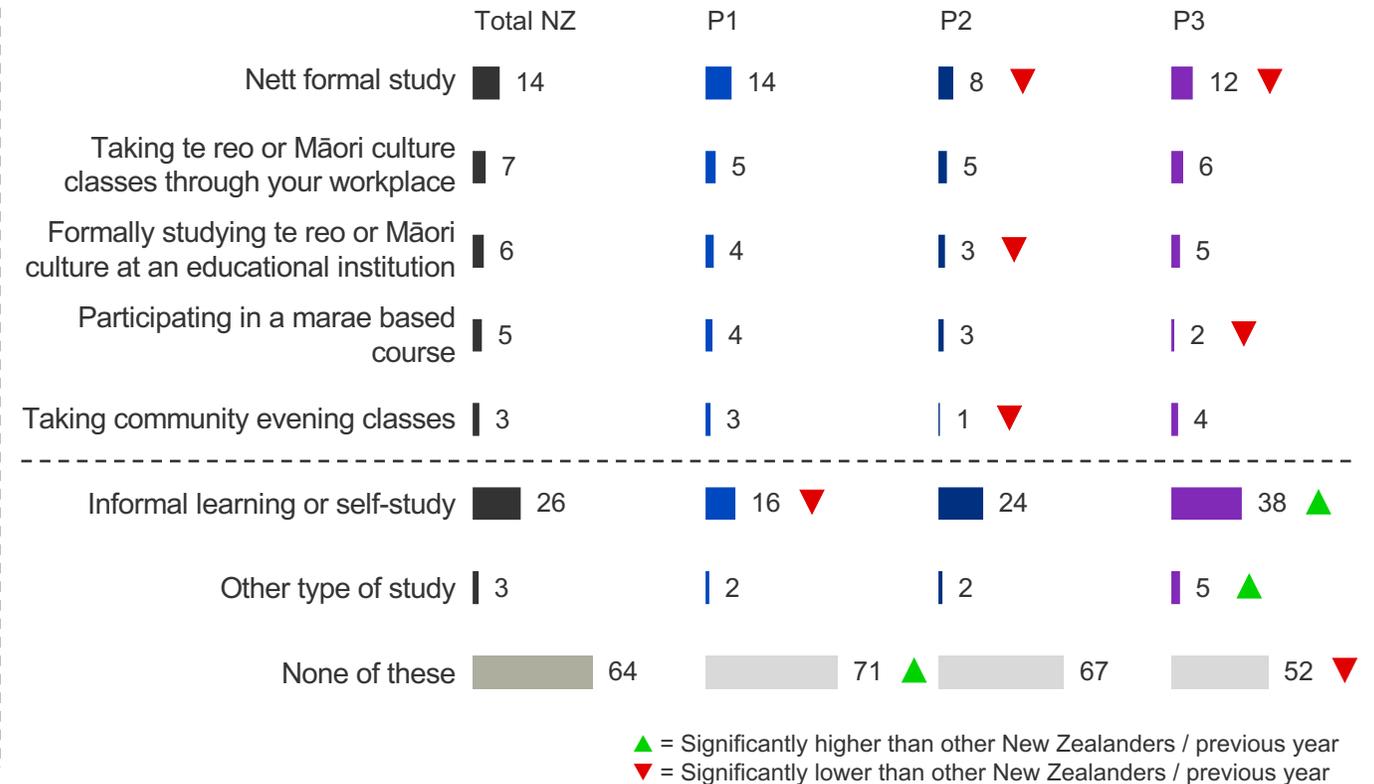
Informal learning or self-study of Māori language and culture is the most common form of learning undertaken by the Pō segments.

Key findings

- Pō P3 are the most likely to have undertaken some type of study with around five in ten engaging in either formal or informal study over the past 12 months. Levels of engagement are similar among Pō P1 and P2 at around three in ten.
- The higher level of study among Pō P3 is driven by informal learning. This increases moving from left to right along the ZePA model, from 16% among P1, to 24% among P2, and 38% among P3.
- Although the least positive of the Pō segments in general attitude towards te reo, P1 have a similar level of formal study of either te reo or Māori culture in the past 12 months (14%) as the P3 segment (12%). Formal study is lower among P2 at 8%.

Nett formal study (%)	Total NZ	P1	P2	P3
2021	14	14	8	12
2020	13	11 ▲	6	10
2019	12	6 ▼	6	11

Learning or improvement of Māori language ability or knowledge of Māori culture over the last 12 months – Pō (% 2021)



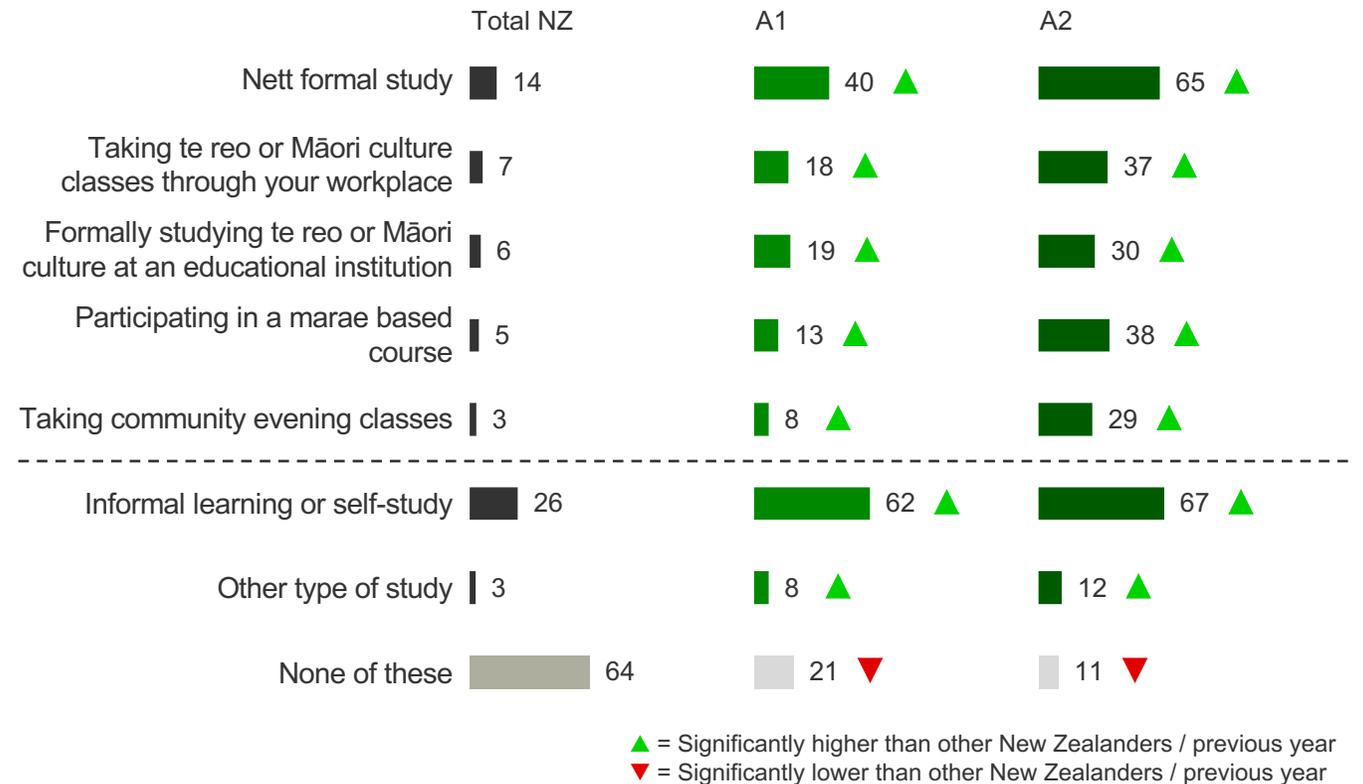
A wide range of formal study of te reo or Māori culture is undertaken within Active Speakers (A2) and, to a lesser extent, Culturally Active (A1).

Key findings

- More than six in ten Active Speakers (A2) and four in ten Culturally Active (A1) have formally studied te reo or Māori culture over the last 12 months.
- Active Speakers (A2) were most likely to have studied through their workplace or a marae based course at just under 40% for each. Three in ten studied at an educational institution, a decrease from 2020 (46%). Active Speakers (A2) were the most likely to have also taken community evening courses (29%).
- Culturally Active (A1) have most commonly studied either through their workplace or at an educational institution at just under 20% for each.
- In addition to formal study, a small majority are involved in informal learning or self-study (67% among Active Speakers (A2) and 62% among Culturally Active (A1)).

Nett formal study (%)	Total NZ	A1	A2
2021	14	40	65
2020	13	41	69
2019	12	39	68

Learning or improvement of Māori language ability or knowledge of Māori culture over the last 12 months – Awatera segments (% , 2021)



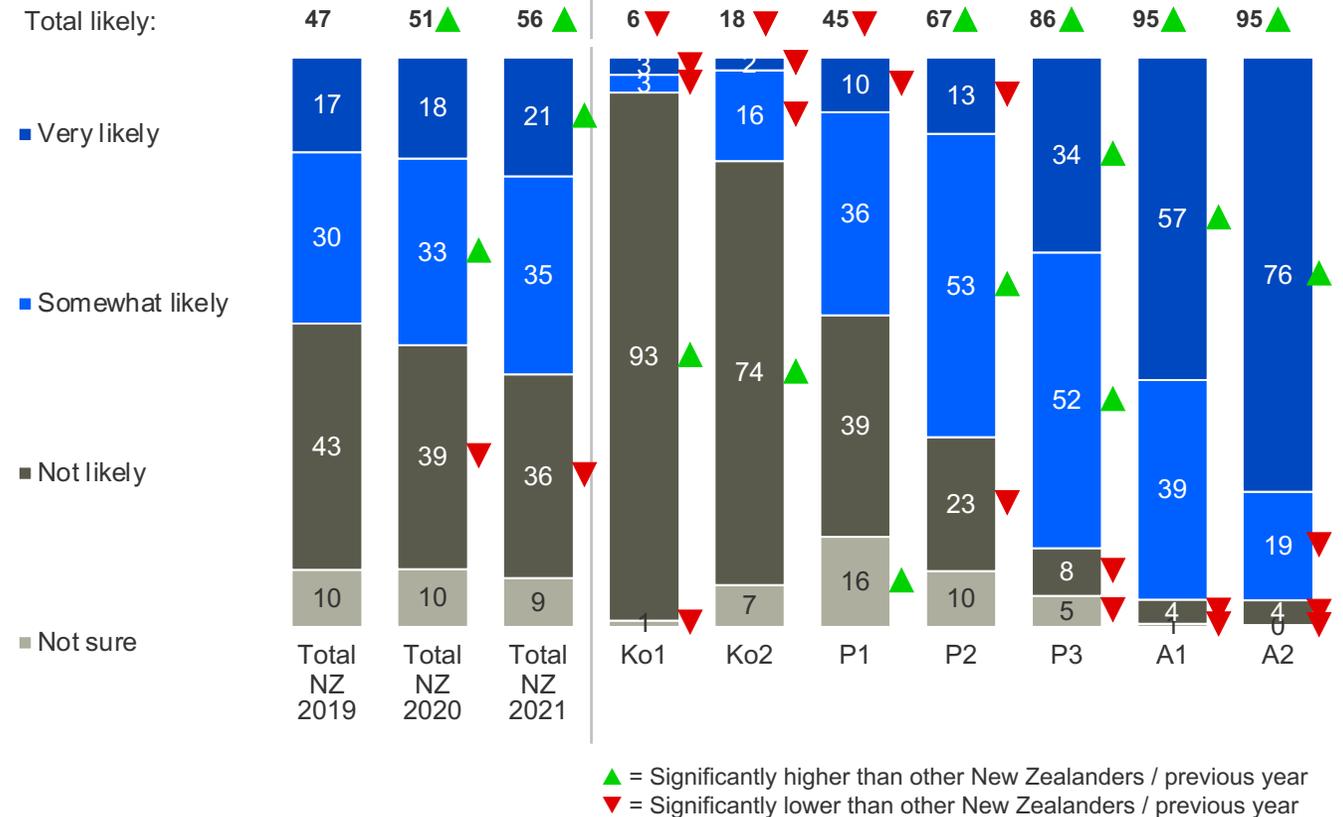
The proportion of New Zealanders who consider themselves likely to take measures to improve their te reo Māori within the next two years has increased to 56%. However, only one in five are 'very likely' to do so.

Key findings

- Following a lift in likelihood, the majority of Culturally Active (A1) consider themselves likely to take measures within the next two years to improve their te reo understanding to match Active Speakers (A2). Active Speakers (A2), however, have higher intent with three in four 'very likely' to take measures compared to 57% of Culturally Active (A1).
- Within the Pō segments, likelihood has increased among both P1 and P3. Although not statistically significant, likelihood has also lifted among P2.
 - The majority of Pō P3 are likely to take measures to improve and one in three are 'very likely' to do so.
 - Intent is more moderate among Pō P1 and P2. Although 67% of P2 and 45% of P1 consider themselves likely to take measures to improve, only around one in ten are 'very likely' to do so.
- There is only limited interest to improve te reo within the Kore segments at 6% within Ko1 and 18% within Ko2. Few however are very likely to do so.

Total likely (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	6	18	45 ▲	67	86 ▲	95 ▲	95
2020	5	14	36	60	81	86	93
2019	6	14	30	58	78	89	92

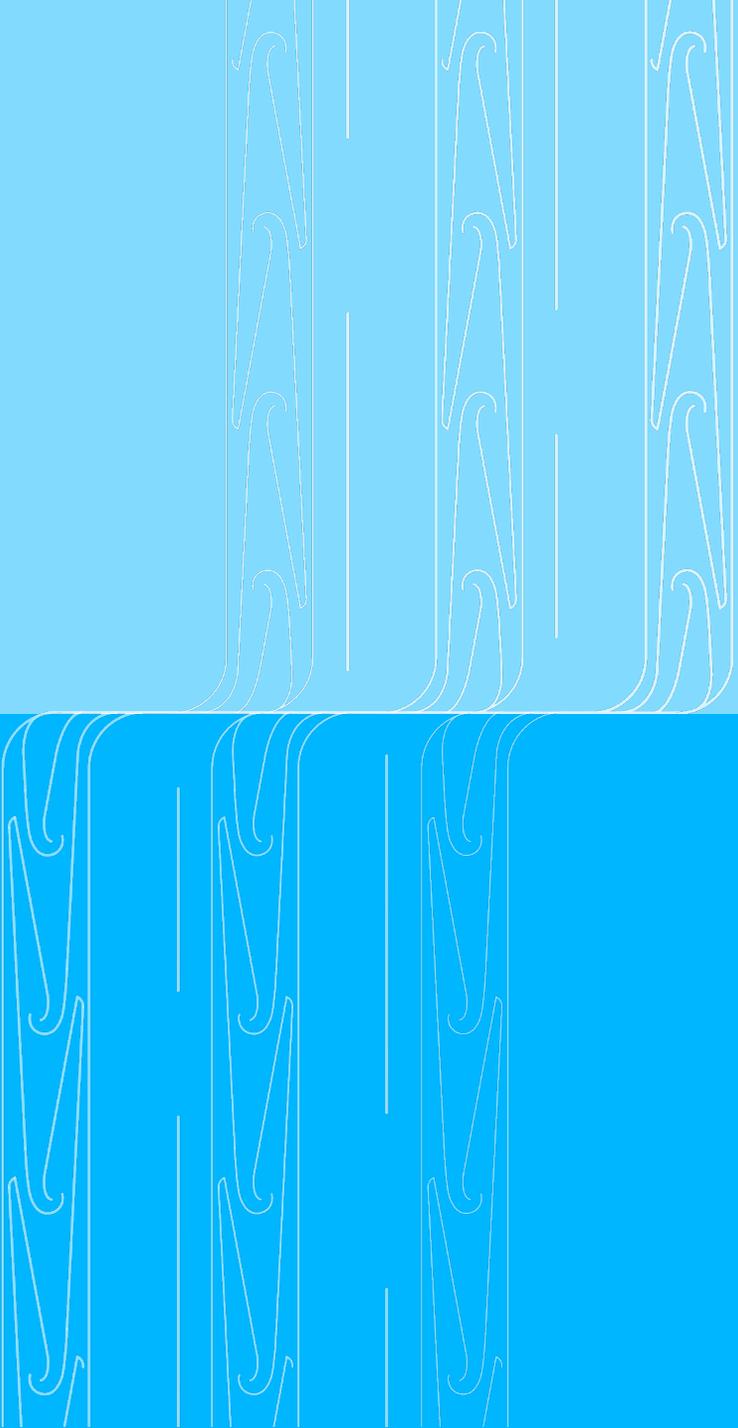
Likelihood of taking measures within the next two years to improve understanding of te reo Māori (% 2021)





5

**Māori Television and
programming**



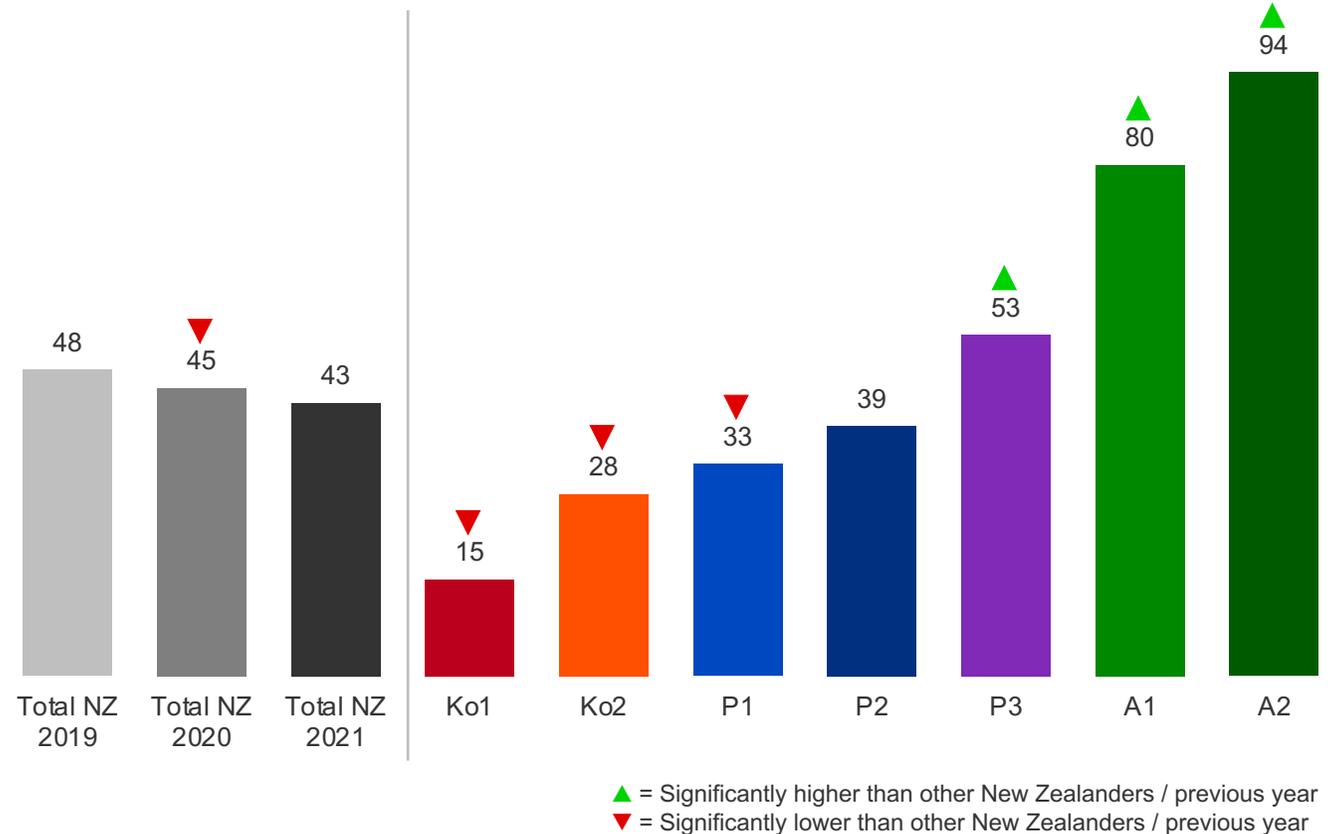
Viewership of the Māori Television channel over the past 12 months builds along the KoPA spectrum from left to right.

Key findings

- Although not statistically significant, viewership of Māori Television continues to slowly decline among New Zealanders to 43% over the past 12 months.
- Viewership of Māori Television has decreased among Kore Ko1 to only 15%.
- Levels remain moderate, but lower than in 2019, among Kore Ko2 (at 28%) through to Pō P1 (at 33%), and Pō P2 (at 39%).
- Just over half of Pō P3 (53%) have watched Māori Television over the past 12 months, consistent with 2020.
- Almost all (94%) Active Speakers (A2) and four in five Culturally Active (A1) have viewed the Māori Television channel in the past 12 months.

Viewership (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	15 ▼	28	33	39	53	80	94
2020	25	23 ▼	37	46	54 ▼	81	92
2019	20	35	39	48	60	83	93

Viewership of the Māori Television channel over the past 12 months, including the Te Reo channel (% 2021)



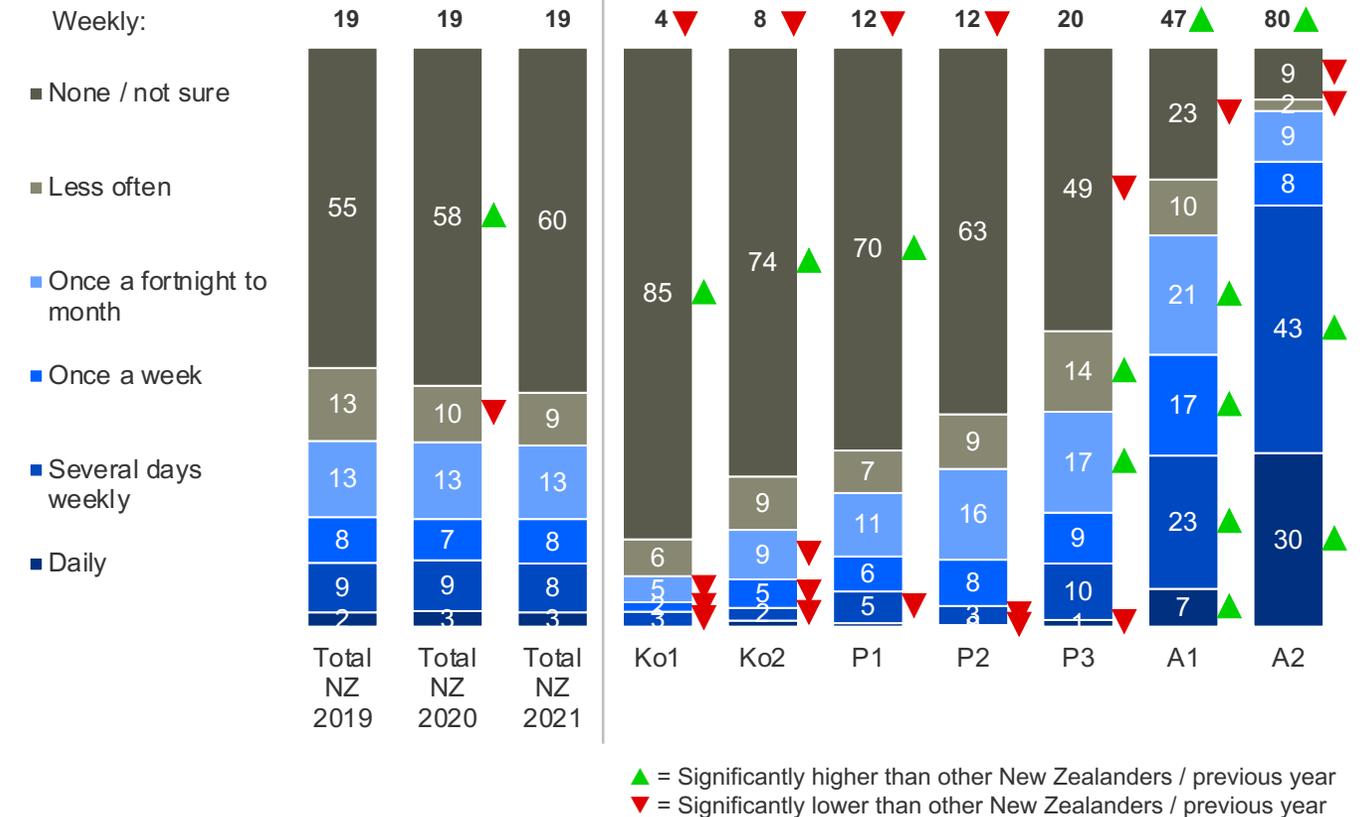
Active Speakers (A2) are the most regular viewers of Māori Television programming, although half of Culturally Active (A1) watch at least weekly.

