



KoPA Model Segmentation 2020

Te Māngai Pāho

December 2020

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The 2020 KoPA model replicates the 2019 model in terms of methodology, questionnaire and the definition of the KoPA segments

Background

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

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

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

2019 – KoPA model development

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

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

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

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

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

2020 – KoPA model

The 2020 survey replicates the 2019 survey in terms of methodology and questionnaire wording.

The underlying principle and the segment definitions that were used to create the 2019 KoPA model have been applied to create the 2020 KoPA model.

1

The KoPA model segmentation

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

Attitudinal segmentation ⁽¹⁾

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

- It is good that the New Zealand national anthem has both an English and a Māori version
- Te reo Māori has a place in key ceremonial occasions such as public welcomes, parades and ANZAC day ceremonies
- It is important that the Government promotes the use of te reo Māori
- It is important that there is a Maori 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

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 and Māori culture move from negative to positive based on the following index criteria:

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

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

Active Speakers

Māori:

- Active users of te reo

Rest of New Zealand:

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

Culturally Active

In the top two attitudinal segments AND

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

... then specific definitions applied

Te reo knowledgeable

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

Māori culture knowledgeable

- Very knowledgeable or good understanding of Māori culture

Active Speakers

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

Culturally Active

Occasional Speakers

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

Promoters

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

AND

- Te reo knowledgeable OR Māori culture knowledgeable

Learners

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

AND

- Te reo knowledgeable OR Māori culture knowledgeable

Behaviourally Active

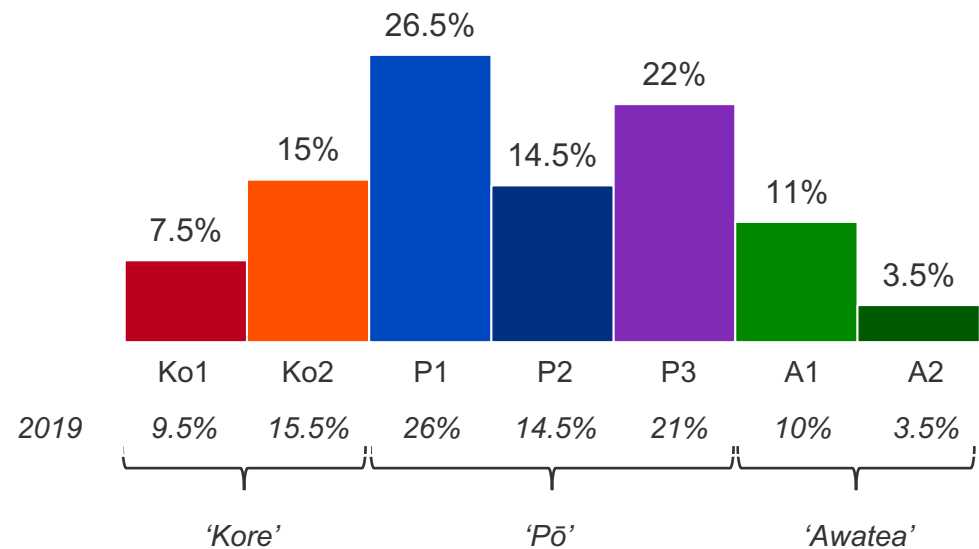
- Participated in 4 or more of the following activities in the past 12 months:
- Been to a Māori festival or event, such as Pā Wars, Matariki, or Waitangi Day celebrations
- Performed in a kapa haka group
- Involved in Māori performing arts such as kapa haka
- Participated in Waka Ama racing
- Attended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

AND

- Māori culture knowledgeable

The 2020 KoPA Model segmentation has a slight right hand shift away from the Kore segments and towards the Pō and Awatea segments

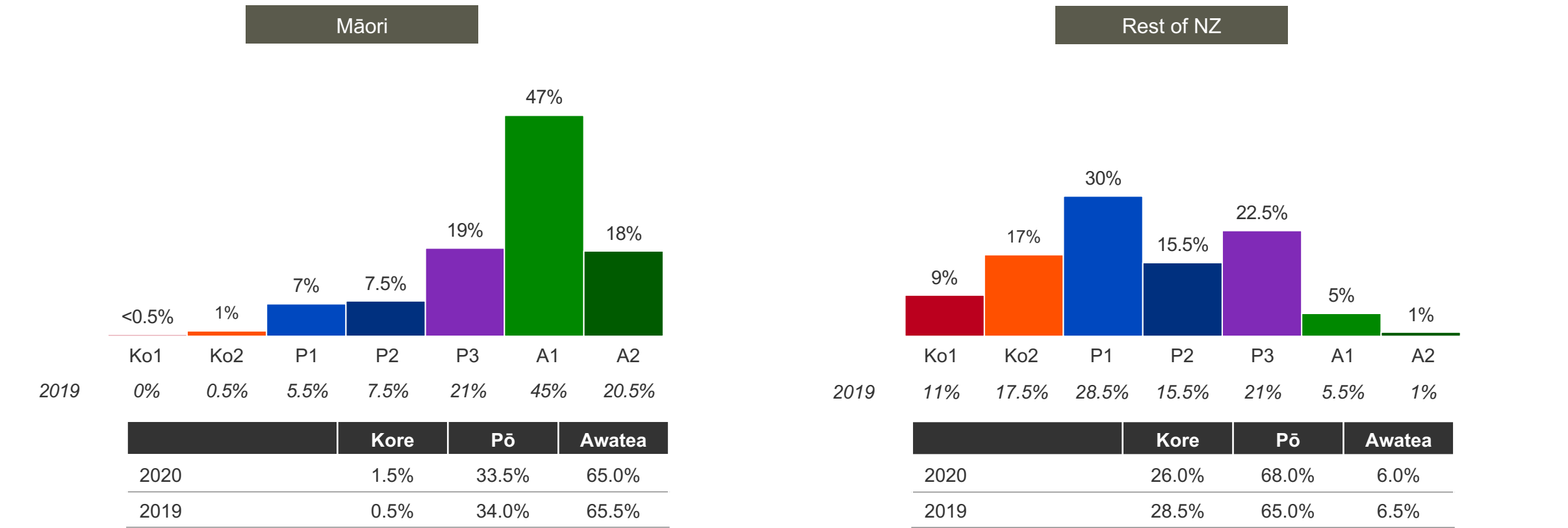
KoPA Model segmentation (2020)



	Kore	Pō	Awatea
2020	22.5%	63.0%	14.5%
2019	25.0%	61.5%	13.5%

The Rest of NZ population has had a slight shift from the Kore to Pō segments while among the Māori population 65% are within the Awatea segments

KoPA Model segmentation (2020)



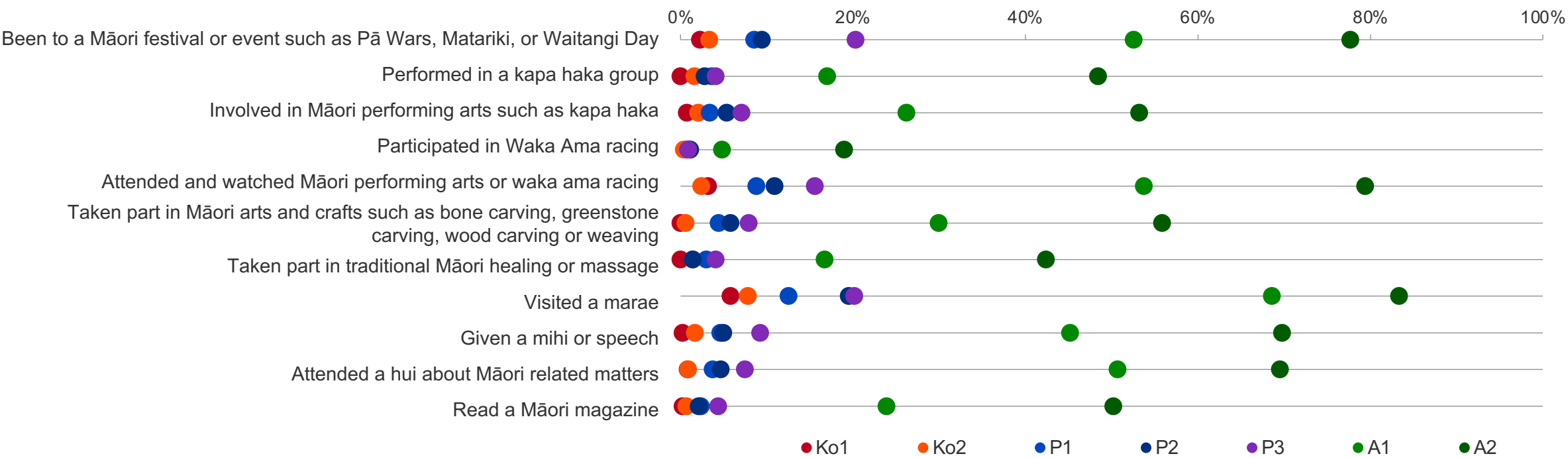
The attitudinal segmentation on which the segments are based form a continuum in attitudes towards te reo Māori and Māori culture and an interest to progress understanding

Attitudes towards te reo and Māori culture (2020)



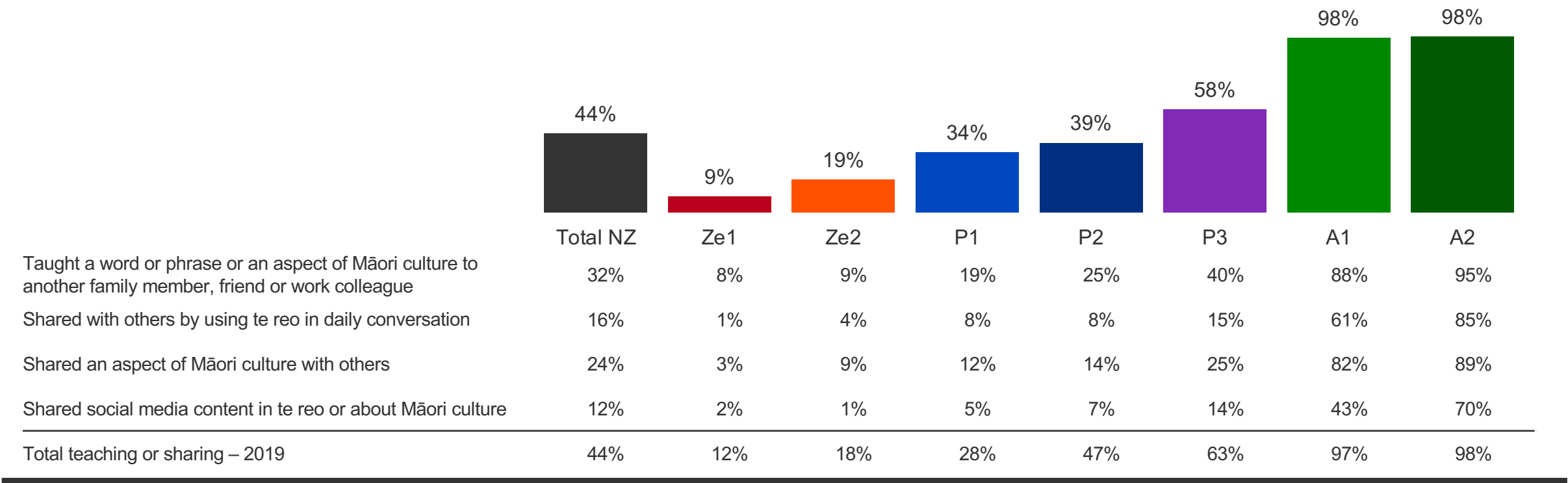
Within the Awatea segments, the A2 segment of ‘Active Speakers’ is more commonly involved in cultural activities than the A1 ‘Culturally Active’ segment

Participated in over the past 12 months (2020)



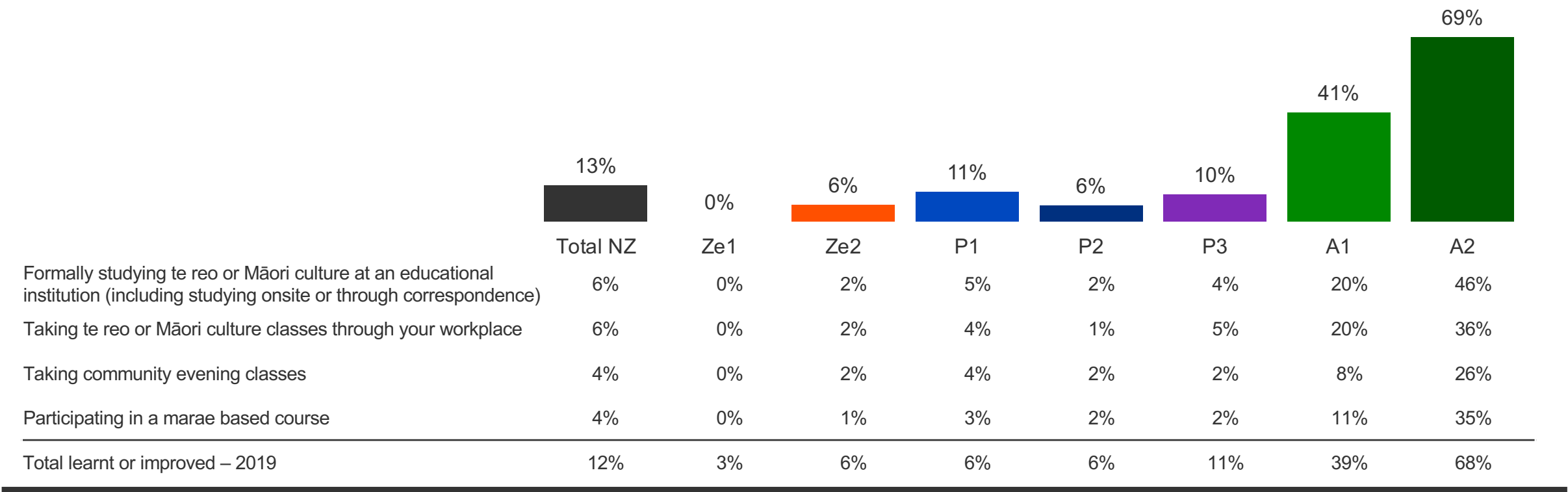
Sharing of te reo or Māori culture over the last 12 months is at similar level to 2019 among the Awatea and Kore segments while being slightly higher than in 2019 among P1 and lower among P2 and P3

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



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

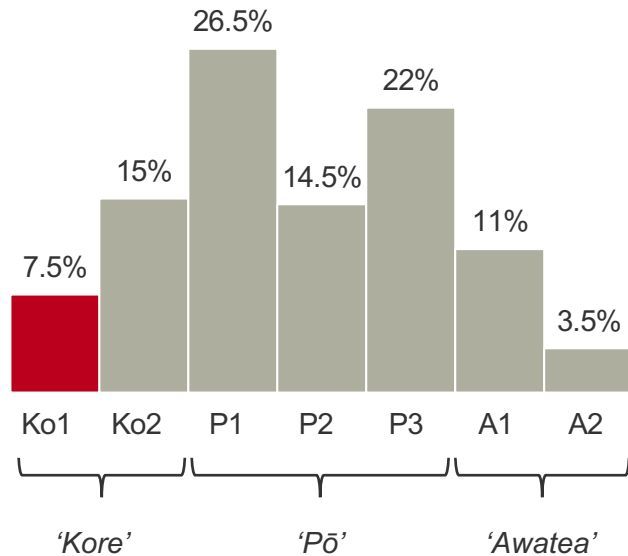
Formally learnt or improved Māori language ability or knowledge of Māori culture over the last 12 months



2

Key insights

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



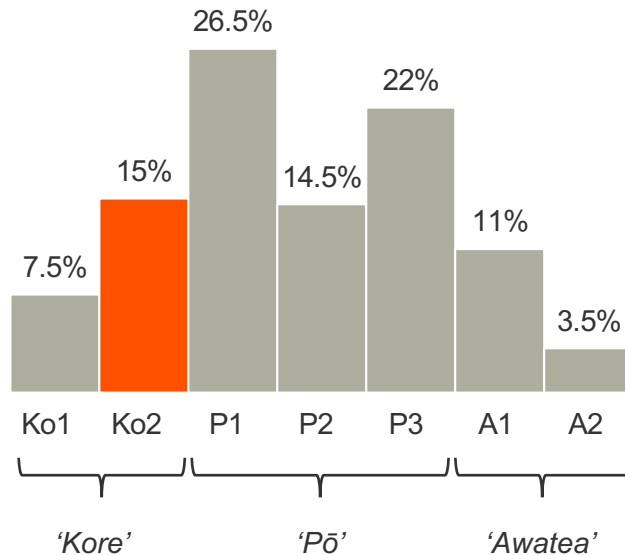
Kore – Ko1 segment

- The Kore Ko1 segment is 7.5% of the New Zealand population which is a slight decrease on 2019 (9.5%)
- This group is strongly skewed towards males (69%), is older (54% being aged 55 plus) and 28% are retired
- They are predominantly NZ European and less likely to be residing in Auckland or Wellington and more likely to be residing in the central North Island or the South Island
- Kore K1 have minimal engagement with Māori cultural activities and the majority have a negative attitude towards te reo and Māori cultural and its place within New Zealand society
- They have low understanding of te reo or of Māori culture and are not interested in learning more
- They are typically negative towards prominent New Zealanders speaking in te reo with common reasons being that they feel annoyed or excluded and it not being relevant as few New Zealanders are able to understand te reo
- They have minimal involvement with Māori programming, including television, radio and digital, with lack of interest a common reason for not viewing Māori Television followed by not being able to speak te reo
- Among those viewing Māori programming, the programmes that they choose to watch are having very little impact on their understanding of te reo or of Māori culture

Implications

- It will be challenging to engage with Kore K1 due to their negative attitude 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 means of starting to engage more with this group

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



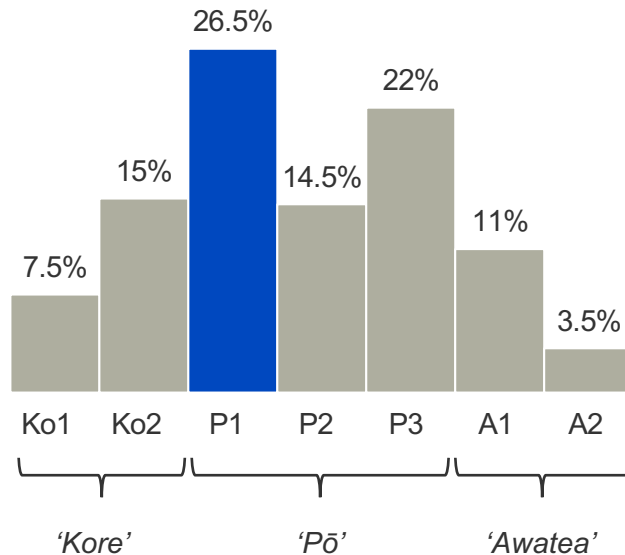
Kore – Ko2 segment

- The Kore Ko2 segment is 15% of the New Zealand population which is a similar level to 2019
- This group is skewed towards males (60%), is older (41% being aged 55 plus) and 21% are retired
- They are predominantly NZ European and have no strong regional skews
- Similar to Kore K1, Kore K2 also have minimal engagement with Māori cultural activities
- Attitudes towards te reo and Māori cultural and its place within New Zealand society are typically negative or neutral although one in three support the national anthem having a Māori version
- There is also a low level of support for te reo being used in ceremonial occasions and by prominent New Zealanders and for New Zealand children to be taught a basic understanding of te reo and Māori culture
- They have low understanding of te reo or of Māori culture and fewer than one in ten express interest in learning more
- They have low involvement with Māori programming, including television, radio and digital, with lack of interest a common reason for not viewing Māori Television followed by not being able to speak te reo
- Among those viewing Māori programming, the programmes that they choose to watch are having very little impact on their understanding of te reo or of Māori culture

Implications

- Although slightly more positive in attitude than Kore K1, 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 help to slowly build more positive attitudes among Ko2
- 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 means of engaging more with this group

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



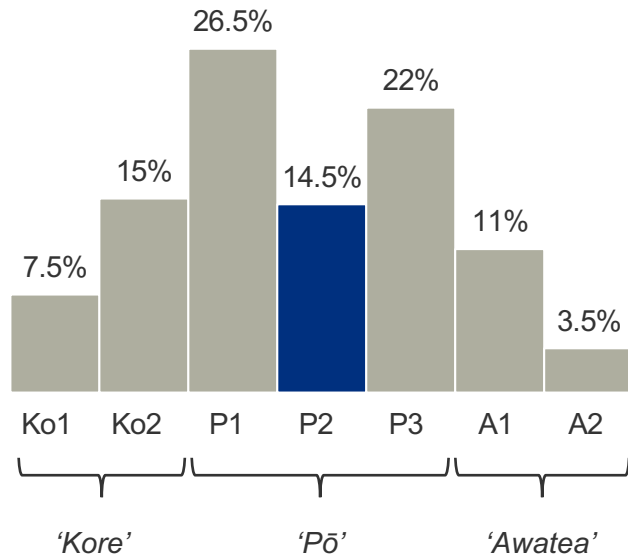
Pō – P1 segment

- The Pō P1 segment is 26.5% of the New Zealand population which is a similar level to 2019
- This segment is generally representative of the New Zealand population for gender, age and region although are typically not of Māori ethnicity
- Engagement in cultural activities within the last 12 months is mainly limited to visiting a marae (by 12%) or attending a Māori festival or event (by 9%) or performing arts (by 9%)
- Attitudes towards te reo and Māori cultural, its place within society and prominent New Zealanders speaking in te reo are generally mildly positive or neutral
- Three in four claim to have at least some understanding of te reo or of Māori culture
- Two in five are interested in learning more te reo or Māori culture, but typically 'slightly' rather than 'strongly' so, and one in ten are currently involved in formal study
- Pō P1 typically have lower involvement with Māori programming than other Pō segments, including television, radio and digital, with inability to speak te reo the 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 are having more impact on their understanding of Māori culture than te reo but this impact is moderate

Implications

- There is opportunity to strengthen attitudes and engagement among the Pō P1 segment
- Gradually normalising te reo and Māori culture within society will also help to build more strongly positive attitudes
- There is some interest in improving knowledge, but as this is only slight, the challenge will be overcoming their inertia
- There is opportunity to build engagement with Māori programming but content will need to be primarily in English or with subtitles

The Pō P2 segment have some understanding of te reo and Māori culture and some interest in improving their knowledge



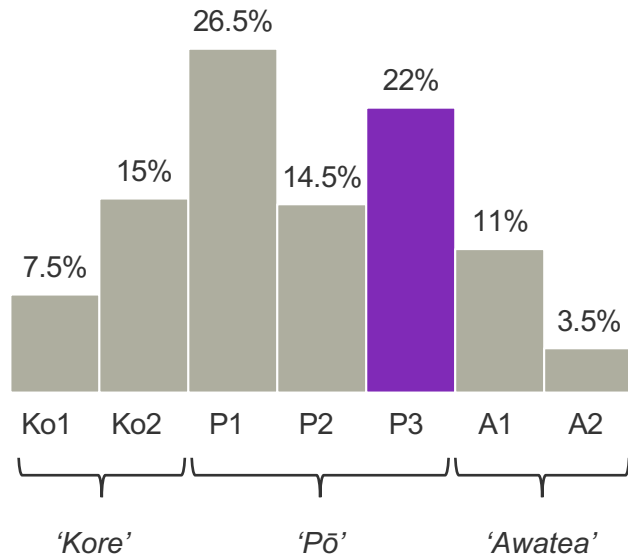
Pō – P2 segment

- The Pō P2 segment is 14.5% of the New Zealand population, the same level as in 2019
- This segment is generally representative of the New Zealand population for gender, age and region although are typically not of Māori ethnicity
- One in five have visited a marae in the past 12 months and approximately one in ten have attended a Māori festival or event (9%) or performing arts (11%)
- Attitudes towards te reo and Māori cultural and its place within society are generally positive, but being a mix of 'slight' and 'strong' agreement, and most are positive towards prominent New Zealanders speaking in te reo
- Four in five claim to have at least some understanding of te reo or of Māori culture
- Many are interested in improving their understanding of te reo (68%) and Māori culture (77%) and, although more commonly only 'slightly', just under one in five are 'strongly' so
- Engagement with Māori programming is still moderate, although slightly higher than Pō P1, with inability to speak te reo, lack of interest and a lack of time common reasons for not viewing Māori Television
- Among those viewing Māori Television, the programmes that they choose to watch are increasing Māori culture knowledge for three in five and te reo for three in ten

Implications

- There is opportunity to improve knowledge and engagement among the Pō P2 segment
- 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 segment and easy to access
- There is opportunity to build engagement with Māori programming but content will need to be primarily in English or with subtitles

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



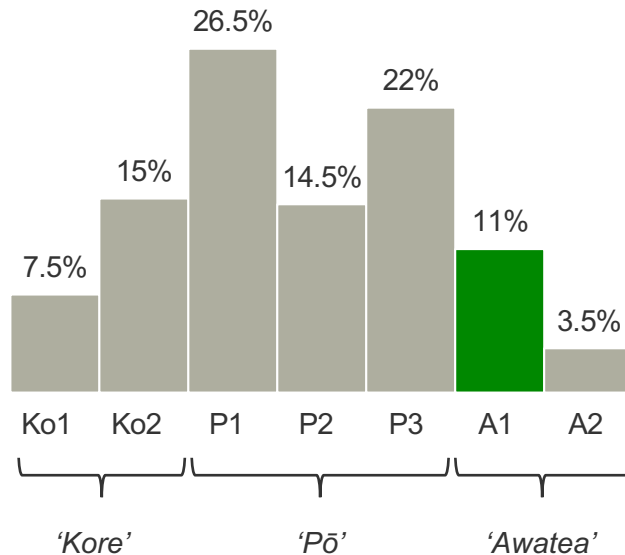
Pō – P3 segment

- The Pō P3 segment is 22% of the New Zealand population which is a similar level to 2019 (at 21%)
- This segment has a female skew (64%) and is slightly younger (38% are aged under 35 years) but is otherwise relatively representative of the New Zealand population for region, ethnicity and employment status
- In the last 12 months they have most commonly visited a marae (20%), attended a Māori festival or event (20%) or attended performing arts or waka ama racing (16%)
- Attitudes towards te reo and Māori cultural are generally strongly positive and almost all are positive towards prominent New Zealanders speaking in te reo with many feeling proud, accepted or included
- Most only have some understanding of te reo and of Māori culture but the majority would like to improve, and three in five 'strongly' so, and two in five are already engaged in learning, although typically being informal study
- Few however use te reo and, in addition to their ability, concerns about mispronunciation or using an incorrect word are common barriers to doing so
- Of the Pō segments, P3 have the highest level of engagement with Māori programming and among those viewing Māori programming, it is improving their Māori culture and te reo knowledge at a moderate level

Implications

- Pō P3 have very positive attitudes towards te reo and Māori culture already
- This group offers opportunity to further build the use of te reo within the wider New Zealand population, even if in a limited manner, but their concerns including mispronunciation will need to be reduced to help encourage this
- With many interested in learning, and some doing so already informally, strategies will be required to help support this group and convert their general interest into actual learning
- Of the Pō segments, P3 are the most engaged with Māori programming and are the most likely to be open to programming that improves their understanding of te reo or Māori culture although it will be important to provide content that uses subtitles to encourage viewing

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



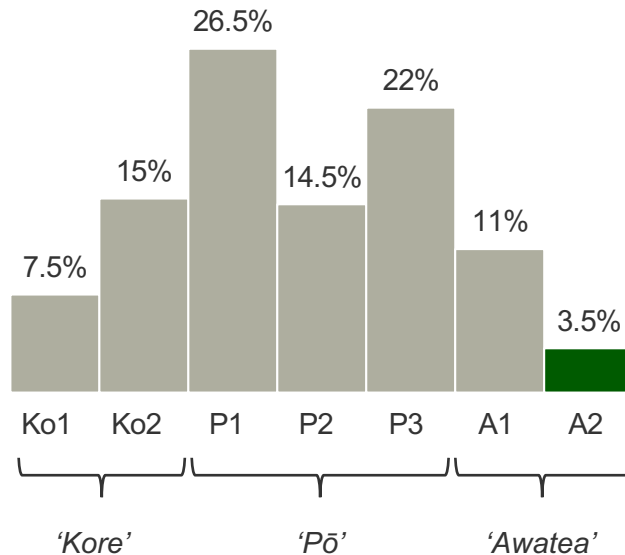
Awatea – A1 'Culturally Active' segment

- The Awatea A1 segment is 11% of the New Zealand population and almost half of the Māori population (47%)
- This group is skewed towards females (59%), the younger age groups (48% are aged under 35 years), three in five are Māori and they are more likely to be living within the central North Island
- Culturally Active (A1) are participating in a wide range of cultural activities including attending hui about Māori related matters (51%) and giving a mihi (45%) and attitudes towards te reo and Māori culture are strongly positive
- Most have a good understanding of Māori culture and some understanding of te reo however only one in five consider their te reo ability to be good and few converse in te reo on a daily basis with barriers including their ability, not knowing many speakers, preferring to speak in English and concern about using an incorrect word or mispronunciation
- The majority would like to improve their understanding of te reo and Māori culture, many strongly so, and many are engaged in informal (53%), and to a lesser extent, formal learning (41%)
- Half view Māori Television on a weekly basis, 16% listen to iwi radio at least weekly and a wide range of digital media is also used to access Māori content
- Among those accessing Māori programming, many agree that it helps to improve their knowledge of te reo and of Māori culture

Implications

- A1 'Culturally Active' offer opportunity to further build their te reo knowledge and encourage more regular daily use and strategies should focus on ways to help this group via broadcasting and other avenues
- Although this group access a wide range of Māori programming content, there is opportunity to further build this
- With 'some' rather than 'good' claimed te reo ability, it may be important to ensure that subtitles are available to encourage viewing of programmes in te reo and to help increase understanding

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



Awatea – A2 'Active Speakers' segment

- The Awatea A1 segment is 3.5% of the New Zealand population and 18% of the Māori population
- This group is skewed towards females (56%), the younger age groups (47% are aged under 35 years), almost four in five are Māori and they are more likely to be living within Northland and the central North Island, particularly Waikato and the Bay of Plenty
- Active Speakers (A2) are participating in the widest range of cultural activities with almost half having performed in a kapa haka group in the last 12 months and attitudes towards te reo and Māori cultural are strongly positive
- Most have a good understanding of te reo and Māori culture, although only 22% consider themselves fluent, and all converse in te reo on a daily basis
- The majority would like to further improve their understanding of te reo and Māori culture, many strongly so, and two in three are engaged in formal learning via educational institutions, marae based courses, workplace classes or community evening classes
- Four in five view Māori Television weekly, half listen to iwi radio weekly and this segment is most likely to also be using digital media to access Māori content, including television programming at 65%, radio at 42% and podcasts or web series at 61%
- The majority agree that Māori programming is helping to improve their knowledge of te reo and Māori culture

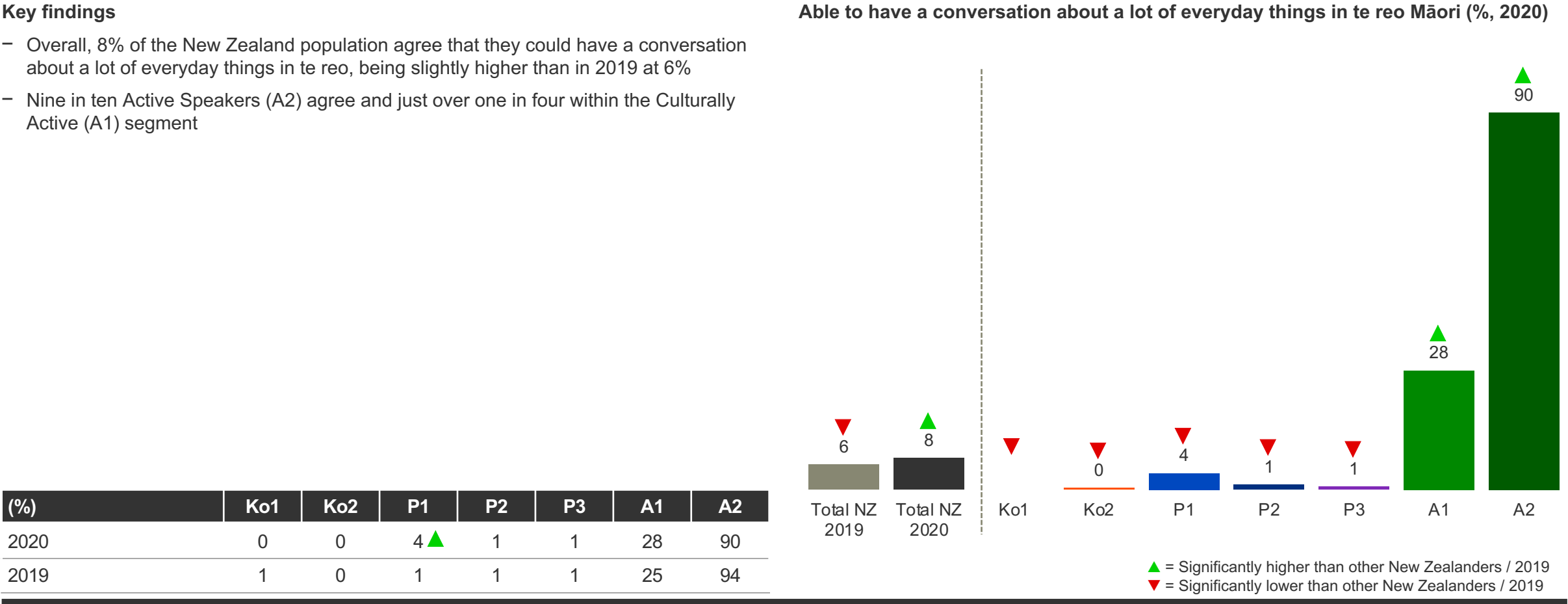
Implications

- 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

3

Te reo ability and
knowledge of Māori
culture

Approaching one in ten New Zealanders agree they are able to have a conversation about everyday things in te reo