Key findings

- One in five New Zealanders view Māori Television programming at least weekly, consistent with the past two years.
- Four in five Active Speakers (A2) view Māori Television at least weekly, with many doing so several times throughout the week.
- Just under one in two Culturally Active (A1) are weekly viewers, with 31% watching several times a week.
- Regular viewing is less common among the Pō segments and many have not viewed any Māori Television programming over the past 3 months. Weekly viewing is most common among Pō P3 at 20%, followed by P2 and P1 (12% for each segment).
- Few within Kore Ko1 have seen any Māori Television programming over the past 3 months and only 8% within Kore Ko2.

At least once a week (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	4	8	12	12	20	47	80
2020	6	7	10	16	22	47	79
2019	5	7	12	16	22	47	88

Viewership of Māori Television programming over the past 3 months (% 2021)



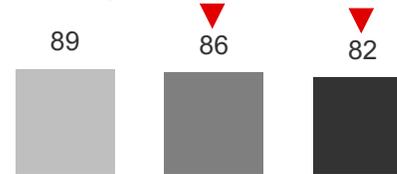
Although the majority of viewers watch Māori Television programming on a television, this is slowly decreasing as other options, such as on demand viewing, slowly build.

Key findings

- Kore and Pō viewers of Māori Television programming mainly view on a television. One in five, or slightly fewer, within the Pō segments are now viewing online.
- Television is also the most common means to access Māori Television programming among Awatea viewers, but many are also using digital channels.
 - Half of Active Speakers (A2) and a third of Culturally Active (A1) view Māori television programming via the internet and on demand viewing.
 - Although viewing through an app is low at a national level, this channel is used by one in ten Culturally Active (A1) and two in ten Active Speakers (A2).

Ways commonly view Māori Television programming (among viewers within the last 12 months, % 2021)

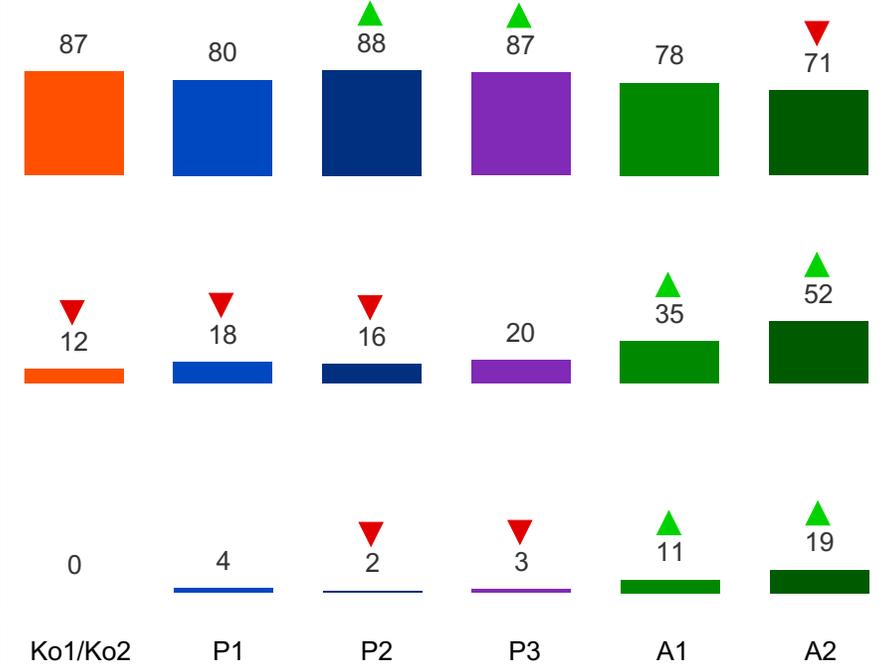
Via a television (either live or recorded)



Via the internet and on demand viewing



Via an app



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

Among non-viewers, the main reasons for not watching Māori Television are not speaking te reo and a lack of interest, although not having enough time is the most common barrier among Culturally Active (A1).

Key findings

- A lack of interest is the main reason among the Kore segments for not viewing Māori Television programming, followed by not being able to speak te reo.
- Not being able to speak te reo is the most common reason among non-viewers within all three Pō segments at around 40%. Lack of interest decreases among the Pō segments moving from left to right along the model, being 33% among P1, 17% among P2, and 10% among P3. A lack of time is also mentioned by around one in five non-viewers within the Pō segments.
- Among the Culturally Active (A1) who don't watch Māori Television programming, the most common reasons are not having enough time (33%) and not being able to speak te reo (25%). One in five non-viewers, however, do not have a television.

Reasons for not watching Māori Television programming (among non-viewers within the last 3 months, % 2021)

	Total NZ 2010	Total NZ 2020	Total NZ 2021	Ko1	Ko2	P1	P2	P3	A1
I don't speak the Māori language	40	44 ▲	40 ▼	39	42	43	41	37	25 ▼
Not at all interested in Māori Television	37	38	39	86 ▲	66 ▲	33 ▼	17 ▼	10 ▼	10 ▼
Do not have time	14	14	18 ▲	7 ▼	14	18	23 ▲	23 ▲	33 ▲
Do not like the programmes on Māori Television	15	13 ▼	13	22 ▲	17	14	13	7 ▼	1 ▼
Not tuned into Māori Television	9	8	7	2 ▼	3 ▼	8	12 ▲	9	9
Do not have a television	7	8	7	1 ▼	3 ▼	5	9	14 ▲	20 ▲
Programmes on Māori Television are not of sufficient quality	4	4	4	9 ▲	7 ▲	4	2	3	1
Don't watch much TV / much regular TV	7	5	4	1 ▼	0 ▼	3	5	11 ▲	9
I do not know how to get or view Māori Television	2	3	3	1 ▼	1 ▼	3	5	8 ▲	4
Can't get reception	3	2	2	1	1	2	1	1	3
Other	2	2	2	1	2	0	2	5 ▲	7 ▲

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

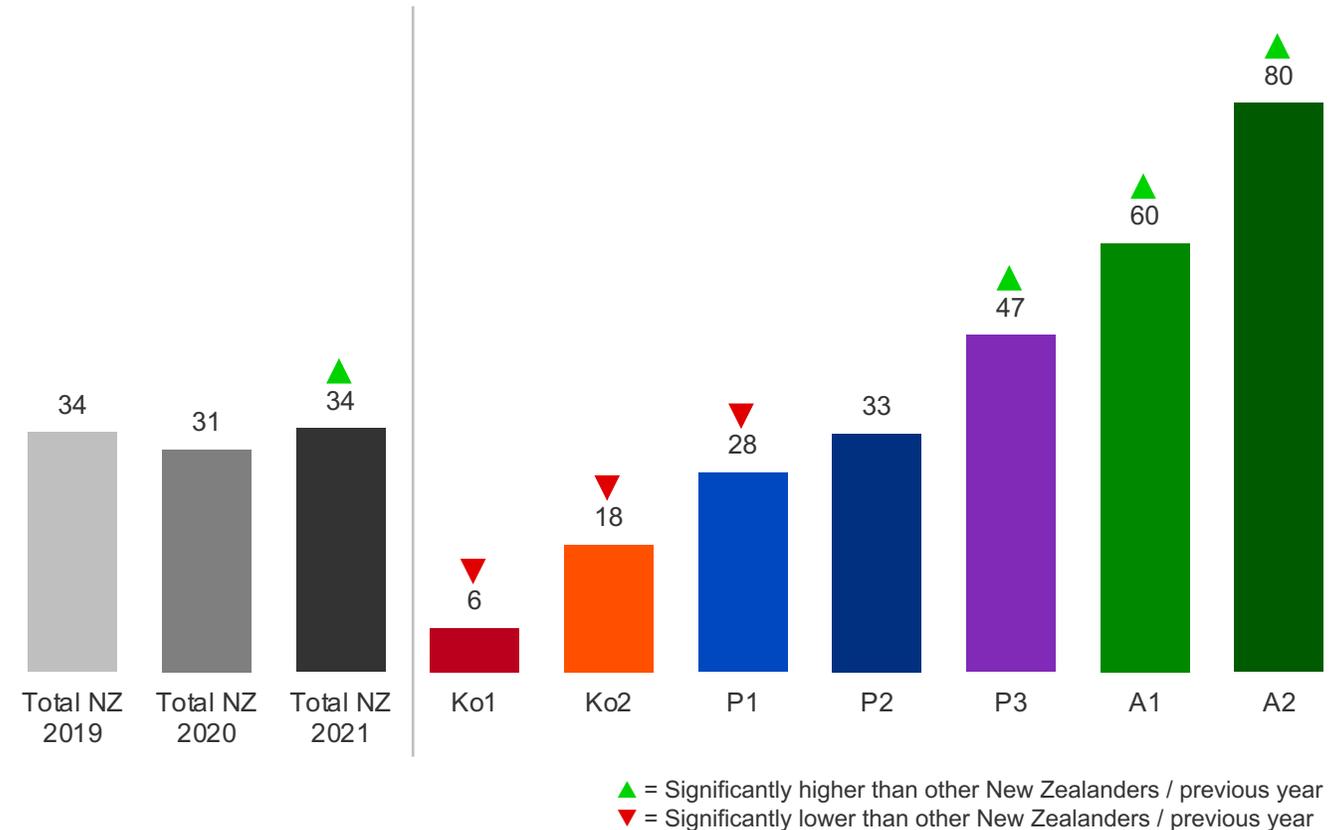
The Awatea segments most commonly view Māori programming across other television channels, and then decreasing moving down the KoPA model.

Key findings

- Eight in ten Active Speakers (A2) and three in five Culturally Active (A1) have viewed Māori programming across the other television channels within the past 3 months.
- Within the Pō segments, viewership among P3 has recovered to 47% following a small decline to 41% in 2020. Around three in ten within P2 (33%) and P1 (28%) have watched Māori programming across other television channels in the last 3 months.
- Following a decrease in 2019, viewership has returned to 18% among Kore Ko2. Few within Ko1 have viewed Māori programming across the other channels at 6%.

At least once a week (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	6	18 ▲	28	33	47 ▲	60	80
2020	8	10 ▼	23	31	41 ▼	67	85
2019	10	19	23	33	47	66	85

Viewership of Māori programming across other television channels in last 3 months (% 2021)

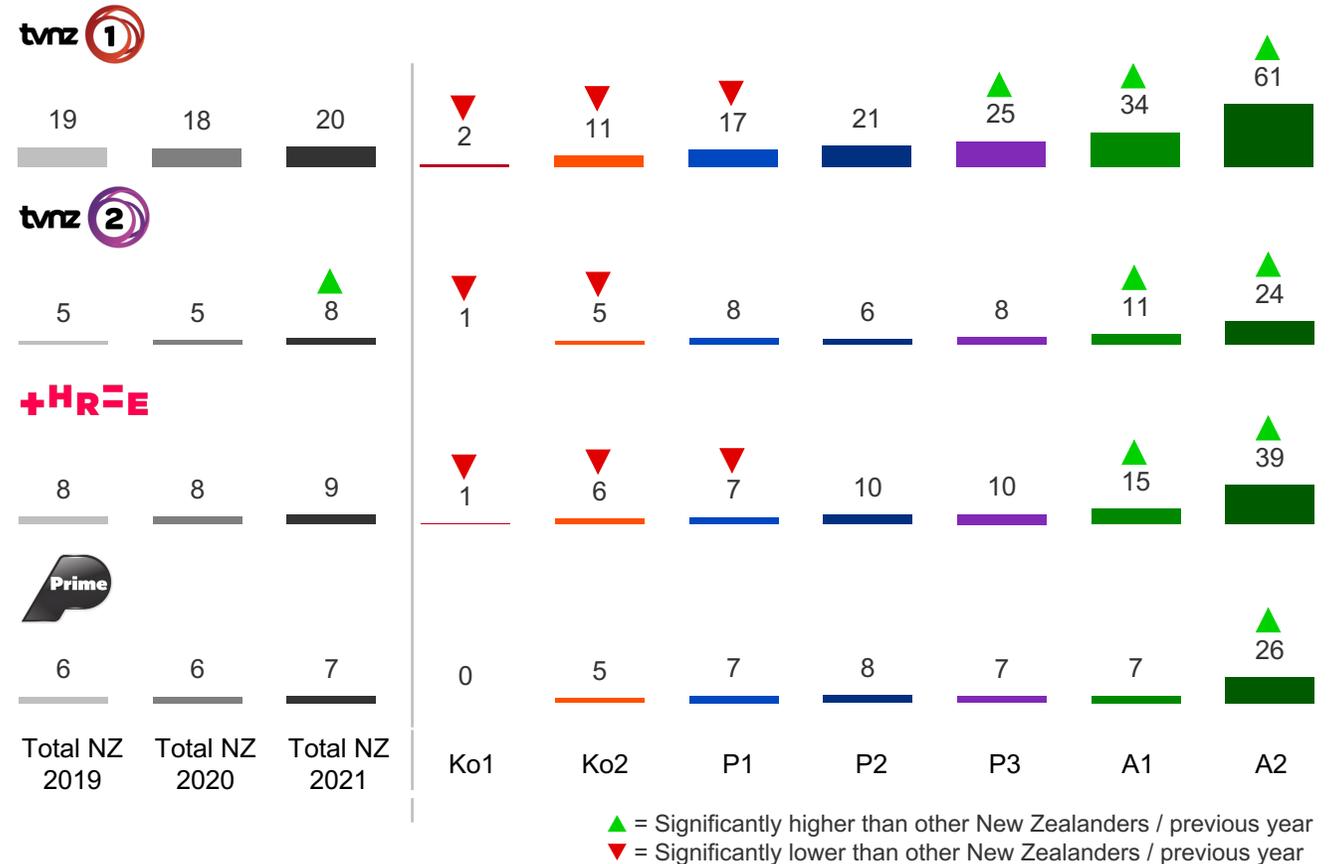


TV One is the most common other channel used for viewing Māori programming across all KoPA segments.

Key findings

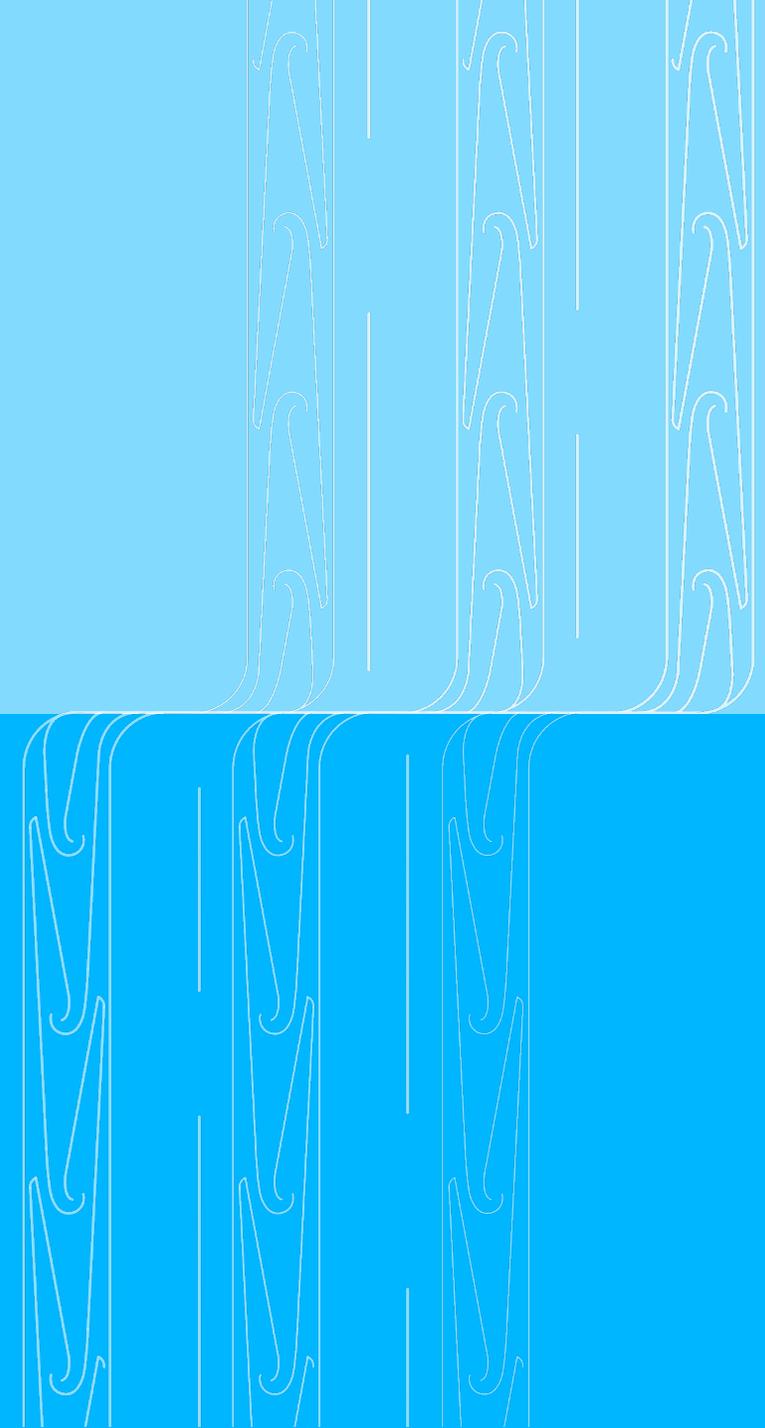
- TV One is the most common other channel for viewing Māori programming, used by 61% of Active Speakers (A2), 34% of Culturally Active (A1), and around one in five within the Pō segments.
- Among Active Speakers (A2), two in five claim to have viewed Māori programming in the last 3 months via TV3. One in four viewed TV2 (24%) and a similar proportion viewed Prime (26%).
- Among Culturally Active (A1), claimed viewership decreases from 15% for TV3, to 11% for TV2, and 7% for Prime.
- Viewership via TV2, TV3 and Prime varies from 10% to 6% among the Pō segments, and around 5% among Kore Ko2.
- Few within Kore Ko1 watch any Māori programming on the other channels.

Channels viewed Māori programming in last 3 months (% , 2021)





Iwi radio



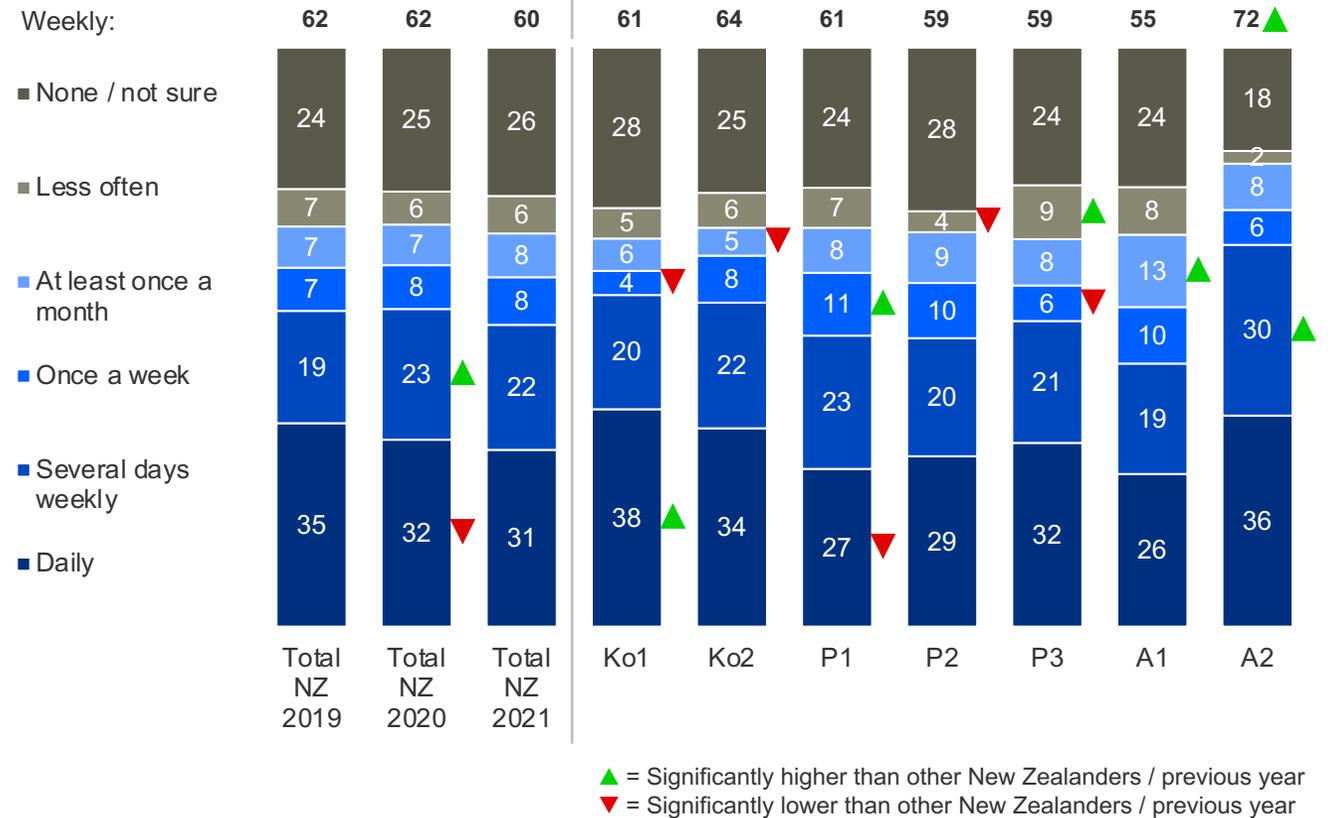
Three in five New Zealanders listen to radio programming at least weekly, with relatively little variation in frequency across the KoPA segments.

Key findings

- Six in ten New Zealanders listen to radio programming at least weekly with three in ten listening daily.
- Active Speakers (A2) are most likely to listen to radio programming at least weekly (72%), with 36% listening daily.
- There is little variation across the other KoPA segments in terms of weekly listening. Kore Ko1 are, however, most likely to be daily listeners of radio programming at 38%.

At least once a week (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	61	64	61	59	59 ▼	55 ▼	72
2020	68	61	64	57	65	66	67
2019	65	61	60	62	65	63	70

Listening to radio programming in general over the last 3 months (% 2021)



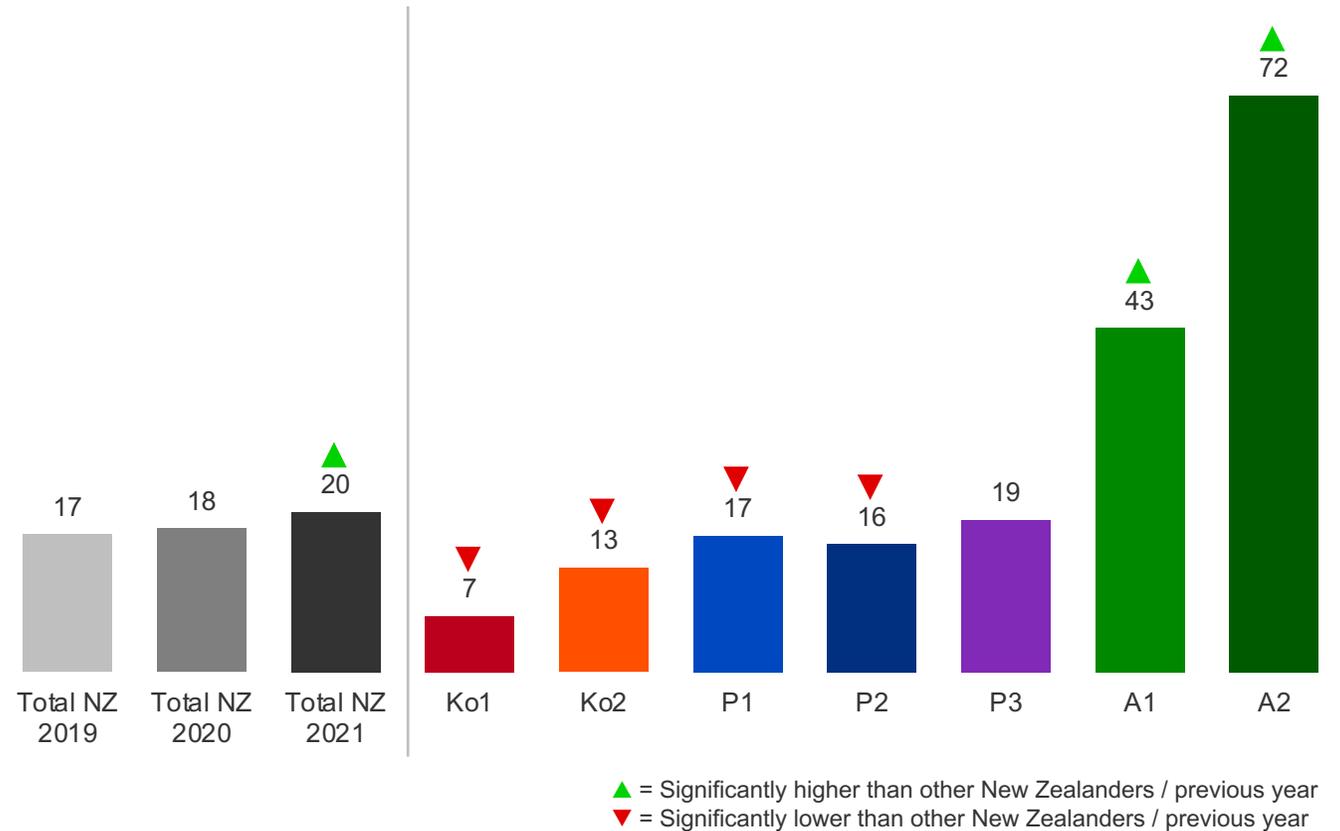
Awareness of any specific iwi radio stations has increased to 20% among all New Zealanders, but there is opportunity to increase awareness further.

Key findings

- Awareness remains broadly stable among Active Speakers (A2) at 72%.
- Consistent with previous years, two in five Culturally Active (A1) are aware of specific iwi radio stations.
- Awareness is similar across the Pō segments at just under 20% for each.
- There is only low awareness among the Kore segments, at 7% for Ko1 and 13% for Ko2.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	7 ▼	13	17	16	19	43 ▲	72
2020	13 ▲	10	14	12	15	39	76
2019	7 ▼	9	12	12	19	42	66

Aware of any specific iwi radio stations (% 2021)



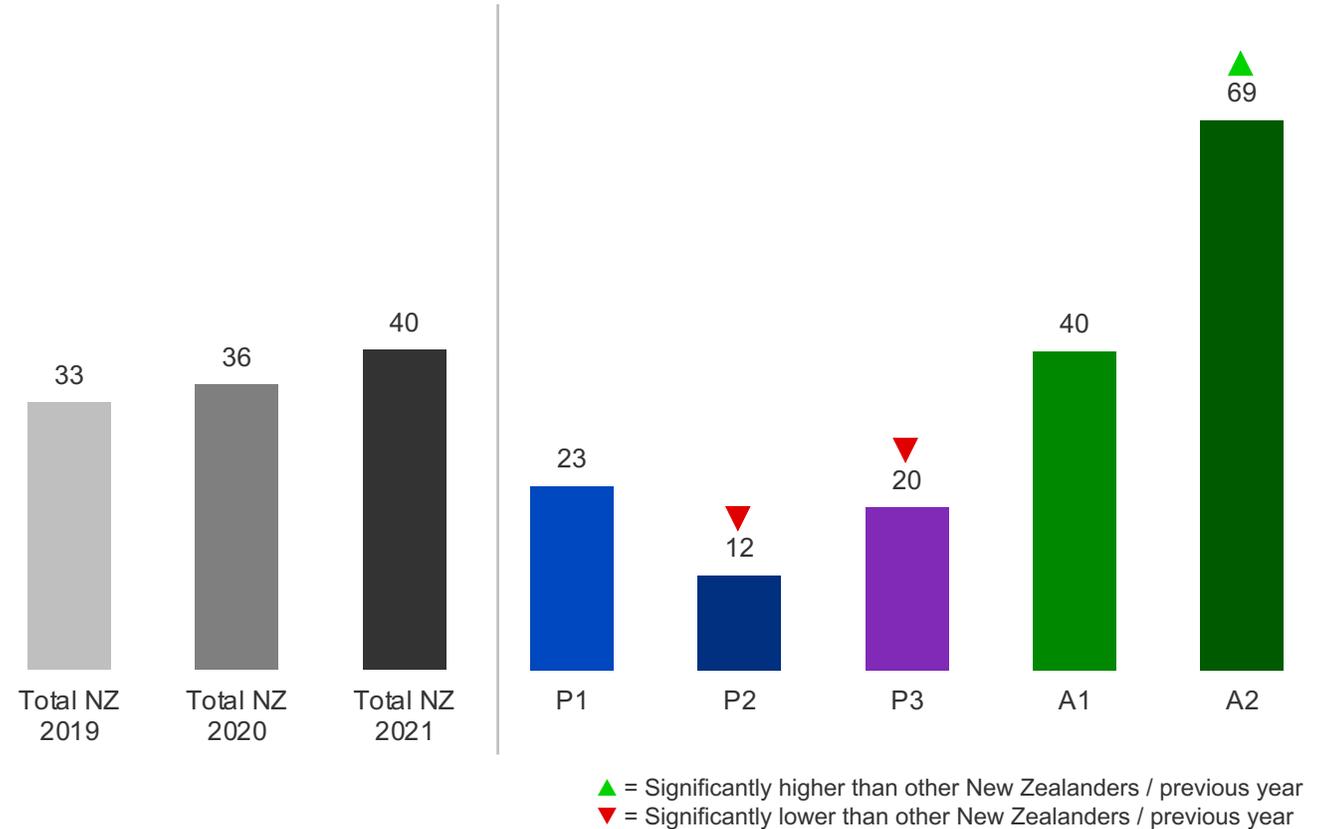
Awareness of whether the iwi with which they most closely identify with operates a radio station is slowly building among the Māori population.

Key findings

- 40% of the Māori population are now aware of whether the iwi with which they most closely identify operates a radio station, a significant increase from 2019 (33%).
- Awareness is highest among the Active Speakers (A2) at 69%, an increase on recent years (although not statistically significant).
- Awareness remains relatively stable among Culturally Active (A1) at 40%, offering opportunity for improvement.
- Awareness is 23% or lower among Māori within the Pō segments.

(%)	P1	P2	P3	A1	A2
2021	23	12	20	40	69
2020	22	12	22	38	60
2019	20	8	19	36	56

Aware if the iwi with which most closely identify operates a radio station (among the Māori population, % 2021)



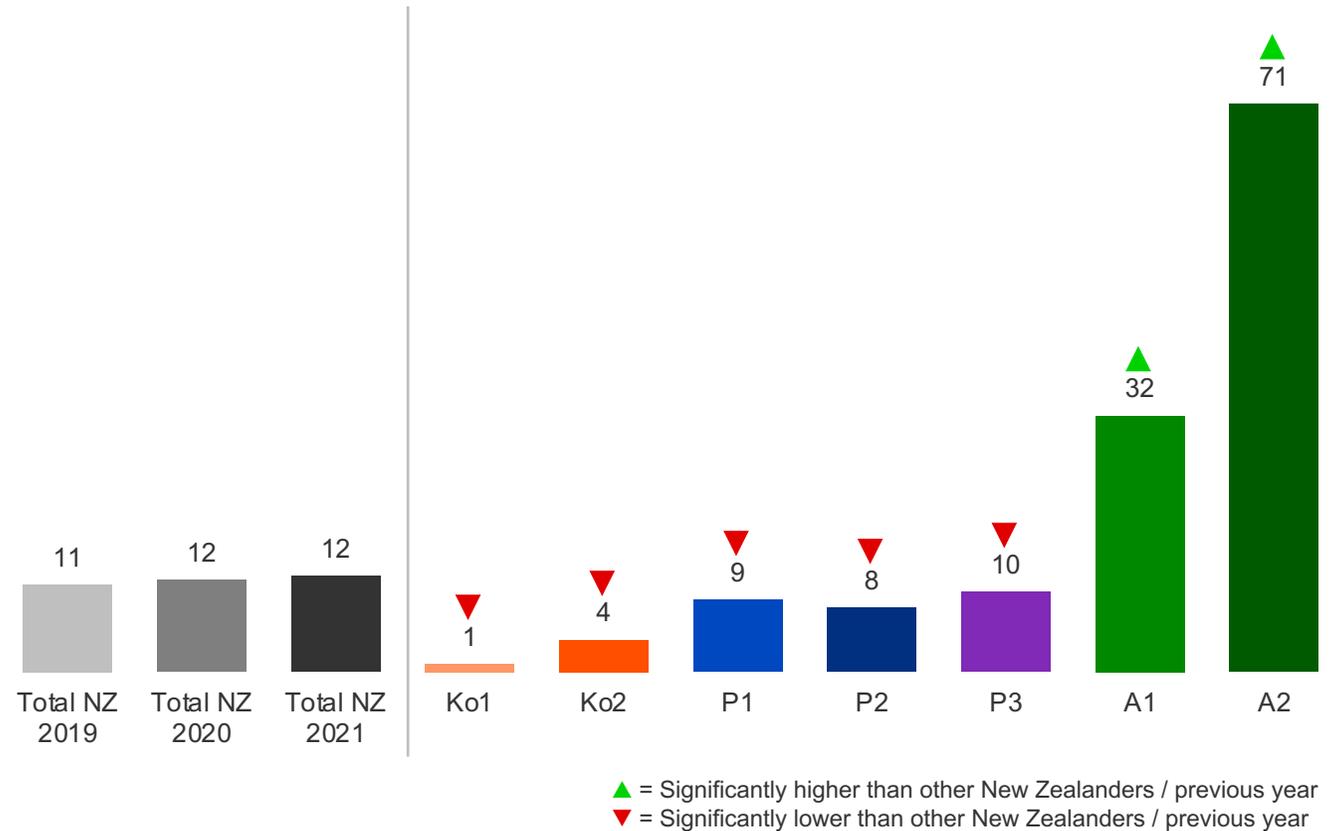
The number of New Zealanders tuning into iwi radio remains consistent with previous years. Listening to iwi radio continues to be most common within the Awatea segments.

Key findings

- Just over one in ten New Zealanders have listened to an iwi radio station within the past 12 months.
- This is most common among Active Speakers (A2) at 71%, but this drops to one third (32%) among Culturally Active (A1).
- One in ten, or just under, have listened to iwi radio within the past 12 months among the Pō segments, and very few within the Kore segments.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	1	4	9	8	10	32	71
2020	3	3	8	8	9	33	68
2019	2	5	5	7	13	31	62

Listened to iwi radio station within the past 12 months (% 2021)



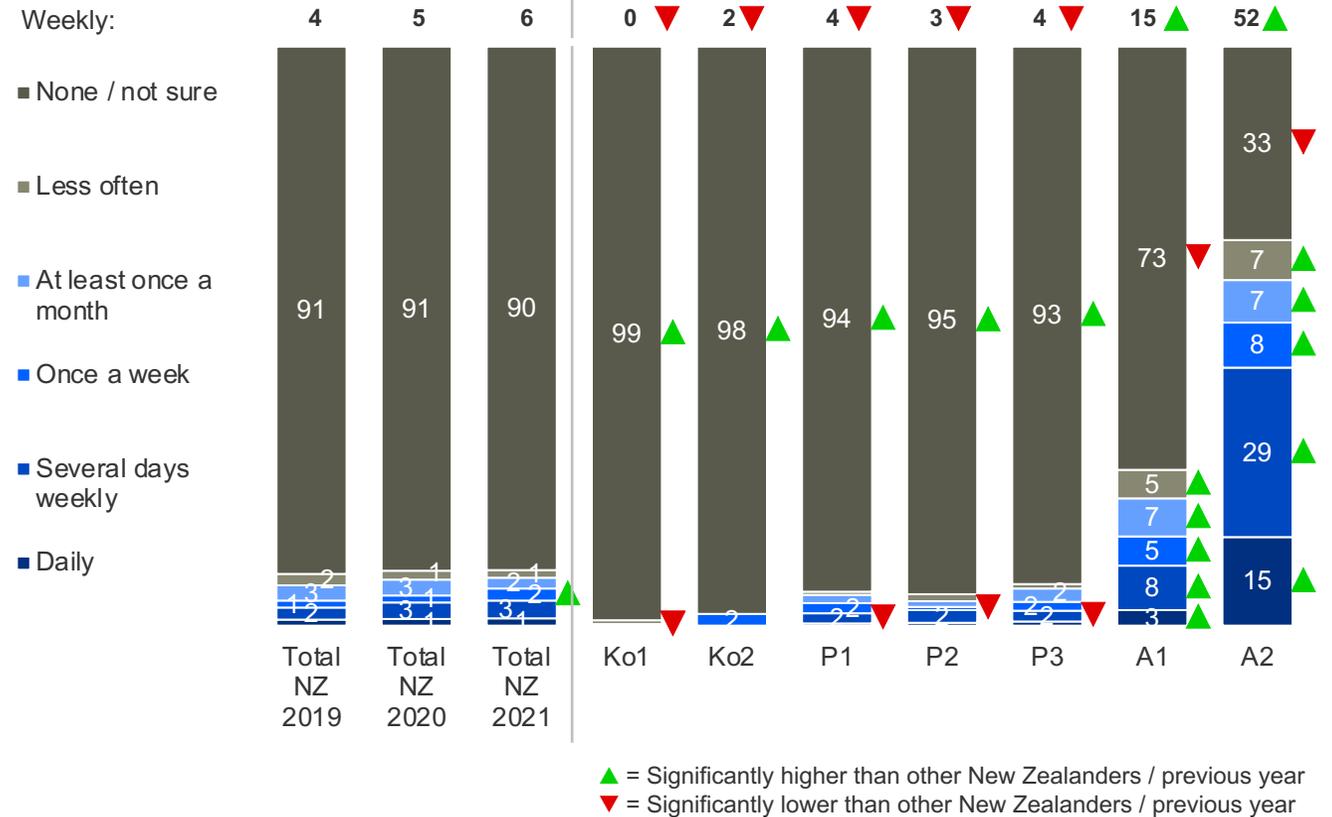
Active Speakers (A2) are the core of regular iwi radio listeners, but there is opportunity to build among both Active Speakers (A2) and Culturally Active (A1).

Key findings

- One in two Active Speakers (A2) listen to iwi radio weekly, with 15% being daily listeners.
- Weekly listening is less common among Culturally Active (A1) at 15% while few are daily listeners.
- Very few within the Pō or Kore segments listen to iwi radio regularly.

At least once a week (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	0	2	4	3	4	15	52
2020	0	1	3 ▲	2	3	16	50
2019	1	1	1	1	5	12	44

Frequency listen to iwi radio over the past 3 months (% , 2021)



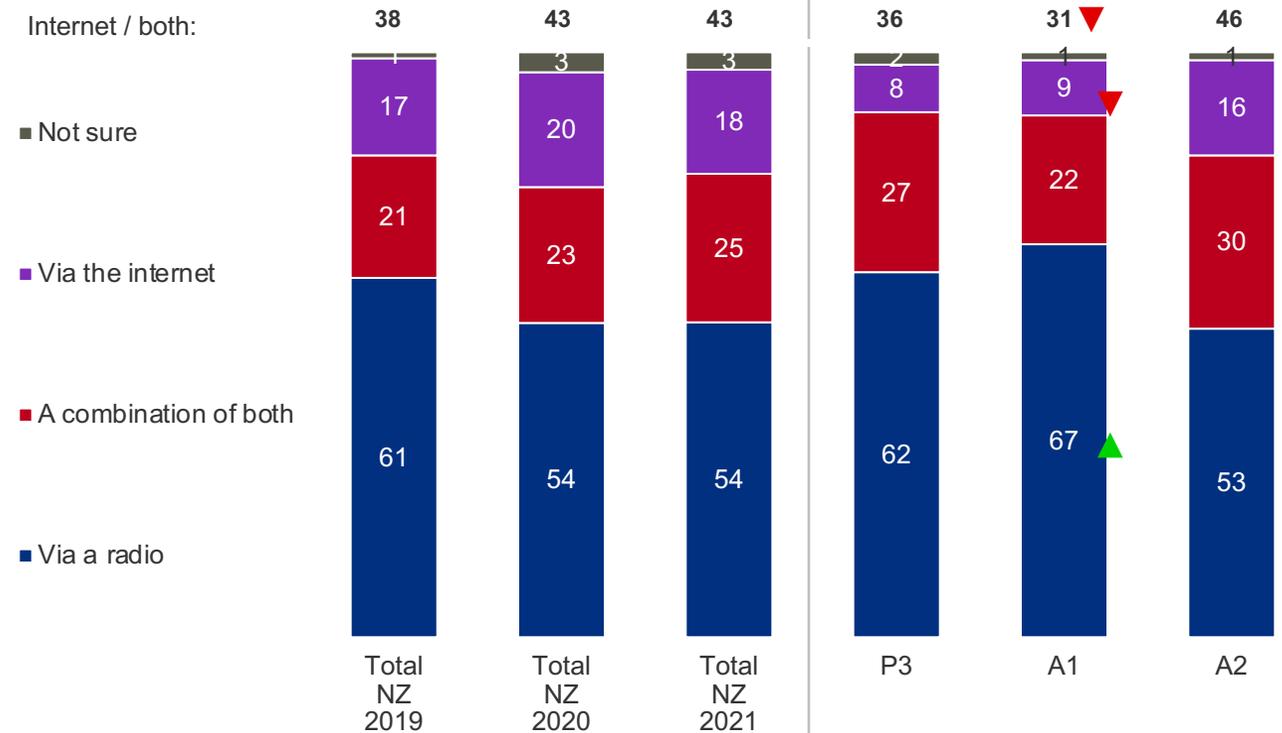
Although radio is the most commonly used source to listen to iwi radio, two in five also listen via the internet.

Key findings

- Consistent with 2020, just over two in five iwi radio listeners use the internet to listen to iwi radio, with almost one in five only accessing iwi radio online.
- Almost half of Active Speakers (A2) listen to iwi radio online. Many use a combination of both internet and a radio, but 16% only use the internet to do so.
- Around one third of Culturally Active (A1) and Pō P3 access iwi radio online.

Via the internet / combination of both (%)	P3	A1	A2
2021	36	31	46
2020	22▲	38	57
2019	43	34	50

Way usually listen to iwi radio (among iwi radio listeners in the past 12 months, % 2021)



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

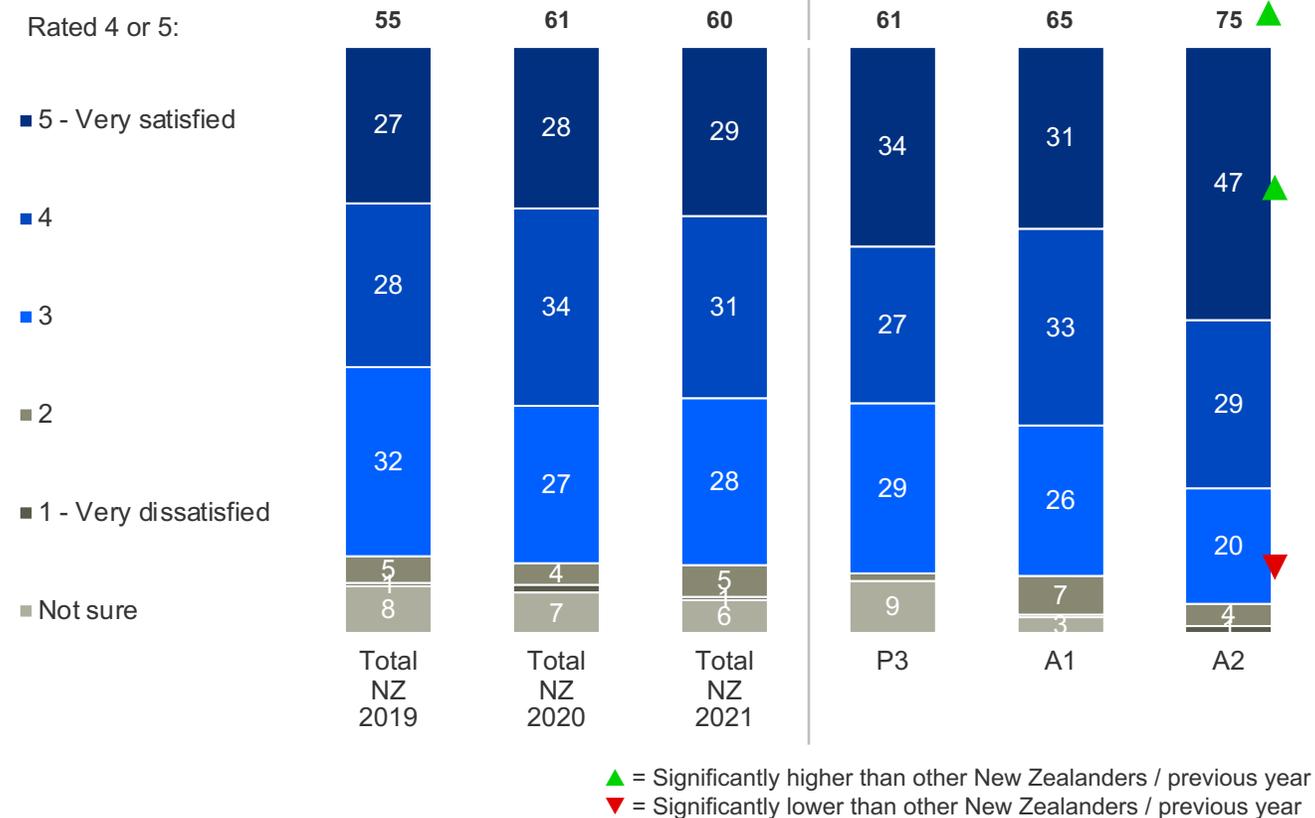
There is minimal dissatisfaction with Māori radio programming in general among listeners. There is, however, opportunity to further strengthen ratings, particularly among Culturally Active (A1) and Pō P3.