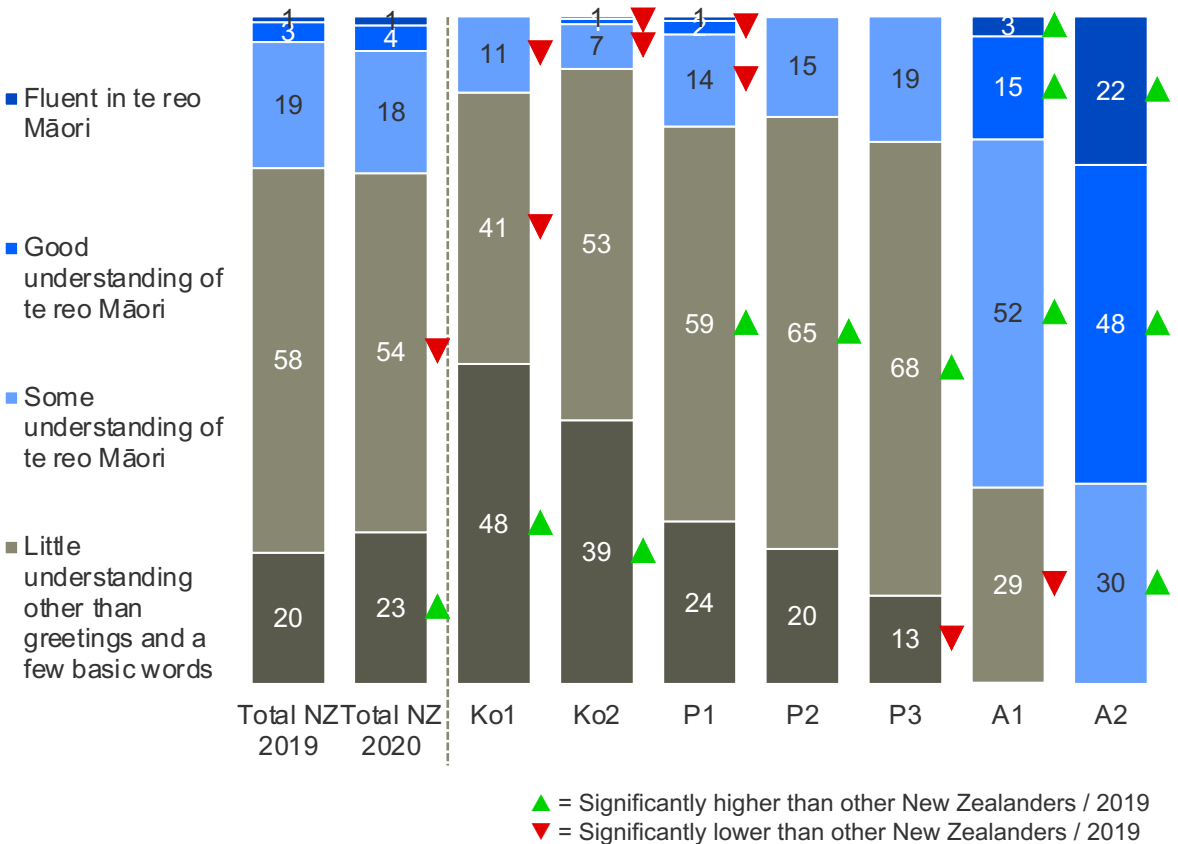
Most Active Speakers (A2) consider themselves to have some or a good understanding of te reo rather than being fluent and 7 in 10 Culturally Active (A1) have at least some understanding

Key findings

- Reflective of 2019, 18% of New Zealanders consider themselves to have some understanding of te reo and 5% to have either a good understanding or be fluent
- Just over one in five Active Speakers (A2) consider themselves to be fluent, with most claiming to have either a good or some understanding
- Those in the Culturally Active (A1) segment typically consider themselves to have some understanding of te reo although 29% have little understanding
- Most within the Pō segments have little understanding of te reo other than greetings and a few basic words, although 15% to 19% within each segment claim to have a good understanding of te reo
- 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
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 (% , 2020)



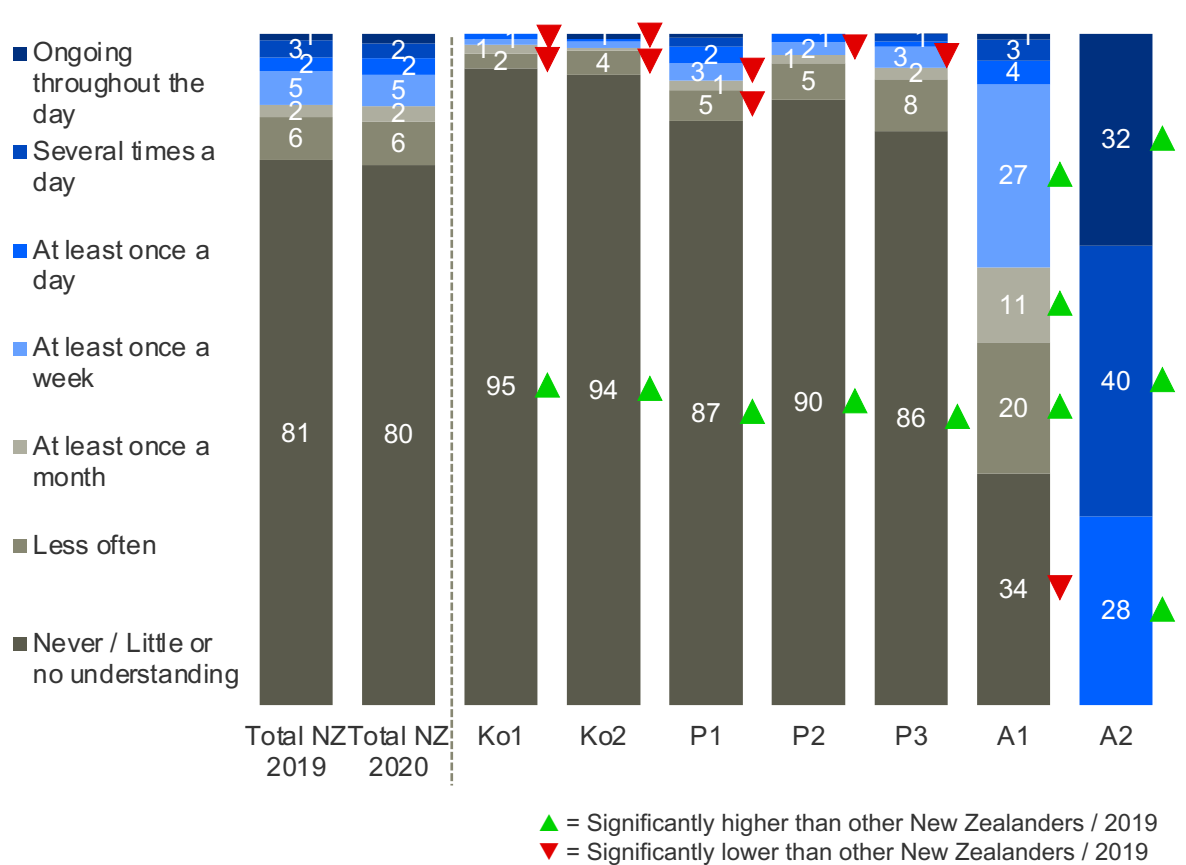
Around three in four Active Speakers (A2) converse in te reo ongoing or at least several times daily while few within the Culturally Active (A1) segment converse in te reo on a regular basis

Key findings

- One in three Active Speakers (A2) converse in te reo on an ongoing basis throughout the day with the remainder having conversations at least once a day
- Around one in three (35%) Culturally Active (A1) are having conversations in te reo at least weekly, one in three are conversing in te reo less than frequently (31%) while one in three (34%) never converse in te reo
- 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
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 (% , 2020)



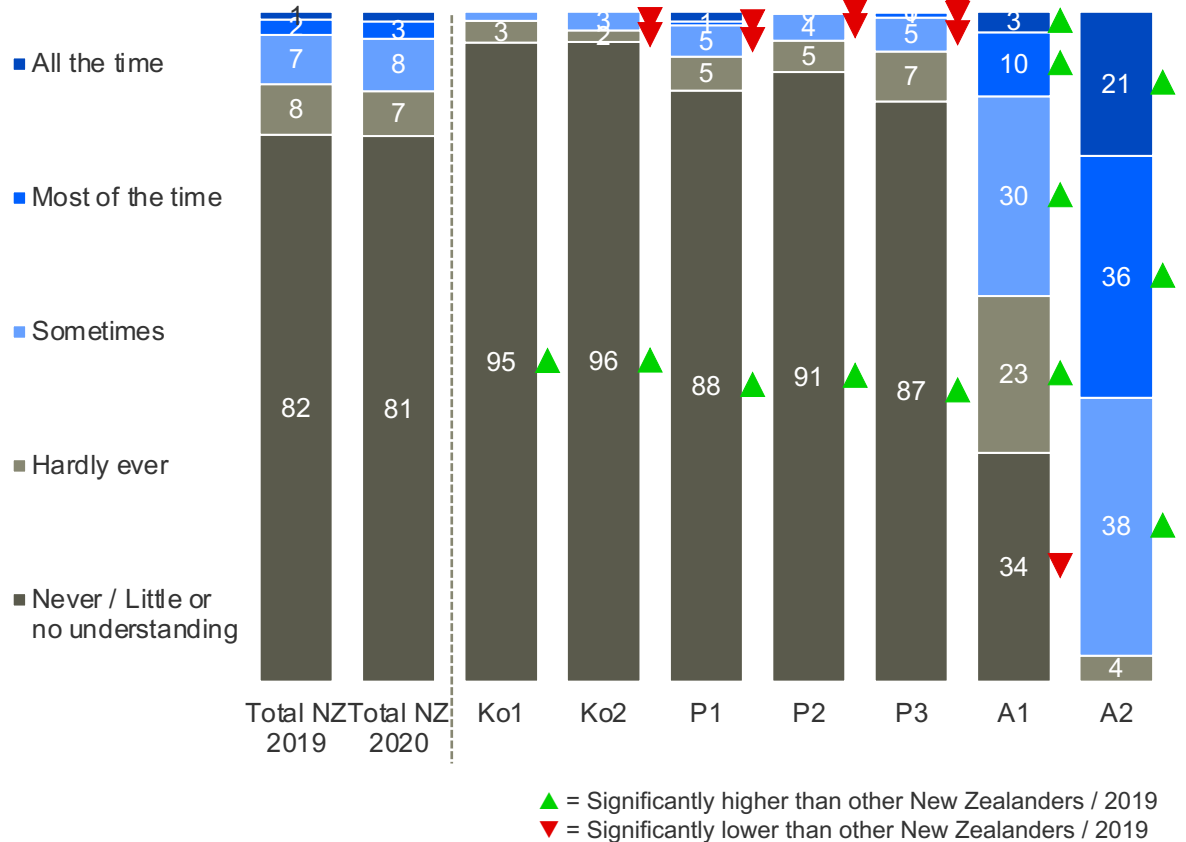
Although daily users of te reo, not all Active Speakers (A2) will choose to speak in te reo when they have the opportunity and feel confident to do so

Key findings

- Three in five (58%) Active Speakers (A2) converse in te reo rather than another language either all or most of the time when they have the opportunity and feel confident to do so with the remainder typically doing so at least sometimes
- Two in five (42%) Culturally Active (A1) will choose to converse in te reo at least some of the time when they have the opportunity and feel confident to do so
 - There has been a small increase lift in those claiming to use te reo all or most of the time from 9% in 2019 to 13% in 2020
- A minority within the Pō segments will sometimes choose to talk in te reo when they have the opportunity

All / most of the time (%)	Total NZ	Ko1	Ko2	P1	P2	P3	A1	A2
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 (% , 2020)



Te reo ability and lack of formal study are common barriers to using te reo within the Kore segments

Key findings

- Among those in the Kore segments with at least some understanding of te reo, a common barrier to using te reo is their knowledge or ability
- There are a wide range of further barriers including not having formally studied te reo, not knowing many te reo speakers and having concerns about mispronunciation, using an incorrect word or causing offence

Barriers to using te reo more often in everyday life – Kore (among those with at least some understanding of te reo, % 2020)

	Total NZ	Ko1	Ko2
Your te reo knowledge or ability	46	17 ▼	30 ▼
Not having formally studied te reo	35	14 ▼	20 ▼
Concern about mispronouncing words	33	14 ▼	20 ▼
Concern about using an incorrect word	29	12 ▼	17 ▼
Not knowing many te reo speakers	29	12 ▼	16 ▼
Concern about causing offence	25	8 ▼	15 ▼
I don't have enough opportunities to use my reo	24	8 ▼	12 ▼
Worry about being judged by others	18	12	9 ▼
Worry about being corrected by others	14	6 ▼	9 ▼
Although I can speak te reo, I prefer using English	11	4 ▼	5 ▼
Previous negative experience using te reo	7	18 ▲	4
Other	7	27 ▲	13 ▲
Not sure	2	2	5 ▲
Nothing	6	17 ▲	18 ▲

▲ = Significantly higher than other New Zealanders / 2019

▼ = Significantly lower than other New Zealanders / 2019

Te reo ability, lack of formal study and concerns about mispronunciation or using an incorrect word are the most common barriers to using te reo within the Pō segments

Key findings

- Te reo knowledge or ability and not having formally studied te reo are common barriers to using te reo among the Pō segments with at least some understanding of te reo
- Concerns about mispronunciation, using an incorrect word or causing offence are also common, particularly among the P3 segment
- Not knowing many te reo speakers and not having enough opportunities to use te reo are also common barriers among all three Pō segments

Barriers to using te reo more often in everyday life – Pō (among those with at least some understanding of te reo, % 2020)

	Total NZ	P1	P2	P3
Your te reo knowledge or ability	46	42 ▼	46	57 ▲
Not having formally studied te reo	35	33	45 ▲	44 ▲
Concern about mispronouncing words	33	29 ▼	37	50 ▲
Concern about using an incorrect word	29	22 ▼	31	41 ▲
Not knowing many te reo speakers	29	25 ▼	33	34 ▲
Concern about causing offence	25	23	32 ▲	33 ▲
I don't have enough opportunities to use my reo	24	19 ▼	22	26
Worry about being judged by others	18	17	13 ▼	20
Worry about being corrected by others	14	12	13	13
Although I can speak te reo, I prefer using English	11	6 ▼	5 ▼	5 ▼
Previous negative experience using te reo	7	3 ▼	3 ▼	5
Other	7	5 ▼	4 ▼	4 ▼
Not sure	2	4	3	1 ▼
Nothing	6	6	4	2 ▼

▲ = Significantly higher than other New Zealanders / 2019

▼ = Significantly lower than other New Zealanders / 2019

Not having opportunities to use te reo, a preference to speak English and concerns around being judged or corrected are more common barriers among Awatea than other segments

Key findings

- Te reo ability is the most common barrier to using te reo among those within both Awatea segments with at least some knowledge of te reo, being particularly high among Culturally Active (A1)
- Not knowing many te reo speakers or having enough opportunities to use te reo are also common barriers among both Awatea segments but being higher among Culturally Active (A1)
- Preferring to use English rather than te reo is another common barrier among both Awatea segments
- Active Speakers (A2) have higher concerns about using an incorrect word than mispronunciation while both are common concerns among Culturally Active (A1)
- Both Awatea segments are more likely than other New Zealanders to be worried about being judged or corrected by others and are the most likely to have had a previous negative experience using te reo

Barriers to using te reo more often in everyday life – Awatea (among those with at least some understanding of te reo, % 2020)

	Total NZ	A1	A2
Your te reo knowledge or ability	46	65 ▲	42
Not having formally studied te reo	35	39	24 ▼
Concern about mispronouncing words	33	32	17 ▼
Concern about using an incorrect word	29	38 ▲	31
Not knowing many te reo speakers	29	44 ▲	31
Concern about causing offence	25	25	16
I don't have enough opportunities to use my reo	24	48 ▲	36 ▲
Worry about being judged by others	18	27 ▲	26 ▲
Worry about being corrected by others	14	24 ▲	24 ▲
Although I can speak te reo, I prefer using English	11	37 ▲	38 ▲
Previous negative experience using te reo	7	13 ▲	19 ▲
Other	7	8	9
Not sure	2	0 ▼	0 ▼
Nothing	6	1 ▼	9

▲ = Significantly higher than other New Zealanders / 2019

▼ = Significantly lower than other New Zealanders / 2019

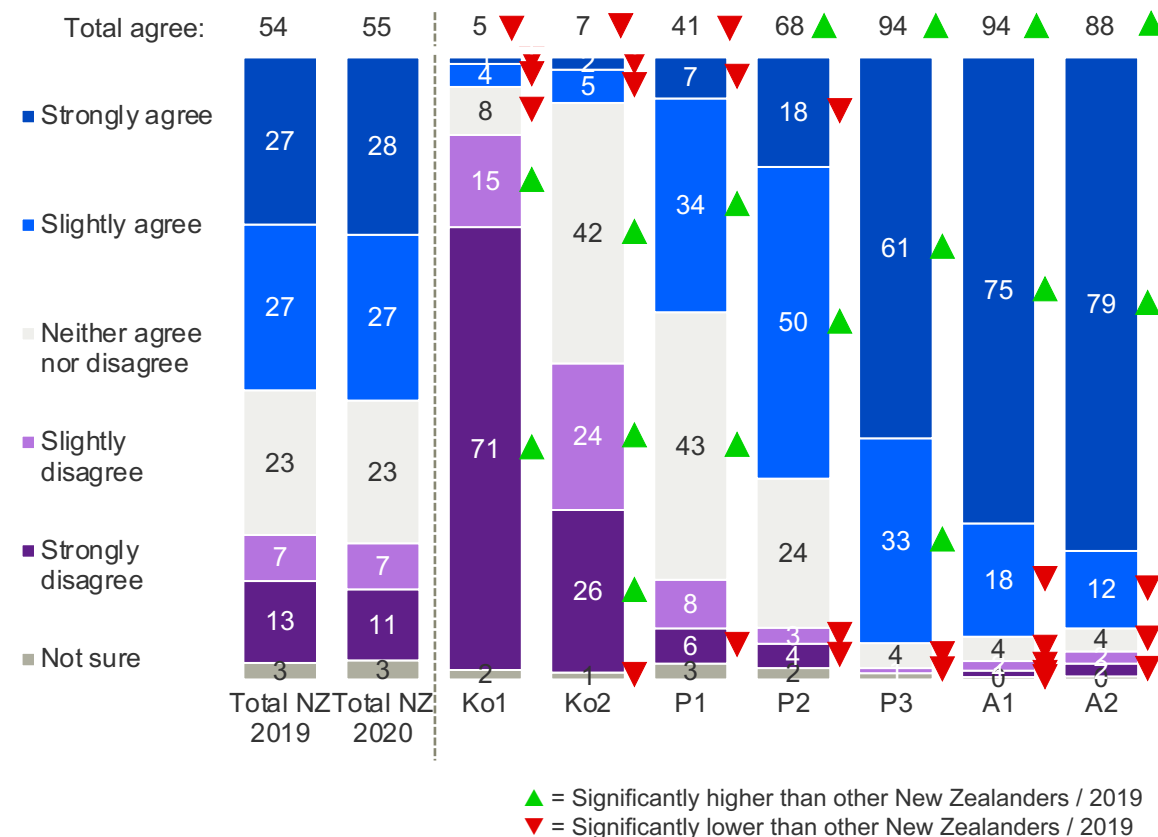
Desire to improve understanding of te reo increases moving from left to right across the Kore and Pō segments, with very strong interest among Pō P3 and the Awatea segments

Key findings

- More than half New Zealanders would like to improve their understanding of te reo, and one in four strongly so
- The majority within the Awatea segments have a desire to improve their understanding of te reo and three in four
- Interest in improving understanding of te reo increases across the Pō segments with agreement increasing from 41% among P1 to 68% among P2 to 94% among P3
 - Furthermore, three in five within the P3 segment strongly agree that they would like to improve their understanding
- Few within the Kore segments have a desire to improve their understanding of te reo with the majority within Ko1 disagreeing and those within Ko2 being mixed between disagreeing or feeling neutral towards improving

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

Desire to improve understanding of te reo Māori (% 2020)



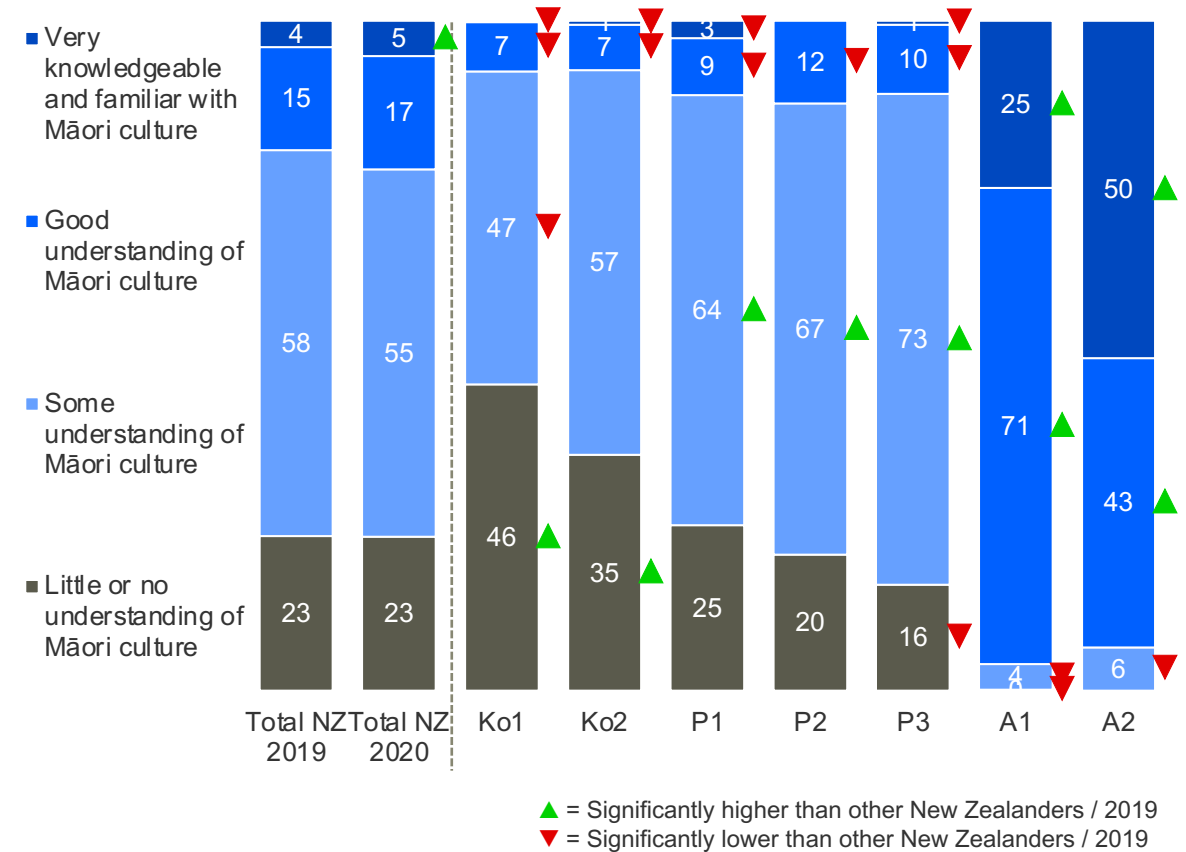
Three in four New Zealanders have at least some understanding of Māori culture, with cultural understanding increasing across the KoPA model

Key findings

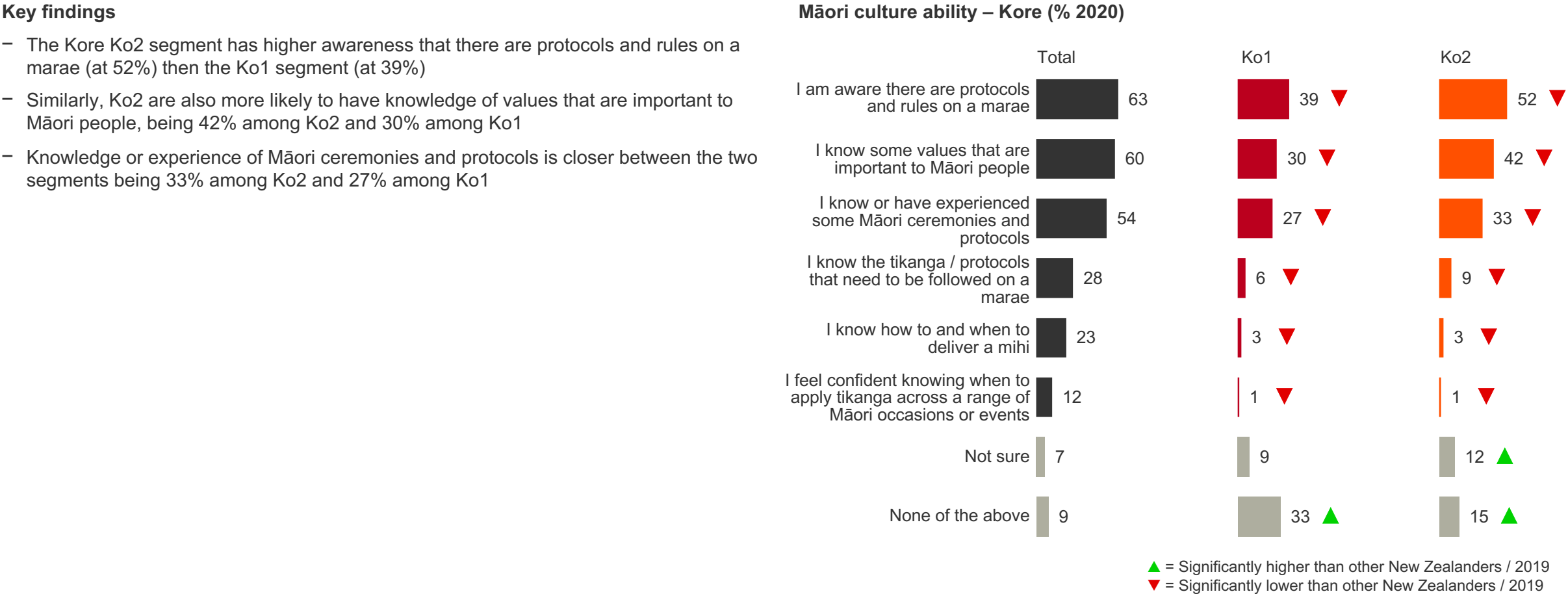
- The majority within the Awatea segments have a good understanding of Māori culture, with one in two Active Speakers (A2) and one in four Culturally Active ‘very knowledgeable and familiar’
- The Pō segments typically have some understanding of Māori culture although few claim to have a good understanding
- Although understanding is lower among the Kore segments, even half of Ko1 claim to have at least some understanding of Māori culture

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

Level of Māori culture understanding (% 2020)



The Kore segments have lower claimed awareness and knowledge of protocols, values and ceremonies than other KoPA segments, being lowest within the Ko1 segment

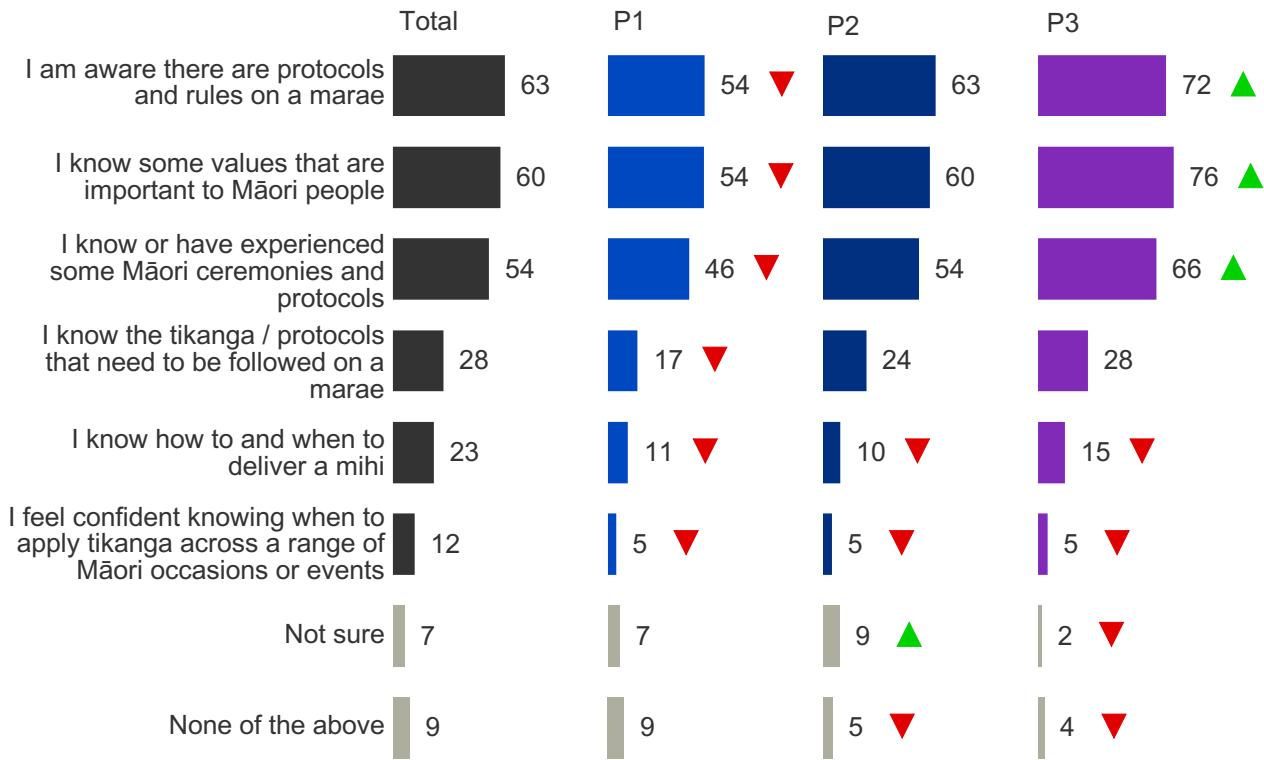


Awareness of protocols, values and ceremonies increases across the Pō segments but knowledge of what these protocols are remains moderate

Key findings

- Although building across the Pō segments, many know some values that are important to Māori people and know or have experienced Māori ceremonies and protocols
- Many within the Pō segments are aware that there are protocols on a marae, although they are less likely to have knowledge of these at 17% among P1, 24% among P2 and 28% among P3
- One in ten P1 and P2 and 15% of P3 when to deliver a mihi although few feel confident knowing when to apply tikanga

Māori culture ability – Pō (% 2020)



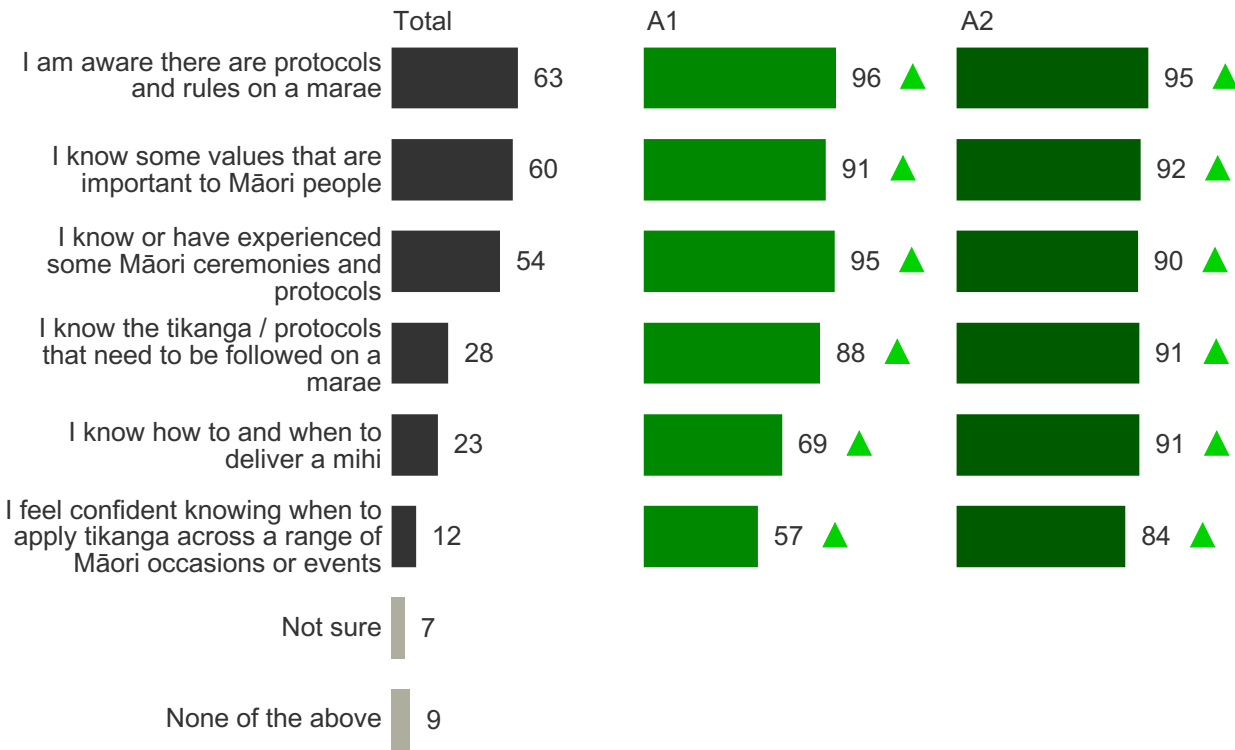
▲ = Significantly higher than other New Zealanders / 2019
 ▼ = Significantly lower than other New Zealanders / 2019

The majority within the Awatea segments know the tikanga that need to be followed on a marae but Active Speakers (A2) have higher confidence in knowing when to apply it and in knowing how and when to deliver a mihi

Key findings

- The majority within the Awatea segments know the tikanga / protocols that need to be followed on a marae
- Active Speakers (A2) are however more likely to feel confident knowing when to apply tikanga / protocol across a range of Māori occasions or events at 84% than Culturally Active (A1) at 57%
- The majority of Active Speakers (A2) know how and when to deliver a mihi and two in three within the Culturally Active (A1) segment

Māori culture ability – Awatea (% 2020)



▲ = Significantly higher than other New Zealanders / 2019
▼ = Significantly lower than other New Zealanders / 2019