Key findings

- There continues to be very little dissatisfaction with Māori radio programming among listeners, with only 6% rating it as '1 – Very dissatisfied' or '2' on the 5-point scale.
- The majority of iwi radio listeners are generally satisfied with Māori radio programming with 60% rating it as '4' or '5 – Very satisfied', and 28% rating it as '3'.
- Active Speakers (A2) have the higher satisfaction with three quarters rating as 4 or 5, and the remainder typically rating as 3.
- Although less likely to rate as '5' than Active Speakers, 61% of Pō P3, and 65% of Culturally Active (A1) listeners rate their satisfaction with Māori radio programming as '4' or '5' with the remainder also typically rating it as '3'.

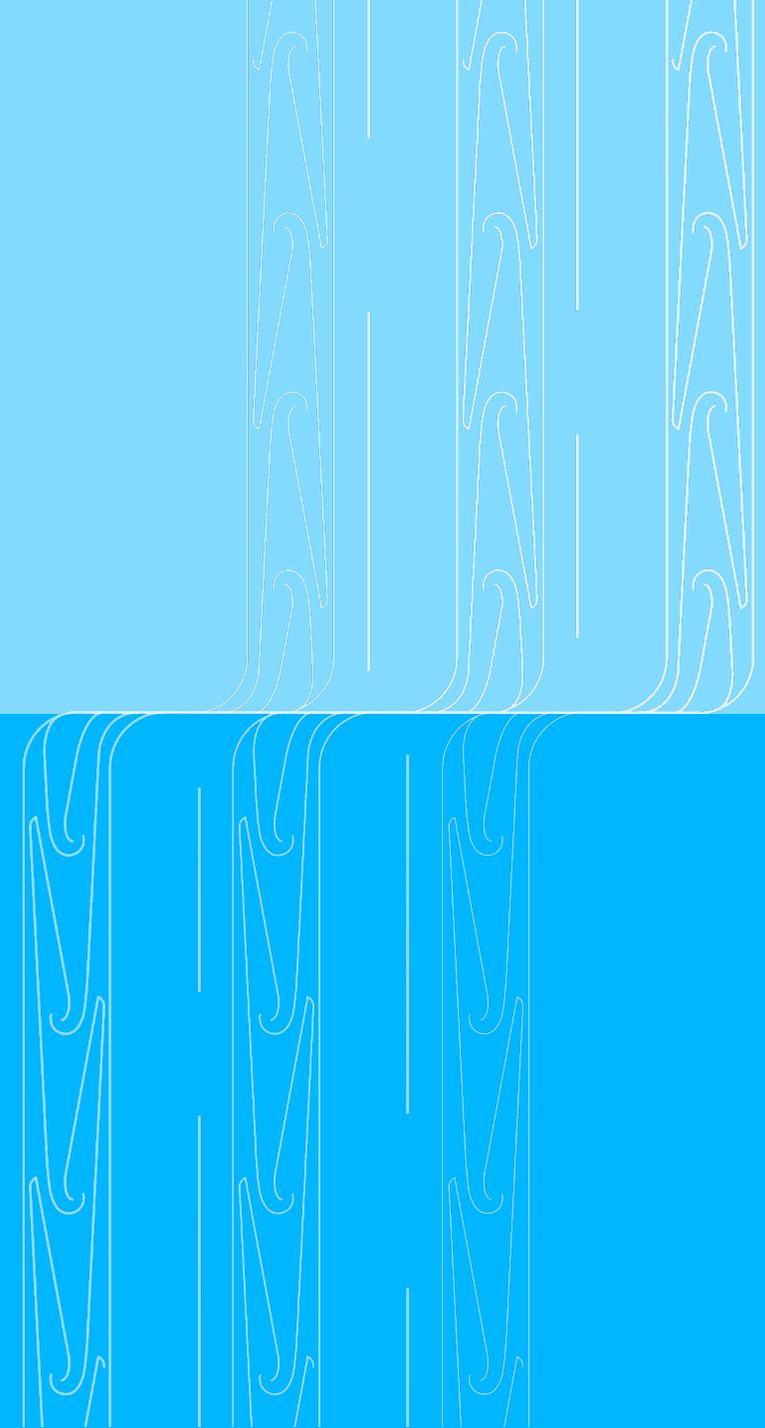
Rated 4 or 5 – Very satisfied (%)	P3	A1	A2
2021	61	65	75
2020	63	66	78
2019	48	67	69

Satisfaction with Māori radio programming in general (among iwi radio listeners in the past 12 months, % 2021)





Digital media

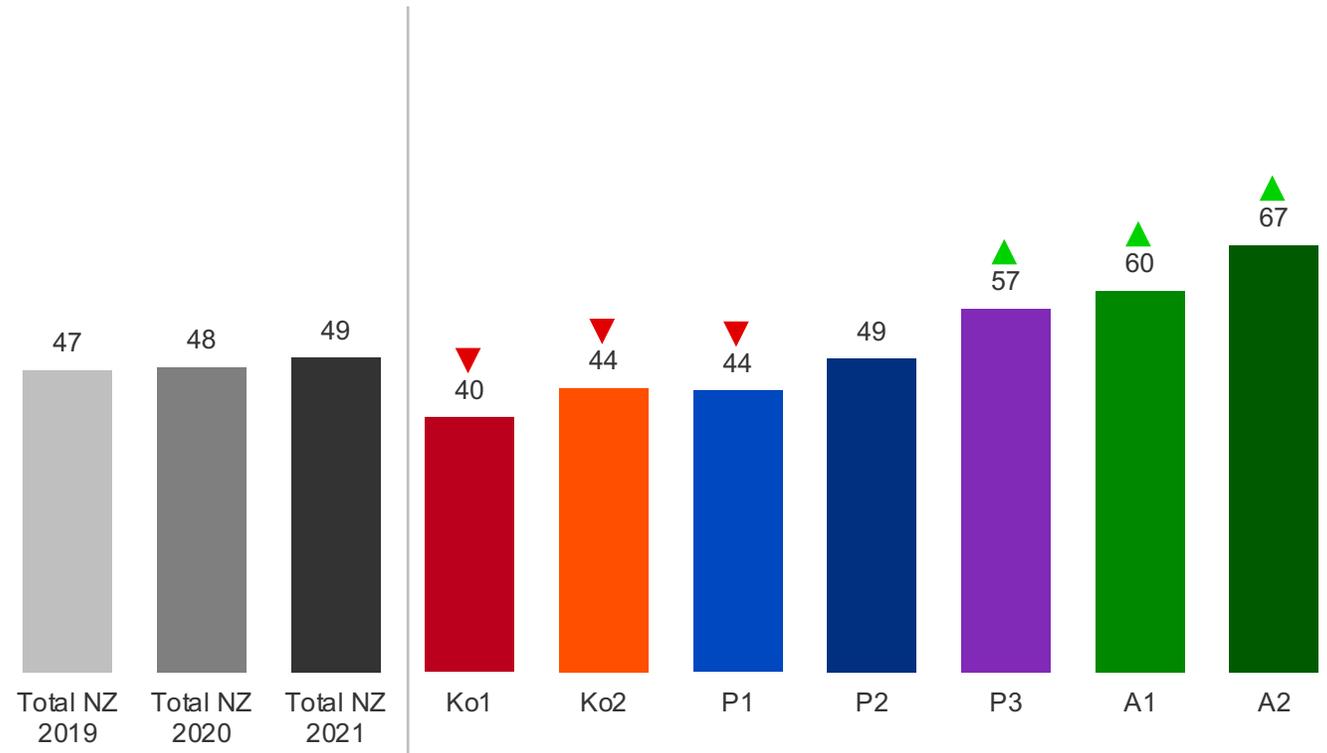


Half of New Zealanders regularly watch digital television programming. Active Speakers (A2) are the most common viewers.

Key findings

- Active Speakers (A2) most commonly view digital television programming in general (67%).
- Six in ten Culturally Active (A1) regularly watch digital television programming. A similar proportion of Pō P3 (57%) also do so.
- One in two view within Pō P3, and 44% within both Pō P1 and Kore Ko2.
- Kore Ko1 are the least likely to watch digital television programming in general (40%).

Regular access of digital media – Television programming in general (% 2021)



(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	40	44	44	49	57 ▲	60	67
2020	41	43	44	51	50 ▼	56	67
2019	40	44	41	48	57	57	61

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

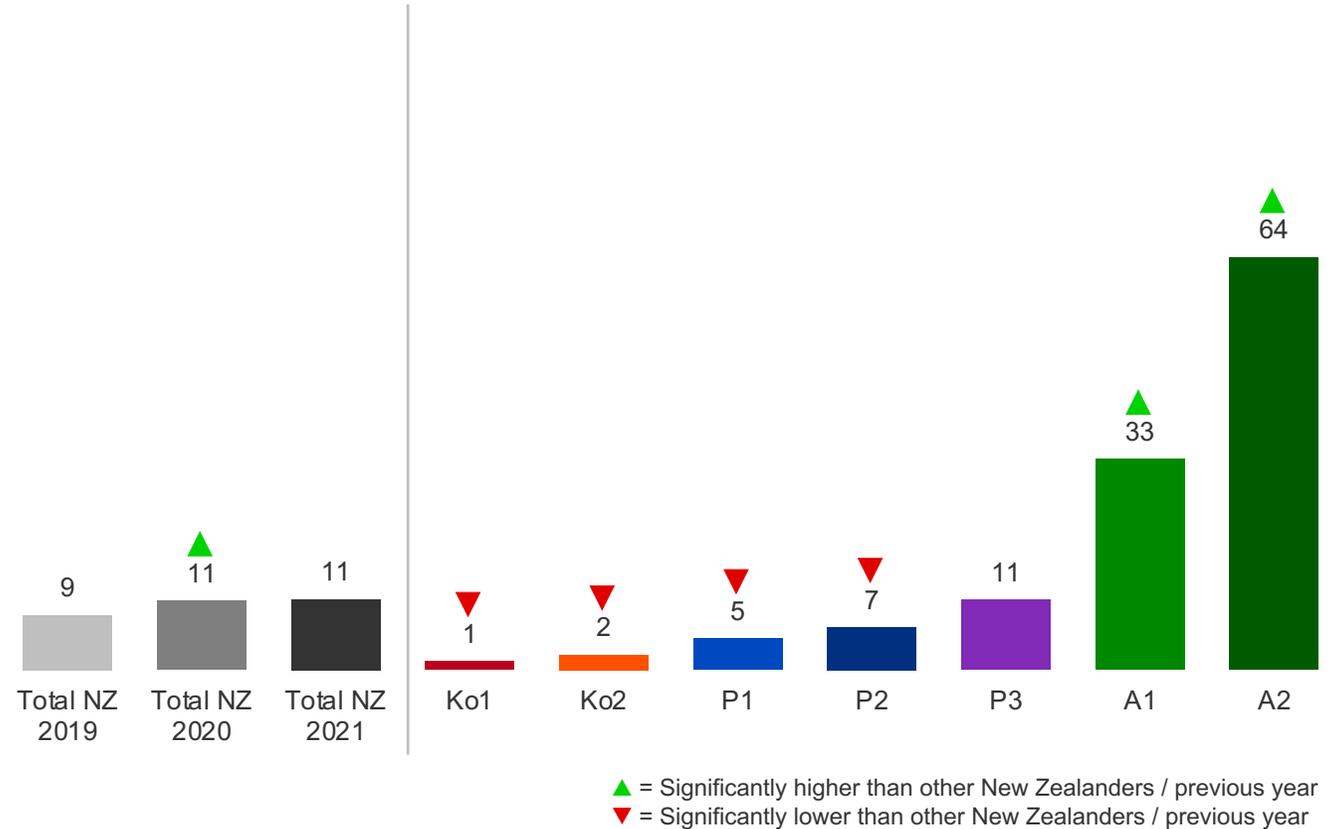
Two thirds of Active Speakers (A2) and a third of Culturally Active (A1) regularly watch digital Māori television programming.

Key findings

- Following a slight increase in 2020, regular viewing of digital Māori television programming at the national level remains stable at 11%.
- Active Speakers (A2) most commonly watch digital Māori television programming at 64%. This is a similar level to digital television programming in general.
- There continues to be a sizeable gap between viewing general digital television programming (60%) and Māori programming (33%) among the Culturally Active (A1) segment.
- Among the Pō segments, P3 most commonly view Māori television programming at one in ten.
- Few view within the Kore segments.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	1	2	5	7	11	33	64
2020	1	2	6 ▲	6	10	34	65
2019	2	2	4	4	11	26	57

Regular access of digital media – Māori television programming (% 2021)



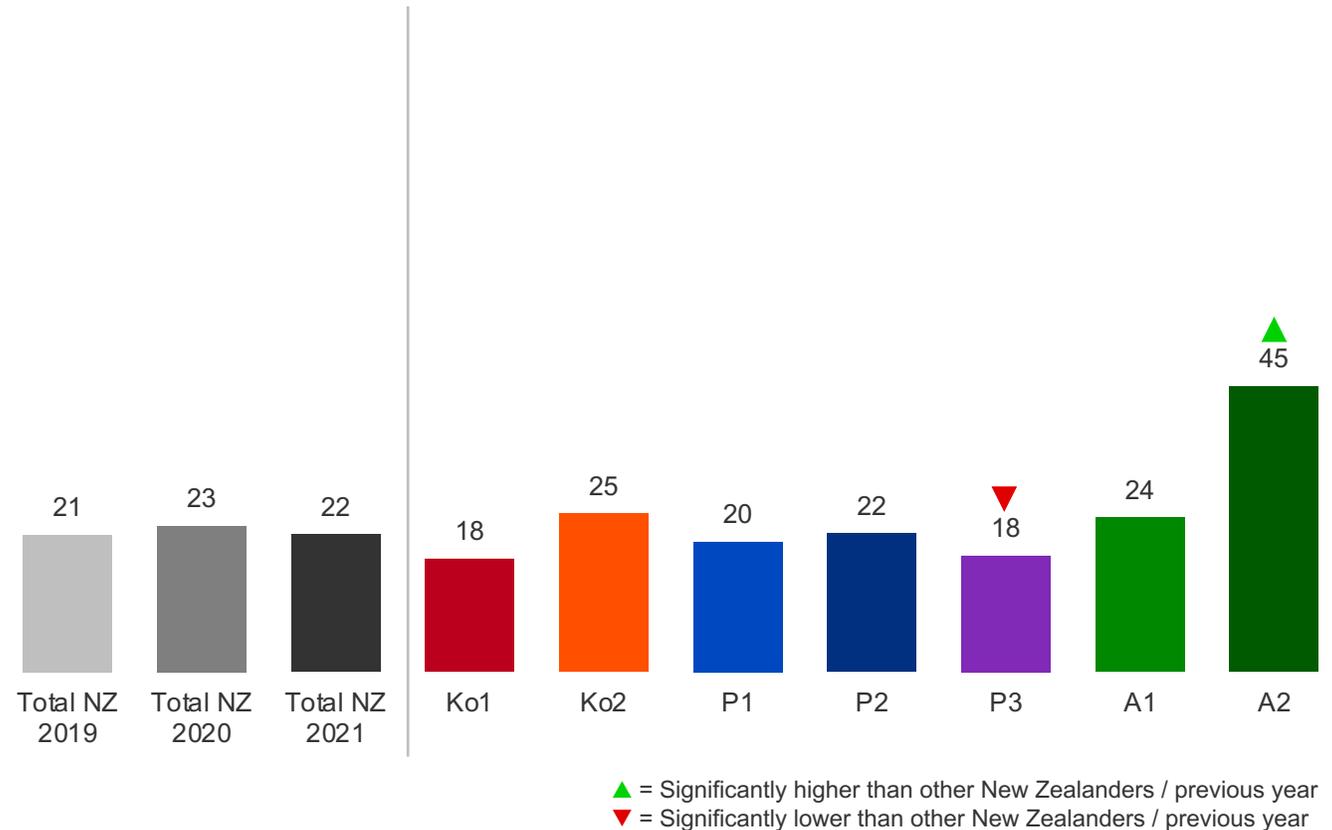
Consistent with previous years, just over one in five New Zealanders regularly listen to digital radio programming. This remains most common among Active Speakers (A2).

Key findings

- Just over one in five New Zealanders (22%) regularly listen to digital radio programming.
- Active Speakers (A2) are twice as likely as other New Zealanders to listen to digital radio programming at 45%.
- There has been a slight decline among Pō P3 since 2020, but between 18% and 25% of Kore, Pō, and Culturally Active (A1) are regular listeners of digital radio programming.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	18	25	20	22	18 ▼	24	45
2020	20	21	21	22	24	29	40
2019	22	17	18	22	25	24	47

Regular access of digital media – Radio programming in general (% 2021)



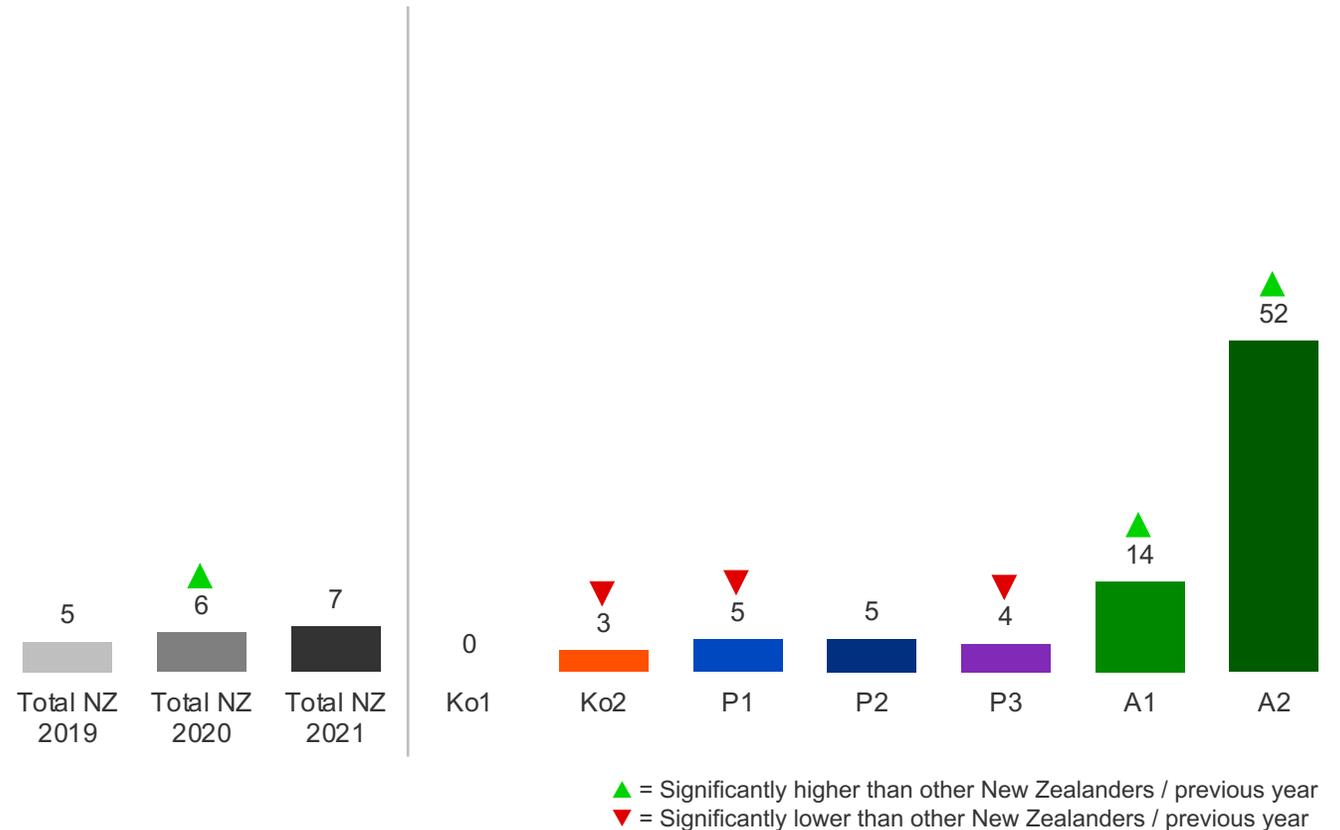
There is a slight upward trend in the proportion of New Zealanders regularly accessing digital Māori radio programming, although this is still a minority group of 7%.

Key findings

- Although not statistically significant, one in two Active Speakers (A2) now regularly listen to digital Māori radio programming which is higher than in 2019 and 2020. Of note, Active Speakers (A2) currently more commonly listen to digital Māori radio programming (52%) than digital radio programming in general (45%).
- Listening to digital Māori radio programming is relatively stable among Culturally Active (A1) at 14%, but continues to lag behind radio programming in general (at 24%).
- Only 4% to 5% listen to digital Māori radio programming within the Pō segments, 3% within Kore Ko2, and none within Kore Ko1.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	0	3▲	5	5	4	14	52
2020	0	1	5	4	4	17	42
2019	1	1	3	3	5	12	36

Regular access of digital media – Māori radio programming (% 2021)



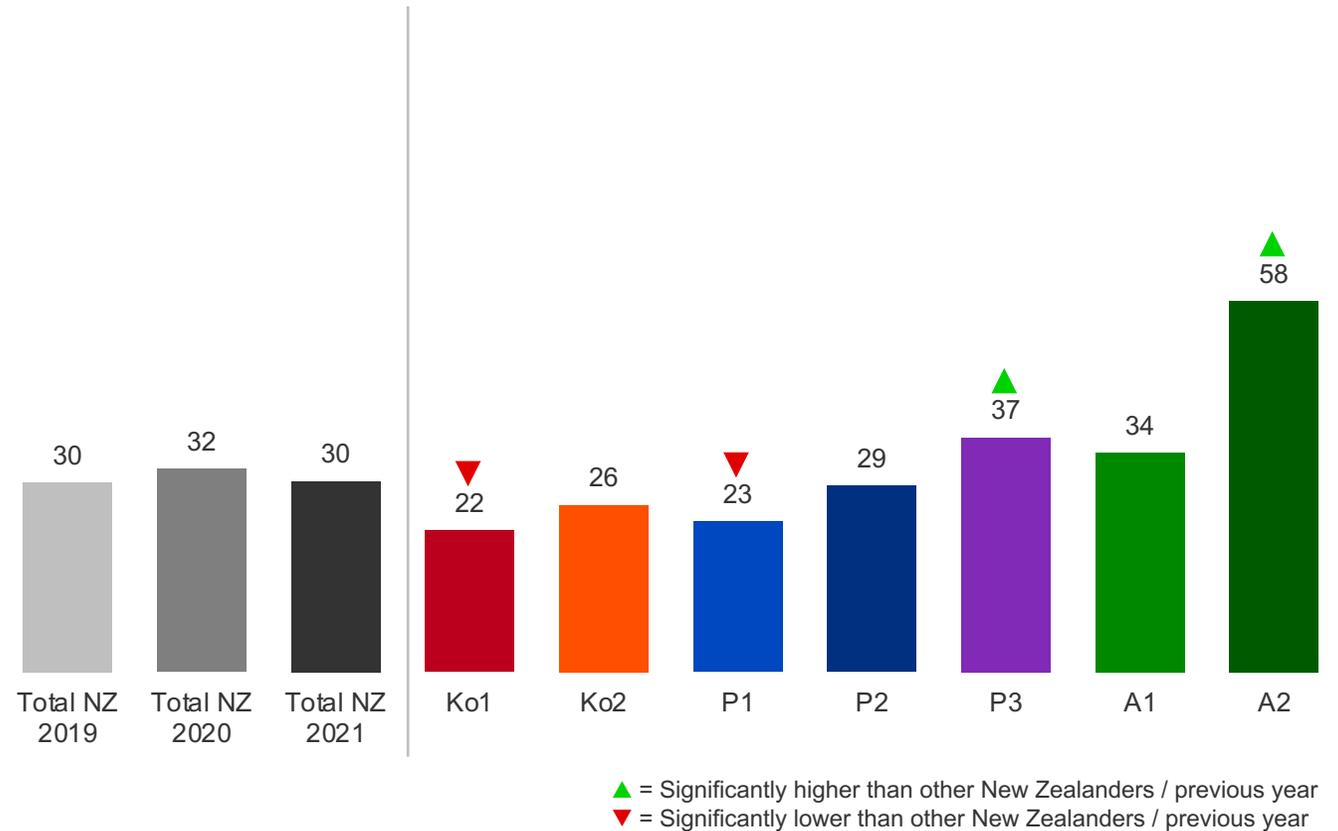
Three in ten New Zealanders regularly watch or listen to digital web series or podcasts. These channels are most common among Active Speakers (A2).

Key findings

- Around three in five Active Speakers (A2) currently watch or listen to web series or podcasts. Although not statistically significant, this level is higher than in 2019 and 2020.
- Culturally Active (A1) and Pō P3 have similar levels of watching or listening at just under two in five.
- Between 22% and 29% of the Kore, Pō P1 and Pō P2 segments regularly watch or listen to web series or podcasts.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	22	26	23 ▼	29	37	34	58
2020	22	22	31	35	36	38	50
2019	28	23	28	35	33	33	44

Regular access of digital media – Web series or podcasts in general (% 2021)



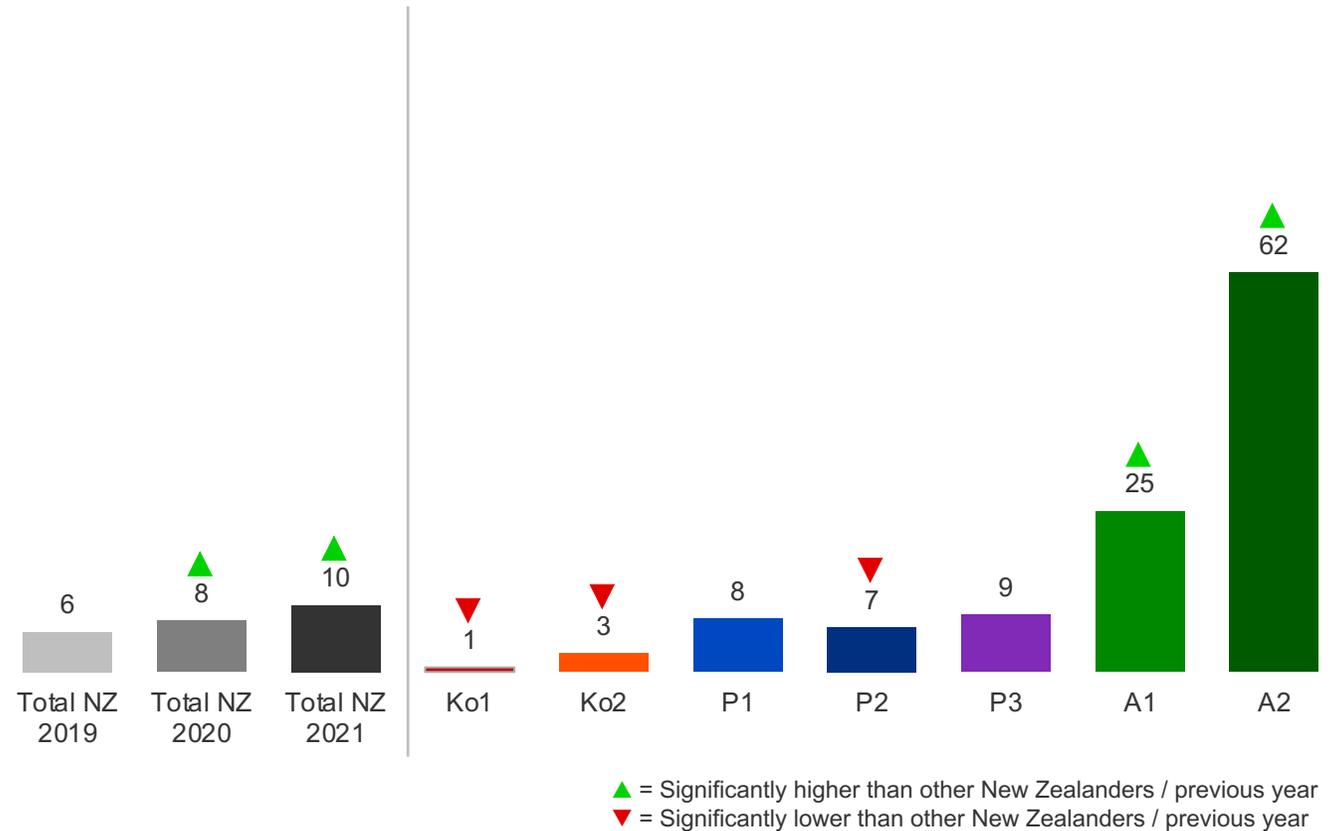
Watching or listening to web series or podcasts with Māori content continues to build at the national level.

Key findings

- One in ten New Zealanders now regularly watch or listen to digital web series or podcasts with Māori content.
- This remains most common, and stable, among Active Speakers (A2) at six in ten.
- Watching and listening to web series or podcasts with Māori content is also stable among Culturally Active (A1). Māori content (25%) however continues to lag behind general content (34%).
- Just under one in ten within the Pō segments watch or listen to web series or podcasts with Māori content. This is significantly higher among Pō P1 compared to 2020. Although not statistically significant, this is also higher than in 2019 and 2020 among Pō P2 and P3.
- Although higher than in 2020, few watch or listen among Kore Ko2 at 3%, and only 1% among Ko1.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	1	3 ▲	8 ▲	7	9	25	62
2020	0	1	5	5	6	24	61
2019	0	2	3	4	7	18	47

Regular access of digital media – Web series or podcasts with Māori content (% 2021)



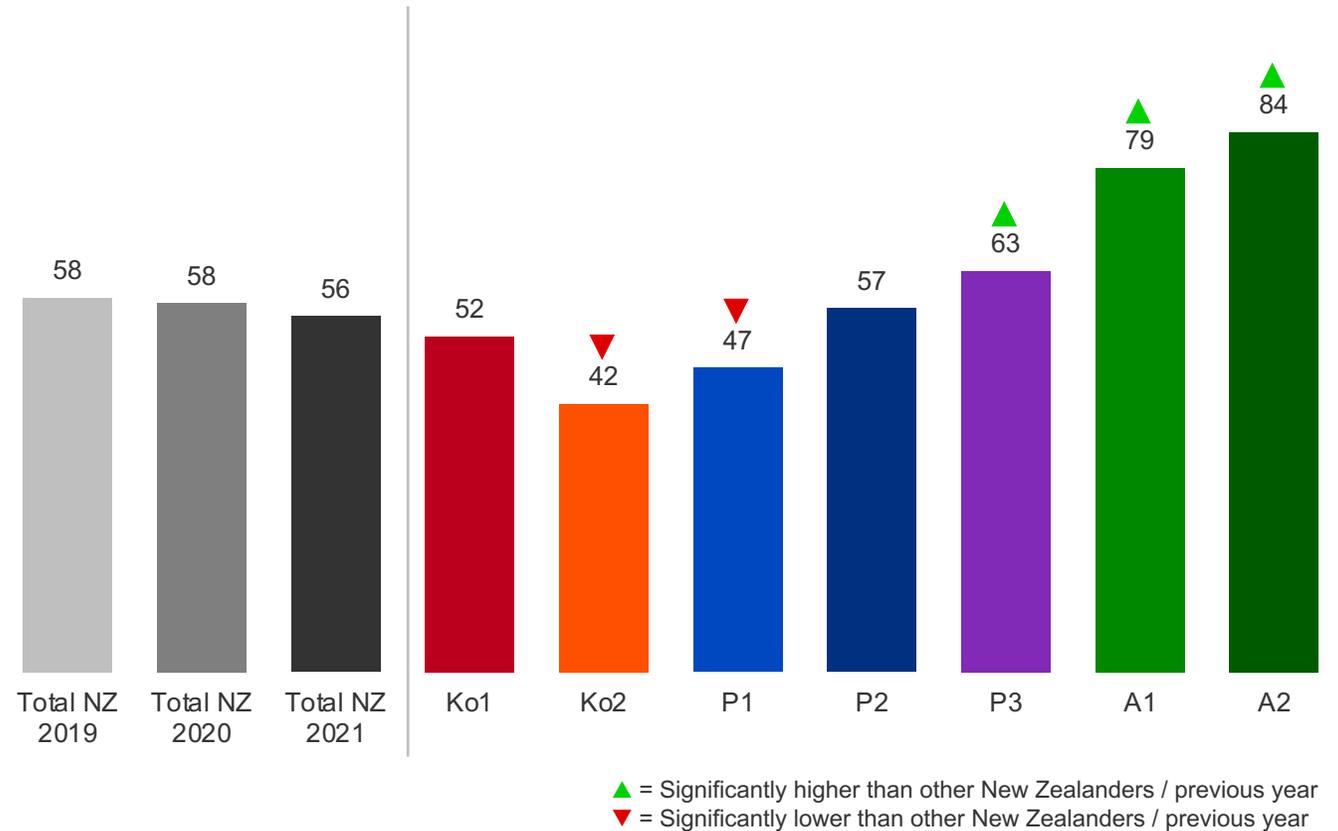
Music is the most commonly accessed digital media across all segments along the KoPA model, with the highest number of listeners within Awatea.

Key findings

- The Awatea segments most commonly listen to digital music, (84% of Active Speakers (A2) and 79% of Culturally Active (A1)).
- Listening increases across the Pō segments, from 47% among P1, to 57% among P2, and 63% among P3.
- Consistent with previous years, Kore Ko2 are the least likely to listen to digital music at four in ten. This is higher among Ko1 with just under five in ten listening.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	52	42	47	57	63	79	84
2020	49	43 ▼	53	58	65	79	87
2019	52	51	56	60	64	72	83

Regular access of digital media – Music in general (% 2021)



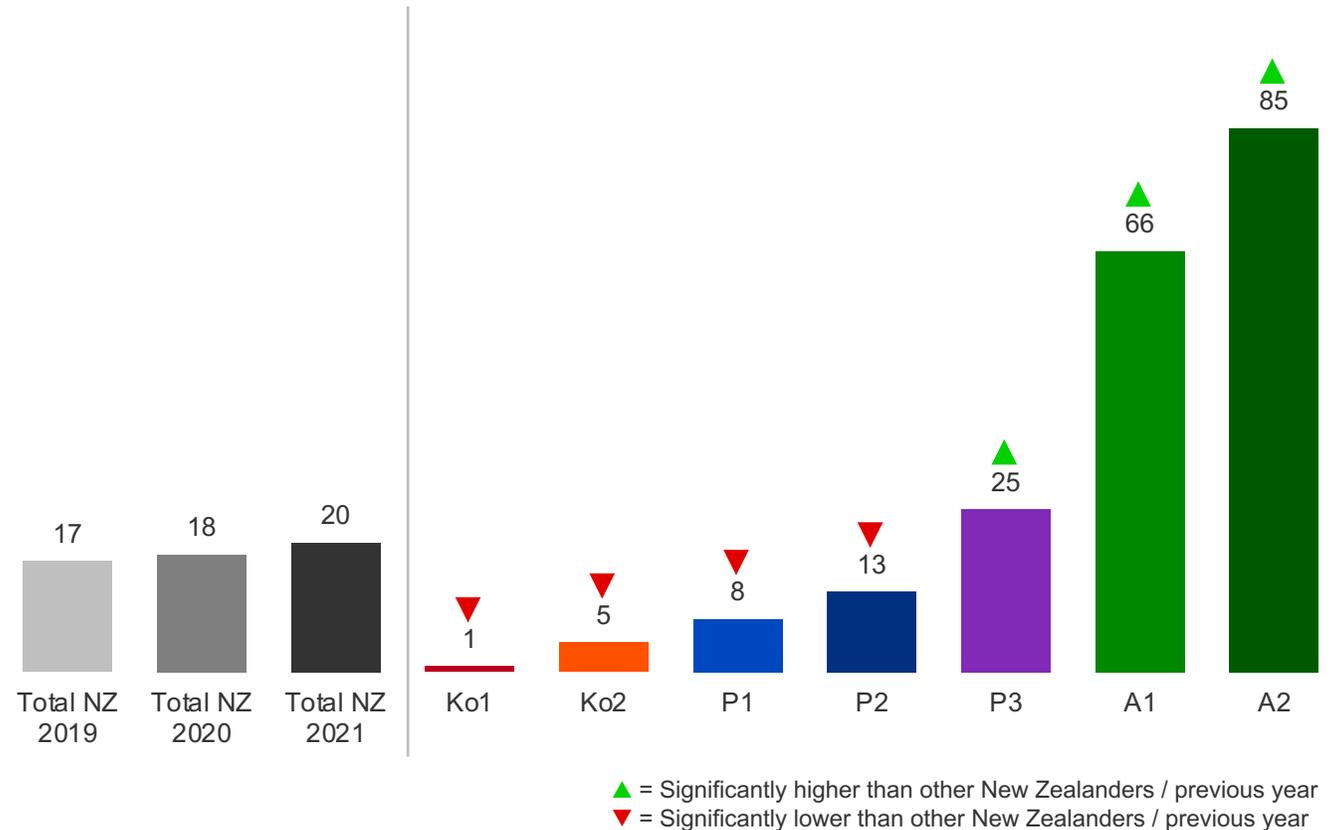
The proportion of New Zealanders listening to digital Māori music is slowly trending upwards, and one in five are currently regular listeners.

Key findings

- The majority of Active Speakers (A2) listen to digital Māori music.
- Consistent with 2020, two thirds listen within Culturally Active (A1).
- Following a decrease in 2020, listening has returned to one in four among Pō P3.
- Levels remain lower among Pō P2 at 13% and Pō P1 at 8%.
- Very few within the Kore segments regularly listen to digital Māori music, but increased to 5% among Ko2 following a decline in 2020.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	1	5 ▲	8	13	25 ▲	66	85
2020	1	1 ▼	9	13	18	64 ▲	87
2019	3	4	7	14	23	54	83

Regular access of digital media – Māori music including music by Māori musicians or music with Māori content (% 2021)



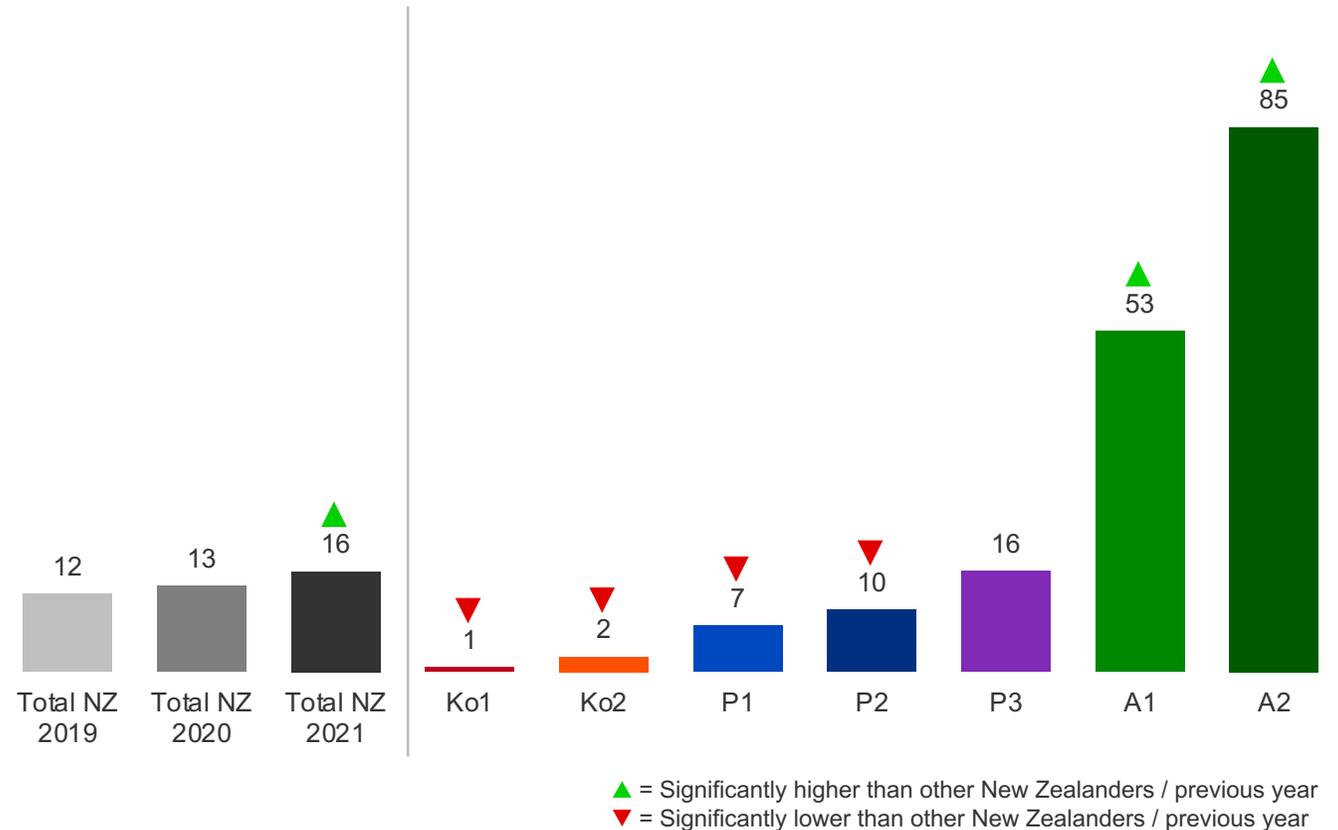
There is also an upward trend in the proportion of New Zealanders listening to music with high Māori language content.

Key findings

- Consistent with 2020, the majority (85%) of Active Speakers (A2) and one in two Culturally Active (A1) regularly listen to digital music that has high Māori language content.
- Following a decrease in 2020, 16% within P3 currently listen to digital music with high Māori language content. They remain the highest of the Pō segments, being 10% among P2 and 7% among P1.
- Few within the Kore segments listen to music with high Māori language content digitally.

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	1	2	7	10	16▲	53	85
2020	0	2	6▲	8	10▼	51	85
2019	0	4	3	7	14	45	78

Regular access of digital media – Music that has high Māori language content including kapa haka (% 2021)



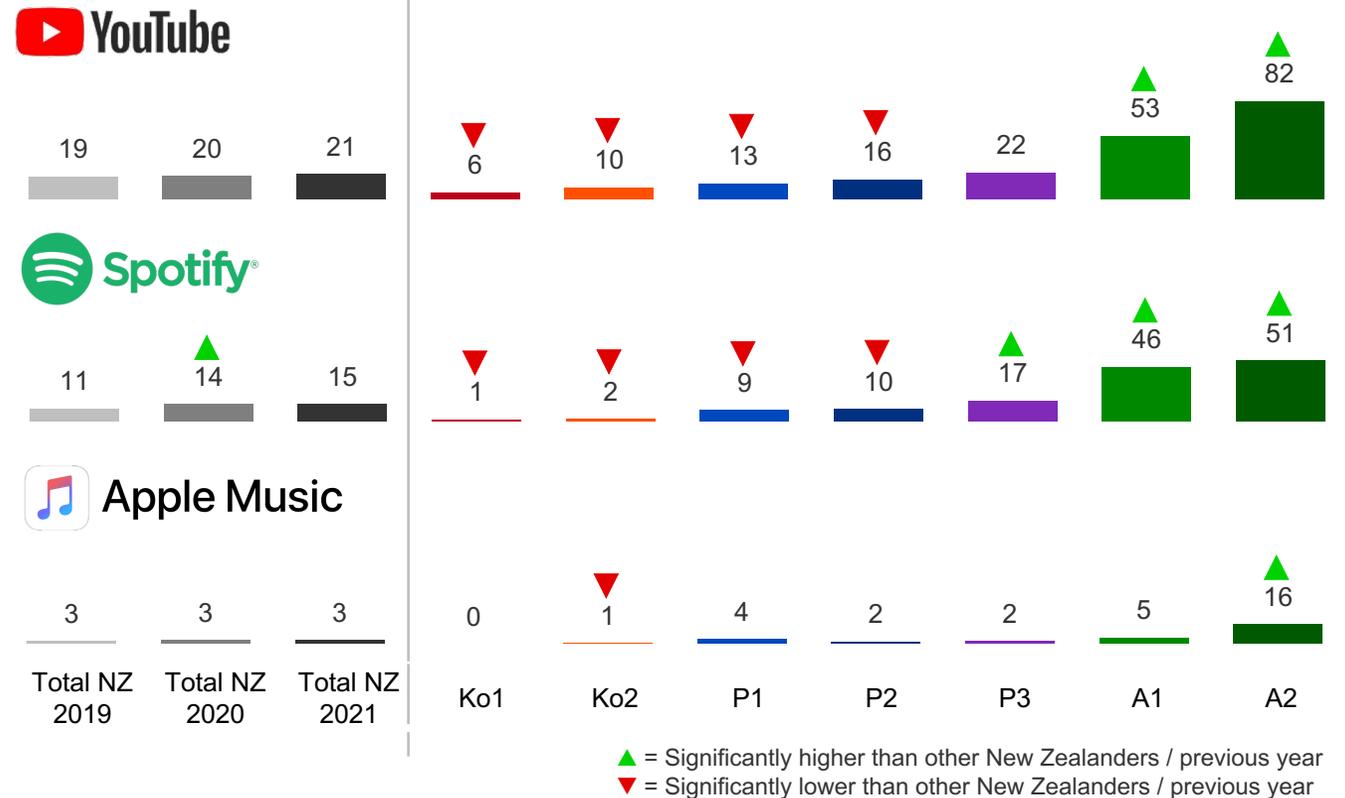
YouTube remains the most commonly used platform to access digital Māori music, followed by Spotify.

Key findings

- Consistent with previous years, Active Speakers (A2) more commonly access digital Māori digital music via YouTube (82%) than Spotify (51%).
- Among Culturally Active (A1), levels are closer between YouTube and Spotify (53% and 46% respectively).
- Although few use Apple Music to access digital Māori music at a national level, it is used by 16% of Active Speakers (A2).