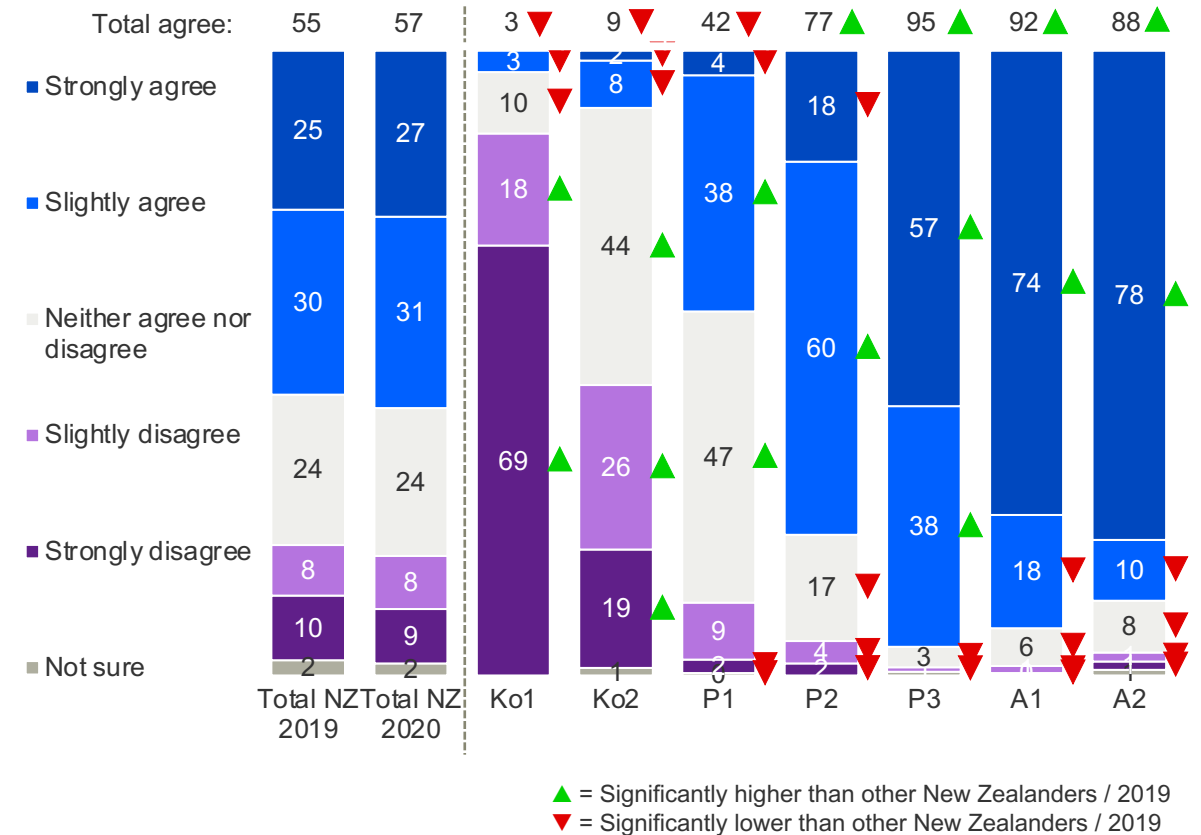
Interest in learning more about Māori culture increases moving from left to right along the KoPA model and is the majority within the Pō P3 segment and the Awatea segments

Key findings

- More than half the New Zealand population would like to learn more about Māori culture, and one in four feel strongly so
- The majority within the Awatea segments would like to learn more about Māori culture with three in four strongly agreeing
- Interest in learning more about Māori culture builds across the Pō segments with agreement increasing from 42% within P1 to 77% within P2 and 95% within P3
 - In particular, three in five within the P3 segment strongly agree that they would like to learn more
- Few within the Kore segments are interested in learning more about Māori culture with the majority within the Ko1 segment disagreeing and those within the Ko2 segment being a mix of disagreeing or feeling neutral

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

Interest in learning more about Māori culture (% 2020)



4

Attitudes and behaviours

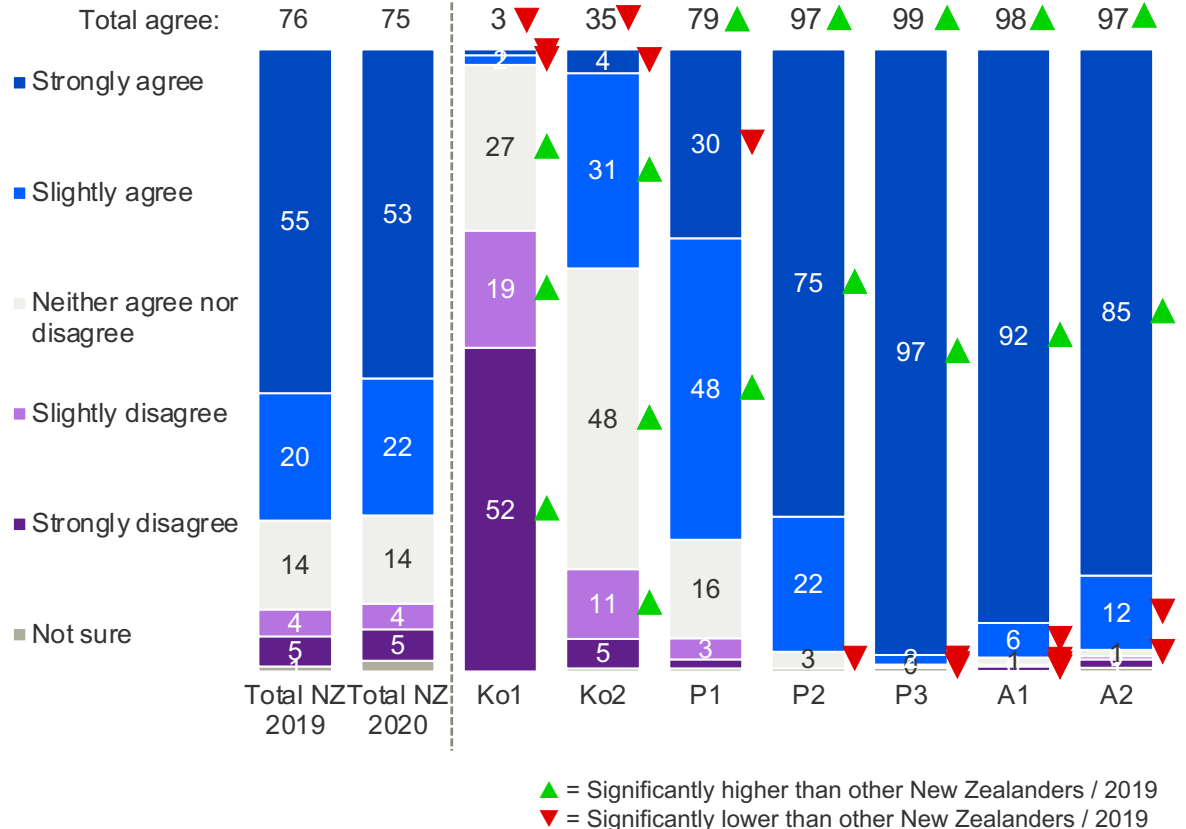
Three in four New Zealanders agree that it is good that the New Zealand national anthem has both an English and a Māori version with just over half strongly agreeing

Key findings

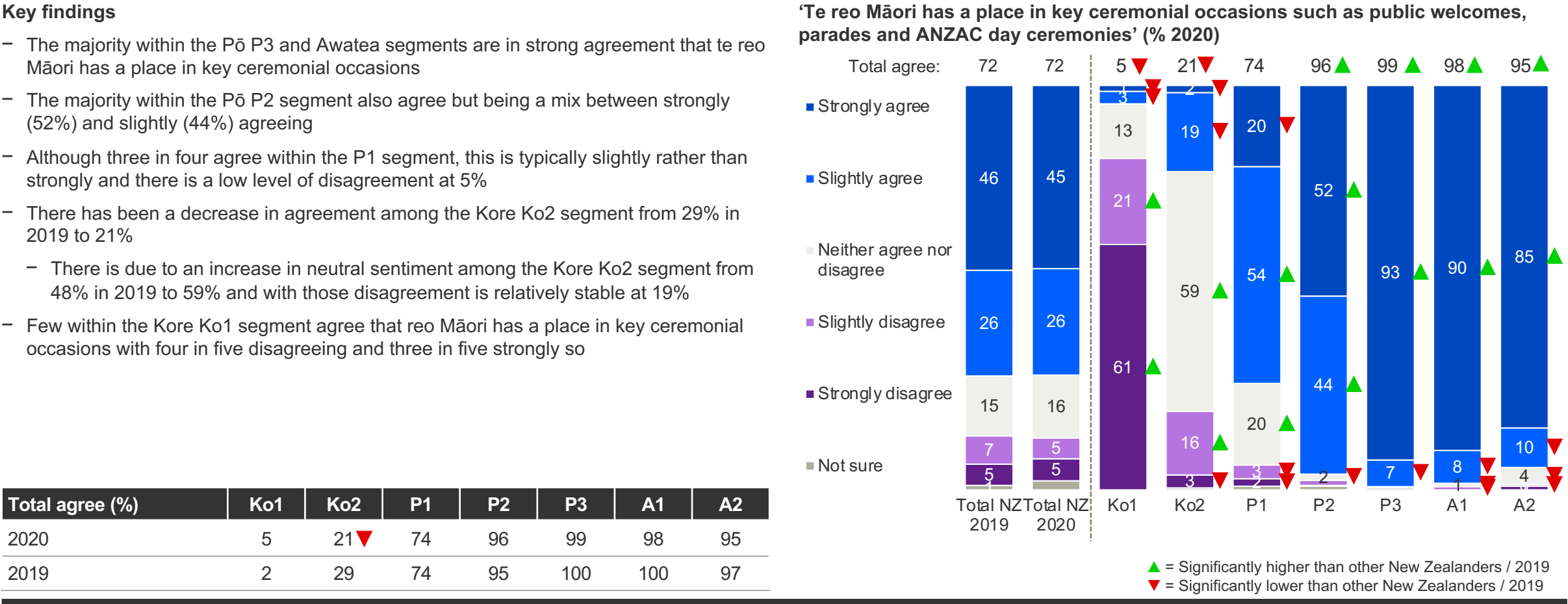
- The majority within the P3 and Awatea segments strongly agree that it is good that the New Zealand national anthem has both an English and a Māori version
- The majority also agree within the P2 segment, with 75% strongly agreeing and 22% slightly agreeing
- Although four in five agree within the P1 segment, attitudes are more moderate with many only slightly agreeing (48%) rather than strongly agreeing (30%)
- Just over one in three (35%) agree within the Kore Ko2 segment, although typically only slightly, while half are neutral and there is a low level of disagreement at 16%
- Few agree within the Ko1 segment (3%) and 71% disagree, with half in strong disagreement

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
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’ (% 2020)



Almost three in four New Zealanders agree that te reo Māori has a place in key ceremonial occasions with almost half strongly agreeing



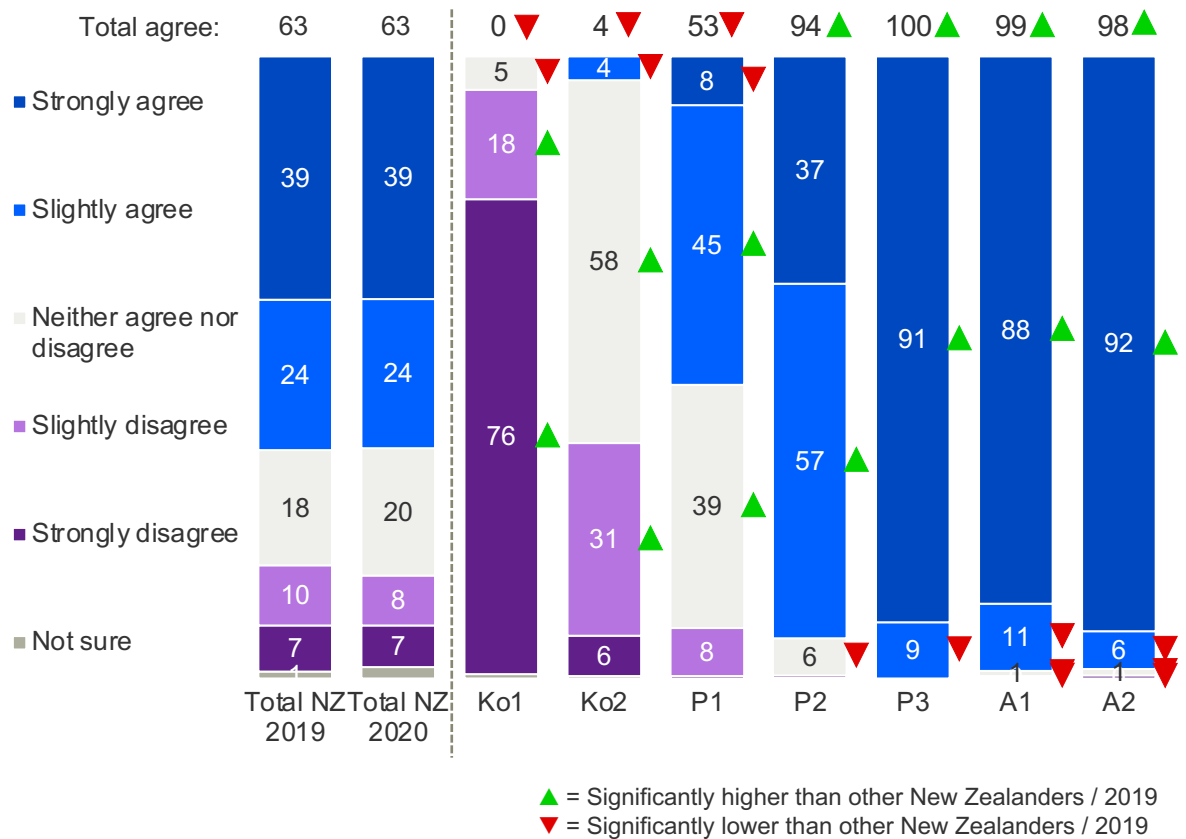
Just over three in five New Zealanders think it is important that the Government promotes the use of te reo Māori while one in five are neutral and just under one in five disagree

Key findings

- Almost all within the P3 and Awatea segments agree that it is important that the government promotes the use of te reo Māori with most strongly agreeing
- The majority within the P2 segment also agree but a higher proportion slightly agree (57%) than strongly agree (37%)
- Just over one in two (53%) agree within the P1 segment, but typically only slightly, and being lower than in 2019 (at 59% agreement)
- Few within the Zero Ze2 segment agree that it is important that the Government promotes the use of te reo Māori with views mixed between being neutral (58%) and disagreeing (37%)
- The majority disagree within the K1 segment, with three in four in strong disagreement

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
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' (% 2020)



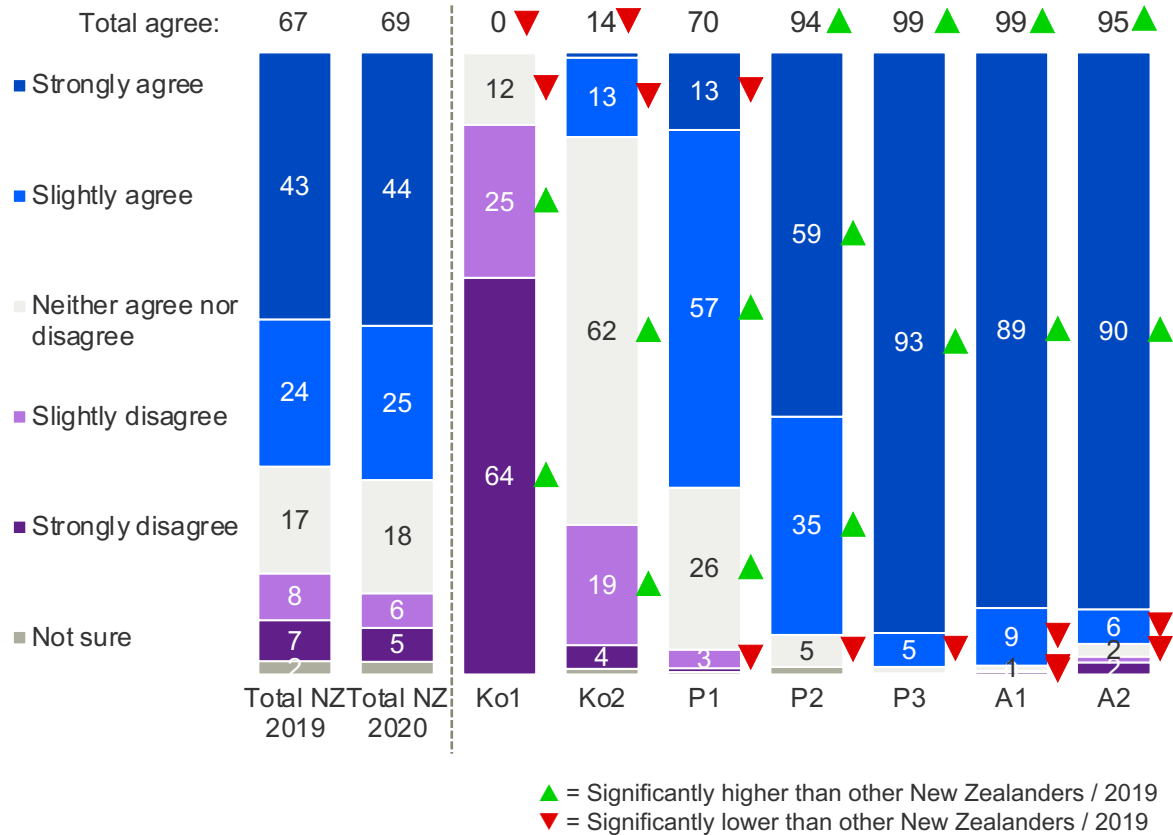
Two in three New Zealanders agree that it is important to have a Māori Language Week to promote te reo Māori, with levels of disagreement reducing slightly from 14% in 2019 to 11%

Key findings

- The majority within the P3, A1 and A2 segments strongly agree that it is important to have a Māori Language Week
- Although most agree within the Pō P2 segment, 59% are in strong agreement and 35% are in slight agreement
- Those within the Kore Ko2 segment are more likely to disagree (23%) than agree (14%) although most feel neutral
- The majority within the Ko1 segment disagree that it is important to have a Māori Language Week and almost two in three strongly so

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
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' (% 2020)



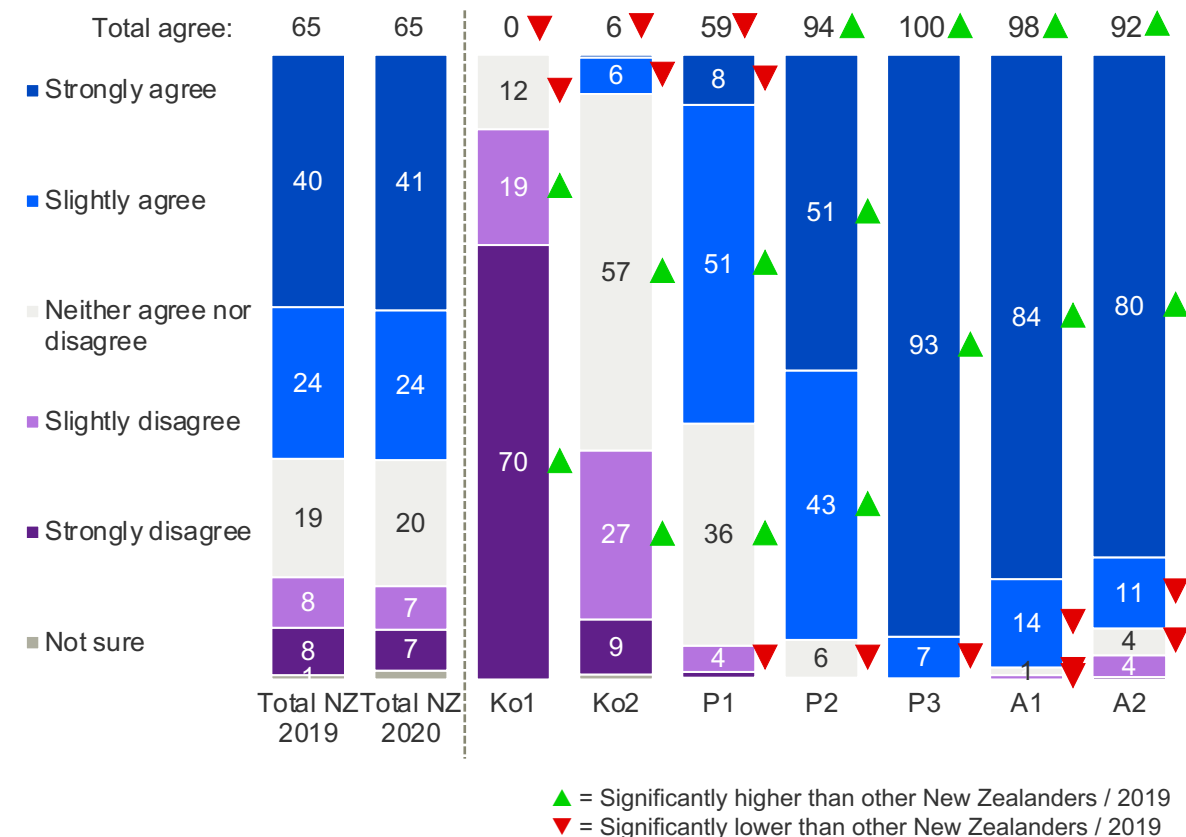
Two in three New Zealanders agree that te reo Māori should be valued by all New Zealanders with a minority (13%) disagreeing

Key findings

- The majority within the P3 and the Awatea segments agree, and most strongly so, that te reo Māori should be valued by all New Zealanders
- The majority within the P2 segment also agree but being mixed between strong agreement (51%) and slight agreement (43%)
- Three in five within the P1 segment agree, but typically only slightly, while 36% are neutral and there is a low level of disagreement at 5%
- Only 6% within the Kore K2 segment agree that te reo should be valued by all New Zealanders with views mixed between neutral (57%) and disagreement (36%), typically being slight rather than strong
- None with the Kore Ko1 segment agree that te reo should be valued by all New Zealanders, with the majority disagreeing and 70% strongly so

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
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' (% 2020)



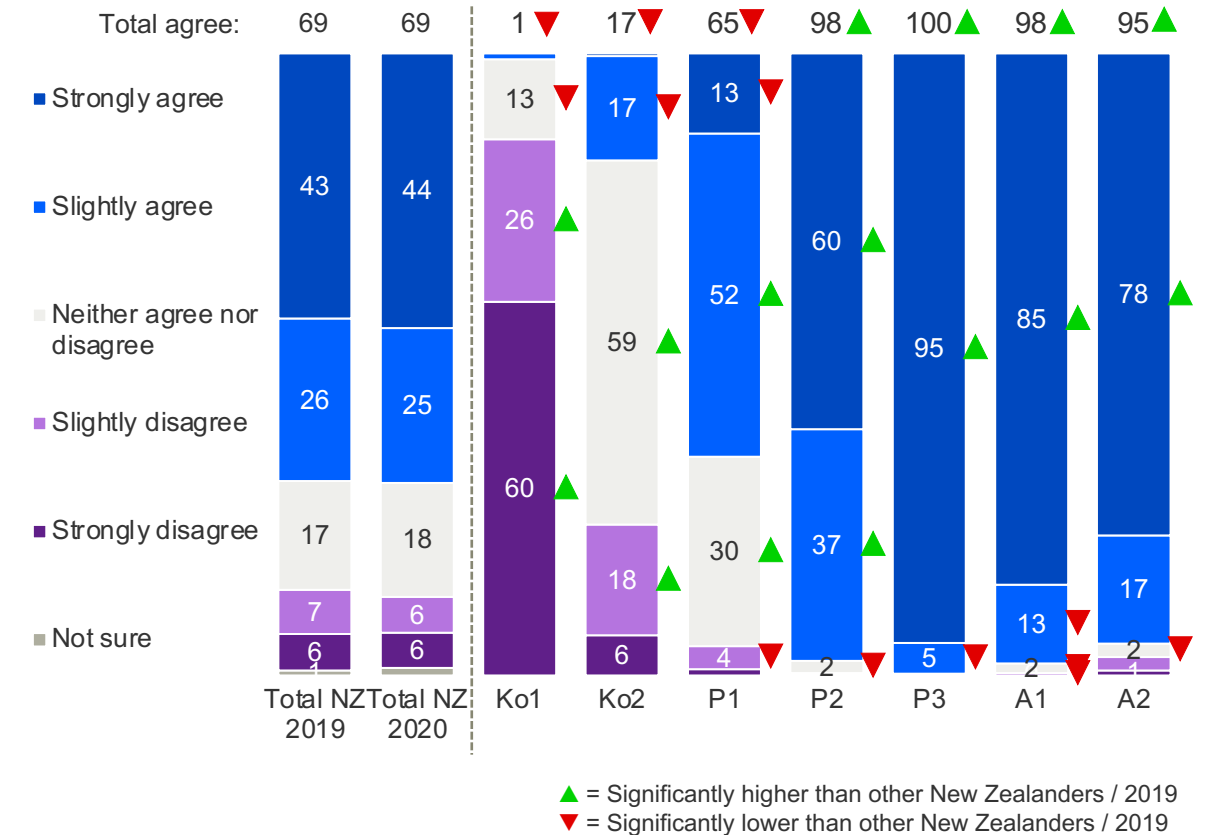
Similar to te reo, approximately two in three New Zealanders agree that Māori culture should be valued by all New Zealanders

Key findings

- Almost all within the P3 and Awatea segments agree that Māori culture should be valued by all New Zealanders with most strongly agreeing
- Almost all (98%) also agree within the P2 segment and there is stronger agreement among this segment that Māori culture should be valued (60% strongly agreeing) than for te reo (51% strongly agreeing)
- There is slightly lower agreement within the P1 segment (65%) than in 2019 (71%)
 - Most slightly (52%) rather than strongly agree (13%) within this segments and 30% are neutral
- Although only 17% within the Kore Ko2 segment agree that Māori culture should be valued by all New Zealanders this is a higher than for te reo (6%)
 - There is also lower disagreement (24%) than for te reo (36%) while a similar number are neutral at three in five
- The majority among the Ko1 segment 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
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' (% 2020)



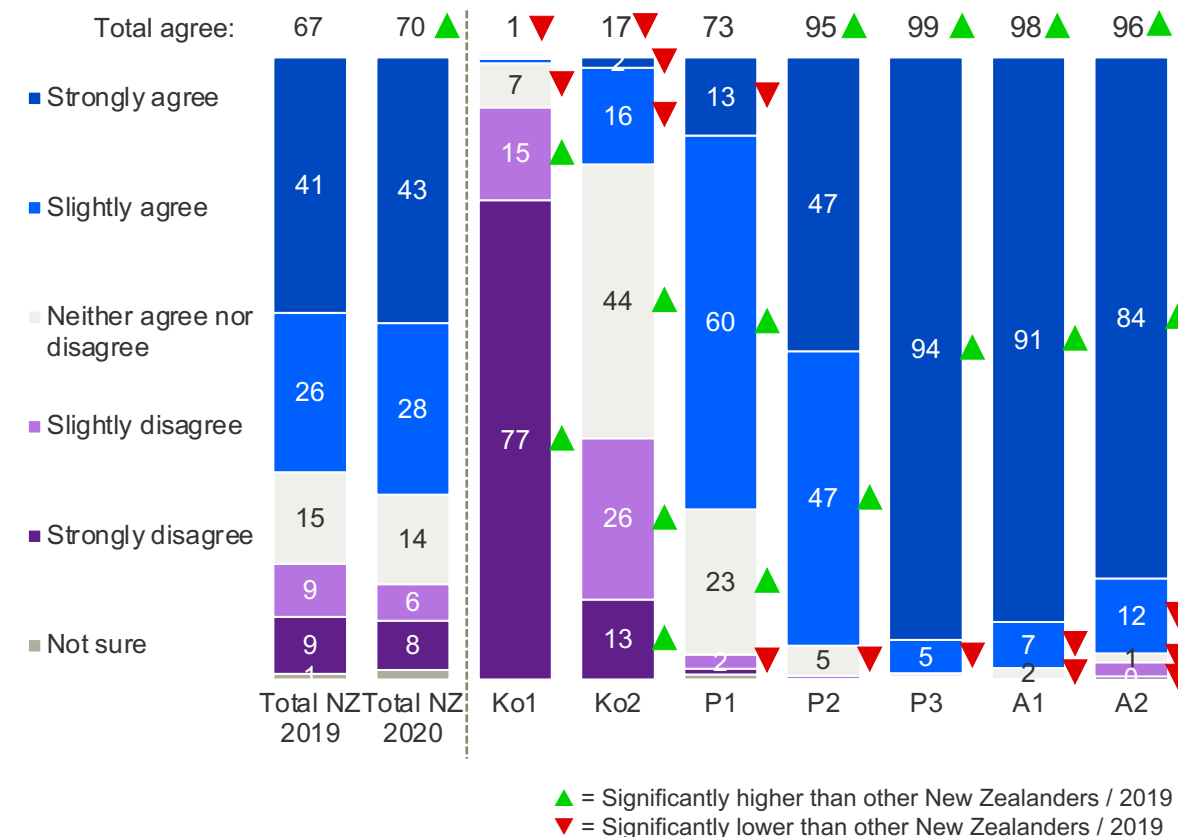
70% of New Zealanders agree that all New Zealand children should be taught at least a basic understanding of te reo and Māori culture at school with only 14% disagreeing

Key findings

- The majority within the P3, A1 and A2 segments strongly agree that all New Zealand children should be taught a basic understanding of te reo and Māori culture at school
- The majority within the P2 segment also agree however views are divided between strong and slight agreement (each at 47%)
- There has been a slight lift in agreement among the Pō P1 segment from 66% in 2019 to 73%, although most continue to typically only slightly agree
 - The remainder are mostly neutral and there is only a very low level of disagreement at 3%
- More than twice as many disagree (39%) than agree (17%) among the Kore K2 segment while just over two in five are neutral
- The majority within the Kore K1 segment disagree that New Zealand children should be taught a basic understanding of te reo and Māori culture at school and 77% strongly so

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

'All New Zealand children should be taught at least a basic understanding of te reo and Māori culture at school' (% 2020)⁽¹⁾



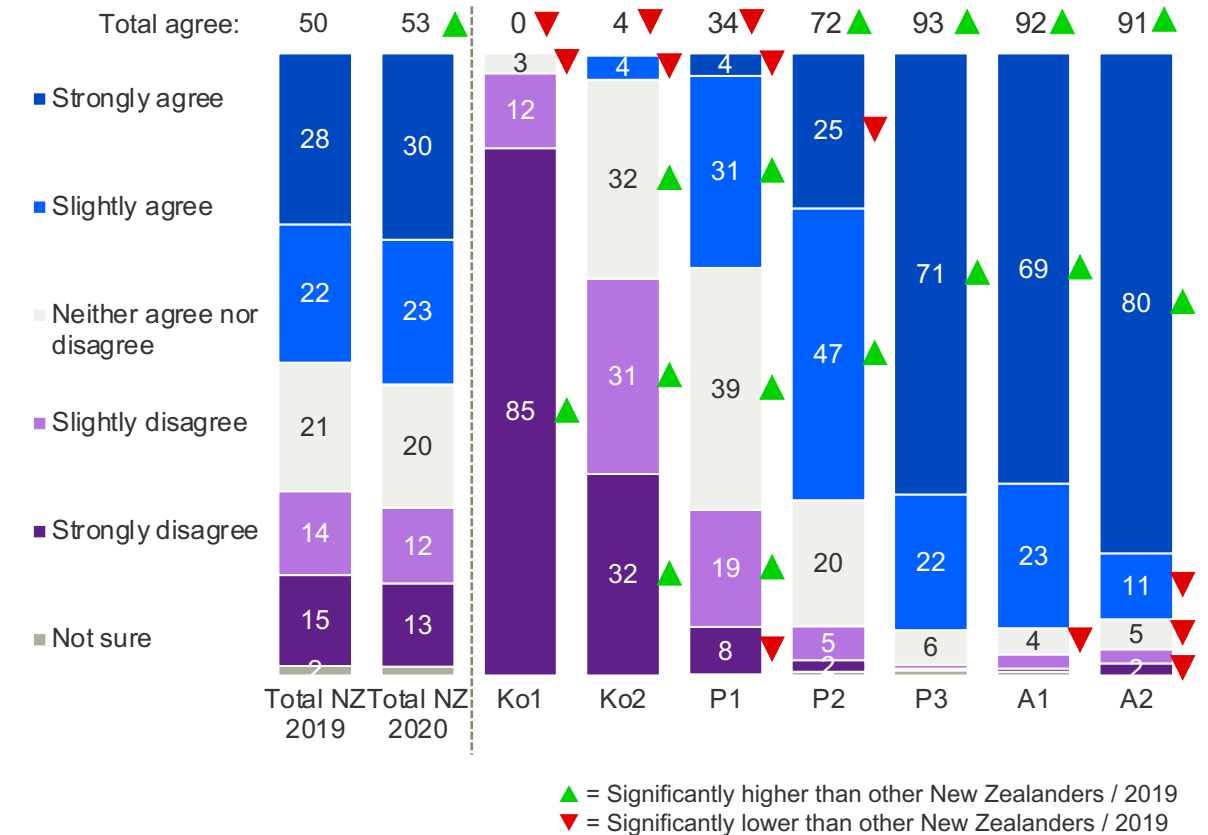
Just over one in two New Zealanders agree that public signs in New Zealand should be in both English and te reo Māori while one in four disagree and the remainder are neutral

Key findings

- Just over nine in ten within the P3, A1 and A2 segments agree that public signs in New Zealand should be in both English and te reo Māori
 - Around seven in ten strongly agree within Pō P3 and Culturally Active (A1), increasing to 80% among Active Speakers (A2)
- There has been a slight lift in agreement among the Pō P2 segment from 64% in 2019 to 72%
 - More remain in slight (47%) rather than strong (25%) agreement and there is a low level of disagreement at 7%
- Support remains more moderate among the Pō P1 segment with 34% agreeing but 26% disagreeing and the remainder neutral
- Few agree within the Kore K2 segments with 64% disagreeing, being a mix of strong and slight disagreement, and 32% feeling neutral
- The majority within K1 strongly disagree that public signs in New Zealand should be in both English and te reo Māori

Total agree (%)	Ko1	Ko2	P1	P2	P3	A1	A2
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' (% 2020)



There is only low support among the Kore segments towards prominent New Zealanders speaking in te reo with many feeling excluded and unable to understand what is being said