	YouTube		Spotify		Apple Music	
	A1	A2	A1	A2	A1	A2
2021	53	82	46	51	5	16
2020	53	78	43 ▲	61	7	26
2019	51	74	30	49	6	19

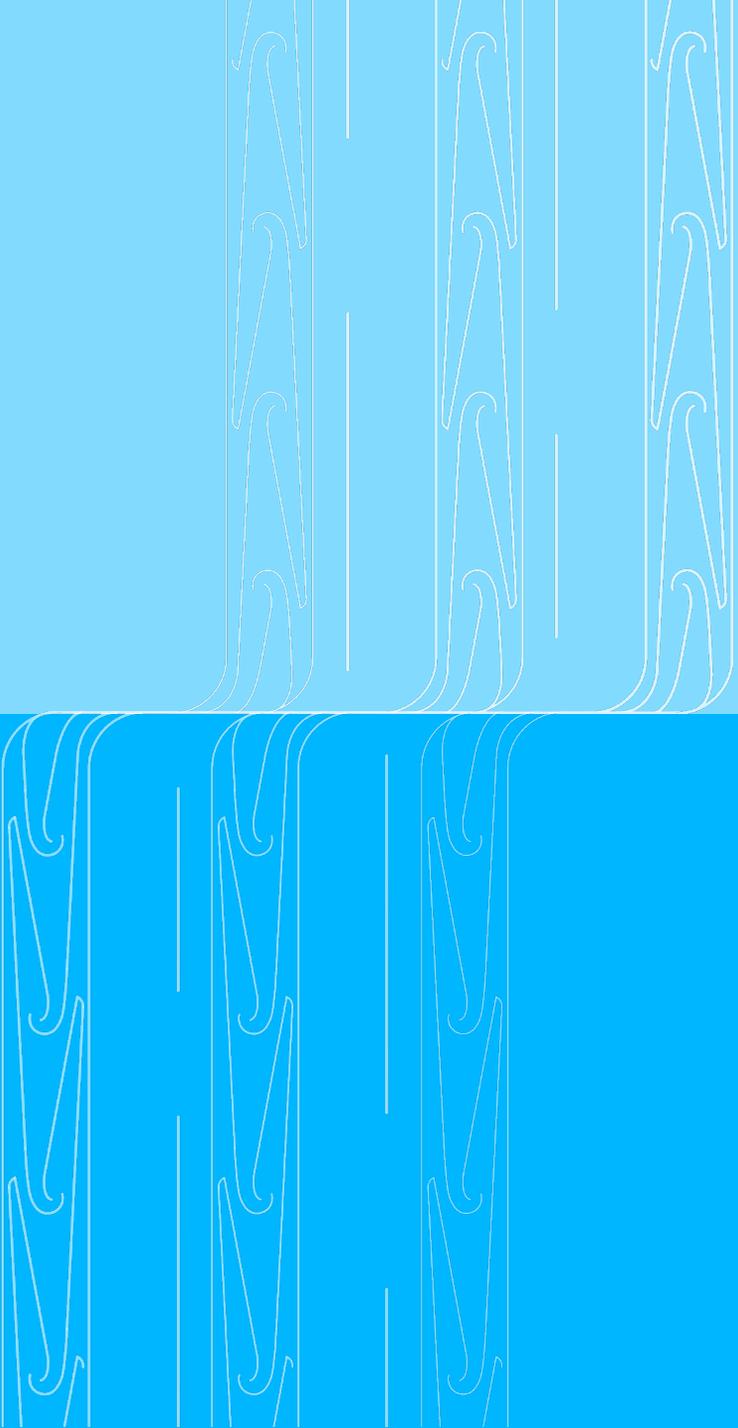
Ways regularly access digital Māori music (% 2021)





8

Impact of Māori programming



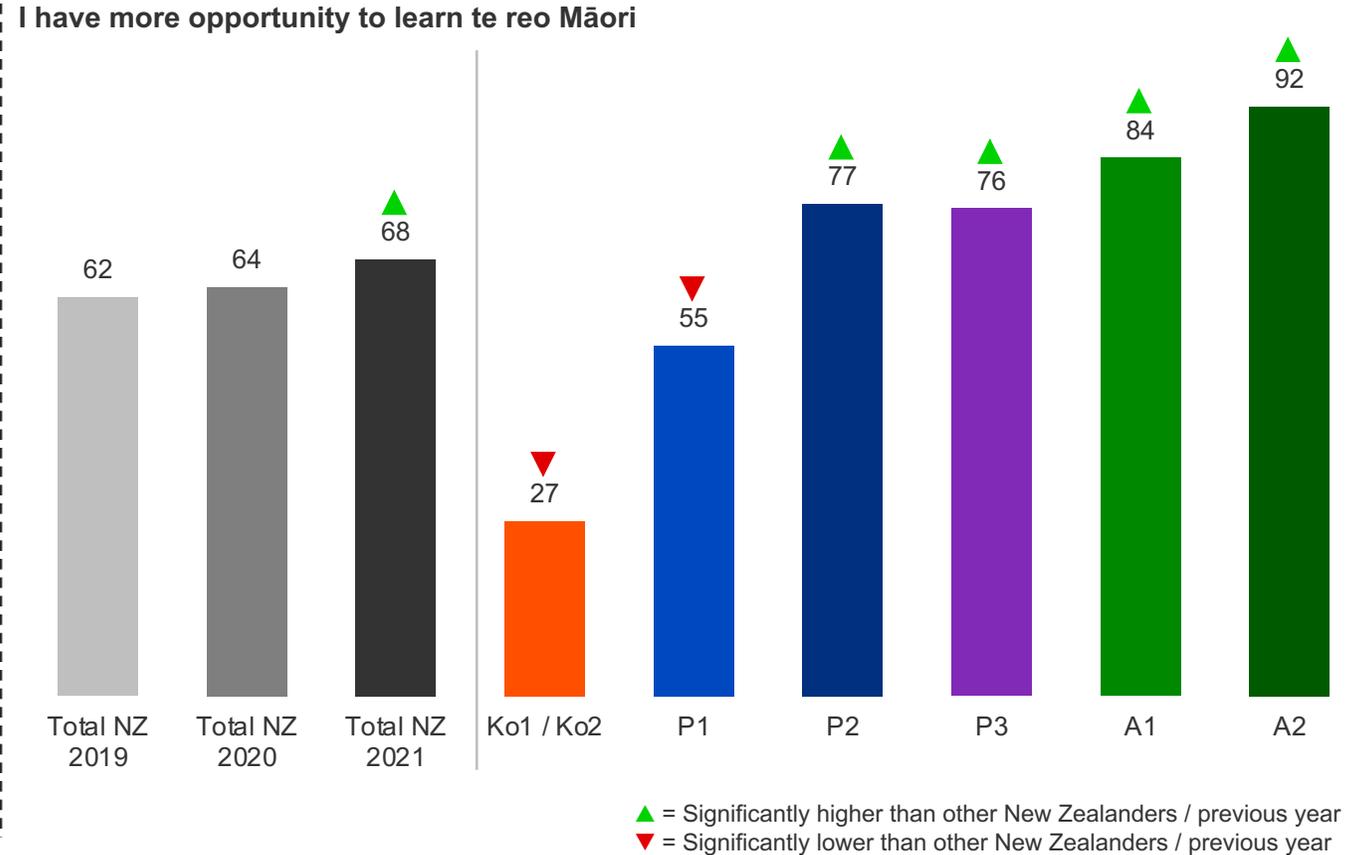
Two in three New Zealanders who view Māori Television programming agree that it provides more opportunity to learn te reo Māori, being a significant increase since 2020.

Key findings

- The majority within the Awatea segments agree that Māori Television programming provides more opportunity to learn te reo, being 92% of Active Speakers (A2) and 84% of Culturally Active (A1).
- Three in four now agree among Pō P3 and Pō P2 viewers. Although not statistically significant, this is an increase among P2 from 2020.
- Although more moderate at 55%, agreement is also slowly increasing for Pō P2 viewers.
- After declining in 2020 for Kore viewers, agreement has lifted though remains low at 27%.

(%)	Ko1 / Ko2	P1	P2	P3	A1	A2
2021	27	55	77	76	84	92
2020	21 ▼	52	67	71	84	88
2019	33	47	63	73	85	85

Impact of Māori Television programming (among viewers within the last 12 months, % 2021) - I have more opportunity to learn te reo Māori



Levels are also heightened for Māori culture, with three in four New Zealand viewers agreeing that Māori Television programming provides them with more opportunity to learn.

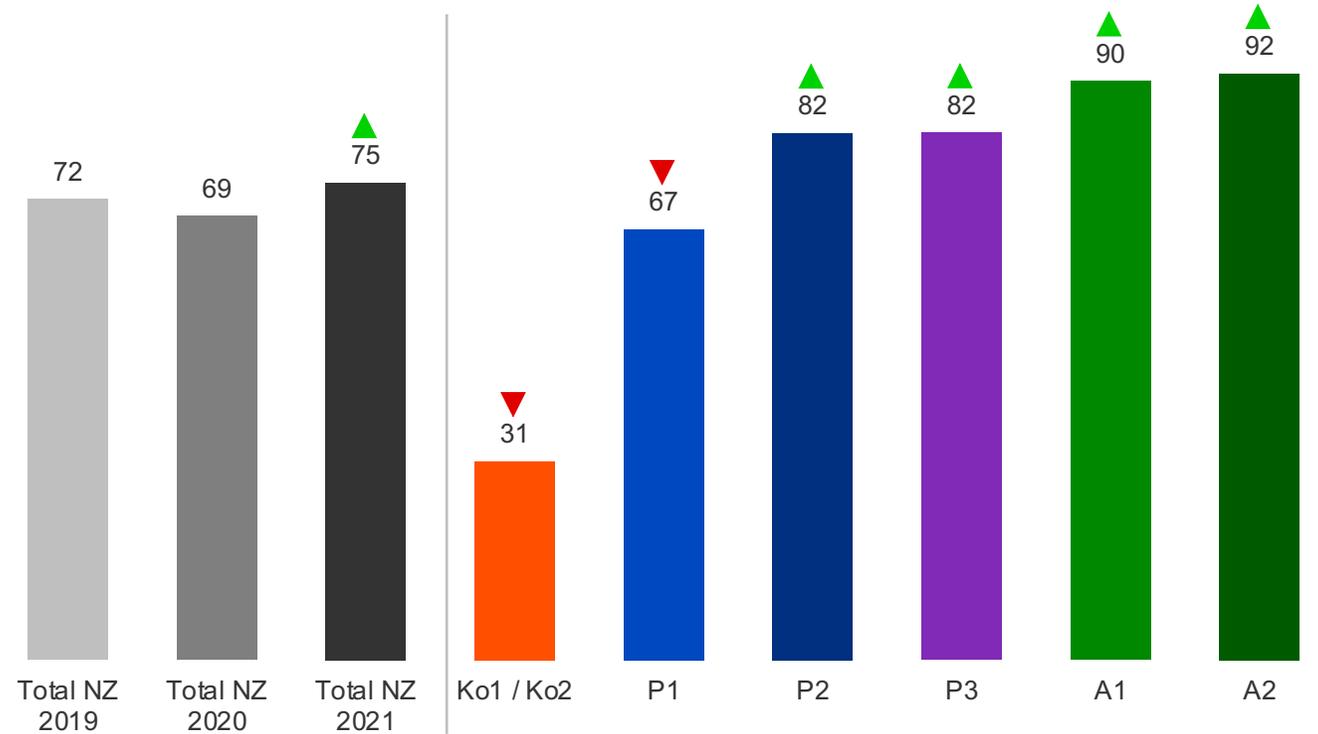
Key findings

- Consistent with 2020, nine in ten viewers within the Awatea segments agree that Māori Television programming provides more opportunity to learn about Māori culture.
- Four in five currently agree within Pō P3 and Pō P2. Although not statistically significant, agreement has improved among Pō P1 to 67% (from 59% in 2020).
- A third of Kore viewers currently agree that Māori Television programming provides more opportunity to learn about Māori culture.

(%)	Ko1 / Ko2	P1	P2	P3	A1	A2
2021	31	67	82	82	90	92
2020	25 ▼	59	73	77 ▼	89	90
2019	40	56	78	85	90	94

Impact of Māori Television programming (among viewers within the last 12 months, % 2021) -

I have more opportunity to learn about Māori culture



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

There has also been a slight increase in viewers of Māori Television programming who feel they are better informed on Māori issues.

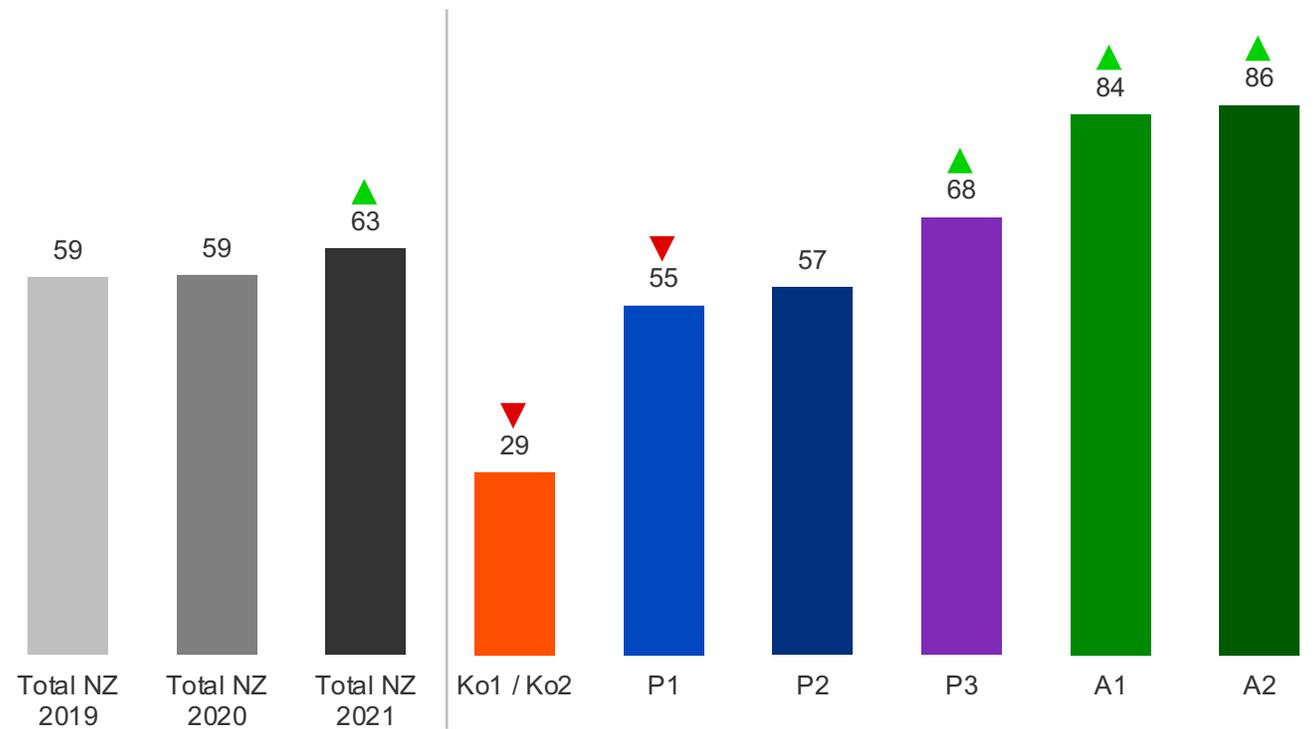
Key findings

- A majority of Active Speakers (A2) and Culturally Active (A1) viewers of Māori Television programming agree that they are better informed on Māori issues, consistent with 2020.
- Among the Pō segments, agreement is highest among P3 viewers at 68%. Following a significant increase among P1 viewers, agreement is currently very similar among P1 and P2 (55% and 57% respectively).
- Agreement continues to fluctuate among Kore viewers with three in ten currently agreeing that they are better informed on Māori issues as a result of Māori Television programming.

(%)	Ko1 / Ko2	P1	P2	P3	A1	A2
2021	29	55 ▲	57	68	84	86
2020	20	41	60	68	85	86
2019	29	46	54	70	79	93

Impact of Māori Television programming (among viewers within the last 12 months, % 2021) -

I am better informed on Māori issues



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

There has been a ten percent increase in the proportion of viewers who agree that Māori Television programming has helped improve their te reo ability, with half now agreeing.

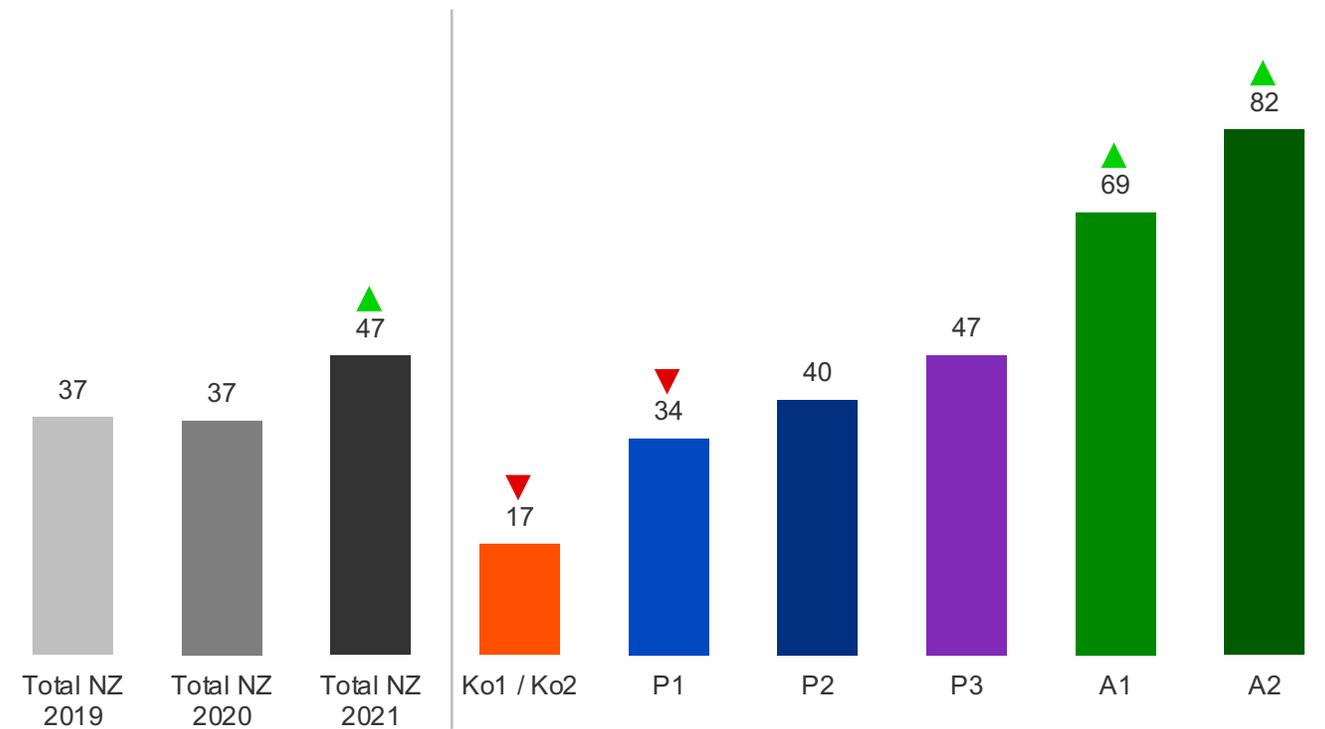
Key findings

- Similar to previous years, four in five Active Speakers (A2) and two in three Culturally Active (A1) who view Māori Television programming agree that it has helped improve their te reo ability.
- Agreement has improved among all Pō segments, though this increase is not statistically significant among P2. Although remaining higher among P3 viewers, currently 47% of P3 viewers, 40% of P2 viewers, and 34% of P1 viewers agree that their te reo Māori ability has improved.
- Levels remain low among Kore viewers of Māori Television programming, but nearly one in five (17%) claim it has improved their te reo ability.

(%)	Ko1 / Ko2	P1	P2	P3	A1	A2
2021	17	34 ▲	40	47 ▲	69	82
2020	12	20	30	36	61	81
2019	13	21	31	39	65	84

Impact of Māori Television programming (among viewers within the last 12 months, % 2021) -

My te reo Māori ability has improved



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

Two in three viewers of Māori Television programming agree that it has improved their knowledge of Māori culture, being a nine percent increase since 2020.

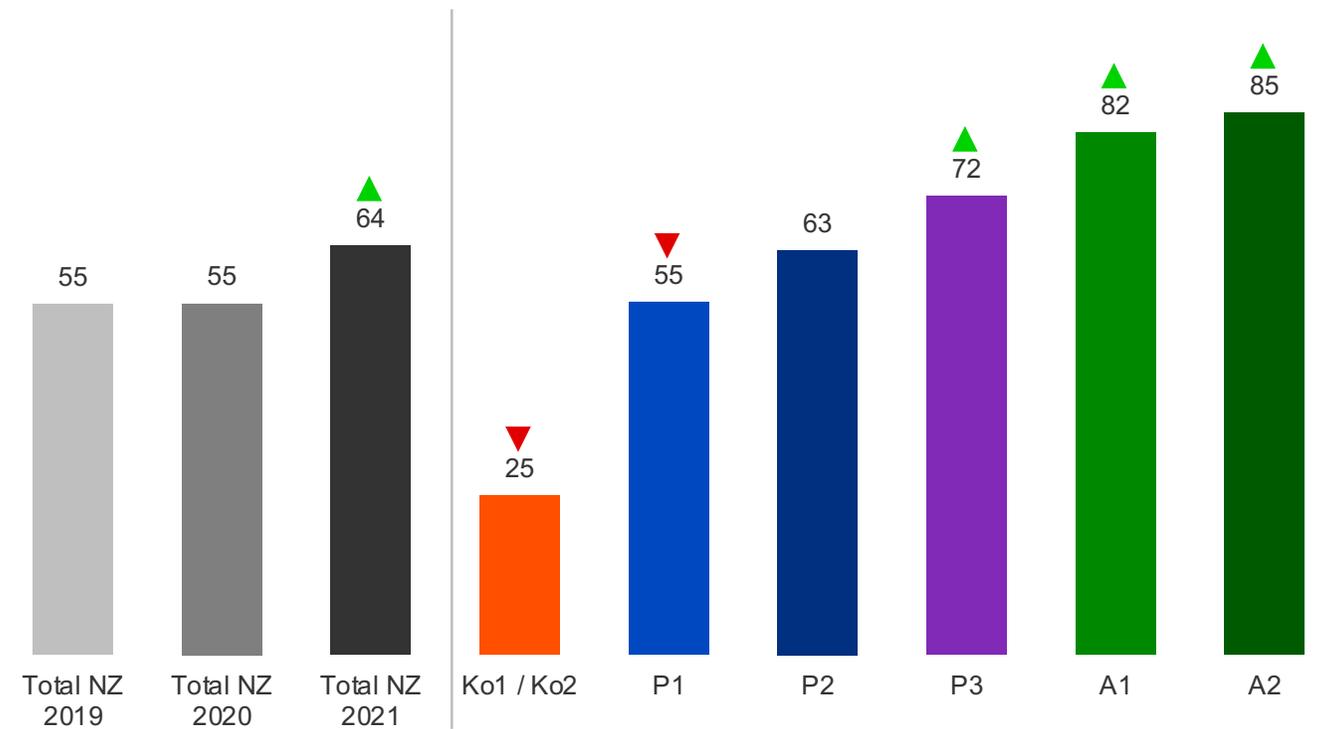
Key findings

- Although not statistically significant, just over four in five Culturally Active (A1) viewers now agree that their knowledge of Māori culture has improved. This level of agreement is broadly in line with Active Speakers (A2).
- Following a decrease in 2020, agreement has increased among Pō P3 to 72%. There has also been a significant increase among P1 viewers to 55%, although this remains lower than among P2 viewers (63%).
- Agreement remains relatively low among Kore viewers at 25%.