Key findings

- Two in five within the Ko1 segment and one in five within Ko2 feeling annoyed or excluded when prominent New Zealanders speak in te reo
- Not liking hearing te reo because they are unable to understand what is being said is slightly higher among Ko2 at 15% than Ko1 at 8%
- Feeling that is not relevant for te reo to be spoken by prominent New Zealanders because few New Zealanders understand te reo is slightly higher among Ko1 at 14% than Ko2 at 9%
- One in five Ko2 and one in ten Ko1 are not bothered however if te reo is spoken as they are happy for people to speak in whatever language they want
- There is also a low level of positive segment, particularly if te reo is followed by a translation, and being more common among the Ko1 segment

Feeling when prominent New Zealanders speak in te reo (% 2020)

(%)	Total NZ	Ko1	Ko2
Positive / neutral comments			
General positive comment	18	4 ▼	8 ▼
Feel proud / honoured	13	1 ▼	2 ▼
Not bothered, people can speak what they want	13	11	21 ▲
Good if its followed by translation	8	4	7
Feel accepted / respected / included	7	0 ▼	0
Recognises the importance of te reo	5	0 ▼	0
I like it but I don't know what is being said	4	0 ▼	2 ▼
Positive that it is getting exposure / being used	3	0 ▼	1 ▼
Good if pronounced properly	3	1	1 ▼
Wish I had a better understanding of it	2	1	0
Makes me want to learn te reo / to learn more	1	0	0
Hearing te reo will help it grow and be used	1	0	0
Helps me feel connected to te reo	1	0	0
Negative comments			
Feel annoyed / excluded	8	39 ▲	18 ▲
Don't like it as can't understand what being said	6	8	15 ▲
Not relevant as few NZ'ers understand te reo	3	14 ▲	9 ▲
Sometimes not appropriate for the occasion	3	5	3
It feels token or just politically correct	2	6 ▲	3 ▲
It is disrespectful when the speaker is not Māori	1	2 ▲	1 ▲
Nothing / Not sure	9	7	14 ▲

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

Key findings

- There is only a low level of negativity towards prominent New Zealanders speaking in te reo among the Pō segments, being most common among P1, and typically due to feeling annoyed or excluded and unable to understand what is being said
- Those within the P1 segment are more commonly either not bothered or feel generally positive, particularly if it is followed by a translation
- These sentiments are also common among the P2 segment as well as feeling proud and accepted / included
- Those within the P1 segment most commonly feel proud when prominent New Zealanders speak in te reo, that it recognises the importance of the language plus general positive sentiment

Feeling when prominent New Zealanders speak in te reo (% 2020)

(%)	Total NZ	P1	P2	P3
Positive / neutral comments				
General positive comment	18	16	22	25 ▲
Feel proud / honoured	13	4 ▼	16 ▲	23 ▲
Not bothered, people can speak what they want	13	21 ▲	13	3 ▼
Good if its followed by translation	8	11 ▲	11 ▲	8
Feel accepted / respected / included	7	5 ▼	8	13 ▲
Recognises the importance of te reo	5	5	6	8 ▲
I like it but I don't know what is being said	4	4	6 ▲	5 ▲
Positive that it is getting exposure / being used	3	2 ▼	5	4
Good if pronounced properly	3	3	2	3
Wish I had a better understanding of it	2	1 ▼	2	5 ▲
Makes me want to learn te reo / to learn more	1	0 ▼	3 ▲	3 ▲
Hearing te reo will help it grow and be used	1	1	1	2
Helps me feel connected to te reo	1	1	1	1
Negative comments				
Feel annoyed / excluded	8	7	3 ▼	2 ▼
Don't like it as can't understand what being said	6	9 ▲	5	2 ▼
Not relevant as few NZ'ers understand te reo	3	2 ▼	2	0 ▼
Sometimes not appropriate for the occasion	3	4	2	2
It feels token or just politically correct	2	2	1	0 ▼
It is disrespectful when the speaker is not Māori	1	1	0	0
Nothing / Not sure	9	14 ▲	4 ▼	4 ▼

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

Key findings

- Common sentiment among the Awatea segments is feeling proud when prominent New Zealanders speak in te reo
- Some also comment that it makes them feel accepted and respected and that it recognises the importance of te reo
- Some feel positive that te reo is getting used and that hearing te reo spoken will help it grow and be used more
- Others only think it is good for prominent New Zealanders to speak in te reo if it is pronounced properly
- There is only a very low level of negativity within the Awatea segments

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

Feeling when prominent New Zealanders speak in te reo (% 2020)

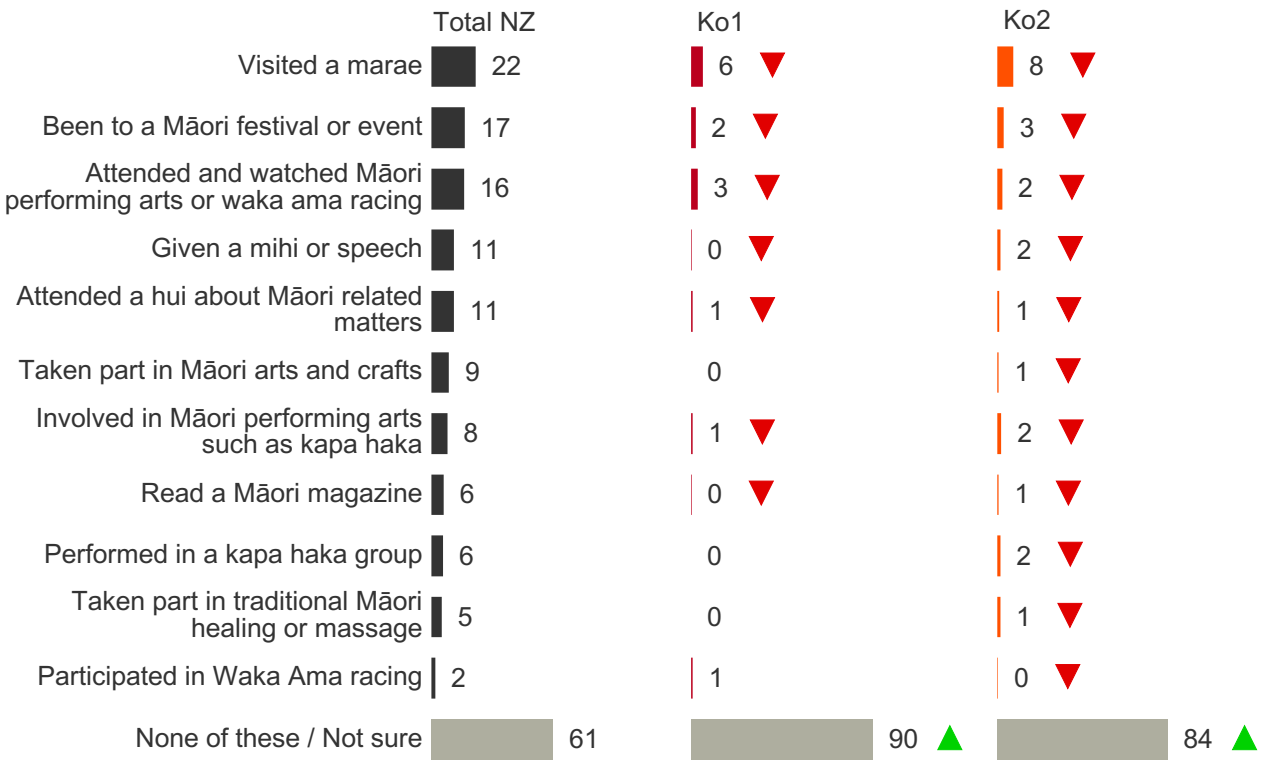
(%)	Total NZ	A1	A2
Positive / neutral comments			
General positive comment	18	21	27 ▲
Feel proud / honoured	13	28 ▲	34 ▲
Not bothered, people can speak what they want	13	3 ▼	3 ▼
Good if its followed by translation	8	4 ▼	2 ▼
Feel accepted / respected / included	7	11 ▲	14 ▲
Recognises the importance of te reo	5	11 ▲	11 ▲
I like it but I don't know what is being said	4	4	0
Positive that it is getting exposure / being used	3	8 ▲	4
Good if pronounced properly	3	8 ▲	8 ▲
Wish I had a better understanding of it	2	4	1
Makes me want to learn te reo / to learn more	1	3	4 ▲
Hearing te reo will help it grow and be used	1	5 ▲	3
Helps me feel connected to te reo	1	2 ▲	3 ▲
Negative comments			
Feel annoyed / excluded	8	1 ▼	0 ▼
Don't like it as can't understand what being said	6	0 ▼	0 ▼
Not relevant as few NZ'ers understand te reo	3	0	0
Sometimes not appropriate for the occasion	3	2	2
It feels token or just politically correct	2	1	1
It is disrespectful when the speaker is not Māori	1	0	0
Nothing / Not sure	9	3 ▼	1 ▼

There is limited involvement in Māori cultural activities across the Kore segments, with visiting a marae being the most common activity

Key findings

- Few within the Kore segments have participated in any activities related to Māori culture in the past 12 months
- Most commonly is visiting a marae being 6% within Ko1 and 8% within Ko2

Activities participated in within the last 12 months – Kore (% 2020)



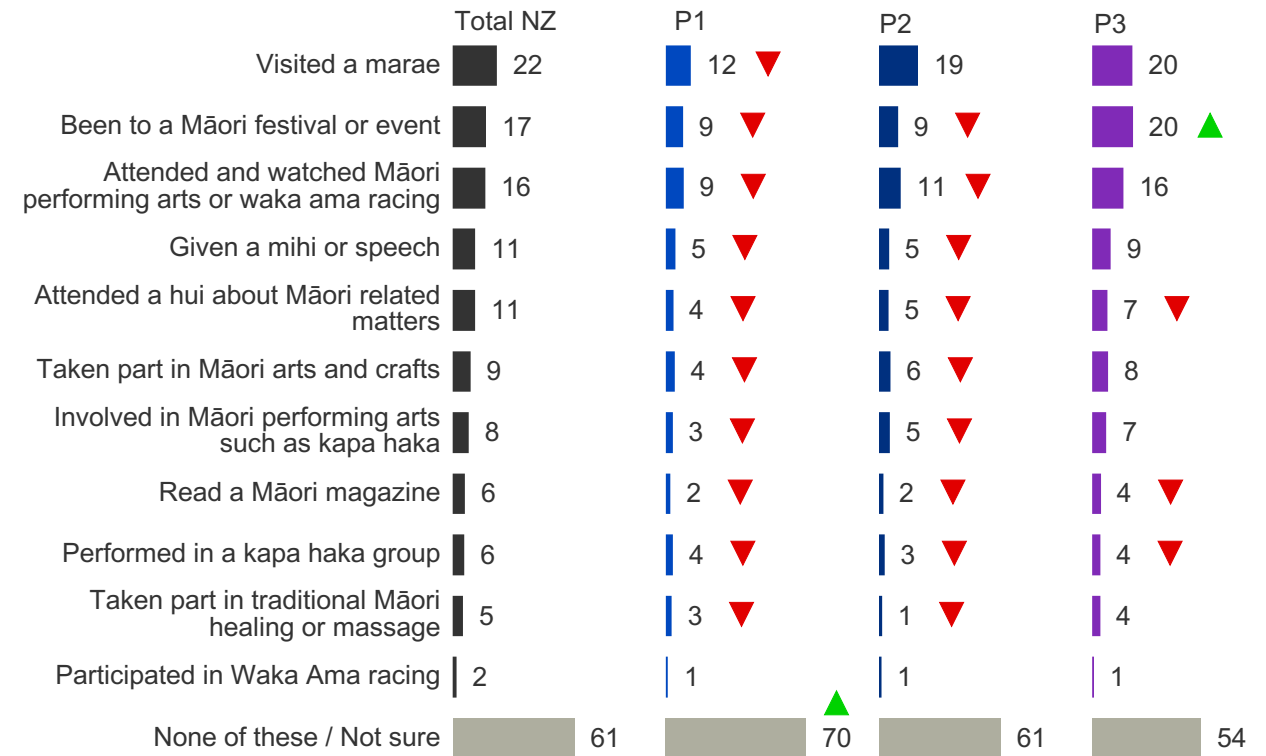
▲ = Significantly higher than other New Zealanders / 2019
▼ = Significantly lower than other New Zealanders / 2019

Participation in Māori cultural activities increases moving from left to right across the Pō segments

Key findings

- Those within the P1 segment have most commonly visited a marae, been to a Māori festival or event or watched either Māori performing arts or waka ama racing within the last 12 months, being approximately one in ten for each
- One in five within the P2 segment have visited a marae within the last 12 months, while similar to the P1 segment, approximately one in ten have been to a Māori festival or event and watched either Māori performing arts or waka ama racing
- Visiting a marae, attending a Māori festival or event or watching either Māori performing arts or waka ama racing is almost common with P3 at approximately one in five for each within the last 12 months
- Giving a mihi, attending a hui, taking part in Māori arts and crafts or being involved in Māori performing arts was undertaken by just under one in ten within the P3 segment

Activities participated in within the last 12 months – Pō (% 2020)



▲ = Significantly higher than other New Zealanders / 2019

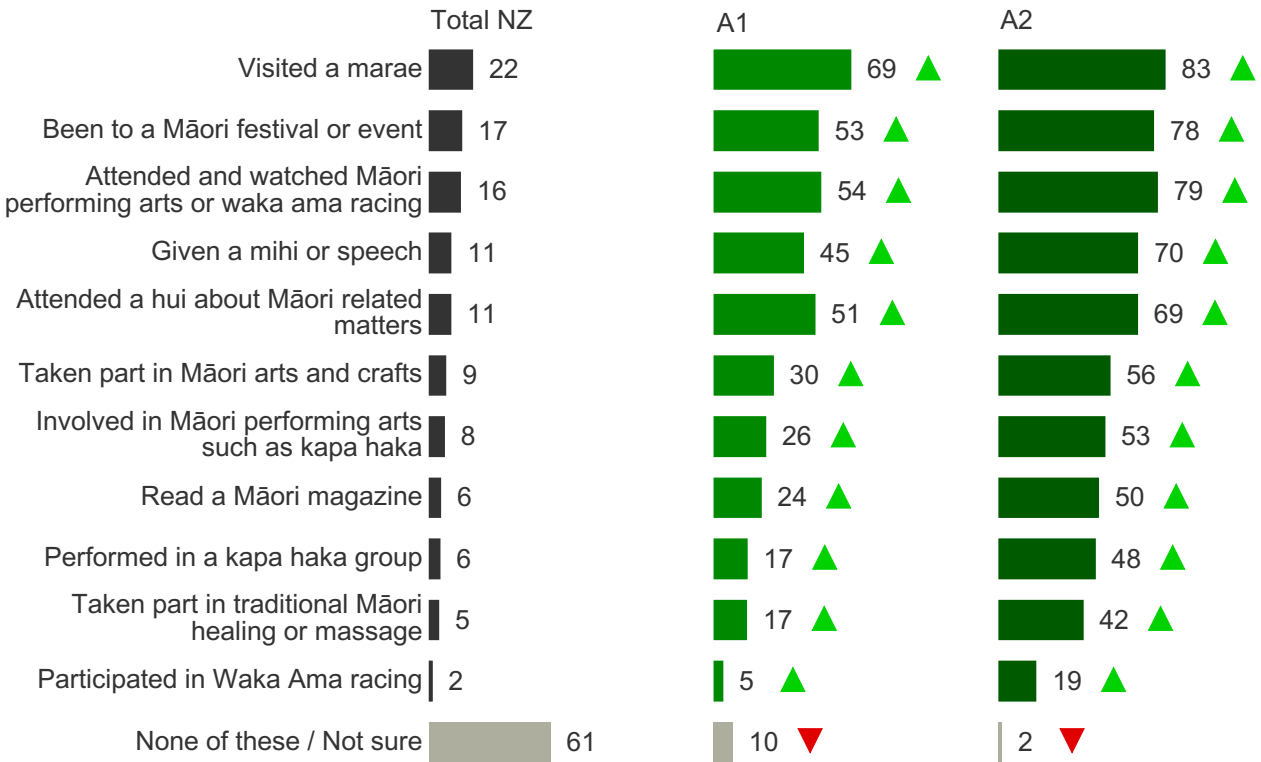
▼ = Significantly lower than other New Zealanders / 2019

Those within the Awatea segments participate in a wide range of Māori cultural activities being more common among Active Speakers (A2) than Culturally Active (A1)

Key findings

- Most common among the Awatea segments is visiting a marae, going to a Māori festival or event or attending and watching Māori performing arts or waka ama racing
- Two in three Active Speakers (A2) and one in two Culturally Active (A1) have attended a hui about Māori related events within the past 12 months
- Similarly 70% of Active Speakers (A2) and 45% of Culturally Active (A1) have given a mihi or speech
- Approximately one in two Active Speakers (A2) have performed in a kapa haka group and taken part in Māori arts and crafts
- Performing in a kapa haka group is less common among Culturally Active (A1) at 17%, however 26% are involved in Māori performing arts and 30% have taken part in Māori arts and crafts
- Participation in Waka Ama racing is most common among Active Speakers at one in five during the past 12 months

Activities participated in within the last 12 months – Awatea (% 2020)



▲ = Significantly higher than other New Zealanders / 2019
▼ = Significantly lower than other New Zealanders / 2019

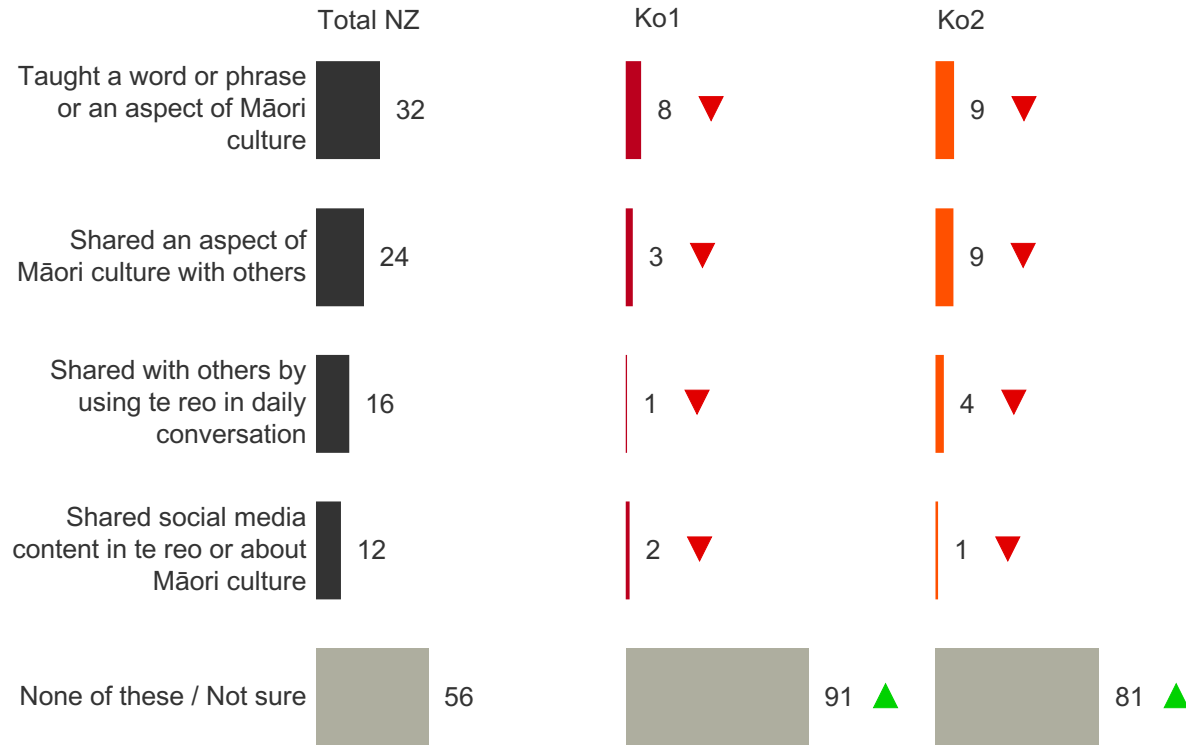
Few within the Kore segments have taught or shared an aspect of Māori culture or te reo in the past 12 months

Key findings

- There is limited sharing of te reo and Māori culture among the Kore K1 segment with just under one in ten having taught a word, phrase or an aspect of Māori culture within the past 12 months
- One in five have taught or shared within the Kore Ko2 segment over the past 12 months, being a mix of sharing an aspect of Māori culture with others or teaching either a word, phrase of aspect or Māori culture

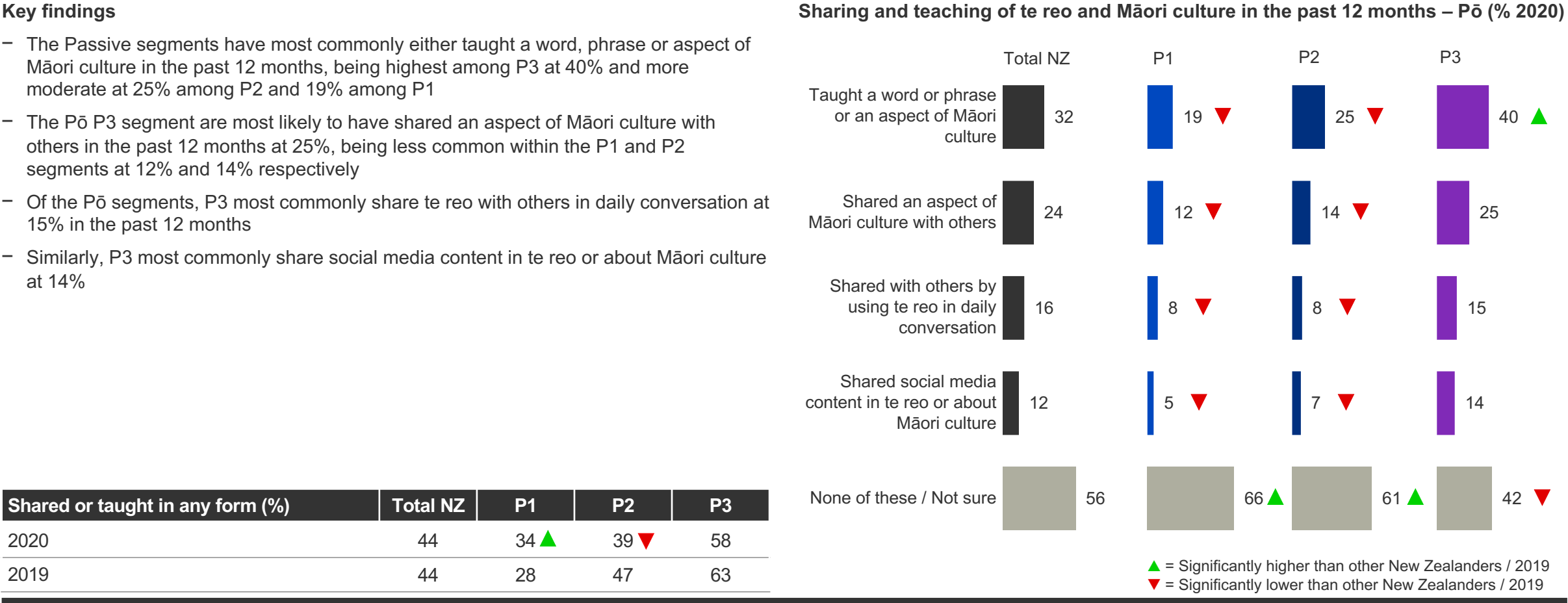
Shared or taught in any form (%)	Total NZ	Ko1	Ko2
2020	44	9	19
2019	44	12	18

Sharing and teaching of te reo and Māori culture in the past 12 months – Kore (% 2020)

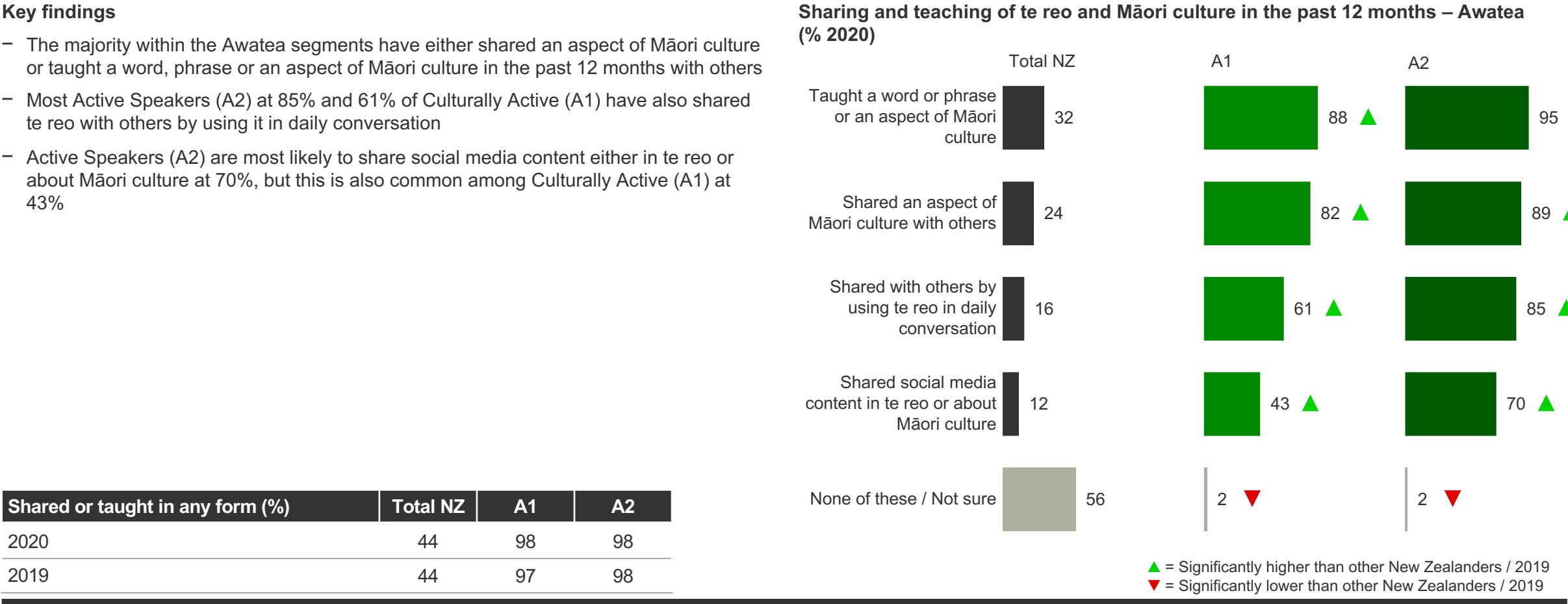


▲ = Significantly higher than other New Zealanders / 2019
▼ = Significantly lower than other New Zealanders / 2019

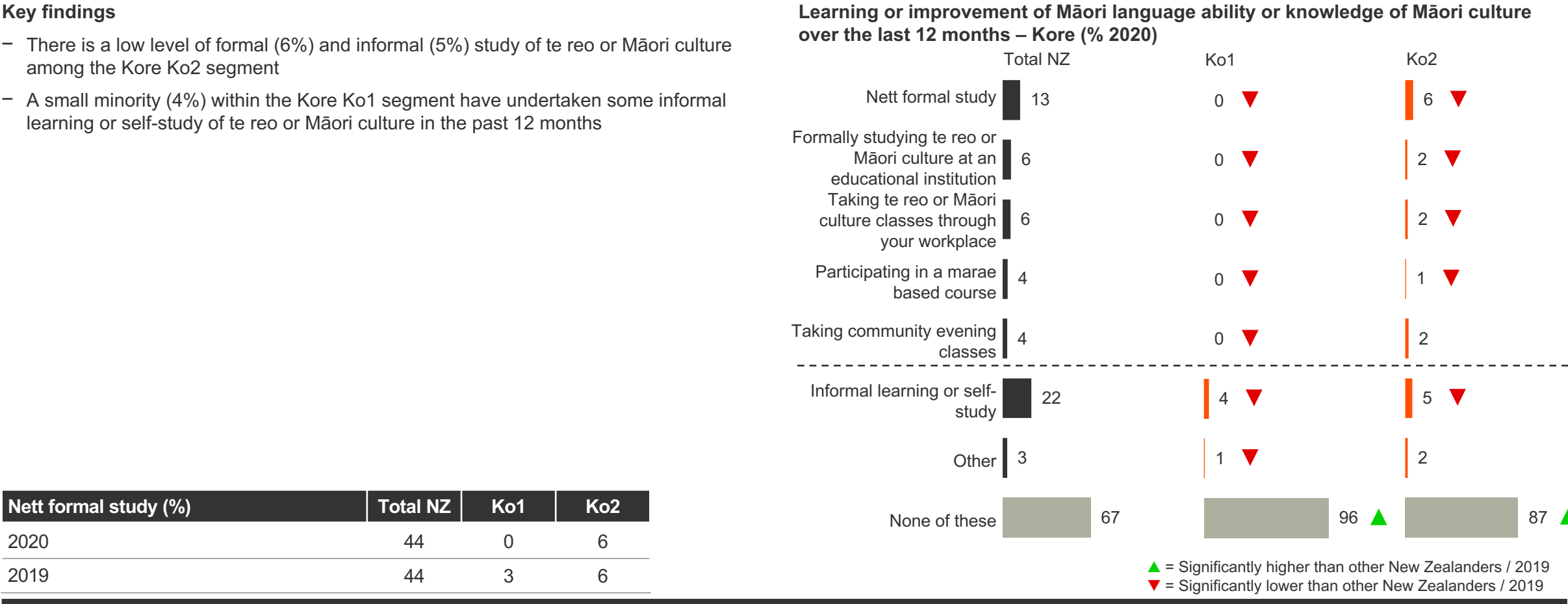
Three in five within the Pō P3 segment have shared or taught te reo or Māori culture in the past 12 months decreasing to 39% among P2 and 34% among P1



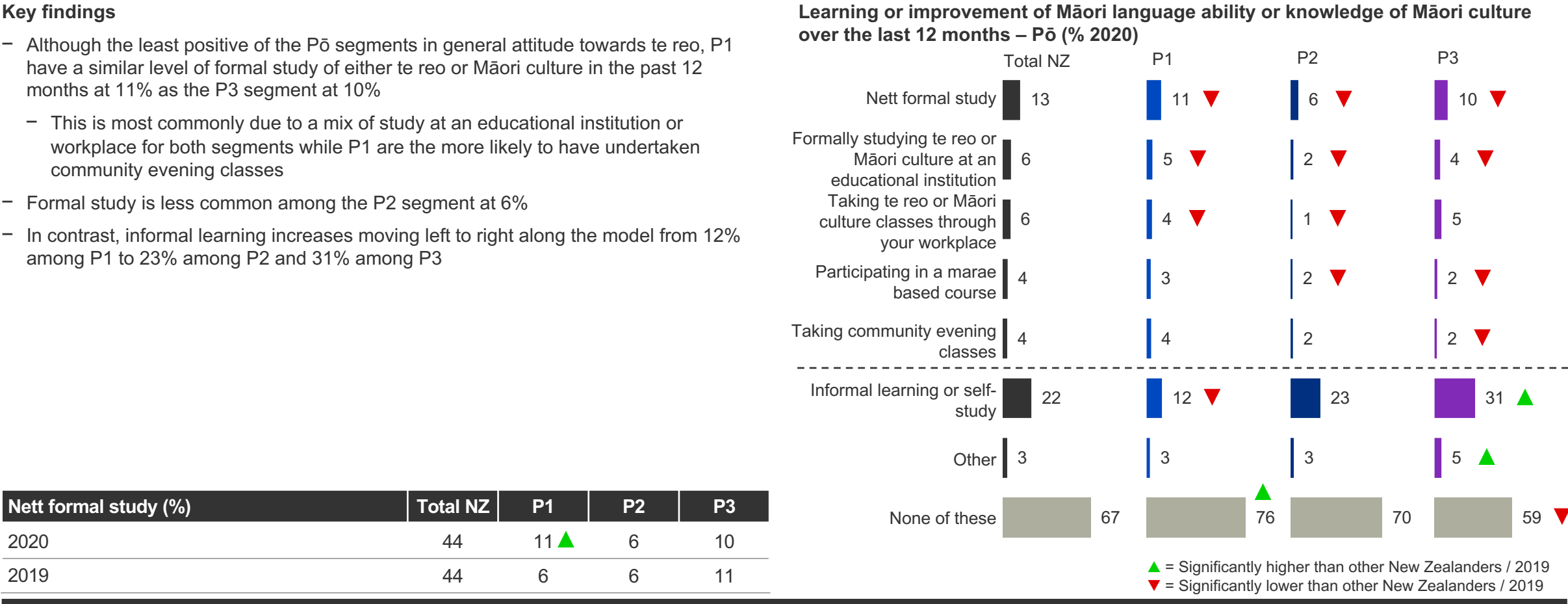
Almost all within the Awatea segments are either teaching or sharing te reo and Māori culture with others



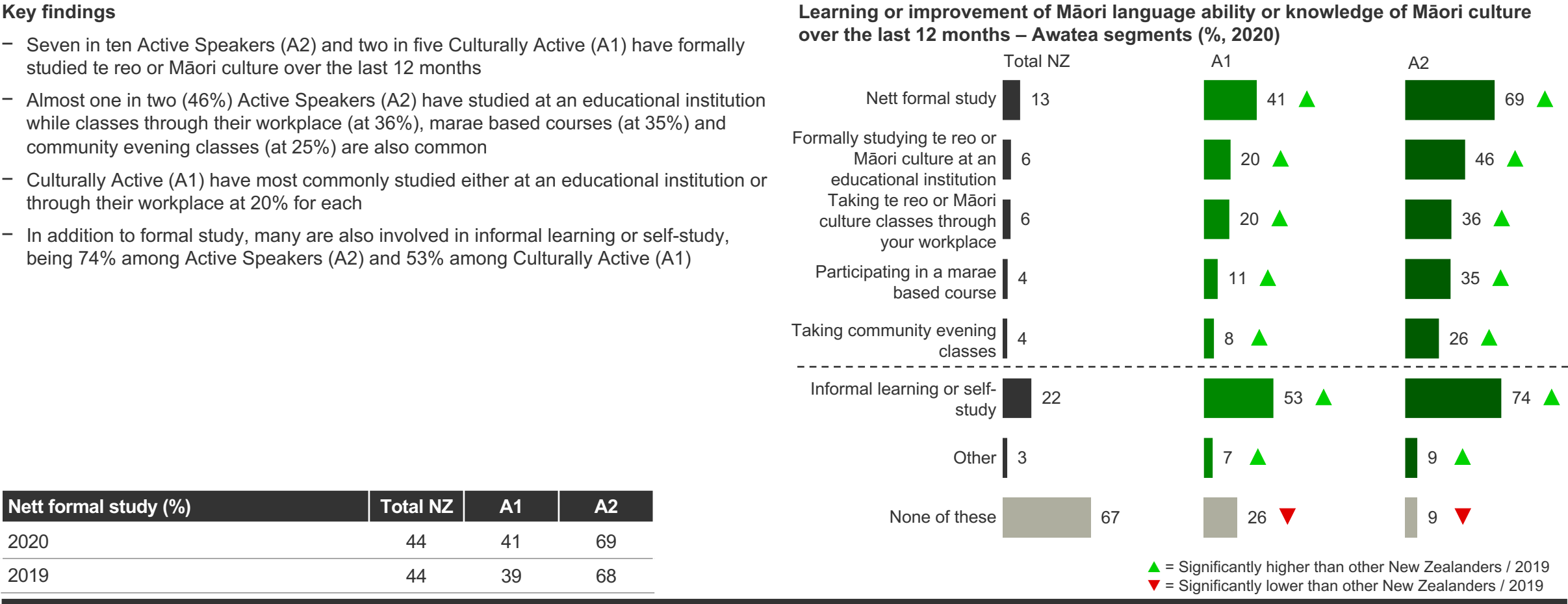
Few within the Kore segments have undertaken either formal or informal study of te reo or Māori culture within the past 12 months



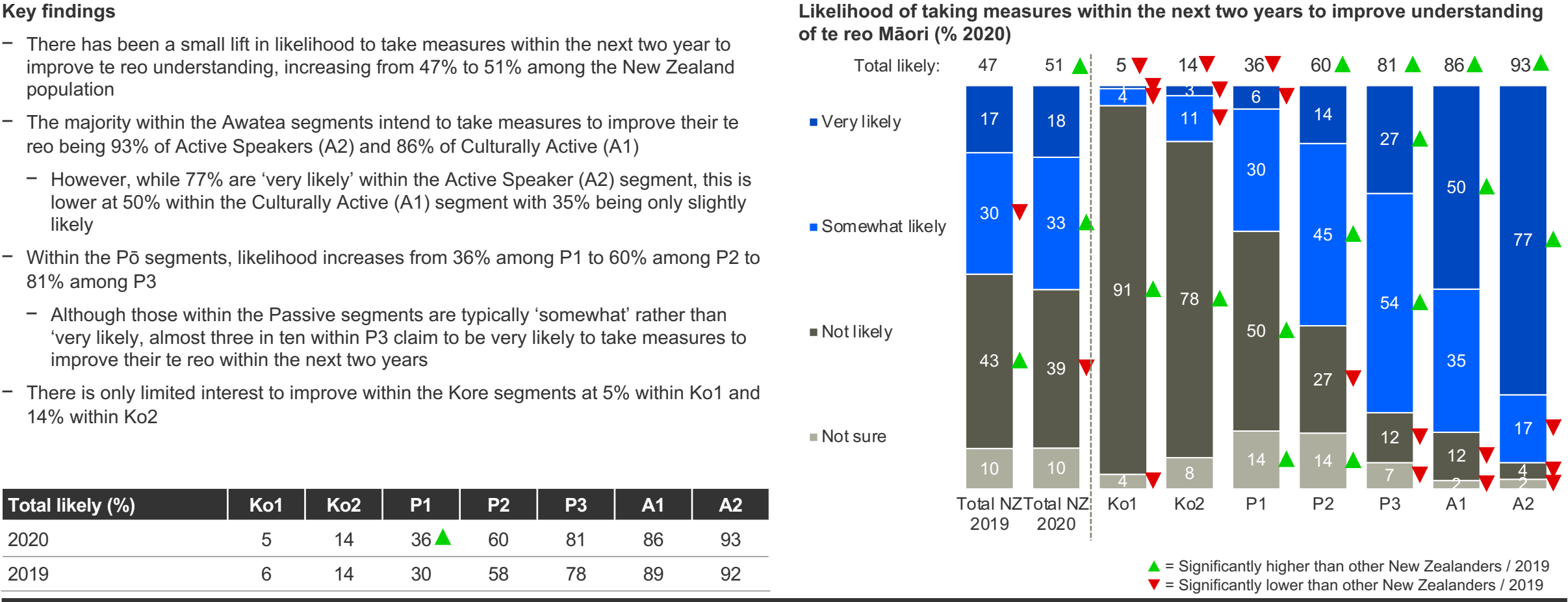
Learning of Māori language or culture, including informal learning, increases across the Pō segments from left to right however formal learning is most common among P1 and P3



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)



One in two New Zealanders consider themselves likely to take measures within the next two years to improve their understanding of te reo however only 18% are ‘very likely’ to do so



5

Māori Television and programming

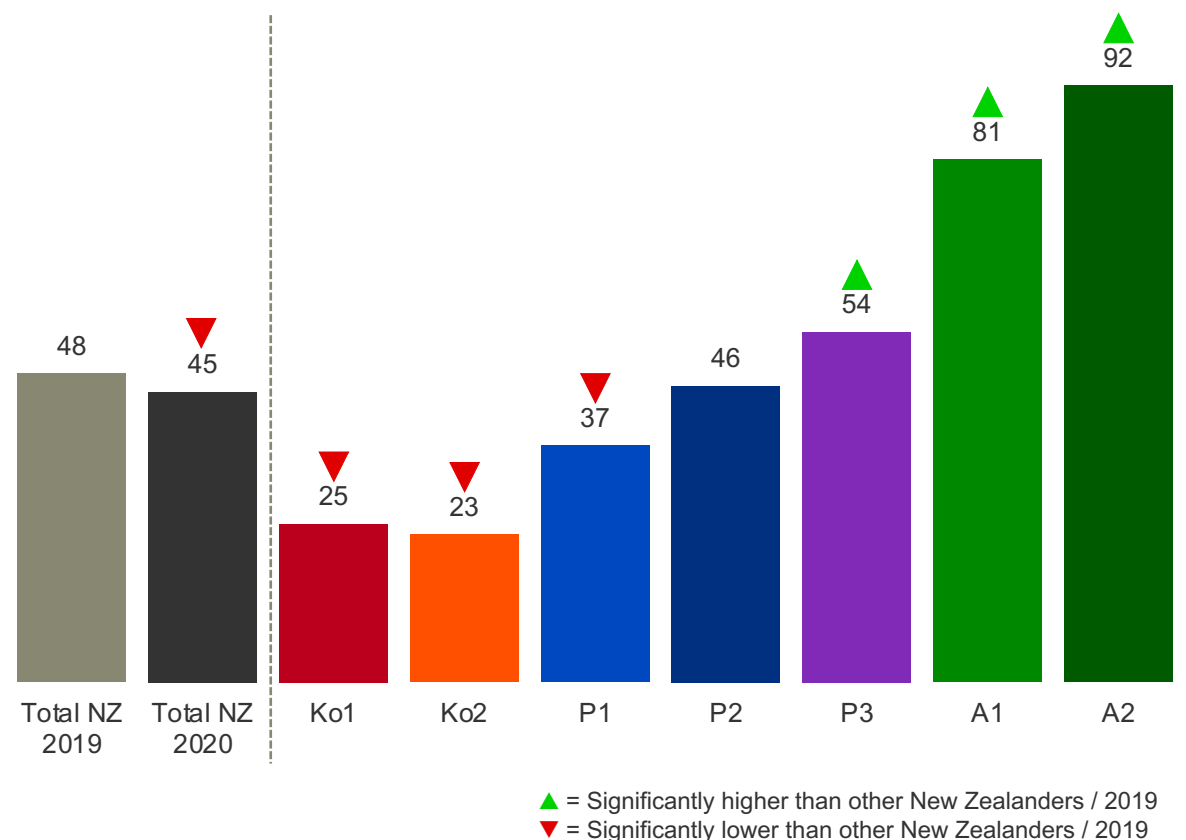
Viewership of the Māori Television channel over the past 12 months builds moving along the KoPA spectrum from left to right

Key findings

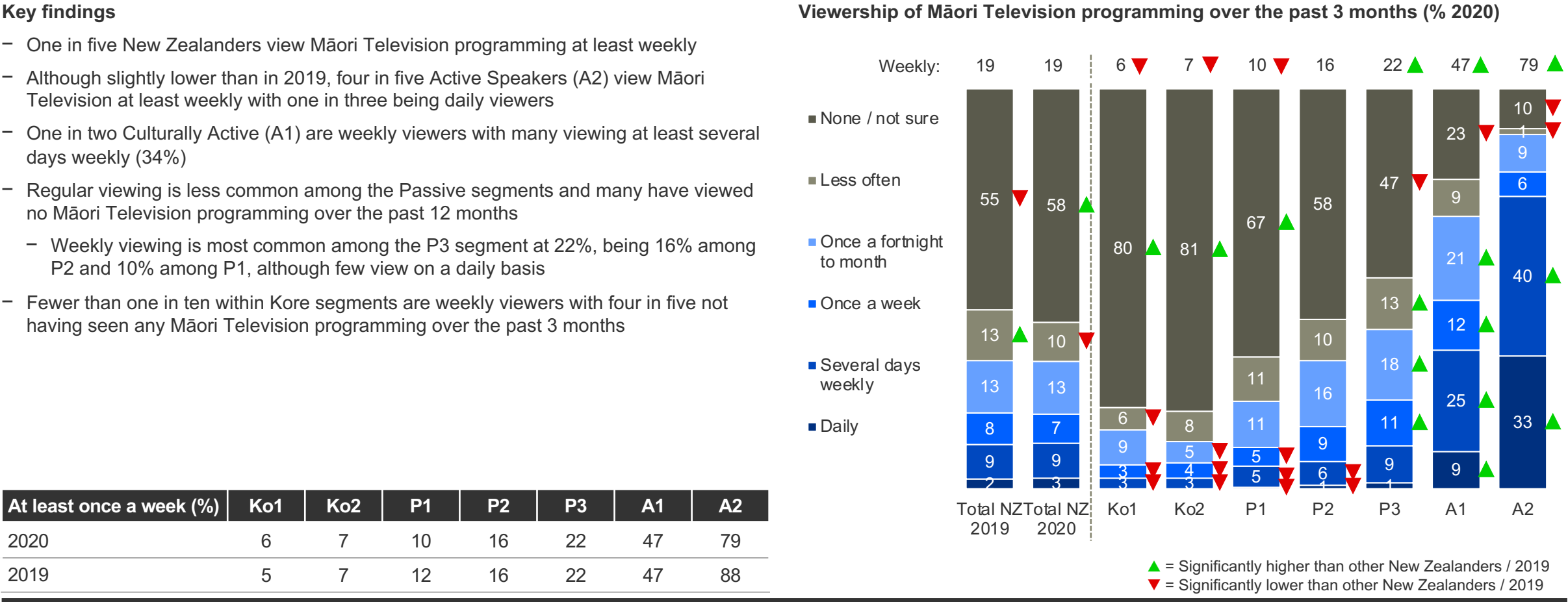
- 45% of New Zealanders have viewed the Māori Television channel over the past 12 months
- Viewership of the Māori Television channel has decreased among Ko2 to match Ko1 with one in four within each segment having viewed the channel over the past 12 months
- Viewership builds across the Pō segments although has decreased slightly among P3 from 60% to 54%
- The majority (92%) of Active Speakers (A2) have viewed the Māori Television channel in the past 12 months and four in five Culturally Active (A1)

Viewership (%)	Ko1	Ko2	P1	P2	P3	A1	A2
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 (% 2020)



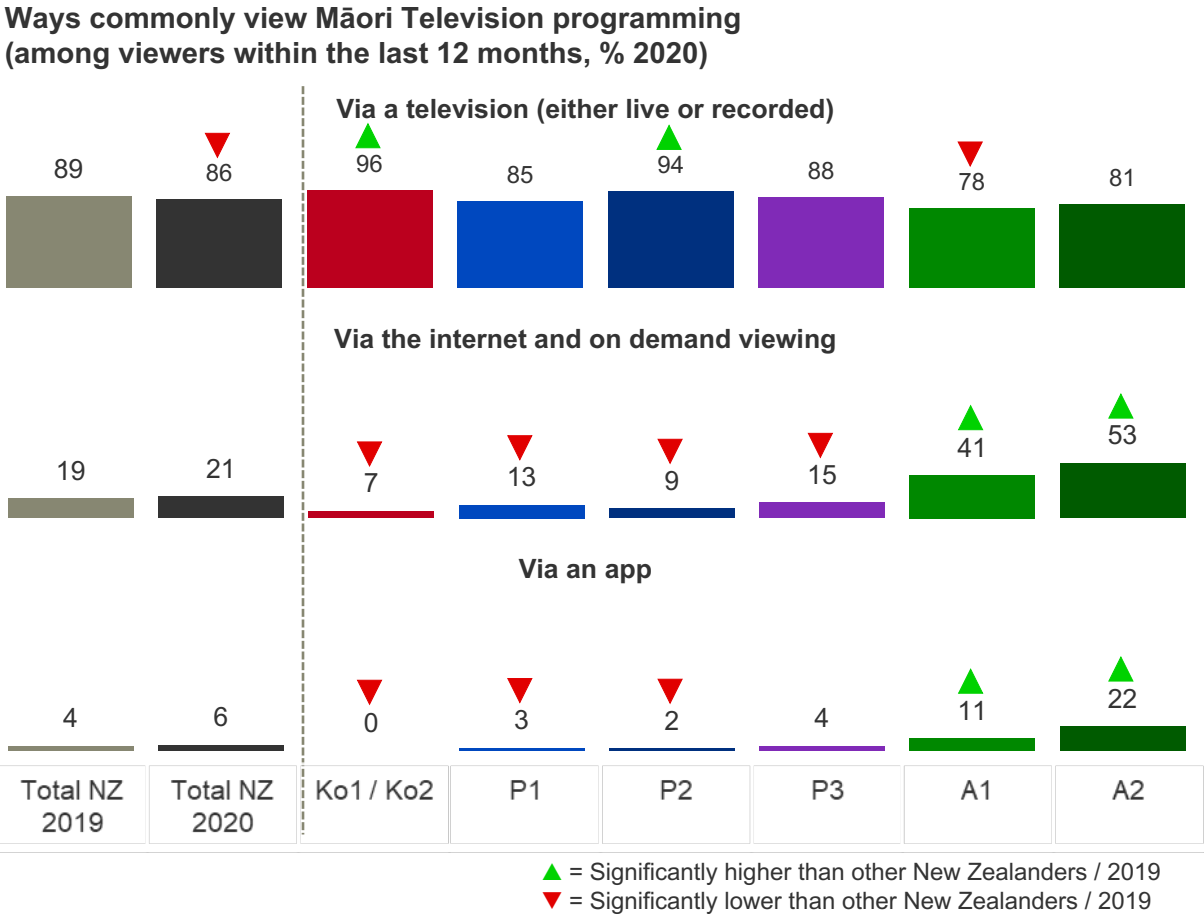
Active Speakers (A2) are the most regular viewers of Māori Television programming although half of Culturally Active (A1) watch at least weekly



Watching via a television is the most common way to access Māori Television programming however the Awatea segments also use on demand viewing or an app

Key findings

- Kore and Pō viewers of Māori Television programming mainly view via a television
- Although also the most common means to access Māori Television programming among Awatea viewers, many are also using digital access
 - Half Active Speakers (A2) and two in five Culturally Active (A1) view Māori television programming via the internet and on demand viewing
 - Although viewing via an app is low at a national level, it is used by 11% within the Culturally Active (A1) segment and 22% within the Active Speaker segment (A2)



The main reasons for not watching Māori Television are not speaking te reo and a lack of interest, although not having the time is the most common barrier among Culturally Active (A2)

Key findings

- A lack of interest and not being able to speak te reo are the main reasons among the Kore segments for not watching Māori Television programming
- Lack of interest decreases among the Pō segments moving from left to right along the model and not being able to speak te reo is the most common reason among non – viewers within all three Pō segments
 - A lack of time is also mentioned by one in five non-viewers within the P2 and P3 segments while not having a television, or not being tuned into Māori Television is mentioned by some
- Among the Culturally Active (A1) who don't watch Māori Television programming the most common reason is not having time at 28%
- Other reasons include not being able to speak te reo (21%) or not having a television (15%)

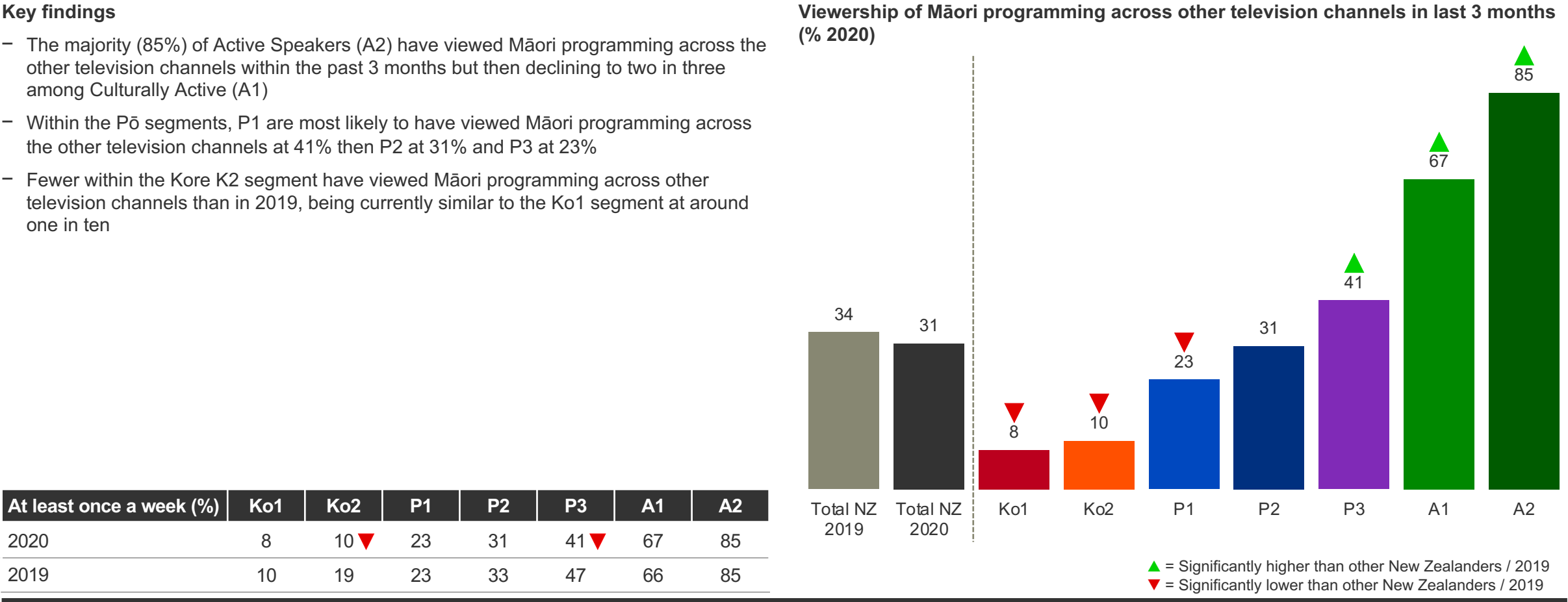
Reasons for not watching Māori Television programming (among non-viewers within the last 3 months, % 2020)

	Total NZ 2019	Total NZ 2020	Ko1	Ko2	P1	P2	P3	A1
I don't speak the Māori language	39	44 ▲	34 ▼	45	52 ▲	40	43	21 ▼
Not at all interested in Māori Television	37	37	79 ▲	62 ▲	32 ▼	25 ▼	10 ▼	7 ▼
Do not have time	14	14	7 ▼	11	12	20 ▲	18	28 ▲
Do not like the programmes on Māori Television	15	12	20 ▲	18 ▲	14	8 ▼	4 ▼	8
Do not have a television	7	8	6	3 ▼	6	14 ▲	12 ▲	15 ▲
Not tuned into Māori Television	9	8	5	7	8	13 ▲	5	9
Programmes on Māori Television are not of sufficient quality	4	3	6	5	4	1 ▼	2	3
I do not know how to get or view Māori Television	2	3	2	0 ▼	4	5	6 ▲	2
Can't get reception	3	2	0 ▼	2	1 ▼	5 ▲	4 ▲	7 ▲
Other	11	8	3 ▼	4 ▼	8	10	14 ▲	24 ▲

▲ = Significantly higher than other New Zealanders / 2019

▼ = Significantly lower than other New Zealanders / 2019

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

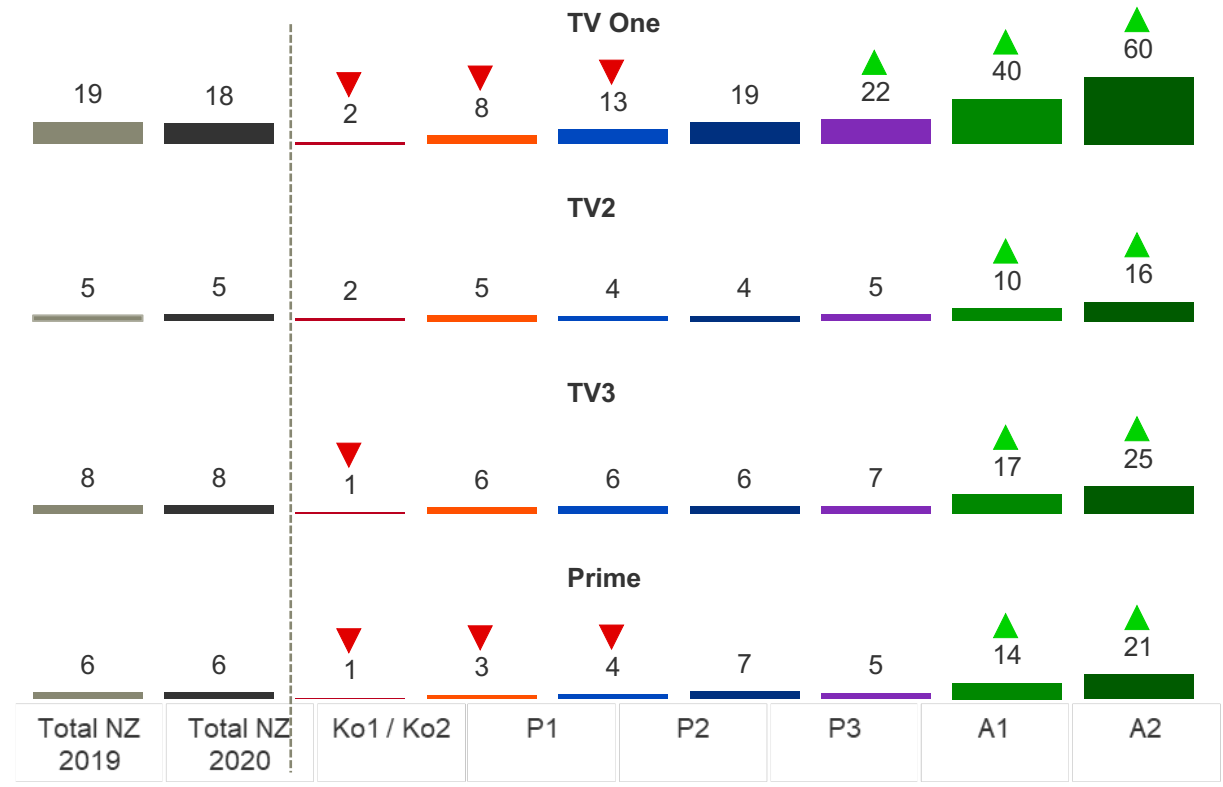


TV One is the most common other channel used for viewing Māori programming among all KoPA segments

Key findings

- TV One is the most common other channel used for viewing Māori programming being used by 60% of Active Speakers (A2) and 40% of Culturally Active (A1)
- Viewership is lower among other segments in line with their lower viewing of Māori programming overall via other channels
- Among Active Speakers (A2), claimed viewing via TV3 and Prime is at a similar level and higher than for TV2
- There is less distinction between Culturally Active (A1) but being higher for TV3 at 17% and lowest for TV2 at 10%

Channels viewed Māori programming in last 3 months (% , 2020)



▲ = Significantly higher than other New Zealanders / 2019

▼ = Significantly lower than other New Zealanders / 2019

6

Iwi radio

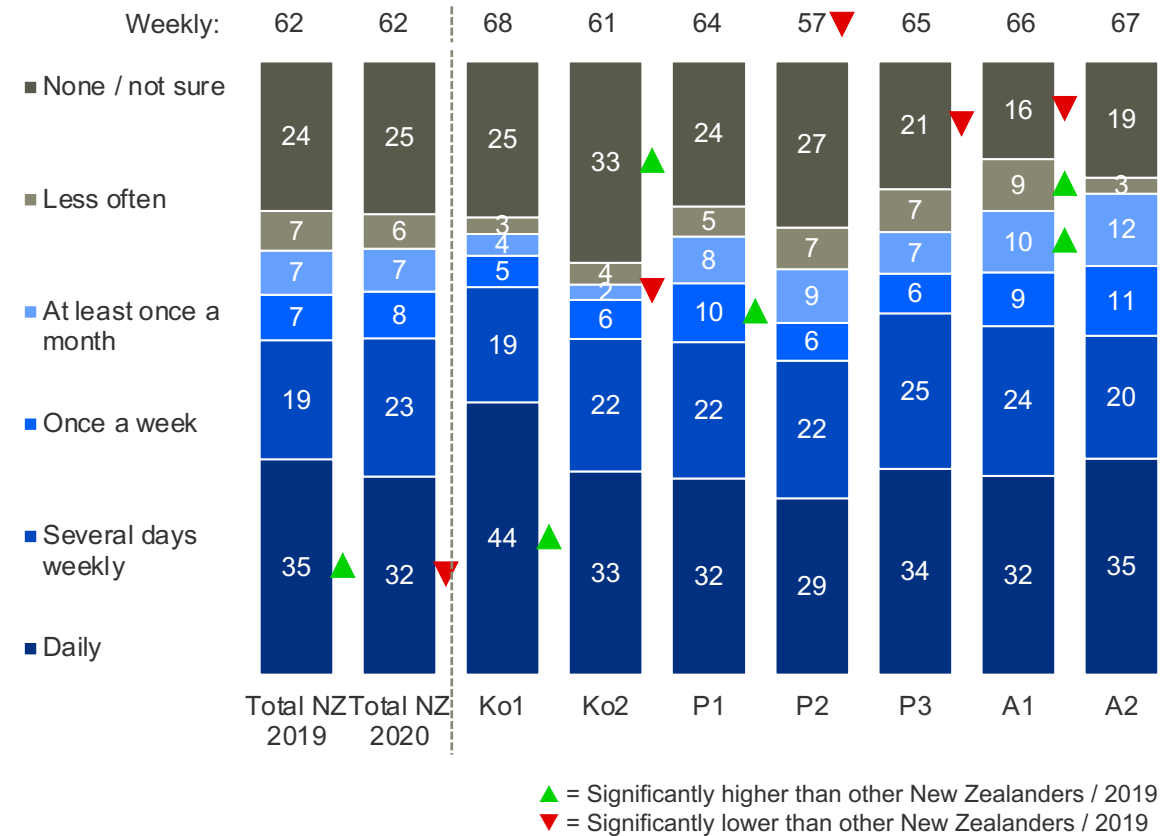
Three in five New Zealanders listen to radio programming at least weekly with little variation in frequency across the KoPA segments

Key findings

- Three in five New Zealanders listen to radio programming at least weekly with 32% listening daily
- There is little variation in frequency of radio listening across the KoPA segments

At least once a week (%)	Ko1	Ko2	P1	P2	P3	A1	A2
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 (% 2020)



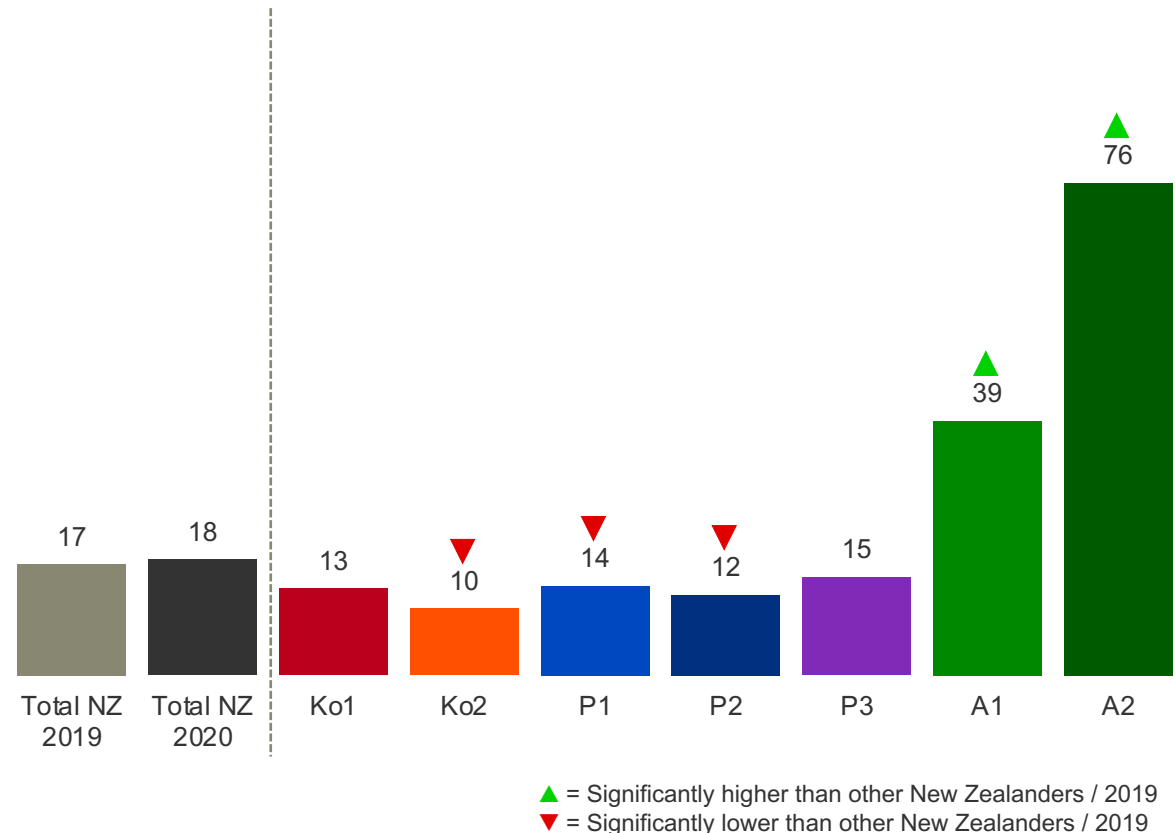
Awareness of specific iwi radio stations has indicatively increased among Active Speakers (A2) but there is opportunity to build further, particularly among Culturally Active (A1)

Key findings

- Although not statistically significant, awareness of any iwi radio stations is higher among Active Speakers (at 76%) than in 2019 (at 66%)
- Awareness remains stable among Culturally Active (A1) at around two in five
- There is only low awareness among the Kore and Pō segments, varying between 10% and 15% by segment

Aware of any specific iwi radio stations (% 2020)

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



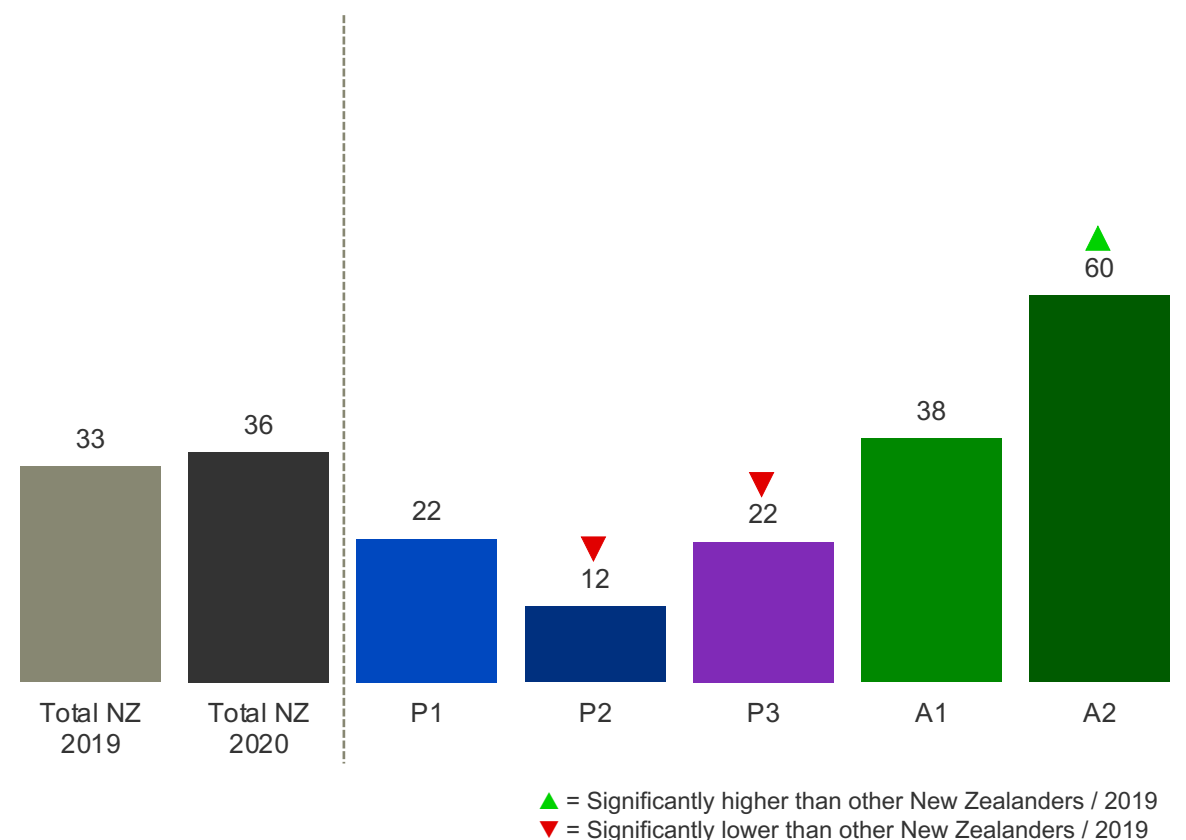
Active Speakers (A2) have highest awareness of whether the iwi with which they most closely identify with operates a radio station