(%)	Ko1 / Ko2	P1	P2	P3	A1	A2
2021	25	55 ▲	63	72 ▲	82	85
2020	22	40	61	58 ▼	75	84
2019	20	41	59	67	73	83

Impact of Māori Television programming (among viewers within the last 12 months, % 2021) -

My knowledge of Māori culture has improved



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

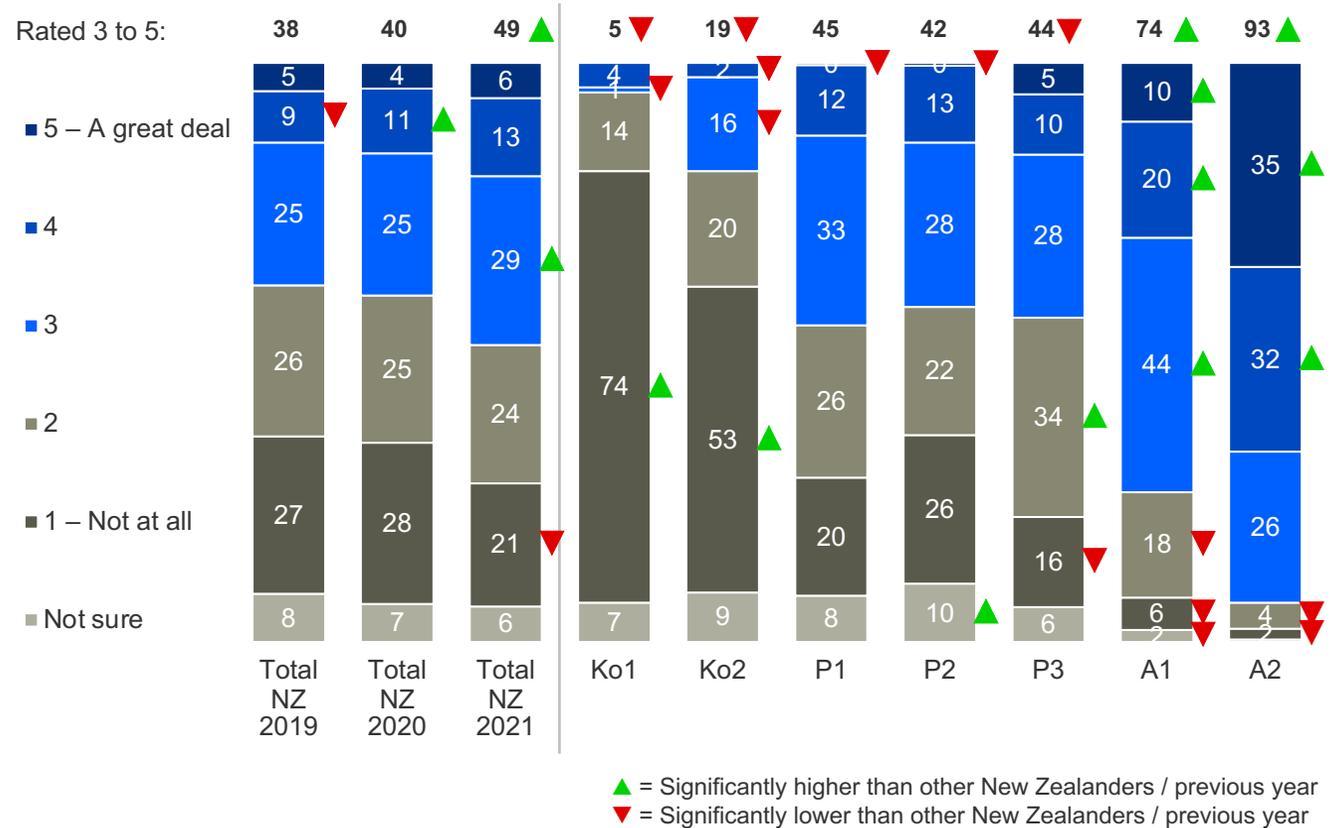
Five in ten viewers and listeners of Māori programming now agree that their understanding of te reo has increased as a result, up from four in ten in 2020.

Key findings

- One in two New Zealanders who view or listen to Māori programming now agree that their understanding of te reo Māori has increased as a result (rating as '3' to '5 - A great deal'). This is significantly higher than 2020 (40%).
- The majority of Māori programming viewers and listeners within Active Speakers (A2) feel their understanding of te reo has increased.
- Three and four among Culturally Active (A1) engaged in Māori programming agree that their understanding has increased, a 10 point increase since 2020.
- Agreement has also lifted among Pō P1 and P2. Just over two in five viewers and listeners within each Pō segment now feel that their understanding of te reo has increased.
- Māori programming remains of lower impact among the Kore segments which may be a reflection of the programmes that they view.

Rated 3 to 5 (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	5	19	45 ▲	42	44	74 ▲	93
2020	10	20	26	33	39	64	87
2019	12	17	25	31	42	65	90

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



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 NZ - 2019 n = 1693 | 2020 n = 1598 | 2021 n = 1575; 2021 -| Ko1 n = 31 | Ko2 n = 96 | P1 n = 212 | P2 n = 155 | P3 n = 374 | A1 n = 471 | A2 n = 226

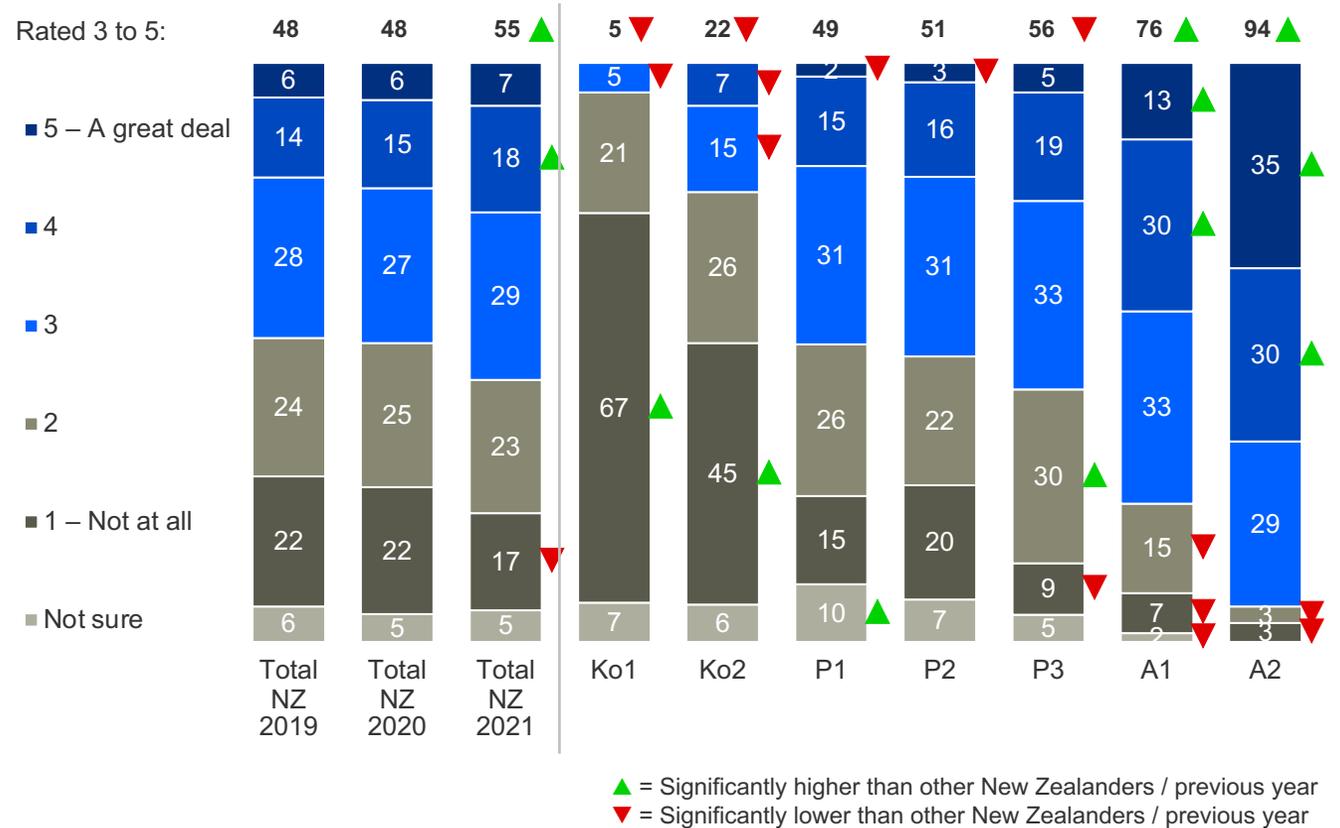
The impact of Māori programming on understanding of Māori culture has also lifted. 55% of viewers and listeners now agree that their understanding has increased as a result.

Key findings

- Over half (55%) of New Zealanders who view or listen to Māori programming now agree that their understanding of Māori culture has increased as a result (rating as '3' to '5 - A great deal').
- Agreement has increased among Active Speakers (A2) and almost all (94%) now think that their understanding of Māori culture has increased as a result of Māori programming.
- Agreement is more stable among Culturally Active (A1) with 76% believing that their understanding has increased.
- There has been an increase among Pō P1, with one in two P1 viewers and listeners now agreeing that their understanding of Māori culture has increased. This is now in line with P2. Agreement remains slightly higher among P3 at 56%.
- Agreement levels remain lower among the Kore segments.

Rated 3 to 5 (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	5	22	49▲	51	56	76	94▲
2020	16	16	36	50	49	70	83
2019	20	24	33	43	54	72	87

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



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 NZ - 2019 n = 1693 | 2020 n = 1598 | 2021 n = 1575; 2021 -| Ko1 n = 31 | Ko2 n = 96 | P1 n = 212 | P2 n = 155 | P3 n = 374 | A1 n = 471 | A2 n = 226

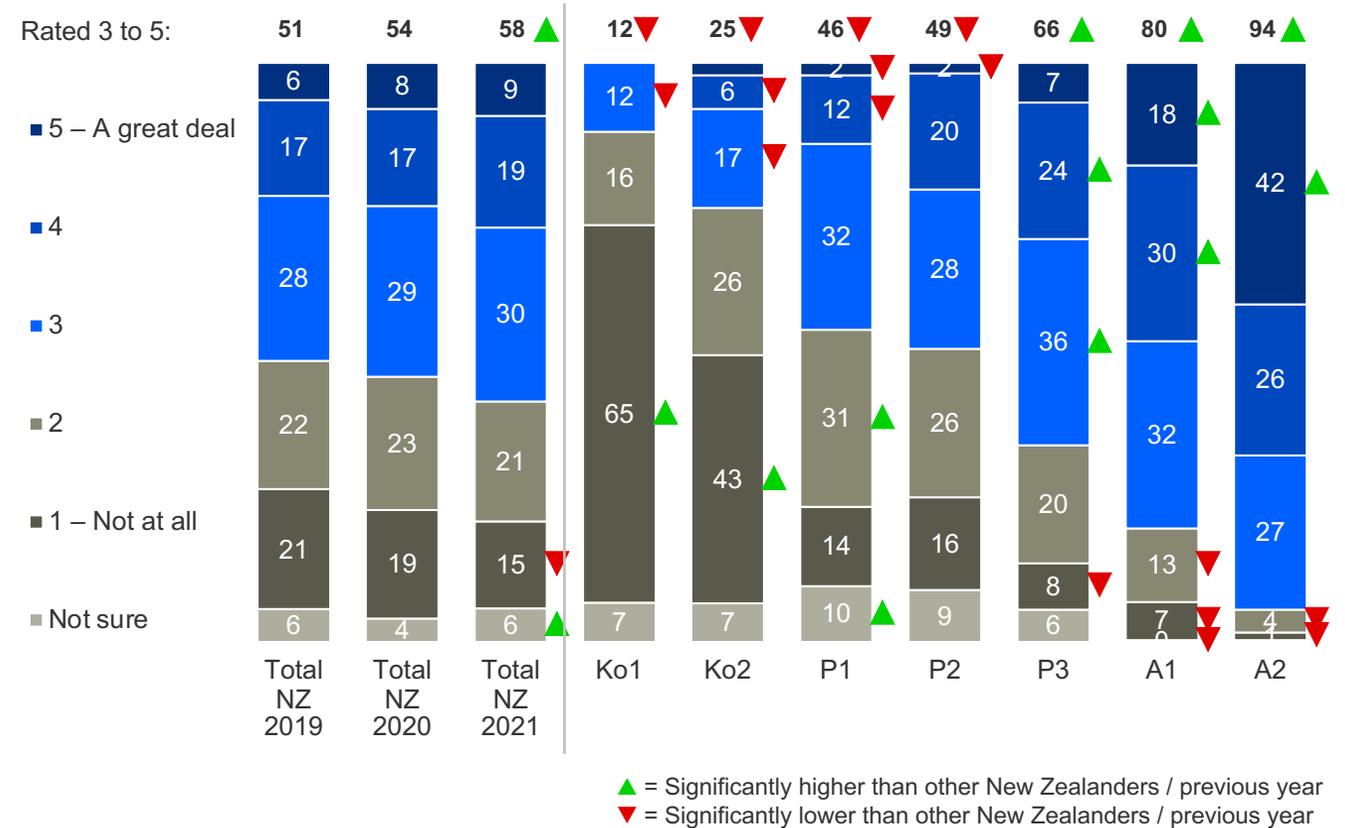
Agreement also continues to slowly build for Māori perspectives, with almost three in five viewers and listeners of Māori programming now feeling that their awareness and knowledge has increased as a result.

Key findings

- Almost three in five New Zealanders who view or listen to Māori programming agree that their awareness and knowledge of Māori perspectives has increased as a result (rating as '3' to '5 - A great deal').
- The majority of Active Speakers (A2) and Culturally Active (A1) agree that their knowledge of Māori perspectives has improved (94% and 80% respectively).
- Of the Pō segments, P3 Māori programming viewers and listeners are most likely to indicate that their knowledge has increased (66% agree). Following a gradual increase among P1, just under half of P1 agree that their awareness and knowledge has increased to some degree. This is now broadly in line with P2.
- Consistent with 2020, one in five viewers and listeners within Ko2 and 12% within Ko1 agree that their knowledge of Māori perspectives has improved.

Rated 3 to 5 (%)	Ko1	Ko2	P1	P2	P3	A1	A2
2021	12	25	46	49	66	80	94
2020	12	23	40	53	59	77	88
2019	20	24	34	51	61	77	89

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



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 NZ - 2019 n = 1693 | 2020 n = 1598 | 2021 n = 1575; 2021 - Ko1 n = 31 | Ko2 n = 96 | P1 n = 212 | P2 n = 155 | P3 n = 374 | A1 n = 471 | A2 n = 226

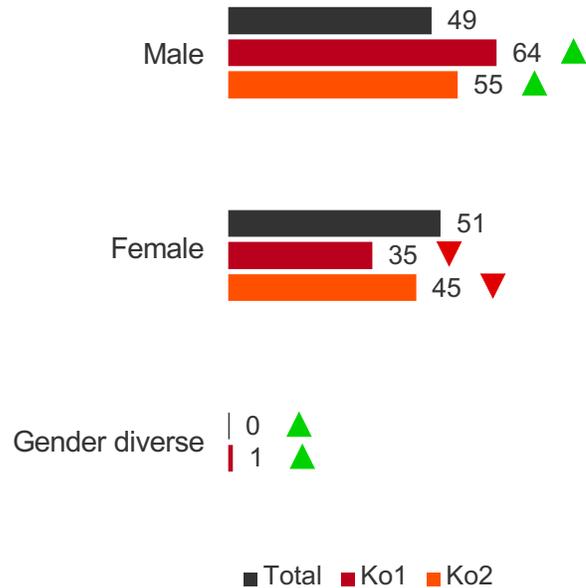
9

Demographic profile

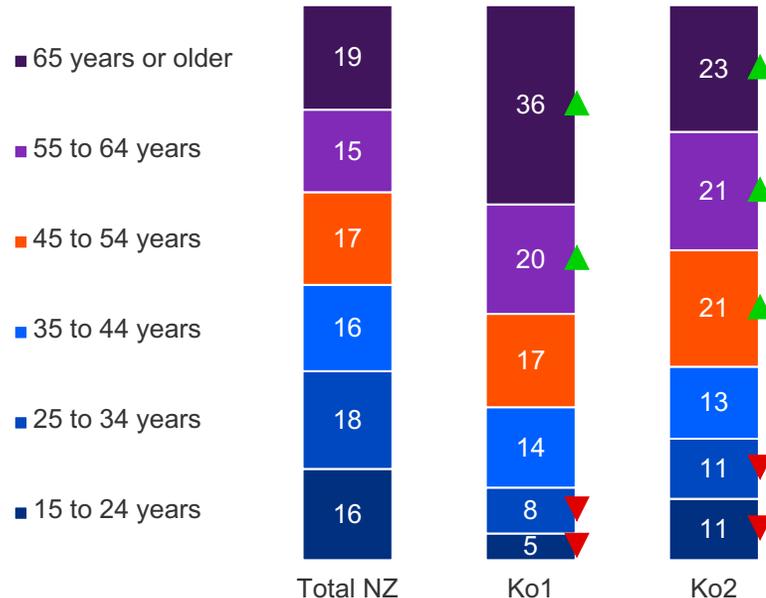
The Kore segments are predominantly NZ European / European and are skewed towards males and older age groups. This is most pronounced among the Ko1 segment.

Demographic profile – Zero segments

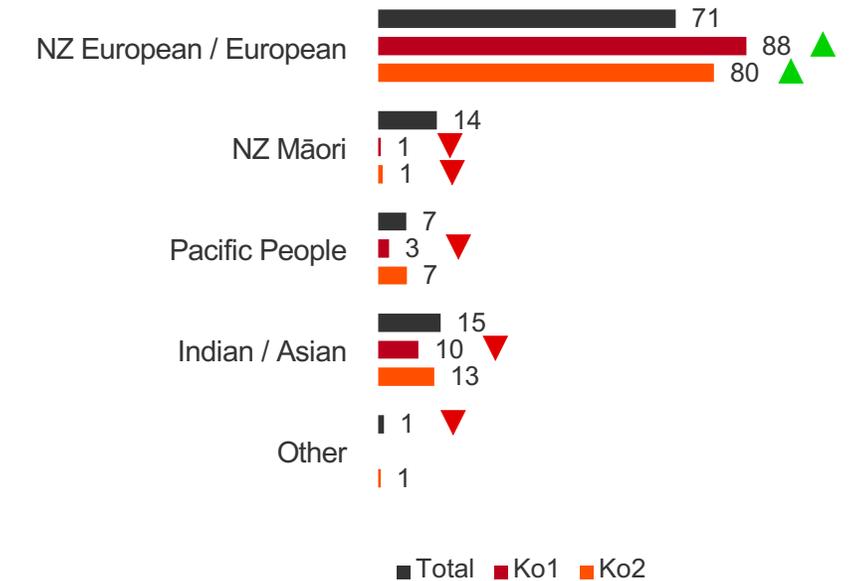
Gender (%)



Age (%)



Ethnicity (%)

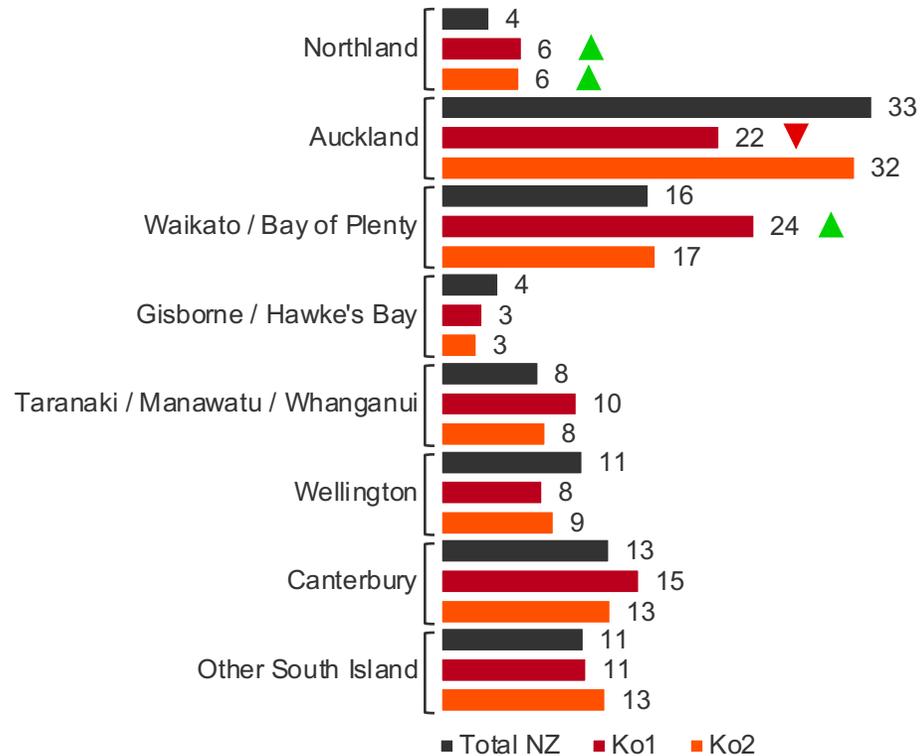


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▼ = Significantly lower than other New Zealanders / 2020

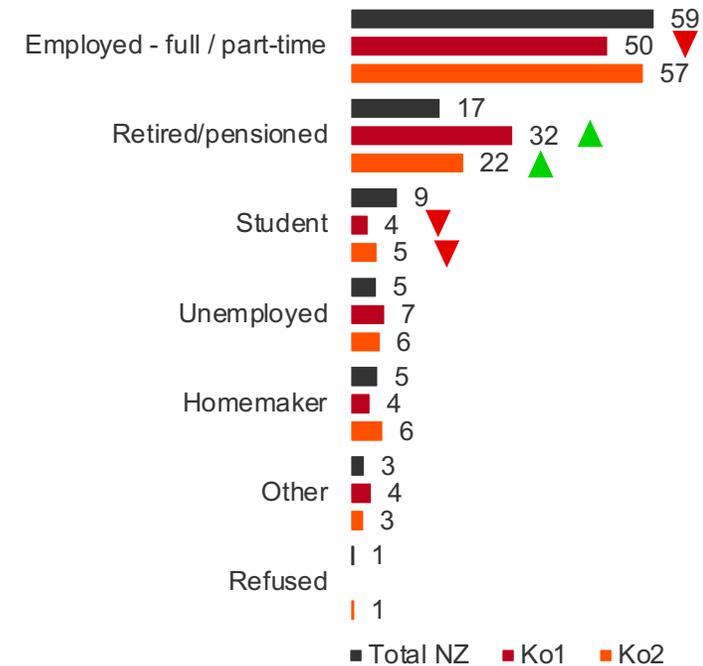
The Kore segments are more likely to be retired, particularly Ko1. Ko1 are less likely to be living in Auckland, and more likely to be living within the Central North Island.