Key findings

- Similar to 2019, just over one in three within the Māori population are aware if the iwi with which they most closely identify operates a radio station
- Awareness is highest among the Active Speakers (A2) at 60% and Culturally Active (A1) at 38% offering opportunity to build awareness among both segments
- Awareness is 22% or lower among Māori within the Pō segments

(%)	P1	P2	P3	A1	A2
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, % 2020)



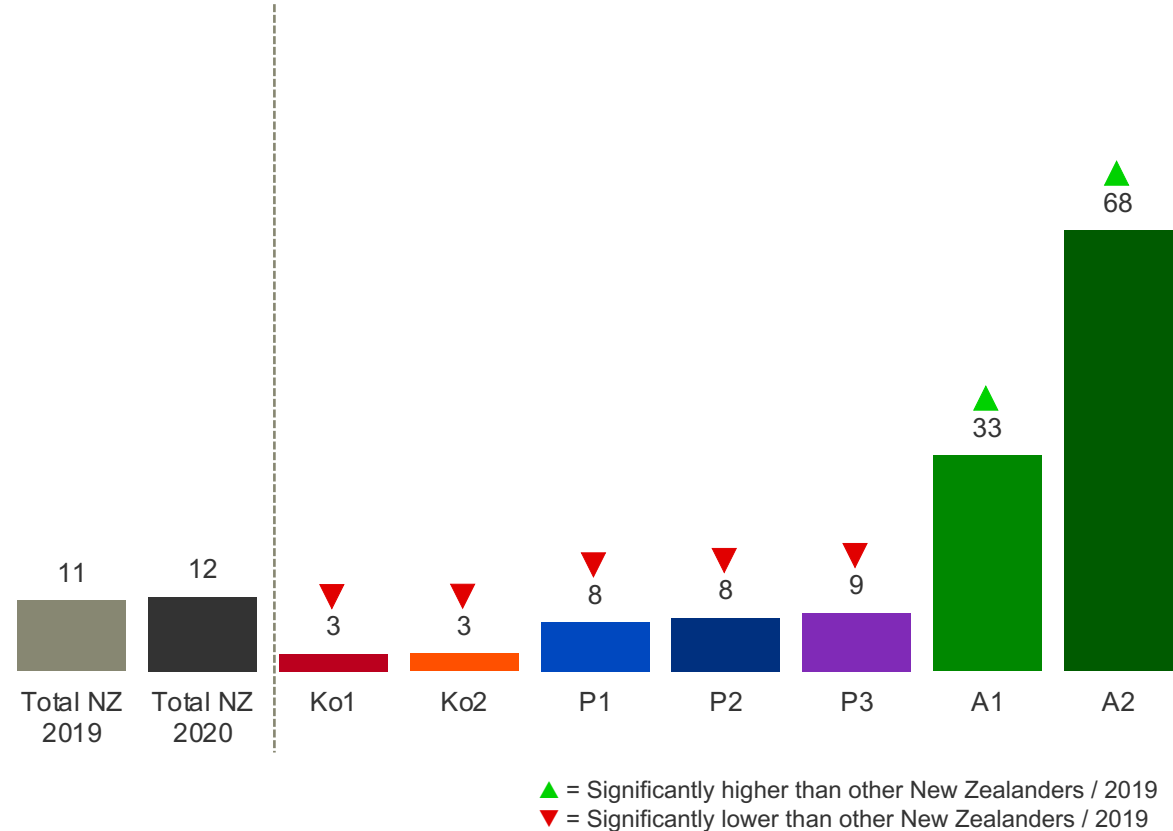
Listening to iwi radio is mainly within the Awatea segments

Key findings

- Just over one in ten New Zealanders have listened to an iwi radio station within the past 12 months, being a similar level to 2019
- Two in three Active Speakers (A2) have listened to an iwi radio station in the past 12 months but this halves to one in three among Culturally Active (A1)
- Just under one in ten within the Pō segments have listened to iwi radio and few within the Kore segments

Listened to iwi radio station within the past 12 months (% 2020)

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
2020	3	3	8 ▲	8	9 ▼	33	68
2019	2	5	5	7	13	31	62



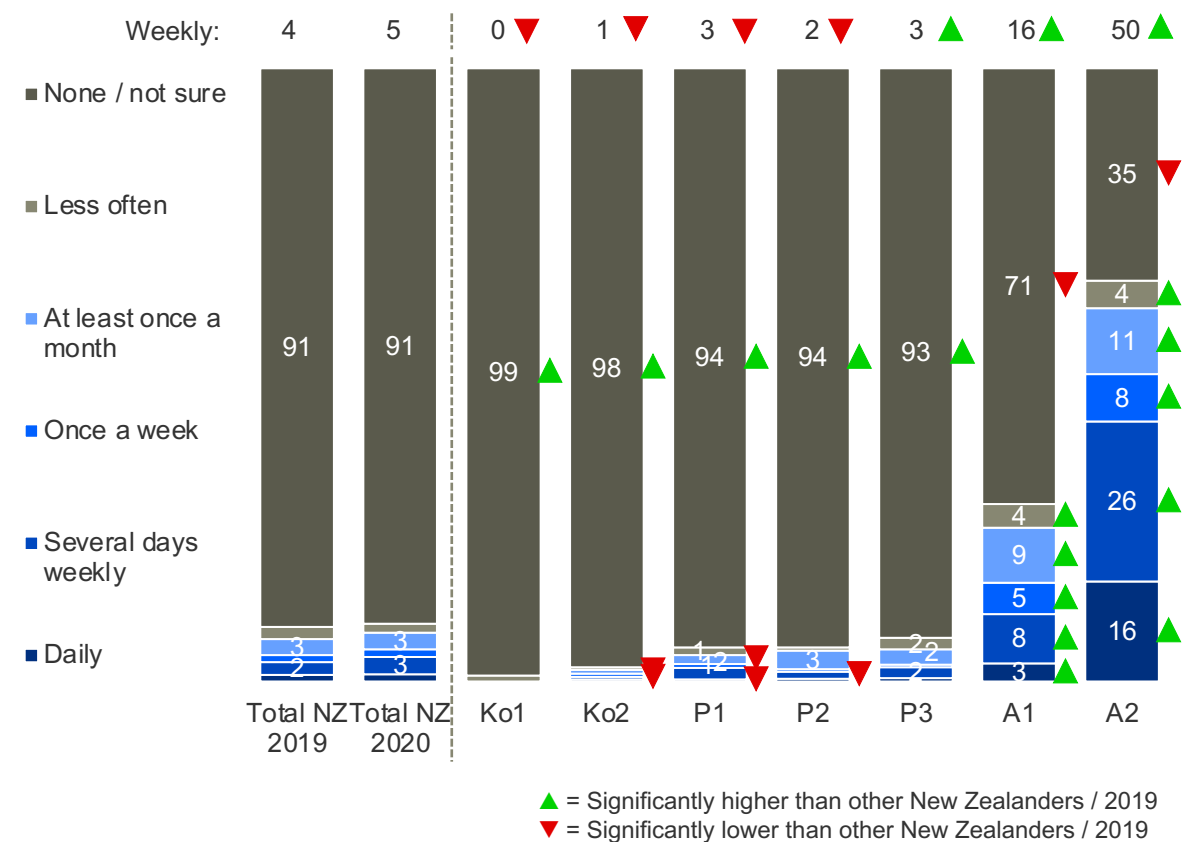
Active Speakers (A2) are the core of regular iwi radio listeners with a low level of regular listening among Culturally Active (A1) but there is opportunity to build among both segments

Key findings

- One in two Active Speakers (A2) listen to iwi radio weekly with 16% being daily listeners
- Weekly listening is less common among those who are Culturally Active (A1) at 16% with only 3% listening every day
- Few within the Pō segments listen to iwi radio regularly

At least once a week (%)	Ko1	Ko2	P1	P2	P3	A1	A2
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 (% , 2020)



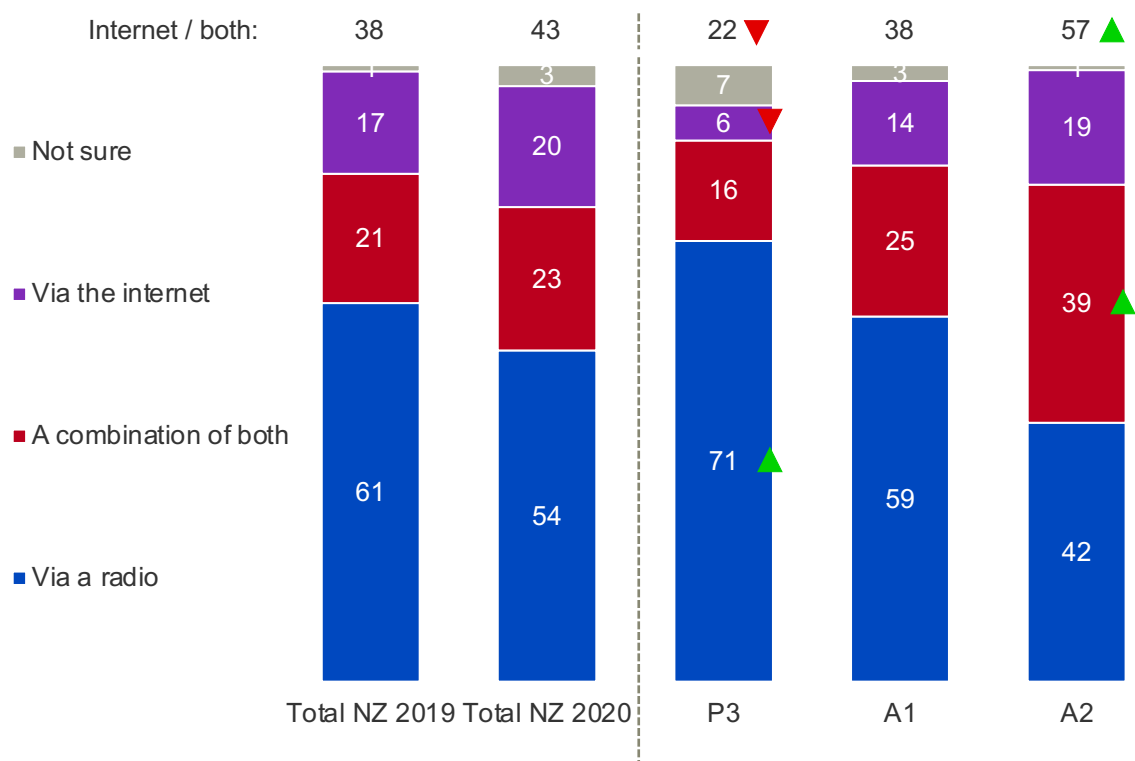
Although radio is the most commonly used source to listen to iwi radio, just over two in five listen to iwi radio via the internet

Key findings

- Although not statistically significant, using the internet to access iwi radio has increased slightly among listeners (from 38% to 43%) while only using radio has decreased slightly (from 61% to 54%)
- Although many Active Speakers (A2) use a radio to listen to iwi radio, just under three in five also use the internet and with one in five only accessing iwi radio digitally
- Culturally Active (A1) less commonly using the internet to access iwi radio at 38% and only 22% of listeners among the Pō P3 segment

Via the internet / combination of both (%)	P3	A1	A2
2020	22 ▼	38	57
2019	43	34	50

Way usually listen to iwi radio
(among iwi radio listeners in the past 12 months, % 2020)



▲ = Significantly higher than other New Zealanders / 2019
▼ = Significantly lower than other New Zealanders / 2019

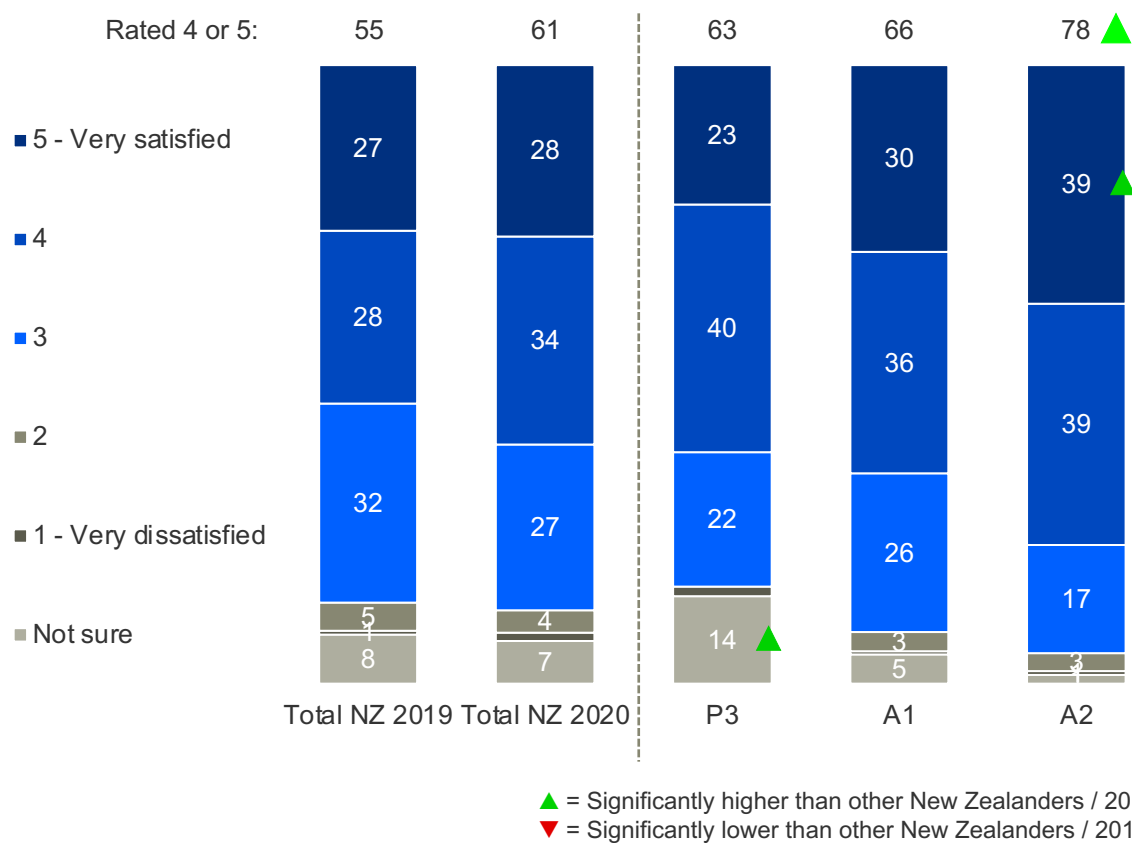
There is minimal dissatisfaction with Māori radio programming in general among listeners but there is also opportunity to improve

Key findings

- There is very little dissatisfaction with Māori radio programming among listeners with only 5% rating as 1 ‘very dissatisfied or 2 on a 5 point scale
- The majority of iwi radio listeners are generally satisfied with Māori radio programming with 61% rating as 4 or 5 on a 5 point scale where 5 is ‘very satisfied’ and 27% rating as ‘3’
- Active Speakers (A2) have the higher satisfaction with three in four rating as 4 or 5 and the remainder typically rating as 3
- Although less likely to rate as ‘5’ than Active Speakers, 63% of Pō P3 and 66% of Culturally Active (A1) listeners rate their satisfaction with Māori radio programming as 4 or 5 with the remainder also typically rating as 3
- Although generally positive, there is opportunity to strengthen satisfaction ratings, particularly among P3 and Culturally Active (A1) listeners

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

Satisfaction with Māori radio programming in general (among iwi radio listeners in the past 12 months, % 2020)



7

Digital media

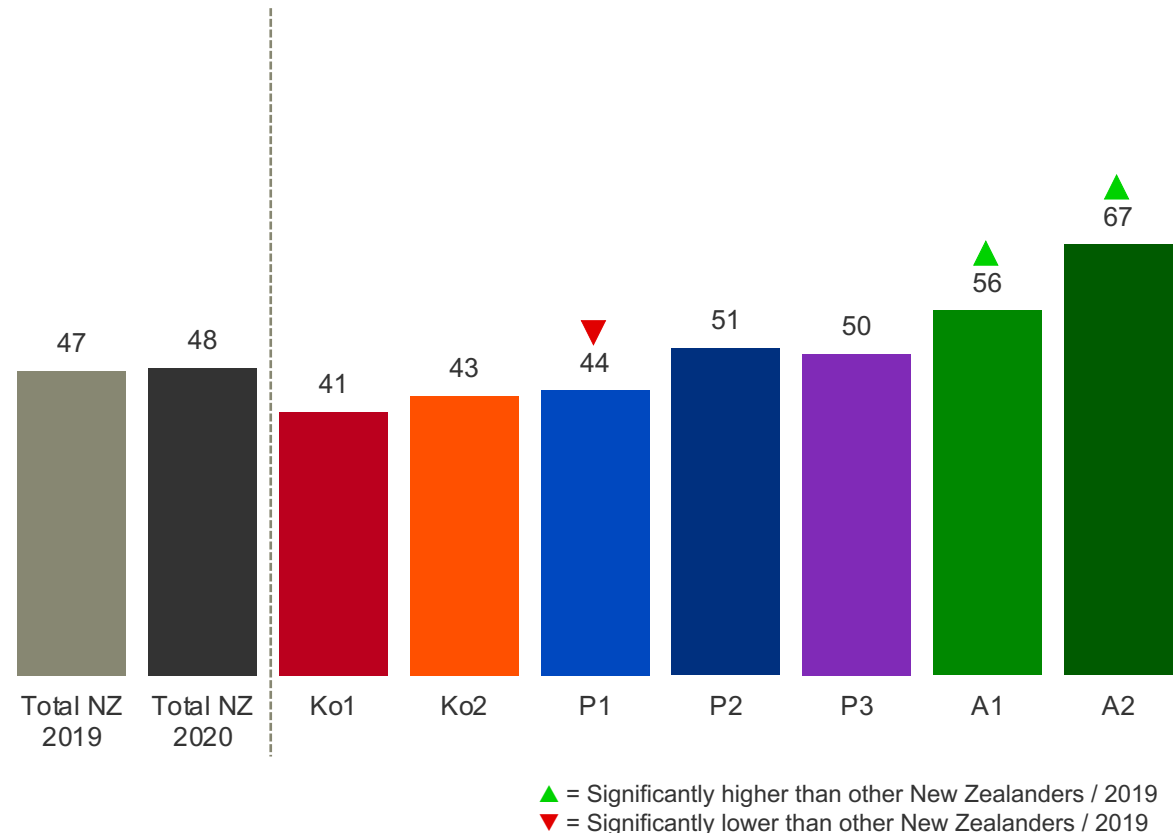
Approaching one in two New Zealanders regularly watch digital television programming with Active Speakers (A2) being the most common viewers

Key findings

- Active Speakers (A1) most commonly view digital television programming in general at two in three
- Culturally Active (A2) are slightly more likely at 56% than the Pō P2 and P3 segments at 51% and 50% respectively
- The Kore segments and Pō P1 are the least likely to be viewing digital television programming in general, although still viewed by at least two in five within each segment

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

Regular access of digital media – Television programming in general (% 2020)



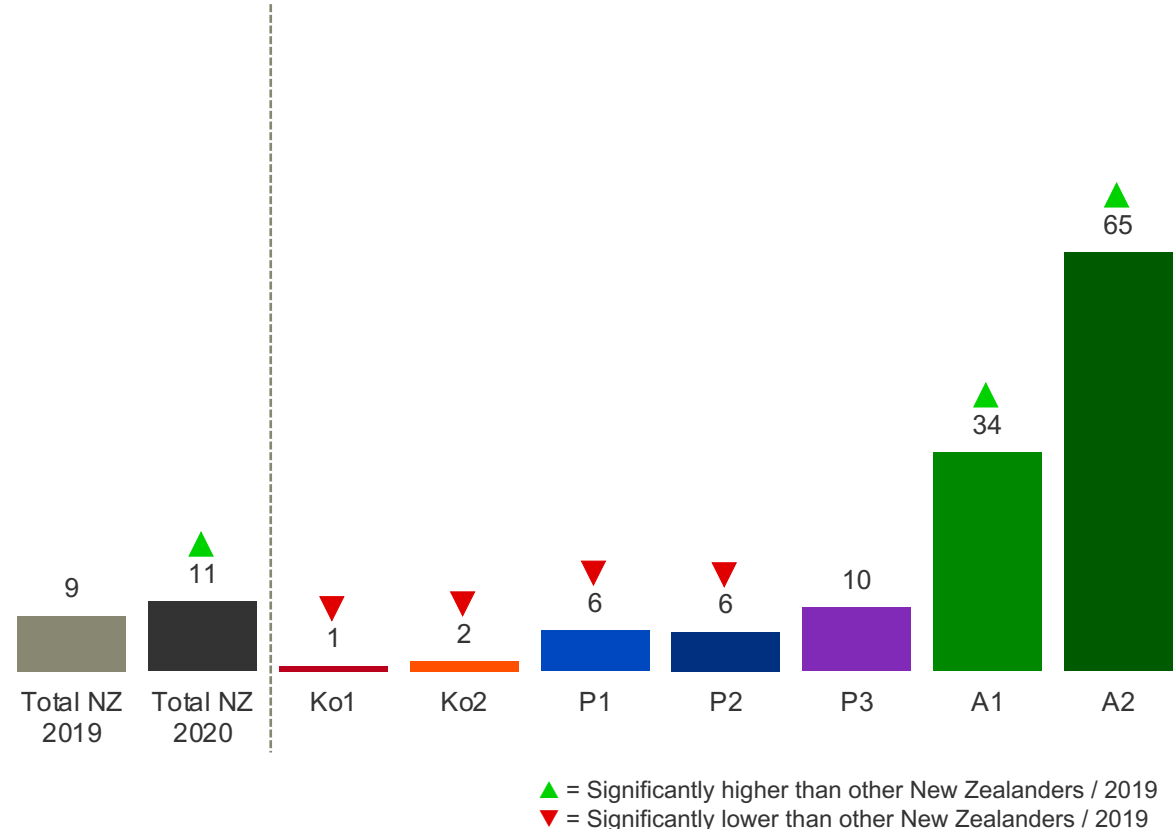
There has been a slight increase in regular viewing of digital Māori television programming among the Awatea segments

Key findings

- There has been a slight increase in regular viewing of digital Māori television programming at the national level from 9% to 11%
- Although not statistically significant, two in three Active Speakers (A2) regularly watch digital Māori television programming which is slightly higher than in 2019
- One in three Culturally Active (A1) regularly watch digital Māori television programming, which is also slightly higher than in 2019 although again not being statistically significant
 - Although viewing has increased, there continues to be a gap however among Culturally Active (A1) between viewing general digital television programming (56%) and Māori programming (34%)
- Very few among the Kore and Pō segments regularly watch digital Māori television programming, being highest among P3 at 10%

Regular access of digital media – Māori television programming (% 2020)

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



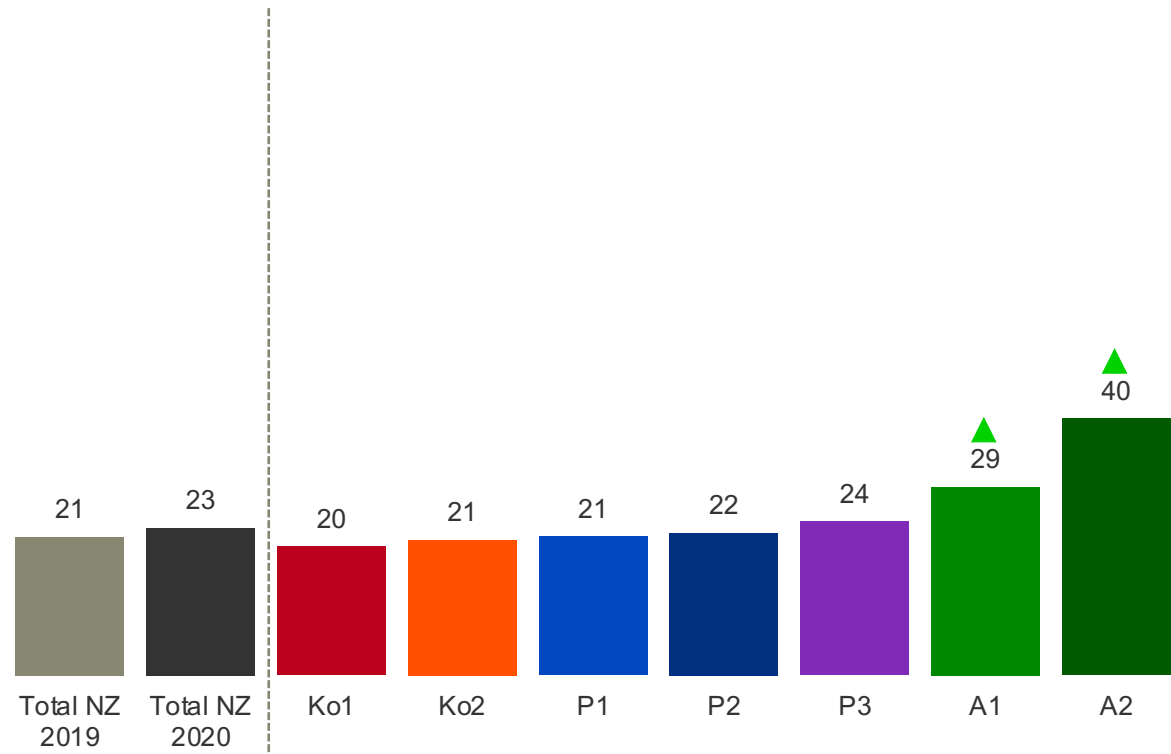
Just over one in five New Zealanders regularly listen to digital radio programming in general, being highest among Active Speakers (A2)

Key findings

- Just over one in five New Zealanders (23%) regularly listen to digital radio programming
- Active Speakers (A2) most commonly listen to digital radio programming at 40% followed by Culturally Active (A1) at 29%
- Between 20% to 24% listen to digital radio programming within the Kore and Pō segments

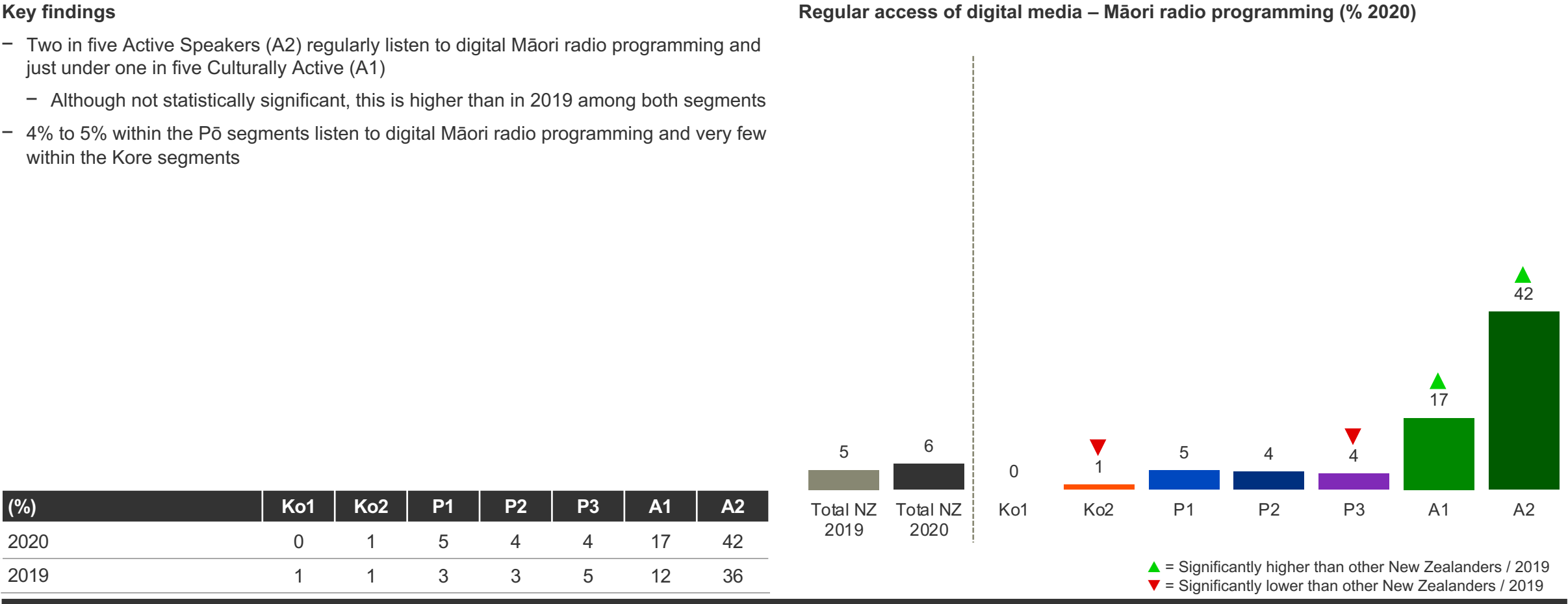
Regular access of digital media – Radio programming in general (% 2020)

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

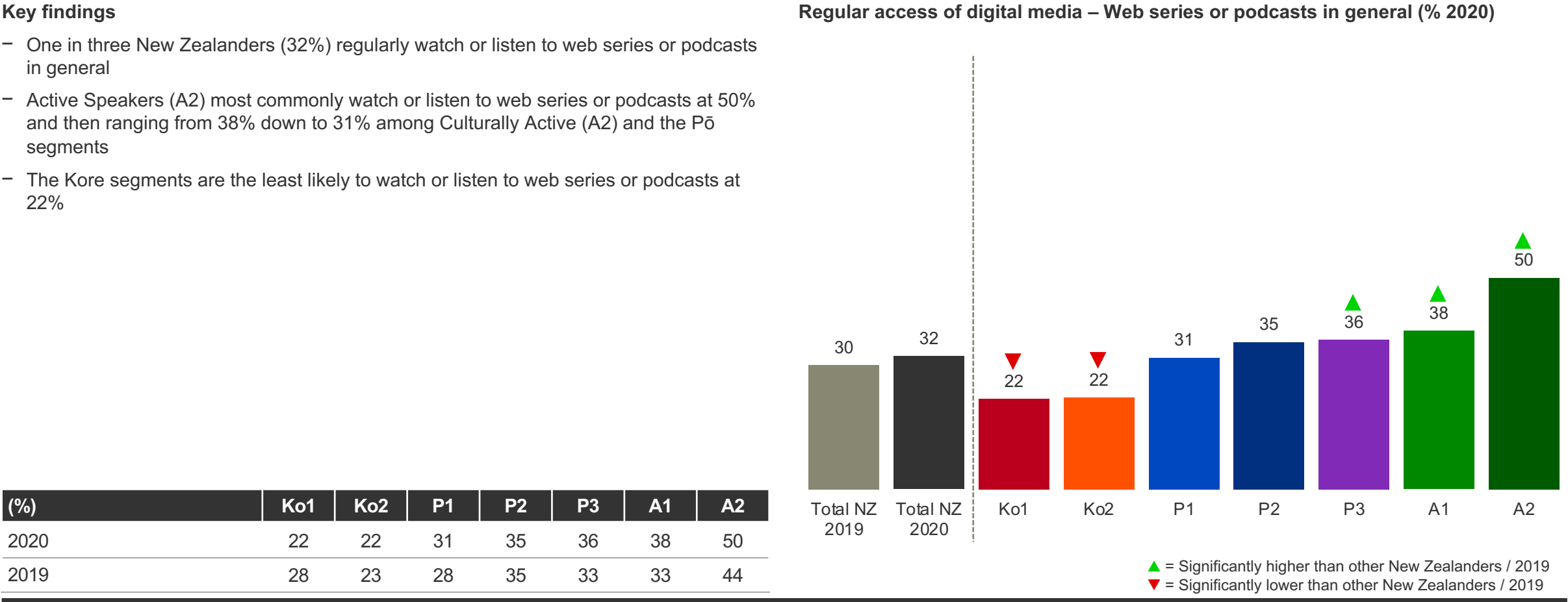


▲ = Significantly higher than other New Zealanders / 2019
▼ = Significantly lower than other New Zealanders / 2019

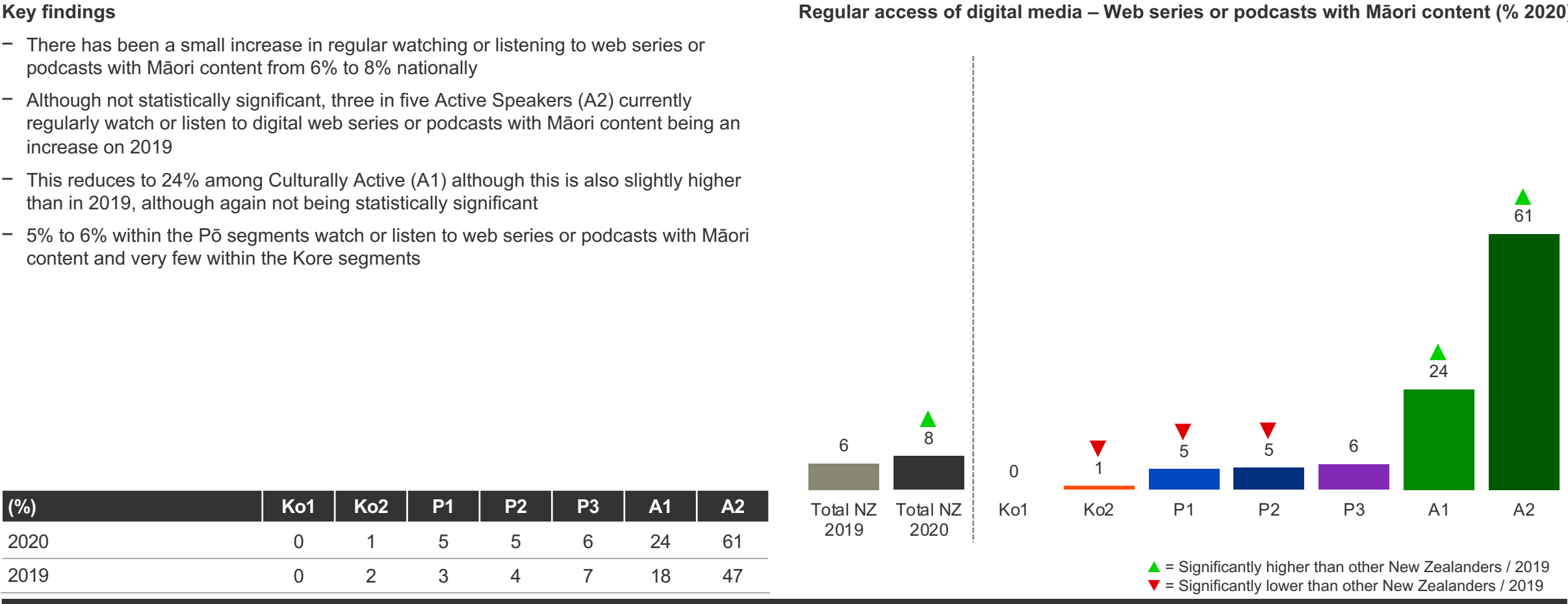
Active Speakers (A2) most commonly listen to digital Māori radio programming followed by Culturally Active (A1)



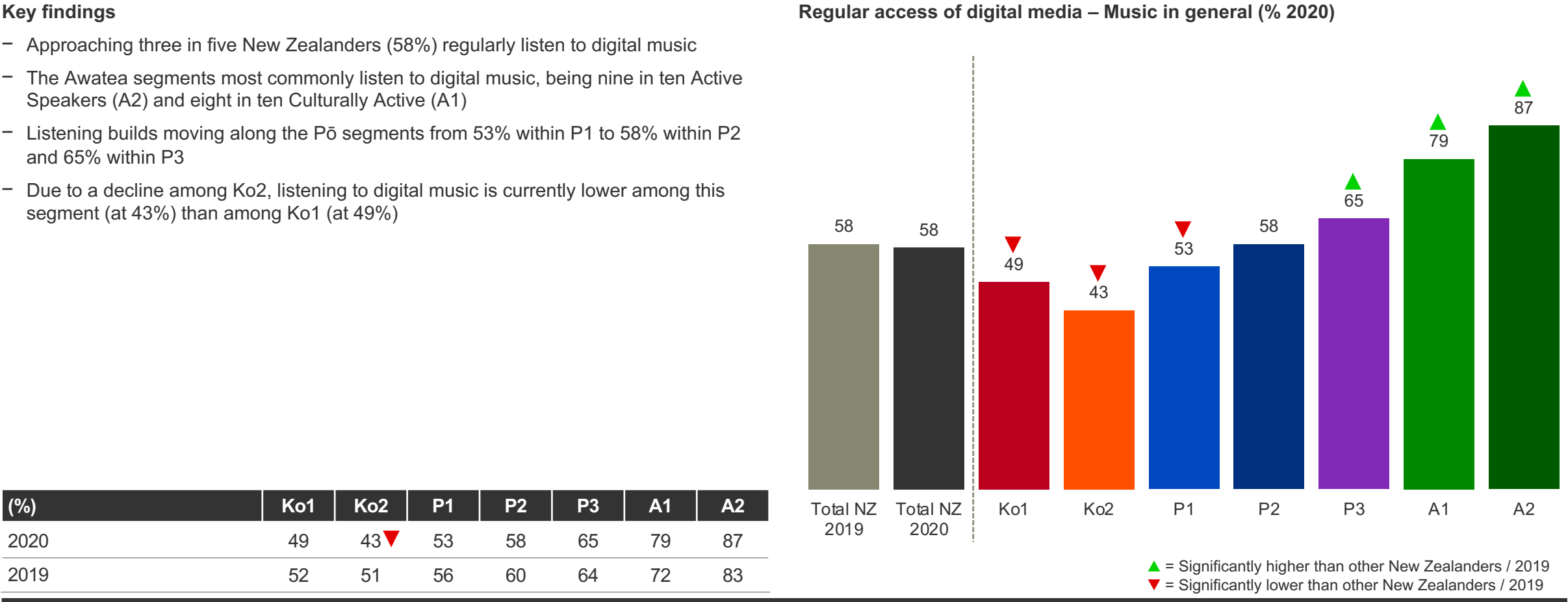
One in three New Zealanders regularly watch or listen to digital web series or podcasts, being most common among Active Speakers (A2)



Watching or listening to web series or podcasts with Māori content is skewed heavily towards the Awatea segments, particularly Active Speakers (A2)



Music is the most commonly accessed digital media across all segments along the KoPA model but being highest within Awatea



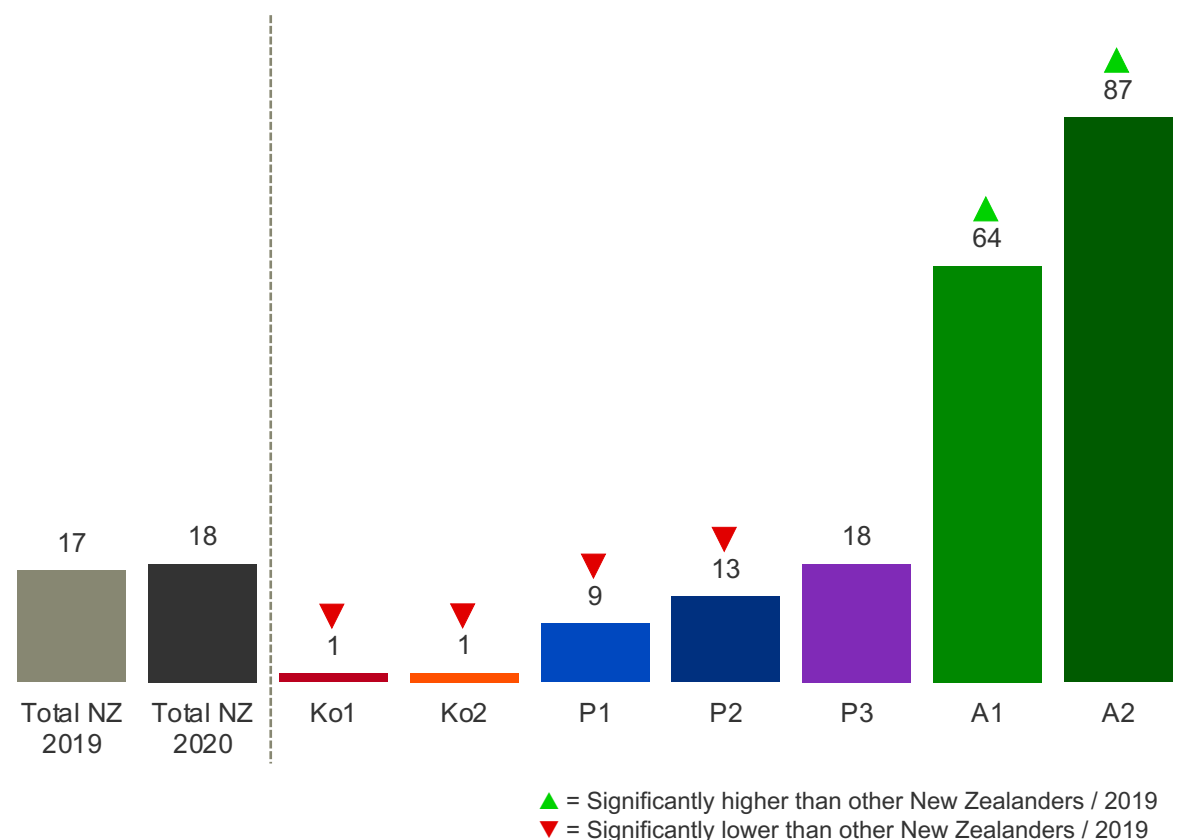
Digital Māori music is commonly listened to by both Active Speakers (A2) and Culturally Active (A1)

Key findings

- The majority (87%) of Active Speakers (A2) use digital media to listen to Māori music
- There has been an increase among Culturally Active (A1) with almost two in three now listening to digital Māori music
- Of the Pō segments, P3 most commonly listen to digital Māori music at 18% but then reducing to 13% among P2 and 9% among P1
- Very few within the Kore segments (1%) regularly listen to digital Māori music

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
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 (% 2020)



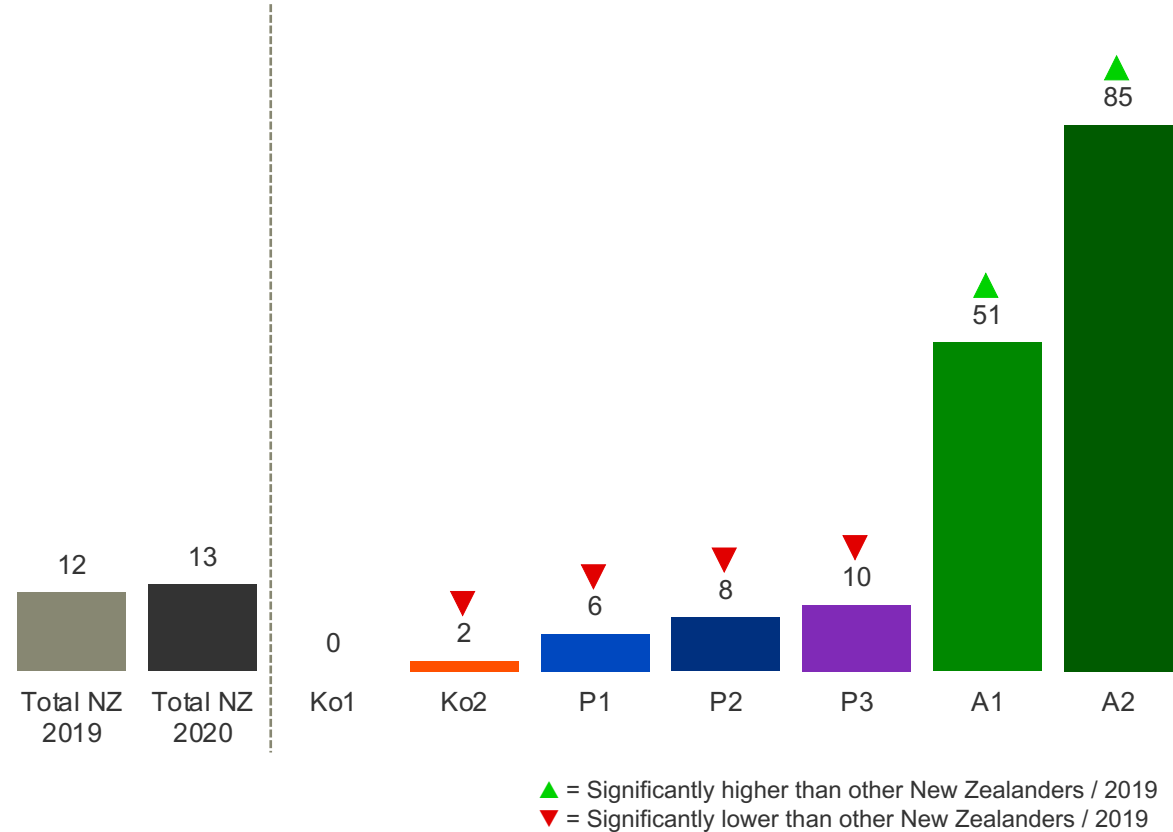
Digital media is also commonly used by the Awatea segments to access media with Māori language content

Key findings

- The majority (85%) of Active Speakers (A2) regularly listen to digital music that has high Māori language content
- One in two Culturally Active (A1) also use digital media to access music in te reo
- A minority within the Pō segments listen to digital music that has high Māori language content, ranging from10% among P3 to 6% among P1
- Very few listen to digital music in te reo within the Kore segments

(%)	Ko1	Ko2	P1	P2	P3	A1	A2
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 (% 2020)

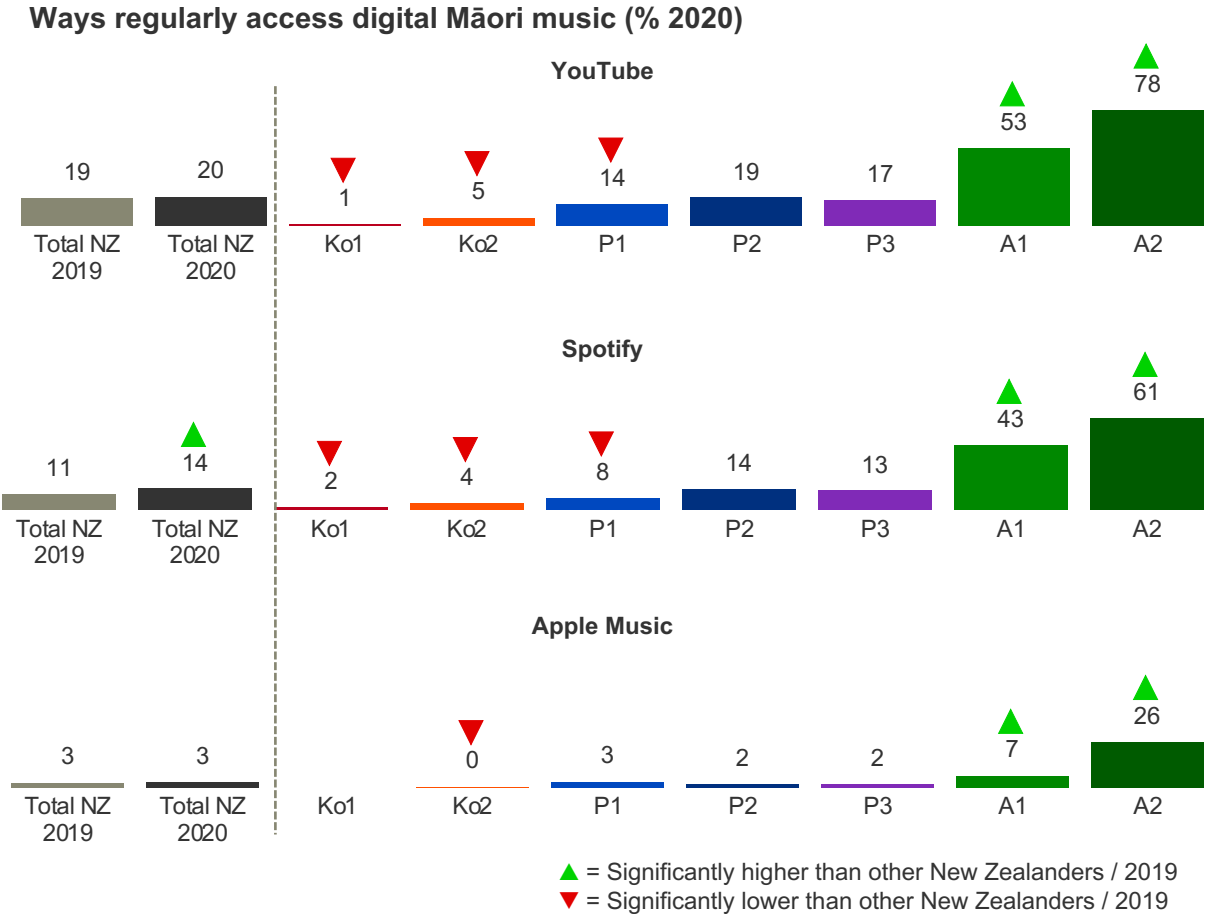


YouTube is most commonly used by the Awatea segments to access digital Māori music however, although still lower than YouTube, there has been an increase in using Spotify

- Key findings

 - YouTube is the most common way to access digital Māori music among Active Speakers (A2) at 78% and Culturally Active (A1) at 53%
 - Although less common than YouTube, there has been a small increase in using Spotify to access digital Māori music at the national level to 14%
 - Three in five Active Speakers (A2) and just over two in five Culturally Active (A1) now also access digital Māori music via Spotify
 - Apple Music is less commonly used by 26% of Active Speakers (A2) and 7% of Culturally Active (A1)

(%)	YouTube		Spotify		Apple Music	
	A1	A2	A1	A2	A1	A2
2020	53	78	43▲	61	7	26
2019	51	74	30	49	6	19



8

Impact of Māori programming

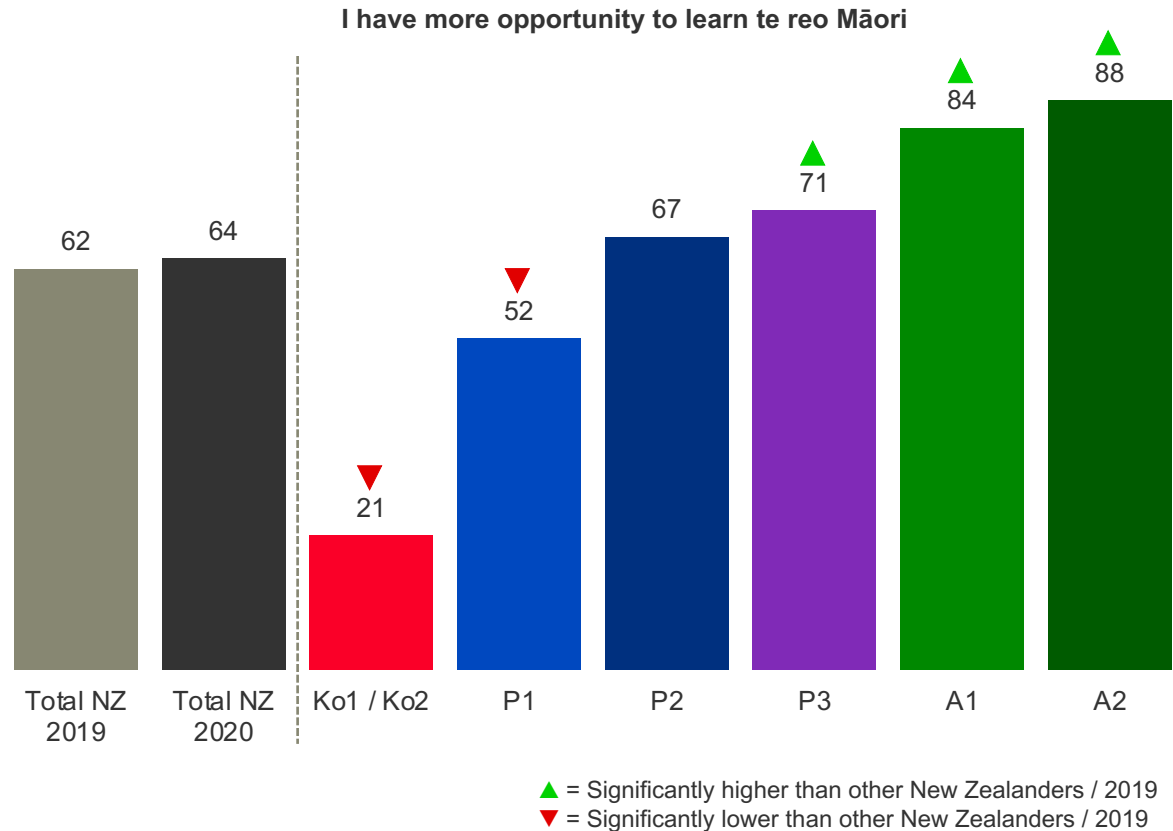
Almost two in three New Zealanders (64%) who view Māori Television programming agree that it provides more opportunity to learn te reo Māori

Key findings

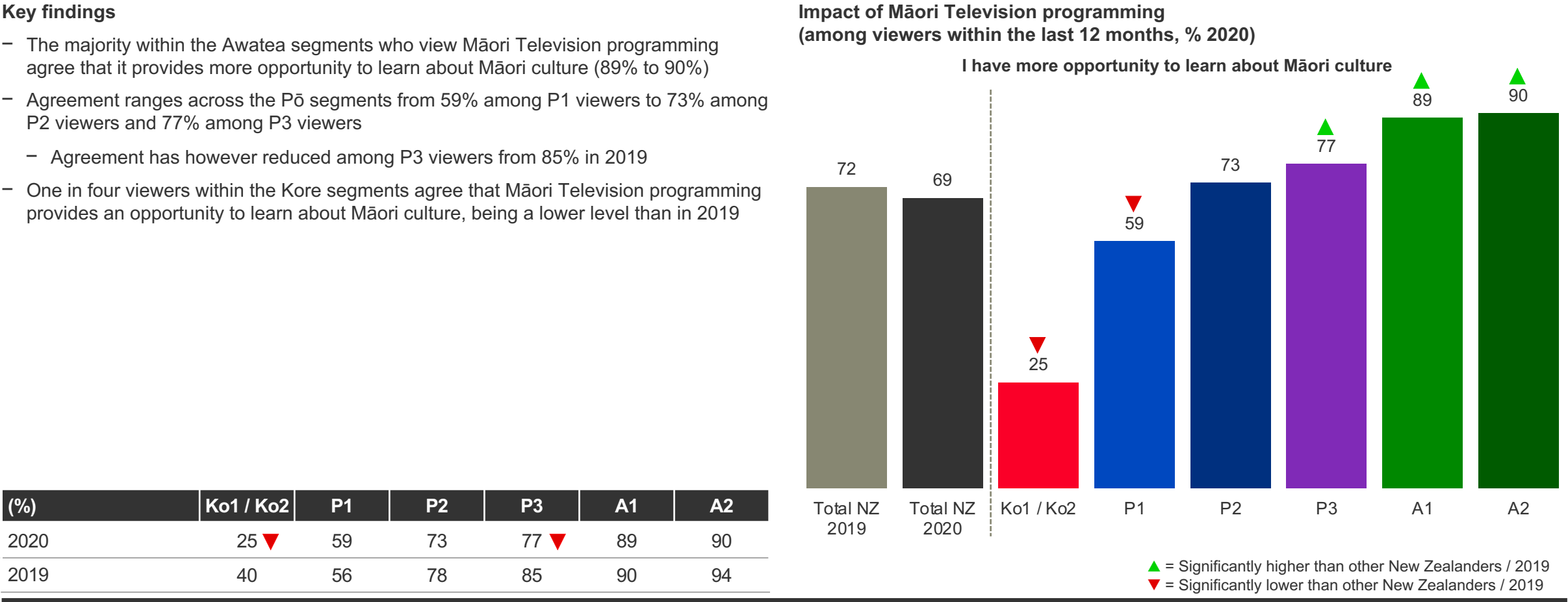
- The majority within the Awatea segments agree that Māori Television provides opportunity to learn te reo being 84% of viewers within Culturally Active (A1) and 88% of viewers within Active Speakers (A2)
- Two in three within the Pō P2 and P3 segments and half of P1 who view Māori Television agree that it provides opportunity to learn te reo
- Only one in five viewers within the Kore segments agree, being a lower level than in 2019

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

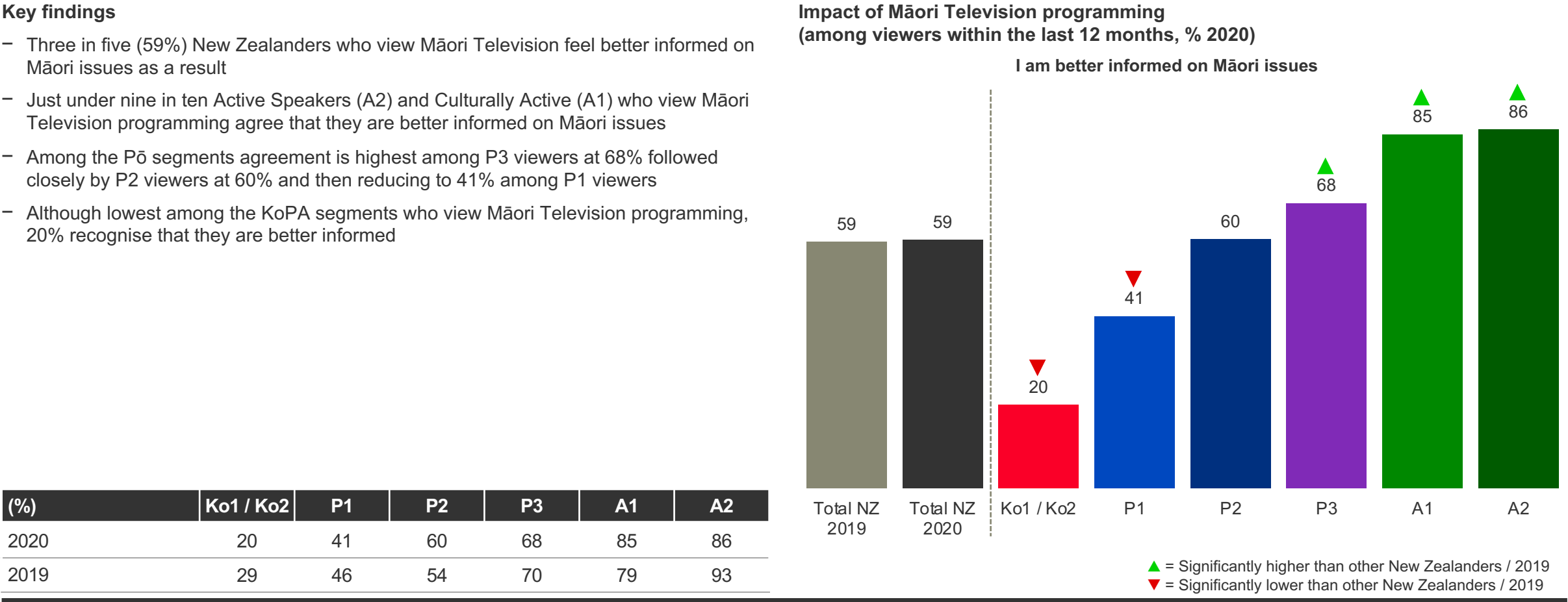
Impact of Māori Television programming
(among viewers within the last 12 months, % 2020)



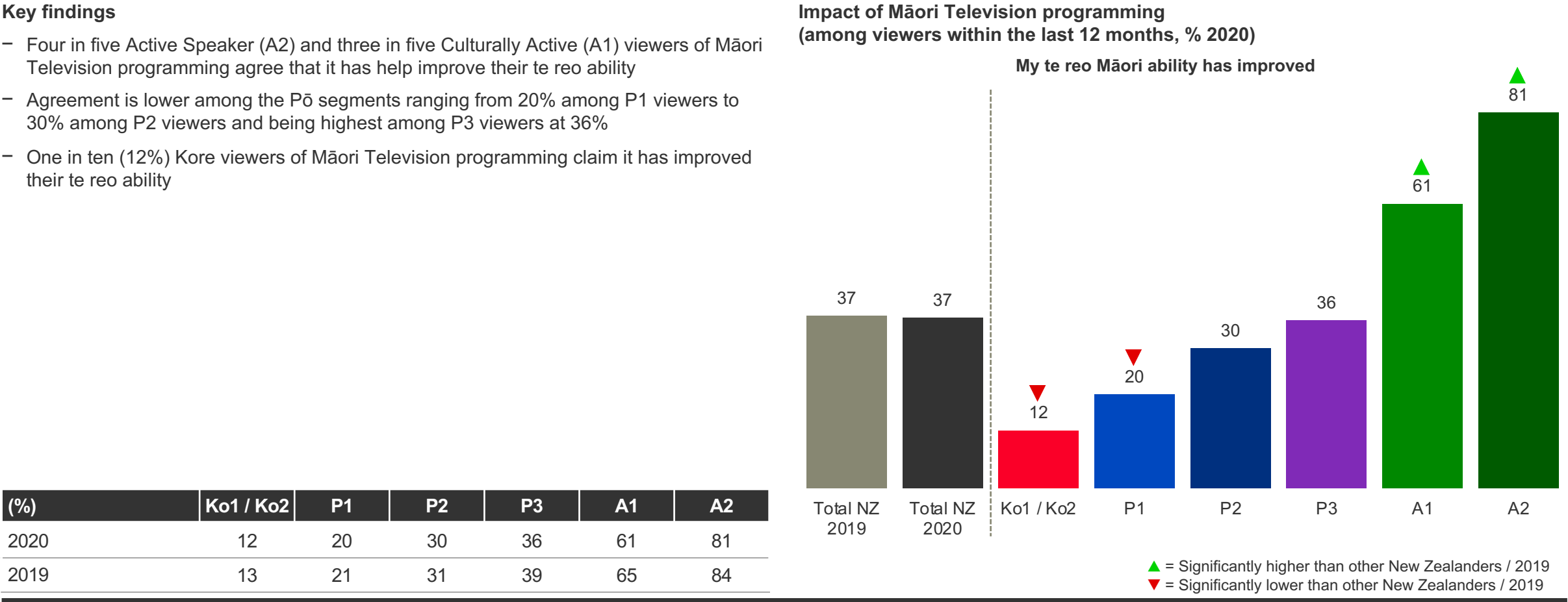
Two in three New Zealanders (69%) who view Māori Television programming agree that it provides opportunity to learn about Māori culture



The majority of those within the Awatea segments feel better informed on Māori issues as a result of viewing Māori television programming



Just under two in five New Zealanders who view Māori Television programming agree that it has helped improve their te reo ability



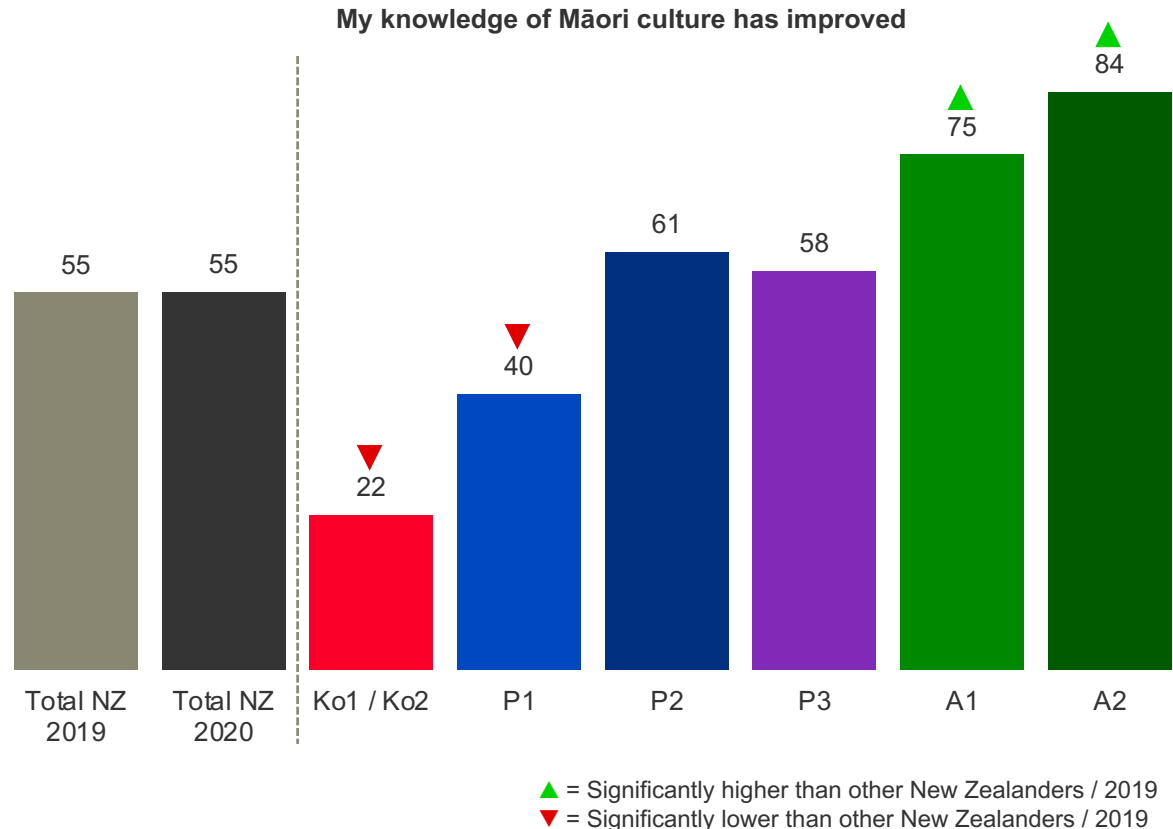
More than half the viewers of Māori Television programming agree that it has improved their knowledge of Māori culture, highest among Awatea viewers

Key findings

- The majority (84%) of Active Speakers (A2) who view Māori Television programming agree that it has improved their knowledge of Māori culture
- Agreement is also high among Culturally Active (A1) viewers at 75%
- Due to a decrease among the Pō P3 segment since 2019, agreement is similar among P2 and P3 viewers at around three in five and being two in five among P1 viewers
- Although lower than other KoPA segments, Māori Television programming has improved the knowledge of Māori culture among 22% of Kore viewers

(%)	Ko1 / Ko2	P1	P2	P3	A1	A2
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, % 2020)

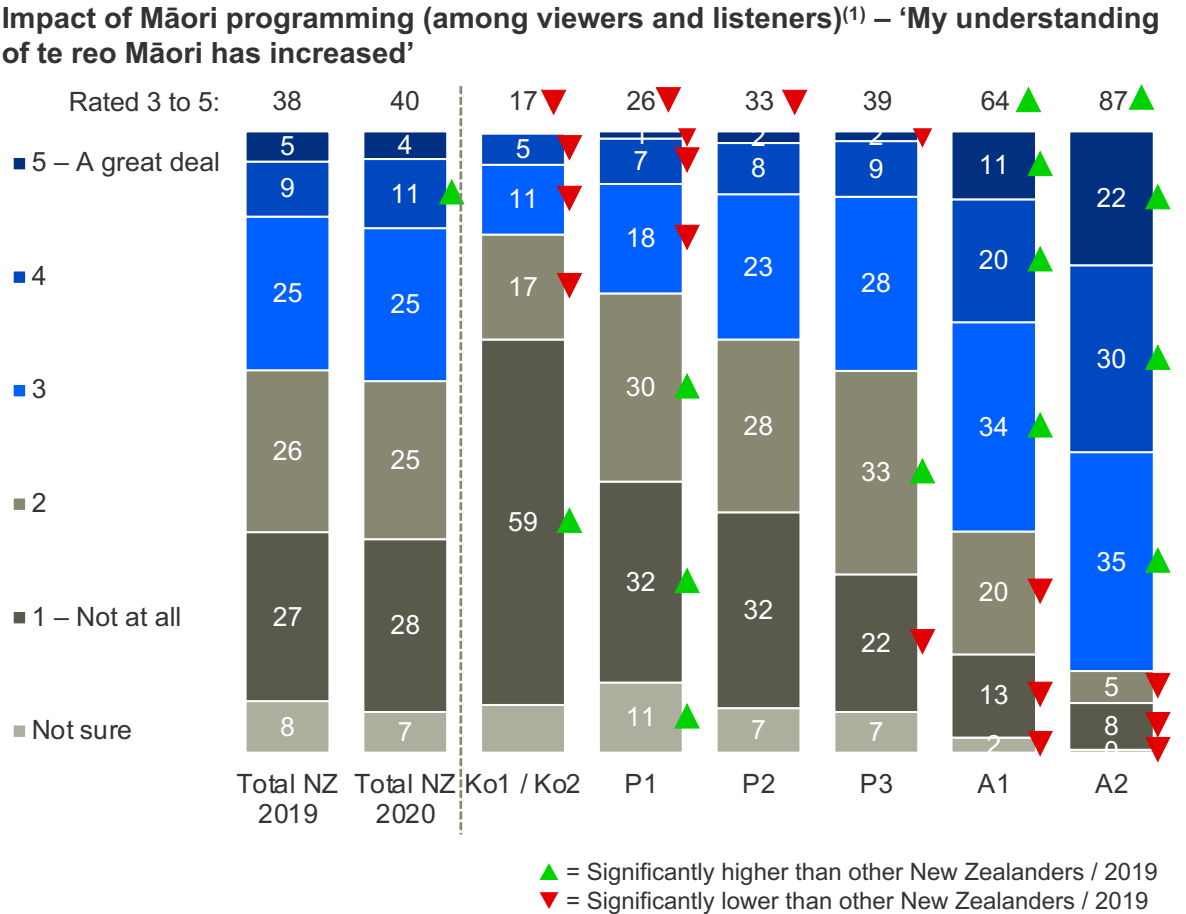


Māori programming has the strongest impact among those in the Awatea segments in terms of increasing understanding of te reo