Demographic profile – Zero segments

Region (%)



Employment Status (%)

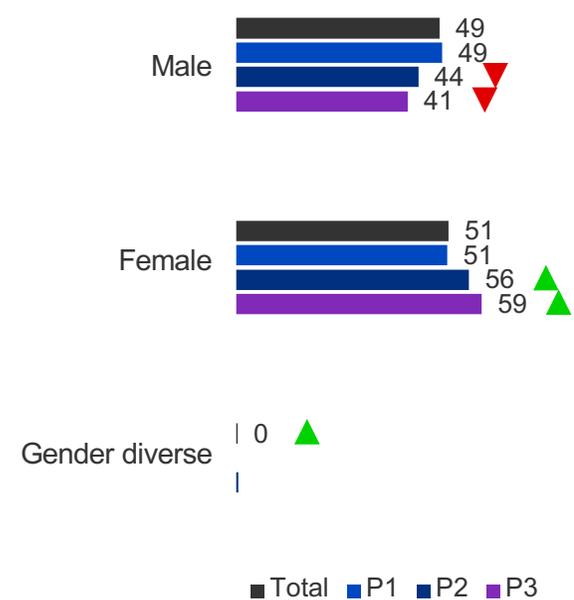


▲ = Significantly higher than other New Zealanders / 2020
▼ = Significantly lower than other New Zealanders / 2020

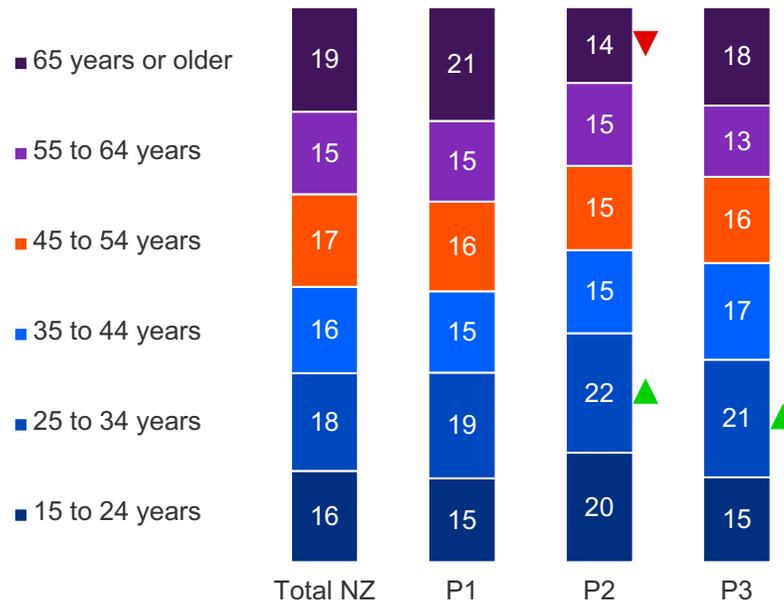
Pō P2 and P3 both have a female skew, and P2 also has a slightly younger age profile. Within the Pō segments, P3 has the highest proportion of Māori and Pacific peoples.

Demographic profile – Passive segments

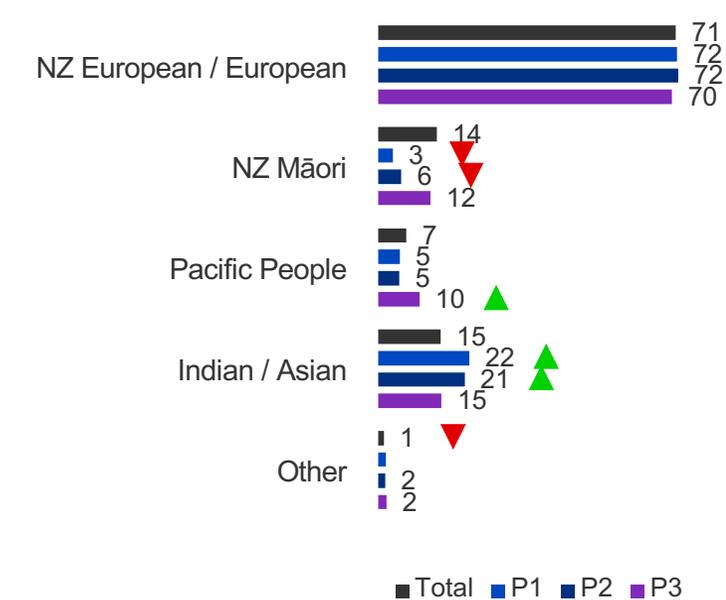
Gender (%)



Age (%)



Ethnicity (%)

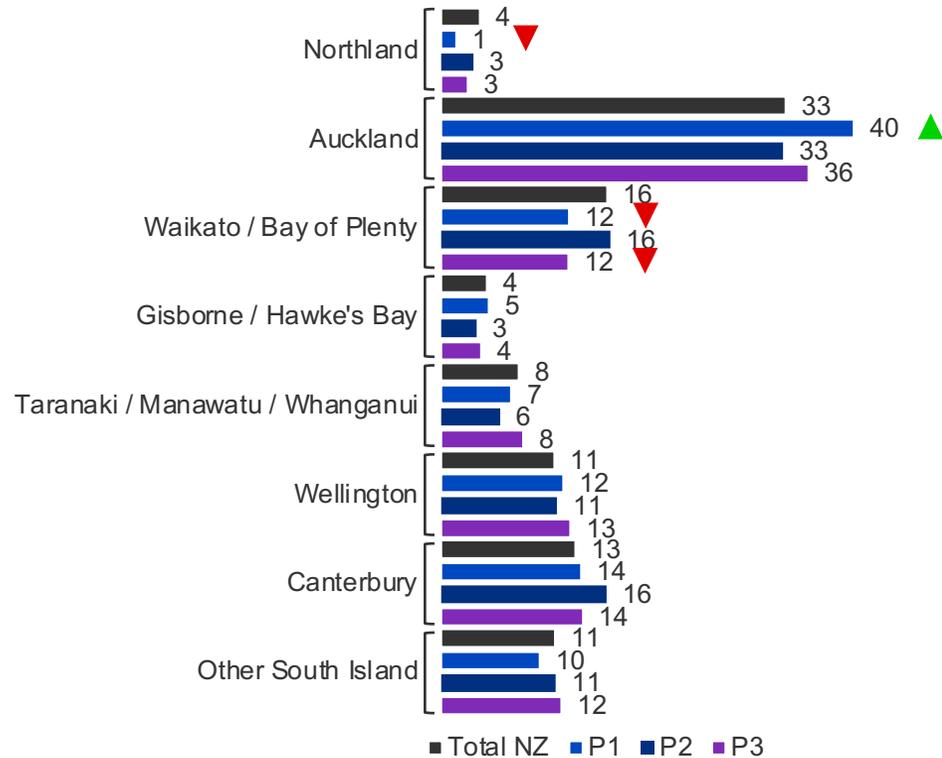


▲ = Significantly higher than other New Zealanders / 2020
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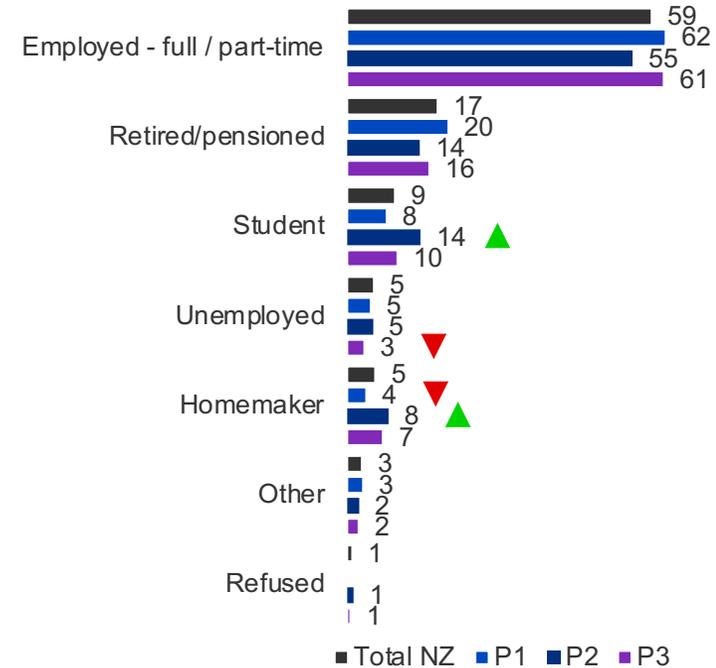
Pō P1 are more likely to reside in Auckland, although all Pō segments are spread relatively evenly across New Zealand.

Demographic profile – Pō segments

Region (%)



Employment Status (%)

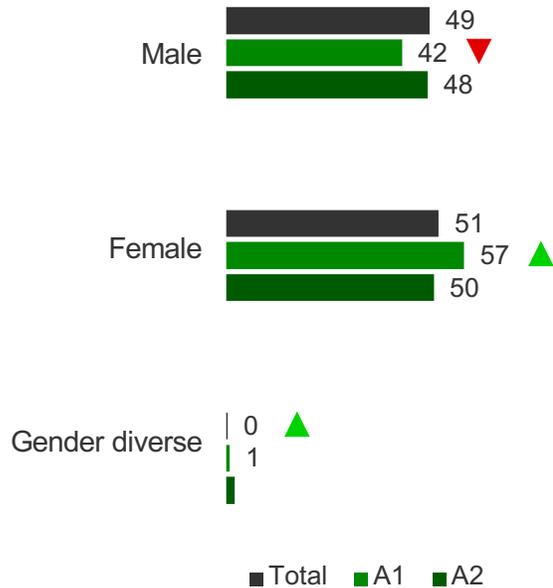


▲ = Significantly higher than other New Zealanders / 2020
▼ = Significantly lower than other New Zealanders / 2020

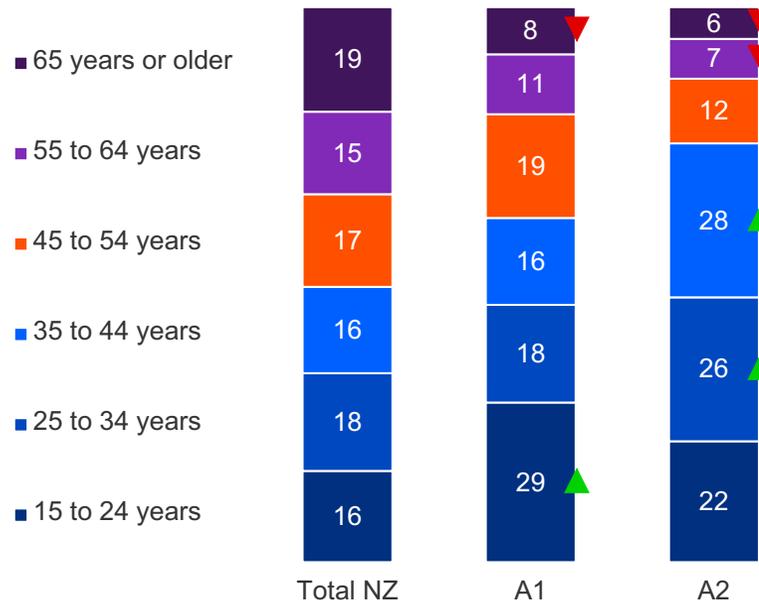
Both Awatea segments have a younger age skew, while Culturally Active (A1) also have a female skew. 67% of Culturally Active (A1) and 72% of Active Speakers (A2) are Māori.

Demographic profile – Active segments

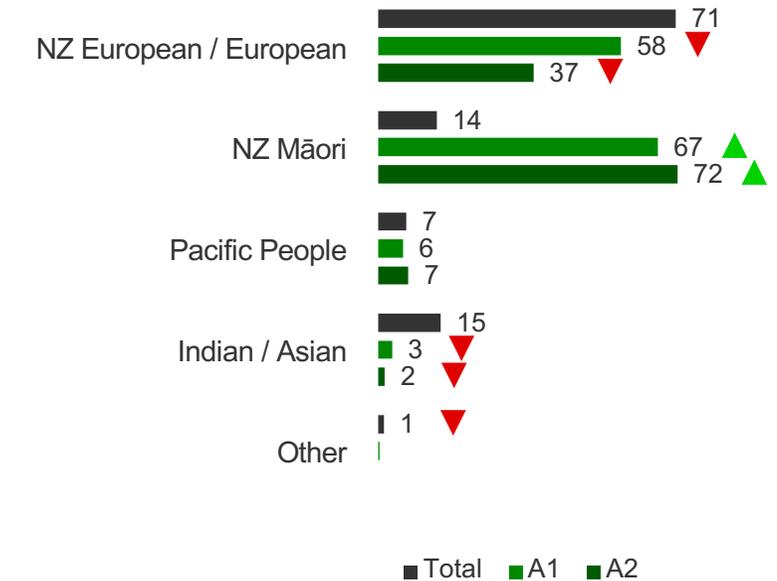
Gender (%)



Age (%)



Ethnicity (%)

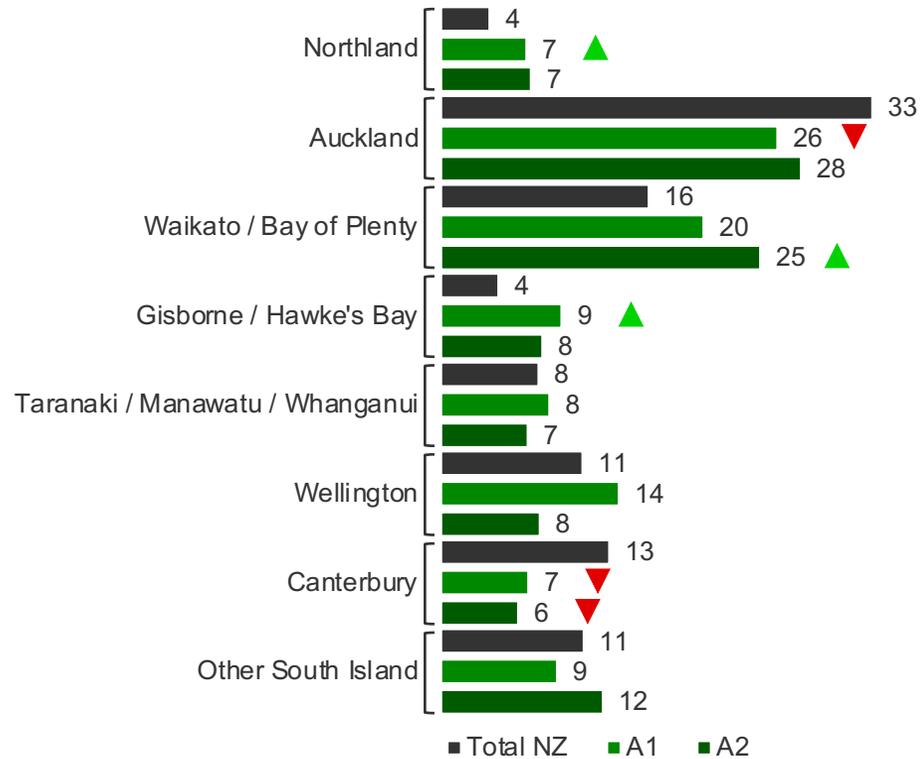


▲ = Significantly higher than other New Zealanders / 2020
▼ = Significantly lower than other New Zealanders / 2020

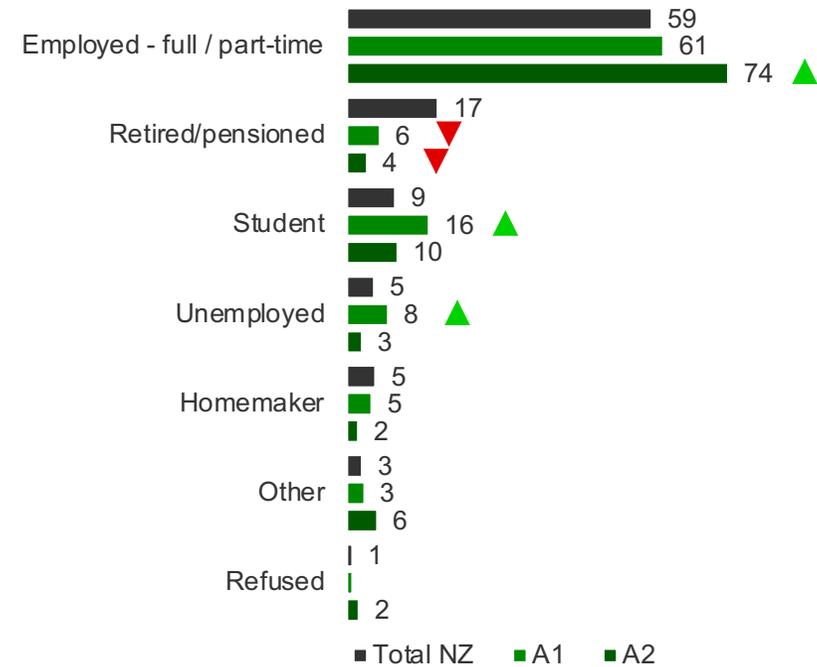
Active Speakers (A2) and Culturally Active (A1) more commonly reside in Northland or the central North Island.

Demographic profile – Awatea segments

Region (%)



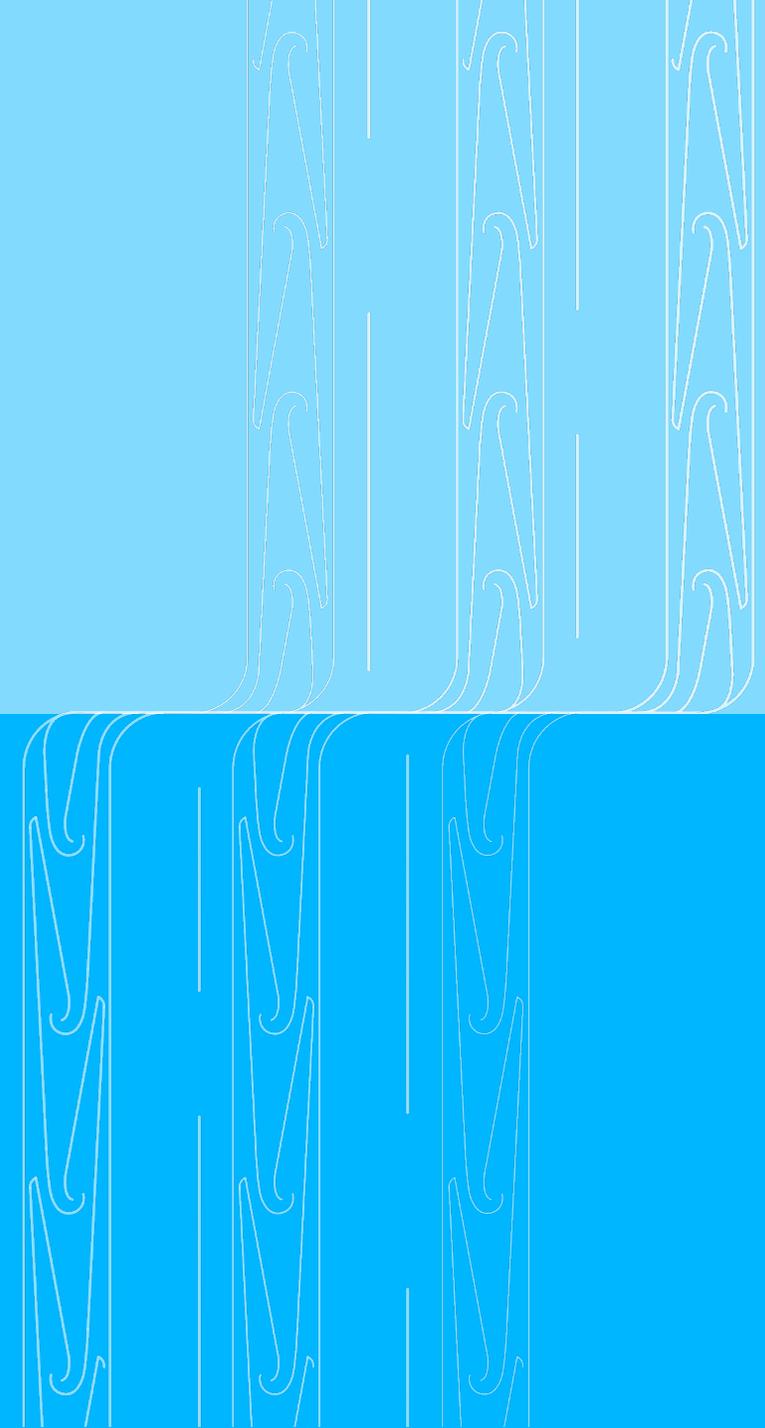
Employment Status (%)



▲ = Significantly higher than other New Zealanders / 2020
▼ = Significantly lower than other New Zealanders / 2020

10

Appendix: methodology



The 2020 survey methodology was used in 2021 for consistency, with the Māori General Population interviewed via telephone and the Rest of New Zealand via online surveying.



Fieldwork

Data collection and sampling

- The methodology consists of a mix of telephone and online interviewing:
 - N = 1004 interviews among the Māori General Population aged 15 plus, interviewed via telephone using a random sample from the Māori Electoral Roll
 - N = 1501 interviews among the Rest of NZ Population aged 15 plus interviewed via online panel surveying
- Interviewing was conducted between 10th July 2021 and 19th August 2021.

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 included. Up to 50% of respondents were targeted using mobile numbers that had been tele-matched from the Māori Electoral Roll.

Online interviewing

Rest of NZ Population

- Two online panels were used to interview the Rest of NZ Population to help extend the reach of the panels, being ConsumerLink and Dynata.
- Email messages were sent to eligible non-Māori panel members aged 18 plus inviting them to participate in the survey.
- Those who wanted to participate in the survey were directed to the questionnaire via a hyperlink.
- The hyperlink allowed direct access to a secure website where the respondents could complete the questionnaire in their own time.
- Respondents aged 15 to 17 years were recruited via their parents to participate.

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



Data analysis, modelling and reporting

Analysis and weighting:

- All analysis has been conducted using SPSS.
- The Māori General Population dataset collected via telephone and Rest of NZ dataset collected via online were cleaned and merged into one combined dataset.
- Although broad quotas were placed at the data collection stage, weighting was applied at the analysis stage to ensure that the data is representative of the New Zealand population based on the 2018 census in terms of:
 - Māori Population – Gender by Age
 - Rest of NZ Population – Gender by Age
 - Māori Population – Region
 - Rest of NZ Population – Region
 - Ethnicity for NZ European / European, Pacific people and Indian / Asian
- The ratio of the Māori General Population to the Rest of NZ Population was also weighted to NZ population figures to ensure that KoPA model reporting is not skewed towards the Māori population due to fieldwork quotas.

KoPA model

- The principals developed to create the 2019 KoPA model were used to recreate the model in 2021.
- The model is detailed in Section 1 of this report.

Statistical testing:

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

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

Attitudinal segmentation

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 at least a basic understanding of te reo and Māori culture at school
- Public signs in New Zealand should be in both English and te reo Māori
- I would like to improve my understanding of te reo Māori
- I would like to learn more about Māori culture

Responses

Strongly disagree

Slightly disagree

Neither agree nor disagree

Slightly agree

Strongly agree

Not sure

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

Te reo 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

Māori culture knowledgeable

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 KoPA 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

Māori culture knowledgeable

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

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

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Thank you FOR FURTHER INFORMATION PLEASE CONTACT

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