Key findings

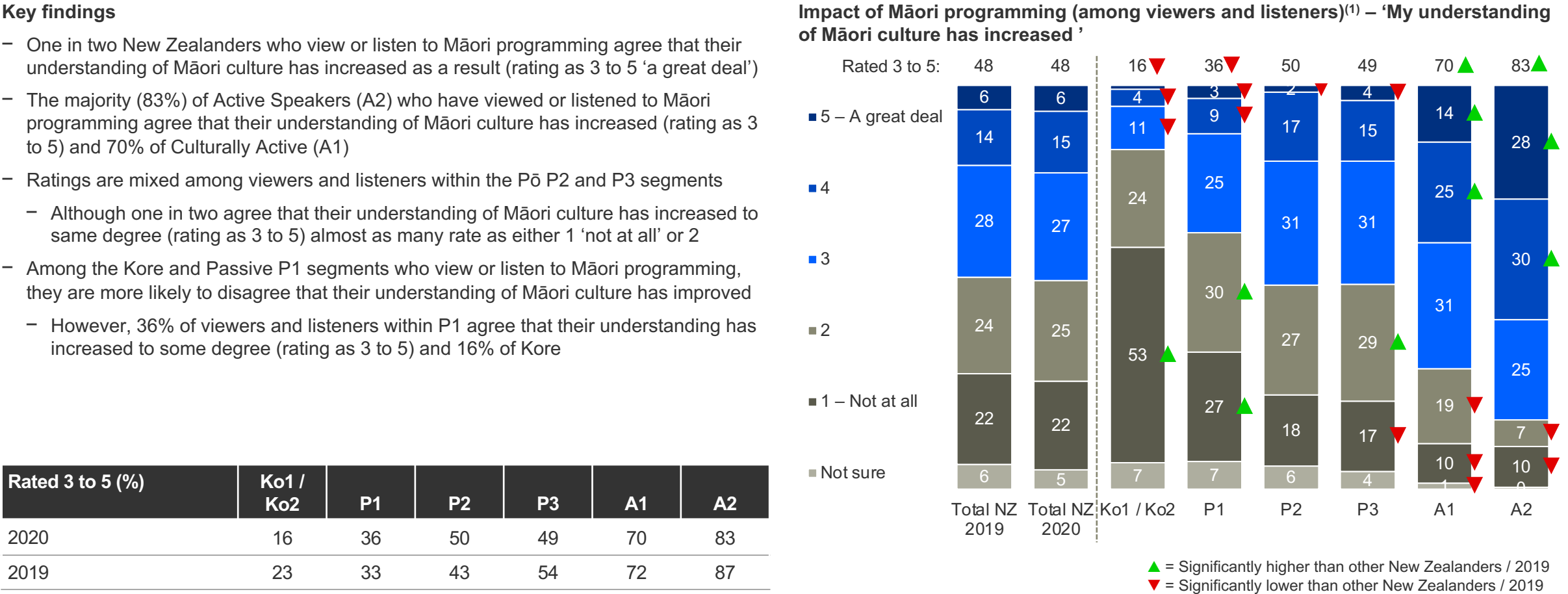
- Two in five New Zealanders who view or listen to Māori programming agree that their understanding of te reo Māori has increased as a result (rating as 3 to 5 ‘a great deal’)
- The majority of Māori programming viewers and listeners within Active Speakers (A2) think their understanding of te reo has increased
- Almost two in three (65%) Culturally Active (A1) engaged in Māori programming agree that their understanding has increased to some degree (rating as 3 to 5)
- Māori programming is of lower impact among the Pō and Kore segments which may be a reflection of the programmes that they view
 - Agreement is highest among viewers and listeners within the P3 segment at 39% and lowest among the Kore segments at 17% (rating as 3 to 5)

Rated 3 to 5 (%)	Ko1 / Ko2	P1	P2	P3	A1	A2
2020	17	26	33	39	64	87
2019	16	25	31	42	65	90

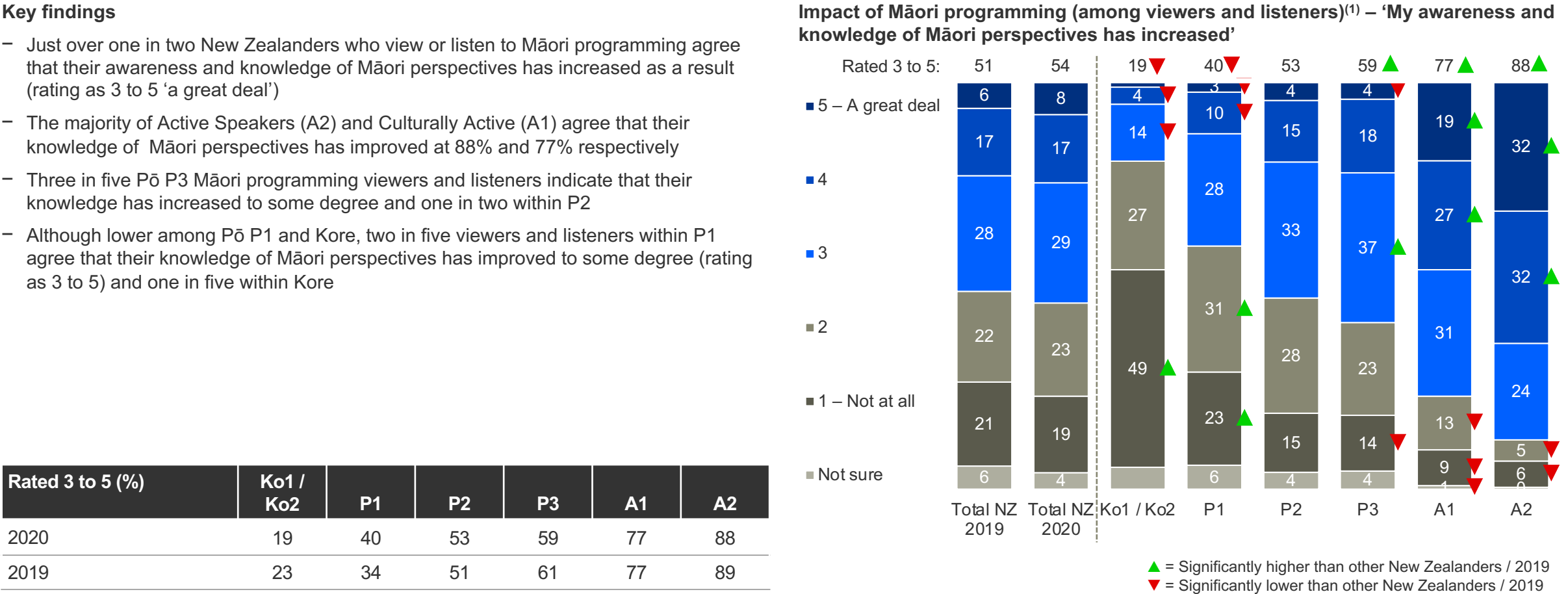


1. Viewers and listeners of Māori programming = Viewed Māori Television channel in last 12 months OR Viewed Māori programmes on other channels in last 3 months OR Listened to iwi radio in last 12 months
Source: As a result of watching or listening to Māori programming in general, to what extent would you say that each of the following has increased or improved?
Base: Viewers and listeners; Total NZ population 2019 = 1693 | Total NZ population 2020 = 1598 | Ko1 n = 36 | Ko1 n = 74 | P1 n = 247 | P2 n = 174 | P3 n = 370 | A1 n = 491 | A2 n = 186

Māori programming has a slightly higher impact on understanding of Māori culture than te reo, but remains of highest impact among the Awatea segments



Although of highest impact among the Awatea segments, many within the P2 and P3 segments also agree Māori programming has improved their knowledge of Māori perspectives

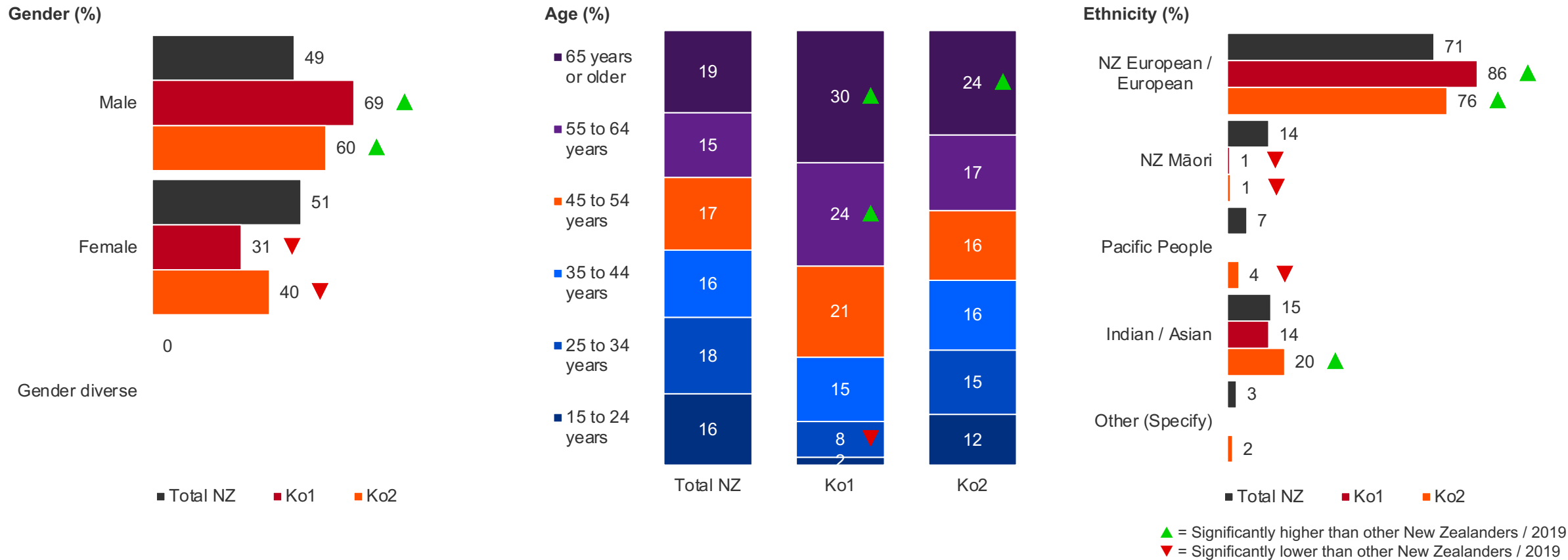


9

Demographic profile

The Kore segments are predominantly NZ European / European and are skewed towards males and older age groups, being more pronounced among the Ko1 segment

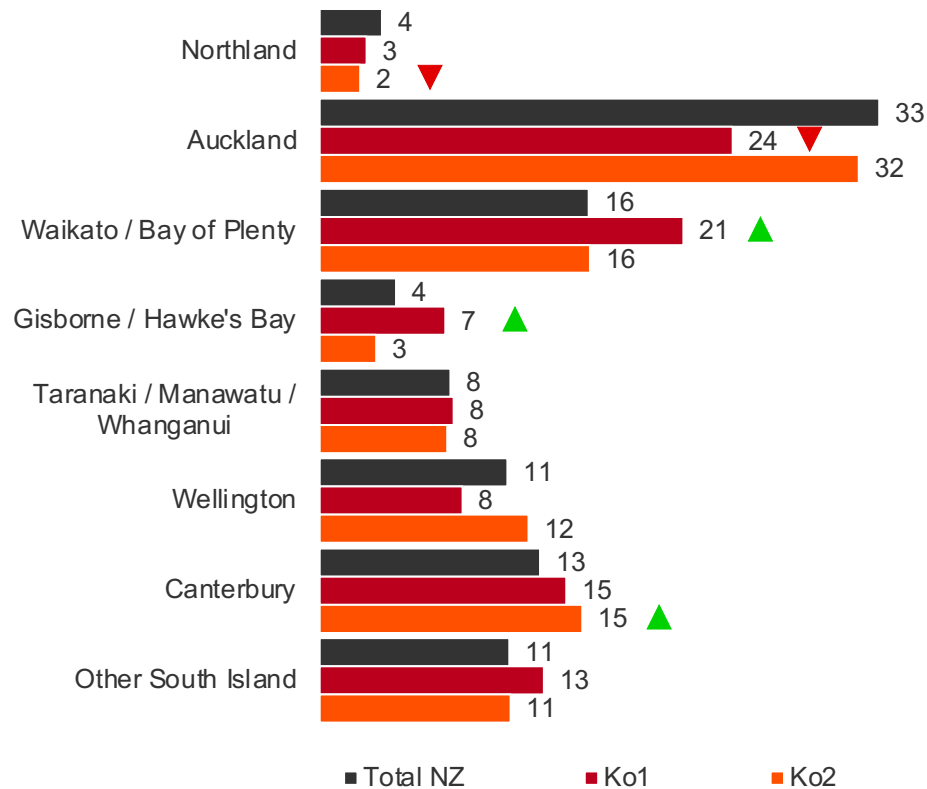
Demographic profile – Zero segments



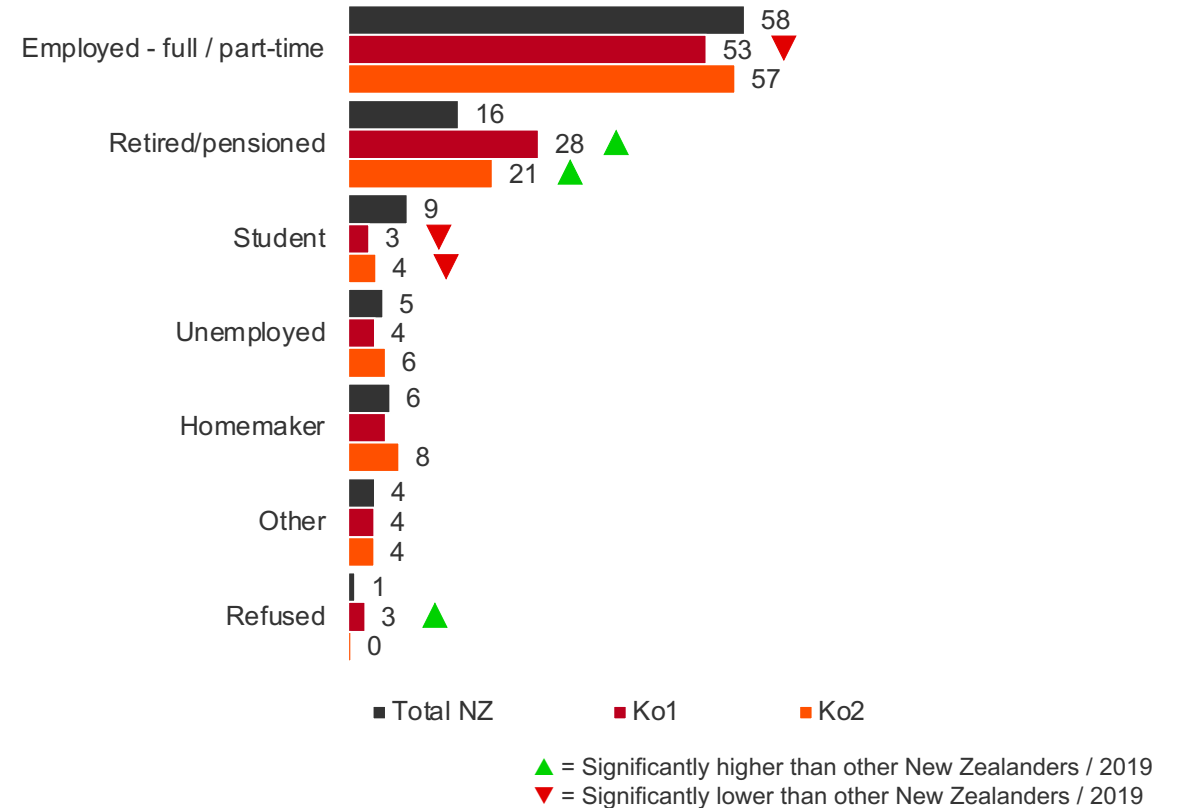
The Kore segments are more likely to be retired, particularly Ko1, and Ko1 are less likely to be living in Auckland and more likely to be living within the Central North Island

Demographic profile – Zero segments

Region (%)



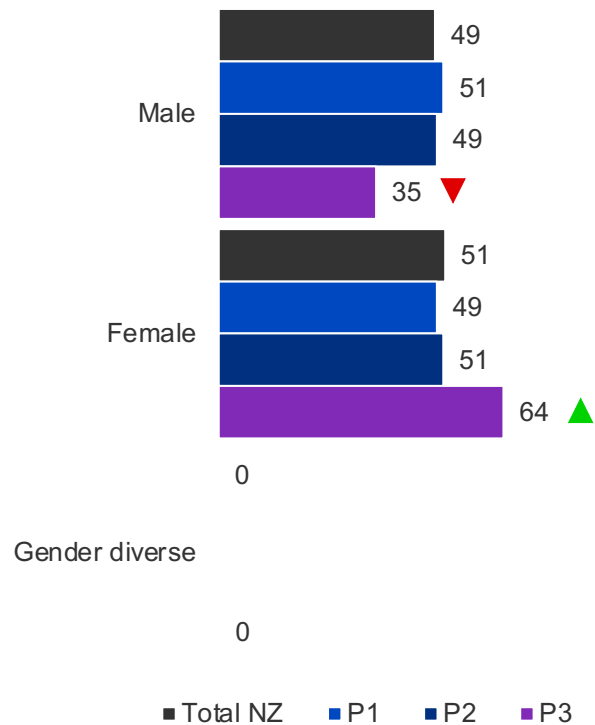
Employment Status (%)



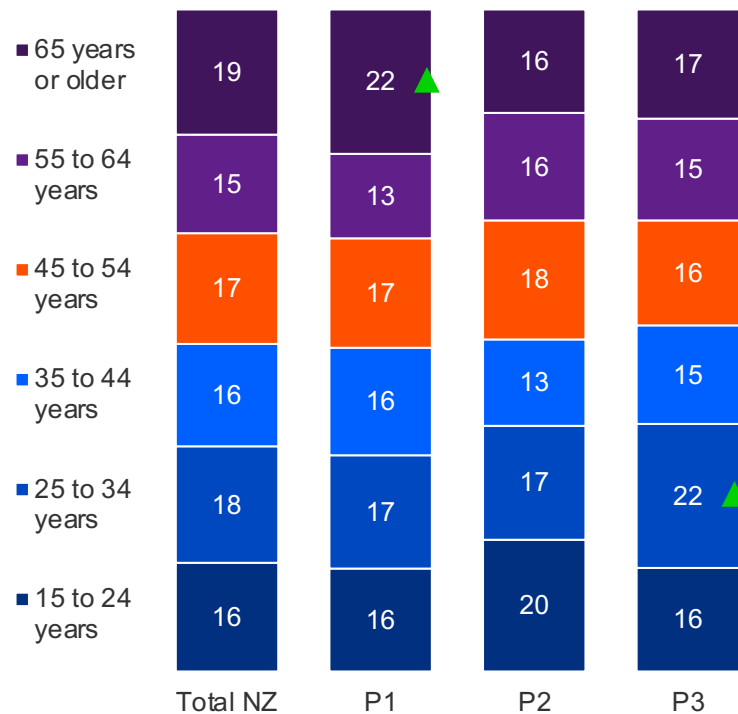
All Pō segments are reflective of the total New Zealand population for age; P3 has a female skew and the highest proportion of Māori and Pacific People within the Pō segments

Demographic profile – Passive segments

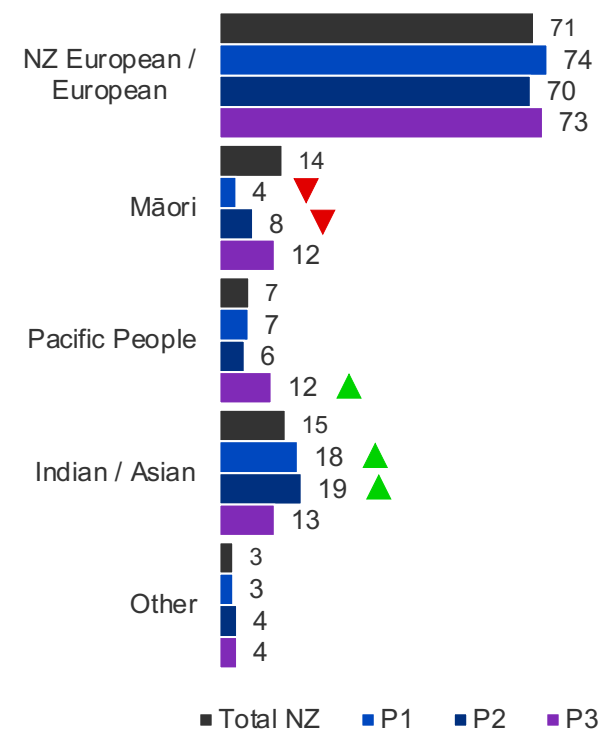
Gender (%)



Age (%)



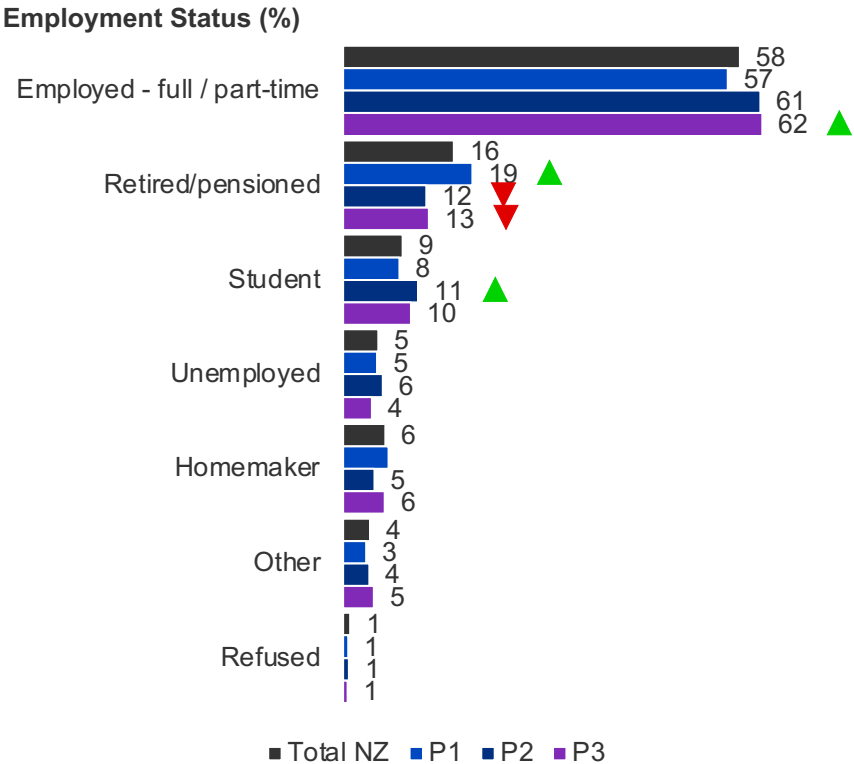
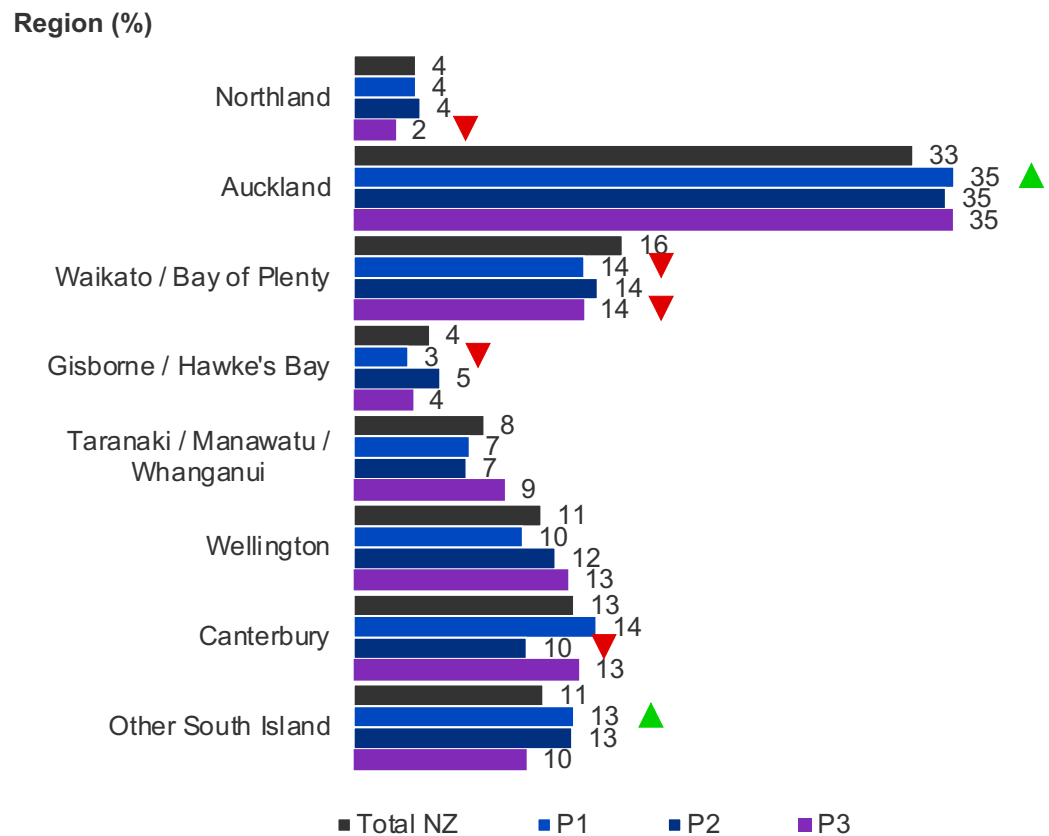
Ethnicity (%)



▲ = Significantly higher than other New Zealanders / 2019
▼ = Significantly lower than other New Zealanders / 2019

The Pō P1 and P2 segments are more likely to be students or in employment and, although some small regional skews, all segments are well spread across New Zealand

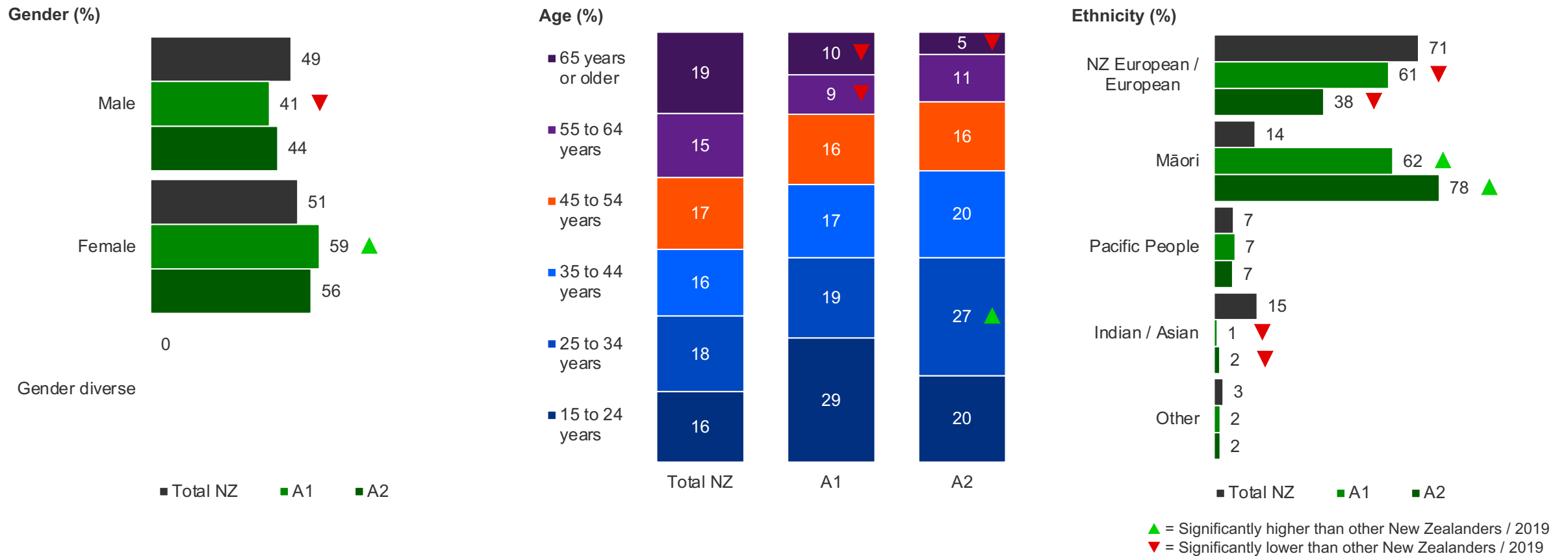
Demographic profile – Pō segments



▲ = Significantly higher than other New Zealanders / 2019
▼ = Significantly lower than other New Zealanders / 2019

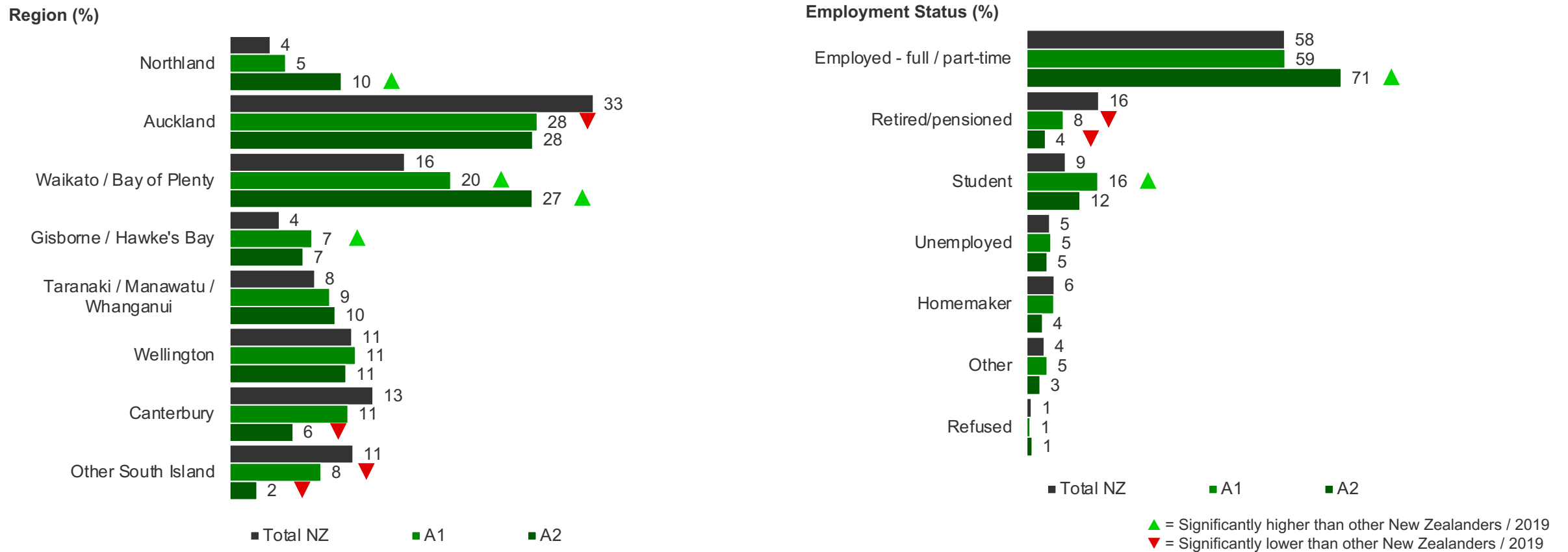
Both Awatea segments have a female and under 45 age skew while 78% of Active Speakers and 62% of Culturally Active are Māori

Demographic profile – Active segments



Active Speakers (A2), and to a lesser extent Culturally Active (A2) more commonly reside in Northland or the central North Island and both have a relatively high proportion of students

Demographic profile – Awatea segments



10

Appendix: methodology

The 2019 survey methodology was used in 2020 for consistency with the Māori General Population interviewed via telephone and the Rest of New Zealand via online surveying

Fieldwork

Data collection and sampling

- The methodology consists of a mix of telephone and online interviewing
 - N = 1000 interviews among the Māori General Population aged 15 plus interviewed via telephone using a random sample from the Māori Electoral Roll
 - N = 1500 interviews among the Rest of NZ Population aged 15 plus interviewed via online panel surveying
- Interviewing was conducted between 20th July 2020 and 11th August 2020

Quotas

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

Interview duration

- The telephone interviews averaged 20 minutes in length
- The online survey averaged 14 minutes in length

Interviewing details

Fieldwork

Computer Aided Telephone Interviewing (CATI)

Māori General Population:

- Names were randomly selected from the Māori Electoral Roll and telematched to provide a sample of phone numbers
- Households were then randomly selected for calling and the adult with the last birthday was requested for interviewing rather than the named person on the Māori Electoral Roll. This approach allows for Māori not registered on the Electoral Roll, or those who may be registered on the General Electoral Roll, to be approached
- To help fill quotas for specific age groups that are difficult to achieve, and to ensure that those within the Māori population with a mobile phone only were not excluded, 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 weighted 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 2020
- 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 disagree
 - Strongly disagree
 - 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

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

Behaviourally active

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

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